

# EXECUTIVE SUMMARY

## Introduction

### Background

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Airport Area Plan specifically addressed the Scottsdale Airpark from a policy level, and the Scottsdale General Plan superseded the plan in 2001.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

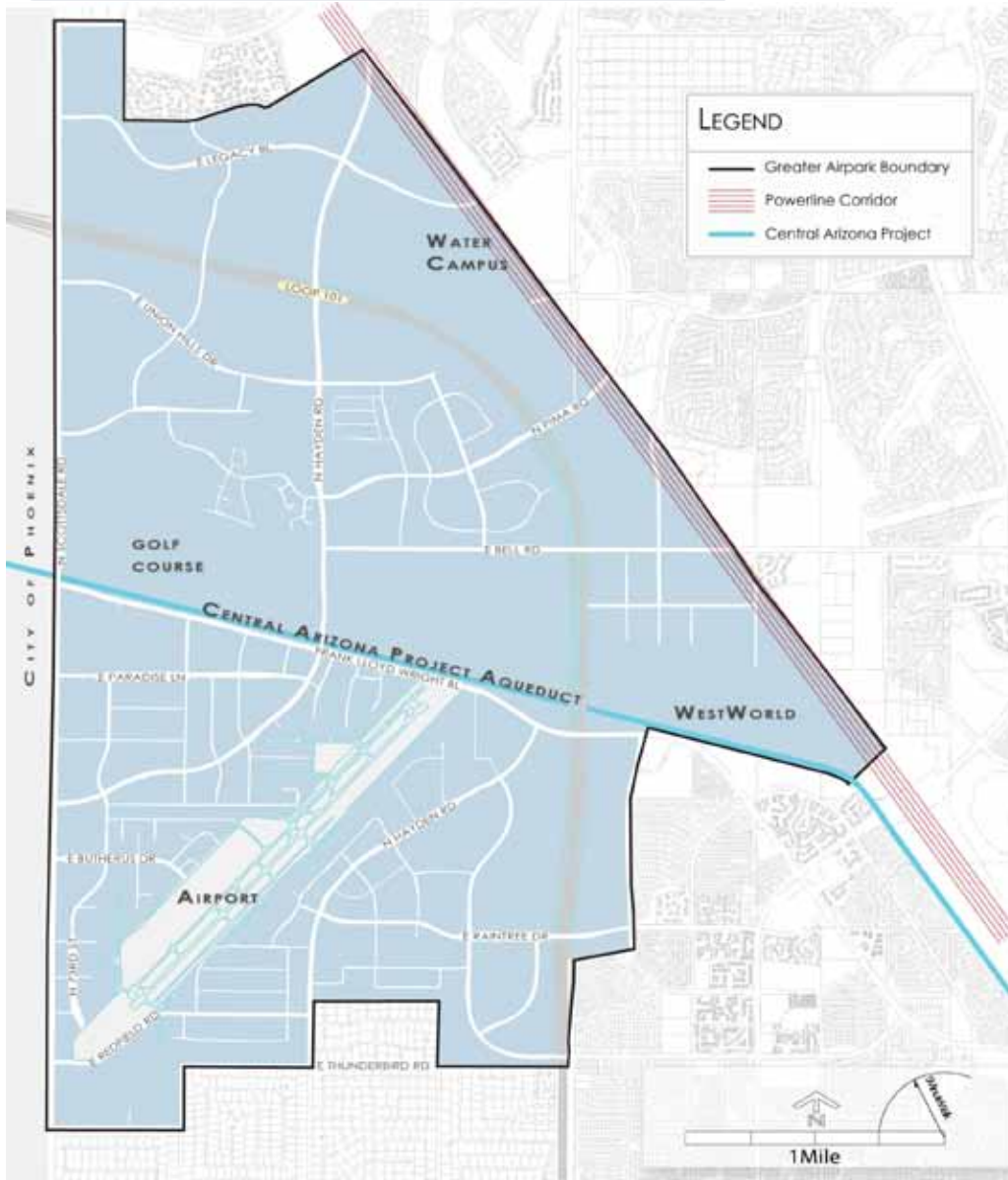
The Greater Airpark Character Area Plan is a policy document intended to guide growth and development decisions for the Greater Scottsdale Airpark. Prior plans, including the 2001 General Plan, have been successful in helping to shape the growth of portions of the Greater Airpark, both financially and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

### Community Involvement

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

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

## GREATER AIRPARK CHARACTER AREA



## Location

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

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

## How to Use This Plan

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### **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.