

# 1 • LAND USE



## Introduction

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

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

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

## Goals and Policies

### GOAL LU 1

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

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



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

**GOAL LU 2**

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

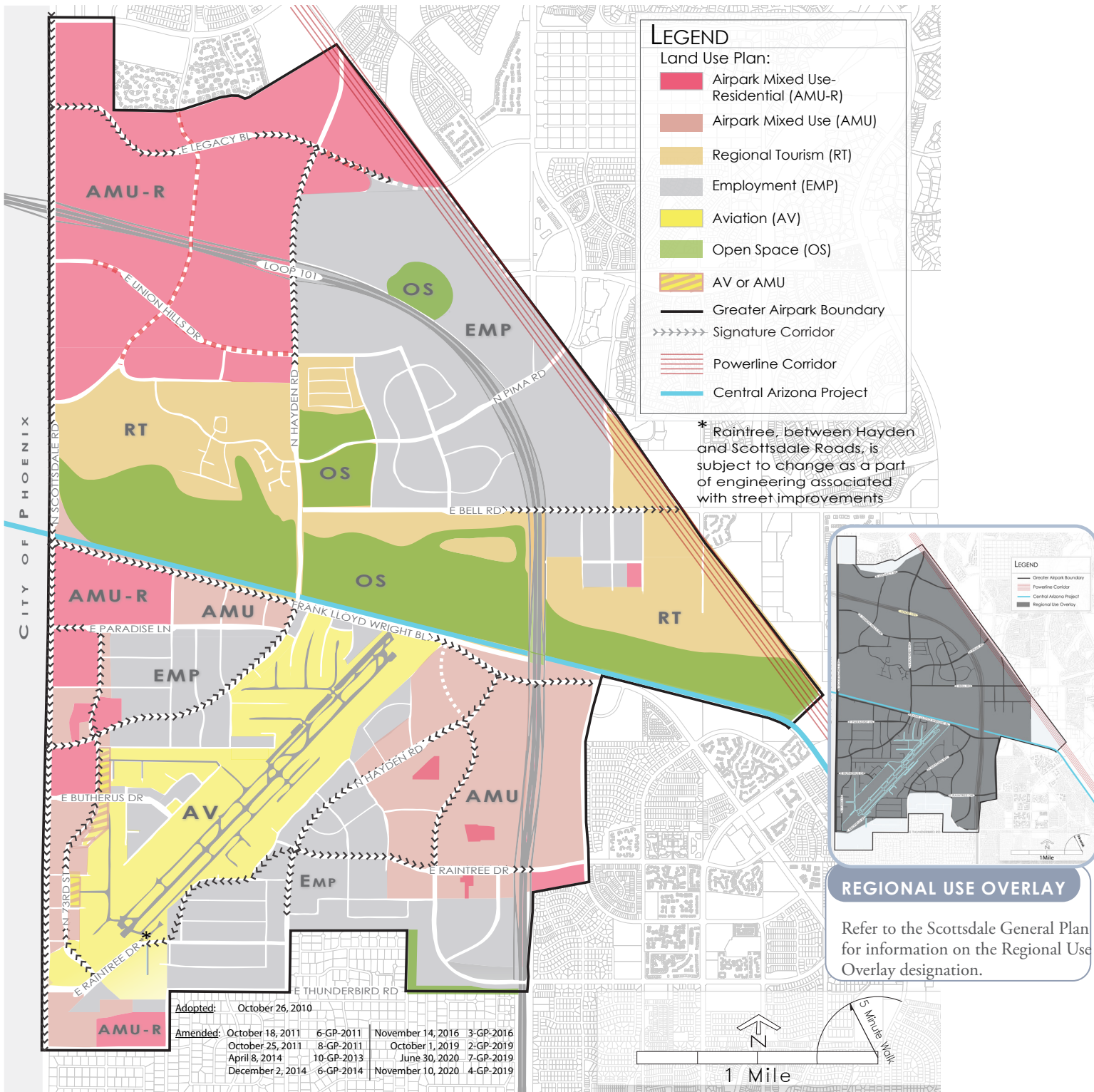
- **Policy LU 2.1**  
Encourage the integration of a broad range of cultural and recreational experiences in the Greater Airpark.
- **Policy LU 2.2**  
Provide flexibility in land use regulations and other incentives to attract cultural institutions and local, national, and international events to locate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



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

## Future Land Use Map

Employment (EMP)	Employment includes an array of office, commercial, warehousing, and light industrial land uses that provide opportunities for business enterprises, as well as regional and local jobs. These areas should have access to regional multi-modal transportation systems, including access for truck traffic and transit facilities. Residential is not appropriate in employment areas. Employment is appropriate adjacent to the Aviation Land Use area and within the Airport's 55 DNL areas or higher.
Aviation (AV)	The Aviation area encompasses the Scottsdale Airport and includes properties that access the Airport runway via 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.

### 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.

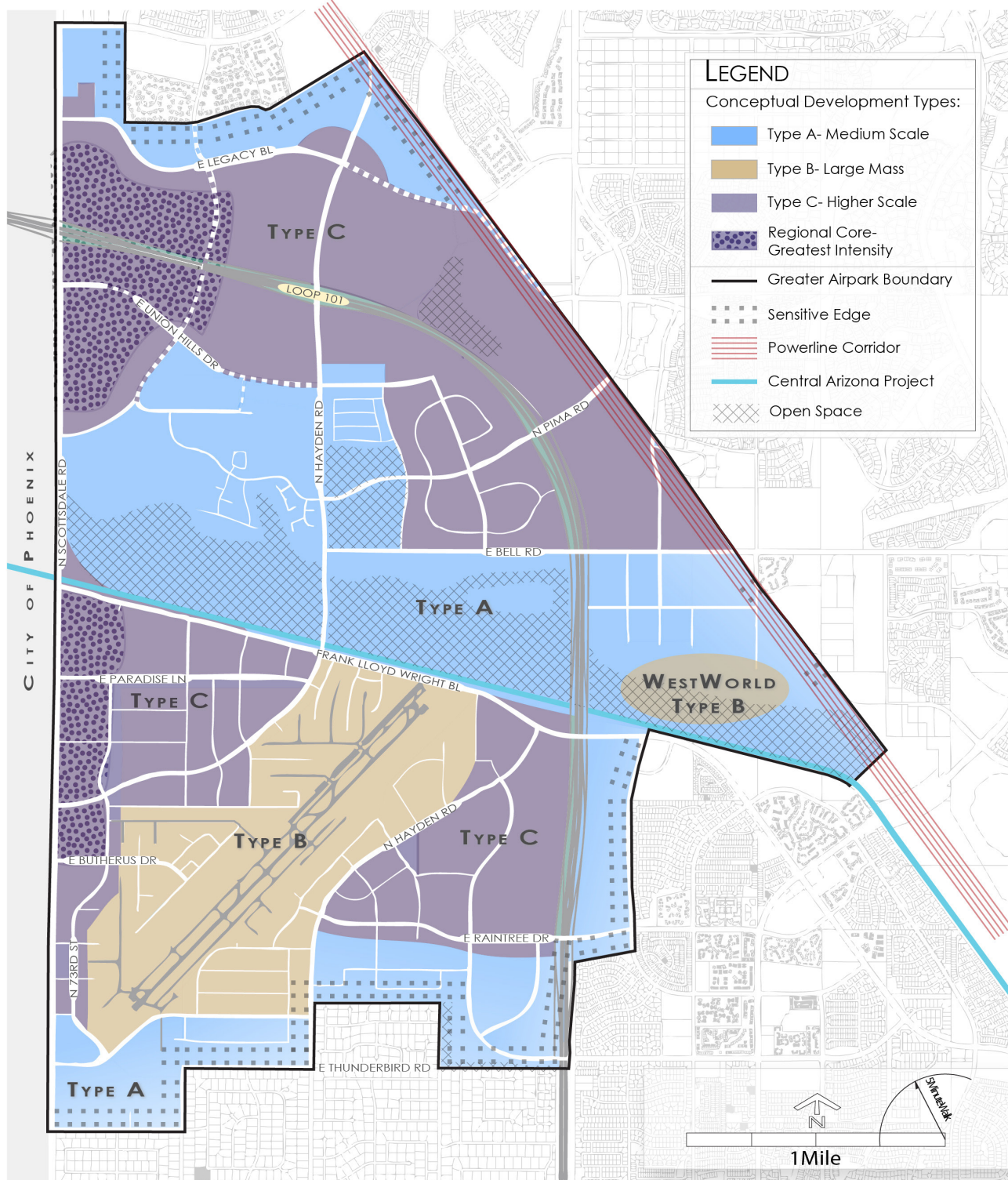
- **Policy LU 5.5**

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

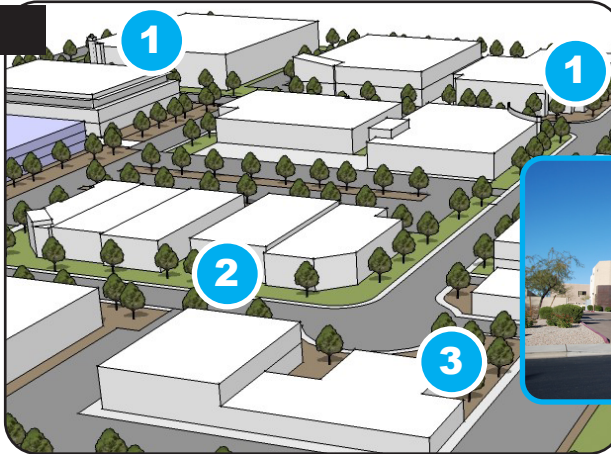
Development Types guide the physical form of the Greater Airpark, and policies for each type are denoted in the Land Use Chapter.



### 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)

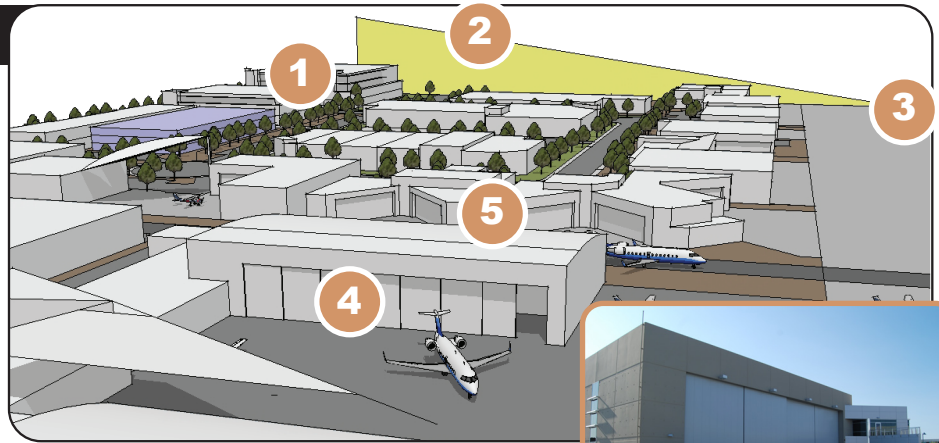


*This graphic is conceptual only and is intended to visually describe concepts in the Greater Airpark Character Area Plan. It does not constitute regulatory standards. All developments are subject to Development Review Board approval.*

### 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)

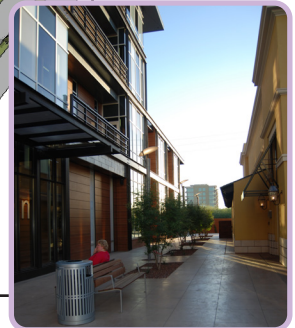
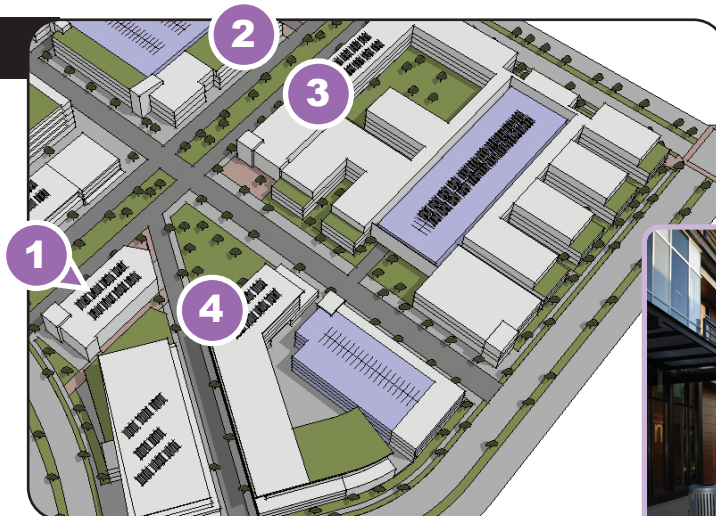


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### Mixed Use / Type C Example

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.*

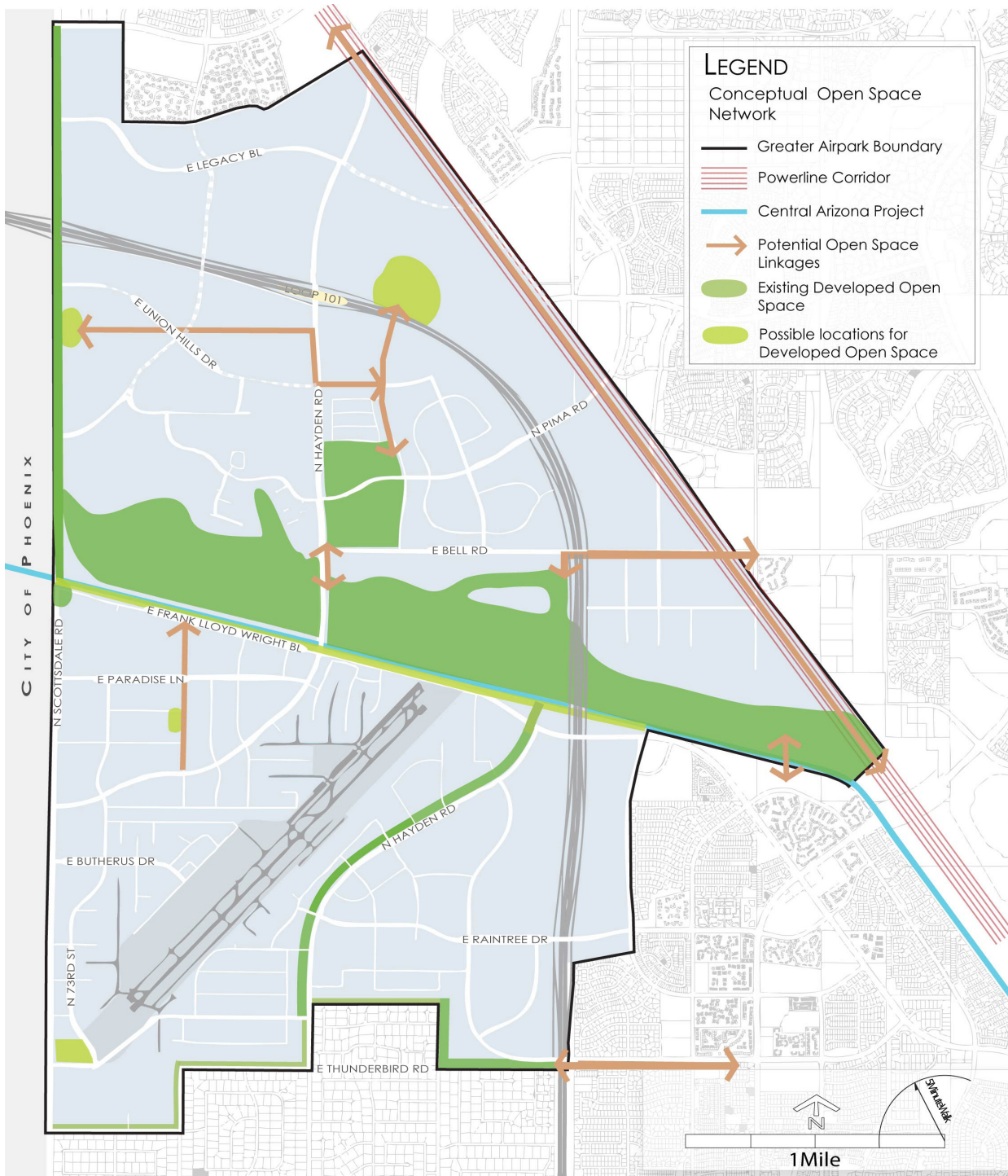
## GOAL LU 8

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

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



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



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

### GREATER AIRPARK OPEN SPACE NETWORK

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