Exterior Building Color & Material Samples (Photo)
Color Drawdowns
Drainage Reports
TIMA
Abbreveated Water & Sewer Need Report
Archaeological Resources
Airport Vicinity Development Checklist
Parking Study
Parking Master Plan
Water Study
Wastewater Study
Stormwater Waiver Application

City of Scottsdale
2014 General Plan Update
Public Participation Plan

Prepared by:
Long Range Planning
March 2013

City Council

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Introduction

General Plan Update

As cities constantly progress, their plans need to evolve as well. The purpose of the updated Scottsdale 2014 General Plan is to allow the City to address changes in the city, current issues, opportunities, and priorities. In Arizona, state statutes require that each city adopt and ratify a comprehensive, long range General Plan to guide the physical development of their community. In addition, the state requires each city to update, re-adopt, and ratify the General Plan every ten (10) years. The most recent Scottsdale General Plan was adopted in October 2001 and ratified in March 2002.

Beginning in early 2009, the City of Scottsdale embarked upon the 2011 General Plan update process. Lasting over two (2) years, the planning process included an extensive public outreach program. The General Plan 2011 update was adopted by the Scottsdale City Council in October 2011 and sent to its citizens for ratification in a March 2012 election. The result was a voter rejection of the 2011 General Plan update. Consequently, the 2001 General Plan remains in effect until a new plan is adopted and ratified by the voters.

At the same time as the 2011 General Plan Update process, the Arizona State legislature recognized in 2010 that the economic downturn was impacting many municipalities' ability to create General Plan updates. Consequently, the legislature extended the General Plan update timeframe to a 2015 deadline for all municipalities. At the direction of the City Council, staff has initiated a new General Plan update that could be presented to the voters in fall 2014.

Public Participation Plan Process

The public participation process provides an opportunity to understand current and future needs, identify community priorities, and address opportunities and challenges facing Scottsdale. The process' purpose is to define how the public will be involved throughout the comprehensive planning effort.

Guiding Principles of the Public Participation Plan

1. Conduct a process that is open and transparent;
2. Engage a broad audience and enhance public awareness of the planning efforts and its importance;
3. Educate the public that the General Plan is a policy document and what that means to them;
4. Guide the development of a community-based vision for Scottsdale;
5. Acknowledge the efforts that have been made in the past and show how this planning effort will impact the future of Scottsdale;
6. Conduct a formal and professional public participation process; and
7. Provide opportunities for the community to be directly involved in the 2014 General Plan's creation.

The Public Participation Plan should be considered a fluid and flexible guide, one that is updated and refined by City staff as the planning process moves forward. Specific ideas, events, and details may be modified to better accommodate goals, budgets, and schedules associated with the 2014 General Plan Update.

Project Information

Project Team

The General Plan Update team (Project Team) is composed of Long Range Planning Services staff. Representatives from various other city departments will also provide expert review and input into the plan and planning process, but Long Range Planning will manage the project. Public Participation is crucial to the successful execution of the project and development of a cohesive policy document that speaks to both a broad range of issues and one shared vision.

Project Team Members

Erin Perreault, Long Range Planning Manager
Ross Cromarty & Mary Vandevord, General Plan 2014 Project Managers
Adam Yaron & Taylor Reynolds, General Plan 2014 Project Planners

Project Schedule

The 2014 General Plan Update consists of five (5) phases. The process was launched in March 2012 and will continue through August 2014. A timeline is provided at the end of the participation plan which summarizes the timing and responsible parties for each phase and associated public participation techniques and events.

The five (5) Project Phases include:

- Visioning - Developing a new vision for the General Plan Update.
- Themes & Background– Task Force members will be provided background General Plan materials, the finalized Visioning Scottsdale Report, and coordinate with staff Workshop agendas and processes.
- Editing – Task Force members will meet and update/edit the 2001 General Plan document to create a 2014 draft plan for community deliberation (City Council needs to give direction on this approach).
- Review and Adoption of the Plan - The Planning Commission, City Council, and community will consider the draft General Plan for adoption in public hearings.
- Ratification - The State requires that the General Plan update is ratified by a vote of the citizens.

Project Scope

The Scottsdale 2014 General Plan Update Public Participation Plan will strive to engage the public throughout every step of the 2014 General Plan Update process, by providing specific methods and tools to do so. The "public" in public participation refers to people-individuals who have an interest or a stake in or will likely be affected, either positively or negatively, by a decision to be made. Consequently, the term "stakeholder" often is used when discussing public participation.

For the purposes of the 2014 General Plan Update, each of the five (5) project phases (identified above) forms the structure of the proposed Public Participation Plan. Additionally, the participation plan is built upon a resident and stakeholder inclusive approach for the development of the 2014 General Plan Update. A discussion of each phase and its associated participation techniques, events, and staffing requirements follows below.

Phase 1
Visioning

This first phase of the public participation plan was somewhat predetermined by the June 2012 City Council direction to staff to initiate a Request for Proposal (RFP) process to contract with a consultant to assist the community in creating a new or revising the existing 2001 General Plan vision statement. The City Council instructed staff to include a consultant created application process that selects community member participants impartially and that represents a diversified cross section of the City's population. The selected consultant would host a visioning event in which the chosen participants work together to create a Vision Statement for the 2014 General Plan update.

Note: On December 4, 2012, the Scottsdale City Council awarded a contract to the Arizona Town Hall consultancy to create and lead a visioning process and event for the Scottsdale General Plan 2014.

To accomplish an overall visioning process, Phase 1 suggests the use of the following public participation techniques discussed below: Visions of Scottsdale Photo Contest, Visioning, Public Hearings, Public Information, the City Website, Social Media, and Presentation/Road Shows.

Phase 1
Visioning Participation Techniques

Visions of Scottsdale Photo Contest

Required Staff: One (1) Office of Communication member

This participation technique asks citizens to take photographs of what they deem to be appropriate community design features or land uses located in the City of Scottsdale. The resulting photos are then entered into a contest to determine the "Best of Scottsdale Photos". Once chosen, all contestant pictures can be used to develop background information and issue identification for future visioning steps in the plan planning process. Thus, the contest can be used to depict resident and stakeholder expressions of city development character while simultaneously providing community created content for the actual plan.

Note: Visions of Scottsdale Photo Contest ran from January 18, 2013 to February 28, 2013

Visioning Event

Required Staff: Five (5) Long Range Planning staff members and other staff members as needed

Visioning is a public participation process involving stakeholders and citizens to develop a common vision for the plan being developed. Visioning informs the planning process by its ability to develop goals, which can be built upon to establish community objectives and strategies.

Usually used at the beginning of the planning process, the visioning technique can be conducted a number of different ways, concluding with one meeting or several meetings. It is designed to answer the question, “What does the community want to be in the future?” generally with a 20-30 year time horizon. The question is often answered with a visioning statement, which reflects the consensus of the participants in the process.

As stated in the City’s RFP, the visioning process will require the consultant to:

- Lead and coordinate a General Plan Visioning Process, event, or series of events.
- Oversee recruitment and selection of Process participants.
- Formulate questions appropriate for assisting the participants in developing a Vision Statement.
- Work with the City to enlist appropriate speakers/lecturers for the Process kick-off.
- To ensure impartiality, provide volunteers and personnel to oversee the discussion.
- Prepare a preliminary consensus report by the end of the last day of the process.
- Create and present a final report on the conclusion of the Process to the Planning Commission, City Council and community.
- Advise city staff on the tentative second phase of community outreach efforts.

Note: Arizona Town Hall was contracted as the visioning consultant and completed the following tasks:

- Future Leaders Town Hall, SkySong, January 24, 2014 80 Participants
- Vision Scottsdale Town Hall, Monterra, February 6th, 7th, 11th 2013 100 Participants
- Community Presentation (Open House):
    - Visioning Report, Arizona Town Hall Tara Jackson, Mountain View Recreation Center, February 21, 2012

***Staff Visioning Event Contributions*:**
Long Range Planning staff will create and assemble a visioning participant’s background document to provide the reader with information on city planning, the General Plan, national and state wide trends, Scottsdale data, and any other pertinent information that may help participants in crafting a Vision Statement.

Note: Staff:

- Coordinated with Arizona Town Hall consultancy
- Created the City of Scottsdale 2014 General Plan Visioning Workbook
- Identified and Contracted locations –SkySong and Monterra
- Contracted food
- Participated in registration of Future Leaders participants
- Worked with Cable Channel 11 personnel

Public Hearings
Community Visioning Report Public Meeting (Open House and Presentation)

Open House

Required Staff: five (5) Long Range planning staff; three (3) Neighborhood Services staff, one (1) Office of Communication staff member as needed (room setup and break down, sign in and name tags, pictures, technology, Visioning station representatives, Photo board representatives, information floater, media specialist, and food/refreshments).

An Open House creates an informal setting for citizens to interact with local government officials and people in the community who are involved in planning. There are three (3) main objectives for this Community Visioning Report Public Meeting (Open House):

- Expose citizens to information and ideas that support the planning effort;
- Offer a presentation by Arizona Town Hall about the outcomes of both the Future Leaders Town Hall and the Visioning Scottsdale Town Hall; and
- Provide citizens with an opportunity to ask questions, express concerns, and react to information, (presentations, text, etc.) and ideas, and to provide both written and oral feedback about the information being presented.

Note:
Location: Mountain View Recreation Center
Date: February 21, 2013
Time: 5-7PM

Planning Commission Hearings
In this phase of the Public Participation Plan, the Planning Commission will be presented with:

1. Presentation of the Visioning Evens: Future Leaders and Visioning Scottsdale
2. Presentation of the final Visioning Report: Key items and Vision Statement
3. Task Force and Alternative Calendar
4. Required Staff: Three (3) Long Range Planning staff members

Note: Commission Hearing Date – March 20, 2013

Public Information
Required Staff: One (1) Long Range planning staff member and one (1) Office of Communication staff member

To provide information and public notice regarding Phase 1 processes or events, Long Range Planning and the City of Scottsdale's Office of Communication staff will coordinate with the Scottsdale 2014 General Plan Communication Plan to publicize:

- The winning photographs from the Visions of Scottsdale Photo Contest;
- Visioning Event (who, what, where, when, and how regarding the event and participation requirements)
- Public Hearings: Final Vision Report Public Meeting (Open House), and Planning Commission meetings.

Internet
Required Staff: One (1) Long Range Planning representative and other staff members as needed

City Website and Social Media
In this phase of the Public Participation Plan, staff will place: information regarding the selection of a visioning consultant, the Visions of Scottsdale Photo winning photograph, the Visioning Event and participation requirements, and final Visioning Report document online at the City's General Plan website and on appropriate social media connections to allow city residents and stakeholders the opportunity to review and comment on them.

Presentations/Road Shows
Required Staff: Two (2) Long Range Planning staff members

In this phase of the Public Participation Plan, staff will offer presentations regarding the outcome of the Visioning Event and how the General Plan Update process will progress over the coming months.

Phase 2
Themes & Background

The second phase of the Public Participation Plan begins with the seating of the Council approved Task Force, facilitated by a Council determined consultant that leads the Task Force in upcoming workshop content and planning themes and document editing. Also, background information regarding past City visioning outreach and the Scottsdale 2001 and 2011 General Plans will be supplied to all Task Force members. All of this information will help inform task force members in the drafting of the City of Scottsdale 2014 General Plan Update.

The following public participation techniques are associated with this phase of the Citizen Participation Plan and are discussed below: General Public Meeting, Task Force, Workshops, Internet, Public Information, and Presentation/Road Shows.

Phase 2

Public Meetings
City Council Hearings
In this phase of the Public Participation Plan, the City Council will:

1. Presentation of the Visioning Evens: Future Leaders and Visioning Scottsdale
2. Presentation of the final Visioning Report: Key items and Vision Statement
3. Adopt the Task Force
4. Adopt Alternative Calendar (not GP Amendment Calendar) and Written Procedures
5. Required Staff: Three (3) Long Range Planning staff members

Note: Council Hearing Date – May 14, 2013

Task Force

A Task Force is made up from a group of residents and stakeholders who are responsible for providing guidance on the overall direction of a long term planning process. With a city involving many important issues and stakeholders, it is essential to put a group in place that's representative of the broadest cross section of the community. The Task Force oversees the work being done by the staff team responsible for producing the planning update document.

There are two important aspects to establishing a citizen task force: precisely what, the body is to accomplish (purpose); and how the citizen steering committee will accomplish its purpose. For the goal of updating the City of Scottsdale 2001 General Plan, a Task Force should be:

- Made up of members who filled out applications for or were participants of the Arizona Town Hall Visioning Scottsdale event. These members represent residents, the business community, and community stakeholders and are determined by Arizona Town Hall Consultancy;
- Approved by the City Council, to establish its important role in drafting the 2014 General Plan update document;
- Charged with providing feedback, advising planning staff, editing and shaping the General Plan update document;
- Required to hold regular scheduled meetings (twice a month for a majority of meetings);
- Comprised of a group of twenty five (25) members; and
- Able to help keep the project on schedule, review data and findings, edit the overall General Plan document, while providing a "reality check" to staff as a barometer for plan recommendations.

In this instance, the Task Force will make recommended edits/additions to the 2001 General Plan chapters and incorporate those changes into a draft plan. Also, the task force members will be involved in all upcoming Long Range Planning outreach events

For the purposes of the 2014 General Plan the following areas of interest are suggested for review:

- Land Use and Growth Areas
- Character & Design
- Neighborhoods (Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation & Redevelopment) creation,
- Community Involvement,
- Conservation, Energy, Water Resources
- Economic Vitality, Cost of Development
- Bicycling, Circulation
- Public Buildings, Public Services & Facilities, Safety
- Major General Plan Amendment Criteria
- Character Areas
- Plan and Introduction Components

Long-Range Planning staff will make the edits proposed by the Task Force with supplemental staff from other departments when necessary.

Workshops

Required Staff: Five (5) Task Force members, five (6) Long Range planning staff; three (3) Neighborhood Services staff, three (3) Current Planning staff members, one (1) or two (2) Office of Communication staffers, other department staff as needed (room setup and break down, sign in and name tags, pin location map, pictures, materials, group facilitator, technology, information floater, media specialist, and food/refreshments).

Workshops are special meetings to inform people and solicit input on specific policy issues, plans, or projects. In size and importance, they range from a subset of a larger meeting to a large multi-day event. In regards to the 2014 General Plan update, these workshops will be task-oriented meetings organized around one of the following themes:

- Neighborhoods and Housing - June, 2013
- Community Character – August, 2013
- Transportation – September, 2013
- Economic Vitality and Growth Areas – October, 2013
- Land Use and Major General Plan Amendment Criteria – November, 2013

For the purposes of the 2014 General Plan Update, one (1) workshop will be offered in Phase 2 and shall consist of the following:

The Phase 2 Workshop will address: Neighborhoods and Housing

- The workshops should last three (3) hours.
- Introduction by Long Range Planning Staff
- Presentation by an expert speaker (Arizona Housing Alliance) to offer insight into the planning issues to be addressed by the workshop participants.
- Once completed, participants will be asked to break up into small groups to discuss the 2001 Scottsdale General Plan Neighborhood and Housing Values.
- Participants are provided an opportunity in their individual groups for detailed discussion regarding the value statements.
- At the conclusion of this public participation technique, the small groups report out to the at large workshop participants their particular findings or discussion points regarding the planning topic.

Required Staff: Five (6) Long Range Planning staff members, three (3) Neighborhood Services staff, and one (1) Current Planning staff member (Facilitators, Presenters, Post It Note and Large Wall Exercise Leaders)

Note: The Workshops for Phase 2 is scheduled for: June 20, 2013

Public Information would require the posting of Workshop Summaries on the City's website and social media.

Public Information

Required Staff: One (1) Long Range planning staff member and one (1) Office of Communication staff members

To provide information and public notice regarding Phase 2 processes or events, Long Range Planning and the City of Scottsdale's Office of Communication staff will coordinate with the Scottsdale 2014 General Plan Communication Plan to publicize:

- Task Force (who, what, when, where, and how)
- Workshops (Theme/Content, when, where, and times)
- Internet Outlets
- Presentation/Road Shows
- Public Hearings (Council)
- Other public outreach processes and events

Presentations/Road Shows
Required Staff: One (1) Task Force member and two (2) Long Range planning staff

Phase 2 will continue to incorporate Presentation/Road Shows as a citizen participation technique to communicate directly with Scottsdale stakeholders and residents. This approach will allow staff to continually update Scottsdale residents about the phases of the planning process and address any concerns they might have regarding the 2014 General Plan. The Long Range Planning Division will provide staffing for these presentation efforts.

Internet
Daft Summaries of Workshops 1 will be posted on the City of Scottsdale's website/social media. City staff will assist with questions and information.

City Website and Social Media
Required Staff: One (1) Long Range planning member and two (2) other staff members as needed

City staff will place the Workshop Summaries online at the City's General Plan website and on appropriate social media connections to allow city residents and stakeholders to participate in reviewing the results. Through this outreach technique, residents and stakeholders will be able to offer any additional suggestions they feel are appropriate for inclusion in the draft summary documents. Additionally, any information regarding public participation events should be posted.

Phase 3 Editing
The third phase of the Public Participation Plan involves Task Force members in the drafting of the City of Scottsdale 2014 General Plan Update, including the identification of goals and policies, and an implementation program. This process will be led by a contracted planning consultant facilitator. Also, this part of the public outreach process will allow community members to review draft concepts of the General Plan Update and provide feedback.

The following public participation techniques are associated with this phase of the Citizen Participation Plan and are discussed below: Task Force, General Public Meeting, Public Information, Internet and Presentation/Road Shows.

Phase 3

Task Force

As established in Phase 2, the Task Force will meet twenty two (22 tentatively) times. Based upon previously supplied background information and workshop results, the twenty five (25) member group will begin editing the 2001 Scottsdale General Plan and creating the draft 2014 Scottsdale General Plan document.

To that end, the Task Force process will entail the following:

- Being led by a contacted facilitator consultant;
- Holding regular scheduled meetings primarily twice a month (usually the first and third Mondays);
- Providing feedback and advising planning staff; and;
- Reviewing data and findings, editing and shaping the overall General Plan document.

Public Hearings

Planning Commission Hearings

In Phase 3 of the Public Participation Plan, the Planning Commission will be presented with:

- A presentation by Long Range Planning staff regarding Workshop 1-2 results
- Required Staff: Two (2) Long Range Planning staff members

Note: Commission Hearing Date – October 23, 2013

Planning Commission Hearings

The Planning Commission will be presented with:

- A presentation by the Task Force regarding Workshop 3-5 results
- Required Staff: Two (2) Long Range Planning staff members

Note: Commission Hearing Date – January 8, 2014

City Council Hearings

In Phase 3 of the Public Participation Plan, the City Council will be presented with:

- The Results of Workshops 1-3
- Required Staff: Two (2) Long Range Planning staff members

Note: Council Hearing date – October 8, 2013

City Council Hearing

In this phase of the Public Participation Plan, the City Council will:

- Be presented the Results of Workshop1-5
- Required Staff: Two (2) Long Range Planning staff members

Note: Council Hearing date – January 26, 2014

City Council Hearing

Workshops

Note: Phase 2 contains Workshop #1.

Workshops
For the purposes of the 2014 General Plan Update, Phase 3 will offer four (4) workshops consisting of the following:

Workshop 2:
The second Workshop will focus on Community Character. The Workshop format will consist of the following:

- An opening address by a Long Range Planning staff member to offer insight into the Character Area Plan issues to be addressed by the workshop participants.
- Once completed, participants will be asked to break up into small groups to discuss the topic and complete a mapping exercise.
- Participants are provided a series of maps and overlays to produce a map of what they consider to be the right number and boundaries for character areas throughout the City.
- At the conclusion of this public participation technique, the small groups report out to the at large workshop participants their particular findings regarding the number and location of character areas within City boundaries.
- The workshop should last between one (1) to three (3) hours

Note: Workshop 2 Date – August 22, 2013

Workshop 3:
The third Workshop will focus on a discussion of six (6) Transportation topics. Workshop 3 will offer a world café conversation format. The Café Conversation is a process in which groups of six to eight (6-8) people discussed a series of specific topics at different tables. Individuals switch tables periodically and get introduced to a new table conversation that is led by a table host/hostess. After finishing the group exercise, table facilitators and recorders report out a summary of the highlights of each of their table's conversations.

Note: Workshop 3 Date – September 18, 2013

Workshop 4:
The third Workshop will focus on a discussion of five (5) Economic Vitality and Growth Area topics. Workshop 4 will offer a world café conversation format. The Café Conversation is a process in which groups of six to eight (6-8) people discussed a series of specific topics at different tables. Individuals switch tables periodically and get introduced to a new table conversation that is led by a table host/hostess. After finishing the group exercise, table facilitators and recorders report out a summary of the highlights of each of their table's conversations.

Note: Workshop 4 Date – October 24, 2013

Workshop 5:
The fifth Workshop will focus on a discussion of Land Use and Major General Plan Amendment Criteria. Workshop 5 will offer a small group discussion table format. Participants will be seated group of 6-8 people with a staff facilitator and recorder. The presentation will introduce the table topics for the small group discussion sessions. The first table topic is the 2001 General

Plan land use and land use designations/ definitions. The second table discussion topic will be about the 2001 and 2011 General Plan Major Plan amendment criteria.

At the conclusion of this public participation technique, the small groups report out to the at large workshop participants their particular findings or discussion points regarding the Land Use and Land Use Designation/Definitions and Major Plan Amendment Criteria.

Note: Workshop 5 Date – November 14, 2013

General Plan Initiation

This is a formal application to the Planning Commission regarding the Scottsdale 2014 General Plan. Does not require a Planning Commission Meeting and begins a six (6) month process meeting all the requirements of General Plan Amendment request but using an alternative calendar.

Note: December 11, 2013 is application submittal at Planning Commission Hearing

Internet

Once a draft General Plan chapter has been completed by the Task Force, it should be presented on the City of Scottsdale's website/social media after a Public Meeting by the Chair and Vice-Chair of the Task Force. Also, summaries of Workshops results should be posted on the City's website. City staff will assist with questions and information.

City Website and Social Media

Required Staff: One (1) Long Range Planning member and other staff members as needed. As established in Phase 1 of the Public Participation Plan, staff will place the draft plan documents and Open House/Workshop results online at the City's General Plan website and on appropriate social media connections to allow city residents and stakeholders to participate in reviewing the draft plan. Also, through this outreach technique, they will be able to offer any suggestions or edits they feel are appropriate for inclusion in the draft General Plan update. Additionally, any information regarding public participation events and processes should be posted.

Presentations/Road Shows

Required Staff: Two (2) Task Force members and two (2) Long Range planning staff

Phase 3 will continue to incorporate Presentation/Road Shows as a citizen participation technique to communicate directly with Scottsdale stakeholders and residents. This approach will allow staff to continually update Scottsdale residents about Phases 1-3 of the planning process and address any concerns they might have regarding the 2014 General Plan. The Task Force and Long Range Planning Division will provide staffing for these presentation efforts.

Public Information

Required Staff: One (1) Long Range planning staff member and one (1) Office of Communication staff members

To provide information and public notice regarding Phase 3 processes or events, Long Range Planning and the City of Scottsdale's Office of Communication staff will coordinate with the Scottsdale 2014 General Plan Communication Plan to publicize:

- Internet Outlets
- Task Force meetings
- General Public Meetings (Workshops)
- Public Hearings (Council and Planning Commission)
- Presentation/Road Shows

Phase 4
Review and Adoption
According to Arizona State Statute, during the preparation or amendment of a city's General Plan, the city's planning agency shall provide opportunities for the early and continuous public participation in the planning process. These public participation procedures shall provide for:

- The broad dissemination of proposals and alternatives;
- The opportunity for written comments;
- Public Hearings after effective notice;
- Open discussions, communications programs and information services; and
- The consideration of public comments.

To address these public participation procedures for this phase of the Public Participation Plan, the following public outreach techniques are discussed below including: Task Force; Public Hearings; Required Planning Remote and Recommendation hearings and City Council Adoption hearings; Open Houses; Presentation/Road Shows; City Website; Social Media; and Public Information.

Phase 4
Review and Adoption Participation Techniques

Task Force
As established in Phase 2, the Task Force will meet twenty two (22) times. Based upon workshop and open house results, the twenty five (25) member group will complete the draft 2014 Scottsdale General Plan update document.

Public Hearings
City Council Hearings
In Phase 4 of the Public Participation Plan, the City Council will be presented with:

- The Results of Workshops
- Required Staff: Two (2) Long Range Planning staff members

Note: Council Hearing date – March 4, 2014

Open Houses
Required Staff: Five (5) Steering Committee members, five (5) Long Range planning staff; three (3) Neighborhood Services staff, three (3) Current Planning staff members, two (2)

Transportation planning staff, two (2) Parks and Recreation planning staff, and one (1) or two (2) Office of Communication staffers as needed (room setup and break down, sign in and name tags, pin location map exercise, pictures, technology, GP Chapter station representatives, information floater, media specialist, and food/refreshments).

For the purpose of adopting the Scottsdale General Plan 2014 Update, three (3) Open Houses will be offered to Scottsdale residents and stakeholders, one each to be held in the southern, central, and northern sections of the City. The finalized draft General Plan Update document will be made available for public viewing and the Open House will operate in the following manner:

- Citizens are greeted by a Task Force member and Long Range Planning staff member and given a brief explanation of the process and room layout
- Stations are set up around the room for citizens to visit. Each station represents a chapter of the General Plan update and will be manned by staff and Task Force members
- Each station will focus on the planning elements discussed in the General Plan chapter it represents.
- Staff members representing Long Range Planning and Task Force members will be available at each station to answer questions/concerns, take written comments, and engage in dialog with citizens.

Note: Open House Meetings are scheduled for – March 10, 11, and 13, 2014

City Council Hearings
In Phase 4 of the Public Participation Plan, the City Council will be presented with:

- The Results of Three (3) Open Houses
- Required Staff: Two (2) Task Force members and Three (3) Long Range Planning staff members

Note: Council Hearing date – April 1, 2014

Planning Commission Special Sessions
Required Staff: Two (2) Task Force Members and three (3) Long Range Planning staff

This special session is for discussion purposes only and no action is taken by the Planning Commission. Interested parties are encouraged to limit their comments and questions to the issues that are the subject of each study session.

Known as "**The Remote Hearing**" this event takes place at a different location rather than its usual downtown government building and allows Task Force members and Long Range Planning staff to work directly with Commission members by:

- Presenting the results of the Open Houses;
- Reviewing the Scottsdale General Plan update draft document;
- Hearing further public testimony and input regarding the General Plan Update draft plan;
- Reviewing public comments received by Long Range Planning Staff regarding the General Plan Update;
- Editing and adding public comments into the draft General Plan Update document based upon Planning Commission direction;

- Soliciting input from individual Planning Commission members regarding their additions or edits of the General Plan Update.

Note: Planning Commission **Remote Hearing** – April 9, 2014

City Council Study Session Hearing
Required Staff: Two (2) Task Force Members and three (3) Long Range Planning staff
These study sessions are for discussion purposes only and no action is taken by the City Council. Interested parties are encouraged to limit their comments and questions to the issues that are the subject of the study session.

In regards to Phase 4 of the General Plan Update, one (1) City Council Study session is scheduled. This session will to allow Long Range Planning staff to work directly with Council members. The Study Session will consist of:

- Presentations from Task Force members and Long Range planning regarding the 2014 Scottsdale General Plan update draft document;
- Hearing further public testimony and input regarding the General Plan Update draft plan; and
- Soliciting input from individual Council members regarding their additions or edits of the General Plan Update.

Note: City Council Hearing – May 20, 2014

Planning Commission Special Sessions
Required Staff: Two (2) Task Force Members and three (3) Long Range Planning staff

This second special session is for taking action by the Planning Commission. Interested parties are encouraged to limit their comments and questions to the issues that are the subject of this special session.

Known as **"The Recommendation Hearing"** this event takes place at the Kiva, the Planning Commission's usual downtown government building location. This special session allows Task Force members and Long Range Planning staff to work directly with Commission members by:

- Hearing further public testimony and input regarding the General Plan Update draft plan;
- Reviewing any additional public comments received by Long Range Planning Staff regarding the General Plan Update; and
- Soliciting the Planning Commission members to send a recommendation to adopt the 2014 Scottsdale General Plan to the City Council.

Note: Planning Commission **Recommendation Hearing** – May 14, 2014

City Council Adoption Hearing
Required Staff: Two (2) Task Force members, and three (3) Long Range planning staff

Taking into account the Planning Commission's recommendation, the City Council will hold a public adoption hearing to act upon the draft plan. During this required public hearing, the Council can take public testimony regarding the General Plan update document. Based upon all information, the City Council will make its final recommendations regarding the plan

document's content and vote whether to adopt the 2014 General Plan or not. If the Council agrees to adopt, the City of Scottsdale 2014 General Plan will then be placed on the November 4, 2014 election ballot for voter ratification.
Note: City Council Adoption Hearing – June 10, 2014

Presentation/Road Shows
Required Staff: Tow (2) Task Force members and two (2) Long Range staff members

Phase 4 will continue to incorporate Presentation/Road Shows as a public participation technique to communicate directly with Scottsdale stakeholders and residents. This approach will allow Task Force members and staff to continually update Scottsdale residents about Phases 1-4 of the planning process and address any concerns they might have regarding the 2014 General Plan and the Adoption Process. The Long Range Planning Division will provide staffing for these presentation efforts.

Internet
City Website and Social Media
Required Staff: One (1) Long Range planning member and two (2) other staff members as needed

Long Range Planning will place a copy of the draft 2014 General Plan Update that clearly reflects modifications made by the Planning Commission based upon public input and comments. Also, notification of upcoming required public hearing should be located on the City's website and on appropriate social media connections. This will allow city residents and stakeholders the opportunity to review the council adopted plan document edits and participate in the required public hearings.

Additionally, if the City Council adopts the 2014 General Plan, the final version will be placed on the City's website and on appropriate social media connections. This will allow city residents and stakeholders the opportunity to review the council adopted plan document prior to ratification.

Public Information
Required Staff: One (1) Long Range planning staff member and one (1) Office of Communication staff member

To provide information and public notice regarding Phase 4 processes or events, Long Range Planning and the City of Scottsdale's Office of Communication staff will coordinate with the Scottsdale 2014 General Plan Communication Plan to publicize:

- Public Hearings: City Council and Planning Commission; Resident and Stakeholder Open Houses, and the required Planning Commission Remote and Recommendation Hearings and City Council Adoption Hearing.
- Presentation/Road Shows
- Internet (General Plan Website and Social media connections)

Phase 5 Ratification
In this fifth, and final phase of the Public Participation process will meet four (4) times with Task Force members, Long Range Planning and Office of Communication staff collaborating in educating the public about the content of the City of Scottsdale's 2014 General Plan, the ballot process, and appropriate election dates.

The following public participation techniques are associated with this phase of the Citizen Participation Plan and are discussed below: Presentation/Road Shows, Internet, Public Information, and Participation Timeline.

Phase 5
Ratification Participation Techniques

Taskforce
After City Council adoption of the Scottsdale General 2014, the Task Force and consultant facilitator will meet every month until November 2014. Staff will update the Task Force about the current status of the ratification process.

Presentation/Road Shows
Required Staff: Two (2) Task Force members

Phase 5 will incorporate Educational Presentation/Road Shows as a citizen participation technique to communicate directly with Scottsdale stakeholders and residents. This approach will allow Task Force members to continually update Scottsdale residents about the 2014 General Plan content and forth coming ratification process.

Internet
City Website and Social Media
Required Staff: One (1) Long Range planning member and two (2) other staff members as needed

Long Range Planning will place a copy of the adopted Scottsdale 2014 General Plan on the City's website and on appropriate social media connections. This will allow city residents and stakeholders to continue review the plan document.

Public Information
Required Staff: One (1) Long Range planning staff member and one (1) Office of Communication staff member

The City of Scottsdale's Office of Communication staff will provide information and public notice regarding the Scottsdale 2014 General Plan ratification process. These staff members will coordinate with the Scottsdale 2014 General Plan Communication Plan to publicize information regarding the ballot and public vote associated with ratification of the 2014 General Plan.

Public Participation Timeline

The purpose of a timeline is to develop a schedule for completion of the Public Participation Plan by: identifying time frames for completion of the various phases of the planning process; and describing participation techniques and events that include city residents and stakeholders.

Timeline Options

The timeline associated with the Public Participation Plan:

- Begins Task Force involvement with the General Plan Update process early in May of 2013.
- This calendar option allows Long Range Planning to:
  - Provide Task Force members with background information at the beginning of the update process;
  - Involve Task Force members in identifying public outreach workshop themes and direct involvement in the workshop formulation and participation process;
  - Supply a contracted consultant Facilitator to led the Task Force editing and update process; and
  - Allow for a less stressful and time demanding schedule for the editing and writing of the draft 2014 Scottsdale General Plan update.

The following tables illustrate the participation techniques and events that make up public participation calendar for the 2014 Scottsdale General Plan update process.

2014 General Plan Update Written Procedures and Process Calendar

Month/Date/Phase	Event	Description
January 2013		
Phase I Visioning		
Jan. 18th	Visions of Scottsdale	Photo Contest Begins
Jan. 24	Future Leaders Town Hall	16-22 year olds Town Hall
February 2013		
Feb. 6th, 7th, and 11th	Visioning Scottsdale TH	AZ Town Hall 100 participants
Feb, 11th	GP Library Exhibit	Soft Opening Civic Center Library
Feb. 21st	Mountain View Open House	AZ Town Hall: Visioning Report
Feb. 28th	Visions of Scottsdale	Photo Contest Ends
March 2013		
March 18th	Library Exhibit	Present: Photo contest winners awards
March 19th	City Council	Present: Task Force member selection criteria
March 20th	Planning Commission	Present: Tara Jackson & AZ Town Hall Vision Report
March 30th	GP Library Exhibit	Hard Ending at Civic Center Library
April 2013		
Phase 2 Themes & Background		
May 2013		
May 14th	City Council	Present: Tara Jackson Vision Report & Task Force & Alternative Calendar
May 14th	City Council	2014 GP Facilitator Contract, Alternative Calendar, and Written Procedures
June 2013		
June 3rd	Task Force Meeting	Ethics, Visioning & GP Background information & Workshop Prep
June 17th	Task Force Meeting	GP Background info & Workshop Prep
June 19th & 20th	Workshop #1	Themes: Neighborhoods & Housing
July 2013		
Phase 3 Editing		
July 15th	Task Force Meeting	Edits GP Chapters
August 2013		
Aug. 5th	Task Force Meeting	Edits GP Chapters
Aug. 19th	Task Force Meeting	Edits GP Chapters
Aug. 21st & 22nd	Workshop #2	Themes: Community Character

Month/Date/Phase	Event	Description
September 2013		
Sept. 9th	Task Force Meeting	Edit GP Chapters
Sept. 16th	Task Force Meeting	Edit GP Chapters
Sept. 18th	Workshop #3	Transportation
Sept. 23rd	Task Force Meeting	Edit GP Chapters
October 2013		
Oct. 7th	Task Force Meeting	Edit GP Chapters & Present Prep
Oct. 21st	Task Force Meeting	Edit GP Chapters & Workshop Prep
Oct. 23rd	Planning Commission	Present Workshop 1-2 Results
Oct. 24th	Workshop #4	Economic Vitality & Growth Areas
November 2013		
Nov. 4th	Task Force Meeting	Edit GP Chapters
Nov. 11th	Task Force Meeting	Edit GP Chapters
Nov. 14th	Workshop #5	Land Use and Major Plan Amendment Criteria
Nov. 18th	Task Force Meeting	Edit GP Chapters
December 2013		
Dec. 2nd	Task Force Meeting	Edit GP Chapters
Dec. 11th	Planning Commission	**General Plan Initiation**
Dec. 16th	Task Force Meeting	Edit GP Chapters

Note: 2014 Calendar begins below.

Month/Date/Phase	Event	Description
January 2014		
Jan. 6th	Task Force Meeting	Chapter Edits & Presentation Prep
Jan. 8th	Planning Commission	Present: Workshop 3-5 Results
Jan. 21st	City Council	Present: Workshop 1-5 Results
Jan. 27th	Task Force Meeting	Chapter Edits
February 2014		
Feb. 3rd	Task Force Meeting	Last Edit Draft GP Doc & WS Prep
Feb. 24th	Task Force Meeting	Final GP Chapters for Public Review
March 2014		
Phase 4 Adoption		
March 3rd	Task Force	Draft Edit Doc Completed & Open House and Present Prep
March 10th	Open House	**Draft GP Doc for Public Review**
March 12th	Open House	**Draft GP Doc for Public Review**
March 13th	Open House	**Draft GP Doc for Public Review**
March 17th	Task Force	Add Open House Edits into Draft GP Document & Present Prep
March 19th	Planning Commission	Presents: Open House Results
April 2014		
Apr. 1st	City Council Hearing	Presents: Open House Results
Apr. 7th	Task Force	Edit Document & Present Prep
April 9th	Planning Commission	**Remote Hearing for GP**
April 21st	Task Force	Edit/ Doc with Remote updates & City Council Present Prep
May 2014		
May 5th	Task Force	Council & Commission Present Prep
May 14th	Planning Commission	**Recommendation Hearing at Kiva**
May 20th	City Council	**Present: Completed GP Doc**
June 2014		
June 2nd	Task Force	Staff provides updates
June 10th	City Council	**GP Adoption Hearing**
July 2014		
Phase 5 Ratification	Staff	Staff provides educational presentations and materials to Scottsdale residents and stakeholder
August 2014		Staff provides educational presentations and materials to Scottsdale residents and stakeholder
August 4th	Staff	
August 21st		

Month/Date/Phase	Event	Description
September 2014 Sep.t	Staff	Staff provides educational presentations and materials to Scottsdale residents and stakeholder
October 2014 Oct.	Staff	Staff provides educational presentations and materials to Scottsdale residents and stakeholder
November 2014 Nov.	Staff	Staff provides educational presentations and materials to Scottsdale residents and stakeholder
Nov. 4th	Election Day	Voter Ratification of GP

Scottsdale General Plan 2014
Workshop Series
Neighborhoods and Housing

Summary Report

Prepared by:
Long Range Planning Services
August, 2013

Table of Contents

INTRODUCTION

The Scottsdale General Plan 2014 Public Participation process encourages the active participation of business and property owners, residents, and organizations to develop a community-based plan for Scottsdale. Long Range Planning Services held mid-day and early evening Neighborhood and Housing group workshop sessions on June 20, 2013 at SkySong. This workshop event represents the first in a series of eight (8) workshops to be scheduled from June 2013 to February 2014, as a means to inform the Task Force, Planning Commission, and City Council about the community's thoughts regarding various aspects of the General Plan. In addition, the same workshop materials were provided on-line between June 26, 2013 and July 12, 2013, so as to allow individual participation by those that could not attend in person. With sixty eight (68) community members participating, the purpose of the workshop was to evaluate the relevancy of the 2001 General Plan value statements found in the Neighborhood and Housing Elements.

The in person (40 attendees) three hour (3) workshop format consisted of the following:

- Where I Live mapping exercise
- Individual post it note large wall exercise (identifying common themes)
- Exhibits Map and Board Gallery
- Presentation
- Small group discussion consensus exercise (evaluating value statements)

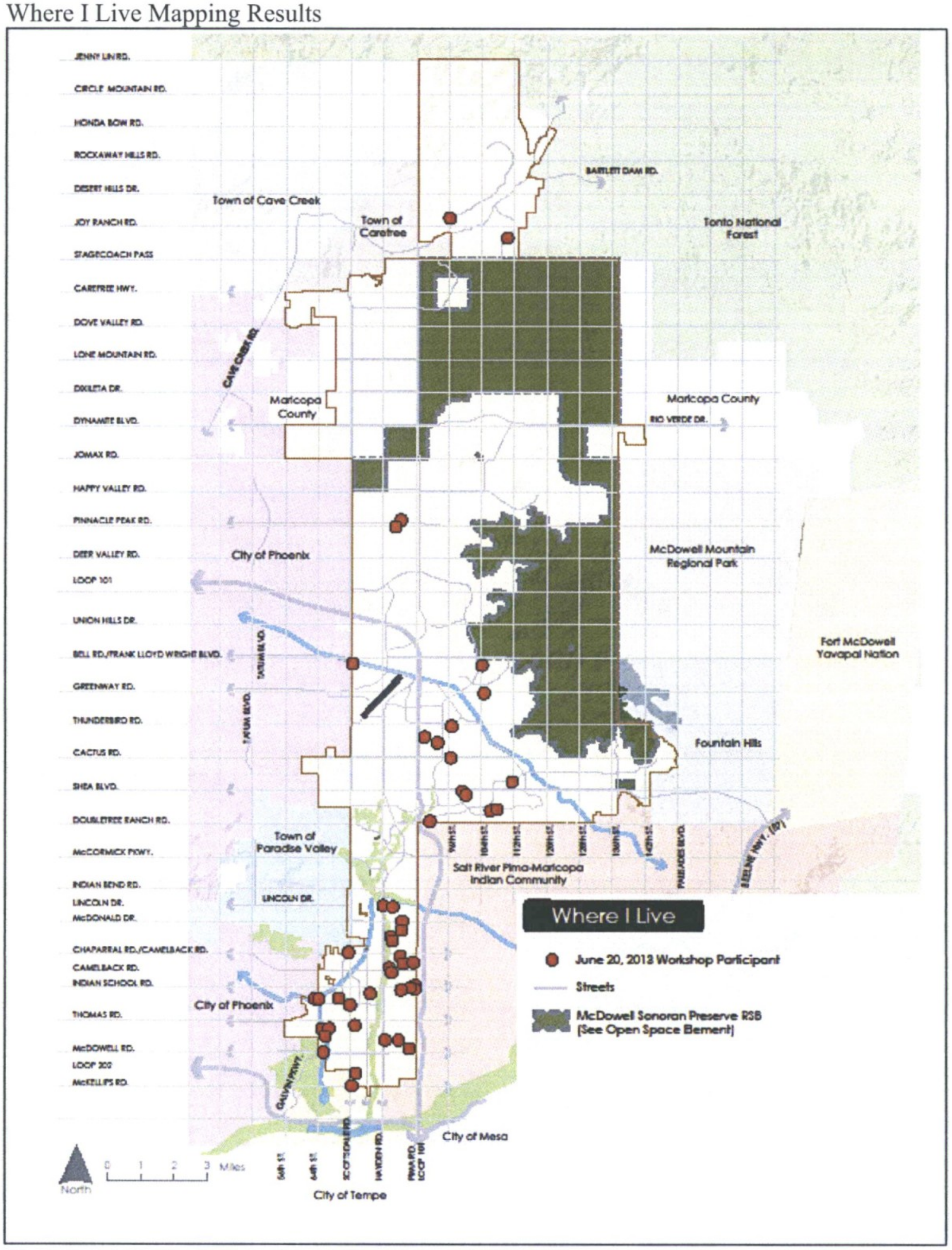
The on-line workshop formant allowed (28) participants to:

- Individual post it note exercise (identify common themes)
- View the Exhibits Map and Board Gallery
- Review the presentation
- Individually evaluate the value statements.

IN PERSON WORKSHOP SESSIONS

The forty (40) in person workshop attendees began each of the two (2) sessions with a location map exercise. Each participant was asked to view a base map of the city and identify where they lived by placing a pin at that location (Page 4 Map).

Where I Live Mapping Results



Upon conclusion of the location mapping exercise, participants answered two (2) open-ended questions:

- Neighborhoods – the one you live in and what makes it great?
- Things to improve/add to my neighborhood?

Participants were asked to record three responses to each question on separate post-it notes. A staff member then collected the responses, added them to the wall display area, and grouped them according to common themes. A summary of the identified themes was presented back to the group for comments and discussion.

After completing their post it note exercise, workshop attendees were asked to view the Exhibit Gallery. The gallery consisted of informational boards and maps about neighborhoods and housing in Scottsdale in preparation for the upcoming small group discussion exercise.

After reviewing the educational gallery, attendees were offered a presentation by a representative of the Arizona Housing Alliance who spoke about the benefits associated with Sustainable Communities as a means for developing successful neighborhoods and housing.

Once the presentation was completed, participants were asked to form small groups of 6-8 people for a staff facilitated discussion exercise. Each group table was supplied a worksheet (Page 7) that listed all of the Neighborhood and Housing values statements.

Examples of Neighborhood and Housing Value Worksheets:

Scottsdale Neighborhood Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Replace Value	Add New Value
1. Maintaining and enhancing the community's cohesion through its neighborhoods						
2. The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity						
3. The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity						
4. The preservation of the community's local historic, archeological and cultural heritage						
5. A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas						
6. The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature						
7. The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts						
8. Incentive programs that encourage context-appropriate infill development in more mature areas of the city						
9. New Neighborhood Value						

Scottsdale Housing Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Replace Value	Add New Value
1. Housing and neighborhoods that contribute to a sustainable community						
2. A community that contains a broad diversity of owner occupied and rental housing types						
3. A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities						
4. Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods						
5. Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here						
6. Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings						
7. Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives						
8. Participation in regional efforts addressing the region's housing needs						
9. Other New Housing Value Statements						

Group members were asked to evaluate each values statement to determine if:

- The value should be retained,
- The value should be discarded,
- The value should be edited (group members edits), or
- The value should be replaced with a new value (group members to provide new value)
- New value statements could also be added by group members

After completing their group worksheets, attendees reported out their group findings to all those in attendance.

ON-LINE WORKSHOP SESSION

The online workshop began June 25, 2013 and ended July 12, 2013. With twenty eight (28) total participants, respondents were:

- Provided the same information as the in person session
- Asked to respond to the same questions as the in person attendees
- Performed an individual (rather than a group) evaluation of the values statements.

SUMMARY OF FINDINGS

The following summarizes the results of the Neighborhood and Housing Workshops. Since both the in person and on-line sessions began with the individual post it note exercise those results have been combined and summarized together in this report. The in person group and on-line individual evaluation of the value statements results have not been combined. All of the detailed information collected from the workshops can be found in the attached appendices.

WORKSHOP 1 NEIGHBORHOODS AND HOUSING RESULTS

WORKSHOP THEME IDENTIFICATION RESULTS

The following represents a summary listing of themes identified by the mid-day, evening, and on-line workshop participants responding to the two (2) questions listed below.

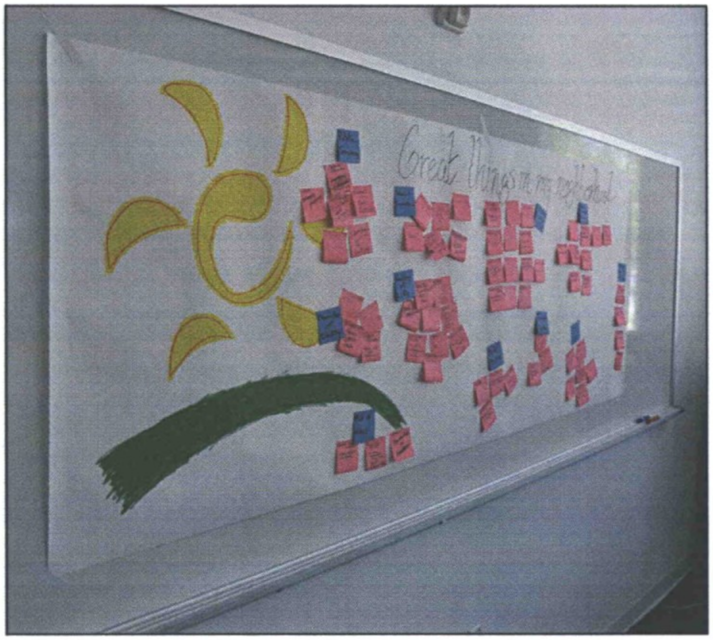
QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT?

One I Live In

Sands East II
Scottsdale Estates
Hohokam
Chaparral Park
Cactus Corridor
Emerald Scottsdale
Scottsdale Estates
County Estates
Monterey-Arcadia
La Vista
DC Ranch
Scottsdale
Old Town
McCormick Ranch
Troon
Sunrise

What Makes It Great:

Public Services
Character and Identity
Community Spirit
Mix of Use
Quality of Life
Social Connections
Pedestrian/Bicycle Connections
Location
Transportation Options
Freeway Access
Parks/Recreation
Ranch Walkable
Open Space/Natural Environment
Organization/HOA
Tax/Property Value
Villas Traffic



QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD?

Things to Improve/Add:

Neighborhood Character
Historic Preservation
Community Involvement
Revitalization
Social Connections
Safety
Lacking Commercial Services
Traffic/Access
Neighborhood Connections
McDowell Sonoran Preserve
Change
Environment
Local Food/Gardens
Lack of Identity
Green Building and Conservation
Changing Neighborhood Character
HOA Issues
Pollution: Noise, light, and Dust
Neighborhood Funding
Neighborhood Stability
Neighborhood Empowerment
More Services

Note: Appendix A contains all of the themes and associated post it note responses from both the morning, evening, and on-line workshop sessions.

RESULTS OF WORKSHOP 1 IN PERSON EXERCISES

SMALL GROUP DISCUSSION:
2001 GENERAL PLAN NEIGHBORHOOD AND HOUSING VALUES EVALUATION RESULTS

IN PERSON NEIGHBORHOOD VALUES WORKSHEET SUMMARY

Scottsdale Neighborhood Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Replace Value	Add New Value
1. Maintaining and enhancing the community's cohesion through its neighborhoods				6		
2. The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity		4	1	1	1	
3. The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			1	5		
4. The preservation of the community's local historic, archeological and cultural heritage		5	1			
5. A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas		2	1	3	1	
6. The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature		2	1	3		
7. The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts		3		3		
8. Incentive programs that encourage context-appropriate infill development in more mature areas of the city	1	2	1	2		
9. New Neighborhood Value	3					3

The worksheet above represents how the six (6) groups (combination of mid-day and evening workshops) evaluated the Neighborhood values statements. The numbers in each column represent the total number of groups that voted for the action. Some groups offered no answer, while others voted to retain, discard, edit, add a replacement value statement, or add a new value statement.

Some noteworthy outcomes of this exercise were the editing associated with value statement 1 and the addition of three (3) new value statements.

Value Statement 1, *Maintaining and enhancing the community's cohesion through its neighborhoods*, was edited by all six (mid-day and evening) groups. Their suggested edits consist of the following:

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

- Maintaining and enhancing the community's cohesion through its neighborhoods WHILE ENCOURAGING COMMUNITY INTERACTION.
- IMPROVE, MAINTAIN, AND ENHANCE the community's cohesion through its neighborhoods
- Maintaining and enhancing neighborhood cohesion THROUGH ITS NEIGHBORHOODS
- ~~Maintaining and enhancing~~ FOSTERING the community's cohesion ~~through its neighborhoods~~
- Maintaining and enhancing the community's CONNECTIVITY through its neighborhoods
- DEFINING THE COMMUNITY THROUGH STABILIZING ~~Maintaining~~ and enhancing ~~the community's~~ cohesion through its neighborhoods

The three (3) suggested new value statements included:

- Identify, facilitate, and encourage civic spaces and interconnection including "virtual community" to build a sense of community in neighborhoods (schools, parks, community centers).
- Encourage ongoing property maintenance to sustain neighborhood vitality, value, and overall sense of community pride.
- Maintain desirable characteristics through defining infrastructure allowing change where necessary.

Between the group votes to retain and/or edit, no neighborhood value statements were discarded.

Note: Group 4 did not complete the Neighborhood or Housing Values worksheets. Consequently, Group 4's worksheet information was not included in this summary report. All group value evaluation worksheet responses (including Group 4) are located in Appendix B.

IN PERSON HOUSING VALUES WORKSHEET SUMMARY

Scottsdale Housing Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Replace Value	Add New Value
1. Housing and neighborhoods that contribute to a sustainable community		4		2		
2. A community that contains a broad diversity of owner occupied and rental housing types		2		4		
3. A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities		3	1	2	1	
4. Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods		5		1		
5. Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here		3		3		
6. Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings		2		4		
7. Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives		4		2		
8. Participation in regional efforts addressing the region's housing needs		2	3	1		
9. Other New Housing Value Statements	4					2

The worksheet above represents how the six (6) in person groups (combination of mid-day and evening workshops) evaluated each of the Housing values statements. The numbers in each column represent the total number of groups that voted for the action. Some groups offered no answer, while others voted to retain, discard, edit, add a replacement value statement, or add a new value statement.

The two (2) suggested new value statements offered by the in person workshop participants included:

- As a "Tree City" encourage/incentivize trees along street fronts for residential areas and rental property requirements for landscaping.
- Preserve and expand open spaces

Number eight (8) *Participation in regional efforts addressing the region's housing needs* of the Housing Values was discarded while all value statements were retained.

Note: Group 4 was not able to complete the Neighborhood or Housing values worksheets and their information was not included in this summary report. All group value evaluation worksheet responses (including Group 4) are located in Appendix B.

RESULTS OF WORKSHOP 1 ON-LINE EXERCISES
ON-LINE NEIGHBORHOOD VALUES WORKSHEET SUMMARY

On-line Individual Results Scottsdale Neighborhood Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Add New Value
1. Maintaining and enhancing the community's cohesion through its neighborhoods	1	20	4	3	
2. The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity		24	1	3	
3. The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity		19	3	6	
4. The preservation of the community's local historic, archeological and cultural heritage		25	1	2	
5. A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	1	20	3	4	
6. The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature		21	3	4	
7. The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts		21	6	1	
8. Incentive programs that encourage context-appropriate infill development in more mature areas of the city	2	14	10	2	
9. New Neighborhood Value	16				12

The worksheet above represents how on-line participants responded to each of the Neighborhood values statements. The numbers in each column represent the total of individual support for the action identified in the column title. Some individuals offered no answer, while others decided to retain, discard, edit, or add a new value statement.

A notable outcome of this on-line evaluation was that none of the 2001 General Plan Neighborhood value statements were discarded by the respondents. Twelve (12) respondents made suggestions and/or comments under the "new value" section of the on-line workshop. A sample of those worded most closely as neighborhood values are listed below.

A representative sample of twelve (12) new value statements proposed by on-line participants included:

- Each neighborhood should have its own task force.
- Multiple definitions of "neighborhood" that provide residents with a wide variety of housing type choices and live/work/play environments.
- Retain the historical architecture that makes Scottsdale an intriguing tourist destination
- Promote a "cohesive Scottsdale" not a North or South or Old Town
- Renovate old buildings & neighborhoods instead of permitting developers to profit by continuing the blight of urban sprawl eating up the Sonoran Desert.

Note: All detailed responses to the Neighborhood value statements can be found in Appendix C.

ON-LINE HOUSING VALUE WORKSHEET SUMMARY

On-line Individual Results Scottsdale Housing Value Statements Summary	No Answer	Retain Value	Discard Value	Edit Value	Add New Value
1. Housing and neighborhoods that contribute to a sustainable community		23	3	2	
2. A community that contains a broad diversity of owner occupied and rental housing types	1	11	11	5	
3. A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities		25	3		
4. Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods		24	3	1	
5. Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here		20	5	3	
6. Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	1	24	3		
7. Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives		22	4	2	
8. Participation in regional efforts addressing the region's housing needs		16	9	3	
9. Other New Housing Value Statements	18				10

The worksheet above represents how on-line participants responded to each of the Housing value statements. The numbers in each column represent the total of individual support for the action identified in each column title. Some individuals offered no answer, while others decided to retain, discard, edit, or add a new value statement.

A notable outcome of this evaluation was that none of the Housing values were discarded by the respondents. Ten (10) respondents made suggestions and/or comments under the "new values" section of the on-line workshop. A sample of those worded most closely as a Housing value statement are list below.

- Make the city of Scottsdale the ideal example of sustainable housing for new and older homes, for which other cities will follow
- Infra-structure needs will be considered and addressed before new plans are approved for new construction
- Encourage the use of solar power.
- Integrate housing price points within neighborhoods insuring we do not end up segregating "a diversity of housing types".
- Include "encourage housing patterns that support the use of mass transit".
- We also need a value that pledges our community to explore public/private partnerships to promote home ownership among people who work in Scottsdale but live elsewhere in the Valley.
- Renovate old buildings & neighborhoods instead of permitting developers to profit by continuing the blight of urban sprawl eating up the Sonoran Desert.

Housing Value statement 2, *A community that contains a broad diversity of owner occupied and rental housing types,* evaluation results was evenly split between those respondents wishing to either retain or discard the value statement.

Note: See Appendix C for more details regarding each individual response to evaluating the Neighborhood and Housing Elements value statements.

CONCLUSION

The outcome of the in-person and on-line workshops allowed sixty eight (68) participants to answer questions about neighborhoods and housing in Scottsdale. This process helped to identify common themes about Scottsdale neighborhoods and housing including aspects worth maintaining as well as suggestions for ways to enhance them. Lastly, workshop participants offered their evaluative input regarding the relevancy of the 2001 General Plan Neighborhood and Housing Elements value statements so as to keep informing the General Plan 2014 process.

To enhance the workshop experience for future outreach events, staff surveyed the in-person attendees. Generally, their response was favorable with a majority stating the ease in understanding the material and having their voices heard. Some of the criticism of the process revolved around a need for more time to complete the exercises, a suggestion not to use the existing value statements as a starting point. All of the survey respondent's observations are available in Appendix D.

Through workshops such as this, the ongoing public outreach will continue to engage the community as part of the 2014 General Plan process thus ensuring a community based plan is created for Scottsdale.

APPENDIX A
POST IT NOTE THEME IDENTIFICATION

APPENDIX A
POST IT NOTE THEME IDENTIFICATION

IN PERSON MORNING SESSION

The following represents a list of themes identified by participants in the morning workshop session responding to the two open ended questions listed below. This summary is followed by the actual individual themes and their associated post it note responses.

QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT THEMES

- Public Services
- Character and Identity
- Mix of Use
- Quality of Life
- Social Connection
- Pedestrian/Bicycle Connections
- Location
- Transportation Options
- Parks/Recreation
- Open Space/Natural/Environment
- Organization/HOA

QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD THEMES

- Change
- Environment
- Local Food/Gardens
- Neighborhood Character
- Historic Preservation
- Communication/Involvement
- Revitalization
- Social Connections
- Safety
- Lacking Commercial Services
- Traffic/Access
- Neighborhood Connections

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MORNING SESSION
QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT

Theme: Public Services
- Open community planning
- Peaceful Valley – has alleys
- Cox Heights– has P.D. sub-station
- Park Scottsdale – churches and schools
- South Scottsdale – Civic Center and Old Town
- Caballos Ranchos – quality city infrastructure care

Theme: Character and Identity
- Garden Apartment District – architecture (mid-century)
- Camelback Park Estates – no street lights
- Windrose Est. - F? Buffalo Ranch
- Caballo Ranch – large lots with irrigation

Theme: Mix of Use
- Cameldale/Hayden/Camelback – restaurants that are great
- Pinnacle Peak 1 (83rd PP) – not many commercial stores – ect – great keep it that way
- SRCA – residential vs. commercial

Theme: Quality of Life
- Desert Mountain – cooler climate then in town
- HyView – no through streets keeps it quiet – no HOA's Yes! – diverse properties – enjoy many improvements made by the city before
- Northeast – shopping, cleanness, schools, activities
- SRCA – great neighborhood
- Peaceful Valley – no HOA
- Scottsdale Estates – quiet and well cared for
- Northeast – safe
- Scottsdale Road and McKellips – peaceful (not to much traffic)
- Pinnacle Peak – safety and security
- Single family homes – 1 story, yards, trees, plants, big range of sizes and values

Theme: Social Connection
- Suntree Estates – size
- Chateau Deville – multi-generational
- Camelback Park Estates – neighbors
- WindRose Est. – small comm. 23 homes
- Peaceful Valley – friendly neighbors
- *Peaceful Valley – close knit sub-division*

Theme: Pedestrian/Bicycle Connections

- HyView – access to bicycle and pedestrian paths – view of buttes, rolled and smooth curbs
- Pinnacle Peak 1 – easy access to hiking in the Preserve
- Cameldale – bike paths and underpasses
- The Island at Scottsdale Ranch – walking paths (lots of them)
- Proximity and Connections to – IBW, other paths, trails and open spaces

Theme: Location

- Scottsdale/Lincoln – proximity to everything
- Suntree East – location
- South Scottsdale – best metro location
- Cameldale/Hayden/Camelback – easy walk to downtown
- Camelback Park Estates – location
- Cox Heights – proximity to freeway and entertainment
- Peaceful Valley – close to just about everything
- Garden Apartment District – accessibility to downtown (walking and biking)
- Mirabel Village – location
- Scottsdale Estates – close to everything
- Pinnacle Park – accessibility to commercial/city resources
- Hyview – modest ranch style aesthetics, close to many services, close to parks and zoo, D.B.G. – been here twenty years
- Suntree East - amenities

Theme: Transportation Options

- Chateau Deville – close to trolley
- MMR – good access into/out of the area
- Scottsdale Rd and McKellips – near a variety of public transit options

Theme: Parks/Recreation

- South Scottsdale – Hayden Parkway access, parks/recreation
- Cox Heights – senior center
- MMR – community facilities (Library, school, ball fields, Aqua Center)
- Scottsdale Road and McKellips – close proximity to parks
- Park Scottsdale – dog park

Theme: Open Space/Natural/Environment

- Desert Mountain – location to nature
- Pinnacle Peak – wildlife – birds, animals, snakes too!!
- Mirabel – space
- Shea and 136th St. – views of mountains
- Mirabel Village – views
- MMR – desert streetscapes
- Desert Mountain – open space

- Mirabel Village – space
- The Island At Scottsdale Ranch – beautiful lake
- McDowell Mountain Ranch – fairway new open space

Theme: Organization/HOA

- Pinnacle Peak – self-governance (HOA)
- The Island at Scottsdale Ranch – good HOA
- Cabello Ranches – superior non HOA coordination of homeowners
- Wind Rose Estates – well organized - new

MORNING SESSION
QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD

Theme: Change (anything)

- Mirabel Village – 0
- Camelback Park Estates – no change
- Pinnacle Peak 1 – 0
- Mirabel Village – 0
- Garden Apartment District – blank NA
- Mirabel Village - 0
- Camelback Park Estates – no change
- Camelback Park Estates – no change
- Caballo Ranchos – 0
- Caballo Ranchos – 0
- Cameldale Hayden Camelback - 0

Theme: Environment

- Hyview – make better use of storm flows wash
- South of Hyview could be developed to retain more storm water
- Reduce heat island
- Remove center 1/3 of streets, plant trees and shrubs,
- Allow storm water percolation, calm traffic

Theme: Local Food/Gardens

- HyView – Allow more diversity in front yards, towards mature, sustainability, edible gardens, wild desert
- Desert Mtn – more amenities – small fresh market

Theme: Neighborhood Character

- Peaceful Valley – concerned about possible/probable high-rise development on the Westside of Miller Road
- Scottsdale Estates – more light at Camelback Park
- Cox Heights – power lines

- Multifamily housing needs to be limited to 2 or 3 stories
- Mirabel – Public Park
- Maintain bldg. setbacks for residential – keep one story houses

Theme: Historic Preservation

- Camelback Park Estates – Allow it to become historic
- Garden Apartment District – I would like to see continued preservation and support for mid-century architecture

Theme: Communication/Involvement

- SRCA – listen to residents
- Suntree East – more residential involvement
- Pinnacle Peak – citizen involvement/interest
- Northeast – more involvement in community (volunteering, visioning, etc.)

Theme: Revitalization

- Garden Apartment District – continued and greater improvement of downtown districts
- Scottsdale Rd and McKellips – Houses are somewhat old, should be updated
- Scottsdale Rd and McKellips – Not as well manicured as others, occasional negative characters in area (affects safety)
- MMR – Vacated space@ Desert Canyon Shopping Center
- Park Scottsdale – stop blight houses
- Suntree East – Need to keep upgrading amenities

Theme: Social Connections

- Park Scottsdale – more "cul de sac" neighbor unity
- Desert Mtn – Lack of connection w / neighbors
- Desert Mtn – My comm. to become more involved in Scottsdale
- Northeast – More neighborhood interactions – "Get to know my neighbors"
- Pinnacle Peak – Aging in place resources/awareness
- Chateau De Ville - isolation

Theme: Safety

- Avoid obnoxious construction like at NW corner at Scottsdale/Lincoln
- South Scottsdale – Limit siren noise levels on Indian School East!
- Effective noise wall along Pima Rd – Better public landscaping
- Cox Heights – Crime
- Cox Heights – Panhandlers, vagrants
- Peaceful Valley – Better code enforcement
- Caballo Ranches – Graffiti on alley walls to Navajo G. S.

Theme: Lacking Commercial Services

- Northeast – Small businesses – few restaurants – services
- South Scottsdale – Rezone 82nd to Granite Reef – north side business
- SRCA – no commercial development

Theme: Traffic/Access

- MMR – Signal timing at TPP/MMR Rd (Lots of wait time on all legs)
- Windrose Est – Not fond of roundabouts nearby or anywhere
- Windrose Est – Long light @ Sweetwater – nearby intersections need more left turn arrows
- Scottsdale Estates – Traffic circle at Camelback and 82nd street
- Cameldale Hayden Camelback – Cars racing on Hayden Fri Sat nights
- Islands at Scottsdale Ranch – Pollution from auto traffic soon will increase our haze
- South Scottsdale – Signs off 101 – to City Center need to be off more then Indian School Rd
- SRCA – Less traffic
- MMR – Dangerous pedestrian crossing on loop road between soccer field and diamonds
- Peaceful Valley – Concerned about possible widening of Miller Rd

Theme: Neighborhood Connections

- Pinnacle Peak – Public transit – walkability – and demographic data
- Scottsdale Estates – Trolley service
- The Island at Scottsdale Ranch – No public transportation to stores, library
- Pinnacle Peak 1 – Bike paths lacking
- McDowell Mtn Ranch – West World and Gateway
- Park Scottsdale – Carpool registry commute together
- Pinnacle Peak 1 – Lack of safe walking paths (i.e. – sidewalks or paths

POST IT NOTE THEME IDENTIFICATION

EVENING WORKSHOP THEME INDENTIFICATION RESULTS

The following represents a list of themes identified by participants in the evening workshop session responding to the two open ended questions listed below. This summary is followed by the actual individual themes and their associated post it note responses.

QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT THEMES

- Character
- Community Spirit
- Quality of Life
- Freeway Access
- Walkable
- Transit Options
- Open Spaces, Parks, Recreation
- Location, Location, Location

QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD THEMES

- McDowell Sonoran Preserve
- Traffic
- Need More Services
- Neighborhood Empowerment
- Lack of Identity
- Green Building and Conservation
- Changing Neighborhood Character
- HOA Issues
- Pollution: Noise, Light, Dust
- Neighborhood Funding
- Neighborhood Stability

EVENING SESSION
QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT

Theme: Character
- Sands East II HOA Original Scottsdale – Unique architecture – style of homes
- Cactus Corridor – Low density
- Country Estates – Unique older homes in central location to enjoy bars, restaurants, and shopping
- HyView – Consistent look
- Sands East II HOA Original Scottsdale – Like historical aspect of area
- Sands East II - Unique architecture, common area

Theme: Community Spirit
- Two Blocks South of the Valley Ho – I know my neighbors
- Sands East II – Location and community connection
- Scottsdale Estates – Quiet, friendly
- Country Estates – Neighbors are friendly = community feeling
- I know all my neighbors – friendly community
- Chaparral Park (neighborhood) – Community spirit
- Jackrabbit East of Hayden – Love neighbors
- Neighbors
- Oak Street Easy of Hayden – Safe neighborhood with little crime, people watch out for each other
- Oak Street Easy of Hayden – Our neighbors are nice and help each other

Theme: Quality of Life
- Hohokam – Quiet
- Quiet
- Clean
- Two Blocks South of Valley Ho – Feels like I'm on vacation
- Cactus Corridor – Dark skies
- Hohokam – Well lit
- Oak Street Easy of Hayden – Quiet community homeowners

Theme: Freeway Access
- Hohokam – Close to 101
- Desert Shadows-Cactus-101 – Access to major freeways
- Park Scottsdale (McDonald and Granite Reef) – Close to freeway
- Original Scottsdale Coronado Estates – Close to 101

Theme: Walkable
- Jackrabbit East of Hayden – Walkable-bike path
- Pueblo Verde - Walkability

Theme: Transit Options

- Jackrabbit East of Hayden – Transit options fairly good

Theme: Open Spaces, Parks, Recreation

- Chaparral Park – Green Belt
- Desert Shadows Cactus 101 – Community Park
- Emerald Scottsdale – Pool complex
- Cactus Corridor – Horses/trails
- Chaparral Park (E. neighborhood) – Bird Sanctuary
- Senior Center

Theme: Location, Location, and Location

- Pueblo Verde – Giants Stadium
- HyView – Location next to Papago Park
- HyView – Location close to Tempe, Scottsdale, and Phoenix
- Park Scottsdale (McDonald and Granite Reef) – Very close to K-12 schools and churches
- Sands East II HOA – Convenience of location-restaurants, libraries, City Hall, airports, medical facilities
- Country Estates – Proximity to Old Town and Canal Trail
- Oak Street East of Hayden – Close location to parks, downtown, freeway, great location
- Park Scottsdale (McDonald and Granite Reef) – Close to grocery stores and shops
- Desert Shadows Cactus 101 – Proximity to Preserve
- Sands east II – Part of Old Town charm and close to medical
- Pueblo Verde – Restaurants
- Scottsdale Estates – Close to hospital
- Two Blocks South of the Valley Ho – Convenient to restaurants, canal, shopping, and parks
- Two Blocks South of the Valley Ho – Convenient to restaurants, canal, trails, cycling, shopping, work, friends, fun
- Emerald Scottsdale – Location-close to shopping
- Scottsdale Estates – Close to hospital

EVENING SESSION
QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD

Theme: McDowell Sonoran Preserve

- HyView – Finish Preserve land acquisitions

Theme: Traffic

- HyView – Access to Papago Park (maybe a little safer)
- Chaparral Park Neighborhood – Traffic Air Pollution
- County Estates – High speed traffic through neighborhood
- Jackrabbit East of Hayden – Jackrabbit Road needs traffic calming
- Jackrabbit East of Hayden – Improve public transit (i.e. Trolley)

Theme: Need More Services

- Recycle Services
- Need good family eating places
- Need retail in South
- Starbucks nearby
- Park Scottsdale (McDonald and Granite Reef) – No clearly identified community center for news, events, and gathering

Theme: Neighborhood Empowerment

- Apathy – not enough activism by neighbors
- Two Blocks South of the Valley Ho – Apathy – not enough activism by neighbors
- Sands East II HOA – City council ignores neighborhood concern, too much rezoning

Theme: Lack of Identity

- Park Scottsdale (McDonald and Granite Reef) – No neighborhood connectedness – hard to meet anyone on street
- Two Blocks South of the Valley Ho – No organized neighborhood and organized identity
- No clear neighborhood identity or organization for our district

Theme: Green Building and Conservation

- Chaparral Park Neighborhood – Excessive water use
- Chaparral Park Neighborhood – Not enough native vegetation
- Oak Street East of Hayden – Would like to street trees along sidewalk – there is no shade for pedestrians
- Desert Shadows Cactus – 101 – Greener (more plants)
- Jackrabbit East of Hayden – More shade trees for pedestrians (native trees!)
- Pueblo Verde – More landscaping
- Pueblo Verde – Green rooftops

Theme: Changing Neighborhood Character

- Pueblo Verde: development of Scottsdale Road south of Indian School
- Country Estates – Neighbors updating homes which changes historic look of neighborhood
- Sands East II – Destroying of ambiance of neighborhoods with height and density projects creating problems
- Sands East II – Changing heights of apartment buildings – allowing four levels
- Sands East II HOA – To much ugly stuff on Indian School – ugly bus stops – no awful design
- HyView – No silly raised walkway in the middle of McDowell
- Need better colored new buildings – horrible new buildings

Theme: HOA Issues

- Emerald Scottsdale – Incompetent Board of Directors
- Desert Shadows Cactus – 101 – Lower HOA for little amenities

Theme: Pollution-Noise-Light-Dust

- Sands East II – Turning Old Town into a club scene – again creating problems – not what we want
- Sands East II – Noise, traffic, lack of concern from Council
- Sands East II HOA – To much traffic noise – Indian School and Pima
- Sands East II HOA – City Council and rezoning created horrible awful Bar District
- Emerald Scottsdale – Dog barking – too many do not abide by 10:00 PM to 6:00 AM Noise ordinance
- Lighting
- Cactus Corridor – Over lighting
- Desert Shadows Cactus – 101 – Less dust

Theme: Neighborhood Funding

- Sands East II HOA – To many benefits and money go to add-on North Scottsdale
- Oak Street East of Hayden – A way for low and limited income neighborhoods without HOAs to get grants without 50% match, making it impossible to improve

Theme: Neighborhood Stability

- Oak Street East of Hayden – Need more families to move in so kids can play with friends
- Oak Street East of Hayden – Not as much rentals or people moving in and out (encourage home ownership and long term residents)
- Hohokam – Rentals
- Hohokam – Most residents new
- Hohokam – More stability in residents
- Emerald Scottsdale – Renters who don't know the rules
- Don't like the idea of apartments built on McDowell Road. It will bring a lower class of people – bring my view values down and bring crime.

POST IT NOTE THEME IDENTIFICATION
ON-LINE SESSION

The following represents a list of themes identified by participants in the on-line workshop session responding to the two open ended questions listed below. This summary is followed by the actual individual themes and their associated post it note responses.

QUESTION 1: NEIGHBORHOODS – THE ONE YOU LIVE IN AND WHAT MAKES IT GREAT THEMES

Identified Themes

- Public Services
- Character/Identity
- Community Spirit
- Mix of Use
- Quality of Life
- Social Connections
- Pedestrian and Bike Connectivity
- Location
- Freeway Access
- Parks and Recreation
- Open Space/Natural Environment
- Organization/HOA
- Tax/Property Value
- Traffic

QUESTION 2: THINGS TO IMPROVE/ADD TO MY NEIGHBORHOOD THEMES

Identified Themes:

- Neighborhood Character
- Historic Preservation
- Revitalization
- Safety
- Social Connections
- Lacking Commercial Services
- Traffic Access
- Neighborhood Connections
- McDowell Sonoran Preserve
- Environment
- Local Foods/Gardens
- Green Building and Conservation
- HOA Issues
- Pollution: Noise, Light
- Neighborhood Funding
- Neighborhood Stability
- More Services

Individual Themes and Post It Notes for Question 1

The following represent each identified individual theme and their associated post it note.

Theme: Public Services

- Cactus Corridor – Best Hospital @ 90th and Shea
- Cactus Corridor – Best Public Schools
- McCormick Ranch – education system
- McDowell Mountain Ranch - Library
- Cox Heights – Quality Schools

Theme: Character/Identity

- Monterey-Arcadia – Artistic environment
- Horizon – Not Over-developed
- DC Ranch – No more trying to be like Downtown
- Cox Heights – Quality of Homes
- La Vista – Pretty Houses and Landscaping
- South Scottsdale – Lower Building Heights
- South Scottsdale - Setbacks
- Patterson Ranch – Large acre-plus lots
- Village Grove – Historic designation
- Old Town – Street/district rejuvenation

Theme: Community Spirit

- DC Ranch – community
- Scottsdale Ranch – Scottsdale Values
- Casa Rica – Common values

Theme: Mix of Use

- Old Town – Balance of Mixed Use and Architecture
- South Scottsdale - No mixed use zoning

Theme: Quality of Life

- Horizon – Quiet / No Crime
- North Scottsdale Winfield – High Quality of Life
- Courtyards of Scottsdale – Low crime rate
- McCormick Ranch - Clean
- Eagles Glen – Small
- Eagles Glen - Quiet
- Eagles Glen - Safe
- DC Ranch - Lifestyle
- Troon - Quiet
- Scottsdale Ranch – Open rural/ suburban lifestyle
- Sunrise Villas - Safety

- Sunrise Villas - Quietness
- Patterson Ranch – Equestrian lifestyle
- Patterson Ranch – Relatively quiet
- Village Grove – Low crime

Theme: Social Connections

- South Scottsdale – Friendly Neighborhoods
- McCormick Ranch - people
- Troon - Friendship
- Cox Heights – Mix of Homeowner
- La Vista – Neighborhood/ Community
- Scottsdale Mountain – Great neighbors
- Casa Rica – Friendly Neighbors
- Troon Village – Cohesive and Friendly community

Theme: Pedestrian and Bike Connectivity

- North Scottsdale – Nice Bike Lanes
- Scottsdale Mountain - Access to Trailheads
- McCormick Ranch – Green Paths

Theme: Location

- Monterey-Arcadia – Old Town
- South Scottsdale – Central location with transit
- Papago – Convenient to stores, restaurants and freeways
- Rancho Alta Vida – Near Mountain Preserve
- Rancho Alta Vida – Near Shopping
- Eldorado Park – proximity to everything
- Kierland - Location
- Sunrise Villas – Ease of access
- Village Grove - Location

Theme: Freeway Access

- Cactus Corridor – Easy access to Freeway/ Roads

Theme: Parks and Recreation

- South Scottsdale – Local parks
- McDowell Mountain Ranch – skate Park and Ice Den
- Eldorado Park – the park
- Eldorado Park – the lakes
- McCormick Ranch - Parks
- McCormick Ranch - Lakes
- Kierland -Amenities
- Kierland - Entertainment

Theme: Open Space/Natural Environment

- North Scottsdale – Desert feel and views
- North Scottsdale Winfield – Beautiful Sonoran desert
- North Scottsdale Winfield – Great view
- North Scottsdale – great view
- McDowell Mountain Ranch – Sense of Community (Natural surroundings)
- Troon - Views
- La Vista – Wash Views
- Scottsdale Mountain – Mountain views
- Scottsdale Ranch - Views
- Troon Village – Natural Desert

Theme: Organization/HOA

- Courtyards of Scottsdale – maintenance of architectural standards
- Courtyards of Scottsdale – well maintained common areas
- Troon Village – good HOA
- Casa Rica – no HOA

Theme: Tax/Property Value

- Horizon – Low property tax and strong property value

Theme: Traffic

- North Scottsdale – less traffic

Individual Themes and Post It Notes for Question 2

The following represent each identified individual theme and their associated post it note.

Theme: Neighborhood Character

- Scottsdale Mountain – Have Basis School adhere to their project stipulations
- DC Ranch – No commercial development
- Casa Rica – City support neighborhood boundary areas
- McCormick Ranch – Maintain greenness of the community
- McCormick Ranch – New road and business landscaping green not desert

Theme: Historic Preservation

- Monterey-Arcadia - Respect historical and future image of Scottsdale

Theme: Revitalization

- Monterey-Arcadia - Revamp vacant buildings
- Papago – Street Parking resolutions, Create redevelopment plan
- Cox Heights – Lack of planning in south
- Kierland – Revitalization of older homes

Theme: Safety
- Sunrise Villas – Reduce Speed/Speeders, more Police
- Patterson Ranch – Stop the road racing

Theme: Social Connections
- Cactus Corridor – More neighbor interaction
- La Vista – More community activities
- Village Grove – More community functions

Theme: Lacking Commercial Services
- Scottsdale Mountain – Commercial center

Theme: Traffic Access
- Monterey-Arcadia - Redevelop South Scottsdale Rd.
- Horizon - Traffic Speed, and Congestion
- La Vista - Better transit
- Old Town – Targeted transit options
- Troon – Control traffic
- Cox Heights – Better road maintenance
- Rancho Alta Vida – Easier access to Tatum Blvd
- Eldorado Park – Synchronize traffic lights

Theme: Neighborhood Connections
- Monterey-Arcadia - Revamp Sidewalks
- North Scottsdale – Walking path/trail maintenance
- South Scottsdale – Add light rail connections
- Patterson Ranch – Access to equestrian trails

Theme: McDowell Sonoran Preserve
- Troon – Preserve habitats, Preserve archeological antiquities

Theme: Environment
- Horizon -Underground power lines
- North Scottsdale – Camouflage utility boxes
- Cactus Corridor – Street Shade Plantings
- Old Town – Street Beautification
- DC Ranch – Better clean up
- Rancho Alta Vida – Maintain open space and path
- Patterson Ranch – Better landscaping in islands

Theme: Local Foods/Gardens
- Cactus Corridor – More farmers markets
- Village Grove – Neighborhood market/grocer

Theme: Green Building and Conservation

- Court Yards of Scottsdale – Desert Landscaping/No grass
- Troon Village – No exotic landscaping, maintain NAOS areas

Theme: HOA Issues
- Troon Village – Maintain Home owners clean up trash

Theme: Pollution: Noise, Light
- DC Ranch – Change of flight plan
- South Scottsdale – Sound wall for freeway
- Eldorado Park – Quieter buses

Theme: Neighborhood Funding
- Southern Scottsdale – Subsidize low income home loans

Theme: Neighborhood Stability
- South Scottsdale – McDowell Rd. with affordable apartments
- North Scottsdale Winfield – Protect Quality of Life, Protect View, Maintain Low Housing Density
- Cactus Corridor – Minimize High Density Housing
- Papago – Better Code Enforcement
- Sunrise Villas – Reduce/limit high rise developments
- Casa Rica – increased Code Enforcement

Theme: More Services
- Old Town – Promote Healthy Living
- McDowell Mountain Ranch – Travel choices, closer high school
- Cox Heights – Services for McDowell
- La Vista – More online tools for communication
- Scottsdale Mountain – More amenities
- Eldorado Park – Maintain trees in Park
- Village Grove – City Council (needs to hear the needs and wants of the community
- McCormick Ranch – Better maintain park landscaping
- Kierland – Dog park

APPENDIX B
SMALL GROUP EVALUATION AND DISCUSSION EXERCISE

APPENDIX B

MORNING AND EVENING NEIGHBORHOOD AND HOUSING VALUES

MORNING IN PERSON NEIGHBORHOOD VALUES

Scottsdale Neighborhood Value Statements (M Group 1)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: Maintaining and enhancing the community's cohesion through its neighborhoods WHILE ENCOURAGING COMMUNITY INTERACTION.	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	Yes			
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	Yes			
The preservation of the community's local historic, archeological and cultural heritage	Yes			
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	Yes			
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	Yes			
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Yes			
Incentive programs that encourage context-appropriate infill development in more mature areas of the city	Yes			
New Neighborhood Value			Identify, facilitate, and encourage civic spaces and interconnection including "virtual community" to build the sense of community in neighborhoods (schools, parks, community centers).	

Scottsdale Neighborhood Value Statements (M Group 2)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: IMPROVE, MAINTAIN, AND ENHANCE the community's cohesion through its neighborhoods	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	Yes			
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			Edit: The preservation and rehabilitation of facilities, INFRASTRUCTURE, and neighborhoods that are part of the community's diversity	
The preservation of the community's local historic, archeological and cultural heritage	Yes			
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	Yes			
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature			Edit: The preservation, enhancement, and sensitive revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts			Edit: The ~~redevelopment and~~ reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	
Incentive programs that encourage context-appropriate infill development in more mature areas of the city				
New Neighborhood Value			Encourage ongoing property maintenance to sustain neighborhood vitality, value, and overall sense of community pride.	

Scottsdale Neighborhood Value Statements (M Group 3)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: Maintaining and enhancing neighborhood cohesion	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity			~~The~~ Protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain NEIGHBORHOOD ~~community~~ identity	
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity		Yes		
The preservation of the community's local historic, archeological and cultural heritage			Edit: The preservation of the community's local historic, archeological, ARCHITECTURAL, and cultural heritage	
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas			Edit: A commitment to ~~community~~ revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature			Edit: The preservation, enhancement, and revitalization of ~~Scottsdale's~~ residential and commercial neighborhoods as THEY community continue to grow and mature	
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts			Edit: REINVESTMENT IN MATURE AREAS	
Incentive programs that encourage context-appropriate infill development in more mature areas of the city			Edit: INCENTIVIZE INFILL DEVELOPMENT.	
New Neighborhood Value				

Scottsdale Neighborhood Value Statements (M Group 4)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods				
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity			Edit: The protection of the special physical characteristics that DEFINE ~~enhance~~ neighborhoods, maintain a sense of place, and sustain Scottsdale ~~community~~ identity	
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			Edit: The preservation and rehabilitation of facilities and AMENITIES IN neighborhoods that are part of the community's diversity	
The preservation of the community's local historic, archeological and cultural heritage				
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas				
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature				
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts				
Incentive programs that encourage context-appropriate infill development in more mature areas of the city				
New Neighborhood Value			Maintain desirable characteristics through defining infrastructure allowing change where necessary.	

MORNING HOUSING VALUES

Scottsdale Housing Value Statements (M Group 1)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community	Yes			
A community that contains a broad diversity of owner occupied and rental housing types			Edit: A community that contains a broad diversity of owner occupied RENTAL AND SEASONAL (PART-TIME) housing types	
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities			Edit: A community in which residents can live, work, and play in close proximity (IN URBAN AREAS INCLUDE SHOPPING, SERVICES, AND DINNING) and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Yes			
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Yes			
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings			Edit: Housing AND COMMERCIAL DEVELOPMENT that is energy efficient, environmentally sensitive, SUSTAINABLE, and that blends with the city's natural surroundings	
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Yes			
Participation in regional efforts addressing the region's housing needs	Yes			
Other New Housing Value Statements				

Scottsdale Housing Value Statements (M Group 2)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community	Yes			
A community that contains a broad diversity of owner occupied and rental housing types	Yes			
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Yes			
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Yes			
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here			Edit: Preservation and development of ~~high~~ quality, safe ~~and affordable~~ housing to serve the people who live and work here	
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Yes			
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Yes			
Participation in regional efforts addressing the region's housing needs		Yes		
Other New Housing Value Statements				

Scottsdale Housing Value Statements (M Group 3)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community			Edit: SUSTAINABLE HOUSING AND NEIGHBORHOODS.	
A community that contains a broad diversity of owner occupied and rental housing types			Edit: DIVERSE HOUSING TYPES.	
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities		Yes		Add: PROXIMITY OF LIVE, WORK, AND PLAY.
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods			Edit: Citizen involvement in the preservation and revitalization of ~~Scottsdale~~ neighborhoods	
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here			Edit: ~~Preservation and development of~~ High quality, safe, and affordable housing ~~to serve the people who live and work here~~	
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings			Edit: Housing that is energy efficient, environmentally sensitive, and ~~that~~ blends with NEIGHBORHOOD ~~the city's natural~~ surroundings	
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives			Edit: "Life Cycle" opportunities for people ~~to be able~~ to live in COMMUNITY ~~Scottsdale~~ throughout their lives	
Participation in regional efforts addressing the region's housing needs			Edit: REGIONAL COLLABORATION IN ADDRESSING HOUSING NEEDS.	
Other New Housing Value Statements				

Scottsdale Housing Value Statements (M Group 4)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community	Yes			
A community that contains a broad diversity of owner occupied and rental housing types			Edit: A community that contains an APPROPRIATE ~~broad~~ diversity of owner occupied and rental housing types	
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities			Edit: A community in which residents can live, work, SHOP, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods				
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here				
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings				
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives				
Participation in regional efforts addressing the region's housing needs				
Other New Housing Value Statements				

EVENING IN PERSON NEIGHBORHOOD VALUES

Scottsdale Neighborhood Value Statements (E Group 1)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: FOSTERING THE COMMUNITIES COHESION	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	Yes			
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			Edit: The preservation and REHABILITATION THE RESIDENTIAL AND COMMERCIAL neighborhoods that are part of the community's diversity.	
The preservation of the community's local historic, archeological and cultural heritage	Yes			
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas			Edit: A commitment to community revitalization AND SUSTAINABILITY to prevent the decline of aging areas. TO CREATE a variety of living, working, and leisure opportunities. opportunities ~~are provided in these areas~~	
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature		Yes Combined with #3		
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Yes			
Incentive programs that encourage context-appropriate infill development in more mature areas of the city		Yes		
New Neighborhood Value				

Scottsdale Neighborhood Value Statements (E Group 2)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: Maintaining and enhancing the community's CONNECTIVITY ~~cohesion~~ through its neighborhoods	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	Yes			
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			Edit: The preservation and rehabilitation of facilities and neighborhoods ~~that are part of the community's diversity~~	
The preservation of the community's local historic, archeological and cultural heritage	Yes			
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas			Edit: A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided ~~in these areas~~	
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	Yes			
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Yes			
Incentive programs that encourage context-appropriate infill development in more mature areas of the city	Yes			
New Neighborhood Value			As a "Tree City" encourage/incentivize trees along street fronts for residential areas and rental property requirements for landscaping.	

Scottsdale Neighborhood Value Statements (E Group 3)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Maintaining and enhancing the community's cohesion through its neighborhoods			Edit: Defining ~~Maintaining and enhancing~~ the community ~~cohesion~~ THROUGH STABILIZING AND ENHANCING cohesion through its neighborhoods	
The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity		Yes		Not digressing, protecting against encroachment
The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity			Edit: The preservation and rehabilitation of facilities, AMENITIES and neighborhoods that are part of the community's diversity	
The preservation of the community's local historic, archeological and cultural heritage	Yes			
A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas		Yes		Jitney buses into communities with recharge stations
The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature			Edit: The preservation, enhancement, and PROTECTION ~~revitalization~~ of Scottsdale's residential ~~and commercial~~ neighborhoods ~~as the community continues to grow and mature~~	Commercial?
The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts			Edit: ~~The redevelopment and reinvestment~~ INVESTMENT in the community's mature areas TO SUSTAIN ITS IDENTITY INCLUDING STRENGTHENING/UTILIZING CODE ENFORCEMENT, ~~through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts~~	
Incentive programs that encourage context-appropriate infill development in more mature areas of the city		Yes		
New Neighborhood Value				

EVENING IN PERSON HOUSING VALUES

Scottsdale Housing Value Statements (E Group 1)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community	Yes			
A community that contains a broad diversity of owner occupied and rental housing types	Yes			
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities			Edit: Add: *WHICH FOCUS ON WALKABILITY AND PUBLIC TRANSPORTATION*	
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Yes			
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Yes			
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings			Edit: PROVIDE INCENTIVES TO CREATE AND RENOVATE housing that is energy efficient, environmentally sensitive, and that blends with the DESERT'S natural surroundings	
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Yes			
Participation in regional efforts addressing the region's housing needs		Yes		
Other New Housing Value Statements			Preserve and expand open spaces	

Scottsdale Housing Value Statements (E Group 2)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community	Yes			
A community that contains a broad diversity of owner occupied and rental housing types			Edit: A community that contains a ~~broad~~ diversity of owner occupied and rental housing types	
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Yes			
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Yes			
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Yes			
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Yes			
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Yes			
Participation in regional efforts addressing the region's housing needs	Yes			
Other New Housing Value Statements				

Scottsdale Housing Value Statements (E Group 3)	Retain Value	Discard Value	Edit Value Statement	Add New Replacement Value Statement
Housing and neighborhoods that contribute to a sustainable community			Edit: Not comfortable with "sustainable"	
A community that contains a broad diversity of owner occupied and rental housing types			Edit: Who defines broad? Do we need a ratio for diversity?	
A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Yes			Jitney Buses
Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Yes		Better notification needed	
Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here			Edit: Preservation and development of high quality, safe, DISABLED/ACCESSIBLE ~~and affordable~~ housing to serve the people who live ~~and work~~ here	
Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings			Edit: Housing that is energy efficient, environmentally sensitive, and that blends with the NEIGHBORHOOD ~~city's natural surroundings~~	
Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives			Edit: "Life Cycle" opportunities for people to be able to MAINTAIN A QUALITY OF LIFE ~~live~~ in Scottsdale throughout their lives	
Participation in regional efforts addressing the region's housing needs		Yes		
Other New Housing Value Statements				

APPENDIX C
ON-LINE INDIVIDUAL RESPONES TO THE NEIGHBORHOOD AND HOUSING VALUES

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Retain	Discard	Discard	Retain	Retain	Retain	Discard	Stop building apartment buildings in north Scottsdale neighborhoods; keep them in more commercial areas. bury all power lines.
Discard	Retain	The preservation and rehabilitation of facilities and neighborhoods ~~that are part of the community's diversity~~.	Retain	Retain	Retain	Discard	Discard	na
Retain	Edit: keep some historic landmarks	Retain	Edit: amplify the Yaqui Indian component of south Scottsdale	Retain	Retain	Edit: include a long range sustainable program	Retain	Re-think the western city mentality and adopt a modern focus on technology and entertainment

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	Retain	Retain	Retain	Retain	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts WHILE PROTECTING NEIGHBORHOOD CHARACTER AND MAINTAINING RESIDENT'S QUALITY OF LIFE.	Incentive programs that encourage context-appropriate infill development in more mature areas of the city WHEN LOCAL RESIDENTS APPROVE THE PROJECT.	Na
Retain	Retain	Retain	Retain	na	Retain	Retain	Retain	na
VALUE THE CITY'S SENSE OF community THROUGH THE cohesion OF ITS VARIED neighborhoods.	The protection of the natural ~~special~~ physical characteristics that ~~enhance neighborhoods ,~~ ~~attain a sense of place and sustain~~ create a community identity	Retain	Retain	Discard	Discard	Retain	Discard	Building consensus through open forums before major projects that will highly impact the city and its neighborhoods.

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Each neighborhood should have its own task force. As a native, I have found that every neighborhood has its own personality. Let the people in the neighborhood put this together
Maintaining and enhancing the FACILITIES AVAILABLE TO THE NEIGHBORHOOD ~~community's cohesion through it neighborhoods~~	Retain	The preservation of the EDUCATION SYSTEM AVAILABLE IN NEIGHBORHOODS ~~facilities and neighborhoods that are part of the community's diversity~~	Retain	Retain	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature AND AS THEY COMPLIMENT AND BENEFIT EACH OTHER.	Retain	na	Citizens often choose a school district before they choose a home to buy or rent. Not only should the quality of the neighborhoods be highlighted, but the schools should also be included as part of the excellent package available to residents.
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Retain	Retain	Retain	Retain	Discard	Retain	Discard	Na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements
ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Discard	Retain	Discard	Retain	Edit: This is to broad…needs reworked	Retain	Retain	Edit: Add…By the people and community	Na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Multiple definitions of "neighborhood" that provide residents with a wide variety of housing type choices and live/work/play environments.

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
na	Retain	Retain	Retain	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided ~~in these areas~~ SPECIFIC TO AREAS OF CURRENTLY DEVELOPED LAND AND NOT AT HIGHER DENSITY	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature SHOULD NOT INCLUDE HIGHER DENSITY AND HIGHER ELEVATION	Retain	Retain	Retain the historical architecture that makes Scottsdale an intriguing tourist destination

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements
ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Maintaining and enhancing the community's cohesion through its neighborhoods WITH QUALITY DEVELOPMENTS THAT ENHANCE AND MAINTAIN THE NEIGHBORHOOD CHARACTER HONORING ITS HISTORY AS PART OF SCOTTSDALE.	Retain	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity THRU OUT SCOTTSDALE.	Retain	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas NOT JUST FOR DEVELOPER DESIRES AND PROFITS.	Retain	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts THAT MEET CITIZENS THE REDEVELOPMENT AND REINVESTMENT IN THE COMMUNITY'S MATURE AREAS, THROUGH URBAN REVITALIZATION, INNOVATIVE PROGRAMS, CONTEXT-APPROPRIATE INFILL DEVELOPMENT, AND REDEVELOPMENT EFFORTS NOT JUST FOR DEVELOPER DESIRES AND PROFITS.	Incentive programs that encourage context-appropriate infill development in more mature areas of the city without height and density traded for quality of life for neighborhood .	na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Promote a "cohesive Scottsdale" not North or South or Old Town
Discard	Discard	Discard	Retain	Retain	Retain	Retain	Discard	na
Discard	The protection of special physical characteristics that enhance neighborhoods, maintain a ~~sense of place and sustain community identity including~~ open view, rural or suburban lifestyle	Retain	Retain	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas "WHILE MAINTAINING SCOTTSDALE'S SPECIAL CHARACTER WHICH INCLUDES OPEN VIEWS, AND RURAL OR SUBURBAN LIFESTYLE"	Retain	Discard	Discard	There is no need for any building over two or three stories in any part of Scottsdale. Projects that increase height and density only destroy the lifestyle that attracts people to move to Scottsdale.
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	The preservation and rehabilitation of facilities AND NEIGHBORHOODS that are part of the community's diversity	Retain	Discard	Discard	Retain	Retain	na
Retain	Retain	Retain	Edit: If Significant	Retain	Retain	Retain	Discard	na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	na	Reduce the number of bars & concomitant noise level in downtown area

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain	Retain	The preservation and rehabilitation , IN LINE WITH HISTORIC CHARACTER of facilities ~~and neighborhoods that are part of the community's diversity~~ .	Retain	na	The preservation, enhancement, and revitalization in LINE WITH HISTORIC CHARACTER of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature.	Retain	Retain	na
Retain	Retain	Preserve and rehabilitate if costs not prohibitive.	Retain	Retain	Retain	Discard	Discard	na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE NEIGHBORHOOD VALUES RESPONSES

Maintaining and Enhancing the community's cohesion through it neighborhoods	The protection of the special physical characteristics that enhance neighborhoods, maintain a sense of place, and sustain community identity	The preservation and rehabilitation of facilities and neighborhoods that are part of the community's diversity	The preservation of the community's local historic, archeological and cultural heritage	A commitment to community revitalization to prevent the decline of aging areas and to ensure that a variety of living, working, and leisure opportunities are provided in these areas	The preservation, enhancement, and revitalization of Scottsdale's residential and commercial neighborhoods as the community continues to grow and mature	The redevelopment and reinvestment in the community's mature areas, through urban revitalization, innovative programs, context-appropriate infill development, and redevelopment efforts	Incentive programs that encourage context-appropriate infill development in more mature areas of the city	New Neighborhood Value
Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	No more liquor permits should be allowed in old Scottsdale
Retain	Retain	Retain	Retain	Discard	Retain	Discard	Discard	Na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Kill the bar district. The police and legal costs to City make it a big loser.
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Retain	A community that contains AND PROMOTES diversity of owner occupied and rental housing types	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Discard	Retain	Retain	Retain	Retain	Retain	Discard	Stop building apartment buildings in north Scottsdale neighborhoods, keep them in more commercial areas
Retain	Retain	Discard	Retain	Retain	Retain	Retain	Retain	na
Retain	Retain	Retain	Retain	Retain	n/a	Retain	Retain	Make the city of Scottsdale the ideal example of sustainable housing for new and older homes, for which other cities will follow

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Retain	Discard	Retain	Retain	Retain	Retain	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives REALIZING THAT "LIVING IN PLACE" MEANS LIVING IN THEIR CURRENT HOME WHILE AGING.	Participation in regional efforts addressing the region's housing needs WHEN REGIONAL HOUSING NEEDS ARE APPROPRIATE FOR SCOTTSDALE AND APPROVED BY AFFECTED RESIDENTS.	na
Retain	Discard	Retain	Retain	Retain	Retain	Retain	Retain	na
Discard	Discard	Retain	Retain	Preservation ~~and development~~ of high quality and safe neighborhoods	Retain	Retain	Discard	Infra-structure needs will be considered and addressed before new plans are approved for new construction.
Discard	Discard	Retain	Retain	Retain	Retain	Retain	Retain	Na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Edit: A quality education system, is vital to sustaining a neighborhood	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Education is a priority. I am very surprised that this is not a part of our general plan and certainly hope that it will be included in the future plan.
Retain	Retain	Retain	Retain	Retain	Edit: needs to be define more	Retain	Edit: Needs to be define more	na
Retain	Discard	Retain	Retain	Discard	Retain	Discard	Discard	Na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Retain	Discard	Discard	Retain	Re do it: too broad…needs reworked	Retain	Retain	Discard	Before much of this can be answered, I would suggest that you define Scottsdale. Is it still the West most western town? Or has that changed? When going around Scottsdale, it has no western feel anymore
Retain	A community that RECOGNIZES THE VALUE OF AND ENCOURAGES BOTH ~~contains a broad diversity~~ of owner occupied and rental housing types.	Retain	Retain	Retain	Housing that is energy efficient and environmentally ~~sensitive , and that blends with the city's natural surroundings~~	Retain	Retain	Na

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Retain	Edit: Rental should exceed rental by 30%	Retain	Edit: Should be voting citizens of Scottsdale	Retain	Retain	Retain	Retain	na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	Encourage the use of solar power. Ensure transit systems are accessible and appropriate throughout all areas of Scottsdale.

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements
ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Housing and Neighborhoods that "ARE ABLE TO IMPROVE QUALITY OF LIFE AND BECOME STRONGER AND MORE CONNECTED OVER TIME ~~contribute to a sustainable community~~ .	Retain	Retain	Discard	Retain	Housing that is energy efficient, environmentally sensitive. ~~, and that blends with the city's natural surroundings~~ Edit: put a period after the word sensitive	~~Life Cycle"~~ Opportunities for people to be able to live in Scottsdale throughout their lives Edit: eliminate the term "Life Cycle"	PROVIDE REGIONAL EFFORTS TO participation in regional efforts addressing the region's housing needs Edit: Provide leadership in regional efforts to …..	Integrate housing price points within neighborhoods insuring we do not end up segregating "a diversity of housing types"' include "encourage housing patterns that support the use of mass transit. We also need a value that pledges our community to explore public/private partnerships to promote home ownership among people who work in Scottsdale but live elsewhere in the Valley.

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements
ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Retain	Discard	Discard	Retain	Edit: Preservation and development of high quality, safe, and affordable housing THAT RESPECTS SCOTTSDALE'S VIEWS AND OUR RURAL/SUBURBAN FEEL, WHILE serving the people who live and work here.	Retain	Retain	Discard	na
Retain	A community that contains a broad diversity of owner occupied housing types	Retain	Retain	Retain	Retain	Retain	Retain	Continue to add an maintain bike and walkways
Retain	Discard	Retain	Retain	Discard	Retain	Discard	Discard	na
Retain	na	Retain	Discard	Discard	Retain	Discard	Discard	na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na
Retain	Edit: to include a ratio: owner/rental	Retain	Retain	Retain	Retain	Retain	Discard	na

APPENDIX C On-Line individual Responses to the Neighborhood and Housing Values Statements

ON-LINE HOUSING VALUES RESPONSES

Housing and neighborhoods that contribute to a sustainable community	A community that contains a broad diversity of owner occupied and rental housing types	A community in which residents can live, work, and play in close proximity and where neighborhoods have easy connections with other neighborhoods and surrounding amenities	Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods	Preservation and development of high quality, safe, and affordable housing to serve the people who live and work here	Housing that is energy efficient, environmentally sensitive, and that blends with the city's natural surroundings	Life Cycle" opportunities for people to be able to live in Scottsdale throughout their lives	Participation in regional efforts addressing the region's housing needs	Other New Housing Value Statements
Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Retain: No more liquor permits should be allowed in old Scottsdale	Revitalize old Scottsdale w new shopping areas & parks No more bars should be allowed in Old Scottsdale! Renovate old buildings & neighborhoods instead of permitting developers to profit by continuing the blight of urban sprawl eating up the Sonoran Desert.
Retain	Discard	Discard	Retain	Discard	Retain	Discard	Discard	na
Discard - Replace "sustainability" with a real word.	Discard - Too many rental units have been approved and are changing some neighborhoods	Retain	Retain	Discard - Scottsdale isn't affordable. Get over it. The metro area has tons of affordable housing.	Retain	Retain	Retain	Kill the bar district. The police and legal costs to the City make it a big loser.
Retain	Retain	Retain	Retain	Retain	Retain	Retain	Retain	na

APPENDIX D
WORKSHOP 1 PARTICIPANT SURVEY

APPENDIX D WORSHOP 1 PARTICIPANT SURVEY
MORNING SESSION

Affiliation	Hear about workshop?	Opinion of Post It Note	Opinion of Presentation	Opinion of Small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion on how to improve participation
# 13 Resident	City Website	Probably a good ice breaker to begin thinking about the issues	The presenters provided a good overview of the process and issues involved.	I enjoyed the second workshop exercise tremendously because it provided an opportunity to connect with other residents and discuss our respective future values for the City.	Yes	Yes	More time for the workshop exercises - it seemed like we didn't have enough time to discuss new ideas/values.	No other suggestions at this time.
#10 Resident	City Website/City News Letter	I thought it was very revealing and diverse. Good idea.	All speakers were very good. A few in the audience seemed to use this forum to bring up their current issues not future ideas. The speakers needed to make it evident of the intent of the meeting.	One person was very opinionated in our group and seemed to dominate.	Yes	No	I believe the General Plan revision is just that. No new ideas were really presented. It was just changing verbiage and it was more a discussion of semantics than policy.	I would ask each group to write their ideas of the plan as it relates to the topic without using the original plan. Then they can compare and include current ideas without just trying to reinvent what's been done in the past. Let's get some original thinking going.

WORSHOP 1 SKYSONG SURVEY MORNING SESSION (CONTINUED)								
Affiliation	Hear about workshop?	Opinion of po0st it note	Opinion of Presentation	Opinion of Small Group Exercise	Info easy to understand	Were your ideas heard?	How to improve future events?	Suggestion on how to improve participation?
#6 Resident	E-mail	Need More post it notes! (I always have a lot to say).	A little more time on reminding us this was a view to the LONG future, LONG view, bird's eye view (30,000' view) of what we want the city to be in 20 years. Perhaps a history lesson of how we got here - Indian Bend Wash, Preserve, Park system, library system, excellent trash collection, what do the buildings look like.. etc.	Very good - we all could have used a little more time.	Yes	Yes	NA	Do you mean How do I get people to invest time in their community? I wish I knew.
#2 Resident	E-mail	very good way to get things started	Content was good. Speaker seemed either a little nervous or unprepared.	well structured, allowed for a variety of voices to be heard	Yes	Yes		Consider an online/webex session in addition to in-person. might be a way to recruit a wider segment of the population & get a larger data set.

WORSHOP 1 SKYSONG SURVEY
EVENING SESSION
)

Affiliation	Hear about workshop?	Opinion of Post It Note	Opinion of Presentation	Opinion of Small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion on how to improve participation
# 13 Resident	City Website	Probably a good ice breaker to begin thinking about the issues	The presenters provided a good overview of the process and issues involved.	I enjoyed the second workshop exercise tremendously because it provided an opportunity to connect with other residents and discuss our respective future values for the City.	Yes	Yes	More time for the workshop exercises - it seemed like we didn't have enough time to discuss new ideas/values.	No other suggestions at this time.
#10 Resident	City Website/City News Letter	I thought it was very revealing and diverse. Good idea.	All speakers were very good. A few in the audience seemed to use this forum to bring up their current issues not future ideas. The speakers needed to make it evident of the intent of the meeting.	One person was very opinionated in our group and seemed to dominate.	Yes	No	I believe the General Plan revision is just that. No new ideas were really presented. It was just changing verbiage and it was more a discussion of semantics than policy.	I would ask each group to write their ideas of the plan as it relates to the topic without using the original plan. Then they can compare and include current ideas without just trying to reinvent what's been done in the past. Let's get some original thinking going.
#7 Resident	Community Group/Organization Notice	The Cactus Corridor	I came late and did not hear the speaker	keep the groups large enough to get diverse ideas	Yes	Yes	It was great. Get out to the public what you are doing	put ad's in the Paper and send emails. put it on Channel 11

WORSHOP 1 SKYSONG SURVEY EVENING SESSION (CONTINUED)								
Affiliation	Hear about workshop?	Opinion of Post It Note	Opinion of Presentation	Opinion of Small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion on how to improve participation
#6 Resident	E-mail	Need More post it notes! (I always have a lot to say).	A little more time on reminding us this was a view to the LONG future, LONG view, birds eye view (30,000' view) of what we want the city to be in 20 years. Perhaps a history lesson of how we got here - Indian Bend Wash, Preserve, Park system, library system, excellent trash collection, what do the buildings look like.. etc.	Very good - we all could have used a little more time.	Yes	Yes	NA	do you mean How do I get people to invest time in their community? I wish I knew.
#2 Resident	E-mail	very good way to get things started	content was good. speaker seemed either a little nervous or unprepared.	well structured, allowed for a variety of voices to be heard	Yes	Yes		consider an online/webex session in addition to in-person. might be a way to recruit a wider segment of the population & get a larger data set.

Scottsdale General Plan 2014
Workshop Series

Workshop 2 Community Character
Summary Report

Prepared by RBF for:
Long Range Planning Services
October 2013

Table of Contents

Introduction

The Scottsdale General Plan 2014 public participation process encourages the active participation of business and property owners, residents, and organizations to develop a community-based plan for Scottsdale.

Long Range Planning Services held mid-day and early evening Community Character group workshop sessions on August 22nd at the Mountain View Community Center. This event represents the second workshop in a series of workshops to be scheduled from June 2013 to February 2014, as a means to inform the Task Force, Planning Commission, and City Council about the community's thoughts regarding various aspects of the General Plan. In addition to the face-to-face workshop sessions, similar materials were provided in an online format between September 4, 2013 and September 18, 2013, to allow individual participation by those who could not attend in person.

The purpose of both the face-to-face and online workshops was to explore character area planning and related boundaries.

The in-person two-hour workshop format consisted of the following:

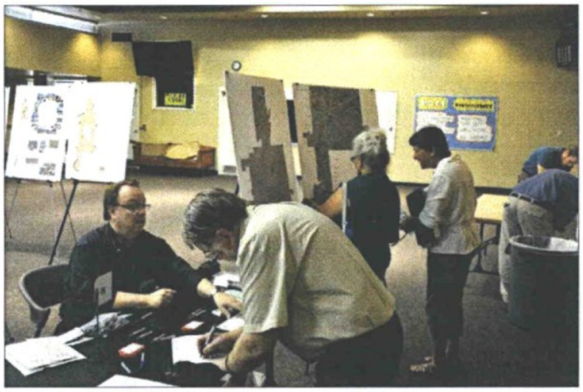
- Where I Live mapping exercise
- Presentation
- Exhibit Gallery
- Small group discussion consensus exercise evaluating Character Area maps

Note: Participants were supplied with an informational packet prior to the workshop date.

The online workshop format allowed participants to:

- Review the workshop presentation
- View the Exhibits Map and Board Gallery
- Individually review and comment on the Character Area maps

IN-PERSON WORKSHOP SESSIONS


Location Map Exercise

Presentation

The two (2) in-person workshop sessions (attended by 54 people) began with a location map exercise. Each participant was asked to view a base map of the city and identify where they lived by placing a pin at that location (Page 6 Map). This was followed by a presentation about community character and Character Areas.

Exhibit Gallery

Workshop participants were then asked to view an Exhibit Gallery. The gallery consisted of informational boards and maps about Character Areas in Scottsdale in preparation for the upcoming small group discussion exercise.

After the gallery walk, the participants were asked to form small groups of six to eight (6-8) people for a staff-facilitated discussion exercise. Each group table was identified by a Sonoran botanical name and supplied with an aerial base map, three (3) Character Area overlay maps (*General Plan 2011 Character Areas Map, 2007 Council Directed Character Area Consolidation Map, and Adopted Character Areas Map*), a City Boundary overlay map, and a flipchart.

Groups were prompted to choose one of the three Character Area overlays that they felt was most appropriate as a starting point, and then draw suggested changes to the boundaries on the City Boundary Overlay Map while providing specific comments and suggestions that were recorded on the flipchart.

After completing the group exercise, participants reported out their group findings to all those in attendance.

Table Groups

Group Map Overlays and Mapping Exercise

Group Findings Report Out

ONLINE WORKSHOP SESSION

The online workshop began September 4, 2013 and ended September 18, 2013.

With two (2) participants, respondents were:

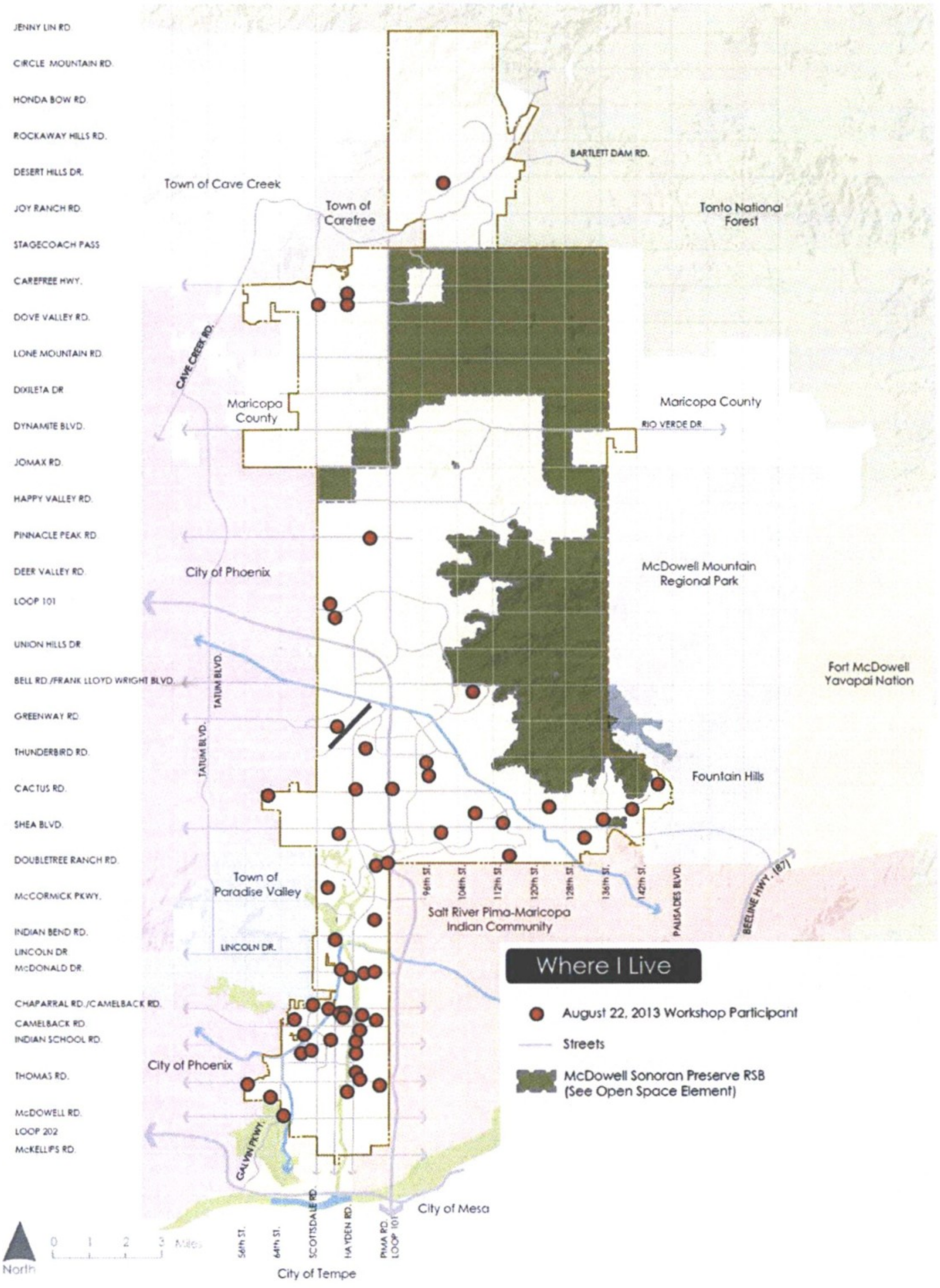
- Provided the same information as the in-person session;
- Asked to respond to similar questions as the in-person attendees; and
- Asked to perform an individual (rather than group) evaluation of the Character Area maps.

SUMMARY OF FINDINGS

The following sections summarize the results of the Character Area Workshop, with separate sections for the in-person group discussions and online individual exercises. All of the detailed information collected from the workshops can be found in the attached appendices.

WORKSHOP 2 IN-PERSON COMMUNITY CHARACTER RESULTS

WHERE I LIVE MAPPING RESULTS



SMALL GROUP DISCUSSION: CHARACTER AREAS

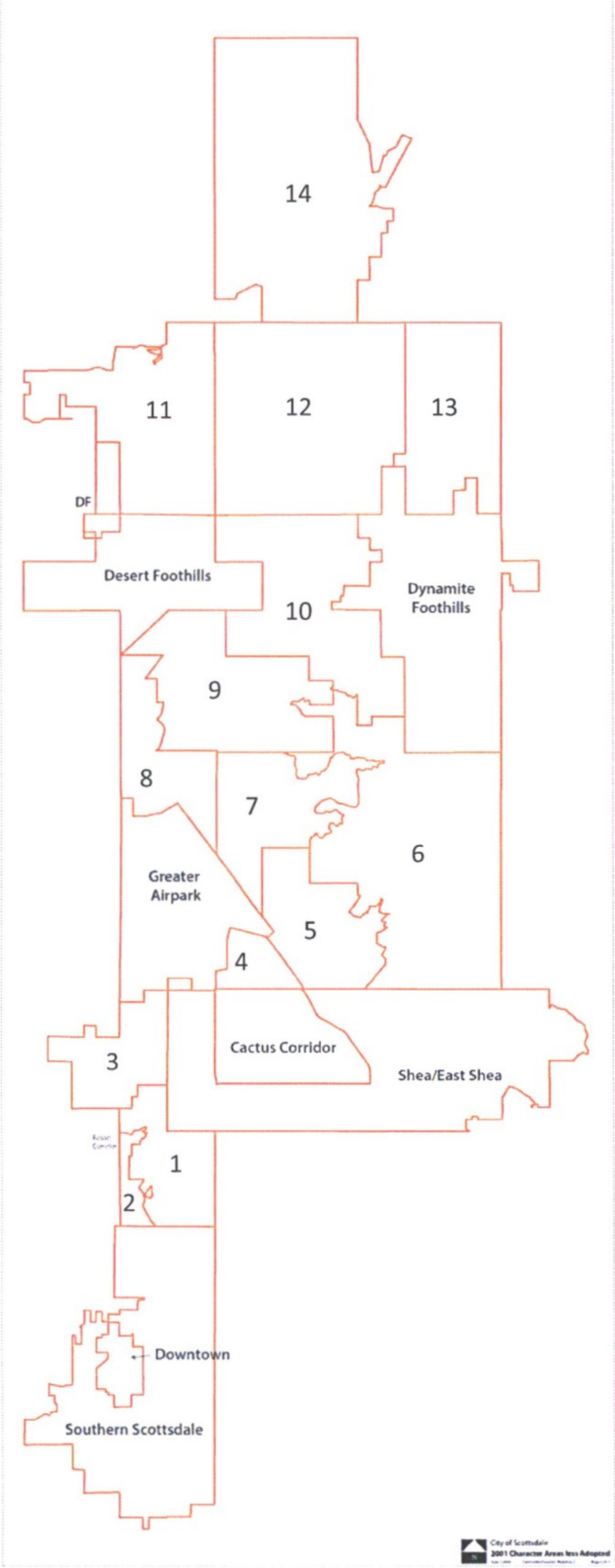
Choice of Starting Point Map

The first step in the group exercise was to choose a Character Area map as a starting point, from the three overlay maps provided at each table: *General Plan 2011 Character Areas Map, 2007 Council Directed Character Area Consolidation Map,* and *Adopted Character Areas Map*. These maps are shown on the following pages, along with the City Boundary and Base Maps which were used by all groups.

Three (3) groups chose the ***General Plan 2011 Character Areas Map*** as their starting point: Agave (whose members defined 11 character areas), Palo Verde (11 character areas), and Wolfberry (8 or 9 character areas).

Three (3) groups chose the ***2007 Council Directed Character Area Consolidation Map*** as their starting point: Brittlebrush (whose members defined 14 character areas), Milkweed (10 character areas), and Ocotillo (10 character areas).

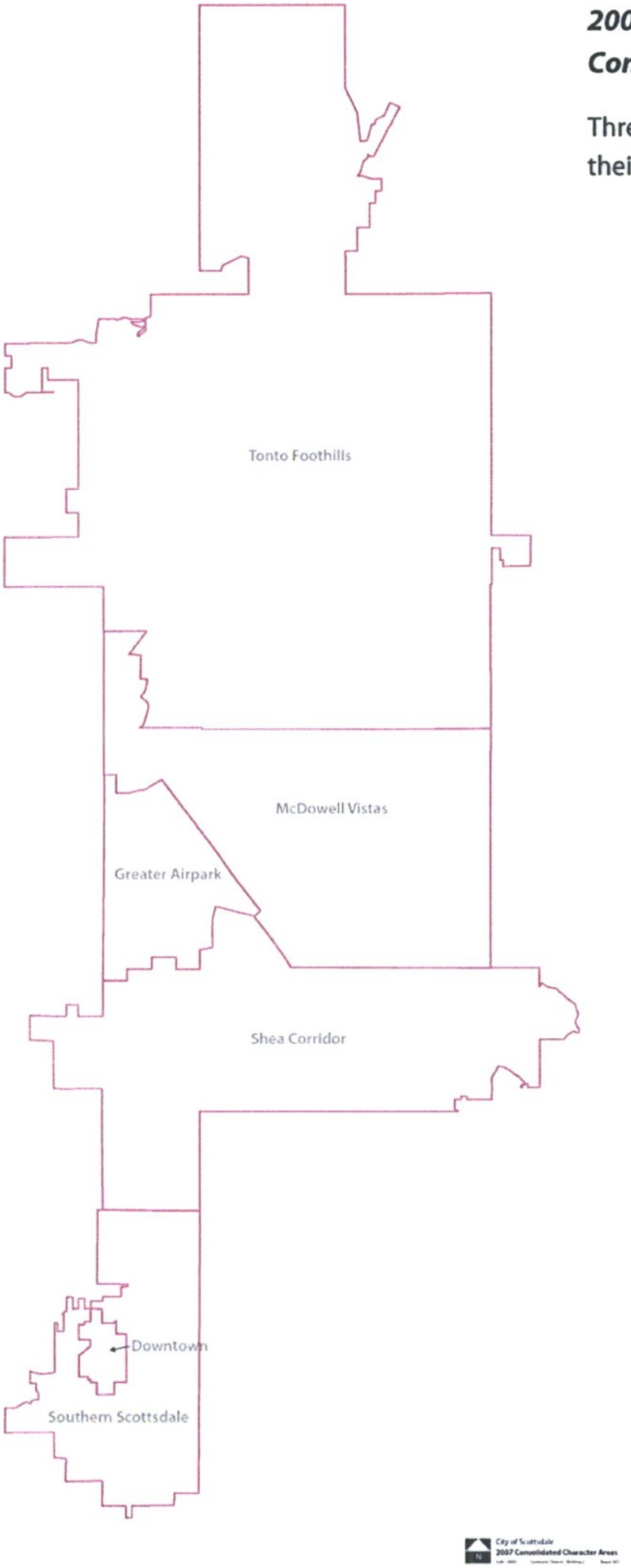
Two (2) groups chose the ***Adopted Character Areas Plan Map*** as their starting point: Acacia (whose members defined 9 character areas) and Yellow Bells (8 character areas).



General Plan 2011 Character Areas Map

Three groups chose this overlay map as their starting point.

Note: Numbered areas represent Future Character Areas

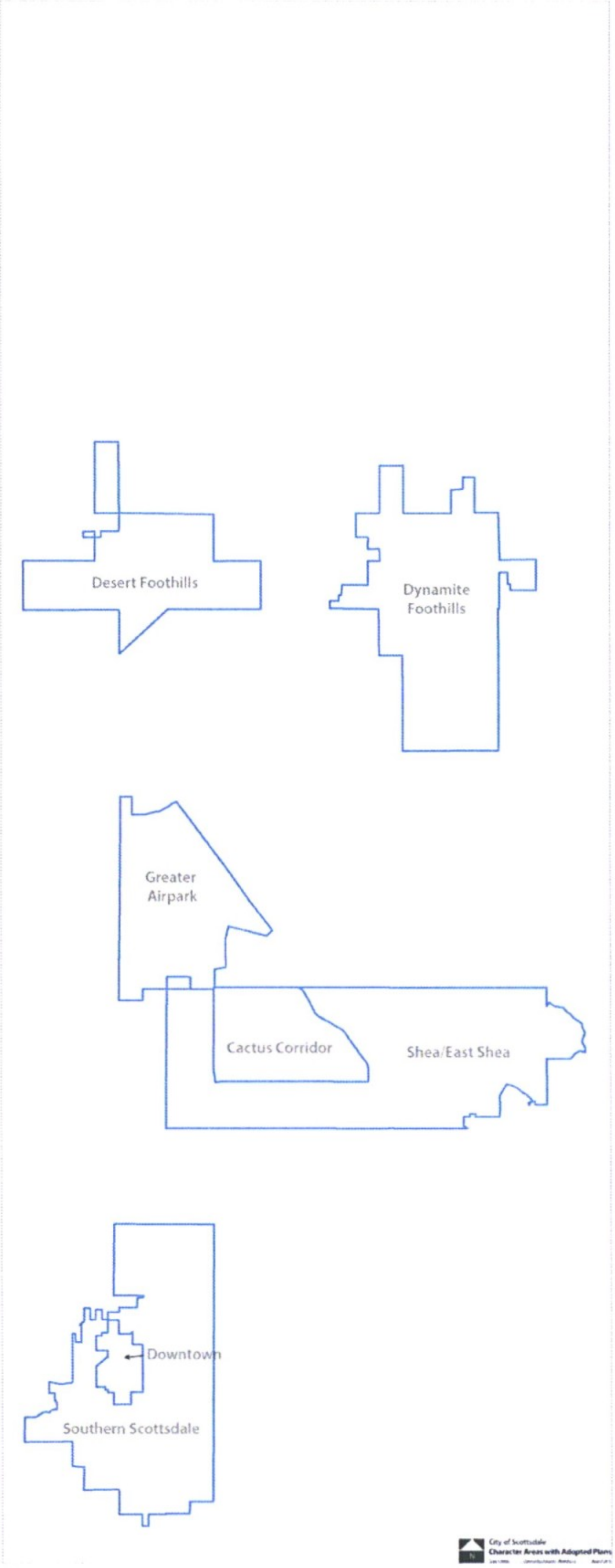


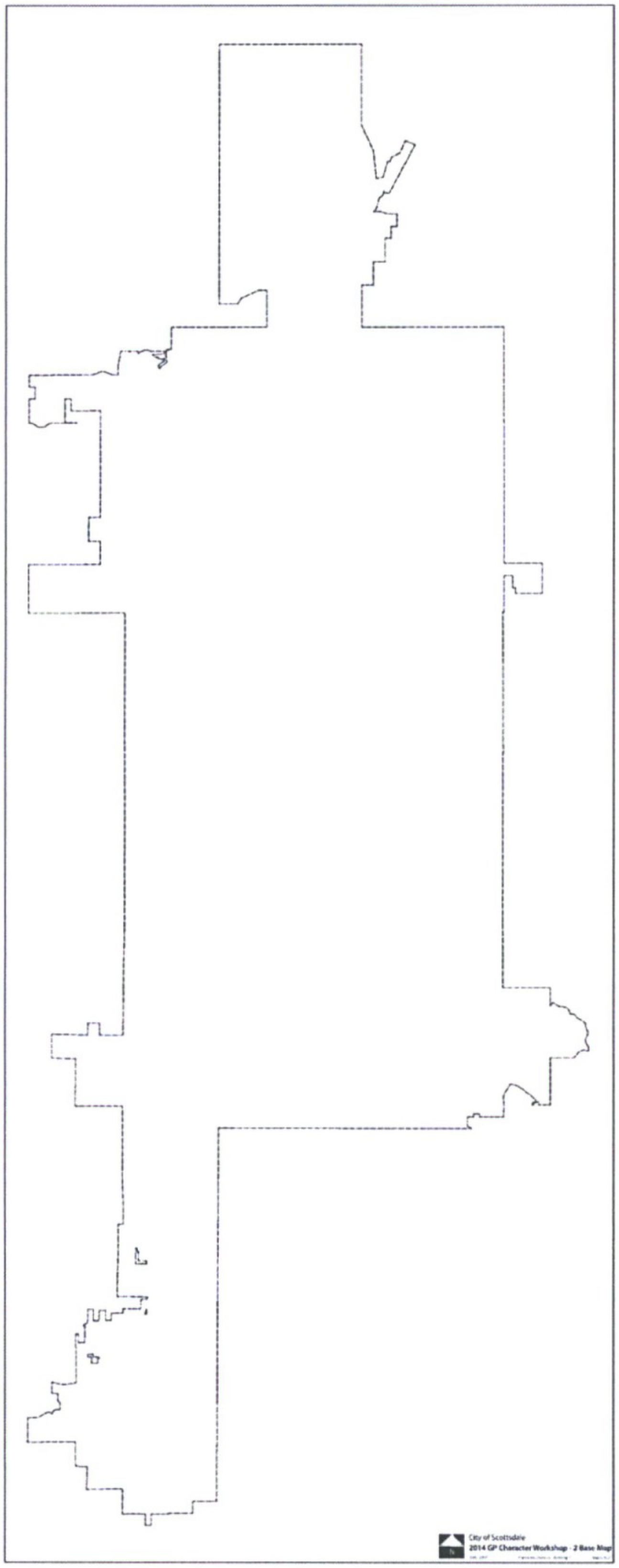
2007 Council Directed Character Area Consolidation Map

Three groups chose this overlay map as their starting point.

Adopted Character Areas Map

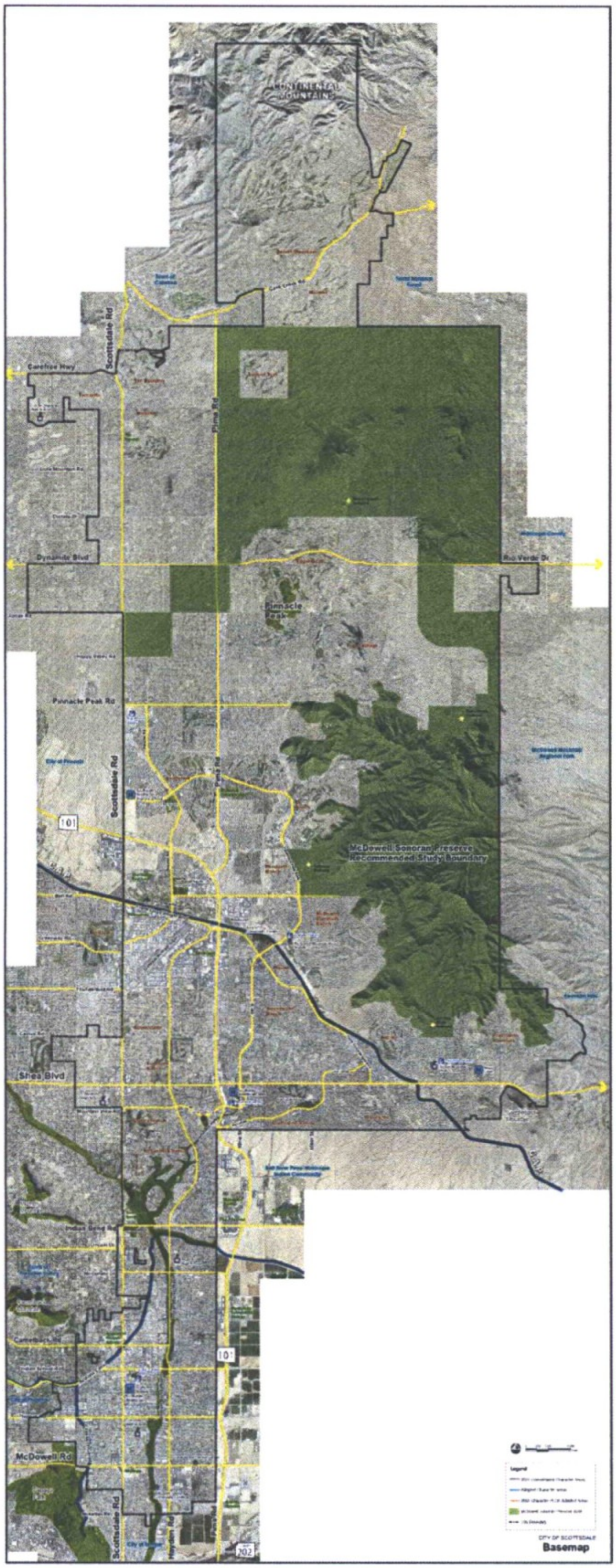
Two groups chose this overlay map as their starting point.





City of Scottsdale Boundary Map

Each group used this transparent overlay map of the city's boundary for recording their Character Area mapping results.



Base Map

Each group used this aerial of Scottsdale as a reference map, placing the transparent overlay maps on top.

Number of Character Areas

Groups defined between eight (8) and fourteen (14) Character Areas in Scottsdale, most of which were based on Character Areas designated in at least one of the provided maps.

Themes in Group Maps

Commonalities between the maps drawn by the groups included:

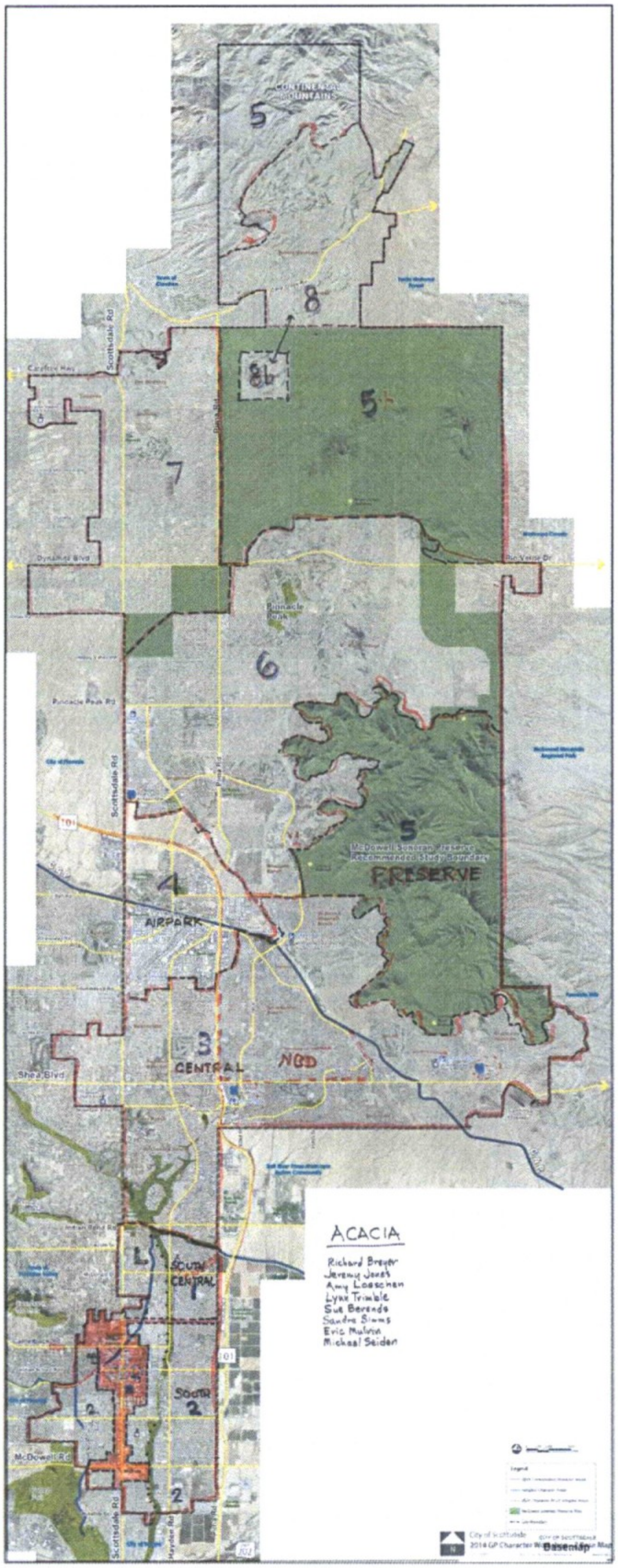
- All eight (8) groups used at least some of the boundaries of the **McDowell Sonoran Preserve** to define character areas. Five of the groups made the preserve its own character area but others felt that the preserve, as protected open space, was an inseparable part of the character of nearby neighborhoods.
- All eight (8) groups designated **Character Area 14** from the General Plan 2011 Character Areas Map as being separate from the area south of Stagecoach Pass; the Acacia group further split this area to indicate that the northwestern half should be part of a "preserve" character area.
- Seven (7) groups used the established boundaries for **Downtown** as a single character area; the Acacia group considered this area to be a "neighborhood" of a larger Central Business District character area that extended north and south to the City boundary.
- Seven (7) groups used the Council Consolidated boundaries for the **Greater Airpark**; the Milkweed group separated the area north of Frank Lloyd Wright Boulevard into its own character area separate from the Airpark.
- Six (6) groups combined **Desert Foothills** (represented in both the General Plan 2011 Character Areas Map and the Adopted Character Area Map) and **Boulders** (represented as Character Area 11 in the General Plan 2011 Character Areas Map) as a single character area. The Ocotillo and Palo Verde groups used Dixieleta Drive (to varying degrees) to distinguish the two areas.
- Six (6) groups left **Southern Scottsdale** as a single consolidated area, although Acacia and Yellow Bells moved the northern border south to Chaparral Road.
- Five (5) groups divided the **Shea Corridor** into at least three (3) character areas. Of these, four (4) groups designated **Cactus Corridor** as a character area (with some variations in the boundaries) and the fifth group designated it a neighborhood in a larger area.
- Four (4) groups defined a character area around **Pinnacle Peak**, most extending its edges to the McDowell Sonoran Preserve boundaries, south to either Pinnacle Peak Road or Deer Valley Road, and west to somewhere between Hayden and Pima Roads.

Group Maps and Summaries

Images of the group maps begin on the next page along with brief summaries of their comments.

Group Notes

See Appendix A for full notes from the groups as they evaluated the Character Area maps.



Acacia Group

Starting Map
Adopted Character Area Plan

Number of Character Areas
9

Key Comments
Retain the following Character Area boundaries:

4) Greater Airpark

Notes on Character Area changes:

1) South Central Scottsdale – resort character. Canal is boundary rather than roadway. Expand to Chaparral to include Optima and Fire Side Resort.

2) South Scottsdale – older, smaller-scale, established homes and neighborhoods.

3) Should be considered "Central" Scottsdale. Includes distinct neighborhoods, but general character of area similar. Citrus trees are prominent.

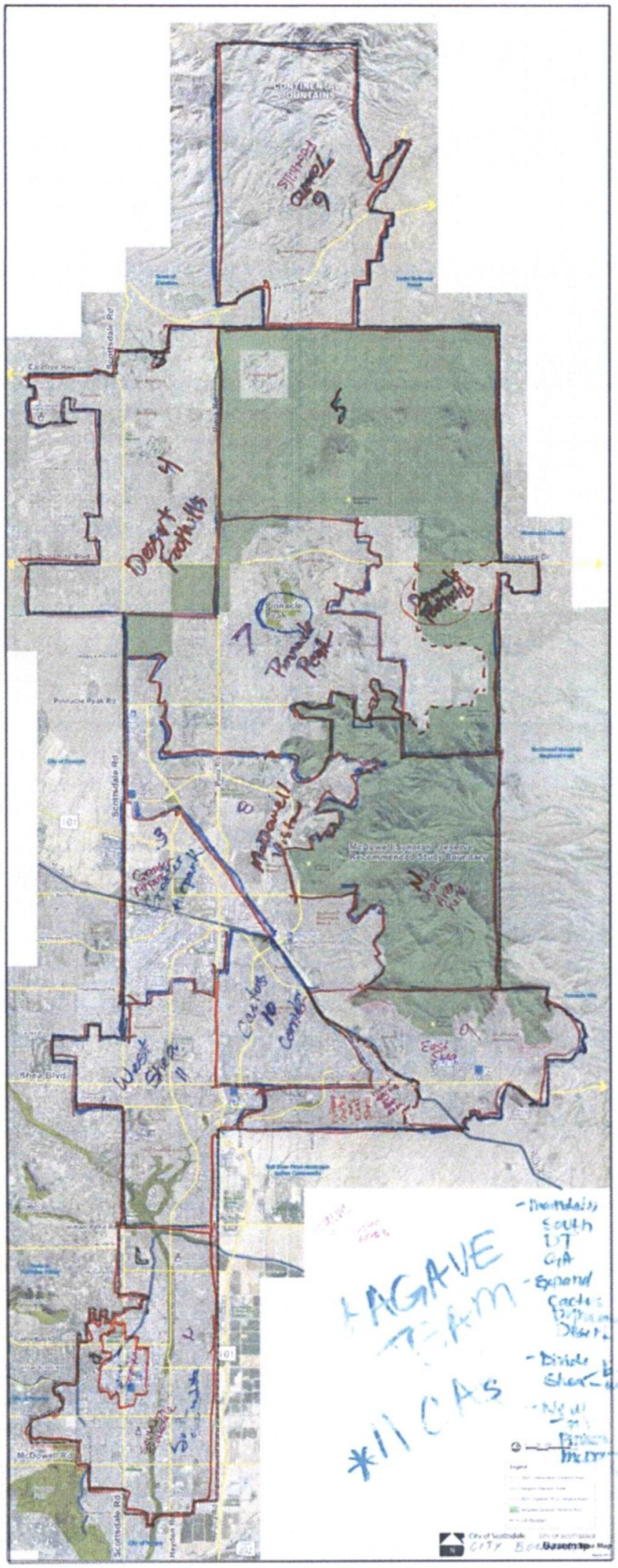
5) Preserve – follows natural boundaries to protect existing character. Northern #5 similar character to Preserve.

6) Area is less dense, more rural, and includes second homes. Is remote with fewer services.

7) Similar to #6, but less rural with less custom homes.

8/8b) Carefree character. More mountainous.

9) Downtown should be treated as a distinct neighborhood of a larger Central Business District (highlighted in red) that extends to McDowell Road. Focused infill.



Agave Group

Starting Map
General Plan 2011 Character Areas

Number of Character Areas
11

Key Comments
Retain the following Character Area boundaries:

1) Downtown
2) Southern Scottsdale
3) Greater Airpark

Notes on Character Area changes:

4) Desert Foothills – expand to incorporate area with similar density.

5) Dynamite Foothills – expand for consistent density and character of development, and to incorporate protected open space.

6) Tonto Foothills – create new area with unique terrain and highest elevation in Scottsdale; also have to leave Scottsdale to enter this area.

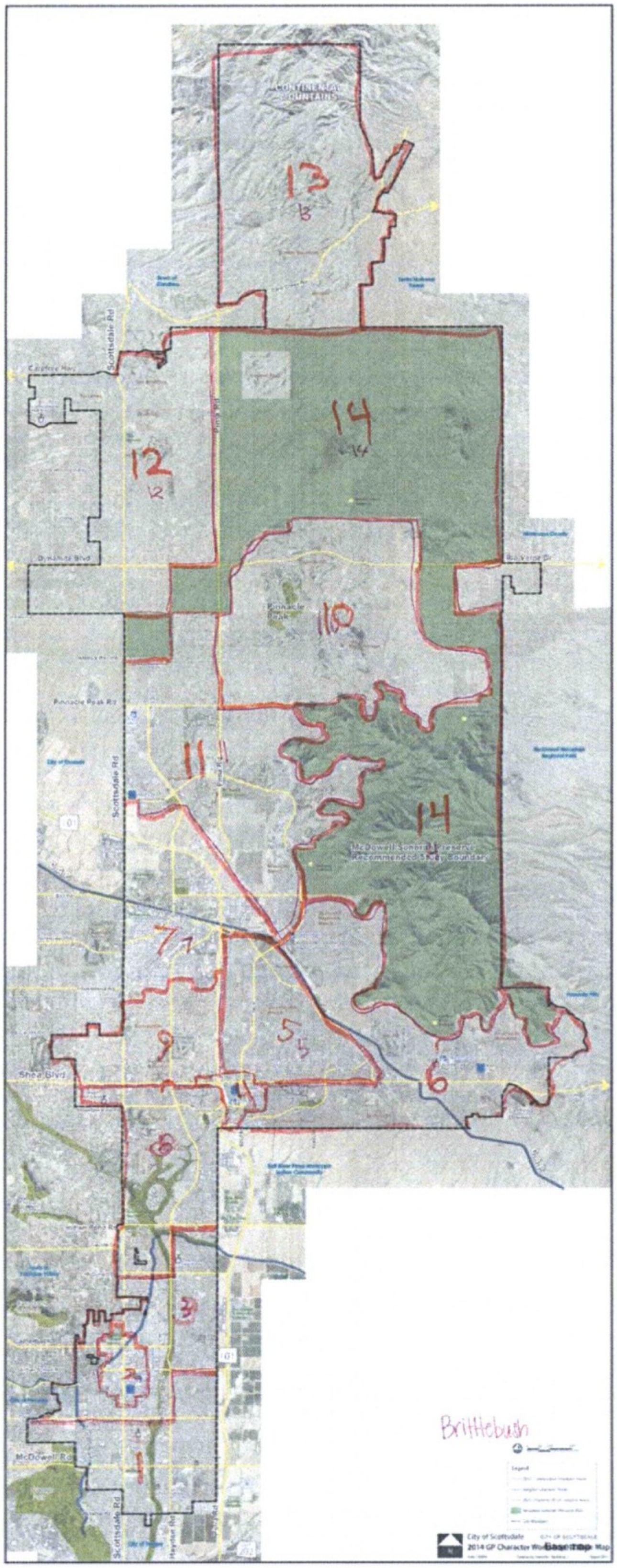
7) Pinnacle Peak – create new area surrounding this major landmark; mostly rural neighborhoods similar in architectural style and density.

8) McDowell Vistas – create new area with suburban / master planned character distinct from rural area to the north. Could include portion of preserve marked "no character area" on map.

9) East Shea – modify boundary to reflect topography and special relationship to mountains and Indian community. Western boundary could be 90th or CAP aqueduct.

10) Cactus Corridor – has different character from surroundings

11) West Shea – create new area linked by Scottsdale Road, neighborhoods with similar character and some horse properties



Brittlebrush Group

Starting Map
2007 Council Directed Character Area Consolidation

Number of Character Areas
14

Key Comments
Retain the following Character Area boundaries:

2) Downtown
7) Greater Airpark

Notes on Character Area changes:

1) Traditional post-WWII homes

3) Remainder of South Scottsdale

4) Commercial and Shea Healthcare Hospital – serves region, no residences, development should be uptown

5) Consistent 1980s feel, orange roofs—added territory to existing Cactus Corridor Character Area

6) Open space character

8) Master planned developments with horse properties and larger lots to the south (could be separate area)

9) Large lots and resorts

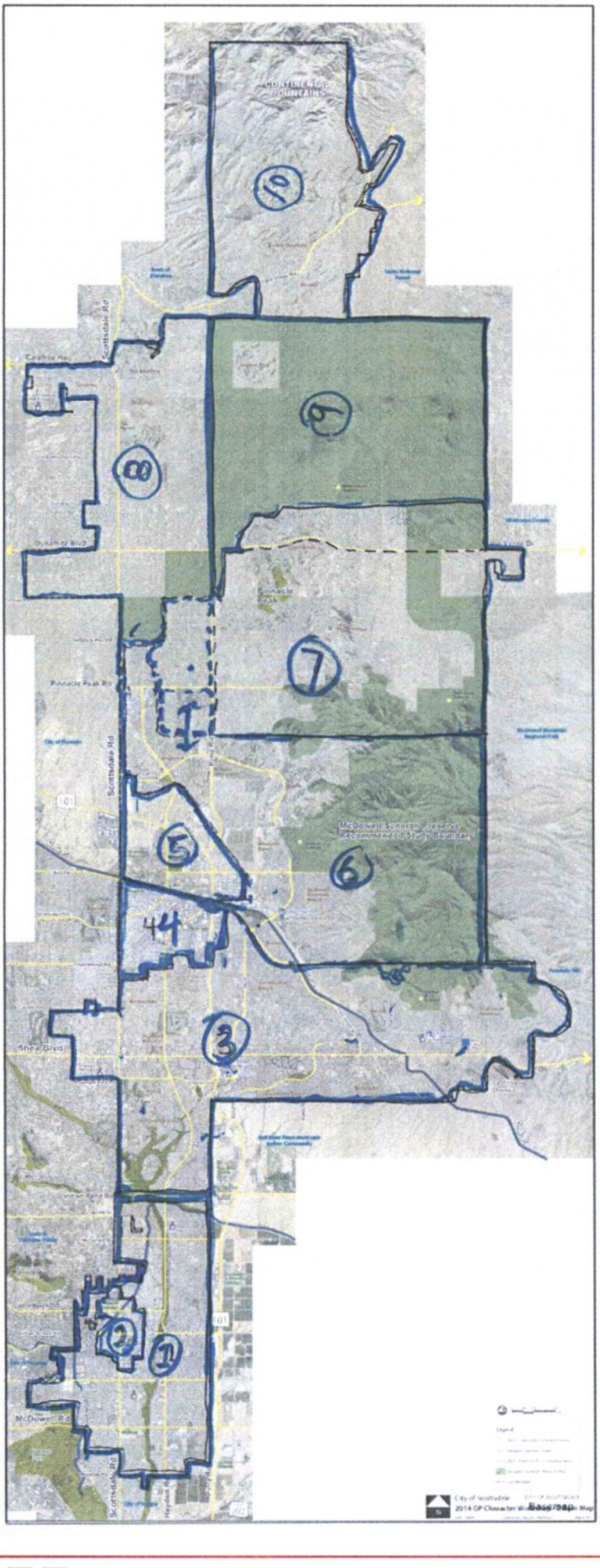
10) Custom homes and planned open space

11) Similar master planned communities / subdivisions, could be broken down into smaller areas

12) Custom homes and horse properties

13) Remote master planned communities and Continental Mountains

14) Preserve (all the green area on base map)



Milkweed Group

Starting Map

2007 Council Directed Character Area Consolidation

Number of Character Areas

10

Key Comments

Retain the following Character Area boundaries:

1) Southern Scottsdale
2) Downtown
3) Shea
6) McDowell Vistas
8) West of Pinnacle Peak Rd to Carefree
9) Tonto Foothills
10) Continental Mountains

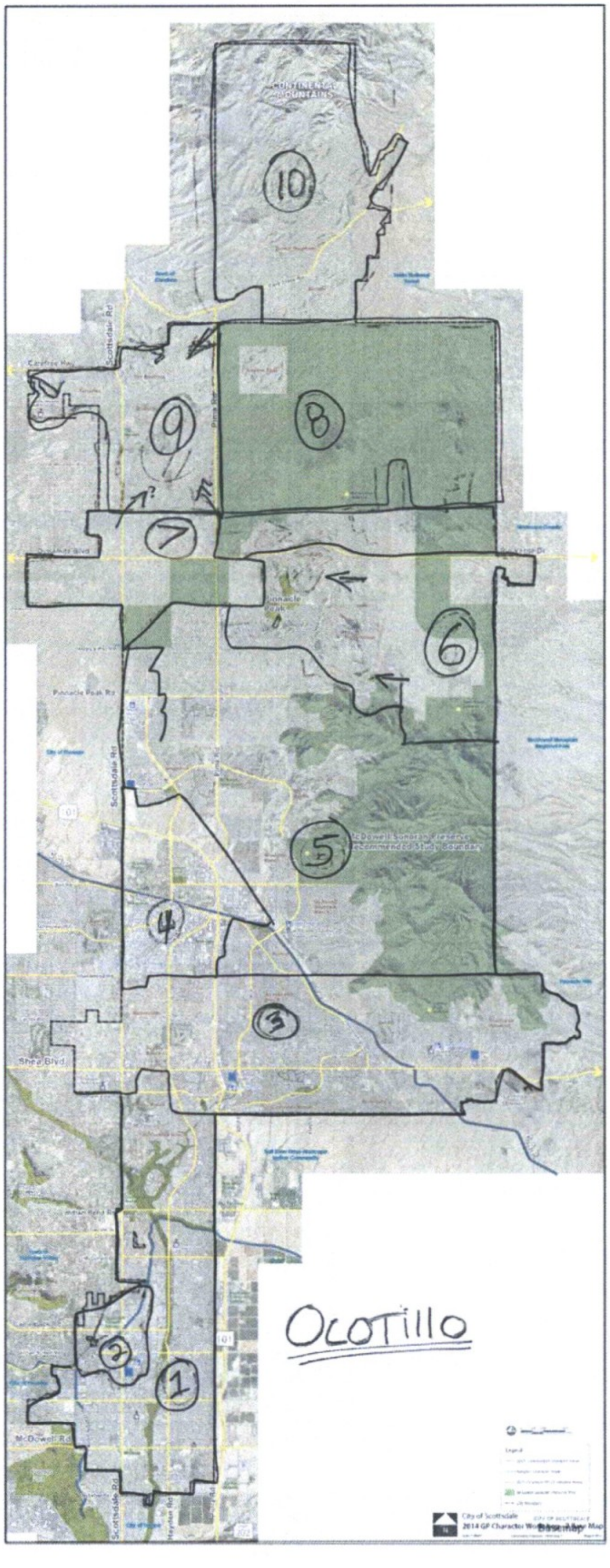
Notes on Character Area changes:

4) TPC and West World are not part of Airpark

5) Master planned and older communities. Could include dashed area to the north, which could be expanded further to include communities north of Pinnacle Peak Rd south to Thompson Peak Parkway.

Preserve should be considered part of the character of an area—don't wall it off as its own area. Each part interacts with neighborhoods uniquely.

7) Pinnacle Peak - dashed lines mean there was not consensus on what features define these boundaries.



Ocotillo Group

Starting Map
2007 Council Directed Character Area Consolidation

Number of Character Areas
10

Key Comments
Retain the following Character Area boundaries:

4) Greater Airpark
7) Desert Foothills
9) Boulders
10) Northern Preserve Boundary

Notes on Character Area changes:

2) Downtown – Expand to the south. Use the canal as an amenity and catalyst to expand retail and employment opportunities.

3) Shea Corridor - Kept the basic boundary but expanded it to the west; also considered the area around Chaparral HS as a standalone character area.

5) McDowell Vista – Incorporate more preserve and break up the large expanses to the north.

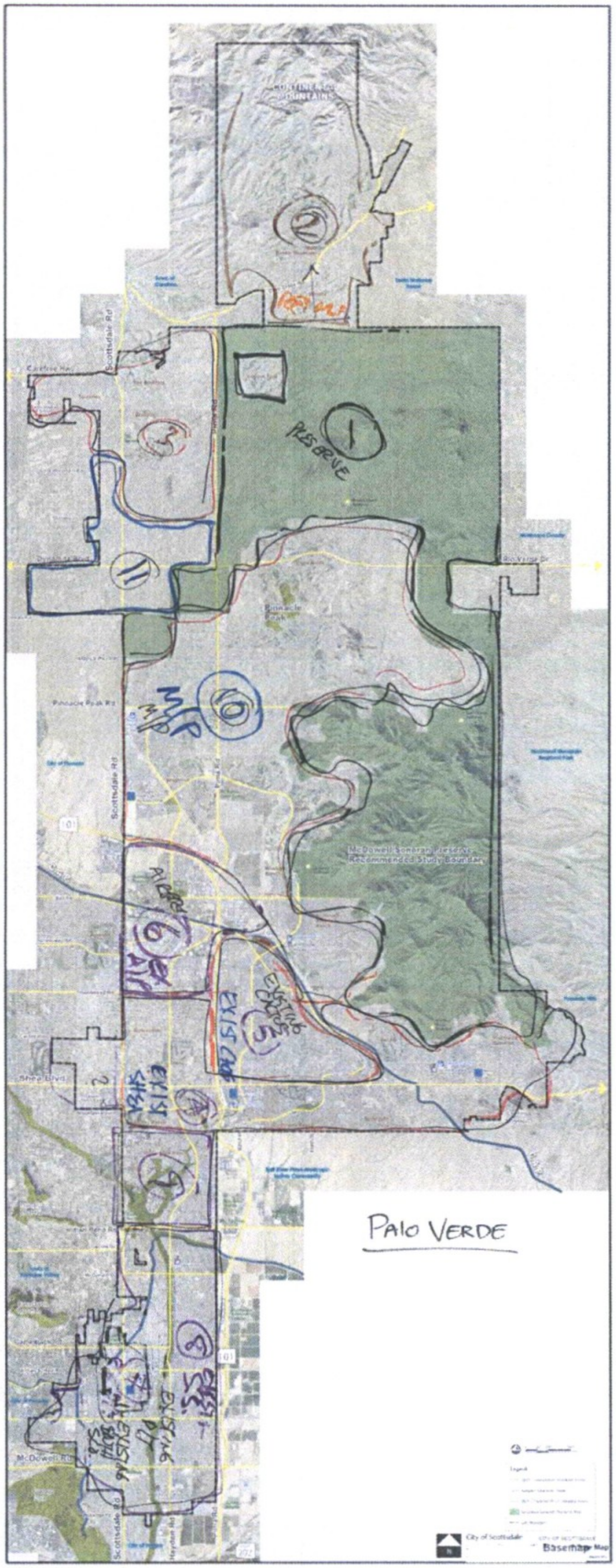
6) Dynamite Foothills – Expand to capture subdivisions west of current boundary.

8) Preserve/Far North – Include developments and Legend Trails.

Notes on improvements to Character Areas:

1) Southern Scottsdale was a focus for the group, which felt that those neighborhoods are not connected and people keep to themselves. Need to promote residents getting out—more pedestrian friendly, walkability, commonality.

4) Airpark – Wayfinding would help, feel streets are confusing.



Palo Verde Group

Starting Map
General Plan 2011 Character Areas

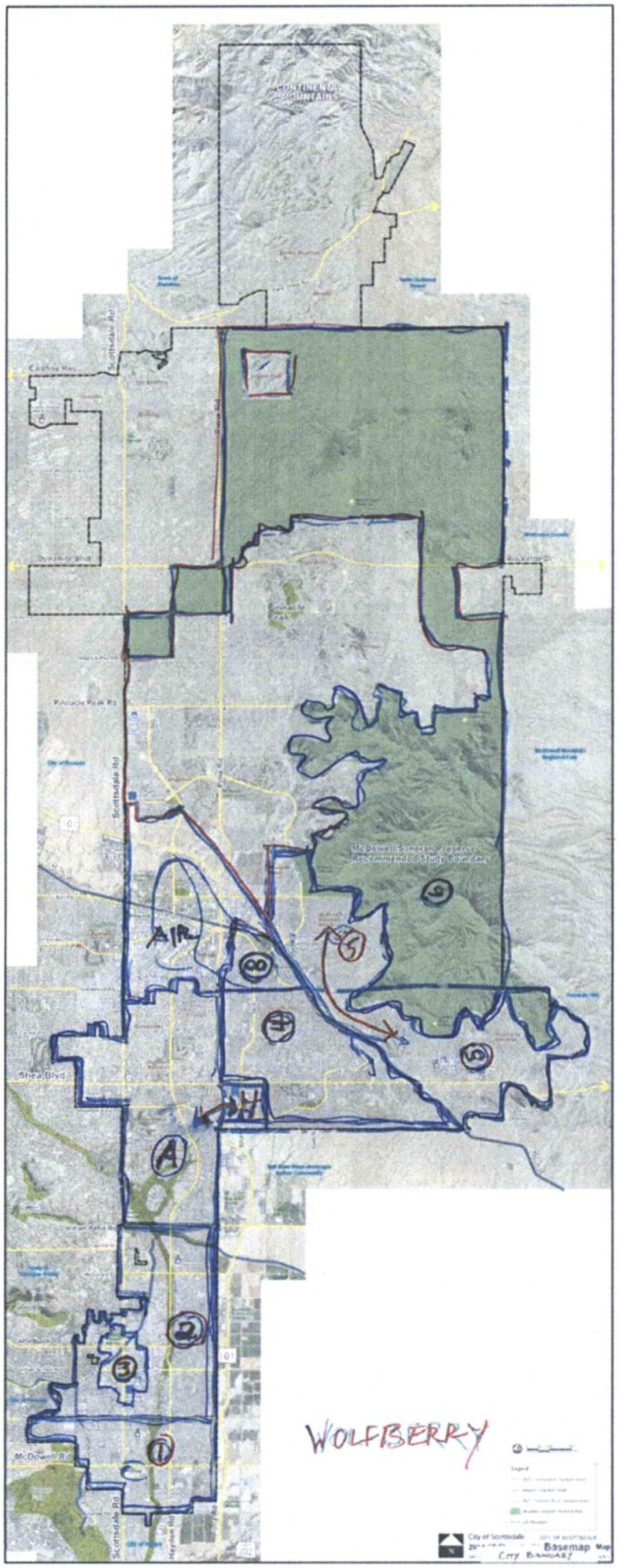
Number of Character Areas
11

Key Comments
Retain the following Character Area boundaries:

- 3) Desert Foothills
- 6) Greater Airpark
- 7) Downtown
- 8) Southern Scottsdale

Notes on Character Area changes:

- 1) Preserve – Could be its own character area.
- 2) Black Mountain – Could have its own character designation.
- 4) Shea – Includes the remaining part of the original Shea Character Area not incorporated into areas 1, 5, and 9. Area west of Scottsdale Rd between Mountain View and Cactus may be its own character area.
- 5) Cactus – Rural land use with mounting development pressure.
- 9) McCormick Ranch – Becomes its own character Area.
- 10) HOAs – Surrounded by preserve.
- 11) North of Jomax, west of Scottsdale road and south of Terra Vista becomes its own character area.



Wolfberry Group

Starting Map
General Plan 2011 Character Areas

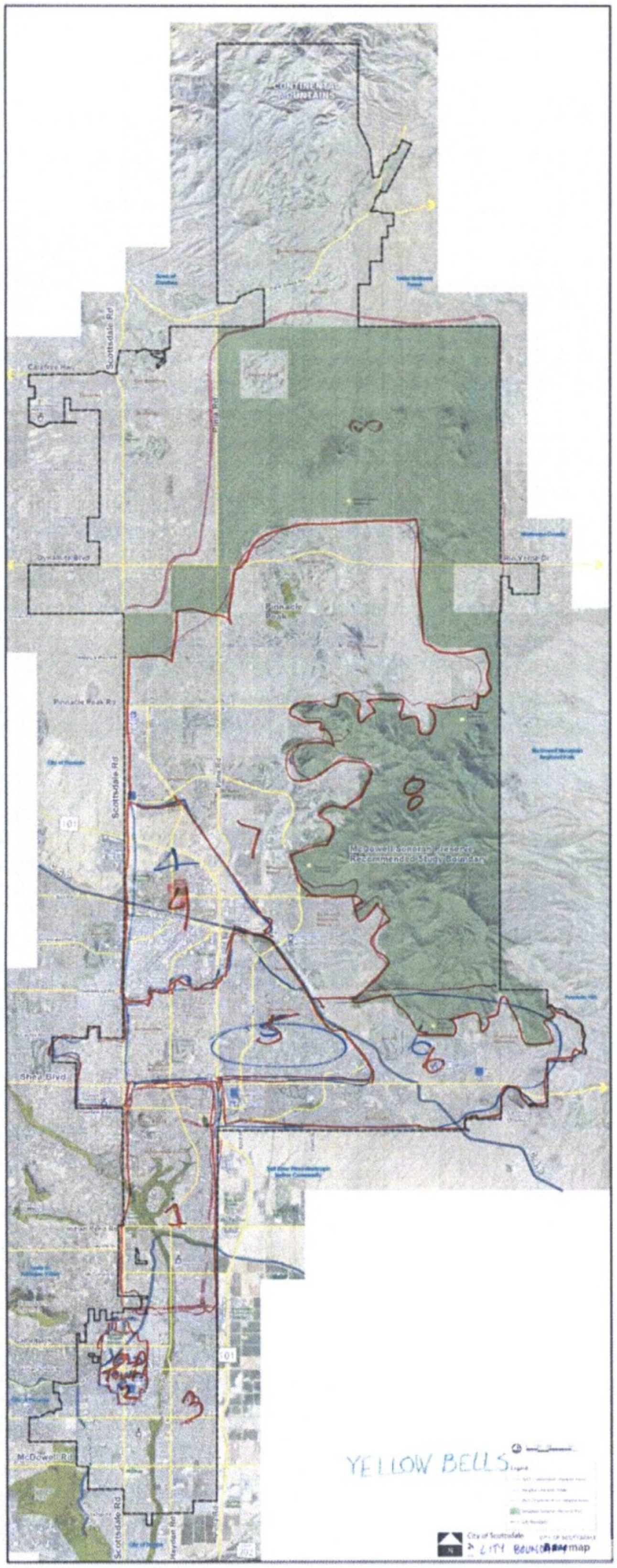
Number of Character Areas
8 or 9 (Group unsure about Area "A")

Key Comments
Retain the following Character Area boundaries:

- 3) Downtown
- 7) Greater Airpark

Notes on Character Area changes:

- 1) Southern Scottsdale – Architecture, lot size, age of development, redevelopment potential
- 2) North End of Southern Scottsdale – Age of development, lot size, population density. More HOAs and Indian Bend Wash.
- 4) Shea Area – Central Arizona Canal as defining boundary. Low density residential area, not gated.
- 5) Between canal and preserve. Gated communities.
- 6) Preserve – No residential, a City-serving amenity.
- 8) Horizon Area – High density development of condominiums and apartments; could be considered part of Airpark.



Yellow Bells Group

Starting Map
Adopted Character Area Plan

Number of Character Areas
8

Key Comments
Retain the following Character Area boundaries:

2) Downtown
4) Greater Airpark

Notes on Character Area changes:

1) Resort Corridor – Tourism and recreation with suburban character; extends down to Chaparral.

3) South of Chaparral – Density, connection to ASU, mature suburban housing, Indian Bend Wash.

5) Cactus Corridor – Expand west. Equestrian, larger lots, proximity of residential.

6) Shea/East Shea – Residential/equestrian, medical facilities, view of McDowell Mountains, border to Indian community.

7) North – Equestrian, master planned, single-family homes, environmentally sensitive lands.

8) Preserve – Unique, provides recreational opportunities, environmental preservation.

Notes on Character Area improvements:

South of Chaparral – Needs sense of entry and investment. Opportunity to connect to SkySong, Tempe, ASU, Zoo, Papago Park, Desert Botanical Garden.

WORKSHOP 2 ON-LINE COMMUNITY CHARACTER RESULTS

There were two (2) participants in the online workshop. Each participant was given a choice of one of three maps (Map A: *General Plan 2011 Character Areas*, Map B: *2007 Council Directed Character Area Consolidation*, and Map C: *Adopted Character Area Plan*) to analyze and answer questions associated with their map choice. Participant one (1) selected Map A and stated that approved character areas should be retained but that there could be some consolidation. Participant two (2) chose Map B and recommended no changes.

Note: See Appendix B for more details regarding each individual response to evaluating the Character Area maps.

CONCLUSION

The in-person and online workshops allowed approximately fifty six (56) participants to answer questions about Character Areas in Scottsdale. This process helped to identify preferences for Character Area boundaries and the number of distinct Character Areas, in order to inform the General Plan 2014 process.

To enhance the workshop experience for future outreach events, staff surveyed the in-person attendees with twenty two (22) people participating in the survey. Generally, their response was favorable; all indicated that the presentation was clear and that they felt heard, and most made positive comments about the group exercise. Some of the critiques of the process pointed to a desire for more background information and time for the group exercise. All of the survey respondents' observations are available in Appendix C.

Through workshops such as this, the ongoing public outreach will continue to engage the community as part of the 2014 General Plan process thus ensuring a community based plan is created for Scottsdale.

APPENDIX A: Group Notes from In-Person Workshop

The following notes are transcribed from flipcharts on which staff members recorded comments from the groups at the in-person workshop. Notes are organized by group name.

Acacia Group

Chosen Map: C Adopted Character area Plans
Designated Character Area Plans – 9

Area 1 – South Central - Resort Corridor and tourism and Recreation
Finesse boundaries based on resorts. Canal is northern boundary.

Area 2 – South Scottsdale – similar small scale homes and older established neighborhoods. Distinct from Scottsdale Road corridor.

Area 3 – Central - Canal to Third/Bell

- Citrus Trees
- Need central designation
- Some folks think north of Shea is north Scottsdale

Area 4 – Greater Airpark
Keep as is

Area 5 – Preserve

- Recognizes separation of natural features
- Follow Natural boundaries
- Making decisions to protect character
- Include northern area that is undeveloped – similar character as Preserve

Area 6 – (no name)

- Less dense, more rural, second homes, remote, fewer services

Area 7 – West of Pima, Happy Valley north
Similar to #6, but less rural. More master planned and less custom homes.

Area 8 – Stagecoach Pass North to Desert Mountain
Comments

- Geographic, timing of construction, altitude. Small pocket in preserve is similar character (8b)

Area 9 – Downtown – boundaries based on resorts and canal

- Change downtown boundaries – create a central business district
- Infill – encompassed more than in the past
- Downtown becomes a neighborhood of the business district

Agave Group

Ideas
What to keep?
Existing Character Area Plans?
Discuss – Where are these and what makes them (density composition, built-up, empty)

Which Map? **2011 Adopted and Future Character Areas**

How Many Character Areas were proposed? **11**

Character Areas

1. **Downtown** – Maintain as-is – it should remain the same. This boundary has been well-established over the decades and should not expand into the neighborhoods.

2. **Southern Scottsdale** – Maintain as-is. The northern border of Indian Bend Road makes sense since the age of development is relatively consistent in this area.

3. **Greater Airpark** – Maintain as-is. No real discussion on this item. The group felt that the boundaries made sense and should not be expanded into the adjacent neighborhoods.

4. **Desert Foothills** – Expand/Modify – include all of the area west of Pima Road between Jomax and Carefree Highway, to city limits. The group felt that the density of development in this area made sense to include within the Desert Foothills Character Area. They made a slight modification to the southern portion of the Existing Character Area, feeling it should be included in a different area because of its density.

5. **Dynamite Foothills** – Expand/Modify – Expand west to Pima Road, including portions of the Preserve and all of Legend Trails north to Stage Coach Pass, east to city limits then south to the existing southern border of Dynamite Foothills Character Area. Again, the group felt that the density and character of development was consistent in these areas. They felt the Preserve, as a protected open space, was a part of the character of this particular area, and thus included it the boundary.

6. **Tonto Foothills** – NEW- East of Pima Road, north of Stage Coach Pass to City Limits (very northern part of Scottsdale). There was discussion on whether this area warranted its own Character Area or if it should be included in the Dynamite Foothills area. The group determined that because one has to leave Scottsdale to enter this area (creating a natural 'boundary' and also because of the unique terrain and elevation in this area (it is the highest elevation in Scottsdale), that it is its own special place that should have its own Character Area.

7. **Pinnacle Peak Area** – NEW- East of Dynamite Road to the proposed expanded Desert Foothills character area boundary (#5 above), south to Deer Valley Road and west meandering along preserve and back. This area was delineated separately because the neighborhoods within are of a rural character for the most part and surround Pinnacle Peak, a major landmark and character-defining component. This area includes rural-style subdivisions, such as Pinnacle Peak Vistas, and other communities since they are similar in architectural style and density.

8. **McDowell Vista**s – NEW- includes several Master Planned Communities, including Grayhawk, McDowell Mountain Ranch, DC Ranch etc. Scottsdale Road/power line corridor (Greater Airpark boundary) on the west, Thunderbird Road on the South, the Preserve on the east, and Deer Valley alignment on the north. This area had a more suburban/master planned-feel to it and was thought to be a different character than the rural area north of it.

9. **East Shea** – Modify Shea/East Shea Boundary and rename 'East Shea' (Remove Shea Corridor boundary)– new boundary: Thunderbird Road on the north, city limits on east and south. The group was undecided if the western boundary for this area should be 90th Street or the CAP Aqueduct. The boundary of the undecided area is roughly 90th Street on the west, city limits on the south, Shea Boulevard on the north, and CAP Aqueduct on the west. The group felt that the East Shea area had a special relation to the mountains and Indian Community, and that the topography changed in this area as compared to the areas west of it. The group thought that Scottsdale Ranch could be a part of either East Shea or proposed modification to Cactus Corridor (#10 below).

10. **Cactus Corridor** – Expand/Modify – Pima Road on the east, Shea Blvd on the South (or city limit on the south- see note in #9 above), Frank Lloyd Wright/CAP Aqueduct on the north. The group felt that this area has a different character because it includes many horse properties and rural areas, but also many different subdivisions that are within close proximity to the freeway, canal and Airpark.

11. **West Shea** – NEW- Thunderbird on the north, City Boundary on West, Indian Bend on South and Pima/90th Street on the East. The group created this as its own Character Area because McCormick and Gainey Ranches have similar character, and it was thought that the other neighborhoods/subdivisions in this area have somewhat similar character. This area also consists of horse properties, but Scottsdale Road is the common factor that links this area together.

    Note: One portion of the Preserve—Thunderbird Road on the South, Pinnacle Peak Road on the North, city boundary on the east and the McDowell Vistas Character Area on the west (#8 above) was not on a Character Area. The group thought that this area could either be included in McDowell Vistas or not included, but other portions of the Preserve related to the character (i.e. vistas, landmarks, etc) of the surrounding neighborhoods and should thus be included in those Character Areas.

Brittlebrush Group

Character Areas – 14

Introduction of exercise to group
Group decided to work with Map B – 2007 Council Directed Character Area Consolidation (6 areas)

Notes: Areas should have "sameness" and identity – comprised of physical and age of community

Character Area Designation
Area 1
Boundaries: Northern boundary consists of Thomas to Hayden and Indian School to Pima and all city lands south to city boundary with Tempe.
Comments

- Character area is made up of traditional post World War Two Homes
- They are located east and west of Scottsdale Road
- Does not include Area 2 Downtown

Area 2 – Downtown – Existing Boundaries

Area 3
Boundaries: Indian Bend and down Pima and south to Area 1 northern boundaries and excluding Area 2

- Comments

- Split existing Southern Scottsdale Character area into two sections Area 1 and Area 3

Area 4
Commercial and Shea Healthcare Hospital
Boundaries: City limits, Mountain View, 96th Street, Desert Cove, Pima Crossing, 101, Sundown Offices.
Comments

- Development should be uptown
- Regional
- No residences

Area 5
Boundaries: Shea, Frank Lloyd Wright, 92nd Street, 101
Comments

- Development has a 1980s consistent feel
- Orange roofs
- Added territory to existing Cactus Corridor Character Area

Area 6
Boundaries: Frank Lloyd Wright to Thomson Peak Parkway, the Preserve, City Limits, the 101 and boundaries of areas 4 and 5
Comments

- Development is open space

Area 7 – Greater Area Park
Boundaries: Use existing boundaries
Comments

- None

Area 8
Boundaries: Shea Boulevard south to Indian Bend Road and south on Hayden Road to McDonald to Paradise Valley
Comments

- Development is master planned
- Includes Gainey and McCormick Ranch
- Horse properties and larger lots then in the south
- Potentially could be broken into 2 areas

Area 9
Boundaries: Shea to city limits to Area 7 and Areas 4 and 5 boundaries
Comments

- Development is large lots and resorts.

Area 10
Boundaries: Pinnacle Peak, Preserve, Pima Road, Dynamite Road
Comments

- Development consists of custom homes
- Planned open space.

Area 11 – Multiple Areas
Boundaries: Greyhawk, Dc Ranch, and McDowell Mountain Ranch
Comments

- Development is similar master planned/subdivisions
- Maybe should be broken down into smaller areas.

Area 12
Boundaries: East to Hayden, up to Dynamite, east to Pima, follow city limits back to starting point
Comments

- More custom homes
- Horse properties
- Similar in nature to area 10

Area 13
Boundaries: Desert Mountain Mirabel, north of Stage Coach Pass
Comments

- Far way – remote
- Master planned communities
- Continental Mountains

Area 14
Boundaries: Preserve
Comments

- All of the green area located on the base map
- Needs to be its own character area

Milkweed Group

Map Used – 2007 Council Designated Character Consolidation Map

Designated Character Areas – 10
Note: Scottsdale Road is a defining element for all of Scottsdale

Character Area Designations
Area 1 – Southern Scottsdale
Comments:

- Age of Development
- Density
- Indian Bend Wash
- McDonald Road may be the northern boundary
- Current Indian Bend Boundary is OK

Area 2 – Downtown

Comments:

- Restaurants, retail, galleries
- Higher density, taller buildings
- Condos
- Trolley, multiple transit modes

Area 3 – Shea Corridor

Comments

- Older housing
- See more runners, cyclists, enhanced landscaping, master planned communities
- Fewer specific large centers, multiple commercial nodes
- See the "cure corridor" (Scottsdale Healthcare and Mayo), high paying employment
- Higher socio-economic population, Frank Lloyd Wright is a defining boundary

Group Discussion regarding Preserve Area (no number is assigned) as a standalone character area or as part of character area

Comments

- Should be considered a part of the character of an area
- Don't wall it off as its own area
- Each part of the Preserve interacts with neighborhoods uniquely

Area 4 – Airpark Area

Comments

- TPC and West World not part of Airpark
- Everything south of Frank Lloyd Wright Boulevard
- Uses north of Frank Lloyd Wright maybe part of Area 5

Area 5 – Windgate, Greyhawk, McDowell Mountain Ranch, DC Ranch, all master planned communities - Also, Pinnacle Peak Country Club and Los Gatos as older communities

Comments

- Uncertain if dashed line area should be included?
- Could also include communities north of Pinnacle Peak to Thomas Road

Area 6 – McDowell Vistas
Comments
- The group agreed to leave this area as it was designated on the map

Area 7 – Pinnacle Peak
Comments
- The dashed lines mean there was not consensus on what features define these boundaries
- Uncertain if boundary should follow roadway or development

Area 8 – West of Pinnacle Peak Road to Carefree
Comments
- Large Lot – Equestrian development
- Large undeveloped tracts of land
- Roadways as defining boundaries
- More natural landscape
- The group agreed to leave this area as it was designated on the map

Area 9 – Tonto Foothills
Comments
- Master planned Communities
- Tonto Forrest as a key feature
- The group agreed to leave this area as it was designated on the map

Area 10 – Continental Mountains
Comments
- Master planned Communities
- Tonto Forrest as a key feature
- The group agreed to leave this area as it was designated on the map

Ocotillo Group

Map Used: 2007 Council Directed Character Consolidation Map

Designated Character Areas: 10

Discussion:
What makes sense?
Stigma regarding Southern Scottsdale – examples: Blight, dated, etc.
Focus was on south Scottsdale

Character Area Designations

Area 1 – Southern Scottsdale
Boundaries: Buttes, Camelback, Indian Bend Wash
Comments – Existing area is larger than they thought. Neighborhoods are not connected, people keep to themselves. Need to promote residents getting out by:

- Pedestrian friendly
- Walkability
- Commonality

Area 2 – Downtown
Boundaries: Expand south west along canal and to the south east. Use the canal as an amenity and catalyst to expand retail and employment opportunities downtown.
Comments

- Consider neighborhoods and historic buildings
- Redevelopment
- Density
- Moving people

Area 3 – Shea Corridor
Boundaries: Kept the basic boundary but expanded it to the west but also considered the area around Chapparel HS as a standalone character area.
Comments

- Large area
- Makes sense since it is predominately planned development

Area 4 - Airpark
Boundaries: Accurate reflection of area
Comments

- Employment
- Economic Vitality
- Way finding is important
- Congested – streets are confusing and way finding would help.

Area 5 – McDowell Vista
Boundaries: Incorporates some preserve
Comments

- Going north large expanses
- Beak it up some

Area 6 – Dynamite Foothills
Boundaries: Expand to the west – capture subdivisions west of the current boundary.
Comments

- Not developed fully

- Subdivisions to west should be included in this area

Area 7 – Desert Foothills
Boundaries: Remain as is
Comments
- Golf Courses
- Planned Communities

Area 8 – Preserve/Far North
Comments
- Included developments
- Included Legend Trails

Area 9 – Boulders
Boundaries: West of Preserve north of Desert Foothills
Comments
- Should areas 7 and 9 be one?
- Group left them separate

Area 10 – Northern Preserve Boundary

Palo Verde Group

What map was used? **Map A** - The 2011 GP Character Area Map
Number of Character Areas - 11

Considerations
Boundaries serve to protect specific character areas
The areas not defined or labeled still possess character
Growth Areas can occur within a character area
How do character area plans work with zoning requirements?
Concern to have more specificity relevant to discrete character areas
The "101" is a significant boundary
Roadways and significant streets are a primary concern
Scottsdale is a mosaic-the different pieces work together

Character Areas Designations
Area 1 – Preserve – could be its own character area
Concern – How to stabilize the above character areas

Area 2 - Black Mountain Character Area – could have its own character designation

Area 3 – Desert Foothills - is a specific rural area

Area 4 and Area 5 – Cactus – Boundaries of Cactus and Shea Character Areas per "A" the 2011 GP Character Area Map

Concerns

- Is the area west of Scottsdale Road between Mountain View and Cactus its own character area?
- The Cactus Character area is more of a rural land use and there is mounting pressure to develop this area into a more dense residential area.
- This area could transition into a higher and better use.

Area 6 – Airpark – per "A" the 2011 GP Character Area Map

Area 7 – Downtown Character Area – per "A" the 2011 GP Character Area Map

Area 8 – Southern Scottsdale Character Area

Concerns

- McDowell Road could have a special interest overlay re: employment/commerce
- Emphasis on McDowell as an employment and growth corridor

Area 9 – McCormick Ranch

Area 10 – HOAs areas – bordered by preserve/Scottsdale Road and Greyhawk/Thompson Peak

Area 11 – North of Jomax, west of Scottsdale Road and south of TerraVita

Wolfberry Group

Map Section Comments
2007 Consolidation Map – over generalized – areas too big

Criteria for a Character Area Plan – should we look at:
Population density
HOA Governance
Age of Development

If you think of yourself as being in the same neighborhood as someone else – Are you in the same character area?

Starting Map – 2011 Character Area Map

Eventually utilize naming conventions that are more aligned with known neighborhood identifiers

Character Area Designation
Area 1 – Southern Scottsdale
Comments
- Architecture
- Size of lots
- Age of development
- Redevelopment Potential

Area 2 – North End of Southern Scottsdale
Comments
- Age of development
- Lot size
- Population density
- More HOAs
- Indian Bend Wash

Area 3 – Downtown
Comments
- Higher population density
- Higher concentration of City Amenities
- Municipal Facilities
- Tourism/Retail Upscale
- Art

Area 4 – Shea Area
Comments
- Central Arizona Canal as the defining boundary
- Low density, residential area
- Open not Gated

Area 5
Comments
- Proximity to Preserve
- Preserve/Canal as defining boundary
- Gated Communities
- Include McDowell Mountain Ranch, Windgate, Arcala, ESLO areas east of canal
- All add to cohesiveness

Area 6 – Preserve – its own character area

Comments

- Pristine, undeveloped land
- No residential
- City serving amenity

Area 7 – Airpark

Comments

- Commercial
- Industrial
- Major Employer
- Open Space amenities tied to the area

Area 8 – Horizon Area tied together by:

Comments

- Intensity of development – high densities
- Type of development – more condos and apartments
- Canal as a northern border
- Could be included in Airpark (#7) boundary

Area A

Group was unsure about this area

- Cohesive but somewhat "Pocketed"
- Some of it flows together, and somewhat disjointed
- Some HOA prevalence, but areas of rural non-HOA

<u>Yellow Bells Group</u>

Map used – Adopted Character Areas Map

Character Area Designations

Area 1 – Resort Corridor

Comments

- Tourism and recreation
- Suburban Character Type
- Includes: Gainey Ranch, McCormick Ranch, Golf Courses

Area 2 – Downtown

Comments

- Old Town
- Density
- Old western architecture
- Historic

- Tourist destination
- Entertainment District

Area 3 – South of Chaparral (excluding Downtown/Old Town
Comments

- Density
- Connection to ASU
- No sense of entry (needs it)
- Needs investment
- SkySong considered a gateway
- Mature suburban housing
- Indian Bend Wash
- Opportunity to connect to SkySong, Tempe, and ASU
- Close to cultural amenities – zoo, Papago Park, Desert Botanical Garden

Area 4 – Airpark Unchanged
Comments

- If you can see planes you are in it
- Industrial uses
- Commercial uses

Area 5 – Cactus Corridor
Comments

- Expanded west
- Equestrian
- Larger lots
- Proximity of residential
- Shea and Scottsdale Roads and 90th Street and Shea = commercial

Area 6 Shea/East Shea
Comments

- Residential/equestrian
- Includes hospitals Mayo Clinic/view of McDowell Mountains
- Border to Salt River Pima Maricopa Indian Community

Area 7 - North
Comments

- Equestrian Uses
- Master Planned
- Single family homes
- Environmentally sensitive lands

Area 8 - Preserve

Comments

- Unique
- Provides recreational opportunities
- Environmental preservation
- Partnership with the City of Scottsdale and McDowell Sonoran Conservancy

APPENDIX B: Online Individual Responses

Question	After reviewing the informational materials and three maps provided above, select the one map you feel best represents the ideal number of Character Areas in Scottsdale.	Based on your map selection, briefly describe any changes you would make to the map to better represent where Character Areas should be located throughout the City, and why.
Response 1	Map A	Already approved character areas should be retained, but there could be some consolidation of the 1-14 future character areas. For instance, it might be possible to combine the areas identified as 1,2 and 3 into one character area, 4 and 5 into one character area, possibly 7, 8 and 9 into one character area, and the area identified as 6, 12 and 13 could be consolidated into the McDowell Sonoran Preserve area.
Response 2	Map B	Map B, I would not make any changes.

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Resident	City Newsletter, City Website, Community Group/Org. Notice, E-mail, Mail, Newspaper	very good	interesting	Yes	Yes	didn't know the forum would be so structured;; thought it was drop-in and out. Should be clear.	Certain people dominate in these meetings. Facilitator should make sure all people have the opportunity to give their imput.
Resident interested in improving Scottsdale	E-mail	Well organized with excellant facilitators	Not sure it was the most efficient way to determine character.	Yes	Yes		This is a good process but I suspect the results are difficult for the planning staff to interpret.
Resident	E-mail	Both speakers made an interesting, informative presentation.	We had a good discussion at our table. The issue of "South Scottsdale" was a starting point for two participants.	Yes	Yes		If it is a working group, send out material in advance but then don't repeat the same information again. Use a show of hands to find people who have not read material sent in advance and help them apart from the whole group. Have a discussion period for the entire workshop so that individuals who may feel their opinions were not incorporated into the workshop results. Also this would allow participants to ask any questions remaining about the process.

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Resident	E-mail	Good	Excellent but about 20 minutes more time would have been good.	Yes	Yes	They were heard by the "table group" but not necessarily by other participants. It might have been better to have individuals offer some insight at the beginning of the workshop of where they lived and what they were hoping to achieve in participating in the workshop.	Fear works...I'd advertise that it was going to be controversial.
Resident	E-mail	Lots of enthusiasm and stayed on topic.	I was surprized how well everyone understood what to do.	Yes	Yes	Maybe mental telepathy...	?
Resident	Community Group/Org. Notice	Good	Very good	Yes	Yes	Terribly noisy. Would have liked separate rooms for groups to be able to hear others at my table better.	Keep getting out the word via news media and outside organizations. Awareness and involvement seems to be improoving.

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Resident	City Newsletter, City Website, Community Group/Org. Notice, E-mail	Relevant content; well-prepared and delivered; informative and educational.	It was too much of an open invitation to hastily and spontaneously re-draw character area lines that have heretofore been painstakingly established. I think a better exercise would have been to allow this to some degree, but to focus on renewing, and enumerating anew overall character area criteria and distinguishing traits of particular established and prospective character areas.	Yes	Yes	No complaints. This was an excellent workshop. Boost participation, of course. Stay relevant. Involve news media.	Some people did not receive notification of the event; I think some people came because they had nothing better to do.
Resident	City Website, Community Group/Org. Notice, E-mail, Newspaper	Informative, concise, well prepared.	Was impressed with the knowledge of the participants.	Yes	Yes		As much context as possible. The background was there), the future context wasn't.

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Business Owner/Operator	Friend/Neighbor	Good explanation of what we were to participate in. A little more history would have been useful, but I assume time was a factor in how much depth was possible.	I hope it is useful to you. It certainly was useful to me in how I think of the city.	Yes	Yes		Broader publicity.
Resident	E-mail, Another Architect	OK but no sure how it all relates and what the ultimate impact upon the community will be.	Interesting but how could we do something meaningful without more background information and time?	No	Yes	Don't try to develop something as broad as areas in such a short time frame. Have groups work on smaller, more specific issues.	
Resident	E-mail	Good	Note enough time.	Yes	Yes		Reach out to HOA property managament companies, have them post a hard copy notice of the event on their bullten board
Resident	City Website	clear, concise and informative	needed clearer direction about purpose	Yes	Yes	all well done and professional	Newspaper articles

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Resident	E-mail	Excellent	Excellent	Yes	Yes		We had a chance to prevent urban sprawl 30 years ago. Sadly this did not happen.
Resident	E-mail	They did a good job explaining the reason for the workshop	It did seem a bit redundant but I understand that this is a process.	Yes	Yes	I sensed that others felt that the work that had come before on core areas should have been included. This way we could refine the previous work.	Please try to keep within the time given. I had to leave right after 1 PM and missed a couple of the group presentations.
Resident	E-mail	Good overview but was still a little confusing on how the exercise was going to play out. Eventually understood.	Overall good, somewhat unwieldy with the large sheets but I don't think there are any better options.	Yes	Yes		more newspaper articles; emails that we the workshop participants can pass on to others.
Resident	Friend/Neighbor, Newspaper	Good	Useful exercise	Yes	Yes		
Resident	Community Group/Org. Notice	I t was a very good meeting but the was not time to digest the good ideas I heard.	I thought this was very useful. .	Yes	Yes		

APPENDIX C: Participant Survey Reponses

Mid-Day Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Business Owner	E-mail	They were knowledgeable and informative	I thought it was a great way for us to think critically of how we look at Scottsdale and working in a large group enabled us to be able to bring diverse ideas to the table.	Yes	Yes		It was the first event of it's kind I attended and can't think of how to improve it at this point.

APPENDIX C: Participant Survey Reponses

Evening Session

Affiliation	Hear about workshop?	Opinion of presentation	Opinion of small group exercise	Info easy to understand?	Were your ideas, opinions, concerns heard?	How to improve future events?	Suggestion to improve participation
Business Owner/ Operator, Resident	E-mail	Interesting	Challenging	Yes	Yes		
Resident	E-mail	Clear, focused, helpful	While it's clear that Character Areas are needed, some questions about why and how they'll be used went unasked and unanswered. That conversation may have influenced the group and motivated more useful distinctions than the ones we used to develop Character Areas.	Yes	Yes		I think you are doing all you can. Thank you.
Resident	City Website	Excellent	Very Productive	Yes	Yes		more ways to reach residents with invites to events
Resident	City Newsletter	Organized	Worked	Yes	Yes		

Scottsdale General Plan 2014
Workshop Series

Workshop 3 Transportation
Summary Report

Prepared by:
RBF Consulting for
Long Range Planning Services
October 2013

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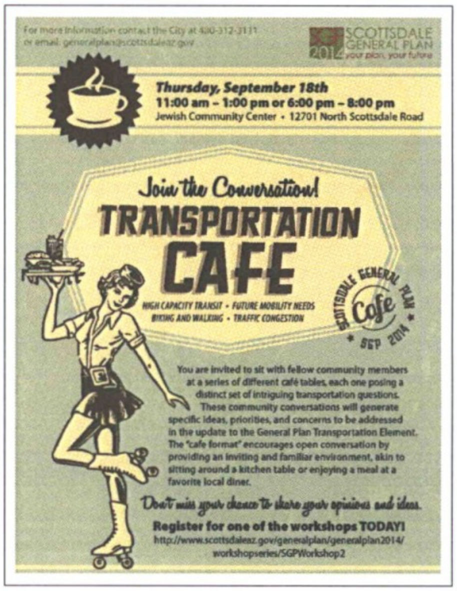
Introduction

The Scottsdale General Plan 2014 Public Participation process encourages the active participation of business and property owners, residents, and organizations to develop a community-based plan for Scottsdale.

Long Range Planning Services held mid-day and early evening Transportation Café group workshop sessions on September 18th at the Jewish Community Center. This event represents the third workshop in a series of workshops to be scheduled from June 2013 to February 2014, as a means to inform the Task Force, Planning Commission, and City Council about the community's thoughts regarding various aspects of the General Plan. In addition to the face-to-face workshop sessions, similar materials were provided in an online format between September 24 and October 9, 2013, to allow individual participation by those who could not attend in person.

The purpose of both the face-to-face and online workshops was to explore ideas, priorities, and concerns related to transportation throughout the City.



For more information contact the City at 480-312-3111
or email: generalplan@scottsdaleaz.gov

SCOTTSDALE GENERAL PLAN 2014 your plan, your future

Thursday, September 18th
11:00 am – 1:00 pm or 6:00 pm – 8:00 pm
Jewish Community Center • 12701 North Scottsdale Road

Join the Conversation!

TRANSPORTATION CAFE

HIGH CAPACITY TRANSIT • FUTURE MOBILITY NEEDS
BIKING AND WALKING • TRAFFIC CONGESTION

You are invited to sit with fellow community members at a series of different café tables, each one posing a distinct set of intriguing transportation questions. These community conversations will generate specific ideas, priorities, and concerns to be addressed in the update to the General Plan Transportation Element. The "cafe format" encourages open conversation by providing an inviting and familiar environment, akin to sitting around a kitchen table or enjoying a meal at a favorite local diner.

Don't miss your chance to share your opinions and ideas.

Register for one of the workshops TODAY!
http://www.scottsdaleaz.gov/generalplan/generalplan2014/workshopseries/SGPWorkshop2

The in-person two and a half-hour (2 1/2) workshop was conducted in a "café" style. The "cafe format" is designed to encourage open conversation by providing an inviting and familiar environment, akin to sitting around a kitchen table or enjoying a meal at your favorite local diner. Forty seven (47) Scottsdale community members participated in the outreach event. The café format consisted of the following:

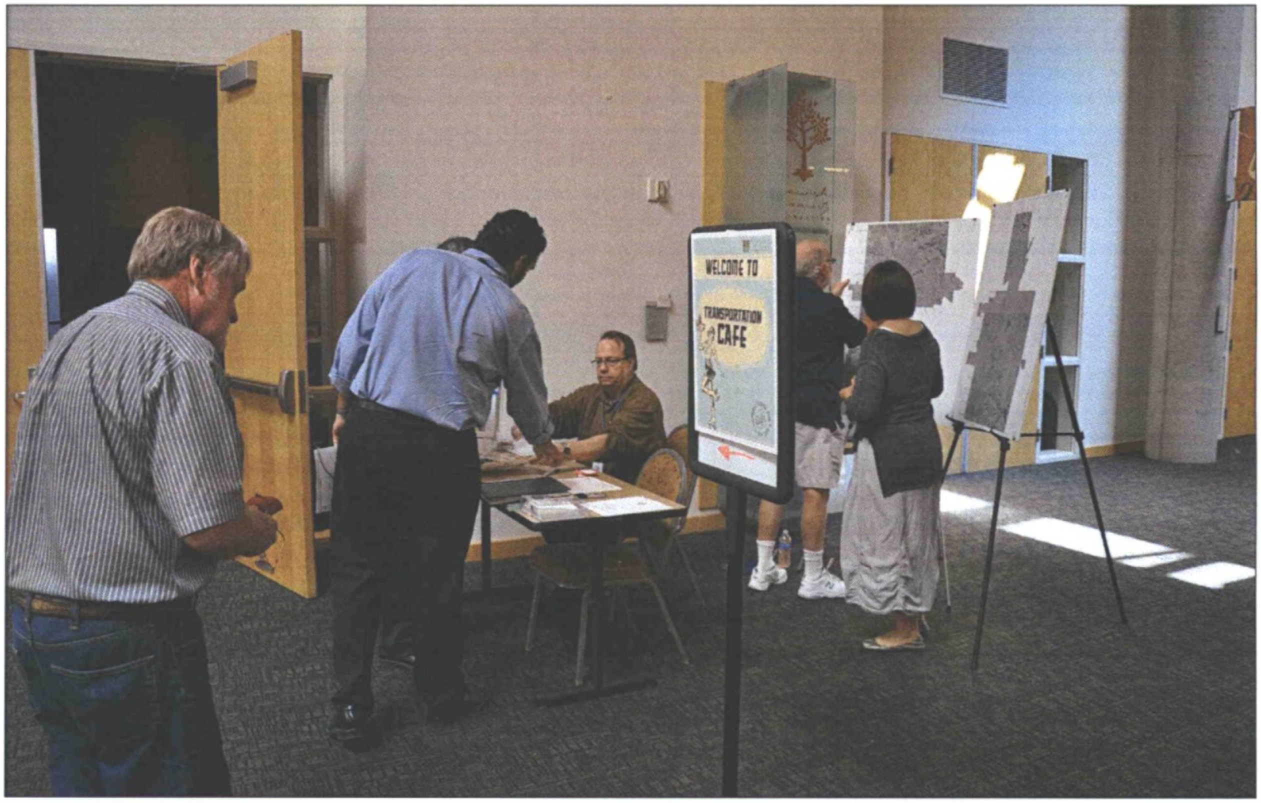
- Where I Live mapping exercise
- Presentation
- Exhibits Gallery
- Small group café discussions

The online workshop format allowed participants to:

- Review the workshop presentation
- Individually review and comment on the transportation questions

IN-PERSON WORKSHOP SESSIONS

The two (2) in-person workshop sessions (attended by approximately forty seven (47) people) began with a location map exercise. Each participant was asked to view a base map of the city and identify where they lived by placing a pin at that location (see map on Page 7).



Location Map Exercise

This was followed by a presentation about transportation in the City. Workshop participants were then asked to view an Exhibit Gallery. The gallery consisted of informational boards and maps about transportation in Scottsdale in preparation for the upcoming small group café discussion exercise.

Presentation

Exhibit Gallery

After the gallery walk, the participants were invited to join their fellow community members at a series of different café tables, each one posing a distinct set of discussion questions. These community conversations generated specific ideas, priorities, and concerns summarized in this report. A table "host" and a "recorder" were present at each table to facilitate and document the conversation.

Café Table Group Discussion

Cafe Table Recorder

After completing the cafe exercise conversations, table facilitators and recorders reported out the highlights of their table discussions to all those in attendance.

Café Table Report Out

ONLINE WORKSHOP SESSION

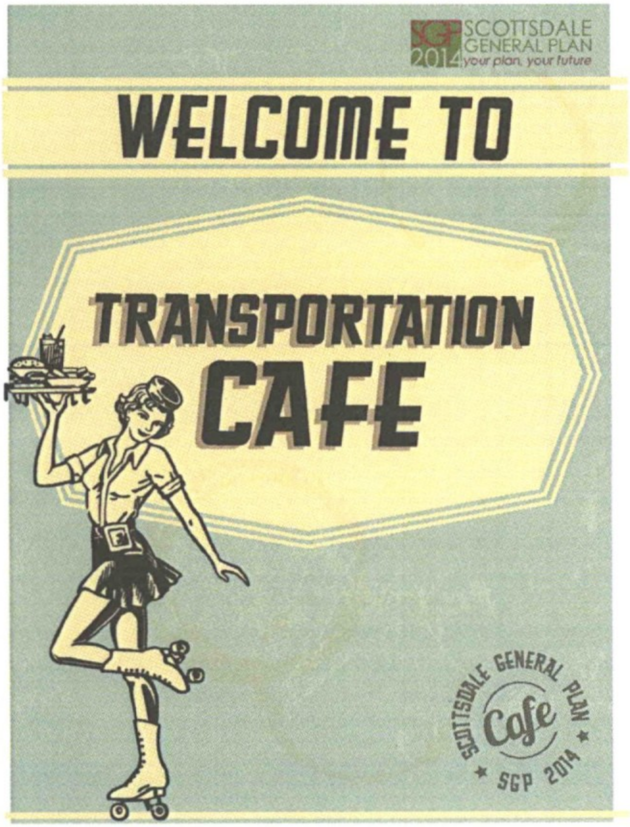
The online workshop was made available on September 24, 2013 and was closed on October 9, 2013.

Twelve (12) community members participated in the online workshop. Respondents were:

- Provided the same information as the in-person session
- Asked to respond to similar questions as the in-person attendees

SUMMARY OF FINDINGS

The following sections summarize the results of the Transportation Café Workshop, with separate sections for the in-person group discussions and online individual exercises. All of the detailed information collected from the workshops can be found in the attached appendices.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WELCOME TO
TRANSPORTATION
CAFE
SCOTTSDALE GENERAL PLAN Cafe SGP 2014

Workshop 3 Transportation Results

RESULTS OF WORKSHOP 3 IN-PERSON EXERCISES

WHERE I LIVE MAPPING RESULTS

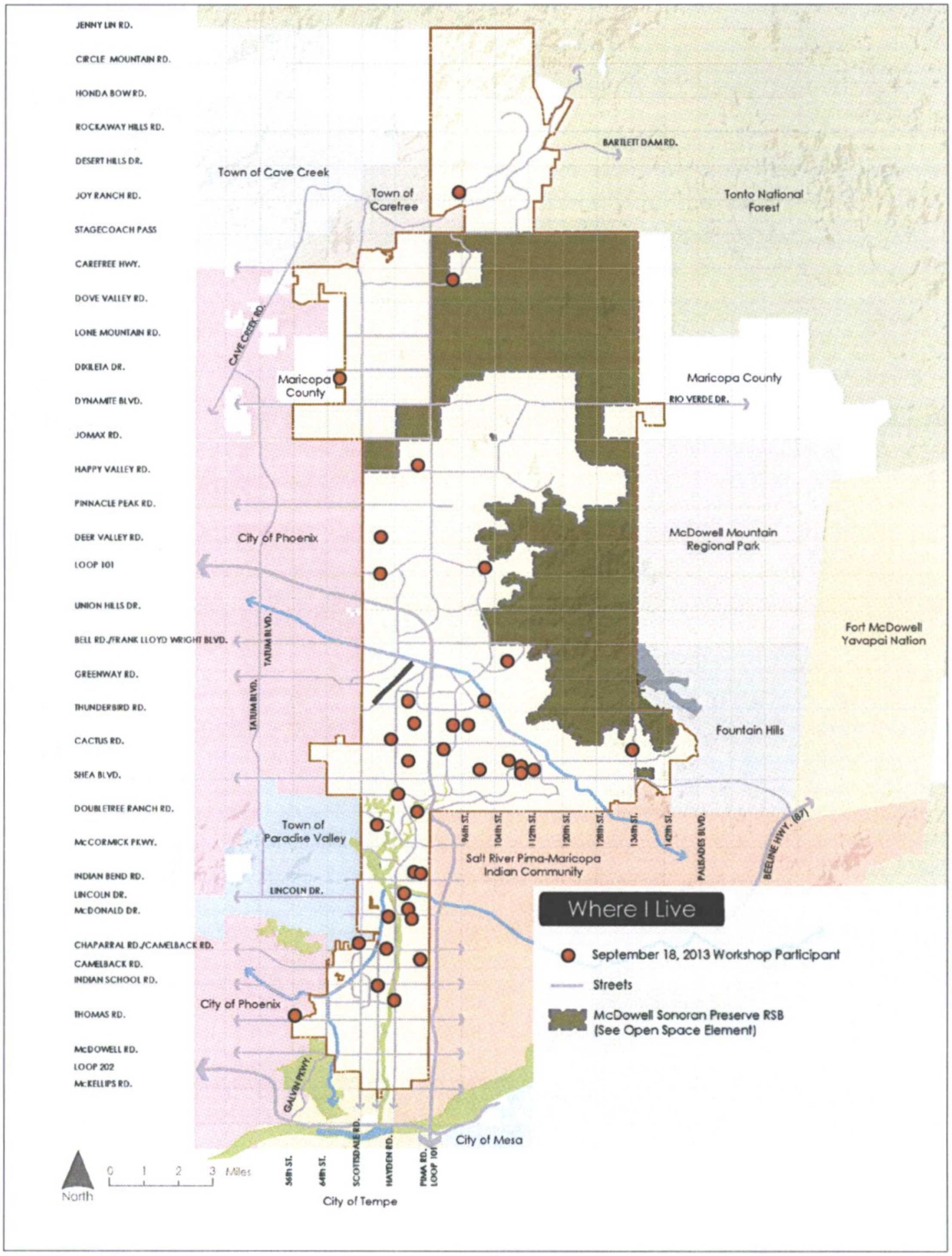
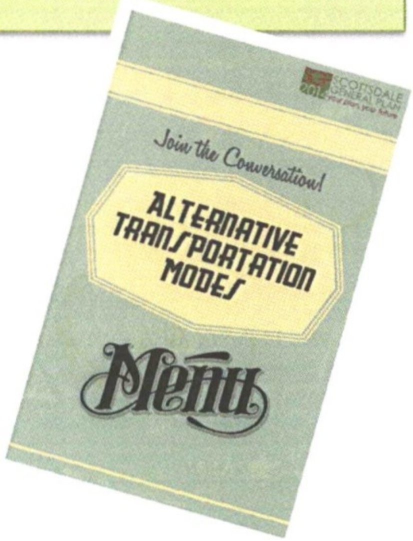


TABLE 1 TOPIC: ALTERNATIVE TRANSPORTATION MODES

Recognizing that the personal automobile may remain the most popular form of individual transportation for Scottsdale as you look ahead over the next 10 to 20 years:

- What other forms of travel will be important for the city's residents, visitors, employees and business owners?
- How can we build upon our foundation of sidewalks, paved paths, unpaved trails, canals, transit service, recreation spaces, bike lanes, neighborhood bike routes, green belts and parks to enhance connectivity (without using personal automobiles)?
- Should redevelopment and new development enhance opportunities for non-personal automobile travel?



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ALTERNATIVE TRANSPORTATION MODES

Menu

Key Themes in Responses

Suggested Modes of Travel

- Transit
  - Bus
  - Light rail
  - High capacity transit (buses)
  - Dial-a-ride
  - Local shuttles
  - People mover in Airpark and other shopping/destination areas
  - "Nature" trolley to trails
  - Shuttles at special events like Art Walk
- For-Hire Services
  - Taxi cab
  - Pedi cab
  - Public or nonprofit Super Shuttle-type service to take people where they want to go
- Bicycles and Motorized Bicycles
  - Biking
  - Rent-a-bike / bike share
  - Scooter / Vespa-type vehicle
  - Motorized / electric bicycle
- Walking
  - Walking
  - Segway
  - Underground connections from hotels to attractions
  - Extend greenbelt/greenways

- Shared Cars
    - Car share service (e.g. Zip Car)
    - Carpooling / ride share
- Golf Carts
    - Golf carts
    - Shared golf carts
- Horses
    - Horse/walking trails
    - Horse & carriage (Old Town)

How Can We Build Upon Our foundations?
Considerations

- For walking:
    - More shade
    - Add greenbelt/greenway features to streets (shade, water features, greenery)
    - Places to rest with benches, fountains, bathrooms
    - More parks, gathering places
    - Some areas are too dark to walk ("dark sky" areas)
    - Some areas lack sidewalks & curbs
    - Few neighborhoods allow people to walk/bike where they need to go
    - More crosswalks and over/underpasses for busy streets
    - Keep surfaces natural-looking, use rubberized asphalt
    - More paths like running path from Chaparral
- For biking:
    - More bike paths / separated bike lanes (e.g. expand canal path)
    - Showers and bike lockers for employees at companies
    - Bike lockers like Phoenix
    - Incentives like Maricopa County Trip Reduction Program
    - Bike share stations near bus stops, at Fashion Square, stadiums, 101 & Indian Bend, big intersections
- For buses:
    - Up-to-date arrival times (use cell phones, GPS on buses)
    - Shaded bus shelters
    - Higher frequency, stops closer to home and work
    - More information about how to find bus stops
- For light rail:
    - Connect north to south
    - Consider elevating it (good views from rail, less disturbance to roadway)
- For cabs:
    - Hard to get a cab

Redevelopment / Development Design

  - Design should provide for access by walkers, bikers, etc.
  - Integrate alternative transportation into new developments (fit into lifestyle/choices of younger generation)
- Education:
  - More information needed about travel options, routes, schedules (app, outreach at events, myscottsdale.com, information center)
  - Advertise trails
  - Up-to-date bike maps
- More connections:
  - Need to coordinate/link with Tempe, Phoenix
  - More options to connect to ASU
  - Non-auto connections to trails on Preserve, Boulders, Carefree
  - Tourist buses/vans to Grand Canyon, Tombstone

Other Comments

- Park and rides are great
- Need to share the road better
- Better signage/wayfinding
- Reduce parking and people will switch to other modes
- Different needs for different demographics, different parts of city

Group Notes

See Appendix A for full notes from the groups as they addressed the topic.

TABLE 2 TOPIC: TRAFFIC CONGESTION

Many routes of travel in Scottsdale carry traffic from other parts of the Valley and many people living in Scottsdale travel to other areas in the Valley:

- What are the most important transportation routes within the City of Scottsdale? How should the city respond to future anticipated increased demand on these routes?
- Congestion on city corridors remains a continuing concern for Scottsdale community members. How can traffic congestion be reduced in the city?
- How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?

Key Themes in Responses

Important Transit Routes

- The most commonly mentioned routes were Scottsdale Road, Hayden, Shea, 101, Frank Lloyd Wright / Bell, Pima, Thomas, Indian School, and McDowell.

Ways to Reduce Congestion & Accommodate Increased Demand

Roadway changes and planning

- Coordinated traffic signals
- Consider expanding roadways or intersections / do not expand roadways (groups had different opinions)
- Coordination with other agencies and cities
- Address bottlenecks / problem intersections
- Roundabouts
- Alternate routes
- Turn lanes
- Reduce number of signals

Traffic demand management

- Education e.g. about avoiding peak hour traffic
- Expand fiber optics [to enable working from home]
- Park and ride / carpooling
- Parking pricing

Transit and alternative transportation

- Expand transit and encourage more transit use
- Encourage other modes of transportation including bicycling

Ways to Reduce Miles Traveled in Personal Automobiles

- Public transportation
    - More buses, higher frequency, more connections
    - Education about transit
    - Consider energy sustainability (example: Tindo Solar Bus in Adelaide, Australia)
- Park & ride lots
- Bike paths/lanes
- Economics
    - Charge to park downtown
    - Price of gas
- Encourage transit-oriented development and mixed land use

Group Notes

See Appendix A for full notes from the groups as they addressed the topic.

TABLE 3 TOPIC: TRANSPORTATION INVESTMENTS

Transportation investments impact the costs of moving people and goods.
- What types of transportation investments would you suggest in the next 20 years to encourage/enhance our economy and which would have the highest priority?
- What types of transportation investments should Scottsdale make to promote and enhance tourism?
- What types of transportation investments should Scottsdale make to enhance residents' quality of life?

Join the Conversation!

TRANSPORTATION INVESTMENTS

Menu

Key Themes in Responses

Transportation Investments
- Light rail
  - Connect with other communities
  - Connect to Old Town
- Street car or trolley
- Buses
  - Mass transit corridor
  - Rapid buses / more efficient travel
  - Greater frequency
  - More comfortable rides
  - Comfortable shelters (shade, misters)
  - Electronic/smart system
- Shuttle bus (smaller, more frequent)

Tourism and Transit Connections
- Regional routes, connector routes, local system, neighborhood circulators
- Sky Harbor Airport
  - To resorts/tourist attractions
  - Park and ride
  - Circulator
- Connect workers from other parts of Valley to Scottsdale businesses
  - Serve areas with population concentrations
  - Sky Song, Tempe, Scottsdale Road, McDowell / Airport
  - Coordinate with resorts
- Park and ride lots at transit stops

Quality of Life Investments

Bicycling
- Bike paths, trails, lanes (accommodate different experience levels)
- Encourage bicycling

- Shared bike program

Walking
- Shady streets
- Pedestrian friendly areas
- Intersection safety

Education & Promotion
- Scottsdale app with travel options / routes
- Education on transportation options

Other Investments
- HOV lanes
- Golf cart paths for shopping trips
- Alternative fuels and charging stations
- Roundabouts for traffic calming
- Limit parking
- Congestion relief - overpasses, more lanes, alternative routes, arteries
- Improve signage/wayfinding

Prioritizing Investments
- Identify most important transit needs based on population and land uses
- Consider public forums
- Assist people with limited mobility / elder population
- Considerations: environmental impact, cost

Group Notes
See Appendix A for full notes from the groups as they addressed the topic.

TABLE 4 TOPIC: ACCOMMODATING DIFFERENT GENERATIONS AND ABILITIES

The travel needs, skills and opportunities of our community members vary by age or life circumstance. The 2000 and 2010 census shows a continuous increase in Scottsdale's older population. What types of transportation investments would you suggest in the next 20 years to encourage/enhance our economy and which would have the highest priority?

- Does the city support transportation needs for its older population?
- What transportation options would you suggest be considered for connecting the elderly to shopping, healthcare, and social engagement?
- Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?

Ages of Participants

20 to 30:	1 participant
30 to 40:	2 participants
40 to 50:	3 participants
50 to 60:	6 participants
60 to 70:	21 participants
70+:	7 participants

Key Themes in Responses

Transportation Needs for Older Population

Issues

- Bus service
    - Excessive bus travel time
    - Have to plan in order to take transit
    - Empty buses
    - Over 1 mile to some bus stops; buses don't go where we need to go
    - Lack of dependable information about transit access and schedule
- Low density and 31-mile length of city
- North Scottsdale– no options
- Driving at night is an issue

Transportation Options for Older Population

- Public/private shuttles
    - Mayo Clinic
    - Hotels
    - Assisted living centers
    - Shopping centers (neighborhood circulator)
    - Retirement communities
    - Subdivisions

- Connections
    - Senior Center, assisted living centers
    - South neighborhood connector
    - Library, grocery, places of worship
- Info/education on travel options and routes
    - Hotline
    - Smart phone app
    - Color coded [routes]
- Neighborhood circulators w/connections to major transportation
- Cab rides (like existing program for disabled)
- Smaller, more convenient buses
- Car sharing / electric vehicles
- Different solutions for different parts of Scottsdale

Transportation Needs for Disabled, Youth, Young Adults

Issues

- Dependability, frequency, convenience
- No system in place for teens
- Need transportation alternatives to attract young workers
- Climate makes walking harder

Suggestions

- More frequent transit service, more routes
- Connections
    - To east/west routes
    - Hospital, library, grocery, mall, bank, coffee shop
    - Regional

Group Notes

See Appendix A for full notes from the groups as they addressed the topic.

TABLE 5 TOPIC: TRANSPORTATION PRIORITIES

What are the priorities that should be provided / addressed in Scottsdale's transportation systems? Some common options are:

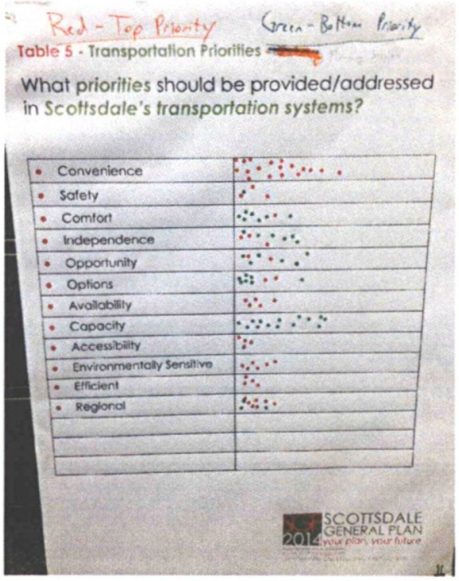
- Convenience
- Safety
- Comfort
- Independence
- Opportunity
- Options
- Availability
- Capacity
- Accessible
- Environmentally Sensitive
- Efficient
- Regional

- Are there options you would add or delete from this list?
- How would you prioritize the listed items - which would be your top two and bottom two choices?

Key Themes in Responses

Outcomes of ranking transportation system priorities
Using red dots to identify high priority and green dots to identify low priority rankings amongst participants (see below), *Convenience* was identified as the most important priority to be addressed within Scottsdale's transportation systems. Secondary priorities that were identified as being important to the transportation system included; *Regional, Options, Safety,* and *Availability*.

Conversely, of the twelve choices, *Capacity* and *Comfort* were identified as being the least important priority to be addressed within the transportation system.



Red - Top Priority   Green - Bottom Priority

Table 5 - Transportation Priorities [redacted]

What priorities should be provided/addressed in Scottsdale's transportation systems?

- Convenience
- Safety
- Comfort
- Independence
- Opportunity
- Options
- Availability
- Capacity
- Accessibility
- Environmentally Sensitive
- Efficient
- Regional

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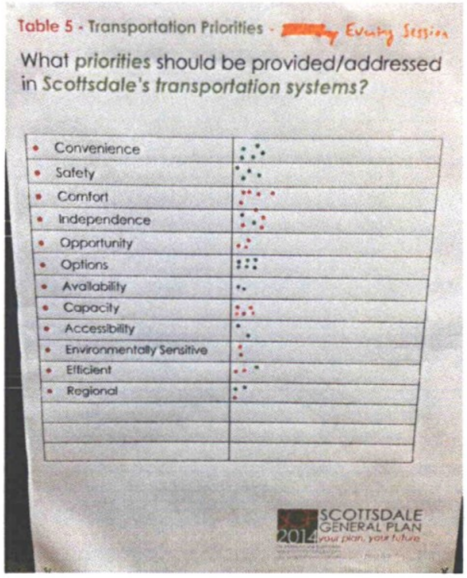

Table 5 - Transportation Priorities - [redacted] Evening Session

What priorities should be provided/addressed in Scottsdale's transportation systems?

- Convenience
- Safety
- Comfort
- Independence
- Opportunity
- Options
- Availability
- Capacity
- Accessibility
- Environmentally Sensitive
- Efficient
- Regional

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Priorities that should be provided or addressed in the transportation system

Reasoning

- Convenience
    - Incorporates all other priority options
    - Should be able to go where needed and with ease
    - Increases use of different modes of transportation
- Safety
    - All transportation systems must be safe
    - Backbone of transportation system
- Environmentally Sensitive
    - Should be important
    - Reduces heat island effect
    - Protects natural desert
    - Should consider alternative sources of energy
- Availability
    - People don't like to wait
- Options
    - There should be a choice
    - Are important to certain age groups
- Regional
    - Should interconnect with other communities/systems
    - Need non-vehicular connections to Valley amenities/locations
- Connectivity *(Added Option)*
    - Should bring people from one region to another
    - Need to connect neighborhoods to transit
- Technology *(Added Option)*
    - Important to utilize new ways of offering mobility options
    - Can be used to appease the needs of residents and visitors
- Education *(Added Option)*
    - People need to be informed
    - Difficult to know what mode/connections are available

Suggestions

- Convenience
    - Reduce the distance needed to access transit (First mile, Last mile)
    - Utilize enhancements to encourage different modes of transportation (benches, trees, etc)
    - Increase frequency and accessibility of transit, reduce wait time
    - Provide smaller buses that run more often rather than large buses that don't come as often
    - Better inform riders of transit (what, when, where)
    - Should pay for convenience
    - Provide signage that tells people how long it will walk, bike, bus from A to B

- Safety
    - Provide safe streets to encourage walking
    - Provide safe operators
    - Separate bikes from traffic
    - Provide safety education
- Environmentally Sensitive
    - Utilize asphalt that reduces heat and noise
    - Choose environmentally responsible materials
    - Provide more shade
- Availability
    - Increase frequency
- Regional
    - Provide transit that connects to Sky Harbor
- Connectivity *(Added Option)*
    - Provide light rail along Scottsdale with trolleys connecting to it
    - Provide neighborhood shuttles
- Technology *(Added Option)*
    - Create/provide an app that helps you plan a trip using transit
    - Can be used to appease the needs of residents and visitors
    - Zip cars
    - Bike rentals/bike program
- Education *(Added Option)*
    - Have neighborhood discussion to encourage use of transit
    - Have bust stops tell you what connection is coming and where it is going

Group Notes

See Appendix A for full notes from the groups as they addressed the topic.

TABLE 6 TOPIC: HIGH CAPACITY TRANSIT

High capacity transit includes many options and combinations of options such as: Bus Rapid Transit, Light Rail Transit, Modern Streetcar, and Commuter Rail.

- What forms of high capacity transit would you support for use in the city if any?
- What areas or activity centers (within the city or outside the city) do you think need to be linked to such a system?
- Would Scottsdale's image be changed by high capacity transit? If so How?
- Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

Key Themes in Responses

Supported Forms of High Capacity Transit

- Modern street car
  - Comfortable, on time, similar to downtown trolley
- Light rail? (some oppose)
  - Concerns about changing character, aesthetic impacts and cutting off neighborhoods
  - Doesn't allow flexibility for future change
- Bus Rapid Transit
  - Speed at lower cost than light rail
- Express bus (e.g. for central Scottsdale to downtown)

Other transit suggestions:

- Buses
- Shopping trolley
- Park & ride to support buses and shuttles
- Dial-a-ride cabs

Areas/Activity Centers Linked to High Capacity Transit

Destinations outside Scottsdale:

- Sky Harbor Airport
- Tempe including ASU
- Phoenix
- Other transportation systems

Destinations within Scottsdale:

- Downtown
- Resorts & tourist attractions
- Entertainment & recreation including WestWorld, arts center, ballparks, golf, zoo, botanical garden
- Retail centers including Fashion Square, Kierland Commons
- Employment centers including Airpark, Sky Song
- Medical centers & hospitals incl. Shea "cure corridor"
- Community colleges
- 101
- Grocery stores, libraries, schools

Scottsdale Road transit corridor ideas:

- Pima, McDowell, Hayden other candidates for transit corridor
- Light rail? (some oppose)
- Replace lanes with transit
- Concern about potential disruption to businesses
- Connect high-capacity to other transit (traditional bus, etc.)

Effects on Scottsdale's Image

- Modern, keeping up with the times, consistent with other resort communities
- Sophisticated, smarter
- Attract younger workforce
- Environmentally friendly, green/sustainable
- Aesthetics are concern for light rail—may not be consistent with current character

Group Notes

See Appendix A for full notes from the groups as they addressed the topic.

RESULTS OF WORKSHOP 3 ONLINE EXERCISES

There were twelve (12) participants in the online workshop. Aswith the in-person workshop, online participants were asked to respond to a series of questions that related to six (6) transportation topics; *Alternative Transportation Modes, Traffic Congestion, Transportation Investment, Accommodating Different Generations and Abilities, Transportation Priorities, High Capacity Transit*

Key Themes in Responses

Should redevelopment and new development enhance opportunities for non- personal automobile travel?

Comments/Suggestions

- Majority agreed
- Most suggested forms of non-personal automobile travel
    - enhanced bike and trolley system, followed by BRT and light rail
- Improve public transit options in the North
- Provide additional education on the existing transportation system

How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?

Comments

- Improve non-personal automobile travel options
- Provide incentives to use public transit
- Utilize ITS technology

Suggestions

- Light Rail
- Trolley
- Zip Cars
- Bike Rentals
- Park and Rides
- Traffic light synchronization, ITS
- Roundabouts
- Widen existing roads

What types of transportation investments should Scottsdale make to enhance residents' quality of life?

Comments/Suggestions

- Bike rentals
- Zip cars
- Connect Scottsdale with Sky Harbor and Downtown Phoenix
- Additional Bike Paths

- High speed rail/light rail
- Widen existing roads
- Additional buses, trolley, and shuttles
- Connect mass transit system to surrounding communities
- Keep traffic under control

Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?

Comments
- Majority disagreed

Suggestions
- Need more trolley, bus and shuttle routes and increase frequency
- Dial-a-ride (handicap, seniors)
- Better connectivity to North

How would you prioritize the listed items – which would be your top two and bottom two choices?

Most frequent Top priorities
- Availability, safety, convenience, connectivity, regional, accessible

Most frequent Bottom priorities
- Independence, opportunity, capacity, environmentally sensitive, comfort

Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

Comments/Suggestions
- Majority agreed
- Most suggested forms of high capacity transit
    - Buses/BRT
    - Trolley
    - Light rail

Note: See Appendix B for more details regarding each individual response.

CONCLUSION

The in-person and online café workshops allowed approximately fifty nine (59) participants to answer questions about Transportation in Scottsdale. This process helped to identify community priorities, ideas and concerns around transportation in order to inform the General Plan 2014 process.

To enhance the workshop experience for future outreach events, staff surveyed the in-person attendees with eleven (11) people participating in the survey. Overall, the majority of respondents indicated that the "Café" style format was enjoyable, provided a relaxed atmosphere and gave all participants an equal opportunity to share their thoughts. The most common manner in which attendees learned of the workshop was by email, followed by a community or group organization and a friend or neighbor. Suggestions for improvement of future workshops included, providing more detailed information during the presentation to help inform the group discussions, improve the transition from table to table, begin the evening workshop later, show the workshop on public TV, and enhance public notice. All of the survey respondents' observations are available in Appendix C.

Through workshops such as this, the ongoing public outreach will continue to engage the community as part of the 2014 General Plan process thus ensuring a community based plan is created for Scottsdale.

APPENDIX A: Group Notes from In-Person Workshop

The following notes are transcribed from flipcharts on which staff members recorded comments from the groups at the in-person workshop. Notes are organized by discussion topic.

ALTERNATIVE MODES OF TRANSPORTATION | Table Discussion

#1. What other forms of travel will be important for the city's residents, visitors, employees and business owners?

#2. How can we build upon our foundation of sidewalks, paved paths, unpaved trails, canals, transit service, recreation spaces, bike lanes, neighborhood bike routes, green belts and parks to enhance connectivity without using personal automobiles?

#3. Should redevelopment and new development enhance opportunities for non-personal automobile travel?

GROUP 1 -AM

#1

What we have used and are important:

- Bus
- Bike
- Light rail
- Dial-a-ride
- Walk
- High capacity vehicles (buses)

Other forms:

- Pedi cabs
- Rent-a-bike (see Phoenix, New York)
- Bike-car sharing programs
- Scooters/Vespas
- Walk
- Segways
- Motorized bikes

#2

- Comes with ramifications such as sharing roads with cars and their speeds
- Need to learn to work together (better bike lanes)

- Some people aren't trained to use the scooters/Vespas
- Some areas are too dark to walk ("dark sky" areas)
- Time schedules
  - When/time of next arrival
  - Other cities have phone number at specific stop, GPS so we know when it will arrive
- Shelter from the sun at various stops
- How do we connect to other cities?
- How much does Scottsdale coordinate with surrounding cities/linking with Tempe/Phoenix?
  - Interconnecting with cities is important
- How effective are we in connecting with the senior centers and in aiding people to get to them?
- Communicating our transportation options to our citizens is important as many people may not know of certain options
  - Do we have a bike map?
    - Yes but it is updated regularly?

#3

- Re-development
  - Not just cars but how can walkers, bikers, etc. get into shopping areas, etc.

GROUP 2 -AM

#1

- Bikes/Bike lanes
- Light Rail
- Buses
- Bike/Car sharing
- Segways
- Walking
- Motorized bikes

#2

- Greenbelt is a great asset
  - Shade
  - Water features
  - Greenery
  - Add these to the streets, makes it more comfortable to see or drive
- Add benches, fountains, etc. so people have a place to stop and get refreshed.
- Add bathrooms to help get refreshed.
- Frequency of buses coming by, stops close to work, home make riding the bus better.
- Now people don't know where the closest stops to their homes are.
  - If stops aren't close enough, it may not be worth taking a bus.
- Park and rides are great
  - Gets people off the road
  - Time to relax
- Walking
  - Trails good for those who are downtown but not so much for other areas.
  - Not enough shade along the walkways.

  - More "greenway" type areas throughout the city
  - There are dirt paths along Hayden/Miller (north of the 101)
    - Where do they lead to?
    - Are they sanctioned paths?
- Biking
  - Phoenix has bike lockers
- As a visitor, if you didn't have a car, how easy is it to get around?
  - Impossible
  - Exact opposite in New York City, you don't dream of going to NYC with a car, but here you wouldn't think of coming without one.
  - Baby Boomers want a car, young groups don't want to have a car
  - People from Chicago/NY aren't used to the fact that it's not like the city they came from.

GROUP 3 -AM

#1

- Unequal demographics require unequal things
  - Light rail is not necessarily the answer because it doesn't meet everyone's needs
  - Unequal needs for unequal parts of the city
  - Suggest Super Shuttle run by city/non-profit, just to take anyone to anyplace in the city (for example: grocery shopping)

#2

- People have never used something other than their car.
- Biking/carpooling/share-a-car
  - Offer incentives to get people to bike (Maricopa County offers Trip Reduction Program)
  - Companies offer showers for bikers
- Sometimes the time it takes to take the public transportation is not worth it (ex: 30 minutes but you only need to go 2 ½ miles)
- Like the idea of having alternative options
- Only one of the 4 people in this group knows where the closest bus stop is
  - Where can you even get maps?
- We need to look at high capacity transit, even if it's just to link us to other cities

#3

- As a tourist, what is the viewpoint
  - Signage getting people to Scottsdale is limited

GROUP 4 -AM

#1

- Bus, bike, walk, motorized bikes/scooters, cabs (but these are pricey), subways, rent-a-car/bike (pickup at one place and drop off at another)
- Greenbelt is wonderful
- We need more dedicated bike paths vs. bike lanes
- Europe has more available to non-vehicles
- Bike share places could be near the bus stops to help facilitate
- Encourage businesses to have showers and bike lockers
- Sky Song to ASU-> #72 bus only has 2 stops on campus so most still need to drive (but Sky Song is working as an option)

#2

- Is Scottsdale conducive to linking around other cities/within the city?
    - No. We should have light rail.
- There is value in being able to connect to ASU/Phoenix but no options other than your car
- What will make it easier/more desirable to walk?
    - More shade is needed
    - Curbs/sidewalks aren't in all areas
    - Cars & pedestrians don't mesh well
    - More places to rest/stop, have benches
- Walking 2 miles is not fun, nothing to look at, relax, too hot, but in Europe or other cities, walking 2 miles is nothing.
- Very few forms of integrated neighborhoods to allow for people to walk/bike where they need to.

GROUP 5 -AM

#1

- Bikes
- Golf carts
- Scooters
    - Create paths to accommodate these
    - Safety is a factor people do not want to bike of some of the streets
- WE have the modes but how efficient are they?
    - Add more shade trees for walking
    - No inter-connectivity (like there is in San Francisco)
- Taxi cabs
- We have a need for more localized transportation
    - Some hotels offer transportation
- Offer incentives for people to take other transportation
    - Dial-a-ride is not always efficient
- Local accessibility
    - Over/underpasses to get to shopping complexes across busy streets
- The Netherlands have bike lanes separated from car lanes by a small curb (helps safety factor)

#2

- Is it viable/comfortable to walk in your area?
    - Some areas better than others
    - Add more crosswalks along major streets
- What would enhance our transportation needs?
    - Enhance the bus system, increase the connectivity to other cities
    - More benches/rest stops for walkers to stop and get refreshed
    - Moving areas away from the streets
- Who has used other options?
    - Super Shuttle
    - Bus #81 once, it was not efficient, time conducive
    - Rode public transit system elsewhere but never here

  - Current transit system, it was faster for him to drive a car then take the bus (time spent on transit system not worth it)
  - Shuttles to local areas would be nice
  - But we never hear tourist complaining

GROUP 6 -AM

#1

- What are the forms that the city should plan/provide for?
  - Light rail
    - We need to beef up everything but add it to get from North to South
    - Consider elevating it so it doesn't disturb current structures, provides a "mountain range" feeling, ability to view landscaping around) wouldn't disturb Scottsdale road but rather enhances activity along it
    - Uniqueness of it-capitalize on it
  - Cabs
    - People want to get to places
    - Hard to get a cab
  - Electric cars (not as a "shuttle"0 we want to be unique and marketable, something unequal from the norm
  - Park and ride
  - The needs of the various areas of the city and unequal. Don't want/need light rail way up north
  - Ride share

#2

- What can we do better?
  - Bike stations
    - When weather is cooler, we now have an increase in people
  - Horse/walking trails
  - Eliminate more asphalt and get back to natural
- How easy is it to walk?
  - Some areas are more spread out
  - Environments are unequal
  - Some are good for walking for beauty areas, some are paved so it's good for exercising/accessibility
- Tourists have an unequal perception
  - Not bothered by heat
- People should make use of canals like Amsterdam, our canals are wide enough
- Get shaded bus stops
- Educate the populace about the routes, schedules & even options available
  - How do we communicate this?
    - Use our annual events to promote
- Scottsdale needs to get their own app such as San Francisco's BART's system
- Beef up "myscottsdale.com"
- Build an information center

GROUP 1 -PM

#1 thru #3

- Advertising information on trails
- Yes walking and biking
- Shower facilities at office or near office
- Bike center-lockers, showers
- Bike share-easy, low-cost, convenient, good for tourists too
  - Hubs-Fashion Square
  - Stadiums
  - 101 & Indian Bend
  - Bigger intersections
- Signage-way finding/directional
- Horse & carriages-Old Town
- People mover in airpark, other shopping/destination areas
  - Inviting, easy to cross bigger streets
- Underground system for hotels to attractions-avoid the heat, on own schedule
- Need non-auto connection to trails on Preserve, the Boulders, Carefree
  - Trails, transit
  - "Nature" trolley
- Indian Bend Wash Greenbelt to Zoo, etc.
- Buses/vans to outside tourist attractions
  - Grand Canyon
  - Tombstone
  - Influence tourist decisions
- Require office buildings to include showers and bike racks
- Trade parking for bike paths
- Downside-transit to hubs pulls business away from local merchants not in the hubs
  - Signage, awareness
- Special events like Art Walk-too many cars, not enough parking
  - Shuttle education/advertising

GROUP 2 -PM

#1 thru #3

- Keeping surfaces natural looking
- Rubberized asphalt-like to see more
- Master planned communities with integrated sidewalks, paths, amenities
  - Scottsdale exemplifies this
  - Secure, comfortable
- Neighborhoods without sidewalks-like character, share roadway
  - Would like to see dedicated bike paths
- Keep as many options as possible
- Connections to nature/trails but have resorts & shopping
- More bike paths
  - Higher property values
  - Lower crime-more eyes
  - Neighborhood building/creating community
- Canal from Chaparral to Greenbelt, expand bike path

- Connections to other cities
- More parks, gathering places
- Running path from Chaparral, need more like this
- Integrate character areas into one mosaic

GROUP 3 -PM

#1 thru #3

- Car rental in Scottsdale
    - Bring tourists to Scottsdale
    - Shared cars/zip cars
    - Tourists moving around small & longer trips
- Golf carts/shared golf carts
- Bicycles
    - Bike lanes, bike paths, bike share
    - Address Safety concerns
    - Improvements in South/Downtown Scottsdale
    - East/West connectivity needed
    - Fill in the gap
    - Education/Encouragement needed, enforcement
- Include alternate transportation as a distinct part of new developments
    - Fit into lifestyle/choices of younger generation
- Reduce parking, people will switch to other modes
- Valet parking-why taking public parking space?
- Consider maintenance costs

ALTERNATIVE MODES OF TRANSPORTATION | Placemat Comments

What other forms of travel will be important for the city's residents, visitors, employees and business owners?

Light Rail should be extended from ASU to Downtown Scottsdale, along Scottsdale Road
Bike paths, rubberized asphalt
Bike paths are good

How can we build upon our foundation of sidewalks, paved paths, unpaved trails, canals, transit service, recreation spaces, bike lanes, neighborhood bike routes, green belts and parks to enhance connectivity without using personal automobiles?

Provide as much shade as possible.
We should have a variety of non-auto transportation modes.
Pave paths and plant trees along the canal banks.
We are open and natural spaces are around us, we don't want to become a Metropolitan city, stay just as we are.

More soccer fields like they have at Princess Drive/Bell & Hayden.

Should redevelopment and new development enhance opportunities for non-personal automobile travel?

Absolutely light rail along Scottsdale road will stimulate redevelopment of that corridor.
Bike storage at businesses.

TRAFFIC CONGESTION | Table Discussion

Group 1 -AM

Routes:

North/South Scottsdale Road
North/South Hayden
North/South Pima
North/South Shea

East/West Indian School
East/West Bell/Frank Lloyd Wright
East/West Thomas
East/West McDowell

Respond to increase demand/volume:

- Signal coordination on major Arteries/signal timing
- Traffic Management
- Coordination with other agencies (ADOT)
- Increase fiber optic system
- Reduce number of signals/plan signal locations
- Right hand turn lanes/roundabouts
- Road widening can be considered as an act

Reduce miles traveled:

- More park & rides
- More bike paths or lanes
- More public transportation options
- Community carpool
- Maybe place pedestrian paths in place of roads in more urban areas (i.e. Old Town)

Group 2 -AM

Routes:

North/South Scottsdale Road
North/South Hayden
101
North/South Pima

East/West Shea
East/West Cactus
East/West Frank Lloyd Wright/Bell
East/West Thomas
East/West Indian School
East/West Camelback

How to respond to congestion:

- Roundabouts
- Signal timing, traffic management, fiber optics expand system
- High congestion fees
- Turn lanes (like flashing yellow)
- Coordination with adjacent cities/agencies
- Look at alternative routes
- Improve bottleneck locations
- Consider expanding key roadways

Reduce miles traveled:

- Increase bus system/GPS on buses
- More information on system/educate of system
- Business incentives for TECCOM
- Park & ride with bikes and cars
- Charge to park in downtown
- TOD Development/land use planning

<u>Group 3 -AM</u>

Routes:

Scottsdale
101
Shea
Pima
Hayden
Thomas

Camelback
Frank Lloyd Wright
Greenway
Lincoln
Indian School
McDowell

Respond to further development:

- Mass transit (light rail, bus)
- Improve frequency of mass transit system/routes
- Coordination with agencies/cities transportation systems

- Park & ride
- Consider bike access to park & ride

Reduce congestion:

- Signal timing/coordination/ITS
- Be a leader in traffic management
- Education on bus
- Roads are good no need to expand
- Coordinate left arrow (lead/lag time)

Incentives:

- Shade
- Convenience

Group 4 -AM

Routes:
Scottsdale
Pima
101
Via Linda
Airpark area intersections
Hayden
Raintree

Respond to congestion:

- Should not widen roads
- Focus should increases mass transit options
- Educate on peak congestion times
- Signage/way finding
- Alternate routes are important
- Re-design problem intersections
- Merging lanes/over-underpasses
- Look at more transportation options than just high capacity

Reduce congestion:

- Educate/awareness
- Promote alternate routes from major roadways/construction routes

Incentives:

- Increase frequency of mass transit
- Energy/sustainable system

Group 5 -AM

Routes:

Scottsdale
Hayden
Pima
Indian Bend
Shea
McDowell
Thomas
Indian School

Respond to congestions:

- Signal timing
- Improve intersections with right turn lane
- Public transportation options
- Discourage vehicle travel by charging for parking, direct funds to mass transit
- Connect employment centers
- Increase frequency of public transit routes
- Increase the number of routes-use primary routes with smaller connector routes
- Education system to inform residents-website/phone system

Reduce Congestion:

- Provide options for bike lanes
- Designated HOV lanes on surface streets
- Park & rides
- Incentives

Group 6 -AM

Routes:

Scottsdale
101
Hayden
202
Chaparral
Shea
McDowell

Respond to congestion:

- Not much of a problem unless you travel on the 101
- Signal timing/Traffic management
- Signage to inform speed limit of timed signals
- Signal spacing
- Mass transit
- Encourage alternate routes-provide incentive to use alternate modes of transit
- Bike or car share system

Reduce congestion:

- Roundabouts
- Increase public education of an alternate improvement to system (roundabouts, transit)
- Protected right turn lanes
- Dedicate merge lanes
- Longer deceleration lanes
- Reduce number of signalized intersections, maybe reduce turning movement
- Don't turn downtown to one say roads
- Spread out services

<u>Group 1 -PM</u>

Routes:

Scottsdale
Hayden
Shea
101
Thomas

Respond to congestion, Reduce congestion:

- Synchronize lights to speed limit, east/west

- Current Demand
    a. More frequent neighborhood connections, incentivize alternate forms of transportation
        i. Bicycle ridership
        ii. Bus ridership
- Safety
    b. Economics
    c. Reduction in parking
    d. Pay for parking
    e. Difference between afterhours vs. business hours
    f. Adding lanes not necessary, the best options in promoting? Growth
    g. "Tindo" bus-Australia?
        i. No emissions
        ii. Solar bus
        iii. 25 mile range

<u>Group 2 -PM</u>

Routes:

Scottsdale
Hayden
Shea
101
Thomas

Respond to congestion, Reduce congestion:

- I-101 is a means of activating? Local traffic by expanding lanes of traffic/light rail
    - Increase public transportation options
    - Incentives to using public transportation
    - Circumvention? To destination nodes
- Congestion today
    a. Ride sharing
    b. Shuttles
    c. Signal synchronization

2. Base? Price of gas
   Advertise?
   Convenience

<u>Group 3 -PM</u>

Routes:

Shea
Ind. School
Frank Lloyd Wright/Bell
101
Scottsdale
Hayden/Miller

Respond to congestion, Reduce congestion:

- Airpark
    - Transit planning meetings (i.e. roundabouts)
    - Do <u>NOT</u> expand/widen existing roadways
    - Promote alternative transportation options
    - Existing roadway infrastructure should provide safe travel on a parallel roadway
    - Attract support from younger population
- Reduce all driving
    - Need regional connections

- Node connections, ASU, airport, SCOLE?
- Target-shorter trip system
- Price of gas
- One stop shopping, mix of land uses, create a means to reduce miles

TRAFFIC CONGESTION | Placemat Comments

What are the most important transportation routes within the City of Scottsdale? How should the city respond to future anticipated increased demand of these routes?

Coordinate with State on control of traffic lights where applicable.
Shea, Scottsdale Road, 101, Airpark
Shea, Bell, Hayden, Pima, Airpark biggest issue
Scottsdale Road, Frank Lloyd Wright, Shea, 101, Hayden

Congestion on city corridors remains a continuing concern for Scottsdale community members. How can traffic congestion be reduced in the city?

One-way streets
Don't build more roads, don't expand

How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?

Park & Rides
One stop shopping, mail box at Library, study small trips

TRANSPORTATION INVESTMENTS | Table Discussion (AM)

What types of transportation investments would you suggest in the next 20 years to encourage/enhance our economy and which would have the highest priority?

What types of transportation investments should Scottsdale make to promote and enhance tourism?

What types of transportation investments should Scottsdale make to enhance residents' quality of life?

- Participate in Light Rail

  - Missed opportunity?
- Invest in high-capacity transit and connectivity
  - Rapid buses
  - Modern street car
- Encourage biking and more connecting bike paths
- Shuttle bus plus part and ride
  - Size buses (12 seaters) - Small busses
  - More frequent (15 minute or less)
  - Bike paths encourage biking more than bike lanes
- Limit parking to force bus/transit
- Frequency of bus important. Need greater frequency and efficiency
- Marketing Scottsdale needs
  - Good transport of workers in
- Focus on Mass Transit
  - Connect light rail, alternative transportation
- Connect Sky Harbor Airport to all resorts/tourist attractions
  - Scottsdale Corridor and airport employees (employees)
  - Rail system/street car
- Connect employees from other parts of valley to employment
- Comfortable transit (bouncy not good)
- Connect with other communities that have light rail
  - N/S artery
  - I.D. part ride connections
- Any north-south light rail and east/west trolley connections
- Multi-generational transit
  - Rail – trolley
- Cost and investment in transit is ability to participate
- Connector routes with population concentration
- Walkable city streets (shade)
  - Bike-able city
- Integrated System
  - Park/ride
  - Light rail
  - Shuttles
  - Tourists
  - Residents
  - Employees
- With continuous service including
  - Comfortable shelters

  - Shade
  - Misters
  - Frequent stops
  - Consistent frequency
  - Smart system (electronic)
  - Long term investment (50 yrs)
  - Proactive ROW acquisition
  - Long term spending planning
- Bus system frequency
- Connectivity North/South to East/West
  - Regional routes
  - Connector routes
  - Local system
  - Put routes in logical place where people need to go
- Add round-abouts where there is high traffic
  - Slow traffic; makes safe
  - Invest in signs for round-abouts
- Invest in bike lanes, frequent transportation for short trips (talking seniors)
  - Shuttles, mini-vans (smaller vehicles)
  - Big bus don't work
  - Golf carts for to/from trips – Provide facilities or paths & routes for these (shopping trips)
- HOV, nonstop travel
- Light Rail
- North/south artery
- Connect through Carefree/Cave Creek, Tempe
- East/West airport /101
- Elevated light rail/monorail with multifunction
- Investment incentives needed for rail – it is costly
- Work force arrive/depart via rail
- Must act on rail or face decline in employment/work force
- Rectify congested areas
  - Over passes
  - More lanes
  - Alternative routes
- Technology cutting edge
  - Light rail
  - World connecting
- Educate pop..... on available transportation
- Park & Ride investment

- Plan 1st then decide where to invest
- Questions about broader
  - Scope (but focus is on transportation)
  - Age group needs
  - Education needs
  - What are transportations options
- ID most important needs 1st
- Consider public forums to discuss what people want from transportation
- Identify concentration /where people are, who needs transit (N may not)
- Address growth locations with arteries
  - Reduce density to resolve transportation issues
- Connect OLD TOWN with light rail (where it is), specifically trolley option from/to Old Town (airport – tourist connection and other)
- Consider high-capacity transit
- Where connect?
  - Sky song, Tempe, Scottsdale Rd
  - McDowell Rd/Airport
- Keep what we have in good shape
- Use technology
- Need options of transportation at airport
  - 101 park/ride
  - Circulator
  - Figure out other way to move people around airport
  - Leave Scottsdale Rd as is
- Expand transportation to other areas of valley and state and Sky Harbor
- Need north/south arterial rail with feeders
- Bus – Rapid Transit BRT (true) with dedicated ROW
  - Cue jump lanes
  - Light prioritization
- Additional routes
  - Begin with park & rides then BRT to circulator routes
  - FLW /Bell BRT and add with circulators on airport
  - Wifi
  -

TRANSPORTATION INVESTMENTS | Table Discussion (PM)

- 20 Year Timeline
  - Charging stations to respond to electric cars and sustainability
  - Diesel fuel options in neighborhood

  - Light rail to downtown and airport. If not light rail need to create a mass transit corridor
  - Make a decision on what type of mass transit in the city
  - Develop regional connectivity
  - Maintain clean quality of life. Spend money on data analysis of population vs. demand
- Improve Quality of Life
  - Expand trolley system/neighborhood circulators
  - Avoid light rail
  - Assist elder population/limited mobility
  - Develop an integrated system
  - Expand CAP connection
  - Shared bike program
  - Improve diversity of land uses, mixed use, TOD, need access to daily needs
  - Bike trails/paths/lanes to consider all experience levels
  - Not more roads/no widening of roads
  - Light rail/focus on Scottsdale Road the spine road through City
  - If not light rail some type of high capacity
  - Consider neighborhood circulator shuttles for tourism
  - Create a Scottsdale app that provides travel options/routes from current location
  - Connectivity for all age groups to needed services
  - Environmentally compatible
  - Tindo system in AUS.
  - Consider cost/be fiscally responsible
  - Tax increases
  - Bike paths & pedestrian friendly areas
  - Focus on largest populations. Don't focus on money towards small minority populations
  - Invest in more intersection safety technology for pedestrians
  - More enhanced coordination with resorts on mobility options
  - Improve signage/wayfinding for driving
  - Offer education classes on navigating transportation system/options

Accommodating Different Generations and Abilities | Table Discussion

#1. Does the city support transportation needs for its older population?

#2. What transportation options would you suggest be considered for connecting the elderly to shopping, healthcare, and social engagement?

#3. Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?

Age Group 1:

30 to 40 – 1

40 to 50 – 3

- #1
  - Empty buses – not being used max
  - Regionality/connections
  - Bus time travel excessive
  - Solution: work with business – ex. Mayo
  - Who pays for it?
- #2
  - Private/public partnership to provide options
  - New ideas to accommodate mass public
  - Losing economic gain
  - Have to have car in Scottsdale
  - Finding out where senior population lives
  - South-neighborhood connector important
  - Senior center connection important
- #3
  - Young adults utilize more transportation options
  - Add basic service to transportation options
  - Routes
  - Frequency – need much more frequency of stops
  - Lack of coordination to east/west routes
  - Hospital, library, grocery, bank – coffee shop
  - Senior center – important destinations

Age Group 2:

60 to 70 – 3

70+ – 1

- #1
  - Older population – overall no cab rides
  - Hotline solution to education
  - Alternative forms used by group
  - Cab ride used – disabled
  - Good program
  - Problems – public awareness of system
  - Efficiency of system

  - Need smaller buses 12 to 14 convenience factor
  - Bus always empty
  - Solutions
  - Car swapping/electric vehicles
  - New technology
  - So far out: over 1 mile to bus stop. How do you get to bus stop?
- #2
  - Access, scheduling, information not dependable
  - Disincentive for driving – limit parking
  - Replace with attractive options
  - Shuttle services – hotels
  - ○ 31 miles long – unique land mass
  - Low density
  - Limits options
  - Different solutions for parts of city
  - Services needed as age
  - Driving at night issue
  - Library, grocery, places of worship
- #3
  - Everybody needs not being met
  - South area – youth use transportation
  - North cab voucher but no Dial-a-Ride
  - No system in place for teens
  - Small electric buses running frequency
  - Expensive but worth it

Age Group 3:

20 to 30 – 1
50 to 60 – 3
60+ - 1

- #1
  - yes form used
  - Limitations – convenience, time have to plan
  - Don't go where need to go
  - Retired less structure n lifestyle not convenient
  - Elderly – cab connection Scottsdale too far out for buses to work
  - No idea of transportation option
- #2
  - Cab Program

  - Help people living in assisted centers
  - Most centers provide own transportation
  - Neighborhood circulator important
  - Public system needs more demand to increase frequency
  - Smaller buses shopping centers
- #3
  - Need transportation alternatives to attract
  - Connect to areas outside Scottsdale
  - Interconnections important
  - Regional connections

Age Group 4:

60+ - 1

70 - 1

- #1
  - Advocate of some form of mass transit
  - Regional Connections lacking
  - Alternative forms used – yes
  - Bike – Leisure & Travel
  - Need more info on bus routes – educate
  - North – no options provide Carefree alignment
  - What would it be/ how it works?
  - Frequency, efficiency, dependability
  - Options may change character North
- #2
  - Convenient Shuttles
  - Different options for parts of city
  - Service centralized to denser areas
  - Urbanize areas
  - Retirement Community – feed to centralized area
- #3
  - Dependability, frequency
  - Not exposed to this issue
  - Regional connection important
  - Grocery, malls, library, errands, hospitals
  - City provide incentive retirement communities
  - Provide shuttles

Age Group 5:

60 to 70 - 3

70+ – 2

- #1
  - yes cab
  - Need more info on existing programs
  - Available education
  - Basic need grocery, doctors
- #2
  - Community van in subdivision or community trolley connections. Important in North area schedule, don't have a good system now
  - Climate – dictates options walking harder
  - Options take into account time of year
  - East/west arterial connections
  - Neighborhood connection to major transportation
- #3
  - No for younger population
  - Not convenient to take bus
  - Hayden/McDonald – trolley certain months not used
  - Distance from options important
  - Physical capability important in option
  - Smart phone app – all routes and other options
  - Using technology to educate at service station
  - Use multiple types of transportation
  - Color code

<u>Group 6 -AM:</u>

Age

50 to 60 - 1

60 to 70 - 3

70+ – 1

- #1
  - Need info on options
    - Options as age move out of Scottsdale
    - Convenience issue, golf cart friendly community
    - Provide off-street transportation
    - Provide paths through open space areas
    - Provide subsidized transportation for patients to/from hospital
- #2
  - Older neighborhoods close to shopping expand trolley

  - Drop off area to connect to transportation outside city
  - North of Dynamite older population rely on other neighbors
  - Driverless cars
  - Connection using HOA's
- #3
  - No, more for disable and youth
  - Need to provide geographically specific services
    - No services provided north of 101
    - Get around on horses

<u>Group 1 -PM:</u>

Age

60 to 70 - 3

70+ – 1

- #1
  - Utilize bicycle, trolley, and some not all
  - Better and more frequent options would permit for more use of public transportation
  - Want to be able to utilize car for as long as possible
  - Dependent of location within City
  - Frequency and dependability of transit is an issue
  - Why utilize car for ½ mile drive, if it's safe to take a bike or walk
    - Utilize options that can be consistent/reliable
- #2
  - Rideshare, smaller vehicles "modified taxies"
  - Apps, Cab service
  - 3-mile radius for close needs
- #3
  - Not enough shade, amenities for those who wait for/utilize public transit
  - Safety for those who utilize public transit
    - Shade
    - Lighting
    - phones
  - Scottsdale app for ridesharing
  - E/W connections aren't possible and don't have simple connections/options with N/S connectivity
  - Plan public transportation for the 12-month user
  - Better education for elderly options
    - Dial a ride

Group 2 -PM:

Age

30 to 40 - 1

50 to 60 - 1

60 to 70 - 4

70+ – 1

- #1
  - Seminars/education when transition from driving to not being able to drive
  - Make transit routes understandable
    - Accessible information
    - Online
    - Mailing/Water bills
  - Convenience would spur alternative use
    - Showers for bikers
  - Heat can dissuade other options
  - Bike sharing
    - Don't have to own bike
  - Possibly have alternative bikes for the disabled
  - More transit options and education
    - Seasonal options
    - People movers for those that have trouble walking
- #2
  - Connections to major healthcare facilities
  - Independence
  - Renting a car is difficult
  - More tourist options/seasonal options
- #3
  - Not a lot of options in general
  - No direct routes for popular destinations
    - Frequency /convenience
  - Access options
    - Looping mode that touches major hospitals
  - Not enough neighborhood circulators in the north
  - Trolley is aesthetically pleasing
  - Long distance looping trolley
    - Several that overlap/connect would allow the citywide connections
  - Increasing taxes for more services may be a good thing
  - E/W connections are lacking
  - Medical transportation routes are needed

Group 3 -PM:

Age

50 to 60 - 1

60 to 70 - 2

- #1
  - Bike, trolley, walk regional public transportation
  - Utilize bike for short 5mile trips
  - Utilize alternate transportation for work, entertainment, errands
  - Privately run ridesharing has been helpful
  - Heat plays a factor for biking
  - Dial a ride
  - Senior center bus connectors
  - No options in the north for those who cannot drive
  - Must be sustainable system
    - Financially
    - Environmentally
- #2
  - Different systems that are community based
- #3
  - Dial a ride needs to be regionally connected
    - Other options need this as well
  - Trolley type service is very beneficial to the youth
    - But no service in the north
  - Better options for youth
  - From north youth must be driven to south
  - Providing options for youth will keep them from moving away
    - Portland is more enticing

TRANSPORTATION PRIORITIES | Table Discussion

Group 1 -AM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Independence – People shouldn't be "trapped" in their home.
- Regional – Interconnected-ness with other communities

- Convenience – Incorporates all of the other ideas
- New Effectiveness – in terms of transfers/efficiency
- How do we support our residents? Accommodate
- Fix effectiveness of downtown connectivity
  - 2 targeted audiences with different needs to residents vs. visitors.
- Convenience?
  - We have a population of 217,000 and only 7,000 utilize transit
  - Density in various areas can limit transit options/connections
- Environmentally Sensitive/Aesthetic
  - Should be important
  - Heat island effect reduction
  - Construction materials
  - Shade aspect
  - Asphalt that reduces heat/noise
- New Affordability
  - No just cost to riders, but long term investment
- Safety
  - Always key to backbone of transportation
  - Safe streets
  - Safe operators
- Convenience – ease to get to and from
  - Auto
  - Bicycling
- Walkability/Convenience
  - Shouldn't have to walk 2 miles to reach a bus stop
- Accessibility
  - 15 minute drive vs. 90 minute bus ride
- Frequency/Connectivity
- Regional – need connections to the greater valley

Group 2 -AM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Availability/Frequency
  - If it's on-time, efficient and reliable, transit is a viable option
- Delivery/Technology – utilize new ways of offering transit/mobility options
  - Zip car

  - Bike rental/store
  - Smaller transit fleet
  - Bike program/connectors
- Way finding – Serving the local population and visitors alike. How long will it take me to get from A to B?
  - By bus
  - By bike
  - By walking
- Environmentally Sensitive – through technology
- Economics – City becomes more enticing through every improvement we make.
  - Trolley
  - High capacity transit
- Convenience – I can always go where I want to go and get there easily
  - Taking the bus is not convenient
  - Doubles commute time
  - Sit in heat waiting
- Environmentally Sensitive
  - Protect natural desert
- Opportunity
  - There should be a choice of options
  - Creates independence
- Regional – Connections to Sky Harbor and regional locations
  - Switching is inconvenient
- Options – As we age, options become more important

Group 3 -AM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Information/Education – it's difficult to know what connections are available to me

Group 4 -AM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Convenience

- Safety
- Availability - People don't want to wait around
- Comfort – have heard complaints from tourist utilizing hospitality trolley
- Efficient – Decent, timely ride
    - People won't take what isn't on-time
- Connectivity
    - Bring people from one region to another
    - Possibly Light Rail N/S on Scottsdale with trolleys connecting to it
- Capacity
    - If all of these other aspects are met, then more people will want to use it
- Connectivity – utilize shuttles from those who don't want to wait in heat
- Technology – Ways to check availability of service
    - Optimization
    - Apps that make it easy/efficient to plan out your trip "Trip Planner"
    - Options/opportunities as a means at appease residents and visitors
- Intermodal/Regional – Inter-city rail system. We are a major region, why are we not connected?
    - Plane – train – shuttle
    - Should be able to leave home and make it to another major city with transit

__Group 5 -AM__

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Convenience and accessible – where, what and when
    - Need to be informed
- Education – so many ways to connect, why don't bus stops/ etc. tell you what connection is coming and where it's going
- Safety – my mode of transportation safety needs to be taken into account
    - Separate bikes from traffic
    - Don't want users afraid of a certain mode of transportation
    - Safety Education
- Environmentally Sensitive – how it looks and operates
    - Alternative sources of energy
- Options
- Education – people need to be informed or transit options won't be used
- Regional – connect to Regional amenities without using car
- Worldwide
    - With the businesses that reside here or potentially reside

  - We need connections worldwide

Group 6 - AM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Efficiency – there is little in terms of public transportation
- Frequency
  - Smaller buses that run more often instead of huge buses that don't come often
  - Reduce wait time
- Cost – Employee cost vs. equipment cost
- Partnerships and Convenience
  - If you want convenience, you should pay more especially if you live in an inconvenient location
- Regional – we have "opted out" of connecting regionally
- Outreach – neighborhood discussions to inspire efficient/convenient changes to transit
- Regional Education – not participating in Light Rail was the wrong decision
- Convenience – utilize enhancements to encourage different modes of transportation
  - ex: Benches/trees to encourage walking
- Disincentives – make it so people don't want to drive

Groups 1-3 - PM

Are there options you would add or delete from this list?

How would you prioritize the listed items – which would be your top two and bottom two choices?

- Integration – with land use connectivity
- Options – Multi Modal/ address influx of employ
- Safety – when out on street want to be safe
- Capacity – need to maximize all trans modes
- Regional – need to coordinate with adjacent cities and systems
- Access – How far will one walk to reach mass transit
- Environmentally sensitive electric mode
- Transportation alternatives
- Safety
  - Safe system is important to other
  - Improve safety for bikes

  - Protect alternative mode options (bike/walk)
- Efficient – regional and neighborhood base driver to a lot of other topics
- Environment – considers long term
- Choices – System is about having choices
- Regional – Downtown and Airport employee come from outside of city
  - Need to reduce number of cars
  - Improve intersection crossings (reful)
  - Education on safe driving habits "Rules of Road"
  - Consider penalty aspect of violations
- Independence
  - Need to provide/look for alternatives to ACH.
  - Independence for all age groups
- Find more ways to move larger groups of people
- Need to consider region of Scottsdale when considering priorities
- Enforcement
- Availability – provide for continued vehicular access and circulation
- Safety – feel more safe in personal vehicle
- Convenience – would take bus if more route and frequency
- Environmentally sensitive – bus stops need to address environment/heat
- Technology – capitalize on advancement to address transportation issues
- Consider unintended cons of improvements
- Pedestrian options in downtown or maybe one-way streets
- Maximize exit system capacity before building more

HIGH CAPACITY TRANSIT | Table Discussion

Group 1 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Better connectivity to Sky Harbor
- Tempe->DT Scottsdale->resorts->retail centers (princess to airport)
- Connect old town to light rail, connect tourist attractions, employment centers, Sky Song
- Light rail, modern streetcar (ambience)
- Scottsdale Road-initial study for corridor
  - Disruption of businesses a concern, especially small business
  - Potential alternate-Pima, McDowell-> pulls away from downtown a concern
  - Replace lanes with transit, reduce congestion and increase capacity
- BRT in/out of airpark
- Buses to tourist areas

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Streetcar-Ambiance
  - Image consistent with vision
  - Makes people want to use/visit
  - Same flavor as downtown trolley
  - Needs to be comfortable-A/C
  - Needs to be on time
- Need to attract younger workforce that wants to use transit by integrating technology/smart phones
- Image change: Look "smarter" and increase "green/sustainable" image
- Image consistent with other resort communities around the world
- Connect to other transportation to specific destinations (Talking Stick, etc.)

Group 2 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Ballpark/Downtown/Sky Harbor/Resorts
  - Airpark from Tempe, etc.
  - Along Scottsdale road
  - Connect to other city's transit-Temp/Phoenix
  - Connections to local shopping, residential, daily needs
- Robust bus system-capture most transportation users
- Park and ride (bus to airpark, etc.), shuttle bus/local circulator
- Modern Street Car (as alternative to buses)
- Reduce tourist need to rent a car
- Light rail on Scottsdale road
  - Need to go to the destinations that people want to go to
  - Where to put it?
- On Scottsdale Road (up to airpark)

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Enhances the image
  - Modern, sophisticated
  - Environmentally friendly
- Needs to be viable for residents/users in different areas of the city
- Attract employees
- Dial a ride cabs

Group 3 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Fashion square-trolley from downtown
    - Tourists
    - Kierland-shopping focus
    - Special events/sports arenas
- Trolley-Fun, "shopping trolley", smaller, frequency important
- People would use transit if they were more frequent
- Combine with Dis-incentivizing parking
    - Concerns with discouraging users
- Medical centers, smaller scale, lifestyle shopping centers
- Participate in the Metro Light Rail
- Connections from residential to Scottsdale Road, local trolley

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Transit used to capacity will have positive impact on image

Group 4 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- West World-for tourists, residents, etc.
    - Airpark-neighborhood shuttle, employer to employer
    - Challenge people coming from all different directions
    - Downtown Scottsdale
    - Tempe/ASU-employment, entertainment
    - Sky Harbor
    - Downtown Phoenix-Conventions, sporting events, connect to resorts
- Streetcar/Trolley represents Scottsdale's character
    - Frequent and accessible
- Fixed rail doesn't allow flexibility for future change
- Development/reinvestment around fixed rail
- BRT-benefits of light rail
    - Speed
    - Less cost

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Concerns about aesthetics of light rail, cutting off neighborhoods
- Transit OK as is
- Transit needed for aging population
- Visitor looking for transit

Group 5 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Airpark (North-South access)
    - BRT or streetcar
- ASU/Tempe to Sky Song
- Sky Harbor to Scottsdale (McDowell)
    - Modern streetcar or light rail
- Scottsdale Road Corridor
- Have a non-high capacity connectors to be successful (traditional bus, etc.)
- Connections to community colleges
- Transit to attract younger generation
    - Mix with biking, walking
- Reinvestment along corridors Scottsdale Road
- Scottsdale community college

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Image
    - Compatible
    - Needs to be looked at closely (light rail)
    - Maintain character
- Change in landscape over time, but keep the feel
- Train/vehicles to maintain character mixture

Group 6 -AM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Multiple solutions to transportation problems, different demographics need, efficiency, environmentally friendly
- Does Scottsdale have a population that needs high capacity?
- Shuttle system
- Entertainment Centers
    - Connect between cities, downtown Phoenix
    - Sky Harbor-Direct connection to Scottsdale
    - Educational Facilities-Ash, community college
    - Downtown to Old town
- Not big enough for light rail
- Not on Scottsdale Road

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Keep Scottsdale beautiful

    - Infrastructure of light rail would detract
- Need transit system to be a successful city
- Will get left behind without transit
- Aesthetics are a concern, maintenance of system

Group 1 -PM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Connect central Scottsdale to light rail system
    - Fashion Square
    - Sky Song
    - Hayden Roads or Scottsdale Road-connect to the people
- Connect to ASU/Tempe then downtown Phoenix
- Scottsdale airpark/Airpark (connect to job centers)
- Better connectivity to 101/Scottsdale Road area
- Transportation from central to downtown Scottsdale
    - Express bus
        - Direct route
        - Frequent
- Education about what routes are available
- Trolley-transportation for students currently (free)
- Trolley-Kierlands to Fashion Square-shopping trips
- Aging population-moving to transit instead of car
    - Hospitals
    - Senior centers
    - Grocery stores

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Need transit system to be a successful city
- Will get left behind without transit
- Aesthetics are a concern, maintenance of system

Group 2 -PM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- West World future big destination
- Employment centers
    - Airpark employees from surrounding cities
        - Rubber tire vehicle
        - Need to study demand (where coming from, what time, etc.)
        - Precise system to service demand
- Park and ride-bus to employment centers, special events

- Each area has own system that connects to bigger system (Trolley/Circulator)
- Frequency, convenience, number of buses important
- Airport-light rail? Technology would provide better service
- Senior center, libraries, schools, center for the arts
- Light rail would change character negatively, is expensive and disruptive to existing
- Tindo but in Australia, solar
- Demand based system
    - Customer driven
    - Differs seasonally
    - Determine most critical needs

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Keep existing ambiance, no light rail
- Buses that look like light rail (Henderson/Las Vegas, NV)
    - Use technology
- Trolley-tourists love it
- Localized demand driven system
- Light rail (not on Scottsdale Road)
    - Connect to ASU

Group 3 -PM

What forms of high capacity transit would you support for use in the city if any? What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

- Airpark-Large employment
    - Park & rides
- Campus, downtown Scottsdale
- Ballparks
- ASU
- Shea-medical corridor/centers
    - "cure corridor"
    - Large employment
- Fashion Square
- West world, PPC golf
    - More express routes
- Airport
- Zoo, botanical garden
- Connect to County system/vision

Would Scottsdale's image be changed by high capacity transit? If so how? Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

- Smooth and convenient, positive image
- Improving all transportation

- Keeping up with the times
    - What happens if we didn't have transit?
- Street car
    - Positive
    - Keep Scottsdale's character

HIGH CAPACITY TRANSIT | Placemat Comments

What forms of high capacity transit would you support for use in the city if any?

Park & ride
Transport to airpark & Sky Harbor International airport
Light Rail possibly viable where a high density of population
Gold-bike friendly
Fiber optic transportation system
500 path, bike, etc.
Light rail should be extended from ASU to downtown Scottsdale, along Scottsdale Road
All forms, but primarily a fixed rail option (modern streetcar) in town
Bus rapid transit to airpark on freeways
Limited stop/express bus rapid transit (fewer stops, more distance)
Trolley in north/central
Light rail to downtown Phoenix
Dial a ride in north Scottsdale

What areas or activity centers (within the city of outside the city) do you think need to be linked to such a system?

Downtown Scottsdale
Scottsdale Memorial Hospital
Sky Song
ASU
Sky Harbor Airport
Resorts
Papago Park
IB wash
Colleges
Entertainment/shopping
West World
Ball parks
Heathcare facilities
Downtown Tempe
Chandler
Glendale

Would Scottsdale's image be changed by high capacity transit? If so how?

It would bring us into the 21st Century
It would be more tourist friendly, easier to get around, less congested, more age diverse
It would attract employers and the younger generation, they want options
Yes, favorably
Would be a seasonal tourist town, different needs November to April

Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?

Yes
Absolutely with our resorts and tourist attractions, a train or trolley could be a boon to our economy and cement our reputation as a tourist mecca. It would also aid in developing our reputation as a "green" pioneer.
Yes, modern streetcar
No
Yes

APPENDIX B: Online Individual Responses

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
1	educating the public on the existing forms of transportation i.e. trolley and the plethora of biking and walking paths is imperative. connectivity to existing mass transportation is vital via light rail, bus...shade along existing sidewalks, paved paths...will also make non-motorized means of transportation more enticing and usable	Again, light rail and reintroducing a transportation hub is vital to the reduction of personal vehicles and will make the city much more user friendly. This could also be a premier spot for bike rentals, zip cars and other means of motorized and non-motorized transportation	easy bike rental hubs, zip cars, light rail any type of transportation that connects Scottsdale with Sky Harbor and downtown Phx	I think that those groups could best answer that. The trolleys are great and they have done an excellent job making Scottsdale accessible for those demographics.	Top: Availability, Connectivity to mass transit Bottom: Independence	light rail, commuter rail definitely the airport, existing light rail I think it would only enhance our image and the future of Scottsdale
2	Scottsdale should seize on the opportunity to be the non-auto city of the Country! Bikes, and electric bikes could play a big role in local transport. Modern, clean trollies would also enhance auto alternative travel. Scottsdale should be a city that you really do not have to drive in!	Again, modern, clean trollies, and maybe Park & Ride lots could ease local congestion.	Bike paths and non - auto routes could answer all the above questions.	More Trollies/routes, and increase frequency of pickups, would help the older population a great deal.	The top two: Safety and Availability. The bottom two: comfort, options.	I think a light rail hub in Scottsdale would be advised. Perhaps LR Transit extending to Old Town with Trolly/free bus service to North Scottsdale would give Scottsdale transit connectivity to the rest of the valley, without harming the character of the city.

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
3	What this presentation does not address is the almost total lack of traffic light synchronization. Way too many "developer" lights creates unnecessary stops, excessive green house gases and creates a hidden tax due to excessive and unnecessary gas consumption. Any transportation plan must address this situation. Moreover, as it states in the General Plan, Conservation Environmental Planning, and Circulation are key elements of the GP. Now this task force needs to add these elements into the plan. These constant starts and stops not only creates unnecessary waste, but also contributes to road rage and speeding. If a city the size of Phoenix can synchronize the majority of their lights so can the City of Scottsdale.	See above	High speed rail using the 101 right-of-way	No	Environmentally synced lights!	High speed rail - NOT TROLLY CARS.
4	I was in Telluride recently. What a great town. The main street felt similar to ours in many aspects. Bicycles were everywhere. I think Scottsdale with signage and minor additions could create a very bicycle friendly area focusing on Old Town and the Civic Center Mall. Signage from the Green Belt and definite, safe bike paths to the Civic Center and Main St. would create that user/pedestrian friendly feel and decrease auto traffic. While it's not realistic to think people would ride from the far north, it would could appeal to many in between, even Tempe. Thanks Denny Brown 480.209.4216					

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
5		The most important routes are along Scottsdale, Hayden, and Shea roads and near the 101 interchanges. Traffic congestion can be reduced by the incorporation of roundabouts at the lesser traveled intersections, have much better signal timing for all intersections. I imagine the sensors are worn out, maybe due to heat, but I tend to sit a long time at red lights with no cross traffic. Why is this?	Invest in more bike paths or multipurpose paths. This will draw tourism and reduce traffic.	Bus system is lacking in McDowell Mtn Ranch. My daughter road bike 3 miles to get to a bus stop. My nephew simply wasn't up to this physical demand and eventually moved out of Scottsdale because owning a car wasn't an option.	Efficient & Safety are top two Environmentally Sensitive is at bottom.	Focus on the high capacity forms of transit to along the 101. Then provide links (buses) at major arterials with option of biking to areas of major arterials.
6	Other forms of travel - buses, trolley, shuttles. No light rail.	The City traffic signals are timed to stop traffic at almost every light. I know the system can be changed to enable traffic to move. Fix the timing. Then you can relieve congestion. The City has a grid system, and the 1/2 mile streets must be free from obstacle, speed bumps, and roundabouts.Encourage people to use the 1/2 mile streets as alternatives. Stop building obstacle in the roads. Widen the roads. No Light Rail.	Stop building roundabouts and traffic calming. Tourists like wide, open roads.Widen the roads and stop narrowing them. Add more buses, trolley service, and shuttles. Stop wasting money building trails that no one uses. Stop wasting money installing plants in the middle of the street. The saguaro cactus in the middle of Hayden Road, north of Cactus are dangerous. No light rail.	Older population can benefit from more bus routes, trolleys, shuttle service, discount taxi services.	Prioritize Convenience, Safety, Comfort. Availability. Regional. Delete the rest.	NO High Capacity transit. It is not compatible with the City's image. I oppose all of the options. Stop trying to push your liberal agenda on us. The City is know for open space and views - stop trying to transform Scottsdale into New York City.

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
7	Bus Rapid Transit, Trolley and Light Rail Transit. Promote bike use by looking to what other cities have done with bike sharing programs. Redevelopment/new development should enhance non-personal auto travel but it should not be a requirement.	Most important transportation routes within City of Scottsdale for Scottsdale Healthcare and our 6700 employees is Scottsdale Road, Indian School and Shea Blvd. Scottsdale Healthcare offers free bus passes to employees, carpools/van pools and bicycle route information.	More than half of our employees live outside of Scotsdale and must commute into the City every day. Must make mass transit options more available and connected to surrounding areas.	Would like to see multiple senior options – such as neighborhood help groups (volunteers); Handicap vans that can be scheduled as needed, senior centers have a van to bring isolated individuals to events or social outings.	Top two are reliable and regional.	Scottsdale must connect to the Valley Metro light rail system in some fashion. The Osborn Medical Center and downtown would benefit from light rail transit. Bus service must be improved to the Shea Medical Center and Thompson Peak area as previous budget cuts has hampered service.
8	Keep the FREE downtown and neighborhood trolleys to transport intown people and decrease car parking needs.	Improve the Camelback and Scottsdale Road intersection in appearance. Create a better pedestrian crossing to the west where on the canal eastern bank--off the intersection.	upgrade all trolleys to reduce the braking noise and to improve the seats. The new busses might help although they lost seats with that luggage rack as you enter.	Add a free trolley route that stops at the via Linda Senior Center	opportunity to ride	High capacity-express busses are more flexible and operating costs are lower than light rail. By the time Scottsdale would be financed by MAG there would be a magnetically driven train without overhead wires. We can wait and be riding a more futuristic mode than the 1930s fixed rail.

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
9	We should build upon our foundation of sidewalks, bike lanes, etc. by emphasizing the development and maintenance of such in our budgeting and through the Planning and Development Department. NO. Development should not enhance opportunities for non-personal automobile travel. Every time development professes to do this, the opposite is achieved... especially in the Western United States.	We can address congestion by respecting our development standards. As we continue to grant exceptions to heigh and density limits, we are absolutely planting the seeds for congestion problems in the very near future. When the government decides to try to reduce the number of miles people drive, it almost always means negative reinforcement (ie. making driving more expensive, less efficient, less enjoyable, etc.). I don't support any of that because it chips away at personal freedom and quality of life, which are both of paramount concern to the average Scottsdale citizen.	Traffic must be kept under control. Traffic problems have a very negative impact on quality of life. This drives away residents, tourists, and businesses.	A bus system with more smaller, efficient, low floor buses would address the above very well.	Safety Convenience Efficient Capacity Availability Options Independence	I would not support a rail system of any kind. The cost, efficiency, and footprint of such is completely inappropriate for Scottsdale. Effective service can be provided by a smaller, modern, efficient, low floor buses.
10	As long as they are flexible. Things like lightrail cannot easily change with the population changes. Lightrail dictates the development of the city and takes away peoples choices, while bike paths,greenbelts and trail enhance options for population development.	Because Scottsdale is long and narrow, enhance the 101. Add a few more lanes. I don't think it is the city government's job to try and dictate driving habits.	Stop building round-abouts. Widen the 101 and coordinate the traffic lights. Propane busses should be used to move tourism from the hotels to the ball parks and west world area. More police presence in the bar district at night.	Have metro develop a senior and handicap bus service. On demand bus service for seniors and handicap can be developed using small handicap vans. Transportation decisions must be cost effective.	Safety should me paramount. Accessible, and available. Transportation should be flexible enough to meet the demand of the population, not dictate to the population.	Bus and trolley. Light rail is way to expensive and environmentally insensitive, it is inflexible. Light rail is noisy and cannot keep up with population changes.

Response #	Should redevelopment and new development enhance opportunities for non- personal automobile travel?	How can people be motivated to reduce the number of miles they drive a personal automobile every day? What other transportation options would you suggest?	What types of transportation investments should Scottsdale make to enhance residents' quality of life?	Does the city support the transportation needs for the disabled, young adults and Scottsdale youth?	How would you prioritize the listed items – which would be your top two and bottom two choices?	Is high capacity transit compatible with the City of Scottsdale's image as you envision it in the future?
11	Pulblic transportation needs to be improved in Scottsdale. We really have no options to get from the north part of the city to the south, except for using the automobile.	Traffic congestion will be reduced when Scottsdale adds other methods of transporation besides the private automobile. I believe that light rail would be a tremendous asset. It should connect all segments of the community, as well as travel to the airport and sporting events i.e., Cardinals, Diamondbacks, Coyotes, ASU, etc.	Again, we need public transportation.	I am not aware of any transporation for the older population, unless one is handicapped. There are plenty of seniors who would prefer not to drive, particularly at night.	Top Two - Accessible and Regional Bottom Two - Capacity and enviromentally sensitive - However, any transportation that reduces the number of cars is environmentally sensitive.	Light rail - Check out the Denver success story with light rail! Why can't we have buses from all over the metro area that provide direct routes to sporting events, and run on a schedule that fits with the timing of the game?
12	Non-automobile choices are imperative. In particular, high-capacity transit (e.g., enhanced bus, light rail, bus rapid transit) must be evaluated. Continue to complete the overall plan of connectivity and work with other communities to capitalize on opportunities to further enhance connectivity. Yes.	Most important routes - no input. The city should continue to analyze and implement as appropriate: ITS and other technology and proven design options such as roundabouts to help improve traffic flow and increase safety. People will not reduce personal automobile miles unless there are convenient, efficient options. Transit must be improved.	Improving transit service, including the addition of high capacity transit, addresses all three questions in this section. Additonally, maintenance of existing facilities is very important.	The city supports very well the transporation needs for the personal auto; however, demograhics and lessons from other cities show that this is not a sustainable strategy. The City needs to enhance public transportation options to better serve seniors, youth, and tourists.	Top two: options, safety Bottom two: independence, opportunity	The form of high capacity transit would be dependent upon the specific purpose/need being addressed. Activity centers include downtown Scottsdale, Scottsdale Airpark, Sky Harbor, regional sprots venues, SkySong, ASU. If the City's image is forward-thinking, focused on environmental solutions, and built on providing choices for its residents and visitors, then the image is completely compatible with high capacity transit.

APPENDIX C: Evaluation Survey Responses

Response #	1) What is your affiliation with Scottsdale?	2) How did you hear about this workshop?	3) Which Workshop event did you attend?	4) Please give us your opinion of the presentation content/speaker.	5) Please give us your opinion of the cafe conversation exercise.	6) Was the information presented in this meeting easy to understand?	7) Do you feel your ideas /opinions / concerns were heard at this event?	8) If no, how could we improve this in future events?	9) What would you suggest to improve participation opportunities in the future?
1	Resident	Community Group Organization Notice	5:30-8 pm	Good. Professional, yet sense of humor. concise	comfortable, relaxed atmosphere	Yes	Yes		More than just a few notices in the newspaper.
2	Resident	Friend/ Neighbor	5:30pm - 8pm	I thought it was really well organized and the speakers were good.	I enjoyed the style of this conversation. I think it gave everyone a chance to be heard while focusing the conversation.	Yes	Yes		I think showing one of the sessions on public tv would be good.
3	Resident	E-mail	11am - 1:30pm	Fine	I'm familiar with cafe conversation as an OD tool and find it an effective exercise.	Yes	Yes	I think the people at the table hear our comments, but I'm not sure that the GIST of our comments will make it into the GP, which is highly driven by staff and developers/chanmber of commerce folks.	
4	Property Owner/Investor, Resident	Community Group/ Organization Notice	5:30pm - 8pm	Good	Somewhat clumsy. There seems to be a need fora smoother transportation from table to table.	Yes	Yes	Give each participant $495 at the end of the seminar . (Just kidding. $450 would be sufficient).	As mentioned, a different format for continuity's sake. An informational packet mailed to each participant prior to the meeting or a web page made available for information for participants.

Response #	1) What is your affiliation with Scottsdale?	2) How did you hear about this workshop?	3) Which Workshop event did you attend?	4) Please give us your opinion of the presentation content/speaker.	5) Please give us your opinion of the cafe conversation exercise.	6) Was the information presented in this meeting easy to understand?	7) Do you feel your ideas /opinions / concerns were heard at this event?	8) If no, how could we improve this in future events?	9) What would you suggest to improve participation opportunities in the future?
5	Business Owner/Operator, Resident	E-mail	5:30pm - 8pm	It was a little disorganized at first	Very good ideas	Yes	Yes	Do not start the evening session at 5:30, people are leaving from work	Not sure, but not many people attend
6	Property Owner/Investor, Resident	E-mail	5:30pm - 8pm	Well done.	Mostly good,but some were highly opionated.	Yes	Yes		nothing
7	Resident	E-mail	11am - 1:30pm	Excellent	Excellent	Yes	Yes		It was already the best.
8	Resident	E-mail	11am - 1:30pm	I thought the lady giving the overview at the beginning could have provided more collateral information rather than just reading the slides.	Each cafe conversation went well. There was some overlap among the six areas, but that's ok. Was appreciated when the coordinator made sure that everyone had a chance to give their input. Some folks would like to take too much of the time.	Yes	Yes		Perhaps some background on the issues that need to be addressed. Maybe data from other cities with transportation issues? Thanks for your excellent work on a complex and essential topic.
9	Resident	Community Group/Organization Notice	11am - 1:30pm		This is an excellent way to review several related topics.	Yes	Yes	Some of the café leaders lacked detailed information of their topics.	Send invitations to community organizations and churches.

Response #	1) What is your affiliation with Scottsdale?	2) How did you hear about this workshop?	3) Which Workshop event did you attend?	4) Please give us your opinion of the presentation content/speaker.	5) Please give us your opinion of the cafe conversation exercise.	6) Was the information presented in this meeting easy to understand?	7) Do you feel your ideas /opinions / concerns were heard at this event?	8) If no, how could we improve this in future events?	9) What would you suggest to improve participation opportunities in the future?
10	Business Owner/Operator, Resident	Newspaper	11am - 1:30pm	The "MC" introducer was good at welcoming/ thanking us for coming etc. The Presenter just read the overhead slides.	The idea of breaking into small groups and the intermingling of the participants throughout the workshop is good- it engages everyone and opens the discussions to more people. However, I recommend reducing the number of topics and either extend the discussions or make the workshop shorter - there was quite a bit of repetition and over lap.	Yes	Yes	Some of the discussion leaders were more experienced in leading groups. The weaker ones affected the smoothness of the conversation flow and the sharing of information.	I don't know all the ways you've reached out. I've read the press coverage and you've kept me informed through your email updates. Suggestion for snacks at a lunch time workshop - people bring their own snacks or offer fruit or other "healthier" alternatives to cookies.
11	Resident	E-mail	11am - 1:30pm			Yes	Yes		

City of Scottsdale
2014 General Plan Update
Communications Plan

Prepared by:
Long Range Planning Services
September 2012
Updated July 2013

SECTION 1: INTRODUCTION

Purpose

The purpose of the 2014 General Plan Update Communication Plan is to define who, what, when and how to communicate effectively with community members regarding the General Plan Update. The communication plan encompasses communications for both internal departments and the external user community. It will be updated periodically to address changes in project schedule or scope.

Vision

The vision of the 2014 General Plan Update Communication Plan is to increase the awareness, understanding, interest and participation of all Scottsdale community members in the General Plan update process. In addition, the communication plan seeks to heighten community pride and ownership of the General Plan through the use of a broad range of communication methods.

Guiding Principles of the Communication Plan

- *Open, Two-Way Communication* – Ensure that information is shared throughout the community and the organization, emphasizing two-way informational flow.
- *Proactive* – Attempt to tell the General Plan "story" rather than rely exclusively on others to interpret the city's actions, issues and decisions.
- *Community Problem-Solving* – Provide citizens with complete, accurate and up-to-date information, enabling them to make informed judgments.
- *Inclusive* – Include everyone in the process to foster teamwork and feelings of belonging, thus breaking down feelings of us vs. them, which are common in many relationships between government and citizens. Include everyone who cares to participate and motivate those who are not currently engaged.
- *Strong and Consistent Messages* – Build upon strong themes that have been established through community dialogue and the General Plan.
- *Relate* – Communicate the General Plan in ways that are relatable to the general public.
- *Educate, Not Advocate* – Because this process requires a vote of the citizens, the City cannot advocate for or against the initiative once the City Council sends it to ballot. It will be important to communicate correct and factual information to the community about the General Plan prior to the vote.
- *Innovative* – Utilize new types of technology and means of communication to reach a broader audience.

Communication Plan Scope

The Scottsdale 2014 General Plan Update Communication Plan seeks to ensure that all Scottsdale community members are aware and have an understanding of the following:

- The function of the General Plan;
- The legal requirements associated with the General Plan planning process, including:
    - Arizona State Statute requirements:
        - General Plans must be updated every ten (10) years;
        - The seventeen (17) State required elements that the Scottsdale 2014 General Plan Update must include;
        - Major General Plan amendment criteria;
        - Adoption procedures;
        - Community ratification process;
        - Required notification and outreach; and
        - New mandates from the State.
    - Scottsdale City Charter requirements:
        - Must adopt and maintain a Comprehensive Plan.
- Existing 2001 General Plan contents and its history;
- The timeline, phases and associated actions that make up the Scottsdale 2014 General Plan Update process;
- The opportunities for community participation in updating the Scottsdale 2014 General Plan;
- The continuing progress of the Scottsdale 2014 General Plan Update process;
- The ability and means to review and comment on the entire draft Scottsdale 2014 General Plan Update content; and
- The General Plan adoption and ratification processes.

This plan takes a proactive approach in planning and executing communication between the City and its residents regarding the Scottsdale 2014 General Plan Update process. City staff will manage and participate in the ongoing communication planning process.

SECTION 2: THE GENERAL PLAN UPDATE PROJECT

2014 General Plan Update Project Description

Project Scope

The General Plan is the overarching policy document for the City. It is an expression of how the community wants to grow and change over the next 20 years. The General Plan is used by City Council, Boards, and Commissions to evaluate policy changes and to make funding and budget decisions. City staff uses the General Plan to evaluate programs and projects.

Arizona State Statute requires that all cities prepare a long-range General Plan, and update the plan every 10 years. The current Scottsdale General Plan was adopted in 2001 and ratified by a vote of the citizens in 2002. The 2014 General Plan update is projected to go before a vote of the citizens in August 2014.

Project Team

The General Plan Update team (Project Team) is composed of Long Range Planning Services staff. Representatives from various other city departments will also provide expert review and input into the plan and planning process, but Long Range Planning will manage the project. Communication is critical to the successful execution of the project and the development of a cohesive policy document that speaks to both a broad range of issues and one shared vision. The Project Team includes:

- Erin Perreault, Long Range Planning Manager
- Ross Cromarty & Mary Vandevord, General Plan Update Project Managers
- Adam Yaron & Taylor Reynolds, General Plan Update Project Planners

Project Schedule

The 2014 General Plan Update consists of five (5) phases. The process was launched in March 2012 and will continue through August 2014. Section 3 consists of a description of each phase and the associated communication milestones and key messages. A matrix is provided in Section 8, which summarizes the timing and responsible parties for each phase and communication milestone.

The project schedule began with *Project Initiation*- Initial direction from the City Council regarding the update process and preparation for the General Plan 2014 process (**Complete**).

This is followed by five (5) project Phases that include:

1. *Visioning*- Developing a new vision for the General Plan Update (**Complete**).
2. *Themes and Background* – developing a Task Force, Alternative Calendar, and Written Procedures for the General Plan 2014 process (**Complete**).
3. *Editing the Plan*- Community members will meet and update/edit the 2001 General Plan document to create a Draft Plan for community deliberation (**Currently**).

4. *Adoption*- The Planning Commission and City Council will consider the draft General Plan for adoption in public hearings.
5. *Ratification*- The State requires that the General Plan update is ratified by a vote of the citizens.

SECTION 3: KEY MESSAGES AND TASKS BY PROJECT PHASE

Key Messages For All Phases of the Project

#1 EDUCATE THE COMMUNITY ON THE GENERAL PLAN.

- The General Plan provides guidance for the future physical development of the entire city – it's meant to be "general," thus the name.
- The General Plan is a policy rather than a regulatory document.
- The General Plan contains the City's policies on Character and design, Land Use, Open Spaces, the natural Environment, Business and Economics, Community Services, Neighborhood Vitality, Transportation, and Growth Issues.
- The Plan is used by the City Council and Planning Commission to evaluate policy changes and to make funding and budget decisions.
- The Plan provides the basis for the City's development regulation and the foundation for its capital improvements program.
- According to Arizona State Statute, the General Plan is not a rigid or static document. It is a guide and needs to be periodically readdressed to reflect new or emerging circumstances.
- The General Plan focuses on the city as a whole, not on specific areas. Goals and policies relating to specific areas are handled through the Character Area Plans and neighborhood plans.

#2 EDUCATE STACKEHOLDERS ABOUT THE UPDATE PROCESS.

- General Plan 2014 continues to be a work in progress - gathering comments, input from a diverse cross section of stakeholders.

- Alternative Calendar – in the past, the General Plan public process has followed the Major General Plan Amendment six month adoption calendar. The State Statutes governing General Plans allows City Councils to adopt separate procedures for adopting the General Plan aside from the Major General Plan Amendment Procedures. Due to time constraints for meeting an August 2014 General Plan ratification election, the City Council chose to establish an alternative General Plan adoption calendar to allow for more public involvement in developing and drafting the 2014 General Plan Update.

  Update Note: On May, 20, 2013 the Scottsdale City Council adopted Resolution No. *Resolution 9393* which:
    - Established an alternative General Plan Adoption Calendar
    - Established a General Plan 2014 written procedures directing the General Plan process

- Combination of voices – recognize that the drafting of the Scottsdale 2014 General Plan Update will represent a mixture of all of the community's voices, but not every individual idea can be incorporated into the document.

- 100% of Scottsdale residents will have the opportunity to contribute to the General Plan update; 10% of Scottsdale residents will utilize that opportunity; and 1% of Scottsdale residents will be directly involved in the General Plan Update.

Project Initiation (March – September 2012) Completed

Major Project Tasks:

1. Community Benchmarking- The project team will meet with community members to discuss the previous General Plan documents and processes and their ideas for the 2014 update process. (On-going)
2. City Council Direction- City Council will provide direction to the project team regarding a tentative General Plan update schedule and community visioning process.
3. Create General Plan Brand- The project team will work with other departments as needed to create a General Plan logo, tagline and overall brand.
4. Communications Plan- The Project Team will create a Communications Plan for review by the Office of Communications and Neighborhood Services and various other departments.
5. Public Participation Plan- The project team will create a plan for the public participation process related to the 2014 General Plan update. Such plan will include outreach events, techniques and anticipated timing.

Key Messages:

#1 EXPLAIN THE TENTATIVE GENERAL PLAN UPDATE SCHEDULE.

- The City Council directed staff to keep to the following schedule for the 2014 General Plan Update:
    - Summer 2012- Meet with community members for feedback on the 2011 General Plan update process; contract with a consultant for a Winter Visioning Event
    - Late Fall 2012- Visioning Event application process (consultant-led)
    - Winter 2013 (February 6) - Hold Visioning Event to create a new/revise existing Vision Statement and Values; City Council direction on 2014 Update Process moving forward
        - **Note:** Two (2) Visioning events took place – Future Leaders for 16-22 year olds (January 24, 2014) and Visioning Scottsdale for residents and stakeholders (February 6, 7, 11, 2013)
    - Spring 2013- Spring 2014- General Plan 2014 editing process
    - May 2014 – Recommendation of the Plan
    - June 2014 - Ratification of the Plan
    - November 2014- General Plan on the ballot.

#2 EDUCATE THE COMMUNITY ON THE GENERAL PLAN.

- Same message from Page 6, #1.

#3 PROVIDE EXAMPLES OF HOW THE GENERAL PLAN INFLUENCED THE CITY OVER TIME.

- Parks System:
  - The General Plan guides where Parks will be located in the community.
- Indian Bend Wash:
  - The idea of the Indian Bend Wash was created out of public input during a General Plan planning process.
- The Airpark:
  - The Airpark was originally intended to be a residential area with access to the Airport. A special study in the General Plan changed that to the industrial and office park we know today.
- McDowell-Sonoran Preserve:
  - The idea of the mountain preserve was derived during an early General Planning process. It has taken until the most recent General Plan to achieve that goal.
- Development Review Board:
  - The Development Review Board process was created after a General Plan suggested that it would be necessary to implement the Character and Design goals of the community.

Phase I: Visioning (July 2012 – March 2013) Completed

<u>Major Project Tasks</u>:

1. Consultant Selection- The City Council has directed the Project Team to hire a consultant to execute a Visioning process for the 2014 General Plan update. The project team will enter into a contract with the consultant, who will then be responsible for creating a Vision Statement for the General Plan update based upon community input (Note: Arizona Town Hall was was contracted for this purpose).
2. Background Document- The Project Team will create a document with facts and trends in Scottsdale for use by Visioning Process participants.
3. Participant Application Process- Participants for the Visioning Process will be selected via an application process, as directed by the City Council. The applications will be created, and participants selected, by the consultant. Staff will not provide any input into the selected participants. The consultant is expected to invite a representative cross-section of Scottsdale community members to participate in the event.
4. Visioning Event- The consultant will hold a visioning event with approximately 100 Scottsdale community members selected from an application process. The purpose will be to discuss issues and opportunities facing Scottsdale, and subsequently creating a report that includes a new or revised General Plan Vision Statement.

5. Visioning Report- The consultant will create a Visioning Report that will be reviewed with the community, Planning Commission and City Council.

Key Messages:

#1 PROVIDE INFORMATION ABOUT SCOTTSDALE'S AND NATION-WIDE TRENDS, OPPORTUNITIES, AND ISSUES TO SET THE FRAMEWORK FOR THE VISION STATEMENT.

- These key messages will be developed as the project team moves forward with the process. Examples include:
    - Household sizes are decreasing;
    - Scottsdale's population is aging; and
    - Electric cars are creating new needs for development and strain on electrical systems.

Update Note: Regarding the selection and competition of the Visioning Phase of the Scottsdale General Plan 2014 some updated information is introduced here.

At the December 4, 2012 City Council Meeting, the Council approved Arizona Town Hall as the contract to facilitate the "Visioning Scottsdale Town Hall"

Arizona Town Hall:

- Is a non-profit organization
- Known for state-wide Town Halls
- Also acts as consultant to local communities
- Tara Jackson, President
- Highly-skilled professional volunteers
- Recognized for its Consensus process

Working with Long Range Planning staff two (2) Town Halls were completed. They consisted of the Future Leaders Town Hall for participants aged 16 to 22 and the Scottsdale Visioning Town Hall for older citizen and stakeholder participants.

Future Leaders Town Hall:

- January 24, 2013
- SkySong
- 80 Participants
- 16 – 22 years of age
- 3 Hour Event
- Roundtable Discussions
- Draft report by end of event
- Best Features of Scottsdale
- Adjusted 2001 Community Values Statements
- Added New Community Value Statement - Education
- Report sent to Visioning Scottsdale Town Hall participants

Visioning Scottsdale Town Hall:

- February 6, 7, and 11, 2013
- Monterra
- Community was invited to apply to participate
- AZ Town Hall selected 100 participants from 300 applications
- Consisted of 3 half days (morning to early afternoon)
- Broke into 3 discussion panels of 33-34: each created a draft consensus report by end of day 2
- Consultant compiled all three reports into one draft consensus report
- All 100 participants edited draft report on final day in plenary session
- Public Review/Comment on Final Report/Vision and Values Statements
- Planning Commission & City Council presentations

Phase 2 Themes and Background (Completed)

Major Project Tasks:

1. City Council Direction on Key Items- City Council provided direction to staff on some key items that will be necessary to complete the 2014 General Plan Update. These included:
    - The development of an Alternative General Plan Process Calendar
    - Written procedures for the General Plan 2014 process
    - Development of the Task Force
    - The use of the 2001 General Plan as a starting point with the 2011 General Plan also used for additional insight
    - Contracting of an independent consultant for facilitating the Task Force and Workshops while providing public relations support.
    - Other items deemed important

Update Note: Council directed Long Range Planning Staff in January 22, 2014 to:

- Develop an independent calendar for the General Plan process rather than relying on the Major General Plan Amendment calendar.
- Develop written procedures to direct the General Plan 2014 process
- Establish a citizen Task Force to oversee the drafting of the 2014 General Plan document
- Use the 2001 Scottsdale General Plan as the foundation for the General Plan 2014 with the addition of information from the Scottsdale 2011 General Plan Update where applicable

Further Update Note: May, 20, 2013 the Scottsdale City Council adopted Resolution No. 9393.

Resolution 9393

- Established an alternative General Plan Adoption Calendar and Written Procedures that includes:
  - Community Outreach March 2013-April 2014
  - PC Remote Hearing April 2014
  - PC Recommendation Hearing May 2014
  - Council Study Session Hearing May 2014
  - Council Adoption Hearing June 2014
  - Ratification Election November 2014

2. The City Council directed Long Range Planning to establish a 25 person Task Force (instead of a Steering Committee), whose members were to be representative of the geographic areas of the City and determined by the independent Arizona Town Hall consultant, based upon registrant information supplied for participation in the Visioning Town Hall event.

Further Update Note:
May, 20, 2013 the Scottsdale City Council adopted Resolution No. 9394.

Resolution 9394
Established the Task Force Purpose

- Create recommended General Plan 2014
- Review 2001 General Plan and non-ratified 2011General Plan
- Work with staff to engage the community
- Monitor progress on the General Plan 2014
- Meet the 1st and 3rd Monday of the month between May 2013 and June 2014

The Task Force members list was adopted by the Council at the City Council session on May 14, 2013.

Note: The first Task Force meeting took place on June 17, 2013

3. Contracting a Facilitation Consultant – This contract required the facilitation of the Task Force and Workshops while providing public relations support (June, 2013).

Note: The facilitator contract was awarded to RBF Consulting in June, 2013

4. Workshops Series – Eight workshops will be conducted to solicit information regarding the General Plan from Scottsdale citizens and stakeholders:
    - Workshop 1 – Neighborhoods and Housing – June 2013 (Completed)
    - Workshop 2 – Community Character – August 2013
    - Workshop 3 – Transportation – September 2013
    - Workshop 4 – Economic Vitality and Growth Areas – October 2013
    - Workshop 5 – Land Use – October 2013
    - Workshop 6 - -Major General Plan Criteria – November 2013
    - Workshop 7 – First Half of General Plan Draft Chapters – January 2014
    - Workshop 8 – Second Half of General Plan Draft Chapters – January 2014

Key Messages:

#1 THE WORKSHOP SERIES

- Generating interest and overcoming the lack of visibility of these eight outreach events is problematic;
- Creating awareness about these participation events is critical to encourage Scottsdale citizens and stakeholders participation; and
- Offering these events as a public education technique while gathering information to further inform the Task Force decision making process in creating the Scottsdale General Plan 2014.

#2 EDUCATE THE COMMUNITY ON THE GENERAL PLAN.

- Same messages as on page 5, #1
- The Draft General Plan 2014 was created through a Task Force of citizens that were selected and facilitated by independent consultants. The draft plan was then vetted with the community and further refined by the Task Force.
- The Vision Statement was created in a Visioning Event (Scottsdale Visioning Town Hall February 2013) consisting of a representative cross-section of stakeholders, selected by an independent consultant (Arizona Town Hall).

Phase 3: Editing the Plan (July 2013-February 2014) (Current Phase)

Major Project Tasks:

1. Workshops 2-8 – These workshops are conducted to solicit information regarding the General Plan process from Scottsdale citizens and stakeholders and provide public input to Task Force members as they edit the General Plan 2014.
2. Task Force – Edit the 2001 General Plan document with information supplied by the 2011 General Plan document, public outreach findings, individual citizens and stakeholders, and expert witnesses.
3. Individual Draft Plan Elements/Chapters – when completed by the Task Force, elements or chapters of the General Plan will become available online for Scottsdale citizen and stakeholder comments.
4. Draft Plan Document - The draft plan will then be presented, at a minimum, to the community in open houses and on the city's website and via other resources.

Public comments will be taken and considered by the Task Force, Planning Commission and City Council resulting in further refinement of the plan (see Participation Plan).

5. Planning Commission Sessions - The draft plan will be presented to the Planning Commission over several meetings to gain feedback from the Commissioners (see Participation Plan).
6. City Council Sessions - The draft plan will be presented to the City Council over several meetings to gain feedback (see Participation Plan).

<u>Key Messages:</u>

#1 THE WORKSHOP SERIES

- Generating interest and overcoming the lack of visibility of these eight outreach events is problematic;
- Creating awareness about these participation events is critical to encourage Scottsdale citizens and stakeholders participation; and
- Offering these events as a public education technique while gathering information to further inform the Task Force decision making process in creating the Scottsdale General Plan 2014.

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- Same messages as on page 6, #1
- The Draft General Plan Update was created through a Task Force of citizens that were selected and facilitated by independent consultants. The draft plan was then vetted with the community and further refined by the Task Force.
- The Vision Statement was created in a Visioning Event (Scottsdale Visioning Town Hall February 2013) consisting of a representative cross-section of stakeholders, selected by an independent consultant (Arizona Town Hall).

#3 CLARIFY THE SIMILARITIES AND DIFFERENCES BETWEEN THE SCOTTSDALE 2001 GENERAL PLAN AND THE 2014 GENERAL PLAN UDPATE.

- **Similarities:**
    - The Update builds upon and refines the existing 2001 General Plan, which voters ratified in 2002.
    - Retains the three (3) community-added elements (not State-mandated): Community Involvement, Character and Design, and Economic Vitality.

  Note: As of June 2013, Task Force members have expressed interest in the possible addition of other elements to the General Plan 2014 document.

    - Includes the 15 original state mandated elements.

- **Differences:**
    - Because Scottsdale is near build-out, the Update shifts focus from the 2001 plan's growth opportunities to: revitalization, redevelopment, reinvestment, and regeneration.
    - Includes two (2) new State required elements and one (1) new content requirement to General Plan including:
        - Energy Element
        - Neighborhood Preservation and Revitalization Element
        - Aggregate Mining site identification

#4 CORRECT INACCURACIES AND MISPERCEPTIONS ABOUT THE 2014 GENERAL PLAN UPDATE AND UPDATE PROCESS.

- The General Plan Vision Statement is a product of a collaborative visioning process among a broad cross section of Scottsdale community members. Participants were chosen via an application process, as well as led through the visioning effort, by an independent consultant (Arizona Town Hall) hired by the City of Scottsdale.

- Major General Plan Amendments:
    - State Statute requires that the General Plan must follow a particular process for changing the General Plan (General Plan Amendment Process).
    - The 2014 General Plan Update may refine the current Major and Minor General Plan Amendment criteria (this will be discussed in the November 2013 Workshop).

- The General Plan is not a Zoning Ordinance. Text Amendments (aka changes) to the Zoning Ordinance are not changes to the General Plan.
    - Zoning is a regulation or law that controls what activities are allowed on a person's property, as well as the building dimensions and the amount of landscaping that is required.
    - A General Plan is a policy document. It is a document that explains the community's goals for where uses of land should be located, how the community wants to grow, and priorities for the future. Zoning is just one way that the goals in the General Plan are put into practice. Other city initiatives, such as Design Guidelines, installation of Bicycle Paths, the Green Building Program, and Economic Development all execute the General Plan.

Phase IV: Adoption Process (March 2014 through June 2014)

<u>Major Project Tasks</u>:

1. Public Hearing Process- The Public hearing process will consist of the City Council's alternative calendar, as allowed per State Statute. The following public hearings will include:

- Open Houses (one each in three locations: Southern, Central, and Northern locations in March 2014)
- Remote Planning Commission Hearing (April 2014)
- Planning Commission Recommendation Hearing (May 2014)
- City Council Study Session (May 2014)
- City Council Adoption Hearing (June 2014)

Key Messages:

#1 EDUCATE THE COMMUNITY ON THE GENERAL PLAN.

- Same messages as Page 13, #2
- The public hearing process, what it is, when does it take place, and where
- The proposed General Plan update may continue to be changed during the public hearing process as input is gathered from public testimony, Planning Commission input and City Council input. The General Plan continues to be changeable until the City Council adopts it.

Phase V: Ratification (June 2014 through November 2014)

Major Project Tasks:

1. Final Plan- The Project Team will incorporate any changes to the plan from the City Council and prepare it and the ballot language for the election.
2. Community Communication and Education process- The Project Team will make informational presentations to community groups and/or individuals regarding the General Plan update. The Office of Communications will work with the media and city information outlets to factually educate the community on the General Plan prior to the vote.
3. Ballot submittal of Support and/or Opposition language regarding ratification of the General Plan- Community Members will have the opportunity to submit arguments for or against the ballot initiative.
4. Ballot pamphlet language created by the Project Team in conjunction with the City Clerk.
5. Election- The Election will be held in August 2014.

Key Messages:

#1 EDUCATE THE COMMUNITY ON THE GENERAL PLAN.

- Same messages as page 13, #1-#4
- State Statute requires that the General Plan is ratified by a vote of the Citizens.
- The City Council-adopted General Plan update can be viewed at the following locations…(to be updated later in the process).

SECTION 4: COMMON QUESTIONS AND REQUESTS

Frequently Asked Questions and Information Requested:

#1 EXPLAIN WHY THE 2011 GENERAL PLAN UPDATE ATTEMPT WAS UNSUCCESFUL AT THE BALLOT.

- More than 27,000 residents cast votes in March 2012 election
- It's impossible to know all the reasons voters cast a "yes' or "no" vote.
- Comments in the press and at Council meetings indicate some residents wanted to send a message to City Council about recent land use decisions they did not support.
- Some residents expressed concern about elements in the Visioning statement and others about communication.

#2 DESCRIBE THE SIMILARITIES AND DIFFERENCES BETWEEN THE 2014 GENERAL PLAN UPDATE AND THE UNSUCCESSFUL 2011 GENERAL PLAN UPDATE.

- **Similarities:**
    - Same organization of the plan's elements
    - Maps with the exact same content include-

- **Differences:**
    - New vision statement in 2014 document
    - Maps with new content include-
    - Use of info-graphics to help explain concepts

SECTION 5: METHODS AND TOOLS

Audience Identification
An important aspect of the communication planning effort is the identification of the audience for whom the communication is intended. For the purposes of 2014 General Plan Update, the following audiences have been identified, but are not limited to:

- Scottsdale Residents
- Civic/Business Leaders
- Chambers of Commerce
- Educational Institutions
- Non-Profit Groups
- Community Organizations
- Major Employers
- Homeowners' and Neighborhood Associations
- Development Community
- Open Space/Environmental Groups
- Utilities
- Faith Based Organizations
- Youth Groups and Students
- Boards and Commissions
- Planning Commission
- City Council
- Other Stakeholders

Methods of Communication
Channels of communication may include the following:

- Posters, flyers, and brochures – located in community/senior centers, supermarkets, libraries, schools, City of Scottsdale buildings, etc.
- Promotional materials – such as General Plan Update business cards and newspaper ads or inserts can act as effective channels for the planning update message.
- Utility Bill inserts, Ads in Parks and Recreation Publications, and Mass Mailings
- Internet sites and Social Media
    - City of Scottsdale's website
    - Social Media: Facebook, Twitter, Tumblr, Pinterest, Instagram, Granicus, YouTube, etc
    - City of Scottsdale E-Publications: Scottsdale Update, Parks and Recreation Update, etc
    - Email lists: Interested Parties, Character Area Plan email contacts, Neighborhood Notification Lists, etc
- Stories, Ads and/or Reports in Scottsdale Newspapers and other Publications
    - Press releases and press conferences
    - Letters to the Editor (My Turn)
    - Media Briefings with the Newspaper Editorial Boards

  - Magazine Articles (Airpark News, Scottsdale Living, etc)
  - Major Employer Newsletters (i.e. Scottsdale Healthcare, GoDaddy, etc)
  - School District Newsletters
  - HOA/POA Newsletters
- Presentations or presence at local events (booths), professional organizations and civic groups, Schools/PTO's, local fairs, HOA's and other gatherings ("Take the process to them" philosophy).
- Community outreach – Community participation such as café conversations, workshops, town halls, open houses, focus groups, etc. (greater detail can be found in the Public Participation Plan).
- Word of mouth
- Radio and TV - for straightforward messages – ads and Public Service Announcements – Channel 11 to present news programs that deal with 2014 General Plan update.
- Community Member Communication/Feedback:
  - Citizen Comment Cards
  - Granicus/Social Media
  - Direct Email
  - Regular Mail
  - In-Person or through public outreach events
  - Surveys (hard copy or on the internet)

Communication Toolbox

Media Outreach Tools

Media packet

A media packet will be available online for media sources. The media packet will contain facts, dates and talking points.

Media Releases

Local and regional media are considered key participants in the public communication process for this plan. All media inquiries, whether by phone, in person or informally at meetings, will be directed to the General Plan Project Manager(s) and/or Long Range Planning Manager.

Throughout the project, the city will issue media releases to announce the continuing progress of the Scottsdale 2014 General Plan Update drafting process. Significant project findings will also be announced through media releases which direct readers to the City's website. All media releases will include the project website address and City of Scottsdale contact.

Internet Outreach Tools

City Source – General Plan Web Page

Comprehensive website designed to enable staff to post information from any desktop computer. The site contains news items, calendar of City meetings, participation opportunities, and events, agendas, outreach material, contact information, proposed plan elements. It offers easy access to City programs, services, documents and more. Simple surveys and questionnaires can be posted from the backend. Results can be reviewed online. Participation is limited to one entry per computer.

- www.scottsdaleaz.gov/generalplan/update

Interactive Social Web Media

Interactive social websites can provide another source to advertise the General Plan Update process to a target audience, as well, a source for online discussion, questionnaires, and surveys. Sites will contain General Plan information, meetings dates and participation opportunities.

- Facebook: www.facebook.com search "Scottsdale General Plan Update 2014"
- Twitter: Utilize the City of Scottsdale Twitter account.
- Pinterest: This outlet has yet to be determined if it will be allowed.
- YouTube: The City of Scottsdale has a YOUTUBE channel, and General Plan Update videos could be posted to it.
- Granicus: A new, interactive web service that can be used to supplement the public outreach process.
- Tumblr: A blogging platform that allows users to post multimedia and other content to a short blog. A citizen could follow the process step-by-step using a blog. Steering Committee members could also contribute to the content.
- Instagram: A free photo-sharing program and social network that allows users to take a photo, apply a digital filter to it, and then share it with other Instagram users that are connected to, as well as on a variety of other social networking services, like Facebook. It is particularly suited to taking pictures via a mobile device camera.

Internal Audience Outreach Tools

Employee E-newsletter (CityLine)

Weekly e-mailed newsletter distributed to all City employees each month. The newsletter includes information about upcoming events, information on benefits, employee training opportunities, etc.

Executive Team and Management Forum Meetings

Meet weekly to review city business, discuss upcoming projects, challenges, etc.

Department Head Meetings

Directors of the various departments gather weekly to review action items and to keep each other informed of issues in all departments. The meetings provide an opportunity for department heads to keep abreast of what is happening in all divisions and updated on the General Plan 2014 progress.

Division Meetings

Each division meets regularly to exchange information and to update each other on issues and activities within the Division and other divisions.

External Audience Outreach Tools

City Source – Utility Bill Insert

A utility bill insert can be sent to approximately 95,000 households and 5,000 businesses. This insert can include information on General Plan Update process, meeting dates, participation opportunities, and general information.

Survey/Informational Handout

Survey or informational handouts can be administered at every event or activities attended by staff.

Public Television – Channel 11

Public access television

Provides live broadcasts of City Council, Board and Commission meetings. General Plan update information can be posted through informational slides, commercials or 30-minute segments.

Assorted Printed Materials

Flyers, maps, display boards, posters, calendars, brochures, business cards, etc. can be created as needed to provide information about the General Plan Update. These can be distributed at meetings, located at City buildings and facilities, and hung in city-wide kiosks.

Public Meetings

In addition to regularly scheduled Council and Board and Commission meetings, which are always open for public comment, other public meetings targeted towards specific General Plan issues can be held as needed. For example, a special public meeting might be held with the Planning Commission to discuss the Major General Plan Amendment criteria.

SECTION 6: PROCEDURES

Project Team and General Procedures

General Procedures

- The Long Range Planning Manager should be copied on all written materials submitted to and received by the City.
- Should the Long Range Planning Manager be absent, one of the project managers shall be contacted.
- All communication with the media and elected officials must go through Long Range Planning, with the Planning Administrator, Community & Economic Development Executive Director, Office of Communications, and the City Manager's Office informed, as appropriate.
- All communication with any General Plan consultant shall be communicated directly through the Long Range Planning Manager and/or Project Managers.

External Communication

- The Project Team will provide information necessary to the Office of Communications to create marketing materials, media releases and other communications necessary according to the project schedule.
- All inquiries from the public should be directed to the Long Range Planning Manager and/or one of the General Plan Project Managers. The Project Team will copy the Office of Communications on any correspondence with the media.
- Questions from the City of Scottsdale to other entities regarding the Scottsdale General Plan, or General Plans, should either be handled by the Long Range Planning Department or the Long Range Planning Department should be consulted prior to asking the question. This is to ensure message consistency and to ensure all information that should be in the public record is included.

Internal Communication

- The Project Team will provide information to various departments as it becomes available. Each month, the Project Team, with assistance from the Office of Communications, will provide a very brief update in CityLine, and such update will include contact information for the project team should other departments be asked about the General Plan update.

- In addition, the Project Team will provide updates, via already scheduled interdepartmental meetings, to City Management as the process progresses.

SECTION 7: EVALUATION

Evaluating the 2014 General Plan Update's Communication Plan for effectiveness, meeting the needs of various audiences, and providing a meaningful outcome for decision makers is an important step in the communication process and should be incorporated in the overall planning process from the very beginning. Valuable lessons can be learned if evaluation is thorough and effective, which can be used for future City wide communication efforts.

The following bullets provide a framework for evaluating the success of the 2014 General Plan Update public communication process:

- Monitoring communications events that have been completed.
- Ask people from different audiences how the communication process is doing.
- Check that audience members understand the messages you need them to hear.
- Determine from audience responses if future communications need to be further refined to meet people's information needs or fill any gaps.
- Determine what worked and why and what did not work and why.

SECTION 8: COMMUNICATIONS TIMELINE

The following calendar includes information about the major communication milestones for the 2014 General Plan Update by project phase. The task, date the milestone will occur, appropriate communication tools and the entity(ies) responsible for taking the lead on each task is outlined in the calendar.

It should be noted that in most cases, each milestone will require preparation ***prior*** to the date shown on this chart. For example, a Photo Contest will require the preparation of communications materials before the contest begins.

Date	▪ Task	▪ Tool	▪ Responsibility
Project Initiation (Completed)			
March-September 2012	▪ Community Benchmarking Meetings- Gather/Record Input	▪ Meetings and Meeting Summary	▪ Project Team
June 2012	▪ City Council Meeting – Direction on Project Schedule	▪ Staff Report/ Presentation	▪ Project Team
	▪ Develop Work Program	▪ Internal Use Only	▪ Project Team
June – August 2012	▪ Develop General Plan Brand/Logo	▪ Web/Social Media Update	▪ Project Team + Graphic Designer + OC
	▪ Create Communications Plan	▪ Internal Use Only	▪ Project Team + OC
	▪ Create Public Participation Plan	▪ Internal Use Only	▪ Project Team
July – September 2012	▪ Review of Existing General Plan	▪ Internal Use Only	▪ Project Team
	▪ Create Visioning Background Document	▪ Internal Use Only	▪ Project Team
	▪ Monthly CityLine Update Blurbs (as needed)	▪ CityLine	▪ OC
	▪ Website and Social Media Updates—Tentative GP Update Schedule and other pertinent information	▪ Web/Social Media	▪ Project Team
Phase 1 Visioning (Completed)			
October 2012	▪ Create "General Plan Marketing" Templates for event notification and social media	▪ Digital Templates	▪ OC
	▪ Media Release- Visioning Consultant Selection and Information about the General Plan update Process	▪ Media Release, Web, Social Media Updates	▪ OC
	▪ Monthly CityLine Update Blurb (if needed)	▪ CityLine	▪ OC
November 2012	▪ Visioning Event Date Selected and Visioning Event Applications available to community on website, mailed/emailed to General Plan Interested Parties list, linked on Social Media, sent to all communication outlets	▪ Ads in various print publications, Media Release, Web, Social Media, Email Lists, Neighborhood Notification, City E-Publications, etc ▪ Equals All Communication Methods/outlets	▪ Project Team & OC
	▪ Monthly CityLine Update Blurb (if needed)	▪ CityLine	▪ OC
	▪ Memos/Presentations to Planning Commission and City Council regarding upcoming Visioning Event and Application process	▪ Staff Reports, Presentations	▪ Project Team

December 2012	▪ City Council Meeting – Visioning Consultant Contract	▪ Staff Report/ Presentation	▪ Project Team
	▪ Information about General Plan update process and Visioning Event details updated on city websites and social media	▪ Web Updates/Social Media	▪ OC
	▪ Monthly CityLine Update Blurb (if needed)	▪ CityLine	▪ OC
January 2013	▪ Visioning Event Participant Selection Notices Sent via mail & e-mail	▪ Media Release, Social Media, Web	▪ Project Team (notices), OC (all other)
	▪ Background Document sent to Visioning Participants and Posted on Web	▪ Web Update	▪ Project Team
	▪ "Best of Scottsdale" Photo Contest starts- Community Members submit photos of their favorite places in Scottsdale	▪ All communication methods/outlets	▪ Project Team/OC
	▪ Monthly CityLine Update Blurb (if needed)	▪ CityLine	▪ OC
	▪ Visioning Event(s) January 24, 2013 Future Leaders Town Hall for participants ages 16-22 years of age at Skysong	▪ all communication methods/outlets	▪ Project Team/OC
	▪ Best of Scottsdale Photo Contest Begins (announcement January 18th 2013)	▪ All communication methods/outlets	▪ OC
February 2013	▪ Visioning Event February 6,7,11, 2013 VS Town Hall held/Video recording on Channel 11 at Monterra	▪ All communication methods/outlets	▪ OC
	▪ City Council Meeting – Direction from Council on key items	▪ Web Updates	▪ Project Team
	▪ Best of Scottsdale Photo Contest Ends (announcement February 28th 2013)	▪ All communication methods/outlets	▪ Project Team/OC
	▪ Monthly CityLine Update Blurb	▪ CityLine	▪ OC
	▪ Mountain View Open House	▪ Meetings, Presentations, Reports	▪ Project Team and Town Hall Consultant
	▪ General Plan Library Exhibit Opens	▪ All communication methods/outlets	▪ OC
March 2013	▪ Plan/document update (Possible Task Force) & Community Presentations	▪ Meetings, Presentations, Reports	▪ Project Team
	▪ Best of Scottsdale Photo Contest Results	▪ Web, Social Media, CityLine, Media Release	▪ Project Team and OC
	▪ Final Visioning Report presented to Planning Commission (March 20, 2013)	▪ Staff Report, Presentation	▪ Project Team
	▪ Media Release – Results of the Visioning Events and Community presentations on Vision, next steps	▪ Media Release, Social Media, Web	▪ OC (release)/Project Team (presentations)
	▪ General Plan Library Exhibit Opens (March 18, 2013)	▪ All communication methods/outlets	▪ OC
	▪ General Plan Library Exhibit Closes (March 30, 2013	▪ All communication methods/outlets	▪ OC

	- Monthly CityLine Update Blurbs (if needed)	- CityLine	- OC
Phase 2 Themes and Background (Completed)			
April 2013	- Staff preparing for Task Force, Alternative Calendar and Written procedures	- Internal	- Project Team
May 2013	- Final Visioning Report presented to City Council (May 14th 2013)l	- Meetings, Presentations, Reports	- Project Team
	- Alternative Calendar and Written Procedures, and Task Force adopted by Council (May 14, 2013)	- Media Release, Social Media, Web	- OC
	- Monthly CityLine Update Blurbs (if needed)	- CityLine	- OC
June 2013	- Facilitator Contract adopted by Council (June, 2013)	- Media Release, Social Media, Web	- OC
	- Task Force Meetings June 3, and 17, 2013	- All communication methods/outlets	- Project Team & OC
	- Workshop #1 Neighborhoods and Housing (June 20, 2013)	- All communication methods/outlets	- Project Team & OC
	- Monthly CityLine Update Blurbs (if needed)	- CityLine	- OC
Phase III Editing the Plan (Current)			
July 2013	- Task Force Meeting Edits GP Chapters (July 15th 2013)	- Staff Reports, Presentations	- Project Team/Task Force members
	- Draft General Plan Elements will become available for public review (in sections) - Spread information about Task Force Findings and changes to the 2001 General Plan	- Web Updates/ Presentations - Media Release, Social Media, City E-Publications	- Project Team/ Steering Committee - OC
	- Workshop #2 Community Character Workshop Event – announce registration	- All communication methods/outlets	- Project Team / Task Force (presentations)/OC (all other)
	- Monthly CityLine Update Blurbs (if needed)	- CityLine	- OC
August 2013	- Task Force Meeting Edits GP Chapters (August 5th and 19th)	- Staff Reports, Presentations	- Project Team/Task Force members
	- Workshop #2 Community Character Workshop Event (August 21 and 22 2013)	- All communication methods/outlets	- Project Team / Task Force (presentations)/OC (all other)
	- Workshop 3 Transportation Workshop Event (September 3, 2013) announce registration	- All communication methods/outlets	- Project Team / Task Force (presentations)/OC (all other)
	- Monthly CityLine Update Blurbs (if needed)	- CityLine	- OC

September 2013	▪ Task Force Meeting Edits GP Chapters (Sept. 9th and 16th 2013)	▪ Staff Reports, Presentations	▪ Project Team/Task Force members
	▪ Workshop #3 Transportation Workshop Event (Sept. 18th and 19th 2013)	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Workshop 4 Economic Vitality and Growth Areas and Workshop 5 Land Use Workshops Events (October 2nd and 3rd) and (October 23rd and 24th) announce registration	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Planning Commission outcomes of workshops 1-3 (September 25th 2013)	▪ Staff Report and Presentation	▪ Project Team
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
October 2013	▪ Task Force Meeting Edits GP Chapters (Oct. 7th and 21st 2013)	▪ Staff Reports, Presentations	▪ Project Team/Task Force members
	▪ City Council outcomes of workshops 1-3 October 8th 2013)	▪ Staff Report and Presentation	▪ Project Team
	▪ Workshop #4 Economic Vitality and Growth Areas Event (Oct. 24th 2013)	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Workshop# 5 Land Use and Major Plan Amendment Criteria Workshop Events (November 14th 2013) announce registration	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Monthly CityLine Update Blurbs (if needed	▪ CityLine	▪ OC
November 2013	▪ Task Force Meeting Edits GP Chapters (Nov 6th and 18th 2013)	▪ Staff Reports, Presentations	▪ Project Team
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
December 2013	▪ **GP Initiation** Inform Community about GP Adoption and Public Hearing steps over the coming months (November 11th 2013)	▪ Staff Reports, Presentations Media Release, Web Update	▪ Project Team ▪ OC (Media Release)
	▪ Task Force Meeting Edits GP Chapters (Dec. 16th 2013)	▪ Staff Reports, Presentations	▪ Project Team
	▪ City Council outcomes of workshops 4-5 (December 10th 2013)	▪ Staff Reports, Presentations	▪ Project Team
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
January 2014	▪ Task Force Meeting Edits GP Chapters (Jan. 6th and 27th 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ State-required 60-day Notice to other public entities (January 24th 2014)	▪ Mail	▪ Project Team/Current Planning
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
February 2014	▪ Task Force Meeting Edits GP Draft (Feb. 3rd and 24th 2014)	▪ Staff Reports, Presentations	▪ Project Team

	▪ Open House Public Review of Entire GP Document Event (March 10th, 12th, and 13th 2014) announce	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
▪ **Phase IV- Adoption**			
March 2014	▪ Task Force Meeting Edits GP Draft (March 3rd and 17th 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ Open House Public Review of Entire GP Document Event (March 10th, 12th, and 13th 2014	▪ All communication methods/outlets	▪ Project Team / Task Force (presentations)/OC (all other)
	▪ Planning Commission results of Open Houses (March 19th, 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
April 2014	▪ Task Force Meeting Edits GP Draft (April 7th and 21st 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ City Council results of Open Houses (April 1st, 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ Planning Commission Remote Hearing (April 9th, 2014)	▪ Staff Report, Presentations, Social Media, Web,	▪ Project Team ▪ OC (Media Release)
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
May 2014	▪ Task Force Commission and Council presentation prep (May 5th 2014)	▪ Staff Reports, Presentations	▪ Project Team/OC
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
	▪ Planning Commission Recommendation Hearing (May 14th 2014)	▪ Staff Report, Presentation, Electronic Notifications/ Social Media/Web	▪ Project Team ▪ OC (Media Release)
	▪ City Council Hearing Required study session (May 20th 2014)	▪ Staff Report, Presentation, Notifications/ Social Media/Web	▪ Project Team ▪ OC (Media Release)
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
June 2014	▪ Task Force Council presentation prep (June 2nd 2014)	▪ Staff Reports, Presentations	▪ Project Team
	▪ City Council Adoption Hearing (June 10th 2014)	▪ Staff Report, Presentations, Social Media, Web, Notification	▪ Project Team ▪ OC (Media Release)
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC

Phase V- Ratification)			
July - October 2014	▪ Results of Council Hearing ▪ Prepare ballot language and document for ballot ▪ Advertise submission of letters (pro/con)	▪ Web and Media Release	▪ Project Team (Post Results on Web)/ Clerk ▪ Clerk/Project Team (Ballot preparation & pro-con gathering) ▪ OC (all other ads)
	▪ General Plan Information & Facts Dissemination o Series of Informational Articles and/or video about the 2014 General Plan o Inform community about the results of the most popular discussion items o Interview community leaders and those involved in the General Plan and provide the newspaper with names of persons involved in the planning process o Encourage a panel discussion/forum of community leaders to be held on the 2014 General Plan that could also be televised on Channel 11 o Presentations with community groups/individuals upon request	▪ All appropriate communication methods/outlets	▪ OC ▪ Project Team / Task Force (presentations)
	▪ Monthly CityLine Update Blurbs (if needed)	▪ CityLine	▪ OC
November 2014	▪ General Plan Election Results	▪ Web ▪ Media	▪ OC/City Clerk

Neighborhoods Chapter

Neighborhood Preservation and Revitalization Element

Introduction

Scottsdale has a long-standing commitment to providing a quality physical and social environment for its citizens, and, subsequently, the community places high value on the preservation and enhancement of its neighborhoods. This is evidenced by Scottsdale citizens' identification of Neighborhood Planning as the third-tier of the Scottsdale General Plan during the 1994-1996 CityShape 2020 process.

As Scottsdale nears build-out, most of the city's neighborhoods will have already been established, and few entirely new neighborhoods will be built over the next decade. Into the future, the city must look at preserving and enhancing those qualities that make Scottsdale's neighborhoods safe, special and vibrant. It will be equally as critical to sensitively integrate new development and revitalized properties into Scottsdale's neighborhoods.

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.

Goals and policies

Goal NPR 1

Preserve and enhance the character, identity and quality of Scottsdale's diverse neighborhoods.

Policies

NPR 1.1

Support innovative, well-designed building construction and rehabilitation to enhance neighborhood character and identity.

NPR 1.2 (NEW)

New construction and remodels should sensitively address neighborhood transition areas.

NPR 1.3 (NEW)

Identify, promote and enrich the character-defining elements of neighborhoods, including but not limited to architectural style, design elements, and landscape features.

NPR 1.4

Encourage ongoing property and right-of-way maintenance to sustain neighborhood vitality, value, and overall sense of community pride.

NPR 1.5

Continue proactive property maintenance, inspection, and code enforcement programs, in partnership with the community, to maintain healthy neighborhoods.

NPR 1.6

Coordinate city enhancement and support programs that work to revitalize neighborhoods.

Goal NPR 2

Promote homeownership and investment in housing as ways to strengthen sense of community and maintain strong neighborhoods.

Policies

NPR 2.1

Support policies and programs that provide opportunities for homeowners to update or renovate their homes.

NPR 2.2 (NEW)

Alleviate regulatory barriers that hinder the revitalization and adaptation of existing homes.

Goal NPR 3

Provide for the safety and security of Scottsdale's neighborhoods.

Policies

NPR 3.1 (NEW)

Utilize community policing techniques, such as block watch groups, to discourage criminal activity in neighborhoods.

NPR 3.2 (NEW)

Enhance response efforts to graffiti and vandalism damage.

NPR 3.3 (NEW)

Partner with neighborhood groups and organizations to monitor and report the condition of abandoned or vacant buildings and mitigate their negative effects on the neighborhood.

Goal NPR 4 (NEW) FORMERLY A POLICY IN CHARACTER & DESIGN ELEMENT

Develop and refine Neighborhood Planning and Neighborhood Plans to ensure neighborhood vitality and adaptability for the future.

NPR 4.1 (NEW)

Give all community members the opportunity to participate in shaping the future of their neighborhoods.

NPR 4.2 (NEW)

Establish guidelines for creating and updating neighborhood plans, ensuring an approach that is inclusive, collaborative and effective with homeowners.

NPR 4.3 (NEW)

Use neighborhood plans to identify and implement neighborhood improvements.

NPR 4.4 (NEW)

Encourage Neighborhood Plan stewardship by community members that is supported by the continued cooperation between the city and neighborhoods.

Goal NPR 5 (NEW)
Build a strong community through neighborhood interaction.

NPR 5.1 (NEW)
Preserve existing and create new public gathering spaces within walking distance of residential areas.

NPR 5.2 (NEW)
Support neighborhood organizations through technical assistance and educational programs to promote self-reliance and community-based problem-solving.

NPR 5.3 (NEW)
Create opportunities for neighborhood interaction through block parties, community gardens, and other neighborhood events.

NPR 5.4
Improve and enhance the physical and social links between non-residential and residential land uses.

Neighborhoods Chapter

Housing Element

Scottsdale is considered a community of choices that embraces a variety of housing options, which blend contextually throughout the community. Since incorporating in 1951, Scottsdale's housing and neighborhoods have shifted and evolved in response to marketplace trends, evolving community character, and family lifestyle preferences. Scottsdale has historically pioneered creative housing solutions in Arizona, such as townhomes, master-planned communities, downtown urban living, and custom single-family desert homes.

In general, housing in Scottsdale has maintained a higher cost and value than comparable housing in other valley communities because of the community amenities, services and quality of life in the city. While this is beneficial for property and resale values, it has traditionally made the provision of housing for the full spectrum of Scottsdale's citizens, service workers, entry-level homeowners, seniors on limited incomes, and citizens with special social or physical needs, more difficult.

At build-out, Scottsdale's population is expected to reach 296,300 residing in 150,200 housing units. While single-family homes will continue to be the predominant housing type in Scottsdale, an increasing number of people, from retirees to young professionals, seek an urban lifestyle and/or need more affordable and diverse housing options. As land for housing development becomes increasingly limited, the community will need to focus attention on the revitalization and preservation of established housing stock and seek creative infill development strategies to accommodate the multiple generations who call Scottsdale home.

Scottsdale is committed to the provision and preservation of housing opportunities to meet the needs of current and future residents. The goals and policies of the Housing Element will ensure that future housing options in Scottsdale 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.

Goals and Policies

GOAL H 1

Support Scottsdale's distinctive neighborhoods through the provision of diverse, safe and high-quality housing options that blend with the character of the surrounding area and respond to the Sonoran Desert environment.

POLICIES

H 1.1

Maintain Scottsdale's quality-driven development review standards for new housing development.

H 1.2

Encourage complementary physical design, building structure, landscaping opportunities, and lot layout relationships between existing and new housing construction.

H 1.3
Support community dialogue during zoning and the development review processes in order to encourage context-appropriate housing development designs.

H 1.4
Support the creation of mixed-use projects, primarily in Growth Areas, as a means to increase housing supply while promoting diversity, economic viability and neighborhood vitality.

H 1.5
Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth.

H 1.6
Ensure long-term habitation by maintaining, improving and creating high-quality and safe housing for all citizens.

H 1.7 (NEW)
Coordinate across city departments to ensure homes in Scottsdale are safe and high-quality, and work with property owners to rehabilitate or rebuild any sub-standard housing in the community.

H 1.8 (NEW)
Require new housing developments to incorporate the highest possible level of amenities, design, durability and architectural quality.

H 1.9
Encourage energy-efficient and durable housing designs, constructions, and renovations that respond to the Sonoran Desert environment and contribute to long-term housing affordability.

GOAL H 2

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

POLICIES

H 2.1
Establish appropriate incentives for the development of high-quality, durable housing that accommodates a variety of income levels.

H 2.2
Support programs that will increase homeownership among entry-level and moderate-income households in Scottsdale.

H 2.3
Reduce government financial and regulatory constraints to enhance housing affordability, and, whenever possible, expedite processing of development proposals and building permits when affordable housing is being proposed.

H 2.4
Encourage the development and preservation of "naturally affordable" housing types, including smaller units and older housing stock.

H 2.5
Leverage state and federal funding opportunities to create and preserve high quality, safe and affordable housing.

H 2.6
Seek quality, affordable housing for a wide-range of income groups and Scottsdale's employment base during development and redevelopment.

H 2.7
Support partnerships and initiatives whereby builders and/or major employers help provide housing options for employee housing needs.

H 2.8
Encourage the development of workforce housing with the new development and/or expansion of hotels, resorts, and other generators of service-level employment.

H 2.9
Connect housing to jobs, child care, schools, retail, open spaces and other amenities, as well as services and infrastructure needed on a daily basis, by planning for housing near public transportation networks, employment centers and commercial areas.

H 2.10
Support adjustments to the housing mix based on demographic needs and economic changes within the city.

H 2.11 (NEW)
Protect the affordability of units at risk of losing federal or state subsidies or being converted to market-rate housing.

GOAL H 3

Provide housing options that will allow for all generations of Scottsdale residents to continue to live here, regardless of life stage or ability.

POLICIES

H 3.1
Develop the full spectrum of senior housing options in neighborhoods where health and community facilities and services are within a reasonable walking distance and are accessible by public transportation.

H 3.2
Promote housing opportunities and accessible living environments that allow seniors to age in place, either in the same home, assisted living facilities, continuing care facilities, or other housing types within the same community, and sensitively integrate and connect these facilities into neighborhoods.

H 3.3
Encourage the provision of broad housing options to meet the needs of young professionals, families with children, multi-generational households, the elderly, and residents with special needs.

H 3.4
Encourage intergenerational interaction by linking housing with community facilities, such as senior centers, childcare centers, preschools, and youth centers.

H 3.5
Support existing and future use of federal, state, and local matching funds, in partnership with non-profit and social agencies, to acquire and rehabilitate multi-family housing.

H 3.6
Support agencies and organizations that provide shelter, housing, and services for homeless and vulnerable populations.

H 3.7
Support housing development that includes services and facilities to meet a wide-variety of household needs.

H 3.8
Participate actively in identifying regional partners and regional solutions for those special needs that may be most appropriately addressed on a regional basis.

H 3.9 **(NEW)**
Encourage universal design in new and rehabilitated housing units to support the very young, people with disabilities, and aging adults.

GOAL H 4 (NEW)

Prevent housing discrimination practices toward any person, as prohibited by federal, state, county and local laws.

H 4.1 **(NEW)**
Comply with state and federal laws prohibiting discrimination in housing and support fair and equal access to housing regardless of race, color, sex, creed, familial status, economic level, or ability.

H 4.2 **(NEW)**
Continue to monitor and partner with local agencies, non-profits, and businesses to provide fair housing information, legal services, foreclosure prevention assistance, and anti-predatory lending assistance.

Neighborhoods Chapter

Conservation, Rehabilitation, and Redevelopment Element

Introduction

Scottsdale is a maturing city with little land left for new development. 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. It is also critical that residents are involved in infill and redevelopment decisions affecting their neighborhoods.

The term redevelopment means to change existing development in an entire area or on an individual property through modification or by complete replacement. These "informal" redevelopment efforts are typically led by the private sector and intended to enhance an area that is in need of improvement. Sometimes cities assist with and encourage informal redevelopment through supportive ordinances and processes or public-private partnerships that often involve the funding of public infrastructure improvements that benefit the redevelopment purpose and the overall community.

At times it has been necessary for the city to utilize the "formal" Redevelopment Authority granted to cities by the State of Arizona. The Redevelopment Authority Statute (ARS 36-1471) provides tools for protecting the health, safety, and welfare of citizens by improvement of deteriorated urban conditions, acquisition and sale of property, establishment of open space, and achievement of other locally-approved redevelopment goals. In order to use this authority, the city must designate an area as a formal Redevelopment Area, per statutory criteria, and adopt a Redevelopment Plan to establish goals and policies to effectuate the redevelopment intent.

The goals and policies of this element address both "informal" and "formal" redevelopment, recognizing that any "formal" redevelopment must be approved by the City Council and conform to Arizona State Statute requirements.

Goals and Policies

GOAL CRR 1

Ensure the long-term stability of Scottsdale's neighborhoods by supporting high-quality, context-appropriate property redevelopment, rehabilitation, and conservation.

POLICIES

CRR 1.1

Support redevelopment that is sensitive to the identity and character of Scottsdale's maturing neighborhoods.

CRR 1.2

Continue the City's strategic and proactive intervention efforts for property redevelopment, rehabilitation and maintenance on individual properties and in areas that begin to show signs of decline, so as to prevent further progression of blight, distress, underutilization, and/or deterioration.

CRR 1.3

Support the proactive participation of affected residents and business owners during the planning and implementation of redevelopment projects, and hold redevelopment project sponsors accountable for early, meaningful communication with affected individuals and neighborhoods.

CRR 1.4

Strive to replace affordable housing removed by redevelopment projects.

CRR 1.5

Protect and re-energize established areas/neighborhoods by promoting context-appropriate infill development and innovative adaptive reuse of existing community resources and historic properties.

CRR 1.6 (NEW)

Upgrade substandard infrastructure during redevelopment and rehabilitation projects.

CRR 1.7 (NEW)

Encourage proactive neighborhood stewardship to prevent property and neighborhood decline, and assist neighbors-in-need, homeowners and property owners with property rehabilitation.

GOAL CRR 2

Sustain the long-term economic well-being of the city and its citizens through redevelopment, rehabilitation and conservation.

POLICIES

CRR 2.1

Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.

CRR 2.2

Encourage re-investment that positively impacts the visual impressions and experiences of tourists, citizens, and businesses.

CRR 2.3

Redevelop antiquated commercial areas in order to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.

CRR 2.4

Redevelop and rehabilitate Scottsdale's mature employment centers in order to enhance Scottsdale's job market and provide for new job opportunities.

CRR 2.5

Encourage building techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods during conservation, rehabilitation and redevelopment efforts.

CRR 2.5

Promote the presence and capacity of existing infrastructure, including telecommunications infrastructure, as an incentive to encourage more infill development within the community.

CRR 2.6 (NEW)

Coordinate the processing of redevelopment proposals across city departments to reduce project costs and promote expediency.

GOAL CRR 3 (NEW)

Use formal Redevelopment Authority only when it is necessary to enhance economic conditions and improve the health, safety, and welfare of the community.

CRR 3.1 (NEW)

Utilize redevelopment plans to promote careful and sensitive redevelopment of areas in the community that are vacant or blighted.

CRR 3.2 (NEW)

Correct the deficiencies of areas that are experiencing blight or potentially hazardous conditions that affect the health, safety, and welfare of community members.

CRR 3.3

Expect use of relocation benefits to mitigate hardship on individuals and families during redevelopment process relocations.

Neighborhoods Chapter

Community Involvement Element

Introduction

Public participation is an important component of successful planning, community building, and decision-making. Citizens (residents, businesses, and property owners) should have ongoing communication about, and a say in, decisions that affect their community. While it is recognized that a city as complex and diverse as Scottsdale will rarely have consensus, public participation may bring understanding and dialogue to complex issues.

The City of Scottsdale has a rich history of community involvement* because of this legacy of civic participation, citizens expect the city to inform them of public opportunities and issues so as to give them an opportunity to be heard. Numerous citizen committees, commissions, and boards, addressing a wide range of subjects, have also characterized Scottsdale's tradition of community involvement. As part of the public engagement process, citizens have spent thousands of hours involved in city planning, decision making and community building.

**[PLAN TO INCLUDE NOTATION REFERENCING THE VALUES AND VISION SECTION WHICH WILL CONTAIN THE MORE DETAILED COMMUNITY INVOLVEMENT HISTORY].*

Scottsdale will continue to demonstrate its commitment to being a leader in promoting open government processes that are transparent, accessible, responsive, and fair to all community participants. Encouraging early and ongoing citizen participation will help the city resolve concerns more immediately, and level the playing field among citizens, property owners, elected officials, the development community, and other stakeholders. It also provides an opportunity for meaningful input into the formation of city policy and regulations.

The city will consider new ways to promote community involvement, recognizing the diversity and unique elements of Scottsdale. The ultimate goal is to work toward a level of dialogue that respects the community's vision for the city, and is mutually respectful, responsible, and civil. The city's role is to reflect and respond to citizen proposals/comments by forging partnerships between citizens, stakeholders, elected officials, and the city organization, so that all parties are involved, informed, and responsive to the needs of a dynamic community. The goals and policies included in this element are meant to serve as building-blocks to strengthen ways to effectively inform and involve the community in city-related discussions and decision-making processes.

Goals and Policies

GOAL CI 1.

Seek early and ongoing involvement and broad public input in project/policy-making discussions.

POLICIES

CI 1.1.

Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site postings, written correspondence, and other methods, as they become available.

CI 1.2.
Institute and use public involvement plans to identify and engage interested parties, regarding their concerns and interests, and provide opportunities for information exchange and involvement.

CI 1.3.
Require that project sponsors conduct community involvement programs, share up-to-date information, communicate issues and opportunities surrounding projects, show accountability for being responsive to constructive community comments and concerns, and demonstrate how community comments are ultimately addressed.

CI 1.4
Encourage project sponsors and citizens to share in the responsibility to be transparent and civil in dialogue and deliberation. **(NEW)**

CI 1.5
Effectively provide for broad public input in the state-mandated General Plan annual report. **(NEW)**

GOAL CI 2.

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

POLICIES

CI 2.1.
Determine the range or distance of public notification based on the characteristics of the specific case, plan and/or policy. At a minimum, all notification should include a focus on directly affected stakeholders. Depending on the interest level of the community, enhanced notification may be warranted.

CI 2.2.
Create and use community-wide contact lists that include representation from homeowners associations, neighborhood and service groups, the faith community, the school districts, the business community and other interested groups.

CI 2.3.
Incorporate and provide public involvement and civic education opportunities in order to engage a broad cross-section of community members on municipal issues.

CI 2.4.
Encourage voter registration and increased voter participation through broad distribution of information materials via mail, technology and printed materials to ensure community-wide representation on issues that require ratification.

GOAL CI 3.

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

POLICIES

CI 3.1.

Provide multiple locations/times/communication tools in order to accommodate a wide diversity of lifestyles, work schedules, and time availability in public involvement efforts.

CI 3.2.

Form and utilize multidisciplinary teams to provide information to, and communicate with, Scottsdale's diverse population, community groups and organizations in a variety of conventional and non-conventional ways.

GOAL CI 4.

Augment citizen interactions through diverse communication and technology techniques.

POLICIES

CI 4.1.

Provide multiple opportunities for input through use of new and evolving technologies.

CI 4.2.

Adapt the latest communication techniques and technologies to each situation.

CI 4.3.

Partner with other organizations, when appropriate, to use networks and tools to further communication and to sponsor links to city information.

CI 4.4.

Embrace new techniques and technologies, including data visualization, simulation, and modeling as a means to explore complex city issues.

GOAL CI 5.

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

POLICIES

CI 5.1.

Track, measure, identify and convey information regarding community issues, opportunities, trends, and concerns.

CI 5.2.

Provide community-wide access to data that reflects current facts, figures, demographics, trends and analysis.

CI 5.3.

Create public information materials in a variety of formats that accurately reflect the facts surrounding opportunities and issues, i.e. the purpose, timing, and need/benefits for a project or proposal, and when possible, explain the differing perspectives for each.

GOAL CI 6.

Foster community partnerships, catalysts, and networks as a means of sharing information and responsibilities, to work toward collaborative solutions.

POLICIES

CI 6.1.

Clarify citizen, private entity, and the city's role in responsible civil dialogue on community opportunities and issues.

CI 6.2.

Continue the tradition of "Community Visioning" to reevaluate community issues, goals, and vision for the future.

CI 6.3.

Seek to involve community groups, HOAs, and other citizen organizations in the sharing of both city and project information. **(NEW)**

Open Space Chapter

Open Space Element

INTRODUCTION

Open space is a vital component for establishing and sustaining a high quality of life; thus, a balanced and connected system of open spaces is essential to the community. The city of Scottsdale is committed to maintaining, enhancing and expanding both active and passive open spaces throughout the community, to serve the needs of present and future generations.

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. This includes a strategic-planning approach that provides open spaces for the enjoyment of all citizens while meeting the needs of a developing community.

Scottsdale uses common open spaces to serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open space create different experiences. The McDowell Sonoran Preserve is an effort to secure large continuous tracts of natural open space to protect significant wildlife habitat and maintain the community's connection to the natural Sonoran Desert, while highlighting the image and character that is uniquely Scottsdale. A major developed open space, the Indian Bend Wash Greenbelt serves as a recreation and flood control spine, as well as, a significant segment of the regional park system. Smaller parks adjacent to school sites allow for dual use by the neighborhood and school communities. Preserved desert washes help maintain the lush desert character and wildlife corridors in new developments. Still, other open spaces offer protection from natural hazards and conservation of natural resources that people depend on, including watersheds, streams, and aquifers.

For a community like Scottsdale that continues to physically develop and regenerate over time, open space can enhance the visual image of the built environment, and generally provide for an aesthetically-inviting community. Visual linkages to open space help to reinforce Scottsdale's character and identity. Scenic roadways and streetscapes provide visual and physical connections to the natural environment in more developed areas. Open space is also desirable in promoting tourism. Enhancing and promoting the city's beautiful natural setting will maintain Scottsdale as a highly desirable resort and eco-tourism destination.

As Scottsdale approaches build-out, it will be even more important to sustain and improve existing, as well as, create new open spaces throughout the city. Regional cooperation in the planning, connecting and retaining of open space is just one way in which Scottsdale can ensure that current and future community members enjoy a high quality of life.

Through the goals and policies of this element, Scottsdale will respect and manage its open space resources in a way that is sustainable.

Goals and Policies

GOAL OS 1

Protect and improve Scottsdale's natural and built environments by providing four primary public and private open space types: the McDowell Sonoran Preserve, natural open spaces, developed open spaces and continuous open spaces.

POLICIES

OS 1.1 (NEW)

McDowell Sonoran Preserve. Provide an integrated desert open space system consisting of mountains, desert, and natural corridors to maintain scenic views, preserve wildlife and desert plant habitats, and protect archaeological and historical resources and sites, while providing appropriate public access for educational purposes and passive outdoor recreational opportunities. The Preserve should remain as a natural Sonoran Desert refuge for current and future generations.

OS 1.2

Natural Open Space. Provide public and private, natural open spaces to preserve wildlife habitat, view corridors, and sensitive historical/archeological sites, and, where appropriate, incorporate areas for low-impact recreational activities, such as walking, observing nature, hiking, bicycling, mountain and rock climbing, and horseback riding.

OS 1.3

Developed Open Space. Offer public and private parks and open spaces to accommodate both active and passive recreational activities. Active recreation may include, but is not limited to golf, softball, tennis, basketball, volleyball, swimming, and equestrian pursuits; and passive activities may include, but are not limited to, walking, jogging, bicycling, socializing, lounging and picnicking.

OS 1.4

Continuous Open Spaces. Develop a system of contiguous open spaces that link open spaces city-wide and regionally, and the McDowell Sonoran Preserve to neighborhoods, the desert, mountains, washes, and the canal system. Such open spaces may include, but are not limited to, vista corridors, streetscapes, trails, and canals.

GOAL OS 2

Fulfill Scottsdale's McDowell Sonoran Preserve initiative to create an integrated desert open space and wildlife corridor system that connects to the regional Sonoran Desert open space system.

POLICIES

OS 2.1

Complete the acquisition of land for the McDowell Sonoran Preserve.

OS 2.2

Provide educational and research opportunities to learn and interpret the natural elements, history and archaeology of the Sonoran Desert and mountains.

OS 2.3

Apply a scenic buffer along streets within and adjacent to the Recommended Study Boundary (RSB) of Scottsdale's McDowell Sonoran Preserve.

OS 2.4 (NEW)

Ensure that new development adjacent to the McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment, and contributes to the community's visual and physical access to open space and the mountains.

OS 2.5

Restore habitat in degraded areas (burned, grazed, vehicular damage, invasive vegetation) of Scottsdale's McDowell Sonoran Preserve in an ecologically sustainable manner

GOAL OS 3

Continue to create an interconnected, continuous open space system that maintains visual and functional linkages, city-wide and regionally. This system should include significant Scottsdale landmarks, major drainage courses, vista corridors, streetscapes, canals, trails, regional connections and utility corridors.

POLICIES

OS 3.1

Develop a public trail and path system that links to other city and regional systems.

OS 3.2

Identify and consider the positive and negative impacts of proposed projects on viewsheds throughout the development review and approval process.

OS 3.3

Preserve scenic views and vistas of mountains, the Sonoran Desert, natural features, and landmarks as development occurs.

OS 3.4

Maintain existing Scenic Corridor designations along major streets to provide for open space, trails and pathway opportunities. This designation should be applied using the following guidelines:

- There is a need for a landscaped buffer between streets and adjacent land uses.
- An enhanced streetscape appearance is desired.
- Views to mountains and natural or man-made features will be maximized.

OS 3.5

Consider Buffered Roadways to provide streetscapes with a unique image and reduce the impacts a major street may have on adjacent parcels. This type of designation is primarily an aesthetic buffer.

OS 3.6

Apply a Desert Scenic Roadway designation along the one-mile and half-mile streets, within the Environmentally Sensitive Lands areas of the city that are not to be classified as Scenic Corridors or Buffered Roadways, in order to maintain and enhance open space along roadways in sensitive areas.

OS 3.7
Utilize drainage easements, vista corridors, and transmission line corridors as open space connection opportunities, as well as, to augment general recreation and trails.

OS 3.8
Provide areas for desert appreciation and scenic viewing along Scenic Corridors.

OS 3.9
Locate parks to enhance unique landmarks and environmentally significant areas, when possible.

OS 3.10.
Enhance open space connections throughout the city.

GOAL OS 4 (NEW)
Provide abundant opportunities for the enjoyment of open space and the outdoors in every Scottsdale neighborhood.

POLICIES
OS 4.1
Provide ample opportunity for people to experience and enjoy the magnificent Sonoran Desert and mountains, while balancing public access with preservation goals.

OS 4.2
Provide open space access and trailhead areas of sufficient size and with adequate facilities for public use.

OS 4.3 (NEW)
Ensure that open spaces in public ownership remain accessible to community members for compatible recreational use.

OS 4.4 (NEW)
Locate publicly accessible and useable open spaces within established neighborhoods and near population centers.

OS 4.5 (NEW)
Require private, useable outdoor open space in new development.

OS 4.6 (NEW)
Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs.

GOAL OS 5
Design and manage open spaces in ways that appropriately relate to the land uses and character of the areas within which they are located.

POLICIES

OS 5.1

Evaluate the design of open spaces with the following as primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, and desert preservation.

OS 5.2 (NEW)

Distinguish between and protect the different priorities and management objectives for each of the Open Space Land Use Categories. [*see Land Use Element]

OS 5.3

Preserve significant, useable and accessible open spaces by utilizing creative residential and commercial development techniques that are consistent with the overall character and/or adopted Character Area Plan for an area.

OS 5.4

Aesthetically integrate utilities and other public facilities into open spaces, through careful consideration of placement, materials, form, and scale.

OS 5.5

To the maximum extent possible, adhere to the landscape design themes of different Character Area open spaces through designs that respond to local conditions, protect and use area-appropriate native and/or adapted plants, and follow best practices for landscape maintenance.

OS 5.6

Work with developers to design land use plans that respect existing topography, view corridors, wildlife corridors, and open space. Where possible, enhance existing viewsheds as areas are developed and redeveloped.

OS 5.7 (NEW)

Provide ample shade in public open spaces as appropriate for the type of open space.

GOAL OS 6.

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

POLICIES

OS 6.1

Continue to encourage active citizen involvement in the development and management of open space.

OS 6.2

Provide consistent and effective operations and maintenance for all open space facilities, so that they are safe and convenient to access.

OS 6.3
Promote "docent" or "steward" programs to assist with and lower the maintenance and operational costs of the city's public open spaces.

OS 6.4
Make infrastructure improvements on public open space in ways that protect and conserve the natural environment.

OS 6.5
Consider important natural areas, parks and other open space systems as primary elements in long-term sensitive growth planning, endangered species protection, and watershed protection.

GOAL OS 7

Acquire new, expand existing and, improve established open spaces for public use.

POLICIES

OS 7.1
Acquire and develop new public open space in existing neighborhoods, giving priority to areas which are most lacking, and encourage landowners, in the development process, to dedicate park space where there is an existing park shortage or a need to preserve open space, natural features or scenic views

OS 7.2
Provide development incentives to promote the dedication of new open space.

OS 7.3
Require developers to create connectivity and accessibility between the property to be developed and adjacent open space, park sites or areas otherwise identified for open space uses.

OS 7.4
Identify revenue sources to acquire, improve and maintain open spaces, rights-of-way, and parks.

OS 7.5
Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, or other means.

OS 7.6
Create usable open spaces from existing street rights-of-way, sidewalk widening, street realignment, development of trails, etc.

OS 7.7 (NEW)
Renovate, renew and upgrade the city's parks and recreation facilities in response to changing community demographics, needs and priorities.

OS 7.8 (NEW)
Ensure the interconnectivity of trails and streets before abandoning rights-of-way.

GOAL OS 8

Encourage and cooperate with other governmental agencies to preserve, protect, connect, maintain and expand the regional open space system.

POLICIES

OS 8.1

Support and encourage Maricopa County, the Maricopa Association of Governments (MAG), State of Arizona, Tonto National Forest, federal agencies and established private entities to acquire, develop, protect, maintain and operate existing and new open space in and around Scottsdale.

OS 8.2

Cooperate with other public and private agencies on the planning and development of open space sites and facilities located adjacent to city boundaries.

OS 8.3

Support the regional open space network and coordinate with adjacent jurisdictions to supply open space systems, interconnected trails networks, recreation opportunities, stormwater drainage, and sensitive wildlife habitat and migration routes.

Open Space Chapter

Recreation Element

Scottsdale has long valued recreation opportunities as a major component of the community. The social, physical, and spiritual benefits that park and recreation amenities provide are immense. Scottsdale provides enjoyable recreational activities and park settings that address the needs of diverse populations and engage the community. These opportunities provide social interaction and help improve the physical and mental well-being of community members. In addition to personal benefits, parks and recreation facilities also provide the city with environmental protection and tourism enhancement.

City, community and neighborhood parks differ in design, users, and benefits. The city of Scottsdale parks planning system recommends four levels of parks to be provided:

- **Neighborhood parks** provide primary recreation services and facilities that are easily accessible and available to local residents; serve a single neighborhood or several neighborhoods, depending on the location of the park; are preferably located with or adjacent to elementary schools, neighborhood centers, or other gathering places; and are accessed principally via pedestrians and bikes.

- **Community parks** centralize a full range of recreational activities for major portions of the city with the capacity of accommodating large groups; generally feature a community center building designed to meet multi-generational recreation needs, as well as lighted recreational amenities and sports fields; serve several neighborhoods; are preferably located central to a group of neighborhoods and often adjacent to elementary, middle or high schools; and are accessed principally by automobiles and bicycles.

- **Specialty parks** provide specialized facilities and preserve significant unique features of the community, including environmentally sensitive areas; generally serve the entire city or the valley; are located where necessary to capitalize on an existing feature, facility or specialized market area; and may require a high degree of access (e.g. baseball stadium) or limited access (e.g. wildlife preserve).

- **Trails** provide valuable recreation and transportation opportunities for city residents and visitors, linking schools, residential areas, parks, employment centers, shopping areas, and other areas of interest; are located in areas that will connect neighborhoods, mountain preservation areas or serve as destinations; may be located adjacent to parks that are used as staging areas to traverse into desert or mountain preservation areas.

Projected population numbers are used to determine future park needs and locations. In Scottsdale, the private sector often participates in the provision of public parks when an influx of population is projected to occur as a result of a new development plan. Parks and recreational amenities are also developed in master planned communities and subdivisions throughout the city, although they are usually only available for use to the residents of those specific communities. The city of Scottsdale does not include these private amenities in determining the number and type of facilities needed to meet current and future resident demand, but does use the location of those amenities in the development of future parks and recreation service areas.

As a city approaching build-out, provision of land for parks is a key issue for Scottsdale, limited land availability, changing economic conditions and evolving demographics will continue to impose increasing demands on recreational amenities. Consequently, community involvement is and will continue to be an important role for future planning and development of a variety of recreational opportunities.

Scottsdale's parks and recreational facilities are an important part of what makes the city a desirable place to live. The city is committed to continued investments in its infrastructure and public facilities, as resources are available. This commitment requires a strong emphasis on maintenance, rehabilitation, modernization, and co-location of services when appropriate. The city is also committed to providing new services in areas that are under-served, and in areas where change is expected in the future. New parks and recreational amenities will help the city sustain its position as a model for public service delivery.

Through the following goals and policies, the city's recreational facilities and programs will provide for the needs of Scottsdale's current and future generations.

Goals and Policies

GOAL R 1

Plan for a wide range of quality recreation facilities and services to maintain and improve the quality of life of all Scottsdale residents and visitors.

POLICIES

R 1.1

Increase community participation in parks and recreational planning and implementation.

R 1.2

Regularly conduct systematic assessments of recreational facility and programming needs and preferences.

R 1.3

Consider a wide range of recreational uses during park planning and design.

R 1.4

Provide a variety of opportunities for passive recreational activities, such as hiking, golfing, horseback riding, mountain biking, rock climbing and wildlife observation, as well as, active recreational activities, such as team sports, playgrounds, skate parks and gymnasiums.

R 1.5

Seek opportunities to develop new parks and recreational facilities to meet the growing needs of residents and visitors and, where feasible, design them to adapt to the changing needs of the surrounding neighborhoods.

R 1.6

Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities.

GOAL R 2

Collaborate with school districts, tribal communities, and other public entities for joint planning, design, development and use of recreational facilities, programming, and special events.

POLICIES

R 2.1

Retain school sites for community recreational program use. When feasible, consider acquisition or co-location of facilities if they are needed to maintain neighborhood recreation and open space accessibility.

R 2.2

Where possible, locate parks and recreational spaces along multi-use pathway corridors and adjacent or contiguous to school grounds or other jurisdictions' recreational spaces to encourage the maximum use of all properties.

R 2.3

Make school site recreation facilities (e.g. basketball courts, playgrounds, tennis courts, fields) available to the public, when possible, and support joint use of park, school, and library sites by the city and school districts.

GOAL R 3 (NEW)

Provide recreation opportunities that meet the needs of Scottsdale's diverse neighborhoods.

R 3.1

Encourage private and public entities to provide recreational resources to further expand the city's offerings.

R 3.2

Pursue opportunities to acquire additional land or facilities for recreational opportunities.

R 3.3

Provide neighborhood parks that are easily accessible to local residents and provide recreational opportunities reflective of the surrounding neighborhood's needs and preferences.

R 3.4

Locate community parks where they are accessible from relatively long distances. Community parks concentrate a broad range of recreational activities for major portions of the city. Some community parks also include human service facilities.

R 3.5

Provide unique recreational opportunities that have regional appeal through specialty parks. These activities may range from riding the railroad at McCormick Railroad Park, to rock climbing and horseback riding, to simply enjoying the beauty of the natural desert.

R 3.6 (NEW)

Develop and maintain a citywide interconnected network of trails to provide valuable recreation and fitness opportunities for city residents and visitors. Trails may provide hikers, walkers, joggers, equestrians, and mountain bikers with opportunities to improve health and fitness, spend time with family and friends, enjoy the natural environment, and escape the stresses of everyday life. Where possible, trails should connect to neighborhoods and serve major destinations.

R 3.7 (NEW)

Develop a diverse range of recreation and educational programs that are sensitive to and consider community needs, interests, and financial resources.

R 3.8 (NEW)

Provide multi-generational recreation programming and facilities and encourage interactions among the full spectrum of Scottsdale's generations—from tots to twenty-somethings to seniors.

R 3.9 (NEW)

Offer quiet spaces in parks, recreation facilities, libraries and public spaces to accommodate passive recreation, such as socializing, reading, painting and meditating.

R 3.10

Provide access to educational, recreational, and cultural services by targeting programs for residents with special needs.

R 3.11

Ensure that all major recreational facilities and programs are easily accessed by a variety of transportation modes, including the area transit system.

GOAL R 4

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

POLICIES

R 4.1

Where appropriate, maintain recreational facilities in public ownership to prevent potential shortages in the future.

R 4.2

Develop improvement plans for the maintenance, renovation and enhancement of community recreational facilities, and keep these community assets viable by investing the necessary resources.

R 4.3 **(NEW)**

Strive to meet and exceed maintenance and staffing standards for city recreation facilities to ensure maximum use.

R 4.4 **(NEW)**

Explore creative funding options for the design, development, and maintenance of recreation facilities and programs, including grants, special assessments, development of parks districts and partnerships with public, private and non-profit organizations.

Scottsdale

Petitioners get say in Scottsdale General Plan

by **Beth Duckett** - May. 14, 2012 09:28 AM
The Republic | azcentral.com

A work-study session, scheduled for June 12, will give Scottsdale City Council members an opportunity to discuss the General Plan update.

The dialogue will incorporate suggestions for the update, outlined in a petition from residents.

In the March election, Scottsdale voters shot down a controversial update to the plan that would have guided the city's development and character in 10 to 20 years. The city is crafting another update, as required by state law.

General plans are blueprints for the future, laying out the city's long-term development vision, goals and policies gleaned through community outreach and public hearings.

Resident Howard Myers, an opponent of the defeated update, presented a petition this week urging council members to give residents a stronger arm in crafting a new update. It was signed by nine residents, including mayoral candidate John Washington and council candidates Guy Phillips and Chris Schaffner.

"The key question is where is this city headed in the future, and the General Plan should clearly state that instead of leaving it open to interpretation," Myers said.

In a rare 7-0 vote, the council agreed to incorporate the suggestions into the next discussion.

The petition asked the city to:

Find out what was wrong with the update the council tried to implement.

Draft a real "vision," which must be "clear and unambiguous."

Update the 2001 plan to support that vision.

Draft strict major General Plan amendment criteria to raise, not lower, the bar for changing the plan.

"Above all, citizens must participate in drafting the new General Plan update, not stand by as spectators," the petition said.

"Frankly, most of what (are) outlined here are things we would undoubtedly have to be discussing," Mayor Jim Lane said.

Scottsdale's General Plan 2001 remains in effect until voters approve a new plan.

SCOTTSDALE REPUBLIC

OPINIONS EDITOR
Grant Martin, 602-444-6805

VISIT OUR BLOG: Go to blogs.azcentral.com
and then to Plugged In - Scottsdale

OUR VIEW

Teens set an example for the way civil debate should be

High-schoolers are a relatively marginalized subset of our community.

We don't stick them on glossy advertisements in airline magazines, or invest ourselves nearly so much in their teams' athletic success as, say, hockey fans in Minnesota or football fans in Texas would. Heck, we don't even let them into many of the bars in downtown Scottsdale about which we find ourselves arguing.

But that didn't stop more than 80 of them from attending last week's Scottsdale Future Leaders Town Hall at SkySong and participating in a thoughtful dialogue about how they want their hometown to evolve in coming years.

The forum, organized by the city as a mechanism for infusing new ideas into the upcoming Visioning Scottsdale Town Hall sessions, divided participants into groups to deliberate six guiding principles for growth: open-land preservation, neighborhood enhancements, sustainability, economic vitality, transportation and the city's unique character.

The group tasked with discussing this final element hemmed and hawed at the start of the meeting, many conspicuously avoiding eye contact with their leader despite her earnest exhortations. It didn't take long for their shyness to wear off, however, and soon they were embroiled in a fast-moving debate on the relative merits of building heights, Western culture and the McDowell Sonoran Preserve.

A group nearby was engaged in what may have been the most cordial and reasonable debate over light rail this city has ever seen.

"I can't say we *shouldn't* have a light rail, because we *don't* have a light rail," one young man opined. "I just don't know what having one would look like."

"If we really are a city for visitors," another said, "we should give them a reason not to have to take a taxi everywhere."

The statement might generate headlines and an angry response if it were made at a City Council meeting, but here no one even raised an eyebrow. Light rail might be a nice addition, the consensus seemed to be, but the financial reward of such an expensive endeavor is definitely worth investigating.

A group of teens participating in a future-leaders debate thoughtfully debated light rail. MICHAEL CHOW/THE REPUBLIC

When it came time to reunite for an expanded discussion of each group's resolutions, proposed changes to the city's visioning statement reflected considerable foresight.

Many clamored for expanded recycling programs and a reduction of fossil-fuel use, and a proposed movement to increase community service and civic engagement was similarly popular. Five of the six panels ultimately came down in favor of light-rail expansion.

Whether such sentiments will be reflected in the coming week's Visioning Town Hall discussion remains uncertain, but the city's efforts to incorporate a youthful perspective are commendable. So, too, are the teenage participants themselves, for proving that debate over Scottsdale's future can be both fruitful and civil.

Packaging car auctions would have earth-rattling impact

Scottsdale is the best place to be during the winter months, not only for its fabulous weather and special attributes, but for the influx of visitors attending a variety of events and spending money.

and the fever pitch of bidding on European sports cars, American muscle cars, hot rods and customs, which are sold at amazing

Kierland Resort and RM Auctions at the Arizona Biltmore, both in Phoenix, which add to the overall car-auction frenzy.

Imagine the power of Scottsdale and certain auction venues partnering to

their money on travel. Scottsdale is a perfect destination for them.

Because the collector-car market is worldwide, ascending on major global markets could produce widespread economic benefits across the city, hyp-

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100 Scottsdale residents will work on city plan at sessions

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By Beth Duckett
The Republic | azcentral.com
Tue Feb 5, 2013 10:07 AM

Almost a year after Scottsdale voters shot down the city's General Plan, 100 people from across the community will gather Wednesday in the first of three Town Hall sessions to draft a vision for the new plan.

Last year, the City Council signed off on a contract with the non-profit Arizona Town Hall to host half-day sessions Wednesday, Thursday and Monday.

Out of 300 applicants, the organization chose 100 participants to create the plan's vision statement, which is similar to a company's mission statement, outlining a broad view of what the city should look like.

"This is specific to creating a visioning statement," said Erin Perreault, Scottsdale's long-range planning manager.

Observers are allowed, but space is limited. The city is asking people to register with Arizona Town Hall ahead of time with the days and times they will be observing, said Mary Vandevord, senior city planner in long-range planning services.

According to the city, about 20 percent of the 100 participants are retired, and nearly 60 percent are between ages 41 to 65.

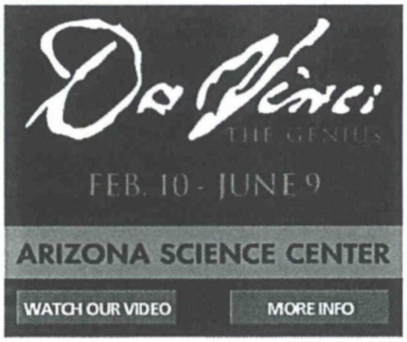
They are equally divided from north, central and south Scottsdale.

Tara Jackson, Arizona Town Hall president, said the organization focused on making sure a range of people were selected, with a focus on "geographical balance."

The state-mandated plan, which outlines Scottsdale's long-term development goals, was narrowly defeated at the polls in March.

The Legislature extended the deadline for cities to update their plans to July 1, 2015.

▶ Join the Discussion



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Scottsdale AZ insert 2/8/2013

Accord on Scottsdale's vision for itself may take some magic

"The process of finding common ground," attorney Jim Condo told his audience Wednesday morning, "is when magic happens."

One hundred people looked on earnestly, eager to play the role of magician's assistant over the course of three half-day Visioning Scottsdale Town Hall sessions at WestWorld. This was the first morning of the Town Hall, and a spirit of optimism and collaboration prevailed.

Ron Walker, board chairman of Arizona Town Hall — the private organization the city is paying $80,000 to facilitate these sessions — assured participants their input would, by the end of Monday's final session, be smoothly assimilated into a new and improved Visioning Statement.

But this is Scottsdale, where change rarely comes smoothly, and where people tend to voice opinions with all the subtlety of a rusty chainsaw.

The Arizona Town Hall facilitators seemed to sense this, however, and tried their best to instill some collegial bonhomie as the participants separated into three panels. Hedgehog Panel chairman Alberto Olivas asked each of his 34 group members to introduce themselves, before launching into a discussion on what each considered Scottsdale's best features.

Several Visioning Scottsdale Town Hall participants cited the McDowell Sonoran Preserve and its hiking trails as among their city's best features. CHERYL EVANS/THE REPUBLIC

It was uncannily reminiscent of the beginning of a typical Scottsdale City Council meeting — in which Mayor Jim Lane asks the attending Girl or Boy Scout troop, after they've recited the Pledge of Allegiance, to state their names and favorite school subjects — except this introductory segment took an hour and not a few minutes.

But this soft-pedal approach is a savvy one. There will be plenty of time for fireworks — most likely in Monday's session, which reunites the groups and could easily run well past its projected 12:15 p.m. conclusion as the final Visioning Statement is hammered out.

For now, the sessions appear off to a good start. Arizona Town Hall did a commendable job of selecting applicants to not only reflect geographic diversity — participants are evenly split among north, central and south Scottsdale residents, according to its president, Tara Jackson — but also a nice mix of ages and ethnicities.

Achieving consensus can be difficult for any group of Scottsdale residents to accomplish, much less one as heterogeneous as this. But Arizona Town Hall's mission isn't just challenging, it's vital. The city can't afford to have its state-mandated General Plan update be held up over a paragraph-long Visioning Statement, as it was last March.

$80,000 can buy a lot in this city. The question is, can it buy a magic trick?

Who on council will step up as advocate for south Scottsdale?

My Turn

NANCY CANTOR

We have two years to see who on the Scottsdale City Council will be a real champion for mature neighborhoods in the Southern Scottsdale Character Area Plan — or everyhing south of Indian Bend Road to our border with Tempe and west to east from the Phoenix/Town of Paradise Valley borders to the Salt River Reservation.

Is every project that comes before ur boards and commissions going to be sent to the City Council where they will be met with either unquestioned pproval or unquestioned opposition? Will the threat of legal protest accomany every project to the council?

As a longtime advocate for neighorhood revitalization and the compatble growth and development of mature

Mayor Jim Lane to fulfill his pre-2008 promises to residents of south Scottsdale to provide serious attention and direction to mature residential neighborhoods as they take on the burdens of increased growth and density.

It was further undermined by the lack of mention — by any candidate for election this time around — of mature neighborhoods and redevelopment and the impacts of infill projects.

There has, however, been discussion of the many new apartment projects that have been approved and the wis-

lost, but why do we need them?

As a former vice chair of the merged Housing Board (with the Neighborhood Enhancement Commission to form the Neighborhood Advisory Commission), I want to remind all of us that between 2006 and 2009 Scottsdale lost more than 3,500 affordable, quality, safe apartment units to the trend of flipping apartments to condominiums. For the first two years of that period, that trend led to a loss of $9 million in sales tax on rentals.

During that time, speculators bought properties in south Scottsdale based on a rumor that the Housing Authority of Maricopa County was going to rebuild the Holiday Park area through a HUD grant. Those speculators were left holding properties when the grant applica

legal problems. The glaring fact is that a huge section of multifamily housing in Scottsdale is troubled and of dubious quality and safety.

This part of the neighborhood and housing situation in Scottsdale has never been discussed by our elected officials, board and commission members or the Scottsdale Area Chamber of Commerce in print or by word of mouth, and it is a big problem. The loss of workforce housing is never mentioned, while blight continues to be ignored.

Nancy Cantor has served on numerous city boards and commissions and is a longtime south Scottsdale resident, volunteer and

Voices from Scottsdale Future Leaders Town Hall

Editor's note: On Jan. 24, more than 80 local high-school and college students participated in the Scottsdale Future Leaders Town Hall at SkySong. The Scottsdale Republic *invited two of them to share their reflections on the experience and hopes for our city.*

Scottsdale Republic
2/14/2013

MY TURN: ZACHARY REINSTEIN

As my group's designated recorder at the Future Leaders Town Hall, my role was to create a consensus statement representing the ideas of my peers. The statements below are our suggestions to change the values of Scottsdale represented in the General Plan.

Many of the youths felt the General Plan was already a well-written document encompassing most of the ideals they stood for. But the document was lacking in specificity. It is this specificity that ensures projects are completed and don't remain in limbo.

So, what are Scottsdale's best features? The community atmosphere is one of Scottsdale's greatest features as well as the ability for citizens to easily access leisure activities in well-designed areas.

How should Scottsdale improve neighborhoods? We need to build a better gradient between south and north Scottsdale. I recognize the distinction between the regions of Scottsdale, but there should not be a drastic difference in the upkeep of these regions. Scottsdale should celebrate these unique areas, while also encouraging unity and a central identity to allow all citizens to appreciate the same quality of life.

How should Scottsdale preserve the integrity of its desert environment? The city must continue to encourage interplay between environment and man through hiking trails and sustainable buildings. This includes already expanding its incredible preserve network, such as Pinnacle Peak and the McDowell Sonoran Preserve, both of which I personally enjoy frequently.

How should we improve transportation? Add more incentives and awareness for public transportation and expand transportation throughout the city. Buses, light rail and the trolley system could all be expanded to offer make transportation more accessible for bikes.

How does Scottsdale need to face the inevitable changes of the future? The city must recognize and embrace change in regards to economic, social and technological developments.

How must Scottsdale stay at the forefront of education? Growth must be promoted through social and secular education and better allocation of resources. This education includes not only the latest math and science, but also practical social skills such as job interviews or paying taxes. Teachers need to be better paid to bring more prestige and experience to those positions.

I am honored to live in such an incredible city where my voice, no matter my age, can be heard and make a difference. This is why Scottsdale is such a successful city. The Future Leaders Town Hall reminded me of the famous town-hall meetings of 17th-century New England. It was these meetings that put forward the democratic precedent our country is founded on today. Heed the words of the youths. In 10 to 15 years, when this plan is executed, we will be the community leaders and voters.

Zachary Reinstein is a senior at Pinnacle High School.

Scottsdale residents can access leisure activities in well-designed areas. MARK HENLE/THE REPUBLIC

MY TURN: SARAH SAKHA

Scottsdale — my city, your city and our city — is conspicuously singular. It has much to offer to denizens of all ages as a small metropolis and as a commercial haven with a rich history. From Old Town to north Scottsdale, the possibilities are, quite possibly, endless.

But, inevitably, it is time for the future of our city to be reconsidered, and for the Scottsdale General Plan to be scrutinized and potentially modified. Indubitably, Scottsdale's youths are our city's most important voices, as those of the generation that will be its future leaders. Consequently, the opportunity was presented for those voices to be heard at the Scottsdale Future Leaders Town Hall, where teens from an array of schools, backgrounds and perspectives convened to collaborate on the Scottsdale General Plan and our community vision and values.

In a collaborative effort, we used this invaluable opportunity to reconcile our differences to come up with a consensus about the future of Scottsdale — where we would like to see our city, and ourselves, down the road. We unanimously lauded the city on its flourishing communities and neighborhoods, variegated public facilities and amenities, preservation of desert lands and wildlife, modernization and urbanization, and promotion of diversity in an array of areas. However, we all posed our own concerns for a city that must keep up with the changing times. We addressed these considerations through careful scrutiny of Scottsdale's General Plan.

One of the first things I discerned was the plan's abstruse language, which conveyed formidable but ambiguous objectives. Such objectives should be pursued, but only if the "average Joe" is able to understand what each is referring to. Phrases like "human connection" and "community character" resonate well, but what do they explicitly refer to?

By setting out a specific course of action and communicating goals directly, government can work alongside the general populace to advance and better the city. Furthermore, we should expand our commitment to sustainability by entertaining the prospect of alternative energy resources. We should find a happy medium between the preservation of our "environmental character" and urbanization. We should more actively promote our distinctive cultural heritage, as well as the plethora of transportation options the city provides in lieu of the quotidian automobile. And we should promote education and awareness, among both younger and older generations, by supporting greater civic participation.

In that respect, Scottsdale's youths may be able to set an example to be emulated, by raising our voices in our community and in our city.

Sarah Sakha is a junior at Xavier College Preparatory.

SATURDAY SOUND OFF

What should be key components in Scottsdale's Visioning Statement?

Scottsdale is a dynamic environment that includes art, nightlife, shopping and outdoor activities throughout the city. Scottsdale thrives on creating community and providing a place that allows people of all ages to enjoy and celebrate life. With an emphasis on tourism and entertainment, we want to stay focused and not lose sight of our history and elements that have made Scottsdale what it is today. We also want to focus on the preservation and integrity of the desert and beauty of the landscape that has become the skyline of Arizona. In Scottsdale we care, and we show it by staying focused on the key differentiators of the city every day.

— **Jennifer Kaplan**, *Scottsdale, marketing executive*

I agree with Kathie Barnes, one of the participants in the process, that the process should be about attainable objectives while, at the same time, being smart and visionary. I also agree with another participant, Joan Baron, that the new planning process should include a robust debate on alternative modes of transportation that tie Scottsdale better to adjacent cities while also reducing the impacts of density and encouraging the redevelopment of blighted areas in the community, such as the McDowell Road corridor. Make Scottsdale about something more than bars and apartments. Good grief. Think big and let's not hide from debates on controversial issues.

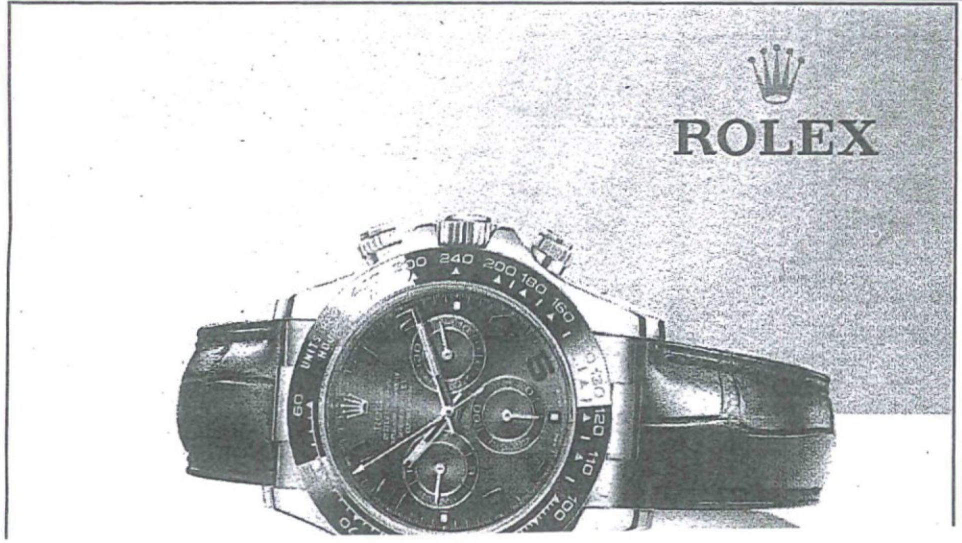
— **James Derouin**, *Scottsdale, retired*

As someone who has served on a lot of non-profit boards, I've always disliked the process of writing visioning and mission statements by committee. They usually end up being disgustingly wordy without really saying anything. That being said, it would be nice if Scottsdale's new vision statement bucked the trend. I'd like to see simple, declarative sentences. Words and phrases I'd like to see included would be things like economic vitality, arts and culture, tourism, jobs, open space, healthy, horse-friendly, inclusive, diversity, tourism, retail, great schools and politically functional. "The West's Most Western Town" can go bye-bye.

— **Joanie Flatt**, *Scottsdale, public relations executive*

I don't think Scottsdale's future should involve any type of light rail on Scottsdale Road or anywhere else. It's an expensive boondoggle as illustrated by the Phoenix-to-Mesa line, where there are probably more people riding for free than paying. I like the system in Atlantic City where they have 13-seat jitneys running constantly. They are small, efficient, and there is always one available; a perfect situation for Scottsdale. I also think we have enough apartments. Some look like military barracks and I saw enough of them in the Air Force.

— **Jim McAllister**, *Scottsdale, writer*



General Plan document generates differing views

Report sets framework for Scottsdale's vision

By Beth Duckett
The Republic | azcentral.com

For the most part, planning a city's future is hardly a gripping experience.

But in Scottsdale, such a plan will play a huge role in determining how the suburban city evolves until it can grow no more.

Should Scottsdale maintain its small-town feel? Or is it destined to boast a bigger-city vibe?

Those and other questions reigned in recent discussions about the city's General Plan, which will lay the groundwork for advancement as the city nears build-out, when there is no land left to develop.

Last week, a report laid the framework for what will become the plan's visioning statement and community values — the meat and potatoes of how Scottsdale sees itself.

About 100 people met in town-hall panels recently to discuss the city's future, resulting in the five-page report that drew remarks at an open house last week.

Change 'inevitable'

Comments ranged from protection of neighborhoods to the McDowell Sonoran Preserve, future urbanization and change in general.

While this is only the beginning of a lengthy process to craft a General Plan, residents have aired differing views on how to get there.

"Change for the sake of change is not necessarily good," said John Washington, a town-hall panelist who ran for Scottsdale mayor in 2012. "Change without thoughts and historical perspective is absolutely bad, almost without exception."

But Ace Bailey, also a participant in the sessions, said there is no "if" in change.

"Change is going to be inevitable," she said. "How we're going to change I think is what is really important."

Bailey said Scottsdale will "stagnate and die" if it does not embrace change, acknowledging that it must be "well-done and smart."

The report, as it reads now, says Scottsdale is "a sophisticated city with a small-town feel," while its vision emphasizes its "rich Southwestern history, where the past is celebrated." Later it says Scottsdale will be an "active, globally interconnected and multigenerational city."

To panelist Howard Myers, the questions on the minds of many residents is, where is Scottsdale going?

"Are we going to be a big metropolis like Chicago?" he asked. "Or are we going to be what everyone who comes visits here and likes, which is the small-town feel that Scottsdale has?"

Protecting neighborhoods

Currently the vision says Scottsdale "will preserve, protect and enhance neighborhoods."

But Jim Haxby, a resident, said that "can mean just anything."

Former City Council candidate Chris Schaffner said residents should decide whether they want to protect or revitalize their neighborhoods. He asked for language in the vision "to allow the public to have direct impact on the decisions that will affect them."

Louise Lamb said her subdivision, Peaceful Valley in south Scottsdale, is close to the city's Downtown Infill-Incentive District and plan, which allows property owners downtown to request amended development standards, such as increased height and density.

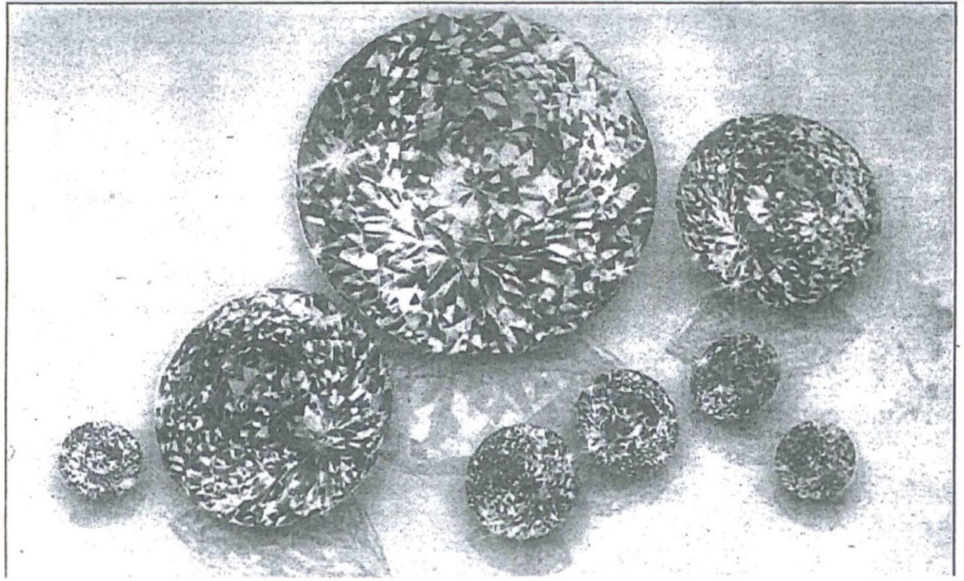
Lamb said the current plan allows for some gradual decrease in height from commercial buildings, to residential areas.

"I'd like to make sure there is a gradual decrease from infill incentive down to neighboring subdivisions," she said.

Report not 'perfect'

The preserve, cited several times in the report, is poised to grow to 34,400

See GENERAL PLAN, Page 5



Not-guilty plea entered in bouncer's fatal stabbing

By Laurie Merrill
The Republic | azcentral.com

A Tempe truck driver accused of fatally stabbing a Scottsdale bouncer in January has pleaded not guilty to the charge.

Dressed in jail stripes and held in lieu of $75,000 bond, Ian MacDonald, 26, a part-time Arizona State University student, appeared during an arraignment before Maricopa County Court Commissioner Brian Rees.

Rees entered a not-guilty plea Monday on MacDonald's behalf to a count of second-degree murder in the fatal stabbing last month of former ASU football player Tyrice Thompson, 27, during a scuffle outside Martini Ranch. MacDonald's next hearing is scheduled for April 8.

About 1 a.m. Jan. 27, MacDonald and his girlfriend, Samantha King, were kicked out of the popular downtown Scottsdale nightclub, according to police and court documents.

Witnesses observed Thompson and MacDonald on the ground, the documents say.

MacDonald admits scuffling with Thompson but denies stabbing him, according to documents.

His attorney, Adam Feldman, said after the hearing that Scottsdale police have the wrong man. None of Thompson's blood was found on MacDonald's clothing, and police have not produced witnesses who saw the stabbing, he said.

MacDonald "is a decorated Marine who valiantly served his country," Feldman said.

According to a police report, officers interviewed witnesses who said MacDonald confessed to the stabbing and talked about disposing of a knife that police say he typically carried.

GENERAL PLAN

Continued from Page 4

acres someday.

Michael Mayer, a preserve advocate, said the vision should reflect that voters, not the city, created the preserve and have the responsibility to make changes affecting it, rather than the City Council.

Several people said the report should be less repetitive.

"Is this report perfect? Of course not," said Azim Hameed, a town-hall participant. "But my perspective is it's a tool to get to the end result, which will be something we can vote on and hopefully pass."

Mark Stuart, a community activist, said "so much of the language is not relevant to what a city does and what a community does," such as remarks about education.

While it may not be as concise as some would like, "the beauty of it is, it is going to continue to evolve," said panelist Suzanne Paetzer.

The General Plan could go before voters in November 2014.

GENERAL PLAN 2014

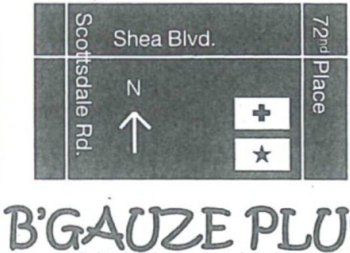
Scottsdale paid the private Arizona Town Hall $80,000 to facilitate the town-hall sessions. A copy of the report is at scottsdaleaz.gov/generalplan.

Residents will be able to weigh in during meetings at scottsdalegp.com and speakupscottsdale.com, said Erin Perreault, Scottsdale long-range planning manager.

A General Plan citizen task force, charged with overseeing the creation of the entire draft 2014 plan, could eliminate redundancies and edit based on comments.

The intent is not to change the content of the vision and values, but perhaps make it "more succinct and easier to read," she said.

In March, the Planning Commission is set to review and comment on the report, followed by the City Council in April.



LOCALNews

Dolce Boutique to open at Hayden Peak Crossing

Drawing inspiration from the success of her first Dolce Boutique at the Hilton Village Shopping Center, Mandy Ballor has announced a mid-to-late March opening for Dolce Nord at Hayden Peak Crossing at the southeast corner of Hayden Road and Thompson Peak Parkway just north of the 101 Freeway.

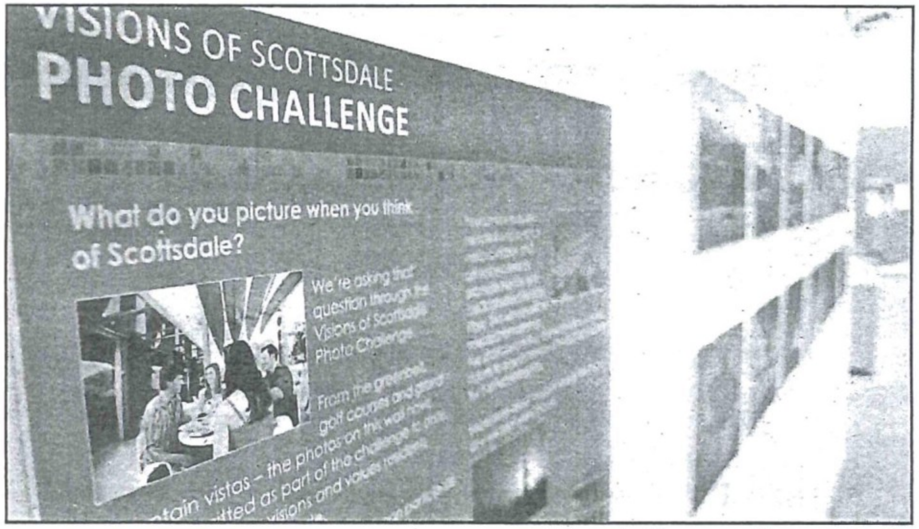
The new northeast Scottsdale location will offer a variety of "fashion forward" women's apparel ranging from evening gowns to jeans.

Hayden Peak Crossing is a 145,000-square-foot upscale neighborhood shopping center that is anchored by a very successful Fry's Signature Supermarket. The center has emerged as one of north Scottsdale's most vibrant neighborhood shopping centers.

More News Online!

Visit the North Valley home page to read news of Scottsdale. Among the items posted this week:

- Legal challenge slows Scottsdale apartment pitch
- Phoenix food tax debate coming in budget cycle
- Penzone named Paradise Valley safety consultant
- Paradise Valley resort revitalization appears imminent
- Arizona School lunch program growing; missing many
- Newspaperman recounts Hol-


VISIONS OF SCOTTSDALE
PHOTO CHALLENGE
What do you picture when you think of Scottsdale?
We're asking that question through the Visions of Scottsdale Photo Challenge
From the greenbelt, golf courses and grand mountain vistas – the photos on this wall were submitted as part of the challenge to show visions and values

Independent Newspapers/**Terrance Thornton**

"Building the Vision" exhibit at Civic Center Library

A free exhibit at the Civic Center Library through March celebrates Scottsdale's collaborative tradition and will provide patrons an opportunity to help shape how Scottsdale will mature over the next 20 years. "Building the Vision" traces the evolution of community planning in Scottsdale from the Town Enrichment Program of the 1960s to today's General Plan 2014 process. The Indian Bend Wash Greenbelt, Civic Center Mall and the McDowell Sonoran Preserve are among local landmarks born from past efforts. The exhibit also looks to the future. Visitors can view and comment on draft community values and a vision statement put together by participants in a recent community town hall. Those values and vision will serve as a foundation for the General Plan 2014 process. To learn more about the process, visit www.scottsdaleGP.com.

Arizona lawmakers eye police power limitations with drone aircraft

By AJ Vicens
Cronkite News Service

Rapidly advancing drone technology packing the latest surveillance tools into affordable and lightweight machines could help police do their jobs more ef-

Scottsdale man accused of indecent exposure

Patrick Martinson

The Scottsdale Police Department have arrested Patrick Martinson after being identified as the suspect in at least one of a string of indecent exposure and criminal trespass crimes occurring in early February, a press release states.

Scottsdale police were on patrol midnight Thursday, Feb. 28 on a call out for someone publicly exposing himself at the area of Saguaro Hotel at Drinkwater and Indian School roads when Martinson was encountered by police.

Officers found Martinson walking through San Marin Apartments, 4215 N. Drinkwater Blvd., but released him pending further evidence, the release states.

The following day, Friday, March 1, police went back to the Scottsdale apartment complex questioning Martinson on indecent exposure and criminal trespass crimes occurring Sunday Feb. 3.

Scottsdale police say Martinson was posi-

03/15/2013

CITY NOTES

Decision on election to be made

After months of planning, the Scottsdale City Council will decide Tuesday whether to hold a bond election this November.

The city would ask voters to increase property taxes to take on new debt for projects and improvements citywide.

A task force has recommended a list of 45 city projects totaling nearly $240 million, though the council has the final say on what projects to include.

If approved by voters, the proposal would add a maximum of 32 cents per $100 of assessed value to property-tax bills, which equates to about $80 a year for a $250,000 home.

The city has estimated the cost of a special election at $450,000.

The meeting starts at 4 p.m. at City Hall, 3939 N. Drinkwater Blvd.

For a list of proposed projects, visit scottsdaleaz.gov/bondtaskforce.

ASU's Crow to speak at forum

Arizona State University President Michael Crow will be the keynote speaker at a community economic-development symposium Thursday in Scottsdale.

The forum, Scottsdale Forward, will explore the formation of the community's economic-development policy and direction for the future.

It takes place from 7:30 to 10 a.m. at Scottsdale Community College, 9000 E. Chaparral Road.

Registration and a continental breakfast start at 7:15 a.m.

Registration is open through Wednesday at scottsdalechamber.com. The cost is $15.

Other speakers include Kimber Lanning, director of Local First Arizona; Eric Larson, board chairman of the Scottsdale Area Chamber of Commerce; Gordon McConnell, assistant vice president for Innovation, Entrepreneurship and Venture Acceleration at ASU; and Rachel Sacco, president and chief executive of the Scottsdale Convention and Visitors Bureau.

Speak out on pedicab ordinance

Members of the public can comment on a proposed pedicab ordinance at a meeting Thursday at Scottsdale City Hall, 3939 N. Drinkwater Blvd.

Scottsdale does not have a law specifically regulating pedicabs — bicycles or tricycles that carry passengers. They are prominent in the city's downtown-entertainment district, a high conglomeration of bars and clubs south of Camelback Road.

On Thursday, the Scottsdale Transportation Commission could make recommendations on the proposal to send to the City Council. There will be time for public comment.

Council members are set to vote on the ordinance April 9.

Details: scottsdaleaz.gov/codes/pedicab.

Exhibit celebrates city's history

Scottsdale has unveiled a free exhibit at the Civic Center Library that celebrates the city's history and plans for the future.

"Building the Vision" focuses on the General Plan, a long-term planning document that shapes how the city grows and develops in 20 years.

The exhibit, open through March at 3839 N. Drinkwater Blvd., traces the evolution of Scottsdale's decades-old planning process.

Visitors can comment on community values and a vision statement for the next plan, which define how the city sees itself.

The final plan could go before voters in November 2014.

State law requires updates of voter-approved General Plans every decade.

Photo-contest winners fete

A free reception Monday at the Scottsdale Civic Center Library will recognize winners of the "Visions of Scottsdale" online photo challenge.

Several dozen photographers responded with pictures that show what they think of Scottsdale.

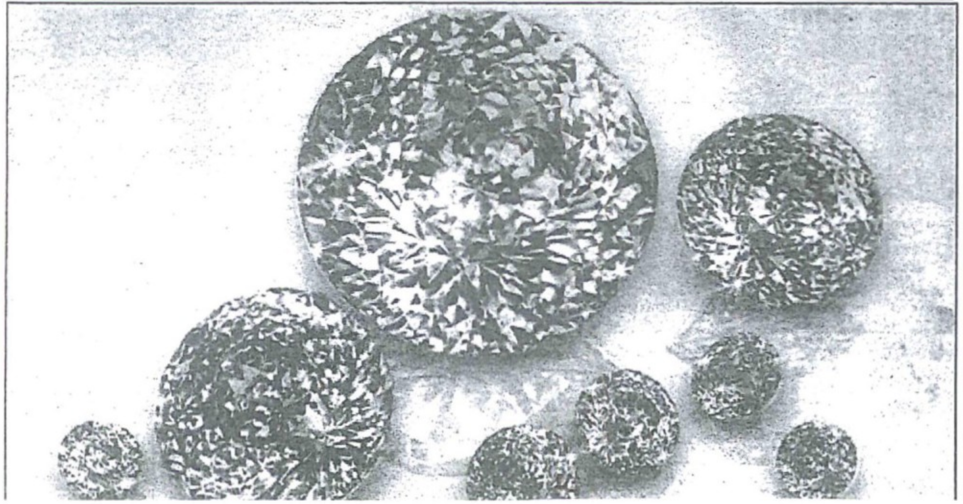
The challenge drew 330 submissions and more than 40,000 votes, according to the city.

The contest is part of the city's process to craft a new General Plan.

The 6 p.m. reception will take place at the library, 3839 N. Drinkwater Blvd.

View the photos at capturemyarizona.com.

Compiled by Beth Duckett. Send news briefs to beth.duckett@arizonarepublic.com.



the Appropriations Committee hearing Rep. John Kavanagh conducted on Gov. Jan Brewer's proposal for restoring and expanding Arizona Health Care Cost Containment System (AHCCCS).

My Turn
JOHN WANAT

From that meeting, I sensed that he is not necessarily opposed to providing health care to the vulnerable and that he would not object to the billion-plus dollars that would come to the Arizona economy from the expansion of Medicaid if it were truly without a fiscal downside. But he does object to the AHCCCS restoration and expansion because he thinks that it increases the federal deficit.

Let me make two observations.

Arizonans to advance the interests of Arizona. He was not elected to worry about the federal-government debt. In our area, that is the job of Congressman David Schweikert, who is quite vocal on that issue. I think that Rep. Kavanagh should be concerned with the health of Arizonans and our economy and do what whatever is necessary to boost our economy and our health.

Second, if Rep. Kavanagh is so concerned about doing something in Arizona about an ever-increasing national debt, he might start thinking about how we Arizonans are already contributing to that problem. For every dollar we send to Washington in taxes, we get $1.17 in federal expenditures in Arizona. Fairness suggests that we should not take more from the feds than we contribute, especially if that adds to the federal debt.

Arizona about an ever-increasing national debt, he might start thinking about how we Arizonans are already contributing to that problem.

Using Rep. Kavanagh's logic, perhaps we should voluntarily cut back on federal spending here to reduce the national debt. Can we decide how we should lose the 17 cents on every federal dollar spent here? Closing part of Luke Air Force Base? Reducing defense contracts to Honeywell? Rationing Social Security payments to our seniors? Closing the Grand Canyon?

I know those would be difficult and outside the control of the Legislature, but Rep. Kavanagh could sponsor legislation that reduced the amount of state money that could be used to match federal dollars, which would reduce federal spending in Arizona and so reduce the federal debt. Of course, that would shrink the Arizona economy, but that's the price we would pay for Rep. Kavanagh's principles.

Consistency requires that if Rep. Kavanagh and some of his colleagues are so opposed to a program that would boost our economy here in Arizona because it increases our debt in the short run, then they should mount a campaign to cut back on federal spending here in Arizona. In the meantime, I urge them to support the governor's plan for AHCCCS.

Scottsdale resident John Wanat is a retired university professor.

Scottsdale Republic 4/3/2013

City, residents must decide if General Plan will be meaningful

With Scottsdale creating a 2014 General Plan to possibly replace our 2001 plan, one issue deserves clarification. Will the forthcoming 2014 General Plan be a meaningful document, one that our governance structure — elected leaders, professional staff and citizens appointed to our boards, commissions and task forces — will support and implement? Or will it be a meaningless document, amended excessively and shown little respect?

My Turn
MICHAEL S. KELLY

Scottsdale citizens are divided over how much faithfulness is owed to our 2001 plan, and, by extension, to any successor General Plan. Arizona's mandatory voter ratification of general plans fostered this division.

A January *Scottsdale Republic* editorial, "Lack of a few words for plan could be embarrassing," described the General Plan as "an ultimately toothless and hifalutin document."

A related editorial published in February, "Accord on Scottsdale's vision for itself may take some magic," the *Scottsdale Republic* commented "The city can't afford to have its state-mandated General Plan update be held up over a paragraph-long Visioning Statement." Oddly, the *Scottsdale Republic* failed to comprehend that dissatisfaction with Scottsdale's proposed 2011 General Plan extended far beyond the Visioning Statement.

Those editorials put the newspaper at odds with citizens who consider Scottsdale's currently operative 2001 General Plan to be a serious and important work. Those citizens are dismayed that Scottsdale's voter-ratified General Plan is now ridiculed as a "toothless" document. Those citizens believe that Arizona's general-plan voter-ratification requirement implies that the policies, standards and objectives of the General Plan would be faithfully implemented following voter approval.

In a Feb. 12, 2009 letter, I asked our mayor and City Council what "deliverables, benefits, or outcomes" were citizens here entitled to receive from their ratification of Scottsdale's General Plan 2001? I also asked to what extent could citizens count on receiving intended land-development "outcomes" from their ratification of Scottsdale's 2001 General Plan.

In a March 15, 2010 reply, a city official wrote that "Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to modify them, subject of course, to community discussions in public hearings." The letter also stated that voter-ratification of a General Plan did not establish a contract with citizens, as I had suggested.

I was informed that a General Plan is a flexible, amendable policy document. Arizona law includes procedures for amending general plans.

Some elected officials believe that voter-ratification of a community's General Plan, while a legal requirement, places no constraints upon them. Those officials believe that their office affords them discretion in guiding growth and redevelopment, while following Arizona law. They claim they can override the General Plan as they deem appropriate.

But citizens who believe voter-ratification imparts increased significance to the General Plan perceive officials' deviations from the plan as breaches of public trust. Voters extended that trust in ratifying the General Plan. Those citizens consider the General Plan more binding than advisory, and more directive than suggestive.

So, what should we expect? Will Scottsdale's forthcoming 2014 General Plan be a meaningful document — or a meaningless one?

Michael S. Kelly of Scottsdale is a retired Marine Corps lieutenant colonel and a former chairman of Scottsdale's Transportation Commission.

6/27/2013

CITY NOTES

Council meets twice next week

The Scottsdale City Council will meet Monday and Tuesday before going on its seven-week summer break.

Back-to-back meetings are scheduled both days at City Hall, 3939 N. Drinkwater Blvd.

The council will reconvene Aug. 19, the city clerk said.

Earlier this week, Councilman Bob Littlefield asked the clerk to add an item, possibly for Monday or Tuesday. It would ask the council to consider, for a future meeting, a discussion on an ordinance that would require bars in Scottsdale's bar district to hire off-duty police officers for security.

» At 4 p.m. Monday, the council could recess into an executive session to conduct evaluations of the city attorney, auditor and clerk. The council's 5 p.m. meeting includes a request to rezone property at 135th Place and Coyote Road to develop Scottsdale Mountain Villas, a community of single-family houses.

» At 4 p.m. Tuesday, the council could go into a closed-door session to discuss the purchase or lease of land near Pima Road and Dynamite Boulevard.

At 5 p.m., the council will convene in a regular meeting. The city is asking permission to begin the process to acquire the 290 acres of state trust land near Pima and Dynamite for its McDowell Sonoran Preserve. The land is in addition to 2,365 acres south of the Bell Road alignment that the city plans to purchase this fall.

General Plan workshop online

Scottsdale residents can weigh in on the city's long-term plans for neighborhoods and housing, part of its General Plan 2014 workshop series.

Those who missed a June 20 workshop can log onto the city's website to view a PowerPoint and display boards.

Residents can provide comments at the site, www.scottsdaleaz.gov/general plan/generalplan2014. The online workshop ends July 12.

On Aug. 21 and 22, the city has planned workshops focusing on community character in the General Plan, which guides the city's long-term development and character.

Future workshops will focus on transportation, economic vitality, land use, General Plan amendments, and the first and second halves of the draft plan.

State law requires updates of adopted General Plans every decade. Voters could consider Scottsdale's 2014 plan as early as November 2014.

Food bank needs supplies

Scottsdale's Vista del Camino Food Bank is running low on supplies during the summer.

The following items are needed: peanut butter, boxed prepared meals, canned meat, prepared meals, diapers, deodorant, laundry soap, toothpaste, toilet paper, bar soap, regular or travel size shampoo and disposable razors.

People can drop off donations from 8 a.m. to 5 p.m. Mondays through Fridays at Vista del Camino, 7700 E. Roosevelt St.

Details: 480-312-2331.

Public-safety plan input sought

The public can comment on a proposed public-safety plan ordinance in Scottsdale during meetings July 16 and 24.

The law aims to improve safety at bars and nightclubs throughout the city, Mayor Jim Lane said. It will require certain staffing levels and training for security personnel and the mandatory hiring of off-duty police officers, among other requirements, he said.

The first meeting is scheduled at 10 a.m. July 16 in the Human Resources Pinnacle Room, 7575 E. Main St.

A second meeting will take place at 10 a.m. July 24 in the Scottsdale Police Department District 3 Community Room, 9065 E. Via Linda.

The ordinance will go before the City Council for consideration after its summer break.

A copy is available at www.scottsdaleaz.gov/codes/publicsafetyplan.

July 4 Scottsdale office closures

Most Scottsdale offices will be closed next Thursday for Independence Day.

Trash collection will continue as scheduled. Residents should place containers on the curb or other collection points by 5 a.m., the city said.

Scottsdale's Cactus, Chaparral, Eldorado and McDowell Mountain Ranch aquatic centers will be open for public swim from 1 to 5 p.m. July 4.

There are no swim lessons scheduled. Regular admission fees still apply.

Brush, bulk collection ongoing

Scottsdale's monthly brush and bulk collection continues the week of July 8, covering residents from Thunderbird to Indian Bend roads east of Loop 101, and Dynamite Boulevard to the northern city limits.

Information: 480-312-5600.

Republic reporter Edward Gately contributed to this article.

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Hobson Street.

Valley Road.

» **64th Street** restricted at **Thomas Road.**

SURPRISE

» **Bell Road** restricted at **El Mirage Road.**

TEMPE

» **Rural Road** restricted at **Broadway Road.**

» **Guadalupe Road** restricted at **McClintock Drive.**

» **Priest Drive** restricted from **Fifth Street** to **University Drive.**

would. The worst thing

treat them like they're sick."

Zaben was first diagnosed with cancer in September 1988. He had been experiencing back pain that initially defied explanation.

After months of tests and other procedures, he was diagnosed with Stage 4, diffuse, large cell, metastatic non-Hodgkin's lymphoma that started in his spinal canal. The cause of the pain was the tumor pressing on his spinal cord.

continue for the rest of his life.

He still maintains a positive a
however, and plans to continue v
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After all he's been through, Z
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"There is another saying that
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SCOTTSDALE

» scottsdale.azcentral.com

General Plan workshop open

SCOTTSDALE — An online workshop for the city's long-term plans for neighborhoods and housing, part of its General Plan 2014 workshop series, is available through July 12.

Comments can be made at the site, www.scottsdaleaz.gov/generalplan/generalplan2014.

On Aug. 21 and 22, the city has planned workshops focusing on community character in the General Plan, which guides the city's long-term development and character.

Future workshops will focus on transportation, economic vitality, land use and General Plan amendments.

State law requires updates of adopted General Plans every decade. Voters could consider Scottsdale's 2014 plan as early as November 2014.

Freshmen study-skills class set

FOUNTAIN HILLS — Incoming freshmen at Fountain Hills High School will get some extra help this year.

The school is starting a new class called Strategies for Academic Success, an elective for ninth-graders who failed classes in middle school because of weak organizational and study skills.

The one-semester class will boost students' note-taking and test-preparation strategies and teach them how to organize their time and to set goals.

Principal Tom Brennan told the governing board earlier this month that in the 2012-13 school year, 30 ninth-graders failed a total of 105 classes, resulting in the loss of 52.5 credits they need for graduation. Students who fail a class must make it up, usually in summer school, which costs $330 per credit.

EAST VALLEY

» mesa.azcentral.com
» gilbert.azcentral.com
» chandler.azcentral.com
» tempe.azcentral.com
» pinal.azcentral.com

Camp Vet Basic coming to Mesa

MESA — The Arizona Animal Welfare League and the Society for Prevention of Cruelty to Animals are bringing a teen education program called Camp Vet Basic from July 15 to 19 to the Arizona Agribusiness and Equine Center Red Mountain Campus, 2165 N. Power Road.

The full-day camp, for 12- to- 17-year-olds, offers a hands-on career-discovery program that introduces teens to a wide variety of animals and the care they require, while learning what it takes to become a veterinarian.

Activities will include observing surgeries, dissecting organs, learning anatomy, viewing specimens under microscopes, practicing hands-on pet first aid and studying animal diseases.

The cost is $245 for current AAEC students and AAWL Teen Tracks members, and it is $275 for non-members.

Register at aawl.org/summer-camp.

Complex sells for $11.5 million

MESA — Colliers International has negotiated the sale of the 192-unit Lucera Apartments, 2940 E. Broadway Road, for $11.5 million.

New City Financial Group of Vancouver, Canada, acquired Lucera in an all-cash transaction, Colliers said in a release. The seller was Principal Real Estate Investors.

Built in 1986, Lucera is a two- and three-story complex of 11 buildings on 6.94 acres.

WEST VALLEY

» glendale.azcentral.com
» peoria.azcentral.com
» surprise.azcentral.com
» swvalley.azcentral.com

Mayor decries feds' gran

AVONDALE — Mayor Mar
Rogers was in Washington, D.C
Congress to reverse "uncons
cuts to the Community Dev
Block Grants Program, whi
more than 1,200 local governn

Rogers on Wednesday joi
members of the National Leag
ies board who criticized Con
continuing, in her words,
funding that cities, day in, da
pend on."

The block-grant program,
1974, gives local governmen
for economic and community
ment projects. Its budget wa
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this year.

The Senate would keep fu
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plan would slash the budget
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Rogers, who also serve
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spending level.

Daniel Romm, legislative
the Arizona Department o
said Arizona committed $14
the program's funds in 20
more than 86,000 Arizona h

7/1/2013

SULTS Lottery information is available at arizonalottery.com or 480-829-PICK (7425).

million.
l jackpot:

THE PICK	FANTASY 5	PICK 3	WEEKLY WINNINGS	2BY2	MEGA MILLIONS
Saturday's drawing: 15 19 22 26 39 40. Estimated jackpot: $2.4 million. Wednesday's estimated jackpot: $2.5 million.	**Saturday's drawing:** 01 03 36 38 40. Estimated jackpot: $52,000.	**Saturday's drawing:** 4 1 2.	**Friday's drawing:** 13 19 24 25.	**Saturday's drawing:** Red: 08 12. White: 10 20.	**Friday's drawing:** 08 15 3 Mega Ball: 38; Megaplier: 4 Estimated jackpot: $61 milli Tuesday's estimated jackpo

CITY NOTES

Businessman eyes council seat

Scottsdale resident Michael Auerbach has formed a candidate's campaign committee to run next year for City Council.

Scottsdale will ask voters to fill three seats in a primary election Aug. 26, 2014 and a general election Nov. 4, 2014. The city can skip the 2014 primary if no more than six candidates — two for each vacancy — file nominating petitions.

In his committee's statement of organization, Auerbach is listed as a self-employed business owner.

Auerbach and his treasurer, Mark Huettner, did not respond to requests for comment.

To be listed on the ballot, candidates will have to file petitions and nomination papers with the city between April 28 and May 28, 2014. At least 1,000 valid signatures are required.

Another potential candidate, John Little, has formed an exploratory committee to test the waters for a possible run. Little is a former Scottsdale city manager and president of Diversified Ventures Development LLC.

General Plan hearing Monday

Scottsdale's General Plan 2014 Task Force will meet at 5:30 p.m. Monday at the Community Design Studio, 7506 E. Indian School Road.

The task force will consider, among other items, an updated work plan. There will be presentations on Scottsdale's demographics and elements of the 2014 plan.

The City Council formed the task force to create and recommend a draft General Plan 2014, a planning document that will guide the city's long-term growth and character. State law requires updates of voter-adopted General Plans every decade.

The group is expected to meet twice a month through June 2014.

School-upgrade plans presented

Plans to renovate Tonalea Elementary School call for a new multipurpose building and parking improvements.

A site plan, landscape plan and building elevations for the first phase of a multiphase campus renovation were submitted for consideration by Scottsdale's Development Review Board, said city planner Greg Bloemberg.

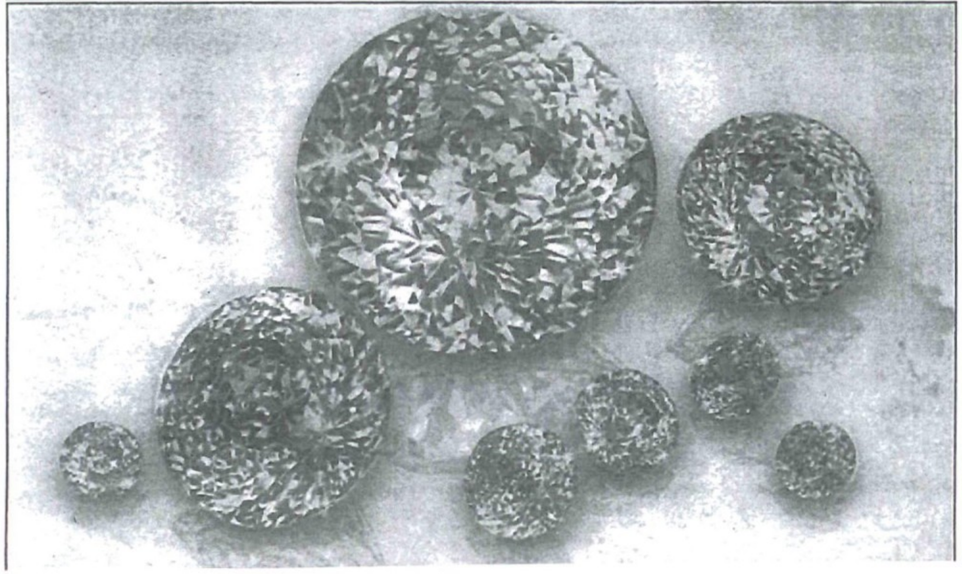
The board reviews the arch
design and layout plans for com
development and preliminary
residential subdivisions.

The Scottsdale Unified Sch
trict had planned to build the m
pose room using savings from a
lion construction bond approve
ers in 2010.

The school, at 6801 E. Oak St.,
in need of renovation, district
have said.

Scottsdale recently began a t
review of the proposal. The ci
not speculate on a hearing date.

Reporter Mary Beth Faller contribu
this article.



Residents, the city needs your input for General Plan

My Turn
NAME HERE

Neighborhoods of southern and central Scottsdale — and those in north Scottsdale, too: Where are you?

You did not show up at the first of eight workshops for updating the General Plan. Those workshops addressed "Neighborhoods and Housing."

Some of the existing values for this topic in the city's General Plan include:

» A broad diversity of owner-occupied and rental housing types.

» Housing that is energy-efficient, environmentally sensitive and that blends with the city's natural surroundings.

» Citizen involvement in the preservation and revitalization of Scottsdale neighborhoods.

» Redevelopment and reinvestment in the community's mature areas.

» Preservation of the community's historical, archeological and cultural heritage.

The General Plan Update Task Force needs to hear from you and what you think about your neighborhoods.

What are your suggestions for new housing, being that we are built out so far as single-family residential developments are concerned? There is not enough land remaining, and the land that remains is very expensive.

How would you like to see historical neighborhoods preserved and respected as Scottsdale deals with new infill developments?

What are your concerns as developers and land speculators begin to assemble vacant properties in commercial areas that border mature residential neighborhoods?

The northern Neighborhood and Housing workshop was canceled because only four or five people registered to participate. That is not good. You can't *all* have taken vacation in June.

The southern Neighborhood and Housing workshop had two sessions, and the four residents who registered for the northern workshops came down to SkySong and worked with about 30 folks from the southern neighborhoods.

The thing is, it is your document, too. As residents, we can influence the growth of our city.

Yes, I know. More often than not it seems that leadership pays no attention to the General Plan and has been willing to waive a great deal to appease developers and property owners. Still, this is "our document" to provide direction, so don't say you are too busy or don't want to think about it, and then when your neighborhood is notified of new development, you come unglued.

If you live in an area with an HOA, please make sure that your board members are at least aware of what is taking place and that their participation and communication is important, too.

Nancy Cantor has served on numerous city boards and commissions and is a longtime south Scottsdale resident, volunteer and activist.

2013-14 WORKSHOPS

Aug. 21-22: Community Character.

Sept. 18-19: Transportation.

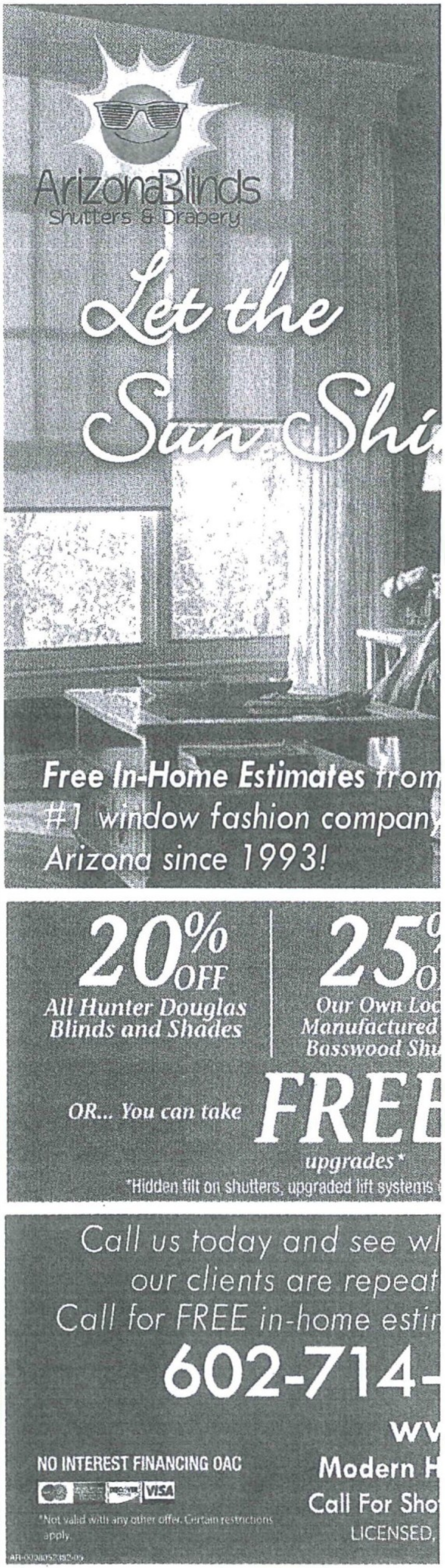
Oct. 2-3: Economic Vitality and Growth Areas.

Oct. 23-24: Land Use.

Nov. 6-7: General Plan Amendment Criteria.

Jan. 15-16: First half of Draft General Plan 2014.

Feb. 12-13: Second half of Draft General Plan 2014.



SCOTTSDALE REPUBLIC

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NEWS BY YOU

Help shape Scottsdale's future at a General Plan workshop

Submitted by James Heitel, co-chairman of the Scottsdale General Plan 2014 Task Force.

We each live, work and play in ways that connect us to this community and create a sense of something special.

What unique characteristics define Scottsdale for you, or contribute to the quality of life you enjoy here? How should those characteristics be maintained — and where?

Help answer those questions on Aug. 22, in a pair of interactive workshops that will explore the character of Scottsdale.

Two sessions featuring the same content and format are planned at the Mountain View Recreation Center, 8625 E. Mountain View Road. The first runs from 11 a.m. to 1 p.m. and the second from 6 to 8 p.m.

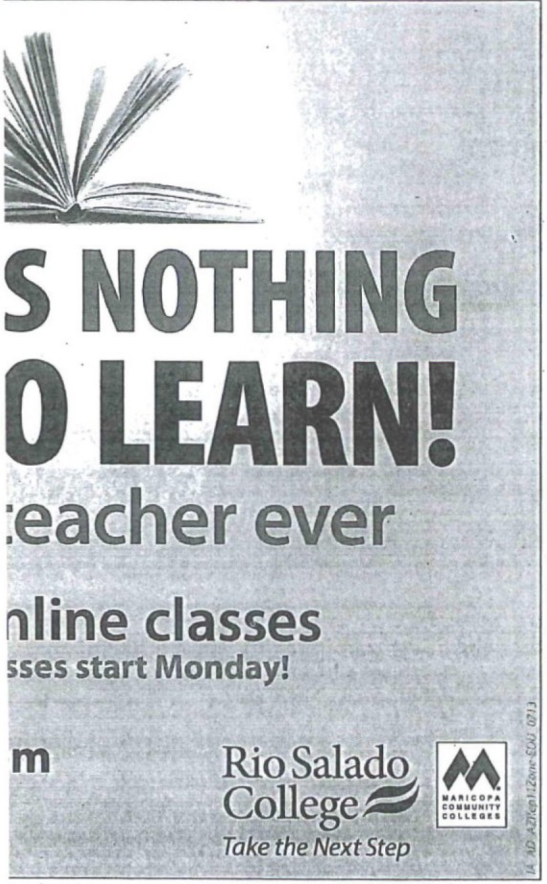
Please join these important community discussions. Your input is critical to our mission, as it will help shape our community for years to come. You can register to participate at www.scottsdalegp.com.

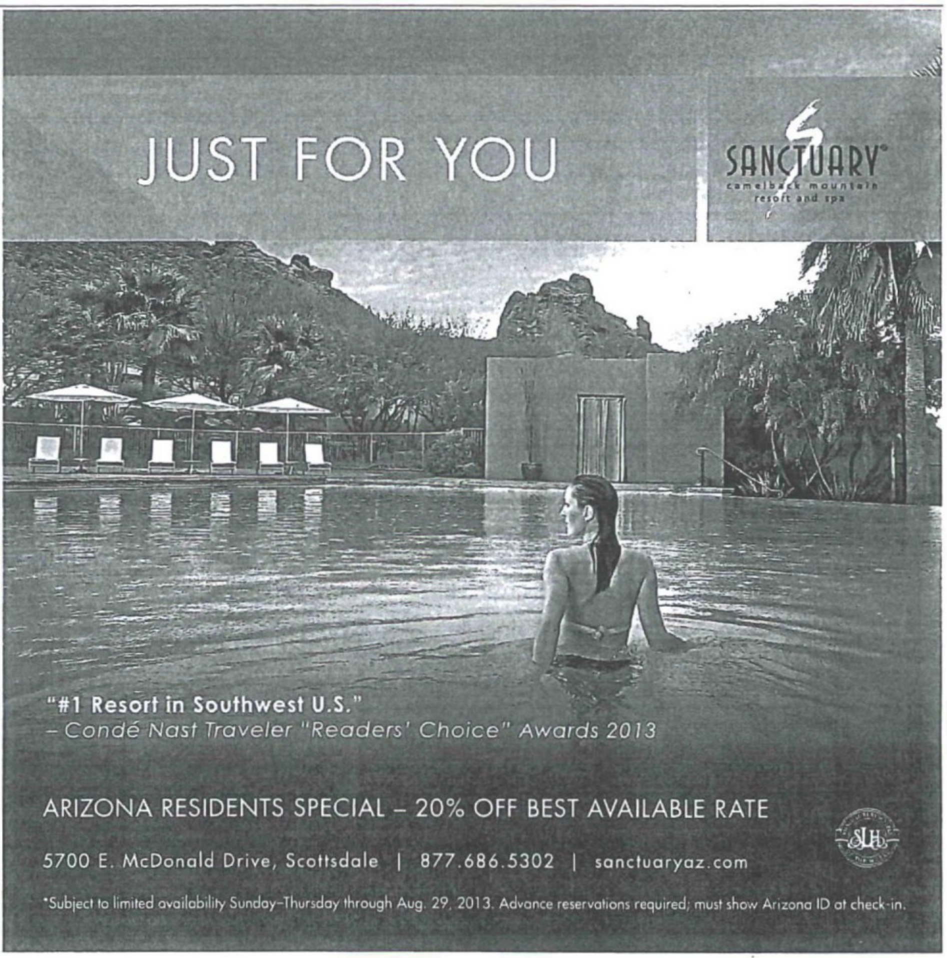
The workshops are part of the General Plan 2014 update, a citizen-driven process that will examine many facets of our community.

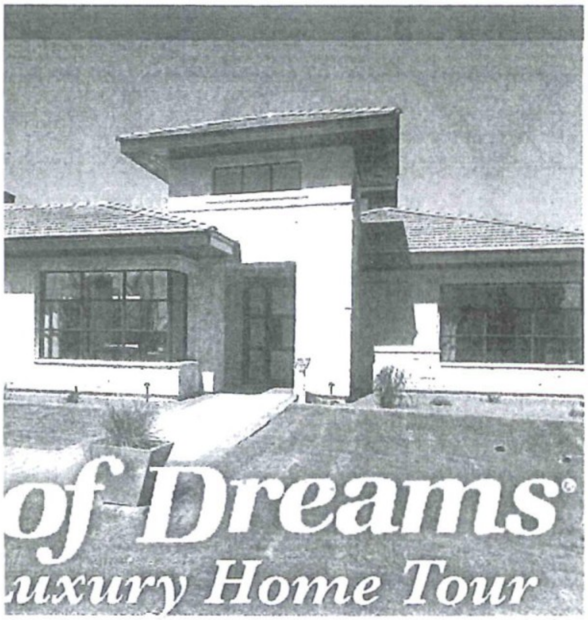
The General Plan establishes Scottsdale's vision for the future and will serve as the road map for achieving that vision as the community grows and changes over the next 20 years.

So, give some thought about what makes Scottsdale special, why you love it here and where we need to go in the future. Then share your views at the Community Character workshop.

It's your plan. It's your city. It's your future. The city needs to hear from you.







CITY NOTES

Narrow loss for schools

Voters in the Nov. 5 election rejected a Scottsdale Unified School District override by 237 votes, according to final election results released Friday.

The school district asked voters to combine and renew two existing overrides. The defeat likely will lead to more program reductions, including the elimination of art, music and physical-education classes, and registered nurses, district officials said.

Four city bond questions and a water-franchise agreement also were defeated in Scottsdale's special election last week.

The unofficial tally is as follows:

School override
For: 21,367 votes; 49.7 percent
Against: 21,604 votes; 50.3 percent
Bond question 1
For: 18,344 votes; 42 percent
Against: 25,367 votes; 58 percent
Bond question 2
For: 19,671 votes; 45 percent
Against; 24,007 votes; 55 percent
Bond question 3
For: 16,894 votes; 39 percent
Against: 26,303; 61 percent
Bond question 4
For: 16,664; 39 percent
Against: 26,501; 61 percent
Franchise
For: 18,118; 45 percent
Against: 22,461; 55 percent

Voters cast 44,483 ballots in the election. Scottsdale expects to receive official canvass documents, including precinct totals for each question, from the Maricopa County Elections Department, this week, City Clerk Carolyn Jagger said. The election canvass is tentatively scheduled for next week, she said.

Four city bond questions asked voters to consider funding a $212.1 million bond program to pay for 39 public projects and improvements. Scottsdale will reevaluate its capital improvement plan and look for alternatives to build the most important projects, City Engineer Derek Earle said. Many projects will be delayed.

A water-franchise agreement would have given Epcor Water Arizona Inc. rights to operate waterlines and a plant in the city's rights of way.

General Plan meeting

Scottsdale residents can weigh in on land-use and General Plan amendment criteria at two SkySong sessions on Thursday, Nov. 14.

Participants are asked to comment on the city's land-use plan, a central component of the General Plan, which is Scottsdale's chief long-term planning document.

Scottsdale is working on a 2014 General Plan that could go before voters as early as next November.

The workshops are from noon to 2:30 p.m. and 5:30 to 8 p.m. in SkySong's Ingenuity Room, 1475 N. Scottsdale Road. Identical information will be presented at both sessions.

The land-use plan identifies locations and types of land uses that exist and are projected, such as residential, commercial, industrial, resorts and tourism, and open space, according to the city.

In addition, participants can comment on the criteria that determine the public process for amending the land-use plan and other parts of the General Plan.

Participants can use hand-held polling devices to comment. An official will pose questions and display the responses instantaneously.

Registration is required and available at scottsdaleaz.gov/generalplan/generalplan2014/workshopseries.

Details: 480-312-3111.

Council agendas set

The Scottsdale City Council will meet twice on Tuesday, Nov. 19.

The first meeting at 4 p.m. will allow the council to interview and appoint nominees to six city boards and commissions.

At 5, the council will convene its regular meeting.

The council is scheduled to vote on major General Plan amendments for the Boulders Villas, a proposed 40-lot residential subdivision northeast of Westland and Scottsdale roads, and 77 on the Park, a proposed 44-unit apartment project south of 77th Street and McDowell Road. The apartments would replace buildings for the New Foundation School, which plans to relocate, according to a report from the city.

The council also will vote on rezonings for Scottsdale Mountain Villas, south of Coyote Road and west of 135th Place, and Hawknest, on the southeast corner of 84th Street and Hawknest Road.

Access the full agenda at scottsdaleaz.gov/council/meetings/agendas.

Offices to close for Thanksgiving

Scottsdale will close most city offices on Thanksgiving Day, Thursday, Nov. 28, and the day after, Friday, Nov. 29.

The city will not pick up recycling on Thanksgiving.

Typical collections on Thursday will take place a day later on Friday. Recycling collection on Friday is moved to Saturday, Nov. 30, according to the city.

Information: 480-312-5600.

gy or the environment.

The recipients, who were chosen rough a competitive application proc ss, are:

» Angie Braude, a science teacher at onoran Trails Middle School. She will use er grant of $4,000 to buy materials for the axton Patterson Sci-Tech Action Lab, hich incorporates science, math, social udies and language arts with an emphas on technology. It will allow students to et hands-on experience in electronics, hysics and forensic science.

» Tandehl Collentine-McLean, teacher t Cactus Shadows High School. She will se her grant of $3,800 to buy computers nd other tools for her Foundations of Acaemic Mentoring program. This class elps academically struggling students

Desert Sun Academy. She will spend her $5,000 grant on iPads that students will use to learn the basics of music, rhythm, reading music and to compose music.

» Anne Skummer, fifth- and sixth-grade teacher at Foothills Academy Elementary Prep. She will apply her grant of $1,500 to a community project called "At Home in the Desert," a children's play and official Arizona centennial Legacy Project.

The theatrical production, a collaboration between students from Foothills Academy charter school and Cave Creek Unified School District, will be presented next spring.

NDP practice admissions test

Eighth-graders interested in attending

sion for a coffee social and to learn more about the school's admission process.

The High School Placement Test is the entrance exam required for all students applying to NDP and will be given on the campus on Jan. 11.

For more information about the practice exam and the Notre Dame Prep admission process, including student shadowing, information socials, Eighth-Grade Day on Nov. 8, open house on Nov. 17 and to download the application, visit notredamepreparatory.org/admissions.asp.

'Parent University' Oct. 26

Scottsdale Unified School District's Community Education Department will host its second annual Parent University

tions, Internet safety and others.

The event is free and there will be supervised enrichment classes for children ages 3-14.

The district's Nutrition Services Department will offer a Cafe Dining Expo where participants can taste-test new items that will be featured on the November lunch menu.

There will be raffles for prizes, including some refurbished home computers.

To register, visit http://susdcommunityed.org/pup/ or ask at the front office of any district school.

For information, contact Kathy Burwell in the Community Education Department at 480-484-7900.