

CITY COUNCIL REPORT



Meeting Date: August 24, 2021
 General Plan Element: ***Community Involvement***
 General Plan Goal: ***Seek early and ongoing involvement in policy-making discussions.***

ACTION

Initiate the following:

- A. A non-major General Plan amendment to the 2018 Old Town Scottsdale Character Area Plan; and
- B. A text amendment to the City of Scottsdale Zoning Ordinance (No. 455), to the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) zoning districts – and other affected sections, as applicable; and
- C. An amendment to the Downtown Infill Incentive District; and
- D. Staff direction to update the Old Town Scottsdale Urban Design & Architectural Guidelines as necessary by any corresponding amendments to the Old Town Scottsdale Character Area Plan, associated portions of the City's Zoning Ordinance, or the Downtown Infill Incentive District.

BACKGROUND

Scottsdale City Council adopted the existing Old Town Scottsdale Character Area Plan (OTSCAP) in 2018. It serves as the long-range, guiding, policy document for growth and development in Downtown Scottsdale. As an adopted Character Area Plan in the 2001 General Plan, the OTSCAP incorporates community goals, policies, and an implementation program specific to the downtown area. Old Town is also identified as a Growth Area in the 2001 General Plan. Old Town and the Airpark and McDowell Road Corridor Growth Areas are the economic engines for the community, and are intended to accommodate future growth including mixed-use development and enhanced transportation and transit activity. In addition to the OTSCAP policy document, development in Old Town is also guided by the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) sections of the Scottsdale Zoning Ordinance – as well as the Downtown Infill Incentive District as approved by Resolution No. 8370 - in conjunction with the Old Town Scottsdale Urban Design & Architectural Guidelines.

At their June 22, 2021, Work Study Session about the Old Town Scottsdale Character Area Plan (Attachment 1), City Council directed staff to agendize a discussion and possible initiation to consider amendments, through subsequent public outreach and public hearings, to the Old Town Scottsdale Character Area Plan, Zoning Ordinance, and Design Guidelines to consider the following (with no priority in the listing):

- The provision of quality new development and redevelopment;
- Development Type designations, locations, and transitions to one another;
- The consideration of development flexibility in the Plan, Zoning Ordinance, and Guidelines,

- Re-examination of the use of downtown land use designations, districts, and development types – using all three can be confusing;
- The provision of more interconnected, public open space areas in Old Town;
- Providing stronger development requirements in the Zoning Ordinance and the Old Town Scottsdale Urban Design and Architectural Guidelines;
- Providing an enhanced focus on transportation, infrastructure, sustainability, tourism, and economic development in the Old Town Scottsdale Character Area Plan;
- The naming of Downtown or Old Town and consideration for consistency with Plan, Zoning Ordinance, and marketing/branding efforts for this area of the community;
- Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base development standards and bonus provisions; and
- Ensuring that bonus provisions within the Zoning Ordinance, if maintained, provide greater and better-defined public benefits, and re-examining bonus payment calculations

In consideration of the above list, staff has considered the requested items of City Council and would suggest the following:

- A. Items noted above that are associated with changes to the 2018 Old Town Scottsdale Character Area Plan would necessitate an initiation of a non-major General Plan amendment to update that Plan; and
- B. Items associated with changes to the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) zoning districts – and other affected sections of the ordinance – as well as the Downtown Infill Incentive District, – would necessitate an initiation of a text amendment(s) to the city’s Zoning Ordinance and Downtown Infill Incentive District; and
- C. Adjustments to the Old Town Scottsdale Character Area Plan and Zoning Ordinance may necessitate an update to the Old Town Scottsdale Urban Design & Architectural Guidelines.

ORGANIZATION STRATEGIC PLAN

At the July 1, 2021 City Council regular meeting, City Council adopted the 2021/22 Organization Strategic Plan (Attachment 2). One of the priority items included, under the heading of Support Economic Vitality, is “To improve quality and consistency of proposed development in Old Town Scottsdale, review and update the Old Town Scottsdale Character Area Plan with proposed changes to be adopted by City Council by October 31, 2021.”

The desired October 31st date identified by City Council to achieve such a plan update was identified at a June 1st City Council meeting. However, at their June 22nd Work Study Session, City Council directed staff to bring the Old Town Scottsdale Character Area Plan and Zoning Ordinance forward for initiation at the August 24, 2021 regular meeting. Consequently, initiation on August 24th will necessitate a later adoption date for City Council than the originally anticipated date of October 31, 2021, in Organization Strategic Plan. Extending beyond this original date will allow for public participation and outreach regarding the proposed plan changes and Zoning Ordinance text amendment(s), that is expected by the community. City staff has included a public participation plan

with anticipated dates for this process (Attachment 3). The new anticipated Council adoption date for Plan and Zoning Ordinance changes is February/March 2022.

COMMUNITY INVOLVEMENT

NEXT STEPS

Should City Council initiate a non-major General Plan amendment and a text amendment(s) to update the Old Town Scottsdale Character Area Plan and corresponding Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) zoning districts, as well as the Downtown Infill Incentive District, planning staff will begin the public outreach process with the community. To promote best practices with public outreach, the Old Town Policy and Regulatory Public Participation Plan (Attachment 3) includes opportunities for community involvement such as open house(s), focus groups, presentations to community groups, online notification and feedback, and concludes with Planning Commission and City Council public hearings in the 1st quarter of 2022. The following timeline represents a summation of public outreach opportunities as proposed by the Public Participation Plan concerning Old Town Scottsdale Policy and Regulatory Updates (Attachment 3):

- At least one (1) – City Council Study Session meeting scheduled to occur in September 2021 ;
- At least one (1) – Planning Commission Non-Action Meeting scheduled to occur in September 2021 ;
- At least three (3) – In-Person (or virtual as community conditions dictate) Open House events with citizens, stakeholders, and community groups regarding City Council direction and proposed draft updates scheduled to occur in October and November of 2021;
- At least two (2) – focus group events with Old Town Scottsdale property owners and businesses regarding City Council direction and proposed draft updates scheduled to occur in mid-November and early December of 2021; and
- At least one (1) – City Council Study Session meeting scheduled to occur in December 2021 ;
- At least one (1) – Planning Commission Non-Action Meeting scheduled to occur in December 2021 ;
- At least one (1) – Planning Commission Non-Action Meeting scheduled to occur in January/February of 2022;
- At least one (1) – City Council Study Session meeting scheduled to occur in January/February of 2022;
- At least one (1) public Planning Commission hearing to provide recommendation to City Council regarding draft updates in February 2022; and,
- At least one (1) public hearing of City Council to adopt updates in March 2022.

So as to bring clarity to the above timeline, as of the writing of this report, 2022 Planning Commission and City Council hearing dates have yet to be determined and have been provided for informational purposes only.

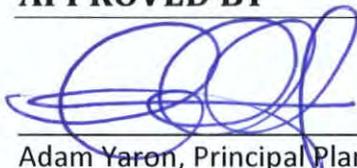
RESPONSIBLE DEPARTMENTS & STAFF CONTACTS

Community & Economic Development Division
Planning and Development Services Department – Long Range & Current Planning Services

Adam Yaron
Principal Planner
Long Range Planning
480.312.2761
Ayaron@scottsdaleaz.gov

Brad Carr, AICP, LEED-AP
Planning and Development Area Manager
Current Planning Services
480.312.7113
bcarr@scottsdaleaz.gov

APPROVED BY



Adam Yaron, Principal Planner
480.312.2761, ayaron@scottsdaleaz.gov

7.27.2021
Date



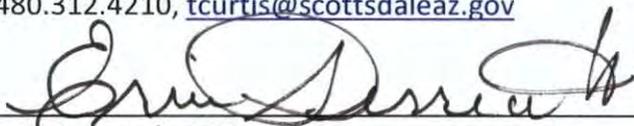
Brad Carr, AICP, Planning and Development Area Manager
480.312.7713, bcarr@scottsdaleaz.gov

7.27.2021
Date



Tim Curtis, AICP, Current Planning Director
480.312.4210, tcurtis@scottsdaleaz.gov

7/27/2021
Date



Erin Perreault, AICP
Planning + Development Services Area Director
480.312.7093, eperreault@scottsdaleaz.gov

07-27-2021
Date



Randy Grant
Planning & Development Services Executive Director
480.312.2664, rgrant@scottsdaleaz.gov

7/29/21
Date

ATTACHMENTS

1. June 22, 2021, Old Town Scottsdale Character Area Plan, City Council Marked Agenda
2. July 1, 2021, 2021/22 Organization Strategic Plan
3. 2021/22 Public Participation Plan concerning Old Town Scottsdale Policy and Regulatory Updates

SCOTTSDALE

CITY COUNCIL MEETING

MEETING NOTICE AND AGENDA

**COUNCIL**

David D. Ortega, Mayor

Tammy Caputi

Tom Durham

Betty Janik

Kathleen S. Littlefield

Linda Milhaven

Solange Whitehead

Tuesday, June 22, 2021

The City Hall Kiva Forum (Kiva) is open to the public during City Council meetings at a reduced capacity. Seating in the Kiva will be available on a first come, first served basis. Once capacity has been reached, individuals will be directed to a nearby location to view the televised meeting. The Mayor will announce the names of speakers in advance to give those attending the meeting from the nearby location sufficient time to enter the Kiva and make their comments in person. As seating in the Kiva becomes available, individuals waiting in the nearby location will be asked to come to City Hall.

City Council meetings are also televised on Cox Cable Channel 11 and streamed online at ScottsdaleAZ.gov (search "live stream") to allow the public to virtually attend, participate telephonically, and listen/view the meeting in progress. Unless an exception is made, or unless otherwise noted, the Council will not begin discussion on any new items after 10:00 p.m. Items that are not heard will be continued to the next scheduled Council meeting (July 1, 2021).

In-person or telephonic comment is being accepted on items on the Consent and Regular Agenda (Items 1 through 38). To sign up to speak on these items, please click [here](#).

Scottsdale citizens may also speak on items that are within the Council's jurisdiction but are not on the agenda with a total of 15 minutes at the beginning and 15 minutes at the end of the meeting dedicated to comment on non-agendized items. To sign up to speak in person or telephonically on a non-agendized item that is within the Council's jurisdiction, please click [here](#).

Online Request to Speak forms for Consent, Regular and Non-Agendized items must be submitted no later than 90 minutes before the start of the meeting and you must indicate whether you will be addressing the Council in person or telephonically.

Written comments on any of the items on tonight's agenda that are submitted electronically at least 90 minutes before the meeting will be emailed to the Council and posted online prior to the meeting. A written public comment may be submitted electronically by clicking [here](#).

5:00 P.M.**Marked Agenda****REGULAR CITY COUNCIL MEETING**

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING THE CITY CLERK'S OFFICE AT (480-312-2412). 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 THE CITY CLERK'S OFFICE (480-312-2412).

FOR ADDITIONAL INFORMATION VISIT: WWW.SCOTTSDALEAZ.GOV/COUNCIL/MEETING-INFORMATION

Call to Order – 5:00 P.M.

Roll Call – All present

One or more members of the Council may be unable to attend the Council meeting in person and may participate telephonically, pursuant to A.R.S. §38-431(4).

Pledge of Allegiance – Councilmember Durham

Mayor's Report – Mayor Ortega welcomed Scottsdale residents back to the Kiva, noting the Kiva was open to the public at reduced capacity and that virtual participations options were still available. He noted the City was preparing to open the Kiva at full capacity once Scottsdale and Maricopa County return to "low" community transmission of the coronavirus.

Mayor Ortega announced that on June 25th, Scottsdale celebrates 70 years as a municipality. He said that at 2:00 p.m. on June 23rd, there is a Retro Ride through Scottsdale in the Civic Center Library Auditorium with Scottsdale community historian Joan Fudala. Starting June 23rd, Scottsdale Leadership created a wonderful display of history to celebrate the City's 70th and Scottsdale Leadership's 35th anniversaries which can be seen at the Civic Center Library for the next few weeks. The Mayor invited residents to participate in Legacy Quest, a family-friendly expedition around Old Town on June 25th. To learn more, visit the City of Scottsdale's website and search "Legacy Quest."

Mayor Ortega reported that on June 29th, the Scottsdale City Council is partnering with the American Red Cross for a blood drive at Mountain View Community Center. The Red Cross is currently in a critical shortage and encouraged residents to help reach the City's goal of 70 pints for 70 years. To register, visit the City of Scottsdale's website and search "70th Anniversary".

Mayor Ortega introduced a video by the City's Parks and Recreation Youth Development Program participants which celebrated the City's 70th Anniversary. He also presented the Council with a collage picture celebrating the City's 70th Anniversary that was created by the City's Parks and Recreation Youth Development Program and featured program participants in the collage.

Presentations/Information Updates – Water Resources Executive Director Brian Biesemeyer and Arizona Public Service Representative Patricia McLaughlin gave the video presentation.

- **Arizona Public Service (APS) Peak Solutions Rebate**

Presenter(s): Brian Biesemeyer, Water Resources Executive Director and Patricia McLaughlin, Arizona Public Service

Public Comment – Paula Sturgeon thanked Councilmembers for listening to business leaders regarding The Kimsey Triangle project, working together to submit a General Plan to voters, and for reopening the Kiva to the public. Sonnie Kirtley thanked Councilmembers for the impressive priorities outlined in the Strategic Plan, which is on the agenda for July 1st.

Public Comment time is reserved for Scottsdale citizens to comment on non-agendized items that are within the Council's jurisdiction. No official Council action can be taken on these items. Public Comment time is also the designated time for presenting a citizen petition. There is no limit on the number of petitions a citizen may present; however, each citizen is limited to a total time of three minutes to present and speak to the petition(s). A Request to Speak **form** must be submitted together with the petition(s) before the Mayor announces the second Public Comment period.

Speakers may address the Council once under Public Comment at the beginning or the end of the meeting, but not both. Public Comment is limited to a total of 15 minutes at the beginning and 15 minutes at the end of the meeting. **Speakers are limited to three minutes to address the Council during "Public Comment."**

MINUTES

Request: Approve the [Regular Meeting Minutes of May 4, 2021](#); [Work Study Session Minutes of May 4, 2021](#); and [Work Study Session Minutes of May 11, 2021](#).

– Vice Mayor Janik made a motion to approve the Regular Meeting Minutes of May 4, 2021; Work Study Session Minutes of May 4, 2021; and Work Study Session Minutes of May 11, 2021. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

CONSENT AGENDA ITEMS 1-32

How the Consent Agenda Works: The Council may take one vote to act on all of the items on the Consent Agenda or may remove items for further discussion. Items not removed from the Consent Agenda will be considered in one motion. Items removed for clarification or discussion by the Council will be acted on as appropriate.

– Councilwoman Whitehead made a motion to approve Consent Agenda Items 1 through 32, absent Items 6 and 9, which were continued to July 1, 2021, and Item 12, which was moved to the Regular Agenda. Councilwoman Caputi seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

1. [Quix Liquor License \(34-LL-2021\)](#) – **Approved on Consent.**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 10 (beer and wine store) State liquor license for an existing location with a new owner.
Location: 7127 E. Shea Boulevard, Suite K15
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov
2. [Wild West Storage Conditional Use Permit Amendment \(21-UP-2004#2\)](#) – **Approved on Consent.**
Request: Find that the conditional use permit criteria have been met and adopt **Resolution No. 12186** approving a Conditional Use Permit amendment to amend the site plan and stipulations for a vehicle storage facility on a ±1.5-acre property with Highway Commercial Planned Community District (C-3 PCD) zoning.
Location: 11420 E. Shea Boulevard
Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov
3. [Greystar Independent Living Rezoning and Abandonment \(16-ZN-2020 and 7-AB-2020\)](#) – **Approved on Consent.**
Requests:
 1. Adopt **Ordinance No. 4509** approving a zoning district map amendment from Single-Family Residential (R1-35) to Commercial Office (C-O) zoning on a ±4.5-acre site.
 2. Adopt **Resolution No. 12184** authorizing the abandonment of General Land Office easements along the north, west, and south boundary of Parcel No. 217-15-033.**Location:** Approximately 1,000 feet northwest of the E. Raintree Drive and N. 90th Street intersection
Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov
4. [Ina Levine Jewish Community Campus Text Amendment and Rezoning](#) – **Approved on Consent.**

(3-TA-2020, 11-ZN-2020, and 6-DA-2020)

Requests:

1. Adopt **Ordinance No. 4506** approving a text amendment to the City of Scottsdale Zoning Ordinance No. 455, amending the Use Regulations identified in Section 6.803 of the Special Campus (SC) District to allow for community buildings and recreational facilities not publicly owned, educational services, and residential healthcare facilities.
2. Adopt **Ordinance No. 4508** approving a zoning district map amendment from Single-Family Residential (R1-35) District to Special Campus, Planned Shared Development District (SC PSD), including a Development Plan with amended (Transition) performance standards for building setbacks, building setbacks, landscape buffers and Floor Area Ratio on a ±28.5-acre site.
3. Adopt **Resolution No. 12203** declaring the document titled "*Ina Levine Jewish Community Special Campus Master Plan Development Plan*" to be a public record.
4. Adopt **Resolution No. 12183** authorizing Development Agreement No. 2021-083-COS with the Jewish Community Campus, LLC.

Location: 12701, 12707, and 12753 N. Scottsdale Road

Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov

5. **Sereno Canyon Phase 4D Replat (16-PP-2017#20) – Approved on Consent.**

Request: Approve the final plat to replat Sereno Canyon Plat Phase 4D on ±14.3 acres of a 350-acre site, as per Phase 4 of the Sereno Canyon Community Phasing Plan and Final Plat to realign the 27 resort units within the Resort/Townhouse Residential, Environmentally Sensitive Lands (R-4R ESL) zoning portion of the site.

Location: Between E. Alameda Road and the E. Pinnacle Peak Road alignment along N. 123rd Street and N. 124th Street

Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov

6. **Investment Grade Energy Audit Contract – Vice Mayor Janik made a motion to continue to July 1, 2021. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.**

Request: Adopt **Resolution No. 12198** authorizing Investment Grade Audit Contract No. 2021-086-COS with Schneider Electric Buildings Americas, Inc., in the amount of \$60,586.25 for energy, water, and related conservation measures audit services.

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555, daworth@scottsdaleaz.gov

7. **On-Call Water Resources Engineering Services Contracts – Approved on Consent.**

Request: Adopt **Resolution No. 12179** authorizing the following one-year contract extensions in an amount not to exceed \$1,000,000 per contract for on-call water resources engineering services:

1. Contract No. 2019-081-COS-A1 with Carollo Engineers, Inc.
2. Contract No. 2019-082-COS-A1 with GHD, Inc.
3. Contract No. 2019-083-COS-A1 with HDR Engineering, Inc.
4. Contract No. 2019-084-COS-A1 with Narasimhan Consulting Services Inc., doing business as NCS Engineers
5. Contract No. 2019-085-COS-A1 with Water Works Engineers, LLC

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555, daworth@scottsdaleaz.gov

8. **Hualapai Drive: Hayden Road to Pima Road Engineering Services Contract – Approved on Consent.**

Request: Adopt **Resolution No. 12199** authorizing Contract No. 2021-087-COS with Strand Associates, Inc., in the amount of \$767,926 for engineering services for the development of design documents for the Hualapai Drive: Hayden Road to Pima Road project.

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555, daworth@scottsdaleaz.gov

9. **Scottsdale Stadium Wireless License Agreement – Vice Mayor Janik made a motion to continue to July 1, 2021. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.**
Request: Adopt **Resolution No. 12125** authorizing Wireless Communications Antenna Site Revocable License Agreement No. 2021-042-COS with Cellco Partnership, doing business as Verizon Wireless, permitting the continued operation of a wireless site at Scottsdale Stadium.
Location: 7408 E. Osborn Road
Staff Contact(s): Dan Worth, Public Works Executive Director, 480-312-5555, daworth@scottsdaleaz.gov
10. **Herb Drinkwater Truck Loan Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12164** authorizing Loan Agreement No. 2021-058-COS with Mark Raymond Drinkwater for the loan of former City of Scottsdale Mayor Herb Drinkwater's 1929 Model A Ford pickup truck for public display at the McCormick-Stillman Railroad Park.
Staff Contact(s): Kira Peters, Community Services Administrator, 480-312-2691, kcpeters@scottsdaleaz.gov
11. **Hirsch Academy Revocable License Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12138** to authorize:
 1. Revocable License Agreement No. 2021-051-COS with Hirsch Academy: a Challenge Foundation Academy, to use space at the Paiute Neighborhood Center to operate a public charter school.
 2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of the Resolution.**Staff Contact(s):** Greg Bestgen, Human Services Department Director, 480-312-0104, gbestgen@scottsdaleaz.gov
12. **Scottsdale Aquatic Club Revocable License Agreement – Councilwoman Milhaven made a motion to adopt Resolution No. 12173 to authorize Multi-year Revocable License Agreement No. 2021-078-COS with Scottsdale Aquatic Club, Inc. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.**
Request: Adopt **Resolution No. 12173** to authorize:
 1. Multi-year Revocable License Agreement No. 2021-078-COS with Scottsdale Aquatic Club, Inc., to use space and provide services at certain City aquatic facilities for competitive youth swimming.
 2. The Assistant City Manager overseeing Community Services to execute any other documents and take such other actions necessary to carry out the intent of the Resolution.**Staff Contact(s):** Kira Peters, Community Services Administrator, 480-312-2691, kcpeters@scottsdaleaz.gov
13. **Clavadistas del Sol Revocable License Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12174** to authorize:
 1. Multi-year Revocable License Agreement No. 2021-079-COS with Clavadistas del Sol to use space and provide services at certain City aquatic facilities for competitive youth diving.
 2. The Assistant City Manager overseeing Community Services to execute any other documents and take such other actions necessary to carry out the intent of the Resolution.**Staff Contact(s):** Kira Peters, Community Services Administrator, 480-312-2691, kcpeters@scottsdaleaz.gov

14. **Scottsdale Synchro Arizona Revocable License Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12175** to authorize:
1. Multi-year Revocable License Agreement No. 2021-080-COS with Scottsdale Synchro Arizona to use space and provide services at certain City aquatic facilities for competitive youth artistic swimming.
 2. The Assistant City Manager overseeing Community Services to execute any other documents and take such other actions necessary to carry out the intent of the Resolution.
- Staff Contact(s):** Kira Peters, Community Services Administrator, 480-312-2691, kcpeters@scottsdaleaz.gov
15. **Naming of Program Office at Eldorado Community Center – Approved on Consent.**
Request: Adopt **Resolution No. 12178** to authorize:
1. The Boys & Girls Clubs of Greater Scottsdale, Youth, LLC, to name the program office in the Executive Council Charities Teen Center at the Barker Branch of the Boys & Girls Club within the Eldorado Community Center the “Boys & Girls Clubs of America and The Hartford College and Career Center.”
 2. The recognition of such naming with two interior signs as approved by the Community Services Administrator or designee.
- Staff Contact(s):** Kira Peters, Community Services Administrator, 480-312-2691, kcpeters@scottsdaleaz.gov
16. **Housing Choice Voucher Payment Standards – Approved on Consent.**
Request: Adopt **Resolution No. 12189** approving updated Housing Choice Voucher Payment Standards effective July 1, 2021 and authorizing the City Manager or designee to execute any other documents and take such other actions as necessary to carry out the intent of the Resolution.
Staff Contact(s): Greg Bestgen, Human Services Department Director, 480-312-0104, gbestgen@scottsdaleaz.gov
17. **Fiscal Year (FY) 2021/22 Human Services Program Funding – Approved on Consent.**
Request: Adopt **Resolution No. 12190** approving the recommendations of the Human Services Commission and authorizing:
1. The allocation of FY 2021/22 Scottsdale Cares Program funding in the amount of \$160,000 to agencies supporting a variety of human services programs.
 2. The distribution of Scottsdale Endowment Program funding in the amount of \$8,700 to the McDowell Sonoran Conservancy for their Expedition Days: Taking STEM Learning Out to the Natural Environment Program.
 3. The contingency transfer of Salt River Pima-Maricopa Indian Community (SRPMIC) funds in the amount of \$100,000 to agencies supporting a variety of human services programs.
 4. The Assistant City Manager or designee to execute contracts with non-profit agencies for programs and services that do not exceed the formal bid limit of \$25,000.
 5. The Assistant City Manager or designee to execute any other documents and take such other actions as necessary to carry out the intent of the Resolution.
 6. A budget transfer in the amount of \$100,000 from the Adopted FY 2021/22 Future Grants Budget and/or Grant Contingency Budget to the SRPMIC Grant center(s) to record the grant activity.
- Staff Contact(s):** Greg Bestgen, Human Services Department Director, 480-312-0104, gbestgen@scottsdaleaz.gov
18. **First Things First Grant Acceptance for the Scottsdale Family Resource Center – Approved on Consent.**
Request: Adopt **Resolution No. 12133** to authorize:

1. Agreement No. 2018-058-COS-A3, the third amendment to the grant agreement with the Arizona Early Childhood Development and Health Board (First Things First), to accept a grant in the amount of up to \$200,000 for the Scottsdale Family Resource Center.
2. A budget transfer in the amount of \$200,000 from the adopted Fiscal Year 2021/22 Future Grants Budget and/or Grant Contingency Budget to a newly created cost center to record the related grant activity.
3. The Human Services Director to execute all documents necessary for the acceptance and administration of the grant.

Staff Contact(s): Greg Bestgen, Human Services Department Director, 480-312-0104, gbestgen@scottsdaleaz.gov

19. **Stadium Security Services Intergovernmental Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12193** authorizing Agreement No. 2018-084-COS-A1, the first amendment to the agreement with the City of Glendale for the provision of security and traffic control services by Scottsdale police officers at State Farm Stadium.
Staff Contact(s): Jeff Walther, Chief of Police, 480-312-1900, jwalther@scottsdaleaz.gov
20. **Regional Economic Development Marketing Services Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12160** authorizing Agreement No. 2021-057-COS with the Greater Phoenix Economic Council in the amount of \$122,867 for regional economic development marketing services.
Staff Contact(s): Rob Millar, Economic Development Director, 480-312-2533, rmillar@scottsdaleaz.gov
21. **Scottsdale Arts Financial Participation Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 12127** authorizing Agreement No. 2021-044-COS with Scottsdale Cultural Council, doing business as Scottsdale Arts, for Fiscal Year 2021/22 in the amount of \$5,907,130 to be allocated for activities consistent with Management Services Agreement No. 2020-046-COS.
Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov
22. **Fourth of July Celebration – Approved on Consent.**
Request: Adopt **Resolution No. 12195** to authorize:
 1. Funding, not to exceed \$30,000, from the portion of the Fiscal Year 2021/22 Tourism Development Fund that is allocated toward event retention and development for the Scottsdale Fourth of July Celebration
 2. New Event Funding Agreement No. 2021-085-COS with M Culinary, LLC.**Staff Contact(s):** Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov
23. **Tourism Strategic Plan Development – Approved on Consent.**
Request: Adopt **Resolution No. 12209** authorizing a Fiscal Year 2021/22 Tourism Development Fund operating contingency transfer in an amount not to exceed \$150,000 to the Tourism and Events Department Operating Budget to provide funds for the development of a Tourism Strategic Plan.
Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov
24. **Tourism Event Funding Programs – Approved on Consent.**
Request: Adopt the following resolutions authorizing use of the Tourism Development Fund for Fiscal Year 2021/22 events that meet the criteria of the following Tourism Event Funding programs:
 1. **Resolution No. 12152** authorizing the Event Venue Fee Funding Program and the Mayor to execute individual agreements with each event producer.

2. **Resolution No. 12153** authorizing the Community Event Funding Program and the Mayor to execute individual agreements with each event producer.
3. **Resolution No. 12154** authorizing the Matching Event Advertising Funding Program and the Mayor to execute individual agreements with each event producer.
4. **Resolution No. 12156** authorizing the New Event Development Funding Program, subject to Council approval of such agreements, and authorizing staff to use the New Event Development Guidelines to evaluate whether an event qualifies for funding.

Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov

25. **Purchase of Property-Casualty Insurance for the Period of July 1, 2021, to July 1, 2022 – Approved on Consent.**

Request: Adopt **Resolution No. 12194** to authorize:

1. The purchase of property-casualty insurance, including general liability, law enforcement liability, vehicle liability, public officials' errors and omissions, property, workers' compensation, cyber liability, aviation drone, and airport liability insurance for Fiscal Year (FY) 2021/22.
2. The Risk Management Director, or designee, to execute such documents and take all other actions and sign all other documents necessary and proper to purchase the policies authorized by the Resolution for FY 2021/22.

Staff Contact(s): George Woods, Risk Management Director, 480-312-7040, gwoods@scottsdaleaz.gov

26. **Designate the City of Scottsdale's Chief Fiscal Officer – Approved on Consent.**

Request: Adopt **Resolution No. 12149** designating Sonia Andrews, the City Treasurer/Chief Financial Officer, as the City of Scottsdale's Chief Fiscal Officer for officially submitting the Fiscal Year 2020/21 Expenditure Limitation Report to the Arizona Auditor General and superseding the prior designation adopted by the City Council.

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

27. **Fiscal Year (FY) 2020/21 Year-End Budget Adjustments – Approved on Consent.**

Request: Adopt **Resolution No. 12180** authorizing FY 2020/21 budget adjustments related to the Capital Improvement Plan Budget and Operating Budget.

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555, daworth@scottsdaleaz.gov and Sylvia Dlott, CIP Budget Manager, 480-312-2419, sdlott@scottsdaleaz.gov

28. **Fiscal Year (FY) 2020/21 Year-End Capital Improvement Plan, Bond 2019 Program Budget Adjustments – Approved on Consent.**

Request: Adopt **Resolution No. 12196** authorizing FY 2020/21 budget adjustments related to the Capital Improvement Plan, Bond 2019 Program, and Operating Budget.

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555, daworth@scottsdaleaz.gov and Sylvia Dlott, CIP Budget Manager, 480-312-2419, sdlott@scottsdaleaz.gov

29. **Monthly Financial Report – Approved on Consent.**

Request: Accept the Fiscal Year 2020/21 Monthly Financial Report as of April 2021.

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

30. **Associate City Judge Reappointment – Approved on Consent.**

Request: Consider the recommendation of the Judicial Appointments Advisory Board and reappoint James Blake, Associate City Judge, to a term of four years, as set forth in the City Code, to begin on September 8, 2021.

Staff Contact(s): Donna Brown, Human Resources Director, 480-312-2615, dbrown@scottsdaleaz.gov

31. **November 2, 2021 Special Election by Mail – Approved on Consent.**

Request: Adopt **Resolution No. 12213** calling a City of Scottsdale Special Election by Mail for Tuesday, November 2, 2021, to refer to the qualified electors of the City a proposition to ratify or not ratify the Scottsdale General Plan 2035.

Staff Contact: Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

32. **Ryan Carney Settlement Agreement and General Release of All Claims – Approved on Consent.**

Request: Adopt **Resolution No. 12216** authorizing Agreement No. 2021-093-COS with Ryan Carney in the amount of \$37,000 to settle Ryan Carney's lawsuit against the City and its employees.

Staff Contact(s): Sherry Scott, City Attorney, 480-312-2405, sscott@scottsdaleaz.gov and George Woods, Risk Management Director, 480-312-7040, gwoods@scottsdaleaz.gov

REGULAR AGENDA ITEMS 33-38

How the Regular Agenda Works: The Council takes action on each item on the Regular Agenda.

33. **Experience Scottsdale Destination Marketing Plan**

Request: Adopt **Resolution No. 12122** authorizing the Fiscal Year 2021/22 Strategic Business Plan, Marketing Guide, Performance Standards, and Contract Budget under Destination Marketing Services Contract No. 2017-079-COS with the Scottsdale Convention and Visitors Bureau, Inc., doing business as Experience Scottsdale.

Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov

– **Tourism and Events Director Karen Churchard gave the PowerPoint presentation.**

– **Councilwoman Milhaven made a motion to adopt Resolution No. 12122 authorizing the Fiscal Year 2021/22 Strategic Business Plan, Marketing Guide, Performance Standards, and Contact Budget under Destination Marketing Services Contract No. 2017-079-COS with the Scottsdale Convention and Visitors Bureau, Inc., doing business as Experience Scottsdale. Councilmember Durham seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.**

34. **Winfield's Conditional Use Permit and Liquor License (12-UP-2020 and 3-LL-2020)**

Requests:

1. Find that the conditional use permit criteria have been met and adopt **Resolution No. 12185** for a ±2,790 square foot bar with Central Business District, Parking District, Downtown Overlay and Parking District, Downtown Overlay (C-2/P-3 DO and P-2 DO) zoning.
2. Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 6 (bar) State liquor license for a new location and owner.

Location: 4440 N. Saddlebag Trail

Presenter(s): Greg Bloemberg, Project Coordination Liaison

Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov

– **Project Coordination Liaison Greg Bloemberg and Applicant Representative Ashley Marsh gave the PowerPoint presentations.**

– **Councilwoman Milhaven made a motion finding that the conditional use permit criteria have been met, adopting Resolution No. 12185, and amending Stipulation number 4 to include changing the hours of operation to be from 10:00 a.m. on Sundays to 2:00 a.m. on Monday mornings. Councilwoman Caputi seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.**

35. **Public Hearing on the Community Development Block Grant (CDBG) Program Fiscal Year (FY) 2019/20 Annual Action Plan Amendment and Allocation of CDBG-CV3 Funds**

Requests:

1. Solicit public testimony regarding the FY 2019/20 Annual Action Plan Amendment for the use of CDBG-CV3 funds; and
2. Adopt **Resolution No. 12130** authorizing and approving:
 - a. The Substantial Amendment to the FY 2019/20 Annual Action Plan.
 - b. The City Manager or designee to submit the Substantial Amendment to the U.S. Department of Housing and Urban Development (HUD), execute appropriate certifications, and execute a contract with HUD for CDBG-CV3 funding.
 - c. Use, award, and allocation of federal CDBG-CV3 funds for eligible programs and services.
 - d. The Mayor to execute amendments to associated CDBG contracts.
 - e. Authorize the Community Assistance Manager to adjust recommended funding awards as necessary based upon final funding allocations; and to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.
 - f. A budget transfer of \$1,816,626 from the Adopted FY 2021/22 Future Grants Budget and/or Grant Contingency Budget to the CARES ACT CDBG-CV1 centers to record the grant activity.

Presenter(s): Irma Hollamby, Community Assistance Manager

Staff Contact(s): Greg Bestgen, Human Services Department Director, 480-312-0104, gbestgen@scottsdaleaz.gov

– **Community Assistance Manager Irma Hollamby gave the PowerPoint presentation.**

– **Mayor Ortega opened the public hearing.**

– **There were no public comments.**

– **Mayor Ortega closed the public hearing.**

– **Mayor Ortega made a motion to adopt Resolution No. 12130 authorizing and approving:**

- a. **The Substantial Amendment to the FY 2019/20 Annual Action Plan.**
- b. **The City Manager or designee to submit the Substantial Amendment to the U.S. Department of Housing and Urban Development (HUD), execute appropriate certifications, and execute a contract with HUD for CDBG-CV3 funding.**
- c. **Use, award, and allocation of federal CDBG-CV3 funds for eligible programs and services.**
- d. **The Mayor to execute amendments to associated CDBG contracts.**
- e. **Authorize the Community Assistance Manager to adjust recommended funding awards as necessary based upon final funding allocations; and to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.**
- f. **A budget transfer of \$1,816,626 from the Adopted FY 2021/22 Future Grants Budget and/or Grant Contingency Budget to the CARES ACT CDBG-CV1 centers to record the grant activity.**

Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

36. **Fiscal Year (FY) 2021/22 Property Tax Levies**

Request: Adopt **Ordinance No. 4504** assessing the FY 2021/22 primary and secondary property tax levies and fixing the primary and secondary property tax rates.

Presenter(s): Gina Kirklin, Enterprise and Finance Director

Staff Contact(s): Gina Kirklin, Enterprise and Finance Director, 480-312-5006, gkirklin@scottsdaleaz.gov

– **Enterprise and Finance Director Gina Kirklin gave the PowerPoint presentation.**

– Councilwoman Whitehead made a motion to adopt Ordinance No. 4504 assessing the Fiscal Year 2021/22 primary and secondary property tax levies and fixing the primary and secondary property tax rates. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

37. **Fiscal Year (FY) 2021/22 Streetlight Improvement District Property Tax Levy**

Request: Adopt Ordinance No. 4505 assessing the FY 2021/22 Municipal Streetlight Improvement District property tax levy by district in accordance with Arizona Revised Statutes and the City Charter.

Presenter(s): Gina Kirklin, Enterprise and Finance Director

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

– Enterprise and Finance Director Gina Kirklin gave the PowerPoint presentation.

– Councilwoman Caputi made a motion to adopt Ordinance No. 4505 assessing the FY 2021/22 Municipal Streetlight Improvement District property tax levy by district in accordance with Arizona Revised Statutes and the City Charter. Vice Mayor Janik seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

38. **Monthly Financial Update**

Request: Receive, discuss, and provide possible direction on the City Treasurer's monthly financial presentation as of May 2021.

Presenter(s): Judy Doyle, Budget Director

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

– Budget Director Judy Doyle gave the PowerPoint presentation.

Public Comment – Veronica Corcoran presented a citizen petition requesting that City Council meetings be open to the public.

Public Comment time is reserved for Scottsdale citizens to comment on non-agendized items that are within the Council's jurisdiction. No official Council action can be taken on these items. Public Comment time is also the designated time for presenting a citizen petition. There is no limit on the number of petitions a citizen may present; however, each citizen is limited to a total time of three minutes to present and speak to the petition(s). A Request to Speak **form** must be submitted together with the petition(s) before the Mayor announces the second Public Comment period.

Speakers may address the Council once under Public Comment at the beginning or the end of the meeting, but not both. Public Comment is limited to a total of 15 minutes at the beginning and 15 minutes at the end of the meeting. **Speakers are limited to three minutes to address the Council during "Public Comment."**

CITIZEN PETITIONS

ITEM 39

Citizen Petitions: This portion of the agenda is reserved for the submission and/or consideration of citizen petitions. There is no limit on the number of petitions a citizen may submit; however, **each citizen is limited to a total time of three minutes to speak to his/her petition(s)**. A Request to Speak **form** must be submitted, together with the petition(s), **before** the second Public Comment period begins.

39. **Receipt of Citizen Petitions**

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

– Councilwoman Littlefield made a motion to direct the City Manager to investigate the citizen petition submitted by Veronica Corcoran asking that City Council meetings be open to the public and prepare a written response to the Council, with a copy to the petitioner. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

Mayor and Council Items – None

Adjourn the City Council Regular Meeting and Convene the City Council Work Study Session – 7:22 P.M.

– Councilwoman Whitehead made a motion to adjourn the City Council Regular Meeting and Convene the City Council Work Study Session. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

CITY COUNCIL WORK STUDY SESSION

– City Council Work Study Session called to order at 7:37 P.M.

Roll Call – All present

Work Study Sessions: Work study sessions provide a less formal setting for the Mayor and Council to discuss specific topics, at length, with each other and City staff. Work study sessions provide an opportunity for staff to receive direction from the Council and for the public to observe these discussions.

Public Comment: To provide an opportunity for public input yet continue to maximize the amount of time available for the Council to have focused discussions, spoken comment (maximum of five speakers) is being accepted on the item(s) on tonight's work study session agenda. To sign up to speak in person or telephonically, please click [here](#). **Request to speak forms must be submitted no later than 90 minutes before the start of the meeting.**

– Bastien Andruet cautioned that reducing height and density requirements will exacerbate housing shortages and may conflict with State and Federal legislation. French Thompson expressed concern about height and density in the Downtown and suggested the questions on height and density be decided by the voters. Bob Pejman said there are zoning requirements associated with every parcel of land and changes to zoning requires Council approval.

If you have thoughts or suggestions on the work study session item(s) you would like the Council to consider, you are encouraged to submit your written comment(s) electronically by clicking [here](#). Written comments that are submitted electronically at least 90 minutes before the meeting will be emailed to the Council and posted online prior to the meeting.

1. Old Town Character Area Plan

Request: Presentation, discussion, and possible direction to staff regarding the Old Town Scottsdale Character Area Plan.

Presenter(s): Adam Yaron, Principal Planner and Brad Carr, Planning and Development Area Manager

Staff Contact(s): Randy Grant, Planning and Economic Development Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov

– Principal Planner Adam Yaron and Planning and Development Area Manager Brad Carr gave the PowerPoint presentations.

– There was Council consensus to direct staff to agendize a discussion and possible initiation of amendments to the Old Town Character Area Plan on August 24, 2021.

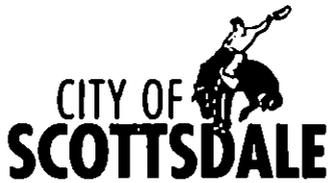
– The Council made the following suggestions:

- Additional modeling for this area is needed.
- Focus on the areas of transportation, infrastructure, sustainability, and tourism.
- Focus on the area of economic development.
- Restrict, reduce, or remove bonus provisions.
- Ensure bonus provisions provide greater and better-defined public benefits.
- Promote quality redevelopment thoughtfully.
- Reduce confusion caused by interchanging terms “Downtown Area” and “Old Town Area”; possibly rebrand this term for better clarification.
- Loss of easements in this area needs to be addressed.
- Need to maintain flexibility in the Old Town Character Area Plan.
- The Old Town Character Area Plan should be more cohesive.
- Improve compliance with the Urban Design and Architectural Guidelines.

Adjournment – 9:28 P.M.

– Mayor Ortega made a motion to adjourn the Work Study. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

ATTACHMENT 2



CITY MANAGER'S OFFICE

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

PHONE 480-312-2800
WEB www.ScottsdaleAZ.gov

Date: June 22, 2021
To: Honorable Mayor and Members of the City Council
From: Shane Stone, Management Associate to the City Manager
Subject: Organization Strategic Plan

The Organization Strategic Plan includes the priorities identified by the City Council at the June 1 meeting. The plan includes nine objectives, seven of which received consensus support (four or more dots) and two which received some support (three or more dots).

Since the June 1, 2021 meeting, the wording for each objective has been updated to indicate the purpose of the objectives, use concise wording and ensure clear communication of priorities to the Scottsdale community.

City Council work study sessions will be scheduled on these nine objectives to provide additional direction to staff this Fall 2021.

Updates on the progress towards completing the objectives of the Organization Strategic Plan will be available by going to ScottsdaleAZ.gov and searching, "priorities." The dashboard will include initiatives and measurement to support each priority.

This plan can be updated to add Council priorities as existing priorities are completed.

Attachments:

1. Organization Strategic Plan 2021-22 Overview
2. Three-page priority selection document from the June 1 City Council Meeting

**ORGANIZATION STRATEGIC PLAN (2021-2022)**

These objectives were prioritized by City Council on June 1, 2021 and are grouped by strategic goal. Additional objectives will be identified and accepted into the plan by the City Council as objectives are completed. Regular progress updates are provided on the online dashboard, go to ScottsdaleAZ.gov, search “priorities.”

Value Scottsdale's Unique Lifestyle and Character

- To reinforce public trust and accountability, strengthen the ethics ordinances, regulations and training covering elected and appointed officials, staff, and city contractors, vendors, and consultants for adoption by March 31, 2022.
- To ensure Bond 2019 construction projects are completed in a timely manner, monitor project design and construction through quarterly progress updates by Dec. 31, 2022.

Support Economic Vitality

- To improve quality and consistency of proposed development in Old Town Scottsdale, review and update the Old Town Character Area Plan with proposed changes to be adopted by the City Council by Oct. 31, 2021.

Enhance Neighborhoods

- To improve resident livability in Scottsdale neighborhoods, review working group recommendations to improve short-term rental monitoring and enforcement and implement changes to reduce complaints by 50 percent by Dec. 31, 2021.

Preserve Meaningful Open Space

- To protect additional acres of Scottsdale’s Sonoran Desert, prioritize potential additions to the Scottsdale McDowell Sonoran Preserve to determine acquisition options with available projected funds by Dec. 31, 2022.
- To fund future Scottsdale McDowell Sonoran Preserve maintenance needs, evaluate a perpetual maintenance fund, and explore funding options including the extension of the two-tenths of 1% sales tax currently dedicated to Preserve land acquisition which expires in 2025 by June 30, 2022.

Seek Sustainability

- To promote environmentally sustainable practices for Scottsdale, work with community, the Environmental Advisory Commission and Arizona State University to develop and seek input on a Sustainability Plan to be adopted by the City Council by Dec. 31, 2022.
- To ensure long-term financial viability and world-class public safety professionals, identify strategies to provide stable funding for public safety, including funding for public safety pension liabilities, staffing and other operational needs by June 30, 2022.

Advance Transportation

- To increase economic activity in Old Town for small business owners as well as walkability for visitors, develop a program to temporarily turn some streets into walk-only zones one weekend per month by June 30, 2022.

Notes: The strategic goals are the chapter headings from the voter-approved 2001 General Plan and the guiding principles from CityShape 2020. Objectives were identified by City Council. More information about the General Plan, go to ScottsdaleAZ.gov, search “General Plan.”



ORGANIZATION STRATEGIC PLAN (2021-2022)

These items are included in the Organization Strategic Plan and are grouped by Strategic Goal. Council identified priorities, including those discussed during the City Council Retreat are identified with a plus sign (+). Items were identified by staff through the budget process are noted with a caret (^). Updated items from the 2019-2020 plan that were not completed – although substantial effort was made but could not be completed due to the COVID-19 pandemic – which could be carried over are noted with an asterisk (*). Regular progress updates are provided on the online dashboard, go to ScottsdaleAZ.gov, search “priorities.”

Value Scottsdale's Unique Lifestyle and Character

- Judge all new projects to ensure they keep the high quality of life for residents for which Scottsdale is known+
- Ensure plan to guide future development is in place through General Plan Update on November 2021 ballot+
- Update Ethics Code for staff, elected and appointed officials, and city vendors to strengthen provisions+
- Improve procedures for citizen advisory groups regarding conflict disclosures, absence, and recusal reporting+
- Consider pilot to temporarily turn some Old Town streets into walk-only zones for one weekend per month+
- Monitor Bond 2019 project design and construction to ensure all projects are completed in timely manner+
- Complete design for Second Street and Main Street streetscape projects to improve walkability of Old Town^

Support Economic Vitality

- Review Old Town proposals and how they improve transportation, infrastructure, sustainability, and tourism+
- Revise and adopt the Old Town Character Area Plan to clearly identify zoning and reduce bonus provisions+
- Adopt plan to expand affordable housing including state tax credit and reduce homeownership barriers+
- Address Old Town parking by assessing each district's needs and issues and developing appropriate response+
- Improve process for project approval by improving communications between Planning Commission and DRB+
- Update the tourism strategic plan to guide Scottsdale's attractiveness and sustainability as a destination^
- Identify locations for use of bond funding for additional parking areas to support Old Town retail and events^
- Identify and implement automated parking solution at WestWorld to support signature events by 2022^
- Revitalize southern Scottsdale corridors by identifying commercial properties in need of improvement*
- Carry out Smart City priorities that use technology to improve livability based on community input*
- Undertake analysis to determine the cost of development, and whether impact fees should be expanded*

Enhance Neighborhoods

- Reduce short-term rental complaints by improving monitoring and enforcement to better manage impacts+
- Demonstrate respect for human dignity by developing strategies to reduce number of unsheltered persons+
- Review and consider ways to reduce barriers for middle housing such as townhomes and two-family homes+
- Update the noise ordinance to include c-weighted decibel restrictions to address bass levels+
- Review selected ordinances to ensure community is informed and enforcement is achieving desired outcomes+
- Improve educational opportunities by working with community colleges on new four-year option+
- Create pipeline from educational institutions to local employers through internships and training events+
- Redesign and update the city's website to improve digital accessibility by community members and customers^
- Convert city processes to enable use of e-signatures and electronic document management to improve service^
- Increase use of remote technology to ensure accurate and efficient methods of case processing at City Court^
- Improve the average travel time for responding fire companies to get to emergency incidents^
- Further the development of a localized Real Time Crime Center to use technology to improve public safety^
- Explore ways to use new technologies and methods to increase citizen involvement and engagement*
- Work with community to increase donations for programs that benefit seniors and families in need*
- Work with community to develop action plan to ensure Scottsdale is an age-and dementia-friendly community*
- Engage with Cities of Service to expand volunteer opportunities and develop community service plan*

Preserve Meaningful Open Space

- Acquire and protect remaining additional acreage within McDowell Sonoran Preserve boundary+
- Review and strengthen Preserve Ordinance to prevent habitat degradation and protect and sustain wildlife+
- Initiate steps to extend the expiring Preserve Tax, including the concept of perpetual maintenance fund+
- Identify and improve Old Town public spaces based on recommendations from Emerald Necklace master plan+
- Review and expand public pool capacity by identifying funding to invest in expanded hours for existing pools+
- Complete construction of the Pima Dynamite Trailhead and open to the public by Fall 2021^
- Complete construction of Bell Road Sports Complex in time to use for parking overflow for 2022 event season^
- Complete design for Ashler Hills neighborhood park, and first phase of Indian Bend Wash improvements^
- Evaluate the effectiveness of the Pony Express Self-Service Library access at Appaloosa branch^

Seek Sustainability

- Work with the community and environment commission to complete and adopt a Sustainability Plan+
- Carry out Heat Island Mitigation Plan recommendations, including tree/shade plan and ordinance changes+
- Consider adoption of 2021 International Green Construction Code & International Energy Conservation Code+
- Develop alternative energy resources for Scottsdale Water to enhance reliability and reduce ratepayer cost+
- Develop and implement a five-year waste reduction plan for the city to reduce costs and protect environment+
- Ensure CAP, SRP, groundwater, and recycled water sources can be maximized for long-term sustainability+
- Consider capital project to expand reclaimed water production in the southern part of Scottsdale+
- Encourage or remove obstacles for new and existing construction of solar installations+
- To prevent future unmanageable costs, address public safety pension liabilities to pay down within 16 years+
- Improve employee safety and health by taking actions to reduce the city's accident rate for employee injuries^
- Invest in a high-performance organization by focusing on leadership development and succession planning^.
- Address public safety pension liabilities and manage replacement/training of public safety workforce^
- Increase residential curbside recycling diversion rate to 30%, and green waste diversion rate to 20%^
- Expand the Residential Outdoor Efficiency Checks program to integrate the WaterSmart portal for customers^
- Develop, plan, and implement new residential and commercial water management technology rebates^
- Complete the water metering system automation by having transmitters installed on all water meters^

Advance Transportation

- Increase trolley and other transit ridership, including evaluating special event and parking garage routes+
- Develop implementation plan to provide citywide electric vehicle charging station infrastructure+
- Plan for maintenance and reuse of alleys abandoned through transition to curbside pick-up+
- To ensure long-term viability of Scottsdale Airport, complete runway reconstruction project by Fall 2021^
- Begin construction of Happy Valley from Pima to Alma School, and Pima from Pinnacle Peak to Happy Valley^
- Install internally illuminated light-emitting diode technology street name signs along Scottsdale Road^
- Use CCTV cameras, vehicle detection systems and accessible button technologies to improve traffic safety^

ATTACHMENT 3

Public Participation Plan Old Town Scottsdale Policy, Regulatory, and Guideline Updates 2021/22

Introduction

Scottsdale City Council unanimously adopted the existing Old Town Character Area Plan in 2018. The Plan was an update to the 2009 Downtown Plan and serves as the long-range, guiding, policy document for growth and development in Old Town Scottsdale. As an adopted Character Area Plan, it incorporates community goals and policies consistent with the 2001 General Plan. Old Town, along with the Airpark and McDowell Road Corridor, are designated Growth Areas in the General Plan. These Growth Areas are considered to be primary economic engines for the community, as they contain some of the largest employers and employment centers in Scottsdale. Growth Areas are locations identified by the community as areas best suited to accommodate future growth. Growth Areas are intended to discourage sprawl, and protect lower density residential neighborhoods from increased growth and development, by focusing new development into these targeted areas that are most appropriate for accommodating a variety of land uses, enhanced infrastructure and oriented to multi-modal activity. Since 2001, the citizens of Scottsdale have identified Old Town (downtown) as a community Growth Area. In addition to the Old Town policy document, development in Old Town is also guided by the Downtown (D), Downtown Overlay (DO) and Planned Block PBD sections of the Scottsdale Zoning Ordinance – as well as the Infill Incentive District as approved by Resolution No. 8370 - in conjunction with the Old Town Scottsdale Urban Design & Architectural Guidelines.

City Council has expressed interest examining and potentially making updates to Old Town Scottsdale policies and guidelines, as well as regulatory tools to improve quality and consistency of proposed development downtown. This document is a public participation plan for Old Town Scottsdale policy and regulatory updates.

Process Overview

The public participation process provides an opportunity to understand and identify community priorities, and address opportunities and challenges facing Old Town Scottsdale. The purpose of the process is to define how the public will be involved throughout the comprehensive planning effort. Consequently, this update process will include various opportunities for public participation including web-based elements, small meetings, open house(s), focus groups and public hearings. These methods will allow for multiple opportunities for public input from community members, business owners, and property owners. Opportunities for written comment, one-on-one conversations with project staff, comments as part of a discussion, and the opportunity to speak and provide written comments at public hearings will all be part of the planning process.

Project Team

The Project Team is composed of both Long Range and Current Planning Services staff. Representatives from various other city departments will also provide expert review and input into the plan and planning process, but the Project Team will manage the project. Communication is critical to the successful execution of the project and the development of a cohesive policy document that speaks to both a broad range of issues and one shared vision. The Project Team includes:

- Adam Yaron, Long Range Planning, Co-Update Project Manager
- Brad Carr, Current Planning, Co-Update Project Manager
- Taylor Reynolds, Long Range Planning, Update Project Support
- Brian Biesemeyer, Scottsdale Water, Update Project Support
- Mark Melnychenko, Scottsdale Transportation, Update Project Support
- Daniel Worth, Scottsdale Public Works, Update Project Support

Project Timing/Phasing

To incorporate best practices for public participation, the project is comprised of three phases over an approximate 6-month period. During the first phase, Update Preparation, initial input, and refined guidance from City Council will be collected. The second phase, Draft Review, includes review of the proposed draft plan, ordinance, and guidelines updates by the community. The final phase, Plan Adoption, consists of final input from the community, Planning Commission and City Council in public hearings. Additionally, the formal recommendation and adoption process for the Old Town Scottsdale Character Area Plan and the Downtown sections of the Zoning Ordinance will also be completed.

Phase 1

Update Preparation: September 2021

The project team will schedule a Work Study Session with City Council to report back on the City Council direction already received at the June 22, 2021 Work Study Session, as well as review existing Old Town Scottsdale policies and regulatory tools, collecting additional, refined direction from City Council to inform the update process. Direction collected will be utilized to inform public outreach in Phase 2. Public participation techniques associated with this particular phase of the Participation Plan include the following:

City Website/Public Information

Project staff will place information regarding the update process and timeline on the City's Old Town Scottsdale Character Area Plan webpage. The webpage will include information regarding the upcoming City Council Work Study session and provide opportunities for the public to provide written comment.

City Council Work Study Session

Project staff will schedule at least one (1) Work Study Session with City Council to report back on the City Council direction already received at the June 22, 2021 Work Study Session, as well as review and collect refined feedback regarding the Old Town Scottsdale Character Area Plan, Urban Design & Architectural Guidelines, and Downtown sections of the Zoning Ordinance. The Work Study Session will be scheduled to occur in September of 2021. This forum permits the public to follow discussion and direction given by City Council, while allowing for the provision of written, and limited spoken comment to City Council.

Planning Commission Non-Action Meeting

Project staff will schedule at least one (1) Non-Action Meeting with Planning Commission to report to Planning Commission direction received by City Council regarding draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. This Non-Action Meeting will be scheduled to occur in September of 2021. This forum permits the public to follow discussion and input provided by Planning Commission, while allowing for the provision of written and spoken comment.

Phase 2

Draft Review: October to December 2021

The project team will utilize several public participation techniques to review and collect public feedback regarding City Council direction and proposed draft updates to the Old Town Scottsdale Character Area Plan, Urban Design & Architectural Guidelines, and Downtown sections of the Zoning Ordinance. The project team will schedule a Non-Action Meeting with Planning Commission and a Work Study Session with City Council to review draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. Public participation techniques associated with this particular phase of the Participation Plan include the following:

Old Town Planning + Development Technical Advisory Team

Project staff will conduct ongoing internalized meetings with the existing, interdepartmental Old Town Scottsdale Planning + Development Group. This group includes staff from Long Range Planning, Current Planning, Tourism, Community Services, Transportation, Capital Projects, Real Estate, Economic Development, Fire, and Police – all with expertise specific to Old Town.

City Website/Public Information

Project staff will provide information regarding the update process and timeline on the City's Old Town Scottsdale Character Area Plan webpage. The webpage will provide opportunities for online community input, links to self-guided virtual open house events, summary results of community input events, and staff contact information.

In-Person Open House Events

Project staff will schedule at least three (3) in-person open house events with citizens, stakeholders, and community groups regarding City Council direction and proposed draft updates to the Old Town Scottsdale Character Area Plan and the Downtown sections of the Zoning Ordinance. Open house events will be scheduled to occur in October and November of 2021. The open house format will provide an opportunity for attendees to review draft updates, discuss directly with staff, and provide feedback.

Self-guided Virtual Open House Events

Project staff will create a series of self-guided virtual open house events with the same information provided at the in-person open houses so as to offer an opportunity for citizens, stakeholders, and community groups to provide input regarding City Council direction and possible proposed draft updates to the Old Town Scottsdale Character Area Plan and the Downtown sections of the Zoning Ordinance, that could not attend in person. The self-guided, virtual format will allow attendees the opportunity to review, at their own pace, a series of video

presentations and provide feedback via polling to garner input specific to City Council direction and proposed updates.

Old Town Property/Business Owner Focus Groups

Project staff will schedule at least two (2) focus group events with Old Town Scottsdale property owners and businesses regarding City Council direction and proposed draft updates to the Old Town Scottsdale Character Area Plan and the Downtown sections of the Zoning Ordinance. Focus group events will be scheduled to occur in mid-November and early December of 2021. Focus group events will provide an opportunity for Old Town Scottsdale property and business owners to have a forum to provide feedback regarding City Council direction and proposed draft updates.

Planning Commission Non-Action Meeting

Project staff will schedule at least one (1) Non-Action Meeting with Planning Commission to review community input from Phase 2 and collect feedback and direction regarding draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. This Non-Action Meeting will be scheduled to occur in December of 2021. This forum permits the public to follow discussion and input provided by Planning Commission, while allowing for the provision of written and spoken comment.

City Council Work Study Session

Project staff will schedule at least one (1) Work Study Session with City Council to review community input from Phase 2 and collect feedback and direction regarding draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. This Work Study Session will be scheduled to occur in December of 2021. This forum permits the public to follow discussion and direction provided by City Council, while allowing for the provision of written and limited spoken comment.

Phase 3

Plan Adoption: January to March 2022

The project team will schedule a Non-Action Meeting with Planning Commission and a Work Study Session with City Council to review draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. Phase 3 will culminate with possible recommendation by Planning Commission and adoption by City Council. Public participation techniques associated with this particular phase of the Participation Plan include the following:

City Website/Public Information

Project staff will place information regarding the update process and timeline on the City's Old Town Scottsdale Character Area Plan webpage. The webpage will include information regarding upcoming Planning Commission and City Council meetings. The webpage will continue to provide opportunities for online community input, links to self-guided virtual open house events, summary results of community input events, and staff contact information.

Planning Commission Non-Action Meeting

Project staff will schedule at least one (1) Non-Action Meeting with Planning Commission to review community input from Phase 2 and collect feedback and direction regarding draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. This Non-Action Meeting will be scheduled to occur in January/February of 2022. This forum permits the public to follow discussion and input provided by Planning Commission, while allowing for the provision of written and spoken comment.

City Council Work Study Session

Project staff will schedule at least one (1) Work Study Session with City Council to review community input from Phase 2 and collect feedback and direction regarding draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance. This Work Study Session will be scheduled to occur in January/February of 2022. This forum permits the public to follow discussion and direction provided by City Council, while allowing for the provision of written and limited spoken comment.

Recommendation + Adoption

Following review by the community, Planning Commission, and City Council, draft updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance will be finalized by staff and go through a review and adoption process. The review and adoption process will include a minimum of two (2) public hearings – Planning Commission (possible recommendation) and City Council (possible adoption). Both meetings will permit the public to provide written and verbal comment. The Planning Commission Recommendation Hearing is tentatively scheduled to occur in February of 2022, while the City Council hearing to possibly adopt such updates is tentatively scheduled to occur in March of 2022.



Old Town Scottsdale Character Area Plan Update

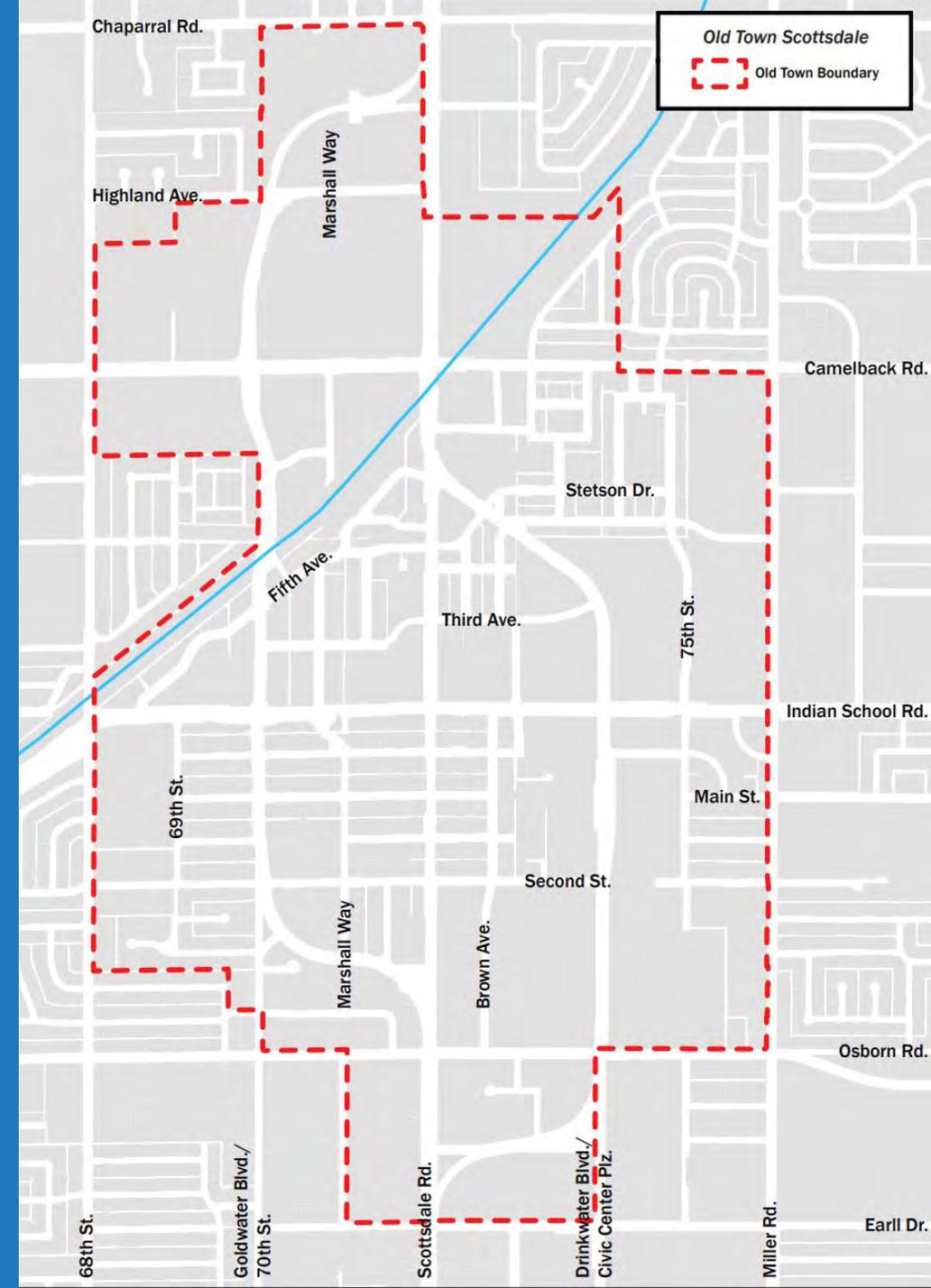
Adam Yaron, Principal Planner & Brad Carr, AICP LEED AP, Planning Manager

City Council - August 24, 2021

Background

City Council Work Study Session (6/22):
City Council consensus - direct staff to initiate:

- A. An update the 2018 Old Town Scottsdale Character Area Plan; and
- B. A text amendment to update the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) zoning districts – and other affected sections, as applicable; and
- C. An amendment to the Downtown Infill Incentive District; and
- D. An update to the Old Town Scottsdale Urban Design & Architectural Guidelines



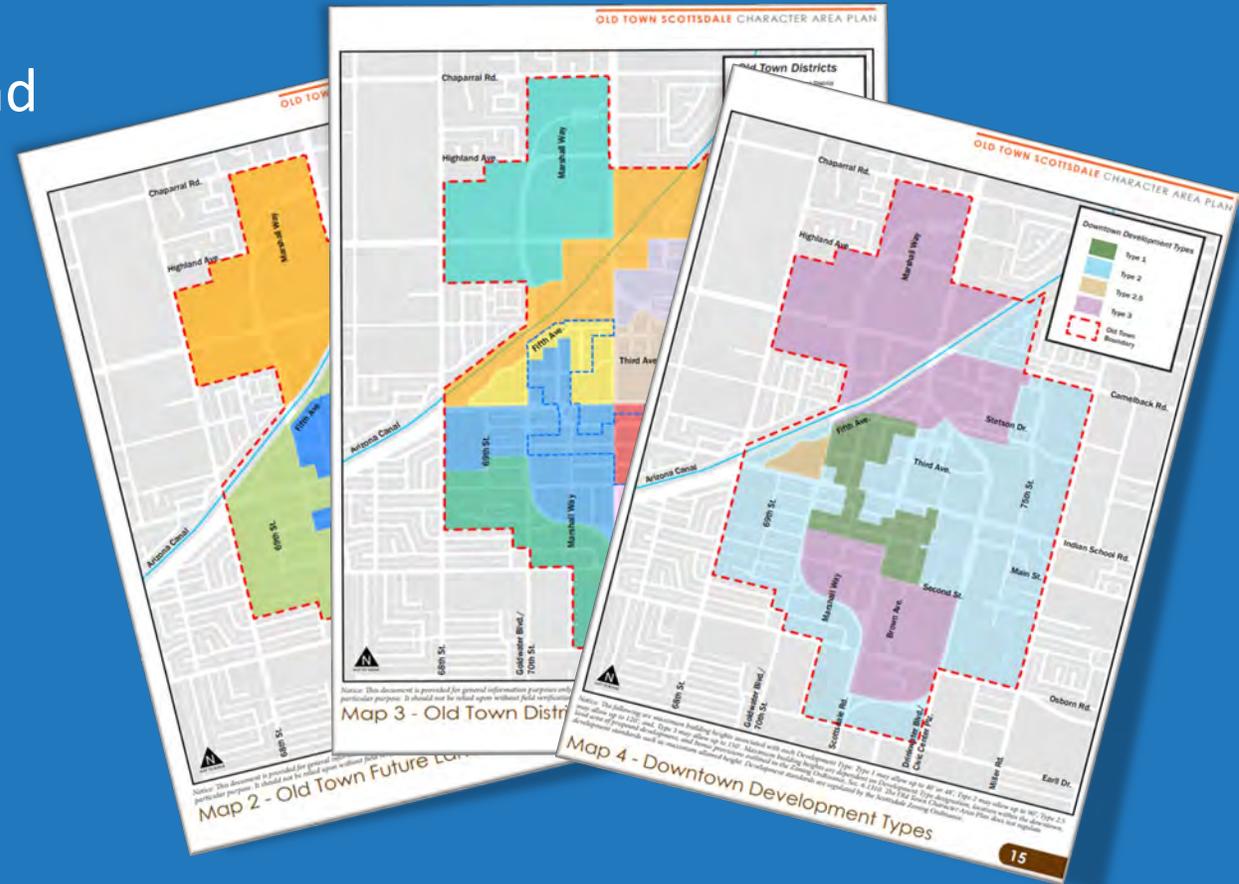
2018 Old Town Character Plan

- Establishes vision/values
- Shapes physical form
- Consists of 5 Chapters:
 - Land Use
 - Character & Design
 - Mobility
 - Arts & Culture
 - Economic Vitality



OTSCAP Update Considerations

- Quality new development and redevelopment;
- Development Type designations, locations, and transitions;
- Use of downtown land use, district, and development type designations – can be confusing;
- Providing more interconnected, public open space;
- Providing enhanced focus on transportation, infrastructure, sustainability, tourism, and economic development in the Plan;
- “Downtown” vs. “Old Town” naming conventions



Zoning Ordinance Considerations

- Provide more/stronger development requirements Zoning Ordinance and Guidelines;
- Use of development flexibility in the Zoning Ordinance and Guidelines;
- Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base and/or bonus development standards; and
- Consider Zoning Ordinance bonus provisions, if maintained, to provide greater and better-defined public benefits
- Re-examine bonus payment calculations

SCOTTSDALE **URBAN DESIGN &** **ARCHITECTURAL GUIDELINES**



Additional City Council Action

- Organization Strategic Plan drafted prior to June 2021
- On June 22, 2021 City Council provided direction to staff to bring back OTSCAP item on August 24, 2021 for initiation
- Organization Strategic Plan adopted July 1, 2021
- An extended completion date beyond October 31, 2021 to March 2022 is required, to provide for best practices with the public participation and outreach (6 months total timeframe)

Organization Strategic Plan (2021-2022)

Support Economic Vitality

- To improve quality and consistency of proposed development in Old Town Scottsdale, review and update the Old Town Character Area Plan with proposed changes to be adopted by the City Council by October 31, 2021.

Planned Public Participation

- August 2021
 - Initiation
- September 2021
 - City Council Work Study Session
 - Planning Commission Non- Action
- October – December 2021
 - 6 Open Houses
 - Virtual Open Houses
 - Property/Business Owner Focus Groups
 - Planning Commission Non-Action
 - City Council Work Study Session
- January – March 2022
 - City Council Work Study Session
 - Planning Commission Non-Action
 - Planning Commission Recommendation
 - City Council Adoption

City Council Consideration

Consider:

- A. Initiating a non-major General Plan amendment to update the 2018 Old Town Scottsdale Character Area Plan; and
- B. Initiating a text amendment to update the Zoning Ordinance Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) districts – and other affected sections, as applicable; and
- C. Initiating an amendment to the Downtown Infill Incentive District; and
- D. Directing staff to update to the Old Town Scottsdale Urban Design & Architectural Guidelines necessary.





Old Town Scottsdale Character Area Plan Update

Adam Yaron, Principal Planner & Brad Carr, AICP LEED AP, Planning Manager

City Council - August 24, 2021