

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, MARCH 9, 2021



CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251

CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 4:01 P.M. on Tuesday, March 9, 2021.

ROLL CALL

Present: Mayor David D. Ortega
Vice Mayor Betty Janik
Councilmembers Tammy Caputi, Tom Durham, Kathy Littlefield,
Linda Milhaven, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott,
Acting City Treasurer Judy Doyle, City Auditor Sharron Walker, and
City Clerk Ben Lane

PUBLIC COMMENT – Melissa Kovacs spoke in support of Councilmember Milhaven's proposal for a short-term rental task force.

1. Residential Sewer Line Extensions

Request: Presentation, discussion, and possible direction to staff on the residential sewer line extension and payback programs and associated costs to homeowners.

Presenter(s): Brian Biesemeyer, Water Resources Executive Director

Staff Contact(s): Brian Biesemeyer, Water Resources Executive Director, 480-312-5683,
bbiesemeyer@scottsdaleaz.gov

Water Resources Executive Director Brian Biesemeyer and Water Quality Director Suzanne Grendahl gave a PowerPoint presentation (attached) on residential sewer line extensions and septic systems.

Councilmembers made the following suggestions:

- Return to the Council with detailed information on all costs and fees that would be incurred by the City and individual homeowners.
- Review low cost options and options involving a possible 1.5% sewer rate increase and a \$.40 per month water quality fee on water bills during budget discussions.

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

2. Draft Economic Development Strategic Plan

Request: Presentation, discussion, and possible direction to staff regarding the Draft Economic Development Strategic Plan.

Presenter(s): Rob Millar, Economic Development Director

Staff Contact(s): Rob Millar, Economic Development Director, 480-312-2533, rmillar@scottsdaleaz.gov

Economic Development Director Rob Millar and Resonance Consultancy Economic Development Vice President Steven Pedigo gave a PowerPoint presentation (attached) on the draft Economic Development Strategic Plan.

Councilmembers made the following suggestions:

- Look to attract more corporate headquarters to Scottsdale.
- Continue moving forward with development of Strategic Plan.

3. Draft General Plan 2035 Update (1-GP-2021)

Request: Presentation, discussion, and possible direction to staff regarding the Draft General Plan 2035.

Presenter(s): Erin Perreault, Planning and Development Area Director

Staff Contact: Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

Planning and Development Area Director Erin Perreault gave a PowerPoint presentation (attached) on the draft Scottsdale General Plan 2035 update. The following chapters were discussed:

Chapter 4 – Community Well Being

Councilmembers made the following suggestions:

Healthy Community Element

- On Page 139, second paragraph, last sentence, replace the word “programming” with “facilities”.
- On Page 140, first paragraph, first sentence, replace the words “may have the” with the words “has an”.
- On Page 142, add an additional policy to create or help to create a network to share and receive locally grown fruits.
- On Page 142, delete Policy HC 2.3.
- Support the addition of a high-level health resources map listing hospitals.
- Include references to Maricopa County Health Services for low-income residents and eligible veterans, such as Neighborhood Outreach Access to Health (NOAH), on the health resources map.
- Create a policy about the mental health/behavioral health aspects of a healthy community

Housing Element

- On Page 148, Policy H 1.2, replace the word “Encourage” with the word “Promote”.
- On Page 148, Policy H 1.3, replace the word “Support” with the word “Ensure”.
- On Page 149, Goal H 2, replace the word “Encourage” with the word “Provide”.
- On Page 149, change the wording in Policy H 2.1 from “a variety of income levels” to “workforce and low-income levels”.
- On Page 149, delete Policy H 2.6 as it is a duplicate of H 2.1.

- On Page 150, Policy H 3.5, provide more substance to the policy to establish an understanding of how this could be accomplished.

Recreation Element

- On Page 154, add a new Policy R 3.3 (or where appropriate) that states "Maintain and enhance our vibrant aquatic community that offers programs in water safety, swim lessons, competitive swimming, diving and synchronized swimming and water recreational activities at our aquatics facilities", and renumber the remaining policies under Goal R 3.

Safety Element

- Suggest adding more language on "mobilization and health resources", as well as pandemics into the element.
- On Page 160, Policy S 1.6, add the words "water and" after the word "about".
- On Page 160, Policy S 1.5, replace the words "Continue to build" with "Provide".
- On Page 160, under Goal S 2, add a new policy to "Retrofit police stations, fire stations, and community centers to operate for long periods off the grid to ensure that in the event of an emergency and power grid failures, there will be uninterrupted fire, police, and community services."
- On Page 161, Policy S 3.1, fire response resources should be located based on population density, not just response times, and fire resources should consider planning for protecting both developed and undeveloped (Preserve) areas.
- On Page 163, Policy S 7.1, replace the word "Encourage" with "Incorporate".
- On Page 163, Policy S 7.8, replace the words "Ensure the" with words "Work with the School District to provide". After additional Council discussion, the consensus was to that the city is responsible for safety, thus maintain S 7.8 original language.

Chapter 5 – Connectivity Chapter

Councilmembers made the following suggestions:

- Add a goal to Chapter 5 related to non-car modes of transportation. Suggestions included regional transportation, self-driving delivery vehicles, improved intra-city transportation, self-driving vehicles, golf carts, Mopeds, e-bikes, and scooters.

Circulation Element

- On Page 170, Policy C 1.1, add the word "regional" after "affordable" and replace the words "related to" with "including".
- On Page 170, delete Policy C 1.6.
- On Page 172, Policy C 3.3, expand neighboring jurisdictions to include Maricopa Association of Governments (MAG).
- Be very specific that the connectivity element does not have any references to "light rail".

Bicycling Element

- On Page 180, Policy B 1.5, replace the words "or improve" with the words "and enhance".

Chapter 6 – Revitalization Chapter, Neighborhood Preservation Element

Councilmembers made the following suggestions:

- On Page 188, Policy NPR 1.3, add language to the effect if the citizens or owners of the property desire historic designation.

Growth Area Element

- On Page 203, Scottsdale Growth Areas, under the Old Town Growth Area consider recognizing the Downtown Core area with language such as “The Old Town designation represents 2 areas, each with distinct character. The Historic Old Town Character Area is bound by 2nd Street north to 1st Ave., and Scottsdale Rd. east to Brown Ave. This character area must retain its original charm. The remaining section of Old Town encompasses 2nd Street north to the Canal and Goldwater Blvd. east to Scottsdale Rd. This Character Area includes the engaging Scottsdale Art District and numerous unique shops and boutiques. It is the locations for some of the greatest development activity within Downtown. Building heights generally range between two and six stories, with few exceptions, depending on location and neighborhood context. It is critical to maintain the identity of this area by establishing architectural guidelines for new construction and redevelopment.”

Cost of Development Element

- On Page 208, Policy COD 3.1, add the words “ongoing maintenance” before the words “and infrastructure”.

Public Services and Facilities Element

- On Page 211, Policy PSF 2.5, add the word “safe” after the word “the”.

Public Buildings Element

- On Page 217, Policy PB 2.3, add the words “and LEED Certification”, after “standards”.

Chapter 7 – Innovation and Prosperity, Economic Vitality Element

Councilmembers made the following suggestions:

- On Page 229, add a new policy stating “Scottsdale is committed to working with the schools to achieve the best outcome for our children. This includes, but is not limited to, shared facilities such as parks and libraries, mentoring programs, and recognition of student achievements.”

Tourism Element

- On Page 234, Policy T 1.5, revise sentence structure to make it easier to read.

4. **Short Term Rental Task Force**

Request: Presentation, discussion, and possible direction to staff regarding the formation of a Short-Term Rental Task Force.

Presenter(s): Councilmember Linda Milhaven

Councilmember Milhaven gave a presentation on the proposed Short-Term Rental Task Force.

MOTION AND VOTE – ITEM 4

Councilwoman Whitehead made a motion to direct staff to return to Council with direction on setting up a short-term rental task force. Councilwoman Caputi seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

ADJOURNMENT

The Work Study Session adjourned at 8:10 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on April 6, 2021

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 9th day of March 2021.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED the 6th day of April 2021.

Ben Lane

Ben Lane, City Clerk

Residential Sewer Line Extensions and Septic Systems



1

Agenda

1. Introduction and Review
2. October 22, 2019 Study Session Tasking
3. Survey Results
4. Discussion
5. Options/Guidance to Staff

2

What is a sewer line extension?

An extension of a sewer line to serve additional properties. In the residential context, it is done to allow a homeowner/developer of a single-family residence to extend a water or sewer line to their property.

3

Why do we have a sewer line extension program?

Scottsdale General Plan, Public Services and Facilities Element, paragraph 12 (Water Resources) has the following bullets:

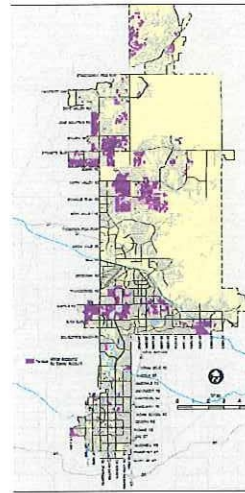
- Recognize the value of water and wastewater as resources to be managed in order to contribute to a sustainable community.
- Make sure that new service delivery costs are borne by those desiring the service without costing or adversely impacting existing customers.
- Encourage the use of alternative sewer systems instead of private septic systems.

4

Septic Systems in Scottsdale

Approximately 5,500 septic systems in Scottsdale.

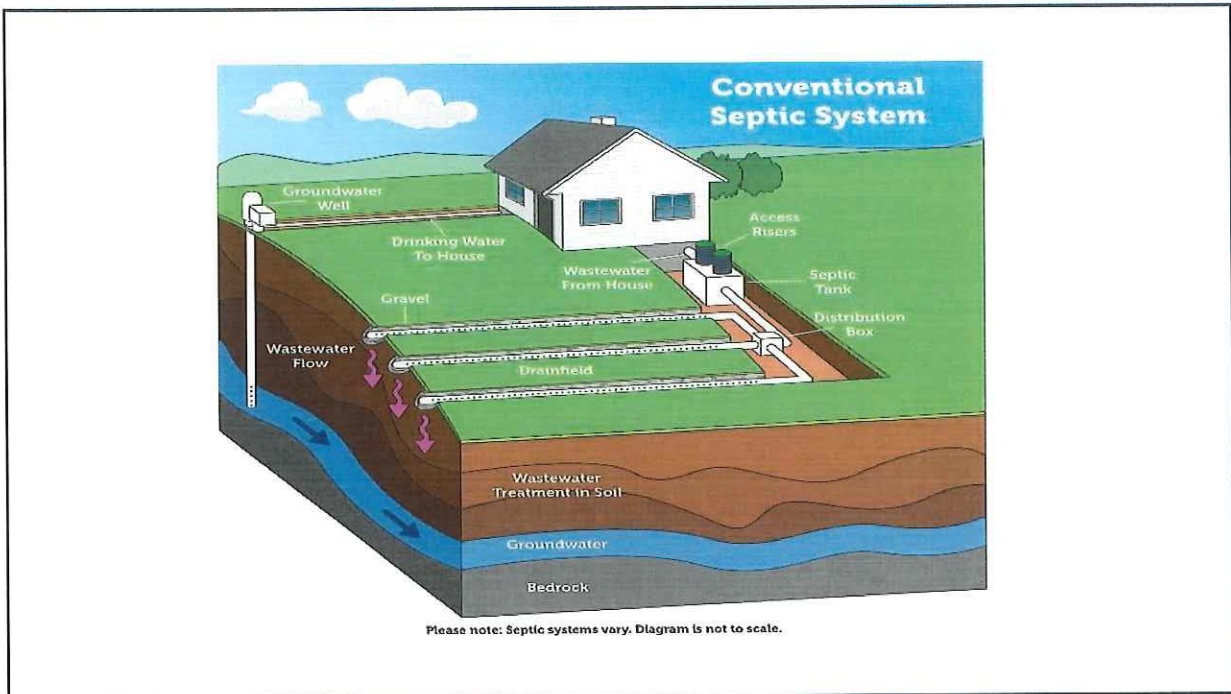
Over the last seven years, the sewer line extension program has enabled sewer lines to reach 169 homes or parcels with an average cost per parcel of \$25,000.



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Groundwater Quality and Septic Systems

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Water Quality Impacts

- USEPA – “Insufficiently treated sewage from septic systems can cause groundwater contamination, which can spread disease in humans and animals. Improperly treated sewage poses the risk of contaminating nearby surface waters threatening swimmers with various infectious diseases, from eye and ear infections to acute gastrointestinal illness and hepatitis.”
- Groundwater Foundation – “An improperly designed, located, constructed, or maintained septic system can leak bacteria, viruses, household chemicals, and other contaminants into the groundwater causing serious problems.”
- CDC - “Septic systems are an under-recognized cause of disease outbreaks,” said Jonathan Yoder, who leads the domestic water, sanitation, and hygiene epidemiology team at the Centers for Disease Control and Prevention.

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Septic Tank Contamination Risk

Most common (Regulated)

- Bacteria
- Viruses
- Parasites
- Nitrate (known to be as high as 50 parts per million in septic tank discharge)

What do all of these have in common? **All acute contaminants**

Pass through septic (Unregulated)

- Pharmaceuticals
- Personal Care Products

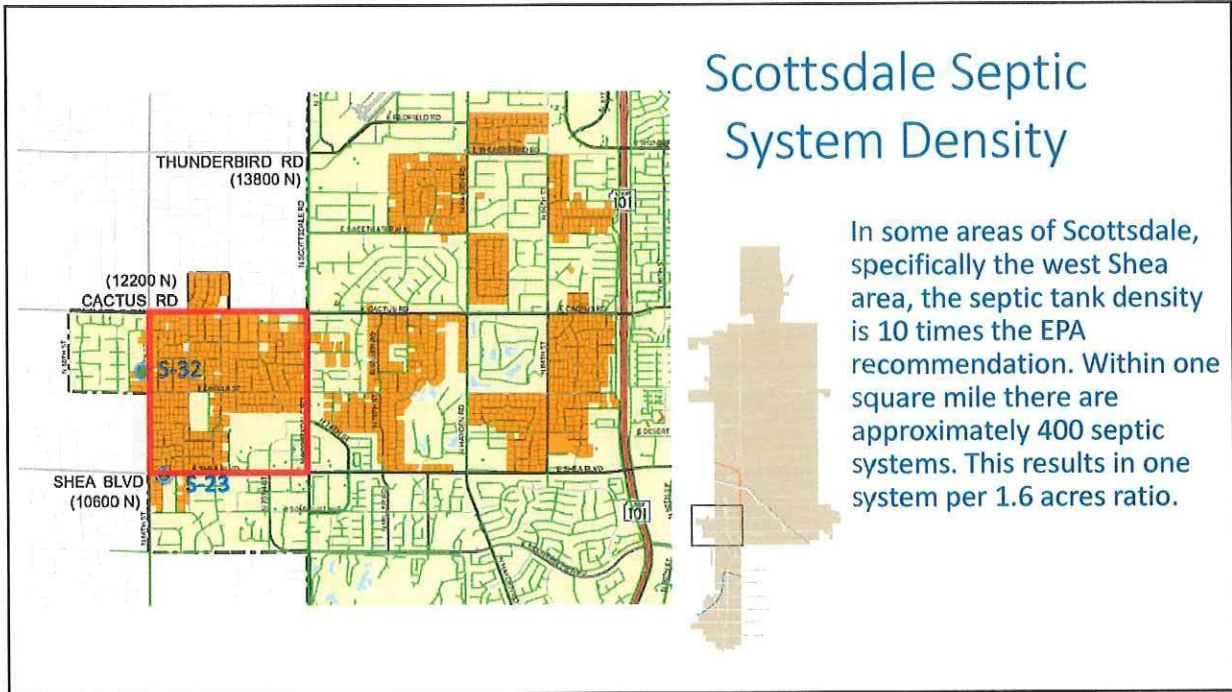
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EPA Septic System Density

- USEPA – “Many public health authorities feel that conventional septic systems are suitable only where population is strictly limited, and soil conditions are suitable for effective absorption. Otherwise, these systems may contaminate ground and surface waters and result in sanitary nuisances and health hazards”.
- The EPA has determined that regions with greater than 40 septic systems per square mile (that is 1 system per 16 acres) are regions of potential groundwater contamination.

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Scottsdale Septic System Density

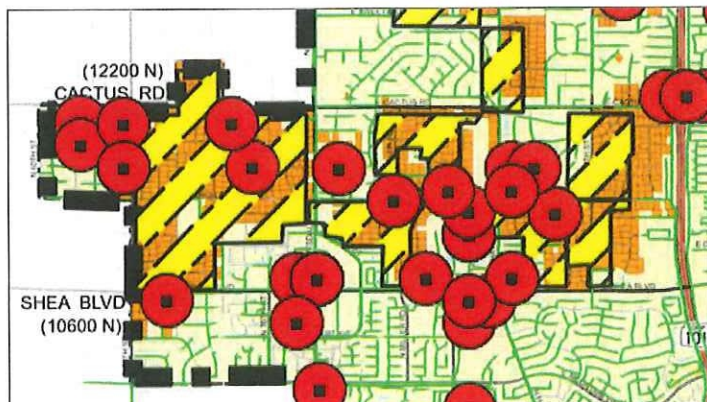


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Exempt Wells

Non-municipal “wells” exist within Scottsdale city limits

- 981 exempt wells within Scottsdale city limits
- May not be a fully completed well – may just be partially drilled
- Conduits from surface to groundwater
- Allowed to be within 100 feet of septic system
- Potential contamination can be directly drawn down from surface to aquifer



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October 22, 2019 Study Session


Council asked staff to return with options and information on total costs to both City and residents for a program that would incentivize residents to convert septic systems to the City sewer system, including:

- Conducting a survey of residents for interest
- Means of creating a Community Facility District
- Capping cost to residents
- Implementing a sliding scale cap based on size/value of home
- Holding a "Sale on Sewer"
- Allow the connection cost to be paid over time

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Survey Design

- Began with all residential customers who receive water service, but not sewer service.
 - Removed city-owned parcels, HOAs, multifamily units, and customers served by Black Mountain Sewer Co.
- First mailing (Jan 2020): postcard directing customers to online survey
- Second mailing (Feb 2020): Postage-paid, self-mailer survey
- Total surveys mailed: 6,120



CUSTOMER SURVEY
 PLEASE RESPOND

Scottsdale to consider septic system conversion incentive program

Scottsdale Water is conducting a survey of residents currently on septic systems to gauge interest in programs that would incentivize conversion to city sewer service. As a Scottsdale Water customer receiving water but not sewer service, your residence has been identified as having a septic system.

To help us assess interest in septic system conversion programs, please detach and mail the survey below or complete it online at ScottsdaleAZ.gov/EZ and search "survey".

Septic system conversion programs were discussed in depth at a City Council Work Session on Oct. 22, 2019. To view the work session in its entirety, please visit ScottsdaleAZ.gov and search "2019 video archive". For additional information, please call 480.312.5553.

Your name _____ Floor _____
 Address _____

Is the house at this address on a septic system?
 Yes No Unsure

Approximate year the current septic system was installed:
 Since 2010 (less than ten years old) 1990 to 1999 (10 to 20 years old)
 2000 to 2009 (11 to 20 years old) Prior to 1990 (older than 20 years)

Do you anticipate having the current septic system overhauled?
 Yes No Unsure

Would you consider converting from septic to sewer if the price to do so would be the same or similar to the cost of installing a new septic system or renovating your current septic system?
 Yes No Unsure

If no, why?

Additional comments?

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Survey Data

Customers surveyed	6,120
Customer surveys completed	2,304
Percentage of customers completing survey	38%

Do you anticipate having the current septic system replaced or overhauled?

No	1469
Yes, within the next five years.	148
Yes, within the next ten years.	71
Unsure	493

Would you consider converting from septic to sewer if the price to do so would be the same or similar to the cost of installing a new septic system or renovating your current septic system?

No	686 – 30%
Yes	994 – 43%
Unsure	538 – 23%

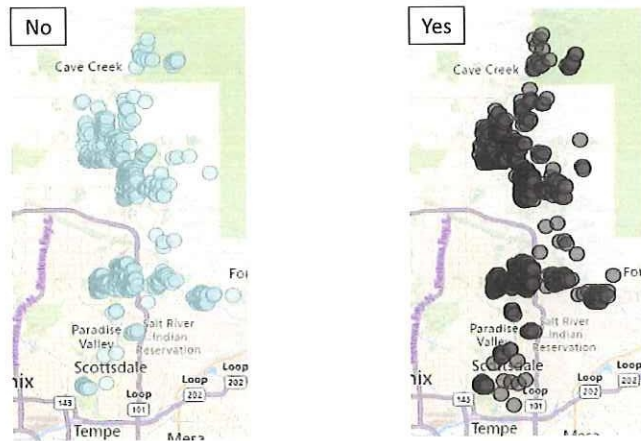
Approximate year the current septic system was originally installed

Since 2010 (less than ten years old)	247
2000 to 2009 (11 to 20 years old)	470
1990 to 1999 (20 to 30 years old)	500
Prior to 1990 (over 30 years old)	957

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Geographic Distribution of Results

Would you consider converting from septic to sewer if the price to do so would be the same or similar to the cost of installing a new septic system or renovating your current septic system?



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Discussion

- Community Facility Districts can occur but need sufficient numbers to make start-up cost worth while. This option is available to customers.
- Cap on sewer – possible but needs funding.
 - Sliding Cost Scale for cap – difficult due to setting cost before homes are developed, escalating land values for long time owners, and contrary to standard billing processes.
- Sale on sewer – a cap on sewer costs is a “sale on sewer”. Additionally, lot development or home redevelopment which require sewer extensions are influenced more by other factors.
- Customers allowed to pay over time – possible, but not risk free.

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Discussion

Low-cost (to the Sewer Fund) improvements to Sewer Extension Program:

- Payment over time
 - Customer must agree to a lien on property
 - Down payment with up to 5 years to pay remaining balance with a separate billing (external to utility bill)
- Interest rate reduced from Prime plus 1 percent to latest Scottsdale Water/Sewer bond interest rate.
- Interest capped at no more than \$5,000 per lot/home

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Historic Sewer Extension Costs

Fiscal Year	Number of Affected Lots	Total Length of Extension (Feet)	Average Cost Per Lot
2014/15	4	1,160	\$28,773.65
2015/16	18	1,760	\$12,199.03
2016/17	12	1,977	\$25,646.46
2017/18	40	5,795	\$27,881.62
2018/19	45	4,179	\$26,803.9
2019/20	32	3,870	\$22,248.57
2020/21	18	2,318	\$30,482.69
Total	169	21,059	
Average	24		\$24,862.27

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Cap on Sewer Discussion

- Suggested cap to be roughly equivalent to the cost of new septic system: \$15,000
- Funding needed:
 - Current yearly average of extensions per lot: 24 with a cost of \$25,000 per lot
 - Assuming an increase to 50 lots/homes per year
 - Cost to Scottsdale Water Sewer Fund is \$500,000 per year (only addresses costs going forward, not existing agreements)
- Possible solutions:
 - 1.5% increase in sewer rates to all sewer customers or
 - \$0.40 per month charge to all water customers as an Aquifer Protection Fee

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Possible Options for Council

1. No changes
2. Low-cost options
 - Payment over time
 - Reduced Interest
 - Cap on interest
3. Cost cap with funding (\$15,000)
 - Sewer rater increase (1.5%)
 - Water Quality Fee on Water bill (\$0.40/month)
4. Combination/other

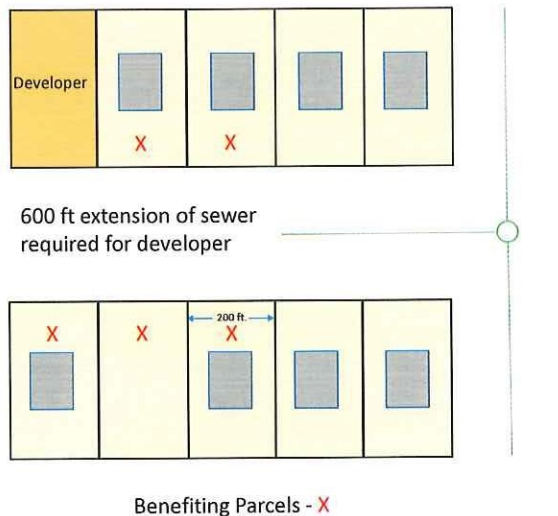
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Questions?



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Line Extension Example



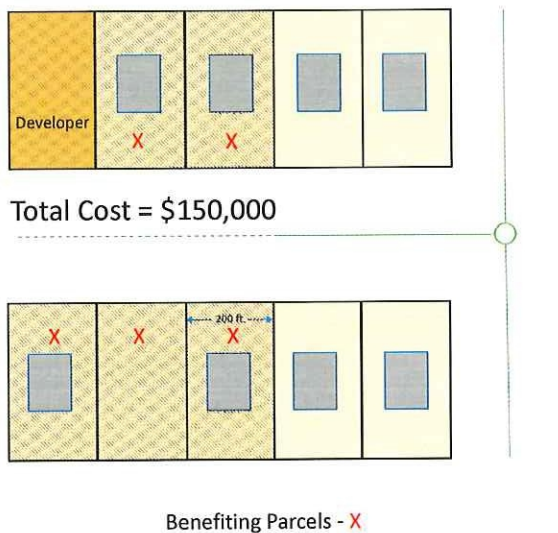
Developer plus 5 benefiting parcels

Edge of Developer's lot is 400 feet from sewer line (within 500 ft requirement)

Total Cost = \$150,000

Six homes/lots with equal frontages equates to a cost of \$25,000 per lot/home

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Developer would front the cost and upon project completion would be refunded \$125,000. (\$150,000 - \$25,000 for lot)

Existing homes with septic are not required to hook up to the Sewer following SRC 49-117.

However to hook up to the sewer, each benefiting parcels would be required to pay \$25,000 (plus interest if they don't hook up with the project as it is built).

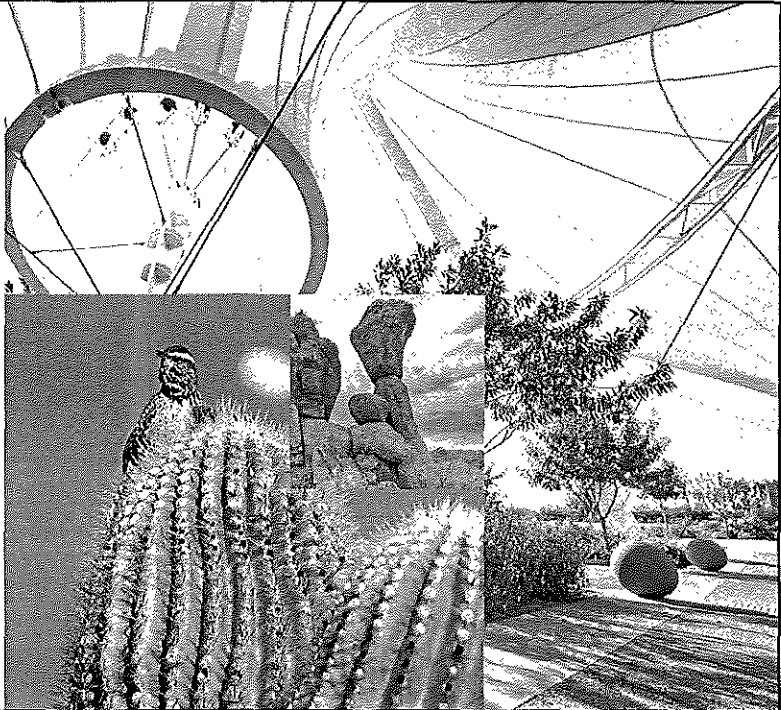
Payback agreement expires in 20 years

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Item 2

Scottsdale
Economic
Development
Strategy

City Council Work Study Session
March 9, 2021

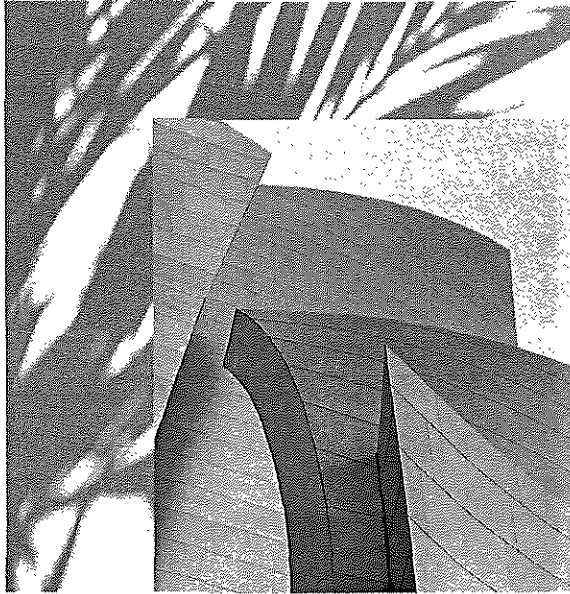
A collage of three images. The top image shows a Ferris wheel. The middle image shows a person in a cactus costume. The bottom image shows a modern building with a large circular window.

1

Strategic Plan Background

- Framework for guiding economic development strategies and goals over next 3-5 years
- Current plan adopted by Council February 2015
- Update process began March 2020
- Resonance Consulting

2



Overview

- Our Project
- Key Takeaways: Competitive Assessment, Engagement and Target Industries
- Proposed Strategy: Vision, Values, Guiding Principles, Goals, and Objectives

3

Building a Strategic Economic Development Plan for Scottsdale

4

How do we get there?

WITH A STRATEGY THAT

Communicates the **long-term vision and values** of Scottsdale

Builds upon **community assets** but addresses *challenges*

Guides business **recruitment and expansion** strategy with data and on-the-ground intelligence

Promotes the city's **skill clusters**, while reimagining pathways to opportunity for residents

Offers a plan for growing and **scaling startups**

Underscores the **resiliency and transition** needed for a post-COVID-19 work environment

Markets Scottsdale's investment in placemaking and quality of place

5

Our Approach

01.

KICK-OFF & SCOPE REFINEMENT

JUNE 2020

02

COMPETITIVE MARKET ANALYSIS

JUNE - JULY 2020

03.

VIRTUAL STAKEHOLDER ENGAGEMENT

JULY - SEPTEMBER 2020

04.

STRATEGIC PLAN DEVELOPMENT

OCTOBER 2020 - FEBRUARY 2021

05.

FINAL STRATEGY, IMPLEMENTATION & APPROVAL

FEBRUARY - APRIL 2021

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Steering Committee

- Karen Churchard
City of Scottsdale Tourism
- Randy Grant
City of Scottsdale Planning and Economic Development
- Todd Hardy
Arizona State University
- Rob Millar
City of Scottsdale Economic Development
- Michelle Pabis
HonorHealth
- Erin Perreault
City of Scottsdale Long Range Planning
- Doreen Reinke
Nationwide Insurance
- Dominick San Angelo
Scottsdale Rising Young Professionals
- Stephanie Scher
Vanguard Talent Brand & Recruitment Marketing
- Lawdan Shojaee
Axosoft
- Mark Stanton
Scottsdale Area Chamber of Commerce
- Shane Stone
City of Scottsdale

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Key Takeaways: Competitive Assessment

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Competitive Market Assessment

FAST-GROWING AND EDUCATED POPULATION

Scottsdale's population growth is 3 times the U.S. average. More than half of the population has a BA or higher.

A KNOWLEDGE CENTER

Scottsdale outpaces Arizona for the share of knowledge businesses and has experienced increased venture capital investment.

DIVERSITY AND HIGH INEQUALITY

12% of Scottsdale residents are people of color; 10% are Hispanic. The city also has high income inequality, a gender wage disparity gap, and limited diverse entrepreneurship.

LOWER LABOR PARTICIPATION

A popular retiree destination, the median age in Scottsdale is 47 (compared to 38.2 for the U.S.). Four in ten Scottsdale residents are not actively working. However, Scottsdale is a net importer of talent.

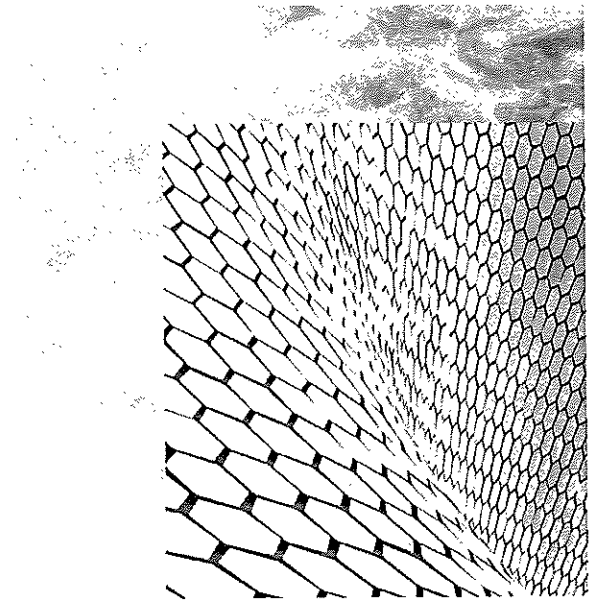
HIGH QUALITY OF PLACE

Despite high housing prices, Scottsdale has median household incomes which are 40% higher than the U.S. average. The city boasts a high rate of home ownership and quality destination amenities.

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Roundtable Insights

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Roundtable Discussions

More than **70 participants** joined nine roundtable discussions:

- Brain Gain and Talent
- Commercial Real Estate
- City Staff Leadership
- Economic Development, Tourism and Planning Practitioners
- Financial and Insurance Services
- Healthcare and Life Sciences
- Quality of Place and Destination Development
- Startup Ecosystem
- Young Professionals

We've also hosted for than **15 1-1 interviews**

And, a **Community Visioning Workshop** for 50 attendees

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Roundtable Insights

CITY AT A CROSSROADS
Scottsdale is changing quickly, creating both opportunities and challenges.

NEED FOR A VISION
Scottsdale needs a vision for economic development.

GROWING CORPORATE PRESENCE
Retaining and expanding Scottsdale's corporate presence is a priority for the city.

INDUSTRY DIVERSIFICATION FOR LONG-TERM SUCCESS
Industry diversification is an economic necessity for Scottsdale's future.

HIGHLY DEPENDENT ON TOURISM
Scottsdale's economy remains highly dependent upon tourism dollars.

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Roundtable Insights (Continued)

BOOMING STARTUP COMMUNITY

Scottsdale's startup ecosystem is expanding but it needs a champion.

GROWING MEDICAL TOURISM

Medical tourism is a significant opportunity for Scottsdale.

REEVALUATING THE OFFICE

With the impact of the COVID-19 pandemic, many businesses are adjusting their office space needs.

QUALITY OF PLACE A DRAW FOR

HQ RELOCATION

When closing relocation deals, Scottsdale has a strong quality of place story.

COMMUNICATING INCLUSION

Scottsdale is a welcoming community but needs to better tell its story.

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Target Industries

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Target Industries for Scottsdale

- IT Services and Software
- Financial and Insurance Services/ Technology
- Healthcare Services and Innovation
- Logistics Management
- Corporate HQs
(Marketing initiative v. Industry)
- Tourism

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Target Industries

IT SERVICES AND SOFTWARE

- Competitive advantage is 3x times the U.S. average, employing nearly 15,000 in AZ
- Average earnings: \$92,000
- Accounts for 25% of AZ GDP for the sector
- Make connections to Scottsdale's financial and insurance sectors, smart city road map and ASU's SkySong Innovation Center

FINANCIAL AND INSURANCE SERVICES AND TECHNOLOGY

- Combined employed of approximately 13,000 AZ residents
- Average earnings ranging from \$65,000 to \$101,00
- Legacy Industry with opportunity for innovation; position Scottsdale as the center for financial and insurance technology
- Foundation for startup ecosystem
- Accessible onramps to entry-level and lower-skilled positions

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Target Industries

(Continued)

HEALTHCARE SERVICES AND INNOVATION

- Position Scottsdale as a healthcare/ wellness service center
- No significant competitive advantage in life sciences or bio-tech; however rapid growth
- Clinical research priority of key anchors such as Mayo Clinic and Virginia Piper Cancer Center
- Cure Corridor should become sustainable, stand-alone organization

LOGISTICS MANAGEMENT

- Regional priority Industry for the Greater Phoenix Economic Council
- Approximately 3,000 employed in AZ; competitive advantage of 42%
- Fast-growing sector (becoming more important) nationally with rise of E-Commerce
- Arizona State University's Department of Supply Chain Management is ranked second in the U.S.

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Target Industries

(Continued)

CORPORATE HEADQUARTERS

- Cuts across multiple Industries; position as marketing effort v. Industry development
- Competitive advantage that is 13% greater than U.S.
- Employing 4,200 AZ residents
- Leverage Scottsdale's destination and quality of life brand

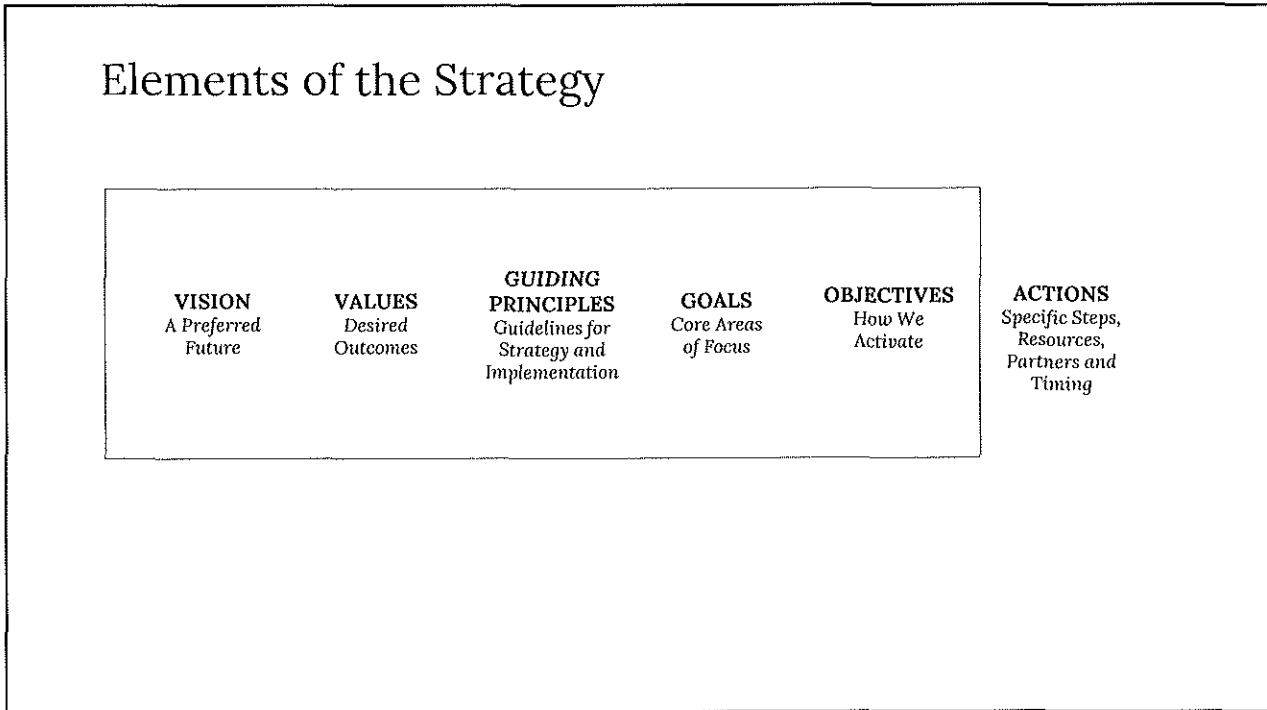
TOURISM

- Employing nearly 10,000 AZ residents
- Competitive advantage that is 2x the U.S. average
- Driver of quality of place development and local small business growth
- Strong partner in Experience Scottsdale
- Foundation for national and regional HQ attraction efforts

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Proposed
Scottsdale Economic
Development Strategy

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ECONOMIC DEVELOPMENT VISION

Scottsdale is a prosperous, sustainable destination for diverse talent, investment, and innovative businesses.

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Values

The City of Scottsdale Economic Development values:

**ECONOMIC
PROSPERITY
FOR ALL**

We advance economic prosperity for all Scottsdale residents and enterprises, by supporting wealth creation and economic mobility.

**FUTURE-
DEFINING
INNOVATION**

We invest in an entrepreneurial ecosystem that solves tomorrow's most pressing challenges.

**A HEALTHY
ECONOMY FOR
TOMORROW**

We foster resiliency through industry diversification, upskilling, talent attraction and responsible revitalization.

**A SONORAN
DESERT
WAY OF LIFE**

We prioritize Scottsdale's quality of place and promote our city's authenticity, character and values.

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Guiding Principles

The following 6 guiding principles serve as a framework to guide the development and implementation of the strategy:

BALANCE DEVELOPMENT

Advance economic development initiatives that balance prosperity and livability.

EXPORT INDUSTRY-DRIVEN

Pursue a data-driven export industry approach to drive economic diversification. Research shows that growing sectors that sell goods and services outside the region accelerates jobs creation.

EXISTING BUSINESSES FIRST

Focus on business expansion and retention to grow Scottsdale's economic base and attract investment.

FOCUS ON ENTREPRENEURSHIP

Foster an inclusive startup ecosystem in Scottsdale as a means of wealth creation for residents.

PRIVATE SECTOR AND PARTNER ENGAGEMENT

Engage Scottsdale's private sector and economic development partners to advance the city's economic development priorities.

EQUITABLE APPROACH

Apply an equity lens to all economic development efforts, ensuring all Scottsdale residents and businesses can thrive

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Goals

The 2021-2023 Scottsdale Economic Development Strategy and Action Plan has 6 key goals:

1. EXPANSION FOR INCREASED VITALITY:

Grow Scottsdale's existing industries to foster economic vitality.

2. BUSINESS AND INVESTMENT ATTRACTION:

Attract investment to diversify Scottsdale's economy.

3. SUPPORT ENTREPRENEURSHIP:

Boister Scottsdale's startup ecosystem.

4. ADVANCE ECONOMIC PROSPERITY:

Make inclusion and diversity an economic development priority.

5. TALENT DESTINATION:

Build the premier destination for talent in the Southwest.

6. BRAND BUILDING:

Enhance the Scottsdale brand for business, capital and talent.

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GOALS AND OBJECTIVES:

1. EXPANSION AND GROWTH:

Grow Scottsdale's existing export industries and businesses.

Target Industries: IT Services and Software; Financial and Insurance Services/ Technology; Health Services and Innovation; Logistics Management; and Tourism

Objective 1.1:

Implement a systematic, industry-focused business **retention and expansion program**, including engaged working groups.

Objective 1.2:

Ready and promote **commercial sites** to support business expansion.

Objective 1.3:

Deliver **technical resources** to Scottsdale small businesses to support economic recovery.

25

GOALS AND OBJECTIVES:

2. BUSINESS AND INVESTMENT ATTRACTION:

Attract investment to diversify Scottsdale's economy

Objective 2.1:

Execute a **site-selector engagement strategy** for Scottsdale's core industries: IT Services and Software; Financial and Insurance Services/Technology; Health Services and Innovation; and Logistics.

Objective 2.2:

Lead, in partnership with Experience Scottsdale, *Canada Arizona Business Council*, and others, a robust effort to attract high-value regional and national HQs.

Objective 2.3:

Develop a mechanism for evaluating **"highest and best"** use for future redeveloped commercial sites.

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GOALS AND OBJECTIVES:

3. SUPPORT ENTREPRENEURSHIP
Bolster Scottsdale's startup ecosystem.

Objective 3.1:

Explore the creation of "startup Scottsdale," an initiative to support high-potential entrepreneurs and activate a formalized investor/angel network in the city.

Objective 3.2:

Collaborate with ASU's SkySong Innovation Center to accelerate the growth of Scottsdale's high-tech scale-ups.

Objective 3.3:

Discover a sustainable organizational and funding model for the Cure Corridor, to galvanize Scottsdale's health sciences sector.

Objective 3.4:

Leverage the investment in Scottsdale's Smart City Roadmap to grow urban tech and sustainable tech enterprises.

GOALS AND OBJECTIVES:

4. ADVANCE ECONOMIC PROSPERITY:
Make inclusion an economic development priority.

Objective 4.1:

Evaluate the needs of Scottsdale's diverse businesses.

Objective 4.2:

Advance, in concert with Experience Scottsdale, destination assets, and anchor employers, an initiative to support Scottsdale's diverse businesses.

Objective 4.3:

Celebrate Scottsdale's arts, culture, heritage and diverse entrepreneurial success stories.

GOALS AND OBJECTIVES:

5. TALENT DESTINATION:

Build the premier destination for talent in the Southwest.

Objective 5.1:

Support the **Scottsdale Rising Young Professionals** initiative, in partnership with the Scottsdale Chamber.

Objective 5.2:

Collaborate with ASU, Scottsdale Community College, and anchor employers to **build a talent pipeline** (entry-level IT, business and healthcare), through flexible certificate programs and on-the-job training initiatives.

Objective 5.3:

Develop a **remote worker campaign** to draw tech-savvy and skilled talent to Scottsdale.

Objective 5.4:

Invest in **placemaking efforts and curate experiences** to enhance Scottsdale as an inviting destination for local talent.

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GOALS AND OBJECTIVES:

6. BRAND BUILDING:

Enhance the Scottsdale brand for business, capital and talent.

Objective 6.1:

Develop a **competitive identity/marketing campaign** to support Scottsdale's economic development efforts.

Objective 6.2:

Ensure that city officials, community collaborators, and economic development partners, utilize **consistent messages** about investment and talent attraction.

Objective 6.3:

Launch a "**Economic Ambassadors**" program – engaging entrepreneurs, business owners and executives, young *professionals* – to tell story of Scottsdale's economy and diverse opportunity.

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Draft Plan Public Outreach

Experience Scottsdale Executive Team

Scottsdale Area Chamber of Commerce Board of Directors and
Economic Development Advisory Board

February 25 Council Subcommittee on Economic Development

March 9 City Council Work Study Session

April 20 City Council Regular Meeting

Available at ChooseScottsdale.com March 29-April 20

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Thank You.

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Item 3

Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
March 9, 2021

1

**City Council Study Sessions/Meetings on
Draft Scottsdale General Plan 2035**

- Tuesday, February 9th - 4:00 PM Work Study Session
- Tuesday, March 2nd – 4:00 PM Work Study Session
- **Tuesday, March 9th – 4:00 PM Work Study Session (Tonight)**
- Tuesday, March 23rd – 4:00 PM Work Study Session
- Tuesday, April 13th – Reserved for Work Study Session

2

2

Draft Plan Sections Reviewed:

- Executive Summary
- Section 1 – Preface
 - Prologue
 - Vision/Aspirations + Community Values
 - Introduction
 - Purpose of the General Plan
 - Community Profile
- Section 2 – Chapters
 - Chapter 1 – Character + Culture
 - Character + Design Element
 - Old Town Scottsdale Addition
 - Land Use Element/Major Amendment Criteria
 - Arts, Culture + Creative Community Element
 - Section 2 – Chapters Continued
 - Chapter 2: Sustainability/Environment
 - Open Space
 - *Environmental Planning*
 - Conservation
 - Water Resources
 - Energy
 - Chapter 3: Collaboration/Engagement
 - Community Involvement

3

3

General Plan Update – Review for Tonight

- Section 2 – Chapters
 - Chapter 4: Community Well-Being
 - Healthy Community
 - Housing
 - Recreation
 - Safety Chapter
 - Chapter 5: Connectivity
 - Circulation
 - Bicycling
- Section 2 – Chapters
 - Chapter 6: Revitalization
 - Neighborhood Preservation + Revitalization
 - Conservation, Rehabilitation + Redevelopment
 - Growth Areas
 - Cost of Development
 - Public Services + Facilities
 - Public Buildings
 - Chapter 7: Innovation + Prosperity
 - Economic Vitality Element
 - Tourism Element

4

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Section 2 - Chapters

Chapter 4 – Community Well-Being Chapter

Healthy Community Element

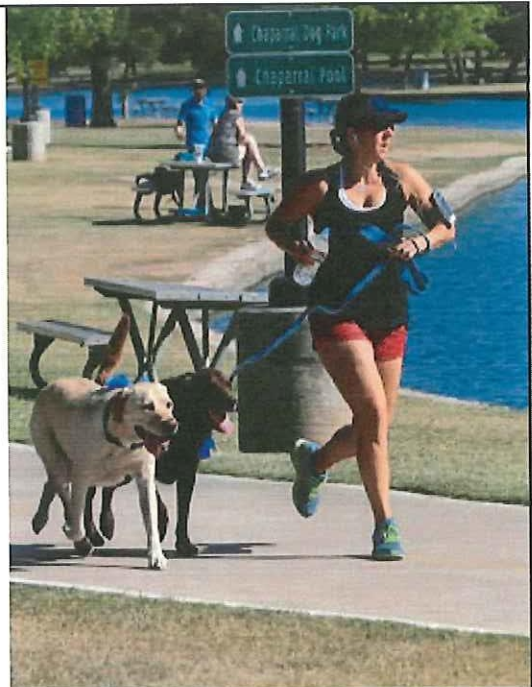
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Healthy Community Element

Goals Include:

- **HC 1** Access to healthcare + human services
- **HC 2** Provide access to healthy, local foods
- **HC 3** Build on wellness and healthful living
- **HC 4** Strengthen lifelong learning opportunities
- **HC 5** Ensure diversity and inclusion
- **HC 6** Accommodate senior citizens
- **HC 7** Foster a caring community

6



6

**Healthy Community:
Public Comments**

- Overall support
- Addition of health resources map
- Any additional comments from Mayor/Council



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Section 2 - Chapters

Chapter 4 – Community Well-Being Chapter

Housing Element

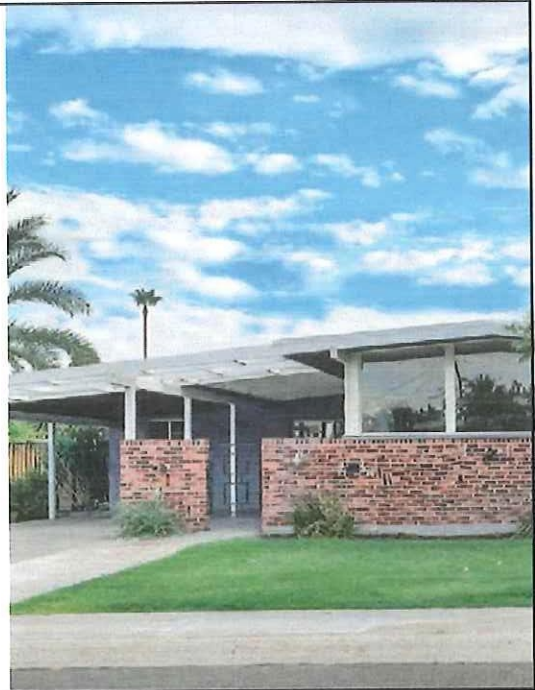
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Housing Element ‡

Goals Include:

- **H 1** Support diverse housing options ‡
- **H 2** Provide a variety of housing options ‡
- **H 3** Provide generational housing options ‡
- **H 4** Prevent housing discrimination

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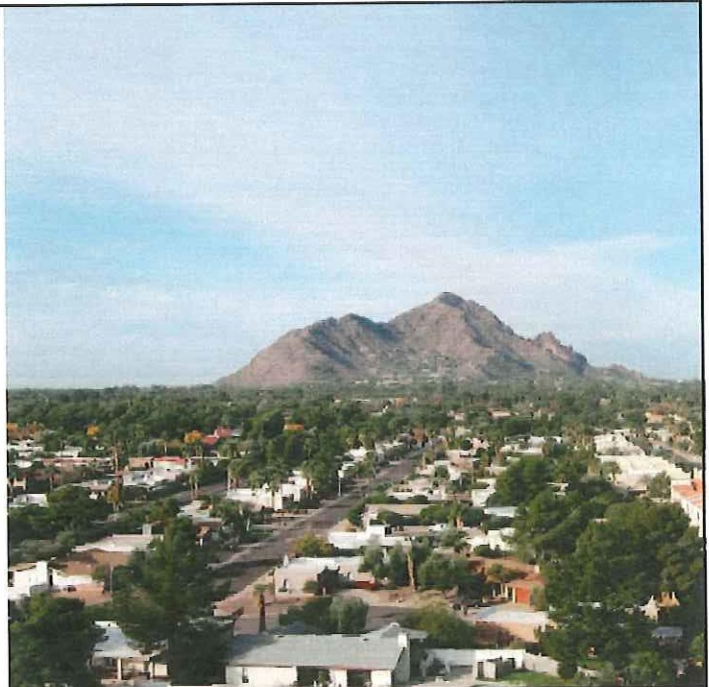


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Housing: Public Comments

- Short term rentals –
 - Policy NPR 1.5: “Continue proactive inspection and code enforcement programs, in partnership with the community, to maintain healthy neighborhoods”
- Any additional comments from Mayor/Council

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Section 2 - Chapters

Chapter 4 – Community Well-Being Chapter

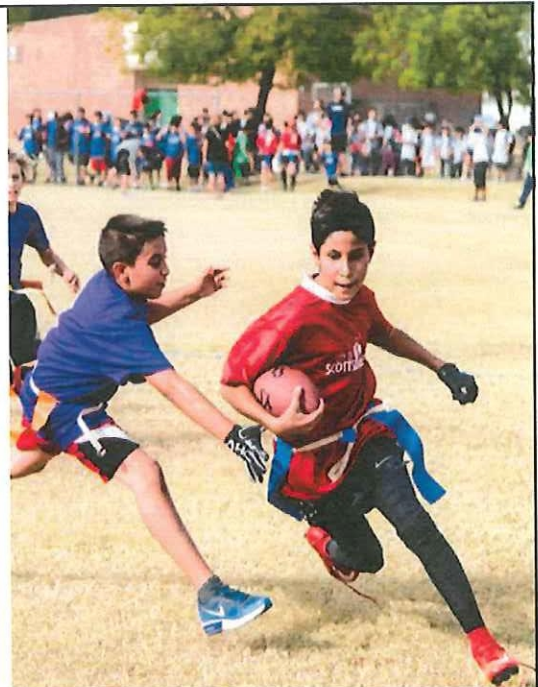
Recreation Element

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Recreation Element †

Goals Include:

- **R 1** Develop quality recreation facilities
- **R 2** Collaborate with public entities-joint use
- **R 3** Provide recreational diversity ‡



12

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Recreation: Public Comments

- Aquatics references, goals or policies?
 - None specific to aquatics
 - Reference on maps
 - Add aquatics language to existing goals and policies
 - Photos
- Any additional comments from Mayor/Council



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Section 2 - Chapters

Chapter 4 – Community Well-Being Chapter

Safety Element

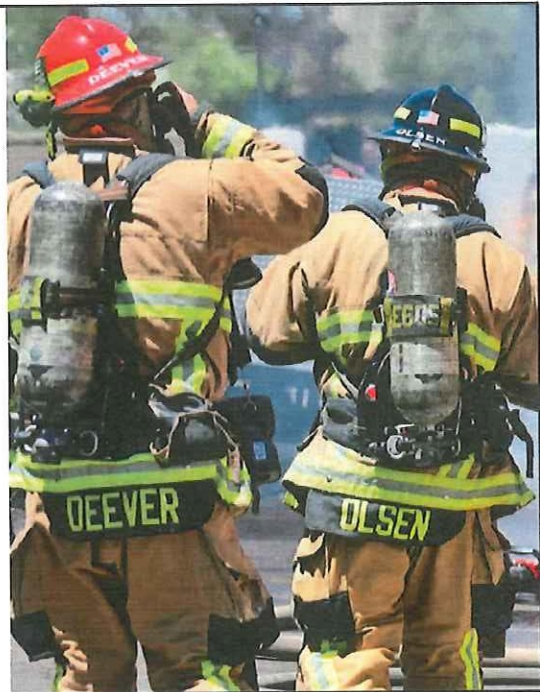
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Safety Element [#]

Goals Include:

- S 1 Prevent hazards [#]
- S 2 Prepare for emergencies
- S 3 Deliver emergency response
- S 4 Prepare for disaster recovery
- S 5 Maintain airspace/transportation safety
- S 6 Flood impact protection
- S 7 Maintain safety through crime prevention
- S 8 Promote hazardous materials safety

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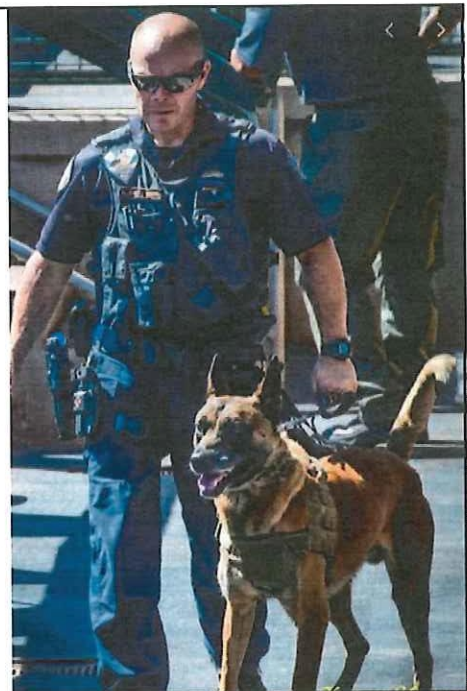


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Safety: Public Comments

- S 7.2 – “Use enhanced crime tracking, trending and **predictive modeling** to reduce crime and increase offender apprehension and public safety”
 - Anticipating likely crime events – what and where
 - Anticipating crime trends and how they may evolve
 - Help decide where to deploy police
 - Data sets of current/historic crime
 - Glossary Term
- Any additional comments from Mayor/Council

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Section 2 - Chapters

Chapter 5 – Connectivity Chapter

Circulation Element

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Circulation Element †

Goals Include:

- C 1 Design safe/efficient corridors †
- C 2 Reduce automobile trips
- C 3 Develop a connected multi-modal system †
- C 4 Plan for future expansion
- C 5 Protect neighborhoods
- C 6 Participate in regional coordination
- C 7 Coordinate with schools + neighborhoods
- C 8 Provide a comfortable + accessible system

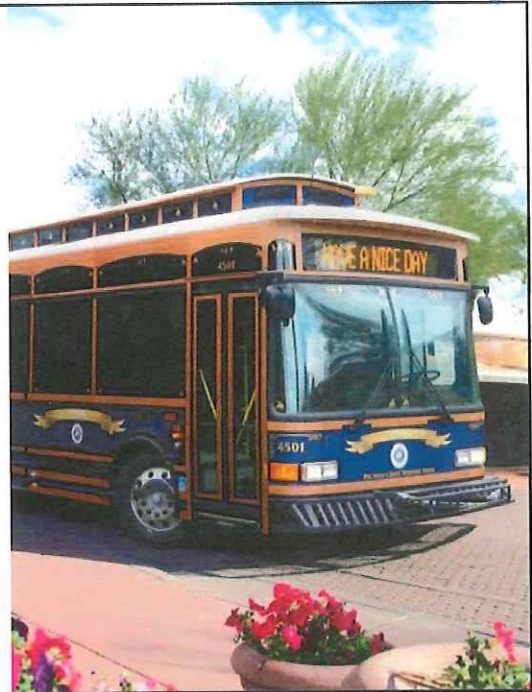
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Connectivity: Public Comments

- Pg. 166 “The automobile will remain an important means of travel in Scottsdale”
 - Pg. 170 – “The Circulation Element recognizes the **primary role of the automobile...**”
- Policy C 1.1: Support the Scottsdale public transit system to assure adequate and affordable access to and within our community for citizens, employees, visitors and businesses through the use of existing and future technologies **related to high-capacity transit**
- Policy C 1.6: Assess alternatives to high-capacity regional transit
- Any additional comments from Mayor/Council



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Section 2 - Chapters

Chapter 5 – Connectivity Chapter

Bicycling Element

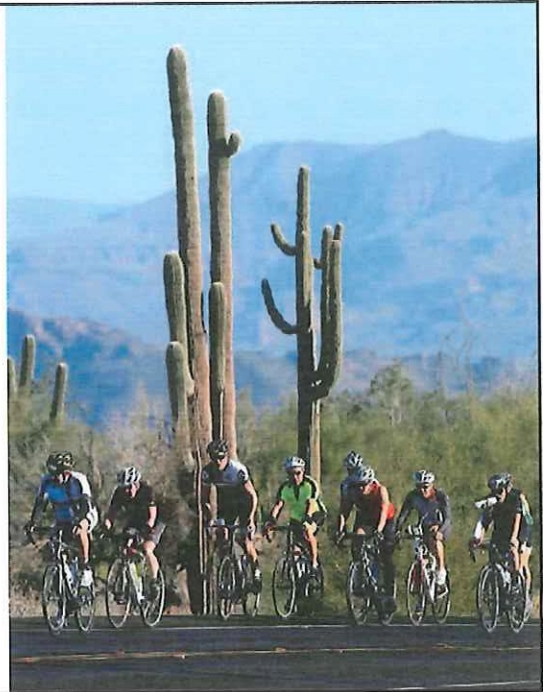
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Bicycling Element ‡

Goals Include:

- B 1 Develop accessible/interconnected networks ‡
- B 2 Encourage increased bicycle use
- B 3 Promote bicycle education & safety

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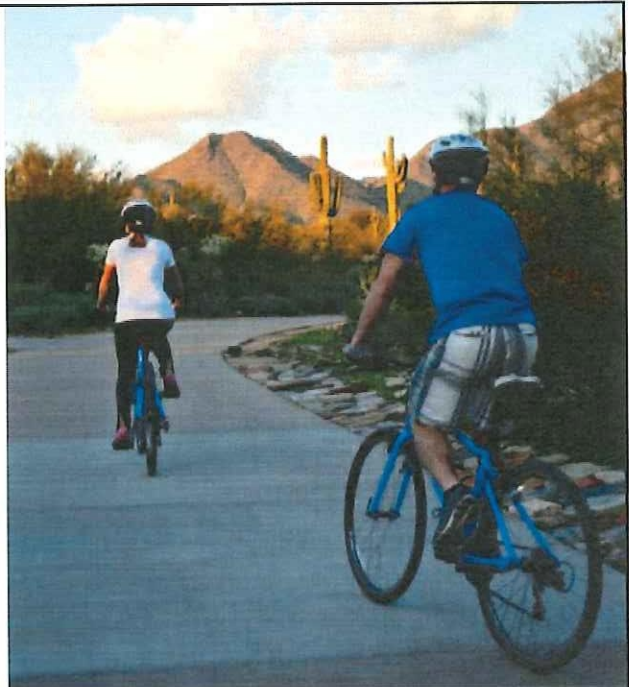


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Connectivity: Public Comments

- Policy B 2.2: “Promote a variety of accessible bicycle facilities, including, but not limited to, bicycle parking, bicycle lockers and **shower facilities** into the transit system throughout the community”
- Any additional comments from Mayor/Council

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

23

6. REVITALIZATION



INTRODUCTION

Neighborhoods are a blend of homes, shops, schools, churches, parks, and places of employment. They make up our community mosaic, each being distinct but, as a whole, forming the beautiful picture that is Scottsdale. The community's goal is to preserve, reinforce, and where needed, revitalize the core characteristics and stability that define its neighborhoods. The city can protect and enhance its neighborhoods by making sure changes harmonize with existing character, celebrating defining features, and bolstering long-term attractiveness and economic vitality/energy.

Although neighborhoods are the most visible parts of the city, public services and facilities "touch" the most people. Scottsdale's public services and facilities represent the community's investment in diverse programs, infrastructure, and physical facilities to meet neighborhood needs. Citizens and visitors expect these systems to support and maintain high-quality standards for the social, physical, **ENVIRONMENTAL**, and economic well-being of the city.

Over the next twenty years, Scottsdale will face challenges in accommodating and serving development, growth, and the short- and long-term demands of the community. Some of these challenges include:

- Differing expectations about public service and facility design, quality, location, level, and delivery among demographic groups and geographic areas of the city.
- Extending municipal infrastructure and service delivery areas to development **must** include private sector participation to avoid negative net balances in the city's operational and capital expenditure accounts and ensure equitable levels of service throughout the city.
- The diminishing amount of available land in Scottsdale places an increasing emphasis on infill and redevelopment, which may alter public service demands in established areas.

To address these challenges, the plan seeks to concentrate higher intensity uses in Growth and Activity Areas (see Growth Areas Element) to promote infill, better use remaining land resources, limit the spread of higher intensity development, and enable economic provision of public facilities and services. As the city approaches build out, fewer new homes will be constructed and greater attention will be given to Scottsdale's established neighborhoods. Consequently, neighborhood character and context considerations will often take precedence over competing considerations, and therefore Scottsdale citizens are welcomed as partners in making sure their neighborhoods are the kind in which they want to live, work, and conduct business.

Scottsdale's future as a desirable place to live, work and visit is dependent on a stable economic base, and livable neighborhoods. The Revitalization Chapter seeks to create strong neighborhoods; proactively preserve and revitalize Scottsdale's diverse areas; contextually redevelop properly; manage growth; and guide the provision of Scottsdale's community services and facilities.

ELEMENTS IN THIS CHAPTER:

- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation, & Redevelopment
- Growth Areas
- Cost of Development
- Public Services & Facilities
- Public Buildings

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Experience. Livability. Prosperity.

Experience. Livability. Prosperity.

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

Neighborhood Preservation + Revitalization Element

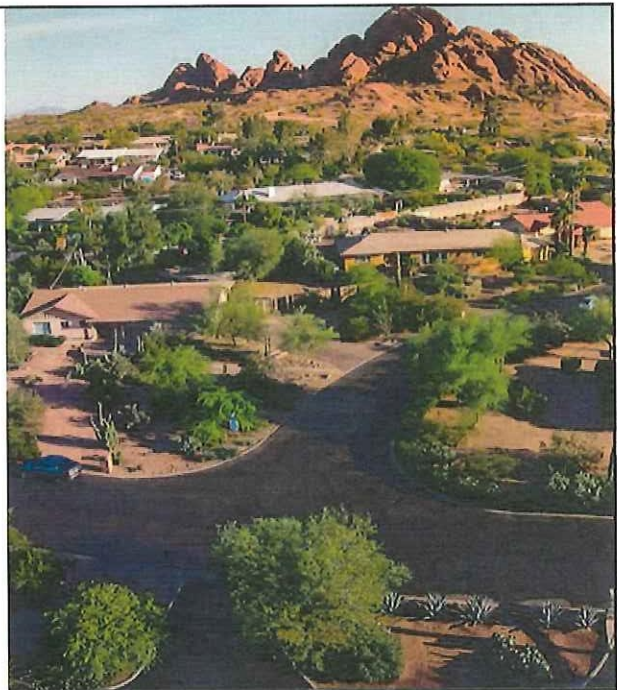
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Neighborhood Preservation + Revitalization Element †

Goals Include:

- NPR 1 Preserve neighborhood character
- NPR 2 Promote homeownership †
- NPR 3 Provide neighborhood safety †
- NPR 4 Develop neighborhood planning
- NPR 5 Promote community building

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

Conservation, Rehabilitation + Redevelopment Element

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Conservation, Rehabilitation + Redevelopment Element⁺

Goals Include:

- CRR 1 Context-appropriate redevelopment
- CRR 2 Sustain economic well-being
- CRR 3 Redevelopment Authority

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

Growth Areas Element

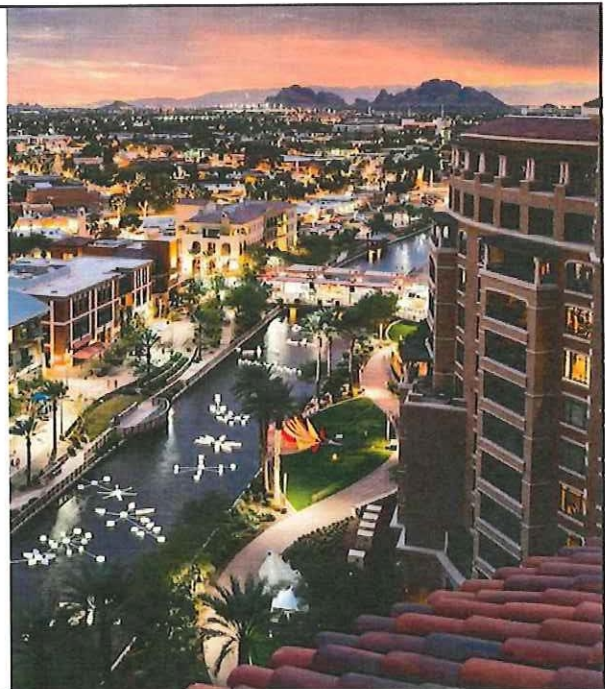
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Growth Areas Element †

Goals Include:

- GA 1 Provide direction for growth †
- GA 2 Improve transportation access †
- GA 3 Conserve resources †
- GA 4 Promote infrastructure planning †
- GA 5 Build on character + diversity

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Revitalization


SCOTTSDALE'S GROWTH AREAS

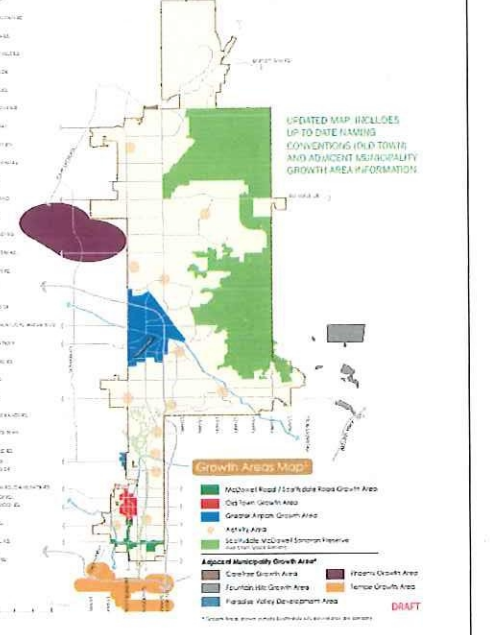
Because of its geographic size, Scottsdale has identified several Growth Areas. Each Growth Area has distinct characteristics based on the role it plays within the surrounding community and its context within the region. Scottsdale's Growth Areas are:

- MCDOWELL ROAD/ SCOTTSDALE ROAD GROWTH AREA**, which consists of long-standing commercial properties along both McDowell Road and Scottsdale Road, south of Downtown/Old Town. The majority of the properties in this Growth Area are in land use or development transition. The transitional nature of the area, as well as its close proximity to surrounding regional amenities, such as Sky Harbor International Airport and Papago Regional Park, provides opportunity for redevelopment and reinvestment to occur along these corridors. Scottsdale Road is the city's backbone, and southern Scottsdale Road can capitalize on its location between Scottsdale's Downtown/Old Town Growth Area and the City of Tempe's downtown and northern Growth Areas. The intersection of McDowell and Scottsdale Roads is the "hub" of this Growth Area. This Growth Area will be less intense/dense than the Downtown/Old Town and Greater Airpark Growth Areas. Building heights generally range between two and six stories. The Southern Scottsdale Character Area Plan provides more specific guidance for this Growth Area.


- Downtown/Old Town Growth Area** is the commercial, cultural, civic, and symbolic center of the community. Downtown/Old Town includes a collection of interconnected, mixed-use urban neighborhoods. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Downtown/Old Town is a prime tourist destination. The Downtown/Old Town Growth Area, through the Downtown/Old Town/Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and neighborhood context, and may exceed six stories in certain areas identified in the Downtown/Old Town/Scottsdale Character Area Plan and the Downtown Infill Incentive District Plan.


- GREATER AIRPARK GROWTH AREA** is one of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations; center for a variety of smaller and locally owned businesses; contains the largest employment and industrial zoned area within Scottsdale; and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open golf event, the Barrett Jackson Auto Auction, and the Arabian Horse Show. This Growth Area will be similar in intensity to the Downtown/Old Town/Scottsdale Growth Area. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.





UPDATED MAP INCLUDES UP-TO-DATE NAMING CONVENTIONS (OLD TOWN) AND ADJACENT MUNICIPALITY GROWTH AREA INFORMATION

Growth Areas Map

- McDowell Road / Scottsdale Road Growth Area
- Old Town Growth Area
- Greater Airpark Growth Area
- Activity Area
- Downtown/Old Town Growth Area
- Adjacent Municipality Growth Area
- Coolidge Growth Area
- Phoenix Growth Area
- Fountain Hills Growth Area
- Tempe Growth Area
- Paradise Valley Development Area
- Scottsdale Valley Development Area

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Growth Areas Element

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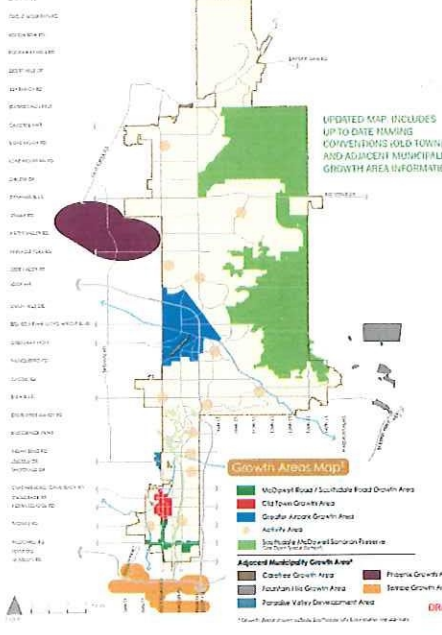
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Growth Areas Element

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Growth Areas: Public Comments

- Goal GA 1: "Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses"
- Policy GA 1.2: "Accommodate the highest intensity of development in designated Growth Areas. **Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.** In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development with both Growth and Activity Areas"
- **Ensure that development in Growth and Activity Areas sensitively responds to neighborhoods, infrastructure, character, and context within and adjacent to these areas.**
- Any additional comments from Mayor/Council



UPDATED MAP INCLUDES UP-TO-DATE NAMING CONVENTIONS (OLD TOWN) AND ADJACENT MUNICIPALITY GROWTH AREA INFORMATION

Growth Areas Map

- McDowell Road / Scottsdale Road Growth Area
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- Phoenix Growth Area
- Fountain Hills Growth Area
- Tempe Growth Area
- Paradise Valley Development Area
- Scottsdale Valley Development Area

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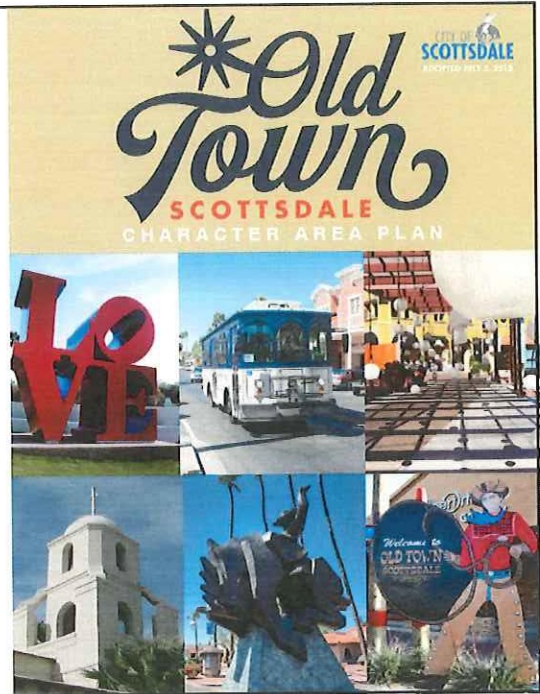
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Growth Areas Element

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Old Town Character Area Plan

- Establishes Old Town Vision
- Goals/Policies for Old Town
 - Land Use
 - Character/Design
 - Mobility
 - Arts/Culture
 - Economic Vitality
 - Implementation Program

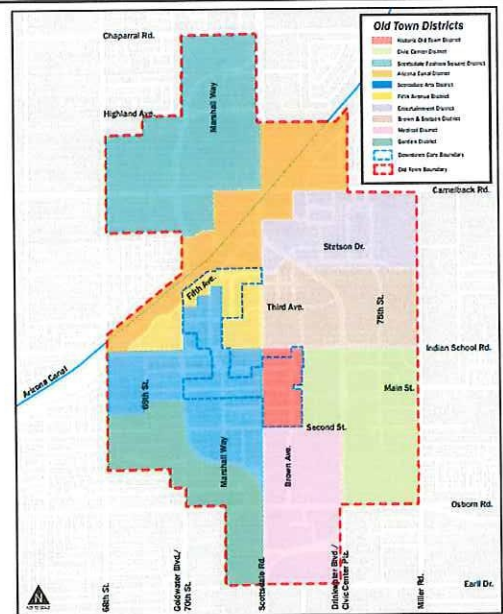


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Old Town Character Area Plan

- Establishes distinct downtown districts
- Historic Old Town



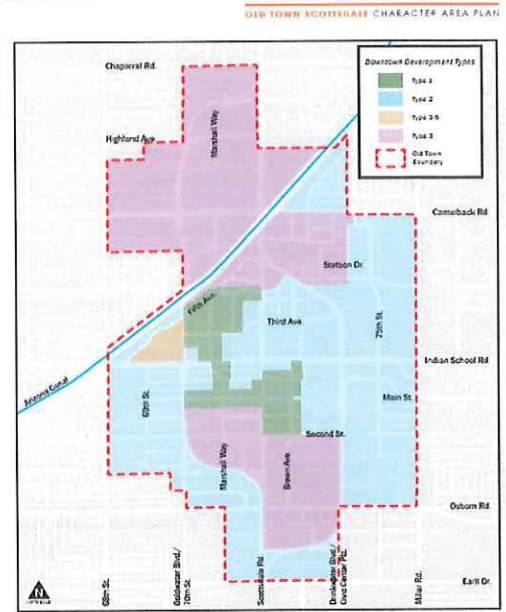
Map 3 - Old Town Districts

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Old Town Character Area Plan

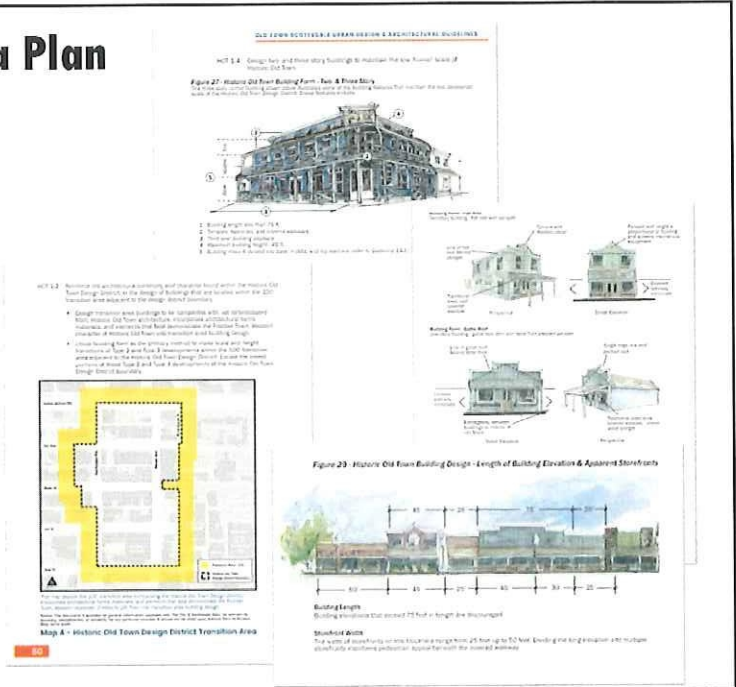
- Establishes distinct Downtown Development Types
- Types guide where the lowest to greatest height and development intensity can occur in downtown
- Historic Old Town is identified by Development Type 1 – low scale



Map 4 - Downtown Development Types

Old Town Character Area Plan Implementation

- Scottsdale Zoning Ordinance
 - Historic Old Town 40 feet
 - All other Type 1 Areas 48 feet
- Old Town Urban Design + Architectural Guidelines



Section 2 - Chapters

Chapter 6 – Revitalization Chapter

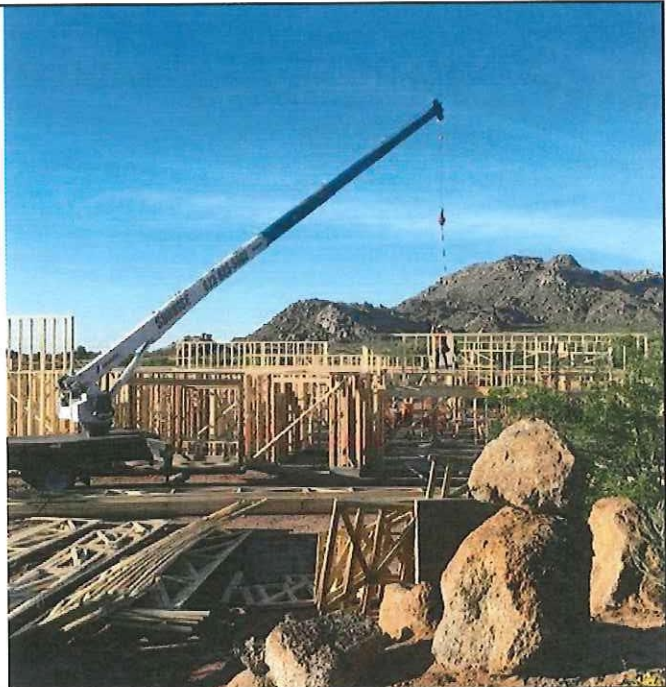
Cost of Development Element

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Cost of Development Element †

Goals Include:

- COD 1 Development pay its share †
- COD 2 Promote timing/adequacy of public services
- COD 3 Coordinate infrastructure



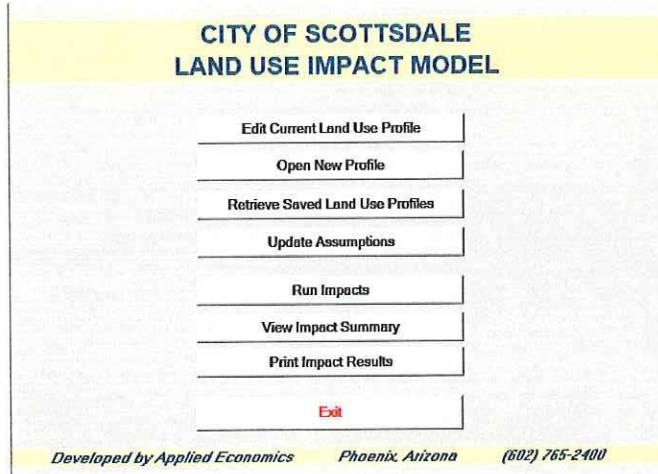
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Land Use Impact Model

- Estimates socioeconomic/fiscal impacts of General Plan land use change
- Assesses revenues/expenditures to estimate how much value a project adds/does not add over time – Net Present Value
- Calculates the annual fiscal impact of land use change based on the number of acres by land use type
- Results expressed in terms of the annual amount of revenues/expenditures by line item that would result from the proposed change – as represented in the city budget
- Also shows annual levels of population, employment, assessed value and retail sales that would result from the land use change

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

Public Services + Facilities Element

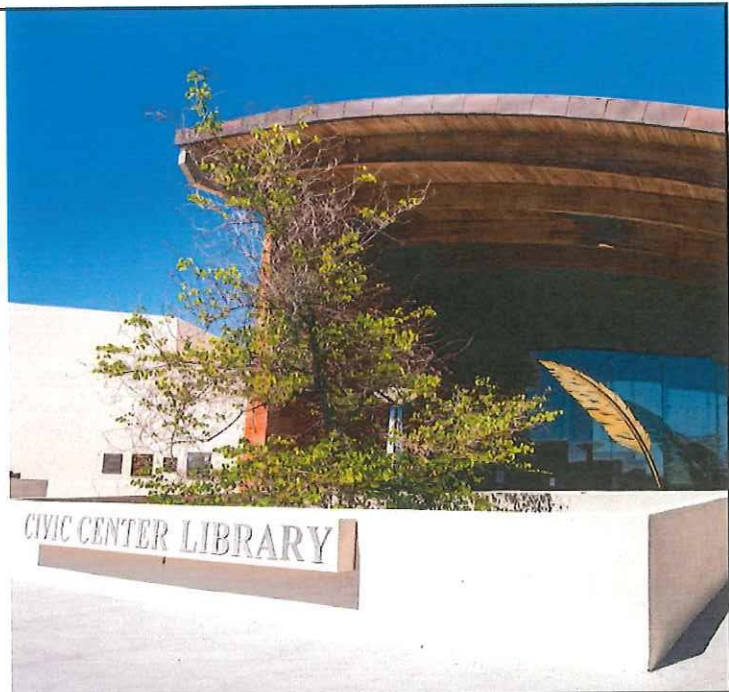
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Public Services + Facilities Element †

Goals Include:

- PSF 1 Maintain an innovative solid waste system
- PSF 2 Provide utility + infrastructure systems
- PSF 3 Plan + manage public service operations
- PSF 4 Provide a library system
- PSF 5 Partner with other jurisdictions

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

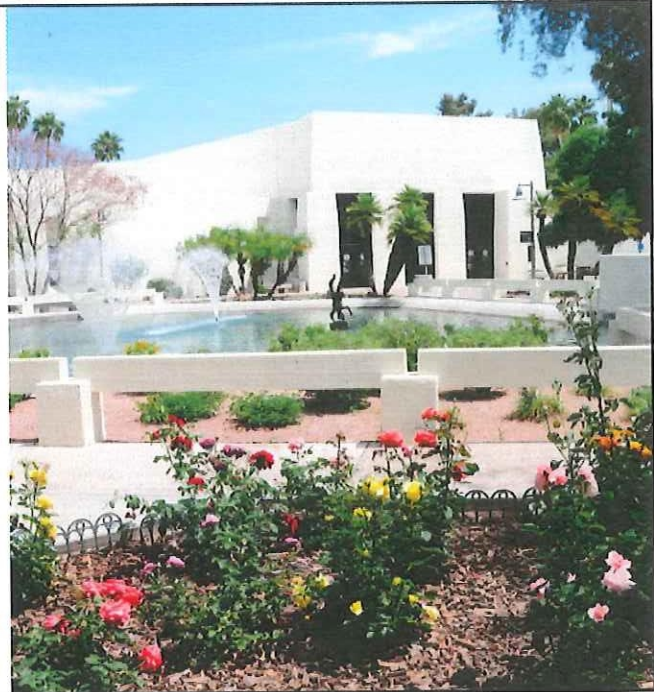
Public Buildings Element

42

Public Buildings Element †

Goals Include:

- **PB 1** Provide safe, accessible, adaptable public buildings †
- **PB 2** Design/construct + renovate public buildings †
- **PB 3** Collaborate with schools



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Section 2 - Chapters

Chapter 7 – Innovation + Prosperity

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7. INNOVATION & PROSPERITY



INTRODUCTION

Scottsdale's future as an exceptional place depends on a dynamic, diversified, and growing economic base that complements the character AND LIVABILITY of the community. Scottsdale is regionally competitive and attracts businesses that employ our residents, provide essential VALUE ADDED services, SUPPORT BROAD BASED EDUCATIONAL OPPORTUNITIES, respect the desert environment, reduce dependence on fossil fuels, complement and support the tourism industry, and bolster the tax base. Scottsdale celebrates and embraces existing economic strengths, seeks to diversify and develop new strengths, and supports fiscally sustainable ways of doing business.

Tourism and high-paying, as well as industries, such as healthcare and bio/life sciences, are integral to Scottsdale's identity and serve as the community's core economic engines. In some respects, the tourism and healthcare markets in Scottsdale overlap, with both influenced by the climate, natural and built environments, and the DIVERSITY, quality and character of the community. Whereas While tourism is more of a seasonal, cyclical industry, healthcare and other significant industries in Scottsdale balance the it contributes extensively to the economy, provides a stable diverse range of employment home opportunities, and contributes to community well being through diverse public environmental services. Preservation and enhancement of Scottsdale's core economic sectors is critical to continuous economic health.

To maintain high public service standards and physical quality, the city must CAN support and expand its economic base. This can be done by targeting new economic AND EDUCATIONAL opportunities, which provide support for the future fiscal health of the city. The Innovation & Prosperity Chapter recognizes that Scottsdale operates within broader regional and global economic settings, and, as such, the city must CAN maintain and strengthen its competitive position by creating an environment where Scottsdale can EFFECTIVELY respond, INNOVATE, and adjust rapidly.

ELEMENTS IN THIS CHAPTER:

- Economic Vitality
- (NEW) TOURISM

"Different types and sizes of businesses should be in Scottsdale... A mixture of businesses is quintessential to keeping Scottsdale's small town feel."

- Scottsdale Youth Town Hall Report (2014)

45 222 Experience, Livability, Prosperity.

Experience, Livability, Prosperity. 223

45

Section 2 - Chapters

Chapter 7 – Innovation + Prosperity

Economic Vitality Element

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Economic Vitality Element

Goals Include:

- **EV 1** Foster economic resiliency
- **EV 2** Enhance socioeconomic prosperity
- **EV 3** Manage land uses to enhance economic development
- **EV 4** Ensure fiscal sustainability



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Economic Vitality: Public Comments

- Intro paragraph on tourism moved to new Tourism Element – Economic Vitality intro still states: “While tourism remains a significant aspect of Scottsdale economy...”
- Goal EV1, Policies EV 1.1 – 1.12 also moved to new Tourism Element
- New Policy EV 1.1 - add **“and character”** at end of 2nd bullet – “Strategic plans that...Support Scottsdale’s competitive strengths and are compatible with Scottsdale’s lifestyle **and character”**
- Policy EV 4.7 – add back in stricken language “Carefully consider the fiscal implications of land use **decisions that result in service expansions to avoid significant negative fiscal impacts, unless necessary to achieve other critical community objectives”**
- Any additional comments from Mayor/Council



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Section 2 - Chapters

Chapter 7 – Innovation + Prosperity

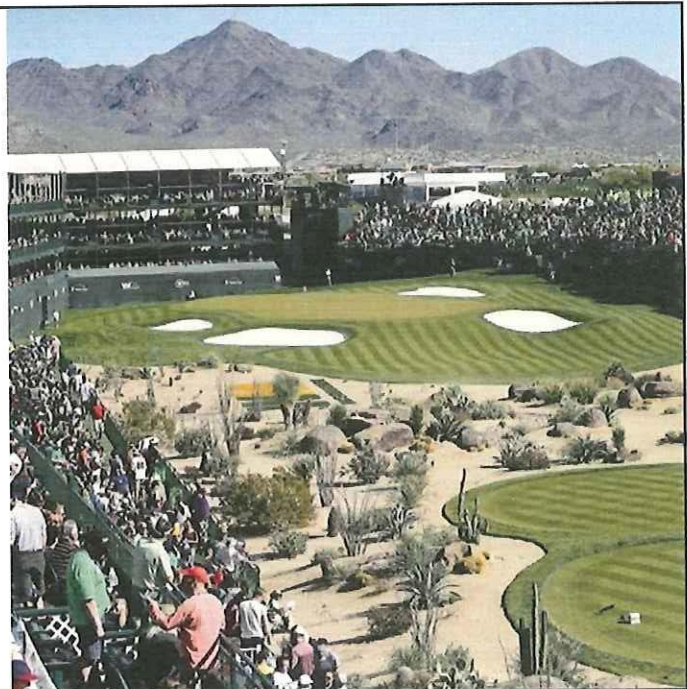
Tourism Element

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Tourism Element

Goals Include:

- T 1 Strengthen tourism
- T 2 Enhance mobility + wayfinding
- T 3 Support special events + venues



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General Plan Update – Next Steps at City Council

Tonight:

- Section 2 – Chapters
 - Chapter 4: Community Well-Being
 - Healthy Community
 - Housing
 - Recreation
 - Safety Chapter
 - Chapter 5: Connectivity
 - Circulation
 - Bicycling
 - Chapter 6: Revitalization
 - Neighborhood Preservation + Revitalization
 - Conservation, Rehabilitation + Redevelopment
 - Growth Areas
 - Cost of Development
 - Public Services + Facilities
 - Public Buildings
 - Chapter 7: Innovation + Prosperity
 - Economic Vitality Element
 - Tourism Element

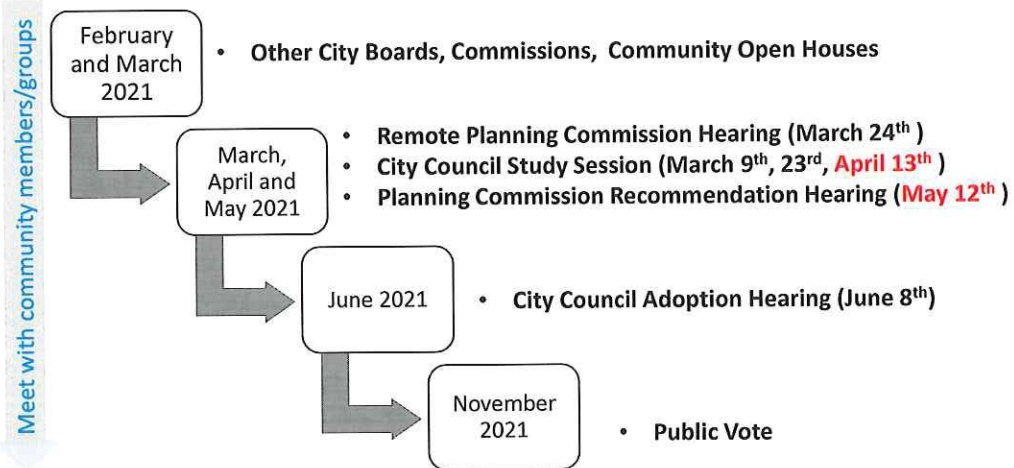
Next Meeting – March 23rd

- Implementation Chapter
- Summary of Public Outreach to Date
- Council Edited Plan
 - Stronger Plan Language
 - Vision Statement
 - Character + Culture Chapter
 - Downtown Core Character Types Addition
 - New Desert Rural Land Use
 - Density Ranges for Urban Neighborhoods Land Use
 - Combined Employment/Office Land Use
 - General Plan Amendment Criteria
 - Land Use Matrix (Criteria #1)
 - New Desert Rural Land Use Definition
 - Urban Neighborhoods Definition – Density Caps
 - Appealing major amendment determinations
- Suggested Plan Edits Through Chapter 3
- Draft of New Education Element

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Next Steps



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General Plan Update – Public Participation

Outreach Opportunities:

- Upcoming Council Study Sessions
 - March 23rd
 - April 13th
- Community Group Zoom Meetings
- Online Open Houses
 - March 11
 - March 15

Online 24/7:

- <https://www.scottsdaleaz.gov/general-plan/general-plan-updates>



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CITYWIDE INITIATIVE PRESENTATIONS

<https://www.scottsdaleaz.gov/general-plan/general-plan-updates/community-input-series>

The Community Vision Statement

General Plan Update 2035 | Community Input Series... Copy link

CITY OF SCOTTSDALE

Draft Scottsdale General Plan 2035
Case: 2021

Community Input Series: Community Vision Statement

Watch on YouTube

Take Community Vision Statement Poll

General Plan Amendment Criteria

General Plan Update 2035 | Community Input Series... Copy link

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Draft Scottsdale General Plan 2035
Case: 2021

Community Input Series: General Plan Amendment Criteria

Watch on YouTube

Take General Plan Amendment Criteria Poll

Employment and Office Land Use Categories

General Plan Update 2035 | Community Input Series... Copy link

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Draft Scottsdale General Plan 2035
Case: 2021

Community Input Series: Employment & Office Land Use Categories

Desert Rural Neighborhoods Designation

General Plan Update 2035 | Community Input Series... Copy link

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Draft Scottsdale General Plan 2035
Case: 2021

Community Input Series: Desert Rural Neighborhoods

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