CITY OF SCOTTSDALE
ARIZONA

GREATER AIRPARK

CHARACTER AREA PLAN

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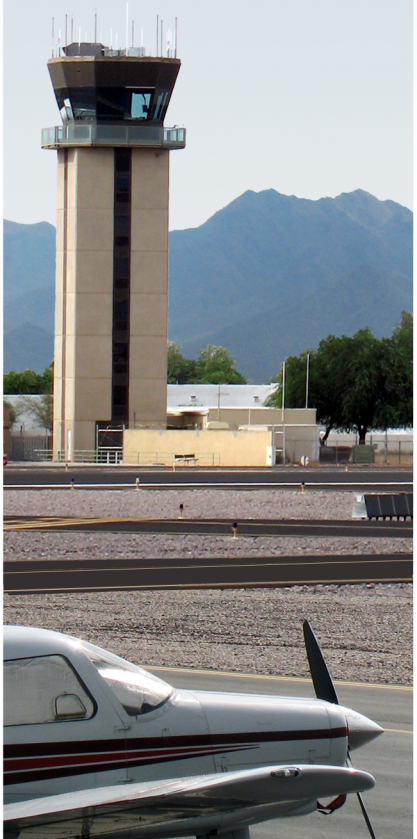
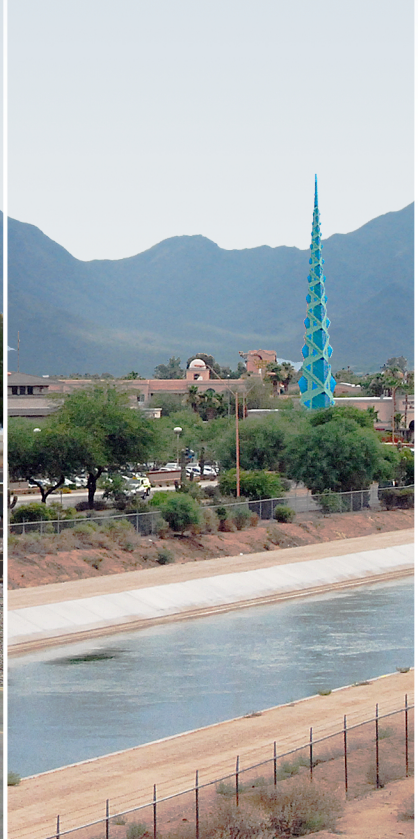

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EXECUTIVE SUMMARY

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Airport Area Plan specifically addressed the Scottsdale Airpark from a policy level, and the Scottsdale General Plan superseded the plan in 2001.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.

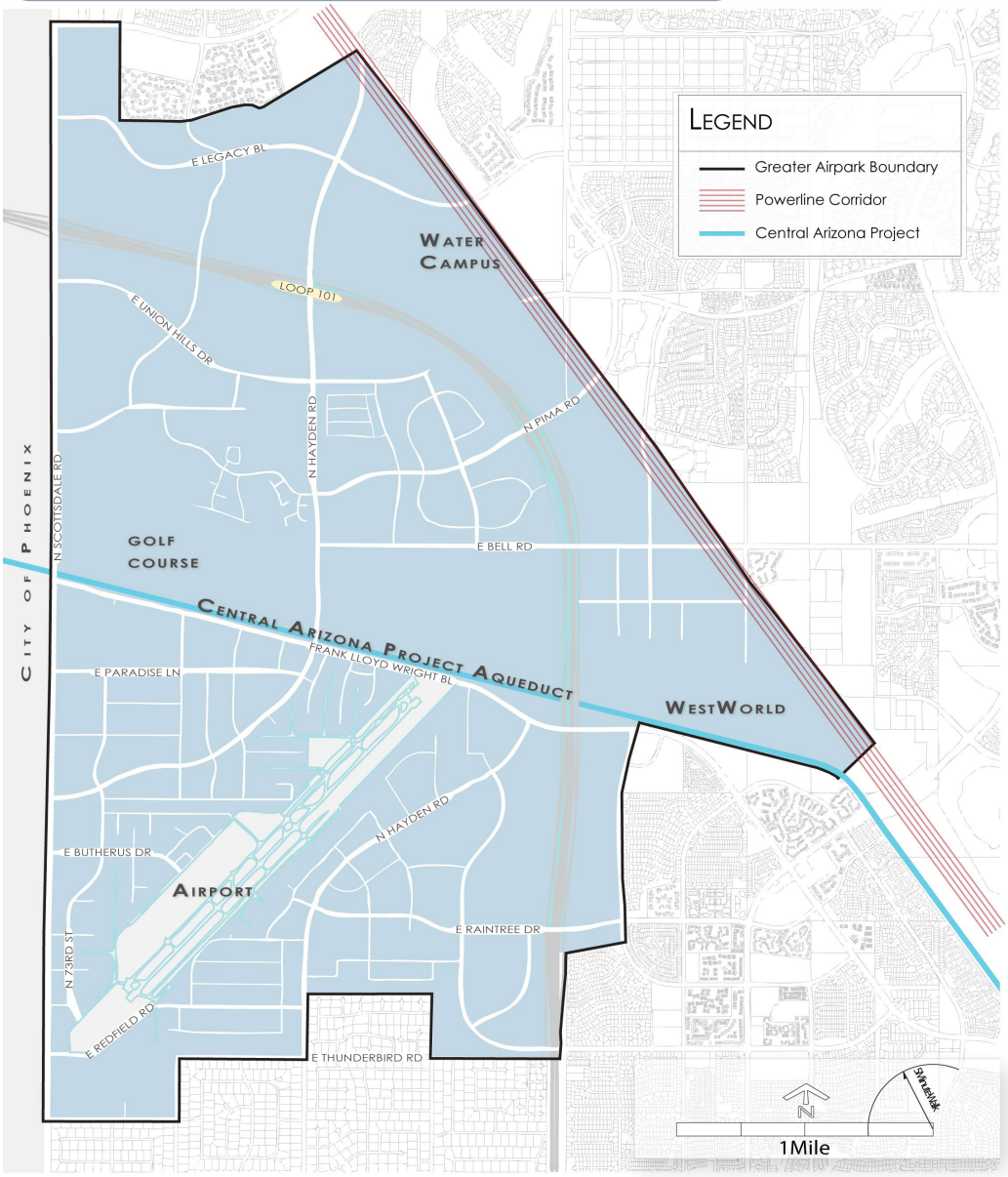
The Greater Airpark Character Area Plan is a policy document intended to guide growth and development decisions for the Greater Scottsdale Airpark. Prior plans, including the 2001 General Plan, have been successful in helping to shape the growth of portions of the Greater Airpark, both financially and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

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

- **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.

GOAL LU 2

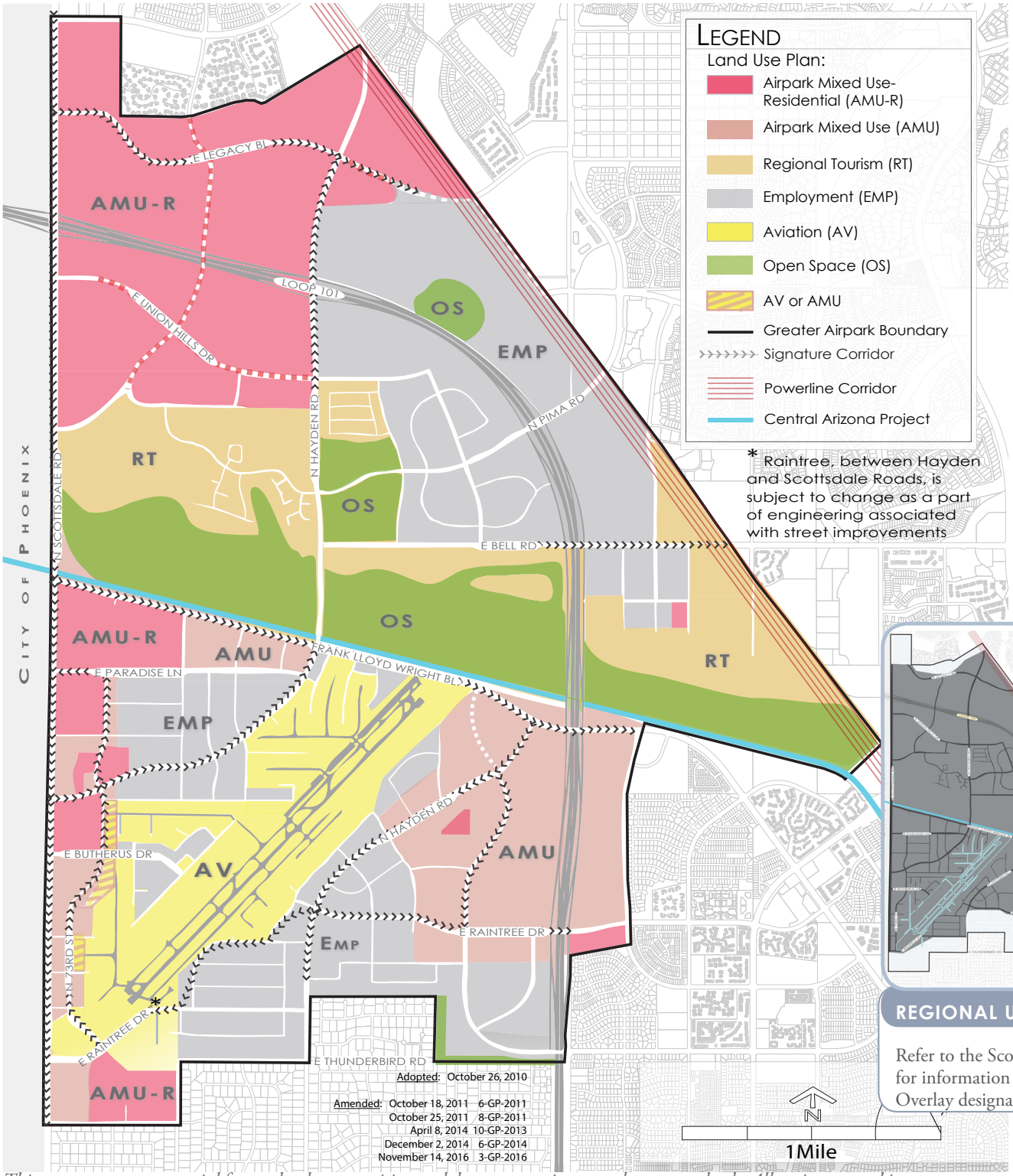
Promote the Greater Airpark as a national and international tourism destination through tourism-related land uses.

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

- **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.

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, 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.



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.

REGIONAL USE OVERLAY

Refer to the Scottsdale General Plan for information on the Regional Use Overlay designation.

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 taxilanes 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.

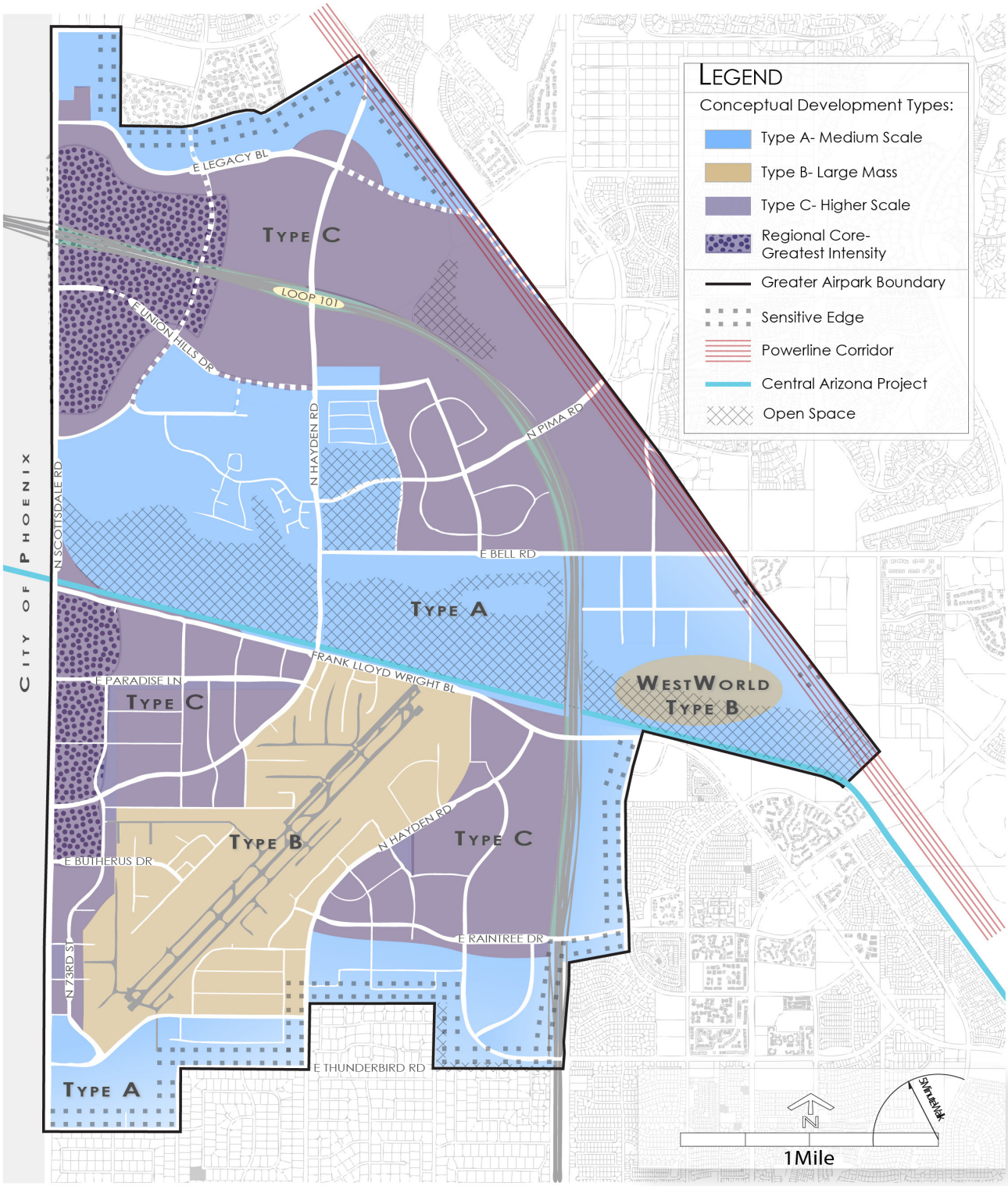
Sensitive Edge (SE)

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



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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.

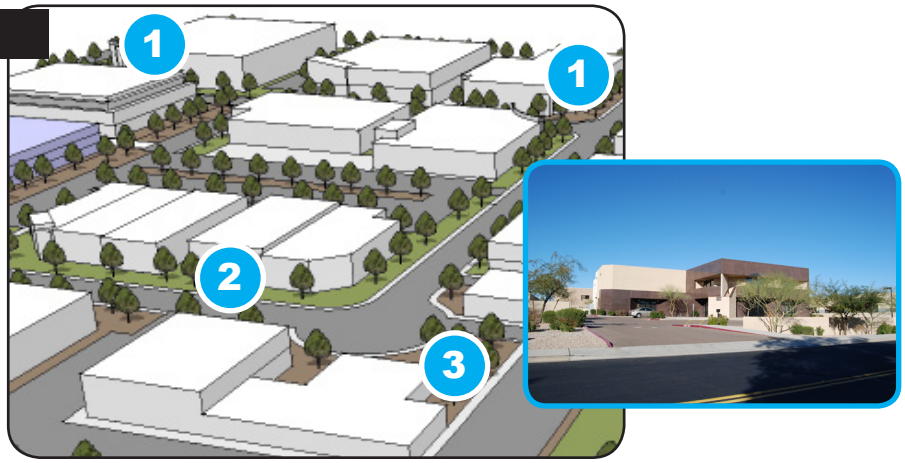
Employment / Type A Example

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.

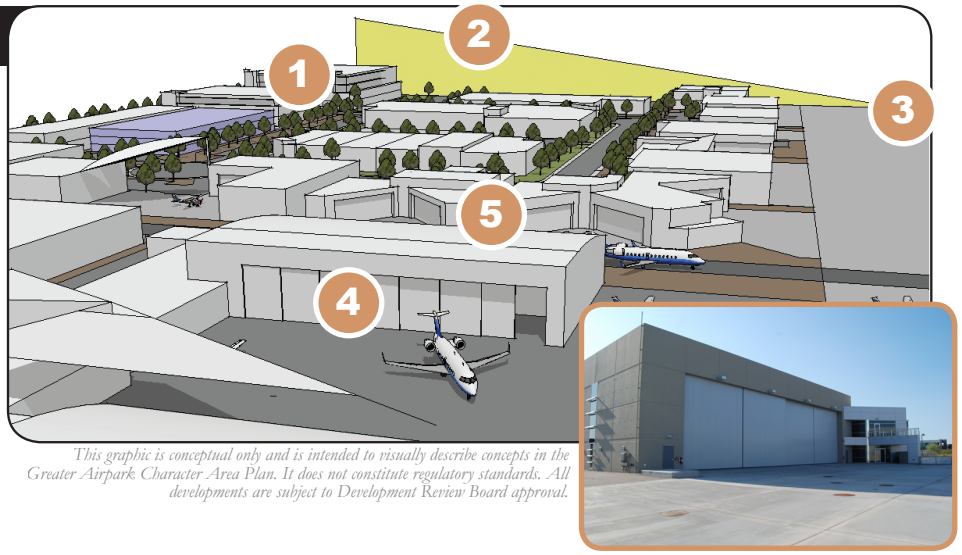
{1} Higher scale buildings as Type B transitions to Type C (Policy LU 4.4)

{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)



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Mixed Use / Type C Example

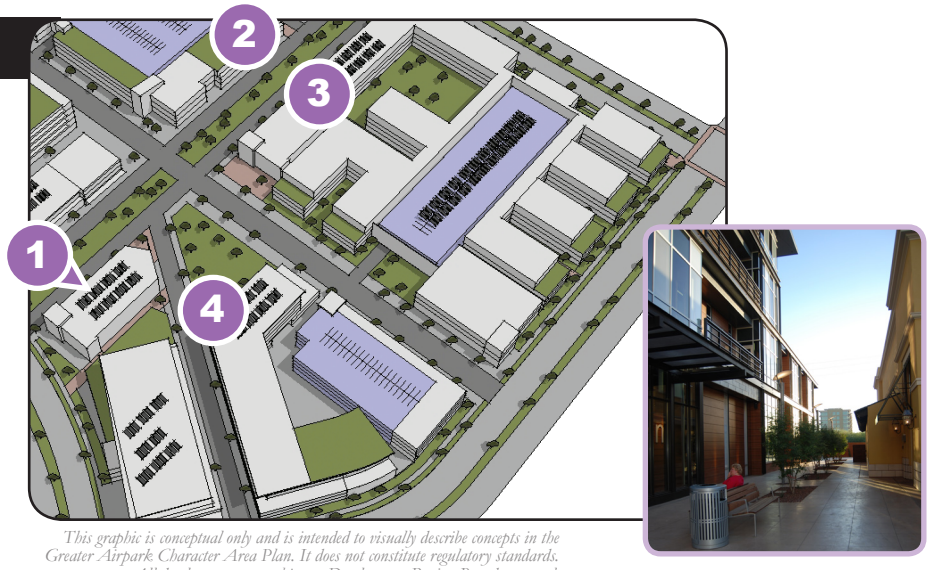
Type C development represents taller buildings with varying mass and a pedestrian orientation.

{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)



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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.

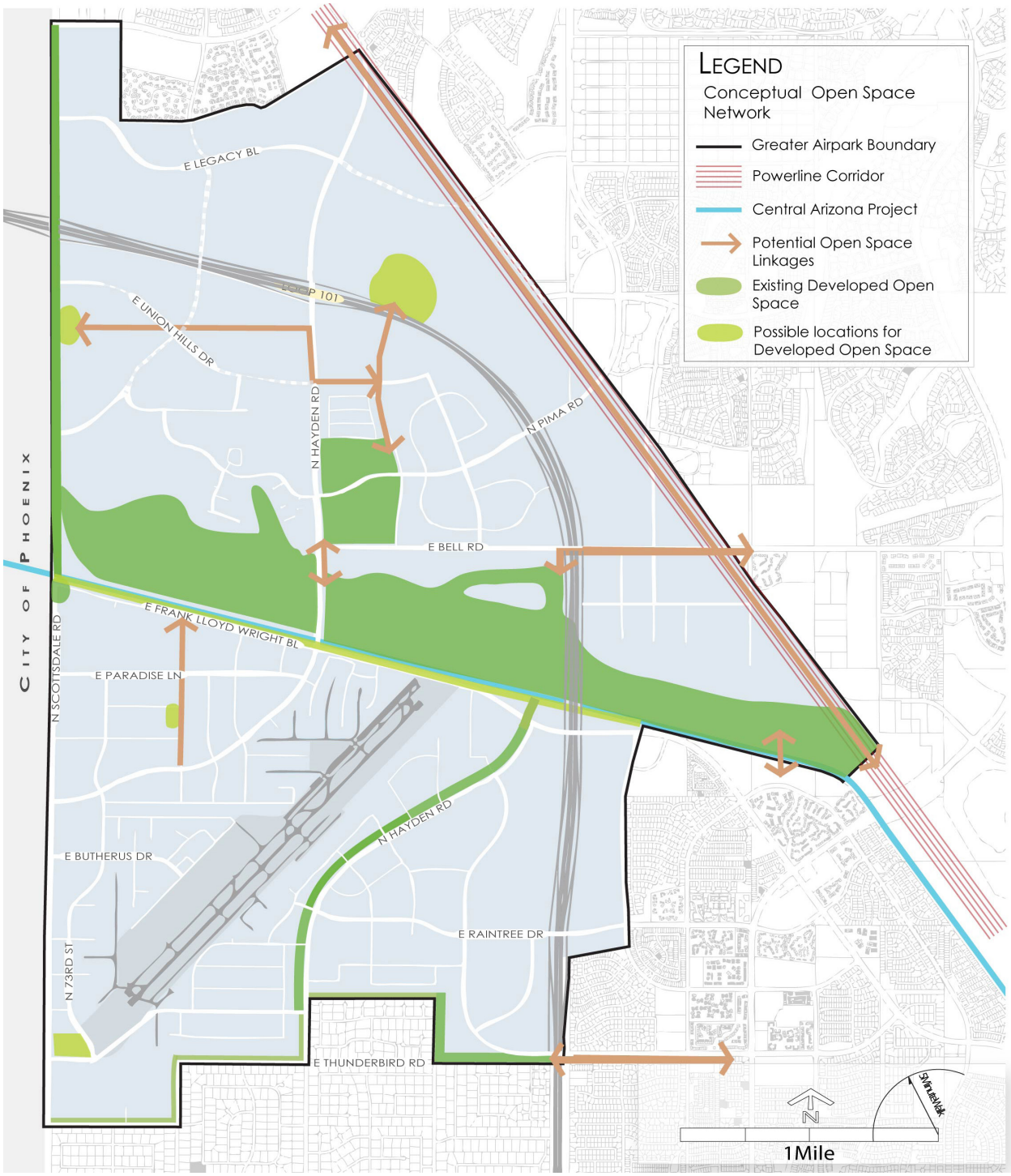
Signature Corridors should promote pedestrian activity, provide destinations, and incorporate mixed-use development.

GOAL LU 8

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

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

- **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.



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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.

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

- **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.

GOAL NH 2

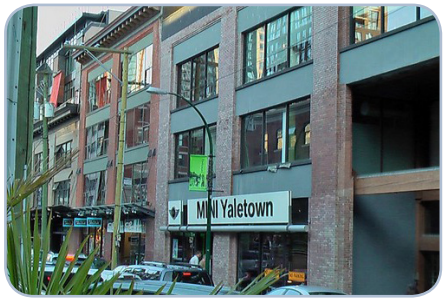
Create complete neighborhoods within the Greater Airpark, through the development of urban dwelling types and mixed-use developments, while being respectful of the Greater Airpark as an aviation-based employment center.

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

- **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.

GOAL NH 3

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



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

- **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.

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 in 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 taxilane, 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.

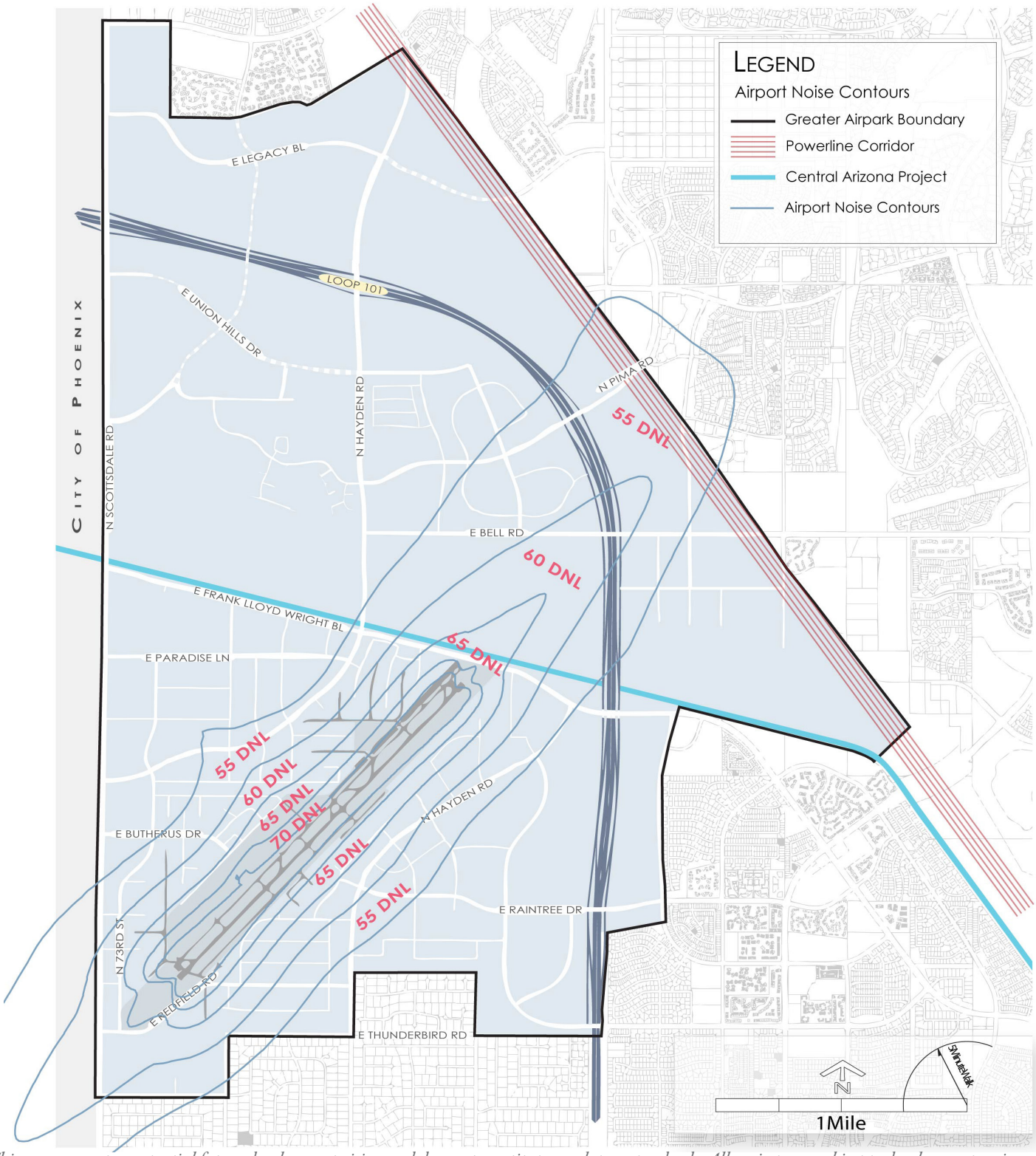
A unique aspect of the Greater Airpark is private property access to taxilanes, also known as "through the fence operations".

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.



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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

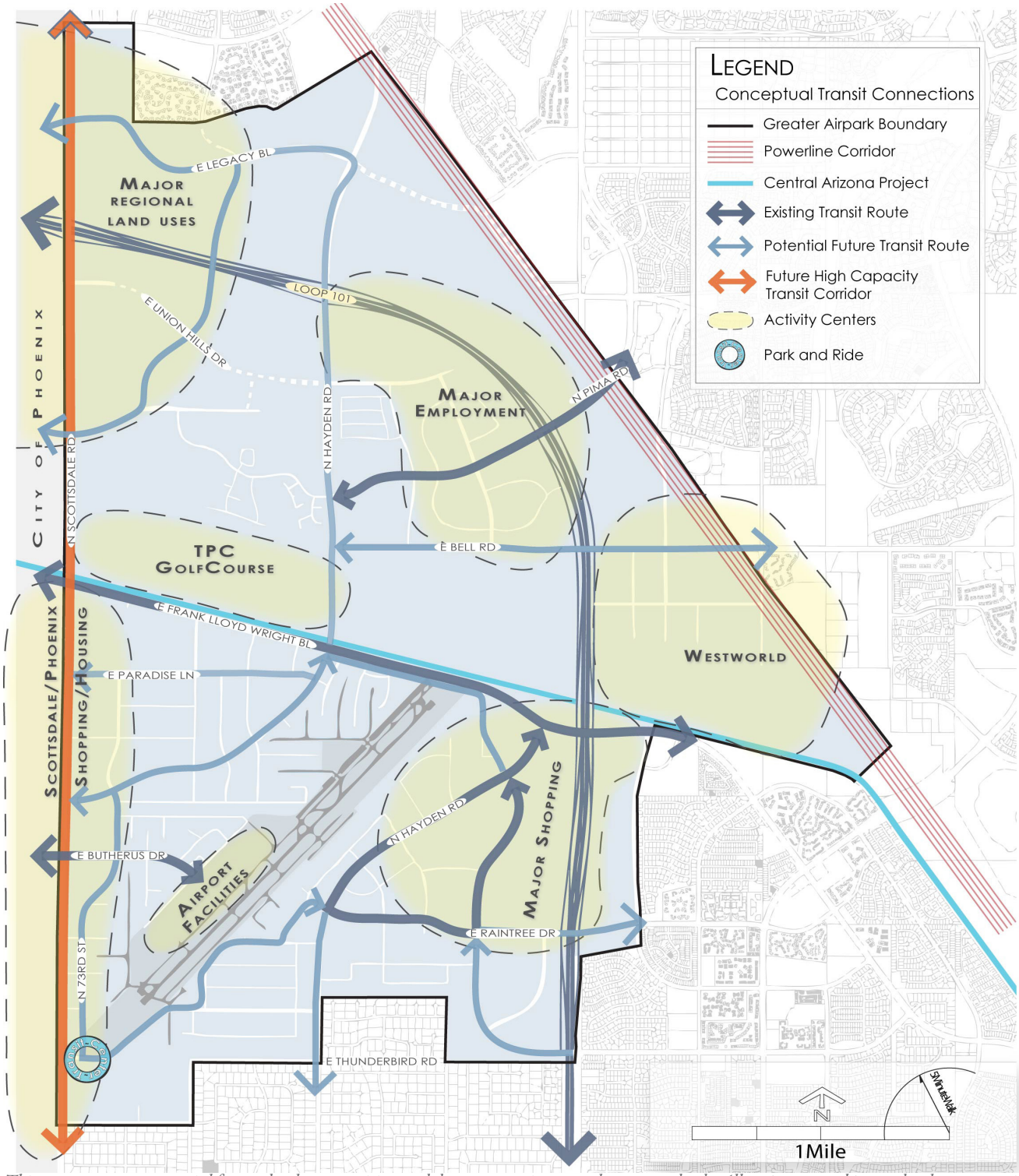
Holistically manage the supply of existing and future parking in the Greater Airpark.

- **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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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.

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

- **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.

GOAL CM 5

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

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

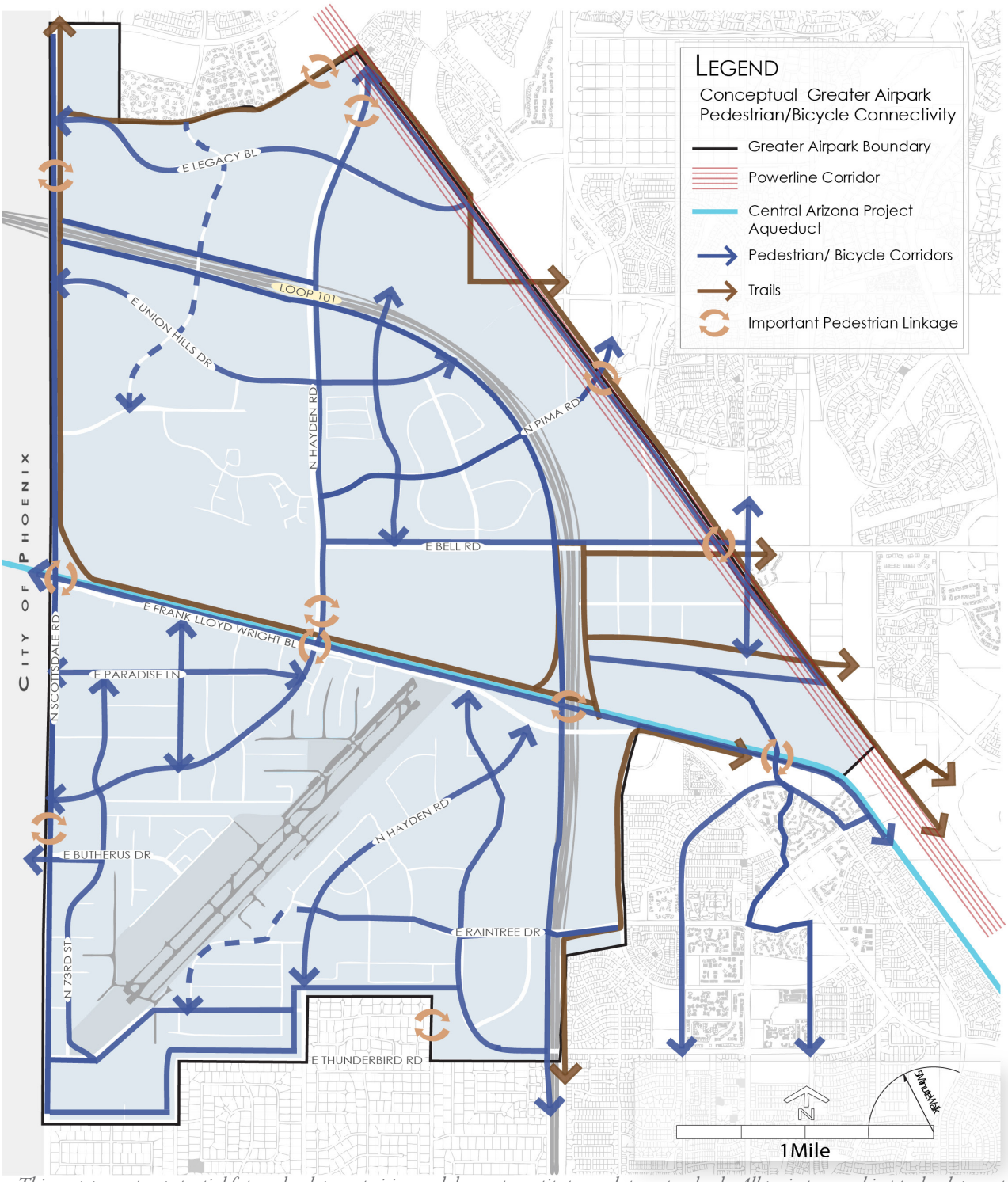
GOAL CM 6

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.



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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.

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

- **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.

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.

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

- **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.

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

- **Policy EV 5.4**
  Improve and facilitate collaboration among Greater Airpark companies and organizations (public, for profit, and non-profit).

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.

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

- **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.

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

- **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.

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.

Passive cooling elements can include water features and shade.

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.

GOAL EP 4

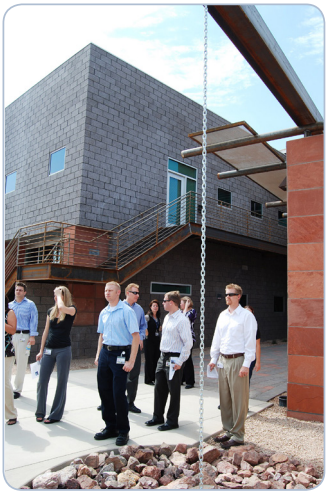
Foster a sustainable balance between environmental stewardship and the development and redevelopment of the Greater Airpark.

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

- **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.

GOAL EP 5

Improve water conservation efforts and encourage the reuse of graywater.



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

- **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.

GOAL EP 6

Effectively manage and protect local and regional stormwater drainage ways.

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

- **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.

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.

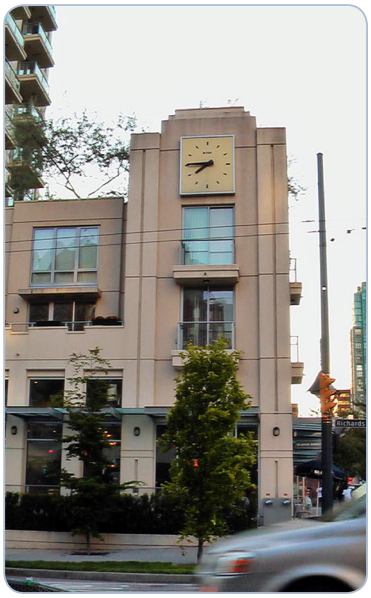
The Scottsdale Road Signature Corridor, south of the CAP Aqueduct, integrates formal landscape treatments and human-scale development.

- **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.

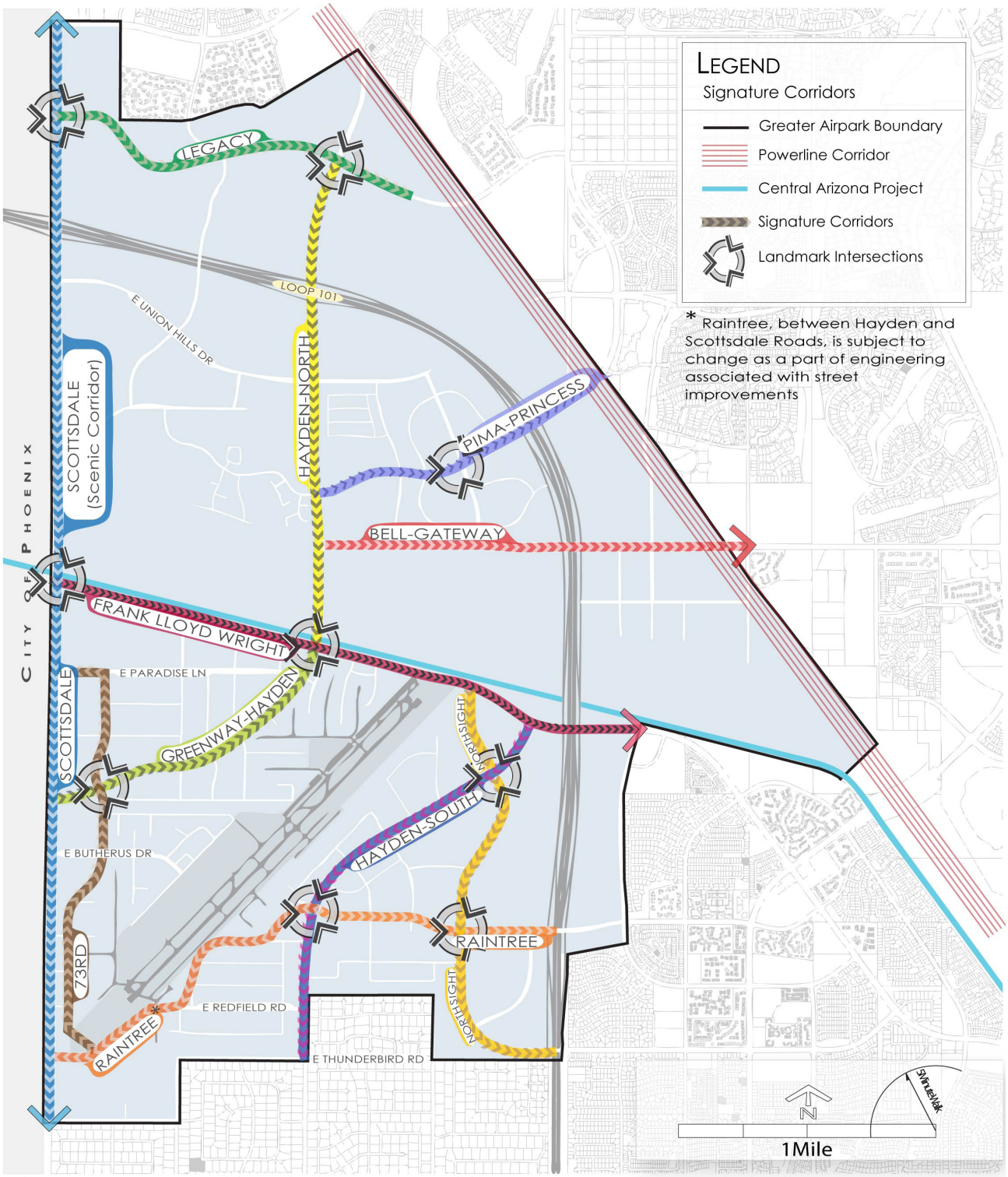
Technology can be reflected using contemporary materials, such as metal.

- **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.



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

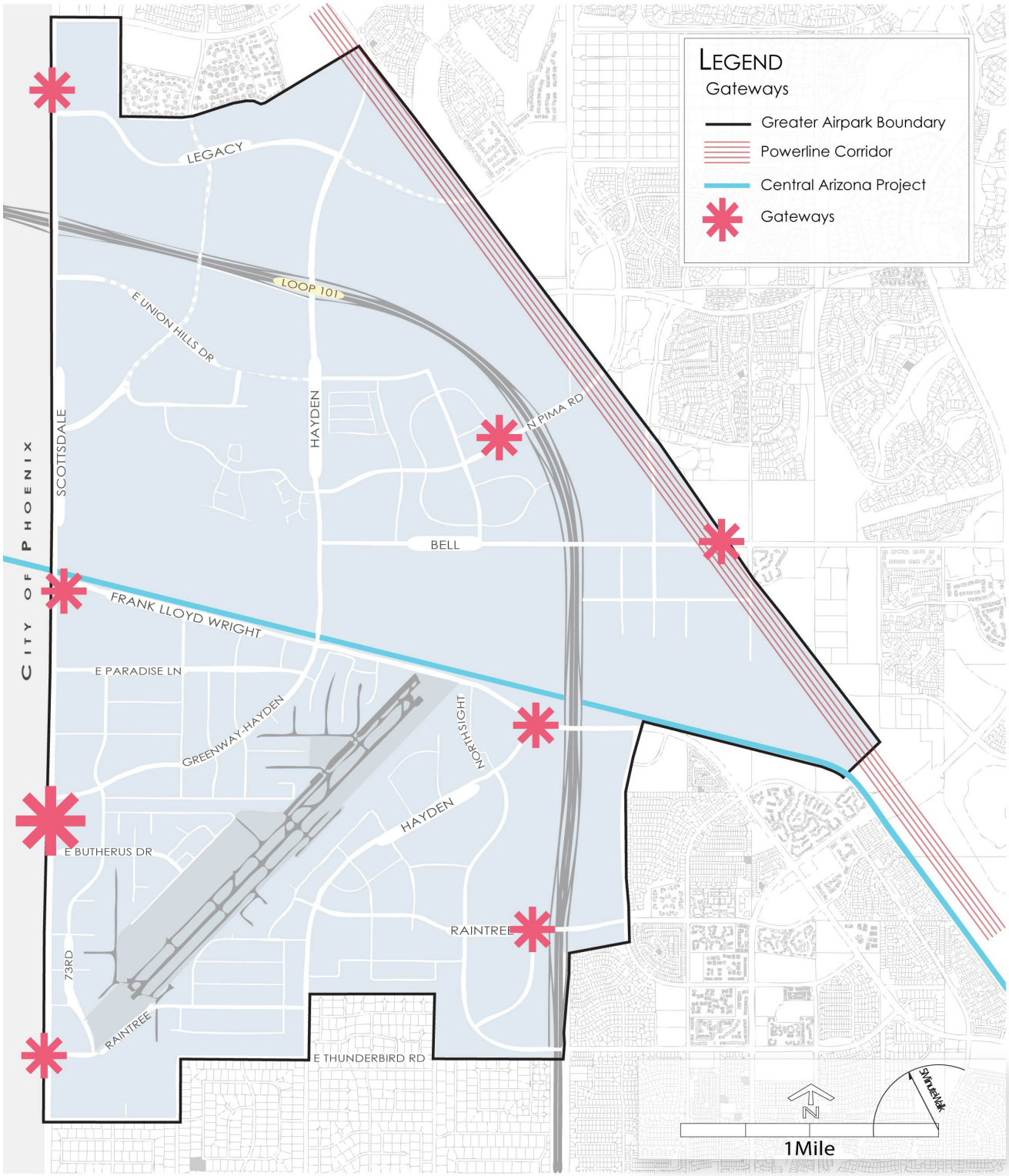
Signature Corridors and Landmark Intersections are intended to provide visual interest and identity to the Greater Airpark. These corridors may incorporate public art, landmarks, active streets, and pedestrian crossings. The above graphics depict a conceptual future vision for Signature Corridors and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

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.

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

- **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.

GOAL PSF 3

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

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

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.

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.

I

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 Airpark/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*

- *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						

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						•

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	●				

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:							
Airpark 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				•		

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				•	