



# City of Scottsdale 2001 GENERAL PLAN ANNUAL REPORT

January-December 2012 Review



# Acknowledgements

## CITY COUNCIL

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Mayor W. J. "Jim" Lane	Linda Milhaven
Suzanne Klapp	Guy Phillips
Virginia Korte	Dennis Robbins
Robert Littlefield	

## PLANNING COMMISSION

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Michael D'Andrea, Chair	Erik Filsinger
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## PROJECT STAFF

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Fritz Behring, *City Manager*

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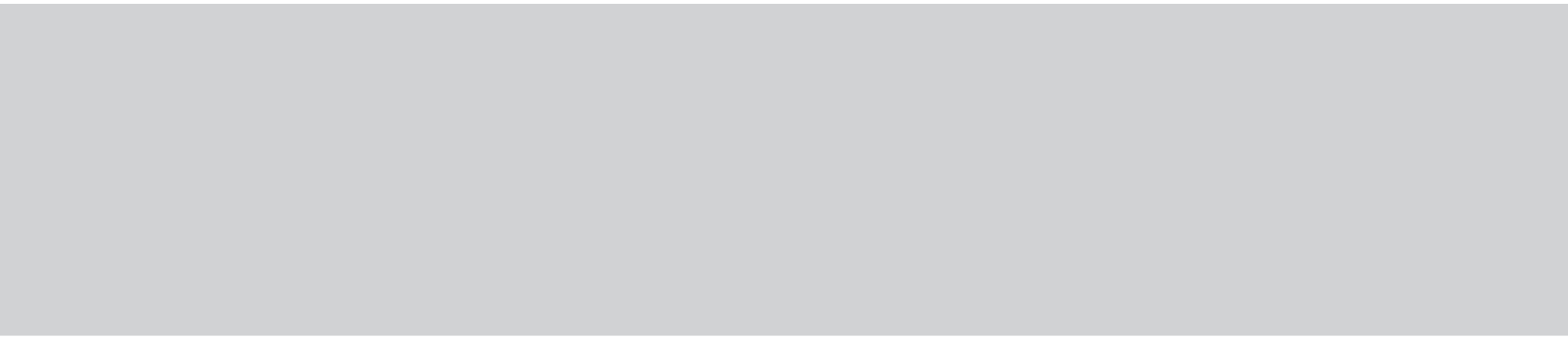
Erin Perreault, *AICP, Long Range Planning Manager*

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## CITYWIDE DIVISIONS/DEPARTMENTS

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Administrative Services	Community & Economic Development
City Attorney	Community Services
City Auditor	Mayor and City Council Office
City Clerk	Public Safety
City Court	Public Works
City Manager's Office	Water Resources
City Treasurer	





# Executive Summary

## OVERVIEW

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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 goals have been implemented for the reporting period of January through December 2012. It also includes a summary of non-major and major General Plan amendment approvals.

## HIGHLIGHTS OF MAJOR ACCOMPLISHMENTS

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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.

- **Optima Sonoran Village** – City Council approved an Infill Incentive project in the Downtown, allowing for a mix of land uses and amended development standards that includes approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal included a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

- **Text Amendments** – City Council approved text amendments for the following zoning districts in 2012: I-1, I-G, C-2, C-3, C-4, and C-5. The text amendments were initiated to update the Zoning Ordinance, to ensure consistency in format and content, and to update the regulatory language to contemporary standards.
- **Economic Impacts** – Scottsdale hosted an estimated 8.6 million visitors with an economic impact of 2.9 billion. In addition, the City of Scottsdale was visited by 7.5 million day-visitors. The City has continued to enhance Scottsdale as a tourism destination by strengthening the local industry through a comprehensive tourism development program of research, destination marketing and promotion, support of qualified major events, and the development of destination attractions.
- **Western Recognition** - True West Magazine named Scottsdale a Top Ten True Western Town. The award honors cities that have made an important contribution toward preserving their western past.
- **Business Growth** – Several Scottsdale businesses made it onto the Inc. 500 list of fastest growing private companies in America. The list of Scottsdale businesses includes Digital Video Networks, Blue Global Media, Loan Resolution, and GlobalMed. In order to have been eligible to make the list, companies had to be private, for-profit, independent companies and had to have generated at least \$100,000 in revenue in 2008, and at least \$2 million in revenue in 2011.
- **Citizen-Centric Reporting** – For the third year in a row, the City of Scottsdale earned the Certificate of Excellence in Citizen-Centric Reporting from the Association of Government Accountants. The award was given for the City’s annual “Report to Our Citizens” and ensured that Scottsdale was one of only three cities in the country to have earned this award three times. The certificate is a means of recognizing local governments that provide “financial information to citizens in forms that are clear and understandable, updated regularly and often, delivered to all, easy to locate, honest in breadth and technically accurate in detail.”
- **Community Education** – Scottsdale provided Scottsdale 101, Neighborhood College, and Scottsdale 101 for Realtors classes as a means to increase awareness and involvement in city government.
- **Downtown Ambassadors** – The Downtown Ambassador Volunteer program grew from 57 to 81 volunteers with over 2500 hours manning kiosk informational carts, special events, cart stocking and various “behind the scenes” activities.
- **Housing Assistance** - The city allocated \$1.3 million in Community Development Block Grant (CDBG) funds to 14 agencies in FY 2012/2013 to assist over 7,372 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$694,409 was allocated in HOME funds for single and multi-family housing.

- **Mixed-Use** – Several cases within and near the Downtown were approved by City Council that included a mix of land uses. Bauhaus Flats and Studios, Industry East, and Industry West all included multi-family dwelling units in combination with retail uses, providing housing and shopping opportunities that support the “live, work, play” environment envisioned in the Downtown Character Area Plan.
- **Neighborhood Safeguarding** – Based on International City Management Association (ICMA) data, Scottsdale is the fastest and most efficient Code Enforcement agency for jurisdictions with more than 100,000 residents. In 2012, the average time for a Code Inspector to respond to a complaint turned in by a citizen was 0.12 Days.
- **Preserve Acquisition** – City staff successfully bid at public auction for three parcels totaling approximately 6,400 acres of land from the Arizona State Land Department for inclusion in the Scottsdale McDowell Sonoran Preserve.
- **Tom’s Thumb Trailhead** – Scottsdale completed construction on Tom’s Thumb Trailhead in Scottsdale’s McDowell Sonoran Preserve, on the north side of the McDowell Mountains. The trailhead provides parking and support amenities for the network of trails and rock climbing areas in the northern region of the McDowell Mountains while limiting impacts to the natural environment. The trailhead includes parking for at least 200 passenger vehicles, parking for 10 horse trailers, hitching rails, bike racks, restrooms, interpretive signage, shade ramadas, and an entry drive with access control gate.
- **Green Construction** – Scottsdale adopted the 2012 International Green Construction Code (IgCC) as the core of the City’s voluntary Commercial Green Building Program.
- **Provision of Developed Open Space** – City Council approved an Infill Incentive project in the Downtown, Broadstone at Waterfront, allowing for approximately 259 residential units and 10,000 square feet of retail/restaurant space. Notably, the development will include nearly 53% open space.
- **Civic Center Library Renovation** – Scottsdale completed its renovation of the Civic Center Library. The renovation included a new coffee/snack bar, customer service area, carpeting, public lobby, improved lighting, automatic entrance doors, computer lab, two new study rooms, a collaboration station, two intake sorters and the Gallery Meeting Room.
- **Bikes and Trails** – The City increased its cache of bike lanes and trails for public use. In all, bike lane mileage increased by five miles and new trail surface citywide increased by six miles.
- **Bike-Friendly City** – Scottsdale earned the recognition of being one of the nation’s Top 50 Bike-Friendly Cities by Bicycling Magazine – ranking as 15th out of 50. To make the list, a city must have a population of 95,000 or more and possess both a robust cycling infrastructure and a vibrant bike culture.

## COUNCIL-ADOPTED GENERAL PLAN AMENDMENTS

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### **Non-Major General Plan Amendments:**

- Reata Ranch Guest Ranch (9-GP-2011)
- Sereno Canyon Spa and Resort (10-GP-2011)
- The Reserve (11-GP-2011)
- Wag-N-Wash (2-GP-2012)
- Echo at Windgate (3-GP-2012)

### **Major General Plan Amendments:**

- Grayhawk Resort and Golf Course (4-GP-2012)



# Introduction

## PURPOSE

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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 goals have been implemented for the reporting period of January through December 2012. It also includes a summary of non-major and major General Plan amendment approvals.

## FORMAT

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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 accomplishments realized through General Plan implementation - is organized by the various elements within the plan. The City of Scottsdale General Plan 2001 varies from the structure outlined in state law, which mandates fifteen required elements. The General Plan includes three community created elements: Character and Design, Economic Vitality, and Community Involvement (See General Plan Elements Comparison Table

below). Some of the state mandated elements have been combined and some have been expanded beyond what is required by state law. 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.

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 during the reporting period.

### **General Plan Elements Comparison Table**

<b>Scottsdale 2001 General Plan Elements</b>	<b>State Mandated Elements</b>
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, Rehabilitation, and Redevelopment)	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







## 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 the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.**

**Grayhawk Resort and Golf Course** – City Council approved a request for a major General Plan amendment to amend the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designations of 5 +/- acres from Commercial and 8 +/- acres from Developed Open Space to Resorts/Tourism and reconfigured the remaining land use designations of an additional 41.5 +/- acres of the site from Resorts/Tourism to Developed Open Space and from Developed Open Space to Resorts/Tourism. The purpose of this amendment was to allow for the realignment of the current golf course established onsite, and to eliminate the current commercial designation in favor of Resort/Tourism designation in an effort to meet the surrounding area's characteristics and existing resort lifestyle.

**GOAL: Review the design of all development proposals to Foster quality design that enhances Scottsdale as a unique southwestern desert community.**

**Scottsdale Environmental Design Awards** – The City of Scottsdale awarded six 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. Winners were recognized for project types that included residential and commercial buildings and structures, open space, landscape and urban design.

**GOAL: Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.**

**Public Bodies Historical Research** – The City Clerk researched and documented the City's appointed public bodies. The historic data for each of the City's appointed boards, commissions, and committees, including past and present membership; enacting legislation forming and/or dissolving the public body; and bylaws were posted on the City's website.

**GOAL: Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.**

**GOAL: Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.**

**The Bell, the Flower, and the Wash** - Ilan Averbach’s sculpture for Fire Station #1 at Eldorado Park was selected as one of the top 50 public art projects in 2012 by Americans for the Arts. The sculpture – composed of steel and recycled granite – was inspired by firefighter’s bells, trumpets and desert flowers.

**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 event combined temporary art installations with information regarding the Valley’s unique canal culture and history.

**GOAL: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.**

**Optima Sonoran Village** – City Council approved an Infill Incentive project in the Downtown, allowing for a mix of land uses and amended development standards that includes approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal included a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

**GOAL: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.**



## 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.**

**Reata Ranch, Sereno Canyon, and The Reserve** – City Council approved three requests for non-major amendments to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect resort star land use designations, thus adjusting Rural Neighborhoods to Resorts/Tourism. The amendments allow for resort communities in close proximity to Scottsdale's McDowell Sonoran Preserve. When built, these resorts will help support tourism activities in the northern area of the City.

**Scottsdale Retail Plaza (Beach Club)** – City Council approved a zoning request to facilitate the redevelopment of a downtown commercial site. The approval allows for the redevelopment of two existing night clubs to include both daytime and nighttime venues, by providing for a variety of restaurant, retail, and entertainment uses.

**GOAL: Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.**

**GOAL: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.**

**Echo at Windgate** – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 10 +/- acre site from Office to Urban Neighborhoods. The purpose of this amendment was to allow for a multi-family infill project that would act as a transition between existing commercial and suburban residential neighborhood uses.

**GOAL: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.**

**Text Amendments** – City Council approved text amendments for the following zoning districts in 2012: I-1, I-G, C-2, C-3, C-4, and C-5. The text amendments were initiated to update the Zoning Ordinance, to ensure consistency in format and content, and to update the regulatory language to contemporary standards.

**GOAL: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.**

**GOAL: Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.**

**Bauhaus Flats** – City Council approved a rezoning in the vicinity of Scottsdale and Thomas Roads from Highway Commercial (C-3) and General Commercial (C-4) to Planned Unit Development (PUD). The rezoning approval allows for the development of a mixed-use project, composed of approximately 270 residential units and 9,909 square feet of commercial space, thus allowing people to live, work, play and shop within the immediate area.

**GOAL: Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.**

**GOAL: Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.**

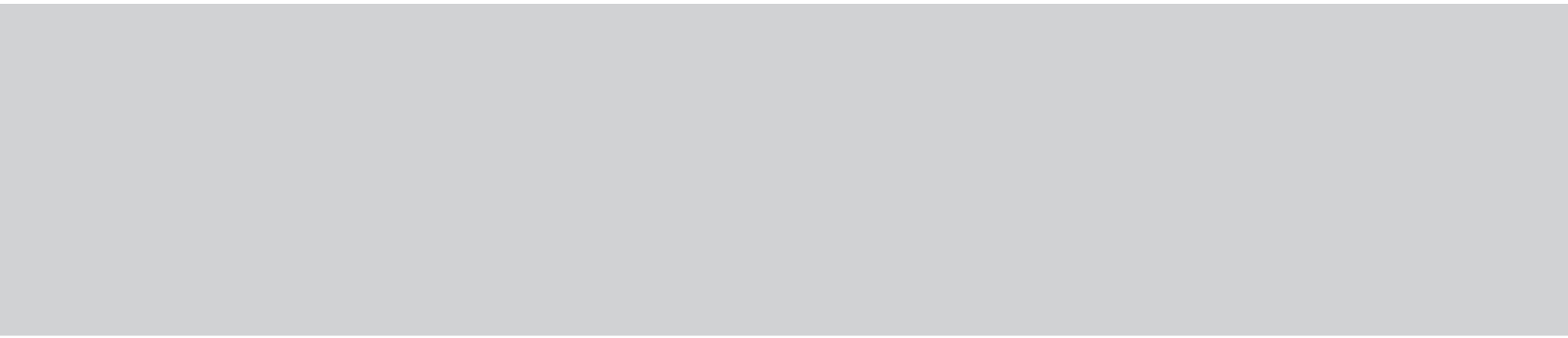
**GOAL: Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.**

**Scottsdale and Lincoln Mixed Use** – City Council approved a rezoning in the vicinity of the northwest corner of Scottsdale Road and Lincoln Drive from Commercial Office (C-O) to Planned Unit Development (PUD). The rezoning request allows for a mixed-use development, composed of approximately 264 residential units and complementary retail uses.

**Industry East/West** – City Council approved an Infill Incentive zoning request to allow for a mixed-use, residential development north of Stetson Drive between Civic Center Plaza and 75th Street. The



rezoning request allows for a mixed-use setting, composed of approximately 316 residential units and 6,875 square feet of commercial space, allowing people to live, work, play and shop within the northeast portion of the Downtown mixed-use neighborhood.





## 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: Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.**

**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 supporting 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 Arts Festival, San Francisco Giants Spring Training, 35th Annual Scottsdale Culinary Festival, Tour de Scottsdale, Horses and Horsepower, Baseball Festival, Schwab Cup Golf Tournament, Goodguys Car Show, and Summer Concert series.

**Scottsdale Cultural Council** – The Scottsdale Cultural Council oversees the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, and Scottsdale Public Art. The combination of these entities put together over 1,800 events throughout 2012, creating an estimated economic impact of over \$18 million.

**Economic Impacts** – Scottsdale hosted an estimated 8.6 million visitors with an economic impact of 2.9 billion. In addition, the City of Scottsdale was visited by 7.5 million day-visitors. The City has continued to enhance Scottsdale as a tourism destination by strengthening the local industry through a comprehensive tourism development program of research, destination marketing and promotion, support of qualified major events, and the development of destination attractions.

**Western Recognition** - True West Magazine named Scottsdale a Top Ten True Western Town. The award honors cities that have made an important contribution toward preserving their western past.

**Scottsdale Western Museum** – Community members and the City of Scottsdale initiated efforts to bring the vision of a Scottsdale Western Museum to reality by embarking on a process to solicit a museum operator and identify funding options. Community and downtown business leaders have long supported the concept of a western museum to help protect and promote our western heritage, act as a catalyst for the downtown gallery district and add a new destination for residents and visitors alike.

**Tournament Players Club (TPC) Agreement** – The City amended its standing agreement with the TPC in an effort to retain the PGA as a host of an annual golf tournament at the facility for the next 24 years - through the year 2035. As a result the City will construct major capital improvements to the TPC Stadium Course and club house to ensure Scottsdale’s commitment to maintaining the course at PGA standards.

**Horses and Horsepower Polo Event** – City Council approved the allocation of a portion of bed tax funds to help fund the Horses and Horsepower Polo Event held on October 20, 2012. The event acted as a catalyst in preserving and perpetuating Scottsdale as an appealing tourist attraction.

**GOAL: Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale’s residents and visitors.**

**Small Business Saturday** - Scottsdale participated for the second year in Small Business Saturday, a national campaign to drive consumers to shop at local merchants during the heaviest shopping weekend of the year—Thanksgiving. In collaboration with merchant associations and through the use of social media, the City was able to expand this program into a broader community effort.

**GOAL: Encourage and support a diversity of businesses that contribute to Scottsdale’s sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.**

**Business Growth** – Several Scottsdale businesses made it onto the Inc. 500 list of fastest growing private companies in America. The list of Scottsdale businesses includes Digital Video Networks, Blue Global Media, Loan Resolution, and GlobalMed. In order to have been eligible to make the list, companies had to be private, for-profit, independent companies and had to have generated at least \$100,000 in revenue in 2008, and at least \$2 million in revenue in 2011.

**Business Retention Program** - Through the business retention program, the Economic Development team reaches out to a number of existing businesses and key business leaders to create an environment that is conducive to surviving and thriving in the City. The Scottsdale business community leadership and various Chambers of Commerce continue to support the mission of the department in these endeavors.

**GOAL: Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale’s lifestyle.**

**International Relations** – Scottsdale supported a number of international activities in partnership with Scottsdale Sister Cities and the Kelowna Scottsdale Business Council. These included the

mission of Hainan representatives visiting Scottsdale in response to Mayor Lane's visit to that area in 2011, and the Mayor's mission to Kelowna, British Columbia, Canada in September 2012. Follow-up is continuing with individual company and institutional projects initiated during these visits.

**Mercedes Benz of Scottsdale** – City Council approved a conditional use permit for vehicle leasing, rental, and sales at the southeast corner of Highland and Scottsdale Road. The approval allows for the investment of \$25 million in Scottsdale by redeveloping an existing office building to accommodate a new Mercedes Benz headquarters. The development is anticipated to bring an estimated \$3 million in annual tax revenue for the City.

**GOAL: Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.**

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

**Business Partnerships** – The city participated as a key partner in a number of projects involving prominent community stakeholder groups. Examples of major project partners have included the Scottsdale Business Development Forum and the Scottsdale Area Chamber of Commerce (Financial Oasis Project), ASU SkySong (Alexandria Project), GPEC (Defense Intelligence Project) and American Express (Small Business Saturday).

**Employer Recruitment** – Economic development has undertaken a vigorous business attraction effort resulting in a number of new and expanded companies. Notable new companies include Fender, Jobing.Com, Guardian 8, Tesla Motors, IDM Ambient, and Provista Diagnostics. Major expansions included Yelp!, McKesson, Yodel and West Pharmaceuticals.

**Sister Cities** – City Council endorsed a Sister City partnership with the City of Marrakech, Morocco. This endorsement allows for the fostering of international relations for the purposes of economic and cultural exchanges between the City of Scottsdale and Marrakech.

**Airpark Business Attraction** – Scottsdale participated in the 2012 National Business Aviation Association Conference to generate business attraction leads specific to the Scottsdale Airpark. The conference is attended by key operators and industry leaders in an effort to conduct business, make buying decisions, and set the stage for business aviation activity for the year ahead.

**GOAL: Sustain long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.**

**Wag-N-Wash** – City Council approved a non-major amendment to the City of Scottsdale General

Plan 2001 Conceptual Land Use Map to reflect a change in land use designation from Office to Commercial. This amendment allowed for the removal of outdated zoning conditions that were placed upon the property in 1987, permitting for the full range of commercial land uses to operate on the site. Consequently, the amendment allowed for the property to redevelop from a vacant office use to a new retail use.

**Vista del Camino Career Center** – City Council extended an agreement to operate a career center with Maricopa County. As such, the City of Scottsdale will provide facility space for the career center, office space, classroom space, database management, career center staff, and regular statistical reporting.



## 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 in project/policy-making discussions.**

**Budget 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.

**2013 Bond Task Force** - The 2013 Bond Task Force was formed in the fall of 2012 to examine the City’s priorities and help determine the size and content of a 2013 Bond Package. The Task Force utilized input provided at their public meetings as well as through Speak Up Scottsdale - the City’s newest online discussion tool.

**GOAL: Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.**

**General Plan 2011** – Scottsdale sent the Council-adopted Scottsdale General Plan 2011 (Proposition 430) to the ballot at the March 2012 Special Election. This proposition sought city-wide community input, through voter ratification consideration of the Plan. The Final Special Election results as reported by Maricopa County included a YES vote of 48.02% versus a NO vote of 51.98%. Consequently, the Scottsdale General Plan 2011 was not ratified by voters. Based on the outcome of the March 2012 Special Election, the City of Scottsdale General Plan 2001 remains in effect until such time that a new General Plan is approved by the voters.

**Goal: Publish and process city issues in a manner that is relevant to citizens’ daily lives and personal and professional interests.**

**Citizen-Centric Reporting** – For the third year in a row, the City of Scottsdale earned the Certificate of Excellence in Citizen-Centric Reporting from the Association of Government Accountants. The award was given for the City’s annual “Report to Our Citizens” and ensured that Scottsdale was one of only three cities in the country to have earned this award three times. The certificate is a means of

recognizing local governments that provide “financial information to citizens in forms that are clear and understandable, updated regularly and often, delivered to all, easy to locate, honest in breadth and technically accurate in detail.”

**Goal: Accept and respond to new ways of communicating and new technologies.**

**Speak Up Scottsdale** – The City of Scottsdale implemented Speak Up Scottsdale as an online tool to gauge community interest on varying topics. Speak Up Scottsdale is a moderated online discussion forum where citizens can offer input on issues, participate in online surveys, and comment on ideas provided by others.

**CityCable on iPad** – Scottsdale implemented new web tools that give citizens the ability to watch live and archived CityCable 11 meetings on iPads.

**Goal: Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.**

**Distinguished Budget Presentation Award** – Government Finance Officers Association recognized the City of Scottsdale as a municipality that prepares budget documents of the very highest quality through the Distinguished Budget Presentation Award. The award is the highest recognition in governmental budgeting, and it is the twenty-second consecutive year that Scottsdale has earned the award.

**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.

**Scottsdale Leadership** – Scottsdale partnered with Scottsdale Leadership to create City Government Day. This event allowed for City leaders-in-training to receive a deeper understanding of how their local government works.

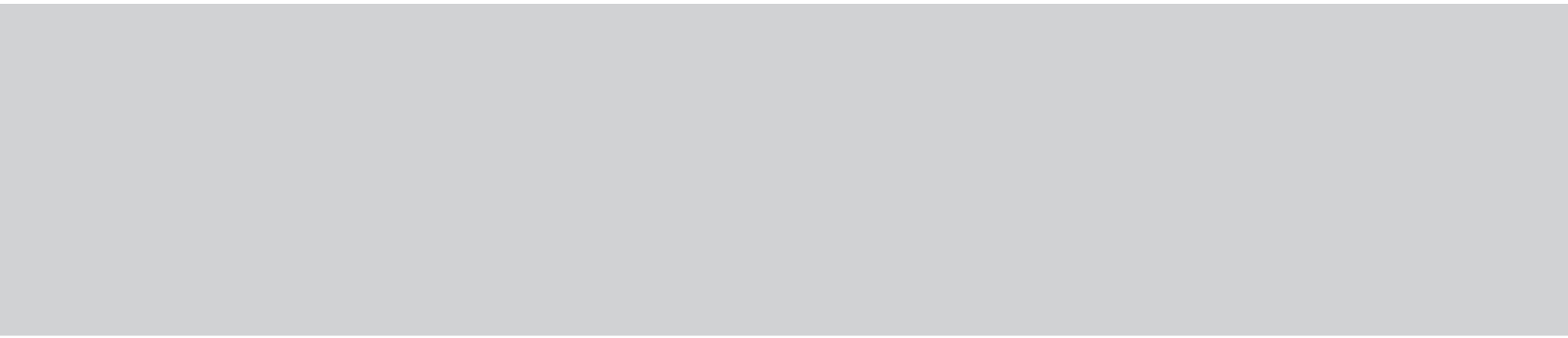
**Goal: Foster community partnerships, community catalysts, and community networks as a means of sharing information and responsibilities and working on collaborative solutions.**

**Downtown Ambassadors** – The Downtown Ambassador Volunteer program grew from 57 to 81 volunteers with over 2500 hours manning kiosk informational carts, special events, cart stocking and various “behind the scenes” activities.



**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 49 parties and approximately 1450 homes participating. The “Keep Scottsdale Beautiful” program had 630 volunteers clean over 200 miles of roadway, and the Adopt-a-Road initiative had 124 registered groups with more than 1,577 volunteers keeping over 185 miles of Scottsdale roads adopted and cleaned.

**Diversity and Dialogue Office** – The City reestablished the Diversity and Dialogue Office, in partnership with the City Manager’s Office. This effort continued existing services and developed a draft strategic plan to deliver diversity efforts and initiatives based on best practices within the City of Scottsdale.





## 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 so that people will find our community a healthy, safe and attractive place to call home today and into the future**

**Code Enforcement** – The total number of code violations decreased in neighborhoods over the previous year while staff-initiated code enforcement cases increased. In all, Code Enforcement issued 10,530 Compliance notices and performed 27,654 inspections/reinspections. As a result, 90.6% of cases were resolved through voluntary compliance by the property owner.

**GOAL: Seek a variety of housing options that blend with the character of the surrounding community.**

**Echo at Windgate** – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 10 +/- acre site from Office to Urban Neighborhoods. The purpose of this amendment was to allow for a multi-family infill project that would act as a transition in land use between existing commercial and suburban residential neighborhood uses.

**Optima Sonoran Village** – City Council approved an Infill Incentive project in the Downtown, allowing for a mix of land uses and amended development standards that includes approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal included a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

**GOAL: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.**

**Housing Assistance** - The city allocated \$1.3 million in Community Development Block Grant (CDBG) funds to 14 agencies in FY 2012/2013 to assist over 7,372 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$694,409 was allocated in HOME funds for acquisition and rehabilitation of single and multi-family housing.

**GOAL: Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.**

**Mixed-Use** – Several cases within and near the Downtown were approved by City Council that included a mix of land uses. Bauhaus Flats and Studios, Industry East, and Industry West all included multi-family dwelling units in combination with retail uses, providing housing and shopping opportunities that support the “live, work, play” environment envisioned in the Downtown Character Area Plan.

**GOAL: Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale’s older neighborhoods and adaptation of dated housing stock.**

**Residential Exterior Enhancement Program (REEP)** – The City implemented the REEP program as a means to enhance the quality and character of R1-7 zoned neighborhoods. The program provided up to a \$5,000 reimbursement for street-visible, exterior improvements of R1-7 single-family residential homes. The program assisted eight properties and contributed over \$33,900 in total reimbursement.

**GOAL: Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.**



## 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 so they are safe and well maintained.**

**Neighborhood Safeguarding** – Based on International City Management Association (ICMA) data, Scottsdale is the fastest and most efficient Code Enforcement agency for jurisdictions with more than 100,000 residents. In 2012, the average time for a Code Inspector to respond to a complaint turned in by a citizen was 0.12 Days.

**Neighborhood Protection** – Through code enforcement, evening, weekend, and special event inspection programs continued, resulting in the abatement of more than 1,703 graffiti sites and the removal of more than 1,925 non-permitted signs from public rights-of-way throughout the City.

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

**Mark-Taylor Redevelopment** – The City authorized the sale of 1.58 acres to Mark-Taylor for \$515,400. This allows for the redevelopment of 27.5 +/- acres located at the southeast corner of 74th Street and McDowell Road - into approximately 500 multifamily, residential units.

**GOAL: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.**

**GOAL: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.**

**Neighborhood Clean-up** – Community partnerships were utilized in an effort to keep Scottsdale's roads clean and beautiful. The "Keep Scottsdale Beautiful" program had 630 volunteers clean over 200 miles of roadway, while the "Adopt-a-Road" program had 124 registered groups with more than 1,577 volunteers keeping over 185 miles of Scottsdale roads adopted and cleaned.

**GOAL: Promote and encourage context-appropriate new development in established areas of the community.**



## 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:** Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

**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.

**GOAL:** Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

**Preserve Acquisition** – City staff successfully bid at public auction for three parcels totaling approximately 6,400 acres of land from the Arizona State Land Department for inclusion in the Scottsdale McDowell Sonoran Preserve.

**GOAL:** Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the city of Scottsdale.

**Preserve Funding** – Partial funding for the acquisition of approximately 6,400 acres of land within the Scottsdale McDowell Sonoran Preserve was assisted through the Arizona State Parks Growing Smarter Grant Program.

**GOAL:** Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

**Tom's Thumb Trailhead** – Scottsdale completed construction on Tom's Thumb Trailhead in Scottsdale's McDowell Sonoran Preserve, on the north side of the McDowell Mountains. The trailhead provides parking and support amenities for the network of trails and rock climbing areas in the northern region of the McDowell Mountains while limiting impacts to the natural

environment. The trailhead includes parking for at least 200 passenger vehicles, parking for 10 horse trailers, hitching rails, bike racks, restrooms, interpretive signage, shade ramadas, and an entry drive with access control gate.

**GOAL:** Cooperate with and support the 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.

**GOAL:** Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

**Park Recognition** – Scottsdale’s George “Doc” Cavalliere Park captured a Crescordia award at the Valley Forward Association’s 32nd Annual Environmental Excellence Awards banquet that focuses exclusively on sustainability initiatives. The park – located on 34 acres at 27775 N. Alma School Parkway – sets a benchmark for the design and construction of a community park in a sensitive desert environment. Open spaces were preserved and site disturbance minimized while maintaining traditional park features.

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

**Safety Education** – Scottsdale continued its free Community Emergency Response Training (CERT) program. This program trains the community in basic disaster prevention and response skills such as disaster preparedness, fire suppression, disaster medical operations, search and rescue, organization and disaster psychology.





## 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 linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.**

**Preserve Acquisition** – City staff successfully bid at public auction for three parcels totaling approximately 6,400 acres of land for the Scottsdale McDowell Sonoran Preserve at three state land auctions. Partial funding for the acquisition was assisted by the Growing Smarter State Trust Land Acquisition Grant approved by the Arizona State Parks Board. Scottsdale's mountain preserve now encompasses approximately 27,800 contiguous acres - more than 43 square miles.

**GOAL: Enhance the quality of life in Scottsdale by safeguarding the natural environment.**

**GOAL: Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.**

**GOAL: Reduce energy consumption and promote energy conservation.**

**Energy Audits** – Scottsdale completed free residential and small business energy audits to citizens of Scottsdale paid for by federal stimulus energy funds. Staff utilized the findings to create a web page that provides suggested levels of improvements to achieve more energy efficient structures within the study area for those citizens whom did not receive an audit.

**GOAL: Conserve water and encourage the reuse of wastewater.**

**Direct Irrigation Water Reuse** – Approximately 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.

**GOAL: Ensure the quality of our groundwater and surface water supplies.**

**Water Provision** – Scottsdale provided safe, reliable drinking water to over 87,000 accounts by maintaining and operating 24-7 more than 2,000 miles of water lines, 3 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.

**Safe Inherent Technologies** – Completed construction of new On-site Generation Systems (OSG's) at our Central Arizona Project water treatment plant, eliminating the use of potentially hazardous gaseous chlorine.

**GOAL: Promote local and regional efforts to improve air quality.**

**Dust control** – Scottsdale maintained dust controlling surfaces on 100 percent of regulated surfaces and received no notification of non-compliance.

**Regional Dust** – Scottsdale actively participated in the Maricopa Association of Governments Air Quality Technical Advisory Committee and the rapid response planning for dust control in the region.

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

**Minimize Non-Renewable Fuel** – Scottsdale's Fleet Department expanded the use of CNG and E-85 flex fuel vehicles in an effort to reduce costs and the impact emissions that fossil fuels have on our environment.

**Small Quantity of Hazard** – Scottsdale maintained an Exempt Small Quantities Generator of Hazardous Waste Status with the Environmental Protection Agency. This status confirms that Scottsdale maintains the lowest federal standard for hazardous waste production.

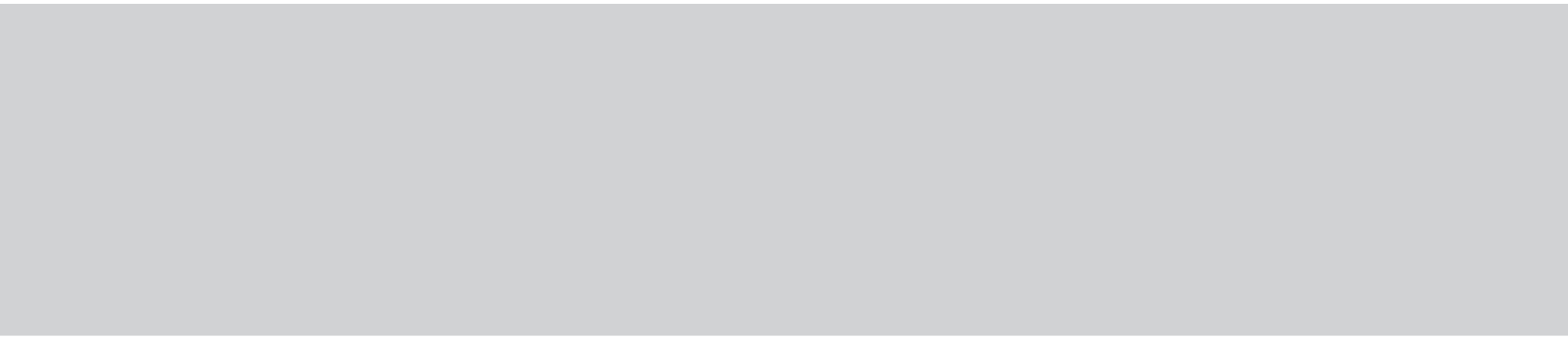
**GOAL: Protect and conserve native plants as a significant natural and visual resource.**

**Preserve Acquisition** – City staff successfully bid at public auction for three parcels totaling approximately 6,400 acres of land from the Arizona State Land Department for inclusion in the Scottsdale McDowell Sonoran Preserve.

**GOAL: Encourage environmentally sound “green building” alternatives that support sustainable desert living.**

**Leadership in Energy and Environmental Design** – The City completed two LEED Platinum certified fire stations, including Fire Station 1 and Fire Station 8.

**Green Construction** – Scottsdale adopted the 2012 International Green Construction Code (IgCC) as the core of the City’s voluntary Commercial Green Building Program.





## 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 model. This element is state mandated.

**GOAL:** Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.

**GOAL:** Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model

**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 by the use of fiscal impact modeling.

**Cost Savings** – Scottsdale’s Budget Department developed internal Capital Improvement Program (CIP) and budget software tools in an effort to eliminate costly annual software license fees needed for the core financial system. The internal tools developed reduced the need for the CIP and budget portions of the system, are able to be maintained with existing staff and resources, and provide functionality that matches the needs of the city.





## 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 and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.**

**Portales Residential** – City Council approved a request to modify the original zoning stipulations and amend development standards on a 9.6+/- acre lot in the Downtown growth area. This approval will allow for 369 multi-family residential units, while providing traffic calming measures along Chaparral Road as well as local drainage infrastructure improvements.

**Downtown Text Amendment** – City Council approved the Downtown Text Amendment as a means of implementing the Downtown Plan, the recommendations of the 2009 Downtown Task Force, and to update the Zoning Ordinance. The amendment seeks to allow a diversity of land uses within the Downtown growth area.

**Bauhaus Flats** – City Council approved a rezoning in the vicinity of Scottsdale and Thomas Roads from Highway Commercial (C-3) and General Commercial (C-4) to Planned Unit Development (PUD). The rezoning approval allows for the development of a mixed-use project, composed of approximately 270 residential units and 9,909 square feet of commercial space, thus allowing people to live, work, play and shop within the Southern Scottsdale growth area.

**GOAL: Make automobile, transit, and other multimodal circulation more efficient.**

**Northsight Boulevard Extension** – The City's Development Review Board approved a request to construct a modified minor collector roadway extending Northsight Boulevard from the Hayden Road intersection to Frank Lloyd Wright Boulevard. The roadway will include 12-foot travel lanes, 6-foot bike lanes, and 6-foot sidewalks in each direction, allowing for better circulation and access within the Greater Airpark growth area.

**GOAL: Conserve significant natural resources and open space areas in growth areas and coordinate their locations to similar areas outside the growth areas.**

**Provision of Developed Open Space** – City Council approved an Infill Incentive project in the Downtown growth area, Broadstone at Waterfront, allowing for approximately 259 residential units and 10,000 square feet of retail/restaurant space. Notably, the development will include nearly 53% open space.

**GOAL: Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.**

**Scottsdale Retail Plaza (Beach Club)** – City Council approved a zoning request to facilitate the redevelopment of a downtown commercial site. The approval allows for the redevelopment of two existing night clubs to include both daytime and nighttime venues, by providing for a variety of restaurant, retail, and entertainment uses. As part of approval, the applicant agreed to underground on-site power-lines and to relocate fifty-two (52) parking spaces within the immediate area of the proposal.

**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.**

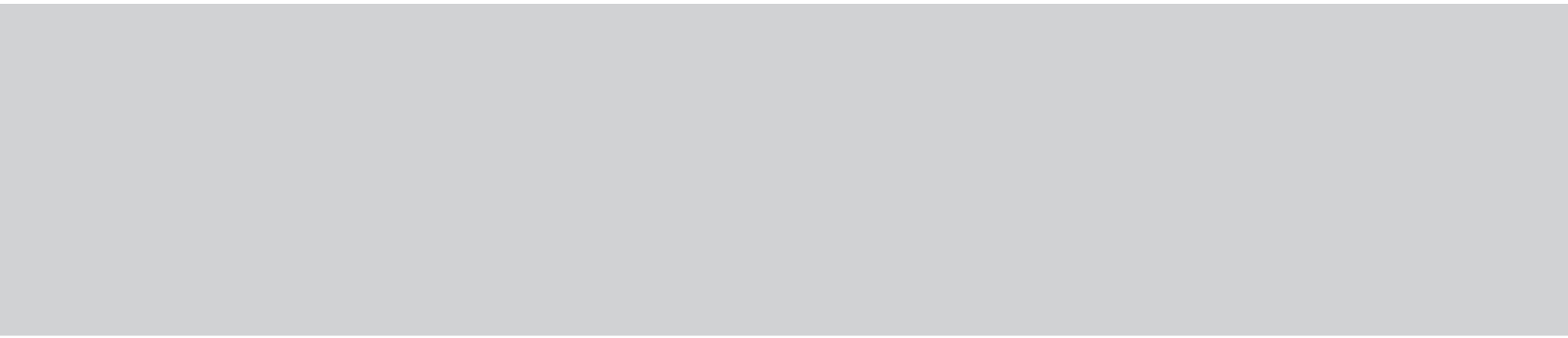
**GOAL: Integrate public (civic) art into the visual character of designated growth areas.**

**Temporary Public Art** - Scottsdale's temporary public art installation, IN FLUX, received an Award of Merit in the categories of "Livable Communities – Adaptive Reuse" and "Art in Public Places" at the Valley Forward Association Environmental Excellence Awards banquet. Scottsdale Public Art launched the IN FLUX initiative to connect with and support local artists, merchants, and property owners – bringing renewed vitality to the Downtown Scottsdale growth area through a series of multi-disciplinary, temporary art installations in vacant storefronts.



**GOAL: Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.**

**Optima Sonoran Village** – City Council approved an Infill Incentive project in the Downtown growth area, allowing for approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal included undergrounding power lines and contributing \$250,000 to Downtown improvements.





## 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:** Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.

**Sustainable Waste System** – Scottsdale continued setting standards to help preserve and protect Scottsdale neighborhoods by utilizing the transfer station to reduce vehicle mileage and curtail emissions. Utilizing the transfer station, transferred loads from 15,291 solid waste collection vehicles resulted in approximately 642,222 miles of reduced travel and related fuel savings

**Sustainable improvements** – Scottsdale’s Fleet Department purchased the City’s first CNG powered residential side loader. This is the fourth CNG vehicle in Solid Waste and helps in working to reduce fuel costs and the impact emissions from fossil fuels have on our environment.

**GOAL:** Protect the health, safety, and welfare of the public from the impacts of flooding.

**Stormwater and Floodplain Management** – Scottsdale updated Chapter 37, Stormwater and Floodplain Management, of Scottsdale Revised Code. This update codified city compliance with existing state and federal statutes and regulations regarding stormwater quality and floodplain management in Special Flood Hazard Areas.

**GOAL:** Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

**GOAL:** Develop strategies to place the library in a position to respond to future challenges brought on by the information age, social and economic forces and people’s lifestyles.

**Civic Center Library Renovation** – Scottsdale completed its renovation of the Civic Center Library. The renovation included a new coffee/snack bar, customer service area, carpeting, public lobby, improved lighting, automatic entrance doors, computer lab, two new study rooms, a collaboration

station, two intake sorters and the Gallery Meeting Room.

**Library Service Grant** – Scottsdale was awarded the First Things First grant of \$150,000 to help create a family-centered, comprehensive, collaborative and high-quality early childhood system that supports the development, health and early education of all Arizona’s children birth through age five.

**Accessible Technology** – Scottsdale’s Library produced a newly redesigned website, designed completely in house, in order to meet new and changing needs. Along with this, the library implemented several new programs to meet new technological needs, such as adding 272 new videos to the Library’s website, piloting the “Tech Tutor” program to provide customers a drop-in experience for tech assistance, and restructuring and increasing computer classes to be collaborative and volunteer-led.

**GOAL: Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.**

**Multi-Jurisdictional Collaboration-** The Public Safety Division continued partnering with other regional public safety organizations as a means to strengthen regional relationships, improve City of Scottsdale disaster preparedness and response capabilities, and remain competitive for future grant opportunities.

**Safety Collaboration** – Scottsdale’s Fire Department worked collaboratively with Scottsdale Health Care Corporation resulting in the acquisition of 27 Phillips Heart Monitors that allow for the transmitting of critical data to emergency room physicians in an ongoing effort to reduce the impacts of heart attacks.

**Motorola Partnership** – Partnered with Motorola Solutions to build a new Granular Activated Carbon treatment facility to treat well PCX-1 water from the North Indian Bend Superfund site, designated by the U.S. Environmental Protection Agency. When complete, the facility, which is owned by Motorola Solutions, will be operated by the city and receive the water at the Chaparral Water Treatment plant for use in the city’s drinking water system.

**Intergovernmental Agreement** – The City renewed an Intergovernmental Agreement (IGA) with the Town of Fountain Hills relating to traffic signal maintenance and emergency services.

**GOAL: Provide an integrated system of services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.**

**Crime Education Series** – Enhanced crime prevention and community outreach efforts by educating 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.

**GOAL: Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.**

**Emergency Response** – Scottsdale’s Fire Department maintained an average of 4 minutes and 18 seconds when responding to emergency incidents within the City.

**Emergency Certification** – Scottsdale’s Fire Department maintained certification and education requirements for 236 sworn personnel including EMT-Basic EMT- Paramedics and special operations.

**Fire Safety Training** – Scottsdale’s Fire Department completed a wild-land triage program that provided fire safety feedback and education to businesses and residents in areas of wildfire exposure.

**Police Accreditation** - The Police Department was successfully re-accredited for the 6th time by the Commission on Accreditation for Law Enforcement Agencies (CALEA), marking 18 years as a fully accredited agency. This re-accreditation was especially notable, as the Department achieved Meritorious Advanced Accreditation under a Gold Standard Assessment process.

**Crime Enforcement** – Scottsdale’s Police Department initiated dedicated enforcement efforts aimed specifically at dealing with juvenile offenders committing a significant number of residential, commercial and vehicle burglaries throughout the city. Ultimately, 2 rival gangs were dismantled, and more than 3 dozen arrests were made for a myriad of property and persons crimes committed in Scottsdale and throughout the Valley.

**GOAL: Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.**

**School Remodeling and Safety** – Scottsdale’s Fire Department focused on conducting high-risk target inspections for educational and institutional facilities, and worked closely with Scottsdale Unified School District to complete the major remodeling and construction of all city high schools.

**GOAL: Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.**

**Civic Center Library Renovation** – Scottsdale completed its renovation of the Civic Center Library. The renovation included a new coffee/snack bar, customer service area, carpeting, public lobby,

improved lighting, automatic entrance doors, computer lab, two new study rooms, a collaboration station, two intake sorters and the Gallery Meeting Room.

**GOAL: Provide recreational opportunities to meet the needs of all areas of the community through public facilities.**

**Top 10 Soccer City** – Scottsdale ranked as the 9th Best Soccer city according to Livability.com. Recognition was given to small- to mid-sized cities with the best soccer facilities and programs.

**Scottsdale Aquatics** – The city of Scottsdale’s Aquatics program received a “Best Overall Commitment to Aquatics” honor from Aquatics International magazine as a result of the City’s aquatic programming, promotional materials, aquatic amenities, and community involvement. Judges touted the city’s program for its depth of class offerings and commitment to water safety education.

**GOAL: Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children of the community.**

**Best Community for Young People** – The 100 Best Communities for Young People, presented by ING and America’s Promise Alliance, recognizes and celebrates extraordinary community-wide efforts to improve the well-being of youth and end the nation’s dropout crisis. Scottsdale was recognized as one of the 100 Best Communities, this being the 6th year in a row Scottsdale has earned this honor

**GOAL: Ensure renewable, long-term water supplies for the community.**

**Safe Yield** – Scottsdale achieved Safe Yield (pumping less ground water than recharged) for the seventh consecutive year by recharging 5,549 acre feet of water into the aquifer.

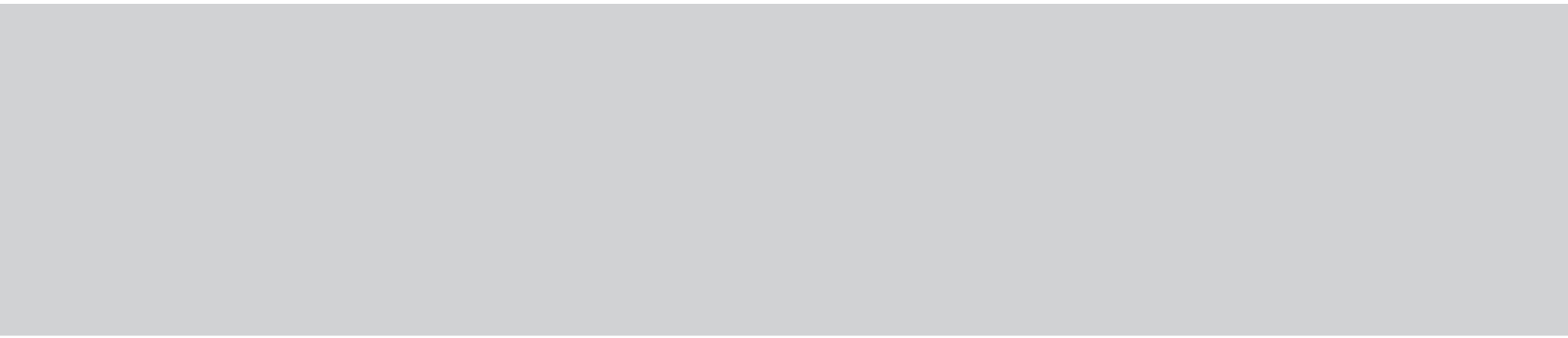
**GOAL: Encourage the conservation of water and the reuse of wastewater.**

**Eliminate Water Waste** – The Arizona Municipal Water Users Association – which includes the City of Scottsdale – won a Crescordia in the “Environmental Education/Communications – Public Sector” at the Valley Forward Association Environmental Excellence Awards banquet. The award was given for the efforts of two events – Fix a Leak Week promotion and One for Water 4-Miler & Festival – that encouraged residents to eliminate water waste in their homes.

**Direct Irrigation Water Reuse** – Approximately 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.

**GOAL: Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.**

**Regulatory Compliance** – Scottsdale's Water Resources Division performed more than 95,000 water and wastewater quality tests to meet all federal, state and local regulations for drinking water, reclaimed water, air quality and aquifer protection.







## 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: Protect the function and form of regional air and land corridors.**

**Shared use path funding** – Scottsdale secured a total of \$5.5 million in Congestion and Mitigation Air Quality (CMAQ) in an effort to design and build shared use paths to complete the connection of WestWorld and Indian Bend Wash Path System and to complete Shea Boulevard tunnel access at 124th Street to provide connectivity for Mountain View Trail.

**GOAL: Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.**

**Bikes and Trails** – The City increased its cache of bike lanes and trails for public use. In all, bike lane mileage increased by five miles and new trail surface citywide increased by six miles.

**GOAL: Promote regional diversity and connectivity of mobility choices.**

**Dial-a-Ride** – East Valley Dial-a-Ride service is provided by private contractors in an effort to offer efficient and cost-effective public transportation for Scottsdale residents. This service is available for persons with disabilities or senior citizens aged 65 or over

**GOAL: Prioritize regional connections to safely, effectively and efficiently move people, goods, and information beyond the city boundaries.**

**GOAL: Relieve traffic congestion.**

**Safe Left Turn** – Scottsdale, in an effort to reduce left-turn collisions, installed flashing yellow left-turn arrows at: Scottsdale Road and Skysong Boulevard, Scottsdale Road and Happy Valley Road, Scottsdale Road and Paradise Drive, Scottsdale Road and Ashler Hills Drive, Frank Lloyd Wright Boulevard and 100th Street.

**GOAL: Optimize the mobility of people, goods, and information for the expected buildout of the city.**

**Mobility Capital Projects** – The City completed several key capital projects during 2012, including: reconstructed connections on Indian Bend Wash Path System at 2nd Street and Jackrabbit Road, Double Tree Trail from Pima Road to APS power line corridor, Mountain View Trail Segment 1 and 3 from Stonegate Equestrian Park to a trail in the McDowell Sonoran Preserve located at Lost Dog Trailhead, installed 40 new curb ramps citywide for Americans with Disabilities Act (ADA) accessibility.

**Bike-Friendly City** – Scottsdale earned the recognition of being one of the nation’s Top 50 Bike-Friendly Cities by Bicycling Magazine – ranking as 15th out of 50. To make the list, a city must have a population of 95,000 or more and possess both a robust cycling infrastructure and a vibrant bike culture.

**GOAL: Maintain Scottsdale’s high aesthetic values and environmental standards in the city’s transportation system.**

**Bus Shelters** – Scottsdale installed 15 bus shelters citywide in an effort to provide new shelters that maximize shade, circulation, and access while maintaining visibility of the passenger to the bus driver.

**GOAL: Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.**

**Bauhaus Flats** – City Council approved a rezoning in the vicinity of Scottsdale and Thomas Roads from Highway Commercial (C-3) and General Commercial (C-4) to Planned Unit Development (PUD). The rezoning approval allows for the development of a mixed-use project, composed of approximately 270 residential units and 9,909 square feet of commercial space, thus allowing people to live, work, play and shop within the immediate area.

**Industry East/West** – City Council approved an Infill Incentive zoning request to allow for a mixed-use, residential development north of Stetson Drive between Civic Center Plaza and 75th Street. The rezoning request allows for a mixed-use setting, composed of approximately 316 residential units and 6,875 square feet of commercial space, allowing people to live, work, play and shop within the northeast portion of the Downtown mixed-use neighborhood.

**GOAL: Protect neighborhoods from negative impacts of regional and citywide networks.**

**Traffic Management** – Scottsdale created the Neighborhood Traffic Management Program (NTMP) in an effort to address neighborhood traffic concerns on a case by case basis. Over the course of 2012, the City completed three NTMP projects: Desert Estates, Casa Del Oeste and the BOB-O-LINK subdivisions, and areas near The Preserve subdivision, and Alterra Subdivision.

**GOAL: Encourage a diversity of links between neighborhood systems and with citywide and regional systems.**

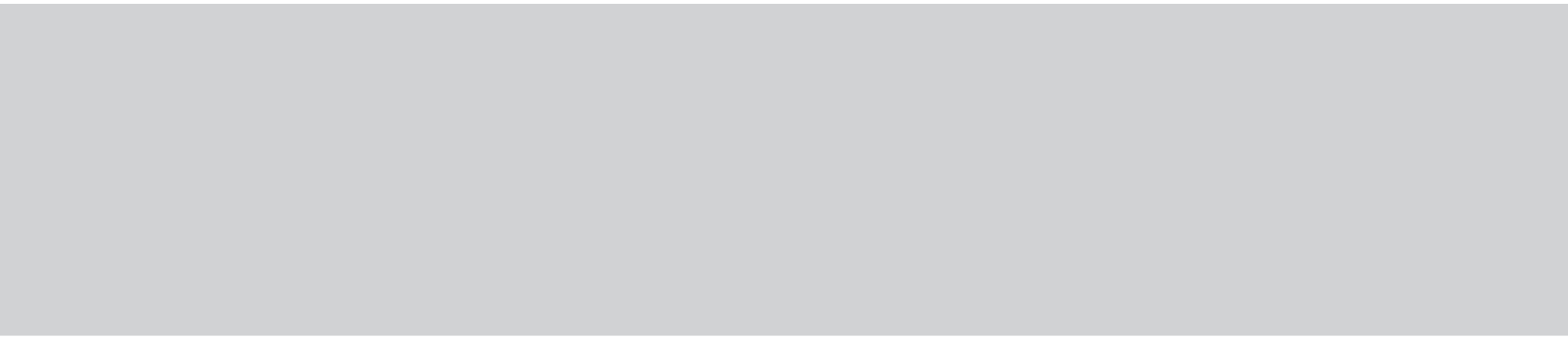
**Cab Connection** – Scottsdale continued the Cab Connection as an alternative to Dial-a-Ride. This program offers residents – age 65 or older or disabled - more flexibility and greater independence by providing sixteen cab vouchers per month per user. The vouchers are subsidized by the City of Scottsdale at the rate of 80% up to a maximum of \$10.00. Over the course of 2012, the number of participants in the city’s Cab Connection program increased by 15 percent along with a 9.5 percent increase in Cab Connection vouchers issued.

**Hospitality Trolley** – Scottsdale’s Hospitality Trolley met its 12 per hour boardings goal by reaching 14.2 boardings per hour and shuttling over 16,000 riders between January and March. Visitors were able to utilize the trolley in reaching stops along Scottsdale Road at Scottsdale resorts, restaurants, entertainment venues, shopping centers, and local events.

**GOAL: Provide opportunities for building “community” through neighborhood mobility.**

**Community Events** – City staff coordinated the city’s annual community rides including Cycle the Arts, Bike to Work Day, Walk and Bike to School Day, and Valley Metro’s Great Bike Chase Ride and AZ Diamondbacks Game from Scottsdale to Phoenix.

**GOAL: Recognize the diversity of neighborhoods throughout the city and their different mobility needs.**



# City of Scottsdale General Plan 2001



## 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 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.

The following are the City Council adopted non-major and major General Plan amendments between January and December 2012:

## NON-MAJOR GENERAL PLAN AMENDMENTS

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### 9-GP-2011: Reata Ranch Guest Ranch

Case 9-GP-2011 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 220 +/- acre site from Rural Neighborhoods to Resort/Tourism. The site is located at the southwest corner of East Rio Verde Road and North 136th Street.

The purpose of this amendment was to allow for a resort and townhome development within this area of the community.

*Adopted by City Council on February 28, 2012.*

### 10-GP-2011: Sereno Canyon Spa and Resort

Case 10-GP-2011 was a request to approve a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 132 +/- acre site from Rural Neighborhoods to Resort/Tourism. The site is located at the northwest corner of East Pinnacle Peak and North 128th Street, between North 122nd Street and North 128th Street.

The purpose of this amendment was to allow for a resort/spa and resort residential development within this area of the community.

*Adopted by City Council on December 3, 2012.*

### 11-GP-2011: The Reserve

Case 11-GP-2011 was a request to approve a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 5 +/- acre site from Rural Neighborhoods to Resort/Tourism. The site is located at the Southeast corner of North 118th Street and East Dixileta Drive.

The purpose of this amendment was to incorporate the subject site into the previously approved "The Reserve Eco-Resort" project immediately south of the site.

*Adopted by City Council on November 14, 2012.*

## 2-GP-2012: Wag-N-Wash

Case 2-GP-2012 was a request to approve a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a .26 +/- acre site from Office to Commercial. The site is located at the 7777 East Indian School Road.

The purpose of this amendment was to provide consistency with the underlying zoning request. The zoning request was to remove outdated zoning conditions that were placed upon the property in 1987, thus allowing for the full range of commercial land uses under the C-2 zoning district.

*Adopted by City Council on February 28, 2012.*

## 3-GP-2012: Echo at Windgate

Case 3-GP-2012 was a request to approve a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 10 +/- acre site from Office to Urban Neighborhoods. The site is located North and West of the northwest corner of East Bell Road and North Thompson Peak Parkway.

The purpose of this amendment was to allow for a multi-family infill project that would act as a transition in land use between existing commercial and suburban residential neighborhood uses.

*Adopted by City Council on September 4, 2012.*

## MAJOR GENERAL PLAN AMENDMENT

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## 4-GP-2012: Grayhawk Resort and Golf Course

Case 4-GP-2012 was a request to approve a major General Plan amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designations for a 54.5 +/- acre site located near the northwest corner of East Thompson Peak Parkway and North Pima Road. The amendment changed the land use designations of 5 +/- acres from Commercial and 8 +/- acres from Developed Open Space to Resorts/Tourism and reconfigure the remaining land use designations of an additional 41.5 +/- acres of the site from Resorts/Tourism to Developed Open Space and from Developed Open Space to Resorts/Tourism.

The purpose of this amendment was to allow for a realignment of the current golf course established onsite, and to eliminate the commercial designation in favor of Resort/Tourism designation.

*Adopted by City Council on November 13, 2012.*

