

**Neighborhood Notification**  
**Open House Information**  
**Citizen Comments**  
**Affidavit of Posting**  
**Site Sign**  
**Legal Protest**



# REQUEST TO SPEAK

3

Request to Speak cards must be submitted to City Staff **BEFORE** public testimony begins.

Public testimony is limited to three (3) minutes per speaker.

Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Copper Phillips MEETING DATE 9/14/16

NAME OF GROUP/ORGANIZATION (if applicable) COGS

ADDRESS 7451 E Via Dona Rd ZIP 85266

HOME PHONE \_\_\_\_\_ WORK PHONE 602 5091174

E-MAIL ADDRESS (optional) copperphillips@cox.net 6GP2016

I WISH TO SPEAK ON AGENDA ITEM # 3  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT"\* CONCERNING \_\_\_\_\_

\*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

**Request to Speak cards must be submitted to City Staff before public testimony begins on that item.**

**HOW TO ADDRESS THE BOARD AND COMMISSION:**

- The Chair will call your name when it is your turn to speak.
- Approach the podium and state your name and address for the record.
- Groups wishing to speak are encouraged to select a spokesperson to represent the views of the group.
- Public testimony is limited to three minutes per speaker. *(At the Chair's discretion, speakers representing two or more persons may be granted additional time.)*
- A timer light, located at the podium, will help you to time your comments.
  - A green light indicates the timer has been activated.
  - A yellow light indicates there is one minute remaining.
  - A red light indicates the comment period has ended.

**WRITTEN COMMENTS:** Citizens who do not wish to address the Board and Commission in person may submit written comments by completing a white Written Comment card. Written Comment cards are available throughout the Kiva Forum and at the Staff table.



# REQUEST TO SPEAK

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Additional time **MAY** be granted to speakers representing two or more persons.

Cards for designated speakers and the person(s) they represent must be submitted together.

NAME (print) Tory Beardsley MEETING DATE 9/14/16

NAME OF GROUP/ORGANIZATION (if applicable) ~~WAZ~~ Tiffany + Bosco

ADDRESS 2525 E Camelback Rd Phoenix ZIP 85016

HOME PHONE N/A WORK PHONE 602.452.2717

E-MAIL ADDRESS (optional) ctb@tblaw.com 6-6P-2016

I WISH TO SPEAK ON AGENDA ITEM # 3  I WISH TO DONATE MY TIME TO \_\_\_\_\_

I WISH TO SPEAK DURING "PUBLIC COMMENT"\* CONCERNING \_\_\_\_\_

\*Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. "Public Comment" time is reserved for citizen comments regarding non-agendized items. The Board and Commission may hear "Public Comment" testimony, but is prohibited by state law from discussing items which are not listed on the agenda.

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- The Chair will call your name when it is your turn to speak.
- Approach the podium and state your name and address for the record.
- Groups wishing to speak are encouraged to select a spokesperson to represent the views of the group.
- Public testimony is limited to three minutes per speaker. *(At the Chair's discretion, speakers representing two or more persons may be granted additional time.)*
- A timer light, located at the podium, will help you to time your comments.
  - o A green light indicates the timer has been activated.
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# WRITTEN COMMENTS

3

This card is used to submit written comments to the Board or Commission.  
Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) PAULETTE MORGANSTERN MEETING DATE 9-14-2016

NAME OF GROUP/ORGANIZATION (if applicable) \_\_\_\_\_

ADDRESS 28482 No. 77th St. ZIP 85266

HOME PHONE 480-513-9402 WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS(optional) \_\_\_\_\_

AGENDA ITEM # 3  SUPPORT  OPPOSE

COMMENTS (additional space is provided on the back) \_\_\_\_\_

To continue to attract all residents to Scottsdale rural areas must be protected. Not all people want an urban or suburban setting. People change what appeals to them as time goes by. Many will look for a more rural, desert setting.  
*Mary*

Written Comment cards may be submitted to Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

While many people come to see the desert, they may find it very comfortable. Please leave those people the option to have large lots of natural desert. The proposed changes need serious consideration. The "tougher" language will help preserve very valuable land and very valuable life style.

**REQUEST TO SPEAK:** Citizens wishing to address the Board or Commission in person may obtain a blue Request to Speak card from staff located at the Staff table in the Kiva.



# WRITTEN COMMENTS

3

This card is used to submit written comments to the Board or Commission.  
Written comment cards may be submitted to the Staff at any time. Cards submitted after public testimony has begun will be provided to the Board or Commission at the conclusion of the testimony for that item.

NAME (print) Donnie Kithy MEETING DATE 14 Sept 16

NAME OF GROUP/ORGANIZATION (if applicable) COGS

ADDRESS on record ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_

E-MAIL ADDRESS(optional) \_\_\_\_\_

AGENDA ITEM # New Aerialon  SUPPORT  OPPOSE

COMMENTS (additional space is provided on the back) \_\_\_\_\_

The G/L 2035 Land Matrix presented by Sara represents a cooperative effort to include very strong Rural Neighborhood voices in the scrutiny of changes in density & intensity of rural use!

This card constitutes a public record under Arizona law.

Please add your support





# Community Classified

5055 Building Materials  
6830 Public Notices 6830 Public Notices 6830 Public Notices

1/8" thru 1-1/8" plywood  
2127 W. Melinda Lane  
602-881-2883



Every day in  
THE ARIZONA REPUBLIC



## NOTICE OF PLANNING COMMISSION HEARING

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Scottsdale, Arizona, will hold a remote public hearing on October 05, 2016, at 5:00 P.M. in the Copper Ridge School cafeteria, 10101 E. Thompson Peak Parkway, Scottsdale, Arizona, for the purpose of hearing all persons who wish to comment on the following:

**5-GP-2016** (Desert Mountain Parcel 19) Request by owner for a major General Plan amendment to the City of Scottsdale 2001 General Plan from Employment (6.1 +/- acres), Commercial (29.8 +/- acres), Office (29.9 +/- acres), Developed Open Space (18.8 +/- acres), and Rural Neighborhoods (7.1 +/- acres) to Suburban Neighborhoods (55.5 +/- acres) and Developed Open Space (Golf Courses) (36.2 +/- acres) on approximately +/- 91.7 acres located in the general vicinity of the northeast corner of N. Pima Road and N. Cave Creek Road. Staff contact person is Taylor Reynolds, 480-312-7924. Applicant contact person is John Berry, 480-385-2727.

**6-GP-2016** (General Plan 2035) Request by the City of Scottsdale to recommend approval for the adoption of a proposed new General Plan for Scottsdale, entitled "General Plan 2035", in order to revisit and revise the community's long term objectives and land development policies for future growth, development and redevelopment and to amend existing General Plan elements and add the new General Plan elements required by State law. The proposed General Plan 2035 is intended to comply with State law requiring cities to revisit and adopt a General Plan every ten (10) years and send the adopted General Plan to the voters for ratification. Specifically, one of the many changes in the proposed General Plan 2035, is a new, more restrictive, Desert Rural Residential Land Use category. The proposed General Plan 2035, if adopted and later ratified by the voters, would change the current General Plan Land Use Map and the land use designations of approximately 7,800 acres generally north of Deer Valley Road from their current land use designations to the more restrictive new Desert Rural Residential Land Use designation. Staff/Applicant contact person is Sara Javoronok, 480-312-7918.

A case file on the subject properties is on file at 7447 E. Indian School Road, Suite 105, where it may be viewed by any interested person.

A COPY OF A FULL AGENDA, INCLUDING ITEMS CONTINUED FROM PREVIOUS MEETINGS IS AVAILABLE AT LEAST 24 HOURS PRIOR TO THE MEETING AT THE FOLLOWING

City Hall, 3939 N. Drinkwater Boulevard  
Online at: [http://www.ScottsdaleAZ.gov/Boards/planning commission](http://www.ScottsdaleAZ.gov/Boards/planning%20commission)

ALL INTERESTED PARTIES ARE INVITED TO ATTEND.

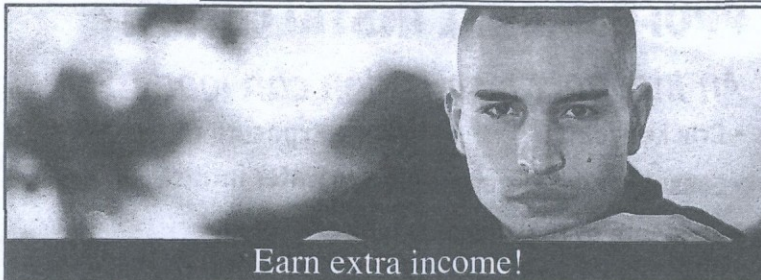
ALL NON-REMOTE SITE PUBLIC HEARINGS ARE HELD IN THE COUNCIL CHAMBERS, SCOTTSDALE CITY HALL, 3939 N. DRINKWATER BOULEVARD, SCOTTSDALE, ARIZONA.

CHAIRMAN

Attest  
LORRAINE CASTRO  
Planning Assistant

For additional information visit our web site at [www.scottsdaleaz.gov](http://www.scottsdaleaz.gov)

PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING LORRAINE CASTRO (480-312-7620). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT LORRAINE CASTRO (480-312-7620).



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Requirements - At least 18 years old. Dependable transportation. Valid Arizona driver's license. Current auto insurance.

6830 Public Notices 6830 Public Notices 6830 Public Notices



**Project Name:** Desert Mountain Parcel 19  
**Case Numbers:** 5-GP-2016  
**Location:** Northeast corner of N. Pima Road and N. Cave Creek Road  
**Purpose:** Request by owner for a major General Plan amendment to the City of Scottsdale 2001 General Plan from Employment (6.1 +/- acres), Commercial (29.8 +/- acres), Office (29.9 +/- acres), Developed Open Space (18.8 +/- acres), and Rural Neighborhoods (7.1 +/- acres) to Suburban Neighborhoods (55.5 +/- acres) and Developed Open Space (Golf Courses) (36.2 +/- acres) on approximately +/- 91.7 acres.

**Applicant/Staff contact:** Taylor Reynolds, 480-312-7924  
Email - [treyolds@scottsdaleaz.gov](mailto:treyolds@scottsdaleaz.gov)

A copy of the proposed amendments is available for review in Suite 105, 7447 East Indian School Road, Scottsdale, Arizona.

For more information, call 480-312-7000 or Enter case number at: <https://eservices.scottsdaleaz.gov/bldgresources/Cases>

NOTICE IS HEREBY GIVEN that the City Council of the City of Scottsdale, Arizona, will hear public comment regarding these cases at the hearing listed below:

**Hearing Date:** October 5, 2016 @ 5 P.M.  
**Location:** Copper Ridge School cafeteria, 10101 E. Thompson Peak Parkway

Attest  
Alex Acevedo  
Planning Specialist

PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION such as a sign language interpreter, by contacting Alex Acevedo at 480-312-2542. Requests should be made as early as possible to allow time to arrange accommodation. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT Alex Acevedo at 480-312-2542.

6830 Public Notices 6830 Public Notices 6830 Public Notices



**Project Name:** General Plan 2035  
**Case Numbers:** 6-GP-2016  
**Location:** City-Wide  
**Purpose:** Request by the City of Scottsdale to recommend approval for the adoption of a proposed new General Plan for Scottsdale, entitled "General Plan 2035", in order to revisit and revise the community's long term objectives and land development policies for future growth, development and redevelopment and to amend existing General Plan elements and add the new General Plan elements required by State law. The proposed General Plan 2035 is intended to comply with State law requiring cities to revisit and adopt a General Plan every ten (10) years and send the adopted General Plan to the voters for ratification. Specifically, one of the many changes in the proposed General Plan 2035, is a new, more restrictive, Desert Rural Residential Land Use category. The proposed General Plan 2035, if adopted and later ratified by the voters, would change the current General Plan Land Use Map and the land use designations of approximately 7,800 acres generally north of Deer Valley Road from their current land use designations to the more restrictive new Desert Rural Residential Land Use designation.

**Applicant/Staff contacts:** Sara Javoronok, 480-312-7918  
Email - [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

A copy of the proposed amendments is available for review in Suite 105, 7447 East Indian School Road, Scottsdale, Arizona.

For more information, call 480-312-7000 or enter case number at: <https://eservices.scottsdaleaz.gov/bldgresources/Cases>

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## NOTICE OF BOARD OF ADJUSTMENT HEARING

NOTICE IS HEREBY GIVEN that the Board of Adjustment of the City of Scottsdale, Arizona, will hold a public hearing on October 05, 2016, at 6:00 P.M. in the City Hall Kiva, 3939 N. Drinkwater Boulevard, Scottsdale, Arizona, for the purpose of hearing all persons who wish to comment on the following:

**5-BA-2016 & 6-BA-2016** (Hunkapi Farms Appeals) Appeals of the Zoning Administrator's written interpretation/decision dated March 29, 2016 related to Hunkapi Farms pending request and application for a Conditional Use Permit for a Community Building and Recreational Facility Not Publically Owned to operate a non-profit equine therapy program on a property located at 11250 E. Arabian Park Drive in Scottsdale, currently zoned Single-family Residential (R1-43). The Zoning Administrator's written interpretation/decision and the resulting appeals to the Board of Adjustment are generally related to whether the proposed Hunkapi conditional land use request should properly be considered a commercial stable use, a ranch use or a community building and recreational facility use that is not publically owned pursuant to the Zoning Ordinance. The Zoning Administrator's staff contact person is Jesus Murillo, 480-312-7849. The Appellants' contact persons are Doug Jordan, 480-505-3909 and Susan Demmitt, 602-256-4456. Hunkapi's contact person is Paul Gilbert, 480-429-3002.

The above items may be discussed at a Study Session prior to the Board of Adjustment meeting. The public/applicant may attend the study session, which begins at 5:30 P.M. unless otherwise noted, but may not comment.

Case files on the subject properties are on file at 7447 E. Indian School Road, Suite 105, where they may be viewed by any interested person.

A COPY OF A FULL AGENDA, INCLUDING ITEMS CONTINUED FROM PREVIOUS MEETINGS, IS AVAILABLE AT LEAST 24 HOURS PRIOR TO THE MEETING AT THE FOLLOWING LOCATIONS:

City Hall, 3939 N. Drinkwater Boulevard  
Online at: <http://www.ScottsdaleAZ.gov/boards/board-of-adjustment>

ALL INTERESTED PARTIES ARE INVITED TO ATTEND. ALL NON-REMOTE SITE PUBLIC HEARINGS ARE HELD IN THE COUNCIL CHAMBERS, LOCATED AT SCOTTSDALE CITY HALL, 3939 N. DRINKWATER BOULEVARD, SCOTTSDALE, ARIZONA.

CHAIRMAN  
BOARD OF ADJUSTMENT

Attest  
Casey Steinke  
Planning Specialist

For additional information visit our web site at  
[www.scottsdaleaz.gov](http://www.scottsdaleaz.gov)

PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING CASEY STEINKE AT 480-312-2611. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT CASEY STEINKE AT 480-312-2611.

ROSE  
LAW GROUP<sub>pc</sub>  
RICH ■ HURLEY ■ CARTER

JORDAN R. ROSE  
7144 E. Stetson Drive, Suite 300  
Scottsdale, Arizona 85251  
Phone 480.505.3939 Fax 480.505.3925  
JRose@RoseLawGroup.com  
www.RoseLawGroup.com

September 19, 2016

SENT VIA E-MAIL

Sara Javoronok, Project Coordination Liaison  
City of Scottsdale  
Long Range Planning Services  
sjavoronok@scottsdaleaz.gov

RE: Formal comment on "Desert Rural Neighborhoods" (6-GP-2016)

Dear Ms. Javoronok:

Our client, Pinnacle Land Development, LLC, is under contract to purchase 35 acres of vacant property currently zoned R1-190 and designated in the existing General Plan as "Rural Neighborhoods". The property is entirely surrounded by land zoned and built out with R1-43 ESL zoning. Pinnacle Land Development, LLC is in the process of submitting an application to change the R1-190 zoning to R1-43 ESL, consistent with the zoning of the properties in the surrounding area (see attached zoning map).

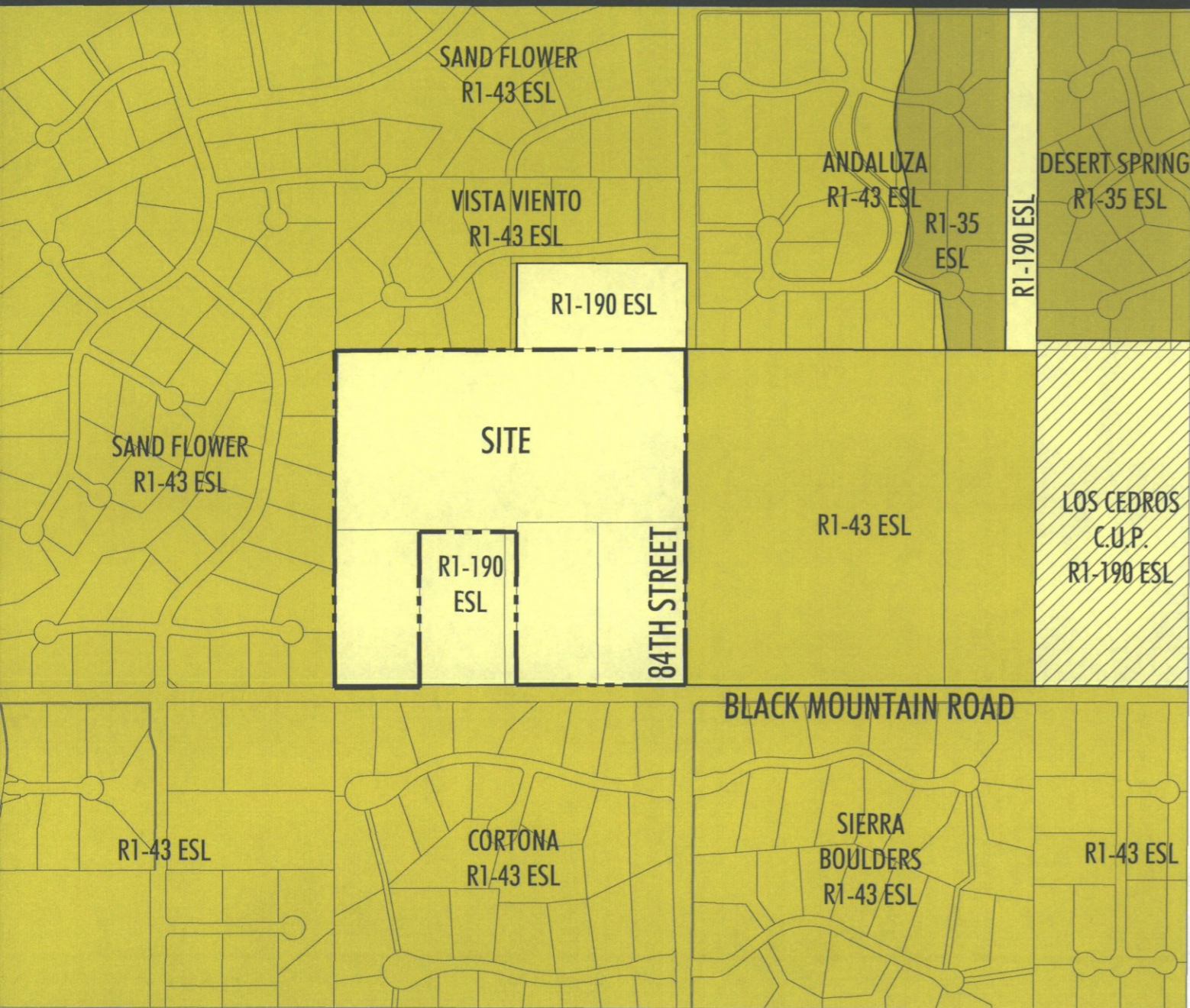
We believe that if the "Desert Rural Neighborhoods" amendment is adopted, this property would be deserving of a Major General Plan Amendment to be compatible with the surrounding area. That said, we are hopeful that because the owner will be in the process of the rezoning, this new criteria would not apply to create a situation where he would need to go back and reapply for a Major Amendment. From a timing perspective we believe the rezoning case will be heard by Council by late 2016 or early 2017 but thought it was important to make this comment on the record.

Sincerely,

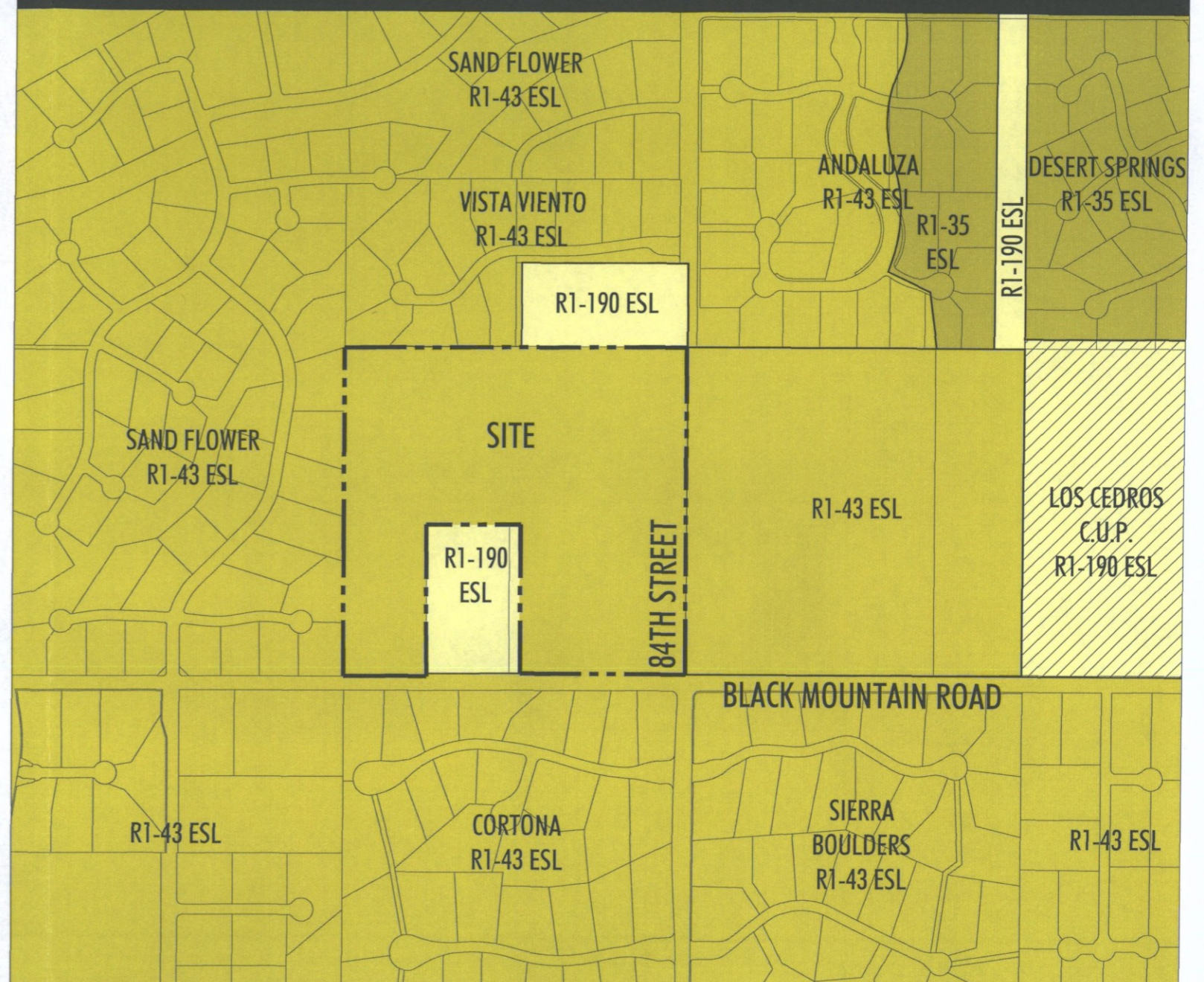


Jordan R. Rose

## EXISTING ZONING PLAN



## PROPOSED ZONING PLAN



### LEGEND

- R1-190 ESL
- R1-70 ESL
- R1-43 ESL
- R1-35 ESL

### LEGEND

- R1-190 ESL
- R1-70 ESL
- R1-43 ESL
- R1-35 ESL

## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 19, 2016 4:45 PM  
**To:** Castro, Lorraine  
**Subject:** FW: Formal comment on "Desert Rural Neighborhoods" 6-GP-2016  
**Attachments:** LVA-1622-ZONING-ZONING - EXISTING AND PROPOSED.PDF

Please add this to the file too. Thanks!

---

**From:** Rebekah Pineda [mailto:rpineda@roselawgroup.com]  
**Sent:** Monday, September 19, 2016 4:40 PM  
**To:** Javoronok, Sara  
**Subject:** RE: Formal comment on "Desert Rural Neighborhoods" 6-GP-2016

Sorry about that. I have attached the zoning map. Thank you.

### ***Rebekah Pineda***

#### ***Executive Assistant***




7144 E Stetson Drive Suite 300  
Scottsdale Arizona 85251  
Direct: 480.240.5637  
Fax: 480.505.3925

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**From:** Javoronok, Sara [mailto:SJavoronok@Scottsdaleaz.gov]  
**Sent:** Monday, September 19, 2016 4:38 PM

To: Rebekah Pineda <[rpineda@roselawgroup.com](mailto:rpineda@roselawgroup.com)>

Subject: RE: Formal comment on "Desert Rural Neighborhoods" 6-GP-2016

Thanks, Rebekah. I'll add it to the project file. Do you have a zoning map attachment too?

Sara

Sara Javoronok

Project Coordination Liaison - Long Range Planning

Planning and Development Services

City of Scottsdale

7447 E. Indian School Rd.

Scottsdale, AZ 85251

480.312.7918

[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

---

**From:** Rebekah Pineda [<mailto:rpineda@roselawgroup.com>]

**Sent:** Monday, September 19, 2016 4:27 PM

**To:** Javoronok, Sara

**Cc:** Jordan Rose; Jennifer Hall

**Subject:** Formal comment on "Desert Rural Neighborhoods" 6-GP-2016

Please see attached. Thank you for your time.

***Rebekah Pineda***

***Executive Assistant***



7144 E Stetson Drive Suite 300

Scottsdale Arizona 85251

Direct: 480.240.5637

Fax: 480.505.3925

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## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Friday, September 16, 2016 1:23 PM  
**To:** Castro, Lorraine  
**Subject:** FW: General Plan 2035  
**Attachments:** 201609161019.pdf

Please add this to the file.

Thanks!

---

**From:** Vanessa Nunez [<mailto:VNunez@azdot.gov>]  
**Sent:** Friday, September 16, 2016 10:34 AM  
**To:** Javoronok, Sara  
**Cc:** Bob Patoni; Richard Erickson; Scottsdale General Plan  
**Subject:** General Plan 2035

RE: General Plan 2035  
Desert Foothills Character & Dynamite Foothills Character Areas

Attn: Sara Javoronok

Thank you for your notice for the above-referenced development.  
After review, the development location is more than 1/4 mile from any ADOT proposed or existing highway facilities. As such, ADOT has no comment.

Please feel free to contact Bob Patoni at [BPatoni@azdot.gov](mailto:BPatoni@azdot.gov) should you have any further questions. We appreciate the opportunity to review and comment. Thank you.

**Vanessa Nuñez**  
**Administrative Assistant II**  
**ADOT Right of Way**  
205 South 17th Avenue  
MD 612E, Room 302  
Phoenix, Arizona 85007-3212  
602.712.7184  
[www.azdot.gov](http://www.azdot.gov)

**ADOT**  
Infrastructure Delivery and Operations

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## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Friday, September 16, 2016 1:23 PM  
**To:** Castro, Lorraine  
**Subject:** FW: General Plan 2035

Please add this to the file too.

Thanks!

---

**From:** Vanessa Nunez [<mailto:VNunez@azdot.gov>]  
**Sent:** Friday, September 16, 2016 10:43 AM  
**To:** Javoronok, Sara  
**Cc:** Bob Patoni; Richard Erickson; Scottsdale General Plan  
**Subject:** RE: General Plan 2035

*Many apologies, the subject notice submitted pertains to zoning matters. The following comment applies to subject above;*

Thank you for your notice for the above-referenced development. ADOT is neutral on zoning matters. As such, ADOT has no comment.

Please feel free to contact Bob Patoni at [BPatoni@azdot.gov](mailto:BPatoni@azdot.gov) should you have any further questions. We appreciate the opportunity to review and comment. Thank you.

**Vanessa Nuñez**  
**Administrative Assistant II**  
**ADOT Right of Way**  
205 South 17th Avenue  
MD 612E, Room 302  
Phoenix, Arizona 85007-3212  
602.712.7184  
[www.azdot.gov](http://www.azdot.gov)

**ADOT**  
Infrastructure Delivery and Operations

---

**From:** Vanessa Nunez  
**Sent:** Friday, September 16, 2016 10:34 AM  
**To:** 'sjavoronok@scottsdaleaz.gov'  
**Cc:** Bob Patoni; Richard Erickson; 'scottsdalegeneralplan@scottsdaleaz.gov'  
**Subject:** General Plan 2035

RE: General Plan 2035  
Desert Foothills Character & Dynamite Foothills Character Areas

Attn: Sara Javoronok

Thank you for your notice for the above-referenced development.

After review, the development location is more than 1/4 mile from any ADOT proposed or existing highway facilities. As such, ADOT has no comment.

Please feel free to contact Bob Patoni at [BPatoni@azdot.gov](mailto:BPatoni@azdot.gov) should you have any further questions. We appreciate the opportunity to review and comment. Thank you.

**Vanessa Nuñez**  
**Administrative Assistant II**  
**ADOT Right of Way**  
205 South 17th Avenue  
MD 612E, Room 302  
Phoenix, Arizona 85007-3212  
602.712.7184  
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## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:59 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Letter dated 8.31.16 re Land Use change for Rural Neighborhoods to Desert Rural Neighborhoods  
**Attachments:** Handout\_Proposed\_Desert\_Rural\_Split.pdf; Handout\_Process.pdf

Please add to the case file.

Thanks!

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 12, 2016 1:04 PM  
**To:** 'Jim Shelly'  
**Subject:** RE: Letter dated 8.31.16 re Land Use change for Rural Neighborhoods to Desert Rural Neighborhoods

Mr. Shelly,

The proposal is to add a new Desert Rural land use category to the city's draft General Plan 2035. This would not change the zoning of the property, but the proposed Desert Rural Neighborhoods land use category would allow a density of one dwelling unit per two or more acres and the current Rural Neighborhoods land use category allows for a density of one dwelling unit per one acre. Attached are two handouts that explain this in further detail. You can see more about the General Plan on the city's website: <http://www.scottsdaleaz.gov/general-plan>.

Please let me know if you have any additional questions.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

---

**From:** Jim Shelly [<mailto:Jim@CostaVerdeHomes.com>]  
**Sent:** Monday, September 12, 2016 8:43 AM  
**To:** Javoronok, Sara  
**Subject:** Letter dated 8.31.16 re Land Use change for Rural Neighborhoods to Desert Rural Neighborhoods  
**Importance:** High

Ms. Javoronok:

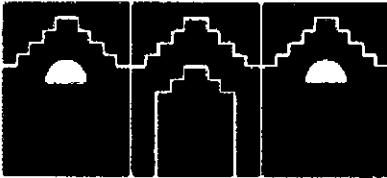
I have a client that is buying a 5 acre parcel in north Scottsdale at 8445 E. Morning Vista Rd. currently zoned R1-190 ESL FO. He received the attached letter regarding the General Plan land use designation change from Rural Neighborhood to Desert Rural Neighborhood. I could not find any information on line regarding any development standards for the Desert Rural Neighborhood designation. Are there new development standards regarding the pending Desert Rural Neighborhood land use designation that are more restrictive than those associated with R1-190 ESL FO? If so, could you forward that information to me or direct me where to find it?

Best regards,

Jim Shelly

**James E. Shelly & Associates, LLC**

(602) 989-4239



## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:58 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Desert Rural Neighborhoods - Part I

Please add to the case file.

Thanks!

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 12, 2016 2:26 PM  
**To:** 'George Geringer'  
**Subject:** RE: Desert Rural Neighborhoods - Part I

George,

The Plan is being reviewed and considered by the city this fall with a Remote Planning Commission hearing scheduled for October 5, and the recommendation hearing scheduled for October 26. It is scheduled for a City Council hearing on December 1 and would then go to the voters for ratification in 2017 or 2018, per City Council direction. It would go into effect following ratification. Additionally, an application that is submitted would be subject to the ratified General Plan is in place the night of the hearing.

Please let me know if you have any additional questions.

Sara

---

**From:** George Geringer [<mailto:ggeringer1@cox.net>]  
**Sent:** Monday, September 12, 2016 2:08 PM  
**To:** Javoronok, Sara  
**Subject:** RE: Desert Rural Neighborhoods - Part I

Sara-

*Thanks for all the information. I work in the Rio Verde corridor and I believe the emphasis is on larger lots. I will review this proposed new plan with my clients who are expecting to rezone their properties to higher density. When do you expect the changes to take effect?*

*Thanks again,*

**GEORGE GERINGER**  
ASSOCIATE BROKER

**REALTY ONE GROUP**  
17550 N Perimeter Dr. #160  
Scottsdale, AZ 85255

Cell: 602-527-2359

**Fax: 480-563-1922**  
[ggeringer1@cox.net](mailto:ggeringer1@cox.net)

---

**From:** Javoronok, Sara [<mailto:SJavoronok@Scottsdaleaz.gov>]  
**Sent:** Monday, September 12, 2016 1:39 PM  
**To:** 'ggeringer1@cox.net' <[ggeringer1@cox.net](mailto:ggeringer1@cox.net)>  
**Cc:** Yaron, Adam <[AYaron@Scottsdaleaz.gov](mailto:AYaron@Scottsdaleaz.gov)>; Niederer, Keith <[KNiederer@Scottsdaleaz.gov](mailto:KNiederer@Scottsdaleaz.gov)>  
**Subject:** Desert Rural Neighborhoods - Part I

Mr. Geringer,

I understand you spoke with Adam Yaron and Keith Niederer this morning about the proposed Desert Rural Neighborhoods land use category. As requested, attached are the letter sent to the property owners and a couple handouts that further explain the proposal. You can also find out more about the General Plan on the city's website: <http://www.scottsdaleaz.gov/general-plan>. Due to their large file size, I'll send this message in two parts.

Please contact us if you have any additional questions or comments.

Thanks.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

## Castro, Lorraine

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**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:57 AM  
**To:** Castro, Lorraine  
**Subject:** FW:  
**Attachments:** Handout\_Process.pdf; Handout\_Proposed\_Desert\_Rural\_Split.pdf

Please add to the case file.

Thanks!

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 12, 2016 2:21 PM  
**To:** 'Peg Mativi'  
**Subject:** RE:

Ms. Mativi,

The proposal is for a new Desert Rural Land Use category in the city's General Plan. The Plan is being reviewed and considered by the city this fall with a City Council hearing scheduled for December and would then go to the voters for ratification in 2017 or 2018, per City Council direction. It would not go into effect until ratified by the voters.

As you stated your property is under two acres, but its zoning is R1-190 and all properties that are zoned R1-130 or R1-190 are affected by this proposal. Generally, if you do not plan to further subdivide your property, you would not be affected. In addition, the proposed change would not effect your property taxes.

I'm attaching a couple handouts that detail the difference between the two classifications and provide additional information. You can also find out more about the General Plan on the City's website:

<http://www.scottsdaleaz.gov/general-plan>.

Please let me know if you have any additional questions.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

**From:** Peg Mativi [<mailto:peg.mativi@solutionsstaffing.com>]  
**Sent:** Monday, September 12, 2016 10:42 AM

**To:** Scottsdale General Plan  
**Subject:**

Hello-

I have a home at 10061 E Jopeda Lane in Scottsdale.

A letter was sent stating that I am currently in the designated Rural Neighborhoods, but in the new general plan my house will be reclassified to Desert Rural Neighborhoods. What will the requirements be on my end to be reclassified??? My property is not 2 acres, so I am not sure why I am being reclassified. What is the purpose of being reclassified??? Will there be new restrictions on what I can or cannot do on my property?  
Will this new classification mean any increases to the taxes I currently pay???

Please advise. Any help you can give for a better or more meaningful explanation of this would be very appreciated.

Loretta (Peg) Mativi

--  
Peg Mativi - CEO  
SOLUTIONS Staffing  
1237 Dublin Rd., Cols., OH 43215  
Phone: 614-732-5871  
Email: [peg.mativi@solutionsstaffing.com](mailto:peg.mativi@solutionsstaffing.com)  
Web: [www.solutionsstaffing.com](http://www.solutionsstaffing.com)





## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:57 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Introduction Feedback (response #1)

Please add to the case file.

Thanks!

---

**From:** Scottsdale General Plan  
**Sent:** Tuesday, September 13, 2016 4:51 PM  
**To:** Scottsdale General Plan  
**Subject:** Introduction Feedback (response #1)

## Introduction Feedback (response #1)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Introduction Feedback
URL:	<a href="http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/Introduction_Feedback">http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/Introduction_Feedback</a>
Submission Time/Date:	9/13/2016 4:50:24 PM

### Survey Response

First Name	Glenn
Last Name	Taubman
Address	10512 E. Cochise Ave
City	Scottsdale
Zip Code	85258
Phone Number	(703) 851-2609
E-mail Address	<a href="mailto:glennmtaubman@gmail.com">glennmtaubman@gmail.com</a>

In the space provided, please provide any comments or feedback about the Introduction.

I am a long-time landowner of property near Rio Verde and 128th Street. I oppose any shift from 1 unit per acre to 1 unit per 2 acres for most of the undeveloped land in North Scottsdale. I oppose limits on the development on the periphery of the Preserve land. I oppose any efforts to restrict development around the Preserve.

## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:57 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Desert Rural Neighborhood rezoning

Please add to the case file.

Thanks!

-----Original Message-----

**From:** Peter Taubman [<mailto:greatsw@cox.net>]  
**Sent:** Tuesday, September 13, 2016 9:37 PM  
**To:** Scottsdale General Plan  
**Subject:** Desert Rural Neighborhood rezoning

To whom it may concern:

We have been long-time landowners of property on 128th Street, just south of Rio Verde Dr... We oppose any shift from the current 1 unit per acre to the proposed 1 unit per 2 acres for most of the undeveloped land in North Scottsdale... we also oppose limits on development on the periphery of the Preserve land... we again oppose any efforts to restrict development surrounding the current Preserve area...

thank you,  
Peter & Bess Taubman

**Castro, Lorraine**

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:56 AM  
**To:** Castro, Lorraine  
**Subject:** FW: General Plan 2035 , letter of August 31/2016

Please add to the case file.

Thanks!

-----Original Message-----

**From:** Bill Boyle [<mailto:bill.boyle@Omnilift.com>]  
**Sent:** Tuesday, September 13, 2016 8:52 AM  
**To:** Javoronok, Sara  
**Subject:** Re: General Plan 2035 , letter of August 31/2016

thank you Sara

> On Sep 12, 2016, at 3:57 PM, Javoronok, Sara <[Sjavoronok@Scottsdaleaz.gov](mailto:Sjavoronok@Scottsdaleaz.gov)> wrote:

>

> Mr. Boyle,

>

> The General Plan 2035 will not affect your taxes or property tax rates.

>

> Please let me know if you have any additional questions.

>

> Sara

>

>

> Sara Javoronok

> Project Coordination Liaison - Long Range Planning Planning and

> Development Services City of Scottsdale

> 7447 E. Indian School Rd.

> Scottsdale, AZ 85251

> 480.312.7918

> [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

>

>

>

> -----Original Message-----

> **From:** Bill Boyle [<mailto:bill.boyle@Omnilift.com>]

> **Sent:** Saturday, September 10, 2016 12:27 PM

> **To:** Javoronok, Sara

> **Subject:** General Plan 2035 , letter of August 31/2016

>

> sara , re. the above plan.....should this plan be adopted & subsequently ratified by voters , will the Plan result in Higher or Lower taxes / property tax rates ?

>

> i checked the link mentioned in your letter & couldn't find any reference to either or both possible results , fiscally speaking .

>

> thank you , william j. boyle

>

>

>

## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:56 AM  
**To:** Castro, Lorraine  
**Subject:** FW: FW: City of Scottsdale General Plan 2035

Please add to the case file.

Thanks!

**From:** Steven Voss [mailto:[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com)]  
**Sent:** Tuesday, September 13, 2016 10:53 AM  
**To:** Javoronok, Sara  
**Cc:** Perreault, Erin; Lauren Lollis; Alex Stedman  
**Subject:** Re: FW: City of Scottsdale General Plan 2035

Sara,  
Please let me know how I would be able to get a copy of the mailing addresses that the letter was sent to. Digital would be preferred please.  
Thank you!  
Steven

**Steven Voss**, president  
**LVA urban design studio**  
[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com) · 480.994.0994  
120 south ash avenue · tempe, arizona 85281 · [lvadesign.com](http://lvadesign.com)

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On Thu, Sep 8, 2016 at 2:53 PM, Javoronok, Sara <[SJavoronok@scottsdaleaz.gov](mailto:SJavoronok@scottsdaleaz.gov)> wrote:

Steven,

I'm working on the General Plan 2035 review and Adam forwarded your message to me. In response to your questions, the letters sent on August 31 were the first communications sent to all property owners affected by the proposed change. The proposed change came from a citizen group meeting in June 2016 during our regular public outreach process for the plan. This group included some of the former General Plan Task Force members and other residents. Due to the fact that the proposed change could affect up to 7,000+ acres and approximately 1,600 parcels, city staff set a public study session with Council to determine direction on moving forward with the Task Force draft plan as released in November 2014, or to incorporate this citizen suggested change in the outreach and discussions with the community. The City Council discussed this at the August 30<sup>th</sup> Work Study Session, you can watch the meeting here

for additional information - <http://www.scottsdaleaz.gov/scottsdale-video-network/council-video-archives/2016-archives>.

Please let me know if you have any additional questions.

Thanks.

Sara

Sara Javoronok

Project Coordination Liaison - Long Range Planning

Planning and Development Services

City of Scottsdale

7447 E. Indian School Rd.

Scottsdale, AZ 85251

[480.312.7918](tel:480.312.7918)

[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

---

**From:** Yaron, Adam  
**Sent:** Thursday, September 08, 2016 9:00 AM  
**To:** Javoronok, Sara  
**Subject:** FW: City of Scottsdale General Plan 2035

Can you respond and include Erin? Thanks!

**From:** Steven Voss [<mailto:sjvoss@lvadesign.com>]  
**Sent:** Thursday, September 08, 2016 7:38 AM

**To:** Yaron, Adam  
**Cc:** Perreault, Erin  
**Subject:** Fwd: City of Scottsdale General Plan 2035

Adam,

Can you please tell me if this letter was the first time that your reached out to the land owners on this proposed change?

Also, please let me know if this came out of the GP committee or if any private land owners in this district contact the city for this change?

A few land owners, not home owners, have contacted me to give then some input.

Thank you!

Steven

**Steven Voss**, president  
**LVA urban design studio**

[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com) · [480.994.0994](tel:480.994.0994)

120 south ash avenue · tempe, arizona 85281 · [lvadesign.com](http://lvadesign.com)

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----- Forwarded message -----

**From:** Steven Voss <[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com)>  
**Date:** Wed, Sep 7, 2016 at 8:15 AM  
**Subject:** Fwd: City of Scottsdale General Plan 2035  
**To:** Annie Vos <[avos@lvadesign.com](mailto:avos@lvadesign.com)>  
**Cc:** Keith Nichter <[knichter@lvadesign.com](mailto:knichter@lvadesign.com)>, Alex Stedman <[astedman@lvadesign.com](mailto:astedman@lvadesign.com)>

Annie,



• Could you please go on line and print out the proposed "Desert Rural Neighborhood" description?

Thank you!

Steven

**Steven Voss**, president  
**LVA urban design studio**

[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com) · [480.994.0994](tel:480.994.0994)

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----- Forwarded message -----

From: **Keith Nichter** <[knichter@lvadesign.com](mailto:knichter@lvadesign.com)>

Date: Tue, Sep 6, 2016 at 12:03 PM

Subject: Fwd: City of Scottsdale General Plan 2035

To: Steven Voss <[sjvoss@lvadesign.com](mailto:sjvoss@lvadesign.com)>, Alex Stedman <[astedman@lvadesign.com](mailto:astedman@lvadesign.com)>

The Emmersons received this. Someone doesn't want us to utilize the 1 du/ac anymore...Check out the proposed map. As if development in Scottsdale needed to be anymore difficult.

**Keith Nichter**, senior planner, planning manager  
**LVA urban design studio**

[knichter@lvadesign.com](mailto:knichter@lvadesign.com) · [480.994.0994](tel:480.994.0994) · c [602.292.5079](tel:602.292.5079)

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## Castro, Lorraine

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:55 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Lucky - Public Notice

Please add to the case file.

Thanks!

---

**From:** Matt Lucky [<mailto:matt.lucky@russlyon.com>]  
**Sent:** Tuesday, September 13, 2016 5:33 PM  
**To:** Niederer, Keith  
**Cc:** Murillo, Jesus; Javoronok, Sara  
**Subject:** Re: Lucky - Public Notice

Thank you very much.

Watch [Meet The Luckys](#) Video

### Matt Lucky

480-390-0445 | eFax 480-624-3668 | Email [matt.lucky@russlyon.com](mailto:matt.lucky@russlyon.com)  
[Office Map](#) - [Website](#) - [Facebook](#) - [Google](#) - [Troon Village Community Video](#)



The Luckys  
NORTH SCOTTSDALE

Russ Lyon | Sotheby's  
INTERNATIONAL REALTY

**MATT LUCKY**  
Associate Broker | REALTOR®  
Cell 480.390.0445 | eFax 480.624.3597  
[matt.lucky@russlyon.com](mailto:matt.lucky@russlyon.com)

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Lisa | Matt | Laura

CLICK HERE TO VIEW OUR "MEET THE LUCKYS" VIDEO

On Sep 13, 2016, at 5:03 PM, Niederer, Keith <[KNiederer@Scottsdaleaz.gov](mailto:KNiederer@Scottsdaleaz.gov)> wrote:

Hi Matt – Was the zoning change notice sent by the City or a private developer? If it's from the City, it may be regarding the pending citywide General Plan 2035 changes to the Land Use element. Please see below link.

<http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft>

There is also a pending rezoning application for the property at the NEC of Jomax and 118<sup>th</sup> Street. A formal application has not yet been submitted to the City, but a pre-application has. Please see attached PDF.

Keith

---

**From:** Murillo, Jesus  
**Sent:** Tuesday, September 13, 2016 4:04 PM  
**To:** 'Matt Lucky'  
**Cc:** Niederer, Keith  
**Subject:** RE: Lucky - Public Notice

Hello Matt,

Things are good; I hope you and your family are doing very well and staying cool. The pre-application is not available on-line, because most pre-apps do not continue through to becoming a case. The records department has the physical copy, and they are the keepers of those files. Mr. Keith Niederer will be the coordinator for that project, if it moves forward through the process.

I hope this helps,

Jesus

---

**From:** Matt Lucky [<mailto:matt.lucky@russlyon.com>]  
**Sent:** Friday, September 09, 2016 7:13 PM  
**To:** Murillo, Jesus  
**Subject:** Lucky - Public Notice

Jesus - We hope you are doing well.

We have a client who lives in New York, saying he received a public notice for a zoning change. His property is raw land at Jomax and 120th. Can you direct me to the public notice/case file please. Thanks And have a good weekend.

Watch [Meet The Luckys](#) Video

**Matt Lucky**  
480-390-0445 | eFax 480-624-3668 | Email [matt.lucky@russlyon.com](mailto:matt.lucky@russlyon.com)  
[Office Map](#) - [Website](#) - [Facebook](#) - [Google](#) - [Troon Village Community Video](#)

<image001.jpg>

<201609121529.pdf>

**Castro, Lorraine**

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 14, 2016 8:55 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Draft General Plan

Please add to the case file.

Thanks!

**From:** nicholas sobraske [<mailto:nicholas.sobraske@gmail.com>]  
**Sent:** Wednesday, September 14, 2016 8:30 AM  
**To:** Javoronok, Sara  
**Subject:** Re: Draft General Plan

Thank you, Sara, for your response.

First, please add me to the mailing list (in case there is an additional mailing):

Nick Sobraske  
8770 East Appaloosa Trail  
Scottsdale, Arizona 85258

Second, you note that the open house was sent out in "various email updates." Please provide me all of these emails.

Third, it is my understanding that the City sent out periodic emails regarding the General Plan, its status, etc. (different emails than the open house emails I reference in my third request). Please provide me these emails going back to August 2015.

Fourth, it is my understanding that the City Council formed a taskforce to review the General Plan after it was denied by the voters. Please provide me a list, including names, of the taskforce members.

Finally, I attended the open house meeting at Copperwing Elementary School. I did not fill out a comment form, but would certainly like to do so after you provide me the above requested emails, materials, etc. Please email me a copy of this form.

I look forward to your follow-up email. If you have any questions, I can be reached at 602 / 703.3737. Thank you.

Nick

On Tue, Sep 13, 2016 at 3:44 PM, Javoronok, Sara <[SJavoronok@scottsdaleaz.gov](mailto:SJavoronok@scottsdaleaz.gov)> wrote:  
Mr. Sobraske,

The city sent letters to the owners of the affected properties on August 31 following City Council direction at an August 30 study session to provide public outreach to the community on the draft General Plan 2035, including the proposed recommended change to Rural Neighborhoods. Notice of all three open house meetings were

included in the letters, along with upcoming Planning Commission and City Council meetings dates that will occur later in the fall. The fall meetings will provide additional opportunity, beyond the open house dates, for you, and others, to have your input heard.

The General Plan is a citywide policy document and, if adopted by the City Council, will go to the voters for ratification at a date set by the City Council upon adoption. Notice of hearings on the General Plan are required to various government agencies, it is published in the newspaper, and posted at City Hall. In addition, the city also notifies those on an interested parties list. For the open houses, the city posted this information on its website, sent it out in various email updates, and advertised it through social media. Unlike the notices for open houses associated with a specific development proposal, as a citywide policy document, notice of these General Plan open houses were not subject to the same standards. In this case, the city wanted to reach out to property owners via a direct mailing to let them know about the proposed change to the draft General Plan and advise them of upcoming meetings so that your input, and others, is received.

Please let me know if you have additional questions or if you were unable to attend the open houses and would like to meet.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
[480.312.7918](tel:480.312.7918)  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

-----Original Message-----

From: Nicholas Sobraske [mailto:[nicholas.sobraske@gmail.com](mailto:nicholas.sobraske@gmail.com)]  
Sent: Thursday, September 08, 2016 4:08 PM  
To: Javoronok, Sara  
Subject: Draft General Plan

Sara,

I am a property owner in north Scottsdale that's impacted by the draft general plan. It's come to my attention late today that there's the third and final open house meeting to discuss the draft general plan this evening. Were all three meetings noticed on the same postcard? If yes, when was it mailed (postmarked)? Or, if they were each noticed separately, when were they mailed (postmarked)? And finally, how many days does the city require an applicant or developer to notice an open house? It's my understanding that it's 10 calendar days. Please advise.

Sent from my iPhone

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Tuesday, September 13, 2016 8:28 AM  
**To:** Acevedo, Alex  
**Subject:** FW: General Plan - Rural Neighborhoods

Please add this to the file.

-----Original Message-----

**From:** Perreault, Erin  
**Sent:** Tuesday, September 13, 2016 8:16 AM  
**To:** Javoronok, Sara  
**Subject:** FW: General Plan - Rural Neighborhoods

Another for the public file/matrix.

---

**From:** Nancy Godfrey [ntgodfrey@msn.com]  
**Sent:** Tuesday, September 13, 2016 7:17 AM  
**To:** City Council; Perreault, Erin  
**Subject:** General Plan - Rural Neighborhoods

To the Scottsdale City Council

cc: Erin Perreault, Long Range Planning Manager

I SUPPORT THE CHANGE TO DIVIDE RURAL NEIGHBORHOODS INTO TWO SEPARATE CATEGORIES IN AN EFFORT TO PREVENT UPZONING ALL THE RURAL NEIGHBORHOODS TO A GROSS DENSITY OF ONE HOUSE/ACRE. In this way we will preserve some of the open sky and open space that defines the best of the "West" about Scottsdale.

Respectfully,

Nancy Thompson Godfrey  
9222 E. Vista Drive  
Scottsdale, AZ 85262  
480-220-8152

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 12, 2016 1:30 PM  
**To:** Perreault, Erin; Acevedo, Alex  
**Subject:** RE: Support for Current Land Matrix

No, thanks.

Alex – Please add to the file. Thanks!

---

**From:** Perreault, Erin  
**Sent:** Monday, September 12, 2016 12:59 PM  
**To:** Javoronok, Sara  
**Subject:** FW: Support for Current Land Matrix

Not sure if your received this on Friday or not, for the public file/matrix?

---

**From:** Kuester, Kelli  
**Sent:** Friday, September 09, 2016 2:53 PM  
**To:** 'Kevin McCarthy'  
**Subject:** RE: Support for Current Land Matrix

Dear Mr. and Mrs. McCarthy,

Mayor Lane and some members of Council have asked that I thank you for your email and for sharing your input.

Best,

**Kelli Kuester**  
Management Assistant to Mayor & City Council  
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251  
[kkuester@scottsdaleaz.gov](mailto:kkuester@scottsdaleaz.gov)  
(480) 312-7977

**From:** Kevin McCarthy [<mailto:kjmduke@aol.com>]  
**Sent:** Friday, September 09, 2016 2:33 PM  
**To:** City Council  
**Subject:** Support for Current Land Matrix

Dear Mayor Lane and all City Council Members, my wife and I are in support of the current Land Use Matrix, including the designations of the two rural neighborhoods, and the minor and major changes as agreed upon by the Citizen Task Force and the COGS to remain unchanged in the Proposed General Plan that will be submitted to the voters, with no changes to the definitions of the two rural neighborhoods.

We were traveling during the meetings and could not attend. My wife and I moved to Scottsdale three years ago and live in Desert Highlands full time. We chose this area as we love the views and the rural feel of this area. We became members of COGS and want to maintain our area after becoming aware of the changes that are changing our area and Scottsdale as we envisioned.

Thank you, Kevin and Mary Pat McCarthy -- Desert Highlands



## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Monday, September 12, 2016 12:56 PM  
**To:** Acevedo, Alex  
**Subject:** FW: General Plan 2035 , letter of August 31/2016

Please add this to the case file. Thanks!

-----Original Message-----

**From:** Bill Boyle [<mailto:bill.boyle@Omnilift.com>]  
**Sent:** Saturday, September 10, 2016 12:27 PM  
**To:** Javoronok, Sara  
**Subject:** General Plan 2035 , letter of August 31/2016

sara , re. the above plan.....should this plan be adopted & subsequently ratified by voters , will the Plan result in Higher or Lower taxes / property tax rates ?

i checked the link mentioned in your letter & couldn't find any reference to either or both possible results , fiscally speaking .

thank you , william j. boyle



# General Plan 2035 Open House

September 8, 2016  
Copper Ridge School

Name <b>DEB SHAMAN</b>		Business Name	
Address & Zip 7451 E Redbird Rd		Phone 579-8690	E-mail azdebaz@yahoo.com.
Name <b>Paul Vaporesu</b>		Business Name	
Address & Zip 8125 E W. Shadow St 85255		Phone	E-mail
Name <b>Carolyn Byrne</b>		Business Name	
Address & Zip 7434 E. Quien Sabe Way		Phone 412-400-9820	E-mail crlnbyrne@gmail.com
Name <b>Deborah Wichterman &amp; Jim</b>		Business Name	
Address & Zip 11565 E. Cavedale St 85262		Phone 480-656-0499	E-mail jim-bullc@cox.net
Name <b>Nancy Mahan</b>		Business Name	
Address & Zip 26757 N. 130th St. Scottsdale		Phone 623-330-4835	E-mail nmahan@jsslaw.com
Name <b>Robert Cappel</b>		Business Name Winfield HOA & GPPA	
Address & Zip 33600 N. 79th Way 85266		Phone 480-595-1805	E-mail R-CAPPELL@msn.com
Name		Business Name	
Address & Zip		Phone	E-mail

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



# General Plan 2035 Open House

September 8, 2016  
Copper Ridge School

Name <b>JOHN ENKOJI</b>		Business Name <b>N/A</b>	
Address & Zip <b>26804 N. 79 ST. SCOTTSDALE, AZ 85266</b>		Phone <b>480-615-1087</b>	E-mail <b>JTE480@YAHOO.COM</b>
Name <b>Jim Walker</b>		Business Name	
Address & Zip <b>10917 E. SARAZO 85259</b>		Phone <b>480 529 3707</b>	E-mail <b>jswalkerz@hotmail.com</b>
Name <b>Mehrdad + Jean Vahabzadeh</b>		Business Name	
Address & Zip <b>7574 E. Pasaro Dr Scotts</b>		Phone <b>480-215-0366</b>	E-mail <b>jmvh78@gmail.com</b>
Name <b>DAVID SMITH</b>		Business Name	
Address & Zip <b>10801 E. Happy Valley Rd</b>		Phone <b>480-369 7482</b>	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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# General Plan 2035 Open House

September 8, 2016  
Copper Ridge School

Name <u>Jane Rau</u>		Business Name _____	
Address & Zip <u>8148 E. Dale Ln 85266</u>		Phone <u>480-585-4446</u>	E-mail _____
Name <u>John Henrikson</u>		Business Name _____	
Address & Zip <u>9820 E Thompson Pk Km #659</u>		Phone <u>480 620 5460</u>	E-mail _____
Name <u>Mark Nixon</u>		Business Name _____	
Address & Zip <u>28150 N. Ahassoul Pkwy. <sup>Scottsdale</sup> 85262</u>		Phone <u>310 431 6437</u>	E-mail <u>mnixon.biz@gmail.com</u>
Name <u>JAMES H DAVIS</u>		Business Name _____	
Address & Zip <u>27483 N 103<sup>RD</sup> WY</u>		Phone <u>480-299-1813</u>	E-mail <u>j.davis@mba1965.hbs.edu</u>
Name <u>ZACH SAKAS</u>		Business Name _____	
Address & Zip <u>PO Box 44127, Phoenix AZ 85064</u>		Phone _____	E-mail <u>copperskykande@gmail.com</u>
Name <u>Nick Sobraske</u>		Business Name _____	
Address & Zip <u>6710 East Appaloosa Trl</u>		Phone <u>602 703 3737</u>	E-mail <u>nicholas.sobraske@gmail.com</u>
Name <u><del>John</del> Travis Eukojir</u>		Business Name _____	
Address & Zip <u>26804 N. 79 ST.</u>		Phone <u>180-515-1087</u>	E-mail <u>JTE@480@YAHOO.COM</u>

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# General Plan 2035 Open House

September 8, 2016  
Copper Ridge School

Name <i>Linda Heineman</i>		Business Name	
Address & Zip <i>10801 E Happy Valley Rd</i>	Phone <i>419-304-7981</i>	E-mail <i>MPAHEINEMAN@yahoo.com</i>	
Name <i>Bonnie Hall</i>		Business Name	
Address & Zip <i>24001 N 112th way</i>	Phone <del>480-</del> <i>602-524-8488</i>	E-mail <i>bonnie-hall@msn.com</i>	
Name <i>Howard Kule</i>		Business Name	
Address & Zip <i>8742 E Gray Rd 85260</i>	Phone <i>602 319-0053</i>	E-mail <i>hwk@karko.com</i>	
Name <i>Jeannine Moya</i>		Business Name	
Address & Zip <i>8651 E Camino del Monte</i>	Phone <i>480-585-4872</i>	E-mail <i>junkmoya@aol.com</i>	
Name <i>PATRICIA PHEE</i>		Business Name	
Address & Zip <i>11569 E. BRONCO TRAIL</i>	Phone <i>480-538-5337</i>	E-mail <i>patphee@cox.net</i>	
Name <i>Christine Filipp</i>		Business Name	
Address & Zip <i>7434 E Quin Sage way 85204</i>	Phone <i>480-553-7669</i>	E-mail	
Name <i>Brian Caliendo</i>		Business Name	
Address & Zip <i>8075 E. Dale Lane</i>	Phone <i>480 577-9262</i>	E-mail <i>bcaliendocapmcsonline.com</i>	

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



# Draft General Plan 2035 Open House Comment Form

September 8, 2016  
Copper Ridge School

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

Please return by September 16<sup>th</sup> to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

NAME JAMES H DAVIS

ADDRESS 27483 N 103<sup>RD</sup> CUMY, 85262

DAYTIME PHONE 480-299-1818 E-MAIL j.davis@mba1965.hbs.edu

COMMENTS I VERY STRONGLY SUPPORT THE TWO DEFINITIONS OF RURAL NEIGHBORHOODS IN THE LATEST DRAFT OF THE PROPOSED GENERAL PLAN. I ALSO SUPPORT THE DEFINITION WORDINGS. IT IS IMPERATIVE TO ME & MY WIFE THAT THESE BE INCLUDED IN THE FINAL DRAFT TO BE SUBMITTED TO THE VOTERS.

I THANK ALL OF THOSE WHO SPENT THEIR VALUABLE TIME BRINGING THIS DRAFT OF THE GENERAL PLAN TO THIS POINT.

THANK YOU

James H Davis

D

Mr. James H. Davis  
27483 N 103rd Way  
Scottsdale, AZ 85262

PHOENIX AZ 852

15 SEP 2015 PM 5 L



MS JARA VAUORONOK  
CITY OF SCOTTSDALE  
7447 E INDIAN SCHOOL RD

STE 105

SCOTTSDALE



AZ

85251

85251-391547



# Draft General Plan 2035 Open House Comment Form

September 8, 2016

Copper Ridge School

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

Please return by September 16<sup>th</sup> to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

NAME JUANITA ENKOTI

ADDRESS 26804 N. 79 ST, SCOTTSDALE, AZ 85266

DAYTIME PHONE 480-515-1087 E-MAIL JTE 480-515-1087.

COMMENTS I AM VERY STRONGLY IN FAVOR OF  
THE CHANGE <sup>DESCRIBED BELOW</sup> IN THE GENERAL PLAN NOW IN  
EFFECT. <sup>THE CHANGE</sup> ~~WHICH~~ DIVIDES THE RURAL ZONING  
CATEGORY INTO DESERT RURAL AND RURAL  
~~CATEGORIES~~ CATEGORIES WHEREBY A MAJOR  
ZONING AMENDMENT WOULD BE REQUIRED TO  
INCREASE DENSITY OR ALLOW COMMERCIAL  
DEVELOPMENT IN THE DESERT RURAL  
CATEGORY. THIS WOULD PROTECT 2 ACRE AND LARGER  
LAND (RI-130 AND RI-190) PLOTS FROM BEING  
UPZONED BY A SIMPLE CITY COUNCIL (4 OUT OF 7)  
VOTE. ALL OF THE RURAL ZONED AREAS OF  
SCOTTSDALE SHOULD NOT BE DENSELY DEVELOPED  
THUS DESTROYING A VERY SPECIAL PART OF SCOTTSDALE  
WHICH IS A TOURIST ATTRACTION.





# Draft General Plan 2035 Open House Comment Form

September 8, 2016

Copper Ridge School

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

Please return by September 16<sup>th</sup> to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

NAME JOHN ENKOIS

ADDRESS 26804 N. 79 ST., SCOTTSDALE 85266

DAYTIME PHONE 480-515-1087 E-MAIL JTE480@YAHOO.COM

COMMENTS RURAL NEIGHBORHOODS SHOULD BE DIVIDED  
INTO TWO SEPARATE CATEGORIES:

DESERT RURAL NEIGHBORHOODS (R1-130 & R1-190) &  
RURAL NEIGHBORHOODS (R1-43 & R1-70)

WITH THIS CHANGE, THE MAXIMUM DENSITY INCREASE THAT  
COULD BE ALLOWED W/O A COUNCIL SUPER MAJORITY VOTE  
WOULD BE 2 TIMES THE CURRENTLY ALLOWED DENSITY  
THIS CHANGE WOULD HELP GREATLY IN RETAINING THE  
RURAL CHARACTER OF N. SCOTTSDALE & KEEPING  
DENSITY LOW, THIS IN TURN WOULD HELP GREATLY  
IN REDUCING TRAFFIC CONGESTION, THUS HELPING  
TO ~~BE~~ MAKE THE BEST USE OF OUR ROADS,  
WHICH ARE ALREADY AT MAXIMUM CAPACITY.



**Draft General Plan 2035 Open House Comment Form**  
**September 8, 2016**  
**Copper Ridge School**

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

**Please return by September 16<sup>th</sup>** to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

NAME Robert Cappel

ADDRESS 33600 N. 79<sup>th</sup> Way, Scottsdale 85266

DAYTIME PHONE 480-595-1805 E-MAIL R-CAPPEL1@msn.com

COMMENTS I was very pleased To see the Proposed  
Desert Rural Neighborhoods and Rural Neighborhoods  
with rezoning to higher densities requiring  
a major general plan amendment as proposed by  
COGS. I believe with These Proposed changes  
this General Plan 2035 will be supported.  
If these proposed changes are not included in  
the Final Plan, I believe it will be defeated  
by a larger vote than the General Plan 2014.

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Thursday, September 08, 2016 2:39 PM  
**To:** Acevedo, Alex  
**Subject:** FW: Scottsdale General Plan amendment

Please add this to the case file.

Thanks.

Sara

-----Original Message-----

**From:** Perreault, Erin  
**Sent:** Thursday, September 08, 2016 2:36 PM  
**To:** Javoronok, Sara  
**Subject:** FW: Scottsdale General Plan amendment

*Did I forward this one to you already - just wanted make sure you received it as well.*

---

**From:** S J Lambert [sjlambert@cox.net]  
**Sent:** Wednesday, September 07, 2016 10:11 AM  
**To:** Perreault, Erin; City Council  
**Subject:** Scottsdale General Plan amendment

Ms. Perreault, members of the council:

I wholeheartedly support the proposed amendment to the General Plan that calls for dividing rural neighborhoods into two separate categories:

- Desert Rural Neighborhoods (1 unit/2 or more acres): R1-130 and R1-190 (3- and 5-acre lots).
- Rural Neighborhoods (1 unit/more than 1 and less than 2 acres): R1-43 and R1-70 (1- and <2-acre lots).

Much of the property left in North Scottsdale is zoned R1-130 or R1-190, the lowest density category. This change is essential to retaining the rural feel of North Scottsdale and keeping population density low, thus preventing dramatic increases in traffic congestion.

I will follow developments in the case with interest.

Best regards,

Sandra Lambert  
26073 N. 115th Way  
Scottsdale, AZ 85255



# General Plan 2035 Open House

September 7, 2016

Holland Community Center

				Reason for Attending ✓ (white if both)	
				5-GP-2016 (Desert Mountain)	6-GP 2016 (GP 2035)
Name <u>David Gordon</u>		Business Name			
Address & Zip <u>33120 N. 72nd Way 85266</u>		Phone <u>(714) 264-8130</u>	E-mail <u>azdgordon@gmail.com</u>	X	X
Name <u>BILL Browner</u>		Business Name <u>M3 Companies</u>			
Address & Zip <u>4222 E Camelback 14100</u>		Phone <u>602-677-9911</u>	E-mail <u>bbrowner@m3companies.com</u>	X	
Name <u>WENDEL PICKETT</u>		Business Name <u>GREY PICKETT</u>		X	
Address & Zip		Phone	E-mail		
Name <u>Dennis Orem</u>		Business Name			
Address & Zip <u>85139 Ridgeway Rd Eugene, OR 97405</u>		Phone <u>541-954-8591</u>	E-mail <u>do5071@yahoo.com</u>	X	
Name <u>* DAVID H. BULLS</u>		Business Name <u>SCOTTSDALE, AZ 85262</u>		X	X
Address & Zip <u>8915 E JACK NEVILLE DR</u>		Phone <u>480-575-1760</u>	E-mail <u>DHB@MAKTHRANDAVID.COM</u>		
Name <u>DAVID SMITH</u>		Business Name			
Address & Zip <u>10801 E Happy Valley</u>		Phone	E-mail <u>DAVIDSMITH@ScottsdaleAZ.COM</u>	X	X

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# General Plan 2035 Open House

September 7, 2016

Holland Community Center

			Reason for Attending ✓ (white if both)	
			5-GP-2016 (Desert Mountain)	6-GP 2016 (GP 2035)
Name	Terrie Rickard		Business Name	
Address & Zip	Phone	E-mail		
7008 E Mighty Sageview	480-488-9150	terrie@rosenrickard.com		
Name	Kay Silverman		Business Name	
Address & Zip	Phone	E-mail		
29443 N. 78th St.	602 617 4773	ksilverman@azbar.org		✓
Name	James Johnson		Business Name	
Address & Zip	Phone	E-mail		
7422 E Camino Rayo Deluz	847-778-5641	JHJOHNSON1127@Gmail	✓	✓
Name	Bv Violenta		Business Name	
Address & Zip	Phone	E-mail		
10580 E Desert Hus Dr	480-595-4243	bv.glietta@desertmt.com	✓	
Name	Don Buch		Business Name	
Address & Zip	Phone	E-mail		
6572 E Sleepy Owl 85266	619-995-4321	dnbuch@hotmail.com		✓
Name	Kathy Carr		Business Name	
Address & Zip	Phone	E-mail		
38264 N 108 St 85262	480 248 8729	KATHY@CARRMAIL.NET	✓	

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



# General Plan 2035 Open House

September 7, 2016

Holland Community Center

			Reason for Attending ✓ (white if both)	
			5-GP-2016 (Desert Mountain)	6-GP 2016 (GP 2035)
Name <i>Greg Crossman</i>		Business Name <i>Town of Carefree</i>		X
Address & Zip <i>7181 Ed Everett Way, Carefree, 85377</i>		Phone <i>480-488-9100</i>	E-mail <i>greg@carefreeswater.co.com</i>	
Name		Business Name		
Address & Zip		Phone	E-mail	
Name		Business Name		
Address & Zip		Phone	E-mail	
Name		Business Name		
Address & Zip		Phone	E-mail	
Name		Business Name		
Address & Zip		Phone	E-mail	
Name		Business Name		
Address & Zip		Phone	E-mail	

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 07, 2016 7:44 AM  
**To:** Acevedo, Alex  
**Subject:** FW: Scottsdale General Plan amendment

Please add to the file.

Thanks!

-----Original Message-----

**From:** Perreault, Erin  
**Sent:** Tuesday, September 06, 2016 3:53 PM  
**To:** Javoronok, Sara  
**Subject:** FW: Scottsdale General Plan amendment

Here is another for public file and matrix. Let's start mapping these as well - pro/con by geographic location.

---

**From:** Peter Strupp [peter.strupp@princetoneditorial.com]  
**Sent:** Tuesday, September 06, 2016 3:04 PM  
**To:** Perreault, Erin; City Council  
**Cc:** Strupp, Phyllis  
**Subject:** Scottsdale General Plan amendment

Ms. Perreault, members of the council:

We wholeheartedly support the proposed amendment to the General Plan that calls for dividing rural neighborhoods into two separate categories:

- Desert Rural Neighborhoods (1 unit/2 or more acres): R1-130 and R1-190 (3- and 5-acre lots).
- Rural Neighborhoods (1 unit/more than 1 and less than 2 acres): R1-43 and R1-70 (1- and <2-acre lots).

Much of the property left in North Scottsdale is zoned R1-130 or R1-190, the lowest density category. This change is essential to retaining the rural feel of North Scottsdale and keeping population density low, thus preventing dramatic increases in traffic congestion.

We will follow developments in the case with interest.

With best regards,  
Peter and Phyllis Strupp  
8912 East Pinnacle Peak Road  
Suite 604  
Scottsdale, AZ 85255-3649  
USA  
phone (602) 908-1171  
e-mail [peter.strupp@princetoneditorial.com](mailto:peter.strupp@princetoneditorial.com)<<mailto:peter.strupp@princetoneditorial.com>>

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 07, 2016 10:05 AM  
**To:** Acevedo, Alex  
**Subject:** FW: 20-ZN-2016

Please add this to the case file as well.

Thanks!

---

**From:** Yaron, Adam  
**Sent:** Wednesday, September 07, 2016 9:40 AM  
**To:** 'Keith Nichter'  
**Cc:** Javoronok, Sara  
**Subject:** RE: 20-ZN-2016

Keith,

As a zoning case type only - no effective change will happen to your mentioned case until such time the proposed 2035 General Plan is voter ratified.

City Council is to hear this proposed plan at an adoption hearing in December. If adopted, they will determine the time this plan is go before the voters. The earliest this could occur would be through a special election in 2017.

Let me know if I you have any further questions.

ADAM YARON | **CITIZEN LIAISON**

**CITY OF SCOTTSDALE**

Planning and Development Services  
Long Range Planning Services  
7447 E Indian School Rd STE 105 | Scottsdale, Arizona  
T: 480.-312-2761

**From:** Keith Nichter [<mailto:knichter@lvadesign.com>]  
**Sent:** Tuesday, September 06, 2016 4:05 PM  
**To:** Yaron, Adam  
**Subject:** 20-ZN-2016

Hey Adam,

I see that you are creating a new GP LU (Desert Rural) for R1-130/R1-190 properties. I currently have a zoning case (20-ZN-2016) that is tracking (we just received 1st review comments) close to this planned revision. We are proposing a rezoning to R1-70 (.55 du/ac) and based on the GP revision would not be in conformance with the allowed .5 du/ac density. Any concerns that if this is approved prior to our case that we would need a general plan amendment? Im assuming we are "grandfathered" in given it was already deemed to be consistent with the GP at the pre-app, but just wanted to confirm.

Thanks,



## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Wednesday, September 07, 2016 1:01 PM  
**To:** Acevedo, Alex  
**Subject:** FW: Why r u having meetings concerning

Please add this to the case file.

Thanks.

---

**From:** Chi, Andrew  
**Sent:** Wednesday, September 07, 2016 11:50 AM  
**To:** Perreault, Erin; Javoronok, Sara  
**Cc:** Smetana, Rachel; Kuester, Kelli  
**Subject:** RE: Why r u having meetings concerning

Erin and Sara,

Is this something Long Range Planning can address? Ms. Wood copied me to the email below (and also copied the Mayor and City Council). Ms. Wood originally emailed me regarding my sign case [The Summit at Scottsdale Tower Signs 32-DR-2016](#). Ms. Wood kept my contact info and has now emailed me with comments related to the General Plan update case.

Can you address Ms. Wood's comments please?

Thanks!

**Andrew Chi, Planner**  
City of Scottsdale | Planning & Development Department  
7447 East Indian School Road, Suite 105 Scottsdale, Arizona 85251  
[Direct] 480.312.7828  
[Email] [achi@scottsdaleaz.gov](mailto:achi@scottsdaleaz.gov)  
[Web] [www.scottsdaleaz.gov/codes](http://www.scottsdaleaz.gov/codes)

---

-----Original Message-----

**From:** Jody [\[mailto:jodydaz@cox.net\]](mailto:jodydaz@cox.net)  
**Sent:** Wednesday, September 07, 2016 10:49 AM  
**To:** City Council; Jim Lane; Chi, Andrew; Winfield [\[mailto:FrontDesk@winfieldhoa.com\]](mailto:FrontDesk@winfieldhoa.com)  
**Subject:** Why r u having meetings concerning

North Scottsdale general plan when all of our residents are away right now I hope in the plan for Scottsdale that you're not planning to turn north Scottsdale in inches south Scottsdale we moved up here purposefully to get away from all that noise and don't bring it up here We have empty strip malls MD office buildings and a Walmart so please do a better job Thank you Jody Wood

Sent from my iPhone

The city is having meetings regarding the adoption of a new General Plan. You can find out more about the draft Plan and the process on the city's webpage and at [www.scottsdalegp.com](http://www.scottsdalegp.com). Note that there are Open Houses tonight and tomorrow that you could attend to find out more information (<http://www.scottsdaleaz.gov/general-plan/general-plan-2035>). There are some changes proposed, which are designed to protect rural character, that could affect residential areas in the northern part of the city. Two handouts are attached that provide more information.

Please let me know if you have any specific questions or any additional comments.

Thanks for your interest.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

---

-----Original Message-----

From: Jody [<mailto:jodydaz@cox.net>]  
Sent: Wednesday, September 07, 2016 10:49 AM  
To: City Council; Jim Lane; Chi, Andrew; Winfield [<mailto:FrontDesk@winfieldhoa.com>]  
Subject: Why r u having meetings concerning

North Scottsdale general plan when all of our residents are away right now I hope in the plan for Scottsdale that you're not planning to turn north Scottsdale in inches south Scottsdale we moved up here purposefully to get away from all that noise and don't bring it up here We have empty strip malls MD office buildings and a Walmart so please do a better job Thank you Jody Wood

Sent from my iPhone

<Handout\_Proposed\_Desert\_Rural\_Split.pdf>

<Handout\_Process.pdf>

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Thursday, September 08, 2016 8:17 AM  
**To:** Acevedo, Alex  
**Subject:** FW: Why r u having meetings concerning

Please add to the case file.

Thanks!

---

**From:** Javoronok, Sara  
**Sent:** Thursday, September 08, 2016 8:16 AM  
**To:** 'Jody'  
**Subject:** RE: Why r u having meetings concerning

Jody,

There will also be another meeting tonight from 5:30-7:30 in the cafeteria at Copper Ridge School. In addition, we sent notice of the proposed land use change to the affected property owners. We welcome their emails or calls with any comments or questions. I understand your concerns about timing, but the adoption of the General Plan is following the city's major General Plan amendment process, which is a six month process. Per state statute, it occurs once per year – applications are submitted in May, the Planning Commission holds hearings in October, and the City Council makes a determination in December.

Please let me know if you have any additional questions or comments.

Thanks for your interest.

Sara

---

**From:** Jody [<mailto:jodydaz@cox.net>]  
**Sent:** Wednesday, September 07, 2016 2:21 PM  
**To:** Javoronok, Sara; Chi, Andrew; Lori Nelson  
**Subject:** Re: Why r u having meetings concerning

Tonight and the very short notice and the residents will be back in your neighborhood after Thanksgiving or after New Year's

Why not wait till after those dates for the 2030 plan

If u really want residents to have a say w

Why not wait till after they r back

Thanks

Jody Wood

Sent from my iPhone

On Sep 7, 2016, at 1:16 PM, Javoronok, Sara <[SJavoronok@Scottsdaleaz.gov](mailto:SJavoronok@Scottsdaleaz.gov)> wrote:

Jody,



# Draft General Plan 2035 Open House Comment Form

September 6, 2016  
SkySong, Synergy Room

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

Please return by September 16<sup>th</sup> to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

NAME

*Donni Kutly*

ADDRESS

*on record*

DAYTIME PHONE

E-MAIL

COMMENTS

*Support Land Matrix  
with rural desert and  
rural separation*



**Draft General Plan 2035 Open House Comment Form**  
**September 6, 2016**  
**SkySong, Synergy Room**

Please return comments to Sara Javoronok at [sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251.

Please return by **September 16<sup>th</sup>** to be included for review by the Planning Commission at the October 5<sup>th</sup> Remote Hearing.

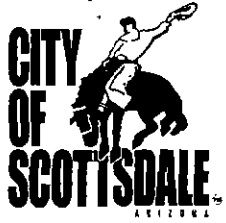
NAME Suzanne Walker

ADDRESS 10917 E. Sahuaro Dr

DAYTIME PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

COMMENTS Seeing the & future acquisition maps for the preserves was very helpful. I hope the city of Scottsdale will be successful in ~~it~~ this endeavour. The planners are very helpful and well informed.  
Thank you





# General Plan 2035 Open House

September 6, 2016

SkySong, Synergy Room

Name <i>Kari Calderon</i>		Business Name	
Address & Zip <i>7808 E Pelem Ln</i>		Phone	E-mail <i>Kari.Calderon@Co.net</i>
Name <i>Ken Davies</i>		Business Name <i>Levros</i>	
Address & Zip <i>Scottsdale</i>		Phone <i>480 294 6572</i>	E-mail <i>Kdavies@levros.com</i>
Name <i>DOUG STONAR</i>		Business Name <i>GENSVER</i>	
Address & Zip <i>7901 E. EDWARD AVE., <sup>85750</sup> WILLOW, AZ</i>		Phone <i>480.206.4593</i>	E-mail <i>DOUG_STONAR@GENSVER.COM</i>
Name <i>Suzanne Walker</i>		Business Name <u>          </u>	
Address & Zip <i>10917 E Sahuaro Dr</i>		Phone <i>480-529-3602</i>	E-mail <i>suzujim@gmail.com</i>
Name <i>KARL STAMBAUGH</i>		Business Name	
Address & Zip <i>8537 E OSBORN Rd</i>		Phone <i>480-947-2095</i>	E-mail <i>biz@karlandalice.name</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



# General Plan 2035 Open House

September 6, 2016

SkySong, Synergy Room

Name <b>MARK EDZMAN</b>		Business Name <b>AZ STATE LAND DEPT.</b>	
Address & Zip <b>1616 W. ADAMS ST PHX</b>	Phone <b>602-542-6331</b>	E-mail <b>medelman@azland.gov</b>	
Name <b>Louise Kutley</b>		Business Name	
Address & Zip <b>8507 E Highland</b>	Phone <b>602 717 3886</b>	E-mail <b>cogs@cogsaz.net</b>	
Name <b>David Smith</b>		Business Name <b>cos</b>	
Address & Zip	Phone	E-mail	
Name <b>French Thompson</b>		Business Name <b>French Design Jeweler</b>	
Address & Zip <b>7140 E Main St</b>	Phone <b>4-994-4717</b>	E-mail <b>French@Frenchonmain.c.</b>	
Name <b>Deborah L. Wallace</b>		Business Name	
Address & Zip <b>2036 N. 78th St</b>	Phone <b>480/213 5556</b>	E-mail <b>agave@cox.net</b>	
Name <b>Jon Rosenberg</b>		Business Name	
Address & Zip	Phone <b>480-294-6011</b>	E-mail <b>JROSENBERG@Leukose.com</b>	
Name <b>Andy Greenwood</b>		Business Name <b>MAURICK</b>	
Address & Zip	Phone <b>602-953-6338</b>	E-mail <b>Andy.Greenwood@MAURICK.com</b>	

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Tuesday, September 06, 2016 8:24 AM  
**To:** Acevedo, Alex  
**Subject:** FW: Draft General Plan

Please add to the case file.

Thanks!

-----Original Message-----

**From:** Perreault, Erin  
**Sent:** Tuesday, September 06, 2016 8:16 AM  
**To:** Javoronok, Sara  
**Subject:** FW: Draft General Plan

Another for the public folder and tracking of location...

-----Original Message-----

**From:** Jim Davis [<mailto:jimdavisestancia@gmail.com>]  
**Sent:** Sunday, September 04, 2016 8:08 PM  
**To:** Perreault, Erin  
**Subject:** Draft General Plan

Dear Ms: Perreault:

We very strongly support the current Draft General Plan however we are unable to attend any of the Open Houses which are very inconveniently scheduled when many of us are out of town. For this continued support we need for the Land Use Matrix, including two categories of Rural Neighborhoods and the designations of minor and major changes as agreed upon by the Citizen Task Force and the COGS to remain unchanged in the Proposed General Plan that will be submitted to the voters. Furthermore the definitions of the two Rural Neighborhoods categories need to remain unchanged.

Thank you for your consideration.

Jim Davis and Francine Hitchcock

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Friday, September 02, 2016 7:43 AM  
**To:** Acevedo, Alex  
**Subject:** FW: General Plan

-----Original Message-----

**From:** Javoronok, Sara  
**Sent:** Thursday, September 01, 2016 9:44 AM  
**To:** Castro, Lorraine  
**Subject:** FW: General Plan

Please add this to the case file. Thanks!

Sara

-----Original Message-----

**From:** Perreault, Erin  
**Sent:** Thursday, September 01, 2016 8:20 AM  
**To:** Javoronok, Sara  
**Subject:** FW: General Plan

Please make sure this email is included in the public file. Also, we will need to add these comments to the public comments matrix as well - we may want to make a notation/delineation in the matrix to show all comments received post 8/30 study session with Council.

-----Original Message-----

**From:** Gerald O'Keefe [<mailto:gokeefe2@icloud.com>]  
**Sent:** Wednesday, August 31, 2016 4:57 PM  
**To:** Perreault, Erin; City Council  
**Subject:** General Plan

Please support a change to the General Plan that would separate all rural neighborhoods into two separate categories:  
1. Desert Rural Neighborhoods - 1unit/2 or more acres - R1-130 & R1-190 and 2. Rural Neighborhoods - 1unit/more than 1, less than two acres - R1-43 & R1-70 Do this to prevent UPZONING. Thank you.

Mary Lou O'Keefe, RN  
Gerald O'Keefe, DMD

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Friday, September 02, 2016 7:43 AM  
**To:** Acevedo, Alex  
**Subject:** FW: (no subject)

---

**From:** Javoronok, Sara  
**Sent:** Thursday, September 01, 2016 9:44 AM  
**To:** Castro, Lorraine  
**Subject:** FW: (no subject)

Please add this to the case file. Thanks!

---

**From:** Perreault, Erin  
**Sent:** Thursday, September 01, 2016 8:21 AM  
**To:** Javoronok, Sara  
**Subject:** FW: (no subject)

Please make sure this email is included in the public file. Also, we will need to add these comments to the public comments matrix as well - we may want to make a notation/delineation in the matrix to show all comments received post 8/30 study session with Council. This person provided an address so let's start tracking these with the mailing addresses of affected Desert Rural properties as well. - Thanks

---

**From:** [MAHUSAR@aol.com](mailto:MAHUSAR@aol.com) [<mailto:MAHUSAR@aol.com>]  
**Sent:** Wednesday, August 31, 2016 6:10 PM  
**To:** Perreault, Erin  
**Subject:** (no subject)

There needs to be two categories of rural neighborhoods and a change in use from the lower density one to the higher density one would require a major amendment to the General Plan. A major amendment requires a lot more review, longer process, and most of all a super majority council vote.

Sincerely,

Michael Husar  
Sornoran Crest HOA President  
12151 E. Sand Hills Rd

## Acevedo, Alex

---

**From:** Javoronok, Sara  
**Sent:** Friday, September 02, 2016 7:43 AM  
**To:** Acevedo, Alex  
**Subject:** FW: Character and Culture Chapter Feedback (response #4)

---

**From:** Javoronok, Sara  
**Sent:** Monday, August 29, 2016 10:19 AM  
**To:** Castro, Lorraine  
**Subject:** FW: Character and Culture Chapter Feedback (response #4)

Lorraine,

Could you please include the staff response as well?

Thanks!

Sara

---

**From:** Javoronok, Sara  
**Sent:** Monday, August 29, 2016 9:19 AM  
**To:** 'joberneufemann@gmail.com'  
**Subject:** FW: Character and Culture Chapter Feedback (response #4)

Mr. Oberneufemann,

Thank you for your comment. We will include it in the comments for Planning Commission and City Council review. I wanted to clarify that the language you describe is included on p. 76 of the draft General Plan 2035 and is only a reference to Article 8 of the City Charter, where this language exists already. The draft General Plan 2035 will not change this existing language in the City Charter, it is included in the draft plan only as a point of clarification on how potential land use changes in the McDowell Sonoran Preserve are reviewed.

Please let me know if you have any additional questions.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

---

**From:** Scottsdale General Plan  
**Sent:** Thursday, August 25, 2016 3:46 PM

To: Scottsdale General Plan

Subject: Character and Culture Chapter Feedback (response #4)

## Character and Culture Chapter Feedback (response #4)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Character and Culture Chapter Feedback
URL:	<a href="http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/character-culture-feedback">http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/character-culture-feedback</a>
Submission Time/Date:	8/25/2016 3:44:59 PM

### Survey Response

First Name	Jerry
Last Name	Obernuefemann
Address	9860 E Gamble Lane
City	Scottsdale
Zip Code	85262
Phone Number	(480) 206-1567
E-mail Address	<a href="mailto:jobernuefemann@gmail.com">jobernuefemann@gmail.com</a>
In the space provided, please provide any comments or feedback about the Character and Culture Chapter.	Since the McDowell Sonoran Preserve was established by a vote of city residents, any land removed from the preserve should be approved by a vote of the residents no matter the size. Under the proposed change, the City Council could remove approximately 6 acres of preserve a year ad infinitum. While the number seem small in relation to the total acreage, it was paid for by residents agreeing to tax ourselves and should not be removed except under exceptional circumstances and then only if approved by city residents.

## Castro, Lorraine

---

**From:** Sonnie K <azsonnie@gmail.com>  
**Sent:** Friday, August 05, 2016 10:24 AM  
**To:** Javoronok, Sara; Perreault, Erin  
**Subject:** Friday morning 5 August GP2035 Edit approval letter 8.5.2016 from COGS  
**Attachments:** GP2035 Edit approval letter 8.5.2016.doc

Good morning and happy Friday to you. (hopefully you are not receiving this while sitting in a rescue boat following that torrential downpour at 9 to 10 am in downtown)

Attached is an approval and support letter from those participating in the June conference with Task Force members and your Long Range Planning staff. We accept your edits that continue to support our focus to protect the remaining Rural Land Uses and to clearly support that clustering be a decision that includes careful scrutiny and yet provides for unique situations. Thank you for including us in this final draft that goes to city council. Sonnie Kirtley cellular 602 717 3886 anytime



## The Coalition of Greater Scottsdale

7904 East Chaparral Road, suite A110- 127

Scottsdale, AZ 85250

[www.COGSaz.net](http://www.COGSaz.net)

5 August 2016

To: Erin Perreault and Sara Javoronok

From: Jude Nau, Linda Whitehead, Chris Schaffner, Copper Phillips and Sonnie Kirtley

Re: General Plan 2035 Compromise Land Use Element

**We accept and support the proposed edits below that represent a collaborative effort with the Long-Range Planning staff regarding Land Use definitions for Desert Rural and Rural Neighborhoods in the 2035 draft General Plan Update. We understand that the Land Use Matrix and map of Future Land Use 2035 showing this Rural “split” will remain in the draft to be presented to the city council.**

“Desert Rural: This category includes the largest-lot single-family neighborhoods. Densities in Desert Rural Neighborhoods are usually one house per two or more acres. Within the Environmentally Sensitive Lands area, native desert vegetation is abundant and special care is needed to preserve open desert character and environmental features. The goal in Desert Rural Neighborhoods is to retain the large-lot character while preserving desert vegetation, washes and natural features. Limited clustering of development may be considered to achieve this goal. Desert Rural Neighborhoods may also include equestrian or limited golf course uses.”

“Rural Neighborhoods: This category includes large-lot, single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per one to two acres. Within the Environmentally Sensitive Lands area, native desert vegetation is abundant and special care is needed to preserve open desert character and environmental features. The goal in Rural Neighborhoods is to retain the large lot character while preserving desert vegetation, washes and natural features. Clustering may be used to achieve this goal. Rural Neighborhoods may also include equestrian or golf course uses.”

**Castro, Lorraine**

---

**From:** COGS 2016 <azsonnie@gmail.com>  
**Sent:** Monday, August 01, 2016 11:11 AM  
**To:** Perreault, Erin; Javoronok, Sara  
**Subject:** Monday 1 August COGS response to Land Use matrix, map, and Rural definitions  
**Attachments:** COGS Logo 2016 letterhead.doc

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good morning Erin and Sara. Attached is the COGS Board response to the June Conference on the GP 2035 summary changes to the Land Use Matrix and definitions. We are recommending one simple change that is best located in the ESLO. That is cited in our response letter. Contact me anytime if you have further questions or need clarification.

Sonnie

Kirtley, COGS Chair 602 717 3886 cellular anytime





## The Coalition of Greater Scottsdale

7904 East Chaparral Road, suite A110- 127

Scottsdale, AZ 85250

[www.COGSaz.net](http://www.COGSaz.net)

e: mails: [cogsboard@cogsaz.net](mailto:cogsboard@cogsaz.net)

To: Erin Perreault and Sara Javoronok

1 August 2016

The COGS Board of Directors at its meeting on Friday, reviewed the Summary of meeting notes, Compromise General Plan 2035 Land Use Matrix, definitions of Rural and Desert Rural Neighborhoods and map of Future Land Use 2035 Rural split that was sent out in Sara's email of July 6. We concur with the summary of meeting notes, compromise General Plan 2035 Land Use matrix and future land use 2035 Rural Split. We do, however, have concerns about the new definitions of Rural and Desert Rural Neighborhoods. The following are the definitions we would prefer to be used:

“Desert Rural: This category includes large-lot single-family neighborhoods. Densities in Desert Rural Neighborhoods are one house per two or more acres. Within the Environmentally Sensitive Lands area, Native desert vegetation is abundant, and special care is needed to preserve open desert character and environmental features. The goal in Desert Rural Neighborhoods is to retain the large-lot character while preserving desert vegetation, washes and natural features. Desert Rural Neighborhoods may also include equestrian or golf course uses.”

“Rural Neighborhoods: This category includes large-lot, single-family neighborhoods. Densities in Rural Neighborhoods are one house per one to two acres. Within the Environmentally Sensitive Lands area, native desert vegetation is abundant and special care is needed to preserve open desert character and environmental features. The goal in Rural Neighborhoods is to retain the large lot character while preserving desert vegetation, washes and natural features. Rural Neighborhoods may also include equestrian or golf course uses.”

Given the recent abuses of the concept of “clustering” and the lack of an ability to clearly articulate what “limited clustering” means, **we prefer to delete that language**. The concept of clustering is treated in the Environmentally Sensitive Lands Ordinance where it properly belongs. See this link.

[https://www.municode.com/library/az/scottsdale/codes/code\\_of\\_ordinances?nodeId=VOLII\\_A\\_PXBBAZOR\\_ARTVISUDI\\_S6.1010ENSELAES](https://www.municode.com/library/az/scottsdale/codes/code_of_ordinances?nodeId=VOLII_A_PXBBAZOR_ARTVISUDI_S6.1010ENSELAES).

Thank you for your consideration of our edit.

For the COGS Board of Directors, Sonnie Kirtley, Chair

## Major General Plan Amendment Criteria Benchmarking

The following information is a summary of information related to major General Plan amendment criteria for several cities and towns in the Phoenix-metro area.

Staff has researched the criteria for the following cities and towns:

- City of Phoenix
- City of Tempe
- City of Mesa
- Town of Cave Creek
- City of Chandler
- Town of Fountain Hills
- Town of Gilbert
- Town of Carefree
- Town of Paradise Valley

### **CITY OF PHOENIX:** *(Ratified 8/15)*

1. An area plan covering five (3200+ acres) or more square miles.
2. Land use designations for an area of three (1920+ acres) or more square miles that previously had no land use designation.

The Phoenix General Plan defines a major amendment as an area plan covering five or more square miles or land use designations for an area of three or more square miles that previously had no land use designations. City Council is required to take action on Major Amendments in the same calendar year in which they are filed.

### **CITY OF TEMPE:** *(Ratified 5/14)*

1. A Specific Plan which decreased any land use category within the specified area by one percent.
2. The plan or project results in significant alteration to or deviation from the Water Master Plan.
3. The plan or project results in significant alteration to or deviation from the Comprehensive Transportation Plan.
4. The plan or project DECREASES the acreage of any project land use at the time of application by the following criteria:
  - a. Residential land use by 1%
  - b. Open space land use by 1%
  - c. Any other land use category by 2%

### **CITY OF MESA:** *(Ratified 11/14):*

Development proposals of 320 acres or more that are not consistent with the planned character of an area will require processing and approval of a Minor Plan Amendment and Major Plan Amendment either prior to or in conjunction with the required rezoning, site plan, and/or platting process.

Request for modification of 320 or more acres that are determined by the Planning Director to be consistent with and further the implementation of an approved subarea or neighborhood area plan will be processed as a Major Plan Amendment and Minor Plan Amendment.

### **TOWN OF CAVE CREEK:** *(Adopted April 2016, not yet ratified)*

- Requests for any change in the nature of use, density, or intensity or any areas designated as Open Space land use in the Town's adopted General Plan Land Use Map.

- Requests for any change in the areas with Desert Rural land use designation in the Town's adopted General Plan Land Use Map to any other land use designation with greater densities or intensities.
- Rezoning requests for development densities, intensities and land uses not in conformance with the adopted General Plan Land Use Map.
- Rezoning requests that would result in a contiguous parcel that is not in conformance with the adopted General Plan Land Use Map.
- Requests to amend the text of the adopted General Plan if such approval will result in:
  - A change to the descriptions of any of the densities or intensities of the General Plan Land Use Map categories; or
  - A change in the goals, objectives or policies of the General Plan that would result in a change to the densities, land uses, or intensities of the General Plan Land Use categories.

**CITY OF CHANDLER** *(Adopted April 2016, to voters for ratification August 2016):*

1. Any change in a residential land use classification of 160 (quarter section) or more contiguous acres described in the General Plan to either another residential land use classification or a nonresidential land use classification.
2. Any change in non-residential land use classification of 40 or more contiguous acres to a residential land use classification. Any change in a non-residential land use classification of 40 or more contiguous acres to a mixed-use development that contains an integrated residential component does not constitute a Major Amendment.
3. Any proposal that would in the aggregate include changes in land use classifications described in the General Plan 2016 of more than 320 acres.
4. A General Plan 2016 text amendment, or any modification or elimination of one or more of the stated policies contained in the General Plan 2016 that changes any policy or strategy regarding residential densities, intensities, or major roadway location that would have citywide implications.

**TOWN OF FOUNTAIN HILLS** *(Ratified May 2010):*

1. Parks, Open Space, Public Facilities and Institutional Lands: Any change in land use from parks, open space, public facilities or institutional land use classification to any residential, commercial or industrial land use classification on parcels larger than 40 acres shall require the Major Amendment process.
2. Residential: Any increase of intensity of any residential land use classification of 80 acres or more shall require the Major Amendment process.
3. Non-Residential: Any change of non-residential land use classification, except Parks, Open Space, Public Facilities and Institutional Land uses, of 40 acres or more shall require the Major Amendment process.
4. Any DECREASE in the intensity of use on a property of 40 acres or more at the initiative of the Town of Fountain Hills shall require the Major Amendment process.
5. Any DELETION of a requirement for the reservation or dedication of land for Public Purposes, except for minor boundary adjustments or street alignments shall require the Major Amendment process.
6. Any establishment of a new, or deletion of, a planned arterial or a major or minor collector road shown on the General Plan 2010 shall require the Major Amendment process.

**TOWN OF GILBERT** *(Ratified May 2011):*

1. Any Land Use Map residential density classification increase of 160 acres or more.
2. Any change from a residential Land Use Map classification to a non-residential classification of 40 acres or more.
3. Any change of non-residential Land Use Map classification of 40 acres or more.

**TOWN OF CAREFREE** *(Ratified November 2012):*

A major amendment to the General Plan is defined as any one of the following:

1. A change in the land use designation shown on the General Plan Future Land use Map from Open Space (OS) and/or any single family residential land use designation (Rural Residential –RR, Very Low Density Residential – VLDR, and Low Density Residential – LDR) to Garden Office (GO), Commercial (C), and/or Resort Hotel/Resort/Development (RH/RD); and the change occurs on any lot that is a minimum of five (5) acres in size.
2. Any expansion of the Town Center (TC), Special Planning Area (SPA) and/or Airport (Air) land use designation shown on the General Plan Future Land Use Map, regardless of the size of expansion.
3. A text amendment and/or General Plan Future Land Use Map amendment that creates a new land use designation which changes densities and/or intensities of land uses.

**TOWN OF PARADISE VALLEY** *(Ratified March 2012):*

1. Land Use Map - Typically, a change in the land use designation on the General Plan Land Use Map from one classification to an increased density classification shall be considered a major amendment. Table 6-1 illustrates changes that would be considered major amendments. The size of the area proposed for change is immaterial.
2. Circulation Map - A change in the functional classification of a roadway to higher capacity classification on the General Plan Circulation Map shall be considered a major amendment. This would include changing any street to a higher level in the hierarchy (e.g., Local to any other class, Collector to Minor or Major Arterial).

Table 9.4-1: Major Amendment Definition  
Land Use Map Changes

Existing Map Designation	Proposed Map Designation Change							
	VLDR	LDR	MDR	R/CC	MO	PQP	OS Pub	OS Priv
Very Low Density Residential (VLDR)	X							
Low Density Residential (LDR)		X						
Medium Density Residential (MDR)			X					
Resort/Country Club (R/CC)				X				
Medical Office (MO)					X			
Public/Quasi-Public (PQP)						X		
Public Open Space (OS Pub)							X	
Private Open Space (OS Priv)								X

Major Amendment

Minor Amendment

No Change X

## Castro, Lorraine

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**From:** Ruenger, Jeffrey  
**Sent:** Thursday, June 02, 2016 1:54 PM  
**To:** Castro, Lorraine; Javoronok, Sara  
**Subject:** FW: 6-GP-2016

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**From:** Bob Patoni [<mailto:BPatoni@azdot.gov>]  
**Sent:** Thursday, June 02, 2016 12:43 PM  
**To:** Projectinput  
**Cc:** Vanessa Nunez  
**Subject:** 6-GP-2016

RE: 6-GP-2016  
Scottsdale General Plan 2035  
Citywide

Attn: Sara Javoronok

Thank you for the notice of Major General Plan Amendment for adoption of your General Plan 2035. ADOT is neutral on this issue, with assumption that it will not contain negative impact upon existing or future highway facilities.

*Robert A. Patoni, SR/WA*

**Bob Patoni, SR/WA**  
**Right of Way Project Coordinator**

205 S. 17<sup>th</sup> Ave. MD: 612E

Phoenix, AZ 85007

602-712-6126

[WWW.AZDOT.GOV](http://WWW.AZDOT.GOV)

**ADOT**  
Intermodal Transportation

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## Castro, Lorraine

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**From:** Javoronok, Sara  
**Sent:** Thursday, June 09, 2016 11:38 AM  
**To:** 'jte480@yahoo.com'  
**Cc:** Perreault, Erin  
**Subject:** RE: Character and Culture Chapter Feedback (response #3)

Juanita,

Thank you for your comments. We will add them to the additional comments submitted on the draft and forward them to the Planning Commission and City Council when they review the draft Plan. I also wanted to provide some additional information on a few points that you mentioned.

1) Regarding construction in the McDowell Sonoran Preserve - The General Plan is a policy document, not a regulatory document, and provides general direction to city staff, residents, and others. Regulations governing what can or cannot be done in the Preserve are addressed in Chapter 21 in the Scottsdale Revised Code ([https://www2.municode.com/library/az/scottsdale/codes/code\\_of\\_ordinances](https://www2.municode.com/library/az/scottsdale/codes/code_of_ordinances)) rather than the General Plan. Chapter 21 of the Scottsdale Revised Code is devoted to the McDowell Sonoran Preserve and discusses the purpose and objectives of the Preserve and the types of improvements that can be located within it. If you would like to see changes to the McDowell Sonoran Preserve chapter, I'd recommend speaking with members of the McDowell Sonoran Preserve Commission and the City Council.

2) Regarding the change in land use category - The regulations regarding major and non-major or minor amendments to Rural Neighborhoods are not changing between the draft General Plan 2035 and the existing 2001 General Plan. The existing 2001 General Plan does not require a major amendment for development of land within the Rural Neighborhoods category provided that the development has a density of less than one unit per acre. The draft General Plan 2035 does not propose a change to this requirement. Land must be in the Suburban Neighborhoods category to be developed at a density of greater than one unit per acre. In both the existing 2001 General Plan and draft General Plan 2035 a minor amendment is required to change the land use category from Natural Open Space to Rural Neighborhoods or vice versa. Since 2001, there have not been any applications for a change from Natural Open Space to Rural Neighborhoods.

3) Regarding the Planning Commission - Similar to the McDowell Sonoran Preserve, the General Plan is a policy document and the regulations regarding the Planning Commission are in the Scottsdale Revised Code, Appendix B, Basic Zoning Ordinance, Section 1.600. Unlike the Development Review Board (Section 1.903), the Planning Commission does not have specific requirements for the background of its members. All members are appointed by the City Council. I'd recommend talking to the City Council or Planning Commission if you would like to see changes to the requirements for Planning Commission.

4) Regarding the Revitalization chapter comment on Development Fees (p. 204) - The sharing of impact fees in this paragraph requires developers to pay their portion of the development, it does not necessarily mean that the development is subsidized by the city. For example, a new development may require the construction of a 12-inch water line. This line will be used by the new development and others that may develop later. The current property owner is responsible for a share of the construction of the 12-inch water line based on the demand that particular development will have on the water line and subsequent developers/property owners are responsible for their share of the water line. You can find out more about the Extension Participation Program here: <http://www.scottsdaleaz.gov/building-resources/one-stop-shop/water-rates/extension-participation>.

Please let me know if you have any additional comments or questions. You can follow the progress of the draft GP 2035 on the project webpage: <http://www.scottsdaleaz.gov/general-plan>.

Sara

Sara Javoronok  
Project Coordination Liaison - Long Range Planning  
Planning and Development Services  
City of Scottsdale  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251  
480.312.7918  
[sjavoronok@scottsdaleaz.gov](mailto:sjavoronok@scottsdaleaz.gov)

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**From:** Scottsdale General Plan  
**Sent:** Saturday, June 04, 2016 5:31 PM  
**To:** Scottsdale General Plan  
**Subject:** Character and Culture Chapter Feedback (response #3)

## Character and Culture Chapter Feedback (response #3)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Character and Culture Chapter Feedback
URL:	<a href="http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/character-culture-feedback">http://www.scottsdaleaz.gov/general-plan/general-plan-2035/recommended-draft/character-culture-feedback</a>
Submission Time/Date:	6/4/2016 5:30:52 PM

### Survey Response

First Name	Juanita
Last Name	Enkoji
Address	26804 N. 79 St.
City	Scottsdale
Zip Code	85266
Phone Number	(480) 525-2087

E-mail Address	<a href="mailto:ite480@yahoo.com">ite480@yahoo.com</a>
<p>In the space provided, please provide any comments or feedback about the Character and Culture Chapter.</p>	<p>Re pgs 54 &amp; 74 re Sonoran McDowell Preserve, no permanent construction beyond gateway bathroom facilities and trailer parking should be allowed nor should the City Council be authorized to approve major permanent construction. Re pg 76 change in land use category. There should be no Category A change from major to minor amendment approval . All should be major amendments. This is a very bad change and can be cause for voters to fail to pass General Plan 2035. Such a change opens the door for over development in the Category A areas and refutes other portions of the Draft General Plan. It should not be easier for developers to build at will in Category A areas which is what will happen if minor amendments are all that are necessary. I also strongly believe that the criteria for Planning Commission members needs to be revised so that it is not dominated by developers as is the case at present. How about some citizen presence, environmentalist input. These developers on the Planning Commission totally disregard what has been passed by voters in the General Plan. If Category A amendments are changed from major to minor these developers on the Planning Commission really will have a field day recommending development every time.</p>



## Castro, Lorraine

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**From:** Daniel Gabiou <DGabiau@azdot.gov>  
**Sent:** Tuesday, August 02, 2016 5:01 PM  
**To:** Javoronok, Sara  
**Cc:** Charla Glendening; Clemenc Ligocki  
**Subject:** Scottsdale General Plan Amendment, Case # 6-GP-2016

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good Afternoon Ms. Javoronok,

The Arizona Department of Transportation's (ADOT) Multimodal Planning Division (MPD) has reviewed the City of Scottsdale's Proposed Major General Plan Amendment to adopt the City of Scottsdale General Plan 2035 and has no comments or concerns. Based on the proximity of Desert Mountain Parcel 19 to any ADOT facility and estimated reduction in average daily trips by 93%, the proposed land use change would not impact ADOT.

Thank you for including in ADOT in your General Plan Amendment process.

Sincerely,

**Dan Gabiou**  
Planning Program Manager  
ADOT Multimodal Planning Division  
206 S. 17<sup>th</sup> Avenue, MD310B  
Phoenix, AZ 85007  
602-712-7025  
azdot.gov



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#1



**Draft General Plan 2035 Open House Comment Form**  
**September 17, 2015**  
**SkySong, Synergy Room**

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME Darlene L. Petersen

ADDRESS 7327 E. Wilshire Dr, Scottsdale, AZ 85257

DAYTIME PHONE 480-994-9010 E-MAIL dap0804@aol.com

COMMENTS Scottsdale Rd - DO NOT make it  
one lane ~~each~~ each way downtown. It's  
already busy

Set Backs - New condo's too close to  
sidewalks?

Height - new condo's should go no taller  
then they are now?

Protect rural area -

I'm riding my broom today ☺



# Draft General Plan 2035 Open House Comment Form

September 17, 2015

SkySong, Synergy Room

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME

*Harlene Petersen*

ADDRESS

*#2*

DAYTIME PHONE

E-MAIL

COMMENTS

*Yesterday Scottsdale Rd. had traffic  
solid from Indian going north from  
2nd St.*

*We don't need Bar Carts on  
Scottsdale Rd.*

*They are not Golf carts because  
they aren't going to a golf course*



# Draft General Plan 2035 Open House Comment Form

September 17, 2015

SkySong, Synergy Room

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME HD Phillips

ADDRESS 85266

DAYTIME PHONE 480 272 2500 E-MAIL \_\_\_\_\_

### COMMENTS

Community Involvement Elements  
C.1.1 "... broad public input ..."

Comment: Having 2 open houses @ SkySong the furthest South point of the City, during work hours, is not broad public input. Move these to evening at least 1x + north at least 1x, as well as Central (Shea area + north)

C.1.2 Community wide Representation:

Comment GP task force had over 50% of members of or writing for the development faction + some non-residents who do not vote in COS. Why? This is not representative of our community of 217,000+ who live + pay taxes here.

Character + Culture

QD2. Do not combine character areas for administrative convenience if they are different in character. e.g. Shea Corridor with South + Shea Equestrian. Dynamic + Regent foothills are similar + can be combined if needed.

Revitalization

NR2: Stop all the apartment building approvals or there will be any land left for home ownership!

PB2. Scottsdale has lost its architectural identity, as demonstrated by the fence built on Scotts. Rd between Thompson Peak + Legacy. Add design standards to our

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.

PB.7. Scottsdale encompasses 3 major school districts within its boundaries yet only recognizes 1: SUSD.  
What about all our residents who attend PUSD & CCUSD -  
We do not partner nor participate as a member with either of the latter 2, nor do we practically support them. Why?  
Are not all our students & schools important?

## Land Use

1. Break out Rural land use to more categories - too much zoning doing away with large home lots & equestrian uses. Developers do not have an entitlement to get max \$ on their land.  
Why do residents have to hire ~~lawyers~~ lawyers to protect their investments?



# Duet

Partners In Health & Aging

555 West Glendale Avenue Phoenix, Arizona 85021

September 17, 2015

Dear City of Scottsdale Planners,

I respectfully request that the City of Scottsdale's General Plan promotes services, options, and funding that help isolated elders and adults with disabilities to age in place with dignity. In particular, I urge that the plan include actions that encourage residents to volunteer to help fellow residents who need a bit of help to remain living independently in their own homes. Helping individuals remain living in their own homes allows individuals who have contributed so much to society remain in the community they love, while also saving taxpayer dollars.

Scottsdale has the highest percentage of older adults for any community with over 100,000 residents in the country. An extensive community assessment with participation from 1,233 Scottsdale residents was carried out by the Age Friendly Scottsdale Planning Team. Results sent to team members on April 2, 2014 show that transportation is the overwhelming concern. The question read: "What else could be done to assist people in Scottsdale, who are over 60, grow and age in the community as they desire? Please select the items that you would like to see be further developed or enhanced." Transportation, the top answer, was chosen by 65% of respondents, trailed by the next highest response of 45% for affordable housing.

The US Census Bureau's 2008 – 2012 American Community Survey estimates that there are 7,063 people in Scottsdale that have difficulty with errands such as transportation or shopping. *Source: Non-institutionalized persons age 18 and older. American Community Survey 2008 - 2012 five year estimates for people who have independent living difficulty.*

Two local nonprofits serve the entire City of Scottsdale with personalized, free of charge volunteer services such as rides to medical appointments and grocery shopping, friendly visits, and more. Duet serves all areas south of Frank Lloyd Wright Boulevard, and Foothills Caring Corps serves the City of Scottsdale north of Frank Lloyd Wright Boulevard. The City of Scottsdale can do much to leverage internal resources – communications and more - to inspire residents to volunteer through these organizations to help their fellow neighbors in need. For example, volunteer recruitment literature could be included in water bills.

I urge the City of Scottsdale to continue to fund high quality services through its top notch senior centers, including its senior outreach team. Additionally, continuing to offer taxi vouchers and building transportation options should be a priority. Thank you for your consideration. Please contact me at 602-274-5022 if you wish to discuss these recommendations.

Sincerely,

Elizabeth Banta  
Executive Director



# Draft General Plan 2035 Open House Comment Form

September 17, 2015

SkySong, Synergy Room

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME Martha Seaman

ADDRESS 7419 E. Palm Lane

DAYTIME PHONE 602-291-2222 E-MAIL martha.seaman1@cox.net

COMMENTS The entire General Plan should have  
an integrated Age-Friendly provision or  
a separate chapter reflecting this  
concern. COS has the highest concentration  
of people over 65 among cities over  
100,000. We need to be a policy leader  
in this regard.



# Draft General Plan 2035 Open House Comment Form

September 17, 2015

SkySong, Synergy Room

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME

Regina Nelms

ADDRESS

DAYTIME PHONE

874-1154

E-MAIL

COMMENTS

As 4th Generation I demand  
Affordable Mixed Use Housing!

I've contributed (& my family)  
so much to this City, but  
feel forced to move out.

We need to be able to connect with  
the Airport with Mass Transportation!





# Draft General Plan 2035 Open House Comment Form

September 17, 2015

SkySong, Synergy Room

Please return comments to Taylor Reynolds at [treynolds@scottsdaleaz.gov](mailto:treynolds@scottsdaleaz.gov), by faxing to

480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME ROSS SMITH

ADDRESS 9140 E. JENAI, SCOTTSDALE, AZ 85260

DAYTIME PHONE 602.561.2691 E-MAIL azlandsmith@yahoo.com

COMMENTS PLEASE INCORPORATE THE FOLLOWING INTO  
THE G.P. UPDATE:

① A HIGH CAPACITY TRANSIT CORRIDOR FROM TEMPE (LIGHT RAIL/ASU) TO DOWNTOWN SCOTTSDALE — SOMETHING SIMILAR TO TULSON'S SUN LINK (INFORMATION ATTACHED)

② THE WIDENING OF CHAPARRAL ROAD, EAST OF MILLER, TO 4 LANES

③ THE NARROWING OF SCOTTSDALE ROAD TO 2 LANES BETWEEN SCOTTSDALE ROAD'S JUNCTIONS WITH THE COUPLETS (N. OF OSBORN TO S. OF CAMELBACK)

SEE MY ATTACHED EMAIL TO THE MAYOR & COUNCIL

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.

THANK YOU,  
ROSS SMITH



Tucson's Sun Link streetcar line connects downtown, the University of Arizona, and the 4th Avenue shopping district

© Sun Link

# New Train Electrifies Tucson

The Sun Link streetcar spurs delicious development downtown

BY SUZANNE WRIGHT

Whether you're a Tucson resident, a college student, or a visitor with designs to explore the city, it's now easier than ever to enjoy the downtown area. Like other U.S. cities aiming to fuel economic development, Tucson is revitalizing its downtown area and has unveiled a new rail transit system to improve its local resident and visitor experience.

Tucson's new Sun Link, a modern-day streetcar that debuted in late July 2014, has gotten local businesses — especially restaurateurs — onboard.

The 3.9-mile train route connects several areas, including the University of Arizona, University Main Gate Square, the 4th Avenue shopping district, and the Mercado District.

## Movin' On Up

Along the Sun Link route, eye-catching public art installations enliven 22 streetcar stops, the Luis G. Gutierrez Bridge, and more. Artists were selected by a panel of local residents, artists, streetcar designers, and city officials. Eleven stops feature LED panels that flash prose, courtesy of the University of Arizona Poetry Center.

High-wattage energy surrounds restaurants along the route. There are already 50 established eateries, with more on the way. Pizzeria Bianco, from Phoenix's James Beard Award-winning chef Chris Bianco, and Flagstaff's Diablo Burger are new high-profile entries. Downtown also welcomed The Coronet in the historic Coronado Hotel building.

Foodies also will appreciate other restaurant newcomers: Proper, featuring regional ingredients; Saint House Island Bistro & Rum Bar, offering Caribbean-inspired food; and

Penca, serving up Mexico City cuisine. In addition, several brew pubs and wine bars have sprouted. Catching the spirit of renewal, even hometown favorite Maynard's Market & Kitchen, located in the historic depot in the East End, underwent a 10-week renovation.

Brian Metzger, owner of Metzger Family Restaurants, which includes Poppy Kitchen, Jackson Tavern, and Gio Taco, says he is excited about what's happening in downtown Tucson.

"The concentration of culinary talent is raising the bar for all of us," he says. "We're on the right track."

SUZANNE WRIGHT is a Cave Creek-based writer who has published more than 450 articles in publications such as *American Way*, *Arizona Republic*, *National Geographic Traveler*, *USA Today*, and *Where Tucson*.

## If You Go

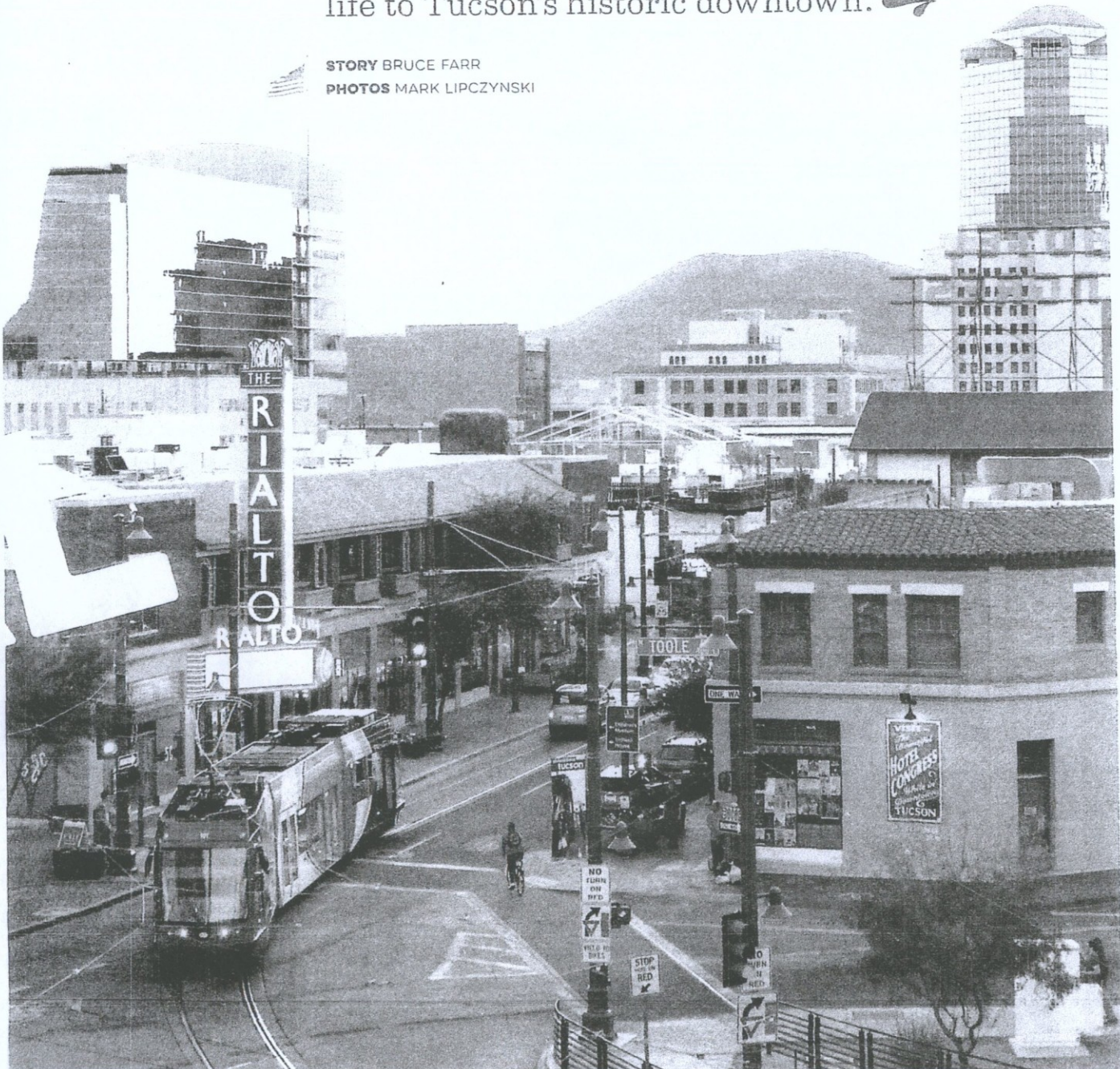
**Ride:** Purchase a SunGO card to ride Sun Link, Sun Tran, or select Sun Shuttle routes. One-way fares are \$1.50; a 24-hour pass is \$4. For information, visit [sunlinkstreetcar.com](http://sunlinkstreetcar.com).

**Green in the city:** While downtown, check out Mission Garden. A group of volunteers is reviving the city's ancient agricultural heritage by re-creating a Spanish Colonial walled-garden that was part of Tucson's historic San Agustín Mission. Designed as a historically accurate living agricultural museum, it features heirloom plants that interpret 4,000 years of Tucson agriculture — the longest-known history of cultivation in the United States. The garden is open Saturdays from 8 a.m. – 12 p.m. Visit [tucsonsbirthplace.org](http://tucsonsbirthplace.org) for more information.

**TUCSON**—affectionately known as “the Old Pueblo” to countless generations of Arizonans—is turning over a new leaf. A groundswell of revitalization sparked, in part, by the debut of a novel new trolley service is helping to transform the once-fading city core, bringing a burst of new businesses and life to Tucson’s historic downtown. ➔

STORY BRUCE FARR

PHOTOS MARK LIPCZYNSKI



## TUCSON BY THE NUMBERS

Between 2008  
and 2013...

# 150

NEW BUSINESSES  
opened in  
downtown Tucson

# 1,000

NEW JOBS  
were created

# \$589

MILLION  
in public  
investment

# \$209

million in private  
investment

Source: Downtown Tucson  
Partnership

New retail shops, cafés, breweries, galleries and nightspots are popping up; street vendors and food trucks are jockeying for space in the old barrios and neighborhoods; and great new eateries—like the Hub Restaurant & Creamery, Maynard's Market & Kitchen, the Cup Café at the Hotel Congress and a new Pizzeria Bianco—are helping attract locals and visitors alike to the city's long-languishing central corridor.

Already several years in the making, the revitalization of the city's downtown isn't happening overnight or a moment too soon. According to a study conducted and published in 2010 by the Downtown Tucson Partnership, Tucson's central corridor had been in a significant decline for more than 40 years. The study advised that it could take an entire generation to create the kind of bustling downtown environment that would attract people back into heart of the city.

### TROLLEY A BOON

Many community leaders believe that the advent of the new Sun Link Tucson Streetcar line this year was a watershed moment for the city center's flowering renaissance. The fixed guide-way electric rail system project was launched in 2010, when the city was awarded a \$63 million Transportation and Infrastructure Generating Economic Recovery (TIGER) grant from the Federal Transit Administration. Christened this past July, the trolley line has eight ADA-compliant vehicles in service at 19 stopping points along a nearly 4-mile route, stretching from the Mercado district, proceeding downtown and through the Fourth Avenue business district and ending at the University of Arizona (UofA).

According to Michael Graham, public information officer with the City of Tucson Transportation Administration, Sun Link's ridership has significantly exceeded projections.

"We've been happily surprised," Graham says. "We originally projected average daily ridership of around 3,600 and, at present, our numbers are averaging at roughly 4,100."

Tucson mayor Jonathan Rothschild feels strongly that the streetcar project was a boon to the downtown revival.

"The streetcar, along with several other incentive programs the city has created, have transformed...a downtown area that had been nearly abandoned, turning it into a vibrant, fun, active place," Rothschild says. "Music, theater, restaurants, retail, and modern office space and living space in a safe environment now bring as many as 25,000 people into our downtown on an active night."

### BEHIND THE PLAN

David Lyons, regional president of National Bank of Arizona (NB|AZ), agrees with Mayor Rothschild's assessment of the trolley line's impact on the newly resurgent downtown. NB|AZ has been intimately involved in financing and promoting the downtown's revival, financially partnering with several of the new business owners to help bring their plans and livelihoods to fruition. Many of the projects are, by design, directly on the streetcar line.

"Going from the UofA toward downtown, there's a grocery store and restaurant called Time Market and also Delectables Café, which is on Fourth Avenue," Lyons explains. "Once you get into the downtown, we have a long-standing relationship with the Hotel Congress...and with the Rialto Theatre, which is part of the Rialto Theatre Block. The owners have put in three restaurants there."

»Breathing new life into downtown Tucson is an influx of small businesses and restaurants such as Hub Restaurant & Creamery (right top) and Time Market (right bottom).

Peter Wilke, who was among the first retail business entrepreneurs to envision a revitalized downtown, opened Time Market on University Drive in 1995. He has since been an active participant in the revival of the city core, opening three additional businesses in the same district.

"I've always been committed to the downtown area," he says. "It had been in either a decline or some kind of weird stagnation and, at the time, there was no one else [investing in the downtown]... so I figured that if we could do something like this and other people would follow, then it would be better for downtown and for everyone else as well."

### RESTORE VS. REBUILD

The Rialto Theatre, and the Hotel Congress are prime examples of how some Tucson entrepreneurs are wisely putting their money behind historic renovations rather than building from the ground up.

Constructed in 1920, the Rialto was, for many decades, an entertainment hub for Tucson residents, from the era of silent films through the advent of talkies and, for a time, Spanish language films into the present, where it's now being used as a concert venue for live entertainment. Its history, architecture and charm were certainly worthy of salvaging, civic leaders believe.

With an equally long history of serving travelers and the city's citizens, the Hotel Congress has undergone a significant transformation through the years. In 2005, its Club Congress was remodeled and in 2009, the hotel was awarded the Tucson/Pima Historical Commission certificate. The hotel and its entertainment and service venues continue to be upgraded and draw an ever-larger crowd today.

The new Reilly Craft Pizza on Pennington Street is another NB|AZ-financed project that's reinventing real estate previously used for another purpose. Built in the early 1900s as a mortuary and operated as a funeral home for decades, the building's owners have successfully retained much of its original architecture, melding it with a fresh, contemporary look. Reilly boasts an al fresco beer garden and interior restaurant, along with two upstairs apartments. From Lyons' observation, all the new businesses are doing well.

"They're attracting a lot of new local business clientele to the downtown city core, as well as drawing visitors from Phoenix and as far away as Flagstaff," he says. "The majority of the people opening up these new shops are local business owners or people from elsewhere in the state who might just have a small restaurant or other retail operation and are seeking to expand or grow their business. "All in all, it's a great win for Tucson," he says.

Launched in 2010, the Sun Link Tucson Streetcar has been a major contributor to the city's resurgence. With 19 stops along its 4-mile stretch, the streetcar carries passengers from the Mercado through downtown and the Fourth Avenue business district, to the University of Arizona. Highlights on the route include:

- Fox Tucson Theatre
- Hotel Congress
- Rialto Theater
- Pizzeria Bianco
- Time Market
- Main Gate Square
- Hub Restaurant & Creamery

For a complete route map, visit  
[sunlinkstreetcar.com](http://sunlinkstreetcar.com).

## Ross Smith

---

**From:** Ross Smith [azlandsmith@yahoo.com]  
**Sent:** Monday, September 07, 2015 6:38 PM  
**To:** 'citycouncil@scottsdaleaz.gov'  
**Subject:** Revitalizing Southern Scottsdale  
**Attachments:** Scan0536.pdf

Dear Mayor Lane and Members of the City Council: I attended the Transportation Commission meeting on Thursday evening and urged the Commission to consider calling for a "high capacity transit" route on Scottsdale Road from Downtown Scottsdale to Tempe, which would link Scottsdale to the regional light rail system, and provide a faster, safer and more efficient route to work for employees of Honor Health and other employers located in Downtown Scottsdale.

Moreover, such a commitment will be a significant catalyst to the revitalization of the south end of the City, which you have termed the McDowell Corridor.

As is quite evident, the area has languished while the rest of the City is a model for quality development.

I believe that a transit commitment to that stretch of Scottsdale Road needs to be more substantial, and less movable, than a bus route. A mode that is similar to Tucson's Sun Link streetcar will convince property owners, investors and developers that you are serious about stimulating new development in the area. A light rail route would accomplish the same thing, but I understand that many residents are opposed to light rail.

Tucson has been very happy with the activity stimulated by their Sun Link streetcar. Some articles about it are enclosed, as are articles about the development that has been stimulated by light rail in Tempe, Phoenix and Mesa.

I was also impressed with work presented to the Commission by your Transportation staff.

They presented a map with possible long term rail routes for Scottsdale, with the estimate that it will take decades for something like that to be implemented. That is the kind of long range planning the City has done in the past, and should continue doing.

Scottsdale is a great City because of the vision of its policy makers over the decades. I urge you to continue that tradition.

The staff presented two additional concepts that I support:

1. Narrowing Scottsdale Road through the Old Town area, making the area more pedestrian oriented, and less car focused. They presented data which supports the proposal, illustrating that the bypass couplets are under capacity and Scottsdale Road has too much traffic.
2. Widening Chaparral Road through a short stretch of Villa Monterey, where that short two lane stretch of Chaparral Road is way over capacity. That would require the acquisition of a row of homes, as the City has done successfully on McDonald Drive, west of Pima, and on Indian School Road, west of 68<sup>th</sup> Street. Once again, it can be a long range plan to improve the functionality of the street system over time. It doesn't have to be executed immediately. Homes can be purchased as they come up for sale. Eventually, the City will be able to widen the road to match the rest of Chaparral Road.

Thank you for your consideration, and for the time and energy you spend for the betterment of our great community.

I look forward to the privilege of living in Scottsdale for many more years.

Best Regards,  
Ross Smith

9140 East Jenan Drive  
Scottsdale, AZ 85260

602.561.2691

5/1/15

## We're already benefiting from investment in Valley light rail



In a recent column, Robert Robb questioned the economic value of light rail as part of an effective transportation system for Phoenix.

Nothing could be further from the truth.

The Valley's strong economic future depends on a modern and comprehensive transportation system; including buses, light rail, freeways, and streets.

MovePHX is an all-of-the-above transportation strategy that, if approved by Phoenix voters on Aug. 25, will increase overall bus service by 70 percent, make sure every street in the city gets a fresh coat of asphalt, and add about 40 miles of new light rail to the existing 20-mile line.

Light rail has been great for the Phoenix economy. Every dollar invested in the existing 20-mile line has returned \$7 in economic investment. That's \$7 billion in new development along the rail corridor — thousands of new jobs and new housing units, scores of existing businesses revitalized and new ones springing up.

Medical research, high-tech startups, colleges and universities that look for alternative transportation options are creating the ecosystem of innovators and entrepreneurs critical for any city that wants to grow the kind of knowledge-based, high-wage jobs we need in Phoenix.

A couple of recent examples: State Farm Insurance is bringing 8,000 jobs to its new regional hub in Tempe, and almost half those jobs are new to the region. "Access to public transportation and multiple transportation options is critical to our operations," said State Farm COO Michael Tipsford.

And two weeks ago, Banner Health announced it is moving its corporate headquarters' 800 current jobs, and 600 future jobs, to existing office space next to the light rail line, jobs that 20 years ago would have likely moved to an office park in a far-flung suburb.

Connecting students to classrooms is also good for our economy. One in three bus and light rail users are students, and MovePHX will connect ASU West and Grand Canyon University by light rail to the Tempe and downtown ASU campuses, the University of Arizona School of Medicine, and Gateway Community College. The students of today are the energy that will drive our economy in the future.

Whether you travel Phoenix by car, bus, train, bike or on foot, there is something here for everyone. And as well as changing how we move around the city, it will change the face of the city itself.

For example, Plaza de Las Culturas, a new mixed-use development sponsored by Raza Development Fund and initially funded by the Chase Foundation, will help the south Phoenix community build a healthier, stronger environment where opportunities will abound for coming generations.

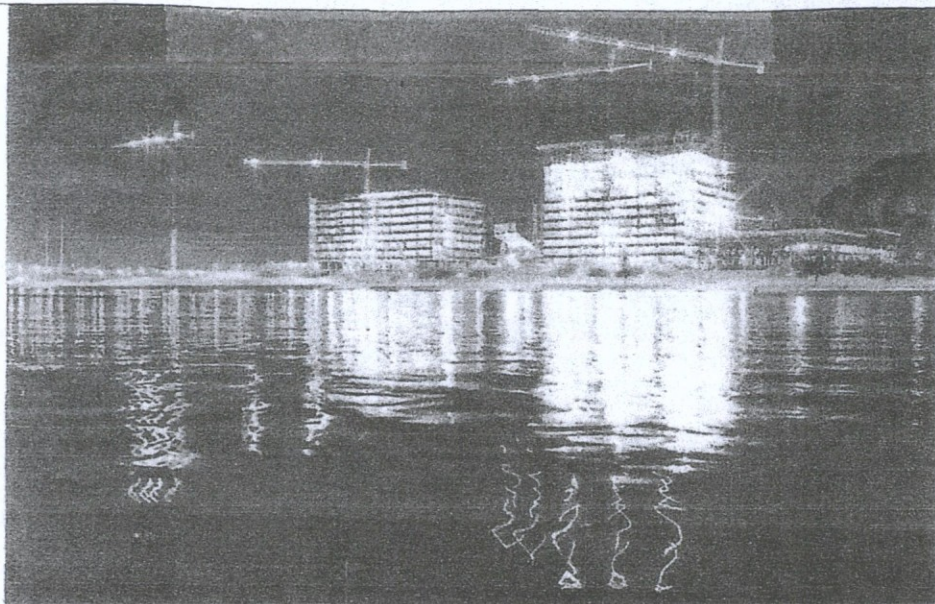
This 83-acre brownfield on Central Avenue is just south of the Rio Salado and will have as its anchor an educational complex along with a cultural plaza, small business, mixed-use housing and health-care facilities.

This more than \$100 million project would not be possible without planned light rail and bus connections between south Phoenix and the rest of the Valley. Millions will be added to our tax base while previously blighted brownfields will be made beautiful and productive.

For a thriving, modern Phoenix that attracts the jobs of the future and connects our residents directly to them, vote yes on MovePHX, Proposition 104, this August.

*Victor Vidales is a small-business owner working in the South Mountain community.*

**Light rail has been great for the Phoenix economy. Every dollar invested in the existing 20-mile line has returned \$7 in economic investment. That's \$7 billion in new development along the rail corridor.**



MARK HENLE/THE REPUBLIC

State Farm will anchor a \$600 million development overlooking Tempe Town Lake. Another big development, Marina Heights, was under construction at the lake last October.

## Transit credited for Tempe landing State Farm hub

PARKER LEAVITT  
THE REPUBLIC • AZCENTRAL.COM

Tempe's public transportation network, which includes neighborhood shuttles, buses and light rail, played a major role in State Farm's decision to build a massive regional headquarters overlooking Tempe Town Lake, a company executive said last week.

Michael Tipsord, chief operating officer for Illinois-based State Farm Insurance Cos., discussed the reasons for choosing Tempe at a Feb. 12 event organized by Arizona State University's W. P. Carey School of Business. State Farm will anchor a \$600 million development by Sunbelt Holdings and Ryan Companies.

The Tempe complex, called Marina Heights, is planned as one of four main State Farm office hubs across the U.S. The company will lease 1.9 million of 2 million square feet within the development, with some space reserved for retail tenants.

State Farm's corporate headquarters and largest employment center remains in Bloomington, Ill., but State Farm is creating regional hubs in Tempe, Atlanta and Dallas.

"We're designing these workplaces to be the future of State Farm," Tipsord said. "We're creating a live-work-play environment that will give employees easy access to their work from the neigh-

boring communities."

Each of the regional hub locations is intentionally situated in a place where employees can take advantage of public transportation, he said.

"This area is growing fast. It's vibrant. And you have amenities that actually facilitate our desire to create that live-work-play," Tipsord said. "Access to public transportation and multiple transportation options is critical to our operations going forward."

State Farm also was drawn to the area because the company knows it can attract and retain a talented pool of employees, Tipsord said.

The insurance company has a total of about 65,000 employees, including about 4,500 already in metro Phoenix. With the new Tempe office complex, State Farm plans to expand its Valley workforce to about 8,000 employees, Tipsord said.

State Farm insures about one out of every five cars on the road and about one in four homes nationwide, Tipsord said. The company is changing its operations to bring employees from all parts of its business into one regional location, like Tempe's Marina Heights.

The 2-million-square-foot, 20-acre complex broke ground in 2013. The first of five buildings is expected to be finished by October. The complex has space to attract other employers as well, and Tipsord said another regional hub has done just that.



# \$8.2B invested close to light rail

Transit touted as  
catalyst for growth

BRENNA GOTH  
THE REPUBLIC • AZCENTRAL.COM

Investments in projects within half a mile of the Valley's light rail line have totaled more than \$8.2 billion since rail construction began a decade ago, according to figures released Tuesday.

Valley Metro, the regional agency that operates the 20-mile line in Phoenix, Tempe and Mesa, updated a \$7 billion figure the organization previously had cited. The agency tracks development near the line, such as privately funded apartment complexes and commercial space, as well as public projects like schools and renovated city facilities.

The new total includes money spent purchasing and developing land, or remodeling existing buildings for projects that are completed or under construction. Planned projects add an additional \$346 million.

Not every project was dependent on the line, and some developers say light rail is one of many factors when choosing where to build. But Phoenix and Tempe officials said at a press conference that land near the tracks attracts the most interest.

The revised figure comes as Phoenix leaders campaign for Proposition 104, a city transportation plan that would add 42 more miles of light rail to the Valley's system. The extensions would be funded in part by a sales-tax increase lasting 35 years.

Proponents of the plan argue that light rail was the catalyst for the \$8.2 billion in investment. When voters approved the original line — which cost \$1.4 billion to build — they invested in the Valley's future, Phoenix Mayor Greg Stanton said.

"The return to our economy has been significant," he said.

But opposition groups say light rail itself does not create growth.

A report released this month by the Arizona Free Enterprise Club criticized the original \$7 billion figure for including projects that were planned but hadn't been built. Other projects included in the total — such as high schools and facility renovations — have no relation to the light rail, said Randal O'Toole, senior fellow at the Cato Institute who wrote the report.

"That development would have taken place in Phoenix without the light rail," he said at a recent debate over the proposition.

## Projects along light rail

- » 204 total projects.
- » About \$6 billion in private investment.
- » About \$2.2 billion in public investment.
- » 15,328 residential units.
- » 2,948 hotel rooms.

SOURCE: VALLEY METRO



**Draft General Plan 2035 Open House Comment Form**  
**September 17, 2015**  
**SkySong, Synergy Room**

Please return comments to Taylor Reynolds at [treyolds@scottsdaleaz.gov](mailto:treyolds@scottsdaleaz.gov), by faxing to 480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME Regina Nemus

ADDRESS \_\_\_\_\_

DAYTIME PHONE (480) 874-1154 E-MAIL \_\_\_\_\_

COMMENTS McDowell Corridor must be revitalized!!! This is a ~~CROSSROADS~~

It must be helped to opponents of all things "Revitalize" to point out that Papago Park won't be "commercialized" that we can have revitalization and keep the character of Papago Park



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480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME MICHAEL + JILL ANDERSON

ADDRESS 10841 E BAJADA, Scott. 85262

DAYTIME PHONE 602-369 7799 E-MAIL jill\_wnc@yahoo.com

## COMMENTS

Our and majority of our area neighbors are very concerned that the city make any amendment to the GP as a major Amendment require 5-7 members approval such as major change in land use or ~~parcels~~ changes on 10 acres or more. New growth areas should not be a factor to open spaces of pristine desert and rural areas.

Keep equestrian spaces for residents of large lots.

Should consider zoning changes as Major w/ a super majority vote for Character Plan or boundary changes in place.



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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

COMMENTS \_\_\_\_\_

Why can't we have any trains  
from here to TUCSON or LA?  
Should be considered



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480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME Anita Shaw

ADDRESS 6632 E 2nd St

DAYTIME PHONE 602-384-0663 E-MAIL anita.shaw@ac.com

COMMENTS Throughout the plan is the wording of  
infill incentive district. What are these incentives?  
The city plan says it wants to maintain the integrity  
of a neighborhood yet the building of multistory  
apartments in high density is adverse to that  
statement. It most certainly does not address  
traffic concerns but creates greater ones.



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NAME Mike McCutchan

ADDRESS 6632 E 2nd St

DAYTIME PHONE \_\_\_\_\_

E-MAIL manlyjonly@tcl.com

COMMENTS Im unclear about infill usage. Who Does It  
Benefit, The Roadways are already full in places you  
want to build. What rights do the neighborhoods  
have against it.



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NAME Tom Gilman

ADDRESS 8242 E. Granada Rd

DAYTIME PHONE 4802274150 E-MAIL \_\_\_\_\_

COMMENTS - Protect north horse and rural areas

- Don't combine ~~with~~ RESORTS / Rural areas as classification



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480-312-7088 or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

NAME Michael S. Kelly

ADDRESS 8973 N. 84<sup>th</sup> Way

DAYTIME PHONE 480-998-4925 E-MAIL \_\_\_\_\_

① COMMENTS Please Include This Letter  
in Materials Considered By  
The Planning Commission!  
Michael Kelly

② Open accessible government and reference  
in code of ethical conduct

③ Check definition in state statute and  
glossary of GP

④ SGP - CityShape - Shared Vision Graphic  
layer w/ 3  
levels of planning

Please note that the city of Scottsdale receives requests from citizens to review comment cards and the city is obligated to release any information on the cards that is considered a public record.



Michael S. Kelly  
8973 N. 84<sup>th</sup> Way  
Scottsdale, Arizona 85258  
(480) 998 – 4975

March 25, 2014

Mayor W. J. "Jim" Lane  
Vice Mayor Virginia Korte  
Councilwoman Suzanne Klapp  
Councilman Robert Littlefield  
Councilwoman Linda Milhaven  
Councilman Guy Phillips  
Councilman Dennis Robbins  
Offices of the Mayor and City Council of Scottsdale  
3939 Drinkwater Boulevard  
Scottsdale, Arizona 85251

**RE: My 3/24/2014 Letter to Scottsdale's 2014 General Plan Task Force Discussing "Scottsdale's 16 Cardinal Principles of Governance"**

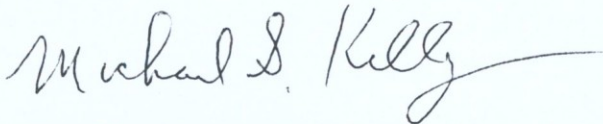
Honorable Mayor Lane, Vice Mayor Korte and City Council Members Klapp, Littlefield, Milhaven, Phillips and Robbins,

My 3/24/2014 letter to Scottsdale's 2014 General Plan Task Force is shared with you for your information. I ask that you read the letter which defines and discusses those "16 Cardinal Principles of Scottsdale Governance" that citizens formulated and placed in our 2001 General Plan.

As you review the "Draft" 2014 General Plan, I ask that you specifically look for those "16 Cardinal Principles," which remain valid today, since they have neither been nullified nor modified. Accordingly, they should be carried forward in any "Draft" general plan.

You are the "stewards" of Scottsdale's currently operative General Plan 2001, which our City Council adopted and Scottsdale voters ratified. I believe that your stewardship entails preserving and protecting those key "16 Cardinal Principles." I hope you will agree.

Sincerely,

A handwritten signature in cursive script that reads "Michael S. Kelly". The signature is written in black ink and includes a long horizontal flourish extending to the right.

Michael S. Kelly

Michael S. Kelly  
8973 N. 84th Way  
Scottsdale, Arizona 85258  
(480) 998 - 4975

March 24, 2014

Ms. Wendy Springborn, Chair, Scottsdale 2014 General Plan Task Force  
C/o Ms. Erin Perreault  
Scottsdale Community Design Studio  
7506 E. Indian School Road  
Scottsdale, AZ 85251

Honorable Chair Wendy Springborn, Vice-Chair Timothy P. Burns, and Members of the 2014 General Plan Task Force,

I have been thinking about what Scottsdale can do to preserve this community's key citizen developed governing concepts. Those concepts are currently found in Scottsdale's "2001 General Plan." These governance concepts evolved over decades of dedicated citizen involvement in Scottsdale's governance matters.

The 2014 General Plan Task Force is currently updating "Scottsdale's 2001 General Plan." That document was constructed to give physical form to Scottsdale's 1992 "Shared Vision" and its "4 Dominant Themes." Those "4 Dominant Themes" are: "Sonoran Desert; Resort Community; Arts and Culture; and, Health and Research." Those "4 Dominant Themes" describe Scottsdale's core vision for itself. Those "4 Dominant Themes" were decided upon by Scottsdale citizens who participated in the "Shared Vision" project.

I would like to reduce the chance that Scottsdale's core vision, exemplified by the "Shared Vision's" "4 Dominant Themes," will slip from the public's view as we bring forth a "Draft " 2014 General Plan.

Scottsdale's elected leaders, our professional staff, and, our many citizen volunteers, serving on Scottsdale's Boards, Commissions, and Task Forces, all assume responsibility for shaping and implementing public policy that builds upon the "Shared Vision's" "4 Dominant Themes." They do this by working to implement those themes throughout Scottsdale's "Three-Tiered Planning Paradigm" --- "community wide," "character area," and "neighborhoods." Additionally, those individuals do this while following Scottsdale's citizen directed "Six Guiding Principles --- Preserve Open Space; Enhance Neighborhoods; Seek Sustainability; Support Economic Vitality; Advance Transportation; and, Value Scottsdale's Unique Lifestyle and Character." Our "Three-Tiered Planning Paradigm" and our "Six Guiding Principles" were products of the "CityShape 2020" project.

All those involved in Scottsdale's governance processes also assume the obligation of implementing the principles contained in our three "Non-Required" 2001 Scottsdale General Plan "Elements," which like the "4 Dominant Themes," and the "Six Guiding Principles," were also developed and placed in the general plan during the "CityShape 2020" project. Those General Plan "Elements" are: the "Character and Design Element," the "Community Involvement Element," and, our "Economic Vitality Element."

I believe that Scottsdale's "4 Dominant Themes," Scottsdale's "Six Guiding Principles," Scottsdale's "Three-Tiered Planning Paradigm" and Scottsdale's three "Non-Required General Plan Elements," should be consolidated, and collectively renamed "**Scottsdale's 16 Cardinal Principles of Governance.**" These "**16 Cardinal Principles of Governance**" emerged from Scottsdale's visioning and long-term planning efforts: "Scottsdale's Shared Vision" (1991-1992) and "CityShape 2020" (1994-1996).

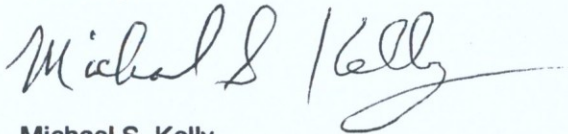
I believe that as Scottsdale continues to mature as a city, these **"16 Cardinal Principles of Governance"** should be carried forward, given due respect, and relied upon as our governance system's baseline public policy guidelines. They should be regarded as the essential core of Scottsdale's governmental public policy. These **"16 Cardinal Principles of Scottsdale Governance"** should serve to assist in aligning Scottsdale's public policy decisions and staff actions made on behalf of this community.

By consolidating, renaming, and referring to these key points as **"Scottsdale's 16 Cardinal Principles of Governance,"** we may aid new residents in more quickly grasping our long-term visioning and municipal planning objectives. By highlighting the "products" of Scottsdale's premier visioning and long-term planning events --- our "Shared Vision" and "CityShape 2020," we will be facilitating wider understanding of those events and their "products." Those "products" continue to play key roles in Scottsdale governance.

Scottsdale's loyalty to these **"16 Cardinal Principles of Governance"** over time has assisted us in achieving our international reputation and the quality of life we currently enjoy. Adhering to these **"16 Cardinal Principles of Governance"** should pay additional dividends in Scottsdale's future. These **"16 Cardinal Principles of Scottsdale Governance"** should neither be discounted nor dismissed. We should not allow them to recede from the community's collective memory as the years pass by. Scottsdale should stay steady on course and continue to build upon its strengths, which have developed from our implementing these principles.

I ask that the 2014 General Plan Task Force ensure that **"Scottsdale's 16 Cardinal Principles of Governance"** are included and highlighted in the "Draft" 2014 General Plan. And, in the future, additional **"Scottsdale Principles of Governance"** may be added to this original list of **"16 Principles,"** if the community considers that appropriate.

Sincerely,

A handwritten signature in cursive script that reads "Michael S. Kelly". The signature is written in black ink and is positioned above the printed name.

Michael S. Kelly

Attachment: **"Scottsdale's 16 Cardinal Principles of Governance"**

## **SCOTTSDALE, ARIZONA**

### **Scottsdale's 16 Cardinal Principles of Governance**

1. Scottsdale is a **Sonoran Desert Community.**
2. Scottsdale is a **Resort Community.**
3. Scottsdale is an **Arts and Culture Community.**
4. Scottsdale is a **Health and Research Community.**
5. Scottsdale will **Preserve Meaningful Open Space.**
6. Scottsdale will **Enhance Neighborhoods.**
7. Scottsdale will **Seek Sustainability.**
8. Scottsdale will **Support Economic Vitality.\***
9. Scottsdale will **Advance Transportation.**
10. Scottsdale will **Value Scottsdale's Unique Lifestyle and Character.**
11. Scottsdale will **Plan on a Community Wide Level.**
12. Scottsdale will **Plan on a Character Area Level.**
13. Scottsdale will **Plan on a Neighborhood Level.**
14. Scottsdale will emphasize **Economic Vitality.\***
15. Scottsdale will emphasize **Community Involvement.**
16. Scottsdale will emphasize **Character and Design.**

**\*Economic Vitality is the single Cardinal Principle of Governance deemed so important that Scottsdale citizens put it forth twice, first, as one of Scottsdale's "6 Guiding Principles", and, second, as a non-required "Element" in Scottsdale's General Plan 2001.**

Michael S. Kelly  
8973 N. 84th Way  
Scottsdale, Arizona 85258  
(480) 998 - 4975  
March 24, 2014



# General Plan 2035 Open House

September 17, 2015

SkySong, Synergy Room, 5:00 - 7:00pm

Name <u>Suzanne Brown</u>		Business Name <u>Scottsdale Area Assn. of Realtors</u>	
Address & Zip <u>2600 E Anderson Dr. #200 85255</u>	Phone <u>480.945.2651</u>	E-mail <u>suzanne@saaronline.com</u>	
Name <u>MIKE GONZALEZ</u>		Business Name	
Address & Zip <u>16447 N 105th Way 85255</u>	Phone	E-mail <u>Joanmoo@aol.com</u>	
Name <u>Donna Hardin</u>		Business Name	
Address & Zip <u>8250 N Via Paseo del Norte 85258</u>	Phone	E-mail <u>dhardin22@gj.com</u>	
Name <u>Elizabeth Banta</u>		Business Name <u>Duet: Partners In Health + Aging</u>	
Address & Zip <u>575 W. Glendale Ave 85021</u>	Phone <u>602 274 5022</u>	E-mail <u>banta@dueta2.org</u>	
Name <u>DIANA SMITH</u>		Business Name	
Address & Zip <u>10801 E. HAPPY VALLEY 85255</u>	Phone <u>480-664-0535</u>	E-mail <u>DIANA1234@aol.com</u>	
Name <u>Timothy Burns</u>		Business Name <u>Burns Brothers Holdings</u>	
Address & Zip <u>8755 E Bell Road #106 Scottsdale 85140</u>	Phone <u>480 544 4143</u>	E-mail <u>Tim Burns Brothers Holdings.com</u>	
Name <u>Anita Shaw</u>		Business Name	
Address & Zip <u>6032 E 2nd St</u>	Phone	E-mail <u>Anitashaw@aol.com</u>	

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# General Plan 2035 Open House

September 17, 2015  
SkySong, Synergy Room, 5:00 – 7:00pm

Name Cocoa Chantilly		Business Name Chantilly Enterprises	
Address & Zip P.O. Box 62152	Phone 480-663-7737	E-mail cchantilly99@gmail.com	
Name Regina Nelms		Business Name	
Address & Zip	Phone	E-mail	
Name Michael Kelly		Business Name	
Address & Zip 8973 N. 84 <sup>th</sup> Way	Phone	E-mail	
Name Jennifer Huizar Acevedo		Business Name	
Address & Zip 1059 E Indianola Ave	Phone 480-776-4198	E-mail jen.huizar@ipho.com	
Name Chris Layman		Business Name	
Address & Zip 4709 N 70 <sup>th</sup> St <sup>8624</sup>	Phone 480-990-8156	E-mail mail@chrislayman.com	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	

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# General Plan 2035 Open House

September 17, 2015

SkySong, Synergy Room, 5:00 - 7:00pm

Name <b>Mike McCutchan</b>		Business Name	
Address & Zip <b>6632 E 2nd St</b>	Phone	E-mail	
Name <b>ALEX ACEVEDO</b>		Business Name <b>PUBLIC</b>	
Address & Zip <b>1059 E. INDIANOLA AVE</b>	Phone	E-mail <b>aacevedo44@yahoo.com</b>	
Name <b>WENDY SPRINGBORN</b>		Business Name	
Address & Zip <b>8313 E HUBBELL ST</b>	Phone	E-mail <b>wendy_springborn@tempe.gov</b>	
Name <b>TOM GILLER</b>		Business Name <b>Alamos Mgmt</b>	
Address & Zip <b>8242 E. Granada</b>	Phone <b>4802274150</b>	E-mail <b>TGILLER@COX.NET</b>	
Name <b>Sonnie Kintley</b>		Business Name <b>LOGS</b>	
Address & Zip <b>on record</b>	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	

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# General Plan 2035 Open House

September 17, 2015

SkySong, Synergy Room, 5:00 - 7:00pm

Name <b>DANA BURKHARDT</b>		Business Name	
Address & Zip	Phone	E-mail <b><del>dbr</del> dburkhardt@hubplan.com</b>	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name <b>MICHAEL + JILL ANDERSON</b>		Business Name	
Address & Zip <b>10841 E. BAJADA DR</b>	Phone <b>480-419 5991</b>	E-mail <b>jill_wnc@yahoo.com</b>	
Name <b>Laurie Coe + Jacob Coe</b>		Business Name	
Address & Zip <b>4214 E WOOD DR</b>	Phone <b>602 770 6036</b>	E-mail <b>laurie.coe@cox.net</b>	
Name <b>Nancy Stein</b>		Business Name	
Address & Zip <b>4330 N. 70<sup>th</sup> ST</b>	Phone <b>480 945-2222</b>	E-mail	
Name <b>Roslyn Solky</b>		Business Name	
Address & Zip <b>4701 N. 68<sup>th</sup> ST #201</b>	Phone <b>347 228 0018</b>	E-mail <b>roslynsolky@gmail.com</b>	
Name		Business Name	
Address & Zip	Phone	E-mail	

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Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	

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Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	

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Address & Zip	Phone	E-mail	
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Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
Address & Zip	Phone	E-mail	
<b>Name</b>		<b>Business Name</b>	
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September 17, 2015

SkySong, Synergy Room, 5:00 – 7:00pm

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September 17, 2015

SkySong, Synergy Room, 11:00am - 1:00pm

Name <i>Carol Whitehead</i>		Business Name	
Address & Zip <i>8055 E Thomas Rd, D103, 85251</i>		Phone <i>480-518-0362</i>	E-mail <i>acctg24@juno.com</i>
Name <i>BILL ADLER</i>		Business Name <i>MEMBER BOE ADJUSTMENT</i>	
Address & Zip <del><i>1414 E. Sheri</i></del>		Phone	E-mail <i>wjadler@cox.net</i>
Name <i>Jim HEATHER</i>		Business Name	
Address & Zip <i>6730 E. SHERIDAN ST</i>		Phone <i>480 946-4976</i>	E-mail <i>John 33484@att.net</i>
Name <i>Sonnie Kirtley</i>		Business Name <i>COGS</i>	
Address & Zip <i>7904 E Chaparral <sup>A-110</sup> 127</i>		Phone <i>602 717 3886</i>	E-mail <i>Cogs@Cogsaz.net</i>
Name <i>Darlene L Peterson</i>		Business Name	
Address & Zip <i>7327 E. Wilshire</i>		Phone <i>480-994-9010</i>	E-mail
Name <i>Copper Phillips</i>		Business Name <del><i>COGS</i></del> <i>COGS</i>	
Address & Zip <i>7451 E. Via Dona Rd</i>		Phone <i>602 509 1174</i>	E-mail <i>CopperPhillips@cox.net</i>
Name		Business Name	
Address & Zip		Phone	E-mail

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September 17, 2015

SkySong, Synergy Room, 11:00am - 1:00pm

Name <i>Linda Dorethy</i>		Business Name <i>Retired Scottsdale Healthcare</i>	
Address & Zip <i>8055 E. Thomas C-206</i>		Phone <i>480 773-0988</i>	E-mail <i>lindorethy1@gmail.com</i>
Name <i>Nancy Contor</i>		Business Name <i>GP Task Force</i>	
Address & Zip <i>2529 N. 80 St</i>		Phone <i>480-510-4664</i>	E-mail <i>nancycontor15@gmail.com</i>
Name <i>Laraine Rogers</i>		Business Name <i>@PTF 2035</i>	
Address & Zip <i>19700 N 76 St #1193 85255</i>		Phone <i>480 544-8410</i>	E-mail <i>larainear@gnail.com</i>
Name <i>MARK ED EMAN</i>		Business Name <i>ASLT</i>	
Address & Zip		Phone	E-mail <i>medeman@azland.gov</i>
Name <i>ROSS SMITH</i>		Business Name	
Address & Zip <i>9140 E. JEWELL</i>		Phone <i>602.561.2691</i>	E-mail <i>azlandsmith@yahoo.com</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
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SkySong, Synergy Room, 11:00am - 1:00pm

Name <b>Edmond Richards</b>		Business Name	
Address & Zip 2114 N 69th Pl	Phone 480-280-5959	E-mail edmondmrichard@hotmail.com	
Name <b>Martha Seaman</b>		Business Name	
Address & Zip 7419 E. Palm Lane	Phone 602-291-2222	E-mail martha.seaman1@cox.net	
Name <b>Patty Badenoch</b>		Business Name	
Address & Zip 5027 N 71st Pl	Phone 480 949 9549	E-mail quardbadenoch@cox.net	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	
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