

# 7 • CHARACTER AND DESIGN



## Introduction

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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**

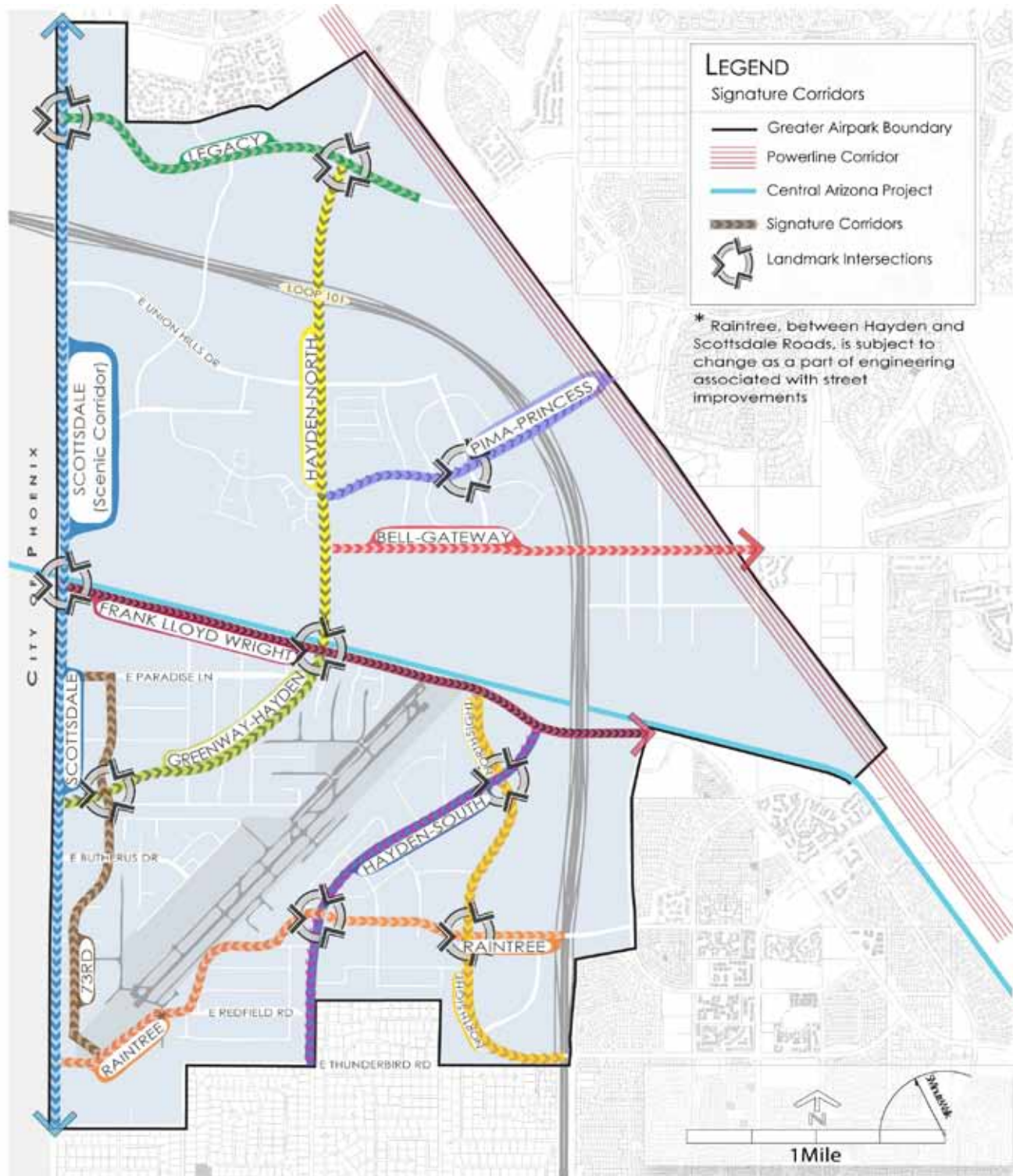
The Northsight Signature Corridor should include design elements related to unique corporate identity, technology, and innovation in building design and streetscape elements. Landscape design should reflect a transition from a park-like setting, south of Raintree, to a more active urban employment center,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

### GOAL CD 3

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

- **Policy CD 3.1**

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

- **Policy CD 3.2**

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

- **Policy CD 3.3**

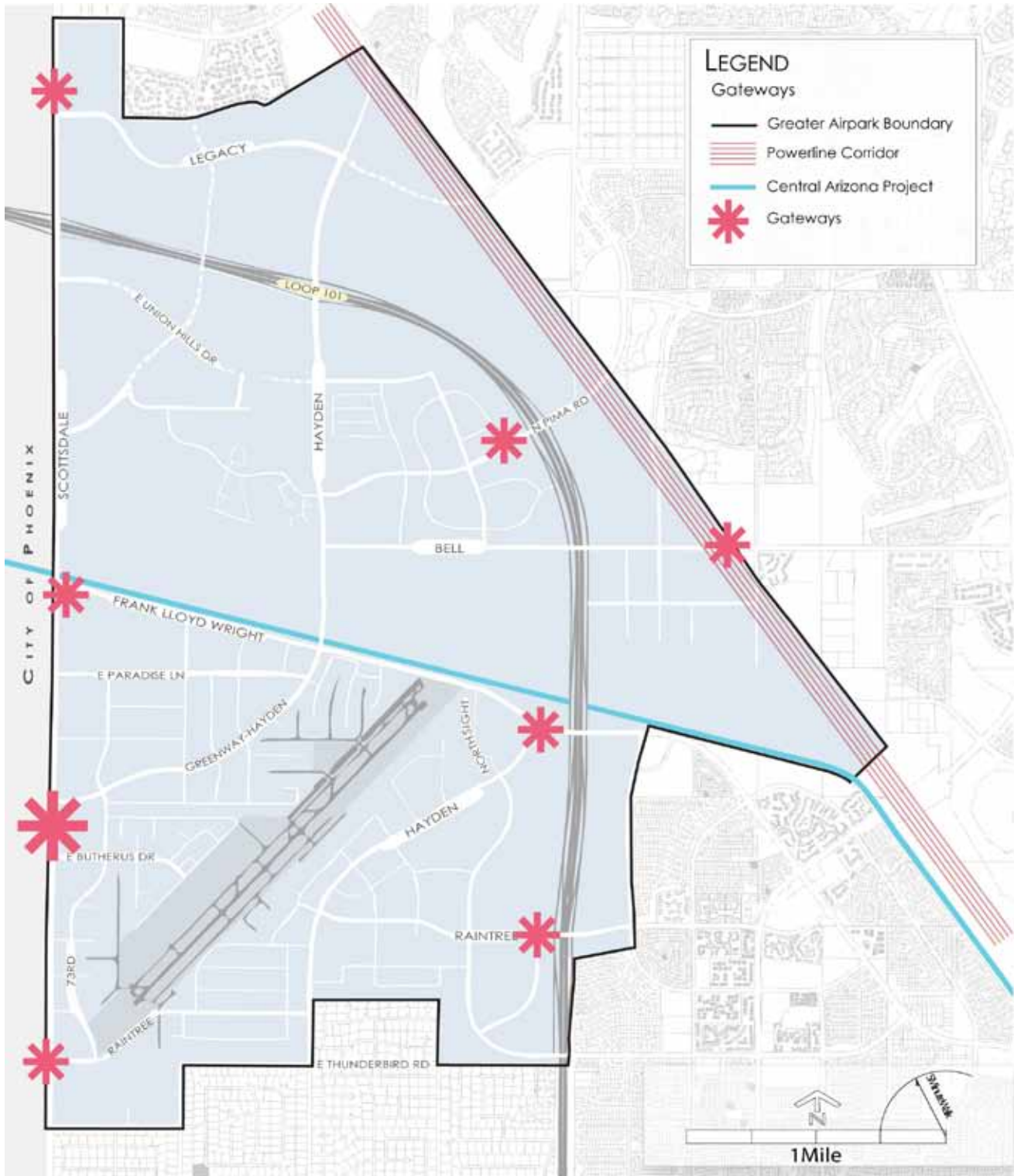
Encourage private and public partnerships to develop unique Gateways within the Greater Airpark.

- **Policy CD 3.4**

Incorporate wayfinding signage and area branding elements in Gateways.



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



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

### GREATER AIRPARK GATEWAYS

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

