



CITY OF   
**SCOTTSDALE**

**GENERAL PLAN ANNUAL REPORT  
JANUARY - DECEMBER 2025**



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GENERAL PLAN ANNUAL REPORT  
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Planning & Development	Fleet Management
Transportation & Infrastructure	Solid Waste
Fire	Information Technology
Police	Constituent Services
Emergency Management	Government Relations
Communications	Management Associates
Economic Development & Tourism	ADA Coordinator
Parks, Recreation & Preserve	Scottsdale Public Art
WestWorld	City Attorney
Scottsdale Stadium	City Auditor
Scottsdale Airport	City Clerk
Human Resources	City Court
Human Services & Library	City Treasurer
Water Resources	City Manager's Office

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# OVERVIEW



## PURPOSE

The General Plan is the primary tool for guiding the future of the city. It contains community goals and policies on character and design, land use, open space and the natural environment, business and economics, community services, neighborhood vitality, transportation and growth. It shapes the physical form of the city, yet also addresses other aspects, such as human services, education, protection of desert and mountain lands, arts and culture, community health and the character of neighborhoods.

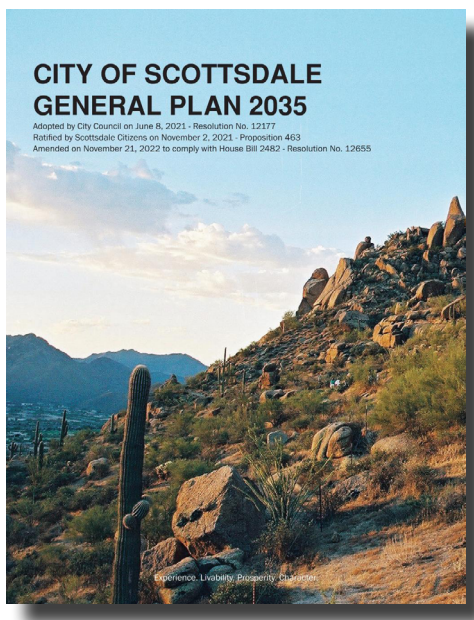
Scottsdale's General Plan 2035 has three interrelated roles:

- It is an expression of community vision, aspirations, values and goals;
- It is a decision-making guide; and
- It fulfills state statute and City Charter requirements.



## ANNUAL REPORT – STATE STATUTE

Arizona State Statute requires cities to “render an annual report to the legislative body on the status of the plan and progress in its application” (ARS 9-461.07). The General Plan addresses all attributes of the community—from housing, transportation, and infrastructure, to the natural environment—therefore necessitating periodic review of Plan implementation.



The purpose of this report is to describe the advancement and implementation of the General Plan and to fulfill the state-mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2025.

## FORMAT

This report is organized into four sections. The first section is a 2025 synopsis of accomplishments realized through the implementation of the General Plan for each of the Community Values.

## OUR COMMUNITY VALUES



The second section describes state statutes pertaining to the General Plan amendment process, Scottsdale’s established amendment criteria and major and minor General Plan amendments that were considered by the Scottsdale City Council between January and December of 2025.

The third section reviews the specific implementation items that have been completed over the past year in the Southern Scottsdale, Old Town Scottsdale and Greater Airpark Character Areas.

The fourth section provides tables that detail implementation progress reporting specific to each Community Value.

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# SECTION 1 - IMPLEMENTATION



## OUR COMMUNITY VALUES

Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our four community aspirations – Exceptional Experience, Outstanding Livability, Community Prosperity and Distinctive Character.

Our seven Community Values are at the forefront of decision making in implementing the vision, community aspirations and goals found in the General Plan and the basis upon which inconsistencies in the General Plan are resolved.

The following Community Values are expanded upon and further defined in corresponding chapters of the General Plan:



### **Respect Character and Culture (Chapter 1 - Character & Culture)**

Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.



### **Conserve and Preserve the Environment (Chapter 2 - Sustainability & the Environment)**

Lead the region in the stewardship and sustainable management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical and personal enrichment of everyone.



### **Collaborate and Engage (Chapter 3 - Collaboration & Engagement)**

Promote strong, visionary leadership that is transparent, responsive and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.



### **Foster Well-Being (Chapter 4 - Community Well-Being)**

Promote a culture of lifelong physical and mental health, safety and well-being for residents, visitors, employers and employees. Foster social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity.



### **Connect the Community (Chapter 5 - Connectivity)**

Connect all community members within the City and to the region by striving for cost-effective, adaptable, innovative, safe and efficient mobility options. Connectivity and mobility involve more than getting people from here to there; connectivity and mobility influence the form and comfort of urban communities.



### **Revitalize Responsibly (Chapter 6 - Revitalization)**

Vigorously evaluate the short- and long-term impacts of development and redevelopment decisions to ensure that public and private investment work collaboratively to support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal and economic needs and high quality of life.



### **Advance Innovation and Prosperity (Chapter 7 - Innovation & Prosperity)**

Embrace a diverse and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements.

## GENERAL PLAN IMPLEMENTATION & OUR COMMUNITY VALUES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. Implementation is the manifestation of the General Plan. Because the General Plan will be implemented over the long term, its **Implementation Chapter (Chapter 8)** describes general next steps and includes lists of major programs to bring the General Plan to life. Major programs for implementation are categorized according to the Community Values. Items in this report that align with delineated implementation programs are identified, and their status is reiterated in the Implementation Progress Reporting section.

Actions and events that occur over the course of a year are not always singular in terms of implementation. In many instances, they implement more than one Community Value of the General Plan. However, highlighted actions and events only show up once in the report and are matched to the Community Value which they most closely align. Other Community Values that are implemented through the highlighted action are cross-referenced through the use of the corresponding colored symbols depicted on the previous page.

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. State law mandates 17 required elements in a General Plan for cities the size of Scottsdale; however, Scottsdale's General Plan 2035 includes 24 elements – a result of incorporating seven (7) additional community-created elements. Elements are organized into the seven core chapters of the General Plan which coincide with Our Community Values. They are listed below in alphabetical order, with community-created elements identified by an asterisk.

- |                                                    |                                                 |                                   |
|----------------------------------------------------|-------------------------------------------------|-----------------------------------|
| ■ Arts, Culture & Creative Community*              | ■ Growth Areas                                  |                                   |
| ■ Bicycling                                        | ■ Housing                                       |                                   |
| ■ Circulation                                      | ■ Healthy Community*                            |                                   |
| ■ Character & Design*                              | ■ Land Use                                      |                                   |
| ■ Community Involvement*                           | ■ Neighborhood Preservation<br>& Revitalization |                                   |
| ■ Cost of Development                              | ■ Open Space                                    |                                   |
| ■ Conservation                                     | ■ Public Buildings                              |                                   |
| ■ Conservation, Rehabilitation,<br>& Redevelopment | ■ Public Services & Facilities                  |                                   |
| ■ Energy                                           | ■ Recreation                                    |                                   |
| ■ Education*                                       | ■ Safety                                        | * = Community-<br>Created Element |
| ■ Environmental Planning                           | ■ Tourism*                                      |                                   |
| ■ Economic Vitality*                               | ■ Water Resources                               |                                   |

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# 2025 AWARDS & ACCOLADES

## Best in Governance Award

Scottsdale was recognized as a Top Performer in the Economy category of the Best in Governance Awards, a national honor that evaluates local governments based on resident feedback and performance measures. The distinction places Scottsdale among the nation's elite for livability and responsive leadership. Key initiatives contributing to this recognition include Old Town Scottsdale's \$40+ million revitalization plan, park and recreation upgrades including Ashler Hills Park and Thompson Peak Dog Park, and investments in public safety such as Scottsdale Police Department's Realtime Crime Center, new Fire Station 612, and expanded ambulance services. Only five communities nationwide were recognized as Top Performers in each category, reflecting Scottsdale's strategic use of innovation, infrastructure investment, and community-focused initiatives to drive economic vitality and enhance overall quality of life.



*Fire Station 612, located at the northeast corner of Hayden Road and Mayo Boulevard, began operations September 2025.*



*Scottsdale's northern most park, Ashler Hills Park, opened in February 2025 at Ashler Hills Drive and 74th Way.*

## 2025 American Architecture Award

The Scottsdale Civic Center received a 2025 American Architecture Award from The Chicago Athenaeum, recognizing it as one of the nation's best new urban projects. The award describes the Civic Center as a multifunctional urban oasis and recognizes its design that prioritizes sustainability and public health, water conservation, innovative stormwater management, and the provision of shaded, comfortable spaces for residents. Scottsdale Civic Center stands as a model for creating vibrant, resilient public spaces that serve social, cultural, and recreational needs.

### State and National Recognition for Scottsdale Water

Four Scottsdale Water employees received state and national recognition at the 98th Annual Arizona Water Conference, underscoring the utility's leadership, professionalism and innovation in the water industry. Honorees included David Walby, Interim Director of Water Resources, who earned the national Water Environment Federation Hatfield Award; Craig Craddock, Wastewater Collection Manager, recipient of the Nathan Burbank Environmental Educator Award; Gary Tuning, Wastewater Treatment Manager, named Operations Leader of the Year; and Joe Maldonado, Wastewater Operations Supervisor, recognized as Arizona Supervisor of the Year. These honors reflect both individual excellence and the overall caliber of the Scottsdale Water team, which is widely recognized for delivering high-quality drinking water and advanced reclamation services.



*Award winners (from left to right) Craig Craddock, Joe Maldonado, David Walby and Gary Tuning at the 98th Annual Arizona Water Conference and Exposition*

### 2025 Arizona Travel Awards

In 2025, Scottsdale earned three Arizona Travel Awards, recognizing the city's excellence in tourism, events and destination marketing. Announced in PHOENIX magazine's July/August "Best of the Valley" issue, the honors highlight Scottsdale's commitment to memorable, culturally rich visitor experiences. Award-winning programs included Scottsdazzle (Best Statewide Community Event), June Days (Best Big Market Destination Marketing Campaign) and the Arizona Indigenous Culinary Experience (Best Big Market Under-the-Radar Activity). Together, these accolades reflect tourism strategies that support community well-being, celebrate local culture and creativity, and drive economic vitality.



*Mayor Borowsky helped kickoff 2025 Scottsdazzle at the Jingle & Jazz Tree Lighting Spectacular.*

### CIO 100 Award for Digital Innovation

In 2025, Scottsdale received national recognition for digital innovation with a prestigious CIO 100 Award for its Short-Term Rental Map Tool and Resource Center. The AI-enabled platform improves transparency, supports enforcement and enhances quality of life by providing accessible, actionable information about short-term rentals. Scottsdale was the only city in the nation recognized this year, underscoring its leadership in leveraging technology to advance effective and responsive local government.



*Business Intelligence Manager Kari Johnson (right) accepts the CIO 100 Award on behalf of the Scottsdale team at the 2025 CIO 100 Symposium & Awards at the Fairmont Scottsdale Princess.*

### Digital Cities Survey Award

In 2025, Scottsdale ranked #1 in its class (population 125,000–249,999) in the Center for Digital Government’s Digital Cities Survey for the third consecutive year, recognizing the city’s leadership in technology and innovation. This distinction reflects Scottsdale’s strategic use of AI, automation and data to enhance city services, from smart public safety tools and enterprise-wide AI deployment to streamlined finance, permitting and HR operations. Scottsdale’s continued success is further reinforced by the leadership of CIO Bianca Lochner, Ph.D., who received the Large Enterprise ORBIE Award, highlighting the city’s national standing in digital government innovation.



*Bianca Lochner, Ph.D., Chief Information Officer, accepts the award from the Center for Digital Government.*

### PTI Solutions Award for Responsible AI Leadership

Scottsdale was recognized nationally with the PTI Solutions Award (AI Medium category) for its citywide AI Governance Program, which ensures responsible, secure, and transparent use of artificial intelligence across city operations. The program establishes clear policies and oversight, including cross-departmental review, approved tool usage, and guidance for employees, balancing innovation with accountability. Scottsdale’s approach is now considered a model for other cities nationwide, demonstrating that ethical AI use can go hand in hand with forward-looking technology leadership.

### Public Parks and Amenities Recognized

Scottsdale earned five Best of Phoenix honors from Phoenix New Times, recognizing the city's outstanding public amenities and parks. Honored locations included:

- McCormick-Stillman Railroad Park (Best Cheap Fun for Kids)
- Scottsdale Ranch Park & Tennis Center (Best Tennis Courts)
- Indian Bend Wash Greenbelt (Best Bike Trail)
- Pinnacle Peak (Best Hike for a Quick Workout)
- McDowell Mountain Ranch Aquatic & Fitness Center (Best Public Pool)

These recognitions reflect Scottsdale's commitment to maintaining high-quality parks, recreation facilities and open spaces that promote an active, healthy community.



*Pinnacle Peak Park is located at 26802 N 102nd Way.*

### Design Award for the Reata Sports Complex

The Reata Sports Complex operations building received a Distinguished Architecture Citation from American Institute of Architects (AIA) Arizona, recognizing excellence in design and thoughtful integration into its surrounding context. Designed to support sports tourism and tournament play, the building reflects the character of nearby facilities and neighborhoods while incorporating user-centered features such as strategic shading, breezeways and durable materials. The recognition underscores Scottsdale's commitment to delivering high-quality, architecturally thoughtful public amenities that enhance comfort, functionality and the overall community experience.



*The Reata Sports Complex operations building is located at E McDowell Mountain Ranch Road and N Thompson Peak Parkway.*

**Top 10 Safest City for Drivers**

Scottsdale was recognized by Allstate's America's Best Drivers Report as one of the safest cities for drivers, reflecting the city's innovative, data-driven approach to traffic management and enforcement. The Traffic Management Center monitors hundreds of intersections and cameras across the city, allowing staff to adjust signal timing in real time to respond to congestion, construction, collisions, and major events. Scottsdale's targeted photo enforcement program focuses on speeding and red-light violations at key locations, with mobile deployments responding to resident concerns and school zones. By combining advanced technology, human expertise, and community-focused strategies, Scottsdale sets a national example for safe, efficient, and well-managed streets.

**Public Safety Communications Awards**

The Scottsdale Police Communications Section received two honors at the annual Arizona APCO/NENA State Training Conference, recognizing excellence in public safety communications. The team was named Communications Team of the Year, honoring outstanding collaboration, coordination and commitment to service, and also received Dispatch Incident of the Year for its effective handling of an active shooter incident at a Scottsdale grocery store.

**Tree City USA Accreditation**

Scottsdale celebrated its 43rd consecutive year as an accredited Tree City USA city, marking the longest-running accreditation in Arizona and underscoring the city's longstanding commitment to urban forestry and environmental stewardship. The milestone was commemorated with an Arbor Day community event and tree planting at Comanche Park, reflecting Scottsdale's continued investment in a healthy, resilient urban canopy for future generations.

**Gold Level Certification from Bloomberg Philanthropies What Works Cities**

Scottsdale earned Gold Certification from Bloomberg Philanthropies What Works Cities, reaffirming the city's leadership in data-driven governance under a new, more rigorous national criteria. The certification recognizes strong data practices that support smarter decision-making and improved public services. Scottsdale's progression from Honor Roll, to Silver, and now repeated Gold status reflects a sustained commitment to using data to enhance transparency, efficiency and community outcomes.

**Achievement of Excellence in Procurement**

The City of Scottsdale's Procurement Department received the Achievement of Excellence in Procurement Award from the National Procurement Institute, recognizing leadership and best practices in public procurement. Scottsdale was among a select group of public and nonprofit agencies nationwide honored for excellence in innovation, professionalism, productivity, and e-procurement, reflecting the city's commitment to transparency, efficiency and delivering value to the community.

**Top Arizona City in Trust for Public Land's 2025 ParkScore Index**

The ParkScore index is a national comparison of park systems across the 100 most populated cities in the United States. Published annually, the index measures park systems according to five categories reflective of an excellent city park system: access, investment, amenities, acreage, and equity. Scottsdale ranked Number 48, the highest of any Arizona city.



2025 Parada Del Sol.



Scottsdale is first and foremost a residential community and southwest tourist destination. Scottsdale also features a variety of land uses that contribute to a diverse economy, unique community character and a national reputation for quality and livability. Scottsdale residents and visitors place extraordinary value on the diverse character types and unique design qualities that, when grouped together, complete the Scottsdale mosaic. The “Respect Character and Culture” Community Value is expressed and implemented through the Character & Culture Chapter of the General Plan, which emphasizes the community’s continued commitment to quality design, authentic arts and culture and the protection of Scottsdale’s special places.

**ELEMENTS IN THIS CHAPTER:**

- Character & Design
- Land Use (General Plan Amendment Criteria)
- Arts, Culture & Creative Community

This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Respect Character and Culture.

## ARTS, CULTURE AND CREATIVE COMMUNITY

### New Permanent Public Art Projects 🦋

Scottsdale Public Art completed two permanent public art projects in 2025, each reflecting the city's commitment to integrating art into public spaces.

- *Parallel Companion*, installed at McCormick-Stillman Railroad Park, enhances a beloved civic destination through an artwork that invites curiosity, interaction, and reflection within the park's historic and recreational setting.
- At Fire Station 612, *Wholeness* integrates art into essential civic infrastructure, reinforcing the role of public art in supporting spaces dedicated to service, care, and community well-being.

[Arts, Culture & Creative Community Element]



*Parallel Companion, Kristine Kollasch, 2025*



*Wholeness, Maria Salenger/Jones Studio, 2025*

### Events, Exhibitions and Temporary Projects 🦋

Scottsdale Public Art delivered a robust slate of temporary projects and public-facing programs in 2025, reinforcing access, engagement, and visibility across the city:

- Installed two temporary public art murals, one on the exterior of SMOCA and one inside the Wells Fargo Parking Garage.



*Big Ole Gecko, Kayla Newnam, 2025*



*Signs of Good Times, Timothy Brennan, 2025*

- Partnered with the City of Scottsdale to beautify APS utility boxes along Brown Avenue, transforming everyday infrastructure into creative visual assets that contribute to neighborhood identity.

*[Arts, Culture & Creative Community Element]*

### **Digital Engagement, Innovation and Interpretation** 🦋

In 2025, Scottsdale Public Art launched the Scottsdale Public Art Guide on Bloomberg Connects, a free digital app that provides audio tours, interpretive content, and access to special exhibitions, expanding public access to the city's collection. The program also introduced four new augmented reality experiences through the Hoverlay App, offering innovative, immersive ways for residents and visitors to engage with public art and explore Scottsdale's cultural landscape using emerging technology.

*[Arts, Culture & Creative Community Element]*

### **Planning, Recognition and Awards** 🦋

Scottsdale Public Art initiated its 10-Year Public Art Planning Process in fall 2025, engaging consultants Arts Builds Community and Cirrus Collaborative to lead a comprehensive research and community engagement phase from October through December. This effort establishes a long-term, values-driven framework to align public art with Scottsdale's future growth, community priorities and cultural identity.

In recognition of its impact, Scottsdale Public Art received the Spirit of Literacy Award from the Friends of Scottsdale Public Library, honoring the program's commitment to education, storytelling, and public access to cultural resources.

*[Arts, Culture & Creative Community Element]*

### **Conservation and Restoration Projects** 🦋

Stewardship of Scottsdale's public art collection remained a core focus in 2025. In addition to ongoing maintenance of more than 20 artworks, Scottsdale Public Art completed major restoration work on Tributary Wall at Goldwater Road and The Path Most Traveled by Carolyn Braaksma, ensuring the long-term preservation, safety, and visual integrity of the collection for future generations.

*[Arts, Culture & Creative Community Element]*

### **Cycle the Arts** 🦋🚲🎨

The city partners with Scottsdale Public Arts and Valley Metro each year for Cycle the Arts, a guided bike tour of public art throughout the city. On Sunday, April 6, Cycle the Arts featured 10 art installations at 9 stops. The 11-mile route included Old Town, southern Scottsdale and Indian Bend Wash Path. Participants received t-shirts and stickers designed by local artist Shela Yu (Shellshaker), a Chinese American multi-disciplinary artist. Shela Yu's temporary public art installation, A Gathering Place, was featured at one of the event art stops.

*[Arts, Culture & Creative Community, Bicycling, Healthy Community Elements]*

### Scottsdale's Founders Day 🏡

Scottsdale celebrated Founders Day on February 25 at the Little Red Schoolhouse, honoring city founders Winfield and Helen Scott and commemorating the building's 115th anniversary. Presented in partnership with the Scottsdale Historical Society and the Daughters of the American Revolution Winfield Scott Chapter, the event highlighted Scottsdale's history and community heritage. The program included a mayoral proclamation, historical reflections, recognition of the inaugural recipients of the Guardians of Scottsdale History Award, and a keynote address by Arizona State Historian Marshall Trimble. Attendees also received commemorative postcards illustrating the Little Red Schoolhouse's evolution over more than a century.

*[Arts, Culture & Creative Community Elements]*

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## LAND USE & DESIGN

### Middle Housing Text Amendment 🏡👥

At its November 17, 2025 meeting, the Scottsdale City Council amended the city's Zoning Ordinance to comply with new state law related to Middle Housing (HB 2721). The legislation requires cities to allow duplexes, triplexes, and fourplexes on certain single-family residential lots, subject to defined location, use, and service criteria. In Scottsdale, Middle Housing is now permitted on qualifying single-family lots within one mile of the Old Town area and as a portion of larger new residential developments, while maintaining exclusions for areas lacking adequate urban services.

The amendments align local regulations with state requirements, which limit the types of development standards cities may impose and restrict public hearing requirements in qualifying locations. By updating the Zoning Ordinance before the January 1, 2026 deadline, Scottsdale preserved local control, mitigated potential impacts to neighborhood character, and avoided the broader, unrestricted application of Middle Housing across all residential properties.

*[Character & Design, Land Use, Housing, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

### Accessory Dwelling Unit Text Amendment 🏡👥

At its September 30, 2025 meeting, the Scottsdale City Council amended the city's Zoning Ordinance to comply with newly adopted state legislation governing Accessory Dwelling Units (ADUs) (HB 2928). The law expanded where and how ADUs may be developed on residential properties and required cities to update local regulations accordingly.

ADUs are self-contained residential units located on the same lot as a primary single-family home and may be rented separately. Although Scottsdale opposed the legislation due to concerns about neighborhood impacts and reduced local control, the city adopted a zoning text amendment to align with state requirements while incorporating standards intended to limit potential impacts on infrastructure and community character.

The updated ordinance allows one attached and one detached ADU per single-family property, with limited additional allowances on larger parcels when affordability criteria are met. State law restricts cities from imposing certain development standards, including requirements for fire sprinklers, on-site parking, or excessive setbacks, while homeowner associations may maintain more restrictive rules. By amending the zoning code prior to the statutory deadline, Scottsdale avoided the broader, unrestricted allowance of ADUs on all residential properties.

*[Character & Design, Land Use, Housing, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

**Planning Commission** 

The Planning Commission reviewed and made recommendations to the City Council on 28 occasions concerning or relating to General Plan amendments, zoning district map amendments, zoning ordinance text amendments, conditional use permits and abandonments in 2025. Major topics of discussion included text amendments regarding adaptive reuse (Case 3-TA-2024#2), accessory dwelling units (case 4-TA-2024#2), and middle housing (case 5-TA-2024). Thirteen meetings were held, and 46 public comments were received.

*(See zoning actions and General Plan amendments on pages 72-76)*

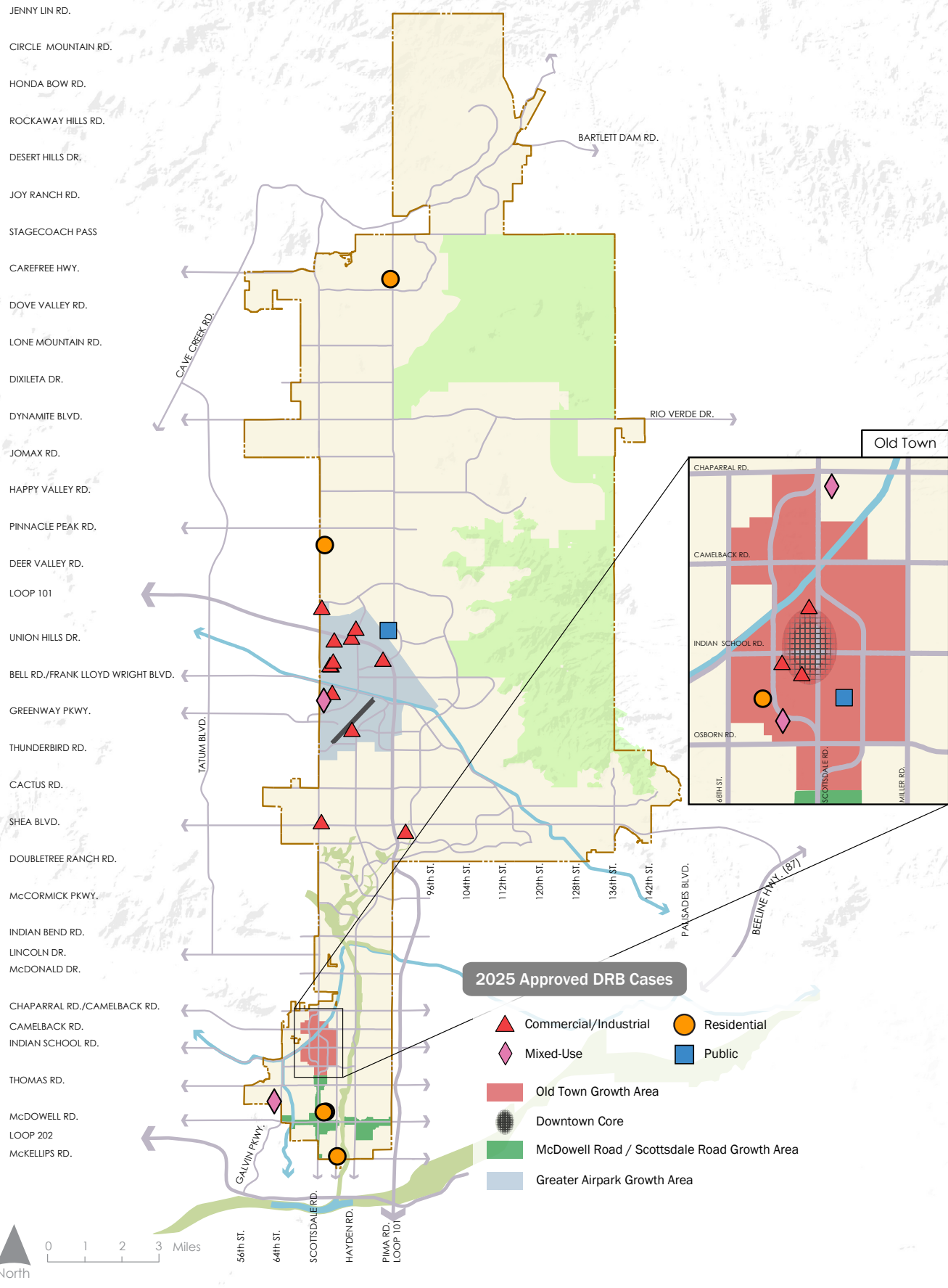
*[Character & Design, Community Involvement, Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation, & Redevelopment, Growth Areas, Cost of Development, Public Buildings, Economic Vitality Elements; Implementation Program]*

### Development Review Board

The purpose of the Development Review Board (DRB) is to maintain Scottsdale's high quality character and design by reviewing the architectural design and layout of proposed development. The DRB reviewed many different types of projects in 2025 and approved several that included renovation and expansion of existing developments, mixed-use development and infill projects on parcels that had been vacant, including the following depicted on the Approved DRB Cases Map (page 24):

- ▲ **Commercial / Industrial Developments (15)** – HonorHealth Shea Parking Garage (26-DR-2024), The Loop (13-DR-2024), Scottsdale Promenade (31-DR-2024), Mon Cheri (8-DR-2025), 4242 N. Scottsdale Rd. (37-DR-2024), Cavasson North Retail and MOB (34-DR-2024), Cavasson Office Building C (38-DR-2024), One Scottsdale PU III, Torch Club (61-DR-2015#7), Main + Marshall Remodel (39-DR-2024), 7Brew Coffee (30-DR-2024), Yam Hangars at SDL (10-DR-2024), Fairmont Scottsdale Princess Sunset Villas and Bungalows (38-DR-2022), Fairmont Scottsdale Princess Hotel Guest Tower (38-DR-2022#2), Fairmont Scottsdale Princess Conference Center Expansion (38-DR-2022#3), ASM Scottsdale - Service Yard Expansion (3-DR-2024#2)
- ◆ **Mixed-Use Developments (4)** – Papago Village (16-DR-2024), The Goldwater (25-DR-2021#2), The Parque Phase One (6-DR-2025), City Center at Scottsdale Collection (19-DR-2023)
- **Residential Developments (6)** – Aria at Silverstone (2-PP-2024), Kama Preliminary Plat (1-PP-2024), Palm Lane Residences - Phase 1 (27-DR-2024), Palm Lane Residences - Phase 2 (28-DR-2024), The Adelaide (14-DR-2024), The Arden Scottsdale (32-DR-2024)
- **Public Art, Infrastructure or Facilities (2)** – Scottsdale Water Campus Laboratory Addition (20-DR-2024), Transformer Cabinet Murals (15-DR-2025)

*[Character & Design, Community Involvement, Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation, & Redevelopment, Growth Areas, Cost of Development, Public Buildings, Economic Vitality Elements; Implementation Program]*



**Selection of architectural renderings from DRB applications:**



*Scottsdale Promenade (31-DR-2024)*



*Fairmont Scottsdale Princess Sunset Villas and Bungalows (38-DR-2022)*



*Papago Village (16-DR-2024)*



*The Arden Scottsdale (32-DR-2024)*



*The Parque Phase One (6-DR-2025)*



*Palm Lane Residences - Phase 1 (27-DR-2024)*



Fraesfield Trailhead, Credit: Winquist



Scottsdale recognizes that economic growth, environmental stewardship, the provision of open space and fiscal responsibility are interrelated and mutually achievable goals. The community’s distinctive natural and environmental features contribute significantly to quality of life and economic vitality. To preserve Scottsdale as a highly livable city that is environmentally and economically healthy, Scottsdale proactively seeks creative solutions to environmental challenges. The “Conserve and Preserve the Environment” Community Value is expressed and implemented through the Sustainability and Environment Chapter of the General Plan and fosters the planning for, and implementation of, comprehensive, integrated, sustainable strategies that enhance the City of Scottsdale.

**ELEMENTS IN THIS CHAPTER:**

- Open Space
- Environmental Planning
- Conservation
- Water Resources
- Energy

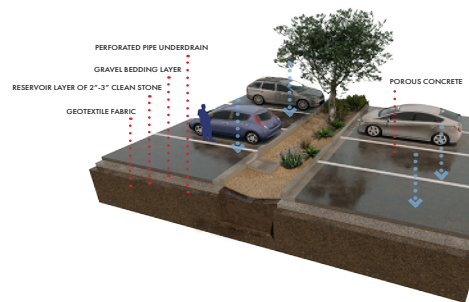
This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Conserve and Preserve the Environment.

## Heat Mitigation 🌿👥🏡

Heat mitigation planning continued throughout 2025 with a focus on a new Shade and Tree Plan, slated for review by the Development Review Board in 2026. The Plan provides a framework to expand and maintain shade infrastructure—an integrated system of trees, built structures and green stormwater infrastructure elements. The following goals of the Shade and Tree Plan are centered on creating a cooler, greener and more resilient city.

- **Maintain our Shade:** Preserve and sustain existing shade infrastructure to ensure their long-term health, function and benefit.
- **Increase our Shade:** Expand shade infrastructure through strategic placement, thoughtful design and integration into public and private projects.
- **Collaborate on Shade:** Foster partnerships and shared responsibility to sustain and expand the shade network.

*[Environmental Planning, Community Involvement, Healthy Community, Land Use Elements; Implementation Program]*



*The Shade and Tree Plan presents a strategic, design-oriented framework to maintain and expand shade infrastructure citywide.*

## Energy Efficiency 🌿👥🏡

The pace of solar permit activity slowed in 2025, from 470 installations in 2024 to 362 installations in 2025. Similarly, the number of electric hot water systems installed declined from 470 in 2024 to 362 in 2025. Continued adoption of these technologies supports ongoing progress toward a more energy-efficient building stock.

*[Conservation, Energy, Environmental Planning, Community Involvement, Healthy Community; Implementation Program]*

**Sustainable Scottsdale Awards** 🌱🏡👥

The city continued the Sustainable Scottsdale Awards program in 2025 to highlight environmental initiatives that positively impact the Scottsdale community. The program showcases leadership in sustainable practices, innovative solutions to environmental challenges, and measurable improvements in environmental stewardship.

Echo Canyon K–8 School was recognized for its hands-on, student-driven approach to sustainability. Students actively address food waste through cultivating, harvesting and preparing sustainable whole foods, supported by on-site composting bins that return nutrients to campus gardens. Student “culinary cultivators” help all grade levels plant food and native species, and partnerships with local chefs connect the garden to the broader community through delicious dishes. The program also includes an in-house worm farm maintained by students, reinforcing closed-loop waste reduction and soil enrichment while fostering environmental education and engagement.

*[Conservation, Environmental Planning, Community Involvement, Healthy Community Elements]*



*Councilwoman McAllen (second from the left) joins members of the Scottsdale Environmental Advisory Commission to recognize Echo Canyon K-8 School award recipients.*

**Green Building Program** 🏡🌱🏠

The city continued to apply the International Energy Conservation Code (IECC) and International Green Construction Code (IgCC) as part of the plan review, permitting and inspection process. These standards supported the integration of energy-efficient and sustainable building practices across commercial, multifamily and single-family development, as well as tenant improvements and remodels. Projects incorporated measures such as solar-ready design, solar photovoltaic installations, electric vehicle charging infrastructure, heat island mitigation, low-emission building materials, high-efficiency plumbing fixtures, improved building thermal performance and enhanced fresh air intake.

*[Environmental Planning, Energy, Cost of Development, Housing, Land Use Elements]*

### LEED for Cities Certification

In collaboration with the U.S. Green Building Council, Scottsdale achieved LEED for Cities Gold certification in June 2025. The certification reflects coordinated efforts to advance sustainability across natural systems, energy, water, waste, transportation and other key areas, supporting strategies that enhance environmental performance and overall quality of life citywide. Since 2005, eighteen city buildings have been certified by the US Green Building Council, including four at the top platinum level.

*[Environmental Planning, Energy, Cost of Development, Housing, Land Use Elements]*

### Hazardous Materials Compliance Program & Planning

City staff coordinates compliance across workgroups that purchase, use or store hazardous materials. Staff monitors facilities, maintains standard operating procedures, supports field operations with waste minimization and pollution prevention efforts, and arranges for the proper disposal of hazardous materials generated by city operations. These practices support the city's continued compliance with Very Small Quantity Generator (VSQG) requirements under the U.S. Environmental Protection Agency, limiting hazardous waste generation to 100 kilograms or less per month and allowing the city to operate under reduced regulatory requirements.

*[Environmental Planning, Healthy Community, Safety Elements; Implementation Program]*

### Landfill Diversion

In 2025, the City of Scottsdale continued to protect resources and extend landfill capacity through focused, practical diversion efforts. Scottsdale sustained a 26% landfill diversion rate, supported by expanded Household Hazardous Waste (HHW) services that kept more than 97 tons of hazardous materials out of the landfill. This program provides a safe, environmentally responsible disposal option while helping prevent collection truck fires caused by improperly discarded hazardous items—supporting employee safety, protecting equipment and reducing community risk.

Scottsdale also maintained its well-attended electronics recycling events, serving more than 3,000 residents and diverting more than 67 tons of e-waste. In addition, the City reinforced its residential recycling program through ongoing education and outreach aimed at improving participation and reducing contamination. Together, these initiatives reflect Scottsdale's steady, conserve-and-preserve approach to landfill diversion and long-term environmental stewardship.

*[Conservation, Public Services & Facilities Elements]*

**WATER RESOURCES**

**Water Supply** 🌊

In 2025, Scottsdale provided safe, reliable drinking water to more than 94,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 27 active groundwater wells, more than 11,600 fire hydrants, and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system.

*[Water Resources Element; Implementation Program]*

**Water Reclamation** 🌊

In 2025, Scottsdale provided sewer services to over 84,000 accounts and was responsible for the operation and maintenance of more than 1,500 miles of sewer mains, 36,000 sewer manholes, 35 sewer lift stations, two water reclamation facilities and the only advanced water treatment facility in Arizona. Scottsdale recycles all of its collected and treated wastewater, recognizing this recycled water as an essential element of our strategy to ensure a sustainable water supply for the future.

*[Water Resources Element; Implementation Program]*



*The sun sets over Scottsdale's Advanced Water Treatment Facility.*

**Water Quality** 🌊

The Water Quality Laboratory performed more than 12,300 tests on drinking water and exceeded all EPA water quality requirements. Scottsdale Water has an in-house laboratory that performs testing above and beyond what is required by regulation to ensure the water is safe to drink. The Water Quality Department continues to evaluate new and proposed regulations, thereby keeping Scottsdale ahead of these requirements.

*[Water Resources Element; Implementation Program]*

**Infrastructure Improvement Plan and Integrated Water Resources Master Plan** 🌊

- The updated Infrastructure Improvement Plan was adopted by Council on April 8, 2025. It was packaged as part of the 2025 Water and Wastewater Land Use Assumptions (LUA) and Water and Wastewater Infrastructure Improvement Plan. The purpose of these documents is to meet state requirements and to serve as the basis for development fee updates.
- The Integrated Water Resources Master Plan (IWRMP) was last updated in 2021 and water staff are moving forward with a request for solicitation in February 2026. The anticipated completion of the updated IWRMP is November 2027. The plan focuses on water supplies, infrastructure needs, and strategic initiatives.

*[Water Resources Element; Implementation Program]*

## Water Conservation

### ■ Rebate Programs

In 2025, Scottsdale awarded 387 incentive rebates to water customers, helping promote conservation and water-smart practices.

- Residential participation included 143 homeowners who removed nearly 150,000 square feet of grass and more than 5,600 square feet of pool surface.
- Another 165 homeowners installed water-smart technology and/or smart irrigation controllers.
- 12 commercial customers participated, collectively removing close to 96,000 square feet of grass. In 2025, Scottsdale placed extra emphasis on promoting rebates to commercial customers to take advantage of available grant funding, which runs through June 2026.
- The city issued a total of \$530,089 in rebates, with nearly half returned to the city through a Water Infrastructure Finance Authority (WIFA) grant, significantly reducing the city's net cost.
- Grass-to-low-water-use conversions remain the most popular rebate, with average water savings of approximately 50 gallons per square foot of grass or surface water removed, totaling over 13 million gallons saved annually.

### ■ Outdoor Efficiency Checks

The Outdoor Water Efficiency Check (OWEC) program is an important component in the effort to create opportunities for residents to find water efficiencies in their home and thereby save water. Staff walk properties with residents to read water meters, review irrigation clock programming and provide tips to promote irrigation efficiency. Participation in 2025 was 426 checks (386 in 2024). The estimated water savings per check is 46,000 gallons per home or almost 20 million gallons collectively in one year.



*OWEC staff visits with a resident.*

■ **Workshops & Tours**

Water Conservation offered 14 free workshops and three Scottsdale Xeriscape Garden tours, reaching approximately 315 public attendees. These offerings are designed to help residents learn how to use water more efficiently in their homes and yards. Two virtual classes were also offered, allowing participants to attend live or access recordings later, which generated an additional 125 online views. The youth education presenter met with 28 classes (624 students, 2nd through 6th grade) to conduct interactive learning activities, including Dam Building, the Water Cycle, H2O Olympics and The Thunderstorm and Globe Toss.



*Water Conservation presents actionable irrigation efficiency techniques to workshop attendees.*

■ **Advanced Meter Technology**

Over 66,000 meters (61,000 in 2024) are now equipped with AMI (Advanced Metering Infrastructure) technology across the service area, providing customers with hourly water use data on a free online portal. Efforts to promote the VX Smart Portal (also referred to as the 'WaterSmart Portal') took place in the form of mailings to customers, promotional banners on Scottsdale's web pages and social media outreach. Portal registrations increased by 3%, while estimated water savings from leak alerts rose by approximately 68%, demonstrating increased program effectiveness and customer response. This year's results include:

- 3,860 new users registered for VX Smart (12,685 total registered accounts, 13%)
- 6,273 leak alerts sent to registered users, resulting in savings of approximately 34.7 million gallons

*[Water Resources Element; Implementation Program]*

## Scottsdale McDowell Sonoran Preserve and Pinnacle Peak Improvements

In 2025, staff and partners advanced a range of projects focused on improving access, safety, ecological resilience and visitor experience across the Preserve and Pinnacle Peak Park:

### Access

- Removed a large boulder obstructing access on the Sunrise Trail following heavy precipitation and completed trail cleanup to improve safety and user experience.
- Extended e-bike permit expiration from one year to two years, improving efficiency and expanding access for individuals with physical disabilities.
- Conservancy volunteers and city staff collaborated on trail maintenance to ensure safe, sustainable access throughout the Preserve.
- Updated Bajada Trail signage to reflect current environmental data, including seasonal temperature changes.

### Wildfire Risk Mitigation

- Mechanically thinned 38 acres using Healthy Forest Initiative funding and treated an additional 11.6 acres using Park and Preserve Tax funding, including work near Tom's Thumb Trailhead to improve safety and ecological resilience.
- Treated 67 acres with pre-emergent herbicide to establish strategic fuel breaks using City Council–approved Invasive Fine Fuel Breaks Phase I grant funding.

### Invasive Species Control

- Invasive species control continued under the five-year Pennisetum Management Plan with ongoing treatment across more than 2,700 acres, 78% of invasive plants successfully treated, and regular monitoring of all accessible Preserve acreage (over 25,000 acres).

### Post-Diamond Fire Restoration

- Restored 63 acres through the installation of more than 400 native plants, restoration islands and native seed distribution.

### Pinnacle Peak Park

- Completed Phase Two of trail improvements and trailhead enhancements in January 2025.
- Revamped the pedestrian walkway to enhance visitor safety and aesthetics, incorporating native plantings, stone borders and updated signage.
- Volunteers and staff trimmed trees in the parking lot and thinned roadside vegetation to improve site health and appearance.
- Introduced two new special events, attracting more than 1,000 participants.
- Hosted the park's 20th annual Jingle Hike, continuing a popular community tradition.

*[Open Space, Environmental Planning, Conservation, Recreation, Safety Elements; Implementation Program]*



Water Citizen Academy tours Scottsdale Water facility.



Scottsdale aims to continue as a leader in regional and citywide collaboration efforts, as well as, open, fair, accessible, and responsive government processes. As a community, Scottsdale will consider new ways to promote citizen involvement and engage the diverse perspectives found within our community. The “Collaborate and Engage” Community Value is expressed and implemented through the Collaboration & Engagement Chapter of the General Plan and seeks to reach beyond the minimum standards for citizen involvement and adapt to the community’s growing and changing population. As such, Scottsdale will:

- Make informed decisions and arrive at creative solutions through deliberation, dialogue, and thoughtful, respectful discussion and collaboration; and
- Involve residents, businesses, organizations, institutions, and government in constructive dialogue, which is the cornerstone of successful planning, decision making, and community building.

#### ELEMENTS IN THIS CHAPTER:

- Community Involvement

This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Collaborate & Engage.

### Scottsdale Government 101 Citizen Academy

The Scottsdale Government 101 Citizen Academy Class of 2025 graduated 39 members. The Citizen Academy fosters a community of informed and engaged citizens and is designed to equip participants with the knowledge and skills to actively participate in the democratic process, understand local governance and make a positive impact on the community. The carefully curated curriculum covers a wide range of topics, from understanding the fundamentals of local government to exploring the intricacies of public policy. Participants learn from city leaders and department heads and engage with them in an intimate setting. Participants engage in dynamic and interactive learning experiences, group discussions, case studies and hands-on activities to enhance their understanding of the inner workings of the city. Topics and guests include:

- An overview of Scottsdale local government, City Council and Charter Offices
- Communication & Volunteer opportunities
- Enterprise Operations
- Community Services
- Public Safety & Emergency Management
- Transportation & Infrastructure
- Solid Waste
- Scottsdale history
- Scottsdale City Court
- Scottsdale Water
- Planning & Development

Scottsdale 101 provides a platform for networking, collaboration and exchange of ideas, creating a supportive community of empowered citizens. The academy prepares participants to apply their newfound knowledge through practical application, providing the opportunity to work on projects that directly benefit the community. Two special assignments are required as part of the curriculum. The academy is open to Scottsdale residents, business owners and City of Scottsdale employees.

*[Community Involvement Element; Implementation Program]*

### Neighborhood College

Neighborhood College provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. In 2025, 24 Neighborhood College classes were held in person, with 714 residents attending (a 1.5% increase over the previous year), including the HOA/Condo series, Good Neighbor series and Stories of Scottsdale History series.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

## Government 202

Government 202, a new addition added during Fall 2025, is an individualized learning series that offers in-depth classes focused on one city department at a time. Each session is limited to 40 participants to encourage meaningful interaction and allow ample time for questions and discussion. Participants benefit from deep dives into key topics, with presentations led by top city leaders who provide expert insights, practical knowledge and a behind-the-scenes understanding of how each department operates. Residents heard from the City Clerk, City Treasurer and Scottsdale Water with more sessions continuing through 2026.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

## Online and Public Engagement

To sustain and expand digital citizen engagement, Scottsdale uses a comprehensive, multi-channel approach. Social media platforms including Facebook, X, and Instagram play a central role, generating 108,280 interactions across city, public safety, and department channels in the last fiscal year. Email marketing has also proven highly effective, with open rates consistently exceeding industry benchmarks at about 50%. QR codes have been integrated across mailers, event materials, posters, and stadium displays, driving 9,107 website visits in the past year. “Hello Scottsdale”, the city’s SMS feedback tool, generated more than 470 resident conversations from 365 customers related to our parks, ADA concerns and general questions related to Old Town, providing timely, location-based input.

Scottsdale continues to expand its engagement platforms. Our city’s website chat feature garnered 4,242 users. “Speak Up Scottsdale” received feedback from 852 participants over six different online questionnaires representing 5 different topics, including the recently launched quarterly survey. The ScottsdaleEZ “Report a Problem” portal remains highly utilized, averaging 6,000 requests per month, translating to 75,525 requests from 30,383 unique customers throughout the calendar year. Two different engagements, one of which was our National Community Survey, received 1978 submittals through our Polco platform.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

## Neighborhood Watch

Neighborhood Watch is represented by citizens and police working in partnership to reduce crimes and improve the quality of life in neighborhoods. By having a cohesive body of concerned citizens addressing issues related to the entire community, Neighborhood Watch programs can instill a greater sense of security and well-being, reduce the fear of crime and create a “sense of community” by putting the “neighbor” back in neighborhood. In 2025, there were 138 active Neighborhood Watch groups with 328 captains/co-captains.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

**Getting Arizona Involved in Neighborhoods (GAIN)** 🏠👥

GAIN unites neighbors at block party events to promote safer communities. In 2025, 32 neighborhood groups participated in GAIN throughout the City of Scottsdale. Eight city departments visited various gatherings along with the Mayor, City Council members and various board and commission members. This annual effort is an opportunity to hear from Scottsdale neighbors and provide education on city programs and services.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*



*Scottsdale Fire Department attends a 2025 GAIN gathering.*

**Adopt-a-Road Program** 🗑️🌿

The Adopt-a-Road program held a cleanup on October 25, 2025. Eighty-six volunteer groups participated in the fall citywide cleanup to recognize National Make A Difference Day. Over 155 miles of roadway were cleaned by 494 people who removed more than two tons of trash during the event. The spring 2025 event had 81 volunteer groups with 422 volunteers cleaning 150 miles of roadway.

*[Community Involvement, Environmental Planning, Neighborhood Preservation & Revitalization Elements; Implementation Program]*



*Adopt-a-Road volunteers pose after a successful cleanup.*

**Scottsdale Mayor's Youth Council** 🧑🎓🗣️

The Scottsdale Mayor's Youth Council provides Scottsdale high school youth the opportunity to learn about how local government works and how services are provided. Participants are able to share their thoughts and ideas with city staff and elected officials. Thirty-six students participated in 2025 with a focus on AI and social media usage/addiction in preparation for the future.

*[Community Involvement, Healthy Community, Education Elements]*



*The Scottsdale Mayor's Youth Council meets in the Community Design Studio.*

### Citywide Volunteer Program 🏠👥🏡

Citizen volunteers play a critical role assisting the City of Scottsdale in providing Simply Better Service for a World Class Community. In 2025, over 4,800 citizens contributed 133,036 hours volunteering with the city to enhance services to citizens and visitors in Scottsdale, a contribution valued at \$4.48 million, or the equivalent of 63 full time employees. This is a 4% increase in number of volunteers and a 5.5% increase in volunteer hours from the previous year. Included in the number of volunteers are the more than 160 residents who volunteer with the city's boards, commissions and task forces.

The citywide volunteer program provides opportunities for the community to volunteer in a wide range of services and program areas, including the McDowell Sonoran Preserve, the Scottsdale Public Library, the Police and Fire Departments, the Food Bank, the Old Town Ambassadors and the Adopt-a-Road program.

Each year the city recognizes one volunteer, or volunteer team, for their significant contribution to the community with the William P. Schrader Volunteer Impact Award. In 2025, the recipient of this award was Mich Thomas. Mich is a vital part of the city's Adaptive Recreation program, coaching the Special Olympics Bobcats teams in flag football, basketball, bowling, and track and field. His ability to connect with athletes of all ability levels, adapt his coaching to individual needs, and lead with positivity has elevated the quality of every program he touches. Parents and staff often remark that, "When Coach Mich is here, everyone lights up." Mich's impact also extends beyond the field. His professional background as a video editor inspires creativity in how the city celebrates its Special Olympic athletes. He volunteers his skills to capture highlights and share stories that showcase the power of inclusion in Scottsdale, strengthening public awareness of Adaptive Recreation's value to our city.

*[Community Involvement, Healthy Community, Neighborhood Preservation & Revitalization Elements]*



*Mich Thomas, 2025 William P. Schrader  
Volunteer Impact Award recipient*

### Preserve Volunteer Program 🌱🏡👥

In 2025, volunteers made significant contributions to Scottsdale's Pinnacle Peak Park and Preserve. At Pinnacle Peak Park, 61 volunteers contributed a total of 1,875 hours. At the McDowell Sonoran Conservancy (Preserve), stewards logged 73,582 hours supporting Preserve operations, education, and trail maintenance, including approximately 800 hours from Construction and Maintenance volunteers working under the guidance of Natural Resources Supervisors to maintain and improve Preserve trails.

*[Community Involvement, Conservation, Open Space, Recreation; Implementation Program]*

### Parks & Recreation Volunteer Program 🏡👥

In 2025, volunteers contributed a total of 1,167 hours supporting Parks and Recreation programs and operations:

- Assisted with special events, dedicating 160 hours to ensure smooth operations and positive attendee experiences.
- Supported Club SAR fitness facility operations for 563 hours, enhancing daily services and member support.
- Contributed 894 hours to Adaptive Recreation and Special Olympics programming, supporting athlete participation and program delivery.

*[Community Involvement, Healthy Community, Recreation Elements; Implementation Program]*

### WIMBY Events – What's In My BackYard? 🏡👥

WIMBY events, which started in the fall of 2025, take place at a local fire station and offer participants a unique opportunity to tour the facility while connecting directly with city staff from a wide range of departments. Attendees have the chance to meet members of City Council, ask questions and engage in meaningful conversations about city services. The event also highlights programs and resources available near their community, helping residents better understand and access the services that support their neighborhood.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*



*Staff and residents connect at the first WIMBY event of 2025.*



*Parks & Recreation staff lead activities with kids.*



The strength of the community relies on the well-being of all of its members. A healthy, livable community provides both necessary physical and social infrastructure. Physical features, such as walkability, good quality housing and health care systems, and access to open space and recreation facilities can encourage people to make healthier choices, but community well-being relies on more than just a city’s physical form. Health and human services, faith-based resources, non-profit partnerships, and social relationships are equally important and collectively help people achieve their basic needs and reach their full potential. The “Foster Well-Being” Community Value is expressed and implemented through the Community Well-Being Chapter of the General Plan and represents Scottsdale’s continuous efforts to enhance community health, safety, and vitality through, not only improvement of physical assets, but also, the community’s social and health conditions.

**ELEMENTS IN THIS CHAPTER:**

- Healthy Community
- Housing
- Recreation
- Safety

This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Foster Well Being.

## Human Services Strategic Planning

In January 2025 the Human Services Department launched its Strategic Plan 2025-2028, guided by the vision Engage, Enrich and Empower and organized around five primary goals:

- Senior Services - Enhance and expand Senior Service programs and facilities.
- Volunteerism - Create a Human Services-specific volunteer program.
- Skilled Employees - Enjoy and maintain a highly skilled, motivated and productive workforce.
- Supportive Services for Vulnerable Populations - Collaborate with stakeholders to improve service and self-sufficiency to vulnerable populations.
- Awareness - Increase awareness of Scottsdale Human Services Department.

*[Healthy Community, Housing, Recreation Elements; Implementation Program]*

## Senior Center Services

Scottsdale Senior Centers serve Scottsdale’s largest age demographic—the aging community. Seniors visit for a variety of reasons: to attend social groups, play cards, use the fitness centers, participate in special events and recreation classes, and enjoy meal programs. They are also able to find social services support and connections to resources through Scottsdale Senior Services case management teams. Four full-time case workers average 15-20 clients per week. Fee-based recreation classes are offered through the Parks and Recreation’s Leisure Education programs.

- Granite Reef Senior Center averaged 6,000 monthly visits, with 47,984 participants attending recreation classes in 2025.
- Via Linda Senior Center averaged 4,725 monthly visits, with 41,110 participants attending recreation classes in 2025.
- Monthly special events are offered for seniors and their loved ones, with attendance ranging from 100 (Mother’s Day and Father’s Day BBQ) to 1,700+ people (Senior Expo, Arts and Crafts Fair and the Entertainment Extravaganza).

*[Healthy Community, Recreation Elements; Implementation Program]*

## Dementia Services

Senior Centers are at the heart of the Dementia Friendly City initiative which distinguishes Scottsdale as a city that is informed, safe and respectful of individuals with dementia and offers support to those with dementia and their caretakers.

The Granite Reef and Via Linda Senior Centers partnered with the Scottsdale Center for the Arts to offer a monthly “Memory Studio” class—an interactive art experience designed for individuals living with dementia and their caregivers. Each session draws an average of 12–16 participants at both locations. In addition, an annual Dementia Friendly Resource Fair is held every March, and each senior center maintains a dedicated space featuring resources and information related to dementia support.

*[Healthy Community, Recreation Elements; Implementation Program]*

## VISTA DEL CAMINO COMMUNITY CENTER

Vista del Camino provides a variety of social services to Scottsdale residents to prevent homelessness, meet the basic needs of individuals and families in crisis, relieve economic and emotional stress and assist individuals to maintain self-sufficiency:

### Community Action Program (CAP) 🧑🧑🧑

Vista del Camino is home to the Community Action Program (CAP) office that assists eligible Scottsdale residents with rent and utility assistance. In 2025, 504 Scottsdale households were provided rent and utility assistance that helped to avoid eviction (212 rent, 292 utility).

*[Housing Element; Implementation Program]*

### Recreation Programming 🧑🧑🧑

In 2025, Vista del Camino staff renewed recreation programming to meet the needs and requests of the Yaqui and south Scottsdale communities. Attendance at each bi-monthly, multigenerational program in 2025 averaged 60 people.

*[Recreation Element]*

### Food Bank 🧑🧑🧑

Scottsdale's food bank provided boxes with non-perishable and fresh food items to supplement the food budget of households that have food insecurities. In 2025, the food bank moved to the McKellips Warehouse location at 7601 E McKellips to offer a safer, more efficient process to serve Scottsdale residents who are food insecure. All Human Services facilities will continue to serve as satellite access to emergency food.

- In November 2025, amid national uncertainty felt at food banks across the country, Scottsdale secured funding through community partners and retrofitted its box truck with refrigeration to rescue more food from local grocers.
- The food bank served, on average, 100-120 Scottsdale households weekly and distributed more than 370 tons of food in 2025.

*[Healthy Community Element]*



*Councilwoman McAllen (first row, second from the left) and Councilwoman Dubauskas (first row, third from the right) join Human Services staff for the ribbon cutting at the new food bank location.*

### Bridge Housing Program 🏠

The Bridge Housing Program was funded through an Arizona Department of Housing (ADOH) grant and ended in May 2025. The city partnered with a local hotel to provide temporary and transitional housing to Scottsdale residents who met specific eligibility requirements:

- Seniors 62 and older or single parents with minor children
- Last residential address was a Scottsdale address within the last six months
- Participants were able to complete activities of daily living tasks on their own

Since the start of the program in October 2022 through May 2025, 193 clients were served with an 83% success rate, meaning that the qualified person/family transitioned from bridge housing to a temporary or permanent housing solution.

*[Housing Element; Implementation Program]*

### Day Relief Programming 🏠

In partnership with Community House (a local faith-based non-profit), the city provided a Day Relief Center at Vista del Camino where people experiencing homelessness can go to get respite from the weather, charge their phones, receive a meal, shower and seek help with navigation services provided through a contract with Phoenix Rescue Mission (PRM), which is funded by a Maricopa County grant through June 2026.

- On average, there are 91 people (duplicated) that attend Day Relief programs between the city and Community House weekly.

*[Housing Element; Implementation Program]*

### General Outreach and Navigation 🏠

A City of Scottsdale case worker and navigators from Phoenix Rescue Mission (PRM) provided outreach and navigation services at the Day Relief Centers, Community Intervention Court, and other areas of Scottsdale. Navigators help individuals obtain personal documents, apply for benefits, and find resources for employment, shelters, housing and other areas of critical need. Navigators aided with transportation to heat relief centers, shelters and appointments. Navigators also conducted targeted outreach with the Scottsdale Police Department, worked with the Scottsdale Public Libraries and assisted in responding to Scottsdale citizen reports relating to homelessness submitted via the ScottsdaleEZ system.

*[Healthy Community, Housing Elements; Implementation Program]*

## PAIUTE NEIGHBORHOOD CENTER

Located in South Scottsdale, the Paiute Neighborhood Center fosters a safe and welcoming environment where neighbors build community through social, recreational, cultural, and educational programs and services:

### Family Resource Center (FRC)

The Family Resource Center offers guidance and support for families with young children by providing access to resources, referrals to support services and educational programs to ensure healthy growth and development for Scottsdale's youngest learners and their families as they grow and thrive together.

- The Family Resource Center is funded through a First Things First grant, which partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed.
- In 2025, the FRC at Paiute served 3,140 adults and 2,720 children for a total of 5,860 people. On average, the FRC offers 4-5 programs weekly.

*[Healthy Community, Education Elements]*



*The FRC offers services such as emergency diaper assistance and car seat inspections.*

### Recreation Programming

In Fall 2025, the Paiute Neighborhood Center offered a variety of leisure and educational programs, including drop-in sessions like Science on Wheels and Young Rembrandts, as well as scheduled classes such as Tai Chi and Creative Movement. Science on Wheels, held in September and October, featured eight hands-on STEM workshops for K–6 students, engaging 194 participants in activities like helicopter design and stomp rocket launches. Young Rembrandts, running from October through December, provided an eight-week drawing course for the same age group, with 182 students exploring creative projects that fostered artistic and cognitive skills. Altogether, the center welcomed a total (duplicated) of 582 attendees across its fall programming.

*[Recreation Element]*

## YOUTH AND FAMILY SERVICES (YFS)

YFS is comprised of a clinical manager licensed under the Arizona Board of Behavioral Health Examiners, an administrative assistant, and four clinicians who work together to provide a wide range of mental & behavioral health programs and services:

### Adult Court Programs

YFS offers adult court programs and services that include alcohol, drug, anger, domestic violence and DUI screenings for defendants referred from the Scottsdale City Court. Programs provided include community education that consists of underage drinking and shoplifting diversion programs, as well as an online 16-hour DUI Education course. The following services were provided to the community in 2025:

- 514 alcohol screenings
- 36 drug screenings
- 4 DUI Screenings
- 81 anger screenings
- 47 domestic violence screenings
- 14 mental health screenings
- 61 underage drinking classes
- 329 online DUI Education classes
- 104 shoplifting classes

*[Healthy Community Element]*

### Community Intervention Court (CIC)

The Scottsdale CIC is a voluntary program that aids those who are experiencing homelessness or mental health related issues with their legal cases. A participating client must regularly make court appearances before a judge and agree to meet with a court navigator for integrated case management. In 2025, CIC received 15 referrals.

*[Healthy Community, Education Elements]*

### Juvenile Diversion Referrals and Restorative Justice Program (RJIP)

RJIP programs are offered to youth who are referred to the YFS office and have recently committed a violation such as shoplifting, vaping or using alcohol or drugs in their school or community. The programs are supported by City of Scottsdale Police Department, Scottsdale City Prosecutor's Office and Scottsdale City Court. In 2025, YFS provided 126 diversion and RJIP programs.

*[Healthy Community Element]*

## COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) STRATEGIC ACTION PLAN

The goals of the Community Development Block Grant Program are to provide decent housing, a suitable living environment and economic opportunities for low-to-moderate-income residents. The City of Scottsdale strives to accomplish these goals by maximizing and effectively utilizing all available funding resources to conduct housing and community development activities.

The following activities and others are described at length in the Housing and Community Assistance Annual Action Plan (AAP) in alignment with the five-year Consolidated Action Plan (2025-2029) adopted in April 2025 by Mayor and Council:

### Tenant Based Rental Assistance (TBRA) through HOME Investment Partnership Program

Housing and Community Assistance operates a Tenant Based Rental Assistance (TBRA) program for senior populations who are at or below 30% of the area median income (AMI) and are rent cost burdened by more than 50%. Through a letter of agreement with the Scottsdale Senior Centers, the TBRA program has housed 12 seniors in 2025, and they will receive rental assistance for up to two years along with ongoing case management. Upon successful completion of TBRA, a senior then enters the Housing Choice Voucher (HCV) program for long-term stability.

### Landlord Engagement Initiative

The Landlord Engagement Initiative concluded on June 30, 2025, following the full expenditure of American Rescue Plan Act funds received through the U.S. Department of Housing and Urban Development. While the formal program was sunsetted, several core elements remain in place, including ongoing coordination between the Scottsdale Housing Agency and local landlords to support housing access:

- The Scottsdale Housing Agency transformed how residents access housing support, improving both efficiency and user experience by launching a new web-based Housing Choice Voucher Calculator which allows users to independently assess rental affordability by factoring income, payment standards, and utility costs. This tool enhances participant autonomy while reducing administrative workload for housing specialists.
- Additional improvements include a filterable Courtesy Property Listings page where landlords can easily submit and manage listings, as well as an interactive Small Area Fair Market Rent (SAFMR) Map Tool that enables users to search by address and view payment standards by zip code. These tools increase clarity and transparency for residents and landlords exploring housing options.
  - The Scottsdale Housing Agency was designated by HUD as a Small Area Fair Market Rent (SAFMR) Public Housing Agency. SAFMR payment standards are fair market rents calculated at the zip code level, rather than across the entire metropolitan area, and are intended to more accurately reflect local market conditions and provide participants with access to areas of opportunity by making higher-cost areas more affordable through rental assistance.

- In 2025, the Scottsdale Housing Agency's Landlord Liaison hosted two Landlord Connection events that provided educational workshops and networking opportunities for landlords. A Landlord Advisory Board was established and met twice during the year to offer feedback and discuss landlord needs. In 2026, the Scottsdale Housing Agency will implement a new Landlord Portal to further enhance customer service and engagement.

### **Housing Choice Voucher (HCV) Program**

In 2025, the Scottsdale Housing Agency provided rental assistance to 569 families through the Housing Choice Voucher Program, including 20 Foster Youth to Independence (FYI) Vouchers and 20 Veterans Affairs Supportive Housing (VASH) Vouchers. These targeted resources helped address the unique housing needs of youth transitioning out of foster care and veterans experiencing or at risk of homelessness. To ensure the long-term sustainability of the program and align with projected 2026 funding levels, the agency implemented proactive cost-saving measures. These included strategic adjustments to voucher utilization and administrative efficiencies, enabling the agency to maximize its impact while maintaining fiscal responsibility.

### **Family Self-Sufficiency (FSS) Program**

FSS is a HUD program designed to help voucher participants increase their income, complete educational goals, develop a savings plan and improve their financial well-being. This program lasts for a period of five years. In 2025, 37 HCV participants are enrolled and receive ongoing supportive services and actively work on educational and career goals.

### **City-Owned Affordable Housing**

The city owns eight affordable apartment units on East Belleview Street. The property is currently managed through a contract with Dunlap & Magee Property Management Inc. and generates approximately \$77,000 annually in revenue, which is used to maintain the property.

### **Housing Rehabilitations and ADA Upgrades**

In FY 2024-2025, the Housing and Community Assistance Office assisted homeowners with:

- 11 roof repairs/replacements
- 38 emergency repairs
- 4 major housing rehabilitation projects
- 5 accessibility improvement projects

### **Public Service**

In FY 2024-2025, 19 non-profits were funded to assist low-to-moderate-income residents citywide through varying funding sources (CDBG, Salt River Maricopa Pima Indian Community, Scottsdale Cares, and Endowment).

*[Healthy Community, Housing Elements; Implementation Program]*

## SCOTTSDALE POLICE DEPARTMENT

### Strategic Plan Implementation 🧑‍🚒

In 2025, the Scottsdale Police Department (PD) advanced key priorities outlined in the Police Department Strategic Plan with a focus on operational readiness, accountability, and workforce sustainability.

- The department completed the expansion and modernization of the Thomas A. Hontz Police and Fire Training Facility, significantly increasing training capacity through upgraded firing ranges, simulation and defensive tactics spaces, modern classrooms, and enhanced safety features. These improvements directly support officer preparedness, modern policing practices, and long-term workforce development.
- The department also achieved significant operational efficiency gains by eliminating long-standing body-worn camera and photo enforcement processing backlogs. Through coordinated staffing strategies, technology improvements, and cross-unit collaboration, pending cases were reduced from months of accumulation to a manageable current workload. These efforts improved transparency, accountability, and timely service delivery to the community.

*[Safety Element; Implementation Program]*

### Emergency Management Plan & Program 🧑‍🚒

Scottsdale PD continued to support the City's Emergency Management Plan through active participation in preparedness planning, interdepartmental coordination, and regional collaboration. The department maintained readiness for emergency response by supporting training, planning efforts, and coordinated response protocols with City and regional partners. These efforts ensured continuity of operations and effective law enforcement support during emergency incidents and large-scale events.

*[Safety Element; Implementation Program]*



*Scottsdale police officers on motorcycles enforce traffic laws.*



*K9 Officers Booker and Rocco spend time at Civic Center Park.*

### **School District & Regional Safety Coordination**

Scottsdale PD sustained a strong focus on youth and school safety through ongoing coordination with local school districts and regional partners. In 2025, School Resource Unit personnel conducted threat assessments, safety education, and intervention efforts aimed at preventing violence and enhancing student safety. The department also led a coordinated, citywide response to emerging youth safety concerns, including e-bike use, combining education, targeted enforcement, and collaboration with City leadership. These efforts resulted in City Council–adopted safety ordinances designed to reduce risk and improve community safety outcomes.

*[Safety Element; Implementation Program]*

### **Crime Prevention Through Environmental Design (CPTED) Program**

In 2025, Scottsdale PD continued to support crime prevention efforts through collaboration with Planning and Development and other City partners, applying CPTED principles to development review and community safety initiatives. These efforts emphasized environmental design strategies that enhance visibility, natural surveillance, and safer public spaces, contributing to crime prevention and improved quality of life across the community.

*[Safety Element; Implementation Program]*

### **Leadership Continuity and Workforce Investment**

In 2025, the Scottsdale Police Department strengthened organizational stability and continuity through the successful transition of interim leadership into permanent Chief and Assistant Chief roles. This intentional leadership continuity ensured consistent strategic direction, reinforced accountability, and supported long-term organizational effectiveness.

The department also implemented targeted compensation enhancements for sworn police officers and communications dispatchers, elevating Scottsdale PD to one of the top three highest-paid law enforcement agencies in the Valley. These investments strengthened recruitment and retention efforts and reinforced workforce stability across both policing and emergency communications operations.

In support of a strong organizational culture, Scottsdale PD developed and implemented a digital professional development and performance management system. This system enhances supervisor and employee engagement through intentional, documented professional development planning, ensures consistent supervisory involvement in employee growth, and provides structured performance tracking. The platform also formalizes performance documentation and acknowledgment, ensuring employees review and acknowledge all performance feedback, both positive and corrective, in support of transparency, accountability, and continuous improvement.

*[Safety Element]*



### Phase II of Ground Ambulance Program

In November, the Scottsdale Fire Department reached a major milestone in its municipal ambulance expansion by placing three new rescue units into full service. Certified by the Arizona Department of Health Services Bureau of EMS, the units increase the city's 24/7 transport capacity, reduce reliance on private providers, and improve continuity of care from the scene to the hospital. The deployment completed Phase II of the city's ambulance initiative, expanding the system to six transport units. The program completed more than 3,200 transports in the first six months of operation and responded to more than 8,500 calls for service during the first 12 months of operation while integrating seamlessly into regional automatic aid and dispatch systems.

*[Safety Element]*

### Advanced Technology

The Scottsdale Fire Department continues to lead in innovation by integrating advanced technology into its training programs. Two initiatives—Digital Combustion Fire Studios and the F.AI.T.H. platform—are reshaping how firefighters prepare for real-world emergencies and reinforcing the department's commitment to safer, more effective training.

- Digital Combustion Fire Studios – This advanced fire simulation software allows instructors to create highly realistic emergency scenarios, including structural fires and hazardous materials incidents. It serves as a cornerstone for both promotional assessments and routine training.
- F.AI.T.H. (Fire Artificial Intelligence Training Helper) – In collaboration with City of Scottsdale IT and Fire IT, SFD is piloting an AI-driven platform designed to streamline training content development.

*[Safety Element]*

### Fire Station 612 Opens

Scottsdale expanded its emergency response capabilities with the opening of Fire Station 612 at the northeast corner of Hayden Road and Mayo Boulevard, which became operational in September. Funded through the 2019 Bond Election, the \$13.7 million, 12,000-square-foot station strengthens service coverage in the area.

Fire Station 612 houses a four-person engine company, a two-person battalion chief unit, and specialized vehicles including a wildland interface fire attack unit and utility support vehicle. The facility features four apparatus bays, sleeping quarters for up to 12 firefighters, and an OSHA-compliant decontamination area designed to support firefighter safety and operational efficiency.

The station also reflects Scottsdale's commitment to public art, featuring *Wholeness* by artist Maria Salenger, an installation honoring firefighters through desert-inspired forms and the iconic Maltese cross.

*[Safety, Character & Design Elements]*

### Reducing Wildland Fire Risks

The Scottsdale Fire Department remains committed to reducing wildland fire risk throughout the Sonoran Desert, including the McDowell Sonoran Preserve and the broader Wildland Urban Interface. SFD surveys more than 42,000 at-risk properties and provides residents with follow-up guidance after on-site assessments, including Firewise USA® evaluations that identify vulnerabilities and recommend mitigation actions.

In addition to its Hazardous Vegetation Fuel Assessment program, SFD supports Firewise community initiatives, conducts fuel mitigation projects, and distributes educational materials to contractors working in wildfire-prone areas. Grant-funded roadside fuel reduction efforts treated 64 acres in 2025, improving defensible space and reducing ignition risk.

*[Safety Element; Implementation Program]*

### Fire Prevention Statistics

- Emergency Calls: 41,705
- Medical Calls: 28,721
- Average Travel Time: 5:45
- Fire Investigations: 30
- Civilian Fire Fatalities: 0
- Civilian Fire Injuries: 1
- Property Saved: \$656.17 million
- Total Fire Property Damage: \$1.94 million
- Building Inspections: 7,353
- Plan Reviews: 3,268
- Sworn Staff: 345
- Civilian Staff: 42
- Daily Positions: 94 (+8 during Wildfire Season)
- Volunteers: 88 (3,342 hours)

*[Safety Element]*

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## PARKS & RECREATION

### Parks & Recreation Master Plan

In September 2025, Scottsdale Parks and Recreation was recognized by the Arizona Chapter of the American Planning Association in the Planning Excellence category for the 2024 Shape Scottsdale Parks and Recreation Master Plan. Throughout the year, the department implemented key recommendations from the Master Plan, including:

- Initiated planning effort to explore relocating the Cactus Park Aquatics Facility due to drainage and parking constraints.

- Added lighting to the Chaparral Park basketball court.
- Completed Indian Bend Wash lakes and irrigation project improvements at Eldorado Park and began work at Vista del Camino Park.
- Improved visibility entering Paiute Park by reconfiguring the existing restroom and storage building layout.
- Installed new playgrounds at the Reata Sports Complex, Sonoran Hills Park and Stonegate Equestrian Park.
- Collaborated with Scottsdale Unified School District to explore opportunities for additional recreation space or land acquisition.
- Upgraded rights-of-way and median irrigation systems with smart controllers to improve resilience and water efficiency.
- Participated as a major stakeholder in the development of a Shade and Tree Plan.
- Partnered with Transportation to study improved services for adaptive recreation participants.
- Hosted six micro events citywide.
- Hosted three community-based signature events at Civic Center, including the 54th annual Fall Festival, which was relocated from its previous venue and drew a record 12,000 attendees.
- Created a dedicated Parks and Recreation project manager position to oversee capital improvement projects.

*[Environmental Planning, Economic Vitality, Open Space, Neighborhood Preservation & Revitalization, Public Services & Facilities, Recreation, Tourism Elements; Implementation Program]*

### **Ashler Hills Park Opening** 🏡

A major milestone in 2025 was the February opening of Ashler Hills Park, Scottsdale's newest and northernmost park. The 17-acre facility features lighted basketball and pickleball courts, a shaded playground, fitness stations, open turf areas, and walking trails, providing new recreational opportunities for residents in far north Scottsdale. Since opening, the park has welcomed nearly 46,000 visitors.

*[Recreation Element]*

### **Aquatics Programs** 🏊

Aquatics programs saw strong participation in 2025, with nearly 40,000 patrons visiting city pools for lessons, fitness classes, team practices and open swim. More than 2,100 participants enrolled in swim lessons, and over 1,400 residents attended Sunset Swim events.

*[Recreation Element]*



Scottsdale Trolley



The way residents, visitors, and employees travel throughout the city affects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism; a regional shopping hub; and an importer of employees. Therefore, it is critical to provide a variety of mobility choices and examine transportation challenges and their cost effectiveness at a local, as well as regional level. While the automobile will remain an important means of travel in Scottsdale, the community must make land use decisions that strive to reduce the length and number of automobile trips. A variety of mobility choices will provide greater accessibility and connectivity; alleviate pollution and congestion; and foster community well-being and quality of life. The “Connect the Community” Community Value is expressed and implemented through the Connectivity Chapter of the General Plan and outlines how Scottsdale will safely, conveniently, and efficiently move people and goods.

#### ELEMENTS IN THIS CHAPTER:

- Circulation
- Bicycling

The following section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Connect the Community.

## Transportation Action Plan Implementation

In 2022, City Council adopted the Transportation Action Plan (TAP) which supports the goals and objectives of General Plan 2035 by emphasizing livable streets and a livable community over rapid traffic throughput. As such, the TAP focuses more closely on refinement of the existing transportation system rather than adding extensive new infrastructure. The plan includes an introduction with overarching goals and values, five modal elements (street, transit, bikeway, trail and pedestrian) an implementation program and a glossary. The Transportation and Streets Department is responsible for implementation and managing performance measures of the TAP.

Transportation Planning Team efforts in 2025:

- Continued to work with Arizona Department of Transportation (ADOT) to minimize the impact of the Loop 101 widening construction in Scottsdale (complete)
- Continued to develop the Strategic Transportation Safety Plan
- Development of Neighborhood Bikeways:
  - Glenrosa Neighborhood Bikeway Study - Old Town Bicycle Master Plan (complete)
  - 2nd Street Neighborhood Bikeway Study - Old Town Bicycle Master Plan (underway)
  - Cholla Neighborhood Bikeway Study (underway)
  - Indian Bend Wash Bridge at Osborn Study (underway)
  - Path Drainage Study (underway)
- Continued maintenance of the Multi-Use Bike and Pedestrian Count Program with nine automated counters and two portable counters

*[Circulation, Bicycling Elements; Implementation Program]*



*Biking and pedestrian activities occurring in Old Town.*

### Traffic Engineering and Intelligent Transportation Systems (ITS) 🚗

The city's Traffic Engineering division plans and manages city projects to improve traffic flow and safety. The following studies were completed in 2025, and the resulting recommendations are listed:

- Pedestrian crossing evaluation at Doubletree Ranch Road and Via de Ventura
  - Install Pedestrian Hybrid Beacon
- Pedestrian crossing evaluation at Osborn Road near Honor Health Osborn
  - Install rectangular rapid flashing beacons for both crosswalks
- Left turn arrow evaluation at Scottsdale Road and Mountain View Road
  - Install north/south protected left turn phasing
- Left turn arrow evaluation at Frank Lloyd Wright Boulevard and Thompson Peak Parkway
  - Install protected-only left turn phasing
  - Increase the southeast bound left turn storage length
- Left turn arrow evaluation at Pima Road and Pinnacle Peak Road
  - Install north/south protected left turn phasing
  - Increase the northbound left turn storage length
- All-way stop control (AWSC) at Hayden Road and Westland Drive
  - Remove AWSC and install minor-road stop control
  - Alternatively, install Flashing LED stop signs for the east/west approaches
- Signal warrant analysis at Thompson Peak Parkway and Windgate Ranch Road
  - Install a signal
- Speed feedback sign analysis on 91st Street near Trailside View
  - Install speed feedback signs for NB and SB directions
- Stop control study at 78th Street and Dale Lane
  - Install minor-road stop control for north/south direction

*[Circulation, Bicycling Elements]*

### Transit 🚍

The Scottsdale Transit Department continues to provide a safe and clean experience commuting through and throughout Scottsdale.

- Scottsdale's Trolley achieved its On-Time Performance (OTP) goal of 93% for FY 2025. Meeting this benchmark demonstrates the City's commitment to providing reliable transit service for Scottsdale residents.
- Scottsdale Transit has teamed up with Vista Del Camino Community Center and Granite Reef Senior Center to offer weekly transportation to the newly opened Food Bank at 7601 E. McKellips Road.

*[Circulation, Bicycling Elements]*

## Street Operations

The city continues to maintain:

- 907 center-line miles of pavement
- 2,846 roadway lane miles
- 20,038,588 square yards of asphalt
- 209 miles of bike lanes
- 136 miles of shared use paths
- 29 miles of side paths
- 168 miles of non-Preserve trails
- 36.72 miles of unpaved roads
- 103.5 centerline miles of shoulders
- Alleys including: Wall-to-wall cleaning, ensuring proper grading and applying Dust Palliative
- Paved alleys program: Heatherbrae, Glenrosa, Craftsman Court Alleys
- 7,897 drainage assets
- 234 bridges and large culverts
- 315 traffic signals
- 14,008 streetlights
- 48,000 signs

*[Circulation, Bicycling, Public Services & Facilities Elements; Implementation Program]*

## Transportation Infrastructure Improvements

The city completed the following transportation infrastructure projects in 2025:

### Roadways

- Scottsdale Road improvements between Jomax Road and Dixileta Drive
- Pima Road improvements between McDowell Road and Via Linda in partnership with Salt River Pima-Maricopa Indian Community

### Shared-Use Paths

- Indian Bend Wash Path underpass at Chaparral Road and Hayden Road
- Indian Bend Wash Path renovation from Earll Drive to 3rd Street
- Path signage on Arizona Canal from Camelback Road to Chaparral Road as the beginning of Phase II Path Wayfinding Signage program

### Sidewalks

- 68th Street from Indian School to Camelback (design phase)
- Pedestrian refuge crossing on McCormick Parkway, west of Hayden Road

### Unpaved Trails

- Desert Foothills Neighborhood Trail System (new)
- Los Gatos Trail (new)

- Jomax: Pima Road to Pinnacle Peak Trailhead (new)
- Pinnacle Peak Road: Hayden Road to 78th Street Trail (reconstruction)
- Scottsdale Road Trail Connections (reconstruction)
- Reata Wash Trail (enhancements)
- Reata Wash Single Track: Westworld to Bell Road (enhancements)
- Ashler Hills Trail Realignment (enhancements)

### Buffered Bike Lanes

- 100th Street from Cactus Road to Sweetwater
- 68th Place north of Shea Boulevard

*[Circulation, Bicycling Elements; Implementation Program]*

### Cab Connection

The City of Scottsdale continued the Cab Connection voucher program as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process, more flexibility and greater independence by providing 20 regular travel cab vouchers per month per user. These vouchers are subsidized by the City of Scottsdale at a rate of 80%, up to a maximum of \$10.00. Cab Connection works in coordination with Foothills Caring Corps to serve Scottsdale residents north of Bell Road for their travel needs with medical and group van trips. This program was launched in August 2016.

- In 2025, Cab Connection welcomed 158 new participants to the program. The program currently has 668 active participants, with 52% of them being over 80 years old.
- In coordination with the city Senior Centers (Granite Reef and Via Linda), Cab Connection also provides residents who are low income and live within a five-mile radius of a senior center taxi vouchers to each senior center for participation in a daily lunch program. Eligibility is determined and verified by qualified senior center staff. There were 26 participants who received vouchers for the Wheels to Meals Program in 2025. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program.

*[Circulation and Healthy Community Elements; Implementation Program]*

### Spring Training Trolley Service

Service for the Spring Training Cactus League was provided for Giant's home games from Feb 22, 2025, to March 22, 2025. The route and stops to and from the stadium connected riders to parking garages, public parking lots, and restaurants in the Old Town area. Spring Training Trolley Routes ran north and south circuits to and from Nordstrom Garage and the Scottsdale Stadium beginning 90 prior to the start of the game until 30 minutes after the last out.

*[Circulation Element; Implementation Program]*

### **Bike Month Events** 🚲

Valley Bike Month is held each year in April. During the 2025 Bike Month, the Transportation and Streets Department hosted and attended several events to encourage and promote bicycling.

- Transportation and Streets staff attended the Arizona Bicycling Summit on April 4 to collaborate with colleagues and national experts.
- Tour de Scottsdale returned on April 12 and gave Transportation and Streets staff the opportunity to promote the new Active Transportation Map, the Strategic Transportation Safety Plan and ongoing events and projects at their expo booth.
- Scottsdale Bike to Work Day was held April 16, bringing together residents, city employees, sponsors and volunteers to promote bicycling as a healthy and sustainable transportation option. Five stops throughout the city offered free T-shirts, breakfast snacks, active transportation maps and other giveaways. Partners included TYLin International, Blue Zones, Tempe Bicycle Action Group and city staff from Transportation & Streets, the Office of Communication and Parks and Recreation.

*(Circulation Element; Implementation Program)*

### **Pavement Management**

The City's Pavement Preservation Division maintains, repairs and reconstructs asphalt streets, parking lots and alleys citywide. While crews work year-round, most paving work is scheduled during spring and fall when temperatures allow materials to properly cure. A comprehensive approach to pavement management involves incorporating Americans with Disabilities Act (ADA) improvements and new, widened or buffered bicycle lanes as part of roadway projects. This coordinated approach helps maximize available funding while minimizing traffic disruptions during construction. ADA improvements are integrated with the Five-Year Paving Plan and support broader goals in the Transportation Action Plan to maintain and enhance existing infrastructure. Successful delivery of these projects required collaboration among a cross-departmental team of city staff.

- This year the city made a significant investment in infrastructure through a sizeable increase in the paving budget. The estimated cost of the 2025 fall paving season was \$18.5 million, with \$7 million of that amount being spent specifically in Old Town Scottsdale. As a comparison, the estimated cost of the Fall 2024 paving season was approximately \$7 million.
- Fog Seal, Micro Seal and Mill and Overlay Treatments were used throughout the city based on the condition of the existing pavement. In total, the fall 2025 paving season included approximately 1.9 million square yards of material, equivalent to roughly 252 lane miles. This conversion provides general context but does not fully reflect work completed in alleys and parking lots.



Jack Knife sculpture by Ed Mell in the Scottsdale Art District



Neighborhoods are a blend of homes, shops, schools, churches, parks and places of employment. They make up our community mosaic, each being distinct but, as a whole, forming the beautiful picture that is Scottsdale. Scottsdale’s public services and facilities represent the community’s investment in diverse programs, infrastructure and physical facilities to meet the needs of these neighborhoods. The “Revitalize Responsibly” Community Value is expressed and implemented through the Revitalization Chapter of the General Plan and seeks to create strong neighborhoods; proactively preserve and revitalize Scottsdale’s diverse areas; contextually redevelop property; manage growth; and guide the provision of Scottsdale’s community services and facilities.

**ELEMENTS IN THIS CHAPTER:**

- Circulation
- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation & Redevelopment
- Growth Areas
- Cost of Development
- Public Services & Facilities
- Public Buildings

This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Revitalize Responsibly.

## SCOTTSDALE PUBLIC LIBRARY

**Operational Updates** 🏠

In 2025, Scottsdale Public Library advanced the third year of its strategic plan by extending operating hours, introducing new services and programs, enhancing facilities and deepening community partnerships while keeping people at the heart of dynamic library services.

Scottsdale Public Library circulated 2,562,357 physical and digital items in 2025. Approximately 685,000 people visited the branches and picked up holds at the drive-thru windows and curbside pickup, up 13% from the previous year. There were over 96,000 cardholders, with over 21,000 new cardholders. The library acquired digital access to Arizona Republic for the year as well as CollegeNow by Brainfuse. Nearly 24,000 items were added to the collection and the library circulated 8,000 in MAX, a collection-sharing service with other libraries in Maricopa County.

- **The Ultimate Family Play Date** – The library’s annual Ultimate Family Play Date in December 2025 saw nearly 5,000 people in attendance. Play is a fundamental practice of early learning, and this free event celebrated it through hands-on fun that encouraged exploration and discovery. The event also included the announcement of the Library Card Design contest winner, and this year’s contest invited kids ages 5-8 to participate. Luna, age 6, was selected as the winner from more than eighty submissions. A new addition to this year’s event was the Youth Entrepreneur Market where students from Scottsdale Unified School District showcased and sold their own creations. This market was in partnership with the school district and Scottsdale Chamber of Commerce. The event was part of Scottsdazzle and made possible through the support of the Friends of Scottsdale Public Library, City of Scottsdale Tourism and City of Scottsdale Parks and Recreation.
- **Mustang Library Sound Wall** – In July 2025, the sound wall construction project at Mustang Library was completed. This initiative was launched in response to community feedback gathered in 2022, which expressed concerns about noise from the youth area affecting the rest of the branch. Construction began in spring 2025, and the new wall now provides a clear physical separation between the branch’s youth and adult areas, which significantly improves the overall library environment.



*Completed Mustang Library sound wall*

- Summer Reading Challenge** – Scottsdale Public Library’s Summer Reading Challenge aims to keep kids and teens reading over the summer. Over the years, it has expanded to include both a pre-reader component as well as a program for adults. This year, the Summer Reading Challenge had nearly 7,000 people register for the challenge with close to 3,300 people completing the program by reading at least 1,000 minutes over the summer. Collectively, participants logged 7 million minutes of reading over the course of the summer, and this year’s theme was *Color Our World*.

*[Neighborhood Preservation & Revitalization, Public Services & Facilities Elements; Implementation Program]*

**Library Volunteers** 🏠👥

Over 100 adult volunteers and nearly 200 teen volunteers contributed approximately 17,000 hours to the library this year. As a certifying organization for the President’s Volunteer Service Awards, a total of 21 adult and 47 teen volunteers were recognized during National Volunteer Week in April 2025. Also, the library brought back the semi-annual Library Book Shop Sale in November 2025, which is primarily operated with the support of library volunteers. The sale generated over \$2,000 in revenue for the library.

*[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]*



*Civic Center Library Teen Presidential Volunteer Service Awards*

**Library Youth and Teen Services** 🏠👥📈

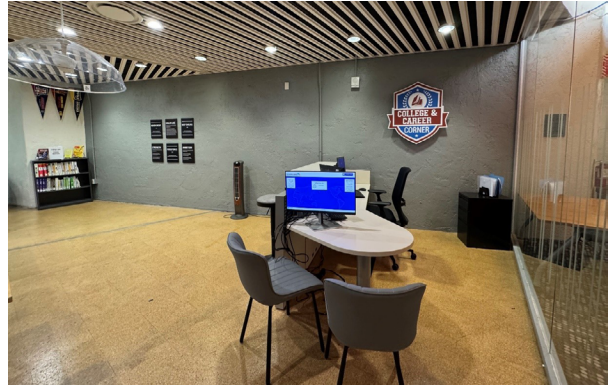
Youth Services hosted over 900 programs with approximately 36,000 people in attendance. Storytimes, Full STEAM Ahead, and arts and crafts programs remain popular with families.

- In April 2025, Civic Center Library opened the **Calming Corner** in its Youth Room, creating a dedicated space for children experiencing sensory overload or heightened emotions. Designed with muted lighting, partially frosted glass for privacy, sensory-friendly toys, soft seating, and books focused on emotions and self-regulation, the space supports families and caregivers in helping children feel safe, comfortable, and better able to manage their emotions.



*Calming Corner at Civic Center Library*

- In September 2025, Civic Center Library opened the **College and Career Corner** in the Knowasis Teen Space, providing free resources and support to Scottsdale high school students preparing for college and future careers. Later that month, the library partnered with Scottsdale Unified School District and Scottsdale Career Services to host a College and Career Fair, welcoming approximately 2,000 students and family members who connected with more than 100 colleges and universities nationwide. The library has since continued offering programs and workshops to support students and families in planning for post-secondary education.



*College and Career Corner at Civic Center Library.*

*[Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]*

### **Library Adult Services** 🏠👤📈

Adult Services hosted over 400 programs with over 9,600 people in attendance. Several new programs were introduced, including Music Under the Stars at Arabian Library featuring local musicians, Osher Lifelong Learning programs in collaboration with Arizona State University and Smart Money Talks with local financial professionals. The library also partnered with Scottsdale's senior centers to bring book discussion groups to the senior centers.

*[Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]*

### **Library Art Exhibitions** 🏠👤🎨

Scottsdale Public Art brought four new art exhibitions to the Civic Center Public Gallery:

- "Maps: Contours of a Story" was a juried exhibition curated by Saskia Jorda. The artists in this exhibition use the idea of maps to represent a life of joy or pain, a family, the reverberations of climate change, migration or events that can feel invisible to others.
- Tucson-based artist Lex Gjurasic's "Flower Worlds" exhibition featured vibrant floral paintings and sculptures inspired by nature, radical happiness and traditional Slavic folk art.



*Lex Gjurasic's "Flower World" Exhibition.*

- “Photography in Translation” was co-curated by Phoenix artist and photographer Claire A. Warden and featured Arizona photographers with diverse background that explored their identity within the U.S. through thoughtful imagery.
- “Artists of Cattle Track” featured resident artists who are currently producing painting, photography, printmaking, ceramics and sculpture at Scottsdale’s historic artist colony.



Lex Gjurasic's "Flower World" Exhibition.

*[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]*

### Historic Preservation Commission 🏠👤🗺️

The Historic Preservation Commission was established by the City Council to oversee the development and management of Scottsdale’s Historic Preservation Program. This program is focused on increasing public awareness of Scottsdale’s heritage; identifying historic and cultural resources; designating and recognizing significant local resources; and assisting in protecting, preserving and enhancing the best examples of Scottsdale’s past. In 2025, the Historic Preservation Commission:

- Approved a Certificate of Appropriateness for five projects at historic residential properties.
- Approved a Certificate of No Effect for 60 projects at historic residential properties.
- Approved the development and posting of the Early Town Building Story Map.
- Reviewed, discussed and considered state law relating to accessory dwelling units and middle housing and the implications for Historic Property designated districts and properties.

*[Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*

### Neighborhood Advisory Commission – Spirit of Scottsdale Awards 🏠👤🏆

The Spirit of Scottsdale Awards are a citizen-nominated program that recognizes those that help strengthen and build Scottsdale’s community through their commitment to and involvement in neighborhoods. On January 28, 2026, the Neighborhood Advisory Commission (NAC) reviewed, discussed and then selected Lauren Trapp and the Arabian Horse Association of Arizona as the 2025 winners of the City of Scottsdale Spirit of Scottsdale Award for the “Individual” and “Business/Organization” categories.

*[Community Involvement, Neighborhood Preservation & Revitalization Elements]*

### Neighborhood Advisory Commission – Neighborhood Enhancement Grant Program 🏡🌱

The Neighborhood Advisory Commission (NAC) provides direct assistance to Scottsdale neighborhoods for maintenance and revitalization projects through City Council approved budget funding and the Neighborhood Enhancement Grant Program (\$30,000 each fiscal year). The process includes an application submittal, a meeting between the applicant and city staff to discuss the proposed scope of work, and consideration for approval by the NAC at a public meeting. The following improvement projects received funding in 2025:

- **Southwest Village Monument Sign** – Repair monument sign located at the southwest corner of 68th Street and Indian School Road (\$5,300)
- **Carefree Hills Landscape Enhancement** – Provide landscape enhancements at the southeast corner of Cave Creek Road and Carefree Way (\$4,250.01)

*[Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]*



*Repaired Southwest Village monument sign (left) and Carefree Hills landscape enhancements (right).*



LOVE, Robert Indiana



Scottsdale’s future as an exceptional place depends on a dynamic, diversified, and growing economic base that complements the character and livability of the community. The city must also support and expand its economic base to maintain high public service standards and physical quality. This can be done by targeting new economic and educational opportunities, which provide support for the future fiscal health of the city. The “Advance Innovation and Prosperity” Community Value is expressed and implemented through the Innovation & Prosperity Chapter of the General Plan and recognizes that Scottsdale operates within broader regional and global economic settings, and, as such, the city must maintain and strengthen its competitive position by creating an environment where Scottsdale can effectively respond, innovate and adjust rapidly.

#### ELEMENTS IN THIS CHAPTER:

- Economic Vitality
- Tourism
- Education

This section of the report highlights actions and events that occurred in 2025 to implement the Community Value, Advance Innovation & Prosperity.

## **New Company Locates and Expansions**

New company locates and expansions have added 154 new jobs in 2025. The economic development team has worked with three companies with an average wage of just over \$86,000, absorbing approximately 102,500 square feet of commercial space, and adding \$18 million in new capital expenditures. The estimated total 5-year direct revenue impact of these projects is over \$1.6 million. The estimated total 5-year economic impact of these projects is over \$550 million. Companies locating to and expanding within Scottsdale include the following:

- **Bright Path Laboratories** is a pharmaceutical company that uses a continuous flow platform and patented Spinning-Tube-in-Tube (STT) Reactor™ to produce large quantities of high quality medicine. They use sustainable Green Chemistry to decrease process steps, generate less waste, and use fewer resources than traditional techniques.
- **Willscot Mobile Mini**, a leading business services provider specializing in innovative and flexible temporary space solutions, expanded to a new corporate headquarters. The company's diverse product offering includes modular office complexes, mobile offices, classrooms, portable storage containers, climate-controlled structures, and a curated selection of furnishings and appliances.
- **AmTrust Financial** is a global, Fortune 500 insurer specializing in commercial property and casualty insurance, particularly for small businesses. They are the third-largest provider of workers' compensation in the U.S. and offer general liability, cyber insurance, and extended warranties for consumer goods and automotive industries.

*[Economic Vitality Element; Implementation Program]*

## **All Day. Every Day. Campaign**

In 2025, Scottsdale Economic Development continued to leverage the "All Day. Every Day." campaign, utilizing existing assets to maintain visibility and momentum while new content was developed. Campaign activities mirrored proven strategies from prior years and remained focused on reaching key business and investment audiences. These efforts included:

- Scoreboard advertising at WM Phoenix Open which ensured high visibility to a large diverse audience, including business leaders, investors and decision-makers.
- Event-based marketing and targeted outreach in coordination with business attraction activities engaged companies and site selectors in priority markets outside Arizona.

While these activities were underway, Scottsdale Economic Development also advanced its next major marketing initiative. In December 2025, the department successfully completed production of new video assets for the "Change Your Scene" campaign. Designed for flexible use across digital and event-based advertising channels, these assets establish a visual identity and consistent messaging for future outreach. The Change Your Scene campaign builds on the momentum of previous initiatives and supports ongoing efforts to position Scottsdale as a compelling destination for business growth and investment.

*[Economic Vitality Element; Implementation Program]*

**Tourism Economic Impacts** 📈👥🚗

The Tourism & Events Department’s most recent annual Tourism Study Visitor Statistics includes 2024 confirmed industry data received in the summer of 2024. Through local spending, visitors to Scottsdale created an annual economic impact of \$3.7 billion. Additional items of note include:

- Scottsdale hosted an estimated 4.9 million domestic overnight visitors, 1.7 million international overnight visitors and 5.1 million domestic day trip visitors in 2024.
- For every \$1 of municipal services costs attributable to visitors, the city received a fiscal return of \$1.42.
- Estimated privilege tax collections attributable to domestic and international visitors in 2024/25 are \$75.8 million, and an additional \$1.7 million in sales tax revenue is generated by employees in the hospitality industry.
- The report found that the top ten activities and experiences for Scottsdale visitors are (in order): night clubs, historic sites and landmarks, swimming, casinos, museums, hiking or backpacking, and winery/brewery/distillery tours.

Additionally, the Tourism & Events Department’s most recent annual Tourism Study Lodging Statistics reviews trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging. Highlights include:

- Scottsdale’s bed tax revenues totaled \$34,968,502 in 2024, down 3 percent from 2023.
- The Scottsdale market has increased by 2,183 rooms since 2015.
- Annual occupancy for the Scottsdale market area in 2024 was 62.1 percent, down from 65.2 percent in 2023.
- The average room rate for Scottsdale market area hotels in 2024 was \$271.17, an decrease from the 2023 average of \$279.84, per room.

*[Open Space, Recreation, Circulation, Economic Vitality, Tourism Element; Implementation Program]*



## Special Events

Special events help build a sense of belonging and community pride, as well as create opportunities to interact, celebrate, enrich people's lives and stretch imaginations. The City of Scottsdale plays a strong role in assisting special events and helping event planners bring people together safely and successfully at events held throughout the city through two major programs:

- **Tourism Event Development Fund** – The city manages multiple programs that support special events held throughout Scottsdale by funding one-time, new, existing and community events through a criteria-based application process. With an investment of up to \$2.8 million, programs are vetted through an application process by staff, the Tourism Development Commission and City Council. In total, 41 events were allotted \$1,530,000 Tourism Event Development Funds.
- **Special Event Application & Permitting** – The city assists event organizers by guiding them through its special event application and permitting process to ensure safe and successful events. Not including events held in city-owned facilities such as WestWorld and Parks, the city reviewed and processed 192 Special Event permit applications in 2025.

The following are some of the special events held in 2025:

**Western Week** – During Western Week, from January 25 to February 2, Old Town Scottsdale transformed into an authentic old west experience showcasing our city's rich heritage and western roots. Featuring the several historic and cultural events, Western Week stokes the embers of our rich heritage and ensures our western legacy glows as brightly as it did a century ago.

- **Gold Palette ArtWalk** – The Scottsdale Gallery Association presented its Western themed Gold Palette ArtWalk, which pays homage to the rich heritage and vibrant cultures of the American West.
- **Free Admission to Scottsdale's Museum of the West** – This Smithsonian Affiliate award-winning museum offers an encyclopedia of Western art, featuring regularly changing and permanent exhibits of Western and Native American art and artifacts. For Western Week, it hosted the Pony Express and provided complimentary entry.
- **67th Annual Pony Express** – Annually, the Pony Express takes its 200-mile trek on horseback from Holbrook, through Payson, to Scottsdale to deliver letters from around the state. 2025 marked the first year women were part of the historic reenactment.
- **70th Annual Parada Del Sol Historic Parade & Trail's End Festival** – The annual parade in Scottsdale featured 126 entries including colorful floats, mounted horse-riders, horse-drawn carriages, school marching bands, wagons and stagecoaches. Immediately following the parade, Historic Old Town was transformed into a massive Western-style festival with a kids' zone, food trucks, merchandise vendors, multiple stages with live entertainment. Festival attendance reached 22,000.

**Native American Events** – Through the city’s partnership with the Arizona American Indian Tourism Association, two events were held to provide a unique and authentic Indigenous experience that engages the public and tribal communities in a shared “Only in Scottsdale Experience.”

- **The Arizona Indian Festival**, held as part of Scottsdale’s Western Week, provides a platform for tribal tourism and awareness of Arizona’s indigenous communities by creating an inclusive inter-tribal event.
- **The Arizona Indigenous Culinary Experience**, held during Native American Month, is a fusion of flavors, arts, and performances that showcase the rich cultural heritage of Native Arizona. In 2025, this event won the “Under-the-Radar” activity award and was featured in the “Best of the Valley” issue of Phoenix Magazine.

**Every Women’s Marathon** – This high-profile, female-focused event brought nearly 4,000 runners to Scottsdale, with the majority traveling from out of state. The race served as an official qualifier for major marathons and featured a scenic course showcasing Scottsdale’s paths and trails system, culminating in a wellness-focused festival and live music celebration in Old Town.

**June Days** – The city’s off-season June Days campaign encouraged residents to explore local events and activities during the summer months. Anchored by recurring favorites such as Scottsdale Stories & Sweets, Breakfast at the Market, Gold Palette ArtWalk, Yoga in the Park, and the Scottsdale Stadium Tour, the monthlong celebration featured nearly 80 events and promotions hosted by local businesses, galleries, and restaurants. A coordinated marketing campaign generated more than 7 million impressions, supporting locally owned Old Town businesses and driving seasonal visitation.

**Canal Convergence** – Produced by Scottsdale Arts, Canal Convergence returned to the Scottsdale Waterfront for its 13th year in November 2025 with a “Showtime!” theme. The immersive outdoor event featured large-scale, light-based installations alongside educational workshops, family activities, art tours, and expanded live music and dance performances.

**Scottsdazzle** – Old Town’s signature month-long holiday celebration marked its 10th year with a wide range of festive activities and community events. Highlights included the Sing-Along & Tree Lighting Ceremony, seasonal décor, and collaborative programming with local small businesses and nonprofit partners, drawing strong participation from residents and visitors alike.

### City Manager's Office High Performance and Innovation Initiatives

The former High Performance and Innovation Team was restructured and will relaunch as the Strategic Initiatives Team. This cross-departmental team will act as in-house consultants, tackling one major focus area per year with clear outcomes and leadership alignment. The group will focus on measurable, time-bound projects that improve efficiency, enhance service delivery, and introduce innovative solutions.

The City Manager's Office also conducted public focus groups and questionnaires to gather feedback on the Quarterly Performance Report. Community input will be incorporated into the publicly available performance dashboard in the upcoming fiscal year.

*[Conservation, Economic Vitality, Housing, Healthy Community, Open Space, Public Services & Facilities, Tourism, Water Resources Elements; Implementation Program]*

### After-School Programs through Parks & Recreation

- Provided comprehensive youth recreation and childcare services through six after-school sites, serving approximately 373 K–5 students.
- Launched a new after-school program at Pima Elementary, which was well received and reflected continued community demand.
- Delivered daily enrichment, academic support, and safe supervision led by trained recreation staff throughout the school year.
- Offered spring and fall break camps, serving a combined 156 children.
- Hosted two summer camps with 554 participants, including 153 middle school students in dedicated teen programs.

*[Education, Healthy Community, Public Services & Facilities, Recreation Elements; Implementation Program]*

### Lifelong Learning Programs through Parks & Recreation

- Offered 1,300+ Leisure Education classes, resulting in 12,000+ enrollments across all age groups.
- Introduced new programs in response to resident feedback and emerging trends, including Hot Hula Fitness, Crochet, Japanese Mah Jongg, Senior Self-Defense, Fashion Design and Sewing, Karate, and Learn How to Ride a Bike.
- Expanded early childhood programming with 10 new tot classes in south Scottsdale, increasing access for families.
- Strengthened neighborhood-based recreation opportunities through expanded offerings at Eldorado South, Paiute Family Center, Chaparral Community Center, and Vista Del Camino.

*[Education, Healthy Community, Public Services & Facilities, Recreation Elements; Implementation Program]*

## NEW INVESTMENT & REVITALIZATION: ZONING ACTIONS



City Council reviews zoning and rezoning actions for consistency with the adopted General Plan and Character Area Plans (if applicable). Based on an applicant's zoning request, zoning map amendments may require a concurrent amendment(s) to the General Plan and/or Character Area Plan. Unless otherwise indicated, the listed zoning actions within this section implemented the existing General Plan and/or Character Area Plan land use designation with each action. The following are zoning actions approved by City Council between January & December 2025, found on the Zoning Action Location Map (page 74):

- ① **Artessa (2-ZN-2024)** – A rezoning from Planned Community Center, Environmentally Sensitive Lands, Hillside District (PCC ESL HD) to Planned Community Center, Environmentally Sensitive Lands, Planned Shared Development Overlay (PCC PSD ESL) to accommodate the development of 47 residential dwelling units on a previously undeveloped +/- 8.59 acre portion of a +/- 22.26-acre site.

- General Plan 2035 Land Use Designation – Commercial

**Approved by City Council on June 24, 2025**

- ② **Palm Lane Residences (6-ZN-2024)** – A rezoning from Single-family Residential (R1-7) to Medium Density Residential (R-3) for a new project comprised of 22 detached units on a +/-2.26-acre site.

- General Plan 2035 Land Use Designation – Suburban Neighborhoods
- Southern Scottsdale Character Area

**Approved by City Council on July 1, 2025**

- ③ **The Collector's Garages at Westworld (5-ZN-2024)** – A rezoning from Single-family Residential, Environmentally Sensitive Lands, Planned Community District (R1-35 ESL PCD) to General Commercial, Environmentally Sensitive Lands, Planned Community District (C-4 ESL PCD) on a +/- 5.09-acre site to accommodate a new office and storage facility.

- General Plan 2035 Land Use Designation – Employment: Office
- Minor General Plan Amendment **(4-GP-2024)** – Employment: Light Industrial/Office

**Approved by City Council on August 26, 2025**

④ **Ranch Gate 40 (8-ZN-2024)** – A rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Single-family Residential, Environmentally Sensitive Lands (R1-35 ESL) on a +/- 40-acre site to accommodate a 32-lot subdivision community.

- General Plan 2035 Land Use Designation – Rural Neighborhoods
- Dynamite Foothills Character Area

**Approved by City Council on September 30, 2025**

⑤ **Finish Line Auto Club - Perimeter Dr. (19-ZN-2004#2)** – A zoning action that amended the previously approved development plan, including Amended Development Standards for Floor Area Ratio, on a +/- 11.6-acre site zoned Industrial Park, Planned Community District (I-1 P-C).

- General Plan 2035 Land Use Designation – Employment: Light Industrial/Office
- Regional Use Overlay
- Greater Airpark Growth Area

**Approved by City Council on November 17, 2025**

ZONING ACTION LOCATION MAP

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

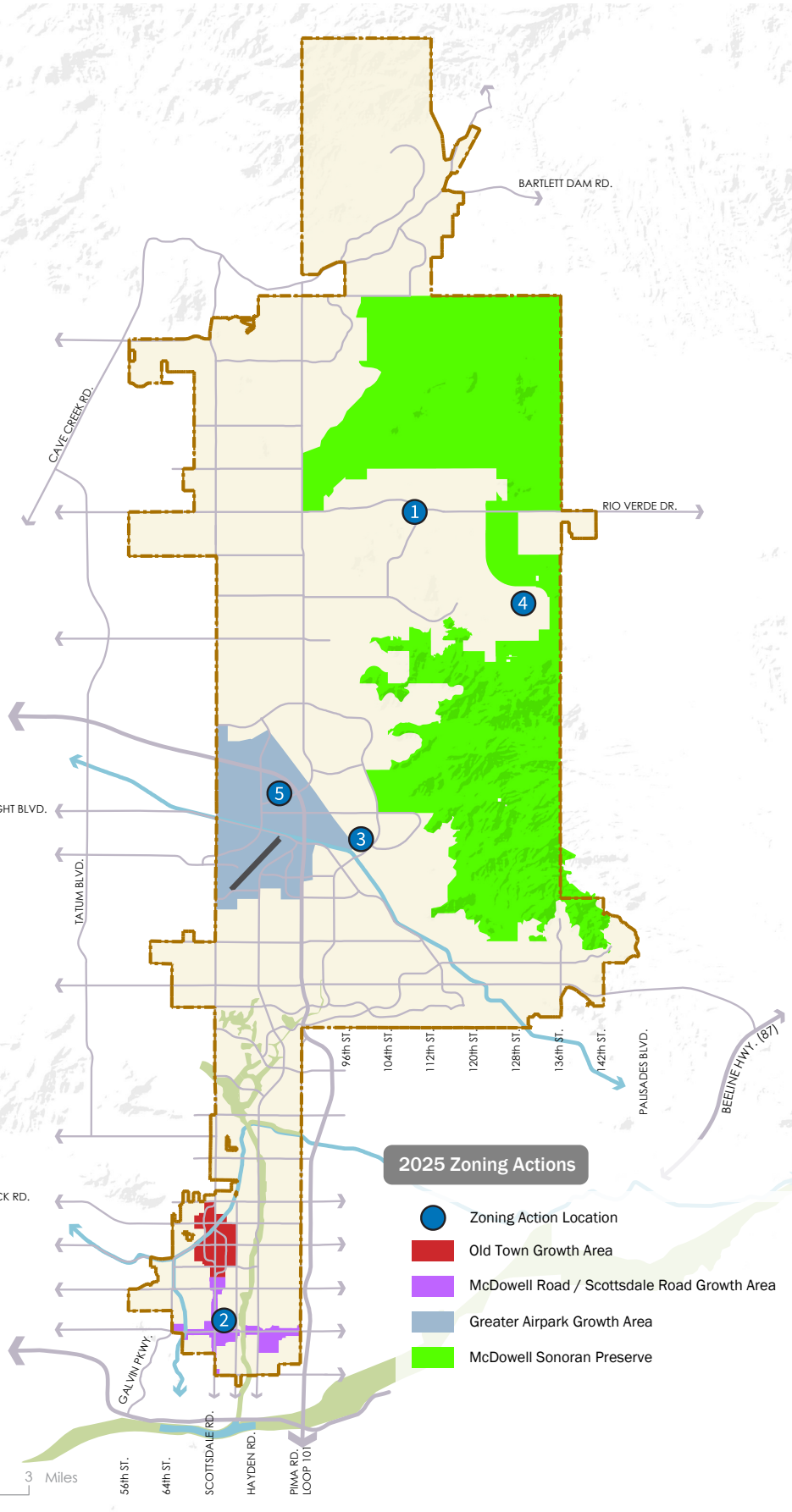
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



2025 Zoning Actions

- Zoning Action Location
- Old Town Growth Area
- McDowell Road / Scottsdale Road Growth Area
- Greater Airpark Growth Area
- McDowell Sonoran Preserve



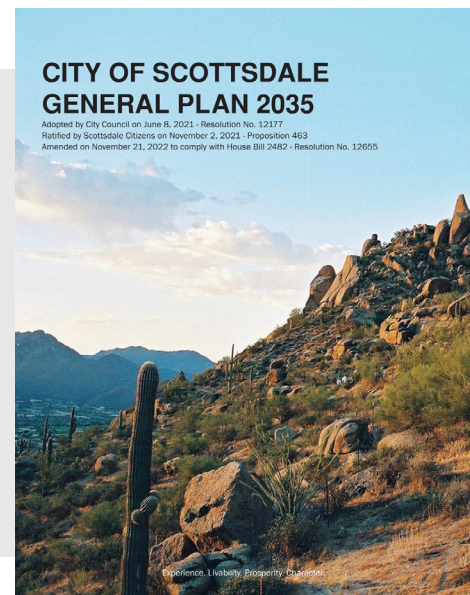
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## SECTION 2 - GENERAL PLAN AMENDMENTS

The General Plan is designed to be a broad, flexible, living document that is legally amendable. There are many decisions and events that compel it to respond to the changing conditions, needs and desires of the community. It can be revised through city-initiated amendments, citizen/property owner requests, or referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

Arizona Revised Statutes require each city to establish criteria to determine if a proposed change to the General Plan Land Use Element qualifies as a 'major' amendment. Per state statute, a 'major' amendment is defined as a "substantial alteration of the municipality's land use mixture or balance, as established in the municipality's existing General Plan Land Use Element." For Scottsdale, an amendment to the General Plan shall be defined as a major amendment if it meets any one of the following criteria:

- Change in General Plan Land Use Category Criteria
- Area of Change (Acreage) Criteria
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria
- Change to the Amendment Criteria and/or Land Use Category Definitions Criteria
- Growth Area Criteria
- General Plan Land Use Overlay Criteria
- Exceptions to the General Plan Amendment Criteria



If a proposed project does not substantially alter the city's land use mixture as per the above criteria, the project may qualify as a minor General Plan amendment. Per statutory requirements, both major and minor General Plan amendments are received and reviewed at any time during the year; however, a minor General Plan amendment requires a simple majority (4 out of 7) vote, while a major General Plan amendment requires additional opportunities for public involvement through public hearings as well as a 2/3 majority (5 out of 7) vote for approval by the City Council.

For 2025, one minor amendment was reviewed through the public hearing process, with no major amendments submitted.

## MINOR GENERAL PLAN AMENDMENTS:

The following are minor General Plan amendments adopted by City Council in 2025, found on General Plan Amendment Map (page 78):

- 1 **The Collector's Garages at Westworld (4-GP-2024)** – City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Employment: Office to Employment: Light Industrial/Office on a +/- 5.09-acre site located at 79875 and 9909 E. McDowell Mountain Ranch Road.

- Rezoning **(5-ZN-2024)**

**Approved by City Council on August 26, 2025**

GENERAL PLAN MINOR AMENDMENT MAP

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

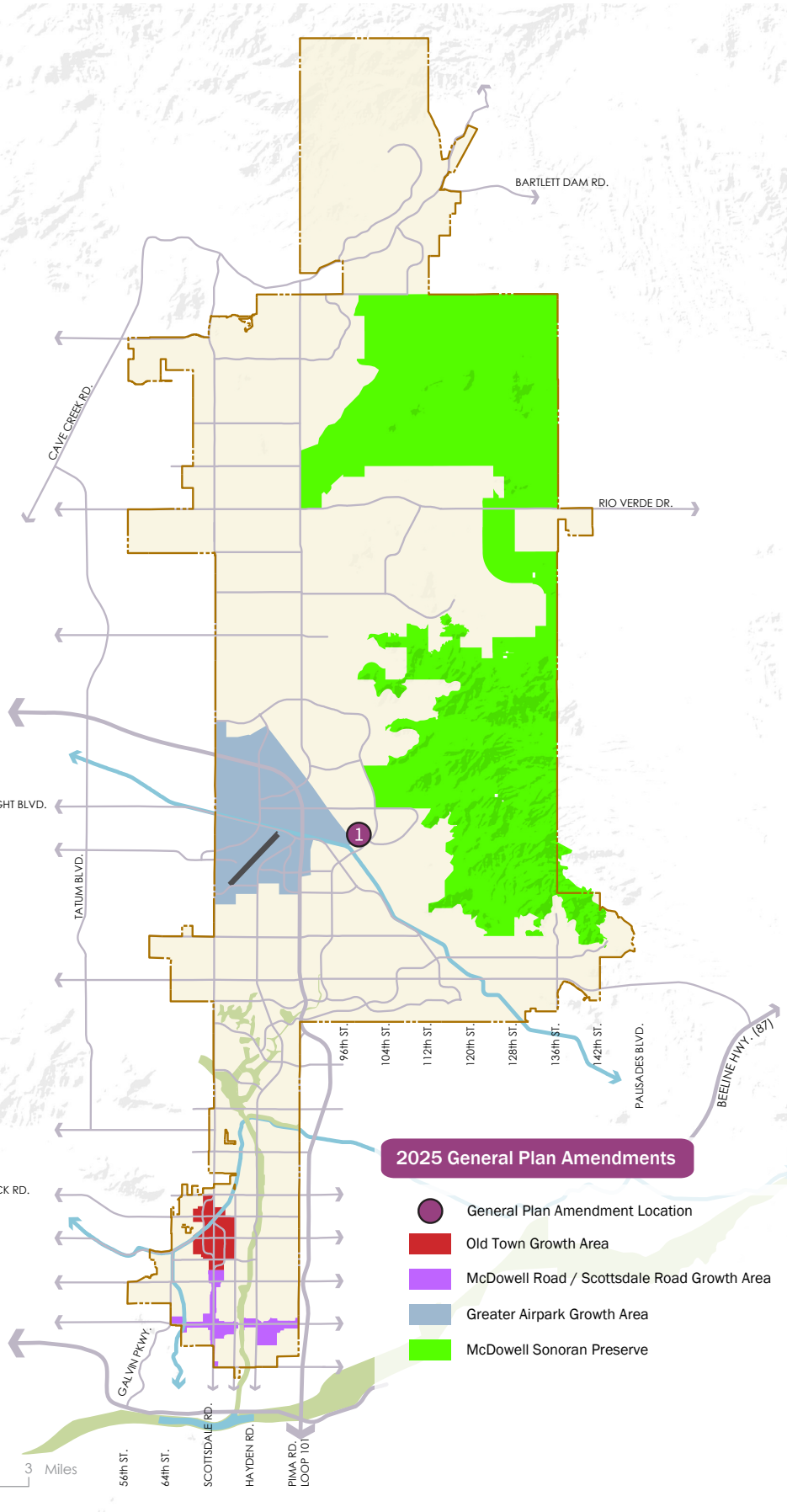
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



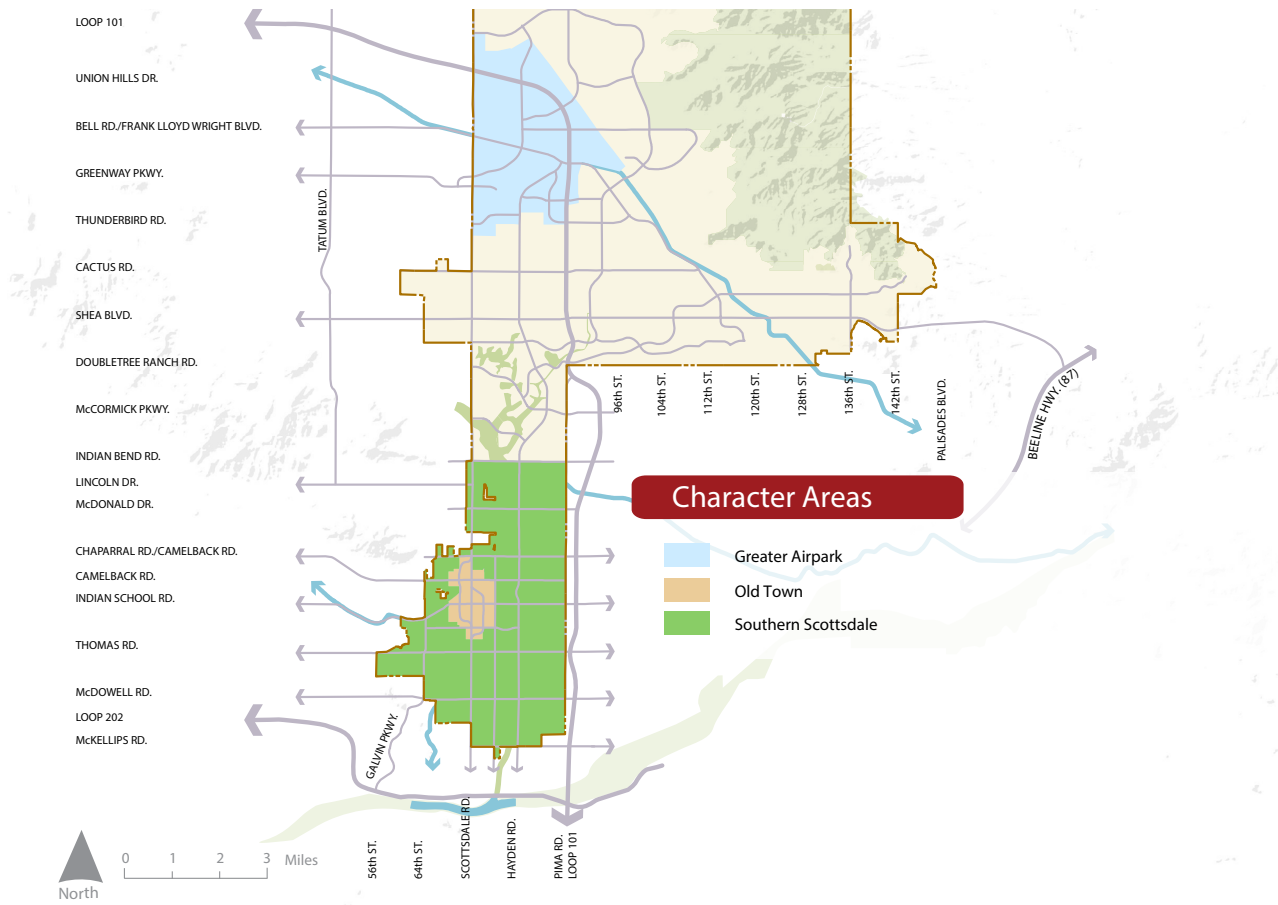
2025 General Plan Amendments

- General Plan Amendment Location
- Old Town Growth Area
- McDowell Road / Scottsdale Road Growth Area
- Greater Airpark Growth Area
- McDowell Sonoran Preserve



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# SECTION 3 - CHARACTER AREA PLANS



The City of Scottsdale has a long history of using area-based plans that speak to the goals and special attributes of specific, identifiable and functional portions of the city. Accordingly, Character Area Plans ensure that quality of development and consistency of character implement the Scottsdale General Plan at the character area level, all within the context of community-wide goals.

General Plan 2035 identifies eleven (15) areas within the city intended to have specific Character Area Plans. As of today, seven (7) character area plans have been adopted – Cactus Corridor (1992), Shea Area (1993), Desert Foothills (1999), Dynamite Foothills (2000), Greater Airpark (2010), Southern Scottsdale (2010), and Old Town Scottsdale (2024). Two of these character areas are also designated as Growth Areas in the General Plan – Greater Airpark and Old Town Scottsdale. The remaining Growth Area – McDowell Road / Scottsdale Road – is encompassed by the Southern Scottsdale Character Area. These three (3) Character Areas are highlighted because they contain the highest concentration of development within Scottsdale, and thus, where much implementation of the General Plan occurs.

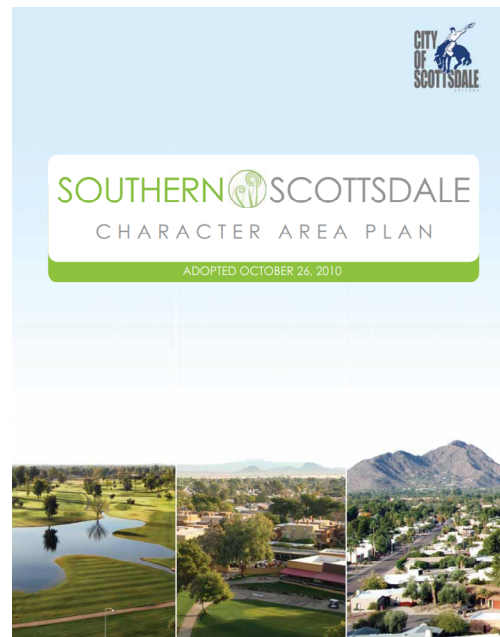
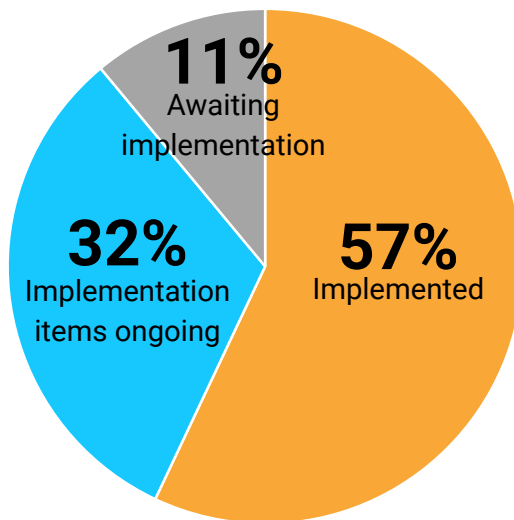
This section presents year-over-year Character Area implementation and is focused solely on 2025 accomplishments.

# SOUTHERN SCOTTSDALE CHARACTER AREA

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale, encompassing 14.98 square miles and entirely surrounding Old Town Scottsdale. More specifically, Southern Scottsdale is bounded on the north by Indian Bend Road, on the east by the Salt River Pima-Maricopa Indian Community, on the south by the City of Tempe, and on the west by the City of Phoenix and the Town of Paradise Valley.

The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the community regarding future growth and development decisions, acting as a framework for citizens, business owners and public officials to come together and ensure that revitalization and redevelopment fulfills the community vision and values for this portion of Scottsdale. Since adoption of the Southern Scottsdale Character Area Plan in 2010, approximately 57% of all items have been implemented; however, it should be noted that an additional 32% are items that are typically implemented on an ongoing basis.

**Implementation Breakdown**  
(THROUGH 2025)



## SOUTHERN SCOTTSDALE HIGHLIGHTS (2025):

### Roosevelt Street Storm Drain Project 🏗️🏠

Construction began in November 2025 on this \$13-million project to improve stormwater collection and prevent flooding near the Scottsdale/Tempe border. The project includes 7,500 linear feet of storm drain pipe from Miller Road to 68th Street along Roosevelt Street, primarily funded by the Flood Control District of Maricopa County with contributions from Scottsdale and Tempe. This project will consider sustainability by exploring the inclusion of green stormwater infrastructure and low-impact design, such as utilizing stormwater runoff for right-of-way landscaping.

*[Environmental Planning, Public Services & Facilities, Safety, Elements; Implementation Program]*



Construction is underway on the Roosevelt Street Storm Drain Project.

### Indian Bend Wash Underpass 🚗

The \$5 million Chaparral Road underpass project began in May 2024 and was completed in approximately nine months. To expedite construction, Chaparral Road just east of Hayden Road was closed for 12 weeks during the summer, when traffic volumes are typically lower.

The underpass provides uninterrupted travel for bicyclists and pedestrians along the Indian Bend Wash, improving safety by reducing conflicts with vehicles at the crosswalk. The design also allows for longer green-light times for eastbound traffic on Chaparral Road. As part of the project, nearby sidewalks and shared-use paths were also modified to improve connectivity. Funding was provided through federal grants and the Transportation Sales Tax.

*[Circulation, Bicycling Elements; Implementation Program]*



Mayor and City Council members at the underpass ribbon cutting, left to right: Councilman Graham, Mayor Borowsky, Councilwoman Dubauskas, Councilwoman McAllen.

## Reinvestment & Revitalization

The Southern Scottsdale Character Area Plan encourages mixed-use development along regional corridors and reinvestment that updates or replaces aging commercial properties. The following projects are examples of reinvestment and revitalization in the Southern Scottsdale Character Area.

Construction on **Il Bracco**, an upscale modern Italian restaurant at the southwest corner of Scottsdale Road and Rose Lane, neared completion in 2025 with an opening date set for early 2026. The restaurant features a warm, refined material palette and offers classic Italian dishes.

The new restaurant reactivates the previously underutilized corner, complements the surrounding neighborhood and contributes to the area's continued reinvestment (Case 39-DR-2022).



*Il Bracco, near Scottsdale Road and Rose Lane*

**Modus Scottsdale 6** is a six-unit townhome development nearing completion in 2025 at the southeast corner of 78th Street and San Miguel Avenue. The project emphasizes indoor-outdoor living, incorporating oversized sliding doors, shaded patios, and exterior staircases that connect to landscaped backyards. Landscaping features low-water-use native species integrated into planters and living walls.

The development presents a modern interpretation of a terraced row house and aligns with community goals for quality design and respect of neighborhood context. It reinforces Scottsdale's residential character while supporting continued reinvestment in the area (Case 28-DR-2022).



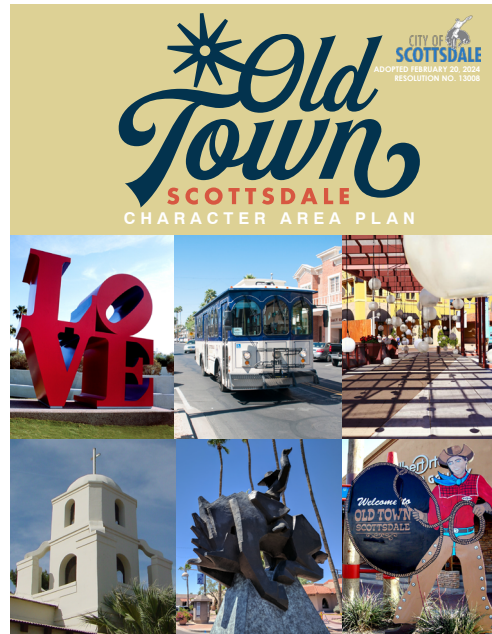
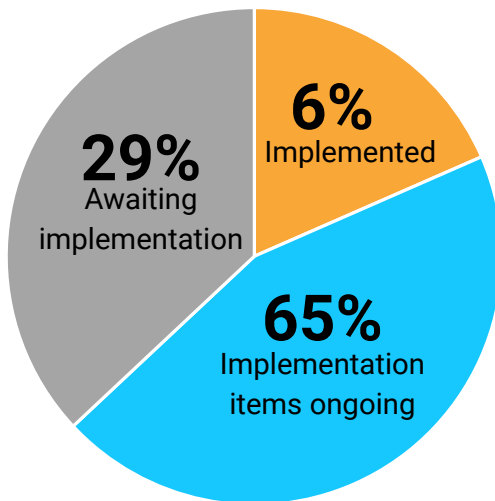
*Modus Scottsdale 6, southeast corner of 78th Street and San Miguel Avenue*

# OLD TOWN CHARACTER AREA

Old Town Scottsdale is the commercial, cultural, civic, and symbolic center of the community, comprised of districts that operate together as a highly functional mixed-use center. Surrounded by the Southern Scottsdale Character Area, Old Town is generally bounded by Chaparral Road to the north, Earll Drive to the south, 68th Street to the west, and Miller Road to the east.

The Old Town Scottsdale Character Area Plan is a policy document that establishes the vision for downtown and provides the basis for decision making over the next twenty years. The plan contains explanatory goals, policies, and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision. Since 2018, 18% of all items have been implemented; however, it should be noted that an additional 45% are items that are typically implemented on an ongoing basis.

**Implementation Breakdown**  
(THROUGH 2025)



## OLD TOWN HIGHLIGHTS (2025):

### OLD TOWN INVESTMENT

The city committed \$47 million in fiscal year 2025/26 to enhance Old Town Scottsdale’s infrastructure, safety and overall visitor experience. The investment will enhance daily life for residents and ensure the area remains a top-tier destination for visitors and businesses.

#### Spruce Up Old Town

The first phase of revitalization began with a \$2 million “Spruce Up Old Town” effort.

- City crews ramped up cleaning efforts in high-traffic areas, including the Entertainment District, 5th Avenue Shopping District and Stetson Avenue.
- The Wells Fargo Avenue Parking Garage received a fresh look with newly painted bollards, stairwells and railings, as well as a new safety sign.
- Ashtray receptacles throughout Old Town will also be replaced with upgraded models that reflect the area’s distinctive style.

*[Character & Design, Economic Vitality, Growth Areas, Elements; Implementation Program]*

#### Enhanced Pedestrian Experiences

New granite is being added to areas throughout Old Town. Visitors to Historic Old Town will soon find improved wayfinding and kiosk signs, a new Civic Center monument sign and additional public restroom signs.

*[Character & Design, Economic Vitality, Growth Areas, Elements; Implementation Program]*

#### Strengthened Merchant Support

To better serve the businesses that power Old Town’s charm and economy, the city created a new Old Town Specialist position. This dedicated staff member will work closely with local merchants to ensure clear communication around maintenance, construction impacts, event coordination and more.

*[Economic Vitality, Growth Areas, Elements; Implementation Program]*

#### Old Town Pavement Improvement Project

The Old Town Pavement Improvement Project represented one of the city’s largest recent investments in Old Town infrastructure, focusing on improvements to streets, alleyways and parking lots throughout the area.

A key achievement of the project was carefully phasing construction to minimize impacts to residents, businesses and visitors, despite the high volume of work occurring within a relatively small geographic area. City staff coordinated the efforts of 16 contractors and subcontractors through weekly meetings and active schedule management to ensure projects did not conflict and could adapt to changing conditions. Daily coordination among paving managers, inspectors, contractors and communications staff allowed for timely adjustments and efficient traffic control planning.

A comprehensive communications effort supported the work, including project announcement postcards mailed to 7,710 businesses and residents, a dedicated project webpage, a 24-hour hotline and door hanger notifications distributed in active construction areas.

City paving inspectors remained in the field throughout construction to oversee work quality, approve completed improvements and serve as on-site liaisons to address questions and concerns from residents and business owners.

*[Circulation, Economic Vitality, Growth Areas, Elements; Implementation Program]*

### **Renovated Scottsdale Stadium** 🏟️🏠📈

Scottsdale Stadium welcomed nearly 140,000 fans during the 2025 Spring Training season—its highest attendance since 2019—following renovations designed to enhance the fan experience.

Improvements focused on the left field berm, where upgrades included a new shaded patio area and expanded tree coverage. These enhancements are part of a broader modernization effort launched in 2019 to improve functionality and comfort while reinforcing the stadium’s role as both a community asset and economic driver.

*[Character & Design, Growth Areas, Economic Vitality Elements; Implementation Program]*

### **New Business Activity** 🏠🏡📈

Old Town Scottsdale continues to attract private investment and new experiences, reinforcing its role as a dynamic place to live, work and visit. New restaurants, hotels and attractions have continued to open, contributing to the area’s ongoing activity and appeal.

- George Oliver Companies is revitalizing office properties along Scottsdale Road.
- A new AC Hotel by Marriott is slated to open in 2026, and The Remi Scottsdale, an Autograph Collection boutique hotel, opened in 2025.
- Longtime Scottsdale restaurateurs Jacob Finley and Dale Jodoin selected Old Town for their new concept, Ponderosa, scheduled to open in early 2026. Jodoin noted that Old Town’s mix of tourism and residential growth aligns with their vision for a hospitality-focused dining destination.

*[Character & Design, Growth Areas, Economic Vitality Elements; Implementation Program]*

**Reinvestment & Revitalization** 🧰 🏠 📈

The Old Town Scottsdale Character Area Plan (OTSCAP) underscores Old Town’s role as a destination for arts, culture, retailing, entertainment, tourism, events and major employment. A mix of land uses supported by sensitive planning, architecture and urban design goals ensure a continually vital and sustainable downtown. The following projects are examples of reinvestment and revitalization in the Old Town Scottsdale Character Area.

**Hotel Valley Ho** completed a \$18 million renovation of guest rooms in the hotel’s original 1956 wings. The renovations included an interior refresh with new smart lighting and temperature control systems and the addition of cabana rooms with expanded patios. Alan Hess, architect and author of numerous mid-century modern texts, has called Hotel Valley Ho “one of the best-preserved mid-century hotels in the country.”



*Hotel Valley Ho on Main Street in Old Town Scottsdale*

As one of Scottsdale’s early resort hotels, the Valley Ho is a successful example of a public/private partnership, innovative zoning practices, and a demonstration of the community value to protect its historic resources and unique character. It will continue to support Old Town’s prominent role as a hub for arts, culture, tourism and events.

**Pinyon**, a new Mediterranean concept from Hi Noon Hospitality, opened along the park on Scottsdale Mall with the construction of a new building on the former Pepin restaurant site. The design emphasizes a strong connection to Civic Center Park, with an indoor-outdoor dining experience and reconfigured pedestrian pathways that enhance access and connectivity (Case 29-DR-2021).



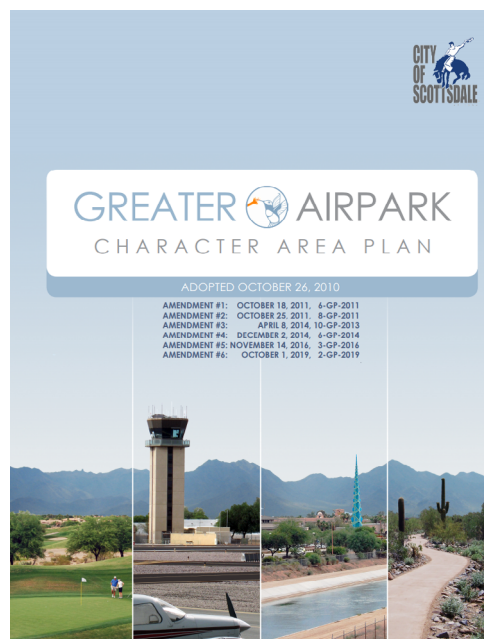
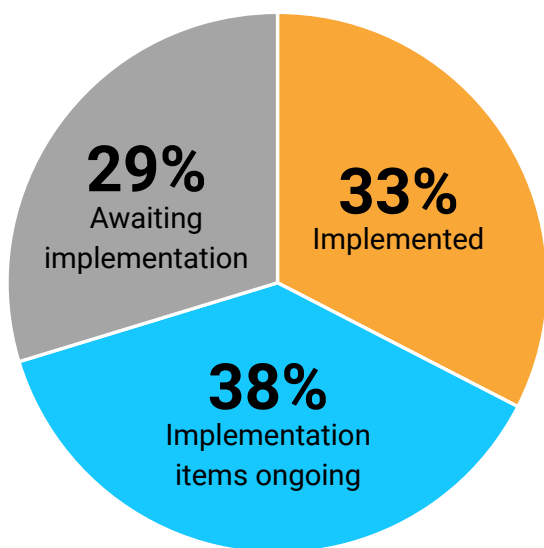
*Pinyon viewed from the Scottsdale Mall and Civic Center Park*

# GREATER AIRPARK CHARACTER AREA

The Greater Airpark contains the largest industrial-zoned area within the City of Scottsdale and is recognized nationally as a model for airport-based business parks. Additionally, it is the location of some of the largest special events attended in the city, such as the WM Phoenix Open, the Barrett Jackson Auto Auction and the Arabian Horse Show.

The Scottsdale General Plan designates the Greater Airpark as a Growth Area – meaning it is an area of the community that is most appropriate for development focus. In Growth Areas, the city can focus on improvements that will support a planned concentration and variety of land uses at the greatest intensity and density. Since adoption of the Greater Airpark Character Area Plan in 2010, 33% of programs and initiatives listed in the Implementation Program have been completed; however, it should be noted that an additional 38% are items that are typically implemented on an ongoing basis.

**Implementation Breakdown**  
(THROUGH 2025)



## GREATER AIRPARK HIGHLIGHTS (2025):

### SCOTTSDALE AIRPORT

#### **Top Ranking for Scottsdale Airport**

Scottsdale Airport has retained a spot as one of the top 10 airports for domestic business jet operations according to the Federal Aviation Administration Business Jet Report. This notoriety was garnered among airports with more than one runway, like Teterboro Airport, Dallas-Fort Worth International Airport and Palm Beach International Airport.

*[Land Use, Safety, Circulation, Growth Areas, Economic Vitality Elements]*

#### **Airport Master Plan Update**

Scottsdale Airport reached the midpoint of its Master Plan Update process in 2025, with the Federal Aviation Administration approving activity forecasts that will guide future facility planning and investment. A public open-house workshop was held to share proposed improvements, gather community input, and provide updates to tenants, airport users, and residents as the planning process continues.

*[Land Use, Community Involvement, Safety, Circulation, Growth Areas, Economic Vitality Elements; Implementation Program]*

#### **Charter Enplanement Reporting Effort**

Proactive outreach by the Aviation Department encouraged charter operators to report annual enplanements, resulting in Scottsdale Airport surpassing the 10,000-passenger threshold required for eligibility to secure more than \$1 million in additional federal grant funding for airport improvement projects.

*[Land Use, Safety, Circulation, Growth Areas, Economic Vitality Elements]*

#### **FAA/ADOT Grants Awarded**

Scottsdale Airport secured two grants from the Federal Aviation Administration and Arizona Department of Transportation totaling more than \$825,000 to support the Gate 1 Bypass Taxiway Rehabilitation and the Aircraft/Vehicle Gate Improvement Project. These investments advance the airport's mission of maintaining safe and efficient operations.

*[Land Use, Safety, Circulation, Growth Areas, Economic Vitality Elements]*

#### **Movie Nights at Scottsdale Airport**

In partnership with Volanti Restaurant and Lounge, Scottsdale Airport hosted two movie nights in 2025 (April and November). The November event drew a record crowd of 3,500 attendees and supported a community food drive benefiting Vista del Camino Food Bank.

*[Growth Areas, Economic Vitality, Tourism Elements]*

**Loop 101 Improvements Project** 🚗🏠

The Arizona Department of Transportation, in partnership with the City of Scottsdale, is widening Loop 101 (Pima Freeway) between Princess Drive/Pima Road and Shea and modifying existing interchanges to improve traffic flow and safety. In November 2025, new southbound and northbound lanes opened, marking a major milestone in the \$108 million project. The Loop 101 project, which began in January 2024, remains on schedule for completion in early 2026.

*[Circulation, Growth Areas Elements]*



*Loop 101 project under construction*

**Reinvestment & Revitalization** 🏠📈

The Greater Airpark Character Area Plan conceptualizes the Greater Airpark as a multi-faceted hub of commerce, employment, aviation, tourism and recreation, as well as a center for growth in Scottsdale. Mixed-use corridors, activity centers, diverse housing types, and public spaces support a highly functioning employment area and encourage continued economic success. The following projects are examples of reinvestment and revitalization in the Greater Airpark Character Area.

**FlexJet** broke ground on a new \$36 million aviation facility scheduled to open in late 2026. The project will include a 9,000-square-foot terminal, 9,500 square feet of office space, and 34,000 square feet of hangar space, expanding capacity and services at Scottsdale Airport (Case 11-DR-2024).



*Mayor Lisa Borowsky (left of center) participates in the FlexJet groundbreaking ceremony.*

**ASM (Advanced Semiconductor Materials)**

is investing \$300 million in a new 400,000-square-foot facility near Scottsdale Road and the 101 Freeway. The project, which began construction in 2025, includes corporate offices, R&D labs, cleanrooms, and manufacturing space, and is expected to bring approximately 1,300 new jobs to Scottsdale by 2030 (Case 11-DR-2024).



*Rendering of the ASM campus looking northeast towards the McDowell Sonoran Preserve*

**Banner Health** began construction on the first phase of a new medical campus near Hayden Road and Mayo Boulevard. The 120,000-square-foot Banner Health Center will include urgent care, ambulatory surgery, imaging, Banner MD Anderson cancer services, and multi-specialty clinics, with an anticipated opening in early 2027 (Case 6-DR-2024).



*Rendering of the Banner Health Center entrance from a northwest perspective*

Construction is underway on **Atavia**, an 88-unit luxury condominium community nestled within the evolving One Scottsdale mixed-use development on the north side of the Loop 101 freeway along Scottsdale Road. The project blends the spaciousness of single-family homes with the ease of condominium ownership. The development will feature 14 buildings, each four stories tall, with a mix of two-, three-, and four-bedroom residences (Case 30-DR-2021#5).



*Rendering of the Atavia Clubhouse and surrounding residential buildings*

## SECTION 4 - IMPLEMENTATION REPORTING



As required per state statute, this Annual Report was rendered to assess the status of the General Plan and progress of its implementation. The **Implementation Chapter (Chapter 8)** of the General Plan includes the following tables which delineate programs that bring the General Plan to life and are categorized according to the Community Values.

It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other programs may be created or updated that are not listed but are still intended to implement the General Plan over its 20-year lifespan. Timeframes are general, expected timeframes. Not all goals and policies may be implemented at one time due to the long-term nature of the plan and budgeting/funding requirements. The City Council may also choose to fund or not fund programs at any time. Per the Community Involvement Element and state and local laws, community input will be a part of many of these implementation programs.



Actions and events highlighted in this report that align with delineated programs were identified and cross-referenced as an Implementation Program. The symbology in the legend below is used in the following tables to reiterate the progress status.

■ **IMPLEMENTED**

Indicates the one-time completion of an Implementation Program

■ **ONGOING IMPLEMENTATION**

Indicates the completion of an ongoing Implementation Program

■ **IMPLEMENTATION TIMING ENVISIONED BY GENERAL PLAN 2035**

Indicates an Implementation Program awaiting completion

Items not mentioned in this report but denoted as implemented were completed during the drafting of General Plan 2035 or in previous years. Future implemented items will be reported in this annual document.

# IMPLEMENTATION PROGRESS REPORTING

## CHARACTER & CULTURE

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Part 150 Program Implementation	C, CD, EV, LU, S				■	Airport
Arts & Cultural Ordinances Update	ACC, CD, GA, LU, T	■				Planning & Development
Arts/Cultural Strategic/Master Planning	ACC, EDU, EV, GA, HC, LU, T	■			■	Contracted Agency
Character Area Plans-Prioritize/Create New	CD, GA, LU, OS	■				Planning & Development
Character Area Plan Implementation	C, CD, EV, GA, LU, OS				■	Citywide
Crime Prevention through Environmental Design (CPTED) Program	ACC, CD, CONSV, CRR, EDU, H, LU, NPR, S				■	Police, Planning & Development
Design Guidelines (e.g., Sensitive Design Principles, Visually Significant Roadways, Gateways)	ACC, C, CD, CONSV, CRR, EP, GA, HC, LU, NPR, OS, PB				■	Planning & Development
Design Standards & Policies Manual Update	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HC, C				■	Planning & Development
Development Review Process Refinement	ACC, CD, CI, COD, CONSV, CRR, EP, EV, H, HC, LU, NPR, OS				■	Planning & Development
Historic & Archaeological Preservation Programs/Update	ACC, CD, CRR, EDU, EP, EV, GA, H, LU, NPR, OS, T	■			■	Planning & Development
Zoning & Related Code Updates (e.g., Land Division, Building Codes) (see Implementation Tools section for further detail)	ACC, CD, COD, CRR, EV, EP, GA, H, HC, LU, NPR, OS, S, T	(2023) ■			■	Planning & Development

Element Legend
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
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WR= Water Resources

SUSTAINABILITY & ENVIRONMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Assured Water Supply	EV, S, WR				■	Water Resources
Drought Management Plan Updates	WR, S		■			Water Resources
Energy Efficiency & Clean Fuel Updates	CD, CRR, E, EP, H, LU	■			■	Environmental Initiatives
Green Building Program/ Energy & Building Code Review/Update	CD, CONSV, CRR, E, EP, GA, H, HC, NPR, PB				■	Environmental Initiatives
Heat Mitigation Plan	CD, CONSV, EP	(2024) ■				Environmental Initiatives
Infrastructure Improvements Plan	COD, CONSV,CRR, EV, GA, OS, PSF	■				Water Resources
Integrated Water Resources Master Plan Update	COD, CONSV,CRR, EP, LU, WR	■				Water Resources
Scottsdale McDowell Sonoran Preserve Land Acquisition	ACC, EP, EV, LU, OS, R, T				■	Preservation
Scottsdale McDowell Sonoran Preserve Access Improvements	ACC, CONSV, HC, EP, EV, LU, NPR, OS, R, T				■	Community Services, Preservation
Native Plant Ordinance	CD, CONSV, EP, GA, H, HC, NPR, OS		■		■	Planning & Development
Net-Zero Energy Strategic Plan	CRR, E, EP,LU	■				Environmental Initiatives
Recycling/Solid Waste Programs Review/Update	COD, CONSV, E, EP, PSF	■			■	Solid Waste
Stormwater Program & Master Plan Update	CRR, CONSV, EP, LU, OS, PSF, S		■		■	Stormwater
Sustainability/Resiliency Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Amend Code and Ordinances to align with Sustainability Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Water Conservation Program	CONSV, EP				■	Water Resources
Water Quality Reporting	CI, CONSV, EP, WR				■	Water Resources

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COLLABORATION & ENGAGEMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Community Survey	CI, HC, S				■	Administration
City Public Participation Manual	CI, HC	(2023) ■			■	Administration
Community Outreach Programs	ACC, B, C, CD, CI, CONSV, CRR, E, EDU, EP, H, HC, NPR, OS, S				■	Citywide
Community Visioning	ACC, CD, CI, EDU, HC, T			■		Planning & Development
General Plan 5-year & Annual/Reports	CD, CI, EV, LU, T		■		■	Planning & Development
City Council Annual Priorities/ Organization Strategic Plan	All				■	Citywide
Public Involvement Plans for Projects	ACC, C, CI, CRR, EP, H, HC, R				■	Private Sector
Public Notification Requirements Update	ACC, CI, CRR, H, HC, LU	■				Planning & Development, Neighborhood Services

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COMMUNITY WELL-BEING						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
ADA Program	ACC, C, CD, CRR, EDU, H, HC, PB, PSF, R				■	Citywide
CDBG Strategic Action Plan	CRR, H, HC, LU, PSF, R				■	Human Services
Community Health Assessments	EP, H, HC, LU, NPR, PB, S		■			Healthcare Providers, Planning & Development, Neighborhood Services
Community Services Master Plan Review/ Update	ACC, COD, EV, HC, LU, NPR, OS, R, PB, PSF		■			Community Services
Diversity and Inclusion Programs	ACC, CI, EDU, H, HC, PSF, R, T				■	Administration
Emergency Management Plan & Program	CD, EDU, HC, LU, NPR, S	■			■	Public Safety
Fair Housing Program	H, HC				■	Human Services
Fire Department Strategic and Standards of Coverage Plans	CONSV, COD, CRR, EV, HC, LU, NPR, PSF, S, T				■	Fire
Gardens, Farmers Markets Code Updates	HC, LU, NPR	■				Planning & Development, Neighborhood Services
Hazardous Materials Compliance Program & Planning	CONSV, EP, PSF, S				■	Environmental Initiatives

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COMMUNITY WELL-BEING

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Housing/Human Services Programs and Consolidated Plan Update	ACC, COD, CRR, EV, H, HC, NPR, PSF, R	■	■	■	■	Human Services
Housing Rehabilitation Programs Review	CRR, H, HC, NPR				■	Human Services
Parks & Recreation Master Plan Review/ Update	ACC, B, C, COD, EDU, EP, EV, GA, LU, OS, NPR, PSF, R, T		(2024) ■			Parks & Recreation
Police Department Strategic Plan	B, CI, COD, EDU, EV, HC, LU, NPR, PSF, S, T				■	Police
Residential Healthcare Facility/Adult Care Home Codes/Policies Update	LU, EV, H, HC	■		■		Planning & Development, Human Services
School District & Regional Safety Coordination	B, C, EDU, HC, NPR, S				■	Public Safety
Senior Services Programs	ACC, EDU, H, HC, R				■	Community Services
Strategy for Preservation & Creation of High-Quality, Safe, and Affordable Housing	ACC, CRR, H, HC, LU		■			Human Services
Trails Master Plan Review/Update	B, C, EP, EV, GA, HC, LU, NPR, OS, R, T	(2022) ■				Community Services

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CONNECTIVITY

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Master Plan Update	C, COD, EP, EV, LU, PB, PSF, S, T		■			Airport
Bicycle Program	B, C, CRR, EDU, EP, EV, GA, HC, LU, NPR, R, S, T				■	Transportation
Old Town Scottsdale Bicycle Master Plan	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T	(2021) ■				Transportation
Transit Program	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T				■	Transportation
Transportation Action Plan Update	B, C, COD, CRR, EDU, EP, EV, GA, H, HC, LU, NPR, OS, PSF, S	(2022) ■			■	Transportation

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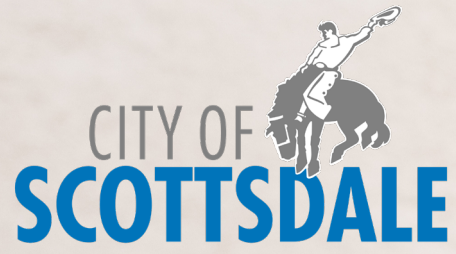
# IMPLEMENTATION PROGRESS REPORTING

REVITALIZATION						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Asset Management Programs	ACC, CD, CRR, E, EV, GA, NPR, PB, R				■	Public Works, Water Resources
Capital Improvement Plan/Program	ACC, C, COD, CRR, EV, HC, LU, NPR, OS, PB, PSF, R, S, T				■	Public Works
City Facilities Master Plan	ACC, HC, PB, EV, R, C, PSF, CRR, COD, E		■			Public Works
Community-Building & Neighborhood Organization Programs	ACC, CRR, EDU, H, HC, NPR, PSF				■	Neighborhood Services
Community Policing Programs/Update	CI, HC, NPR, S		■		■	Neighborhood Services, Public Safety
Development & Demographic Forecasting/Analysis	ACC, C, CD, CI, COD, CRR, EV, GA, H, HC, LU, OS, PSF, R, T		■		■	Planning & Development
Fiscal Sustainability Analysis	ACC, CI, COD, CRR, EV, GA, LU, OS, PSF, R, T				■	Economic Development, Planning & Development
Impact & Development Fees Update	COD, H, NPR, OS, R				■	Planning & Development, Water Resources, City Treasurer's Office
Library Programs	ACC, COD, EDU, GA, HC, PSF, R, T				■	Library
Neighborhood Planning Program	ACC, H, HC, LU, NPR			■		Neighborhood Services, Planning & Development
Neighborhood Preservation & Conservation Programs Development/Update	ACC, CD, CI, CRR, EV, GA, H, HC, LU, NPR, OS	■			■	Planning & Development, Neighborhood Services
Property Maintenance Code/Code Enforcement Program Review/Update	CD, CRR, EP, H, NPR, S		■		■	Neighborhood Services

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INNOVATION & PROSPERITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
After-School Program	ACC, EDU, HC, PSF, R				■	Community Services, Parks & Recreation
Business Attraction/ Retention Programs	ACC, C, CRR, EV, HC, LU, NPR				■	Economic Development
Competitive Position Analysis	ACC, EV, HC, LU, T	■				Economic Development
Economic Development Strategic Plan Update	ACC, CRR, EV, GA, H, HC, LU, NPR	(2021) ■	■	■		Economic Development
High Performance and Innovation Initiative	All	■			■	City Manager's Office
Lifelong Learning Programs	ACC, CI, EDU, HC, PSF, R				■	Community Services, Human Services, Library, Parks & Recreation
Lodging and Visitor Statistics Studies	ACC, EV, HC, T				■	Tourism
School Readiness and Literacy Program	EDU, HC, PSF, R				■	Community Services, Human Services, Library
Smart Cities Strategic Roadmap	All	■	■	■	■	City Manager's Office
Tourism & Marketing Strategic Plan & Implementation	ACC, EV, HC, LU, OS, T		■		■	Tourism
Citywide Volunteer Program	ACC, CI, EDU, HC, PSF, R				■	Community Services, Neighborhood Services, Library, Parks & Recreation

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**GENERAL PLAN ANNUAL REPORT**

**JANUARY - DECEMBER 2025**

