
CITY OF SCOTTSDALE
GENERAL PLAN 2001

ANNUAL REPORT

January-December 2015



Scottsdale's
Museum
of the West



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OVERVIEW

Downtown Scottsdale



PURPOSE

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

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

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

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

The purpose of this report is to review the advancement and implementation of the General Plan and to fulfill the state mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2015.



FORMAT

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

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

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

The second section describes State Statutes pertaining to the General Plan amendment process. Arizona Revised Statutes allow jurisdictions to establish major General Plan amendment criteria for their community and the report briefly describes Scottsdale's established criteria. This section of the report also lists and summarizes major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2015.

SECTION 1 - IMPLEMENTATION



CITYSHAPE 2020

CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

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

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

■ **Preserve Meaningful Open Space**

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

■ **Enhance Neighborhoods**

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

■ **Seek Sustainability**

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

■ **Support Economic Vitality**

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

■ **Advance Transportation**

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

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

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

GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

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

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

■ **Preserve Meaningful Open Space**

■ **Support Economic Vitality**

■ **Enhance Neighborhoods**

■ **Advance Transportation**

■ **Seek Sustainability**

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



Granite Mountain Trail



Oasis Park



Becker House - Michael Dollin



Spring Training



Downtown Bicycles



Desert Bloom

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

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

PRESERVE MEANINGFUL OPEN SPACE

Pinnacle Peak Park



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

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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Preserve Meaningful Open Space*.

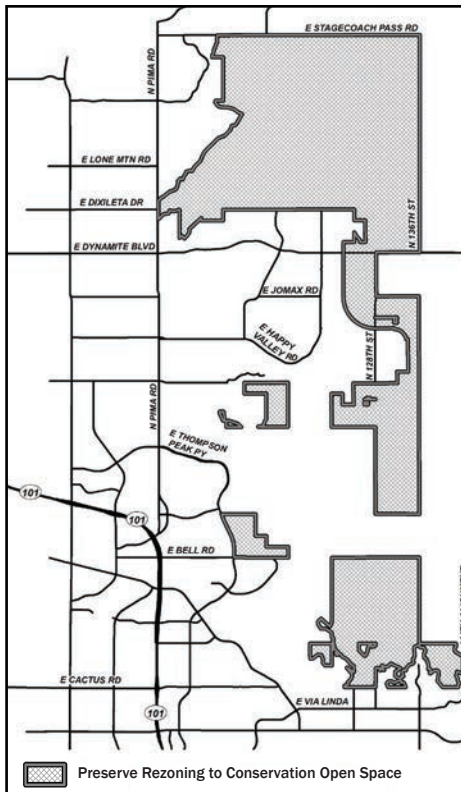
Granite Mountain Trail



Fraesfield Trail



20-ZN-2014 - Preserve Rezoning



Granite Mountain and Fraesfield Trailhead Improvements ■ ■

The Fraesfield and Granite Mountain Trailheads are two of the eleven trailheads that provide public access to Scottsdale’s McDowell Sonoran Preserve. The City of Scottsdale has started the process of preparing master plans for permanent improvements at both locations. The process includes development of construction drawings and ultimately the construction of the first phase of improvements. The trailhead facilities may include basic trailhead support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

Landscape Architecture Medal of Excellence ■ ■ ■

The City of Scottsdale Preservation Division and McDowell Sonoran Conservancy were awarded the Landscape Architecture Medal of Excellence Award in 2015. This national award recognized the city for their ongoing stewardship of the McDowell Sonoran Preserve, as well as their commitment to continuing research and education that will ensure the permanence of such a public asset. *(Cross-Reference Character & Design, Open Space & Recreation, and Preservation & Environmental Planning Elements)*

Preserve Cases ■ ■

The City Council initiated Case 20-ZN-2014 in 2014, which is a case to rezone 22,300± acres of City-owned lands, located within the McDowell Sonoran Preserve, to the Conservation Open Space zoning district. The intended zoning district would further provide another layer of protection for keeping preserve lands in their natural state for perpetuity. Public outreach regarding the case took place throughout 2015. Anticipated Council action is slated for 2016.

In conjunction with the initiative to rezone lands located within the McDowell Sonoran Preserve, City Council directed staff to initiate a text amendment to the Conservation Open Space zoning district, to promote consistency of this district with the Preserve Ordinance and the Preservation & Environmental Planning and Open Space & Recreation Elements of the General Plan.

(Cross-Reference Open Space & Recreation Element)

ENHANCE NEIGHBORHOODS

Scottsdale Neighborhood



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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Enhance Neighborhoods*.

Four Seasons Condominiums



Oasis Park



Sphinx Date & Palm Ranch



Neighborhood Enhancement Partnership (NEP) Program ■■

Scottsdale’s NEP program helps to prevent the decline of mature neighborhoods by encouraging property owners to enhance their own neighborhoods and providing ongoing funding opportunities that can assist in neighborhood-based improvement projects. The Neighborhood Advisory Commission and City Council approved 2 NEP applications, with funding for completed projects amounting to \$17,790.00. The projects included:

- Four Seasons Condominium Association- Landscape improvements; and
- Oasis Park-Repair and Repaint existing front block wall

(Cross-Reference Housing and Neighborhoods Elements)

Scottsdale Spirit Awards ■■

Scottsdale’s Neighborhood Advisory Commission (NAC) advises and makes recommendations to the City Council on policies, plans, strategies and programs for the preservation, improvement and revitalization of Scottsdale’s housing and neighborhoods. For 2015, the NAC asked Scottsdale community members to identify properties (residential and commercial) in the McDowell Road Corridor, that exemplifies all that is great in this eight-square-mile area of the City. The McDowell Road Corridor is generally described as Osborn Road south to the city limits. Properties were evaluated on use of plants, texture, color and neighborhood context, marked improvements and overall appearance. McDowell Corridor property owners were recognized by the Neighborhood Advisory Commission for their beautification efforts. Category winners included:

- Single Family & Townhomes - Residence, 8022 E. Elm Drive, Residence, 8347 E. Hubbell Street
- Multi Family, Condominiums, and Apartments - Oasis Park, 6700 E. Thomas Road
- Commercial - Sphinx Date and Palm Ranch, 3039 N. Scottsdale Road *(Cross-Reference Housing and Neighborhoods Elements)*

Neighborhood Safeguarding ■

Based on International City Management Association (ICMA) data, Scottsdale was one of the fastest and most efficient Code Enforcement agencies for jurisdictions with more than 100,000 residents in 2015, with a 0.2 day average for a Code Inspector response to a complaint turned in by a citizen. In all, Scottsdale Code Enforcement issued 8,101 compliance notices and performed 27,544 inspections/re-inspections. As a result, 95.5% of cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

Neighborhood Protection ■

Using a proactive approach, Code Enforcement investigated 14,535 cases of which 10,895 or 75% were initiated by the Code Inspector. In addition, 815 graffiti sites were abated and 3,222 non-permitted signs were removed from the rights-of-way throughout the City. *(Cross-Reference Neighborhoods Element)*

SEEK SUSTAINABILITY

Crescent Scottsdale Quarter



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

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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Seek Sustainability*.

Regional Involvement ■ ■

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

- The Environmental Office Manager represents the east valley cities on the Maricopa County Clean Air Council, and is the current Chair of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the City Communications Department participated in a successful County wide "No Burn" Campaign.
- In 2015, the Environmental Office Manager led an internal staff committee that assembled a strategy and provided a report brief on the City's implementation strategy for Low Impact Development & Green Infrastructure as required in the City's Municipal Separate Storm Sewer System (MS4) Permit annual report. Low Impact Development and Green Infrastructure strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth.
- The City's Solid Waste Department became a leading partner in the City of Phoenix and the ASU Walton Sustainable Solutions Resource Innovation and Solutions Network (RISN). This is a regional effort to redirect and reuse the valley's waste streams that are currently not deemed recyclable. This year's focus has been on green waste streams and is a component of Phoenix's regional 40% waste reduction by 2020 initiative. *(Cross-Reference Preservation & Environmental Planning Element)*



Green Building Program ■ ■

2015 was a banner year for Scottsdale's Green Building Program. The energy savings from 1,346 green certified homes in the City of Scottsdale is equivalent to 6,774 cars being removed from the streets. On top of those numbers, the program saw a number of projects completed and accolades achieved:

- Completion of IgCC designated projects: SkySong Residential, Optima Sonoran Village Phase 2, Scottsdale Quarter Crescent Apartments, Scottsdale Quarter Office and Retail Building, and Douglas Townhomes (Units 1 and 2)
- Completion of LEED Gold certified project - Museum of the West
- Energy Star Certified City Building – Airport Business Center
- Solar Electric (PV) permits issued – 418

(Cross-Reference Preservation & Environmental Planning Element)

Green Building Lecture Series ■ ■

For the 15th consecutive year, the City provided a free green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Topics this year included edible landscapes and urban gardening, the tiny house movement, smart energy and water technologies, cool roofs in the desert, green building innovations and incentives for energy home retrofits. With attendance increasing annually, the Green Building Lecture Series will continue to showcase Scottsdale's Green initiatives. *(Cross-Reference Preservation & Environmental Planning Element)*



Green Building Lecture Series



Private Green Building ■ ■

Scottsdale's Green Building Program launched their new Green Home Rating Checklist in 2015. The checklist includes new mandatory baseline measures in accord with changing codes, industry standards and the green products market. Also in 2015, there were various proposed code amendments to the 2012 International Green Construction Code (IgCC), related to energy efficiency, water conservation and indoor environmental quality. A letter of support for the code amendments was received from the Environmental Quality Advisory Board (EQAB) in June 2015, with the next step being council action in the upcoming year. *(Cross-Reference Preservation & Environmental Planning Element)*

Environmental Quality Advisory Board ■ ■

In 2015, the Environmental Quality Advisory Board worked on a number of issues providing advice to the Council and general public on school drop off and pick up idle reduction, and alternative water softening (salt free) technologies studies. Additionally the Board has developed an Environmental Excellence Recognition program to recognize private businesses' and other organizations' environmental efforts. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Regulatory Compliance Improvements ■ ■ ■

This year the Environmental Office restructured the City's Environmental Compliance Management System to assist operations staff in effectively managing:

- Hazardous material
- Hazardous waste
- Pollution prevention programs
- Household hazardous waste collections and electronic recycling programs.

(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)



Tree City USA ■ ■ ■

Scottsdale earned its 33rd consecutive "Tree City USA" recognition in honor of Arbor Day – the longest run of any city in the state. To obtain Tree City USA recognition, a community must adopt a tree ordinance; appoint a board, department, or commission to advise the city on urban forest issues; spend at least \$2 per capita on community forestry activities; and hold an Arbor Day celebration. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Regional Dust ■

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

Clean City ■

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

Direct Irrigation Water Reuse ■

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

Water Supply & Quality ■

In 2015, Scottsdale provided safe, reliable drinking water to over 88,000 accounts by maintaining and operating more than 2,000 miles of water lines, 4 treatment facilities, 43 reservoirs, 27 groundwater wells and thousands of fire hydrants, valves, pump/booster stations and other equipment that make up the drinking water distribution system. By performing over 10,000 tests throughout the year on drinking water in the Water Quality Laboratory, all EPA requirements were met. In addition, 66 continuous, online analyzers monitored the drinking water throughout the distribution system and water treatment plants. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Groundwater Savings Facility ■

Scottsdale, through the Groundwater Savings Facility (GSF) Agreement with Salt River Project (SRP), recharged 14,000 acre feet or 4.5 billion gallons of water at the facility earning long term water storage credits. Participation in the groundwater savings facility provides important economic and water management benefits for the City, as the water credits earned will be used to offset future groundwater pumping. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Safe Yield ■

Scottsdale continues to achieve Safe Yield (recharged more water into the aquifer than pumped) for the 10th consecutive year by recharging 8.6 billion gallons of water in 2015. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Leader in Recycled Water Use ■

The WateReuse Research Foundation and the Australian Water Recycling Centre of Excellence have recognized the Scottsdale Water Campus and Reclaimed Water Distribution System among the world's most innovative water purification projects in their recently published Global Connections map. The Scottsdale Water Campus component of the Global Connections map highlights the innovative Advanced Water Treatment Facility, which can produce 20 million gallons a day of ultrapure recycled water for both groundwater recharge and golf course irrigation, and the Reclaimed Water Distribution System – a public-private partnership funded by 23 golf courses in north Scottsdale to provide large turf irrigation without the use of groundwater. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Sustainable Waste System ■ ■

Scottsdale Solid Waste continued to provide quality and efficient services to our customers at the lowest possible cost. They also set many standards to help preserve and protect Scottsdale neighborhoods by:

- Utilizing the transfer station to reduce vehicle mileage and curtail emissions.
- Utilizing programs to remove discarded tires and shopping carts from streets and alleys and providing collection of household hazardous waste and electronics.
- Transferred 67% of the total amount of material collected by solid waste collection programs, using the Transfer Station at 84th Street and Union Hills as the transfer point.
- Participating in a multi-city collaboration with Resource Innovation and Solutions Network (RISN) from Arizona State University.

The rising economic cost of transportation, handling and tipping fees, and the associated environmental costs have solid waste administrators searching for alternatives that will reduce cost and extract value from the green organic feed stock. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements and Enhance Neighborhoods)*

Landfill Diversion ■

Scottsdale began offering curb side residential recycling in 1996. Scottsdale's recycling program successfully diverts over 20% or over 31,000 tons of municipal waste from the landfill annually, making Scottsdale a leader in landfill diversion. The City offers a variety of free events, such as electronics recycling and household hazardous waste collection days. These two programs alone divert over 130 tons of waste each year. Scottsdale offers a move-in box pickup program, commercial recycling and educational programs. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

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SUPPORT ECONOMIC VITALITY



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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Support Economic Vitality*.

Waste Management Open



Barrett-Jackson Auto Auction



Old Town Farmer's Market



Parada del Sol Parade



Tourism ■ ■

Completing its first year as a newly created city department, Tourism & Events successfully provided services to special event producers, downtown merchant groups and tourism partners in an effort to expand the city's economic growth and vitality. Research is essential in understanding who Scottsdale's visitors are and where they are coming from. In 2015, the department expanded its research to include the Longwoods International Travel USA Report that comprise a sampling of visitors to Scottsdale providing specific insight and information about consumer travel segments as well as visitors day trip characteristics. *(Cross-Reference Economic Vitality Element)*

Special Events ■ ■

Events are an important component of Scottsdale's overall image and lifestyle, driving increased visitor attraction and economic benefits. In 2015, the department coordinated and processed 271 event permit applications and invested \$1.2 million of funding in new, existing and community events through a criteria based application process vetted through the Tourism Development Commission and approved by City Council. From nationally televised events to traditional events to new events, all are important "products" to promote Scottsdale as a premiere destination. Events that contributed to Scottsdale's lifestyle include, but are not limited to:

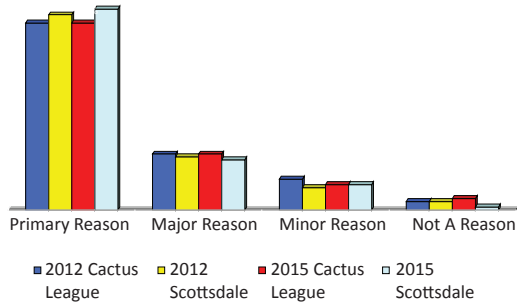
- Super Bowl 49 - Scottsdale hosted approximately over 40 Super Bowl events and received extensive media coverage, which included seven days and over 346 hours of ESPN coverage originating from Downtown Scottsdale
- Waste Management Phoenix Open Golf Tournament, which set a new overall attendance record at 564,368;
- Barrett-Jackson Auto Auction
- Scottsdale Arabian Horse Show the largest of its kind in the world
- San Francisco Giant's Spring Training games
- Parada del Sol Parade, Trails End Festival and Rodeo
- Arizona Rock-n-Roll Marathon & Half Marathon
- Italian Festival
- Scottsdale Culinary Festival
- Canal Convergence - set all time attendance record with 38,437 attendees
- Old Town Farmer's Market
- Brewer's Bowl
- Scottsdale Food & Wine Festival
- Grand Prix of Scottsdale

(Cross-Reference Economic Vitality Element)

Spring Training



Spring Training Visitation Decision



Economic Development Strategic Plan



Work Scottsdale Webpage



Mayor W.J. "Jim" Lane visits Accolade



Spring Training ■

Consistent with 2012 findings, more than twice as many Scottsdale Stadium attendees are from another state or country (66%) than local residents of the Phoenix area (31%). The balance (2%) are Arizona residents from outside the Phoenix metro. In line with the last survey, 72% of out-of-area Scottsdale Stadium attendees say that spring training was the primary reason for their visit to Phoenix area. This is higher than the 2015 League-wide average (67%). Median games attended for the 2015 season among Scottsdale Stadium attendees is 3.1 – up from 2.6 in 2012. The League-wide median is unchanged at 2.6 games attended. *(Cross-Reference Economic Vitality Element)*

Top Spot for Staycations ■ ■

A new list ranking the best and worst cities for staycations compiled by WalletHub finds Scottsdale at No. 4 in the nation. No other Valley city made it to the top 50. WalletHub looked at the 100 most populated cities in the country to create its 2015 list, examining each for recreation, rest and relaxation, and food and entertainment. Scottsdale ranked highly for its rest and relaxation options (No. 5) and food and entertainment (No. 4). *(Cross-Reference Economic Vitality Element)*

Economic Development 5-Year Strategic Plan ■ ■

In 2015, the Economic Development Department created, and City Council adopted the Economic Development Strategic Plan. This plan details the departments goals and strategies for the city over the next 5 years. It breaks down methodologies, priorities and progress index to align with City Council's strategic view. *(Cross-Reference Economic Vitality Element)*

Work Scottsdale ■

The Economic Development Department identified that recruitment of certain skilled labor sectors is a primary issue among local companies. To address this issue, the department launched the 'Work Scottsdale' initiative in January 2015. This initiative includes a combination of messaging campaigns delivered through social media, the creation of marketing and relocation materials for prospective workers, and an online jobs search tool. *(Cross-Reference Economic Vitality Element)*

Small Business Support ■

The Economic Development Department assisted 28 small business in FY 2015. The assists came in the form of questions ranging from marketing assistance, development processes, small business financing tools and business plan review. In addition, the department wrote, designed and published a new Small Business Resource Guide to assist prospective Scottsdale businesses in navigating the process of starting their company. *(Cross-Reference Economic Vitality Element)*

Business Attraction ■

Attracting new jobs and capital investment to the City of Scottsdale remained a top priority for 2015. Efforts were aimed at making the business case for Scottsdale while aligning opportunities with targeted industries. Special event leveraging increased with the presence of the Super Bowl in January 2015, along with other significant annual events. In addition, efforts to capitalize on Scottsdale's spring tourism industry were implemented with the creation of a business attraction video that aired in guest rooms at eight Scottsdale resorts. Outreach and lead generation results included generating and/or responding to 176 new business development leads, a 141% increase from the previous year. The City also had direct and indirect interaction with nearly 1,000 national site selectors through one-on-one meetings as well as a national marketing campaign initiative. *(Cross-Reference Economic Vitality Element)*

Startup Ecosystem ■

DataFox Digest recognized Scottsdale in 2015 as a Top 10 city for creating a thriving startup ecosystem with access to capital and affordability for pre-funded companies. "Scottsdale fosters deep connections between entrepreneurs, students and community members: for example, SkySong, the live-work center for resources and capital for entrepreneurs, is the result of collaboration between the city and university. Scottsdale is a particular standout in three of our four metrics: it combines a low cost of living with a high startup density and strong company growth." *(Cross-Reference Economic Vitality Element)*

Awards Recieved ■

In the fiscal year 2015, the Economic Development Department was honored with three prestigious awards. From the International Economic Development Council, the department was awarded the Excellence in Economic Development Bronze Award. From fdi Intelligence magazine, they were awarded the Economic Development Innovative Team Award. And finally, from the Arizona Association of Economic Development, they were awarded the 2015 Large Economic Development Organization of the Year. *(Cross-Reference Economic Vitality Element)*

Text Amendment ■

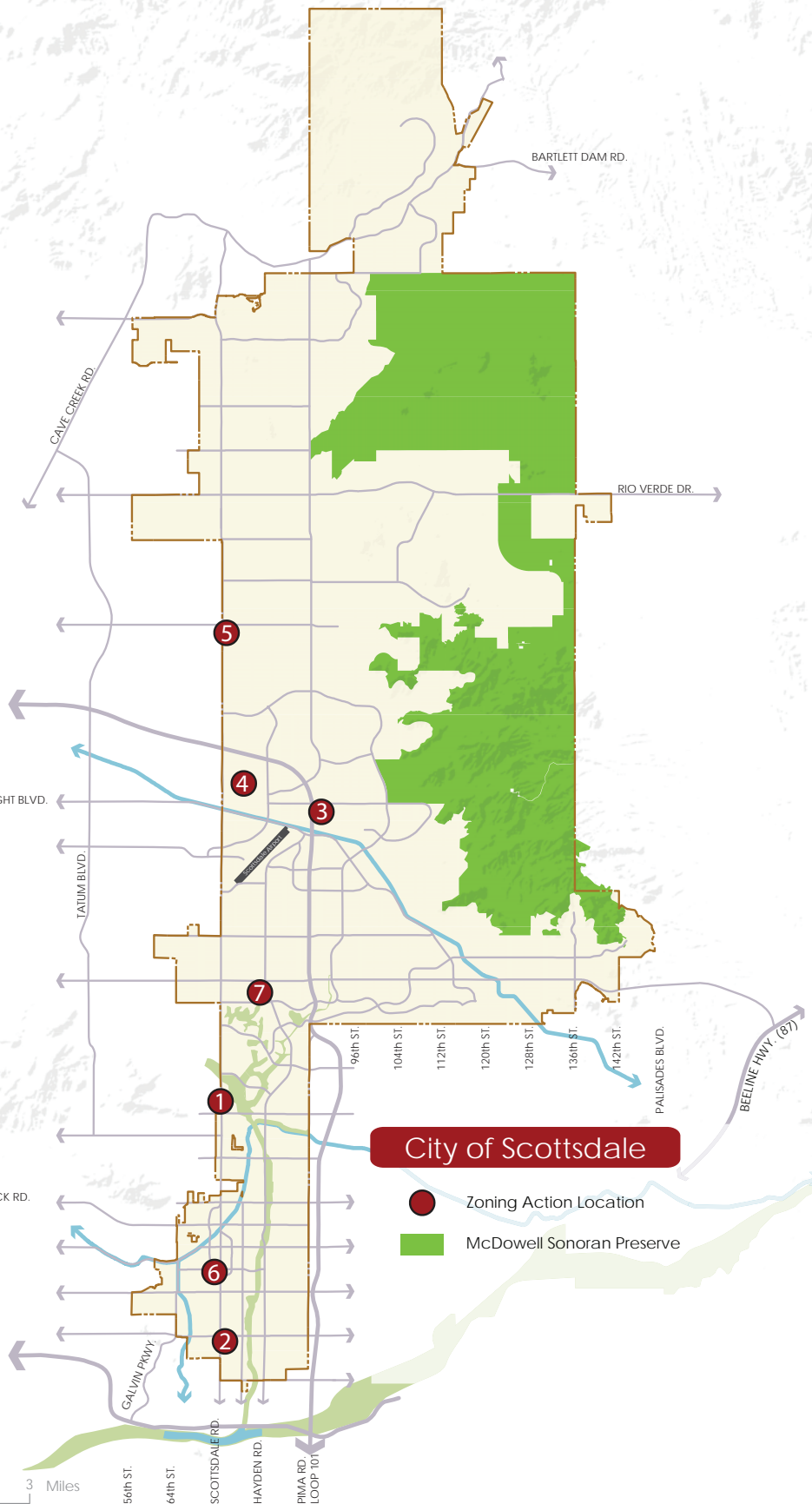
City Council approved several text amendments to the Zoning Ordinance in 2015, including those that affected the C-O, C-4, PBD and Airport Zoning districts. The text amendments were part of the on-going effort to clean-up, improve, and modernize the Zoning Ordinance, incorporating standardized language, style, and format. Ultimately, the text amendments are intended to enhance the usefulness of the Zoning Ordinance for city staff and citizens, as well as potential development applicants. *(Cross-Reference Land Use and Economic Vitality Elements)*

ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2015:

- 1 Artesia (2-ZN-2005 #2)** – This case was an amendment to the previously-approved development plan, including site plan and stipulations, for a 17 +/- acre portion of the Multi-family Residential, Planned Community (R-5 PCD) zoned site to allow for reallocation of building height and additional density and, a site plan modification to relocate a driveway along N. Scottsdale Road to improve access to the property. Having existing Urban Neighborhoods and Neighborhood Commercial (per the approval of case 1-GP-2005) land use designations, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 2 Skysong (26-ZN-2004 #2)** – This case was an amendment to the original Zoning District Map (26-ZN-2004), including amendments to the Planned Community District (PCD) Development Plan, site development standards and the zoning districts; including but not limited to, increasing allowed building height from 60 feet (exclusive of rooftop appurtenances) to 90 feet (exclusive of rooftop appurtenances) and adding building setback and stepback requirements for buildings in excess of 60 feet in height, amending the permitted uses, and eliminating the Regional Shopping Center (C-S) and Commercial Office (C-O) zoning districts for a 40+/- acre site located at the southeast corner of N. Scottsdale Road and E. McDowell Road. Having an existing Mixed-Use Neighborhoods land use designation, the approvals maintained and implemented General Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Open Space Elements)*
- 3 Office 101 (33-ZN-2000 #2)** – This was a rezoning case to amend the development plan and the amended development standards approved as part of the Horseman’s Park PCD (33-ZN-2000). This case allowed 7 feet of additional building height on a parcel located at 8900 E. Bahia Drive, zoned Industrial Park District (I-1 PCD). Having an existing Employment land use designation, the zoning approval maintained and implemented General Plan land use. *(Cross-Reference Land Use and Open Space & Elements)*
- 4 Fairmount Princess Resort Expansion (5-ZN-2015)** – This was a rezoning case to amend the previously approved development plan, site plan, amended development standards, and number of allowed hotel guest rooms. This case allowed for an approximate 66 acre property with Planned Community District (P-C) Central Business District (C-2) zoning. Having an existing Mixed-Use Neighborhoods land use designation, the zoning approvals maintained and implemented General Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
- 5 Silverstone (15-ZN-2005 #3)** – This was a rezoning case to amend a previously approved case stipulation (15-ZN-2005) for a property located at the southeast corner of E. Pinnacle Peak Road and N. Scottsdale Road with Planned Community District (PCD) and Commercial Office (C-O) zoning. The amended zoning case stipulation altered the timing of development in regards to street improvement requirements. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 6 Agave Residences (1-ZN-2014)** – This was a rezoning from Highway Commercial (C-3), General Commercial (C-4) and Downtown Office Commercial, Type 2, Planned Block Development, Downtown Overlay (D/OC-2 PBD DO) zoning districts to Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) zoning district and approval of a development plan, including amended property development standards, on a 8.85 +/- acre site in order to develop Site 1 (5.26-acre south site) to accommodate a 374-unit multi-family residential development. Site 2 (3.59-acre north site) will retain the existing restaurant development. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 7 Astoria (55-ZN-1978 #2)** – This was a rezoning from Single Family Residential District (R1-18 PRD) to PRD, to allow for a new 7-lot residential subdivision, with amended development standards on 3.3+/- acres. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

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

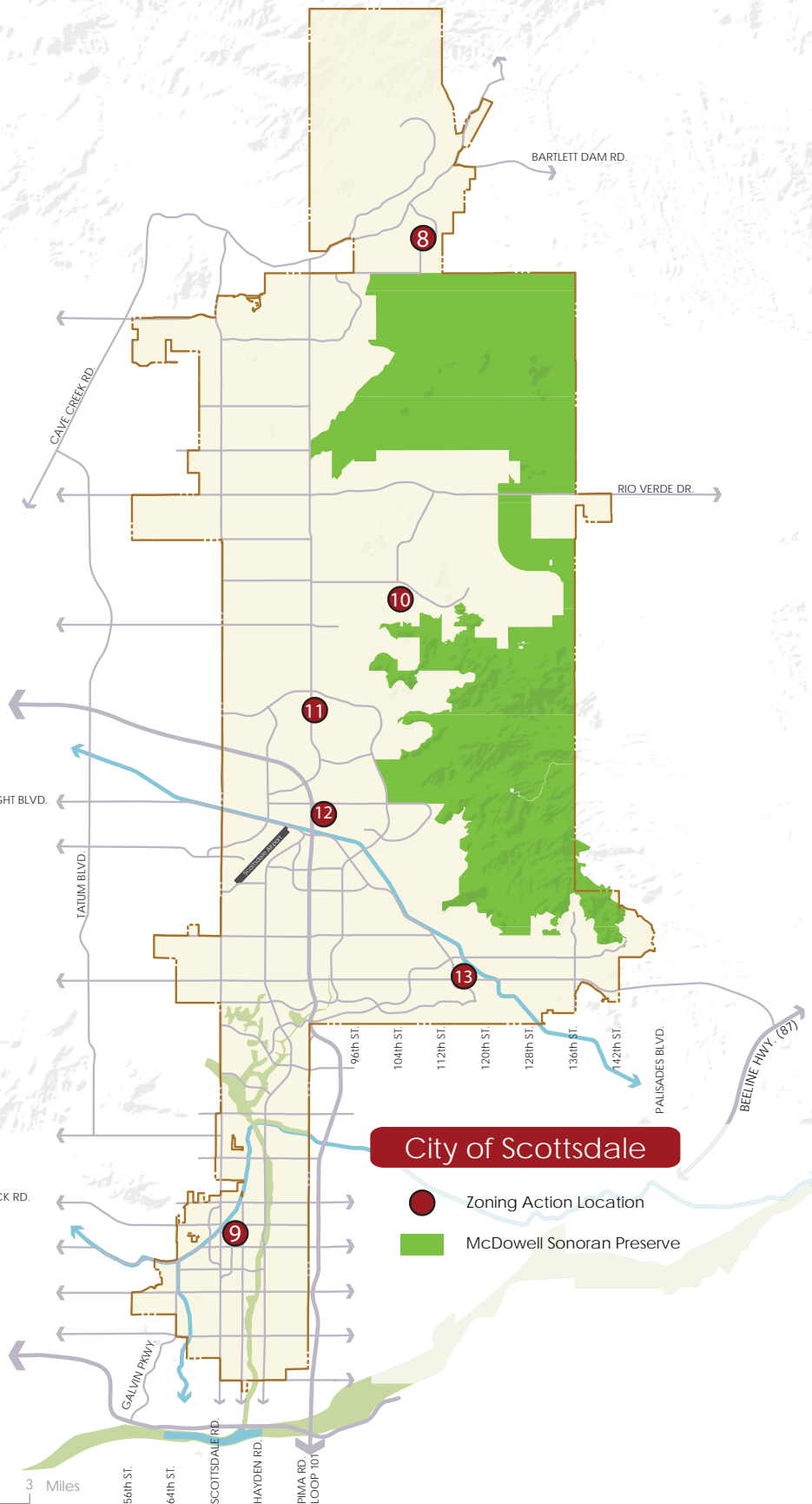


ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2015:

- 8 Wildcat Hill (17-ZN-2014)** – This case was a rezoning from the Single-family Residential, Environmentally Sensitive Lands (R1-190/ESL) zoning district to Single-family Residential, Environmentally Sensitive Lands (R1-70/ESL), on 305+/- acres of a 353+/- acre site, located at the southeast corner of N. Cave Creek Road and E. Bartlett Lake Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 9 Center for Recovering Families (6-ZN-2015)** – This was a rezoning case to amend the street setback from 20 feet to 10+/- feet for a 2,400+/- square foot property located at 4325 N. 75th Street with Highway Commercial Parking District Downtown Overlay (C-3/P-3/DO), and Parking District Vehicle Parking Downtown Overlay (P-2 DO) zoning. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 10 Schoneck Residence (103-ZN-1983 #3)** – This was a rezoning to amend the development standards and stipulations of case 103-ZN-1985 to allow improvements outside the building envelope on lot 4 within the Montana Del Tesoro subdivision located at 10570 E. Pinnacle Peak Road with Single-Family Residential District, Hillside District R1-43 (HD) zoning. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*
- 11 DC Ranch/Sierra Pinta Wash Channel (54-ZN-1989 #2N)** – This was a case to adopt the R1-7 PCD zoning on the Sierra Wash Channel parcels within DC Ranch. Drainage improvements within the wash were completed in 2015 (just south and east of Parcel 2.3C in DC Ranch), and lacked zoning designation. This case did not change the zoning classification, density or any other land use entitlement, but simply added it to these unclassified parcels within DC Ranch's current zoning (at the time of approval of case 54-ZN-1989 #2 no specific parcel boundaries were determined). Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*
- 12 Brown Auto (9-ZN-2015)** – This was a rezoning case to change the Planned Community District (P-C) zoning from Industrial Park District (I-1) to Central Business District (C-2) amending the Horseman's Park PCD Development Plan (33-ZN-2000) on a +/- 1.7 acre site to allow Vehicle Leasing, Rental or Sales (Vehicle Sales) with Indoor Vehicle Display and Vehicle Repair on the site. Having an existing Employment land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
- 13 Mountain Side Plaza (19-ZN-1987 #4)** – This was a zoning amendment from Highway Commercial – Planned Community District (C-3 PCD), Multiple-Family Residential – Planned Community District (R-5 PCD) and Service Residential (S-R) zoning to Highway Commercial (C-3), and Service Residential (S-R) zoning on 1.9 +/- acres to clean up the zoning district boundaries on three lots within the Mountain Side Plaza allowing them to follow established development patterns and parcel lines within the development. Having an existing Resort/Tourism land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*

JENNY LIN RD.
 CIRCLE MOUNTAIN RD.
 HONDA BOW RD.
 ROCKAWAY HILLS RD.
 DESERT HILLS DR.
 JOY RANCH RD.
 STAGECOACH PASS
 CAREFREE HWY.
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 HAPPY VALLEY RD.
 PINNACLE PEAK RD.
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 GREENWAY PKWY.
 THUNDERBIRD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLETREE RANCH RD.
 McCORMICK PKWY.
 INDIAN BEND RD.
 LINCOLN DR.
 McDONALD DR.
 CHAPARRAL RD./CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 LOOP 202
 McKELLIPS RD.



ADVANCE TRANSPORTATION

Scottsdale Airport



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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Advance Transportation*.

Bus Service Extension ■ ■ ■

Route 72 Scottsdale/Rural improved to ten minute frequency for trips from Tempe Transit Center to Scottsdale Fashion Square and peak hour service to the Thunderbird Park and Ride. Creation of the new Camelback Trolley with service from 6:00 a.m. to 10:00 p.m. provided service to Scottsdale Fashion Square Mall and Scottsdale Community College. The Downtown Trolley expanded its route boundary further north and south for new ten minute frequency. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Thomas & Hayden Road Improvements



Thomas Road Improvements ■ ■

The city completed construction of “Complete Street” improvements on Thomas Road from 73rd Street to Indian Bend Wash. The project included bike lanes, wider sidewalks, bus shelters, landscaped medians, public art, pedestrian lighting, and a new traffic signal at Thomas and Civic Center Plaza. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Chaparral Road Improvements



Chaparral Road Improvements ■ ■

Scottsdale has launched construction on a series of improvements to Chaparral Road between 69th Place and Scottsdale Road. Work began in September 2015 with the intersection improvements at Chaparral and Scottsdale Roads and the installation of the sewer collection line between 69th Place and 71st Street. Traffic restrictions will be in place throughout the duration of construction which is anticipated to be complete Spring of 2016. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Mustang Transit Improvements Project ■ ■ ■

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

Downtown Bicycles



Bike Lanes ■

The city installed bike lanes in conjunction with other street improvements, which saved money and added important enhancements. During routine street surface maintenance work bike lanes were added to Thunderbird Road from the Loop 101 to Frank Lloyd Wright Boulevard, Via Linda from 124th Street to 132nd Street, Lone Mountain Road from Scottsdale Road to Pima Road, and Camelback Road from 66th Street to Marshall Way. Turn bays and bike lanes were added to 100th Street from Sweetwater to Frank Lloyd Wright Boulevard. *(Cross-Reference Community Mobility Element)*

Cab Connection ■ ■

Scottsdale continued the Cab Connection as an alternative to Dial-a-Ride. This program offers residents – age 65 or older and/or disabled - more flexibility and greater independence by providing sixteen cab vouchers per month per user. The vouchers are subsidized by the City of Scottsdale at a rate of 80% up to a maximum of \$10.00. Over the course of 2015, the number of active participants in the city’s Cab Connection program increased by 6% along with a 5% increase in Cab Connection vouchers issued. In addition, for the year 2015 (from August to December 2015), there were 21 active neighbors in the Foothills Caring Corps transportation voucher program that works in coordination with Cab Connection, to serve Scottsdale residents north of Bell Road who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process. This program was launched in August 2015. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Community Events

City and Scottsdale Public Art staff coordinated the 10th Annual Scottsdale Cycle the Arts community bike ride to showcase public art by bike. On April 19th a shorter family-friendly bike ride was led on an 8-mile route around downtown, the Arizona Canal, and Indian Bend Wash. On April 26th, a group of experienced cyclists rode 33-miles in north Scottsdale to view several new public art pieces. City staff also coordinated with Pueblo Elementary School for Bike to School Day. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Neighborhood Traffic Management Program

Transportation staff worked with neighborhoods to address traffic concerns and install traffic calming on Cholla Street from Hayden Road to 84th Street, Granite Reef Road from Thomas Road to Osborn Road, and on 86th Street from Thomas Road to Earll Drive. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Road Paving

To help meet federal standards for air quality and reduce particulate matter, the city paved dirt roads on Hayden Road from Dynamite to Via Dona Road, Via Dona Road from Scottsdale Road to Hayden Road, and Pinnacle Vista Drive from 64th Street to 69th Street. *(Cross-Reference Community Mobility and Seek Sustainability Elements)*

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VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER



Gainey Ranch

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

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

The following section of the report highlights actions and events that occurred in 2015 that implemented the Guiding Principle, *Value Scottsdale's Unique Lifestyle and Character*.

Desert Bloom



Swale



Copper Falls



Roots of Botch - IN FLUX



Public Art Citywide

Public art projects were installed at several locations within Scottsdale.

- **Desert Bloom** is located at the entrance of Western Spirit: Scottsdale's Museum of the West in the Downtown Growth Area. Portland artist Curtis Pittman worked with the Phoenix-based company MAGNUM to fabricate this artwork. Delicately emerging from the landscape, Desert Bloom serves as an icon marking the Museum Plaza.
- **Swale** is part of the City of Scottsdale roadway improvements for Thomas Road between 73rd Street and the Indian Bend Wash Bridge. Designed by artist Stacy Levy, Swale consists of 176 powder-coated steel “blades” and “seed pods”. This permanent installation gives an art experience to all modes of transportation—vehicular, bike, and pedestrian in addition to providing a landmark for the neighborhood.
- **Copper Falls** is located on the southeast corner of Scottsdale and Camelback Roads in the Downtown Growth Area, the piece is part of a project to improve the walkability and aesthetics of a portion of the Arizona Canal. The installation features cascading water over a series of copper bowls, back lit for nighttime visibility, and was designed by artist Robert Adams. *(Cross-Reference Character & Design and Growth Areas Elements)*

Canal Convergence

Scottsdale Public Art presents Canal Convergence annually with Salt River Project (SRP). With 38,437 patrons attending the event in 2015, Canal Convergence brought local and international artists together with Valley residents for a unique experience of public art, performance, and interactive workshops. Located on the banks of SRP's Arizona Canal at Scottsdale Waterfront, the yearly event combines temporary art installations with information regarding the Valley's unique canal culture and history. *(Cross-Reference Character & Design and Growth Areas Elements)*

IN FLUX

IN FLUX is a regional public/private initiative created by Scottsdale Public Art that gives Arizona artists the opportunity and experience of working with vacant spaces and storefront locations. The artists create site-specific public art installations that bring visitors to areas and engage them in new and different ways. As IN FLUX has continued to grow and expand, Scottsdale Public Art, in addition to partnering with other cities, has worked with property owners along Marshall Way, Main Street, Scottsdale Quarter, and the Pavilions. *(Cross-Reference Character & Design and Growth Areas Elements)*



Scottsdale General Plan 2035 ■ ■ ■ ■ ■ ■

As a means to inform the update of the General Plan, the City held several outreach opportunities over the course of 2015. Opportunities to participate included open house meetings, City board and commission presentations, and Planning Commission and City Council meetings. Input gathered from public outreach will be routed to Planning Commission and City Council for consideration. *(Cross-Reference Community Involvement Element)*

Scottsdale Leadership ■

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

Strategic Planning Workshop ■

City Council held a Strategic Planning Workshop on February 24, focusing on Scottsdale’s successes and key challenges to work on over the next year. The event allowed the Council to discuss a broad range of community issues in a public forum, which included discussing the McDowell Road corridor, tourism & events, and transportation strategies. *(Cross-Reference Community Involvement Element)*

Community Involvement ■

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

Community Education ■

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

Downtown Ambassadors & City Volunteers ■

The Downtown Ambassador Volunteer program grew to over 99 volunteers with over 4,537 hours manning kiosk informational carts, special events, cart stocking and various “behind the scenes” activities. City Volunteers as a whole were comprised of more than 4,000 Scottsdale residents, contributing more than 200,000 volunteer hours – which has been valued at more than \$4.8 million in savings. The city’s Volunteer Program provides opportunities for people to work in diverse sectors of local government and helps augment the many services provided to citizens and visitors at no added cost. *(Cross-Reference Community Involvement Element)*



Community Partnerships ■

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) annual block party event with 54 parties and approximately 1000 homes participating. Two annual “Keep Scottsdale Beautiful” events had a total of 640 volunteers clean 160 miles of roadway, and the Adopt-a-Road program had 126 registered groups with more than 1280 volunteers keeping 422 miles of Scottsdale roadsides adopted and cleaned throughout the year. For 2015, there were 113 neighborhood watch groups across the City which includes a total of 213 captains/co-captains. *(Cross-Reference Community Involvement Element)*

Mighty Mud Mania



Mighty Mud Mania ■

Mighty Mud Mania celebrated its 40th year at Chaparral Park, providing several mud-filled activities for various age groups. With over 7,000 participants, the event raised \$3,300 in support of Scottsdale youth programs. *(Cross-Reference Open Space & Recreation Element)*

April Pools Day ■

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

April Pools Day



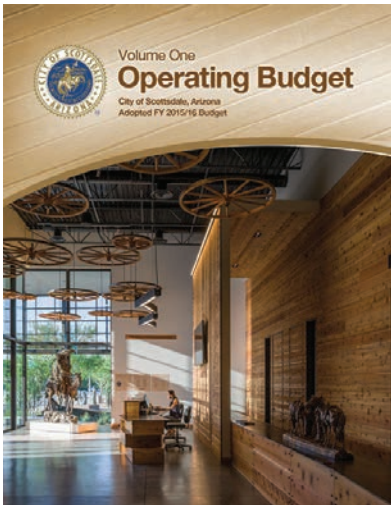
Performance Measurement Excellence ■

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

Budget Book and Involvement ■

The City Budget Department supported the City Council’s ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The City’s fiscal year 2015/16 Budget Book earned the “Distinguished Budget Presentation Award” for the 25th consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association’s Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting. *(Cross-Reference Community Involvement Element)*

2015/16 Budget Book



Civic Center Mall Master Plan ■ ■ ■ ■

The goal of the Civic Center Mall Master Plan is to address infrastructure deficiencies, improve public park amenities, expand performance and festival capabilities, and create a destination point and economic catalyst. Public outreach meetings were held in October and November of 2015, where city staff received hundreds of comments from the community. A great deal was learned about what citizens like in the Civic Center Mall area and what areas are in need of improvement. Moving forward, there will be further public outreach and fine tuning of the plan in order to engage boards, commissions and, eventually, City Council. *(Cross-Reference Preserve Meaningful Open Space, Enhance Neighborhoods, Support Economic Vitality, and Unique Lifestyle Elements)*



Library Culture Pass ■ ■

The Culture Pass program that started at the Scottsdale Public Library over 8 years ago now includes 15 different libraries throughout the State of Arizona. Library cardholders can check out a culture pass for free admission or tickets for two people at over 24 participating cultural and performance venues. These passes enable families to visit museums and other cultural spots that they may not be able to afford, simply by using their library card. Sample venues include the Desert Botanical Garden, the Phoenix Art Museums, and Childsplay Theater Group. The Library is working on having our latest museum: Western Spirit, Scottsdale's Museum of the West, added to this program. *(Cross-Reference Public Services & Facilities Element)*

Starting Your Start Up ■ ■

Starting Your Start Up is a 5-week series of classes taught on Saturday mornings in the Eureka Loft Scottsdale. Registrations have exceeded expectations, and we have increased the class size from 20 to 30 to accommodate the demand by interested adult patrons seeking the knowledge to start their own businesses. Patron satisfaction surveys indicate class presenters received 4.8/5 for both presentations and content. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

Library & Youth Programs ■ ■

Scottsdale's Public Library System was selected by the Arizona State Library for a \$2,500 grant to pilot a coding club with youth at the Civic Center Library location. The grant includes training for staff, software and support. Also, 4 "Knowing & Growing" Early Learning programs were added to the existing 6 making a total of 10, which is the most the Library has been able to offer in 2 years. There are 5 each of "Fun with Math & Science" and "Books Can ...". If interest continues to grow for early learning programming, more classes will be added. *(Cross-Reference Preservation & Environmental Planning Element)*

Library Adult Programs ■ ■

Adult program attendance at the library is up 22% from the previous year, largely due to the success of the Local Author Book Sale. It was moved into the main lobby of the Civic Center Library and attendance increased 3-fold from the previous year. The Appaloosa Library also saw an increase in adult program attendance due to a partnership with the Via Linda and Granite Reef Senior Centers to offer programs in the north. *(Cross-Reference Public Services & Facilities Element)*

Library Material Circulation ■ ■

Library material check-outs is up 8% overall from the previous year. The growth is due to e-material check-outs, which makes up 25% of our overall library materials checked out. *(Cross-Reference Public Services & Facilities Element)*

Age-Friendly Community ■ ■

Duet, Partners in Health and Aging continued their partnership with Scottsdale's Human Services in 2015 in order to improve the quality of life for older adults by providing a broad range of services at both Granite Reef and Via Linda Senior Centers. The partnership is a result of the citywide, 'Age-Friendly Community' initiative. *(Cross-Reference Public Services & Facilities Element)*

Best Places to Retire ■ ■

Scottsdale captured the 10th spot in Livability.com's 2015 list of the "Top Ten Best Places to Retire." Scottsdale was chosen for its population of seniors, low crime rate, good health care and "resort-like" amenities. Nearly 28 percent of the city's population is 60 and older. Other qualities that landed Scottsdale its spot include the large number of retirement and assisted living communities and plenty of golf courses, spas and hiking. The data used to make this list came from a survey and other multiple information sources. The survey research determined the criteria most important to older generations when retiring. *(Cross-Reference Public Services & Facilities Element)*

Cities That Care ■ ■

Some cities are better at taking care of their neighbors than others. Scottsdale was among the best in 2015 – ranking No. 10, according to a financial services company. WalletHub analysts compared the 100 most populated cities across 26 key metrics to find which have the most caring spirit. The data set ranges from the percentage of sheltered homeless persons to the percentage of income donated to charity, to the number of rehabilitation centers per capita. WalletHub had this to say about our community: "Scottsdale Senior Services provides an integrated system of services, resources and opportunities to help people improve their lives, neighborhoods and community through recreation, social services and health and wellness services." *(Cross-Reference Public Services & Facilities Element)*

Law Street Safe City ■ ■

Scottsdale was recognized by Law Street as America's 7th safest city with a population of 200,000 or more. The study was done alongside Law Street's Crime in America 2015 study, and focused on cities in the United States in relation to property crime, violent crime, and the chance of being a victim of crime using the FBI's most recent crime report. *(Cross-Reference Public Services & Facilities Element)*

City of Scottsdale General Plan 2001



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

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

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

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

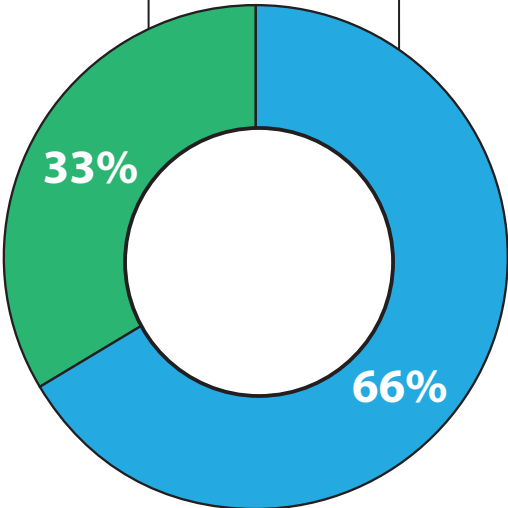
BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2015

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

- Los Gatos (2-GP-2015)
- The Gallery (3-GP-2015)

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

- The Outpost (1-GP-2015)



NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the non-major General Plan amendments adopted by City Council between January and December 2015:

- ① **Los Gatos (2-GP-2015 & 8-ZN-2015)** – City Council approved a non-major General Plan amendment to change the land use designation from Suburban Neighborhoods to Rural Neighborhoods on 28+/- acres located at the northeast corner of N. Pima Road and E. Los Gatos Drive, and 30+/- acres located south of the southeast corner of N. Pima Road and E. Los Gatos Drive. Additionally, the Council approved a change to the zoning from Single-family Residential, Environmentally Sensitive Lands (R1-190 ESL) to Single-family Residential, Environmentally Sensitive Lands (R1-35 ESL) on both sites to allow the development of a new 50 lot, single-family residential subdivision on 58 acres, and dedication of a 100 foot Pima Road Scenic Corridor. Planning Commission heard these cases on September 16, 2015 and recommended approval with a vote of 7-0.

(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space Elements)

Adopted by City Council on October 20, 2015, with a vote of 7-0.

- ② **The Gallery (3-GP-2015 & 12-ZN-2015)** – City Council approved a non-major General Plan amendment to change the land use designation from Mixed-Use Neighborhoods to Urban Neighborhoods on a 1.2+/- acre site located at Earll Drive & 71st Street. Additionally, the Council approved changing the zoning from Highway Commercial (C-3) zoning to Multiple-family Residential (R-5) to develop a townhome residential project consisting of 18 units on the site. This case provided variety in housing options in the area as well as reinvestment in a underutilized/vacant property. There were some compatibility issues between the proposed residential and the existing adjacent auto-repair sites initially, but development agreements were utilized to resolve the new setback impositions to the auto-repair sites satisfaction. Planning Commission heard the General Plan and Rezoning cases on November 18, 2015 and recommended approval with a vote of 6-0.

(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)

Adopted by City Council on December 2, 2015, with a vote of 7-0.

MAJOR GENERAL PLAN AMENDMENTS

The following is the major General Plan amendment that was adopted by City Council between January and December 2015:

- ③ **The Outpost (1-GP-2015 & 10-ZN-2015)** – City Council approved a major General Plan Amendment to change the land use designation from Rural Neighborhoods to Commercial on a 10+/- acre property at the northwest corner of N. Pima Road and E. Dynamite Boulevard. Additionally, the Council changed the zoning from the Single-Family Residential District, Environmentally Sensitive Lands, Foothills Overlay (R1-190 ESL FO) zoning district, to the Planned Neighborhood Center, Environmentally Sensitive Lands, Foothills Overlay (PNC ESL FO) zoning district to develop a collection of retail and related commercial uses including: a grocery store, hardware store, a flower and garden shop, a restaurant, a gas station, and other compatible neighborhood commercial uses. The applicant's request has been submitted previously (3-GP-2009 and 5-GP-2011); in the time that has passed since those submittals, several other Council-adopted General Plan amendments made the assertion that there is an overabundance of Commercial-designated land within the northern portion of the city - those cases sought and were approved for a change from commercial to residential use. Planning Commission recommended approval of the request, 4-2 at their October 28, 2015 hearing.

(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)

Adopted by City Council on December 1, 2015, with a vote of 5-2.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

CAVE CREEK RD.

RIO VERDE DR.

TALUM BLVD.

PALISADES BLVD.

BEELINE HWY (87)

City of Scottsdale

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



56th ST.
64th ST.
SCOTTSDALE RD.
HAYDEN RD.
PIMA RD.
LOOP 101

96th ST.
104th ST.
112th ST.
120th ST.
128th ST.
136th ST.
142th ST.



CITY OF SCOTTSDALE
GENERAL PLAN 2001
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