

CITY COUNCIL REPORT



Meeting Date: December 7, 2021
General Plan Element: *Community Involvement*
General Plan Goal: *Seek early and ongoing involvement in policy-making discussions.*

NON-ACTION

Old Town Character Plan and Zoning Ordinance Update 5-GP-2021, 1-TA-2021, 1-II-2010#3

Presentation and discussion regarding public outreach efforts associated with the Old Town Scottsdale Character Area Plan and downtown Zoning Ordinance update process.

APPLICANT CONTACT

Adam Yaron, Principal Planner, & Brad Carr, AICP, Planning Area Manager
City of Scottsdale, Long Range and Current Planning Services

LOCATION

Old Town

BACKGROUND

Scottsdale City Council adopted the existing Old Town Scottsdale Character Area Plan (OTSCAP) in July 2018. The Old Town Scottsdale Character Area Plan (formerly Downtown Plan) has served as the comprehensive policy document to guide growth and development decisions for Old Town Scottsdale for over 35+ years. As an adopted Character Area Plan in 2035 General Plan, the OTSCAP incorporates community goals and policies consistent with, but not duplicative of, both the General Plan and other master-planning efforts, specific to Old Town.

After 20+ years, the Downtown Plan went through an extensive update in 2009 largely due to the fact that the implementation items under the 1984 Downtown Plan had been accomplished, and to align the Character Area Plan with other Council-adopted plans enacted since 1984. Additionally, the 2009 update made modifications for recent changes in the downtown business, residential, and retail markets, as well as newer development construction practices and standards. To ensure the OTSCAP update would reflect the community's vision and goals for downtown, a two-year public outreach process was conducted, culminating in an updated, community-based, and City Council adopted plan in 2009. Similar to the 1984 Plan, in 2018 the OTSCAP was again updated because the vast majority of implementation items found in the 2009 Plan had been implemented. The public outreach for updating the Plan in 2018 occurred over a period of six months, and it was unanimously adopted by the City Council in July 2018.

At their June 22, 2021 work study session and August 24, 2021 meeting (Attachment 1), City Council discussed and ultimately directed staff to begin a public outreach effort to reexamine Old Town Scottsdale plans, policies, and guidelines.

OLD TOWN SCOTTSDALE POLICY, REGULATORY, AND GUIDELINES UPDATE PUBLIC PARTICIPATION

In accordance with the Old Town Policy and Regulatory Public Participation Plan (Attachment 2) the following timeline represents a summation of public outreach opportunities that have been conducted since City Council initiated updates to the Old Town Character Area Plan and the downtown sections of the Scottsdale Zoning Ordinance:

- One (1) City Council Work Study Session (September 21, 2021) – City Council reviewed and discussed infrastructure, sustainability, tourism and economic development, as well as the naming of “Downtown” and “Old Town” and how to keep consistency with the Old Town Scottsdale Character Area Plan, Zoning Ordinance, and Tourism marketing/branding efforts for this area of the community (Attachment 3);
- One (1) Planning Commission Non-Action Meeting (October 6, 2021) – Planning Commission reviewed and discussed the Old Town Scottsdale Policy, Regulatory, and Guideline Update as initiated by City Council (Attachment 4);
- Old Town Updates Self-Guided Open House (October 2021 – Ongoing) was developed to enable participants to provide input regarding topics such as, Vision and Values, the provision of quality development, and public open space (Attachment 5);
- Nine (9) in-person open house events were offered over a three separate dates - October 18th and 25th and November 15th - resulting in six (6) total events (based on registration and attendance) that were conducted concerning Downtown Development Types and Development Flexibility (Attachment 6). 167 stakeholders registered while 117 participated (102 Registered with 15 Walk-In) at those events.

ANALYSIS & ASSESSMENT

CITY COUNCIL CONSIDERATIONS

The public outreach conducted, as directed by City Council, generated a broad range of opinions, perceptions, and suggestions from participants at the sessions. Consequently, the following major themes will be further examined as possible adjustments to the plan, ordinance or guidelines:

- **The provision of quality new development and redevelopment;**
 - Participants stated that quality development within Old Town is a priority; however, their focus was on building setbacks, open space, streetscapes, and streetspace continuity – as a means to enhance the pedestrian environment. Further, participants expressed support regarding the importance of quality design and design within surrounding context.

- **Potential Amendments To:** Zoning Ordinance and Old Town Scottsdale Urban Design & Architectural Guidelines

- **Development Type designations, locations, and transitions to one another;**
 - Participants supported continuing the use of development types to guide development location in Old Town. Both the Downtown Core and Historic Old Town were acknowledged to be important areas in this part of the community that should not be changed so as to preserve their character. Participants expressed interest regarding providing more sensitive building transitions between Development Types –specifically, building transition to the Type 1 Development Type. Additionally, some participants suggested that Type 2.5 be removed because the creation of the Type 2.5 seemed arbitrary and would seemingly benefit only one particular property owner’s interest. The location currently designated as Development Type 2.5 in Old Town remains an area of high redevelopment need.
 - **Potential Amendments To:** Old Town Scottsdale Character Area Plan; Zoning Ordinance and Old Town Scottsdale Urban Design & Architectural Guidelines

- **The consideration of development flexibility in the Plan, Zoning Ordinance, and Guidelines:**
 - Participants supported maintaining development flexibility provided within the Old Town Character Area Plan and the Zoning Ordinance. Participants supported continuing the requirement to provide public benefits associated with the consideration of allowing development flexibility. Some expressed that the public benefits should be reassessed to ensure that the trade-off of project development flexibility (bonuses) is equal to the public benefits received. Participants also expressed that noncontiguous parcels should not be considered within a Planned Block Development (PBD) request that allows for development flexibility.
 - **Potential Amendments To:** Old Town Scottsdale Character Area Plan; Zoning Ordinance

- **The provision of more interconnected, public open space areas in Old Town:**
 - Participants supported open space as an amenity in Old Town and agreed that it should be a priority of redevelopment efforts, particularly when bonus provisions are sought.
 - **Potential Amendments To:** Old Town Scottsdale Character Area Plan; Zoning Ordinance

- **Providing an enhanced focus on transportation, infrastructure, sustainability, tourism, and economic development in the Old Town Scottsdale Character Area Plan:**
 - **Background:** At the September 21, 2021 City Council Work Study Session, Council expressed consensus to analyze the benefits and costs of development, infrastructure needs, and impact fees to determine if the City is being reimbursed

sufficiently, if the city implements a consistent structure for the fees, and continuing to be flexible in adjusting the fee schedule. Notably, City Council will be addressing these items through public Work Study Sessions in 2022.

- **The naming of Downtown or Old Town and consideration for consistency with Plan, Zoning Ordinance, and tourism marketing/branding efforts for this area of the community:**
 - **Background:** At the September 21, 2021 City Council Work Study Session, Council expressed consensus to retain the name of “Old Town”.
 - **Potential Amendments To:** Zoning Ordinance

- **Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base development standards and bonus provisions:**
 - Participants supported the current base height maximums; Type 1 at 40 feet within Historic Old Town and 48 feet within all other areas of Type 1, Type 2 and 2.5 at 66 feet, and Type 3 at 84 feet. However, participants expressed a great interest regarding building transitions between Development Types – more specifically, the building transitions to the Type 1 Development Type. Participants shared a desire to maintain the character of the Downtown Core and Historic Old Town and emphasized the importance of sensitive building transitions through building setbacks and stepbacks as a means to maintain human-scale character and pedestrian environments of these areas. Some participants expressed support for maintain existing bonus maximum height standards – while others expressed that current bonus maximum height standards allow for heights that are too tall for the community. The current bonus maximum standards for height include, Type 2 at 90 feet, Type 2.5 at 120 feet, and Type 3 at 150 feet. Old Town property owners that participated voiced their concern for the diminishment of their property’s redevelopment potential if an amendment reduced the current maximum bonus height standards. Participants emphasized that when bonus maximum heights are requested, open space at the street/pedestrian level should be an expected and provided public benefit.
 - **Potential Amendments To:** Old Town Scottsdale Character Area Plan; Zoning Ordinance and the Old Town Scottsdale Urban Design & Architectural Guidelines

- **Ensuring that bonus provisions within the Zoning Ordinance, if maintained, provide greater and better-defined public benefits, and re-examining bonus payment calculations:**
 - Public outreach participants generally supported the provision of public benefits as a consideration and tradeoff for allowing bonus development standards and flexibility. In review of the existing 8 listed public benefits outlined in the Zoning Ordinance that may be exchanged for bonus development standards and flexibility, participants favored public open space, major infrastructure improvements, and pedestrian amenities. For reference, the current list of public

benefits include: Major Infrastructure Improvements, Public Parking Areas, Public Open Spaces (Minimum 18,000 Square Feet), Cultural Improvements Program Contribution, Enhanced Transit Amenities, Pedestrian Amenities, Workforce Housing, and Uncategorized improvements and/or other community benefits that are subject to City Council approval. Participants also suggested including expanded definition of public improvements within the Zoning Ordinance, as well as adding new listed public benefits such as that would contribute to the provision of public safety in Old Town, renewable energy, and elevated quality design.

- **Potential Amendments To:** Old Town Scottsdale Character Area Plan; Zoning Ordinance

- **Examination of the Downtown Infill Incentive Plan:**
 - City Council has had continued discussion regarding the Downtown Infill Incentive District since removing references to the Infill Incentive District within the ratified Scottsdale General Plan 2035. The Infill Incentive Plan is a redevelopment tool for the City and allows for development standard amendments, waiving of fees, and other applicant requests not provided within the Zoning Ordinance.
 - **Potential Amendments To:** Downtown Infill Incentive Plan

STAFF RECOMMENDATION & NEXT STEPS

PROPOSED NEXT STEPS

To promote best practices with public outreach, the Old Town Policy and Regulatory Public Participation Plan includes ongoing opportunities for community involvement. The following timeline represents a summation of future opportunities:

- At least one (1) – City Council Study Session meeting scheduled to occur in December 2021 (This meeting);
- At least one (1) – Planning Commission Non-Action Meeting scheduled to occur in December 2021 (Scheduled for December 15, 2021);
- Continued opportunities to participate in Old Town Updates Self-Guided Open House to enable participants to provide input regarding topics such as, Vision and Values, the provision of quality development, and public open space;
- 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 January/February of 2022; and
- 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.

In addition to the originally planned outreach listed above, staff realizes that engaging as many stakeholders as possible in this process is important. Consequently, staff will be adding “bringing government to the people” public engagement opportunities by meeting directly with Old Town merchant and property owner groups as well as other organized community groups.

Following planned and additional public engagement, city staff will then use the input received from both the public and City Council to draft Old Town Character Area Plan, Zoning Ordinance and Guidelines updates for public, Planning Commission and City Council review.

RESPONSIBLE DEPARTMENTS & STAFF CONTACTS

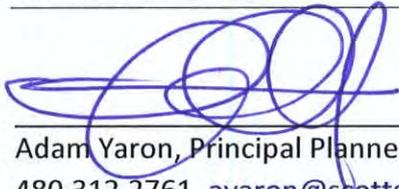
Community & Economic Development Division

Planning and Development Services Department – Long Range & Current Planning Services

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APPROVED BY



Adam Yaron, Principal Planner
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11-19-2021
Date



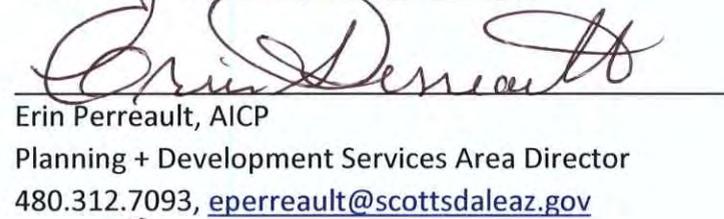
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11-19-2021
Date



Randy Grant
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11/22/21
Date

ATTACHMENTS

1. August 24, 2021, Old Town Scottsdale Character Area Plan, City Council Marked Agenda
2. 2021/22 Public Participation Plan - Old Town Scottsdale Policy and Regulatory Updates
3. September 21, 2021, City Council Marked Agenda
4. October 6, 2021, Planning Commission Marked Agenda
5. Self-Guided Virtual Open House Report: Vision and Values, the Provision of Quality Development, and Public Open Space
6. Aggregate In-Person Open House Report – including results of October 18th, and 25th, and November 15th in-person open house sessions

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

– To facilitate a request for a second continuance, Mayor Ortega moved Item 29 to the beginning of the Regular Council Meeting agenda. Councilwoman Whitehead made a motion to continue Item 29 (District at 9400 Shea Non-Major General Plan Amendment and Rezoning) to October 19, 2021. Councilman 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.

30. **Old Town Bicycle Master Plan**

Request: Presentation, discussion, and possible direction to staff regarding the findings and recommendations of the Old Town Bicycle Master Plan.

Presenter(s): Mark Melnychenko, Transportation and Streets Director

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

– Transportation and Streets Director Mark Melnychenko gave the PowerPoint presentation.

– Council made the following suggestions:

- Use plastic barriers to separate bicycle lanes from the roadway.
- Use bright green colors to designate bicycle lanes.
- Investigate the use of phased crossing signals to provide bicyclists and pedestrians a head start going through traffic signals.
- Use of scramble concepts at intersections such as Camelback and Scottsdale roads.
- Use of way finding signage and share lane markings to denote motorists are sharing the road with cyclists.
- Installation of bicycle stations with access to tools and instructions via QR codes to assist bicyclists with repairs.
- Ensure safety is the highest priority.
- Bicycle improvements should be advertised in the Downtown Ambassadors' informational pamphlets.
- Shared lanes on 5th Avenue to put bicyclists in the middle of the lane enabling motorists who are backing up to see them.
- Post reduced speed signs in the Downtown area.

– Mayor Ortega made a motion that Council is in agreement with the Old Town Bicycle Master Plan as presented. 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.

31. **Old Town Scottsdale Policy, Regulatory, and Guideline Update**

Request to initiate the following:

1. A Non-Major General Plan Amendment to the 2018 Old Town Scottsdale Character Area Plan.
2. 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.
3. An amendment to the Downtown Infill Incentive District.
4. Staff direction to update the Old Town Scottsdale Urban Design & Agricultural 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.

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

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

- Planning and Development Area Manager Brad Carr gave the PowerPoint presentation.
- Council made the following suggestions:
 - Focus on areas of transportation, infrastructure, sustainability, and identity of Scottsdale, which includes tourism.
 - Focus on open space by including a canal-level park on the only remaining public parcel located on the Arizona Canal at Fifth Avenue and Goldwater Boulevard while retaining public parking.
 - Include references to pedestrian connectivity, the tree canopy plan, and the Emerald Necklace.
 - Add a section related to alleys that make better use of open space.
 - Eliminate the word “metropolitan” from documents.
 - Eliminate emphasis on “vertical” development.
 - Include provisions for developers to put public art and rock coverage on empty lots prior to construction to eliminate large open dirt lots.
 - Council should review existing rules and follow those rules.
 - Integrate bikeways into plan.
 - Emphasize ways to invigorate and encourage more public participation in Old Town, such as street fairs and similar events.
 - Look at event ordinance and see if it can be utilized to invigorate Old Town.
 - Ensure community input is received on possible revisions to the plan.
 - Verify the question of appropriateness of Type 1 going to Type 3, and the necessity of Type 2.5.
 - Test the applicability of Planned Block Development (PBD) Overlay District requirement of mixed use to have at least 20% retail/commercial.
 - Increase Type 1 classification from 36 feet to 40 feet; Type 2 classification to be accomplished at 52 feet; and Type 3 classification to be 60 feet with a bonus of 12 feet.
- Councilmember Milhaven made a motion to place the initiation of amendments to the Old Town Scottsdale policies and regulations on hold until after the November 2, 2021 General Plan Election. Councilwoman Caputi seconded the motion, which failed 2/5, with Councilmembers Caputi and Milhaven voting in the affirmative and Mayor Ortega; Vice Mayor Janik; and Councilmembers Durham, Littlefield, and Whitehead dissenting.
- Mayor Ortega made a motion to:
 - Initiate a non-major General Plan amendment to update the 2018 Old Town Character Area Plan; and
 - Initiate 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
 - Initiate an amendment to the Downtown Infill Incentive District; and
 - Direct staff to update the Old Town Scottsdale Urban Design & Architectural Guidelines as necessary.

Councilwoman Whitehead seconded the motion, which carried 5/2, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Durham, Littlefield, and Whitehead voting in the affirmative and Councilmembers Caputi and Milhaven dissenting.

32. **Public Hearing on Proposed Water and Wastewater Development Fees**

Request: Conduct a public hearing on proposed changes to water and wastewater development fees to be effective January 1, 2022.

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

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

**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 Adaption: 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.

Tuesday, September 21, 2021
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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. **Housing Affordability Working Group**

Request: Presentation, discussion, and possible direction to staff regarding the formation of a Housing Affordability Working Group.

Presenter(s): Shane Stone, Management Associate to the City Manager

Staff Contact(s): Jim Thompson, City Manager, 480-312-2800, jthompson@scottsdaleaz.gov

– Community Assistance Manager Irma Hollamby gave the PowerPoint presentation on the possible formation of a Housing Affordability Working Group.

– Councilmembers requested staff research the following topics and provide follow-up information to the Council:

- **Identification on the number of apartments versus condominiums in various zip codes and if we have a higher percentage of second homeowners that are filling these multi-family housing units, whether they are apartments or condominiums.**
- **Impacts of short-term rentals, and long-term rental incentives, on housing to reduce rent pressures.**
- **Determine other municipalities that have implemented similar programs that we can use for modelling and best practices purposes.**
- **Identification of multi-housing locations to serve the workforce where they can go to work, attend school, and shop conveniently in non-congested areas.**
- **Information on the percent of salary spent on housing.**
- **Explore build-to-rent residential housing options using federal grant funds.**
- **Data that would assist the Council in focusing on the issues to better identify solutions.**
- **Examine current housing supply and demand.**
- **Identify broader market forces that make residential housing expensive to assist the Council in providing an adequate supply of affordable housing for all income levels.**
- **Look at legal implications of local government-subsidized housing.**
- **Apply housing continuum terminology and guidelines to salaries to determine how many people can qualify for various categories.**
- **Look at legal implications of local governments mandating developers offered discounted rental rates to those living and working in Scottsdale.**
- **Research how the eviction process is impacting affordable housing.**
- **Explore building co-op apartments with government funding.**
- **Ensure sufficient infrastructure is in place for new housing.**
- **Work with regional partners to identify and provide solutions for affordable housing.**

2. **Old Town Character Infrastructure and Naming Discussion**

Request: Review and discuss:

1. The water, wastewater, and transportation infrastructure, sustainability, tourism, and economic development aspects of Old Town Scottsdale.
2. The naming of Downtown or Old Town as a means to provide consistency with the Tourism marketing/branding efforts for this area of the community.

Presenter(s): Randy Grant, Planning, Economic Development, and Tourism Executive Director

Staff Contact(s): Randy Grant, Planning, Economic Development, and Tourism Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov, Brian Biesemeyer, Water Resources Executive Director, 480-312-5683, bbiesemeyer@scottsdaleaz.gov, and Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov

– Planning, Economic Development, and Tourism Executive Director Randy Grant and Tourism and Events Director Karen Churchard gave PowerPoint presentations on the Old Town Character infrastructure and naming possibilities.

– Councilmembers made the following suggestions:

- Provide further information on questions related to benefits and costs of development, infrastructure needs in the Downtown area, and identification of the improvements paid for by developers.
- Analyze impact fees to determine if the City is being reimbursed sufficiently, implement consistent structure for the fees, and be flexible in adjusting the fee schedule.
- Continue to use the Downtown 2.0 plan as a guiding document.
- Preserve the existing charm of Old Town, promote tourism, and protect merchants and galleries.

There was Council consensus to retain the name “Old Town”.

Adjournment – 7:43 P.M.

– Vice Mayor Janik made a motion to adjourn. 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.

SCOTTSDALE PLANNING COMMISSION MEETING MEETING NOTICE AND AGENDA



PLANNING COMMISSION

Renee Higgs, Chair
Joe Young, Vice Chair
George Ertel
William Scarbrough

Barney Gonzales
Christian Serena
Barry Graham

Wednesday, October 6, 2021

The City Hall Kiva Forum (Kiva) is open to the public during Planning Commission meetings at a reduced capacity. Seating in the Kiva will be available on a first come, first served basis. Planning Commission 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.

5:00 P.M. MARKED

PLANNING COMMISSION MEETING

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

Call to Order - 5:00 P.M.

Roll Call - All Present

Public Comment

Public Comment time is reserved for citizens to comment on non-agendized items that are within the Planning Commission's jurisdiction and is limited to a total of 15 minutes. No official Planning Commission action can be taken on these items. **Speakers may submit a comment card to address the Planning Commission and are limited to three minutes.**

NON-ACTION ITEM

Persons interested in speaking on any agenda item may **submit a blue "Request to Speak" card in person prior to the beginning of public testimony or may sign up to speak telephonically [here](#) no later than 90 minutes prior to the meeting.** Those wishing to speak are customarily given three minutes to speak on each item. Additional time may be granted to a designated speaker representing two or more persons (please submit cards together). Persons interested in submitting a written comment on any item may **submit a yellow "Written Comments" card in person prior to the beginning of public testimony or may submit digitally [here](#) no later than 90 minutes prior to the meeting.**

1. Old Town Scottsdale Policy, Regulatory, and Guideline Update

Presentation to Planning Commission for review and discussion regarding City Council's August 24, 2021, initiation of:

- A non-major General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021);
- A text amendment to the City's Zoning Ordinance for 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 (Cases 1-TA-2021 and 1-II-2010#3); and

- An update to the Old Town Scottsdale Urban Design & Architectural Guidelines.

- **Long Range Planning Principle Planner Adam Yaron and Planning and Development Area Manager Brad Carr gave a presentation regarding the Old Town Scottsdale Policy, Regulatory, and Guideline Update.**

- **Discussion among Commissioners went as follows:**
 - **Commissioner Gonzales requested consistent updates regarding the public outreach efforts and events from Long Range Planning staff including dates of outreach events and summaries of what was discussed.**
 - **Commissioner Ertel noted the timing of previous outreach efforts and questioned whether the timeline for public outreach as planned would allow for enough feedback, especially over the holidays. Commissioner Scarbrough echoed Commissioner Ertel's concern about the timing over the upcoming holiday months.**
 - **Commissioner Ertel also questioned if notification should also be extended to people outside of the Downtown boundary line. He also asked how property value changes would be accommodated with the proposed policy revisions.**
 - **Commissioner Serena questioned the parking requirements for those property owners taking advantage of the bonus system and whether those requirements specified above or below ground parking.**
 - **Commissioner Graham questioned the necessity of the 2.5 development type. He also inquired about any future plans for potential street closures in the downtown area. He also expressed concern about the term "flexibility" and what is allowed within that terminology. He concurred with Council's direction to remove the terms "metropolitan" and "vertical".**
 - **Commissioner Serena asked about the removal of Type 1 designation areas between 1984 and 2009, indicating the choice may be deemed controversial.**
 - **Vice Chair Young asked about where the bonus payments end up.**
 - **Commissioner Scarbrough also expressed concern about the proposed outreach timeline – emphasizing that he could only make a recommendation to Council with a significant amount of public input. He was also interested in how the proposal will be impacted by Prop. 207.**

Adjournment - 6:22 P.M.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING STAFF AT (480-312-7767). 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 STAFF AT (480-312-7767).

Old Town Character Plan and Zoning Updates Self-Guided Virtual Open House Report

Introduction

On August 24th, 2021, City Council initiated:

- A non-major General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021)
- A text amendment to the City's Zoning Ordinance for 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 (Cases 1-TA-2021 and 1-II-2010#3)

Scottsdale City Council adopted the existing Old Town Scottsdale Character Area Plan (OTSCAP) in 2018. It serves as the long-range plan that guides growth and development in downtown Scottsdale, and incorporates community goals, policies, and an implementation program specific to this area of the community.

Downtown development is regulated by the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) sections of the Scottsdale Zoning Ordinance, the Downtown Infill Incentive District, in conjunction with the Old Town Scottsdale Urban Design & Architectural Guidelines.

Summary of Online Results

Beginning on October 26, 2021 and still available currently, three (3) self-guided online presentations were posted to the City website to engage public participation on the following topics; Old Town Character Area Plan Vision and Values, Quality Development, and Open Space. These online participation opportunities were advertised through multiple eNewsletters (Scottsdale Update, Old Town/Tourism, Economic Development, P & Z Link) that collectively reach approximately 18,600 subscribers and sent directly to those that registered at the in-person open houses held on 10/18/2021, 10/25/2021, and 11/15/2021.

Only six (6) people participated in the three (3) self-guided presentations. Due to this extremely low amount of citizen participation the results below are not summarized, but rather are the direct responses received from the participants.

The following report includes the presentation, discussion questions, and the responses from the self-guided virtual open house meetings to date. At the time of this reporting, staff will continue the online self-guided open houses to gather additional public input on these topics.

Vision / Values Session:

The presentation included the Old Town Character Area Plan 2009 and 2018 Vision and Values statements (Old Town Plan & Zoning Ordinance Update Vision / Values Session presentation, Attachment 1)

- **Does the 2018 Vision Statement reflect your future vision for Old Town Scottsdale?**
 - All six of those who participated responded 'yes' to the 2018 Vision Statement.

- **If yes, what aspects of the 2018 Vision Statement align with your vision for Old Town?**
 - Old Town should be a dynamic core for the city. While we should respect our history, we must continue to evolve to meet the needs of today's residents and visitors, as well as the needs for those to come. Old Town should draw people in, for work, to play, and to live.
 - Commerce, activity, forward looking.
 - Inspirational, ambitious; keeps some of its western charm and boldly goes forward; metropolitan future.
 - No actual question to answer on comparison--I prefer the name Downtown. Old Town only makes sense if it's clearly shown that it's merely a name overall and used to be Downtown and the real Old Town is shown as a district up front. Otherwise it takes too long to explain, is easily confused
 - Scottsdale is very unique and dynamic; I hope we always recognize our western heritage and mixed culture looking forward.
 - The added specific reference to Old Town and western heritage
 - Minor wording changes makes it difficult to ascertain what it truly means. Districts rather than neighborhoods in Old Town makes sense. Thoughtful growth is a given, the key is thoughtful

- **If no, what would you maintain in the 2018 Vision Statement and what would you change and/or add?**
 - No comments were received for this question

Based on your opinion, please prioritize the Old Town Values Statements from most important to least important (1 = most important – 8 = least important)

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

Weighted Average	Old Town Values Statements
1	A collection of interconnected, multi-functional open space areas
1	Worldwide recognition as the premier downtown destination within the Desert Southwest
3	Contextually sensitive high-quality planning, architecture, and urban design
4	A diverse collection of vibrant mixed-use districts
5	Fluid connectivity to and from Old Town; as well as, within and between districts, focusing on walkability and bikeability
6	A focus on arts and culture
7	Sustainability that is sensitive to Scottsdale's unique desert environment
8	Strong public-private partnerships to support economic vitality
Data tabulated from 6 submitted open house participant surveys	

The above weighted average was calculated by taking the total sum of each submitted response specific to the Old Town Value Statements and then dividing by the total number of responses. The resulting Weight Average for 'A collection of interconnected, multi-functional open space areas' and 'Worldwide recognition as the premier downtown destination within the Desert Southwest' was exactly the same.

The most important values to participants were: A collection of interconnected, multi-functional open space areas and Worldwide recognition as the premier downtown destination within the Desert Southwest. Least Important were Sustainability that is sensitive to Scottsdale's unique desert environment and Strong public-private partnerships to support economic vitality.

- **Which Old Town Values Statements would you maintain or change, and are there any missing Values Statements?**
- **Maintain**
 - I like the 2018 Statements as they are written
 - Maintaining the character of historic old town
- **Change**
 - Contextually sensitive architecture -- the faux southwest old stores should not hamper our future. Put an historic designation around "Old Town" and move forward with the rest.

- **Missing**
 - Historical preservation and emphasis on history, culture and impact of Scottsdale and it's people.

Quality Development Session:

The presentation included factors that influence quality development including connectivity, site design and building design. Images from Old Town that show various pedestrian environments, building forms and building materials were provided as part of the presentation. (Old Town Plan & Zoning Ordinance Update Quality Development Session presentation, Attachment 2)

- **Do the Old Town Design Objectives support your vision for development in Old Town?**
- **Please rank the design objectives from most important to least important. (1-8: 1= most important; 8= least important)**

Weighted Average	Design Objectives
1	Strengthen pedestrian areas
2	Encourage a vibrant, lively, attractive downtown destination
3	Maintain an interconnected downtown
4	Create high quality, human-scale, downtown architecture
4	Design with surrounding context and introduce new architectural and building designs that help blend new and old
6	Create a distinct landscape character
7	Protect the unique character of the Downtown Core
8	Create consistent street-spaces
Data tabulated from 4 submitted open house participant surveys	

The above weighted average was calculated by taking the total sum of each submitted response specific to the Design Objectives and then dividing by the total number of responses. The resulting Weight Average for 'Create high quality, human-scale, downtown architecture' and 'Design with surrounding context and intraduce new orchitectural and building designs that help blend new and old' was exactly the same.

The most important design objective to participants were Strengthen pedestrian areas and Encourage a vibrant, lively, attractive downtown destination. Least Important were Protect the unique character of the Downtown Core and Create consistent street-spaces.

- **Are there other design objectives that you think should be considered?**
 - Get rid of the ugly abandoned stores
 - Noise restrictions. Building more upscale districts for a safe, friendly environment for all.
 - Parking and foot traffic that impacts surrounding Single Family neighborhoods.

- **In terms of the pedestrian environment, landscaping, and shade in Old Town – what do you like? What don't you like?**
 - The cramped sidewalks on Main are ugly and hard to use, no bikeability, too many cars
 - The landscaping should not interfere with pedestrian walkways--it 's not consistent today. Shade is super important.
 - I like the use of shade structures and landscaping to create shade. The landscaping also softens the look/feel of concrete and other hard materials from walkways and buildings. Where possible, the incorporation of art also adds interest for pedestrians.
 - Modern Desert with shade for walking.

- **Is there anything missing from Old Town that would be supportive of pedestrian activity?**
 - Close sections to cars, need more bike lanes.
 - Safer walking paths--wider, flat when possible.
 - I support the city's continued work to improve upon walkability through pedestrian connections, shade, landscaping and pocket parks.
 - Safety for all....

- **What are your thoughts on how building form has been developed in Old Town?**
 - More multiuse. Frontage can be old west, but need more than 1 story buildings
 - I've seen positive building forms develop over the years. Unfortunately, some old buildings are decaying and could use a facelift so building forms have a consistent clean look, or a planned rugged (rather than run-down) look.
 - I think the variety found in Old Town adds to its character.
 - A balance to support local residents and support tourism is essential. The density with hotels, multi-family dwellings and short term rentals may be problematic for homeowners, close to the districts.

- **In terms of setbacks, stepbacks, or subdividing a building with a base, middle, and top – which is most important to you and why?**
 - Stepbacks - you can't see above 1 story from the street anyway.
 - Setbacks is most important though with stepbacks there are more options for an awesome design next to you, across from you, in front of you. Very interesting, rather than oppressive and boring.. It's awful to feel a building is one super-tall structure from ground to the top without a break -- stepbacks help tremendously.
 - Setbacks and stepbacks are most visually appealing. When not possible, however, I think subdividing a building is important.

- This is tough to say without context. Density, noise, parking and safety are key factors.
- **What is least important to you and why?**
 - Subdividing, less impact on pedestrians
 - Not sure if subdividing a building is different from a campus of related buildings. I imagine it would be a series of buildings with a walkway or some sort of connecting paths. I see the three as individual, combinable and progressive, depending on the space/site location.
- **What building materials do you like in Old Town?**
 - Modern
 - Glass and metal; wood and stacked stone; board formed concrete; less stucco and brick
 - I like the variety of building materials used - from brick and stucco to metal and glass. We don't need Old Town to look like a cookie cutter subdivision of homes where you can't tell one from the other.
 - Modern, Natural to blend with the desert.
- **Do you like the variety of materials utilized in Old Town?**
 - More variety. We are not the Old West. too much tan and beige.
 - Two participants responded 'yes' to the variety of materials utilized.
 - West of Scottsdale Road is much better than East. We are no longer the Wild, Wild, West.
- **Are there materials or detailing that you think is missing?**
 - No comments were received for this question

Open Space Session:

The presentation included pedestrian connections, existing open space areas, and open space as a part of Planned Block Development (PBD) bonus requests (Old Town Plan & Zoning Ordinance Update Quality Development Session presentation, Attachment 3)

- **What aspects of these open space areas do you like that are represented in the pictures shown? What aspects don't you like?**
 - Combines the best of design with nature
 - Canal front, open space, water features lined by trees and building frontages. Horseshoe falls--art with open space, inside open space--though not confined inside open space--like an office building with open space that you don't really see to use unless you are a patient for example.

- The areas of open space with grass and trees are most inviting. The fountain areas are nice but don't encourage people to stay and relax in the same way.
 - It sheds light on the current environment and what we are positioned to lose with increased density and heights of hotels and multi-family housing.
- **What types and/or sizes of open space areas do you think are well provided in Old Town?**
- Civic Center Mall
 - Open spaces that serve pedestrians; Hardscapes (which I also like)
 - Civic Center is certainly the largest/best example, but even within that space, there are nooks that make the space more inviting. The areas along the Waterfront also are welcoming.
 - The open space by Civic Center Park provides a nice space for all. It supports all the great outdoor events for the public to enjoy. It also provides a place for those who travel by foot or bike to equally enjoy.
- **Are there types /sizes of open space you think are lacking in Old Town?**
- less cars, more walkability
 - No, though I'd like more of the open space/water feature or other art, trees, building frontages. The new Civic Center (later in 2022 completion) will be awesome and demonstrates what I like.
 - I think more open spaces/green spaces are needed throughout the core of Old Town both within and between districts that would encourage people to walk and linger longer in Old Town.
 - Small pocket parks woven into the growth plan, to support density.
 - A good example of this is Central Park, in Denver, Colorado.
- **Should there be additional public open space areas?**
- Of the four (4) that responded to this question, the participants were split; two answered yes and two answered no to additional public open space
- **The Zoning Ordinance does not require open space as a base requirement within Old Town. Should Old Town development standards include an open space requirement? Why or Why not?**
- It depends on the project. Private open space of slices of open space might not make sense, when we have larger public areas.
 - Right now open space requirements can be used for bonus consideration. Old Town has open space in specific areas. Would not add standards for development in general.

- Yes, but primarily for larger developments. I think more open spaces/green spaces are needed throughout the core of Old Town both within and between districts that would encourage people to walk and linger longer in Old Town.
 - Yes, while growth and re-development is exciting for our community, it must be done thoughtfully. One of the reasons I chose to purchase in Old Town, and sell homes, is walkability to so many great places. That being said, the entertainment district is becoming a challenge
- **Should Old Town open space requirements be tied to key locations or on each individual property?**
 - Key locations, event hubs
 - As I believe it is today--key locations, not each individual property or when used for bonus consideration.
 - Yes, but primarily for larger developments.
 - Location based on public needs.
- **What are some of the impacts an open space requirement could create?**
 - drive up costs, drive up height
 - I think the character, charm and vibrancy of the area would be affected if there is an Open Space requirement required per property!
 - Such a requirement on smaller lots/buildings could impede development, but larger properties should be required to include such an element.
 - Sadly, homelessness is a concern
- **The Zoning Ordinance provides consideration of Bonus Development Standards (increased height and density) for development requests that incorporate large areas of public open space (minimum 18,000 sq ft). Should Zoning Ordinance development flexibility be used as a tool to gain more public open space in Old Town?**
 - It should allow for public benefits, maybe open space maybe other items
 - I don't think so--not in favor of adding more requirements.
 - Yes. This allows for some height/density in Old Town (appropriate for a downtown core) while ensuring more public open space on larger developments.
 - Density is becoming a challenge in Old Town, with increased noise, traffic and crime. The amount of proposed hotels, multi-family housing and short term rentals are concerning. While I support growth, this is the opportunity to do it right for years to come.

- **What key aspects would you like to see incorporated into these large public open space areas? (size, accessibility, programing, etc.)**
 - Flexibility for multiple uses, walkability
 - Accessibility is key (also location of handicapped parking on maps--seemingly a different issue but important if you want those needing accessible ways to enjoy large public open space)
 - Shade, pedestrian paths that connect districts and provide safer travels.

ATTACHMENTS TO SELF-GUIDED VIRTUAL OPEN HOUSE REPORT

1. Old Town Plan & Zoning Ordinance Update Vision / Values Session Presentation
2. Old Town Plan & Zoning Ordinance Update Quality Development Session Presentation
3. Old Town Plan & Zoning Ordinance Update Open Space Session Presentation



Old Town Plan & Zoning Ordinance Update Vision / Values Session

Community Input Series

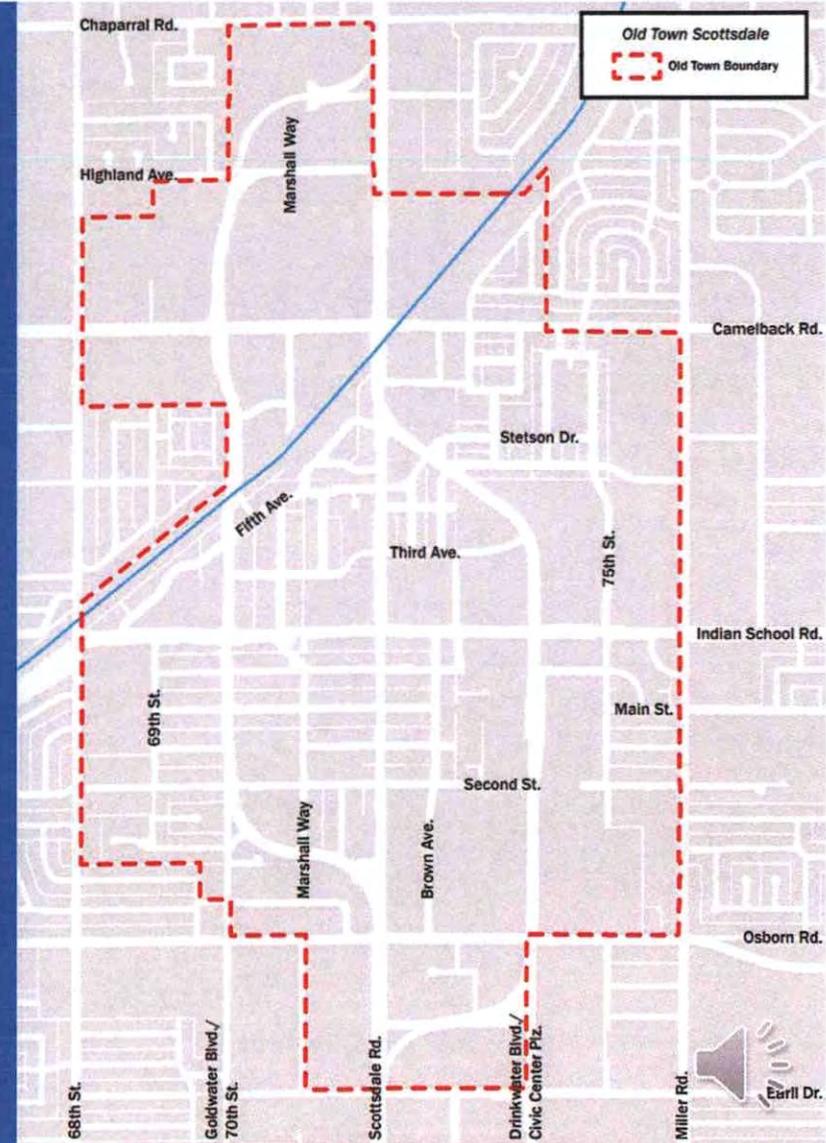
5-GP-2021 | 1-TA-2021 | 1-II-2010#3



Background

City Council direction to review, conduct public outreach and potentially update:

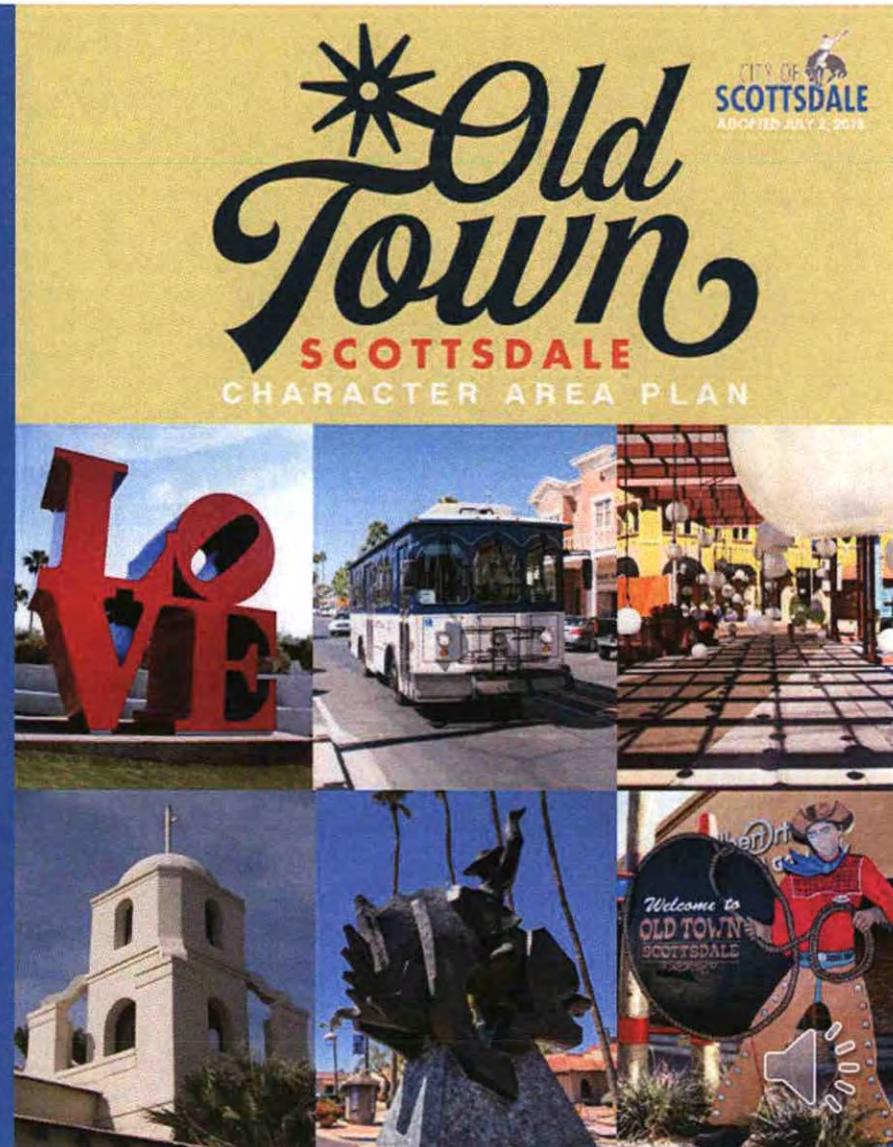
- The 2018 Old Town Scottsdale Character Area Plan
- The Scottsdale Zoning Ordinance sections related to Downtown and other affected sections, as applicable
- The Downtown Infill Incentive District



2018 Old Town Scottsdale Character Area Plan

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

3



Vision Statement

- Vision statements are inspirational, lofty, & ambitious - they don't contain details or steps for achieving goals
 - 2018 Vision Statement is the same as previous 2009 Old Town Plan
 - The 2009 Old Town Plan Vision and Values Statements were established based on:
 - 2-year citywide public outreach effort to update the 1984 Downtown Plan
 - Extensive input from citizens and stakeholders
 - Intent of Values remains the same, but updated with more contemporary language



2009 Old Town Plan Vision

Comprised of its unique **neighborhoods, Downtown** Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.

2018 Old Town Plan Vision

Comprised of its unique **districts, Old Town** Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.



Questions – Vision Statement

- Does the 2018 Vision Statement reflect your future vision for Old Town Scottsdale?
 - If yes, what aspects of the 2018 Vision Statement align with your vision for Old Town?
 - If no, what would you maintain in the 2018 Vision Statement and what would you change and/or add?

2018 Old Town Plan Vision

Comprised of its unique districts, Old Town Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.



2009 Old Town Plan Values

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use **urban neighborhoods**;
- Contextually sensitive world-class planning, architecture, and urban design;
- **Meaningful** open space **with** interconnectivity **to every Downtown neighborhood**;
- Sustainability **with** sensitivity to **our** unique desert environment;
- A focus on arts and culture;
- Fluid connectivity **in and out of Downtown**; as well as, within and between **neighborhoods**, focusing on walkability;
- Economic vitality supported by public-private partnership; and
- Worldwide recognition as the premier destination **in the Southwestern United States**.

2018 Old Town Plan Values

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use **districts**;
- Contextually sensitive high-quality planning, architecture, and urban design;
- **A collection of** interconnected, **multi-functional** open space **areas**;
- Sustainability **that is** sensitive to **Scottsdale's** unique desert environment;
- A focus on arts and culture;
- Fluid connectivity **to and from Old Town**; as well as, within and between **districts**, focusing on walkability **and bikeability**;
- **Strong** public-private partnerships to support economic vitality; and
- Worldwide recognition as the premier **downtown** destination **within the Desert Southwest**.



Questions – Values

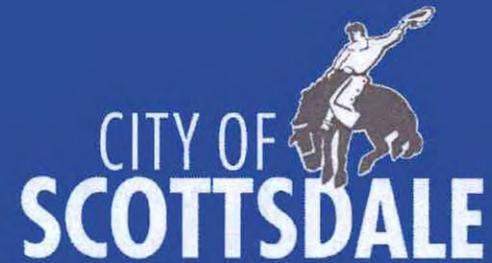
- Based on your opinion, please prioritize the Old Town Values Statements from most important to least important (1 = most important – 8 = least important)
- Which Old Town Values Statements would you maintain or change, and are there any missing Values Statements?

2018 Old Town Plan Values

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use districts;
- Contextually sensitive high-quality planning, architecture, and urban design;
- A collection of interconnected, multi-functional open space areas;
- Sustainability that is sensitive to Scottsdale's unique desert environment;
- A focus on arts and culture;
- Fluid connectivity to and from Old Town; as well as, within and between districts, focusing on walkability and bikeability;
- Strong public-private partnerships to support economic vitality; and
- Worldwide recognition as the premier downtown destination within the Desert Southwest.





Old Town Plan & Zoning Ordinance Update Quality Development Session

Community Input Series

5-GP-2021 | 1-TA-2021 | 1-II-2010#3



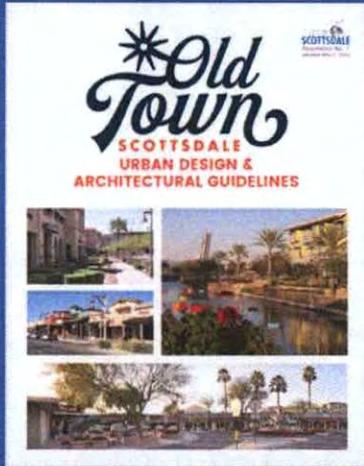
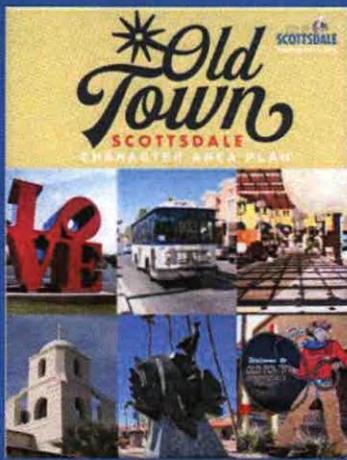
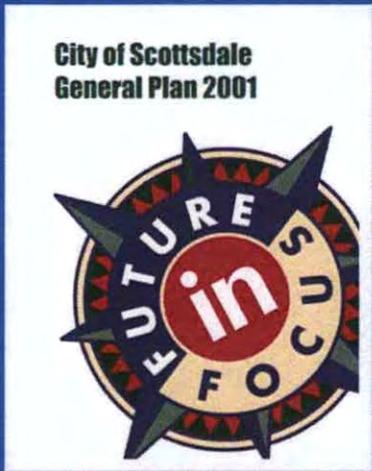
Background

City Council direction to review, conduct public outreach and potentially update:

- The 2018 Old Town Scottsdale Character Area Plan
- The Scottsdale Zoning Ordinance sections related to Downtown and other affected sections, as applicable
- The Downtown Infill Incentive District



Provisions of Quality Development



Scottsdale
Zoning
Ordinance



Old Town Design Objectives

- Protect the unique character of the Downtown Core
- Strengthen pedestrian areas
- Maintain an interconnected downtown
- Create high quality, human-scale, downtown architecture
- Create a distinct landscape character
- Create consistent street-spaces
- Design with surrounding context and introduce new architectural and building designs that help blend new and old
- Encourage a vibrant, lively, attractive downtown destination



Questions

- Do the Old Town Design Objectives support your vision for development in Old Town?
- Please rank the design objectives from most important to least important.
(1-8: 1= most important; 8= least important)
- Are there other design objectives that you think should be considered?

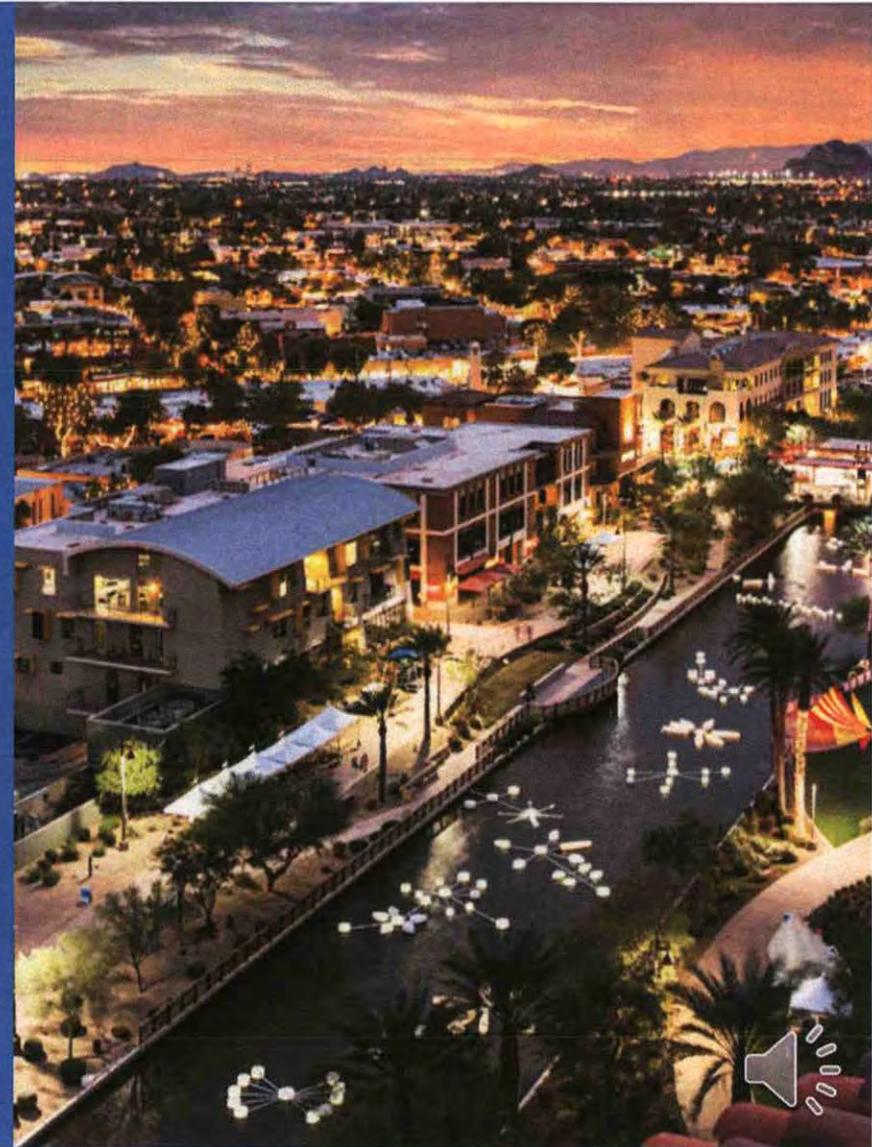
Old Town Design Objectives

- Protect the unique character of the Downtown Core
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- Maintain an interconnected downtown
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- Design with surrounding context and introduce new architectural and building designs that help blend new and old
- Encourage a vibrant, lively, attractive downtown destination



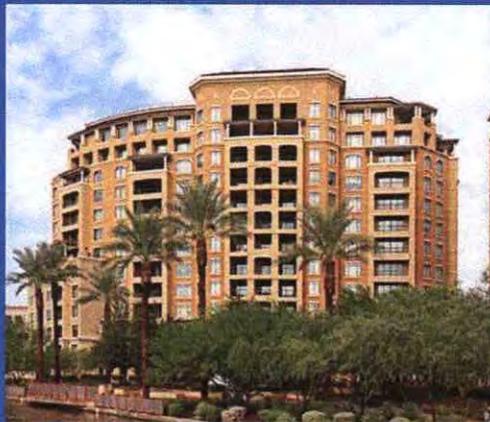
Aspects of Quality Development

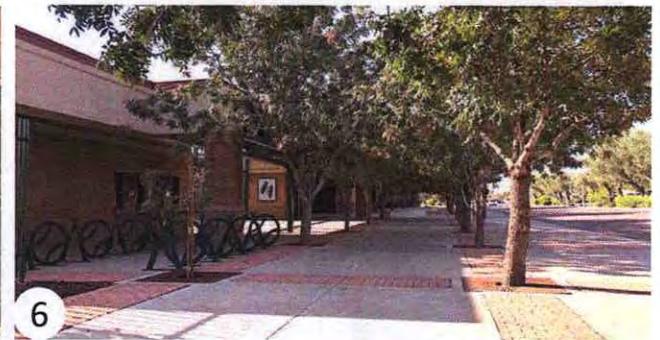
- Human Connectivity
 - Pedestrian Environment
- Site Design
 - Development Patterns
 - Landscaping & Shade
- Building Design
 - Mass, Form, Scale
 - Elements, Details, Materials



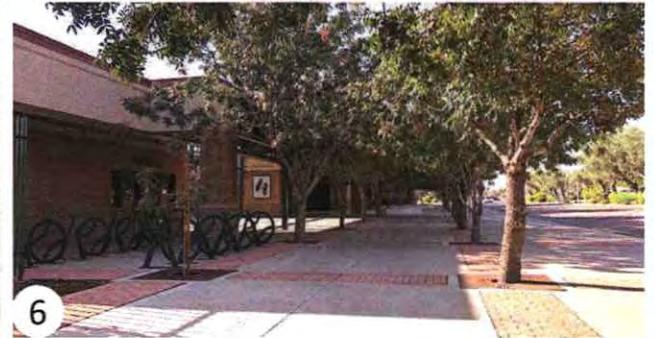
Development Patterns

- Interconnected Pedestrian network
- Site and Building Orientation
- Coordination with adjacent properties





Human Connectivity – Pedestrian Environment
Site Design – Landscaping & Shade



• In terms of the pedestrian environment, landscaping, and shade in Old Town – what do you like? What don't you like?

• Is there anything missing from Old Town that would be supportive of pedestrian activity?

Mass, Form, Scale

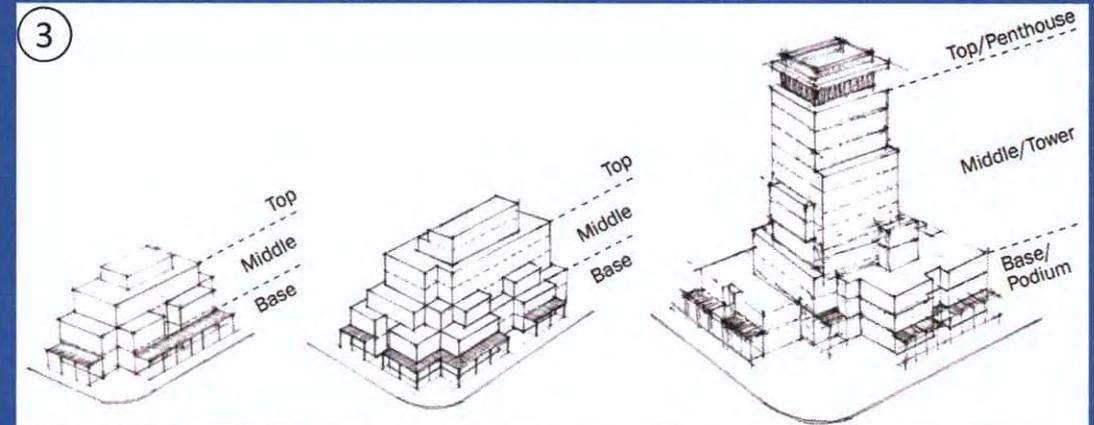
Setback



Stepback

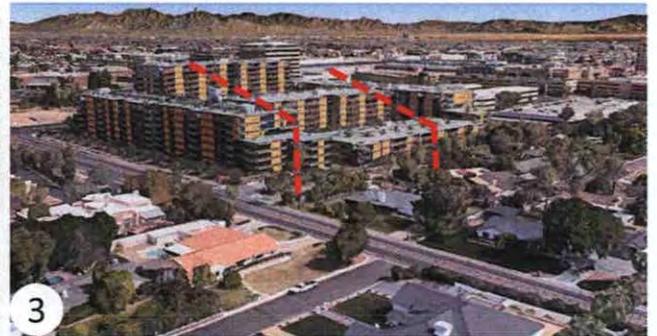


Subdivide Vertically



Subdivide Horizontally





Building Design – Mass, Form, Scale



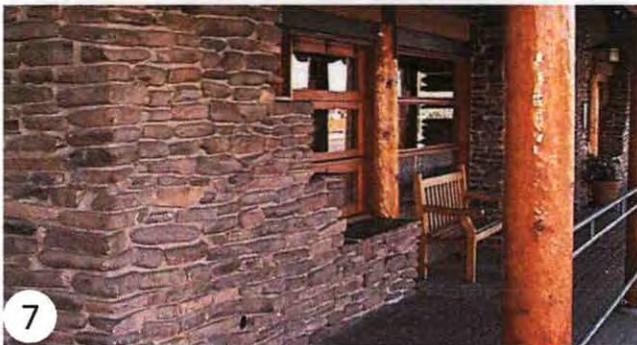
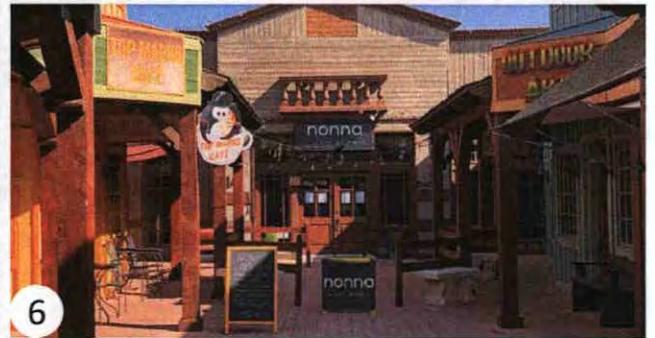


• What are your thoughts on how building form has been developed in Old Town?

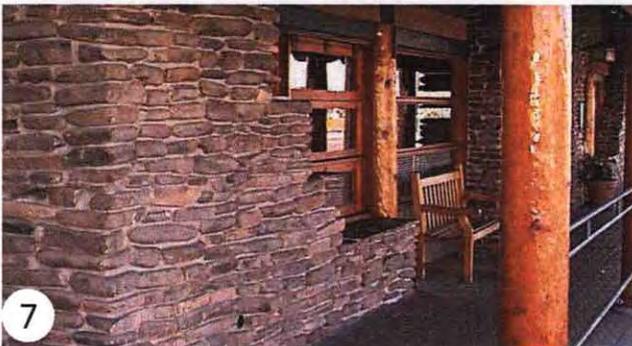
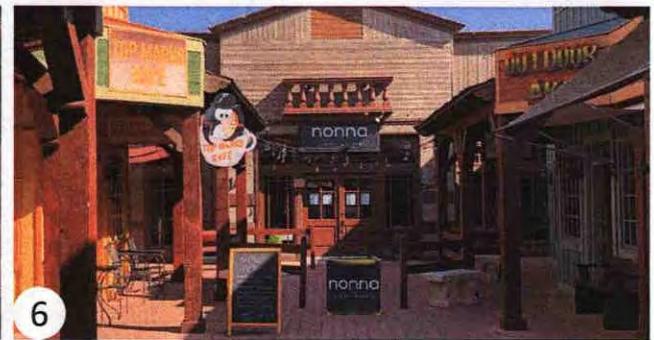
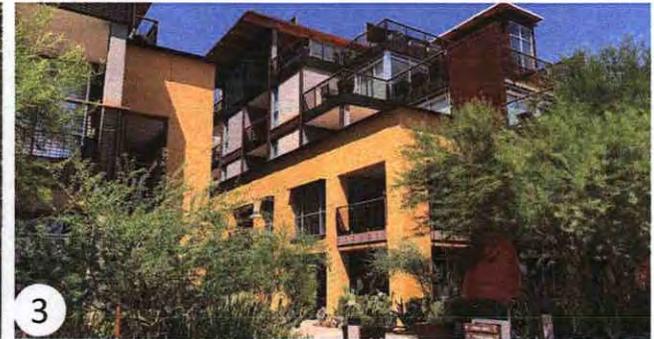
• In terms of setbacks, stepbacks, or subdividing a building with a base, middle, and top – which is most important to you and why?

- What is least important to you and why?



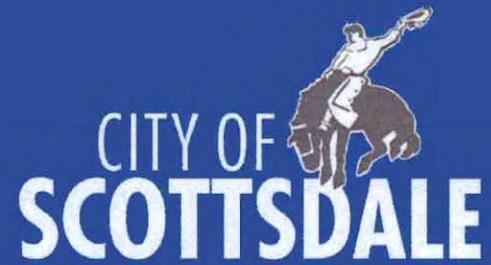


Building Design – Elements, Details, Materials



• What building materials do you like in Old Town?
• Do you like the variety of materials utilized in Old Town?
• Are there materials or detailing that you think is missing?





Old Town Plan & Zoning Ordinance Update Open Space Session

Community Input Series

5-GP-2021 | 1-TA-2021 | 1-II-2010#3



Background

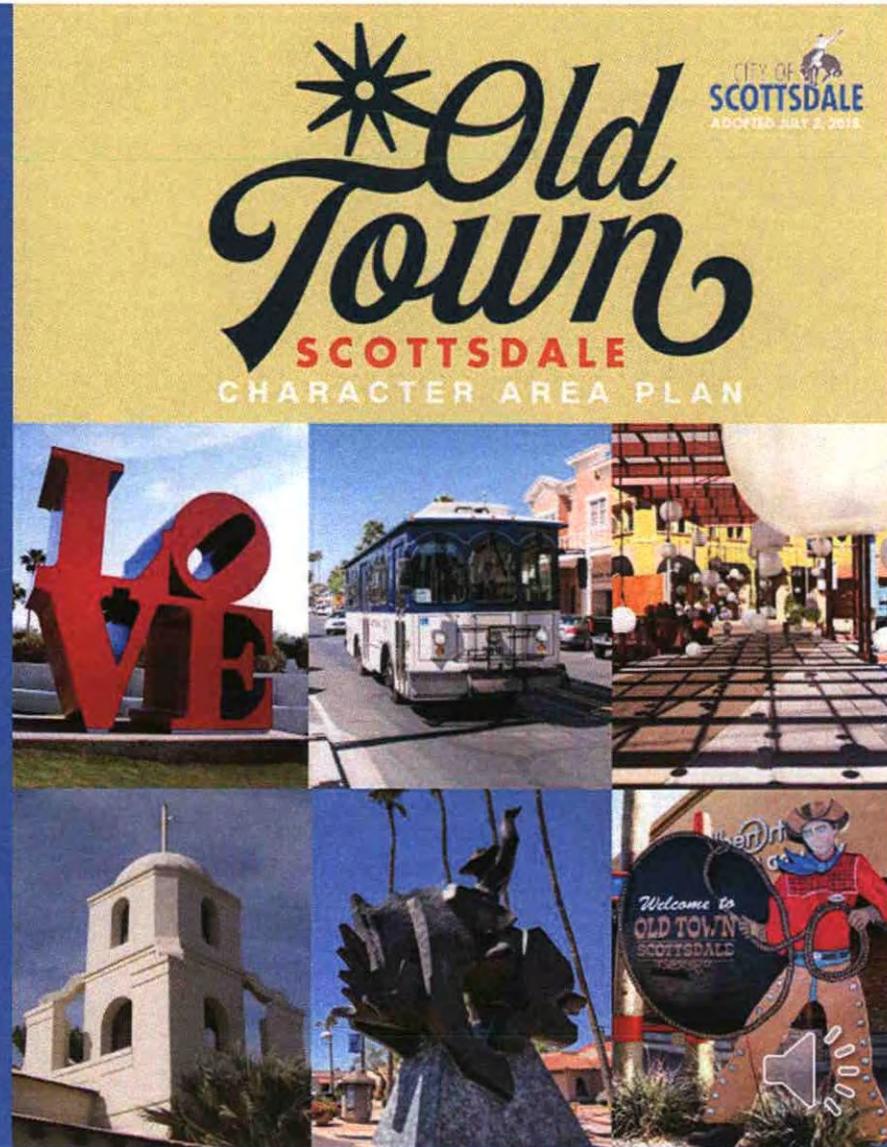
City Council direction to review, conduct public outreach and potentially update:

- The 2018 Old Town Scottsdale Character Area Plan
- The Scottsdale Zoning Ordinance sections related to Downtown and other affected sections, as applicable
- The Downtown Infill Incentive District



2018 Old Town Scottsdale Character Area Plan

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



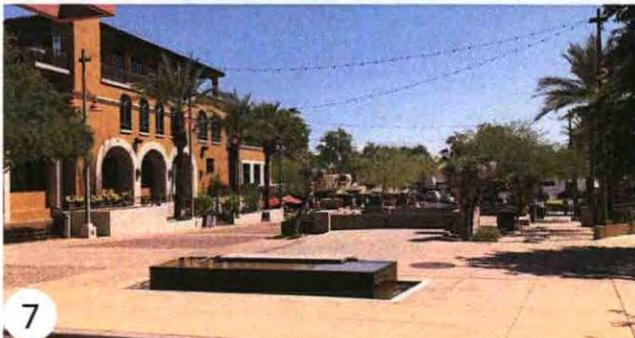
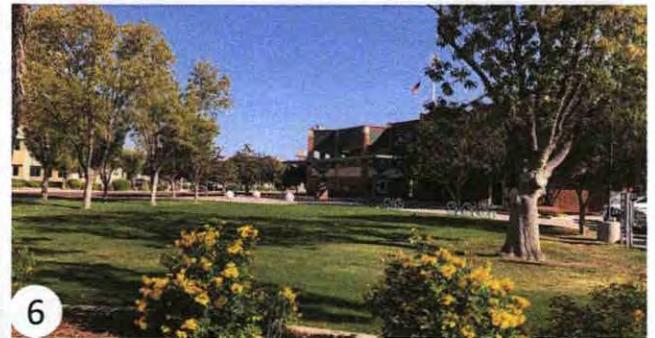
2018 Old Town Character Plan – Pedestrian Connectivity

- Primary focus on the pedestrian – describes where a high level of pedestrian activity is desired
- Hierarchy of connection types:
 - Pedestrian Place – Highest level of pedestrian use
 - Pedestrian Supportive – Heavy levels of pedestrian use
 - Pedestrian Compatible – Low level of pedestrian use



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Map 7 - Pedestrian Connectivity



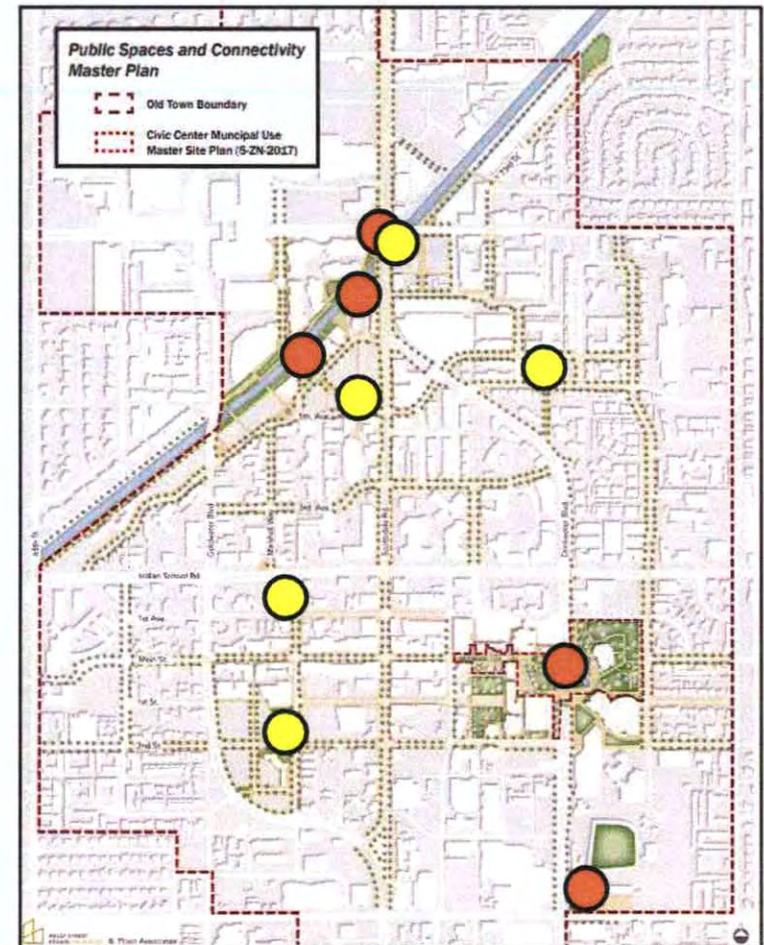
Human Connectivity – Public Open Spaces



- What aspects of these open space areas do you like that is represented in the pictures shown? What aspects don't you like?
- What types and/or sizes of open space areas do you think is well provided in Old Town?
 - Are there types /sizes of open space you think are lacking in Old Town?

2018 Old Town Character Plan – Open Space

- Downtown 2.0 Report
 - Encouraged creation of an “Emerald Necklace”
 - New public open spaces for increased event activity
 - A collection of primary open space and event areas connected by a series of improved pedestrian connections
 - Private and public development should create new, or expand existing, public realm and open space areas
- Existing Public Space
● Proposed Public Space



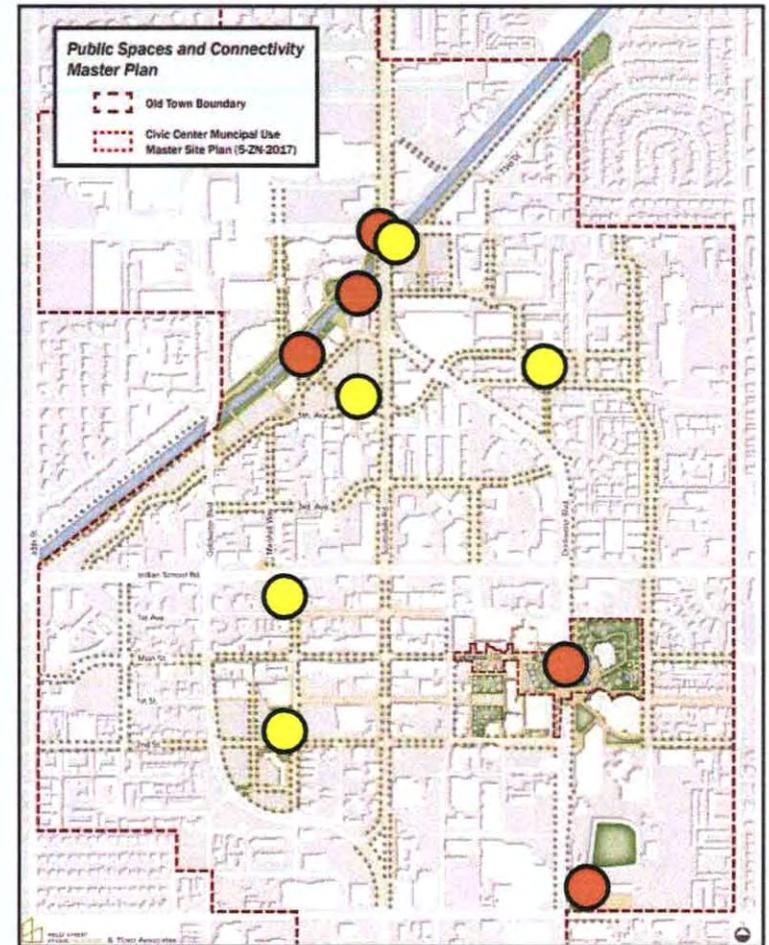
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Map 5 - Old Town Public Spaces and Connectivity Master Plan

Question

- Old Town includes primary open space areas, at Civic Center, Scottsdale Waterfront, Solstice Park, the Arizona Canal and Scottsdale Stadium.
- Should there be additional public open space areas? If so, where should they be added into the Old Town fabric?

- Existing Public Space
- Proposed Public Space

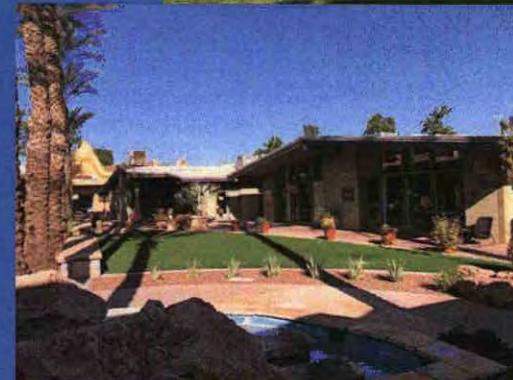
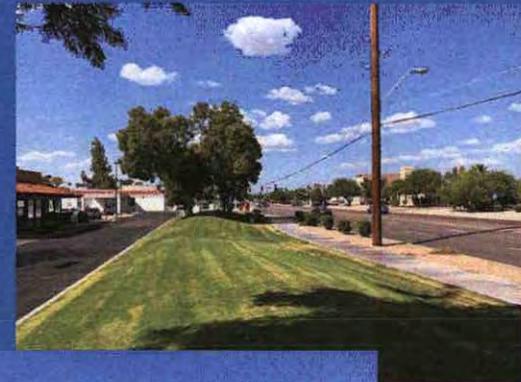


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Map 5 - Old Town Public Spaces and Connectivity Master Plan

Citywide vs Old Town Open Space

- The Zoning Ordinance requires open space as a base standard citywide
 - Typically utilized as landscape buffering between development or along streets
- The Zoning Ordinance does not require open space as a base requirement within Old Town – except defined Major Intersections
 - Camelback Rd. at Goldwater Blvd. and Scottsdale Rd.
 - Indian School Rd. at Goldwater and Drinkwater Blvd.
 - 2nd Street at Goldwater and Drinkwater Blvd.



Questions

- The Zoning Ordinance does not require open space as a base requirement within Old Town.
 - Should Old Town development standards include an open space requirement? Why or Why not?
 - Should Old Town open space requirements be tied to key locations or on each individual property?
 - What are some of the impacts (positive/negative) an Open Space requirement could create?



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Map 7 - Pedestrian Connectivity

Old Town Open Space

- The provision of public open space is treated as a public amenity in Old Town
 - Landscaped Space
 - Gathering Space
 - Special Event Space
- Consideration for Bonus Development Standards in Old Town
 - Public Open Space with a minimum area of **18,000** square feet.



Questions

- The Zoning Ordinance provides consideration of Bonus Development Standards (increased height and density) for development requests that incorporate large areas of public open space (minimum **18,000** sq ft)
 - Should Zoning Ordinance development flexibility be used as a tool to gain more public open space in Old Town?
 - What key aspects would you like to see incorporated into these large public open space areas? (size, accessibility, programming, etc.)



Old Town Character Plan and Zoning Updates Aggregate In-Person Open House Report

Introduction

On August 24th, 2021, City Council initiated:

- A non-major General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021)
- A text amendment to the City's Zoning Ordinance for 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 (Cases 1-TA-2021 and 1-II-2010#3)

Scottsdale City Council adopted the existing Old Town Scottsdale Character Area Plan (OTSCAP) in 2018. It serves as the long-range plan that guides growth and development in downtown Scottsdale, and incorporates community goals, policies, and an implementation program specific to this area of the community.

Downtown development is regulated by the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) sections of the Scottsdale Zoning Ordinance, the Downtown Infill Incentive District, in conjunction with the Old Town Scottsdale Urban Design & Architectural Guidelines.

Summary of Open House Results

Open houses were advertised in the AZ Republic newspaper on 10/2/2021. Post cards mailed to Old Town property owners, business owners and interested parties, 2,528 in total. In addition, the open house information was sent through multiple eNewsletters (Scottsdale Update, Old Town/Tourism, Economic Development, P & Z Link) that collectively reach approximately 18,600 subscribers. The open house schedule was discussed during the 9/21/2021 City Council Study Session Meeting and the October 13, 2021 Planning Commission Meeting.

Nine (9) open house sessions were offered and six (6) were held. Three (3) sessions were canceled due to a lack of registrations for those specific time slots. A total of 117 people attended (102 Registered with 15 Walk-In) the six (6) open houses sessions, the mix of participants included Old Town property owners, business owners and residents (Attachment 1, 2021 Old Town CAP Update Outreach Map). Notably, a total of 167 stakeholders registered for these in-person events.

The following report includes the presentation, discussion questions, and summaries of the responses from the open house sessions.

Downtown Development Types Map:

The facilitator presentation included the history of the Downtown Development Types map from 1984 – 2018. The history included some of the methodology for Type 1 to maintain the smaller buildings in the core, the expansion of Type 2 to take development pressure off Type 1 areas, and the formation of Type 2.5 and Type 3 to promote redevelopment in specific areas of the downtown identified by the community at that time. (Slides 1-8 of the Development Types Session Presentation, Attachment 1)

- **Should this development philosophy be continued? Why or why not?**
- **Where should height be guided by the Development Types in Old Town?**
- **What aspects of the Development Types do you agree with?**
 - **Types 1, 2, 2.5 and 3?**
 - **Locations/boundaries?**
 - **Adjacency to other Development Types?**
- **What aspects of the Development Types would you suggest changing?**

Participants supported continuing the philosophy of development types to guide height in Old Town. Themes in the outreach discussion suggested that Type 2.5 be removed because the creation of the Type 2.5 seemed arbitrary and benefits only one particular property owner interest. Historic Old Town was acknowledged to be an important area in this part of the community that should not be changed so as to preserve its character. Transitions in development types adjacent to Type 1 were considered important with additional suggestion that Type 2 be utilized as a transition between Types 1 and 3 specifically. Throughout the discussions, the desire for quality development was emphasized as important in all Development Types. Some participants expressed the desire to keep the Development Types as currently mapped. However, when suggestions were made to amend the Development Types map, there was a desire to: expand Type 1 to areas near 1st Avenue, to the peninsula of Type 3 along 5th Ave, and along 2nd Street and Marshall Avenue; expand Type 2 to areas north of Indian School Road currently designated as Type 1 for more density, flexibility and vibrancy throughout Old Town.

Base Maximum Heights:

The presentation included factors that influence building heights including contemporary floor heights for various uses. The history of building height allowances was shared that included the evolution of additional height allowed for residential and hotel uses in 1984, then additional height in the Downtown Regional and Medical districts of Downtown in 2009 and how that influenced Type 3 in 2018. (Slides 9-15 of the Development Types Session Presentation, Attachment 1)

- **What are your thoughts on the current base maximum height standards within Old Town?**

Participants expressed support for the current base building height maximums as set forth by the Zoning Ordinance with a desire for the character of Old Town to be maintained. Additional comments emphasized the importance of transitions that provide building setbacks and stepbacks to maintain human-scale character and pedestrian environments; acknowledgment that building trends and economics require additional height to meet market demands; base maximum height standards should be evaluated to consider views of the natural environment (i.e. Camelback Mountain, Papago, and the McDowell Mountains). Finally, some participants stated that there was no purpose to allow for additional height expressing a preference for allowable heights that existed prior to the 2018 Zoning Ordinance amendment.

Bonus Considerations for Public Benefits:

The presentation communicated the expectations of high design standards such as visually breaking up larger building facades and the provision of greater open space amenities, public art and green building initiatives in a Planned Block Development (PBD) along with two case studies of completed PBD projects within Old Town. (Slides 16-19 of the Development Types Session Presentation, Attachment 1)

Please rank the listed public improvements/benefits that may be exchanged for Bonus Provisions in order of importance to you within Old Town?

(1-8: 1= most important; 8= least important)

Weighted Average	Zoning Ordinance Special Public Improvements (ZO Sec. 7.1200)
1	Public Open Spaces
2	Major Infrastructure Improvements
3	Pedestrian Amenities
4	Public Parking Area
5	Cultural Improvements Program Contribution
6	Enhanced Transit Amenities
7	Workforce Housing
8	Uncategorized improvements and/or other community benefits that are subject to City Council approval
Data tabulated from 102 submitted open house participant surveys	

The above weighted average was calculated by taking the total sum of each submitted response specific to each public improvement and then dividing by the total number of responses.

The most important improvements to participants were Public Open Spaces, Major Infrastructure Improvements, and Pedestrian Amenities. Least Important were Enhanced Transit Amenities, Workforce Housing, and Uncategorized.

Additional comments received concerning existing bonus provision considerations include:

- The public benefits need to be more specifically defined
- Mixed use buildings should be required to have ground floor retail to enhance pedestrian activity
- Workforce housing should be revised and better defined to consider Section 8 housing, retirement housing, and homelessness solution
- Increase the current public open space minimum of 18,000 sq. ft.
- Public benefits for bonuses should be physical improvements, not payments
- There should be no bonuses necessary, public benefits should required with each project
- Art contributions for bonuses should be removed
- The City should determine what public benefits are needed with individual development projects and not be the desire of the developer to choose which public benefit to propose

Is there anything missing from the current list that you think should be included?

- Ensuring the request for bonus provisions contribute to the provision of Public Safety for Old Town
- Providing additional Solar/Renewable Energy beyond current International Green Construction Code (IGCC) requirements.
- The request for Bonus considerations bring forward an elevated quality of design

Bonus Height Maximums:

The history of the bonus height maximums and the relationship to the developments land size was presented. (Slides 20-26 of the Development Types Session Presentation, Attachment 1)

- **What are your thoughts on the current bonus maximum height standards within Old Town?**

Some participants expressed support for existing bonus maximum building height standards – while others expressed that current bonus maximum building heights allowed are too tall for the community. Participants emphasized that when bonus maximum heights are requested open space at the street/pedestrian level should be an expected public benefit.

Some participants supported the current process which permits City Council discretionary review and approval of such bonus requests and public benefit provisions.

Type and Building Transitions:

The Zoning Ordinance required setbacks between Development Types were explained within the presentation. (Slides 27-31 of the Development Types Session Presentation, Attachment 1)

- **Should existing setbacks between more intense Development Types (Type 2/2.5/3) and Type 1 areas be maintained?**
- **Should transitions continue to be amendable – subject to City Council approval?**

Participants supported the existing setbacks and the use of transitions. Input regarding the ability for a project to request an amendment to transitions varied. Comments regarding amendments to the setback transitions included the desire to not allow for such; while others expressed the importance of quality design and context in reviewing proposed amendments on a case-by-case basis.

Flexibility Policies:

The Old Town Character Area Plan policies that relate to development flexibility were discussed (Slides 1-5 of the Development Flexibility Session Presentation, Attachment 2)

Should the Old Town Plan continue to encourage development flexibility considerations?

- **Which of the policies (shown right) do you support? Which do you not support?**

94% (90 out of 96) of respondents supported the below policy as presented.

Policy LU 4.2 – Periodically review Downtown (D) and Planned Block Development (PBD) development standards to allow for the successful revitalization of smaller properties within the Downtown Core.

85% (81 out of 95) of respondents supported the below policy as presented.

Policy LU 4.3 – Periodically evaluate Downtown and Planned Block Development (PBD) development standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.

72% (67 out of 93) of respondents supported the below policy as presented.

Policy LU 4.4 – To assist the community in achieving the Old Town vision as established by this plan, the provision of public amenities and benefits should be provided when development bonuses such as increased floor area, greater density, greater height, transfer of development rights, and/or street/alley abandonment, are being considered.

- **Are there additional policies that should be considered?**

Flexibility at a policy standpoint was generally supported (all 3 policies discussed). Participants emphasized quality of materials and overall design of buildings as important to consider with flexibility.

Flexibility – Small-lot

Small lot development was discussed and included the definition of a small lot as a property less than 20,000 gross square feet, where the current small lots are located (primarily Downtown Core), and the ways that the Zoning Ordinance can provide flexibility. (Slides 6-9 of the Development Flexibility Session Presentation, Attachment 2)

- **Should development flexibility (parking/setbacks/stepbacks) for small-lot parcels in Old Town be continued? If yes, where should it be continued?**
- **Are there areas of Old Town where development flexibility for small-lots should not be considered?**
- **Is it your vision to maintain the small-lot development character in the Downtown Core?**

Participants supported development flexibility for small lots throughout all of Old Town. Participants did however express that less flexibility within Historic Old Town may be appropriate to maintain the Western character of this area. Some expressed that continuity in project design through such things as covered walkways and streetscapes is important throughout Old Town. Some participants voiced concern about parking flexibility with the general perception that parking is a problem in Old Town.

Planned Block Development (PBD) Flexibility – Public Benefits and PBD Adjoining Parcels

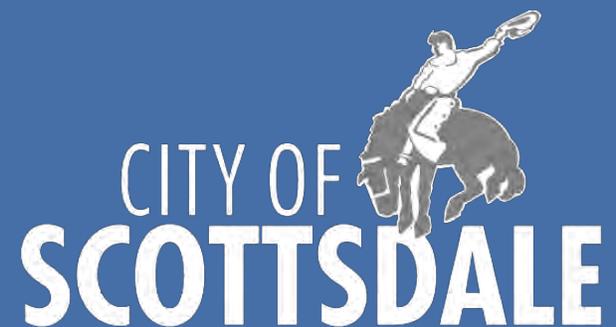
PBD development was discussed and where the PBD zones are located, case studies and the ways that the Zoning Ordinance can provide flexibility. (Slides 10-14 of the Development Flexibility Session Presentation, Attachment 2)

- **Should public benefits continue to be a consideration for development flexibility?**
- **Should the zoning ordinance continue to allow for flexibility for adjoining parcels under the PBD? For non-adjoining parcels?**

Participants supported the flexibility provided with the PBD, and that public benefits should continue to be a consideration associated with such. Some expressed that the public benefits should be reassessed to ensure the trade-off of development bonuses are equal to the public benefits received. Participants expressed that non-adjoining parcels should not be considered for a PBD request. Others stated that PBD could include a large portion/percentage of the parcels as adjoining, for the purpose of allowing continued development flexibility.

ATTACHMENTS TO OPEN HOUSE REPORT

1. Old Town Plan & Zoning Ordinance Update Development Types Session Presentation
2. Old Town Plan & Zoning Ordinance Update Development Flexibility Session Presentation
3. 2021 Old Town CAP Update Outreach Map
4. Public Comment Forms from Open Houses



Old Town Plan & Zoning Ordinance Update Development Types Session

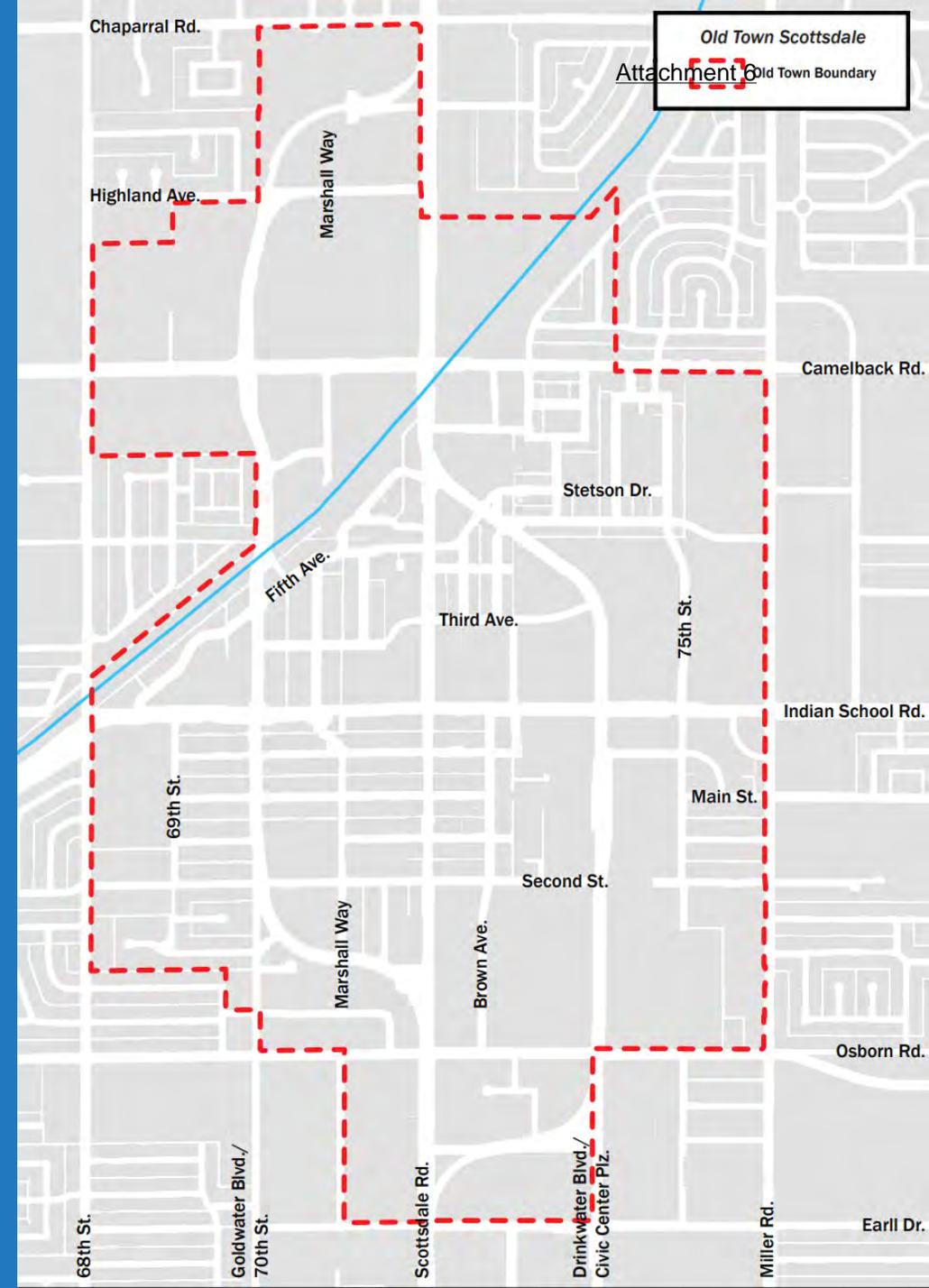
Community Input Series

5-GP-2021 | 1-TA-2021 | 1-II-2010#3

Background

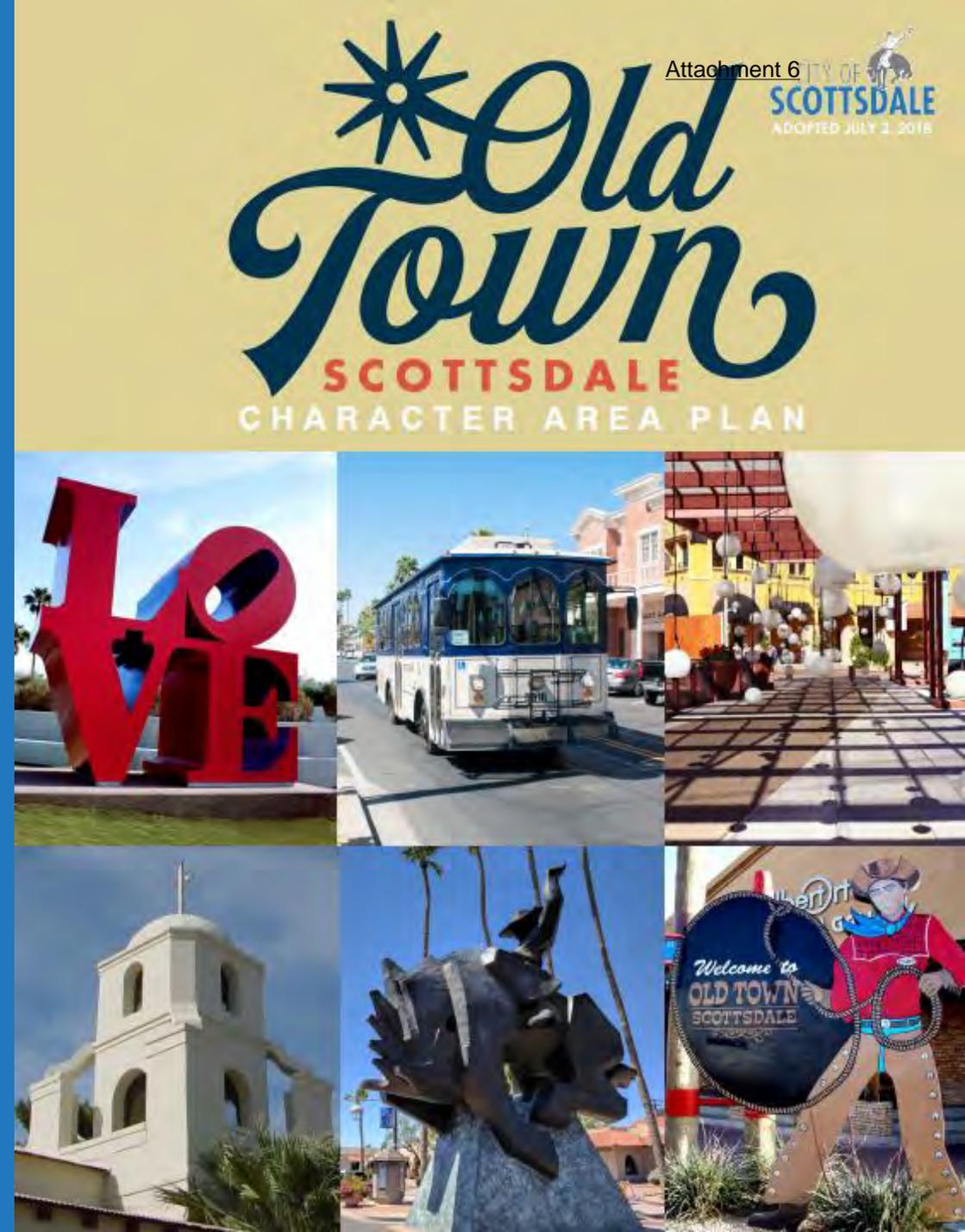
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2018 Old Town Scottsdale Character Area Plan

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- Shapes physical form
- Consists of 5 Chapters:
 - **Land Use – Development Types**
 - Character & Design
 - Mobility
 - Arts & Culture
 - Economic Vitality



2018 Old Town Scottsdale Character Area Plan

- Development Types Guide:
 - Location & Intensity of Development
 - Building Height
 - Base Height Maximums
 - Bonus Considerations
 - Bonus Height Maximums
 - Building Transitions



1984 Downtown Plan

Purpose of Plan

- Attract specific land uses
- Create Couplet for projected increased development/traffic
- Expect high quality design with a pedestrian focus

Pattern of Development Types First Established

- Type 1 low scale development (doughnut hole)
- Type 2 medium to high-scale development (doughnut)

Downtown (D) Zoning District First Established (1986)

- Public Improvements/Bonuses to attract land uses
 - Increased floor area ratio (FAR),
 - Increased Building Height
- Planned Block Development (PBD) – land assembly/revitalization



2009 Downtown Plan Update

Purpose of Plan Update

- Bring 25-year-old plan up to date
- 1984 Plan implementation items completed

Pattern of Development Types

- Continued Type 1 and Type 2 – to guide development
- Type 2 Development expanded in certain areas

Downtown (D) Zoning District Updated (2012)

- Ability to ask for 150' building heights only in:
 - Downtown Regional
 - Medical Campus
- Ability to ask for 150' – precursor to the Type 3



2018 Old Town Plan Update

Purpose of Plan

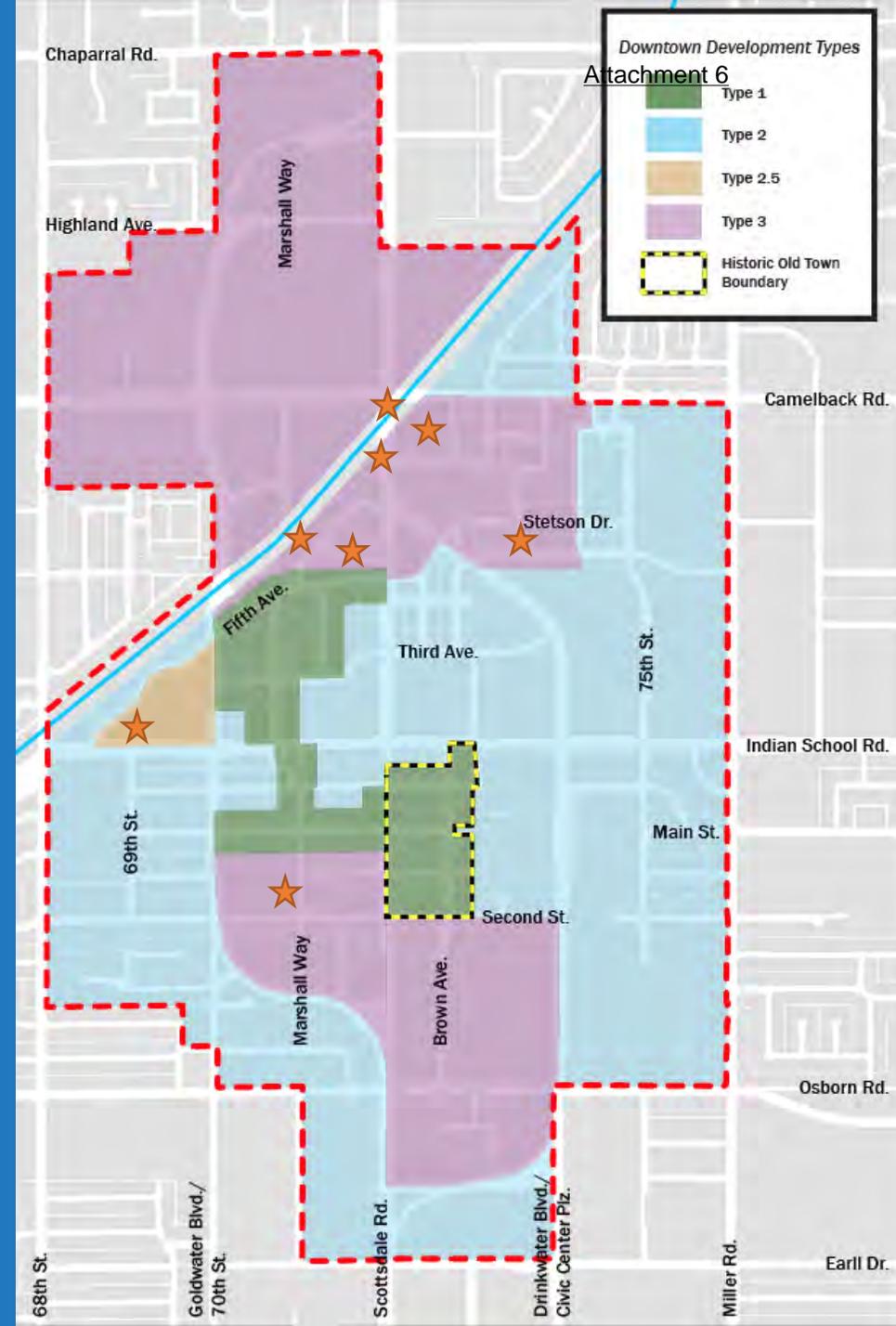
- Align with Tourism branding/marketing
- Implement Downtown 2.0 Tourism Study

Pattern of Development Types

- Continued Type 1 + Type 2 Development
- Introduced Type 2.5 to support revitalization in a specific area
- Acknowledged Medical/Regional areas as Type 3
- Expand Type 3 near public open spaces/key amenities/Couplet ★

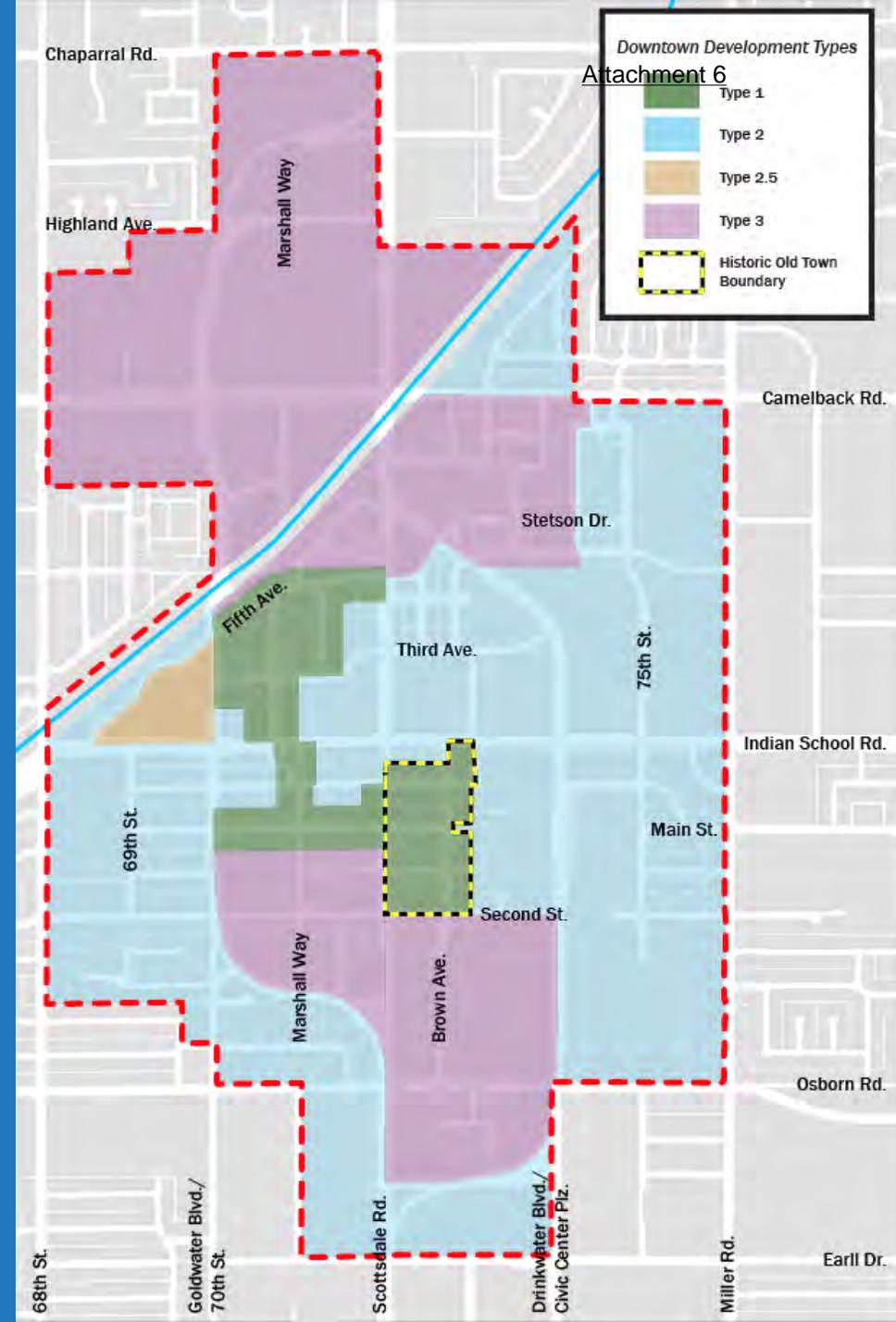
Zoning Ordinance Update (D, DO and PBD Districts)

- International Green Construction Code (IGCC) – base requirement in PBD
- Consolidated bonus development standards (height, FAR, density)
- Minor updates to the Cultural Improvements Program
- Allowed ability to ask for 150' in Type 3/PBD in expanded areas



Questions – Development Types

- Since 1984, the philosophy behind the Development Types is to maintain & protect the low intensity development at the center of Old Town (doughnut hole) from development pressures, by allowing for medium & higher intensity development to occur around the center (doughnut).
 - Should this development philosophy be continued? Why or why not?
 - Where should height be guided by the Development Types in Old Town?
- Since 1984, the Old Town Plan has used Development Types to show the community where low, medium, and higher intensity development will be located in Old Town.
 - What aspects of the Development Types do you agree with?
 - Types 1, 2, 2.5 and 3?
 - Locations/boundaries?
 - Adjacency to other Development Types?
- What aspects of the Development Types would you suggest changing?



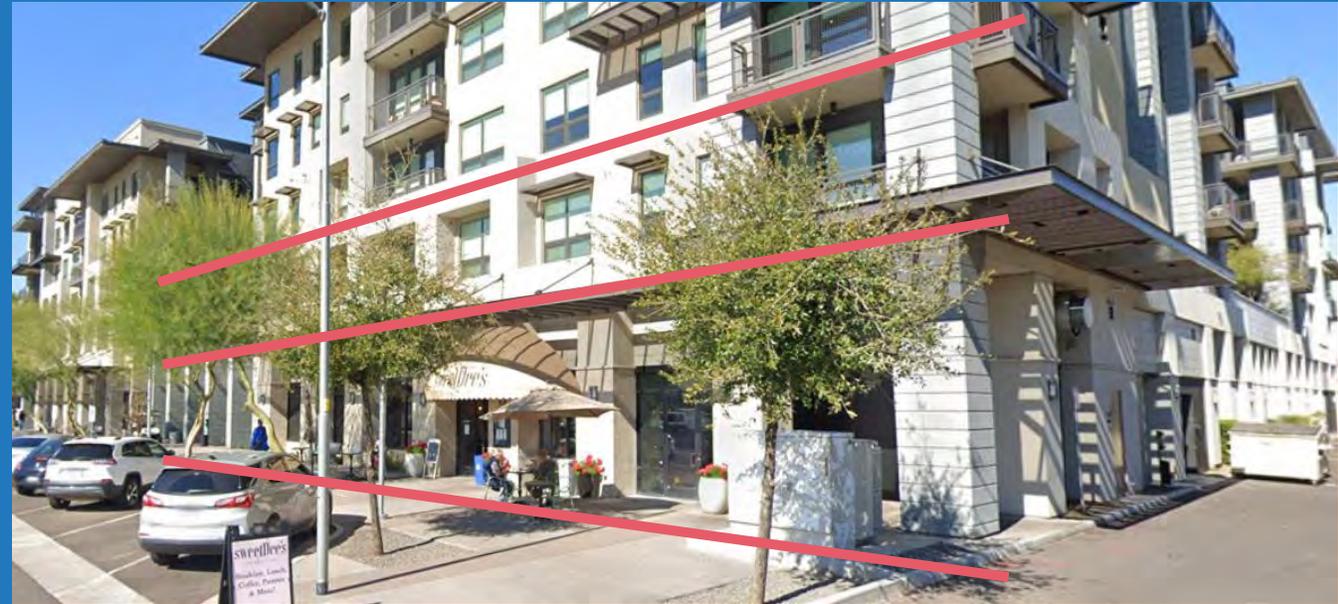
2018 Old Town Scottsdale Character Area Plan

- Development Types Guide:
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 - **Building Height**
 - Base Height Maximums
 - Bonus Considerations
 - Bonus Height Maximums
 - Building Transitions

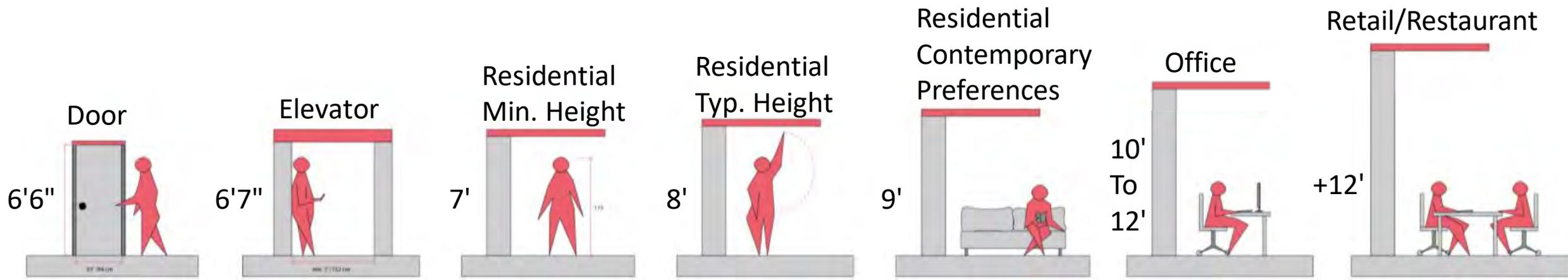


Building Height

- Factors that influence building height include:
 - Building Purpose
 - Adaptability
 - Zoning Development Standards

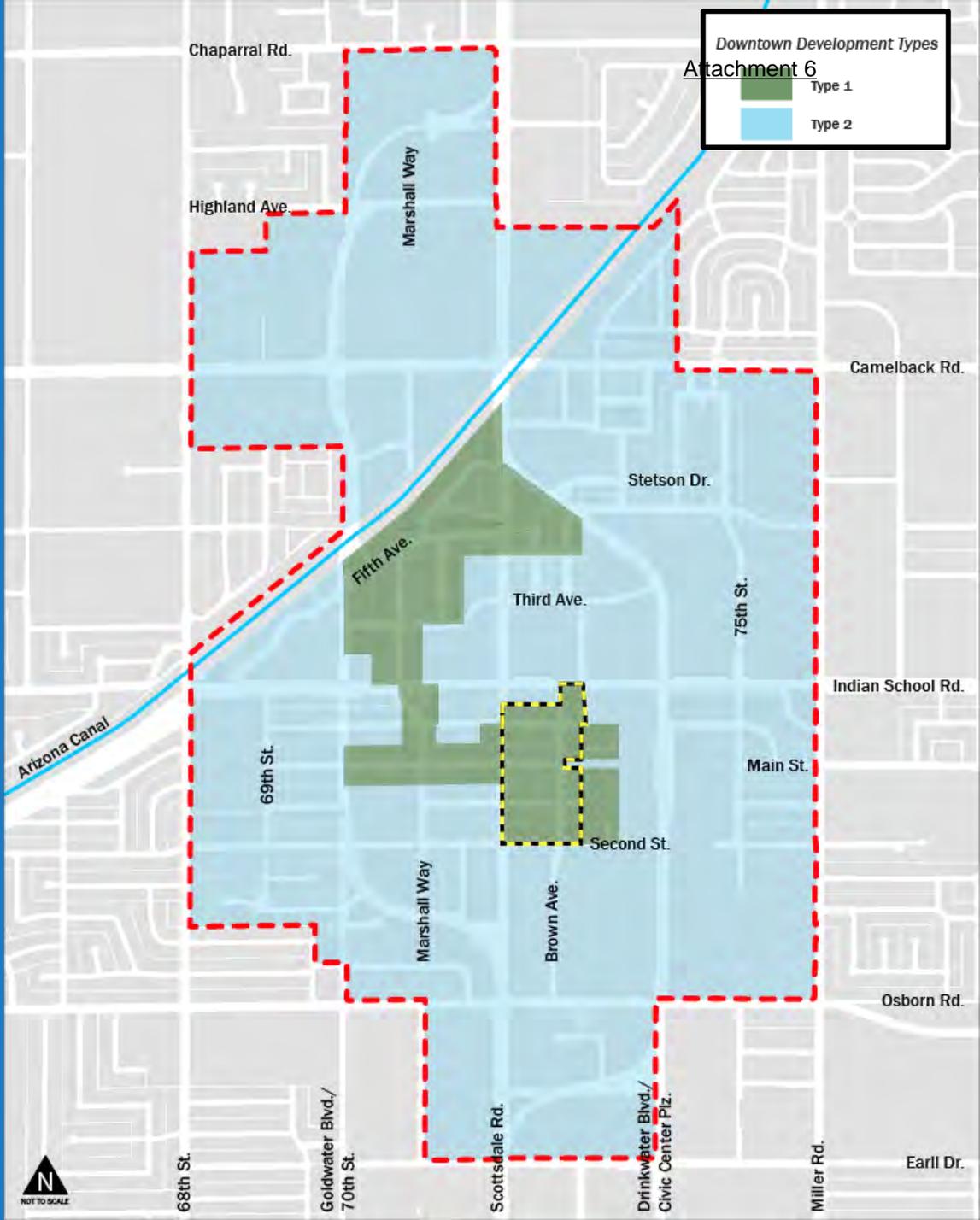


Commercial Uses = 20'



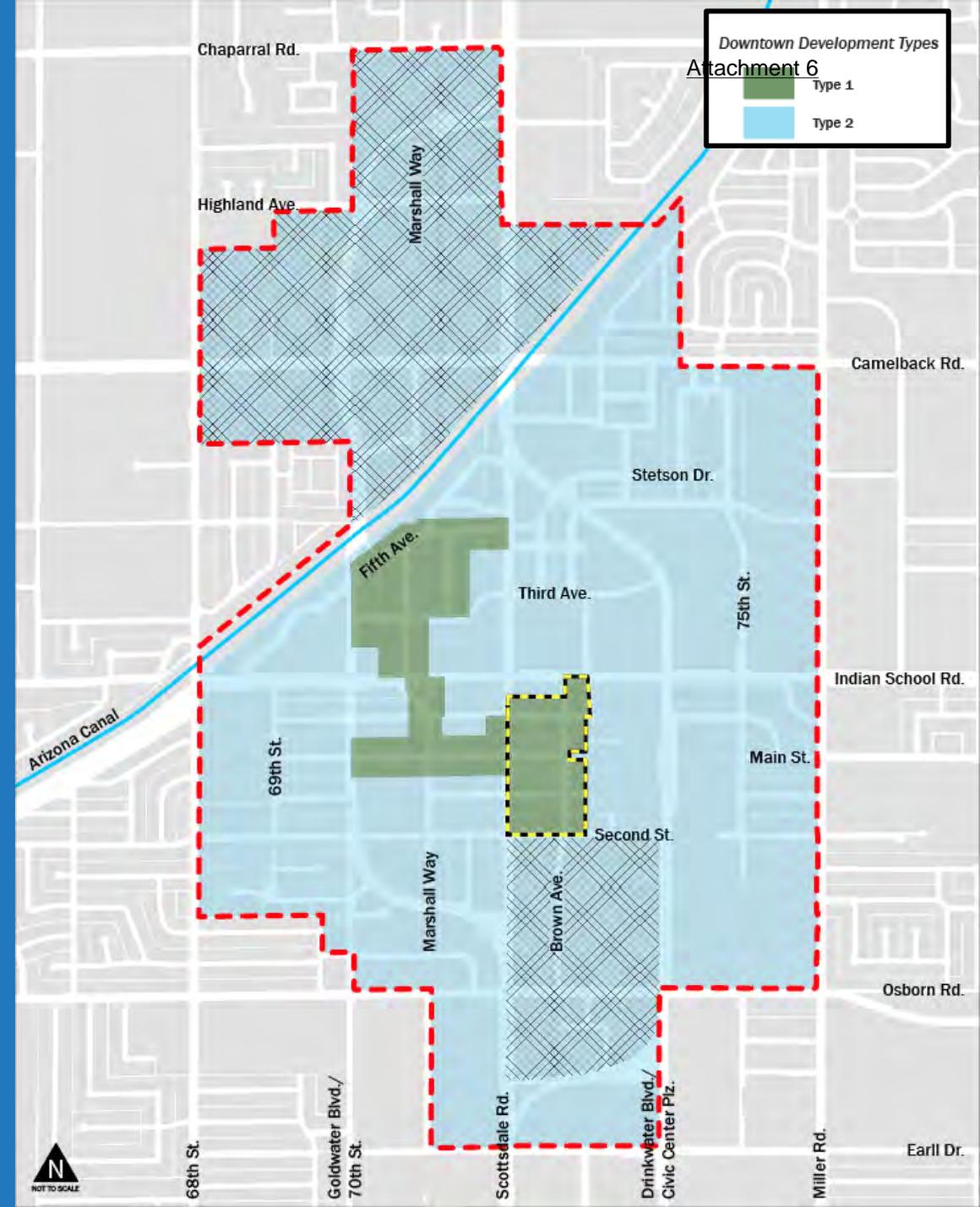
1984 Base Maximum Heights

		<i>Base Maximum</i>
	Type 1	<u>26' throughout Type 1</u> <u>36' throughout Type 1</u> for Residential or Hotel Use
	Type 2	<u>38' All Uses</u> <u>50' Residential Use</u> <u>72' Hotel Use</u>



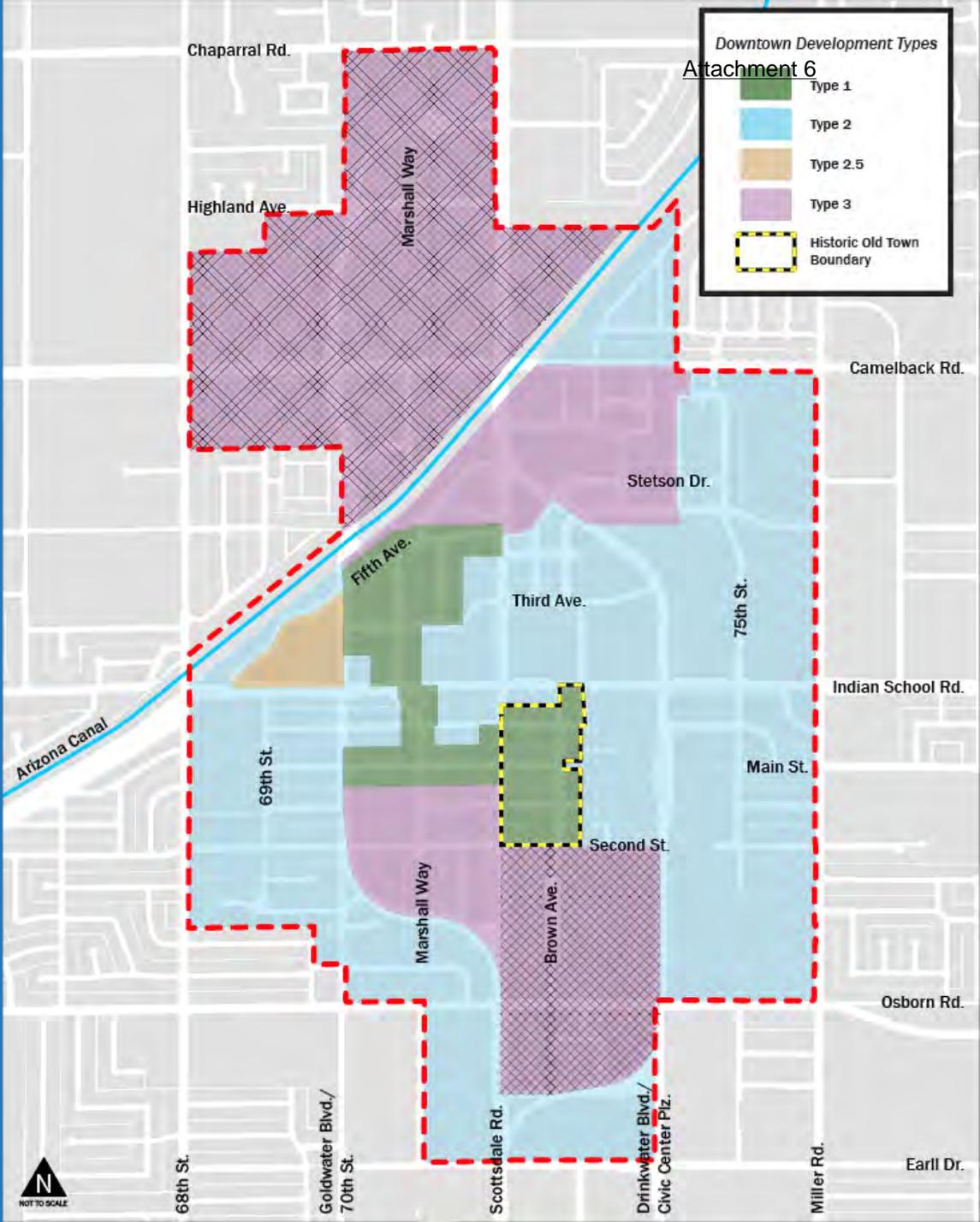
2012 Base Maximum Heights

		<i>Base Maximum</i>
	Type 1	40' in Historic Old Town 48' in all other Type 1 areas
	Type 2	66' throughout Type 2 84' in Type 2, Downtown Regional / Medical

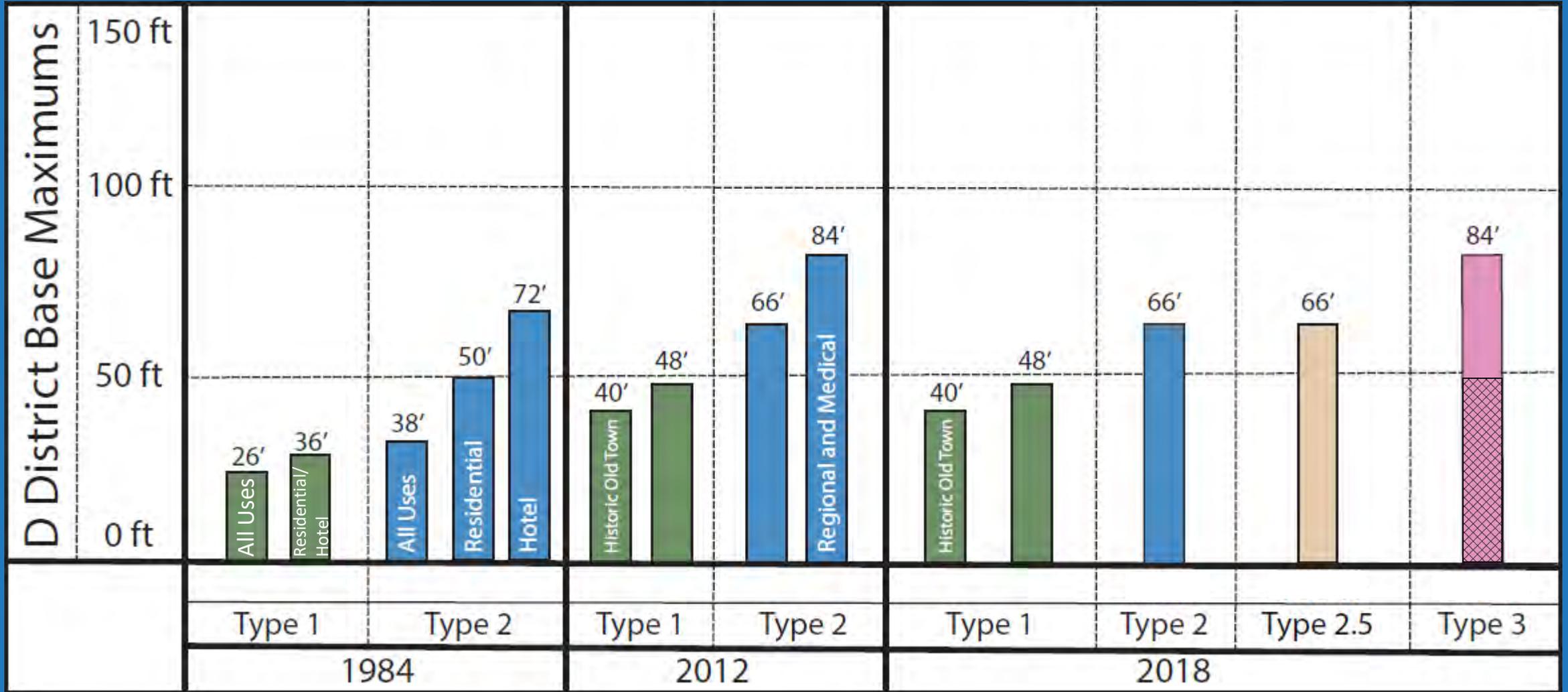


2018 Base Maximum Heights

		<i>Base Maximum</i>
	Type 1	40' in Historic Old Town 48' in all other Type 1
	Type 2	66'
	Type 2.5	66'
	Type 3	84'



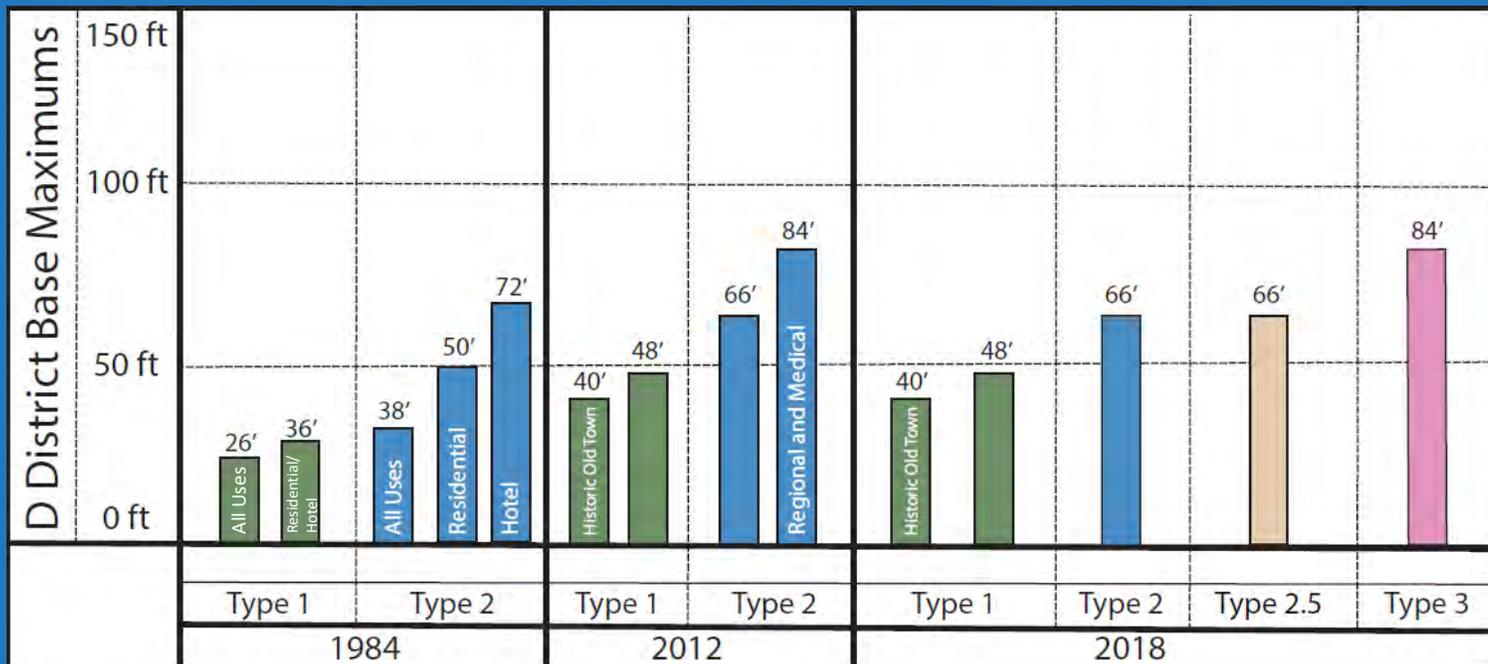
Base Maximum Height Over Time



Questions

Development Types show the community where low, medium, and higher intensity development may be located in Old Town. The Zoning Ordinance notates base maximum height that can be achieved in those specific areas.

- What are your thoughts on the current base maximum height standards within Old Town?



Attachment 6



2018 Old Town Scottsdale Character Area Plan

- Development Types Guide:
 - Location & Intensity of Development
 - **Building Height**
 - Base Height Maximums
 - **Bonus Considerations**
 - Bonus Height Maximums
 - Building Transitions



Bonus Standard Requirements

- Bonus standards are development standards that exceed the base requirements outlined by the Zoning Ordinance.

Planned Block Development Overlay (PBD) District

- Special public improvements/public benefits allow development bonus standards consideration:
 - Major Infrastructure Improvements
 - Public Parking Areas
 - Public Open Spaces (Minimum 18,000 Square Feet)
 - Cultural Improvements Program Contribution*
 - Enhanced Transit Amenities
 - Pedestrian Amenities
 - Workforce Housing
 - Uncategorized improvements and/or other community benefits
 - Subject to City Council Approval
- *Contribution Costs for Bonus Development Standards are outlined in Section 7.1200 of the City's Zoning Ordinance.



Old Town Zoning – PBD Flexibility Example

- Optima Sonoran Village
 - Sought bonus height, density & FAR
 - \$250,000 to Downtown improvements
 - Goldwater Blvd pedestrian improvements
 - Arizona Canal shared use path improvements
 - Undergrounding of overhead powerlines
 - Public Park/Plaza open space



- Alta Osborn / Griffin
 - Sought bonus density
 - \$388,000 to Downtown Cultural Trust Fund
 - Increased setback on Scottsdale Road
 - Street furniture
 - Scottsdale Road Streetscaping



Questions

Bonus Considerations have historically been utilized to encourage specific uses (such as residential or hotel uses) or to promote redevelopment within Old Town. Public benefit contributions have been realized through infrastructure improvements, public art, and pedestrian improvements.

- Please rank the listed public improvements/benefits that may be exchanged for Bonus Provisions in order of importance to you within Old Town?

(1-8: 1= most important; 8= least important)

- Is there anything missing from the current list that you think should be included?

Planned Block Development Overlay (PBD) District

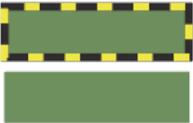
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 - Pedestrian Amenities
 - Workforce Housing
 - Uncategorized improvements and/or other community benefits
 - Subject to City Council Approval
- *Contribution Costs for Bonus Development Standards are outlined in Section 7.1200 of the City's Zoning Ordinance.

2018 Old Town Scottsdale Character Area Plan

- Development Types Guide:
 - Location & Intensity of Development
 - **Building Height**
 - Base Height Maximums
 - Bonus Considerations
 - **Bonus Height Maximums**
 - Building Transitions

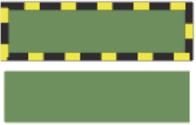


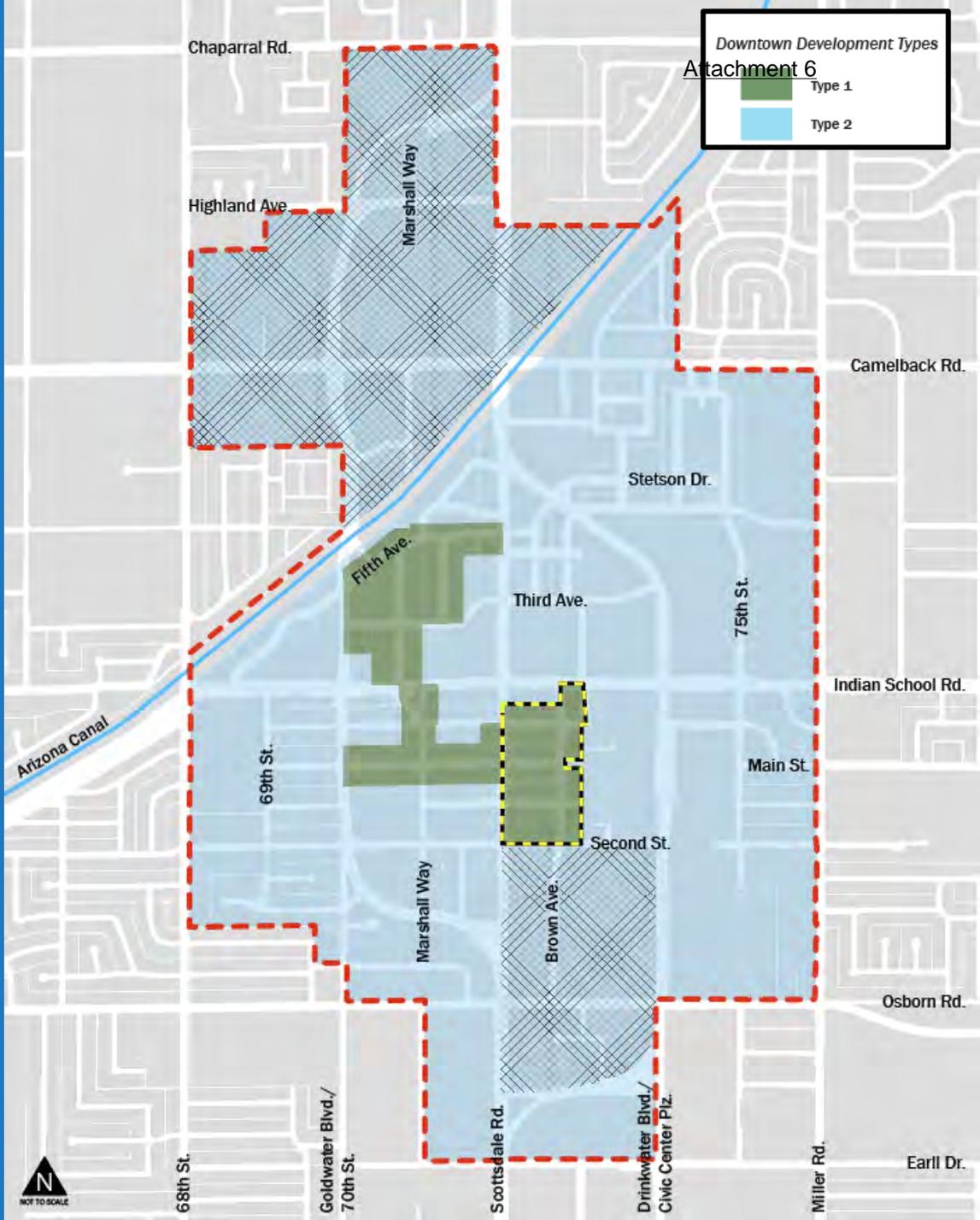
1984 Bonus Maximum Heights

		1984 Bonus Maximum
	Type 1	N/A
	Type 2	50' PBD ≥ 100,000 sq ft <hr/> 65' PBD ≥ 200,000 sq ft



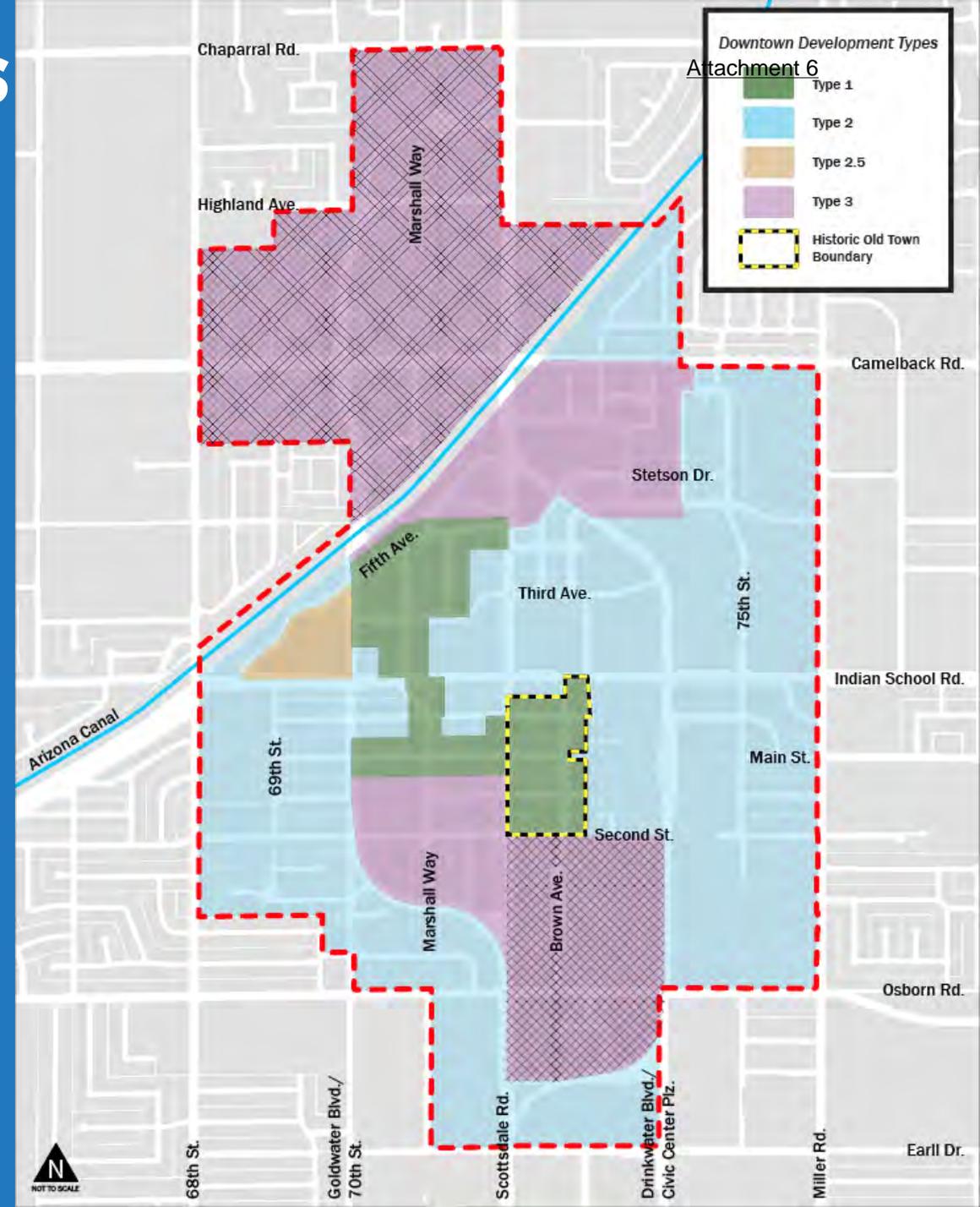
2012 Bonus Maximum Heights

		2012 Bonus Maximum
	Type 1	N/A
	Type 2	<p><i>Downtown Multiple/Civic</i></p> <p>78' PBD ≥ 20,000 sq ft</p> <hr/> <p>90' PBD ≥ 100,000 sq ft</p>
		<p><i>Downtown Regional/Medical</i></p> <p>90' PBD ≥ 20,000 sq ft</p> <hr/> <p>120' PBD ≥ 100,000 sq ft</p> <hr/> <p>150' PBD ≥ 200,000 sq ft</p>

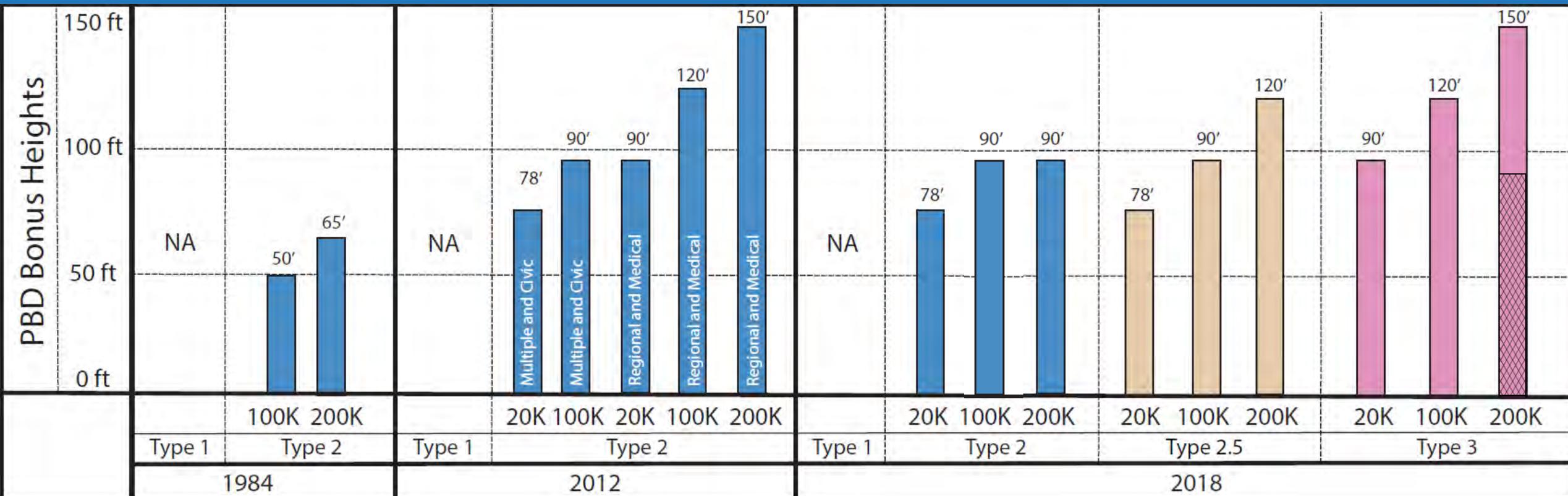


2018 Bonus Maximum Heights

		<i>Gross Lot Area to be <u>equal to or greater than:</u></i>		
		20,000 to 100,000 square feet	100,000 to 200,000 square feet	200,000 square feet or more
	Type 2	78'	90'	90'
	Type 2.5	78'	90'	120'
	Type 3	90'	120'	150'



Bonus Maximum Height Over Time



Old Town Land Ownership

Land Ownership Composition

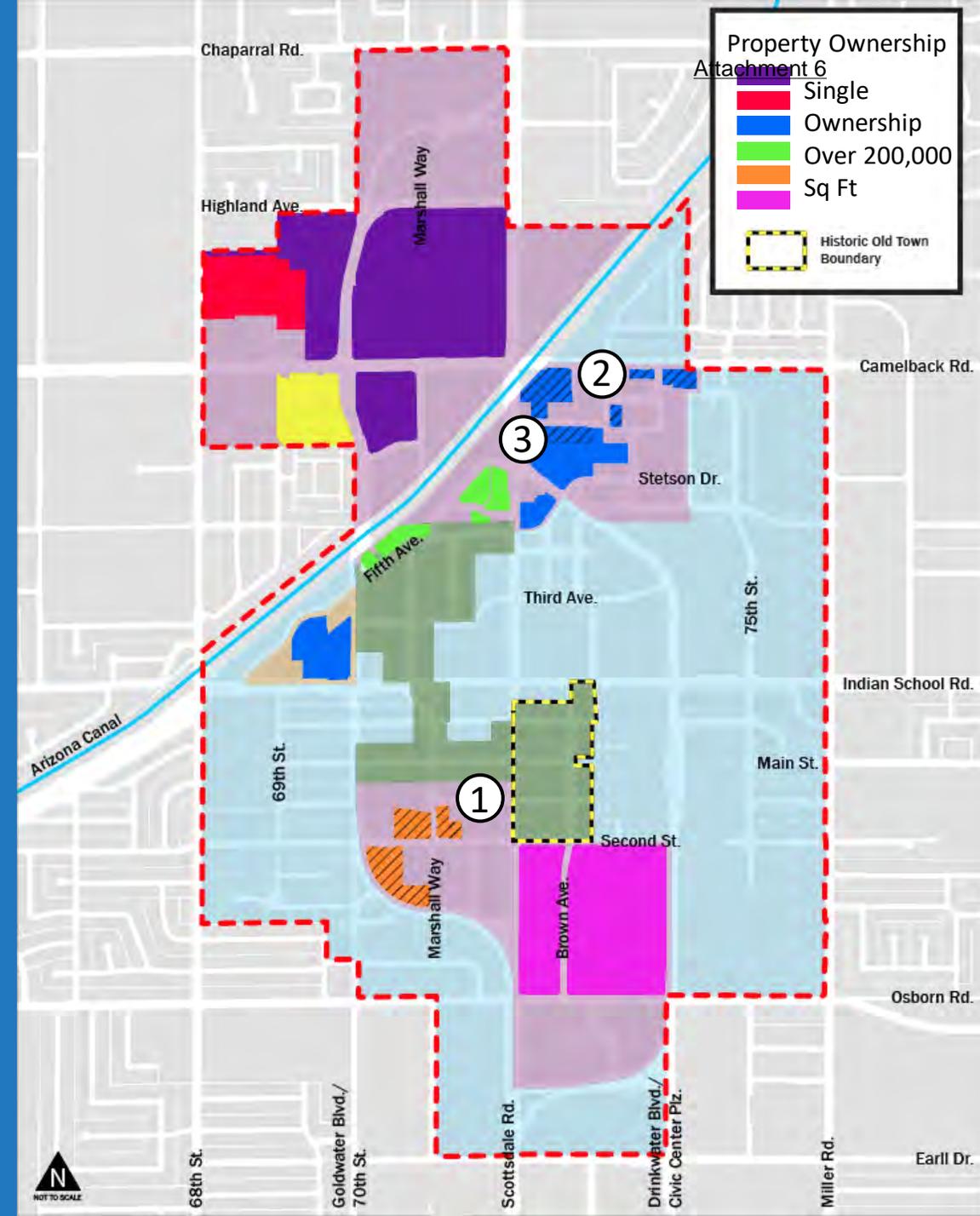
- Displays existing ownership patterns that allow the ability to request the maximum bonus allowances for PBD District (90', 120', 150')
 - Land Ownership = 200,000 square feet or more

Since 2018

- 3 projects approved with PBD District and maximum bonus provisions
 - ① Museum Square
 - ② The Collection
 - ③ Marquee

What does this all mean?

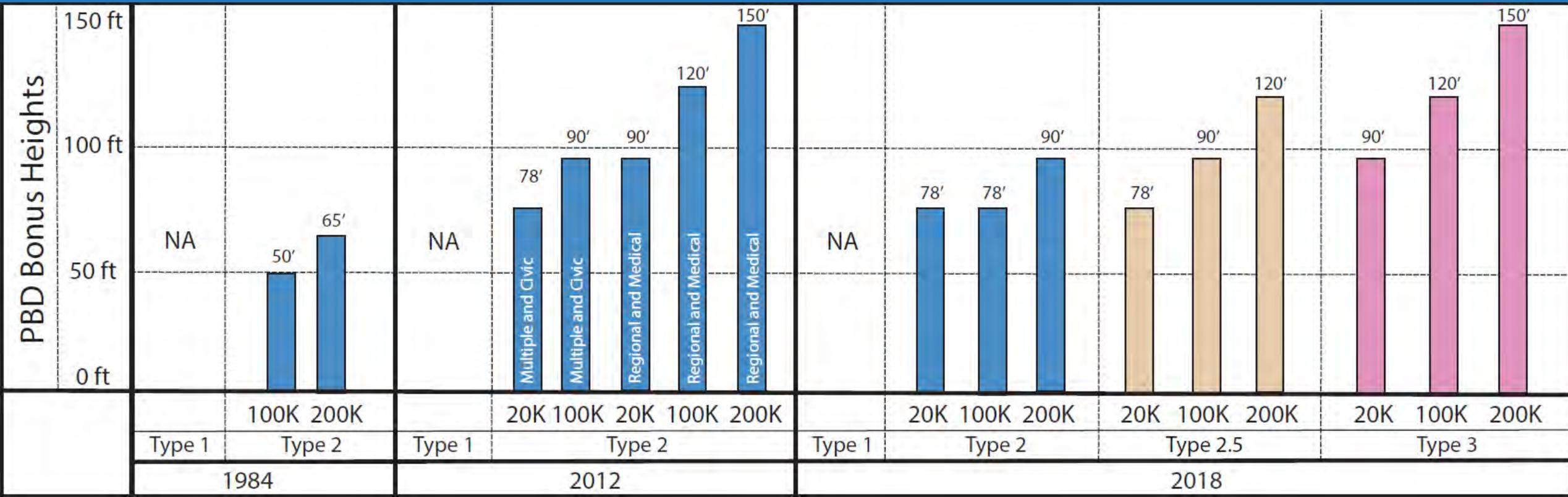
Not every property in Type 3 can ask for 150' – need minimum lot size of 200,000 to ask for 150' and Council approval – 150' is not allowed automatically



Questions

Development Types show the community where low, medium, and higher intensity development may be located in Old Town. The Zoning Ordinance notates bonus maximum height that can be requested in specific areas.

- What are your thoughts on the current bonus maximum height standards within Old Town?



2018 Old Town Scottsdale Character Area Plan

- Development Types Guide:
 - Location & Intensity of Development
 - Building Height
 - Base Height Maximums
 - Bonus Considerations
 - Bonus Height Maximums
 - Building Transitions



Development Transition

Old Town Scottsdale Character Area Plan

- Policy LU 2.1 – Development should transition in scale, height, and intensity from higher scale to lower scale Development Types
- Goal CD 2 – Development should transition in scale, height, and intensity at the Old Town Boundary

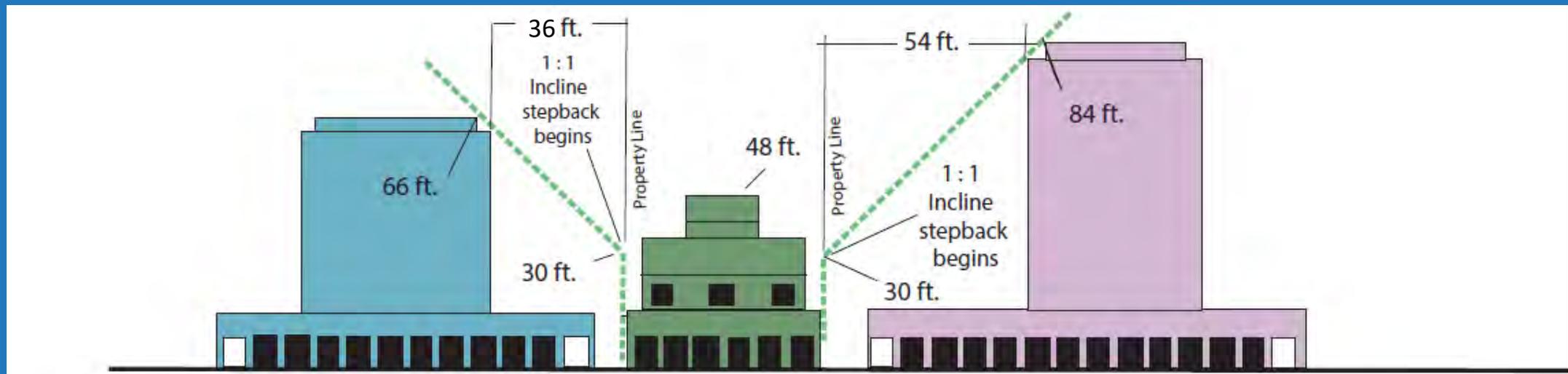
Zoning Ordinance

- Downtown District (D) – Transitions to single-family residential, between Development Types, and at the Old Town Boundary
- Downtown Overlay (DO) – Transitions to single-family residential, between Development Types, and at the Old Town Boundary
- Planned Block Development (PBD) – Transitions to the Old Town Boundary



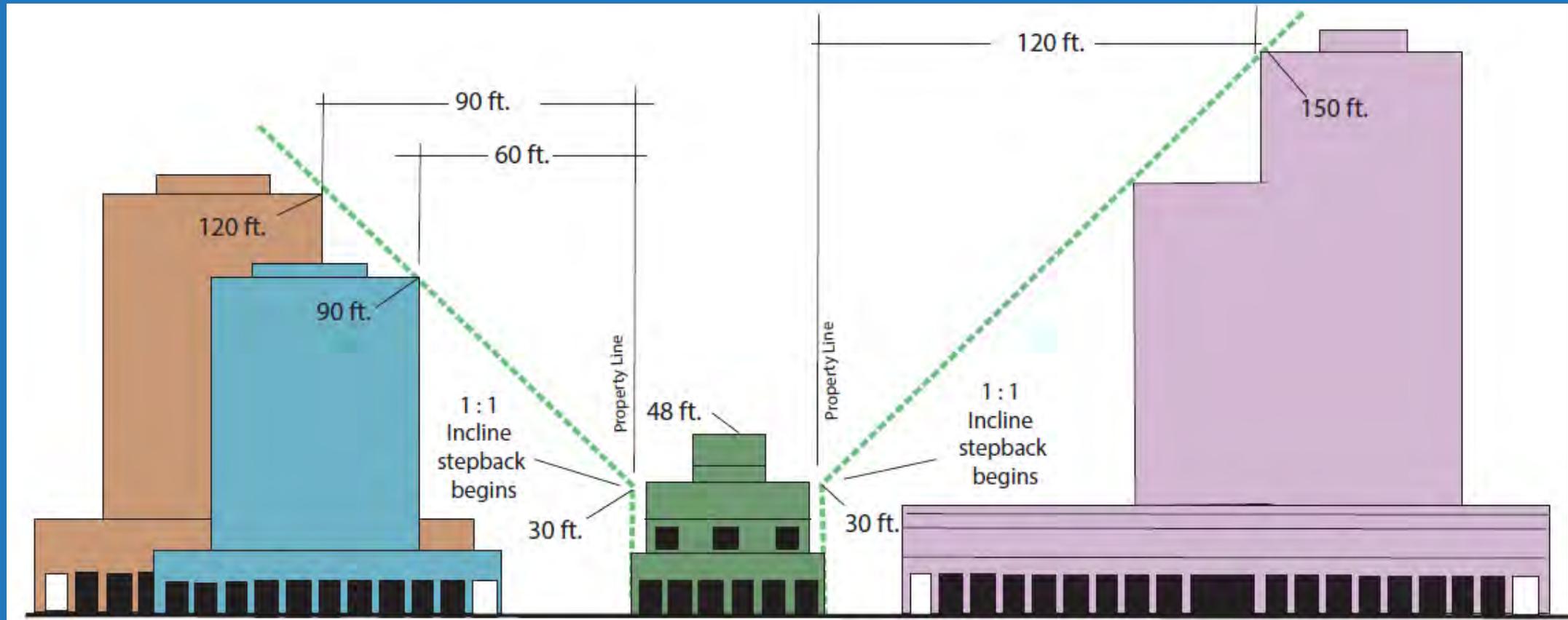
Transitions – Type 1, Base Maximum Transitions

- Zoning Ordinance provides stepback standards for more intense Development Types (Type 2/2.5/3) when adjacent to Type 1



Transitions – Type 1, Bonus Maximum Transitions

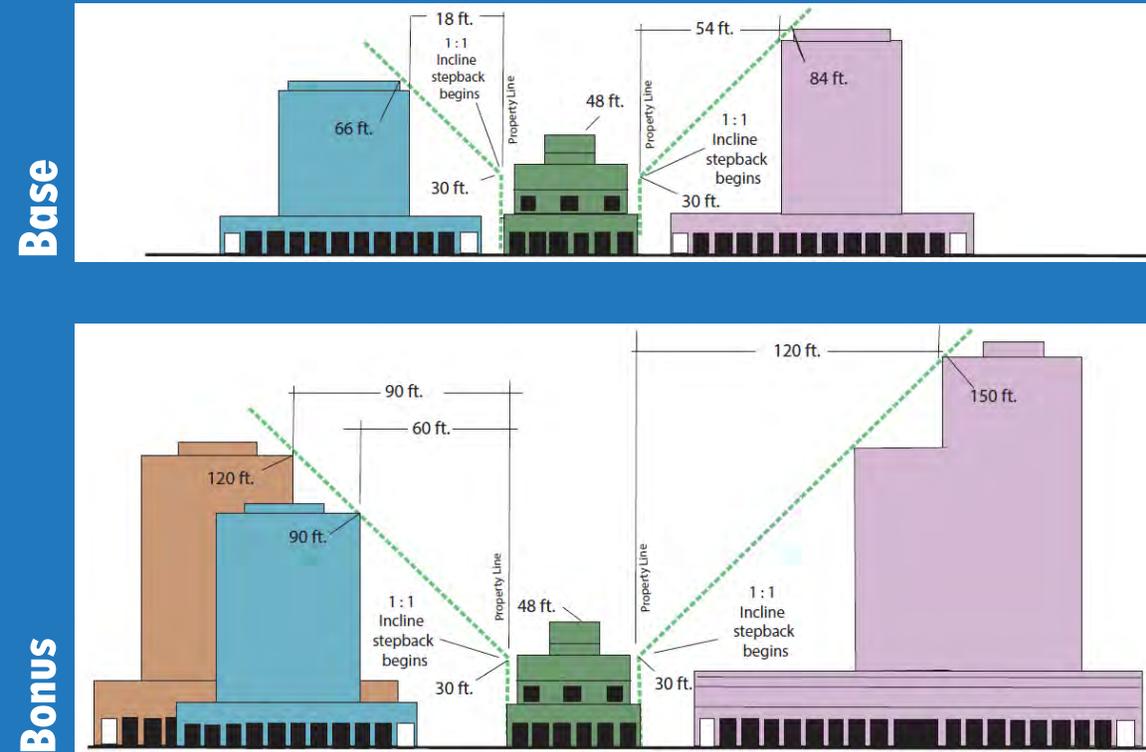
- Zoning Ordinance provides the same stepback standards for more intense Development Types (Type 2/2.5/3) when adjacent to Type 1

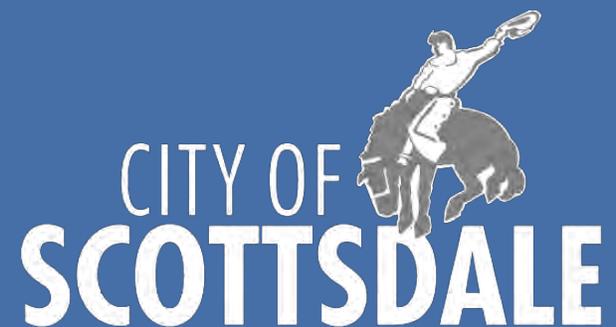


Questions – Type 1 Transitions

The Zoning Ordinance provides transitions via specified stepbacks pertaining to more intense Development Types (Type 2/2.5/3) when adjacent to Type 1 areas.

- Should existing stepbacks between more intense Development Types (Type 2/2.5/3) and Type 1 areas be maintained?
- Should transitions continue to be amendable – subject to City Council approval?





Old Town Plan & Zoning Ordinance Update Development Flexibility Session

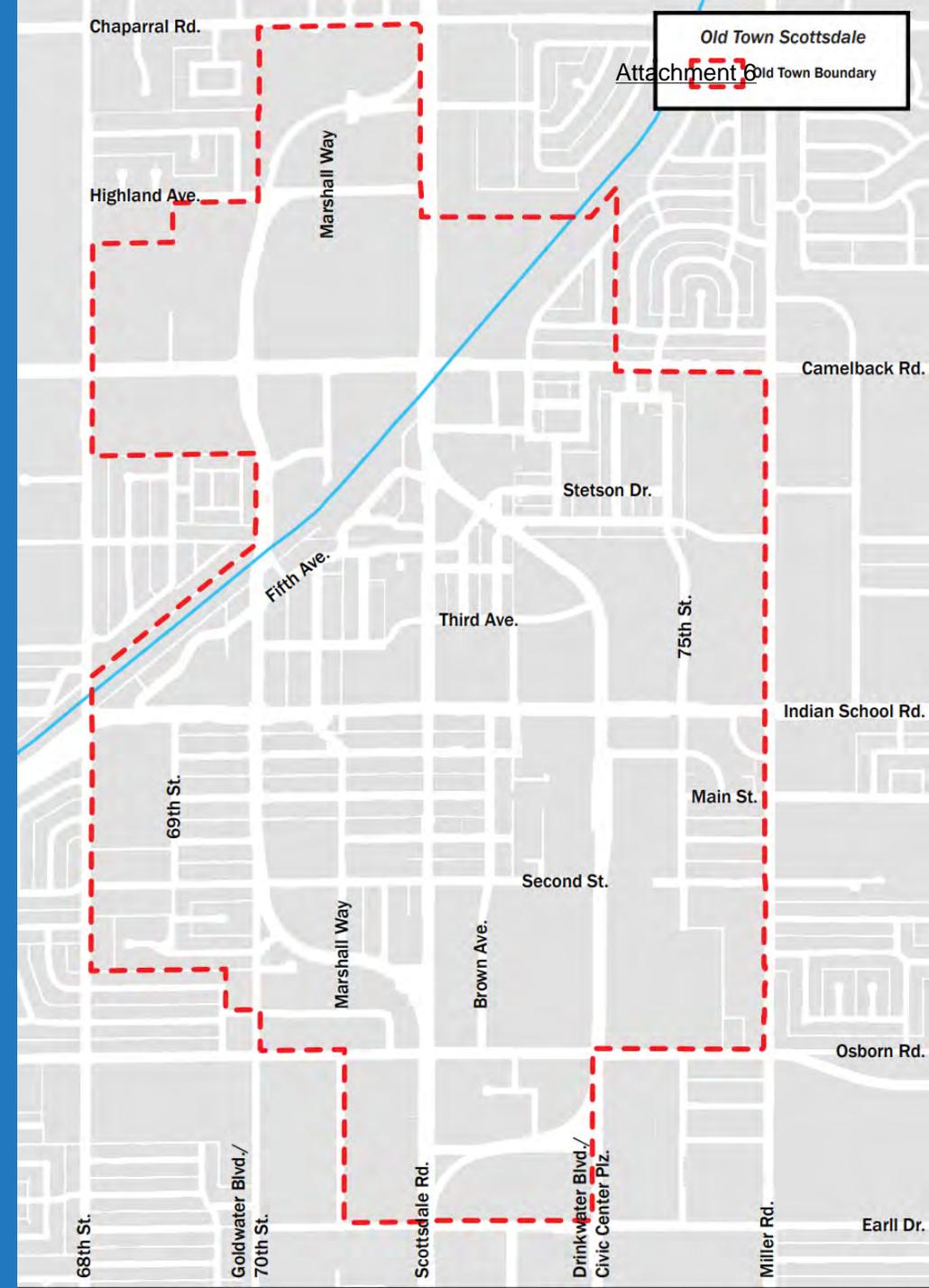
Community Input Series

5-GP-2021 | 1-TA-2021 | 1-II-2010#3

Background

City Council direction to review, conduct public outreach and potentially update:

- The 2018 Old Town Scottsdale Character Area Plan
- The Scottsdale Zoning Ordinance sections related to Downtown and other affected sections, as applicable
- The Downtown Infill Incentive District



2018 Old Town Scottsdale Character Area Plan

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



Old Town CAP Flexibility

- Policy LU 4.2 – Review development standards to allow revitalization of smaller properties
- Policy LU 4.3 – Evaluate development standards to accommodate new contemporary building typologies
- Policy LU 4.4 – Provision of public amenities when development bonuses are being considered



Questions

Old Town Flexibility has historically been exercised to achieve specific uses or public benefits in Old Town. The 2018 Old Town Plan continues the city's effort to promote redevelopment efforts in this area of the community to maintain a vibrant downtown.

- Should the Old Town Plan continue to encourage development flexibility considerations?
- Which of the policies (shown right) do you support? Which do you not support?
- Are there additional policies that should be considered?

- Policy LU 4.2 – Review development standards to allow revitalization of smaller properties
- Policy LU 4.3 – Evaluate development standards to accommodate new contemporary building typologies
- Policy LU 4.4 – Provision of public amenities when development bonuses are being considered

Old Town Zoning – Flexibility

Downtown (D) District

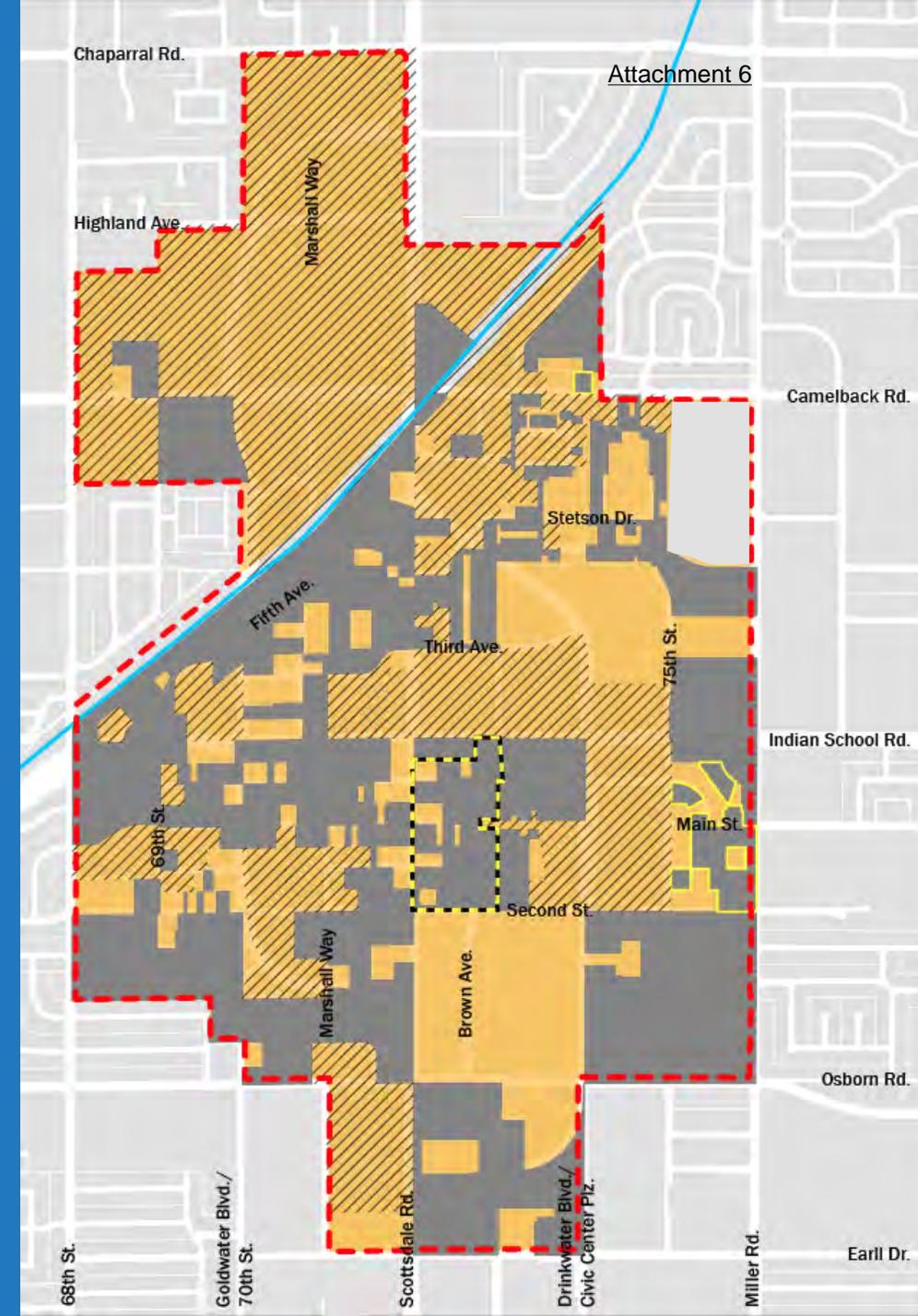
- Small Parcel flexibility (less than 20,000 sq ft - gross)
 - 10% or more Reduction in Setbacks/Stepbacks
- Bonus Floor Area for specified design features

Downtown Overlay (DO)

- Small Parcel flexibility (less than 20,000 sq ft - gross)
 - 10% or more Reduction in Setbacks/Stepbacks
- Parking flexibility

Planned Block Development Overlay (PBD) District

- Development flexibility to implement Plan and achieve public benefit (more than 20,000 sq ft - gross)
 - Increased Height Maximum
 - Increased Gross Floor Area Ratio (GFAR)
 - Increased Density
 - Amend Setbacks/Stepbacks



Old Town Zoning – Flexibility

Downtown (D) District

- Small Parcel flexibility (less than 20,000 sq ft - gross)
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- Development flexibility to implement Plan and achieve public benefit (more than 20,000 sq ft - gross)
 - Increased Height Maximum
 - Increased Gross Floor Area Ratio (GFAR)
 - Increased Density
 - Amend Setbacks/Stepbacks

Setback

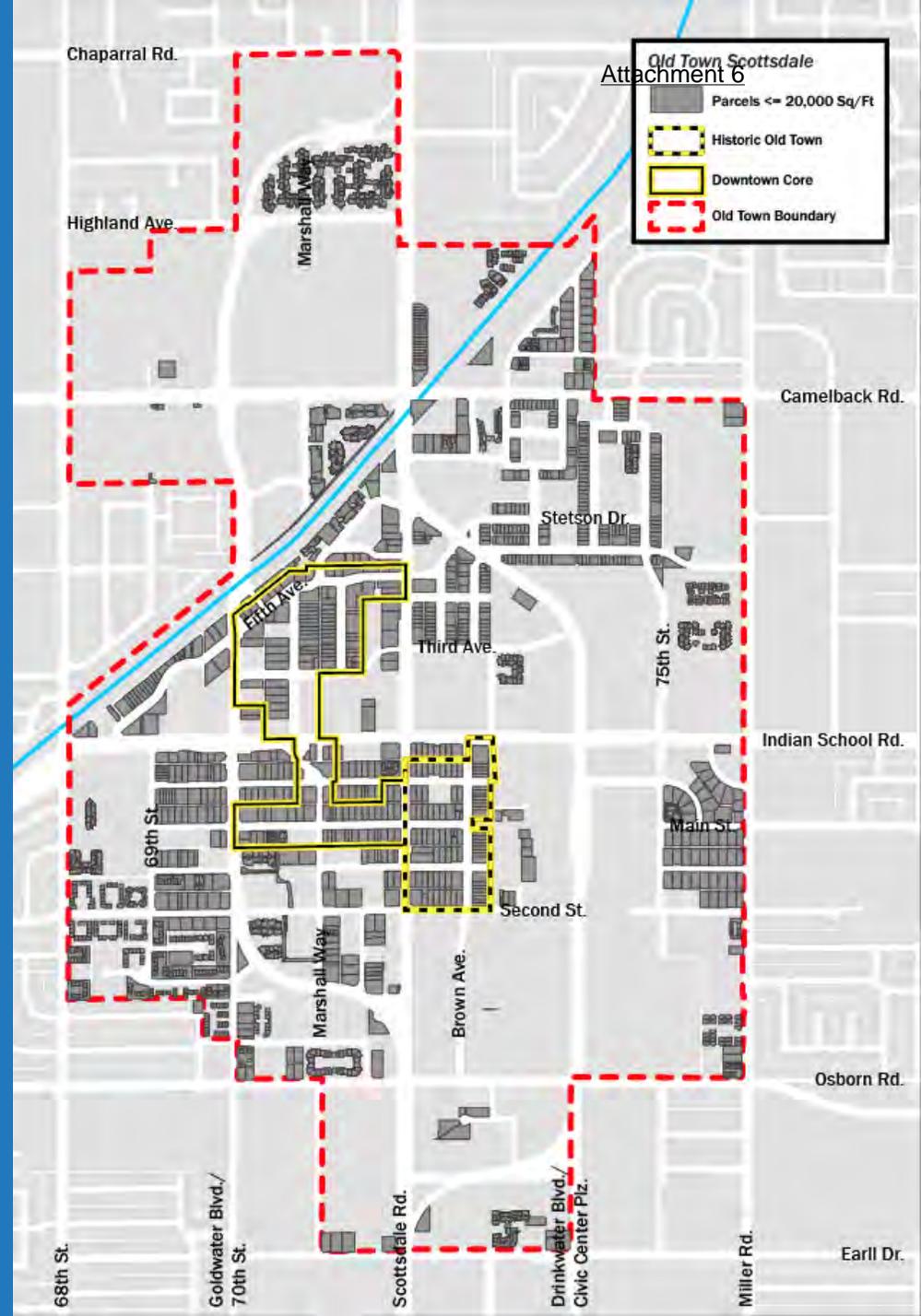


Stepback



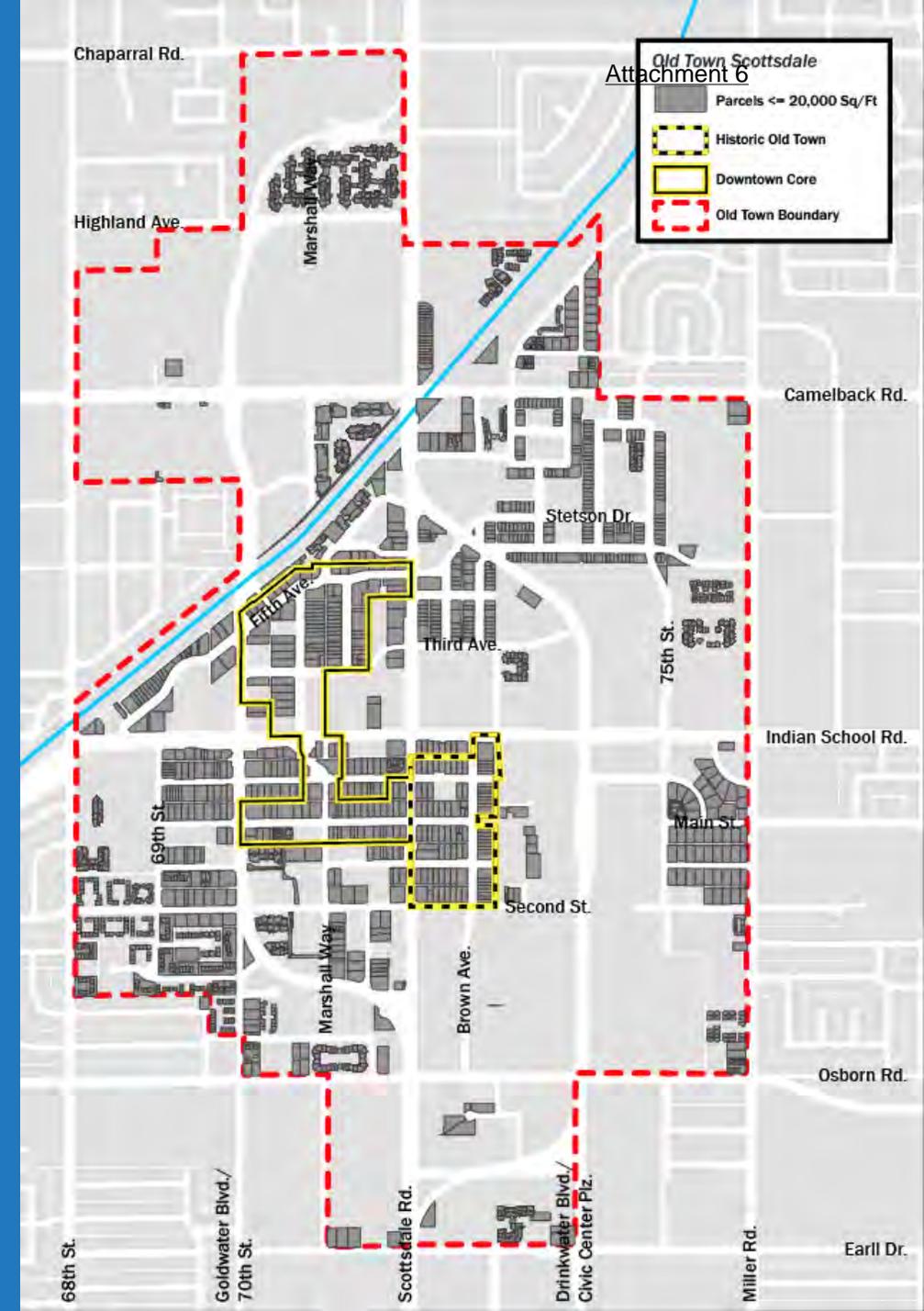
Small Lot Flexibility

- On-site Parking
- On-site Refuse
- Existing site conditions
- Zoning Ordinance design requirements
 - Setbacks / Building Location
 - Stepbacks



Questions

- The Zoning Ordinance provides flexibility for the redevelopment of small-lot parcels by allowing for a reduction of building setbacks, stepbacks, and the provision of on-site parking.
 - Should development flexibility (parking/setbacks/stepbacks) for small-lot parcels in Old Town be continued? If yes, where should it be continued?
 - Are there areas of Old Town where development flexibility for small-lots should not be considered?
 - Is it your vision to maintain the small-lot development character in the Downtown Core?



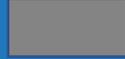
Old Town Zoning – Flexibility

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 - 10% or more Reduction in Setbacks/Stepbacks
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Downtown Overlay (DO)

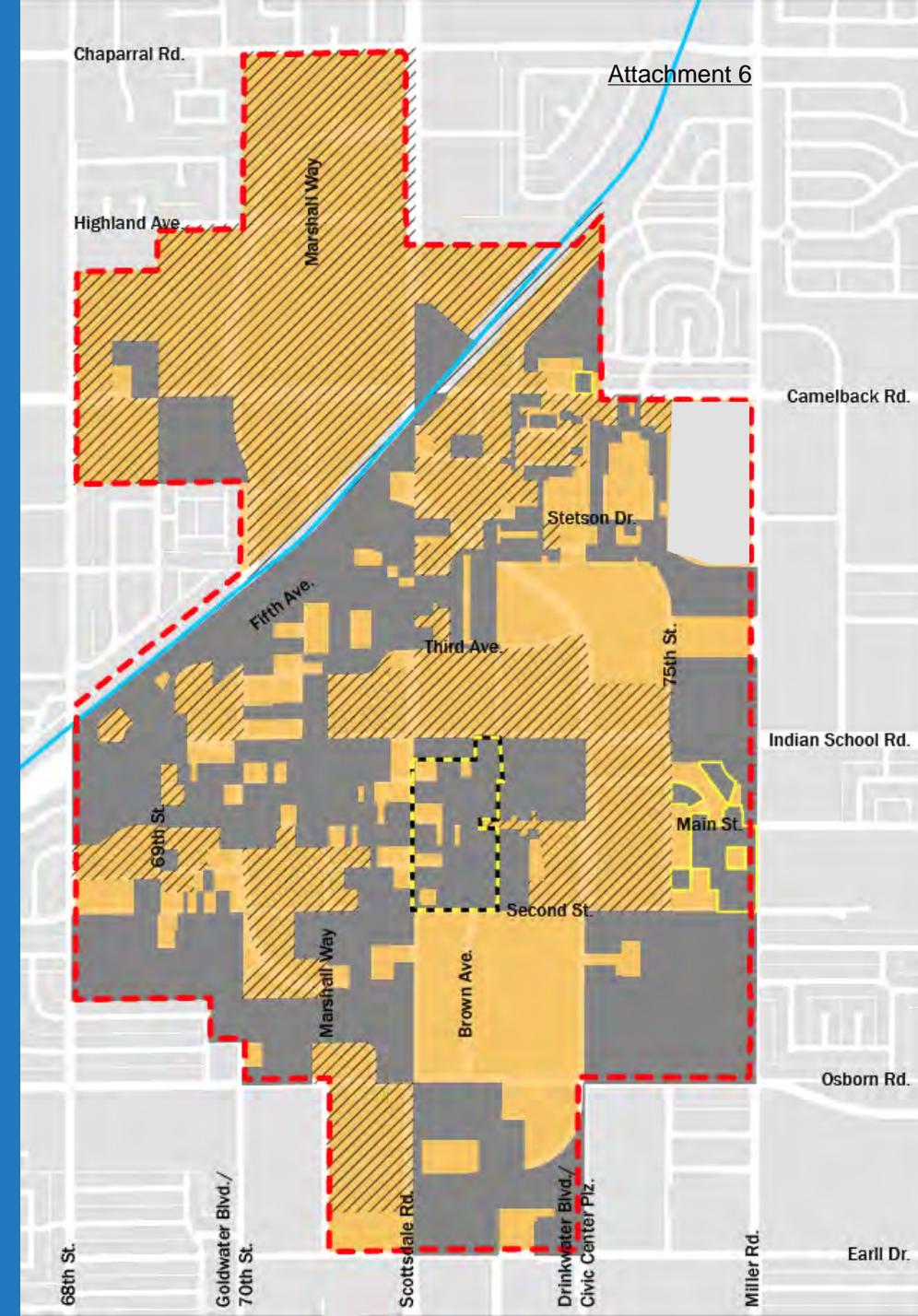


- Small Parcel flexibility (less than 20,000 sq ft - gross)
 - 10% or more Reduction in Setbacks/Stepbacks
- Parking flexibility

Planned Block Development Overlay (PBD) District



- Development flexibility to implement Plan and achieve public benefit (more than 20,000 sq ft - gross)
 - Increased Height Maximum
 - Increased Gross Floor Area Ratio (GFAR)
 - Increased Density
 - Amend Setbacks/Stepbacks



Old Town Zoning – PBD Flexibility Example

- Optima Sonoran Village
 - Sought bonus height, density & FAR
 - \$250,000 to Downtown improvements
 - Goldwater Blvd pedestrian improvements
 - Arizona Canal shared use path improvements
 - Undergrounding of overhead powerlines
 - Public Park/Plaza open space



- Alta Osborn / Griffin
 - Sought bonus density
 - \$388,000 to Downtown Cultural Trust Fund
 - Increased setback on Scottsdale Road
 - Street furniture
 - Scottsdale Road Streetscaping



Old Town Land Ownership

Land Ownership Composition

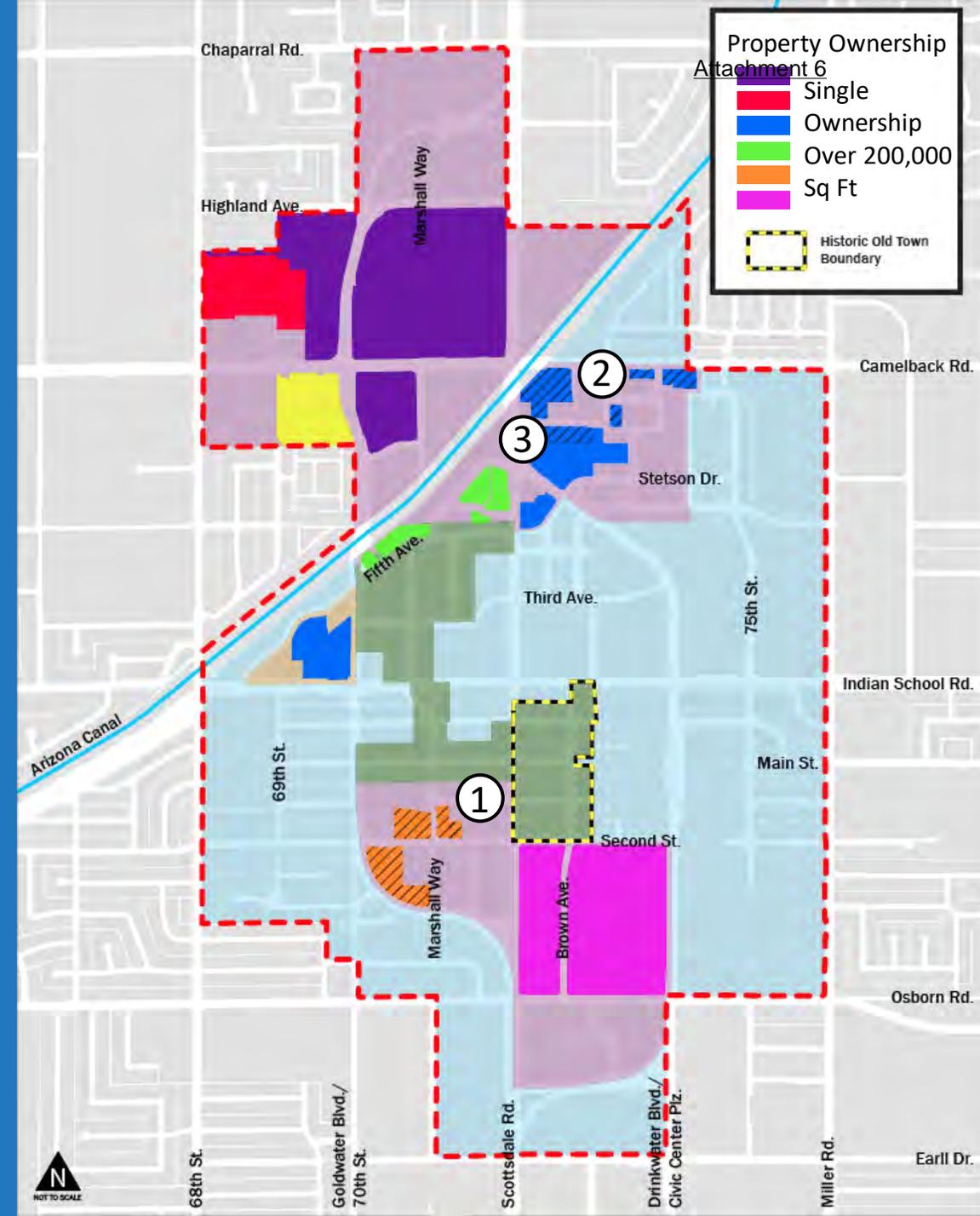
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 - ② The Collection
 - ③ Marquee

What does this all mean?

Not every property in Type 3 can ask for 150' – need minimum lot size of 200,000 to ask for 150' and Council approval – 150' is not allowed automatically

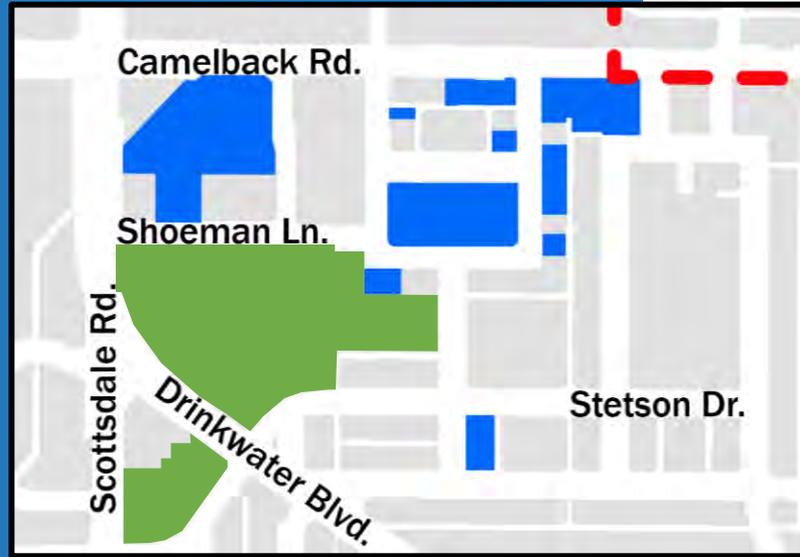


Old Town Land Ownership

Since 2018

- 3 projects approved with PBD District and maximum bonus provisions

-  The Collection
-  Museum Square
-  Marquee



Attachment 6
Old Town Scottsdale
Old Town Boundary

Questions

- The Zoning Ordinance provides flexibility for redevelopment of larger parcels (i.e., PBD - larger than 20,000 sq ft) that provide public benefit.
 - Should public benefits continue to be a consideration for development flexibility?
- Prior to 2019, PBD flexibility was a consideration provided for larger, adjoining parcels; however, more recent approvals include flexibility for a single owner across multiple parcels that are not adjacent to one another.
 - Should the zoning ordinance continue to allow for flexibility for adjoining parcels under the PBD? For non-adjointing parcels?

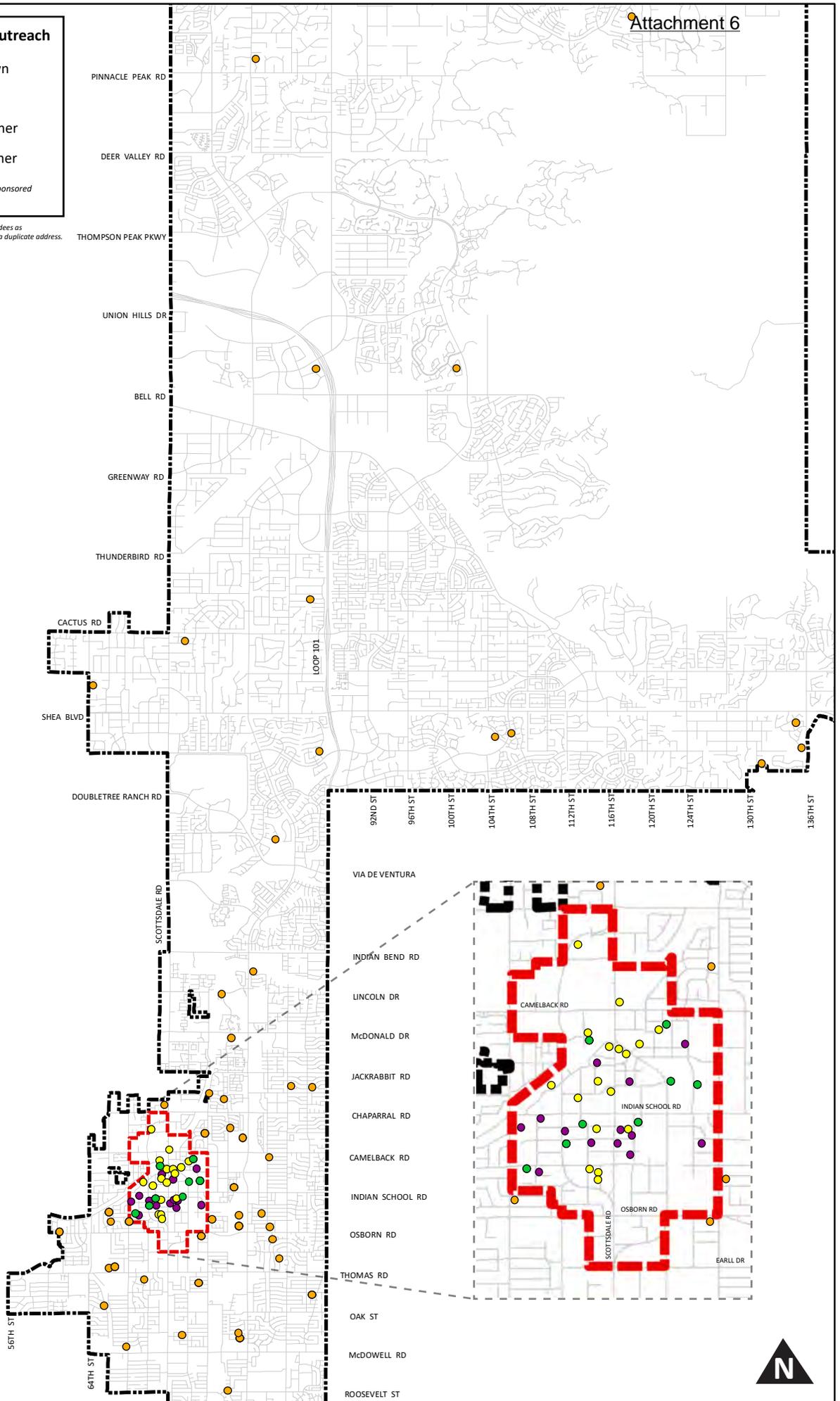


2021 Old Town CAP Update Outreach

- - Reside outside Old Town
- - Old Town Resident
- - Old Town Property Owner
- - Old Town Business Owner

Points showing 10/18, 10/25 & 11/15/21 City Sponsored Open House participation

**Data points shown may not reflect the actual accounting of attendees as registrant address given might be outside municipal boundary or a duplicate address.*



Old Town Plan and Zoning Ordinance Update

Open House Series

Comment Form



In order to have your comments included Public Hearing Staff Reports, please return comments to oldtownupdates@scottsdaleaz.gov or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Bobbie Scopa

ADDRESS 6700 E Thomas Rd #53

E-MAIL brscopa@msn.com OPEN HOUSE ATTENDED 10-25-21 (1130)

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS _____

Process is flawed. You ask about heights and level 1,2#3.
But the map is the issue. I don't mind the height but
the type 1 area should be expanded. And type 3
should not be located right next to type 1. It will
ruin the character of the type 1 area.

Some of the questions required more specific knowledge
than you were able to provide during the meeting.

Questions assumed we agreed with the premise.
I did not. Please look at the level 1, 2, 3
map.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Pat Shalen

ADDRESS 25550 N 82nd St

E-MAIL pat.shalen@scottsdaleaz.gov OPEN HOUSE ATTENDED noon 25th

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS

limit height to 2 stories
 30-40'
 need more quality of life
 amenities
 - aquatic
 - pool for therapy
 at Senior Center.

Stop pop. growth right now
 higher taxes OK for more
 quality

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Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME Peter Hosmer

ADDRESS _____

E-MAIL peter@hosmerarch.com OPEN HOUSE ATTENDED old town character plan
11:30am

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Parking garages are too large of a burden to the scale
of Oldtown. Any additional parking should be underground.
No bonus's should be allowed for any development within
the OldTown area for height or area.

Heights within the OldTown area should be reduced to a
maximum of no more than 60'. Put a freeze on existing heights ^{over} 60'.
Because of the tremendous value of development in OldTown
developing over 1 acre should require contributions to several
of those items:

Parkland, Schools, multi-use trails, Mass transit
funding, Redevelopment funding, infrastructure
projects not related to developers project, solar
and other energy saving infrastructures.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME James Haxby

ADDRESS 7336 E Sunnyside Dr.

E-MAIL Chaxby OPEN HOUSE ATTENDED 10-25-11:30AM

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Go back to pre 1984 standards.
The City must consider the effects
on entire character area. Stop just
consider each case individually.

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Old Town Plan and Zoning Ordinance Update

Open House Series

Comment Form



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PLEASE PRINT NAME DAWN KRAVAGNA

ADDRESS 3600 N. HAYDEN RD, #3408, SCOTTSDALE, AZ 85251

E-MAIL CATTLECAPERS@PROTONMAIL.COM OPEN HOUSE ATTENDED 10-18-21, 5:30 PM

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS My main concern is that the Old West and unique character of Scottsdale be maintained. Scottsdale is a tourist destination. If it becomes less pedestrian friendly, traffic congested and more overly dense, the uniqueness of the area could be destroyed and the incentive for tourists to consider Old Town as a desirable destination could be greatly diminished. At this time there is also a lovely cultural feel - lovely sculptures, landscaping, art gallery spaces, small shop feel that makes Scottsdale a desirable place to live. I proudly showed my visiting friends around Old Town a week ago. I'd like to continue to be proud of my town. Thank you for your time and requesting my input. Dawn

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PLEASE PRINT NAME Martha West

ADDRESS 4843 E. Indianola Ave Phx AZ 85018

E-MAIL mmkwest@cox.net OPEN HOUSE ATTENDED 10/25/2021 8:30am

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS _____

Ⓢ the over riding question to address height, density & development density is as follows -- can the public infrastructure accomodate development build out in line with the existing OT Plan/zoning or any changes that are being proposed through this process?

Ⓢ Any proposed OT Plan/zoning changes need to be tested against the vision for OT -- do we still believe, as a community, that OT is the community center & does OT compete effectively with other Downtowns/Community centers throughout the region?

Old Town Plan and Zoning Ordinance Update

Open House Series

Comment Form



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PLEASE PRINT NAME Neil Sutton

ADDRESS 8508 E. SAN JACINTO DR, SCOTTSDALE, AZ

E-MAIL Neil.Sutton@PCMSET.com OPEN HOUSE ATTENDED 8:30, 10/25/21

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Change/Upgrade or Disgress -

① Space between building for base height is what will yield pedestrian space.

② Type I height limit need to go to foster success in our downtown development what we have done so far has been a ~~train~~ train wreck.

③ we need max flexibility to allow an attractive environment for positive development and upgrades

④ Yes. Continue maximum flexibility for small lots - To foster improvement.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME CATHY DAVIS

ADDRESS 6525 E SHERIDAN ST, Scottsdale 85257

E-MAIL cdavis5361@gmail.com OPEN HOUSE ATTENDED 10-25-21/8:30am

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS I want - provide their needs & comfort & safety - Considered
Style of building to be interesting & not cookie-cutter glass

I want - build protective glass if required for buildings

Need workforce housing - who will determine who qualifies as
"workforce"



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME Judith Kisselburg

ADDRESS 7950 E. Camelback Rd, Unit 302 85251

E-MAIL judy.kisselburg@gmail.com OPEN HOUSE ATTENDED 11:30

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Bonus size is excessive in most places! The quality is the most important & to also stay within heights under 48 ft in green areas. High rises along Camelback should never be allowed except in areas where they already exist except West of 5th Street because it will. No more highrise condos or office buildings should be approved any more in the old town areas.

Scottsdale's original esthetic vision should be retained, and heights should be held to minimum except in areas where high rise is ^{now} established. The high rises on Camelback across from Fashion Square are a mistake and set a standard that we do not want to encourage. They are too close to 5th Avenue and the Old Town Core.

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PLEASE PRINT NAME DAN ISHAC

ADDRESS 13530 E ONYX CT 85259

E-MAIL DANISHAC2016@GMAIL.COM OPEN HOUSE ATTENDED 10/25/21 11:30-1:30

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS _____

THE EXISTING PLAN IS GENERALLY FINE
- KEEP GUIDELINES
- KEEP FLEXIBILITY
- RECONSIDER SOME ZONE 2 TO BECOME ZONE 3

WE MUST HAVE MORE DEVELOPMENT. OUR LAND PRICES ~~AT~~ MAKE IT CRUCIAL TO ALLOW DEVELOPMENT TO INCREASE REVENUE I.E. MORE BUSINESSES, MORE RESIDENTS. OTHERWISE WE WILL HAVE TO RAISE TAXES FOR INFRASTRUCTURE AND NEW AMENITIES (~~THE~~ BIKE LANS, GREENSPACE, ETC.)

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PLEASE PRINT NAME Julie Uryasz

ADDRESS 6540 E. 8th ST

E-MAIL LRYASZJulie@gmail.com OPEN HOUSE ATTENDED 10/25 5:30-7:30

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS • PDB 200,000^{sq} ft.
MUST BE CONTIGUOUS
OR across STREET from
parcels.

- Allow flexibility for small parcels to support small business owners.
- Large Residential multifamily complexes should pay more in bonus \$ 250,000 - 388,000 is pennies for large developers.

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Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Thomas Mayer

ADDRESS 2824 N. 69th Place 85257.

E-MAIL tj-mayer@msn.com OPEN HOUSE ATTENDED 10/25 5:30 pm.

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Good conversation / presentation.
Taylor & Joy did well. These are complex
but not incomprehensible issues. I feel that
staff & the city have emphasized "flexibility"
in policy & practice. Thank you for inviting the
public to this open house! Tom Tom 😊

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PLEASE PRINT NAME JOE CUSACK

ADDRESS 8603 E ASTER DR 85260

E-MAIL JCUSACKAZ@GMAIL.COM OPEN HOUSE ATTENDED 10.25.21 EVENING

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS

GREAT WORK BY STAFF AND EXCELLENT INPUT. LOTS OF DUB
DIVE ON THE POLICY DETAILS, WHICH IS FINE, BUT OPPORTUNITY
MISSED TO EXPLAIN WHY.

RECOMMEND AN INTRODUCTORY OVERVIEW OF WHAT SCOTTSDALE
IS TRYING TO DO, PRESSURES IN THE COMMUNITY, AND WHY
THIS PROCESS IS BEING UNDERTAKEN.

MY.02

OLD TOWN PLAN & ZONING ORDINANCE UPDATE 2021

I am not in favor of the Infill Incentive District because it sets a precedence to suggest more of the same. I further object to its elimination being used as a main reason to vote for the 2035GP because it was never in the 2001GP in the first place. Focus needs to be placed on acknowledgement of the historic western character of Old Town. Anytime exceptions made lead to more and more of the same. What is the point of even having a Scottsdale Character Area Plan if it is constantly tweaked and ignored? Often the developers will use bonus incentives and insist that their profit margin for the height is necessary to make their project work for them. They often will have the height tall enough to show this need with an already built-in margin to lower slightly to show, "...we have listened to the community and here is our compromise." It's always still too tall! We need to tell them to go somewhere else!

The purpose of this particular community input series is disingenuous because it clearly is to direct outcome to see how much staff, council and the developers can further erode our "sense of place". The intent is to cram and jam the population and intentionally lose the tourist interest with the population increase. This is what is called, "live/work/play" mentality. The use of the phrase "Build-Out" is a misused term. First of all the city keeps moving the goal post on this. But more importantly it is the wrong formula when applied to Old Town. The use is applied to infrastructure, etc. and not about preservation of our historic character. The use, Flexibility Consideration is a tool used to justify change and incremental erosions. Get rid of it! And the last thing we want to see are "Contemporary Building Typologies"! Who made up that phrase?

Smaller parcels relative to improvements need to keep within the same western character and should not be held ransom to the same permit policies as larger corporate entities that have a greater ability to pay for these costs. That is a means to drive the smaller businesses out to make way for redevelopment. Setbacks/stepbacks need a much greater distance relative to smaller one story buildings. The obstructions of these taller buildings limiting view corridors is not what our citizens want to see happen. Again the Downtown Core that we wish to keep is ignored. Based on results numerous revisions are already in the works and/or have already been build! These so-called bonus provisions are not justified. Examples that you have sited, The Collection, Museum Square and the Marquee are all sell-outs!

In conclusion, it is my opinion, the purpose of this input session is to direct outcome to reflect how much further the city exploit our Old Town and not about preserving what we have left.

Old Town Plan and Zoning Ordinance Update

Open House Series

Comment Form



In order to have your comments included Public Hearing Staff Reports, please return comments to oldtownupdates@Scottsdaleaz.gov or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Nancy Voorhees

ADDRESS ~~405~~ 17530 N. 100th Way

E-MAIL njvk50@gmail.com OPEN HOUSE ATTENDED 5:30-7:30 10/25/21

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS

1. Get rid of all bonuses

- the trade-offs are not worth it

- MAYBE give a modest bonus

for public parking garage space
(like they get an extra floor)

2. Maintain transition strategy

- NO 2.5 or 3 next to 1

3. Less is more

4. Worry about

- H₂O supply w/ added density

- Sewage infrastructure

5. I do not believe that expanded population is importantly tied to Scottsdale's prosperity.

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.

It may in fact, be exactly the opposite

Old Town Plan and Zoning Ordinance Update

Open House Series

Comment Form



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PLEASE PRINT NAME Dawn Stephens
 ADDRESS 4422 N 75th St. #8002 Scottsdale AZ 85251
 E-MAIL dstephens27@cox.net OPEN HOUSE ATTENDED Evening 10.25-21

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Very informative. While many wanted to maintain Old Town's low height criterion, I see no growth in keeping Old Town stagnant. Baby Boomers are retiring and wish to reside in Old Town; however, there are few nice condos. I'm for Growth! Old Town needs to have a congruent architectural theme such as Taos + Santa Fe. All buildings in the historic center should have their facades repaired & remodeled in the Southwest architectural elements with colors conducive of the Southwest.

Due to AZ's weather, 5 mos of the year is too hot to walk around. So to bring in tourist, and attract residents to Old town, all streets need to be heavily tree lined with mist systems & numerous water features, Greenery, benches, etc...

The Canal should be lined w/ restaurants, shops & services, etc. Bridges to cross over, etc...

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Donna Heuch

ADDRESS _____

E-MAIL _____ OPEN HOUSE ATTENDED _____

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS
Thanks for the process even though
I continue to be frustrated.

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Sonnie Kitley

ADDRESS 8507 E Highland Ave 85251

E-MAIL A3sonnie@gmail.com OPEN HOUSE ATTENDED 25 OCT Mon 5:30pm

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS
Thank you
Well organized.

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.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME Lee Ann Witt

ADDRESS 12240 N. 86TH St. S/A 85260

E-MAIL leeann@scottsdaleleadership.org OPEN HOUSE ATTENDED 10/25 11:30 AM

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Thank you for the opportunity to learn and discuss.
Very well done. Thank you for lunch!

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.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME JEAN ANN LOPORTO

ADDRESS 7801 E CORONADO RD

E-MAIL jeananna@aol.com OPEN HOUSE ATTENDED 10/25/21 1130

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Overall appreciated learning about planning issues. Free to interaction w/o fees but sometimes hard to hear people at my own table.

The presenter was hard to understand at times. Our personal facilitator explained things much better.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



In order to have your comments included Public Hearing Staff Reports, please return comments to oldtownupdates@Scottsdaleaz.gov or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Ken Ash

ADDRESS 13587 E Estrella Ave Scottsdale AZ 85259

E-MAIL kenasha@cox.net OPEN HOUSE ATTENDED 10/25/21 @ 5:30

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Very interesting & informative
Interactivity certainly aided in the
enjoyment

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME ANNA SEPIĆ

ADDRESS LEVRDSE -

E-MAIL ASEPIC@LEVRDSE.COM OPEN HOUSE ATTENDED 10/18 11:30

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS completely change density map.

density in case by case due to true
availability of redevelopment
to encourage high end development.

setbacks ? step backs for less urban -
more urban less setbacks ? stepbacks.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



In order to have your comments included Public Hearing Staff Reports, please return comments to oldtownupdates@Scottsdaleaz.gov or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME Marietta Strano

ADDRESS 6700 E. THOMAS #29 85251

E-MAIL stranoaz@yahoo.com OPEN HOUSE ATTENDED Old Town Plan

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS

- Informative
- Challenging
- Not enough time to make practical and serious considerations
- Who is a native of area and do they dominate change or no-change
- if economics is driving "a plan" how do diverse socio-ec populations remain in area
- work-force housing !! not just rental but ownership of property

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Penny Post

ADDRESS 4957 E Lafayette Blvd

E-MAIL Penny@richardpenny.com OPEN HOUSE ATTENDED 18-Oct-21

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS _____

- Type 25 makes no sense

- The core for Old Town should only be that area south of Indian School. It makes no sense for the area north of Indian School to be the same type of development. There is no logical connection.

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Steve Dawson

ADDRESS 4242 N. Crayman Ct

E-MAIL SMJ4562@GMAIL OPEN HOUSE ATTENDED Session 2

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS too many vague questions asking: 'should we
continue as is. . . ' it didnt offer options or
suggestions or go into details to what exactly
we were agreeing to.

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME CARLA (CARLA)

ADDRESS 3420 N 78 ST, SCOTSDALE AZ 85251

E-MAIL N/A ^{Please text or SNAIL MAIL} 480-994-3195 OPEN HOUSE ATTENDED 10/18/21 @ 11:30AM

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS I really wish you had publicized that masks would not be required, that is why I had to leave.

ALSO I CANNOT BELIEVE COUNCILMAN MILHAVEN DID NOT WEAR A MASK.

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.

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Steven Paul Scholz - Steven Paul Salom

ADDRESS 7045 E. 3rd Ave, 85251

E-MAIL info@stevenpaulsalom.com OPEN HOUSE ATTENDED _____

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS Loved it!
5

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Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



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PLEASE PRINT NAME Scott Tasson.

ADDRESS 3707 N. MARSHAN #5 83251

E-MAIL Scott@AZARCHITECTURE.COM OPEN HOUSE ATTENDED 10/18/2021

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS I FEEL CAREFUL CONSIDERATION NEEDS
TO BE PAID TO THE 2018 PLAN & ITS
IN THE CITY & PUBLIC INTEREST TO
~~REINFORCE~~ DESIGN-IN HEIGHT WHICH WILL
UNDERMINE THE OLD TOWN AREA IN
SHORT ORDER -

THANK YOU FOR YOUR ATTENTION & EFFORTS
IN THIS DESIGN -

Old Town Plan and Zoning Ordinance Update Open House Series Comment Form



In order to have your comments included Public Hearing Staff Reports, please return comments to oldtownupdates@Scottsdaleaz.gov or mailing to 7447 E. Indian School Road Ste. 105, Scottsdale, AZ 85251

PLEASE PRINT NAME T. SUTWART

ADDRESS _____

E-MAIL _____ OPEN HOUSE ATTENDED _____

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS
 MORE CRITERIA TO UNDERSTAND
 DENSITY GOALS/PROCEEDING
 ARE NEEDED BY COG
 OVERALL, MORE USE, MORE
 PEOPLE, MORE LIFE IS
 MANDATORY FOR A
VIBRANT DOWNTOWN.

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.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME MARSHA MINNISS

ADDRESS 8632 E. PLAZA AVE, SCOTSDALE, AZ 85250

E-MAIL mminniss@cox.net OPEN HOUSE ATTENDED _____

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS THE CITY NEEDS TO HAVE A CITY MODEL BUILT BY AN
STUDENT ARCHITECT. ALL OF THESE DECISIONS EFFECT THE VISUAL ENVIRONMENT.
SO WE NEED A MODEL BUILT TO SCALE SO WE CAN MAKE
VISUAL DECISIONS. THE GRAPHICS PROVIDED HELP A LITTLE, BUT NOT
ENOUGH TO MAKE DECISIONS THAT IMPACT SCOTTSDALE AS MUCH AS
THESE DECISIONS.

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.



Old Town Plan and Zoning Ordinance Update Open House Series Comment Form

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PLEASE PRINT NAME Brent Graef

ADDRESS 6850 E Main St, Scottsdale

E-MAIL bgraef@hotelvalleyho.com OPEN HOUSE ATTENDED _____

CASE NUMBER: 1-GP-2021 5-GP-2021 1-II-2010#3

COMMENTS * Educational open house
* Good planning from years past has lead to minimal changes
needed today.

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.



Old Town Scottsdale Character Area Plan & Zoning Ordinance Update

Adam Yaron, Principal Planner

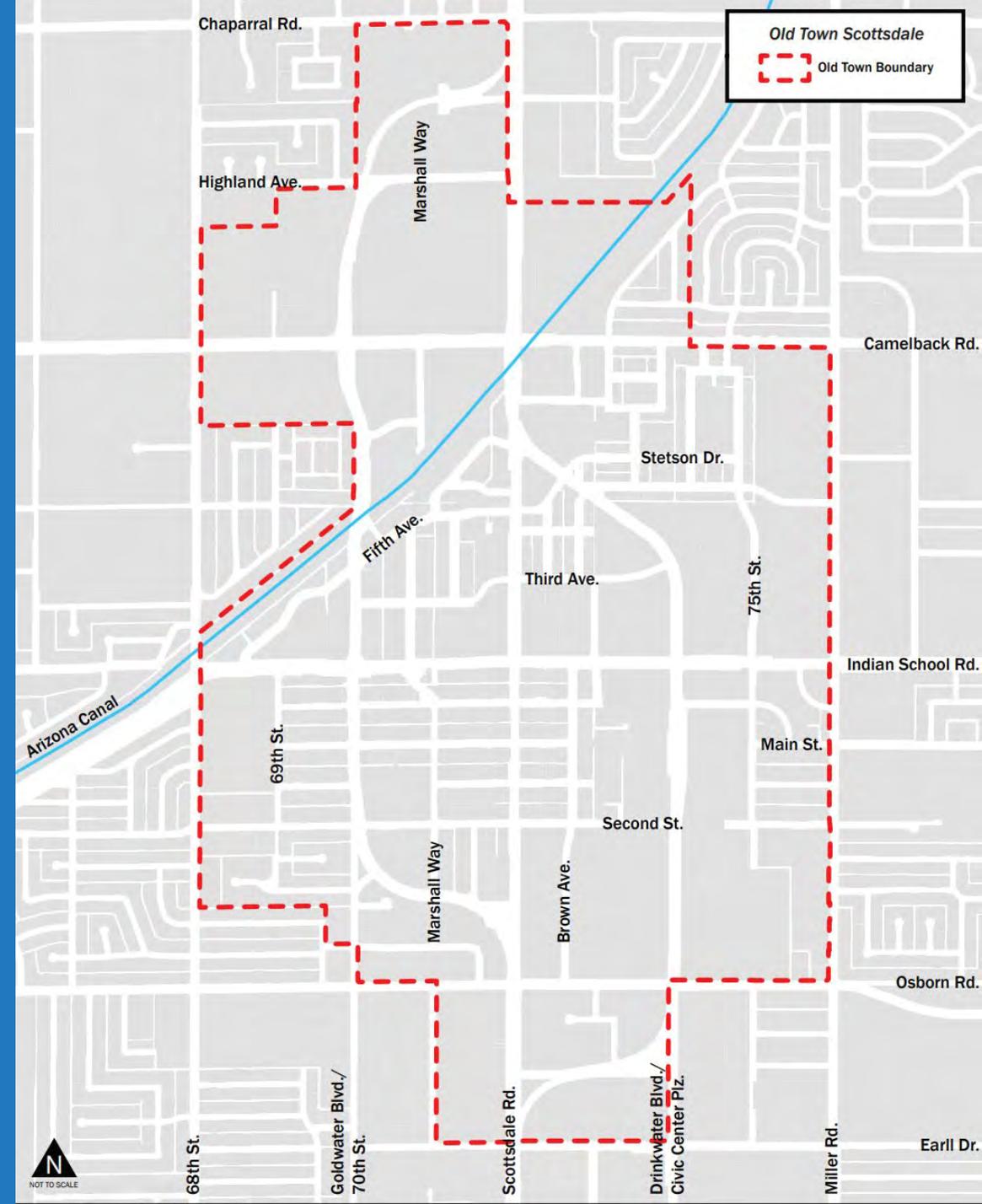
Brad Carr, AICP LEED-AP, Planning Manager

City Council Work Study Session – December 7, 2021

Background

City Council Initiation (8/24):

- A. An update to 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. Directing staff to update to the Old Town Scottsdale Urban Design & Architectural Guidelines as necessary.



Public Participation

- August 2021
 - Initiation
- September 2021
 - City Council Work Study Session
 - Planning Commission Non-Action
- October – December 2021
 - 6 Open Houses (October 18th & 25th and November 15th)
 - Virtual Open Houses (October 26th through current)
 - City Council Work Study Session
 - Planning Commission Non-Action
- January – March 2022
 - City Council Work Study Session
 - Planning Commission Non-Action
 - Planning Commission Recommendation
 - City Council Adoption

Public Notification

Email & Print:

- Property Owner Direct-Mail +/- 2,500
- Scottsdale Update +/- 5,000
- Scottsdale P&Z Link +/- 4,000
- Old Town/Tourism +/- 1,300
- Economic Development +/- 3,000
- Scottsdale Progress +/- 25,000
- Scottsdale Independent +/- 25,000
- AZCentral +/- 65,000
- Facebook +/- 11,000

Total +/- 141,800

Community Groups:

- COGS
- Experience Scottsdale
- SCOTT
- Scottsdale Realtors
- Scottsdale Leadership
- Scottsdale Chamber of Commerce

Public Participation Opportunities

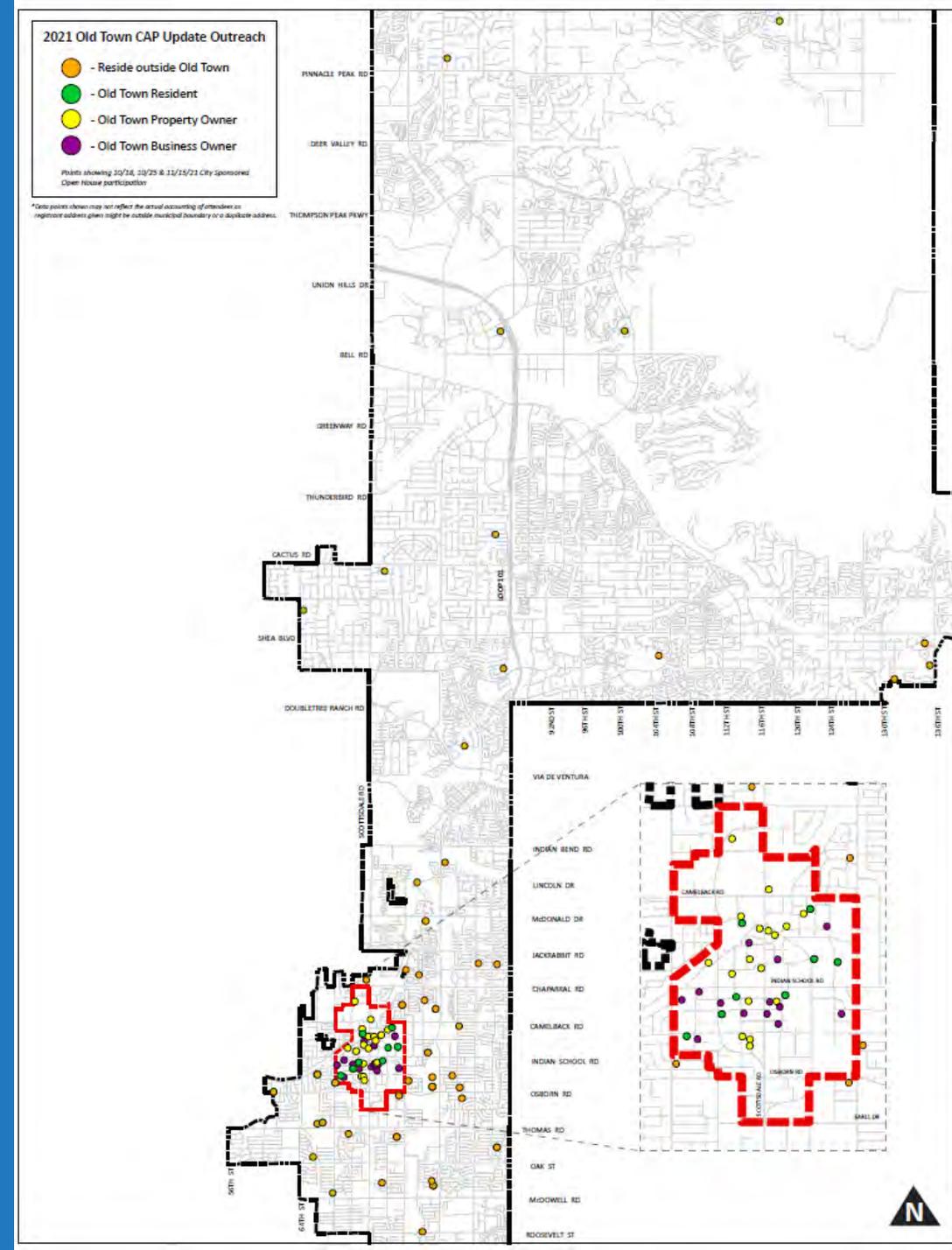
- In-Person Open House Events
 - Development Types, and Development Flexibility
 - 9 Open House Events Offered
 - 6 Total Events Occurred
 - October 18th, 25th, and November 15th
 - 117 participants out of 167 total registrants
- Self-Guided/Online Open Houses
 - Visioning, Open Space, Quality Design
 - Live since October 26th – Ongoing
 - 6 total participants to date



In-Person Open House Events (6)

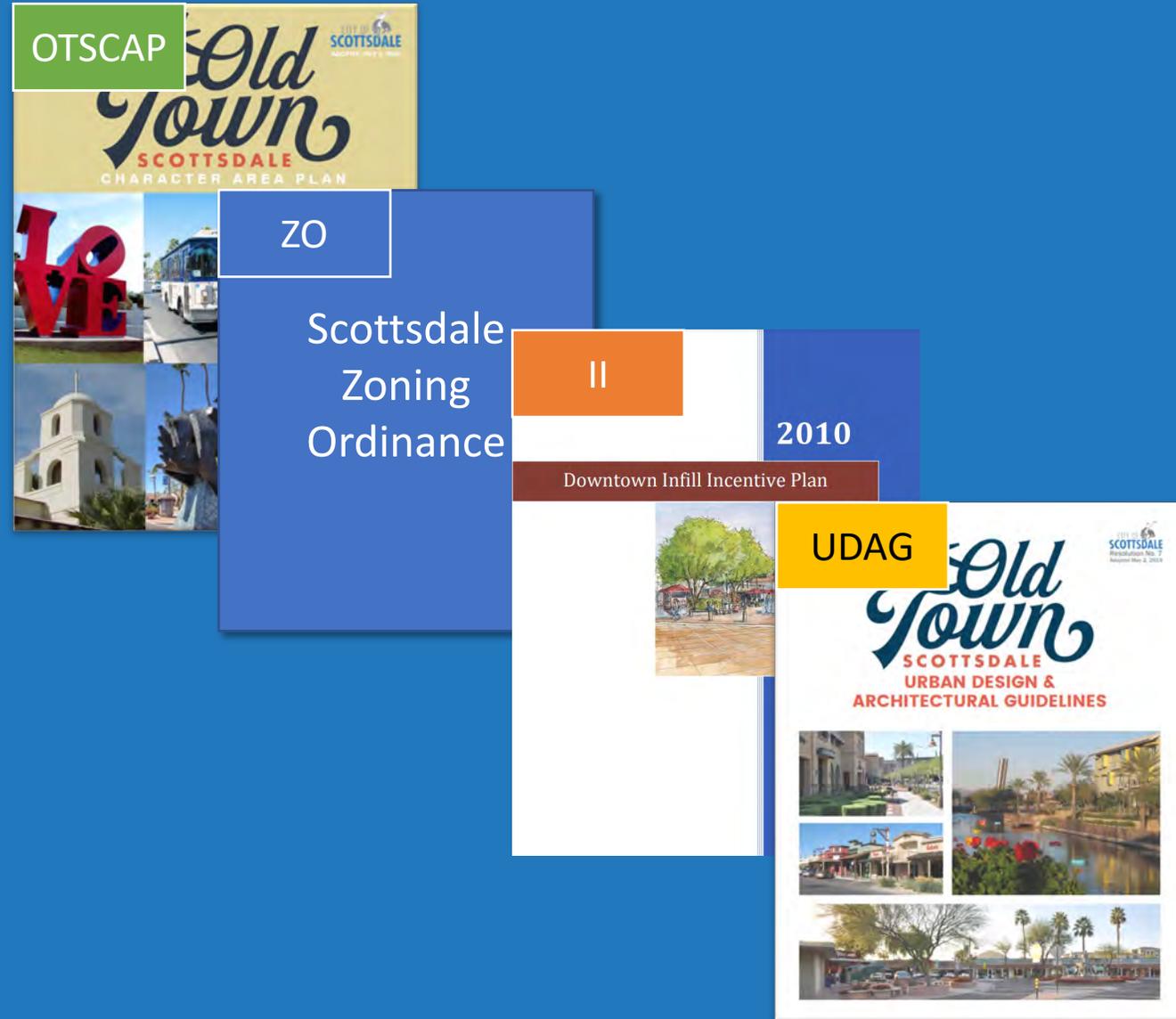
117 Total Participants

- 43% - Scottsdale, Outside of Old Town (50)
- 25% - Old Town Business Owner (29)
- 15% - Old Town Property Owner (18)
 - 10% - Outside of Scottsdale (12) – Not Mapped
- 7% - Old Town Resident (8)



Public Input and Possible Adjustments

- Old Town Scottsdale Character Area Plan
- Zoning Ordinance
- Downtown Infill Incentive Plan
- Old Town Scottsdale Urban Design & Architectural Guidelines



Quality New Development and Redevelopment

What we heard:

- Quality development is a priority – focus on:
 - building setbacks,
 - open space,
 - streetscapes,
 - and streetspace continuity
- Continued support for quality designing and design within surrounding context.



Development Types: Designations, Locations, and Transitions

What we heard:

- Support for Development Types to guide development location.
- Downtown Core and Historic Old Town are important areas and should not be changed.
- Provide more transitions between Development Types – especially to the Type 1 Development Type.
- Interest in removing the Type 2.5 Development Type.



Development Flexibility

What we heard:

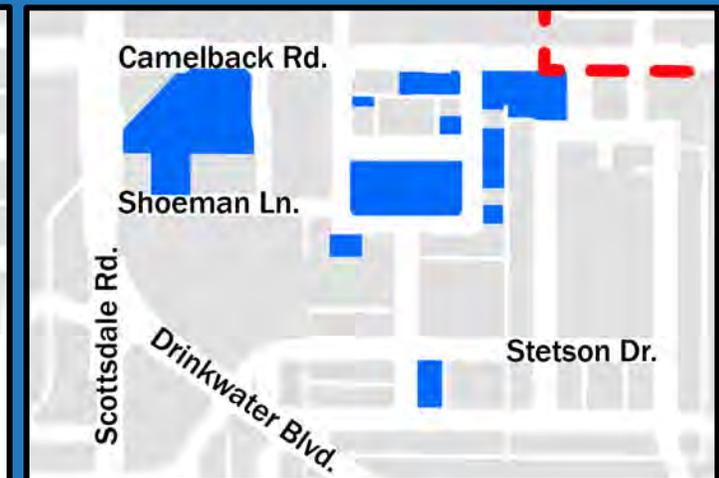
- Continued support for development flexibility.
- Continued support of public benefits for development flexibility.
- Support for reassessment of public benefits.
- PBD's should only include contiguous parcels.



Contiguous PBD



Non-Contiguous PBD



Provision of Interconnected Public Open Space

What we heard:

- Continued support for open space an amenity in Old Town – should be a priority of redevelopment efforts, particularly when bonus provisions are sought.



Transportation, Infrastructure, Sustainability, Tourism, and Economic Development

Background:

- September 21, 2021 Work Study Session Council consensus:
 - Analyze benefits/costs of development, infrastructure needs, and impact fees
 - Determine if the City:
 - Is being reimbursed sufficiently,
 - Implements a consistent structure for fees, and
 - Continues to be flexible in adjusting the fee schedule.
- City Council will address through public Work Study Sessions in 2022.



Downtown or Old Town?

Background:

- September 21, 2021 Work Study Session Council expressed consensus to retain the name of “Old Town”.

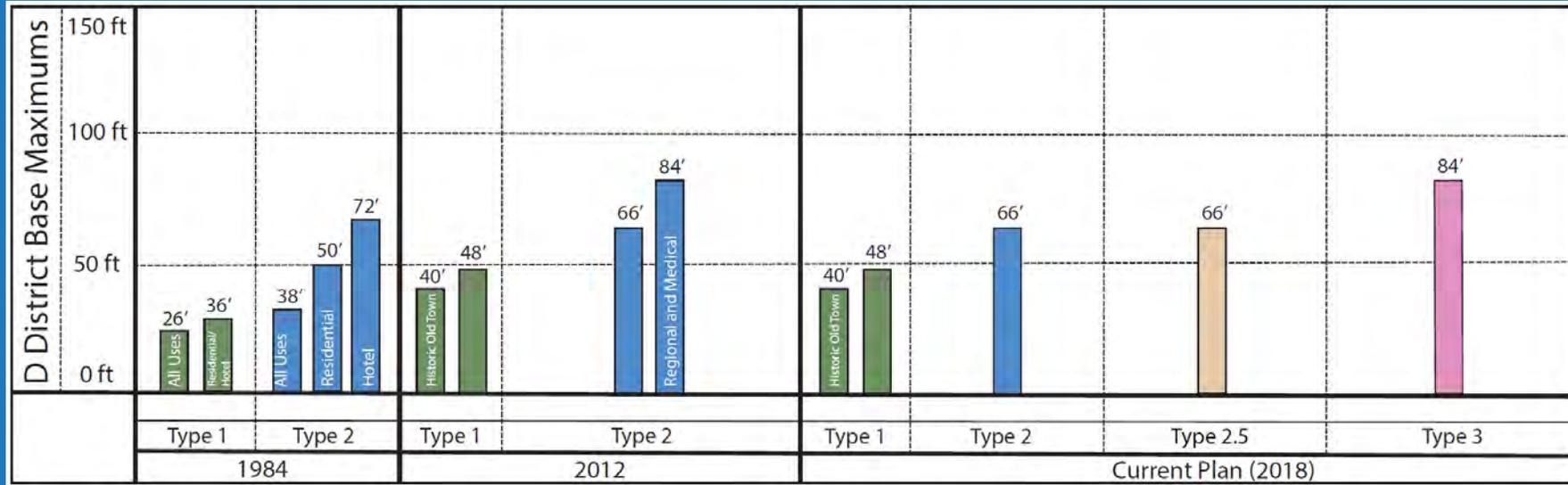


Zoning Ordinance Base Development Standards and Bonus Provisions

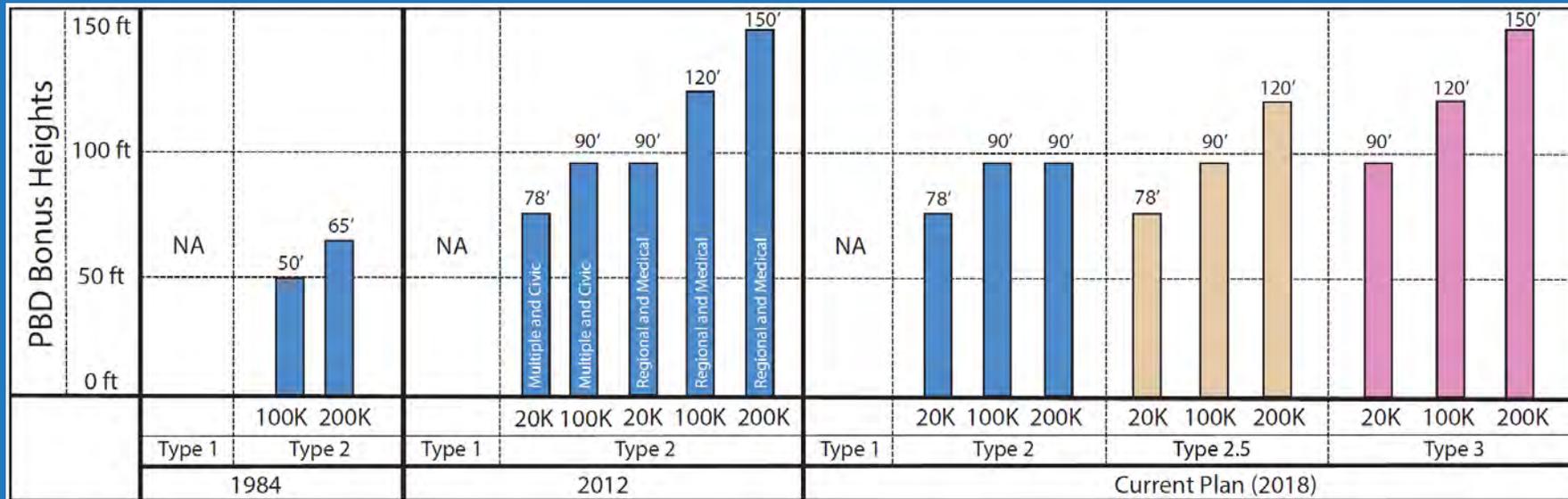
What we heard:

- Support for current base building height maximums
- Provide more transitions between Development Types – especially building transitions to the Type 1 Development Type.
- Maintain character of the Downtown Core and Historic Old Town.
- Varying support for existing bonus maximum height standards
- Support for open space at the street/pedestrian level as an expected benefit.
- Old Town property owners voiced concern about any reduction in current redevelopment potential.

Current Base Maximum Height



Current Bonus Maximum Height



Bonus Provisions: Maintain? Provide Greater and Better-Defined Public Benefits? Re-Examining Bonus Payment Calculations

What we heard:

- Continued support for public benefit as a tradeoff for bonus development standards.
Favored Benefits:
 - Public open space,
 - Major infrastructure improvements, and
 - Pedestrian amenities.
- Current public improvements list within the Zoning Ordinance is too generalized.
- Support for adding new listed benefits:
 - Contributions to public safety,
 - Renewable energy, and
 - Elevated quality design.



Downtown Infill Incentive Plan

Background:

- City Council removed references to the Infill Incentive District in Scottsdale General Plan 2035.
- The Infill Incentive Plan is a redevelopment tool and allows:
 - Development standard amendments,
 - Fee waivers, and
 - Other applicant requests

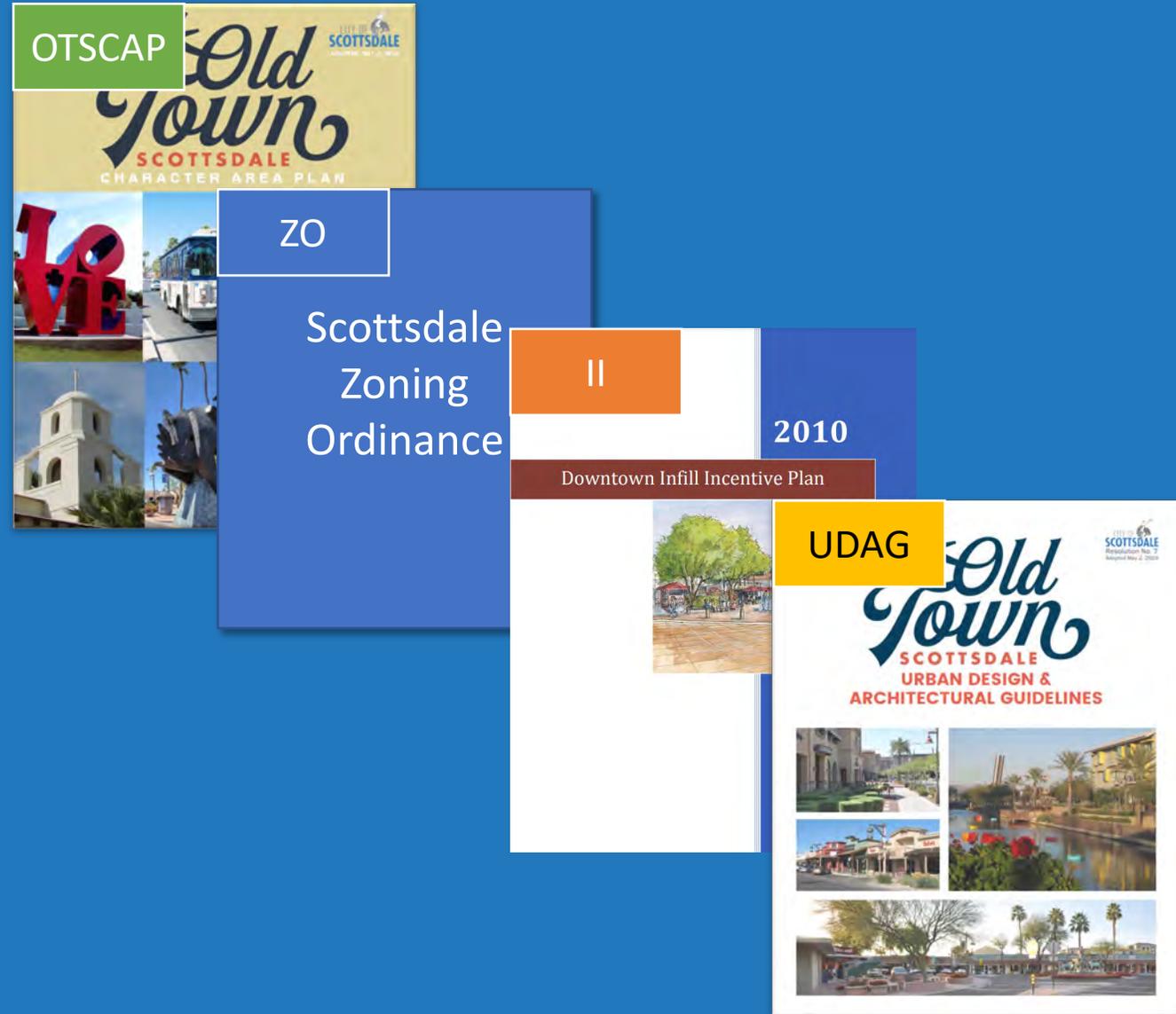
2010

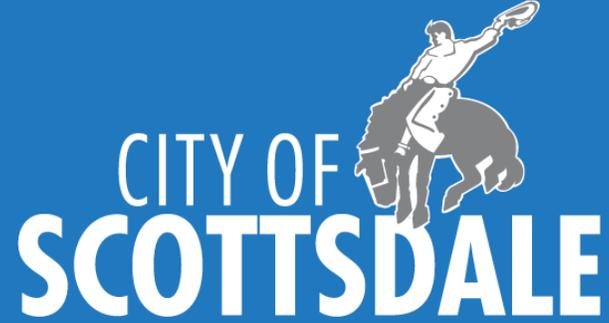
Downtown Infill Incentive Plan



Next Steps – Public Participation

- December 2021
 - Planning Commission Non-Action
- January – February 2022
 - Ongoing Self-Guided Online Open House
 - Focus Group Events
 - Community Group Meetings
 - Planning Commission Non-Action
 - City Council Work Study Session
- March 2022
 - Planning Commission Recommendation
 - City Council Adoption





Old Town Scottsdale Character Area Plan & Zoning Ordinance Update

Adam Yaron, Principal Planner

Brad Carr, AICP LEED-AP, Planning Manager

City Council Work Study Session – December 7, 2021

From: notifications@cognitoforms.com on behalf of City of Scottsdale <notifications@cognitoforms.com>
Sent: Monday, December 6, 2021 6:10 PM
To: Jagger, Carolyn; Butteweg, Cathie; Cordova, Rommel; Kiva Presentation; Lane, Benjamin
Subject: City Council Public Written Comment Form - Alex McLaren

⚠ External Email: Please use caution if opening links or attachments!

City of Scottsdale

Web Scottsdale City Council Meeting Written Comment Form

Entry Details

Agenda Item

MEETING DATE 12/7/2021

WHICH AGENDA ITEM WOULD YOU LIKE TO COMMENT ON? WS01. Public Comment (Work Study)

Name

FULL NAME Alex McLaren

IP ADDRESS 68.230.5.35

SOURCE Website

Contact Information

PHONE (480) 322-8404

EMAIL Alexmclaren9@gmail.com

ADDRESS 7624 E Osborn Rd

CITY Scottsdale

Comment

COMMENT

I support the Old Town Plan as it currently exists but appreciate that the city is doing this outreach. I support quality projects and all the improvements that accompany them. I support preserving the old town core and the stepping of projects as they transition into taller structures.

As I see it, the issue at the center of all the concern in Old Town is height and the associated density. There are not many parcels of land that exceed the 200,000 square feet size that allows for Type 3 classification and thus with the bonus provisions could reach 150 feet. The parcels of land that lent themselves to this have already been approved, for example Museum Square.

I believe that the current Plan and Zoning is designed to produce a thriving downtown. Uncertainty in any market causes lack of confidence and thus investment.

It is important that clarity is brought to bear after this process is complete.

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:02 AM
To: Carolyn Kinville
Cc: City Council; Yaron, Adam
Subject: RE: Old Town Character Area Plan

Good Morning Ms. Kinville,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Carolyn Kinville <jckn1746@gmail.com>
Sent: Monday, December 6, 2021 5:12 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Character Area Plan

⚠ External Email: Please use caution if opening links or attachments!

I said “no” to the residential developments during a seminar at the Community Design Studio last month. Several council members attended as well.

Carolyn Kinville

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:07 AM
To: Ashley Barden
Cc: Yaron, Adam
Subject: RE: Old town

Good Morning Ms. Barden,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

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

From: Ashley Barden <ashbstarr@gmail.com>
Sent: Monday, December 6, 2021 5:50 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old town

 External Email: Please use caution if opening links or attachments!

Please keep
Our town western and charming

Sent from my iPhone

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:08 AM
To: peterpalmer2008@gmail.com
Cc: Yaron, Adam
Subject: RE: Old Town Character Plan

Good Morning Mr. Palmer,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: peterpalmer2008@gmail.com <peterpalmer2008@gmail.com>
Sent: Monday, December 6, 2021 5:56 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Character Plan

⚠ External Email: Please use caution if opening links or attachments!

Mayor/Vice Mayor/Councilmembers

I plan to attend tomorrow's meeting to say a few words but thought it important to pass on my personal thoughts on the City's efforts to update the Old Town Character Plan. First, I would like to congratulate you and the city staff on the passing of the 2035 General Plan. As a former Army planner, I am biased to having a plan that provides those in an organization or city with the vision and construct our leaders will be using to shape our future.

As a resident of old town who lives, shops, dines and enjoys the shows and events I fully understand the importance on your next decisions involving the development of a new Old Town Character plan. I participated in the city planning staff outreach effort concerning Character Plan and they did an excellent job walking us through the city's thoughts and soliciting input. It was great hearing the desire of keeping much of the current character plan in place like walkability, open spaces, and supporting continued development to sustain growth and prosperity for the Old Town area.

I am familiar with the current Old Town Character Plan as well as other plans and studies the city has developed since 2001. As such I believe you will face two major challenges in developing the updated Old Town Character Plan.

- 1. Meeting Downtown 2.0 Study 10,000 residents' recommendation.** As you know the DT 2.0 study determined that we would need 10,000 residents in Old Town area, to sustain current Old Town businesses, specifically in the off-season timeframe. According to that study we have currently have 4,000 residences. Therefor the city will

require an additional 6,000 more residents to meet this proposed goal. To highlight what this means I tried to visualize what this would require assuming we want to stay with 3 to 4 story residences. So, I used 3 floor with 10 Units per floor of Waterfront Condo's as an example as a low-density residential building. Using this representative model, we would require approximately 100 - 3 story residents with 10 units on each floor. Unlike northern Scottsdale where they can expand out, we must go up and probably increase density. While I am not arguing for lots of tall buildings, I believe the new Character Plan needs to accommodate taller buildings in the future to meet this requirement. This could mean more Tier 3 areas than currently allocated but I leave that up to the planners to figure the right mix to meet the 6K requirement. The challenge again is how do we get to 6,000 more residents with the available development space.

2. **Incentivizing development.** As I discussed with you last month I am concerned with the lack of development in our area. The result is a substantial portion of fences and dirt lots in the old town area. I would hope that the new Character Plan requirements will be flexible enough to provide the developers the incentives to increase development to keep our city moving to the future. As a former businessperson developers need a business case to develop. They are not a charity organization but with incentives and collaboration I believe we can move together to improve living conditions in our area.

A couple of Recommendation: As mentioned I am familiar with the current Old Town Character plan and the transportation plans. I would like to make a couple of recommendations:

1. **Remove the 5 Acre requirement for height bonuses.** Right now, this requirement forces developers to gerrymander their properties to meet the requirement. It does not necessarily lead to full development of the 5 Acres included. Understand this may also require a compromise in step and set back standards.

2. **Close Scottsdale Road in Old Town to vehicle Traffic.** This recommendation is probably more appropriate for the new Transportation Study, but I would recommend you consider closing Scottsdale Road in Old Town to N/S Traffic or reducing it to one lane each. Thus, providing more room for open spaces and meeting step and set back standards. Having lived in Europe for many years their cities close down vehicle traffic in their city centers. This allows for a great walking and social environment, and I think this would give residents and tourists an enhanced way to experience the old town area as well as provide more developmental area for mixed used buildings. I know this is a long shot recommendation but just for your consideration. There are enough cross traffic routes to support our businesses. Plus, those of us who live here walk anyway.

Thank you for this time and your consideration. I am sure the city staff and planners will produce a good document that will keep old town a viable community for the future.

Pete Palmer

E Pluribus Unum

Collaborate More Blame Less

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:08 AM
To: susan.petty@cox.net
Cc: Yaron, Adam
Subject: RE: Old Town Character Area Plan

Good Morning Ms. Petty,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: susan.petty@cox.net <susan.petty@cox.net>
Sent: Monday, December 6, 2021 6:02 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Character Area Plan

⚠ External Email: Please use caution if opening links or attachments!

Dear Council members,

As a Scottsdale resident for 35 years I plead with you to please preserve what makes Scottsdale special and one of those things is our Old Town area. Please don't allow developers to come in and change what is so wonderful about this area.

Thank you,
Susan Petty

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:09 AM
To: Jenifer Bryant
Cc: Yaron, Adam
Subject: RE: Old Town Character Plan

Good Morning Ms. Bryant,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Jenifer Bryant <bryantjenifer@hotmail.com>
Sent: Monday, December 6, 2021 6:21 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Character Plan

⚠ External Email: Please use caution if opening links or attachments!

Dear Council members,

We voted for you because you promised to protect the character and charm of Scottsdale. We do not want developers recreating their version of character for our city. The more development, the fewer tourists, the more crime, the more congestion, noise and pollution, just like Toronto and others who have caved to greed and development. Do your jobs and protect Scottsdale and its long time citizens.

Thank you,
Jenifer Bryant
4th generation valley native family

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:10 AM
To: Lynda Barber
Cc: Yaron, Adam
Subject: RE: Save Old Town

Good Morning Ms. Barber,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Lynda Barber <lyndabar08@aol.com>
Sent: Monday, December 6, 2021 6:25 PM
To: City Council <CityCouncil@scottsdaleaz.gov>; lyndabar1@gmail.com
Subject: Save Old Town

⚠ External Email: Please use caution if opening links or attachments!

Dear Scottsdale City Council:

I grew up in Tempe and my family came to Old Town, Fifth Avenue and Fashion Square for shopping and fine dining. I went away to college and grad school but returned every year to these special places. In 1996, I purchased a home in McCormick Ranch and returned as a permanent resident almost a decade ago.

I understand progress is necessary, but I have been horrified at the out of character violations of the 2 story height limit in Old Town. I still curse under my breath every time I pass that first building on the NW corner of Scottsdale Rd and Camelback. The 'Gilbert Ortegafication' of Main Street was a travesty that stopped me from visiting those places to shop for YEARS. Many of the unique galleries and shops I loved are gone. But many remain and some new have opened (thankfully.)

We simply cannot allow developers to overbuild in the Old Town area. It is the heart of our city and a lovely place to shop and dine. And we cannot allow any more huge eyesore apartment complexes, either.

The city council must require contractors to provide adequate parking and funds for other infrastructure to support ANY new construction. Taxpayers must not be required to subsidize commercial projects.. If the project makes sense financially AND FOLLOWS ZONING REGULATIONS, okay. Otherwise, we don't need it.

Please don't allow the best part of our community to become like Tempe. It will destroy the tourist industry we depend upon and drive residents who spend money here at home away as well.

Respectfully submitted,

Lynda Barber
7751 E Bowie Road
Scottsdale, AZ 85258
415/419-7504

[Sent from the all new AOL app for iOS](#)

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:11 AM
To: j z
Cc: Yaron, Adam
Subject: RE: Old Town +

Good Morning,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: j z <forcalam2@yahoo.com>
Sent: Monday, December 6, 2021 6:39 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town +

⚠ External Email: Please use caution if opening links or attachments!

To the members of the Scottsdale Council,

I had written a long missive from which you will be spared thanks to a computer error.

The long & short of it is that San Diego's Old Town & Prescott have maintained their character without high rise. San Diego's traffic free Old Town might cover more or less the same area as ours [which most citizens & tourists would describe as from south of the Museum of the West & north as far as Indian School on the East side of Scottsdale Rd & probably Fashion Square on the West side of Scottsdale Rd]. Both areas were thriving before Covid - Prescott still is. Haven't been to San Diego to know.

Traffic in town is increasing exponentially now & add all the high rise &/or high density developments you're planning for Old Town, 92nd St & Shea & other areas will make Scottsdale a place to be avoided. There is no way you can provide adequate public transportation for residents & tourists - the Valley is too spread out & no one will be willing to wait for more than one bus in the summer's heat - even if you could provide adequate transfers & shorter waits.

As for 92nd street - it's proximity to the hospital will make it difficult for ambulances & people with emergencies to get to the ER quickly. Even now it can be difficult.

A month or so ago I had to get there as quickly as possible & from the 51 & Shea to the 101 & Shea it was not too much of a problem. But once I got past the 101 it took longer to get to the ER than it took me to get there. I had to cut through the strip mall to save time.

Also, you're changing the character of Scottsdale - the reason it's been such a desirable place to live.

Read the comments in the petition that was submitted in Jan '21. At least one tourist couple apparently has already decided to spend their vacation in Tucson rather than Scottsdale because of the current increase in traffic & high rise [the Quarter/Kierland]

This past election on your new Plan for Scottsdale was also, in my opinion, not quite honest. There was no indication what the plan was on the ballot. In past elections, there's been a synopsis on what people were voting for.

The week of the election:

1. I've spoken to people who had no idea there was an election
2. Several residents had no recollection of even seeing a ballot in their mail.
3. There are many who voted yes but had no clue as to what they were voting for.

Tom, Betty & Solange - you were elected on the promise of not changing the character of Scottsdale. It's time to keep your promises to those who supported & voted for you.

Joan Z

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:11 AM
To: Rachel
Cc: Yaron, Adam
Subject: RE: Old Town Character Area Plan

Good Morning Ms. McElhanon,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Rachel <rachelpeak@q.com>
Sent: Monday, December 6, 2021 7:30 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: re: Old Town Character Area Plan

⚠ External Email: Please use caution if opening links or attachments!

Dear David Ortega –

I am a native of Scottsdale and I object to changing the character of the Old Town area. Do not allow the western character of “The West Most Western Town” to be lost. It is the charm of this area that draws tourists to our city to spend money.

Please keep Scottsdale unique and protect Old Town.

Rachel McElhanon

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:12 AM
To: James H Davis
Cc: Yaron, Adam
Subject: RE: Old Town

Good Morning Mr. Davis,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

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

From: James H Davis <jimdavisestancia@gmail.com>
Sent: Monday, December 6, 2021 8:30 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town

 External Email: Please use caution if opening links or attachments!

Scottsdale City Council: Please listen to the downtown merchants views as you consider any changes in the Old Town Plan. They are the ones who must make this work not the developers.

Jim Davis

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:12 AM
To: Gayla
Cc: Yaron, Adam
Subject: RE: Old Town

Good Morning Ms. Coletto,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

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

From: Gayla <gaylas@cox.net>
Sent: Monday, December 6, 2021 9:01 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town

 External Email: Please use caution if opening links or attachments!

Please do not change the character of this beautiful cowboy town. Scottsdale is know for its history. When my relatives come for a visit the first place they want to go is Old Town.

With the shops and restaurants and the horse statues and cowboy singing it brings us back to another time. Changing that will make us like any other city in America. We are unique and I pray it stays that way. Please take the many who agree with Old Town staying the way it is!

Sincerely,

Gayla Coletto
9624 E. Sheena Dr.
85260
Cell 480-766-3852

Sent from my iPad

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:13 AM
To: Stan Schloz
Cc: Yaron, Adam
Subject: RE: Old Town Area Character Plan

Good Morning Mr. Schloz,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Stan Schloz <smschloz@msn.com>
Sent: Monday, December 6, 2021 10:36 PM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Area Character Plan

⚠ External Email: Please use caution if opening links or attachments!

Please keep Old Town unique Don't screw it up. Old Town is the last unique/special area in the city. Most of the rest of the city already looks like Orange county California.

Thanks for your consideration.

Stan Schloz
10050 E Sonoran Vista Circle
Scottsdale

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:14 AM
To: P P
Cc: Yaron, Adam
Subject: RE: City Council Needs to Hear From You About Downtown -- Old Town Character Area Plan

Good Morning Mr. Petrinovic,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: P P <pap1510@yahoo.com>
Sent: Tuesday, December 7, 2021 12:41 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Fw: City Council Needs to Hear From You About Downtown -- Old Town Character Area Plan

⚠ External Email: Please use caution if opening links or attachments!

Dear Members of City Council,

Council member Ms. Caputi, in her email below that I am forwarding for reference, has implored residents to contact you about what we would like to see in the Old Town Character Area Plan. So, as requested, I would like to give you my opinion on this topic.

I would like you to keep things EXACTLY AS THEY ARE NOW. Actually, I would prefer to have them be like they were 15 years ago, when our downtown was better than it is now, but that is probably unrealistic.

Ms. Caputi asks below: "Should we continue to move forward, or should we roll back our zoning to 40 years ago?" Rather than 40 years ago, I vote to roll back our zoning to 20 years ago. There is no need to "move forward" when things are pretty good in the present. As the old saying goes, "if it ain't broke, don't fix it."

Thank you for your consideration of this constituent's opinion.

Sincerely,
Peter Petrinovic

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:15 AM
To: Stephen Sacra
Cc: Yaron, Adam
Subject: RE: NO Change to the Downtown Character Plan

Categories: Important

Good Morning Mr. Sacra,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Stephen Sacra <steve@vipproducts.com>
Sent: Tuesday, December 7, 2021 3:58 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: NO Change to the Downtown Character Plan

⚠ External Email: Please use caution if opening links or attachments!

To All:

Please don't follow the Mayor, and decide to rob land investors of their assets. Taking away their development opportunity and height is stealing from them.

Don't waste tax payers money, defending law suits, you won't win, because Prop 207 is very clear. Instead of buying lawsuits use the money for parks, and community areas.

The word on the street has changed from "lets work together and Lobby the city council" ...to.... "If they do this they have left us no choice but to sue the city".

Like any corporation, If your going to go down a rabbit hole , you should seek professional legal advice "In Advance" to justify your actionsprior to taking them.

Tying the city up in lawsuits, means no growth an no development, while we wait for the courts to decide..... and if you loose.... your stealing from the taxpayer and giving money to the developers in settlements.

Don't make this your legacy, and don't give developers our money because you couldn't take the time to legally justify your actions.

Best Regards,

Stephen Sacra - Owner
steve@vipproducts.com
Main office (480) 704-1700



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Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:16 AM
To: kathryn salazar
Cc: Yaron, Adam
Subject: RE: Old Town Scottsdale Character Area Plan

Good Morning Ms. Salazar,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: kathryn salazar <kszarini@gmail.com>
Sent: Tuesday, December 7, 2021 7:42 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Cc: Mary Greenough <msgreenough@yahoo.com>; Lana Cusick <lanacusick@hotmail.com>; Clara Lamantea <clamantea@gmail.com>
Subject: Old Town Scottsdale Character Area Plan

 **External Email: Please use caution if opening links or attachments!**

Good morning,

per councilwoman Caputi's request for our comment on Old Town Scottsdale Character Area Plan:

As a 25+ yr resident from the Seattle area, I cannot express strongly enough the desire for Scottsdale to grow without impacting the beauty of its Sonoran Desert views.

When relocating here for employment in July 1995 I was totally enamored by the Sonoran desert . I walked through downtown, dined at the Pink Pony, and walked through galleries on Main Street. In 1996, I began hiking the preserve with my AAUW Scottsdale colleagues when the preserves Lost Dog trail was no more than a Jeep trail and parking was dicey!

Pls do not continue the egregious practice of high rise buildings downtown!

The McDowells, Camelback and more are now being blocked out.

Removal of the Papago shopping area now is replaced by dreadful high rise buildings. It is heartbreaking. In years past buildings did not rise above 2-3 stories which is consistent with retaining the dignity & beauty of our desert.

In addition pls deal with the dreadful drivers on our streets and add bike lanes to protect their lives. And yes it would be helpful to those of us living across the street from Carefree traveling into town to be protected by Scottsdale's finest as the driving habits we continue to fight against are life threatening

My hopes are you hear our comments and not be swayed by the need to generate revenue nor be charmed by the developer community. In years past a previous mayor did so and *now we*

have the ugly scar on the McDowell's known as silverleaf with homes cutting into the mountainside.

Thanks in advance for your kind consideration,

--

Kathryn M Salazar



Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:16 AM
To: john rizk
Cc: Yaron, Adam
Subject: RE: Don't screw it up.

Good Morning Mr. Rizk,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

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

From: john rizk <jrizk1234@gmail.com>
Sent: Tuesday, December 7, 2021 7:46 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Don't screw it up.

 External Email: Please use caution if opening links or attachments!

I agree with everything this lady just said , old town is unique ,don't mess it up !!!

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 9:16 AM
To: Vince Marino
Cc: Yaron, Adam
Subject: RE: Old Town Comments

Good Morning Mr. Marino,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Vince Marino <marinocomp@live.com>
Sent: Tuesday, December 7, 2021 8:28 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Old Town Comments

⚠ External Email: Please use caution if opening links or attachments!

My name is Jan Marino. I have lived near old town for almost 40 years. It is very disturbing to see what is happening to our old town area. Multi-story condo and industrial apartment giga-complexes everywhere. The level of street noise, traffic has changed drastically in just the last year and is almost unbearable to me already. I can tell crime is up from NextDoor testimonies and video. The old town character is being destroyed from over-development. It is really sad. I personally think it is too late to save the downtown area from the greed and corruption that got us to where we are at today. Once you allow a developer to build you can never undo your action. I plan to leave as soon as I can. Thanks for listening.

J. Marino

Yaron, Adam

From: Schilling, Bethany
Sent: Tuesday, December 07, 2021 10:51 AM
To: Caroline Bissell
Cc: Yaron, Adam
Subject: RE: FW: Please Write City Council | The Future of Old Town is at Stake

Good Morning Ms. Bissell,

Please let me acknowledge receipt of your email on behalf of Mayor Ortega and City Council. Thank you for taking the time to share your thoughts as they deliberate on this important matter.

Very Respectfully,

Bethany Schilling
Management Assistant to the Mayor and City Council
Office of Mayor David D. Ortega
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251
Phone: 480.312.7977
Email: bschilling@scottsdaleaz.gov

From: Caroline Bissell <battybissie@gmail.com>
Sent: Tuesday, December 7, 2021 9:45 AM
To: City Council <CityCouncil@scottsdaleaz.gov>
Subject: Fwd: FW: Please Write City Council | The Future of Old Town is at Stake

 **External Email: Please use caution if opening links or attachments!**

RE: old town character area plan

dear city council and mayor,
when i visited scottsdale in 1968 the utter charm of old town with lulubells and the sugar bowl among many other charming unique businesses (long gone) won my heart. seeing horses tied up to parking meters was the final enchantment. i sold my home in ohio and moved here in 1972. that charm which originally enticed me is rapidly disappearing and being replaced with high end shops and

high rise complexes which visitors can find in ANY big city. that is not what brings them. it is the quaint little shops and restaurants and art galleries and views of our lovely mountains which keeps them coming back. once you remove those unique features, scottsdale becomes any another cookie cutter city. please stop allowing unimaginative developers to destroy our uniqueness.

sincerely,

caroline v. bissell

7231 e. cactus wren rd.

scottsdale,az. 85250