

COGS Candidate Questionnaire

Instructions: Please fill out the information requested and return it by **May 4, 2020** via email to: **cogspc1@gmail.com**. Upon receipt of your completed questionnaire, you may be contacted to schedule an appointment for an interview with the COGS Political Committee.

Your complete and unedited responses will be posted on the informational COGS website for public review, along with those of the other candidates. Please keep your answers brief. However, if you need more space the box will expand to accommodate you. If needed, please continue on an additional page.

No.	Question	Response
1.	Demographics	
1.a.	Name	David "Dave" Ortega
1.b.	Address	8214 E. Lincoln Drive Scottsdale, AZ 85250 (2 blocks from Saguaro HS)
1.c.	Phone	480-221-2990
1.d.	Years in Scottsdale	41
1.e.	When did you register to vote in Scottsdale? Have you failed to vote in any Scottsdale or General Election since you registered?	Moved to Scottsdale in 1979 and registered Missed 1980 GE (Octo 1980 married & took two week honeymoon)
1.f.	Have you been elected or appointed to City positions including City Task Forces, Boards, Committees or Commissions? If so, please list.	Yes. City Councilman 2000-2004 1985-86 Task Force Downtown Guidelines. Development Review Board 2005-2010
1.g.	Please list any Civic Activities or organizations you belong to.	American Institute of Architects since 1985; President Scottsdale Papago & President Sunrise Rotary Clubs Rotarian since 1992; Pueblo, Mohave & Saguaro HS parent councils & support, Family Promise of Greater Phoenix Board Member, Scottsdale Chamber of Commerce (Chair International Committee)1990's, Chrysalis Shelter for Victims of Domestic Violence (Scottsdale Building Pro Bono); Anytown AZ Board; Founder 1 st President Gila Community Food Bank 1978.
1.h.	Education/Training	Globe High School 1972; La Salle Arquitectura Mexico City 1976; College of Architecture Bachelor of Architecture (5-yr) U of AZ 1977; American Institute of Architects since 1985; Scottsdale Leadership Class 3, 1989
1.i.	Current Occupation or Pre-Retirement	Professional Registered Architect State of Arizona; State of California Pledge to set aside my practice during Mayoral term.
1.j.	Other personal information that you would like to share:	Married Rosemary Gannon October 25, 1980 (40 years) children-- Alexandra G. Ortega yob 1983 and Luke D. Ortega yob 1985 attended SUSD schools. AGO graduated at University of Arizona; LDO at Yale
2.	Campaign Information	
2.a.	Address	8214 E. Lincoln Drive Scottsdale, AZ 85250
2.b.	Phone	480-221-2990

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2.c.	Fax	None
2.d.	Web-site address	electDaveOrtegaMayor.com
2.e.	E-Mail address	electDaveOrtegaMayor@gmail.com << prime & dave@electDaveOrtegaMayor.com << secondary
2.f.	Endorsements	Tom Silverman Chris Birkett John Farmamelli Salvatore Cosenza Kristen Graziano Gwen & Bob Jacober Tom Kennedy B. J. Gonzales Janet Blum
3.	Why have you decided to become a candidate for City Council?	<p>I am a leader with a unique set of design skills, 41-year business knowledge, council crisis experience, planning skills and will devote 100% full-time to serve the people of Scottsdale.</p> <p>Reasons why I decided to run: Scottsdale leadership must be citizen-driven to protect residents. My successful experience with GP-2001 is critical. I pledge to facilitate GP-2035 process to completion. I bring a strong understanding of ALL economic drivers and the knowledge of infrastructure, neighborhoods, family-friendly concerns and accountable representation.</p> <p>Trigger: SouthBridge Two crossed the line. Mayor Lane, Councilwomen Klapp and Korte should have taken COGS advice and "Continued" the case on December 4th. My warnings at Planning Commission August 29, 2019 and numerous letters to Council and to media are of Record. My insights were ignored and Council 4-3 decision traumatized the city.</p> <p>Trigger: Emphatically, I am in favor of ARS Statutory Medical Marijuana Dispensary, as legislated. ZN case, Sunday Goods, to spot-zone C-O (Commercial-Office) within C-2, (Downtown Business District) was wrong. Further, considering the MMJ Dispensary Use Permit within 255 feet of a school was very troubling. In 2016 Council expanded distance buffer of 1500 ft around schools, churches and parks (Arizona Statutes buffer is 500 ft and requires On-Site parking).</p> <p>Staff and Sunday Goods proposed "in-Lieu" Off-premises, undesignated parking spaces, contrary to Arizona Department Health Services. My testimony at Planning Commission August 29, 2019 and Letters to Council and media are of Record.</p> <p>Leadership Judgement: Sunday Goods flooded Council with petitions signed at reception counters in other Valley cities. Mayor and Ms. Klapp were silent and Ms. Korte supported Sunday Goods publically. Mayor and Council actions should not lead to intimidation of schools. Would Sunday Goods CUP have gotten so far if proposed next to Scottsdale Bible preschool or Our Lady of Perpetual Help School?</p>

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4.a	Identify 3 major issues facing the Council.	1) Mayor and Council must rebuild direct communication with Scottsdale residents and businesses. Past failures include: <ol style="list-style-type: none"> a) Prop 420 Initiative Landslide to prevent unilateral Council commercial development within McDowell Sonoran Preserve, without citizen, voter approval. I voted for Prop 420. b) Referendum to overturn SouthBridge Two Rezoning, Abandonments and no-bid sale of city property, as approved by the Mayor and Council majority. I carried the petition. 2) Erosion of trust in City Hall is the result of maneuvering by Mayor, and Councilwomen Klapp and Korte who have circumvented the guidance of General Plan 2001. The public is infuriated, by their granting height, density and stepback amended standards. All other mayoral candidates failed who 2010-2011 General Plan processes. 3) City Hall should be a "Hall of Representatives" The present At-Large system, leaves many citizens asking, "Who represents, knows me? and, Who is directly accountable?" Though not on 2020 ballot, voting districts merit discussion.
4.b	Identify 3 major issues facing the City. (Not in order Multi-task –DO)	- -Reconfigure and restructure city government services to cope with COVID-19 crisis, but stick to our long-term vision. Reduce red tape and grow Scottsdale's multi-faceted economic base. --Preserve our core identity, economic assets and quality of life. -- Protect neighborhoods, enhanced code enforcement, slow S-T-R proliferation and support human services for seniors and children. Build closer, effective partnerships with school district allies.
5.	If elected, what would you like to accomplish?	Items in 4b above
6.	Are there matters that may come before the City Council in which you would have a Conflict of Interest? If yes, what would the conflicting issues be?	XX None <input type="checkbox"/> Yes I do not own property in Scottsdale other than primary residence. I have no debts to any institution, entity or individual. For the record, I am not a relative of Gilbert Ortega family. My father-in Law was Chief Michael Gannon (RIP). Chief SPD My brother-in Law Sgt. Michael V. Gannon (Retired SPD)
7.	Identify citizen/city processes that you believe need to be:	
7.a.	Created	Citizen questions, suggestions or gripes, should be acknowledged within 48 hours.
7.b.	Improved	Improve citizen engagement.

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7.c.	Reduced	Subject to COVID-19
7.d.	Eliminated	Subject to COVID-19
8.	Please state your position and/or action on the following zoning and land use issues:	
8.a	What is your position on citywide rezoning requests, text amendments, and General Plan Amendments that significantly change land use or increase height and/or density, especially in proximity to low-scale residential neighborhoods?	<p>Subject to General Plan 2035 process and adoption.</p> <p>Hold to 2001 General Plan low-density and trademark low-profile especially Downtown, Arizona Canal and near the McDowell Sonoran Preserve.</p>
8b	<p>Typically, zoning entitlements are granted based on a promise to build to a specified development plan, with defined stipulations, that presumably provides some benefit to the city. Once granted, if the property is sold, the new owner does not have to build what was originally promised in exchange for the entitlements.</p> <p>Would you support conditioning zoning change approvals on building exactly what was promised, and if it wasn't, the zoning would revert back to the original restrictions? If not, how would you hold the property owner, and any subsequent owners, to the plan promised in order to get the change?</p>	<p>Scottsdale General Plan 2001 vision and success should not be cast aside. Several actions of Mayor and Council over the last dozen years have encouraged land speculation by doling out height and density, to the detriment of existing businesses and residents.</p> <p>Case in point, Blue Sky (5 acres across from Fashion Square.) which requested 1250 dwelling units, or 1000 more than 250 allowed. Mayor and Council approved Conditional Zoning. Performance was called into question. Developer "super excessive" pro-forma led to bankruptcy and ragged fencing surrounding excavations. Entitlements have expired.</p> <p>On December 4, 2019 by 4-3 vote, Mayor and Council majority passed SouthBridge Two with excessive height and density in Old Town. The complex transaction included termination of a 2005 development agreement which defaulted in 2015. The simultaneous no-bid sale of the Rose Garden public parking lot was highly questionable.</p> <p>The Council majority allowed the SB2 developer to drive the narrative concerning public property, city abandonments, waiver of bonus height fees, encroachment into the Arizona Canal public paseo and even excavation of 5th Avenue itself. The disruption would destroy existing businesses south of 5th Avenue. The decision enraged the public.</p> <p>A citizen-driven referendum resulted in 17,115 petitioners was ruled valid. In a move to make it go away, the Mayor and Council majority reversed their votes, trying to vacate the petitioners' rights.</p> <p>Rather than "gift" excessive height and density to speculators, city government should adhere to height, setback and step-backs requirements until General Plan 2035 is processed and adopted.</p>

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8.c	<p>Recently, Scottsdale Fashion Square redevelopment was granted significant increases in height, without the location(s) for the height increase being identified.</p> <p>What is your opinion of this type of open-ended provision?</p> <p>Scottsdale Fashion Square contributes about \$13 million and 7% of the sales tax collected in Scottsdale.</p> <p>What are your recommendations to maintain SFS's viability and tax revenue stream?</p>	<p>Scottsdale Fashion Square is a local, regional, and international powerhouse, which is nearing build-out. COVID-19 has halted to the hotel project and other investment will be re-evaluated by the ownership corporation.</p> <p>Citizen-driven direction will be instituted by GP-2035.</p>
8.d	<p>In "The Outpost" project, rezoning case, rural land was rezoned to commercial adjacent to resident large lot rural lands, against staff recommendations, breaking with a longstanding policy prohibiting such rezoning.</p> <p>What impact do you believe this action had and will on similar future rezoning cases?</p>	<p>Citizen-driven GP-2035 must define low-density and sustainable commercial to serve residential components.</p>
8.e.	<p>What is your position on the prompt and precise enforcement of the conditions and stipulations prescribed in a Conditional Use Permit?</p> <p>What is your position on the revocation of a Conditional Use Permit whose holder was not in compliance with all major CUP conditions and stipulations that negatively impact neighbors?</p>	<p>It is rare that a vested CUP is withdrawn by council. The biggest hammer is a 3- or 5 year expiration clause. Citations must be recorded and accrue immediately. Also, stiffer fine penalties written into the original CUP might be considered.</p>
8.f.	<p>Identify any impacts (good and bad) upon the city with the addition of numerous multi-family/apartment complexes citywide and the continued rezoning of single-family parcels into multi-family parcels.</p> <p>How do you think the changing demographics of our residents will impact future demand for housing types?</p> <p>How will it impact what you believe the majority of residents want their city to be?</p>	<p>Failure of General Plan 2011 and 2014 created free-wheeling, upzoning, height variances and amended standards. Mayor and Council majority have disregarded General Plan 2001, ignored step-back requirements, and standard design stipulations.</p> <p>Citizen-driven GP-2035 will allow smart, Scottsdale "fit" development.</p>

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8.g.	<p>Would you support a designated Entertainment District with its own unique Noise and Event Ordinances?</p> <p>What should be done to protect adjacent neighborhoods?</p>	<p>The Entertainment District is unique business model asset. Perhaps the Entertainment District needs to be closed off with an admission charge. When the State of Arizona extended closing hours, the Entertainment District costs of policing increased. There is a mechanism, the Enhanced Improvement District possibility which is worthy of discussion.</p>
8.h.	<p>Scottsdale is currently reviewing the existing noise ordinance. What changes, if any, would you recommend to the existing allowable noise levels and ordinance?</p>	<p>Need to review the facts.</p>
8.i.	<p>Currently, all rural land parcels, regardless of size are in a single category of "Rural", allowing a five-acre zoning to be rezoned to one-acre parcels with only a Minor General Plan Amendment (simply majority of council needed).</p> <p>Do you support a change to the General Plan Update to create the 2 Rural zoning categories-</p> <p>1] parcels of 1 to less than 5 acres</p> <p>2] parcels of 5 acres or more,</p> <p>requiring a MAJOR General Plan Amendment and super majority vote to subdivide a 5 acre or greater parcel? Why or why not?</p>	<p>If I recall during GP-2001, Major Plan Amendments were considered by size and location. I will have to research again and subject will come forward in GP-2035 process.</p>
9.	<p>There are not enough Preserve tax funds remaining to allow acquisition of all the remaining land within the voter approved McDowell Sonoran Preserve Boundary.</p> <p>Should the city council determine if citizens want to complete the Preserve and if so how to pay for it?</p> <p>If not, how do you propose utilizing the remaining and future dedicated Preserve funds?</p>	<p>All current funding line items and projections must be updated.</p> <p>Expect that the COVID-19 to delay Arizona State Land sales.</p>
10.	<p>Please state your position and/or action on the General Plan:</p>	

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10.a	<p>What is your vision for the city?</p> <p>What should Scottsdale look like in 10, 20, or 30 years from now?</p>	Refer to my 500-word General Plan 2035 position published in Scottsdale Independent.
10.b	<p>How should the city grow to remain desirable and become and remain sustainable?</p>	City population projection is 310,000 by 2045.
10.c	<p>Scottsdale voters have not approved an updated General Plan since 2001.</p> <p>Why do you believe the prior updates have failed?</p>	I participated in the successful General Plan 2000-2002 effort. It takes leadership and a FULL team effort by ALL council members to get it done properly.
10.d	<p>The city council, in a study session, shelved the Citizens' Task Force 2012-2014 draft update and did not submit it to the voters.</p> <p>They approved the 2001 GP plus the required AZ state elements without a public vote to be used during a new draft 2035 attempt.</p> <p>In 2020 one member from specific city council-appointed boards and commissions were selected for a General Plan Review Committee who are meeting online.</p> <p>What recommendation do you have for the success of this 2035 final draft? What do you project will be its weaknesses?</p>	<p>LEAD- LISTEN- LEARN- LEAD</p> <p>General Plan 2035 must be Citizen -Driven.</p>
11.	<p>Please state your position and/or action on the following finance issues:</p>	
11.a	<p>The COVID-19 pandemic has taken a severe toll on Scottsdale's finances, businesses, and tourism industry. While an exact dollar figure is not yet available, we know it is in the millions.</p> <p>What ideas do you have to:</p> <p>1] restructure the city budget with respect to budget cuts or other financial stop gaps?</p> <p>2] revive our economy, business, and tourism amidst pandemic fears?</p> <p>3] support small businesses as they struggle to re-open?</p> <p>4] create a sustainable budget?</p>	Such broad questions during unprecedented COVID-19 crisis era.

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11.b	<p>Do you support using taxpayer funds to subsidize or enter private-public partnerships for private sector investments such as buildings, stadiums, promoted events, etc.?</p>	<p>20 years ago developers such as Ellman companies, exploited cash subsidies. Today developers want height and density subsidy-bailouts for speculative projects. City of Scottsdale debt for the Los Arcos property is OVER \$ 100,000,000. One hundred million dollars and will never be paid back. Scottsdale Unified School District has lost more than \$ 30M in property taxes. ASU Foundation got free land and Scottsdale taxpayers will forever pay the price.</p>
11.c	<p>At present, the City has awarded multimillion-dollar contracts to the Scottsdale Cultural Council and Experience Scottsdale without going through a bid process.</p> <p>Are you for or against continuing this practice and why?</p>	<p>COViD -19 has crushed all sectors. All city budget sectors including Arts and Tourism components will have to be re-evaluated.</p>
12.	<p>Please state your position and/or action on the following transportation questions:</p>	
12.a	<p>What solutions would you have for the current traffic congestion problems occurring throughout the City (types of mass transit, traffic control devices, etc.)?</p>	<p>New non-rail autonomous mass transit solutions will come in five years.</p>
12.b	<p>Within the Downtown area, the city has charged in-lieu parking fees when a developer had not provided enough real parking spaces. These phantom spaces have been used repeatedly instead of actual parking availability. It was generally assumed these fees would be used at some point to build a parking facility. However, that apparently was not the case, as the city cannot account for these funds as they were not placed into a separate budget line or fund.</p> <p>How do you propose to deal with Downtown parking issues and the use of in-lieu parking fees?</p>	<p>The In -Lieu parking program is a ledger correction for the Suburban Zoning Ordinance, which Scottsdale adopted AFTER the Townsite was platted. It is a taxation method which does gather funds to be designated for parking.</p> <p>The Joker card in the parking Deck of Cards is....is the 20% waiver (20 spaces maximum), parking waiver which the Zoning Official, can give administratively "grant." Coincidentally, that Zoning Official is Mr. Grant.</p>
13.	<p>Please state your position and/or action on the following questions:</p>	
13.a	<p>What steps would improve Public Safety to reduce impaired driver/pedestrian traffic deaths in our downtown?</p>	<p>I have seen many close calls involving sober bicycling downtown and cars and pedestrians. Arizona DUI statutes are punishing yet the problem persists.</p>

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13.b	<p>Residents citywide have expressed concern about the lack of responsiveness or fine enforcements by of the Code Enforcement department. More code violations will result from poverty than willful violations as the economy declines. There should be assistance to remediate blight, when some residents do not have the means to resolve the violations.</p> <p>How would you improve this situation?</p> <p>Scottsdale consistently buys high and sells low. Bringing in fines and code enforcement is essential. But fines after judication pales in comparison to the millions paid out every year for bad land acquisition deals.</p>	
13.c	<p>Do you believe that the mindset of your supporters and contributors is representative of Scottsdale residents' values and vision?</p> <p>If so, why?</p> <p>If not, why?</p>	Yes. They know me and I know them.
14.	Identify city services that you believe need to be:	
14.a	Created	Subject to COVID-19
14.b	Improved	Subject to COVID-19
14.c	Reduced	Subject to COVID-19
14.d	Eliminated	Subject to COVID-19
15	Identify city revenue sources that should be:	
15.a	Created	Subject to COVID-19
15.b	Increased	Subject to COVID-19
15.c	Reduced	Subject to COVID-19
15.d	Eliminated	Subject to COVID-19
16.	Is there anything in your background that you would not like publicized on the front page of local newspapers?	XX No <input type="checkbox"/> Yes (If yes, please explain)

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17.	Additional Comments: Does COGS support study of Voting Districts?	Although COGS may filter or “represent” some resident points of view, I do not see that as a substitute for advocating for direct representation at City Council.

Signature — David D. Ortega —

— May 4, 2020 — Date

Please type your name for your electronic signature.

Thank you for your time and careful consideration of each response.

Please email your completed questionnaire by May 4, 2020 to: cogspc1@gmail.com

ALL completed candidate’s questionnaires will be posted on the COGS website at www.cogsaz.net