

Scottsdale Airpark Wayfinding and Directional Signs Master Plan Survey

RESULTS SUMMARY

Project Background

The Scottsdale City Council adopted the Greater Airpark Character Area Plan (GACAP) on October 26, 2010. During the planning process, the community listed transportation and wayfinding issues as the top priorities in the Scottsdale Airpark. As a result, the City of Scottsdale is in the process of developing a framework for wayfinding in the area.

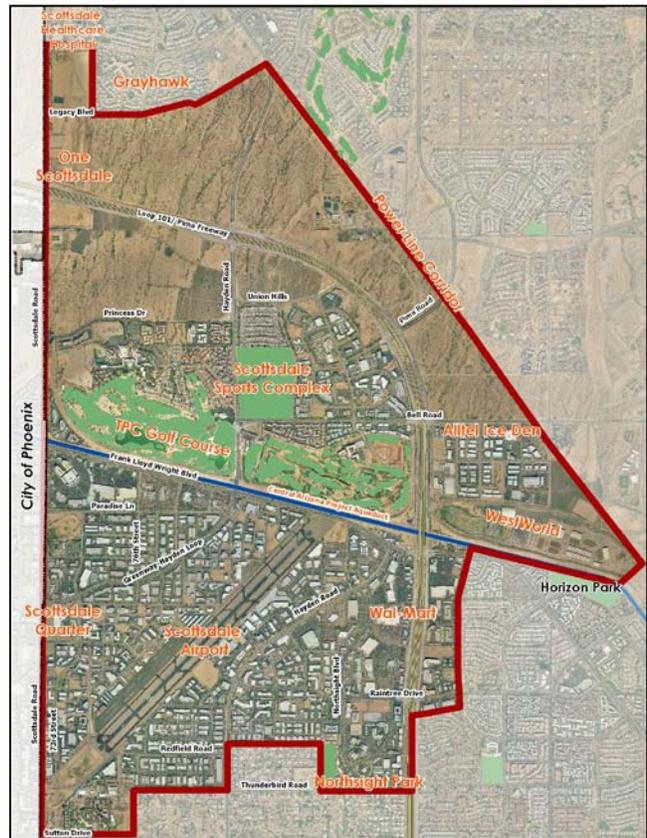
Wayfinding

Wayfinding is a city planning term meaning physical elements that help people find their destinations, such as directional signs, landmarks, maps, and gateways. A wayfinding plan guides the creation of a cohesive identity and signage program for an area.

Wayfinding Survey

On May 18, 2011, the City of Scottsdale hosted a workshop with community members regarding wayfinding in the Airpark. Following the workshop, city staff developed a survey in order to seek feedback on questions that arose in the workshop and ideas generated by workshop participants.

The Airpark Wayfinding Survey was available on the City’s website and in hard copy at the Community Design Studio between June 30 and November 30, 2011. The survey received 149 responses.



SCOTTSDALE AIRPARK BOUNDARY: (Generally) Thompson Peak Parkway on the north, Thunderbird Road on the south, Scottsdale Road on the west, and 94th Street on the east.

Survey Results Summary

The majority of survey respondents responded favorably to the concept of developing a wayfinding system for the Scottsdale Airpark. The following key points can be derived about Airpark wayfinding from the survey:

- Half of the survey respondents own/operate or work in a Scottsdale Airpark business, and 86% live within a Scottsdale zip code.
- The majority of respondents are frequent visitors to the Scottsdale Airpark. Eighty-four percent (84%) visit the Airpark at least one time per week.
- Restaurants, retail shops and work, respectively, top the list of primary destinations in the Airpark for respondents.
- The Scottsdale Airport, “Frank Lloyd Wright Blue Spire” and Loop 101 Freeway are among the most recognized “landmarks” in the Airpark.
 - Write-in responses include the “One with the Eagle” sculpture and Costco as other popular landmarks.
- Street signs, landmarks and internet maps are the most effective wayfinding elements for most survey respondents.
- The Airport Terminal, WestWorld and Loop 101 top the list of “most important” destinations for inclusion on Airpark directional signs.
- Sixty-two (62%) percent of the survey respondents indicate that delineating specific “areas” or “districts” in the Airpark would be beneficial for wayfinding in the area.
 - Overall, more support is indicated for Map 1 (see page 9), which was created by community members in a public workshop in May 2011. In particular, the following community-suggested “areas” received the most positive feedback:
 - WestWorld: Bell Road on the north, power lines on the east, CAP Aqueduct on the south, Loop 101 on the west
 - Airpark East: Airport runway on the west, CAP Aqueduct on the north, 90th St/Loop 101 on the east, Thunderbird Road on the south
 - Airpark West: Airport runway on the east, CAP Aqueduct on the north, Scottsdale Road on the west, Redfield Road on the south
- Respondent support for the particular design schemes shown on Page 10 is nearly evenly split, with Scheme B receiving the most positive feedback of 36%.
- Sixty-three percent (63%) of survey respondents agree with changing some street names in the Airpark to reduce confusion.
 - Streets with the highest percentage of support for change include Greenway-Hayden Loop, Bell Road (North of Frank Lloyd Wright Blvd) and Butherus Drive.
- Sixty-four percent (64%) of respondents indicate they would use a Smartphone app and/or website related to the Airpark and Airpark wayfinding.

Survey Results

Q1. Do you own/operate or work in a Scottsdale Airpark business?

Answer	No. of Responses	% of Total Respondents
Yes	73	49%
No	76	51%
No Answer	0	0%

Q2. The zipcode of your residence is _____ .

Zip Code	Location	No. of Responses	%	Zip Code	Location	No. of Responses	%
85260	Scottsdale	46	31%	85032	Phoenix	4	3%
85255	Scottsdale	28	19%	85016	Phoenix	2	1%
85258	Scottsdale	14	9%	85012	Phoenix	1	1%
85251	Scottsdale	4	3%	85050	Phoenix	1	1%
85254	Scottsdale	19	13%	85020	Phoenix	2	1%
85266	Scottsdale	2	1%	85054	Phoenix	1	1%
85259	Scottsdale	3	2%	85028	Phoenix	1	1%
85262	Scottsdale	3	2%	85331	Cave Creek	3	2%
85257	Scottsdale	2	1%	85377	Carefree	1	1%
85250	Scottsdale	3	2%	85233	Gilbert	1	1%
85268	Scottsdale/Fountain Hills	1	1%	85249	Chandler	1	1%
85253	Scottsdale/Paradise Valley	3	2%	85392	Avondale	1	1%
85215	Mesa	1	1%				

Percent of respondents living in Scottsdale: 86%

Percent of respondents living in other Valley cities: 14%

Q3. How often do you travel around the Airpark for various activities that are not for work purposes (i.e. shopping, lunch, dinner, events, banking, etc)?

Answer	No. of Responses	% of Total Respondents
Never	0	0%
I only go straight to work in the Airpark and then straight home	0	0%
Occasionally (i.e. once a month)	24	16%
Frequently (i.e. weekly)	81	54%
Daily	44	30%
No Answer	0	0%

Q4. Where do you frequent most within the Airpark? (Choose your Top 2)

Answer	No. of Responses	% of Total Respondents
Work	62	42%
Retail Stores	97	65%
Restaurants	100	67%
Recreational areas (golf course, ice skating, sports training, parks)	5	3%
Airport	20	13%
Hotels	2	1%
I'm a casual visitor, passerby	7	5%
Other	18	12%
No Answer	3	2%

Respondents could select more than one answer; thus, total added percentages exceed 100%.

Respondents who selected "other" added the following:

- Client meetings
- Apple Store
- Both retail stores and restaurants equally
- Business-to-business meetings
- Exercising
- Cigar King
- Car wash and gas station
- Home
- Occasional work-related activities
- To get from home to places on the other side of the Airpark
- Costco
- Use Greenway-Hayden Loop to/from Scottsdale Quarter/Kierland Commons and our house
- Promenade
- MVD, Emissions, Doctors
- Post Office, Banks, Scottsdale & Thunderbird, Hayden & Redfield, Frank Lloyd Wright & Hayden
- Bank, Credit Union
- Library, Grocery Stores, Visiting Friends
- Go through the area to get to church

Q5. What do you view as a landmark in the Scottsdale Airpark? (Circle all that apply)

Answer	No. of Responses	% of Total Respondents
Frank Lloyd Wright Blue Spire	81	54%
Loop 101/Pima Freeway	63	42%
Scottsdale Airport	100	67%
Central Arizona Project Aqueduct (CAP Canal)	21	14%
Northsight Park	15	10%
There are no landmarks	12	8%
No Answer	1	1%
Other	38	26%

Respondents could select more than one answer; thus, total added percentages exceed 100%.

Respondents who selected “other” added the following:

- “One with the Eagle” sculpture (14) (9%)
- Costco (6) (4%)
- WestWorld Tent (3) (2%)
- Thompson Peak/Views of the McDowells (2) (1%)
- Spire doesn’t fit in with its surroundings (1) (1%)
- My home (1) (1%)
- Need an “entrance” at Greenway-Hayden Loop (1) (1%)
- No one knows Northsight Park is there (1) (1%)
- Define “Landmark” (1) (1%)
- Kierland (2) (1%)
- Scottsdale Quarter (2) (1%)
- Wal-Mart (1) (1%)
- Van Chevrolet (1) (1%)
- TPC Golf Course (1) (1%)
- Airport (1) (1%)

Q6. Which wayfinding aspects are currently the most successful for you when navigating within the Airpark? (Circle all that apply)

Answer	No. of Responses	% of Total Respondents
Luck	33	22%
Street Signs	82	55%
Landmarks (i.e. spire, buildings, etc)	50	34%
Signs on buildings	43	29%
Physical maps (i.e. atlas, brochure)	10	7%
Asking people	13	9%
Internet maps (i.e. Google maps, etc)	67	45%
Smart Phone/Personal Communication Device	36	24%
GPS	39	26%
No Answer	3	2%
Other	12	8%

Respondents could select more than one answer; thus, total added percentages exceed 100%.

Respondents who selected "other" added the following:

- I've lived here for more than 30 years, yet, I find it nearly impossible to navigate the airpark. For example, I occasionally donate blood at United Blood Services. I know "about where they are", but each time I go there, I have trouble finding them.....and no, I'm not stupid or forgetful. I just expect for things to be somewhat intuitive. Nothing is intuitive in the airpark. Once you venture off Hayden Rd., GPS navigation is about all that works.
- Have lived and worked in the airpark for over 10 years, so it's been a gradual learning experience and rarely have trouble finding a particular location. I frequently give directions to people who call our office or to friends who are not familiar with the area.
- I've lived here in north Scottsdale for about 15 years; I still dread having to navigate through the airpark... it's confusing.
- We have created our own "micro-map"; a PDF that we attach to all meeting client confirmations
- Been here since 1997, no signs or anything needed.
- Come on...the addresses in the phoenix area are very simple...and we now have iphones, mapquest etc...we don't need to have an artzzy map to help people find a vacant building....you are spending money in the wrong places...
- Bike riding throughout the airpark on the weekends taking note of businesses. Many are somewhat hidden from view from the street.

- Reference points (not necessarily landmarks)
- Businesses around the Greenway-Hayden loop are a nightmare. Like Hotel CA. You can check out but you can never leave.
- Personal knowledge/ experience (2 responses)
- Additional signage is absolutely necessary to help people find their way around. It's a bit of a mess at present and often frustrates customers.
- My only issue is that if the airport cuts between a street I may end up on the wrong side of airport without using GPS

Q7. Which of the following Airpark area destinations are most important for identification on directional signs? Circle the Top 5 most important to you.

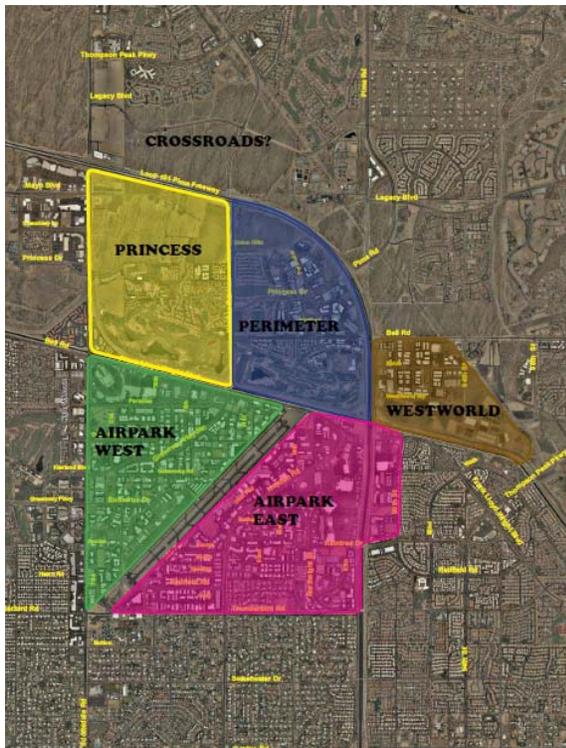
Answer	No. of Responses	% of Total Respondents	Answer	No. of Responses	% of Total Respondents
Scottsdale Quarter	51	34%	Loop 101/Pima Freeway	73	49%
Airport Terminal	110	74%	Fairmont Scottsdale Princess	15	10%
Northsight Park	6	4%	North Scottsdale Chamber of Commerce	0	0%
Arizona MVD	50	34%	Central Arizona Project Aqueduct (CAP Canal)	3	2%
Perimeter Center	11	7%	WestWorld	74	50%
Park and Ride	16	11%	Horizon Park	8	5%
Landmark Aviation	13	9%	U.S. Post Office	72	48%
Maricopa County Assessor	9	6%	Scottsdale Healthcare Hospital-Thompson Peak	41	12%
Scottsdale Promenade	41	28%	Scottsdale Community College Business Institute	11	7%
TPC Golf Course	43	29%	Scottsdale Air Center	18	12%
Scottsdale Sports Complex	13	9%	No Answer	0	0%
Emissions Testing Facility	45	30%	Other	15	10%
Alltel Ice Den	14	9%	<i>Respondents could select more than one answer; thus, total added percentages exceed 100%.</i>		

Respondents who selected “other” added the following:

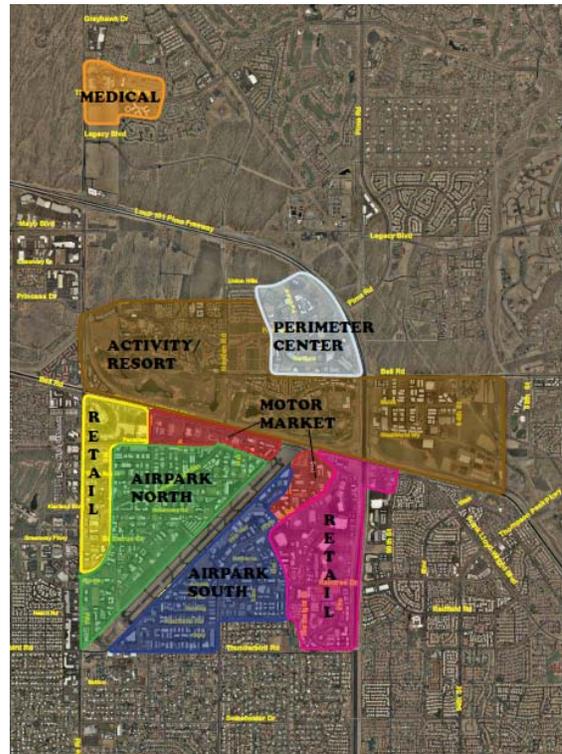
- Costco (3) (2%)
- Did not know the listed places are in the Airpark (2) (1%)
- Exclude the CAP Aqueduct from the list (1) (1%)
- Parking areas for events (1) (1%)
- List the number of miles to each destination on signs (1) (1%)
- Kierland (1) (1%)
- No additional signs are needed (1) (1%)
- No Freeway access at Thunderbird Road (1) (1%)
- Wal-Mart (1) (1%)
- Van Chevrolet (1) (1%)
- Enhancements to Greenway-Hayden Loop (1) (1%)
- Scottsdale Healthcare-Osborn (1) (1%)

Q8. In a community workshop on May 18, 2011, participants identified the following possible districts in the Airpark area:

Map 1- Community Suggested Districts #1



Map 2- Community Suggested Districts #2



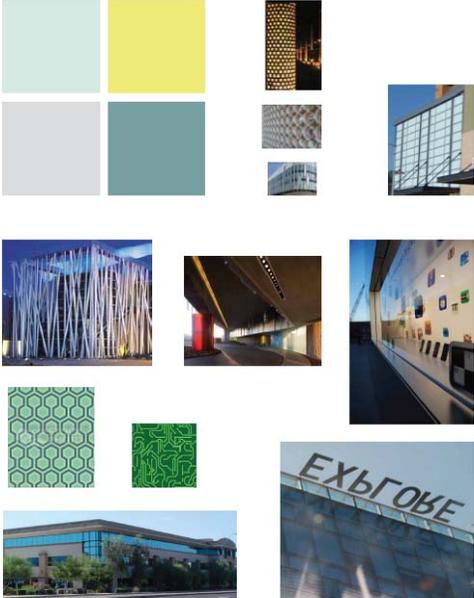
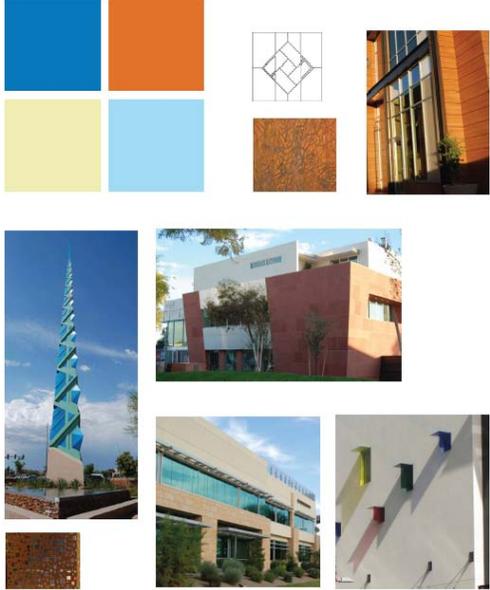
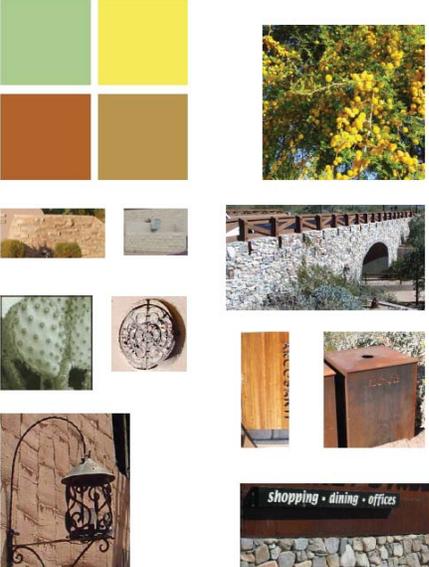
A. Would district/area identification make it easier for your customers/visitors to locate your business or other area attractions? (Examples: Downtown Arts District, Roosevelt Row, color-coded areas)

Answer	No. of Responses	% of Total Respondents
Yes	93	62%
No	51	34%
No Answer	5	3%

B. Circle the suggested districts/areas that should be included in a wayfinding system (See Maps above):

Map 1	No. of Responses	% of Total Respondents	Map 2	No. of Responses	% of Total Respondents
WestWorld	101	68%	South Airpark	51	34%
Airpark West	100	67%	North Airpark	50	34%
Airpark East	102	68%	Retail (Scottsdale Rd)	56	38%
Princess	70	47%	Medical District	51	34%
Perimeter Center	81	54%	Resort & Activity	48	32%
No Answer	27	18%	Airpark Motor Market	34	23%
<i>Respondents could select more than one answer; thus, total added percentages exceed 100%.</i>			Retail (Loop 101)	52	35%
			No Answer	55	37%

Q9. Which scheme most reflects a desirable image or future image for the Scottsdale Airpark?

<p>A. RESPONSES: 33 (22%) Airpark Character Scheme 1 hi-tech / corporate / sleek / urban</p> 	<p>B. RESPONSES: 54 (36%) Airpark Character Scheme 2 desert contemporary / detailed / bright</p> 
<p>C. RESPONSES: 29 (19%) Airpark Character Scheme 3 rustic / natural / historical / subtle</p> 	<p>D. RESPONSES: 31 (21%) Airpark Character Scheme 4 industrial / utilitarian / linear / aeronautical</p> 

RESPONSE: NONE- 12 (8%);

NO ANSWER- 15 (10%)

Respondents could select more than one answer; thus, total added percentages exceed 100%.

Q10. Many Airpark community members have suggested changing some street names in the Airpark to reduce confusion.

- A. Would you support a change in street names, even if it means changing all of your stationery/business cards and informing customers/visitors of your new address?

Answer	No. of Responses	% of Total Respondents
Yes	94	63%
No	45	30%
No Answer	10	7%

- B. Which of the following streets are appropriate for consideration for a name change:

Answer	No. of Responses	% of Total Respondents
Greenway-Hayden Loop/ Kierland Boulevard	73	49%
Greenway Road	23	15%
Bell Road (N of Frank Lloyd Wright Boulevard)	66	44%
Butherus Drive/ Greenway Parkway	63	42%
Dial Boulevard/73 RD Street	43	29%
Thunderbird Road/Redfield Road	60	40%
Hayden, between Frank Lloyd Wright Boulevard and Deer Valley Road	36	24%
No Answer	34	23%
Other	17	11%

Respondents could select more than one answer; thus, total added percentages exceed 100%.

Respondents who selected "other" added the following:

- 78th Way
- Make Raintree Drive go from Loop 101 to Scottsdale Rd (i.e. Change that portion of Redfield and 76th ST as Raintree Drive winds thru the Airpark to Scottsdale Rd.
- Kierland Blvd is associated too much with Phoenix, which would be very confusing.
- Happy Way
- How many people get lost? Why don't you do a cost study to see if it's warranted... We all live here and know where stuff is...
- Part of 100th Street, which has 2 separate places that intersect with Frank Lloyd Wright. This outside the Airpark boundaries but is very confusing.
- Thunderbird Rd where it becomes Northsight Blvd.

- People still get confused with the two Hayden street names.
- My willingness to support the renaming of streets is due in part to a lesser degree of personal impact. I will reserve my suggestions on renaming streets in order to allow others that are more heavily impacted to steer that discussion. The impact to me is small.
- Acoma, Evans on east side
- No name changes, please. Just make them more visible
- My business is not on one of these streets, so I am not directly impacted.
- It's confusing to have Greenway Rd. And then Greenway-Hayden Loop. Got lost on that one thinking I was on Hayden. Was new to Phoenix...Bell Rd. Ends and becomes FLW Blvd.... Only to appear way north again as Bell Rd. Think Map 1 says it all: Kierland becomes both Greenway-Hayden Loop and Greenway Rd. But Greenway Pkwy becomes Butherus Drive! Who drew up these maps?
- None, would only cause more confusion
- Greenway-Hayden Loop and Greenway Road confuses people. That Bell runs into FLW and picks up north of FLW is confusing.
- Not sure at this time.
- Evans and streets between post office and the road that hits Hayden, should be called Evans.
- Kierland-Greenway Blvd (west of Scottsdale Rd).

Q11. If made available, would you utilize a smartphone app and/or website dedicated to the Airpark?

Answer	No. of Responses	% of Total Respondents
Yes	95	64%
No	53	36%
No Answer	1	Less than 1%

Q12. Do you have any other suggestions related to wayfinding in the Greater Scottsdale Airpark?

Answers:

- There is such a hodge-podge of architecture scattered about the airpark, that it would be impossible for any of the 4 schemes shown to be distinguishable.....unless one could pancake the whole thing and start over!!

Everything broached here is really a band aid approach. Unless there are the resources and political appetite to create a logical network of arterial streets (yes.....some existing properties would have to be acquired and demolished) then the best we will ever do is "put lipstick on the pig", doing little to solve the real problem. Most of the proposed street modifications are inadequate. I suggest the City leaders map out an ideal network of arterials, and then bear the pain now to execute it.....in 10 years they will be seen as the real visionaries who finally allowed the Airpark to reach its tremendous potential.

The fact that someone has considered building a Smartphone App to help navigate the Airpark is pretty telling. Maybe the only signage needed would be instructions for visitors to download the "Lost in Scottsdale" App.

- Everything should revolve around the airport, i.e. 2 blocks south of the airport and etc.
- I would like to see the spire included in Scheme 1 as well.
- Re: Design, a combo of 1&4. Never use the word Industrial. Industry or Commerce is better. In Districts, never use North & South. Scottsdale has been trying for 30 yrs not have a South Scottsdale Label. Don't do it in the Airpark.
- The character schemes could be used in assisting with way finding:
 - Scheme #4 (industrial) for Airpark North & South;
 - Scheme #3 (natural/subtle)for Activity/Resort;
 - Scheme # 2 (desert contemporary) for Retail;
 - Scheme #1 (hi-tech/sleek) for Motor Market
- We own a retail shopping center on Greenway Hayden Loop....I do NOT like the retail designation when there is a lot of retail stores in the Greenway Hayden Loop area. I HATE the look of that new Dial building on the corner of Loop 101 & Scottsdale. Please DO NOT propose anything that even resembles that piece of you know what!
- I still believe that developing and implementing a wayfinding plan prior to developing and absent an over-arching Airpark brand is extremely challenging but I understand that as the smaller and more critical of the two tasks it needs to be done. Let me know if/how we can assist. Thank you.

- Consistent easy to read font and brand that identifies the area as a community of residential and business.
- My problem is finding anything in the retail area along the 101. It's all hunt and peck. Plan on getting lost if you haven't been there several times before.
- Who in the name of Herb Drinkwater decided that it was important to have "color schemes" and motifs for the Airpark. It sounds to me like an architect looking to ensure business for his or her practice. If it comes out anything like the new Dial building, please spare us. Such insanity will drive businesses from the Airpark.
- In the Perimeter Center there needs to be a way to show the names of the businesses from the street but someone felt having a "piece of art" per building was more important. One without the other was a business mistake.
- My phone app use is typically limited to general GPS and map related uses. I do not anticipate utilizing specialized applications if that is what is intended in Q9.
- Include sign or signs pointing east on FLW Blvd. towards Taliesin West since we named the road after the architect and this is a major tourist destination to the east. Also add signage to Preserve Gateway, also outside the study boundary.
- Stay true to your roots when selecting a design scheme. An image that captures the essence of the area that is easily identifiable should be included.
- The biggest challenge is to direct folks from one side of the airport runway to the other especially to and from the 101 interchanges (e.g. anyone exiting the Raintree interchange needs help in getting to Scottsdale Road and West Airpark businesses)
- I am in favor of traffic circles. 1. They are safer (Less chance of collisions). 2. They are cheaper in the long run (no traffic light equipment & electricity to maintain). 3. They accommodate traffic flow (no long waits @ traffic light intersections).
- Aviation oriented
- Signage should be bold and stand out - otherwise, it is a waste of money to make use of directionals.

- Scheme 4 is closest...with a caveat...in my opinion the airpark is currently just a bunch of small stand-a-lone businesses in one level buildings along a stretch of road called Greenway-Hayden Rd. Oh yeah...and the same thing as you cut through to Scottsdale Rd via Thunderbird.
- As one of two major North/South streets in the Airpark, Hayden Blvd is a very important way for people to get in and out of the area. I believe that it is important for people to know that Hayden Blvd can be accessed by going both north or south on Northsight, which is a street that really seems to confuse people.

If drivers knew that they didn't need to make a left turn across four lanes of traffic onto Northsight to reach Hayden, we would all be safer.

If there were signs on the East side of Northsight indicating that Hayden road is ahead, then drivers would know that they could make a simple and safe right turn to reach Hayden. Also, if there were signs on the west side of Northsight indicating that there is a route to Hayden via Raintree, those drivers could also make a much easier and safer right turn.

Making a left turn across Northsight should be discouraged due to limited visibility caused by curves in the roadway, plants and trees in the median, and the general aggressiveness of other drivers in the Airpark, who are trying to quickly get to the freeway or to their workplace.

- Redfield Rd has a severe dip in the roadway just west of Hayden. Can it be smoothed out? Also, if Redfield could line up with Raintree somehow, it would make the southern cross route more convenient, friendly, and you wouldn't need a tunnel.
- I don't know the businesses in the Airpark and wouldn't or couldn't use them as would get lost trying to find them. Color coding would help but the Kierland/Greenway/Hayden/Butherus Street names have to be sorted out as well as those east of the runway. T'bird becomes Raintree to get to Hayden. Street names don't match names west of the runway. e.g. Raintree?? Also an underground parkway under the airpark would help gridlock during the rush hour. Know it's too expensive now, but in the future....
- It isn't broken, so don't fix it.
- Should maintain an aeronautical theme to support Aviation and the airport as a friendly neighbor.
- Change the name of the streets, Greenway-Hayden loop, Redfield/Thunderbird, Bell/FLW. It's so confusing to give directions to visitors.

- SIGNAGE - Scottsdale in general is the worst for signage. Its too small, hidden by foliage, non-existent, etc.
- I am a huge fan of Map 1 districts! I think Perimeter should be named something else ~ maybe Princess East/West instead
- Directional signs, similar to those in the old town/civic center area.