



CITY OF
SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2017



Scottsdale Airport Operations Building



GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2017

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OVERVIEW

2017 Waste Management Phoenix Open



PURPOSE

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

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

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

Arizona State Statute requires 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 implementation.

The purpose of this report is to review the advancement and implementation of the General Plan and to fulfill the state mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2017.



FORMAT

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

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



PRESERVE MEANINGFUL OPEN SPACE



ENHANCE NEIGHBORHOODS



SEEK SUSTAINABILITY



SUPPORT ECONOMIC VITALITY



ADVANCE TRANSPORTATION



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER

The second section describes State Statutes pertaining to the General Plan amendment process, Scottsdale's established amendment criteria, and major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2017.

SECTION 1 – IMPLEMENTATION



CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

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

All six of the city's Guiding Principles are interrelated and are equally important in influencing the effectiveness of the public-private partnerships that build, improve, maintain and sustain Scottsdale.



PRESERVE MEANINGFUL OPEN SPACE

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



ENHANCE NEIGHBORHOODS

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



SEEK SUSTAINABILITY

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



SUPPORT ECONOMIC VITALITY

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



ADVANCE TRANSPORTATION

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



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER

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

GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. The report is written so as to align with the Vision of the General Plan. As such, the various actions and events realized through General Plan implementation have been aligned with the Six Guiding Principles.

Actions and events that occur over the course of a year are not always singular in terms of implementation, in many instances, they implement more than one Guiding Principle of the General Plan. However, highlighted actions and events only show up once in the report, and are matched to the Guiding Principle which they most closely align. Other Guiding Principles are noted through the use of the colored symbols (depicted below) that correspond with each of the Six Guiding Principles:



PRESERVE MEANINGFUL OPEN SPACE



SUPPORT ECONOMIC VITALITY



ENHANCE NEIGHBORHOODS



ADVANCE TRANSPORTATION



SEEK SUSTAINABILITY



VALUE SCOTTSDALE'S UNIQUE IDENTITY & CHARACTER

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. In 2001, state law mandated fifteen required elements in a General Plan; however, Scottsdale's 2001 General Plan includes twelve elements - a result of combining several state mandated elements, and incorporating three additional (not state mandated) community created elements: Character & Design, Economic Vitality, and Community Involvement. The City of Scottsdale General Plan 2001 includes the following elements:

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

PRESERVE MEANINGFUL OPEN SPACE

Wildflowers on the Granite Mountain Loop Trail in the McDowell Sonoran Preserve



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

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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Preserve Meaningful Open Space.

Gateway Trailhead



Preserve staff updating old signs on Tom's Thumb Trail



Carolyn Allen Amphitheater at Brown's Ranch Trailhead



Pima & Dynamite, Granite Mountain & Fraesfield Trailhead Improvements

The Pima & Dynamite, Fraesfield, and Granite Mountain Trailheads are three of the twelve trailheads that will provide public access to Scottsdale's McDowell Sonoran Preserve. The City of Scottsdale moved forward, in 2017, with design plans for permanent improvements at all three locations. The trailhead facilities include basic support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

Trail Planning

The northern area of the Preserve (north of Dynamite Boulevard) contains miles of trails that formed from years of use by both non-motorized and motorized recreationalists. The majority of these old trails were not planned nor built in an environmentally sustainable manner. Based on recent master planning activity with user groups, the City is presently revising the trail system into one that respects the management objectives of the Preserve by providing non-motorized public recreational access, protecting habitat and cultural resources, creating high-quality and safe user experiences, and offering access to popular destinations. The McDowell Sonoran Preserve Commission (MSPC) and staff have been working closely with trail users to assure that their experience and input helps shape the character of the new trails. A specific area, Phase 3 Trail Corridor Plan, has been developed and is being utilized to guide the design and construction of new trails. On-going feedback regarding trails completed over the past four years has been very positive and this process will continue to be utilized for all new trails. *(Cross-Reference Open Space & Recreation, and Preservation & Environmental Planning Elements)*

ENHANCE NEIGHBORHOODS

Southern Scottsdale Neighborhood



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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Enhance Neighborhoods.

Residential Winner -
Camelview Greens



Non-Residential Winner -
Sugar Bowl Restaurant



Spirit of Scottsdale winner -
Holiday lights, 8414 E. Valley Vista



Scottsdale Spirit Awards

In January of 2017, Scottsdale’s Neighborhood Advisory Commission (NAC) invited the public to celebrate the Spirit of Scottsdale, by encouraging nominations for a Spirit Award. The focus of the awards was on properties in the McDowell Road Corridor (generally Osborn Road south to the City limits). Spirit Award categories included Single Family/Townhome, Multi-family/Condos/ Apartments (no nominations for this category in 2017), Non-Residential properties, and the Spirit of Scottsdale Award, which highlights a person or organization. Nominees were evaluated by the NAC on the use of plants, texture, color and neighborhood context, marked improvements and overall appearance. Award recipients include:

- Single Family & Townhomes - Residence, Geraldine Jordison and Christi Sharpe, Camelview Greens, 7949 E. Joshua Tree Lane
- Non-Residential - Sugar Bowl Restaurant, 4005 N Scottsdale Rd
- Spirit of Scottsdale Winner 1 - Chris Birkett, Holiday Lights, 8414 E Valley Vista & Winner 2 - Chuck LaBenz, Neighborhood kids campout and pancake breakfast, 7470 E. Montebello Avenue. *(Cross-Reference Housing and Neighborhoods Elements)*

Community Education

Neighborhood College is a City-created program that provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. During 2017, there were 21 Neighborhood College classes held with 647 residents attending these classes. Scottsdale Government 101, an eight week citizen academy that highlights the “nuts and bolts” of City Government, provided eighty (80) residents the opportunity to meet and engage with City leaders about topics that impact their neighborhoods. *(Cross-Reference Community Involvement Element)*

Community Partnerships

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) annual block party event with 49 parties and approximately 3600 residents participating. Two annual “Keep Scottsdale Beautiful” events had a total of 596 volunteers clean 166 miles of roadway, and the Adopt-a-Road program had 173 registered groups with more than 1674 volunteers keeping 346 miles of Scottsdale roadsides adopted and cleaned throughout the year. In 2017, there were 118 active Neighborhood Watch groups with 180 captains/co-captains. *(Cross-Reference Community Involvement Element)*

Neighborhood Safeguarding

Scottsdale has a fast and efficient code enforcement agency with a 0.2 day average code inspector response to a citizen complaint in 2017, with 93.5% of cases resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

SEEK SUSTAINABILITY

Relic Rock Residence



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

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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Seek Sustainability.

Regional Sustainability

The City's Environmental Office is an active member of the Arizona State University Julie Ann Wrigley Global Institute of Sustainability, Sustainable Cities Network (SCN). The office provides active support on the SCN Steering Committee, Green Infrastructure Working Group, Low Impact Development stormwater specifications and standards subcommittee, Best Practices and Green Building Working Group, and Energy Efficiency and Solar Power Working Group.

- **Air Quality** - The Environmental Office Manager represented the East Valley cities on the Maricopa County Clean Air Council, and is the current Chair of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the City Communications Department participated in successful county-wide "PM-2.5 Burn Cleaner, Burn Better" and "Ozone Reduction" campaigns.
- **Low Impact Development** - The Environmental Office Manager was a co-leader for a county-wide committee that is working on local standards for multiple cities' implementation strategies for Low Impact Development & Green Infrastructure as required in Municipal Separate Storm Sewer System (MS4) Permits. Low Impact Development (LID) and Green Infrastructure (GI) strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth. The Environmental Office applied for and was awarded two grants totaling approximately \$80,000 to develop technical standard details and specifications for a number of LID/GI techniques.
- **Waste** - The City's Solid Waste Department continued as a partner in the City of Phoenix and the ASU Walton Sustainable Solutions Resource Innovation and Solutions Network (RISN). This is a regional effort to redirect and reuse the valley's waste streams that are currently not deemed recyclable. This year's focus has been on green waste streams and is a component of Phoenix's regional 40% waste reduction by 2020 initiative.
- **Environmental Quality Advisory Board** - The Environmental Quality Advisory Board (EQAB) updated, expanded and launched "Idling Gets You Nowhere," a community idle reduction campaign; worked with the Office of Communication to disseminate campaign messages through City outreach tools; and delivered a memorandum to Council. The Board also monitored proposed budget cuts to federal programs utilized by the City such as WaterSense, Energy Star, other energy efficiency initiatives, building code updates, and other Environmental Protection Agency and Department of Energy programs. EQAB followed the progress of Arizona Department of Environmental Quality's screening program for lead in public school drinking water; received monthly updates from Scottsdale Water regarding testing of schools within Scottsdale. Finally, in 2017, the Board assisted in the production of the City of Scottsdale Green Building Lecture Series. EQAB researched, drafted, prepared and submitted substantial input to the draft Community Solid Waste and Recycling Strategic Plan. *(Cross-Reference Preservation & Environmental Planning Element)*

SCOTTSDALE



GREEN BUILDING PROGRAM

Local Sustainability

Green Building

- **Green Building Program** - The number of Scottsdale designated green homes increased to 1,419 with the building of 38 new single-family detached homes (7 new single-family homes and 31 townhomes) in 2017, up from 29 in 2016. This increase in green homes, represents a greenhouse gas reduction equivalent to removing 1.8 cars from the streets or 20,398 miles driven by an average passenger vehicle. Collectively, the annual energy savings for 1,419 green homes is \$1,897,894 and a greenhouse gas reduction equivalent to removing 2,555 passenger vehicles from the streets.

2017 Green Building Lecture



- **Green Rehab Program** - With Community Development Block Grant (CDBG) funding from the US Department of Housing and Urban Development (HUD), the City's Community Assistance Office continued its Green Rehabilitation Program, for the second year. Using a green building spec sheet to retrofit existing homes with energy efficiency improvements, water efficient plumbing fixtures, hot water delivery and indoor environmental quality, a total of eight homes were completed in 2017.
- **Lecture Series** - For the 19th consecutive year, the City provided a free monthly green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Topics this past year included green home renovations, healthy interiors, edible landscapes, water efficiency/treatment alternatives, indoor fresh air and roof top solar. With an average monthly attendance of 30, the lecture series continues to showcase Scottsdale's environmental initiatives.

El Dorado on First Townhomes



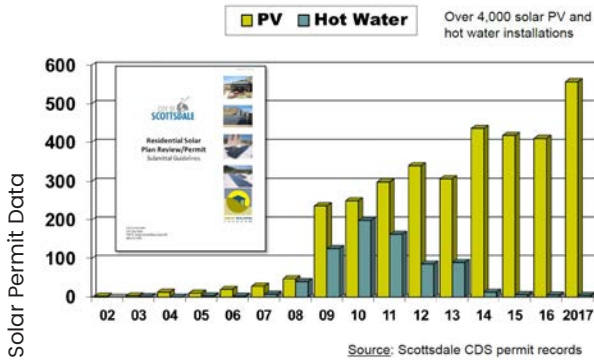
- **Promotion & Outreach** - Promotion cards and poster boards continue to be used to showcase and solicit participation in the Green Building Program for single family dwellings, townhomes, multifamily and commercial green projects. The Green Building web site was updated to highlight the green building lecture series, project profiles, green qualifications and general resources.
- **International Green Construction Code (IgCC)** - The IgCC continued to be offered as a community benefit in exchange for zoning bonuses (increased building height and density) in commercial mixed-use zoning districts. The following multifamily and commercial projects were submitted for approval under the 2015 edition of the IgCC: Apple Retail Store at Fashion Square, Scottsdale Quarter Block L - Retail and Multifamily Building Project, SkySong Element Hotel (LEED in lieu of IgCC), City Facilities - LEED and Energy Star certified buildings, LEED Silver Certification of Airport Operations Center, Energy Star certification update for the One Civic Center office building. At least 6 other City buildings were assessed and considered for Energy Star certification including the Community Design Studio, Technology Center, Police-Fire Headquarters, Police Advocacy Center, City Hall and Granite Reef Senior Center.

SOHO Townhomes



- **Building Code Updates: Energy/Water Efficiency & Indoor Environmental Quality** - The 2015 suite of building codes and green-related amendments became effective on Jan. 1, 2017 including the International Green Construction Code (IgCC), the International Energy Conservation Code (IECC), the International Residential Code (IRC) and the International Plumbing Code (IPC). Amendments included energy efficient lighting, water efficient plumbing fixtures, efficient hot water delivery, indoor air quality controls and solar ready roof zones. Implementation included training with plan reviewers/inspectors and instructional materials posted on the City web site for architects, designers, engineers and developers.

Solar Permits 2002 to 2017



- Solar Energy** - A total of 557 solar permits were issued for the installation of rooftop solar electric (PV) systems on primarily residential rooftops in 2017. This year marks the most PV permits issued in Scottsdale over the last fifteen years. Taken collectively, the annual energy value for all installed PV systems is \$3,587,436, and with a greenhouse gas reduction equivalent to removing 5,067 cars from the street. Based on these permit numbers, and in spite of the growing number of utility disincentives, consumer demand continues for on-site solar electric (PV) generation. With lower system costs and improved battery storage technology, we expect to see continued demand for on-site solar energy generation and battery storage systems. *(Cross-Reference Preservation & Environmental Planning Element)*

Water

- Water Supply & Quality** - Scottsdale provided safe, reliable drinking water to over 90,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 23 groundwater wells, more than 11,000 fire hydrants and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system. The Water Quality Laboratory performed over 17,500 tests on drinking water throughout the year and Scottsdale’s drinking water exceeded all EPA water quality requirements. These tests are in addition to continuous automated monitoring of our drinking water throughout the distribution system and water treatment plants.
- Direct Irrigation Water Reuse** - Approximately 8.3 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the City meet irrigation demands for 24 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses and two City recreation facilities.
- Recharging CAP Water** - Scottsdale, in partnership with Central Arizona Water Conservation District (CAWCD), recharged 16,000 acre-feet or 5.2 billion gallons of CAP water at the CAWCD Superstition Mountain Recharge Facility earning long term water storage credits. Participation in the recharge facility provides important economic and water management benefits for the City, as the water credits earned will be used to offset future groundwater pumping.
- Safe Yield** - Scottsdale continues to achieve Safe Yield (recharging more water into the aquifer than pumped) for the 12th consecutive year by recharging nearly 8.2 billion gallons of water in 2017.

Scottsdale began receiving renewable hydropower from the Hoover Dam in 2017



Graduates of Scottsdale Water's Citizens Academy at Advanced Water Treatment Plant



- **Hoover Power Allocation** - In an effort to diversify its energy supply portfolio with renewable energy resources and achieve power cost savings, Scottsdale Water applied for and received an allocation of low-cost, renewable hydropower generated from Hoover Dam to meet a portion of its required annual energy needs. The 50-year contract, which went into effect in 2017, awarded Scottsdale Water an allocation of 2,371 kWh and 5,176,974 kWh of Hoover Power. This allocation represents approximately 12.7 percent of the annual energy use at the Scottsdale Water Campus facility.
- **WaterReuse Public Education Program of the Year** - The Scottsdale Water Citizen Academy, a multiweek program designed to give residents an inside look at all facets of Scottsdale Water, was named the Public Education Program of the Year by the national WaterReuse Association. Award applicants were judged on various components of the water reuse public education program, including how the outreach enhances a better appreciation of water resources, management and conservation. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Solid Waste & Recycling

- **Sustainable Waste System** - Scottsdale Solid Waste continued to provide quality and efficient services to our customers at the lowest possible cost. The rising economic cost of transportation, handling and tipping fees, and the associated environmental costs have solid waste administrators searching for alternatives that will reduce cost and extract value from the green organic feed stock. Solid waste administrators worked with other City departments to improve diversion and contributed to the Community Solid Waste and Recycling Strategic Plan.
- **Landfill Diversion** - Scottsdale began offering curb side residential recycling in 1996. Scottsdale's recycling program successfully diverts over 20% or over 25,000 tons of municipal waste from the landfill annually, making Scottsdale a leader in landfill diversion. The City offers a variety of free events, such as electronics recycling and household hazardous waste collection days, along with monthly home collection of household hazardous waste. These two programs alone divert over 140 tons of waste each year. Scottsdale offers a move-in box pickup program, commercial recycling and educational programs as well.
- **Solid Waste & Recycling Planning** - The Environmental Office in partnership with Solid Waste and the Environmental Quality Advisory Board have been working on the development of a Strategic Solid Waste and Recycling Plan. *(Cross-Reference Preservation & Environmental Planning Element)*

Facilities Staff install lights in Downtown Scottsdale



Arbor Day Tree Planting 2017



Volunteer groups participating in 2017's Keep Scottsdale Beautiful Day



Additional Sustainability Efforts

- **Preventative Maintenance Program** - Scottsdale Facilities completed more than 8,500 preventive maintenance activities on their buildings and essential systems in 2017. These systems include heating, air conditioning, roofing, electrical, and fire/life-safety equipment, among others. The preventive maintenance program is designed to proactively extend the life of these important City assets.
- **Tree City USA** - Scottsdale earned its 35th consecutive “Tree City USA” recognition in honor of Arbor Day – the longest run of any city in the state. To obtain Tree City USA recognition, a community must adopt a tree ordinance; appoint a board, department, or commission to advise the City on urban forest issues; spend at least \$2 per capita on community forestry activities; and hold an Arbor Day celebration.
- **Clean City** - The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion as part of the Federal Government’s initiative to reduce petroleum use. The initiative seeks to increase alternative and renewable fuel usage, improve fuel economy, and implement idle reduction and fuel-saving technology. Scottsdale has proactively increased its usage of compressed natural gas (CNG) and E-85 (increased ethanol fuel blend) as a means to add biodiesel, fuel savings and lower fleet engine emissions.
- **Municipal Xeriscape Projects** - This year the City completed 2 turf-to-xeriscape/decomposed granite conversion projects. Shoshone Park converted 460 square feet of turf, this potential annual water savings would amount to 11,698 gallons. Also, Chaparral Park: converted 10,080 square feet of turf, equating to a potential annual water savings of 256,334 gallons of water. *(Cross-Reference Preservation & Environmental Planning, Open Space and Public Services & Facilities Elements)*

SUPPORT ECONOMIC VITALITY \$

Barrett Jackson Collector Car Auction



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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Support Economic Vitality.

Tourism Economic Impacts

Scottsdale hosted an estimated 4.5 million overnight domestic (U.S.) visitors and 4.3 million day trip visitors, which created an economic impact of \$2.3 billion in the City of Scottsdale. 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. *(Cross-Reference Economic Vitality Element)*



Scottsdazzle 2017



Canada Arizona Business Council Wings & Wheels Event at the Scottsdale Airport



Canal Convergence - IMPULSE by Lateral Office, CS Design



Mighty Mud Mania

Special Events

Special events are an important foundation of all communities. They serve to build a sense of community, reveal and enhance the local character, and create and develop a sense of place by highlighting what's unique and special about the City of Scottsdale. As such:

- The City manages multiple programs that support Special Events held throughout Scottsdale by funding one-time, new, existing, and community events through a criteria based application process. With an investment of up to \$1.2 million annually, these multiple programs vetted through the Tourism Development Commission and approved by City Council provided funding to 30 events in 2017 that generated \$4 million in marketing value for the City.
- The City assists event organizers by guiding them through its Special Event application and permitting process and in planning safe and successful events. Not including events held in City owned facilities such as WestWorld and Parks, the City reviewed and processed 185 events in 2017. *(Cross-Reference Economic Vitality Element)*

Canal Convergence

Scottsdale Public Art presents Canal Convergence annually with the City of Scottsdale and Salt River Project (SRP). Surpassing last year's attendance record of over 50,000 patrons, Canal Convergence 2017 brought local and international artists together with Valley residents for a unique experience of public art, live local music, performance, artist talks, and artist-led workshops. Located on the banks of SRP's Arizona Canal, the yearly event combines temporary art installations with information regarding the Valley's unique canal culture and history. *(Cross-Reference Character & Design and Growth Areas Elements)*

Mighty Mud Mania

Mighty Mud Mania celebrated its 42nd year at Chaparral Park, providing several mud-filled activities for various age groups. With roughly over 9,000 participated, slightly down from last year, this year's event offered for the first time ever, online pre-registration and a limited number of low cost fast passes that limited line wait times for pass holders. *(Cross-Reference Open Space & Recreation Element)*

Scottsdale Culinary Festival



New Arts District Banners along Main Street



Scottsdale's Museum of the West



Downtown Scottsdale

The primary focus of the City Council adopted five-year Tourism Development Marketing Strategic Plan, now in its fifth year, is implementing downtown experiences and enhancements. Notable projects and studies include:

- Completion of the 18-month Downtown Tourism-Related Economic Feasibility Study that will help bring a holistic approach to future downtown planning. The study provided an economic and planning analysis of the Downtown Scottsdale area including an assessment of the overall urban design of downtown Scottsdale; how that design can be improved as to walkability, liveliness, mix of retail, services, office, residential; an assessment of parking and transportation related improvements; and the development of models that support investment. It also identified places for strategic public investment with recommendations of funding and management structures. The City Council provided direction to staff to begin prioritizing and implementing portions of the study in 2018.
- Creating special events and happenings throughout its downtown, the City embarked on events and promotions for Western Week and Spring Training. The City of Scottsdale also invested additional funding and promotion for the holiday Scottsdazzle event held mid-November through December. *(Cross-Reference Economic Vitality Element)*

Scottsdale's Museum of the West

USA TODAY named two of Scottsdale's Museum of the West's exhibits as either "Can't Miss" or "Must See" in 2017. The Taos Society of Artists temporary exhibit was named one of 11 Can't Miss Museum Exhibits This Winter (January 23, 2017) and the newly installed permanent exhibit Canvas of Clay as one of 11 Can't Miss Fall Exhibits (September 5, 2017). Additionally, the museum was named the 2017 Best Western Museum in the Nation by True West Magazine, Editors' Choice Award. *(Cross-Reference Economic Vitality Element)*

Scottsdale Makes Expedia's Wellness Report

With its latest report, Expedia sought to answer the question, "Where are the healthiest places to travel?" The report names 15 American destinations with the best parks and outdoor spaces, healthy food options for various dietary needs, wellness-focused spas, local health and wellness meetups, and fitness centers and studios. Scottsdale earns five stars for fitness and spas; four stars for greenspace and groups and events; and three stars for food. The report says of Scottsdale, "There's no better way to see the splendor of the Sonoran Desert than exploring it yourself [...] Scottsdale should really be called Spa-dale, because it has the highest number of spas per capita in the country, and they are considered among the best in the world." Expedia also names San Francisco, Seattle, Minneapolis, Santa Fe and Honolulu on the list. *(Cross-Reference Economic Vitality Element)*

Scottsdale Named Top City for Active Lifestyle

Finance website WalletHub named Scottsdale the No. 3 city for an active lifestyle. WalletHub examined how 100 cities fared across 30 key metrics, including number of public golf courses, parkland and baseball fields per capita. Scottsdale earned top rankings for fitness centers, sporting-goods stores and public golf courses per capita. Scottsdale outperformed Portland and Orlando in the top five, though Madison, Wisconsin, and Boise, Idaho, earned the top two spots. *(Cross-Reference Economic Vitality Element)*

Mayor Lane & ClearLink celebrate their opening with a ribbon cutting ceremony.



Business Attraction

During FY 2016/17, the economic development team implemented many strategies for keeping and bringing in quality employers:

- The Economic Development team met directly with 60 commercial real estate brokers and received, generated or responded to 105 new business development leads. The Scottsdale Association of Realtors invited the Economic Development Department to participate in the 2017 International Real Estate Congress in San Diego. The International Congress focused on bringing the real estate industry, economic developers and investment entities together to discuss opportunities for development and redevelopment. The event attracted over 400 attendees and approximately 50 national and international investors.
- Economic development also exhibited at a trade show booth at AdvaMed in partnership with the Arizona BioIndustry Association and later hosted AdvaMed VIP's for a Spring Training Game.
- The second Connect the Tech Event in San Francisco was also a very strong success, again made possible through partnership with the economic development team, the Scottsdale Area Chamber of Commerce, SRP, APS, Alliance/BridgeBank, and Orcutt Winslow.
- Commercial retail development efforts occurred through attendance at the International Council of Shopping Centers (ICSC) Conference. Considered one of the world's largest real estate conventions with more than 37,000 attendees representing 58 countries, ICSC Recon in Las Vegas provided a forum for retailers, municipalities, brokers, and developers to discuss retail development and expansion opportunities. *(Cross-Reference Economic Vitality Element)*

Marketing Strategy

A national site selector campaign was launched in FY 2016/17 with quarterly e-mail messaging distributed to a geographically segmented list of top site selection and real estate professionals. The goal of segmentation was to review which areas of the country had the most interest in the content provided. As a result of this campaign it was determined that Illinois and California site selection and real estate professionals were the most engaged and interested in opportunities in the Scottsdale market. Scottsdale also partnered with Salt River Project (SRP) for a joint marketing campaign during peak visitation season. *(Cross-Reference Economic Vitality Elements)*

Startup Support

Economic Development continued to provide assistance and programming to support the entrepreneurial ecosystem during FY 2016/17. Due to previous results the department secured \$10,000 in new funding from generous partners Arizona Public Service and Salt River Project. More than 1,400 program attendees participated in 168 programs at Eureka Loft Scottsdale during the year. These programs included Step-Up, the Kaufmann/ASU grant funded business program for women and minorities, I love Marketing, Hurdle Busters and weekly Job Help. In addition, the Eureka Loft Scottsdale Advisory Group met four times during the year and the e-newsletter increased active subscribers by nearly 200, reaching more than 530 total subscribers. The average open rate of the e-newsletter was 38 percent. *(Cross-Reference Economic Vitality Element)*

Mayor Lane & Economic Development staff present certificates to Small Business Training Series participants



Small Business Training Series

Economic Development, in partnership with the Scottsdale Area Chamber of Commerce, Stealthmode Partners and ASU SkySong Innovation Center established a two part Small Business Training Series (fall and spring) to assist the small business and entrepreneurial community. The entire series saw more than 160 participants, 15 direct mentoring appointments and 17 volunteer instructors. More than 92 percent of surveyed attendees were very satisfied with the series topics, time of each session, and class location. Courses included topics such as: product market fit, marketing & public relations, recruitment, raising capital and community resources. The series is planned to continue in FY 2018/19 through ongoing support from sponsors. *(Cross-Reference Economic Vitality Element)*

Mayor Lane & Economic Development staff receive their Accredited Economic Organization recognition



Accredited Economic Development Organization

On May 22, 2017, the International Economic Development Council (IEDC) officially announced the recognition of the City of Scottsdale, Arizona's Economic Development Department as an Accredited Economic Development Organization (AEDO). Scottsdale joined an elite group of only 58 economic development organizations accredited by IEDC. *(Cross-Reference Economic Vitality Element)*

Certified Economic Developers (CEcD)

During the fiscal year two additional members of the team joined the ranks of the economic development elite by becoming Certified Economic Developers (CEcD), only 1,100 of which exist. This certification requires documented years of experience, coursework, and passage of a grueling two-day, three-part exam. Congratulations to Bob Tunis and Rob Millar for this impressive credential. *(Cross-Reference Economic Vitality Element)*

Cure Corridor Event








More than 280 people attended the Fourth Annual Cure Corridor Event. The forum and networking event for health care professionals and companies featured a keynote speech from Dr. Joon Yoon of Palo Alto Investors and rapid-fire presentations from a host of CEOs and innovators in the health care industry. The event broke records for contributions. As a result, \$3,000 in proceeds collected by the Scottsdale Area Chamber of Commerce were donated to Business United for Scottsdale Schools (B.U.S.S.). *(Cross-Reference Economic Vitality Element)*

Broker Appreciation Event

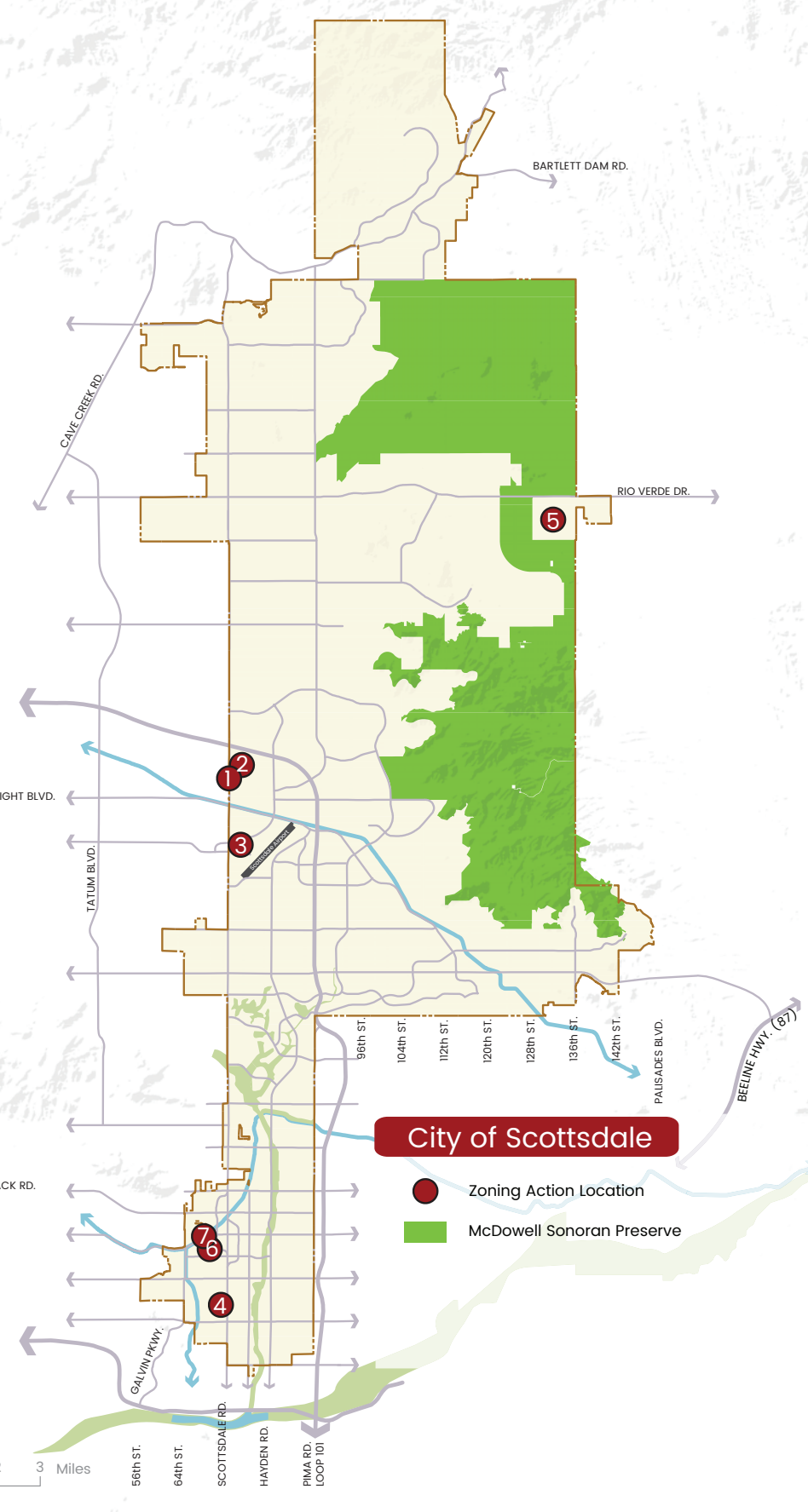
Scottsdale Economic Development in partnership with the Scottsdale Area Chamber of Commerce hosted more than 90 area commercial real estate brokers, site selectors and developers at G-Collection in South Scottsdale. This annual event allows the City team to share informational updates, gain industry information and further develop relationships with professionals in the real estate community. The event resulted in five direct business attraction related follow up discussions. *(Cross-Reference Economic Vitality Element)*

NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2017:








-  **1 Chauncey Marketplace (19-ZN-2002#4)** – This was a rezoning from Planned Community (P-C) District to Planned Community (P-C) District with comparable Planned Regional Center (PRC) District, including a development plan and amended PRC development standards, to eliminate maximum floor area ratio for office and residential, increase building height from 60 feet to 77, and reduce minimum property standards for a mixed-use project on a ±12-acre site, located at the southeast corner of Scottsdale Road and Chauncey Lane. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **2 BCB Group Investments (19-ZN-2002#5)** – This was a rezoning from Planned Community District, Planned Regional Center (PCD PRC) to Planned Community District, Planned Regional Center, Planned Shared Development (PCD PRC PSD) to amend the development plan on a ±10-acre site located at the northeast corner of Scottsdale Road and Chauncey Lane. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **3 Scottsdale Quarter - Block L & M (18-ZN-2013#2)** – This was a Zoning District Map Amendment to delete stipulation #5 from the previously approved zoning case for Phase III Blocks L & M of Scottsdale Quarter (18-ZN-2013), regarding floor area for residential uses on a ±23.52-acre site; and site plan and density modifications in the development plan for Block L, on a ±6.07-acre site located at the northwest corner of Butherus Drive and 73rd Street. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Housing and Open Space & Elements)*
-  **4 South Scottsdale Mixed-Use (6-ZN-2016)** – This was a rezoning from Highway Commercial District (C-3) to Planned Unit Development District (PUD), including a development plan and amended development standards for a mixed-use project with 170 apartment units and 6,000 square feet of retail space on a ±3.3-acre site, located on Scottsdale Road, south of Oak Street. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
-  **5 Quail Crest Estates (20-ZN-2016)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL), to Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) zoning for a 9-lot subdivision on a ±16.7-acre site located at the southeast corner of 132nd Street and Quail Track Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan and Dynamite Foothills Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **6 Main Street Scottsdale Development (21-ZN-2016)** – This was a rezoning from Central Business, Downtown Overlay and Parking P-2; Passenger Vehicle Parking, Downtown Overlay (C-2/DO and P-2/DO) to Downtown/Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) zoning for a 50-unit condominium project on a ±1.93-acre site located at the southeast corner of North 69th Street and East Main Street. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **7 6922 Mixed Use (23-ZN-2016)** – This was a rezoning from Central Business, Downtown Overlay (C-2 DO) to Downtown/Downtown Multiple Use—Type 2 Downtown Overlay (D/DMU-2 DO) zoning with amended development standards for a 4-story mixed-use development on a ±2,063 sq. ft. site located on 5th Avenue, just south of the Arizona Canal, west of Goldwater Boulevard. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

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

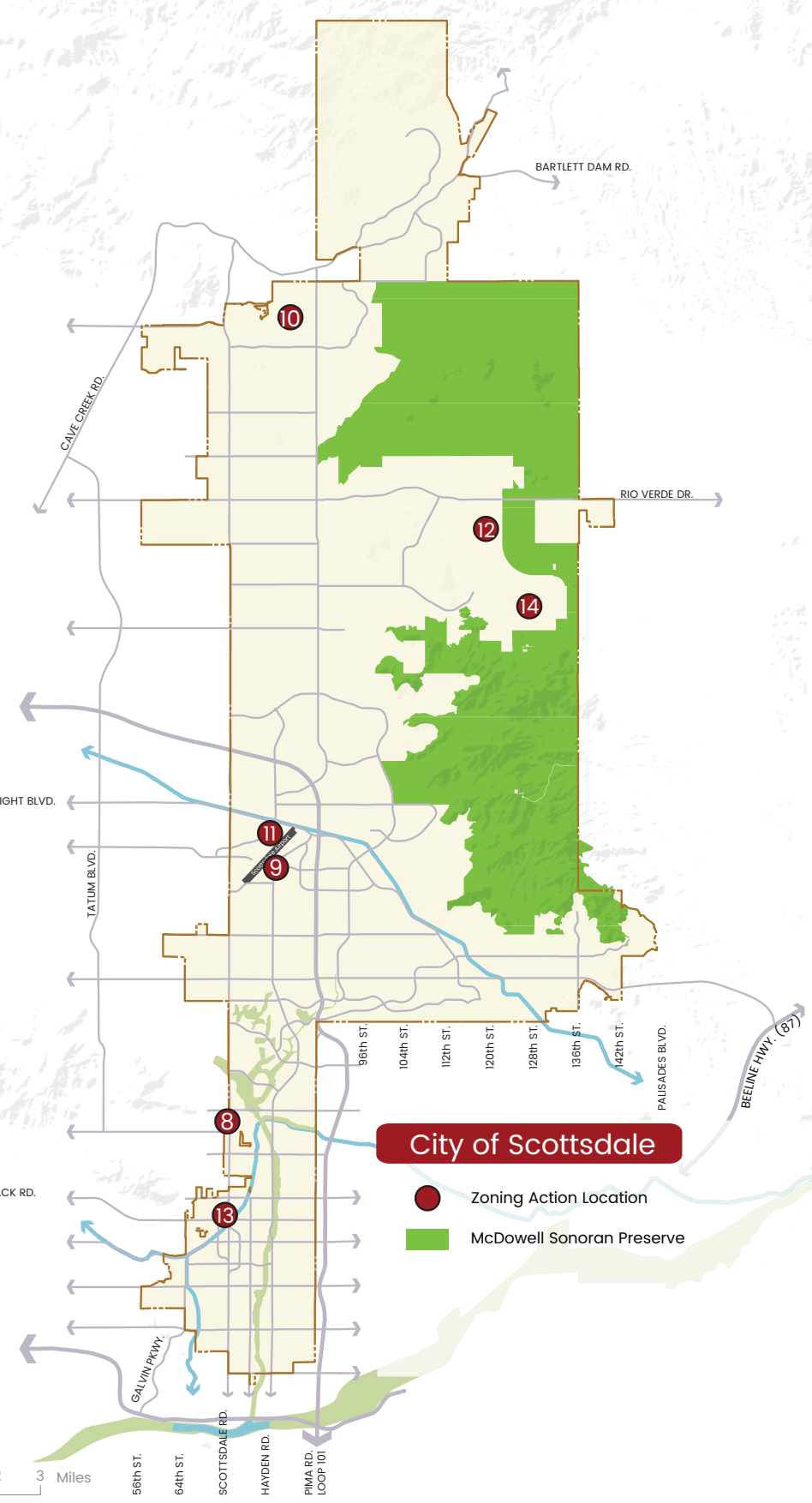


NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January and December 2017:


-  **8 Palmeraie (7-ZN-2016)** – This was a rezoning from Resort/Townhouse Residential (R-4R) to Planned Regional Center (PRC) zoning for a new mixed-use retail and office project on a ±20-acre site located on Scottsdale Road, just south of Indian Bend Road. Having an existing Resort/Tourism land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **9 DPMG Hayden (24-ZN-2016)** – This was a rezoning from Industrial Park (I-1) to General Commercial (C-4) zoning for a new 67,402 square foot office complex on a ±2.1-acre site located at the northwest corner of Hayden Road and Raintree Drive. Having an existing Employment land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **10 84th & Black Mountain (26-ZN-2016)** – This was a rezoning from Single-family Residential Environmentally Sensitive Lands (R1-190/ESL) to Single-family Residential Environmentally Sensitive Lands (R1-43/ESL) district for a new 31-lot subdivision (0.69 du/ac) on a ±45-acre site located at the northwest corner of 84th Street and Black Mountain Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*
-  **11 BCA 77, LLC (1-ZN-2017)** – This was a rezoning from Industrial Park (I-1) to General Commercial District (C-4) zoning to expand the uses for classic and custom automobile sales on a ±1.05-acre site located at the southeast corner of Greenway-Hayden Loop and Paradise Lane. Having an existing Employment land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
-  **12 118th & Jomax (25-ZN-2016)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-190 ESL) and Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) (±6.7 acres), (R1-70 ESL) (±12.9 acres) and (R1-43 ESL) (±47.7 acres) for a 51-lot subdivision (0.64 du/ac) on ±68 acres of a ±80 acre site, located at the northeast corner of 118th Street and Jomax Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan and Dynamite Foothills Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **13 Scottsdale Fashion Square Mall (25-ZN-2015)** – This was a rezoning from Downtown/Regional Commercial Office - Type 2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO) to Downtown/Downtown Regional Use - Type 2, Planned Block Development, Downtown Overlay (D/DRU-2 PBD DO) and approval of a development plan to allow building height up to 150 feet on a ±56-acre site, located on the northwest corner of Camelback and Scottsdale Roads. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use designations. *(Cross-Reference Land Use and Economic Vitality Elements)*
-  **14 Asteria Highlands (2-ZN-2017)** – This was a rezoning from the Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) zoning to the Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) (±7.29 acres) and Single-family Residential, Environmentally Sensitive Lands (R1-35 ESL) (±32.8 acres) zoning for a 31-lot subdivision (0.78 du/ac) on a ±40-acre site located at the southwest corner of 128th Street and Alameda Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan and Dynamite Foothills Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*


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 SHEA BLVD.
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 McCORMICK PKWY.
 INDIAN BEND RD.
 LINCOLN DR.
 McDONALD DR.
 CHAPARRAL RD./CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 LOOP 202
 McKELLIPS RD.




NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

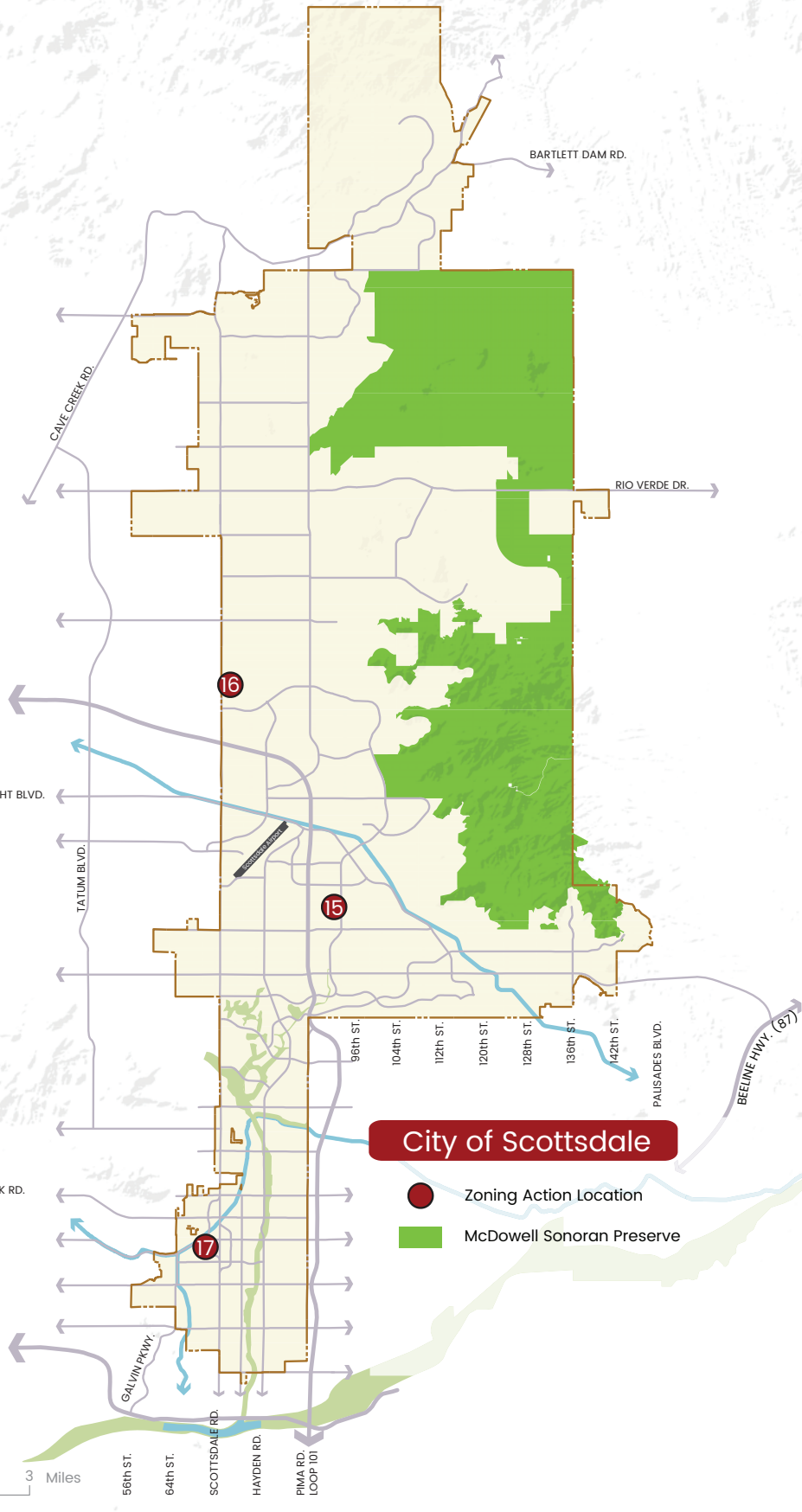
The following are zoning actions approved by City Council between January and December 2017:

 **15 Wolf Springs Ranch (28-ZN-2016)** – This was a rezoning from Single-family Residential (R1-35) to Single-family Residential, Planned Residential Development (R1-18 PRD) zoning including a development plan and amended development standards for a new 40-lot subdivision (2 du/ac) on a ±20-acre site located at the northeast corner of Cactus Road and 93rd Street. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented General Plan and Cactus Corridor Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

 **16 Grayhawk Plaza (6-ZN-2017)** – This was a rezoning from Central Business District, Planned Community District (C-2 PCD) to Central Business District, Planned Community District, Planned Shared Development (C-2 PCD PSD) zoning to reorganize the ±18.46-acre shopping complex located at the southeast corner of Scottsdale Road and Grayhawk Drive. Having an existing Commercial land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*

 **17 NWC 2nd Street & 70th Street (123-ZN-1985#2)** – This was an ordinance adoption to reaffirm the existing Downtown/Office-Residential-Type 2 Downtown Overlay (D/OR-2 DO) for the properties located at 2nd Street and Goldwater Boulevard. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use designations. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*

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The new roundabout on 90th Street at Mustang Library



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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Advance Transportation.

Trolley Improvements

Scottsdale began a contract with a new Trolley operator, RTW Management. This included adding a new bus yard and transit facility at the City's South Corporation Yard so that City staff can perform maintenance on the trolleys. The City purchased four new buses as part of the annual trolley replacement program. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Transit Improvements

Scottsdale implemented the following transit route changes. The Morning Express Trolley route was canceled due to low ridership numbers. The Downtown Route was extended on 5th and 6th Avenues, and Route 170 was modified near Costco. The City installed and replaced 17 bus shelters citywide. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Mustang Transit Improvements Project

Scottsdale finalized construction on the Mustang Transit Improvements Project which is located along 90th Street between Mountain View Road and Shea Boulevard where four bus routes – one express and two local – currently serve this location. The project includes enhanced bus bays with capacity for two buses, larger, standard design bus shelters, and bicycle parking and landscaping. Scottsdale constructed a shared use path connection from the Mustang Library to the greenbelt shared use path to allow better connectivity to the Mustang Transit Center. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Neighborhood Traffic Management Program

Scottsdale installed traffic calming improvements along 84th Street north of Black Mountain Road at a request from the neighborhood to mitigate vehicular speeds *(Cross-Reference Community Mobility Element)*

Bicycles outside Scottsdale Stadium



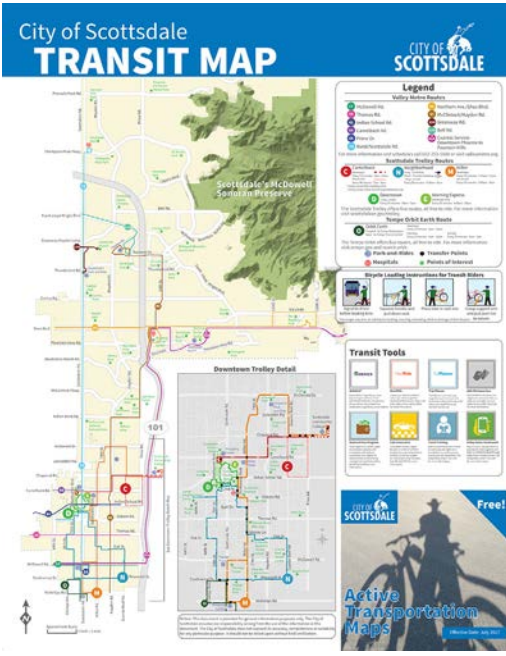
Bicycle Improvements

Scottsdale installed bicycle lanes on 128th Street from Via Linda to Cactus Road; Miller Road from Indian School Road to Camelback Road; Grayhawk Drive from Scottsdale Road to Hayden Road; Redfield Road from 92nd Street to Thompson Peak Parkway; Alma School Road from Dynamite Boulevard to Brown's Ranch Trailhead; Happy Valley Road from Alma School Road to Whispering Wind Drive; 82nd Street from Bell Road to Princess Boulevard; Chaparral Road from Granite Reef to 86th Street; Paradise Lane from Scottsdale Road to Greenway/Hayden Loop; and 73rd Street from Butherus Drive to Paradise Lane. A total of seven miles of on system bicycle lanes were added to the bicycle network. Scottsdale installed bicycle signal detection cameras at 23 intersections citywide to allow bicycle detection and safer crossings at intersections. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Pedestrian Improvements

Scottsdale completed sidewalk improvements on Via Linda from 104th Street to the Via Linda Senior Center, McDowell Road east of Scottsdale Road, and along Marshall Way from 5th Avenue to Indian School Road. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

New City of Scottsdale Transit Assistance Map



Bicycle Group in front of Water Mark Public Art



Bike to Work Day 2017 Participants



Cab Connection

Scottsdale continued the Cab Connection as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, age 65 or older and/or disabled - more flexibility and greater independence by providing sixteen regular travel cab vouchers per month per user. These vouchers are subsidized by the City of Scottsdale at a rate of 80% up to a maximum of \$10.00. In comparison to 2016, the number of active participants in the City’s Cab Connection program for regular travel decreased by 8% in 2017.

The City of Scottsdale also offers vouchers to participants on dialysis. These vouchers are paid at a rate of 100%, plus gratuity. The number of active participants for dialysis increased by 16% in 2017. Additionally, there was an increase of 16% in the number of active neighbors in the Foothills Caring Corps transportation voucher program that works in coordination with Cab Connection, to serve Scottsdale residents north of Bell Road who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process. This program was launched in August 2016.

In coordination with the Granite Reef Senior Center, Cab connection also provides residents who are low income, age 65 or older or with a documented disability taxi vouchers to the Granite Reef Senior Center for participation in a daily lunch program. Eligibility is determined and verified by qualified Granite Reef Senior Center staff. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program. The number of participants who receive cab vouchers for the Wheels to Meals Program remains at 25 for the year 2017. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Community Events

City and Scottsdale Public Art staff coordinated the 12th Annual Scottsdale Cycle the Arts community bike ride on April 9th to showcase public art by bike. City staff also coordinated Bike to Work Day on April 19th. Approximately 30 bike commuters submitted selfies from their bike ride to receive a free Valley Metro Bike Month T-shirt. Walk and Bike to school events were held at Pueblo Elementary School on May 10th and October 4th. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

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City Hall

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

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

The following section of the report highlights actions and events that occurred in 2017 to implement the Guiding Principle, Value Scottsdale's Unique Lifestyle and Character.

Public Art Citywide

Public art projects were installed at several locations within Scottsdale.

Polygonum 2.0 - Tom Dekyvere



Live Mural Painting at Scottsdale Quarter



Reflection Rising - Patrick Shearn



Les Luminéoles and Lentille d'eau by Porté par le vent Canal Convergence 2017



- Polygonum 2.0 by Tom Dekyvere.** Polygonum 2.0 by Belgian artist Tom Dekyvere was a large geometrical rhizome construction of rope and reflective triangles lit with multi-color LEDs. Consisting of over 13,000 feet of neon rope, the artwork was installed above the Arizona Canal between Soleri Bridge and Marshall Way Bridge, and extended up to wrap the Marshall Way Bridge in Scottsdale, Arizona. Polygonum 2.0 showcased the relationships between the organic and artificial structures along the Arizona Canal and the people who inhabit it. This artwork was one of the featured temporary art installations of Canal Convergence in February 2017, that remained installed at the Canal through May 2017.
- ART at the QuARTer: LIVE Mural Painting Events.** As a continuation of Scottsdale Public Art and Scottsdale Quarter's ART at the QuARTer program, five local artists were commissioned to each create one 4' x 8' temporary mural during the 2017 Scottsdale Quarter Fall Concert Series. Each artist created their work over a range of 4 - 8 hours in front of a live audience in the Scottsdale Quarter Quad. Each mural was then installed chronologically to create a 4' x 40' series of artworks on the northeast side of the Scottsdale Quarter. Mural artists included Luster Kaboom, Lauren Lee, Isaac Caruso, Travis Ivey, and Andy Brown.
- Reflection Rising by Patrick Shearn of Poetic Kinetics.** For its 2017-18 temporary installation, Scottsdale Public Art commissioned the kinetic artwork Reflection Rising: a colorful, site-specific public art installation suspended above the Arizona Canal from Marshall Way Bridge to the Soleri Bridge and Plaza. Made from 50,000 colorful ripstop nylon streamers attached to monofilament, this lightweight kinetic sculpture harnesses wind currents to rise and fall dramatically, highlighting weather patterns that move through the Arizona Canal. This reference to the natural world is also seen when the sculpture's vibrant colors emerge in the mirrored surface of the canal to evoke the colors of a sunset. Reflection Rising was the first installation of Scottsdale Public Art's annual interactive art event, Canal Convergence Water + Art + Light, occurring Feb. 23-24 & Mar. 2-3, 2018. *(Cross-Reference Character & Design and Growth Areas Elements)*

IN FLUX

IN FLUX is a regional public/private initiative created by Scottsdale Public Art that gives Arizona artists the opportunity and experience of working with indoor and outdoor vacant spaces. The artists create site-specific public art installations that bring visitors to areas and engage them in new and different ways. This year's IN FLUX cycle resulted in partnerships with four organizations in Chandler, Gilbert, Scottsdale, and Tempe, and the culminating event IN FLUX SLIDE SLAM! where the public was invited to join the IN FLUX city partners for a series of artist presentations discussing their projects from start to finish. *(Cross-Reference Character & Design and Growth Areas Elements)*



Creative Residency at the Scottsdale Livery

Scottsdale Public Art’s Creative Residency program provides local artists the opportunity to explore new ways of thinking and engaging the public in the creative process through work on site, conversations, workshops, and participation. In 2017 Scottsdale Public Art hosted three artists with the Creative Residency: Photography artist David Emmitt Adams, video/mixed media artist Lauren Strohacker, and social practice artist Christopher Jagmin. *(Cross-Reference Character & Design and Growth Areas Elements)*

Organization Strategic Plan & Council Retreat

City Council heard presentations on Scottsdale’s successes at implementing the six Council priorities over the past year in a work study session on February 28. In addition, the City Council held a retreat April 17 which primarily focused on three areas to implement the Council’s priority to “prepare and adopt fiscally sustainable operating and capital budgets.” These were to finalize a capital improvement/infrastructure plan, adopting a strategy to ensure financial sustainability, and prioritizing discretionary spending. Both the work study session and retreat were open to and attended by the public. *(Cross-Reference Community Involvement Element)*

Community Involvement

Several City-initiated public participation processes were vetted through the community, including the Downtown Tourism-Related Economic Feasibility Study, signage and care home regulations in the Zoning Ordinance, and the Desert Edge proposal. Outreach efforts included open houses, focus groups, as well as board and commission public hearings. *(Cross-Reference Community Involvement Element)*



Citywide Volunteer Program

Citizen volunteers play a critical role assisting the City of Scottsdale in providing 'simply better service for a world-class community'. In 2017, more than 5,500 citizens contributed more than 163,000 hours volunteering with the City to enhance services to citizens and visitors of Scottsdale – which has been valued at more than \$3.8 million in savings. The citywide volunteer program provides opportunities for citizens to volunteer in a wide range of services – including the libraries, parks and recreation, police and fire departments, senior centers, human services, food bank, Paiute Neighborhood Center, as well as programs like the Downtown Ambassadors and the McDowell Sonoran Preserve Stewards. Additionally, more than 150 residents volunteer on the City’s boards, commissions and task forces. *(Cross-Reference Community Involvement Element)*

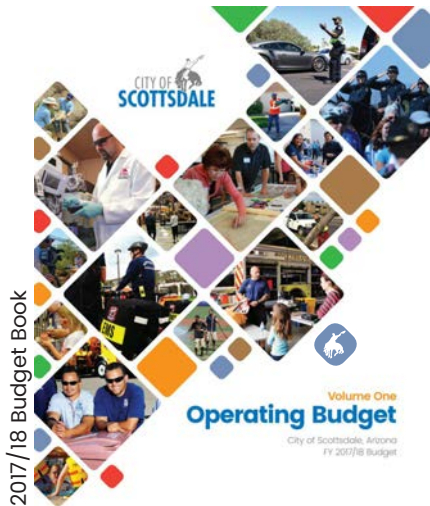
Development Review Board

To maintain Scottsdale's high quality character and design, during 2017, the Development Review Board reviewed and approved several projects that involved renovation and expansion of existing developments, as well as infill projects on parcels that had been vacant. Commercial developments included: Fervor Creative Renovation and Addition; Sonoran Village Pad D; Adeline-Scottsdale Inn; Yam Circle; 2nd Street Hub; and Scottsdale Fashion Square Renovation-Luxury Entrance. Residential developments included: Skye on McDowell; Greenway Hayden Loop Apartments; Silverstone Parcels F and G; 70th & Earll Townhomes; Westworld 15 (Lanes End); Bellissima Estates; Main Street Scottsdale LLLP Townhomes & Condominiums; Desert Mountain Parcel 19; Artesia PA-1; Rosewood 17; Storyrock; Desert Mountain 19 Clubhouse & Gatehouse; Waterview Residential; and Wolff Scottsdale Senior Living. Mixed-use developments included: SkySong 6 and Quadrant 3 Parking Garage Expansion; Chauncey Marketplace; 6922 Mixed-Use; Scottsdale Quarter Block L; SkySong Hotel; and Winfield Hotel & Residences. *(Cross-Reference Community Involvement Element)*

Historic Preservation

Through the Historic Residential Exterior Rehabilitation (HRER) Program, the Historic Preservation Commission provided support for the rehabilitation of several residential properties in the Village Grove 1-6 Historic District, the Town and Country Scottsdale Historic District, and the Villa Monterey Units 1-7 Historic District. Projects included new windows, doors, wood siding, roof repair, and carport to a garage conversions.

Four of the Historic Preservation Commissioners attended the 2017 Arizona Historic Preservation Conference. Topics that the HPC considered included a Communication Plan, Heritage Tourism, the Taliesin West Preservation Plan, McCormick-Stillman Railroad Park, Historic District Signs, Fees and Processes, the McDowell Sonoran Preserve Cultural Resources Master Plan, the 2018 Historic Preservation Conference, and the Villa Monterey Units 1-7 Historic Preservation Plan and Guidelines. *(Cross-Reference Community Involvement Element)*



Award Winning Budget

The City Budget Department supported the City Council’s ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The City’s fiscal year 2017/18 Budget Book earned the “Distinguished Budget Presentation Award” for the 26th consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association’s Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting. *(Cross-Reference Community Involvement Element)*

Building New Partnerships

Eldorado Aquatic Center teamed up with the Boys & Girls Club of Greater Scottsdale to offer Learn to Swim classes to the Barker and Charros Club participants, teaching 70 additional children how to swim. *(Cross-Reference Community Involvement Element)*

Continuing Partnerships with Sponsored Teams

The Aquatic Centers continue to foster relationships with 3 youth sponsored aquatic teams. Teams utilize the aquatic centers to host training and meets and the fees they pay contribute to the maintenance and repair of aquatic facilities. The teams also support City staff during the summer with coaching assistance to the recreational swim, dive and synchronized swim teams. *(Cross-Reference Community Involvement Element)*

Everyone Learns to Swim



Everyone Learns to Swim

Scottsdale Aquatic Centers offered swim lesson instruction for over 3800 residents and non-residents during summer months. Infants as young as 6 months to adults were able to participate in a Learn-to-Swim class at one of the four aquatic centers, offered during the spring, summer and fall seasons. *(Cross-Reference Community Involvement Element)*

Scottsdale Milestones

Parks & Recreation had a number of “milestone” birthdays this past year. Celebrations were held to commemorate the “50th” anniversary of Eldorado, Chesnutt and Agua Linda Parks, the 30th anniversary of Cactus, Scottsdale Ranch, and Northsight parks, and the 10th anniversary of McDowell Mountain Ranch Aquatic Center and the Arabian Library. *(Cross-Reference Community Involvement Element)*

“Cactus Wren” Mural at Palomino Library



Scottsdale Library Branches

The Mustang Library recently added 700 square feet of usable space to its location by opening up a patio on the east side of the building. The covered patio area is fenced in allowing library patrons to take materials outdoors and enjoy magazines, books, or log onto the Wi-Fi system from their mobile devices. Patrons can relax by sitting on the brand new furniture or the signature piece on the patio -- a memorial bench dedicated to a former employee. The Palomino Library installed its first piece of public art, a large colorful mural, entitled “Cactus Wren”. *(Cross-Reference Public Services & Facilities Element)*

Library Digital Media Lab Workshop



Library Adult Programming

More than 70 local authors and over 1000 patrons participated in the 2017 Local Author Book Sale at Civic Center Library. Authors with books in our Local Authors Collection at the library are invited to spend a day meeting with readers and selling their work.

Continued collaboration with ScottsdaleArts.org on their cultural Discovery Series, included a focus on the Japan with over 6,000 program attendees. The collaboration included joint cultural programming with discussions, films and other presentations at both the Scottsdale Center for Performing Arts and Civic Center Library.

Collaborative Discovery Series



The digital media lab in the Eureka Loft in Civic Center Library continues to offer local business owners & start-ups the opportunity to shoot videos and podcasts with the help of our digital media specialist all for free to our patrons. 518 one-on-one appointments occurred this year in the digital media lab to help patrons with their digital marketing needs including website design, social media marketing, content marketing, branding, search engine optimizations, Google AdWords and other paid & organic web search results. In addition, 642 patrons participated in 37 classes about digital media and marketing. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

Teen Involvement

More than 250 teens volunteered at various library branches in 2017, providing more than 8,000 hours of service. Volunteer duties included assisting with the Summer Reading Program, registering families, distributing prizes, and serving as Reading Buddies. In October, teen volunteers helped plan and implement Halloween Family Fun events at all five libraries for more than 1,000 customers. Teen volunteers also serve on the library’s five Teen Advisory Boards. The groups help plan programs and improve services for youth and teens. *(Cross-Reference Public Services & Facilities Element)*

Teen Volunteers





Youth Services Department Programs

The Library's Youth Services Department, under the guidance and training by our Early Learning Coordinator, programmatically and structurally aligned the early learning programs offered by the Library System (for ages 0-8) to ensure developmentally appropriate content and messages for parents/caregivers and the children we serve. The "Knowing and Growing" early literacy program provided learning-through-activity programs and interactive classes specifically designed for families with children ages 0-5. This program partners with parents to help prepare their children to be ready for school. The department offered 28 early education programs and 168 classes which were held at all 5 library locations as well as Vista del Camino. In total, 620 children and 509 adults participated in this year's program which was a major jump from 2016.

6,189 people, also, participated in the 2017 Summer Reading Program, Build a Better World, while reading an impressive 3,894,678 minutes. In total, 477 educational and recreational programs were offered throughout the summer and 1,516 free books were earned by participants. *(Cross-Reference Preservation & Environmental Planning Element)*

Library General Statistics

In 2017, 2.8 million items circulated from the Library's 5 branches. Scottsdale libraries served over 1.1 million people, with programming attendance up 16% over 2016. In total, 52,979 materials were added to the system's collections. *(Cross-Reference Public Services & Facilities Element)*

Library Outreach

The Library, in collaboration with the Parks and Facilities Department, launched a new program in 2017 known as BOOKS2GO. BOOKS2GO is a community wide project which places tiny, micro-libraries in City parks and other locations. The little libraries operate using a take-a-book, leave-a-book system. Library volunteers maintain the micro-library installations at the parks, delivering new materials and keeping the libraries stocked. The first BOOKS2GO location was installed at the Chaparral Dog Park during National Library Week in April 2017. *(Cross-Reference Public Services & Facilities Element)*

Library Grant Funded Programs

Through a \$36,000 Library Services and Technology Act grant funded through the Arizona State Library, Archives, and Public Records, the Library System will host an exhibit "Footprints on the Desert: Frank Lloyd Wright in Arizona" in partnership with Scottsdale Arts, The Arizona Heritage Center, The Frank Lloyd Wright Foundation, and Tempe History Museum. The Library also received \$5,000 in grant funding from the Kauffman Foundation to host a series of workshops designed to support women and minority entrepreneurship. *(Cross-Reference Public Services & Facilities Element)*

Garden Expo

The annual Garden Expo was held at Mustang library in March of 2017 and attracted 468 patrons to learn about the ABCs of watering, container gardening, and urban farming. The City's Water Department also participated, as well as Master Gardeners and the Scottsdale Garden Club. *(Cross-Reference Public Services & Facilities Element)*

City of Scottsdale General Plan 2001



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

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

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

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

BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2017

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

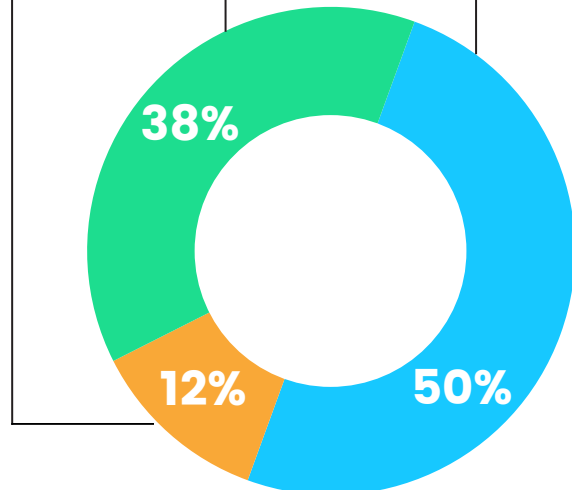
- Scottsdale Heights (4-GP-2016)
- Rose Lane Commercial (9-GP-2016)
- Villages at Troon North (10-GP-2016)
- North 70 (5-GP-2017)

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

- Siena Estates (1-GP-2017)
- 7676 E Pinnacle Peak (3-GP-2017)
- Bell Group Self Storage (4-GP-2017)

Withdrawn General Plan Amendments:

- Solare on McDowell (2-GP-2017)



NON-MAJOR GENERAL PLAN AMENDMENTS*

The following are the non-major General Plan amendments adopted by City Council between January and December 2017:

1



Scottsdale Heights (4-GP-2016 & 9-ZN-2016) – City Council approved a non-major General Plan amendment to change the land use designation from Commercial to Urban Neighborhoods on 14± acres located at the southeast corner of Dove Valley Road & Scottsdale Road. The purpose of this amendment was to develop a 78-lot subdivision. Planning Commission heard the General Plan and rezoning cases on January 25, 2017 and recommended approval with a vote of 5-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*

Adopted by City Council on March 21, 2017, with a vote of 5-2.

2



Rose Lane Commercial (9-GP-2016 & 22-ZN-2016) – City Council approved a non-major General Plan amendment to change the land use designation from Resort/Tourism to Neighborhood Commercial on a 2.6± acre site located at the southwest corner of Rose Lane & Scottsdale Road. The purpose of this amendment was to develop two new restaurants on the site. Planning Commission heard the General Plan and rezoning cases on November 8, 2017 and recommended approval with a vote of 6-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*

Adopted by City Council on December 5, 2017 on Consent.

3



Villages at Troon North (10-GP-2016 & 27-ZN-2016) – City Council approved a non-major General Plan amendment to change the land use designation from Commercial & Developed Open Space to Urban Neighborhoods & Natural Open Space on a 5.9± acre site located at the southeast corner of Dynamite Boulevard & 101st Way. The purpose of this amendment was to develop a 14-lot subdivision. Planning Commission heard the General Plan and rezoning cases on April 26, 2017 and recommended approval with a vote of 4-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*

Adopted by City Council on June 13, 2017 on Consent.

4






North 70 (5-GP-2017 & 12-ZN-2017) – City Council approved a non-major General Plan amendment to change the land use designation from Urban Neighborhoods to Suburban Neighborhoods on a 9.9± acre site located at the northeast corner of Continental Drive & 70th Street. The purpose of this amendment was to develop a 65-lot subdivision. Planning Commission heard the General Plan and rezoning cases on November 8, 2017 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*

Adopted by City Council on December 5, 2017 on Consent.

* See map on page 43.

MAJOR GENERAL PLAN AMENDMENTS*

The following are the major General Plan amendments that were adopted by City Council between January and December 2017:

-  **Siena Estates (1-GP-2017 & 10-ZN-2017)** – City Council approved a major General Plan Amendment to change the land use designation from Rural Neighborhoods to Suburban Neighborhoods on a 3.8± acre property located north of the northwest corner of the N. Cattletrack Road and E. Palo Verde Drive intersection. The purpose of this amendment was to develop a 7-lot subdivision. Planning Commission recommended approval of the request, 6-0 at their October 25, 2017 hearing. *(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)*
Adopted by City Council on December 4, 2017, with a vote of 7-0.
-  **7676 E Pinnacle Peak (3-GP-2017 & 11-ZN-2017)** – City Council approved a major General Plan Amendment to change the land use designation from Office to Suburban Neighborhoods on a 19.7± acre property located at the northeast corner of the N. Miller Road and E. Pinnacle Peak Road intersection. The purpose of this amendment was to develop a 55-lot subdivision. Planning Commission recommended approval of the request, 5-0 at their October 25, 2017 hearing. *(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)*
Adopted by City Council on December 4, 2017, with a vote of 7-0.
-  **Bell Group Self Storage (4-GP-2017 & 9-ZN-2017)** – City Council approved a major General Plan Amendment to change the land use designation from Rural Neighborhoods to Commercial on a 2.8± acre property located at the southeast corner of the N. 116th Street and E. Shea Boulevard intersection. The purpose of this amendment was to develop a self-storage facility. Planning Commission recommended approval of the request, 4-3 at their October 25, 2017 hearing. *(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)*
Adopted by City Council on December 4, 2017, with a vote of 6-1.

* See map on page 43.

WITHDRAWN GENERAL PLAN AMENDMENTS

The following General Plan amendment case was submitted and subsequently withdrawn between January and December 2017:

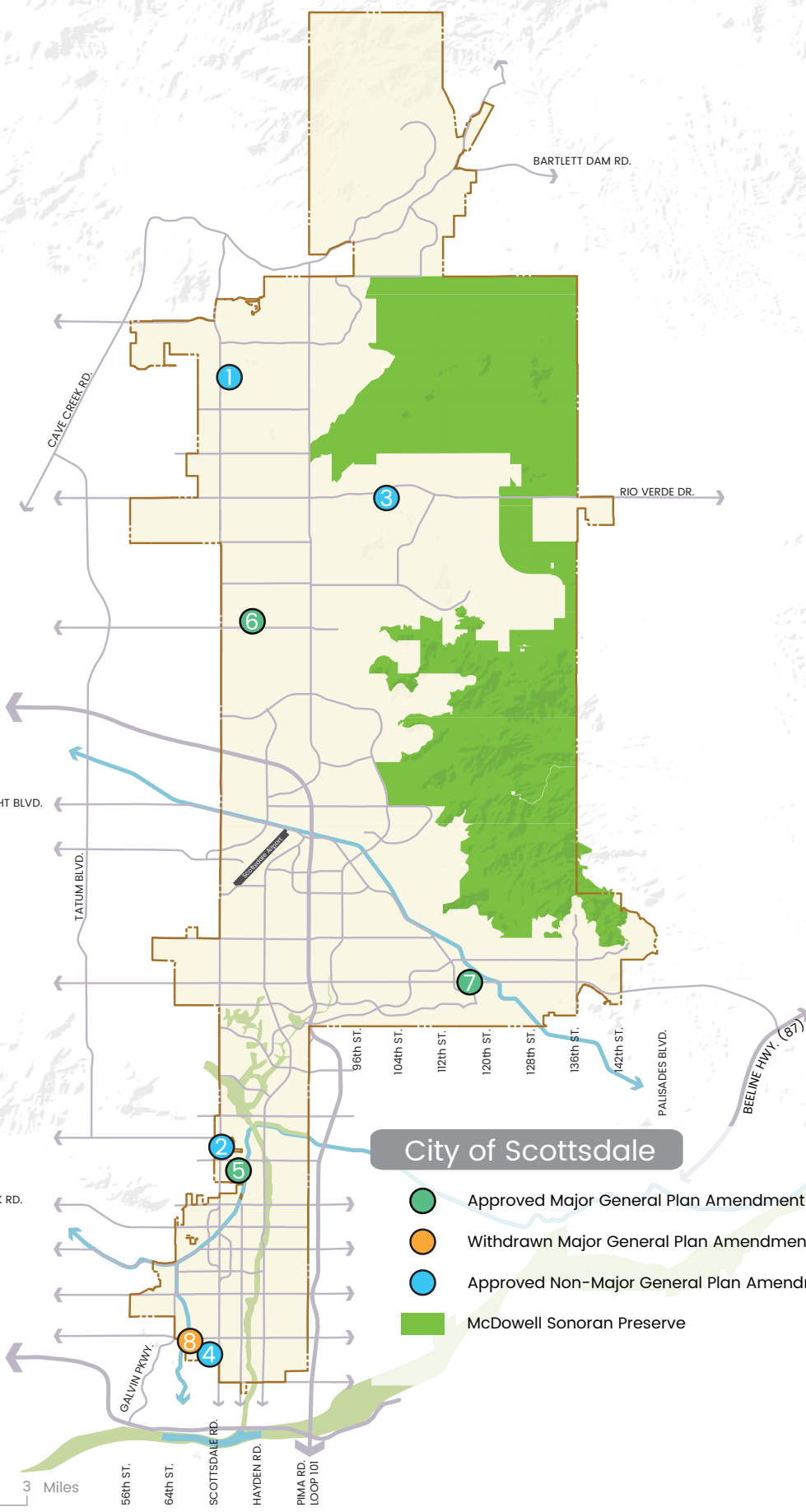
8



Solare on McDowell (2-GP-2017 & 8-ZN-2017) – This was a withdrawn request for a major General Plan Amendment to change the land use designation from Mixed-Use Neighborhoods to Urban Neighborhoods on a 12.3± acre property located west of the southwest corner of the N. 68th Street and E. McDowell Road intersection. The purpose of this amendment was to develop a 133-lot subdivision. *(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)*

Withdrawn on October 3, 2017.

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



City of Scottsdale

- Approved Major General Plan Amendment Location
- Withdrawn Major General Plan Amendment Location
- Approved Non-Major General Plan Amendment Location
- McDowell Sonoran Preserve





CITY OF
SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2017

"Diamond Bloom" by artist Curtis Pittman,
outside Scottsdale's Museum of the West