

City of Scottsdale

2001 GENERAL PLAN ANNUAL REPORT



2009-2010 Review



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Executive Summary

OVERVIEW

The Scottsdale General Plan, adopted in 2001, is the long-range planning document that helps guide the future growth and character of the community over the next ten years. The goals and policies of the General Plan are implemented by both the public and private sectors in a variety of ways. The public sector implementation most commonly occurs through city board and commission recommendations, ultimately culminating in City Council decision making and public funding. General Plan implementation is also provided by the private sector, typically through new development, redevelopment, private investment and business activity.

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. Scottsdale's General Plan has three interrelated functions:

- It is an expression of the 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 2001 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 goals have been implemented for the reporting period of July 2009 through December 2010. It also includes a summary of non-major and major General Plan amendment requests. This is the second annual report completed since the adoption of the 2001 General Plan.

The following is an abbreviated list of the major accomplishments. Details on these projects, and the General Plan goals they implement, are included in the body of the full report.

HIGHLIGHTS OF MAJOR ACCOMPLISHMENTS

- **Safety** – The City of Scottsdale continued to see an overall reduction of crimes reported.
- **Fashion Square Mall Expansion** – The expansion of Scottsdale Fashion Square included Arizona's first Barney's New York flagship location, along with 25-30 new specialty retailers.

- **Revitalization District** – House Bill 2003 passed in April 2010 which allows for the creation of new revitalization districts to provide financing for commercial, retail, industrial, and/or residential development.
- **Business Attraction** – The city assisted with the expansion and relocation of nine targeted businesses to Scottsdale that are expected to employ 711 persons, occupy over 100,000 square feet of office space, and make a capital investment of more than \$9 million.
- **Technology Awards** - The city won two awards for CityCable 11 programming and the city's website was ranked #9 in the Center for Digital Government and Digital Communities Magazine.
- **Neighborhood Protection** – Over 1,300 graffiti sites were abated and more than 5,800 illegal signs were removed from public rights-of-way.
- **Special Events** – Scottsdale Sports Complex was awarded the 2009 and 2010 bid to host the Women's WDIA National Championship Lacrosse Tournament. The four-day tournament and associated youth clinics drew over 1,400 fans daily and generated an estimated \$1.2 million in economic impact.
- **Energy Audit** – Citizens who owned a residence or small business south of Indian Bend Road had an opportunity to participate in a free energy audit program which provided participants with a written report of audit findings and energy saving recommendations.
- **McDowell Sonoran Preserve** – The city purchased 400 acres of State Land in 2009 and acquired an additional 2,000 acres in 2010 for Scottsdale's McDowell Sonoran Preserve.
- **Downtown Infill Incentive District** – The Downtown Infill Incentive District was designated and the plan adopted in July of 2010. This new tool will further enable downtown investment, infill, redevelopment, and revitalization.
- **McDowell Task Force** – A team was assembled to study the McDowell Corridor and Southern Scottsdale area and determine how the areas can be marketed. The recommendations report was presented to the City Council in February 2010.
- **LEED Certified Public Buildings** – Four city buildings received LEED Certification through the U.S. Green Building Council for being environmentally built and operated: the Preserve Gateway and the Downtown Fire Station received Platinum certification, the Appaloosa Library received Gold certification, and the Police District 1 Forensic facility received Silver certification.
- **Library Services** – The library experienced the highest attendance level ever – over 1.7 million customers and circulation of over 4 million items, while staffing was at the lowest level in more than 10 years.
- **Human Services** – An average of 1,003 seniors were assisted to cope with loss, life transitions or health conditions. Also, 47 families were assisted through the family Self-Sufficiency Program.

COUNCIL-ADOPTED GENERAL PLAN AMENDMENTS

Non-Major General Plan Amendments:

- Optima Sonoran Village (1-GP-2010)
- The Reserve Eco-Resort (4-GP-2010)

Major General Plan Amendments:

- 6500 Camelback (1-GP-2009)
- Greater Airpark Character Area Plan (2-GP-2010)
- Southern Scottsdale Character Area Plan (3-GP-2010)



Introduction

PURPOSE

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FORMAT

This report is organized into two main sections. The first section presents major accomplishments achieved during the reporting period and the General Plan goals implemented by said accomplishments. The second section describes the major and non-major General Plan amendments that were adopted by City Council between July 2009 and December 2010.

The first section is organized by General Plan elements. The Scottsdale General Plan 2001 varies from the structure outlined in state law. The state mandates fifteen elements. Scottsdale's General

Plan includes three community created elements: Character and Design, Economic Vitality, and Community Involvement. Some of the state mandated elements have been combined and some have been expanded beyond what is required by state law.

The eighteen total elements address a variety of topics pertaining to Scottsdale. Major accomplishments are listed under these elements along with the General Plan abbreviated goals they implemented. It must be noted that not every accomplishment this past year is included in this report, only those that are considered major.

Scottsdale 2001 General Plan Elements	State Mandated Elements
Character and Design Element	(no comparable required element)
Land Use Element	Land Use Element
Economic Vitality Element	(no comparable required element)
Community Involvement Element	(no comparable required element)
Housing Element	Housing Element
Neighborhoods (Includes Conservation, Rehab., and Redev.)	Conservation, Rehabilitation, and Redevelopment Element
Preservation and Environmental Planning (Includes Conservation)	Conservation Element Environmental Planning Element
Open Space and Recreation	Open Space Element Recreation Element
Cost of Development	Cost of Development
Growth Areas	Growth Areas Element
Public Services and Facilities (Includes Public Buildings, Safety, and Water Resources)	Public Buildings Element Public Services and Facilities Element Safety Element Water Resources Element
Community Mobility (Includes Circulation, Bicycling, and Technology)	Circulation Element Bicycling Element

Summary of Accomplishments



Character and Design Element

The Character and Design Element focuses on character and quality of design throughout the community. It covers streetscape design, the review process for development design, historic and archeological preservation, and the role of art in defining the city's character. This element is a community created element.

GOAL: Determine appropriateness of development in terms of community goals, surrounding area character, and context of surrounding neighborhood.

Council Adopted Character Area Plans – The City Council adopted two new Character Area Plans on October 26th, 2010: the Greater Airpark Character Area Plan and the Southern Scottsdale Character Area Plan. Character Area Plans are policy documents that focus on a specific geographic area of the city. These will be used in implementing the community's goals for each area and will also be used to update the city's General Plan.

GOAL: Maximize the potential public art to enrich the daily lives of people.

Soleri Bridge – A joint Scottsdale Public Art and City of Scottsdale Capital Improvement Project, the Soleri Bridge and Plaza was completed in December 2010. It is the first bridge to be built by famed architect Paolo Soleri. Located southwest of Scottsdale and Camelback Roads, it is designed to be a pedestrian passage and gathering place.

Water Mark Public Art – The Water Mark public art project is located on Indian Bend Road along a portion of the Indian Bend Wash where two branches of drainage meet and funnel. The art was part of the Indian Bend Road improvement project. A series of five 14'- high "horse gargoyle" sculptures were placed atop concrete plinths adjacent to the roadway. During floods, water flows out the horses' mouths, while floodwaters flow over the drop structure around the plinths.

Scottsdale Center for the Performing Arts Renovation – The 30-year old Scottsdale Center for the Performing Arts facility underwent a \$14 million renovation and expansion. The improvements included a remodel to the box office, atrium, and theater. The west mezzanine was also completed and a beverage concession area was constructed.

GOAL: Identify and support Scottsdale's historic, archaeological and cultural resources and support their preservation and conservation.

Roald Amundsen Pullman Car – City Council approved a historic preservation overlay zoning to the Roald Amundson Pullman Car. The Pullman car was also placed on the Scottsdale Historic Register. The Pullman car is a historic resource within the city-owned McCormick-Stillman Railroad Park.

Charles Miller House – The Charles Miller House, located just west of Goldwater Boulevard, was recognized for its historic significance and is protected by historic preservation overlay zoning. As a Scottsdale Historic Register designation, the Charles Miller House is historically significant for its association with a prominent community figure, Charles Miller and for its association with the early settlement of Scottsdale a century ago. The house also represents an early twentieth century wood-framed style Craftsman Bungalow, a rare building type found in Scottsdale.

GOAL: Foster quality design that enhances Scottsdale as a unique southwestern desert community.

Scottsdale Environmental Design Awards (SEDA) 2010 – Scottsdale’s Environmental Quality Advisory Board (EQAB) and Development Review Board (DRB) joined with members of the American Institute of Architects (AIA) and the Arizona American Society of Landscape Architects (AZASLA) to honor the best in Scottsdale’s design and architecture. Seven buildings were recognized, including four city owned facilities.

Valley Forward Environmental Award 2010 - Scottsdale received this award for Fire Station No. 2, located on Indian School Road, which is the first fire station in the country to receive LEED platinum certification from the U.S Green Building Council. The two-story emergency service facility utilizes sustainable green building principles to maximize overall energy performance.

GOAL: Encourage “streetscapes” for major roadways to promote the city’s visual quality and character.

Indian School Streetscape – Indian School Road, between Pima Road and Drinkwater Boulevard, was reconstructed to four lanes with rubberized asphalt. The streetscape included bicycle lanes, drainage improvements, landscaped medians, undergrounded utilities, lighting, and artist designed seating.

GOAL: Recognize the value and visual significance that landscaping has upon the character of the community.

Trail Design Guidelines – New trail design guidelines were implemented into the 2009 Design Standards and Policies Manual and approved by the Development Review Board in January 2010. These new guidelines were a recommendation of the Citizen Trails Task Force.

WestWorld Improvements – Improvements to driveways, lighting, shading and landscaping have been completed at WestWorld to make the grounds more attractive and user friendly.



Land Use Element

The purpose of the Land Use Element is to show the general distribution, type and location of land uses. It includes policies that focus on coordinating land uses at the regional, citywide, and local level. It also discusses the relationships between land use, transportation, preservation, economic vitality, neighborhood preservation and revitalization. This element is state mandated.

GOAL: Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Scottsdale Fashion Square Expansion – The former Robinson's May building, along with adjacent parking garage, was demolished in order to make room for a mall expansion. The expansion included Arizona's first Barney's New York flagship location as well as 25-30 new specialty retailers and underground parking.

GOAL: Coordinate land uses affecting regional networks.

Regional Use Overlay Expansion – Through the Greater Airpark Character Area Plan, the Regional Use Overlay was expanded. The purpose of the Regional Use Overlay is to provide for land uses that are viable in serving a regional market.

Papago Park Master Plan – The City of Scottsdale along with the cities of Phoenix and Tempe and the Salt River Pima-Maricopa Indian Community (SRPMIC) conducted a public planning process to develop a vision and series of recommendations to guide the future of Papago Park as a premier regional park serving Phoenix, Tempe, Scottsdale and the larger metropolitan area.

GOAL: Maintain a balance of land uses that support a high quality of life.

Scottsdale Healthcare Campuses - City Council approved twenty-five year master plans for both Scottsdale Healthcare Osborn and Shea medical campuses. The campuses were rezoned to Special Campus District which allows Scottsdale Healthcare the development flexibility to better meet the needs of the medical profession now and in the future.

GOAL: Create a high level of synergy within mixed-use neighborhoods

Scottsdale Quarter – Phase 2 of Scottsdale Quarter, a multiphase, mixed-use development project located in the Greater Airpark Area, was completed in fall 2010. The mixed-use project consists of multiple buildings on a 28 acre site. Scottsdale Quarter's plan calls for 370,000 square feet of retail and restaurants, along with more than 200,000 square feet of office space.





Economic Vitality Element

The purpose of the Economic Vitality Element is to maintain the economic strength and fiscal sustainability of the city. This element focuses on the creation and retention of jobs, revitalization of older commercial areas, and key industries such as tourism and retail. This is a community created element.

GOAL: Strengthen Scottsdale's position as a premier tourism destination.

Fostered a Tourism Destination – Scottsdale continued to be a tourist destination with more than 100 special events occurring in the downtown. The city also supported signature events including, but not limited to, the P. F. Chang's Arizona Rock 'N' Roll Marathon, Barrett-Jackson Auto Auction, Waste Management Open, Arabian Horse Show, the Parada del Sol Parade and Rodeo, the San Francisco Giants spring training, Scottsdale Culinary Festival, Tour de Scottsdale, and the Goodguys Car Show.

GOAL: Support a diversity of businesses.

Shop Scottsdale – Various marketing and advertising programs were coordinated which marketed downtown as a destination for residents and visitors. This effort included the Shop Scottsdale program which encouraged shopping local to redirect tax revenues back into Scottsdale's economy.

GOAL: Foster new and existing economic activities and employment opportunities.

Business Attraction – The Economic Vitality office assisted with the expansion and relocation of nine targeted businesses to Scottsdale who are expected to employ 711 persons, occupy over 100,000 square feet of office space, and make a capital investment of more than \$9 million. For example, Yelp, a San Francisco-based company that features consumer reviews of restaurants and other businesses, established an office in the downtown Galleria Corporate Centre for 150 workers and invested approximately \$1.2 million in its facilities.

GOAL: Develop partnerships that will support and promote quality employment and business opportunity.

Provided Support to Local Businesses – Continued the successful Small Business Workshop program with over 600 businesses and individuals participating. More than 275 businesses or individuals were assisted directly with information on opening and operating a small business. In addition, over 1500 visitors were assisted in the downtown office, providing referrals to downtown businesses.

GOAL: Sustain long-term economic well being of the city and its citizens.

Voters Approved Increased Bed Tax – On March 9, 2010, Scottsdale voters approved an increase in transient lodging (“Bed”) tax required to be paid by hotels on gross income from 3% to 5%. Of the total revenue, fifty percent (50%) would be used for destination marketing and fifty percent (50%) for tourism-related event support, tourism research, tourism-related capital projects, and other eligible uses.

Scottsdale Airport Strategic Plan – The City Council adopted the Airport Strategic Business Plan in October 2009. This long-term plan was created to ensure that the airport’s future growth potential is maximized and that it remains an efficient, effective and relevant transportation resource of the city and surrounding community.



Community Involvement Element

The Community Involvement Element sets goals for civic dialogue about issues, opportunities, development, projects, regulations and policy revisions. It recognizes that community involvement is a responsibility of the city, the public, private groups and organizations. This element emphasizes constructive dialogue, information sharing and consensus building. This is a community created element.

GOAL: Seek early and ongoing involvement.

Citizen Task Forces – New citizen task forces were created this past year including, the Charter Review Task Force which made recommendations on changes to the Scottsdale City Charter; the McDowell Corridor Task Force, which was charged with studying the McDowell Road Corridor/ south Scottsdale area and determining how it should be marketed as a place to live and work; the Downtown Task Force was created to expedite the implementation of the adopted 2009 Downtown Character Area Plan; and the General Plan Working Group which was made up of board and commission representatives and tasked with reviewing all the goals and policies in the first draft of the 2011 General Plan.

Trail Subcommittee - Under the Transportation Commission, a new Trails Subcommittee was established to advise the commission on issues surrounding trails and paths. The Subcommittee consists of two Transportation Commissioners and two non-members of the Commission. Their first meeting was held in December 2010.

GOAL: Seek community-wide representation on issues through outreach.

Outreach – Many outreach programs were conducted this past year. To name a few, educational and safety messages were spread by speaking and presenting at safety fairs, schools and citizen academies. The city provided bike safety demonstrations throughout the city. Also, over \$80,000 was received in grant funding for programs such as Outreach to the Hispanic Community and Baby Showers for Newborns.

GOAL: Respond to new ways of communicating and new technologies.

Technology Awards - The city received six PTI Technology Solution Awards for excellence in deploying technology at the local level. Awards were received for “The Big Map” project, “GIS Disaster Recovery Implementation”, “Employee Self Service Portal”, “Quick Pay Utilities Application”, and public safety technology “e-Subpoena”. CityCable 11 programming also earned two awards, the AVA Gold Award for “Scottsdale Artbeat” and the AVA Platinum Award for “You Want It, We Got It”. Additionally, in 2009, the city’s public website was ranked #9 in the Center for Digital Government and Digital Communities Magazine.

Social Media – New social media sites and tools were launched to provide more ways to involve the community. The community can now keep up-to-date on city news through Facebook, Nixle, Twitter and YouTube.

GOAL: Foster community partnerships, community catalysts, and community networks.

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, engaging over 3,200 residents. The “Keep Scottsdale Beautiful” program had 750 volunteers clean over 100 miles of roadway, and the Adopt-a-Road volunteer program grew to 120 registered groups with more than 1,100 volunteers keeping over 180 miles of Scottsdale roads adopted and cleaned.



Housing Element

The Housing Element focuses on housing opportunities that enhance the character, diversity, and vitality of the city. It discusses housing affordability, revitalization of existing housing stock and neighborhoods, and provides guidance for the overall housing needs of the community. This element is state mandated.

GOAL: Preserve the quality of existing dwellings and neighborhoods.

Neighborhood Preservation – The total number of code enforcement violations decreased in neighborhoods while proactive staff initiated code enforcement cases increased. Seventy percent (70%) of all code enforcement cases were staff-initiated. A focus was placed on the rapidly expanding base of vacant and abandoned business and residential properties.

GOAL: Seek a variety of housing options that meet the socioeconomic needs of people.

Housing Assistance - The city allocated \$1.12 million in CDBG funds to 15 agencies to assist over 883 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$500,000 was allocated in HOME funds for new construction. Human Services provided \$5.5 million to landlords for rental assistance to low income tenants and more than 11,000 residents benefited from case management and supportive intervention sessions.

Senior Living Community - Maravilla Scottsdale, a new senior living facility, is currently under construction. Located on East Princess Drive in northern Scottsdale on a 25 acre site, this facility will contain 410 units and provide both assisted and independent living.





Neighborhoods Element

The Neighborhoods Element focuses on preserving, revitalizing, and reinvesting in the city's neighborhoods, including all types of residential areas, as well as commercial and employment centers. This element is state mandated.

GOAL: Enhance and protect diverse neighborhoods.

Neighborhood Safety and Protection - Evening, weekend and special event inspection programs continued, resulting in the abatement of more than 1,300 graffiti sites and the removal of more than 5,800 illegal signs from public rights-of-way throughout the city. Public Safety and Code Enforcement worked together to investigate numerous city code violations. The investigations included undercover operations, drafting and service of search warrants and subsequent follow-ups.

GOAL: Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

Revitalization District – In April 2010, the Arizona Legislature passed House Bill 2003, which allows for the creation of new revitalization districts to provide financing for commercial, retail, industrial and/or residential development. The Revitalization District legislation is viewed as a vital tool that can assist in the redevelopment and revitalization of the McDowell Road Corridor.

GOAL: Preserve and enhance the unique sense of neighborhood

Code Cares – The Code Cares program provides assistance to homeowners or property owners who are unable to maintain their landscape, or aging building exterior. The city offers volunteer labor to help with maintenance needs. The Code Cares program supports the city's ongoing efforts to partner with its residents, business owners and community groups to keep Scottsdale a desirable place to live and do business.





Open Space and Recreation Element

The Open Space Element outlines plans for both passive and active recreation, including creation of a linked trail system. The element emphasizes a balance of open space and recreational opportunities throughout the community. This element is state mandated.

GOAL: Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.

High Attendance Recorded– This past year has shown an increase in recreation attendance and adult sports revenue is also up. More than 436,450 seniors and community members attended a variety of special interest classes, recreational opportunities, health/wellness programs, special events and facility reservations at Granite Reef and Via Linda senior centers.

GOAL: Acquire and develop open space.

New Community Park – Thompson Peak Park phase one was completed in October 2009. The park had been planned since the mid-1990's and was part of the 2000 bond package. The community park includes lighted ball fields, basketball courts and playgrounds on a 54-acre site at the southwest corner of Hayden Road and Thompson Peak Parkway. Phase two will include a community center and off-leash dog area.

GOAL: Ensure a wide range of recreational facilities and services.

Coordinated Special Events – More than 36,600 community members attended community special events, including Holiday Harmony, Mighty Mud Mania, Skate Park Competition and Fall Festival. The Scottsdale Sports Complex was awarded the 2009 and 2010 bid to host the Women's WDIA National Championship Lacrosse Tournament. The four-day tournament and associated youth clinics drew over 1,400 fans daily and generated an estimated \$1.2 million in economic benefits.

GOAL: Cooperate with and support school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.

Supported Youth – A number of Scottsdale youth and teens were served in Recreation Programs provided by Human Services and Parks and Recreation: Youth Sports 2,170; Adapted Recreation 1,629; Afterschool and Summer Programs 4,548; and Summer Youth Volunteer Program 210. The city increased the amount of youth programs offered and attendance for youth programs also increased by twenty percent (20%).

GOAL: Provide access to educational, recreational, and cultural services for all residents.

Recreation Accessibility - The Arizona Disability Advocacy Coalition presented the City of Scottsdale, in partnership with the McDowell Sonoran Conservancy, an award for Scottsdale's McDowell Sonoran Preserve's Bajada Nature Trail. The Bajada Trail opened in September 2009 and was specifically designed and built for the enjoyment of all — from young children, to the elderly, to those with physical challenges. The half-mile trail exceeds many ADA standards and offers an innovative, interactive nature experience for those who want to learn more about Arizona's unique Sonoran Desert. It is estimated that more than 10,000 people have enjoyed the Bajada trail since its opening.

Promotion of Preserve – A campaign promoting Scottsdale's McDowell Sonoran Preserve was created and included a video showcasing the trails and geography of the Preserve. This video showcases three new trails added to the Preserve along with the new Bajada all accessible interactive trail.



Preservation and Environmental Planning Element

The Preservation and Environmental Planning Element focuses on preserving and protecting the environment and the natural resources that contribute to the community's quality of life and economic vitality. It discusses the city's efforts toward desert and mountain preservation. This element is state mandated.

GOAL: Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system.

McDowell Sonoran Preserve – The city purchased 400 acres of State Land in the McDowell Mountains in 2009 and acquired an additional 2,000 acres of State Land north of Dixileta Drive in the fall of 2010. A portion of the funds to purchase the land came from a Growing Smarter State Trust Land Acquisition Grant. The remainder of the funding comes from two dedicated sales tax designations approved by the Scottsdale voters in 1995 and 2004.

GOAL: Reduce energy consumption and promote energy conservation.

Energy Audit – Scottsdale citizens owning a residence or small business south of Indian Bend Road in Scottsdale had an opportunity to get a free energy audit. The American Recovery and Reinvestment Act provided the funding for this Community Energy Audit program. Program participants received a written report summarizing audit findings and outlining recommendations. It is anticipated that approximately 200 participants will have taken part in this program when completed.

Street Lights – Utilizing grant funds from the American Recovery and Reinvestment Act of 2009, the city has begun retrofitting 1,700 streetlight fixtures to new energy-efficient LED light fixtures. The city negotiated a reduced rate structure with both APS and SRP for installation of energy-efficient street light fixtures on existing and newly installed street light poles. A specification was also created for energy-efficient LED street light fixtures and specified in city design standards (DS & PM).

GOAL: Maximize resource recovery and reuse, and promote recycling and the use of recycled, recyclable and renewable materials.

Recycling Efforts - Approximately 99% of Scottsdale's single family homes participate in the non-mandatory curbside recycling program. Over 14% of roll-off tonnage and 32% of brush and bulk tonnage was diverted to the green waste program at the Salt River Landfill. Over 28% of residential refuse tonnage was diverted from the landfill to be recycled. Commercial recycling collection was provided to 179 Scottsdale business accounts. Solid Waste Program representatives conducted recycling presentations to over 6,600 attendees and tours of the Transfer Station and/or the River Recycling facility.

GOAL: Encourage green building.

Scottsdale Environmental Design Awards Program – This Design Awards Program recognized the best in Scottsdale design and architecture – aesthetically expressive, sustainable work appropriate to the upper Sonoran Desert and Scottsdale's unique environment. Many organizations collaborated in this effort in which seven winners were chosen, including homes, businesses and city facilities. All winners had to demonstrate their ability to implement the Scottsdale Sensitive Design Principles. This program serves to educate the public by example and acknowledge quality green and sustainable development.



Cost of Development Element

The Cost of Development Element identifies fiscal impacts created by new development, as well as how costs will be equitably distributed. This Element contains goals to implement a specific fiscal impact modeling. Because these goals were assigned to a specific fiscal impact modeling, the goals of this Element have not been implemented directly. However, a major rewrite of this element has been addressed in the draft 2011 General Plan Update. The intent of the Cost of Development Element is to ensure that new development “pay for itself” and not burden existing residents and property owners with the provision of infrastructure, public services and facilities. The projects listed below are examples of infrastructure improvements from this past year that illustrate such. This element is state mandated.

GOAL: Use fiscal impact modeling

General Plan Citywide Economic Analysis – A citywide economic analysis was completed for the update of the 2001 General Plan. Two essential components included review of development forecasts and fiscal sustainability.

Character Area Plan Economic Analyses - An economic analysis was completed for the Greater Airpark Character Area Plan and for the Southern Scottsdale Character Area Plan. The reports presented results of an economic base analysis specific to each area, along with forecasts and strategic recommendations.

GOAL: Conduct city department evaluation, planning and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities.

Cactus Road Improvements – Constructed a four-lane collector between Pima Freeway and 96th Street and two-lane neighborhood collector between 96th Street and Frank Lloyd Wright. The entire corridor included medians/center turn lanes, bike lanes, sidewalk and multiuse non-paved trail.

Cross Cut Multiuse Path II – Designed and constructed a 10 to 12 foot multiuse path along the canal bank of the Crosscut Canal (approximately along 64th Street) from Thomas Road to Indian School Road. This newly paved path completed the city’s portion of the Papago Salado loop trail system.

Downtown Water Transmission Lines – Construction of the 74th Street water main was completed. Revitalization in the downtown Scottsdale area has created a need for upgrades to the existing water distribution system.

Downtown Sewer Improvements – Revitalization in the downtown Scottsdale area has created a need for upgrades to the existing sewer collection system. This project implemented critical improvements recommended in the Integrated Water and Wastewater Master Plan.

Water Distribution System Improvement – Completed replacements of water meter and service lines for four existing meter vaults in Scottsdale.



Growth Areas Element

The Growth Areas Element identifies those areas of the city where future development will be focused and where mixed land uses and multiple transportation options are most appropriate. It also emphasizes regional coordination of growth. This element is state mandated.

GOAL: Direct and sustain growth in areas of the city that can support a concentration of a variety of uses and are suitable for multimodal transportation and infrastructure expansion and improvements.

New Growth and Activity Areas – The 2010 Council adopted Southern Scottsdale Character Area Plan designated one new growth area and four new activity areas as part of the General Plan. The new growth area is located along Scottsdale Road, from downtown to the city’s southern boundary. The four new activity areas are located south of Indian Bend Road, where previously there were none.

GOAL: Promote the public and private construction of timely and financially sound infrastructure expansion.

Airport Runway Weight Increase – The city worked with the FAA and secured temporary approval to allow increased take-off weight for aircraft planes of 100,000 lbs. maximum certificated operating weight. The city has temporary approval while it works with the FAA to complete an Environmental Assessment, which when completed could allow permanent approval. The airport’s previous weight limit was 75,000 lbs. The purpose of the new weight limit is to encourage corporate jets and international travel.

GOAL: Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of infrastructure and facilities, services and crime prevention within municipal boundaries.

Downtown Infill Incentive District – In July 2010, the Downtown Infill Incentive District was designated and the plan was adopted in accordance with the Arizona Revised Statute (ARS) §9.499.10. The District designation adds a new tool to further enable downtown investment, infill, redevelopment and revitalization for both small and large properties. Through this tool, a property owner may propose, on a case-by-case basis, projects with amended development standards, which previously could not be done under the zoning ordinance.

McDowell Task Force – In May 2009, the Scottsdale City Council established a McDowell Corridor/South Scottsdale Economic Development Task Force. The Task Force was charged with studying the McDowell Road Corridor/south Scottsdale area and determining how it should be marketed as a place to live and work. After a series of public meetings, the Task Force delivered its recommendations to the City Council in February, 2010, which the City Council accepted. In July, 2010 the City Council accepted staff’s work plan for ongoing implementation activities.



Public Services and Facilities Element

The Public Services and Facilities Element discusses public services and facilities provided to the community. Five subcategories are discussed: public services, human services, safety, public buildings and facilities, and water resources. This element is state mandated.

GOAL: Maintain an innovative, sustainable solid waste collection, recycling and disposal system.

Waste Collection - Continued utilizing the transfer station to reduce vehicle mileage and curtail emissions for the city. Transferred 60% of the total amount of material collected by solid waste collection programs reducing miles traveled by over 400,000 miles. In addition, programs were utilized to remove illegally discarded tires and shopping carts from streets and alleys. One Household Hazardous Waste event was held, which resulted in 1,497 participants and 36 tons collected, and Four Electronics Recycling events resulted in 3,055 participants and 93.5 tons collected.

GOAL: Develop strategies to place the library in a position to respond to future challenges.

New Library Opened – The new Appaloosa library opened in November 2009 on the site of the former Rawhide entertainment complex. The library includes an innovative Early Literacy Center, a selection of current books, DVDs and CDs, meeting rooms and the latest technology. It also contains a public art component; consisting of small windows in the form of Morse Code spelling out “Appaloosa.” The Appaloosa library has served over 80,000 customers in the first six months of operation.

Overall, the Scottsdale library system experienced the highest attendance level ever -- over 1.7 million customers and circulation of over 4 million items.

GOAL: Partner with other jurisdictions and agencies to achieve maximum efficiency in city services.

Community Collaboration – The Police and Fire Departments educated community organizations, youth and adults on crime and fire prevention and personal safety issues. Relationship building, crime prevention and problem solving efforts have resulted in the reduction of crime.

Human Services - The city allocated \$200,000 in General Funds to 10 non-profit agencies to support human service activities in the community. Through the Family Self Sufficiency program, 47 families were assisted, increasing their average income over 102 percent, and distributed over \$49,000 in escrow funds to 7 program graduates. The senior centers offered 26 support

groups monthly. These support groups assisted, on average, 1,003 seniors to cope with a loss, life transitions or life altering health conditions. Over 300 teens were referred to jobs through the Scottsdale Teen Employment program and Youth Corps volunteers provided over 14,000 hours of service to the community. Quality after-school and teen programs were provided for over 400 youth at Paiute Neighborhood Center and Vista del Camino.

GOAL: Provide a safe environment.

Public Safety -The City of Scottsdale continued to see an overall reduction of crimes reported. Over the past 5 years, the City has seen significant reductions in burglary, motor vehicle thefts, and forcible rape, achieving a 3% decrease in violent crime and a 14% decrease in property crimes. Total incidents of criminal speeding also declined, with a forty-two percent (42%) reduction from the previous year.

GOAL: Provide city service facilities to meet the needs of the community.

Public Buildings and Facilities - Four city facilities were recognized with the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) certification which recognizes buildings that incorporate sustainable building principles. The Preserve Gateway and Fire Station No. 2 both received Platinum certification. The Appaloosa library received Gold certification. And the Police District 1 Forensic Services facility received Silver certification.

GOALS: Ensure renewable, long-term water supplies. Encourage the conservation of water and the reuse of wastewater. Meet or surpass all applicable water quality standards.

Water Resources – A new well site was constructed and will be capable of recharging up to a thousand acre-feet of treated Central Arizona Project surface water per year. This effort will ensure a long-term water supply for the community. Approximately 12 million gallons a day from the Water Campus and Gainey Ranch Water Reclamation Plant helped the city meet irrigation demands for 23 golf courses and two city recreation facilities by reusing wastewater. For regulatory compliance, the city met all drinking water and wastewater federal, state and local regulations.



Community Mobility

The Community Mobility Element promotes safe, efficient, and accessible choices for the movement of people, goods, and information at the regional, citywide and neighborhood level. This element is state mandated.

GOAL: Help reduce the number, length, and frequency of automobile trips to improve air quality.

Route 76 - In summer 2010, Route 76 was converted from a local bus route operated by Valley Metro, into a neighborhood circulator owned by the city of Scottsdale and operated by a Scottsdale-based trolley company. Since the switch to a free neighborhood circulator, there has been a sixty-one percent (61%) increase in the number of riders. Route 76 runs north-south along Miller Road, and east to Scottsdale Community College. The route also added a loop going from SkySong at McDowell and Scottsdale Roads south to McKellips Road, then east on McKellips and north on Miller.

GOAL: Promote regional diversity and connectivity of mobility choices.

Accessibility – The city completed an Americans with Disabilities Act (ADA) assessment of the city's entire inventory of 650 bus stops and completed accessibility improvements on four bus stops. In addition, a comprehensive, internal assessment of each traffic signal intersection is underway so as to evaluate for compliance with Title II of the ADA.

Pima Road Improvements - The Pima Road Improvement Project is a joint endeavor with the Salt River Pima Maricopa Indian Community, Maricopa Association of Governments (MAG) and Arizona Department of Transportation. This project is part of the MAG Regional Transportation Plan, with 70% of the funding provided by Proposition 400. When complete, Pima Road will have two lanes in each direction, a landscaped median, bike lanes, a sidewalk, and stormwater improvements.

GOAL: Relieve traffic congestion.

Technology Upgrades - The Dynamic Message Signs (DMS) were posted with 1,784 messages, totaling 21,408 hours of messages on various signs. These message boards, located over roadways, provide traffic, construction and safety messages to commuters. Installation has also started on the new traffic signal controller upgrade in which the 170 controllers are being replaced with ASC3 controllers, which are more reliable and easier to maintain.

GOAL: Maintain high aesthetic values and environmental standards in transportation systems.

Environmental Upgrades – The city utilized grant funds from the Federal American Recovery and Reinvestment Act (ARRA) of 2009 and Congestion Mitigation and Air Quality (CMAQ) program to overlay 10 miles of arterial roadway, install new traffic controllers at fifty percent (50%) of signalized intersections and commence replacement of approximately thirty percent (30%) of city maintained street lights with more energy efficient fixtures.

GOAL: Building “community” through neighborhood mobility.

Safe Routes To School Program – The Safe Routes to School program enables community leaders, schools and parents to improve safety and encourage more children, including children with disabilities, to safely walk and bicycle to school. In the process, the program works to reduce traffic congestion and improve health and the environment, making communities more livable for everyone. City transportation staff worked closely with schools to ensure children’s safety through engineering, enforcement, education, encouragement and evaluation. The city also coordinated the annual Walk to School Day.

General Plan Amendments

Arizona's Growing Smarter Acts (Growing Smarter and Growing Smarter Plus), enacted in 1998 and 2000 respectively, 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 goals, 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 meets any one of the following criteria:

- Change in land use category
- Area of change criteria – acreage including exceptions
- Character area criteria
- Water/Wastewater infrastructure criteria

The following are the non-major and major General Plan amendment requests that went through the public hearing process from July 2009 – December 2010:

NON-MAJOR GENERAL PLAN AMENDMENTS

1-GP-2010: Optima Sonoran Village

Case 1-GP-2010 was a request for a non-major amendment to change the General Plan land use designation for a 9.87 acre parcel from the General Plan Urban Neighborhoods land use designation to the General Plan Mixed-Use Neighborhoods land use designation. The site is located at 6801 E. Camelback Road and was one of three areas added in to the Downtown Character Area Plan boundary when the Council approved the Downtown Plan update in June 2009.

Adopted by City Council on July 6, 2010.

4-GP-2010: The Reserve Eco-Resort

Case 4-GP-2010 was a request to approve a non-major General Plan amendment from the Rural Neighborhoods land use designation to the Resort/Tourism land use designation for 137 acres by means of the color-coded resort “star” designation on the Land Use Map. The site is located at the northeast corner of N. 118th Street and E. Rio Verde Drive and is within the Dynamite Foothills Character Area Plan boundary.

Adopted by City Council on November 16, 2010.

MAJOR GENERAL PLAN AMENDMENTS

1-GP-2009: 6500 Camelback

Case 1-GP-2009 was a request to approve a major General Plan amendment from the Rural Neighborhoods land use designation to the Suburban Neighborhoods land use designation. The site totals three acres and is located at 6442, 6430 and 6502 E. Camelback Road.

Adopted by City Council on October 27, 2009.

2-GP-2010: Greater Airpark Character Area Plan

Case 2-GP-2010 was a request to approve major and non-major General Plan amendments to: designate a Greater Airpark Character Area in the General Plan; add aviation to the General Plan Employment Land Use category description and non-residential mixed-use to the General Plan Mixed-Use Neighborhoods category description; amend the General Plan Land Use Map in the Greater Airpark; approve an extension to the boundary of the General Plan Regional Use Overlay in the Greater Airpark; and adopt the Greater Airpark Character Area Plan.

Adopted by City Council on October 26, 2010.

3-GP-2010: Southern Scottsdale Character Area Plan

Case 3-GP-2010 was a request to: approve a major General Plan amendment to amend the General Plan Land Use Map in Southern Scottsdale to change various General Plan land use and acreage designations in the area; and approve a non-major General Plan amendment to change the Character Criteria Area Map in the General Plan to designate the Southern Scottsdale Character Area; amend the Character Area Map to designate the Southern Scottsdale Character Area; amend the Growth Areas Map in the General Plan to designate new Growth and Activity areas in Southern Scottsdale; and adopt the Southern Scottsdale Character Area Plan for the area of Scottsdale south of Indian Bend Road, not including the Downtown Character Area.

Adopted by City Council on October 26, 2010.

