

City of Scottsdale General Plan 2001



City of Scottsdale, Arizona

2001 General Plan

adopted October 30, 2001

ratified by Scottsdale citizens March 12, 2002

City Council

Mary Manross, Mayor

Cynthia Lukas

Robert Pettycrew

Ned O'Hearn

Tom Silverman

David Ortega

George Zraket

Planning Commission

Betty Drake, Chair

Margaret Dunn

Charles Lotzar

David Gulino

Tony Nelssen

Kay Henry

Kevin Osterman

Other Boards and Commissions

Airport Advisory Commission

Building Advisory Board of Appeals

Board of Adjustment

Development Review Board

Endowment Advisory Board

Environmental Quality Advisory Board

Historic Preservation Commission

Housing Board

Human Services Commission

Library Board

McDowell Sonoran Preserve Commission

Neighborhood Enhancement Commission

Parks and Recreation Commission

Redevelopment Board

Scottsdale Pride Committee

Transportation Commission



Table of Contents

Scottsdale 2001 General Plan

Preface

Scottsdale’s Values and Vision.....Page 1
 The General Plan.....Page 11
 Introduction.....Page 25

Character and Lifestyle Chapter

- Character and Design Element.....Page 39
- Land Use Element.....Page 57

Economic Vitality Chapter

- Economic Vitality Element.....Page 79

Neighborhoods Chapter

- Community Involvement Element..... Page 87
- Housing Element Page 95
- Neighborhoods Element Page 103

Open Space Chapter

- Open Space and Recreation ElementPage 109
- Preservation and Environmental Planning ElementPage 127

Sustainability Chapter

- Cost of Development Element.....Page 141
- Growth Areas ElementPage 149
- Public Services and Facilities Element.....Page 157

Transportation Chapter

- Community Mobility ElementPage 173

Appendices

Special Acknowledgements
 Glossary
 Reference Maps



List of Element Graphics Scottsdale 2001 General Plan

- **Character Types MapPage 53**
- **Character Areas MapPage 54**
- **Streetscape MapPage 55**

- **Conceptual Land Uses MapPage 77**

- **Open Space Map.....Page 124**
- **Parks and Recreation Facilities MapPage 125**
- **Preservation Map.....Page 139**

- **Growth Areas Map.....Page 156**

- **Community Mobility MapPage 186**

Scottsdale's Values and Vision

The General Plan is the primary tool for guiding the future development of the city. On a daily basis the city is faced with tough choices about growth, housing, transportation, neighborhood improvement, and service delivery. A General Plan provides a guide for making these choices by describing long-term goals for the city's future as well as policies to guide day-to-day decisions.

Community Values

In the year 2025, Scottsdale will be a community that:

- Demonstrates its commitment to environmental, economic, and social sustainability and measures both the short and long-term impacts of our decisions;
- Creates, revitalizes, and preserves neighborhoods that have long-term viability, unique attributes and character, livability, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life (i.e. the whole is greater than the sum of its parts);
- Facilitates human connection by anticipating and locating facilities and infrastructure that enable human communication and interaction; and by promoting policies that have a clear human orientation, value and benefit;
- Respects the environmental character of the city with preservation of desert and mountain lands, and innovative ways of protecting natural resources, clean air, water resources, natural habitat and wildlife migration routes, archaeological resources, vistas, and view and scenic corridors;
- Builds on its cultural heritage, promotes historical and archaeological preservation areas, and identifies and promotes the arts and tourism in a way that recognizes the unique desert environment in which we live;
- Coordinates transportation options with appropriate land uses to enable a decreased reliance on the automobile and more mobility choices;
- Maintains or improves its high standards of appearance, aesthetics, public amenities, and levels of service;

- Recognizes and embraces change: from being predominantly undeveloped to mostly built out, from a young town to a maturing city, from a bedroom community to a net importer of employees, and from a focus on a single economic engine to a diverse, balanced economy;
- Simultaneously acknowledges our past (preservation of historically significant sites and buildings will be important), and prepares for our future;
- Promotes growth that serves community needs, quality of life and community character;
- Recognizes and embraces the diversity of the community by creating an environment that respects the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.

Community Vision

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities and reference points. We hope to create a safe, attractive city for ourselves, our children, and for future generations. We envision a city where the natural environment is protected, where excellent services are provided, and where citizens are true partners in their city government. We aspire to create a city that is economically healthy and a good place to do business. We envision a city that has balanced mobility options and connections to citywide and regional networks. We see our community as a great place to live now and in the future.



Many characteristics combine to make Scottsdale what it is now. The physical setting of the Sonoran Desert, the character of our Downtown, thriving businesses and industries providing diversified employment, a historical emphasis on arts and culture, and a variety of neighborhoods, each unique in character, allowing for a broad range of lifestyles.



The passage of time inevitably brings changes. Scottsdale today differs from the city of twenty or fifty years ago and is different now than the city it will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control, and manage as well as possible, those forces we can control.

Unanimous agreement about the future is not the goal of the General Plan. Rather it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community's unique characteristics and still welcome the future. The Scottsdale General Plan strives to reflect a coherent vision of the hopes, dreams, and aspirations of a diverse population - senior citizens and children,

long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.

The community vision is built from a foundation of citizen-driven processes. Building on the Scottsdale Town Enrichment Program (S.T.E.P.) forums of the 1960's, 1970's, and early 1980's, the most recent "visioning" processes, Scottsdale Visioning (1991-'92) and CityShape 2020 (1994-'96), identified dominant themes and created Guiding Principles for the community. Through the General Plan update public participation process known as Future in Focus (1999-2001), the vision, themes, and principles were validated. Changes have taken place since the Visioning and CityShape processes, and there are differences of opinion in the community about what the future should hold, but the foundation laid by the Shared Vision and CityShape 2020 holds true.

Scottsdale's Shared Vision is a path into the next century. It does not presume to "know" the future. Rather it sets forth the clear magnetism of our special character and purpose in order that we may all pull in the same direction.

- letter to the City Council from the co-Chairs of the Citizens' Visioning
Advisory Committee
Shared Vision Report, December 1992

The six Guiding Principles are intended to highlight and organize in the General Plan, the most important goals of the community. [The goals and policies contained in the General Plan] must be capable of addressing community decisions in mature, redeveloping, and emerging areas of the community. They must be applicable to all of our diverse and ever-changing community... A key to understanding these principles is to recognize that they can apply with equal effectiveness to a wide range of circumstances in a uniquely appropriate way.

- CityShape 2020 Comprehensive Report, March 1996

This Summary Report represents a major effort and tool to assist in the development of the General Plan and is intended to serve as a tool to validate previous efforts, such as CityShape 2020 and Scottsdale Visioning. Integrating the Future in Focus results into the General Plan is a directive of the Scottsdale City Council, a goal of the City's Planning Systems Department, and an expectation of the citizens of Scottsdale.

- Future in Focus Community Involvement Outreach Summary Report,
November 2000



Scottsdale Visioning and the Shared Vision

In 1991, a process of “community visioning” was initiated to identify the most important and significant beliefs and desires about the long-term future of the community. In December 1992, the City Council accepted a report outlining Scottsdale’s Shared Vision. The Shared Vision identified four mutually supportive Dominant Themes, which reflect Scottsdale’s special qualities and are the foundation for Scottsdale’s long-term vitality. The Four Themes represent Scottsdale’s core expression. They define who we are and present an inspiring vision of our emerging special place in the broader regional, national and global economy. The Four Dominant Themes are:

Sonoran Desert: Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.

Resort Community: Tourism and the constant influx of people from all over the world strongly affects our way of life as well as our economy.

Arts & Culture: Scottsdale’s cultural assets are an integral part of the community and a basis for further development.

Health & Research: Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

Twenty-four VisionTasks, (not specified here) were developed which relate to these Four Dominant Themes and describe actions that implement the Shared Vision and enhance our city’s character. The VisionTasks were considered when specific strategies presented in this General Plan were developed.

Building on its southwestern heritage, stylish reputation, and innovative methods for delivering municipal services, Scottsdale has evolved into an internationally recognized resort center, art community, and health care provider. The desert community of Scottsdale has always been its own special place. It has never tried to be all things to all people.





CityShape 2020

PLANNING THE PHYSICAL FORM OF SCOTTSDALE'S SHARED VISION

- *Scottsdale Shared Vision 1992*

CityShape 2020

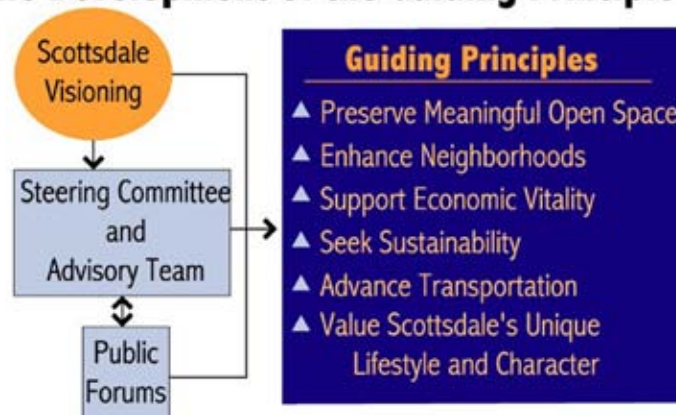
As a spin-off of the Visioning process, a comprehensive review of the General Plan called CityShape 2020, was begun in late 1994. CityShape 2020 was intended to be an extensive educational and community outreach process that would be responsible for reaffirming and improving the Scottsdale General Plan as an expression of the Shared Vision. CityShape 2020 built upon the legacy of citizen participation from the S.T.E.P. forums of the 1960's, 1970's, and early 1980's, and the Scottsdale Visioning program. Completed in 1996, the recommendations from the CityShape 2020 process are the basis for planning in Scottsdale today. The recommendations include:

- An enhanced focus on “character and quality” in development
- A three-level approach to planning:
 - * Level 1 - Citywide Planning
 - * Level 2 - Character Planning
 - * Level 3 - Neighborhood Planning
- The establishment of the Six Guiding Principles (which are equal, with no priority in the listing):
 - * **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.

see Character-Based Planning in the next section of the preface: The General Plan

- * **Seek Sustainability:** Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.
- * **Support Economic Vitality:** Scottsdale is committed to the goal of supporting its existing economic strengths by: targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen our ability to meet this goal.
- * **Advance Transportation:** The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.
- * **Value Scottsdale's Unique Lifestyle and Character:** Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

The Development of the Guiding Principles



CityShape 2020 ... states strategies for realizing Scottsdale's Shared Vision through the Guiding Principles and the development of Character and Neighborhood Plans.... The Steering Committee believes that the ideas and approaches outlined in the [Comprehensive] report will provide the means for the city to maintain its traditions of strong planning and high quality, and to have a plan with the flexibility to address redevelopment at the same time it guides new development. Above all, this General Plan will be thorough and responsive to the needs of this community.

- *CityShape 2020 Comprehensive Report, March 1996*

Future in Focus/General Plan Technical Update

Future in Focus was a community effort to re-evaluate Scottsdale's General Plan, bring it up to date with the Growing Smarter and Growing Smarter Plus laws, and make sure the overall direction for our city's development (through the General Plan) is still in line with the community's goals and visions. In short, Future in Focus took the vision created through Scottsdale Visioning and the guiding principles of CityShape 2020 and examined them in the light of changes that have happened over the last few years. The technical update of the General Plan happened concurrently with the Future in Focus process to be able to include input from the process as the General Plan was crafted.

In June 1999, the Scottsdale City Council approved a one-year professional services contract for a comprehensive community involvement process to precede the update of the General Plan. The goals of this process were to:

- To create awareness and understanding of the General Plan;
- To engage non-traditional audiences; and
- To affirm the community vision and values identified in previous city visioning processes.

Following the expiration of the one-year contract, City of Scottsdale staff continued the community involvement process until the adoption of the updated General Plan in October 2001.

The Future in Focus process built upon the successes of Scottsdale's citizen involvement legacy. The process identified ways to reach residents, business and property owners, who are not typically involved in city visioning or planning efforts. To that end, the Future in Focus outreach effort included:

- **Electronic access to information** - In a format that was easy to understand, visually interesting and tailored to the layperson, the city's Web site included the existing General Plan; the "Future in Focus" web site with an overview of involvement and review opportunities, and information about the draft General Plan (and how it responded to input from the community); and "Step-Up," an electronic dialogue site for ongoing, "threaded" conversations between residents.
- **Representation from under-represented populations:**
 - * **Youth involvement** – staff met with four high-school classes to involve them in a Sim-City computer exercise that prompted a better understanding of the issues involved in city planning. Students provided input on future needs for Scottsdale.
 - * **Spanish Speaking Dialogues** – three different dialogues were scheduled and moderated by a Spanish speaking facilitator. These dialogues were held at locations that were convenient and readily



accessible, such as a neighborhood church following a Sunday morning service, a neighborhood center, and a Spanish-speaking community service group meeting.

- * **We Go To You** – Instead of holding random meetings at city locations, city staff went to meeting sites where homeowner associations, service groups, etc. were already meeting. If a neighborhood met on Sunday afternoon, then staff made arrangements to be included on that agenda.
- * **Catalyst Group** - By creating an ambassador program, staff was able to empower community representatives to assist in gleaning input from a wide variety of organizations - many of whom aren't necessarily involved in city policy issues (such as soccer leagues and church groups).
- **Community Events** - Staff participated in a wide variety of community events, such as the Human Services Forum, the Millennium Speaker's series, and the Realty Expo, to show linkages between citizen values and General Plan policies.
- **Community Town Hall** - Other involvement opportunities were made available for people that were not able to attend a neighborhood meeting or did not have access to the Internet. This Town Hall event featured four panelists who spoke on a wide variety of long-range issues and follow up questions by attendees. Videotaped by the city's municipal channel, the program aired for a month to allow those who could not attend to see the program.
- **Multiple Marketing Venues** - The Future in Focus involvement message was promoted on movie screens, in theater programs, in the quarterly city recreation registration tabloid, in utility bills, through the Scottsdale Citizen magazine, and with frequent updates to the media.
- **Visual Preference Survey** - Along with discussion, citizens were able to provide input based on photographic examples of different development styles, different policy issues, and different character design, etc.
- **Telephone Survey** - This statistically valid survey was conducted to make sure that the General Plan update was "on track" with the citizen's goals for the community.

The Future in Focus process was designed to be an inclusive, comprehensive program. It worked because of the following:



- The use of a wide variety of communication/marketing techniques.
- The involvement of typically under-represented community populations, such as young people, members of the Spanish speaking community, and a catalyst group.
- A wide variety of input vehicles, i.e. Internet, response card in Citizen magazine mailing, telephone hotline, neighborhood meetings, electronic dialogue, Town Hall and community forum events, and a statistically valid survey.
- Ongoing briefings with City Council, citizen Boards and Commissions, and Future in Focus Catalyst group.
- An extensive contact list created from the outreach programs to do mailings and electronic notices for public involvement opportunities.
- Local media invitations to all meetings and provision of regular updates.

The technical update of the city’s General Plan included the feedback and input received by residents and business and property owners as a result of the Future in Focus program. Based on input received, the General Plan includes:

- A strong focus on growth management techniques (Cost of Development, Growth Areas, and Open Space Elements, as well as policies to assist in phasing of growth)
- A strong focus on strengthening and preserving community character and neighborhoods (Character and Design, Neighborhood, and Public Services and Facilities Elements)
- A strong focus on expanding transportation choices (Community Mobility Element)
- A Housing Element that addresses affordability and the need for moderately priced senior living facilities

Using the Future in Focus input throughout Scottsdale’s General Plan Update ensured that the Plan incorporates the diversity of perspectives and beliefs held by Scottsdale residents, and validated through the Future in Focus process.

The importance of community participation in the process to update the General Plan cannot be underestimated. For a General Plan to meet the needs, expectations and ultimate desires of its community, it must thoroughly consider all sectors of the community, consider various positions and alternatives, and ultimately analyze and present the results in a fair and non-biased manner.

- *Future in Focus Community Involvement Outreach Summary, November 2000*

These citizen participation processes, encompassing thousands of work hours, have helped to define the future vision for the community and have provided new tools with which to achieve that vision. The General Plan is one of those tools.



Reference:

- Scottsdale Shared Vision Report, December 1992
- CityShape 2020 Comprehensive Report, March 1996
- Scottsdale Town Enrichment Program Reports
- Brookings Institute Report, 1972

The General Plan

General Plan Purpose

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

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

Why does Scottsdale have a General Plan?

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

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

A General Plan may include maps, diagrams, tables, and text setting out community conditions, principles, goals, objectives, and strategies.

The General Plan represents goals and policies to guide the community over a 20 to 25 year period. (*The Arizona state laws governing general plans currently require readoption and voter ratification of the city's General Plan every 10 years*) There is a natural tendency to presume that the Plan, as adopted, will be applied in its entirety with minimal change over that period of time. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be



periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to modify them, subject of course, to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes.

General Plan



Scottsdale's General Plan promotes the community's vision by establishing policies, goals, and strategies for each of twelve elements. These elements include consideration of the issues identified and required by state statute, but are designed to be specific to Scottsdale. As with any flexible policy document, there is room for interpretation on the policies and goals contained in these elements, and flexibility is needed to meet the overall objectives.

Common Misconceptions

In practice, there is often confusion or blurring of the distinction between the role of the General Plan and the role of the Zoning Ordinance. The Plan is a "general" policy document that guides community growth and development decisions. The Zoning Ordinance, and associated zoning maps, are legal instruments that define with significant precision the permitted land uses and associated performance standards for every property within a municipal jurisdiction. The confusion between the two very different roles probably has its origin in the fact that Zoning Ordinance amendments and zoning map changes must conform to the generalized policies of the General Plan.

Many people struggle with a common misconception that the General Plan is merely the land use map. For many development decisions, it is true that land use appropriateness is the focal point of dialogue. However, this view will typically disregard many interrelated issues that can include transportation or other infrastructure concerns, and the community's environmental and economic philosophy. The best community decisions are those that recognize and address these complex interrelationships.

The term “General Plan” is occasionally confused with other planning terms, such as “specific plan” and “master plan.” A General Plan may include specific plans that apply to a specific area or areas of a community; however, it is incorrect to assume that one is, in and of itself, the complete policy statement for an area of the community. Scottsdale has a three-level General Plan structure (discussed in detail later) that includes character plans and neighborhood plans. These more specific plans are a part of the General Plan, but not the total package. CityShape 2020 established the three levels of general planning to achieve more specific guidelines, usually in regards to design and character or neighborhood issues. Likewise, a “master plan” may speak to General Plan issues, most notably infrastructure (for example Water/Wastewater Master Plans), and a master plan may be complimentary to the General Plan goals and policies, but a master plan is not a substitute for the long-range community goals and policies contained in the General Plan. Master plans deal with much shorter time frames than the 20-25 years of a General Plan. The General Plan should serve as the foundation for the creation of master plans for different issues or topics.

How does the General Plan relate to other City Policies and Procedures?

As established by the Arizona Revised Statutes and the City Charter, Scottsdale’s General Plan establishes an intent and direction for the future growth and character of the community. It is not a specific document, but rather is a guiding set of policies that provide a sense of order, coordination, and quality to the city’s policies and actions affecting its growth.



The policies in the General Plan are implemented and detailed through ordinances and ongoing formal procedures of the city. A few of the ordinances and written policies that carry out the plan are the Zoning Ordinance, Subdivision Ordinance, Airport Ordinance, and Design Guidelines. The intent of the General Plan is implemented through recommendations from city Boards and Commissions and decisions made by the City Council regarding such requests as rezoning and subdivisions, road expansion or abandonments, neighborhood revitalization projects, preservation efforts, economic opportunities, and park and recreation facilities. Over time the General Plan is a living document that is manifested by many specific decisions and events that cause it to respond to the changing conditions, needs and desires of the community.

General Plan Form - Character Based Planning

see the [Scottsdale Values and Vision section](#)

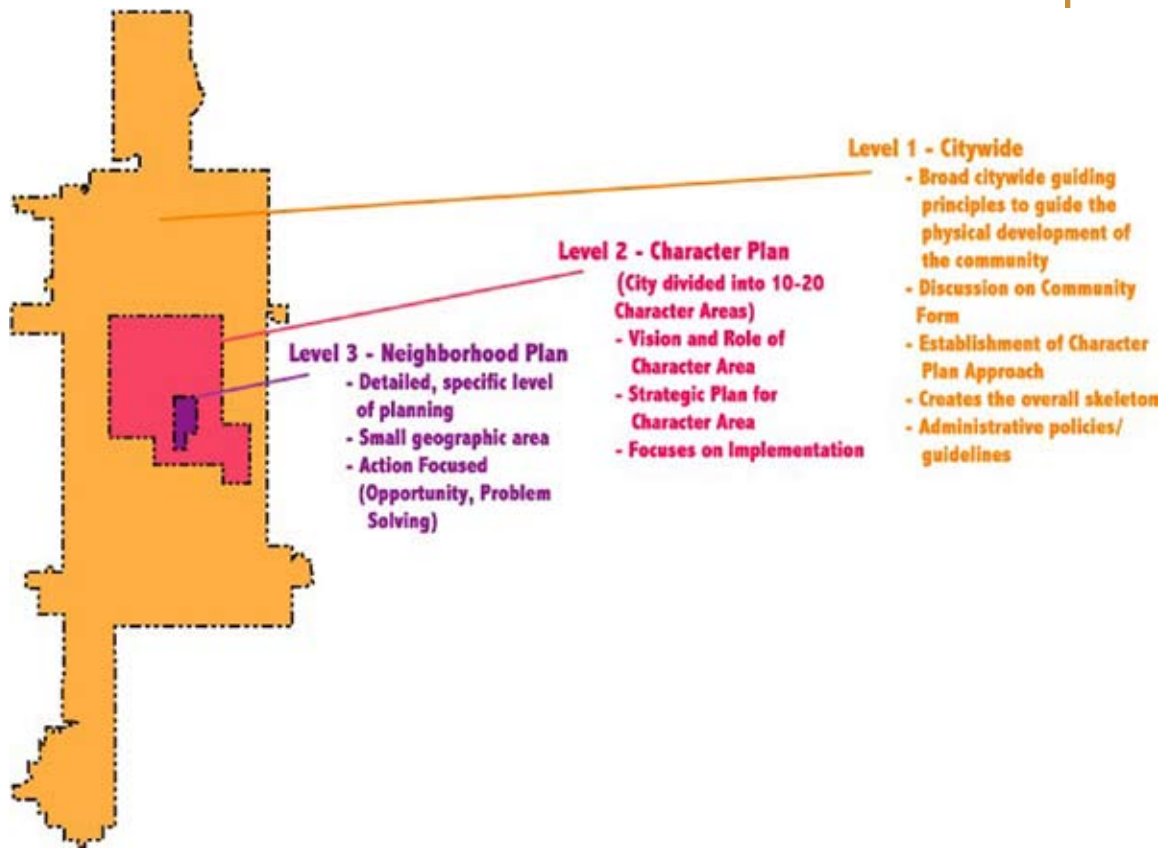
As a result of CityShape 2020 recommendations, Scottsdale has implemented Character-based General Planning. The Character-based General Plan consists of the Six Guiding Principles (discussed in the Vision and Values section) and a format that contains three distinct and interrelated levels:

Level 1 - Citywide Planning: Incorporates all policies that apply to the city as a whole. Perhaps the greatest departure from the existing General Plan is that, for the first time, it describes the origin and purpose of the Plan, and the unique attributes of planning in Scottsdale.

Level 2 - Character Area Planning: Develops Character Plans on a priority basis over a period of time and speaks specifically to the goals and special attributes of an identifiable and functional area; i.e., its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions. Character Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan level, all within the context of community-wide goals. An additional strength of the Character Plan approach is its ability to address "edges," those places where two character areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions. Character Area Planning will rely on the involvement and participation of an area's residents and property owners in the planning and implementation processes.

Level 3 - Neighborhood Planning: Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood Plans will identify and implement efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might

broadly define a neighborhood’s goals and may build an action plan or an issues brief. The neighborhood planning process must have the in-depth involvement of the people who live and work in that neighborhood.



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

General Plan Organization

Arizona State law (ARS 9-461.05) requires that the General Plans for cities the size of Scottsdale contain fifteen (15) sections, called “elements.” Scottsdale has taken the technical considerations outlined by state law and combined them into a series of elements that reflect the community’s expectations for the future. Chapters, based on the CityShape 2020 Guiding Principals, organize the elements. The table on the next page shows how the state-mandated elements are organized in the Scottsdale General Plan.

The Scottsdale General Plan varies from the structure outlined in state law in a few ways. We’ve added three elements (Character and Design, Economic

Scottsdale General Plan

State Mandated Elements

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

Vitality, and Community Involvement) and a technology component (included in the Community Mobility Element). Although the additional elements address topics not required by state law, the issues they address are basic to the current and the future quality of life in Scottsdale. We also have combined some of the required elements and expanded the scope of others beyond what is required by state law. Once adopted by the City Council, all elements have the same legal status. No single element or subject supercedes any other.

The elements contain a common format and similar terms and references. Each element begins with an introduction that provides reference information and historical background, and establishes the basis for the policies that follow. The introduction identifies the significance to Scottsdale of the topics covered in the element. Each element includes a vision statement and values regarding the element's topic area. These should be consistent with the overall city vision and values. Next come goal statements describing the general end towards which the city will direct its efforts. Following each goal are approaches that describe the general direction that the city sets to follow to

see the [Scottsdale
Values and Vision
section](#)

meet its goals and vision. Where appropriate, goals and approaches in other elements or documents will be referenced to help the reader grasp the comprehensive and interconnected nature of the General Plan. The elements may include maps, graphs, charts, and diagrams to clarify the goals and approaches. It is important to remember that the policies are equally as important as the graphically displayed information.

Finally, the General Plan contains a Reference Guide with a Glossary of Terms and Appendices. The Appendices discuss the process by which the General Plan was developed, References and Resources, Demographic Data, a Governance chapter and an Implementation Section. The Reference Guide will not be adopted by the City Council, but is a reference and background document for the General Plan policies.

Administration of the General Plan

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

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

The state statutes now define a major amendment as a proposal that results in a “substantial alteration of the municipality’s land use mixture or balance as established in the municipality’s existing General Plan land use element.” The legislation further requires that each city establish criteria to determine if a proposed change qualifies as a major amendment. If a proposal is determined to be a major amendment, a 2/3 or super majority vote of the City Council is required to approve it. Major amendments may only be heard at one public hearing during the same calendar year in which they are initiated and require two Planning Commission public hearings. Scottsdale has long had a six-month review process for what the city considered “large” general plan amendment cases to allow for thorough review by staff and the public. This review process is consistent with the state statute though the definitions of



large and major are different. Scottsdale's process for large amendments deals more with the size of the affected property and public involvement process than the substantial alteration of the planned mixture or balance of land uses described in the statute for a major amendment.

An amendment to Scottsdale's General Plan shall be defined as a major amendment if it meets any one of the criteria outlined on the following pages:

Criteria for a Major Amendment to the General Plan

(City Council approved 2/6/01 and revised to reflect the land use designations of the updated Conceptual Land Use Map)

Scottsdale's Mission: In guiding the formation of the major amendment criteria, it is important to consider the major mission elements of the city, these being –

- a. Preserve Scottsdale's unique southwestern character;
- b. Plan for and manage growth in harmony with the natural desert surroundings;
- c. Promote the livability of the community;
- d. Enhance and protect neighborhoods; and,
- e. Ensure and sustain the quality of life for all residents and visitors.



Proposed changes to the land use element of the city's General Plan that compromise the spirit and intent of these mission statements will qualify for consideration as a major amendment to the General Plan.

Scottsdale's Land Use Element: It is important that as proposals are considered in regard to the following criteria that the values and structure of the land use element be used as a guide. These values are an important part of the city's land use plan:

- a. Land uses should respect the natural and man-made environment;
- b. Land uses should provide for an unsurpassed quality of life for both its citizens and visitors;
- c. Land uses should contribute to the unique identity that is Scottsdale;
- d. Land uses should contribute to the building of community unity and cohesiveness;
- e. Land uses should work in concert with transportation systems in order to promote choice and reduce negative impacts upon the lifestyle of citizens and the quality of the environment;
- f. Land uses should be balanced in order to allow for the community to provide adequate live, work and play opportunities, and;
- g. Land uses should provide opportunities for the design of uses to fit and respect the character, scale and quality of uses that exist in the community.



It is recognized that a proposed change of land uses within any given portion of the city may have a substantial impact upon the balance of land uses within the city as a whole. The General Plan Land Use Element was formulated and adopted with full consideration of the character and balance of land uses that are appropriate within all distinct areas of the city. Beyond this level of consideration, the plan considers the relationships between and among the various planning areas and studies that have helped to build the plan. This leads to a balance and pattern of land uses that reflects the community's values, aspirations and the city's stated mission.

Character of Land Uses: A change in the planned land uses may have a substantial impact upon the city by transforming the character of the land uses within a given planning area. The character of the land uses may be indicated by the physical intensity of the use in terms of massing, height or relationships between uses; the blending of different types of uses and the patterns and scale inherent to each; or the relative amount, type and placement of open spaces. Significant changes in the established land use character will be considered in determining whether or not a proposal is a major amendment.



1. Change in Land Use Category

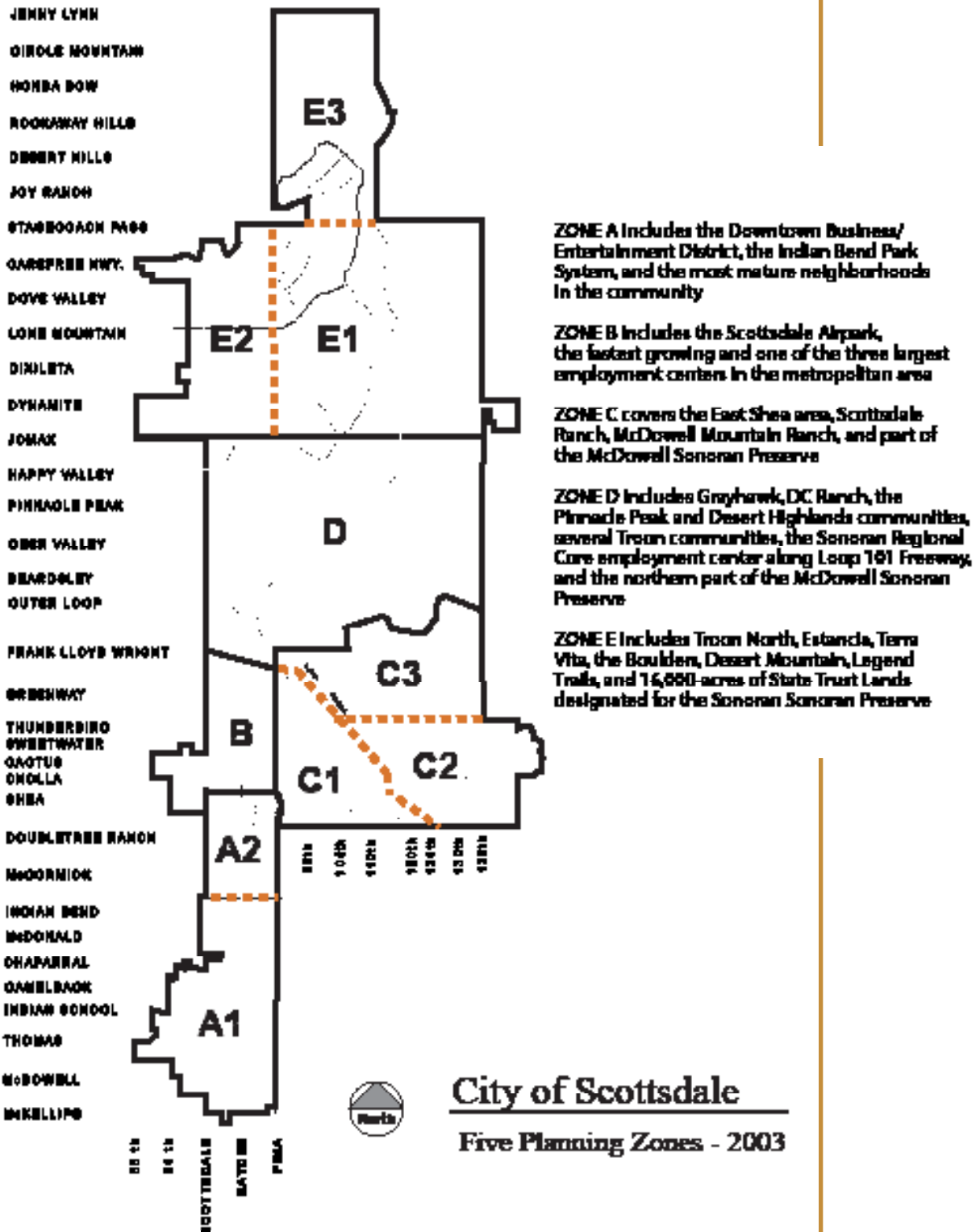
A change in the land use category on the land use plan that changes the land use character from one type to another as delineated in the following table

	To:	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods Developed Open Space Cultural/ Institutional or Public Use			Yes	Yes	Yes
Group C	Urban Neighborhoods Resorts/Tourism	Yes				Yes
Group D	Neighborhood Commercial Minor Office Minor Employment	Yes	Yes			Yes
Group E	Commercial Office Employment Mixed Use Regional Use Overlay	Yes	Yes			

2a. Area of Change Criteria

A change in the land use designation that includes the following gross acreages:

- * Planning Zones A1, A2, B 10 acres or more
- * Planning Zones C1, C2, C3, D, E1, E2, and E3 15 acres or more



* Planning Zone C1, C2, D and E 15 acres or more

2b. Acreage Criteria Overriding Incentives

Certain exceptions to criteria contained in 2a are considered to be in the interest of the general public and in keeping with the mission and values of the community. A proposal that includes any of the following conditions will not be considered a major amendment:

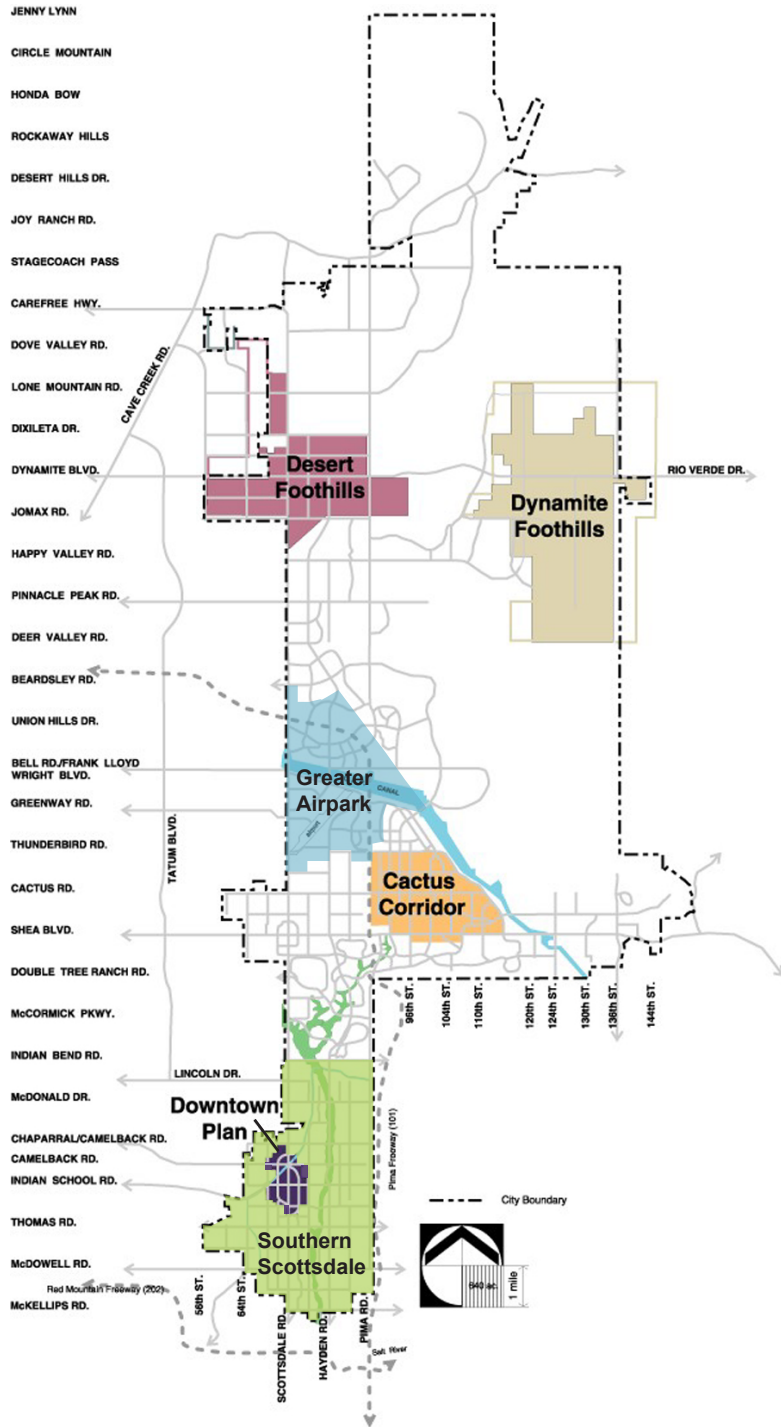
- A property owner initiated decrease in the residential land use category of units planned by the land use element, or
- A proposal for a change in the land use designation that results in no increase in the planned number of dwelling units and includes at least 30% more Natural Area Open Space than is required by the Environmentally Sensitive Lands Ordinance for the property and that is:
 - of substantial size, that being at least seven or more contiguous acres, and protected in such a manner so as to be designated with the land use category of Natural Area Open Space,
 - and where such open space protects sensitive natural features and is visually and/or physically accessible to the general public and does not include lands contained within scenic corridors or vista corridors, or
- A proposal to change the land use category to Cultural/ Institutional or Public Use with a municipal, public school or non-profit cultural facility when such a proposed facility is not adjacent to a single-family land use designation (designations of Rural or Suburban Neighborhoods) or does not share direct access to any street that has single-family residential driveway access within one-half (1/2) mile of the proposal.
- A proposal within the Downtown Plan area that maintains the same development standards type (e.g. Type 1, Type 1.5 or Type 2) and contains no more than fifteen (15) gross acres or less.

3. Character Area Criteria

Character areas have been added to the city's planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.

If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan it will be

see location map on
next page



considered a major amendment. (Note: The character area plans that qualify for consideration as of November, 2000 include the Desert Foothills Plan, Dynamite Foothills Plan, Cactus Corridor Plan and Downtown Plan.)

4. Water/Wastewater Infrastructure Criteria

If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility, it will qualify as a major amendment.

If a project applicant wishes to appeal the designation of a General Plan major amendment, the Chief Planning Officer, or the position equivalent, will evaluate the appeal and make a major amendment determination.

Following public review, and recommendations to approve from city advisory Boards and Commissions, the Scottsdale City Council will adopt the General

Introduction

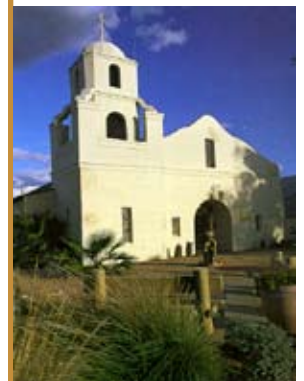
Scottsdale's Past

When incorporated in 1951, Scottsdale was a small community of 2,000 residents situated on about two square miles of land. The community developed as a commerce center for local agricultural activity. There were few paved roads, and daily activities focused on citrus groves, cotton fields, dairy farms, and shopping in the downtown area around Main Street and Scottsdale Road.

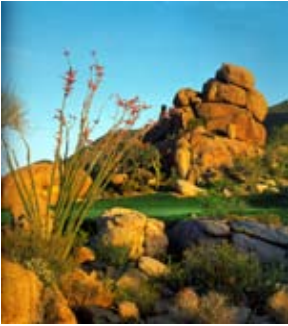
As a small community, much of the first 60 years of Scottsdale's business activity focused around the needs and functions of an agricultural community. Some of the seeds for future economic growth evolved out of local residents' and visitors' interests in art and hospitality, creating small art communities and galleries, dude and guest ranches and equestrian breeding ranches. In part due to the exposure the area got during World War II as the location of training bases, new businesses moved facilities to the area in the 1950's.

In the early to mid-1950's a number of events took place that would set the growth and character of the city in motion. First, the Chamber of Commerce recognized the benefit and potential growth of the winter visitor and tourist market. A number of distinctive and lasting events began, from the "Parada Del Sol", Spring training baseball, the opening of the Safari and Valley Ho hotels, and apartment housing for winter visitors, to the adoption of "The West's Most Western Town" slogan and western retrofit of the original Downtown and 5th Avenue shopping districts. Second, Motorola opened major plants at the south end of the community and in nearby east Phoenix. This brought strong population growth, drawing primarily well-educated and skilled employees from the upper Midwest. This along with the expansion of Arizona State University into a major university brought about the first major growth period to the area in the late 1950s and early 1960's. Third, in response to the population growth, the community saw the beginning of single-family tract housing south of the downtown area.

From 1958 to 1965 the city experienced explosive growth in housing and population. The population grew many times over, from less than 10,000 to 65,000. The typical family had four or five members, and the head of the family usually had at least some college education, if not a degree. Housing for this population was predominantly single-family homes on modest sized lots, not unlike housing growth occurring at the same time in suburbs across the country. The city annexed rapidly, first southward from Downtown and later northward to Deer Valley Road, growing in area from about two square miles to over 60 square miles. With the notable exception of a few major industrial



plants and resorts, this early growth did not include a strong balance of services, mixed employment, or public amenities.



Subsequently, key decisions made in collaboration by the residents and business owners in the 1960's further spurred the growth of the community as well as the nature and high quality of this growth. One was a decision to encourage the community as a full service resort destination, which led to many new resorts and the maturing of specialty and high end retail areas. The other was the decision to turn the airport into a vital facility surrounded by a major center of business activity. These decisions and actions have led to a high quality of development and a favorable setting for small and innovative businesses.



During the late 1960's, major service uses were established with Los Arcos Mall, Fashion Square, and the growth of small businesses in and around Downtown. Public amenities were developed with the beginnings of a strong public park system and creation of the Civic Center Complex. Diversity in housing began to occur with the introduction of townhomes and the first apartments not oriented to winter visitors. In the early 1970's another growth spurt occurred, and with it, the first master planned development in the city, McCormick Ranch. This project would inspire many subsequent developments throughout the Phoenix metropolitan area. With the advent of master planned development came new concepts and policies, such as developer-built public improvements, contributions to the infrastructure, and amenities to support the newly created neighborhoods. Prior to this time, most of the infrastructure had been built through the use of public funds from Maricopa County bonds, Federal Government grant sources, and local improvement districts. The city of Phoenix provided water services. In addition to providing public amenities, McCormick Ranch introduced private amenities and strong property owner associations. To absorb the costs of these amenities, new housing became noticeably more expensive, establishing a trend for upper-middle and high-end housing costs that still persists in the community.



From the mid-1970's through the mid-1980's, the city experienced periods of slow growth followed by major growth upswings. Through these cycles the predominant growth focus was on master planned developments like McCormick Ranch, Scottsdale Ranch, and Gainey Ranch. Substantial multifamily housing filled in "leftover" parcels in the southern portions of the city. Two periods of resort growth also occurred. The first in the mid-1970's resulted in a resort corridor along Scottsdale Road from Chaparral Road to McCormick Parkway. The second brought full service luxury resorts, such as the Gainey Hyatt, and Scottsdale Princess. The Scottsdale Airport grew in activity, and the surrounding employment areas began to take form during this period. Also, the Mayo Clinic branch opened, bringing new interest in biomedical uses to the community. Household sizes declined rapidly and then stabilized, resulting in school closures and increasing awareness of the need to

see Reference
Guide map of Major
Developments

provide health services and programs for a growing elderly segment of the population. Part-time resident growth continued, but more in low-density single-family housing than in townhomes and apartments. In the late 1980's, a growth slowdown occurred, followed in the early and mid-1990's by the strongest growth the city had experienced since the mid-1950's. While the dominance of growth in master planned communities continued, this growth period broadly diversified the geography of where development occurred.



Reflecting strong community sentiment to protect the McDowell Mountains and retain areas of natural desert, the city adopted zoning regulations in 1977 called the Hillside Ordinance. This ordinance established where development could occur on desert and mountain lands and focused on no development on high mountain slopes. The ordinance was challenged soon after it was adopted in November 1977. The case went to Appeals Court in 1985 where the Hillside Ordinance was declared unconstitutional. The Arizona Supreme Court upheld the Court of Appeals decision in July 1986. Scottsdale used interim ordinances giving landowners the option of continuing to use the Hillside District standards while the city worked on a new ordinance between 1986 and 1991. The Environmentally Sensitive Lands Ordinance (ESLO) was adopted by Scottsdale in February 1991.



The city doubled in size with annexations that took place from 1982 to 1984. In these new parts of the city there had been a number of large projects approved under the prior Maricopa County jurisdiction. These projects were restructured in the city in the mid-1980's, and by the 1990's were beginning final planning and construction. Many of these projects were within the Hillside and ESLO zoning overlay districts. This created a new sense of character with the protection of native plants, desert open spaces, and hillsides concurrent with density transfer and clustering development patterns. Overall densities declined substantially from prior development periods in the city. By the mid-1990's, virtually all of the new housing occurred north of Shea Boulevard, with the majority being north of Bell Road. Beginning in the mid-

1980's, increasing percentages of housing were low-density custom homes in the north. By 1999 nearly 80% of residential building was for custom homes.

As the community has matured it has become a major center of business services activity while retaining strong tourism and retail business sectors. The growing diversity of the local business activity has allowed the area to better adjust as the regional and national economy has evolved and has created a more stable economic and revenue environment.

History of Planning in Scottsdale

In 1960, the Scottsdale City Council, Chamber of Commerce, Maricopa County Board of Supervisors, and County Planning Commission were key participants in the preparation of a Comprehensive Plan for Scottsdale, Arizona. The study, initiated by Maricopa County, included a land use element and street plans and covered an area of about 15 square miles between McKellips Road on the south, Indian Bend Road on the north, Pima Road on the east, and 64th Street on the west.



In 1966, the Scottsdale Town Enrichment Program (S.T.E.P.) forums, which involved 300 citizen participants and numerous civic organizations, provided the impetus for another comprehensive General Plan study. The city's planning department and Eisner-Stewart and Associates conducted this study. This Plan included land use, circulation, and public facilities elements, and covered an area of about 80 square miles from Deer Valley Road to McKellips Road. The General Plan recommended reinforcement of the Civic Center/Downtown as the city's governmental, civic, and cultural hub, the concentration of employment uses in the Airpark area, residential uses to the east of the Airpark area to support the employment uses in the area, and a system of parks and recreation uses including the Indian Bend Wash.



Between 1972 and 1975, the comprehensive General Plan process included updates to the land use and circulation elements and the McCormick Ranch Center General Plan Amendment. In addition, the city's Zoning Ordinance was revised to accommodate master planned projects, sign controls, landscape, and parking requirements, and development and design review.

In 1976, the Northeast Area Plan was prepared for an area covering 25 square miles north and east of the Central Arizona Project (C.A.P.) canal to Deer Valley Road and the eastern corporate boundary. This planning project, which encompassed land use, environment, transportation, public services and facilities, and housing elements, involved twelve months of dialogue among a variety of study groups, public hearings, and the participation of the City Council, Planning Commission, and city staff. It designated a "future development line" beyond which development would not occur for ten years.

see Area Study
listing in Reference
Guide

In 1981, the city staff reformatted reports of General Plan policies that had been approved over the preceding ten years. This project included an update of the land use, environmental design, circulation, and public facilities elements of the General Plan. During the 1980's, numerous public hearings were held on area studies throughout the community.

During the 1990's, the four General Plan Elements were updated and several more area studies were undertaken. The Land Use Element was updated in 1989 and then reprinted with City Council amendments in 1994 and again in 1999. The Circulation Element was reviewed and updated in 1991. The Public Facilities and the Environmental Design Elements were updated in 1992. Following recommendations from the CityShape 2020 process the Economic Element was added to the General Plan in 1998. The CAP Corridor, the Cactus Corridor, the Shea Area, the Dynamite Area, the Los Arcos Area, and the Desert Foothills and Dynamite Foothills Character Area studies were undertaken and plans adopted during the 1990's.

The Growing Smarter legislation of 1998 required that all Arizona cities and towns update their General Plans by December 2001. This legislation provided the impetus for the review and update of Scottsdale's General Plan beginning in the summer of 1999.

A Legacy of Citizen Involvement

The formulation of the S.T.E.P. forums was likely the most significant event in the history of the city. This involvement of interested, creative, and collaborative citizens is what made Scottsdale different from the multitude of similarly situated suburbs across the nation. This process was brought together in the late 1960's, early 1970's and again in the early 1980's to focus on important issues facing the city.

In the early 1990's, another citizen involvement program called "Scottsdale Visioning" was formed. Inspired by the original S.T.E.P. forums, this process brought together a broad group of citizens to evaluate the direction of the city's evolution and propose a new collaborative vision for the city. This visioning process resulted in a number of suggestions, which focused on broad and specific, city and private initiatives for the community.

Given this renewed and revised statement of vision, the City Council formed the CityShape 2020 program in 1994. Its purpose was to recommend ways to improve the Scottsdale General Plan as an expression of the Shared Vision. The recommendations from CityShape 2020 focused on changes to the General Plan structure and the formalization of the philosophies behind policy decisions in the city.



see the Scottsdale
Values and Vision
section

The 2000 Future in Focus process strove to validate the Scottsdale Visioning and CityShape 2020 visions through a public process that included members of the community that are seldom heard from like teens and minority populations. The process provided a comprehensive perspective from many facets of the community about the future that citizens would like to see for the community.

Unlike many communities, Scottsdale has established a tradition of community involvement. Characterizing this involvement are numerous standing and ad hoc committees, commissions, and boards addressing a wide range of subjects. This history has raised the level of expectation for citizen involvement to virtually a mandate.

Key Community Decisions

A number of the key decisions that have shaped the unique character of Scottsdale have resulted from constraints or issues driven by forces outside the city. Significant national issues that led to key Scottsdale actions were the environmental movement, the decision to build the C.A.P., and the regional decision to not expand the freeway system. In particular, during the early 1960's a number of proposals by other government bodies helped to form the impetus to create the S.T.E.P. forums. Among these were:

- 1) The Army Corps of Engineers proposal to create a 300 feet wide concrete channel down the Indian Bend Wash to control flooding;
- 2) Maricopa County proposals to divide the city by freeways along the Indian Bend Wash and Lincoln and McDowell Roads;
- 3) Maricopa County approval of a large number of major projects to the north of the city; and
- 4) Phoenix annexation proposals that would have surrounded Scottsdale.

Key responses to these proposals/actions were:

- 1) Building a green, turfed, Indian Bend Wash park/flood control system;
- 2) Creating an infrastructure and growth management line at the C.A.P.;
- 3) Eliminating freeways on the city's street plans; and
- 4) Annexing northward to the Tonto National Forest to better manage infrastructure provision and control the destiny and quality of nearby growth.

Also, as a result of the desire for a high quality physical environment for Scottsdale, decisions that contribute to the identity and form of the surrounding environment were made by the city. These include design review, sign control, strong landscaping standards, the Downtown Plan, the Hillside Ordinance and the Environmentally Sensitive Lands Ordinance, and mountain and desert preservation.



Scottsdale Today

Scottsdale, in Arizona's Valley of the Sun, has grown from a tiny farming cluster of 2,000 persons occupying one square mile in 1951, to a vibrant community of more than 180,000 persons spread over an area of 185 square miles. Founded by Army Chaplain Winfield Scott in 1888, Scottsdale, long known as the "West's Most Western Town," has matured into one of the premier examples of the new west - urbane, sophisticated, and cultured. Scottsdale's quality lifestyle includes well-planned living, working and shopping areas. The city's emphasis on mountain preservation and protection of its rich desert areas is recognized nationally. Scottsdale is also known for its architectural and landscape design excellence and rich cultural, business and recreational environments.

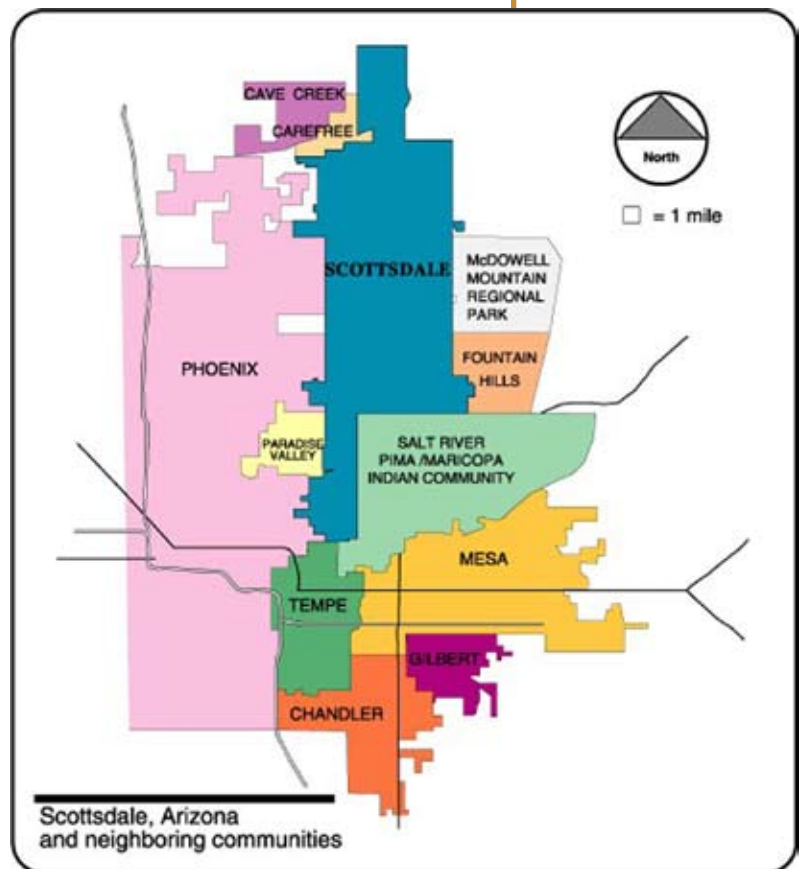
- Arizona Department of Commerce, Community Profiles

Scottsdale's Place in the Region

The city of Scottsdale is located in the northeast quadrant of the Phoenix metropolitan area. The southern end of the city is near the metropolitan area's geographical population center.

The northern end of the city abuts the Tonto National Forest, unincorporated Maricopa County, and the communities of Carefree and Cave Creek. Much of the southern portion is bordered on the east by the Salt River-Pima-Maricopa Indian Community. Another large part of the eastern edge of the city borders the town of Fountain Hills and the McDowell Mountain Regional Park. Tempe is located along the southern boundary and Phoenix, Paradise Valley, and Maricopa County are located along the western boundary. This limits the extent to which ongoing development can occur on the outer edges of Scottsdale.

Scottsdale is a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail center. Household sizes are typically smaller than in other communities in the Valley, and household incomes are higher than most communities in the area. Because



of the lack of services in many areas adjacent to the city, residents outside of the city heavily use Scottsdale's retail centers, parks, employment centers, and libraries.

Scottsdale is the major resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the local tourism industry. The high quality of the city's visual environment is an important component of maintaining this industry.

Scottsdale, by way of pioneering such things as the Indian Bend Wash, the Civic Center, sign controls, significant open space and landscaping standards, planned community development, and design review, has achieved a quality of development that has been emulated by communities across the metropolitan area as well as around the country.

Demographics



Scottsdale is a diverse community where all residents enjoy a standard and quality of life that is unsurpassed. With its world-class resorts, unique retail and dining experiences, and year-round recreational opportunities, and its historically positive approach to business, this community is one of the most desirable "addresses" available.



Within this setting, community composition continues to evolve. The 2000 Federal Decennial Census counted 202,705 full-time residents in Scottsdale occupying 104,974 dwelling units. This reflects an overall population increase of 31.4% since the 1990 Federal Census.

About 70% of Scottsdale residents own a detached single-family dwelling, patio home, or townhouse. Most of the remaining 30% choose apartment living.

The average citizen of Scottsdale is 39.7 years old, college-educated, married with 0.32 children in school, a professional or middle-manager who owns 1.7 automobiles, lives in a single-family detached residence with a market value of nearly \$250,000, and has an annual household income approaching \$62,000.

Scottsdale, like the rest of the country, has experienced a decline in the average household size since it was incorporated in 1951. The 1960 Census reported an average of 3.6 people per dwelling unit. The recent Federal Census showed an average of 2.26 people per dwelling unit. The falling trend in household size in Scottsdale is easily explained: it is a combination of the "baby boomer" tendency to marry later and have fewer children than their parents, and the

significant inflow of retirees to this community. There appears to be a trend for the children of the “boomer” generation to have larger families, so the average household size may increase over the next 20-25 years.

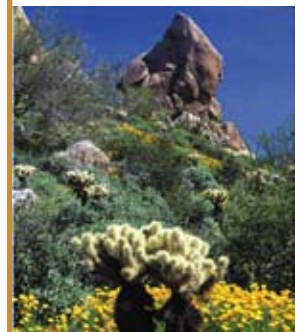
Our current population and total housing stock (4th quarter 2000) are estimated to be 219,200 people and 110,770 housing units. With the average annual growth rates we are experiencing, about 23 new residents will move to the community and 11 new dwelling units will be completed in Scottsdale every day. Our build-out population is expected to approach 300,000. The city is now transitioning from a developing to a maturing city. Opportunities for revitalization and new construction in established areas will be increasing in the future.

In 1960, the incorporated area of Scottsdale was only 3.9 square miles. The city now includes 185.2 square miles within its corporate boundaries. One hundred seven and four tenths (107.4) square miles are developed, and the balance, approximately 77 square miles, is undeveloped. A priority facing the community is finding the resources needed to provide the same high quality of life current residents enjoy to the numbers of new residents expected in the future while maintaining that high quality of life for current residents.

Desert and Mountain Preservation Efforts

Scottsdale has acquired or protected 14,518 acres of desert and mountain land through preservation efforts and the implementation of the McDowell Sonoran Preserve. In 1990, Scottsdale citizens initiated the preservation of Scottsdale’s McDowell Mountains and Sonoran Desert. The original Recommended Study Boundary for the McDowell Sonoran Preserve consisted of 16,460 acres of mountain and related desert land. As of September 2000, the amount of land protected in the boundary includes 9,673 acres currently city owned, 1,766 acres of privately preserved land and 3,079 acres of State Trust Land that has been classified as suitable for conservation by the State Land Commissioner under the Arizona Preserve Initiative (API).

In 1998, the City Council added an additional 19,940 acres to the Recommended Study Boundary desired for inclusion in the McDowell Sonoran Preserve. Nearly 17,000 acres of this area is State Trust land. When added to the original 16,460 acres, the total area proposed for preservation is 36,400 acres or 56 square miles. This is 30% of the city’s land area.



see complete
survey report in
Appendices

Community Attitudes and Opinions

Through the Future in Focus citizen participation effort, community input was sought to ensure the General Plan update was consistent with community attitudes and opinions. As part of this effort in summer 2000, the city commissioned WestGroup Research of Phoenix to conduct a telephone survey of Scottsdale residents. The purpose of the survey was to gain insights into community attitudes and opinions particularly as they relate to the growth and development of Scottsdale. This statistically valid survey discussed quality of life, issues of a growing and maturing city, housing, transportation, parks and recreational facilities, and more. Among the many findings of the survey were that safety and the appearance of the city are important contributors to Scottsdale citizens' quality of life. Residents rated public services, such as libraries, senior or youth centers, and public open spaces, as important to Scottsdale as it matures and grows. Residents were most optimistic that providing a bus shuttle service to and from facilities and activities would help Scottsdale residents move about the city better. And many residents agreed that developing alternative transportation modes, such as improved public transit or light rail and/or improving pedestrian accommodations with more sidewalks, paths, and shade, would be good solutions to the city's transportation problems. Citizens agreed that the city should investigate the development of multiple-use facilities or adapt existing facilities, such as schools, senior centers, and community centers, that can meet a variety of needs for the changing demographics in the community. Many Scottsdale residents think open spaces and parks, youth recreation centers, and public swimming pools should be a city priority.

Through a response card in the Winter 2000 Scottsdale Citizen magazine (75,000 distribution) some of the many reasons people state for living in Scottsdale are: the desert beauty; closeness to shopping, restaurants, activities and open space; quiet and easy going/friendly neighborhoods and a small town feel; high property values and good schools; attractive and well-maintained city facilities, and a quiet, clean and safe environment. This is consistent with the annual Citizen Survey conducted by the city each year.

For the last several years, the annual Citizen Survey has shown that Scottsdale citizens feel that the city does a good or very good job of providing services. Since 1994, the overall satisfaction rate has ranged between 94% and 98%. Citizens

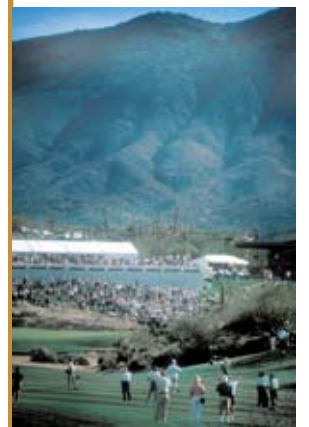


consistently give high marks to libraries, parks, recreational programs, community arts, police, fire and emergency services. City utilities - water and sewer services, refuse collection, and recycling services - also consistently receive high ratings. In open-ended questions about what people most like about living in Scottsdale, citizens responded: location and convenience, the weather, cleanliness and the atmosphere or ambiance of the community. The things citizens like least about living in Scottsdale are growth and traffic. These responses have been fairly consistent over time. In fact, in a survey done in 1971-1972 through the Brookings Institute Seminars, citizens said that the two most continuous critical problems facing Scottsdale were uncontrolled and rapid growth, and intensified traffic congestion.

Economics

This section will summarize information about Scottsdale's economy from the July 2000 Economic Trends report, published by the city's Economic Vitality Office. The full report is referenced in other sections of this General Plan and is available from the Economic Vitality Office.

- Median household income in Scottsdale was 36% higher than the average for the metro Phoenix area in 1995.
- Scottsdale has one of the lowest unemployment rates in the metropolitan area.
- Scottsdale has evolved from a bedroom community to a net importer of employees, with job growth exceeding labor force growth by a ratio of 1.3 to 1.
- Fiscal year 1999/00 showed a continuing decline of residential building permits for the housing market in Scottsdale.
- The value of Scottsdale's building permits in calendar year 1999 is 13.7% of all permit valuation in Maricopa County, even though Scottsdale has only 7% of the County's population.
- The total assessed value of Scottsdale property is second only to Phoenix in the state. Scottsdale has the highest assessed valuation per capita in the metro area.
- Property tax bills for the city of Scottsdale currently average about 33% lower than other cities' property tax bills in the metropolitan area.
- Sales tax collections per capita for Scottsdale are consistently the highest of all metro communities.
- Scottsdale's general obligation bond rating was upgraded to AAA by Fitch IBCA in 1999. Scottsdale is one of only three cities west of the Mississippi, and one of only thirteen cities across the nation with this rating.



Scottsdale's Future

As of 2000, Scottsdale was roughly two-thirds built toward the ultimate planned land uses and population, based on the current General Plan. At current trends the built-out population is estimated to approach 300,000. Looking to the future, there are a number of events, factors, and trends, both external and internal that will mold the ongoing growth of the community.

Some of the external factors likely to affect the city are:

- the development expansion of the Rio Salado, and nearby Gateway East/SRP employment centers in Tempe and east Phoenix;
- the development of the Desert Ridge and comparable mixed use centers in east Phoenix and other parts of the Valley;
- the phased completion of the Pima Freeway;
- the emergence of the freeway/CAP corridor as a major core of commerce and employment;
- the aging of the “baby boomer” segment of the nation’s population;
- the increasing ethnic and racial diversification of the nation’s population;
- ongoing structural shifts of global economy;
- technological changes to society; and
- economic cycles and factors.

Internal factors expected to be significant are:

- an increasing average age of the city’s population with one possible effect of reduced mobility in the housing market;
- an increasingly broad range in the age of neighborhoods, with associated differences in character and lifestyle;
- the geographic size of the city, the size of residential lots, and traditional dependence on the automobile will be a challenge to providing efficient mass transit for residents;
- the ability to provide adequate services and facilities needed to maintain current quality of life;
- public infrastructure improvements will be approaching replacement time in their life cycle;
- increasing expectations for services and amenities;
- greater diversification of the economic structure within the community;
- fewer large property developments and more smaller developments, lot splits, etc. and;
- provision of public services and amenities without developer extractions.

Average citywide household sizes are expected to remain consistent with past trends, but household size will decline in some neighborhoods as those neighborhoods reach 10-20 years of age. On average household incomes will remain high. The geographic population center will shift northward, as will the geographic employment center. Some existing, small employers will likely



grow into major employers, and the city will tend to become more attractive for outside major employers to relocate or expand into the community. The resort industry will grow, with some expansion of existing cores and projected increased diversity in location and orientation for most new facilities.

Greater diversity in housing and population will likely occur over the next few decades. An increased age differential and wider geographic distribution in the housing stock will result in increased differences in lifestyle and neighborhood character. Ongoing combined efforts by the Scottsdale Area Chamber and the city to attract and support high quality and diverse businesses will enhance the stability and adaptability of the local economy.

Development in newer parts of the city will tend to become even less focused on master-planned communities, since most larger parcels will be committed. Assembling of smaller properties to accommodate a larger master planned community is also possible. Infill development will become more significant, and revitalization will become a major focus of activity in the community.

Character and Design

VISION STATEMENT

Scottsdale residents and visitors value the diverse character and unique quality of design that our Sonoran Desert community offers. Scottsdale promotes a quality of development and redevelopment that is considered above the norm in terms of aesthetic composition and sustainable durability. Appropriate development in Scottsdale will strike a balance that respects the natural desert settings, historically significant sites and structure and the surrounding neighborhood context, with the objectives and needs of future generations. Art and aesthetic enhancement will continue to be essential components of our community's character and lifestyle.

Introduction

The 1994-96 City Shape 2020 citizen-driven process, concluded that there were two major determinants that make Scottsdale a good place and continue to make it a good place: “character” and “quality.” The citizens determined that these two factors have been a major influence on how the community has grown and will continue to grow and develop. They also said that our expectations for and appreciation of character and quality might be very different from one part of the city to another because our individual neighborhoods are unique in so many ways.

Our neighborhoods were built at different times, beginning in the early 1950's. They might contain simple, well-built homes within walking distance of Downtown Scottsdale, townhouses with a resort-like lifestyle or large homes with equestrian facilities and a desert setting. Each style is richly diverse in its own right, yet a part of the larger Scottsdale community form.

Valuing our physical diversity created the drive to re-evaluate our community's General Plan in a new light. Today we approach general planning at three levels: the overarching whole community, the character of specific areas, and the individual neighborhoods.

Design Standards

Scottsdale has a rich heritage of initiating quality design standards and review processes. Examples of this focus on character and design include a strong sign ordinance, the Development (design) Review process, parking lot landscaping, protected Natural Area Open Space (NAOS), the Indian Bend Wash greenbelt, Scenic Corridors, and the Environmentally Sensitive Lands

see the General Plan section

Ordinance (ESLO), to name a few. Each represents unconventional and inspired solutions to community design issues.

The vision of Scottsdale’s design and character strives for quality that is higher than the average or common place. Residents, visitors and neighbors consider Scottsdale as the “Jewel of the Valley” and have come to accept no less than appropriate “quality design” responses as our community develops. Scottsdale’s roots of commitment to the arts and culture are an important contributor to this community’s attitude. While this response may vary in appearance from character area to character area, the foundation of our vision of a quality community is based on good design.

Good design is a result of sensitively responding to the character of the surrounding natural and built settings as well as the multitude of excellent regional, historical, cultural, and environmental resources to draw from. The beauty of our natural features including the desert, mountains, and washes provides a unique backdrop to the community. In addition, well designed neighborhoods, distinctive shopping areas and businesses, recreational and cultural facilities and public structures combine to make a community that is attractive, desirable, and memorable.

Various components of the community help to create and define place, identity and character. Development patterns, landmarks, drainage and multi-use corridors, travel patterns, edges, nodes, and other physical characteristics help to create distinctions and a sense of uniqueness for different areas within our community. Appropriately unique responses to these valued diverse environments ensure proper relationships to the variety of living, working and leisure opportunities that are fundamental to our community identity.

Community Character

The character of our community is complex and diverse. Each neighborhood setting holds an important image that when grouped together

complete Scottsdale’s identity as single community. Urban, suburban, rural, and native Sonoran Desert characters provide a broad pallet of experiences and expressions each offering a unique opportunity for an elegant composition. It is the value of quality and the pride of the citizens that unify all of these rich expressions together as a community. It is the city’s leadership responsibility

Density - An inherent concern or not?

High-density development generally is regarded as inherently inconsistent with Scottsdale’s image and character. People often have strong reservations about development of higher density in the community. Yet, closer analysis of public opinion reveals that perception can be more critical than reality on this high-profile issue. Bulky buildings devoid of design features and landscaping are commonly rejected as unacceptable, but other high-density projects that incorporate innovative designs that blend with the surrounding landscapes generate favorable response. Thus, from a “character” perspective, the challenge is not so much to avoid high density as it is to ensure aesthetic appeal.

to oversee connections, transitions and blending of these characters to be sure that our community comes together to create a unified composition.

Development Review

Community oversight has been and continues to be an important part of our community's heritage, and one that did not occur by happenstance. Our community leaders have carefully scrutinized new development, redevelopment, and related activity for decades. This forward thinking has resulted in a quality community even with the explosive growth experienced in the recent past. Through commitment to quality, respectful pride in past creations, and an ongoing striving for excellence, our city has and will continue to create a community held in high regard locally, nationally, and even internationally.

Historic and Archeological Preservation

Although Scottsdale is a relatively young community it has recognized the significance of its historical and archeological past. A Historic Preservation Commission and Ordinance have been recently established. This Commission is charged with assuring that the legacy of Scottsdale is not lost in its growth and evolution. The amount of historic resources will increase greatly in the coming decades.

Arts and Culture

The arts are as integral to Scottsdale's character as is its Sonoran desert setting. In 1909, before a single Scottsdale street was paved, Marjorie Thomas built her art studio at what is now the intersection of Indian School Road and Drinkwater Boulevard. In the years that followed, Scottsdale was "discovered" time and time again by artists, poets and other creative individuals. The Scottsdale Visioning process recognized the importance of arts and culture to Scottsdale, making it one of the Four Dominant Themes that define Scottsdale's unique characteristics.

Scottsdale boasts more art galleries per capita than most major cities in the world. The more than 80 art galleries extending from Downtown to the northern reaches of the city have given Scottsdale an international reputation as a major art market, on par with New York, Los Angeles, and Santa Fe. Art dealers and collectors come from all over the world to shop at the local galleries. Additionally Scottsdale has recently begun to integrate public art into its urban fabric. It is appropriately fitting that a community known synonymously for art would choose art as a necessary component of its character and function.

Scottsdale has a strong tradition of public and private support for the arts. Since the city's incorporation in 1951, Scottsdale has gained a national reputation as an art center that includes public art, galleries, resident artists, and special events. The city has created a public art program to bring art into the daily lives of people that live in or visit Scottsdale.



see Scottsdale's
Values and Vision
section





Since 1968, the city has accepted donations to develop a city fine arts collection, beautify public spaces, and decorate city structures. The city has adopted a Percent for Art Ordinance that allows for the commissioning of specific art works for public spaces and establishes a cultural improvements program for the Downtown district. A second ordinance established the Fine Arts Trust Fund to be used for commissioning works of art. An additional funding source for the trust comes from one percent of the city's annual capital improvement project budget and these funds can be used citywide.

Public art includes artwork placed on and integrated into public property, such as parks, streets, walkways, plazas, landscaped areas, building surfaces, or in public buildings. Civic artwork should be experienced from the street or other public accessible places. Artwork in public buildings should be accessible to the public as much as possible.

The city has contracted with the Scottsdale Cultural Council since 1988 to administer its collection of fine art and the public art program. The Cultural Council charged their Art Collections Advisory Board (ACAB) with managing the Public Art Program and with developing procedures and policies for the acquisition and placement of public art. The ACAB determines annual objectives through a Public Art Master Plan. Citizen involvement in the development of a citywide public art plan is ongoing.

Scottsdale Values ...

- The special characteristics of the Sonoran Desert setting, including climate, vegetation, and topography.
- The culture and history embodied in the desert Southwest region and its character and design implications.
- Quality design that incorporates concepts, such as but not limited to context, aesthetics, craftsmanship, function, durability, and sustainability.
- Physical settings that enhance people's sense of place and comfort. Public and private spaces incorporated within and linked to adjacent developments that enable comfort, human scale, and social interaction.
- Diversity provided by the varying character of different areas within the city, while understanding the role of each in the composition of our community as a whole.

- Protection of significant historic buildings and settings.
- Art integrated into our community as an important component of good design.

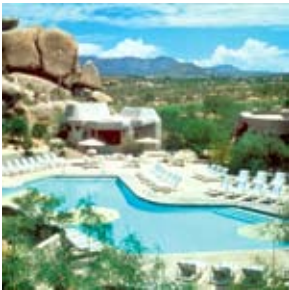
Goals and Approaches

- 1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.**
 - Respond to regional and citywide contexts with new and revitalized development in terms of:
 - Scottsdale as a southwestern desert community.
 - Scottsdale as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting.
 - Relationships to surrounding land forms, land uses and transportation corridors.
 - Contributions to city wide linkages of open space and activity zones.
 - Consistently high community quality expectations.
 - Physical scale relating to the human perception at different points of experience.
 - Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.
 - Visual and accessibility connections and separations.
 - Public buildings and facilities that demonstrate these concepts and “lead” by example.
 - Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.
 - Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people’s needs.
 - Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial, and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together. The following general character types are found in our community: **Urban Character Types** contain higher-density residential, non-residential, and mixed-use neighborhoods. The districts include apartments, high-density townhouses, commercial and employment



see the Character Types map for character type location

centers, and resorts. Urban districts should have a pedestrian orientation with shade, activity nodes and small intimate developed open spaces that encourage interaction among people. Some examples of Urban Districts include:



- **The Downtown** is a highly functional mixed-use center, containing areas of different densities and architectural styles that emphasize regional and specialty retail, office and residential/hotel uses.
- **The Resort Corridor** consists of concentrations of major resort facilities along Scottsdale Road near Downtown. A variety of tourist accommodations, quality office, specialty retail, recreation uses including golf courses and tennis courts, employment, and compatible high amenity residential neighborhoods are all components.
- **Employment Cores** are primary employment centers for the city. These cores support a wide range of activities and regional and community level employment uses.
- **Freeway Corridor/Regional Core** will be a dense mixed-use employment core that includes a number of region-serving offices, retail, and hotel uses. This core will include more than a million square feet of regional and community retail centers. Employment along the freeway corridor will be second only to the Downtown District in intensity and positive impact on the City's economic development.

Suburban/Suburban Desert Character Types contain medium-density neighborhoods that include a variety of commercial and employment centers and resorts. A wide variety of recreational and leisure opportunities are integrated into the fabric of these districts. Pedestrian and bicycle linkages from neighborhood to neighborhood and from neighborhood to commercial, cultural, educational and recreational components are vital in weaving these areas into a livable community. The physical character of these districts varies widely throughout the community and is based on period of construction and the surrounding topography and natural features. These districts comprise most of the southern and central areas of the city. There are some special features within suburban character types that embody unique land uses or physical elements:

- **Activity Centers** include major mixed-use areas that are smaller than the employment cores, but larger than neighborhood centers.
- **The Tourism/Recreation Areas** are major open space and recreational amenities located at the Central Arizona Project corridor. Facilities include the TPC golf courses, Princess Hotel, Westworld Equestrian Park, and Taliesin West. Sensitivity to surrounding neighborhoods is encouraged.
- **Resort Villages** are concentrations of major resort facilities. A variety of tourist accommodations, quality office, specialty retail,

recreation uses including golf courses and tennis courts, employment, and compatible high amenity residential neighborhoods are all components.

Rural/Rural Desert Character Types contain relatively low-density and large lot development, including horse privilege neighborhoods and low-density resorts as well as areas with particularly sensitive and unique natural environments. These districts provide a rural lifestyle that includes preservation of the desert character. The identity and natural desert character of this district should be strengthened and maintained by preventing encroachment of nonconforming uses and architectural styles, protecting open spaces and vistas, encouraging conservation of desert vegetation, building low profile structures, discouraging walls, and limiting road access. Special care should be taken to preserve the natural character of the land and natural drainage corridors. Desert vegetation is maintained in either in common open-space areas or on individual lots. The impacts of development on desert preservation should be minimized through clustering, preserving washes, and the use of natural buffers on the perimeter of developments. Site plans for developments on larger vacant tracts should be sensitive to topography, vegetation and natural drainage area.

Environmentally Sensitive Lands and Native Desert Character Types

These districts include areas defined by the Environmentally Sensitive Lands Ordinance (ESLO) overlay-zoning district. Most of these rugged areas should ultimately be preserved as natural open space, and all areas will follow the regulations of ESLO. The McDowell Sonoran Preserve is located in these areas.

- **Desert Districts** include areas of all character districts with the identifying title “Desert.” They include areas with significant environmental amenities or hazards. Special care should be taken to minimize the impacts of development in these districts. Any development in these districts will follow the ESLO guidelines.
- **Mountain Districts** include the McDowell and Continental Mountains and the mountainous regions of north Scottsdale. This area is characterized by steep mountainsides, boulder features, mountain peaks and ridges, and incised washes. Development regulations should offer incentives to preserve land in these districts and to transfer any allowable density to adjacent land containing few environmental constraints. Any development permitted in this district should be very low density and special care should be taken to minimize the impacts of development on the natural character of the land. Low impact recreational opportunities may be considered for these areas, including hiking, mountain biking and equestrian trails.



see the Character Areas map for character area locations

- **McDowell Sonoran Preserve** consists of mountain and desert land included in the city's Preserve. This land generally possesses outstanding scenic value; valuable wildlife habitat and migration routes; lush desert vegetation; significant environmental conditions, such as sensitive washes, riparian areas, and mountain peaks and valleys; archaeological and historic sites; and opportunities for appropriate passive recreation in designated areas. Preserve land will remain as permanent open space with limited permanent improvements. The recommended study boundary of the McDowell Sonoran Preserve includes mountain and desert land designated by the City Council as suitable for preservation.
- Continue to develop and refine Character Areas and Character Area Plans.

Character Areas are sets of neighborhoods that share the same overall character type (described above) and often have other unifying elements that distinguish the area. There is often more than one Character Area in a general character district or a character district category. For example: Both the Desert Foothills and the Dynamite Foothills Character Areas are Rural Desert Character Types, though located in different places in the city.

Character Area Plans will be developed on a priority basis over a period of time, based on City Council direction, potential for change and the desire of residents. Each plan will speak specifically to the goals and special attributes of an identifiable and functional character area i.e.,



its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions. Character Plans should ensure that quality of development and consistency of character drive Scottsdale's General Plan at a Character Plan level, all within the context of community-wide goals. An additional strength of the Character Plan approach is its ability to address "edges," those places where two character areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions. Character Area Planning will pursue the involvement and participation of an area's residents and property owners in the planning and implementation process.

- Develop and refine Neighborhood Planning and Neighborhood Plans. Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes

that will take place in the neighborhood. Neighborhood plans will identify and implement efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals together with an action plan, issues brief, or other policy and implementation tools. The planning process must have the in-depth involvement of the people who live and work in that neighborhood.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community. (*The City Charter excludes review of detached single family residential*)

- Continue the development review process. The Development Review Board currently reviews all proposed new and revitalized development, other than single-family residential, in terms of appropriate contextual character, quality of design, and site planning.
- Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community's potential as a recreational resort area and regional trade center.
- Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.
- Promote, develop, and adopt comprehensive polices and guidelines for use in the design and development review process, which establish principles and standards for public and private development and recognize the diverse scope of development projects in the community. These should include, but are not limited to, design guidelines for Character Districts, Character Areas, special districts, visually important roadways, open spaces, public and private infrastructure, specific building types, and interaction with our Sonoran Desert.
- Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.
- Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.



see Scottsdale Sensitive Design Principles in Appendices

see the Goals of the Historic Preservation Commission in Appendices



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

- Continue the Historic and Archaeological Preservation Process. The Historic Preservation Commission advises the Planning Commission and City Council in all matters concerning historic and archaeological preservation.
- Enforce and refine the city’s Historic Preservation Ordinance and the Archaeological Resource Preservation Ordinance to protect our significant resources and mitigate unavoidable loss.
- Continue the process of identifying Scottsdale’s historic, archaeological, and cultural resources.
- Provide a variety of support and incentives to enhance and maintain significant historic and archaeological resources.
- Establish standards required to preserve and retain the historic character of designated resources.
- Promote revitalization of identified significant current or future historic resources through preservation, adaptive reuse or other means as an alternative to wholesale redevelopment.
- Initiate programs for the preservation, restoration or rehabilitation of City-owned historically significant structures and resources.
- Advocate programs for the restoration and rehabilitation of privately owned significant structures and resources.
- Discourage and work to prevent unwanted demolition of buildings and structures identified by the Commission as significant and work to prevent the destruction of significant archaeological resources.
- Develop partnerships with groups, such as the Scottsdale Historical Society, State Historic Preservation Office, and other local, regional, and national historic and archaeological boards and commissions in support of these goals.
- Promote the Historical and Archaeological Preservation programs within the community through education and public outreach.

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

Streetscape is a term used to describe the combination of individual design elements that give character to the street frontages of the city. Some examples of these elements are landscaping, street furniture, lighting, and sidewalk design. Streetscape design plays a major role in setting a standard of quality and innovation for other design issues.

see the Streetscape map for Streetscape classification area locations

- Create specific design guidelines for highly visible major city streets.
- Design **Downtown/Urban** areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.
- Achieve compatibility between pedestrians and transportation routes in the **Suburban** areas of the city. Use of trees that are native and/or desert adapted and achieve a dense, broad canopy is encouraged for the main theme of this streetscape type. Separation of pedestrians from traffic flow can be realized through the use of landscape areas and consideration of sidewalk alignment.
- Apply the **Transitional** classification to areas of the city where the development pattern is medium to low, and the streetscape serves as a buffer between traffic and adjacent land uses. Include native plants or plants compatible with a desert environment in the Transitional area's landscape materials. Special care should be given to the protection of existing vegetation and natural features that can be incorporated into the design.
- Ensure compatibility with the natural desert in **Natural** streetscape areas. Plant selection should be those that are native to the desert and densities of planting areas should be similar to natural conditions.
- Blend different streetscape categories where they join to prevent a marked difference between opposing sides of streets.
- Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.
- Designate specific design standards to be implemented on select streets where a special theme is desired.
- Apply the **Scenic Corridor** designation in circumstances where a substantial landscape buffer is desired to maintain views, the desert character is a vital part of the neighborhood setting, and buffering of roadway impacts is important. This allows for a larger landscaped area that can minimize the impact of highly traveled roads adjacent to neighborhoods.
- Establish specific Scenic Corridor guidelines and policies for the design and maintenance of these visually significant roadways.
- Other visually significant roadways include roadways with buffered setbacks, Desert Scenic Roadways (in ESLO districts), and roadways with specific streetscape design themes. Each of these designated roadways have individual design guideline policies.
- Form and implement policies to guide landscape maintenance in the public right-of-ways and easements in a manner consistent with the desired streetscape character.
- Retain mature trees in public right-of-ways to preserve shade and the character of the street.
- Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.



see Shea Boulevard,
Via Linda, and
Frank Lloyd
Wright Boulevard
Streetscape Design
Guidelines

- Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.
- Place streetlights at intervals and locations to enhance safety.
- Keep street lighting to a minimum in low-density areas, rural areas, and areas near the McDowell Sonoran Preserve, and shield the light fixtures to maintain a dark sky.

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

- Inform citizens and visitors of the role art plays in the past, present, and future identity of Scottsdale.
- Express Scottsdale’s unique heritage, culture, and environment through private and public art.
- Use art as a catalyst to foster civic pride and identity in both public and private improvements.
- Increase the public’s knowledge and sensitivity to artistic influences and aesthetic aspects of Scottsdale’s man-made and natural environment.
- Emphasize art that promotes public education and stimulates dialogue and interaction within the community.
- Create and maintain a Public Art Master Plan through a partnership with the Scottsdale Cultural Council. The Public Art Master Plan should maximize the role of all forms of public art in the beautification of the city and integrate art into the surrounding context.
- Include art as an integral part of public infrastructure design, including but not limited to civic buildings, streetscapes, parks, and civil structures (i.e. bridges, water reservoirs, drainage structures, etc.).
- Introduce and integrate public art at various scales into the built environment. (for example; art as monumental urban expressions or pedestrian level art details.)
- Consider establishing art districts that celebrate the city tradition of art and provide amenities for residents and visitors.
- Maximize the potential of art and cultural events for stimulating economic growth.
- Encourage private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed.
- Celebrate the dominant life style or character of an area of the city by using art.



6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

- Require substantial landscaping be provided as part of new development or redevelopment.
- Maintain the landscaping materials and pattern within a character area.
- Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.
- Discourage plant materials that contribute substantial air-borne pollen.
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect.
- Encourage the retention of mature landscape plant materials.



7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

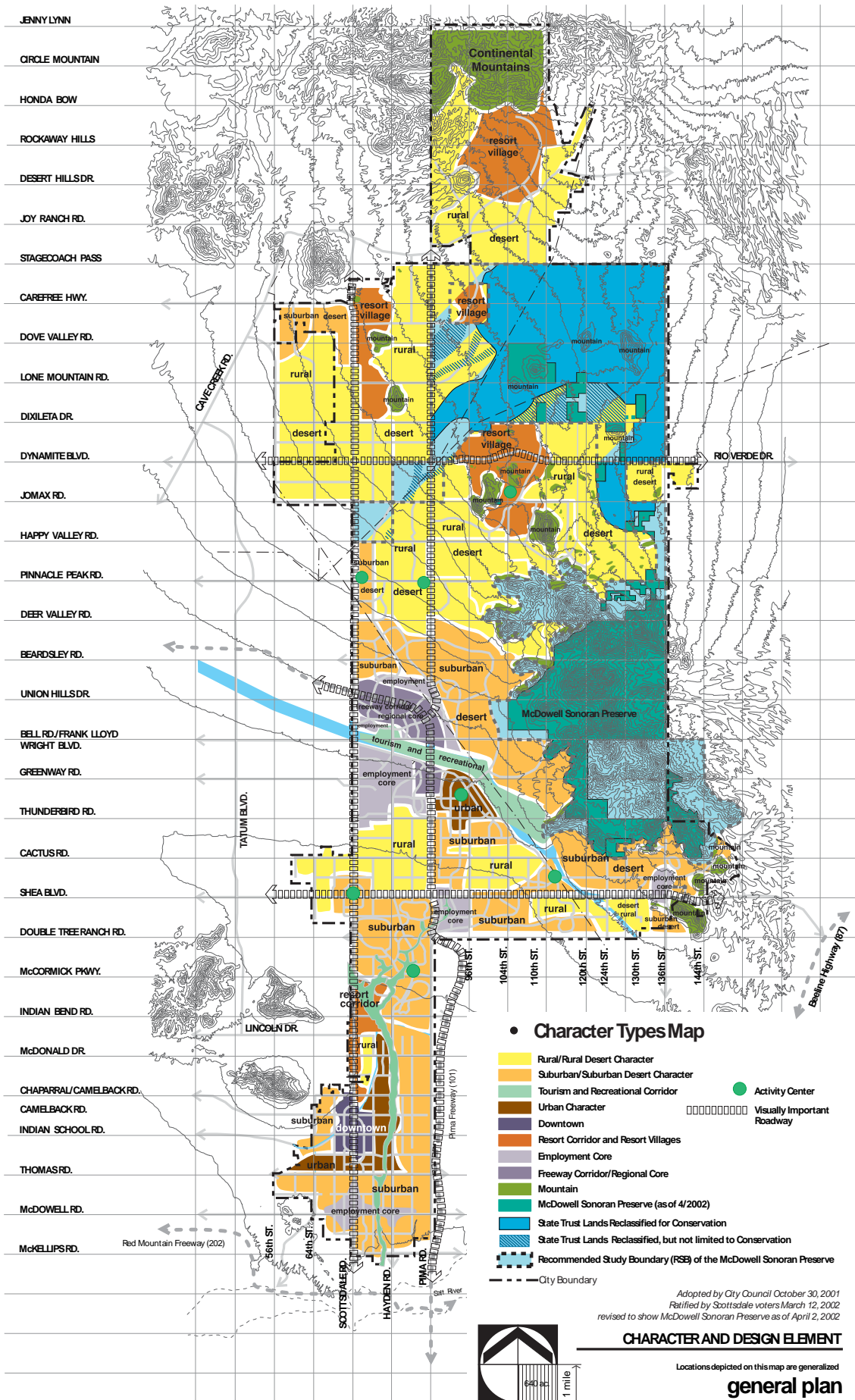
- Establish lighting standards that relate to the ambient lighting designations contained within the 2000 I.E.S. standards revisions.
- Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.
- Encourage creative and high quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.
- Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.
- Allow for lighting systems that support active pedestrian uses and contribute to public safety.

Related Plans and Policies:

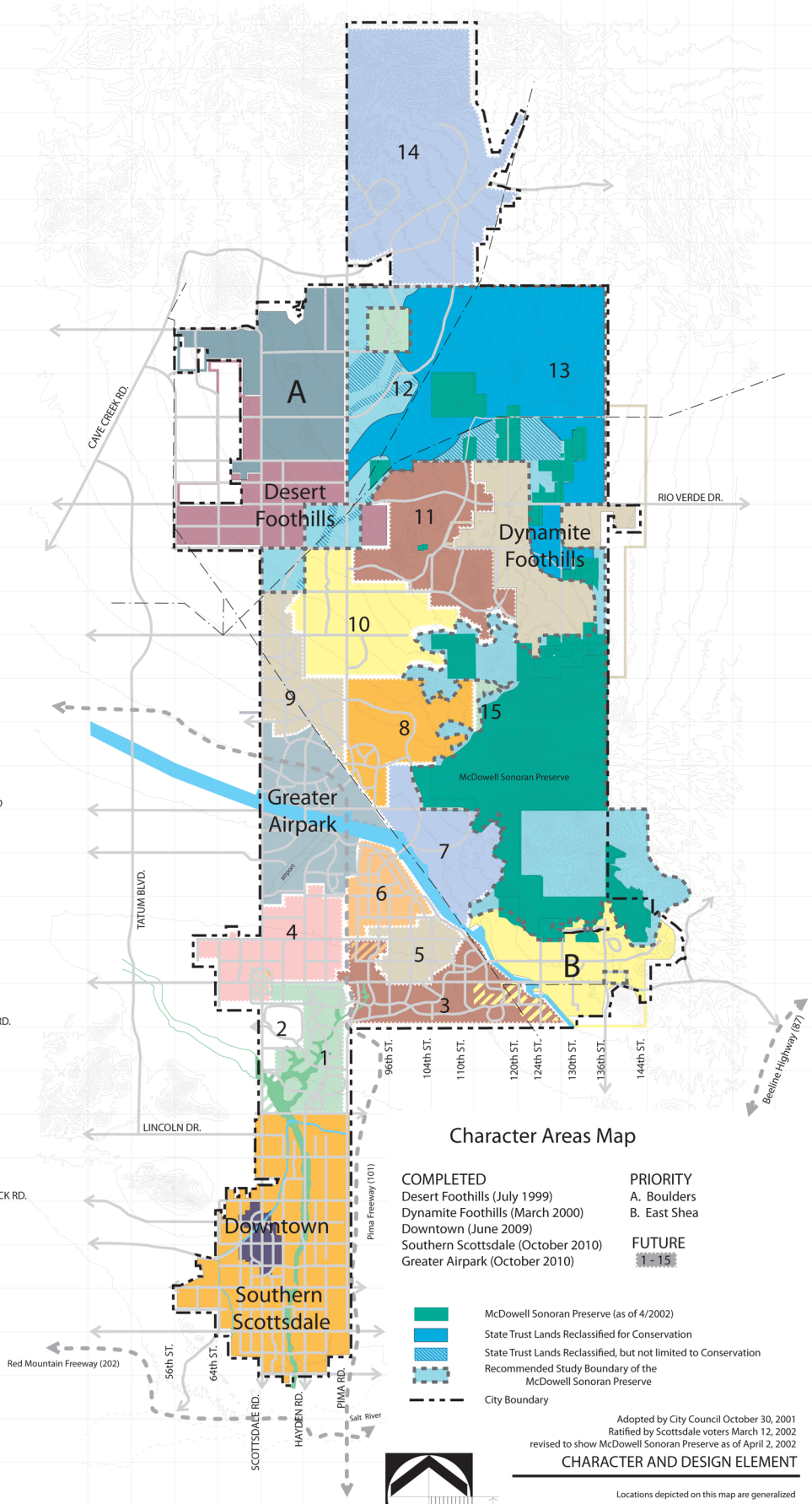
- Open Space Plan
- Great Sonoran Desert Design Principles
- Environmentally Sensitive Lands Ordinance Design Guidelines
- Scottsdale Sensitive Design Principles
- Design Guidelines (for various building types - ongoing)
- Scenic Corridor Policy
- Frank Lloyd Wright Streetscape Design Guidelines
- Via Linda Streetscape Design Guidelines
- Shea Boulevard Streetscape Design Guidelines
- Downtown Design Guidelines
- Public Art Master Plan
- Historic Preservation Ordinance
- Character Area Planning Summaries
- Dynamite Foothills Character Area Plan (2000)
- Desert Foothills Character Area Plan (1999)

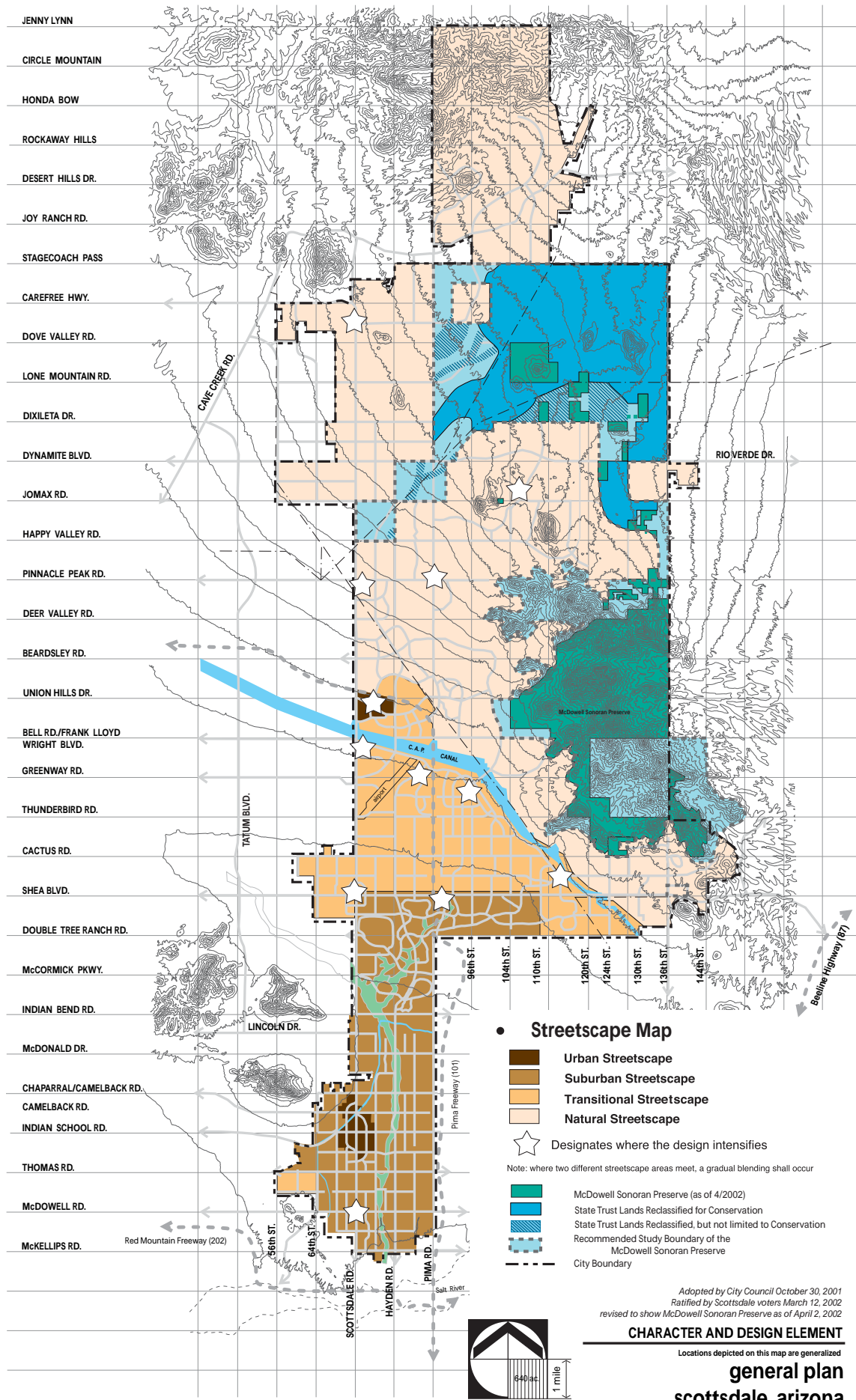
Element Graphics:

- Character Types map
- Character Areas map
- Streetscapes map



JENNY LYNN
 CIRCLE MOUNTAIN
 HONDA BOW
 ROCKAWAY HILLS
 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.
 BEARDSLEY RD.
 UNION HILLS DR.
 BELL RD./FRANK LLOYD WRIGHT BLVD.
 GREENWAY RD.
 THUNDERBIRD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLE TREE RANCH RD.
 McCORMICK PKWY.
 INDIAN BEND RD.
 McDONALD DR.
 CHAPARRAL/CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 McKELLIPS RD.





Streetscape Map

- Urban Streetscape
- Suburban Streetscape
- Transitional Streetscape
- Natural Streetscape

☆ Designates where the design intensifies

Note: where two different streetscape areas meet, a gradual blending shall occur

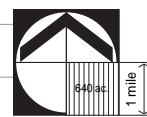
- McDowell Sonoran Preserve (as of 4/2002)
- State Trust Lands Reclassified for Conservation
- State Trust Lands Reclassified, but not limited to Conservation
- Recommended Study Boundary of the McDowell Sonoran Preserve
- City Boundary

Adopted by City Council October 30, 2001
 Ratified by Scottsdale voters March 12, 2002
 revised to show McDowell Sonoran Preserve as of April 2, 2002

CHARACTER AND DESIGN ELEMENT

Locations depicted on this map are generalized

**general plan
 scottsdale, arizona**



Land Use

VISION STATEMENT

Scottsdale is first and foremost a residential community and Southwest tourist destination where the diversity and arrangement of land uses is designed to enhance quality of life and ensure long-term prosperity. Our land uses must complement each other visually, aesthetically, socially, and economically. We will protect large, unspoiled portions of our mountain and desert areas, as well as view corridors to those areas. We will avoid conflicting, damaging, or otherwise unwanted land uses from compromising the overall character of a site, a neighborhood, or the community. Scottsdale will ensure a variety of living, working, and leisure opportunities through different land uses, vital neighborhoods, thriving business and tourism communities, and open spaces for people to recreate, reflect, and enjoy.

Introduction

Scottsdale has evolved and grown since its founding in the late 1800's and its incorporation in 1951. Starting as a small residential community sprinkled with farms and citrus groves, through growth cycles (that affected the entire Phoenix metro area), annexations of large areas of unincorporated lands, preservation of natural environment through the Hillside and Environmentally Sensitive Lands Ordinances, and concentrations of resort uses, arts, tourism and cultural facilities, Scottsdale has become a community that features a variety of land uses contributing to a diverse economy, unique community character, and a national reputation for quality.

see Introduction section, pages 25-37

Currently, Scottsdale's planned and existing land uses are distributed as follows. (The figures are approximations and don't equal 100% due to other uses, such as streets and easements.):

- Residential uses 54%
- Open Space 30%
- Commercial 2.5%
- Cultural/Institutional 2.4%
- Employment 1.8%
- Office 1%
- Resort 1%
- Utilities .8%
- Mixed Use/Downtown .5%



Preservation efforts

The tremendous growth cycle of the mid to late 1990's led to a strong community desire to preserve large expanses of Sonoran Desert, particularly in and around the McDowell Mountains. During this time period, Scottsdale emerged as a leading community in the preservation of natural open space with the anticipation of preserving one third of its landmass in a natural preserve (called the McDowell Sonoran Preserve) linking the McDowell Mountains with McDowell Mountain Regional Park to the east, the Tonto National Forest to the north and the city of Phoenix open space networks to the west.

Regional employment center

In recent years, the development of the Pima Freeway (101) has contributed to a more concentrated mixed-use land use pattern along this corridor. The Scottsdale Airpark has emerged as one of the most significant employment cores within the State of Arizona. These regional land uses along with the city's land preservation efforts have contributed to Scottsdale's strong economy, which in turn contributes to a high quality of life for its residents and visitors.

Employment and retail hub

Scottsdale is regarded as a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail center. Household sizes are typically smaller than in other communities in the Valley, and household incomes are higher than most communities in the area. Because of the relative scarcity of services in some areas adjacent to the city, residents outside of the city heavily use Scottsdale's retail centers, parks, employment centers, and libraries.

Resorts

Scottsdale is the major resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the local tourism industry. Preserving the quality of the city's visual environment is an important component of maintaining this industry.

Land Use Patterns

Now and in the future it is important that land use patterns are fostered that help conserve natural resources, reduce the dependence on the automobile and alleviate traffic congestion, contribute to the character of the community, and adequately serve the needs of the citizens. Land use decisions must take into consideration the relationship of adjacent land uses to sensitively integrate proposed land uses with existing natural and physical environments.

Character-based General Planning

As a result of CityShape 2020 recommendations, Scottsdale has implemented Character-based General Planning. The Character-based General Plan consists of the Six Guiding Principles and a structure that contains three distinct and interrelated levels. The Land Use Element and all the Elements of the General Plan apply to the citywide level of planning. Citywide planning incorporates all policies that apply to the city as a whole. More detailed planning is found at the Character Area and Neighborhood planning levels. In some cases, specific land use considerations may be better addressed at the Character and Neighborhood planning levels, instead of the citywide General Plan level. Character area and Neighborhood planning will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan and Neighborhood levels, within the context of community-wide goals and the citywide General Plan. The Land Use Element gives broad goals, and general direction for the city's land use distribution and relationships.

The Land Use Element

To maintain a community with a healthy economic base and provide services for our residents and visitors, a diversity of land uses should be provided that include schools, parks (both active recreation areas and passive open space) community centers, residential uses for different social economic levels, and retail, commercial and employment centers to serve these residential areas. Public infrastructure, such as streets, trails, paths, water, sewer and utilities, are needed to serve these land uses. The Land Use Element and its maps indicate the general distribution, location, type, and relationship of all of these land uses.

The Land Use Element establishes the general policies for the types and location of land uses throughout the city. The Zoning Ordinance implements these policies by establishing the legal parameters for the development of a parcel of land. The policies within the Land Use Element focus on three distinctive but interrelated levels: regional relationships, citywide relationships, and local relationships. This hierarchy helps define Scottsdale's role within the metropolitan area, reinforce Scottsdale's quality of life and defines policies that sensitively integrate and balance land uses into the local natural and physical environments. Although the Land Use Element is often the most visible element of the General Plan, it is only one part of the General Plan. Coordination between and among all of the General Plan Elements is required to have a comprehensive policy document that speaks to the future needs of the community.

The Land Use Element is similar to other Elements within the General Plan in that it illustrates a common direction or vision. This citizen-initiated vision may change over time due to changes in a maturing community. The General Plan must be refined over time to reflect these changing community needs.

see the [Scottsdale Values and Vision section](#)

see the [Character and Design Element](#)



Major General Plan Amendments

In 2000, the Arizona State Legislature revised the statutes regarding major General Plan amendments. The “General Plan” section in the Preface outlines the criteria to determine if a proposed change is a “major amendment” to the General Plan and what process is required to make amendments to the Plan. The following criteria for major General Plan amendments were adopted by the City Council in February 2001.

Criteria for a Major Amendment to the General Plan

(City Council approved 2/6/01 and revised to reflect the land use designations of the updated Conceptual Land Use Map)

Scottsdale’s Mission: In guiding the formation of the major amendment criteria, it is important to consider the major mission elements of the city, these being –

- a. Preserve Scottsdale’s unique southwestern character,
- b. Plan for and manage growth in harmony with the natural desert surroundings,
- c. Promote the livability of the community,
- d. Enhance and protect neighborhoods, and
- e. Ensure and sustain the quality of life for all residents and visitors.

Proposed changes to the land use element of the city’s General Plan that compromise the spirit and intent of these mission statements will qualify for consideration as a major amendment to the General Plan.

Scottsdale’s Land Use Element: It is important that as proposals are considered in regard to the following criteria that the values and structure of the land use element be used as a guide. These values are an important part of the city’s land use plan:

- a. Land uses should respect the natural and man-made environment,
- b. Land uses should provide for an unsurpassed quality of life for both its citizens and visitors,
- c. Land uses should contribute to the unique identity that is Scottsdale,
- d. Land uses should contribute to the building of community unity and cohesiveness,
- e. Land uses should work in concert with transportation systems in order to promote choice and reduce negative impacts upon the lifestyle of citizens and the quality of the environment,
- f. Land uses should be balanced in order to allow for the community to provide adequate live, work and play opportunities, and
- g. Land uses should provide opportunities for the design of uses to fit and respect the character, scale and quality of uses that exist in the community.

It is recognized that a proposed change of land uses within any given portion of the city may have a substantial impact upon the balance of land uses within the city as a whole. The General Plan Land Use Element was formulated and adopted with full consideration of the character and balance of land uses that are appropriate within all distinct areas of the city. Beyond this level of consideration, the plan considers the relationships between and among the various planning areas and studies that have helped to build the plan. This leads to a balance and pattern of land uses that reflects the community's values, aspirations and the city's stated mission.

Character of Land Uses: A change in the planned land uses may have a substantial impact upon the city by transforming the character of the land uses within a given planning area. The character of the land uses may be indicated by the physical intensity of the use in terms of massing, height or relationships between uses; the blending of different types of uses and the patterns and scale inherent to each; or the relative amount, type and placement of open spaces. Significant changes in the established land use character will be considered in determining whether or not a proposal is a major amendment.

1. Change in Land Use Category

A change in the land use category on the land use plan that changes the land use character from one type to another as delineated in the following table:

	To:	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods Developed Open Space Cultural/ Institutional or Public Use			Yes	Yes	Yes
Group C	Urban Neighborhoods Resorts/Tourism	Yes				Yes
Group D	Neighborhood Commercial Minor Office Minor Employment	Yes	Yes			Yes
Group E	Commercial Office Employment Mixed Use Regional Use Overlay	Yes	Yes			

2a. Area of Change Criteria

A change in the land use designation that includes the following gross acreages:

- * Planning Zones A, B 10 acres or more
- * Planning Zone C1, C2, D and E 15 acres or more

see Planning Zones map on page 21

2b. Acreage Criteria Overriding Incentives

Certain exceptions to criteria contained in 2a are considered to be in the interest of the general public and in keeping with the mission and values of the community. A proposal that includes any of the following conditions will not be considered a major amendment:

- A property owner initiated decrease in the residential land use category of units planned by the land use element, or
- A proposal for a change in the land use designation that results in no increase in the planned number of dwelling units and includes at least 30% more Natural Area Open Space than is required by the Environmentally Sensitive Lands Ordinance for the property and that is:
 - of substantial size, that being at least seven or more contiguous acres, and protected in such a manner so as to be designated with the land use category of Natural Area Open Space,
 - and where such open space protects sensitive natural features and is visually and/or physically accessible to the general public and does not include lands contained within scenic corridors or vista corridors, or
- A proposal to change the land use category to Cultural/ Institutional or Public Use with a municipal, public school or non-profit cultural facility when such a proposed facility is not adjacent to a single-family land use designation (designations of Rural or Suburban Neighborhoods) or does not share direct access to any street that has single-family residential driveway access within one-half (1/2) mile of the proposal.
- A proposal within the Downtown Plan area that maintains the same development standards type (e.g. Type 1, Type 1.5 or Type 2) and contains no more than fifteen (15) gross acres or less.





3. Character Area Criteria

Character areas have been added to the city’s planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.

If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan, it will be considered a major amendment. (Note: The character area plans that qualify for consideration as of November, 2000 include the Desert Foothills Plan, Dynamite Foothills Plan, Cactus Corridor Plan and Downtown Plan.)

4. Water/Wastewater Infrastructure Criteria

If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility, it will qualify as a major amendment.

Scottsdale Values ...

- Respect for the natural environment.
- Respect for the existing and historical context of the built environment.
- An unsurpassed quality of life for citizens and visitors.
- Recognition of the community's unique identity and reputation.
- Land use and transportation planning that creates logical and efficient transportation options and patterns to help connect people to jobs, services and amenities.
- A rich mix of living, working, and playing environments that do not violate or intrude upon the values that make each place unique or special.
- Aesthetic design of uses to fit with the surrounding character and scale.
- Well-sited mixed-use districts that integrate residential, retail, office, and other uses in specific areas supported by compatible infrastructure.



Goals and Approaches

Regional Context:

1. **Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.**
 - Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
 - Encourage land uses that preserve a high quality of life and define Scottsdale's sense of place within the region.



- Support a regional open space network that celebrates Scottsdale identity as a desert city and maintains the viability and connectivity of the natural ecosystems.
- Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.

2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

- Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.
- Support the location of regional land uses, such as major employment centers along regional mobility networks.
- Relate regional transportation corridors to regional land use intensities.
- Support the regional open space network using the Maricopa Association of Governments Desert Spaces Plan (1995) or future updates as a baseline to coordinate with adjacent jurisdictions open space systems, recreation opportunities, storm water drainage, and sensitive wildlife habitat and migration routes.

Citywide Land Use Policies:

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.
- Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.
- Maintain the natural integrity of open space preserves by ensuring development patterns and land uses are sensitively integrated along the edges of the Preserve.
- Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.
- Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.
- Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.

see Preservation and Environmental Planning Element

see Growth Areas Element

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

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.
- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.
- Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.
- Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.
- Ensure Scottsdale's transportation choices respond to the land use patterns and local neighborhood lifestyles.
- Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainageways.
- Ensure that basic levels of environmental health and human services are provided for all socio-economic levels within the community.
- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.



see also the
Community Mobility
Element

see the Open Space
and Recreation
Element

see the Public
Services and
Facilities Element

see the Growth
Areas Element

see also the
Preservation and
Environmental
Planning Element

see Growth Areas
Element

6. Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.

- Support the essential cycles and life support functions of our ecosystem through land uses and development activities.
- Respect and preserve the biodiversity of the Sonoran Desert environment in development.
- Protect and restore essential ecosystem services that maintain water quality, reduce flooding, and enhance sustainable resource development.
- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Integrate land use and transportation policies to promote a decrease in vehicle miles traveled to reduce air pollution and resource consumption, increase interaction among citizens and provide a stronger sense of community.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.
- Minimize environmental hazards and protect the natural character of the desert by discouraging development on environmentally sensitive lands.
- Implement the acquisition of land for the McDowell Sonoran Preserve.

Local Land Use Relationships:

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- Protect sensitive natural features from incompatible development, and maintain the integrity of natural systems.
- Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods.
- Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.
- Sensitively integrate neighborhood services, schools, parks, and other civic amenities into the local physical and natural environments by establishing reasonable buffers and preserving the integrity of the natural terrain and open space networks.

- Incorporate open space, mobility, and drainage networks while protecting the area’s character and natural systems.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

- Promote public land uses, such as parks, schools and other civic uses that act as the nucleus of neighborhoods and promote community interaction.
- Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses.
- Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area’s character.

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

- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.
- Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).
- Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.
- Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.



Land Use Map Designations

The purpose of the Land Use Element is to encourage the orderly and efficient distribution of land uses in the city. A full range and mix of land uses, including rural, suburban, and urban neighborhoods, employment, commercial, and recreational, cultural, and preservation areas are provided in the Element. The following is a description of these land use categories:

“Neighborhoods” focus on a range of mostly residential classifications. Land uses are designated to accommodate a mix of dwelling types and densities for a variety of neighborhood and environmental conditions, and other uses that support residential land uses, such as shopping and small business. Zoning regulations also allow a limited number of non-residential uses, such as places of worship, neighborhood parks, schools, etc., that provide community assets

and services essential to balanced residential areas. Special care should be taken to provide adequate transitions between uses that have different intensities of development.

In the past, many master planned developments were approved and built in Scottsdale. Master-planned developments include a variety of residential densities or dwelling types, but the overall density is comparable on a gross acreage basis to the densities shown on the Land Use map. Individual lot sizes may vary in master-planned developments due to clustering of dwellings and the preservation of sensitive environmental features. In the future, development in newer parts of the city will tend to become less focused on master-planned communities, since most larger parcels will already be committed. Assembling of smaller properties to accommodate a larger master planned community is still possible, however, infill development will become more significant, and redevelopment will become a major focus of activity in the community in the future.

RURAL NEIGHBORHOODS: This category includes areas of relatively large lot single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per one acre (or more) of land. Native desert vegetation predominates many areas and special care is required to preserve the area's open desert character and environmental features. Much of the terrain includes gentle to moderate slopes and rolling ground, intersected by several washes. Grading often requires extra care in areas with moderate slopes. Clustering is encouraged to preserve desert vegetation, washes, and natural features. Some of these areas were developed with one-acre lots under Maricopa County standards prior to annexation by Scottsdale. Equestrian uses and privileges may exist in the flatter areas as many lots are large enough for horses and several existing developments permit horse corrals. South of the C.A.P. Canal, these neighborhoods take on a rural, equestrian character when compared to surrounding areas that have smaller, suburban lots.



SUBURBAN NEIGHBORHOODS: This category includes medium to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and can also be used for small lot single-family homes, such as patio homes. It can be incorporated into neighborhoods near the Downtown area and in or adjacent to other non-residential activity centers. These uses may be used as a transition between less intense residential areas and non-residential areas, such as offices or retail centers. The terrain should be relatively flat, or gently sloping, to accommodate this density. Preservation of environmental features (particularly



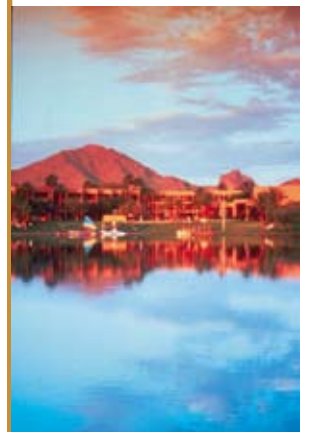
in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering.

URBAN NEIGHBORHOODS: This category includes areas of multi-family dwellings/apartments. Densities in Urban Neighborhoods are usually more than eight dwellings per acre. These high-density uses are generally located near retail centers, offices, or other compatible non-residential uses. Care must be taken to minimize impacts on other residential areas and to provide adequate circulation to accommodate the traffic volumes. Access to transportation choices (e.g. pedestrian, bicycle, transit, etc.) is a key consideration for urban neighborhoods. Areas containing high-density residential development should have minimal environmental constraints.

MIXED-USE NEIGHBORHOODS: Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office. The Downtown area, some areas of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, the Los Arcos area, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods.

Whenever non-residential uses are adjacent to established or planned residential areas, special care must be taken to ensure privacy and to protect personal property. Methods of protecting residential areas by providing transitions and buffers between areas include increased setbacks, landscaping, restricted land uses, diversion of traffic, controlled noise or light, height limitations, and transitional land uses, such as minor offices, minor employment uses, or medium-high density residential uses. Mixed-use areas can still provide a mix of residential and non-residential uses while respecting privacy and personal property rights.

RESORT/TOURISM: This category is designed for hotels and a variety of resorts. They can be freestanding or part of a resort community or master-planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. Hotels or resorts often include some ancillary retail, cultural and recreational uses. In some areas of the community lower density may be required to preserve desert character and environmental features, or it may be necessary due to land slopes or other physical constraints of the specific area. Medium density residential uses with a resort character and lifestyle may be integrated into resort uses and may share resort amenities. Resort uses often are places next to open spaces as a key amenity.



COMMERCIAL: These uses provide a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at an appropriate scale and location. This category includes areas designated for commercial centers providing goods and services frequently needed by the surrounding residential population, and retail businesses, major single uses, and shopping centers, which serve community and regional needs. This category may also include other uses, like housing and office uses, to attain environmental and mobility goals. Neighborhood retail should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets. Community or regional commercial uses should usually be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses function best when they are integrated with mixed-use areas.



OFFICE: The office designation includes a variety of office uses. Minor offices have a residential scale and character, often in a campus setting. Minor office uses generate low to moderate traffic volumes, and could be located along collector as well as arterial streets. They are generally one-story structures, with at-grade parking (Zoning categories determine building heights and setbacks). Strict development and landscaping requirements will protect adjacent residential uses. Major offices include offices and related uses that have more than one story and may have underground parking. Typically, this use is in and around the central business district, other major commercial cores, or freeway interchanges. Arterial roadway access is desirable. Landscaping and development standards for major offices vary, depending upon the location of the use.

EMPLOYMENT: The employment category permits a range of employment uses from light manufacturing to light industrial and office uses. Employment areas should have access to adequate mobility systems and provide opportunities for business enterprises. Locations have been identified for employment areas where impacts on residential neighborhoods are limited and access is available to labor pools and transportation facilities. Landscaping requirements may help create a park-like setting for employment. Strict development standards will protect adjacent residential areas. Major streets serving employment areas should accommodate truck traffic. Transit facilities are also needed at significant employment centers to accommodate commuters.

The following land uses include passive and active recreational areas, permanent open space, government and educational facilities, public or quasi-public uses, and areas with significant environmental constraints which

impact development. The locations for these activities are interspersed within residential and non-residential areas.

In some cases, the city does not control the location of special uses, such as schools or major transmission lines, and the state and federal government can preempt local land use authority. However, the city can work with other jurisdictions and agencies on decisions regarding land use. Every effort will be made to mitigate negative impacts, including visual impacts.

NATURAL OPEN SPACE: The natural open space category applies to locations where significant environmental amenities or hazards may exist. In most cases these areas represent mountainous terrain. Significant environmental conditions include steep slopes, unstable soils, boulder features, flood hazard areas, lush desert vegetation, bedrock areas, mountain peaks and ridges, natural drainage channels needed to maintain riparian vegetation, migration routes, and historic water flows. It is intended that lands in the natural open space category remain as permanent open space. This classification is often the result of rezoning actions where developers have agreed to leave part of a property in a natural condition in return for placing an agreed-upon intensity in a less environmentally sensitive area. Efforts to preserve mountainous areas, washes, and areas with native desert vegetation should continue. A variety of methods can be used to preserve environmentally sensitive areas, including density transfers, easements, dedications to a conservancy or public agency, and land acquisition. Low impact recreational activities are suitable for these sensitive areas and may include hiking, equestrian, or mountain bicycling trails. The Environmentally Sensitive Lands Ordinance (ESLO) includes detailed provisions for Natural Area Open Space (NAOS), density transfer, and for protection of environmentally sensitive lands.

THE McDOWELL SONORAN PRESERVE: The McDowell Sonoran Preserve consists of mountain and desert land included in the city's Preserve. This land generally possesses outstanding scenic value; valuable wildlife habitat and migration routes; lush desert vegetation; significant environmental conditions, such as sensitive washes, riparian areas and mountain peaks and valleys; archaeological and historic sites; and opportunities for appropriate passive recreation in designated areas. Preserve land will remain as permanent open space with limited permanent improvements. The recommended study boundary of the McDowell Sonoran Preserve includes mountain and desert land designated by the City Council as suitable for preservation and some lands preserved by zoning action as NAOS.



DEVELOPED OPEN SPACE: Developed open space includes public or private recreation areas, such as golf courses and city parks. Some developed open space may also be used as drainage facilities for flood control. This designation applies to Indian Bend Wash, the Camelback Walk, and the TPC and Westworld facilities. Developed open spaces provide amenities for both residents and visitors. They may also provide links between neighborhoods. Their design should integrate with adjacent neighborhoods. Tourism and public uses are encouraged to locate next to developed open spaces.

CULTURAL/INSTITUTIONAL OR PUBLIC USE: This category includes a variety of public and private facilities including government buildings, schools, private and public utilities, and airports. Private facilities include Taliesin West, the Mayo Clinic, Scottsdale Memorial and Scottsdale Memorial North hospitals. Some areas north of the C.A.P. Canal may include a mixture of recreation, tourism, destination attraction, equestrian facilities, hotels or resorts, and cultural uses serving a large area. Zoning for these opportunities should be based on a demonstration that the project can be successfully completed, has good transportation access, and is compatible with surrounding areas.



Other Land Use Map Designations

STAR/CIRCLE: A circle or star on the land use maps means that an exact location for the use has not yet been determined, but the need for that use has been identified in the general area.



REGIONAL USE: The regional use designation provides flexibility for land uses when it can be demonstrated that new land uses are viable in serving a regional market. Regional uses include, but are not limited to, corporate office, region serving retail, major medical, educational campus, community service facilities, tourism, and destination attraction uses. In determining whether proposed land uses are regional in nature, the city will consider whether the use has a regional draw, implements current economic development policies, enhances the employment core and the city's attractiveness to regional markets, benefits from good freeway access, and complements the established character for the area.

SHEA CORRIDOR: The Shea Corridor is indicated along Shea Boulevard. Within this corridor specific guidelines are in effect. Policies relating to the corridor include:

- Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage
- Allow employers offering uses, such as medically related services, corporate headquarters, or hotel accommodations
- Neighborhood level retail centers, which provide everyday goods and services, such as groceries, drug stores, dry cleaning, etc.

should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor so that convenient vehicular and pedestrian access can occur, and local traffic will not need to use Shea Boulevard.

The umbrella goals, policies, and guidelines (contained in the Shea Area Plan adopted June 15, 1993) should be followed.

MAYO SUPPORT DISTRICT: The Mayo Support District is indicated for the area surrounding the Mayo Clinic. For a specific area surrounding the Mayo Clinic, a Mayo Clinic Support District should be established. Within this district, a flexible approach to locating support uses should be considered. Policies for this area are also included in the Shea Area Plan adopted June 15, 1993.



Related Plans and Policies:

- Environmentally Sensitive Lands Ordinance (1991, revised 2001)
- Shea Area Plan (1993)
- The Downtown Plan
- Maricopa Association of Governments Desert Spaces Plan, 1995

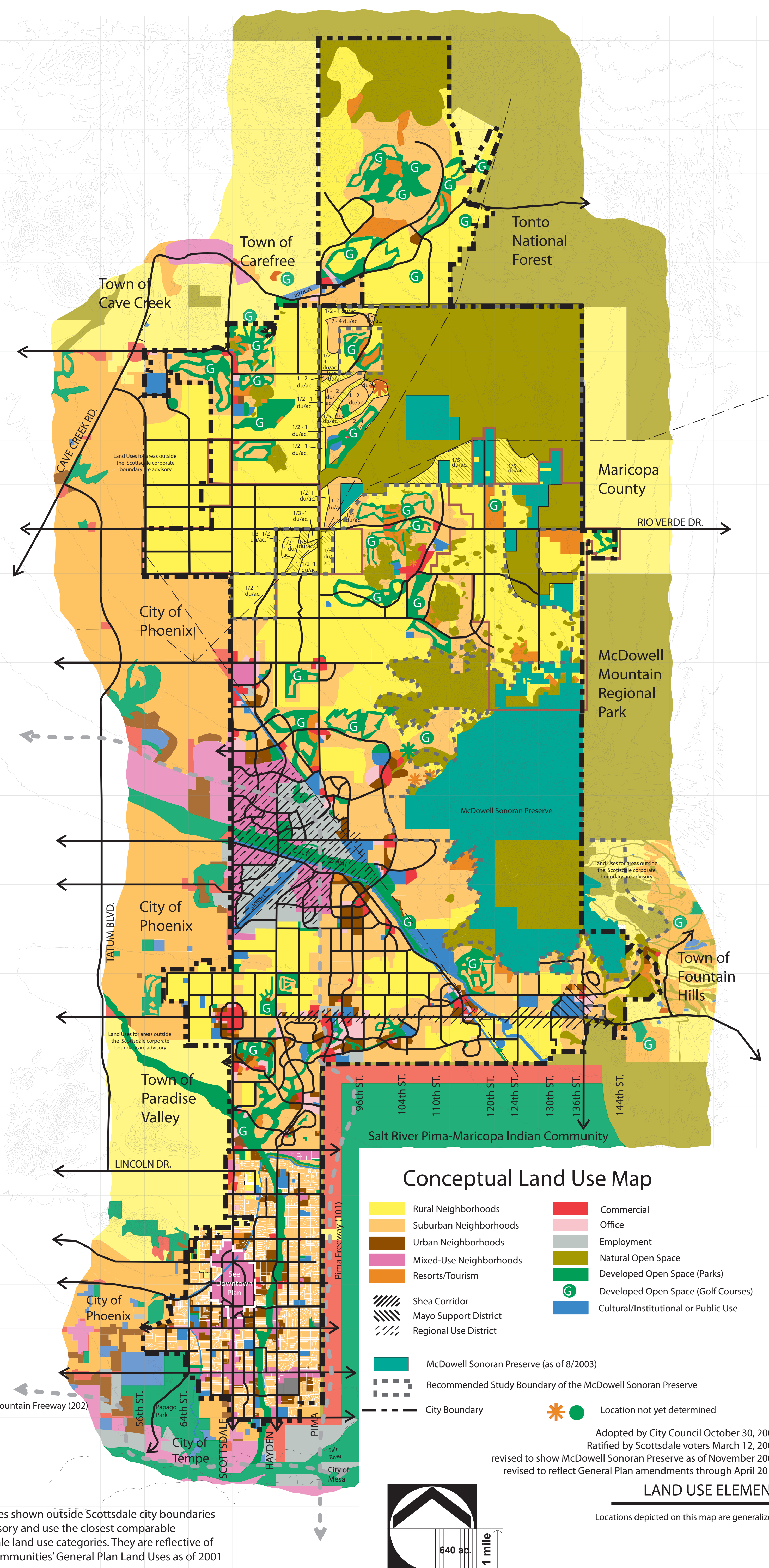
Reference:

- Existing Land Use map
- State Land Commissioner Order #078-2001/2002

Element Graphic:

- Conceptual Land Use map

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



Conceptual Land Use Map

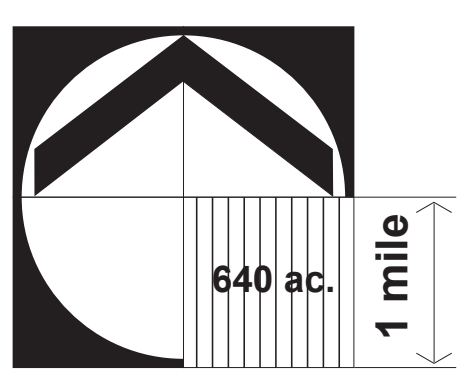
- Rural Neighborhoods
- Suburban Neighborhoods
- Urban Neighborhoods
- Mixed-Use Neighborhoods
- Resorts/Tourism
- Commercial
- Office
- Employment
- Natural Open Space
- Developed Open Space (Parks)
- Developed Open Space (Golf Courses)
- Cultural/Institutional or Public Use
- Shea Corridor
- Mayo Support District
- Regional Use District
- McDowell Sonoran Preserve (as of 8/2003)
- Recommended Study Boundary of the McDowell Sonoran Preserve
- City Boundary
- Location not yet determined

Adopted by City Council October 30, 2001
 Ratified by Scottsdale voters March 12, 2002
 revised to show McDowell Sonoran Preserve as of November 2005
 revised to reflect General Plan amendments through April 2013

LAND USE ELEMENT

Locations depicted on this map are generalized

Land Uses shown outside Scottsdale city boundaries are advisory and use the closest comparable Scottsdale land use categories. They are reflective of other communities' General Plan Land Uses as of 2001



Economic Vitality

VISION STATEMENT

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 our community. Scottsdale will be regionally competitive and will attract businesses that offer employment to our citizens, provide essential services, respect our desert environment, compliment our tourist industry, and bolster our tax base. Scottsdale will celebrate and embrace its existing strengths in business and employment, as well as diversify and develop new strengths through emerging technologies and changes in the ways of doing business. Economic competitiveness and prosperity will be the means of supporting a quality of life that is distinctive among Valley communities. The competing needs of residents and businesses will be balanced so neighborhoods are protected and enhanced while business districts are competitive and attractive.

Introduction

In 1996, the CityShape 2020 citizen committee recommended the addition of an Economic Element as an integral part of the city's General Plan. The first Economic Element was adopted by City Council in March 1998.

The importance of a healthy, vibrant economy to Scottsdale's lifestyle and identity cannot be over emphasized. Scottsdale relies on its strong economic vitality to generate financial resources to provide a high quality of life, to provide high quality services for citizens, to provide employment for its citizens and to preserve desert and mountain areas in Scottsdale. Without these economic strengths, citizens would experience decreased levels of city services and amenities, and/or increased taxes and costs of services. 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. The city is committed to supporting and expanding its existing economic strength. This can be done by targeting new opportunities that will diversify the economic base and provide for the future fiscal health of the city and long-term sustainability, while protecting the city's unique southwestern character.



Scottsdale's economic base is quite diverse; this is a change from the tourism dependent economy of the past. Today many other economic activities cultivate Scottsdale's economic strength including extensive retail opportunities and the diverse employment base at the Scottsdale Airpark and in the Downtown. By focusing on these strengths, Scottsdale is able to broaden its tax base and provide high quality employment opportunities for its citizens.

Tourism

Tourism is an integral part of Scottsdale's identity and it serves as the community's key economic engine, therefore, it is essential to the community to provide and preserve appropriate natural, social and cultural environments and guest services that maintain and enhance the tourism experience. Significant money is spent in Scottsdale by tourists; these dollars help to provide a higher level of community services and amenities to the citizens of

Scottsdale. The health of the tourism market is enormously dependent upon the quality and character of the local hotels and resorts, the availability of naturally occurring and built attractions and entertainment activities for the tourist. The preservation and enhancement of Scottsdale's tourism market is unequivocally critical to the continued economic health of the city.

Retail

Scottsdale's retail market is an integral part of Scottsdale's unique identity and is one of the major economic drivers in community. Scottsdale's retail leadership in the metro area will continue to be challenged by other metro area communities. Therefore, it is crucial for Scottsdale to maintain a strong, aggressive position in maintaining and bringing in new, high quality retail to the community.

Employment

The city actively seeks targeted business services appropriate to the community, to provide quality jobs for the citizens of Scottsdale. These activities help to further diversify the economy and provide services and amenities to the community.

Revitalization

Revitalization and redevelopment becomes a critical part of the economic vitality of the community as the city matures. Scottsdale tries to prevent

Economic Vitality, Livability, and Transportation

Economic vitality is crucial to Scottsdale as a livable community, but so is transportation mobility. These two values may come into conflict, for example, when a shopping center is proposed in an area where it will generate trips and cause traffic congestion. Driveways on major roadways can reduce traffic flow and effectiveness as well.

decline in mature areas by acting before they lose their attractiveness, as housing and the stability of residential neighborhoods is an essential ingredient to Scottsdale's quality of life. While discussed in other elements of the General Plan (Housing Element and Neighborhoods Element), the Economic Vitality Element recognizes that quality housing is crucial to the stability of the local economy. Retaining and enhancing the vitality of maturing areas of the city is a critical priority in maintaining the city's overall economic health.

Conclusion

Scottsdale's economic vitality faces several new economic challenges as the community matures. Scottsdale is approaching build out and the traditional model by which new opportunities for economic growth and sustainability were defined must be rethought and redefined. There are new and non-traditional citizen demands for what the Scottsdale economy should not only provide but also what economic uses comprise the economy. Scottsdale also needs to recognize the regional challenges of the now undeveloped land in the neighboring Salt River Pima Maricopa Indian Community and the potential economic factors there with tribal gaming opportunities as well as large-scale economic development taking place in Phoenix and Tempe. Finally, the community must establish a balance of these demands with the complexities of the "new economy." Scottsdale's economic position going forward must be agile enough to respond to the dynamic needs and demands of the "new economy." Suitable response to these demands is critical to ensuring Scottsdale's economic future.

The Economic Vitality Element addresses policies to better evaluate decisions and encourage economic development that will sustain the community. The Element has been prepared to ensure that the needs of Scottsdale's residential neighborhoods are balanced with those of its business community. The goals emphasize compatibility, diversity, growth, and flexibility. This Economic Vitality Element acknowledges the economic factors that strongly influence the future well being of the community and its current and future neighborhoods and residents. The sustainability of the city of Scottsdale's quality of life directly relies on the economic prosperity of the community balanced with the preservation of and respect for the natural environment. The policies of the Economic Vitality Element are designed to support and enhance this sustainability. To assure a high quality of life for Scottsdale residents, economic growth must be fostered.



Scottsdale Values ...

- Quality of life of residents, quality of the experience of the visitor, and quality of environment of the community.
- Continuation of a strong, locally unparalleled retail environment.
- Attraction and retention of high quality employment opportunities for citizens.
- Preservation and enhancement of Scottsdale as a world-class tourism destination.
- Economic stability and a continued high level of public services for citizens and visitors.
- A diverse array of goods and services to be provided for consumers.
- Access to jobs, resources, and services for citizens.
- A vibrant Downtown with cultural and recreational opportunities for residents and visitors.
- Business entities that complement Scottsdale's community characteristics, such as high quality design standards, desert environment, and resort community lifestyle.



Goals and Approaches

- 1. Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.**
 - Maintain the quality and character of the local hotels and resorts.
 - Encourage the development and redevelopment of hotels and resorts in the context of the character and quality Scottsdale is known for. This development should recognize the availability of naturally occurring and built attractions, and entertainment activities.
 - Encourage diversity and high quality in the lodging industry and resorts that cater to specific market segments (e.g. spas, dude ranches, eco-tourism etc.).
 - Preserve Scottsdale's natural, social, and cultural environments to enhance the Scottsdale tourism experience.
 - Enhance Scottsdale's tourism support services including fine dining, specialty retail, and entertainment.

- Provide destination attractions that celebrate Scottsdale’s heritage. These should include the key theme areas of the arts, contemporary arts, Southwestern culture, Native American Culture, cowboy lore, the Sonoran Desert environment.
- Build on Scottsdale’s strength for attracting sporting events/entertainment opportunities, such as professional level sports including baseball, hockey, tennis and golf in addition to entertainment events, such as the Parada del Sol, Culinary Festival, Art Festival, etc.
- Ensure a wide variety of participatory outdoor recreational opportunities, for visitors and residents alike, such as golf, mountain climbing, hiking, horseback riding, etc.
- Ensure the golf experience remains a positive and readily available destination activity.
- Preserve and enhance the tourist’s ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.

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

- Encourage the location of new, high quality, regionally oriented retail activities in Scottsdale. New retail activity should focus on unique and diverse retail adventures.
- Maintain a strong, aggressive position in dealing with bringing new, high quality retail and entertainment experiences to the community.
- Encourage the concentration of retail and entertainment in the Downtown area and the historic specialty retail and art gallery districts.
- Advocate the development of additional retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality, and resort and desert character of the community.

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

- Nurture and support established businesses as well as new businesses.
- Ensure adequate opportunities for future and expanded commercial and business activity throughout the community.
- Diversify Scottsdale’s business and retail community so it includes a variety of business types as well as a variety of business scales and sizes.
- Promote Scottsdale as a diverse shopping and entertainment destination.
- Develop existing and attract new high value/low impact businesses.



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

- Strive to grow and expand the economic base on pace and in harmony with the population and supporting built and natural environment.
- Support businesses in adapting to the constantly changing market as a result of new technologies and support those companies that are integral to the “new economy”.
- Target specific economic sectors for expansion or relocation in Scottsdale that will provide for the greatest positive impact and the fewest negative impacts. These include medical and health care services, biomedical research and development, technology related research and development, business and professional services, administrative offices, corporate and regional headquarters.
- Strongly pursue economic opportunities that enhance the quality of life of the community as well as have a positive economic impact. This would include those businesses that provide medical, educational, cultural or recreational amenities for the community.
- Focus on opportunities that are non-polluting and that support telecommuting and alternative transportation modes. Recruit quality companies at the forefront of economic and technological change.
- Emphasize the retention and expansion of businesses in Scottsdale and provide support mechanisms for small businesses in Scottsdale.
- Support entrepreneurial development and ‘incubator’ activities to grow and support high value start up businesses.



5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

- Regional and larger community retail centers are encouraged to locate on major streets and freeway interchanges where access is available and/or in close proximity to customers.
- Maintain and create distinctive commercial, retail, and entertainment districts that benefit through clustering uses together, such as the Downtown, Old Town and West Main districts, Motor Mile, North Scottsdale Auto Mall.
- Maintain and develop neighborhood-shopping areas that are in proximity to neighborhoods and residential concentrations.
- Focus major employment uses in targeted areas (i.e. Scottsdale Airpark and Downtown).
- Insure neighborhoods are adequately protected from major commercial development through design sensitivity, buffering and traffic management, etc.
- Promote pedestrian/bicycle improvements and provide options for alternative modes of transportation to access commercial, retail and entertainment centers.

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

- Maintain and develop relationships with businesses that provide the contacts that can enhance the city's presence and position in enhancing and attracting quality and innovative business opportunities.
- Encourage partnerships to work on the renovation or reuse of underutilized or vacant buildings/shopping centers
- Work with other jurisdictions and agencies (i.e. Scottsdale Area Chamber, School Districts, adjacent communities, Greater Phoenix Economic Council, etc.) to coordinate business and employment opportunities.
- Work with appropriate entities within the local and metropolitan community to address issues and economic hindrances.



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

- Encourage quality redevelopment in employment areas to provide new jobs, new retail, and new entertainment opportunities in the Scottsdale market.
- Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.
- Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.
- Improve and enhance the links between the physical and social relationship between non-residential land uses and the surrounding residential neighborhoods.
- Promote residential revitalization to maintain quality housing and thus maintain quality of life and stability of the local economy.

The city of Scottsdale implements many of the policies of the Economic Vitality Element through the Economic Vitality Action Plan. The Action Plan outlines specific activities to achieve the goals and approaches of the Element. The Economic Vitality Action Plan includes specific measurements to evaluate the city's economic success, and it is updated annually. Copies are available through the Economic Vitality Office of the city.

An "Economic Trends Supplement" shows market and economic trends in Scottsdale and provides a concise insight into the marketplace and features trends within the themes outlined in the Element.

Related Plans and Policies:

- Economic Trends Supplement, April 2000*
- Economic Vitality Action Plan 2000-02*
- CityShape 2020 Comprehensive Report, October 1996
- Shared Vision Report, December 1992
- Scottsdale's Economic Development Strategies, GSO, Inc., 1989
- Fiscal Impact of Development Study, Tischler & Associates, 1996

Reference:

- The Scottsdale/Paradise Valley Tourism Study, Part I: Lodging Statistics, November 2000*
- The Scottsdale/Paradise Valley Tourism Study, Part II: Visitor Statistics, November 2000*
- Retail Market Analysis, April 2001*
- Demographic Trends, October 2000
- Golf in Scottsdale, October 2000
- Analysis and Forecast of the Economic Base of Scottsdale, Gruen Gruen & Associates, June 1999

*updated annually

Community Involvement

VISION STATEMENT

Scottsdale is a community with a rich history of citizen involvement, having encouraged public participation through such programs as STEP, Scottsdale Visioning, and CityShape 2020. In the future, Scottsdale will be a leader in promoting open government processes that are accessible, responsive, and fair to all of its citizen participants. We will reach beyond the minimum standards for citizen involvement and be attuned to the community's growing and changing population as we plan long-term and adjust to intermediate situations and opportunities. Scottsdale will be a community that has collective responsibility and ownership for where it is and where it is going. City processes will be characterized by deliberation, dialogue, and thoughtful, respectful discussion, followed by collaboration for informed decisions and creative solutions. Scottsdale will be a community where constructive dialogue involving individuals, the business community, organizations, institutions, and government is the cornerstone of successful planning, decision making, and community building. We will always consider new ways to promote community involvement recognizing the diversity and unique elements of our community and its citizens.

Introduction

Public participation is an important component of successful planning and community building and decision making. Citizens (residents, business people, and property owners) need and deserve ongoing communication regarding projects and issues that affect their community. While we recognize that a city as complex and diverse as Scottsdale will rarely have consensus, public participation may bring understanding and dialogue to complex issues.

The city of Scottsdale has a rich history of community involvement. Because of this legacy of civic participation, citizens expect the city to inform them of public issues and give them an opportunity to be heard on issues. Here is a partial listing of the major public participation efforts that make up Scottsdale's heritage:

- 1966 - the Scottsdale Town Enrichment Program (S.T.E.P.) forums (provided the impetus for a Comprehensive General Plan study, Indian Bend Wash, Scottsdale Airport, and the Civic Center Master Plan)

- 1970 - Brookings Institution (consultant-facilitated seminars regarding community issues)
- 1973 - Charter Amendments (examined development and signage issues)
- 1974 - series of S.T.E.P. forums (discussed issues of community-wide impact including legislation and transportation)
- 1981 - Scottsdale 2000: Directors For Tomorrow (discussed bond issue items, Mustang Library, new Corporation Yard)
- 1990 - Scottsdale Visioning (evaluated the direction of the city for the next 25 years, created the Shared Vision)
- 1994 - CityShape 2020 (examined the General Plan through the “lens” of the Shared Vision, created six guiding principles and a three-level structure for the General Plan)

Numerous standing and ad hoc committees, commissions, and boards addressing a wide range of subjects have also characterized Scottsdale’s tradition of community involvement. And as part of the public involvement process, citizens have spent thousands of hours involved in the planning process, zoning cases and development review cases.

“Tell me, I forget.
Show me, I remember.
Involve me, I understand.”

Chinese Proverb

Through the guidelines contained in this element, Scottsdale demonstrates its commitment to encouraging early and meaningful citizen input in these important processes. Such participation will help the city resolve concerns early in the planning process, and level the playing field for citizens, property owners, elected officials, other stakeholders, and the development community. It also provides an opportunity for early input into the formation of city policy and regulations. The ultimate goal is

to ensure a level of dialogue that is mutually respectful, responsible, and civil. The city’s role is to reflect and respond to citizen proposals/comments by forging partnerships between citizens, stakeholders, elected officials, and the city organization, so that all parties are involved, informed, and responsive to the needs of a dynamic community.

Key elements of Scottsdale’s past and future community involvement programs include:

- The benefits of the community, as a whole, are balanced with the advantages to discrete elements of the community;
- Community dialogue is conducted in an interactive manner;
- Complex issues are explored from a variety of perspectives rather than a presentation from one perspective;

- Community understanding is enhanced when citizens are actively involved, and the city facilitates opportunities for participation, dialogue and interaction;
- Community participation is best achieved when the roles and responsibilities of citizen, staff and elected officials are melded and all groups actively participate in public dialogue;
- Community dialogue uses a diversity of communication and participation methods, keeping the tradition of the spoken and written word while embracing emerging technologies.
- Community involvement policies encourage participation from all parties.



The goals and strategies included in this element are meant to serve as suggestions for ways to effectively inform and involve the community in city-related discussions and decision-making processes. However, it is important to understand that effective and meaningful communication techniques and technologies change and evolve over time. Techniques that may be appropriate today may not be as effective and meaningful in the year 2020.

Scottsdale Values ...

Scottsdale's Community Involvement Element embraces the core values developed by the International Association for Public Participation (IAP2), considered a global leader in public participation process. The IAP2 core values were developed with broad input to identify those aspects of public participation, which cross national, cultural, and religious boundaries. The purpose of these core values is to make better decisions, which reflect the interests and concerns of potentially affected people and entities.

- The public should have a say in decisions about actions that affect their lives.
- The public participation process communicates the interests and meets the process needs of all participants.
- The public participation process seeks out and facilitates the involvement of those potentially affected.
- The public participation process involves participants in defining how they participate.
- The public participation process communicates to participants how their input affected the decision.
- The public participation process provides participants with the information they need to participate in a meaningful way.

In addition to the international values, the City of Scottsdale developed a number of local values from its history of community involvement:

- Diversity ...of lifestyles, of backgrounds, of opportunities, of choices.
- Equal weight given to the voice of everyone that lives, works, or owns property in Scottsdale. *Individual comment is an important component of collective policy making but not necessarily the ruling component of decision-making.*
- Understanding of the “big picture” and an informed citizen perspective in the formation of city policy.
- Respect and courtesy for all participants in civic dialogue.
- Citizen involvement as part of a community process for creative problem solving. Constructive recommendations/solutions are more helpful than critical judgment.
- Give and take discussion with the aim of understanding community issues and learning alternative viewpoints - “deliberation”.
- Communication techniques that create balanced dialogue.
- Opportunities for public involvement that accommodate the lifestyles and activities of the community rather than requiring citizens to adapt to city schedules and locations.

Goals and Approaches



1. **Seek early and ongoing involvement in project/policy-making discussions.**
 - Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site postings, written correspondence, and other methods, as they become available.
 - Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement.
 - Encourage that project developers/owners, realtors and the real estate

industry, corporations, and other public entities take responsibility for sharing information, framing issues surrounding projects, and shows accountability for being responsive to constructive citizen comments. (The responsibility of citizens and project sponsors for deliberation and dialogue is a shared one).

- Ensure project developer/owner is able to demonstrate citizen involvement and how comments were incorporated into proposal/issue recommendations.
- Partner with the real estate community, corporations, and other public entities to inform the public and provide accurate, complete information regarding projects/issues.

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

- Determine the range or distance of public notification based on the characteristics of the specific case or situation. All notification issues should focus on impacts at the neighborhood level.
- Create and use community-wide mailing lists that include representation from homeowners associations, neighborhood and service groups, the faith community, the school districts, the business community and other special interest groups.
- Provide community-wide information and notification of public involvement opportunities in ways that communicate with our diverse population. Use written and electronic means now, and future means as they become available.
- Incorporate public involvement opportunities for a broad cross-section of community demographics including school age children, students, and seniors.
- Utilize communication vehicles that reach minority populations within the community.
- Encourage voter registration and increased voter participation through broad distribution of information materials via mail, technology and printed materials to ensure community-wide representation on issues that require ratification.

3. Publish and process city issues in a manner that is relevant to citizens' daily lives and personal and professional interests.

- Provide multiple locations/times/communication avenues for public involvement to accommodate a wide diversity of lifestyles, work schedules, and time available for input.



- Use a wide variety of communication tools, resources, and techniques to reach a broad cross-section of residents.
- Use speakers' bureaus to provide information as part of meetings held by citizen and neighborhood boards and organizations.

4. Accept and respond to new ways of communicating and new technologies.

- Provide multiple opportunities for input through use of technologies, such as on-line public comments, on-line dialogues, on-line and computerized questionnaires and surveys, and computerized survey techniques or mechanisms.
- Provide information in a variety of ways, including: written and spoken communications, city and neighborhood web sites, electronic notices, cable TV, faxes, electronic mailing, and other current and future communication technologies.
- Use data visualization and simulations to explore complex city issues.
- Use technologies like teleconferencing and broadcasting of meetings to allow greater participation at locations throughout the community.
- Partner with other organizations to use their in-place networks to further communication and to sponsor links to city information.
- Embrace new techniques and technologies for communication.
- Adapt communication techniques and technologies to each situation.

5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

- Use systems to track, measure, and identify community issues, community trends, and community concerns.
- Provide community-wide access to data that reflects current facts, figures, demographics, trends analysis, etc.
 - Create public information materials that accurately reflect the facts surrounding issues, i.e. the purpose, timing, and need/benefits for a project or proposal, and where possible which explain the differing perspectives being heard within the community.



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

- Coordinate with Neighborhood Citizen Service Centers to seek neighborhood partnerships, information, and involvement.
 - Clarify citizen, project owner, and the city's role in responsible civil dialogue on community issues.
 - Continue the tradition of "Community Visioning" to reevaluate community issues, goals, and vision for the future.
-

Related Plans and Policies:

- Matrix of potential public involvement techniques
- S.T.E.P. forum summaries
- Shared Vision Report of Scottsdale Visioning
- CityShape 2020 Comprehensive Report

Housing

VISION STATEMENT

Scottsdale will be a community that embraces a variety of housing opportunities that enhance the character, diversity, and vitality of the city, as well as respect and conserve our Sonoran desert. Our vision is to incrementally, but steadfastly expand housing opportunities for current and future citizens. This involves fiercely protecting our existing stock of housing inventory, while offering support programs to help with improvements and upkeep. It means ensuring that new housing involving public investment of any kind includes a range of pricing options. It also means encouraging builders through incentives to broaden the spectrum of home options in proposed residential developments. Our vision focuses on the people who occupy housing as much as the product itself. Housing options will include a wide range of opportunities for people living and working in Scottsdale, people at different life stages, income levels, and social and physical needs.

Introduction

Since incorporating in 1951, Scottsdale’s housing and neighborhoods have shifted and evolved in response to marketplace trends and family lifestyles. From the early 1950’s through the 1970’s, Scottsdale pioneered creative housing solutions in Arizona, such as town home communities for part-time residents and the “live, work and play” master-planned communities like McCormick Ranch. One-mile planning areas with ranch-style homes, schools as the centerpiece of the area and commercial uses at the edges were the norm for development during these decades.

In the early 1980’s, Scottsdale annexed approximately 105 square miles of county land zoned for low-density housing. With the new land, low cost of living, and Scottsdale’s nationally recognized image as a quality place to live and raise a family, the 1980’s and 1990’s were a period of planning and vigorous building for the north areas of our city. A number of master-planned communities and custom homes on larger lots were built. By the end of 1999, approximately 80 percent of the residential building permits being issued were for custom homes.



The following table shows population and housing differences between 1960, 1980, and 2000. The estimated buildout population of Scottsdale is expected to be less than 300,000.

	1960	1980	2000 estimate
Population	27,000	88,800	212,980
Housing Units (constructed)	9,800	43,900	106,700
Household size (people/dwelling unit)	3.60	3.49	2.26
Median Income	\$7,300	\$21,500	\$63,000
Vacancy/ Occupancy Rates	.85	.90	.88
Home Price (median)	\$15,800	\$60,000	\$198,000

In general, housing in Scottsdale has a higher cost and value than comparable housing in other Valley communities because of the community amenities and quality of life in Scottsdale. While this is beneficial for property and resale values, it makes provision of housing for the full spectrum of Scottsdale’s citizens, our service workers, seniors on limited incomes, and citizens with special social or physical needs, more difficult.

The demographics of our community are changing and land identified for housing development is becoming increasingly limited. Now and in the future we will need to focus attention on the revitalization and preservation of our more mature housing neighborhoods, to seek creative infill development strategies, and to encourage a diversity of housing that accommodates a variety of income levels, households, and socioeconomic needs.

City Government intervention in housing opportunities v. market driven housing

During the Future in Focus public participation process, citizens spoke about the importance of having a diversity of housing opportunities. Housing in Scottsdale is more costly than other Valley communities, giving rise to questions about a good supply of workforce (for example, teachers, police officers, etc.) housing and of people being able to remain in neighborhoods throughout their lives if they choose. Oftentimes however, people are concerned about the aesthetics or character of “affordable” housing, based on individual examples and past experiences with affordable housing “projects”. The General Plan policies support the foundation of high quality, safe and affordable housing throughout the community, however, some feel that housing should be strictly market driven and the government should not be involved.

Scottsdale Values ...

- Housing and neighborhoods that contribute to a sustainable community.
- A community that contains a broad diversity of owner occupied and rental housing types.
- A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities.
- Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods.
- Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here.
- Housing that is energy efficient, environmentally sensitive, and that blends with the city’s natural surroundings.
- “Life cycle” housing opportunities for people to be able to live in Scottsdale throughout their lives.
- Participation in regional efforts addressing the region’s housing needs.



Goals and Approaches



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

- Support existing and future housing rehabilitation and neighborhood preservation efforts.
- Encourage ongoing property maintenance to sustain neighborhood vitality, value, and overall sense of community pride.
- Seek appropriate resources to revitalize and preserve at-risk single- and multi-family developments.
- Encourage rehabilitation of historic residential buildings and remodeling of older multi-unit buildings.
- Continue an active property maintenance, inspection, and code enforcement program in partnership with the community to promote healthy neighborhoods.
- Leverage state and federal funding opportunities for the preservation of high quality, safe and affordable housing.
- Analyze city ordinances and policies that affect housing diversity and availability.

2. Seek a variety of housing options that blend with the character of the surrounding community.

- Maintain Scottsdale's quality-driven development review standards for new housing development.
- Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods.
- Encourage energy efficiency via integration of the city's Green Buildings and Sustainability programs (or future programs) in new housing design.
- Support community dialogue to reassess and streamline the development review process so as to encourage creative housing designs.
- Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.
- Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units.

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

- Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.
- Support programs that will increase home ownership among entry level and moderate-income households who work in Scottsdale.
- Find creative solutions to encourage the development of new housing that is more affordable to entry level and moderate-income households for both homeowners and renters.
- Support reduction of government and regulatory constraints to enhance housing affordability, such as streamlining project coordination and processing time and promoting innovative and creative design.
- Encourage energy efficiency via integration of city’s Green Buildings and Sustainability programs (or future programs) in housing design as a contribution to long-term housing affordability and as a benefit to our environment.
- Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units.

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

- Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.
- Support partnerships whereby builders and/or major employers (in partnership with the city) help provide housing options for Scottsdale’s workforce.
- Encourage the development of work force housing in the new development and expansion of hotels, resorts, and other generators of service-level employment.
- Support the creation and implementation of policies that encourage employers to assist in meeting employee housing needs.
- Support the use of future innovations in technology and telecommunications as a way to remain flexible to changing demographics, community profiles and quality of life choices, including opportunities like home based businesses, telecommuting, on-line shopping, etc.
- Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers or major employment.



- Explore opportunities for new or redeveloped housing to serve the employment base.
- Encourage housing linked/connected to the city's mobility system.
- Work to adjust the housing mix based on changing demographics and economics of the city.

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

- Support policies and programs that provide opportunities for homeowners to update or renovate their homes and examine existing regulations that may be barriers to adaptation of existing homes.
- Encourage community involvement in the maintenance and enhancement of properties and rights of way in residential neighborhoods.
- Coordinate city programs dealing with neighborhood enhancement and support activities that work to revitalize neighborhoods.
- Expect use of relocation benefits to mitigate hardship on individuals and families during redevelopment process relocations.
- Support policies that seek quality housing with affordability for a wide range of income groups when redeveloping properties.
- Support proactive communications with affected residents and business owners during the planning and implementation of redevelopment projects.
- Work to ensure a one-to-one replacement of housing removed by redevelopment projects to maintain long-term housing affordability.



6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.

- Encourage the development of a full range of senior housing while also finding ways to incorporate adjacent service facilities, where appropriate.
- Support efforts to examine city processes and policies to promote opportunities for mixed-use development/structure options.
- Support existing and future policies and techniques that provide housing opportunities to meet the unique housing needs of young working families, the elderly, and disabled.
- Encourage links between housing and adjacent uses, such as senior centers, childcare centers, preschools, youth centers, and other community facilities to provide opportunities for inter-generational connections.

- Integrate elderly and assisted-care facilities into neighborhoods and create connections between residential developments to promote opportunities for inter-generational connections and continuum of care for the elderly.
- Encourage redevelopment activities that provide opportunities to address housing affordability challenges.
- Seek opportunities to locate housing for those citizens with special needs, near transportation services that will make their mobility easier.
- Support existing and future use of federal, state, and local matching funds in partnership with non-profit and social agencies to acquire and rehabilitate multi-family housing in at-risk areas of Scottsdale.
- Support agencies and organizations that provide shelter, housing, and services.
- Support housing that includes services and facilities to meet health care, mobility, child or elder care, youth services, recreation, or social service needs of households.
- Participate actively in identifying regional partners and regional solutions for those special needs that may be most appropriately addressed on a regional basis.



Related Plans and Policies:

- The Five-year Consolidated plan for the Community Development Block Grant and HOME programs funded by the Department of Housing and Urban Development.
- The Agency Plan for the Section 8 Rental Assistance Program
- The Strategy for the Preservation and Creation of High Quality, Safe and Affordable Housing, July 1999.
- Green Building Program and Guidelines
- Great Sonoran Guidelines

Reference:

- City of Scottsdale housing statistics and analyses

Neighborhoods

VISION STATEMENT

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 changes in neighborhoods harmonize with the existing character, by enhancing neighborhoods' defining features, and ensuring their long-term attractiveness and economic integrity, we can create and/or enhance the unique character and special qualities of each neighborhood. The city will welcome Scottsdale citizens as partners in making sure that their neighborhoods are the kind in which they want to live and do business in the future. In most cases, neighborhood preservation and enhancement considerations will take precedence over other competing considerations.

Introduction

Scottsdale is a maturing city with diverse and unique neighborhoods that vary in age, size, character, and composition. Our community values its neighborhoods highly and desires to preserve and enhance them for all citizens who live, work, and visit here. Scottsdale has a long-standing commitment to providing a quality physical and social environment for its citizens. The city has created numerous proactive and innovative means of preserving and revitalizing neighborhoods, such as the Neighborhood Enhancement, Pride, Redevelopment, and Historic Preservation Commissions, the Citizen Service Centers, and a very active Neighborhood Services program. Citizens chose the motto "Enhance Neighborhoods" as one of the Six Guiding Principles for the CityShape 2020 process.

Many of Scottsdale's mature neighborhoods reflect the more traditional neighborhood model where most commercial, educational, and recreational services are either integrated into residential areas or located in convenient proximity. Some of Scottsdale's newer neighborhoods offer limited immediate access to such services, while others promote the distance between residential and commercial and other services as part of a rural lifestyle amenity.

As Scottsdale matures, the city must continue to look at preserving and enhancing its built environment. The preservation, revitalization, and



redevelopment of, and reinvestment in Scottsdale's mature neighborhoods are critical to maintaining and strengthening the health, safety, prosperity and enjoyment of our community. The city will continue to offer advice, awards, incentives, and assistance to those citizens wanting to improve or preserve their neighborhoods. Such a commitment will continue to be of primary importance to the city in the future.

Scottsdale Values ...

- Maintaining and enhancing the community's cohesion through its neighborhoods.

Residential Neighborhood Livability v. Economic Neighborhood Vitality

Scottsdale's future as a desirable place to live, work, and visit, is dependent upon a stable economic base, but equally dependent upon strong, livable neighborhoods. A proposed project of economic vitalization may create negative impacts, such as increased traffic, in the surrounding neighborhoods(s); therefore these two values may come into conflict and must be balanced.

commercial neighborhoods as the community continues to grow and mature.

- The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts.
- Incentive programs that encourage context-appropriate infill development in more mature areas of the city.

- The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity.

- The preservation and rehabilitation of facilities and neighborhoods that are part of our community's diversity.

- The preservation of the community's local historic, archeological and cultural heritage.

- A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas.

- The preservation, enhancement, and revitalization of Scottsdale's residential and

Goals and Approaches

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

- Provide for neighborhood and social service needs for all citizens.
- Provide neighborhood recreation facilities and parks.
- Provide for a range of housing opportunities.
- Maintain balance between neighborhoods regarding resources, public amenities, and burdens of community living.

2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

- Use revitalization and redevelopment tools to help maintain the community's mature neighborhoods, thus sustaining Scottsdale's quality of life and the aesthetics of its built environment. Residential and commercial deterioration in mature neighborhoods reflects negatively on the community as a whole.
- Preserve and enhance Downtown Scottsdale as the commercial, cultural, civic, and symbolic center of the community. This will provide Scottsdale with a link to its historic origins while at the same time allowing the community's downtown core to remain competitive in future local, regional, and international markets through urban revitalization.
- Continue the city's proactive policy of strategic redevelopment intervention in areas that show signs of decline.
- Provide, maintain, and support the legal tools that allow redevelopment to occur in the community.

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

- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Use redevelopment and revitalization techniques to positively impact the visual and aesthetic impressions that tourists, citizens, and the businesses have of the overall city. Citizens, visitors and the businesses evaluate the quality of their Scottsdale experience through visual impressions of the community's built environment. Consequently, revitalization of mature and declining areas in Scottsdale will help to improve the overall impression of our city and encourage economic investment in our community.

see Public Services and Facilities Element
see Open Space and Recreation Element
see Housing Element



see Economic
Vitality Element

see Economic
Vitality Element

see Housing
Element

see Housing
Element

- Revitalize and redevelop aging retail areas in order to maintain Scottsdale’s standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.
- Revitalize and redevelop Scottsdale’s mature employment centers in order to maintain and enhance the health of Scottsdale’s job market. As the community ages, it is necessary to consider the revitalization and redevelopment of employment areas in order to provide for new job opportunities in the Scottsdale market.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale’s local economy.
- Establish appropriate incentives for the development of aesthetically pleasing, infill housing that serves a variety of income levels.
- Encourage “green building” techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.
- Encourage adaptive reuse of existing structures where feasible and context appropriate.

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

- Maintain and expand the Character Area and Neighborhood Plans program developed by the city to recognize, preserve and enhance the unique and diverse neighborhoods found throughout Scottsdale.
- Recognize and mediate the tension between older, traditional neighborhoods with many immediate services, and newer, primarily residential neighborhoods.
- Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods.
- Continue and expand the Citizen Service Center programs that act as city outreach posts for citizens in the most localized areas of all – their neighborhoods.
- Foster long term housing and neighborhood sustainability through preservation, enhancement, rehabilitation, and revitalization of our mature neighborhoods.
- Continue the city’s active Code Enforcement Program (or future programs) to preserve, enhance and promote healthy neighborhoods throughout the city.
- Create, preserve and enhance pedestrian, vehicular, and alternative transportation mode connections and links between the neighborhoods and other neighborhood-supporting land uses throughout the community.
- Improve and maintain the current landscape, sign, and design standards throughout the community.

see “The General
Plan “ section

see Community
Mobility Element

see Character and
Design Element

5. Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale.
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.
- Promote existing developed areas of the community as opportune economic development infill sites.
- Encourage green building and sensitive design techniques and alternatives in conjunction with infill development.



Related Plans and Policies:

- The Downtown Plan (1984)
- The Southeast Downtown Redevelopment Plan (1993)
- The Waterfront Redevelopment Plan (1994)
- The Los Arcos Redevelopment Plan (1996)
- The Downtown Redevelopment Plan (1997)
- CityShape 2020 Comprehensive Report (1992)
- Historic and Archeological Resources Ordinance (1999)
- Scottsdale Sensitive Design Guidelines (2000)
- Scottsdale Green Buildings Program

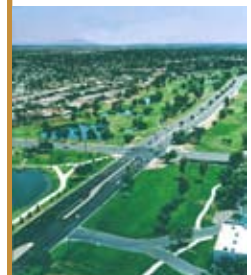
Open Space and Recreation

VISION STATEMENT

Scottsdale will respect and manage its open space resources and recreational amenities and services in ways that sustain and protect the natural environment and wildlife, our mountains, parks, washes, and open space legacy. This philosophy includes a balanced planning approach that seeks ways to conserve natural and recreational resources for the enjoyment of all citizens while meeting the needs of a developing community. The city's parks, recreational facilities, and outdoor amenities will be enhanced to serve current and future generations. A substantial portion of the city will remain as natural open space through citizen initiative, as evidenced by the widespread support of the McDowell Sonoran Preserve. Even in built-up areas, a network of parks, scenic corridors, paths, and trails will provide access to nature and urban open spaces, providing recreation opportunities, ecological benefits, and a source of beauty for residents. The city will continue to be involved in recreational opportunities that meet the needs of special populations - including children, seniors and people with disabilities.

Introduction

Adequate natural and developed open space and recreational facilities are not merely desirable, but are essential to the overall well being of a community. A well-managed system that provides active and passive recreational opportunities is considered an indispensable community feature, one that should be available to all ages on a year-round basis in the city of Scottsdale. The need for this system has resulted from increased leisure time, higher incomes, greater mobility, and an increasing population. Open space in and around Scottsdale is being absorbed at a rapid rate. The growing need for public open space and recreational amenities are a key focus of the city. As a result of this philosophy, the city is aggressively pursuing opportunities to acquire new open space resources and looking into retrofitting existing parks and facilities to accommodate the recreational needs of the future. Currently, the city's open space and park system includes approximately 15,000 acres of developed and undeveloped areas. Ultimately, the city will have 44,000 acres of open space when it is built out.



Special opportunities exist, or will be created, in Scottsdale that will provide these unique assets, such as:

- McDowell Sonoran Preserve
- Indian Bend Wash
- The Sonoran Desert
- Numerous washes, natural or improved (accommodating trails while maintaining the delicate balance with wildlife habitats)
- Scenic vistas and vista corridors, and scenic corridors (some that may also accommodate trails)
- Access to regional open space amenities
- Unique rocks and land forms
- Urban open space that includes regional canals and trails
- Public arts, festivals, art shows
- Active and desert parks
- Multi-use (pedestrian, bicycle, equestrian, etc.) trails (non-paved)
- Multi-use (pedestrian, bicycle, etc.) paths (paved)
- Rare, historic, archaeological and cultural resources

In 1978, the city of Scottsdale created a parks planning system that was based on the park/recreation facilities provided rather than a set number of acres. The system recommended three classes of parks to be provided: neighborhood parks, community parks, and specialty parks. Projected population bases are used to determine future park needs and locations. In Scottsdale, it has been the practice that land developers often participate in the provision of public parks where new population bases are created as a result of the development plan. In the future, provision of land for parks will be a key issue, as fewer large developments will likely take place.

This element establishes a set of integrated visions, values, goals, and implementation strategies that guide decision-making and lead toward the provision of a comprehensive open space system and recreational plan. Furthermore, this element represents an important step in the city's continuing effort to enhance the public's ability and opportunities to enjoy recreation in Scottsdale. These facilities and programs enhance the social, psychological and physical well being of the citizens by providing them with



enjoyable activities and settings in which to spend their leisure time. The park and recreation system of developed open space provides opportunities for active recreation activities. The McDowell Sonoran Preserve provides opportunities for passive recreation activities. The Preserve is discussed more thoroughly in the Preservation and Environmental Planning Element,

but is referenced here for its passive recreation opportunities. When active recreation - field sports, tennis, and basketball - activities are discussed in the Open Space and Recreation Element, it should be understood that these policies do not apply to the McDowell Sonoran Preserve.

Active Recreational Services v. Undisturbed Neighborhoods

Every community wants and needs areas dedicated to active recreation, yet issues of noise, increased street traffic, and sports field lighting emerge as complicating factors. Scottsdale has long valued outdoor recreation as a major component of the lifestyle of the community. Installation of active recreational facilities in developed neighborhoods can have significant negative impacts on surrounding residences. Yet, failure to install new facilities in new growth areas unfairly redirects the recreation facilities - and the related problems - back into neighborhoods where facilities already exist. This may create overburdening of existing parks, and often forces people to travel long distances from their neighborhoods to take advantage of recreation opportunities. Issues like equity of facility location, lighted ballfields in "dark sky" areas of the community, and turf in desert areas of the community complicate the ability to balance recreation planning for the entire community.

The goals and strategies in this element are based on the following planning principles and basic findings of facts or existing conditions:

- A balanced and adequate system of open spaces is essential to this community. The city of Scottsdale is committed to maintaining and improving both active and passive open spaces in the community for the present and future generations.
- Schools contribute significantly to the open space assets of the community. Loss of school open space and facilities would be detrimental to the system and would substantially diminish recreational opportunities in Scottsdale.
- A well-balanced open space system provides more than recreation and leisure opportunities. Open space is a vital component of a balanced, attractive, and desired way of life. In some cases, open space helps residents of urban areas to maintain a connection with nature and their environment.
- Open space softens the visual image of the built environment, and generally provides for an aesthetically pleasing community.
- Increasing population and changing demographic characteristics will continue to impose increasing demands on open spaces and recreational amenities. Limited resources often hamper the provision of recreation programs and facilities.
- Open space offers the opportunity for the city to retain, manage, and interpret the southwestern history and heritage of the past.



- The character and function of open space will be different depending upon the context of the area within which it is located. Again, balance is the key. The city will work to balance the recreational needs of neighborhoods with the neighborhoods' other quality of life considerations, like lighting and noise.
- Open space is often threatened by intense adjacent/surrounding uses, over use, and development encroachment.
- Viewsheds to open space and visual linkages are often in danger as the Valley continues to develop.
- The importance of saving the McDowell Sonoran Preserve is underscored by Arizona Game and Fish, which considers the McDowell Mountains the most significant wildlife habitat in the Valley outside the Tonto National Forest.

Scottsdale Values ...

- Strong community support for preservation of open space and citizens that are dedicated to preserving the city's natural and man-made environment.
- Natural and man-made open space systems and the views of the surrounding landscape for their intrinsic value.
- The availability and development of a variety of high quality recreational opportunities. (such as libraries, golf, tennis, walking, biking, sight seeing, wildlife observation, hiking, equestrian activities, group sports, boating, fishing, skateboard parks, dog parks, pedestrian corridors, and greenways, etc.)
- Access to numerous open space areas including the Indian Bend Wash and the McDowell Sonoran Preserve, and neighborhood parks.
- Social interaction achieved through recreational services and facilities.
- Maximizing resources by using multi-use facilities, i.e., Indian Bend Wash, joint-use school sites, and Community Centers.
- The developing potential of existing open space resources represented by school grounds, flood control areas, and other open spaces.
- Regional cooperation that plans and preserves the region's open space and recreational facilities.
- Utilizing the redevelopment process as a tool to create new open space.



- A comprehensive and connected system that links together existing multi-use trails with developing areas and the natural preserve areas.
- The history of planning the future expansion of recreational facilities, which has played a major role in the development of the existing system and continues to play an important role for future planning.
- Open space and recreational amenities that provide an individual solitude or participating in a group.
- Opportunities to provide recreational amenities that support current population as well as anticipate the desires and needs of future generations.
- A community with numerous recreational facilities dispersed throughout its borders. Such an inventory makes expansion and linking of these easier and more rewarding to the residents of the city.
- The recognition and support of the constitutionally-guaranteed private property rights and opposition to any practice or program that would result in a violation of those rights or the taking of property without due process and equitable resolution.

Goals and Approaches

1. **Protect and improve the quality of Scottsdale’s natural and urban environments as defined in the quality and quantity of its open spaces.**
 - Provide ample opportunity for people to experience and enjoy the magnificent Sonoran Desert and mountains, balancing access with preservation.
 - Provide a variety of opportunities for passive and active outdoor recreational activities, such as hiking, horseback riding, mountain biking, rock climbing and wildlife observation.
 - Provide opportunities for education and research on the Sonoran Desert and mountains, and the history and archaeology of the community.
 - Provide access areas of sufficient size and with adequate facilities for public use and open space system access.
 - Develop a non-paved public trail system for hiking, mountain biking, and horseback riding and link these trails with other city and regional trails.



see Economic
Vitality Element

- Restore habitat in degraded areas (burned, grazed, vehicular damage) of the McDowell Sonoran Preserve to its undisturbed condition including plant species diversity and natural ecological processes.
- Support tourism in the community by providing public scenic-outdoors-educational-recreational opportunities for visitors.
- Designate viewsheds and consider them when approving development.
- Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.
- Relate the character of open spaces to the uses and character of different areas of the city.
- Preserve and integrate visual and functional connections between major city open spaces into the design of development projects.
- Evaluate open space design with these primary determinants: aesthetics, public safety, maintenance needs, water consumption, drainage considerations, and multi-use and desert preservation.
- Integrate utilities and other public facilities sited in open spaces into the design of those open spaces, with consideration given to materials, form, and scale.
- Protect the visual quality of open space, unique city characteristics, and community landmarks.
- Preserve scenic views and vistas of mountains, natural features, and rural landmarks.
- Protect and use existing native plants, the design themes of character areas within which they are sited, and response to local conditions in landscape designs.
- Permanently secure an interconnected open space system to maintain visual and functional linkages between major city open spaces. This system should include significant Scottsdale landmarks, major drainage courses, regional linkages and utility corridors.
- Apply a **Scenic Corridor** designation along major streets to provide for open space and opportunities for trails and paths. This designation should be applied using the following guidelines:
 - * There is a need for a landscaped buffer between streets and adjacent land uses.
 - * An enhanced streetscape appearance is desired.
 - * Views to mountains and natural or man-made features will be enhanced.
- Consider Buffered Roadways to provide the streetscape with a unique image that should also reduce the impacts of a major street on adjacent parcels. This type of designation is primarily an aesthetic buffer.
- Apply a Desert Scenic Roadway designation along the one mile and a half mile streets within the Environmentally Sensitive Lands Ordinance (ESLO) district that are not classified as scenic Corridors or Buffered Roadways to maintain and enhance open space along roadways in ESL areas.

see Open Space map
for locations

see Character and
Design Element

see Character and
Design Element

see Case 1-GP-2004
for detail

- Apply up to a 100 foot scenic buffer along streets within and adjacent to the Recommended Study Boundary of the McDowell Sonoran Preserve on undeveloped (as of 10-04-2005) properties of 25 acres or larger.
- Promote project designs that are responsive to the natural environment, people's needs, site conditions, and indigenous architectural approaches to provide unique character for the city.
- Continue to work with developers in designing land use plans that respect the topography, view corridors, wildlife corridors, and open space that exists. Where possible, enhance existing viewsheds as areas are developed and redeveloped.

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

- Continue to encourage active citizen involvement in the development and management of open space.
- Provide a mechanism that receives and responds to public comments on the design, effectiveness and condition of sites and facilities.
- Provide a comprehensive program of consistent and effective operations and maintenance for all open space and facilities.
- Implement innovative policies and practices that support the city's leadership in environmental affairs.
- Investigate and implement techniques that minimize use of chemicals in maintaining turf and landscape materials in developed open space areas.
- Maintain all public open space and recreational facilities, so they are safe and convenient for users.
- Maintain significant open space within the urban core of the city.
- Enhance the open space connections within Downtown.
- Create usable open spaces from existing street rights-of-way, widening sidewalks, realignment, developing trails, etc.
- Promote "docent" or "steward" programs for the city's public open spaces. Build upon the existing programs for the McDowell Sonoran Preserve, adopt a street, and Friends of the Scenic Drive.
- Promote three distinctive types of open spaces through acquisition, dedication, or "set aside":
 - * Passive natural open spaces that will preserve wildlife habitat and view corridors and sensitive historical/archeological sites, and provide areas for low impact recreational activities, such as hiking, bicycling, mountain and rock climbing, and horseback riding.
 - * A system of contiguous open spaces, accessible from Scottsdale neighborhoods, that connect the desert, mountains, washes, and canal system.
 - * Park space and facilities for active recreational activities, such as softball, tennis, basketball, volleyball, swimming, and equestrian pursuits.



see Community
Mobility Element



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

- Encourage landowners with land suitable for future development to dedicate park space in advance at locations where there is an existing neighborhood park shortage or need to preserve open space, natural features or scenic views with the provision of credit toward future development.
- Provide incentives, where appropriate, to promote the dedication of natural area open space by property owners.
- Require the dedication of land by developers when the property to be developed is adjacent to an existing open space, park site or area otherwise identified as high priority for open space uses.
- Identify revenue sources and increase revenues, where possible, which can be allocated to open spaces and parks operating budgets and capital improvements.
- Encourage public acquisition of natural area or developed open space through direct purchase, purchase of development rights, or purchase of open space easements.

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

- Support and encourage Maricopa County, the Maricopa Association of Governments (MAG), State of Arizona, Tonto National Forest, and appropriate federal agencies and established private entities to acquire, develop, protect, maintain and operate existing and new open space in and around Scottsdale.
- Support other agencies in the development of regional pedestrian / bicycle/multi-use trails.
- Cooperate with other public and private agencies on the planning and development of open space sites and facilities located adjacent to city boundaries.

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

- Broaden citizen participation by the community in all phases of the planning and delivery of recreational open space.
- Encourage the expanded use of private resources and resources owned or controlled by public entities other than the city, which are suitable for recreational purposes.

- Conduct an ongoing, systematic assessment of recreational facility needs and preferences in recreational programming.
- Use parks and green space systems as primary elements in planning for long term sensitive growth planning, endangered species protection, and watershed protection by placing important natural areas in the public domain.
- Consider a wide range of recreational uses, including equestrian and bicycle uses during park planning.
- Pursue unique opportunities to acquire additional land having recreational possibilities at minimum costs.
- Prioritize new facilities based on those areas indicating the greatest need (i.e. overcrowding or unavailable resources).
- Encourage multiple use functions at recreational facilities - educational, recreational, etc.

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

- Continue close cooperation with the school districts for joint planning, design, development and use of open space and recreational facilities on or next to schools.
- Encourage the school districts to retain school sites used for community open space and recreational programs. When financially feasible, consider acquisition or joint use of sites and suitable facilities that are declared surplus if they are needed to maintain neighborhood open space accessibility.
- Where possible, locate parks and recreational spaces adjacent or contiguous to school grounds to encourage the maximum use of both properties. Supplemental recreational opportunities are available at most school sites. (see next bullet)
- Make school site recreation facilities (basketball courts, playgrounds, tennis courts, fields, etc.) available, wherever possible, and encourage joint use of park, school, and library sites by the city and School Districts.
- Promote school site design that encourages non-motorized travel for students and personnel by accommodating direct links between schools and neighborhoods in a manner that minimizes exposure to vehicles.



see Community
Mobility Element

7. Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Scottsdale's parks and recreational facilities are an important part of what makes the city a desirable place to live. The city is committed to continued investments in its infrastructure and public facilities, as resources are available. This commitment requires a strong emphasis on maintenance, rehabilitation, and modernization. The city is also committed to providing new services in areas that are under-served, and in areas where change is expected in the future. New parks and recreational amenities will help the city sustain its position as a model for public service delivery. The following policies, unless specifically noted, do not apply to the McDowell Sonoran Preserve.

- Where appropriate, maintain existing recreational facilities in public ownership to prevent potential shortages in the future.
- Design and construct new community facilities to have flexible functions to ensure adaptability to the changing needs of the community.
- Explore ways to expand the space available in the community for cultural interests.
- Develop improvement plans for the maintenance, restoration and enhancement of community recreational facilities, and keep these viable community assets by investing the necessary resources.
- Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs through Capital Improvements Plan.
- Make infrastructure improvements on public open space only when these improvements are consistent with the goals of protecting and conserving the natural environment.
- Maintain and enhance existing park and recreational facilities.
- Seek opportunities to develop new parks and recreational facilities to meet the growing needs of residents and visitors of Scottsdale.
- Reflect the unique features and lifestyles of the surrounding neighborhoods in the character of parks and schools.
- Provide neighborhood parks that are easily accessible to local residents and provide basic recreational opportunities.
- Locate community parks where they are accessible from relatively long distances. Community parks concentrate a broad range of recreational activities for major portions of the city. Some community parks also include human service facilities.
- Provide unique recreational opportunities through specialty parks. These activities may range from riding the railroad at McCormick Railroad Park, to rock climbing and horseback riding, to simply enjoying the beauty of the natural desert.
- Locate parks to enhance unique landmarks and environmentally significant areas.
- Provide desert appreciation roadside areas or scenic view points, along scenic corridors.



- Provide trailhead facilities that provide parking and trail access for users where needed and appropriate.
- Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities.
- Provide tourist destination attractions of a recreational, historical, or archaeological nature.
- Parks should be located to enhance unique landmarks and environmentally significant areas.
- The method for determining basic park and school needs should be uniformly applied to all areas of the city. Character Plans may dictate the types of parks or facilities to be built.
- Optimize the use of existing parks and recreational facilities.
- Recognize that there are potential conflicts between providing recreational opportunities for citizens and professional sports teams.

see Economic
Vitality Element

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

Accessibility refers to the location of facilities, their design, and the availability of transportation to reach them.

- Seek to provide new facilities in areas that currently lack them.
- Adapt existing facilities to ensure their accessibility to all persons.
- Strategically locate public facilities and parks to serve all neighborhoods in the city.
- Provide parks to allow for a variety of recreational opportunities to meet the needs of all areas of the community.
- Facilitate access to parks and community facilities by a variety of transportation modes including bicycle, pedestrian, and transit provisions to reduce reliance on the automobile. Ensure that there are bicycle and pedestrian links to recreational facilities and equestrian connections for riders to access open space riding areas.
- Facilitate access to educational, recreational, and cultural services by targeting programs for residents with special needs.
- Provide fully accessible public facilities to all residents and visitors.
- Ensure that all-major recreational facilities and programs are easily accessed by the area transit system.

see Community
Mobility Element



Parks and Trail Definitions

There are many categories of parks proposed in this open space and recreation system including Neighborhood Parks, School/Parks, Community Parks, Specialty Parks, Desert Character Parks, and School Sites. The individual parks may vary from one type to another as their surroundings change. Multi-use trails are also an important part of the city's open space and recreation system. In addition, the McDowell Sonoran Preserve provides opportunities for passive recreation areas. The city of Scottsdale Vision 2010 Parks Master Plan provides more detail about parks and recreation facilities for the city. Copies are available through the city's Parks and Recreation Department. The Preservation Department can provide more information about the McDowell Sonoran Preserve.

The parks and trail component of the open space and recreation system are generally defined as:

Neighborhoods Parks

- Purpose:** Provide primary recreation services and facilities that are easily accessible and available to local residents.
- Park size:** 7-20 acres
- Area served:** A single neighborhood or several neighborhoods, depending on the location of the park.
- Location:** Preferably adjacent to elementary schools, neighborhood centers, or other gathering places. Near the center of the service area, with good pedestrian, bicycle and vehicular access.
- Access:** Principally pedestrian and bike. When located next to schools, may have drive-in traffic due to availability of youth sport fields for leagues.
- Examples:** Pima Park, Paiute Park

School/Parks

- Purpose:** Provide a range of recreational services and facilities to several neighborhoods that are served by an elementary or middle school. Shared amenities may include lighted facilities and lighted sports fields.
- Park size:** 7-20 acres
- Location:** Central to a group of neighborhoods and adjacent to a school facility. The School/Park should be within reasonable driving distance of all households in the service area.
- Access:** Pedestrian, bike, and vehicular. Should have direct access from a collector level (or larger) street.
- Examples:** Sonoran Hills Park, Grayhawk Neighborhood Park

Community Parks

- Purpose:** Centralize a full range of recreational activities for major portions of the city with the capacity of accommodating large group reservations. Community parks generally feature a community center building designed to meet multi-generational recreation needs, and lighted recreational amenities and lighted sports fields.
- Park size:** 20-80 acres
- Area served:** Several neighborhoods or total city planning unit.
- Location:** Preferably central to a group of neighborhoods, where possible, adjacent to a Middle School or High School. Park should be within reasonable driving time of all households in the service area.
- Access:** Principally auto and bike. Should have direct access from a collector street (or larger) and not through a residential area.
- Examples:** Chaparral Park, Eldorado Park

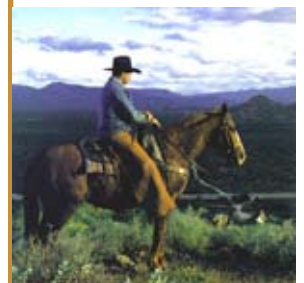
Specialty Parks

- Purpose:** To provide specialized facilities and to preserve significant unique features of the community, including environmentally sensitive areas.
- Park size:** Variable
- Area served:** The entire city and beyond
- Location:** When necessary to capitalize on an existing facility or feature, or where a specialized activity can best be provided to serve interested persons.
- Access:** Variable – may require high degree of access, e.g. baseball stadium or may require controlled limited access, e.g. wildlife preserve.
- Example:** McCormick-Stillman Railroad Park

Desert Character Parks

With the October 1999, Scottsdale Desert Parks Design Guidelines, the city established criteria for the design and construction of parks that consider the unique qualities of desert areas and provide direction for expansion of the park system to serve the residents of these areas.

Design of desert parks emphasizes the unique Sonoran Desert environment through minimal site disturbance, desert-responsive architecture, and a sensitive approach to lighting. Toward this end, all parks should embody the character of the desert, reinforced through sensitive site planning, native landscape materials, appropriate architecture, and the preservation of significant natural areas within the park. All facilities are integrated into and are, in fact, part of the desert environment.



Selection of appropriate park sites and the development of suitable recreation activities are critical first steps in park development. When considering a potential park site, the following criteria should be evaluated:

1. Local Context
2. Topographic suitability
3. Proposed programs
4. Appropriate access



Neighborhood and Community Desert Parks should include playgrounds, ramadas, tennis, basketball and volleyball courts, soccer softball, and multi-use fields, and multi-use rooms. Pet amenities should also be a consideration. These facilities would be centrally located to the population base they are intended to serve. Lighting should be sensitively considered.

Specialty Desert Park facilities could be similar to what is planned for Pinnacle Peak. These may include trailhead parking areas, desert open space preserves, multi-use trails, interpretive trails, equestrian centers, mountain biking course, rest rooms, small classrooms for outdoor education, interpretive and museum-like center and demonstration gardens. These would be located to preserve public access to most sensitive or unique natural or cultural features in the area.

School Sites

Schools usually include recreational facilities that are programmed for youth and adult activities in the evenings and on weekends. Many school sites are associated with neighborhood or community parks.

Trails

The city's goal is to develop and maintain a citywide interconnecting network of trails to provide valuable recreation and transportation opportunities for city residents and visitors. Trails can function as transportation and recreation links between schools, residential areas, parks, employment centers, shopping areas, and other areas of interest. Trails also provide hikers, walkers, joggers, equestrians, and mountain bikers opportunities to improve health and fitness, spend time with family and friends, enjoy the natural environment, and escape the stresses of everyday life. Where possible, trails will connect to neighborhoods or serve as destinations. Where practical, parks will be used as staging areas for trails into desert or mountain preservation areas. Trails are also addressed in the Open Space and Recreation Element and the Community Mobility Element.

Related Plans and Policies:

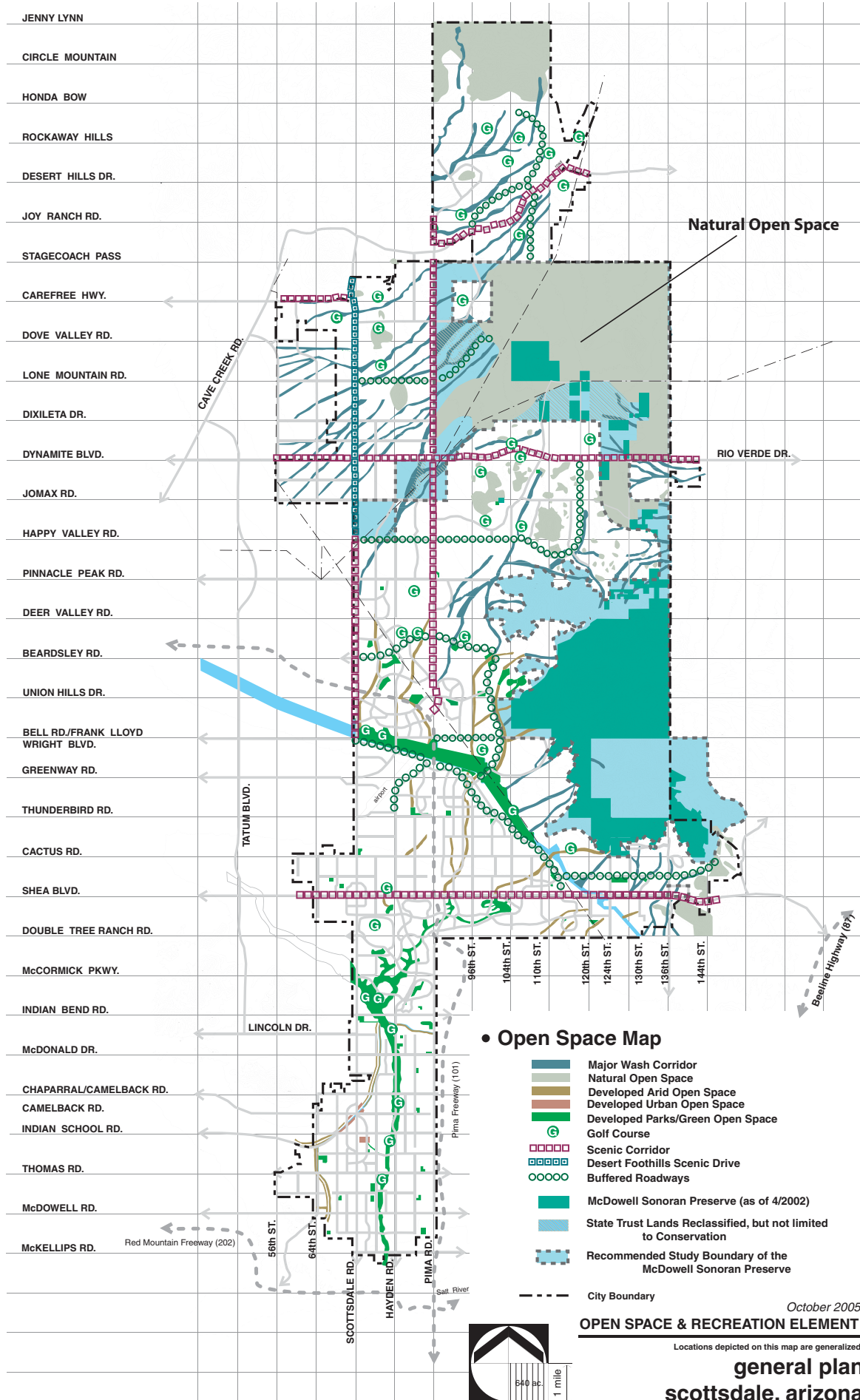
- Vision 2010: Parks Master Plan
- Desert Open Space System Plan (11/1997)
- Scottsdale Desert Park Design Guidelines (10/1999)
- Desert Preservation Task Force Report (4/1997)
- Golf Course Policy (1997)
- Design Standards and Policies Manual
- Trails Master Plan (estimated completion 2002)
- Scenic Corridor Policy (2001)
- Maricopa Association of Governments (MAG) Desert Spaces Plan (1995)
- MAG Desert Spaces Environmentally Sensitive Development Areas Policies and Design Guidelines (6/2000)
- MAG Regional Off-Street System Plan (2001)

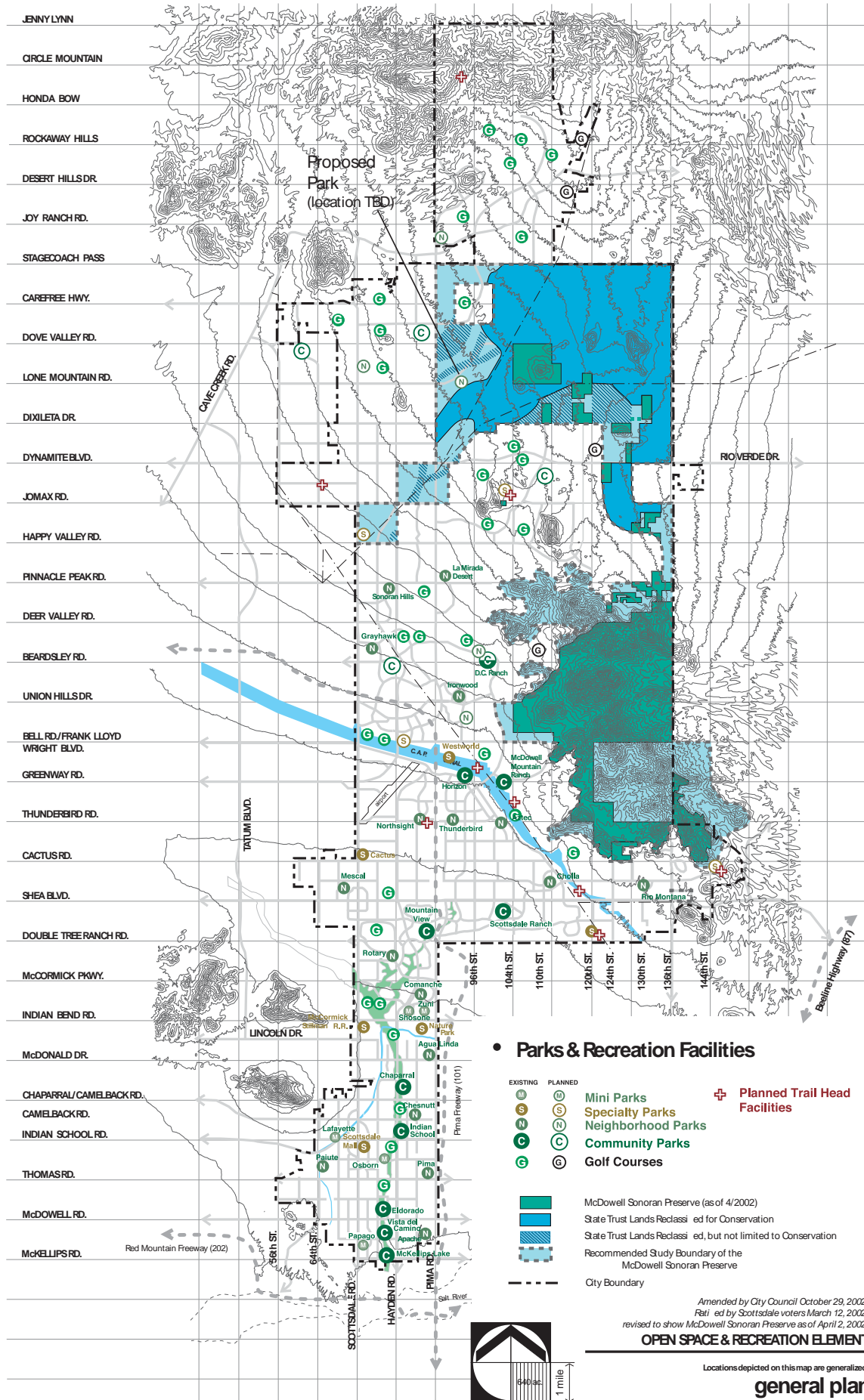
Reference:

- Parks and Schools map
- Existing Trails map/information
- McDowell Sonoran Preserve status map
- ESLO Landforms map
- Preserve Access Areas Report

Element Graphics:

- Open Space Map
- Parks and Recreation Facilities map





Preservation and Environmental Planning

VISION STATEMENT

Scottsdale is a community that embraces conservation and preservation of the environment. Because of its rich history and legacy of long-range thinking, it has a particularly handsome endowment to protect and retain. Scottsdale will continue its environmental stewardship partnership with the public. We commit to preserving the Sonoran Desert and mountains for the purpose of maintaining scenic views, ensuring protected habitats for wildlife and desert plants, protecting archaeological and historical resources and sites, and providing appropriate access for educational and passive outdoor recreational opportunities for residents and visitors. Scottsdale will be a community that offers our residents and visitors a healthy, safe, clean and sustainable environment. Its policies and programs will foster energy, land, and water conservation, reduced solid waste generation, cleanup of contaminated sites, and participation in finding solutions to regional environmental issues. The city's decision makers will work to conserve elements of the natural environment where possible and restore areas where past development has degraded it.

Introduction

Scottsdale citizens have often affirmed that one of our community's highest priorities is preserving and protecting the environment. Scottsdale's distinctive natural resources and environment contribute to our quality of life and the community's economic vitality. Natural resources and the natural environment are not inexhaustible commodities to be exploited, but are valuable assets to be judiciously used and wisely managed for the benefit of present and future generations. These resources are essential components of life including land, air, habitat, water, and energy.

The protection and conservation of these distinct and valuable resources is everyone's responsibility. Environmental stewardship means that Scottsdale has a responsibility to manage local resources, now and in the future, to assure a healthy and productive environment. Individual citizens, businesses, and the government working together can achieve it. This is a widespread issue that requires Scottsdale to work judiciously with other cities and interest groups.

Scottsdale must also comply with Federal and State mandates, such as the Clean Air and Clean Water Acts.

Landforms

Land is the first resource that most people think of in the natural environment. The existing character of the land can be described as four different landforms: hillside, upper desert, lower desert and valley floor with each containing several conditions that define the character of that landform. The sensitivity of each landform to development varies. If development of the more environmentally sensitive lands is unchecked, fragile and valuable natural assets will be degraded or destroyed.

Hillside Ordinance and ESLO

Reflecting strong community sentiment to protect the McDowell Mountains and retain areas of natural desert, the city adopted zoning regulations in 1977 called the Hillside Ordinance. This ordinance established where development could occur on desert and mountain lands and focused on no development on high mountain slopes. The ordinance was challenged soon after it was adopted. The Appeals Court declared the Hillside Ordinance unconstitutional, and the Arizona Supreme Court upheld that decision in July 1986. Scottsdale used interim ordinances giving landowners the option of continuing to use the Hillside District standards while the city worked on a new ordinance between 1986 and 1991. The Environmentally Sensitive Lands Ordinance (ESLO) was adopted by Scottsdale in February 1991. ESLO was designed to control development in fragile desert lands and mountains in 134 square miles of land in northern parts of Scottsdale. In 2001, the city took another look at the ESLO, and has made some changes to the Ordinance.

see landforms map and graphic in Reference Guide

Land Preservation v. Density Intensification

Scottsdale is vigorously committed to preserving land in its natural state for purposes of growth management, environmental protection and intrinsic aesthetic appeal. Reducing the amount of acreage made available for residential and commercial development does not, however, automatically stem population inflows or reduce the burden of providing necessary services and Scottsdale is an attractive destination for people to visit and to live. Thus, land preservation can increase the pressure to intensify land uses in already developed portions of the community and closer to city core areas, and for infill development that fits the neighborhood context.

McDowell Sonoran Preserve

In 1990, Scottsdale citizens initiated the preservation of the McDowell Mountains and Sonoran Desert. The vision was to create an integrated desert open space system - the McDowell Sonoran Preserve - consisting of mountains, desert, and natural corridors linking open spaces in Scottsdale with open spaces adjacent to Scottsdale. The purpose of the Preserve is:

- to maintain scenic views
- to preserve habitat for wildlife and desert plants
- to protect archaeological and historical resources and sites, while ...
 - * providing appropriate public access for educational purposes, and
 - * providing passive outdoor recreational opportunities for residents and visitors.

The Preserve will be left in as pristine a state as possible to maintain for this and future generations a nearby natural desert refuge. The voters of Scottsdale passed three election propositions about funding the purchase of land for the McDowell Sonoran Preserve. The first was to increase sales tax to pay for land acquisition and the second and third to allow the use of bonds to acquire land (using proceeds from the Preserve tax). The total land area proposed for the McDowell Sonoran Preserve is 36,400 acres, about 1/3 of the city's total land area. Sixteen thousand six hundred acres of this area is State Trust land, which was under application under the Arizona Preserve Initiative (API) for reclassification to "suitable for conservation" by the State Land Department. On August 30, 2001, the State Land Commissioner reclassified approximately 11,390 acres as suitable for conservation with a deed restriction on the land to ensure that the property purchaser would conserve these lands. An additional 1,630 acres were reclassified as suitable for conservation; however, no deed restriction has been placed on these lands. The State Land Commissioner did not reclassify approximately 3,543 acres. All of the land remains in the McDowell Sonoran Preserve Recommended Study Boundary (RSB) as shown on the maps in the General Plan.

Much of Scottsdale's reputation for the quality of life in our community is built upon the unique environmental solutions found to overcome problems in the past. The need for a storm water drainage channel became the world-renowned Indian Bend Wash. The need to preserve the natural beauty of the McDowell Mountain tops, hillsides, and Sonoran desert areas resulted first in the Hillside, ESLO, and Native Plant Ordinances and more recently in the purchase of Preserve lands to protect against development of these sensitive environments. The city's innovative Green Buildings program continues the tradition of sustainable desert living. Historical and cultural preservation represents a responsibility of Scottsdale citizens to maintain unique and significant structures and areas established in the past for the use, instruction, and enjoyment of future generations.



Within its urban environment, Scottsdale uses common open spaces to serve a variety of functions, such as recreation, aesthetics, and flood control. The continual enhancement and conservation of the open space system is essential to the long-term viability of the city. Throughout Scottsdale, several types of open space create different experiences. The McDowell Sonoran Preserve is an effort to secure large continuous tracts of natural open space. Indian Bend Wash serves as a recreation and flood control spine as well as a significant neighborhood park system. Small parks next to schools allow for dual use by the neighborhood and school. Preserved desert washes help maintain the lush desert character and wildlife corridors in new developments.

Scottsdale's future is dependent upon a sustainable approach to planning that includes consideration of environmental opportunities and challenges at the earliest stages and throughout the planning process. Unique opportunities in our region, such as the abundance of solar energy, have been underutilized. At the same time, the issue of finite resources, such as water supply and the shrinking area of native desert and mountain environment, has only recently received the attention it deserves.

Future challenges will require innovative environmental solutions:

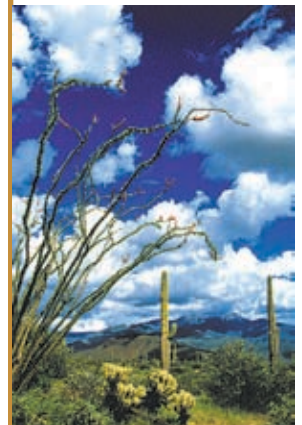
- Developing a built environment that is sustainable and in harmony with the natural environment.
- Redeveloping, restoring, and revitalizing existing neighborhoods, infrastructure, retail commercial and residential areas in the city in ways that are environmentally sustainable.
- Implementing the acquisition of land for the McDowell Sonoran Preserve.
- Preserve and improve the quality of the air we breathe.
- Providing an ensured, safe, and assured supply of water far into the future.
- Developing affordable and sustainable energy supplies without polluting our air, water and land. (Perhaps capitalizing on solar energy)
- Sustaining economic vitality without congesting roads and polluting the air.
- Balancing preservation of land, including urban open spaces, with provision of appropriate recreational opportunities.

This element translates the values and vision of the community into a set of concrete goals to achieve an environmentally sustainable community. This element infuses the importance of environmental sensitivity into the city's planning efforts. The goals and approaches are outlined to ensure that environmental stewardship occurs in a way that is beneficial for economic development and tourism, while maintaining a high quality of life for our citizens. They reflect both local opportunities and contributions that Scottsdale can make to stewardship beyond our boundaries.



Scottsdale Values ...

- The best possible management of our finite and renewable environmental, economic, social, and technological resources to ensure that they exist to serve future needs.
- Maintaining or improving the level of services, environmental quality, economic vitality, and access to amenities that contribute to the quality of life Scottsdale offers today.
- The use of renewable energy resources like solar energy.
- Development that incorporates sustainable and healthy building practices and products.
- The protection of the natural Sonoran Desert environment.
- Implementation of proactive environmental programs and conservation practices (such as ESLO, Native Plant Ordinance, Indian Bend Wash, and the McDowell Sonoran Preserve, Golf Course Policy, etc.).
- The development of partnerships with regional jurisdictions, educational institutions, and State and Federal agencies to meet environmental challenges.
- Protection and orderly use of our natural and historical resources.
- The character of Scottsdale as defined in large part by the surrounding Sonoran Desert and mountains, and natural and man-made amenities.
- Intelligent integration of urban and rural development into the ecosystem as evidenced by:
 - Improved water and air quality.
 - Increased biodiversity.
 - Bringing open spaces within walking distances of every home.
 - A close and supportive relationship among and between natural resources, environmental quality and the economy of the area.
 - Restored ecosystems protected from future degradation and decline.
 - Protection of the character of the Sonoran desert.



Goals and Approaches

- 1. Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.**
- 2. Enhance the quality of life in Scottsdale by safeguarding the natural environment.**



- Retain Scottsdale's image and heritage of the Sonoran Desert.
- Implement the acquisition of land for and the ongoing maintenance of the McDowell Sonoran Preserve.
- Preserve the unique, rare and significant features of Scottsdale's natural environment.
- Encourage developments to retain and integrate the desert ecosystem where appropriate.
- Educate landowners on their preservation options.
- Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area's ecology.
- Protect historical and archaeological resources.
- Maintain scenic views to preserve the aesthetic values of the area for all to enjoy and for its contribution to the quality of life for residents and visitors.
- Manage natural resources by cooperatively using the best ecological, social, and economic information to enhance, restore, and sustain the health, productivity and biodiversity of our Sonoran Desert ecosystem.
- Integrate environmental quality protection into all phases of local planning and policy implementation.
- Encourage cooperation among natural resources management agencies, other professionals and local school districts in developing environmental education materials and outreach programs.
- Implement innovative policies and practices that support the city's leadership in environmental stewardship.

- 3. Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.**

- Develop programs to attract environmentally sensitive industry to Scottsdale.
- Encourage local industry to adopt water and energy conservation measures that would minimize impacts to the environment in their operations.

- Promote public and private partnerships to reduce natural resource consumption through aggressive conservation, reuse, and recycling programs.
- Lead through city government being an example of natural resource conservation practices.
- Investigate and implement techniques, which minimize use of chemicals in maintaining turf and landscape materials, for example, in parks and golf courses.
- Encourage retention of the 100-year floodplains as natural drainage ways without permanent construction, rechannelization (where possible), and bank clearing or straightening.
- Manage watersheds to protect, restore and maintain the integrity of streams, washes and floodplains, their multiple biological, physical and social values.
- For flood control channels, a high priority in the design criteria should be placed on:
 - Sensitive aesthetic treatment.
 - Multiple uses that harmonize with the character of the adjacent neighborhood.
 - Impact on habitat.

4. Reduce energy consumption and promote energy conservation.

Energy includes electricity and fuels for transportation heating and cooling. In Scottsdale, the most viable renewable energy resource is solar energy. Other sources of renewable energy sources are water- and wind- generated, however, Scottsdale has no significant sources of water- or wind- generated energy production. Natural Gas is a non-renewable source of fuel that is used widely as a fossil fuel alternative.



- Promote mechanical, physical, and natural energy conservation measures.
- Use natural properties (sun, shade, thick walls, insulation, etc.) for building cooling and heating systems.
- Use landscaping that contributes to energy conservation in commercial and residential environments.
- Increase the use of natural and man-made shading for parking lots, streets, and pedestrian areas.
- Promote solar energy opportunities in building and site design.
- Seek ways to assure solar access potential.
- Promote the use of energy efficient lighting sources in interior and outdoor lighting areas.
- Encourage the commercial and residential sectors to consider energy conservation in design and construction.
- Conserve fuel in city vehicles, and promote fuel conservation through education and example.

see also the Public
Services and
Facilities Element



- Encourage the use of alternative-fuel city vehicles.
- Use landscaping and stabilizing paving materials other than black asphalt to reduce the “heat island” effect and reduce need for cooling fuel use.
- Reduce energy consumption per capita by using passive and active design and technology to capitalize on the natural energy resources available in the desert southwest.
- Minimize energy consumption in the provision of municipal services without affecting the quality and quantity of services.
- Promote energy conservation measures in the maintenance and operation of city facilities and equipment.
- Reduce energy consumption by using land use and design policies for new and revitalized buildings.
- Explore emerging energy technologies and use them whenever possible.
- Promote energy conservation education throughout the community.

5. Conserve water and encourage the reuse of wastewater.

- Continue and expand the current water conservation program and investigate feasibility of using reclaimed wastewater for irrigation and water features throughout the city.
- Consider multiple use of facilities when planning resource conservation programs, including the integration of recharge sites with natural habitat.
- Continue the development of the effluent reuse system, and management policies to guide efficient use of reclaimed water.
- Review future development impacts on water use and encourage development design that fosters water conservation.
- Encourage the retention of mature native trees as they use less water to maintain.
- Encourage landscape improvements, which limit the amount of turf area (to “people places”) and make optimal use of indigenous desert plants.
- Recognize the necessity for reduced water consumption per capita in the desert setting, as well as maintenance/improvement of total water quality.
- Protect local water supply sources.
- Reduce reliance on imported water in the city’s total water supply through water conservation.
- Promote residential and commercial water conservation.
- Minimize the amount of water loss by maintaining an efficient distribution system.
- Reuse treated wastewater whenever it is permitted and cost effective to do so.
- Use the city’s Water Campus as an environmental education center to foster public awareness and acceptance of water reuse and wastewater reclamation.

- Increase recycled water use by local industries and increase groundwater recharge rates.
- Develop programs to attract environmentally sensitive businesses to Scottsdale and to encourage area wide businesses to adopt water-conserving measures.
- Reduce the rate of growth in residential water consumption per household through educational programs and perhaps incentive programs in the future.
- Protect the region’s water resources and assure the sensitivity of development to environmental features.
- Integrate water-harvesting techniques into site planning and design for large-scale landscapes including parks, schools, commercial sites, parking lots and apartment complexes.
- Explore and promote the use of gray water.

6. Ensure the quality of our groundwater and surface water supplies.

- Continue efforts to remediate groundwater contamination and implement preventative measures to avoid future contamination of groundwater resources.
- Monitor storm water runoff to identify opportunities to reduce surface water pollution.
- Educate citizens on best management practices for preventing storm water pollution.
- Provide drinking water that meets or exceeds Federal drinking water standards.
- Develop new and use existing partnership programs between public agencies and private citizens to monitor the city’s water quality.

7. Promote local and regional efforts to improve air quality.

- Reduce automobile emissions through traffic management and mobility system improvements.
- Use land use strategies, like creating “live, work, play” relationships or mixed-use structures to reduce air quality impact.
- Expand opportunities for citizens to live in close proximity to work.
- Reduce emissions for city fleet vehicles.
- Promote ridesharing, the use of non-auto travel modes (walking, biking, horseback riding, roller blading, etc), tele-work, and off-peak traveling in order to reduce traffic congestion, energy consumption and air pollution.
- Actively participate in regional discussion about coordination and funding questions regarding air quality improvements.
- Participate in regional efforts to encourage ridesharing and off-peak commuting.



see Community
Mobility Element

see Land Use and
Community Mobility
Elements

see Community
Mobility Element

see Community
Mobility Element

- Support the development of programs that allow traffic reduction incentives, such as flextime, transit passes, ridesharing, free parking, telecommunications, etc.
- Provide carpooling and transit information to the general public.
- Support completion of the bikeway system.
- Develop partnerships with other communities, agencies and the State to implement alternative fuel demonstration projects. (Existing city/School District partnership.)
- Promote regional mass transit opportunities that provide appropriate links to Scottsdale's bus system and transit facilities.
- Promote efforts for better air quality, to enhance the environment and protect health and welfare.
- Maintain regional compliance with air quality standards.
- Provide for healthy indoor air quality in city and public facilities.
- Encourage the use of alternative-fuel city vehicles and non-gasoline equipment (e.g. leaf blowers) to reduce emissions and improve air quality.

8. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

- Reduce waste and encourage recycling and reuse of resources.
 - Develop and implement citywide recycling programs.
 - Encourage the commercial and industrial sectors to establish recycling programs for paper, cardboard, and other materials.
 - Consider establishing waste-to-energy facilities as part of the solid waste management plan.
 - Establish policies and regulations to minimize waste generation through effective waste reduction, reuse, and recycling; and through expanding demand for recycled products.
 - Encourage and develop markets for recycled materials.
 - Develop and implement a comprehensive, regional hazardous waste handling, transportation and remediation plan, which includes enforcement procedures and non-compliance penalties.
- Promote the safe storage of hazardous materials in locations that do not endanger neighborhoods.
- Promote partnerships through public and private agencies to reduce natural resource consumption through aggressive conservation, reuse and recycling programs.
- Develop incentive programs to reduce energy and water consumption in the collection and transport of solid waste.
- Minimize the consumption of non-renewable fuel required to travel to garbage disposal sites by using alternative-fuel vehicles.
- Explore opportunities for expanded recycling opportunities for commercial and institutional uses.



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

- Enhance, restore, and sustain the health, productivity and biodiversity of our Sonoran Desert ecosystem through native plant retention.
- Retain and preserve native plants to retain a Sonoran desert character.
- Encourage the retention of mature trees because trees recycle air pollutants through photosynthesis.
- Retain and protect indigenous native vegetation to reduce water consumption, stabilize the soil, and provide desert wildlife habitat.
- Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous desert plants.
- Discourage non-indigenous plants (e.g. olives) that produce pollen in landscape design.

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

- Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings.
- Encourage “green building” techniques and alternatives in conjunction with revitalization, neighborhood conservation and redevelopment efforts.
- Protect and enhance the natural elements of all development sites.
- Improve the energy efficiency of the building envelope, equipment, and appliances.
- Use low impact building materials.
- Integrate water-harvesting techniques into site planning and design where appropriate.



Related Plans and Policies:

- Scottsdale Sustainability Indicators Report, 2000*
- Scottsdale Code of Ordinance, Chapter 21, McDowell Sonoran Preserve
- Energy Policy (1991, updated 1999)
- Fireplace Ordinance
- Golf Course Policy (1997)
- Sustainable City Facilities Policy (2001)
- Environmental Initiatives (2000) (updated periodically)
- Maricopa Association of Governments (MAG) Desert Spaces Plan (1995)
- MAG Environmentally Sensitive Desert Areas: Policies and Design Guidelines (6/2000)

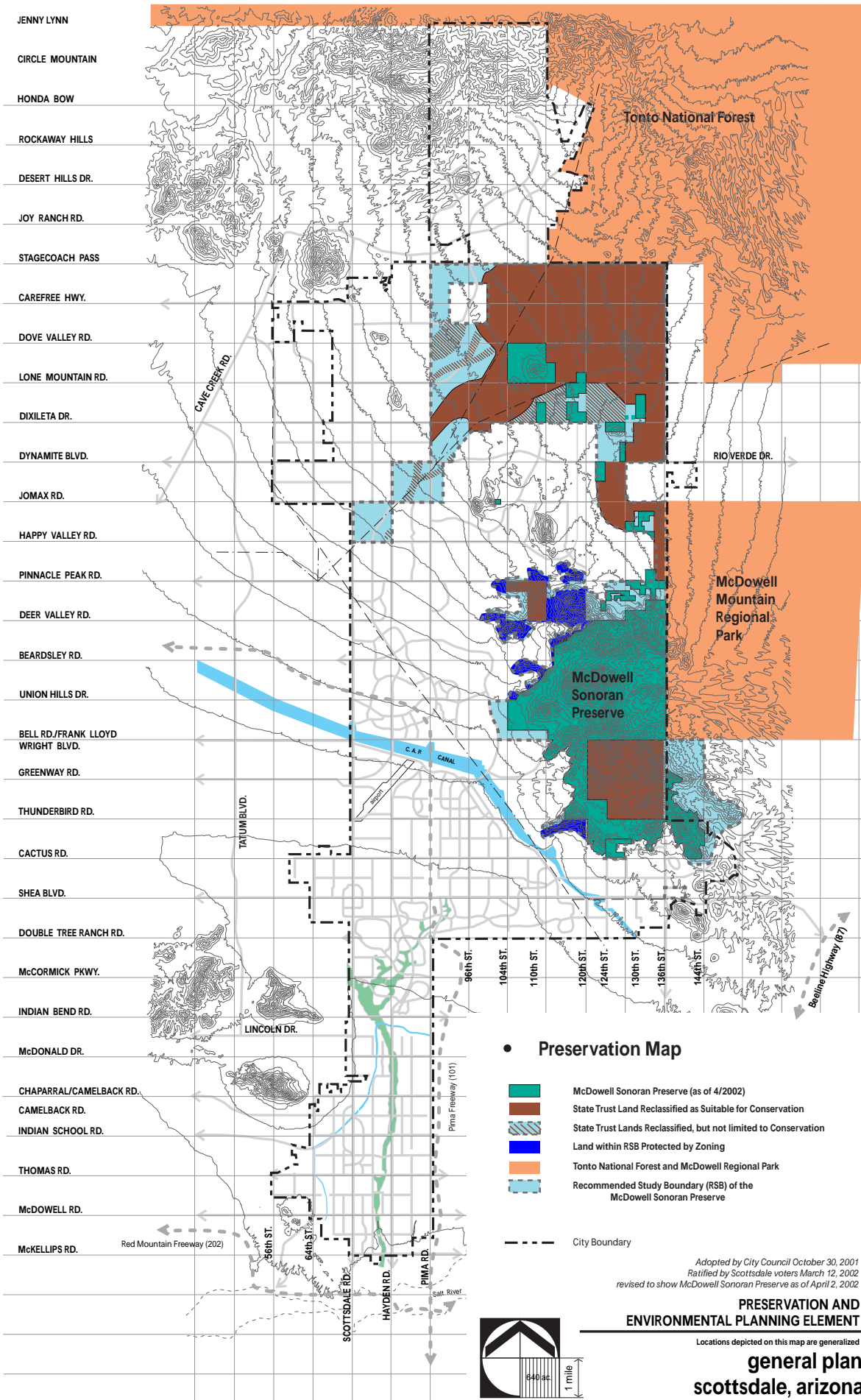
*updated annually

Reference:

- ESLO Landforms map
- McDowell Sonoran Preserve status map
- Planned Access Areas for the McDowell Sonoran Preserve map
- Environmental Year Communications Calendar
- Green Buildings Program

Element Graphic:

- Preservation map



● Preservation Map

- McDowell Sonoran Preserve (as of 4/2002)
- State Trust Land Reclassified as Suitable for Conservation
- State Trust Lands Reclassified, but not limited to Conservation
- Land within RSB Protected by Zoning
- Tonto National Forest and McDowell Regional Park
- Recommended Study Boundary (RSB) of the McDowell Sonoran Preserve
- City Boundary

Adopted by City Council October 30, 2001
 Ratified by Scottsdale voters March 12, 2002
 revised to show McDowell Sonoran Preserve as of April 2, 2002

PRESERVATION AND ENVIRONMENTAL PLANNING ELEMENT

Locations depicted on this map are generalized

**general plan
 scottsdale, arizona**

Cost of Development

VISION STATEMENT

Scottsdale always seeks to meet and exceed the needs and expectations of its citizens and visitors in its public service delivery operations and its infrastructure and capital facilities development. This quest has enjoyed repeated success through the years since its incorporation, a testimony to the ongoing interest and participation of the people of the community in assuring that the quality, attractiveness and livability of their neighborhoods are maintained and enhanced. Scottsdale achieves its goals of sustained and increasing quality with remarkable efficiency and cost-effectiveness, facts that are witnessed by the community continuing to have one of the lowest combined tax rates in the metropolitan area and the highest attainable bond rating in the nation for a city of its size.

Introduction

The city of Scottsdale has long held the philosophy that new development should “pay for itself” and not burden existing residents and property owners with the provision of infrastructure and public services and facilities. The purpose of the Cost of Development element is to identify the fiscal impacts created by new development and determine how costs will be equitably distributed.

The city currently uses policies for new development to participate in the improvement of public infrastructure, based in part on the size and type of development. Through the zoning process and the development review process the city can evaluate appropriate dedications, development fees, and infrastructure provision. It is important to recognize that the likelihood of large master planned communities establishing the infrastructure in large areas of the city is slimmer now than in the past. In the past, exactions from developers have been used to obtain parkland, school sites, and public easements. Growth of income from sales tax and other sources provided funding to cover the ongoing maintenance and operation of these facilities. The city will need to look to other methods, work with the private sector and advocates of specific facilities and services, and continue to be creative in providing and financing the needed community amenities.



A number of city ordinances require developer participation in public infrastructure improvement, including the Subdivision Ordinance, the Streets Ordinance, Development Fees Ordinances and a Payback Ordinance.

- The **Subdivision Ordinance** requires the dedication of rights-of-way and easements within proposed subdivisions. It further requires the improvement of on-site and frontage infrastructure within these dedications. It provides for the possible reservation of park or school sites within subdivisions.
- The **Streets Ordinance** requires the dedications of rights-of-way and associated easements for streets and alleys along with the construction of the public infrastructure within them.
- **Development Fees Ordinances** require applicants for new construction to pay a proportional share in providing the water delivery systems, sewer collection and processing systems, and water resources needed to serve the proposed construction. These fees cover the costs of acquiring water resources, processing them to meet mandated quality standards, delivering them into the general area of a development, and collecting and processing sewer flows generated by the use.
- The **Payback Ordinance** may be used by an applicant to recover prorated costs of extending water or sewer lines when they have extended them from locations not adjacent to their site. Such funds are collected and disbursed by the city and the agreement exists for a specified period of time.



Developments may participate in the improvement of public infrastructure through other means that are related to specific projects, such as city bond projects, Improvement Districts, and Community Facility Districts.

- **City Bond Projects** - In some cases in-lieu or development fee funds from a development may be combined with city bond funds to build a specific infrastructure project, particularly when there is a need to over-size the facility or there are substantial regional based demands upon the infrastructure.
- **Improvement Districts** - Where the ownership in an area is composed of a number of owners and the property sizes are relatively small, the property owners may organize an improvement district through the city to provide all or part of the public infrastructure needed to serve the area. City support is partially dependent on the proposal being a logical extension of such infrastructure facilities. The city may participate in such improvements if oversizing is desired to meet future needs in the general area or there are substantial regional-based demands on the facilities.
- **Community Facilities Districts** - These are similar to improvement districts in their function but they are used more often on large developments, particularly where the improvements may be phased over an extended time frame. They may also be used to cover certain ongoing maintenance costs.

There are other considerations where actions by development within the community may reduce the usual expected demand for public infrastructure.

- **Sprinkler Ordinance** - The requirement that all structures within the city have fire sprinklers has reduced in some areas the need for hydrants, the sizing of water lines, the amount of pumping and storage capacity and the number of fire stations and related equipment.
- **Private Facilities** - In some cases the development of private streets and recreation facilities has reduced the need for community serviced street and park facilities and reduces the ongoing maintenance costs for such facilities.
- **Joint-Use Agreements** - Where applicable and viable, joint-use agreements with school districts and flood control agencies have helped to reduce the lands and facilities needed to provide a variety of recreation and community service functions.

In 1995, the city of Scottsdale hired Tischler & Associates, a consulting firm of fiscal, economic and market analysts, to examine the fiscal impact of growth over a projected 20-year period. Tischler's work included:

- Development of a growth scenario with a detailed analysis of fiscal impact
- Analysis of an average land use prototype to determine valuation levels
- Determination of service level assumptions and the detailed costs and revenues for all city departments
- Examination of water resources and wastewater and sewer development fees

Tischler's study concluded in 1996 that growth in Scottsdale pays for itself through:

- combined development permit and inspection fees;
- increased sales and property taxes;
- high valuation of new construction; and
- development exactions.

Following Tischler's study, the city purchased FISCALS, an electronic spreadsheet model, custom-designed for Scottsdale by the consultant, to:

- provide comprehensive information on the fiscal impact of new development on all citywide operating and capital facilities demands;
- project annual net and cumulative net revenues from future development over a 20-year period; and
- enable comparative and isolated analyses of alternative growth scenarios and development proposals.

NOTE: The fiscal impact model does not include an analysis or projection of the impacts of growth on educational systems and facilities, or social services and facilities, nor does it identify or project the nature and cost of repair and maintenance of infrastructure that has become physically and/or functionally



see Planning Zones
map in Reference
Guide

obsolescent. These capabilities can be added to the model if determined necessary and appropriate.

Currently, the input data set required by the FISCALS fiscal impact model is updated annually and includes population, dwelling units, employment, real estate market valuations, transportation capital facilities programs, current fiscal year Council-approved budget, and bond versus pay-as-you-go funding methods. The outputs of the model include General Fund and Highway User Fund operating revenues and expenditures, capital facilities needs and costs, debt service, and total net and cumulative revenues for all administrative and operating departments of the city. Growth projections and fiscal impacts are detailed and summarized for each of six Planning Zones.

The FISCALS model projects annual and 20-year population and dwelling unit changes in six different residential land use and density categories and employment, construction square footage, and valuation added in four primary employment sectors. The major assumptions incorporated in the model include:

- City Council approved and budgeted revenues and expenditures from all sources;
- operational and capital facilities service levels;
- baseline of current fiscal year budget and estimated population, housing, employment and market values;
- linear projections of population, dwelling units and employment;
- revenue structures and tax rates; and
- funding methods and inflation rates.

For purposes of periodic updating and evaluation of variable growth scenarios and development proposals, the model allows change, addition, and adjustments to/of:

- growth policies and single project scenarios;
- service levels in both municipal operations and capital facilities;
- impacts of ‘growth only’ versus ‘growth plus base budget and current infrastructure’;
- changes in the city’s organizational structure;
- changes in funding methods, bond rates, and inflation rates; and
- changes in revenue assumptions, operating costs and capital facilities costs.

The model can be used:

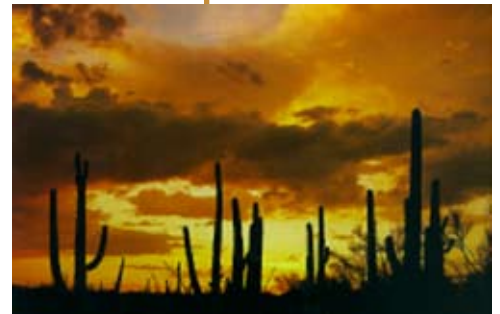
- as a macro model for testing growth and fiscal policy consequences;
- to analyze the fiscal impact of major General Plan amendments, new development projects, service level changes, and varying growth scenarios;
- to project the cost, timing, and general location (at the Planning Zone level) of capital facilities needs; and
- to identify/affirm new development exaction opportunities.

Scottsdale Values ...

- The range, quality, accessibility, availability, functionality, suitability, sustainability, compatibility, and affordability of Scottsdale’s public service delivery operations, infrastructure and capital facilities.
- The city’s financial strength and well-being rated based in part on its public service delivery operations, infrastructure and capital facilities.
- Scottsdale’s capability and commitment to measure and evaluate variable fiscal impacts of future growth and development, which enables the municipal organization to maintain its high public service standards and physical quality.

Goals and Approaches

- 1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.**
 - Support the definition, promulgation, and implementation of policies and strategies to require that development pay its fair share of the cost of public service needs generated by the development.
 - Enable the identification and application of policies to ensure that the burden of development to provide needed public services will result in beneficial use to the development that is both reasonable and equitable.
 - Provide relevant information support to decision- and policy-making processes affecting growth, development, and preservation.
 - Stimulate discussion and idea generation regarding alternative futures of the community.
 - Provide opportunities for decision makers to provide exceptions to fees when revitalization or targeted growth (e.g. in Growth Areas) is desired.



see Growth Areas
Element

2. Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.

- Staff teams liaisons will manage the fiscal impact model through:
 - the operation, maintenance, and periodic updating of the model;
 - the review of inputs and outputs of the model;
 - learning the operation of the model;
 - contributing to improving the utility and efficacy of the model.

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

- Undertake comparative analyses of alternative scenarios involving growth policies, service levels, funding methods, and cost and rate structures.
- Provide visual graphic comparisons of alternative scenario impacts.
- Provide analyses of relevant public service operations and facilities for the whole city and each of its six Planning Zones.
- Use the model as a tool to assist in the preparation of departmental operating and capital facilities development plans and infrastructure repair and replacement programs for inclusion in both operating budgets and Capital Improvement Plans.
- Consider, if applicable and allowed by state law, expansion of other development impact fees beyond water and wastewater impact fees.



Related Plans and Policies:

- Scottsdale's city operating budgets and Capital Improvement Plans
- Fiscal Impact of Development Study, Tischler & Associates, 1996
- Departmental Multi-Year Operational and Capital Improvements Master Plans
- Operating Management, Capital Management, Debt Management, Reserve, and Financial Reporting Policies
- Economic Vitality Action Plan 2000-02*
- The Downtown Plan (1984)
- The Southeast Downtown Redevelopment Plan (1993)
- The Waterfront Redevelopment Plan (1994)
- The Los Arcos Redevelopment Plan (1996)
- The Downtown Redevelopment Plan (1997)
- Sustainability Indicators Report
- Economic Trends Supplement, April 2000*
- CityShape 2020 Comprehensive Report, October 1996
- Shared Vision Report, December 1992
- Scottsdale's Economic Development Strategies, GSO, Inc., 1989
- Community Facilities Districts policy
- Improvement District policy

*updated annually

Growth Areas

VISION STATEMENT

The remaining developable capacity of the city of Scottsdale will be fulfilled through a rational, managed, and timely process that is the result of public participation and endorsement. The McDowell Sonoran Preserve will be acquired and managed for the benefit and enjoyment of present and future generations. The many diverse neighborhoods and lifestyles that comprise the unique fabric and character of Scottsdale will be protected and enhanced, and a sense of community, shared among residents across the city, will be both obvious and admired. The composition and strength of the community's economy will assure healthy and prosperous levels of employment, income, and working environment for both local and commuting labor forces. Intermodal transportation systems will be established and operated to improve the efficient movement of people and goods to, from, and within the community within acceptable and affordable physical and environmental standards.

Introduction

Since 1967, the city of Scottsdale has diligently prepared, adopted, implemented and updated its General Plan as a guide for anticipating, and directing the internal and external economic, physical, social and political influences affecting growth of the community. The General Plan has been a guide for the development of both private and public lands located within the city. Scottsdale imposes stringent development regulations and standards on all development that occurs in the community. This practice has resulted in a nationally recognized, high-quality built environment and has contributed to making the city, all the more, a target of opportunity for businesses and families alike.

During the last decade of the 20th Century, the city of Scottsdale underwent the most intense growth period of its history with the development of nearly 38,000 new dwelling units and the resulting inflow of 82,700 new citizens. The absorption and management of an average annual increase in the community's housing stock of 4.5% and an average annual population increase of 5.1%, sustained for 10 years, creates demands on municipal physical and financial resources that can be difficult to confront and satisfy and can be a problem to maintain the quality of lifestyle to which the community's residents and visitors have been accustomed.



During this same period, the Phoenix metropolitan area was the 2nd fastest growing large metropolitan area in the United States. This situation has led to increasing construction and commuter traffic, dust, noise, pollution, and the loss of farm and ranch land and natural open space to the urbanization process. Both long-time residents and newcomers have been exasperated when they perceive that the changes, diminution, and loss of the character and quality of life that originally had attracted them to this desert setting were unacceptable and preventable.

Higher Density Areas Impacts and Opportunities

High density is generally regarded as having a negative impact on the city's infrastructure and services; however, placing higher densities in certain areas, such as downtown, may promote the use of transit, which in turn would mean fewer cars on the road and less pollution in the community. Additionally, some in our community may believe high densities are preferable to sprawling, which can be an inefficient way of distributing services.

Also, during this same period, the citizens of Scottsdale authorized the city to acquire 36,000 acres of land to be preserved as natural open space for all time in the McDowell Sonoran Preserve. When the approved open space acquisition program is completed, and all remaining developable capacity of Scottsdale has been developed in accord with the land uses and densities of the Scottsdale General Plan Land Use Element, there will be approximately 280,000 citizens living within the community, and more than 40% of the total land area will be in both natural and recreational open space. The city will have an average of 170 acres of open space per 1,000 households in the city; -an overall population density of 1,500 people per square mile; and an overall residential density of about 1.13 dwelling units per acre, all of which will make Scottsdale one of the least densely developed communities of its size in the United States.

Development that has occurred in Scottsdale cannot be defined, correctly, as 'sprawl.' 'Sprawl' is defined as 'unplanned, haphazard, uncontrolled, unserviced, disconnected development.' Development in Scottsdale has taken place exactly where it was planned according to the Land Use Element of the General Plan, first adopted in 1967 and periodically updated through today. The areas are serviced with all city utilities; major streets, collectors, scenic corridors, parkways; public transportation in areas of concentrated development; equestrian, biking, and hiking trails; parks, playgrounds, aquatic centers, community centers, youth and senior centers, libraries; public safety and crime prevention services and facilities including fire, police, airport safety, and nationally acclaimed flood control systems; and city government and administrative facilities and Citizen Service Centers. Although a valid argument can be made that the extreme growth in Scottsdale

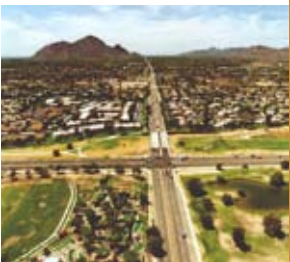
over the last ten years (1990's) has been manageable and, basically, in accord and compliance with the community's adopted General Plan, there can be no denial that there is a strong public perception that the development process and its results have been negative. If public support of the future growth of the city is to be restored, it will be necessary to make a collaborative and more detailed, critical examination and evaluation of the opportunities and constraints affecting the tempo, style and nature of continuing urbanization and the efficiency and character of Scottsdale's neighborhoods. Furthermore, it is important to understand the totality of physical, social, emotional, economic and fiscal impacts on the sense and character of the community, the vision of its residents and visitors, the natural environment within which we must coexist, and the sustainability of all that we value.

The Growth Areas Element approaches growth management from a perspective of identifying those areas of the community that are most appropriate for development focus. Having certain "growth areas" of the community that will best accommodate future growth will allow increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity. In the "growth areas" the city can concentrate on improvements that will support planned concentration of a variety of uses (mixed uses), such as residential, office, commercial, tourism, and industrial uses. Growth areas are intended to discourage sprawl by focusing new development into targeted areas that are most appropriate for integrating open spaces, natural resources, accommodating a variety of land uses, and oriented to multi-modal (transit, pedestrian, bicycling, as well as autos, etc.) activity. Growth areas are not "urban growth boundaries". Urban growth boundaries are typically specific geographic boundaries within an area that set down outer limits (boundaries) for new development or infrastructure. Growth areas are not prohibitive to new development, but target it to identified areas, and they may not be contiguous to each other.



Scottsdale Values ...

- Continuing growth, development, revitalization, and redevelopment within the city of Scottsdale that embraces the community's stated vision and guiding principles.
- Growth and expansion that is directed and sustained in areas within the city without overtaxing the municipality's existing and planned service systems and physical infrastructure, and without seriously impacting the health, safety, comfort, convenience and general welfare of neighboring residents and guests of the community.
- Meaningful open space as a community amenity, from small neighborhood parks and scenic corridors to the large McDowell Sonoran Preserve.
- The quality, health, and diversity of Scottsdale's economy, supported through continuing programs of retention, enhancement, and community partnership development.
- Management of the finite and renewable environmental, economic, social, and technological resources of the community to ensure their sustainability and availability to serve future needs.
- Multi-modal solutions that will support the diverse movement and circulation requirements of all socioeconomic components of our community in ways that are efficient, affordable, and environmentally compatible.
- The recognition and support of the constitutionally-guaranteed private property rights and opposition to any practice or program that would result in a violation of those rights or the taking of property without due process and equitable resolution.



Goals and Approaches

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

- Promote infrastructure expansion where it will be most efficient and effective and minimizes adverse impacts outside the identified areas.
- Identify existing, measurable edges of growth areas and the transitions between adjacent growth areas.
- Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.
- Give priority in the Capital Improvements Plan (CIP) to upgrades and improvements that serve identified growth areas.
- Create techniques that allow for mixed-use activity within designated growth areas.
- Define policies and implementation strategies designed to:
 - make infrastructure expansion more cost-effective;
 - provide for a rational pattern of land development; and
 - identify and support opportunities for regional connectivity.

2. **Make automobile, transit, and other multimodal circulation more efficient.**

- Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.
- Make infrastructure expansion more economical by concentrating it in identified growth areas and coordinating it with development activity.
- Provide for a rational pattern of land development, coordinated with a multimodal circulation system.

3. **Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.**

- Achieve meaningful open space as an integral part of activity cores and conserve significant natural resources and open space areas within growth areas.
- Provide open spaces in designated growth areas that encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between uses of significantly differing function and intensity.



- 4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.**
- 5. Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of public infrastructure and facilities, services and crime prevention within the municipal boundaries.**
- 6. Integrate public (civic) art into the visual character of designated growth areas.**
- 7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.**
 - Plan and promote the orderly building of infrastructure, such as water, sewer, drainage, and transportation facilities.
 - Ensure development approval is related to commitments for the construction of primary water, wastewater, and circulation systems.
 - Focus infrastructure improvements in designated growth areas and contiguous to existing development.
 - Ensure development outside of designated growth areas pays for all related infrastructure improvements.
 - Anticipate the need and secure land for public facilities, such as water treatment plants, reservoirs, transportation rights-of-way, parks, libraries, community centers, and other public needs, such as police and fire.

Related Plans and Policies:

- Scottsdale's city operating budgets and Capital Improvement Plans
- Departmental Multi-Year Operational and Capital Improvements Master Plans
- Operating Management, Capital Management, Debt Management, Reserve, and Financial Reporting Policies
- Economic Vitality Action Plan 2000-02*
- The Downtown Plan (1984)
- The Southeast Downtown Redevelopment Plan (1993)
- The Waterfront Redevelopment Plan (1994)
- The Los Arcos Redevelopment Plan (1996)
- The Downtown Redevelopment Plan (1997)

*updated annually

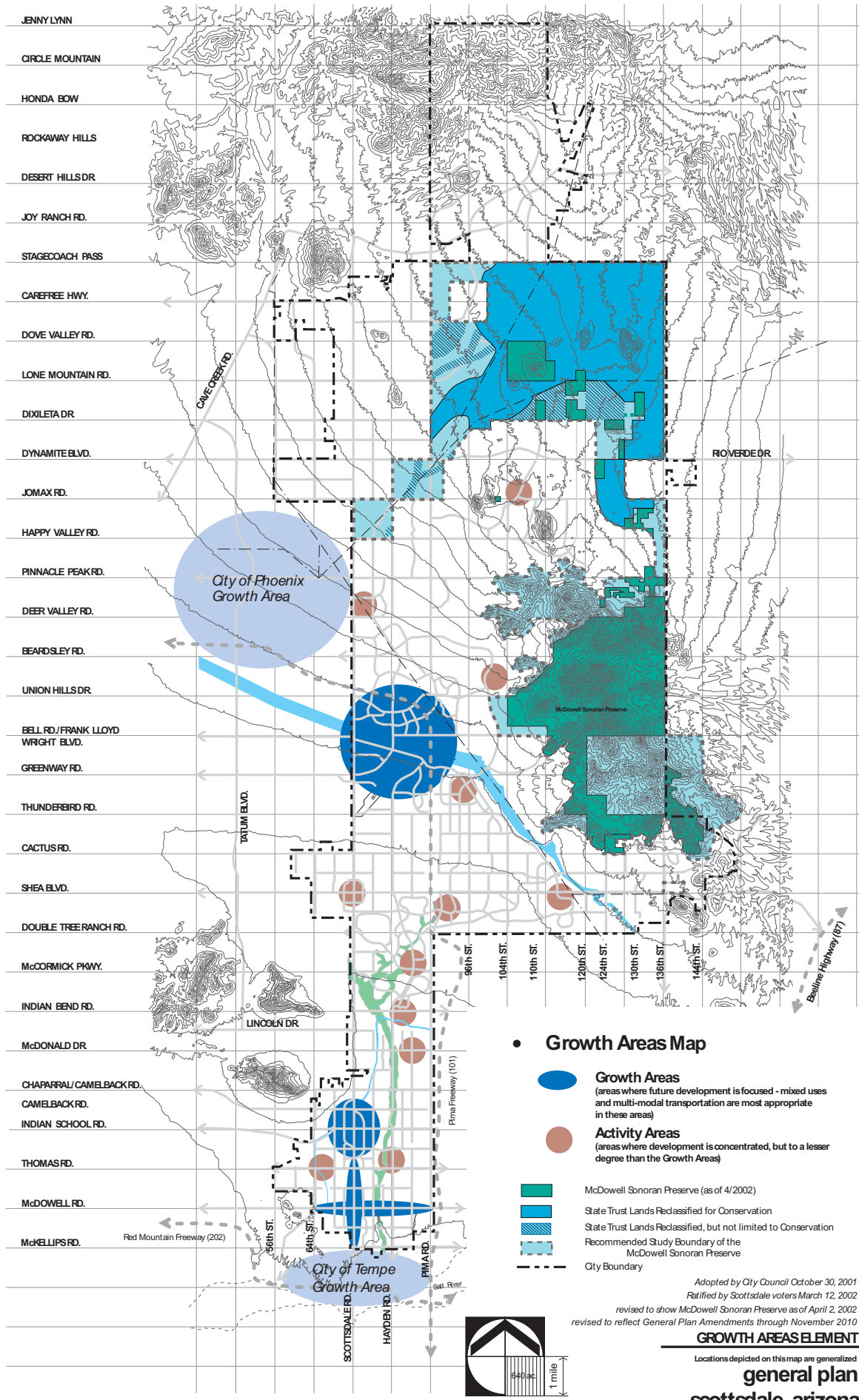
Reference:

- Fiscal Impact of Development Study, Tischler & Associates, 1996
- Sustainability Indicators Report
- Economic Trends Supplement, April 2000*

*updated annually

Element Graphic:

- Growth Areas map



Public Services and Facilities

VISION STATEMENT

Scottsdale will continue to be a community that provides high quality community services to its residents, businesses, and visitors. We will pursue new ways to deliver services in the most efficient and cost-effective manner. Scottsdale citizens and visitors will be secure in the knowledge that the public officials and employees of the community are dedicated to maintaining and, wherever possible, enhancing levels of service in all program areas and in addressing the variable needs of a population that is widely diverse in both demographics and geographic distribution.

We will grow and change in ways that minimize public exposure to safety hazards like flooding and fire and, additionally, will focus on crime prevention. Furthermore, citizens and visitors will be safe from conditions, circumstances and influences that would threaten, disrupt or diminish the quality of their lifestyle.

Scottsdale will be a community with public buildings and facilities that represent the special qualities of the city. We acknowledge the vital role that public facilities play in the shaping of community life. Libraries, parks, schools, and cultural centers are treasured and will be enhanced to provide high quality of life for current and future generations.

Scottsdale will continue its efficient and high quality customer service to all Scottsdale citizens by planning, managing, and operating a safe, reliable, and affordable water supply and wastewater reclamation system. We will meet today's needs without compromising our resources for future generations, being guided by the City's Water and Wastewater Master Plans, as well as our golf course and annexation policies. As a desert community, our long-term prosperity is dependent upon the efficient use and reuse of limited water resources. Scottsdale will work in concert with other communities in the region to protect aquifers, steadily reducing our dependence on well water, and using reclaimed wastewater to meet the golf course recreational needs of our resort industry. Our water and wastewater distribution and recovery systems should compliment a logical and efficient growth management plan.

see Growth Areas
Element

Introduction

Public services and facilities represent the public’s investment in the design, development and delivery of the complex package of service systems and programs, and the physical facilities required to satisfy the needs of a growing community. These systems are necessary to support and maintain the high quality and standards of social, physical and economic health, safety, comfort, and general well being expected by Scottsdale’s citizens and guests. Public services and facilities are the most visible of the city’s functions, and is where the city’s operations “touch” the most people. Citizens and visitors can expect:

- police and fire protection
- a water and wastewater system
- solid waste collection and disposal system
- justice courts
- circulation, traffic control, and street lighting
- surface drainage and flood control
- schools, parks and playgrounds, athletic fields, and community centers
- libraries, youth and senior centers
- human and social service centers
- citizen and visitor centers
- power utilities and communications systems
- buildings and facilities for civic governance
- buildings and facilities for administrative, regulatory and maintenance services.



see the [Scottsdale Values and Vision section](#)

see the [Scottsdale Values and Vision section](#)

The Shared Vision defined four Dominant Themes and twenty-four VisionTasks that characterize the community’s special qualities and opportunities. Fully half of the VisionTasks addressed the development and delivery of public services and supporting facilities to assure the protection of Scottsdale’s residents and the preservation and enhancement of their neighborhoods. The enhancement of Scottsdale’s neighborhoods, both residential and commercial, is one of CityShape 2020’s Six Guiding Principles that define the city’s priorities in the decision-making process. The Public Services and Facilities Element is an essential component in determining neighborhood strength and quality. All six of the city’s Guiding Principles are interrelated and are equally important in influencing the effectiveness of the public-private partnerships that build, improve, maintain and sustain all the neighborhoods that make up our city.

Scottsdale has always sought to meet and exceed the needs and expectations of its citizens and visitors in all of the interfaces between the public and private sectors. This quest has enjoyed repeated success through the years, a testimony to the ongoing interest and participation of the people of the community in assuring the quality, attractiveness, and livability of their neighborhoods. Scottsdale achieves its goal of sustained and increasing quality with remarkable efficiency and cost-effectiveness, facts that are witnessed by

the community having one of the lowest combined tax rates in the metropolitan area and the highest attainable bond rating in the nation for a city of its size. The satisfaction of Scottsdale's customers - citizens, businesses, and visitors - is highly valued and reflected in the character and quality of our neighborhoods.

Scottsdale's physical size, configuration, and the development patterns of the community present a continuing challenge in meeting both the short and long-term demands of its citizens, visitors, and commuting workers. The cost effectiveness of extending municipal infrastructure to and through low-density developments is questionable and must require maximum participation by their developers to avoid negative net balances in the city's operational and capital expenditure accounts. Decentralization of public service delivery systems is required to provide appropriate and equitable levels of service for citizens and visitors in all areas of the community. Demographic and geographic variances in the public's expectations and demands concerning the design, quality, location, level, and delivery of public services and facilities must be identified, planned for, and satisfied.

There are five components of the Public Services and Facilities Element. They are: public services, human services, safety, public buildings and facilities, and water resources.

Demand for public and human services like child and senior care, education, and police and fire services continue to grow and change. Technology has changed the way services are provided and has added new complexities. At the same time, the way services are provided has changed. Other public entities, nonprofit agencies, or private companies often now provide services that were provided only by city government in the past. There is a growing emphasis on partnership and coordination and avoiding duplication of efforts.

When examining the changing demographics of the community and the nation, an interesting challenge is presented. While it is important for the city to address the public service and human service needs of all ages, we must recognize that the senior population/baby boomers present unique needs and challenges simply because of the size of the age cohort.

Specific Senior Services v. Service Provision Citywide

Our population of seniors will be increasing over the next several years due to the aging of the "baby boomer" generation. So, seniors will become a larger demographic in the community with many specialized needs. Issues of senior living facilities, access to services, diversity and choice in transportation options will all be emerging in the future as major challenges. Greater demands for city services oriented to seniors are likely. The city strives for balance in the provision of services and not necessarily specific senior-oriented policies, and many of the specific needs of seniors are addressed through citywide policies. However, demands for senior-oriented services will compete with service demands by other segments of the population.



The public buildings and facilities section discusses the municipal utilities, public structures, and properties required to meet the public infrastructure needs of the community. Scottsdale's investments in public buildings and facilities are designed to respond to the identified needs of both the existing population and the people who are expected to be here in the future. The location, size, timing, and financing of public buildings and facilities must be planned well in advance of their construction as a means of minimizing their cost, optimizing their usefulness, and maximizing their public benefits and private sector support. In September 2000, Scottsdale voters passed a series of Bond questions for public buildings and facilities that will be built over several years.



Scottsdale's Civic Center has long been a source of pride and a central gathering place for all members and guests of our community for a diverse variety of social, cultural, artistic, and entertainment events. City Hall, the Civic Center Library, the Scottsdale Center for the Arts, and, most recently, the Scottsdale Museum of Contemporary Art are enhanced by a beautifully landscaped setting of shady walks, lush lawns, seating areas, fountains, sculptures and other art works that provide a quiet respite from the busy rhythm and noise of the retail, office, medical, hotel, entertainment, sports, and government activities of the surrounding Downtown.

Schools are vital as public institutions and centers of our neighborhoods. Scottsdale schools are owned and operated by the Scottsdale Unified, Cave Creek Unified, Paradise Valley Unified, Fountain Hills, and Phoenix Union/Balsz Elementary School Districts. Partnerships between the School Districts and the city serve to better provide facilities and services for the community. Sharing and joint use of facilities with the city are encouraged through planning and cooperation.

The city owns and operates the many city parks and the McDowell Sonoran Preserve. The Public Services and Facilities Element briefly discusses them. Parks and the recreational opportunities they provide are discussed more fully in the Open Space and Recreation Element. The McDowell Sonoran Preserve is discussed in the Preservation and Environmental Planning Element.

Scottsdale's water resources systems include water supplies, water treatment, water transmission and delivery, and wastewater collection and treatment systems. Scottsdale has made water supply and quality a priority, so it has undergone a Superfund clean up and invested in a state-of-the art Water Campus to ensure top quality water supplies for Scottsdale citizens. Our water supplies are a valuable resource that must rely on renewable sources, such as surface water and reclaimed wastewater. The planning and acquisition of these supplies must include conservation and planning. Current sources of water, in addition to groundwater, include Salt River Project, Central Arizona

Project, and reclaimed wastewater. Water and wastewater treatment use the latest technologies to provide safe and sufficient water for our customers in a changing regulatory environment. All water resources systems are monitored and operated in such a way as to insure a safe, affordable and reliable service to our customers.

Scottsdale requires participation by developers to avoid negative impacts on the city's operational and capital expenditure accounts in the cost of extending water and wastewater systems to new developments. The total cost of providing new water and wastewater services and the cost of providing the legal rights to new water supplies are reflected in the water, water resources, and sewer development fees. In the past, exactions from developers for park land, school sites, and public easements was the main way these public facilities were acquired. In the future, fewer large master planned communities are expected, so the city will need to creatively find ways to provide these facilities and services, looking to other methods, and working with the private sector and advocates of specific facilities and services.

The Public Services and Facilities Element provides broad guidance about the provision of community services and physical facilities for the city of Scottsdale in keeping with governmental roles of protecting the health, safety, and welfare of the community. It is an important guide in determining the strength and quality of the community's neighborhoods.

Scottsdale Values ...

- High quality, responsive customer/public service.
- Effective and efficient delivery of community/human services.
- Public safety, crime prevention, hazard prevention and safety response.
- Planning for and awareness of human service needs.
- Public buildings and facilities that provide a sense of pride in the community.
- A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections to other neighborhoods and public facilities.
- Partnerships with other jurisdictions, especially School Districts, to provide joint use of facilities.



- Buildings and facilities that are designed for aesthetics, economy, energy-efficiency, and in concert with the character of neighborhoods.
- Water resources systems that meet the short- and long-term needs of its customers.
- Water and wastewater systems that are planned, designed, constructed, and operated to provide safe and reliable levels of service for citizens and visitors in all areas of the community.
- Enforcement of design and construction standards to insure that our customers receive the highest quality infrastructure possible and to minimize future costs in repair and replacement.

Goals and Approaches

Public Services:

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

- Seek new, cost effective methods of solid waste collection and disposal.
- Promote the curbside recycling program to divert residential refuse from the landfills.
- Seek new recyclables like glass and building materials to enhance the efficiency and cost-effectiveness of the curbside recycling program.
- Promote household composting to reduce the amount of biodegradable waste going to the landfill.
- Encourage the use of reusable and recyclable goods through future incentive programs, educational displays and activities, and city purchasing policies and practices.
- Minimize the use of toxic and hazardous materials within the city and encourage the use of alternative materials and practices that are environmentally benign.
- Support the continuation of household hazardous waste collection days or events for citizens of the community.
- Continue working with appropriate agencies to clean up hazardous waste sites.



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

- Promote sound floodplain and stormwater management.
- Develop and maintain a cost effective and efficient citywide drainage system in an environmentally sound manner.
- Identify the city's drainage system management needs and improvements.
- Improve inadequate or undersized drainage facilities to solve both small neighborhood and large regional drainage and flood control problems.
- Avoid, to the extent possible, development in floodplain and flood prone areas.
- Retain washes in their natural condition unless storm water management facilities have been designated. Consider smaller scale drainage improvements like detention areas and raised building pads instead of disturbing natural washes.
- Minimize street crossings of major washes.
- Use washes for open space, trails, and recreational facilities as long as the natural drainage properties of the wash are retained.
- Consider a variety of drainage solutions for different portions of the community, such as mixed-use areas, higher intensity areas, and areas of different topography.
- Flood protect buildings and limit walls in areas subject to sheet flow.

3. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

- Cooperate with all power and communications utility companies (electrical, gas, telephone, cable, microwave, satellite and future utilities) in the provision of services throughout the community and the installation and maintenance of facilities in their respective franchise areas.
- Minimize the visual impact of existing and proposed utility facilities.
- Underground all new electrical distribution lines carrying less than 69kV.
- Encourage the undergrounding of all existing 69kV and lower voltage electrical lines. One method for financing the undergrounding is through special improvement districts.
- Encourage open space along transmission line corridors for general recreation and trails.
- Encourage utility companies to provide consistent, clean power, especially for technology and communications.
- Manage the visual impact in rights-of-way of power and communication system hardware, such as transformers, towers, etc.
- Encourage utilities to be located outside of washes and drainage easements.



see Character and Design Element



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

- Adapt to accommodate technology needs of the community and locate accessible technology in the libraries.
- Adapt to the changing needs of the community with advanced service methods like on-line renewal or checkout, information retrieval, etc.
- Focus on youth as future users of library services through special recreational and educational programs.
- Use state of the art, interconnected library facilities throughout the community.
- Network the city's library services with other libraries and sources of information outside of the city.
- Use libraries as community resources for education and public meetings.

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

- Encourage partnerships to seek effective solutions to shared problems and community service needs.
- Cooperate with neighboring communities in providing municipal services, such as police and fire protection, libraries, and recreation.
- Maintain a close collaborative relationship with all the school districts that serve the Scottsdale area to maximize the use of school services and facilities for public benefit, particularly for young people, families, and seniors.
- Continue to coordinate joint use of school facilities for city services, such as libraries, Citizen Service Centers, community meeting space, education, and computer resources.
- Actively work with private, nonprofit, and public community service organizations to avoid duplication and to coordinate the delivery of services like child care, senior services, and recreation; and promote a brokerage system for other human service needs. Brokering human services currently means providing free space in public facilities to non-profit agencies that provide services to Scottsdale citizens needing assistance.
- Encourage active participation of local businesses in the provision of community services.

Human Services:

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

- Direct financial resources where human services are needed.
- Coordinate services locally and regionally with other public agencies, non-profits, and the private sector to reduce overlap and maximize resources.
- Maximize community resources by brokering services in city facilities and community centers.
- Address the needs of the growing senior population by providing:
 - opportunities for older citizens to interact with the community;
 - choices in residential settings, including elder care facilities; and,
 - by supporting and promoting the provision of elder care services by public and private providers, including employers.
- Create measures that mitigate potential conflicts between elder care facilities and surrounding uses.
- Improve housing conditions in neighborhoods by fostering home maintenance and upgrade programs.
- Enhance housing affordability by preserving, rehabilitating, upgrading or replacing existing houses and developing new ones.
- Provide immediate service to Scottsdale citizens in need of economic and emotional emergency services.
- Promote social responsibility and development of personal capabilities in meeting the needs of Scottsdale's youth and family members.
- Ensure that Scottsdale citizens with disabilities have the same opportunity as all others in our community in terms of access to facilities, services, transportation, education, training, and employment.
- Recognize diversity in Scottsdale and cultivate a community where differences are valued, respected and embraced.
- Address Scottsdale's human service needs for families, youth, senior citizens, victims of domestic violence, homeless and persons with disabilities as identified in the current Human Services Five Year Plan* and in future human services plans.
- Identify existing or potential locations for care centers to provide for human service needs (for families, youth, senior citizens, victims of domestic violence, homeless and persons with disabilities) in public facilities.
- Consider human service needs in future plans for city services and facilities, such as transportation, parks, libraries, and water resources.
- Improve the transportation system, so that it contributes to a balance of the economic and social needs of the community.
- Enable people who live and work in the city to obtain quality and safe housing through sound land use planning.

see Neighborhoods Element

see Housing Element



- Provide human services throughout the city in facilities that are appropriate to the type of service provided and that conform to the Character Area Plan and Neighborhood Plan in which they are located.
 - * The city of Scottsdale implements many of the policies of the Human Services section of the Public Services and Facilities Element through the Human Services Five Year Plan. The Five Year Plan outlines specific activities to achieve the goals and approaches of the Element. Copies are available through the Human Services Office of the city.

Public Safety:

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

- Encourage, supplement, and support the care that the general public must exercise continually while at home, work, and play.
- Manage the Scottsdale Airport, which is vital to the economic health of the community, to assure the safety of pilots, passengers, nearby residents and businesses.
- Keep aircraft sound levels at a minimum consistent with safe aircraft operations.
- Identify and properly manage hazardous materials to minimize their potential harm to people and the environment.
- Design, develop, and manage Scottsdale’s transportation projects and traffic control systems with public safety as an overriding concern when providing for the safe and efficient movement of people and goods to, within, and through the community.
- Provide Police and Fire deployment stations, support facilities, and public safety information and training programs to minimize response times and maximize effectiveness in protecting the public from potential natural and man-made hazards.
- Develop public safety facilities, providing both police and fire services, to serve rural areas of the city.
- Encourage the use of crime prevention strategies in the design and redevelopment of all areas of the city.
- Support and comply with all regional and national laws, regulations, and programs (such as the National Flood Insurance Program, National Weather Service, and National Pollutant Discharge Elimination System) designed to protect the public from potential natural and man-made hazards and disasters.



Public Buildings and Facilities:

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

- Focus community activities, city government, and administrative services in the Civic Center complex, the “heart” of Scottsdale.
- Group city facilities, especially those that citizens need to visit on a regular basis, whenever possible, and locate facilities to serve the needs of growing portions of the community.
- Enhance the delivery of services to the community’s citizens, businesses, and visitors by establishing satellite city maintenance facilities for city-owned vehicle maintenance and repair.
- Apply the same methods for determining basic park, library and school needs to all areas of the city.
- Strategically locate public facilities and parks to serve all neighborhoods in the city.
- Make access to parks and community facilities possible by a variety of types of transportation.
- Provide fully accessible public facilities to all residents and visitors.
- Work with hospital administrators within city boundaries in planning for and developing facilities of the most suitable size, location, quality, and type appropriate for the delivery of all kinds health services (such as: emergency, critical care, inpatient, out-patient, treatment, and wellness) for the community’s citizens and visitors.
- Incorporate water and energy conservation measures in the design of city facilities.
- Plan buildings that provide access to global information resources through the use of technology with the appropriate technological infrastructure.
- Meet or exceed municipal facility industry standards for space/staff ratios with public buildings.
- Require five, ten, fifteen, twenty, and twenty-five year specific planning for future municipal facilities. Tie public facility needs to the city’s Capital Improvement Program.

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

- Design and construct city buildings and facilities that demonstrate excellence in architectural design, and showcase the city’s leadership in design.
- Design and construct new community facilities to have flexible functions to ensure adaptability to the changing needs of the community.
- Explore ways to expand the space available in the community for arts exhibits, classes, and other cultural activities.



- Reinvest in aging facilities to improve their usefulness and appearance.
- Develop improvement plans for the maintenance, restoration, and enhancement of community facilities, and keep these facilities viable community assets by investing the necessary resources.
- Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs.
- Make infrastructure improvements on public open space that are consistent with the goals of protecting and working with the natural environment.

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

- Make school site recreation facilities (basketball courts, playgrounds, tennis courts, fields, etc.) available, wherever possible, and encourage joint use of park, school, and library sites by the city and School Districts.
- Provide neighborhood parks that are easily accessible to local residents and provide basic recreational opportunities.
- Locate community parks where they are accessible from relatively long distances. Community parks concentrate a broad range of recreational activities for major portions of the city. Some community parks also include human service facilities.
- Provide unique recreational opportunities through specialty parks. These activities may range from riding the railroad at McCormick Railroad Park, to rock climbing and horseback riding, to simply enjoying the beauty of the natural desert.
- Locate parks to enhance unique landmarks and environmentally significant areas.
- Provide desert appreciation roadside parks along scenic corridors.
- Provide trailhead facilities that provide parking and trail access for users where needed and appropriate.
- Maintain and enhance existing park and recreational facilities.
- Seek opportunities to develop new parks and recreation facilities to meet the growing needs of citizens.
- Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities.
- Provide tourist destination attractions of a recreational nature.



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

- Work with the School Districts, and in conjunction with the plans of the School Districts, to plan for and secure school sites and facilities of the most suitable size, location, quantity and type required.
- Locate elementary schools along minor collector streets so that they are accessible, but exposed to low volumes of traffic. They should be within walking distance of as many students as possible, and should be sited in conjunction with neighborhood parks whenever feasible.
- Locate middle schools along collector streets where they are accessible from relatively long distances.
- Locate high schools close to arterial streets, in areas that can accommodate the activities generated. Facilities that will create a great deal of traffic, noise, or light should be located away from homes. Lights for sports facilities should be shielded to reduce neighborhood impacts and to maintain a dark night sky.
- Design schools to be used for other functions when they may no longer be used for schools in the future.
- Allow the flexibility for present and future alternative education facilities, such as charter schools, parochial schools, and private schools.

see Glossary

see Glossary

see Glossary

Water Resources

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

- Eliminate use of mined groundwater before 2025 to comply with the 1980 Groundwater Management Act.
- Replace mined groundwater and supply increased demand created by growth with renewable sources. Renewable sources include Central Arizona Project water rights, reclaimed wastewater, and Plan Six water, and may include others in the future.
- Acquire additional Central Arizona Project water rights as they become available.
- Maximize the use of reclaimed water for irrigation and groundwater recharge.
- Aggressively pursue new sources of water.
- Update the city's 100-year Assured Water Supply certification as new sources of water supply are acquired.
- Recognize the value of water and wastewater as resources to be managed in order to contribute to a sustainable community.
- Make sure that new service delivery costs are borne by those desiring the service without costing or adversely impacting existing customers.

see also
Preservation and
Environmental
Planning Element

see Reference
Guide: Water
Resources Master
Plan

- Use water, water resources, and sewer development fees to ensure that new growth pays for itself when extending the water and wastewater systems to serve new growth.
- Encourage the use of alternative sewer systems instead of private septic systems.

13. Encourage the conservation of water and the reuse of wastewater.

- Do not extend water distribution into undeveloped areas unless wastewater collection facilities are also extended to recapture effluent.
- Irrigate new golf courses, landscaping, and park turf areas with non-drinkable water to the greatest extent possible. Use the city's Golf Course Policy for guidance in the development of golf courses.
- Use treated wastewater for irrigation. The excess will be recharged and recovered through the city's existing well system.
- Treat wastewater to drinkable levels, using state-of-the-art technology before recharging into our groundwater aquifer. (This surpasses the State requirements, but protects the quality of our water supply.)
- Provide information and education to Scottsdale citizens on all aspects of water conservation. The Water Conservation Department currently fulfills this function.



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

- Maintain a safe and healthy environment for our citizens and visitors through the use of the water treatment and distribution system and the wastewater collection system.
- Provide a water and wastewater system which achieves the highest level of customer satisfaction possible focusing on the reliability of the system in the planning, construction, and operation of the system.
- Identify potential sources of contamination and ultimately preserves water for the use of future generations through the wellhead protection program. The program identifies land uses around each water source, and if the land uses have the potential to pollute the water source, the owners will be identified, surveyed, and educated in pollution prevention efforts.
- Ensure that Scottsdale drinking water always complies with Safe Drinking Water Act standards. (As of 1/16/01 the drinking water standard for arsenic was changed from 50 to 10 parts per billion (ppb).)



The rule is currently under review with the proposed standard to be between 3 and 20 ppb. Compliance to the final standard is required by 2006. Arsenic levels exceed 10 ppb in 30 out of 34 Scottsdale drinking water wells.)

- Maintain an Industrial Pretreatment Program to ensure compliance with city, state, and federal regulations to protect publicly owned wastewater collection and treatment systems.

Related Plans and Policies:

- Human Services Five Year Plan, 2000
- Emergency Services Master Plan
- Water Resources Master Plan
- Wastewater Master Plan
- Golf Course Policy

Reference:

- Schools and School Districts map
- Verde and Central Arizona Project Service areas map
- Electrical Services map
- City Buildings and Facilities map
- Primary Facilities for Water, Wastewater and Reclaimed Water maps
- Parks and Schools map

Community Mobility

VISION STATEMENT

Scottsdale will be a community that safely, conveniently and efficiently moves people, goods, and information by providing access and mobility choices. Scottsdale recognizes that there will be a diversity of mobility systems to match the character and lifestyle of different areas of the community. Mobility choices will provide alternatives to the automobile, increase accessibility, improve air quality, enrich the community and its neighborhoods, and contribute to the community's quality of life.

Introduction

The Community Mobility Element's policies concentrate on providing safe, efficient and accessible choices for the movement of people, goods, and information. The following are some assumptions that begin the discussion of mobility choices and the Community Mobility Element.

- We are an auto-oriented community, and the primary reliance on the auto is creating negative impacts on the quality of life in the city.
- We continue to grow in population and we travel more per capita than we ever have.
- Our community has a strong focus on preservation of desert and mountain lands bringing up questions of access to preserved lands.
- Future technologies may offer new mobility solutions and opportunities.
- At current levels of zoning and land use, roadway demand will exceed projected capacity by 2010.
- Land use and transportation plans need to incorporate multimodal opportunities now and in the future.
- A substantial amount of Scottsdale's traffic is pass-through traffic. Many Scottsdale residents work and attend school outside the city. Many Scottsdale employees live outside the city, impacting traffic in other communities.
- Scottsdale cannot control growth occurring outside its boundaries, but that growth impacts traffic into and through the city and citizens' quality of life. Emphasis on regional coordination is critical.
- We cannot rely on "building our way out" of our transportation problems - in other words more roads or traffic lanes will not solve our transportation problems.



see Land Use
Element

Scottsdale has a rich history of community involvement in defining and refining the vision for its mobility networks. Beginning in 1961, with the development of Scottsdale’s first transportation plan, through the S.T.E.P. forums, Visioning, and CityShape 2020 processes, to the more recent “Lets Get Moving” dialogues and Future in Focus meetings, citizens have played an integral role in the city’s mobility vision. Specifically, residents have indicated:

- They want to maintain the high quality of life Scottsdale currently enjoys and the mobility system should support that quality of life.
- Transportation solutions should not alter the physical character of the city.
- We need to complete our roadway network (with bikeways included) AND encourage other modes of transportation.
- While we need to prepare for new travel, we must also discourage unnecessary travel.
- There is no one solution; we must plan with a view toward the future, not just today.
- Scottsdale citizens and businesses must be part of the solution.

In the future, the automobile will remain an important way of travel. To maintain mobility, land use, and transportation policies must emphasize work, live, and play relationships and more efficient and accessible transportation options must be provided. To reduce traffic congestion and impact on the built environment, appropriate land use decisions must be sought which help reduce the length and number of automobile trips. In addition, alternative choices to the automobile that can be efficient, accessible, and comfortable, can challenge the reliance on the automobile and further help reduce congestion on our streets. To further reduce congestion during peak driving times, employers should consider supporting telecommunications and different types of transportation than the car, car- or van-pooling, and alternative (to 8 am to 5 pm) work schedule programs.



The networks that move people, goods, and information discussed in the Community Mobility Element are represented in three distinct and interrelated levels: Regional, Citywide, and Local or Neighborhood systems.

- The regional level presents the relationships and coordination of systems that travel through and beyond the city borders. The coordination of these regional networks is important to maintain continuous and useful links between Scottsdale and its neighbors. The regional system includes aviation, freeways, parkways, expressways, arterial roadways, regional transit networks, the regional bicycle system and the facilities that support and enhance them. At this level, mobility takes precedence over access.
- The citywide level focuses on policies that efficiently move people, goods, and information through and within our community. Citywide systems include arterial and collector roadways, scenic corridors, local and limited-stop transit systems, bicycle system network, on-demand services

(currently Dial-a-ride and the trial program of taxi vouchers called Cab Connection) for elderly and handicapped persons, and technology and citywide electronic transportation systems. At this level, mobility and access should be balanced.

- The local/neighborhood level seeks to develop choices based upon the dynamics of local neighborhoods. Local systems include neighborhood streets, circulator and shuttle bus systems, multiuse paths and connections to paths, sidewalks, telework centers, handicapped access features, and traffic calming strategies. At this level, access takes precedence over mobility, and non-motorized mobility types (for example: walking, biking, and in some neighborhoods horseback riding) are a priority.

The Mobility Element approaches “traditional” transportation planning in a different way. It recognizes the role of the automobile, but expands the field of mobility to fully integrate non-automotive modes, such as public transit, air travel, cycling, walking, trip reduction strategies, and telecommunications. It also recognizes the inter-relationships among transportation, land use, and neighborhoods. Different areas within the city may have unique mobility needs requiring solutions that, while part of a larger system, are designed for specific areas of the city. The policies in the Community Mobility Element are designed to recognize these unique needs and find solutions for them. The city’s recommendations regarding building setbacks, parking facilities, and street naming and house and building numbering are included in the city’s code rather than specifically in the Community Mobility Element.



Ease of Access and Movement v. Neighborhood Preservation and Aesthetic Appeal

Traffic congestion has been and continues to be a problem in Scottsdale, as it is in every developing community. The seemingly logical solutions, however, such as dedicating more land to transportation-related uses, can have significant negative impacts on the looks and character of our community. An example would be reducing distance and landscaping between buildings and the street (setbacks) in order to install additional automobile travel or turning lanes.

Scottsdale Values ...



- Live, work and play relationships in land use patterns that reduce the number and distance of auto dependent trips and are supported by mobility networks (such as: mixed use projects or focused development near to non-automotive mobility systems).
- Mobility choices that reflect the community's diverse needs and lifestyle in all areas of the city, respect neighborhood dynamics, and reduce reliance on automobile.
- Balance between regional, citywide, and neighborhood level transportation needs.
- Citywide and regional systems that minimize impacts on viewsheds, the natural environment, and local neighborhoods.
- Maintenance of regional, citywide and neighborhood connections/networks.
- Design of networks to move people, goods, and information that meet the aesthetic standards of Scottsdale and that enhance the pedestrian use of the city.
- Free flowing and safe movement within the various modes of transportation, including aircraft, commercial vehicles, automobiles, pedestrians, equestrians, and cyclists.
- Transportation practices that support the community interests in maintaining economic vitality, protecting natural resources, and preserving neighborhood life.
- Partnerships between citizens, businesses, system users, and the city to develop and implement mobility solutions.
- Use of technology to achieve a mobility system that meets community goals (safety, efficiency, accessibility, alternatives and choice, reduction of travel time, reduction of traffic congestion, improvement of air quality, etc.).

Goals and Approaches

Regional Systems:

1. **Protect the function and form of regional air and land corridors.**

- Design all regional corridors to safely and efficiently move people, goods and information by using state-of-the-art technology (intelligent transportation management systems), and the integration of all modes.
- Maintain Scottsdale's high development standards. The character of regional corridors in Scottsdale should reflect an image that is uniquely Scottsdale through unified streetscapes, street signage, and public art.
- Enhance the natural beauty and unique character of Scottsdale through design and aesthetics of regional corridors.
- Coordinate all planned and existing regional links by actively working with adjacent jurisdictions (e.g. Scottsdale/Tempe Major Investment Study).
- Seek new opportunities for alternative modes of transportation or choices and carefully integrate all modes: motorized, non-motorized, electronic, and air, etc.
- Coordinate transportation and technology planning with land use planning to provide a continuous and integrated system of mobility.
- Develop innovative designs to reduce conflict points between various means of travel/user groups while improving the efficiency of the regional links.
- Embrace future modes and methods of moving people, goods, and information.
- Protect the regional corridor flow and function by considering use of grade separations to enhance safety and provide choices for mobility of different modes.
- Control access to and from regional corridors to protect mobility within the corridor and to protect residential neighborhoods.

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

- Improve air quality, by encouraging live, work, and play relationships in land use decisions that reduce the distance and frequency of automotive generated trips.
- Design all infrastructure for the movement and parking of vehicles to be sensitively integrated into the natural and/or physical settings.
- Use technologies that will more efficiently move people, goods, and information throughout the networks.



- Integrate alternative modes of transportation along regional networks. (Scottsdale/Tempe Major Investment Study is examining this opportunity)
- Encourage alternative fuel vehicles and examine future alternatives for mobility options that will help air quality and the environment.
- Coordinate local and regional construction projects to reduce mobility delays and hindrances.
- Improve regional transit systems, and explore other public mobility systems.
- Strategically locate transit centers and park and ride lots close to regional corridors. Provide links to these centers to optimize use.
- Continue implementation of the regional bicycle system; on a regional basis these are primarily on-street.
- Foster ways of reducing trips, such as telecommuting. Telecommuting centers should be located for convenient access from residential areas.
- Employ appropriate technologies to increase the effective capacity of roads and reduce traffic congestion.
- Promote safe, efficient and environmentally responsible operation of the Scottsdale Airport to accommodate various aviation needs and commercial services, and to link the Northeast Valley to the nationwide air transportation system.

3. Promote regional diversity and connectivity of mobility choices.

- Integrate infrastructure, such as park and ride lots, transit centers, and telecommuting centers along regional corridors and within “destination centers” (areas of higher intensity or places where large numbers of people go). *(Regional systems will connect, through citywide and neighborhood systems, to where people live)*



- Connect and support a diversity of mobility choices to and within areas that contain the greatest intensity of development.
- Actively work with adjacent jurisdictions to ensure mobility choices are not adversely affected and continuity is maintained.
- Integrate regional employment centers into a regional multimodal system (i.e. streets, trails, bikeways, paths, and transit).
- Aggressively pursue traffic reduction strategies in region serving areas of the city (e.g. Scottsdale Airpark area) that if successful will maintain economic vitality and quality of life.

- Promote the implementation of the Papago/Salado plans to integrate bicycle and pedestrian plans between Phoenix, Tempe, and Scottsdale.

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

- Actively work with adjacent jurisdictions, Arizona Department of Transportation (ADOT), Maricopa Association of Governments (MAG), and Regional Phoenix Transportation Authority (RPTA), to maintain the integrity of regional connections.
- Maximize the efficient movement of people, goods, and information along regional connections through signal timing, trip reduction efforts, increasing mobility network capacity, “flex” schedules, and new technologies.
- Coordinate the creation and maintenance of new non-motorized mobility networks.

Citywide Systems:

5. Relieve traffic congestion.

- Design citywide networks to balance the safe and efficient movement of traffic with the need to safely access these networks from the local level, and reduce pressure to use regional networks for citywide trips.
- Use technology and design practices (such as uniformly spaced traffic signals, coordinated timing sequences, and “intelligent” traffic management systems) to create a safe and efficient flow of traffic on Scottsdale’s major streets, optimize travel, increase corridor capacity, reduce traffic congestion, more efficiently move people, goods, and information throughout the networks, and reduce reliance on the automobile.
- Emphasize work, live and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for moving people and information.
- Provide for alternative modes of transportation on citywide corridors that are accessible to all socio-economic and demographic groups within the community.
- Encourage an active partnership between Scottsdale citizens, government, and businesses in the development and implementation of transportation and technology solutions, such as coordinating and encouraging alternative business hours, telecommuting, and flexible employee scheduling to help reduce traffic congestion at peak times and the number and distance of automobile-dependent trips.
- Retrofit or redevelop transportation/technology corridors to improve movement of people, goods, and information.



- Use transportation demand management (TDM) techniques (such as trip reduction, flexible schedules, signal timing, participating in a transportation management association, etc.) to reduce capacity demands on transportation networks.
- Ensure that telecommunications and utility providers efficiently use rights-of-way, and locate, install, and maintain their facilities in a manner that minimizes traffic and visual impacts.

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

- Maintain the option to expand existing and future networks to more efficiently serve the community in the future. Communicate with the community to ensure options are left open to deal with needed expansions in a timely and cost effective manner.
- Preserve and/or acquire public rights-of-way to ensure that mobility networks can be sufficiently expanded to efficiently serve the buildout population of the community, ensure flexibility, and accommodate multimodal uses.
- Plan for alternative routes and modes to provide options in the event that expansion of existing routes is not possible.
- Continuously manage the physical carrying capacity of citywide networks to efficiently move people, goods, and information.
- Provide mobility choices that reflect consumer preferences in different parts of the city to ensure the networks are efficiently serving the community.
- Use drainage easements, vista corridors, and public open spaces as an opportunity to expand non-motorized connections throughout the community.
- Provide transitions from regional systems to neighborhood systems by gearing design standards for roads, bikeways, paths, sidewalks, etc. to the intensity of use and traffic volumes.
- Consider use of grade separations to enhance safety and provide choices for mobility of different modes.
- Balance the diverse needs of the traveling public through provision of choices, recognizing that compromises may be necessary.
- Fully integrate all modes of travel along citywide corridors to create a mix of mobility opportunities and choices.
- Encourage development and redevelopment that is compatible with and supportive of citywide corridor functions and design.



7. Maintain Scottsdale’s high aesthetic values and environmental standards in the city’s transportation system.

- Ensure that the streets designated as scenic corridors are sensitively integrated into natural desert setting and the integrity of the scenic setback is preserved.
- Sensitively integrate infrastructure (both in emerging and redeveloping areas) along street rights-of-way within the local setting.
- Celebrate and define a unified identity for Scottsdale by incorporating a consistent palette of colors and materials and using public art to creatively address infrastructure, such as sound walls and bus bays along citywide street networks.
- Ensure environmental sensitivity and aesthetics by retrofitting or redesigning mobility systems to meet Scottsdale’s values and standards. (e.g. the 101 freeway was redesigned and implemented by Scottsdale to include public art when the original design was to be without art or aesthetic treatment)
- Provide for alternative fuels, such as electrical recharge and cleaner fuels refilling stations.
- Promote comfortable alternative paths and trails by providing shade trees, canopies, cooling/misting systems and other options.

8. Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- Emphasize the relationship and balance of land uses within general areas of the city to determine if an appropriate mixture exists that will reduce the demand on regional and local systems.
- Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.
- Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development).
- Encourage access to technology by supporting the expansion of telecommunications services and choices throughout the city.



Local/Neighborhood Systems:

9. Protect neighborhoods from negative impacts of regional and citywide networks.

- Provide neighborhood systems that safely move people, connect neighborhoods to citywide and regional networks, while discouraging citywide and regional cut-through automobile traffic.
- Protect the livability of local neighborhoods from citywide and regional network influences by developing measures to reduce noise levels, and discourage high volume traffic and speeds within local neighborhoods. These measures may include different “traffic calming” designs and features.
- Preserve reasonable emergency access through neighborhoods, balancing the potential for neighborhood street restriction (traffic calming, street narrowing, speed humps, etc.) with emergency accessibility.
- Explore neighborhood street layouts and design that are not necessarily aligned with the citywide and regional network to prevent cut-through automobile traffic, reduce speeding and noise, provide greater and safer opportunities for non-motorized modes, and to create an environment where the neighborhood can flourish.
- Minimize traffic speeds, volumes and through-traffic by appropriate street planning and design.
- Balance access and movement between citywide corridors and neighborhood corridors to favor protecting the neighborhoods.
- Look for opportunities to provide grade-separated crossings for various travel modes (e.g. bicycle, pedestrian, equestrian) that connect neighborhoods to high demand locations and other neighborhoods, especially when separated by city or regional corridors.
- Provide open space and buffering in design to protect neighborhoods.

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

- Emphasize accessibility and connections between neighborhoods while discouraging citywide and regional traffic in neighborhoods.
- Explore alternative layouts that use existing connections, such as alleys, drainage corridors, dead-end streets, vista corridors, grade-separated crossings, and open space to create additional non-motorized connections between neighborhoods.
- Provide accessibility to mass transit by enhancing the pedestrian experience, providing non-motorized routes and transit options that are not on fixed routes (such as shuttles, or Dial-a-ride type services).



- Encourage developers to design residential and non-residential buildings and include infrastructure to accommodate technological advances. (DC Ranch is an example of this kind of development)
- Ensure that intermodal connections are functional, so that movement between types of transportation is convenient and uninterrupted.

11. Provide opportunities for building “community” through neighborhood mobility.

- Provide non-motorized modes of transportation as an alternative to the automobile and develop opportunities to foster a sense of community by linking civic spaces.
- Encourage the sensitive integration of live, work and play land uses and their physical links within and between neighborhoods to emphasize sense of place.
- Strive for the highest standards of safety and security for all motorized and non-motorized modes.
- Recognize the importance of non-residential “institutional” uses like schools and places of worship to a neighborhood’s sense of community and identity and provide parking and connections that blend with the neighborhood.
- Enhance the opportunities for technology and telecommunications within neighborhoods.
- Promote neighborhood street systems as the foundation for bicycle use, through safety and design features.
- Promote non-motorized travel for short neighborhood trips, such as homes to schools, parks, libraries, retail centers, and civic spaces.
- Promote school site design that encourages non-motorized travel for students and personnel by accommodating direct links between schools and neighborhoods in a manner that minimizes exposure to vehicles.
- Provide a high level of service for pedestrians through facilities that are separated and protected from vehicle travel (e.g., placing landscaping between curbs and sidewalks).
- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

see Open Space and Recreation Element



12. Recognize the diversity of neighborhoods throughout the city and their different mobility needs.

- Ensure that mobility choices reflect the character and dominant lifestyle within a neighborhood(s) and that services provided are appropriate for the neighborhood(s). For example, in equestrian areas of the community, create links to the citywide and regional trail system.
- Explore partnerships and privatization to provide additional mobility choices.
- Consider Improvement Districts to provide neighborhood links in a more time efficient manner.
- Continuously communicate with the community that the strength of live, work and play land use relationships will have a direct impact on the service levels and number of mobility choices that a neighborhood may experience. Mixed-use development will have a stronger emphasis on pedestrian-oriented design and contain more dynamic non-motorized connections. On the other hand, more singular land uses, such as low-density equestrian areas may place more emphasis on local trail systems to maintain connectivity.
- Recognize that different areas of the city will have centers or focal points of intensity in mobility systems.
- Examine at the character area or neighborhood level of general planning an area's connectivity, ways to create hubs for alternative methods of mobility, and vulnerability to decline.
- In maturing neighborhoods explore retrofitting of aging infrastructure, re-design of streets, and connections for non-motorized traffic to augment a neighborhood's livability and safety.
- Consider the use of grade separations to enhance safety and provide choices for mobility of different modes.
- Work with local neighborhoods to develop solutions that create ownership and residential responsiveness, alleviate negative effects of regional and citywide transportation networks, and form financial partnerships in funding potential improvements.



Related Plans and Policies:

- City of Scottsdale Design Standards and Policies Manual, Section 3.4, 1999, Bikeways
- City of Scottsdale Design Standards and Policies Manual, Section 3.1, Street Geometrics
- City of Scottsdale Zoning Ordinance, Bicycle Parking
- Manual on Uniform Traffic Control Devices 2000, Part 9, Traffic Controls for Bicycle Facilities
- American Association of State Highway and Transportation Officials Guide for the Development of Bicycle Facilities, 1999
- Maricopa Association of Governments (MAG) Regional Bikeways Plan, 1999
- MAG Regional Off-Street System Plan, 2001
- MAG Pedestrian Area Policies and Design Guidelines, 1995
- MAG Pedestrian Plan, 2000

Reference:

- Indian Bend Wash Bicycle and Pedestrian Path Study, 1992
- Upper Camelback Wash Multiuse Path Routing Study, 1998
- Scottsdale Bike Path Improvement Study 1991
- City of Scottsdale Desert Greenbelt Project Multiuse Paths and Trails
- City of Scottsdale Bike Lane Retrofit Study, 1991
- City of Scottsdale Bicycle Task Force Final Report, 1988
- City of Scottsdale Transit Plan, 1990
- City of Scottsdale Bicycle/Pedestrian Transportation Plan, 1994

Element Graphic:

- Regional and Citywide Mobility Corridors map

