

Downtown Infill Incentive District

May, 2010

Community Involvement Plan

Introduction.

The proposed designation of the Downtown Infill Incentive District (District) would be the second District located within the Downtown Scottsdale boundary. The first Infill Incentive District, the Scottsdale Waterfront Infill Incentive District, was designated in 2003, and is specifically limited to the Scottsdale Waterfront site/property and therefore cannot be utilized by any other properties within the Downtown area. The proposed Downtown Infill Incentive District would include all properties (excluding the Scottsdale Waterfront site) within the Downtown Boundary. The District designation would add a new tool to further enable downtown investment, infill, redevelopment and revitalization for both small and large properties. Through the use of this tool and its related Infill Incentive Plan a property owner would be allowed to propose, on a case-by-case basis, projects with amended development standards (including height, intensity, and density amendments which cannot be amended under the current Zoning Ordinance at this time), fee waivers, and expedited zoning or rezoning procedures and the processing of plans and proposals.

Community Involvement.

A minimum of two open house meetings will be held for input and discussion of the proposed infill incentive district and the associated plan. These meetings will be held on June 16, 2010 at 7:30 a.m. to 9:00 a.m. and June 16, 2010 at 5:30 p.m. to 7:00 p.m.

The community will be made aware of Open House meetings through newspaper advertising, internet posting, letters, email and postcard mailings. Specific notices will be sent to the:

City's Interested Parties Lists:

- Downtown Business and Property Owners
- Community Members
- Homeowner Associations (adjacent to Downtown)

Merchant Associations:

- Old Town Merchants,
- Fifth Avenue Merchants,
- Sixth Avenue/Stetson Drive/Brown Avenue Business Owners,
- Craftsman Court Association,
- Scottsdale Gallery Association

Boards and Commission Involvement.

Staff will be seeking the input from the Planning Commission, City Council's Economic Subcommittee, and 2009 Downtown Taskforce. A formal recommendation to the City Council will be sought from the 2009 Downtown Taskforce.

Downtown Infill Incentive District

June, 2010

Community Involvement Report

Notice of Open House Meeting.

To obtain input from businesses, property owners, designers, applicant representatives, and the community approximately two hundred (200) notifications were sent to individuals requesting their participation and feedback on the proposed Downtown Infill Incentive District (District) designation and Infill Incentive Plan (Plan). Also, information was sent to the Old Town Merchants Association, Fifth Avenue Merchants Association, Sixth Avenue/Stetson Drive/Brown Avenue Business Owners Association, Craftsman Court Association, Scottsdale Gallery Association, the Leadership in Downtown Scottsdale organization, homeowner associations in and near the Downtown that are on file with the city, and individuals on the Planning, Neighborhoods, and Transportation's interested parties lists. Attachment #1 includes the list of individuals that were sent notifications. Attachment #2 is a copy of the emails notifications, and Attachment #3 is a copy of the letter mailed to individuals that staff did not have an email address for. In addition, a 1/8-page advertisement was published in the local newspaper to advise the open house meetings to the community (Attachment #4).

Open Meetings.

On June 16, 2010, staff conducted two focus group meetings (7:30 a.m. and 5:30 p.m.) to discuss the proposed District. Four citizens attended the meetings. In addition, staff received two phone calls and met separately with one citizen. These individuals desired general information about the District, and Plan and expressed support for both the District designation and Plan. Also, staff has received one letter in support (Attachment #5).

Notice of Boards and Commission Meetings.

The notice of the agenda items to discuss the Downtown Infill Incentive District with the 2009 Downtown Taskforce, City Council Economic Subcommittee and the Planning Commission were posted in accordance with the Arizona Revised Statutes. The agendas are typically available for public information one week before that actual scheduled date.

Planning Commission.

On May 26, 2010 and June 9, 2010, staff reviewed the proposed District and Plan at the Planning Commission Study Sessions. The Planning Commission was supportive of the District designation and Plan. In addition, the Planning Commission suggested that staff should also explore infill incentive district designations in the McDowell/Scottsdale Road and Airpark areas of the community.

2009 Downtown Taskforce.

On May 17, 2010 and June 7, 2010, staff reviewed the proposed District and Plan with the Taskforce. On June 7, 2010, the Taskforce recommended, eight (8) to three (3) to implement the District and Plan in the Downtown. The three (3) descendants were concerned that the designation of the Downtown Infill Incentive District could be construed as a Redevelopment Area designation. Staff did explain that the statutes for the Redevelopment Area and Infill Incentive District designation have similar criteria but do

not grant the same powers to the City (such as condemnation), and properties within Infill Incentive District are not labeled as slum and blight as would the properties in a Redevelopment Area.

City Council Economic Subcommittee.

On June 17, 2010, staff presented a brief synopsis of the proposed District and Plan.

City Council Hearing.

Post cards were sent to the Old Town Merchants Association, Fifth Avenue Merchants Association, Sixth Avenue/Stetson Drive/Brown Avenue Business Owners Association, Craftsman Court Association, Scottsdale Gallery Association, the Leadership in Downtown Scottsdale organization, homeowner associations in and near the Downtown that are on file with the city, and individuals on the Planning, Neighborhoods, and Transportation's interested parties lists that staff has mailing addresses for. In addition, a 1/8-page advertisement was published in the local newspaper to advise the City Council meeting (Attachment #6).