

CITY COUNCIL REPORT



Meeting Date: October 26, 2010
General Plan Element: **Growth Areas**
General Plan Goal: **Direct and sustain growth in designated areas**

ACTION

2-GP-2010

Greater Airpark Character Area Plan/ Major General Plan Amendment

Request to consider the following:

- Adoption of Resolution No. 8476 (Attachment 1) for major and non-major General Plan amendments to:
 - Designate a Greater Airpark Character Area in the General Plan;
 - Add aviation to the General Plan Employment Land Use category description and non-residential mixed-use to the General Plan Mixed-Use Neighborhoods category description;
 - Amend the General Plan Land Use Map in the Greater Airpark;
 - Approve an extension to the boundary of the General Plan Regional Use Overlay in the Greater Airpark; and
 - Adopt the Greater Airpark Character Area Plan.

Related Policies, References:

- Arizona State Statute Section 9-461.06 H
- 2001 City of Scottsdale General Plan
- 2008 Transportation Master Plan
- 2005 Scottsdale Airport Noise Compatibility Study

APPLICANT CONTACT

Mary Vandevord, AICP
Planner/ Project Manager
Long Range Planning Services
480-312-7902
mvandevord@scottsdaleaz.gov

LOCATION

Greater Airpark Character Area (Attachment 2).



BACKGROUND

Context

The Greater Airpark is generally bounded by the following:

- North: Thompson Peak Parkway and Grayhawk Master Planned Community to Hayden Road
- Northeast: Power Line Corridor, from Hayden Road to WestWorld
- East: 90th Street, from the CAP Canal to Raintree Drive, and Loop 101, from Raintree Drive to Thunderbird Road/Northsight Boulevard
- South: Northsight Park; Gelding Drive from 84th Street to Hayden Road; Hayden Road from Gelding Drive to Thunderbird Road; Thunderbird Road west to approximately 76th Street; 76th Street from Thunderbird Road to Sutton Drive; and Sutton Drive, from 76th Street to Scottsdale Road
- West: Scottsdale Road, from Sutton Drive to Thompson Peak Parkway

The area includes the Scottsdale Airport, Scottsdale Airpark, Tournament Players Club Golf Course, Crossroads East (State Land), the majority of WestWorld, and the Scottsdale Sports Complex. The area is approximately 5,400 acres, and includes approximately 4 miles of Loop 101 Freeway frontage.

The Greater Scottsdale Airpark is the largest employment center in Scottsdale, and estimated to be the second largest employment center in Arizona. While less than four percent (4%) of Scottsdale's total land area is designated for employment and commercial land uses in the 2001 General Plan, more than forty percent (40%) of the Greater Airpark's land area is designated for these land uses.

Adjacent Uses

- South: Rural neighborhoods.
- East: Suburban and Urban Neighborhoods
- Northeast: A combination of Employment, Open Space and Suburban Neighborhoods
- North: Urban Neighborhoods and Open Space
- West: (Phoenix) Mixed-Use Neighborhoods and Commercial

In the larger context, the area is bounded by the City of Phoenix to the west, including Kierland Commons, the proposed Palisene Development (Loop 101 and Scottsdale Road), and Chauncey Ranch. Multi-family development exists to the north of the boundary; a combination of industrial, open space and commercial abuts the boundary on the northeast. Multi-family and single-family homes surround the area on the southern and southeastern borders.

General Plan

The Greater Airpark is the largest community-designated Growth Area in the 2001 General Plan. A growth area is an area of the community that can "best accommodate future growth, allowing an increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity" (2001 General Plan).

The existing General Plan Land Use designations in the Greater Airpark consist of (Attachment 3):

- Employment
- Mixed-Use Neighborhood
- Open Space
- Institutional/Cultural
- Commercial
- Office
- Urban Neighborhood
- Suburban Neighborhood
- Resort/Tourism
- Regional Use Overlay

Major General Plan Amendment

Arizona State Statute Section 9-461.06 H. defines a major General Plan amendment as a proposal that results in a “substantial alteration of the municipality’s existing General Plan land use element.” The City of Scottsdale approved criteria that defined a major amendment on February 6, 2001, and reaffirmed that criteria in the General Plan adopted by City Council in October 2001, and ratified by a vote of the citizens in March 2002. These criteria identify amendments to the General Plan as major amendments if the proposal meets any one of the following criteria:

- Change in the Land Use Category
- Area of Change Criteria (gross acreage)
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria

The proposed land use category, regional use overlay expansion, gross acreage of change, and change to General Plan Land Use designation descriptions qualify this as a major amendment. State law requires that a major General Plan amendment be presented at a public hearing during the calendar year it is proposed. In addition, a two-thirds majority vote of the City Council is needed to approve and adopt the major amendment.

Non-Major General Plan Amendment Components

The request also includes proposed changes to the Scottsdale General Plan that do not qualify as major amendments. The following are proposed non-major amendments to the Scottsdale General Plan:

- Amendment to the Character Areas Map to combine the Airpark and Sonoran Regional Core Character Areas and adopt the Greater Airpark Character Area;
- Amend the General Plan Character Area Criteria Map; and
- Adoption of the Greater Airpark Character Area Plan.

Key Items for Consideration

- The proposal includes both major and non-major amendments to the Scottsdale General Plan.
- There is no concurrent zoning case associated with this proposal.
- There are no parcels zoned Environmental Sensitive Lands (ESL) within the Greater Airpark boundary.

- The planning process to date has included extensive community input and dialogue including more than 1,350 community members participating in workshops, surveys, and meetings with staff since May 2008.
- The proposal streamlines the General Plan Land Use Map to four primary land uses— Employment, Mixed-Use Neighborhoods, Institutional and Open Space—and expanding the Regional Use Overlay to include the majority of the Greater Airpark area.
- The Greater Airpark Character Area Plan Land Use Map:
 - Defines two (2) mixed-use land use designations, one with a residential component (AMU-R) and one without a residential component (AMU).
 - Designates the Scottsdale Road and 73rd Street corridors between Greenway-Hayden Loop and Paradise Lane as AMU-R, and designates the area along 73rd Street between Butherus Drive and Greenway-Hayden Loop as either Aviation or AMU-R.
- The proposal establishes Development Types in the Greater Airpark Character Area to help guide the scale of future development.

APPLICANTS PROPOSAL

2-GP-2010 is a request by the applicant (City of Scottsdale) to adopt major/non-major amendments to the Scottsdale General Plan, which will include:

- Modification of land use designations for 5,400 +/- acres located within the Greater Airpark on the General Plan Conceptual Land Use Map (Attachment 1, Exhibit 1);
- Expansion of the Regional Use Overlay designation on the General Plan Conceptual Land Use Map (Attachment 1, Exhibit 1);
- Addition of Aviation to the General Plan Employment Land Use category description and non-residential mixed-use to the General Plan Mixed-Use Neighborhood Land Use category description (Attachment 1, Exhibit 2);
- Adoption of the Greater Airpark Character Area Plan (Attachment 1, Exhibit 3);
- Modification to the General Plan Character Areas Map to reflect the Greater Airpark boundary (Attachment 1, Exhibit 4); and
- Modification of the General Plan Character Area Criteria Map (Attachment 1, Exhibit 5).

The City is the applicant in this case, and the applicant’s narrative is included as Attachment 4.

IMPACT ANALYSIS

General Plan Analysis

The following are existing General Plan Values, Goals, and Approaches that should be considered when evaluating the proposed amendment. *Staff analysis of the General Plan is shown in italics following the General Plan statements.*

Guiding Principles

The General Plan's Six Guiding Principles are intended to highlight the most important goals of the Scottsdale community.

- Preserve Meaningful Open Space. *The proposed amendment preserves existing open space within the planning area.*
- Enhance Neighborhoods. *The proposed amendment includes policies to maintain and enhance the character of the Greater Airpark's existing and adjacent neighborhoods through sensitive transitions and discouraging cut-through traffic.*
- Seek Sustainability. *The proposal includes an Environmental Planning chapter focused on reducing energy consumption and conserving water and open space.*
- Support Economic Vitality. *The proposal supports existing economic strengths and allows for new opportunities through expansion of the Regional Use Overlay and by providing economic development policies related specifically to the Greater Airpark.*
- Advance Transportation. *The proposal encourages the expansion of transit, walking, and bicycling as mobility modes in the Greater Airpark to help reduce traffic congestion. In addition, the proposal supports the Transportation Master Plan's policies and concepts for improving circulation throughout the Airpark.*
- Value Scottsdale's Unique Lifestyle and Character. *The proposal seeks to capitalize on the Scottsdale Airpark's unique cachet and provide a desirable lifestyle for citizens, businesses, and visitors of the Greater Airpark.*

Land Use Element

The following are goals from the Land Use Element of the General Plan that should be considered:

- Recognize Scottsdale's role as a major regional economic and cultural center.

The Character Area Plan/ General Plan Amendment seeks to maintain and expand the Greater Airpark's role as a national and international economic/tourism destination through appropriate land uses, development and revitalization. This includes an expansion to the diversity of land uses in the Greater Airpark; support of a mix of uses to promote a sense of community; promotion of market-supportive development intensities; redevelopment of underutilized land to more productive uses; assemblage of inefficient parcels; replacement of obsolete structures; encouragement of adaptive reuse of buildings; and prevention of the erosion of Greater Airpark Employment Land Uses through land use regulations, such as limiting retail and restaurants in areas designated for employment.

The proposed expansion of the Regional Use Overlay designation in the General Plan also supports the Greater Airpark and Scottsdale's role as a major regional economic center by providing greater flexibility for regional land uses in this growth area.

- Encourage the transition of land uses from more intense areas to less intense local neighborhoods.

The Character Area Plan acknowledges sensitive edges of the Greater Airpark and supports buffering/transitioning of those areas. Development Types have also been included to provide greater certainty on where higher-intensity development will be encouraged in the future. Type A (Medium Scale) is intended to be a transitional development type from the higher intensity Types B and C to lower intensity areas surrounding and within the Airpark.

Character and Design Element

The following are goals/approaches from the Character and Design Element of the General Plan that should be considered:

- Promote, develop, and adopt comprehensive policies and guidelines for use in the design and development review process. These should include... Character Areas... visually important roadways, open spaces, infrastructure and interaction with our Sonoran Desert.

The adoption of the Character Area Plan will implement the above policy. In addition, the Character Area Plan designates “Signature Corridors” and policies related to the design of open spaces and infrastructure.

- Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

The Character Area Plan designates several “Signature Corridors” throughout the Greater Airpark, which promote visual quality and special identity for distinct areas of the Airpark.

Growth Areas Element

The following are goals/approaches from the Growth Areas Element of the General Plan that should be considered:

- Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses.

The Character Area Plan/ General Plan Amendment directs higher-intensity development within the 2001 General Plan growth area. The expansion of the Regional Use Overlay (RUO) also supports this goal by directing and concentrating regional land uses in the Airpark.

- Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

The Character Area Plan/General Plan preserves significant open spaces in the Greater Airpark, including the TPC Golf Course/Drainage Basin, Scottsdale Sports Complex, portions of WestWorld, Central Arizona Project Aqueduct, and Northsight Park.

Community Mobility Element

The following are goals/approaches from the Community Mobility Element of the General Plan that should be considered:

- Protect the function and form of regional air and land corridors.

The Character Area Plan/General Plan Amendment directs greater building height in locations that are consistent with the Scottsdale Airport Master Plan's Part 77 Airspace Plan in order to protect flight paths and runway approaches.

Sensitive land uses, such as residential, are also located outside of the Airport's Part 150 Noise Compatibility Study 55 day-to-night average noise level (DNL) and higher noise contours.

- Improve regional transit systems, and explore other public mobility systems.

The Character Area Plan directs where potential future public transit systems will be needed and encourages integration of technological elements, such as wait time displays, in the long-term.

- Relieve traffic congestion.

The Character Area Plan follows and supports the Transportation Master Plan's recommendations for roadway capacity in the Airpark area in addition to encouraging more mixed-use development and circulator systems that will increase the opportunity to park once or walk from home to work, or work to shopping.

- Protect neighborhoods from negative impacts of regional and citywide networks.

The Character Area Plan discourages cut-through commuter traffic through the Airpark's adjacent neighborhoods. For example, a policy preserves Thunderbird Road (between Loop 101 and Scottsdale Road) as a neighborhood-serving street.

Economic Vitality Element

The following are goals/approaches from the Economic Vitality Element of the General Plan that should be considered:

- Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

The Character Area Plan designates a "Regional Tourism" corridor around the TPC Golf Course, Scottsdale Sports Complex, Fairmont Resort, Alltel Ice Den and WestWorld. Other policies include, attracting new types of tourism opportunities and enhancing tourism infrastructure.

- Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base.

The Character Area Plan suggests developing business retention programs and updating business attraction programs for the Scottsdale Airpark. This also includes aggressively marketing the Scottsdale Airpark nationally and internationally.

The proposed expansion of the Regional Use Overlay is intended to provide greater land use flexibility to attract corporate headquarters and other regional land uses that will contribute to the tax base, in an area capable of supporting these types of uses.

- Focus major employment uses in targeted areas.

Employment uses are targeted for the Greater Airpark in this proposal. As only a small percentage of Scottsdale's total land uses, employment uses are intended to be protected in the Greater Airpark to maintain its role as a major regional employment center. The proposal maintains 1,640 acres of employment from the 2001 General Plan and adds an estimated 640 acres of employment land use to the area (north of the Central Arizona Project Aqueduct).

Economic Analysis

2009 Analysis and Forecast of the Greater Airpark by Gruen Gruen + Associates

The City hired the consultant team, Gruen Gruen + Associates to update their 1999 economic study of the Airpark area and make specific recommendations for planning policy for the area. The following are some of the key points of that analysis from 2009:

- In order to avoid physical and economic obsolescence, encourage the appropriate scale, type and density of development. As an outcome of the planning process, setback, floor-area ratios, and height limitations associated with a low density, suburban development patterns should be revised to reflect the evolution of the Greater Airpark to a more urban environment.
- Maintain the positive image and unique cachet of the Greater Airpark.
- Encourage high-density housing integrated into mixed-use developments to support the employment base. Higher-density housing will provide comparative advantages to office-using businesses and supports the viability of retail and service establishments, while reducing traffic congestion.
- Encourage the linkage of workplaces to shopping, recreational and residential uses.
- Facilitate development of offices along the Loop 101, particularly corporate and regional headquarters and professional, business, and technical service firms.
- Support and augment the strength of existing mixed-use centers, such as One Scottsdale.

- Improve linkages among recreational, tourism and visitor assets of the area, such as WestWorld and the TPC Golf Course.
- Improve transportation, broadband and other critical infrastructure ahead of redevelopment and to keep pace with the needs of high-tech users.
- The primary reason firms decide to locate in the area relates to the proximity of desirable residential areas in north Scottsdale and other quality of life factors.
- The inflow of high-tech users and outflow of smaller, lower margin industrial users is expected during the planning timeframe.

2010 General Plan Economic Analysis

For the General Plan update process that is underway, the City hired Applied Economics to perform economic analysis of the city as a whole in addition to three sub-areas-- South, Central and North Scottsdale. The Greater Airpark falls within the Central sub-area, which represents a large area extending from Indian Bend Road to Deer Valley Road. The analysis includes the following key points that support the current draft of the Greater Airpark Character Area Plan:

- Central Scottsdale is projected to experience an increase from 1.7 to 2.3 jobs per home by 2030, which is far greater than the Phoenix Metro Area and other areas of Scottsdale.
- The amount of urban residential housing is projected to increase in the Central area, requiring approximately 530 acres by 2030.
- Based on the future land use plan for the city, which includes the proposed Greater Airpark General Plan amendment, ample, though not excessive amounts, of land have been designated for urban residential development in Central Scottsdale. This will be important to providing workforce housing and bolstering retail demand.
- The bulk of office demand in the future will be in the central area of Scottsdale.
- The Central sub-area contains a significant amount of redevelopment potential based on the age, condition, density, and design of existing structures, which are very different today than what the market is demanding.
- The Central area is projected to generate a significant positive fiscal impact by 2030, at \$7.4 million per year, primarily due to the large amount of retail space and above average assessed value per capita.

Community Involvement

Public Outreach, Phase I- May 2008 to August 2009

The first phase of public outreach included spreading the word about the planning process, identifying area issues and developing a vision for the Greater Airpark. Staff efforts to spread the word and encourage dialogue included:

- Informational letters and postcards directly mailed to area residents, businesses and property owners;
- Three (3) Airpark Business Visioning Forums- May 21, 2008;
- One (1) area-resident visioning workshop- May 22, 2008;
- One (1) Vision priorities workshop- July 16, 2008;
- One (1) Mobility focus group- August 27, 2008;
- Two (2) Land Use focus groups- September 8 & 10, 2008;
- Two (2) Economic Vitality focus groups- September 16 & 18, 2008;
- One (1) Design and Sustainability focus group- September 25, 2008;
- Online visioning survey- available June to September 2008; and
- Information booths and handouts at community events, such as DC Ranch Neighborhood Night, Grayhawk Park Dedication, Meet Your Neighbors Events, and Airpark Tradeshow.

Public Outreach, Phase II- September 2009 to August 2010

The second phase of public outreach involved getting feedback on the draft plan from the Greater Airpark community and Scottsdale boards and commissions. Outlets included:

- Online draft plan comment card- available September 2009 to present;
- Mayor & Council Breakfast- December 2009;
- North Area Citizen Representatives Meeting- December 2009;
- Scottsdale Chamber of Commerce First Friday Airpark Breakfast presentation with question and answer- September 2009;
- Real Estate Representatives Discussion- January 2010;
- Open House- April 2010;
- Presentations and discussions with Scottsdale Boards and Commissions- September 2009 through July 2010; and
- Numerous meetings with various community groups and individuals- September 2009 to September 2010.

Community Outreach Major Consensus Items

The following are some of the results from the community outreach where there was general agreement among most stakeholders:

- Streamlining the General Plan Land Use Map, including expansion of the Regional Use Overlay;
- Incorporating a more specific Future Land Use Map at the Character Area Plan level;
- Creating Development Types for the Greater Airpark Area to explain the future locations of different development scales and heights;
- Allowing for more mixed-use development opportunities, particularly along the Scottsdale Road corridor;
- Incorporating Signature Corridors, Landmark Intersections, and Greater Airpark Gateways, as ways to improve wayfinding and identity of the Airpark;
- Increasing transit in the future;
- Preserving the Airport and taxilane properties; and
- Preserving the character of the TPC Golf Course/resort area.

OTHER BOARDS & COMMISSIONS

Staff presented and discussed the Greater Airpark Character Area Plan with ten (10) Scottsdale Boards and Commissions, including Planning Commission, Airport Advisory Commission, Development Review Board, Environmental Quality Advisory Board, Housing Board, Neighborhood Enhancement Commission, Parks and Recreation Commission, Tourism Development Commission, and the 2011 General Plan Working Group.

Airport Advisory Commission

Long-Range Planning Staff met with the Airport Advisory Commission seven (7) times during the planning process. On November 11, 2009, staff presented the first draft of the plan to the Commission for feedback and questions related to aviation. Staff accordingly revised a few items in the draft plan based upon feedback received from individual Airport Advisory Commissioners.

On July 14, 2010, staff presented a revised draft of the Greater Airpark Character Area Plan to the Airport Advisory Commission for feedback on Aviation policies. Chapter 5- Aviation, Section 5-109 in the City Code of Ordinances, requires the Airport Advisory Commission to advise the City Council, and inform the Planning Commission, of “Land Use policies at and surrounding the airport in conflict with 14 CFR Part 150, as amended.”

As such, the Commission was asked to provide a recommendation to the City Council on the conversion of 77 acres from commercial/employment land use in the existing General Plan to Airpark Mixed Use with a residential component (AMU-R), between Paradise Lane and Greenway-Hayden Loop. The Commission was also asked to provide a recommendation to the City Council regarding the 18 acres of “hatched” Aviation or AMU-R land use, between Butherus Drive and Greenway-Hayden Loop, in the Greater Airpark Character Area Plan. (The hatching implies that the

site could remain as Aviation land use or redevelop as AMU-R in the future). The residential components are potentially in conflict with 14 CFR Part 150 (Attachment 5).

The Airport Advisory Commission voted 5-1 to recommend: Airpark Mixed Use without a residential component (AMU), or any other non-residential land use designation, for the 77-acre area between Paradise Lane and Greenway-Hayden Loop instead of the proposed AMU-R designation. In the same motion, the Commission voted to recommend that the 18 acres of “hatched” Aviation or AMU-R land use designation go forward as Aviation or AMU, or Aviation hatched with any other non-residential land use designation. The Commission is concerned about potential residential noise complaints and potential negative impacts that residential uses may have on the Airport.

Planning Commission

The Planning Commission discussed the first draft of the Greater Airpark Plan, which was released on September 17, 2009, at working sessions on September 16 and 30, 2009.

The Planning Commission initiated the Major General Plan amendment process and discussed the second draft Greater Airpark Plan at a regular Planning Commission meeting on February 24, 2010.

Staff continued to meet with Greater Airpark stakeholders after the February Planning Commission meeting and held an open house meeting on April 7, 2010. A third draft of the Greater Airpark Plan was made available to the community on August 12, 2010. The Planning Commission held a remote-site public hearing and discussed the August draft of the plan on August 25, 2010.

Upon receiving public comment at the remote hearing, a revised, final public hearing draft was made publicly available on September 9, 2010. The Planning Commission discussed and made a recommendation to the City Council at the regular September 22, 2010 Planning Commission meeting.

Planning Commission recommends approval of case 2-GP-2010 as proposed. The commission had unanimous support for all items in the proposal with the exception of the Airpark Mixed-Use with Residential on the Scottsdale Road corridor. One Planning Commission member voted not to support mixed-use with residential in that area.

Staff’s Recommendation to Planning Commission

The Planning Commission’s recommendation aligns with the staff recommended proposal.

Staff recommended Airpark Mixed-Use with Residential (AMU-R) in the area generally bounded by Paradise Lane, 73rd Street, Greenway-Hayden Loop and Scottsdale Road and recommended the hatched area as Aviation or AMU-R in the area generally bounded by 73rd Street, Greenway-Hayden Loop and Butherus Drive. This recommendation is based on compatibility with other existing residential entitlements adjacent to these properties; the location of these properties being outside of the Airport’s Part 150 Noise Contours; and economic analysis, which recommends additional mixed-use with residential in the Airpark area to support local employers.

Community Input since the September 22, 2010 Planning Commission Hearing

After the September 22, 2010 Planning Commission hearing, a property owner in the proposed Aviation Land Use Area and along the Frank Lloyd Wright Boulevard Signature Corridor, requested that the phrase “Retail is not appropriate in the Aviation Land Use Area” be modified to “Retail may be considered for inclusion in aviation properties that front a designated Signature Corridor.” The request also includes adding the term “Aviation” to the description for the Signature Corridors, which was previously omitted. Staff is supportive of and recommends these proposed changes to the plan for City Council consideration. (Attachment 6)

OPTIONS & STAFF RECOMMENDATION

Option A (Planning Commission/Staff Recommendation): Adopt Resolution No. 8476 approving Major and Non-major General Plan amendments as proposed, amending the Scottsdale General Plan Land Use Map, expanding the Regional Use Overlay on the General Plan Land Use Map, revising the General Plan Land Use Employment and Mixed-Use Neighborhood category descriptions, modifying the General Plan Character Area Criteria Map and Character Areas Map, and adopting the Greater Airpark Character Area Plan with the addition of modified Character Area Plan land use description language as shown in Attachment 6.

Option B (Airport Advisory Commission Recommendation): Adopt Resolution No. 8476 approving Major and non-major General Plan amendments as proposed, amending the Scottsdale General Plan Land Use Map, expanding the Regional Use Overlay on the General Plan Land Use Map, revising the General Plan Land Use Employment and Mixed-Use Neighborhood category descriptions, modifying the General Plan Character Area Criteria Map and Character Areas Map, and adopting the Greater Airpark Character Area Plan with the addition of modified Character Area Plan land use description language as shown in Attachment 6, and Airpark Mixed Use without Residential (AMU) along the Scottsdale Road and 73rd Street Corridors on the Character Area Plan Land Use Map as shown in Attachment 7.

Proposed Next Steps

Should the City Council approve the General Plan amendments, staff will publish the final approved General Plan amendments and adopted Character Area Plan, as well as begin processes, such as updating the Zoning Ordinance, that will implement the approved plan’s policies.

RESPONSIBLE DEPARTMENT(S)

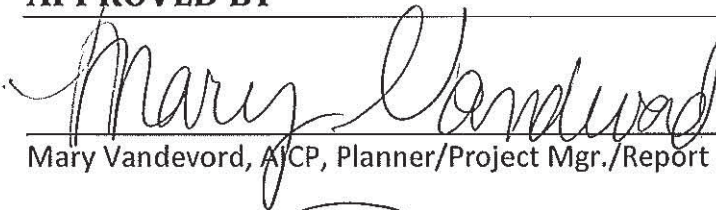
Planning, Neighborhood and Transportation Division
Long Range Planning Services

STAFF CONTACT(S)

Mary Vandevord, AICP
Planner/Project Manager
480-312-7902
E-mail: mvandevord@ScottsdaleAZ.gov

Erin Perreault, AICP
Manager, Long Range Planning Services
480-312-7093
E-mail: eperreault@scottsdaleaz.gov

APPROVED BY


Mary Vandevord, AICP, Planner/Project Mgr./Report Author

10/12/10
Date


Erin Perreault, AICP, Manager, Long Range Planning Services
(480) 312-7093, eperreault@scottsdaleaz.gov

10/12/10
Date


Connie Padian, Acting Executive Director, Planning,
Neighborhood & Transportation Division
(480) 312-2664, cpadian@scottsdaleaz.gov

10/12/10
Date

ATTACHMENTS

1. Resolution No. 8476
 - Exhibit 1: Proposed General Plan Land Use Map
 - Exhibit 2: Proposed General Plan Mixed-Use Neighborhood and Employment Land Use Category Descriptions
 - Exhibit 3: Proposed Greater Airpark Character Area Plan- October 2010
 - Exhibit 4: Proposed General Plan Character Areas
 - Exhibit 5: Proposed General Plan Character Area Criteria Map
2. Greater Airpark Aerial Map
3. Existing General Plan Land Use Map
4. Applicant's narrative
5. Scottsdale Airport 14 CFR Part 150 Noise Compatibility Study Executive Summary
6. Property-owner suggested modification to the Character Area Land Use Descriptions
7. Airport Advisory Commission Recommended Land Use (Option B)
8. Public comments received since the September 22, 2010 Planning Commission recommendation hearing.

ATTACHMENT 1

RESOLUTION NO. 8476

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A MAJOR AMENDMENT TO THE GENERAL PLAN FOR THE CITY OF SCOTTSDALE, TO AMEND THE LAND USE ELEMENT CONCEPTUAL LAND USE MAP BY CHANGING VARIOUS LAND USE CATEGORIES IN THE AREA GENERALLY BORDERED BY THUNDERBIRD ROAD, SCOTTSDALE ROAD, THOMPSON PEAK PARKWAY, AND 94TH STREET (THE "GREATER AIRPARK CHARACTER AREA"), AND AMENDING THE MIXED-USE NEIGHBORHOOD AND EMPLOYMENT LAND USE CATEGORY DESCRIPTIONS; AND ADOPTING A NON-MAJOR AMENDMENT TO THE GENERAL PLAN FOR THE CITY OF SCOTTSDALE, BY ADOPTING THE 2010 CITY OF SCOTTSDALE GREATER AIRPARK CHARACTER AREA PLAN; AMENDING THE CHARACTER AND DESIGN ELEMENT CHARACTER AREAS MAP TO DESIGNATE A GREATER AIRPARK CHARACTER AREA; AND AMENDING THE MAJOR GENERAL PLAN CHARACTER AREA CRITERIA TO DESIGNATE A GREATER AIRPARK CHARACTER AREA.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the development of the General Plan amendments, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06, transmitted to the City Council and submitted a review copy of the general plan amendment proposals to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposals, and considered comments concerning the proposed amendments and alternatives; and

WHEREAS, the Planning Commission held a remote public hearing at the City of Scottsdale Corporation Yard on August 25, 2010 and a recommendation hearing on September 22, 2010 concerning the General Plan Amendments; and

WHEREAS, the City Council, held a public hearing on October 26, 2010, and has incorporated, whenever possible, the concerns expressed by all interested persons; and

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby amends the General Plan Land Use, Element Conceptual Land Use Map for the City of Scottsdale, by changing various land use categories for the area generally bordered by Thunderbird Road, Scottsdale Road, Thompson Peak Parkway, and 94th Street (herein after referred to as the "Greater Airpark Character Area") to the corresponding land use designations set forth in the map attached hereto as Exhibit 1.

Resolution No. 8476

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Section 2. That the City Council hereby amends the General Plan Land Use Element for the City of Scottsdale to clarify the Mixed-Use Neighborhood and Employment Land Use category descriptions by adding the language shown in all-caps at the end of each corresponding land use description, as set forth in Exhibit 2, attached hereto.

Section 3. That the City Council hereby adopts the 2010 City of Scottsdale Greater Airpark Character Area Plan as an amendment to the City's General Plan, as set forth in Exhibit 3, attached hereto.

Section 4. That the City Council hereby amends the General Plan's Character and Design Element, Character Areas Map for the City of Scottsdale to include and designate the Greater Airpark Character Area, as set forth in the map attached as Exhibit 4.

Section 5. That the City Council hereby amends the General Plan's Major General Plan Amendment Character Area Criteria Map for the City of Scottsdale, to include and designate the Greater Airpark Character Area, as set forth in the map attached as Exhibit 5.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 26 day of October, 2010.

ATTEST:

CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:


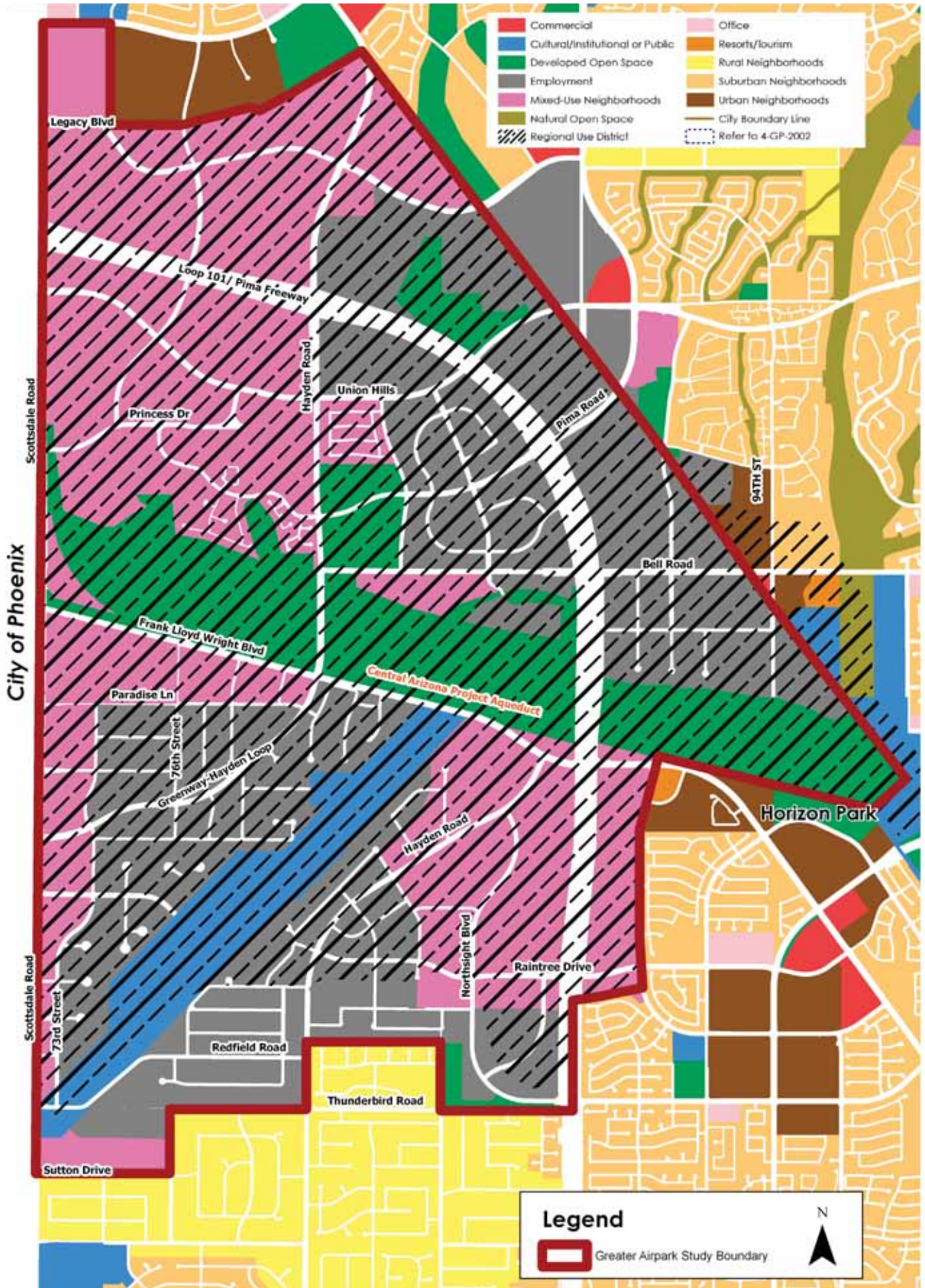
By:  _____
Bruce Washburn, City Attorney
By: Sherry R. Scott, Deputy City Attorney

EXHIBIT #1-- PAGE 1 OF 1
PROPOSED GENERAL PLAN LAND USE



PROPOSED GENERAL PLAN LAND USE DESIGNATIONS:

Land Use Element, page 71

MIXED-USE NEIGHBORHOODS: Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structure with residential above commercial or office. The Downtown area, some areas of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, and Los Arcos area, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods. **MIXED-USE MAY BE NON-RESIDENTIAL IN THE AIRPARK.**

Land Use Element, page 72

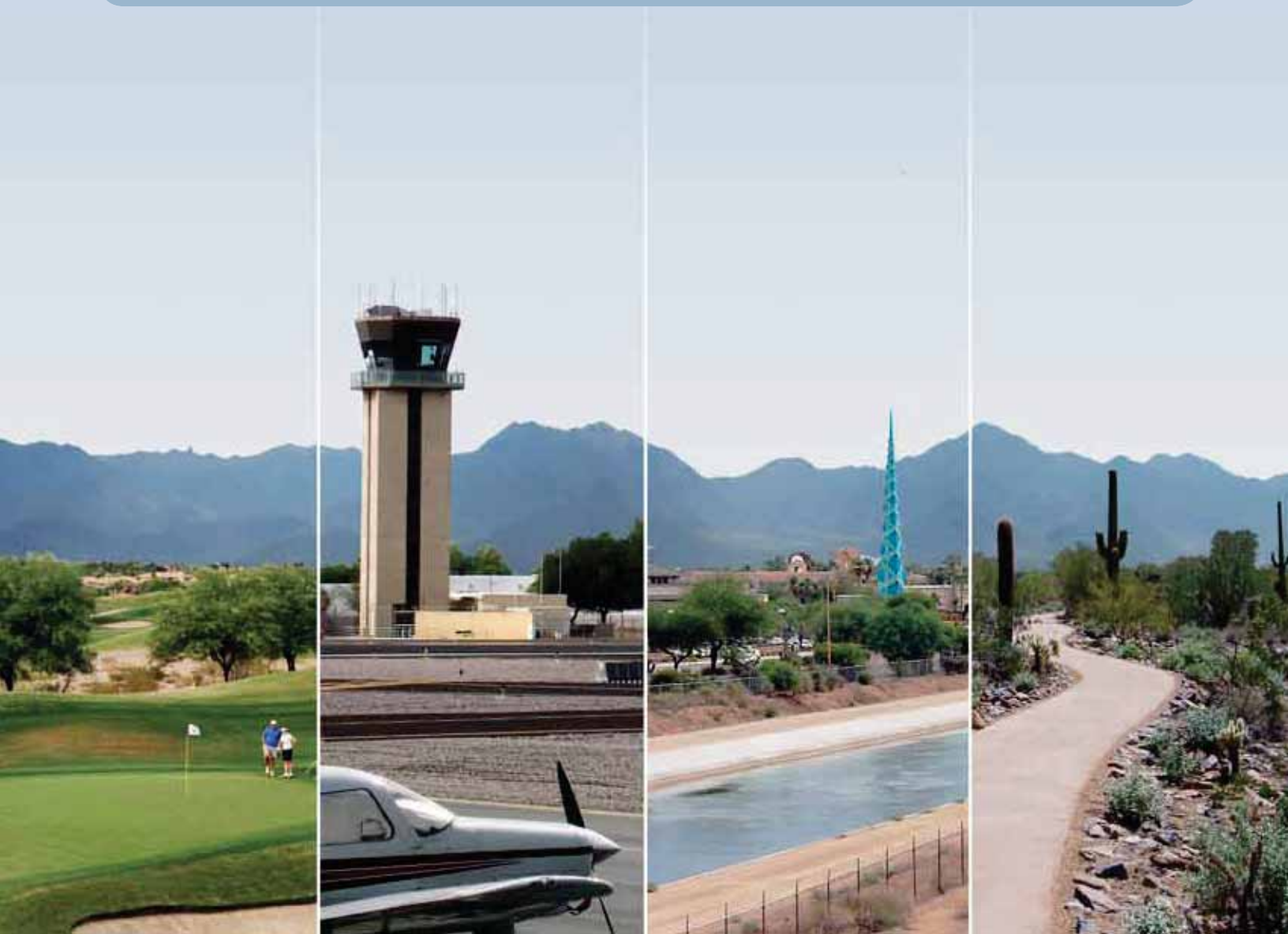
EMPLOYMENT: The employment category permits a range of employment uses from light manufacturing to light industrial and office uses. Employment areas should have access to adequate mobility systems and provide opportunities for business enterprises. Locations have been identified for employment areas where impact on residential neighborhoods are limited and access is available to labor pools and transportation facilities. Landscaping requirements may help create a park-like setting for employment. Strict development standards will protect adjacent residential areas. Major streets serving employment areas should accommodate truck traffic. Transit facilities are also needed at significant employment centers to accommodate commuters. **EMPLOYMENT MAY INCLUDE AVIATION USES.**



GREATER AIRPARK

CHARACTER AREA PLAN

FINAL PUBLIC HEARING DRAFT-OCTOBER 2010



Acknowledgements

CITY COUNCIL

Mayor W.J. “Jim” Lane
 Councilwoman Lisa M. Borowsky
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 Councilman Robert Littlefield
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EXECUTIVE COMMITTEE

David Richert, *City Manager*
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 Connie Padian, *Planning, Neighborhood & Transportation*
 LaVerne Parker-Diggs, *Human Resources*
 Alan Rodbell, *Public Safety*
 David Smith, *City Treasurer*
 Harold Stewart, *Economic Vitality*
 Sharron Walker, *City Auditor*
 Bruce Washburn, *City Attorney*
 Dan Worth, *Public Works*

Long Range Planning would also like to acknowledge the efforts of community organizations and the hundreds of community members who have worked with us over the years to develop the Greater Airpark Character Area Plan.

**LONG RANGE & CURRENT PLANNING
DEPARTMENTS GREATER AIRPARK TEAM**

Edmond Lamperez, *Project Planner*
Anabel Martinez, *Graphic Designer*
Doris McClay, *Project Planner*
Joe Peltier, *Mapping Intern*
Erin Perreault, *Long Range Planning Mgr.*
Bryan Sarchi, *Artwork/Project Planner*
Mary Vandevord, *Project Manager*
Adam Yaron, *Project Planner*

**LONG RANGE & CURRENT PLANNING
DEPARTMENTS CONTRIBUTING STAFF**

Joanie Cady, *Planner*
Brad Carr, *Senior Planner*
Tim Conner, *Principal Planner*
Ross Cromarty, *Project Coordination Liaison*
Tim Curtis, *Acting Current Planning Dir.*
Donald Hadder, Sr., *Principal Planner*
Michelle Dalton, *Systems Integrator*
Henry Epstein, *Senior Planner*
Anthony Floyd, *Senior Building Consultant*
Louisa Garbo, *Senior Planner*
Andrew Kocisky, *Sustainability Analyst*
Brandon Lebovitz, *Planning Specialist*
Keith Neiderer, *Senior Planner*
Larry Person, *Environmental Planner*
Taylor Reynolds, *Planning Specialist*
Steve Venker, *DRB Coordinator*
Kira Wauwie, *Project Coordination Liaison*
Carrie Wilhelme, *Senior Planner*
Bob Wood, *Project Coordination Liaison*

OTHER CONTRIBUTING STAFF

Kathe Anderson, *City Attorney's Office*
Tim Barnard, *Parks and Recreation*
Greg Bestgen, *Neighborhood Resources*
Madeline Clemann, *Transportation*
Susan Conklu, *Transportation*
Ashley Couch, *Stormwater Management*
Sean Duggan, *Police*
Brian Dygert, *WestWorld*
Kroy Ekblaw, *Strategic Projects*
Jennifer Graves, *Economic Vitality*
Kim Hanna, *Transportation*
Christy Hill, *Neighborhood Resources*
Jan Horne, *Neighborhood Resources*
Teresa Huish, *Transportation*
Mark Hunsberger, *Economic Vitality*
Reed Kempton, *Transportation*
Doug Mann, *Water Resources*
Gary Mascaro, *Airport*
Evelyn Ng, *Transportation*
Chris Read, *Airport*
Sherry Scott, *City Attorney's Office*
Kit Weiss, *Neighborhood Resources*
George Williams, *Transportation*

CONSULTANTS

RBF Consulting, *Public Outreach*
Gruen Gruen + Associates, *Economics*

DRAFT

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EXECUTIVE SUMMARY

Introduction

Background

Nearly thirty years have passed since the 1981 Scottsdale Airport Area Plan specifically addressed the Scottsdale Airpark from a policy level, and the Scottsdale General Plan superseded the plan in 2001. As a result of CityShape 2020 recommendations, Scottsdale has implemented Character-based General Planning. In 2007, the Scottsdale City Council endorsed a streamlined version of Character Area Planning, which includes a focus on the Greater Scottsdale Airpark, as a preferred method of updating the 2001 General Plan. Compared to the broadness of the Scottsdale General Plan, the Character Area Planning method involves more detailed goals and policies for specific geographic areas of the community.

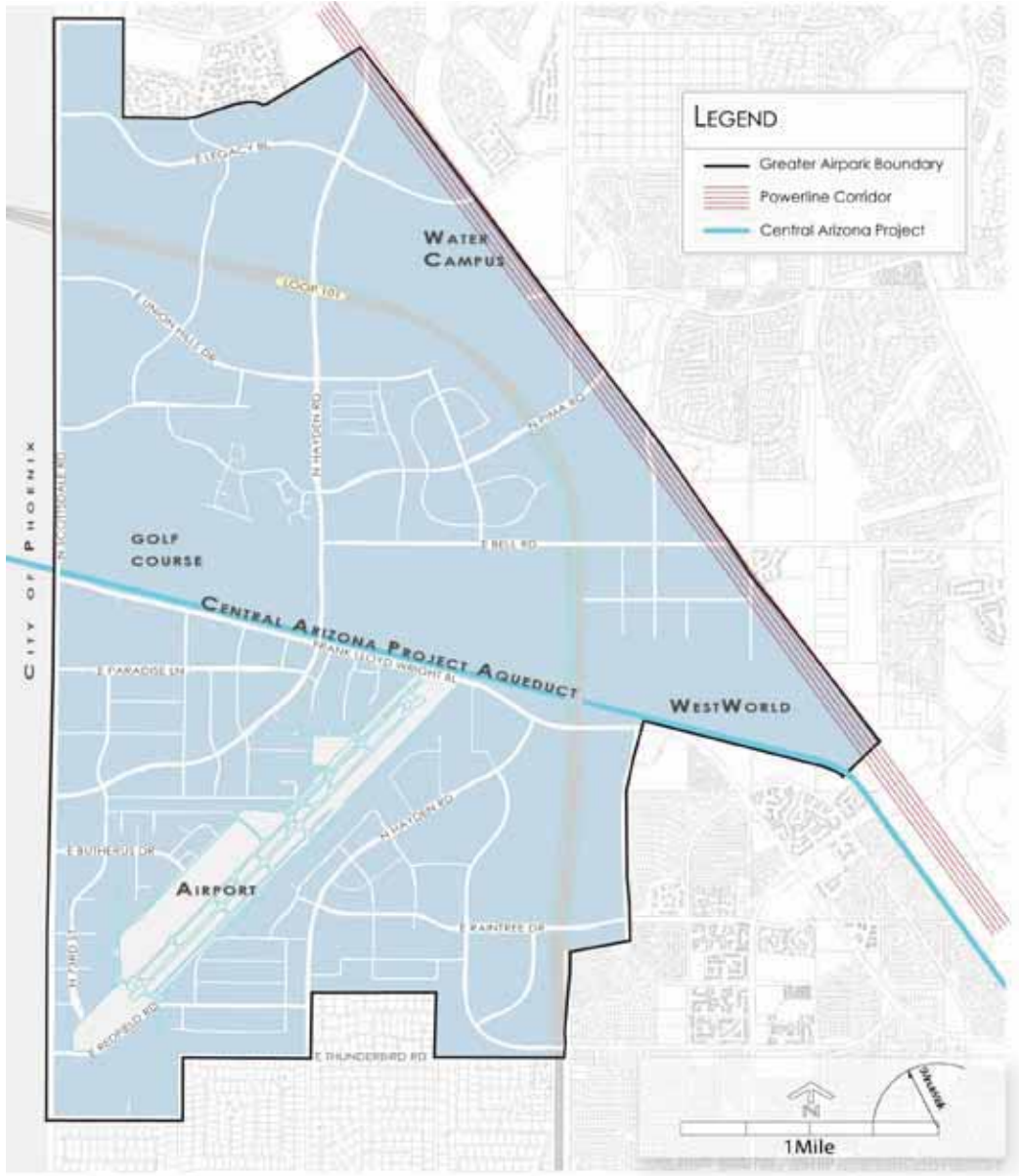
The Greater Airpark Character Area Plan is a policy document intended to guide growth and development decisions for the Greater Scottsdale Airpark. Prior plans, including the 2001 General Plan, have been successful in helping to shape the growth of portions of the Greater Airpark, both financially and physically.

Community Involvement

The process to create the Greater Airpark Character Area Plan began in May 2008 with an extensive public outreach program. The process was designed to engage a broad cross-section of the Greater Airpark community. Over 1,000 Greater Airpark community members participated in a variety of ways, including a series of business forums, large group workshops, small focus group discussions, online surveys, virtual workshops, and both individual and community group meetings with staff. Although a vast array of opinions and ideas emerged throughout the process, not all could be represented in the plan. The following represent the major themes from the community outreach efforts which are integrated into the vision and values statements, as well as the goals and policies in the plan:

- Enhance mobility and wayfinding;
- Sustain existing neighborhoods;
- Encourage a variety of land uses and activities;
- Support and expand business diversity;
- Sustain and enhance aviation;
- Encourage recreation and open space;
- Promote sustainability and “green” design;
- Enhance identity and architecture; and
- Maintain and enhance the area’s regional economic role.

GREATER AIRPARK CHARACTER AREA



Location

The Greater Airpark is located in the western-central part of Scottsdale. The area encompasses 5,400 acres (8.5 square miles) and includes the Scottsdale Airport and WestWorld. The Greater Airpark is generally bounded on the north by Thompson Peak Parkway and Grayhawk Master Planned Community; on the northeast by the power line corridor and WestWorld; on the southeast by 90th Street and Loop 101/Pima Freeway; on the south by Sutton Drive, Thunderbird Road, and residential neighborhoods; and on the west by Scottsdale Road.

Adjacent Character Areas include the Shea Corridor Character Area to the south and the McDowell Vistas Character Area to the north and northeast. The City of Phoenix borders the area on the west.

How to Use This Plan

Scottsdale General Plan – Greater Airpark Character Area

The Greater Airpark Character Area Plan is an integration of two Character Areas—Airpark Character Area and Sonoran Regional Core Character Area—per the 2001 General Plan. The General Plan established character-based planning with three distinct and interrelated levels:

- Level 1 – Citywide Planning: Incorporates policies that apply to the city as a whole.
- Level 2 – Character Area Planning: Develops Character Plans that speak specifically to the goals and special attributes of an identifiable and functional area, such as its land uses, infrastructure, design philosophy, and transitions.
- Level 3 – Neighborhood Planning: Develops Neighborhood Plans that identify and implement efforts to improve specific neighborhoods within the city.

The Greater Airpark Character Area Plan incorporates community goals and policies consistent with, but not duplicative of, the Scottsdale General Plan elements, as well as goals and policies which speak specifically to the special attributes and functions of the Greater Airpark.

Plan Purpose

The Greater Airpark Character Area Plan establishes the vision for the Greater Scottsdale Airpark and provides the basis for Greater Airpark decision-making over a twenty-year timeframe. The Character Area Plan contains explanatory goals, policies, and illustrative graphics to articulate and link the vision for the Greater Airpark and necessary implementation programs to achieve the vision. The functions of the Greater Airpark Character Area Plan include:

- Guide policy decisions related to private and public projects in the Greater Airpark;
- Maintain the Greater Airpark as a national and international center for commerce and tourism;
- Sustain and enhance the area as a major employment and aviation center;
- Provide opportunities for the private sector to assume a strong leadership role and partner with the City in building the future success of the Greater Airpark; and
- Establish an implementation framework for the Character Area Plan.



Greater Airpark Character Area Plan Chapters

The Greater Airpark Character Area Plan is comprised of a vision statement and eight supporting chapters. Chapter contents and how they support the vision are as follows:

GREATER SCOTTSDALE AIRPARK VISION – describes the community’s primary vision for the future of the Greater Airpark and establishes values that support and guide the vision.

CHAPTER 1 – LAND USE – conceptualizes the Greater Airpark as a multi-faceted hub of commerce, employment, aviation, tourism, and recreation, as well as a center for growth in Scottsdale. Mixed-use corridors, activity centers, and public spaces support a highly functioning employment area. This chapter also identifies private sector provision of public amenities and benefits in relation to development flexibility.

CHAPTER 2 – NEIGHBORHOODS AND HOUSING – recognizes the need for diverse housing types located in the area to support employment, as well as describes neighborhood stewardship.

CHAPTER 3 – AVIATION – celebrates the Scottsdale Airport and aviation’s contribution to the unique character of the Greater Airpark; in addition, it encourages continued economic success and safety of the Scottsdale Airport.

CHAPTER 4 – COMMUNITY MOBILITY – focuses on improving all types of circulation in the Greater Airpark, with emphasis on transit and alternative modes of transportation. A key component of this chapter is a partnership between the City and businesses to improve overall mobility in the area.

CHAPTER 5 – ECONOMIC VITALITY – emphasizes the Greater Airpark as a regional center for employment, as well as a national and international tourist destination. The chapter also encourages partnerships between the public and private sectors and seeks to create a quality working environment and workforce. Technology, collaboration, and efficiency are primary focuses of this chapter.

CHAPTER 6 – ENVIRONMENTAL PLANNING – promotes a sustainable and energy efficient Greater Airpark, as well as a safe and clean environment.

CHAPTER 7 – CHARACTER AND DESIGN – describes a distinct, urban environment that respects its Sonoran Desert surroundings and establishes unique defining features for integration into future development and design.

CHAPTER 8 – PUBLIC SERVICES AND FACILITIES – encourages timely investment, maintenance, and expansion of the Greater Airpark’s infrastructure, community services, and public facilities that are essential to the Greater Airpark’s long-term viability.

GREATER AIRPARK VISION STATEMENT

Vision

As a recognized destination of national and international commerce, the Greater Scottsdale Airpark will continue to evolve as an unparalleled place to do business, innovate, discover, captivate, and dwell.

The Greater Airpark Community Values...

- The positive image and unique cachet of the Greater Scottsdale Airpark;
- Opportunities for business diversity and technological innovation;
- Aviation as a defining characteristic and economic engine of the area;
- Accessibility and efficient circulation supportive of a mixed-use, regional employment center;
- Quality architecture and design reflective of a diverse, creative, and innovative environment;
- Stewardship and enhancement of adjacent residential neighborhoods;
- Special events and a range of high quality cultural amenities;
- Partnerships between the public sector and private entities to achieve community goals;
- The Sonoran Desert climate, meaningful open spaces, and unique setting of the Greater Scottsdale Airpark; and
- A sense of community and overall sustainability.

“The [Greater] Airpark has that ‘wow’ factor.”
~ Community Visioning Participant, 2008

1 • LAND USE



Introduction

The Greater Airpark Character Area Plan provides a development strategy, promoting the area as a multi-faceted hub of commerce, employment, aviation, tourism, entertainment, and recreation. As Scottsdale's largest concentration of employment, and one of the largest employment centers in the Metropolitan Area, the Greater Airpark is a critical resource in the City's continued efforts to attract well-paying jobs and revenues to sustain Scottsdale's distinguished quality of life. Increased and improved utilization of the Greater Airpark is a vital component of this effort.

Characteristics of successful employment centers often include clusters of mutually-supportive businesses, areas to relax and recreate, nearby access to a well-educated workforce, and efficient transportation systems. The vision for the Greater Airpark includes a vast mix of uses and development types that are appropriate near aviation and light industrial uses, while still providing opportunities for tourism, large events, and high-quality neighborhoods. Development standards should be modernized to accommodate new types of development and support redevelopment of older, underutilized areas. Permitted land uses must also be flexible enough to accommodate new technologies, innovative business enterprises, and market pressures without interfering with Airport operations.

The future Greater Airpark will be a highly functioning, collaborative, and sustainable area supported by mixed-use hubs of activity. To achieve this goal will require cooperation and partnerships among the City, private enterprise, and community members. Because of the Greater Airpark's position in the northeast Valley and its land use distribution, the area will naturally experience growth. This chapter will provide the framework for decision makers on how to guide the growth in a sustainable manner.

Goals and Policies

GOAL LU 1

Maintain and expand the Greater Airpark's role as a national and international economic destination through appropriate land uses, development, and revitalization.

- **Policy LU 1.1**
Maintain and expand the diversity of land uses in the Greater Airpark.
- **Policy LU 1.2**
Support a mix of uses within the Greater Airpark that promote a sense of community and economic efficiency, such as clustering similar/supportive uses and incorporating residential intended for the area's workforce, where appropriate (see Land Use Map, pg 11 and Policy NH 3.2, pg 25 for location criteria).
- **Policy LU 1.3**
Promote development intensities supportive of existing and future market needs.
- **Policy LU 1.4**
Encourage the redevelopment of underutilized land to more productive uses.
- **Policy LU 1.5**
Maintain and continue to foster dialogue between the City of Scottsdale and Arizona State Land Department to facilitate innovative use and development of State-owned land.
- **Policy LU 1.6**
Encourage the assemblage of small, inefficient parcels and the replacement of obsolete structures in the Greater Airpark utilizing strategies including, but not limited to, development flexibility and expedited processing of proposals.
- **Policy LU 1.7**
Encourage adaptive reuse of buildings.
- **Policy LU 1.8**
Prevent erosion of Greater Airpark Employment land uses through land use regulations, such as limiting retail and restaurants in areas designated for employment.



Locate offices within walking distance of restaurants and shopping to promote a convenient working environment.

GOAL LU 2

Promote the Greater Airpark as a national and international tourism destination through tourism-related land uses.

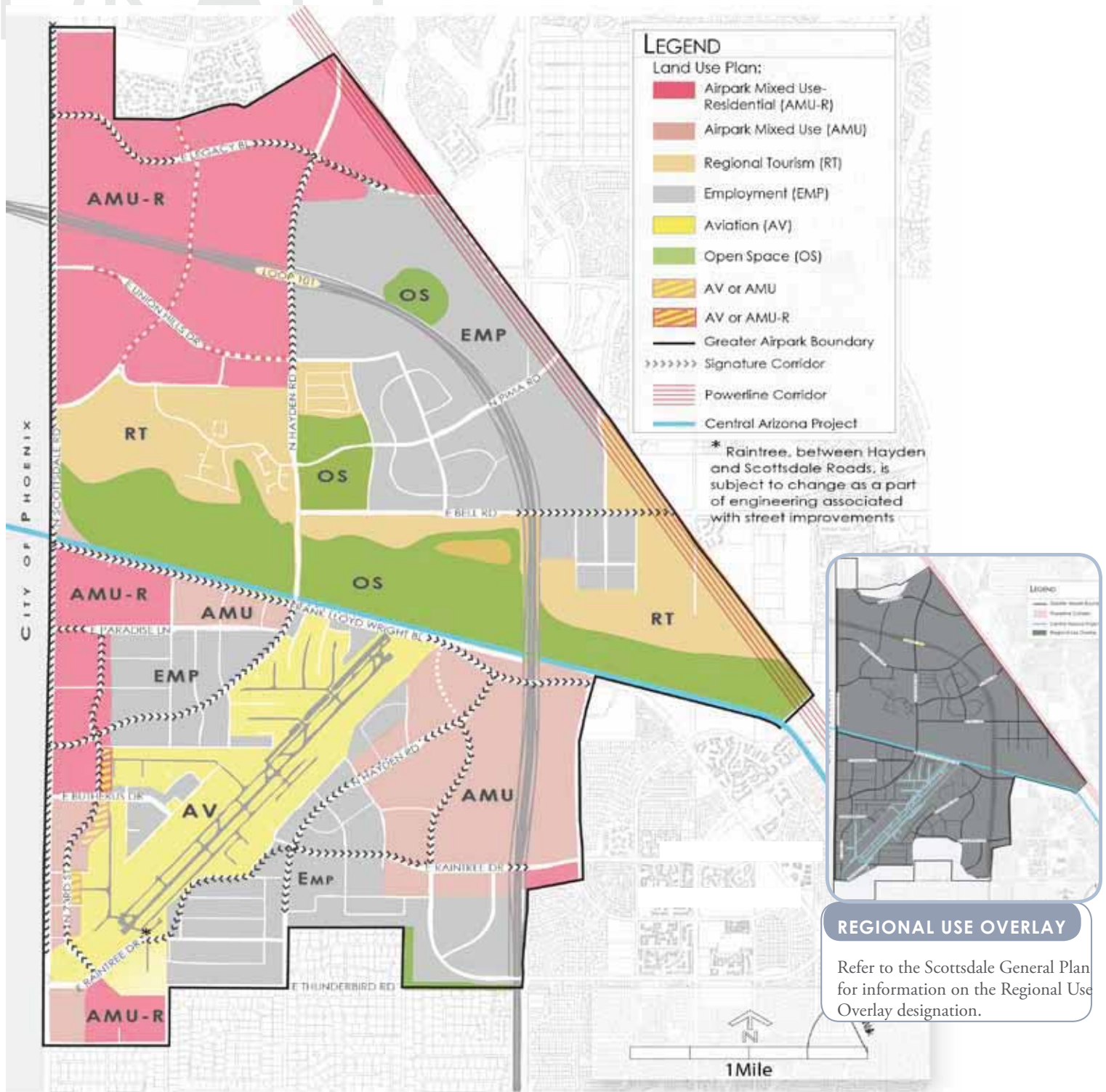
- **Policy LU 2.1**
Encourage the integration of a broad range of cultural and recreational experiences in the Greater Airpark.
- **Policy LU 2.2**
Provide flexibility in land use regulations and other incentives to attract cultural institutions and local, national, and international events to locate in the Greater Airpark.
- **Policy LU 2.3**
Maintain and enhance the Regional Tourism and Open Space Land Use Areas as major event hubs in the Metropolitan Area.
- **Policy LU 2.4**
Encourage public, as well as privately owned and operated, recreation, tourism, and entertainment land uses to enhance the local, regional, and international attraction of the Greater Airpark.
- **Policy LU 2.5**
Maintain, enhance, and expand City-operated event facilities in the Greater Airpark, such as WestWorld and the Scottsdale Sports Complex.



The Scottsdale Sports Complex is a popular destination for soccer tournaments and other sports.

Future Land Use Map

Employment (EMP)	Employment includes an array of office, commercial, warehousing, and light industrial land uses that provide opportunities for business enterprises, as well as regional and local jobs. These areas should have access to regional multi-modal transportation systems, including access for truck traffic and transit facilities. Residential is not appropriate in employment areas. Employment is appropriate adjacent to the Aviation Land Use area and within the Airport's 55 DNL areas or higher.
Aviation (AV)	The Aviation area encompasses the Scottsdale Airport and includes properties that access the Airport runway via taxiway and taxiway. Aviation and aviation-supporting uses are encouraged in this area, such as, corporate and personal aircraft hangars, fueling services, tourist/corporate accommodations, and aircraft maintenance/repair facilities. Residential and retail is not appropriate in the aviation area, except for short-term pilot sleeping quarters. Development standards should accommodate building volumes required of aviation uses.
Airpark Mixed Use (AMU)	Airpark Mixed Use areas are appropriate for a variety of non-residential uses, including a combination of business, office, employment, retail, institutional, and hotel uses. Developments in AMU areas should be pedestrian-oriented and have access to multiple modes of transportation. AMU areas should be located where transitions are needed between Aviation and Employment Land Uses to AMU-R areas.
Airpark Mixed Use-Residential (AMU-R)	Airpark Mixed Use-Residential areas are appropriate for the greatest variety of land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Developments in AMU-R areas should be pedestrian-oriented, have access to multiple modes of transportation, and should be located outside of the Airport's 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the area south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi-family rental units, and corporate housing.
Regional Tourism (RT)	The Regional Tourism area encourages the enhancement of major event facilities in the Greater Airpark, such as WestWorld, in addition to the provision of tourist attractions, cultural amenities, recreational opportunities, offices, tourist accommodations, and tourism-serving residential (in appropriate and limited locations, i.e. outside of the 55 DNL and west of Loop 101). While this designation comprises mostly medium-scale development in the Greater Airpark, development scale flexibility may be appropriate for tourist accommodations, offices, and cultural facilities that complement the area's character and activities. Development in this area should have access to regional transportation systems. Tourism-serving residential and other sensitive uses should include adequate sound attenuation.
Open Space (OS)	Open space areas are appropriate for parks, golf courses, and multi-use detention basins, as well as the preservation and enhancement of major recreational facilities in the Greater Airpark, such as the TPC Golf Course, Scottsdale Sports Complex, and portions of WestWorld.
Signature Corridor	Signature Corridors designate areas with the greatest potential for activity, new development, revitalization, and enhanced multi-modal connections. In employment areas, this designation provides flexibility for support uses, such as shops, restaurants, and fitness centers. In regional tourism and mixed-use areas, it seeks to encourage active uses, such as restaurants, entertainment, and retail, on the ground floor and/or closer to the street or pedestrian ways.
Hatching	Hatching indicates locations where it is appropriate to develop as either one land use or the other land use in the future. Amendments to the General Plan are not necessary to develop as either land use type.



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review. Signature Corridors are also illustrated on page 58 of the Character and Design Chapter.

GREATER AIRPARK FUTURE LAND USE

The Future Land Use Map guides the aspirational land uses and character of specific portions of the Greater Airpark. Policies for each designation are denoted in the Land Use, Aviation, and Character and Design Chapters. See page 58 for streetscape map for all Signature Corridors.

GOAL LU 3

Sensitively transition land use, scale, and intensity at the Greater Airpark boundary in areas adjacent to lower-scale residential neighborhoods.

- **Policy LU 3.1**

The scale of existing residential development should be acknowledged and respected through a sensitive edge buffer, which may include transitional development standards, landscape buffers, and sensitive architectural design solutions.



Though there are many solutions, thick vegetation is one way to buffer between residential and commercial uses.



Building stepback is another possible solution to sensitive edge buffering.



Open space is another way to sensitively transition from the Greater Airpark to residential neighborhoods.

GOAL LU 4

Utilize development types to guide the physical and built form of the Greater Airpark (See Development Types Map, pg 17).

- **Policy LU 4.1**
Encourage medium-scale Type A development in areas appropriate for transitions from Types B and C development to lower-scale areas in and adjacent to the Greater Airpark Character Area.
- **Policy LU 4.2**
Promote larger-mass Type B development in and around the Aviation Land Use Area and at WestWorld.
- **Policy LU 4.3**
Encourage higher-scale Type C development in areas with access to major transportation corridors and where lower-scale residential areas will be buffered from higher-scale development.
- **Policy LU 4.4**
Support transitions in scale between development types.
- **Policy LU 4.5**
Greater visual variety and architectural interest should be considered in the design of the Greater Airpark's tallest buildings (Regional Core), particularly at the pedestrian level.
- **Policy LU 4.6**
Transitions between development types should incorporate a blending in context of each development type, and integrate the characteristics between them through appropriate site and building design.
- **Policy LU 4.7**
Encourage greater visual variety between employment/commercial land uses and residential neighborhoods, and avoid continuous building shapes and mass adjacent to residential neighborhoods.

GOAL LU 5

Encourage Greater Airpark development flexibility.

• **Policy LU 5.1**

Update and provide greater flexibility in development regulations to achieve the goals of the Greater Airpark Character Area Plan and encourage revitalization in the area.

• **Policy LU 5.2**

Greater Airpark public amenities and benefits should be provided by the private sector when development bonuses, such as increased floor area, greater intensity, greater height, development standard flexibility, and/or street abandonment are considered. Potential public amenities and benefits may include, but are not limited to:

- New/expanded usable open space areas;
- Linkages to planned or existing trails and/or paths;
- Transit and/or other mobility enhancements, including bicycle and pedestrian amenities;
- Workforce housing (where appropriate);
- Infrastructure improvements;
- Regional tourism facilities or accommodations;
- Green building standards, such as LEED certification;
- Gateway and/or landmark intersection enhancements;
- Integrated daycare facilities;
- Public/shared/park-and-ride parking facilities;
- Net-zero/significant energy efficiency and/or on-site alternative energy generation for multiple properties; and/or
- Area stormwater infrastructure.



Hangars generally require larger building mass, fewer parking spaces, and less open space than other land uses.

- **Policy LU 5.3**

Consider modification to the Greater Airpark boundary on a case-by-case basis, when it has been demonstrated that such modification results in the achievement of the goals and policies set forth in the Greater Airpark Character Area Plan. The following criteria will be considered in potential modification:

- Expansion should be contiguous to the existing Greater Airpark Character Area Plan Boundary;
- A sensitive edge buffer should be incorporated if the boundary is expanded adjacent to a residential area; and
- The expansion/modification should advance the core values of the Greater Airpark Character Area Plan, such as job creation, regional tourism, business retention, aviation, and access to adequate infrastructure.

- **Policy LU 5.4**

Modify development standards to support properties with direct access to taxiways to support revitalization of aeronautical-use buildings, such as hangars.

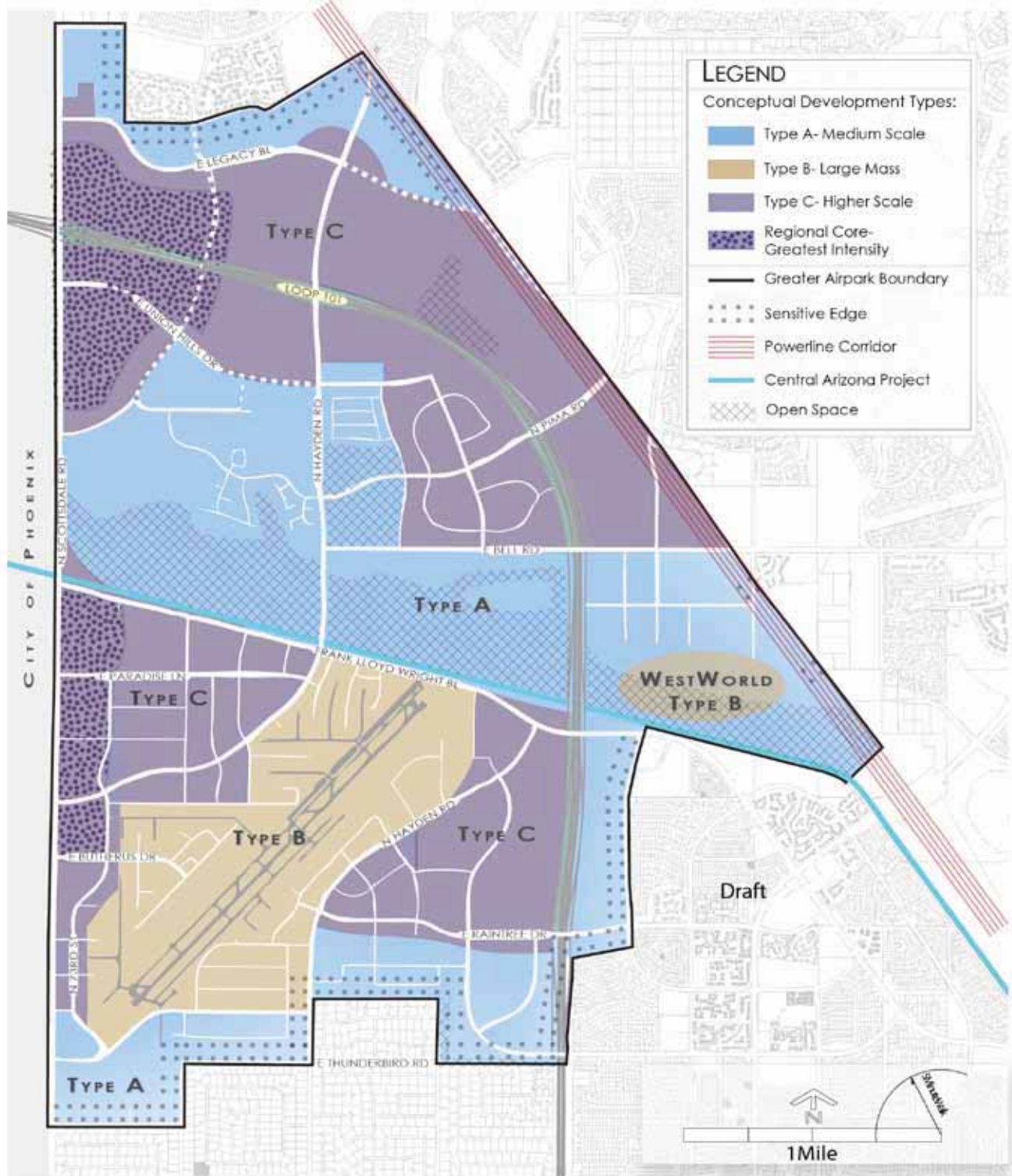
- **Policy LU 5.5**

Promote flexibility of land uses when it can be demonstrated that new land uses are viable in serving a regional market, such as corporate headquarters, tourism, and educational campuses.

Conceptual Development Types Map

- Type A Type A development denotes areas appropriate for medium-scale developments. Type A may represent lower-scale residential developments existing in the area north of the Central Arizona Project Aqueduct and south of the Loop 101 Freeway. In other areas of the Greater Airpark, Type A may represent developments that are of a higher-scale than uses on the outside of the Greater Airpark boundary but of a lower-scale than in Type B or C areas.
- Type B Type B development denotes areas appropriate for continuous building forms, medium- to higher-scales, and fewer open spaces between buildings. These areas are typically associated with aircraft hangars and warehousing/industrial buildings, and large event centers and are encouraged in and around the Aviation Land Use Designation, where large convention and event facilities are appropriate (i.e. WestWorld), and in areas with access to multiple modes of transportation.
- Type C Type C development represents medium- to higher-scale development, which supports pedestrian activity in the Greater Airpark. Type C is encouraged in areas with access to multiple modes of transportation, served by regional transportation networks (i.e. freeways or transit corridors), and where the scale will complement the area’s character. Type C development is appropriate in areas next to both Types A and B development. Type C is not recommended immediately adjacent to the Scottsdale Airport.
- Sensitive Edge (SE) The sensitive edge denotes areas appropriate for transitions of land use, development scale, and development types between the Greater Airpark Character Area and lower-scale residential areas along the Greater Airpark boundary. Transitions may include, building height stepbacks, increased setbacks, vegetated buffers, open space buffers, and/or other sensitive solutions.
- Regional Core (RC) The Regional Core designation denotes areas appropriate for the greatest development intensity in the Greater Airpark to support major regional land uses. Regional Core is only appropriate in Type C areas that are or will be served by high-capacity transit or a freeway. Regional Core areas should not be located adjacent to single-family residential areas or within Type A or B development areas.

Development Type	Scale	Mass	Building Intensity
SE	Lower	Lower to Medium	Lower
Type A	Medium	Medium	Medium
Type B	Medium to Higher	Large and/or Continuous	Higher
Type C	Medium to Higher	Varies	Medium to Higher
RC	High to Highest	Varies	High to Highest



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review.

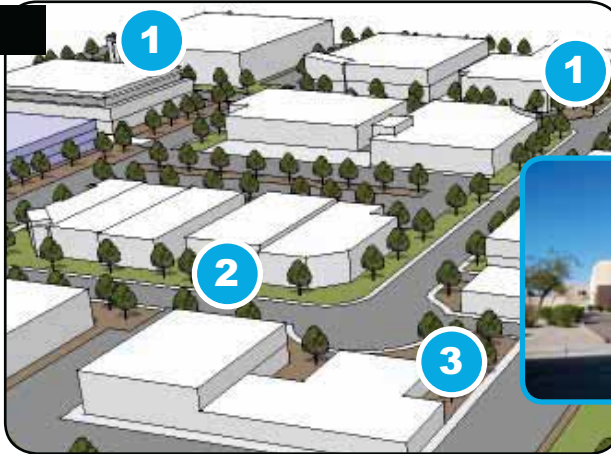
GREATER AIRPARK DEVELOPMENT TYPES

Development Types guide the physical form of the Greater Airpark, and policies for each type are denoted in the Land Use Chapter.

Employment / Type A Example

Type A development represents medium-scale development. It is appropriate adjacent to lower-scale residential development and in the Regional Tourism Land Use Area.

- {1} Type A building scale should transition from medium to higher scale closer to Types B and C (Policy LU 4.4)
- {2} Trees and other vegetation can soften longer commercial building masses and help to reduce the heat island effect (Policy LU 3.1)
- {3} The provision of open space is one option when seeking development bonuses, like increased height (Policy LU 5.2)

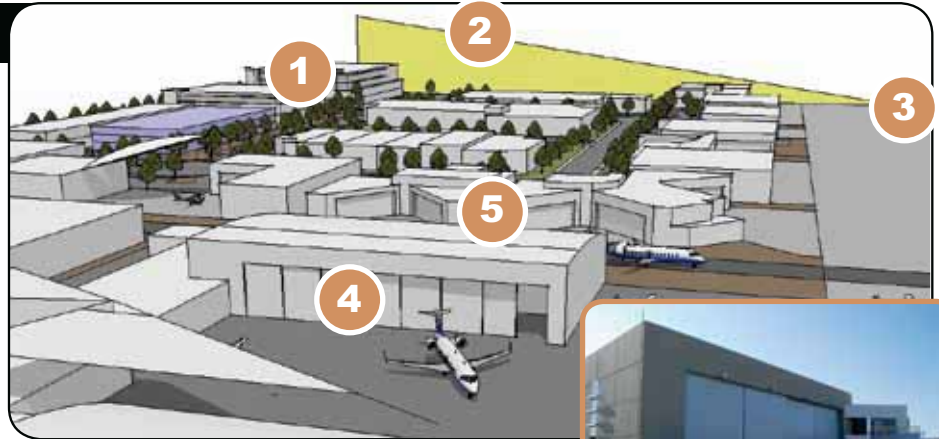


This graphic is conceptual only and is intended to visually describe concepts in the Greater Airpark Character Area Plan. It does not constitute regulatory standards. All developments are subject to Development Review Board approval.

Aviation / Type B Example

Type B development represents larger-mass buildings, such as hangars and regional event facilities.

- {1} Higher scale buildings as Type B transitions to Type C (Policy LU 4.4)
- {2} FAA Part 77 Regulations allow for greater building heights farther from the runway (Policy A 2.3)
- {3} Runway
- {4} Continuous building mass with form following function (Policy LU 4.2)
- {5} Minimal open space between buildings, high building intensity (Policy LU 4.2)

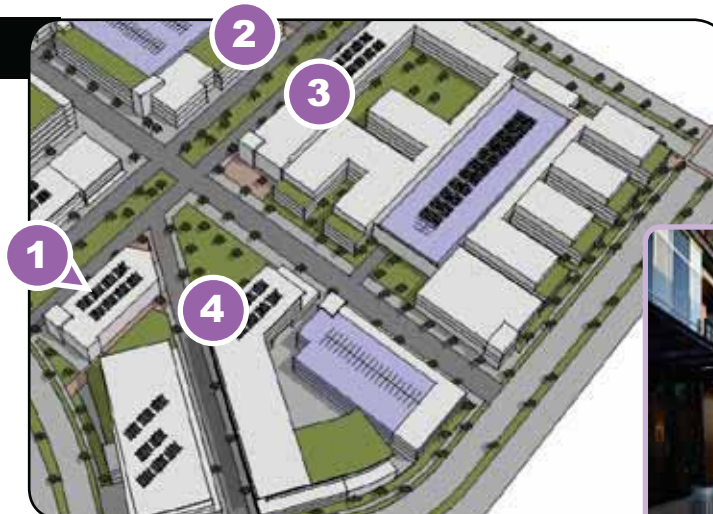


This graphic is conceptual only and is intended to visually describe concepts in the Greater Airpark Character Area Plan. It does not constitute regulatory standards. All developments are subject to Development Review Board approval.

Mixed Use / Type C Example

Type C development represents taller buildings with varying mass and a pedestrian orientation.

- {1} Solar panels (Policy EP 1.9)
- {2} "Green" roofs help to reduce the amount of stormwater infrastructure needed in intense Type C areas (Policy EP 6.5, LU 4.3)
- {3} Mid-block connections provide easier pedestrian, bicycle, and vehicular access (Policy CD 1.1)
- {4} Meaningful open spaces provide functional relief and balance higher-scale developments (Policy LU 8.4)



This graphic is conceptual only and is intended to visually describe concepts in the Greater Airpark Character Area Plan. It does not constitute regulatory standards. All developments are subject to Development Review Board approval.

GOAL LU 6

Promote the Greater Airpark as a mixed-use economic and aviation-based employment center that is complementary to Downtown Scottsdale, the city's premier cultural, civic, and residential mixed-use core.

• Policy LU 6.1

Prioritize employment uses over residential uses in the Greater Airpark.

• Policy LU 6.2

Complement the Greater Airpark business environment with institutions of higher learning, such as university campuses, vocational/trade schools, and business schools.

• Policy LU 6.3

Retail and service uses in Airpark Mixed Use and Regional Tourism Land Use Areas should serve local, as well as regional, markets.

• Policy LU 6.4

Enforce and modify development standards and building codes to enhance compatibility of residential uses with aviation and employment, and buffer existing industrial and aviation uses from new and existing residential development. Examples include, but are not limited to:

- Sound attenuation measures in the building code;
- Maximum heights in certain areas;
- Required notification of Airport proximity;
- Noise disclosures and avigation easements for properties within the Greater Airpark;
- Compliance with lighting standards set forth by the Federal Aviation Administration (FAA) and in the Scottsdale Design Standards and Policies Manual; and
- Discouragement of residential development in certain areas (see Land Use Plan, pg 10 and Policy NH 3.2, pg 25).

• Policy LU 6.5

In accordance with the Airport's Part 150 Noise Compatibility Study, require avigation easements and fair disclosure statements for all new and redevelopment projects in the Greater Airpark.

GOAL LU 7

Develop an interconnected network of Signature Corridors (See Land Use Plan Map, pg 11) to support the Greater Airpark as a place for meeting, creating, shopping, learning, as well as working.

- **Policy LU 7.1**

Encourage growth along corridors with the greatest potential for activity, new development, revitalization, tourist attractions, and enhanced multi-modal connections.

- **Policy LU 7.2**

Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.

- **Policy LU 7.3**

Encourage and incentivize revitalization along Signature Corridors, particularly south of the Central Arizona Project Aqueduct.

- **Policy LU 7.4**

Integrate entertainment, education uses, cultural uses, and tourist attractions along Signature Corridors.



Signature Corridors should promote pedestrian activity, provide destinations, and incorporate mixed-use development.

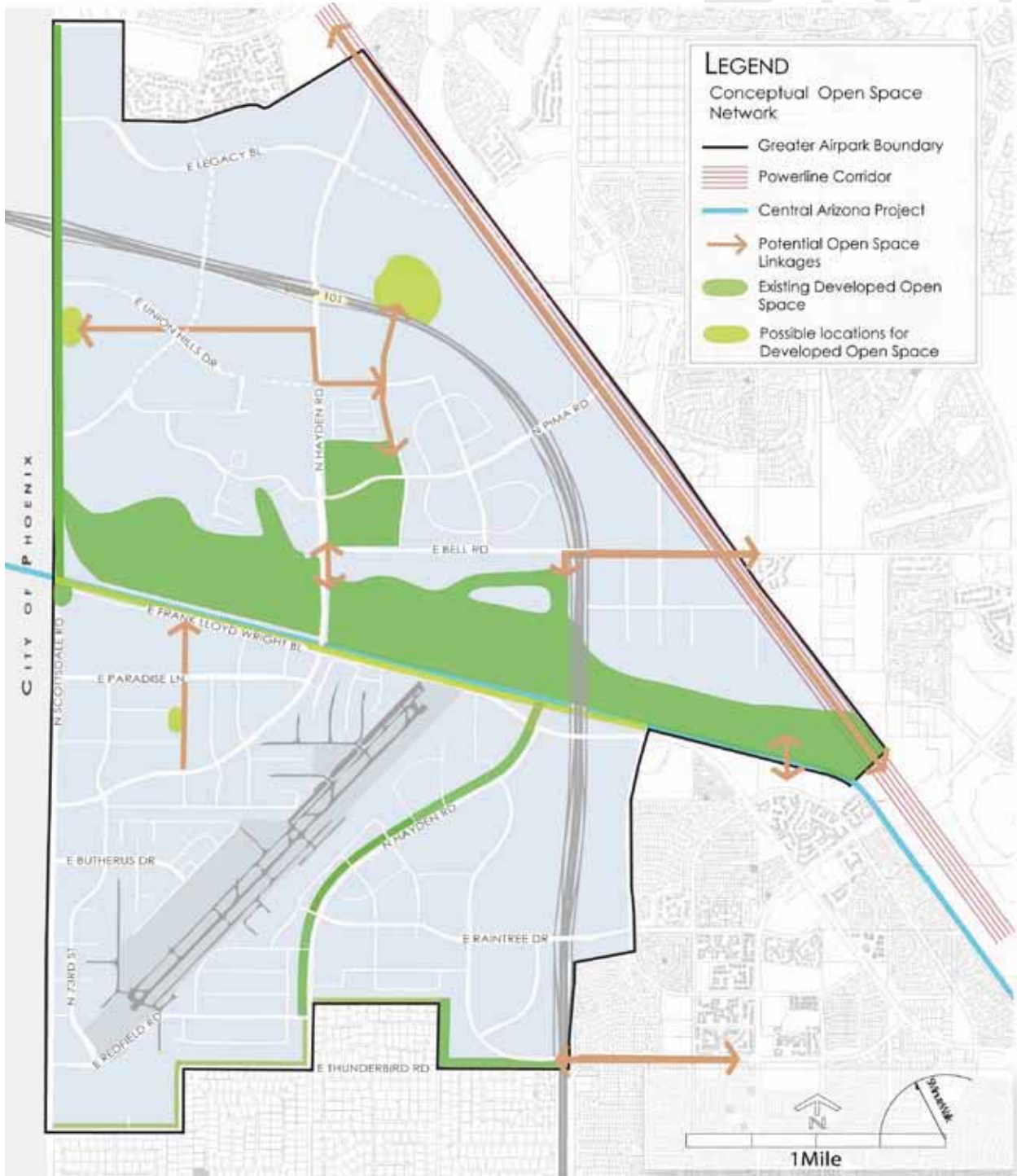
GOAL LU 8

Create an interconnected network of meaningful open spaces within the Greater Airpark.

- **Policy LU 8.1**
Recognize and promote the value of usable open space as part of the community's quality of life.
- **Policy LU 8.2**
Sustain and enhance meaningful open space corridors within the Greater Airpark.
- **Policy LU 8.3**
Promote public/private partnerships in the design of development plans that provide functional urban open spaces, such as plazas and pocket parks, within and between projects.
- **Policy LU 8.4**
Provide parks and open spaces that provide functional relief to workers, residents, and visitors that are easily accessible, and serve as focal points in the Greater Airpark community.
- **Policy LU 8.5**
Link the Greater Airpark to existing and planned citywide and regional open spaces, trails, and path systems.
- **Policy LU 8.6**
Collaborate with other governmental agencies to preserve and protect regional open space and to acquire, develop, fully maintain, and operate regional facilities.



Well-designed urban open spaces can provide functional relief to area workers and residents.



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review.

GREATER AIRPARK OPEN SPACE NETWORK

The conceptual open space network links existing and potential Greater Airpark open spaces, as well as regional open spaces, such as the Central Arizona Project Aqueduct Shared-Use Path System.

2 • NEIGHBORHOODS AND HOUSING



Introduction

Vibrant and healthy communities offer a solid balance between strong families and a thriving, sustainable economy. Communities in which people can work and recreate in near home, help to promote healthy lifestyles, reduce vehicular traffic, lessen parking demand, and improve regional air quality. Residing close to work also provides businesses access to an employee pool and allows residents to spend less time commuting to and from work.

Continuing the Greater Airpark's tradition of robust economic activity, complemented by its residents' strong sense of community, remains a priority for the City of Scottsdale. While recognizing that the Greater Airpark is primarily a center for employment and aviation, the ability for workers to live near their places of employment, is important to the future economic success of the area. This chapter provides guidance for the development of a variety of housing types within the Greater Airpark in proximity to employment, recreation, and shopping.

Responding to the needs of current and future Greater Airpark residents is also a significant component of the Greater Airpark Character Area Plan. For decades, Scottsdale has provided an excellent physical and social environment for its residents. Continuing to maintain the quality of existing housing and neighborhoods, as well as buffering the impacts of commercial, industrial, and aviation uses upon neighborhoods in and around the Greater Airpark, is important to maintaining a high quality of life in Scottsdale.

Goals and Policies

GOAL NH 1

Maintain existing residential neighborhoods within and surrounding the Greater Airpark.

- **Policy NH 1.1**
Preserve the character, scale, and quality of established residential neighborhoods.
- **Policy NH 1.2**
Ensure adequate residential and commercial property maintenance practices are implemented to maintain the quality of existing neighborhoods.
- **Policy NH 1.3**
Maintain high property maintenance standards within the Greater Airpark.
- **Policy NH 1.4**
Buffer existing residential neighborhoods from the spillover of industrial and commercial land uses.



Rural Neighborhoods to the South of the Greater Airpark feature large lots and an equestrian lifestyle.

GOAL NH 2

Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed-use developments, while being respectful of the Greater Airpark as an aviation-based employment center.

- **Policy NH 2.1**
Encourage developments, in Airpark Mixed Use Future Land Use Areas (AMU and AMU-R), to provide support services for current and future Greater Airpark residents, such as local markets, drugstores, and other essential services.
- **Policy NH 2.2**
Encourage a variety of urban dwelling types and mixed-use development in areas designated Airpark Mixed Use-Residential in the Greater Airpark Character Area Future Land Use Plan that are compatible with and support the aviation and employment uses of the Greater Airpark.
- **Policy NH 2.3**
Incorporate gathering spaces and recreational opportunities into the design of mixed-use development to support a high quality of life for Greater Airpark residents.
- **Policy NH 2.4**
Promote opportunities for parks, open space, and trail connections within new mixed-use development and as a part of the redevelopment of existing property.



Street cafes provide opportunities for residents, as well as employees, places to eat and relax.

GOAL NH 3

Encourage residential development that supports the local and regional employment-based land uses in the Greater Airpark.

- **Policy NH 3.1**

Encourage thoughtful and creative residential development that enhances, supports, and is sensitive to Airport operations and the Greater Airpark’s identity as an employment center.

- **Policy NH 3.2**

Incorporate residential into Airpark Mixed Use-Residential Future Land Use Areas to reduce traffic congestion, improve air quality, and provide opportunities for workforce housing where:

- Dwellings will not be adjacent to industrial uses that could be in conflict with residential uses;
- Dwellings will not lie within the 55 day-night average noise level (DNL) or higher areas established by the FAA; and
- Multi-modal transportation options will be incorporated into residential design.

- **Policy NH 3.3**

Support the integration of workforce housing and a diversity of dwelling types within the Greater Airpark.

- **Policy NH 3.3.1**

Encourage residential development for a variety of income groups, in appropriate Greater Airpark locations, and in surrounding areas.

- **Policy NH 3.3.2**

Develop a variety of urban dwelling types, including condominiums, apartments, townhomes, lofts, time-shares, patio homes, and work-live and/or live-work units.

- **Policy NH 3.3.3**

Encourage live-work units in Airpark Mixed Use-Residential and Regional Tourism Future Land Use Areas in the Greater Airpark.



Mixed-use developments can provide opportunities for living close to work, such as these apartments located above businesses.

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3 ● AVIATION



Introduction

Aviation has had strong roots in Scottsdale since World War II, when a consortium of private investors initiated a program to train aviators for the U.S. Army Air Corps and British Royal Air Force. Since that time, the Scottsdale Airport has evolved into a thriving, corporate aviation facility for area businesses and residents. The Greater Airpark Character Area Plan is intended to celebrate the Scottsdale Airport's rich history in the community.

Aviation is not only important to the community but also to the economic health of the Greater Airpark and City of Scottsdale. Aviation plays a vital role in the country's transportation system and provides support for emergency services, business access, and the general aviation and tourism industries. Many businesses charter or own aircraft—some even have direct access to a taxiway, also known as “through the fence operations.” “Through the fence operations” provides speed, flexibility, and cost-efficiency for business operations, in addition to linking multiple business locations and reaching existing and potential customers. Many community members also utilize the Airport for leisure, traveling among various states and countries.

The goals and policies in this chapter promote a safe, environmentally responsible, and financially self-sustaining airport. The Aviation Future Land Use Area is offered as a prime location for aviation-related businesses, as well as corporate and private hangars. Continual facility planning and economic evaluation of the airport are critical to the area's future success. These policies foster a thriving, unique airport, and Aviation Future Land Use Area, thus linking Scottsdale and the Greater Airpark to the world.

Goals and Policies

GOAL A 1

Sustain and enhance the Scottsdale Airport as the preeminent, upscale aviation facility in the Metropolitan Area and a major economic component of the Greater Airpark.

- **Policy A 1.1**
Promote the Scottsdale Airport as essential to national and international businesses operating to and from Scottsdale.
- **Policy A 1.2**
Promote the Greater Airpark to national and international corporations as an ideal central locale for corporate headquarters with Airport and through-the-fence taxilane access amenities.
- **Policy A 1.3**
Maintain and enhance the Scottsdale Airport's luxury image through facility improvements, events, and marketing programs.

GOAL A 2

Foster safe, efficient, and environmentally responsible operation of the Scottsdale Airport to accommodate various aviation needs and employment/commercial services.

- **Policy A 2.1**
Update, implement, and maintain the Airport Master Plan, Strategic Business Plan, Airport Layout Plan, and Part 150 Noise and Land Use Compatibility Study, to address land use compatibility, noise issues, environmental impacts, and safety considerations and to remain economically competitive in the region, as well as the nation.
- **Policy A 2.2**
Continue to enforce local regulations related to land use planning around the Airport.
- **Policy A 2.3**
Develop height limitations for development that are consistent with Federal Aviation Regulations Part 77 and the Airport's Runway Protection Zones (RPZ), and prohibit hazardous structures from encroaching upon any airspace surfaces defined by these regulations.
- **Policy A 2.4**
Continue to explore enhancements that allow efficient Airport operations that also respect the surrounding residential community.
- **Policy A 2.5**
Facilitate community relations among aviation users, neighboring residents, and businesses through on-going outreach and events.

GOAL A 3

Maintain and enhance aviation uses in the Aviation Future Land Use Area.

- **Policy A 3.1**
Encourage aviation-supporting businesses to locate within the Aviation Future Land Use Area and along taxilanes.
- **Policy A 3.2**
Encourage the preservation, redevelopment, and enhancement of “through the fence operations” properties.
- **Policy A 3.3**
Discourage non-aviation uses in the Aviation Future Land Use Area.
- **Policy A 3.4**
Increase security of taxilanes to preserve through-the-fence operations.



A unique aspect of the Greater Airpark is private property access to taxilanes, also known as “through the fence operations”.

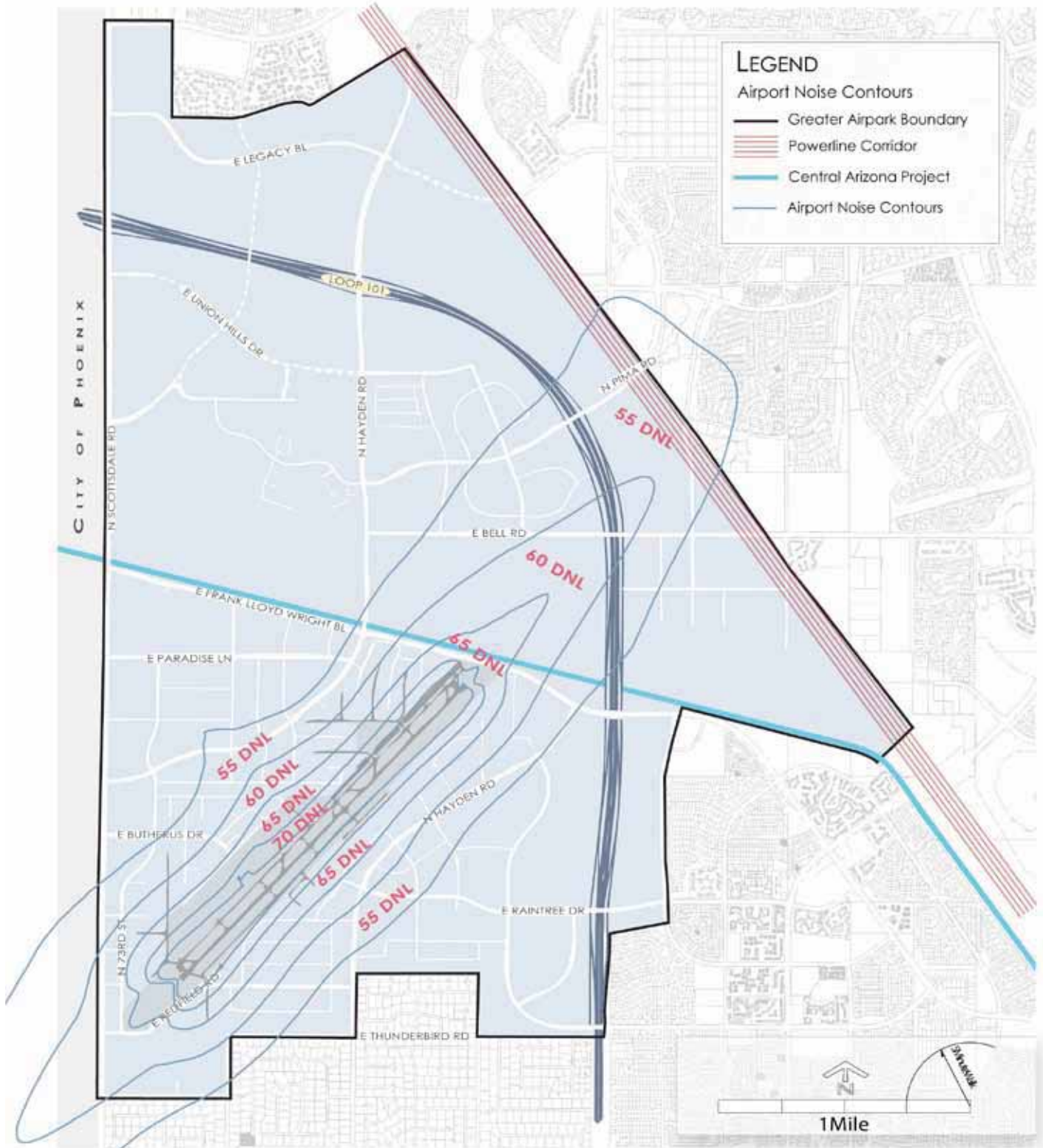
GOAL A 4

Promote aviation as a unique, identifiable characteristic of the area.

- **Policy A 4.1**
Integrate public and private art and exhibits that celebrate aviation in the Greater Airpark.
- **Policy A 4.2**
Sponsor and encourage community events centered on understanding aviation and its heritage in the community.
- **Policy A 4.3**
Promote Airport and aviation heritage through aviation-related street naming, special monuments, and other unique features to enhance the Greater Airpark’s identity.



Signs and art which celebrate aviation could promote a unified identity to the area.



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review. See Airport Master Plan Part 150 Study for more information on noise.

SCOTTSDALE AIRPORT NOISE CONTOURS (2009)

Noise contours surrounding the Scottsdale Airport denote day-to-night (DNL) average noise levels. Noise sensitive uses are not encouraged in 55 DNL and higher areas. These contours are often updated to reflect new noise levels as a result of new aircraft technologies.

4 ● COMMUNITY MOBILITY



Introduction

As with every community, the ability to move efficiently from place to place is essential to overall economic health and vitality. As a major employment center, priorities for Greater Airpark mobility include ease of access, traffic flow, and adequate parking. Successful employment centers are those where land uses are conveniently connected to each other, easily accessed by major thoroughfares, and, above all, focus on providing a high-quality, convenient transit system.

The Greater Scottsdale Airpark is not only a destination for employees, but visitors, shoppers, and local residents as well. This diversity of travelers requires a complete, integrated circulation network connecting local and regional destinations. A successful circulation system will fulfill the needs of pedestrians and bicyclists, make transit a highly desirable and efficient mode of travel, continue to provide excellent access to and from the Loop 101 Freeway system, and provide appropriate parking solutions for all types of visitors. Transit is among the highest of priorities to accomplish the goals and policies set forth in the Greater Airpark Character Area Plan.

As with many other components of the Greater Airpark Character Area Plan, collaboration among the City, businesses, employees, property owners, and other Greater Airpark community members is essential to the successful implementation of this element.

Goals and Policies

GOAL CM 1

Strengthen transit in the Greater Airpark as the primary means of reducing vehicular traffic congestion, minimizing parking constraints, promoting environmental stewardship, and, as a result, improving regional air quality.

- **Policy CM 1.1**
Enhance Greater Airpark connections to local and regional public transportation systems.
- **Policy CM 1.2**
Promote common parking areas connected to public transit that will serve employees, residents, and visitors to the Greater Airpark and surrounding areas.
- **Policy CM 1.3**
Enhance local bus route service frequency and hours of operation to better serve the employment core and tourist destinations.
- **Policy CM 1.4**
Integrate additional transit routes in areas identified as Signature Corridors, to serve their associated mix of experiences, and other streets in the Greater Airpark, as needed.
- **Policy CM 1.5**
Support the development of a Greater Airpark circulator and transit centers, through public and private partnerships.
- **Policy CM 1.6**
Improve transit access from Loop 101 High Occupancy Vehicle (HOV) lanes to the Greater Airpark.
- **Policy CM 1.7**
Encourage companies to provide “after hours” transportation, and other guaranteed ride-home programs, for employees who commute by using modes other than single-occupant vehicles.



Circulators, like the Scottsdale Trolley (pictured), can help move people around the Greater Airpark efficiently and comfortably.



Bus route wait time displays make transit use more convenient and user-friendly.
Photo source: Nextbus.



Transit facility designs should provide air circulation and shading.

- **Policy CM 1.8**

Incorporate Scottsdale Sensitive Design Principles, public art, adequate shading, proper air circulation and ventilation, seating orientation, and other climactic comforts into the design of transit facilities to enhance transit-user experiences and overall Greater Airpark aesthetics.

- **Policy CM 1.9**

Ensure transit-user safety, convenience, and comfort in the design of Greater Airpark transit facilities by using, for example, adequate lighting, universal accessibility, transit route information, and time displays.

- **Policy CM 1.10**

Support and achieve Greater Airpark Character Area Plan mobility goals through establishment of a Greater Airpark Transportation Management Authority (TMA) with the intent to reduce travel and parking demand in the area.



GOAL CM 2

Holistically manage the supply of existing and future parking in the Greater Airpark.

- **Policy CM 2.1**

Continue to promote shared-parking in all existing and future developments.

- **Policy CM 2.2**

Create parking management districts served by transit in the Greater Airpark to effectively manage the supply of parking in the area, particularly in mixed-use areas.

- **Policy CM 2.3**

Provide preferred parking facilities for bicycles, carpool vehicles, vanpool vehicles, and motorcycles.

- **Policy CM 2.4**

Partner with area businesses and property owners to accommodate overflow parking to serve special events and regional attractions, such as WestWorld and the Tournament Players Club Golf Course.



GOAL CM 3

Improve vehicular traffic circulation in the Greater Airpark.

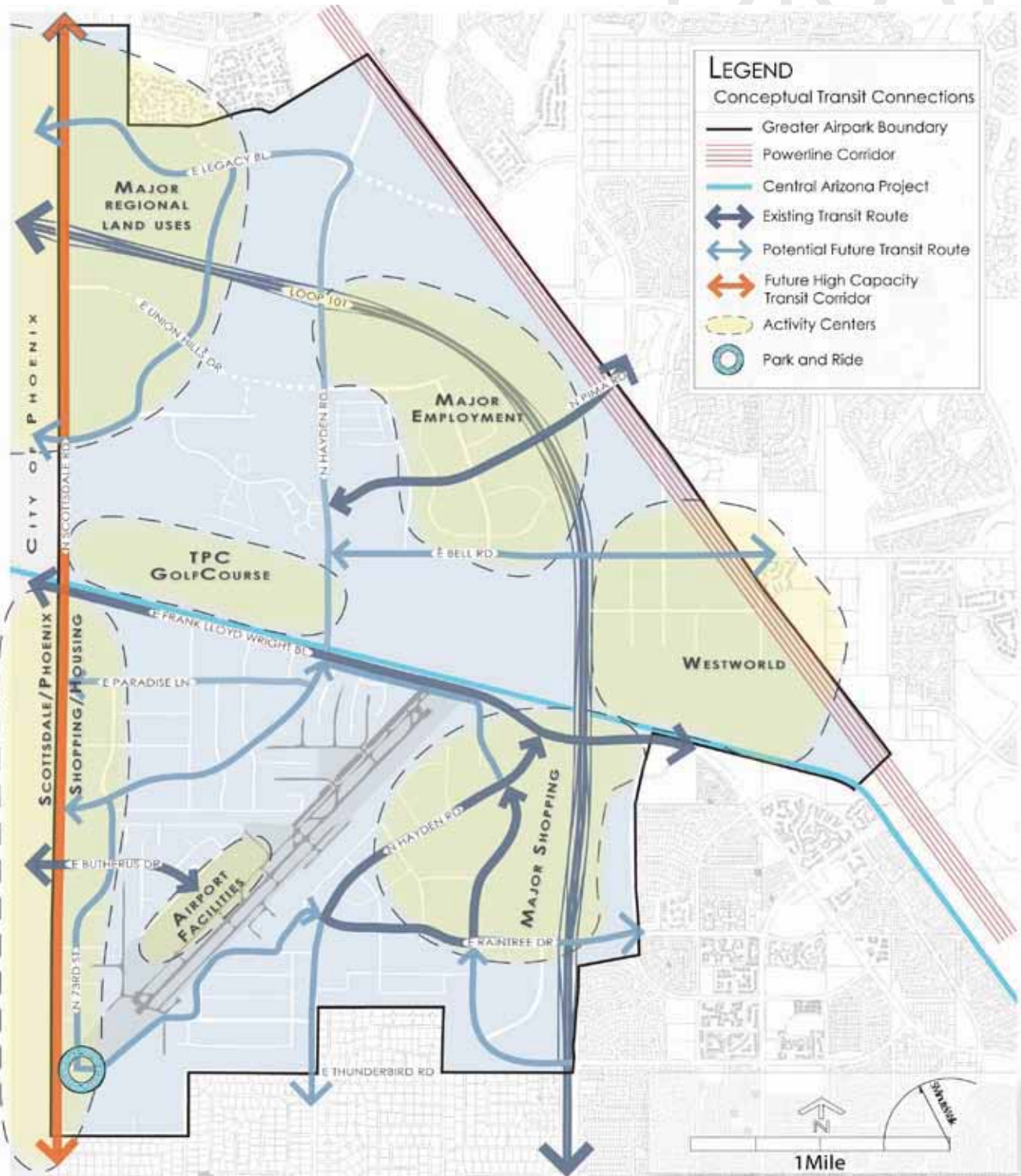
- **Policy CM 3.1**

Encourage capacity and operational improvements on streets to improve circulation, where needed, per the Transportation Master Plan policies for capacity improvements.

- **Policy CM 3.2**

Improve vehicular accessibility from the Loop 101 to the Greater Airpark.

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This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review.

GREATER AIRPARK TRANSIT CONNECTIONS

This map illustrates areas where transit connections exist, as well as, potential locations for future transit routes and transit centers in the Greater Airpark.

- **Policy CM 3.3**
Develop predictable, convenient wayfinding systems for visitors.
- **Policy CM 3.4**
Encourage staggered delivery times and shared delivery areas throughout the Greater Airpark to reduce street obstructions.
- **Policy CM 3.5**
Encourage employee telecommuting, staggered work hours, flextime, and company car/van-pooling to reduce overall vehicle miles traveled.

GOAL CM 4

Minimize the impacts of Greater Airpark vehicular traffic on adjacent residential neighborhoods.

- **Policy CM 4.1**
Design Greater Airpark streets that discourage cut-through traffic into neighboring residential areas.
- **Policy CM 4.2**
Improve pedestrian and bicycle connections from adjacent neighborhoods to Greater Airpark destinations.
- **Policy CM 4.3**
Preserve Thunderbird Road, west of Loop 101, and other neighborhood streets immediately south of the Greater Airpark, as neighborhood-serving streets.



Streets south of the Greater Airpark, such as Thunderbird Road and Sweetwater Drive (pictured), should remain neighborhood-serving.

GOAL CM 5

Maintain and enhance use of the Greater Airpark trail and path system.

- **Policy CM 5.1**
Encourage equestrians and other nonmotorized travelers to utilize the area's non-paved trail systems.
- **Policy CM 5.2**
Connect existing and future trails and paths to city-wide and regional systems.
- **Policy CM 5.3**
Connect the McDowell-Sonoran Preserve to the Greater Airpark through trails and a recognizable wayfinding system.
- **Policy CM 5.4**
Incorporate trails and pedestrian underpasses into the power line corridor to maximize its use.



Equestrians are encouraged to utilize the area's non-paved trail system.

GOAL CM 6

Enhance pedestrian and bicyclist access and activity for Greater Airpark residents, visitors, and employees.

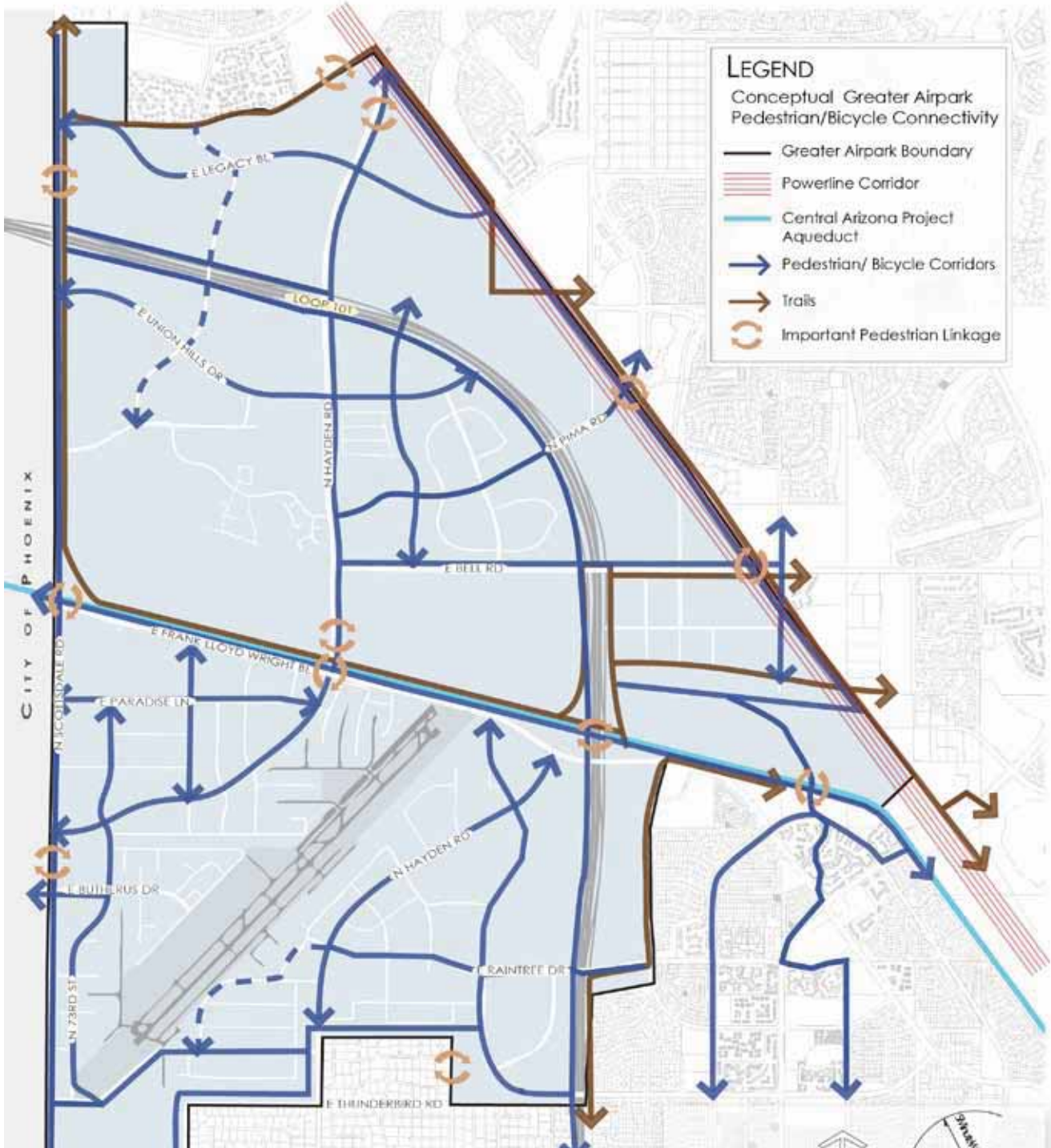
- **Policy CM 6.1**
Provide mid-block pedestrian and bicycle connections throughout the Greater Airpark.
- **Policy CM 6.2**
Support an attractive, safe, and engaging pedestrian and bicyclist environment for all users.
- **Policy CM 6.3**
Encourage innovative local and regional multi-modal connections between public and private destinations and attractions.
- **Policy CM 6.4**
Partner with various governmental agencies to create, enhance, and expand multi-modal connections among different jurisdictions and agency owners.
- **Policy CM 6.5**
Design corridors that accommodate and attract pedestrians and bicyclists, particularly in Airpark Mixed Use Future Land Use Areas and along Signature Corridors.
- **Policy CM 6.6**
Design safe, comfortable, and aesthetically-pleasing Greater Airpark pedestrian and bicyclist facilities through the incorporation of universally accessible designs, coordinated street lighting, visually-interesting landscape treatments, shading, bicycle lanes, and public art integrated into facility design.
- **Policy CM 6.7**
Enhance connections across or around barriers, such as the Central Arizona Project Aqueduct, Loop 101 Freeway, and Scottsdale Airport.



Bicycle facilities, such as bicycle lanes and crossing signals, promote better bicycle access and circulation.



Signals, cross-walks, and/or pedestrian refuges or other crossings are needed for safety and convenience where destinations are bisected by major streets, such as Scottsdale Road, which separates Kierland Commons and Scottsdale Quarter.



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review.

GREATER AIRPARK PEDESTRIAN/ BICYCLE NETWORK

Pedestrian/ bicycle corridors, trails, and important pedestrian linkages, as shown above, promote easier access for nonmotorized methods of transportation.

GOAL CM 7

Promote sustainable transportation options that meet the needs of the current and future Greater Airpark community.

• **Policy CM 7.1**

Incorporate site design features that promote more access to those walking, cycling, or taking public transit, such as ground-floor retail and parking located in the rear of buildings, particularly along Signature Corridors and within Airpark Mixed Use Future Land Use Areas.

• **Policy CM 7.2**

Promote more sustainable modes of passenger transportation, such as alternative fuel vehicles, walking, biking, and/or other future technologies.

• **Policy CM 7.3**

Incorporate environmentally sensitive materials and technologies in transportation projects, infrastructure improvements, and facilities, including the use of solar technology and recycled materials.

• **Policy CM 7.4**

Explore and incentivize alternative mobility options, such as car sharing and shuttle buses, to access internal, as well as external, areas where public transit is less frequent and/or inaccessible.

• **Policy CM 7.5**

Consider the least impactful solutions to improve street capacity first, by utilizing priorities outlined in the Scottsdale Transportation Master Plan.



Site design features, such as ground floor retail, provide access to pedestrians, bicyclists, and transit users.

5 • ECONOMIC VITALITY



Introduction

A healthy and vibrant economy is inextricably linked to quality of life. Scottsdale's distinguished quality of life is realized through the financial benefits of the City's, and in particular, the Greater Airpark's strong and invaluable economic prowess. The Greater Airpark's economic impact, and therefore its influence on Scottsdale's quality of life, cannot be overstated. The Greater Airpark is the largest employment center in the City of Scottsdale and comprises a range of economic opportunities including, aviation, manufacturing, industrial, technology, office, recreation, and tourism. The area is also a major employment center in the State, thus contributing to a significant proportion of city revenue, and enabling the provision of high-quality services for Scottsdale residents.

A primary objective of the Greater Airpark Character Area Plan is to develop and implement long-term economic development strategies that position the Greater Airpark as a regional economic leader. Capitalizing on the area's competitive strengths and Scottsdale's "cachet" should enhance the Greater Airpark's national and international economic prominence and prosperity. Hence, economic development will continue to be a fundamental priority for the Greater Airpark.

The economic development strategy for the Greater Airpark seeks to maximize the economic potential of Greater Airpark land resources. In order to attract the desired types of development, economic development strategy programs and policies must be carefully coordinated with market conditions. In addition, economic development programs and policies must be consistent with the City of Scottsdale's core values of environmental stewardship and sustainability. This chapter provides the framework to guide city leaders and private economic development decisions.

Goals and Policies

GOAL EV 1

Sustain the long-term economic prosperity of the Greater Airpark.

- **Policy EV 1.1**
Develop and implement long-term economic development strategies that maintain and enhance city revenue streams in order to balance the area’s revenue generation with the cost of services and ensure financial stability now and in the future.
- **Policy EV 1.2**
Promote Scottsdale’s exceptional quality of life as a key factor for business attraction, retention, and expansion.
- **Policy EV 1.3**
Develop strategies, such as amending regulatory processes, that will incentivize and encourage new development and redevelopment.
- **Policy EV 1.4**
Retain and expand established Greater Airpark businesses.
- **Policy EV 1.5**
Develop existing and attract new high value businesses to the Greater Airpark.
- **Policy EV 1.6**
Develop and modernize public infrastructure to support current and future demand in the Greater Airpark.
- **Policy EV 1.7**
Attract new businesses to the Greater Airpark, and encourage retention programs to keep them in the community over time.
- **Policy EV 1.8**
Attract a diversified business base to help insulate the city during economic downturns.



*Henkel Headquarters (top) and Vanguard (bottom) are examples of business expansion and retention in the Greater Airpark.
Photo source (top): Henkel*

GOAL EV 2

Maintain and strengthen established economic engines in the Greater Airpark.

- **Policy EV 2.1**
Provide performance-based development incentives to area businesses to encourage reinvestment in the Greater Airpark.
- **Policy EV 2.2**
Support, maintain, and enhance the Scottsdale Airport and associated aeronautical activities.
- **Policy EV 2.3**
Support the growth and development of light industrial, research and development, and manufacturing companies in the Greater Airpark that are compatible with mixed land uses and Scottsdale's environmental values.
- **Policy EV 2.4**
Support the growth and development of the Greater Airpark's office industries and corporate headquarters.
- **Policy EV 2.5**
Aggressively market the Greater Scottsdale Airpark as an ideal destination to work, live, and play.



The Tournament Players Club (TPC) Golf Course is a popular national tourist attraction and event facility in the Greater Airpark.



Corporate offices are encouraged to locate in the Greater Airpark.



Industrial tourism provides visitors the opportunity to learn about company products and processes while promoting businesses at the same time. Photo source: Henkel

GOAL EV 3

Preserve and enhance tourism and visitor experiences of the Greater Airpark.

- **Policy EV 3.1**
Support and enhance existing tourist attractions including, WestWorld and the Tournament Players Club Golf Course.
- **Policy EV 3.2**
Encourage complementary uses, such as specialty retail and hotels, to locate in the Greater Airpark in order to support tourist attractions.
- **Policy EV 3.3**
Attract new segments to the tourism market, such as aviation-related tourism, industrial tourism, medical tourism, eco-tourism, green development tourism, and other unique cultural experiences.
- **Policy EV 3.4**
Enhance tourism infrastructure to accommodate market trends.
- **Policy EV 3.5**
Provide opportunities for existing resorts and hotels to expand and enhance their tourism offerings.
- **Policy EV 3.6**
Encourage and develop multi-modal links between the McDowell-Sonoran Preserve—a major tourist destination—and Greater Airpark attractions.
- **Policy EV 3.7**
Foster public and private partnerships that will result in joint ventures for cultural amenities and arts.

GOAL EV 4

Support the continued development of new economic opportunities that capitalize on market trends and the Greater Airpark's competitive strengths.

- **Policy EV 4.1**
Encourage public and private partnerships that will pursue joint ventures between emerging technology-based research and businesses.
 - **Policy EV 4.1.1**
Identify and market land that is most advantageous for locating emerging technology-based industries.
- **Policy EV 4.2**
Promote industry cluster development to increase business productivity and competitiveness.



Emerging technology-based industries will provide high-quality jobs and will help to promote Scottsdale as a leader in innovation. Photo source: Henkel

- **Policy EV 4.3**
Develop programs to attract emerging technology-based industries such as, but not limited to, biosciences and green technology.
- **Policy EV 4.4**
Promote the Employment Future Land Use Areas as technology incubators.
- **Policy EV 4.5**
Recognizing that there are limited, large scale, economic-producing opportunities remaining in Scottsdale, work with the State Land Department to attract revenue generating projects to their Greater Airpark land holdings, so as to benefit both the State and local community.

GOAL EV 5

Enhance existing and develop new partnerships that support quality employment, business opportunities, and workforce development.

- **Policy EV 5.1**
Encourage partnerships and/or development incentives to renovate underutilized or vacant parcels in the Greater Airpark.
- **Policy EV 5.2**
Maintain and develop national and international relationships that enhance the Greater Airpark’s position as a premier locale for businesses.
- **Policy EV 5.3**
Encourage partnerships that will support and provide workforce development for emerging technology-based industries and other established industries in the Greater Airpark.
 - **Policy EV 5.3.1**
Identify land that is most advantageous for the development of research and development incubators including, partnerships with institutions of higher education.
- **Policy EV 5.4**
Improve and facilitate collaboration among Greater Airpark companies and organizations (public, for profit, and non-profit).



Networking and collaboration events can help businesses promote their products and services as well as help other businesses.



Technology incubators provide resources for start-up technology-based companies.
Photo source: Henkel

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6 • ENVIRONMENTAL PLANNING



Introduction

Scottsdale has long valued its healthy, safe, clean, and sustainable environment, and its future is dependent on a sustainable approach to planning. This includes consideration of environmental opportunities and challenges beginning at the earliest stages and continuing throughout the planning process. For an urban employment center, such as the Greater Airpark, considerations for alternative, low-cost energy generation, energy and fuel use reductions, improved air quality, urban heat island mitigation, and balancing economic vitality while being sensitive to the environment, are all priorities.

In the Greater Airpark, energy efficiency is key to maintaining future economic viability for businesses. This can be accomplished through sensitive design, green building measures, reducing overall heat island impacts, and promoting flexibility for new and innovative energy generation and reduced consumption. Developments that strive for net-zero energy efficiency are deemed the highest priority and should be rewarded through appropriate development incentives because of their benefits to the community at large.

The Environmental Planning Chapter of the Greater Airpark Character Area Plan provides the framework for environmental stewardship, reductions in energy consumption, water conservation, stormwater management, and other sustainability measures in development and redevelopment.

Goals and Policies

GOAL EP 1

Reduce energy consumption through environmentally sensitive land use practices and design policies.

- **Policy EP 1.1**
Promote green building alternatives that support sustainable, energy-efficient development.
- **Policy EP 1.2**
Encourage integration of smart grid technology into Greater Airpark buildings to help businesses and residents monitor and reduce peak energy usage.
- **Policy EP 1.3**
Promote landscape design and irrigation methods that contribute to water and energy conservation.
- **Policy EP 1.4**
Promote solar and alternative energy development standards in building and site design.
- **Policy EP 1.5**
Establish performance-based incentives and provisions to encourage environmentally sensitive development projects within the Greater Airpark.
- **Policy EP 1.6**
Provide performance-based incentives for buildings that achieve net-zero energy efficiency or significant energy reductions.
- **Policy EP 1.7**
Encourage design concepts that maximize building efficiency, such as building orientation, air circulation, and shading.
- **Policy EP 1.8**
Establish advisory assistance to businesses and individuals on green building renovations and developments.
- **Policy EP 1.9**
Integrate into building design the practice of passive solar elements and the use of renewable energy generation systems, such as solar panels and rainwater harvesting storage tanks.



Low-water use plants in landscaping conserve water while still providing a lush landscape palette.



Sun screens can be incorporated into building architecture to reduce heat absorption.

GOAL EP 2

Promote the Greater Airpark as a laboratory for methods of energy efficiency and sustainable design.

- **Policy EP 2.1**
Develop programs to attract environmentally sensitive or “clean” industries to the Greater Airpark.
- **Policy EP 2.2**
Support the attraction and development of green and other energy-efficient technologies to the Greater Airpark.
- **Policy EP 2.3**
Provide performance-based incentives that will encourage new and innovative energy efficient design in development and redevelopment.

GOAL EP 3

Reduce the Urban Heat Island effect in the Greater Airpark.

- **Policy EP 3.1**
Educate businesses, developers, and citizens on the heat island effect and reduction measures.



Vines on solid wall surfaces can help cool public spaces where there is little room for shade trees.

- **Policy EP 3.2**
Increase the use of effective natural and man-made shading for parking lots, streets, and pedestrian areas.

- **Policy EP 3.3**
Incorporate opportunities for “cool” technologies that will help reduce heat island effects, such as alternative pavement material, high solar reflectance building surface treatments, passive cooling elements, open spaces, and “green” roofs.

- **Policy EP 3.4**
Increase tree planting as a ground-level ozone reduction measure.



Passive cooling elements can include water features and shade.

GOAL EP 4

Foster a sustainable balance between environmental stewardship and the development and redevelopment of the Greater Airpark.

- **Policy EP 4.1**
Concentrate land uses with greater environmental impacts in the Employment and Aviation Future Land Use Areas to make the best use of infrastructure.
- **Policy EP 4.2**
Encourage all developments to respect and respond to the Sonoran Desert climate.
- **Policy EP 4.3**
Integrate environmental quality and protection practices into all development types through local planning and policy implementation.
- **Policy EP 4.4**
Promote efforts to improve air quality, enhance the environment, and protect health and welfare through environmentally friendly transportation practices, such as carpooling, bicycling, and public transit.
- **Policy EP 4.5**
Promote public and private partnerships that will reduce adverse impacts to the natural environment through aggressive conservation, reuse, and recycling programs for industrial and commercial users.
- **Policy EP 4.6**
Reduce existing and seek to limit future impervious surfaces in development, such as asphalt and concrete, in order to reduce the heat island effect and stormwater runoff.
- **Policy EP 4.7**
Encourage the efficient use of natural and man-made resources in building and site design.
- **Policy EP 4.8**
Building design should respect and enhance the Sonoran Desert context of the Greater Airpark using building orientation, landscape buffers, colors, textures, materials, and lighting.



Developments can provide shade using desert plants and other passive cooling techniques.

GOAL EP 5

Improve water conservation efforts and encourage the reuse of graywater.

- **Policy EP 5.1**
Review future development impacts on water use, and encourage development design that fosters water conservation.
- **Policy EP 5.2**
Encourage a variety of water conservation techniques in redevelopment and new development throughout the Greater Airpark.
- **Policy EP 5.3**
Promote rainwater harvesting techniques in site planning, landscape design, and landscape improvements for all development types.
- **Policy EP 5.4**
Encourage landscape improvements that limit the amount of turf area and make optimal use of indigenous and adapted desert plants.
- **Policy EP 5.5**
Use the City's Water Campus as an environmental education center to foster public awareness of water use and wastewater reclamation.
- **Policy EP 5.6**
Encourage water conservation by using reclaimed and graywater in areas with access to delivery systems.
- **Policy EP 5.7**
Work regionally with water providers to limit groundwater consumption within the Paradise Valley Sub-basin, and maximize groundwater recharge in order to maintain the Greater Airpark's natural water supply and minimize the rate of area subsidence.



Water harvesting techniques, such as this rain chain, help to reduce water demand, a precious desert resource.

GOAL EP 6

Effectively manage and protect local and regional stormwater drainage ways.

- **Policy EP 6.1**
Establish flood control channel design criteria that recognize, considers and respect:
 - Sensitive aesthetic treatment;
 - Multiple uses that harmonize with the character of the adjacent neighborhood; and
 - Impact on wildlife habitats.

- **Policy EP 6.2**
Continue to monitor stormwater runoff to identify and reduce stormwater pollution.

- **Policy EP 6.3**
Educate citizens and businesses on best management practices for preventing stormwater pollution.

- **Policy EP 6.4**
Explore new and innovative stormwater management strategies, such as swales and micro-basins, to promote redevelopment of smaller properties and new development.

- **Policy EP 6.5**
Integrate alternative stormwater detention practices, such as rainwater harvesting and water infiltration methods.

- **Policy EP 6.6**
Develop and implement a comprehensive stormwater management plan for the Greater Airpark.



*Stormwater retention can sometimes be addressed using green roof technology.
Photo source: Henkel.*

7 • CHARACTER AND DESIGN



Introduction

The character and identity of the Greater Airpark is derived from a diverse array of elements such as the Scottsdale Airport, the McDowell Mountains, the Sonoran Desert, and the architectural philosophies of Frank Lloyd Wright. The complexity of the area's geographic features has historically created challenges for a cohesive and visually interesting design framework. The Greater Airpark is divided north/south by the Central Arizona Project Aqueduct and east/west by the Scottsdale Airport runway. Residential neighborhoods to the south impart an abrupt change in use and design, rather than a transitional change, from the boundary of the Greater Airpark. Prevailing building design within the Greater Airpark is based mostly on function rather than distinct or contextual design.

The Greater Airpark Character Area Plan promotes flexibility in development to encourage unique and interesting building designs in the Greater Airpark. By introducing Future Land Use Areas within the Greater Airpark, the City will be able to better define the desired character of the Greater Airpark and create guidelines and standards pertaining to specific areas. In addition, transitional zones blending the character and design of each Future Land Use Area - as well as providing connectivity between them - will provide a cohesive and visually interesting area.

The Greater Airpark Character Area Plan identifies potential design concepts and imagery for its Signature Corridors as a way of promoting a distinct and rich identity for the area. Signature Corridors include Frank Lloyd Wright Boulevard, Scottsdale Road, Hayden Road, Bell Road, Raintree Drive, Greenway-Hayden Loop, Legacy Boulevard, Pima-Princess and Northsight Boulevard. Policies in the plan encourage design themes and special features to broaden the Greater Airpark's unique cachet.

Goals and Policies

GOAL CD 1

Enhance and strengthen the design character of Greater Airpark Future Land Use Areas. (See Land Use Plan Map, pg 11.)

- **Policy CD 1.1**

Promote innovative, high quality design using specific design criteria associated with each Future Land Use Area in the Greater Airpark:

- **Airpark Mixed Use Future Land Use Areas (AMU & AMU-R) –**

The character of these areas is pedestrian-oriented, urban, and human-scale and features a variety of open spaces, gathering areas, and multi-modal transportation options. Multi-modal transportation should include bicycle and transit access connected to a pedestrian network to encourage social contact and interaction among the community. Design elements should be oriented toward people, such as the provision of shelter and shade for the pedestrian, active land uses at the ground floor/ street level, and a variety of building forms and facade articulation to visually shorten long distances. A variety of textures and natural materials is encouraged to provide visual interest and richness, particularly at the pedestrian level. Design of this Future Land Use Area should be based on a small city block layout with mid-block connections to promote greater walkability. The public realm may be activated through building and site design, orientation toward the street, high-activity uses on the street level, and the integration of public art.



Human-scale development provides visual interest and convenient crossings to pedestrians.



Bicycle access is an important part of mixed-use and proper space should be provided in site designs.

• **Employment Future Land Use Areas –**

These areas consist of multi-functional buildings with form following function, contemporary architecture, technological and corporate/executive character, campuses, and unique expressions of corporate identity. Multi-modal connections between developments are encouraged. Building materials that are utilized in the area should reflect emerging technologies and sustainable practices. Landscape materials should provide vibrant colors that are contextually-sensitive to adjacent developments.

Employment Land Use Area design should consider contemporary expressions of corporate identity.



• **Aviation Future Land Use Area –**

This area consists primarily of buildings designed around aviation operations. Building design should celebrate the activity and inspiration of flight, with focus on the form of the building following its function. Landscape treatments should consist of non-food bearing, low-lying vegetation to preserve Airport safety.

Hangar One celebrates aviation in its architecture by incorporating a representation of a paper airplane into the building. Photo source: Tihany Design.



• **Regional Tourism and Open Space Future Land Use Areas –**

Developments in these areas are centered on leisure, as well as public and private open spaces, and are flexible for multi-use events. Building and site design should be accentuated and integrated with the existing, as well as new, open space areas. The coexistence of equestrian and other events at WestWorld, and other locations in this area, should be promoted. Residential developments in this area should reflect a transitional character from the urban areas of the Greater Airpark to suburban and resort-style areas. Landscape improvements should generally represent lush vegetation, but they may also reflect desert-compatible plantings in certain areas.

The character of the Regional Tourism Land Use Area is inspired by tourism experiences and lush landscape elements.



- **Policy CD 1.2**

Lighting should be designed to minimize glare, conserve energy, and accent the respective Future Land Use Area character.

- **Policy CD 1.3**

Encourage a variety of building shapes and heights that are appropriate in each Future Land Use Area in order to promote visual interest in the Greater Airpark and to promote the overall character of the specific Future Land Use Area within which they are located.

- **Policy CD 1.4**

Buffer residential neighborhoods from lighting, noise, and activities associated with employment and commercial land uses by utilizing vegetation, walls or screens, and other appropriate technologies in site design.

GOAL CD 2

Create vibrant Signature Corridors (See Signature Corridors Map, pg 58) in the Greater Airpark to provide a distinct identity and design theme in the area.

- **Policy CD 2.1**

Establish a unified streetscape for identified Signature Corridors with unique imagery for each corridor.

- **Policy CD 2.1.1 Frank Lloyd Wright Signature Corridor**

The Frank Lloyd Wright Signature Corridor reflects the Frank Lloyd Wright design philosophy of creating the built environment through the inspiration of nature and organic forms, and it includes the existing Frank Lloyd Wright Boulevard Design Guidelines. The south side of Frank Lloyd Wright Boulevard should provide a greater richness in design using Wright-inspired design elements at landmark intersections, such as Scottsdale Road and Greenway-Hayden Loop, and in enhanced setbacks. The north side of the Frank Lloyd Wright Signature Corridor should incorporate Wright-inspired elements along the Central Arizona Project Aqueduct planned shared use path to enhance traveler experience. Fencing design, for example, could be reworked to include distinct Wright-inspired designs. This portion of the path should make a strong statement about the importance of Frank Lloyd Wright’s design theories to the community. Examples include use of Taliesin Red color, pre-cast concrete blocks with imprinted designs, and detailed iron work.

The area south of the Central Arizona Project Aqueduct presents a prime opportunity to incorporate Frank Lloyd Wright-inspired design into security features and paths. The Frank Lloyd Wright spire further elevates this corridor’s design theme.



- **Policy CD 2.1.2 Bell-Gateway Signature Corridor**

The Bell-Gateway Signature Corridor is a buffered roadway that serves as the preeminent gateway to the McDowell-Sonoran Preserve. Developments should incorporate elements that commemorate the transition in character from an urban employment center to the Sonoran Desert. Elements may include, desert gardens, public art, gathering spaces, directional signs, and larger setbacks east of Loop 101.

- **Policy CD 2.1.3 Greenway-Hayden Signature Corridor**

The Greenway-Hayden Signature Corridor should serve as the “Main Street” of the Greater Airpark, north of the runway, and should reference multi-modal connections from other cities to major area destinations, such as the Tournament Players Club Golf Course and Scottsdale Sports Complex. The public realm should animate the street during all seasons. Design elements could include large window displays, banners, integrated signage, passive cooling elements, covered patios, shade, public art, bicycle/pedestrian connections, and gathering areas.

- **Policy CD 2.1.4 Scottsdale Road Signature Corridor**

The Scottsdale Road Signature Corridor, from the southern Greater Airpark boundary to Frank Lloyd Wright Boulevard, includes the Scottsdale Road Streetscape Design Guidelines which promote integration of Frank Lloyd Wright design philosophy, as well as the area’s tradition of aviation. Streetscape design should be more formal in character and respond to the architecture, businesses, and design influences of adjacent uses. Gateways in this area should include interpretative elements that discuss Frank Lloyd Wright and/or the Airport. The area should have a more commercial feel and active street life.

The Scottsdale Road Signature Corridor, from Frank Lloyd Wright Boulevard to the northern Greater Airpark boundary, is a designated scenic corridor with distinct design guidelines, which reflect the transitional nature from urban to the native desert, while responding to sophisticated urban development and resort characteristics found in adjacent developments.

The Scottsdale Road Signature Corridor, south of the CAP Aqueduct, integrates formal landscape treatments and human-scale development.



- **Policy CD 2.1.5 Legacy, Pima-Princess, and Hayden-North Signature Corridors**

The Legacy, Pima-Princess, and Hayden-North Signature Corridors should consist of urban characteristics that celebrate transitions from the urban environment to the native desert and residential areas.

- **Policy CD 2.1.6 Hayden-South Signature Corridor**

The Hayden-South Signature Corridor, south of Frank Lloyd Wright Boulevard to Raintree Drive, is a buffered roadway with urban characteristics. Buildings along this corridor should orient toward the street and incorporate landscaped open spaces and tree cover.

- **Policy CD 2.1.7 73rd Signature Corridor**

The 73rd Signature Corridor is a major pedestrian corridor in the Greater Airpark. Design elements along this street should include aviation themes and human-scale building orientation. Shade is an important element and may be incorporated through the built environment, as well as natural shading. Hardscape elements could include bollards, foot lighting, and sophisticated fencing that secure taxilanes from pedestrian activity. Low-lying vegetation, such as vines and shrubs, are important landscape features that should soften the continuous building mass characteristics of land uses on the east side of the corridor.

- **Policy CD 2.1.8 Raintree Signature Corridor**

The Raintree Signature Corridor, as the grand entrance to the Greater Airpark, should integrate elements of flight and corporate sophistication into building, landscape, and site designs. Building frontages should be oriented to activate the street. Intersections and gateways in this area should include interpretative elements that discuss the Airport, as well as modern technology.

Technology can be reflected using contemporary materials, such as metal.



- **Policy CD 2.1.9 Northsight Signature Corridor**

The Northsight Signature Corridor should include design elements related to unique corporate identity, technology, and innovation in building design and streetscape elements. Landscape design should reflect a transition from a park-like setting, south of Raintree, to a more active urban employment center, north of Raintree.

- **Policy CD 2.2**

Signature Corridor streetscapes should provide continuity among adjacent uses through a comprehensive landscape design, including decorative paving, street furniture, public art, and integrated infrastructure improvements.

- **Policy CD 2.3**

In designated Signature Corridors, encourage pedestrian- and transit-oriented development, with parking and automobile access in the rear of the development, and short access paths to transit.

- **Policy CD 2.4**

Incorporate multi-modal access along Signature Corridors.

- **Policy CD 2.5**

Frame designated Landmark Intersections with prominent buildings, community landmarks, high quality architecture, and enhanced streetscape treatments to enhance Greater Airpark identity and assist with wayfinding.

- **Policy CD 2.6**

Where Signature Corridors intersect, and particularly at designated Landmark Intersections, incorporate distinct, landmark architecture, which incorporates elements of the intersecting design themes.

- **Policy CD 2.7**

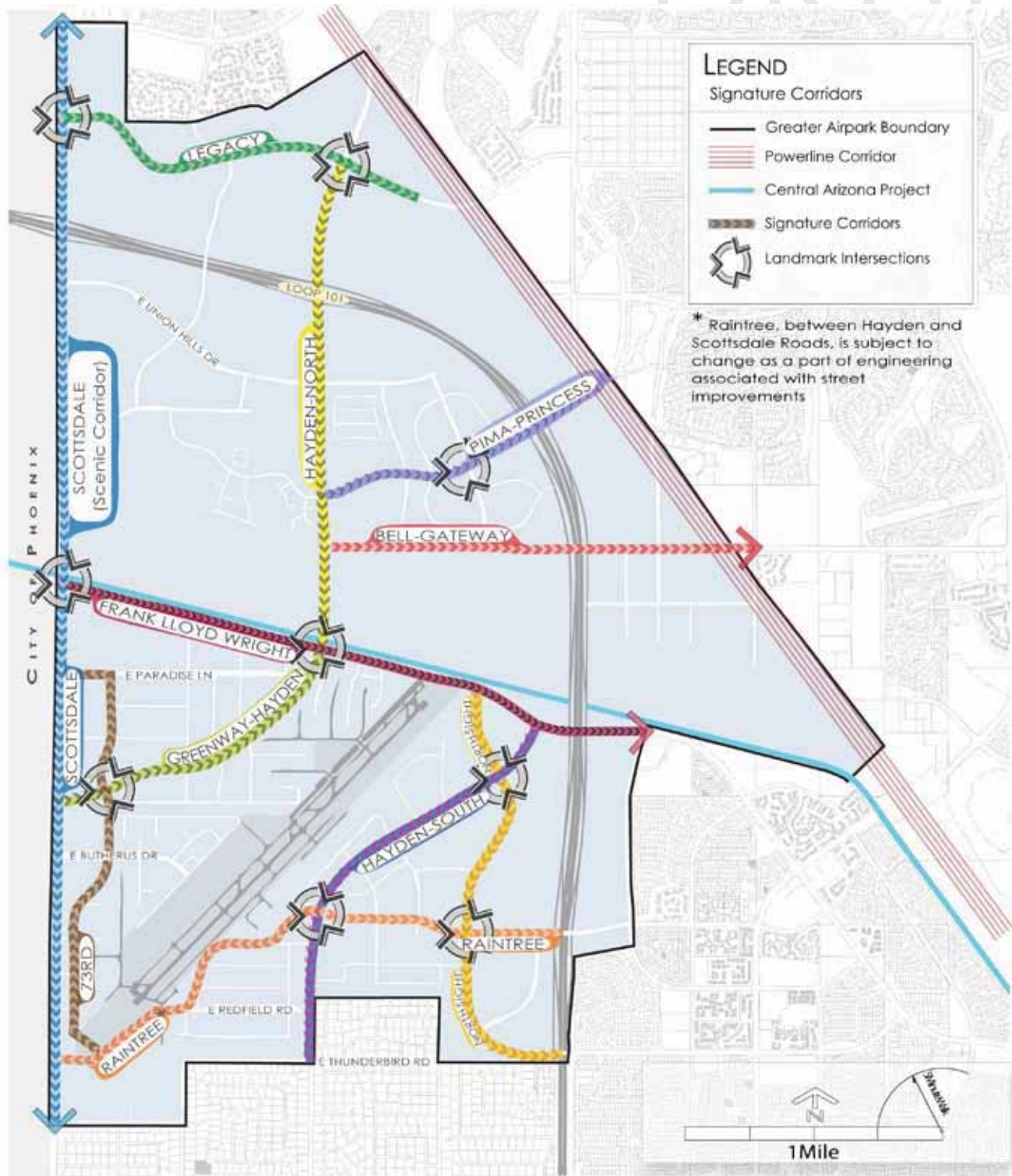
Maintain the scenic corridor designation on Scottsdale Road, north of Frank Lloyd Wright Boulevard, and the buffered roadway designations on Frank Lloyd Wright Boulevard and Bell and Hayden Roads, within the Greater Airpark.



Landmark architecture includes distinct elements not commonly found in other surrounding buildings, such as a clock or unique overhang.



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This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review. Thunderbird-Raintree Corridor and Northsight Corridor alignments are subject to engineering.

GREATER AIRPARK SIGNATURE CORRIDORS

Specific design themes for each Signature Corridor are outlined in the Character and Design Chapter. Landmark intersections are key junctions that should be framed by prominent landmarks and enhanced streetscape treatments.



SIGNATURE CORRIDOR VISION

Signature Corridors and Landmark Intersections are intended to provide visual interest and identity to the Greater Airpark. These corridors may incorporate public art, landmarks, active streets, and pedestrian crossings. The above graphics depict a conceptual future vision for Signature Corridors and a green roof in the Greater Airpark. All development is subject to Development Review Board approval.

GOAL CD 3

Promote and enhance the character and identity of the Greater Airpark using Gateways along the Greater Airpark boundary.

- **Policy CD 3.1**

Each Greater Airpark Gateway should reflect the diverse identity and character of the area using public art, signage, site and building design, or other entrance features in order to promote awareness when entering a distinct area within the Greater Airpark.

- **Policy CD 3.2**

Promote aviation and its Greater Airpark history by incorporating aviation into the public art, signage, and site designs in Gateways.

- **Policy CD 3.3**

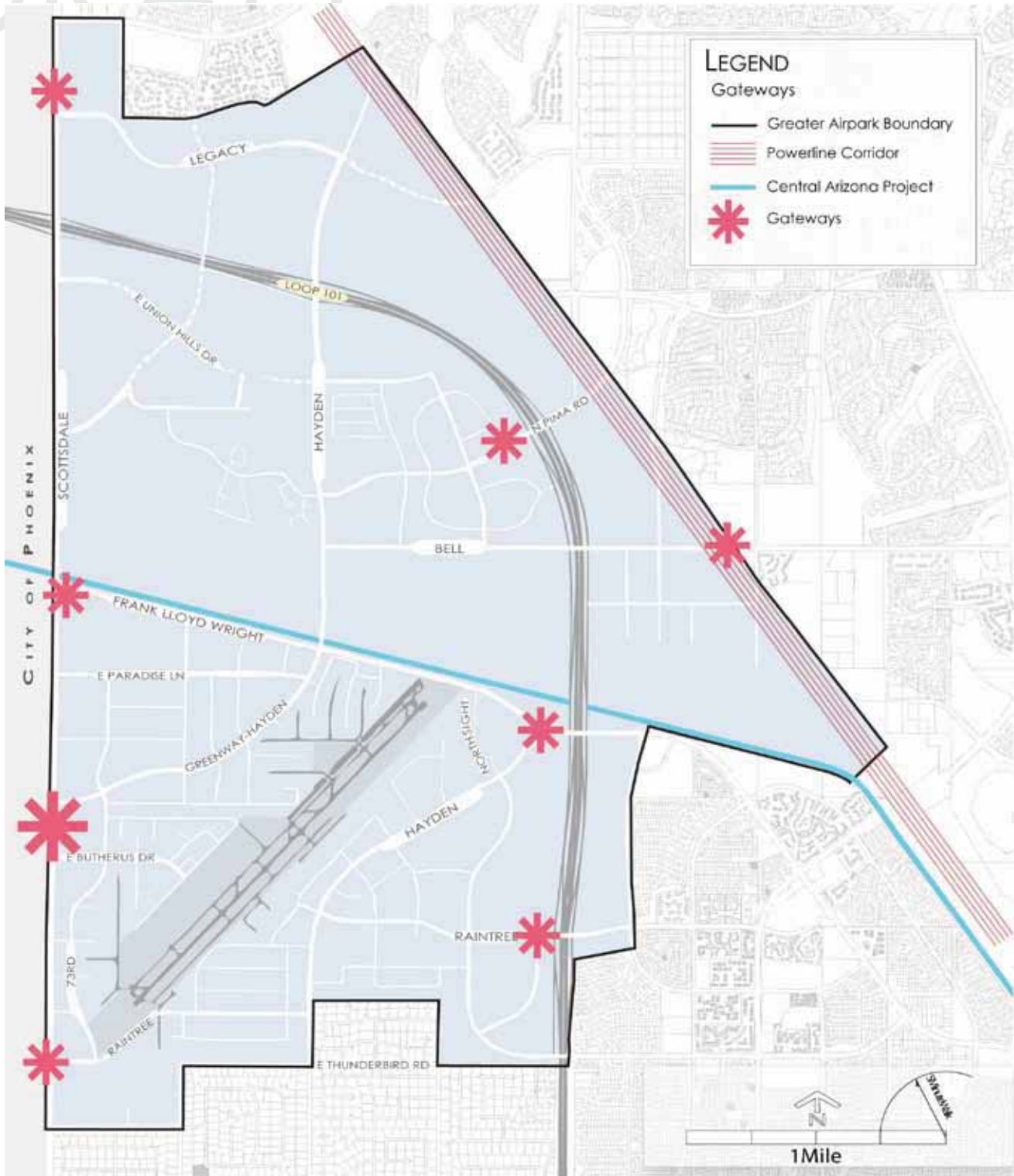
Encourage private and public partnerships to develop unique Gateways within the Greater Airpark.

- **Policy CD 3.4**

Incorporate wayfinding signage and area branding elements in Gateways.



This public art piece, titled 'Icarus Falling,' reflects the Greater Airpark's identity as an aviation-based area and provides seating and sophisticated landscape treatments.



This map presents a potential future development vision and does not constitute regulatory standards. All projects are subject to development review.

GREATER AIRPARK GATEWAYS

At Gateways, a sense of entrance, arrival, and movement should be reinforced by the surrounding built form and site planning. Character Area image and identity should be conveyed through the detailed design of the built form and entrance features.

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8 • PUBLIC SERVICES & FACILITIES



Introduction

Greater Airpark public services and facilities include the public infrastructure services, facilities, and programs necessary for a high quality business and living environment. Infrastructure includes a broad range of services and facilities, including parks, municipal buildings, social services, water and wastewater systems, solid waste and recycling collection, emergency service, public safety, power, and communications. Street infrastructure is discussed in the Community Mobility Chapter.

Maintaining and investing in public services, facilities, and infrastructure programs is essential to ongoing stability and economic competitiveness of the Greater Airpark. Businesses and residents depend on high quality and efficient infrastructure to support a high quality of life and functional working environment. Well-maintained, aesthetically-pleasing public facilities make a strong statement about the importance of the Greater Airpark to the overall community.

The goals and policies of this chapter formulate strategies for maintenance and advancement of Greater Airpark infrastructure and services, to support future growth. Incorporating sustainability measures, as well as investment and new improvements, into infrastructure is important in positioning the Greater Airpark as the premier employment center in the Metropolitan Area.

Goals and Policies

GOAL PSF 1

Enhance power and communication systems within the Greater Airpark to provide broader and more efficient service and improve area aesthetics.

- **Policy PSF 1.1**
Limit the visual impacts of above ground utilities through screening and, where feasible, convert to underground service.
- **Policy PSF 1.2**
Promote performance-based incentives for alternative energy use in new and existing buildings in the Greater Airpark.
- **Policy PSF 1.3**
Collaborate with utility companies to integrate alternative energy options in the Greater Airpark.
- **Policy PSF 1.4**
Support the integration of efficient communication technologies to support existing businesses and business expansion.
- **Policy PSF 1.5**
Encourage “state of the art” communications technology, such as wireless internet access and fiber optics, in the Greater Airpark.
- **Policy PSF 1.6**
Coordinate with power companies to ensure the provision of adequate power to serve the needs of the area.



The power line corridor on the northeastern boundary of the Greater Airpark provides electric service to Scottsdale.



Alternative energy generation, such as solar power, can help reduce peak electricity demand and save on energy costs. Photo source: Henkel.

GOAL PSF 2

Sustain, enhance, and promote new recreational facilities and services within the Greater Airpark.

- **Policy PSF 2.1**
Provide a variety of opportunities for passive and active outdoor recreational activities such as hiking, horseback riding, golfing, and wildlife observation.
- **Policy PSF 2.2**
Encourage multiple-use functions at both public and private recreational facilities, such as meeting spaces and sports facilities.
- **Policy PSF 2.3**
Collaborate with private entities to provide an ongoing, systematic assessment of recreational facility needs and preferences in recreational programming.
- **Policy PSF 2.4**
Promote opportunities to develop new open space and recreational facilities in the Greater Airpark.



Facilities, such as Horizon Community Center, can provide meeting space in addition to recreational activities.

GOAL PSF 3

Maintain and enhance public services including public safety, human services, and customer services in the Greater Airpark.

- **Policy PSF 3.1**
Encourage the development of additional public safety facilities, including law enforcement, emergency, and medical services, in conjunction with area growth in order to provide and maintain adequate response time.
- **Policy PSF 3.2**
Collaborate with private entities to provide an integrated system of human services, such as adult daycare, childcare, persons with disabilities, and senior services.
- **Policy PSF 3.3**
Provide convenient city services, such as satellite city offices and/or facilities, which serve businesses and residents in the Greater Airpark.
- **Policy PSF 3.4**
Promote additional solid waste and recycling services for the Greater Airpark community.



Recycling facilities for businesses, residents, and visitors should be easily accessible throughout the Greater Airpark.

GOAL PSF 4

Maintain and enhance public infrastructure to meet the current needs and future demand in the Greater Airpark.

- **Policy PSF 4.1**
Coordinate infrastructure planning, capital improvement programs, and public utility improvements to minimize disruption of service to Greater Airpark property owners, businesses, patrons, and visitors.
- **Policy PSF 4.2**
Support the expansion and maintenance of infrastructure prior to redevelopment and growth in the Greater Airpark.
- **Policy PSF 4.3**
Analyze the long-term infrastructure maintenance, replacement, and expansion needs of the Greater Airpark, and align them with the City’s five-year capital improvement program and Character Area Plan’s implementation program.
- **Policy PSF 4.4**
Prioritize infrastructure upgrades and capital improvement projects along identified Signature Corridors to promote revitalization in those areas.
- **Policy PSF 4.5**
Facilitate a comprehensive stormwater master plan and infrastructure improvements within the Greater Airpark to protect property in an effort to minimize on-site retention requirements, while still protecting properties.
- **Policy PSF 4.6**
Discourage major utility facilities, such as electric sub-stations and pump stations, from locating along Signature Corridors, when feasible.



Capital improvements, such as road construction and pipe upgrades, should be coordinated whenever possible.



Proper stormwater drainage in the Greater Airpark is a high priority, and innovative solutions should be explored.

 **GOAL PSF 5**

Enhance services for international business travelers in the Greater Airpark

- **Policy PSF 5.1**

Facilitate the development of a visitors' center for travelers near the airport that provides services such as currency exchange and foreign language translation.

- **Policy PSF 5.2**

Improve the availability of universal power and technology in the Greater Airpark.

- **Policy PSF 5.3**

Support the use of existing, and development of new, meeting and conference spaces throughout the Greater Airpark.

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Glossary

A

Adaptive Reuse– Developing a new use for an older or underutilized building or a building originally designed for a special or specific purpose. This technique is particularly useful for the conversion of special use structures, such as gas stations, school buildings, and warehouses that are no longer needed for their original purpose.

Airpark Mixed Use (AMU)– A future land use designation in the Greater Airpark Character Area Plan that is appropriate for a variety of land uses, including commercial, employment, institutional, cultural, and hotel. Residential uses are not appropriate.

Airpark Mixed Use-Residential (AMU-R)– A future land use designation in the Greater Airpark Character Area Plan that is appropriate for the greatest variety of land uses, including commercial, employment, institutional, cultural, hotel, and-to a lesser degree- higher density residential that supports aviation, business and tourism industries, such as timeshares, corporate housing, and multi-family rental units.

Airport Master Plan– A document produced by the Scottsdale Airport that provides guidelines for future airport development to meet demand, community acceptance, and environmental compatibility.

Airport Strategic Business Plan– A document which provides the long-term vision for future planning and development of the Scottsdale Airport to remain a sustainable

business and competitive within the marketplace.

Aviation (AV)– A future land use designation in the Greater Airpark Character Area Plan. The Aviation area includes the Scottsdale Airport and properties that access the Airport via taxilane. Aviation and aviation-supporting uses are encouraged in this area, including but not limited to, aircraft hangars, fueling services, in-flight catering businesses, and corporate accommodations, and aircraft maintenance facilities.

Aviation-Supporting Uses– Land uses which provide services and goods to aviation uses (e.g., hotels, aircraft maintenance, fueling services, etc.) but do not necessarily require access to airspace.

Aviation Uses– Land uses in which the activities contained therein primarily utilize the airport or airspace for business, leisure, or community service.

Avigation Easement– A right granted by a land owner to allow an airport to use airspace above their property.

B

Branding– The process of creating and disseminating an identity, often expressed in the form of logos, phrases, or graphic representations.

C

Character– Features, qualities, and attributes that give a place its identity. Urban design is concerned with the use of character to distinguish place or relate places to one another. Character becomes unique when tied to a geographic location.

Complete Neighborhood– An area in which residents are within comfortable walking or bicycling distance to services, essential shopping (such as a grocery store), recreation, and community services.

Corporate Identity– Visible elements, such as logos, symbols, and signs, which can be used to identify a company.

D

Day-Night Average Sound Level (DNL)– Average noise level in decibels, over a 24-hour period, which has been established by the FAA to measure a community's noise exposure related to airport noise. *Also see: Federal Aviation Regulation Part 150.*

E

Emerging Technologies– New technologies that are currently developing or will be developed that could substantially alter the business and social environment. Examples include, but are not limited to, clean/green technology, information technology, bioscience, data communication, nanotechnology, and robotics.

Employment (EMP)– A future land use designation in the Greater Airpark Character Area Plan. Employment areas are focused on an array of office, commercial

and industrial land uses that provide opportunities for business enterprises and regional and local jobs. These areas should have access to regional mobility systems, including access for truck traffic and transit facilities. Residential is discouraged in employment areas.

Employment Uses– Uses of land that provide jobs within the Greater Airpark, such as light industrial, corporate offices, research and development, and manufacturing. In the Greater Airpark, retail is generally not considered an employment use.

Entertainment/Cultural Uses– Land uses that include leisure activities for residents, visitors, and employees. Such activities may include, but are not limited to, live theater, movie theater, performing arts venues, art galleries/demonstrations, amphitheaters, sports, restaurants, live performances, recreation, and educational events (i.e., seminars, lectures, exhibits, etc.).

F

Federal Aviation Administration (FAA)– A federal agency responsible for air safety and regulation of air traffic.

Federal Aviation Regulation Title 14 CFR Part 77 (FAR Part 77)– A federal regulation under the FAA which establishes standards and notification requirements for objects affecting navigable airspace.

Federal Aviation Regulation Title 14 CFR Part 150 Noise Compatibility (Part 150)– A noise compatibility study established by the FAA which develops, evaluates, and recommends actions that an airport, municipalities, airlines, and the FAA could

take to help reduce the impacts of aircraft noise.

Form Follows Function— A principle in architecture and industrial design in which the shape of a building is primarily based upon its intended purpose.

G

Gateway— An identified and important entry point into the Greater Airpark. At Gateway intersections, sense of entrance, arrival, and movement should be reinforced by the surrounding built form and site planning. Character Area image and identity should be conveyed through the detailed design of the built form and entrance features.

Green Building— An outcome of design which focuses on increasing the efficiency of resource use while reducing building impacts on human health and the environment during the building's life cycle, through better siting, design, construction, operation, maintenance, and removal.

H

Hazardous Structure— Structures that penetrate FAR Part 77 Airspaces and could affect the safe and efficient operation of the Scottsdale Airport. *See also: FAR Part 77.*

Hazardous Use— A land use that may contain or produce, as a result of normal business operations, potentially harmful by-products or chemicals.

High-Value Business— A business that adheres to the Greater Airpark's core values of quality employment, business diversification, and/or environmental stewardship.

Horizontal Mixed-Use— The practice of allowing more than one type of land use in a set of adjacent buildings. This may result in a combination of residential, commercial, industrial, office, institutional, or other land uses. *Also see: Vertical Mixed-Use.*

Human-Scale— The proportional relationship of the physical environment to human dimensions in terms of bulk and massing of buildings or other features. An example of human-scale development is a multiple-story building with retail stores on the ground floor that provide visual interest at human-eye level using window displays and architectural features.

Incubator— A program designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services.

Industrial Tourism— Visits by tourists to operational industrial sites or corporate facilities where the core activity of the site is non-tourism oriented, such as manufacturing facilities, laboratories, energy sites, and corporate headquarters.

Industrial Uses— Properties used for the purpose of, but not limited to, production, manufacturing, warehousing, distribution, and office/warehouse.

Intelligent Transportation Systems (ITS)– Use of advanced technology to coordinate traffic signals, reduce incident clearing times, provide real-time traveler information, and manage special event traffic.

Intensity– The level of concentration of activity occurring in an area. Intensity is often used interchangeably with density.

J

K

L

Landmark Intersection– A key junction where main corridors should be framed by prominent buildings, community landmarks, high-quality architecture, and/or enhanced streetscape treatments.

Leadership in Energy and Environmental Design (LEED)– A rating system for green buildings, developed by the U.S. Green Building Council, which provides standards for environmentally sustainable construction.

Live-work Unit– The quiet enjoyment and expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. The predominant use of a live-work unit is residential, and commercial activity is a secondary use. Employees and walk-in trade are not usually permitted. *Also see: Work-live Unit.*

M

Medical Tourism– Traveling across regional, state, or international borders to obtain healthcare.

Mid-Block Connection– For purposes of the Greater Airpark Character Area Plan, there are two types: internal block connection and mid-block crossing. Internal connections are focused primarily on providing pedestrian or multi-modal cut-throughs, through a large block to encourage efficient circulation. Mid-block crossings are focused on providing crosswalks, pedestrian refuge islands, and/or traffic signals across certain streets where pedestrians are likely to cross often.

Multi-modal– An approach to transportation that includes all users (pedestrians, bicyclists, transit vehicles, equestrians, and motorists) of all ages and abilities and aims to create a comprehensive, integrated, and connected transportation network.

N

Neighborhood-Serving– A street that is neighborhood-serving is oriented toward neighborhood traffic and not Greater Airpark commuter traffic. In the Greater Airpark Character Area Plan, Thunderbird Road, west of Loop 101, is considered neighborhood-serving and is therefore designated a minor collector street with no direct access to Loop 101.

Net-Zero Energy Efficiency– The practice of producing as much energy as is consumed by offsetting energy use through a combination of energy efficiency and renewable power.

O

Open Space (OS)– A future land use designation in the Greater Airpark Character Area Plan. Open space areas encourage developed, multi-use open spaces, as well as the preservation and enhancement of major recreational facilities in the Greater Airpark.

Open Space Linkage– A non-motorized transportation linkage between community open spaces, parks, and trails.

P

Parking District– Similar to an improvement district, funds are raised to implement parking improvements, such as garages and lots, within a designated area. Generally, property owners contribute to a fund to create public parking.

Parking Management District– In contrast to a Parking Improvement District, a Transportation Management Association or Parking Authority implements policies or programs that result in more efficient use of parking resources in a given area.

Part 150 Noise Compatibility Study– See Federal Aviation Regulation Title 14 CFR Part 150 Noise Compatibility definition.

Passive Cooling– Technologies or design features that are utilized to cool an outdoor space or a building without the use of energy-consuming mechanical components like pumps and fans. For example, natural cross ventilation and breezes can be used to remove unwanted heat; shade devices can be utilized to slow heat transfers; and water evaporation can be used to cool outdoor and indoor spaces.

Passive Solar (heating)– Occurs when sunlight hits a surface or an object, is absorbed, and converted to heat. An example of passive solar is a building oriented with longer dimensions east-west to take advantage of solar heating benefits of the winter sun.

Pedestrian Linkage– On the Greater Airpark Character Area Plan Pedestrian and Bicycle Network Map, an important pedestrian linkage is where there may be a high level of pedestrian activity in the future. As a result, enhanced pedestrian connections may be needed, such as underpasses, signals, or grade-separated crossings.

Pedestrian-Oriented Design– A form of development that makes the street environment inviting for pedestrians, such as special sidewalk pavement, zero front and side setbacks, varied architectural styles, street-facing window displays, absence of front-yard parking, and other amenities.

Public-Private Partnership– A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone. It may refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

Q

R

Regional Core– An area of focus in the Greater Airpark Character Area Plan where major regional land uses and greatest intensities are encouraged.

Regional Tourism (RT)– A future land use designation in the Greater Airpark Character Area Plan. The Regional Tourism area encourages the preservation and enhancement of major event facilities in the Greater Airpark, such as WestWorld, in addition to the provision of other tourist attractions, cultural amenities, recreational opportunities, and accommodations. While this area designation comprises medium-scale development in the Greater Airpark, development scale flexibility for tourist accommodations, offices, and cultural facilities that complement the area's character and activities should be considered.

Regional Use Overlay– A land use designation in the Scottsdale General Plan that provides a flexibility of land uses when it can be demonstrated that new land uses are viable in serving a regional market.

Runway Protection Zone (RPZ)– Trapezoidal area off the end of the runway that serves to enhance the protection of people and property on the ground. See the Airport Master Plan for detailed information on RPZs.

S

Sensitive Edge Buffer– A defined area formed to create a separation between dissimilar uses and/or development intensities, in an effort to reduce the pressure or influence of one area upon the other and to reduce the risk of adverse effects and impacts from the more intense development.

Setback– The distance between two points, such as the property line and structure.

Shared Parking– A situation in which parking spaces are shared by more than one user or business that have differing peak parking times.

Shared-use path– An off-road, hard-surfaced path, that may be separated from motorized vehicular traffic by an open space barrier, which has been designated, or designed and designated, by the city for public use for human-powered travel or movement.

Short-term sleeping quarters– A part of a building or hangar that provides for occasional overnight capability for pilots to rest between flights but not reside on the premises.

Signature Corridor– A designation in the Greater Airpark Character Area Plan for parcels and sites along streets that are most appropriate for redevelopment or increased activity. Such corridors are intended to act as hubs of activity, supporting nearby employers and providing opportunities for retail, dining, and entertainment in appropriate areas of the Greater Airpark. Specific policies for Signature Corridors are outlined in the Greater Airpark Character Area Plan.

Smart Grid Technology– Utility applications that enhance and automate the monitoring and control of electrical distribution.

Stepback– An arrangement of building forms, shapes, and massing in the manner of a series of steps, that causes the building design to move away, or recede, from a property line or adjacent development, in order to provide open space above the first or second floor.

Subsidence– A gradual sinking of land. In the Greater Airpark, subsidence is caused by groundwater extraction.

Sustainable/Sustainability– There are many definitions of sustainability. For the purposes of the Greater Airpark Character Area Plan, sustainability is a condition of living, which enables the present generation to enjoy social well-being, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same.

T

Taxilane– The portion of the area used for access between taxiways and aircraft parking positions.

Through-the-Fence Operation– A situation in which adjacent private properties or businesses are allowed to access the Airport's taxiways and runway via taxilanes, thus crossing the Airport property line.

Transportation Management Authority (TMA)– A non-profit, member-controlled organization that provides transportation services in a particular area, such as a commercial district or industrial park. A TMA is generally a public-private partnership, consisting primarily of area businesses with local government support. TMAs can help reduce the need to expand parking capacity, reduce the amount of paved surfaces, and create more accessible land use patterns by encouraging carpooling, vanpools, flextime, etc.

Transfer of Development Right (TDR)– A program that enables the transfer of

development potential from one parcel to another when it can be shown that the transfer would meet the goals of the Character Area Plan.

Type A Development– Type A development denotes locations for medium-scale development. This type features developments that transition between higher-scale and lower-scale developments.

Type B Development– Type B development denotes locations appropriate for continuous building forms and fewer open spaces between buildings. These areas are typically associated with aircraft hangars, event facilities and warehousing in the Greater Airpark, and are encouraged in and around the Aviation Future Land Use Area and WestWorld.

Type C Development– Type C development represents medium to high scale development in the Greater Airpark and is encouraged in locations with access to multiple modes of transportation, where the scale will complement the area's character, and should be pedestrian-oriented.

U

Underutilized Land– Land or parcels that are not used to their full potential and could redevelop to an economically productive use.

Universal Design– A concept based on the idea that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities. ”

Urban Heat Island Effect– A phenomenon involving elevated temperatures in urban and suburban areas as compared to out-lying rural surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, and building spacing.

V

Values– Guiding principles for the Character Area Plan that the community deems desirable and appropriate.

Vertical Mixed-Use– The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, industrial, office, institutional, or other land uses. Vertical mixed-use development characteristics include access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets, and buildings. *Also see: Horizontal Mixed-Use.*

Vision– The aspirational image of the future that the community seeks to achieve.

W

Walkable/Walkability– The extent to which the built environment is designed so that people are able and encouraged to use sidewalks, street crossings, and other pathways as they move around and through an area.

Wayfinding– Enabling a person to find his or her way to a given destination using landmarks, effective signage, and/or building design.

Workforce Housing– A broad range of owner and renter occupied housing, located in or near employment centers, and intended to appeal to essential workers in the community (i.e. police officers, firefighters, teachers, nurses, medical technicians, office workers, etc).

Work-live unit– The needs of the work component take precedence over the quiet enjoyment expectations of residents, in that there may be noise, odors, or other impacts, as well as employees, walk-in or trade sales. The predominant use of a work-live unit is commercial, craft-work, or light assembly/manufacturing.

X

Y

Z

Related Plans, Ordinances & Documents

A

- » *Airport Area Plan, 1981 (superseded by 2001 General Plan)*
- » *Analysis and Forecast of the Economic Base of Scottsdale with Particular Emphasis on the Combined Airport/Sonoran Regional Core Character Areas, June 1999 and March 2009*

C

- » *Community Facilities Master Plan*

D

- » *Desert Open Space System Plan*
- » *Design Standards and Policies Manual*

E

- » *Economic Impact of the Scottsdale Airport/ Airpark Memo, Economic Vitality, 2003*
- » *Economic Vitality Strategic Plan*

F

- » *Feasibility Study for a Multi-Use Path Along the CAP Aqueduct System, January 2004*
- » *Flood Insurance Rate Maps, Federal Emergency Management Association (FEMA)*
- » *Frank Lloyd Wright Boulevard Streetscape Guidelines*

G

- » *Green Building Program*
- » *Greater Airpark Character Area Existing Conditions Report, 2009*

I

- » *Integrated Scottsdale Water Resources Master Plan*

M

- » *Maricopa County Regional Trail System Plan*

N

- » *Native Plant Ordinance*
- » *Northeast Area Plan, 1976 (superseded by 2001 General Plan)*

P

- » *Parks and Recreation Master Plan*

R

- » *Regional Solid Waste Management Plan, Maricopa Association of Governments*
- » *Regional Transportation Plan, Maricopa Association of Governments*

S

- » *Scenic Corridor Design Guidelines*
- » *Scottsdale Airport Master Plan & Part 150 Noise Compatibility Study*

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- » *Scottsdale Airport Strategic Business Plan*
- » *Scottsdale Aviation Ordinance, Chapter 5 City Code of Ordinances*
- » *Scottsdale Civic Art Urban Design Plan, 2001*
- » *Scottsdale General Plan*
- » *Scottsdale Road Streetscape Guidelines*
- » *Scottsdale Sensitive Design Principles*
- » *Scottsdale Floodplain and Stormwater Regulations Ordinance*
- » *Scottsdale Zoning Ordinance*
- » *Stormwater Master Plan*

T

- » *Trails Master Plan*
- » *Transportation Master Plan*

W

- » *WestWorld Master Plan*

Implementation Programs

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Zoning Ordinance Changes							
PCP/"Airpark" District							
Land Use Area Uses, development standards and incentives	LU1, NH1, NH2, NH3, A2, CM7, EV2, EV4, EP1, EP2, EP4, CD1, CD2, CD5, PSF3	City	•				
Cultural/Recreational Development Standards, incentives	LU1, EV3						
Type A – Type C Standards	LU4, EP1, CD2						
Regional use flexibility	LU5, EV3, EP2						
Sensitive edge buffering	LU3, NH1, CD2, CD3						
(Re)Development flexibility/ bonuses/ incentives	LU5, EV2, EP2						
Open/gathering space incentives	LU8, NH2, EP3, PSF2, CD4, CD5						
Residential use criteria	LU6, NH3						
Multi-modal connections	LU8, CM6, NH3						
Work/live, live/work flexibility	LU5, NH3						
Complete neighborhood incentives	NH2, NH3, PSF2						
Property assemblage incentives	LU1, EV4, EV5						
Part 77, Part 150 references	A1, A4						
Noise Attenuation Plan Requirement for Residential	LU6, NH2						

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Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Zoning Ordinance Changes (continued):							
I-1 Zoning District review / revisions:							
Sensitive edge buffering	LU3, NH1, CD2, CD3	City	•				
(Re)Development flexibility/ bonuses/ incentives	LU5, CM7, EV2, EV3, EP2, EP5, CD5						
Taxilane property development standards/modifications	LU5, EV2						
Part 77, Part 150 references	LU6, A1, A3, NH3						
Permitted use updates	LU1, LU6, A2, EP1, EP5, NH2, PSF3, CM7, EV2						
Property assemblage incentives	LU1, EV3, A2, EV4						
Recreation/ gymnasium/ restaurant size standards	LU6, EV2						
Development Standards updates	LU3, A2, CM7, CD2						
C-4 Zoning District review / revisions:							
Sensitive edge buffering	LU3, NH1, CD2, CD3	City	•				
(Re)Development flexibility/ bonuses/ incentives	LU5, CM7, EV2, EP2, EP5						
Development Standards Updates	CD2						
Permitted use updates	LU1, LU6, EP1, EP5						
I-G Zoning District:							
Maintain as buffer	LU3, NH1, EP1, CD2, CD3	City	•				
Permitted Use updates	LU1, LU6, EP1, EP5, NH2, EV3						
(Re)Development flexibility/ bonuses/ incentives	EV3						
Property Assemblage Incentives	LU1, LU6, EP1, EV4						
Parking Ordinance Updates:							
Shared Parking	CM2	City	•				
Carpool/Vanpool/Motorcycle Standards	CM2						
Area-Specific Standards	CM2						
Parking Regulations Review	CM2	City	•				

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Zoning Ordinance Changes (continued):							
Sign Ordinance Review/Update-- Special Airpark Provisions and Sign Districts	CD4, CD5	City	•				
Examine Transfer of Development Rights in Zoning Ordinance	LU1			•			
Examine additional employment districts (i.e. I-2, S-S)	LU1, LU6, A3, EP4		•				
Explore Creation of an Infill Incentive District Plan and Zoning	LU1, LU3, LU4, LU5, LU6, NH2		•				
Airport Programs:							
Airport Master Plan update	A2	City	•				
Airport Strategic Business Plan	A2			•	•		
Airport marketing program	A1, CD4		•				
Airport facility improvements	A2, EV2			•	•		
City Code Chapter 5 revisions	A2, EV2		•				
Airport disclosure statements for real estate transactions	LU6, NH3	Private	•				•
Economic Programs:							
Review/revise business expansion and retention programs	EV1, EV2	City, Private	•				
State Land Department coordination	LU1, CM6, EV4	City					•
Economic Vitality Strategic Plan Update	EV1, EV2, EV3, EV4, EP2		•	•	•		
Update & expand tourism program	EV2	City, Private	•				
Foreign Trade Zone	EV2, EV4, EV5	Private		•			
WestWorld Master Plan Update	EV1, EV3	City		•			
Workforce Housing Programs	NH 3, EV5	City, Private		•			
Bell Road Corridor Strategic Plan	LU 1, LU2, LU7, EV3, EV4, CD2, PSF4	City	•				
Regional Planning Participation	LU8, CM6, EV4, EV5						•

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Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Economic Programs (continued):							
Business attraction program update:							
Industry cluster identification	EV4, EV5, EP2	City, Private	•	•	•		
Marketing programs	A1, EV1, EV2, EV3, EV4, EV5, EP2						
Area Market Analysis	LU1, EV1, EV2, EV3, EV4, EV5						
Site Selection assistance (helps potential businesses find a site)	EV1, EV4, EV5, A3						
Workforce development programs:							
Corporate mentoring/apprenticeships	EV2	Private, Schools					•
Business Collaboration Programs	EV1, EV2, EV3, EV4, EV5, CD5	City, Private					•
Economic development programs:							
Site Analysis Program	EV2, EV4, EV5, A3, CD2, CD5	City, Private	•	•			
Revitalization Incentives	LU7, EV2, EV5, PSF4, A3						
Rezoning Incentives	LU7, EV2, EV5, PSF4						
Green Building/ Environmental Programs:							
Regional collaboration to recharge groundwater/prevent subsidence	EP5, EP6	City					•
Expand/enhance green building program	CM7, EP1, EP2, EP3, EP4, EP6, CD3						
Energy calculation requirements	EP1, EP3, CD3	City, Private	•				
Incentives for green commercial building retrofits	EP1, EP2, EP3, EP4, PSF1						
Environmental/energy education programs	EP2, EP3, EP4, EP5, EP6, CM7, CD3						
Net-Zero and/or Energy Efficiency Incentives	EP1, EP2, EP3	City		•			
Urban Forestry	EP3, CD3	City, Private		•			
Building Code revisions:							
Sound attenuation	A1, CD3	City	•				
Green technology elements	EP2, EP3, CD3						

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Design Programs:							
Public art installations	A4, CM1, CD4, CD5	Private, Public Art		•	•		•
Examine/update current landscaping requirements	EP1, EP3, EP4, EP5, CD1, CD3	City	•				
DS&PM Update	LU6, CM1, CD1, CD3, CM7			•			
Power line burial	PSF1	City, Private		•			
Buffered Roadway Design Guidelines	CD4	City		•			
Greater Airpark Design Guidelines:							
Signature Corridor Streetscapes	CM6, CM7, CD5	City	•	•	•		
Land Use Area Guidelines	CM6, CM7, EP4, EP3, CD1, CD4				•		
Green Building Elements	EP2, EP3, CD3		•				
Gateway Designs	EP3, CD4			•			
Signature Corridor Improvements:							
Raintree	CD2	City, Private	•				
Northsight	CD2		•		•		
Hayden-South	CD2			•			
73rd	CD2			•			
Greenway-Hayden	CD2			•			
Scottsdale	CD2				•		
Legacy	CD2			•			
Bell-Gateway	CD2			•			
Hayden-North	CD2				•		
Frank Lloyd Wright	CD2			•			
Pima-Princess	CD2				•		
Sensitive Design Principles Update	NH1, CM1, CM7, EP4, EP1, EP2, EP3, EP5, CD1, CD3	City	•				

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Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Mobility Improvements & Programs:							
Pedestrian improvements:							
Sidewalk upgrades	CM6	City, Private	•	•	•		
Shade structures	CM6, EP3		•	•	•		
Trees	CM6, EP3		•	•	•		
Street Furniture	CM6		•	•	•		
Lighting	CM6		•	•	•		
Crossings—signalized and non-signalized	CM6		•	•	•		
Pedestrian wayfinding system	CM3, CM4		•	•	•		
Path Enhancements	CM3, CM4, CM5		•	•	•		
Hayden Road Shared Use Path	CM3, CM5			•			
76th Street Path	CM3, CM5			•			
Bell Road Path	CM3, CM5				•		
CAP Aqueduct Shared Use Path	CM5, CD5			•			
Pedestrian/bicycle connections between Phoenix and Scottsdale	CM4, CM5, CM6, EP4			•			
Bicycle mobility improvements:							
Bicycle lane integration	CM4	City, Private					
Bicycle wayfinding system	CM3, CM4		•	•	•		
Bicycle parking credit review/ revisions	CM2						
Road restriping	CM4, CM6						
Street/ Intersection Improvements:							
Airport Ring Road Improvements	LU5, CM3, CM6	City, Private	•	•			
Frank Lloyd Wright/Loop 101 Interchange improvements	CM3	City	•				
Raintree/Loop 101 Improvements	CM3		•				
Paradise Lane Enhancements	CM3			•			
Miller Road, between Princess Blvd and Legacy Drive, construction	CM3	City, Private		•			
Frank Lloyd Wright- north side frontage road from Loop 101	CM3			•			
Neighborhood Traffic Calming	CM4						•

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Mobility Improvements & Programs (continued):							
Street/ Intersection Improvements (continued):							
Pima Rd/Princess and Loop 101 ramp connections	CM3	City, Private		•			
HOV Ramps at Northsight/Loop 101	CM3	City			•		
Legacy Boulevard extension to water campus	CM3	City, Private			•		
Loop 101 frontage road- Hayden to Pima/Princess	CM3				•		
Hayden Road/Loop 101 improvements	CM3				•		
Widen Hayden from Union Hills to Legacy Boulevard	CM3				•		
Intersection Mobility Enhancement	CM3	City					•
Transportation Master Plan update—Airpark Section	All of Community Mobility, EP4			•			
Transit Improvements:							
Phoenix/ Scottsdale transit connections (example: Route 154)	CM1, CM6, EP4	RPTA, TMA, City	•		•		
Transit connection/loop—Phoenix to Princess to 76th Street to Legacy to Phoenix	CM1, CM6, EP4	TMA, Private, Phoenix			•		
Employer ride-home programs	CM1, EP4	TMA, Private		•			
Car-sharing, shuttle bus feasibility studies in association with TMA	CM7, EP4, EV2				•		
Transportation Management Authority (TMA)	CM1, CM3, CM6, CM7, EP4	City, Private	•				•
Scottsdale Road high capacity transit	CM1, EP4	RPTA, City, Phoenix			•		
Airpark circulator	CM1, EP4, EV2	TMA, Private, City			•		
Airpark Transit Center	CM1		•				
Express Bus Route 572	CM1, EP4	RPTA, City	•				
Express Bus Route between Airpark and Chandler	CM1, EP4	City	•				
Route 170 frequency increase	CM1, EP4			•			
Express Bus between Airpark and Downtown Phoenix	CM1, EP4			•			
Reroute Route 81 to Serve Transit Center	CM1, EP4				•		
Route 114 extension to Airpark	CM1, EP4				•		
						•	

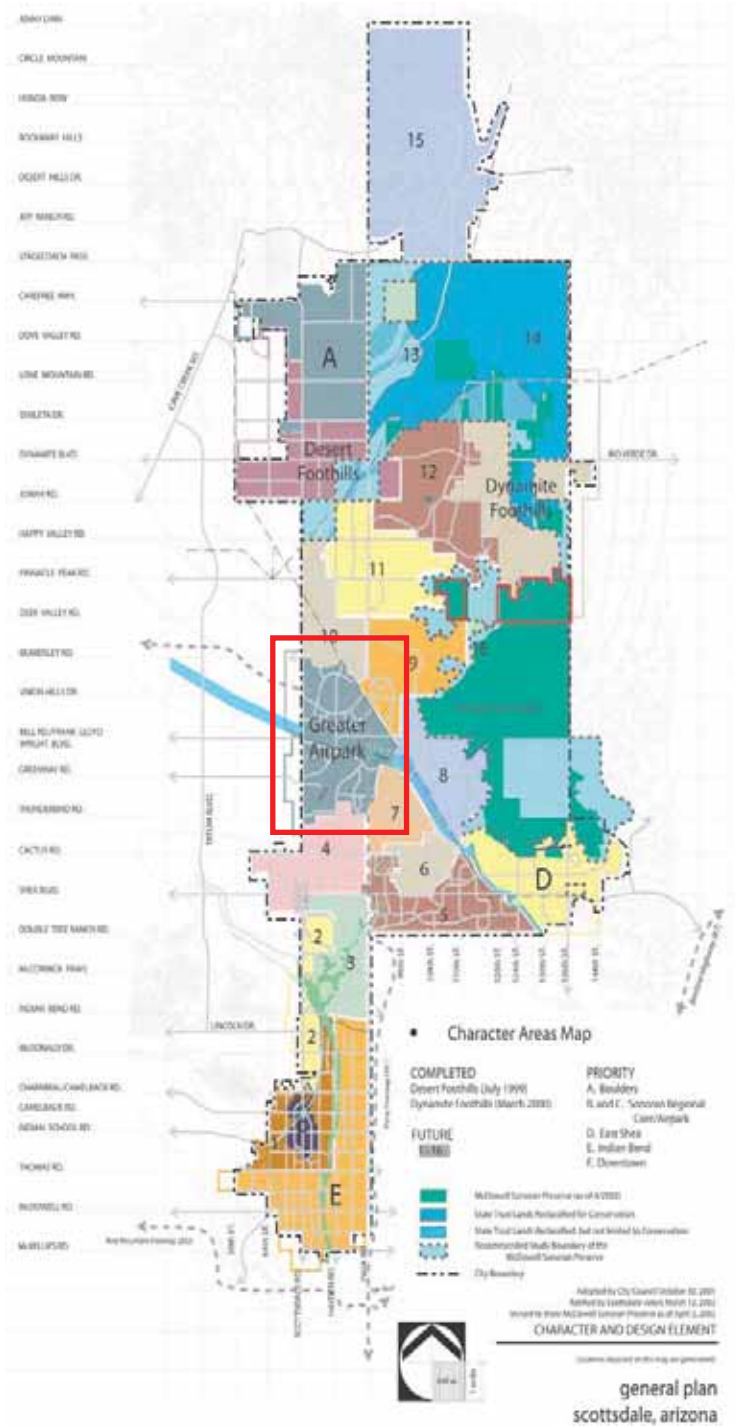
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Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Mobility Improvements & Programs (continued):							
Vehicular wayfinding system(s)	A4, CM1, CM3, CM4	City	•				
Explore street renaming	A4, CM1, CM3				•		
Shared parking agreements for major events in area	CM2	City, Private	•				
Parking Management Districts	CM1, CM2	City, TMA		•			
Trail connecting M-S Preserve to Greater Airpark	CM5, EV3	City, Private			•		
Infrastructure/Facilities Improvements & Programs:							
Satellite city office/non-profit office	EV2, PSF3	City, Private		•			
Permitting requirements/streamlining	LU1, EV1, EV2	City			•		
Electric sub-station and utility upgrades/expansion	EV1, PSF1	Utilities, City		•			
Commercial/multi-family recycling	EP4, PSF3	City, Private		•			
Reclaimed water use for commercial landscaping	EV1, EP1, EP5, CD3		•				•
Communications utility upgrades	EV1, PSF1	Utilities, City	•	•	•		
Stormwater infrastructure upgrades	EV1, EP5, EP6, PSF4	City, Private	•	•	•		
Stormwater runoff monitoring	EP6, PSF4, CD3	City			•		
WestWorld Capital Improvements	EV1, EV3	City, Private	•		•		
Scottsdale Sports Complex Programming	LU2						•
Alternative energy integration	PSF1			•			
Integrated-Water Resources Master Plan Update	PSF4	City	•	•	•		
Water and wastewater infrastructure upgrades	PSF4, EV1	City, Private	•				
Public Parking Structures	CM2			•			

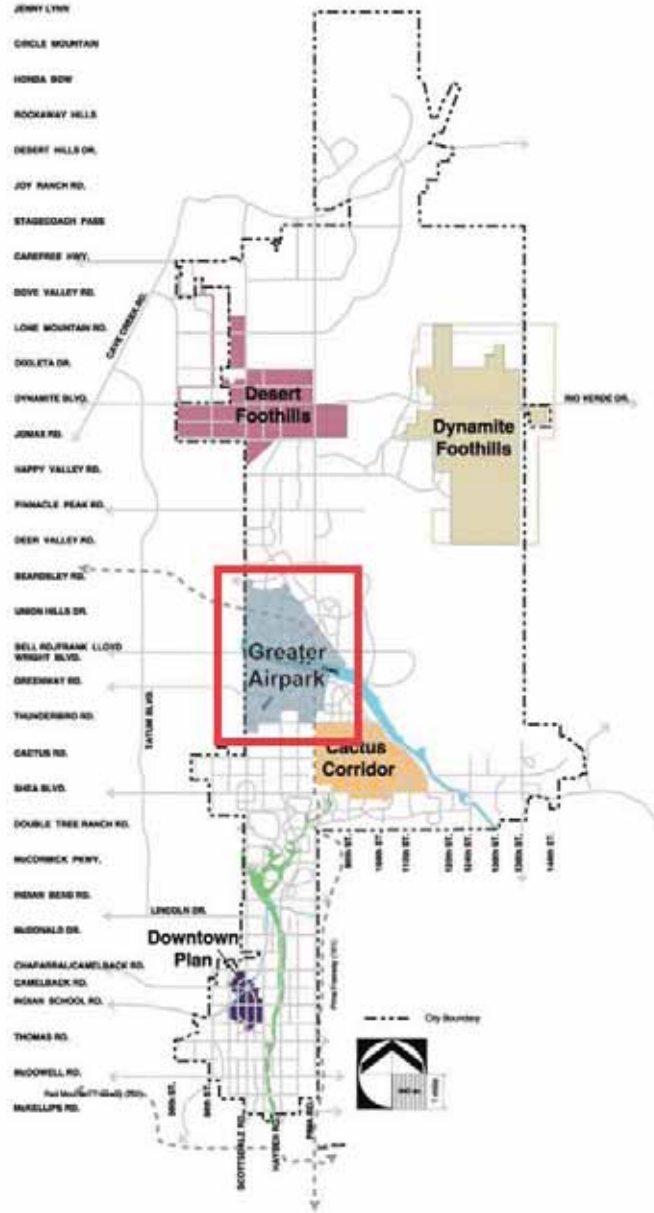
Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Infrastructure/Facilities Improvements & Programs (continued):							
Stormwater master plan(s)	EP5, EP6, PSF4, EV1	City	•				
Public safety enhancements	PSF3	City, Private		•	•		
Smart grid technology	EP1, PSF1, EV1	Private		•			
Gateway improvements	CD4, CD5	City, Private	•	•	•		
Solid waste/recycling service enhancements	PSF3, EP4			•			
Construction debris recycle/reuse credit programs	EP4				•		
Parks and Recreation Master Plan updates	PSF2, NH2, EP6, CD3	City		•			
Improvement Districts	LU5, PSF4, EP6, EV1	City, Private	•	•	•		
Capital Improvement Program Update	PSF3, PSF4, EP6, EV1	City	•	•	•		
Wireless internet service	PSF1	Private Providers		•			
International Visitor's Center	PSF5	City, Private			•		
Conference Center	PSF5				•		
Neighborhood Programs:							
Community outreach program enhancements	NH1, A4, PSF2, PSF3	City		•			
Review/ update minimum property maintenance standards	NH1			•			
Neighborhood Association formation	NH1	City, Private			•		
Human services enhancements	PSF3				•		
Community Events	A1, A4		•	•	•		
Other:							
Greater Airpark Plan Annual Report	n/a	City				•	

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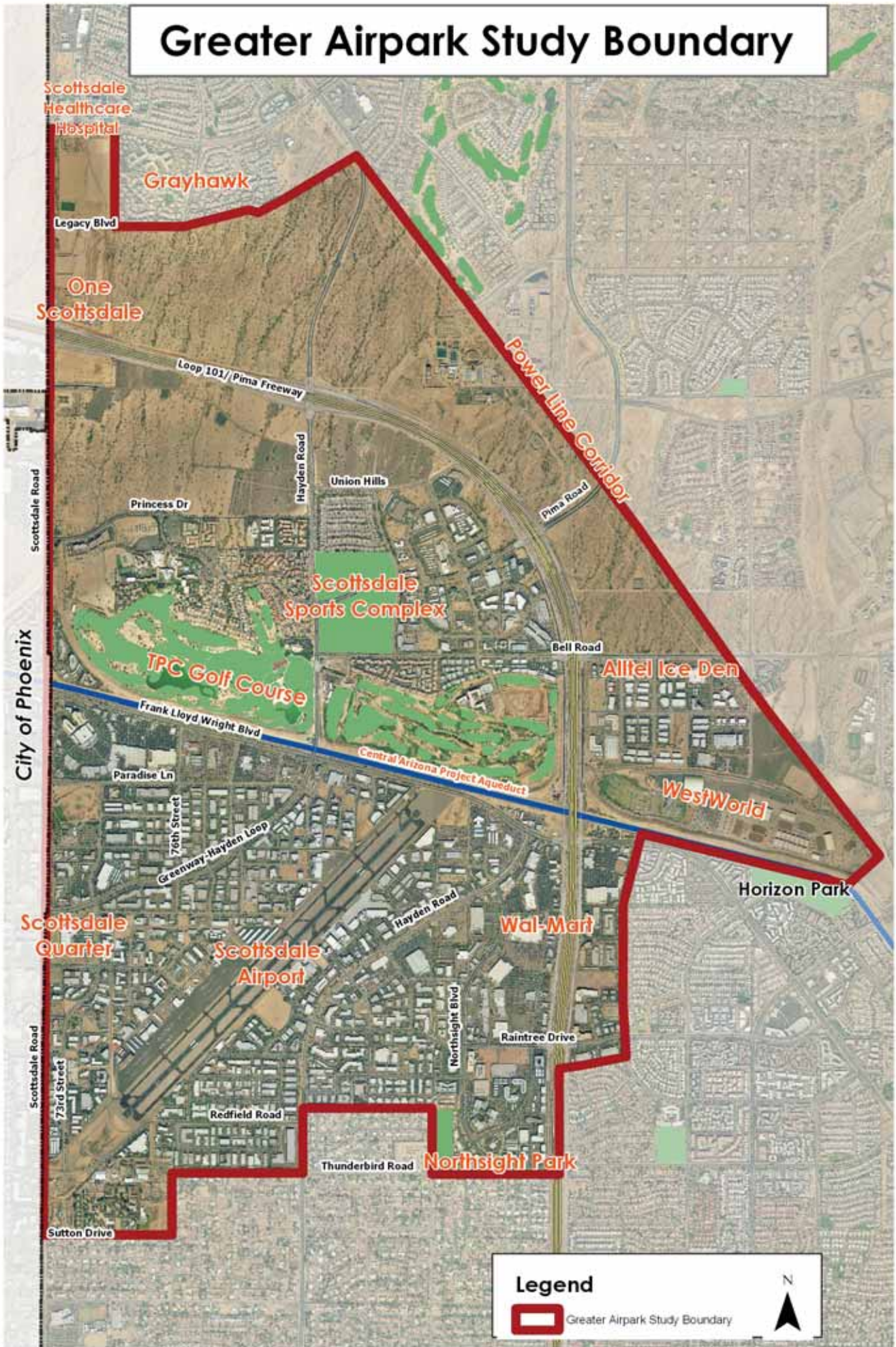
PROPOSED GENERAL PLAN CHARACTER AREAS



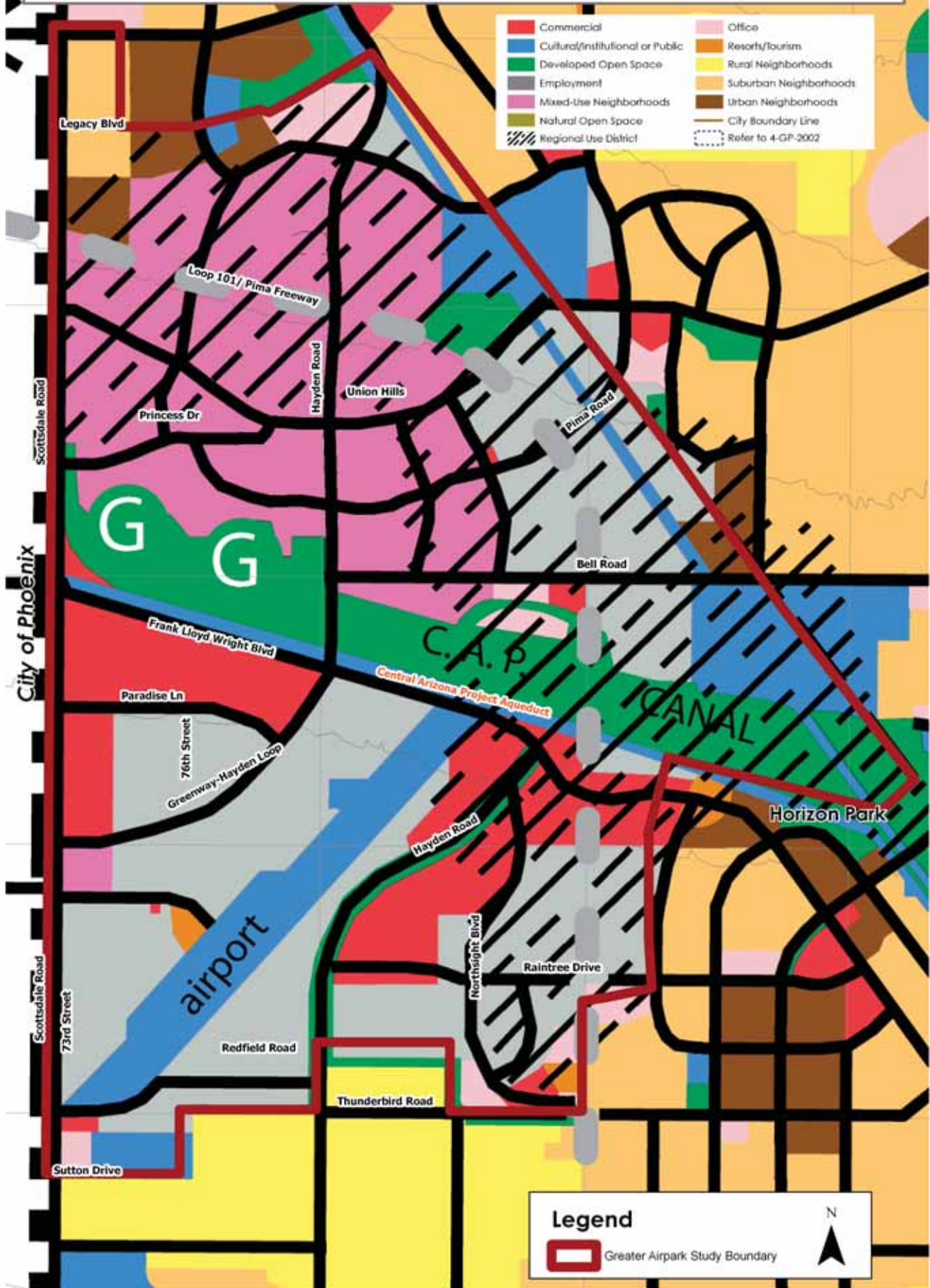
PROPOSED
Major General Plan Amendment- Character Area Criteria Map



Greater Airpark Study Boundary



Greater Airpark: 2001 General Plan Land Use w/Regional Use Overlay



**Project Narrative—Major General Plan Amendment for:
Greater Airpark Character Area Plan
2-GP-2010**

REQUEST FOR A MAJOR GENERAL PLAN AMENDMENT TO ADOPT THE GREATER AIRPARK CHARACTER AREA PLAN AND AMEND THE 2001 GENERAL PLAN LAND USE MAP AND LAND USE DESIGNATIONS, CHARACTER AREAS MAP, AND GENERAL PLAN CHARACTER AREA CRITERIA MAP

This report consists of four sections:

- I. Introduction—Outlines the intent of the proposal.
- II. General Plan Guiding Principles—Explains the consistencies between the goals and policies in the adopted 2001 General Plan, the proposed amendment and the Character Area Plan.
- III. General Plan Element Analysis—Explains the justifications for the proposed changes to the 2001 General Plan.
- IV. Land Use Impact Analysis—Details the conceptual impacts of the land use map changes on population, traffic, schools and infrastructure.

I. INTRODUCTION

The Greater Airpark Character Area Plan (CAP) process began in May 2008 with a series of public outreach forums. The Greater Airpark community was asked to describe their visions, issues, opportunities, and constraints related to the Scottsdale Airpark for the next 20 years. The planning process then continued, culminating with the release of the draft plan for public review in September 2009. Staff presentation of the draft plan through a “road show” to various community groups, organizations and individuals occurred. A revised draft plan, based on community input, was presented to the Planning Commission in February 2010.

Upon review of the proposed Greater Airpark CAP, staff determined that the existing 2001 Scottsdale General Plan would need to be amended to support the intent of the CAP in three (3) key areas:

1. Land Use Map and designations (qualifies as a major amendment)
2. Character Area Criteria Map (qualifies as a non-major amendment)
3. Character Areas Map (qualifies as a non-major amendment)

The proposed amendments to the 2001 Scottsdale General Plan will incorporate the Greater Airpark Character Area Plan into the General Plan. The amendment will also streamline the General Plan Land Use Map in the Greater Airpark Character Area, extend the Regional Use Overlay Designation to include a larger proportion of the area, change the existing Character Areas and Criteria maps to reflect the Greater Airpark, modify the Employment and Mixed-Use Land Use Designations, and adopt the goals and policies in the Greater Airpark Character Area Plan.

II. GENERAL PLAN GUIDING PRINCIPLES

1) Guiding Principle/ Character & Lifestyle

The Character and Lifestyle Guiding Principle contains two elements, the Character & Design Element and the Land Use Element.

A. Character & Design

The character and design element seeks to promote quality development that is sustainable and appropriate in striking a balance between natural desert settings, historically significant sites/structures and the surrounding neighborhood. The proposed Greater Airpark Character Area Plan (CAP) will enable the city to plan for growth in the Greater Airpark while being sensitive to surrounding neighborhoods and promoting a high quality standard for development.

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Response: The Character Area Plan/ proposed land use amendment responds to regional and citywide contexts by focusing much of the city's employment land uses in this major regional economic center/Scottsdale Growth Area and in close proximity to the Freeway and Scottsdale Airport. The CAP also addresses transitions between more intense commercial/employment areas and surrounding residential areas through sensitive edge buffering and encouraging transitional types of development.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

Response: The Character Area Plan has an entire chapter dedicated to character and design which promotes guidelines for special roadways and specific building types in the Greater Airpark. The CAP also contains an Environmental Planning Chapter that recognizes the Sonoran Desert climate and context of the surrounding area.

3. Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support preservation and conservation.

Response: N/A. There are no sites or buildings designated, or anticipated to be designated, as historic or culturally significant in the Greater Airpark.

4. Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

Response: The Character Area Plan identifies “Signature Corridors” in the Greater Airpark with specific streetscape design themes. Examples include Scottsdale Road, Raintree Drive, Frank Lloyd Wright Boulevard, and Greenway-Hayden Loop.

5. Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

Response: The Character Area Plan encourages public art to be integrated into development throughout the area and is particularly encouraged to promote the Airpark brand and Airport with aviation-related art. The Plan also identifies gateways and special “Landmark Intersections” where public art may be appropriate.

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

Response: The Character Area Plan promotes native and adapted landscaping elements in different areas of the Greater Airpark. This includes landscaping tailored for safety associated with the Scottsdale Airport.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.

Response: Lighting is encouraged to minimize glare, conserve energy, and accent each Greater Airpark Character Area Plan Land Use Area.

B. Land Use

The Land Use Element ensures a variety of living, working, and leisure opportunities through different land uses, vital neighborhoods, thriving businesses and tourism communities, and open spaces for people to recreate, reflect and enjoy. The Greater Airpark Character Area Plan incorporates a Land Use Chapter and more specific Land Use Map to address the special relationships of prominent land uses in the area.

1. Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Response: The Character Area Plan/ General Plan Amendment seeks to maintain and expand the Greater Airpark’s role as a national and international economic/tourism destination through appropriate land uses, development and revitalization. This includes an expansion to the

diversity of land uses in the Greater Airpark; support of a mix of uses to promote a sense of community; promotion of market-supportive development intensities; conversion of underutilized land to more productive uses; assemblage of inefficient parcels and replacement of obsolete structures; encouragement of adaptive reuse of buildings; and prevention of the erosion of Greater Airpark Employment Land Uses through land use regulations, such as limiting retail and restaurants in areas designated for employment.

The proposed expansion of the Regional Use Overlay designation in the General Plan also supports the Greater Airpark and Scottsdale's role as a major regional economic center and growth area by providing greater flexibility for regional land uses in this growth area.

2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Response: The CAP and proposed General Plan amendment will capitalize on existing locations and continued development of regional transportation systems (such as the Loop 101 Freeway), economic edges (such as Phoenix), and the Central Arizona Project Aqueduct corridor.

3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

Response: The Character Area Plan acknowledges sensitive edges of the Greater Airpark and supports buffering/transitioning of those areas.

4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

Response: The proposed amendment and Character Area Plan support a balance of land uses appropriate in an aviation-based employment center. This includes mixed-use development, employment uses, commercial uses, and offices. Residential is also integrated into Airpark Mixed Use-Residential Areas, where appropriate, as guided by the Airport Noise Compatibility Study and Federal Aviation Regulations.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

Response: The proposed amendment and CAP encourage mixed-use and employment land uses that will support multi-modal transportation systems.

6. Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.

Response: The proposed amendment and Character Area Plan seeks to direct growth in Scottsdale in the Greater Airpark area, thus conserving land in other parts of the city (such as the McDowell-Sonoran Preserve). Employment Land Uses, anchored by Mixed-Use development, will allow employees to live close to work, thus reducing vehicle miles traveled, improving air quality, and reducing energy consumption.

7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

Response: The Character Area Plan acknowledges sensitive edges of the Greater Airpark and supports buffering/transitioning of those areas. It also concentrates higher intensity uses away from lower-density residential areas through the use of Development Types of differing scales and intensities.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Response: The CAP promotes “complete” neighborhoods which are areas where residents are within comfortable walking or bicycling distance to work, services, essential shopping (such as a grocery store), recreation and community services. The proposed amendment promotes additional mixed-use neighborhoods located in close proximity to employment and recreation.

9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Response: The proposed amendment promotes synergy among mixed-use neighborhoods, places of employment, and commercial/retail areas by locating them close to one another and connecting them with transit and other multi-modal transportation options.

2) Guiding Principle/ Support Economic Vitality:

This principle and element is intended to secure Scottsdale’s future as a desirable place to live, work and visit based on the support of a dynamic, diversified and growing economic base that complements the community. The Character Area Plan incorporates an Economic Vitality Chapter which seeks to maximize the economic potential of Greater Airpark land resources.

1. Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

Response: The Greater Airpark Character Area Plan incorporates a Regional Tourism Land Use Area which encourages enhancement of major event facilities, such as WestWorld, and provides locations for major tourist attractions, cultural amenities, recreational opportunities, residential and accommodations. The plan also seeks to preserve and enhance tourism and visitor experiences of the Greater Airpark area.

Policies include:

- Support and enhance existing tourist attractions;
- Encourage complementary uses, such as specialty retail and hotels, to locate in the Greater Airpark, in order to support tourist attractions;
- Attract new segments to the tourism market;
- Enhance tourism infrastructure to accommodate market trends;
- Provide opportunities for existing resorts and hotels to expand and enhance their tourism offerings;
- Encourage and develop multi-modal links between the McDowell-Sonoran Preserve and Greater Airpark attractions; and
- Foster public and private partnerships that will result in joint ventures for cultural amenities and arts.

2. Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.

Response: The proposed Regional Use Overlay expansion encourages additional regionally-oriented retail, and the Regional Tourism Land Use area supports large event venues and leisure-oriented land uses.

3. Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

Response: The proposed Greater Airpark Character Area Plan seeks to sustain the long-term economic prosperity of the area with the intent of balancing the area's revenue generation with the cost of services. The proposed plan also encourages a diversified business base to insulate the city from economic downturns.

4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Response: The proposed plan encourages the expansion, attraction and retention of businesses, as well as, resort and tourism land uses in the

Greater Airpark that are compatible with mixed land uses and Scottsdale's environmental values.

5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

Response: The proposed plan concentrates non-residential employment land uses around the Scottsdale Airport and its associated noise contours in order to protect Airport operations and future residents.

6. Maintain and develop partnerships that will support and promote quality employment and business opportunities.

Response: The Economic Vitality Chapter of the proposed plan seeks to enhance existing and develop new partnerships that support quality employment, business opportunities and workforce development. This includes the renovation of underutilized or vacant parcels, maintaining and enhancing national/international relationships, identifying land most advantageous for research and development incubators (including higher education facilities), and improving and facilitating collaboration among companies and organizations within the Greater Airpark.

7. Sustain the long-term economic well being of the city and its citizens through redevelopment and revitalization efforts.

Response: The proposal promotes revitalization using strategies such as, amending regulatory processes, performance-based incentives, and encouraging the assemblage of inefficient parcels. The proposed expansion of the Regional Use Overlay General Plan Designation also fosters revitalization in the Greater Airpark area by allowing an increased flexibility of land uses in the area. This allows for easier redevelopment by accommodating land uses that may be new in the future.

3) Guiding Principle/ Enhance Neighborhoods:

The Character and Lifestyle Guiding Principle contains three elements, the Community Involvement Element, Housing Element, and Neighborhoods Element.

A. Community Involvement

The Community Involvement Element supports constructive dialogue involving individuals, the business community, organizations, institutions, and government as the cornerstone of successful planning. The Character Area Plan does not include policies related to Community Involvement. However, the process to create the plan followed the principles outlined in the General Plan.

1. Seek early and ongoing involvement in project/policy-making discussions.

Response: The proposal began in May 2008, in which community members were asked to identify issues and their visions for the area a year prior to any formal policy-making occurred. The plan began to be drafted in May 2009. The community continued to be updated on the progress of the plan via the internet, e-mail lists, newspapers, meetings and presentations.

2. Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.

Response: The planning process attempted to inform all members of the Scottsdale community about the plan and outreach process using the internet, newspaper ads, press releases, flyers, school newsletters, Airpark News articles, and other means. The process followed a “go-to-them” philosophy where staff attended already scheduled community events to spread the word.

3. Publish and process city issues in a manner that is relevant to citizens’ daily lives and personal and professional interests.

Response: The process involved electronic posting of all community outreach results and opportunity to provide input via online surveys, email, regular mail, fax and telephone. Notices were also provided in the newspapers and distributed to various community group newsletters.

4. Accept and respond to new ways of communicating and new technologies.

Response: Although social networking was not directly used for outreach, several organizations were asked to share information regarding the proposal via their social networking sites. For example, the Chamber of Commerce Airpark Committee posted information on their LinkedIn profile, and the Airpark News posted information on their blog.

5. Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

Response: All community outreach results, consultant reports, and staff reports were made publicly available on the city’s website.

6. Foster community partnerships, community catalysts, and community networks as a means of sharing information and responsibilities and working on collaborative solutions.

Response: The public outreach process took full advantage of existing community groups and networks to spread the word and share information. Some of these included Preservation of Airpark Residential Communities group (PARC), Airpark Loop Group/Design District, Chamber

of Commerce, homeowners associations, and Airpark Meet Your Neighbors events.

B. Housing

The Housing Element embraces a variety of housing opportunities that enhance the character, diversity, and vitality of the city, as well as respect and conserve our Sonoran Desert. It focuses on the people who occupy housing as much as the product itself.

1. Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

Response: The proposed plan includes a Neighborhoods and Housing Chapter which seeks to preserve the character, scale and quality of established residential neighborhoods, buffer neighborhoods from the spillover of industrial and commercial land uses, and ensure properties are maintained at a high standard within the area.

2. Seek a variety of housing options that blend with the character of the surrounding community.

Response: The proposed plan encourages a variety of urban and mixed use dwelling types in mixed use areas of the Greater Airpark. The proposed plan also includes criteria for the location of residential development, where:

- It will not be adjacent to conflicting industrial uses;
- It will not lie within the Airport's 55 DNL or higher noise contour areas; and
- It will be able to incorporate multi-modal transportation options.

3. Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

Response: The proposal encourages residential development for a variety of income groups, encourages a variety of dwelling types, and encourages live-work units in the area.

4. Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, economic expansion and increase overall quality of life for our residents.

Response: The proposed plan seeks to create "complete neighborhoods" through the development of urban dwellings types and mixed use developments. This includes integrating support services for current/future residents into developments, incorporating gathering spaces and recreational opportunities into mixed use development; and

promoting opportunities for parks, open space and trail connections to support residents.

5. Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale's older neighborhoods and adaptation of dated housing stock.

Response: The few existing neighborhoods in the Greater Airpark were constructed within the last 10 to 20 years; thus, this goal is not addressed.

6. Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.

Response: The proposed plan supports a variety of housing types which includes those with special needs and different age groups.

C. Neighborhoods

The Neighborhoods Element seeks to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all of its neighborhoods, commercial and residential.

1. Enhance and protect diverse neighborhoods so they are safe and well maintained.

Response: The proposed plan includes a Neighborhoods and Housing Chapter which seeks to preserve the character, scale and quality of established residential neighborhoods, buffer neighborhoods from the spillover of industrial and commercial land uses, and ensure properties are maintained at a high standard within the area.

2. Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

Response: The proposal promotes revitalization using strategies such as, amending regulatory processes, performance-based incentives, and encouraging the assemblage of inefficient parcels.

3. Sustain the long-term economic well being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Response: The proposal promotes revitalization using strategies such as, amending regulatory processes, performance-based incentives, and encouraging the assemblage of inefficient parcels.

4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

Response: As a Character Area Plan, the proposal follows the three-level approach to planning established under the General Plan to recognize, preserve and enhance the unique and diverse neighborhoods found throughout Scottsdale. In addition, the proposed plan includes a Neighborhoods and Housing Chapter which seeks to preserve the character, scale and quality of established residential neighborhoods, buffer neighborhoods from the spillover of industrial and commercial land uses, and ensure properties are maintained at a high standard within the area.

5. Promote and encourage context-appropriate new development in established areas of the community.

Response: The proposed plan encourages new development efforts toward an existing developed area, and it promotes the area as opportune for economic development infill by establishing Development Types and focusing infrastructure improvements in this established Growth Area.

4) Guiding Principle/ Open Space:

The Open Space Guiding Principle contains two elements, the Open Space and Recreation Element and the Preservation and Environmental Planning Element.

A. Open Space and Recreation Element

The Open Space and Recreation Element includes a balanced planning approach that seeks ways to conserve natural and recreational resources for the enjoyment of all citizens while meeting the needs of a developing community.

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Response: The proposed plan encourages the addition of open spaces to support future residential and employment needs in the Greater Airpark.

2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.

Response: The proposed plan seeks to link the Greater Airpark's open spaces to other existing and planned city-wide and regional open spaces, trails and path systems. In addition, a recommended implementation program in the plan is to update the existing Parks and Recreation Master Plan.

3. Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Response: The proposed plan does not add any city-maintained/owned open spaces that have not already been established by the 2001 General Plan.

4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit Scottsdale.

Response: The proposed plan encourages collaboration with other governmental agencies to preserve and protect regional open space, and to acquire, develop, fully maintain, and operate regional facilities. This includes the Central Arizona Project Aqueduct open space corridor.

5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: The proposed plan recognizes and seeks to promote the value of usable open space as part of the community's quality of life. Furthermore, it seeks to provide a variety of passive and active recreational facilities, encourage multiple-use facilities, and provide an on-going assessment of recreational needs.

6. Provide access to educational, recreational, and cultural services for all residents.

Response: The proposed plan encourages the aforementioned services throughout the Greater Airpark, and outlines appropriate locations for these services.

B. Preservation and Environmental Planning Element

The Preservation and Environmental Planning Element fosters energy, land, and water conservation, reduced solid waste generation, cleanup of contaminated sites, and participation in finding solutions to regional environmental issues.

1. Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Response: The proposed plan encourages the linkage of the Regional Tourism portion of the Greater Airpark to the McDowell-Sonoran Preserve through a trail system, wayfinding system, and streetscape program along Bell Road.

2. Enhance the quality of life in Scottsdale by safeguarding the natural environment.

Response: Goals and policies in the Environmental Planning Chapter of the proposed plan seek to foster a sustainable balance between environmental stewardship and the development/redevelopment of the Greater Airpark. This includes concentrating higher-impact land uses in Employment and Aviation Land Use Areas; encouraging developments to respond to the Sonoran Desert Climate; and respecting the Sonoran Desert context through building orientation, colors, textures, materials and lighting.

3. Achieve a sustainable balance between the conservation, use and development of Scottsdale's natural resources.

Response: The proposed plan includes policies that promote efforts to improve air quality and enhance the environment; mitigate adverse impacts to the natural environment through aggressive conservation, reuse, and recycling programs for commercial and industrial users; limit the amount of impervious surfaces in the Greater Airpark; and balance use of natural and man-made materials in building and site design.

4. Reduce energy consumption and promote energy conservation.

Response: The proposed plan's major environmental focus regards energy conservation and reducing consumption. This includes promotion of green building alternatives; integration of smart grid technology; incorporation of sensitive landscape irrigation methods; establishment of performance-based incentives to encourage environmentally-sensitive development; establishment of on-site advisory assistance to businesses on green building renovations/developments; and integration of passive solar and renewable energy generation systems.

5. Conserve water and encourage the reuse of wastewater.

Response: The proposed plan includes goals and policies that seek to further improve water conservation efforts and encourage the reuse of graywater in the Greater Airpark. This includes reviewing future developments' impacts on water use; encouraging a variety of water conservation techniques; promoting rainwater harvesting; limiting the amount of turf area; and using reclaimed and graywater in areas with access to delivery systems.

6. Ensure the quality of our groundwater and surface water supplies.

Response: The proposed Character Area Plan provides policy to work regionally with water providers in order to limit groundwater consumption within the Paradise Valley Sub-basin, and maximize groundwater recharge in order to maintain the Greater Airpark's natural water supply and minimize the rate of area subsidence.

7. Promote local and regional efforts to improve air quality.

Response: The proposed Character Area Plan promotes efforts to improve air quality through environmentally sensitive transportation practices, such as carpooling, bicycling, and public transit.

8. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable materials.

Response: The proposed plan promotes public and private partnerships that will mitigate adverse impacts to the natural environment through aggressive conservation, reuse, and recycling programs for industrial and commercial users, in particular.

9. Protect and conserve native plants as a significant natural and visual resource.

Response: The proposed plan supports the integration of native plants in the Greater Airpark in keeping with the city-wide goal regarding such.

10. Encourage environmentally sound “green building” alternatives that support sustainable desert living.

Response: The proposed plan provides policies that promote green building alternatives, including performance-based incentives for green building.

4) Guiding Principle/ Seek Sustainability:

The Sustainability Principle contains three elements, the Cost of Development Element, Growth Areas Element, and Public Services & Facilities Element.

A. Cost of Development Element

The Cost of Development Element seeks to meet and exceed the needs and expectations of Scottsdale citizens and visitors in its public service delivery operations and its infrastructure and capital facilities development. Goals in this element relate to fiscal impact modeling which are tailored to city administration and not the development of the Greater Airpark Character Area.

B. Growth Areas Element

The Growth Areas Element seeks to protect and enhance Scottsdale’s neighborhoods while assuring healthy and prosperous levels of employment, income, and working environment for both local and commuting labor forces. The 2001 General Plan designated the majority of the Greater Airpark as a growth area.

- 1. Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.**

Response: Following this guidance from the General Plan, the proposed plan and land use map changes include additional mixed use areas in locations supported by multimodal transportation.

- 2. Make automobile, transit, and other multimodal circulation more efficient.**

Response: The proposed plan includes a Community Mobility chapter which includes additional transit and multimodal transportation options in the Greater Airpark. It also seeks to make automobile circulation more efficient through the establishment of Transportation Management Associations which are non-profit groups of businesses in the area that would seek to limit vehicle miles traveled. This could include promoting telecommuting, vanpools and local circulators throughout the area.

- 3. Conserve significant natural resources and open space areas in the growth areas and coordinate their location to similar areas outside the growth areas.**

Response: The proposed plan incorporates a connected network of community and regional open spaces. For example, the Central Arizona Project Aqueduct is a planned regional open space connection and important resource for Scottsdale.

- 4. Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.**

Response: Infrastructure improvements are prioritized in the recommended implementation programs in the proposed plan, and they align with areas proposed for increased intensity over the next 20 years.

- 5. Integrate public (civic) art into the visual character of designated growth areas.**

Response: The proposed plan encourages public art throughout the entire Character Area that is reflective of the area's unique aviation and innovative character.

6. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Response: Infrastructure improvements are prioritized in the recommended implementation programs in the proposed plan, and they align with areas proposed for increased intensity over the next 20 years.

C. Public Services & Facilities Element

The Public Services & Facilities Element intends to provide high quality community services to Scottsdale residents, businesses, and visitors in the most efficient and cost-effective manner.

1. Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.

Response: The proposed plan's Public Services and Facilities Chapter includes policies which promote additional solid waste and recycling services for the Greater Airpark community.

2. Protect the health, safety, and welfare of the public from the impacts of flooding.

Response: The proposed plan encourages the facilitation of a comprehensive stormwater master plan and infrastructure improvements in an effort to minimize onsite retention requirements, while still protecting properties from flooding. It also includes policies to explore new and innovative stormwater management strategies and integrate alternative stormwater detention practices.

3. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

Response: The proposed plan provides goals to enhance power and communication systems within the Greater Airpark to provide broader and more efficient service and improve area aesthetics. Specifically, policies support the integration of efficient communication technologies in order to support existing businesses and business expansion; encourage "state of the art" communications technology (such as wireless internet access and fiber optics); and coordinate with power companies to assure the provision of adequate power to serve the increasing needs of the area.

4. Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.

Response: The proposed plan provides policy to collaborate with private entities to provide an integrated system of human services, such as adult daycare, childcare, persons with disabilities and senior services. The plan

also promotes collaboration to provide an ongoing, systematic assessment of recreational facility needs and preferences in recreational programming.

5. Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.

Response: The proposed plan encourages the development of additional public safety facilities, including law enforcement, emergency, and medical services in conjunction with the Greater Airpark's growth in order to provide and maintain adequate response time.

The proposed plan also seeks to foster safe, efficient, and environmentally responsible operation of the Scottsdale Airport. This includes implementing the Airport Master Plan, Airport Strategic Business Plan, and Part 150 Noise and Land Use Compatibility Study; enforcing local land use regulations around the Airport; developing height limitations consistent with Federal Aviation Regulations Part 77; and continuing to explore enhancements to the Airport that also respect the surrounding residential community.

6. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

Response: The proposed plan promotes the provision of convenient city services, such as satellite city offices and/or facilities, for businesses and residents in the Greater Airpark.

7. Provide recreational opportunities to meet the needs of all areas of the community through public facilities.

Response: The proposed plan seeks to provide a variety of passive and active recreational facilities, encourage multiple-use facilities, and provide an on-going assessment of recreational needs.

5) Guiding Principle/ Advance Transportation:

The Transportation Principle contains the Community Mobility Element.

A. Community Mobility Element

The Community Mobility Element recognizes a diversity of mobility systems to match the character and lifestyle of different areas of the community, and it promotes alternative mobility choices to the automobile, increased accessibility, improved air quality, enriched neighborhoods and high quality of life.

1. Protect the function and form of regional air and land corridors.

Response: The proposed plan seeks to foster safe, efficient, and environmentally responsible operation of the Scottsdale Airport. This includes implementing the Airport Master Plan, Airport Strategic Business Plan, and Part 150 Noise and Land Use Compatibility Study; enforcing local land use regulations around the Airport; developing height limitations consistent with Federal Aviation Regulations Part 77; and continuing to explore enhancements to the Airport that also respect the surrounding residential community.

2. Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Response: The proposed land use in the draft plan supports a work, live, play relationship that reduces the distance and frequency of automobile generated trips. The plan also seeks to protect the Scottsdale Airport from encroachment of incompatible uses, such as residential and schools, through specific location criteria for each.

3. Promote regional diversity and connectivity of mobility choices.

Response: The proposed plan supports and provides connections to regional multimodal circulation networks.

4. Relieve traffic congestion.

Response: A major goal in the proposed plan is to improve vehicular traffic circulation in the Greater Airpark. This includes encouraging capacity and operational improvements to improve circulation, where needed; improving accessibility from the Loop 101 Freeway; developing predictable, convenient wayfinding systems; encouraging staggered delivery times and shared delivery areas to reduce street obstructions; and encouraging telecommuting, staggered work hours, flextime, and company car/vanpooling.

The proposed plan also coincides with the adopted 2008 Transportation Master Plan recommended projects to improve mobility throughout the Greater Airpark. This includes all intersection improvements and the proposed “ring road” system.

5. Maintain Scottsdale’s high aesthetic values and environmental standards in the city’s transportation system.

Response: A goal in the proposed plan is to promote sustainable transportation options that meet the needs of the current and future Greater Airpark Community. This includes, incorporating site design

features that promote more access to those walking, cycling, or taking public transit (such as ground-floor retail and parking located in the rear of buildings); promoting more sustainable modes of passenger transportation, such as alternative fuel vehicles, walking, biking, and/or other future technologies; incorporating environmentally sensitive materials and technologies in transportation projects, infrastructure improvements, and facilities; exploring and incentivizing alternative mobility options to access internal, as well as external, areas where public transit is less frequent and/or inaccessible; and considering the least impactful solutions to improve roadway capacity first, by utilizing priorities outlined in the Scottsdale Transportation Master Plan.

6. Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional local/neighborhood systems.

Response: The proposed plan incorporates mixed use development located within walking distance or a short drive from employment centers, parks, tourist attractions, and services.

7. Protect neighborhoods from negative impacts of regional and citywide networks.

Response: A goal in the proposed plan is to minimize the impacts of Greater Airpark vehicular traffic on adjacent residential neighborhoods. This includes designing Greater Airpark streets that discourage cut-through traffic into neighboring residential areas; improving bicycle and pedestrian connections from adjacent neighborhoods to Greater Airpark destinations; and preserving Thunderbird Road, west of Loop 101, and other neighborhood streets (like Sweetwater Drive) immediately south of the Greater Airpark, as neighborhood-serving streets.

8. Provide opportunities for building “community” through neighborhood mobility.

Response: The proposed plan provides linkages between civic spaces in the Greater Airpark. For example, open space linkages (trails or multi-use paths) exist between the neighborhoods and Northsight Park and other area parks. Trails also connect WestWorld to the west side of the Freeway and to the McDowell-Sonoran Preserve.

III. GENERAL PLAN ELEMENT ANALYSIS

The proposed General Plan amendment and Greater Airpark Character Area Plan proposes changes to both the Land Use Element and Character & Design Element of the Scottsdale General Plan, including:

- Modification of land use designations for 5,400 +/- acres located within the Greater Airpark on the General Plan Conceptual Land Use Map in the Land Use Element (qualifies as a major amendment);
- Expansion of the Regional Use Overlay designation on the General Plan Conceptual Land Use Map in the Land Use Element (qualifies as a major amendment);
- Modification to the Employment and Mixed-Use Neighborhood General Plan Land Use Designations in the Land Use Element (qualifies as a major amendment);
- Addition of Greater Airpark to the General Plan Character Area Criteria Map (qualifies as a non-major amendment);
- Modification to the General Plan Character Areas Map to reflect the Greater Airpark Character Area boundary in the Character & Design Element (qualifies as a non-major amendment); and
- Adoption of the Greater Airpark Character Area Plan (qualifies as a non-major amendment).

Land Use Element

In examining the Land Use Element of the General Plan, the following Values, Goals and Approaches have been considered:

Land Use Element Vision Statement

- Land Uses are arranged to enhance quality of life and ensure long-term prosperity.
- Land uses complement each other visually, aesthetically, socially, and economically.
- Conflicting, damaging, or unwanted land uses are avoided from compromising the character of a site, neighborhood, or the community.
- A variety of living, working, and leisure opportunities are provided.

Values

- Recognizes the community's unique identity and reputation.
- Creates logical and efficient transportation options and patterns to help connect people to jobs, services and amenities.
- Aesthetic design of uses fit with the surrounding character and scale.

- Well-sited mixed-use districts integrate residential, retail, office and other uses in specific areas.

Goals and Approaches

Regional Context

- Recognizes Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Citywide Land Use Policies

- Encourages the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.
- Maintains a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources to support the community.
- Develops land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

Local Land Use Relationships

- Encourages land uses that create a sense of community among those who work, live and play within local neighborhoods.
- Provides a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Land Use Map Designations

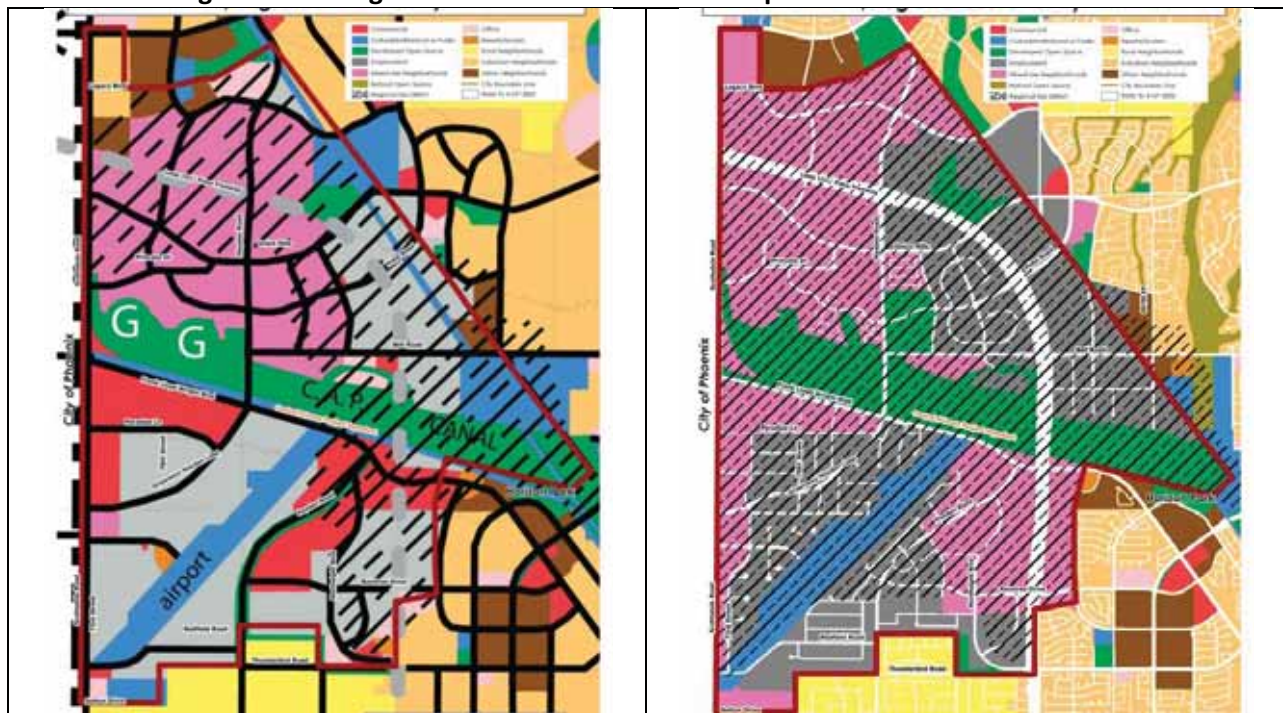
- The proposed major amendment to the 2001 Scottsdale General Plan land use map designations is intended to:
 - Streamline the land uses in the General Plan to make it more understandable, predictable, and promote redevelopment.
 - Respond to community desires for a simplified land use plan.
 - Provide broad guidance to land uses at the city-wide level and allow for more specificity of land uses and character at the Character Area Plan level.
 - Promote more mixed-use and employment land uses in appropriate locations throughout the Greater Scottsdale Airpark.
 - Support the General Plan's growth area designation for this area.
 - Focus intense land uses along major transportation networks and in an urban center, as identified in the 2001 General Plan.
 - Continue the Airpark's role as a regional employment center, and one of the most significant in the State of Arizona, which contributes to a strong economy and exceptional quality of life for Scottsdale residents.

- The proposed expansion of the Regional Use designation at the General Plan level includes a variety of uses that are viable in serving a regional market, including corporate office, regional serving retail, major medical, educational campus, community service facilities, tourism, and destination attraction uses.

The area benefits from primary and arterial roadway access and a major air corridor (via the Scottsdale Airport), making it most suitable for regional development. Care has been taken to buffer residential areas from the proposed Regional Use Overlay expansion area through transitional Development Types at the Character Area Plan level.

The Regional Use expansion is also consistent with the General Plan’s Growth Areas element. As the community’s largest-designated Growth Area under the 2001 General Plan, the Greater Airpark area is appropriate for future growth and development, and, thus, is prioritized for infrastructure expansion that can support major regional land uses.

Figure 1. Existing General Plan Land Use and Proposed Amendment Land Use



- Adoption of the Greater Airpark Character Area Plan, as a part of this amendment, is consistent with the General’s Plan’s philosophy of character-based general planning. In fact, the CityShape 2020 Visioning Process—the guiding philosophies of the general plan—discussed a “Greater Airpark Area” that was envisioned to be the center of regional type uses for the city. Regional uses would include, corporate office, region serving retail, major

medical, educational campuses, tourism, and destination attraction uses. It was envisioned to include regional and community level business centers, medical campuses, and large community or regional retail uses. Mixed use and residential uses were also considered appropriate, but the overall theme was business, employment, medical and/or retail oriented. The proposed Greater Airpark Character Area Plan includes all of those elements originally foreseen in CityShape 2020.

- To ensure consistency between the General Plan-level Land Use Designations and the Character Area Plan-level Land Use Designations, this proposal includes amendments to the text descriptions of two General Plan Land Use Designations. The proposal includes adding 'Mixed-use may be non-residential in the Airpark' to the Mixed-Use Neighborhood designation; and adding 'Employment may include Aviation Uses' to the Employment designation.

Figure 3. Proposed Greater Airpark Character Area Plan Land Use

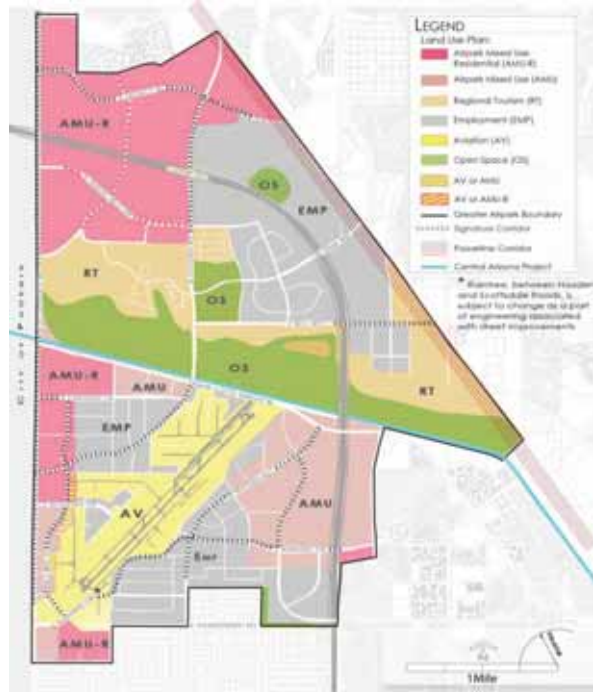


Figure 4. Proposed Greater Airpark Character Area Plan Conceptual Development Types



Character & Design Element

In examining the Character & Design Element of the General Plan, the following Values, Goals and Approaches have been considered:

Character & Design Element Vision Statement

- Promotes a quality of development and redevelopment that is considered above the norm in terms of aesthetics and sustainable durability.
- Strikes a balance that respects the natural desert settings and surrounding neighborhood context.
- Continues to enhance art and aesthetics as essential components of Scottsdale's character and lifestyle.

Character & Design Values

- Recognizes the special characteristics of the Sonoran Desert setting, including climate and vegetation.
- Promotes quality design that incorporates concepts, such as context, aesthetics, function and sustainability.
- Seeks to enhance sense of place and comfort in public, as well as, private spaces.
- Expands upon the diverse character of different areas within the community, in this case the Greater Airpark, while understanding the character of the community as a whole.
- Encourages the integration of art as an important component of good design.

Character & Design Goals and Approaches

- Responds to the context of Scottsdale as a southwestern desert community and as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting.
- Contributes to the established and planned character of the Greater Airpark area. The General Plan's character type in the proposed Greater Airpark Character Area is primarily the Urban Character Type—which contains higher-density residential, non-residential, and mixed-use neighborhoods. It includes apartments, high-density townhouses, commercial and employment centers, and resorts. Urban areas should have a pedestrian orientation with shade, activity nodes, and small intimate developed open spaces that encourage interaction among people. More specifically, the Greater Airpark includes an Employment Core character—primary employment center for the city which supports a wide range of activities and regional and community level employment uses—and Freeway Corridor/Regional Core—dense mixed-use employment core that includes a number of region-serving offices, retail and hotels uses. These types are consistent with the Mixed Use Neighborhoods and Employment Land Use Designations proposed in the

Greater Airpark. The proposed expansion of the Regional Use Overlay is also consistent with these existing Character Types.

The Tourism/Recreation-Suburban Character Type is also located along the Central Arizona Project aqueduct corridor, which includes the TPC, Princess Resort, and WestWorld. This Character Type is consistent with the proposed Greater Airpark Character Area Plan's Regional Tourism Land Use Area.

- Advances the Character Area Plan concept established by CityShape 2020 by including the goals and special attributes of an identifiable and functional character area (i.e. its land uses, infrastructure, design philosophy, and transitions).
- Develops comprehensive policies for use in the design and development review process, which establishes principles and standards for public and private development.
- Encourages streetscapes for major roadways that promote visual quality and character, and blend into the character of the surrounding area. The Greater Airpark CAP identifies "Signature Corridors" intended to advance the identity and special character of the Scottsdale Airpark.
- Expresses Scottsdale's and the Greater Airpark's unique heritage, culture and environment through private and public art. The Greater Airpark CAP encourages art throughout the area, but it also identifies locations where the impact may be more beneficial.

Proposed Amendment Analysis for the Character & Design Element

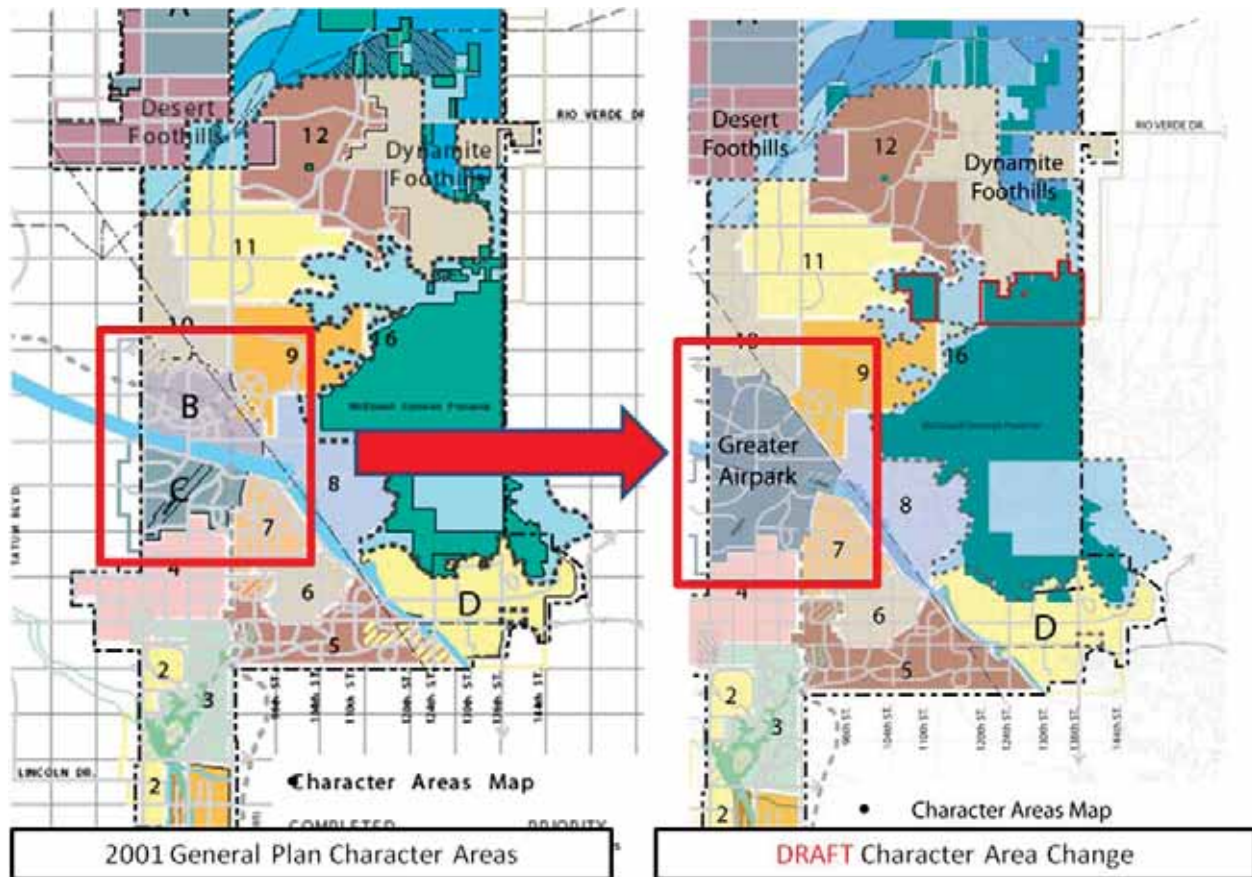
The proposed non-major amendment to the General Plan would change the Character Areas map in the Character & Design Element. Currently the map depicts two Character Areas for the subject area: Sonoran Regional Core Character Area and Airpark Character Area. The proposal would combine the two areas into one Greater Airpark Character Area.

In 2007, the City Council endorsed a streamlined version of area planning, which would reduce the number of proposed Character Areas in the city to a more manageable number. Combining the two areas into one contributes to the streamlined process envisioned by the City Council for the community-supported Character Area Plans.

The boundary of the proposed Greater Airpark Character Area follows the principles behind Character Area Planning in the Scottsdale General Plan. The General Plan defines Character Areas as: "sets of neighborhoods that share the same overall character type (urban in this case) and often have other unifying elements that distinguish the area."

The Greater Airpark can be distinguished by its regional focus on employment and tourism. Examples include the Airport, Loop 101 Freeway, TPC Golf Course, WestWorld, Scottsdale Sports Complex and the many regional and national headquarters located in the area. In addition, it is absent of the existing Environmentally Sensitive Land designation found in northern portions of Scottsdale, which plays a distinct, but much different, role in that area's character.

Figure 5. Existing General Plan Character Areas and Proposed Amendment Character Areas



IV. LAND USE IMPACT ANALYSIS

The following table shows the change in existing conditions estimates as compared to build-out projections under the current General Plan and proposed amendment.

Proposed Amendment Impact Projections at Build-Out (rounded)

Category	Existing Estimate (2006)	2001 General Plan Build-Out (2020)	Proposed Plan Projected Build-Out (2030)	Approx. change in Build-Out Scenarios
Dwelling Units	2,425	8,565	9,485	+920
Population	2,600	14,460	17,075	+2,615
Elementary School Children	540	1,420	1,680	+260
Middle School Children	260	685	805	+120
High School Children	240	630	740	+110
Water Use (acre-feet/year)	n/a	27,340	30,395	+3,055
Wastewater Use (acre-feet/ year)	n/a	8,250	14,225	+5,975
Solid Waste Generation (tons/ year)	n/a	51,100	67,235	+16,135
Vehicle Trips per Day	215,000	838,500	849,420	+10,920
Employees	50,000	84,440	96,885	+12,445

Summary of the Proposal.

There is no concurrent zoning application filed with this General Plan Amendment request. The approval of a General Plan Amendment cannot directly stipulate to a specific zoning district. The purpose of a General Plan is to provide a broad policy guide for development. The Land Use Element and its land use map serve as an indicator for existing and possible future zoning.

Community Involvement.

An applicant/city-sponsored (the city is the applicant) open house was held on April 7, 2010 from 4:30 to 7:30 pm at Brett's Barn at WestWorld as part of the major General Plan amendment public hearing process. Approximately 50 community member attended.

A variety of community workshops, forums, focus groups, surveys, small group meetings and one-on-one meetings have taken place beginning in May 2008 to the present, and outreach will continue throughout the remainder of the public hearing process to ensure broad notification and understanding of this proposed amendment. To date, approximately 1,350 people have participated in the Greater Airpark planning process.

SCOTTSDALE AIRPORT

PART 150 NOISE COMPATIBILITY STUDY UPDATE

Executive Summary





Introduction

Scottsdale Airport has been a fixture in the physical and economic landscape of the City of Scottsdale and the greater Phoenix area since 1942, and is considered a forerunner in general aviation airports. In 2005, Scottsdale Airport completed its third 14 CFR Part 150 (Part 150 Study) Noise Compatibility Program (NCP); which builds on the foundation established by the two previously approved NCP studies conducted in 1985 and 1997. Its commitment to the surrounding community is evidenced by Scottsdale Airport's continued exploration and implementation of new and innovative noise abatement techniques.

The Scottsdale community, airport users, and Scottsdale Airport can all be credited with reducing the number of sensitive land uses exposed to the Federal Aviation Administration's (FAA) noise compatibility threshold of 65 DNL. There are currently no residences located within the 65 DNL noise contour for Scottsdale Airport.

The Part 150 Study process uses a three-pronged approach to address noise impacts with a wide array of techniques. These include airport operations, land use management, and program management. Scottsdale Airport's NCP update in 2005 used this full range of techniques to evaluate the most effective and efficient means of reducing noise at Scottsdale Airport. The result is a noise abatement program that retains the most successful noise abatement measures from previous programs, and adds several new measures to further address forecasted noise conditions.

Community involvement is a key component of Scottsdale Airport noise abatement measures. Every effort has been made during this Study to involve the public and incorporate concerns and suggestions provided by interested participants. Four public workshops and one public hearing, as well as internet applications, were used to share information and collect public comments. This summary is intended to provide an overview of the Part 150 Study process, and outline the updated Noise Compatibility Program.



What Is A Noise Compatibility Program?

A Noise Compatibility Program (NCP) is intended to promote aircraft noise control and land use compatibility. Three components make this Study unique: (1) it is the only comprehensive approach to reduce airport and community land use conflicts; (2) it identifies items eligible for FAA Airport Improvement Program (AIP) funding; and (3) it is the only federally funded airport Study that balances community land use desires with aviation requirements.

The principal objectives of any NCP are to:

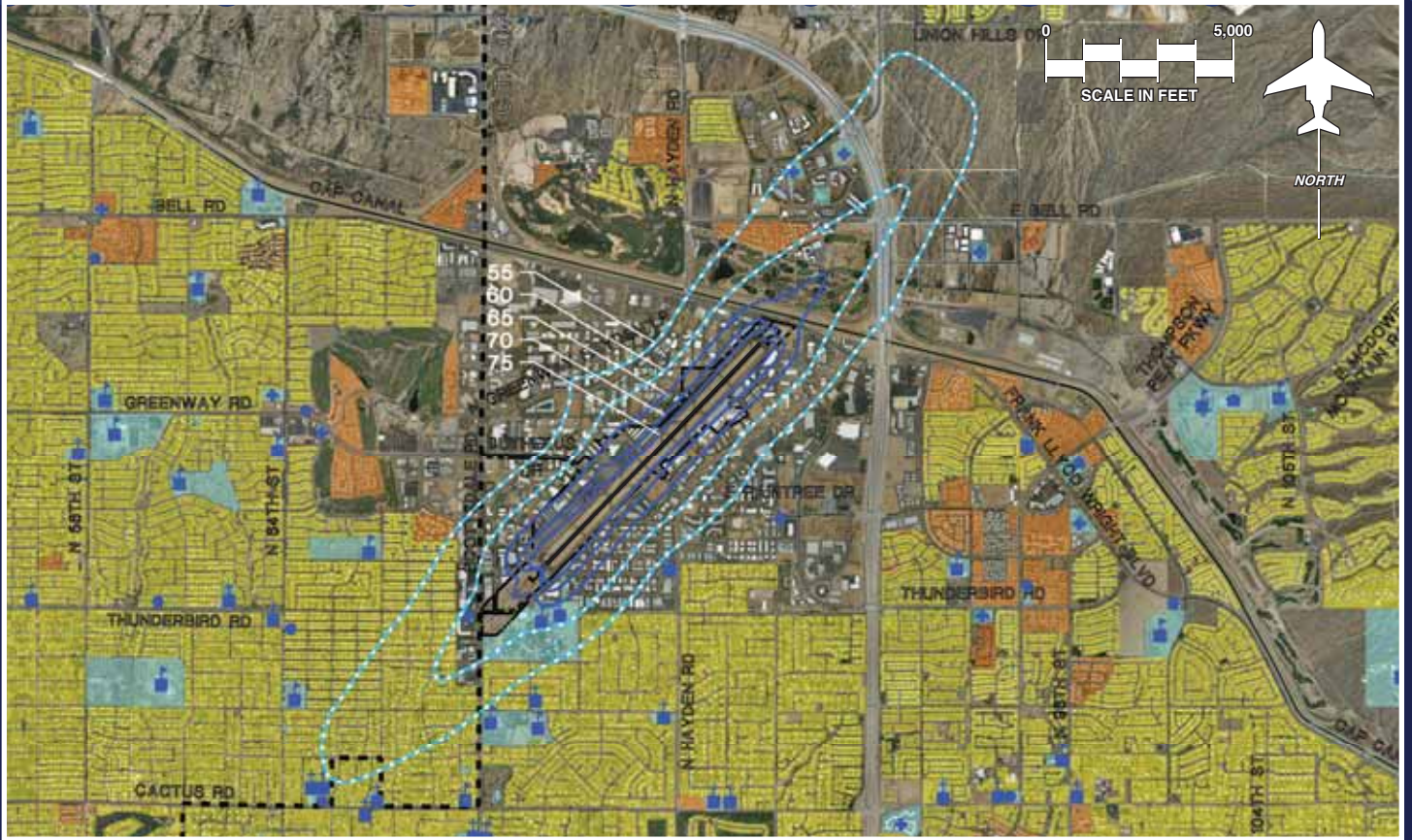
- Identify the current and projected aircraft noise levels and their impact in the airport area.
- Propose measures to reduce the impact of aircraft noise through changes in aircraft operations or airport facilities.
- In undeveloped areas where aircraft noise is projected to remain, encourage future land uses that are compatible with aircraft noise. Some examples of compatible land uses include agricultural, commercial, or industrial uses.
- In existing residential areas that are expected to remain impacted by aircraft noise, determine potential ways of reducing any adverse impacts.
- Establish procedures for implementing, reviewing, and updating the program.

The Part 150 Study provides for the preparation of two documents: the Noise Exposure Maps (NEM) and the Noise Compatibility Program (NCP).

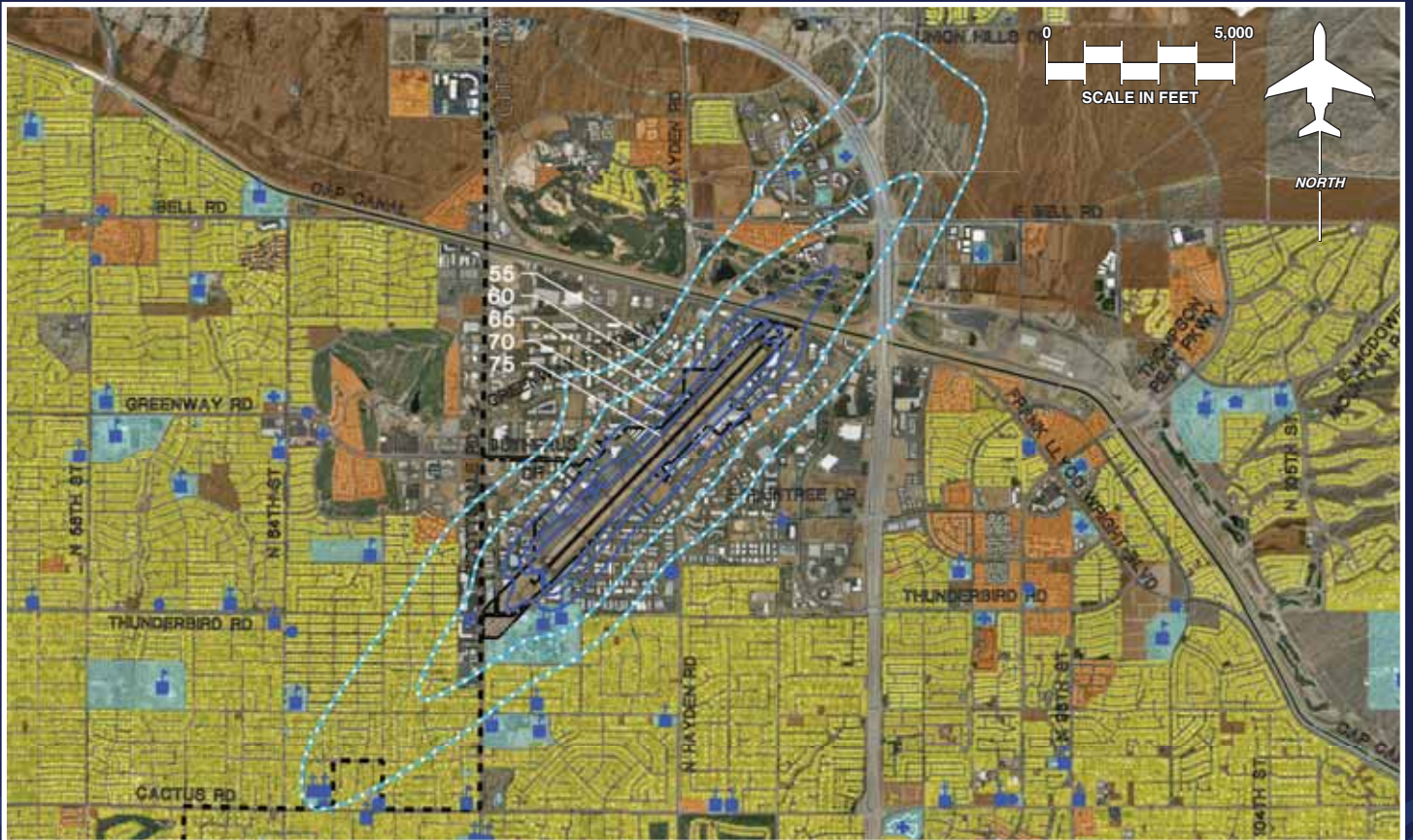
The NEM document describes the existing noise conditions in the airport area and projected future conditions if no additional noise abatement actions are taken. They represent an analysis of baseline conditions. Baseline noise exposure maps were prepared for actual 2004 conditions and forecasted conditions for the years 2009 and 2025. The FAA formally accepted the NEM on January 21, 2005. The 2004, 2009, and 2025 NEM projections and associated noise impacts are depicted by the exhibits on the following pages.

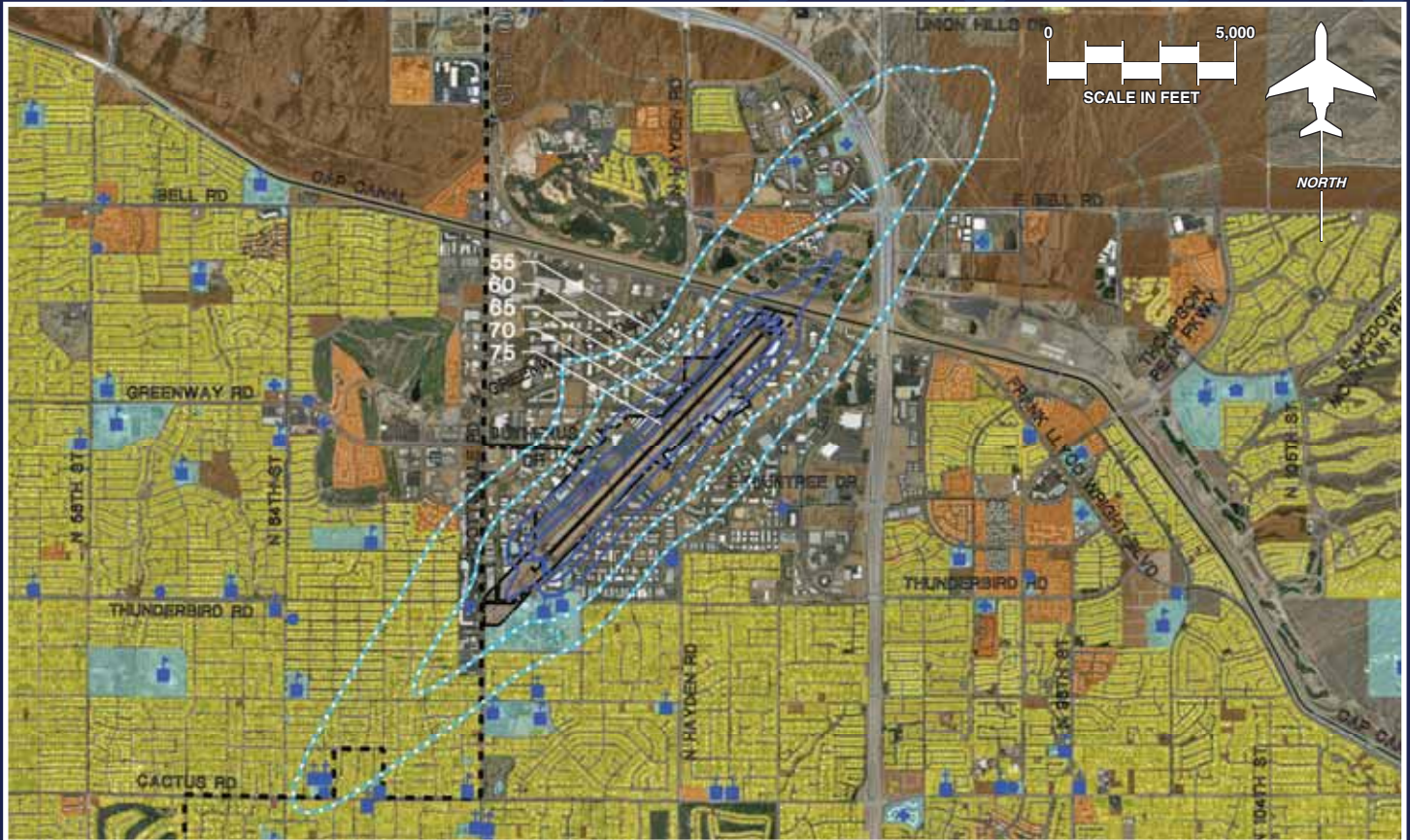
LEGEND	
■ ■ ■ ■	Municipal Boundary
— · — · — ·	Airport Property
■ ■ ■ ■ ■ ■ ■ ■	Single-Family Residential
■ ■ ■ ■ ■ ■ ■ ■ ■ ■	Multi-Family Residential
■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■	Noise-Sensitive
●	Daycare Facility
■	Library
+	Medical/Dental/Nursing
▲	Museum
+	Place of Worship
■	School
■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■	Undeveloped Areas Planned for Residential Development
- - - - -	Noise Exposure Contour, Marginal Effect
— — — — —	Noise Exposure Contour, Significant Effect

2004 NOISE EXPOSURE CONTOURS WITH LAND USE



2009 NOISE EXPOSURE CONTOURS WITH LAND USE





Program Preparation

The updated NCP for Scottsdale Airport was developed through a consultative process and included extensive technical analysis. The City of Scottsdale selected Coffman Associates, Inc., an airport consulting firm, to provide technical expertise for the Study. Additional support was provided by Harris Miller Miller & Hanson, Inc., an airport noise consulting firm, specifically to analyze the feasibility of noise and access restrictions.

A Technical Advisory Team (TAT) was established to act as an informal technical advisory group to review and comment on the consultant's findings and recommendations. The TAT was comprised of industry experts and representatives from the FAA, local government, airport users, and airport staff.

Local residents were invited to four public information workshops and one public hearing during the preparation of the Study. Additional public outreach occurred through a project-specific website hosted by the consultant. The website allowed interested persons to download Study materials and post comments regarding the Part 150 Study. Over 400 documents were downloaded, and several hundred people participated in the on-line forum. The City of Scottsdale formally accepted the NCP on April 19, 2005 (Resolution No. 6662) and submitted the Study to FAA for review and approval. The FAA's Record of Approval, dated

June 9, 2006, fully or conditionally approves 28 of the 30 City-recommended measures, and disapproves noise abatement measures 11 and 13. Additionally, the relocation of the run-up area to a centrally-located site in measure 14 was approved; while construction of a run-up enclosure was disapproved. Disapproval of the run-up enclosure only indicates that this project is not eligible for federal funding. The City of Scottsdale and Scottsdale Airport are free to pursue this measure without federal funding. A description of each City-recommended measure is described in later sections of this summary.

The Updated Noise Compatibility Program

The objective of the updated NCP has been to make recommendations to improve the compatibility between aircraft operations and noise-sensitive land uses in the area, while allowing the airport to continue to serve its roles in the community, state, and national airspace system. The measures included in the NCP are aimed at satisfying this objective and have been separated into three categories: Noise Abatement, Land Use Management, and Program Management.

Some restrictions that were evaluated as part of the NCP process were determined infeasible. For example, airport noise and access restrictions for Stage 2 aircraft require the submittal and approval of a 14 CFR Part 161 Study, which would include an extensive analysis of the costs and benefits of the proposed restrictions. The analysis, if

completed, would then be published in the Federal Register with an opportunity for public comment. Because there are no residential impacts within the 65 DNL noise contour, federal funding is not available for such a Study and FAA approval of restrictions would be unlikely. A detailed discussion of all measures determined to be infeasible can be referenced in the full NCP document. The following section briefly explains each recommended measure that is carried forward by the City of Scottsdale.

Noise Abatement Measures Retained From 1997 NCP

- 1. Continue informal preferential use of Runway 3.** The Airport operates in a northeast flow 55 percent of the time. As a result, a majority of the louder operations occur northeast of the Airport. Although growth has occurred northeast of the Airport, an analysis of the noise-sensitive development surrounding the Airport reveals that there continues to be large parcels of undeveloped land northeast and northwest of the Airport. Routing aircraft over these undeveloped areas is preferred.
- 2. Continue to encourage Stage 2 aircraft to use Runway 21 for landings and Runway 3 for takeoffs.** This measure routes louder aircraft away from the more densely populated areas south and west of the Airport.
- 3. Continue to discourage right downwind and right base pattern entry, long straight-in approaches, and right turn-outs prior to reaching the airport boundary for aircraft using Runway 3.** This advisory procedure was developed to prevent low overflights of the residential areas east and southwest of the Airport and continues to be applicable.
- 4. Continue to encourage right turns as soon as practical and discourage straight-out and left turns on departure from Runway 21.** The intent of this recommendation is to avoid overflight of noise-sensitive areas south and southeast of the Airport.
- 5. On Runway 21: Continue to prohibit stop-and-go operations, intersection takeoffs, formations, and simulated single-engine takeoffs and training go-arounds by multi-engine aircraft.** The City of Scottsdale adopted Ordinance 1341 to prohibit these operations because they can result in greater aircraft noise in noise-sensitive areas. The nature of these types of operations equates to increased noise levels on the ground.
- 6. Continue to discourage descents below 2,500 feet mean sea level (MSL) for practice instrument approaches.** This procedure would keep aircraft from descending below 1,000 feet above airfield elevation during practice instrument approaches. The purpose of this measure is to reduce noise impacts during this type of operation.
- 7. Continue to encourage National Business Aviation Association (NBAA) standard or manufacturers' comparable noise abatement procedures.** The NBAA has developed departure procedures for jets that are intended to reduce the amount of noise generated from aircraft. These procedures should be flown at the pilot's discretion and consistent with safety procedures.

- 8. Continue to prohibit touch-and-go operations between 9:30 p.m. and 6:00 a.m.** The City of Scottsdale adopted Ordinance 1341, which restricts the time of day during which touch-and-go operations can occur. This policy was enacted to limit nighttime noise impacts associated with touch-and-go operations. The increase in noise-sensitive development near the Airport maintains the need for this policy.
- 9. Continue to prohibit maintenance run-up operations between 10:00 p.m. and 7:00 a.m.** Maintenance run-ups can cause a considerable amount of noise; therefore, performance of these operations is limited to the stated times.
- 10. Continue to encourage use of AOPA Noise Awareness Steps by light single-engine aircraft.** The Aircraft Owners and Pilots Association (AOPA) encourages quiet and neighborly flying by distributing generalized noise abatement procedures for use by pilots of propeller aircraft. These "Noise Awareness Steps" include recommendations on how to fly the aircraft, as well as where and when to fly.

New Measures

- 11. Encourage the use of published approach patterns to Runway 21.** This recommendation is intended to reduce the impacts of low-altitude overflights of noise-sensitive areas east and north of the Airport. While this measure was disapproved in the FAA's Record of Approval, the City will continue to promote use of published patterns for aircraft operating at Scottsdale Airport.
- 12. When ASR-11 radar installation is complete, request Air Traffic Control to coordinate on any new approach, departure or routing procedures.** To ensure that the City of Scottsdale and all appropriate agencies are consulted, the Airport and Air Traffic Control should work together on the development of any new approach, departure, or routing procedure.
- 13. The City will encourage FAA to chart visual flight procedures to provide pilots with minimum safe flying altitudes and paths on approach.** Charted visual flight procedures identify visual landmarks, flight paths, and minimum safe flying altitudes for aircraft approaching the Airport. The benefit of charted approaches will be reduced noise impacts resulting from low overflights by pilots unfamiliar within the concentrated noise-sensitive land uses surrounding the Airport. While this measure was disapproved in the FAA's Record of Approval, the City will continue to promote this measure and use of published patterns for aircraft operating at Scottsdale Airport.
- 14. Relocate existing run-up area and construct a run-up enclosure if deemed necessary.** Construction of a ground run-up enclosure was disapproved in the FAA's Record of Approval making this recommended structure ineligible for federal funding. However, the City will further consider if this structure is needed, and financially feasible, in order to accommodate the largest size aircraft that use Scottsdale Airport.

15. **Inform transient helicopter pilots of the noise abatement flight paths.** The Airport's helicopter pilot guide will be distributed to all transient helicopter pilots operating at Scottsdale Airport. This guide is intended to familiarize pilots with the area and to recommend flight paths. It will also provide a reference guide on how to avoid overflight of noise-sensitive land uses in the area.
16. **Change Phoenix Sectional Aeronautical Chart to depict additional populated places.** The Airport should work with the FAA to identify the northern portions of Scottsdale and the Towns of Carefree and Cave Creek as populated places on aeronautical charts used by pilots. Amending the charts would limit noise exposure in these areas by establishing a minimum flyover altitude of 1,000 feet above the highest obstacle within a horizontal radius of 2,000 feet of the aircraft.

Efforts should be made to retain the current commercial and industrial zoning designations within the Study area. Additionally, both cities should strongly discourage rezoning for residential or other noise-sensitive land uses that are not consistent with the respective general plans. This will ensure compatible development within the airport area.

3. **The City of Scottsdale should consider rezoning the parcel located directly north of the airport, within the 65 DNL noise contour, to a compatible land use.** The parcel is currently utilized as a golf course. The golf course located north of the airport is currently zoned for residential development. Portions of this parcel are located within the 65 DNL noise contour. Although this area is currently developed as a golf course, consideration should be given to rezoning the property to ensure compatible development in the future.
4. **The cities of Scottsdale and Phoenix should enact Project Review Guidelines for those areas impacted by airport operations.** Informal project review guidelines are presently used to implement fair disclosure policies and to obtain avigation easements for properties near the Airport. To ensure the continued success of the development review guidelines, these policies should become formal components of the various regulatory tools used by the respective cities.
5. **The cities of Scottsdale and Phoenix should adopt the overlay zones contained within the proposed project review guidelines.** Consideration should be given to incorporating the overlay zones proposed as part of the project review guidelines. This would provide regulatory support for the review process and would help ensure compatible development within the airport environs.

Land Use Measures Retained From 1997 NCP

1. **Within their respective General Plans, the cities of Scottsdale and Phoenix should maintain the compatibly planned areas within the 55 DNL noise contour.** Within its planning documents, the City of Scottsdale has planned for the development of compatible land uses in the area surrounding the airport, including those areas within the 55 DNL noise contour. Additionally, the City of Phoenix has designated areas within the 55 DNL noise contour to be developed with compatible uses. These compatible land use designations should be maintained to ensure compatible development in the future.
2. **The cities of Scottsdale and Phoenix should maintain the compatibly zoned areas within the project Study area.**

Recommended Zoning Revisions

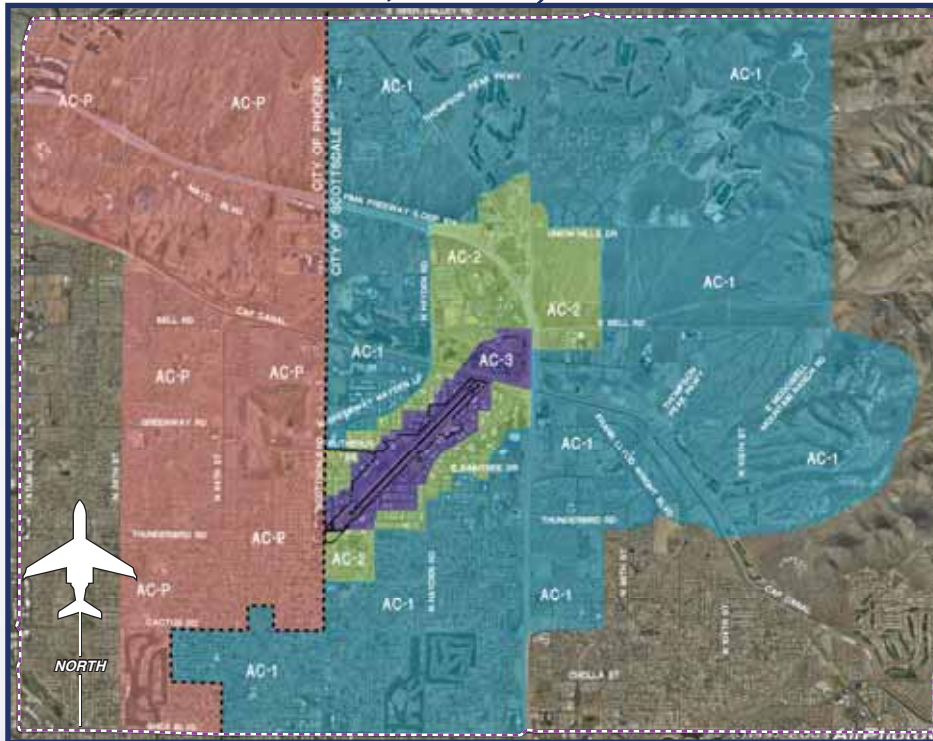


6. **If the Project Review Guidelines and Overlay Zoning Alternatives are not implemented, the City of Scottsdale should consider amending the subdivision regulations to require the issuance of avigation easements and fair disclosure notices for the areas contained within AC-1, AC-2, and AC-3 of the overlay zoning.** The revised regulations would require avigation easements within the revised AC-1, AC-2, and AC-3 overlay zones.

LEGEND

- Detailed Land Use Study Area
- Municipal Boundary
- Airport Property
- Low Density Residential Zoning
- Areas Planned for Compatible Land Use and Zoned for Residential Land Use

Recommended Airport Influence Area & Noise Overlay Zones



LEGEND	
	Detailed Land Use Study Area
	Municipal Boundary
	Airport Property
	AC-P
	AC-1
	AC-2
	AC-3

7. The City of Scottsdale should consider amending its current building codes to incorporate prescriptive noise standards. Implementation of this alternative would not only protect future noise-sensitive development within the 60 DNL noise contour, but would also protect structures which undergo extensive remodeling or reconstruction, as these types of projects typically require a building permit.

New Measures

8. Should the Project Review Guidelines alternative not be implemented, the City of Scottsdale should consider incorporating the 2009 noise contours into its general plan to allow for an additional level of fair disclosure. The City's general plan is a common reference for individuals considering purchasing property; therefore, incorporating an exhibit that depicts areas impacted by aircraft noise into the general plan would allow for further fair disclosure.

9. The City of Phoenix should consider rezoning the areas located north of the Central Arizona Project (CAP) canal which are currently zoned for residential land uses and planned for industrial or commercial land uses. Within the City of Phoenix, a number of parcels north of the CAP canal are zoned in a manner that does not mirror the planned land uses from the City of Phoenix general plan. Consideration should be given to rezoning these parcels in a manner which would be consistent with the City's general plan. This would ensure the properties are developed in a manner consistent with the Airport.

Program Management Measures Retained From 1997 NCP

- 1. Update NEM and NCP.** The Airport management should review the NCP and consider revisions and refinements as necessary. A complete plan update will be needed periodically to respond to changing conditions in the local area and in the aviation industry. This can be anticipated every seven to ten years.
- 2. Monitor implementation of the Part 150 Noise Compatibility Program.** Airport management must monitor compliance with the Noise Abatement Element of the NCP. This will involve checking periodically with airport users and the local tower manager regarding compliance with procedures.
- 3. Continue noise complaint tracking program.** Scottsdale Airport presently tracks noise complaints from both a 24-hour noise complaint hotline and also through the airport's website. This system allows Airport staff to track changes in noise concerns and operations over time and conduct comparative analyses as necessary.

New Measures

- 4. Continue and expand airport signage program.** The airport has taken an active role in helping to ensure that individuals are aware of the location of the Scottsdale Airport. Directional signage is being used throughout the Airport area. Signs have been placed along major thoroughfares and highway intersections.

Additional signage requires coordination with and approval of the City of Scottsdale Transportation Department.

- 5. Airport Pilot and Community Outreach Program.** To address current aeronautical and noise abatement issues, Scottsdale Airport has developed the "Fly Neighborly" program. This program has several components, some of which are directed at reducing noise through pilot education and others that are intended to raise the awareness of current and potential residents about the existence and operation of the Airport.

Reduction of Noise Impacts

Noise contours developed as part of this Study impact a smaller area than those from previous noise studies at Scottsdale Airport. This can be attributed in part to the implementation of noise abatement guidelines and procedures, as well as the change in the operational fleet mix. The long-term fleet mix indicates that a gradual phase-out of Stage 2 aircraft will continue to occur over time, thereby reducing the number and frequency of these louder types of aircraft operating in and out of Scottsdale Airport. The current and long-range noise contours also reflect the number of people living within the 65 DNL noise contour has been reduced to zero. The recommended noise abatement and land use management programs are intended to reduce the cumulative aircraft noise exposure impact now and in the future. The following table illustrates the reduction of population exposed to noise with the implementation of the NCP.

Population Exposed to Noise With Noise Compatibility Plan Versus Baseline Conditions					
	Baseline Noise (Without Plan)			With Noise Compatibility Plan	
	2004	2009	2025	2009	2025
55-60 DNL	2,726	4,232	4,200	2,911	3,302
60-65 DNL	82	292	162	285	162
65+ DNL	0	0	0	0	0
Total Above 55	2,808	4,524	4,362	3,196	3,464
Total Above 60	82	292	162	285	162



Costs and Funding

The estimated cost of implementing the NCP is \$1,337,000. A majority of the costs are expected to be covered by the FAA and Arizona Department of Transportation (ADOT), Aeronautics Division. The following table outlines the costs associated with implementing the program.

Total Cost and Funding Sources for Scottsdale Noise	
FAA	\$1,235,000
ADOT Aeronautics Division	\$32,500
Scottsdale Capital Budget	\$32,500
Scottsdale Operating Budget	\$37,000
Total	\$1,337,000

An Ongoing Commitment

The City of Scottsdale and Scottsdale Airport are committed to long-term noise abatement solutions for the area surrounding the airport, while continuing to promote the airport as an integral component of the nation's air transportation system. Airport management will continue to ensure that the NCP is fully implemented and to review and revise it accordingly.

Questions, comments, and suggestions are welcomed regarding the status of noise compatibility efforts at Scottsdale Airport. Airport management is available for meetings with groups or individuals to discuss concerns or interests. Additional information on the City Council actions and FAA record of approval can be found on the Airport's website (www.scottsdaleairport.com). If you have any questions about this program or the Airport, please call (480) 312-2321.

Glossary

DNL – Day-night noise level. The FAA standard metric for determining cumulative noise exposure within a given location. Mathematically, it is the 24-hour average sound level, in A-weighted decibels, obtained after the addition of ten decibels to sound events occurring between 10 p.m. and 7 a.m. as averaged over one year.

Decibel – The physical unit commonly used to describe noise levels. The decibel represents a relative measure or ratio to a reference power. This measure of sound pressure (energy) is logarithmic. For example, a 10 decibel increase in sound is equal to a ten-fold increase in sound energy.

14 CFR Part 150 – This refers to Part 150 of Title 14 of the Code of Federal Regulations. Part 150 describes the rules and guidelines for the preparation of airport noise compatibility studies with federal funding assistance.

Noise Contour – A continuous line connecting all points of the same noise exposure, usually depicted on a map of the airport.

For further information, please contact:

Scottsdale Airport
 15000 N. Airport Drive, 2nd Floor
 Scottsdale, AZ 85260
 (480) 312-2321
www.scottsdaleairport.com





October 4, 2010

The Honorable Mayor Jim Lane
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251

RE: Greater Airpark Character Area Plan (2-GP2010)
Dillon Aero, Inc., SEC FLW Blvd./80th Street, 8009 E. Dillon's Way

Dear Mayor Lane:

We are writing you to support the Greater Airpark Character Area Plan. This is an important enhancement for the Airpark area and we appreciate the well thought out work by City Staff, the Planning Commission and the City Council.

With this letter, we respectfully request a small modification to the language to add clarity to the Land Use Descriptions for the Character Area Plan.

The Planning Commission agreed to modify the plan to include Frank Lloyd Wright Blvd. As a Signature Corridor to allow properties, such as our clients, that are along FLW Blvd. to have retail, commercial and support uses.

We have worked with City Staff to develop the following clarification in the text (in **Blue CAPS**) to support the Planning Commission's recommendation:

Aviation The Aviation area encompasses the Scottsdale Airport and includes properties that access the Airport runway via taxi lane and taxiway. Aviation and aviation-supporting uses are encouraged in this area, such as, corporate and personal aircraft hangars, fueling services, tourist/corporate accommodations, and aircraft maintenance/repair facilities. Residential, except for short-term pilot sleeping quarters, **IS NOT APPROPRIATE IN THE AVIATION AREA. Retail, MAY BE CONSIDERED FOR INCLUSION IN AVIATION PROPERTIES THAT FRONT A DESIGNATED SIGNATURE CORRIDOR.** ~~is not appropriate in the aviation area.~~ Development standards should accommodate building volumes required of aviation uses.

Signature Corridor Signature Corridors designate areas with the greatest potential for activity, new development, revitalization, and enhanced multi-modal connections. In employment **AND AVIATION** areas, this designation provides flexibility for

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support uses, such as shops, restaurants, and fitness centers. In regional tourism and mixed-use areas, it seeks to encourage active uses, such as restaurants, entertainment, and retail, on the ground floor and/or closer to the street or pedestrian ways.

Thank you for your consideration!

Sincerely,
LVA Urban Design Studio, LLC



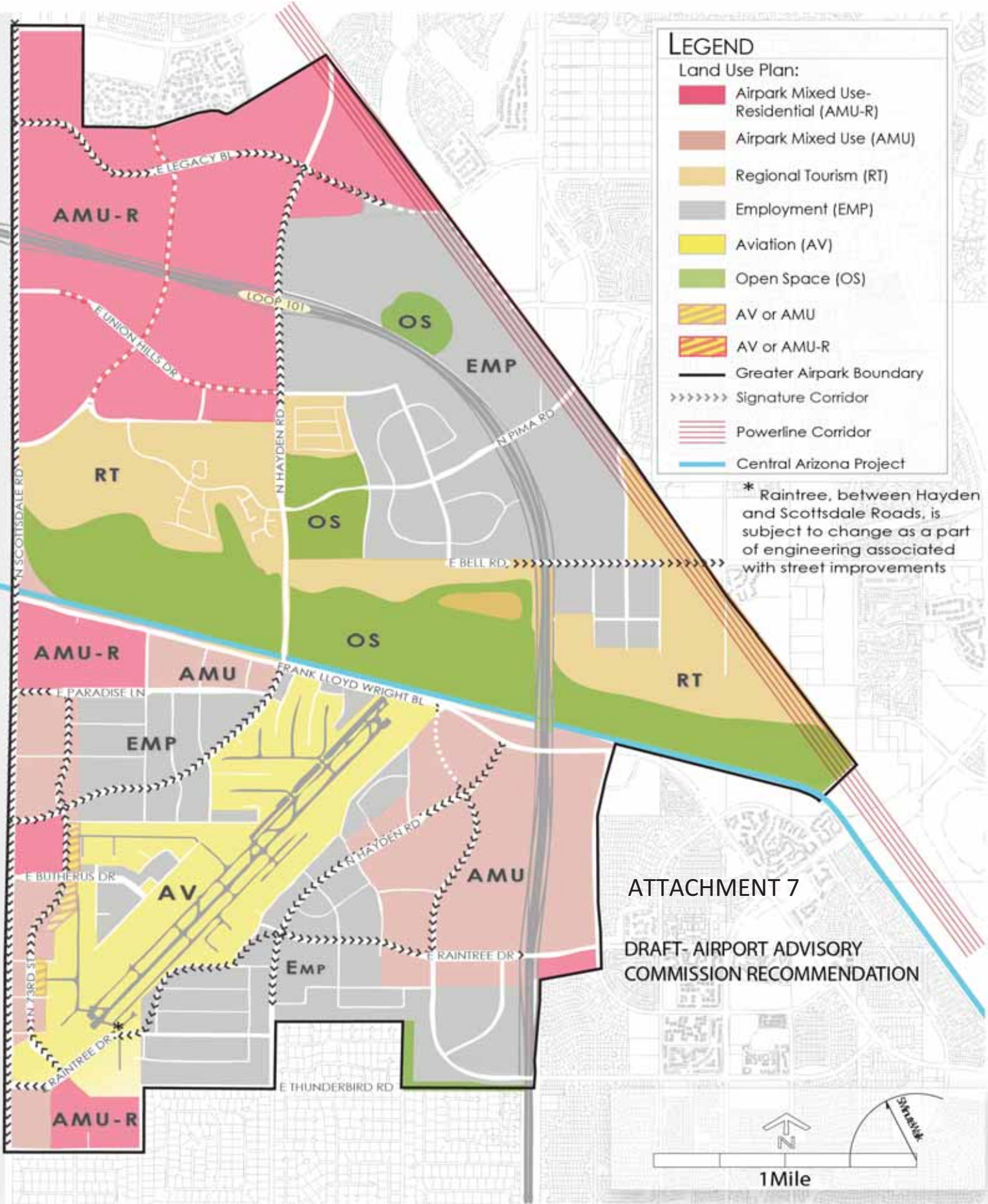
Steven Voss
President

Cc: Vice Mayor Suzanne Klapp
Councilwoman Lisa M. Borowsky
Councilman Wayne Ecton
Councilman Robert Littlefield
Councilman Ron McCullagh
Councilwoman Marg Nelssen
Ms. Mary Vandevord, Advance Planning, CoS
Michael Dillon, Dillon Aero, Inc.
Stephen Dillon, Dillon Precision Products, Inc.

Future Land Use Map

Employment (EMP)	Employment includes an array of office, commercial, warehousing, and light industrial land uses that provide opportunities for business enterprises, as well as regional and local jobs. These areas should have access to regional multi-modal transportation systems, including access for truck traffic and transit facilities. Residential is not appropriate in employment areas. Employment is appropriate adjacent to the Aviation Land Use area and within the Airport’s 55 DNL areas or higher.
Aviation (AV)	The Aviation area encompasses the Scottsdale Airport and includes properties that access the Airport runway via taxilane and taxiway. Aviation and aviation-supporting uses are encouraged in this area, such as, corporate and personal aircraft hangars, fueling services, tourist/corporate accommodations, and aircraft maintenance/repair facilities. Residential, except for short-term pilot sleeping quarters, and retail is not appropriate in the aviation area. RETAIL MAY BE CONSIDERED FOR INCLUSION IN AVIATION PROPERTIES THAT FRONT A DESIGNATED SIGNATURE CORRIDOR. Development standards should accommodate building volumes required of aviation uses.
Airpark Mixed Use (AMU)	Airpark Mixed Use areas are appropriate for a variety of non-residential uses, including a combination of business, office, employment, retail, institutional, and hotel uses. Developments in AMU areas should be pedestrian-oriented and have access to multiple modes of transportation. AMU areas should be located where transitions are needed between Aviation and Employment Land Uses to AMU-R areas.
Airpark Mixed Use-Residential (AMU-R)	Airpark Mixed Use-Residential areas are appropriate for the greatest variety of land uses in the Greater Airpark. Appropriate uses may include a combination of personal and business services, employment, office, institutional, cultural amenities, retail, hotel, and higher density residential. Developments in AMU-R areas should be pedestrian-oriented, have access to multiple modes of transportation, and should be located outside of the Airport’s 55 DNL contour. Residential and other sensitive uses should be a lesser component of development and include adequate sound attenuation. Design of residential uses in the area south of the Central Arizona Project Aqueduct should support businesses and tourism uses, such as time-shares, multi-family rental units, and corporate housing.
Regional Tourism (RT)	The Regional Tourism area encourages the enhancement of major event facilities in the Greater Airpark, such as WestWorld, in addition to the provision of tourist attractions, cultural amenities, recreational opportunities, offices, tourist accommodations, and tourism-serving residential (in appropriate and limited locations, i.e. outside of the 55 DNL and west of Loop 101). While this designation comprises mostly medium-scale development in the Greater Airpark, development scale flexibility may be appropriate for tourist accommodations, offices, and cultural facilities that complement the area’s character and activities. Development in this area should have access to regional transportation systems. Tourism-serving residential and other sensitive uses should include adequate sound attenuation.
Open Space (OS)	Open space areas are appropriate for parks, golf courses, and multi-use detention basins, as well as the preservation and enhancement of major recreational facilities in the Greater Airpark, such as the TPC Golf Course, Scottsdale Sports Complex, and portions of WestWorld.
Signature Corridor	Signature Corridors designate areas with the greatest potential for activity, new development, revitalization, and enhanced multi-modal connections. In employment AND AVIATION areas, this designation provides flexibility for support uses, such as shops, restaurants, and fitness centers. In regional tourism and mixed-use areas, it seeks to encourage active uses, such as restaurants, entertainment, and retail, on the ground floor and/or closer to the street or pedestrian ways.
Hatching	Hatching indicates locations where it is appropriate to develop as either one land use or the other land use in the future. Amendments to the General Plan are not necessary to develop as either land use type.

CITY OF PHOENIX



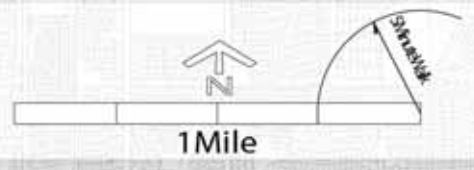
LEGEND

- Land Use Plan:
- Airpark Mixed Use-Residential (AMU-R)
 - Airpark Mixed Use (AMU)
 - Regional Tourism (RT)
 - Employment (EMP)
 - Aviation (AV)
 - Open Space (OS)
 - AV or AMU
 - AV or AMU-R
 - Greater Airpark Boundary
 - Signature Corridor
 - Powerline Corridor
 - Central Arizona Project

* Raintree, between Hayden and Scottsdale Roads, is subject to change as a part of engineering associated with street improvements

ATTACHMENT 7

DRAFT- AIRPORT ADVISORY COMMISSION RECOMMENDATION



ATTACHMENT 8

Attachment 8 is a compilation of public comments received after the September 22, 2010 Planning Commission recommendation hearing.

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Design District represents roughly 40 Business, Merchants & Property Owners along Greenway Hayden Loop.

We are all struggling in Today's economy. Some members have not survived while others are barely surviving.

Compounded by a city with a reputation for being Anti Small Business

We realize this is not an Economic Development meeting but future plans needs to include the concerns of Small Business. Concerns include:

- Antiquated Zoning
- Restrictive Signage Ordinances
- Provide identity to the commercial areas around the Airpark.
- Branding Campaign to promote the Airpark to not only the Phoenix Metro area but the entire country
- Bring Small & Large Businesses together in these efforts including major events
- Provide a transportation vehicle to promote people to visit and stay in our area, i.e. a Trolley from the Westin to the Princess along the Greenway Hayden Loop that promote pedestrian feel to the area.
- Make it is easier for the public to navigate the Airpark. Eliminate confusing Street Names:
 - Phoenix's Greenway Rd cross Scottsdale Rd and become Butherus, then jogs North a block & becomes Greenway
 - N. Hayden Rd jogs to the west as you travel north of FLW
 - Greenway Hayden Loop is not Greenway or Hayden but some strange hyphenate combination
 - The street names and layouts are counter intuitive. Too many intersections have a different street name on one side versus the other.
 - Every day Every business along the Greenway Hayden Loop gets a phone call from a customer who can not find them because of these confusing street names. "I am on Hayden but I can not find you? I am on Greenway but I can not find you?"



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7550 E. Greenway Road, Ste 110, Scottsdale, AZ 85260, P: 480-607-4468, F: 480-607-5133

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Eliminate the perception of favoritism to Large Business & Developers, i.e. Scottsdale Quarter & Dealership Row. Small & Large business to need to partner in these efforts in a reciprocal relationship to promote traffic to our businesses.

Small businesses are fighting to stay alive and do not have the time, resources and attorneys to fight for Ordinance or Variances changes.

Scottsdale needs to be pro-active on supporting small business concerns. Set up a task force or committee to collectively represent these issues and navigate the bureaucracy to effect the necessary changes.

I am with At the Office and we are in the Commercial Office Furniture business, which is relies on the growth of commercial properties in the area. We located here for that reason. In these tough times we see an opportunity for Scottsdale to gain market share of relocating businesses. Many small to mid size businesses are able to take advantage of extremely favorable lease rates and would prefer to be located in the North Scottsdale. We need to create a business environment both environmentally and administratively the encourages this trend.

We understand Scottsdale has worked long & hard to preserve the image of one of "The Most Beautiful City in America". What we are asking for does not affect residential neighborhoods or sight lines of the mountains. Scottsdale not only need maintain this favorable image but extend it to be the Best Place Have a Business in America.

Finally we want to applaud Mary and her group for their efforts and thank them for the cooperation and encouraging us to participate in these future plans.

Though it is important to be forward thinking and plan for the needs of the future, these tough times took us all by surprise and require short term planning if not immediate changes.

Thank you for the opportunity to present the concerns of the Design District.

Please visit our web site at www.designdistrictaz.com for more information on our organization.

If anyone would like to attend our meetings or receive ongoing email updates please submit your request to Brian McBride at BMcBride@AtTheOffice.com or call me at 602-889-3516

Best regards,

Brian McBride



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7550 E. Greenway Road, Ste 110, Scottsdale, AZ 85260, P: 480-607-4468, F: 480-607-5133

Michael P. Leary, LTD

10278 E. Hillery Drive
Scottsdale, Arizona 85255

Tel (480) 991-1111
Fax (866) 520-7278
Cell (602) 690-5930

DATE: October 8, 2010

TO: Mary Vadervord, Scottsdale Planning
Erin Perreault, Scottsdale Planning

FROM: Mike Leary

RE: Greater Airpark CAP recommended plan - **SUPPORT**

Mary and Erin, I just want to thank you both again for the staff changes forwarded to the Planning Commission at their September 22nd hearing which they in turn fully supported and recommended to City Council. Your willingness to continue to work on massaging the document as a result of both the Planning Commission and my comments at the earlier remote hearing provided me the opportunity to now ***fully support the recommended plan.***

The Greater Airpark area has been my professional backyard for nearly 25 years having developed the 400-acre Northsight project and then provided development consulting services on dozens of other projects within the area. That background along with my earlier Scottsdale Planning service has provided me a very real-world perspective on what will work - and what doesn't.

The recommended plan will work – and even better than its predecessor the **1992 General Plan Regional Overlay** which was intended to allow more development flexibility during another (but significantly less severe) economic downturn. The Regional Overlay allowed alternative General Plan uses which resulted in rezonings and development that nearly built-out the southern Airpark Area with such notable projects as the Northsight regional retail and office cores, the FLWB Auto Malls, and the Scottsdale Promenade.

I have absolutely no doubt that the recommended plan will complete and exceed the goals/visions of the 1992 Regional Overlay Plan to make the Greater Airpark area an ever greater point of pride, accomplishment, and economic/social benefit for all of Scottsdale.

cc: Mayor and City Council
David Richert, City Manager