



CITY OF  
**SCOTTSDALE**

**GENERAL PLAN ANNUAL REPORT**  
JANUARY - DECEMBER 2019





## GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2019

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Transportation

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# CONTENTS

<b>OVERVIEW</b>	2
PURPOSE	2
FORMAT	3
<b>SECTION 1 – IMPLEMENTATION</b>	4
SIX GUIDING PRINCIPLES	5
2019 AWARDS & ACCOLADES	6
PRESERVE MEANINGFUL OPEN SPACE	8
ENHANCE NEIGHBORHOODS	10
SEEK SUSTAINABILITY	12
SUPPORT ECONOMIC VITALITY	18
ADVANCE TRANSPORTATION	30
VALUE SCOTTSDALE’S UNIQUE LIFESTYLE & CHARACTER	34
<b>SECTION 2 – GENERAL PLAN AMENDMENTS</b>	40
OVERVIEW	41
NON-MAJOR & MAJOR GENERAL PLAN AMENDMENTS	43
<b>SECTION 3 – CHARACTER AREA PLAN IMPLEMENTATION</b>	44
SOUTHERN SCOTTSDALE CHARACTER AREA PLAN	45
DOWNTOWN PLAN/OLD TOWN CHARACTER AREA PLAN	49
GREATER AIRPARK CHARACTER AREA PLAN	54





# OVERVIEW

2019 Canal Convergence



## 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 2019.





## FORMAT

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

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



**PRESERVE MEANINGFUL OPEN SPACE**



**ENHANCE NEIGHBORHOODS**



**SEEK SUSTAINABILITY**



**SUPPORT ECONOMIC VITALITY**



**ADVANCE TRANSPORTATION**



**VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER**

The second section describes State Statutes pertaining to the General Plan amendment process, Scottsdale's established amendment criteria, and major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2019.

# SECTION 1 – IMPLEMENTATION



## CITYSHAPE 2020

### CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

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

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



#### **PRESERVE MEANINGFUL OPEN SPACE**

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



#### **ENHANCE NEIGHBORHOODS**

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



#### **SEEK SUSTAINABILITY**

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



#### **SUPPORT ECONOMIC VITALITY**

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



#### **ADVANCE TRANSPORTATION**

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



#### **VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER**

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

# GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

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

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



**PRESERVE MEANINGFUL OPEN SPACE**



**ENHANCE NEIGHBORHOODS**



**SEEK SUSTAINABILITY**



**SUPPORT ECONOMIC VITALITY**



**ADVANCE TRANSPORTATION**



**VALUE SCOTTSDALE'S UNIQUE IDENTITY & CHARACTER**

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. In 2001, state law mandated fifteen required elements in a General Plan; however, Scottsdale's 2001 General Plan includes fifteen 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
- Conservation, Rehabilitation, and Redevelopment
- Neighborhood Preservation and Revitalization
- Open Space & Recreation
- Preservation & Environmental Planning
- Cost of Development
- Growth Areas
- Public Services & Facilities
- Energy
- Community Mobility
- Bicycling



# 2019 AWARDS & ACCOLADES

Scottsdale staff accept the 2019 Alliance for Innovation Award



## Alliance for Innovation Award

Operation Fix It received an Outstanding Achievement in Local Government Innovation Award from the Alliance for Innovation in April of 2019. This award was announced at the 2019 Transforming Local Government Conference (TLG) held in Reno, Nevada. Innovation Awards were chosen from the applications received by a multi-member Selection Committee consisting of City and County Managers, Innovation Officers, and Academic representatives from across the US. The Selection Committee looks for those local governments that have shown their dedication to stretching and improving the boundaries of day-to-day government operations and practices, implementing creative business processes, and improving the civic health of the community. *(Cross-Reference Neighborhoods Element)*

Low Impact Development Handbook



## 2019 Arizona Planning Association Best Master Plan/Project/Study Award

Scottsdale, in collaboration with the ASU Sustainable Cities Network and member communities, created a Low Impact Development Handbook of Technical Standard Details and Specifications for 10 - LID/GI techniques that won the Arizona Planning Association “Best Master Plan/Project/Study” award for 2019. *(Cross-Reference Preservation & Environmental Planning Element)*

Arizona Forward's 39th Annual Environmental Excellence Awards



## Arizona Forward Sustainability Champion Crescordia Award

In 2019, Scottsdale Water was recognized with the Sustainability Champion Award at Arizona Forward's 39th Annual Environmental Excellence Awards. The Sustainability Champion Crescordia Award is Arizona Forward's highest recognition of an organization or program that has created a culture of sustainability both in their organization and the community, demonstrated a meaningful impact in advancing sustainable programs and serves as a model for environmental leadership. *Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

2019 ELGL Knope Award Winner - McCormick-Stillman Park



## McCormick-Stillman Park Best in the Nation

The McCormick-Stillman Railroad Park captured the 2019 Engaging Local Government Leaders (ELGL) Knope Award for the nation's best park or open space, beating out 31 competitors in a national contest. This award symbolizes not just one of the best open spaces in the nation but also showcases the management of public places that make communities special. *(Cross-Reference Economic Vitality Element)*

## Scottsdale's #1 Ranking for Jobs Reaches National Audiences

Scottsdale was named as the best city in the U.S. to find a job by WalletHub. The 2019 study cites 30 key indicators in ranking cities across the country where job seekers will have the greatest success in securing employment. Some of the key indicators utilized in the 2019 WalletHub study attributed Scottsdale's success to growing job opportunities, employment growth and median annual income. To capitalize on this achievement, the economic development department launched the Scottsdale.Jobs campaign. The job board has been steadily growing and frequently has more than 350 unique jobs posted on the board on any given day. In addition, there were more than 6,400 unique job views during the fiscal year. The ranking is used by ED to promote Scottsdale as a top location of choice for those looking to live, grow a business or start a new career. *(Cross-Reference Economic Vitality Element)*

Tony Plata Clean Air Campaign 2019 Award



### Clean Air Campaign Awards 2019

City of Scottsdale Senior Traffic Engineering Technician, Tony Plata, was recognized as the Outstanding Commuter-Multi-Modal Commuter for Maricopa County. Tony uses a combination of public transit and bicycling for a 20 mile one way trip to work each day. Scottsdale continues to encourage its employees to reduce driving alone to work and use alternative modes of transportation. *(Cross-Reference Preservation & Environmental Planning Element, Community Mobility and Unique Lifestyle Elements)*



### Bicycle Friendly Community Award

The League of American Bicyclists honored the efforts of Scottsdale to build better places to bike by designating it a Gold-level Bicycle Friendly Community (BFC) for 2019 - 2023. The award recognizes Scottsdale for its commitment to creating transportation and recreational resources that benefit its residents of all ages and abilities while encouraging healthier and more sustainable transportation choices. The League of American Bicyclists' Bicycle Friendly America program sets the standard for how communities evaluate their quality of life, sustainability and accessibility, while allowing them to benchmark progress toward making biking better. *(Cross-Reference Preservation & Environmental Planning Element, Community Mobility and Unique Lifestyle Elements)*

### Award Winning Budget

The City Budget Department supports 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 2019/20 Budget Book earned the "Distinguished Budget Presentation Award" for the 28th 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)*

2019/20 Budget Book



### 2019 Diversity Champion Award

Diversity & Inclusion Manager Sharon Cini was awarded by the nonprofit Community Celebrating Diversity as a 2019 Diversity Champion. Sharon was one of two honorees recognized at the annual Martin Luther King Jr. Celebration Dinner in January 2019. *(Cross-Reference Community Involvement Element)*

Diversity & Inclusion Manager Sharon Cini



### Old Town Rebranding Recognized

In 2019, the city's Tourism and Events Department won six advertising awards for the Old Town Scottsdale rebranding campaign. The Phoenix Chapter of the American Advertising Federation presented ADDY Awards for the Old Town Rebrand Campaign, including three gold level awards (for magazine print, outdoor board advertising and integrated campaign), one silver award (for magazine print) and one bronze (for outdoor board). The Tourism and Events Department was also awarded the coveted Judge's Choice Award for the entire campaign. *(Cross-Reference Economic Vitality Element)*





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 2019 to implement the Guiding Principle, Preserve Meaningful Open Space.



Dedication of the Fraesfield Trailhead in October of 2019



## Pima and Dynamite, Granite Mountain and Fraesfield Trailhead Improvements

The Pima and Dynamite, Fraesfield, and Granite Mountain Trailheads are three of the twelve trailheads that will provide public access to Scottsdale’s McDowell Sonoran Preserve. In 2019, the construction plans were completed for the permanent improvements at the Pima Dynamite Trailhead.

Construction began on the Fraesfield and Granite Mountain Trailheads in the summer of 2018, and was completed in summer 2019. The trailhead facilities include basic support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

## Trail Planning

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

Fraesfield Trailhead



Granite Mountain Trailhead



Scottsdale Ranch 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 2019 to implement the Guiding Principle, Enhance Neighborhoods.

## Community Education

Neighborhood College is a City-created program that provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. During 2019, there were 26 Neighborhood College classes held with a record breaking 1,560 residents attending. *(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 51 parties. Two annual “Keep Scottsdale Beautiful” events had a total of 717 volunteers clean 210 miles of roadway, and the Adopt-a-Road program had 81 registered groups with more than 2,184 volunteers keeping 249 miles of Scottsdale roadsides adopted and cleaned throughout the year. In 2019, there were 1,248 active Neighborhood Watch groups with 229 captains/co-captains. *(Cross-Reference Community Involvement Element)*

## Neighborhood Safeguarding

Scottsdale has a fast and efficient code enforcement agency with a 0.2 day average code inspector response time to a citizen complaint in 2019, and an average of 16 days to close a case. 93.5% of the cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

Volunteers assist at the butterfly garden at Via Linda Senior Center



## Butterfly Garden at Via Linda Senior Center

City program Operation Fix It brought in over 60 volunteers (40 from PHX Architecture & 20 city employees donating their time) to install several ADA accessible paths, 300 plantings, and raised bed gardens as part of the City's second butterfly garden installation. The final touches of tables and benches were added by the Salt River Project group. The Scottsdale Neighborhood Advisory Commission contributed \$10,000 to fund the project. *(Cross-Reference Neighborhoods Element)*

City Parks staff work to install the McDowell Berm plantings



## Southern Scottsdale Improvement Projects

The Capital Project Management team, along with Parks Maintenance staff have been working to enhance two berms located along the south end of El Dorado Park (adjacent to McDowell Road). The berm landscaping was designed by Long Range planning staff members, and both the east and west locations have been graded, and include planters and new irrigation systems. In honor of Martin Luther King Day, 30 Operation Fix It volunteers, from local company Accolade, provided assistance with removal of several rocks on site, which were inhibiting the final design. Once completed, the Accolade volunteers continued to assist Parks Maintenance staff with litter and debris collection throughout El Dorado and Vista Del Camino Parks, as well. *(Cross-Reference Neighborhoods Element)*



LEED Certified SkySong Element Hotel



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 2019 to implement the Guiding Principle, Seek Sustainability.

## Regional Sustainability

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

- **Air Quality** - The Environmental Office Manager represented the East Valley cities on the Maricopa County Clean Air Council and is current member of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the City Communications Department participated in successful county-wide "Burn Cleaner, Burn Better" and "Ozone Reduction" campaigns.
- **Low Impact Development** - The Environmental Office Manager led an ASU SCN core working team for a county-wide effort to develop technical details, specifications and implementation strategies for Low Impact Development (LID) & Green Infrastructure (GI). LID & GI strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth. The Environmental Office applied for and was awarded two grants totaling approximately \$80,000 to develop a Handbook of Technical Standard Details and Specifications for 10 - LID/GI techniques. This handbook was a team effort led by Scottsdale in collaboration with the ASU Sustainable Cities Network and member communities.
- **Waste** - The Scottsdale Environmental Advisory Commission continues to monitor the current state of recycling and is seeking to find alternative uses for the products now that China has drastically changed the dynamics of the previously established flow of recyclable materials. Environmental Office staff has begun pilot programs for recycling collection in all city buildings striving to increase both the quantity and the quality (less contamination) of the recycling content.
- **Scottsdale Environmental Advisory Commission** - The former Environmental Quality Advisory Board (EQAB) was renamed the Scottsdale Environmental Advisory Commission (SEAC). SEAC was also provided with an update to the Commission's Purpose and Responsibilities in the Scottsdale Code, as proposed by the City Manager's Office and adopted by the City Council in July of 2019. The SEAC stayed informed of both regional and municipal emerging environmental issues through meeting invitations to city department leaders and neighboring municipal sustainability directors. Presentations and discussions in 2019 included drought contingency planning, recycling market dynamics, and planning for climate change. *(Cross-Reference Preservation & Environmental Planning Element)*

## SCOTTSDALE



## GREEN BUILDING PROGRAM

## Local Sustainability

### Green Building

- **Green Building Program** - The number of Scottsdale designated green homes increased to 1,445 with the building of 31 new or retrofitted single-family homes, including townhomes, in 2019. Collectively, this represents an annual energy savings of \$800,862 and a greenhouse gas reduction equivalent of removing 1,067 passenger vehicles from the streets.
- **Lecture Series** - For the 22nd consecutive year, the City provided a free monthly green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Topics this past year included edible landscapes, earthen mass construction, ductless mini-splits cooling systems, circular economy and carbon neutrality. With an average monthly attendance of 30, the lecture series continues to showcase Scottsdale's environmental initiatives.

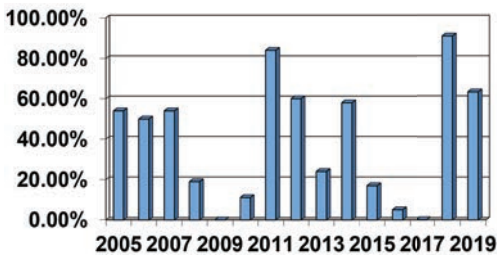
Safari Apartments



New Scottsdale Aviation Business Center



Percentage of Green Multifamily Dwelling Permits for Condos, Apartments & Hotel Buildings (2005 through 2019)



- Green Multifamily & Commercial Projects** – The city continued the implementation of the adopted International Green Construction Code (IgCC) and expanded the code's use as a baseline requirement for new building projects seeking zoning bonuses (increased building height and density) in commercial mixed-use zoning district. The multifamily and commercial projects that were approved in 2019 under the IgCC or LEED Certification Program included Canopy Hotel, Safari Apartments, Springhill Suites Hotel and Broadstone Papago Marketplace Apartments.
- Green City Facilities** – In 2005, Scottsdale adopted the nation’s first LEED Gold policy for newly constructed and renovated public facilities. Since 2005, fourteen city buildings have LEED certifications including four certifications at the top platinum level. In 2019, Fire Station 613 was certified at the entry certification level. The new Aviation Business Center is pending gold certification and two new fire stations are under construction.
- Green Rehab Program** - With Community Development Block Grant (CDBG) funding from the US Department of Housing and Urban Development (HUD), the City’s Community Assistance Office continued its Green Rehabilitation Program, for the fourth year. Scottsdale based green building specifications are used to retrofit existing homes with energy efficiency improvements, water efficient plumbing fixtures, hot water delivery and indoor environmental quality, resulting in 10 completed homes in 2019.
- Promotion & Outreach** - The Green Building web site was updated to highlight green projects on its profile page including green building lecture series, green building checklist updates, trends and technical resources.
- Energy/Water Efficiency & Indoor Environmental Quality Measures** Green-related building code amendments were implemented as a part of the city project review, permit and inspection process incorporating the International Green Construction Code (IgCC), the International Energy Conservation Code (IECC), the International Residential Code (IRC) and the International Plumbing Code (IPC). The code provisions include energy efficient lighting, water efficient plumbing fixtures, efficient hot water delivery, bathroom exhaust fan controls and solar ready roof zones that were incorporated into 593 new single-family homes, 604 multifamily residential units and 2 hotels.

- Solar Energy** - A total of 624 solar permits were issued in 2019 for the installation of solar electric (PV) systems on primarily residential rooftops. This brings the total solar PV installations in Scottsdale to 4,456 representing 7.3% of 71,092 Scottsdale owner occupied homes. Despite the growing number of utility disincentives, consumer demand continues to grow for on-site solar electric power generation. With lower system costs and improved battery storage technology, we expect to see greater demand for both solar and battery storage systems. *(Cross-Reference Preservation & Environmental Planning Element)*



## Water

Purified Drinking Water demonstration station



One Water Brewing Showcase at Canal Convergence



Choose Tap! Water Trailer



- Arizona’s First Direct Potable Reuse Permit** - The Advanced Water Treatment Plant at the Scottsdale Water Campus became the state’s first – and one of only three in the nation – permanent water treatment facilities permitted to treat recycled water for potable water uses. The groundbreaking permit effectively establishes a model for cities across Arizona to begin working towards reusing their precious water resources for future, long-term water sustainability. To celebrate the landmark achievement and help normalize perceptions about drinking recycled water, Scottsdale Water partnered with Scottsdale Arts to produce the One Water Brewing Showcase at Canal Convergence, the world’s first beer festival featuring beers made with recycled water.
- Choose Tap! Water Trailer** - Scottsdale Water debuted its Choose Tap! water trailer, a mobile drinking water station that attaches directly to a fire hydrant and serves up chilled tap water at major city events providing a customer service while also promoting the city’s extensive sustainability initiatives.
- Water Rebate Increase** - To promote efficient water use outdoors, Scottsdale’s Water Conservation Office increased the Rebates for warm-season turf removal to \$5,000 per single-family residential home (previously capped at \$1,500) and up to \$20,000 per commercial, HOA or multifamily property (previously \$15,000).
- Water Supply & Quality** - In 2019, Scottsdale provided safe, reliable drinking water to over 90,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 23 groundwater wells, more than 11,000 fire hydrants and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system. The Water Quality Laboratory performed over 17,500 tests on drinking water and Scottsdale’s drinking water exceeded all EPA water quality requirements.

- Safe Yield** - Scottsdale achieved Safe Yield (recharging more water into the aquifer than pumping out) for the 14th consecutive year by recharging nearly 7 billion gallons of ultrapure recycled water and treated CAP water – a renewable surface water supply – in 2019.
- Direct Irrigation Water Reuse** - Approximately 8.9 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 24 golf courses. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

## Solid Waste & Recycling

- **Sustainable Waste System** - Scottsdale Solid Waste continued to provide quality and efficient services to our customers at the lowest possible cost. The rising economic cost of transportation, handling and tipping fees, and the associated environmental costs have solid waste administrators searching for alternatives that will reduce cost and extract value from the green organic feed stock. Organic feed stocks are the raw materials used as inputs for industrial processes where those raw materials are being converted into something different (the outputs). Also in 2019, the Environmental Office in partnership with Solid Waste and the Scottsdale Environmental Advisory Commission began working on the development of a new Strategic Solid Waste and Recycling Plan.
- **Landfill Diversion** - Scottsdale began offering curb side residential recycling in 1996. Scottsdale’s recycling program successfully diverts over 20% or 25,000 tons of municipal waste from the landfill annually, making Scottsdale a leader in landfill diversion. The City offers a variety of free events, such as electronics recycling and household hazardous waste collection days, along with monthly home collection of household hazardous waste. These two programs alone divert over 140 tons of waste each year. For 2019, residents diverted 28 percent of household waste to recycling rather than shipping it to the landfill. *(Cross-Reference Preservation & Environmental Planning Element)*

## Additional Sustainability Efforts

- **Preventative Maintenance Program** - The Facilities Management team collaborated with many city departments in 2019 to update sustainability practices in construction and capital improvement projects. Some of these new projects included the replacement of aging interior and exterior lighting in city facilities with upgraded energy efficient LED light fixtures. This also included the replacement of aging and inefficient plumbing fixtures with upgraded water efficient fixtures in restrooms and showers. Projects included point-of-use tankless water heaters, fixtures, and underground infrastructure replacement and were completed at 20 facilities citywide. Finally, the replacement of aging drinking fountains with Bottle Filling Stations to decrease plastic bottle and cans going into waste stream, were completed at 17 parks, trails and stadium locations.
- **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.
- **Tree City USA** - Scottsdale earned its 37th 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, Open Space and Public Services & Facilities Elements)*

Newly installed drinking fountain replacement



Facilities crew replaces lighting with more LED fixtures



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# SUPPORT ECONOMIC VITALITY

Newly Remodeled Civic Center Lawn



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 2019 to implement the Guiding Principle, Support Economic Vitality.

## Tourism Economic Impacts

In 2019, Scottsdale hosted an estimated 10.8 million visitors (1.7 million international overnight visitors, 4.6 million domestic overnight visitors, and 4.5 million domestic day trip visitors). These visitors, through their local spending, created an annual economic impact of \$3.2 billion in the City of Scottsdale. Tourists have a tremendous impact on tax revenues to the city. Privilege tax collections attributable to domestic and international visitors in FY 2018/19 are estimated at \$57.1 million, including bed taxes. The City continues to enhance Scottsdale as a tourism destination by strengthening the local industry through a comprehensive tourism development program of research, destination marketing and promotions, support of qualified major events as well as creation of events, and the development of destination attractions. *(Cross-Reference Economic Vitality Element)*

## Special Events

Special events help build a sense of belonging and community pride as well as creating opportunities to interact, celebrate, enrich people's lives, promote inclusiveness, and stretch imaginations. The City of Scottsdale plays a strong role in financially assisting special events and helping event planners bring people together safely and successfully at events held throughout the city. As such:

- **Tourism Event Development Fund** - The City manages multiple programs that support special events held throughout Scottsdale by funding one-time, new, existing, and community events through a criteria-based application process. With an investment of up to \$1.8 million in 2019, these multiple programs vetted through an application process by staff, the Tourism Development Commission and approved by City Council, provided \$1.2 million in funding to 33 events that generated \$2.3 million in marketing value for the City.
- **Special Event Application & Permitting** - The City assists event organizers by guiding them through its special event application and permitting process in planning safe and successful events. Not including events held in City owned facilities such as WestWorld and Parks, the city reviewed, processed and approved 161 events in 2019.

2019 Waste Management  
Phoenix Open



- **Waste Management Phoenix Open** - Billed as the “Greatest Show on Grass” the Waste Management Phoenix Open is the largest golf event in the world. The city provides substantial resources through many departments to manage public safety and transportation for this major event. Attendance for 2019 topped 700,000, a new open record.

- **Western Week** - The city works closely with several traditional and historical event organizers to create and promote Western Week. Historical events include the Gold Palette Art Walk, Hashknife Pony Express and the Parada del Sol Parade & Trails End Festival. For the past three years, this popular week of activities has expanded to include the two-day free Arizona Indian Festival as well as free admission to Scottsdale’s Museum of the West.

- **Scottsdazzle** - The city’s month-long holiday celebration, held primarily in Old Town, hosts a myriad of events including the Sing-Along & Tree Lighting, Sugar Plum Ave and the new Sweet Treat Trail. *(Cross-Reference Economic Vitality Element)*

Scottsdazzle 2019





Swarm by Toy Studio and Standing Wave by SquidSoup at Canal Convergence



### Canal Convergence

Scottsdale Arts presents Canal Convergence annually with the City of Scottsdale and Salt River Project (SRP). Building on the success of the first 10-day Canal Convergence in 2018, the November 2019 event drew nearly 300,000 attendees, many of them lining the banks of the Arizona Canal every hour for a choreographed fire performance by Scottsdale’s own Walter Productions. Artists from three other states and four foreign countries were also featured. Another 2019 highlight was the One Water Brewing Showcase, a partnership with Scottsdale Water, featuring 10 craft brews made from potable reuse water. A partnership with Scottsdale Solid Waste also resulted in 93% of waste from the event diverted from the landfill. *(Cross-Reference Character & Design and Growth Areas Elements)*

One Water Brewing Showcase



### Old Town Scottsdale

The city continues to expand the marketing and promotion of Old Town Scottsdale. Initially, the awareness campaign spanned six months from April-September in 2019 and now encompasses an all-year campaign. *(Cross-Reference Economic Vitality Element)*

Might Mud Mania 2019



### Mighty Mud Mania

Mighty Mud Mania celebrated its 44th year at Chaparral Park, providing several mud-filled activities for various age groups. With roughly over 7,500 participants, the event offers online pre-registration and a limited number of low cost fast passes that minimized line wait times for pass holders. *(Cross-Reference Open Space & Recreation Element)*

Taliesin West



### Frank Lloyd Wright's Taliesin West Makes UNESCO World Heritage List

Taliesin West is one of eight Frank Lloyd Wright designs that was added to the UNESCO World Heritage List on July 7, 2019. Founded in 1946, UNESCO comprises the United Nations' educational, scientific, and cultural organizations. Wright established the site, which served as his winter home, in Scottsdale in 1937. Taliesin West is now one of two Arizona sites on the list. Grand Canyon National Park is included as a natural site, and Frank Lloyd Wright’s architecture is included as a cultural site. Only eleven of the 24 U.S. sites on the list are cultural sites. (Unesco.org, July 2019). *(Cross-Reference Economic Vitality Element)*

### Scottsdale Named One of the Healthiest Places to Live in the U.S.

Scottsdale ranked among the top 10 cities in a survey of the "Healthiest Places to Live in the U.S." released by WalletHub. The Washington, D.C.-based financial services platform assessed more than 170 American cities, comparing four specific dimensions: health care, food, fitness and green space. The study's methodology ranked the cities with the highest scores to be the healthiest cities. According to the study, Scottsdale is the ninth healthiest city in America, particularly scoring well in fitness. (Wallethub.com, February 2019) *(Cross-Reference Economic Vitality Element)*



## Key Performance Indicators

During fiscal year 2018/19, the Scottsdale economic development department participated with material influence in the attraction, retention or expansion of 14 unique businesses representing an estimated 1,531 jobs in the first 12 months of business operations with an average wage of \$68,633 and an overall total of 2,999 jobs within the next five years. Notable additional accomplishments include:

- Completed 85 direct business outreach visits with Scottsdale employers.
- Expanded the online job board tool resulting in a total of 72 participating companies and 6,448 unique job view clicks from job seekers.
- Produced or participated in 11 unique events and programs totaling 1,005 attendees a signature events like the Mayor Council Breakfast and Scottsdale Cure Corridor Luncheon and more than 16,000 ChooseScottsdale.com site visits through marketing and event programming outreach efforts.

Director Rob Millar receives the Silver Excellence for the Scottsdale Relocation Guide



- Worked with the small business community to conduct ten business training courses in the spring where more than 127 participants attended the programming
- Received a Silver Excellence in Economic Development Award for the Scottsdale Relocation Guide, in the category of Special Purpose Print Brochure from the International Economic Development Council (IEDC), and a Bronze Excellence in Economic Development Award. The department also won a Golden Prospector Award from the Arizona Association for Economic Development (AAED), recognizing excellence, innovation and creativity in economic development.

*(Cross-Reference Economic Vitality Element)*

## Frank Recruitment Group Chose Scottsdale For New Office

Global IT recruitment firm Frank Recruitment Group has opened the doors on its latest office in Scottsdale, Arizona in a move that has created more than 50 new jobs in the area—a number set to rise to over 100 in the coming years. The Scottsdale office is delivering three of the company’s niche technology brands: Anderson Frank, dedicated to NetSuite recruitment; Jefferson Frank, focusing on Amazon Web Services (AWS) recruitment; and Nelson Frank, specializing in ServiceNow. *(Cross-Reference Economic Vitality Elements)*

## Small Business Training Series

The Small Business Training Series was an important way the Scottsdale Economic Development team worked to ensure that small business needs are not forgotten. The ten-week program series was available to all existing or aspiring small businesses and entrepreneurs in Scottsdale. Each session was facilitated by Stealthmode Partners, with tools and resources provided from Scottsdale Economic Development, and instruction from local business experts. In addition, participants had the option to get direct mentoring with Stealthmode Partners. There were 127 total attendees, 55 individuals attended at least one session and 16 attended three or more sessions. *(Cross-Reference Economic Vitality Element)*

vCORE staff & Economic Development team at the vCORE HQ ribbon cutting.



### vCORE Technology Partners SkySong HQ

With more than 50 employees in Scottsdale and over 100 clients in Arizona, vCORE decided to remain in Scottsdale and opened their new headquarters in January 2019. vCore is at the forefront of implementing new innovative technologies into everyday business use for companies across every industry. Their decision to expand in Scottsdale is a testament to exceptional access to talent, an unparalleled quality of life and positive business environment for technology companies. *(Cross-Reference Economic Vitality Elements)*

Airobotics CEO James Paterson and staff at their new Scottsdale facility



### Airobotics Chooses Scottsdale for North American HQ

Airobotics, an Israeli based automated drone company, picked Scottsdale for their North American headquarters where they plan to expand their team to 80 employees by the end of 2019. Their unmanned aerial vehicles have several uses, including with Airobotics customer BHP, the world’s largest mining company. On September 25 Airobotics celebrated with a ribbon cutting ceremony at their 10,500 square foot facility in which Mayor W.J. “Jim” Lane, Council members and City staff participated. *(Cross-Reference Economic Vitality Elements)*

Sendoso's New Scottsdale Office



### San Francisco Tech Startup Expands to Scottsdale

Sendoso plans to hire more than 300 employees for their new operation in Scottsdale for sales and customer success. Sendoso creates the technology that leading companies use to personalize moments at scale using direct mail. *(Cross-Reference Economic Vitality Elements)*

### Zillow Offers Expands to Old Town Scottsdale

Zillow announced expansion plans for 20,000 square feet at the Galleria Corporate Centre that will be the headquarters of Zillow Offers. Zillow’s new platform will allow individuals the ability to purchase and sell their home using new technology. With this new expansion, Zillow plans to have more than 150 employees in Scottsdale and grow their footprint over the next several years. *(Cross-Reference Economic Vitality Elements)*

Zillow's New Scottsdale Office










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## NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2019 in Old Town:

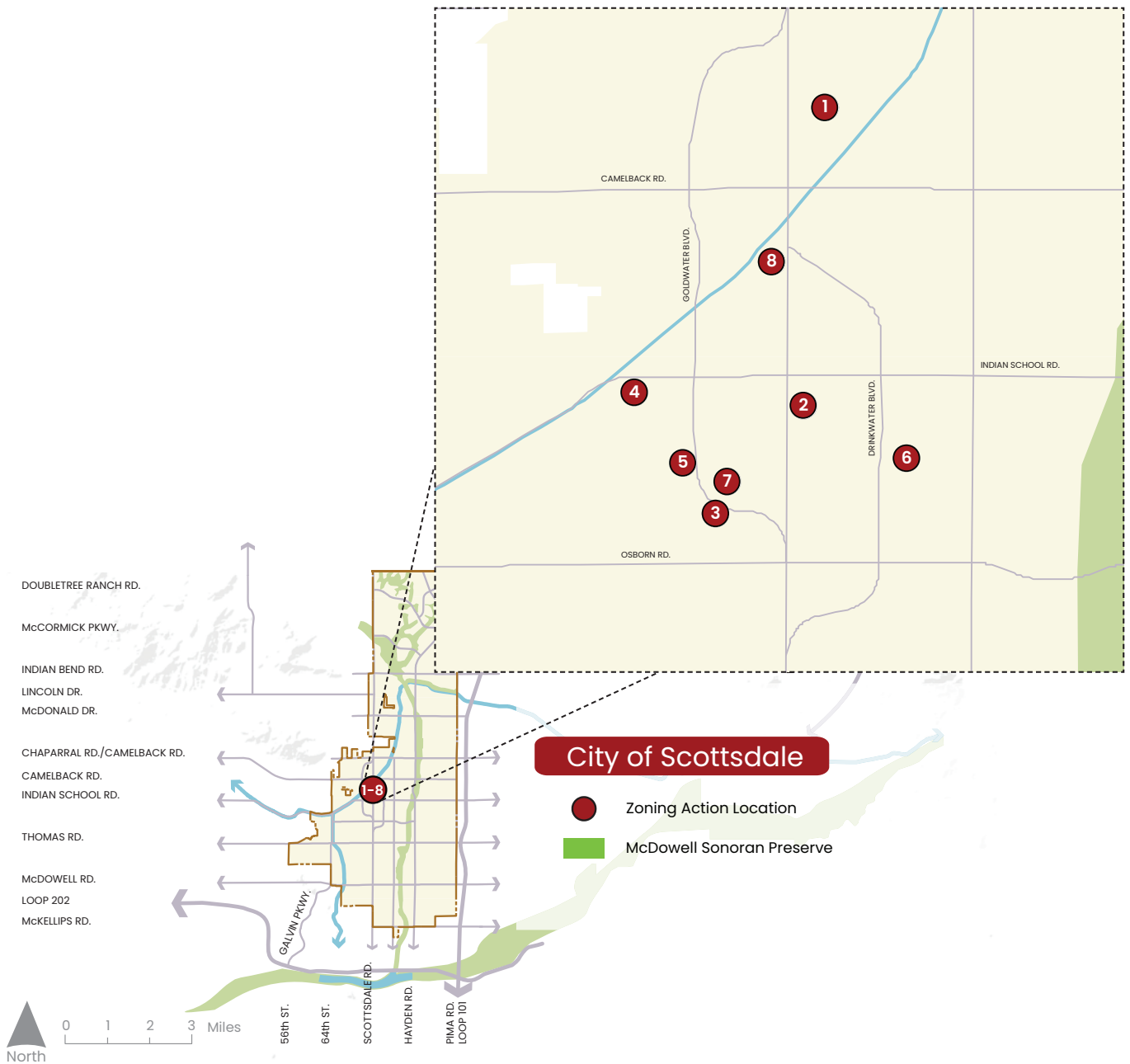
- **1 Safari - Phase II (65-ZN-1992 #10)** – This was a rezoning from Downtown/Regional Commercial Office - Type 2, Planned Block Development, Downtown Overlay (D/RCO-2 PBD DO) to Downtown/Downtown Regional Use - Type 3, Planned Block Development, Downtown Overlay (D/DRU-3 PBD DO) for a new 160-unit multi-family development (second phase of the Safari residential project) on a ±2 acre site located at the northeast corner of Scottsdale Road and Coolidge Street. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
- **2 Marquee (7-ZN-2015 #2)** – This was a rezoning from Downtown/Downtown Multiple Use Type-2, Planned Block Development, Downtown Overlay (D/DMU-2, PBD, DO) to Downtown/Downtown Multiple Use Type-3, Planned Block Development, Downtown Overlay (D/DMU-3, PBD, DO) for a new ±272,000 SF office and retail development on a ±9.5 acre site located at the southeast corner of Scottsdale Road and Shoeman Lane. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
- **3 The Goldwater (4-ZN-2018)** – This was a rezoning from Downtown/Residential Hotel-Type 2, Downtown Overlay (D/RH-2, DO) to Downtown/Downtown Multiple Use - Type 2 Planned Block Development Overlay, Downtown Overlay (D/DMU-2, PBD, DO) for a 40-unit mixed-use development and ±7,000 of commercial use on a ±1.2 acre site located at the northwest corner of Goldwater Boulevard and Marshall Way. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
- **4 Fleetwood 6 Townhomes (19-ZN-2018)** – This was a rezoning from Central Business District, Downtown Overlay (C-2 DO) to Downtown/Downtown Multiple Use Type 2, Planned Block Development, Downtown Overlay (D/DMU-2, PBD DO) for a 6-unit townhome development on a ±0.3 acre site located at the northeast corner of 69th Street and 1st Avenue. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
- **5 Winery Residences (24-ZN-2018)** – This was a rezoning from Neighborhood Commercial, Downtown Overlay (C-2 DO) and Downtown, Office Residential, Type 2, Downtown Overlay (D/OR-2 DO) to Downtown, Downtown Multiple-Use, Type 2, Downtown Overlay (D/DMU-2 DO) for a new 31-unit condominium project, with a street-level market, on a ±0.4 acre site located at the southwest corner of 1st Street and Goldwater Boulevard. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
- **6 75 on 2nd (2-ZN-2019)** – This was a rezoning from Downtown/Office Residential Type-2, Downtown Overlay (D/OR-2 DO) and Service Residential Downtown Overlay (S-R DO) to Downtown, Downtown Multiple Use Type-2 Downtown Overlay (D/DMU-2 DO) for a 36-unit multi-family development with on a ±1.1 acre site located at the northeast corner of 2nd Street and 75th Street. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*
- **7 Museum Square (13-ZN-2018)** – This was a rezoning from Downtown/ Downtown Multiple Use Type-2 Planned Block Development Downtown Overlay (D/DMU-2 PBD DO) and Downtown/ Office Commercial Type-2 Planned Block Development Downtown Overlay (D/OC-2 PBD DO) to Downtown/ Downtown Multiple Use Type-3 Planned Block Development Downtown Overlay (D/DMU-3 PBD DO) for a mixed-use development consisting of ±300 residential units and ±190 hotel rooms on a ±7.3 acre site located at the northwest and southwest corners of 2nd Street & Marshall Way. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Growth Areas Elements)*

# NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January and December 2019 in Old Town:










**8 Southbridge Two (22-ZN-2018)** – This was a rezoning from Central Business, Downtown Overlay (C-2 DO) and Downtown/Retail Specialty - Type 1, Downtown Overlay (D/RS-1 DO) to Downtown/Downtown Core - Type 1, Planned Block Development, Downtown Overlay (D/DC-1 PBD DO), Downtown/Downtown Multiple Use - Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO), and Downtown/Downtown Multiple Use - Type 3, Planned Block Development, Downtown Overlay (D/DMU-3 PBD DO) for a new mixed-use development with 330 multi-family units, 333 room hotel units, ±72,000 SF of office and ±170,000 SF of office space on a ±9.9 acre site located west of Scottsdale Road, along Stetson Drive. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. The project was the subject of a successful referendum campaign against the City Council’s decision to approve the project. The City Council then reconsidered the project at the April 7, 2020 City Council meeting and ultimately voted to repeal the previous approvals for the project. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Open Space Elements)*



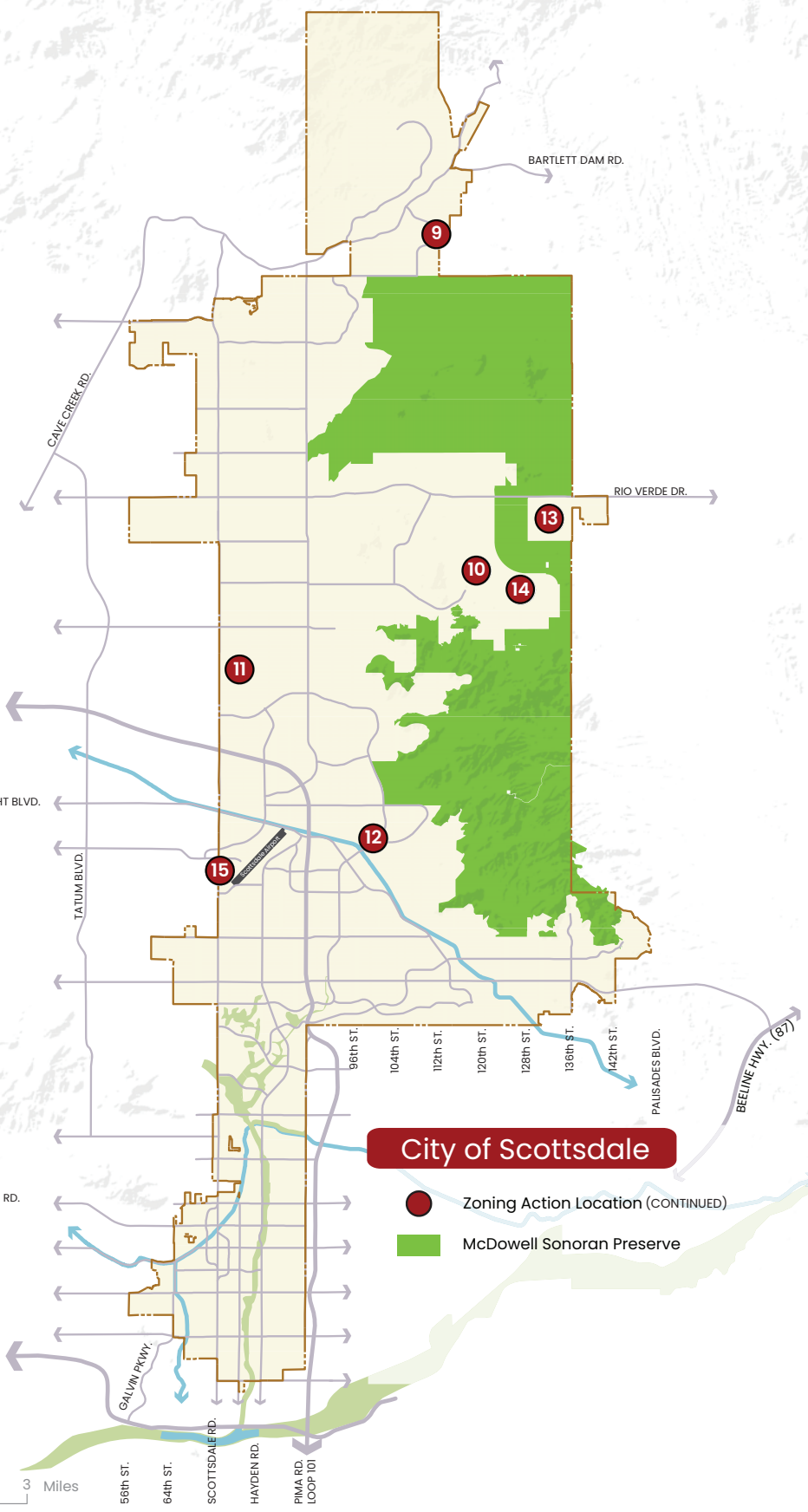
## NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January and December 2019:

-  **9 Joy Ranch & Tonto National Forest (16-ZN-2018)** – This was a rezoning from Single-family Residential Environmentally Sensitive Lands (R1-190 ESL) to Single-family Residential Environmentally Sensitive Lands (R1-43 ESL) for a new 52 single-family home subdivision on a ±77.6 acre site located at the northeast corner of Joy Ranch Road and Boulder View Drive. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use designation. *(Cross-Reference Land Use, Housing and Open Space & Elements)*
-  **10 118th & Ranch Gate (15-ZN-2018)** – This was a rezoning from Single-family Residential Environmentally Sensitive Lands (R1-130 ESL) to Single-family Residential Environmentally Sensitive Lands (R1-43 ESL) on ±64.4 acres for a new 42 single-family home subdivision and Open Space Environmentally Sensitive Lands (O-S ESL) on a ±4.2 acre site located at the northeast corner of 118th Street and Ranch Gate Road. Having an existing Rural Neighborhoods and Natural Open Space land use designations, the approval maintained and implemented General Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **11 Deer Valley Townhomes (3-ZN-2017)** – This was a rezoning from Planned Convenience Center (PCoC) to Residential (R-3) for a new 9-unit townhome development on a ±1 acre site located at the northwest corner of Deer Valley Road and Miller Road. Having an existing Urban Neighborhoods land use designation, the approval maintained and implemented General Plan land use designation. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **12 McDowell Mountain Community Storage (23-ZN-2018)** – This was a rezoning from Planned Convenience Center, Environmentally Sensitive Lands (PCoC ESL) to Neighborhood Commercial, Environmentally Sensitive Lands (C-1 ESL) for a new self storage facility on a ±4.7 acre site located at the southwest corner of Thompson Peak Parkway and McDowell Mountain Ranch Road. Having an existing Commercial land use designation, the approval maintained and implemented General Plan land use designation. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
-  **13 Braun 20 (14-ZN-2017)** – This was a an approval of a Density Incentive for increases in NAOS, on a Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) zoned parcel, to increase the allowed number of lots, from eleven to thirteen on a ±20 acre site located at the northwest corner of 132nd Street and Pinnacle Vista Drive. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use designation and the Dynamite Foothills Character Area Plan. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
-  **14 McDowell Mountain Manor (18-ZN-2018)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) to the Single-family Residential, Environmentally Sensitive Lands (R1-43 ESL) for a new 33 single-family home subdivision on a ±40 acre site located at the southwest corner of Ranch Gate Road and 128th Street. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan land use designation and the Dynamite Foothills Character Area Plan. *(Cross-Reference Land Use, Economic Vitality, Housing, Neighborhoods and Open Space Elements)*
-  **15 Agave (14-ZN-2016)** – This was a rezoning from Industrial Park (I-1) to Highway Commercial (C-3) to allow for a wider range of retail uses to support the nearby employment/office core in the Airpark. The ±2.5 acre site is located at the northeast corner of Scottsdale Road and Acoma Drive. Having an existing AMU (Airpark Mixed-Use) land use designation, the approval maintained and implemented the General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality and Growth Areas Elements)*








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

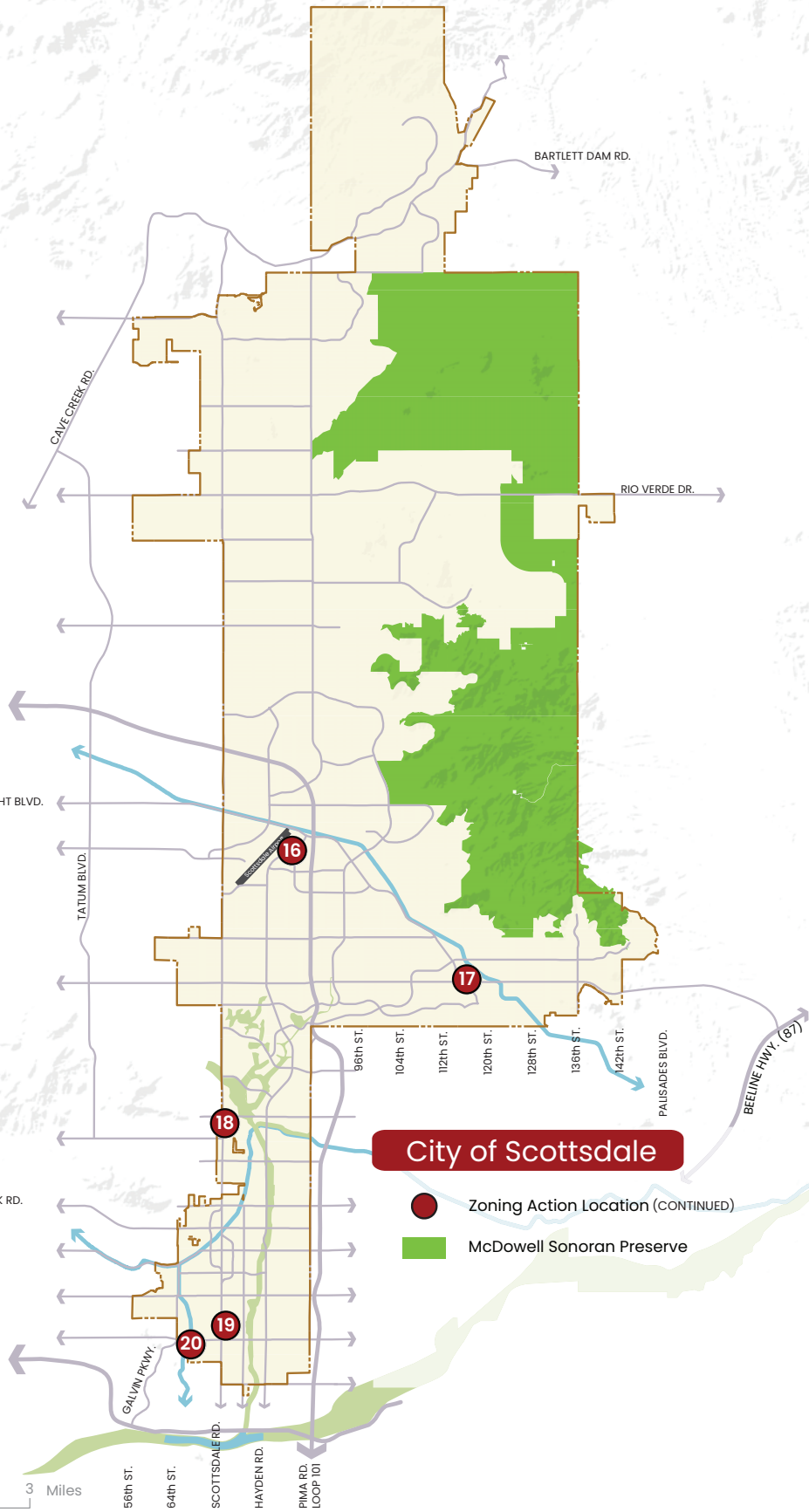


## NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January and December 2019:

-  **16 Core Center (19-ZN-2013 #2)** – This was an amendment to the approved Development Plan for the site, including approval of Bonus Development Standards for floor area ratio (FAR) on a ±7.6 acre site located west of the southwest corner of Northsight Boulevard and Hayden Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
-  **17 Black Rock Coffee (19-ZN-1987 #5)** – This was a stipulation amendment in case 19-ZN-1987 on the Highway Commercial (C-3) properties by removing the stipulation which restricts the signage height on a ±1.5 acre site located at the northwest corner of Shea Boulevard and 116th Street. Having an existing Commercial land use designation, the approval maintained and implemented the General Plan land use designation the and Shea Area Character Area Plan. *(Cross-Reference Land Use, Economic Vitality and Growth Areas Elements)*
-   **18 Sands North Townhouses Historic District (9-ZN-2018)** – This was a rezoning from Resort/Townhouse Residential (R-4R) to Resort/Townhouse Residential Historic Property (R-4R HP) to allow the subdivision to claim Historic Preservation designation. The ±7 acre site is located east of Scottsdale Road, off of Joshua Tree Lane. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Economic Vitality, Housing, Neighborhoods and Open Space Elements)*
-   **19 Alexan Scottsdale (21-ZN-2018)** – This was a rezoning from Highway Commercial (C-3) and Single-family Residential (R1-7) to Planned Unit Development (PUD) for a new 282-unit multi-family development with ±10,800 SF of commercial space on a ±18.3 acre site located at the northeast corner of Palm Lane and Scottsdale Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-   **20 The McDowell (12-ZN-2018)** – This was a rezoning from Highway Commercial, Conditional (C-3 C) to Planned Unit Development (PUD) for a new 358-unit multi-family development, with ±7,000 SF of office space, on a ±12.3 acre site located west of the southwest corner of McDowell Road and 67th Place. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, 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.  
 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.







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 2019 to implement the Guiding Principle, Advance Transportation.

Bus shelter at Pima and Via de Ventura



### Transit Improvements

Transit staff worked with capital projects management to complete bus stop improvements across the city. The first project added a shelter and transit furniture at Pima Road and Via de Ventura that previously lacked a shelter and replaced an aging shelter along 90th Street north of Via Linda with a new shelter that serves the new Mustang Route, Route 81, and Express Route 514. This project also added bench seating and trash cans for transit users at three other locations including two downtown locations. Trash cans were upgraded along the Indian School Road corridor at seven of the “artistic tin roof” shelters. This upgrade helped reduce issues with trash complaints due to a design flaw in the previous trash cans that created problems for custodial maintenance.

A project at the Via Linda Senior Center added a transit area with a bench and trash can and trolley service on the Mustang Route. This service adds more convenient access to the front door of the Senior Center whereas the previous stop was located at the parking lot entrance on Via Linda. Six bus stop locations were brought into ADA compliance by working with the Street Operations Division to pour concrete landing areas, extend curb ramps to provide access to signalized intersections, and provide seating at some locations along sections of the new Miller/Hayden and 68th St/Camelback routes. Starting in the summer of 2019, all 21 trolley vehicles began the installation of a new regional computer aided dispatch, as well as automatic vehicle location hardware and software upgrades. This project will include 8 high definition cameras onboard each trolley vehicle along with automatic route annunciators and many other features. This project is currently in the implementation phase with completion scheduled towards the end of 2020. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

New Scottsdale Active Transportation Map



### Active Transportation Map Update

Scottsdale updated and improved the Active Transportation Map by enlarging the paths and trails portion of the map and adding 15 miles of new paths, trails and bicycle lanes since the previous map version. Transit information was removed from the map, so that Scottsdale could be divided into northern and southern halves on either side of the map, enabling clearer display of path and trail segments, enhanced crossings, safety information and the self-guided Mountain Vista Bike Route. The map cover was also updated to include new photos that highlight the diversity of active transportation users in Scottsdale. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

### Traffic Engineering

Staff published the 2017-2018 Traffic Volumes and Collision Report. The purpose of this document is to provide traffic volume and collision information for the City of Scottsdale on arterial and collector roadway segments and major intersections within the City. The information is used in a wide variety of traffic engineering studies and applications.

Staff also completed the City of Scottsdale Guidelines to Identify Pedestrian Crossing Treatments (2020). The primary purpose of this document is to standardize the decision-making process to identify and prioritize the implementation of various pedestrian crossing treatments in the City of Scottsdale. While these guidelines focus primarily on addressing the needs of pedestrians, they may also be used to address the needs of other non-motorized road users that may benefit from the installation of a pedestrian crossing improvement. Special consideration should be given in order to accommodate the needs of people with disabilities. The city partnered with Legend Trail and McCormick Ranch to install speed feedback signs within those communities to address speed concerns. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

## Roadway, Bicycle & Pedestrian Improvements

Scottsdale installed four centerline miles of bike lanes to the network:



- 84th Street from Shea Boulevard to Arabian Loop
  - Redfield Road from Thompson Peak Parkway to Frank Lloyd Wright Boulevard
  - Via Linda Road from Loop 101 to 90th Street
  - Cholla Street from 92nd Street to 96th Street and from 108th Street to 110th Street
  - A west bound bike lane on Pinnacle Peak Road from Pima Road to 93rd Street
  - 78th Street from Mountain View Road to Shea Boulevard
- 75th Street from Indian School Road to 6th Avenue
  - Gainey Suites Drive from Scottsdale Road to Doubletree Ranch Road
  - 66th Street from Camelback Road to Chaparral Road (buffered bike lanes)
  - Granite Reef Road from Montebello Avenue to McDonald Drive (buffered bike lanes)
  - Bike lanes were added on Rio Verde from 118th Street to 122nd Street during the private development of the Scottsdale National golf club.

Scottsdale completed sidewalk improvements on 64th Street from Gary Street to Clinton Street; 102nd Place from McDowell Mountain Ranch Road to Tierra Buena Lane and Morning Star Drive from 102nd Street to 102nd Place. Scottsdale constructed the Cattletrack Trail along Cattletrack Road from McDonald Drive to Lincoln Drive. This unpaved trail provides a safe access route for pedestrians, bicyclists, and equestrians in the neighborhood to reach nearby sidewalks and paths. Safety improvements were completed for the intersection of Thomas Road at Hayden Road including turn lanes, bike lanes, medians, pedestrian amenities, and transit shelter improvements. The pedestrian bridge over Drinkwater Boulevard was reconstructed with structural improvements. The 68th Street bridge over the Arizona Canal just north of Indian School Road was replaced due to structural issues. This included new bike lanes and sidewalks on the bridge. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

## Cab Connection

Scottsdale continued the Cab Connection as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, age 65 or older and/or disabled - more flexibility and greater independence by providing twenty regular travel cab vouchers per month per user. These vouchers are subsidized by the City of Scottsdale at a rate of 80% up to a maximum of \$10.00. In 2019, Cab Connection welcomed 270 new participants to the program.

In coordination with the Granite Reef Senior Center, Cab connection also provides residents who are low income, age 65 or older, or with a documented disability, taxi vouchers to the Granite Reef Senior Center for participation in a daily lunch program. Eligibility is determined and verified by qualified Granite Reef Senior Center staff. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program. The number of participants who receive cab vouchers for the Wheels to Meals Program remains at 25 for the year 2019.

Beginning July 1, 2019 the Scottsdale Transportation Department added Valley Metro RideChoice service for Scottsdale residents who are ADA paratransit certified. RideChoice, which provides access to Uber, along with taxis and wheelchair-accessible vehicles, offers an economical and convenient transportation option. Participants have access to on-demand service and are not required to preschedule pickups, share rides or wait for taxis. Residents can choose this option instead of Cab Connection. *(Cross-Reference Neighborhoods and Community Mobility Elements)*



Cycle the Arts 2019



Walk & Bike To School/Work Day 2019



### Community Events

Scottsdale kicked off 2019 Bike Month at the April 2nd City Council meeting with Mayor Lane proclaiming April 2019 as Scottsdale Bike Month. Scottsdale Cycle the Arts was held on Sunday April 14th beginning and ending at Western Spirit: Scottsdale’s Museum of the West. The route was approximately 13-miles long with 9 art stops. Approximately 50 riders, mostly first-time attendees, received breakfast snacks, Valley Metro Bike Month t-shirts, and Scottsdale Bike Month t-shirts. The artist for the Valley Metro shirts, Lucretia Torva, signed shirts and posters at the event.

2019 Bike to Work Day was held valley-wide on Wednesday April 17th. The city partnered with sponsors for four stops in the south area of Scottsdale for people to receive free coffee, juice, breakfast snacks, and t-shirts for riders. Sponsors included General Dynamics, Phil and Shar Roos, Regroup Coffee and Bicycles, and Scottsdale Transportation staff. Approximately 109 riders stopped at the four stops at Vista del Camino Park, One Civic, Regroup, and Mountain View Park. Councilwoman Whitehead biked to the Mountain View Park stop. Walk and Bike to school events were held at Pueblo Elementary School on May 8th and October 2nd. The events at Pueblo Elementary School serve as a model for the city’s expanding Safe Routes to School Program. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*



El Dorado Park

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 2019 to implement the Guiding Principle, Value Scottsdale's Unique Lifestyle and Character.



Birdie Umwelt by Mary Lucking with To Kill a Mockingbird page



Birdie Umwelt by Mary Lucking



Art at the QuARter with Noelle Martinez



IN FLUX Mare Equus Et Ferro Machina by Steven Torres



### Public Art Citywide

Scottsdale Public Art formally dedicated “Birdie Umwelt,” a sculpture project by artist Mary Lucking that first began installation two years earlier. Located at the Mustang Library and Transit Center, “Birdie Umwelt” is a series of 20 bronze and stainless steel sculptures of house finches reading books and an additional sculpture of a birdhouse informed by the post-modern architecture of the nearby library. Images of birds, feathers, and lettering are also sandblasted into the pavement of nearby walking paths. *(Cross-Reference Character & Design and Growth Areas Elements)*

### Local Light

It was the second year for this new initiative by Scottsdale Public Art. Designed to extend the atmosphere of Canal Convergence into Old Town Scottsdale, Local Light features light-based public artworks by all local artists in and around the businesses of Old Town. This year’s show featured five new works, in addition to a return of the “Sun Lanterns” series by Eli Richard, all of which were on display from late October to the end of the year. Scottsdale Fashion Square hosted two artworks by artist Daniel Funkhouser, extending Local Light north of the Arizona Canal for the first time. *(Cross-Reference Character & Design and Growth Areas Elements)*

### ART at the QuARter: LIVE Mural Painting Events

Now in its third year, this popular series pairs local mural painters with live music organized by Scottsdale Quarter. In 2019, Scottsdale Public Art doubled the amount of mural painters demonstrating their talents during this event, bringing them in for four Saturdays in September as well as four Saturdays in October, as it has the two previous years. Each of the artists created a 4-foot by 8-foot mural in only a few hours as members of the public watched them work. All eight murals are now on display at Scottsdale Quarter. *(Cross-Reference Character & Design and Growth Areas Elements)*

### IN FLUX

IN FLUX is a regional public/private initiative created by Scottsdale Public Art that gives Arizona artists the opportunity and experience of working with indoor and outdoor spaces. The artists create site-specific public art installations that attract visitors and engage them in different ways. In 2019, IN FLUX Cycle 8 included partnerships with multiple cities throughout the Valley and the placement of three temporary artworks in Scottsdale by artists Christine Cassano, Min Kyu Kim, and Steven Torres, whose bright yellow seahorse artwork was shown in a new location along Via Linda in northern Scottsdale. *(Cross-Reference Character & Design and Growth Areas Elements)*





## Citywide Volunteer Program

Citizen volunteers play a critical role assisting the City of Scottsdale in providing 'simply better service for a world-class community'. In 2019, more than 6,000 citizens contributed more than 156,000 hours volunteering with the City to enhance services to citizens and visitors of Scottsdale – which is valued at more than \$3.8 million. The citywide volunteer program provides opportunities for citizens to volunteer in a wide range of services and program areas – including the libraries, parks and recreation, police and fire departments, senior centers, human services, food bank, Paiute Neighborhood Center, as well as programs like the Old Town Ambassadors and the McDowell Sonoran Preserve Stewards. Additionally, more than 150 residents volunteer on the City's boards, commissions and task forces. The 2019 recipient of the William P. Schrader Volunteer Impact Award was Bob Fowler for his efforts to preserve Scottsdale history. Bob is a volunteer at the Civic Center Library where he has gathered and scanned more than 1,500 historical photographs for the Scottsdale Public Library's digital photo collection. *(Cross-Reference Community Involvement Element)*

## Organization Strategic Plan

The City Council received updates on the status of the Organization Strategic Plan in a biweekly City Council Update email. In addition, the Organization Strategic Plan was updated from a PDF to an online dashboard, found on the City's webpage. This dashboard also links to various quarterly performance measures for specific areas, and allows for increased interaction by the reader. *(Cross-Reference Community Involvement Element)*

## Historic Preservation

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

Historic Preservation Officer Steve Venker attended the annual meetings for each of the seven HOAs in the Villa Monterey Units 1-7 Historic District and presented information about the Historic Preservation Plan and Guidelines from February 9 - April 14th. The Commission reviewed and received public comments on a draft of the Villa Monterey Units 1-7 Historic Preservation Plan and Guidelines monthly in 2019.

The Historic Preservation and Planning Commissions recommended, and City Council approved, the request by Sands North Townhouses for a Zoning District Map Amendment from Resort/Townhouse Residential (R4R) to Resort/Townhouse Residential Historic Property (R-4R HP) zoning on the Sands North Townhouse subdivision plat.

Three of the Historic Preservation Commissioners attended the 2019 Arizona Historic Preservation Conference, hosted in Scottsdale Prescott, Arizona. Historic Preservation Officer Steve Venker attended and gave a presentation at the 2019 Taliesin Colloquium regarding the private-public partnership that resulted in the Development and Preservation Agreement between Scottsdale City Council and Frank Lloyd Wright Foundation. Lastly, Historic Preservation Officer Steve Venker participated in the Modern Phoenix Expo at Scottsdale Community College on March 23, providing information about the Scottsdale Historic Preservation Program to attendees. *(Cross-Reference Community Involvement Element)*

## Development Review Board

To maintain Scottsdale's high quality character and design, during 2019, the Development Review Board reviewed and approved several projects that involved renovation and expansion of existing developments, as well as infill projects on parcels that had been vacant. Major commercial developments included: Mercado on Hayden & Mercado Del Lago Exterior Remodel, Black Rock Coffee, Scottsdale Center Phase II, Edition Hotel Scottsdale, The Corner Center, Palmeraie, Black Rock Coffee Bar at Windgate, DC Hotel, Hyatt Crossroads, 101 Mega Raintree LLC, Goldwater Renovation, Bentley Gallery, Trailwest, Country Inn Hotel, Papago Marketplace Phase 1, Springhill Suites at Papago Plaza, Renaissance façade Renovations, Taco Bell, The Ivy, Hotel at Scottsdale Fashion Square, Galleria Street Entry Addition, and Raintree Internalized Community Storage. Mixed-use developments included: Main Street Mixed Use, The Goldwater, Marquee, JLB – McDowell, Gentry on the Green, South Scottsdale Mixed-Use. *(Cross-Reference Community Involvement Element)*

Mustang Seed Library



Scott the Dog with Cowgirl Jan at Appaloosa's 10th Year Anniversary



## Digital Collection

The Library continues to grow the digital collection to meet the needs of a technologically savvy community. The digital collection of the Library circulates more monthly than any individual physical branch, with a total of 700,250 circulations for 2019. Two new services were added to the Library's digital collection: Acorn TV, which allows people to access British television shows free of charge, and Pressreader, which can access newspapers from many U.S. cities and states, as well as international newspapers as well. *(Cross-Reference Public Services & Facilities Element)*

## Scottsdale Library Branches

In partnership with local nonprofit Garden Pool, the Scottsdale Seed Library opened at Mustang Library. The Seed Library is stocked with edible plants and herb seeds appropriate for Arizona growing conditions and seasons. Cardholders can check out three seed packets per month; the seeds don't need to be returned and cardholders are encouraged to save their seeds for donation. Since its opening, a total of 3,592 seed packets circulated in 2019. The

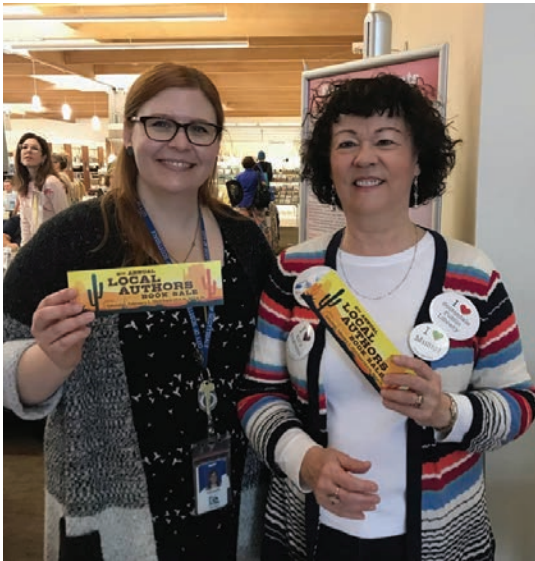
Scottsdale Heritage Connection officially opened at Civic Center Library. It provides a space for researchers to access physical books, documents, and periodicals related to Scottsdale's history. A special ribbon cutting ceremony and unveiling of The Messinger Family Research room was held for donors.

Appaloosa Library celebrated its 10th Anniversary on November 9th. Special programs and western-themed activities were held all day to celebrate. *(Cross-Reference Public Services & Facilities Element)*

## Library General Statistics

In 2019, 2,462,253 physical and digital items were circulated from the 5 branch locations. Scottsdale libraries served 1,064,692 people. There were 18,711 new card holders. The number of new items added to our collection was 46,503. *(Cross-Reference Public Services & Facilities Element)*

Librarian Michelle Vorves Cabrales with Library Board Member Teresa Quale at the Local Authors Book Sale.



### Library Adult Services

In 2019, the Library Adult Services department continued to develop programs and services that were innovative and responsive towards the needs of the City and its citizens. The Library launched programs such as Memory Café, which is designed for community members with Alzheimer’s or dementia and their caregivers, and Coffee and Conversations, which creates a safe space for people experiencing homelessness to connect with resources and build unity. In partnership with Vista del Camino and the Heat Relief Network, a regional partnership through the Maricopa Association of Governments, Civic Center Library served as a Hydration Station from May to October. The Library was able to offer 2,600 bottles of water to people who were in need during the program. The 6th Annual Local Authors Book Sale brought over 100 local authors and 800 people to the library in February 2019. The Scottsdale Local Authors Collection was designed to introduce and showcase the emerging literary talents and works within our community and throughout Arizona by introducing library users to its unique, homegrown talent. The collection has grown to over 700 items. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

“Messages in Ink, Women in Print” at the Civic Center Library



### Library Art Exhibitions

In 2019, Scottsdale Public Art opened a new gallery at the Civic Center Library, replacing the former location that became a historical exhibit. The first major exhibition at the Civic Center Public Gallery was “Messages in Ink, Women in Print,” featuring female printmakers from Arizona. It opened in September. Scottsdale Public Art also held five exhibitions at the Appaloosa Public Gallery, including “Before Ever After: My American Fairytale” by Chandler artist Shachi Kale and “Dudes and Dudettes—Fiber Arts” by Scottsdale artist Marla Hattabaugh. *(Cross-Reference Public Services & Facilities Element)*

### Library Strategic Plan

In July 2019, Scottsdale Public Library adopted a three-year strategic plan that focuses on customer service, staff development, library partnerships and marketing, outreach, and enhancing library facilities. Staff sought input from the community through questionnaires that were provided at the library, on the website, and through outreach events, as well as through community focused groups in order to develop a robust plan that addresses the needs of the community. New vision and mission statements were also adopted in order to be more relevant. The Vision of Scottsdale Public Library is to Preserve the Past, Enrich the Present, and Illuminate the Future. The Mission of Scottsdale Public library is Putting People at the Heart of Dynamic Library Services. *(Cross-Reference Public Services & Facilities Element)*



Summer Reading Program 2019



Snowman Run at the Scottsdale Public Library's Ultimate Play Date



Books2Go at Paiute Neighborhood Center



Scottsdale Public Library Book Bike, The Loan Ranger



## Library Youth Services

The Summer Reading Program, A Universe of Stories, showed an increase in participation from the previous year. For 2019, 7,443 people participated in the Summer Reading Program. 6,788,847 minutes were read and a total of 3,180 free books were claimed during the program. There were 15,304 participants who attended one of the many Summer Reading programs and the teen volunteers worked a grand total of 4,294 hours in the months of June and July.

The Annual Ultimate Play Date in December 2019 provided a fun, dynamic, play-based learning experience for children 0-8 and their families. There were more than 30 booths with interactive, engaging activities for children and information for parents. Over 3,000 attendees joined the event at the Civic Center to support their child's learning.

The Library's Fun with Math and Science program joins Books Can... as the second Knowing and Growing Program to be copyrighted. Knowing and Growing is a series of programs for families that support the growth and development of young children. Fun with Math and Science explores math and science concepts and introduces strategies parents and caregivers can use with their child to help build and strengthen their mathematical and scientific thinking skills. *(Cross-Reference Preservation & Environmental Planning Element)*

## Library Outreach

Library programming at the Rio Montaña Park began in June and continued through the fall. There was a total of 10 programs that took place at the park and the Library will continue to offer programs out of the park to ease the transition of Palomino Library into a school library.

The Library continues to expand the Book2Go program with two additional micro-library structures in 2019. Books2Go is a collaborative program between the City's Park and Recreation Department, Facilities Department, and Human Services Department to put books in the hands of people throughout our community by allowing people to take-a-book, leave-a-book throughout the City. This service is free to anyone and is regularly maintained and stocked by Library volunteers. A Books2Go micro-library was installed at the Pinnacle Peak Park in north Scottsdale over the summer.

In September, the official Scottsdale Public Library book bike was revealed, a mobile outreach tool that is shaped like a covered wagon, and later named the "Loan Ranger" through votes from the public. The second phase of this outreach program will be to create a form that allows the public to request the Loan Ranger at their events, and also to use the Loan Ranger as a way to bring books, materials, and allow for library card creations throughout the City. *(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 if the proposal 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 in the same calendar year. Major General Plan amendments require a 2/3 majority (5 out of 7) vote for approval by the City Council per statutory requirements.

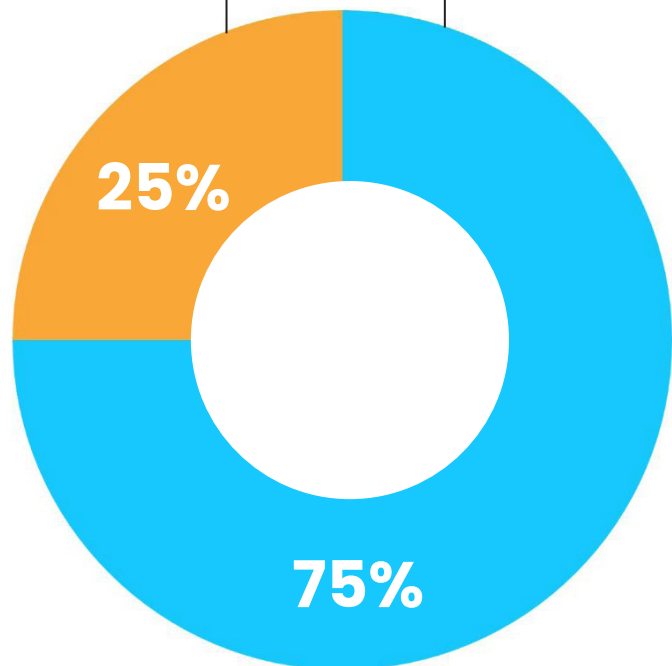
## **BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2019**

### **Council-Adopted, **Non-Major** General Plan Amendments:**

- Northwest Corner of Pima & Thomas (1-GP-2019)
- Raintree Mixed Use (2-GP-2019)
- Non-Major Amendment to Scottsdale General Plan 2001 (5-GP-2019)

### **Council-Adopted, **Major** General Plan Amendments:**

- Gentry on the Green (3-GP-2019)





## NON-MAJOR GENERAL PLAN AMENDMENTS

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The following are the non-major General Plan amendments adopted by City Council between January and December 2019:

- **1 Northwest Corner of Pima & Thomas (1-GP-2019 & 1-ZN-2019)** – City Council approved a non-major General Plan amendment to change the land use designation from Employment to Commercial on ±1 acre site located at the northwest corner of Pima Road and Thomas Road. The purpose of this amendment was to develop a future commercial use on the site. Planning Commission heard the General Plan and rezoning cases on August 14, 2019 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 September 17, 2019 on Consent.*
- **2 Raintree Mixed Use (2-GP-2019 & 3-ZN-2019)** – City Council approved a non-major General Plan amendment to change the land use designation from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on a ±5.6 acre site located at the northeast corner of Raintree Drive and Northsight Boulevard. The purpose of this amendment was to develop a 330 unit multi-family residential community. Planning Commission heard the General Plan and rezoning cases on August 29, 2019 and recommended approval with a vote of 5-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*  
*Adopted by City Council on October 1, 2019 on Consent.*
- **3 Non-Major Amendment to Scottsdale General Plan 2001 (5-GP-2019)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to add state statute required content including a Conservation, Rehabilitation and Redevelopment Element, a Neighborhood Preservation and Revitalization Element, an Energy Element, a Bicycling Element, and updated demographics, mapping and graphics content, for continued compliance with Arizona Revised Statutes. Planning Commission heard the General Plan case on October 16, 2019 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 November 11, 2019 with a vote of 7-0.*

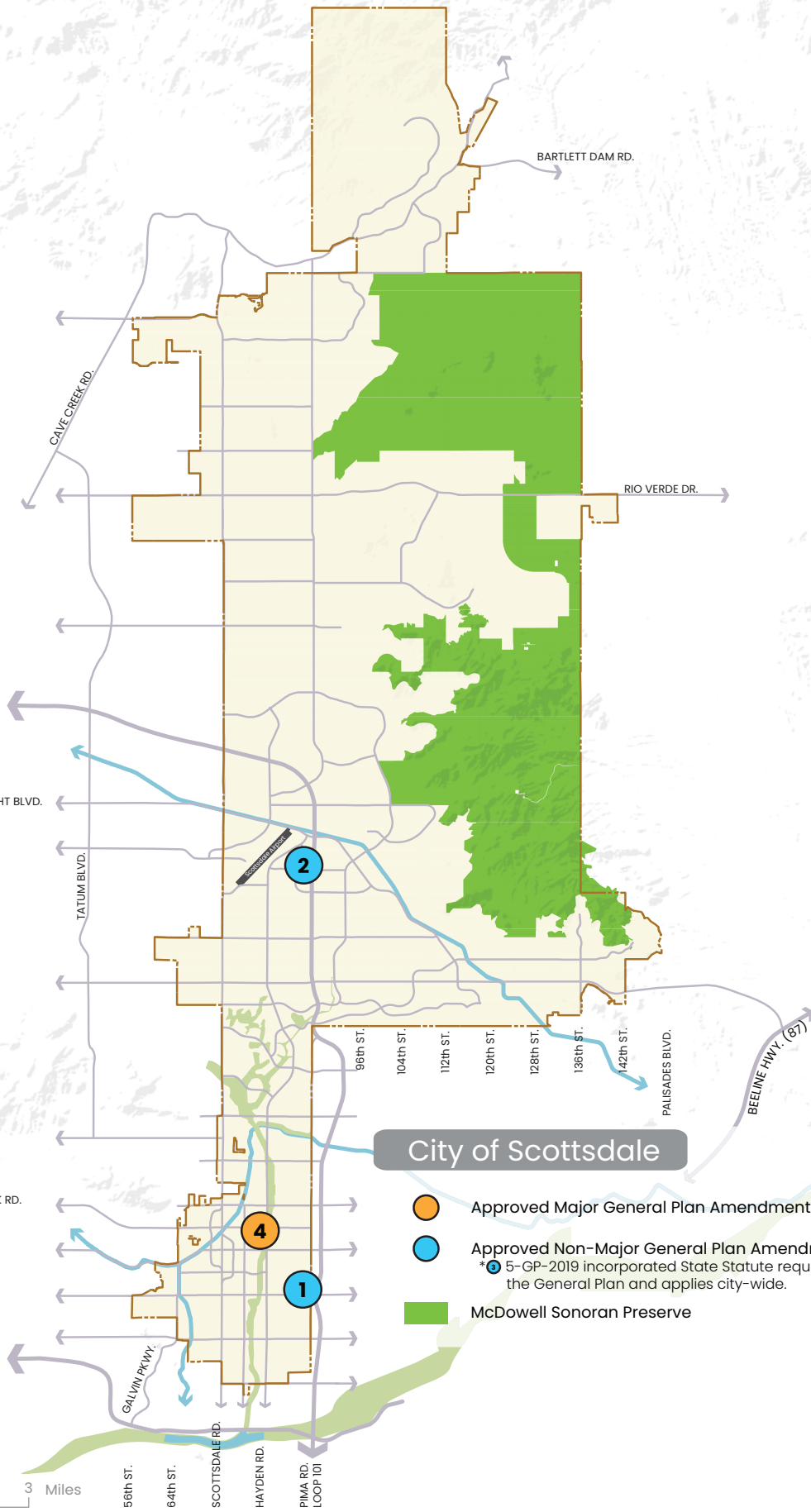
## MAJOR GENERAL PLAN AMENDMENTS

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The following are major General Plan amendments adopted by City Council between January and December 2019:

- **4 Gentry on the Green (3-GP-2019 & 11-ZN-2019)** – City Council approved a major General Plan Amendment to change the land use designation from Urban Neighborhoods to Mixed-Use Neighborhoods on a ±41.5 acre property located at the southwest corner of Hayden Road and Camelback Road. The purpose of this amendment was to develop a two-phase, ±1,214 multi-family unit mixed use development with approximately ±21,000 square feet of non-residential use as well. Planning Commission heard the General Plan case on October 23, 2019 and recommended approval with a vote of 6-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, Growth Areas Elements, Advance Transportation, and Open Space & Recreation Elements)*  
*Adopted by City Council on December 3, 2019 with a 7-0 vote.*

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



**City of Scottsdale**

- Approved Major General Plan Amendment Location
- Approved Non-Major General Plan Amendment Location  
 \* 5-GP-2019 incorporated State Statute required content into the General Plan and applies city-wide.
- McDowell Sonoran Preserve





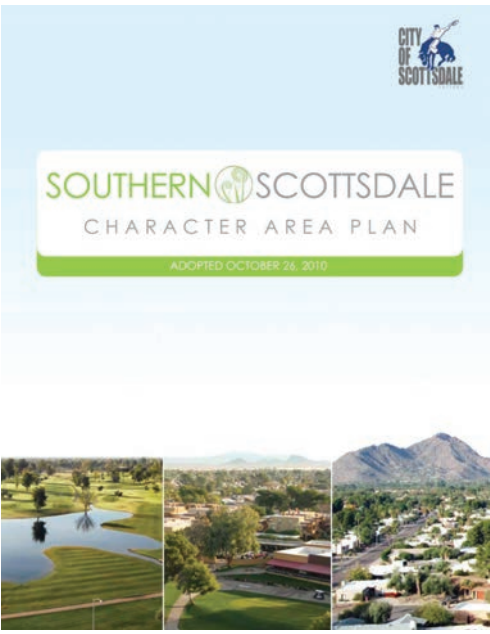
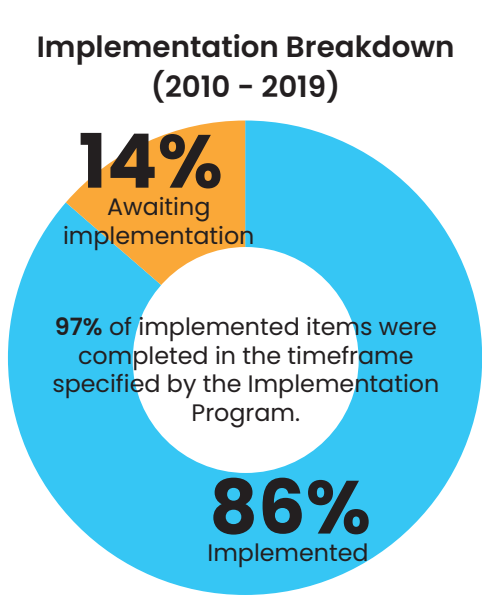


# SOUTHERN SCOTTSDALE CHARACTER AREA PLAN

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale, encompassing 14.98 square miles and entirely surrounding Old Town Scottsdale. More specifically, Southern Scottsdale is bounded on the north by Indian Bend Road; on the east by the Salt River Pima-Maricopa Indian Community; on the south by the City of Tempe; and on the west by the City of Phoenix and the Town of Paradise Valley.

The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the community regarding future growth and development decisions, acting as a framework for citizens, business owners, and public officials to come together and ensure that revitalization and redevelopment fulfills the community’s vision and values for this portion of Scottsdale. The Plan offers a combination of implementation approaches and programs which reflect the community’s vision and aspirations for the future of Southern Scottsdale.

Since adoption of the Southern Scottsdale Character Area Plan in 2010, the majority of programs and initiatives listed in the Implementation Program have been completed. Consequently, this first Character Plan reporting highlights major accomplishments from 2010 to 2019, and serves as the foundation for future General Plan annual reports as related to the Southern Scottsdale Character Area Plan. Future Character Area updates will be provided on an annual basis.



## Southern Scottsdale Highlights (2010 - 2019):

Southern Scottsdale Neighborhood



### Reinvestment/Revitalization

On March 17, 2015, City Council adopted Resolution 9990, creating reduced permit fees within the McDowell Road Corridor (all properties within Scottsdale located south of Osborn Road) to encourage reinvestment in existing residential and commercial properties for a two-year period. Approximately \$127,000 in cost-savings – or generally 50% of permit fees – were afforded to those reinvesting in their properties within this area of the City. *(Programs Implemented: Facilitate Reinvestment/Revitalization; Time-Sensitive/Sunsets Performance Standards; City Application and Permit Fee Schedules; Incentives for Revitalization Efforts; Residential Housing Revitalization and Reinvestment; Community Beautification/Improvement Programs; Partnership/Revitalized Housing)*

The Bell, The Flower and The Wash  
by Ilan Averbuch

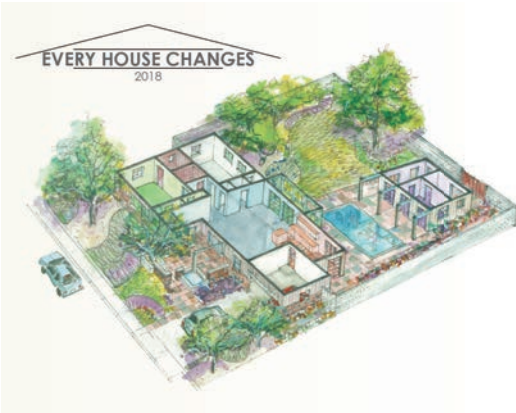


## Public Art

Scottsdale Public Art engaged in the creation of a Public Art Master Plan to help guide future programming and funding. The plan was approved by both the Cultural Council Task Force and the Board of Trustees in 2012. The mission of the Scottsdale Public Art Program is to make Scottsdale one of the most desirable communities in the country by incorporating art and design projects throughout. Southern Scottsdale, in particular, has realized 5 permanent and 2 temporary/rotating public art installations since the approval of the 2012 Public Art Master Plan. This includes: Self Portrait (2013); Historical Happenstance Markers (2013); Watering the Desert (2013); platFORM Temporary Art (2013 - Ongoing); Industrial Pipe Wave (2015); Swale (2015); and INFLUX Temporary Art (2016 - 2017).

*(Programs Implemented: Public Art Master Plan; The Incorporation of Public and/or Private Art in Development/Infrastructure Projects)*

Every House Changes Document



## Home Improvement Resource

Staff, working in conjunction with the Neighborhood Advisory Commission, created the Every House Changes Guidebook (2018). This community resource utilizes demographic and socioeconomic data sets, including current/contemporary housing trends, permits issued, and resale data to inform the ideas and options it portrays to the reader with regard to typical ranch-style home improvement efforts commonly found in Southern Scottsdale. Suggestions for investment are meant to inform design aesthetics, increase livable space, and/or contribute to the efficiency of the home. Additionally, the guidebook discusses neighborhood character and how, over time, that character can either become better-defined, or diminish because of exterior improvements. Ultimately, this guide is intended to assist in quickly identifying ranch-style design and character elements to better-inform a homeowner in their decision-making process. *(Programs Implemented: Facilitate Reinvestment/Revitalization; Residential Housing Revitalization and Reinvestment; Create Housing Education Program)*

Agua Linda Park Improvement Project



## Neighbors Helping Neighbors

Operation Fix It (OFI) is a non-profit, City of Scottsdale program, funded solely through monetary and in-kind donations and staffed by volunteers that provide the labor to help eligible (low-income) residents maintain their landscape, and/or aging and blighted building exteriors, who are otherwise unable to do so. The program offers volunteer labor to install / apply donated materials to correct such blighted property conditions. The program was established in 2012 to help those residents most in need of such assistance, and as an alternative solution to code violations in neighborhoods. Since then, the program has averaged 200 projects and more than 750 volunteers per year. OFI has also partnered with the Neighborhood Advisory Commission, using a Neighborhood Enhancement Grant to complete a beautification project, that provided landscape, hardscape, and facility improvements to Agua Linda Park (2019). Although a city-wide program, a majority of Operation Fix It customers are located in Southern Scottsdale. *(Programs Implemented: Facilitate Reinvestment/Revitalization; Residential Housing Revitalization and Reinvestment; Community Beautification/Improvement Programs;; Partnership/Revitalized Housing; Partnership/Eldercare Housing)*

Before & After an OFI Home Renovation Project





Sands North Home



Glass & Garden Community Church



Paiute Park



Diamante Condominiums



San Travesia Apartments



## Historic Preservation



The Scottsdale Historic Preservation Program, in cooperation with the Historic Preservation Commission, works to increase public awareness of Scottsdale's heritage; identify historic and cultural resources; designate and recognize significant local resources; and assist in protecting, preserving and enhancing the buildings and structures that best represent Scottsdale's past. Since 2006, the Historic Preservation Program has developed and implemented the Historic Residential Exterior Rehabilitation (HRER) Program to assist homeowners in historic district neighborhoods with protecting and maintaining the exterior features of their homes that give their neighborhood a distinct character. Since 2010, two neighborhoods (Villa Monterey Units 1-7 and Sands North Townhouses) and three buildings (Glass and Garden Community Church, Holy Cross Lutheran Church, and First Church of Christ, Scientist) have been recognized by Scottsdale's Historic Register as being significant.

*(Programs Implemented: Facilitate Reinvestment/Revitalization; Residential Housing Revitalization and Reinvestment; Community Beautification/Improvement Programs; Historic Registration Designation/Inventory Program; Appropriate Historic Building Retrofitting; Historic Residential Exterior Rehabilitation Program (Replacement Windows, etc.); Grant Programs to Fund Improvements; Partnership/Revitalized Housing; Create Housing Education Program)*

## Open Space & Recreation



Regular maintenance of existing open space and recreation facilities has occurred throughout Southern Scottsdale since 2010 – ensuring that the city continuously offers quality recreational opportunities to the community. Papago Rotary and Paiute Parks, in particular, were part of Capital Improvement Project funding – totaling over \$200,000 in park improvements. Beginning in 2015, both parks received updated playground equipment facilities, compliant with the Americans with Disabilities Act, thus ensuring outdoor recreational opportunities for residents of all abilities. *(Programs Implemented: Maintain Recreational Facilities and Open Space; Develop Outdoor Recreational Opportunities and Greater Public Realm Connectivity; Update Existing Facilities and Increase Accessibility)*

## Housing Diversity



Housing demand is largely influenced by demographic factors, economic conditions, the availability of land, and government policies. Southern Scottsdale is home to the most mature housing stock within the city and is centrally located in the Valley. As such, and since 2010, the area has seen a robust increase in redevelopment and/or infill development that has resulted in the addition of new multi-family housing in the area. From 2010 to 2019, nearly 2,200 units - including for-sale and for-rent - have been built. As a result of the influx of this housing development, those deciding to live in Southern Scottsdale have a wide variety of housing choice in terms of housing type, age, and size. *(Programs Implemented: Land Assemblage; Create Greater Housing Options through Zoning Ordinance Update; Assist Workforce Housing; Residential Housing Revitalization and Reinvestment; Improve Vacant and Under-utilized Land (Ex: Central Business District, Infill Incentive Districts, Government Property Lease Excise Tax Programs); Inventory Housing Needs; Mix of Housing/Living Environments; Compact Development)*



Bicycle lanes on Indian Bend Wash



Scottsdale Road Streetscape



## Neighborhood Connectivity

Providing pedestrian and bicycle pathway improvements and access is central to advancing the role of pedestrian and bicycle mobility within Southern Scottsdale. Several non-motorized improvements and connectivity projects have been implemented since 2010, including: Transit Shelter Replacement (Ongoing); Scottsdale Road Streetscape (2011); San Travesia Indian Bend Wash Shared Use Path (2011); Arizona Canal Path Improvements, from 60th Street to Goldwater Boulevard (2013); Indian Bend Wash Wayfinding (2013); Thomas Road Streetscape (2015); Bicycle lanes on Indian Bend Wash bridge crossings (2015); Bicycle Signal Detection (2016); McDowell Road sidewalk improvements, from Scottsdale Road to Miller Road (2017); Arizona Canal Multiuse Path Improvements, from Chaparral to Indian Bend Wash (2018); Thomas and Hayden Road Intersection Improvements (2019); CrossCut Canal Bridge (2019). *(Programs Implemented: Shade Structures/Shade Trees; Street Furniture; Sidewalk/Path Improvements; Way-finding Systems; Pedestrian/Bicycle Connections; Motorized/Non-Motorized Neighborhood Connectivity; Functional Complete Streets Program; Streetscape Design Improvements)*

# DOWNTOWN PLAN/OLD TOWN CHARACTER AREA PLAN

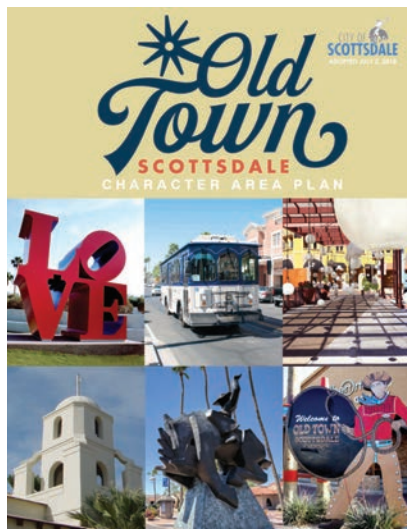
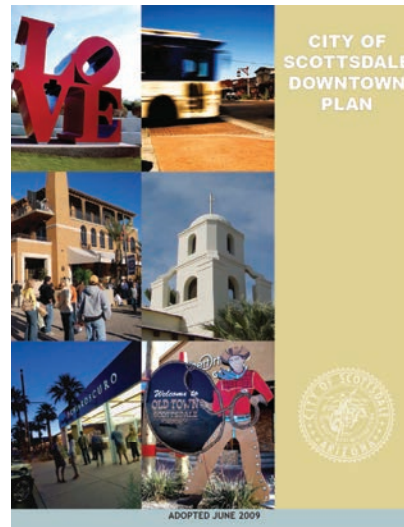
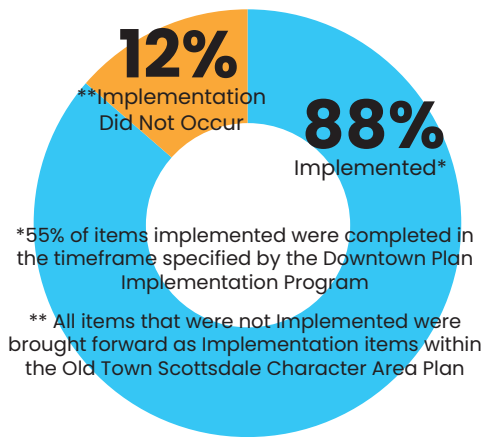
Downtown Scottsdale – now Old Town Scottsdale – is the commercial, cultural, civic, and symbolic center of the community, comprised of districts that operate together as a highly functional mixed-use center. Generally, Scottsdale’s downtown is bounded by Chaparral Road to the north, Earll Drive to the south, 68th Street to the west and Miller Road to the east and is surrounded by the Southern Scottsdale Character Area.

The Downtown Plan (2009 – 2018) was an update to the original 1984 plan, both of which have served as the comprehensive policy document for Scottsdale’s downtown area. The plan contained goals, policies, illustrative graphics, and initiatives to articulate the vision for Downtown Scottsdale and the implementation programs necessary to achieve the vision. Since adoption, and throughout the life of the plan, it was successful at shaping the growth, both financially and physically, of downtown; consequently, the majority of goals, policies, and implementation programs established by the community were successfully accomplished - thus, necessitating its update and re-adoption as the Old Town Scottsdale Character Area Plan.

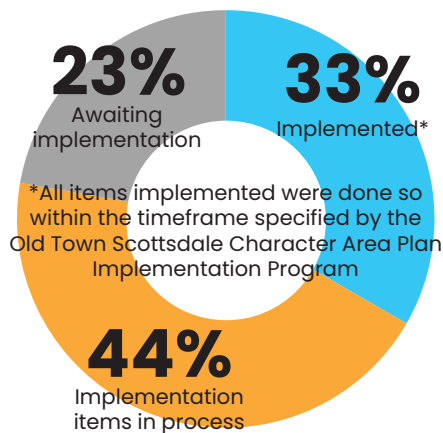
Adopted on July 2, 2018, the Old Town Scottsdale Character Area Plan is a policy document that establishes the vision for the area and provides the basis for downtown decision making over the next twenty years. The plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision.

The purpose of this section is to review the implementation of the Downtown Plan (2009-2018) and the Old Town Scottsdale Character Area Plan (2019) – with future Character Area updates highlighting major Old Town Character Area Plan accomplishments on an annual basis.

**Downtown Plan  
Implementation Breakdown (2009 – 2018)**



**Old Town Scottsdale Character Area Plan  
Implementation Breakdown (2019)**



## Downtown Highlights (2009 – 2018):

### Ordinance Amendments



Throughout the implementation period of the 2009 Downtown Plan, the City actively reviewed and amended the Downtown District (D), Downtown Overlay (DO), and Planned Block District (PBD) to achieve the community's vision for the development of downtown, and to implement both the Downtown Plan and recommendations of the 2009 Downtown Task Force (Cases 6-TA-2009#2, 6-TA-2009#3, 6-TA-2009#4, 1-TA-2014, and 5-TA-2015). Ordinance modifications that occurred were completed to positively enhance business, visitor and resident experiences, including:

The Carter Apartments



Inspire on Earll Apartments



The Griffin Apartments



- **Land Use** – Modifications allowed for a diversity of land uses within different downtown locations to further assist the area in being a primary mixed-use urban environment. Ordinance modifications included consolidation of allowed uses, permitting of uses that were previously conditional, and a simplification/modernization of the land use matrix.
- **Design Guideline Coordination** – The Zoning Ordinance contains the regulatory requirements that establish the framework for development, whereas the Downtown Urban Design and Architectural Guidelines and Sensitive Design Principles are the methods to articulate the design expectations of the community. Therefore, modifications to the Zoning Ordinance were coordinated to relate with the design guidelines, to ensure new and revitalized development incorporate supportive design relationships in the downtown area.
- **Transitions** – To achieve the community's expectations and recommendations regarding transitions between developments, modifications to the Zoning Ordinance included updated development standards for building form, height, and scale in relation to Type 1 (low-scale) development areas and development at the downtown boundary.
- **Development Flexibility** – To allow for more development flexibility, and to further tie the Zoning Ordinance to City design guidelines, modifications allowed for the Development Review Board to approve exceptions and reductions to setback and stepback standards when the proposed design of a development is in compliance with the Downtown Urban Design and Architectural Guidelines, and, further flexibility in development standards was incorporated for small parcels (less than 20,000 square feet in area) throughout downtown.

- **Development Bonuses** – In order to encourage new development and redevelopment, modifications to the Zoning Ordinance made additional bonuses for floor area, residential density, and building height available to be requested, if a property owner or developer provides public amenities and special improvements, including: incorporation of residential units for workforce housing; publicly accessible open space; compliance with the Scottsdale Green Building Program construction requirements; and, special infrastructure improvements such as public parking facilities. *(Programs Implemented: Land Use: Zoning Ordinance Amendments; Sensitive Edge Buffer; Development Flexibility/Incentives/Bonuses; Community Amenity/Public Realm/Open Space Provisions; Cultural Facilities Development Flexibility; Downtown Core/Small Property Reinvestment Incentives; Live/Work Flexibility; AIPD/AIPP Amendments; Housing Diversity Incentives)*



## Public Art & Art Events



The mission of Scottsdale Public Art is to serve as a leader in defining art in the public realm through creative place-making, signature cultural events, exhibitions, and installations — contributing to the community’s creative, cultural, tourism and economic vitality. Public art and associated programming and events have been an integral part of Old Town Scottsdale’s identity and continued development, in particular:

Soleri Bridge/Plaza



Canal Convergence 2018



Thursday ArtWalk 2009



Museum of the West



- **Soleri Bridge/Plaza** – Dedicated on December 11, 2010, Soleri Bridge and Plaza, by renowned artist, architect, and philosopher, Paolo Soleri, is at once a pedestrian passage, solar calendar and gathering place along the Scottsdale Waterfront. Encased within 22-foot tall pylons near the south edge of the plaza is the Goldwater Bell assembly (fabricated by Paolo Soleri in 1969), creating an intimate gallery setting amidst the open plaza.
- **Permanent Installations** – Several permanent public art projects were installed throughout the downtown area during the implementation period of this plan (2009 to 2018), including The Chaplain (2009), Diamond Bloom (2015), Copper Falls (2015), and Ziggy’s Sister (2017).
- **Canal Convergence** – Starting in 2012, Canal Convergence is now an annual series of free educational activities and interactive events at the Scottsdale Waterfront. The event has evolved from a biannual occurrence to a single, 10-day, immersive art event that features large-scale artworks created by local, national, and international artists and includes all-ages workshops, artist talks, live music, dance performances, art tours, comedy, storytelling, and more.
- **Thursday ArtWalk** – Old Town Scottsdale hosts the nation's oldest ArtWalk, for over forty years. Every Thursday, Old Town galleries open their doors to collector and casual patrons alike to enjoy featured artists, a cultural environment, and refreshments. In addition, throughout the year the Gold Palette ArtWalk Series held in Old Town presents special themes, such as the Native Spirit and Western Spirit ArtWalks and the Art in Motion ArtWalk, combining fine art with video artists. *(Programs Implemented: Circulation: Soleri Bridge/Plaza; Public Art Master Plan; Art Programs – Marketing/Promotions; Economic Vitality: Tourism Development Programs)*

## Museum of the West



Opened to the public on January 15, 2015, the Museum of the West was designed by architectural firm Studio Ma and is LEED Gold Standard certified. The museum – awarded the 2017 Best Western Museum in the nation by True West Magazine – immerses its guests in the unique story of the Greater Western Region by offering rotating and permanent exhibitions, educational programs, and community outreach addressing regional history. *(Programs Implemented: Enhance Neighborhoods / Support Economic Vitality / Value Scottsdale’s Unique Lifestyle & Character Arts & Culture: Museum of the West; Art Programs - Marketing/Promotions )*

## Undergrounding Powerlines

Planning staff regularly requests localized enhancements resulting from private development projects. The undergrounding of overhead utilities benefits the development site, adjacent properties, and, over time, Old Town Scottsdale as a whole. The following are examples of development projects that were stipulated to, and implemented, the undergrounding of overhead utilities:



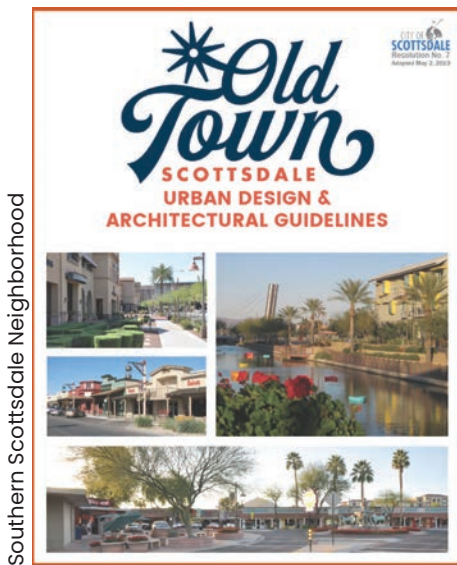
Optima Sonoran Village



The Stetson Apartments

- Optima Sonoran Village (Case 1-ZN-2010#2) – The redevelopment of the Orchidtree Apartments to the Optima Sonoran Village provided the opportunity to underground powerlines between the redevelopment project and the Whitwood single family neighborhood adjacent to the downtown boundary.
- The Stetson / Industry West (Case 7-ZN-2012) – This project provided visual enhancement for the surrounding area, by undergrounding several powerlines previously located in the adjacent alley.
- Inspire on Earll (Case 51-DR-2014) – This redevelopment project undergrounded powerlines along the project’s Earll Drive frontage, enhancing the character of Earll Drive and reducing the visual clutter of overhead utilities for a portion of this roadway. *(Programs Implemented: Public Services & Facilities: Undergrounding of Utilities)*

## Old Town Highlights (2019):



Southern Scottsdale Neighborhood

## Old Town Urban Design & Architectural Guidelines Update

The Old Town Scottsdale Urban Design & Architectural Guidelines were updated and adopted by the Development Review Board (DRB) on May 2, 2019. Guided by input received from local architects, development team members, stakeholders, community members, and the DRB, the updated guidelines provide direction regarding site development, building form, design details, and materials – assuring that new development both contributes to and complements Old Town urban and architectural design.

The character of Old Town Scottsdale celebrates the historic, contemporary, and future potential of downtown as a place where the new west meets the old west. The focus of Old Town Scottsdale’s character is its pedestrian environment, formed by the integration of the natural and built environments into connections between people and places, movement, and urban form.

The guidelines encourage and promote unique solutions to design opportunities and challenges, directing design to take into account the larger context, complement the established character, encourage universal design, enhance overall downtown identity, and uphold the values of the community. *(Character & Design: Old Town Urban Design & Architectural Guidelines Update)*



## Bike Connection Improvement

The Second Street Bike Path Connection project improves pedestrian mobility and bicycle connectivity to and from Old Town, specifically from the Civic Center Library parking garage east to the Indian Bend Wash. Most importantly, the path provides a direct connection from the Indian Bend Wash Multi-Use Path to the Civic Center Mall, Civic Center Library, and Scottsdale Stadium. Improvements provided along this stretch include:

Old Town cyclists utilizing Multi-Use path



- New 10-foot wide Multi-Use Path from Indian Bend Wash to the Civic Center Library;
- Upgrade of traffic signals and pedestrian ramps at the Miller Road and 2nd Street intersection to current standards;
- Improved access to library from 75th Street and 2nd Street intersection;
- New street lighting along 2nd Street with underground electric lines; and,
- Landscape improvements.

*(Programs Implemented: Infrastructure Improvements: Complete 2nd Street bike path improvements to connect the Indian Bend Wash to Old Town and create a major east-west bike corridor south of Indian School Road)*

## Old Town Trolley

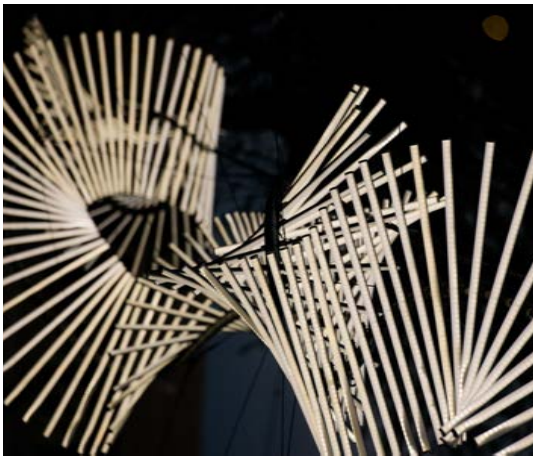
Old Town Trolley



Beginning operation in 1997, and continuing through today, the Scottsdale's free trolley system links residents and visitors to entertainment, restaurants, shopping, schools, parks and health services. Riders can transfer between trolley routes, the free Tempe Orbit Earth links to external site route and Valley Metro links to external site bus and routes. Riders can now utilize apps such as Ridekick, Transit, and Transit Tracker to help with trip planning. As primarily a tourism route, the Old Town Route (OLDT) is partially funded with tourism bed tax funds and is regularly analyzed and adjusted to ensure optimal use and ridership. *(Programs Implemented: Circulation: Downtown Trolley Route/Time Assessments/ Modifications; Develop Maps/ Tools To Promote Local, City-Wide & Regional Transit Options. OTSCAP Programs Implemented: Commuter Trip Reduction )*

## Canal Convergence

Canal Convergence 2019



Canal Convergence is an immersive art experience in and around the Arizona Canal. The event was expanded from 4 to 10 days in length, in 2018. The November 2019 event drew nearly 295,000 attendees to the Scottsdale Waterfront to experience 19 immersive and interactive light-based artworks from local and global artists, and over 130 different programmatic opportunities to engage with the event's theme, "The Story of Water". With over 30 different sponsors and partners, the event extended its footprint from previous years into other areas of Old Town, including the Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Fashion Square, and along Marshall Way. *(Programs Implemented: Event Programming: Canal Convergence - Further develop Canal Convergence as a 10-day fall event and expand it to Old Town areas beyond its current footprint along the Arizona Canal)*



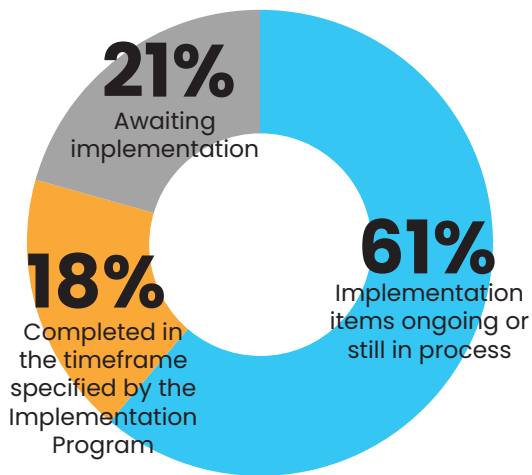
# GREATER AIRPARK CHARACTER AREA PLAN

The Greater Airpark contains the largest industrial-zoned area within the City of Scottsdale, and is recognized nationally as a model for airport-based business parks. Additionally, it is the location of some of the largest special events attended in the city, such as the Phoenix Open, the Barrett Jackson Auto Auction, and the Arabian Horse Show.

The Scottsdale General Plan designates the Greater Airpark as a growth area - meaning that it is an area of the community that is most appropriate for development focus. In growth areas, the city can concentrate on improvements that will support a planned concentration and variety of land uses at the greatest intensity and density.

Highlighted items in this section cross-reference Greater Airpark Character Area Plan Implementation Programs that were achieved since the inception of the plan (2010), and future Character Area updates will highlight major accomplishments on an annual basis.

## Implementation Breakdown (2010 - 2019)



## Greater Airpark Highlights (2010 - 2019):



WestWorld

### WestWorld Improvements



In both 2011 and 2017, WestWorld underwent a large expansion that saw improvements to driveways, the creation of a large tent space, lighting, shading and landscaping to make the grounds more attractive and user friendly. These alterations provided flexibility and efficiency that allow the city to host events that were not possible before. *(Programs Implemented: Economic Programs - WestWorld Master Plan Update, Update & expand tourism program, Pedestrian improvements, Infrastructure/Facilities Improvements & Program - WestWorld Capital Improvements)*



Tony Nelszen Equestrian Center

### Tony Nelszen Equestrian Center



Capital Project Management completed the expansion of the Tony Nelszen Equestrian Center in 2014, improving the facility's ability to compete as a year-round venue for equestrian and other signature events. The center now spans roughly 300,000 square feet of continuous, climate controlled event space. *(Programs Implemented: Economic Programs - WestWorld Master Plan Update, Update & expand tourism program, Pedestrian improvements, Infrastructure/Facilities Improvements & Program - WestWorld Capital Improvements)*

## Ordinance Amendments

- Land Use** - Through the Greater Airpark Character Area Plan, the Regional Use Overlay was expanded in 2011. The purpose of the Regional Use Overlay is to provide for land uses that are viable in serving a regional market. In 2013, City Council approved a text amendment to the Zoning Ordinance, affecting the Planned Commerce Park (PCP) zoning district. The revisions generated as part of the text amendment were intended to create an implementation platform that would encourage development that is consistent with the goals and policies contained within the approved Greater Airpark Character Area Plan. The City Council adopted plan amendments since 2011 are as follows:

- Zocallo Residential (6-GP-2011) was a change from Airpark Mixed-Use (AMU) to Airpark Mixed-Use Residential (AMU-R) in order to develop a multi-family residential project on site. This amendment was adopted on October 18, 2011.

- Crackerjax (8-GP-2011) was a change from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) to allow residential development on the property. This amendment was adopted on October 25, 2011.

- Impact Church/Sunrise Commons (10-GP-2013) was a change from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) in order to develop a mixed-use project with a multi-family residential component. This amendment was adopted on April 8, 2014.

- Bahia (6-GP-2014) was a change from Employment (EMP) to Airpark Mixed Use-Residential (AMU-R) in order to develop a mixed-use project with ground floor office and residential above. This amendment was adopted on December 2, 2014.

- District at the Quarter (3-GP-2016) was a change from Airpark Mixed Use (AMU) and Employment (EMP) to Mixed Use-Residential (AMU-R) in order to develop a mixed-use project with a multi-family residential component. This amendment was adopted on November 14, 2016.

- Raintree Mixed Use (2-GP-2019) was a change from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) in order to develop a multi-family residential community. This amendment was adopted on October 1, 2019.



SOHO - Bahia Work/Live



District at the Quarter

- Design Guidelines** - An amendment to the Frank Lloyd Wright Boulevard Design Guidelines was approved in 2011, which added 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. *(Programs Implemented: Zoning Ordinance Changes - Land Use Area Uses, Development Standards and Incentives, Regional use flexibility, (Re)Development flexibility/ bonuses/ incentives, Work/live, live/work flexibility, Sensitive edge buffering, Permitted use updates, Economic Development Programs - Rezoning Incentives, Greater Airpark Design Guidelines -Land Use Area Guidelines)*



Scottsdale Quarter



### Scottsdale Quarter



Phase 2 of Scottsdale Quarter, a multiphase, mixed-use development project located in the Greater Airpark Area, was completed in fall 2010. The mixed-use project consists of multiple buildings on a 28 acre site. Scottsdale Quarter is made up of over 550,000 square feet of retail and restaurants, more than 280,000 square feet of office space, and over 500,000 square feet of residential. *(Programs Implemented: Economic Programs - Review/revise business expansion and retention programs, Business Attraction Program Update - Site Selection assistance, Revitalization Incentives, Infrastructure/Facilities Improvements & Programs - Public Parking Structures, Shared Parking)*

Scottsdale Airport



### Scottsdale Airport



The City Council adopted the Airport Strategic Business Plan in October 2009. This long-term plan was created to ensure that the airport’s future growth potential is maximized and that it remains an efficient, effective and relevant transportation resource of the city and surrounding community.

In November 2018, Scottsdale Airport (SDL) inaugurated its Aviation Business Center, the centerpiece of a \$27 million redevelopment project that also includes a veteran’s memorial and two new hangars. The 23,800-square-foot building replaces SDL’s outdated, under utilized terminal built in 1968. Now, the Arizona airport has fresh new facilities for its administrative offices, Customs operations, restaurant and existing tenant spaces. Glass facades allow visitors to enjoy connections to the airfield and views of the nearby McDowell Mountains. *(Programs Implemented: Airport Programs - Airport Master Plan update, Airport Strategic Business Plan , Airport facility improvements, Airport Marketing Program, Airport disclosure statements for real estate transactions)*

Aviation Business Center



### 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. *(Programs Implemented: Pedestrian improvements - Pedestrian wayfinding system, Mobility Improvements & Programs - Vehicular wayfinding system)*

Hayden Northsight Round-about



### Hayden/Northsight Extension



In 2014, the city completed the construction of Northsight Boulevard extension from Hayden Road to Frank Lloyd Wright Boulevard which included a roundabout at the Hayden and Northsight Boulevard intersection as well as the installation of a Pedestrian Hybrid Beacon just south of Frank Lloyd Wright Boulevard for pedestrians crossing Northsight Boulevard. *(Programs Implemented: Greater Airpark Design Guidelines - Hayden & Northsight Roadways, Street/ Intersection Improvements - Intersection Mobility Enhancement, Pedestrian Improvements, Bicycle wayfinding system)*



Scottsdale Quarter Crescent Apartments



### International Green Construction Code (IgCC) in the Airpark



The IgCC continued to be offered as a community benefit in exchange for zoning bonuses (increased building height and density) in commercial mixed use zoning districts within the Greater Airpark. Scottsdale Quarter Crescent Apartments and Scottsdale Quarter Office and Retail Building were the multifamily and commercial projects that received IgCC green building designations in 2016.

*(Programs Implemented: Green Building/ Environmental Programs - Expand/enhance green building program, Incentives for green commercial building retrofits, Incentives for green commercial building retrofits, Building Code revisions - Green technology elements, Greater Airpark Design Guidelines - Green Building Elements, Infrastructure/ Facilities Improvements & Programs - Alternative energy integration, Commercial/ multi-family recycling)*

### Public Art



Permanent public art structures have been a major aspect of the character of the Greater Airpark. Aspire, constructed in 2015, is located at the Hayden and Northsight roundabout within the Airpark and is composed of three figurative forms each placed on the shoulders of the other, giving the impression of leaping into flight. The artwork is made entirely from welded stainless steel washers lit from within for nighttime viewing and was created by the Tucson artist team of Simon Donavon and Ben Olmstead.

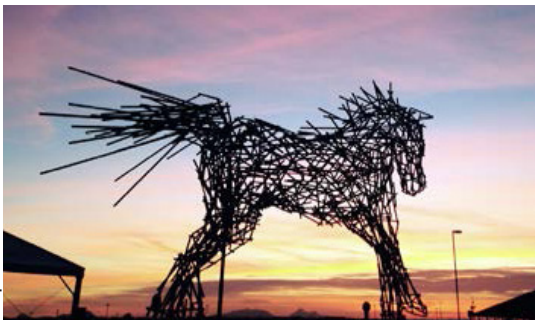
Impulsion (2015), designed by Jeff Zischke, is a stainless steel horse sculpture that serves as a grand entry to the Equidome and North Hall at WestWorld, projecting the excitement of explosive movement in equine form.

Temporary public art has also found its place within the Greater Airpark. Since 2015, Scottsdale Public Art has collaborated with Scottsdale Quarter for ART at the QuARTer, which commissions local artists to each create one 4-foot by 8-foot temporary mural. *(Programs Implemented: Design Programs - Public Art Installations, Community outreach*

Aspire - Public Art



Impulsion - Public Art



Live Mural as part of ART at the QuARTer







# CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT  
JANUARY - DECEMBER 2019

