

City of Scottsdale 2001 GENERAL PLAN

ANNUAL REPORT

January-December 2011 Review



Acknowledgements

CITY COUNCIL

Mayor W. J. "Jim" Lane	Ron McCullagh
Lisa Borowsky	Linda Milhaven
Suzanne Klapp	Dennis Robbins
Robert Littlefield	

PLANNING COMMISSION

Michael D'Andrea, Chair	Michael Edwards
Ed Grant, Vice Chair	Erik Filsinger
David Brantner	Jay Petkunas
Matthew Cody	

PROJECT STAFF

David Richert, *City Manager*

Paul T. Katsenes, *Executive Director of Community and Economic Development*

Connie Padian, *Planning Administrator*

Erin Perreault, *AICP, Long Range Planning Manager*

Taylor Reynolds, *Associate Planner/Report Author*

CITYWIDE DIVISIONS/DEPARTMENTS

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

Executive Summary

OVERVIEW

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

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

The purpose of this report is to review the advancement and implementation of the General Plan in order to fulfill the state mandated requirement for annual review, and to ensure that it still functions in the same manner as expressed above. This report provides a list of major accomplishments to illustrate how the General Plan goals have been implemented for the reporting period of January 2011 through December 2011. It also includes a summary of non-major and major General Plan amendment approvals.

HIGHLIGHTS OF MAJOR ACCOMPLISHMENTS

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

- **2011 General Plan Update** – Several departments within the City collaborated on planning, facilitating and hosting public outreach/participation opportunities citywide, so as to complete the State Statute required, ten year, General Plan update. The completed plan found unanimous support from the Planning Commission and was adopted by City Council through a 2/3 majority vote in October 2011. Also, per State Statute requirements, in November 2011, the City Council voted unanimously to place the 2011 General Plan on the

March 13, 2012 Scottsdale Special Election. The 2011 General Plan was defeated at the election 52% to 48% thus the City of Scottsdale 2001 General Plan remains the governing document for the community at this time.

- **Art Recognition** – Scottsdale’s landmark Soleri Bridge and Plaza captured several awards throughout 2011, including awards from Valley Forward, RED, Engineering News-Record, Structural Engineers Association of Arizona, and American Shotcrete Association.
- **Fostering Tourism** – Scottsdale continued to be a tourist destination by supporting signature events including, but not limited to, the P. F. Chang’s Arizona Rock ‘N’ Roll Marathon, Barrett-Jackson Auto Auction, Waste Management Open, Arabian Horse Show, the Parada del Sol Parade and Rodeo, the San Francisco Giants spring training, Scottsdale Culinary Festival, Tour de Scottsdale, Scottsdale Air Fair, and the Goodguys Car Show.
- **Tony Nelssen Equestrian Center** – In February, the City Council voted unanimously to rename the main arena at WestWorld, previously known as the equidome, as the “Tony Nelssen Equestrian Center” to honor the late Scottsdale City Councilman. The City Council also created a new Capital Improvement project that will improve the facility’s ability to compete as a year-round venue for equestrian and other signature events.
- **Business Relocation** - Starwood Hotels and Resorts Worldwide, Inc. relocated its finance corporate office to the Scottsdale Quarter where the hospitality industry leader built out more than 56,000 square feet of office space to accommodate approximately 300 employees.
- **Downtown Ambassadors** – Neighborhood Services assumed management of the Downtown Ambassador volunteer program and increased the volunteer core from 19 to 57 individuals covering key locations in Downtown during the peak tourism season.
- **Neighborhood Safeguarding** – The total number of code enforcement violations decreased in neighborhoods during the previous year while staff-initiated code enforcement cases increased.
- **Neighborhood Protection** – Over 1,200 graffiti sites were abated and more than 1,800 illegal signs were removed from public rights-of-way.
- **Via Dona Trail** – Construction was completed on the Via Dona Trail, a non-motorized, multi-use path. Approximately 2 miles in length, the Via Dona Trail will be located on the south side of Via Dona between Scottsdale and Pima Roads. The trail is intended for use by the general public - pedestrians, equestrians and bicyclists.
- **McDowell Sonoran Preserve** – The city purchased approximately 4,400 acres of State Land for inclusion in the Scottsdale McDowell Sonoran Preserve. The total purchase price was roughly \$88 million with approximately \$36 million assistance from the Arizona State Parks Growing Smarter Grant Program.
- **Leadership in Energy and Environmental Design** – The City constructed two LEED Gold certified fire stations that include photo voltaic solar power systems.

- **Environmental Award** – The City of Scottsdale was presented an Award of Merit by Valley Forward for the Appaloosa Branch Library. The LEED Gold Certified building’s focus on beauty and sustainability provides natural reading light, heat dissipating features, and interior spaces open to the surrounding desert.
- **Dust Control Planning** – The City actively participated in the MAG Air Quality Technical Advisory Committee and the rapid response planning for dust control in the region.
- **Green Building** – The City adopted the International Green Construction Code (IgCC) as the core of the City’s voluntary Commercial Green Building Program.
- **Sustainable Improvements** – The City made efforts towards greater sustainability through city improvements and purchases. As a result, the City replaced approximately 25% of the City’s inventory of street lights with LED energy saving fixtures and installed solar powered streetscape elements on Scottsdale Road south of the Downtown. Along with this, the City’s fleet purchased the City’s first hybrid solid waste collection truck, expanded the use of CNG fueled solid waste collection trucks, and expanded its alternative fuels to include E-85 flex fuel to go along with the biodiesel and CNG fuels.
- **Safe Crossing** – A pedestrian connection on a busy traffic corridor received a safety upgrade through the development of a “HAWK” crossing on Scottsdale Road between the Scottsdale Quarter and Kierland Commons mixed use developments.
- **Senior Center Award** – The Granite Reef Senior Center was awarded the Prestigious “Pinnacle” Award after being selected as the Most Outstanding Senior Center in the United States for health and wellness and active aging programs.
- **Safety** – The Fire Department reported a response time decrease to 4 min 17 seconds from 4 min 22 seconds, shaving valuable seconds off critical responses.
- **Hazard Mitigation** – The Fire Department put together an all hazards incident management team for special events and seasonal weather incidents.
- **Regulatory Compliance** – The City met all drinking water, wastewater and superfund program federal, state and local regulations. Water Resources published an annual report designed to communicate water quality information to customers in compliance with the United States Environmental Protection Agency (EPA) requirements and completed EPA mandated Five-Year Review of the North Indian Bend Wash Superfund site.
- **Bicycle Friendly** – The City of Scottsdale reached Gold Level in the Bicycle Friendly Community Program from the League of American Bicyclists – a goal from the 2008 Transportation Master Plan. In addition, Scottsdale is rated among the top 17 bicycle-friendly communities in the nation.
- **Trolley Services** – In order to focus on areas with high customer demand, the Downtown Trolley Route was modified. The new route now provides better service to visitors, residents, and businesses. The Hospitality Trolley continued through 2011, providing convenient access and service to both north and south Scottsdale tourism destinations.

COUNCIL-ADOPTED GENERAL PLAN AMENDMENTS

Non-Major General Plan Amendments:

- Zocallo Residential (6-GP-2011)
- CrackerJax (8-GP-2011)

Major General Plan Amendments:

- Scottsdale General Plan 2011 (3-GP-2011)

Introduction

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

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

The purpose of this report is to review the advancement and implementation of the General Plan in order to fulfill the state mandated requirement for annual review and to ensure that it still functions in the same manner as expressed above. This report provides a list of major accomplishments to illustrate how the General Plan goals have been implemented for the reporting period of January 2011 through December 2011. It also includes a summary of non-major and major General Plan amendment approvals.

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

Table below). Some of the state mandated elements have been combined and some have been expanded beyond what is required by state law. Major accomplishments are listed under these elements along with the General Plan abbreviated goals they implemented. It must be noted that not every accomplishment this past year is included in this report.

The second section describes State Statutes pertaining to the General Plan amendment process. Arizona Revised Statutes allow jurisdictions discrepancy as to General Plan amendment criteria and the report briefly describes Scottsdale’s established measures. This section of the report also lists and describes major and non-major General Plan amendments that were adopted by the Scottsdale City Council during the reporting period.

General Plan Elements Comparison Table

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

Summary of Accomplishments



Character and Design Element

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

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

Arizona American Planning Association (AzAPA) Awards – The Greater Airpark Character Area Plan and the Southern Scottsdale Character Area Plan both received an honorable mention as part of the AzAPA Awards held in 2011. Both plans were nominated as part of the Master Plans category and were judged in terms of innovation, quality, comprehensiveness, and public participation.

Valley Forward 2011 Environmental Award of Merit – The Southern Scottsdale Character Area Plan was recognized in the Livable Communities Public Policy/Plans category. This plan offers guidance to the community regarding future growth and development decisions. It acts as a framework for citizens, business owners and public officials to join together and ensure that revitalization and redevelopment fulfills the community's vision and values.

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

Valley Forward 2011 Environmental Award – The City of Scottsdale was presented an Award of Merit by Valley Forward recognized in the Buildings and Structures category for the Appaloosa Branch Library. The library's focus on beauty and sustainability provides natural reading light, heat dissipating features and interior spaces open to the surrounding desert. Appaloosa is a LEED Gold Certified building.

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

Villa Monterey Historic Preservation – City Council approved a historic preservation overlay zoning to the Villa Monterey neighborhood located in the vicinity of the Miller and Chaparral Roads intersection. The Villa Monterey Historic District is considered historically and architecturally

significant as a collection of townhomes that were influential on the physical form of Scottsdale in the postwar era and remain discernible and distinctive today.

City Council Historical Research – The City Clerk researched and documented the terms of all former Council members. Until this project was completed, there was no written record of whether a Mayor or Councilmember was elected or appointed, or how many terms, and their lengths, each had served. A comprehensive list of Scottsdale’s Mayors and Councilmembers has been compiled and made available to the public on the City’s website. A picture of every Mayor and Councilmember was located and posted on the web as well. In addition, listed by decade, are major events and items of interest that occurred during each Council’s tenure.

Public Bodies Historical Research – The City Clerk researched and documented the City’s appointed public bodies (boards, commissions, committees, task forces, subcommittees, etc.), including public bodies that are no longer active. All of the data available in the files regarding each of the City’s appointed public bodies has been collected and placed in a database, including past and present membership; enacting legislation forming and/or dissolving the public body; bylaws; purpose, powers, and duties; and any other historic information that may be of interest to the public. The data is currently being checked and verified against information that may be available in other City divisions.

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

Scottsdale Road Streetscape – The City of Scottsdale developed a streetscape design for the entire length of Scottsdale Road. Phase I construction of the design began from Roosevelt Street to Earll Drive. The overall purpose of the project is to create an integrated “signature” streetscape that will enhance the aesthetic of the road, respect neighborhoods, provide opportunities for public art, and improve mobility for pedestrian, bicycle, and transit travel.

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

Soleri Bridge and Plaza – The Soleri Bridge and Plaza, by renowned architect Paolo Soleri, was realized through a partnership between the city, Salt River Project, Scottsdale Public Art and citizen groups. The visually striking pedestrian bridge and plaza feature a solar calendar, bell and panel artwork, and a unique gathering space along the Arizona Canal known as the Scottsdale Waterfront. Scottsdale’s landmark Soleri Bridge and Plaza captured several awards throughout 2011:

- Valley Forward Association, Environmental Excellence Crescordia Award: Art in Public Places, 2011

- Valley Forward Association, Environmental Excellence Crescordia Award: Site Development and Landscape, 2011
- RED [Real Estate Development Award], Most Challenging Project, 2011
- Engineering News-Record Southwest, First Place in Landscape/Hardscape/Urban Development Project Category, 2011
- Structural Engineers Association of Arizona, Merit Award in Structural Engineering for Bridges/Transportation Structures 2011
- American Shotcrete Association, Project of the Year, 2011

Water Mark – The Indian Bend Road improvements project incorporated the public art piece Water Mark, with its landmark equine gargoyles and earthworks by Laura Haddad & Tom Drugan. This project has received national recognition and a number of awards including being named the Transportation Project of the Year for 2011 by the American Public Works Association.

Ilan Averbach's The Bell, the Flower, and the Wash – Ilan Averbach's sculpture for Fire Station #1 at Eldorado Park consists of free-standing elements made of cor-ten steel and recycled stone, creating a sculptural environment. The two large funnel shaped sculptures were inspired by firefighter's bells and flowers like the Desert Trumpet. One is positioned upright and open to the sky—the other rests on its side. When rain falls, the wide mouth of the upright funnel will collect the water and direct it through the pipe, filling the trough in the cut granite stone below.





Land Use Element

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

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

Sign/Banner Text Amendment – The City assessed sign requirements regarding temporary signs, such as political signs and event banners. The Council-approved text amendment aligned the Zoning Ordinance with state requirements to not allow political signs and event banners within the right-of-way. However, City-sponsored event banners will be allowed within the right-of-way as part of the text amendment. As a result, the text amendment aligns local regulations with state law and relieves the limits on event banners that support efforts to direct tourists, visitors, and residents to events that occur within the community.

Crossroads East Rezoning – City Council approved the rezoning of Arizona State Land. The amendment creates an opportunity for a greater variety of retail and auto sales uses on the ±1,000-acre property. The change in residential density allows for future multi-family to match with the density in the existing multi-family establishments in the surrounding areas abutting the Crossroads East master plan.

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

Planning Agency Established – The City Council adopted resolution No. 3956 so as to establish a Planning Agency for the City of Scottsdale pursuant to Arizona State Statute. An established planning agency may maintain and implement a General Plan, develop and administer a zoning code, and perform planning functions as needed.

Zocallo Residential and CrackerJax – City Council approved two requests for non-major amendments to amend the Greater Airpark Character Area Plan Future Land Use Map to reflect a change in land use designation from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on two sites within the Airpark. The amendments will allow for a mix of uses – including residential – as a means to encourage redevelopment on the sites while implementing several goals and policies found within the Greater Airpark Character Area Plan.

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

Safari Condominiums – City Council approved an Infill Incentive District application that amended prior zoning case stipulations and incorporated new development standards pertaining to the Safari Condominium development. The proposed mixed-use development will incorporate residential with commercial and include public amenities such as public open-space, canal bank landscaping and improvements, and a monetary public art contribution.

Blue Sky – City Council approved a proposal for a new mixed use development in the Downtown. In total, Blue Sky will include 749 apartment units and approximately 91,300 square feet of commercial space at an average height of 103 feet.



Economic Vitality Element

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

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

Fostering Tourism – Scottsdale continued to be a tourist destination by supporting signature events including, but not limited to, the P. F. Chang's Arizona Rock 'N' Roll Marathon, Barrett-Jackson Auto Auction, Waste Management Open, Arabian Horse Show, the Parada del Sol Parade and Rodeo, the San Francisco Giants spring training, Scottsdale Culinary Festival, Tour de Scottsdale, Scottsdale Air Fair, the Goodguys Car Show, Mighty Mud Mania, Summer Concert Series, and Railfair.

Economic Impacts – Scottsdale hosted an estimated 7.6 million visitors with an economic impact of \$2.8 billion. The City has continued to enhance the Scottsdale tourism destination by strengthening the local tourism industry through a comprehensive tourism development program of research, destination marketing and promotion, support of qualified major events, and the development of destination attractions.

60th Anniversary – The City of Scottsdale celebrated 60 years of incorporation in 2011 by promoting 60 days of events and local pride culminating with a 60th birthday party on June 25, 2011.

Legacy Trail – The creation of the Cactus League Legacy Trail is a partnership between the city, the Scottsdale Convention and Visitors Bureau, local businesses and not profit groups that celebrates the history and culture of local spring training. The trail currently consists of six memorabilia collections that tell the story of the Cactus League from its barn-storming beginnings to the state-of-the-art complexes of today. Plans are under way to expand the Cactus League Legacy Trail to include additional partners and venues.

Spring Training History Exhibit – The City partnered with the Scottsdale Historical Society and several local businesses to expand the collection and marketing efforts of the annual Spring Training History Exhibit. Through an additional partnership with the Scottsdale Cultural Council, elements of the exhibit were relocated to the Scottsdale Center for the Performing Arts through the Major League Baseball All Star Game in July.

Audio Tour – Scottsdale Public Art launched its audio cell tour with the Soleri Bridge and Plaza in August 2011. The development of the Scottsdale Public Art audio cell tour continues with a walking tour of downtown public art sites as a tie-in with the City's baseball events.

Lacrosse Tournament – The Scottsdale Sports Complex was awarded the 2011 bid to host the Women’s WCLA National Championship Lacrosse Tournament. The four-day tournament and associated youth clinics generated an estimated \$1.2 million in economic benefits.

Downtown Linkage – In order to focus on areas with high customer demand, the Downtown Trolley Route was modified. The new route now provides better service to visitors, residents, and businesses. The Hospitality Trolley was piloted in early 2011, and continued on throughout the year. The Hospitality Trolley provides convenient access and service to both north and south Scottsdale destinations. The program is funded through public and private investment by the City and local businesses.

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

Tony Nelssen Equestrian Center – In February, the City Council voted unanimously to rename the main arena at WestWorld, previously known as the equidome, as the “Tony Nelssen Equestrian Center” to honor the late Scottsdale City Councilman. The City Council also created a new Capital Improvement project that will improve the facility’s ability to compete as a year-round venue for equestrian and other signature events. The expansion will enclose the open-air facility and provide climate-control while doubling the usable space to more than 250,000 square feet. The addition of north and south halls and an east paddock will increase flexibility in programming.

Collaborative Efforts – The Economic Development Team worked with the Arizona State Land Department (ASLD) to form a new approach for automotive retailers to acquire ASLD land in the north Scottsdale trade area. This was accomplished through the implementation of an extensive Net Growth Demand Study and coordination between ASLD and city staff.

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

Business Relocation – Starwood Hotels and Resorts Worldwide, Inc. relocated its finance corporate office to the Scottsdale Quarter where the hospitality industry leader built out more than 56,000 square feet of office space to accommodate 300 employees. Starwood invested approximately \$5 million to improve two floors at the Scottsdale Quarter to meet environmentally-sustainable LEED standards. The company’s corporate financial team and executive level staff occupy the new location.

Small Business Saturday – The City participated in Small Business Saturday, a national campaign to drive consumers to shop at local merchants during the heaviest shopping weekend of the year—Thanksgiving. According to Women Impacting Public Policy (WIPP), the Scottsdale event was one of the most successful of the 15 designated sites across the country, resulting in an early invitation to participate again next year.

Design Guideline Amendment – An amendment to the Frank Lloyd Wright Boulevard Design Guidelines was approved that adds a provision for enclosed vehicle display pads (jewel boxes) for car dealerships with frontage on Frank Lloyd Wright Boulevard. This unique provision was enacted as a collaborative effort with dealership property owners in order to create a branding program and establish the Airpark Motor Market.

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

Medical Marijuana – City Council adopted a text amendment to the Scottsdale Zoning Ordinance creating land use regulations for Medical Marijuana. The amendment regulates the use of medical marijuana dispensaries, cultivation, and processing.

International Relations – The Mayor led a delegation to China with the intent of bringing medical-related business and tourism business to Scottsdale. Although the expectation from the trip is long term, it yielded a medical doctor team visit, the initiation of two sporting events, and one significant business interested in Scottsdale's tourism and education sectors.

GOAL: Maintain and develop partnerships that will support and promote quality employment and business opportunities.

Employer Recruitment – The City has worked with major employers to understand their vendor and client needs in an effort to assist in recruiting targeted firms and industries to Scottsdale. These meetings have been productive in that they have led to new and relocated companies in Scottsdale. Several companies have relocated to Scottsdale within the last year, including Fender and Starwood. Furthermore, several companies are new to Scottsdale, including: Global Dental Sciences, Studio Movie Grill, Ethology, and SyCara.

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

Conference Center – In late 2011, the Fairmont Scottsdale Princess broke ground on a new conference center, which will add 52,331 square feet of indoor meeting space anchored by a new 23,000-square-foot Palomino Ballroom. Debuting towards the end of 2012, the new \$20 million conference center gives the resort a total of 150,000 square feet of event space, making it the largest meetings resort in the Fairmont Hotels & Resorts portfolio worldwide.



Community Involvement Element

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

GOAL: Seek early and ongoing involvement in project/policy-making discussions.

Zoning Text Amendments – The Planning Department has conducted ongoing outreach/participation opportunities city-wide in an effort to get input on several zoning text amendments. This outreach was conducted as an update to the Downtown District and Employment districts.

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

2011 General Plan – Several departments within the City collaborated on planning, facilitating and hosting public outreach/participation opportunities city-wide, so as to complete the State Statute required, ten year, General Plan update.

GOAL: Accept and respond to new ways of communicating and new technologies.

Internet Enhancements – The City worked to create or completely overhaul several areas of the City's Internet site. Examples include: a new Economic Vitality section, adding Spanish to the City Courts pages and a complete redesign of the Transportation and Capitol Projects pages.

Scottsdale Media Center – The City created a new webpage that centralizes all of the City's social media sites and RSS feeds in one location. Scottsdale is using social media to reach out to tech-savvy citizens, business owners and visitors. The page provides links to the City's social media channels as an additional means to receive information from the City of Scottsdale.

Interactive Mapping – The City created an interactive map and website for Scottsdale's Indian Bend Wash Greenbelt. The greenbelt is an oasis of parks, lakes, paths and golf courses through the heart of Scottsdale. The interactive map and expanded web page describe the importance and key features of the greenbelt and allows potential users to easily locate and learn about area amenities.

This interactive mapping feature was subsequently awarded a Web Gem from the City, recognition of outstanding work for creating and maintaining the City website.

Outreach Awards – The City was recognized by the International City/County Management Association and the National Research Center for the use of citizen surveys to help influence service quality given by the City.

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

Downtown Ambassadors – Neighborhood Services took over management of the Downtown Ambassador volunteer program and increased the volunteer core from 19 to 57 individuals covering key locations in Downtown during the peak tourism season.

Community Awareness – The City provided Scottsdale 101 and Neighborhood College Classes to the general citizenry to provide increased awareness and involvement in city government. Furthermore, the City provided Scottsdale 101 for Realtors' classes for the Scottsdale Area Association of Realtors' members.

Volunteer Program Expansion – The Fire Department's Volunteer Program was further developed and expanded. The program includes approximately 120 dedicated volunteers who contributed nearly 8,000 volunteer hours over the year. Volunteer activities included assisting with the school outreach safety programs and training more than 1,000 residents in Hands-Only CPR, which helped increase the presence of bystander CPR in Scottsdale from 25 to 50 percent. Volunteers also assist by delivering mail and supplies to stations, reducing the impact on the City and staff resources, and represent the department at special events.

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 51 parties and approximately 1460 homes participating. The "Keep Scottsdale Beautiful" program had 775 volunteers clean over 180 miles of roadway, and the Adopta-Road volunteer program grew to 155 registered groups with more than 1,400 volunteers keeping over 170 miles of Scottsdale roads adopted and cleaned.

Community Services – Through the work of the Granite Reef Senior Center, the Brown Bag Program supplied eligible senior citizens with 6,248 grocery bags totaling 125,000 pounds of food for the year, Waste Not Inc. collected and distributed approximately 150,000 pounds of food each month, Pets on Wheels provided 5,172 hours of uplifting visits, comfort and entertainment to residents in need utilizing over 100 volunteer owners and their pets, and AARP completed 2,855 tax appointments.



Housing Element

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

GOAL: Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

Neighborhood Safeguarding – The total number of code enforcement violations decreased in neighborhoods over the previous year while staff-initiated code enforcement cases increased. In all, Code Enforcement issued 10,846 Compliance notices and performed 25, 078 inspections/ reinspections. As a result, 96.2% of cases were resolved through voluntary compliance by the property owner.

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

Housing Assistance – The city allocated \$1.3 million in CDBG funds to 13 agencies in FY 2011/2012 to assist over 1338 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$977,000 was allocated in HOME funds for acquisition and rehabilitation of single and multi-family housing.

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

Zocallo Residential and CrackerJax – City Council approved two requests for non-major amendments to amend the Greater Airpark Character Area Plan Future Land Use Map to reflect a change in land use designation from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on two sites within the Airpark. The amendments will allow for a mix of uses – including residential – as a means to encourage redevelopment on the sites while implementing several goals and policies found within the Greater Airpark Character Area Plan.

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

74th Street and McDowell – City Council approved a proposal for a luxury, resort-style multifamily community within the Southern Scottsdale Growth Area. The development proposes 500 to 550 units as a means to complement the surrounding commercial and employment uses.



Neighborhoods Element

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

GOAL: Enhance and protect diverse neighborhoods so they are safe and well maintained.

Noise Ordinance Enforcement – City Council adopted a Noise Ordinance in 2010 and Code Enforcement worked in concert with the Police Department to order the equipment needed to test for noise levels and train the appropriate staff. Since enforcement began in April 2011, Code Enforcement staff have taken over 1500 noise readings at six locations at the periphery of the Downtown, with no verifiable violations of the Noise Ordinance.

Neighborhood Protection – Through code enforcement, evening, weekend, and special event inspection programs continued, resulting in the abatement of more than 1,200 graffiti sites and the removal of more than 1,800 illegal signs from public rights-of-way throughout the city.

Litter Free Zone - The City Council created a litter free enforcement zone as a tool to minimize littering in the Downtown. The boundary of the litter free enforcement zone is Camelback Road to the north, Indian School Road to the south, Scottsdale Road to the west and Miller Road to the east. Within this zone, the minimum fine for littering is \$150 plus court surcharges.

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

Valley Forward 2011 Environmental Award of Merit – The Southern Scottsdale Character Area Plan was recognized in the Livable Communities Public Policy/Plans category. This plan offers guidance to the community regarding future growth and development decisions. It acts as a framework for citizens, business owners and public officials to join together and ensure that revitalization and redevelopment fulfills the community's vision and values.

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

Villa Monterey Historic Preservation – City Council approved a historic preservation overlay zoning to the Villa Monterey neighborhood located in the vicinity of the Miller and Chaparral Roads intersection. The Villa Monterey Historic District is considered historically and architecturally significant as a collection of townhomes that were influential on the physical form of Scottsdale in the postwar era and remain discernible and distinctive today.



Open Space and Recreation Element

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

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

Tom's Thumb Trailhead – Construction of the Tom's Thumb Trailhead began in October 2011, with completion estimated for May 2012. The trailhead will be located southeast of the intersection of 128th Street and the Pinnacle Peak Road alignment. The new trailhead will include parking for at least 200 passenger vehicles, parking for 10 horse trailers, hitching rails, bike racks, restrooms, interpretive signage, shade ramadas, and an entry drive with access control gate.

Brown's Ranch Trailhead – The Brown's Ranch Trailhead will be the first trailhead to provide access to the northern region of the McDowell Sonoran Preserve. The trailhead will be located approximately 1.25 miles north of the intersection of Alma School Parkway and Dynamite Boulevard. The design process began in March 2011 and was recommended for approval by the Planning Commission in December 2011. The trailhead will include 200 passenger vehicle parking spaces, parking for horse trailers, hitching rails, water trough, bike racks, restrooms, interpretive signage, shade ramadas, water fountain, an entry drive with access control gate, and a small office and maintenance yard.

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

Preserve Management – City Council approved guidelines and policies related to the management of the Preserve, covering commercial use permits, naming of man-made features and permitting of scientific research activities.

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

Preserve Acquisition – City staff successfully bid at public auction for two parcels totaling approximately 4,400 acres of land from the Arizona State Land Department for inclusion in the Scottsdale McDowell Sonoran Preserve.

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

Preserve Funding – Partial funding for the acquisition of approximately 4,400 acres of land within the Scottsdale McDowell Sonoran Preserve was assisted through the Arizona State Parks Growing Smarter Grant Program. The total purchase price was roughly \$88 million with approximately \$36 million assistance through the awarded grant.

Open Space Management – Scottsdale Parks and Recreation staff worked closely with the Bureau of Reclamation via a land use agreement to manage the Tournament Players Club of Scottsdale, the Scottsdale Sports Complex, and the McDowell Mountain Golf Course properties.

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

Via Dona Trail – Construction was completed on the Via Dona Trail, a non-motorized, multi-use path. Approximately 2 miles in length, the Via Dona Trail will be located on the south side of Via Dona between Scottsdale Road and Pima Road. The trail is intended for use by the general public, utilized by pedestrians, equestrians and bicyclists.

Specialized Amenities – A new 10,000 square foot model railroad building was completed and opened at McCormick-Stillman Railroad Park. The building houses four model railroad clubs, and a variety of exhibits and art pieces. Approximately 150,000 people visited the building during 2011.

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

Shared Use Facilities – The City takes part in an Intergovernmental agreement that governs how the Scottsdale Unified School District and the City of Scottsdale coordinate shared use of public facilities. Youth sports field allocation served 25 youth sport organizations and over 12,000 youth in 2011.

Swim Facilities – Scottsdale Aquatic facilities hosted six Scottsdale high school swim and dive teams, from two school districts serving Scottsdale youth.

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

Interactive Mapping – The City created an interactive map and website for Scottsdale’s Indian Bend Wash Greenbelt. The greenbelt is an oasis of parks, lakes, paths and golf courses through the heart of Scottsdale. The interactive map and expanded web page describe the importance and key features of the greenbelt and allows potential users to easily locate and learn about area amenities. This interactive mapping feature was subsequently awarded a Web Gem from the City, recognition of outstanding work, creating and maintaining the City website.

Bike Safety – Staff presented information on sharing the road, helmet safety, and bike maintenance to K-12 classes, college students and scout troops. Events include bike rodeos, community bike rides, Walk and Bike to School Day and booths at Public Safety Fairs, Senior Expo, Health Fairs, and Tour de Scottsdale.

Fire Safety – Scottsdale Fire staff collaborated with Scottsdale Unified, Cave Creek and Paradise Valley School Districts and community organizations to educate our youth and adults on fire safety issues.

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

Recreational Programming – Approximately 50,000 registrations were taken for recreational programs and classes. Over 800 Special Interest classes for seniors, adults, youth and children were held in 3 sessions. In addition, the City offered adult and youth sports along with summer and afterschool programs.





Preservation and Environmental Planning Element

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

GOAL: Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Preserve Acquisition – City staff successfully bid at public auction for two parcels totaling approximately 4,400 acres of land from the Arizona State Land Department for inclusion in the Scottsdale McDowell Sonoran Preserve. Partial funding for the acquisition was assisted through the Arizona State Parks Growing Smarter Grant Program.

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

Preserve Strategic Acquisition Plan – The City updated the Preserve Strategic Acquisition Plan, including funding, land values, priorities, and options.

Fire Safety – The Fire Department worked with the Preserve Commission and Conservancy to develop a wildfire/fireworks prevention program for the preserve and partnered with Park Stewards to assist with patrolling and identifying potential issues during holidays and times of high fire danger.

Wildland Preparedness – The Fire Department conducted 40 community association events related to the distribution of wildland defensible space and invasive plant materials. Information was distributed to over 1,500 residents, and follow-up site inspections were completed at 161 residences to decrease fire risk in the wildland-urban interface. Additionally, over 12,000 homes received an initial community wildland survey from on-duty fire crews. The Scottsdale Fire Department was also an active participant in the Maricopa County Wildland Preparedness program. The Fire Department is working with six community organizations that are in line for consideration for national FireWise Community designation.

GOAL: Reduce energy consumption and promote energy conservation.

Leadership in Energy and Environmental Design – The City completed two LEED Gold certified fire stations that include photo voltaic solar power systems.

Energy Audit – Approximately 100 energy audits for Scottsdale citizens owning a residence or small business south of Indian Bend Road were completed. The American Recovery and Reinvestment Act provided the funding for this Community Energy Audit program. Program participants received a written report summarizing audit findings and outlining recommendations.

Sustainable Improvements – The City made efforts towards greater sustainability through city improvements and purchases. As a result, the City replaced approximately 25% of the City's inventory of street lights with LED energy saving fixtures and installed solar powered streetscape elements on Scottsdale Road south of the Downtown. Along with this, the City's fleet purchased the City's first hybrid solid waste collection truck, expanded the use of CNG fueled solid waste collection trucks, and expanded its alternative fuels to include E-85 flex fuel to go along with the biodiesel and CNG fuels.

Peak Solution Rebate – The City received a rebate for approximately \$170,000 as part of the APS Peak Solution Rebate program. Overall, 36 City facilities worked together to minimize electrical usage during peak hours over the year.

GOAL: Conserve water and encourage the reuse of wastewater.

Water Conservation – The City undertook a project to design a piping system that would recycle evaporative cooler water from units on top of the North Corporation Yard to the newly built Fleet Truck Wash. As a result, the water will be reused 2 to 3 times before going to sewer. This process will ensure the reuse of up to 5000 gallons per day - depending on usage - and up to 1 million gallons per year.

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

Dust Control Planning – The City actively participated in the MAG Air Quality Technical Advisory Committee and the rapid response planning for dust control in the region.

Dust Control Compliance – Over the course of the year, Street Operations maintained dust controlling surfaces on 100 percent of regulated surfaces, consequently, no notification of non-compliance were issued.

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

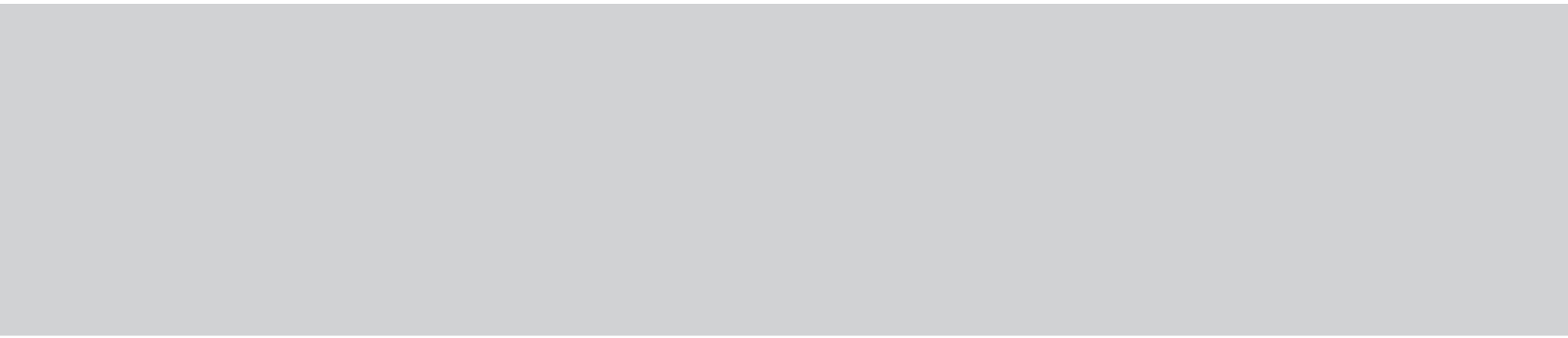
Urban Forestation – The City continued its effort in increasing the urban forest on Scottsdale Road by planting low water/drought tolerant desert trees south of the Downtown, thus providing pedestrian shade and reducing the urban heat island effect for this portion of the roadway.

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

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

Leadership in Energy and Environmental Design – The City completed two LEED Gold certified fire stations that include photo voltaic solar power systems.

Green Building Lectures – Once a month, 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.





Cost of Development Element

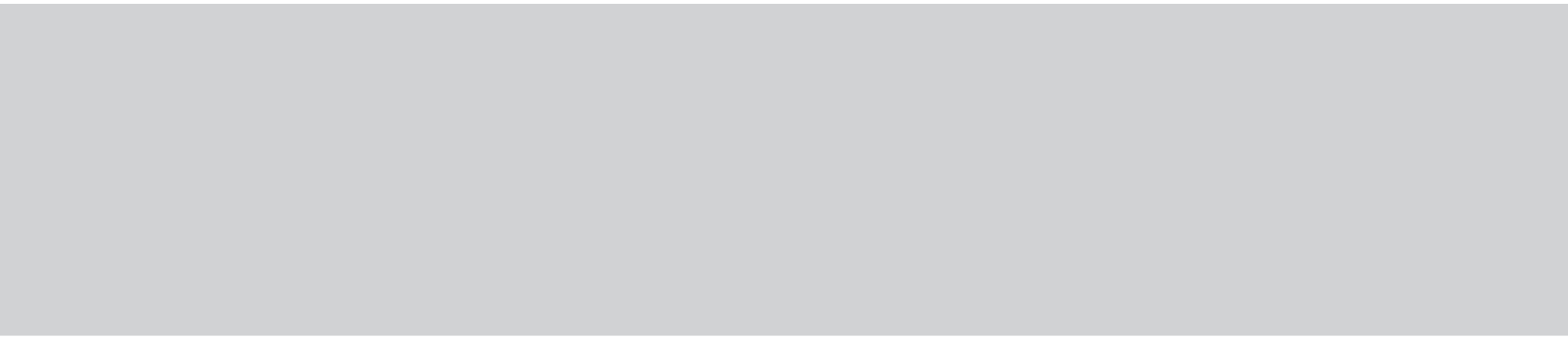
The Cost of Development Element identifies fiscal impacts created by new development, as well as how costs will be equitably distributed. This Element contains goals to implement a specific fiscal impact model. This element is state mandated.

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

Citywide Economic Analysis – An update of the citywide economic analysis was completed so as to incorporate the 2010 Census information released in Spring 2011. This economic study includes development forecasting and fiscal sustainability analyses and projections through 2030.

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

Fiscal Impact Modeling – As part of the 2011 General Plan update process, the City contracted with Applied Economics to complete a Fiscal Sustainability Analysis. The analysis demonstrates the potential socioeconomic and fiscal impacts of current and future land use in the City of Scottsdale in an effort to determine if the projected mix of future development is fiscally sustainable for the City.





Growth Areas Element

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

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

Blue Sky – City Council approved a proposal for a new mixed use development in the Downtown. In total, Blue Sky will include 749 apartment units and approximately 91,300 square feet of commercial space at an average height of 103 feet.

74th Street and McDowell – City Council approved a proposal for a luxury, resort-style multifamily community within the Southern Scottsdale Growth Area. The development proposes 500 to 550 units as a means to complement the surrounding commercial and employment uses.

Zocallo Residential and CrackerJax – City Council approved two requests for non-major amendments to amend the Greater Airpark Character Area Plan Future Land Use Map to reflect a change in land use designation from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on two sites within the Airpark. The amendments will allow for a mix of uses – including residential – as a means to encourage redevelopment within the Airpark Growth Area, while implementing several goals and policies found within the Greater Airpark Character Area Plan.

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

Safe Crossing – A busy traffic corridor between two premiere retail centers received a safety upgrade through the development of a “HAWK” crossing on Scottsdale Road between the Scottsdale Quarter and Kierland Commons developments. The HAWK, or High-Intensity Activated Crosswalk, offers users a safer, more direct route for people to walk between the two popular shopping venues. In addition to its pedestrian safety features, the HAWK device minimizes delays for major street traffic.

Park and Ride – The City completed the design of the North Area Park and Ride, located at the intersection of Scottsdale Road and Thunderbird Road within the Airpark. The new facility will include approximately 275 parking spaces, a designated walkway to guide users to from the parking areas to the passenger platform, and a well-shaded and landscaped passenger platform.

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

Water Infrastructure – Water Resources constructed new water and sewer lines in the downtown area to address future area revitalization, performed sewer lining of aged and structurally challenged clay sewer pipes, and replaced multiple Radio Telemetry Units (RTU's) to improve system communication.

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

Downtown Task Force – The 2009 Downtown Task Force published their final report with recommendations in order to assist with the implementation of the Council-adopted 2009 Downtown Character Area Plan.

Planning Agency Established – The City Council adopted resolution No. 3956 so as to establish a Planning Agency for the City of Scottsdale pursuant to Arizona State Statute. An established planning agency may maintain and implement a General Plan, develop and administer a zoning code, and perform planning functions as needed.

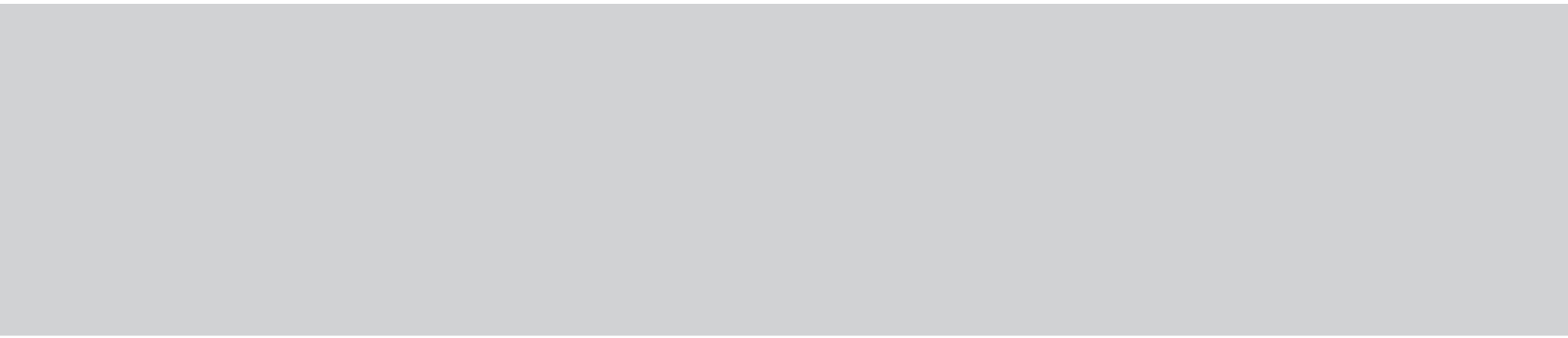
GOAL: Integrate public (civic) art into the visual character of designated growth areas.

Belle Art, installations and events – Belle Art, presented in partnership with the owner of 7373 E. 2nd Street property, was envisioned to provide an opportunity for artists to alter and enhance the bell tower, a key entry point to the Scottsdale Civic Center Mall. The following is a list of these installations:

- “Succulent Showers” by Vicki Lynn Wilson and John Larsen brought agave sculptures, adorned by pale and glacial aqua glitter. A curious stray bloom reached toward the upper patio and a few blossoms descended and took root on the walls of the shaded tower. Together the fantastical rosettes created, in the shady cove of the bell tower, a cool and watery oasis to discover
- “Anthropomorphic Bicyclist: A Kinetic Weathervane” by John Randall Nelson represents a new form, a cyclist who became one with the bike, joyfully revolved amongst altered signs on the orange wall. Made with re-Cycled (pun intended) traffic signs salvaged from the Scottsdale Transportation Department, the signs and symbols were both ambiguous and familiar.

- “For the Summer” cosmic scenes of desert ecosystems descended like drops or rose like bubbles on the dramatic orange wall of the bell tower creating a seemingly boundless atmospheric space in Sky Dive by Amy Chan.
- “Why Should I Be Sad?” by Melissa Martinez featured a hovering sculptural storm cloud, with dangling glassy raindrops and dramatic reflected light. The artwork was inspired by the artists feeling of sadness on dark, sunless days and the precious nature of rain in the desert and possibilities of renewal it offers.

One with the Eagle – As part of the Scottsdale 60th anniversary celebrations conducted throughout the City, One with the Eagle was re-dedicated within the Scottsdale Airpark. The iconic bronze sculpture, by Pat Mathiesen, was originally donated by citizens in 1988 and is now located at the Northeast corner of Scottsdale and Thunderbird Roads.





Public Services and Facilities Element

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

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

Sustainable Waste System – The City’s transfer station was utilized in reducing vehicle mileage and curtailing emissions for the city. Use of the station allowed for the transfer of 61% of the total amount of material collected by solid waste programs and reduced miles traveled by over 615,000 miles. Three Household Hazardous Waste events were held, which resulted in 2,772 participants and 59 tons of materials collected, along with Four Electronics Recycling events that resulted in 2,640 participants and 74 tons of materials collected.

Solid Waste Honored – Solid Waste earned two “Voice of the People Awards” from the International City/County Management Association. The Citizens rated City refuse and recycling services among the best in the nation.

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

Drainage Intergovernmental Agreement (IGA) – The City Council approved an IGA with the Flood Control District of Maricopa County in order to increase district funding for the construction of two future drainage improvement projects.

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

Library Services Grants – The Community Services division accepted grants from the Arizona State Library, Archives and Public Records and First Things First for Parent Education Community Based Training:

- “Play 2 Learn: Engaging After School Activities” - This grant was presented by the Arizona State Library, Archives and Public Records for \$25,569 and will create engaging activities utilizing 21st Century skills for youth during after school hours.

- “Community Collages: Explore/Share/Keep Our Stories” - This grant was also presented by the Arizona State Library, Archives and Public Records for \$49,489 and will create a digital space in which people can interact with historical objects and incorporate their own stories into Scottsdale’s history.
- “Knowing and Growing” - This grant, provided by First Things First for Parent Education Community Based Training, was for \$150,000 and focuses on the library as a central resource for parent education and information for the citizens of Scottsdale regarding early literacy.

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

Internal Agency Collaboration – The Fire and Police Departments expanded their efforts in collaboration between the two agencies. This collaboration includes the formation of a joint office of Public Safety Finance, supporting the needs of the Police and Fire Department. Along with this, the two departments collaborated on efforts pertaining to public information and request processing, equipment management, department planning, and employee safety using existing/remaining staff under the umbrella of a unified Public Safety organization.

Multi-Jurisdiction Collaboration – The Police Department facilitated information sharing and linking similar crimes by crossing jurisdictional boundaries through a coordinated effort with other law enforcement agencies. The Department continued partnering with other regional public safety organizations as a means to strengthen regional relationships, improve City of Scottsdale disaster and emergency preparedness and response capabilities, and remain competitive for future grant opportunities.

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

Public Safety Communication (Motorola) – Completed the implementation of a new P25 700-800MHz Public Safety radio system. This multiyear \$25M project was implemented as part of the build out of a regional wireless network which significantly improved radio coverage in Scottsdale. The system also provides valley-wide radio coverage and seamless interoperability with Public Safety personnel from 18 different jurisdictions.

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

Senior Center Award – The Granite Reef Senior Center was awarded the Prestigious “Pinnacle” Award after being selected as The Most Outstanding Senior Center in the United States for health and wellness and active aging programs.

Project Recognition - Scottsdale had two projects that earned national recognition: the Indian Bend Road Improvement Project was named a national Project of the Year by the American Public Works Association; and the Advanced Treatment Plant Expansion Project at the Scottsdale Water Campus earned honorable mention from the Water Reuse Association as Large Water Reuse Project of the Year.

Citizen Bond Review Committee – City Council adopted an ordinance terminating the Scottsdale Citizen’s bond Review Commission. The Commission had overseen countless City projects that were funded through Bond 2000. Overall, 98% of the total \$358.2 million of voter authorized Bond 2000 debt had been issued by the City, with the remaining 2% not needing to be issued.

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

Fire Response Times – City of Scottsdale Information Technology Department performed ongoing station location analysis to determine the optimal location for Fire Stations based on optimum response times and new locations. As a result, the Fire Department is reporting a response time decrease to 4 min 17 seconds from 4 min 22 seconds, shaving valuable seconds off critical responses.

Safe Entertainment District – The Fire Department made adjustments to the Assembly/Bar/Restaurant target inspection and night safety program. Activities primarily increased in the Downtown entertainment district in an effort to provide safe occupancies and conditions for our residents and visitors by partnering with business owners and managers to maintain a safe and enjoyable atmosphere.

Hazard Mitigation – The Fire Department put together an all hazards incident management team for special events and seasonal weather incidents. To accomplish this, the department solicited the Department of Homeland Security for more than \$637,637.00 in federal grants to support the preparedness mission.

Crime Prevention – With the exception of a slight increase in 2011, Scottsdale has seen an overall downward trend in crime over the past 6 years. Scottsdale maintains crime clearance rates better than the Arizona average, with a 100% clearance for homicide.

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

Public Facility Maintenance – The City undertook repairing and remodeling several community facilities in order to enhance the delivery of services to the community’s citizens. For example, several public facilities had their roofs repaired and/or replaced, the Kiva Skylights within City Hall were replaced, and many air conditioning systems were replaced.

New Fire Stations – The City completed construction and opened the Eldorado Park Fire Station 1 and Cactus Acres Fire Station 8.

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

Civic Center Library – Renovation of the Civic Center Library began in the fall of 2011 will be completed in spring of 2012. The renovation includes a new coffee/snack bar, new flooring, and updated computer areas, seating, and study areas.

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

Soccer Tournament – The City hosted the 2011 National Youth Soccer Tournament at the Scottsdale Sports Complex. Although the tournament was put together with only a week’s notice, the City was able to respond with appropriate accommodations.

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

100 Best Communities – America’s Promise Alliance named Scottsdale one of its “100 Best Communities for Young People” for the fifth time for continuing to broaden and strengthen its support for young people. The competition is organized in a celebration of America’s young people and the communities most dedicated to helping local youth graduate from high school.

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

Recharge – Well 140, Water Resources newest Aquifer Storage Recovery (ASR) well, recharged 752 Acre Feet in 2011. This is the largest volume of water recharged into a single well in one year since the recharge program was started. In addition, the Desert Mountain Recharge Facility recharged a total of 1,674 Acre Feet in 2011, exceeding its previous high by more than 200 Acre Feet. Finally, 6,566 Acre Feet of water was recharged in 2011 even with severe limitations imposed on the City's Water Campus recharge facility due to the on-going Advanced Water Treatment expansion project. This recharge allowed the City to once again achieve Safe Yield.

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

Water Conservation – The City undertook a project to design a piping system that would recycle evaporative cooler water from units on top of the North Corporation Yard to the newly built Fleet Truck Wash. As a result, the water will be reused 2 to 3 times before going to sewer. This process will ensure the reuse of up to 5000 gallons per day - depending on usage - and up to 1 million gallons per year.

Direct Irrigation Water Reuse – Approximately 5.5 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 Central Arizona Project raw surface water supplies supplemented recycled water to irrigate the golf courses along with two City recreation facilities.

Advanced Water Treatment Expansion – The Advanced Water Treatment facility expansion was completed to better manage local groundwater supplies and provide high quality water to the Reclaimed Water Distribution System that golf courses utilize for non-potable irrigation.

Water Rebate – The City actively promotes water conservation by offering rebates to citizens who participate in the reduction of indoor water use. The rebates are offered to those who utilize hot water recirculation systems and low-flow water devices such as high-efficiency toilets and showerheads and faucet aerators.

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

Regulatory Compliance – The City met all drinking water, wastewater and superfund program federal, state and local regulations. Water Resources published an annual report designed to communicate water quality information to customers in compliance with the United States Environmental Protection Agency (EPA) requirements and completed EPA mandated Five-Year Review of the North Indian Bend Wash Superfund site. No issues were identified in the review and all remedies were determined to be protective of human health and the environment.





Community Mobility

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

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

Valley Forward 2011 Environmental Award – The 96th Street Improvement Project – consisting of Shea Boulevard to Thunderbird Road – was recognized in the Livable Communities Multimodal Transportation & Connectivity category within the Valley Forward 2011 Environmental Excellence Awards. Designed as an interface between rural and suburban areas, this project features streetscape with an equestrian flair. It reduced traffic from four to two lanes and allows equestrians, bicyclists, pedestrians and motorists to safely operate in a pleasant environment.

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

Bicycle Friendly – The City of Scottsdale reached Gold Level in the Bicycle Friendly Community Program from the League of American Bicyclists – a goal from the 2008 Transportation Master Plan. The Bicycle Friendly Community award recognizes a community's commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure, and pro-bicycling policies. In addition, Scottsdale is rated among the top 17 bicycle-friendly communities in the nation.

Bikes, Trails, and Paths – The City increased its cache of bike lanes, trails, and paths for the public. In all, bike lane mileage increased to 122 miles total, a 9% increase from 2010, existing unpaved trail mileage outside of the McDowell Sonoran Preserve increased to 143 miles, and paved shared-use path mileage increased to 89 miles total, a 27% increase from 2010.

GOAL: Promote regional diversity and connectivity of mobility choices.

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

Park and Ride – The City awarded a contract to the Dick & Fritsche Design Group for the design of the Mustang Transit Center near the Mustang Library. The facility will consist of on-street transit bays and a Park and Ride facility with approximately 250 parking spaces.

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

Pima Rd Improvement Project – A segment of the Pima Road Improvement Project was completed for Indian Bend Road to Via de Ventura. The Pima Road Improvement Project is a joint endeavor with the City of Scottsdale, Salt River Pima Maricopa Indian Community, Maricopa Association of Governments and Arizona Department of Transportation. The improved Pima Road has two lanes in each direction, a landscaped median, bike lanes, a sidewalk on the east side of the road, new streetlights, landscape and storm water improvements. No additional land for right-of-way from either Salt River Pima Maricopa Indian Community or the City of Scottsdale needed to be purchased.

GOAL: Relieve traffic congestion.

Airpark Wayfinding – Wayfinding, simply defined, means elements that help people find their destinations. In 2011, the City of Scottsdale began the process of developing a master plan for integrating wayfinding elements in and around the Scottsdale Airpark to increase familiarity within the area and create a cohesive identity as well.

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

Mobility Capital Projects – The City completed several key capital projects during 2011, including: Indian Bend Wash Path connection and Chaparral Underpass, Pima Road improvements from Thompson Peak to Pinnacle Peak, Via Dona Trail from Scottsdale Rd. to Pima Rd., Scottsdale Streetscape from Roosevelt to Earll.

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

Pima Road Improvements Project – Thompson Peak to Pinnacle Peak was completed in September 2011 with a public art component by Brad Goldberg, from Dallas, Texas. Goldberg designed a pedestrian underpass with a meandering path link to the multi-use path at the north and southeast corners of Pinnacle Peak and Pima Roads.

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

Neighborhood Safety – The Police Department continued to focus on traffic safety in and around schools by frequently deploying mobile speed vans in these locations. For the fourth year in a row, violations captured in school zones have decreased. Violations for 2011 have decreased by 49% compared to 2010.

Quiet Roads – The City completed a second round of rubberized asphalt pavement overlay projects funded through the American Recovery and Reinvestment Act stimulus funding. The projects resurfaced several miles of arterial roadways with rubberized asphalt.

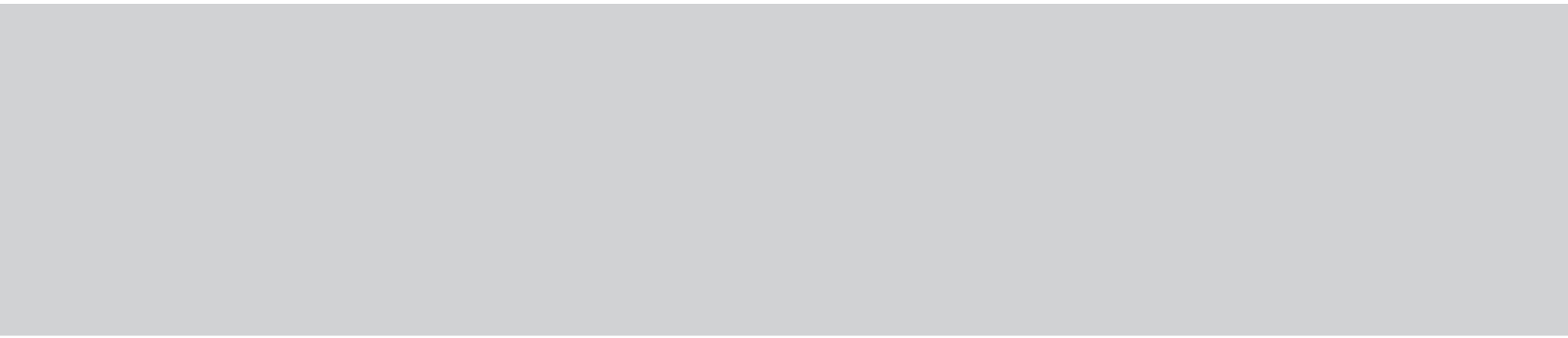
Traffic Calming – The City of Scottsdale Transportation Department worked with residents on Roosevelt Street from Scottsdale Road to Miller Road to address speeding and cut through traffic concerns. In 2011, the implementation of the Roosevelt Street Traffic Calming Plan was completed through the construction of traffic calming technology such as an enhanced 4-way stop, several median and side islands, and several speed cushions. A year after the project is complete the City will collect speed and traffic data on Roosevelt Street and surrounding streets and the data will be compared to the pre-project conditions to determine the success of the improvements.

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

Downtown Linkage – In order to focus on areas with high customer demand, the Downtown Trolley Route was modified. The new route now provides better service to visitors, residents, and businesses. The Downtown Trolley connects with the Tempe Orbit system, which then connects to the Valley Metro Lightrail system. Furthermore, the Downtown Trolley connects with the Hospitality Trolley that runs from central to northern Scottsdale and is linked with the Salt River Pima-Maricopa Indian Community spring training trolley.

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

Safe Crossing – A pedestrian connection on a busy traffic corridor received a safety upgrade through the development of a “HAWK” crossing on Scottsdale Road between the Scottsdale Quarter and Kierland Commons mixed use developments. The HAWK, or High-Intensity Activated Crosswalk, offers users a safer, more direct route for people to walk between the two popular shopping venues. In addition to its pedestrian safety features, the HAWK device minimizes delays for major street traffic.



General Plan Amendments

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

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

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

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

The following are the City Council adopted non-major and major General Plan amendments between January and December 2011:

NON-MAJOR GENERAL PLAN AMENDMENTS

6-GP-2011: Zocallo Residential

Case 6-GP-2011 was a request for a non-major amendment to amend the Greater Airpark Character Area Plan Future Land Use Map to reflect a change in land use designation for a 6.43 acre site from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R). The site is located at 15440 N. Greenway-Hayden Loop and is found within the Greater Airpark Character Area Plan boundary as well as the Greater Airpark Growth Area.

The purpose behind this amendment was to allow for a mix of uses – including residential – as a means to encourage redevelopment on the site while implementing several goals and policies found within the Greater Airpark Character Area Plan.

Adopted by City Council on October 18, 2011.

8-GP-2011: CrackerJax

Case 8-GP-2011 was a request to approve a non-major amendment to amend the Greater Airpark Character Area Plan Future Land Use Map to reflect a change in land use designation for a 32 acre site from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R). The site is located at 16001 N. Scottsdale Road and is found within the Greater Airpark Character Area Plan boundary as well as the Greater Airpark Growth Area.

The purpose behind this amendment was to allow for a mix of uses – including residential – as a means to encourage redevelopment on the site while implementing several goals and policies found within the Greater Airpark Character Area Plan.

Adopted by City Council on October 25, 2011.

MAJOR GENERAL PLAN AMENDMENT

3-GP-2011: 2011 General Plan Update

Case 3-GP-2011 was a request to approve a major General Plan amendment to adopt the Scottsdale General Plan 2011, which amends and updates the City of Scottsdale General Plan 2001. The update was enacted in an effort to revisit and revise the community's long term objectives and land development policies for future growth while adding new General Plan elements required by State law. Scottsdale General Plan 2011 is intended to comply with the State law requiring cities to revisit and adopt a General Plan every ten (10) years.

The completed plan found unanimous support from the Planning Commission and was adopted by City Council through a 2/3 majority vote on October 25, 2011. Also, per State Statute requirements, in November 2011, the City Council voted unanimously to place the 2011 General Plan on the March 13, 2012 Scottsdale Special Election. The 2011 General Plan was defeated at the election 52% to 48% thus the City of Scottsdale 2001 General Plan remains the governing document for the community at this time.

