

CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2020





GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2020

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Street Operations

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Water Services
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Scottsdale Art - Public Art

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OVERVIEW

Scottsdale Central Arizona Project Plant



PURPOSE

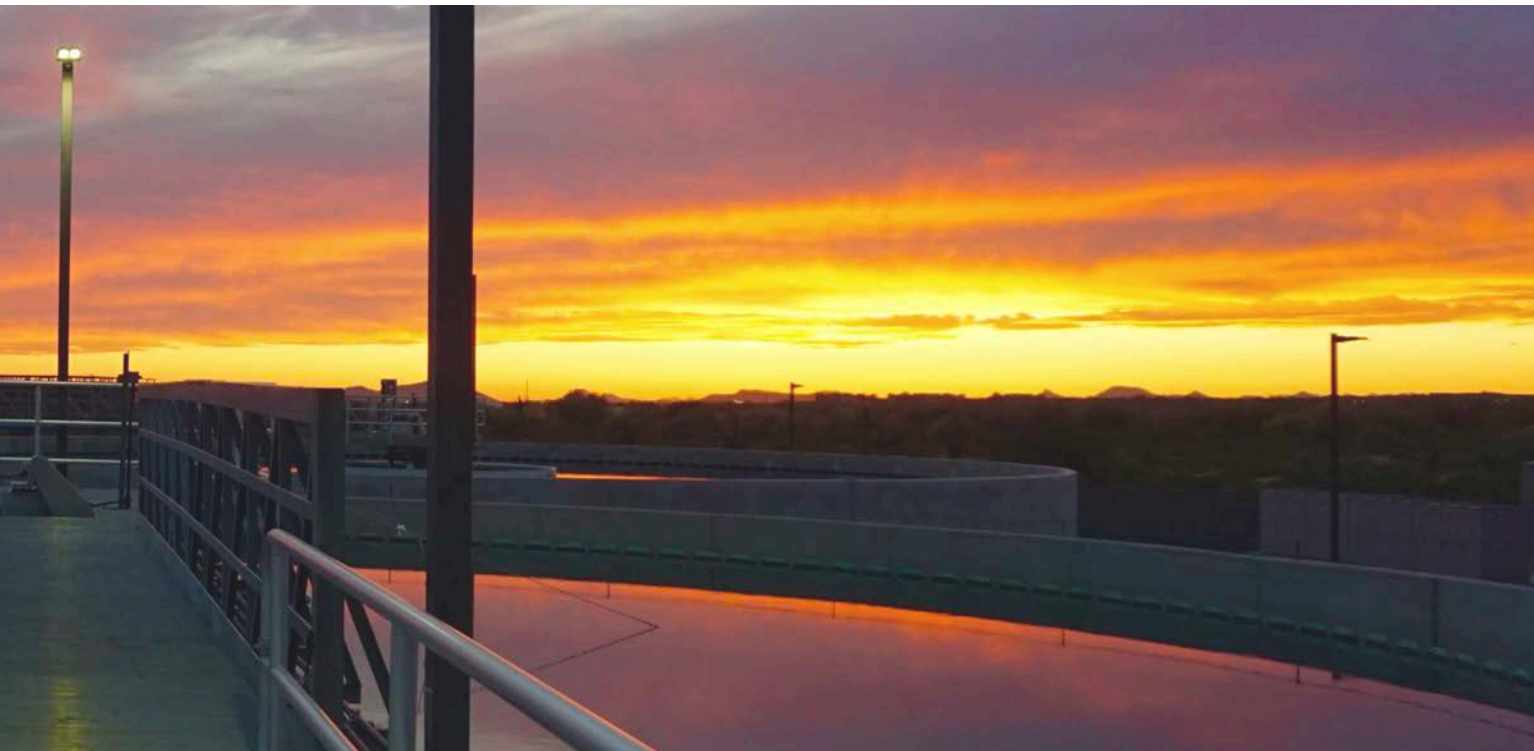
The City of Scottsdale General Plan 2001 (General Plan) is the long-range planning document that helps guide the future growth and character of the community. The goals and policies of the General Plan are enacted through ongoing formal procedures of the city, such as the Zoning Ordinance, Design Guidelines, 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 2020.



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 2020. The third section reviews the specific implementation items that have been completed over the past year in the Southern Scottsdale, Old Town Scottsdale and the Greater Airpark Character Areas.

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. State law mandates twelve 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

2020 AWARDS & ACCOLADES



Global Business City of the Year

The City of Scottsdale was recognized as the Global Business City of the Year at the 2019/2020 Global Chamber “Grow Globally Fair”. The Global Chamber “Grow Globally Fair” is in its 12th year and evolved through a need to recognize and celebrate leaders who lead, excel and push the boundaries in international business. The Global Chamber is connected to more than 525 cities and 195 countries and helps companies export, import and invest globally. Currently there are over 390 internationally owned businesses, such as Israeli-owned IMNA Solutions, operating in Scottsdale.

(Cross-Reference Economic Vitality Element)



Voice of the People Award

Scottsdale won the 2019/2020 Voice of the People Award for Excellence in Economy. Our city demonstrates a commitment to best practices in not only listening to our community, but acting on issues and topics that greatly benefit Scottsdale. The VOP Award is only given to top performing jurisdictions that receive the highest ranking from responses received in The National Community Survey. The National Community Survey reports resident opinions and satisfaction with local government and services provided. *(Cross-Reference Economic Vitality Element)*



IEDC Award of Excellence

Scottsdale Economic Development brought home the silver! The International Economic Development Council’s Excellence in Economic Development Awards were held in October and was recognized for outstanding multimedia promotion of the Cure Corridor, Delivering the Cure. The awards were held at the IEDC’s annual conference, the largest yearly gathering of economic development professionals from all over the globe. *(Cross-Reference Economic Vitality Element)*



"Best Place in America to Find A Job" For Second Consecutive Year

For the second consecutive year WalletHub has named the City of Scottsdale as "Best Place in America to Find a Job". The comprehensive study compared more than 180 US cities across 31 key indicators of job market strength. Job opportunities, monthly average salary, unemployment rate and housing affordability are just a few of the metrics utilized in developing the 2020 list where Scottsdale came out on top. Scottsdale is home to more than 25,000 businesses with nearly 20 percent of Arizona corporate headquarters calling the city home. More than 90 percent of Scottsdale’s software companies are forecast to grow, by employment 10 percent over the next five years. *(Cross-Reference Economic Vitality Element)*



2020/21 Budget Book

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 2020/21 Budget Book earned the "Distinguished Budget Presentation Award" for the 32nd 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)*

International Slurry Surfacing Association (ISSA) Preservation Performance Award

Scottsdale Transportation and Streets was awarded the 2020 International Slurry Surfacing Association (ISSA) Preservation Performance Award for its outstanding contributions to the pavement preservation industry. The condition of a city's streets is regularly rated using a Pavement Condition Index, or PCI, which looks at the number of defects, deformations, and cracks that impact driving comfort in a road network. Most nearby cities aim for a respectable 70 PCI, but in 2015 the Scottsdale Street Operations pavement and maintenance team set a lofty five-year goal to improve their PCI to 80. Not only did they reach the goal ahead of target, but they have continued to maintain it. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*



Senior Transportation Planner Greg Davies accepts the 2020 Clean Air Campaign Award

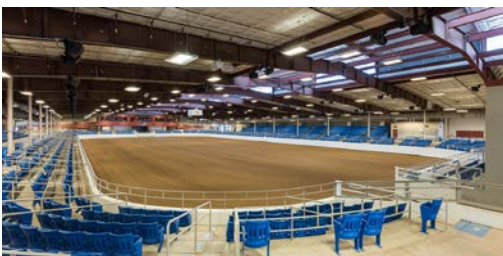


Clean Air Campaign Award

Senior Transportation Planner Greg Davies was recognized as the Outstanding Commuter-Bicyclist or Walker for Maricopa County. Greg's commute to work is a 12-mile (one way) bike ride using bike routes, bike lanes and shared-use paths. He reached his goal of riding 6,000 miles in 2020 and reduced greenhouse gas by 3,000 pounds. Greg mentors and encourages other employees to ride their bikes to and from work, finds safe routes to and from work, and is always ready to lend a hand to anyone with bike troubles. Finally, he also assists with monitoring the city's employee bike lockers and storage to ensure everything is in safe and working order. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

WestWorld named 2020 Facility of the Year

The League of Agriculture & Equine Centers recently recognized WestWorld for excellence in management and operation. Remarkably, in 2020, the WestWorld team coordinated 112 events and welcomed more than 900,000 visitors to our city. *(Cross-Reference Economic Vitality Element)*



PRESERVE MEANINGFUL OPEN SPACE

Cactus blooms in the McDowell Sonoran Preserve



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

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

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. The Scottsdale 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 2020 to implement the Guiding Principle, Preserve Meaningful Open Space.

Construction at Pima & Dynamite Trailhead



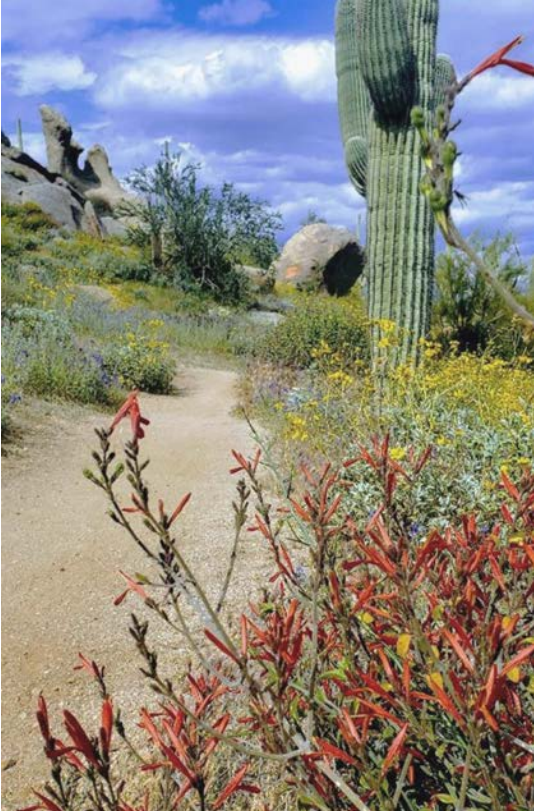
Pima and Dynamite Trailhead Improvements

The Pima and Dynamite Trailhead is one of the twelve trailheads that provide public access to Scottsdale’s McDowell Sonoran Preserve. In 2020, the construction of the permanent improvements at the Pima Dynamite Trailhead began, with completion projected for 2021. 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), staff offices, educational amphitheater, regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

Trail Planning

The northern area of the Preserve (north of Dynamite Boulevard) contains miles of trails that formed from years of use by both non-motorized and motorized recreationalists. Most of these old trails were not planned or built in an environmentally sustainable manner. Based on 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 seven 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)*

Blooms at the McDowell Sonoran Preserve



Scottsdale Xeriscape Garden Kiosk



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 2020 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 2020, after the spring session was held “in person” with only one class needing to be cancelled due to the lockdown, a smaller fall session of six classes were offered virtually. There were 16 Neighborhood College classes held with 1,093 residents attending. Although overall attendance was down, the average number of attendees per session rose 12% during the virtual presentations. *(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 which was a little different for 2020. The event(s) was in a neighborhood parade format consisting of 5 routes and spanning 91 miles of Scottsdale roads. Due to the COVID-19 Pandemic, only one scaled back “Keep Scottsdale Beautiful” event occurred, and that event had a total of 192 volunteers cleaning 40 miles of roadways. The Adopt-a-Road program had 55 registered groups in 2020, with more than 790 volunteers keeping 129 miles of Scottsdale roadside cleaned throughout the year. In 2020, there were 121 active Neighborhood Watch groups with 220 captains/co-captains. *(Cross-Reference Community Involvement Element)*

Neighborhood Safeguarding

Scottsdale has a fast and efficient code enforcement agency with a 0.7 day average code inspector response time to a citizen complaint in 2020, and an average of 24 days to close a case. 94.5% of the cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

OFI landscape renovation and painting done on a Southern Scottsdale residence - Before & After



Operation Fix-It

Since 2012, Operation Fix It (OFI) a non-profit, City of Scottsdale program, has provided much needed property maintenance assistance to residents that cannot physically or financially do so for themselves. In previous years, OFI was supported by way of monetary and in-kind donations, and their dedicated volunteers who provided the labor to help eligible (low-income) residents maintain their landscape, and/or aging and blighted building exteriors with house painting and repairs. Historically, OFI has received the highest demand for its assistance in southern Scottsdale (south of Indian Bend Road). However, during unprecedented times with the COVID 19 Pandemic, more residents experienced financial difficulties. Volunteers were released from program duties to meet safety protocols and all labor was provided by licensed contractors. OFI received \$200,000 in grant funding under the CARES Act which paid for the contracted work, allowing this program to continue these much needed services. *(Cross-Reference Neighborhoods Element)*



Spirit of Scottsdale Awards

The Spirit of Scottsdale Awards are a citizen nominated program that recognizes the people and places that embody the “Spirit of Scottsdale”. Due to the COVID-19 Pandemic, the 2019 and 2020 program years were combined, and the Neighborhood Advisory Commission considered nominations from both years 2019 & 2020 on January 27, 2021. Award winners for 2019 were Marilyn Perkins (individual winner) and First Christian Church (group winner). For 2020, the winners were Dana Close (individual winner) and the Parada del Sol Committee (group winner).



Park Renovations

New playgrounds were installed at Rio Montana, Thunderbird, Aztec, Northsight, and Horizon Parks in 2020 at a cost of \$492,176. The city also constructed new tennis and pickleball courts at Scottsdale Ranch, Indian School, Cholla and Grayhawk Parks. Finally, new LED lighting was installed at Horizon Park. *(Cross-Reference Neighborhoods & Community Involvement Element)*

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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 2020 to implement the Guiding Principle, Seek Sustainability.

Regional Sustainability

The city's Office of Environmental Initiatives 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 Office of Environmental Initiatives 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 Office of Environmental Initiatives Manager continued to work with a multi-jurisdictional 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. A Handbook of Technical Standard Details and Specifications for 10 - LID/GI techniques have been used to incorporate these standards into the Maricopa Association of Governments (MAG) Specifications and Standards documents. During 2020 one detail for pervious concrete has been revised and accepted by the MAG Committee.
- **Waste** - The Scottsdale Environmental Advisory Commission continues to monitor the current state of recycling and is seeking to find alternative uses for products, now that China has drastically changed the dynamics of the previously established flow of recyclable materials. Office of Environmental Initiatives 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 (SEAC)** - Although convening remotely (electronically) for most of calendar year 2020, the Scottsdale Environmental Advisory Commission was actively engaged with local and regional policy matters concerning environmental sustainability. SEAC sponsored a representative to the General Plan 2035 Citizen Review Committee. This representative, in turn, coordinated the commission's review and submission of substantial comments to the draft General Plan 2035, including the renaming and re-focusing of the "environment" chapter to "Environmental Sustainability", and the acceptance of the factors that contribute to climate change. SEAC received detailed briefings from the City Manager's Office on the city's structured (initiative-driven) protocol to achieve its Strategic Goal to Seek Sustainability. SEAC also sent City Council letters of support for a certain APS energy efficiency policy, and for a Master Intergovernmental Agreement (IGA) with Arizona State University and the Rob And Melani Walton Sustainability Solutions Services for an Urban Heat Island Mitigation study within Scottsdale. The latter IGA was approved and the principals provided detailed progress reports to the commission. *(Cross-Reference Preservation & Environmental Planning Element)*



Local Sustainability

Green Building

- **Green Building Program** - The number of Scottsdale designated green homes increased to 1,464 with the building of 19 new or retrofitted single-family homes, including townhomes, in 2020. Collectively, this represents an annual energy savings of \$811,393 and a greenhouse gas reduction equivalent of removing 1,037 passenger vehicles from the streets.

- **Lecture Series** - For the 23rd consecutive year, the city provided a free bi-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. Due to the COVID-19 Pandemic, a number of lectures were postponed and later offered as a webinar format. Topics included edible landscapes and healthy high-performance homes. The series continues to showcase Scottsdale's environmental initiatives.

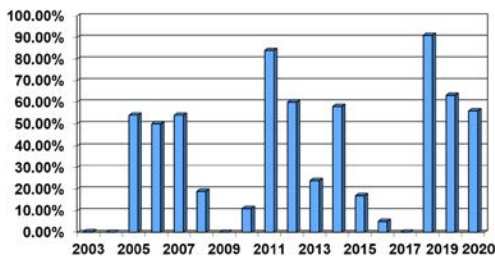
Vitri at Scottsdale Quarter



SOHO Townhomes



Percentage of Green Multifamily Dwelling Permits for Condos, Apartments & Hotel Buildings (2003 through 2020)



- **Green Multifamily & Commercial Projects** – The city continued the implementation of the adopted International Green Construction Code (IgCC) and expanded use of the code as a baseline requirement for new building projects seeking zoning bonuses (increased building height and density) in commercial and mixed-use zoning districts. The multifamily and commercial projects that were approved and/or constructed in 2020 under the IgCC, LEED or Green Globes certification programs included Canopy Hotel, Vitri Apartments, Gramercy Apartments, DC Hotel, Broadstone Papago Marketplace Apartments, SOHO Townhomes, Springhill Suites and Caesar Republic Hotel.
- **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 certification including four at the top platinum level. In 2020, the new Aviation Business Center was LEED Gold certified.
- **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 fifth year. Scottsdale-based green building specifications are used to retrofit existing homes with energy efficient improvements, water efficient plumbing fixtures, hot water delivery and indoor environmental quality. Seven homes were retrofitted in 2020.
- **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). Code provisions include energy efficient lighting, water efficient plumbing fixtures, and hot water delivery, bathroom exhaust fan controls, and solar-ready roof zones. Consequently, 593 new single-family homes, 604 multifamily residential units, and two hotels utilized such measures in 2020.

- **Residential Solar Energy** - 2020 solar permit activity reveals another record year for residential solar installations. 719 solar permits were issued during 2020, up from 623 solar installations in 2019. Since 2002, close to 6,000 solar electric (photovoltaic) and hot water systems have been installed on single-family home roof tops. This represents 8.3% of Scottsdale owner-occupied homes and is equivalent to an annual greenhouse gas reduction of 41,392 tons of carbon dioxide (CO₂), or removal of 8,278 passenger vehicles from the streets. *(Cross-Reference Preservation & Environmental Planning Element)*

Water quality scientist testing at Scottsdale Water Campus



Water employee sampling at Water sample Station in Southern Scottsdale



Central Arizona Project Canal running through North Scottsdale



Water

- **Water Supply & Quality** - In 2020, Scottsdale provided safe, reliable drinking water to over 92,000 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 16,800 tests on drinking water and exceeding all EPA water quality requirements.
- **Facilities Water Audit** - In 2020, Scottsdale Water Conservation staff along with a professional consultant performed comprehensive water audits on 15 city-owned facilities to assess potential water savings. This includes leak detection, process optimization, or fixture upgrade recommendations.
- **Advance Metering Infrastructure** - Scottsdale Water continues automating the city’s water metering system from manual read services to electronic read services for all residential and commercial accounts. Automation of the water metering system increases operational efficiencies with enhanced revenue collection and improves customer service and satisfaction. In 2020, over 11,800 manual meters were replaced with automated meters. Scottsdale Water will have all customer accounts converted to the automated meter reading technology by 2022. After 2022, Scottsdale Water will continue upgrading the system, moving from drive by automated meters to Advanced Metering Infrastructure (AMI), allowing for daily and hourly water consumption readings.
- **Safe Yield** - In 2020, Scottsdale achieved Safe Yield (recharging more water into the aquifer than pumping out) for the 15th consecutive year by recharging nearly 5.2 billion gallons of water. This supply is intended to be utilized in times of prolonged drought and shortage to ensure Scottsdale has a resilient water supply.
- **Direct Irrigation Water Reuse** - Each day, approximately 7 million gallons 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. For 2020, Solid Waste started work on a feasibility study for their Solid Waste Transfer Station. The major goal is to double the size of the transfer station to provide additional storage space and transfer green waste. Solid Waste worked with city parks staff to increase green waste diversion from various park locations. Finally, Solid Waste staff focused on actively working with city facilities, to increase recycling efforts and supporting Policy 1 of the Strategic Solid Waste and Recycling Plan.
- **Landfill Diversion** - Scottsdale began offering curb side residential recycling in 1996. Residents continue to participate by separating at the source over 26% of the recyclables they generate. The city offers a variety of free events, such as electronics recycling and monthly home collection of household hazardous waste. These two programs alone divert over 134 tons of waste from the landfill each year. *(Cross-Reference Preservation & Environmental Planning Element)*

Protective barrier installed by Facilities Staff



Facilities crew constructs new protective equipment to be used at city offices



Additional Sustainability Efforts

- **Preventative Maintenance Program** - Facilities Management Team continued installing touchless fixtures throughout city restrooms in 2020, changing out toilet flush valves and sink faucets from manual to sensor operations. Furthermore, bi-polar ionization and UV equipment will be added to HVAC systems in 34 municipal buildings. Facilities continued to upgrade exterior lighting on pedestrian pathways from Chaparral to McDonald Roads, completing the pathway and the dog park areas with new LED fixtures. Interior LED re-lamps were installed at Eldorado and Vista Parks Maintenance Buildings. Finally, ADA assessments were completed on six buildings including City Hall, Justice Center, Granite Reef Senior Center, Via Linda Senior Center, Police Department/Fire Headquarters and One Civic Building.
- **COVID-19 Spread Prevention** - Facilities Management Team collaborated with almost every department in the city in 2020 to address the subjects of social distance and personal protection. These precautions included plexiglass barriers installed in personal workspaces, walk up counters, and windows, furniture modifications, the installation of hand sanitizing dispensers and personal protective equipment distribution.

- **Clean City** - The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion under 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) to produce lower fleet engine emissions.
- **Tree City USA** - Scottsdale earned its 38th consecutive “Tree City USA” recognition – 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)*

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SUPPORT ECONOMIC VITALITY \$

Healthy Scottsdale Kiosk at Scottsdale Quarter



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 2020 to implement the Guiding Principle, Support Economic Vitality.

Tourism Economic Impacts

According to the Tourism & Events Department most recent annual Visitor Report that analyzed data from calendar year 2019, Scottsdale welcomed 200,000 more visitors in 2019 than 2018 reaching a total of 11 million visitors (4.7 million domestic overnight, 1.7 million international overnight and 4.6 million domestic day trip visitors). These visitors, through their local spending, created an annual economic impact of \$3.3 billion in the City of Scottsdale. The report found that the top ten Scottsdale visitor activities were (in order): shopping, upscale dining, night clubs, hiking, swimming, visiting historic sites and landmarks, visiting state parks, casinos, museums, and golf. Additionally, the Tourism & Events Department most recent annual Lodging Report showed that the Scottsdale 2019 bed tax revenues, totaling \$23,852,170, were up 17 percent from 2018. The Lodging Report reviews trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging.

(Cross-Reference Economic Vitality Element)

Experiential Tourism Assessment

The city contracted with Vento Collaboratory for a city-wide tourism experiential assessment project in partnership with Experience Scottsdale. The assessment includes in-person as well as virtual meetings with Scottsdale businesses and two focus groups with tourism industry stakeholders to help provide a clear picture of the current tourism destination product experiences in Scottsdale. Designed to provide a framework of strategies, ideas and insights for the city and Experience Scottsdale to engage Scottsdale businesses in developing new and innovative experiences and products for our visitors and residents to enjoy, the assessment should help drive visitation, generate economic development, and maintain a sustainable tourism landscape. *(Cross-Reference Economic Vitality Element)*

Support Scottsdale Logo



Support Scottsdale

The Tourism & Events and Economic Development departments, in partnership with Experience Scottsdale and the Greater Scottsdale Chamber of Commerce, launched SupportScottsdale.com to assist with networking, loan, and job opportunities, as well as showcasing ways residents can support their favorite restaurants, shops, and points of interest during the pandemic. *(Cross-Reference Economic Vitality Element)*

Special Events

Special events help build a sense of belonging and community pride, as well as create 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. The following represents Special Event highlights from 2020:

- **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 \$1.5 million, programs were vetted through an application process by staff, the Tourism Development Commission, and approved by City Council. In total, 23 events were allotted \$724,880 in Tourism Event Development Funds.
- **Special Event Application & Permitting** - The city assists event organizers by guiding them through its special event application and permitting process to ensure safe and successful events. Not including events held in city owned facilities such as WestWorld and Parks, the city reviewed and processed 139 applications in 2020.

2020 Arizona Indian Festival



2020 Scottsdazzle



Canal Convergence - Skukulkan's Portal by Abram Santa Cruz



- **Arizona Indian Festival** - Through its partnership with the Arizona American Indian Tourism Association (AAITA), Arizona Indian Festival was created as part of Western Week. In its third year, the 22 inter-tribal event, featured traditional dwellings, songs and dances, as well as storytelling, native foods and arts and crafts demonstrations. The event drew 17,000+ attendees and earned the Best Cultural Heritage Experience award from the American Indian Alaska Native Tourism Association (AIANTA).
- **Western Week** - In its fourth year, Western Week showcased Scottsdale's western heritage with events including the Gold Palette ArtWalk, 62nd Annual Hashknife Pony Express, 67th Annual Parada del Sol Parade & Trail's End Festival, and the Arizona Indian Festival. In 2020, the annual parade, Trails End and Arizona Indian Festival were at their peaks, attracting more than 30,000 into Old Town during the weekend. In addition, the Museum of the West offered free admission on both Friday and Saturday in conjunction with Western Week.
- **Scottsdazzle** - Celebrating its fifth year, the city's signature holiday celebration featured all-new activities in addition to favorite events of the past reimagined in a way to adhere to CDC and state guidelines during the COVID-19 Pandemic. The Tourism & Events Department spent months modifying Scottsdazzle signature events and putting together a new line-up of activities that allowed residents and visitors to safely revel in the magic of the holidays. The redesigned series of events allowed for partnerships between the city and many local businesses with the goal to drive visitation and commerce in Old Town during the holiday season. Four event activation sites were selected throughout Old Town that hosted several small-scale events for up to 50 participants. *(Cross-Reference Economic Vitality Element)*

Canal Convergence Re-imagined for 2020

Canal Convergence was re-imagined for 2020 with ten art installations placed throughout Old Town designed for the public to view at their own pace. Different than in past years, as explained in a video created by Scottsdale Public Art staff, the experience introduces a new augmented reality component, while achieving proper social distancing. Guests were encouraged to support Scottsdale businesses by patronizing restaurants and shops while they engage in the provided art experience. *(Cross-Reference Character & Design and Growth Areas Elements)*

2020 Cure Corridor Event

The 8th Annual Cure Corridor was celebrated differently in 2020. As a nod to the companies within the corridor, the city celebrated the Cure Corridor for the entire month of December. Scottsdale partnered with HonorHealth and Cigna to bring a robust schedule of impactful activities that engaged users far beyond the typical one-hour event. These micro-events included interviews with crucial Scottsdale Cure Corridor companies and a keynote speaker session with New York Times Best Seller and President Biden Administration's, Dr. Michael Osterholm where he discussed the current and future state of the pandemic. *(Cross-Reference Economic Vitality Element)*

Small Business Training Series

The City of Scottsdale has partnered with Local First Arizona to provide free business training and technical assistance to Scottsdale small businesses. The Scottsdale Small Business Training series was launched to ensure small business viability through growth, increased productivity, and increased management improvement and innovation. All training programs are available at no cost to Scottsdale-based businesses. The program launched in December 2020 and 82 Scottsdale businesses have taken advantage of the classes. Training sessions will be conducted through May 2021. *(Cross-Reference Economic Vitality Elements)*

Good to Go Banner

In partnership with the Scottsdale Area Chamber of Commerce, the Economic Development department launched an initiative to help raise awareness of restaurants as essential businesses that remained open to serve residents during the COVID-19 Pandemic. Scottsdale Good to Go banners were available free of charge to businesses that remained open to provide services. Participating businesses were able to choose from one of three banner options that fit their services, including takeout, delivery, or simply just open for business, with the latter designed for non restaurant establishments. To further assist, the City of Scottsdale waived the standard \$30.00 banner permit fee. *(Cross-Reference Economic Vitality Element)*

Business Finder

The Good to Go Business Finder application was developed to allow users to locate open businesses. This tool serves as a liaison between consumers and companies to communicate availability, as many businesses have had to shift their operating hours. With the Scottsdale Good to Go Business Finder, users can scroll to find open restaurants, retail shops, or hotels. Over 350 businesses applied to have their business featured on the map. The Business Finder was featured at the most recent ESRI User Conference and showcased in front of 85,000 online attendees. *(Cross-Reference Economic Vitality Elements)*

Reimburse Scottsdale

As a component of CARES-Act funds, the Scottsdale Small Business Reimbursement Program looked to reimburse businesses for COVID-19 protection costs. Businesses who submitted proper documentation of purchases related to supplies and equipment needed to keep their employees and customers safe were considered for reimbursement. Under this program over 190 applications were approved and a total of \$625,011 was reimbursed to Scottsdale-based businesses. *(Cross-Reference Economic Vitality Elements)*

Good to Go Banner



Scottsdale Business Finder Application













Axon's New Headquarters

Axon Enterprise, Inc. was the successful bidder during a public auction of State Trust land at the southeast corner of Hayden Road and Loop 101 in Scottsdale. The 73.57-acre parcel final bid price was \$49.1 million. Axon has been headquartered in Scottsdale since 1993. The new land acquisition sets the stage for a new state-of-the-art facility where the company can continue to produce law enforcement products. In August 2020, the Scottsdale City Council approved an infrastructure reimbursement agreement with Axon, contingent on the successful bid for the parcel. Axon will build an expanded corporate campus on the site – approximately 250,000 square feet, over the next five years, to accommodate 1,500 employees. *(Cross-Reference Economic Vitality Elements)*

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NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS


The following are zoning actions approved by City Council between January & December 2020 found on Zoning Map 1:

- **1 Continental (14-ZN-2018)** – This was a rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD) for a new mixed-use development consisting of 281 dwelling units and 10,125 square feet of commercial space on a ±4.3 acre site located at the northwest corner of Continental Drive and Scottsdale Road. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Southern Scottsdale Character Area Plan. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
- **2 Papago Plaza (6-ZN-2018 #2)** – This was a rezoning from Planned Community District, Planned Regional Center (P-C PRC) to Planned Community District, Planned Regional Center, Planned Shared Development (P-C PRC PSD) to allow the parcel to be subdivided into four lots, in anticipation of a new mixed-use development, on a ±10 acre site located at the southwest corner of Scottsdale and McDowell Roads. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Southern Scottsdale Character Area Plan. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
- **3 Southdale (5-ZN-2020)** – This was a rezoning from Highway Commercial (C-3) to Planned Unit Development (PUD) for a new mixed-use development consisting of 267 multi-family units and 4,400 square feet of commercial space on a ±4 acre site located at the northeast corner of 70th Street and McDowell Road. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Southern Scottsdale Character Area Plan. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
- **4 Scottsdale Nazarene (18-ZN-2019)** – This was a rezoning from Single-family Residential (R1-7) and Multiple-family Residential (R-5) to Townhouse Residential (R-4) to create a more uniform zoning to the overall site and to allow for a new 26-lot single-family subdivision on a ±5.2 acre site located at the northwest corner of Hayden Road and Oak Street. Having an existing General Plan Suburban Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Southern Scottsdale Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
- **5 STR Ventures Main & 1st (27-ZN-2018)** – This was a rezoning from Service Residential Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) to allow for the conversion of the entire office/residential building into a dwelling unit for the use of a short-term rental on a ±34,555 square foot site located at the northeast corner of 75th and 1st Streets. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
- **6 STR Ventures McKnight (26-ZN-2018)** – This was a rezoning from Service Residential, Downtown Overlay (S-R DO) to Downtown/Downtown Mixed-Use Type 2, Downtown Overlay (D/DMU-2 DO) to allow for the conversion of the entire office/residential building into a dwelling unit for the use of a short-term rental on a ±7,536 square foot site located at the northwest corner of Main Street and McKnight Avenue. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*
- **7 Scottsdale Residences (21-ZN-2016 #2)** – This was a rezoning from Downtown/Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2 DO) to Downtown/Downtown Multiple Use - Type 2 Planned Block Development Downtown Overlay (D/DMU-2-PBD DO) to amend the previously approved development plan to allow for 77 additional units within a new multi-family residential development on a ±2.6 acre site located at the northeast corner of 1st and 69th Streets. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
- **8 Canalside (1-ZN-2020)** – 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 new mixed-use development consisting of 54 multi-family residential units and 1,074 square feet of commercial space on a ±1 acre site located at the northwest corner of Indian School Road and 5th Avenue. Having an existing General Plan 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)*

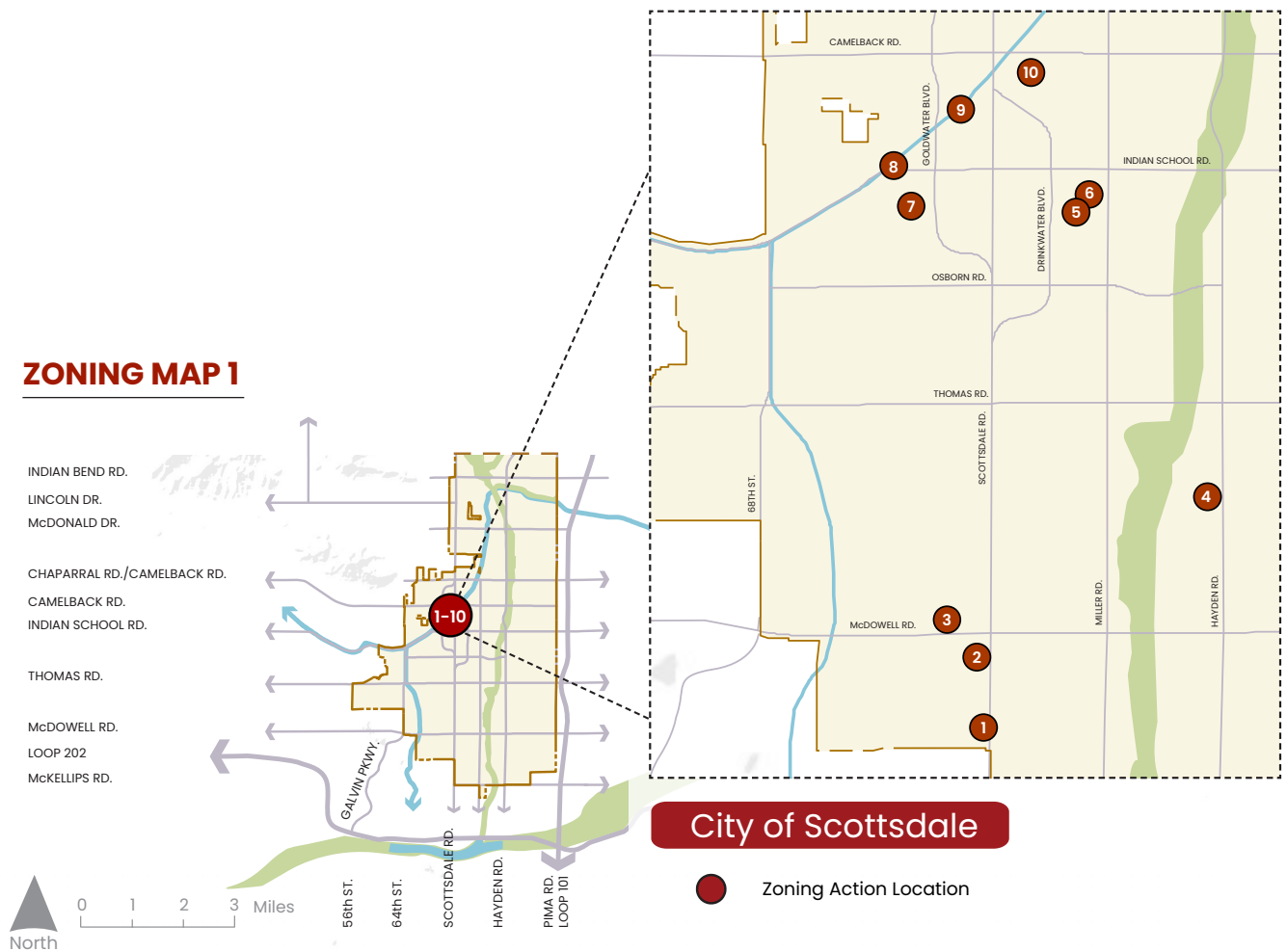
NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January & December 2020 found on Zoning Map 1:

- 
9 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 a combination of 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. The project was initially approved by City Council, with a 4-3 vote on December 4, 2019, but was ultimately reconsidered at the April 7, 2020 City Council meeting, where City Council voted to repeal the previous approvals for the project. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Open Space Elements)*

- 
10 The Scottsdale Collection (9-ZN-2020) – This was a rezoning from Central Business, Parking P-3 District, Downtown Overlay and Parking P-2 District; Vehicle Parking, Downtown Overlay (C-2/P-3 DO and P-2 DO), Central Business, Downtown Overlay (C-2 DO), and Highway Commercial, Downtown Overlay (C-3 DO) to Downtown/Downtown Multiple Use - Type 3, Planned Block Development, Downtown Overlay (D/DMU-3 PBD DO) for a new mixed-use development consisting of a 164-room hotel, 512 multi-family residential units, and 580,451 square feet of commercial space across a ±6.5 acre project site, generally located near the southeast corner of Camelback and Scottsdale Roads. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*

ZONING MAP 1



NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January & December 2020 found on Zoning Map 2:

- **11 Sands North Townhouses Historic District Phase 2 (9-ZN-2018 #2)** – 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 at Scottsdale Road and Joshua Tree Lane. Having an existing General Plan Suburban Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Economic Vitality, Housing, Neighborhoods and Open Space Elements)*
- **12 Palmerie Phase II (7-ZN-2016 #2)** – This was a rezoning from Planned Regional Center (PRC) to Planned Regional Center, Planned Shared Development overlay (PRC PSD) for a mixed-use development consisting of 41 single-family residences, a 150-room hotel, 62,000 square feet of commercial space and 48,000 square feet of office space on a ±20 acre site located at the southwest corner of Indian Bend and Scottsdale Roads. Having an existing General Plan Resort/Tourism land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- **13 Acoya Scottsdale (6-ZN-2020)** – This was a rezoning from Planned Convenience Center (PCoC) to Medium-Density Residential (R-3) for a new 9-unit townhome development on a ±1 acre site located at the northwest corner of Deer Valley and Miller Roads. Having an existing General Plan Urban Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- **14 Axon (13-ZN-2020)** – This was a rezoning from Planned Community (P-C) District to Planned Community District with the P-C comparable Industrial Park District (P-C I1) to develop a new 250,000 square foot corporate office/manufacturing facility on a ±30 acre site located at the southeast corner of Hayden Road and Loop 101. Having an existing General Plan Employment and Regional Use Overlay District land use designation, the approval maintained and implemented both the General Plan and Greater Airpark Character Area Plan. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
- **15 Solitude (17-ZN-2019)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands, Hillside District (R1-190 ESL HD) to Single-family Residential, Environmentally Sensitive Lands (R1-43 ESL) for a new 17-lot single-family subdivision on a ±20 acre site located at the southwest corner of Happy Valley Road and 92nd Street. Having an existing General Plan Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
- **16 Happy Valley 18 (13-ZN-2019)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-190 ESL) to Single-family Residential, Planned Residential Development, Environmentally Sensitive Lands (R1-43 PRD ESL) for a new 21-lot single-family home subdivision on a ±29 acre site located at the southwest corner of Happy Valley and Alma School Roads. Having an existing General Plan Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Economic Vitality, Housing, Neighborhoods and Open Space Elements)*
- **17 Quail Crest Estates 3 Acres (12-ZN-2020)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) for a new 12-lot single-family subdivision on a ±20 acre site located at the southeast corner of 132nd Street and Quail Track Road. Having an existing General Plan Rural Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Dynamite Foothills Character Area Plan. *(Cross-Reference Land Use, Economic Vitality and Growth Areas Elements)*
- **18 Fiesta Ranch (6-ZN-2019)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) and Single-family Residential, Environmentally Sensitive Lands (R1-190 ESL) to Planned Community district, Environmentally Sensitive Lands (PCD ESL) for a new 260-lot single-family subdivision on a ±273 acre site located at the southeast corner of 136th Street and Rio Verde Drive. Having an existing General Plan Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Economic Vitality and Growth Areas Elements)*

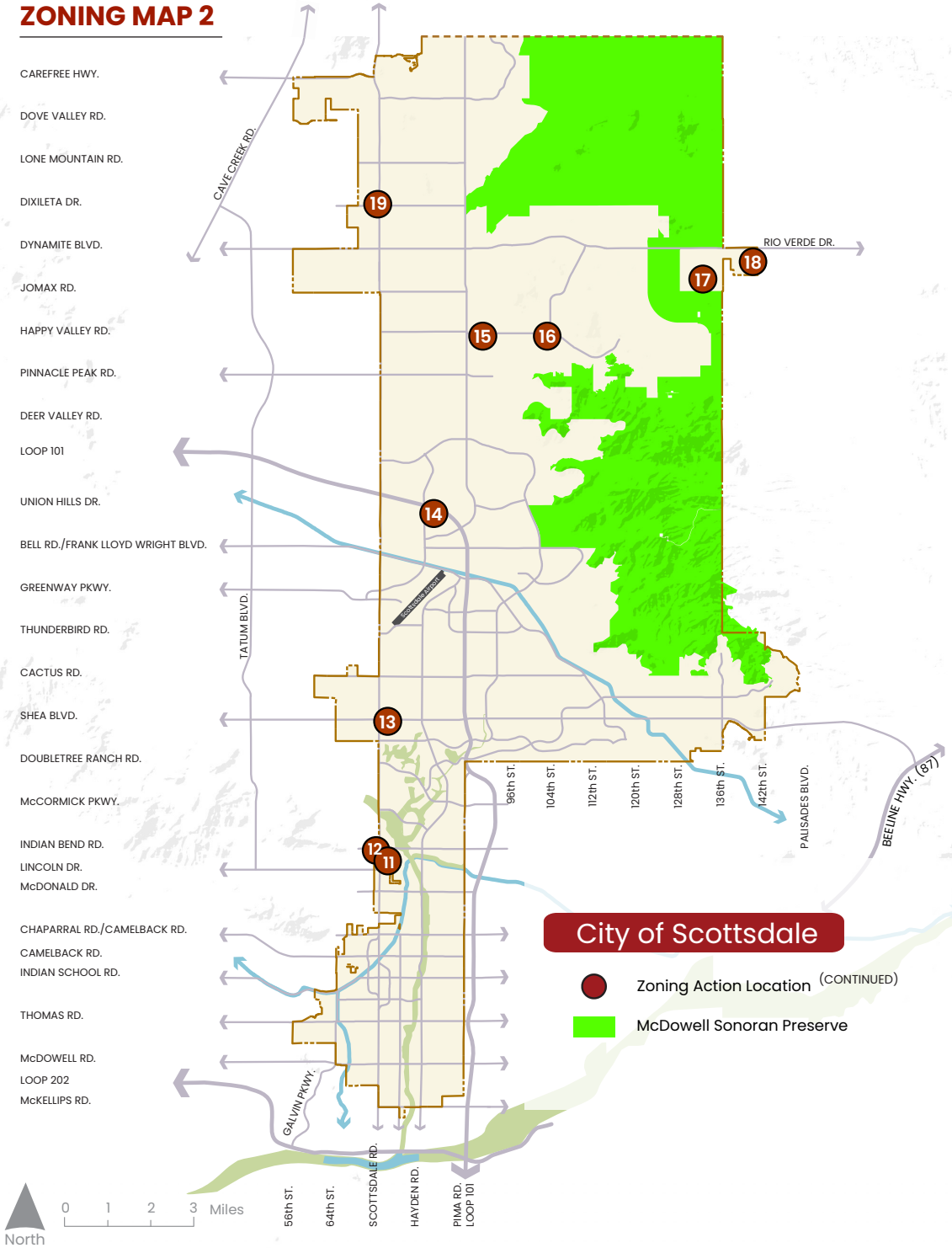
NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January & December 2020 found on Zoning Map 2:



19 Scottsdale & Dixileta (15-ZN-2019) – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands, Foothills Overlay (R1-70 ESL FO) to Single-family Residential, Environmentally Sensitive Lands, Foothills Overlay (R1-43 ESL FO) to develop a 14-lot single-family subdivision on a ±17.5 acre site located at the northwest corner of Scottsdale Road and Dixileta Drive. Having an existing General Plan Rural Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Desert Foothills Character Area Plan. *(Cross-Reference Land Use, Economic Vitality and Growth Areas Elements)*

ZONING MAP 2





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 2020 to implement the Guiding Principle, Advance Transportation.

Transit Efficiency

In December 2020, Scottsdale City Council approved the construction of a new parking deck to house the trolley fleet at North Corp Yard where the trolleys refuel. Eliminating the need for trolleys to make more than 2,000 trips each year to refuel will reduce trolley fuel use by 21,430 gallons annually. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Traffic Engineering

The Scottsdale Traffic Management team continued a multi-year effort to retime traffic signals throughout the city, thus improving travel efficiency and reducing the time vehicles spend idling at traffic lights. As of December 2020, it is estimated that signal retiming efforts have saved 1.8 million gallons of fuel and reduced greenhouse gas emissions by 179 metric tons. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

New "Hawk" crossing at Scottsdale Road and Palm Lane



Roadway, Bicycle & Pedestrian Improvements

The city continued to improve transportation infrastructure in 2020. Projects included:

- Intersection enhancements: Pima and Dynamite Roads, Jomax Road and 116th Street, Scottsdale and Dove Valley Roads, Pima Road and Legacy Boulevard, Camelback Road and 82nd Street, and Right turn lane on eastbound Carefree Highway at 60th Street.
- Traffic signal improvements: McDonald and Granite Reef Roads, and Scottsdale and Chaparral Roads.
- Installed a pedestrian hybrid beacon, or "HAWK", at Scottsdale Road and Palm Lane to provide pedestrians with a place to cross Scottsdale Road near transit stops, a gym, a post office, and other businesses.
- High-visibility crosswalks were added at seven locations along the Pima Road Path and bike route between McDowell Road and Via de Ventura.
- 9 miles of new bike lanes and 2 miles of widened bike lanes (includes lanes on both sides of roadway).
- Shea Boulevard and 64th Street bikeway improvements included modifying the crosswalk on the northeast corner to improve bicycle access to a neighborhood street that parallels 64th Street. The project also added pavement to the west side of 64th Street between Clinton Street and Desert Cove Avenue to allow for the continuation of the southbound bike lane.
- The addition of 1/2 mile of new trails within the Pinnacle Peak Ranchos neighborhood.

High-visibility crosswalk along Pima Path



Indian Bend Wash Path improvements along 78th Street



- Sidewalk and curb ramps on the north side of Mountain View Road from 111th Street to 112th Street as well as equestrian-friendly non-slip epoxy along part of the sidewalk and community driveway.
- New lighting in the Cactus Path Underpass west of 96th Street.
- The Indian Bend Wash path was improved along 78th Street from Earll Drive to Verde Lane, by replacing the 8-foot wide path with a 10-foot wide path. The new path is separated from the street/parking lane by a 5-foot wide buffer and includes curb ramps to connect the street to the new path.
- Speed Feedback Signs were installed at 7 locations throughout Scottsdale. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Active Transportation Map

Following a Transportation Commission request, staff created a version of the Active Transportation Map with mobile application geo-location capability. This enables users to see their location on the map for better navigation while using a smartphone. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Studies, Reports, Planning & Grants

In addition to coordinating capital improvements, Transportation staff worked on many evaluation and planning efforts throughout the year. Traffic Engineering staff completed Road Safety Audits at seven intersections and one roadway segment, the Bicycle and Pedestrian Collision Report, and Congestion Report. City Council approved eight amendments to the Street Classification Maps within the 2016 Transportation Master Plan. The city was awarded Maricopa Association of Governments (MAG) grant funds for construction of Camelback/Saddlebag HAWK and received approval from MAG for federal funding on the Goldwater Bike and Pedestrian Underpass. The underpass will run along the west side of Scottsdale Road from the southwest corner of Scottsdale and Chaparral Roads, under Goldwater Boulevard, to the northwest corner of Scottsdale Road and Rancho Vista Drive. The federal funding will cover 94% of the construction costs, to be completed in 2023. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Future location of the Goldwater Bike and Pedestrian Underpass



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Canal Convergence 2020



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 2020 to implement the Guiding Principle, Value Scottsdale's Unique Lifestyle and Character.

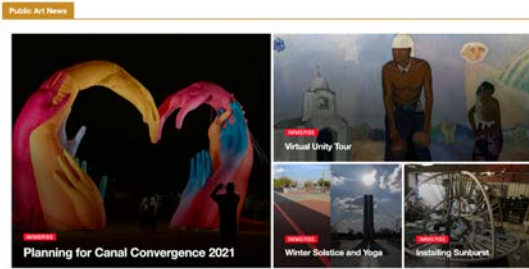
Traceries by Mary Bates Neubauer



Rug Runner and Wallpaper Tapestry by Christine Lee



Immerse Blog was part of the Virtual Programming



IN FLUX Secondary Effusion by John David Yanke



Citywide Public Art

Scottsdale Public Art completed two new projects for the city in 2020. “Traceries,” by Mary Bates Neubauer, is a series of eight artist-designed recycle and trash bins located along the Arizona Canal between Scottsdale Road and 68th Street. The bins have a double layer of steel sheet metal with the top layer featuring tracery designs that are powder-coated in bright contrasting colors. Additionally, two complimentary artworks by Christine Lee were finished inside the new Fire Station 603 on Indian Bend Road. “Rug Runner” is a terrazzo walkway located inside and outside the front entrance of the fire station, and it incorporates pieces of fire fighting equipment into its design. The accompanying piece is “Wallpaper Tapestry,” a dichroic film and vinyl overlay that utilizes the fire department shield symbol as a repeating motif on the windows above “Rug Rugger.” *(Cross-Reference Character & Design and Growth Areas Elements)*

Scottsdale Public Art Virtual Programming

Like so many other organizations, the pandemic forced Scottsdale Public Art to try different approaches to sharing public art. The closing of the Scottsdale Civic Center Library during the spring meant turning one of the planned exhibitions “Abstract Journeys of Mutation,” featuring art by Bill Dambrova and Fausto Fernandez, into a fully virtual exhibition hosted online at ScottsdalePublicArt.org. All receptions for library exhibitions also became virtual as they were hosted on Zoom. And a new blog, called Immerse, allowed Scottsdale Public Art to further engage with local art lovers, providing curated public art driving tours, the history of Canal Convergence, behind-the-scenes information about the public art process, and more. *(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 2020, IN FLUX Cycle 9 included partnerships with multiple cities throughout the Valley and the placement of five temporary artworks in Scottsdale by artists Cherie Buck-Hutchison and Curtis Hutchison, Daniel Mariotti, and John David Yanke, who has three pieces at Miller Plaza on the northeast corner of Miller and Indian School Roads. *(Cross-Reference Character & Design and Growth Areas Elements)*

Organization Strategic Plan

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 static 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)*



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 2020, prior to the pandemic, more than 5,000 citizens contributed 135,000 hours volunteering with the city to enhance services to citizens and visitors of Scottsdale – which is valued at more than \$3.4 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. During the pandemic, the volunteer program was suspended, allowing only volunteers that could safely perform duties in a virtual setting with no direct public contact. The 2020 recipients of the William P. Schrader Volunteer Impact Award include a team of volunteers that were able to successfully deliver that type of virtual service through the use of technology. The “Core Four” Career Center Coaches Tony Coates, Jill Kanalos, Roger Lurie and David Murphy provided valuable support for Vista del Camino clients in need of interview coaching, resume writing, skill building, and resource assistance during times of unemployment. *(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 and the Town and Country Scottsdale Historic District for replacement of windows, doors, and roofs.

The Historic Preservation and Planning Commissions recommended, and City Council approved, an additional four properties within the Sands North Townhouses request for historic designation and zoning. *(Cross-Reference Community Involvement Element)*

Development Review Board

To maintain Scottsdale’s high quality character and design, the Development Review Board held regular meetings during 2020 to review proposed development within the city. The Board reviewed many different types of projects and approved several projects including renovation and expansion of existing developments, large, mixed-use development projects, and infill projects on parcels that had been vacant. Major commercial developments included: Raintree Internalized Community Storage, North Scottsdale Self Storage, Notre Dame Preparatory High School, Storage at McDowell, Bellezza da Stallone, McDowell Mountain Community Storage, Silver King Office & Car Storage, Storage at McDowell, SkySong 7, The Rulux, Adobe Mini Storage, Whataburger Restaurant, Tenacious Adventures, Axon, Platinum Storage, Jomax Storage, DC Ranch Lot 15, and SDL Ross Aviation Hanger. Mixed-use developments included: One Scottsdale Planning Unit III, Scottsdale Entrada, Cavasson Office A & B, South Scottsdale Mixed Use, Canalside, Southdale, Palmeraie Phase II, and The Scottsdale Collection. Single-family subdivisions and multi-family residential developments included: 118th & Ranch Gate, Scottsdale Heights Phase II, Wood Partners – Raintree, Bahia Live Work Play – Phase II, Hayden Apartments, Deer Valley Townhomes, Happy Valley 18, and the Scottsdale Residences. *(Cross-Reference Community Involvement Element)*

Scottsdale Library Branches

In response to the COVID-19 Pandemic, the Library made the difficult decision to cancel all in-person programs and close the buildings in March 2020. The Library focused on services that could be provided safely, such as drive-thru hold pickups, online digital services, Ask-a-Librarian service, virtual programs, and the Library Call Center. Appaloosa, Arabian, and Mustang Libraries continued to offer services through drive-thru windows, such as picking up library holds, light reference assistance, library card renewals and library card registrations while the buildings remained closed. Civic Center Library began curbside hold pick-up service starting in May. The drive-thru and curbside services served an average of 2,200 cars weekly. In June 2020, Civic Center Library and Mustang Library reopened their buildings with limited hours and safety modifications in place.

Drive-thru window at Mustang Library



The Library created convenient processes for patrons to renew their library cards or register for a new library card online starting in April 2020. This allowed for continued access to the collection during the building closures or for individuals who are unable to visit the Library. New services, such as Grab & Go Bundles and BookMates Jr., offered the community an opportunity to get books, materials, and recommendations without having to go inside a building. The Pegasus Virtual Library was established as a virtual location where patrons visit for all their digital needs, such as databases, downloadables, virtual programs, and online card registrations/renewals.

Staff bringing out items at Civic Center Curbside



Palomino Library transitioned from a city library to a school library at Desert Mountain High School in June 2020. The Library was able to move everything out of the building with little impact to the public and at a very low cost to the general fund. Nearly 80% of the materials were kept and redistributed to the rest of the branches; materials owned by Desert Mountain High School stayed at the school. An external book drop was installed at the nearby Rio Montaña Park to allow the community to drop off books. *(Cross-Reference Public Services & Facilities Element)*

Grab & Go Bundles



Library Statistics

The Library circulated 1,924,117 physical and digital items in 2020. Scottsdale Libraries served 437,051 people in the buildings as well as an additional 726,517 people who used the Library's online services. There were 6,896 new cardholders and 31,498 new items added to the collection. The Library Call Center answered 33,363 calls and the online Ask-a-Librarian service assisted with 2,534 inquiries. *(Cross-Reference Public Services & Facilities Element)*

Digital Collection

The Library's digital collection continued to provide services throughout the COVID-19 Pandemic, allowing the community to stay connected to the libraries through contactless services. Nearly 845,400 digital items circulated in 2020. In addition to an increase in adult digital usage, there was an increase in the young adult and youth digital library use, tapping into an under served online demographic. Through Homework Help, e-Book access and other online learning tools, students found support at their local library. Other groups were able to stay connected to their community, neighbors and friends through digital material, digital book clubs, and other virtual library support. *(Cross-Reference Public Services & Facilities Element)*

Library Adult Services

The Library Adult Services department continued to meet the needs of the city and its citizens by developing and adapting programs and services. The 7th Annual Local Authors Book Sale took place in February 2020, where 100 authors showcased their works, and nearly 500 people attended to learn more about the local literary talents in our community.

When COVID-19 necessitated the cancellation of in-person programs and closure of the buildings, Adult Services came up with inventive virtual programming to maintain community engagement. Library staff created virtual craft videos and continued book discussion groups online. Staff also developed, filmed, and edited a new virtual program titled Books & More. In this variety show program, staff from Civic Center Library and Mustang Library highlight book recommendations as well as services and resources provided by the Library each week. In 2020, Adult Services created 30 programs that accumulated over 2,000 views. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

Library Art Exhibitions

Scottsdale Public Art exhibitions at city libraries were impacted by the COVID-19 Pandemic. Due to the closure of the Appaloosa Library, no exhibitions were shown in that space. However, the Civic Center Public Gallery at the Scottsdale Civic Center Library hosted three exhibitions in 2020. "Huggernaut, Fiber Arts of Love" showcased small art quilts and other fiber arts addressing the warmth and comfort of love. "Creatures and Monsters" featured the work of Arizona artists who explore and create the creatures of their imaginations. And "Artists' Breakfast Club, 20 Years" showed work from members of the Valley-based Artists' Breakfast Club in celebration of the organization's 20th anniversary. *(Cross-Reference Public Services & Facilities Element)*

Library Strategic Plan

The Library entered year two of a three-year strategic plan. In June 2020, the Library evaluated the strategic plan and found that the goals established are on track to be met. Overall, the Library completed 35% of the plan during the first year. In October 2020, the strategic plan was reviewed and updated with new strategies and tactics to support the plan's five goals. The Library remains committed to the mission statement, "Putting People at the Heart of Dynamic Library Services". *(Cross-Reference Public Services & Facilities Element)*

7th Annual Local Authors Book Sale



Creatures and Monsters exhibit



Youth Services staff recording a virtual storytime



Winter themed chalk display outside Civic Center Library



Library Staff and Library Board Members dressed up in the Parada del Sol Parade



Scott the Dog and Library staff promote the 2nd Grade Card Campaign through an online video



Library Youth Services

Programming for youth and teens looked very different this year. Before in-person programming was cancelled, the Library piloted a new Knowing & Growing program called Littlest Scientists Club. This program focused on a world of scientific discovery to engage the youngest minds through exploration and play.

When in-person programming was cancelled in March 2020, Youth Services staff immediately began filming and editing virtual programs. Kits with supplies for crafty storytimes and Full STEAM programs were assembled and distributed to families to take home and enjoy while watching the virtual program on the Library’s YouTube channel. The Youth Services team created 100 virtual programs for kids and teens in 2020 that have been viewed nearly 5,000 times. Other passive programs were created to keep kids engaged throughout the year, such as weekly home activity suggestions shared on the Library’s social media pages, interactive chalk displays, and a Disguise a Gingerbread Man contest.

The Summer Reading Program, Imagine Your Story, had 1,660 participants who completed the program for a total of 3,368,497 minutes read. *(Cross-Reference Preservation & Environmental Planning Element)*

Library Outreach

The Library participated in several community events during January and February, including the Old Town Farmer’s Market, All Things Senior Expo, Parada del Sol, and Family A’Fair. In the span of two months, the Library had connected with over 1,000 people through community outreach. In the fall, the Library continued to engage the community through socially distanced events, such as participating in the Citizen Services GAIN car parades and having a table set up at a Halloween drive-thru event sponsored by Local Savvy Arizona. The Library offered a creative solution to promote the Annual 2nd Grade Card Campaign. Typically, Library staff visits all 2nd grade classrooms every fall in the Scottsdale Unified School District to encourage students to sign up for a library card. Although staff were unable to conduct such classroom visits this year, they filmed a video that was sent out to all the 2nd grade classrooms. *(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. For 2020, five non-major amendments were processed, while no major amendments were processed.

NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the non-major General Plan amendments adopted by City Council between January and December 2020:

- **1 Scottsdale Civic Center Medical Plaza (4-GP-2020 & 10-ZN-2019)** – City Council approved a non-major General Plan amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Urban Neighborhoods to Office on a ±1.4 acre site located along the Civic Center Plaza near Old Town Scottsdale. The purpose of this amendment was to change the standards that would accommodate a new entry vestibule on the existing building. Planning Commission heard the General Plan and rezoning cases on July 8, 2020 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
Adopted by City Council on August 24, 2020 on Consent.
- **2 5895 N Granite Reef Rd (1-GP-2020 & 4-ZN-2020)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Mixed-Use Neighborhoods to Commercial on a ±1.1 acre site located at the northeast corner of Granite Reef Road and Solano Drive. The purpose of this amendment was to allow for a gymnasium user to occupy an existing building. Planning Commission heard the General Plan and rezoning cases on September 23, 2020 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 20, 2020 on Consent.
- **3 Estates on 128th (8-GP-2019 & 20-ZN-2019)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Rural Neighborhoods to Suburban Neighborhoods on a ±10 acre site located at the southeast corner of 128th Street and Shea Boulevard. The purpose of this amendment was to develop a 12-lot single-family subdivision on the subject site. Planning Commission heard the General Plan case on August 26, 2020 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
Adopted by City Council on October 6, 2020 with a vote of 7-0.
- **4 Seventh Day Adventist (4-GP-2019 & 14-ZN-2019)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Employment to Mixed-Use Neighborhoods and to change the Greater Airpark Character Area Plan Future Land Use Map from ±47 acres of Airpark Mixed-Use Residential (AMU-R), ±13 acres of Airpark Mixed-Use (AMU), ±15 acres of Aviation (AV), to ±23 acres of Airpark Mixed Use-Residential (AMU-R), ±24 acres of Airpark Mixed Use (AMU), ±15 acres of Aviation (AV), and ±13 acres of Employment (EMP) on ±75 acre site located at the northeast corner of Scottsdale Road and Sutton Drive. The purpose of this amendment was to allow for the redevelopment of portions of the Seventh Day Adventist campus, including commercial, employment, aviation, and residential uses. Planning Commission heard the General Plan case on September 23, 2020 and recommended approval with a vote of 4-1. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
Adopted by City Council on November 10, 2020 with a vote of 7-0.
- **5 TCC Raintree (7-GP-2019 & 19-ZN-2019)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the Greater Airpark Character Area Future Plan Land Use Map from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) on a ±9.6 acre site located at the southeast corner of Northsight Boulevard and Raintree Drive. The purpose of this amendment was to develop the partially-vacant site as a mixed-use development, including up to 195 multi-family units, 178,000 square feet of office use, and associated vehicle parking. Planning Commission heard the General Plan case on May 27, 2020 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 June 30, 2020 on Consent.

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.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

MCDOWELL RD.

LOOP 202

MCKELLIPS RD.

BARTLETT DAM RD.

CAVE CREEK RD.

RIO VERDE DR.

TATUM BLVD.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

136th ST.

142th ST.

PALISADES BLVD.

BEELINE HWY. (87)

City of Scottsdale



Approved Major General Plan Amendment Location



Approved Non-Major General Plan Amendment Location



McDowell Sonoran Preserve



0 1 2 3 Miles

56th ST.

64th ST.

SCOTTSDALE RD.

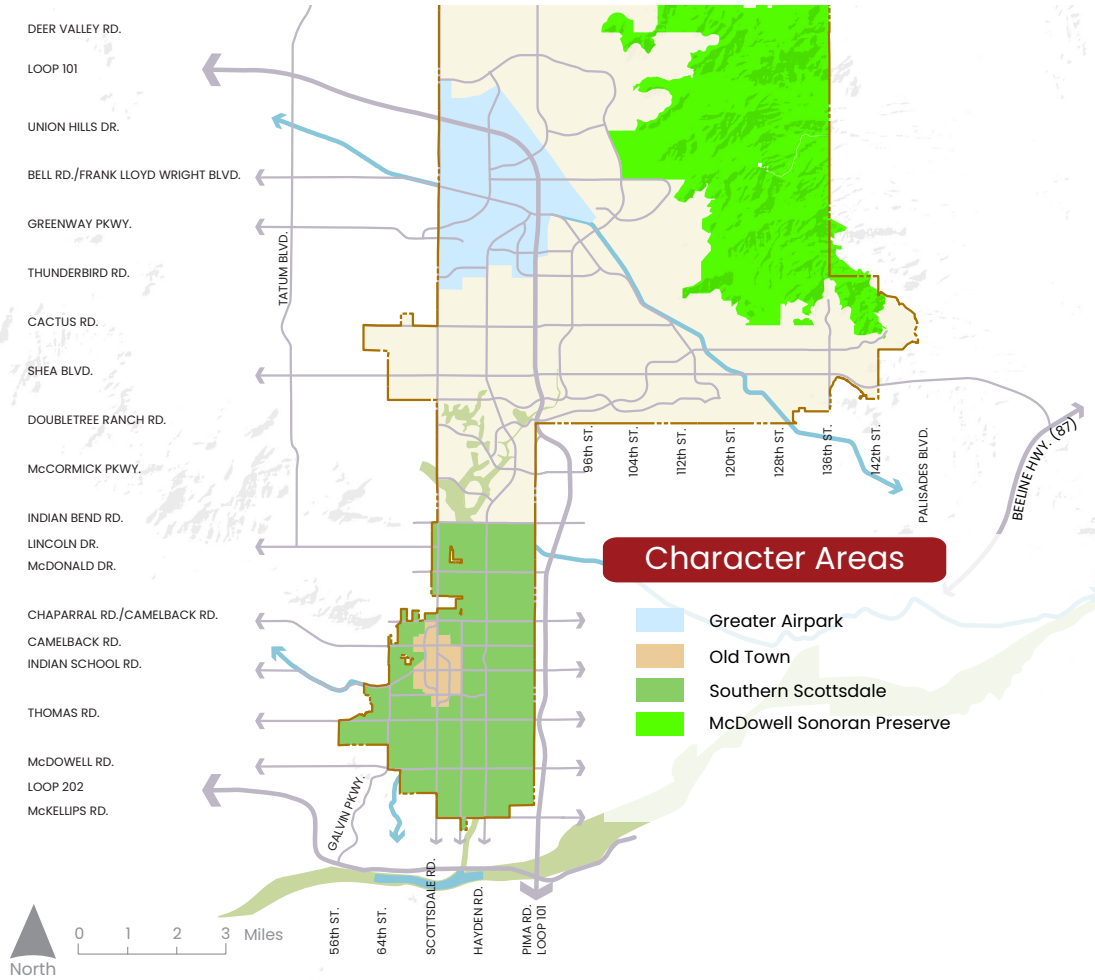
HAYDEN RD.

PIMA RD.

LOOP 101

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SECTION 3 – CHARACTER AREA PLAN IMPLEMENTATION



Introduction

The City of Scottsdale has a long history of using area-based plans to provide policy and program direction for certain areas of the city. Consequently, Character Area Plans are components of the General Plan that focus on long range, area-related goals and policies. To avoid repetition, Character Area Plans supplement the city-wide goals and policies provided by the General Plan.

The 2001 General Plan identified twenty-four (24) areas within the city intended to have specific Character Area Plans; however, as of today, seven (7) character areas have been adopted -- Cactus Corridor (1992), Shea Area (1993), Desert Foothills (1999), Dynamite Foothills (2000), Greater Airpark (2010), Southern Scottsdale (2010), and Old Town (2018). Three of these character areas are also designated as growth areas in the General Plan - Southern Scottsdale, Greater Airpark and Old Town. These General Plan growth areas are highlighted because they contain the highest concentration of development within Scottsdale and thus a number of General Plan implementation items occur in these three areas.

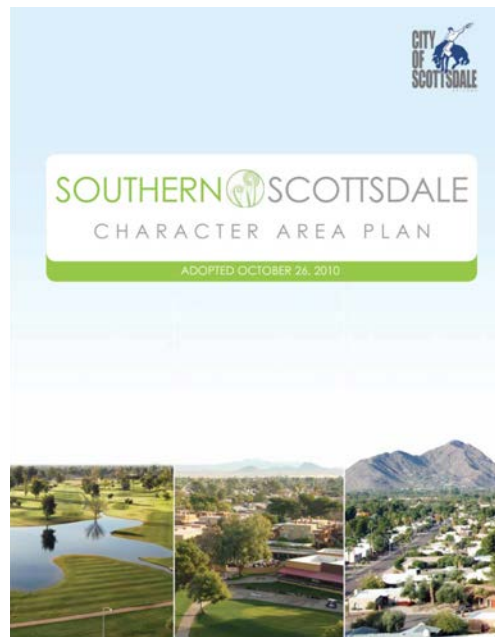
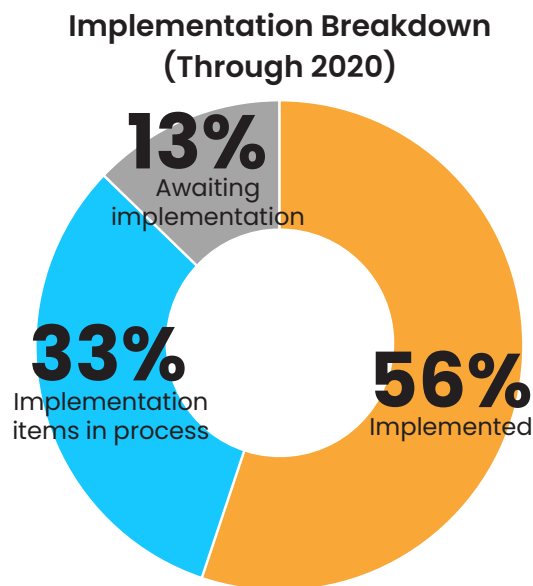
The 2019 General Plan annual report provided a summation of major accomplishments both citywide and at the Character Plan level. For the 2019 report, this section reviewed the specific implementation items that have been completed over the past ten years (2010 to 2019) in Southern Scottsdale, Old Town Scottsdale and the Greater Airpark. Consequently, this year's reporting on Character Area Plan implementation items will focus solely on 2020 accomplishments. Given that this section will now report out year-over-year Character Area implementation, it is unlikely to include as robust a list of accomplished items as found within the 2019 report.

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.

As highlighted in the 2019 General Plan Annual Report and since adoption of the Southern Scottsdale Character Area Plan in 2010, approximately 89% of programs and initiatives listed in the Implementation Program are in process or have been completed. In contrast to 2019, this report only reviews what was implemented in calendar year 2020.



Southern Scottsdale Highlights (2020):

Reinvestment/Revitalization



Earl 6, Skye on McDowell, Aire on McDowell and Cabana on Hayden were multi-family housing projects constructed in 2020 within Southern Scottsdale, totalling over 250 new units. These new developments brought reinvestment to vacant and underutilized properties, as well as increased the availability of housing choice in this area of the community. *(Programs Implemented: Housing Programs - Mix of Housing/Living Environments)*





77th Street & McDowell Road Berm Project

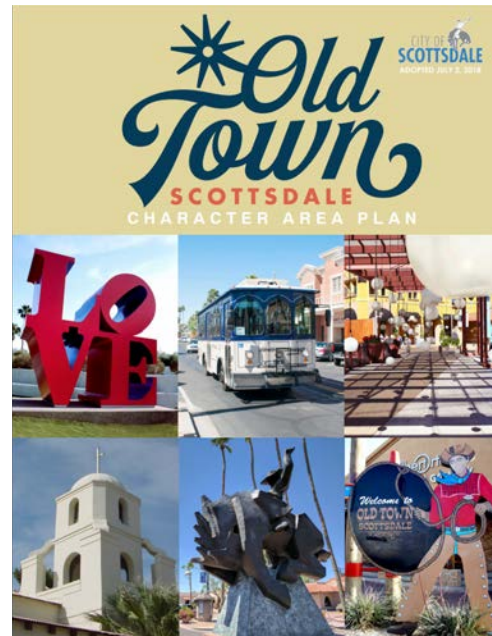
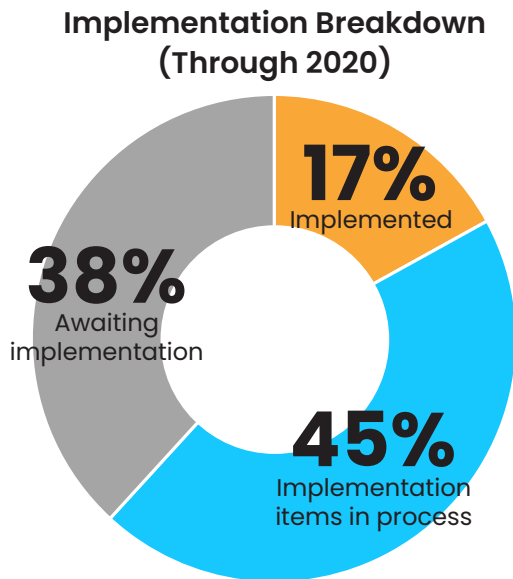
In late February 2020, city staff installed an irrigation system, a variety of desert plants and rock that was re-purposed from the Second & Drinkwater Parking Lot Project to the berm at the northwest corner of 77th Street & McDowell Road. The departments that assisted with the project included Long-Range Planning, Public Works, Capital Project Management and Parks & Recreation, as well as to local business Accolade who volunteered through the city's Operation Fix It program.

(Programs Implemented: Economic Programs - Improve vacant and underutilized land & Neighborhood Programs - Community Beautification/Improvement Programs)

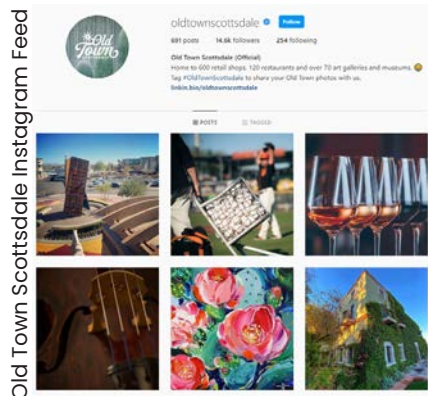
OLD TOWN CHARACTER AREA PLAN

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, Old Town 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 Old Town Scottsdale Character Area Plan is a policy document that establishes the vision for downtown and provides the basis for 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 highlight major Old Town Character Area Plan accomplishments for the year 2020. In 2020, 45% of all items are in process of being implemented, and 17% have been implemented.



Old Town Highlights (2020):



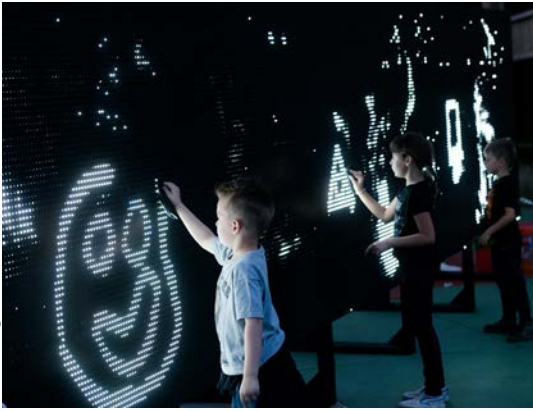
Old Town Scottsdale Instagram

The city's Instagram channel hit a major milestone in reaching 10,000 followers and ending 2020 with 12,272 followers. A 10k follower count on Instagram is not just an awareness metric, the milestone comes with tangible benefits such as direct website links via Stories. The Instagram content ranges from promoting local happenings and events, to highlighting small businesses and restaurants, to fun facts that everyone can enjoy. *(Programs Implemented: Economic Vitality - Develop & implement a comprehensive arts and culture marketing plan)*

Small Business Assistance Center

The Scottsdale Small Business Assistance Center (SSBAC) serves as the City of Scottsdale’s virtual one stop shop for Scottsdale businesses looking for information on available business support programs and resources during the COVID-19 crisis. The SSBAC looks to assist Scottsdale businesses with questions regarding Federal, State, and other government funding programs and connect them with critical resources. Businesses can rely on the center to provide the most up to date information on assistance programs, step by step guides and useful webinars. To date, SSBAC has successfully assisted over 300 Scottsdale businesses. *(Program Implemented: Economic Vitality - Small Business Training)*

Interactive art display at Canal Convergence 2020



Canal Convergence

Scottsdale Arts presents Canal Convergence annually with the City of Scottsdale and Salt River Project (SRP). The 2020 event was dramatically altered by the COVID-19 Pandemic. Instead of containing the event along the Scottsdale Waterfront, art installations were located throughout Old Town to encourage social distancing. This drew attendees to locations such as Western Spirit: Scottsdale’s Museum of the West and Scottsdale Center for the Performing Arts. Entertainment pivoted from in-person performances at the Waterfront to virtual presentations online at Virtual Convergence. Exciting new technology was introduced as Canal Convergence debuted its first augmented reality artworks and experiences, which attendees accessed via the Hoverlay application to view animations and listen to the artists talk about their work. *(Program Implemented: Event Programming - Canal Convergence)*

Completed Scottsdale Stadium Renovations



Scottsdale Stadium Renovations

Portions of the 2018 master plan for Scottsdale Stadium were completed in February 2020 that included a new multi-story multi-use facility that serves as Clubhouse for the spring training season and multi-use event center throughout the year, shade improvements to the right field Charros Lodge area, upgrades to the main entry plaza adjacent to Drinkwater Boulevard, and other improvements determined to benefit the Giants and greater downtown Scottsdale users. The stadium is the spring training home of the San Francisco Giants and hosts a variety of other development leagues and community events. These renovations will boost the stadium’s position as a premier spring training venue and add features to make it a year-round multi-use event center that takes advantage of its location in the heart of Old Town Scottsdale. *(Program Implemented: Public Spaces - Scottsdale Stadium Phase I)*

Renovated Civic Center Plaza, with Drinkwater Blvd below



Drinkwater Boulevard Bridge

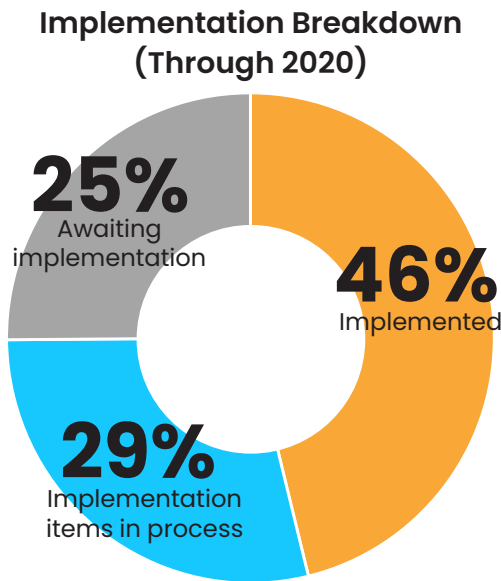
The Drinkwater underpass below Civic Center, as well as Civic Center Plaza itself, reopened in early 2020. The underpass and parts of the plaza were closed in July 2018 when concrete deterioration from leaking fountains and irrigation was discovered during inspection work. The renovated underpass now consists of two tunnels with improved lighting, but most importantly several structural changes have made the bridge and underpass safe again. *(Program Implemented: Public Spaces - Civic Center Phase I)*

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.

As of 2020, 46% of programs and initiatives listed in the Implementation Program have been completed, with an additional 29% that are ongoing or are in process.



Greater Airpark Highlights (2020):

Scottsdale Airport Box Hangar



Scottsdale Airport Box Hangar Project Phase One

Scottsdale City Council in March 2020 unanimously approved the construction contract to build executive box hangars on the Kilo parking apron located at the north end of the airport. The development plan called for constructing up to 14 executive style box hangars (in two phases of 7 each) with restroom amenities, aircraft washing capabilities and some with small office space. Phase One which consisted of seven hangars, each at 62 feet wide by 47 feet deep were completed in December. The development was pursued to address the existing and forecasted need for additional hangar space in accordance with the City Council-adopted Airport Master Plan. *(Programs Implemented: Airport Programs - Airport facility improvements)*



CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY – DECEMBER 2020



Mayor Jim Lane and One-Eyed Jack Public Art