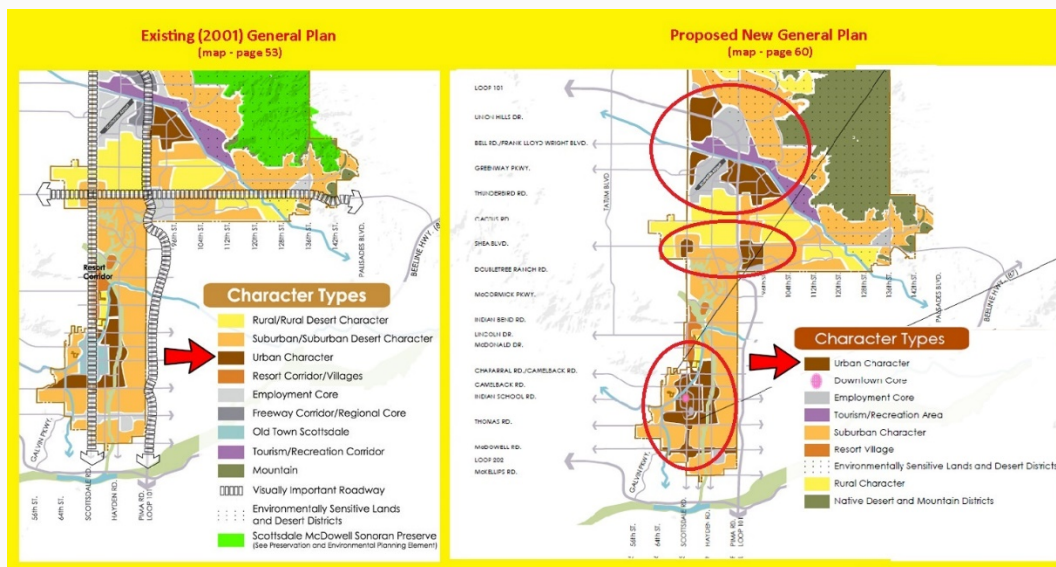


Dear Friends:

In less than 36 hours the election to decide Proposition 463 (General Plan 2035) will be over. But there is still time to vote if you are willing drop your ballot at a voting center (see list below). And if, like many of your fellow citizens, you haven't yet made up your mind yet how to vote, please consider the following reasons to vote "NO" on this bad plan.

The number one reason to vote against this plan is it asks voters to approve the very thing they have rejected in the last two elections, increased urbanization of Scottsdale. In the last two city elections Scottsdale residents sent a clear message to their City Council; put a halt to overdevelopment, particularly the many tall, dense, traffic-clogging apartments approved by prior City Council majorities. Yet General Plan 2035 actually *encourages* overdevelopment.

The maps below (taken straight from the texts of the current General Plan and of General Plan 2035) show clearly how this plan, if approved, would result in a massive expansion of land in Scottsdale designated as "Urban Character." It even creates a *new* "Urban Character" area on Shea Boulevard just east of Loop 101 - where (and this is no coincidence) two new massive apartment complexes are being proposed.



So, how do the proponents of Proposition 463 explain this away? Well, one of them is actually asking voters to believe that "Urban Character" doesn't mean urbanization!

Of course, that is exactly what it means. General Plan 2035 defines (again, taken straight from the text of the plan) Urban Character Types as consisting of "*higher-density residential*, non-residential, and mixed-use, neighborhoods, *including apartments, high-density townhouses*, business and employment centers, and resorts." And developers will have a field day using the Urban Character designation as an excuse to be granted more intense development.

Bottom line, the proponents of Proposition 463 are *literally asking voters to ignore what we can clearly see with our own eyes*. General Plan 2035 (Proposition 463) does *not* protect the Shea corridor (or any other part of Scottsdale) from

overdevelopment. On the contrary it makes it *easier* to approve tall, dense, traffic-clogging apartments such as the ones already overcrowding McDowell Road.

Check out [this video](#) for more details.

There are lots of other things wrong with this plan. For example, In another location General Plan 2035 changes the following "Preserve land will remain as permanent open space" to "Alternatives to the natural state MAY be subject to a municipal election..." The Preserve Ordinance already allows for building maintenance/bathrooms/trails and trailheads. What else could they be including? Or have we been here before? The language in the current 2001 Plan is much clearer and much more definitive.

So please, if you want to protect your Scottsdale's special character and high quality of life vote "NO" on Proposition 463 (General Plan 2035)!

Councilwoman Kathy Littlefield
Former Councilman Bob Littlefield

P.S. It is too late to return your ballot by mail. But you can request a replacement ballot, vote in person, or drop off your voted ballot at the following locations:

- Indian Bend Wash Visitors Center – 4201 N. Hayden Road, Scottsdale, AZ 85251 - 8:00 a.m. to 5:00 p.m., Monday, November 1, 2021 - 6:00 a.m. to 7:00 p.m., Tuesday, November 2, 2021
- Cave Creek Unified School District Office – 33016 N. 60th Street, Scottsdale, AZ 85266 • 8:00 a.m. to 5:00 p.m., Monday, November 1, 2021 - 6:00 a.m. to 7:00 p.m., Tuesday, November 2, 2021

You can drop also off your voted ballot at Scottsdale City Hall, 3939 N. Drinkwater Boulevard, Scottsdale, AZ 85251



Paid for by "Keep Scottsdale Special," Bob Littlefield, Chairman. Not authorized by any candidate or candidate committee.

Our mailing address is:

Keep Scottsdale Special
8926 E. Sheena Drive
Scottsdale, AZ 85260

