

**Application  
Narrative  
Cash Transmittal  
Pre-Application  
Pre-App Narrative  
Pre-App Cash Transmittal  
Project Data Sheet**

## **General Plan 2014 Initiation Narrative**

### **General Plan Overview**

The General Plan is a legal document that establishes the community's vision and serves as the city's guide for the long-range development and use of land within city boundaries. It is an expression of how the city wants to grow and change over the next twenty (20) years. The General Plan establishes the basis for land use regulations, provides residents with an opportunity to participate in the long-term planning of the city, and informs residents, developers and decision-makers how to guide development. The goals and policies are implemented through recommendations from citizens, city boards and commissions, and decisions made by City Council.

The General Plan is comprised of sections, called "elements," which address different topics that affect the city's development. In 2001, Arizona State Statute required that General Plans for cities the size of Scottsdale include fifteen (15) elements. As a result of community input, Scottsdale included three (3) additional elements: Character and Design, Economic Vitality, and Community Involvement. Since the 2001 General Plan adoption, the state has mandated the inclusion two (2) more elements, Energy and Neighborhood Preservation and Revitalization. In addition, the State Legislature passed Senate Bill 1598 in 2011, requiring cities to establish policies that identify known sources of mining aggregates (e.g. sand, gravel) in the General Plan.

#### ***State-Mandated Elements***

1. Land Use (Identify sources of known aggregates\*)
2. Circulation
3. Open Space
4. Growth Areas
5. Environmental Planning
6. Water Resources
7. Conservation
8. Recreation
9. Public Services and Facilities
10. Public Buildings
11. Housing
12. Conservation, Rehabilitation and Redevelopment
13. Safety
14. Bicycling
15. Cost of Development
16. Energy \*
17. Neighborhood Preservation and Revitalization\*

#### ***Scottsdale-Specific Elements***

18. Character and Design
19. Economic Vitality
20. Community Involvement

*\* New state mandated elements/requirements not currently in the 2001 General Plan*

### **Need for a General Plan Update**

Arizona Revised Statute 9-461.05 requires that each city adopt a comprehensive General Plan, which is effective for up to ten (10) years from the date of adoption and ratification by the voters. The current Scottsdale General Plan was adopted in 2001 and ratified by the citizens in 2002.

To comply with Arizona Revised Statute 9-461.05, the City of Scottsdale attempted a ten (10) year update of the General Plan beginning in 2009, and culminating with a the City Council adoption of the 2011 General Plan. However, at the March 2012 special election, Scottsdale citizens did not ratify the Plan. As a result, the 2001 General Plan remains in effect until an updated General Plan is adopted and ratified.

In June 2010, the Arizona Legislature passed House Bill 2145, which extended the timeframe for cities and towns adopt an updated or new General Plan to July 1, 2015. So as to comply with State Statute, the City of Scottsdale must, at a minimum, incorporate the new State-mandated elements and other requirements, referenced above, into the General Plan by the 2015 deadline.

### **Moving Forward**

To begin a new General Plan 2014 process, City staff began a conversation with the Scottsdale community about the 2011 General Plan process and document in April, 2012. These discussions included community members, the 2011 General Plan Working Group, and other civic/community groups to better understand their opinions of the 2011 General Plan, as well as ideas for moving forward. Common themes expressed from the community included:

- Revisiting the Plan's Vision Statement;
- Addressing the Major General Plan amendment criteria;
- Some community members preference to use the 2001 General Plan as a starting point, while others preferred to use the 2011 General Plan;
- Improve the Visioning Process and incorporate elements of past visioning efforts; and
- Include community members in the update to the General Plan.

In addition, City staff benchmarked with the City of Surprise and the Town of Cave Creek, which both experienced rejection of their respective General Plans at the ballot. Cave Creek made minor changes to their proposed 2003 General Plan and sent it back to the voters successfully in 2005. Surprise, which failed in 2009, passed a new General Plan on November 5, 2013.

Reporting these results back to the Council on June 19, 2012, Council members discussed a tentative schedule for moving forward with a 2014 General Plan. The City Council directed staff to proceed with contracting with a consultant to assist the community in reviewing/revising the existing or creating a new General Plan vision statement. In addition, City Council directed staff to include the following in the Visioning process:

- An application process for Scottsdale community members (i.e. residents, business owners, property owners, etc.) to participate in a Visioning event or series of events in which the participants should be selected by a neutral, third-party consultant;

- The application process should ensure that a representative cross-section of Scottsdale's community members are involved in the Visioning process;
- The resulting Vision Statement and Community Values Statements should be created by the Scottsdale community and facilitated by a neutral, third-party consultant;
- City staff should bring a consultant contract to the City Council for consideration in Fall 2012 and prepare for a Visioning event, or series of events, in early 2013; and
- City staff should request City Council direction on the remainder of the 2014 General Plan Update process in early 2013. Items for direction include, but are not limited to, the public outreach process, extent of the update, and schedule to complete the update.

### **Town Hall**

#### **Consultant Selection Process**

In conformance with the city's procurement codes, Long Range Planning, in conjunction with the city's Purchasing Department, issued a Request for Proposals (RFP) that was available between August 21 and September 11, 2012. The City received four (4) written proposals in response to the RFP. Consultant presentations and interviews were held the week of October 1, 2012. After viewing all of the presentations, the interview panel unanimously selected Arizona Town Hall as the successful respondent.

#### **Town Hall Process**

Per the City Council's direction for the Visioning process and adoption of the Arizona Town Hall contract, the General Plan Town Hall process included the following:

- A "Youth Town Hall" that kicked-off the process in January 2013 with high school and college-age community members.
- The "Visioning Town Hall" process which included three (3) half-day (February 6, 7, and 11, 2013) deliberations of 100 Scottsdale community members. The participants were selected by the Arizona Town Hall organization via an application process, and the participants embodied a representative cross-section of the Scottsdale Community. All applications were sent directly to the Arizona Town Hall.
- The Arizona Town Hall compiled a draft consensus report from all of the panel sessions that made up the Town Hall process. This draft was then reviewed and edited in a final plenary session with all 100 of the Town Hall participants on Day 3.

#### ***Future Leaders Town Hall***

The Future Leaders Town Hall was held on January 24, 2013, from 4:00 to 7:00 pm. at SkySong. The purpose was to engage the youth of the Scottsdale community in the 2014 General Plan process. Ultimately 82 Scottsdale youth (ages 14-22) participated, and their recommendations on Scottsdale's Community Values were presented to the Visioning Town Hall participants.

#### ***Visioning Scottsdale Town Hall***

The Visioning Scottsdale Town Hall was a three (3) half-day event on February 6, 7 and 11, 2013, intended for community members to review and develop Scottsdale's Community Values and Vision Statement for the General Plan 2014. Arizona Town Hall selected 101 participants

out of a pool of 291 applications. Some of the criteria Arizona Town Hall used to make the selections included:

- Participants had to have committed to attend all three (3) half-days;
- Participants were selected to ensure an equal, geographical representation from throughout the community (equal numbers of participants were chosen from northern, central and southern portions of Scottsdale); and
- Participants were chosen based on the self-identifying information they provided on the application to ensure all the diverse perspectives in Scottsdale were represented.

The results of the of the Town Hall can be found at the following address on the City's website <http://www.scottsdaleaz.gov/generalplan/GP2014Resources>

### **City Council Action**

Per City Council direction, staff reported back to Council on January 22, 2013, where the City Council discussed and provided staff with direction on the process and procedures associated with the 2014 General Plan project. Specifically, City Council unanimously chose the option to appoint a community task force to oversee the drafting of the 2014 Scottsdale General Plan.

On May 14, 2013 staff came back to Council with the resolutions for their consideration which addressed the General Plan process and procedures and the formation of a General Plan task force. The Council adopted resolutions included:

- Resolution No 9393 which established the General Plan Process Written Procedures and a General Plan Adoption Calendar for the Scottsdale General Plan 2014;
- Resolution No. 9394, which created a General Plan 2014 Task Force; and
- Appointed twenty-five (25) members and several alternates, per the recommendations of Arizona Town Hall, to the Scottsdale General Plan 2014 Task Force.

The City Council directed staff, in consultation with the Scottsdale General Plan 2014 Task Force, to create the General Plan 2014 for community, Planning Commission and City Council consideration. This direction also included using a combination of the 2001 and 2011 General Plans and community outreach to assist the Task Force in creating said draft plan.

### **COMMUNITY OUTREACH**

To help inform the Task Force, Planning Commission, and City Council, about the community's thoughts regarding various aspects of the General Plan, a series of workshops were planned, from June 2013 through Spring 2014, as part of the General Plan 2014 public outreach process. These included the following:

#### ***Workshop Topics***

June 2013 – Neighborhoods and Housing (Workshop Completed)

August 2013 – Community Character (Workshop Completed)

September 2013 – Transportation (Workshop Completed)

October 2013 – Economic Vitality and Growth Areas (Workshop Completed)

November 2013 – Land Use and General Plan Amendment Criteria (Workshop Completed)

Spring 2014 – Final Draft General Plan Open Houses (3 – South, Central, and North)

***Workshop Status***

To date final summary reports have been completed for both Neighborhoods and Housing, Community Character, and Transportation workshops. For more information see the Public Outreach folder.

***General Plan 2014 Task Force***

In addition to the workshop participation process the City Council appointed a 25-member Task Force in May 2013, charged with creating the General Plan 2014 document. The Task Force began meeting in June 2013 and is required to complete a draft General Plan by April 21, 2014.

***Task Force Status***

To date, the Task Force has completed five (5) of twenty-two (22) elements. Additionally, the Task Force has also completed a draft of the Community Values and has discussed ‘big ideas’ for the General Plan. For more information see the General Plan Task Force folder.

**CONTINUING PROCESS**

***Public Outreach***

The public workshop sessions, as part of the outreach process, are now complete. Results of the Workshop 4: Economic Vitality and Growth Areas, and Workshop 5: Land use and Major Plan Amendment Criteria summary reports have not been completed. Due in December 2013, all of the workshop summary reports will be available on-line at the City’s website. The next portion of the public outreach process will take place in March, 2013. Three (3) open houses will be offered so that the public can review the entire General Plan 2014 document. The locations and times have yet to be determined.

***Task Force***

The Task Force has currently completed the following elements: Neighborhood Preservation and Revitalization; Conservation, Rehabilitation, and Redevelopment; Housing; Community Involvement; Open Space; Recreation Elements. Also, the Task Force has completed the Community Values as established in the Town Hall visioning process. Continuing to meet in December 2013, January and February 2014 (and beyond), the Task Force’s draft General Plan document is scheduled for completion at the end of February, 2014.

***Process Timeline***

The 2014 General Plan process consists of five (5) phases. The process was launched in March 2012 and will continue through November 2014. The following summarizes the timing and responsible parties for each phase and associated General Plan 2014 process.

**The five (5) Project Phases include:**

1. Visioning - Developed a new vision for the General Plan 2014 through the Visioning Scottsdale Town Hall (completed January, 2013).
2. Plan Creation – Task Force members meet two (2) to three (3) times to create a 2014 draft plan (current).
3. Community Outreach – Public workshops consisting of: Neighborhoods and Housing; Community Character; Transportation; Economic Vitality and Growth

Areas; and Land Use and Major Plan Amendment Criteria took place from June 2013 to December 2013. This information is provided to the General Plan Task Force in support of the creation of the General Plan 2014.to March 2014

4. Review and Adoption of the Plan - The Planning Commission, City Council, and community will consider the draft General Plan 2014 document for adoption in a public hearings process whereby Scottsdale community members can voice their opinions about the draft General Plan. Additionally, three (3) Open Houses will be offered to community members to review the draft General Plan 2014 document in March, 2014 (April-June 2014).
5. Ratification - The State requires that the General Plan 2014 is ratified by a vote of Scottsdale's citizens (if adopted by Council, ratification would take place on November4, 2014 ballot).