

Q 1

Although tourism has been an important economic benefit to all of Arizona, development of it should not overshadow the lives of us who live here all year. Tourism is part of a well-balanced economic portfolio, but can be quickly and adversely impacted - events Of 2020, for example. We should not over-rely on tourism to support our economy.

Important for business in spite of congestion experienced

no more high rises around 5th ave and Old Town.

This area is already set up for tourism - mostly golfing. It probably wouldn't hurt to look at alternatives whenever that activity declines in popularity.

Tourism is a major economic factor for Scottsdale. However, the needs of the residents must always be factored into the City's actions. Developers should NOT run the decision-making process!

2020 COS information indicates Scottsdale had 10.8 million visitors with an economic impact of 3.1 billion with a fiscal return of \$1.27 (for each dollar of municipal service the city received \$1.27 of revenue). These are some of the pros of tourism. It serves as an economic base that helps defer costs of taxes and municipal services. It provides lots of service jobs jobs. It provides an incentive for infrastructure improvements. It can provide incentives to preserve open space and public parks. It promotes international business connections and cross cultural collaborations. Cons of tourism Tourism causes increased air pollution and loss of habitat. Service jobs created by tourism are often low paying and low skill jobs. Dependence on tourism poses risk to the economic base in times of hazards or recessions along with seasonal variability. Current city revenues are down primarily because of dependence on tourism, aviation and healthcare. Tourism our main economic base is unsustainable during economic downturns and health hazards. Isn't it more fiscally prudent to have a sustainable high paying adjunct to tourism? Examples such as jobs in green tech like renewables can create many high paying jobs. The adjunct to tourism would help minimize risk during economic downturns.

Controlled!

We already have outstanding resorts, golf, shopping and restaurants

Economically important, but must not overwhelm residents enjoyment of the city. No tawdry tourist trap.

We need a strong back up for times like this or recession.

Yes, and add balance that is often missing. Tourism brings in a lot of revenue - but Scottsdale needs to find a way to control rentals that cause trouble for the neighborhoods the rental is in. RULES have to be created and enforced so that partying vacationers aren't destroying the peace and private environments around them. This includes tourist behavior in and leaving bars, especially downtown!!

Although tourism is an important economic factor, if a place has a low quality of life created by the influx of tourists, then it is not a livable city for those who vote, pay taxes and endure what tourists do. Focus on quality of life and happy residents: tourists will come because of climate, environment, and aesthetic quality of the area regardless of marketing. We need to stabilize the economy with a diversified economic portfolio and not be reliant on tourism.

As this pandemic has shown, this can go away in a blink

Tourism is what keeps our taxes down - if we subsidize anything it should be companies that attract tourists.

Tourism is important in Scottsdale. But it it not more important than quality of life for residents.

Tourism brings much money into the community and helps to communicate the beauty and vitality of Scottsdale to the broader world.

Tourism funds a lot of what we enjoy as year around inhabitants of Scottsdale. The resorts, amenities and spas bring much needed tax revenues and enhance the daily living experiences for all of us - native and non-native.

Tourism dollars are important to our economy.

But not at the expense of the McDowell Sonoran Preserve - that must remain pristine and intact or it is tourism that will suffer the most. No Desert Discovery Center!!

Tourism is good but need variety of other financial bases to make sure our "eggs aren't all in the same basket" in case we have another pandemic or other crisis which affects tourism.

Forget Tourism

Tourists will have little reason to stroll among high rises

Yes, we need to focus on tourism, but not at the expense of the development of technology businesses, the arts, etc.

Clearly a main focus and need for the economy

Tourism keeps the city economically viable.

Heritage tourism will continue to be a big drive from our city along with eco tourism to visit our preserve

We need tourism but the primary focus should be the full time residents quality of life.

The area is becoming large enough and diverse enough with new companies moving in that it no longer needs to rely SOLELY on tourism. So - tourism within limits

More focus on entrepreneurship and opportunities for small and start up businesses.

Not so much. Okay for downtown Scottsdale, but outlying areas should be kept as smaller local communities.

Many cities would kill to have the kind of tourist draw that Scottsdale enjoys...we must work hard to sustain this.

Scottsdale quality of life should be main focus.

No more than current level please

Tourism will occur weather does the marketing for this. Creating and maintaining QUALITY of all tourism is IMPERATIVE...

Tourism puts the economic focuses on visitors, not residents. That means residents become second-class citizens in the eyes of business and government. Jobs created by tourism are also historically low-wage. Let's shift the focus instead to attracting businesses to Scottsdale that are higher paying and that can provide wages that make living in Scottsdale possible.

Tourism cannot be the end-all, be all; it must be balanced with quality of life for full-time residents.

Tourism is the economic driver of the city and is also responsible for many of the other things that improve our high quality of life.

There seems to be an inverse relationship between tourism and residents' quality of life. Forget tourism, focus on quality of life for residents.

Seems like existing development is good enough to sustain a healthy tourism business.

Tourists will ALWAYS visit and stay in Scottsdale w/o heavy advertising...businesses will do that.

Tourism is a very important economic driver in our city.

Scottsdale has a unique feel in AZ and tourists love the "western feel" of Old Town Scottsdale

Business development is also important but needs to be integrated into a broader framework that supports a sustainable low-density, open space model.

Limit tourism

They provide a good source of revenue

While tourism is important to the city's finances it must be balanced with resident issues

It's residents should come first

Tourism is important...and if Scottsdale does not maintain a good quality of life...the tourism will suffer.

Tourism allows for the maintenance and improvement of a high quality building and land use infrastructure, and introduces Scottsdale to new potential residents who help to maintain demand and funding at a high level.

Helps keep taxes down

Tourism is a (relatively) clean industry that brings dollars to local business.

Q 2

High density housing is driving up the capital costs of the city in roads and infrastructure as well as straining public health and safety resources

Better manage building heights, STOP re-zoning land density specifications, STOP opening up State and Preserve Lands for the sake of Houses, BIGGER Houses, HUGE Houses.

How "low" is "low density"? Who gets to decide and when? While we certainly do not want to live in an overcrowded, congested area, better planning and more equitable zoning is needed. Scottsdale has created zoning in what is now north Scottsdale that makes it extremely difficult for people who bought small parcels of land many years ago sell their property, but have issued hundreds of building permits for higher density all around these parcels, making for very inequitable treatment of long-time small landowners. In south Scottsdale, recent approvals have been given to very high density development of incredibly ugly apartments. the proposed general Plan would make both of these situations worse! The Desert Rural neighborhoods is an attempt to create "low density" by locking in R1-130 and lower density which is already surrounded by R1-43 or higher. The time to have created the Desert Rural Neighborhoods was years ago and this exclusionary proposal should either scrapped altogether or confined to areas where R1_43 and higher density does not exist.

As much as possible with continued tourism desired...

Truck noise on Carefree Rd and Scottsdale.... way too loud

Do not allow builders to create apts/condos that do not have 2 parking spots per apt/condo and they must provide guest parking also.

We are in a desert you know. Traffic harms everyone. We don't want to become the East or West coast models.

High rises and apartment complexes do not belong in the desert. It takes away from the beautiful scenery. People want more open spaces and less traffic!

Benefits both tourism and residents.

More single family homes to keep the small town feel.

Encouraging tourism does not promote low density or reduce traffic congestion. The business district (downtown Scottsdale) is in effect high density especially with 10.8 million visitors. I believe certain areas of the city can remain high density. However, transportation planning must address traffic issues with existing and future development. Central and South Scottsdale could have select areas identified as high density. Areas of North Scottsdale are more suitable for low density.

Very important for quality of life.

single family owned homes build a strong city, apartments and rentals don't foster investment in a community and this seems to be the trend, discouraging affordable homes.

Care must be exhibited to keep Scottsdale from being "any town" USA which is the direction its been heading. Increased height and density has been winning by stripping our Western heritage away. THAT IS A MISTAKE that made Scottsdale amore differentiated and unique city.

Promote balanced density, that means south Scottsdale must be protected from bearing the brunt of new high density housing to maintain the quality of life of residents.

Restrictions on what a person does with property they own need to be applied before they purchase it, not after they buy and pay taxes on it. It's planning not cleaning up the mess you made.
This is what keeps Scottsdale special and unlike a big metropolis

I have been her for 20 years and the density and traffic congestion are so much worse now.

I'm a bit in the middle on this one. Traffic can be too much at times, but generally during peak visiting times for tourists and snow birds. Low density may not always be appropriate, but I'm not willing to go so far as lots of high density developments. Balance is important.

Scottsdale has done a pretty good job so far of keeping the traffic moving. There are periods throughout the year when it gets really busy here and can be frustrating to get a round, but the city has managed traffic flow well considering the massive population growth that has occurred over the past 20 years.

Low density, low rise buildings are essential in Old Town/Downtown.

Different parts of Scottsdale require different density goals

Patio dining is already too noisy with Scottsdale Rd traffic through the heart of old Town.

Traffic is NOT that congested! Low density is a dog whistle for inefficient land use.

Traffic infrastructure is a main concern

Congestion hurts tourism and permanent residents.

Dont support the direction COGS wants the city to go. No Desert Rural designation, no back to 1984 Downtown.

Also, please lower speed limits!

too many high rise apartments and condos

More building icrerases the need/cost for new-wider roads but congestion remains the same. Nine lane highways in LAX have never reduced congestion

Love the minimal traffic congestion. A guest visiting from a big city was concerned about driving at "rush hour". I laughed.

The density of Scottsdale has to STOP - the traffic is ruining Scottsdale. It already looks like every other community in Arizona. I drop you in and you don't know if you are in Scottsdale or Chandler. It's too bad this has been allowed to happen. So, lets stop it now.

A moratorium on high-density projects and proposals in Old Town/Downtown should be codified in the new General Plan, limiting development to low-rise and no-rise buildings.

This is biased. They are not necessarily tied together. One can have high density and still reduce traffic congestion. Poorly crafted question.

Due to all the high-rise buildings, we are losing our views of the mountains. This must stop. We don't want Scottsdale to look like Newport Beach.

The circle go rounds are not working They promotes hit and runs Scottsdale Road is way to congested

Low density, high density, in-between density - not the issue. Development is the problem - dramatically reduce or stop it.

I strongly prefer INFILL in the suburban and urban areas, and to strongly resist subdivision in existing rural neighborhoods.

Enough is enough, congested roads, crowded communities, high water consumption, noise, etc

Higher density developments should be used selectively and sparingly, with an emphasis on lower density projects. I see a lot of apartment projects in the Loop 101/Scottsdale Rd area, but I don't see corresponding road improvements to handle the traffic.

Traffic on Scottsdale Road is getting more and more congested at any hour of the day.

Traffic is becoming a nightmare all day. It is now a continual rush hour.

High density Office and residential structures are not appropriate for Oldtown Scottsdale

High rises should be banned. We are awed by the vista...now being blocked

Bring it back to why we moved here

Way too overbuilt. Roads are really getting congested and in poor repair

Low density creates more traffic by causing everything to be spread farther apart. Higher density allows more people to live, work, and shop within a smaller area often allowing for alternate forms of movement like biking or walking. This improves our quality of life while reducing pollution and traffic.

Absolutely the top priority.

Let's not be LA

Selfish response, but it would be nice.

We need to keep the views and the original look of Scottsdale if we are known to be the "Most Western City" We need to keep the desert, the careful use of water and the views in everything that is done in Scottsdale--not the tourist and the bright lights and loud noise!

Small steps: more roundabouts rather than 4-way stop signs. Take down that pedestrian, red light near Scottsdale Quarter which creates unnecessary congestion.

Very appealing

You can't have both with progress, we need a well thought out plan to provide sustained growth while not falling behind all the surrounding towns that have already considerably passed Scottsdale, including the Indian Reservation.

.....useful open space.

There are cities in Europe like Ljubljana, Slovenia that managed to create islands of culture and history surrounded by more modern buildings and life styles.

Use low density to reduce traffic congestion. Do NOT reduce traffic congestion by increasing public transportation.

Q 3

Scottsdale is never going to address the traffic congestion and associated parking problems without reducing the growth of high density dwelling structures.

While we need to have a variety of housing options, all too often the city has approved taller, view obstructing structures for developers while, at the same time, giving existing homeowners an unreasonably hard time making simple changes to their homes. The attitude toward the typical Scottsdale homeowner has created the moniker "Snottsdale" and does not reflect well on city government. A better balance between the rights of existing property owners and (mostly) out of state developers needs to be created. The failure of the city to regulate VBRO's and rental homes is a disgrace. These are businesses and should be treated as such, with requirements that property be maintained so as to not become the neighborhood eyesore or "party house".

Diversity in available units will enhance diversity in population. Beware of too much population. I don't know how you balance that.

Do not forsake lower density for increased tax revenue.

for family ownership

I agree with each of these

Caution against creeping high density.

This allows people of various financial levels to express THEIR goals for size of lot, and lifestyle preference, without having surrounding same size lots suddenly parceled out at half their original size! The City HAS to have a vision that is responsible enough to protect citizens land investments from being downgraded - at least equally to how builder's are protected once they buy land - it cannot be devalued by the city!

Diversity of lot sizes means north Scottsdale must provide more density and support more affordable housing. Diversity of lot sizes means that units actually have lots, that is hard to do when they are stacked on top of each other! Provide more townhome product rather than apartment product in south scottsdale (less density and more ownership opportunity)

PCD sounds like a good idea but really defeats its purpose. If one person can buy a house on a small lot then others should have that right

We do not need endless jammed in housing developments

I am alarmed at all the high-rise construction going on. See question 2.

Diversity helps a city thrive. We have to be sure to create and support affordable housing for the essential workers and young people just starting out. This becomes the life blood of a community.

Again, low density and reduced traffic is the desirable goal.

Absolutely! Scottsdale should not be just for the rich to have as a plaything.

Nice but not a priority

No one finds cookie-cutter subdivisions desirable.

COGS recommendation are at cross purposes to this. Restrictive zoning makes us too homogenous, and only for the wealthy.

One's definition of diversity may differ from another. SFH should predominate as condos, rentals, high rises, etc. breed more problems with traffic, parking, policing, fire, etc.

Scottsdale's open spaces must be protected for the future.

Depends on where, doesn't it? Another poorly crafted choice.

No more rental and apartment building Stop nursing care and seniors homes in residential neighborhoods

And yet maintain keeping Scottsdale beautiful with preserving our rare Sonoran desert and sunset views by keeping NAOS, keeping views of our mountain tops & sunset views unobstructed by tall buildings & residential construction.

Do not develop in desert areas. Preserve the little open space that is left.

Overall, yes. But create a difficult-to-change urban growth boundary to focus development in urban areas.

Less stress on crowded communities, but allow population diversity and affordability.

We should have diversity in lot sizes and housing product, but it feels like we have gone too far with high density (apartments etc.)

Various lot sizes and different lifestyles make Oldtown unique and desirable to many tourists

Diversity is not an absolute goal, but one that flows from the overall Plan.

Cut down on the low rent, low price housing

Too many apartment buildings going up

A home for everyone

Do this by proper zoning to maintain individual property value unspecific areas

More support for diverse residents and potential residents, tourists. Scottsdale is unfortunately known as rich white man's land.

The lifestyle of Scottsdale is the desert and the west and the open land. We need to keep that in mind and know that we have to respect the desert and the wildlife and the open spaces

This question is a little ambiguous for me to answer

Include more urban development for people that want a walkable lifestyle.

If this means, allowing high density buildings in otherwise low density neighborhoods, then no.

Very important to retain the rural and semi-rural character of North Scottsdale, preserve NAOS, and expand commitment to dark skies.

Q 4

Scottsdale does not need any more large apartment complexes or storage units. There are plenty of things here now to promote tourism - we do not need to make our town into an Arizona Las Vegas. People move here for a 'small' town feel - if they want big city they chose Phoenix.

In areas where there have been no views for residents there should be flexibility in heights depending on resident feedback to planners.

Extremely important! Why we live here!

Absolutely essential.

Sounds good but like most things that are micromanaged, trees grow up, permits to build higher are issued and the person who was restricted to begin with loses out.

Encourage solar and energy efficiency versus towering floors of glass that overheads our environment. Keep the views and open spaces available to see, be awed by and share with family and community alike.

We lost the view of Camelback at Hayden and McDowell with the pitched faux gable parapet on Lowe's. Every design should be evaluated in terms of context, with height provided where appropriate (not looming over back yards of neighbors) and building massing broken up to maintain views where possible. The views are part of what make us a tourist destination, if we continue to build large walls of grey stucco boxes, we will look like anywhere else and have no special character....and entirely block the views that define us.

Keep buildings low, prevent trees that tower over the houses, then after punishing early homeowners change the ruling and put in highrise apartments

Again this is what makes Scottsdale special and attract tourism and make life for Scottsdale inhabitants great

See question 3.

Despite how valuable to me, personally, no one is guaranteed views. That said, keeping building height medium to low is desired to keep up the diversity you not above. High rises should be limited to sites zoned dense retail or office and those sites out of character with surrounding areas.

This is an important differentiator for our community. We have lots of land still available for development so let's be smart about maintaining our unique building codes so that we can view those spectacular mountains and the desert scape that we have come to enjoy as part of our lifestyle here in Scottsdale. This is a unique aspect of our city here. The high-rises are an eyesore and only serve to appease the builders hoping to maximize profits. they do nothing to support our quality of life and views of the majestic saguaros that dot our landscape.

My biggest concern is high-rise developments proposed for Old Town.

No views, no tourists.

prefer keeping taller structures located near major highways, city center, and Kierlands

Little by little the views are already being obliterated by development. This is true all over Scottsdale, not only Old Town.

Eight or nine story buildings are low and are compatible with keeping views.

The low profile defines the city and being able to see the mountains is a big draw.

We should encourage density and height Downtown, where it makes sense and we have an economic engine. Protect our views

Don't sell out!

STOP buildings over 2 stories. Scottsdale used to have beautiful vistas no matter where you were. Kirland is the perfect example. You used to be able to see the mountains from Kireland until the TALL buildings went in across the street. Now you can't see anything other than towering buildings. Kireland looks like any other nice shopping area in the country - no Scottsdale fee.

Nowhere in Scottsdale is this more critically important than in historic Old Town/Downtown.

CRITICAL TO DO THIS

Yes, when we lose our views, the city loses its soul.

Nothing taller than residential properties

This is critical and what used to set Scottsdale apart from other cities in the Valley

Stop building, but where we develop, if we absolutely must - sadly because someone is being paid off - keep it low

Please please let us see the views.

Scottsdale has never been a city with tall buildings, and I see no reason to change that character.

The council's approval of the mammoth Nationwide building and tax give away for "growth" is a disgrace!

Low rise building help to maintain views and to keep Oldtown bright and friendly

Quixotic, but worth the effort.

That's what makes us different

There is a time and place for all things. Height is appropriate in some places and not in others.

Yes, what has already happened is a tragedy brought about by Mayor Lane

As to the vision that it was developed upon originally

This is a must to keep Scottsdale the unique unicorn it is. There's already too many tall buildings going up. Stop the madness. Growth is only good if done properly. We need to keep our wildlife and desert intact. It's way too special not to.

Let's not be Phoenix

This is the basic tenant of living in the valley

Yes!! Scottsdale's charm has been swallowed up ENOUGH by high, ugly buildings!

Low buildings are VERY important and the views are VERY important if we are going to keep Scottsdale a beautiful city

I am more accepting of some height in the main shopping district than some but not 20-30 floor buildings.

So important to keep Arizona a special place to enjoy our beautiful mountains

Views are already get blocked by a one story building. Crying about taller buildings is a moot point. There is also beauty in a well planned skyline of architecture that can work with the mountains in the distance.

It sounds good.

Again, it depends on the layout of the city. Low buildings everywhere is not the answer, nor is high buildings everywhere.

Q 5

Natural Draw

Nice thought, but 10 years too late. Balancing this with the property right of existing owners is a real challenge, but on a go forward basis (new/replacement), something needs to be done. Scottsdale has allowed the look of the west and its heritage to be destroyed. "The west's most western town" is a (sick) joke.

Important in maintenance of area History...

What is "historic Old Town" architectural element? I think downtown is tacky tacky with too many shops offering the same mostly trite merchandise. Why not juried shops?

Yes

Definitely. But allow and encourage business owners to properly maintain and improve their properties.

Is anything left?

Downtown has areas that DO NEED to be cleaned up. It's a cute home town feeling that should be preserved and again, it represents something unique for Scottsdale, but it can't be left in run down condition from neglect or deferred maintenance

If tourism is important, and the "old town" look is what draws people, then this is an asset to preserve. Those who wish to locate there should know what to expect for their property and those around them. A patchwork quilt of new and old will eventually result in removal of the old, justified by precedence of the new. Make up your mind and if it's important protect it.

Again, the horse is out of the barn..much of the character is spoiled

When my husband and I decided to move here in 1995 - the Old Town district was one of the reasons we wanted to live here.

Old Town was the thing that first charmed us when we vacationed here. It was a factor in our decision to retire here.

I don't know enough to comment, other than, at some point, progress may be better than preservation.

Sounds like a great idea.

Old Town should be designated a Historic Place, and within the boundaries, development should be limited.

The Old Town Character Area is already defined and works as is. No justification for preserving outdated buildings that have lost their value.

Keep the character please

Preserve the old town.

Only the actual 4 blocks of historic old town. Yes, put a historic designation on it. Let the rest be developed.

This is highly important to me before I don't recognize my home town any longer!

Or else it will go away

I wholeheartedly agree. The historic character and charm of Old Town is the beating heart of Scottsdale, and every resident has a stake in preserving it in perpetuity.

I preach 'EDUCATION OF MASSES' only way to save this...not just throw money at it.

More like Santa Fe

A draw to both tourists and residents and a source of pride for residents.

Absolutely! Keep in mind that people live in this area and many of them are over 25. Allow the young to party but not create sound that escapes the venue i.e. bar owners MUST soundproof their establishments. If they can't or won't do that send them to Tempe where the later circadian rhythms fit the location.

That makes sense especially for tourism.

Save the Oldtown architectural elements to understand our past and to stay connected to that history

Keeping this history of old town in imperative, we have enough strip malls and big super stores

Let the market sort it out.

Definitely !!!!!!!!

Old Town looks like just that: old. I would like to see the area updated with a more unified look: architectural elements, paint colors, overhangs for shade. Too much of the area has become tacky and doesn't fit with the overall Scottsdale appearance.

That's why people visit!

Again I don't know what this would imply

Yes, but limit the area that encompasses a couple blocks and NOT the entire area from the canal to Osborn.

Separately from the Downtown Plan and the Southern Scottsdale Character Area.

Absolutely. Otherwise it becomes a bar-enriched entertainment area and the the "old" of Old Town fades away.

Q 6

Public funding should not be used for this

"All forms" of "art"? There are many wonderful galleries with a great variety of very good art work and maintaining the high level of that kind of art is very desirable. "All forms of art" opens up the door to all sorts of tacky, offensive "street art" that is just as well described as graffiti, as well as some of the things that appeared as "art" in the Phoenix Art Museum years ago. We need to be very careful what we promote.

Santa Fe is boring because all it presents is high end art which is generally unaffordable and has a sameness to it. Higher end and variety would serve us best. Ticky tacky isn't good.

Yes

Part of what makes Scottsdale special is the enrichment offered by the arts. Encourage it. Maybe international competitions like Grand Junction Colorado.

"All forms" is a scary term

Music is really missing since Covid, and it's a 'universal language that people can all respond to. This should be an important aspect of the arts throughout the city.

Easy part of tourism to preserve what you already have, much harder to create something from nothing or build a fake narrative like Disney when there is no sense of place. If this is what makes Scottsdale different than surrounding tourist destinations, then protect it.

Scottsdale has a huge reputation as an Arts City- it is internationally known for it's gallery and art events and draws hundreds of thousands of tourists to Scottsdale

The Arts District is important, but again The construction near Main Street and the Museum of the West are NOT inviting to residents or tourists.

The arts are vital to Scottsdale's image and attractiveness.

Absolutely.

Scottsdale Arts and Scottsdale Public Art enhance the experience of tourists and residents.

It's one of Scottsdale's charms.

Really important.

Support, don't protect. They don't need massive parking paid for by the taxpayers. Our parking code is fine. Dont subsidize and protect from competition.

Let's change the perception that Scottsdale: lacks culture!!!

Art makes Scottsdale - Scottsdale

This should include attracting working studio artists to Old Town, of all major ethnic groups, plus a big push for more live music outdoors and indoors. The latter should be facilitated by Scottsdale Arts.

Please add education to arts/culture... like the church it is dwindling so rapidly... watch younger generations destroy all of it...STOP THIS NOW

Let's make the finances of the arts council transparent to all to ensure that whatever tax dollars it gets are wisely and responsibly spent.

More like Santa Fe

What does "preserve" mean? Are we proposing to subsidize art galleries that are unable to compete in the free market? I love the way that this city integrates art into so many aspects of the environment, but please distinguish this from private art vendors. As much as I enjoy perusing art galleries, they must stand on their own as free market entities.

Showcasing the arts is important except the kind of vulgar & demeaning "art" that was shamelessly displayed on the recent Grammy Awards by Cardi B, Megan Thee Stallion "WAP" performance.

I don't see this as important.

We need to enjoy the community and stress diversity.

The Arts District is much beloved by residents and tourists

Good for tourism

Very important to the legacy of Scottsdale

That is the unique spot for it, and I would be excited to see more artists' studios and opportunities for people to see artists at work.

Especially western art

Art galleries are almost a thing of the past, which is confirmed by the small amount of art galleries still in business. The industry has significantly changed and so much art is purchased online and at auctions. Yes, we need to preserve an Arts District, but how large needs to be defined.

But there needs to be a stronger public participation effort in the planning and policies.

We should have more art everywhere because it is a civilizing influence.

Q 7

Public funding should not be used for this

Would have been a great idea before the city already made a joke of it. Herb Drinkwater must be rolling over in his grave! We need to do MUCH BETTER than what has been going on over the past 10 years. I suppose "The west's most western town" does have some resemblance to the old western image of a string of bars and stumbling drunks and the all too common and all too real shoot-'em'ups. After 40+ years here, I can honestly say that downtown Scottsdale has become an embarrassment - what a shame.

Again, important factor in area History...

Are we really the West's most Western town. I don't think that tag line fits. I don't have a solution but wish we had a better profile tag line.

Yes

Kid of outdated concept

Sadly, this has given way to upscale resort culture. Preserve what we have left.

It's become California east

What's left of it, YES, PLEASE PRESERVE AND ADD TO THE WESTERN SENSIBILITY THAT ONCE WAS EQUATED TO THE CITY CALLED SCOTTSDALE! CONSIDER ENCOURAGING DEVELOPERS TO MOVE IN THAT DIRECTION WITH THEIR DESIGNS TOO.

That has largely been lost. Promotion of a fake experience possibly. We lost Rawhide, and north Scottsdale looks nothing like it used to. Define what is meant by a western experience, is that golf courses and resorts, or horse trail rides and campfires? There are very few places to get horse trail rides in town, and the desert is a tinderbox waiting for the next firework to take it out. We've not protected it, so why promote it?

I think it's lost...every house on our street has torn down the Southwest architecture and rebuilt California style.

Again what makes Scottsdale unique

The Western Experience is part of our identity as a city and another factor in our decision to vacation and then move here.

It may be time to move on from this image.

Totally.

Keep the cowboy logo and the one-story buildings.

When the tourism office abandoned our western heritage to focus on 'clubbing' it significantly changed the character of Old Town - and not for the better. We need to renew our western roots.

To the extent it attracts tourists, I suppose. This has never been the West's most western town. There's a reason Rawhide moved away. If you mean preserve access for horse owners, that's good.

Definitely a draw.

fake trinkets, old shops on 5th Ave should grow with the times. Western culture is part of our tapestry of cultures, that are and should be celebrated, but not block downtown development.

That's Scottsdale history and what makes it special. It's all but gone.

This should reflect the diversity of the Western Experience as it is done in Santa Fe, balancing Native American, Hispanic, and cowboy/cowgirl cultures. These should be the main architectural themes in the City.

"The West's most western town" is a ridiculous marketing line that has no basis in reality. It's stupid, outdated (maybe ok in the 70's), disingenuous, and embarrassing for all the above reasons. It should be dropped from use immediately. Why not just say Scottsdale: Fake Cowboy Town.

Western is 'baseball' to many people... just look at the Country Music popularity... If you let go of this Western Scottsdale origins you will never get it back... BE A LEADER IN THIS NOW...

I am still heartbroken that "Greasewood Flats" is gone. Now just another generic housing development. Scottsdale lost a truly unique and charming western experience.

What sets us apart from other tourist destinations.

We are losing the Western Experience. Especially equestrian open trail experience. This is why I came here. I want it to be a primary focus for the rural neighborhoods.

The most western town is kitschy

People from all over the world enjoy experiencing the old west in Old Town Scottsdale

Becoming less important, though still a part of the overall picture.

If there is any left

Unfortunately, not much experience left if we continue to build out the desert

This is a Must, it's what we love about Scottsdale and Arizona, and why tourism is so good here. People can go anywhere to see big cities and skyscrapers. Western experience is what brings people here, and keeps many small businesses going. It's peaceful and unique, we cannot lose why we all love Arizona and Scottsdale in the first place.

Absolutely! That's what Scottsdale losing. Bring it back!!

If Scottsdale is going to remain a unique place to live in and visit we need to respect and keep the Western Experience

I can appreciate that others feel this is very important and defer to what the majority want.

The place to get your first pair of cowboy boots, ride a horse, see a shoot out!!! Oh, wait, Sabas is gone, Rawhide is gone, maybe a carriage ride? Get the western back!!!!

It has evolved to such a small part of what actually is Scottsdale now. Yes, we need to document and preserve our past, but not have it pigeon hole us in to an out of date, stuck in the past town.

Rather define Scottsdale Western Experience.

Not sure what the "Western Experience" is.

Q 8

Public funding should not be used for this

This should be an important part of our tourism. It needs to be done tastefully and in an inviting family-friendly way and not allowed to become a drunken circus like the Phoenix open.

To some extent...If Western History is observed, is major promotion nec'y?

Festival and Parada have their place. If you are going to promote a rodeo, have it WITHOUT harm to animals; such as, bucking broncos, calf roping, sports that are harmful to those iconic animals.

Depends if your into that. I like Parada del sol, Museum of the West Haven't been to the others

Don't forget the Arabian Horse Show.

BE AUTHENTIC please, not commercial West trinkets, but REAL venues that ARE western and have great live music to offer which can play Country and any number of additional genres.

If we already have it, and have already paid for it, then protect it and promote it. But it seems very contradictory to most of the resort-style development north of Camelback and the recent onslaught of California style development going in. These events and venues are great, but don't seem reflective of the values of the bar scene in downtown.

Part of the charm and uniqueness of Scottsdale.

See question 7 but traffic and parking must be considered.

See comment above

Yes.

These events and venues make Scottsdale unique.

Increase? No. Enough is enough.

Yes. The tourists love it.

If they are not doing well, its because tastes have changed. We should promote like all our signature events, not subsidize and protect them from the market.

Not something important to me, HOWEVER, focusing on this as with #9 below likely keeps the character of the city as "smaller town" such as Santa Fe rather than LA and as such I would support it

Yes, but by doing a much better job of blending Native American, Hispanic, and cowboy/cowgirl cultures, along with other ethnic groups. We have to get away from Eurocentric visions as the conquerors of the West.

Keep as currently promoted.

Scottsdale is sprawling raw land and space... don't make it all subdivisions of cookie cutter homes ... allow space for RURAL PEOPLE who enjoy custom homes affordability under 1-2 million dollars...

What is the feedback for these specific venues? At what point in time do promotional expenses and efforts exceed public interest?

A critical tourist draw that we are losing.

Good idea and do away with raucous drinking into the wee hours

See #7

Westworld was built in violation of the NAOS/ESLO lighting ordinances. The lights on the TNEC are required by city ordinance to be directed downward and shielded. Though a "Western Venue" events cost taxpayers over \$7M/year. Events should be self funding or limited in size. Also noise needs to be reduced. No rock concerts, haunted houses.

Personally, I am against rodeos.

All of these venues and events help to solidify the reputation of Scottsdale as the best western city in the Southwest and the entire country

YESSSSSS 😊

This can be overdone. it is still important to appeal to more contemporary lifestyles in insure residential and vacation travel demand

Yes, it's been a part of Scottsdale a very long time, history....keep it going!!

YES YES YES

Absolutely! There's is a lot of western entertainment venues that may need done help! MacDonalds Ranch, all the western entertainment, cook out areas! Greasewood flat may be gone, but there are plenty of folks wanting a venue like that old western moment

I feel the current level of promotion is fine.

There needs to be an academic effort included with all of those things mentioned as venues and events.

Maybe. Is Scottsdale really known for being "western"?

Q 9

Public funding should not be used for this

PROTECT and ZONE for HORSE LANDS and Acreage! Protect Open space RIDING areas - we used to have in Troon and Far North Scottsdale! Limit HoMe BUILDING in RIO VERDE!

So long as "promote equestrian lifestyles" does imply overly restrictive zoning on other property owners who cannot afford 5 - 10 acre horse properties. Equestrian events are certainly appropriate for our western image (what's left of it) and a valuable tourism asset, but the building of elaborate taxpayer funded event sites is a disservice to those paying the bills for the privileged few.

Equestrian lifestyle is major part of the History

The horse is beautiful and its talents can be profiled in so many ways; that is, from the Arabian to the Mustang brought in from the range, gentled intelligently and trained to work or show.

I think equestrian lifestyles and events are great for young people as they introduce good work ethics and help develop good character traits.

Most important. Many horse properties have been developed into dense tract housing causing loss of character. Give horse property owners a zoning and /or tax incentive.

Absolutely - it's what Scottsdale USED to represent and it's a big reason tourists come here (besides the weather). They want to see the WEST with wide open spaces and horses and do trail rides and have an escape from their high rise, high density city life elsewhere.

As much as I would love to see rodeos, polo tournaments, horse shows, etc. it is a very expensive hobby most residents can't afford these things. We don't want to have to pay for Westworld or other events to support the unique lifestyle that the majority of the city can't afford to enjoy. Don't expand them into the McDowell Mtn. Preserve and don't ask residents to pay for promotion of their lifestyle. I love Parada del Sol, and the work and effort that goes into that is amazing, thank you for continuing this, and it is free for residents to watch and it is located where the majority of residents (who can't afford horses) live.

another huge draw - and Scottsdale is a big player in the international equine world.

Love the horse venues. I miss seeing people riding horses near residential areas though cleanup can be a problem.

Most of equestrian lifestyle seems to have moved far north in Scottsdale. The events at West World are exceptional and should be supported. Not sure what "uses" means.

Yes

Yes. I don't own a horse, but horse owners deserve to be accommodated. It's a key diversity element.

In so far as possible.

fake trinkets, old shops on 5th Ave should grow with the times. Western culture is part of our tapestry of cultures, that are and should be celebrated, but not block downtown development.

Not something important to me, HOWEVER, focusing on this as with #8 above likely keeps the character of the city as "smaller town" such as Santa Fe rather than LA and as such I would support it
Limit the number of horses per acre that can be kept. The debacle at Stonegate with 36 horses allowed on a 5 acre lot is unfortunate, and way too many!

To underscore that, we need a saddlery in Old Town, perhaps near the blacksmith shop and the Livery Stable.

Quit destroying equestrian properties by changes in zoning; like on Cactus

Rural way of life is the attraction of Scottsdale...influx of out of state influence will wash this away without caring about anything but bling of urban nightlife etc... they can go to downtown these apartment highrises aren't attractive for most part and create "street living for homeless"...

Again, poor choice. Loaded question that depends upon implementation, not an ideal.

Yes, horses are an integral part of Scottsdale

Scottsdale has much history with the ranches that were here originally and are key to the "western" feel that Scottsdale is well know for.

Yes, Yes, Yes

Not an equestrian so better answer is N/A

In certain areas. For recreation

In specifically zoned areas. We are a city of much more than horses

Yes!

Horses should be a main part of Scottsdale and we need to keep our horse ranches and make them special in Scottsdale

Again, not that critical for what I feel Scottsdale needs where I place more emphasis on hiking and enjoying the unique flora and fauna of the desert.

Absolutely! West world is one of the last great experiences.

Same as above.

Equestrian is something that most people like and that seems more "Western" than a movie-set type western town.

Equestrian doesn't have to mean exclusively or even primarily "western" -- it should embody an upscale, luxury lifestyle, not a "country" thing that has limited appeal.

Q 10

Very important to maintaining the uniqueness and quality of life within Scottsdale

The amount of building going on in North Scottsdale along with the decrease in open space and preserve lands has been shocking these past 10 years! The impact of traffic congestion, on what were two lane roads in residential communities has been substantial. Happy Valley, 118th, Jomax and Alma School have all lost the local, neighborhood appeal. Traffic is FAST / SPEEDING is a problem now 24/7, and road noise in this once lovely, secluded, quiet area is horrendous! WATER? We need to think about WATER and the impact climate change coupled with the addition of new HUGE Homes is going to have on the quality of Scottsdale life! STOP GIVING UP THE DESERT for MONEY and RE-ELECTION support (the prior City Counsel! I expect better and MORE from our new counsel members!

While Scottsdale has created the wonderful McDowell Sonoran Preserve, the ESL designation now covers 143 square MILES! This designation has been applied haphazardly to properties in the midst of surrounding R1-43 or higher density developments and deprives small landowners of the ability to build or sell their property to the same density. The Desert rural neighborhoods proposal and ESL designation are grossly unfair to these land owners. Meanwhile, development outside has been erratically managed as Scottsdale has consistently approved development at odds with these objectives.

Over allowance of construction will destroy character of region...

Stop the City of any development in open spaces. The council cannot be trusted at all.

This is probably the most important issue of all. Open space WITHOUT VISITOR CENTERS so the desert can be enjoyed in its purity. People will google it without a bricks and mortar blot on the landscape.

Do not allow developers to control these elements.

Definitely

Please! Less congestion less lighting. Do not want to be like Phoenix!!!

However please do not forget that children need safe green play spaces. Scottsdale should not just be for retirees.

Only if the city owns it, otherwise land owners have their rights infringed upon.

Nothing is more important than this! It's been eaten up, stripped away, without a vision to replace it and it's almost at a point of "too late". Please get balance and a sustainable vision for the long haul back into the General Plan!!!

This ordinance covers 72% of the city, that leaves 28% of the city to bear the brunt of development pressures. An audit of the city should be done to see what benefits and costs come with this expensive ordinance, which creates a disproportionate burden of traffic and density on the land locked areas of south Scottsdale. It has not preserved natural open space, it has allowed very large houses or second homes for a very small portion of the population. They need some apartments, group homes, nursing facilities, condos, etc. to diversify the housing options. Why should the most beautiful part of the city be exclusively kept at less than 1 person per acre for 134,000 acres of the city (density from US Census Data)? They also drive to work, creating traffic as they drive elsewhere for employment, adding to the congestion for everyone else. This is not environmentally sensitive or sustainable, it is exclusionary to maintain their lifestyle at the expense of others.

spread the people out, not just crammed in South Scottsdale, set aside the Preserve and parks but let people live in the desert

We have it, 48,000 square miles of Preserve. Let the areas zoned for residential, develop residential. The land is owned by citizens and it is not right to change the use just because some people look outside and see development. Everyone wants to be the last one allowed in.

ONE OF THE MOST IMPORTANT ISSUES OF ALL!! WE must preserve it!

Don't build out the desert that makes this a special place.

Absolutely vital. Again, there is a lot of available building area in and around Scottsdale, Cave Creek, Carefree and North Phoenix. The fact that builders are trying to force residential building on Dove Valley Road is a travesty. There is so much open land in and around that desert sanctuary that is available to them, why spoil the few hundred acres of open desert scape between Cave Creek Road and the I 17 when there is a ton of land open for development all around that space? Let's be smart about where we allow permits and building. Preserving that open space serves everyone in our community.

Maintain. Do not expand. Enough is enough, and tax dollars should not be used to make the properties of north Scottsdale owners more exclusive.

The open space is a treasure

Yes.

Not when driven by this organization. This is code for stopping development. We have design standards, follow those.

I'm especially troubled by this. I moved back into my old residence and a new home was just constructed on acreage next door. THEY TOOK OUT EVERY SINGLE SOLITARY PLANT IN THEIR NOAS. Just why?! We now lost much privacy and will increase heat in our area. Doesn't feel like anything is being done to stop the stripping of plants in required NOAS.

Save our deserts from developers

The desert overlay was completed years ago but we continue to fight the gas station they want to put at Pina and Dynamite. You can call it anything you want but it's a gas station. The overlay doesn't allow for this so why does it keep coming up???

The new General Plan should put the brakes on rampant growth, define its limits, and assure open spaces throughout the City, including the northern areas, in perpetuity. Maintaining the current population of about 250,000 would be desirable into the future to defuse development pressure on open areas.

Places to "get away" within the subdivisions is "sanity" for many... we have learned that from COVID... Outdoors is HEALTHY LIVING FOR SERENITY.

Maintaining desert open space is essential to the future of Scottsdale.

Absolutely maintain open desert areas & NAOS! Been frustrated & angry that lands zoned environmentally sensitive open space have been approved by the City Council to be up zoned despite citizens objections, including myself. So sad to see extra tall multistory buildings going up all over & our desert bulldozed for more blacktop & roof tops that previously were zoned to be protected.

ESLO should be promoted not relegated to a secondary thought. It was the most environmentally sensitive ordinance passed by any city.

YES YES YES!!!!!!!

See previous comments

This is probably the single most important thing to focus on moving forward, because most development will occur in the northern parts of the city

The Sonoran Desert is a special and fragile environment. Its flora and fauna need to be preserved.

high density is totally against what makes North Scottsdale appealing. This is a sell out to developers, who should keep their high density/high profit developments in Phoenix.

The desert open space in North Scottsdale is vital to keeping a part of Scottsdale as natural as Mother Nature made it. The big open skies and lack of night time light add to the beauty of the natural desert

Critical to the Home of the Preserve.

Never sell open space

Absolutely critical to maintain our character

We have to keep our open spaces. Very important part of Scottsdale/Arizona is the wildlife and our open spaces. Please don't cover our beautiful city and state in concrete. 🙏

Promote and keep our open spaces and the beauty of the desert.

Keep hiking, biking, riding, exploring opportunities. Fine to allow some development that can respect -- or enhance -- these opportunities.

Critical to maintain. STOP the development!

Absolutely!! There's plenty of buildings. Open space is important for the environment, as well as wildlife, and maintaining the beauty of Scottsdale (that's disappearing quickly).

The Preserve and other open space saved land is our greatest asset. Every time we hike or bike there my wife and I salute the forward thinking people who thought to spend money to safeguard these areas and the present day people who continue to advocate for its preservation and sanctity. Thank you visionaries

Definitely --- land owners and the city need to respect the ESLO and the NAOS These need to be watched very carefully

I believe Scottsdale has done a phenomenal job of setting aside open space through designation and creating the McDowell Preserve. I was also a supporter of Desert Edge and wish the city would find some way to provide some form of a desert discovery center. The campaign maligning DE was misleading and vilified good people who were very conscientious about the needs for the community, as well as the area where DE would be placed. Most disappointed I have ever been in Scottsdale for the 32 years I've lived here.

We all understand the need for open space! That's why California is moving here! New York, big city transplants will try and change us.

MAINTAIN DESERT OPEN SPACES WHEREVER THEY ARE THROUGHOUT THE CITY.

Absolutely, Scottsdale citizens paid million of dollars to preserve the open spaces and only stopped development in the Preserve through a vigorous Referendum effort and the diligence of several leaders in our community.

This is the most fundamental differentiator between Scottsdale and other desert resort destinations, so it should be the most important focus we have.

Q 11

Public funding should not be used for this

This is the Heritage of Arizona- Lets PROTECT IT and KEEP IT!

This has been an absolute, utter FAILURE over the past 10 years and the city NEEDS to do MUCH better. Scottsdale has allowed the look of the west and its heritage to be destroyed. The graceful elegance of classic southwest architecture has been allowed to be replaced by view-obstructing height and California-ugly boxes with all the charm of a warehouse. Much of what has been approved in south Scottsdale in recent years looks like something from some communist country - absolutely no redeeming aesthetic value and an embarrassment to the city.

I have seen town and cities ruined by the "Craftsman" period of building and remodeling or by other periods that don't fit architecturally with its origins. What is Western and Southwestern architecture? The desert seems to love modern as well.

Maintain the area's character.

I like Spanish architecture

Yes, absolutely.

Start with public buildings and then the ugly apartments that are popping up all over the city

Only if it has the look of authenticity but the function of energy efficiency! Scottsdale should incorporate modern architectural elements that are clean and crisp and energy smart as well so the city doesn't look too much the same and worn out!

How will this be encouraged? I have mixed feelings on this, I would not want to see a bunch of kitschy western themed junk stuck to buildings and called "western" or an all stucco box justified as "southwestern". Encouraging good architecture would be the first priority, that means sensitivity to the surrounding context, with colors and materials reflective of the area. Sadly, that has been lost with all the grey california stucco boxes built in south scottsdale.

Not so much...

I like Western and Southwestern architecture. It is appropriate to the Western Experience.

Again, depends on what the market wants. some of these styles may be antiquated now.

Sort of. This can go the way of extreme kitsch if we're not careful.

Yes, to the extent new buildings can be built without being garish.

Yes.

let the market decide. Too much tan and brown.

Agreed, and those elements should reflect the cultural and historical traditions of Arizona mentioned above, putting the Eurocentric vision in a more humble perspective.

No "Fake Cowboy" themes please

CA investors run by lawyers who moved into OR bought all the historical property and destroyed it in many areas because the land was valuable...didn't care about the history or local sentiment to continue but pretended they did...left town.

Yes, we are tired of seeing tall sleek buildings with no setbacks. This is NOT the image we want for our city.

Avoid the little boxes style of buildings, keeping the Southwestern style

Do not like the cold, gray cement look on many so called modern styles.

Yes by all means

It is good to have Western and Southwestern architectural styles throughout Scottsdale--well done architectural designs might be able to blend some modern design elements with the Western and Southwestern architecture

It depends where and how much. The western draw has faded with time and too much will not be supported. Too little also reduces our cache of history and tradition. Balance in all things of life is needed.

Keeping Scottsdale the unique city it is so important to its history and visitors tourism.

An over-arching theme without fostering uniformity

We should be looking to modernize the architecture.

Not for all. Temper this to certain areas

Again, it can be overdone. New residents come from all over and although they may want to part of an area like this they still want to live their life in their style

We're in the SouthWest! That's how it's supposed to be!

Throughout the whole city and in houses as well as retail and tourist areas

I will qualify that I prefer a simpler architectural design focus towards more pueblo, Native American, Frank Lloyd Wright elements over what I tend to think of as Western (e.g., ranch, rusty signs, cowboys)

Without our Native American culture, people will forget where it all began

Not at all. While there can be beautiful details that can highlight SW architectural elements, I feel if all of Scottsdale followed this, it would push forward thinking visionaries away.

Dear G_d what does that mean anymore?

Ok. If we can define what that means. Again, I don't think we should create a movie set appearance like the "Old Tucson" movie set.

Q 12

Public funding should not be used for this

These should all be an important part of our tourism, but needs to be done tastefully and in an inviting, family-friendly way - not allowed to become a drunken circus like the Phoenix open.

Avoid over commercialization ...

The town is crowded enough.

Right now, Canal Convergence should get a better budget and more publicity. It attracts a goodly number of people but could be a real star if proper attention were paid to it.

Promote events already established.

I think we have poured way to much money into those high paid jobs with Experience Scottsdale which promotes tourism. As said earlier I think we need to look at the pros and cons of tourism.

But keep them in character. Do not let Barrett-Jackson take over Westworld or the polo field.

I think these are already being very significantly emphasized. Sprinkle back in Western exposure like Parada with individual and family appeal, horses, and authentic Western for sure, golf, tennis competitions, All good..

No brainer - it keeps our taxes low.

When we had our full contingent of winter visitors and snowbirds, we had too much traffic congestion and overcrowded places. These events are draws, but if overdone, detract from quality of life here.

Yes

Forget Tourism

Sure. This is Scottsdale type tourism. Be sure to include the car shows.

Events draw tourists and make money.

yes. Support all our money-producing signature events.

Keeping in mind my views on number 1, above, I am NOT in favor of more tourism. What we have is plenty and the city should broaden its tax base beyond hospitality

Two elements are included here: promotion and expanding/increasing. I strongly support promoting these events, but feel there should not be a huge increase in the number of events. There's a danger of overexposure and diminishing the unique nature of some of the events. WestWorld, however, could and should be more fully utilized.

Maintain as currently promoted

These need to include education/promotion/involvement/participation of younger generations of their significance or this is just wishful thinking and more "talk the talk"...

Westworld is in a residential area and only events with strict noise limitations should be allowed. Events currently loose over \$7M/year. Lighting is in violation of ESLO city ordinances.

These tourism events promote the western image of Scottsdale

KeepScottsdale's western traditions going.

Yes but one again, as indicated by your lost of examples, we are more than cowboys and horses. Let's not overdo it

Yes, nice events to offer and helps the economy.

All of those are real jewels that combine to create a unique cultural footprint for Scottsdale.

Yes

I'd give a 5 for the Art Walk

Yes, if there are in line with the goals as stated in the General Plan and not just money-making ventures like carnivals and race tracks.

Q 13

Buy remaining available land before it is lost to heavy development. Please do this!

Primary focus other than infrastructure and Public Health and Safety

THIS IS A MUST! The Governor and past City Council members have SOLD our desert to the highest bidders - and this must stop if we are to retain Arizona's' Natural Beauty!

We have a HUGE portion of the city as preserve now! This should ONLY be considered if the city is willing and able to pay fair market price for any additional land. In the past the city conducted a disgraceful campaign of deliberately placing zoning, regulatory and other obstacles in the way of landowners either building or selling their land. All this was done to hold down land prices for lower cost, coerced sales to build the preserve. The resulting preserve is commendable, but the underhanded method of land acquisition was not.

Yes yes yes.

Never allow the preserve to be developed

Scottsdale citizens have shown that it "IS POSSIBLE" not IF.

Absolutely!

Definitely, we need to stop puttering around and buy more land for the Preserve. If it takes another bond let's do it before its too late.

Please!!!!

Maintain the integrity of the Preserve.

This is the 2nd most important consideration to allow the city to have a unique differentiation that can last into the future for multiple generations to enjoy. It might be too late already since the developers are right up on top of the edge of the Preserve in many locations now.

If purchased at the going rate.

ANOTHER OF THE MOST IMPORTANT ISSUES OF ALL!! WE must preserve it! It makes Scottsdale

Once it's gone - it's gone. Save undeveloped desert and mountain areas NOW.

YES!!

Scottsdale citizens spoke with the passage of Prop 420. Protection of the McDowell Sonoran Preserve must remain a top priority or our quality of life considerably declines.

Assuming access for recreation is permitted

Absolutely not. Over a third of the city is preserved as it is. No justification for spending tax dollars to make north Scottsdale properties more exclusive.

Otherwise the city is just a parking lot.

yes, but, do not overpay for the last few acres. We need to fund maintenance of the Preserve.

Yes!

Time to get serious about completing the Preserve. The attempted intrusion into the Preserve was outrageous Absolutely - can't begin to tell you how many people from back east come to visit and after seeing the preserve have evidenced a desire to live here and have actually moved here

Absolutely most important!!!!

Absolutely - buy all the land you can to preserve it from the developers.

While important, the cost to purchase the remaining land is prohibitive and not a good use of taxpayers money.

This would be a great investment by the City, a clear statement of its commitment to environmental stewardship and legacy for future generations.

Some say it's too expensive to buy now (Korte). That's the gig. It's a free marketplace. She wanted to allow developers to grab this land. She was Probly getting paid under the table for her influence.

Fact: Government wants to own/control all large land parcels ... check out land grabs in other states that has already proven this point

No more purchases

Yes, indeed, let's find a way to purchase all the available land and put it into the Preserve.

NUMBER ONE PRIORITY

Our preserve is the city's crown jewel and we should continue to expand it.

Focus remaining sales tax funds on Preserve future maintainance. Boundaries west of Pima road should probably be removed from the original land plan. Cost are almost certain beyond the scope of funding available.

There more land that can be preserved in North Scottsdale the better--we cannot keep paving over our beautiful Sonoran Desert

If we want to keep our character this is a must

Keeping the preserve and purchasing as much open spaces for all the wildlife here is extremely important to the future of our city. We cannot continue to cover every inch of the desert in concrete. We need more preserves here not less.

As before, Ok to allow continued, thoughtful development that preserves the outdoor lifestyle we care so much for.

The Preserve should remain pristine and should not be developed.

Critical! Stop the development! We need open land!

Yes!

Yes yes yes.

Yes this is a definite !!!!! We need to increase the Preserve as that is what brings people to Scottsdale

Very high priority over all else.



Absolutely

Q 14

High potential growth area consistent with Scottsdale environment

Support the Schools! A well educated community is a better community!

These seem to be obvious to any community and I am not sure how to respond to this in the context of the General Plan. Make sure air and water quality is good (without insane California-style over-regulation) and allow for enough high quality medical facilities.

Health care here is premier. Do what it takes to attract the best.

The northern area of Scottsdale and the Carefree area needs more access to hospitals and doctors

Always, as it is an investment in our quality of life.

We have Mayo and top Drs here also!

Very important for Scottsdale's reputation.

Focus on wellness and healthcare has to include restrictions and requirements which may sometimes affect tourists as well. The pandemic has shown that those rules and regulations (masks for example) save lives and Scottsdale needs to be a leader in setting standards as and when they are needed, Health care includes outside exercise for all ages. There was thoughtful planning of this for the South, but many areas in the north can't even have a picnic anywhere or play tennis, or swim unless their specific community has it privately. The Preserve is fabulous, but it can't provide for everything as I just mentioned. Also there are many citizens in South Scottsdale who have no way to get to the Preserve and the City should provide some kind of safe public transport for tours of the preserve.

Mental and physical wellness should be a priority, including open space and amenities accessible in all parts of the city.

This is always important for residents and visitors too.

This makes sense given our climate and opportunity for outside activities.

Ensure equity for all groups.

Not in city govt remit

Such matters are personal more than governmental issues, but it's good to have infrastructure to assist.

Appeals to retired folks.

Support the Cure Corridor, biotech and high tech. Which requires development and affordable housing.

Yes - medical tourism is tourism

For the average income here, the healthcare has a terribly low standard of care. I have instructed my family to take me to Dallas or the Northeast if I am ever seriously ill. I have been shocked by the substandard care here. I will never have another non emergent treatment or surgery here, nor will I allow my family to. It's a real hassle to have to fly elsewhere for medical care.

People will find wellness and health care themselves. The building rules and land will be forever changed if we aren't carefule.

This should include a stronger emphasis on active lifestyles in the City, with the addition of trails; tennis, basketball, volleyball, and pickleball courts; and outdoor fitness installations. A better system of signage is needed to steer people to such resources.

Need a new system of dispersing information from reliable sources other than Social Media Pop Culture and TV owned by out of state monopolies

We do not want health care businesses , rehabilitation facilities , nursing home facilities Etc in residential neighborhoods They are promoting crime congestion

This is a vague value statement that anyone should agree with; what do you actually mean?

Yes, healthy outdoor living remembering that excessive drinking is not good at any age.

We have plenty of seniors and it will increase

Honor Health and Mayo should pay their own way and not get taxpayer money.

Wellness and health care are important to our citizens, but not sure how to merge that into the "western" image of Scottsdale

That's not a city issue...it's called personal responsibility

For many of us Scottsdale is where we're choosing to spend the rest of our days, so maintaining a healthy lifestyle and living in a community where that's encouraged/invested in is really important.

A MUST!!

To succeed in all of the above = wellness and health care

One of the best places to retire! We must help maintain good health care and exercise! Hiking trails for health

Improve access to opportunities for Healthcare and wellness.

Absolutely. We have a good start with the Mayo clinic and could enhance that effort with other medical facilities.

These are personal issues, not relevant to a general plan.

Q 15

Do so without further destruction of what used to be a great place to live.

Encourage business development equals encouraging growth. We DO NOT NEED more growth.

Seniors centers are needed!!! All over scottsdale. One is not not enough. Can libraries or parks be utilized for senior programming?

Careful business development. Remember with business and population increase we are in a desert.

For high paying jobs we to focus on PreK-12 quality education. Business wants qualified people for high paying jobs and quality education provides that..

Minimize giant office complexes.

goal to have Scottsdale a leader in Biotech, solar and other "green" environmental businesses i.e.a goal to make Scottsdale the number 1 solar city in the country/world.

residents needs over tourists needs, please, we do not need more boutique clothing stores.

Business development sounds good, but must not be overdone.

Support Business...Forget Tourism

Would like to see electric car incentives for Old Town to reduce noise and air quality in the area. Consider electric vehicles only through the old town arteries and gas powered have to park outside old town and shuttle in

The city needs more tech industry, from software to health research to financial services. We don't need another golf course. Residents have a wide range of services. We need more tax revenue from businesses.
more more more

Scottsdale needs incentive funding to attract needed businesses to various parts of town. This would improve services to residents, reduce driving, and make the City even more livable.

....eh

What does this even mean?

Not at the expense of open area characteristics.

Too many tourists already

Businesses do not need tax rebates or special city benefits. Developers should pay for infrastructure improvements required.

A strong local economy helps to make all of these opportunities possible

Create opportunities to promote Scottsdale culture -- outside activities, boutiques, fine dining opportunities, etc.

I believe all this can become compatible with all the others goals for the city of open space, etc.

We also need to promote a diverse business community and not out all our eggs in one basket.
Yes

Q 16

The geographical shape of Scottsdale often makes compromise difficult - urban vs. "rural." However, all of our city will be urban sprawl - thanks to new people arriving daily from around the country - if we don't arrive at a reasonable vision.

Need to address parking at venues. Growth should be rigorously guided by parking and congestion considerations.

Support Teachers and Schools Stop Re-zoning and Over Building Manage our Water / Drought Risk that are sure to come by managing overbuilding and reducing the open desert! Manage Air Pollution and NOISE Pollution by limiting building and over development! Thank You for serving and for listening to the public's concerns! We CAN DO BETTER if we ALL work TOGETHER!

Better treatment of current homeowners and land owners. The city is locally often referred to as "Snottsdale" in no small part to the way the city treats its citizens. The ridiculous hassle to make some modest change to one's home, the persistent mosquito problem in south Scottsdale, terrible water quality (hardness and varying pressure) and allowing the proliferation of truly ugly buildings are but a few examples. Making Scottsdale a nice place to live would be a great idea. STOP the continuation of turning us into California!!!!

Stop for profit prisons and drug testing ie. Averahealth - shut them down

Why is there incessant focus on growth? We do not need to grow Scottsdale. You are going to ruin it if you haven't already.

Consider jitney type public transportation - NOT light rail or big buses. People would probably love to get out of their cars if we had a reliable, flexible system.

I moved here from San Jose 20 years ago. At that time, the freeway loop wasn't complete, and there was a LOT of beautiful open desert area. Traffic was non-existent, and people were very friendly. I see recent City Council decisions moving us in the direction of San Jose. Allowing building on every open space available, variances from prior height and aesthetic restrictions seem to be the norm, gifting our open space to companies (like National Rental Car) that will be bringing workers from surrounding areas, and not employing the more-highly educated/ high income citizens of Scottsdale. Please take a breath and reconsider. I am already seeing the freeway congestion, dirty roads, higher numbers of homeless and aggressive panhandling, higher crime, and This is bringing back memories of the San Jose that I left, in favor of Scottsdale. Now I am considering where to move, where the way of life will be similar to Scottsdale ~10 years ago. If you do not want end up in exactly like the Bay Area, please make proactive decisions now to change the course. If you have recently visited the Bay Area, and thought it was pretty (I promise you that it once was) and clean (again, once was mostly orchards, and open fields) and pleasant to live in, then please proceed as you have been over the past 5-10 years.

I think development should be spread out. Some areas are getting so congested it is like Chicago traffic. Look at putting more resources into North Scottsdale. I live in Desert Mountain and it's hard to find a gas station or convenience store up here.

Make developers undertake only projects that comply with the General Plan - and make them put in the required upgrades to streets, sewage, water and other utilities. Do not let them buy their way out of compliance. Variance requests should be examined extremely critically for compliance and not automatically/easily granted.

The following distinctive content should be considered for inclusion in the Vision Statement: Quality of life the central theme of our vision, encourages Biodiversity, Future city and SMART city concepts and Green Technology. These concepts establish Scottsdale as an Eco-Friendly City and one that combats global warming on a daily basis

Keep open space and low density building especially up North!

Adequate roads and streets to handle new developments. Do not allow developers to pay fees in lieu of road enhancement needs. See Jomax near Alma School Road and Happy Valley between Jomax and Pima. City services like water and sewer must be properly sized for all development.

Restrict building and development/ stop high density building / maintain open spaces / transportation (roads) need to meet needs of new housing developments /

When we moved here from the east it seemed so friendly, I'd envision that returning

Foster a charitable community that helps citizens through hardships. Make it easy for people and businesses to give to others in need.

don't promote one groups agenda at the expense of others who were here first

There should be RESPECT for citizens as citizens, taxpayers and landowners. Stewardship and oversight are not licensing to bully people.

Limitations on additional storage units, 4+ story apartment complexes, and uses that are inconsistent with the rest of the surrounding area.

Quality of Life must be maintained for residents, snow birds, and tourists. High rises, high density, and traffic congestion all detract from the Scottsdale Experience.

Did you totally forget education? It's the foundation of all above.

WE have to say something about access to water. There can be no future for Scottsdale without access to clean water

Scottsdale should value and promote diversity and inclusion of all--indigenous people, Hispanics, African Americans, Asians, and LGBTQ individuals. We are a Golden Rule City that supports kindness and empathy. These values need to be stated clearly in the Vision Statement.

Focus on continual efforts of ensuring low crime and low blight throughout the city.

Continue to attract a diversified workforce beyond tourism, restaurants and retail, similar to the Nationwide regional office on 101 and Hayden.

Recognition of the value of collaboration with faith institutions for social services. Diversity that includes more than special interests. A focus on econ development beyond cowboy & golf tourism.

Develop and promote the history of minority (Native Americans, Asian Americans, Black Americans and Spanish Americans, etc.) contributions that made Scottsdale what it is today.

To revitalize the landscape we had that has deteriorated along roads and highways and around commercial buildings. Enforce commercial property codes to maintain properties. Scottsdale corridor has become an embarrassment with garbage and dead landscape. Fix the old before the new!!

Less words. Its a vision. Janik's verbiage is way too much.

Preserve McDowell mountain Preserve!!! No hotel, no educational center, etc should be built. The main reason we moved here 4 1/2 years ago is the OPEN SPACE. It's beautiful here. Please don't spoil by over building. We love the serenity and the wildlife. Thank you.

Don't let Scottsdale become "Anywhere USA"

When you increase the population, you increase the support needs such as roads, fire, police, etc. These items have immediate liabilities and large future liabilities such as pensions. ALL these costs need to be calculated and assigned to the developers, not the taxpayers and the Council needs to recognize that even if they think they have accounted for all the costs the likelihood is that the cost of development is going to be unfairly distributed to the taxpayers in taxes and a lower quality of living. Keep in mind that most people love out here to escape what they had before. No reason for Scottsdale to recreate what we all had before.

Green, sustainable, carbon neutral, zero carbon footprint goal by 20??

Diversity and inclusiveness that represents Scottsdale's earliest cultural traditions, including Native Americans and Hispanics.

1. Quit rezoning quiet residential neighborhoods for tall buildings 2. Stop all the apt building. Construction. Enough already. Looks awful. Scottsdale does not need to wreck its character by focusing on more options for affordable housing. Otherwise, I'll take a cheap rental unit in Laguna Beach, thank you.

Education Plan to promote knowledge of Historical Landmarks or all these surveys to out of staters won't support Scottsdale as Scottsdale regardless of surveys/votes etc

Let's not become another cookie cutter city controlled by developers.

We need to Stop trying to be a Big City like Phoenix LA New York Chicago We need to be more like Santa Fe A city with a small town feel

Maintain the elements of Scottsdale which keep it's unique West, Desert characters

Not become a "sanctuary city" where homeless illegals are allowed to set up camp on any public park or sidewalk they want.

repair infrastructure. stop runaway growth. enforce height restrictions. control density. maintain open space.

Improve safety for bikers and pedestrians.

Keep the citizens and small businesses at the forefront of the focus on growth in Scottsdale -- do not sell out the citizens and businesses of Scottsdale to a few large developers and corporations

Remove unsightly shopping areas and limit additional commercial retail sights and car dealerships.

Keep scottsdale unique, the western town we all love, not the commercial crap being shoved down our throats by big developers.

Staying true to old Scottsdale, keeping it unique. Less big box stores, less high rise, more open land spaces.

A focus on diversity, modern infrastructure, and environmental actions need to be part of the Statement.

expand athletic facilities like pickleball courts in the north behind target

Many other parts of Arizona should be developed. Maintain the class that Scottsdale has and do not develop in the Preserves.

Scottsdale is slowly becoming a place totally devoid of character. Tourists come here for one thing: warm, sunny weather. With our history, there must be a way to curtail non-descript over development and resuscitate and improve upon the character of old Scottsdale while preserving our stunning natural landscape.

Air quality.

The need to insure that the future of scottsdale is based on the will of the people (residents) and not this of the developers as has been the case.

Views, desert plants, NO GRASS!!! preserve water, eliminate hot islands to help keep the desert cooler, promote solar, promote efficient water use

It may make the vision statement too busy, but I would hope any sub-elements would also emphasize support for and encouragement of: diversity and inclusivity, availability of and access to different venues, housing, city promotional materials, selection of leaders, etc. You get the picture...

Maintaining trails for tourism. Jeep tour industry was huge. It's a way to safely enjoy our desert.

Maintain vistas and openness by lowering height and density and being more strict with setbacks. Not building hundreds of these cheap, plywood, boring apartments right up to the edge of the street

Organized youth festivals

Almost never remembered are the issues of sustainability, energy conservation and comprehensive preservation (not just preservation of open space). Improving Communications efforts with residents should always be a goal.

The Vision Statement needs to be much more succinct. It should not be a wish list of everything we want to accomplish.