

CITY OF SCOTTSDALE
GENERAL PLAN 2001
ANNUAL REPORT
January-December 2014

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OVERVIEW



Scottsdale Stadium

PURPOSE

The City of Scottsdale General Plan 2001 (General Plan) is the long-range planning document that helps guide the future growth and character of the community. The goals and policies of the General Plan are enacted through ongoing formal procedures of the city, such as the Zoning Ordinance, Design Guidelines, and through recommendations from city boards and commissions, and decisions made by the City Council.

The General Plan is a policy document that has the ability to respond to changing conditions, as well as the needs and desires of the community. The General Plan has three interrelated functions:

- It is an expression of community goals and priorities;
- It is a decision-making guide; and
- It fulfills legal requirements created by state law.

Arizona State Statutes require cities to “render an annual report to the legislative body on the status of the plan and progress in its application” (ARS 9-461.07). The General Plan addresses all attributes of the community – from housing, transportation, and infrastructure, to the natural environment - therefore necessitating periodic review of the Plan’s progress.

The purpose of this report is to review the advancement and implementation of the General Plan in order to fulfill the state mandated requirement for annual review and to ensure that it still functions in the same manner as expressed above. This report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2014. It also includes a summary of Council-adopted non-major and major General Plan amendments as well as withdrawn General Plan amendments.



FORMAT

This report is organized into two main sections. The first section is a synopsis of accomplishments realized through the implementation of the General Plan while the second section lists and describes amendments (major and non-major) to the General Plan adopted by City Council during the reporting period.

The first section of this report - comprised of actions realized through General Plan implementation - is organized by Scottsdale's Six Guiding Principles:

- **Preserve Meaningful Open Space**
- **Enhance Neighborhoods**
- **Seek Sustainability**
- **Support Economic Vitality**
- **Advance Transportation**
- **Value Scottsdale's Unique Lifestyle and Character**

The second section describes State Statutes pertaining to the General Plan amendment process. Arizona Revised Statutes allow jurisdictions to establish major General Plan amendment criteria for their community and the report briefly describes Scottsdale's established criteria. This section of the report also lists and describes major and non-major General Plan amendments that were adopted by the Scottsdale City Council as well as those withdrawn during the reporting period.

SECTION 1 - IMPLEMENTATION



CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

As part of the City's citizen involvement efforts to ensure a coherent vision, a comprehensive review of the General Plan called CityShape 2020 occurred in 1994. CityShape 2020 was an extensive educational and community outreach process responsible for reaffirming and improving the General Plan as an expression of the Shared Vision. Completed in 1996, the recommendations from the CityShape 2020 process included the Six Guiding Principles.

All six of the city's Guiding Principles are interrelated and are equally important in influencing the effectiveness of the public-private partnerships that build, improve, maintain and sustain Scottsdale. The Six Guiding Principles are intended to highlight and organize the General Plan, and are of equal importance:

■ **Preserve Meaningful Open Space**

The city of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.

■ **Enhance Neighborhoods**

Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

■ **Seek Sustainability**

Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.

■ **Support Economic Vitality**

Scottsdale is committed to the goal of supporting its existing economic strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.

■ **Advance Transportation**

The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.

■ **Value Scottsdale's Unique Lifestyle and Character**

Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. In years past, the report was formatted to align with the various elements and goals of the General Plan. This document was written so as to align more closely with the Vision of the General Plan. As such, the various actions and events realized through General Plan implementation have been aligned with the Six Guiding Principles.

Actions and events that occur over the course of a year are not always singular in terms of implementation, and in many instances implement various aspects of the General Plan. To address this, highlighted actions and events only show up once in the report - matched with one of the Six Guiding Principles to which it most closely aligns. Furthermore, actions that implement other Guiding Principles will be noted as such through the use of the colored squares (depicted below) that correspond with each of the Six Guiding Principles:

- | | |
|--|--|
| ■ Preserve Meaningful Open Space | ■ Support Economic Vitality |
| ■ Enhance Neighborhoods | ■ Advance Transportation |
| ■ Seek Sustainability | ■ Value Scottsdale's Unique Lifestyle and Character |

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. In 2001, state law mandated fifteen required elements in a General Plan; however, Scottsdale's 2001 General Plan includes twelve elements - a result of combining several state mandated elements, and incorporating three additional community created elements: Character & Design, Economic Vitality, and Community Involvement. The City of Scottsdale General Plan 2001 includes the following elements:

- | | |
|-------------------------|---|
| • Character & Design | • Open Space & Recreation |
| • Land Use | • Preservation & Environmental Planning |
| • Economic Vitality | • Cost of Development |
| • Community Involvement | • Growth Areas |
| • Housing | • Public Services & Facilities |
| • Neighborhoods | • Community Mobility |



Brown's Ranch Trailhead



Neighborhood Enhancement



"Tree City USA" Recognition



Waste Management Open



Hayden/Northsight Extension



Copper Falls

PRESERVE MEANINGFUL OPEN SPACE

Pinnacle Peak Park



The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale. Open space includes, but is not limited to, open space for passive enjoyment and low impact recreational activities, open space for active recreational uses, and setbacks for vista corridors along major streets. The character and function of open spaces are different depending upon the character of the area within which they are located.

Scottsdale's distinctive natural and environmental features contribute significantly to quality of life and economic vitality. Scottsdale provides an exemplary open space system, which contributes to an exceptional quality of life and visitor experience. A large proportion of the city will remain as natural open space through privately-dedicated Natural Area Open Space (NAOS) and through citizen initiative. In established areas, a network of parks, scenic and vista corridors, paths, and trails provide access to nature, recreation opportunities, ecological benefits, and beauty.

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. Scottsdale's McDowell Sonoran Preserve is a continuous tract of natural open space. It protects significant wildlife habitat, maintains the community's connection to the natural Sonoran Desert, and represents an image and character that is uniquely Scottsdale. A major developed open space, the Indian Bend Wash Greenbelt, serves as a recreation and flood control spine, as well as, a significant segment of the regional park system. Smaller parks next to school sites allow for dual use by the neighborhood and school. Preserved desert washes help maintain the lush desert character and wildlife corridors in developments. Still, other open spaces offer protection from natural hazards and conservation of natural resources, including watersheds, streams, and aquifers.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Preserve Meaningful Open Space*.

Brown's Ranch Trailhead



Park Recognition ■ ■ ■

Brown's Ranch Trailhead captured a Crescordia Award for site development and landscape of parks and trails at the Valley Forward Association's 34th Annual Environmental Excellence Awards ceremony. The trailhead was praised for preserving meaningful open space while providing recreational access and habitat connectivity. The site design protects natural drainage corridors and utilizes indigenous plant materials. *(Cross-Reference Character & Design, Open Space & Recreation, and Preservation & Environmental Planning Elements)*

Chaparral Dog Park



Park & Recreation Accreditation ■

Scottsdale's high quality of parks and recreation services was reaffirmed as the department earned accreditation from the Commission for Accreditation of Park and Recreation Agencies. Scottsdale was one of only four cities in the state to earn the honor, originally earning the accreditation in 1994 and holding that distinction for 20 years. Accreditation requires meeting or exceeding 36 fundamental service and operational standards while complying with an additional 92 performance measures. *(Cross-Reference Open Space & Recreation Element)*

McDowell Mountain Ranch Aquatic Center



Best of the Best ■

Scottsdale was recognized by several different entities for outstanding parks and recreation facilities. As such, Chaparral Park was voted 'Best Dog Park in Arizona' by AAA, and the local New Times publication selected McDowell Mountain Ranch Aquatic Center as the 'Valley's Best Pool'. *(Cross-Reference Open Space & Recreation Element)*

Trail Easement Acquisition ■

Scottsdale, through Resolution 9675, acquired multiple public non-motorized access easements along Scottsdale Road in order to improve the connectivity of the existing trail system. The multiple locations are located within the Scottsdale Road Desert Foothills Scenic Drive, between Happy Valley Road and Carefree Highway. *(Cross-Reference Open Space & Recreation Element)*

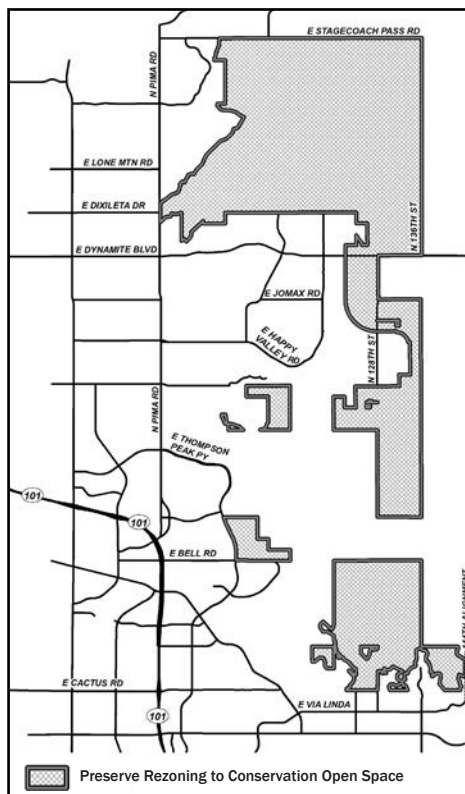
Preserve Cases ■ ■

Scottsdale initiated several endeavors associated with the McDowell Sonoran Preserve:

- The City Council initiated Case 20-ZN-2014 consists of the rezoning of 22,300± acres of City-owned lands located within the McDowell Sonoran Preserve to the Conservation Open Space zoning district. The intended zoning district would further provide another layer of protection for keeping these preserve lands in their natural state for perpetuity.
- In conjunction with the initiative to rezone lands located within the McDowell Sonoran Preserve, City Council directed staff to initiate a text amendment to the Conservation Open Space zoning district, to promote consistency of this district with the Preserve Ordinance and the Preservation & Environmental Planning and Open Space & Recreation Elements of the General Plan.

(Cross-Reference Open Space & Recreation Element)

20-ZN-2014 - Preserve Rezoning



ENHANCE NEIGHBORHOODS

Southern Scottsdale Neighborhood



Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including zoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

Scottsdale's vision is to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all of its neighborhoods, commercial and residential. By making sure that development is in harmony with existing character, enhancing neighborhoods' defining features, and ensuring their long-term attractiveness and economic integrity, the unique character and special qualities of each individual neighborhood can become more prominent.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Enhance Neighborhoods*.

Paradise Vista Estates



Woodleaf HOA



Scottsdale Mobile Estates



7220 & 7224 East Belleview



Neighborhood Enhancement Partnership (NEP) Program

Scottsdale’s NEP program helps to prevent the decline of mature neighborhoods by encouraging property owners to enhance their own neighborhoods, providing on-going funding opportunities that can assist in neighborhood-based improvement projects. The Neighborhood Advisory Commission and City Council approved 4 NEP applications, with funding for completed projects amounting to roughly \$37,000. The projects included:

- Paradise Vista Estates – Landscaping and perimeter wall improvements along Via Linda
- Woodleaf HOA – Landscaping and perimeter wall improvements along Palo Verde Drive
- Scottsdale Mobile Estates – Internal landscape improvements
- Four Seasons Condominiums HOA – Repair and paint exterior structures

(Cross-Reference Neighborhoods Element)

Housing Assistance

The city allocated \$1,054,847 million in Community Development Block Grant (CDBG) funds to 13 agencies in fiscal year 2014/2015 to assist over 524 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$209,671 was allocated in HOME funds for acquisition, rehabilitation of single-family housing, and reselling of these homes to qualified low-income, first-time homebuyers. *(Cross-Reference Housing and Neighborhoods Elements)*

Belleview Land Acquisition

Habitat for Humanity of Central Arizona worked with the Community Assistance Office to rehabilitate 2 city properties located at 7220 and 7224 East Belleview Street. Within 30 days the project was completed and resulted in 8 low income units, of which 6 are one-bedroom units and 2 are ADA accessible two-bedroom units. *(Cross-Reference Housing and Neighborhoods Elements)*

Neighborhood Safeguarding

Based on International City Management Association (ICMA) data, Scottsdale was one of the fastest and most efficient Code Enforcement agencies for jurisdictions with more than 100,000 residents in 2014, with a 0.2 day average for a Code Inspector response to a complaint turned in by a citizen. In all, Scottsdale Code Enforcement issued 7,210 Compliance notices and performed 26,663 inspections/reinspections. As a result, 95.5% of cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

Neighborhood Protection

Through code enforcement, evening, weekend, and special event inspection programs continued, resulting in the abatement of more than 1,121 graffiti sites and the removal of more than 3,129 non-permitted signs from public rights-of-way throughout the City. *(Cross-Reference Neighborhoods Element)*

SEEK SUSTAINABILITY

McDowell Sonoran Preserve - Gateway Trailhead



Scottsdale is committed to the effective management of our finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs. It is essential that there will always be sufficient resources to maintain or improve levels of service, environmental quality, economic vitality, and access to amenities that contribute to the quality of life Scottsdale offers today.

Scottsdale is a community that embraces conservation and preservation and offers residents and visitors a healthy, safe, clean and sustainable environment. Its policies and programs foster energy, land, and water conservation, reduced solid waste generation, cleanup of contaminated sites, and participation in finding solutions to regional environmental issues.

Scottsdale citizens have often affirmed that one of the community's highest priorities is preserving and protecting the environment. This is accomplished by incorporating the importance of environmental sensitivity into the city's planning efforts to ensure that environmental stewardship occurs while maintaining a high quality of life for citizens.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Seek Sustainability*.

Scottsdale Environmental Design Awards ■■■

The City of Scottsdale awarded three projects with a Scottsdale Environmental Design Award (SEDA). The goal of SEDA is to encourage and recognize aesthetically expressive sustainable designs that are appropriate to the upper Sonoran Desert environment.

SEDA Award Winners



Bicycle Haus



North Scottsdale Park & Ride



Simply Dentistry

A new Legacy Awards category was made available in 2014 by the Awards Committee and gave recognition to four projects within Scottsdale. This category is intended to recognize projects that are over 25 years of age and provide early examples of appropriate and aesthetically significant strategies to designing in the Sonoran Desert environment. *(Cross-Reference Character & Design and Preservation & Environmental Planning Elements)*

Legacy Award Winners



Cattletack Compound



Old Adobe Mission



Scottsdale Medical Pavilion



First Church of Christ, Scientist

Green Building Program ■■

Scottsdale assisted several multi-family projects in utilizing the International Green Building Code as part of the City's Green Building Program, which provides development density and building height benefits as incentives for designing and constructing green buildings. In 2014, over 1,000 multi-family unit building permits (58% of all multi-family permits) were issued in accordance with green building code provisions for energy savings, water efficiency, renewable energy, regenerative building materials, and improved indoor comfort and health. *(Cross-Reference Preservation & Environmental Planning Element)*



Green Building Lecture Series ■■

For the 14th consecutive year, the City provided a free green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. *(Cross-Reference Preservation & Environmental Planning Element)*

Upper Camelback Wash & Path



Upper Camelback Wash ■ ■ ■

The City’s Capital Project and Stormwater departments completed Phase 1 of Upper Camelback Wash project, extending from 92nd Street and Shea Boulevard north to Cactus Road. This phase includes flood improvements and a multi-use path, providing access to the Camelback Walk and ultimately Indian Bend Wash. The Upper Camelback Wash project is intended to eliminate structural flooding for this major wash corridor, with the overall project extending from 92nd Street and Shea Boulevard north to Sweetwater Avenue. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Arbor Day Tree Planting



Tree City USA ■ ■

Scottsdale earned its 32nd consecutive “Tree City USA” recognition in honor of Arbor Day – the longest run of any city in the state. To obtain Tree City USA recognition, a community must adopt a tree ordinance; appoint a board, department, or commission to advise the city on urban forest issues; spend at least \$2 per capita on community forestry activities; and hold an Arbor Day celebration. *(Cross-Reference Preservation & Environmental Planning Element)*

North Indian Bend Wash Granular Activated Carbon Treatment Facility ■

Scottsdale’s new groundwater treatment facility, the North Indian Bend Wash Granular Activated Carbon Treatment Facility (NGTF) located at 5985 N. Cattletrack Road, opened as a joint effort between the City and Motorola Solutions as a part of the North Indian Bend Wash Superfund Site groundwater cleanup. The new facility treats groundwater with Granular Activated Carbon, a technology that uses a carbon filtration process to treat groundwater to drinking water standards set by the U.S. Environmental Protection Agency. Scottsdale now blends the treated water from the NGTF with drinking water from the Chaparral Water Treatment Plant and other sources in an effort to put it to beneficial use in the City’s water distribution system. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

North Indian Bend Wash Granular Activated Carbon Treatment Facility



Regional Dust ■

Scottsdale actively participated in the Maricopa Association of Governments (MAG) Air Quality Technical Advisory Committee and the Maricopa County Air Quality’s rapid response planning for dust control in the region. This year the US Environmental Protection Agency accepted the MAG/ADEQ PM-10 5% Plan and declared that Maricopa County had achieved an attainment status for PM-10 (dust) pollution. Furthermore, Scottsdale maintained dust for 100% of City-managed surfaces, with no notification of non-compliance. *(Cross-Reference Preservation & Environmental Planning Element)*

Safe Yield ■

Scottsdale achieved Safe Yield (pumping less ground water than recharged) for the ninth consecutive year by recharging 4.45 billion gallons of water above Safe Yield into the aquifer. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Direct Irrigation Water Reuse ■

Approximately 6.5 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 23 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses along with two city recreation facilities. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Water Supply & Quality ■

In 2014, Scottsdale provided safe, reliable drinking water to over 88,000 accounts by maintaining and operating more than 2,000 miles of water lines, 4 treatment facilities, 43 reservoirs, 27 groundwater wells and thousands of fire hydrants, valves, pump/booster stations and other equipment that make up the drinking water distribution system. All of this, while meeting or surpassing all EPA requirements by performing over 10,000 tests throughout the year on drinking water in the Water Quality Laboratory. In addition, 66 continuous, online analyzers monitor the drinking water throughout the distribution system and water treatment plants. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Groundwater Savings Facility ■

Scottsdale, through the Groundwater Savings Facility (GSF) Agreement with Salt River Project (SRP), recharged 5,000 acre feet or 1.62 billion gallons of water at the facility earning long term water storage credits. Participation in the groundwater savings facility provides important economic and water management benefits for the City, as the water credits earned will be used to offset future groundwater pumping. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Clean City ■

The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion as part of the federal government's initiative to reduce petroleum use. The initiative seeks to increase alternative and renewable fuel usage, improve fuel economy, and implement idle reduction and fuel-saving technology. Scottsdale has proactively increased its usage of compressed natural gas (CNG) and E-85 (increased ethanol fuel blend) as a means to add to fuel savings and lower fleet engine emissions. *(Cross-Reference Preservation & Environmental Planning Element)*

Sustainable Waste System ■

Scottsdale Solid Waste continued to reduce vehicle mileage and curtail emissions. Utilizing the transfer station, transferred loads from 15,804 solid waste collection vehicles resulted in approximately 426,708 miles of reduced travel and related fuel savings. In addition, Scottsdale has replaced 13 older vehicles with CNG powered collection vehicles, adding to fuel savings and lower engine emissions. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Solid Waste Recognition ■

Scottsdale's Environmental Quality Advisory Board (EQAB) recognized Scottsdale's Solid Waste Department by presenting a plaque outlining the City's outstanding, cost-effective solid waste control services and landfill diversion programs. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

SUPPORT ECONOMIC VITALITY

Scottsdale Air Center



The strength of Scottsdale's economy has enabled the city to provide a high level of service to its residents at a relatively low cost through tourism and sales tax subsidies. In order to maintain its economic advantage, it is important to foster a balanced economic development program. Scottsdale is committed to the goal of supporting our existing strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen our ability to meet this goal.

Scottsdale's future as a desirable place to live, work, and visit is dependent upon a dynamic, diversified, and growing economic base that compliments the character of the community. Scottsdale relies on its strong economic vitality to generate financial resources; provide services and a high quality of life; offer employment and prosperity for its citizens; and preserve special places in the community. Without these economic strengths, citizens would experience decreased levels of services and amenities, and/or increased taxes and costs of services.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Support Economic Vitality*.



Waste Management Open



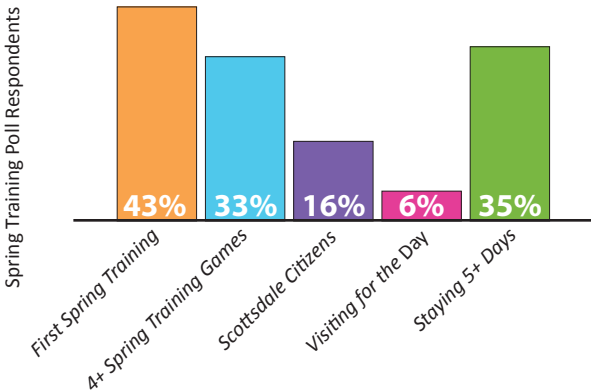
Barrett-Jackson Auto Auction



Spring Training



Tony Nelszen Equestrian Center



Spring Training Poll Respondents

Special Events ■ ■

Tourism driven events are an important part of the Scottsdale tourism “product” and as such are used as destination marketing tools. The industry and the city benefit from the increased visitor recognition of Scottsdale through the promotion of these events, and residents are provided access to a wide variety of high-quality entertainment options. Scottsdale continued to be a tourist destination by hosting signature events including, but not limited to: P.F. Chang’s Arizona Rock ‘N’ Roll Marathon, Barrett-Jackson Auto Auction, Waste Management Open, Arabian Horse Show, Parada del Sol Parade and Rodeo, Scottsdale Professional Rodeo Cowboys Association Champions Challenge, Scottsdale Arts Festival, San Francisco Giants Spring Training, Scottsdale Culinary Festival, Tour de Scottsdale, Arizona Bike Week, Scottsdale Showdown, Scottsdale Polo Championships Horses and Horsepower, Baseball Festival, Schwab Cup Golf Tournament, Goodguys Car Show, McCormick-Stillman Railroad Park Railfair, Summer Concert series, Rob Zombie Great American Nightmare Haunted House, Charles Schwab Cup Championship, Quarter Horse Association Arizona Fall Championship, National Cutting Horse Association Days, Scottsdale Fan Fest, World Food Championships, Jeff Myers Memorial Junior Tennis Tournament, and the Adrenaline Lacrosse Tournament. *(Cross-Reference Economic Vitality Element)*

Tourism & Events ■ ■

A newly created city department, Tourism & Events is located at the Community Design Studio. The department works with event producers, downtown merchant groups, special event applicants and tourism partners in an effort to create, maintain, and expand tourism within the City of Scottsdale. *(Cross-Reference Economic Vitality Element)*

Tony Nelszen Equestrian Center ■ ■

Capital Project Management completed the expansion of the Tony Nelszen Equestrian Center, improving the facility’s ability to compete as a year-round venue for equestrian and other signature events. The center now spans roughly 300,000 square feet of continuous, climate controlled event space. *(Cross-Reference Economic Vitality Element)*

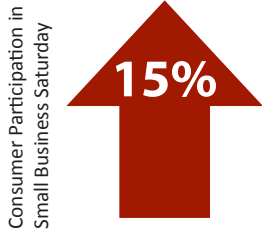
Spring Training Survey ■

Scottsdale conducted a survey as part of the Spring Training pin giveaway. More than 300 spring training fans took a text message survey, asked to select all responses that were applicable, in exchange for a collectible San Francisco Giants pin. The survey gives the City a better understanding as to who is in the Downtown during Spring Training. *(Cross-Reference Economic Vitality Element)*



Choose Scottsdale ■

The Economic Development department updated their website with data tools for those interested in locating their business in Scottsdale, including SizeUp, a free online tool that lets local businesses and prospects instantly access data from public and private sources for benchmarking, competitive assessment, marketing and demographic analysis. *(Cross-Reference Economic Vitality Element)*



Small Business Saturday ■

For the fourth year, Scottsdale participated in Small Business Saturday, a national campaign to drive consumers to shop at local merchants during the heaviest shopping weekend of the year—Thanksgiving. A national survey conducted by the National Federation of Independent Business (NFIB) and American Express reported that Small Business Saturday participation by consumers increased by nearly 15% over the previous year. *(Cross-Reference Economic Vitality Element)*

Small Business Speaker Series ■

The Economic Development department conducted a monthly speaker series in an effort to help Scottsdale’s small businesses. “Taking Care of Your Business” focused on providing resources for the business community. Topics included:

- Business Marketing
- Property Safety
- Business Operations
- Code Enforcement
- Plans and Permitting
- Tools and Strategies for Innovation

(Cross-Reference Economic Vitality Element)

Top 100 Mid-Market Firms ■

Several firms within Scottsdale were recognized by Chief Executive Magazine as some of the Top 100 Mid-Market Elite firms for 2014, including Accolade, Matrix Medical Network, Yelp, Yodle and Bluefin Payment Systems. Mid-market firms are fast growth firms with annual revenues between \$50 million and \$1 billion, and account for a significant share of job creation. *(Cross-Reference Economic Vitality Element)*

Employer Recruitment ■

Economic development has undertaken a vigorous business attraction effort resulting in a number of new and expanded companies. Notable companies include, but are not limited to, Zivelo, Zenefits, Weebly, Orion Health, Vanguard, Theranos, Accolade, and ZocDoc. Altogether, this expansion represents potentially 2,800 new employment opportunities within Scottsdale over the next 5 years. *(Cross-Reference Economic Vitality Element)*

Text Amendment ■

City Council approved several text amendments to the Zoning Ordinance in 2014, including those that affected the PCC, PRC, S-S, and S-R districts. The text amendments were part of the on-going effort to clean-up, improve, and modernize the Zoning Ordinance, incorporating standardized language, style, and format. Ultimately, the text amendments are intended to enhance the usefulness of the Zoning Ordinance for city staff and citizens, as well as potential development applicants. *(Cross-Reference Land Use and Economic Vitality Elements)*

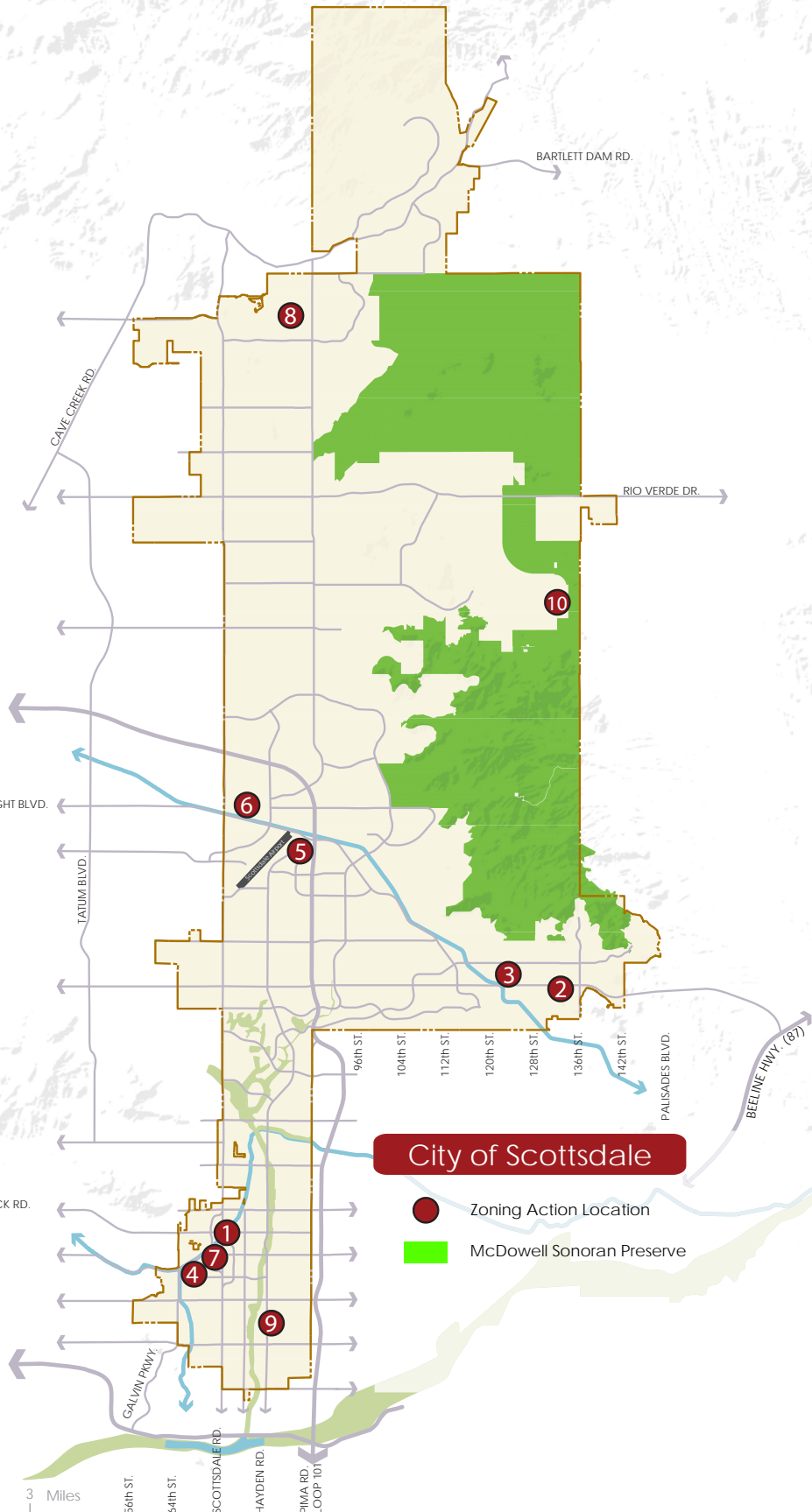
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ZONING ACTIONS

The following are Zoning actions approved by City Council between January and December 2014:

- 1 Delux (13-ZN-2013)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) to Downtown Multiple Use-Type 2 Downtown Overlay (D/DMU-2 DO) for a 17,632± square-foot site, south of the southeast corner of Scottsdale and Camelback Roads to allow for a mixed-use project. The approval included 25% of the site provided as open space and the undergrounding of power lines. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use and Growth Areas Elements)*
- 2 Cochise Estates (14-ZN-2013)** – This was a rezoning from Single-Family Residential, Environmentally Sensitive Lands (R1-43 ESL) to Single-Family Residential, Environmentally Sensitive Lands (R1-35 ESL) on a 10± acre site located at 12804 E. Cochise Road to allow a one unit per acre density and flexibility in lot size and development standards. With this flexibility, a 100-foot average, Scenic Corridor dedication along Shea Boulevard was provided. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
- 3 Sienna Hills (15-ZN-2013)** – This was a rezoning from Single-Family Residential, Environmentally Sensitive Lands (R1-43 ESL) to Single-Family Residential, Environmentally Sensitive Lands (R1-18 ESL) for a 17.3± acre property located on the southwest corner of 124th Street and Gail Road to allow a single-family development. The approval provides a 100-foot average, Scenic Corridor dedication along Shea Boulevard and a 40-foot, Desert Scenic roadway dedication along 124th Street. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space & Recreation Elements)*
- 4 Eldorado on First (17-ZN-2013)** – This was a rezoning from Service Residential Downtown Overlay (S-R DO) and Multiple-Family Residential Downtown Overlay (R-5 DO) to Downtown Multiple Use-Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) on a 28,092± square-foot site located at the southeast corner of 69th Street and 1st Street to allow for a mix of uses, including seven residential units and approximately 4,500 square feet of commercial use. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*
- 5 Hayden and Northsight (2-ZN-2014)** – This was a rezoning from General Commercial (C-4) to Highway Commercial (C-3) on a 5± acre site located at the northwest corner of Hayden Road and Northsight Boulevard to allow more flexibility in uses, including office and retail. Having an existing Commercial land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use and Growth Areas Elements)*
- 6 7605 E Hartford Drive (4-ZN-2014)** – This was an amendment to an existing Planned Community District (P-C) on an approximate .24± acre site located at 7605 E. Hartford Drive, to allow for a single-family residence. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use and Neighborhoods Elements)*
- 7 First Avenue Townhomes (5-ZN-2014)** – This was a rezoning from Central Business, Downtown Overlay (C-2 DO) to Downtown Multiple Use-Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) on a 28,698± square-foot site located at 6901 E. 1st Avenue to allow for a 6 unit townhome development in Downtown. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*
- 8 Sierra Highlands (6-ZN-2014)** – This was a rezoning from Single-Family Residential, Environmentally Sensitive Lands (R1-70/ESL) to Single-Family Residential, Environmentally Sensitive Lands (R1-43/ESL) on a 40± acre site located at the northeast corner of 84th Street and Black Mountain Road to allow for a single-family development. The approval provides a 40-foot average, Desert Scenic Roadway dedication along Black Mountain Road; Vista Corridor easement dedications; the construction of a multi-use trail; 28% of the site dedicated as Natural Area Open Space; and, the development of a traffic calming project for North 84th Street. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
- 9 Eilers Office (8-ZN-2014)** – This was a rezoning from Multiple-family Residential (R-5) to Service Residential (S-R) on a 12,000 ± square foot site located at 2343 N. Hayden Road. The site was historically utilized as an office, but the corresponding zoning for this use was not in place; consequently, the approval brought the site into conformance. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use Element)*
- 10 Cavalliere Ranch (13-ZN-2014)** – This was a rezoning from Single-Family Residential, Environmentally Sensitive Lands (R1-130/ESL) to the Planned Community District, Environmentally Sensitive Lands (P-C R1-18/ESL, R1-43/ESL, R1-35/ESL, and R1-70/ESL) on a 462± acre site located between Ranchgate Road and Pinnacle Peak Road to allow for a single-family, rural development. The rezoning request for less than one dwelling unit per acre implemented the existing General Plan land use designation of Rural Neighborhoods, and therefore did not trigger an amendment to the General Plan. The approval provides a Master Development Plan, with the provision of a 100-foot, Scenic Corridor dedication along 128th Street; a 50-foot, Desert Scenic Roadway dedication along Alameda Road; off-site public street improvements; and, 50% of the site dedicated as Natural Area Open Space. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*

JENNY LIN RD.
 CIRCLE MOUNTAIN RD.
 HONDA BOW RD.
 ROCKAWAY HILLS RD.
 DESERT HILLS DR.
 JOY RANCH RD.
 STAGECOACH PASS
 CAREFREE HWY.
 DOVE VALLEY RD.
 LONE MOUNTAIN RD.
 DIXILETA DR.
 DYNAMITE BLVD.
 JOMAX RD.
 HAPPY VALLEY RD.
 PINNACLE PEAK RD.
 DEER VALLEY RD.
 LOOP 101
 UNION HILLS DR.
 BELL RD./FRANK LLOYD WRIGHT BLVD.
 GREENWAY PKWY.
 THUNDERBIRD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLETREE RANCH RD.
 McCORMICK PKWY.
 INDIAN BEND RD.
 LINCOLN DR.
 McDONALD DR.
 CHAPARRAL RD./CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 LOOP 202
 McKELLIPS RD.



ADVANCE TRANSPORTATION

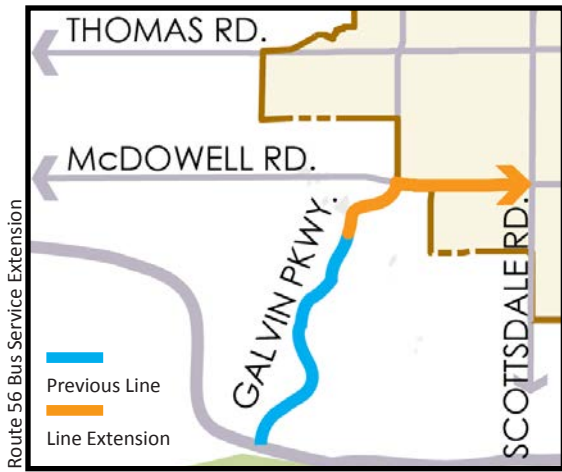
Downtown Trolley



The transportation system is the backbone of the city, supporting its economy and serving and influencing its land use patterns in a positive way. Scottsdale's commitment to transportation planning is reflected in both development and redevelopment decisions. Historically, Scottsdale has grown up with the automobile as the primary mode of transportation. Although the automobile will likely remain the primary mode of transportation, Scottsdale shall provide alternatives to diversify our City's transportation system. The alternatives will provide greater accessibility for residents and visitors, alleviate pollution and congestion, and serve and influence land use patterns.

The way residents, visitors, and employees travel throughout the City effects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism; a regional shopping hub; and an importer of employees. Therefore, it is critical to provide a variety of mobility choices and examine transportation issues at a local, as well as, regional level.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Advance Transportation*.



Bus Service Extension

McDowell Road was provided connectivity to the Priest and Washington light rail station in Tempe. Route 56, which previously extended from that same station to the Desert Botanical Gardens along Galvin Parkway, now stretches to McDowell Road, ending at SkySong. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Mobility Capital Projects

The City completed several key mobility projects during 2014, including: SkySong Transit Passenger Station, continued service of the Scottsdale Hospitality Trolley from January through March, and the Frank Lloyd Wright shared-use path from 90th Place to 90th Street. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Scottsdale Road Improvements

The city completed construction of a six-lane major arterial cross-section on Scottsdale Road between Thompson Peak Parkway and Pinnacle Peak. The project included a landscaped median, turn lanes, bike lanes, sidewalks, curb and gutter, roadway drainage, intelligent transportation system facilities, and a new all-weather crossing of Rawhide Wash. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Mustang Transit Improvements Project

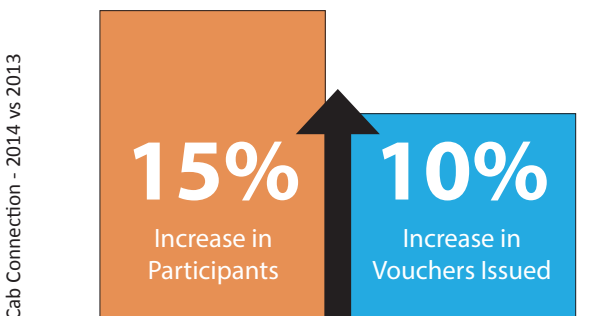
The city began design on the Mustang Transit Improvements project which is located along 90th Street between Mountain View Road and Shea Boulevard where four bus routes – two express and two local – currently serve this location. The project will include enhanced bus bays with capacity for two buses, larger, standard design bus shelters, and bicycle parking and landscaping. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Hayden/Northsight Extension

The city completed the construction of Northsight Boulevard extension from Hayden to Frank Lloyd Wright Boulevard which included a roundabout at the Hayden and Northsight Boulevard intersection as well as the installation of a Pedestrian Hybrid Beacon just south of Frank Lloyd Wright Boulevard for pedestrians crossing Northsight Boulevard. *(Cross-Reference Community Mobility Element)*

Cab Connection

Scottsdale continued the Cab Connection as an alternative to Dial-a-Ride. This program offers residents – age 65 or older and/or disabled - more flexibility and greater independence by providing sixteen cab vouchers per month per user. The vouchers are subsidized by the City of Scottsdale at the rate of 80% up to a maximum of \$10.00. Over the course of 2014, the number of participants in the city's Cab Connection program increased by 15% along with a 10% increase in Cab Connection vouchers issued. *(Cross-Reference Neighborhoods and Community Mobility Elements)*



Adero Canyon ■ ■

City staff coordinated with MCO Properties to expedite and identify a revised alignment of a shared-use path between 145th Way and Eagle Ridge Drive within the Adero Canyon parcel, thus providing a connection to Fountain Hills. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Community Events ■ ■

City staff coordinated the city's annual community rides including the 9th Annual Cycle the Arts event and Bike to Work Day. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Pedestrian Signals ■

The city installed 749 pedestrian countdown signals at 90 intersections, utilizing funds from the Federal Highway Safety Improvement Program (HSIP). This technology allows for safer and more efficient travel for both pedestrians and motorists. *(Cross-Reference Community Mobility Element)*

Traffic Management Center ■

The city installed 130 new high definition Pan Tel Zoom Cameras at intersections to better serve the motoring public. These cameras serve as "eyes on the street" to mitigate traffic congestion, assist emergency responders, and improve efficiency, response time, and troubleshooting. *(Cross-Reference Community Mobility and Public Services & Facilities Elements)*

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VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER



Parada del Sol

Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. Scottsdale's lifestyle and character embrace the beauty of our natural features including the desert, mountains, and washes; and our contributions to the physical environment such as quality residential development, distinctive commercial and employment centers, and pleasing public amenities. Ensuring a variety of living, working, and leisure opportunities is fundamental to our community. The preservation of this unique lifestyle and character will be achieved through respect for our natural and man-made environment, while providing for the needs of our citizens.

Scottsdale's image is strongly derived from its role as the premier southwestern tourist destination and that of a sophisticated city infused with small town charm. The image of the city is also largely shaped by the Sonoran Desert environment; mountain views; iconic art, culture and architecture; and a walkable, vibrant downtown. Beyond tourism, Scottsdale's neighborhoods offer a mosaic of choices for residents, each with its own sense of place.

The following section of the report highlights actions and events that occurred in 2014 that implemented the Guiding Principle, *Value Scottsdale's Unique Lifestyle and Character*.

Sonoran Seed Pods



re currents



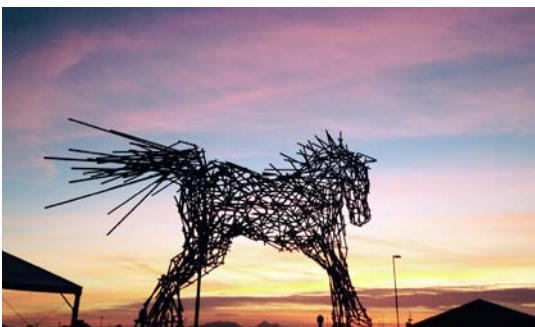
Copper Falls



Aspire



Impulsion



Public Art Citywide ■

Public art projects were installed at several locations within Scottsdale.

- **Sonoran Seed Pods** is located at George “Doc” Cavalliere Park. Scottsdale artist Jeff Zischke created this series of sculptures based on the shapes of seeds and seed pods common in Sonoran Desert plants. The individual sculptures are placed along the ¾ mile hiking trail that makes a loop through the east end of the park.
- **re currents** is located along the Rawhide Wash Bridge south of Pinnacle Peak Road along the east side of Scottsdale Road. Designed by Merge Conceptual Design, this piece is designed to change as the viewers’ perspective shifts, ultimately creating an intimate, sheltered, and interesting experience for pedestrians, cyclists, and equestrians as they cross the wash.

(Cross-Reference Character & Design Element)

Public Art in Growth Areas ■■

Public art projects were installed at several locations within designated Growth Areas.

- **Copper Falls** is located on the southeast corner of Scottsdale and Camelback Roads in Downtown, and is part of a project to improve the walkability and aesthetics of a portion of the Arizona Canal. The installation features cascading water over a series of copper bowls, back lit for nighttime visibility, and was designed by artist Robert Adams.
- **Aspire** is located at the Hayden and Northsight roundabout within the Airpark, and is composed of three figurative forms each placed on the shoulders of the other, giving the impression of leaping into flight. The artwork is made entirely from welded stainless steel washers lit from within for nighttime viewing and was created by the Tucson artist team of Simon Donavon and Ben Olmstead.
- **Impulsion** is located in the Airpark, and is a stainless steel horse sculpture that serves as a grand entry to the Equidome and North Hall at WestWorld, projecting the excitement of explosive movement in equine form. The sculpture was designed by Arizona artist Jeff Zischke.

(Cross-Reference Character & Design and Growth Areas Elements)

Canal Convergence ■■

Scottsdale Public Art – in collaboration with Salt River Project (SRP) – brought local and international artists together with Valley residents for a unique celebration of the arts. Located on the banks of SRP’s Arizona Canal at Scottsdale Waterfront, the yearly event - Canal Convergence - combines temporary art installations with information regarding the Valley’s unique canal culture and history. *(Cross-Reference Character & Design and Growth Areas Elements)*

CITY OF SCOTTSDALE GENERAL PLAN 2035

Task Force Recommended Draft
November 2014



Draft Scottsdale General Plan 2035

Scottsdale General Plan 2035

As a means to inform the update of the General Plan, the City held several outreach opportunities over the course of 2014. Opportunities to participate included General Plan Task Force meetings, open house meetings, and Planning Commission and City Council hearings. Complementary to the public participation process, each iteration of the draft plan produced by the Task Force was made available on the City's website for review and comment by the public. Input gathered from public outreach, along with comments received regarding each draft was then routed back to the General Plan Task Force for further discussion and edits, resulting in the final Scottsdale General Plan 2035 draft that the Task Force recommended to the Planning Commission. *(Cross-Reference Community Involvement Element)*

Youth Town Hall

70 young Scottsdale community members gathered together to discuss the community and what Scottsdale should value as it looks toward its future. Topics discussed included transportation, neighborhoods, character and design, economic development, open space and recreation, and healthy communities. *(Cross-Reference Community Involvement Element)*

Scottsdale Leadership

Scottsdale partnered with Scottsdale Leadership to hold City Government Day. This event allowed for City leaders-in-training to receive a deeper understanding of how their local government works. *(Cross-Reference Community Involvement Element)*

Strategic Planning Workshop

City Council held a Strategic Planning Workshop on April 1, focusing on Scottsdale's successes and key challenges to work on over the next year. The event allowed the Council to discuss a broad range of community issues in a public forum, which included discussing the McDowell Road corridor and the McDowell Sonoran Preserve. *(Cross-Reference Community Involvement Element)*

Community Involvement

Several City-initiated public participation processes were vetted through the community, including lighting regulations in the Zoning Ordinance, a trails plan for the McDowell Sonoran Preserve, affordable housing and community development needs, Safety Zone Ordinance, and the McDowell Sonoran Preserve zoning case (20-ZN-2014). Outreach efforts included open houses, focus groups, as well as board and commission public hearings. *(Cross-Reference Community Involvement Element)*

Community Education

Scottsdale provided Scottsdale 101, Neighborhood College, and Scottsdale 101 for Realtors classes as a means of providing increased awareness and involvement in city government. *(Cross-Reference Community Involvement Element)*



Scottsdale General Plan 2035
Task Force Public Meeting



Scottsdale General Plan 2035
Open House



Scottsdale General Plan 2035
Workshop

Mighty Mud Mania



Mighty Mud Mania ■

Mighty Mud Mania celebrated its 39th year at Chaparral Park, providing several mud-filled activities for various age groups. With over 7,000 participants, the event raised \$3,300 in support of Scottsdale youth programs. *(Cross-Reference Open Space & Recreation Element)*

April Pools Day ■ ■

More than 300 residents participated in April Pools Day at the Eldorado Aquatic Center. The yearly event kicks-off the pool season by providing information about sun safety, swimming lessons, CPR and other water safety related topics. *(Cross-Reference Open Space & Recreation Element)*

April Pools Day



Performance Measurement Excellence ■

Scottsdale was honored as one of only 29 cities to receive the Certificate of Excellence for Performance Measurement by the International City & County Management Association (ICMA). The ICMA Center for Performance Measurement awards certificates each year to recognize local government performance management programs, encourage comparative analysis, and reward transparency. *(Cross-Reference Community Involvement Element)*

Budget Book and Involvement ■

The City Budget Department supported the City Council’s ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The City’s fiscal year 2014/15 Budget Book earned the “Distinguished Budget Presentation Award” for the 25th consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association’s Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting. *(Cross-Reference Community Involvement Element)*

2014/15 Budget Book



Downtown Ambassadors & City Volunteers ■

The Downtown Ambassador Volunteer program grew to over 90 volunteers with over 4,000 hours manning kiosk informational carts, special events, cart stocking and various “behind the scenes” activities. City Volunteers as a whole were comprised of more than 4,000 Scottsdale residents, contributing more than 200,000 volunteer hours – which has been valued at more than \$4.8 million. The city’s Volunteer Program provides opportunities for people to work in diverse sectors of local government and helps augment the many services provided to citizens and visitors at no added cost. *(Cross-Reference Community Involvement Element)*

Community Partnerships ■

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) annual block party event with 47 parties and approximately 1000 homes participating. Two annual “Keep Scottsdale Beautiful” events had a total of 540 volunteers clean 172 miles of roadway, and the Adopt-a-Road program had 128 registered groups with more than 1300 volunteers keeping approximately 400 miles of Scottsdale roadsides adopted and cleaned throughout the year. *(Cross-Reference Community Involvement Element)*

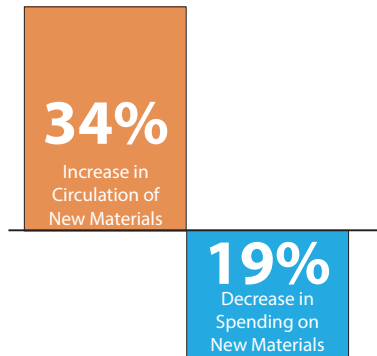
McDowell Road Street Improvements



McDowell Road Street Improvements

Medians along McDowell road received a facelift with new plants and granite. Almost 200 plants and 200 tons of granite were added to medians between Hayden Road and 64th Street, along with upgrades to irrigation systems as a means to support the Mayor and City Council’s priority to revitalize the McDowell Road corridor. *(Cross-Reference Character & Design, Growth Areas, and Community Mobility Elements)*

2013/14 New Material Circulation vs. Overall Spending



Library New Material Circulation

Circulation of new materials purchased for the library system increased 34% for fiscal year 2013/14 when compared to the prior fiscal year, indicating a positive trend that staff is buying materials that customers want. This increase occurred even though spending on new items decreased by 19% over the previous fiscal year. *(Cross-Reference Public Services & Facilities Element)*

Schrader’s Pond

City Council adopted Resolution No. 9826 authorizing the pond at the southwest corner of Hayden Road and Indian School Road to be named “Schrader’s Pond” in honor of Bill Schrader and his family, thus providing an ongoing recognition of this area's agricultural history and contributions of former Scottsdale Mayor, Bill Schrader. *(Cross-Reference Preservation & Environmental Planning Element)*

Schrader’s Pond



Interlibrary Loan Requests

A review of library employee work processes recognized that significant time was spent processing renewals and requesting return of overdue materials. As such, Scottsdale libraries extended the checkout period for interlibrary loans, discontinued the option to renew, and instituted a \$1 per day late fee. As a result, loan requests that previously took 30 days now take two days, further allowing staff to provide more efficient service. *(Cross-Reference Public Services & Facilities Element)*

Library Grants Awarded

Scottsdale’s Library Department accepted three grants totaling nearly \$234,900. The first grant, part of the Library Services & Technology Act, provides \$44,000 and focuses on maintaining the library as a central resource for entrepreneurship, collaborative workspace and small business generation for the citizens of Scottsdale – thus, helping to fund a new digital media lab for the Civic Center Library’s Eureka Loft. The second grant, also part of the Library Services & Technology Act, provides \$25,900 to fund thematic displays of high-interest children’s materials. Finally, the third grant, provided by First Things First, allotted \$165,000 to continue to support parent education as well as early literacy development. *(Cross-Reference Public Services & Facilities Element)*

Library Technology

Scottsdale’s Library Department installed a new integrated library system called Polaris, providing improved catalog, online calendar and account functionality for library customers. Cost-savings as a result of the new system will be utilized in the maintenance of current technology-related costs as well as needed technology upgrades going forward. *(Cross-Reference Public Services & Facilities Element)*

Age-Friendly Community ■ ■

Duet, Partners in Health and Aging, partnered with Scottsdale's Human Services efforts to improve the quality of life for older adults by providing a broad range of services to older adults at both Granite Reef and Via Linda Senior Centers. The partnership is a result of the citywide, 'Age-Friendly Community' initiative as a means to make Scottsdale one of the most age-friendly communities. *(Cross-Reference Public Services & Facilities Element)*

Public Facility Maintenance ■ ■

The City undertook repairing and remodeling several community facilities in order to enhance the delivery of services to the community's citizens. The city replaced failing water lines at several buildings, remodeled a community meeting and multi-purpose room, and several public buildings received new air conditioning systems. *(Cross-Reference Public Services & Facilities Element)*

Safe City ■ ■

Scottsdale was recognized by Movoto as America's 9th safest city. The study reviewed the 100 most populous cities in the United States and based rankings on statistics relating to property crime, violent crime, and the chance of being a victim of crime using the FBI's most recent crime report. *(Cross-Reference Public Services & Facilities Element)*

Homeland Security Training Grant ■ ■

Scottsdale received a \$25,000 grant from the Arizona Department of Homeland Security (AZDOHS) for two fire department personnel to attend a technician-certified training class in support of the City's regional chemical, biological, radiological, nuclear, and explosive response capability. Together, AZDOHS with state, local and tribal jurisdictions, enhance the State's efforts to prepare, prevent, and respond to terrorist attacks and other disasters by distributing grant funds. *(Cross-Reference Public Services & Facilities Element)*

City of Scottsdale General Plan 2001



Arizona's Growing Smarter Acts (Growing Smarter 1998 and Growing Smarter Plus 2000), made a number of changes to the way cities, towns, and counties manage, update, and amend their General Plans as well as what is required to be included in a General Plan. The 2000 Growing Smarter Plus Act created a new definition of a major General Plan amendment and new requirements for processing major amendments. Arizona Revised Statute 9-461.06 defines a major amendment as, "a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element."

The statute provides the definition of a major amendment but allows individual jurisdictions discretion to determine the criteria that would meet that definition. Due to the statute's flexibility, each city or town has established unique criteria that supports the values, and achieves the long range vision, of their community. Scottsdale approved criteria defining major General Plan amendments in October 2001. The criteria identify amendments to the General Plan as major amendments if the proposal generally meets any one of the following criteria:

- Change in land use category
- Area of change criteria (acreage)
- Character area criteria
- Water/Wastewater infrastructure criteria

Based on criteria set forth in the General Plan, if a proposed project does not substantially alter the city's land use mixture as per the above criteria, the project may qualify as a non-major General Plan amendment. Non-major General Plan amendments are received and reviewed at any time during the year and require a simple majority (4 out of 7) vote for approval by City Council. If a proposed project substantially alters the citywide land use mixture based on the criteria in the General Plan, then the project qualifies as a major amendment. Major General Plan amendments must go through a lengthier public review process than a non-major amendment and as such are received and reviewed once per year and require a 2/3 majority (5 out of 7) vote for approval by the City Council per statutory requirements.

BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2014

Council-adopted, **non-major** General Plan Amendments:

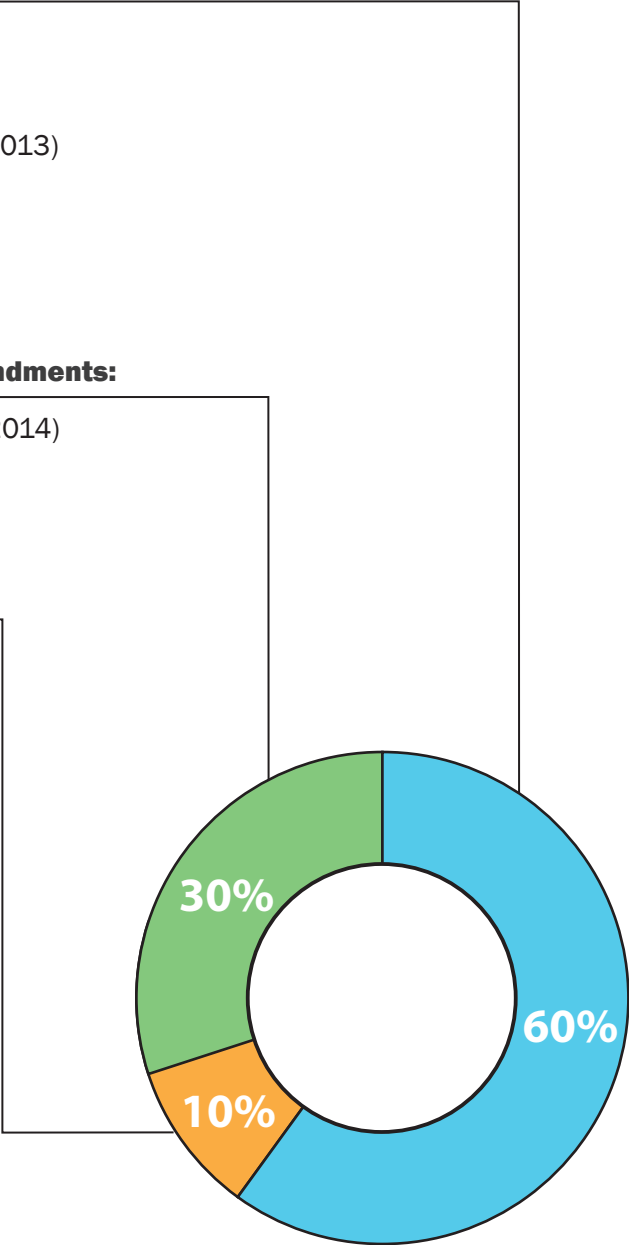
- Whisper Ridge (8-GP-2013)
- Diamante (9-GP-2013)
- Impact Church/Sunrise Commons (10-GP-2013)
- Graythorn (12-GP-2013)
- 124th & Shea (1-GP-2014)
- Bahia Work Live Play Project (6-GP-2014)

Council-adopted, **major** General Plan Amendments:

- The Reserve at Pinnacle Peak Patio (2-GP-2014)
- El Regalo (3-GP-2014)
- Cavalliere Flat (4-GP-2014)

Withdrawn General Plan Amendments:

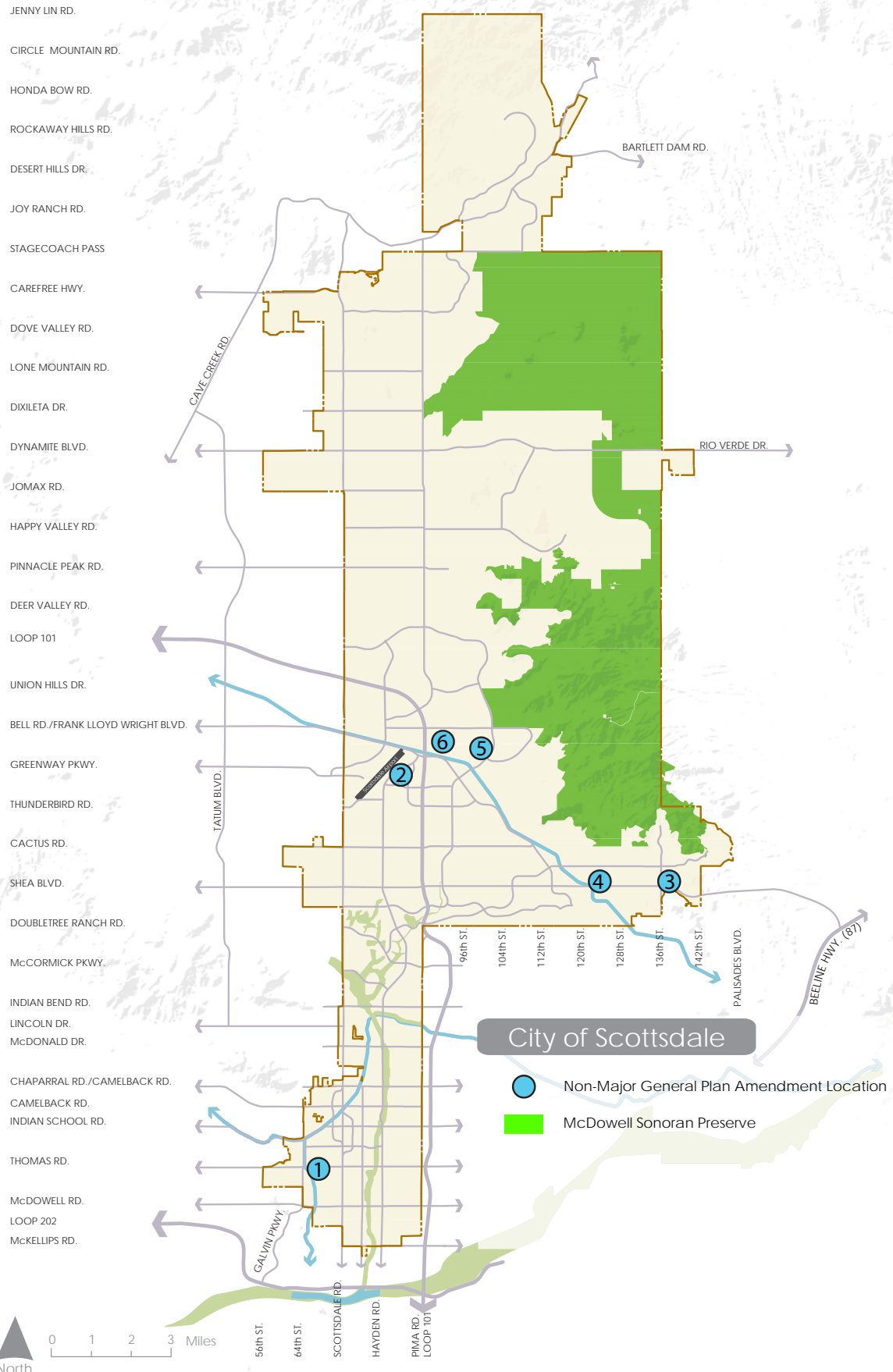
- Greasewood Flat (5-GP-2014)
(major amendment application)



NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the non-major General Plan amendments adopted by City Council between January and December 2014:

- ① Diamante (9-GP-2013 & 16-ZN-2013)** – City Council approved a non-major General Plan amendment to change the land use designation for an 11± acre site from Mixed Use Neighborhoods to Urban Neighborhoods. Typically, a change in land use designation that includes 10 or more gross acres in this area of the city would constitute a Major General Plan amendment. This particular request met Acreage Criteria Overriding Incentives by proposing to decrease the amount of units planned under the existing land use designation; thus, this request was processed as a non-major amendment. The approval allows for an existing commercial use to redevelop as a 144 unit, multi-family residential project at 6525 East Thomas Road. The project will include 30% more open space than required. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on February 25, 2014
- ② Impact Church/Sunrise Commons (10-GP-2013 & 19-ZN-2013)** – City Council approved a non-major General Plan amendment to the Greater Airpark Character Area Plan Future Land Use Map to change the land use designation for 4.59± acres of a 12.17± acre site from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R). The approval allows for a vacant auto dealer property to redevelop as a church and a 311± unit, multi-family residential project at 15333 North Hayden Road. The project will provide pedestrian connections to adjacent properties, 28% of the site as open space, and building sound attenuation. *(Cross-Reference Land Use, Housing, Neighborhoods, Open Space & Recreation, and Growth Areas Elements)*
Adopted by City Council on April 8, 2014
- ③ Whisper Ridge (8-GP-2013 and 8-ZN-2013)** – City Council approved a non-major General Plan amendment to change the land use designation for 23± acres of an 80± acre site from Office to Suburban Neighborhoods. Typically, a General Plan amendment request from Office to Suburban Neighborhoods, as well as a request that includes 15 or more gross acres in this area of the city would both trigger a major General Plan amendment. This particular request falls within both the Shea Corridor and Mayo Support District - both containing policies supporting this type of development at the intended location. Thus, this request was processed as a non-major amendment. The approval allows for the development of 85 units on the overall 80± acre site at the northeast corner of 136th Street and Shea Boulevard. The project includes the dedication of a 100-foot-wide Scenic Corridor easement along Shea Boulevard. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on April 8, 2014
- ④ 124th and Shea (1-GP-2014 and 3-ZN-2014)** – City Council approved a non-major General Plan amendment to change the land use designation on a 10± acre site from Rural Neighborhoods to Suburban Neighborhoods to allow for the development of a 32 unit, single-family residential development at the northeast corner of 124th Street and Shea Boulevard. Typically, a General Plan amendment request from Rural to Suburban Neighborhoods would constitute a Major General Plan amendment; however the approval was within the Shea Corridor which contains policies supporting this type of development, resulting in the request being processed as a non-major amendment. The approval includes a 100-foot average, Scenic Corridor dedication along Shea Boulevard and a 45-foot average, Desert Scenic Roadway setback dedication along 124th Street. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on September 23, 2014
- ⑤ Graythorn (12-GP-2013 and 21-ZN-2004#2)** – City Council approved a non-major General Plan amendment to change the land use designation for a 4.6± acre site from Office to Suburban Neighborhoods. Typically, a General Plan amendment request from Office to Suburban Neighborhoods would constitute a Major General Plan amendment. However, it was determined that since the applicant's request constituted a reversal back to the previously designated General Plan land use of Suburban Neighborhoods that was originally approved and ratified under the 2001 General Plan, the amendment would be processed and considered as a non-major amendment. The approval allows for a vacant site to develop as a 30 unit, single-story residential condominium project at the northeast corner of 98th Street and McDowell Mountain Ranch Road, including a 34-foot average, Desert Scenic Roadway setback dedication along McDowell Mountain Ranch Road, with roughly 20% of the project site being maintained as Natural Area Open Space. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on December 2, 2014
- ⑥ Bahia Work Live Play (6-GP-2014 and 14-ZN-2014)** – City Council approved a non-major General Plan amendment from Employment to Mixed-Use Neighborhoods, and a request for a non-major amendment to the Greater Airpark Character Area Plan Future Land Use Map to change the land use designation from Employment (EMP) to Airpark Mixed Use-Residential (AMU-R) for a 5.1± acre site. The approval allows for a 78 unit, mixed-use development, including residential, commercial, and employment uses within a single development site at the southwest corner of 92nd Street and Bahia Drive. The approval included a development agreement, stipulating that the developer would participate in financing local public improvements. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*
Adopted by City Council on December 2, 2014



MAJOR GENERAL PLAN AMENDMENTS

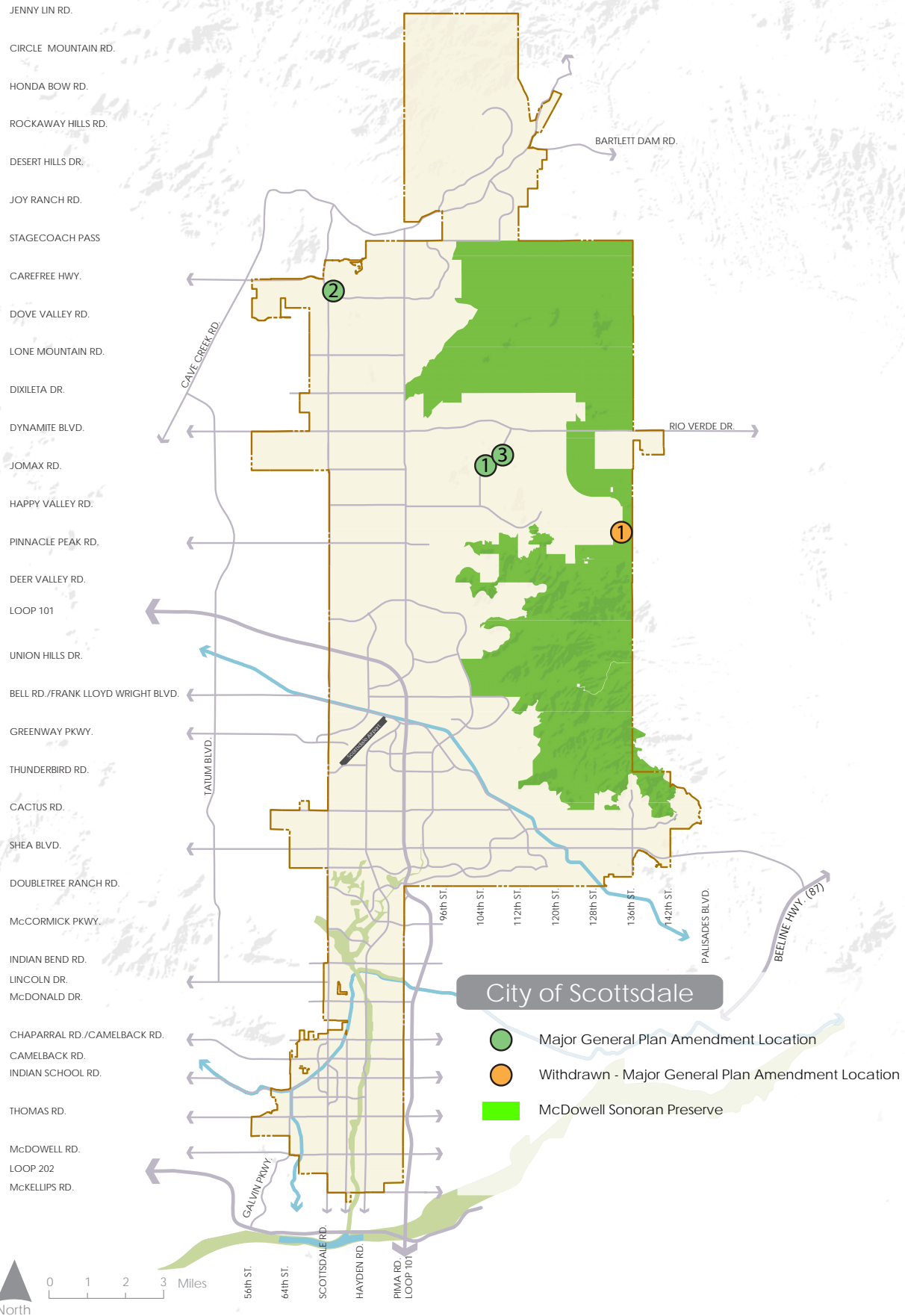
The following are the major General Plan amendments adopted by City Council between January and December 2014:

- 1 The Reserve at Pinnacle Peak Patio (2-GP-2014 & 9-ZN-2014)** – City Council approved a major General Plan amendment to change the land use designation for a 10.75± acre site from Commercial to Suburban Neighborhoods. The request was determined a major amendment per Criteria 1, Change in Land Use Category. The approval allows for 50 multi-family residential units located north of the intersection of Jomax Road and Pinnacle Peak Parkway and is intended to create a transition from existing single family neighborhoods to the north to the commercial uses to the south and east. The approval includes the provision of an interconnected open space system and onsite trail connection, providing access to the existing public trail network. Furthermore, the approval includes a 54-foot average, Desert Scenic Roadway setback dedication along Jomax Road and Pinnacle Peak Parkway. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on December 1, 2014
- 2 El Regalo (3-GP-2014 & 10-ZN-2014)** – City Council approved a major General Plan amendment to change the land use designation for a 5.8± acre site from Commercial to Suburban Neighborhoods. The request was determined a major amendment per Criteria 1, Change in Land Use Category. The approval allows for 17 additional single-family residential units to the Boulders Villas development located north of the northeast intersection of Westland Drive and Scottsdale Road and is intended to create a buffer between existing residential and commercial uses. The approval includes the provision of a 75-foot average, Scenic Corridor dedication along Scottsdale Road. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on December 1, 2014
- 3 Cavalliere Flat (4-GP-2014 & 12-ZN-2014)** – City Council approved a major General Plan amendment to change the land use designations for a 46.9± acre site from Commercial and Rural Neighborhoods to Rural Neighborhoods and Suburban Neighborhoods. The request was determined a major amendment per Criteria 1, Change in Land Use Category and Criteria 2, Area of Change (15+ acres). The approval allows for 80 single-family residential units located at the southeast corner of Alma School Parkway and Pinnacle Vista Drive and includes the provision of a 30-foot, Desert Scenic Roadway dedication along Alma School Parkway. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space & Recreation Elements)*
Adopted by City Council on December 1, 2014

WITHDRAWN GENERAL PLAN AMENDMENT

The following General Plan amendment case was submitted and subsequently withdrawn between January and December 2014:

- 1 Greasewood Flat (5-GP-2014 & 11-ZN-2014)** – This was a request to approve a major General Plan amendment to change the land use designation from 4.5± acres of Rural Neighborhoods and 5.5± acres of Natural Open Space to Cultural/ Institutional and Public Use designation on a 10.0± acre site, located at the northwest corner of the E. Mariposa Grande Drive Alignment and the N. 134th Street Alignment. The request was determined a major amendment per Criteria 1, Change in Land Use Category. City staff's recommendation for denial was transmitted in a staff report to the Planning Commission in October 2014. However, the applicant withdrew the proposal immediately prior to the Planning Commission recommendation hearing. Subsequently, the request was not heard by the Planning Commission or City Council.
Request was withdrawn before being heard by City Council.





CITY OF SCOTTSDALE
GENERAL PLAN 2001

ANNUAL REPORT

January-December 2014