

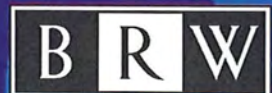


# SCOTTSDALE

## FUTURE IN FOCUS

General Plan  
Community Involvement  
Report

Appendix



October 2000

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## EXECUTIVE SUMMARY

### PUBLIC INVOLVEMENT AND THE GENERAL PLAN UPDATE

Over the past year, the City of Scottsdale has been actively engaged in, planning and carrying-out a landmark public involvement effort. This effort, called Future In Focus, was a comprehensive public involvement process that included a multitude of outreach techniques and strategies. The intent of the process was to provide the entire community the opportunity to become involved and provide essential input for the development of the General Plan Update. The General Plan Community Involvement Report presents the findings of the various public involvement strategies and techniques; documents those findings, positions and alternatives; and analyzes the findings to accurately portray the feedback from Future In Focus participants.

### GOAL AND OBJECTIVES OF THE FUTURE IN FOCUS PROCESS

The goal and objectives of the Future In Focus process was to reach out to those who typically don't participate, including young residents, Spanish-speaking residents and city residents too busy to attend public meetings. The overall goal of the Future In Focus process is to provide a comprehensive and representative inventory and analysis of the community perspectives, visions and issues to influence and direct the development of the General Plan Update.

### FUTURE IN FOCUS" PUBLIC INVOLVEMENT FRAMEWORK

The Future In Focus public involvement framework included a two-tier strategy. The first strategy, Community Outreach, was an outreach-oriented information "communication blitz." The second tier strategy, Community Involvement, was an input-focused community involvement program. Each of these strategies and their techniques are further described in the following paragraphs. The "communication blitz" techniques utilized in the Community Outreach Campaign are listed below:

- CityCable 11 Notices and Announcements
- City Service Counter Displays
- City Publication Announcements, *Scottsdale Citizen*, utility bill insert, Media Updates, *CityLine*, *Newsline*
- City Website Announcements and Information
- Project Fact Sheets
- Presentations to City Boards and Commissions

- Infoline Announcements
- Organization Newsletters/Articles
- Theater Ad
- Leisure Lifestyles Ads
- Major Employer Program
- Community Center Announcements
- Community Catalyst Notification
- Newspaper Advertisements
- News Releases/Media Briefings
- Playbill Ads

The combination of community information techniques listed above formed a comprehensive information dissemination and outreach program directed to the community at-large regarding the General Plan Update process. The variety and types of outreach were targeted to reach the more isolated and/or under-represented individuals in the community. These techniques provided an overarching network of information to Scottsdale citizens.

The Community Involvement Program, or second tier strategy of the Future In Focus Program, focused on fostering two-way communication, conversations and dialogues with residents and target groups throughout the community. The input strategies included several survey techniques that provided both quantitative and qualitative feedback regarding the major issues facing the city. Below is a list of the program components and the techniques used to solicit input from the citizens of Scottsdale.

- Town Hall Meeting Featuring Expert Speakers, and Dialogue with Scottsdale Citizens/Visual Imaging Survey
- Target Group Meetings
- Community Catalyst Program
- Spanish-Speaking Dialogues
- Small Group Dialogues
- Presentations and Dialogue with City Council, Commissions and Committees
- Regional Stakeholder Forums
- Telephone Survey
- SimCity Youth Exercises
- Step-Up Dialogue

### COMMUNITY INVOLVEMENT PLAN PROCESS

The City of Scottsdale, established a comprehensive and strategic approach to developing the Future In Focus Program. Intensive internal scoping with staff and the leadership of the City shaped the community involvement activities and determined how the community involvement process would integrate with the General Plan Update.

The Future In Focus community involvement program took place over approximately 15 months beginning in July 1999 and culminating in October 2000. Phase I (Project Initiation/Scope), ongoing for the first four months of the program included the following activities: Project scoping including interviews with 30 stakeholders; target group meetings; City Council, City boards and commission representatives meetings; Development of the Future In Focus logo and project theme; Joint meeting with the Transportation and Planning Commissions; Initiation of the Community Catalyst Program; Initiation of the Major Employer Program; and Development of the Future In Focus web-site and Future In Focus electronic dialogue pages.

### INVOLVEMENT AND INPUT (9/99-10/2000)

- The following listing provides a quantitative summary of the extensive involvement and input mechanism of the Future In Focus Community Involvement Program. Through Future In Focus the City contacted roughly 185,260 local citizens and conducted approximately 1,000 hours of meetings and dialogues. 30 stakeholder interviews;
- 25 community catalysts/volunteers (3 meetings, 2 hours each meeting);
- 12 regional stakeholder groups (4 meetings, 2 hours each meeting) including other Valley cities, Arizona State Land Department, MAG, Maricopa County, Governor's Office, Tonto National Forest, and Salt River Pima-Maricopa Indian Community);
- 4 City organization-wide meetings (35-40 staff attendees at each) 25 inter-departmental meetings;
- Approximately 300 residents, attended 15 community dialogues – including meetings with NESPOA, COPP, We Love Scottsdale Board, Scottsdale Chamber of Commerce Public Policy Committee, Scottsdale Community Council, Tonalea Pride Neighborhood Alliance, Scottsdale Leadership, Scottsdale Ranch, major employers (PCS and Dial) and several informal neighborhood groups;
- 841 *Scottsdale Citizen* comment cards;
- 100,000 recipients of Scottsdale Magazine;
- 78,152 recipients of utility bills;
- 561 telephone interviews;
- 125 attendees - Town Hall Event;
- 125 participant response - Town Hall Visual Preference Survey;
- 3,000-4,000 CityCable 11 viewers;
- 60 National Youth Leadership students (Saguaro High School);
- 70 Spanish-speaking residents attended meetings at St. Daniel's Catholic Church, Navajo Elementary School and Paiute Neighborhood Center;



- 65 Future in Focus Hotline Calls;
- Joint information sharing and participation:
  - 75 attendees at each Millennium Series Lecture Series (9 lectures)
  - 105 participants in It's About Choices Transportation Dialogues (15 meetings)
  - 200 participants at Human Services Forum
- 6 Working Group Meetings, 24 board & commission representatives (June – September 2000); and
- 25 presentations to boards & commissions (June – September 2000).

Phase II (Refine and Plan Implementation) occurred from September 1999 through July 2000. This phase included informational elements as well as outreach and input techniques. Informational media included: Fall Citizen Magazine public service announcements; Fact Sheet and flyer distribution to local organizational newsletters, major employers; community groups; churches; Center for the Arts playbill ad; Leisure Lifestyles advertisement; Movie theater advertisements; Media updates; and Future In Focus web site.

Phase II public outreach effort and input techniques that occurred from September 1999 through July 2000 including:

- Future In Focus info telephone line;
- Joint information sharing as a part of "It's About Choices" Transportation Plan dialogues;
- Millennium Speakers Series participation;
- Human Services Forum;
- Community Catalyst group meetings;
- Community-wide telephone survey;
- Future In Focus electronic dialogue web site;
- Winter Citizen Magazine article with coupon response card;
- Leisure Lifestyles insert, Spring 2000;
- Town Hall Meeting on March 30, 2000;
- Three Spanish-speaking dialogues, March 26, 27, and 29, 2000;
- SimCity youth exercises; and
- Fifteen small group dialogues with over 300 residents.

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Integrating the Future In Focus results into the General Plan is a goal and directive of the City Planning Systems Department, City Council, and residents of Scottsdale. The Summary Report offers four key insights to the General Plan update process

1. Consideration of key community issues plan positions and alternatives;
2. Identification of consensus positions and areas of disagreement;
3. Recommendation of strategies to reconcile areas of disagreement; and
4. Utilization of the General Plan Community Involvement Report as a check and balance tool for the policies of the General Plan.

### **KEY COMMUNITY ISSUES**

The following seven key community issue areas were identified from a wide-range of public input, City leader and staff insight and consultant advice. They address the major concerns that the City of Scottsdale will face in the next 10 to 20 years. This Executive Summary provides brief summaries of the consensus issues identified and significant points for consideration by the General Plan.

1. Community Character,
2. Employment and Housing Balance,
3. Elder Care,
4. Transportation and Land Use Relationship,
5. Parks and Recreation,
6. Life-Long Learning, and
7. Tourism/Economic Diversity.

### **COMMUNITY CHARACTER**

Community Character is a major component of the vitality and durability of the community. Community Character defines the entire aesthetic, attitude, function and direction that a city wishes to progress toward and maintain. As Scottsdale has grown and changed in the last five to ten years, the character of the community has blurred. Even the City motto, "The West's Most Western City" has been under scrutiny. Defining the overarching Community Character of Scottsdale was a key element of Future In Focus Program. The major community character issues identified were as follows:

- The largest Community Characteristic response regarded issues relating to development standards.
- Residents have varied opinions regarding what development should look like in Scottsdale.

- The overall concern is to retain a sense of uniqueness.
- The need to preserve a large amount of open space was strongly supported, as was the interest in maintaining both urban and rural areas within the city.
- Ease of access to transportation facilities, the availability of transportation alternatives, adequate roads, bus service, and rail transit availability are all responses that were supported by residents.
- General responses indicate that the most important needs are for more parks and ballfields, hiking and biking trails, and preserved Sonoran desert spaces.

#### EMPLOYMENT AND HOUSING BALANCE

Few issues held a majority consensus regarding Employment and Housing Balance. Nonetheless, three strong sentiments were expressed by a majority of Future In Focus respondents.

- The number one response indicated that there is a need for a wider variety of housing stock to accommodate workforce-housing needs (e.g., starter homes, homes closer to employment centers, and homes with services for the elderly).
- The City needs to stop the proliferation of commercial retail enterprises that detract from the unique character of the city and its beautiful landscapes.
- Capture unique specialty markets.

Many residents identified a general concern and need for "better access to and from work." This comment suggests the City should identify criteria to ensure that a jobs and housing balance is promoted in the General Plan that can address the needs of better employment access for existing and future residents. Promoting telecommuting within the city is a highly regarded endeavor. Incentives included in the General Plan would likely be supported.

#### ELDER CARE

Elder Care issues provided a significantly new perspective for Scottsdale residents to consider in the General Plan. Many of the issues addressed were received with either support or rejection. One perception in the community is that senior housing is a threat to tourism and upscale development.

- The most supported elder care strategy is to increase the transportation options that seniors have, thus reducing the reliance on the automobile. Suggestions include providing increased transit and van services and placing senior housing close to medical and shopping facilities.
- Where senior housing should be located received a split response. Nearly half of the respondents thought that senior housing should be located only Downtown, while the other half thought that senior housing should be dispersed throughout the community.

- The General Plan goals and objectives should address and include a resolution to the placement of senior housing and include important components that correspond to the transportation needs of seniors. A majority of residents, as indicated on the surveys, supported the development of additional senior centers or expansion of existing facilities to provide additional senior services.

#### TRANSPORTATION AND LAND USE RELATIONSHIP

The Transportation and Land Use Relationship issue provided the clearest objective for the General Plan: reduce traffic congestion and make travel convenient within the city. The surveys, questionnaires, and dialogues provided the following insight as to how this might be achieved.

- Across the board, the citizens are in favor of pedestrian-scale improvements, public spaces, and smaller scale developments.
- Preference to extend the crosswalk signal times, upgrade sidewalks, pedestrian pathways, and landscaping.
- Pedestrian-scale improvements are also viewed as an investment benefiting the tourism industry.
- A majority of the Future In Focus respondents supported improving public transit. Suggestions included developing a citywide vanpool program, providing shuttle bus service in conjunction with community centers and park and recreation programs, improving local bus service with fifteen minute service and circulator routes in the hottest summer months, developing a rapid transit alternative such as monorail or light rail, and providing better transit connections with surrounding communities.

Several Land Use Strategy Components are major issues for the General Plan to address.

- The first issue is to limit growth. Most citizens are concerned about the degradation of their community by the rapid rate of new development. There is a view that the City is providing infrastructure that developers should be providing.
- The second suggestion was to revitalize older areas of the city. Residents stated their support for "limited" areas of infill development that includes a greater mix of residential densities with commercial components that would be transit linked or related. The General Plan must respect that this is only supported in older sections of the city.
- Throughout the remainder of the city, residents' supported limiting high-density housing developments, encouraging single-level clustered housing along transit corridors, and maintaining the currently-approved densities.

#### PARKS AND RECREATION

Parks and Recreation is a key community issue with one large unanswered question. That question is "What is the appropriate balance of desert open spaces and active parks and facilities?"



- The City should evaluate from a user basis, fiscal basis, and municipal commitment level, the practice of adhering to and enforcing per capita standards for park and recreation areas. This is a key issue to those who feel newly developing areas do not meet the needs of the new residents.
- Develop more parks in the north part of Scottsdale. Residents in the north portion of the city who have to travel greater distances to get to park facilities identified this as an important issues. This was also mentioned by residents in the southern and middle sections of the city who are feeling the burden of additional users from the north part of the city.
- Continue to add to the desert preserve areas. The General Plan can address this from several points of view, including from cost of development, open space, parks and recreation and environmental perspectives. The City must define which approach will meet the fiscal needs of Scottsdale and the needs of the city residents.

#### **LIFE-LONG LEARNING**

Providing education for a changing community with high demands is an important goal for the City. The Future In Focus program examined several aspects relating to education, school facilities and desired learning amenities.

Whether or not to recruit a major educational institution was asked of the citizens. The survey results indicated that this was a favorable endeavor for the City to pursue with 63% of the General Survey agreeing or strongly agreeing. However, a majority of the comments from Target Group Meetings indicated that Scottsdale should not attract a higher educational institution. Supporters of this motion feel that the City should focus on improving K-12 education and improve the community colleges.

The citizens are supportive of developing multi-use facilities, especially the transitioning of elementary schools into community centers and senior centers. The General Plan could strive to place such facilities near parks, large shopping centers and near transit-served areas.

#### **TOURISM/ECONOMIC DIVERSITY**

Tourism and Economic Diversity are important community characteristics that have defined the City of Scottsdale.

- Throughout the Future In Focus meetings and discussions, the desire to balance tourism and other economic development activities was highlighted. This balance must retain the positive qualities that have attracted people and tourists to Scottsdale in the first place.
- This goal most directly challenges the City to address every type of development that does not retain uniqueness, or is aesthetically incompatible with tourist/resort type development. It suggests that the City must re-evaluate commercial development standards that are non-unique and quite easily recognized as a development in

Phoenix or another metropolitan city. The following tourism and economic diversity issues were identified as primary objectives for the City.

- Retain areas where the western culture and upscale services are not compromised by more typical development.
- Enrich downtown areas by improving pedestrian-scale amenities that are beneficial to both downtown businesses and the tourism industry.
- Address building and development scale; citizens feel they are losing important mountain views.
- Investigate developing a transit corridor that supports the tourism industry.
- Investigate developing a cap for the jobs-to-housing balance that reflects a desired land use and transportation relationship.

### **FUTURE PUBLIC INVOLVEMENT REFINEMENT/RECONCILIATION AND RECOMMENDED FUTURE PUBLIC INVOLVEMENT STRATEGIES**

The Future In Focus General Plan Community Involvement Report concludes by identifying issue areas for refinement and reconciliation. Recommended future public involvement strategies are suggested to provide a framework for continued General Plan definition and resolution. The strategies presented provide a clear "Next Step" for the City of Scottsdale to pursue key issues identified throughout the Future In Focus process. Key recommendations are highlighted below.

- *Develop a strategy to attract niche economic development and specialty markets*
- *Ensure equitable distribution of City notices, events, activities and programs*
- *Develop a process to identify and preserve significant mountain views*
- *Determine recommended locations for senior housing*
- *Evaluate the feasibility of a City-based telecommuting program*
- *Develop a systematic approach in the General Plan process to evaluate the development of a higher education facility*
- *Develop a jobs-to-housing balance policy that promotes mobility*
- *Refine the General Plan utilizing the extensive Scottsdale/Tempe North/South Transit Corridor Study public involvement efforts*



# **GENERAL PLAN COMMUNITY INVOLVEMENT REPORT APPENDIX**

**CITY OF SCOTTSDALE**

**OCTOBER 2000**





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**"Future In Focus"  
Questionnaire**



# Scottsdale

GENERAL PLAN UPDATE

## "FUTURE IN FOCUS" QUESTIONNAIRE

*Your insight is a valued tool used to develop the General Plan for Scottsdale's future. Please provide your input to guide Scottsdale's Future in Focus.*

### COMMUNITY CHARACTER

1. What is the closest major intersection to your residence?  
 \_\_\_\_\_ & \_\_\_\_\_

2. The most important characteristics of the city are:

- |                                       |                          |                          |                          |                          |                          |
|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Building and landscape.            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Community facilities and services. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Community events.                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Physical appearance.               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Open spaces and land preserves.    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Quality of life.                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g) Community and Neighbors.           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h) Safety.                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i) Convenience.                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j) Other:                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

3. The things most needed as our community matures and is built-out are:

- |   |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Equitable housing.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Employment centers.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Development niches such as resort, medical, and professional office development. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Other:   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. New construction in established areas (infill) is an important growth management tool for the city.

- |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| STRONGLY AGREE           | AGREE                    | UNDECIDED                | DISAGREE                 | STRONGLY DISAGREE        |

5. The areas of Scottsdale most in need of revitalization and/or infill development are:

- |  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Downtown Scottsdale.<br>(where; _____)      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Los Arcos area.                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Established, older areas.<br>(where; _____) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Shea Blvd./Scottsdale Road commercial area. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Other:<br>_____<br>_____                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### ELDERCARE

6. To ensure adequate housing for an aging community the city needs to:

- |  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Increase assisted-living facilities and senior townhouse/condo housing:   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1. Throughout the city.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. At strategic locations adjacent to medical facilities and activity centers.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Only within the downtown area.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Provide additional regulations allowing "granny-flats" in the backyards of existing single-family residential developments. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Renovate a portion of the existing building stock into multi-family living quarters.  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Provide additional neighborhood senior citizen centers.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Provide additional senior day care centers.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Other:<br>_____<br>_____  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**TRANSPORTATION SOLUTIONS ARE TIED TO LAND USE**

7. To ensure adequate mobility to accommodate an ever changing community the city needs to:
- a) Develop alternative transportation modes, such as:  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
  - \_\_\_\_\_
  - \_\_\_\_\_
  - b) Provide a bus shuttle service to and from facilities and activity centers.
  - c) Develop a city-wide vanpool program.
  - d) Provide longer crosswalk signal time.
  - e) Improve pedestrian accommodations. (sidewalks, paths, shade, etc.)
  - f) Other:
  - \_\_\_\_\_
  - \_\_\_\_\_

8. Increasing traffic and congestion can be relieved by:
- a) Mixed-use transit supportive projects along major transportation corridors.  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
  - b) Increased bus transit service.
  - c) A new mass transit system such as light rail.
  - d) Widening existing roads and developing new roadways.
  - e) Telecommuting.
  - f) Flexible work schedules.
  - g) Trip reduction.
  - h) Other:
  - \_\_\_\_\_
  - \_\_\_\_\_

9. The residential and commercial densities needed to support transit options will be provided by:
- a) Cluster development along transportation corridors.  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
  - b) Incentives for infill development.
  - c) Revitalizing mature areas of the city with higher densities and a mix of residential and commercial uses.
  - d) New centers of higher mixed-use densities.

10. Densities to provide efficient transit service should be located:
- a) Downtown Scottsdale. (where; \_\_\_\_\_ )  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
  - b) Along the resort/office employment corridors.
  - c) Along Indian Bend Wash.
  - d) Within mature, older neighborhoods.
  - e) Within new developments with higher densities.
  - f) Other:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

**EDUCATION**

11. The city should recruit higher education institutions.  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
12. If so, where should these education institutions be located?
- a) \_\_\_\_\_
  - \_\_\_\_\_
  - b) \_\_\_\_\_
  - \_\_\_\_\_
  - c) \_\_\_\_\_
  - \_\_\_\_\_

13. The city should investigate the development of multiple-use facilities for the changing population (school, senior community center, community center). If so, where should the facilities be located?
- a) \_\_\_\_\_
  - \_\_\_\_\_
  - b) \_\_\_\_\_
  - \_\_\_\_\_
  - c) \_\_\_\_\_
  - \_\_\_\_\_

**EMPLOYMENT/HOUSING BALANCE**

14. Creating a good mix of housing for Scottsdale's growing employment is an important issue.  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE

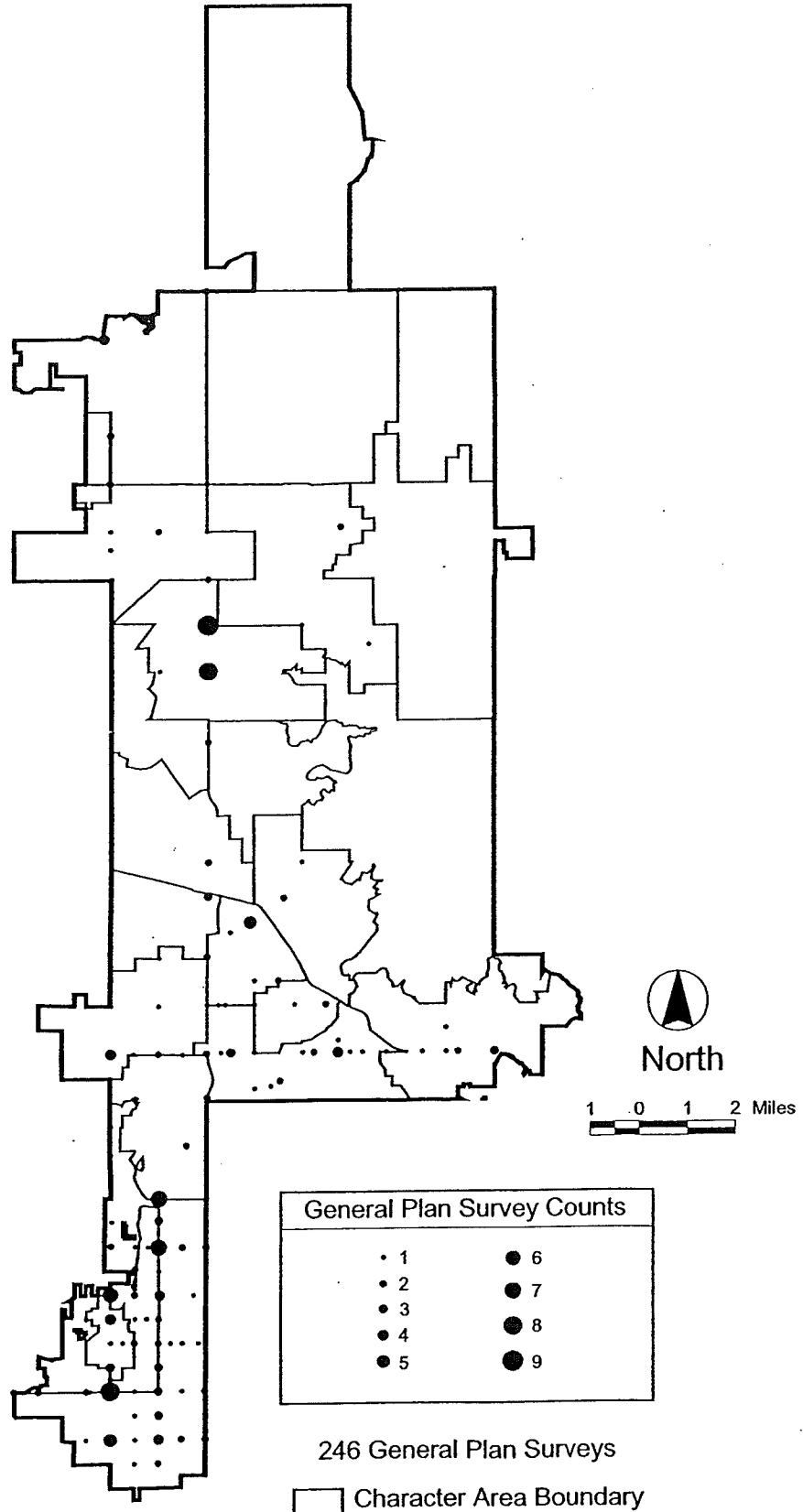
**PARK NEEDS ARE GROWING FASTER THAN FACILITIES**

15. New recreational facilities and parks are best developed for:
- a) Senior or community centers.  STRONGLY AGREE  AGREE  UNDECIDED  DISAGREE  STRONGLY DISAGREE
  - b) Golfing.
  - c) Active sports (basketball, football, tennis, etc.)
  - d) Bikeways.
  - e) Recreation corridors.
  - f) Passive open spaces.
  - g) Other:
  - \_\_\_\_\_
  - \_\_\_\_\_





# General Plan Survey



**Note:** This map displays *The Future In Focus* Questionnaire survey counts, not the telephone survey responses.



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## Executive Summary

The City of Scottsdale, through its consulting firm BRW, commissioned WestGroup Research of Phoenix to conduct a telephone survey of Scottsdale residents. The purpose of the survey was to gain insights into community attitudes and opinions particularly as they relate to the growth and development of Scottsdale. The interviews were conducted during May and June of 2000 from WestGroup's Interviewing Center in Phoenix. A total of 561 interviews were completed. At 95 percent confidence, the statistical error limits are plus or minus 4.1%.

### Quality of Life Issues

- Scottsdale residents feel safety is the most important contributor to quality of life in Scottsdale (94% rated 4 + 5). A vast majority of residents also feel the physical appearance of the city is important to their quality of life (90%). Approximately four in five residents feel the community and neighbors living in Scottsdale (79%), the open spaces and land preserves (79%), and/or convenient access to services (78%) are important quality of life factors.

### Importance of Issues to Growing and Maturing City

- Residents are most likely to rate public services such as libraries, senior or youth centers and public open spaces as important to Scottsdale as it matures and grows (80% and 78% gave ratings of "4" or "5"). Approximately five in seven feel historic preservation (71%) and recreational facilities (69%) are important.

### Importance of "Infill"

- Five in seven Scottsdale residents agree that "infill" is an important growth management tool for the city (71%; 17% strongly agree + 54% agree).

### Areas of Scottsdale in Greatest Need of Improvement

- Scottsdale residents are most likely to agree that established, older areas of the city are most in need of improvement and/or development (71% agree). Nearly one-half of residents (47%) feel downtown Scottsdale needs improvement. Residents are least likely to think the Shea Boulevard-Scottsdale Road commercial area needs attention (38%).
- Those who agree that older, established areas of the city need improvement most often say South Scottsdale needs improvement (42%). Approximately one-fourth of residents (26%) think the Los Arcos area needs attention.
- Those who agree Downtown Scottsdale needs improvement most often say the Galleria and Old Town Scottsdale need improvement (31% and 21%, respectively).

### **Importance for Housing Strategy to Ensure Mix of Housing Choices**

- More than two-thirds of Scottsdale residents (69%) feel it is important for the City of Scottsdale to have a strategy to make sure there is a good mix of housing choices for its growing employment population.

### **Senior Housing**

- Scottsdale residents are most likely to think additional senior housing should be placed at strategic locations adjacent to medical facilities and activity centers (45%). Somewhat fewer (37%) think new senior housing should be dispersed throughout the city.
- Scottsdale residents are most likely to agree providing more senior day care centers and/or neighborhood senior centers would be good housing and care solutions for seniors (78% and 76% strongly agree or agree, respectively).

### **Transportation Solutions**

- Residents were most optimistic that providing a bus shuttle service to and from facilities and activities would help Scottsdale residents move about the city better (84% strongly agree + agree). Three fourths of residents agree developing alternative transportation modes such as improved public transit or light rail and/or improving pedestrian accommodations with more sidewalks, paths and shade would be good solutions (both at 76%).

### **Traffic and Congestion Solutions**

- Nearly all Scottsdale residents feel that flexible work schedules and the ability to work from home would help to relieve the increasing traffic and congestion in Scottsdale (92% and 90% strongly agree + agree). Residents are next most likely to agree increased bus service (74%) and encouraging residents to reduce the number of trips they make (68%) would help reduce traffic congestion.

### **Improve Usefulness of Public Transit in Scottsdale**

- Scottsdale residents are most likely to think revitalizing mature areas of the city that already have a high concentration of people and businesses will increase the usefulness of Scottsdale's transit system (82% strongly agree + agree). Residents are next most likely to feel providing incentives for developers and builders to focus new developments in already established areas (70%) and/or concentrating future city development along major streets (66%) are helpful solutions.

- Residents most often say the city should focus on building up downtown Scottsdale to support public transit (22%). Specifically, residents frequently mention South Scottsdale and Los Arcos (17%) and North Scottsdale and the Air Park (16%) as areas that should be built up for public transit.

### **Higher Education Institutions**

- Nearly two-thirds of residents (63%) feel the City of Scottsdale should recruit higher education institutions to locate within the city limits (16% strongly agree + 47% agree).
- One-fourth of those who think the City of Scottsdale should recruit institutions of higher education to locate in Scottsdale offer no suggestion as to where they should be placed within Scottsdale (26% “don’t know”). Some recommend putting them in a central location (11%), in the downtown area (9%), and in North Scottsdale (9%).

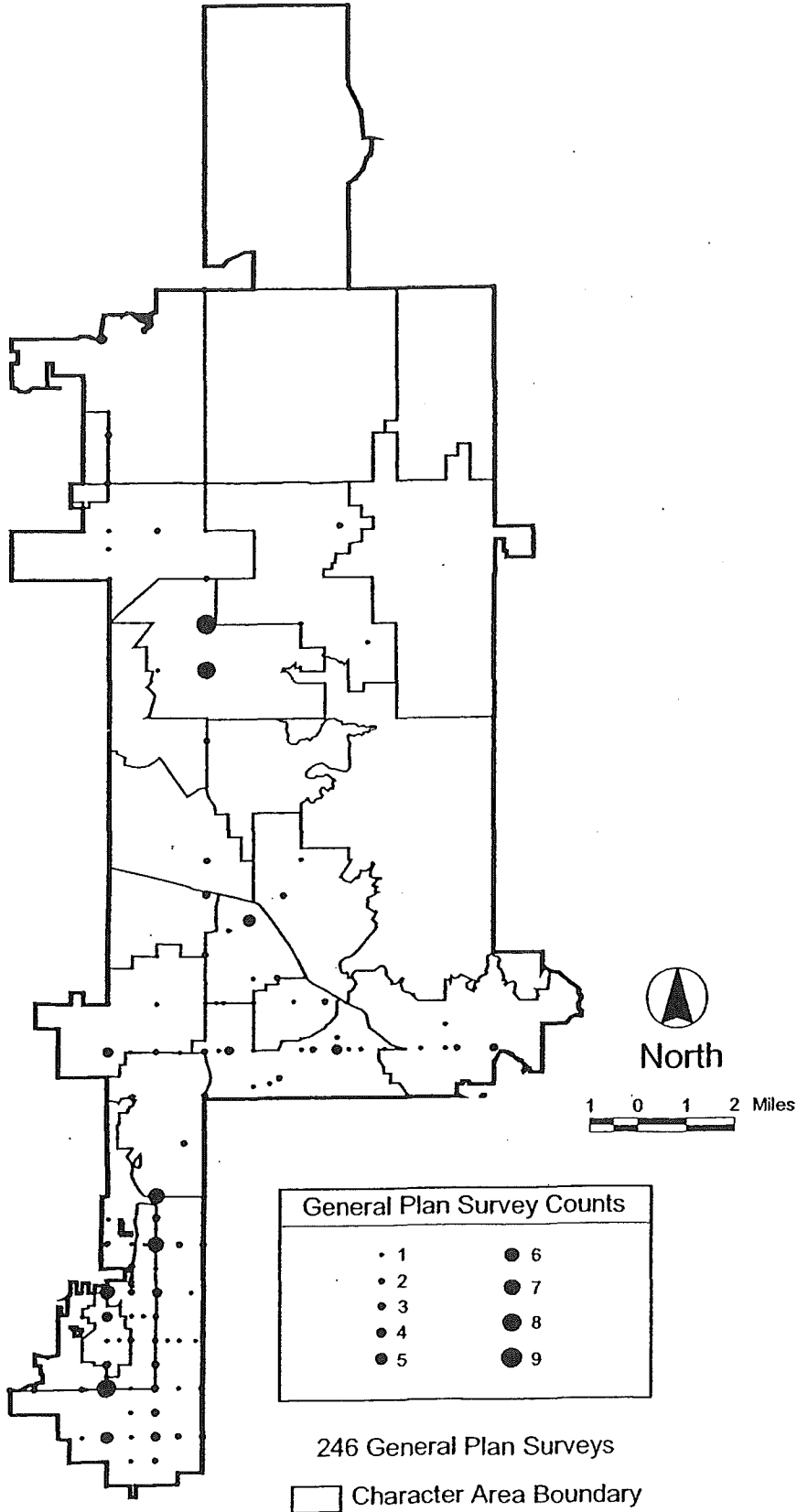
### **Adapting or Developing Multi-Use Facilities**

- Nearly six in seven residents (86%) agree that the city should investigate the development of multiple-use facilities or adapt existing facilities such as schools, senior community centers, and general community centers that can meet a variety of needs for the changing demographics in the community.
- Nearly one-fourth of residents (23%) who feel the city should investigate the development of multiple-use facilities or adapt existing facilities think the city should adapt existing buildings and schools for multi-use facilities. One in ten (10%) think they can go “any place” or “throughout the city.” It is important to note that one-third of residents offered no suggestions (33% “don’t know”).

### **Parks and Recreational Facilities**

- A majority of Scottsdale residents agree the city should provide or encourage the development of all facilities mentioned except for golf courses. Although residents are most likely to agree the city should promote additional bikeways (87%), at least four in five residents feel recreation corridors (84%), passive open spaces (83%), senior or community centers (82%), and active recreation sites (81%) should be developed. Only 22% feel the city should be involved in the development of golf courses.
- Many Scottsdale residents think open spaces and parks, youth recreation centers, and public swimming pools should be a city priority (9%, 8% and 8%, respectively). Citizens mention a variety of recreation facilities the city should focus on providing.

# General Plan Survey



*Note: This map displays The Future In Focus Questionnaire survey counts, not the telephone survey responses.*

## I. Introduction

### A. Background and Methodology

The City of Scottsdale, through its consulting firm BRW, commissioned WestGroup Research of Phoenix to conduct a telephone survey of Scottsdale residents. The purpose of the survey was to gain insights into community attitudes and opinions particularly as they relate to the growth and development of Scottsdale.

Data for the City of Scottsdale study were gathered using a sample drawn through random digit dialing. The sample consists of 561 completed interviews with Scottsdale citizens. Participants were screened to meet gender, age and planning zone quotas. Some planning zones were oversampled to provide smaller zones with samples large enough to compare to the main sample. The over-sample interviews are included in the total sample, but the data have been weighted back to a proportion representative of the population. Males were over represented in the sample and the data also was weighted to represent an equal representation of males and females. The interviews were conducted during May and June of 2000 from WestGroup's Interviewing Center in Phoenix. At 95 percent confidence, the statistical error limits are plus or minus 4.1%.

### B. Demographics

Table 1 on the following page summarizes the demographic characteristics of the residents interviewed as part of this survey. Some interesting statistics about the sample include the following:

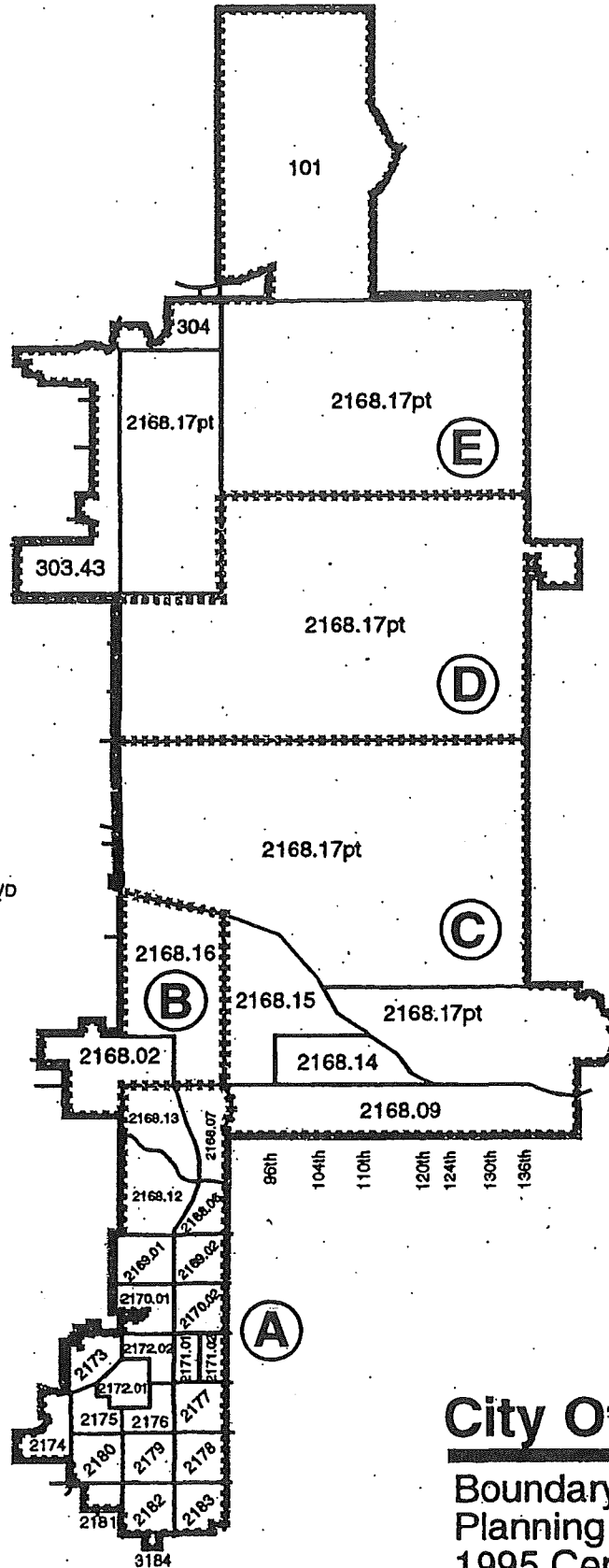
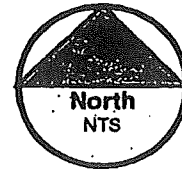
- The average age of respondents is 48 years.
- On average, respondents have an annual household income of \$83,000.
- On average, respondents have lived in Scottsdale for 14.3 years.

**Table 1: Respondent Demographics (Weighted)**

Characteristic	Percent (n=561)	Characteristic	Percent (n=561)
<b>Gender</b>		<b>Years in Scottsdale</b>	
Male	50%	<1 year	4%
Female	50%	1 to 2 years	9%
		3 to 5 years	16%
<b>Income</b>		6 to 10 years	21%
<\$25,000	7%	11 to 20 years	24%
\$25,000 to \$49,999	19%	21 to 30 years	14%
\$50,000 to \$74,999	22%	More than 30 years	11%
\$75,000 to \$99,999	16%	<b>Average years</b>	<b>14.3 yrs.</b>
\$100,000 to \$149,999	10%		
Over \$150,000	14%	<b>Age</b>	
Don't know/Refused	12%	18 to 24	4%
<b>Average</b>	<b>\$83,000</b>	25 to 34	14%
		35 to 44	27%
<b>Planning Zone*</b>		45 to 54	27%
Zone A	46%	55-64	10%
Zone B	10%	65+	16%
Zone C	26%	<b>Average age</b>	<b>47.7 yrs.</b>
Zone D	7%	<b>Median age</b>	<b>46.0 yrs.</b>
Zone E	10%		

\*A map of the City of Scottsdale Planning Zones is on the following page.

- JENNY LYNN
- CIRCLE MOUNTAIN
- HONDA BOW
- ROCKAWAY HILLS
- DESERT HILLS
- JOY RANCH
- STAGECOACH PASS
- CAREFREE HWY.
- DOVE VALLEY
- LONE MOUNTAIN
- DXILETA
- DYNAMITE
- JOMAX
- HAPPY VALLEY
- PINNACLE PEAK
- DEER VALLEY
- BEARDSLEY
- OUTER LOOP
- FRANK LLOYD WRIGHT B LVD
- GREENWAY
- THUNDERBIRD
- SWEETWATER
- CACTUS
- CHOLLA
- SHEA
- DOUBLE TREE
- MCCORMICK
- INDIAN BEND
- MCDONALD
- CHAPARRAL
- CAMELBACK
- INDIAN SCHOOL
- THOMAS
- MCDOWELL
- MCKELLIPS



# City Of Scottsdale

## Boundary Map Of Planning Zones And 1995 Census Tracts

Prepared by the City of Scottsdale Planning Division

GRAPHIC BY BETT/M/K

## II. Summary of Study Results

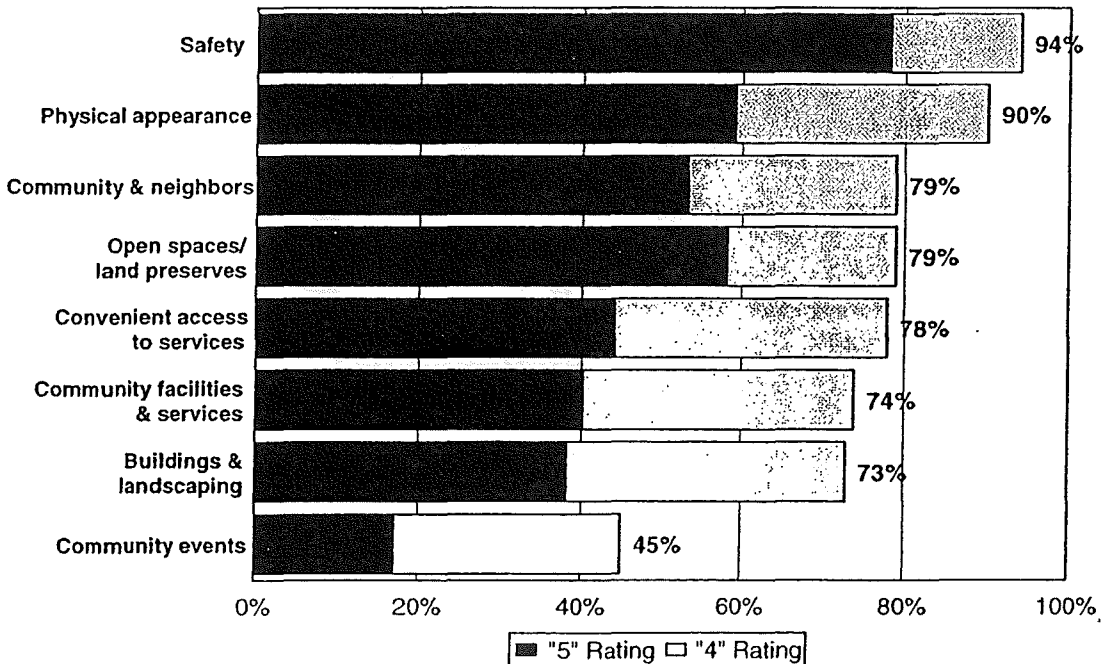
### A. Quality of Life Issues

Scottsdale residents feel safety is the most important contributor to quality of life in Scottsdale (94% rated 5 + 4). This result probably reflects the universality of the desire to live in a safe community.

A vast majority of residents also feel the physical appearance of the city is important to their quality of life (90%). Approximately four in five residents feel the community and neighbors living in Scottsdale (79%), the open spaces and land preserves (79%), and/or convenient access to services (78%) are important quality of life factors. Nearly three fourths of residents rate community facilities and services and/or buildings and landscaping as important issues (74% and 73% respectively). Residents are least likely to feel community events are important (45%).

## Importance to Quality of Life

Summary of 4 + 5 Ratings (5 = very important)





**Women are significantly more likely than men to feel most of the issues are important to quality of life.** These issues include safety, community and neighbors, convenience access to services, community facilities and community events (4 +5 rating was 9 to 15 points higher among women). Women are only slightly more likely than men to feel open spaces and land preserves and/or the buildings and landscaping are important.

Residents with an annual household income of \$100K or higher are significantly more likely than those earning less than \$50K to place importance on safety (96% vs. 89%). In contrast, those earning less than \$50K are significantly more likely than those earning \$100K or more to feel convenient access to services and community events are important to quality of life (83% and 56% vs. 69% and 39%, respectively). Additionally, residents earning \$50K to \$99K annually are more likely than those earning less to think buildings and landscaping impact quality of life (76% vs. 64%).

Residents ages 40 to 54 are significantly more likely than younger residents to rate open spaces and land preserves as important (84% rated 4 + 5 vs. 70%). In addition, residents under 55 years old are significantly more likely to value community events (48% vs. 36% of older residents).

**Table 2a: Importance of Quality of Life Issues  
Summary of Top 2 Ratings  
(4 + 5 where "5" means "very important")**

Responses	Total (n=561)	Gender		Income		
		Men (n=280)	Women (n=280)	<\$50K (n=146)	\$50K- \$99K (n=214)	\$100K+ (n=133)
Safety	94%	89%	98%	89%	94%	96%
Physical appearance of the city	90	90	90	86	93	88
Community and neighbors living in Scottsdale	79	72	85	78	82	77
Open spaces and land preserves	79	75	82	76	79	79
Convenient access to services	78	70	85	83	79	69
Community facilities and services available	74	69	78	78	75	70
The buildings and landscaping in the city	73	70	76	64	76	74
Community events	45	39	51	56	44	39

4 to 11: For the following characteristics, please indicate how important you think each one is to the quality of life in the City of Scottsdale using a one to five scale where "1" means "not at all important" and "5" means "very important."

Open spaces and land preserves, not surprisingly, were more important to those living in the northern areas of the city (Zones C, D, and E). Whereas convenient access to services is more important to those living in the southern zones (A and B).

**Table 2b: Importance of Quality of Life Issues  
Summary of Top 2 Ratings by Zone  
(4 + 5 where “5” means “very important”)**

Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
<b>Safety</b>	94%	92%	96%	95%	93%	89%
<b>Physical appearance of the city</b>	90	88	93	91	93	93
<b>Community and neighbors living in Scottsdale</b>	79	78	82	76	93	78
<b>Open spaces and land preserves</b>	78	75	77	83	93	87
<b>Convenient access to services</b>	78	80	79	74	68	54
<b>Community facilities and services available</b>	74	74	80	70	80	62
<b>The buildings and landscaping in the city</b>	73	70	82	76	78	78
<b>Community events</b>	45	47	52	38	46	31

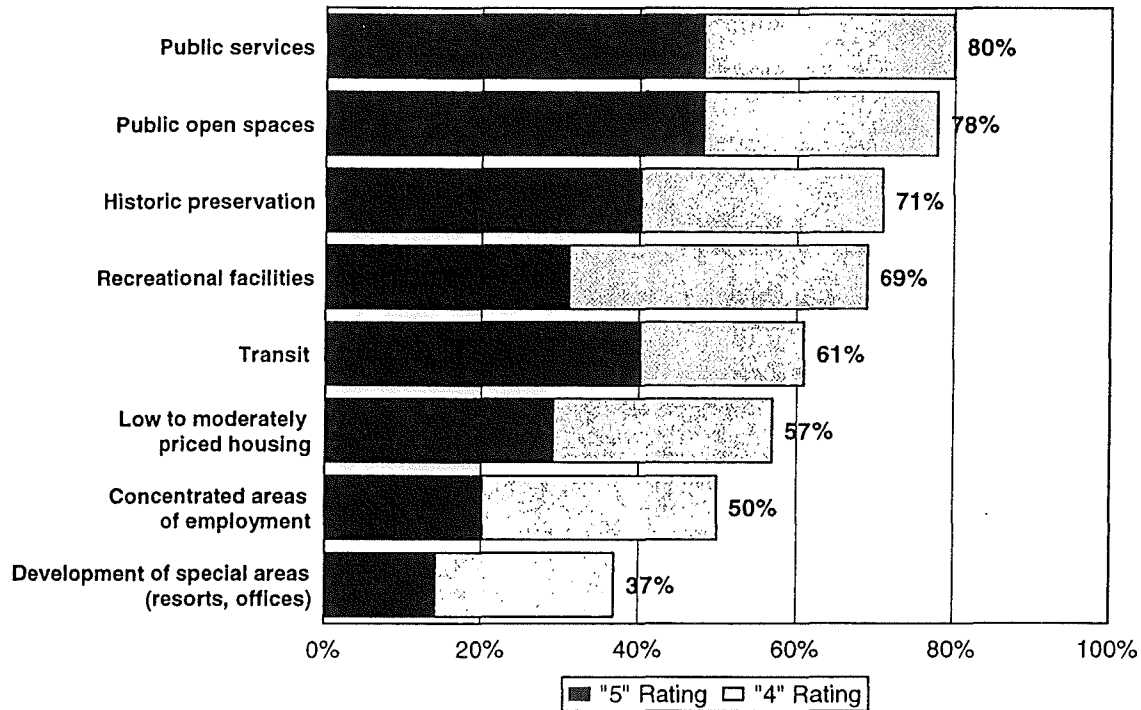
4 to 11: For the following characteristics, please indicate how important you think each one is to the quality of life in the City of Scottsdale using a one to five scale where “1” means “not at all important” and “5” means “very important.”

**B. Importance of Issues to Growing and Maturing City**

Residents are most likely to rate public services such as libraries, senior or youth centers and public open spaces as important to Scottsdale as it matures and grows (80% and 78% gave ratings of “4” or “5”). Approximately five in seven feel historic preservation (71%) and recreational facilities (69%) are important. Approximately three in five residents think transit (61%) and/or moderately priced housing (57%) is important to a maturing Scottsdale. One-half of residents are concerned with focusing on concentrated areas of employment. Residents are least likely to feel the development of special areas such as resorts and medical or professional offices is important to Scottsdale.

# Importance to Maturing City

Summary of 4 + 5 Ratings (5 = very important)



**Again, women are more likely than men to feel all of the issues mentioned are important to Scottsdale as it matures.** In fact, women are significantly more likely than men to rate public services, historic preservation, transit, moderately priced housing, and concentrated areas of employment work sites as important (4 + 5 ratings were 8 to 13 points higher among women).

**Lower income residents are significantly more likely to give high importance ratings to transit, moderately priced housing, and concentrated areas of employment.** Five in seven residents (71%) with an annual household income of less than \$50K feel transit is important to a maturing Scottsdale, however only 56% of those earning \$100K or more feel this way. Additionally, moderately priced housing is rated as important by 77% of those earning less than \$50K annually compared to only 56% earning \$50K to \$99K and 39% of those earning more. Notably, the issue of moderately priced housing ranks second for those with the lowest incomes but sixth among residents overall. Moderately priced housing is also more important to those living in the southern zones (A and B). Finally, nearly three in five of those earning less than \$50K annually (59%) feel concentrated areas of employment are important compared to only 43% of those with the highest incomes (\$100K or higher).

Younger residents are significantly more likely to feel recreational facilities are important to the city (72% vs. 60% of those 55 and older).

**Table 3a: Importance of Issues as Community Matures and Grows  
Summary of Top 2 Ratings  
(4 + 5 where “5” means “very important”)**

Responses	Total (n=561)	Gender		Income		
		Men (n=280)	Women (n=280)	<\$50K (n=146)	\$50K- \$99K (n=214)	\$100K+ (n=133)
Public services like libraries, senior or youth centers	80%	76%	84%	85%	81%	76%
Public open spaces	78	74	81	74	81	76
Historic preservation	71	66	75	73	73	65
Recreational facilities	69	65	72	75	67	71
Transit	61	56	67	71	65	56
Low to moderately priced housing	57	50	63	77	56	39
Concentrated areas of employment/work sites	50	44	56	59	52	43
Development of special areas such as resorts or medical and professional offices	37	36	38	37	39	36

*12 to 19: For this next list of items, please indicate how important you think each one is to the city as the Scottsdale community matures and grows. Please use a one to five scale where “1” means “not at all important” and “5” means “very important.”*

**Table 3b: Importance of Issues as Community Matures and Grows**  
**Summary of Top 2 Ratings by Zone**  
**(4 + 5 where “5” means “very important”)**

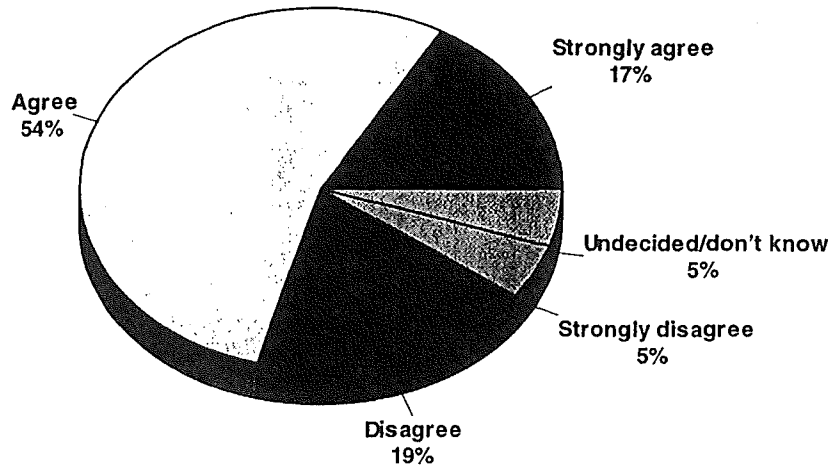
Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Public services like libraries, senior or youth centers	80%	78%	89%	83%	83%	62%
Public open spaces	77	74	84	80	90	82
Historic preservation	70	70	79	67	83	66
Recreational facilities	69	67	71	70	76	60
Transit	62	61	66	60	63	56
Low to moderately priced housing	57	62	55	46	44	38
Concentrated areas of employment/work sites	50	50	48	50	49	36
Development of special areas such as resorts or medical and professional offices	37	34	38	40	51	33

12 to 19: For this next list of items, please indicate how important you think each one is to the city as the Scottsdale community matures and grows. Please use a one to five scale where “1” means “not at all important” and “5” means “very important.”

**C. Importance of Infill as a Growth Management Tool**

Five in seven Scottsdale residents agree that “infill” (i.e. new construction in established areas) is an important growth management tool for the city (71%; 17% strongly agree + 54% agree). Residents with annual household incomes of \$100K or higher are significantly more likely than those earning less to “strongly agree” on the issue (24% vs. 14%). There were no other meaningful differences among demographic groups or planning zones.

**Infill is an Important Growth Mgmt. Tool**  
(New construction in established areas)



**Table 4: Importance of Infill as Management Tool  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
<b>Strongly + Agree</b>	71%	72%	69%	70%	71%	70%
<b>Strongly agree</b>	17%	17%	14%	15%	29%	24%
<b>Agree</b>	54	55	55	55	42	46
<b>Disagree</b>	19	17	27	20	27	18
<b>Strongly disagree</b>	5	6	-	6	-	4

20: Please indicate your level of agreement with the following statement: New construction in established areas, otherwise known as “infill,” is an important growth management tool for the city. Would you say you strongly agree, agree, disagree or strongly disagree?

**D. Areas of Scottsdale in Greatest Need of Improvement**

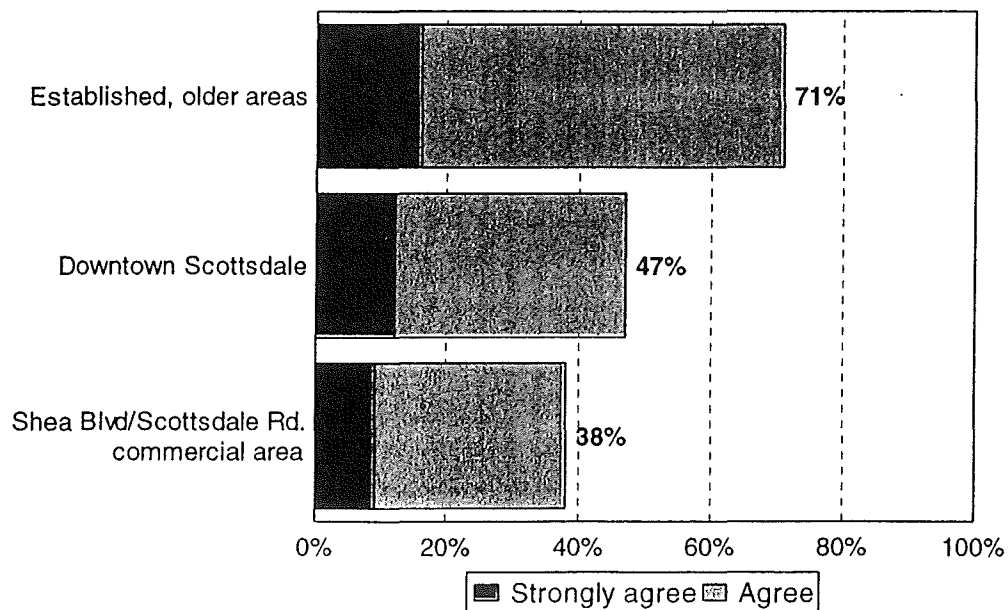
**I. Agreement with General Areas Needing Improvement**

Scottsdale residents are most likely to agree that established, older areas of the city are most in need of improvement and/or development (71% agree). Nearly one-half of residents (47%) feel downtown Scottsdale needs improvement. Residents are least likely to think the Shea Boulevard-Scottsdale Road commercial area needs attention (38%). **It is important to note that residents are most likely to agree rather than strongly agree with the need for improvement in all areas mentioned.**

Residents ages 40 to 54 are significantly more likely than older residents to agree that older, established areas are most in need of improvement (76% vs. 63%).

**There were several demographic differences related to the development or improvement of the Shea Boulevard-Scottsdale Road commercial area.** Residents under 40 are significantly more likely than those 55 and older to feel this area needs attention (43% vs. 32%, respectively). Those who have lived in Scottsdale for less than ten years are significantly more likely than residents who have lived in the city longer to feel the Shea/Scottsdale Road area needs attention (42% vs. 33%). Finally, those with an annual household income of \$100K or more are significantly more likely than those earning less to agree that this area needs improvement or development (48% vs. 34%, respectively).

**Areas in Greatest Need of Improvement**  
Summary of Strongly Agree + Agree



Residents who live in Planning Zone A are significantly more likely than those living in Planning Zone D to agree that older, established areas of Scottsdale need development or improvement (75% vs. 58% compared to 71% overall). Zone C residents are significantly more likely than residents of Zone B to feel downtown Scottsdale needs improvement or development (66% vs. 36% compared to 47% overall).

**Table 5: Areas in Greatest Need of Improvement  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Established, older areas	71%	75%	71%	66%	58%	62%
Downtown Scottsdale	47	46	36	52	42	44
Shea Blvd/Scottsdale Road commercial area	38	34	46	44	49	33

22 to 24: Would you say you strongly agree, agree, disagree or strongly disagree that \_\_\_\_\_ is one of the areas of Scottsdale that is most in need of improvement and/or development:



## 2. *Established Areas in Need of Improvement*

Those who agree that older, established areas of the city need improvement most often say South Scottsdale needs improvement (42%). This is particularly true among residents who have lived in Scottsdale for more than ten years (48% vs. 34% of those who have been in the area for less time). Those living in Planning Zone E are also less likely to feel this way (12% vs. 33% to 45% of those living in other zones).

Approximately one-fourth of residents (26%) think the Los Arcos area needs attention. Those with an annual household income of \$50K or higher are significantly more likely than those earning less to feel this area needs improvement (31% vs. 18%).

**Table 6: Specific Established, Older Areas in Need of Improvement**

Responses	Total (n=401)
South Scottsdale/Camelback to Tempe	42%
Los Arcos area	26%
Old town/downtown Scotts./Fifth Ave. shops	9%
Old houses/apts./mobile homes that need refurbishing	5%
Pima to 68 <sup>th</sup> Street	4%
Galleria area	3%
Area needs cleaning up/store fronts redone	3%
Enforce laws requiring homeowners to keep their property clean/maintained	2%
Indian School/Scottsdale Road	2%
Pima Road to Scottsdale Road	2%
Camelback and Scottsdale Road	2%
McDowell Road and Hayden Road	2%
Scottsdale Road and Shea	2%
McDowell Road and Granite Reef	2%
Other	12%
Don't know	13%

24: (IF AGREE OR STRONGLY AGREE: What specific older area do you think needs improvement: SPECIFY)

**3. Specific Areas in Downtown Scottsdale in Need of Improvement**

Those who agree Downtown Scottsdale needs improvement most often say the Galleria and Old Town Scottsdale need improvement (31% and 21%, respectively). Many residents mentioned Camelback and Scottsdale Road, the Los Arcos area, the Waterfront Project, and South Scottsdale as needing improvement (13%, 13%, 12% and 10%, respectively).

**Table 7: Specific areas of Downtown Scottsdale in Need of Improvement**

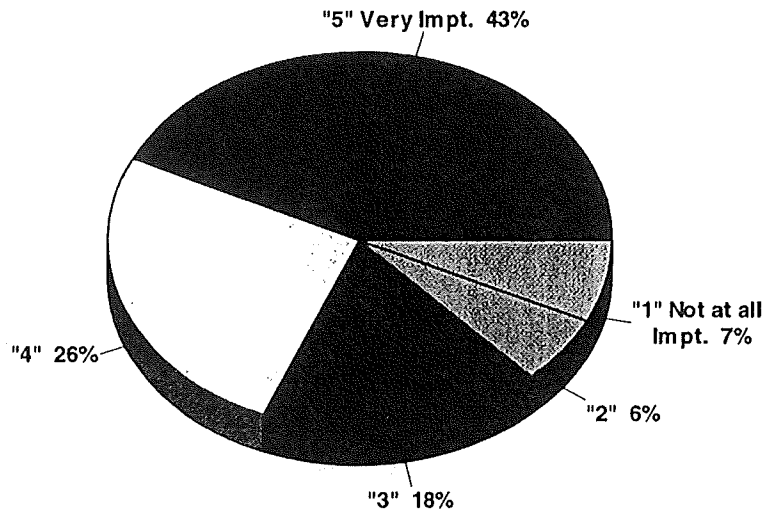
Responses	Total (n=262)
Galleria area	31%
Old town/downtown Scotts./Fifth Ave. shops	21%
Camelback and Scottsdale Road	13%
Los Arcos area	13%
Waterfront project	12%
South Scottsdale/Camelback to Tempe	10%
Area needs cleaning up/store fronts redone	6%
Scottsdale Road (in general)	6%
More parking	2%
Goldwater Blvd. Area	2%
Improve flow of traffic/less congestion/widen streets	2%
Indian School and Scottsdale Road	2%
City of Scottsdale (generally)/not well organized/too congested	2%
Other	10%
Don't know	10%

22: (IF AGREE OR STRONGLY AGREE: Where specifically in Downtown Scottsdale do you think needs improvement: SPECIFY)

**E. Importance for Housing Strategy to Ensure Mix of Housing Choices**

More than two-thirds of Scottsdale residents (69%) feel it is important for the City of Scottsdale to have a strategy to make sure there is a good mix of housing choices for its growing employment population (43% gave a rating of “5” and 26% gave a rating of “4”). Residents with an annual household income less than \$50K are significantly more likely than those earning \$100K or more to feel a mix of housing choices is important (80% vs. 62%). Residents who live in Planning Zone A are significantly more likely than those living in Zone C and Zone D to feel this issue is important (72% vs. 61% and 56%, respectively).

## Importance of Mix of Housing Choices For Scottsdale’s Growing Employment Population



**Table 8: Importance of Good Mix of Housing Choices**

Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=88)	E (n=49)
<b>Top 2 Box (4 + 5)</b>	69%	72%	62%	61%	56%	71%
<b>5 “Very important”</b>	43%	46%	32%	38%	29%	31%
<b>4</b>	26	26	30	23	27	40
<b>3</b>	18	15	21	26	22	16
<b>2</b>	6	5	9	7	10	11
<b>1 “Not at all important”</b>	7	7	7	7	12	2

27: Using a one to five scale where “1” means “not at all important” and “5” means “very important”, how important do you feel it is for the City of Scottsdale to make sure there is a good mix of housing choices for its growing employment population.

## F. Senior Housing

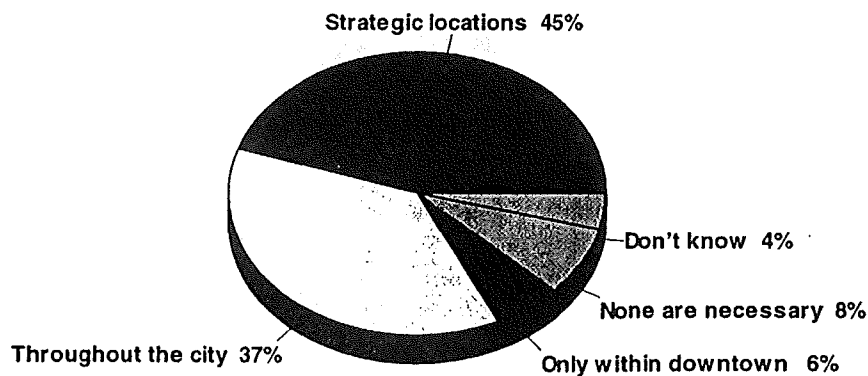
### I. Areas to Increase Senior Housing

Scottsdale residents are most likely to think additional senior housing should be placed at strategic locations adjacent to medical facilities and activity centers (45%). Somewhat fewer (37%) think new senior housing should be dispersed throughout the city. Only 6% believe they should only be built within the downtown area. Nearly one in ten residents (8%) do not feel that any new senior housing is necessary.

Interestingly, there are no significant differences in opinions among different age groups. Residents with an annual household income of \$100K or more are significantly more likely than those earning less than \$50K annually to feel additional senior housing should be placed in strategic locations (51% vs. 38%, respectively).

Residents who live in Planning Zone D are significantly more likely than those living in Zone A to believe new senior housing should be located strategically (58% vs. 41%). Finally, Zone A residents are significantly more likely than Zone E residents to think new housing for seniors should be scattered throughout the city (40% vs. 24%).

## Areas to Increase Senior Housing For Future Increase in Scottsdale's Aging Population



**Table 9: Location of Additional Senior Housing**

Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
<b>At strategic locations adjacent to medical facilities and activity centers</b>	45%	41%	46%	49%	58%	51%
<b>Throughout the city</b>	37	40	32	36	29	24
<b>Only within the downtown area</b>	6	5	12	7	5	7
<b>None are necessary</b>	8	10	7	6	5	14
<b>Don't know/No answer</b>	4	5	2	3	2	4

28: To ensure adequate housing to accommodate the future growth in the aging community as the Baby Boomers get older, do you think the city needs to increase assisted-living facilities and senior townhouses or condo housing...

2. *Potential Senior Housing and Care Solutions*

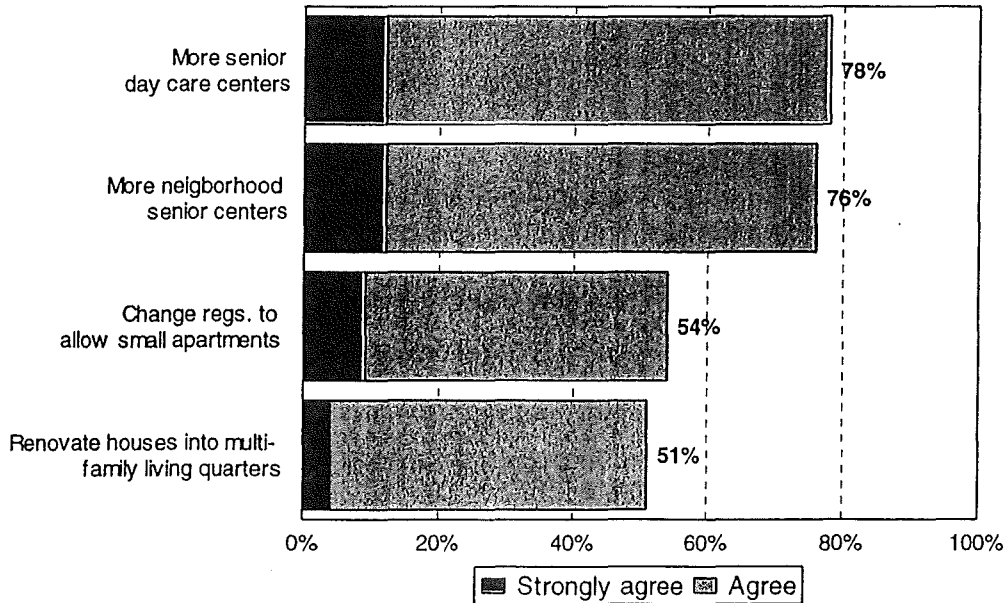
Scottsdale residents are most likely to agree providing more senior day care centers and/or neighborhood senior centers would be good housing and care solutions for seniors (78% and 76% strongly agree or agree, respectively). Approximately one-half of residents think changing regulations to allow more small apartments and/or renovating some houses into multi-family living quarters are good solutions (54% and 51%, respectively). It is important to note, however, that support is “reserved” with the majority agreeing rather than strongly agreeing with the solutions. Interestingly, there are no significant differences among the opinions of older and younger residents.

Women are significantly more likely than men to agree that all but one of the solutions are good (strongly agree + agree ratings were 9 to 13 points higher among women). Women are only slightly more likely than men to feel changing regulations to allow more small apartments is a good housing solution (58% vs. 50%).

Residents who have lived in Scottsdale for ten years or less are significantly more likely than those who have lived in the area a longer period of time to agree renovating some houses into multi-housing living quarters is a good idea (57% vs. 46%, respectively).

## Potential Senior Housing and Care Solutions

### Summary of Strongly Agree + Agree



**Table 9: Location of Additional Senior Housing**

Responses	Total (n=561)	Planning Zone				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
At strategic locations adjacent to medical facilities and activity centers	45%	41%	46%	49%	58%	51%
Throughout the city	37	40	32	36	29	24
Only within the downtown area	6	5	12	7	5	7
None are necessary	8	10	7	6	5	14
Don't know/No answer	4	5	2	3	2	4

28: To ensure adequate housing to accommodate the future growth in the aging community as the Baby Boomers get older, do you think the city needs to increase assisted-living facilities and senior townhouses or condo housing...

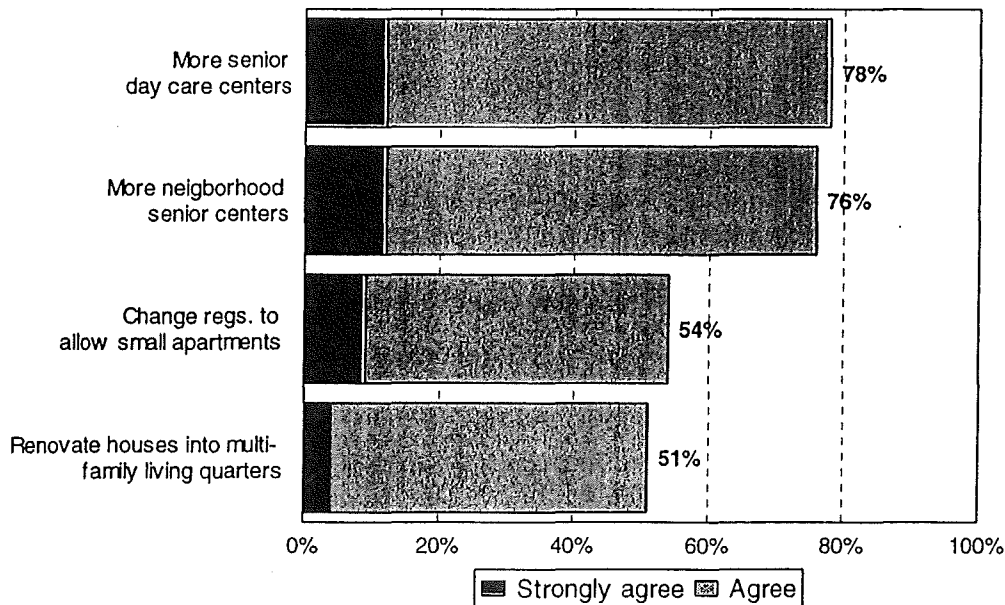
**2. Potential Senior Housing and Care Solutions**

Scottsdale residents are most likely to agree providing more senior day care centers and/or neighborhood senior centers would be good housing and care solutions for seniors (78% and 76% strongly agree or agree, respectively). Approximately one-half of residents think changing regulations to allow more small apartments and/or renovating some houses into multi-family living quarters are good solutions (54% and 51%, respectively). It is important to note, however, that support is “reserved” with the majority agreeing rather than strongly agreeing with the solutions. Interestingly, there are no significant differences among the opinions of older and younger residents.

Women are significantly more likely than men to agree that all but one of the solutions are good (strongly agree + agree ratings were 9 to 13 points higher among women). Women are only slightly more likely than men to feel changing regulations to allow more small apartments is a good housing solution (58% vs. 50%).

Residents who have lived in Scottsdale for ten years or less are significantly more likely than those who have lived in the area a longer period of time to agree renovating some houses into multi-housing living quarters is a good idea (57% vs. 46%, respectively).

**Potential Senior Housing and Care Solutions  
Summary of Strongly Agree + Agree**





**Table 10a: Location of Additional Senior Housing  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Gender	
		Men (n=280)	Women (n=280)
Provide additional senior day care centers	78%	71%	84%
Provide additional neighborhood senior centers	76	71	81
Change regulations to allow more small apartments	54	50	58
Renovate some houses into multi-family living quarters	51	47	56

29 to 32: The next list of items are other possible solutions that would provide additional housing and care for the elderly in Scottsdale. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one would be a good solution.

Residents who live in Planning Zone B are significantly more likely than those living in Zone E to agree that all (save the renovation of houses) are good housing and care solutions. Planning Zone D residents are significantly more likely than those in Zone E to agree that additional senior day care centers is a good solution (83% vs. 64%, respectively). Zone E residents are significantly less likely than those living in zones B, C and D to agree changing regulations to allow small apartments is a good solution (Zone E residents gave a strongly + agree rating 18 to 28 points lower than those in Zones B, C and D).

**Table 10b: Location of Additional Senior Housing  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Provide additional senior day care centers	78%	77%	82%	74%	83%	64%
Provide additional neighborhood senior centers	76	75	82	76	73	62
Change regulations to allow to small apartments	54	52	64	56	61	38
Renovate some houses into multi-family living quarters	52	52	50	50	56	40

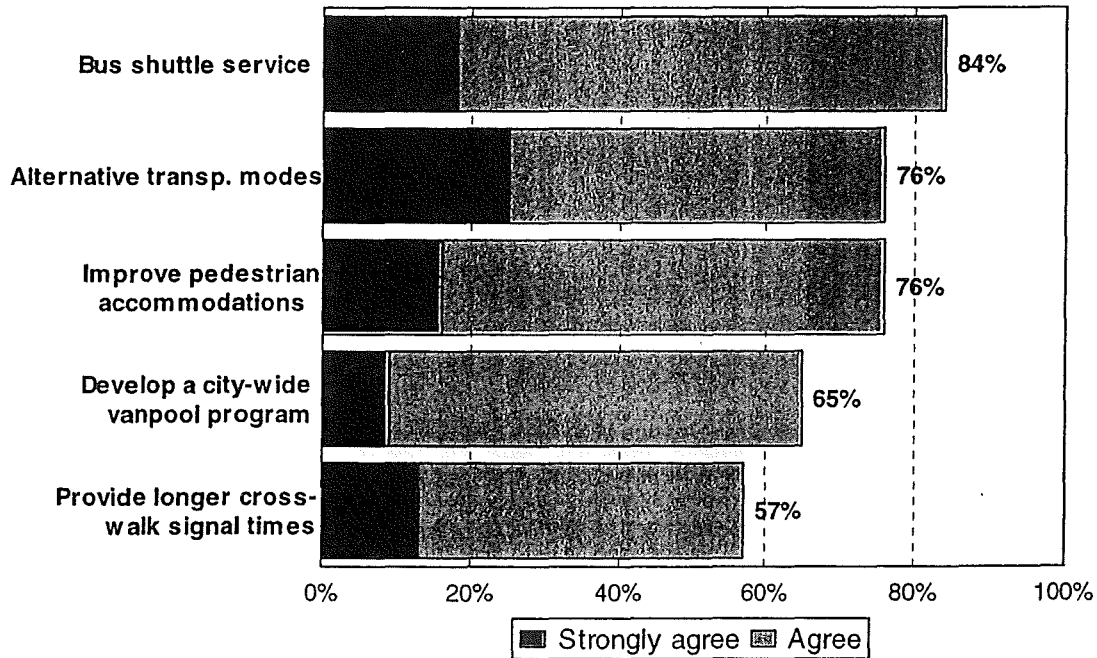
29 to 32: The next list of items are other possible solutions that would provide additional housing and care for the elderly in Scottsdale. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one would be a good solution.

### G. Transportation Solutions

Residents were most optimistic that providing a bus shuttle service to and from facilities and activities would help Scottsdale residents move about the city better (84% strongly agree + agree). Three fourths of residents agree developing alternative transportation modes such as improved public transit or light rail and/or improving pedestrian accommodations with more sidewalks, paths and shade would be good solutions (both at 76%). Nearly two-thirds (65%) agree with developing a city-wide vanpool program. Residents are the least likely to think longer cross walk signal times will help residents move around the city better (57%). Once again, however, only a minority of residents strongly agree with each of these solutions.

## Transportation Solutions

### Summary of Strongly Agree + Agree



Women are significantly more likely than men to agree that most solutions will help citizens get around the city better (strongly agree + agree ratings were 8 to 17 points higher among women). Women were only slightly more likely to agree that improved pedestrian accommodations would be helpful (77% vs. 73% for men).

Scottsdale's youngest residents (under 40) are significantly more likely than those 55 and older to feel alternative modes of transportation will help residents (81% vs. 68%). Residents under 55 are significantly more likely than those 55 and older to agree improving pedestrian accommodations will assist residents to better move around Scottsdale (79% vs. 64%, respectively).

Finally, residents with an annual household income under \$50K are significantly more likely than those earning more to feel a city-wide vanpool program and/or longer cross walk signals will be helpful (76% vs. 63% and 65% vs. 52%, respectively).

**Table 11a: Solutions to Help Scottsdale Residents Move About the City  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Gender		Age		
		Men (n=280)	Women (n=280)	<40 (n=171)	40-54 (n=238)	55+ (n=145)
Provide a bus shuttle service to and from facilities and activity centers	85%	80%	90%	82%	85%	88%
Develop alternative transportation modes, such as improved public transit or light rail	76	72	80	81	78	68
Improve pedestrian accommodations such as sidewalks, paths, shade, etc.	76	73	77	80	78	64
Develop a city-wide vanpool program	65	58	72	62	64	70
Provide longer crosswalk signal times	57	47	64	55	56	58

33 to 37: Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one of the following solutions would help Scottsdale residents move about the city better:

Residents of Planning Zones B and C are significantly more likely than those in Zone E to agree that a bus shuttle will help (88% vs. 71%). Residents who live in Zones A and C are significantly more likely than those living in Zone E to think alternative transportation modes will help residents move around Scottsdale (78% and 76% vs. 60%, respectively). Zone D residents are most likely to feel improved pedestrian accommodations will be helpful (88% vs. 64% to 77% for those living in other planning zones). Finally, those residing in Zone E are significantly less likely than all other residents to agree that longer crosswalk signal times would help citizens (36% vs. 52% to 70% of those living in other zones).

**Table 11b: Solutions to Help Scottsdale Residents Move About the City  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Provide a bus shuttle service to and from facilities and activity centers	85%	83%	88%	88%	76%	71%
Develop alternative transportation modes, such as improved public transit or light rail	76	78	64	76	76	60
Improve pedestrian accommodations such as sidewalks, paths, shade, etc.	75	76	77	71	88	64
Develop a city-wide vanpool program	65	65	68	63	61	58
Provide longer crosswalk signal times	56	56	70	52	58	36

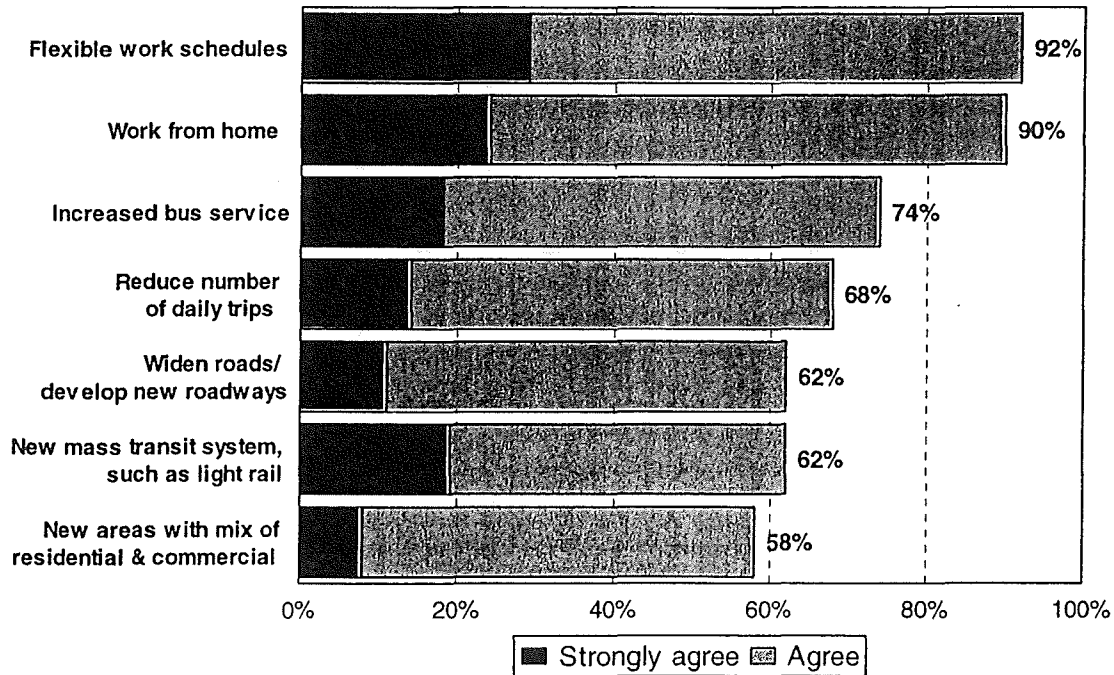
33 to 37: Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one of the following solutions would help Scottsdale residents move about the city better:

**H. Traffic and Congestion Solutions**

Nearly all Scottsdale residents feel that flexible work schedules and the ability to work from home would help to relieve the increasing traffic and congestion in Scottsdale (92% and 90% strongly agree + agree). Women are particularly likely to think working from home is a good solution to traffic (94% vs. 85% of men).

Residents are next most likely to agree increased bus service (74%) and encouraging residents to reduce the number of trips they make each day (68%) would help reduce traffic congestion. Approximately three in five Scottsdale residents believe widened or new roadways, a new mass transit system, and/or building areas with a high concentration of residential and commercial uses that can support transit would help Scottsdale’s growing congestion problem (62%, 62% and 58%, respectively). As mentioned in previous sections, Scottsdale residents are more likely to agree rather than strongly agree that the solutions will be helpful.

**Traffic and Congestion Solutions**  
**Summary of Strongly Agree + Agree**



Scottsdale residents under 40 are significantly more likely than older residents to agree a new mass transit system would help the city alleviate traffic congestion (72% strongly agree + agree vs. 62% of those 40 to 54 and 53% of those 55 and older). Scottsdale’s youngest residents also are more likely than those ages 40 to 54 to agree widening roads or developing new roadways will help relieve congestion (69% vs. 56%, respectively).

A flexible work schedule and working from home are more popular solutions among residents with an annual household income of \$50K to 99K (96% and 92% vs. 88% and 84% of those earning less).

Finally, residents who have lived in Scottsdale for ten years or less are significantly more likely than those who have been in the area for more than ten years to agree that a new mass transit system would help the city (70% vs. 56%).

**Table 12a: Solutions to Help Relieve Traffic and Congestion in Scottsdale  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Age			Income		
		<40 (n=171)	40-54 (n=238)	55+ (n=145)	<\$50K (n=146)	\$50K- \$99K (n=214)	\$100K+ (n=133)
Encouraging employers to allow employees to work flexible work schedules	92%	91%	94%	90%	88%	96%	92%
Encouraging employers to allow employees to work from home	90	90	91	85	84	92	91
Increased bus service	74	74	76	70	81	73	72
Encouraging residents to reduce the number of trips they make each day	68	68	68	70	66	72	68
Widening existing roads and developing new roadways	62	69	56	61	58	64	67
A new mass transit system, such as light rail	62	72	62	53	63	63	67
Building areas with a mix of residential and commercial uses that would have a high enough concentration of people to support a transit system	58	62	57	53	63	59	61

38 to 44: Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following solutions would help to relieve the increasing traffic and congestion in Scottsdale:

Scottsdale residents living in Planning Zone D are significantly more likely than those living in zones A and E to feel encouraging employers to allow employees to work from home would be a good solution (95% vs. 87% and 82%, respectively).

Zone A and Zone D residents are more likely than those in Zone E to feel increased bus service would help relieve mounting traffic and congestion (76% and 80% vs. 54%)

**Table 12b: Solutions to Help Relieve Traffic and Congestion in Scottsdale  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=88)	E (n=49)
Encouraging employers to allow employees to work flexible work schedules	92%	92%	93%	93%	95%	89%
Encouraging employers to allow employees to work from home	89	87	93	91	95	82
Increased bus service	74	76	71	69	80	54
Encouraging residents to reduce the number of trips they make each day	68	65	77	72	76	69
Widening existing roads and developing new roadways	61	62	62	59	73	67
A new mass transit system, such as light rail	62	62	55	65	66	51
Building areas with a mix of residential and commercial uses that would have a high enough concentration of people to support a transit system	58	60	52	54	61	49

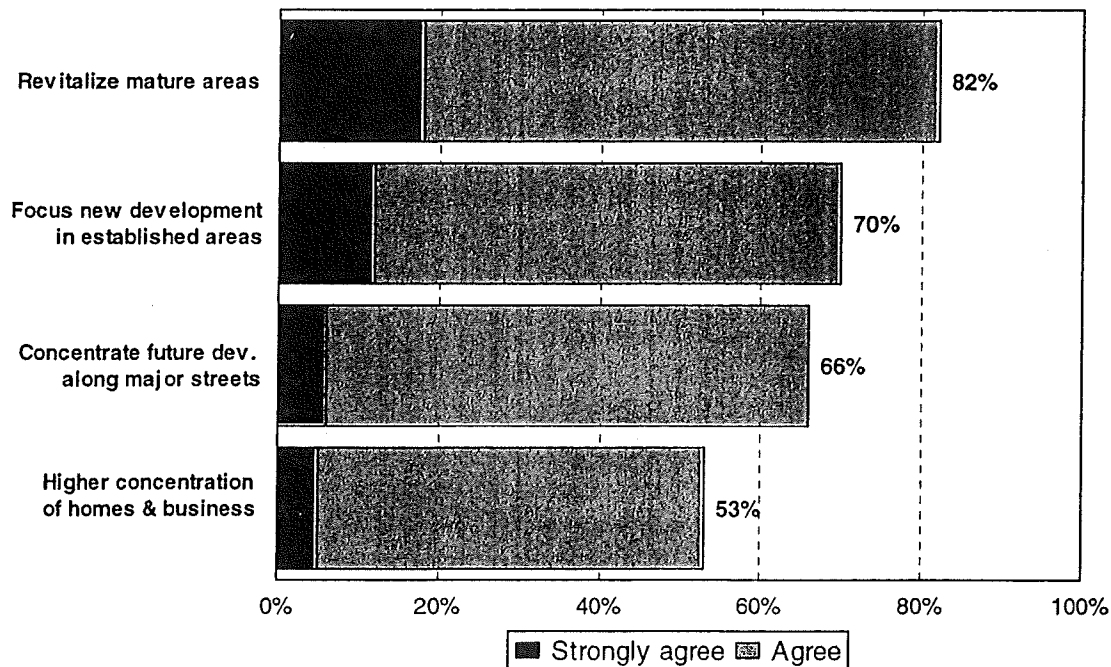
38 to 44: Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following solutions would help to relieve the increasing traffic and congestion in Scottsdale:

**I. Improve Usefulness of Public Transit in Scottsdale**

**I. Potential Solutions**

Scottsdale residents are most likely to think revitalizing mature areas of the city that already have a high concentration of people and businesses will increase the usefulness of Scottsdale’s transit system (82% strongly agree + agree). Residents are next most likely to feel providing incentives for developers and builders to focus new developments in already established areas (70%) and/or concentrating future city development along major streets (66%) are helpful solutions. Residents are least likely to think constructing new areas of the city that would have a higher concentration of homes and businesses would improve the usefulness of public transit in Scottsdale (53%). Again, a majority of citizens agree and a minority strongly agrees with the solutions.

**Improve Usefulness of Public Transit  
Summary of Strongly Agree + Agree**





Younger residents are more likely than residents 55 and older to feel providing incentives for developers and builders to focus new development in established areas and revitalizing mature areas are solutions that would help transit be more useful (75% vs. 60% and 86% vs. 73% respectively).

Men and those with an annual household income of \$100K or higher are significantly more likely than their comparative groups to feel focusing new development in established areas is a good solution (76% vs. 65% of women and 77% vs. 64% of those earning less than \$50K).

**Table 13a: Improve the Usefulness of Public Transit in Scottsdale  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Age		
		<40 (n=171)	40-54 (n=238)	55+ (n=145)
<b>Revitalize mature areas of the city that already have a higher concentration of people and businesses</b>	82%	86%	86%	73%
<b>Provide incentives for developers and builders to focus new development in already established areas</b>	70	78	73	60
<b>Concentrate future city development along major streets</b>	66	70	67	59
<b>Construct new areas of the city that would have a higher concentration of homes and businesses</b>	53	56	52	50

*45 to 48: In order to improve the usefulness of public transit in Scottsdale, the city will need to have concentrated areas of residential and commercial development and not have everything spread out. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following possible solutions would help:*

Zone D residents are most likely to think concentrating development along major streets is a good solution and significantly more likely to believe this than those in Zones B and C. Residents living in Planning Zone A are more likely than those living in Zones C and E to like the solution of constructing new areas of the city that would have a higher concentration of homes and businesses (57% vs. 44% and 42%, respectively).

**Table 13b: Improve the Usefulness of Public Transit in Scottsdale  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Revitalize mature areas of the city that already have a higher concentration of people and businesses	82%	82%	82%	85%	85%	87%
Provide incentives for developers and builders to focus new development in already established areas	70	71	75	70	80	66
Concentrate future city development along major streets	66	68	54	64	80	64
Construct new areas of the city that would have a higher concentration of homes and businesses	53	57	46	44	56	42

45 to 48: In order to improve the usefulness of public transit in Scottsdale, the city will need to have concentrated areas of residential and commercial development and not have everything spread out. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following possible solutions would help:

## 2. *Areas to Build Up to Support Public Transit*

Residents most often say the city should focus on building up downtown Scottsdale to support public transit (22%). **Specifically, residents frequently mention South Scottsdale and Los Arcos (17%) and North Scottsdale and the Air Park (16%) as areas that should be built up for public transit.** One in ten feel building should take place within new developments that are already planned with higher concentrations of people or businesses (11%), along resort or office employment corridors (10%), and/or within mature, older neighborhoods (10%). **It is important to note that one in four residents (24%) say they do not know what areas the city should focus on.**

**Table 14: Areas to Build Up to support Public Transit**

<b>Responses</b>	<b>Total (n=561)</b>
<b>Downtown Scottsdale</b>	22%
<b>South Scottsdale/Los Arcos</b>	17%
<b>North Scottsdale/Air Park</b>	16%
<b>Within new developments that are already planned with higher concentration of people or businesses</b>	11%
<b>Along the resort/office employment corridors</b>	10%
<b>Within mature, older neighborhoods</b>	10%
<b>Along Indian Bend Wash</b>	7%
<b>Scottsdale Road</b>	4%
<b>Along Shea and Scottsdale Road</b>	3%
<b>East Scottsdale</b>	2%
<b>Hayden</b>	2%
<b>Other</b>	7%
<b>Don't know</b>	24%

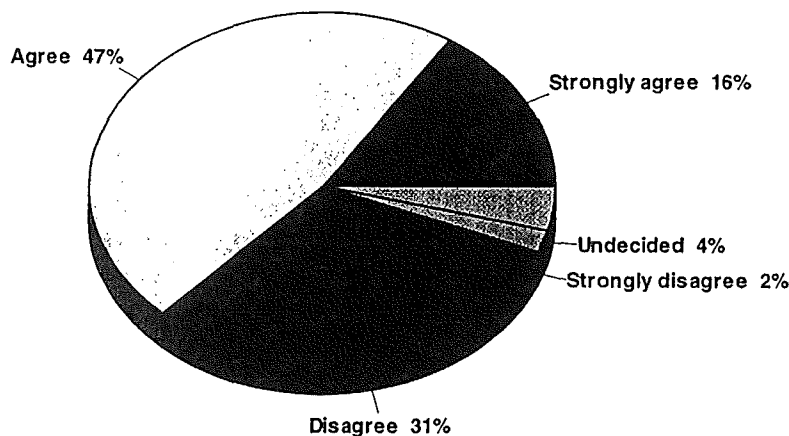
*49: If Scottsdale were to build up areas of the city so that it has a higher concentration of people and businesses to support public transit, which areas do you think it should focus on?*

**J. Higher Education Institutions**

**I. City Should Recruit Higher Education Institutions to Locate in Scottsdale**

Nearly two-thirds of residents (63%) feel the City of Scottsdale should recruit higher education institutions to locate within the city limits. However, the support is moderate with the majority (47%) only “agreeing” and minority (16%) “strongly agreeing.” Younger residents (under 40) are significantly more likely than those 55 and older to feel this way (70% vs. 53%). Those who have lived in Scottsdale for ten years or less are also more likely to think the city should recruit higher education institutions (69% vs. 58% of those who have lived in Scottsdale longer). Residents of Zone B are most likely to agree the city should recruit these institutions to locate in Scottsdale (69% vs. 51% of those in Zone E and 63% to 64% of those in other zones).

## Recruit Higher Education Institutions to Locate in Scottsdale



**Table 15: City Should Recruit Higher Education Institutions  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
<b>Strongly Agree + Agree</b>	63%	63%	69%	63%	64%	51%
<b>Strongly agree</b>	16%	15%	21%	17%	27%	7%
<b>Agree</b>	47	48	48	46	37	44
<b>Disagree</b>	31	30	27	32	34	44
<b>Strongly disagree</b>	2	2	2	1	2	-
<b>Undecided/don't know</b>	4	5	2	4	-	6

51: Do you strongly agree, agree, disagree, or strongly disagree that the city should recruit higher education institutions to locate within the city limits.

## 2. *Locations for Higher Education Institutions*

One-fourth of those who think the City of Scottsdale should recruit institutions of higher education to locate in Scottsdale offer no suggestion as to where they should be placed within Scottsdale (26% “don’t know”). Some recommend putting them in a central location (11%), in the downtown area (9%), and in North Scottsdale (9%).

**Table 16: Locations for Higher Education Institutions**

Responses	Total (n=354)	Planning Zone				
		A (n=164)	B (n=39)	C (n=94)	D (n=26)	E (n=28)
Centrally located	11%	9%	23%	12%	12%	11%
Downtown area	9	8	-	16	4	-
North Scottsdale	9	7	18	10	15	14
Anywhere	7	6	10	6	12	4
South Scottsdale	5	6	8	4	-	4
Near the 101	4	4	3	5	-	7
The Scottsdale Air Park	4	1	5	10	12	4
Near Scottsdale Community College	3	2	-	6	8	-
Northeast area of Scottsdale	3	3	10	3	-	4
Where there is open land	3	4	3	2	-	11
Los Arcos/McDowell and Scottsdale Road	3	4	-	3	-	-
Galleria	3	4	-	1	-	4
Indian Reservation	2	3	3	1	-	4
Near residential areas	2	3	-	1	4	4
Outlying areas	2	2	-	2	-	4
Other	10	11	8	18	19	22
Don't know/no answer	26	28	20	19	23	21

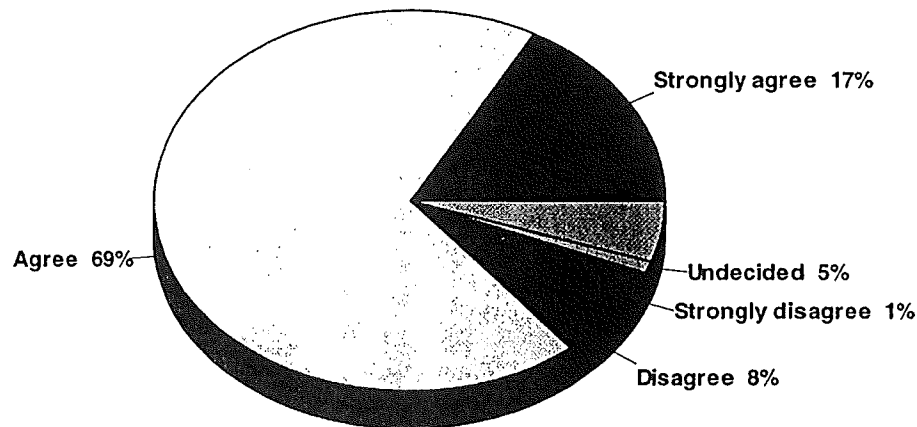
52: IF STRONGLY AGREE OR AGREE: where should these education institutions be located?  
Any other locations come to mind?

**K. Adapting or Developing Multi-Use Facilities**

**I. City Should Investigate Adapting or Developing Multi-Use Facilities**

Nearly six in seven residents (86%) agree that the city should investigate the development of multiple-use facilities or adapt existing facilities such as schools, senior community centers, and general community centers that can meet a variety of needs for the changing demographics in the community. Support, however, is moderate with only 17% strongly agreeing and 69% agreeing. There were no significant differences among demographic groups or planning zones.

## City Should Investigate Adapting or Developing Multi-Use Facilities



**Table 17: Development of Multiple-use Facilities or Adapt Existing Facilities  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
<b>Strongly Agree + Agree</b>	86%	84%	80%	89%	85%	84%
<b>Strongly agree</b>	17	18	12	15	22	13
<b>Agree</b>	69	66	68	74	63	71
<b>Disagree</b>	8	9	14	5	10	6
<b>Strongly disagree</b>	1	1	-	1	5	2
<b>Undecided/don't know</b>	5	6	5	5	-	9

53: Do you strongly agree, agree, disagree, or strongly disagree that the city should investigate the development of multiple-use facilities or adapt existing facilities such as schools, senior community centers, and general community centers that can meet a variety of needs for the changing demographics in the community?

## 2. Locations for Multi-Use Facilities

Nearly one-fourth of residents (23%) who feel the city should investigate the development of multiple-use facilities or adapt existing facilities think it should adapt existing buildings and schools for multi-use facilities. One in ten (10%) think they can go “any place” or “throughout the city.” Others feel they should be placed in North Scottsdale, downtown, and/or where there’s a large population (6%, 5% and 5%, respectively). It is important to note that one-third of residents offered no suggestions (33% “don’t know”).

**Table 18: Locations for Facilities**

Responses	Total (n=479)	A (n=218)	B (n=45)	C (n=132)	D (n=35)	E (n=46)
Existing buildings/existing schools	23%	22%	22%	26%	31%	30%
Any place/all around/throughout the city	10	11	11	12	-	2
North Scottsdale	6	5	9	8	6	4
Downtown area	5	5	-	5	9	2
Where there’s a large population	5	5	4	4	9	6
Centrally located	4	4	11	4	6	2
South Scottsdale	4	5	2	3	-	2
Near residential areas	3	3	-	3	6	2
Galleria	3	2	2	4	-	-
Where transit is easy to access	2	2	-	1	-	-
Los Arcos/McDowell and Scottsdale Road	1	1	-	2	-	2
Where there is open land	1	1	4	2	-	-
Air Park	1	1	-	1	-	2
Northeast area	1	-	-	2	3	-
Near the 101	1	-	-	2	-	-
Other	3	1	2	4	9	4
Don’t know/no answer	33	35	33	28	26	41

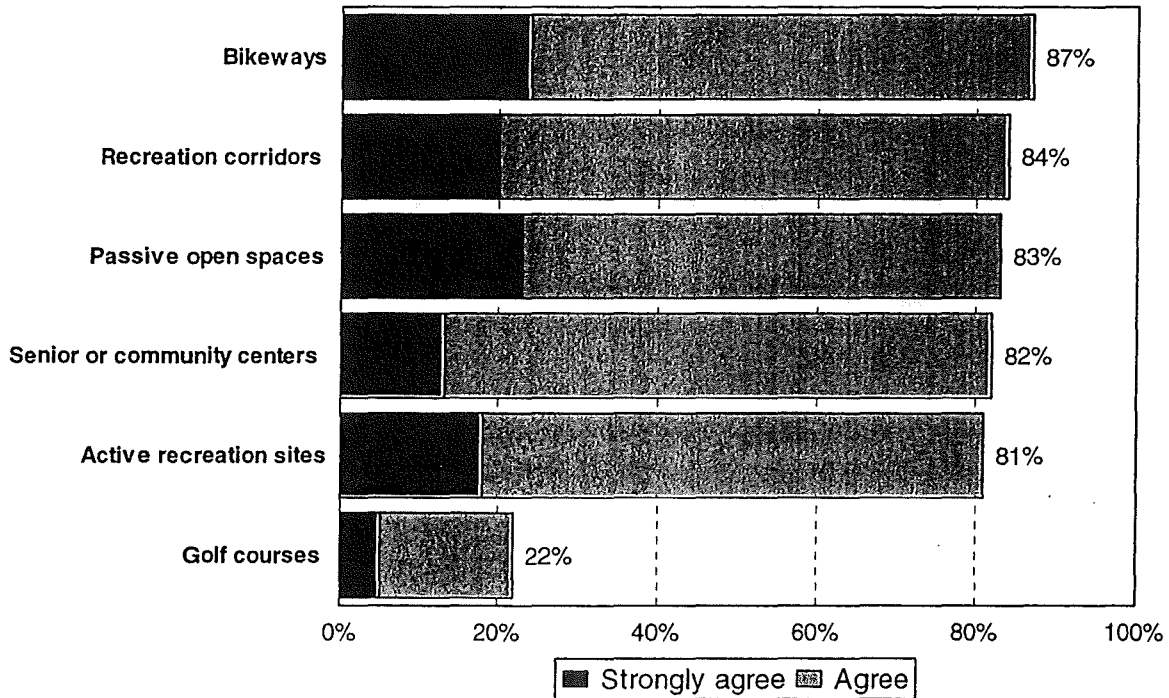
54: IF STRONGLY AGREE OR AGREE: where should the facilities be located? Any other locations come to mind?

**L. Parks and Recreational Facilities**

***1. City to Provide or Encourage Development of Parks and Facilities***

A majority of Scottsdale residents agree the city should provide or encourage the development of all facilities mentioned except for golf courses. Support, however, for each is moderate with the majority “agreeing” and “not strongly agreeing.” Although residents are most likely to agree the city should promote additional bikeways (87%), at least four in five residents feel recreation corridors (84%), passive open spaces (83%), senior or community centers (82%), and active recreation sites (81%) should be developed. Only 22% feel the city should be involved in the development of golf courses.

**Recreational Facilities Needed**  
**Summary of Strongly Agree + Agree**





Interestingly younger residents (under 55) are significantly more likely than those 55 and older to agree senior or community centers should be developed (87% of those <40 and 83% of those ages 40 to 54 vs. 73% of those 55 and older). In addition, Scottsdale's youngest residents (under 40) are more likely than those 55 and older to agree the city should promote the development of active recreation sites (88% vs. 72%) and golf courses (28% vs. 14%). Men are significantly more likely than women to support the development of additional golf courses (28% vs. 16%).

Residents with an annual household income of \$50K to \$99K are significantly more likely than those earning less to agree recreation corridors need to be developed (90% vs. 79%). Those earning \$50K or more are more likely than those earning less to support the provision of passive open spaces (88% vs. 73%, respectively). Finally, residents earning less than \$50K annually are significantly more likely than those earning \$100K or more to feel there is a need for more senior or community centers (87% vs. 78%, respectively).

**Table 19a: City Involvement in Development of Recreational Facilities  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Age			Income		
		<40 (n=171)	40-54 (n=238)	55+ (n=145)	<\$50K (n=146)	\$50K- \$99K (n=214)	\$100K+ (n=133)
<b>Bikeways</b>	87%	89%	88%	81%	85%	91%	89%
<b>Recreation corridors like the Indian Bend Wash</b>	84	85	86	81	79	90	86
<b>Passive open spaces like the McDowell Sonoran Preserve</b>	83	81	86	79	73	88	88
<b>Senior or community centers</b>	82	87	83	73	87	84	78
<b>Active recreation sites for activities such as basketball, football, tennis, etc.</b>	81	88	80	72	79	83	82
<b>Golf courses</b>	22	28	22	14	16	24	25

55 to 60: The need for parks and recreation facilities is growing faster than the facilities are being built. Please indicate if you strongly agree, agree, disagree, or strongly disagree that the city provide or encourage the development of the following recreational facilities:

Residents living in planning Zones C and E are significantly more likely than those living in Zone A to agree the city should provide or encourage the development of passive open spaces (88% and 91% vs. 79%, respectively). Residents of Zone E are significantly more likely than residents living in all other zones to agree golf courses need to be developed (38% vs. 12% to 23%).

**Table 19b: City Involvement in Development of Recreational Facilities  
Summary of Strongly Agree + Agree**

Responses	Total (n=561)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=88)	E (n=49)
<b>Bikeways</b>	87%	86%	91%	88%	80%	87%
<b>Recreation corridors like the Indian Bend Wash</b>	85	84	82	87	85	82
<b>Passive open spaces like the McDowell Sonoran Preserve</b>	82	79	84	88	88	91
<b>Senior or community centers</b>	81	81	86	81	80	74
<b>Active recreation sites for activities such as basketball, football, tennis, etc.</b>	80	79	86	83	78	78
<b>Golf courses</b>	22	23	12	22	17	38

55 to 60: The need for parks and recreation facilities is growing faster than the facilities are being built. Please indicate if you strongly agree, agree, disagree, or strongly disagree that the city provide or encourage the development of the following recreational facilities:

## 2. Other Priorities for Parks and Recreational Facilities

In addition to recreation facilities presented in the previous section, many Scottsdale residents think open spaces and parks, youth recreation centers, and public swimming pools should be a city priority (9%, 8% and 8%, respectively). Citizens mention a variety of recreation facilities the city should focus on providing.

**Table 20: Other Priorities for Parks or Recreational Facilities**

Responses	Total (n=516)	Planning Zones				
		A (n=260)	B (n=56)	C (n=149)	D (n=38)	E (n=49)
Open spaces/parks (greenbelts, ball fields)	9%	8%	9%	11%	10%	6%
Youth/recreation centers	8	8	11	4	22	11
Public swimming pools	8	5	12	12	7	4
Bike paths	5	4	5	9	2	4
Natural preserves	3	2	7	4	2	9
Playgrounds	3	2	4	4	12	6
State Parks	3	3	2	3	7	4
Baseball fields	3	3	-	4	2	2
Dog parks	3	2	7	3	5	-
More shade/ramadas	3	3	7	3	2	-
Hiking trails	3	2	7	4	2	9
Neighborhood parks (general)	3	3	5	1	5	2
Recreation areas (general)	2	2	2	3	2	4
Multi-function parks	2	2	4	1	-	-
Basketball courts	2	1	2	3	10	2
Fishing/Parks with lakes	2	2	2	2	-	-
Facilities similar to Indian Bend	2	2	2	1	-	4
Indoor facilities for sports	2	2	-	3	-	-
Tennis courts	1	1	-	1	5	6
Roller skating facilities	1	2	-	1	2	2
Senior centers	1	1	-	1	2	-
Horseback/riding trails	1	1	2	1	-	2
Volleyball courts	1	1	-	1	-	-
None	11	11	4	15	7	11
Other	4	3	7	4	7	7
Don't know/no answer	34	40	16	26	29	34

61: Are there any other types of parks or recreation facilities you think the city should make a priority?

### III. Comparison of Informal Survey Results and Formal Study

BRW collected General Plan survey data from Scottsdale residents during February, March and April 2000. Citizens who attended city meetings or called the city with inquiries were given the survey. The survey instrument was a self-administered paper survey. Several questions from the paper survey were adapted and used for the formal General Plan telephone study conducted by WestGroup Research. A comparison of the results of all similar questions is shown in this section.

It is important to keep in mind that the self-administered paper survey was only given to residents who made the effort to attend city meetings or call the city. In contrast, the telephone study is representative of all Scottsdale residents. Additionally, in many cases questions and answers were worded differently. The paper survey often uses an agree scale that includes the option of “undecided,” whereas the phone study agree scale excludes this option. There are numerous differences in the opinions of the samples who participated in the self-administered study and the sample who participated in the telephone study. It is difficult to ascertain which differences are due to the nature of the samples and which are due to the wording of questions, answers, or the scale.

The telephone study sample is referred to as the “general population” and those who participated in the paper survey are referred to as the “highly interested” population.

### A. Important Characteristics of Scottsdale

The highly interested population of Scottsdale is somewhat more likely to feel all issues are important to the city. Both samples shared similar opinions of safety, the physical appearance of the city, and convenient access. The most notable differences between the samples are the opinions of the importance of community events. Nearly two-thirds of the highly interested population felt it was important compared to only 45% of the general population (a 19 point difference).

**Table 21: Importance of Quality of Life Issues  
Summary of Top 2 Ratings**

Responses	Phone Study (n=561)	Paper Study (n=298)
Safety	94%	92%
Physical appearance of the city	90	92
Community and neighbors living in Scottsdale	79	89
Open spaces and land preserves	79	88
Convenient access to services	78	77
Community facilities and services available	74	85
The buildings and landscaping in the city	73	84
Community events	45	64

*Phone Study:* For the following characteristics, please indicate how important you think each one is to the quality of life in the City of Scottsdale using a one to five scale where "1" means "not at all important" and "5" means "very important."

*Paper Survey:* The most important characteristics of the city are: (choices of strongly agree, agree, undecided, disagree, strongly disagree)

## B. Importance of Issues as Community Matures and Grows

Both populations studied held similar opinions of the need for moderately priced housing and concentrated areas of employment as the city matures and grows. However, the **highly interested population was more likely than the general population to feel there is a need to develop special areas such as resorts or medical and professional offices (54% vs. 37%).**

**Table 22: Importance of Issues as Community Matures and Grows  
Summary of Top 2 Ratings**

Responses	Phone Study (n=561)	Paper Study (n=298)
Low to moderately priced housing	57%	59%
Concentrated areas of employment/work sites	50	48
Development of special areas such as resorts or medical and professional offices	37	54

*Phone Study:* For this next list of items, please indicate how important you think each one is to the city as the Scottsdale community matures and grows. Please use a one to five scale where "1" means "not at all important" and "5" means "very important."

*Paper Survey:* The things most needed as our community matures and is built-out are: (choices of strongly agree, agree, undecided, disagree, strongly disagree)

## C. Importance of Infill as a Growth Management Tool

**More than two-thirds of the samples surveyed feel infill is important as a growth management tool (67% of the highly interested population and 71% of the general population).**

Question wording:

*Phone Study:* Please indicate your level of agreement with the following statement: New construction in established areas, otherwise known as "infill," is an important growth management tool for the city. Would you say you strongly agree, agree, disagree or strongly disagree?

*Mail Survey:* Is new construction in established areas (infill) important as a growth management tool for the city? (Same scale).

#### D. Areas of Scottsdale in Greatest Need of Improvement

The general population was significantly more likely than the highly interested sample to feel that established, older areas and the Shea Boulevard and Scottsdale Road commercial area are most in need of improvement (71% vs. 43% and 38% vs. 29%, respectively). In contrast, the highly interested sample were significantly more likely to feel downtown Scottsdale needs attention (60% vs. 47% of the general population).

**Table 23: Areas in Greatest Need of Improvement  
Summary of Strongly Agree + Agree**

Responses	Phone Study (n=561)	Paper Study (n=298)
Established, older areas	71%	43%
Downtown Scottsdale	47	60
Shea Blvd/Scottsdale Road commercial area	38	29

*Phone Study:* Would you say you strongly agree, agree, disagree or strongly disagree that \_\_\_\_\_ is one of the areas of Scottsdale that is most in need of improvement and/or development:

*Paper Study:* The areas of Scottsdale most in need of revitalization and/or infill development are: (Scale: strongly agree, agree, undecided, disagree, or strongly agree)

**E. Potential Senior Housing and Care Solutions**

The general population is significantly more likely than the highly interested population to agree that all solutions are good. The general population gives agree ratings 17 to 20 points higher than the highly interested population. This may be because the highly interested population was given the option of saying “undecided” and the general population was not. Since those who are on the fence can choose to be “undecided,” this may have served to lower the percentage of those who strongly agree or agree.

**Table 24: Potential Solutions  
Summary of Strongly Agree + Agree**

Responses	Phone Study (n=561)	Paper Study (n=298)
Provide additional senior day care centers	78%	60%
Provide additional neighborhood senior centers	76	59
Change regulations to allow more small apartments	54	34
Renovate some houses into multi-family living quarters	51	31

*Phone Study:* The next list of items are other possible solutions that would provide additional housing and care for the elderly in Scottsdale. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one would be a good solution.

*Paper Survey:* To ensure adequate housing for an aging community, the city needs to: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)



## F. Transportation Solutions

The general population is more likely than the highly interested population to agree that all solutions would help Scottsdale residents move about the city better. However, **agree ratings result in the same rank order of solutions for both populations. Providing bus shuttle service to and from facilities and activity centers is the most frequently agreed with solution among both populations** (85% general and 74% highly interested). Improved pedestrian accommodations and alternate transportation modes follow (76% general and 59% and 57% highly interested, respectively). Both samples are least likely to feel a citywide vanpool program and longer crosswalk signals would help (65% and 57% for general and 48% and 45% for highly interested, respectively).

**Table 25: Transportation Solutions  
Summary of Strongly Agree + Agree**

Responses	Phone Study (n=561)	Paper Study (n=298)
<b>Provide a bus shuttle service to and from facilities and activity centers</b>	85%	74%
<b>Improve pedestrian accommodations such as sidewalks, paths, shade, etc.</b>	76	59
<b>Develop alternative transportation modes, such as improved public transit or light rail</b>	76	57
<b>Develop a city-wide vanpool program</b>	65	48
<b>Provide longer crosswalk signal times</b>	57	45

*Phone Study:* Please indicate if you strongly agree, agree, disagree, or strongly disagree that each one of the following solutions would help Scottsdale residents move about the city better:

*Paper Study:* To ensure adequate mobility to accommodate an ever changing community the city needs to: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)

**G. Traffic and Congestion Solutions**

The general population is significantly more likely than the highly interested population to agree that almost all solutions are good. The general population gives agree ratings 3 to 26 points higher than the highly interested population. Again, this may be related to the “undecided” answer category provided to the highly interested population. The greatest differences involve support for telecommuting and widening existing roads and developing new roadways (general population gave agree ratings 26 and 22 points higher, respectively). The samples were closest in agreement on the solutions of building mixed use areas that would support transit and increasing bus transit service (general sample only rated these 3 points and 8 points higher, respectively).

**Table 26: Solutions to Help Relieve Traffic and Congestion in Scottsdale  
Summary of Strongly Agree + Agree**

Responses	Phone Study (n=561)	Paper Study (n=298)
Encouraging employers to allow employees to work flexible work schedules	92%	74%
Encouraging employers to allow employees to work from home	90	64
Increased bus service	74	66
Encouraging residents to reduce the number of trips they make each day	68	54
Widening existing roads and developing new roadways	62	40
A new mass transit system, such as light rail	62	46
Building areas with a mix of residential and commercial uses that would have a high enough concentration of people to support a transit system	58	55

*Phone study:* Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following solutions would help to relieve the increasing traffic and congestion in Scottsdale:

*Paper study:* Increasing traffic and congestion can be relieved by: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)

## H. Public Transit in Scottsdale

The general population is significantly more likely than the highly interested population to agree that almost all solutions are good. The general population gives agree ratings 18 to 31 points higher than the highly interested population. However, **once again agree ratings result in the same rank order of solutions for both populations.** Revitalizing mature areas received the highest percentage of agree ratings for both populations and constructing new areas of the city that would have a higher concentration of homes and businesses received the lowest level of support.

**Table 27: Improve the Usefulness of Public Transit  
Summary of Strongly Agree + Agree**

<b>Responses</b>	<b>Phone Study (n=561)</b>	<b>Paper Study (n=298)</b>
<b>Revitalize mature areas of the city that already have a higher concentration of people and businesses</b>	82%	51%
<b>Provide incentives for developers and builders to focus new development in already established areas</b>	70	49
<b>Concentrate future city development along major streets</b>	66	48
<b>Construct new areas of the city that would have a higher concentration of homes and businesses</b>	53	33

*Phone Study: In order to improve the usefulness of public transit in Scottsdale, the city will need to have concentrated areas of residential and commercial development and not have everything spread out. Please indicate if you strongly agree, agree, disagree, or strongly disagree that each of the following possible solutions would help:*

*Paper Study: The residential and commercial densities needed to support transit options will be provided by: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)*

**I. Parks and Recreational Facilities**

The general population is significantly more likely than the highly interested population to believe all of the recreation facilities need to be developed. The general population gives agree ratings 6 to 28 points higher than the highly interested population. However a majority of both samples agree that bikeways, recreation corridors and passive open spaces are needed (83% to 87% of the general population and 73% to 76% of the highly interested population. While only just over one-half of the highly interested sample agree with the need for senior or community centers (54%) and active recreation sites (53%), approximately four in five of the general population feel these facilities should be developed (82% and 81%, respectively). Overall, very few see the need for more golf courses (22% general and 16% highly interested).

**Table 28: City Involvement in Development of Recreational Facilities  
Summary of Strongly Agree + Agree**

Responses	Phone Study (n=561)	Paper Study (n=298)
<b>Bikeways</b>	87%	75
<b>Recreation corridors like the Indian Bend Wash</b>	84	76
<b>Passive open spaces like the McDowell Sonoran Preserve</b>	83	73
<b>Senior or community centers</b>	82	54
<b>Active recreation sites for activities such as basketball, football, tennis, etc.</b>	81	53
<b>Golf courses</b>	22	16

*Phone Study: The need for parks and recreation facilities is growing faster than the facilities are being built. Please indicate if you strongly agree, agree, disagree, or strongly disagree that the city provide or encourage the development of the following recreational facilities:*  
*Paper Study: New residential facilities and parks are developed for: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)*

**J. Higher Education, Development of Multi-Use Facilities, and Mix of Housing**

**I. City Should Recruit Higher Education Institutions to Locate in Scottsdale**

The general population is significantly more likely to feel the city should recruit higher education institutions to locate in Scottsdale (63% vs. 44% of the highly interested sample).

*Phone Study: Do you strongly agree, agree, disagree, or strongly disagree that the city should recruit higher education institutions to locate within the city limits.*  
*Paper Study: The city should recruit higher education institutions: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)*

## **2. *City Should Investigate Adapting or Developing Multi-Use Facilities***

The general population is significantly more likely than the highly interested population to feel the city should investigate the development of multiple-use facilities or adapt existing facilities such as schools, senior community centers, and general community centers that can meet a variety of needs for the changing demographics in the community (85% vs. 55%, respectively).

*Phone Study: Do you strongly agree, agree, disagree, or strongly disagree that the city should investigate the development of multiple-use facilities or adapt existing facilities such as schools, senior community centers, and general community centers that can meet a variety of needs for the changing demographics in the community?*

*Paper Study: The city should investigate the development of multi-use facilities for the changing population (schools, senior community centers, community centers). (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)*

## **3. *Importance for Housing Strategy to Ensure Mix of Housing Choices***

The general population is somewhat more likely to feel it is important to offer a good mix of housing choices (69% vs. 60% of the highly interested sample).

*Phone Study: Using a one to five scale where "1" means "not at all important" and "5" means "very important," how important do you feel it is for the City of Scottsdale to make sure there is a good mix of housing choices for its growing employment population?*

*Paper Study: Creating a good mix of housing for Scottsdale's growing employment is an important issue: (Scale: strongly agree, agree, undecided, disagree, or strongly disagree)*



City of Scottsdale – General Plan  
*Infoline*

Date	Call	Message	Action
10/99	Marty Rozelle	Checking in to hear message – left message regarding the intro to the message	
	Marshall Trundle & Kathy	Encouraging us to vote yes on question 2 & canals of Scottsdale	
	Christina Mendez United Healthcare (602) 664-2686	Looking for a Lee Malendez – not sure if this is the right # but would like someone to call & let her know if it is the right or wrong #	Theresa to call: Called & let her know that she had the wrong #
	Jane Rau 585-4446	Said that she has 3 meetings in the City this week & that it's a lot of time & a lot of miles for all these meetings. Also says that she will NOT pledge to 9 months but will attend a FEW meetings.	Marty taking care of this call, will provide info once completed.
10/7/99	No new calls		
10/8/99	No new calls		
10/11/99	No new calls		
10/12/99	Howard Meyers 480-483-1997	Has some questions, please call & let him know the answers: 1. What is the timeframe on these changes, when will they take place? 2. How can input be provided by the public? 3. Will it be voted on & when?	Liza spoke with him 10/14; he read about the project in the paper, Tribune maybe?. Answered his questions. He's involved with many comm. groups; Liza invited him to be a comm. catalyst and asked Shelley to send a letter.
10/13/99	No new calls		
10/14/99	No new calls		
10/15/99	Ruben Camacho Scottsdale Healthcare 480-675-6071	Received info on General Plan & has a couple questions.	Liza spoke with him; he will attend first Catalyst meeting
	Karen Sears 480-998-5793	Has a comment about saving water	Gave to Robin
	William Tamachio 480-451-5959	Wants to know when the Pima Freeway will be completed to Shea Blvd.	Gave to Robin
10/18/99	No new calls		
10/19/99	No new calls		

City of Scottsdale – General Plan

*Infoline*

10/20/99	Woman 623-974-2413	Trying to call a Scottsdale Business (Circle K)	Theresa called & found out she had been trying to contact her son at the Circle K he has worked at for years with the same phone #, she said that she got in touch with him at his home # instead.
	John Schlundt 7345 E. Evans Rd., Ste. 15 Scottsdale, AZ 85260 480-596-1830	Would like to be put on the mailing list to receive General Plan mailing updates.	11/01/99 Liza left message indicating that we will add him to the list.
10/21/99	No new calls		
10/22/99	Unknown	Wants Scottsdale to legalize drugs, feels it would help the economy.	Gave to Robin
10/25/99	Mike Simmons 480-986-4815	Wants Bill Unglobby (sp?) to call him, this is the # he has for him	Gave to Robin
	Tim Burns Scottsdale Leadership Class 13, Scottsdale Native, & Scottsdale Real Estate Broker in the Land Market 602-316-6909	Is very interested in becoming involved with the General Plan, please call.	Liza spoke with him 10/26/1999 He will join us for 1 <sup>st</sup> Catalyst meeting on 28 <sup>th</sup>
10/26/99	No new calls		
10/27/99	No new calls		
10/28/99	No new calls		
10/29/99	No new calls		
11/1/99	No new calls		
11/2/99	No new calls		
11/3/99	No new calls		
11/4/99	No new calls		
11/5/99	No new calls		
11/8/99	No new calls		
11/9/99	No new calls		
11/10/99	No new calls		
11/11/99	No new calls		
11/12/99	No new calls		
11/15/99	No new calls		
11/16/99	No new calls		
11/17/99	No new calls		
11/18/99	No new calls		
11/19/99	Bill Campbell	Wants to give comments	



City of Scottsdale – General Plan

*Infoline*

	(480) 998-2699	regarding the General Plan, please call	
11/22/99	No new calls		
11/23/99	Gary Lane 480-502-5350 602-799-2484 17394 N. 77 <sup>th</sup> Street Scottsdale, AZ 85260	Would like to be informed of General Plan info such as when meetings are held.	
11/29/99	Inge Viaro 480-585-4463 Please call if you have any questions	Why do I love Scottsdale? Because when I came here 5 years ago, it was clean, beautiful, & not congested. Now it has changed. It is dirty, Pima Rd. is so dirty, & the other side streets aren't any better. There is too much commercial, too much development. Would like to see Scottsdale develop VERY SLOW growth for the future. No more upzoning. Losing tourists. Want to have the Scottsdale I came to 5 years ago.	
	Scottsdale's Odamatzer (?) I have no idea if that is correct, had a very hard time understanding what she said. 480-994-4552	Please call Have some very unusual things about Scottsdale you might be interested in	

City of Scottsdale – General Plan  
*Infoline*

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City of Scottsdale – General Plan

*Infoline*

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11/2/99	No new calls		
11/3/99	No new calls		
11/4/99	No new calls		
11/5/99	No new calls		
11/8/99	No new calls		
11/9/99	No new calls		
11/10/99	No new calls		
11/11/99	No new calls		
11/12/99	No new calls		
11/15/99	No new calls		
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City of Scottsdale – General Plan

*Infoline*

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	Scottsdale's Odamatzer (?) I have no idea if that is correct, had a very hard time understanding what she said. 480-994-4552	Please call Have some very unusual things about Scottsdale you might be interested in	



# Visual Imaging

Welcome to the Future in Focus Workshop. Please take a moment to step over to the Visual Imaging work station during the meeting. Please check one number on the scale of -3 (low) to +3 (high), with 0 as neutral, for each image presented. Your visual preference opinions will be tabulated with those of other workshop participants and presented at a Scottsdale City Council as the summary of the group's preferred development patterns for the future growth in Scottsdale.

(Check One Visual Preference for each Slide)

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**Scottsdale**  
GENERAL PLAN UPDATE





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**Scottsdale**  
GENERAL PLAN UPDATE

Visual Imaging Survey



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**Scottsdale**  
GENERAL PLAN UPDATE

# Visual Imaging Survey





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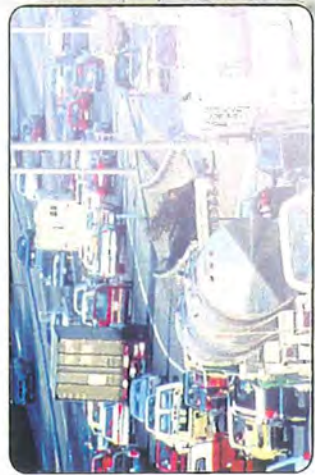


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**Scottsdale**  
GENERAL PLAN UPDATE

Visual Imaging Survey



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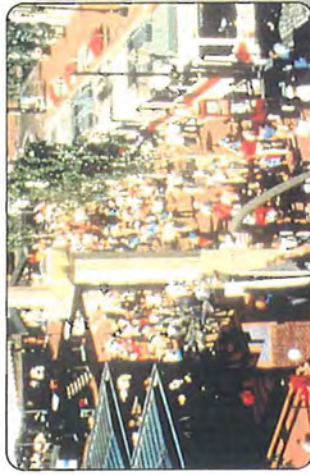
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**Scottsdale**  
GENERAL PLAN UPDATE

# Visual Imaging Survey





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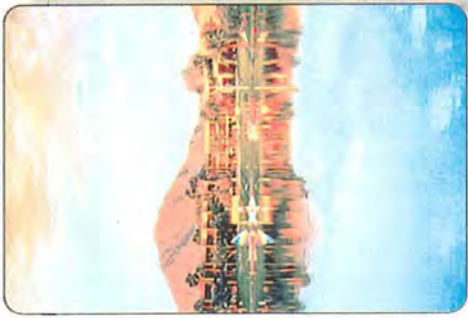


**Scottsdale**  
GENERAL PLAN UPDATE

## Visual Imaging Survey



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GENERAL PLAN UPDATE

Visual Imaging Survey



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**Scottsdale**

GENERAL PLAN UPDATE

# Visual Imaging Survey





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**Scottsdale**  
GENERAL PLAN UPDATE

# Visual Imaging Survey

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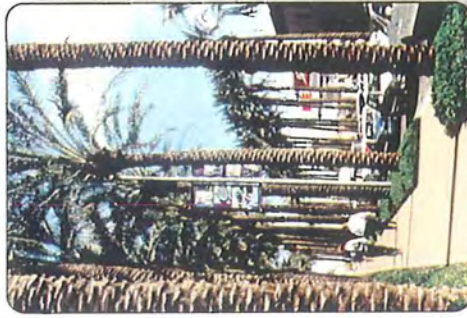
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**Scottsdale**  
GENERAL PLAN UPDATE

Visual Imaging Survey





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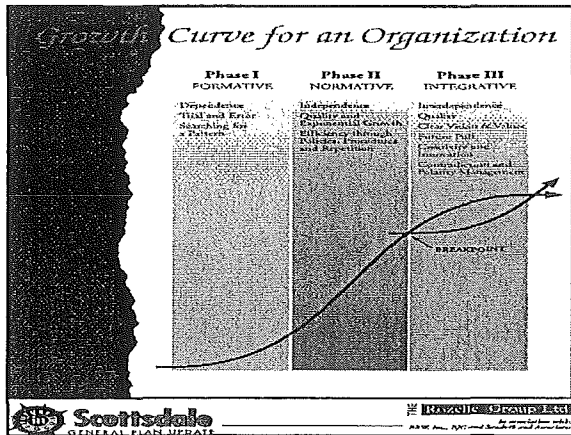
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**Scottsdale**  
GENERAL PLAN UPDATE

Visual Imaging Survey

**Target Community  
Meeting Presentations**



**How Growing Smarter Impacts a General Plan**

The New Growing Smarter Legislation Requires All Cities to Adopt or Substantially Revise Its General Plan by December 31, 2001. The General Plan Is a Long-range Comprehensive Plan for the Entire Geographic Territory of the City. This Presentation Outlines the Required Elements and Changes Impacted by the Growing Smarter Legislation.

- Each Plan Must Include:**
- Community Goals
  - Development Goals
  - Objectives
  - Principals, and
  - Standards for Future Development

- Additional Plan Elements Required of City Comprehensive Plan is Three Tiered and Determined by Population**
- The Three Tiered Standards are:
- Required Minimum Plan Elements for All Cities (Regardless of Population)
  - Required Contents for Cities and Towns with Populations Greater than 2,500
  - Required Contents for Cities with Populations Greater than 50,000

- A City such as Scottsdale, with a Population Greater than 50,000 Must Include all the Plan Elements Required by:**
- All Cities (Regardless of Population)
  - Cities and Towns with a Population Greater than 2,500 and,
  - The Required Plan Elements of Cities over 50,000 Population

- The Following Presents Each of the Plan Elements Required by Cities**
- Plan Elements Required by all Cities and Towns*
- Land Use
  - Circulation
- Additional Plan Elements Required by Cities and Towns Larger than 2,500*
- Open Spaces
  - Growth Area
  - Environmental Planning
  - Cost of Development

The Following Presents Each of the Plan Elements Required by Cities (Continued)

Additional Plan Elements Required by Cities and Towns Larger than 50,000

- Conservation Element
- Recreation Element
- Circulation Element Special Features (including parking facilities, building setback requirement, street naming policy, rail, aviation and transit)
- Public Service and Facilities

The Following Presents Each of the Plan Elements Required by Cities (Continued)

Additional Plan Elements Required by Cities and Towns Larger than 50,000

- Public Buildings
- Housing
- Conservation
- Conservation, Rehabilitation, and Redevelopment
- Safety (Protecting the Community from Natural and Man-Made Hazards)
- Bicycling

Four Elements of Public Participation and Adoption

1. City Must Adopt a Written Public Participation Plan That Includes:
  - Broad Dissemination of Proposals and Alternatives
  - The Opportunity for Written Comments
  - Public Hearings After Effective Notice
  - Open Discussions, Communication Programs, Information Services
  - Consideration of Public Comments

Four Elements of Public Participation and Adoption (Continued)

2. Expansive Public Review  
*60 Days Before Adoption the Planning Agency Must Submit the Plan for Review to:*
  - The Legislative Body (City Council)
  - The County Planning Agency
  - Each Contiguous Community
  - The Regional Planning Agency (MAG)
  - The State Department of Commerce
  - Any Person that Submits a Written Request

Four Elements of Public Participation and Adoption (Continued)

3. Public Hearing Requirements
  - In Communities over 25,000 Population, the Planning and Zoning Commission Must Hold at Least Two Public Hearings with Proper Notice Given at Least 15 and No More Than 30 Days in Advance.

Four Elements of Public Participation and Adoption (Continued)

4. Two-Thirds Approval
  - The Legislative Body (City Council) Must hold One Public Hearing Before Adopting the Plan
  - The Plan and all Major Amendments Must be Adopted by Resolution of Two-Thirds the Legislative Body
  - Plans are Effective for up to Ten Years, at Which Time They May be Readopted or a New Plan Adopted
  - Adoption of a Plan or Major Amendment is Subject to Referendum

### Zoning Consistency Requirements

- The Growing Smarter Legislation Requires all Zoning and Rezoning Regulations Approved after Adoption of the General Plan to be Consistent and Conform to the General Plan.
- A Rezoning Conforms to the Land Use Element of the General Plan if it Proposes Land Uses, Densities and Intensities Within the Range of Identified Uses, Densities and Intensities Called For in the General Plan.
- Only Zoning Change Requests After Adoption of the General Plan Must Meet the Consistency Requirements.

### Rights of Property Owners

- The Growing Smarter Legislation Provides That Planning Does Not Cause a Taking of Private Property.
- Rezoning of Land That Changes the Classification, Restricts the Use or Reduces the Value Shall Not Be Made Without the Express Written Consent of the Property Owner.
- In a Sense, Existing Zoning Is Grand-fathered, and Only Zoning Change Requests After Adoption of the General Plan Must Be Consistent With the General Plan.

### Urban State Land Conceptual Land Use Plan

The Growing Smarter Legislation Requires the State Land Commissioner to Create Conceptual Land Use Plans for All Urban State Trust Lands in the State and Other State Lands As Appropriate. Each Plan Must Identify:

- Appropriate Land Uses, Including Commercial, Industrial, Residential and Open Space
- Transportation Corridors
- Natural and Man-made Constraints and Opportunities

### Urban State Land Conceptual Land Use Plan (Continued)

Furthermore, These Plans Must Be:

- Prioritized to Correlate With the Rate of Population Growth in Urban Areas and Coincide With the Production of City General Plans.
- Reviewed by the Municipality in Which the Land Is Located and Submitted to the Urban Land Planning Oversight Committee for Review.
- These Plans Must Be Revised Every 10 Years.

### State Trust Lands 5-Year Disposition Plans

- The Growing Smarter Legislation Authorizes the State Land Department to Offer for Sale at Auction Any State Lands That Have Been Classified As Suitable for Conservation Purposes.
- The Law Requires the State Land Commissioner to Develop 5-year Disposition Plan for All State Trust Land.
- The Disposition Plan Must Identify the Lands to Be Sold, Leased, Reclassified for Conservation Purposes, or Master Planned.
- These Plans Must Be Submitted to the City, Town or County in Which the Land Is Located.

### State Trust Lands 5-Year Disposition Plans (Continued)

- In Addition, Voters Approved a \$20 Million a Year for Eleven Years to Be Matched With Other Local Government or Private Funds to Purchase or Lease State Trust Lands, Through the Arizona Preserve Initiative (API). This Act Also Reformed Statutes to State Lands to Merge the API Program With the State Lands 5-year Disposition Program to Provide for the Purchase and Dedication of Open Space Areas With or Without State Matching Funds.
- Coordination With State Lands in This Regard Could Be Opportunity for Additional Monies for Purchase or Dedication Without Matching Funds.

### Creation of Committees and Boards to Facilitate Growing Smarter

#### Urban Land Planning Oversight Committee

A Committee Appointed by the Governor With Members Made up of Various Environmental and Planning Professionals To:

- Recommend Procedures and Strategies to Efficiently Create Conceptual Urban State Trust Land Use Plans
- Provide Advice on the Types and Extent of Studies That Are Needed to Create Plans
- Review and Make Recommendations for Approval Regarding the Final Conceptual Urban State Land Use Plans and the Final 5-year State Land Disposition Plans.

### Creation of Committees and Boards to Facilitate Growing Smarter (Continued)

#### Conservation Acquisition Board

- An Advisory Board to the State Parks Board to Solicit Donations, Identify Lands and Appropriate Grants for Conservation.

### Growing Smarter Commission

- At the Direction of the Governor, the Growing Smarter Commission Prepared a Recommendation Document Proposing Many Changes in State Planning That Would Require Specific Legislation.
- The Governor Is Interested in Calling for a Special Session of the Legislature to Address the Growing Smarter Recommendations; However, It Is Uncertain of the Outcomes of This or Any Future Legislation.

### What Impact Will the Growing Smarter Report Have on Individual Cities?

- This Is Uncertain,
- We Will Have to Watch the Legislature for Future Changes.

### Communications and Public Involvement Program

### Levels of Engagement

- Awareness and Education
- Passive Participation
- Active Participation



Timeline	
• Communication Blitz	Sept. - Oct
• Identify Issues and Validate Vision, Guiding Principles	Nov. - Jan.
• Test Concept Alternatives	Jan. - April
• Draft GP Elements & Implementation	March - June
• Review and Approve GP Update	July - Dec.

- ### What We Heard
- Importance of Input
  - Identity of Scottsdale
  - Recognize and Celebrate the Diversity
  - Be Truly Open and Inclusive
  - Predictability
  - Be Realistic About Purpose and Function of GP
  - Connections and Interdependence
  - Use Existing Resources
  - Benefits of Participation

- ### Awareness
- Connect with People and Groups in Many Ways
  - Provide Simple Ways to Become Informed
  - Base Participation on Values and Choices

- ### Participation
- Infoline
  - Electronic Bulletin Board
  - Community Catalysts
  - Major Employers
  - Community-Wide Events
  - Area or Neighborhood Events
  - Stakeholders Forums
  - Expert Speakers
  - Youth Forum

- ### Expected Results
- Opportunity for an informed citizenry
  - Meaningful and Substantive Public Input
  - Affirmation of the Core Values
  - Integration with Related City Planning Efforts

# FUTURE IN FOCUS

*An Update to the  
City of Scottsdale General Plan*



**Scottsdale**  
GENERAL PLAN UPDATE

*A General Plan is...*

A statement of goals and policies for the future development, revitalization, and preservation of the community required by state law.



**Scottsdale**  
GENERAL PLAN UPDATE

## Growing Smarter Act Adopted and signed by Governor Hull in 1998

- Requires four additional General Plan Elements.
- Mandates citizen participation in General Plans.
- Increases authority of General Plans in City and County decisions.
- Requires that zoning decisions conform to General Plans.
- Increases Open Space funding and acquisition opportunities.
- Establishes Growing Smarter Commission to study issues.



**Scottsdale**  
GENERAL PLAN UPDATE

## What is Future in Focus?

*Future in Focus is the public involvement phase of the General Plan Update. As such, it will seek broad citizen participation so that the General Plan reflects community concerns, needs, and aspirations.*



**Scottsdale**  
GENERAL PLAN UPDATE



## Why Should I Become Involved?

*Because it will affect you, your family, friends,  
business associates, adjacent property owners,  
and determine the future of your community  
for the next 20 to 25 years.*



**Scottsdale**  
GENERAL PLAN UPDATE

## What will Future in Focus Accomplish?

**More effective long range planning  
to assure a Sustained Quality  
of Life in Scottsdale.**



**Scottsdale**  
GENERAL PLAN UPDATE

## An Ever Changing Scottsdale

One third of all residents (70,000)  
moved here in the past 5 years!

At current trends, the built-out population is  
estimated to approach 300,000. If all the fans  
at the Fiesta Bowl (74,000) moved into Scottsdale  
today, our population would be at build-out.



**Scottsdale**  
GENERAL PLAN UPDATE

The present residential land within  
Scottsdale is 70% built-out.

If current trends continue, the overall  
average residential density will be  
approximately 1 unit per acre.



**Scottsdale**  
GENERAL PLAN UPDATE



In 1998, 50% of all new residential development were production homes. Today that figure has dropped to 20%. 80% are custom homes.



Since 1990, the gap between the amount an average household can afford and the median sales price of new homes has increased 222%.



**Scottsdale**  
GENERAL PLAN UPDATE

Scottsdale has acquired or protected 13,796 acres of pristine desert mountain land in the McDowell Sonoran Preserve.

The amount of park acreage decreased from 3.53 acres per person in 1992 to 2.7 acres in 1998 per person.



**Scottsdale**  
GENERAL PLAN UPDATE

## Key Community Issues Overview

- Community Character
- Employment and Housing Balance
- Eldercare
- Transportation and Land Use Relationship
- Parks and Recreation
- Life-Long Learning
- Tourism/Economic Diversity



**Scottsdale**  
GENERAL PLAN UPDATE

## Community Character

*A major component to the health and durability of the community.*



**Scottsdale**  
GENERAL PLAN UPDATE



## Facts:

- In the past five years voter turnout has not exceeded 18%.
- The city is transitioning from an developing to a maturing city, with more opportunities for revitalization and new construction in established areas.
- Four top reasons for living in Scottsdale; location and convenience, weather, cleanliness, and atmosphere or ambiance.



**Scottsdale**  
GENERAL PLAN UPDATE

## Consider....

*What headline would you like Scottsdale visitors to read in 2020?*



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GENERAL PLAN UPDATE



## Employment and Housing Balance

*A vital economy requires a housing mix to serve all residents of the community.*



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GENERAL PLAN UPDATE

### Facts:

- Total employment is growing faster than housing units.
- Business Services is the greatest employment generator.
- For every three jobs only two housing units exist.



**Scottsdale**  
GENERAL PLAN UPDATE

*Consider....*

*Where will your children and the people who provide vital services live?*



**Scottsdale**  
GENERAL PLAN UPDATE

## Eldercare



*Seniors are the fastest growing population group in America.*



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GENERAL PLAN UPDATE



**Facts:**

- The 55 and over population in Scottsdale will increase 200% to 300% by 2015.
- There are a limited multi-family/condominium and other housing units for seniors.
- Scottsdale has a shortage of senior citizen facilities.



**Scottsdale**  
GENERAL PLAN UPDATE

*Consider....*



*How can Scottsdale be prepared to provide Eldercare?*



**Scottsdale**  
GENERAL PLAN UPDATE

## Transportation and Land Use Relationship

*Is a primary determinant of congestion, air pollution, and the quality of life.*



**Scottsdale**  
GENERAL PLAN UPDATE

### Facts:

- Over 75% of work trips are made in single-occupant vehicles. Transit needs higher residential and employment densities to be successful.
- Average daily vehicle miles traveled (20 per capita) and fuel consumed are growing faster than the population.
- The high number of workers commuting into the city each day increases congestion.



**Scottsdale**  
GENERAL PLAN UPDATE



*Consider....*

*Should future development in Scottsdale continue to be auto-dependent?*

*or should it be a priority to plan access to transit and other alternatives?*



**Scottsdale**  
GENERAL PLAN UPDATE

## Parks and Recreation



*Park and recreation facilities serve residents, visitors and contribute to the overall economy.*



**Scottsdale**  
GENERAL PLAN UPDATE

## Facts:

- Current parks and recreation needs exceed the availability of facilities and services.
- There is a need for both neighborhood and community park facilities.
- Scottsdale's per capita parks ratio is lower than the national standard.



**Scottsdale**  
GENERAL PLAN UPDATE

## Consider....

*Should Scottsdale  
change its per capita  
standard for parks  
and recreation  
facilities?*



**Scottsdale**  
GENERAL PLAN UPDATE



## Education/Life-Long Learning



*Life-long learning opportunities are vital to Scottsdale's long-term health and well being.*



**Scottsdale**  
GENERAL PLAN UPDATE

### Facts:

- School facilities do not meet the needs of the current student population (K-12).
- Present student population trends may slow with aging population and smaller household size (K-12).
- Multi-use facilities, such as community schools; senior centers, and community centers can be utilized to address a fluctuating student population (K-12).



**Scottsdale**  
GENERAL PLAN UPDATE

*Consider....*

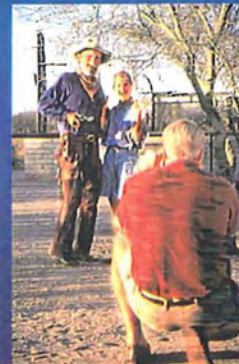
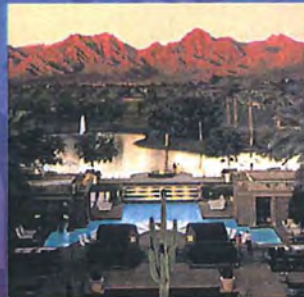
*How can we ensure life-long learning opportunities to better serve the needs of the future?*



**Scottsdale**  
GENERAL PLAN UPDATE

## Tourism

*Scottsdale has a significantly greater share of jobs in the hospitality sector when compared to U.S. averages.*



**Scottsdale**  
GENERAL PLAN UPDATE



## Facts:

- The Arizona and international tourist industry is becoming increasingly competitive.
- Tourism is becoming a year round industry with more of a focus upon conference and corporate clientele.
- The strong indirect effect of the hospitality market is significant in Scottsdale, in that it improves the quality of life, by supporting businesses and facilities that might not be supported by the local population alone.



**Scottsdale**  
GENERAL PLAN UPDATE

## Consider....

*If tourism is to be a major contributor to the future economy, what form should it take and what markets should it serve?*



**Scottsdale**  
GENERAL PLAN UPDATE

## Future in Focus:

### *An Update to the City of Scottsdale*

### *General Plan*



**Scottsdale**  
GENERAL PLAN UPDATE

## Continue To Be Involved

- Website: [www.ci.scottsdale.az.us/general\\_plan](http://www.ci.scottsdale.az.us/general_plan)
- Hotline: (480) 941-0099
- Town Meeting- Thursday, March 30, 2000 (6-8:30 PM)
- Communicate through your Catalyst Representative
- Questionnaires/ Surveys
- Media Coverage



**Scottsdale**  
GENERAL PLAN UPDATE





# General Plan Update Timeline

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## ✓ May - August 2000

- departmental review of drafts
- Board and Commission review

## ✓ August - December 2000

- Final Draft
- Public Hearing process (Boards and Commissions, City Council)
- December 2000 Adoption



# General Plan Update Timeline

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## ✓ October - December 1999

- identify policies and goals to be included
- gather reference documents
- look for inconsistencies or gaps in current GP
- begin to prepare “issue” scenarios

## ✓ January - May 2000

- “Issue” scenarios
- draft writing of the General Plan





# General Plan and the Six Guiding Principles

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## ✓ Sustainability

- Neighborhood Conservation, Rehabilitation, and Redevelopment
- Growth Areas
- Environmental Planning

## ✓ Transportation

- Community Mobility (including technology\*)



# General Plan and the Six Guiding Principles

---

## ✓ Neighborhoods

- Housing
- Public Buildings and Facilities
- Public Services and Safety
- Community Involvement\*

## ✓ Open Space

- Conservation
- Open Space





# General Plan and the Six Guiding Principles

## ✓ Character and Lifestyle

- Land Use
- Character and Design\*
- Recreation

## ✓ Economic Vitality

- Cost of Development
- Community Economic Vitality\*

# Scottsdale General Plan

---

- ✓ **General Plan first adopted for Scottsdale in 1960**
- ✓ **Amended through rezoning/application process or City-initiated processes**
- ✓ **Has not been comprehensively updated since 1992**
- ✓ **Growing Smarter Legislation is impetus for updating holistically**
- ✓ **General Plan Update will not repeat Visioning or CityShape 2020, but will build on them**



# Scottsdale General Plan Elements

- ✓ **Economic -- maintains the economic strength and sustainability of Scottsdale. Contains policies and reference materials regarding tourism, retail, employment, and redevelopment.**



# Scottsdale General Plan Elements

- ✓ **Public Facilities** - plans for the location and size of municipal utilities like water and sewer service, public buildings and parks, and public safety required to meet the needs of the community.

## PUBLIC FACILITIES ELEMENT

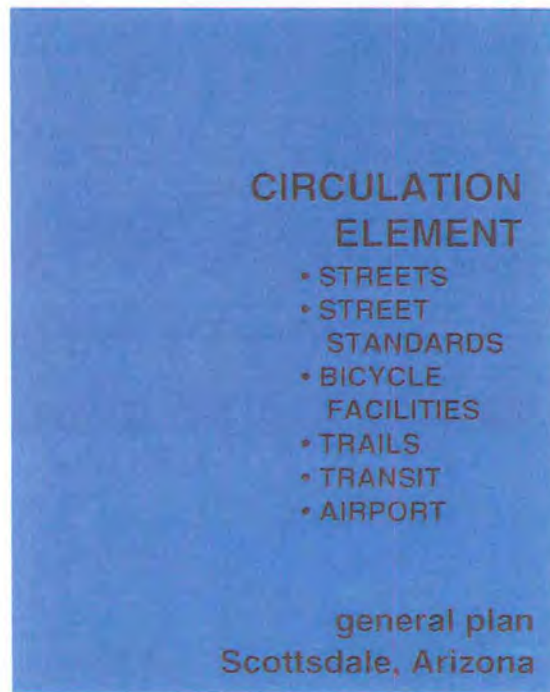
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- SEWER
- RECLAIMED  
WATER
- CITY  
BUILDINGS
- PARKS &  
SCHOOLS
- ELECTRICAL  
SERVICE
- DRAINAGE
- SAFETY

general plan  
Scottsdale, Arizona



# Scottsdale General Plan Elements

- ✓ **Circulation - plans for safe and efficient movement of people and goods by different types of transportation like cars, bicycles, transit, and walking or horseback riding.**



# Scottsdale General Plan Elements

- ✓ **Environmental Design**  
- plans to enhance the natural and man-made environment. It is concerned with the look and feel of the City.

## ENVIRONMENTAL DESIGN ELEMENT

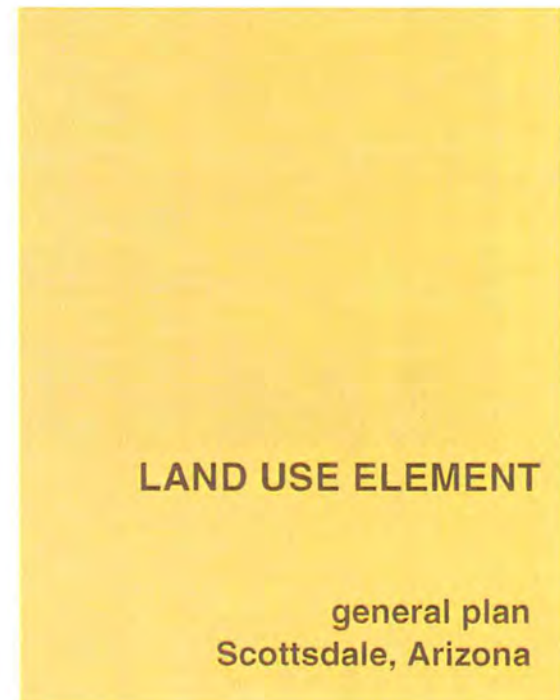
- CHARACTER
- STREETScape
- OPEN SPACE
- HERITAGE
- ENVIRONMENTAL  
RESOURCES
- PUBLIC ART

general plan  
Scottsdale, Arizona



# Scottsdale General Plan Elements

- ✓ **Land Use - plans for the distribution of types, amounts, and general location of land uses, such as residential, commercial, and employment.**





# Scottsdale General Plan

## LAND USE ELEMENT

general plan  
Scottsdale, Arizona

## ENVIRONMENTAL DESIGN ELEMENT

- CHARACTER
- STREETScape
- OPEN SPACE
- HERITAGE
- ENVIRONMENTAL  
RESOURCES
- PUBLIC ART

general plan  
Scottsdale, Arizona

## CIRCULATION ELEMENT

- STREETS
- STREET  
STANDARDS
- BICYCLE  
FACILITIES
- TRAILS
- TRANSIT
- AIRPORT

general plan  
Scottsdale, Arizona

## PUBLIC FACILITIES ELEMENT

- WATER
- SEWER
- RECLAIMED WATER
- CITY BUILDINGS
- PARKS &  
SCHOOLS
- ELECTRICAL  
SERVICE
- DRAINAGE
- SAFETY

general plan  
Scottsdale, Arizona

## ECONOMIC ELEMENT

- TOURISM
- RETAIL
- EMPLOYMENT
- REDEVELOPMENT

general plan  
Scottsdale, Arizona



# A General Plan Is Not ...

## *A Zoning Ordinance or Map*

- ✓ **A Rigid/Static Document**
- ✓ **A Detailed Policy for Specific Small Areas of the City**
- ✓ **A Capital Improvements Plan or Budget**
- ✓ **A Site Plan for a Development Project**





# A General Plan Is ...

*More than a Land Use Map*

- ✓ A Vision of the Future
- ✓ A Statement of City Policy and Goals
- ✓ A Guide to Decision Making
- ✓ A Framework for More Specific Long Range Planning
- ✓ A Tool for Education/Communication
- ✓ A Legal Mandate (AZ Rev Code Section 9-461.05.)



# Why Have A General Plan

*States Goals/Policies for the Physical Development of the City*

- ✓ **It is a Legal Requirement by State Statute**
- ✓ **To Assist Decision Makers**
- ✓ **To Provide Direction for Property Owners and Citizens**
- ✓ **To Provide Guidance for Infrastructure & Other Investment**



# The General Plan



## Scottsdale

GENERAL PLAN UPDATE







# BRW

A DAMES & MOORE GROUP COMPANY

3003 N. Central Avenue  
Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 2 February 2000

Location: Fire Station – 130<sup>TH</sup> Street and Shea Boulevard

Attendees: Northeast Scottsdale Property Owners Association

Distribution: JB (14)

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1. The following bullet items were written on large boards by attendees and discussed by the BRW Project Team and City of Scottsdale staff.

- Regarding commercial development off Shea Boulevard. They did not want it to look like Bell Road.
- Keep commercial on Via Linda.
- Currently there are 20 homeowners in NESPOA; this may increase to 25.
- Roads are inadequate for the population today. How can we provide LOS?
- Improve Community Involvement. The perception is that developers get what they want, this is not perceived as a community decision.
- The Character Planning process is important to them.
- Would like Community Planning groups for each Character Area.
- Prop 300 & 405 proposed less dense housing. This referendum did not pass.
- It seems like residents get no support from City.
- Residents think that the General Plan is not followed.
- School capacity is 47 students in 1 class. This is unacceptable.
- "Managed Growth" managing being the key word in growth.
- The City never says "no" through the Design Review.
- City design review only worries about color, architecture and setbacks.
- Staff should have a liaison to each community group.
- General Plan vs. Physical Look, this is a concept for the City to address.
- The following are policies to evaluate:
  - Make sure that the City evaluates the rate of growth when evaluating & approving new developments
  - Performance indicators
  - Policy on having staff present to community groups 1<sup>st</sup> before Planning and Zoning Commission.



## MEETING NOTES

### Page 2

- Implementation Tool – rate of change is increasing (expand 300 foot notification area to a larger number and notify in a timely manner).
- Multi-use facilities schools can transition to neighborhood centers.
- Turn schools into life-long learning or it can become a Senior Center.
- Public Libraries in high-schools is a great idea
- Planning decisions need to be a bottom up.
- This group is not anti-zoning.
- Would like to be non-auto dependent, but it is not realistic.
- Scottsdale is part of the Regional Transportation problem.
- Businesses paid the City bus system to run to and from the suburban areas.
- Provide opportunities before people are conditioned.
- Don't wait for data, do temporary trials.
- Do not want the children to be able to afford to live in Scottsdale.
- The average house price is \$220,000.
- Develop policies to try to provide opportunities for children to live in Scottsdale.
- Believe the City's view is top down.
- The free market is what is going to happen here.
- People moved here for the small town atmosphere, growth is okay, but too much of the small town feel is lost.
- Most Western City motto is not what it really is.
- We need more responsible growth.
- Slow growth down.
- Let the developers pay the large impacts for development and growth.
- Sidewalks and parks in empty nester areas are questionable.
- Multi-modal transportation is desired.



## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 9 February 2000

Location: Sunburst Resort

Attendees: We Love Scottsdale, Board of Directors

Distribution: JB (14)

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1. John McNamara opened the meeting with an introduction of the General Plan Update and the Community Participation Strategy. This strategy is an approach targeting community and neighborhood groups. This approach is in response to low citizen turnout for the numerous public meetings being held by the City of Scottsdale. The planning team is attending 10-20 community group meetings presenting background information, inviting dialog and soliciting responses and feedback from a detailed questionnaire.
2. John McNamara then presented a PowerPoint presentation entitled, "Future in Focus" which discussed the General Plan Update, an overview of Growing Smarter issues and requirements, and seven key factors which are at the core of the General Plan Update.
3. The following issues and questions were raised by the "We Love Scottsdale" group during the PowerPoint presentation.
  - What are the four Growing Smarter Elements? Members of the planning team responded Open Space, Growth Area, Environmental, and Cost of Development.
  - Could new Growing Smarter Legislation prolong the process regarding the acquisition of State Trust Lands? Yes, requirements affecting the preservation and use of these lands would require congressional amendments, and various other state processes. The ultimate rules determining planning procedure in Arizona may be altered by new Growing Smarter Legislation or the Citizens Growth Management Initiative.
  - One member of the We Love Scottsdale group would be very interested in how a Cost of Development Element would be prepared. Mainly, how the associated costs would be determined.

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## MEETING NOTES

### Page 2

- The director asked how 3-5 acres of active parks per 1,000 population compares to other cities of similar size. Don Hadder responded with Tempe and Phoenix ratios. John McNamara indicated that the national average is 5.5.
- Regarding the fact that for every 3 jobs there are 2 housing units, the director asked what is a good ratio? John responded it depends on the particular community. However 3 jobs per 4 housing units would be better from a jobs to housing/transportation basis.
- Regarding eldercare, the director, indicated that Scottsdale is not a community for seniors, they can move to Sun City and make way for younger citizens.
- The group asked, " For purposes of analysis, can you divide the city into 3 parts for park and open space analysis?" Don Hadder indicated that the city staff breaks down the city into 5 parts for analysis and that city staff would prepare the park and open space information for each of the 5 areas.
- The director indicated that tourism related traffic is insignificant. A study regarding the impact of tourism was completed and a copy would be forwarded to the project team.
- The group asked for the slides to be made available on the web and for a hard copy of the "long" presentation to be made available to the group.



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Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 10 February 2000

Location: City of Scottsdale

Attendees: "Future In Focus" Catalyst Group

Distribution: JB (14)

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1. The group discussed the Arizona Preserve Initiative, national standard for parks and lands classified by the City.
2. The General plan will only be a guide, as the city matures, new development issues will become appearant.
3. The seven key issues that need to be addressed are addressed below.

### **Parks and Recreation Comments:**

- Concerned about people who live in north Scottsdale will travel to the southern neighborhood parks.
- Problem: That people who move here from back east want the west environment in the beginning, but after awhile they want convenient shopping and parks, etc.
- Get back to the Scottsdale park standards.
- City and school district should cooperate to utilize schools as parks.

### **Education – Life-Long Learning:**

- Encourage mixed-use multi-purpose school facilities.
- Provide senior housing or centers near schools (for interactive opportunities).
- Encourage the synergy between senior housing and schools.

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## MEETING NOTES

Page 2

### **Tourism:**

- Sixty percent of bad tax collection is from the luxury resort industry. The community still needs to provide the western culture and the upscale services to support this industry.
- Upscale visitors are important.
- Keep the City out of managing the bed tax dollars.

### **Community Character:**

- Expedite completing the character area plans.
- Maintain the theme of city, "Best of the West" and the five star southwestern Sonoran experience. Express the west and opportunities for an urban feel.
- Retain the Hispanic/Native American Influence.
- Maintain a unique sense of place (between New Mexico and the cowboy west) promote these concepts through the Visitor Bureau, retaining the scenic beauty/cultures of old west including the promotion of southwest food and architecture.
- People came to Scottsdale because it's a great vacation/resort place and a great place to live (not necessarily because of the western theme).
- Scenic corridors are important to preserve.
- The General Plan should address through policies and proposed implement tools means to preserve views.
- Maintain horse property along Cactus Road. Find incentives for preservation.
- Incorporate character plans into the General Plan.
- Provide means of implementation for the character plans.

### **Employment/Housing Balance:**

- The City needs to ensure moderate quality affordable housing.
- The City needs to evaluate the proliferation of business/services in regards to traffic impacts into and out of Scottsdale.
- Teachers cannot afford to live in Scottsdale. We need to provide housing for this industry.
- Businesses should continue to promote telecommuting.
- Encourage the attraction of young professionals.

### **Eldercare:**

- Provide affordable senior living opportunities located near shopping and other



## MEETING NOTES

Page 3

community services.

- Scottsdale needs more assisted care facilities (not a warehouse type facilities.)
- Allow for and encourage home-based care businesses.
- Senior facilities are over capacity.

### **Transportation and Land Use:**

- People will always be auto dependent until we are required to use other modes of transportation.
- There will be a time when we all reach an age where we cannot drive and will need transit.
- Offer tax incentives to businesses that encourage telecommuting.
- There is a potential conflict of losing Scottsdale's heritage in place of economic development.





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## MEETING NOTES

3003 N. Central Avenue  
Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 15 February 2000

Location: Paiute Neighborhood Center

Attendees: Scottsdale Chamber of Commerce Public Policy Committee

Distribution: JB (14)

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1. No comments or discussion followed the Future In Focus presentation to the Scottsdale Chamber of Commerce Public Policy Committee.

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Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 16 March 2000

Location: Scottsdale Community Center

Attendees: Scottsdale Community Council

Distribution: JB (14)

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The following citizen comments were recorded for the Future in Focus Citizen Participation Program.

1. The City never implements the plans developed. City Hall needs to change.
2. The General Plan should not focus on growth.
3. The General Plan has not been followed in the past.
4. "The West's Most Western City" does not exist today. We need to redefine our identity.
5. Bus (transit) needs to be flexible and stop at whatever corner a rider needs to stop at.
6. Why hire consultants? When city staff is capable.
7. Why does city staff work for developers?
8. Car dealers have less standards than citizens.
9. This is one city not two (north and south).
10. Landscaping issues on McDowell Road need to be addressed.
11. Eldorado Park maintenance has declined. The pool and landscaped areas are looking poor.
12. Maintenance issues adjacent to the Walgreens on Osborn Road need to be addressed.
13. Why not start planning from the beginning? The southeast redevelopment plan has not been implemented and it was developed seven years ago.
14. City traffic problems choke the tourism industry.
15. Do not increase density.

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## MEETING NOTES

Page 2

16. Density ranges support developers desire to develop higher density (they always select the highest portion of the range).
17. Lower the general plan land use categories instead of increasing zoning.
18. Scottsdale needs to update its zoning ordinance. Areas of concern are front yard parking ordinance specific to older neighborhoods and the noise ordinance.
19. The General Plan needs to address existing problem and provide solutions.
20. Before the Galleria was built
21. Safety factors on 64<sup>th</sup> street are an issue for the City to address. The block wall is a visual obstruction and needs to retain the visibility triangle.
22. There is nothing here that draws a tourist to Scottsdale. The City has lost its flavor and distinction.
23. There should not be a No U-haul business at the Galleria.
24. Citizens never receive results form the city.
25. The community wants to hear the results of the General Plan meetings.
26. The Civic Center Mall should be renamed the Civic Center Park.
27. The City should run utility lines underground in the south portion of the city.
28. Many of us like the densities of current development.
29. We do not need transit in Scottsdale.



## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 23 March 2000

Location: City of Scottsdale

Attendees: Scottsdale Leadership Group

Distribution: JB (14)

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### 1. Notes from Scottsdale Leadership Meeting:

#### Headlines for 2020

- Scottsdale is a compassionate community with services and opportunities for all.
- Scottsdale is a place to develop personally and grow as a family with "opportunities and sense of place."
- The Millennium Trail is completed providing south to north connection from one end of the city to another. You can ride a horse, walk, bike, etc. throughout the city.
- Scottsdale embraces diversity.
- Scottsdale balances quality of life issues.
- Scottsdale is a community of choice.
- "Improved air quality in Scottsdale"

#### Important aspects of community character

- Neighborhoods and creation of hub locations
- Transportation alternatives
- The City cannot be all things to all people
- Embrace a common vision (safe, clean, interesting, pretty, core understanding & diversity)
- Scottsdale is big enough for differences
- Concerned about HOA dominance and the number of gated communities
- Preservation of open space where people can gather
- Defining the role of parks in master planned communities
- Balancing open space and development
- The Preserve is recognized as a "community-wide" treasure. All citizens can experience the preserve.

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## MEETING NOTES

Page 2

### Important aspects of community character (continued)

- Access to the trails system
- Civility, agree to disagree
- Neighborliness
- Continue the leadership and mentoring role
- Among the most livable cities
- Access to people places
- Creation of "Community Centers and Villages"
- Facilitate a business community interface with residential areas
- Focus development in service pockets, not isolated locations, accessible in all parts of the city, including the north
- Character of housing, neighborhood centers are important
- Having a local sense of place with individual expression
- Family connectivity is needed within community

### Parks & Recreation

- Balance ratio of active parks vs. passive parks
- Frustration with lack of parks in northern portion of community

### Affordable Housing

- Need to identify ways to protect starter homes neighborhoods
- Important that service providers, i.e. firefighters, teachers, etc. can afford to live in the community

### Human/Social Services

- Define how human services and social elements fit into the General Plan. The vision is the conscience of the citizenry. Scottsdale needs to ensure physical development policies oriented to humans.
- Clarify if the General Plan is a things & places plan, and if so, how do you incorporate the people's side of visioning. There is a need for better establishing interfaces between humans and physical environment. One such interface place is the Foundation for the Handicapped.
- The city needs to identify ways to integrate public facilities and heightened the focus of human and social services.





## MEETING NOTES

Page 3

### Transportation

- Evaluate jitney services and neighborhood shuttles
- Evaluate alternate modes that fall between buses and light rail
- Dial-a-Ride needs to be improved

### Citizen outreach/involvement

- Scottsdale needs to determine who we are, where we want to go and a new vision
- Scottsdale needs to respond to citizen recommendations



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3003 N. Central Avenue  
Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 23 April 2000

Location: Scottsdale Ranch Community Center

Attendees: Scottsdale Ranch

Distribution: JB (14)

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The following citizen comments were recorded for the Future in Focus Citizen Participation Program.

1. The following community characteristics must be maintained: high-quality resort, shopping, natural environment, downtown and civic center areas.
2. We dislike multi-story buildings in north Scottsdale.
3. We like the following developments DC Ranch, Terravita, and McDowell Mountain Ranch.
4. The City needs to preserve the image of Scottsdale as a resort, not a city.
5. Resort development, golf, and shopping amenities are desirable for the resort image, as is the development of a waterfront in the downtown area.
6. Open space and quality of life must be preserved.
7. Neighborhood preservation efforts, general plan amendments and character area plans must work together to retain the quality of life.
8. Traffic congestion is a major concern, especially all the traffic travelling west in the evening.
9. The City needs to encourage transportation demand management (TDM).
10. Affordable housing is needed near employment centers such as the Scottsdale Airpark. Employers have a difficult time attracting employees.
11. The lack of affordable housing is a problem in Scottsdale.

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A DAMES & MOORE GROUP COMPANY

3003 N. Central Avenue  
Suite 700  
Phoenix, Arizona 85012  
602 234 1591 Tel  
602 230 9189 Fax

## MEETING NOTES

Project Name: Scottsdale Community Involvement

Project No.: 09831-034

Date: 11 May 2000

Location: Tonalea Elementary School

Attendees: Tonalea Pride Neighborhood Alliance

Distribution: JB (14)

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The following citizen comments were recorded for the Future in Focus Citizen Participation Program.


1. Do not focus all the attention and money to the north part of the City. Take care of older areas of the City first.
2. Focus on the so-called "slum areas" in the south part of the City.
3. The City of Scottsdale needs to demonstrate to it's citizens that higher density residential development does not impact residential neighborhoods.
4. The City should evaluate a monorail system. It is fast and does not take additional right-of-way.
5. The General Plan should be published without fancy graphics to reduce the cost of reproduction and distribution.
6. The community asked about the at-large nature of the government representation.

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Theater Ad/Newspaper  
Ad/Lifestyle Ad

Scottsdale Theater Ad


**General Disorder.**



**GENERAL PLAN!**



**ANY QUESTIONS?**  
Help Future in Focus update  
Scottsdale's General Plan Call 480-941-0099



**Scottsdale**  
GENERAL PLAN UPDATE



# MEDIA UPDATE



Oct. 21, 1999

## OPINIONS SOUGHT FOR GENERAL PLAN UPDATE

Citizens are invited to take an active role in designing how Scottsdale will evolve in the years ahead.

The city is updating its General Plan -- a document that serves as a roadmap to guide Scottsdale's future, based on what's important to citizens.

Over the next few months, residents from all over the city and from all walks of life will be asked for their ideas on the Scottsdale they want for themselves, their children and their grandchildren.

Citizen's input is critical. For more information or to share ideas, call (480) 941-0099 or view the General Plan on the city's website at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan).

## MONSOON DEBRIS DELAYING CITY'S RUBBISH ROUNDUP

Crews are working hard to keep up with a bumper crop of debris during the city's fall "rubbish roundup."

It seems strong winds generated by the summer monsoon season have created lots of cleanup for citizens -- and more debris than expected for crews.

The extra work is placing crews behind schedule and they ask patience from residents if pickup takes place later than projected.

Here's the schedule:

- McDonald Drive to Thomas Road and Happy Valley Road to Pinnacle Peak Road - week of Oct. 18.
- Thomas Road to McKellips Road and Pinnacle Peak Road to Bell Road - week of Oct. 25.

Those living in Scottsdale and getting residential refuse collection are encouraged to take part by discarding non-hazardous household materials and brush.

Those items should be placed where brush is typically collected by 5 a.m. Monday of the week an area will be served.

For more information, contact Solid Waste Service Coordinator Frank Moreno at 391-5600.

## 'ARCHITECTURE' EDITOR TO APPEAR AT CENTER

Scottsdale native Reed Kroloff, editor-in-chief of "Architecture" magazine, will present "Toward an Appropriate Architecture, Better Design for the American Southwest," at 7 p.m. Nov. 4 in the Scottsdale Center for the Arts Cinema, 7380 E. Second St.

Seating is limited. Those wishing to attend must RSVP on or before Oct. 29 by calling (480) 312-2318 or by e-mailing [UDS@ci.scottsdale.az.us](mailto:UDS@ci.scottsdale.az.us).

## ANNUAL BOOK SALE BOOSTS CITY LIBRARIES

The Scottsdale Public Library's annual book sale takes place Friday and Saturday (Oct. 22-23) at the Mustang Branch Library, 10101 N. 90th Street.

The hours are 10-5 on Friday and 10-4 on Saturday.

Choose from thousands of quality used hardcover books, biographies, fiction, nonfiction, paperbacks, magazines, children's books and more.

For more information contact Bette Kennedy at (480) 312-6016 or (480) 312-6061.

*(continued on reverse side)*

*(continued from reverse)*

### **VOLUNTEERS NEEDED FOR TREASURES N' TRASH BASH**

Citizens are needed for the city's annual Treasures N' Trash cleanup from 8 a.m. to noon Saturday (Oct. 23).

Volunteers will help clean up more than 100 miles of roadways throughout the city. Hidden among the weeds and refuse will be rocks painted gold. Volunteers finding a stone can turn it in for a prize.

To volunteer or to get more information call (480) 312-2543.

### **CITIZEN MEETINGS RESUME ON TRANSPORTATION PLAN**

Scottsdale citizens are invited to a series of dialogues to prioritize aspects of the proposed "Let's Get Moving" transportation plan.

The "It's About Choices" dialogues will be used to establish policies on present and future needs related to roadways, bicycle, pedestrian and trail networks, transit, infrastructure systems, and communication technology.

A dialogue is scheduled from 10:30 a.m. to 12:30 p.m. Saturday (Oct. 23) at the Pauite Neighborhood Center, Building 9, 6535 E. Osborn Road. Childcare will be available.

Upcoming dialogues are listed below. Each takes place from 6:30 to 8:30 p.m.:

- Tuesday (Oct. 26) Laguna Elementary Cafeteria, 10475 E. Lakeview Drive.
- Wednesday (Oct. 27) Desert Mountain High School cafeteria, 12575 E. Via Linda
- Oct. 28, One Civic Center, main conference room, 7447 E. Indian School Road.

Citizens planning to attend dialogues are asked to RSVP by calling 312-7696 or by visiting the city's website at [www.ci.scottsdale.az.us/transportation/letsgetmoving.asp](http://www.ci.scottsdale.az.us/transportation/letsgetmoving.asp).

### **PUMPKINS, BASEBALL EQUAL SCOTTSDALE FALL TREAT**

Citizens are invited to Scottsdale Stadium Oct. 24<sup>th</sup> for a very special day of baseball and Fall fun.

There'll be games, crafts, activities for all and a visit to the Pumpkin Patch for the first 300 kids arriving at the ballpark.

Gates open at 9 a.m. with activities beginning at 11:30 a.m. An Arizona Fall League baseball doubleheader begins at 1:05 p.m..

Activities are free to children in costume, \$5 for adults and \$4 for seniors and students.

For more information, call (480) 312-2580.

### **HUMMINGBIRD WORKSHOP SET FOR WEDNESDAY**

Hummingbirds are one of nature's most valuable custodians and preservers of the natural balance.

Citizens can learn how to create a desert garden habitat that will attract these amazing birds. The free workshop is from 6 to 8:30 p.m. Wednesday (Oct. 27). The location is the city's Water Operations Building, 9312 N. 94<sup>th</sup> Street.

Participants must pre-register by calling 312-5690.

### **CITY SEEKS VOLUNTEER TO SERVE ON COMMISSION**

Scottsdale currently has a volunteer position open on the Parks and Recreation Commission.

Applications are being accepted until 5 p.m. Wednesday (Oct. 27).

For a detailed description of the position or to pick up an application, stop by the City Clerk's office at 3939 Civic Center Blvd., call them at 312-2412 or visit the clerk's website at [www.ci.scottsdale.az.us](http://www.ci.scottsdale.az.us).



Source: Scottsdale Citizen  
Date: Fall 1999



## BUILDING COMMUNITY...IT'S UP TO ALL OF US.

The City will be updating its General Plan—a road map to help guide Scottsdale's future, based on what's important to you.

Over the next few months, residents from all over the City—and from all walks of life—will be asked for their ideas on the Scottsdale they want for themselves, their children and their grandchildren.

Your input is valuable...and your help is needed to focus on our future. For more information or to share your ideas, call (480) 941-0099 or view the General Plan on our web site at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan).

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Source: Scottsdale Downtown Holiday Shopping Guide  
Date: December 9, 1999



**Scottsdale**  
GENERAL PLAN UPDATE

What would you like Scottsdale to be in  
10 years?...20 years?...50 years?

**What will living in your neighborhood be like in 10 years?**

YOU are the future of Scottsdale! Now you have a chance to help determine what the city will be like 10, 20—even 50 years from now. What do you think about new development? Neighborhood improvement projects? Desert preservation? Transportation opportunities? Meaningful open space?

Scottsdale's General Plan is being updated—and your ideas are needed! We citizens of Scottsdale have an opportunity to share our values and dreams with Future in Focus—a collaborative community effort to guide Scottsdale well into the next century. Help create the best future for the best Scottsdale—while preserving the things we love about where we live. The Future in Focus Team needs to hear from all kinds of people in every neighborhood! *No experience necessary!*

You'll be seeing the Future in Focus logo all around the City—and we'll be asking for you to participate in any way you can. That may mean answering a telephone survey, filling out a response card in the Scottsdale Citizen magazine, participating in an on-line dialogue, or discussing a handout at your homeowner's association meeting, your service group, or your workplace. When you see a Future in Focus message on the movie screen, or a notice in your utility bill, or a flyer at the grocery store... think about your vision of Scottsdale in the future.

**Just what is a GENERAL PLAN?**

The General Plan is Scottsdale's action plan for the future. It is a planning document that outlines City policies that address neighborhoods, open space, transportation, economic vitality, sustainability, and more over the next 20 to 50 years.

The Plan is used by the City Council, the City Boards and Commissions, businesses, landowners, and citizens, to guide planning decisions. The General Plan may be found at: [http://www.ci.scottsdale.az.us/general\\_plan](http://www.ci.scottsdale.az.us/general_plan)

**Why do we have a General Plan?**

The General Plan is required by state law to set policy for the City's physical development. Good planning can help minimize traffic congestion and pollution, ensure compatible development patterns, and help protect and improve our quality of life. In addition, the Growing Smarter legislation enacted in 1998 requires Scottsdale and other cities throughout the state to update their General Plan every 10 years. Scottsdale's General Plan has not been completely updated since 1992.

**Who will update the General Plan? When?**

The General Plan will be updated by a team of people who are experts in community planning. In preparation for the update, this Future in Focus Team will work with the citizens of Scottsdale throughout the year to determine what they want to see addressed in the Plan. The Plan will be available for comment throughout the planning process from October 1999 until late Fall 2000.

**Why should I care about the General Plan?**

If you don't help shape Scottsdale's future, who will? Well, somebody else... possibly driven by desires or intentions that may not represent your point of view. Citizen input is the cornerstone of planning. Without you and your neighbors' ideas, the 2000 General Plan may not reflect the values you find important in the community.

**How are we supposed to make decisions when no one seems to agree on anything?**

Citizens of Scottsdale have one important thing in common: We all live here! And because of our shared space and common needs, we need to make a plan that is in the best interest of the most people. We probably can't all agree on all the details, but we can begin a dialogue to understand others' points of view.

**FACT SHEET**

**AMAZING FACTS ABOUT SCOTTSDALE!**

1/3rd of us—70,000—moved here within the last 5 years.

In 1951, the year Scottsdale incorporated, there were only 2,000 people living in the town, on less than two square miles of land! Now—only 38 years later, we have 206,000 residents living on 185 square miles of land.

We're the 4th largest city in Arizona and the 7th fastest growing city in the U.S.

Our average family size is 2.26 people

The median home value is \$225,000

Our average age is 39.7—and getting older!

75 square miles (that's 40%) of Scottsdale is being set aside as open space.

At current growth rates, the city will be "built out" by 2020.

More than half of Scottsdale's working residents commute to Phoenix.

We recognize that there are many challenges to planning the city's future. And NO decision is purely "black and white." For example, it's not a question of growth OR preservation. The goal is to balance development and preservation so that all Scottsdale residents can continue to enjoy our excellent quality of life. You can help us achieve that balance by sharing your opinions and strategies.

**Okay, how do I get involved?**

Call our Future in Focus info line at 480-941-0099 to learn about ways to join the effort. Check our interactive Web site at [www.ci.scottsdale.az.us/futureinfofocus](http://www.ci.scottsdale.az.us/futureinfofocus) for the latest information about Future in Focus.

Do you belong to a community group or Scottsdale-based organization of any kind? Then you might want to become a "Community Catalyst." The Future in Focus Community Catalysts are "ambassadors" to already-existing organizations; they help us communicate with Scottsdale residents where they live, work, and play. If you want to learn more about the Catalyst program, please leave your name and number on the info line at 480-941-0099.

If you or your group would like to be included in planning the future of Scottsdale, send an e-mail including your full name to [futureinfofocus@ci.scottsdale.az.us](mailto:futureinfofocus@ci.scottsdale.az.us)

If you don't have an e-mail address, call the info line at 480-941-0099 and leave us your name and mailing address or fax number.

**SCOTTSDALE'S OFFICIAL POPULATION in perspective**

1960	10,000
1970	67,800
1980	88,000
1990	130,075
2000*	210,000
* projected	

Whether you've lived and worked in Scottsdale since our town was one square mile and Old Town was new... or if you're one of the tens of thousands of relative newcomers... we want to know what you think about Scottsdale—past, present and future. Join your neighbors and the Future in Focus Team as we explore the many sides of Scottsdale and plan for the next century.




**FUTURE IN FOCUS  
INFO LINE  
480-941-0099**

This Public Information Provided By The City of Scottsdale





Source: Scottsdale's Leisure Lifestyles Flyer (front)  
Date: Spring 2000



**Scottsdale**  
GENERAL PLAN UPDATE

SPRING 2000

FACT SHEET

## What would you like Scottsdale to be in 10 years?...20 years?...50 years?

**What will living in your neighborhood be like in 10 years?**

YOU are the future of Scottsdale! Now you have a chance to help determine what the city will be like 10, 20—even 50 years from now. What do you think about new development? Neighborhood improvement projects? Desert preservation? Transportation opportunities? Meaningful open space?

Scottsdale's General Plan is being updated—and your ideas are needed! We citizens of Scottsdale have an opportunity to share our values and dreams with Future in Focus—a collaborative community effort to guide Scottsdale well into the next century. Help create the best future for the best Scottsdale—while preserving the things we love about where we live. The Future in Focus Team needs to hear from all kinds of people in every neighborhood! *No experience necessary!*

You'll be seeing the Future in Focus logo all around the City—and we'll be asking for you to participate in any way you can. That may mean answering a telephone survey, filling out a response card in the Scottsdale Citizen magazine, participating in an on-line dialogue, or discussing a handout at your homeowner's association meeting, your service group, or your workplace. When you see a Future in Focus message on the movie screen, or a notice in your utility bill, or a flyer at the grocery store... think about your vision of Scottsdale in the future.

**Just what is a GENERAL PLAN?**

The General Plan is Scottsdale's action plan for the future. It is a planning document that out-

lines City policies that address neighborhoods, open space, transportation, economic vitality, sustainability, and more over the next 20 to 50 years.

The Plan is used by the City Council, the City Boards and Commissions, businesses, landowners, and citizens, to guide planning decisions. The General Plan may be found at:  
<http://www.ci.scottsdale.az.us/generalplan>

**Why do we have a General Plan?**

The General Plan is required by state law to set policy for the City's physical development. Good planning can help minimize traffic congestion and pollution, ensure compatible development patterns, and help protect and improve our quality of life. In addition, the Growing Smarter legislation enacted in 1998 requires Scottsdale and other cities throughout the state to update their General Plan every 10 years. Scottsdale's General Plan has not been completely updated since 1992.

**AMAZING FACTS ABOUT SCOTTSDALE!**

- 1/3rd of us—70,000—moved here within the last 5 years.
- In 1951, the year Scottsdale incorporated, there were only 2,000 people living in the town, on less than two square miles of land! Now—only 38 years later, we have 206,000 residents living on 185 square miles of land.
- We're the 4th-largest city in Arizona and the 7th-fastest growing city in the U.S.
- Our average family size is 2.26 people
- The median home value is \$225,000
- Our average age is 39.7—and getting older!
- 75 square miles (that's 40%) of Scottsdale is being set aside as open space.
- At current growth rates, the city will be "built out" by 2020.
- More than half of Scottsdale's working residents commute to Phoenix.

**FUTURE IN FOCUS  
INFO LINE  
480-941-0099**



Source: Scottsdale's Leisure Lifestyles Flyer (back)  
Date: Spring 2000



**FACT SHEET**

**Who will update the General Plan? When?**

The General Plan will be updated by a team of people who are experts in community planning. In preparation for the update, this Future in Focus Team will work with the citizens of Scottsdale throughout the year to determine what they want to see addressed in the Plan. The Plan will be available for comment throughout the planning process from October 1999 until late Fall 2000.

**Why should I care about the General Plan?**

If you don't help shape Scottsdale's future, who will? Well, somebody else... possibly driven by desires or intentions that may not represent your point of view. Citizen input is the cornerstone of planning. Without you and your neighbors' ideas, the 2000 General Plan may not reflect the values you find important in the community.

**How are we supposed to make decisions when no one seems to agree on anything?**

Citizens of Scottsdale have one important thing in common: We all live here! And because of our shared space and common needs, we need to make a plan that is in the best interest of the most people. We probably can't all agree on all the details, but we can begin a dialogue to understand others' points of view.

We recognize that there are many challenges to planning the city's future. And NO decision is purely "black and white." For example, it's not a question of growth OR preservation. The goal is to balance development and preservation so that all Scottsdale residents can continue to enjoy our excellent quality of life. You can help us achieve that balance by sharing your

opinions and strategies.

**Okay, how do I get involved?**

Call our Future in Focus info line at 480-941-0099 to learn about ways to join the effort. Check our interactive Web site at [www.ci.scottsdale.az.us/futureinfofocus](http://www.ci.scottsdale.az.us/futureinfofocus) for the latest information about Future in Focus.

Do you belong to a community group or Scottsdale-based organization of any kind? Then you might want to become a "Community Catalyst." The Future in Focus Community Catalysts are "ambassadors" to already-existing organizations; they help us communicate with Scottsdale residents where they live, work, and play. If you want to learn more about the Catalyst program, please leave your name and number on the info line at 480-941-0099.

If you or your group would like to be included in planning the future of Scottsdale, send an e-mail including your full name to [futureinfofocus@ci.scottsdale.az.us](mailto:futureinfofocus@ci.scottsdale.az.us)

If you don't have an e-mail address, call the info line at 480-941-0099 and leave us your name and mailing address or fax number.



**SCOTTSDALE'S OFFICIAL POPULATION in perspective**

1960	10,000
1970	67,800
1980	88,000
1990	130,075
2000*	210,000

\* projected

Whether you've lived and worked in Scottsdale since our town was one square mile and Old Town was new... or if you're one of the tens of thousands of relative newcomers... we want to know what you think about Scottsdale—past, present and future. Join your neighbors and the Future in Focus Team as we explore the many sides of Scottsdale and plan for the next century.

**FUTURE IN FOCUS INFO LINE  
480-941-0099**



Scottsdale Millennium Series Flyer (front)

**PLANNING COMMITTEE**

Judy Register  
Library Director  
City of Scottsdale

Leigh Conrad  
Librarian  
Civic Center Library

Elizabeth M. Larson  
Scottsdale Voices Director

Kimberly Akridge  
Community Volunteer

**LOCATION**

Mustang Library Auditorium  
10101 N. 90th Street

**TIME**

5:30 - 6:00 p.m.  
Mix and Mingle

6-7 p.m.

Presentations

7 - 8 p.m.

Facilitated Discussion

For more information, please call  
(480) 312-2454 or (480) 312-2693

*"The Scottsdale Millennium Series is a Public Talk and*

*Discussion that will focus on Scottsdale's past, present, and*

*future as we enter the new millennium. It brings local*

*experts to a nine session, weekly public forum to help focus*

*discussion on who and what is Scottsdale; learning from*

*Yesterday, being actively engaged Today, and guiding*

*Tomorrow. The purpose is to reaffirm the library's role as a*

*neutral setting for community learning and information,*

*and to foster an informed citizenry.*



**YESTERDAY - Part One**

**January 11, 2000 -**  
SCOTTSDALE A MILLENNIUM AGO  
Dinosaurs, Hohokam and prehistoric  
community life? Mark Hackbart,  
an archaeologist from Northland  
Research, will moderate a panel  
which includes: Sunnie Empire,  
author of *Minding A Sacred Place*;  
Ron Chiago, Cultural Preservation  
Officer from the Salt River Pima-  
Maricopa Indian Community; and  
Tom Wright, Archaeologist.

**January 18 -**  
SCOTTSDALE FROM FOUNDING TO  
1950  
What was so intriguing about this  
place and its early residents?  
Christine Mazin, Curator/Archivist  
at ASU, will moderate a panel that  
includes Dr. Jose Bursuel, Professor,  
ASU, retired; Dr. Richard Lynch,  
Historian; an Elder from the Salt  
River Pima-Maricopa Indian  
Community; and an Elder from  
Penjamo, a Yaqui village located in  
Scottsdale.

**January 25 -**  
SCOTTSDALE FROM 1950 TO 1995.  
How did we become "The West's  
Most Western Town"? Moderator  
JoAnn Handley, Scottsdale  
Historical Society, will lead a panel  
which includes Bill Jenkins, former  
Mayor of Scottsdale; Marilyn  
Atkinson, Atkinson's Trading Post;  
and Bill Bishop, Bishop Gallery.

**TODAY - Part Two**

**February 1 -**  
SCOTTSDALE'S BUILT ENVIRONMENT AND  
FUTURE POTENTIAL  
Form following function - with  
Southwestern flair. Moderator Debbie  
Abele, Papago Salado Association, will par-  
ticipate in a discussion of our distinctive  
architecture, and its future potential, with  
Doug Sydnor, Douglas Sydnor Architect  
and Associates, Inc.; John Rattenbury,  
Yaliesin Architects; John Kane,  
Architekton.

**February 8 -**  
SCOTTSDALE'S PEOPLE  
Are we who we think we are? Long-Range  
Planner for the City of Scottsdale, Don  
Hadder, will present both fact and fantasy  
about our changing demographics, how it  
has affected our character, and where it  
may lead.

**February 15 -**  
SCOTTSDALE'S ECONOMIC ENGINE  
Where do all these people work, anyway?  
Downtown Redevelopment and the  
Airpark are being added to the con-  
cerns of our economy, tourism and the  
arts. Phil Carlson, President and CEO of  
the Scottsdale Chamber of Commerce,  
will moderate a panel which includes: Bill  
Eider-Orley, Vice-President and Managing  
Director of Hyatt Regency Scottsdale at  
Gainey Ranch; Frank Jacobson, President  
and CEO of the Scottsdale Cultural  
Council; Mike Brinkley, President,  
Scottsdale Healthcare Realty Corporation;  
and Jim Keeley, President, Classic Real  
Estate Corporation.

**TOMORROW - Part Three**

**February 22 -**  
SCOTTSDALE'S CITIZEN INVOLVEMENT  
What has been our process for shaping our  
community and how well have we done?  
Moderator Art DeCabooter, President,  
Scottsdale Community College, will lead a  
discussion highlighting the history of citi-  
zen involvement by community volunteer  
Jim Wellington and former City  
Councilman Diane Casack. An overview  
of the General Plan update and citizen  
input into that process will be given by  
Randy Grant, Senior Community Planner.

**February 29 -**  
SCOTTSDALE'S HEART  
Are we a compassionate people?  
Moderator Eileen Rogers, President,  
Allegra Print and Imaging and Past-  
President of the City of Scottsdale Human  
Services Commission, will lead a discus-  
sion focusing on human services, our  
growing elderly, our youth, and our hous-  
ing. The panel includes: Nikki, Volunteer  
Hotline Supervisor, Teen Lifeline; Florence  
Frank, active in Scottsdale social services  
since 1947; and Joyce Winton, Success  
Strategies Group, and member City of  
Scottsdale Housing Board.

**March 7 -**  
SCOTTSDALE'S COMMUNITY LEADERSHIP  
What will it take to be a good leader in  
the 21st century? How do we balance the  
elements of head and heart into a new  
kind of civic leadership as we enter a new  
millennium? Dr. Elizabeth Larson,  
Scottsdale Voices Program Director, will  
facilitate a discussion with Richard  
Bowers, City Manager, City of Scottsdale;  
Representative Carolyn Allen and Todd  
Hornback, Executive Director of LINKS:  
The Community Collaborative.

Yesterday, Today and Tomorrow

SCOTTSDALE MILLENNIUM SERIES



Scottsdale Millennium Series Flyer (back)

Scottsdale History - Learn More About It at the Scottsdale Public Library

Books

- o Annual budget for the City of Scottsdale, Arizona. Scottsdale: The City, 1961-
- o Artscape survey: a public art plan for Scottsdale / Scottsdale Cultural Council. Scottsdale: Betsy Drake Planning and Urban Design, 1990.
- o City of Scottsdale demographic trends analysis. Scottsdale: Economic Development Office, 1993.
- o Dick, Wilburn W. The History of the Scottsdale School System at Scottsdale, Arizona 1896-1944. Tempe: Arizona State Teachers College, 1944.
- o Downtown plan: urban design and architectural guidelines / Planning Commission. Scottsdale: The City, 1986.
- o ESLO user's manual / Planning and Zoning. Scottsdale: The City, 1991.
- o Folsom, Franklin. Ancient Treasures of the Southwest: A Guide to Archaeological Sites and Museums in Arizona, Southern Colorado, New Mexico, and Utah. Albuquerque: University of New Mexico Press, c1994.
- o Granger, Byrd H. The authentic history of Scottsdale, Arizona since 1891. Scottsdale: Scottsdale Convention and News Bureau, 1956.
- o Indian Bend Wash: a Scottsdale, Arizona success story of one of the nation's most outstanding flood-control projects, acclaimed as an engineering wonder of the world. Scottsdale: The City, 1985.
- o Lynch, Richard E. Winfield Scott: a biography of Scottsdale's founder. Scottsdale: City of Scottsdale, 1978.
- o McElfresh, Patricia Myers. Scottsdale, jewel in the desert: an illustrated history. Woodland Hills, Calif: Windsor Publications, 1988.
- o Police department annual report. Scottsdale: City of Scottsdale, 1992-
- o Population projections, 1986-2010. Scottsdale: The City, 1986.
- o Sarda, Michel. Scottsdale: a portrait in color. Phoenix: Bridgwood Press, 1991.
- o Scottsdale almanac. Phoenix: Cities West Publishing, 1994-
- o Scottsdale, Arizona: a tour of the West's most western town. Scottsdale: Dandick, 1978.
- o Scottsdale canal bank study: final report and recommendation approved April 20, 1987. Scottsdale: Planning Dept., 1987.
- o Scottsdale Foothills general plan. Scottsdale: Planning Commission, 1984.
- o Scottsdale Jaycees annual Parada del Sol. Scottsdale: Scottsdale Jaycees, 1957-
- o Scottsdale photo album: yesterday, today. Scottsdale: Scottsdale Tourist Guide, 1989.
- o Scottsdale Town Enrichment Program, "S.T.E.P.": Long range goals and recommendations. Scottsdale: City of Scottsdale, 1970.
- o Scottsdale Visioning 1994 update. Scottsdale: The City, 1994.

Magazines

- o Scottsdale at work. Scottsdale: Chamber of Commerce, 1985-
- o Scottsdale citizen. Scottsdale: City of Scottsdale, Communications & Public Affairs Office, 1998-
- o Scottsdale steps forward. Scottsdale: City of Scottsdale, 1969-74.

Videos

- o CityShape 2020 / Scottsdale Visioning. Scottsdale: The City, 1995.
- o General plan history. Scottsdale: Scottsdale Visioning, 1995.
- o A History of Scottsdale. Scottsdale: City Cable II, 1998.
- o Scottsdale City Council meetings. Scottsdale: The City.
- o TV5 salutes Scottsdale: an Arizona favorite. Phoenix: Star Duplicating, 1987.

Visit the City of Scottsdale Website at:  
<http://www.ci.scottsdale.az.us>



*If one is inclined to wonder at  
first how so many dwellers  
came to be in the loneliest land  
that ever came out of God's  
hands, what they do there and  
why stay, one does not wonder  
so much after having lived  
there.*

From The Land of Little Rain  
by Mary Austin



As part of the ongoing **General Plan Update** process, you are cordially invited to attend a special speaking engagement by **Grady Gammage, Jr.**, who will be providing his knowledge, research and expertise on,

**"How We Got to the Way We Are"  
- the History of Growth & Development in the Valley**



Tuesday, July 20 ←  
8:00 am to 10:30 am

in the SCA Training Room,  
2nd floor of the Scottsdale Center for the Arts

Grady Gammage, Jr., has been a state leader in issues related to urban design, water conversation, growth management, historic preservation, zoning and land use planning law. He has been active in the Arizona Planning Association and has often provided advice regarding the State Planning Enabling Legislation, including the most recent revisions encompassed under the "Growing Smarter" legislation. His most recent book is *Phoenix in Perspective: Reflections on Developing the Desert*.

Following Grady's remarks there will be a brief update on where we're in the General Plan Update process and an introduction of the consultants who are facilitating the community outreach phase that precedes the technical update.

Seating is limited.

Please RSVP Robin Meinhart at x22647 by July 14

(Coffee, juice, pastries served from 8 - 8:30 am)



February 15, 2000

Dear Scottsdale Resident:

It seems like you see or hear the question almost everywhere you turn. We all agree that we live, work and/or play in a community that is truly "special", but how do we preserve the quality of life that makes our community unique.

The answers to that question are at the heart of a community dialogue, that we're calling "*Future in Focus*," that will be occurring in the next several months. The framework for this dialogue is the update of the city's General Plan.

And while the term "General Plan" may not be familiar to you, it is a planning tool that impacts each of us. The General Plan is Scottsdale's blueprint for the future. Imagine building a house without plans for where the kitchen, bedrooms or doors will be located . . . or making a cake without first knowing the ingredients that you will need to complete it. The General Plan is important because it affects how the community looks, "feels" and meets the needs of its residents for decades to come. What you think about your community **does** matter, and without your input the community vision will lack focus.

How can you be involved? There are a number of ways.

- First, we encourage you to become familiar with the General Plan document, which is located on the city's website at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan). Hard copies are also available for review at the city's Citizen Service Centers (for the location closest to you, call (480) 312-7900).
- Second, we encourage you to provide input. Enclosed is a survey we would like you to complete and send back to us (please return to Planning Systems, 7447 E. Indian School Road, Suite #300, Scottsdale, AZ 85251 or fax to (480) 312-2455).
- And third, let us know if your neighborhood group or homeowners association, service group or business network would like to have a group discussion on the topics identified on the survey by calling (480) 312-7705.

We recognize there are many challenges to planning Scottsdale's future; and NO decision is purely "black and white." For example, it is not a question of growth OR preservation. The goal is to balance development and preservation so that all Scottsdale residents can continue to enjoy our excellent quality of life.

You can help us achieve that balance by sharing your opinions and recommendations. **Please share this information with any neighborhood group, service group or other Scottsdale organization you may be affiliated with.** Thanks for taking time to participate in Scottsdale's future. If you have any questions, feel free to contact the city's Comprehensive Planning Division at (480) 312-7705.

Robin Meinhart, Public Information Coordinator  
Planning Systems, City of Scottsdale

P.S. Please note another important involvement opportunity on March 30, 2000 (details on the back of this page)

## Scottsdale Town Hall


*How are other cities handling the challenges of growth while retaining the character and lifestyle we cherish?*

Share your thoughts, hopes and aspirations at a **March 30 Town Hall, 6 p.m. to 8:30 p.m., at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road** (southeast corner of the campus). The Scottsdale Town Hall will feature a panel of speakers including Reid Ewing, one of the country's leading experts on improving transportation systems; Grady Gammage, Jr., a state leader in issues related to urban design, growth management, zoning and land use planning law; and Arizona State University professor Nan Ellin, whose books and studies have created an international discussion of suburban development in the United States. Panelists will debate issues impacting Scottsdale and other cities as they move forward into the new millennium. Attendees will have an opportunity to ask questions and provide comments.

For more information and to RSVP, call **(480) 312-7705**. Seating is limited. Town Hall is co-sponsored by the city and Scottsdale Community College as part of the "*Future in Focus*," General Plan update currently under way.



Source: City of Scottsdale  
Date: March 2000



**Scottsdale**  
GENERAL PLAN UPDATE

**We Want You...**  
*to attend the Town Hall Meeting!*

*Come explore how Scottsdale can  
preserve and protect community  
character and quality of life  
without becoming a blur of  
subdivisions, parking lots, crowded  
streets, schools, and parks.*

**Future in Focus  
Town Hall Meeting**

**DATE:** Thursday, March 30, 2000

**TIME:** 6:00–8:30 PM

**LOCATION:** Scottsdale Community College  
Performing Arts Center  
9000 East Chaparral Road  
(southeast corner of the campus)



Source: City of Scottsdale, Town Hall Flyer (outside)

Date: March 2000



**Future in Focus**  
Share your thoughts at the **Town Hall Meeting**

**DATE:** Thursday, March 30, 2000  
**TIME:** 6:00–8:30 PM  
**LOCATION:** Scottsdale Community College Performing Arts Center

**Future in Focus is...**  
Future in Focus is the public involvement phase of the General Plan Update. As such, it seeks broad citizen participation so that the General Plan reflects community concerns, needs, and aspirations.

**A General Plan is...**  
A statement of goals and policies for the future development, revitalization, and preservation of the community required by state law.

**Scottsdale**  
GENERAL PLAN UPDATE

Come explore how Scottsdale can preserve and protect community character and quality of life without becoming a blur of subdivisions, parking lots, crowded streets, schools, and parks.

Let's explore ways to preserve and protect community character, and quality of life.





Source: City of Scottsdale, Town Hall Flyer (inside)

Date: March 2000

**Scottsdale  
to hold March 30th  
Town Hall Event**

**Getting the City's  
Future in Focus**

Scottsdale residents are invited to share their thoughts, hopes and aspirations at a **March 30th Town Hall Meeting, 6 to 8:30 p.m., at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road** (southeast corner of the campus). The Scottsdale Town Hall will feature a panel of speakers whose experience and credentials are highlighted in this brochure. Attendees will have an opportunity to ask questions and provide comments.

For more information and to RSVP, call **(480) 312-7705**. Seating is limited. The March 30th Town Hall event is co-sponsored by the city and Scottsdale Community College as part of the "Future in Focus," General Plan update currently under way.

Additional on-line information about the public involvement phase of the city's General Plan update is available on-line at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus), and [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan).



**Nan Ellin M.S.**, Assistant Professor, School of Architecture, ASU. Author of *Postmodern Urbanism*, Editor of *Architecture of Fear*.

Nan Ellin is a M.A., M.Phil., and Ph.D. from Columbia University and a B.A. from Bryn Mawr College. She has previously taught at the University of Cincinnati, the Southern California Institute of Architecture (SCI-Arc), the University of Southern California, and New York University. She was a Fulbright Scholar in France where she carried out her research for her dissertation on the European New Urbanism. She has written numerous articles exploring trends in urban design, and is now exploring reconstructive and proactive alternatives to these. Currently, she is developing the concept of Integral Urbanism and writing a monograph on New York architect and urban designer Deborah Berke (Princeton Architectural Press).

**Reid Ewing**, Director of the Center for Urban Policy Research. Author of *Transportation and Land Use Innovations – When You Can't Pave Your Way Out of Congestion, Best Development Practices, Traffic Calming State-of-the-Art, and Developing Successful New Communities*.

Reid Ewing is a nationally recognized leader in research on improving transportation systems. He holds a Doctor of Philosophy in Urban Planning and Transportation Systems, Massachusetts Institute of Technology; a Master of City Planning from Harvard University; a Master of Science in Engineering and Applied Physics from Harvard University; and a Bachelor of Science in Mechanical Engineering from Purdue University.

**Grady Gammage, Jr.**, Principal of the law firm Gammage and Burnham, and adjunct professor at the Colleges of Architecture and Environmental Design and Law, ASU.

Grady Gammage Jr. is an Arizona native who has practiced law in Phoenix since his graduation from Stanford Law School. He has spent the last 20 years dealing with land use, development, and growth issues; representing real estate development projects; and consulting with cities and towns. In 1981, Mr. Gammage was instrumental in structuring Arizona's Innovative Urban Lands Act, which allowed state trust lands to be released for private development. He has chaired the Phoenix Design Review Standards Committee, helping create mechanisms to regulate the aesthetics of commercial and residential development. He serves as an elected official as a board member of the Central Arizona Water Conservation District, and was president of that board from 1985-89.

**Charlie Smith**, Resident since 1962, former City Councilmember and Vice President of Compensated Devices, Inc.

Charlie Smith is a long-time resident of Scottsdale who has served on a number of city commissions including Chairman of the Scottsdale Charter Review Commission (1994-95); Chairman of the Maricopa County Stadium District Citizens Advisory Committee (1991-95); President and/or Member of the Scottsdale Industrial Development Authority (1984-92); Member of the Mayor's Baseball Study Committee (1988-89); Chairman of the Scottsdale Charter Review Commission (1986-87); Chairman of the Scottsdale Planning and Zoning Commission (1972-74); and Member of the Scottsdale Board of Adjustment (1970-72).

He served as a Scottsdale City Councilman from 1974 to 1984, and has been active in several local service organizations including the Scottsdale YMCA, the Foundation for Blind Children, the Scottsdale Jaycees, and the Scottsdale Charros.



Source: Scottsdale Pride (front)  
Date: March 2000

# SCOTTSDALE PRIDE

*A publication for Scottsdale citizens*

March 2000

## Here's to Herb

He was the man many called "Mr. Scottsdale" and now the street running through Scottsdale's civic core will bear his name. Civic Center Boulevard is being changed to Drinkwater Boulevard to honor the late Herbert R. Drinkwater, Scottsdale's mayor from 1980 to 1996.

A street name change dedication and celebration is being planned for April. For event details, call (480) 312-2335.

## You Count!

### Census Questionnaires On Their Way

Census 2000 forms arrive in Valley mailboxes this month!

Scottsdale receives hundreds of dollars for each person counted as part of the Census. If just 1,000 people are **not** counted, we would lose millions of dollars over the next decade.

Locally, this is money used for basic city services such as repairing roads, providing health and education programs, building community centers and maintaining parks. It's dollars for these and other necessary city services that partially come from state-shared revenues – money from state income, gas and sales taxes you've already paid to the State of Arizona.

It's our future . . . don't leave it blank. Please fill out and return your census form. For more information, call (480) 312-2543.

## Keen on Green

Here's a Green Building factoid: In the United States, we generate twice as much trash per capita as Western Europeans or the Japanese. Green Building promotes environmentally-responsible and energy-efficient building.

For more information, please call (480) 312-4202 or e-mail [afloyd@ci.scottsdale.az.us](mailto:afloyd@ci.scottsdale.az.us).

## Spring Cleaning?

When spring cleaning, keep Vista del Camino in mind. Vista, Scottsdale's social service agency, accepts clothing donations and distributes them to needy residents. Bring your unwanted items to Vista, 7700 E. Roosevelt.

Please call (480) 312-2323 for details.

## The Emmy, the Grammy . . . the Scotty!

The "Scotty," Scottsdale Public Library System's award for outstanding literary achievement, will be presented to Arizona Author Claire Sargent at the library's annual Author's Award Luncheon, Thursday, April 13, at the Chaparral Suites, northeast corner of Chaparral and Scottsdale roads. The event begins with an 11 a.m. reception, followed by a noon luncheon and book signing. Cost is \$45 per person with proceeds benefiting Friends of the Library youth programs. For reservations or more information, call (480) 312-2420.

## A Taxing Time of Year

Doing your taxes doesn't have to be trying, tedious or traumatic – thanks to the Tax Preparation Program, a free service provided to seniors and low-income residents. Tax counselors are available to help with tax questions and forms at the Civic Center Senior Center from 8:30 a.m. to 4 p.m., Monday through Friday; and at Horizon Community Center from 8:30 a.m. to noon, Monday through Friday. For an appointment, call (480) 312-7702 or (480) 312-5810.

### And Speaking of Taxes . . .

More than 19,000 of the nearly 27,000 abused woman and children who sought a safe place to live last year were turned away due to ill-equipped shelters. Help is now here. The 1999 state tax form allows Arizonans to make donations that will provide shelter and critical services to those seeking refuge from violent situations. If you receive a refund, you can allocate part, all or more than your entire refund. If you don't receive a refund, you can add a donation to your tax payment. For more information about the Domestic Violence Shelter Fund, call (602) 364-2227.

Source: Scottsdale Pride (back)

Date: March 2000

## April Happenings

Dates and times subject to change. Please call number listed to confirm.

### through May

Ride the free downtown trolley that links Scottsdale's downtown shopping and arts districts with Scottsdale Fashion Square, 11 a.m. to 6 p.m., Monday through Saturday. Look for trolley stop signs. (480) 312-7696.

### 3, 4 17 & 18

City Council meetings, 5 p.m., City Hall Kiva, 3939 Civic Center Blvd. (480) 312-2412.

### 6

Daniel Gregory, senior editor of *Sunset* magazine, presents "Visions and Subdivisions: High Points and Low Points in Western Home Design," 7 p.m., Civic Center Library Auditorium, 3839 Civic Center Boulevard. Free. (480) 312-2664.

### 8 - 16

Valley Bike Week -- bicycle for fun and transportation! Activities include special rides to work, a bike festival and a family ride to Bank One Ballpark to watch the Arizona Diamondbacks. (602) 262-7433.

### 13

Plant Care and Maintenance Workshop, 6 to 8:30 p.m., Water Operations, 9312 N. 94<sup>th</sup> St. Free. Register by calling (480) 312-5690.

### 14 - 16

Scottsdale Culinary Festival -- a delicious celebration of food and drink includes exciting opportunities to taste exquisite wines and culinary delights. Numerous activities will be held at various locations. (480) 945-7193.

### 17

"Keys to Success in Starting a New Business," 6:30 p.m., Mustang Library, 10101 N. 90<sup>th</sup> St. Dr. Tony Musica, director of the Small Business Management Program at Scottsdale Community College, will discuss startup strategies, selecting an organizational structure, financing your new business, sources of assistance and marketing your business. Free. No registration needed. (480) 312-6040.

### 18

Neighborhood College, 7:15 to 9:15 p.m., Scottsdale Community College, 9000 E. Chaparral Road. Call (480) 423-6321 to register or (480) 312-7251 for Neighborhood Services information.

### 19

Xeriscape Workshop, 6 to 8:30 p.m., Water Operations, 9312 N. 94<sup>th</sup> St. Free. Call (480) 312-5690 to register.

### 26

Drip Irrigation Systems Workshop, 6 to 8:30 p.m., Water Operations, 9312 N. 94<sup>th</sup> Street. Free. Call (480) 312-5690 to register.

### 29

April Pools Day, noon to 5 p.m., Cactus Aquatic Center, 7202 E. Cactus Road. Activities include information booths, safety demonstrations, entertainment, prizes and free open swim! Free. (480) 312-7665.

## Town Hall

*How are other cities handling the challenges of growth while retaining the character and lifestyle we cherish?*

Share your thoughts, hopes and aspirations at a March 30 Town Hall, 6 to 8:30 p.m., at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road (southeast corner of the campus).

The Town Hall will feature a panel of speakers including Reid Ewing, one of the country's leading experts on improving transportation systems; Grady Gammage, Jr., a state leader in issues related to urban design, growth management, zoning and land use planning law; and Arizona State University Professor Nan Ellin, whose books and studies have created an international discussion of suburban development in the United States. Panelists will debate issues impacting Scottsdale and other cities. Attendees will have an opportunity to ask questions and provide comments.


For more information and to RSVP, call (480) 312-7705. Seating is limited. Town Hall is co-sponsored by the city and Scottsdale Community College as part of the "Future in Focus" General Plan update currently under way.



Scottsdale Pride is published by the City of Scottsdale Communications & Public Affairs Office  
3939 Civic Center Blvd.  
Scottsdale, AZ 85251  
(480) 312-2335  
[www.ci.scottsdale.az.us](http://www.ci.scottsdale.az.us)

**Mayor**  
Sam Kathryn Campana  
**Council Members**  
Cynthia Lukas  
Mary Manross  
Robert C. Pettycrew  
Dennis E. Robbins  
Richard Thomas  
George Zrakat  
**City Manager**  
Richard A. Bowers



 People with a disability may request a reasonable accommodation at a city event or public meeting by contacting Maggie Jonelis at [mjonelis@ci.scottsdale.az.us](mailto:mjonelis@ci.scottsdale.az.us) or (480) 312-2335.





# THE GENERAL PLAN

## QUICK REFERENCE GUIDE



### The General Plan

*Like a tree, Scottsdale's General Plan grows and adjusts to the changes of its environment. The General Plan, our City's approach to long-range planning, is three-tiered, much like the branches of a tree. Each branch plays an important role in the overall health of the tree. Within this three-tiered framework, our city is looked at from three distinct areas: citywide, character areas and neighborhoods. This three-tiered approach was recommended by our citizens via the 1994-96 CityShape 2020 effort — which evaluated the General Plan and provided direction for updating the Plan. Our citizens are the gardeners of our General Plan and their participation is critical to ensuring the Plan's long-term viability and vitality.*

*This fact sheet explores one of those three tiers, or branches, and provides explanation about a process.*

*For more information about the General Plan, contact the City's Comprehensive Planning division at (480) 312-7705, email us at [generalplan@ci.scottsdale.az.us](mailto:generalplan@ci.scottsdale.az.us) or visit us at 7447 E. Indian School Road, Suite 300.*

### What is a General Plan?

A General Plan is a community's vision for the future. It is an expression of how the community wants to change and develop for the next 20-50 years. Arizona State law requires that communities with a population over 2,500 adopt a General Plan, and outlines the elements the plan must contain. Scottsdale adopted its first General Plan in 1960 when Scottsdale encompassed only 15 square miles. Since then several changes to the Plan have occurred as the community grew and changed. These changes, as well as changes in State law, promoted a comprehensive update to the Scottsdale General Plan, which is slated for completion in December, 2000.

### Why should I care about the General Plan? Does it really affect me?

The General Plan is Scottsdale's roadmap to the future. Implementing the General Plan vision, through design standards, zoning changes, or other decisions, will affect how the community looks, "feels", and functions for decades to come. What you think about your community does matter, and without your input the community vision will lack focus.

### Isn't the General Plan just a map showing where different land uses will go?

No. The General Plan is a document containing maps and policies on a lot of issues. A map showing projected land uses is included, but land use is only one part of the story.

### Who developed the General Plan for Scottsdale, and how?

An effective General Plan must be developed by the community. Because the Plan reflects the community vision, important issues facing the community must be dis-

cussed and debated. Often communities cannot reach unanimous agreement about these issues, but clear direction is needed if the community's vision is to be realized. All of Scottsdale's General Plan efforts have involved extensive citizen participation. For the soon to be initiated comprehensive General Plan update, input will be solicited through neighborhood meetings, workshops, focus groups, surveys, public hearings, and personal contacts.

### If Scottsdale has had a General Plan for so long, why do we need to update it? Hasn't it done its job?

Periodically the General Plan should be validated, to make sure that it continues to express the community's expectations. A General Plan can be developed with a 20-year vision, but may be reviewed every 5 or 10 years. Scottsdale last reviewed the Plan comprehensively in 1992, and the rapid changes in the community since then indicate that a Plan review would be valuable. In addition, the recently enacted Growing Smarter Act requires that cities in Arizona readopt their General Plans to incorporate four new elements not previously required by the State. These elements include:

- Environment Element,
- Growth Area Element,
- Cost of Development Element, and
- Open Space Element.

Most would agree that the citizen-based planning process in Scottsdale has been a success, but there will always be changes that the community needs to plan for.

### Can the General Plan be changed at other times, in between the periodic comprehensive updates?

Yes, because not all of the things that will affect the community in the coming decades can be anticipated and planned for, a process has been established to amend the General



Plan. Requests to amend the maps or the written policies in the General Plan most often come from property owners, but they can be initiated by the Planning Commission as well.

#### What is the difference between the General Plan, Character Area Plans, and Neighborhood Plans?

CityShape 2020, a citizen-led process to review the General Plan process, recommended the creation of a three-tiered General Plan. These tiers are as follows:

- The General Plan,
- Character Area Plans, and
- Neighborhood Plans.

The primary difference between these plans is the size of the area being studied and the level of detail involved.

- The General Plan expresses city-wide policies and goals that are broad in scope. It is intended to present a vision for the community as a whole.
- Character Area Plans are prepared for different areas that have common features that make them unique from other parts of the city. These features can be housing style, land use type, development age or style, architectural design, streetscape, or defined “edges” to the area. Character Area are typically up to 10 square miles in size. Twenty-four Character Areas have been identified within Scottsdale.

- While Character Area Plans are a building block of the community, Neighborhood Plans give citizens the tools to create an identity, promote neighborhood pride, open communication between neighbors, and seek solutions to neighborhood concerns.

#### Where can I get more information?

For more detail, you can get a copy of the General Plan at the Development Services One Stop Shop (7447 E. Indian School Road - southeast corner of Indian School Road and Civic Center/Drinkwater Boulevard) or you can find the General Plan on the city’s website at [www.ci.scottsdale.az.us](http://www.ci.scottsdale.az.us) - go to Building and Zoning and then click on “Planning” under Building and Zoning. The General Plan is identified on a list of resources at the Planning site. The phone number for Development Services is 312-2500 and the phone number for Comprehensive Planning is (480) 312-7705.

#### How can I become more involved?

Call (480) 312-7705 and find out when the next workshop or focus group will be held.

For more information about the Growing Smarter Act or the General Plan Update process call (480) 312-7705. The newly reformatted General Plan website provides an easier to read format with updated maps and information. You can access this site a [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) and link to information about the community outreach effort titled “Future in Focus” that is underway to update the General Plan.



# GENERAL PLAN UPDATE

## QUICK REFERENCE GUIDE

**What the General Plan is...**  
A statement of city Policy

A guide for decision-making

A framework for more specific planning

A tool for education/communication

A legal mandate

A way to provide a long range perspective

A way to improve the quality of life

**and what it is NOT...**

A specific plan for a development project

A Zoning Ordinance

A rigid/static document

A capitol improvement plan

A city budget

A master plan or operational plan

The 1998 Growing Smarter Legislation declared that General Plans for cities must be updated every ten years and gave a deadline of December 2001 to accomplish this update.

### General Plan Purpose

The General Plan contains the city's policies on character and design, land use, open spaces and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth issues. Its focus is on shaping the physical form of the city yet it includes policies and statements about other aspects of community as well. Human services, protection of desert and mountain lands, and the character of neighborhoods are all discussed in Scottsdale's General Plan.

The Plan is used by the City Council and Planning Commission to evaluate policy changes and to make funding and budget decisions. It is used by city staff to evaluate building and development and to make recommendations on projects. It is used by citizens and neighborhood groups to understand the city's long-range plans and proposals for different geographic areas. The Plan provides the basis for the city's development regulations and the foundation for its capital improvements program.

### Why does Scottsdale have a General Plan?

Arizona state law (ARS 9-461-05A) requires that each city adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also establishes that the city have a General Plan. Scottsdale's General Plan has three interrelated functions:

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

A General Plan may include maps, diagrams, tables, and text setting out community conditions, principles, goals, objectives, and strategies. For a city the size of Scottsdale, the General Plan is expected to have a number of sections (called elements), including:

- Land use
- Circulation (Transportation)
- Conservation
- Recreation
- Housing
- Public Services and Facilities
- Public Buildings
- Safety
- (Neighborhood) Conservation, Rehabilitation and Redevelopment
- Bicycling

The 1998 Growing Smarter and 2000 Growing Smarter Plus legislation required five additional elements. They are:

- Open Space
- Cost of Development
- Growth Areas
- Environmental Planning
- Water Resources



**Scottsdale**  
GENERAL PLAN UPDATE

[www.ci.scottsdale.az.us/  
generalplan](http://www.ci.scottsdale.az.us/generalplan)

[www.ci.scottsdale.az.us/  
futureinfo](http://www.ci.scottsdale.az.us/futureinfo)



### What is Scottsdale's General Plan?

With this update, Scottsdale has taken these technical considerations and established policies, goals, and strategies for each of sixteen elements. In this way the General Plan promotes the community's vision and reflects the community's expectations for the future. These elements include consideration of the issues identified and required by state statute, but are designed to be specific to Scottsdale. Chapters based on the CityShape 2020 Guiding Principles organize the elements. The chapters and elements are as follows:

#### CHARACTER AND LIFESTYLE

Character and Design  
Land Use  
Recreation

#### ECONOMIC VITALITY

Community Economic Vitality  
Cost of Development

#### NEIGHBORHOODS

Community Involvement  
Housing  
Public Buildings and Facilities  
Public Services and Safety  
Water Resources

#### OPEN SPACE

Conservation  
Open Space

#### SUSTAINABILITY

Environmental Planning  
Growth Areas  
Neighborhood Conservation,  
Rehabilitation, Revitalization and Redevelopment

#### TRANSPORTATION

Community Mobility (including Technology)

The proposed draft Scottsdale General Plan varies from the structure outlined in state law in a few ways. We've added three elements (Character and Design, Economic Vitality, and Community Involvement) and a technology component (included in the Community Mobility Element). Although the additional elements address topics not required by state law, the issues they address are basic to the current and the future quality of life in Scottsdale. We also have combined some of the required elements and expanded the scope of others beyond what is required by state law. Once adopted by the City Council, all elements have the same legal status. No single element or subject supercedes any other.

The General Plan represents goals and policies to guide a community over a 20 to 25 year period. There is a natural tendency to presume that the plan, as adopted, will be applied in its entirety with minimal change over that period of time. Such rigid application would not be responsive to the natural change and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and to choose to modify them, subject of course, to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes.

As with any flexible policy document, there is ample room for interpretation on the policies and goals contained in these elements, and flexibility is needed to meet the overall objective.

### General Plan Form - Character-Based Planning

As a result of CityShape 2020 recommendations, Scottsdale has implemented Character-based General Planning. The Character-based General Plan contains four components: the 5 Guiding Principles and a format that contains three distinct but interrelated levels:

#### LEVEL 1 - CITYWIDE PLANNING

Incorporates all policies that apply to the city as a whole. Perhaps the greatest departure from the existing General Plan is that, for the first time, it describes the origin and purpose of the Plan, and the unique attributes of planning in Scottsdale.

#### LEVEL 2 - CHARACTER AREA PLANNING

Develops Character Plans on a priority basis over a period of time and speaks specifically to the goals and special attributes of an identifiable and functional area; i.e., its land uses, infrastructure, broadly defined urban architectural design philosophy or transitions. Character Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan level, all within the context of community-wide goals. An additional strength of the Character-based approach is its ability to address "edges," those places where two character areas meet or places where Scottsdale's boundaries meet about other governmental jurisdictions. Character Area Planning will pursue the involvement and participation of an area's residents and property owners in the planning and implementation processes.

It is the Level 1 or Citywide General Plan which is being updated at this time. Level 2 - Character Plans and Level 3 - Neighborhood Plans are developed separately from, but coordinated with, the Citywide level.



### LEVEL 3 - NEIGHBORHOOD PLANNING

Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood Plans will identify and implement efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals and may build an action plan or an issues brief. The neighborhood planning process must have the in-depth involvement of the people who live and work in that neighborhood.

This three-level General Plan approach has many direct benefits in serving as a platform for community decision-making. A key advantage of this General Plan format is its ability to address issues and challenges in existing and mature neighborhoods that may have received too little attention in the past, and inform and involve a greater number of Scottsdale citizens.

### Administration of the General Plan

The General Plan is designed to be a broad, flexible document that changes as the community needs, conditions, and direction change. It can be revised through city-initiated amendments, through citizen/property owner requests, or through referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

The Growing Smarter (1998) and Growing Smarter Plus (2000) legislation changed some of the requirements regarding the administration of General Plans throughout the state. In many cases, Scottsdale was already doing the new things required. Growing Smarter declared that General Plans must be updated every ten years, and gave a deadline of December 2001 to accomplish this update. It required the addition of four new elements, and provided a new definition of a major amendment to the General Plan. It proposed a more involved citizen process in the General Plan. The Growing Smarter Plus legislation added another required element, put into place more requirements for community acceptance of the General Plan, and re-defined "major amendments" to the General Plan.

The state statutes now define a major amendment as: "a proposal that results in a change to the land use plan that would effect a substantial alteration in the city's planned mixture or balance of land uses." If a proposal is determined to be a major amendment, a 2/3 or super majority vote of the City Council is required to approve it. The statutes leave it up to each municipality to from criteria determining when proposals meet the major amendment definition.

The updated General Plan will be adopted by the Scottsdale City Council following public review, and recommendations to approve from city advisory Boards and Commissions. Once adopted by the City Council, the General Plan must be ratified

by a vote of the citizens. This will take place at an election coordinated with the Maricopa County election process. If the citizens do not ratify the updated General Plan, the existing General Plan will remain in effect until there is an affirmative vote on a new one.

### To Date Preparation for Adoption of Four Major Elements

In keeping with the requirements of the Major Elements of the Growing Smarter Act, the City of Scottsdale has implemented the following:

- Open Space - Desert Open Space System Plan by Preserve Commission; expanded recommended study boundary for the McDowell Sonoran Preserve (voter approved 11/98)
- Environmental - 3/92 Adoption of Environmental Design Element which includes guidelines for Character Plans; Open Space; Streetscape; Heritage Plans; Environmental Resources Plans; and Public Art Plans
- Growth Area - Identification of Redevelopment Areas
- Cost of Development - Tischler Report, cost of services analysis completed

### Proactive Implementation of Public Notification

In 1998, the City of Scottsdale implemented a comprehensive General Amendment Process which included the following:

- Elevate the dialogue on General Plan requests in the public hearing process to address community-wide issues - requires that General Plan request be presented separately from, and prior to, related zoning cases at public hearings.
- Require six month review process for General Plan Amendment application requests for parcels larger than 15 acres and three month review for requests of parcels 15 acres or smaller.
- Establish guidelines for neighborhood involvement.
- Require the applicant meet with staff to identify who will be contact as a "neighbor" of the project; the number and type of meetings to be held; additional contacts to be made by fliers, door hanger letters, open houses, contacts with area homeowner associations, etc.; and any other outreach and communication efforts.
- Encourage applicants contact "neighbors" at least twice prior to the public hearing request.
- Require that applicant prepare a written report summarizing involvement.



### **What We've Done So Far**

Launch the Future in Focus citizen outreach effort which has included:

- Project scoping interviews with 30 community stakeholders
- Future in Focus web site to communicate public involvement opportunities [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus)
- Future in Focus information phone line for questions/comments
- Dialogues with more than 25 home owner associations, neighborhood groups and service organizations; three spanish speaking neighborhood groups; five Saguaro high school classes; and presentations to various boards & commissions
- March 30 Community Future in Focus Town Hall with a panel of local and national speakers
- Statistically valid telephone survey to solicit additional input on Future in Focus Dialogue Questionnaires
- Fact Sheets, Questionnaires, and information via utility billing inserts, Citizen magazine articles, and display ads

### **What's Ahead**

- Review of the draft technical update by a General Plan Working Group Committee comprised of representatives from the city's boards and commissions
- Future in Focus electronic dialogue to solicit additional input on community vision and values

### **Where can I get more information?**

#### **Web Site Information**

The General Plan is on the City of Scottsdale web site at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) and additional related planning information is available on the city's Comprehensive Planning web site at [www.ci.scottsdale.az.us/communityplan](http://www.ci.scottsdale.az.us/communityplan)

The Future in Focus website at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus) provides information about the public involvement phase of the update.

#### **The General Plan on CD-ROM**

The Comprehensive Planning Division has developed a CD-ROM version of the Scottsdale General Plan. The CD-ROM is readable on both Macintosh and Windows based computers and is available at the Development Services One Stop Shop (7447 E. Indian School Road - southeast corner of Indian School Road and Drinkwater Boulevard) for \$5. For more information call (480) 312-2500. The printed copy of the General Plan is also available at the One Stop Shop for \$5.

#### **Give us a call**

For city planning information, contact the Comprehensive Planning Division at (480) 312-7705.



# GROWING SMARTER ACT



## The General Plan

*Like a tree, Scottsdale's General Plan grows and adjusts to the changes of its environment. The General Plan, our City's approach to long-range planning, is three-tiered, much like the branches of a tree. Each branch plays an important role in the overall health of the tree. Within this three-tiered framework, our city is looked at from three distinct areas: citywide, character areas and neighborhoods. This three-tiered approach was recommended by our citizens via the 1994-96 CityShape 2020 effort — which evaluated the General Plan and provided direction for updating the Plan. Our citizens are the gardeners of our General Plan and their participation is critical to ensuring the Plan's long-term viability and vitality.*

*This fact sheet explores one of those three tiers, or branches, and provides explanation about a process.*

*For more information about the General Plan, contact the City's Comprehensive Planning division at (480) 312-7705, email us at [generalplan@ci.scottsdale.az.us](mailto:generalplan@ci.scottsdale.az.us) or visit us at 7447 E. Indian School Road, Suite 300.*

The Arizona State Legislature approved the Growing Smarter Act in May 1998; it went into effect in August 1998, and was signed by Governor Hull in January 1999. This Act affects how cities and counties within the state conduct and administer long-range planning activities.

### Key Provisions of Growing Smarter Act

- Establishes mechanism to fund open space acquisition
- Requires four new Elements in General Plans for all towns over 2,500 population:
  1. Open Space
  2. Environmental
  3. Growth Area
  4. Cost of Development
- Requires modification of the Housing component currently required by state law
- Requires additional jurisdictional notifications of General Plan amendments, i.e. County, State agencies, other cities
- Requires expanded public notification and involvement
- Requires that, upon adoption of the General Plan to conform to this law, major amendments to the General Plan will require a 2/3 majority vote of City Council
- All Zoning and General Plan decisions must "conform" and not just be "consistent with" the General Plan
- Requires that General Plans be readopted every 10 years
- Clarifies that General Plan amendments are subject to referendum

### Key Dates for Implementation

- Indicates what the City has already done or will be doing to meeting the law
- Indicates State requirements under the Growing Smarter Act
- August 17, 1998 - Scottsdale City Council adopted by resolution General Plan Amendment Process which included enhanced noticing requirements
- August 21, 1998 - Growing Smarter Act went into effect
- New noticing requirements went into effect
- November, 1998 - Arizona voters approved a ballot proposition which designated \$20 million per year for 10 years to acquire preserve lands
- The 2/3 City Council majority requirement (of the Growing Smarter Act) begins when the city amends the General Plan to comply with the Act (4 new Elements). However, as a home rule city, Scottsdale voted to proactively adopted a 2/3 majority vote for major General Plan amendments in November 1998.
- On or before December 31, 2001 - Four new Elements must be adopted into the General Plan.
- March 1999 - City initiated the process to update Scottsdale's General Plan. The update will provide a means for the city to validate the policies and vision expressed in existing General Plan as well as incorporate any changes that have occurred in the various elements of the plan.

The General Plan update will include significant public involvement and will take approximately 18 months to complete (tentative completion slated for December of 2000).



### **To Date Preparation for Adoption of Four Major Elements**

In keeping with the requirements of the Major Elements of the Growing Smarter Act, the City of Scottsdale has implemented the following:

- › Open Space - Desert Open Space System Plan by Preserve Commission; expanded recommended study boundary for the McDowell Sonoran Preserve (voter approved 11/98)
- › Environmental - 3/92 Adoption of Environmental Design Element which includes guidelines for Character Plans; Open Space; Streetscape; Heritage Plans; Environmental Resources Plans; and Public Art Plans
- › Growth Area - Identification of Redevelopment Areas
- › Cost of Development - Tischler Report, cost of services analysis completed

### **Proactive Implementation of Public Notification**

- › In 1998, the City of Scottsdale implemented a comprehensive General Amendment Process which included the following:
  - › Elevate the dialogue on General Plan requests in the public hearing process to address community-wide issues - requires that General Plan request be presented separately from, and prior to, related zoning cases at public hearings.

- › Require six month review process for General Plan Amendment application requests for parcels larger than 15 acres and three month review for requests of parcels 15 acres or smaller
- › Establish guidelines for neighborhood involvement:
  - › Require the applicant meet with staff to identify who will be contact as a "neighbor" of the project; the number and type of meetings to be held; additional contacts to be made by fliers, door hanger letters, open houses, contacts with area homeowner associations, etc.; and any other outreach and communication efforts
  - › Encourage applications contact "neighbors" at least twice prior to the public hearing request
  - › Require that applicant prepare a written report summarizing involvement

### **For more information on Scottsdale's General Plan**

Additional information is available at the following websites: <http://www.ci.scottsdale.az.us/generalplan> or [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan). The "Guide to Understanding Planning and Development in Scottsdale" is listed on the Community Planning website by going to <http://www.ci.scottsdale.az.us>, then go to "Building and Zoning", then "Planning", then "Understanding Planning and Development in Scottsdale."

For more information about the Growing Smarter Act or the General Plan Update process call (480) 312-7705.

The newly reformatted General Plan website provides an easier to read format with updated maps and information. You can access this site a [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) and link to information about the community outreach effort titled "Future in Focus" that is underway to update the General Plan.





# GROWING SMARTER PLUS

## QUICK REFERENCE GUIDE

### What the General Plan is...

A statement of city Policy

A guide for decision-making

A framework for more specific planning

A tool for education/communication

A legal mandate

A way to provide a long range perspective

A way to improve the quality of life

### and what it is NOT...

A specific plan for a development project

A Zoning Ordinance

A rigid/static document

A capitol improvement plan

A city budget

A master plan or operational plan

The Arizona State Legislature approved Growing Smarter plus in February 2000. It went into effect in May 2000. Growing Smarter Plus affects how cities and counties within the state conduct and administer long-range planning activities.

### Key Provisions

- Requires a new element: Water Resources
- Requires "major" General Plan amendments be processed only one time per year (calendar year, not within one year of application)
- Redefines the term "major" amendment: "a substantial alteration of the municipality's land use mixture or balance". The city must define substantial alteration
- Requires General Plan readoptions (every ten years maximum), must be ratified by a public vote\*
- Requires the Council adopt, by ordinance, a citizen review process for each rezoning (July 11, 2000)
- Allows (but does not require) growth boundaries be adopted
- Allows (but does not require) cities to create "infill incentive districts". If the district is created, the city must adopt a plan for applying incentives (reduced fees, accelerated permit approvals, relief from development standards)
- Regulates takings as follows: If a property owner alleges a "taking" resulting from a municipal action and files an appeal, the city must prepare a takings impact report and submit it to the Hearing Officer
- The city is responsible for proving that a taking did not occur when an appeal is filed (the property owner is not responsible for proving it did occur)
- In applying the Open Space and Growth Area elements, state land or private land cannot be designated for open space, recreation, conservation, or agriculture without written consent of the landowner (or unless an alternative,

economically viable designation is provided allowing at least one unit per acre)

### How Does Growing Smarter Plus impact the administration of the city's General Plan?

The General Plan is designed to be a broad, flexible document that changes as community needs, conditions and direction change. It can be revised through city-initiated amendments, through citizen/property owner requests, or through referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

The Growing Smarter (1998) and Growing Smarter Plus (2000) legislation changed some of the requirements regarding the administration of General Plans throughout the state. In many cases, Scottsdale was already doing the new things required. Growing Smarter declared that General Plan must be updated every ten years, and gave a deadline of December 2001 to accomplish this update. It required the addition of four new elements, and provided a new definition of a major amendment to the General Plan. It proposed a more involved citizen process in the General Plan. The Growing Smarter Plus legislation added another required element, put into place more requirements for community acceptance of the General Plan, and re-defined "major amendments" to the General Plan.

State statutes now define a major amendment as: "a proposal that results in a change to the land use plan that would effect a substantial alteration in the city's planned mixture or balance of land uses." If a proposal is determined to be a major amendment, a 2/3 or super majority of the City Council is required to approve it.

The entire General Plan will be adopted by the Scottsdale City Council following public review, and recommendations to approve from city advisory Boards and Commissions. Once adopted by the City Council, the General Plan must be ratified by a vote of the citizens. This will take place at an election coordinated with the Maricopa County election process. If citizens do not ratify the updated General Plan, the existing General Plan will remain in effect until there is an affirmative vote on a new one.



**Scottsdale**  
GENERAL PLAN UPDATE

[www.ci.scottsdale.az.us/  
generalplan](http://www.ci.scottsdale.az.us/generalplan)

[www.ci.scottsdale.az.us/  
futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus)



## To Date Preparation for Adoption of Four Major Elements

In keeping with the requirements of the Major Elements of the Growing Smarter Act, the City of Scottsdale has implemented the following:

- Open Space - Desert Open Space System Plan by Preserve Commission; expanded recommended study boundary for the McDowell Sonoran Preserve (voter approved 11/98)
- Environmental - 3/92 Adoption of Environmental Design Element which includes guidelines for Character Plans; Open Space; Streetscape; Heritage Plans; Environmental Resources Plans; and Public Art Plans
- Growth Area - Identification of Redevelopment Areas
- Cost of Development - Tischler Report, cost of services analysis completed

## Proactive Implementation of Public Notification

In 1998, the City of Scottsdale implemented a comprehensive General Amendment Process which included the following:

- Elevate the dialogue on General Plan requests in the public hearing process to address community-wide issues - requires that General Plan request be presented separately from, and prior to, related zoning cases at public hearings.
- Require six month review process for General Plan Amendment application requests for parcels larger than 15 acres and three month review for requests of parcels 15 acres or smaller.
- Establish guidelines for neighborhood involvement.
- Require the applicant meet with staff to identify who will be contact as a "neighbor" of the project; the number and type of meetings to be held; additional contacts to be made by fliers, door hanger letters, open houses, contacts with area homeowner associations, etc.; and any other outreach and communication efforts.
- Encourage applicants contact "neighbors" at least twice prior to the public hearing request.
- Require that applicant prepare a written report summarizing involvement.

## What We've Done So Far

Launch the Future in Focus citizen outreach effort which has included:

- Project scoping interviews with 30 community stakeholders
- Future in Focus web site to communicate public involvement opportunities [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus)
- Future in Focus information phone line for questions/comments
- Dialogues with more than 25 home owner associations, neighborhood groups and service organizations; three spanish speaking neighborhood groups; five Saguaro high school classes; and presentations to various boards & commissions
- March 30 Community Future in Focus Town Hall with a panel of local and national speakers
- Statistically valid telephone survey to solicit additional input on Future in Focus Dialogue Questionnaires
- Fact Sheets, Questionnaires, and information via utility billing inserts, Citizen magazine articles, and display ads

## What's Ahead

- Review of the draft technical update by a General Plan Working Group Committee comprised of representatives from the city's boards and commissions
- Future in Focus electronic dialogue to solicit additional input on community vision and values

## Where can I get more information?

### Web Site Information

The General Plan is on the City of Scottsdale web site at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) and additional related planning information is available on the city's Comprehensive Planning web site at [www.ci.scottsdale.az.us/communityplan](http://www.ci.scottsdale.az.us/communityplan)

The Future in Focus website at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus) provides information about the public involvement phase of the update.

### The General Plan on CD-ROM

The Comprehensive Planning Division has developed a CD-ROM version of the Scottsdale General Plan. The CD-ROM is readable on both Macintosh and Windows based computers and is available at the Development Services One Stop Shop (7447 E. Indian School Road - southeast corner of Indian School Road and Drinkwater Boulevard) for \$5. For more information call (480) 312-2500. The printed copy of the General Plan is also available at the One Stop Shop for \$5.

### Give us a call

For city planning information, contact the Comprehensive Planning Division at (480) 312-7705.

Articles/Scottsdale  
Magazine/News Clips

# NEWSLINE

A CITY OF SCOTTSDALE EMPLOYEE NEWSLETTER

MARCH/APRIL 2000



Paul Murrell, sign fabricator, earned the Fire Support Fighter of the Year Award from Rural/Metro for his outstanding dedication and leadership to the city's fire support program. He's a full-fledged firefighter who's earned his Arizona state certification as an EMT, his state certification as a firefighter II and has completed all competencies required for him to work at any fire station as an on-duty Basic Life Support firefighter. He enjoys the best of two worlds as a Field Services sign fabricator and as one of 24 fire support crew members. With the backing of his managers and successfully managing his city duties, he is able to work full-time creating traffic control signs as well as meet the challenge of being a firefighter.

He enjoys the camaraderie of the fire support team and feels a sense of accomplishment - as well as a big shot of adrenaline!

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**"This particular General Plan Update is probably the most significant update the city has ever undertaken. New pieces of the plan will address "Growing Smarter" issues, housing balance and affordability, human service issues and many other public policy areas that the General Plan has never tackled before. It's really an exciting time for the City of Scottsdale. This is probably one of the most significant opportunities to re-shape our priorities as a community as we seek a sustainable Scottsdale in the 21st Century?"**

-Brian Swanton, housing development specialist.

## Generally speaking, the General Plan (GP) is...well... "general."

*For any of us not actively involved in the update process or not familiar with the plan or process, it requires some explanation - it can be confusing.*

### There are a lot of pieces to the GP. There's the state

legislature's Growing Smarter Act signed by Governor Hull mandating cities incorporate four new elements into their General Plan. There's a comprehensive citizen outreach effort to gather input and feedback from the community, called "Future in Focus." There's a public review process through a wide variety of city boards & commissions, through the Planning Commission and final review by the Scottsdale City Council. There's staff working steadfastly to create an update that reflects the city's values and vision. To learn more about the GP process and the Growing Smarter Act, visit the GP Web site at <http://www.ci.scottsdale.az.us/generalplan>.

#### *Somewhat of a tall order, eh?*

A general plan is a flexible guide for the city. It's the translation of citizens' desires and wants molded with city staff members' knowledge and expertise to produce a working document guiding how Scottsdale as a community will be shaped. GP is a policy document laying out a long-term vision for the city. It is different than the Zoning Ordinance, building code and other regulatory documents, but coordinated with these regulatory documents to achieve that vision.

A GP is required by state legislature for cities with a population over 2,500. Scottsdale has had a GP since 1960 and was one of the first cities in the state to adopt one. As part of the Growing Smarter Act, cities are required to update their GPs every ten years. Scottsdale's most recent comprehensive update was in 1992 and staff began laying the foundation for the current update early in 1999.

In fact, there are five teams, comprised of staff members from various departments each led by a community planner who will create a vision for each key element of the GP - and there are 18 key elements. Heading up this multi-departmental effort is Teresa Huish, senior community planner.

"It's our charge to compile an updated draft GP," says Teresa. "We're taking a holistic approach to this update process. We're seeking the expertise of staff members from each city department to bring forth their knowledge and experience into framing

#### WHAT A GENERAL PLAN IS...

- A statement of city policy.
- A guide to decision-making.
- A framework for more specific planning.
- A tool for education/communication.
- A legal mandate.
- A way to provide a long-range perspective.
- A way to improve the quality of life.

#### AND WHAT IT IS NOT...

- A specific plan for a development project.
- A Zoning Ordinance.
- A rigid/static document.
- A capital improvement plan or city budget.
- A master plan.



**Scottsdale**  
GENERAL PLAN UPDATE

## GENERALLY (PLAN) SPEAKING

each GP element. Since this update involves the entire GP we have an opportunity to build links between elements and create a GP that is consistent and comprehensive."

### THE THREE P'S

The GP elements will contain the principles, policies and procedures for guiding the community decision-making process. The city's policies will be organized with a framework of the guiding principles and core values established via CityShape 2020, Scottsdale's most recent community visioning process. This will provide a structure for more efficient access and referral of information. By having citywide policies and guidelines in written form, citizens, staff and other interested parties will have a centralized, clearinghouse of information for making community decisions.

"One of our main goals is to make this plan user-friendly," says Teresa. "We want to make sure the GP is understandable by eliminating jargon and complicated definitions. We want people to be able to read and understand this document."

Once the update process is finalized, the team will update the GP that's available on the city's Web site and also make the GP available in a CD format. Also being explored is an appendix and reference listing to help readers locate additional resources on a particular topic.



**"The General Plan update process is an opportunity to learn productive ways to disagree and come to a consensus. Not everyone's ideas can be utilized, but if we listen to what everyone's concerns are - whether they can be addressed in the GP or not - I think it builds a stronger and better community?"** - Judy Register, library director.

### THE "GENERAL" IDEA

For many, the GP may seem remote - a document for planners and project reviewers. But the roots of the GP touch virtually every department in some way. One section of the current GP states, "the Scottsdale Bicycle System is designed to serve the needs of all the city's cyclists, including commuters, competitive and leisure cyclists."

So, if the city council approves a contract to add several more miles of bike lane along the Pima Frontage Road as proposed and recommended by the Transportation Commission, Planning Commission and staff, then construction crews begin working on a lane. If you work on the signs and markings crew, these lanes must be designated. If you are a police officer, there's an enforcement issue to ensure there's no parking on these lanes. If you are in community maintenance and recreation, the lanes must be kept free of debris. And so it goes, that's the "general" idea - that really reaches each of us in our daily work.

The first draft GP is targeted for completion this summer. It will then go through the public hearing process and adoption by City Council by December 2000. To learn more about the GP update effort, contact Comprehensive Planning at ext. 27705 or visit their Web site loaded with information at <http://www.ci.scottsdale.az.us/generalplan>.

*Critical Objective 8 - To be a sustainable community*



building  
on  
the

past

bridging  
to  
the

future...

**BUILDING  
COMMUNITY**

it's up  
to all of

US





When he first laid eyes on the land that would become his namesake, 111 years ago, Scottsdale's founder, Army Chaplain Winfield Scott, had a vision. Scott envisioned a family oriented community, one with strong foundations in education, culture and spiritual values. And thanks to his vision and the generations of Scottsdale citizens who lent their time and energy to shaping and molding this community, we have an exceptional quality of life that is held as an example for other cities across the country.

### Looking ahead

But Scottsdale's quality of life did not happen by accident. Since 1960, there has been a plan to guide present and future decisions, known as the General Plan.

When it was first developed, Scottsdale only encompassed 15 square miles. Over time, several changes to the plan have occurred as the community has grown.

These changes, as well as recent changes in Arizona state law, have prompted the City of Scottsdale to

begin a comprehensive update of the plan, slated for completion in December 2000.

### How the plan affects you

Why should you care about the General Plan? Does it really affect you?

The General Plan is Scottsdale's blueprint for the future. Imagine building a house without plans for where the kitchen, bedrooms and doors will be located, or making a cake without first knowing the ingredients you will need to bake it! The General Plan is important because it affects how the community looks, "feels" and meets the needs of its residents for decades to come.

What you think about Scottsdale does matter. Without your input the community vision will lack focus. Scottsdale citizens understand that as a community we need to take action now to plan for the future.

"Timing is critical," says Virginia Jensen, homeowner association president of Arrowhead Village. "If we wait any longer we won't be able to choose how land will be used. We have to learn to live within our natural and economic resources and set priorities."

### How the plan is developed

"An effective General Plan reflects community desires and expectations," says Debbi Dollar,

City of Scottsdale general manager of planning systems.

"Reaching unanimous agreement about community goals is not necessary, but clear direction is needed if Scottsdale's community vision is to be realized. All of Scottsdale's past General Plan efforts have involved extensive citizen participation."

With the current update, you too will be asked to provide input via neighbor-

## FOR MORE INFORMATION

For more details, you can get a copy of Scottsdale's General Plan at the city's Development Services One Stop Shop (7447 E. Indian School Road, southeast corner of Indian School Road and Civic Center Boulevard) or you can find the General Plan on the city's web site at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan).

The phone number for Development Services is (480) 312-2500 and the number for Comprehensive Planning is (480) 312-2319. You can also call the General Plan Update Hotline at (480) 941-0099 to find out when the next workshop or focus group will be held.

hood meetings, workshops, focus groups, questionnaires, public hearings and personal contacts.

### What will you be asked?

You will be asked questions that identify what's important to you: what you think is important for Scottsdale's future and how we should plan to achieve our goals. Questions like how close you want to be to services such as schools, parks and employment. Questions that get to the heart of why you chose to make Scottsdale your home.

For example, two-year resident Todd Hornback decided to live in the Granite Reef and McDowell area based on the desire for a culturally diverse, older neighborhood that was close to work and to the downtown area. This type of feedback helps the community identify the importance of access, employment and diversity.

Your input is critical to the General Plan update. So when you're asked to respond to a telephone survey, or fill out a response card in *Scottsdale Citizen*, participate in an online dialogue, or respond to a hand-out that's discussed at your homeowner's association meeting, your service group or your workplace... make it a priority. You'll be getting reminders that your input is valued and needed. When you see a message on the movie screen, or a notice in your utility bill, or even a flyer in your grocery bag... don't take it lightly. This is your chance to help chart Scottsdale's path for the future. ~





# SEEK SUSTAINABILITY

FIRST IN A FOUR-PART SERIES ON SUSTAINABILITY

We're drawn by the desert's beauty, the benign winter temperatures and skies so pure it's as if we could reach out and touch distant mountains.

We're attracted by spacious parks and scenic paths and a sense of belonging that bonds neighborhoods and helps turn strangers into friends.

We're lured by good jobs, a thriving economy and opportunity that seems as limitless as the stars that fill our nights.

All of us come to Scottsdale for the good life.

The challenge is keeping it.

Quality of life isn't something we can lock in a safe or capture in a picture frame. It's fluid, it's fragile and it's always in flux.

At the City of Scottsdale, protecting our good life is a top priority. The effort even has a name: "Seeking Sustainability." It's something you'll hear much more about in the months and years ahead.

## Seeking sustainability

The quest for sustainability isn't a mathematical equation squirreled

meet and mingle with friends. It's dozens of things that add up to who we are and what we cherish.

Sustainability is real. Realizing it is a challenge involving us all.

In 1993, the city established a community "visioning" process, in which citizens produced 24 goals that they believed were key to our future. Three years later, the CityShape 2020 process identified six guiding principles for long-range planning and development.

## It Takes a Community

These goals and principles, derived through widespread citizen participation, provide direction on what makes up the good life in Scottsdale. They are the foundation of sustainability.

Now, a group of citizens, educators, scientists and city planners has come up with a set of 30 sustainability indicators (see below) to measure the



away in some scientist's lab. It's a citizen gathering neighbors to renovate a dormant trail. It's an entrepreneur with a vision. It's places where we can

## SUSTAINABILITY INDICATOR LIST

### Environment

Number of "good" air quality days

Ozone levels—Scottsdale vs. rural levels

Number of acres of natural desert permanently preserved

Emissions from stationary sources

Gallons of groundwater remediated to drinking water standards and estimated pounds of contamination removed

Total annual water use

Number of pounds of solid waste generated, disposed and recycled per capita

Vehicle miles traveled and fuel consumed

Percent of new buildings certified by "green building" standards

Alternative energy use

### Community

Rate of annual population growth

Population distribution by age, race, income and employment status

Overall reported crimes per 1,000 population



# ing

# ng



Hazel Christensen, pictured here with her daughter, Angela, has helped sustain Scottsdale's environment by maintaining the trail system.

Red Han

good life. These "sustainability indicators" include everything from tracking airborne ozone levels to the size of our desert and mountain preserves to how much we recycle and the number of citizens who walk or bike to work.

By tracking such diverse indicators, we can discover when our quality of life is being threatened.

Collectively, they're a report card, measuring our success in improving the environment, the economy and our sense of community. By protecting them, we can ensure the good life we enjoy today is passed on to our children and their children.

"The focus of the city's sustainability indicators project is on maintaining and over time, improving Scottsdale's environmental, economic and social health and quality of life," says City Manager Dick Bowers.

For the first time, these 30 sustainability indicators have been measured and assessed. Grouped into three categories—environmental, economic and community—they're contained in a

booklet called *Scottsdale Seeks Sustainability: 1999 Indicators Report*.

Think of it as an annual checkup. The report is a snapshot of our community, what we're doing well, what we need to work on, what our future might look like.

As the stories below illustrate, we'll all play a role in that future. While sustainability indicators may help us measure the good life, it's up to all of us to maintain and enhance it.

### Sustaining trails, connecting neighborhoods

*The number of unpaved, multi-use trail miles increased by 56 percent in Scottsdale during the past four years, according to the city's 1999 sustainability indicators report. The number of bike path miles increased by 176 percent. Such trails not only provide recreation and connect neighborhoods—they also remove traffic from our streets.*

When Hazel Christensen moved to Arizona with her family nearly five years ago, getting a horse "just seemed like the thing to do," she says.

Hazel and her daughter, 21-year-old Angela Brotherton, would spend hours exploring the trails that led from the stables where their horses were boarded. When it came time to buy a house, the Christensens knew what they wanted: a place in one of Scottsdale's "horse neighborhoods" so they could ride from home.

Unfortunately, the first time Hazel and Angela saddled up from their home, they found the trail overgrown with trees and strewn with trash. Hazel was determined to reopen the trails, which slowly had been forgotten over the years as fewer citizens used them.

Juvenile crime—number of cases by type of crime

Library and senior center usage

Acres of city-owned parks/1,000 population

Public participation in the arts

High school graduation rate

Educational attainment of Scottsdale citizens

Ratio of employees who walk or bike to work vs. those who drive

Linear miles of bikeways, multiuse trails and "traffic calmed" street connections between neighborhoods/schools/services

Voter participation

Public perception of quality of government services

Number of public computer terminals

### Economy

Unemployment rate

Net job growth or loss

Housing affordability gap

Total employment/total housing units ratio

Cost of living

Diversity of city revenue base and municipal bond ratings



# Both public parks and senior centers are important settings that support people in different stages of their lives.

She began by knocking on doors. Out of the 200 or so homeowners she contacted, 150 supported the idea. About a dozen volunteered to help clean the trails. Christensen also contacted the city and enlisted the aid of its Neighborhood Services Division.

From October until March her crew of volunteers saved back tree limbs, shoveled dirt and picked up debris. The result was miles of usable neighborhood trails.

Last April, volunteers held a party to celebrate the effort and 150 people attended.

"When I see people on those trails I get so excited," says Christensen. "I see little kids riding bicycles, people walking, people on horseback. It's a wonderful thing."

The same could be said for the effort Christensen launched. Out of it

has come several positives that are not only uniting her neighborhood, but other areas throughout Scottsdale.

Christensen is working to establish a citywide trails association called Scottsdale Urban Trailblazers. Homeowners have contacted her about copying her renovation project. And more families with horses are moving into her neighborhood.

Christensen has observed a renewed sense of community in her neighborhood and a stronger identity—both of which foster sustainability.

School friends once separated by busy roads and circuitous routes are now neighbors thanks to the trail system.

"Once people saw this was a multi-use trail, they loved it," Christensen says. "They could see it was about the neighborhood."

## Sustaining the community

*Sustainability ensures the full cycle of life is balanced within a community. Both public parks and senior centers are important settings that support people in different stages of their lives. It is the interaction of people within these environments that helps define Scottsdale's sense of community.*

The scene seems lifted from a Scottsdale nightclub: laughter mixing with music washing over a dance floor filled with people and shimmering lights.

But this is different. It's Thursday afternoon at the Civic Center Senior Center as the Rich Howard Trio swings into a bass-thumping rendition of "Shoo Fly." Dozens of couples amble out to the dance floor. Essie Brown sits in rapt attention, her

bright dress ruffling as her foot keeps time to the beat.

"I'd dance every dance if someone would ask me," says Brown. "It helps keep me young."

Consider that expert advice. Brown turned 107 last summer. She's been coming to the Civic Center Senior Center, one of two in Scottsdale, for nearly four years. She rarely misses a Thursday afternoon dance.

For Brown and hundreds of other seniors, the dances are a bridge to a better, more active life. Not only do they provide great exercise, they're a chance to socialize, to mingle with friends and meet new people.

"Our facility is a second home and we're a second family for probably a majority of our folks," says Timothy Miluk, Scottsdale's human services manager. "Staying active and engaged is so important as we get older. It's critical to maintaining a good quality of life."

It's one key to sustainability, the effort to ensure we remain a strong, healthy community.

Attendance has skyrocketed at the city's two senior centers last year to more than 250,000—58 percent more than the year before. Along with libraries, parks and neighborhood centers, senior centers are the foundation for providing services to residents. They ensure the ties connecting us to one another remain strong and that we maintain a solid sense of community.

Those connections are evident every Thursday afternoon at the Civic Center Senior Center, where attendance averages 200. Close friends embrace and head for the dance floor. Newcomers are welcomed by Cecile O'Neil, who collects the \$2 admission fee. She's been volunteering at these dances for 15 years. "I love it," O'Neil says gleefully. "I can't think of a better place to be."

A large cake, cookies and refreshments fill a back table. Birthdays and anniversaries are celebrated at every dance, says Dewey Jones, looking much younger than his 86 years in a trim coat and tie. Dewey is president of the non-profit Scottsdale Dance Group, which sponsors the senior center soirees.



At 107 years of age, Essie Brown strengthens Scottsdale's community by participating in the many senior activities offered by the city.

Rachel Babin



"It's important to have something to do," says Dewey, a retired University of Colorado administrator. "It's important to be with other people and to have fun."

Essie wholeheartedly agrees. She's been attending senior center dances for 26 years—ever since her husband died. She's outlived her two daughters, but has five grandchildren—two living in Scottsdale—13 great-grandchildren and nine great-great-grandchildren.

Granddaughter Glenda Gildar has lived in Scottsdale for 28 years. Her husband plays tennis at Scottsdale Ranch Park and her 15-year-old son—Essie's great-grandson—is an inline skating buff.

"We really enjoy Scottsdale's parks and the recreation," says Glenda, chuckling at the thought of four generations still active in athletic pursuits. "I guess we're a good example of sustainability."

Setting that example is Essie. "I try never to miss a Thursday," the family's matriarch says of the senior dances. A few minutes later, the band shifts into another tune and she's back out on the dance floor.

### Sustaining a vital economy

*During the past four years, Scottsdale's employment base grew by 25 percent while the number of housing units grew by just 23 percent.*

*That means Scottsdale is solidifying its position as a net importer of jobs. It translates into fewer citizens having to drive out of the city for work, which reduces traffic and air pollution. Less pollution and traffic create a healthier environment.*

It was a memorable day for Bill Arthur. He was trying to reacquire the pilot's license he lost in 1954 after being diagnosed with polio.

Three years later, with the use of just one leg, he was cruising above his new hometown, trying to impress his instructor by doing touch-and-go landings on the dusty former air base known as the Scottsdale Airport.

Not only did Arthur earn his license that day (he even got back his instructor's rating), but he caught a bird's-eye glimpse of his future—and

in many ways, that of the city's.

Arthur would soon embrace a high-risk gambit put forth by developer George Tewksberry, who believed those creosote-studded fields around the airport could become an economic dynamo. By linking the airport's runway to a network of commercial lots, he predicted businesses could be lured, jobs could be created and the little township of Scottsdale could cultivate a secure and lasting tax base.

Arthur and the Airpark seemed destined to connect. He'd earned his first pilot's license at 16. An advanced aviation instructor during World War II, he'd observed the former military airport in his hometown of Fort Wayne, Ind., successfully transformed into a civilian commercial center.

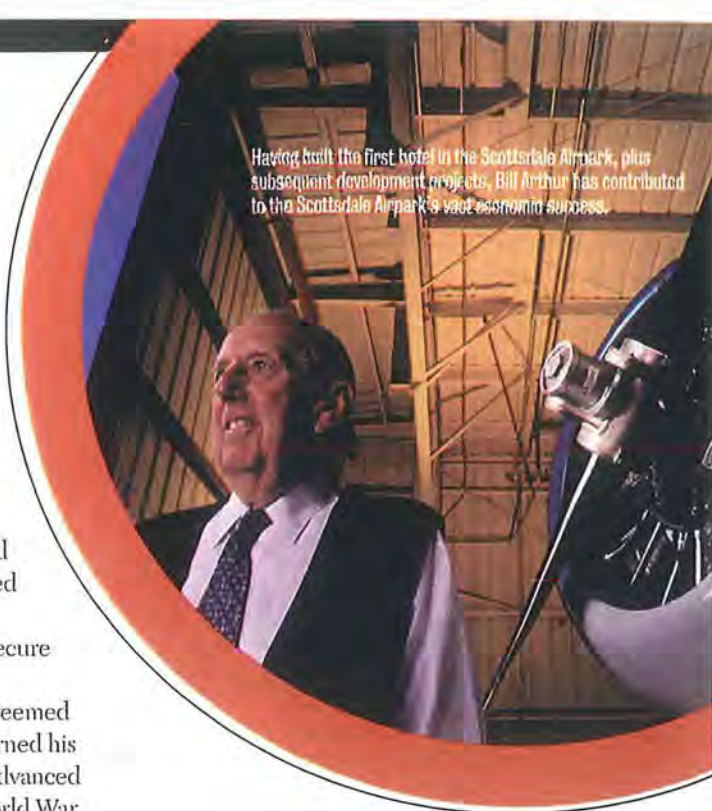
Arthur understood Scottsdale's potential. More than that, he had the tools to make the promises a reality. A natural tinkerer, he'd hand-built a cabin at 15 and worked with the University of Indiana on aircraft design after the war.

Now, tired of the desk job that allowed his move to the Valley, Arthur was looking for a new challenge. Tewksberry's project beckoned.

Arthur would eventually own seven parcels in the Airpark, form his own construction company, open north Scottsdale's first hotel and build several housing subdivisions.

Along the way, he would help shape what has more than lived up to Tewksberry's vision. Today, the greater Airpark area covers 2,600 acres, employs 30,000 people and generates \$15 million in direct tax benefits—12 percent of the city's total tax revenue. It is the Valley's third largest employment core, behind only downtown Phoenix and the area around Sky Harbor International Airport.

Sitting in the restaurant of the Scottsdale Airport Holiday Inn (formerly the Thunderbird Inn), the hotel he built and opened in 1984, Arthur talks excitedly about his latest development project.



Having built the first hotel in the Scottsdale Airpark, plus subsequent development projects, Bill Arthur has contributed to the Scottsdale Airpark's vast economic success.

Real Photo

On his last parcel of open land, Arthur built a 20,000-square-foot office complex he's now leasing to Scottsdale Community College (SCC) for its booming Airpark Campus.

"It's got 123 classes going," he says, smiling broadly and shaking his head in amazement. "They're teaching eight languages there."

In a way, his SCC project pulls the circle complete.

Arthur began as an entrepreneur with far more ideas than capital. Not only did his varied projects help the Scottsdale Airpark take root, they helped diversify the economy and provide jobs for hundreds of people through the years.

In terms of "sustainability," the quest to maintain a high quality of life, such business activity helps mold a sound economy, one that promises to provide plenty of opportunity for decades to come.

Since an educated citizenry is one key to economic vitality, Arthur's work with SCC helps complete a circle of sustainability. Arthur said he's thrilled to be helping another generation achieve its dreams.

"There are so many exciting things going on out here it's hard to keep track," Arthur says. "My advice is to be honest, be fair, never quit and aim high." ~



Source: Scottsdale Citizen  
Date: Summer 2000



Joan Gyurho got her prize at the Future in Focus Town Hall event. "I love Scottsdale and am concerned about its future," she said.

## The Winner

Setting her sights  
on the stars is  
Scottsdale citizen  
Joan Gyurho, the  
proud owner of a  
new 4' high-powered

telescope. She was selected from the 816 citizens who returned the community planning survey response card in the winter *Scottsdale Citizen*. Joan and her husband have been residents for 36 years.

Here are some survey findings: 1) **WHAT DO YOU LIKE ABOUT YOUR NEIGHBORHOOD?** Cleanliness, convenience, recreational access, low crime rates, good schools and aesthetics. 2) **WHAT DO YOU LIKE ABOUT SCOTTSDALE?** The consistency of architecture and landscaping, clean streets, weather, recreational activities, low crime rate, good restaurants and the beauty of the parks, desert and mountains. 3) **WHERE DO YOU TAKE VISITORS?** The McDowell Mountains and Sonoran Desert, botanical gardens, movies and theater, shopping, Art Walks and to area restaurants.

Thanks to those who participated in the survey. To provide more feedback, call (480) 312-7705 or e-mail [futureinfofocus@ci.scottsdale.az.us](mailto:futureinfofocus@ci.scottsdale.az.us).



BROUGHT TO YOU BY THE CITY OF SCOTTSDALE | WINTER 2000

# SCOTTSDALE

C I T I Z E N

Citizens like Glenda Gildar (middle) and her children, Jessica and Scott, enjoying the good life in Scottsdale.

## the good life

We live in Scottsdale for the quality of life. The challenge is sustaining it.

CAPTURE  
YOUR OWN  
VISION OF  
THE FUTURE.

Complete and return the  
reply card on page 8 and  
win a FREE telescope.

Get out and  
**vote**  
on March 14!



Source: The Business Journal

Date: July 2, 1999

## Growing Smarter initiative sets framework

BY MIKE PADGETT  
THE BUSINESS JOURNAL

Charted on a map, the boundaries of metropolitan Phoenix's past, present and projected population resemble abstract art.

Equally abstract is how to manage growth. Newcomers attracted to the Valley are complaining about developments erasing some of the attractions that lured them here in the first place — open space, cleaner air, lower housing costs and less traffic congestion.

In 1970, Maricopa County's population was under 1 million. Next year, it will exceed 2.8 million.

Last year, Arizona became the 13th state in the country to adopt a measure to guide growth. And in fact, growth-related issues were on 235 ballots

across the United States, according to State Resource Strategies, a Washington-based consulting firm that tracks local growth issues.

The Growing Smarter proposal approved by voters last November calls for Arizona to earmark \$20 million annually for 11 years to buy open space for preservation. The monies are to be matched with funds from local governments or private sources, for a total of \$440 million.

The flagship organization tackling the growth issue is the Growing Smarter Commission, headed by Jack Pfister, a past general manager of Salt River Project. They will issue their first report in September.

In coming weeks, a consortium of Valley organizations will host work-

shops to solicit input from the public. In 1997, the Urban Land Institute and the U.S. Environmental Protection Agency agreed to work together on projects related to growth. Their first accomplishment was a conference in Baltimore in December 1997, where institute president Jim Chaffin — according to the June 1998 issue of *Urban Land* magazine — offered his definition of smart growth.

"Growth is inevitable, growth is necessary, but how much growth is accommodated can be good or bad," he said.

"In setting the framework for land development and redevelopment, we must focus on practices that are environmentally sound, economically vital and that encourage livable communities — in other words, smart growth."



Source: The Arizona Republic  
Date: July 11, 1999

# INPUT ON GROWTH SOUGHT — NOW

**F**ast-growing Arizona cannot afford to wait much longer. Growth, the engine that has fueled our prosperity, is threatening the very things we hold dear — our deserts, our vistas and the way we live.

Foothill and Sonoran Desert are being razed at incredible rates — an acre an hour — and growth rates of our cities are the fastest in the nation. Horizons smash in the roofs. Clogged freeways. Gunk-filled air.

But the question isn't whether we'll keep growing. We will. We can't erect a Cactus Curtain.

The question is how we should grow without jeopardizing our lifestyles, and what controls, if any, we ought have to better manage our growth.

To that end, Gov. Jane Hull and the Legislature earlier this year appointed a Growing Smarter Commission. For five months, the stakeholders have met to develop draft recommendations. Now it's your turn. On Wednesday and Thursday, Valley residents are invited to tell commissioners what they think about those recommendations.

We encourage you to participate because, according to commission chairman Jack Pfister, "it's very clear that there's a high level of frustration with the status quo. Something needs to be done."

The draft recommendations are a good first crack at developing goals and strategies to guide us into the next century. Your input is important. You have the opportunity to shape the final suggestions, due in September. Those ideas will be turned into bills for the legislative session beginning in January.

The commission appears to be on the right track. Several themes have emerged. Among them:

- Preserving open space. Trust lands given to Arizona by the federal government at statehood represent a huge land bank that now is sold or leased. The revenue benefits public education.

- A controversial provision to create a "stewardship trust" and set aside a percentage of environmentally or culturally sensitive lands as permanent open space has tremendous merit. Arizona owns this land, and Sen. Jon Kyl has offered to help by introducing legislation to amend the state's Enabling Act. This, coupled with a state constitutional change, would allow the set-

## How to be heard

The Growing Smarter Commission is holding a series of open houses to see what you think about its draft recommendations. It already has made a swing through southern Arizona.

From the commission's Web site, [www.zaplanning.org](http://www.zaplanning.org), you can get a copy of the draft report, the full schedule of open houses and links to subcommittee reports. To answer other questions, you can send an e-mail to [smcaddress@azgov.state.az.us](mailto:smcaddress@azgov.state.az.us) or phone (602) 842-1340.

Wednesday, Phoenix: 9:30 a.m.-1 p.m. at Arizona State University, downtown campus, 502 E. Monroe St., Main Building C181.

Wednesday, Phoenix: 4 p.m.-8 p.m. at ASU's West campus, 4701 W. Thunderbird, LaSala A.

Thursday, Mesa: 3 p.m.-7 p.m. at ASU's East campus, 7001 E. Williams Field Road, Campus Union Ballroom.

Friday, Prescott: 3 p.m.-7 p.m. at the Yavapai County Board of Supervisors Meeting Room, 1015 Fair St.

July 20, Sedona: 3 p.m.-7 p.m. at Sedona Red Rock High School, 995 Upper Red Rock Loop Road, in the cafeteria.

July 21, Flagstaff: 3 p.m.-7 p.m. at Flagstaff High School, 400 W. Elm Ave., in the Commons area.

July 22, Kingman: to be announced.

July 28, Casa Grande: 3 p.m.-7 p.m. at Casa Grande City Hall, 510 E. Florence, in council chambers.

Aug. 8, Safford: 3 p.m.-7 p.m. at Eastern Arizona College, Thatcher.

## EDITORIAL: OUR VIEW

Editorials represent the position of The Arizona Republic, whose national board consists of Kevin Ann Wiley, Phil Blass, Jennifer Cohen, Doug MacEachern, Joel Mission, Robert Robb, Laurie Roberts, Linco Velazco, Ken Westman and Steve Benson.

aside of trust lands without spending money to buy land the state already owns.

- Incentives to meet state goals, which include such mom-and-pop stuff as improving the quality of education, strengthening economic development, protecting our land and water and improving our transportation system.

Some fear that that goals of today will become the mandates of tomorrow, and communities that lag will be penalized. But goals shouldn't be confused with mandates, and absent incentives, there's a legitimate fear that the goals will not be reached.

- Public participation. This proposal seeks to balance public voices



A large cholla cactus towers over the desert on an undeveloped parcel near Queen Creek, another area of rapid development.

with speedy approval of zoning cases. General plans would be subject to popular vote, but once approved, projects conforming to the plan would get a speedy administrative OK.

The Growing Smarter Commission wants to know your views on these and other complex growth matters. Get involved.



Source: The Business Journal

Date: July 18, 1999

## Growing Smarter panel takes to the Arizona road

BY ALICIA A. CALDWELL  
 THE BUSINESS JOURNAL

Greeted by a sign-in book and directions detailing the Growing Smarter Commission open-house format, Valley residents had a chance to voice their opinion about managing growth July 14.

Just outside the Arizona State University Downtown campus conference room, a representative of conservation groups distributed a flier asking the public to back the Arizona Land Legacy proposal included in the commission's recommendations.

"I think the public as a whole, including the business community and developers, realize something has to be done to better plan growth and manage growth," said commission member Steve Betts.

Betts added that when business leaders, local elected officials, neighborhoods and conservationists back a single plan, the Legislature will be more likely to listen and act.

The forum was part of a series of 15 open houses being held across the state. Citizens who took part were asked to fill out questionnaires on nine topics: state planning goals; open space; regional planning; growth management tools; state land department mission; land exchange authority; rural economic development; private property rights; and citizen participation. They also had the chance to meet and speak with some of the commission members.

Jack Pfister, Growing Smarter Commission chairman, said members were on hand to answer questions and clarify

issues, but not to steer public opinion in any particular direction.

The commission will submit a report to the Legislature and Gov. Jane Hull on Sept. 1.

Among the notable local officials in attendance at the July 14 open house was Scottsdale Mayor Sam Campana.

Campana, who is in support of the Growing Smarter initiative to manage the state's growth, said the open houses were positive because it gives the public a chance to make an informed decision.

Pfister was optimistic that public opinion would have an impact on the final outcome from the state legislature.

"It's always hard to predict, but I feel confident that (public opinion) will have an impact," Pfister said.

The broad range of opinions being gathered should provide ample input for the Legislature.

Tonia Garrett of Greater Phoenix Leadership said the forums also are providing an opportunity to reassure the public that recommendations and decisions will not be driven by the voices of the business community and what developers want.

Garrett said while she was optimistic that law makers would give weight to public opinion, "what the people want and what the Legislature will pass are sometimes two different things."

Written comments about the growth management proposals are being accepted through Aug. 12. They may be mailed to: Growing Smarter Commission, c/o Governor's Office, 1700 E. Washington St., Ninth Floor, Phoenix 85007.

Source: The Arizona Republic  
Date: July 26, 2000

# City poll reveals potential conflicts

Residents' opinions not what some activists are claiming them to be

BY ICE KOLLESON  
PHOTO

A survey looking for common ground among Scottsdale residents instead found what might be seeds of future conflict over growth issues.

Results of the city's recent telephone poll of 500 people showed some potentially "polarizing" differences of opinion about how the city should direct development, said senior planner Don Hadder.

The survey is part of the city's effort to gather public comment as a guide for an extensive revision of Scottsdale's general plan, which sets land-use and growth policy.

City Hall has long been told by some groups that north Scottsdale residents want a thoroughly rural "dark skies" environment, which means no large urban parks, especially ones with lighted ball fields or other recreational facilities, and a minimum of public street lighting.

The survey discovered a significant percentage of people in fact think the area needs parks, equipped for night use and considers street lighting critical to road safety.

At the urging of some business and property owners, city officials are focusing attention on redevelopment of downtown Scottsdale's commercial core. A task force has recently been formed to plan a major downtown enhancement project.

But many answering the poll said the city should concentrate redevelopment efforts on older neighborhoods in south Scottsdale. Downtown was not a top priority, they said.



Source: The Arizona Republic  
Date: July 27, 2000

■ SCOTTSDALE

**Safety a top priority,  
resident survey says**

About 94 percent of residents say feeling safe is the most important quality-of-life contributor, according to a survey commissioned by the city as part of its General Plan update process.

Other significant community factors include access to public services such as libraries, senior or youth centers, and public open spaces. Residents were optimistic that bus shuttle service would relieve traffic congestion and nearly all residents feel that flexible work schedules and the ability to work from home would reduce traffic.

Copies of an executive summary of the survey are available by calling (480) 312-7705 and the full summary is available through the city's Web site at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus).



Source: The Arizona Republic  
Date: January 2000

### Web sites to gauge public reaction to General Plan changes

SCOTTSDALE — City officials hope two new Web sites that debut this month will help them gather more community reaction as they update the city's General Plan.

The plan itself, in an updated format, can be found at [www.ci-scottsdale.az.us/generalplan](http://www.ci-scottsdale.az.us/generalplan). The second site, [www.ci.scottsdale.az.us/futureinfofocus](http://www.ci.scottsdale.az.us/futureinfofocus), features the Future in Focus effort, which is the update process under way. It also has links to other sites and resources.

The Growing Smarter legislation adopted last year by the state requires that cities update their General Plans by Dec. 31, 2001, and add four elements: growth, open space, environment and cost of development. There is a hotline at (480) 941-0099 for questions and comments, presentations to community groups and education about the purpose and role of the General Plan via fact sheets, display ads and access on the Internet.

Source: Scottsdale Tribune  
Date: January 26, 2000

### **Web sites offer details of planning project**

Scottsdale's community planning department has set up two Web sites with information on a project to revise the city's general plan, which sets land-use and development policy. An overview of the general plan, including maps, is available at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) on the Internet.

News about the general plan revision project, Future in Focus, is at [www.ci.scottsdale.az.us/futureinfo](http://www.ci.scottsdale.az.us/futureinfo) on the Internet. The sites provide links to information on how to get involved in the project and give feedback to city officials. There's also a general plan hotline at (480) 941-0099.



Source: The Arizona Republic  
Date: January 26, 2000

# Input sought on Scottsdale plan update

By Diana Balazs  
The Arizona Republic

SCOTTSDALE — City planners will visit at least a dozen neighborhood, business and civic groups, beginning in February and will send letters to 400 others as part of an effort to update the city's blueprint for development known as its general plan.

Arizona cities with populations of 2,500 or more must update their general plans to address four key elements — open space, environment, growth and cost of development — since a 1998 state law, the Growing Smarter Act, which affects how communities administer long-range planning.

The deadline for cities to complete the task is Dec. 31, 2001. Scottsdale is updating its plan and will complete it by the end of this year.

Other issues to be addressed include the needs of an aging population, the shortage of parks, the changing role of tourism and transportation solutions, city spokeswoman Robin Meinhart said.

As part of what has been dubbed the "Future In Focus" process, planners will meet with such groups as the Coalition of Pinnacle Peak, the North East Scottsdale Property Owners Association, the Tonalea Pride Neighborhood Alliance, the Scottsdale Chamber of Commerce and the Scottsdale Community Council.

In addition to the presentations, city staff will hold a town hall in March that will include a panel discussion by planning experts. Two Web sites and a telephone hotline have been established to receive comments.

A 30-member citizens group selected by city officials has been formed to help distribute information.

"Somehow the information has to get out to people. We have to educate them," said Jane Rau, 77, who has lived in north Scottsdale for 30 years.

"The fact that it's now legislatively mandated I think helps us, because in people's minds, there's a better understanding of why we're doing it and why it's important to them," Meinhart said.

## Scottsdale General Plan Information

**WHAT:** Town Hall.  
**WHEN:** 6-8 p.m. March 30.  
**WHERE:** Scottsdale Community College, 9000 E. Chaparral Road.  
Future In Focus Infoline — (480) 941-0099.  
General Plan Web site — [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan).  
"Future in Focus" Web site — [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus).



Source: Scottsdale Tribune  
Date: January 23, 2000

### **Internet sites explain city's General Plan**

The city has two Web sites to assist residents understand and participate in updating the Scottsdale General Plan. The General Plan Web site is at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) on the Internet and explains its purpose.

Scottsdale's community involvement effort to update the General Plan is highlighted at [www.ci.scottsdale.az.us/futureinfofocus](http://www.ci.scottsdale.az.us/futureinfofocus) on the Internet. For more information, call (480) 312-7829.

Source: Scottsdale Tribune  
Date: January 16, 2000

### **General Plan updates available on Web sites**

The city has two Web sites to help residents understand and participate in the updating of the Scottsdale General Plan. The General Plan Web site is [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) on the Internet. Efforts to update the plan are highlighted at [www.ci.scottsdale.az.us/futureinfo](http://www.ci.scottsdale.az.us/futureinfo) on the Internet. For more information call (480) 312-7829.

Source: The Arizona Republic  
Date: January 14, 2000

### **Millennium lecture**

Scottsdale's Millennium lecture series will continue Tuesday at 5:30 p.m. at the Mustang Library Auditorium, 10101 N. 89th St. No registration is required for this adult program. Additional information is available from Elizabeth Larson, Scottsdale Voices Program director, at (480) 312-7252.



Source: The Arizona Republic  
Date: January 14, 2000

## Web sites to gauge public reaction to General Plan changes

Scottsdale city officials hope two new Web sites that debut this month will help them gather more community reaction as they update the city's General Plan.

The plan itself, in an updated format, can be found at [www.ci.scottsdale.az.us/general-plan](http://www.ci.scottsdale.az.us/general-plan). The second site, [www.ci.scottsdale.az.us/futurein-focus](http://www.ci.scottsdale.az.us/futurein-focus), features the Future in

### NEIGHBORS BRIEFS

Focus effort, which is the update process under way. It also has links to other sites and resources.

The Growing Smarter legislation adopted last year by the state requires that cities update their General Plans by Dec. 31,

2001, and add four elements: Growth, Open Space, Environment and Cost of Development. There is a hotline at (480) 941-0099 for questions and comments, presentations to community groups and education about the purpose and role of the General Plan via fact sheets, display ads and access on the Internet.

Source: The Arizona Informant  
 Date: January 12, 2000

## Scottsdale Debuts New Websites for General Plan Update — “Future In Focus” Site Features Current Citizen Involvement Program

The City of Scottsdale is debuting two new websites to facilitate community outreach and education involved in updating the City's General Plan. The recently updated General Plan website located at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) explains the purpose of a general plan and why it is important to Scottsdale residents. It features an improved, easier-to-read format and updated maps and information.

Scottsdale's community involvement effort, which is currently underway as part of the process to update the City's General Plan is titled “*Future in Focus*” and

is highlighted at the following website: [www.ci.scottsdale.az.us/futurein-focus](http://www.ci.scottsdale.az.us/futurein-focus). This site provides:

- \* a link to the General Plan site;

- \* links to other community involvement efforts that are currently underway such as the Scottsdale Millennium Series and the Building Communities in the New Millennium Book Discussion;

- \* a “How to Get involved” link for community participation opportunities;

- \* and a Resource Center that includes printable flyers, newsletters and announcements for use by

community groups.

The Growing Smarter legislation adopted last year by the legislature requires that cities update their General Plans by December 31, 2001 and add four elements: Growth, Open Space, Environment, and Cost of Development.

The City of Scottsdale Planning Systems Department is coordinating a broad interdepartmental and citizen effort to bring the City's General Plan in line with the adopted legislation. The General Plan guides public and private decision making throughout the city and references other adopted policies and pro-

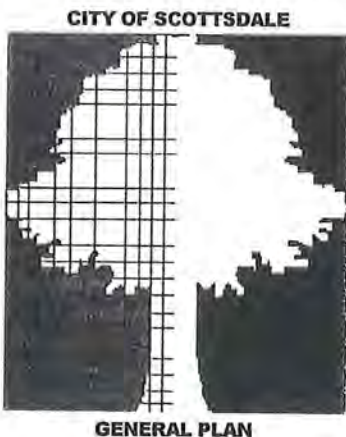
grams so the city has a consistent, coordinated approach to problem solving.

The recently adopted legislation calls for a broad opportunity of community involvement in the General Plan update process, which Scottsdale is facilitating through several different mechanisms including the formation of a citizen catalyst group, the use of a hotline: (480) 941-0099 for questions and comments, presentations to community groups, and education about the purpose and role of the General Plan via fact sheets, display ads, and access on the Internet.

Source: Scottsdale's Affordable Housing Quarterly  
Date: Winter 1999

## Scottsdale's General Plan Update to Include the City's First-Ever Housing Element

*Growing Smarter Act and City's Affordable Housing Policy to be Addressed in Plan*



On December 14, 1999, City staff from Scottsdale's Planning Systems Department presented information to

the Scottsdale Housing Board on the City's General Plan Update.

Included in this update will be Scottsdale's first ever Housing Element to the General Plan. A preliminary draft framework of the Housing Element was presented to the Housing Board, which was received with great enthusiasm.

As part of the City's *Strategy for the Creation and Preservation of High Quality, Safe and Affordable Housing* in July, the Housing Board identified the need for their involvement in the development of the Housing Element of the General Plan. At the December meeting, the Housing Board took that policy a step further and placed top priority on incorporating the City's

Council-adopted *Strategy* into Scottsdale's Housing Element.

Over the next several months, an inter-departmental staff team will develop the General Plan Update with assistance from various boards, commissions, and other interested citizens. The Planning Systems Department hopes to complete the update by December of 2000.

*For more information on how you can participate in the General Plan Update process, contact Teresa Huish, Community Planner, at (480) 312-7829 or check out the following website:*

[www.ci.scottsdale.az.us/futureinfoocus](http://www.ci.scottsdale.az.us/futureinfoocus)



Source: Scottsdale Tribune  
Date: October 9, 1999

# City seeks public help with general plan revision

BY JOE KULLMAN  
THE TRIBUNE

Scottsdale is embarking on its most extensive outreach effort ever, seeking public input on revising its general plan.

It's a process guaranteed to bring out critics.

More than 200 community groups and individuals will soon get requests to work with the Future in Focus Team of consultants and city planners in charge of revising Scottsdale's general plan.

Local activists are primed to use that invitation to air protests about how they think officials abuse the document that drives land-use and development policies.

Newspaper advertisements, mailers, surveys, a Web site and a series of public forums and presentations will be used to gather

## If you go

**What:** Presentations by the Future in Focus Team of consultants and city planners in charge of revising Scottsdale's general plan

**When:** Noon to 4 p.m. Nov. 8  
**Where:** Horizon Park Community Center, 15444 E. 100th St.

**To be announced:** Time and place for an Oct. 28 meeting for residents interested helping the city gather public input on the project

**Information:** (480) 941-0099

feedback over the next several months, said Marty Rozelle of the Rozelle Group, a consulting firm directing the program.

An updated general plan is

essential for determining how the city will deal with an additional 100,000 people expected to be living here in the next decade or so, Rozelle said.

"This is about painting the big picture for where Scottsdale will go in the next 10 to 20 years. We want to get a dialogue going," Rozelle said.

Even if consultants don't hear from a lot of people, they are certain to get an earful on growth and development issues.

There's "huge turmoil" in store for the project, said Marcita Ryon, president of the Coalition of Pinnacle Peak, known as COPP.

She thinks Scottsdale won't be able to devise a coherent plan without correcting some of the mishmash of zoning the city has allowed in recent years.

Attempts to change zoning

"are going to cause big fights with whoever owns commercial parcels."

General plan revisions are typically adopted with City Council approval, but COPP will call for a public vote on any new general plan, Ryon said.

The revision won't be a success unless the city stops allowing exceptions to the plan, said Lyle Wurtz, chairman of the Scottsdale Community Council.

"We've been through visioning plans and CityShape 2020 plans before, but the city never sticks to them," he said. "Time after time, the council changes (zoning)" to accommodate developers.

City officials want to have a new general plan by December 2000. The last extensive update of the plan was in 1981.



Source: The Arizona Republic  
Date: February 17, 2000

■ SCOTTSDALE

**City ready to undertake  
update of general plan**

City planners plan to visit several neighborhood, business and civic groups and send letters to 400 others as part of an effort to update the city's blueprint for development.

Arizona cities with populations of 2,500 or more must update their general plans to address four key elements — open space, environment, growth and cost of development.

The city expects to complete the task by the end of this year.  
\*\* pophed \*\* Around the Valley  
briefs

Source: Scottsdale Tribune  
Date: February 20, 2000

### **Volunteer posts open on Scottsdale boards**

Scottsdale has volunteer positions open on seven boards and commissions. They are: the Airport Advisory Board, the Industrial Development Authority, the McDowell Sonoran Preserve Commission, the Planning Commission, the Redevelopment Board, the Scottsdale Pride Committee and the Tourism Development Commission. Applications will be accepted until 5 p.m. Friday. For a description of the positions or to pick up applications, stop by the city clerk's office at 3939 N. Civic Center Blvd., call (480) 312-2412 or visit [www.ci.scottsdale.az.us](http://www.ci.scottsdale.az.us) on the Internet.





Source: Scottsdale Tribune  
Date: February 20, 2000

### **Issues facing city set for debate March 30**

Scottsdale is seeking public input 6 to 8:30 p.m. March 30 during a town hall meeting at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road. The meeting will feature a panel debating issues affecting Scottsdale and other U.S. cities. Residents will be able to ask questions. For information or to R.S.V.P., call (480) 312-7705. Seating is limited.



# NEWS RELEASE

Communications & Public Affairs • 3939 Civic Center Blvd • Scottsdale, AZ 85251 • (480) 312-2335 • (480) 312-7780 fax

February 23, 2000

Contact: Robin Meinhart  
Public Information Coordinator  
(480) 312-2647

## Scottsdale to hold March 30 Town Hall Event Getting the City's "Future in Focus"

*"How are other cities handling the challenges of growth while retaining their character and lifestyle?"*

Scottsdale residents are invited to share their thoughts, hopes and aspirations at a **March 30 Town Hall, 6 to 8:30 p.m., at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road** (southeast corner of the campus). The Scottsdale Town Hall will feature a panel of speakers including Reid Ewing, one of the country's leading experts on improving transportation systems; Grady Gammage, Jr., a state leader in issues related to urban design, growth management, zoning and land use planning law; Arizona State University professor Nan Ellin, whose books and studies have created an international discussion of suburban development in the United States; and Charlie Smith, former Scottsdale City Councilmember. Panelists will debate issues impacting Scottsdale and other cities as they move forward into the new millennium. Attendees will have an opportunity to ask questions and provide comments.

For more information and to RSVP, call **(480) 312-7705**. Seating is limited. The March 30 Town Hall event is co-sponsored by the city and Scottsdale Community College as part of the *"Future in Focus,"* General Plan update currently under way.

Additional information about the public involvement phase of the city's General Plan update is available on-line at [www.ci.scottsdale.az.us/futureinfofocus](http://www.ci.scottsdale.az.us/futureinfofocus). A companion web site: [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) provides the city's general plan on-line via an improved, easier-to-read format with updated maps and information. In addition, this site provides an introduction which explains the purpose of Scottsdale's general plan and why it is important to Scottsdale residents.

-30-

Scottsdale Town Hall Panelists:

Source: The Arizona Republic  
Date: February 25, 2000

### Discuss Scottsdale goals

You can voice your vision of Scottsdale's future and hear the ideas of others at Scottsdale's town hall meeting from 6 to 8:30 p.m. March 30.

A panel will debate issues affecting Scottsdale and other cities. The panel will include Reid Ewing, a national expert on improving transportation systems; Grady Gammage Jr., an attorney, author and leader in urban design and land-use law; and Nan Ellin, an assistant professor of architecture at Arizona State University who has written books about suburban development.

The town hall is sponsored by the city and Scottsdale Community College as part of the "Future in Focus" General Plan update under way in the city. It will be held at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road, Scottsdale.



Source: The Arizona Republic  
Date: February 25, 2000

### **Cable to show lectures**

If you missed the Scottsdale Millennium lectures held at Mustang Library this winter, Scottsdale municipal television CityCable 11 is running segments of the nine-part series at 9 p.m. Fridays and Saturdays.

In April, the entire Millennium series, which explores the past, present and future of Scottsdale, will be rerun. For more information, call media relations manager Mike Phillips at (480) 312-7825.

The live discussion continues Tuesday with "Scottsdale's Heart: Are We a Compassionate People?" The panel will focus on human services, the elderly, youth and housing. The presentation begins at 5:30 p.m. at Mustang Library, 10101 N. 90th St.



Source: Scottsdale Tribune

Date: February 28, 2000

## Students tackle city planning

Problems mirror those Scottsdale leaders are facing

BY JOE KULLMAN  
 TRIBUNE

The Sim City computer game is supposed to make it easy to map out a municipality. But when students in Saguaro High School's youth leadership class had real-world issues thrown at them, their simulated Scottsdale of the future turned into an exercise in frustration.

They couldn't agree on how to divide up the virtual city to accommodate all the housing, streets, land preserves, shopping centers, parks, schools, fire stations and power plants they needed.

Special-interest groups were soon butting heads. "We hit nuclear meltdown," lamented one student in teacher John Calvin's class.

The project gave students a glimpse of the task facing Scottsdale as it attempts to author a new and improved general plan this year.

City officials want more than a revised land-use map. They want a

master plan for confronting the socioeconomic impacts of the city's rapid growth. Among them:

- Skyrocketing housing costs pricing out many middle-income families.

- Less park and recreation acreage per capita than the national average.

- An elderly population expected to double within 15 years.

- Modern development eroding the Western ambiance that feeds the vital tourism industry.

City planners are presenting such facts and figures to resident groups, community leaders and activists, trying to lure feedback on how a new general plan could respond to those issues.

Calvin is trying to teach his students "how much something like (a general plan) really affects their lives."

City planners have the same challenge with residents, said members of a "catalyst group" recruited to assist in the outreach effort.

"So far, people don't seem to be showing a lot of interest," said Key Henry, who also serves on the city's Neighborhood Enhancement Commission. Planners "have a lot of wonderful ideas, but citizens have to buy into it."

Longtime resident Bruce Mason sees a serious social gap developing because "north Scottsdale is

### IF YOU GO

**What:** Scottsdale Town Hall on city's general plan revision  
**When:** 6 to 8:30 p.m. March 30  
**Where:** Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road.  
**Information:** (480) 312-7705

becoming an enclave for the rich while south Scottsdale is becoming a place where their servants live."

A creative development policy could ease such a troubling trend, said the retired Arizona State University political science professor, "but who pays attention to general plans?"

Feedback is coming from Calvin's class. The students want to meet soon with city leaders to offer recommendations.

"It's good for the city to do things that will keep youngsters with leadership ability here in the future," Calvin said. "Letting them work on the general plan might help do that."

Student Lindsey O'Connor has her own ideas about the direction in which Scottsdale needs to turn for improvement.

"I think Scottsdale is fine," she said. "We need to work on Phoenix."

**Source: The Neighborhood Exchange**

(Tonalea Pride Neighborhood Alliance Newsletter)

**Date: February 2000**

## City of Scottsdale's General Plan

Robin Meinhart, *Public Information Coordinator*

We are looking forward to the May 11th TPNA meeting to get your input on the General Plan update the City of Scottsdale is currently undertaking. The term "General Plan" may not be overly familiar — so listed below are some points that will help residents get familiar with this document and why it's important. In addition, the City of Scottsdale is introducing two new websites to facilitate community outreach and education involved in updating the City's General Plan:

- [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) explains the purpose of a general plan and why it is important to Scottsdale residents.
- [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus) outlines Scottsdale's community involvement effort.

This presentation will be used to gather responses from residents on key topics such as:

- **Scottsdale's Aging Population** - *The number of residents over the age of 55 is due to significantly increase over the next 15 years.*
- **Community Diversity** - *The continuing trend indicates increased community diversity.*
- **Transportation** - *How will we provide the residential and commercial densities needed to support transit options?*
- **School Facilities** - *Should the city take on a stronger role in planning for educational facilities?*
- **Community Character** - *What elements are most important in guiding the future of the city's character?*



Source: The Arizona Republic  
Date: March 6, 2000

### **Town hall meeting**

Give voice to your vision of Scottsdale's future and hear the ideas of others at a town hall meeting from 6 to 8:30 p.m. March 30.

Scheduled speakers include Reid Ewing, a national expert on improving transportation systems; Grady Gammage Jr., an attorney and author who specializes in urban design and land use law; and Nan Ellin, an assistant professor of architecture at Arizona State University who has written books about suburban development.

The meeting will be held at the Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road.

Source: Scottsdale Tribune  
Date: March 7, 2000

### **Scottsdale puts plan data on Internet**

Scottsdale's Community Planning department has added information on the Internet on a project to revise the city's general plan, which sets land-use and development policy.

An overview of the general plan, including maps, is available at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) on the Internet.

Information about the general plan revision project, Future in Focus, is available at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus) on the Internet.

The sites provide links to information on how to get involved in the project and give feedback to city officials.

For more information, call (480) 941-0099.

Source: Scottsdale Tribune  
Date: March 8, 2000

### **Owners have the right to develop their land**

It saddens me to read all the letters and Venters who have no knowledge of the laws of the rights of owners of undeveloped real estate in Scottsdale.

Let them get together and buy all of such undeveloped real estate and continue to pay the real estate taxes on their nonproductive investment.

An alternative would be to have the city condemn all of the undeveloped real estate within its limits and let the Scottsdale taxpayers pay and pay and pay to nationalize the desert vistas, to be enjoyed by a few.

Despite some wanting to believe otherwise, there has not been one whisper of developer payoffs. Your past mayors and council members have been, and continue to be, unjustifiably maligned by know-nothings and those afflicted with the "pull in the ladder" mindset.

**Fenton J. McDonough**  
Scottsdale



Source: Scottsdale Tribune  
Date: March 11, 2000

### **Scottsdale officials to discuss general plan**

The Community Council of Scottsdale will have two city officials at its next meeting to discuss the city's ongoing general plan update process at 7 p.m. Thursday at the Scottsdale Senior Center, 7375 E. Second St. The public is welcome. For more information, call (480) 991-5441.

Source: The Arizona Republic  
Date: March 29, 2000

# Scottsdale residents to put 'Future in Focus'

By Hernán Rozemberg  
The Arizona Republic

Many Scottsdale residents are worried about urban sprawl and want the city to step in by preserving, rather than developing, more land.

No matter how varied the opinions are, the city wants to hear them.

It's part of the city's ongoing "Future in Focus" discussion on the update of the General Plan, which delineates how the city is built out. Less than one-third of

## If you go

**WHAT:** City of Scottsdale "Town Hall Event."

**WHEN:** Thursday, 6-8:30 p.m.

**WHERE:** Scottsdale Community College, Performing Arts Center.

the city's land remains undeveloped.

Everybody's invited to Thursday's "Town Hall Event," which will feature a panel of four speakers. After their presentations, the public will have a chance to ask questions and offer suggestions on how the city should look years from now.

The guest speakers are: Nan Ellin, architecture professor at Arizona State University; Reid Ewing, director of the Center for Urban Policy Research; Grady Gammage Jr., a real estate lawyer who also teaches at ASU; and Charlie Smith, a former Scottsdale City Council member who served on many boards and commissions for more than two decades.

The panel will be moderated by Phil Boas, assistant editorial page editor for *The Arizona Republic*.

Reach the reporter at  
Hernan.Rozemberg@ArizonaRepublic.com  
or (602) 444-7471.

Source: The Arizona Republic  
Date: March 29, 2000

### Tomorrow's Scottsdale

Scottsdale residents are invited Thursday to share their vision for the city at a special Town Hall Meeting. The meeting's purpose is to gather public input as the city updates its General Plan.

**WHAT:** The Town Hall will feature a panel of experts on urban growth issues who will answer questions from a moderator and later the public.

**WHEN:** 6 to 8:30 p.m. Thursday.

**WHERE:** Scottsdale Community College Performing Art Center, 9000 E. Chaparral Road (southeastern corner of the campus).

**INFORMATION:** (480) 312-7705.

Here are some questions for Scottsdale residents to ponder and perhaps respond to at the Town Hall:

- How must the city plan to sustain or improve its quality of life?
- What future measures should the city take to avoid gridlock?
- How do we build a sense of community when the average family moves every five years?





# Town hall takes big-picture vision

Officials hope meeting gets questions defined before talking solution

BY JOE KULLMAN  
 TRIBUNE

City officials hope the Future in Focus Town Hall will help define the right questions facing Scottsdale, not necessarily define sweeping solutions.

They think the city's first challenge is to keep the debate over growth from getting off track with unproductive arguments.

"We need to stop talking about sprawl. It's a loaded term, and it leads to a lot of misguided questions," said Nan Ellin, a professor of urban design at Arizona State University.

"Scottsdale is still making zoning decisions like it's a small town. It should stop doing that. . . . There are far too many development decisions based on politics," said Grady Gammage Jr., a development-law attorney and author of a book on the Valley's growth.

Ellin and Gammage will be joined in the forum by urban transportation expert Reid Ewing and former Scottsdale City Councilman Charlie Smith.

The event is aimed at generating public comment for the city's effort to revise its general plan, which sets land-use and growth policies.

The second half of the town hall will provide residents a chance to ask questions of the panel or express their own points of view.

The city hopes to adopt an updated general plan by the end of the year. But officials want more than a new set of zoning guidelines.

They're hoping the document can address housing issues, recreational needs, social services and a wide range of other

Source: The Arizona Republic  
 Date: March 2000

## IF YOU GO

**What:** Scottsdale "Future in Focus" Town Hall  
**When:** 6 to 8:30 p.m. Thursday  
**Where:** Scottsdale Community College Performing Arts Center  
**Information:** (480) 312-2647 or (480) 312-7705

## SHARE YOUR VIEW

■ Scottsdale is trying to address a broad array of growth-related issues in its updated general plan. What do you think is the most important issue facing Scottsdale's future? Call (480) 970-2344.

socioeconomic issues affected by rapid growth, said city spokeswoman Robin Meinhart.

Panel members said that's exactly the big-picture approach towns and cities need to take to manage growth effectively.

"We tend to measure success in the wrong terms," said Ewing, a professor at the Center for Urban Policy Research at Rutgers University. "In transportation, we sometimes look at things narrowly, like how fast we can move traffic, instead of the overall livability of communities."

Smith sees Scottsdale getting bogged down in political battles that paralyze local government.

"We hear all this talk of sprawl because it makes a good sound bite for people trying to get elected to office," said Smith, a resident for 38 years who served two years on the planning commission before a decade as a City Council member. "The politicking is delaying progress on a lot of important things."

Panel members agreed that Scottsdale must ensure its general plan takes into account what's happening in neighboring cities.



# Input sought on Scottsdale plan update

Source: The Arizona Republic

Date: March 2000

By Diana Balazs  
The Arizona Republic

**SCOTTSDALE** — City planners will visit at least a dozen neighborhood, business and civic groups beginning in February and will send letters to 400 others as part of an effort to update the city's blueprint for development known as its general plan.

Arizona cities with populations of 2,500 or more must update their general plans to address four key elements — open space, environment, growth and cost of development — since a 1998 state law, the Growing Smarter Act, which affects how communities administer long-range planning.

The deadline for cities to complete the task is Dec. 31, 2001. Scottsdale is updating its plan and will complete it by the end of this year.

Other issues to be addressed include the needs of an aging population, the shortage of parks, the changing role of tourism and transportation solutions, city spokeswoman Robin Meinhart said.

As part of what has been dubbed the "Future in Focus" process, planners will meet with such groups as the Coalition of Pinnacle Peak, the North East Scottsdale Property Owners Association, the Tonalea Pride Neighborhood Alliance, the Scottsdale Chamber of Commerce and the Scottsdale Community Council.

In addition to the presentations, city staff will hold a town hall in March that will include a panel discussion by planning experts. Two Web sites and a telephone hotline have been established to receive comments.

A 30-member citizens group selected by city officials has been formed to help distribute information.

"Somehow, the information has to get out to people. We have to educate them," said Jane Rau, 77, who has lived in north Scottsdale for 30 years.

"The fact that it's now legislatively mandated I think helps us, because in people's minds, there's a better understanding of why we're doing it and why it's important to them," Meinhart said.

## Scottsdale General Plan Information

WHAT: Town Hall  
 WHEN: 6-8 p.m. March 30  
 WHERE: Scottsdale Community College, 9000 E. Chaparral Road  
 Future in Focus Infoline — (480) 941-0099  
 General Plan Web site — [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan)  
 "Future in Focus" Web site — [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus)



# NEWSRELEASE

Communications & Public Affairs • 3939 Civic Center Blvd • Scottsdale, AZ 85251 • (480) 312-2335 • (480) 312-7780 fax

April 6, 2000

Contact: Robin Meinhart  
Public Information Coordinator  
(480) 312-2647

## **To Sprawl Or Not To Sprawl? . . . Scottsdale Town Hall Dialogue Airs on CityCable 11**

It's not the same old sprawl debate.

A transportation expert, an architecture professor, a former city councilman and a development attorney add some intriguing twists to the debate on growth in Scottsdale during a "Town Hall" discussion airing this month on CityCable 11.

The program will be broadcast at 9 p.m. Fridays and Sundays through the month of April.

The purpose of the March 30 Town Hall dialogue was to gain new perspectives on growth, traffic, and city planning as Scottsdale updates its General Plan. Panelists were Grady Gammage, Jr., an attorney specializing in land use and one of the main authors of Arizona's Urban Lands Act; Charlie Smith, a councilman from 1974 to 1984; Reid Ewing, director of the Center for Urban Policy Research and author of several books on traffic and land use planning; and Nan Ellin, Assistant Professor at the School of Architecture at Arizona State University.

The panelists dissected Scottsdale's current debate on growth management and explored some of the myths and facts about growth. They also presented their views about how the city can protect its character and quality.



**Nan Ellin, Assistant Professor, School of Architecture, ASU**

Author of *Postmodern Urbanism*, Editor of *Architecture of Fear*

Nan Ellin is a M.A., M.Phil., and Ph.D. from Columbia University and a B.A. from Bryn Mawr College. She has previously taught at the University of Cincinnati, the Southern California Institute of Architecture (SCI-Arc), the University of Southern California, and New York University. She was a Fulbright Scholar in France where she carried out research for her dissertation on the European New Urbanism. She has written numerous articles exploring trends in urban design, and is now exploring reconstructive and proactive alternatives to these. Currently, she is developing the concept of Integral Urbanism and writing a monograph on New York architect and urban designer Deborah Berke (Princeton Architectural Press, forthcoming).

**Reid Ewing, Director of the Center for Urban Policy Research**

Author of *Transportation and Land Use Innovations – When You Can't Pave Your Way Out of Congestion*, *Best Development Practices*, *Traffic Calming State-of-the Art*, and *Developing Successful New Communities*

Reid Ewing is a nationally recognized leader in research on improving transportation systems. He holds a Doctor of Philosophy in Urban Planning and Transportation Systems, Massachusetts Institute of Technology; a Master of City Planning from Harvard University; a Master of Science in Engineering and Applied Physics from Harvard University; and a Bachelor of Science in Mechanical Engineering from Purdue University.

**Grady Gammage, Jr., principal, of the law firm, Gammage and Burnham and adjunct professor at the Colleges of Architecture and Environmental Design and Law, ASU**

Grady Gammage Jr. is an Arizona native who has practiced law in Phoenix since his graduation from Stanford Law School. He has spent the last 20 years dealing with land use, development, and growth issues; representing real estate development projects, and consulting with cities and towns. In 1981, Mr. Gammage was instrumental in structuring Arizona's Innovative Urban Lands Act, which allowed state trust lands to be released for private development. He has chaired the Phoenix Design Review Standards Committee, helping create mechanisms to regulate the aesthetics of commercial and residential development. He serves as an elected official as a board member of the Central Arizona Water Conservation District, and was president of that board from 1985-89.



Source: The Arizona Republic  
Date: April 9, 2000

## Scottsdale faces an obligation to serve less-affluent citizens

By Herma Rosenbergs  
The Arizona Republic

The city of Scottsdale for years has been on a chest-thumping parade, claiming to be the country's most livable city.

But it's only now that city leaders are rethinking the matter more closely: Most livable for whom?

For the senior citizen barely able to pay rent, never mind medication? Or for the single mother holding two jobs? How about for the youngster without health care who depends on getting fed at school?

They're all as much a part of Scottsdale as are millionaires living in exclusive developments, city leaders say. And those in need are not found just in the older and less affluent south end of the city, they say. More and more residents in northern parts of the city are seeking help.

"It's hard for some to understand that, yes, we have a thriving community, but we still have lots of people with needs," said Connie James, Scottsdale's human services director, who admits the city has done a poor job spreading out services as the city continues to experience unprecedented growth.

That's why her department next month will unveil its first-ever five-year plan delineating what the city should do to help its needy citizens. The suggestions, including a call for more affordable housing for low-income folks and a better bus system for elderly residents, will influence changes in the city's General Plan.

The high cost of housing has made it impossible for some people to become homeowners in Scottsdale. City statistics show that the median income of \$56,000 a year qualifies for a \$140,000 home. Trouble is, the median house in Scottsdale costs \$198,000.

But even when facing gloomy figures, city workers and residents already feel that, for the first time, the city is facing reality and will no longer simply look the other way when talk of socioeconomic problems comes up.

"Scottsdale's exclusivity has created a black hole in plain old human compassion here," said Susan Unmacht, 50, who rents an apartment on the south side. Her life took a quick nosedive — she was homeless for over three years — after she moved out of her home in north Scottsdale that she shared with her ex-husband.

"Every community needs social services, and I get the sense that there's a sincere desire to finally do something to help people here," said Unmacht, who's now back in college and working part time for the census.

Nearly 200 others also seemed to share a renewed optimism after attending a city forum last month. Though discussions tackled various subjects, the conclusion of what needs fixing first was unanimous: better public

### Issues facing Scottsdale

Scottsdale, the seventh-fastest growing city in the country and home to 210,000 people, is not all about exclusive resorts and golf courses. A first-ever human services five-year plan to be released in May will indicate how the city plans to deal with its social dilemmas. Some issues being considered:

■ There are nearly 12,500 people living in poverty, about 6 percent of Scottsdale's population.

■ Last year, 2,831 school children received free or reduce-priced lunches.

■ The median income is \$56,000, while the median home costs \$198,000.

■ Rents keep going up: An average two-bedroom apartment rented for about \$770 in 1997, jumping to \$793 a year later and \$815 last year.

■ There were 851 domestic-violence cases in 1999, compared with 646 in 1998 and 427 in 1997.

transportation and cheaper housing.

"We're getting very close to a housing disaster with limited housing and an ever-increasing job force," city housing specialist Brian Swanton said.

Scottsdale's elder residents have been clamoring for years

for help on getting around town, said activist Gladys Olson. "Dial-A-Ride just isn't working. People wait sometimes as long as two hours."

But misfortune may strike anyone at anytime — many people in north Scottsdale may be a paycheck away from learning how it feels to be homeless.

Richard White knows tales of people moving into expensive homes or upscale apartments who suddenly lose their jobs or run into heavy debt. Often they're forced to take out a second mortgage or get evicted.

"You'd be surprised," said White, outreach director for St. Patrick's Church in north Scottsdale, "at the large number of people who all of a sudden get in a mess and realize the financial rubber band just won't stretch anymore."

Many times it's a case of people misjudging their limitations.

"It may start with fixing the car. Then bills begin to pile up and the next thing you know the downward spiral takes off," said Rita Koppinger, human services manager at Vista Del Camino, the only multiprogram service center run by the city.

Reach the reporter at Herma.Rosenbergs@ArizonaRepublic.com or (602) 444-7471.









## What would you like Scottsdale to be in 10 years?...20 years?...50 years?

### What will living in your neighborhood be like in 10 years?

YOU are the future of Scottsdale! Now you have a chance to help determine what the city will be like 10, 20—even 50 years from now. What do you think about new development? Neighborhood improvement projects? Desert preservation? Transportation opportunities? Meaningful open space?

Scottsdale's **General Plan** is being updated—and your ideas are needed! We citizens of Scottsdale have an opportunity to share our values and dreams with **Future in Focus**—a collaborative community effort to guide Scottsdale well into the next century. Help create the best future for the best Scottsdale—while preserving the things we love about where we live. The **Future in Focus** Team needs to hear from all kinds of people in every neighborhood! *No experience necessary!*

You'll be seeing the **Future in Focus** logo all around the City—and we'll be asking for you to participate in any way you can. That may mean answering a telephone survey, filling out a response card in the Scottsdale Citizen magazine, participating in an on-line dialogue, or discussing a handout at your homeowner's association meeting, your service group, or your workplace. When you see a **Future in Focus** message on the movie screen, or a notice in your utility bill, or a flyer at the grocery store... think about your vision of Scottsdale in the future.

### Just what is a GENERAL PLAN?

The General Plan is Scottsdale's action plan for the future. It is a planning document that outlines City policies that address neighborhoods, open space, transportation, economic vitality, sustainability, and more over the next 20 to 50 years.

The Plan is used by the City Council, the City Boards and Commissions, businesses, landowners, and citizens, to guide planning decisions. The General Plan may be found at:

<http://www.ci.scottsdale.az.us/generalplan>

### Why do we have a General Plan?

The General Plan is required by state law to set policy for the City's physical development. Good planning can help minimize traffic congestion and pollution, ensure compatible development patterns, and help protect and improve our quality of life. In addition, the Growing Smarter legislation enacted in 1998 requires Scottsdale and other cities throughout the state to update their General Plan every 10 years. Scottsdale's General Plan has not been completely updated since 1992.

### AMAZING FACTS ABOUT SCOTTSDALE!

1/3rd of us—70,000—moved here within the last 5 years.

In 1951, the year Scottsdale incorporated, there were only 2,000 people living in the town, on less than two square miles of land! Now—only 38 years later, we have 206,000 residents living on 185 square miles of land.

We're the 4th-largest city in Arizona and the 7th-fastest growing city in the U.S.

Our average family size is 2.26 people

The median home value is \$225,000

Our average age is 39.7—and getting older!

75 square miles (that's 40%) of Scottsdale is being set aside as open space.

At current growth rates, the city will be "built out" by 2020.

More than half of Scottsdale's working residents commute to Phoenix.

**FUTURE IN FOCUS  
INFO LINE  
480-941-0099**





# Scottsdale

GENERAL PLAN UPDATE

# FACT SHEET

## Who will update the General Plan? When?

The General Plan will be updated by a team of people who are experts in community planning. In preparation for the update, this Future in Focus Team will work with the citizens of Scottsdale throughout the year to determine what they want to see addressed in the Plan. The Plan will be available for comment throughout the planning process from October 1999 until late Fall 2000.

## Why should I care about the General Plan?

If you don't help shape Scottsdale's future, who will? Well, somebody else... possibly driven by desires or intentions that may not represent your point of view. Citizen input is the cornerstone of planning. Without you and your neighbors' ideas, the 2000 General Plan may not reflect the values you find important in the community.

## How are we supposed to make decisions when no one seems to agree on anything?

Citizens of Scottsdale have one important thing in common: We all live here! And because of our shared space and common needs, we need to make a plan that is in the best interest of the most people. We probably can't all agree on all the details, but we can begin a dialogue to understand others' points of view.

We recognize that there are many challenges to planning the city's future. And NO decision is purely "black and white." For example, it's not a question of growth OR preservation. The goal is to balance

development and preservation so that all Scottsdale residents can continue to enjoy our excellent quality of life. You can help us achieve that balance by sharing your opinions and strategies.

## Okay, how do I get involved?

Call our Future in Focus info line at 480-941-0099 to learn about ways to join the effort. Check our interactive Web site at [www.ci.scottsdale.az.us/futureinfocus](http://www.ci.scottsdale.az.us/futureinfocus) for the latest information about Future in Focus.

Do you belong to a community group or Scottsdale-based organization of any kind? Then you might want to become a "Community Catalyst." The Future in Focus Community Catalysts are "ambassadors" to already-existing organizations; they help us communicate with Scottsdale residents where they live, work, and play. If you want to learn more about the Catalyst program, please leave your name and number on the info line at 480-941-0099.

If you or your group would like to be included in planning the future of Scottsdale, send an e-mail including your full name to [futureinfocus@ci.scottsdale.az.us](mailto:futureinfocus@ci.scottsdale.az.us)

If you don't have an e-mail address, call the info line at 480-941-0099 and leave us your name and mailing address or fax number.



## SCOTTSDALE'S OFFICIAL POPULATION *in perspective*

1960
<b>10,000</b>
1970
<b>67,800</b>
1980
<b>88,000</b>
1990
<b>130,075</b>
2000*
<b>210,000</b>

\* projected

Whether you've lived and worked in Scottsdale since our town was one square mile and Old Town was new... or if you're one of the tens of thousands of relative newcomers... we want to know what you think about Scottsdale—past, present and future. Join your neighbors and the Future in Focus Team as we explore the many sides of Scottsdale and plan for the next century.

**FUTURE IN FOCUS  
INFO LINE  
480-941-0099**





## FACT SHEET

### Building Community – It's up to all of us...

"In the next couple of months, the City of Scottsdale will be asking what's important to you...what you think is important for Scottsdale's future...and how we should plan for Scottsdale's future. This information will help develop the update of the City's General Plan – the document that represents the policies that guides Scottsdale's vision for the future."

#### WHAT IS A GENERAL PLAN?

A General Plan is a statement of goals and policies for the physical development of our community. It is an expression of our community's vision for the future and how the community wants to change and develop for the next 20-50 years. Arizona State law requires that communities with a population over 2,500 adopt a General Plan, and outline the topics (or "elements") the plan must contain.

#### WHY SHOULD I CARE ABOUT THE GENERAL PLAN? DOES IT REALLY AFFECT ME?

The General Plan is Scottsdale's blueprint for the future. Imagine building a house without plans illustrating the location of the kitchen, bedrooms, and doors ...or baking a cake without first knowing the ingredients that you will need to make it!

#### HOW IS SCOTTSDALE'S GENERAL PLAN DEVELOPED?

An effective General Plan reflects community desires and expectations. Because the Plan promotes achievement of the community vision, important issues facing the community must be discussed and debated. Reaching unanimous agreement about community goals is not necessary, but clear direction is needed if the community's vision is to be realized. The city is currently working on a comprehensive update to the Scottsdale General Plan, and citizen input will be solicited through neighborhood meetings, city-wide workshops, focus groups, surveys, public hearings, and personal contacts.

### Your Insight Guides Scottsdale's "Future in Focus"

The project team, along with Scottsdale's citizens, is focusing in on several key issues. These key issues are the most important and critical issues faced by the city as it transitions from a growing city into a mature city. Below you will find an explanation of the key issues.

#### COMMUNITY CHARACTER

- ❖ Is there an over-arching set of elements that defines the character of the entire city?
- ❖ What elements are most important in guiding the future of the city's character?

The character of a community is a major component to its health, vitality, and durability. Understanding and defining the desired community character can transform visions to reality. Scottsdale has several strong community characteristics including attractive landscapes and development, valued community facilities and services, and a sense of community. How the city builds on these strengths and develops new community characteristics is up to you.

#### EMPLOYMENT/HOUSING BALANCE

- ❖ What types of housing, services, and facilities will the city need to accommodate the trend that indicates increased community diversity?

For every three jobs within the City of Scottsdale there are only two housing units. This strongly indicates that the city is not providing enough housing for all those who work there. Providing equitable housing is a major task to be evaluated throughout the General Plan Update.

#### AGING POPULATION

- ❖ How do we accommodate the community trend that indicates the number of residents over 55 years of age will significantly increase over the next 15 years?
- ❖ What types of housing demands do we need to provide?

In the next 10 to 15 years, the population of residents over 55 years of age will double to triple as the "Baby Boomers" become senior citizens. The effect is that the population as a whole is getting older. Currently, the average age of the residents is 39.7 years of age. Understanding the effects this will have on the community is a key element to plan for the future.

### AMAZING FACTS ABOUT SCOTTSDALE!

70% of Scottsdale's projected population capacity already resides in the city.

Total employment is growing faster than housing units. The ratio of employment to housing units is 1.41 to 1.

Average daily vehicle miles traveled and annual fuel consumed on Scottsdale streets are growing faster than population.

The city is a net importer of jobs bringing more traffic into the city from other parts of the valley.

To date Scottsdale has acquired or protected 13,796 acres of pristine desert in the McDowell Sonoran Preserve.

While public park acreage is increasing, it is not keeping pace with growth in the City's population. The park acreage per 1,000 population decreased steadily from 3.53 in 1992 to 2.70 in 1998.

Since 1990, the gap between what the median household can afford and the median sales price of homes has increased 222%.

**FUTURE IN FOCUS  
INFOLINE  
480-941-0099**





# Scottsdale

GENERAL PLAN UPDATE

# FACT SHEET

## AGING POPULATION, CONTINUED

The City's General Plan must address the following critical issues.

- Ensuring adequate housing for senior citizens with and without health care concerns and needs.
- Providing mobility for an aging community that provides access to all the vital goods and services required by this valued constituency.
- Providing appropriate senior citizen facilities.

## TRANSPORTATION SOLUTIONS ARE TIED TO LAND USE

- ❖ How and where will we provide transit opportunities?
- ❖ How will we provide the residential and commercial densities required to support transit options?

The General Plan provides a vision and blueprint for future development and transportation. Every activity, i.e. retail, employment, tourism, has a specific relation to both land use and transportation needs. These relationships must be considered.

## PARK NEEDS ARE GROWING FASTER THAN FACILITIES

- ❖ How can future demands for parks be met?
- ❖ How can the needs of future residents be communicated effectively to those who are already here?
- ❖ What happens if the needed facilities are not built?

Currently, demands for recreational facilities exceed the availability of facilities. This shortage impacts traffic patterns, neighborhood stability, youth crime, home values and recreational opportunities. Understanding and meeting these needs provides multiple benefits to citizens, traffic patterns and city agencies.

## SCHOOL FACILITY SHORTAGE

- ❖ Should the city recruit higher education institutions?
- ❖ Should school facilities become resources for the entire community, not just for children?
- ❖ What should the role or opportunity for higher education be in the community?

School and educational facilities are a valuable resource that must be sustained as a community evolves. Changes in demographics, land use and transportation facilities provide the opportunity for the city to be become involved in planning for future educational needs. Understanding the community's vision is the first step in addressing any future action identified in the General Plan.

## CHANGING ROLE OF TOURISM

- ❖ Are there types or styles of tourism services, destinations, facilities, etc. not currently provided in Scottsdale that would be appropriate here (dude ranches, eco-tourism, boutique hotels, entertainment venues, etc.)?

Destination tourism and resort services in Scottsdale are evolving away from mid-west winter visitors and focusing more on large corporate clients conducting conferences, workshops and retreats. This change offers the opportunity for Scottsdale to focus on this new clientele, as well as develop new specialty tourist niches.

## WE NEED YOUR INPUT...

It may be via a telephone survey, or filling out a response card in the Citizen magazine, participating in an on-line dialogue, or responding to a handout that's discussed at your homeowners association meeting, your service group, or your workplace. You'll be getting reminders that your input is valued and needed...so when you see a message on the movie screen, or a neighborhood flyer, don't take it lightly.

## COMMUNITY INPUT OPPORTUNITIES

- Call the **General Plan Update Hotline** at (480) 941-0099 for information, comments, questions and public input.
- Request a brief General Plan Update presentation providing an overview of the planning process for your next homeowners association meeting by calling (480) 312-2647.
- Tour the city's General Plan website at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan)

## SCOTTSDALE'S OFFICIAL POPULATION in Perspective

1960	10,000
1970	67,800
1980	88,000
1990	130,075
2000*	210,000

\* projected

## MORE AMAZING FACTS ABOUT SCOTTSDALE!

At current growth rates, the city will be "built out" by 2020.

1/3rd of us - 70,000 - moved here within the last 5 years.

Ultimately, Scottsdale's overall average residential density will approach one home per acre.

Today, 80% of the single-family homes under construction are custom homes.

**FUTURE IN FOCUS**  
**INFOLINE**  
**480-941-0099**

The newly reformatted General Plan website provides an easier to read format with updated maps and information. You can access this site at [www.ci.scottsdale.az.us/generalplan](http://www.ci.scottsdale.az.us/generalplan) and link to information about the community outreach effort, titled "Future in Focus" that is underway to update the General Plan.





# Scottsdale

## GENERAL PLAN UPDATE

- [Future in Focus Home](#)
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### Welcome to "Future in Focus!"

... a community effort to re-evaluate Scottsdale's General Plan, bring it up to date with recent laws and make sure the overall direction for our City's development is still in line with YOUR goals and visions.

This website (contents described below) will tell you how to get connected to Future in Focus and to a multitude of information that concerns our community's future development and our ultimate sense of place.

- If you'd like to review and/or print the existing [General Plan](#), you can get to it by selecting the tree image to the left. Note: this document has recently been re-engineered to provide a new "look" and to update the General Plan maps.
- To the left, you'll see a connections to "[Future in Focus Facts](#)," a "[Resource Center](#)," "[Contact Information](#)" and a "[Future in Focus Slide Show](#)." These pages provide information about the Future in Focus effort, how you can participate, printable newsletters and announcements you may wish to share with others, and links to City of Scottsdale staff to ask questions or receive additional support.
- On the upper right-hand corner of this page, we've provided two "related" links you may find interesting. The Scottsdale Transportation Commission's "[Let's Get Moving](#)" program outlines their ongoing public outreach efforts to discuss the complexities of transportation system planning but also to seek ways to reduce vehicle miles traveled, improve mobility and air quality. The City's "[Community Endowment Program](#)" provides opportunities for residents to invest in the future of their community

Feel free to contact the Future in Focus team with any questions or comments about this website or the outreach effort. We can be reached at [FutureinFocus@ci.scottsdale.az.us](mailto:FutureinFocus@ci.scottsdale.az.us) or at the project information line at (480) 941-0099. Thank you for visiting our website and taking interest in this important effort.

### Related Links

[Comprehensive Planning](#)  
Planning Division web site.

["Lets Get Moving"](#)  
Proposed transportation plan. - Scottsdale Transportation Commission.

["Community Endowment Program"](#)  
Providing a Bright Future for Scottsdale.



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## Future in Focus Facts

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**What would you like Scottsdale to be in 10, 20, or even 50 years?**

**What will living in your neighborhood be like in 10 years?**

YOU are the future of Scottsdale! Now you have a chance to help determine what the city will be like 10, 20—even 50 years from now.

**What do you think about:**

- New development?
- Neighborhood improvement projects?
- Desert preservation?
- Transportation opportunities?
- Meaningful open space?

Scottsdale's General Plan is being updated—and **your ideas are needed!**

We citizens of Scottsdale have an opportunity to share our values and dreams with Future in Focus—a collaborative community effort to guide Scottsdale well into the next century.

Help create the best future for the best Scottsdale—while preserving the things we love about where we live.

The Future in Focus Team needs to hear from all kinds of people in every neighborhood! No experience necessary!

You'll be seeing the Future in Focus logo all around the City—and we'll be asking for



you to participate in any way you can. That may mean answering a telephone survey, filling out a response card in the Scottsdale Citizen magazine, participating in an on-line dialogue, or discussing a handout at your homeowner's association meeting,

### Related Links

[Comprehensive Planning](#)  
More information related to the General Plan and other planning projects.

[Other Amazing facts about Scottsdale](#)

your service group, or your workplace. When you see a Future in Focus message on the movie screen, or a notice in your utility bill, or a flyer at the grocery store... think about your vision of Scottsdale in the future.

### **Just what is a GENERAL PLAN?**

The General Plan is Scottsdale's action plan for the future.

It outlines City policies that address:

- neighborhoods
- open space
- transportation
- economic vitality
- sustainability and more over the next 10 to 20 years.

The Plan is used by the City Council, the City Boards and Commissions, businesses, landowners, and citizens, to guide planning decisions.

### **Why do we have a General Plan?**

The General Plan is required by state law to set policy for the City's physical development.

Good planning can help minimize traffic congestion and pollution, ensure compatible development patterns, and help protect and improve our quality of life.

In addition, the Growing Smarter legislation enacted in 1998 requires Scottsdale and other cities throughout the state to update their General Plan every 10 years.

Scottsdale's General Plan has not been completely updated since 1992.



### **Who will update the General Plan? When?**

The General Plan will be updated by a team of people in comprehensive planning. In preparation for the update, this Future in Focus Team will work with the citizens of Scottsdale throughout the year to determine what they want to see addressed in the Plan. The Plan will be available for comment throughout the planning process from October 1999 until late Fall 2000.

### **Why should I care about the General Plan?**

If you don't help shape Scottsdale's future, who will? Well, somebody else... possibly driven by desires or intentions that may not represent your point of view. Citizen input is the cornerstone of planning. Without you and your neighbors' ideas, the 2000 General Plan may not reflect the values you find important in the community.

### **How are we supposed to make decisions when no one seems to agree on anything?**

Citizens of Scottsdale have one important thing in common: We all live here! And because of our shared space and common needs, we need to make a plan that is in the best interest of the most people. We probably can't all agree on all the details, but we can begin a dialogue to understand others' points of view.

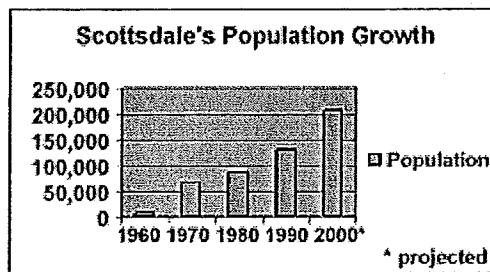
We recognize that there are many challenges to planning the city's future. And NO decision is purely "black and white." For example, it's not a question of growth OR preservation. The goal is to balance development and preservation so that all Scottsdale residents can continue to enjoy our excellent quality of life. You can help us achieve that balance by sharing your opinions and strategies.

**Okay, how do I get involved?**

- Call our Future in Focus info line at 480-941-0099 to learn about ways to join the effort.
- Check this web site regularly for the latest information about Future in Focus.

**Scottsdale's Official Population in perspective**

1960	1970	1980	1990	2000*
10,000	67,800	88,000	130,075	210,000
* projected				



Whether you've lived and worked in Scottsdale since our town was one square mile and Old Town was new... or if you're one of the tens of thousands of relative newcomers... we want to know what you think about Scottsdale—past, present and future. Join your neighbors and the Future in Focus Team as we explore the many sides of Scottsdale and plan for the next century.

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## How do I get involved?

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We need everyone who lives in, works in, plays in, or cares about the future of Scottsdale to join the effort to update the General Plan!

### Related Links

[Comprehensive Planning](#)  
More information related to the General Plan and other planning projects.

But how?

Learn about issues.



In the current phase of Future in Focus, we hope to achieve a widespread understanding of what a General Plan is and how it affects the everyday lives of people who live in or come to Scottsdale.

Read, download and print out all or part of the Current General Plan.

### Join the Community Catalyst program

#### Purpose:

- To extend the reach of the communications/involvement program to include people who may not participate in traditional involvement activities or may be under-represented.
- To engage a group of people with strong networks and credibility to help educate and promote dialogue on issues important to the future of Scottsdale.

#### Catalysts:

- Are members of community groups, interest groups, hobby clubs, neighborhood or homeowners associations, religious or other organization groups in Scottsdale.
- Serve as "liaisons" to Future in Focus.
- Don't need any special skills or a major time commitment, just your willingness to share information with the people that you already know.



**Responsibilities** (through June, 2000):

- Attend up to 4 meetings where they are briefed by team members on project status; share issues/comments they are hearing; receive information materials. (8 hours)
- Talk to people at their gathering spots; distribute information; encourage participation. (ongoing)
- Attend planned community-wide activities (8 hours)
- Submit articles prepared by us to their group's newsletters or appropriate communications mechanisms.

**Time commitment:**

- Approximately 30 hours over 8 months.

**I want to be a Community Catalyst!**

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Current Topics	Expires
Honor the Past	12/31/00
Help improve Scottsdale's web site	12/31/00
Envision the future - Virtual City Hall	12/31/00
Scottsdale's Future In Focus	8/30/00
Scottsdale Sensitive Design	7/30/01
Future in Focus - Transportation Solutions	10/31/00
Forging Community Connections (Fall 2000 Scottsdale Citizen Article)	12/31/00

### Scottsdale Teams up for Electronic Participation!

Want to get involved in a current issue but can't seem to arrange your schedule? The "Step Up" dialogues give you an opportunity to offer your thoughts on a variety of current topics, anytime, anywhere. If you wish to actively participate, you may register to become an active member of "Step Up" when you reply or post a comment to the topic that interests you. If you are already an active member, you will provide your user ID and password when you post your first reply.

Help make this a valuable service for yourself and others - share your views and opinions.

"Step Up" is not to be used as a platform for uncivilized behavior. It is possible to disagree without being disagreeable. If you're not sure what that means, you will want to review our [user agreement](#).

Add this page to your list of favorites and use it often!

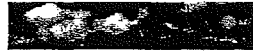
[Go to Dialogues](#) ➔

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Was this page useful to you? [Yes](#) | [No](#)

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### Scottsdale's "Future in Focus"

Topic Sponsor - 29 Jun - 12:00:04 AM

In Scottsdale, we plan for people, neighborhood livability, economic vitality, smart growth and to minimize urban sprawl. Most importantly, we plan for our future.

The city's General Plan is currently being updated to ensure the community reaches it's vision for the future. What kind of community character should Scottsdale strive for? Consider some of these questions to get started:

- What characteristics are the most important to maintaining Scottsdale's quality of life?
- What is the most important issue as Scottsdale matures and grows?
- Do you think new construction in established areas (also known as infill) is an important growth management tool for the city?
- What are the areas of Scottsdale in the greatest need of improvement?

#### Related Links:

[General Plan](#)

[Future in Focus](#)

[Comprehensive Planning](#)

[CityShape 2020](#)

**Sponsor:** Robin Meinhart  
Public Information Coordinator  
Planning Systems  
email: [Rmeinhart@ci.scottsdale.az.us](mailto:Rmeinhart@ci.scottsdale.az.us)

Post a message to this forum by selecting the [New Thread] button

4/13/00 - 7/11/00

**Scottsdale's "Future in Focus"**

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## Future in Focus Facts

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General Plan

### Amazing Facts about Scottsdale

- 1) 1/3rd of us - 70,000 - moved here within the last 5 years.
- 2) In 1951, the year Scottsdale incorporated, there were only 2,000 people living in the town, on less than two square miles of land! Now—only 38 years later, we have 206,000 residents living on 185 square miles of land.
- 3) We're the 4th-largest city in Arizona and the 7th-fastest growing city in the U.S.
- 4) Our average family size is 2.26 people
- 5) The median home value is \$225,000
- 6) Our average age is 39.7—and getting older!
- 7) 75 square miles (that's 40%) of Scottsdale is being set aside as open space.
- 8) At current growth rates, the city will be "built out" by 2020.
- 9) More than half of Scottsdale's working residents commute to Phoenix.

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## Resource Center

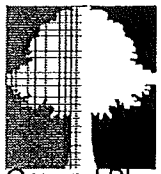
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General Plan

### Future in Focus Program Materials

#### Print/Publishing Resources

Reprintable Articles  
"Camera-ready" ads & logos

Future in Focus Web Graphics  
Web-ready logos and instructions

#### Print/Publishing Resources

Here's where you'll find Future in Focus articles and ads that you can use for your own organization's publications.

The articles are provided in Word97 format and in PDF format, so that you can either import text into your own layout -- or cut and paste a preformatted piece to use as you wish.

#### Future in Focus Fact Sheet

PDF (67KB / 2 pages)  
Camera-ready, 8.5" x 11", B/W for print and use.

#### Future in Focus Q&A

PDF (23KB / 1 page)  
Camera-ready, 8.5" x 11", B/W, for print and use.

#### Articles: Introduction to Future in Focus/General Plan

#### Adobe PDF Format

PDF (46KB / 2 pages)  
Camera-ready, 8.5" x 11", B/W, for print and use.

#### Word97 Format

DOC (8KB / 1 page)  
8.5" x 11", B/W, for print and use.

#### Future in Focus ads and logos

PDF (75KB / 1 page)  
Camera-ready, black & white ads, 2 in. x 3.5 in. vertical and 2.5 in. x 4 in. vertical; also, logos in various sizes.

#### Future in Focus Graphics

Feel free to use the Future in Focus logos when

### Related Links

Reading PDF documents requires the Adobe Acrobat Reader, available for free from [Adobe](#).



Also, see our [instructions on getting and installing the Adobe software](#).

referring to the Scottsdale General Plan Update project and when linking to our site from yours.

The URL to use for links to Future in Focus is:  
**<http://www.ci.scottsdale.az.us/futureinfocus>**

**To save an image**

**Internet Explorer:**

Right-click on the image.  
Choose "Save picture as..."  
Save the image to your hard drive or diskette.

**Netscape Navigator:**

Right-click on the image.  
Choose "Save image as..."  
Save the image to your hard drive or diskette.



FiFweblogo.gif (7KB / 350 x 102 pixels)



FiFweblogo175.gif (2KB / 175 x 51 pixels)



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## Contact Future in Focus

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Thank you for your interest in the Scottsdale General Plan and the Future In Focus effort to update the General Plan by December 2000. Here are names of contact people at the City of Scottsdale who can provide more information about this program.



General Plan

Teresa Huish  
Scottsdale Community Planner  
Phone: (480) 312-7829  
Email: [Thuish@ci.scottsdale.az.us](mailto:Thuish@ci.scottsdale.az.us)

- Existing General Plan (including the PDF files).
- Content/maps for the pending 2000 General Plan update.

Robin Meinhart  
Scottsdale Public Information  
Coordinator  
Phone: (480) 312-2647  
Email: [Rmeinhart@ci.scottsdale.az.us](mailto:Rmeinhart@ci.scottsdale.az.us)

- Media contact/interviews
- Future in Focus outreach program.
- Scheduling, events, participation.

Again – thank you for your interest in the General Plan and the Future in Focus outreach effort. For this program to be successful, your comments and participation is important.

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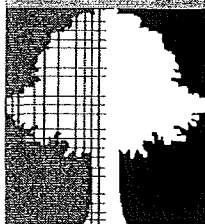
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## Scottsdale's General Plan and the Five Elements

### Introduction

(PDF: 598KB / 14 pages)

### Land Use

(PDF: 886KB / 13 pages)

### Environmental Design

(PDF: 2.4MB / 30 pages)

### Circulation

(PDF: 1.4MB / 22 pages)

### Public Facilities

(PDF: 3.9MB / 27 pages)

### Economic

(PDF: 1.6MB / 16 pages)

Reading the General Plan documents, provided above, requires the Adobe Acrobat Reader, available for free from Adobe. See our instructions on getting and installing the Adobe software.



### Text-Only Version

Read and print the text version of the Current General Plan (HTML).

## Executive Summary

The General Plan is a statement of **goals and policies** for the development of our community. It is an expression of our **collective vision and direction** for the future of Scottsdale and how we want it to change and develop **during the next 20-25 years**.

**The General Plan, presented here,** consists of five sections called "Elements" and an Introduction. Recently, these elements have been updated with an improved, **easier-to-read format and updated maps and information**.

General Plan changes that have been adopted by the Mayor and City Council **through March 1999** are reflected in this update and reformat.

Scottsdale's General Plan is being updated and we all have an opportunity to reaffirm those things about Scottsdale that are special to us. Through the General Plan Update effort, called "**Future in Focus**", we want to help create the best future for our community and preserve the things we love about where we live. This General Plan Update will also include the addition of four new elements in response to the recently passed Growing Smarter legislation.

## Related Links

**Comprehensive Planning**  
Planning Division web site.

**Scottsdale Visioning**  
More about the Scottsdale Shared Vision project.

**CityShape 2020**  
An outgrowth of the Scottsdale Visioning process.

**Character Plans**  
More information on current Character Planning areas.

**Neighborhood Plans**  
The what, why and how of Neighborhood Planning.

**Future in Focus**  
Learn more about the current General Plan update project.

**Let's Get Moving**  
Information and events related to the proposed Transportation Plan.

To get involved in the **Future in Focus** community outreach effort for the General Plan update, call the Future in Focus infoline at: (480) 941-0099, or, send email to [futureinfocus@ci.scottsdale.az.us](mailto:futureinfocus@ci.scottsdale.az.us).

If you'd like to order a printed copy of the General Plan for \$35 (+ shipping), please contact the Planning Systems Department at [generalplan@ci.scottsdale.az.us](mailto:generalplan@ci.scottsdale.az.us), or call: (480) 312-7705.

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# **"Enfoquémonos en el futuro"**

(Future in Focus)

**3 Dialogues with Spanish-speaking residents of Scottsdale**

## **Part of the General Plan Update for the City of Scottsdale**

May 2, 2000

**Part 1**

Summary

Report.....pages 1- 5

**Part 2**

Recommendations.....page 6

**Part 3**

Responses to Questionnaire for the General Plan Update..... pages 7- 15

**Part 4**

Attachments.....pages 16 - 17

Report Completed for and Submitted to: Robin Meinhart, Planning Systems  
by: Elizabeth M. Larson-Keagy, PhD, May 2, 2000

## Final Report

### **"Enfoquémonos en el futuro" (Future in Focus) 3 Dialogues with Spanish-speaking residents of Scottsdale**

#### **Part of the General Plan Update for the City of Scottsdale**

Elizabeth M. Larson-Keagy, PhD, May 2, 2000

This report is divided into four parts:

1. Summary Report
2. Recommendations
3. Responses to Questionnaire for the General Plan Update
4. Attachments

### **Part 1 Summary Report**

As a part of the General Plan's commitment to reach all sectors of Scottsdale's community, three meetings were held with three groups of Spanish-speaking residents. The three groups, ranging in size from 10 to 40 individuals from a broad age-range, engaged in discussion about their thoughts, perspectives, and suggestions relating to the Hispanic community in Scottsdale and its relationship with the City of Scottsdale.

The first meeting was held on Sunday, March 26th at St. Daniel's Catholic Church immediately after the 12:30 mass in Spanish. Approximately 40 people participated in the discussion. Jacqueline Sinclair, staff at St. Daniel's Church, was instrumental in advertising the meeting and encouraging attendance (attachment #1).

A second meeting was held on Monday, March 27<sup>th</sup> at Navajo Elementary School in conjunction with a family supper meeting hosted by Lorraine Salas, who works with the Paiute Neighborhood Center and Scottsdale Prevention Institute, and Navajo Elementary Principal, Clif MacKenzie. Approximately 20 people participated in the discussion.

The third meeting was held on Wednesday morning, March 29th at the Paiute Neighborhood Center, at a regularly scheduled meeting of Hispanic women, which is also hosted by Lorraine Salas. Approximately ten women participated in this third meeting.

All respondents had an option of completing a questionnaire (attachment #2), participating in a discussion, or both. Thirty questionnaires were collected in all.

#### In all three conversations patterns emerged:

- Affordability and Variety in Housing
- Neighborhood Enhancement & Public Security
- Increased Opportunities / Activities / Education through Parks and Recreation
- Increased Health, Dental, and Psychological Care
- Enhanced Public Transit
- More Communication in Spanish

## Housing, Neighborhoods, and Public Security

The most frequently cited comment regarding housing in Scottsdale was about a lack of affordable housing for low-income residents. Meeting participants said that they wished there were better access to where they work from where they live. They also wanted more variety and availability in housing.

When conversation shifted to neighborhoods, participants recognized the importance of communication and collaboration on a variety of levels. They talked about wanting residents, managers, owners, and government to become more responsible about their neighborhoods. They suggested neighborhood meetings with the Police about gang and drug awareness, Blockparties and alley clean-ups with the assistance of local government. Participants wished that apartment complex managers were stricter with regulations about apartment cleanliness, and they would like apartment complex owners to make their living environments better.

Several participants stated the importance of raising consciousness in the neighborhood about recycling. Others were concerned about speedy drivers on residential streets. Neighborhood meetings about both of these issues would be helpful, they thought. More Police vigilance and the radar trailer would too.

Residents talked about zoning and enforcement. They do not like it when people dump refuse in the allies, or refuse in the dumpsters that will rot and foul the air. They wanted to know the schedule of City trucks that collect limbs and other large items. Signs printed in Spanish and posted on the dumpster would help.

Community celebrations and communal gardens that everyone would attend were suggested. Several residents indicated that sometimes at activities and events they did not feel that they belonged. They wondered if skin color had something to do with it.

Respondents thought that in order to enhance relations with the City of Scottsdale, it was important to have more contact with staff, and also to have community liaisons in the neighborhoods. There was great appeal to the idea of having City staff go into their neighborhoods and talk directly with the neighbors. They thought it would encourage more people to get involved, especially the men, who they said needed more opportunities and encouragement to get involved. Weekends or evenings are suitable times for such activities.

Using neighborhood schools as resource centers was also very appealing to the meeting participants. They suggested a variety of educational programs they would be interested in taking. Among them, English was by far the leading suggestion, along with history, cultural sharing, film nights, lifeskills and parenting classes.

Residents also said that they really did not know what kinds of City-sponsored activities take place in their neighborhood, because they do not receive any information about them, and if they do, they can not read English.

Regarding public security, in addition to help with decreasing speeding in the neighborhoods, and DARE and Blockwatch programs, participants requested more Spanish-speaking and Hispanic officers in their neighborhoods. They would also like to have a police-in-residence program. Participants also suggested that the police show more respect for people.



## Public Services and Social Programs

When asked about which public and human services would most assist the Hispanic community, numerous participants stated that it would be good if more low-cost or free health programs, counseling programs, and dental programs were available. Others suggested more prevention and vaccination programs for children and adults, and information on sex for adolescents.

Many meeting participants stated the need for more Spanish-speaking health care workers, and a need for Spanish-speaking employees in all areas.

Several people mentioned long waits before being seen in hospitals.

Child-care programs and elder-care programs were suggested as other very necessary programs for residents. Many participants also talked about a need for English classes, and programs such as attention to domestic violence, and marital counseling. Also mentioned were support groups for both men and women.

Parks, activities, and classes at the parks were in great demand by participants. Sports for adults and children were suggested, and more of a sense of welcome into already established teams was suggested. An obstacle to youth engaged in after school activities is that they have no way to get home. Several parents suggested that a shuttle, or some kind of "driving club" to help youth get home after their sport or other activities would be great.

Several respondents indicated that they did not receive adequate information about the location of parks or other recreational facilities, or their programs. Specifically, more information in Spanish was requested.

## Transportation and Transit

Overwhelmingly, meeting participants talked about a transit system that would have more busses at more frequent intervals, such as every half-hour or every 15 minutes, especially during the summer. Participants also indicated that they would really appreciate night and weekend service. And less expensive service would also be helpful. Some participants mentioned that bus service on some of the side streets would be helpful, again, they said, especially during the summer.

One specific comment was that time for transfers should be lengthened (particularly for route #68). Another person recommended more attention to the Hispanic public, and another added that having more Hispanic officials (drivers) would also be good.

Some participants suggested that alternative modes of transportation, such as transportation clubs that give rides to children from parks or school to their neighborhoods, or vans to take groups of residents to an activity or meeting would satisfy a great transportation and human service need in the community.

Participants requested more police vigilance in the neighborhoods in terms of noise and speed control.

## Education

Education arose as an important theme. In short, participants wanted more bilingual teachers, and better bilingual programs. They wanted their children to be engaged with activities at school so they would not be enticed to engage in detrimental activities, such as drugs.

Participants wanted afternoon and evening activities, such as educational programs for adults after hours (especially English). They also suggested cultural sharing evenings with administration and faculty. Further, they said, administrators and faculty should come into their neighborhoods. Get to know them where they live. They could have a neighborhood party.

## Economy and Employment

Overall, participants felt that the employment situation for Hispanics in Scottsdale was "very humble." Many felt that they earned barely enough to get by. Often, one and one-half of their monthly earnings go toward rent. There is very little left over for anything else.

The subject also arose about the lack of concern about employees' self-esteem in the workplace. They suggested that employers recognize people for their services. Bonuses over the holidays, which are standard in Mexico, would help employees feel valued. Mexicans, someone said, provide many services in Scottsdale.

Participants also said that they would like to know of more Hispanic-owned businesses in the area.

## Communication

Most participants stated that they did not receive any information about programs and services offered through the City of Scottsdale. This comment arose in every category of questioning. Participants suggested the Spanish radio, television, and newspapers as means to disseminate information. In particular, they want to receive material and information in Spanish from the municipal government.

## Community Character

The words, images, or phrases that participants used to describe Scottsdale were the following: Clean, prosperous, modern, tranquil, organized, and proud.

Participants also indicated that "there's a lot of information, but we don't know what it is because we don't speak English." Someone else stated that Scottsdale is "a city that offers programs to rich anglos, but not to the poor families. They don't have information, and they are ignored."

Someone commented, "the term "Hispanic" on forms is not a race. This gives me an identity problem. Who am I here?"

## Other Considerations, Comments, and Suggestions

- It would be good to have more Hispanic presence, and more Hispanic events, like *Ballet folklórico*. Don't discriminate (with events)
- When they see us, they all move to one side.
- Celebrate the 15<sup>th</sup> of September (Mexican Independence Day) and have a party
- Have a universal day for everyone, what about the first day of spring?
- We are concerned about the environment and the air quality. There should be a raised consciousness about ecology, and we should use more public transit and leave our cars at home.
- Cooperate more with each other
- Have someone who speaks Spanish

## Part 2

### Recommendations

1) It is clear that the Spanish-speaking community in Scottsdale does not receive enough information from the City of Scottsdale in Spanish. That is, many of the services requested, including health, counseling services, parks and recreation are available to the public throughout Scottsdale; the Hispanic population simply has not received adequate material.

Therefore, it is recommended that important City brochures, resource guides, library and park services, and so on, be translated into Spanish.

Further, because many residents who are mono-lingual Spanish speakers do not live in single-family dwellings and do not receive water bills or other City information that is sent to home owners, it is important to address distribution of information in a different manner. Some suggestions are door-to-door in apartment complexes. Handouts and flyers placed at bus stops, at schools, in clinics, in churches where Spanish masses are held, at the Paiute Neighborhood Center, and Vista del Camino, as well as any supermarket, Laundromat, or Circle K in neighborhoods with predominantly Hispanic residents.

2) Participants commented on the desire to have officials, teachers, administrators, and others go into the neighborhoods to talk to residents, and perhaps have a block party or another activity that draws the neighbors closer together and builds a sense of community. It is important to remember that many of the individuals that attended and participated in the three meetings are not originally from the United States and do not yet feel that they belong to this community. In fact, many expressed the need to have joint-activities with anglos, or to find other ways to share their heritage with others, such as cultural sharing evenings at schools.

Therefore, it is recommended that the City of Scottsdale have a Spanish-speaking neighborhood liaison to work directly in the neighborhoods with residents and with departments in the City of Scottsdale such as Planning Systems (Neighborhood Services specifically), Code Enforcement, the Police Department, and Transportation.

To a certain extent, this position might look something like a Vista Corp. Volunteer. A great deal of trust can be built on a one-to-one basis, especially with a consistent presence in the neighborhood. A sustainable outcome of a position such as this is the development of community leaders from among the residents themselves. There does need to be a motivating force. It is not easy to live in a foreign country and become a neighborhood leader without some encouragement and guidance. There is a great deal of community wisdom and experience among the neighbors. It should be tapped.

3) Many of the services desired or requested by the respondents are services that are already in place in the City of Scottsdale, or through other area agencies and organizations. As addressed in the first recommendation, enhanced public relations on the part of the City are critical. However, we must go further.

It is therefore recommended that strengthened partnerships, co-sponsorships, and information and resource-sharing are created between and among agencies, as well as internally between departments that have worked in Spanish-speaking neighborhoods. The wheel does not need to be reinvented, rather build upon what is already in place. Awareness of the services provided through other agencies and departments is critical for efficacy and efficiency.



## Part 3

### Responses to Questionnaire and During Conversation

(The following comments were taken directly from questionnaires or from the bulleted notes taken during the conversations. The words have been preserved as they were spoken, in order to retain the essence of the conversations. See attachment #2 for complete questions.)

#### Housing and Neighborhoods

- Better access to where I live
- Make it better
- More affordable
- Better facilities for low-income people & more vigilance (public security) in the streets to avoid accidents and gangs
- More accessible to work, & fewer requirements (from rental companies) - there are already so many
- More affordable and less discrimination
- More variety
- Talk to the owners of the housing. Make it better.
- More opportunities to buy or rent
- More easily acquired
- More housing assistance
- How about a reduction in the really high rent prices
- More information about rental availability and the rates
- I need a house for my family
- We need better access to apartments. The color of our skin is a deterrent.
- Make the apartment managers be stricter about cleanliness

Which neighborhood activities/events and public security activities would you like to have in your neighborhood?

- When do they pick up branches and other large trash items
- What about a recycling program in Spanish
- We want to clean up our neighborhood
- Isn't there a festival that we can all celebrate together? What about the 21<sup>st</sup> of March? Doesn't everybody celebrate Spring?
- We need affordable housing
- Control the velocity and noise of cars going through the neighborhood
- Get the radar truck
- We have problems with garbage in the alleys
- Have a day to pick up garbage, leaves, do recycling
- Educate families about recycling
- A garden in the park
- Go into the neighborhood and talk directly with families

- Show more interest in the families
- More publicity in Spanish
- Yes, come into the neighborhoods. More people will participate.
- House visits
- A meeting on the weekend
- More meetings
- More information on Neighborhood Clean-up & assistance with it
- More anti-drug education
- Thank you for having this meeting because it was good information
- More masses in Spanish in all the churches
- More vigilance in the neighborhoods in terms of cars going very fast
- We need to educate people about cleanliness
- We should have community leaders in every neighborhood.
- Have a communal garden with flowers, herbs, milpas, radishes
- Have a day to clean up the neighborhood
- Invite more men, and have those men personally invite other men
- Increase the participation of the men
- Plant a tree
- There's lots of unsightly disorder in the alleys
- Speed of the cars in the neighborhoods
- We'd like information in Spanish
- More vans or transportation to take the children to programs in the parks
- Neighborhood Clean-Up Day
- Have a talk with the neighborhood about cleaning it up (city-sponsored)
- More signs on the garbage cans (about not throwing loose material that will rot and draw flies into the cans)

## Should Schools Serve as Resource Centers for the Neighborhood (with programs for mothers, fathers, elderly and families)

- Yes, I think it would work if you offered programs of interest.
- Yes, to be able to take English classes, sewing classes, or to learn sports
- Yes, so it acquires a family atmosphere
- Yes, with workshops on literature and history
- Yes, and when the children are doing their activities, the adults can do theirs
- We need more communication
- Well yes, at least for the parents of the students
- Yes, if they offered classes in Spanish
- Yes, so we can help our children
- Schools should revolve around the family
- Our children go to Supai, Coronado, Yavapai, and Pima schools

## Which Public Services and Social Programs Most Assist the Hispanic Community?

- I never receive notices of anything
- Programs for youth activities
- Hospitals & Dentists
- Psychological and family assistance
- Child care centers and free programs
- Schools
- Workshops, seminars, English classes, Lifeskills, Crafts
- Educational programs for adults in everything
- Vista del Camino has helped us with food assistance

## Transportation and Transit

- Have more busses and at more frequent intervals (every half hour or every 15 minutes)
- More frequent passing of the bus. If we're not on time we sometimes wait an hour.
- Better transportation
- In order to get to work, more continuous service, and even into the night
- Weekend service and less expensive
- More attention to the Hispanic public
- More Hispanic officials
- Busses on more of the side streets
- Too expensive
- Better noise and speed control
- More vigilance in the neighborhoods in terms of cars going very fast
- Have more busses. There are people who live far from work, and maybe they need to go to the Dr.
- The time for the transfer on bus route #68 is very short. It's hard to make it.

## Which forms of public transit and other forms of transport do you use?

- My car
- I use my car, although I'd like to use the bus, but its schedule doesn't fit my work schedule

- Bus and taxi
- Bus

## Health

- Psychological Assistance & Psychological Counseling
- Dental Care
- More hospitals
- More accessible
- Clinics that are open on the weekends with moderate prices
- Spanish-speaking hospitals and healthcare workers
- More free Gynecological and Mammography testing for women
- Less expensive health care & facilities
- Immediate attention in the hospitals
- More health benefits
- More service in Spanish in all areas
- Prevention programs and vaccinations
- Plans for low-income residents
- More health assistance
- Please, more health centers at reduced costs for our families
- Programs for children and adults
- Information on sex for adolescents
- Sometimes it takes hospitals a long time to attend to us.

## Education

- Center to study English (in the afternoons or evenings)
- More teachers who can teach English to the Spanish population
- More anti-drug education
- Free child care centers for primary school children after school
- Counseling programs for adults
- More bilingual teachers and tutors
- More bilingual teachers, and don't suspend ELS classes
- Better bilingual programs, and grants
- Education that animates youth to participate in different activities
- Evening hours
- We need a curriculum for the parents so they can study
- Bilingual programs
- Better education for the Hispanic community
- We need centers to study English at different levels, with professional teachers, and accessible hours
- Show administrators and teachers something about the Mexican/Hispanic culture; our traditions
- Share post cards, souvenirs, photographs, recipes of our country with the groups at upcoming meetings
- Share information and resources
- Get together in the neighborhood, have a party
- Show a movie in the neighborhood



- The kids need to have more homework in the schools (in English and in Spanish)
- Adult study groups

## Human Services

### Services for the Elderly

- Day care centers for Spanish-speaking elders
- A very important point is to open special centers for them
- A place for poor elderly
- We need more information in Spanish
- More centers

### Services for Women

- Women's Groups
- More services/classes to teach the women arts & crafts, sewing...
- Classes for women to learn English, cooking, aerobics, etc...
- English classes
- Health information
- More information about and attention to domestic violence
- Educational programs
- Marital counseling
- Classes for parents about how to understand their children
- More education of the bible

### Services for Men

- Men's Groups
- Sports/Teams
- Talks about child care, etc...
- Invite them to participate in the community
- Sports, cultural centers, fun
- More medical assistance for men
- More groups for men so they learn how to cooperate more
- More education of the bible to confront problems

## Parks and Recreation

### What Do You Think about Parks and Programs for Children, Teens and Adults

- It would be good to have more parks
- There aren't enough, and we need more programs that distance our children from gangs and drugs
- There aren't enough programs, and they need to be held at different hours, and for different types of activities

- There isn't enough information
- Yes, but the Hispanic community doesn't know where they are
- They are far away
- There are some
- There are no programs that are for Hispanics
- Not enough
- More cultural and programs of interest to the community
- I don't know of any

### Suggested Programs for Children and Youth

- More recreation centers
- Child care centers, and child care centers for low-income residents
- More recreational / sports opportunities for the Hispanic youth to keep them away from drugs
- More activities in the parks
- Less costly sports opportunities for children (in the parks)
- More security and public and government attention to youth
- Early childhood programs and orientation centers
- Child care centers that aren't overcrowded
- We need more low cost or free child care centers
- Transportation clubs that can give children rides home
- Community centers that offer ballet, dance, games for young children
- More recreation centers with more activities to avoid drug use.
- Provide children with transportation to the parks from the schools

### Opportunities to Organize Sport Teams

- No, the teams are always for the white people
- There are some opportunities, but with the salary one receives, and having to work two jobs, it's difficult to get organized
- We'd like to. We like to have a good time with one another
- Only the agencies (?) have the opportunity
- I don't know, I wish there was more information in Spanish
- Yes, and the Hispanic community should get involved
- No

### Would You Use Multi-use Centers

- Yes
- Yes, for English classes and anti-drug classes

### Would You Use Multi-generational Centers

- Yes
- Yes, we need more community centers

### Additional Suggestions for Programs in the Park

- Teams such as volleyball and basketball

- English classes and psychological counseling
- Teams for youth
- Games for youth
- More sports
- Programs for children
- Programs for adults, such as cooking and sewing classes, and free medical services for everyone
- Activities for children, such as swimming, karate, and soccer

## Police

- More vigilance in the neighborhoods in terms of cars going very fast
- We need Hispanic police officers immediately
- We need more information from the police, and where they live (police-in-residence) so we can ask them for help.
- We want police living in our neighborhood.
- What can we do about young vagrants? They puncture tires and break windows.
- We need more police vigilance
- We need more Spanish-speaking police
- The police need a number to call with a Spanish-speaker on the other end
- We want DARE and Blockwatch programs
- DARE (x many)
- Blockwatch
- More Police Visibility
- A Police Officer living in the neighborhoods would be good
- More police vigilance in the neighborhoods
- Police should respect people a little more

## Economy and Employment

From your point of view, how do you see the economic situation, and the employment situation for the Hispanic community in Scottsdale?

- Very humble
- Definitely very poor. Below what is needed to get by. One check for the rent and food, and the other for food and to have some for savings.
- Salaries are very poor (low)
- It's good, but we aren't well informed
- It's getting better
- Very bad
- Mexicans provide many services
- It would be nice to receive bonuses at the end of the year, and to respect seniority in work environments. Do something to recognize employees.
- Bonuses at work. For the end of the year - or to recognize the work of every individual. (Christmas Bonuses are traditional in Mexico.)
- More Hispanic-run businesses, like hotels and restaurants
- Mexicans need to raise their standard of living

## Communication

### Do You Receive Information from the City of Scottsdale?

- No
- No, please we need it
- Yes -- on the T.V. or Radio
- Yes, Univision
- Prensa Hispana
- We need more information in Spanish about events

### Suggestions for Receiving Information

- Newspapers and magazines in the stores, and in the mail
- It would be good to receive any kind of notices, as long as they're in Spanish
- How about in the newspaper weekly, or every other week?
- We don't know what's going on because we don't receive information.
- In the mail
- Flyers
- Receive information on various services in Spanish

## Community Character

### Which words, images, or phrases describe Scottsdale?

- Clean
- Prosperous
- Modern
- We need more Hispanic Social Events
- More Liberty
- Proper
- Organized
- A clean city. I like to live here.
- There's a lot of information, but we don't know what it is because we don't speak English
- A city that offers programs to rich anglos, but not to the poor families. They don't have information, and they are ignored
- Americans
- Scottsdale is a city that deserves to control drugs, it can not accept those things. It is a proud city.
- Scottsdale is community-oriented, pretty, tranquil

## Other Considerations, Comments, and Suggestions

- We should have events that we can all attend.
- When they see us, they all move to one side.



- We are concerned about the environment and the air quality. There should be a raised consciousness about ecology, and we should use more public transit and leave our cars at home.
- The term "Hispanic" on forms is not a race. This gives me an identity problem. Who am I here?
- It would be good to have more Hispanic presence, and more Hispanic events, like Balletfolklorico. Don't discriminate (with events)
- Celebrate the 15<sup>th</sup> of September (Mexican Independence Day) and have a party
- Have a universal day for everyone, what about the first day of spring?
- Cooperate more with each other
- Have someone who speaks Spanish
- Animate the parents
- Make time to attend meetings
- Keep the programs at Paiute
- Improve the parks at Paiute
- Improve the bathrooms in the park at Paiute
- More lights in the park

### Conversations Held at:

**St. Daniel's Catholic Church** (special thanks to Jackie Sinclair who greatly assisted the successful implementation of this meeting, publicizing the meeting, announcing it at mass, and serving as recorder)

**Navajo Elementary** (special thanks to Clif Mackenzie and Lorraine Salas)

**Paiute Neighborhood Center** (thanks again to Lorraine)

## **Future in Focus**

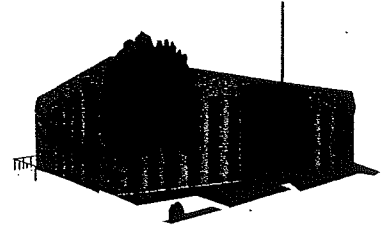
### **Part of the General Plan of the City of Scottsdale**

We want to know your impressions and suggestions about the following:

1. Which public services and social programs help the Hispanic community most?
2. What are your necessities in terms of the following:
  3. Housing
  4. Transit
  5. Health
  6. Education
  7. Services for the elderly
  8. Youth Services
  9. Services for women
  10. Services for men
11. Do you think that the schools should be resources for the entire family? With programs for mothers, fathers, the elderly and families? Explain, please.
12. Are there enough parks and programs in the parks for children, adolescents and adults? Explain, please.
  13. Are there opportunities to organize sport teams? If not, explain your answer, please.
  14. Are there appropriate programs in the parks for children, adolescents and adults?
  15. Would you utilize multi-use facilities (for sports, classes, ...)?
  16. Would you utilize multi-generational facilities?
  17. Which programs or opportunities would you like the parks to offer?
18. Do you receive adequate information in Spanish about public services?
  - On the radio? Which station?
  - On the news? T.V. or radio?
  - Magazines? Which one?
  - Flyers
  - Is there another way in which you would like to receive news from the City? Please explain.
19. What characteristics define this community (Scottsdale)? Which words, images and phrases describe this city?
20. Which community and public safety activities would you like to see in your neighborhood? For example, DARE (anti-drug education), blockwatch (information about avoiding crime in the neighborhood); information about the well-being of the community, etc...
21. Would you like to be a leader and represent your neighborhood, and participate in more meetings with the City and other organizations?
22. Which forms of public transit, and other forms do you use to get around?
23. From your point of view, how do you see the economic situation, and the job situation for the Hispanic population in Scottsdale?
24. Other considerations, comments, and suggestions?

Name; Address; Telephone

Thank you very much for your participation  
Please submit this survey to Jackie in the Office of St. Daniels.



### "Enfoquemonos en el futuro"

¿Como vemos la comunidad de Scottsdale?

La Comunidad de San Daniel y la Ciudad de Scottsdale,  
tienen el honor de invitar a la comunidad hispana  
para platicar sobre sus ideas y sus visiones  
para el futuro en Scottsdale.

El día 26 de Marzo del año 2000  
después de la misa en Español de las 12:30 p.m.  
*Habrà Galletas y Refrescos*



### PARTE DEL PLAN DEL GOBIERNO MUNICIPAL

Queremos saber sus impresiones y sugerencias sobre lo siguiente:

¿Que servicios públicos son los que más ayudan a la comunidad hispana?

¿Cuales sons sus necesidades en cuanto vivienda, tránsito, la salud, etc...?

¿Creen ustedes que las escuelas deben ser recursos para la familia entera. Con programas para madres, padres, ancianos y familias?

¿Hay suficientes parques. Oportunidades para organizar equipos deportivos y programas en los parques para los niños, adolescentes y adultos?

¿Reciben ustedes información adecuada en Español sobre los servicios públicos?

Y más acerca de:

La vivienda

El transito

Parques y Deportes

Educación y las Escuelas

La población Anciana

La economía y el trabajo.

## "Enfoquémonos en el futuro"

### PARTE DEL PLAN DEL GOBIERNO MUNICIPAL DE SCOTTSDALE

*Queremos saber sus impresiones y sugerencias sobre lo siguiente:*

1. ¿Cuáles servicios públicos y programas sociales son los que más ayudan a la comunidad hispana?

---

2. ¿Cuáles son sus necesidades en cuanto a lo siguiente:

3. La vivienda \_\_\_\_\_

4. El tránsito \_\_\_\_\_

5. La salud \_\_\_\_\_

6. La educación \_\_\_\_\_

7. Servicios para los ancianos \_\_\_\_\_

8. Servicios para los niños \_\_\_\_\_

9. Servicios para las mujeres \_\_\_\_\_

10. Servicios para los hombres \_\_\_\_\_

11. ¿Creén ustedes que las escuelas deben ser recursos para la familia entera? Con programas para madres, padres, ancianos y familias? Explíque, por favor.

---

12. ¿Hay suficientes parques y programas en los parques para los niños, adolescentes y adultos? Explíque, por favor.

---

13. ¿Hay oportunidades para organizar equipos deportivos? Sí no, explique su respuesta, por favor.

---

14. ¿Hay programas apropiados en los parques para los niños, adolocentes y adultos?

---

15. ¿Utilizarían centros de multi-uso (deportes, clases, etc.)? \_\_\_\_\_

16. ¿Utilizarían centros multi-generacionales? \_\_\_\_\_

17. ¿Cuáles programas u oportunidades les gustaría que ofrezcan los parques? \_\_\_\_\_

---



18. ¿Reciben ustedes información adecuada en Español sobre los servicios públicos? \_\_\_\_\_

- En el periódico -- cuál? \_\_\_\_\_
- En las noticias (T.V. o Radio) \_\_\_\_\_
- Revista --- cuál \_\_\_\_\_
- Folletos \_\_\_\_\_
- Hay otra manera en que les gustaría recibir noticias del municipio? Explique, por favor.

19. ¿Cuáles características definen esta comunidad -- Scottsdale? ¿Cuáles palabras, imágenes y frases describen esta ciudad?

20. ¿Cuáles actividades comunitarias y de la seguridad pública les gustaría tener en su vecindario? Por ejemplo, el DARE de la policía (educación anti-drogas); el "blockwatch" (información para evitar el crimen en el vecindario); información sobre el bienestar de la comunidad, etc...

21. ¿Le gustaría ser líder y representante de su vecindario, y participar en más reuniones con el municipio y otras organizaciones? (Apunte su nombre, dirección, y teléfono)

22. ¿Cuáles formas del tránsito público, u otras formas usan para transportarse?

23. ¿Desde su punto de vista, como veen la situación económica, y la situación del trabajo para la población hispana en Scottsdale?

24. ¿Otras consideraciones, comentarios, sugerencias?

Nombre \_\_\_\_\_

Dirección \_\_\_\_\_

Teléfono \_\_\_\_\_

**Muchísimas Gracias por su Participación**  
**Entregue esta encuesta a Jackie en la oficina de St. Daniels por favor**





SimCity Exercises  
 Source: Scottsdale Tribune  
 Date: February 28, 2000

## LOCAL NEWS

NEWS FOR SCOTTSDALE AND THE NORTHEAST VALLEY

TRIBUNE



RALPH FRESO/TRIBUNE

Laying it out: Scottsdale planner Brian Berndt oversees Saguaro High School student Denise Garcia as she plans her city layout on the computer during a Sim City exercise.

# Students tackle city planning

Problems mirror those Scottsdale leaders are facing

BY JOE KULLMAN  
 TRIBUNE

The Sim City computer game is supposed to make it easy to map out a municipality. But when students in Saguaro High School's youth leadership class had real-world issues thrown at them, their simulated Scottsdale of the future turned into an exercise in frustration.

They couldn't agree on how to divide up the virtual city to accommodate all the housing, streets, land preserves, shopping centers, parks, schools, fire stations and power plants they needed.

Special-interest groups were soon butting heads. "We hit nuclear meltdown," lamented one student in teacher John Calvin's class.

The project gave students a glimpse of the task facing Scottsdale as it attempts to author a new and improved general plan this year.

City officials want more than a revised land-use map. They want a

master plan for confronting the socioeconomic impacts of the city's rapid growth. Among them:

- Skyrocketing housing costs pricing out many middle-income families.

- Less park and recreation acreage per capita than the national average.

- An elderly population expected to double within 15 years.

- Modern development eroding the Western ambiance that feeds the vital tourism industry.

City planners are presenting such facts and figures to resident groups, community leaders and activists, trying to lure feedback on how a new general plan could respond to those issues.

Calvin is trying to teach his students "how much something like (a general plan) really affects their lives."

City planners have the same challenge with residents, said members of a "catalyst group" recruited to assist in the outreach effort.

"So far, people don't seem to be showing a lot of interest," said Key Henry, who also serves on the city's Neighborhood Enhancement Commission. Planners "have a lot of wonderful ideas, but citizens have to buy into it."

Longtime resident Bruce Mason sees a serious social gap developing because "north Scottsdale is

### IF YOU GO

**What:** Scottsdale Town Hall on city's general plan revision  
**When:** 6 to 8:30 p.m. March 30  
**Where:** Scottsdale Community College Performing Arts Center, 9000 E. Chaparral Road.  
**Information:** (480) 312-7705

becoming an enclave for the rich while south Scottsdale is becoming a place where their servants live."

A creative development policy could ease such a troubling trend, said the retired Arizona State University political science professor, "but who pays attention to general plans?"

Feedback is coming from Calvin's class. The students want to meet soon with city leaders to offer recommendations.

"It's good for the city to do things that will keep youngsters with leadership ability here in the future," Calvin said. "Letting them work on the general plan might help do that."

Student Lindsey O'Connor has her own ideas about the direction in which Scottsdale needs to turn for improvement.

"I think Scottsdale is fine," she said. "We need to work on Phoenix."

**Human Services  
Community Forum**



City of Scottsdale  
Community Forum  
on Human Services  
March 21, 2000  
Horizon Community Center  
15444 N. 100<sup>th</sup> Street

AGENDA

8:00 – 8:30 AM COFFEE / REGISTRATION

8:30 – 9:15 AM *WELCOME & INTRODUCTIONS*  
Opening Session

- Councilman Robert Pettycrew  
“Making Scottsdale a Community That Cares!”
- Dick Bowers, City Manager  
“Challenge for the Future!”
- Connie James, Human Services Director  
“Current Trends in Scottsdale”

9:30 – 11:00 am BREAKOUT SESSIONS:

- Housing / Employment
- Domestic Violence
- Families in Crisis / Basic Needs
- Issues for Seniors
- Youth Issues

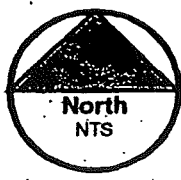
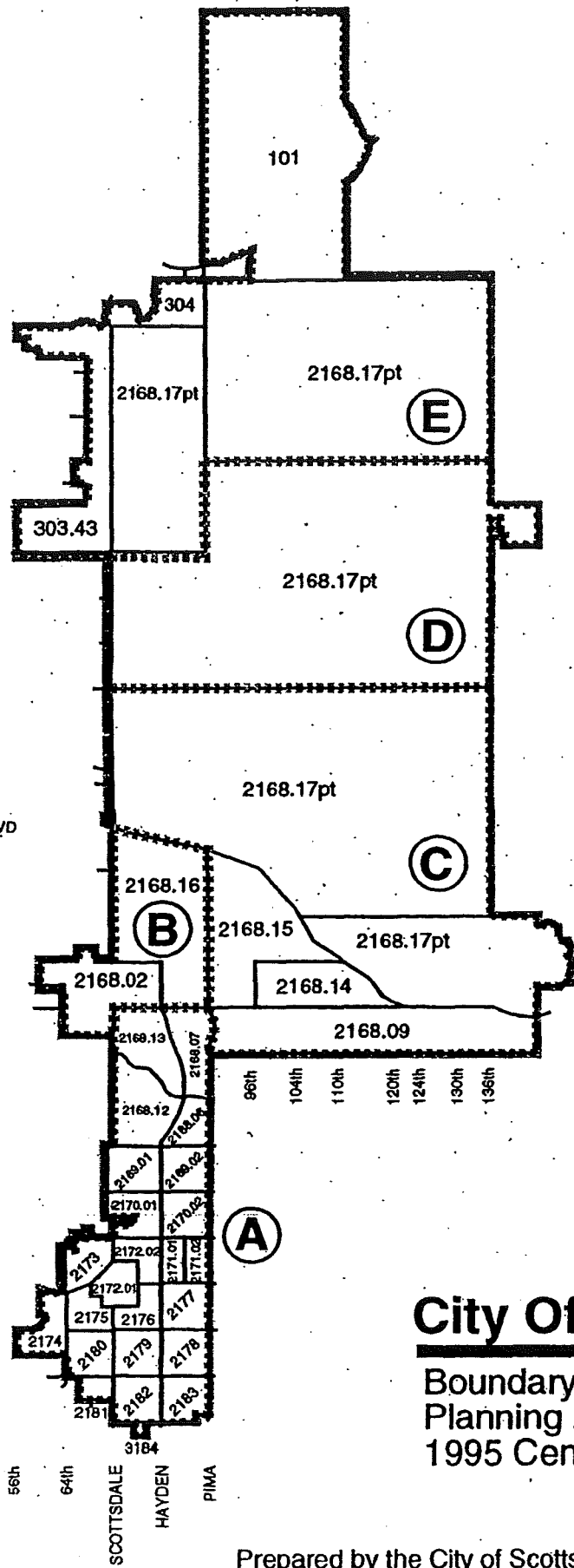
11:15 am FULL GROUP RECAP / CLOSING

- Breakout Session Reports
- Wrap-up - Eileen Rogers, Housing Board Member & Past Chair / HSC

*Drawing for Door Prizes!*

**Community Forum  
Statistics/Demographics**

- JENNY LYNN
- CIRCLE MOUNTAIN
- HONDA BOW
- ROCKAWAY HILLS
- DESERT HILLS
- JOY RANCH
- STAGECOACH PASS
- CAREFREE HWY.
- DOVE VALLEY
- LONE MOUNTAIN
- DXILETA
- DYNAMITE
- JOMAX
- HAPPY VALLEY
- PINNACLE PEAK
- DEER VALLEY
- BEARDSLEY
- OUTER LOOP
- FRANK LLOYD WRIGHT BLVD
- GREENWAY
- THUNDERBIRD
- SWEETWATER
- CACTUS
- CHOLLA
- SHEA
- DOUBLE TREE
- McCORMICK
- INDIAN BEND
- McDONALD
- CHAPARRAL
- CAMELBACK
- INDIAN SCHOOL
- THOMAS
- McDOWELL
- McKELLIPS



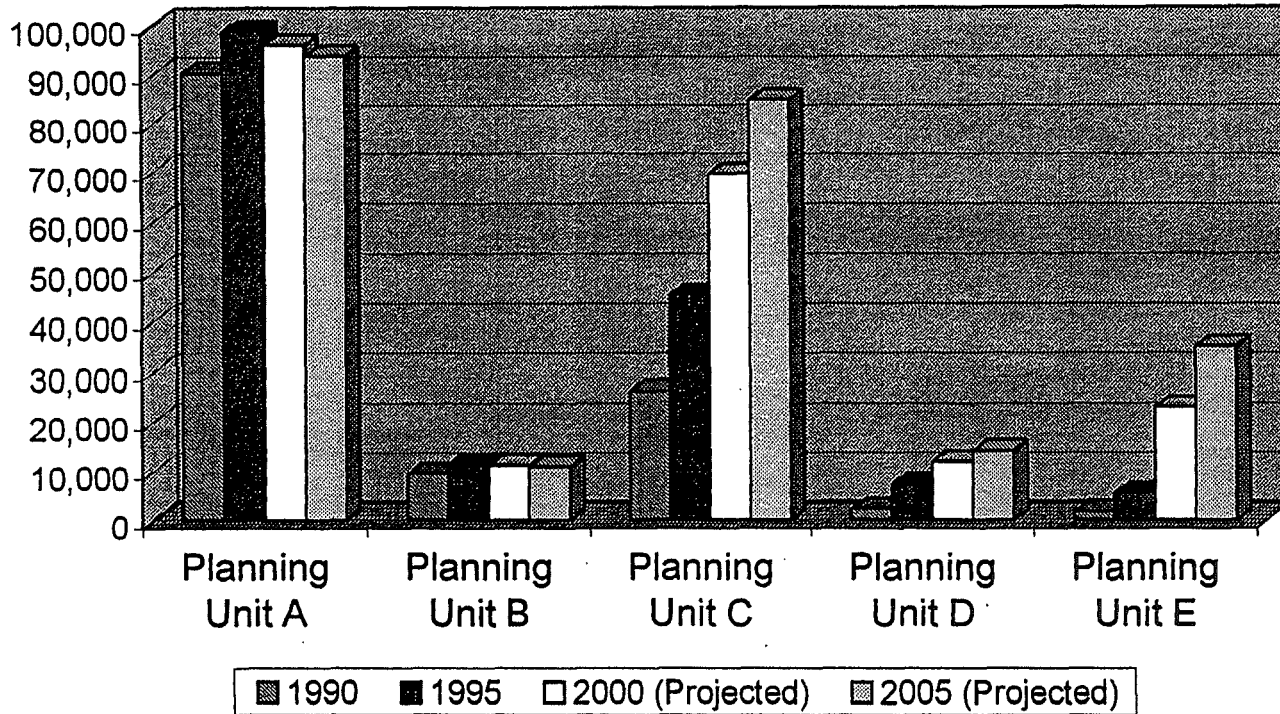
# City Of Scottsdale

## Boundary Map Of Planning Zones And 1995 Census Tracts

Prepared by the City of Scottsdale Planning Division

DATE: 05/11/95 BY: DCT/MLP

## City of Scottsdale Population by Planning Unit

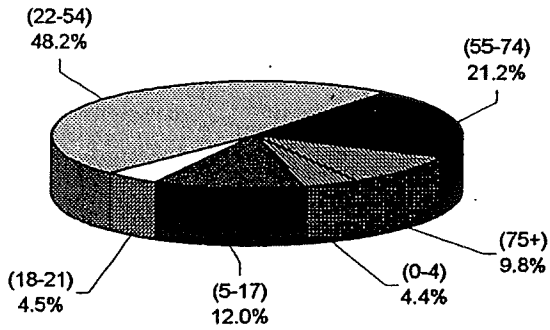


	1990	1995	2000 (Projected)	2005 (Projected)
Planning Unit A	90,375	98,846	96,106	93,850
Planning Unit B	9,408	11,305	11,103	10,832
Planning Unit C	26,181	45,229	69,698	84,950
Planning Unit D	2,314	7,332	11,846	14,071
Planning Unit E	1,791	5,464	22,961	35,054
	130,069	168,176	211,714	238,757

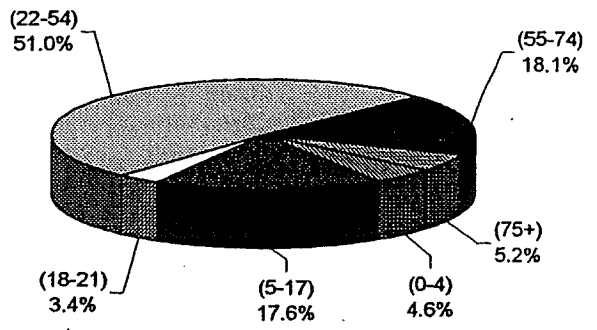


# City of Scottsdale Age Distribution - 1995 Census

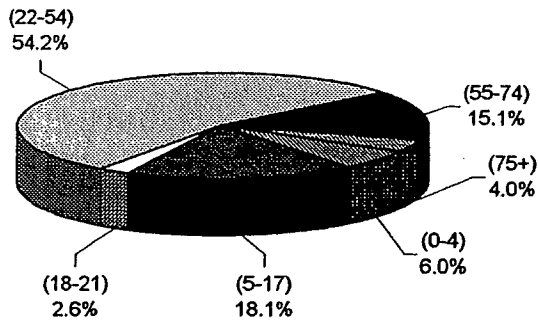
**City of Scottsdale Age Distribution  
Planning Unit A**



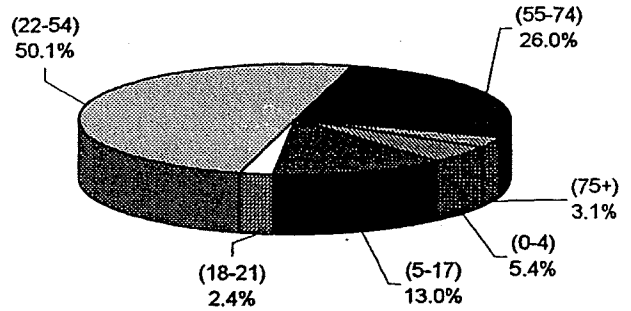
**City of Scottsdale Age Distribution  
Planning Unit B**



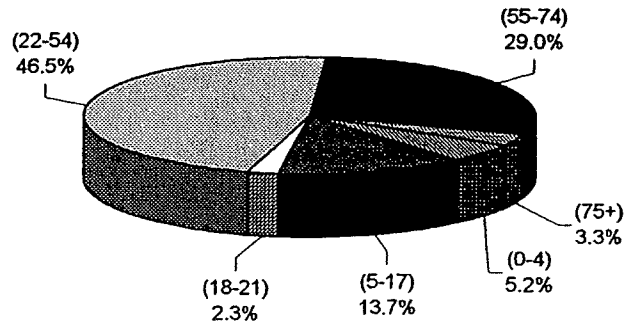
**City of Scottsdale Age Distribution  
Planning Unit C**



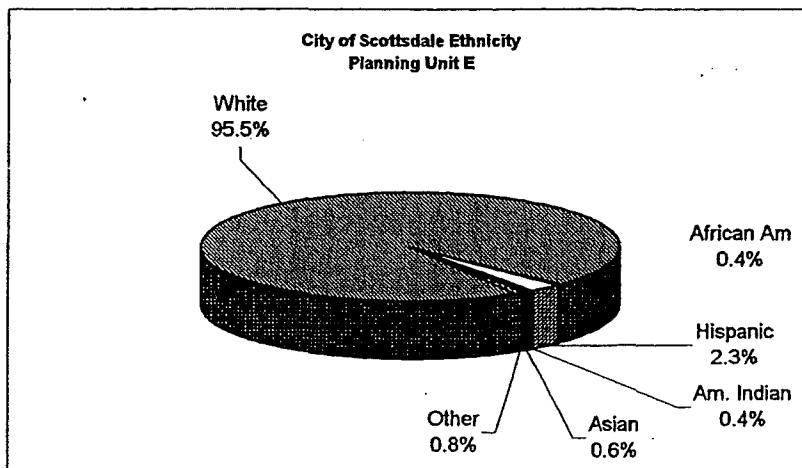
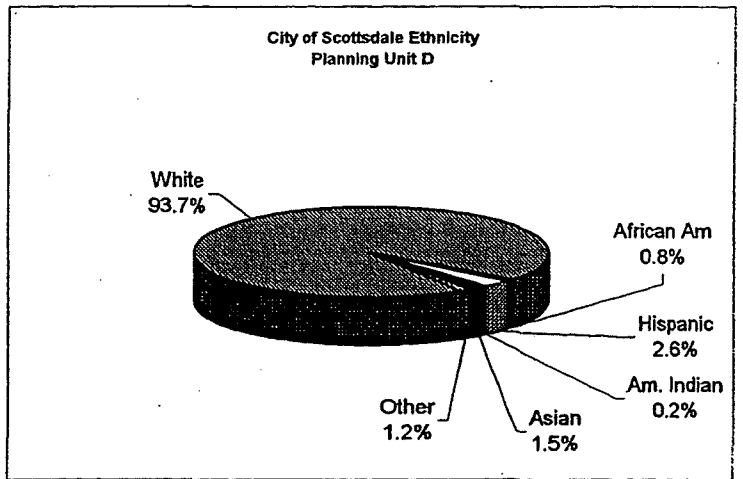
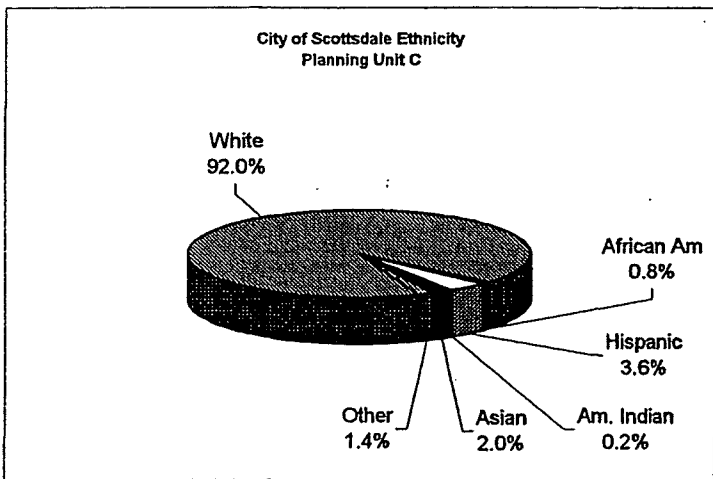
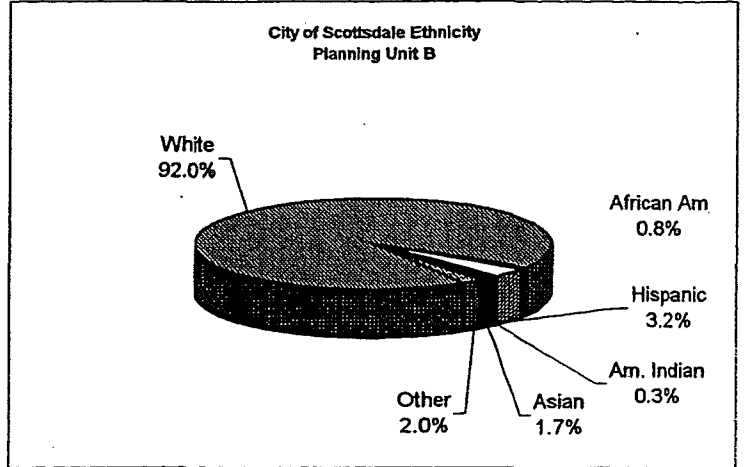
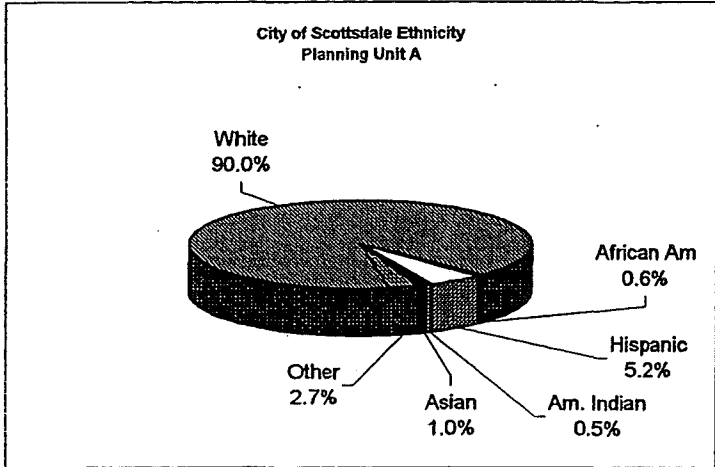
**City of Scottsdale Age Distribution  
Planning Unit D**



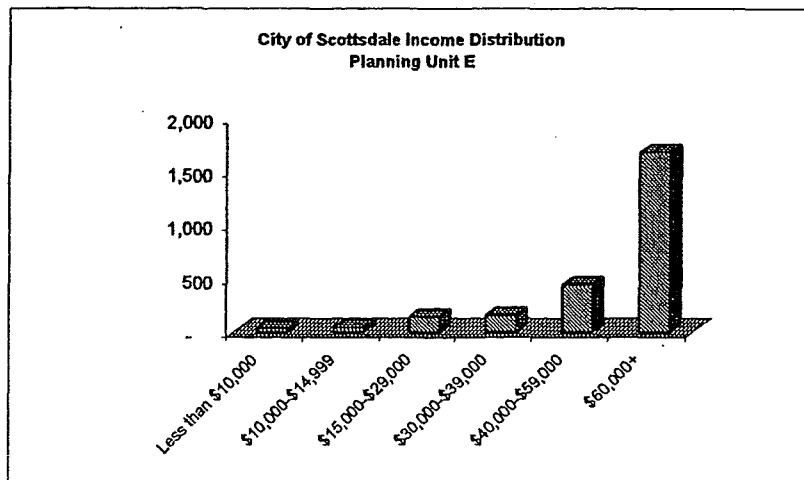
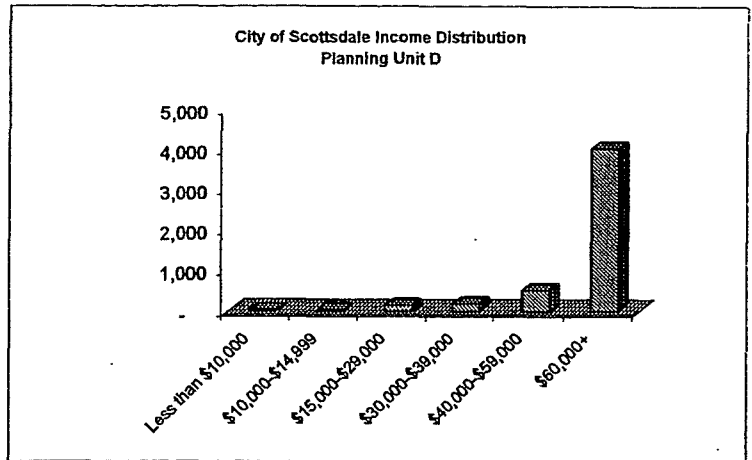
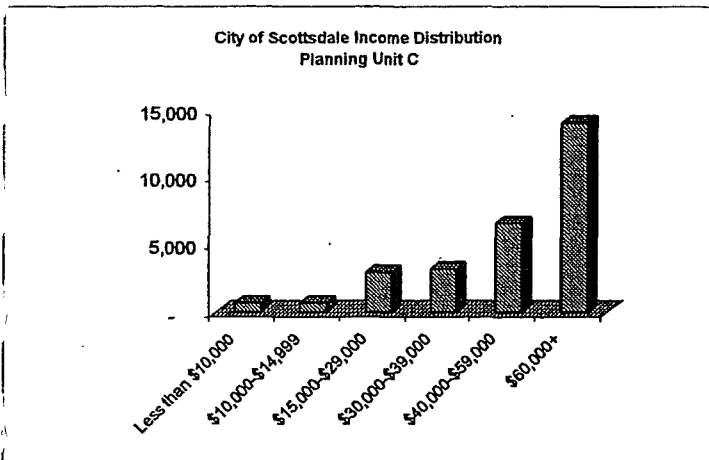
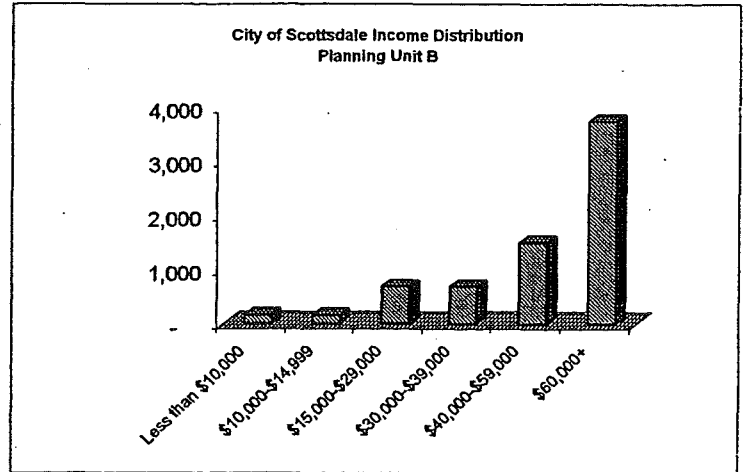
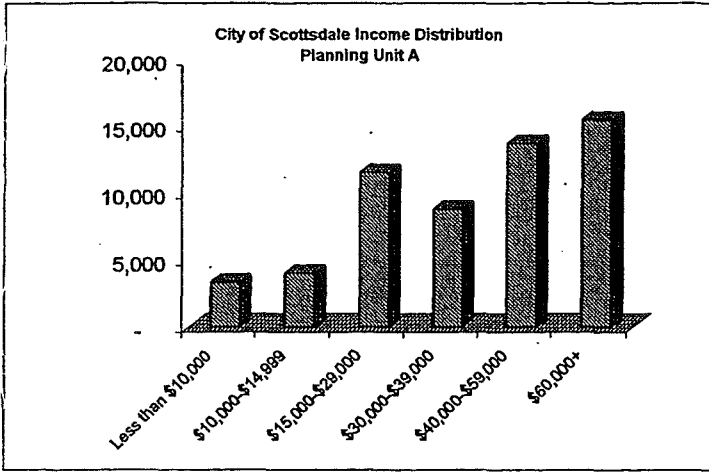
**City of Scottsdale Age Distribution  
Planning Unit E**



# City of Scottsdale Ethnicity - 1995 Census



# City of Scottsdale Household Income Distribution - 1995 Census

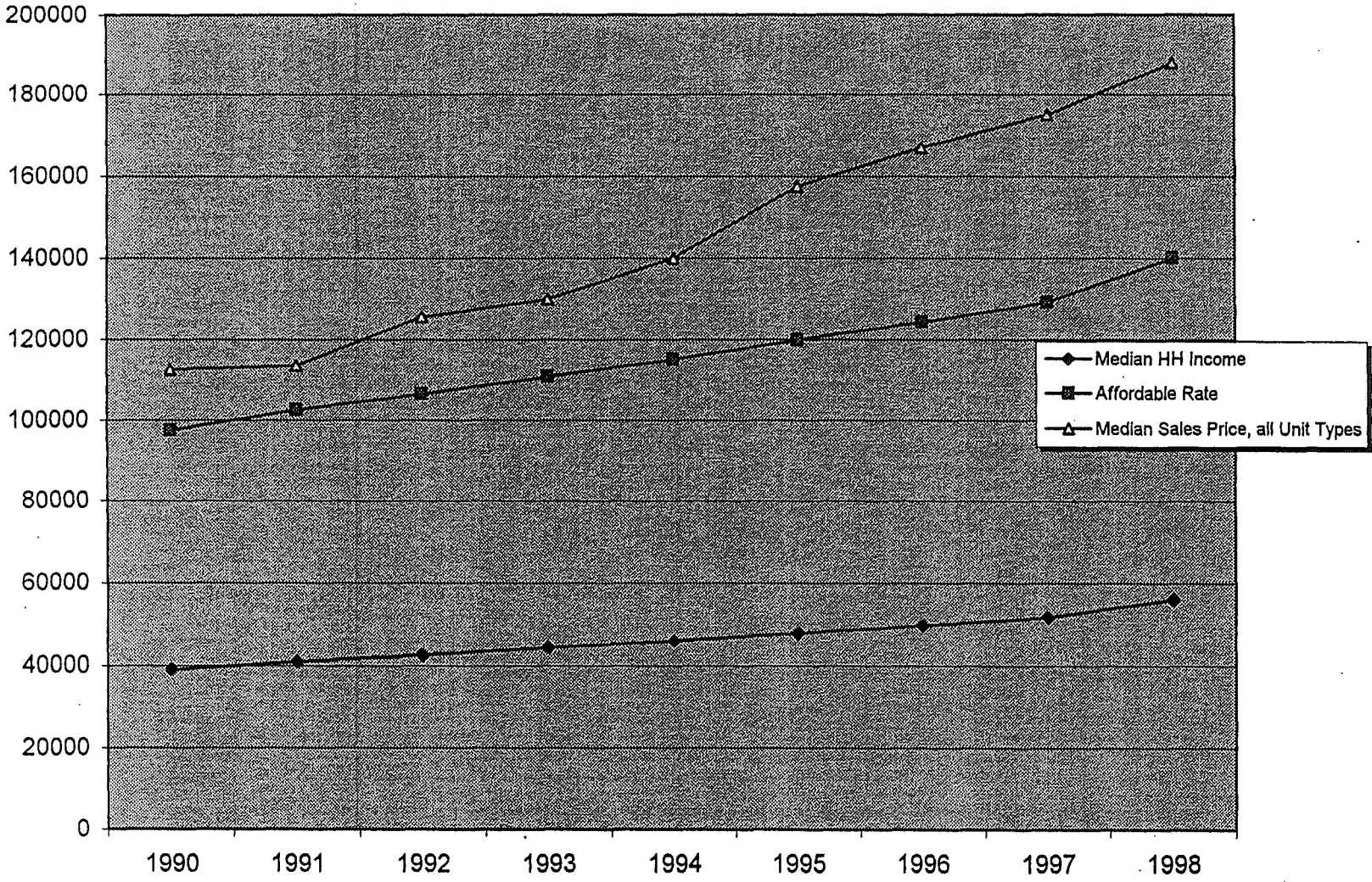


**Community Forum Breakout:**

**Housing/Employment**



# Scottsdale's Housing Affordability Gap



**Arizona TANF Cash Assistance Exit Study  
Measures Of Well-Being**

	Prior to Exit From TANF	After Exit from TANF
Behind in housing costs	41%	37%
Forced to move because unable to pay for housing	21%	17%
Forced into homeless shelter	4%	3%
Utilities turned of because unable to pay	18%	12%
Children forced to live elsewhere	9%	8%
Receive subsidized housing	21%	18%
Free housing from relative	23%	26%
Receive subsidized utility payments	20%	11%

**Arizona Living Wage:** The minimum income required to meet a family's basic needs, inclusive of food, transportation, housing, day care, health care, clothing/personal, telephone, and taxes.

Family of 3: \$29,900 (\$14.38/hour)

Family of 4: \$32,391 (\$15.57/hour)

**Federal Poverty Guidelines/2000:**

Family of 3 \$14,150 (\$6.80/hour)

Family of 4 \$17,050 (\$8.20/hour)

**Arizona Average Wage of Former TANF/Welfare Recipients/1999:**

\$13,707 (6.59/hour)

**Arizona's Top 20 Fastest Growing Occupations:**

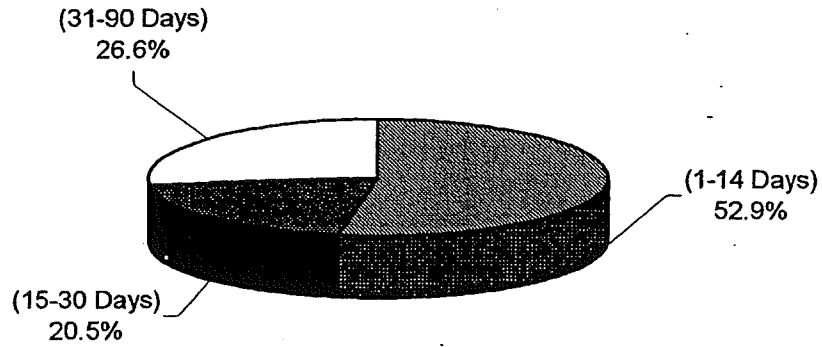
88% pay less than a living wage

40% pay less than half of the living wage

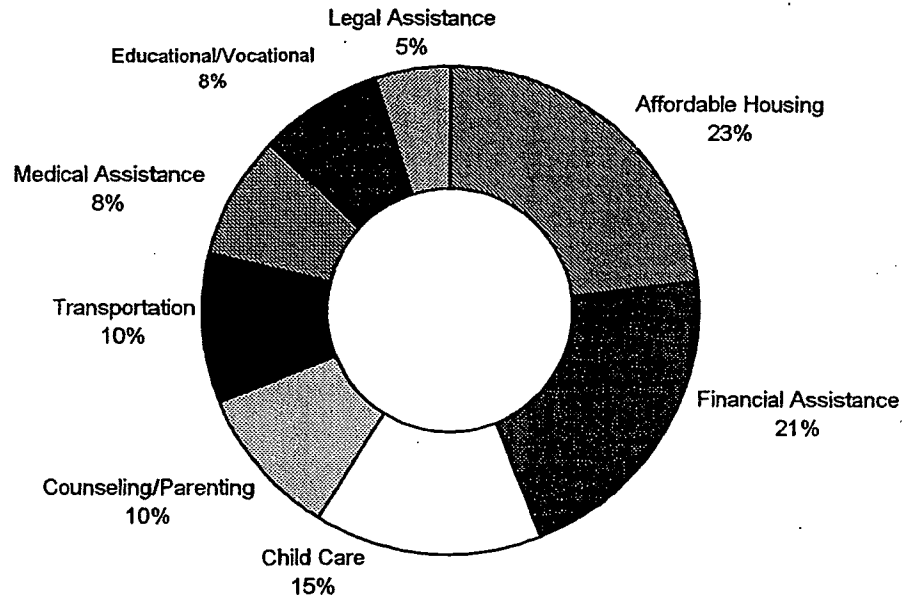
**Community Forum Breakout:**

**Domestic Violence**

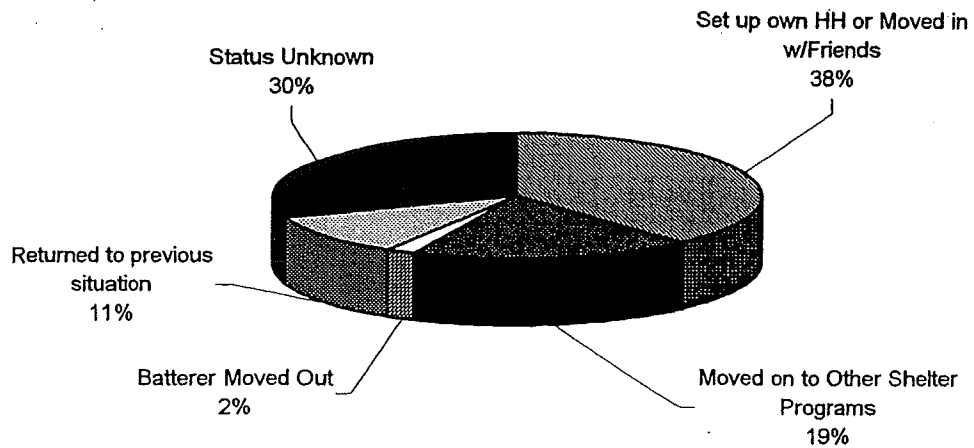
### Domestic Violence Shelters - Length of Stay (Maricopa County)



### Referrals Made by DV Shelters

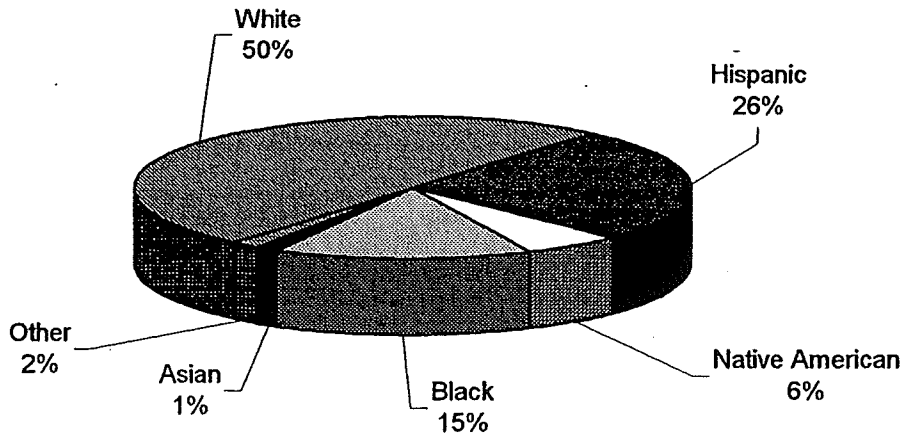


### Upon Exit From Domestic Shelter (Maricopa County)

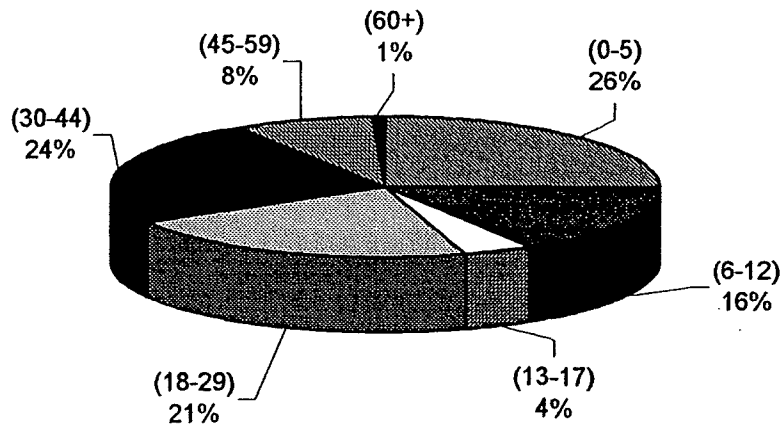




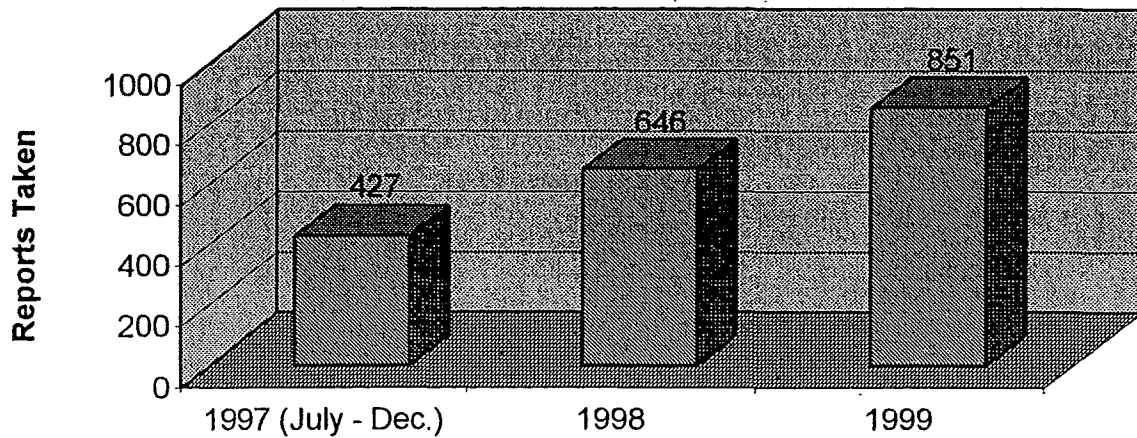
### Victims of Domestic Violence - Ethnicity (Maricopa County)



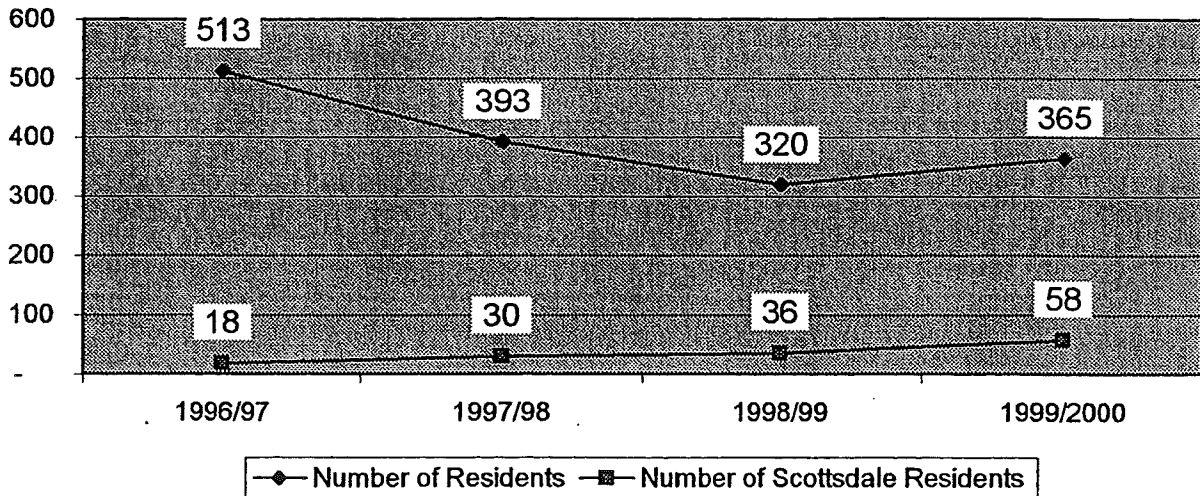
### Victims of Domestic Violence Age of Primary Client and Children (Maricopa County)



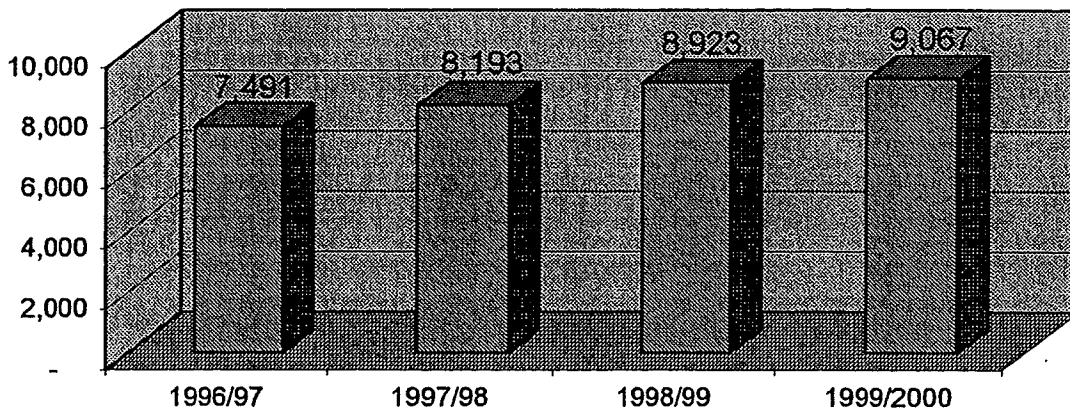
### Domestic Violence Reports Taken by Scottsdale Police Department



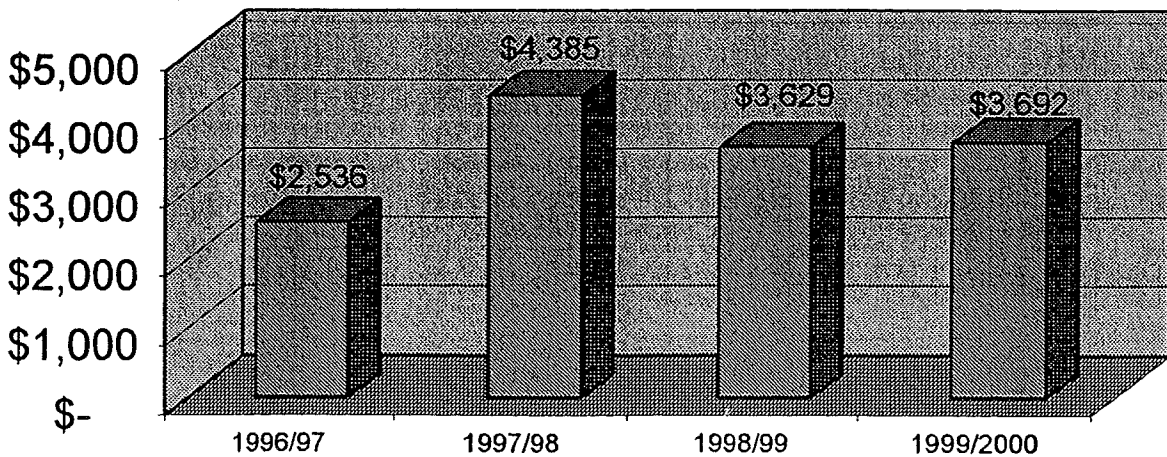
### Chrysalis (Scottsdale Shelter)



### Chrysalis (Scottsdale Shelter) Number of Bednights



### Average Annual Income of Chrysalis Residents



**Community Forum Breakout:  
Families in Crisis/Basic Needs**

## **FAMILIES IN CRISIS / BASIC NEEDS**

### **ARIZONA**

- Approximately 900,000 people live in poverty in AZ (1998 Census estimates)
- 75% of AZ families with children living in poverty have at least one wage earner working part or all of the year (Children's Action Alliance)
- 1980-1990 61% increase in people in poverty in AZ compared to 15% nationwide (1990 Census)
- Arizona is first in the country in the gap between rich and poor (Corp for Enterprise Development)
- Arizona is third in the country where the greatest percent of income is held by the wealthiest 1/5 of the population (Center for Budget and Policy Priorities)
- There are 300,000 children without health insurance in AZ-90% of them live in working families (Kidscare)
- The 2000 poverty level for a family of four is \$17,050 which equals \$8.20/hr. The current minimum wage is \$6.21 (DES)

### **SCOTTSDALE**

- It is estimated that in 2000 there will be 12,491 individuals in poverty in Scottsdale
- Last school year there were 2,831 children on free/reduced lunches in Scottsdale
- A family of four at poverty level can afford \$340/mo rent. Average cost of rent statewide is \$487. (Dept of Commerce), in Scottsdale the average 2 bedroom apartment is \$793.
- Currently there are 911 persons in Scottsdale receiving food stamps.

### **VISTA DEL CAMINO**

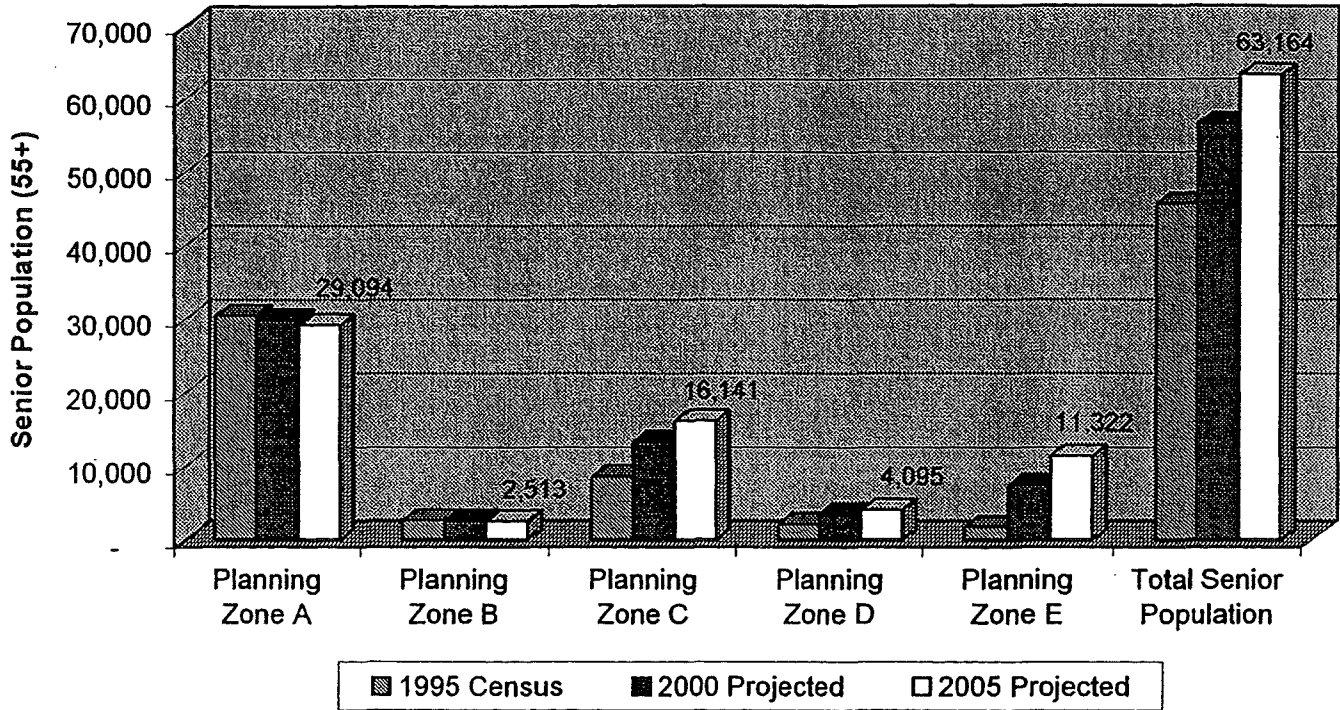
- 60% of clients seen earn less than \$10,500
- Only 12% earn over \$18,000
- Vista had 2809 intakes for emergency services in 1998/99
- Vista staff handled 9104 telephone calls for information and referral
- 238 households were assisted with rent/mortgage totaling \$83,976
- 538 households were assisted with utility payments totaling \$96,280
- 1141 emergency food boxes were distributed
- 40 individuals received case management for job preparation
- 3697 individuals received clothing at the Vista Clothing Bank
- Many clients work part-time or contract work with no benefits
- Individuals moving off welfare work at entry level jobs with no benefits
- Working poor face lack of: affordable housing, affordable daycare, healthcare and transportation.



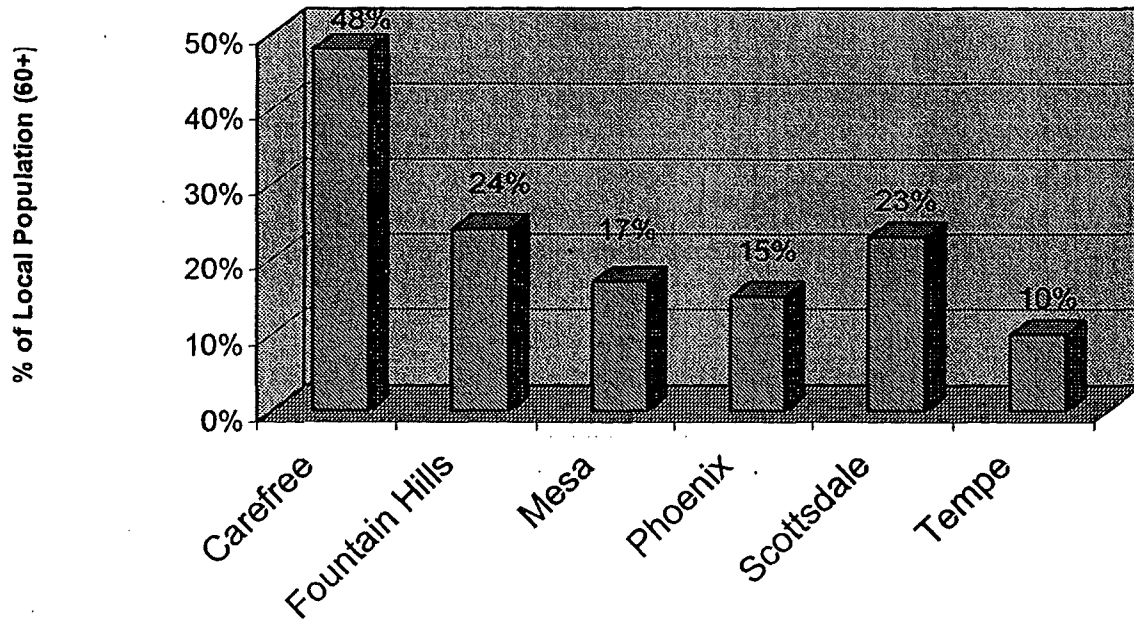
**Community Forum Breakout:**

**Issues for Seniors**

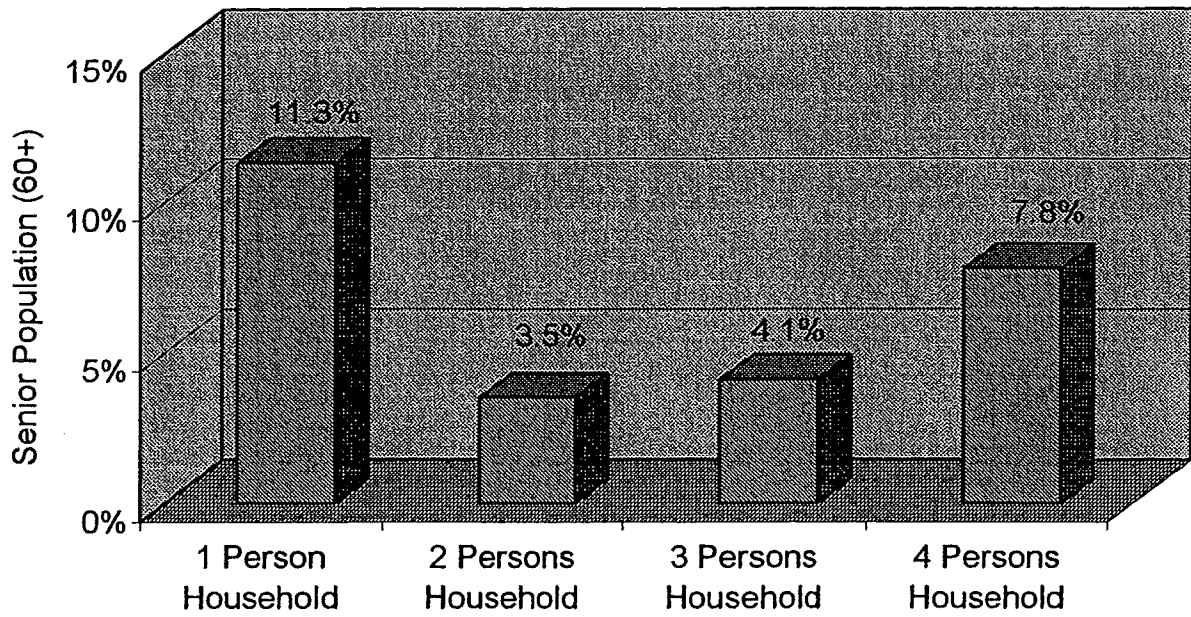
### City of Scottsdale Senior Population Trends by Planning Zone



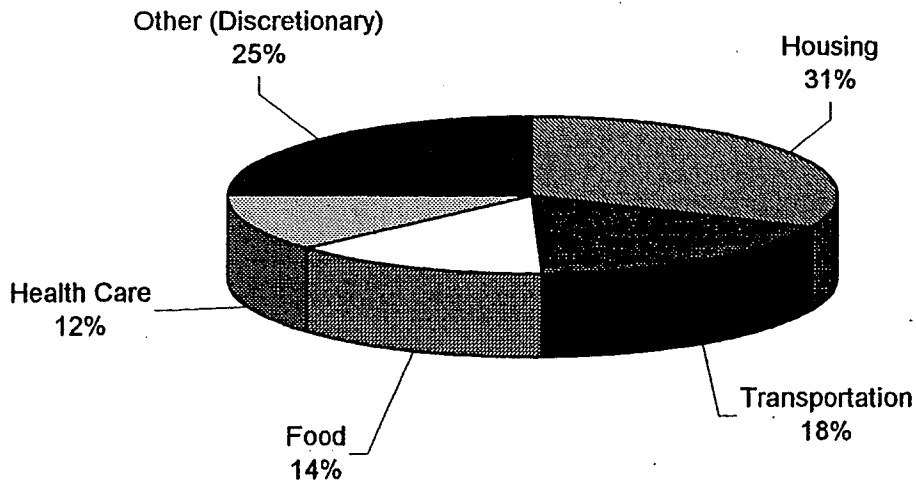
### Senior Population Local Municipalities (Year 2006 Estimates)



### Percentage of Senior Households in Scottsdale Below the Poverty Level - 1995 Census



### Senior Spending in Arizona

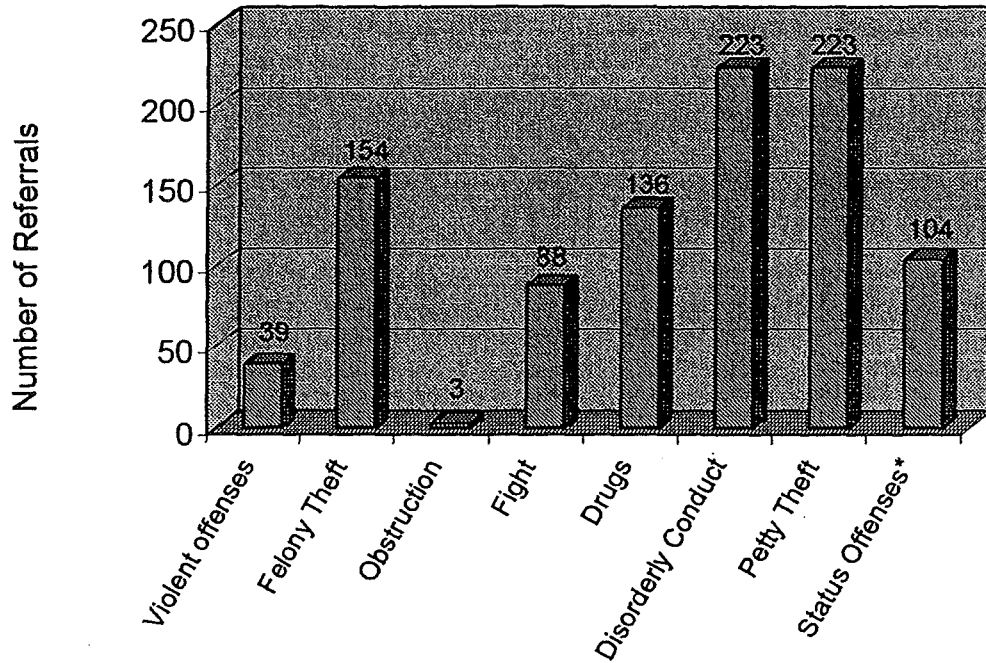


**Community Forum Breakout:**

**Youth Issues**

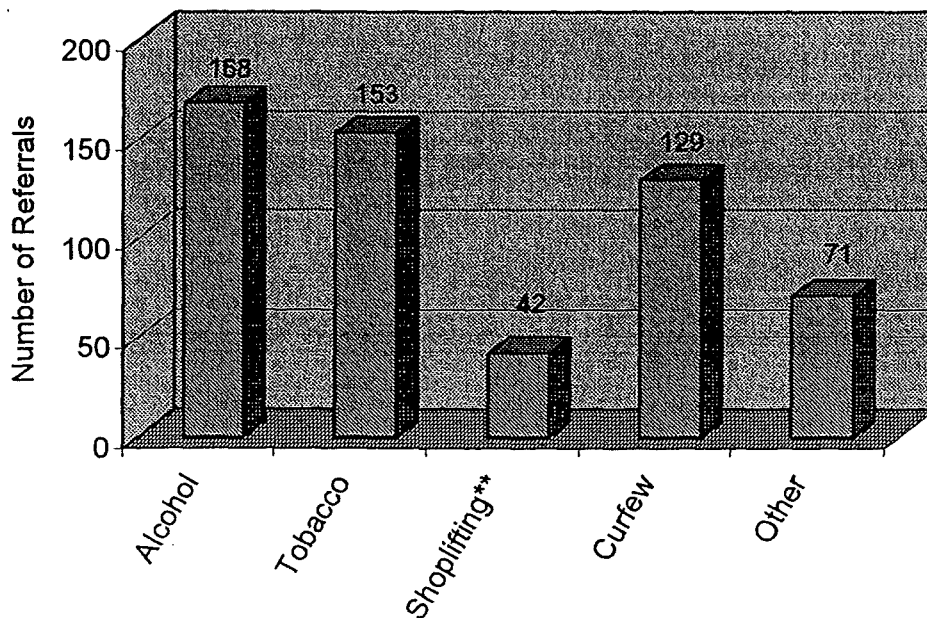


## Referrals to Maricopa County Juvenile Court 1997/98



\* Status Offenses (i.e., curfew, tobacco, liquor, runaway)

## Referrals to Scottsdale City Court to Local Diversion Program - 1997/98



\*\* This number may also be reflected in the referrals to Juvenile Court, as some of these cases, but not all, may be referred back to the Local Diversion Program.



**FACT SHEET**  
HUMAN SERVICES—JANUARY 2000

***POVERTY***

- In the 1990 Census, about 900,000 people in Arizona were living in poverty. 75% of Arizona families living in poverty have at least one wage earner working part or all year.
- For a family of four the 1999 poverty level was \$16,500. This equates to \$8 an hour.--The current average wage in Arizona is \$6.21 an hour.
- 13,493 individuals are estimated to be living in poverty in Scottsdale.
- There are 300,000 children without health insurance in Arizona—90% of them live in working families.

***BASIC NEEDS***

- An additional 3.8 million pounds of food were reported as needed by Arizona Food Banks to meet the 1999-2000 demand.
- Currently, there are 911 persons in Scottsdale receiving food stamps.
- In 1998-99 school year, 2831 children qualified for free and reduced lunches in the Scottsdale Unified School System.
- Vista Del Camino provides 1200 emergency food boxes annually.

***FAMILY SELF-SUFFICIENCY***

- It is estimated that one wage earner in a family of four would need to make about \$15 an hour to rent an average 2-bedroom apartment in Scottsdale.
- Welfare recipients are most often placed in low-skill, low-wage positions with limited benefits.
- Transportation represents a major barrier to low-income individuals obtaining and retaining employment.
- Child care options are significantly limited for parents working non-traditional hours or with special needs children.

## **HOUSING**

- In 1998, the median sales price for a single family home in Scottsdale was \$188,000. A household would need to gross over \$75,000 annually to qualify for this home. Scottsdale's median income is \$56,000, or 34% less than what would be required to purchase a median-priced home.
- Scottsdale is home to 355 federally subsidized units, 224 of which will have contracts expiring with the federal government between 2000-2002.
- The National Council of State Housing Agencies reports that each year, over 100,000 units of affordable housing are being demolished/abandoned/converted to market rate use.
- Over 18,000 people are homeless at any point in Arizona.
- In the past five years, demand for shelter beds increased 64%, while state shelter funds only increased by 13%.

## **DOMESTIC VIOLENCE**

- Every 40 minutes one or more children in Arizona witness a domestic violence incident. Every 23 minutes a domestic violence arrest is made. Every five minutes a law enforcement officer responds to a domestic violence call.
- According to the Arizona Coalition Against Domestic Violence, 7,000 women victims of domestic violence and their children were sheltered last year.
- 17,000 requests were turned away from shelters.
- City of Scottsdale Police Crisis Intervention Services had 880 domestic violence contacts last year.

## **SENIORS**

- Safe, affordable, and accessible transportation are a desperate need for elderly and disabled people.
- Approximately 30% of the Medicare beneficiaries do not understand the distinction between original Medicare and managed care.



Our country's minority population grew by 15% between 1990-1995.  
(Asian 31%; Hispanic 20%; Black 8%; Non-Hispanic White 3%)  
32 million people do not speak English at home in the U.S.(40% increase since 1980).

Metro Phoenix has been the fastest growing major labor market in the country since 1994.

In 1995 there were more jobs located in Scottsdale than there was a local labor force (1.3 jobs per each SD resident in the labor force).

In 1997 the unemployment rate for Scottsdale averaged 2.1%. This has consistently been 30% lower than the rate for the metro Phoenix area, and over 40% lower than for the state of Arizona.

Scottsdale contains approximately 21,000 businesses which provide approximately 110,000 local jobs. Approximately 100,000 Scottsdale residents are currently in the work force. (1998 SD Almanac)

In 1995 over 40% of Scottsdale's population was employed in the service industry.

Scottsdale continues to experience faster job creation than population growth.

Scottsdale is the greatest net importer of labor of all communities in the metro area.

Between 1994 and 1997, the Phoenix area experienced its strongest employment growth ever, adding over 310,000 new jobs.

- Without full funding reauthorization of the Older American Act, there will be less funds for senior services in Scottsdale.

**STATISTICAL INFORMATION  
SCOTTSDALE HUMAN SERVICES  
JUNE 1998**

**GENERAL**

Population of Scottsdale is approximately 184,740. (1998 SD Almanac)

By the year 2000 Scottsdale is projected to have 200,000 residents.

By the year 2020 Scottsdale is projected to have 304,741 residents.

Scottsdale is the 2<sup>nd</sup> fastest growing city in Arizona. (behind Chandler)

Scottsdale is the 4<sup>th</sup> largest city in the Phoenix metro area.

Scottsdale is the 5<sup>th</sup> largest city in Arizona in population.

1990 to 1996 Scottsdale has been the 7<sup>th</sup> fastest growing city in the U.S.  
(US Census Bureau)

COS Community Planning estimates 30 new people move to SD daily.

Scottsdale averages an increase of 7500 new residents each year.

Scottsdale 's city limits stretch 32 miles from North to South, with a total land area of 184.5 square miles & approximately 1000 persons per sq mi. A far cry from the one square mile that made up Scottsdale when it was incorporated in 1951 with a population of only 2,000. (Chamber 1998)

A total of 600,000 new residents were attracted to Maricopa County so far in the 1990's which brings the county's population to 2.7 million. (July 1997)

Scottsdale estimates 11,446 people living in poverty.

Scottsdale has the highest median household income of any Arizona city of \$48,319. (1995 Census) (30% higher than the Phoenix metro area)

Scottsdale is 91% white, 6% Hispanic, 3% Native American, Black, Asian, Other. Minorities in comparison make up 19% of Arizona's population and 15% of Maricopa County's total population.

## **YOUTH**

In 1996-97 there were 24,000 students in Kindergarten through 12<sup>th</sup> grade in the Scottsdale Unified School District.

Scottsdale's K-12 education rates for standardized test scores rank about 25% higher than most other metro area school districts.

The average dropout rate for Scottsdale Unified is 55% lower than the Phoenix metro area average.

In 1995, there were 1493 school suspensions from Scottsdale schools.

In 1996 there were 243 students that dropped out of school in Scottsdale.

In 1996-97 Scottsdale elementary & middle schools had 2972 children who qualified for the free and reduced school lunch program.

A 60 year comparison of children as a percent of the total population in Maricopa County indicates a significant decrease from 35.6% of the total population in 1970 to a projected 26.8% in 2030. (1996/97 MAG HS Plan)

20% of the Scottsdale population is under the age of 18 years. There are 32,860 children under the age of 18 years in Scottsdale. (1995 US Census)

On an average day in Arizona in 1994, 194 babies were born—74 to unmarried moms; 30 to teens and 13 low birth weight.

One out of 10 births in Arizona are to teen mothers. Arizona's teen birthrate has been at least 24% higher than the national average for two decades. (MAG HS Plan 1996/97)

More than 2000 babies are born in Scottsdale each year.  
In 1996 there were 47 births to teenagers in Scottsdale.

Gallup Poll in 1995:

\*Approximately 3 million children are physically abused each year in the name of discipline.

\*40% of 14-17 year old girls said they had a friend their age who had been hit or beat by a boyfriend.

\*1.3 million children were sexually abused.

\*Physical abuse rates are three times higher in families earning less than \$20,000.

\*40% of the 14-17 year old boys reported they or a friend had been threatened with a weapon.

\*Minority children in the study reported higher exposure to and concerns about gangs/drugs/violence/crime.

Maricopa Juvenile Court Center has jurisdiction over kids 8-17 years. They received 32,703 referrals involving 20,977 youth in 1994. The 5 most common reasons for referral are: curfew (17.5%); shoplifting (12.8%); simple assault (6.8%); probation violation (6.3%); criminal damage (5.4%).

In 1996 Scottsdale had 1582 youth referred to juvenile court.  
In April 1997 Scottsdale Police indicated that they had documented 506 youth in gang activity.

There were 1299 graffiti cases reported to Scottsdale Police in 1995/96.

Tumbleweed, the main organization serving homeless children, estimates there are between 3000-5000 homeless youth statewide annually, with approximately 2500 youth in Maricopa County.

In 1994 Phoenix Police reported over 8000 runaway children.  
In 1996 there were 558 reports of runaway incidents to Scottsdale PD.

In 1994 there were 39,772 reports of suspected abuse to CPS, ranking Arizona as one of the highest rates in the nation. Arizona ranked 42<sup>nd</sup> in child death ratio in 1995. (MAG HS 1996/97)

In 1996 there were 487 reports of child abuse/neglect to DES from Scottsdale.

Youth Employment



Diversion #s

### **FAMILIES**

In 1990 only one in three Arizonans were native-born. Three out of four persons who come to Arizona move out again. Suicide is directly linked to the degree of cohesion present in a society and to a person's feelings of social integration.

Often, social service problems link and interact in minority communities and families differently than Anglo or majority-dominated ones. It is vital that services provided to poor persons are culturally relevant. Language and cultural differences often bar access or hinder effective delivery of social services. (MAG HS Plan 1998-99)

The US Census Bureau predicts that 1 of every two marriages will end in divorce stating that the number of divorced persons has quadrupled since 1970.

In 1990 Arizona ranked 5<sup>th</sup> highest in the U.S. for the number of divorces.

According to "American Demographics", more than half of all mothers with children under age 6 are currently in the labor force. Most of the mothers work full-time and earn less than \$20,000. It is estimated that 9 million pre-schoolers spend at least part of their day cared for by someone other than a parent. (MAG 1996/97)

The Morrison Institute estimates that there are 116,000 children under the age of 6 in Maricopa County whose mothers work outside the home; and there are a total of 2,763 child care homes and unregulated homes in Maricopa County according to the 1994 DES Child Care Market Survey. (MAG 1996/97)

The majority (71%) of mothers giving birth in Scottsdale in 1996 had at least a 12<sup>th</sup> grade education, as compared with 24% who had 7-12 years of education, and 2% with 6 years or less. (Maricopa Co. Dept. of Public Health Services)

The percent of US companies currently providing health benefits to heads of families has dropped by one-fifth. (MAG 1996/97)  
16% of Arizonans are not covered by health insurance. Arizona is 38<sup>th</sup> in the nation for the number of uncovered in the state. 75% of the uninsured have incomes over \$20,000. (MAG 1996/97)

Cases sent to the Justice and Municipal courts for Driving Under the Influence of Drugs or Alcohol increased dramatically in Scottsdale from 1946 arrests in 1995 to 3167 in 1996, representing a 62% increase. DUI cases for youth under 20 yrs. increased from 3 in 1995 to 12 in 1996.

#### **SENIOR ADULTS**

In 1993 there were 529,000 Arizonans 65 years and older.  
By 2020 there are projected to be 1.12 million Arizonans 65 & older. (a 112 % growth rate/doubling our current number of seniors)  
The fastest growing age group is 85 years plus. (DES, 1990)

In the year 2000 one in every 5 Americans will be older than 65 yrs.

More than 27% of the population in Scottsdale is over 55 years of age. The 1995 Census estimated 36,613 persons over age 60 in Scottsdale.

In 1992 84,500 older persons in Arizona had a mobility or self-care limitation, and of that number, 65% or 54,000 were women.

In Maricopa County, there are almost three times as many elderly poor women (16,328) as men (6,154). Divorce and widowhood are the two major factors. (MAG HS plan 1995/96)

The women who reach age 60 in the year 2000 will have spent an average of 20 years in the workforce. It is predicted that these women will be more self-reliant and have more of their own economic resources. They will have more knowledge of financial issues and will be more aggressive in securing things they need and/or want.

In Arizona, 16% of those served by emergency food programs are senior citizens, 60 years or over—a total of 63,545 persons.

Symptoms of depression are found in a large proportion of seniors.

The high risk individual for suicide is white, 65+, widowed, male, living alone, and likely to have made a recent visit to a physician for various complaints.

Nine of the eleven years prior to 1993, the suicide rate among older Arizonans (65+) was the highest among all age groups.

Suicide is directly linked to a person's feelings of social integration. The average annual suicide mortality rate for native seniors 21.6% was lower than the rate for non-native seniors 31.4%.

A national survey of elder abuse reports that 1-10% of the elderly suffer from abuse in domestic situations. In Maricopa County in 1992/93, there were 2628 reported cases of elder abuse and neglect. 50% were self-neglect; 30% were reported by social service agencies. 53% of the cases were over 75 years of age. (Data Network 1994)

People at age 50 may still have another 50 years to live--& most can expect to remain healthy for at least half of that. Most are in stable financial shape, with pensions, investments, savings and social security. Poverty for the elderly is at its lowest level. (MAG Hs plan 1995/96)

Alan Pifer, in "Our Aging Society" proposes thinking of ages 50-75 as the third quarter of life. In the year 2010, approximately 85 million Americans will fall into this age range—almost one-third of the population. These elderly people are the baby boomers—many of whom are educated, question authority, are active in sports/leisure activities, and have dual pensions from two-spouse working families. They are not ready or willing to be thought of as "over the hill". Concepts such as partial retirement, meaningful volunteer responsibilities, skill retraining, and new pension/benefits opportunities may be necessary to maximize the potential of this age group, as well as to off-set the fewer number of children and adults in the workforce.

A United Way of America study "What Lies Ahead: Looking Towards the 90's" called adults who are caregivers to their parents the "sandwich generation", and speculated that those who are baby-boomers (born between 1946-1964) would spend more time providing care to aging parents than to raising their own children.

# of Home-Delivered Meals

# of Congregate Meals

**CRISIS**

878,000 Arizonans live in poverty.

In Arizona one out of 4 children under 5 years of age lives in poverty.

The U.S. Census calculates that Arizona is one of only three states to experience an increase in poverty from 1994 to 1996. (\$16,050 for a family of four/\$7.72 an hour)

A single wage earner with 2 dependents must earn above \$7.00 an hour to bring the family above the federal poverty level. (MAG HS 1996/97)

Even with strong employment growth (5.6% in 1997) and reported shortages of skilled workers, Arizonans' average wage falls short of the average wage earned by workers in other states (\$28,945), and ranks Arizona 27<sup>th</sup> in the country. This may be due to growth in lower paying service jobs which offset the higher paying high tech, skilled wages.

The increasing lack of ability of families to meet the very basic needs of their families is ranked as the highest priority by the MAG Human Services Committee. (MAG 1996/97)

In the U.S. an estimated 30 million people cannot provide enough food to maintain good health.--One in five children are hungry.



Arizona ranks 20<sup>th</sup> in the nation in terms of the number of hungry people as a percent of the total population (12.4%). (MAG 1996/97)

Food Banks in Maricopa County distributed 34 million pounds of food in 1995. (MAG 1996/97)

75,000 people have left the Arizona food stamp rolls in the past year. (ASS of AZ Food Banks)

According to "Hunger 1997: The Faces & Facts", the Second Harvest research (Arizona report) children represent 42%, or more than 166,000 of all emergency food recipients served by the AZ food bank network. 16% of the children in households seeking food assistance were reported to have skipped meals. Children who miss meals for a sustained period of time may suffer cognitive, physical, and behavioral problems that last a lifetime.

Approximately 400,000 Arizonans rely on emergency food assistance through the Second Harvest network of food banks in our state.

In the past year Arizona's food banks have distributed more than 93 million pounds of food.

Agencies in Arizona reported the need for an additional 3.8 million pounds of food to meet the hunger demands presented to them in 1997. Estimated costs at 75cents per pound is \$2.85 million.

41% of all emergency food client households have at least one adult who is working. In working households, 42% work full-time, and 44% work part-time. These are working poor families: 62% of these households have incomes of less than \$10,000.

"Working poor families" play by the rules. They work, pay taxes and add to Arizona's productivity—but still do not earn enough to make ends meet. For some working poor families, a unexpected crisis such as car repair/health care may temporarily force them to rely on emergency food.

Vista Del Camino provided emergency assistance of food, clothing, rent and utility subsidies to 2870 households in 1996/97.

Scottsdale has 1006 households receiving food stamps.

Scottsdale has approximately 300 households receiving DES cash assistance. (TANF/"welfare")

Arizona's food bank network maximizes its resources through the use of volunteers. IN 1997 food bank agencies reported that volunteers donated nearly 500,000 hours of service. Based on the U.S. average hourly wage the annual contribution of volunteers valued over \$6 million.

A 1990 study of Arizona's AFDC recipients reported that over one-half of new applicants had never been on welfare before. The AFDC study provided information on the characteristics of new applicants and applicants whose status was being reviewed. Most of the families consisted of two or three persons, with children about age 4. Over one-half of the new applicants were white (56%), and 33% were Hispanic. 42% of the review applicants were white and 35% were Hispanic. The majority of applicants sought assistance to help meet their basic needs. Perhaps one of the most important, though not unexpected, finding was that 13% of the new applicants and 18% of the reviewed applicants had less than an eighth grade education and over half of both groups did not graduate from high school. This pattern affirms the direct relationship between education and the ability to provide essentials for a family. Given the trend in Arizona to higher-tech jobs and the related need for reading/math/communication skills, it will be increasingly important to provide programs which ensure that children do acquire the necessary skills to secure jobs in of the future.

In 1992 16% of all Arizonans were not covered by health insurance.  
(Flinn Foundation)

In 1996 domestic violence shelters across the valley served 3231 women and children. There were 8 D.V. shelters providing a total of 47,000 bed nights of shelter. An estimated 27,000 women and children were turned away due to insufficient space.

In Scottsdale the Police Crisis Intervention Unit received 556 reports of family conflict in 1993/94, as compared to 859 reports in 1995/96.

Scottsdale HealthCare reported 1360 alcohol and drug-related emergency room visits in FY 1994, with 75% of the visits at the Osborn location.

### **HOUSING/HOMELESSNESS**

Scottsdale boasts the highest cost of apartment rental in the valley. Market rents in Scottsdale today average \$641.73 monthly for a one bedroom, 769.84 for a two bedroom, and \$1,041.61 for a three bedroom.

The City of Scottsdale has 581 government-subsidized vouchers/certificates and a waiting list of 90 households.

"Affordable housing" (including utilities) costs 30% or less of an individual's income. (MAG 1996/97)

Lack of "affordable housing" causes families to spend a disproportionate share of their resources for shelter, often leaving little for food, health care, and other needs. (MAG 1996/97)

There are an estimated 10,000 homeless people in Maricopa County on any given night. The primary causes of homelessness are 1) poverty,

2)lack of affordable housing, 3)health care costs, 4)domestic violence, 5)mental illness, and 6)substance abuse.

The fastest growing portion of the homeless population is families with children. A fact sheet prepared by a national organization called "Homes for the Homeless", reports that the average age of a homeless person in America is nine. A typical homeless family in their New York study is a 20 year old mother with two children under the age of six. Many of these families have an open case of child abuse or neglect; and 20% of them have lost a child to foster care. They also reported that over half of all homeless children have been raised outside the traditional home situation—doubled up, on the streets or in shelters.

The COS provides funding for four local shelters: 1)Central Arizona Shelter Services, 2)La Mesita Family Shelter, 3)Mesa CAN's Men's Shelter, and 4)Chrysalis Domestic Violence Shelter.

With Community Development Block Grant funding the COS rehabilitated 69 homes to preserve houses in older neighborhoods.

A trend in Arizona & across the U.S. is the drastic rise in housing costs relative to a much slower rise in personal income. This is leading to an increased number of households who: 1)cannot afford to live in the communities that they grew up in, 2)cannot afford to live within reasonable proximity to their place of employment, and 3)are finding it difficult to retire in communities where they've invested an entire lifetime.

The lack of an adequate supply of affordable housing, may make it difficult over time for employers to find qualified personnel in their community. This in turn may restrict the creation of new jobs, and will make it more difficult for the City to attract commerce and industry.

The lack of affordable housing in Scottsdale will force individuals' employed in the community to live outside the City resulting in decreased productivity and higher labor costs for Scottsdale employers.

Without affordable senior housing, Scottsdale is at risk of losing residents that contribute to neighborhood stability.

A lack of affordable housing can lead to a lack of cultural and socio-economic diversity which can impact the health and vitality of the local economy.



There are currently 6 million very low income households in the U.S, that are paying more than 50% of their incomes for housing and/or are living in inadequate housing.

In 1990 Arizona's median income was \$27,500 and the median housing value was \$80,000. At this time, 44% of Arizona's residents could afford the median priced home. In just six years, the 1996 median price of a single family home escalated by nearly 50% to \$118,000. Now only 28% of Arizona's residents can afford the median priced home. While the median housing price jumped by nearly 50%, the median income had only increased 15% during the same period. This affordability gap continues to grow in 1998 as housing prices continue to escalate at a dangerously rapid pace. (AZ Dept. of Commerce & U.S. Census)

In 1997, the median sales price of single family homes in Scottsdale was \$202,217. With an estimated 1997 median income of \$51,700, today's median household income can afford a home costing \$129,250.

## *MEMORANDUM*

TO: HS LEADERSHIP TEAM  
FROM: VALERIE KIME TRUJILLO  
DATE: JUNE 3, 1998

I have been working for several weeks gathering statistics. Attached is a collection of these statistics in a less than perfect order. I will be scheduling a little time with each of you in the next two weeks to begin to fine tune this list. My goal is to use this list for the following:

1. Human Services tips in Cityline with a tag line about our specific services
2. Teasers to entice City staff to monthly brown bag Human Services topics
3. Tips in local newsletters such as the Scottsdale Magazine, Scottsdale Leadership, Scottsdale Airpark News, Chamber of Commerce, perhaps the top 5 employers in Scottsdale, etc.
4. Human Services Powerpoint presentation
5. Proposals

I am looking for your ideas on the following items:

1. How to develop out the "tag lines" about our services  
*For example--As baby boomers, we will spend more time caring for our parents than our children...If you have concerns about an aging parent, call our Senior Centers 999-9999.*
2. Possibilities for topics/speakers/locations for the brown bag lunches Using the example above—*If you have concerns about an aging parent, join Ginger Stribling of the Via Linda Senior Center at our next monthly brown bag luncheon on July 30<sup>th</sup> at Scottsdale Center for the Arts. (Maybe we will want to use a panel of speakers & real clients to "tell their story")*
3. Publications to place the information to be most visible
4. Guidance to not overwhelm your service areas, but to promote what you think is most important to educate the public

I've marked the area(s) that I think are most likely to affect you. If you have time to review before our meeting GREAT! If not, we'll take a look when I get there. **THANKS!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

**Evaluation**  
**City of Scottsdale Human Services**  
**Community Forum**  
**March 21, 2000**

*Please take a few minutes to complete this survey and return it to us before you leave today!*

**How would you rate the information shared at the Community Forum? (Circle number)**

1            2            3            4            5            6            7            8            9            10

**Poor**

**Good**

**Outstanding**

**Comments:** \_\_\_\_\_

\_\_\_\_\_

**What session did you attend today?** \_\_\_\_\_

**What information had the greatest impact on you?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Based on the discussion today, what outcome would you most like to see implemented?**

\_\_\_\_\_

\_\_\_\_\_

**How do you picture your community in 5 years?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Additional Comment Section on Back Page**

**"It's About Choices"  
Dialogue**





# Scottsdale

## GENERAL PLAN UPDATE

### “It’s About Choices” Transportation Dialogues Continue

Please join us to talk about your priorities for Scottsdale’s  
“Let’s Get Moving” Transportation Plan!

You are invited to attend one of a series of dialogues hosted by the Scottsdale Transportation Commission and the Transportation and Planning Departments to prioritize key aspects of the proposed “Let’s Get Moving” citywide transportation plan. These discussions will build on the work done last year during the “Traffic Talks” program, by starting to make some choices about how Scottsdale’s citizens will get around in the future. The goal is to bring citizens together with city planners to talk about preferences for specific transportation options.

Please RSVP for a “It’s About Choices” workshop by calling 480-312-7696 or visiting the city’s website at [www.ci.scottsdale.az.us/transportation/letsgetmoving.asp](http://www.ci.scottsdale.az.us/transportation/letsgetmoving.asp).

When we hear from you, we’ll send you a “homework” packet for your session, including a copy of the “Let’s Get Moving” overview booklet and a fact sheet highlighting the General Plan update process. Citizens who are unable to attend, and who would like to share their thoughts, can also leave a message on the city’s Transportation Comment Line at 480-312-7787 or send your ideas to the City’s Transportation Commission at [transcom@ci.scottsdale.az.us](mailto:transcom@ci.scottsdale.az.us).

**Thank you for considering participation in this important community dialogue.  
You are about to become part of the foundation for Scottsdale’s transportation future!**

#### Dates and locations for the “Let’s Get Moving — It’s About Choices” dialogues are:

Tuesday, October 5	Horizon Park, Room 2	15440 N. 100 <sup>th</sup> Street
Wednesday, October 6	Saguaro High School Cafeteria	6250 N. 82 <sup>nd</sup> Street
Thursday, October 7	Cochise Elementary Cafeteria	9405 N. 84 <sup>th</sup> Street***
Tuesday, October 19	Hohokam Elementary, Rm. 12	8451 E. Oak Street
Wednesday, October 20	Desert Mt. High School Cafeteria	12575 E. Via Linda***
Thursday, October 21	Sonoran Sky Media Center	12990 N. 75 <sup>th</sup> Street
Saturday, October 23	Paiute Center, Bldg. 9	6535 E. Osborn Rd.***
Tuesday, October 26	Laguna Elementary Cafeteria	10475 E. Lakeview Dr.
Wednesday, October 27	Desert Mt. High School Cafeteria	12575 E. Via Linda
Thursday, October 28	One Civic Center, Main Conf. Rm.	7447 E. Indian School
Tuesday, November 2	Anasazi Elementary, Multi-purpose Rm.	12121 N. 124 <sup>th</sup> Street
Wednesday, November 3	Mountain View Comm. Ctr, Rms 1&2	8625 E. Mountain View
Thursday, November 4	Navajo Elementary, Cafeteria	4525 N. Granite Reef
Tuesday, November 9	Grayhawk Staff Lounge	7525 E. Grawhawk Dr.***
Wednesday, November 10	Zuni Elementary, Cafeteria	9181 E. Redfield

\*\*\* indicates dialogues where childcare will be provided

Each dialogue will run from **6:30 to 8:30 p.m.**, except for the October 23<sup>rd</sup> session which will be from 10:30 a.m. to 12:30 p.m.

To encourage family members to participate in these sessions, four sessions (designated by asterisk) will also provide childcare.

# Let's Get Moving

## Program Summary

### PUBLIC CONSULTATION

Through an extensive public outreach effort, Scottsdale citizens shared their ideas about improving movement through the community in several ways. In fall 1998 a series of public forums called "Traffic Talks" became the starting point leading to the Let's Get Moving program.

Traffic Talks was a program designed to gauge public preferences and provide the city with a working foundation from which to build a plan. In general, the conclusions from Traffic Talks were that people recognized a need to provide more choices in how to travel in the city. The choices ranged widely from more roads to light rail to bicycles to business incentives to encourage trip reduction.

Traffic Talks became the springboard for the Let's Get Moving program. Let's Get Moving focused on the public identifying which of the choices should become part of a future adopted plan. The program emphasized the relationships of different transportation systems to the broader city objective of improving quality of life. It also helped develop an understanding of the implications of different courses of action.

During fall 1999, the general public was invited to a series of workshops hosted by the Scottsdale Transportation Commission and the Transportation and Planning Departments to prioritize key aspects of the proposed Let's Get Moving citywide transportation plan. The goal was to bring citizens together with city planners to talk about preferences for specific transportation options. Fifteen public workshops were held at different locations throughout the city. One of the meetings was presented on CityCable 11. During the workshops, 83 members of the public attended the sessions.

The public outreach mechanism that provided the highest volume of responses from the public was a survey post card that was enclosed with Scottsdale Citizen magazine. Respondents were asked to provide information about travel habits and rank five primary transportation issues. Approximately 1,100 individuals mailed in their feedback.

Public participation was also encouraged electronically and by mail. The Let's Get Moving program was available on the Transportation Department web site and generated four e-mail responses. Three responses were also received from citizens through the U.S. Mail.

Following the initial public workshops, several dialogues for the business community were scheduled during winter 2000. These included sessions with the Greater Scottsdale Transportation Management Association, Greater Airpark Advisory Council, Downtown Scottsdale Partnership, Scottsdale HealthCare, Visitor Industry Advisory Council, Downtown Advisory Council and the Vanguard Group. A total of 59 business leaders attended these meetings.

The most scientific method of public input came from the 1999 Transportation Issues Survey conducted by WestGroup Research. The City of Scottsdale Transportation Department commissioned WestGroup to conduct random telephone interviews with city residents. The purpose of the survey was to gather opinions of residents on issues affecting the quality of life in

Scottsdale, particularly as it related to transportation. In addition to conducting the survey, WestGroup was asked to track responses and compare them to a similar survey conducted in the fall of 1998. The results of the survey were to provide direction for the city's transportation program and urban growth plan. The results were based on a random telephone survey of 600 Scottsdale residents conducted during October and November 1999.

## **RESULTS**

The feedback from Scottsdale citizens becomes the basis for a plan with specific policies and actions that will be integrated into the Scottsdale's General Plan, the city's blueprint for the future. Generally, the citizen's feedback included the following:

- Everyone wants to maintain the high quality of life Scottsdale currently enjoys.
- Land use and transportation decisions must be interwoven in purpose and function.
- Finish the roadway network AND encourage use of other modes of local and regional transport.
- Need to prepare for new travel demands, but also discourage unnecessary travel.
- There is no one solution! Planning must be done with a view toward the future and not just today.
- Many of our transportation solutions will have a cost.
- Scottsdale citizens and businesses must be part of the answer.

A number of important elements were identified as a result of the individual Let's Get Moving public outreach programs. The information obtained from the workshops, post card survey and the WestGroup Research telephone survey were particularly compelling.

## **WORKSHOPS**

During the workshops, participants were asked before and after the meeting how they would assign a hypothetical amount of money to different transportation modes. These modes included bicycles, buses, freeways, pedestrian, rail, special services and trip reduction. This exercise showed that participants did not significantly change their minds about how they would allocate monetary resources among the modes.

A second exercise compared the existing city budget for transportation with the way individuals thought the city should allocate its resources. It showed a strong preference for a multi-modal transportation system. Participants took money from streets and freeways to add money to the six remaining modes. These included rail and trip reduction, two modes which the city does not currently spend money.

When the individual responses were compared to the group responses, general support for a multi-modal system emerged. The groups retained more money for street improvements than in the individual preferences and a small amount was added to buses.

In categories ranked as personally most important by individuals, the highest number of participants ranked streets as their most important mode, followed by buses and rail. A conclusion may be that although people are willing to allocate more scarce resources to bus and rail systems than is currently done; they still feel that streets are the most important mode of transportation among all available alternatives.

The cumulative ranking of categories by all individuals showed that adding the relative rankings and number of times that each mode was mentioned by all participants, a fairly even distribution of preferences emerged. The data supported the message that the community seems to want a multi-modal transportation system that includes consideration of all eight of the alternatives.

## **RESPONSE CARD SURVEY**

A citizen response card survey was conducted using general questions to determine preferences about where citizens live, how do they typically travel around, distance to work or school and where should the city focus its efforts regarding transportation issues. An incentive for returning the card was the opportunity to win a free bicycle. However, the incentive may have resulted in a higher percentage of alternate mode users than would normally be found in the general population.

Only 48 percent of the respondents said that they relied totally on car or motorcycle to get around. The majority of the respondents, 52 percent said they use alternate modes of transportation either all of the time or part of the time in addition to cars.

The majority of people who responded traveled either less than 10 miles or more than 20 miles on a daily basis.

In ranking areas the city should focus its efforts, the eligible individual respondents ranked, "more mode choices" as most important. "Moving cars faster" followed as the second pick for city focus. The areas that received less support were, "not widening roads," "mixed-use neighborhoods" and "discouraging additional traffic." The cumulative ranking of choices by individuals showed a similar trend.

## **WESTGROUP TELEPHONE SURVEY**

In the most scientific method used to gather public opinion, WestGroup Research conducted 600 telephone surveys with a random sample of Scottsdale residents in October and November 1999. The purpose of the study was to gather opinions on issues affecting the quality of life in Scottsdale, particularly in relation to transportation. It also focused on transportation to track responses and compare to a similar survey from the fall of 1998.

A few of the report's highlights are provided below:

- The average citizen surveyed was approximately 50 years old, lived in Scottsdale for 14 years, has at least some college education (86%), and has an average annual household income of \$84,500. 78% of the respondents were registered voters.
- Scottsdale residents continue to acknowledge that growth management and transportation issues (particularly congestion) are important issues facing the city. Ideas for possible solutions vary depending on the area of residence within the city.
- On average, Scottsdale residents who are employed or students drive approximately 11.8 miles and take approximately 22 minutes to commute. On average, commuters indicated they would be willing to drive approximately 60%



(14 minutes) longer than they currently have before they would make a decision to move or change jobs/schools.

- The quality of the neighborhood is the most important factor in deciding where to live for residents. Most residents would be willing to drive more than 30 minutes to work/school before they would consider switching jobs.
- As in the 1998 survey, the most popular solutions to traffic congestion are “non-intrusive” methods such as synchronized timing of lights and an increased number of pedestrian and bike paths.
- Telecommuting appears to be a popular commute option among the employed.
- Respondents acknowledge that the city does not have adequate mass transit for its residents and appear more supportive of a light rail system than an improved local bus system. The concept of neighborhood circulators is fairly well received, particularly among those living in denser areas of the city.

