



Meeting Date: July 27, 2016, Planning Commission Study Session
To: Scottsdale Planning Commission
From: Taylor Reynolds, Senior Planner, Long Range Planning *DTR*
Thru: Erin Perreault, AICP, Long Range Planning Manager *EP*
Subject: Overview of 2016 Major General Plan Amendment Cases

INTRODUCTION

The purpose of this memorandum is to provide the Planning Commission with an overview of the annual major General Plan amendment process, and 2016 major General Plan amendment cases.

BACKGROUND

Arizona State Statute Section 9-461.06 H. defines a major General Plan amendment as a proposal that results in a “substantial alteration of the municipality’s existing General Plan land use element.” The City of Scottsdale major General Plan amendment criteria (Attachment 1) identify amendments to the General Plan as major, if a proposal meets any one of the following criteria:

- Change in the Land Use Category
- Area of Change Criteria (gross acreage)
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria

State Statute requires that all major General Plan amendments be presented at one City Council hearing per calendar year – the same calendar year in which they are initiated. The 2016 submittal deadline was May 20th and the City Council hearing will be December 1st. Two (2) Planning Commission hearings are required for major amendments, one in a remote location for discussion and collection of public testimony only, and the second for Planning Commission consideration and formal recommendation to the City Council. Adoption of a major General Plan amendment requires a two-thirds (2/3) majority vote of the City Council (5 out of 7).

PROJECT BRIEFING

There are two major General Plan amendment requests this year. The first, Desert Mountain Parcel 19 (5-GP-2016), has been initiated by a private applicant. The second major General Plan amendment case for 2016, City of Scottsdale General Plan 2035 (Case 6-GP-2016), has been initiated by the City of Scottsdale.

Desert Mountain Parcel 19 (5-GP-2016)

5-GP-2016 is a request by the applicant to change the land use designation from Employment, Office, Commercial, Developed Open Space, and Rural Neighborhoods to Suburban Neighborhoods and Developed Open Space (Golf Courses) on a 93 +/- acre site located at the northwest corner of North Cave Creek Road and North Twilight Trail (Attachment 2).

Both the Change in Land Use Category (Criteria #1) and Area of Change (Criteria #2) qualify this request as a major amendment.

City of Scottsdale General Plan 2035 Process

The current Scottsdale General Plan was adopted in 2001 and ratified in 2002. State Statute requires the General Plan to be updated every ten (10) years. Consequently, the City of Scottsdale officially embarked on the ten (10) year update of the Scottsdale General Plan in 2009, a process more commonly referred to as the Scottsdale General Plan 2011. In 2012, after three (3) years of public input, the Scottsdale City Council sent the 2011 General Plan to the voters. However, the measure was defeated (52% to 48%), and thus, the 2001 General Plan remains in effect until the city adopts and ratifies a new General Plan.

In 2013, City Council discussed and provided staff with direction on the public outreach, drafting and adoption/ratification timing associated with a new General Plan update - the Scottsdale General Plan 2035 process. The City completed an extensive public participation process. The City contracted with Arizona Town Hall to conduct a Future Leaders (youth) town hall and a Visioning Scottsdale Town Hall. These events engaged 180 community members. The outcome of the visioning process was the drafting of consensus Vision and Community Values statements.

Additionally, between June-November 2013 the City held a number of community workshops, online and in-person, to gain input on the major General Plan themes of neighborhoods and housing, community character, transportation, economic vitality, growth areas, land use, and General Plan amendment criteria. Further participation opportunities included SpeakUp Scottsdale online question/answer engagement, meetings with individuals/groups in the community, two (2) General Plan photo contests, and six (6) community open houses – two each - in south, central and north Scottsdale locations for the community to review and provide comment on the first draft of the Task Force recommended Plan.

Per City Council direction, the Scottsdale General Plan Task Force served two years, and during that time held thirty-two (32) public meetings to create a recommended draft General Plan 2035 for community, Planning Commission and City Council consideration. The Task Force recommended Plan was released publicly in November 2014.

Staff continued outreach on the draft plan in 2015, with presentations to the City Council and Planning Commission, eighteen (18) City Boards, Commissions, and community groups and held two open houses.

City of Scottsdale General Plan 2035 (6-GP-2016)

6-GP-2016 is a request by the applicant (City of Scottsdale) for a major General Plan amendment to adopt the City of Scottsdale General Plan 2035, which includes:

- Eight (8) chapters comprised of twenty-two (22) elements - seventeen (17) state mandated elements and five (5) community-created elements;
- New vision, community values & overall organization of plan;

- Review and update of 2001 General Plan goals, policies by the General Plan Task Force;
- Enhanced emphasis on tourism, fiscal sustainability, open space, community health, arts/culture & safety;
- More enhanced focus on community character - building height, development transitions/buffers, scenic views, noise/light pollution and contextual compatibility;
- Shift from a focus on new development to revitalization, redevelopment & preservation;
- Revised Character Area Map depicting existing/adopted areas and possible boundaries for future areas/plans;
- Removal of ambiguous designations from the land use map - "floating" resort stars, golf course (G) and open space circles;
- A list of programs to carry out the plan and evaluate progress; and,
- Expanded/more specific amendment criteria.

For more information: www.scottsdaleaz.gov/general-plan/general-plan-2035

NEXT STEPS

The timeline for the major General Plan amendment process is as follows:

- July 27th – Planning Commission Study Session
- August 30th – City Council Work Study Session (**General Plan 2035 only**)
- September 6th – City Sponsored Open House (ASU Sky Song, **General Plan 2035 only**)
- September 7th – City Sponsored Open House (Foothills Community Foundation, **both major amendment cases**)
- September 8th – City Sponsored Open House (Copper Ridge School, **General Plan 2035 only**)
- October 5th – Planning Commission Remote Hearing (**both major amendment cases**)
- October 26th – Planning Commission Recommendation Hearing (**both major amendment cases**)
- December 1st – City Council Hearing for Consideration and Action (**both major amendment cases**)

If at any time commission members have questions regarding the major General Plan amendment process or criteria, please feel free to contact Erin Perreault, AICP, Long Range Planning Manager, eperreault@scottsdaleaz.gov/(480)312-7093 or Taylor Reynolds, Senior Planner, treynolds@scottsdaleaz.gov /(480)312-7924.

Attachment 1: City of Scottsdale Major General Plan Amendment Criteria

Attachment 2: 5-GP-2016: Desert Mountain Parcel 19, Existing and Proposed General Plan Land Use

Attachment 3: 6-GP-2015: City of Scottsdale General Plan 2035, Plan Summary

Attachment 1: City of Scottsdale Major General Plan Amendment Criteria

An amendment to the Land Use Element of Scottsdale’s General Plan shall be defined as a major amendment if it meets any one of the following criteria:

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:

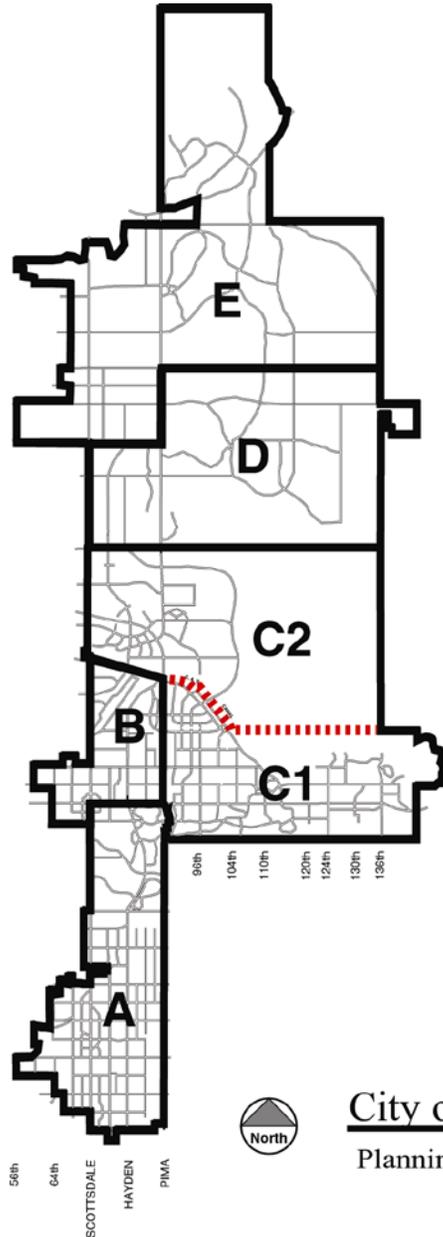
	<i>To:</i>	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods Developed Open Space Cultural/ Institutional or Public Use			Yes	Yes	Yes
Group C	Urban Neighborhoods Resorts/Tourism	Yes				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

- 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
- FRANK LLOYD WRIGHT BLVD.
- GREENWAY
- THUNDERBIRD
- SWEETWATER
- CACTUS
- CHOLLA
- SHEA
- DOUBLETREE RANCH
- McCORMICK
- INDIAN BEND
- McDONALD
- CHAPARRAL
- CAMELBACK
- INDIAN SCHOOL
- THOMAS
- McDOWELL
- McKELLIPS



ZONE A includes the Downtown Business/Entertainment District and the most mature neighborhoods in the community

ZONE B includes the Scottsdale Airpark, the fastest growing and one of the three largest employment centers in the metropolitan area

ZONE C covers the East Shea area, McDowell Mountain Ranch, DC Ranch, and Greyhawk, all major master planned developments (C1 & C2 are divided by the CAP Canal and Thunderbird Road)

ZONE D encompasses the Pinnacle Peak, Desert Highlands and Troons communities, and large undeveloped tracts

ZONED E includes Terra Vita, the Boulders, Desert Mountain, Legend Trails, the 15,000-acre tract of State Trust Lands, and other undeveloped lands



City of Scottsdale

Planning Zones

2b. Acreage Criteria Overriding Incentives

Certain exceptions to these criteria (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 as 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 41 (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 44 (Cultural/ Institutional) 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 10 to 15) 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.

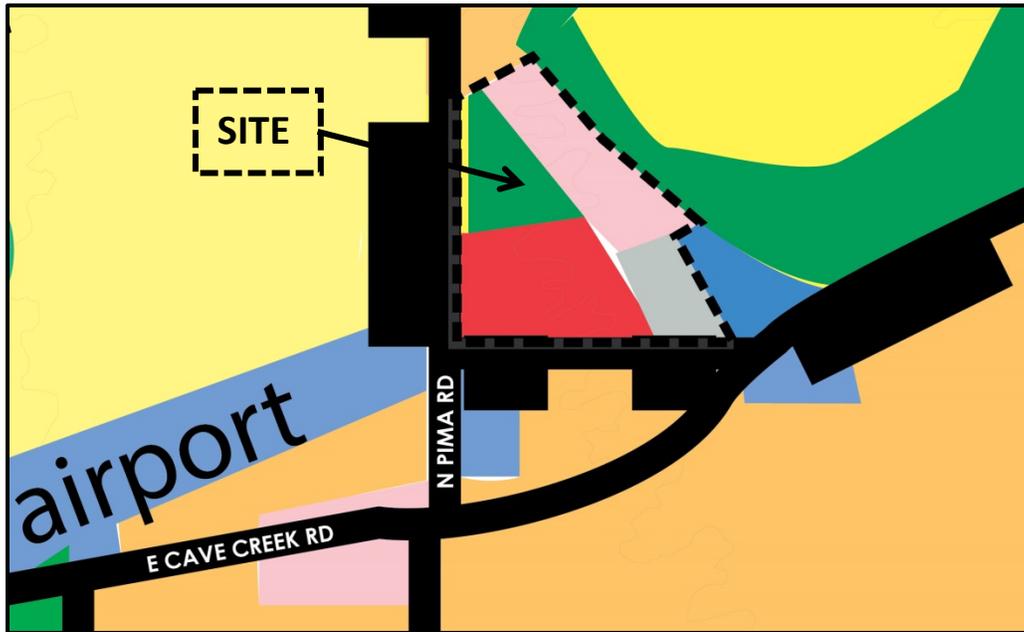
If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan it will be considered as a major amendment. (Note: The character area plans that qualify for consideration as of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

4. Water/Wastewater Infrastructure Criteria

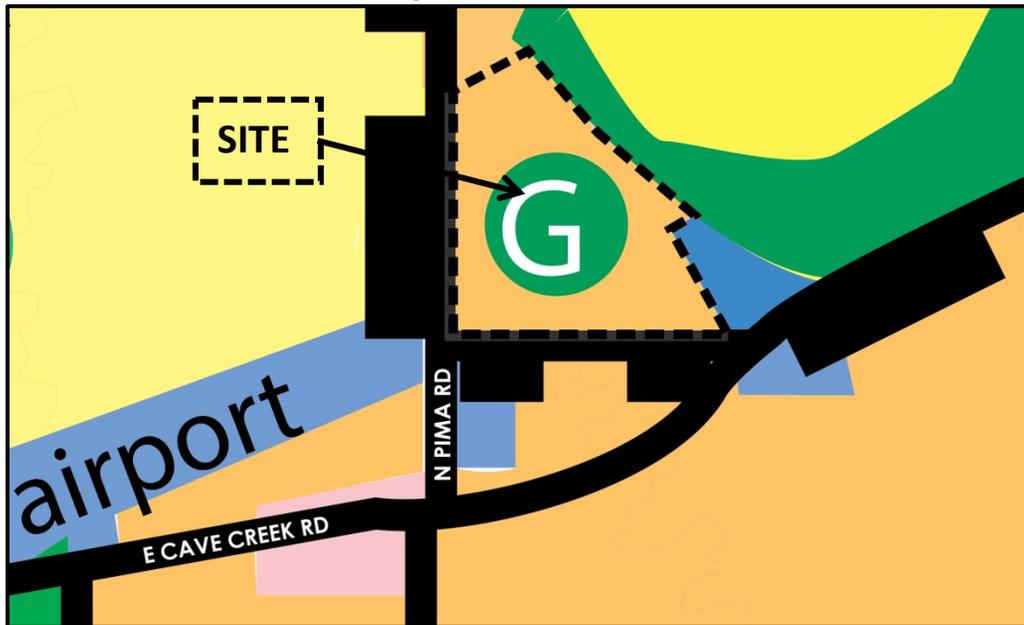
If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility it will qualify as a major amendment.

Attachment 2: 5-GP-2016: Desert Mountain Parcel 19,
Existing and Proposed General Plan Land Use

Existing Land Use



Proposed Land Use



2001 General Plan Land Use Map

Land Use Map Legend

 RURAL NEIGHBORHOODS	 COMMERCIAL	 CULTURAL/INSTITUTIONAL OR PUBLIC USE
 SUBURBAN NEIGHBORHOODS	 OFFICE	 MCDOWELL SONORAN PRESERVE
 URBAN NEIGHBORHOODS	 EMPLOYMENT	 RECOMMENDED STUDY BOUNDARY OF THE MCDOWELL SONORAN PRESERVE
 MIXED-USE NEIGHBORHOODS	 NATURAL OPEN SPACE	
 RESORTS/TOURISM	 DEVELOPED OPEN SPACE	

Chapter 1: Character & Culture

The **Character & Culture Chapter** establishes policies for the character of the community, as well as, the types and locations of land uses throughout the city. It emphasizes the importance of the diverse character, unique quality of design, varied lifestyle choices, and commitment to the arts. It includes the state-mandated Land Use Element, Future Land Use Map, and General Plan Amendment Criteria. It also includes two elements added by the community—Character & Design; and Arts, Culture & Creative Community.



Character & Design Element

The goals and policies of the Character & Design Element focus on the important aspects, connections, transitions, and blending of character that ensure our community evolves as an integrated mosaic. Topics covered in this element include development appropriateness, character types, building height, Character Area Planning, design, public spaces, landscaping, light and noise pollution, and western and equestrian lifestyle.

(NEW) Honor Scottsdale's western and equestrian lifestyle



Land Use Element†

The goals and policies of the Land Use Element reflect careful consideration for the types and locations of defined land uses and delineate the criteria that should be carefully considered when contemplating a change in Land Use Category (General Plan Amendment Criteria). Topics covered in this element include land use transitions, land use balance, resource conservation, land use and transportation, airport compatibility, the future land use map, and General Plan amendment criteria.

(NEW) Attract and retain diverse, high-quality employment, business, and retail land uses

(NEW) Protect the viability of the Scottsdale Airport by encouraging compatible uses and development types in the surrounding area



Arts, Culture & Creative Community Element

The goals and policies of this Element speak to the important role that arts, culture and the creative community will play in the city's future. Scottsdale will build on its authentic cultural experiences, innovative programs, and competitive regional standing in arts and culture. Topics covered in this element include regional cultural standing, arts and culture programming, historic preservation, and the creative community.

(NEW) Continue to support, plan for, and manage arts and culture programs and facilities

(NEW) Encourage creative placemaking

(NEW) Identify and protect Scottsdale's historic, archaeological, and cultural resources

(NEW) Promote a creative community through education and exposure to the creative process



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(NEW) to General Plan 2035 † State-mandated element

Chapter 2: Environment

The **Environment Chapter** focuses on Scottsdale’s environmental resources and open spaces—from protecting natural systems and the water supply to creating a green built environment. Goals and policies in this chapter also seek to provide a comprehensive system of open spaces, including further enhancement and protection of Scottsdale’s McDowell Sonoran Preserve. Five state-mandated elements are included in this chapter: Open Space, Environmental Planning, Conservation, Water Resources, and Energy.



Open Space Element†

As stewards of parks and open spaces, the city is dedicated to promoting healthy lifestyles and a higher-level of livability by providing safe, accessible, and attractive outdoor space. Scottsdale will respect and sustainably manage its open space resources. Topics covered in this element include open space types, Scottsdale’s McDowell Sonoran Preserve, and open space management.



Environmental Planning Element†

The city’s natural environment includes both the ecological systems that sustain Sonoran vegetation and wildlife, as well as other elements that provide clean air and water, protect the community from hazards, and create a beautiful and enjoyable setting. This element provides goals and policies for protecting and enhancing the quality of Scottsdale’s natural and human habitats for future generations. Topics covered in this element include Sonoran desert habitat protection, air quality, recycling, green building, and water quality.

(NEW) Expand and improve the city’s environmental stewardship and sustainability

(NEW) Identify and reduce heat islands



Conservation Element†

Scottsdale is active in, and continually improves efforts to safeguard its natural and man-made resources—from wildlife habitat to watersheds. The Conservation Element guides Scottsdale’s resource conservation efforts to provide a healthy and diverse environment for current and future generations. Topics covered in this element include natural resource management, water conservation, stormwater management, and biodiversity.

(NEW) Reduce and prevent erosion along watercourses and water bodies



Water Resources Element†

Conservation of our most precious asset, water, occurs through decreasing use, reducing waste, and maximizing its efficient use on a daily basis. The Water Resources Element ensures that Scottsdale continues to provide safe, reliable, and quality drinking water to the community. Topics covered in this element include long-term water supply and drought preparation.

(NEW) Plan, prepare for, and adapt to climactic impacts to the water supply, such as drought



Energy Element†

The goals and policies of the Energy Element seek to balance the energy needs of consumers with the sustainability of the community’s renewable and non-renewable energy sources. Topics covered in this element include energy efficiency, city facilities, and renewable energy sources.

(NEW) Work toward becoming a net-zero energy community

(NEW) Increase energy efficiency of City facilities and operations

(NEW) Support compatible renewable energy



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(NEW) to General Plan 2035 † State-mandated element

Chapter 3: Collaboration & Engagement

The **Collaboration & Engagement Chapter** underscores the importance of community involvement to capture new ways to promote citizen involvement and engage diverse perspectives in decision-making. The community-added Community Involvement Element is included in this chapter.



Community Involvement Element

This element serves as a building-block to strengthen ways to effectively inform and involve the community in discussions and decision-making processes. Topics covered in this element include seeking broad public input, collaborative solutions, and engagement techniques.



Scottsdale has a rich history of citizen involvement. Built on collaborative engagement programs, such as The Scottsdale Town Enrichment Program (STEP), Scottsdale Visioning, and CityShape 2020, the community has long recognized that:

- A healthy community engages in robust, interactive public dialogue on important, complex issues;
- The best decisions require that many points of view be heard and considered;
- Community understanding and participation are enhanced when citizens are actively involved, and the City provides opportunities for participation and interaction;
- Active public dialogue is important and all community members should feel safe expressing their views;
- Public dialogue should include a diversity of communication and participation methods, combining traditional with emerging technologies; and
- Community involvement goals and policies should encourage participation from all parties.



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(NEW) to General Plan 2035 † State-mandated element

Chapter 4: Community Well-Being

The **Community Well-Being Chapter** emphasizes the importance of health, housing, safety, and recreational opportunities on the overall well-being of the community. Three state-mandated elements, Housing, Recreation, and Safety are included in this chapter. In addition, Scottsdale has added a Healthy Community Element in this chapter.



Healthy Community Element

The Healthy Community Element seeks to maintain Scottsdale's leadership role in health and human services respond to the needs of families, take care of our neighbors and our elders, promote lifelong learning, and provide opportunities for youth to grow and become leaders in the future. Topics covered in this element include healthy food, health and wellness, life-long learning, supporting senior citizens, and diversity and inclusion.

(NEW) Promote Access to Health and Human Services

(NEW) Strive to provide access to healthy, local foods

(NEW) Build on Scottsdale's leadership role in wellness and healthful living

(NEW) Strengthen educational and life-long learning opportunities

(NEW) Promote Scottsdale as a welcoming, inclusive city

(NEW) Accommodate the physical, social, and economic needs of Scottsdale's seniors

(NEW) Foster a caring community where people are involved in community life



Housing Element†

Scottsdale is committed to the provision and preservation of housing opportunities to meet the needs of current and future residents. The Housing Element will ensure that future housing options include a wide-range of opportunities for people living and working in Scottsdale, as well as people at different life stages, income levels, and social and physical abilities. Topics covered in this element include housing context and character, fair housing, and housing choices for a variety of needs.

(NEW) Prevent housing discrimination as prohibited by local, state, and federal laws



Recreation Element†

Recreation is a part of Scottsdale's image, provides social interaction, and promotes community well-being. Through the Recreation Element, the city's recreational facilities and programs will provide for the leisure and fitness needs of Scottsdale's current and future generations topics covered in this element include quality recreation facilities and programming.

(NEW) Provide and enhance recreational opportunities to meet diverse needs



Safety Element†

Scottsdale is committed to protecting citizens and visitors from conditions, circumstances, and influences that would threaten, disrupt or diminish the quality of their lifestyles. The goals and policies of the Safety Element will ensure that the community is prepared and resilient when faced with disaster, and that our habitat is safe and enjoyable for all. Topics covered in this element include emergency management, transportation safety, crime prevention, and hazardous materials.

(NEW) Prepare for disasters and emergencies

(NEW) Deliver effective and efficient response for emergencies and disasters

(NEW) Prepare for short and long term community recovery after disaster events

(NEW) Maintain safe airspace and transportation systems

(NEW) Maintain Scottsdale as a safe community through crime prevention

(NEW) Promote the safe handling, storage, and disposal of hazardous materials



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(NEW) to General Plan 2035 † State-mandated element

Chapter 5: Connectivity

The **Connectivity Chapter** contains goals that promote a variety of mobility choices for the movement of people and goods throughout the community. Two state-mandated elements are included in this chapter: Circulation and Bicycling.



Circulation Element†

The automobile historically has been, and will continue to be, the predominant mode of transportation in Scottsdale. However, to match the character and lifestyle of different areas and residents in the community, it is important to diversify the city's transportation choices. The Circulation Element concentrates on accessibility, connectivity, mobility choices, and the interrelatedness of transportation and land use. Topics covered in this element include safety, multimodal choices, neighborhood needs, and school circulation.



Bicycling Element†

Scottsdale is recognized as a bicycle-friendly community that actively supports bicycling and encourages residents to use bicycles as an alternative mode of transportation and as part of a healthy lifestyle. The goals and policies of the Bicycling Element provide a guide for a safe, connected, and convenient on-street and off-street bicycle networks. Topics covered in this element include bicycle networks, use, and safety.

(NEW) Provide convenient and comfortable bicycle facilities to encourage bicycling

(NEW) Promote bicycle education, safety, and enforcement



Chapter 6: Revitalization

The **Revitalization Chapter** recognizes that the majority of future development in Scottsdale will consist of revitalization, redevelopment, and infill projects. The goals and policies in the Revitalization Chapter focus on preserving the unique qualities and character of Scottsdale’s neighborhoods, addressing the fiscal impacts of development, guiding the locations for concentrated growth and reinvestment in the city, providing public services, and allocating public facilities citywide. Six state-mandated elements are included in this chapter: Neighborhood Preservation & Revitalization; Conservation Rehabilitation & Redevelopment; Growth Areas; Cost of Development; Public Services & Facilities; and Public Buildings.



Neighborhood Preservation & Revitalization Element†

As Scottsdale nears build-out, the city must preserve and enhance the qualities that make neighborhoods safe, special, and vibrant. The goals and policies of this element recognize that the preservation and revitalization of Scottsdale’s mature neighborhoods is critical to maintaining and strengthening the health, safety, prosperity, and enjoyment of the community. Topics covered in this element include neighborhood identity, homeownership, neighborhood safety, and neighborhood planning.

(NEW) Develop and refine Neighborhood Planning and Neighborhood Plans



Conservation, Rehabilitation & Redevelopment Element†

As a maturing city, it is increasingly important for Scottsdale to focus on the conservation and rehabilitation of aging properties, seek creative infill development strategies, and support context-sensitive redevelopment in areas showing signs of decline. The element addresses both “informal” and “formal” redevelopment, recognizing that any “formal” redevelopment must be approved by the City Council and conform to Arizona State Statute requirements. Topics covered in this element include context-appropriate redevelopment, economic well-being, and use of redevelopment authority.

(NEW) Use formal Redevelopment Authority only when necessary



Growth Areas Element†

The Growth Areas Element identifies specific locations that are most appropriate for development focus, can accommodate future growth, or need reinvestment. Scottsdale’s Growth and Activity Areas are intended to direct high-intensity growth and development in certain locations to preserve lower-intensity and open space areas throughout the community. Topics covered in this element include development intensity and building height, multimodal connections, and growth and activity area character.

(NEW) Recognize and build on the character and diversity of growth and activity areas



Cost of Development Element†

The purpose of the Cost of Development Element is to establish goals and policies that guide the fiscal impacts created by new development or redevelopment with regard to infrastructure and public services, and determine how such impacts will be addressed. Topics covered in this element include development’s contributions to infrastructure and economic sustainability.

(NEW) Require development to pay its fair share of the cost of public service needs it generates

(NEW) Coordinate infrastructure investment and land use decisions with long-term municipal economic sustainability



Public Services & Facilities Element†

Scottsdale provides high-quality community services to its residents, businesses, and visitors. The Public Services and Facilities Element provides guidance about the provision of programs, services and physical facilities that serve to protect the health, safety, and welfare of the community. Topics covered in this element include solid waste, utilities, libraries, and community services.

Public Buildings Element†

Scottsdale acknowledges the vital role that public buildings play in the shaping of community life and seeks to design facilities that represent the community’s special qualities. Libraries, community centers, schools, and cultural facilities are investments that contribute to a high quality of life for current and future generations. Topics covered in this element include public building design and locations.



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(NEW) to General Plan 2035 † State-mandated element

Chapter 7: Innovation & Prosperity

The **Innovation & Prosperity Chapter** seeks to foster the economic sustainability of the community, with focus on tourism, retention and attraction of core industries, and high-quality jobs. The Economic Vitality Element is a community-added element in this chapter.



Economic Vitality Element

The City is committed to supporting and expanding its existing economic strengths through protection and adaptation of Scottsdale's tourism industry and diversification of the economic base to provide for the future fiscal health of the city, all while protecting the City's unique southwestern character and quality of life. The goals and policies of the Economic Vitality Element emphasize compatibility, diversity, growth, and flexibility and acknowledge the economic factors that strongly influence Scottsdale's future well-being. Topics covered in this element include tourism, economic resiliency, and fiscal sustainability.

(NEW) Ensure that Scottsdale retains fiscal resources needed to effectively govern, provide services, and fulfill the community's vision



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(NEW) to General Plan 2035 † State-mandated element