



Greater Airpark Visioning Survey

RESULTS

Executive Summary

The Greater Airpark Visioning survey was available from June 16, 2008 through September 5, 2008 and received 214 responses. The purpose was to follow up and add to themes discussed amongst the community in the Visioning Series events held on May 21 and 22, 2008, as well as to determine the community's vision for the Greater Airpark while reaching as broad an audience of Greater Airpark stakeholders as possible.

Survey respondents see a need for improved transportation, even though many think it is currently functioning well. They like the diversity of business and land use offerings in the Greater Airpark, but did see some benefit to having a niche market such as eco-friendly businesses. Most do not wish to see the employment areas expand beyond the current boundaries, and particularly not into the single-family residential neighborhoods. Along those lines, many indicated that they would like to see a greater mix of land uses in the area, including the addition of housing. However, one caveat to the addition of housing was suggested—new housing developments should be required to provide aviation easements to protect the Airport from litigation. That is in addition to many who considered the Airport as one of the top ten assets of the Greater Airpark.

While every respondent had a unique vision for the area's next 20 years, many included the following key words or ideas, in no particular order:

- Innovation
- “Green,” as in environmentally friendly
- “Green,” as in open spaces and parks
- A sense of community and a source of pride
- Healthy
- Accessible
- A destination as well as a place to call home
- Beautiful
- Connected- internally and to other Valley locations
- Luxury
- Family-friendly
- Safe
- Jobs
- Regional Hub of Business Activity

This summary report provides detail into the responses from the community, in addition to providing information on respondent characteristics.

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Greater Airpark Visioning Survey

The Greater Airpark Visioning survey ran on the City’s website from June 16, 2008 through September 5, 2008 and received 214 responses. Participants could also choose to have a copy mailed or faxed to them.

The purpose of the survey was to follow up and add to themes discussed amongst the community in the Visioning Series events held on May 21 and 22, 2008. The overall objective was to determine the community’s vision for the Greater Airpark while reaching as broad an audience of Greater Airpark stakeholders as possible.

Part I. Respondents

Self-Identified Respondent Characteristics:

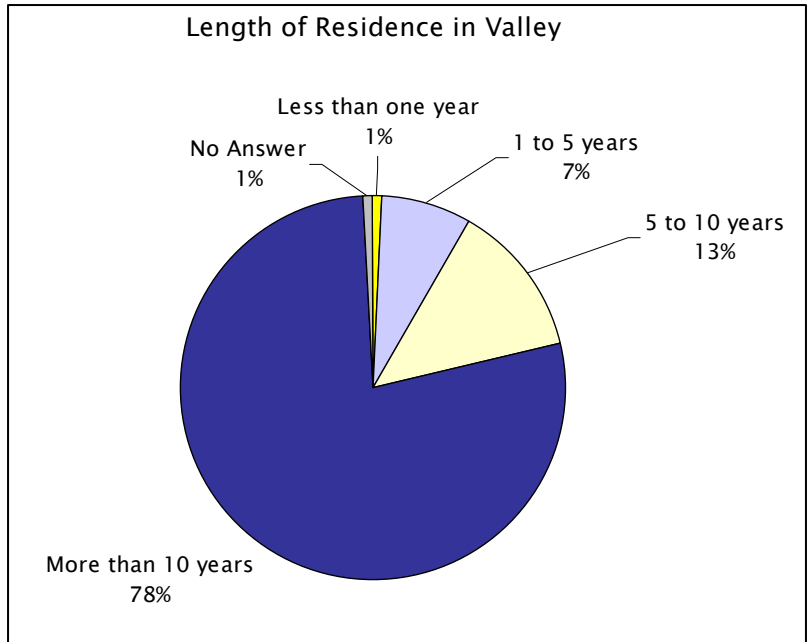
Characteristic	Number of Respondents	Percent of Respondents
Scottsdale Resident	180	84.1%
Greater Airpark Customer	83	38.8%
Greater Airpark Resident	76	35.5%
Greater Airpark Business Representative	47	22.0%
Greater Airpark Property Owner	35	16.4%
Greater Airpark Employee	34	15.9%
Greater Airpark Visitor	13	6.1%
Valley Resident (not Scottsdale)	9	4.2%
Greater Airpark Developer	7	3.3%
Seasonal Resident	4	1.9%
No Answer	3	1.4%

Respondents could choose more than one characteristic; 214 total respondents

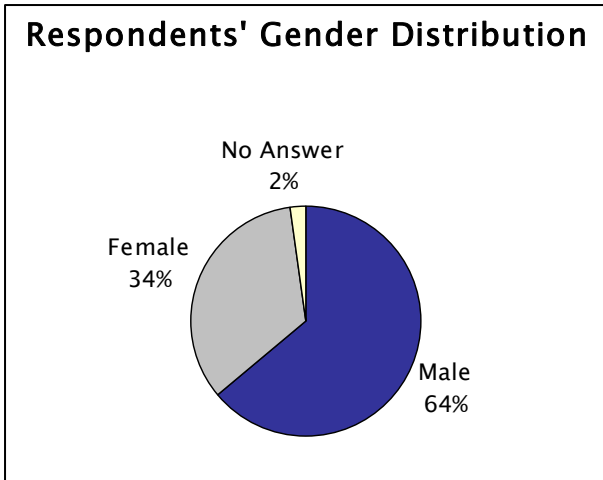
In addition to selecting any of the above characteristics, 27 respondents also chose “other.” Their write-in characteristics are below:

- Under the flight path
- Sonoran Desert Life Evangelist
- Small business owner (2)
- Retiring and staying here
- Retail store owner (2)
- Pilot/ Aircraft Owner (5)
- I avoid the Airpark Area
- Bar/ restaurant patron
- “Mr. Scottsdale Airpark” – publisher of the Greater Scottsdale Airpark 2010 Report
- Homeowner
- Owned home for 30 years
- Native Phoenician for 50+ years
- On the east border
- I’m an Airport “Fan”
- Resident of Raskin Estates
- Business owner/ renter
- Aviation business representative

Respondents were also asked to describe their length of residence in the Valley, if applicable. Approximately 78% of respondents have lived in the Valley for more than 10 years.



Respondents were asked to identify their gender and age, as well. The majority of respondents were Male at 64%. The largest respondent age bracket was ages 50 to 69 comprising nearly 56% of survey respondents.



Respondent Age Distribution

Age Group	Number	Percent
Under 18	1	0.5%
18 to 24	0	0.0%
25 to 34	10	4.7%
35 to 49	75	35.0%
50 to 69	119	55.6%
Over 69	6	2.8%
No Answer	3	1.4%

Part II. Assets & Improvements

In the Visioning Survey, respondents were asked, in an open-ended question, to identify three (3) assets they felt were most important to the Greater Airpark's future. Each respondent had a unique answer; so answers have been grouped to show areas of commonality and the top ten are summarized below in order of most frequently mentioned (complete results are available in Appendix I):

Top Ten Assets:

- Scottsdale Airport (51)
- Location—proximity to Loop 101, Kierland Commons, Airport, destinations, residential areas, etc (38)
- Access—from freeways and roadways, and to parking (34)
- Efficient Traffic Flow (33)
- Shopping/Retail Quality and Diversity (29)
- Diversity, type and quality of restaurants and entertainment facilities (26)
- One of the largest Employment and Retail Hubs in the State/ Job Base/ Tax Generator (25)
- Parks, Recreation, Green and Desert Open Spaces (21)
- Business/job quality and attraction (19)
- Diverse, well-balanced land uses, particularly business types (18)

Respondents were also asked, in another open-ended question, to identify three (3) improvements that would positively affect the Greater Airpark's future. Each respondent had a unique answer; so answers have been grouped to show areas of commonality and the top ten are summarized below in order of most frequently mentioned (complete results are available in Appendix I):

Top Ten Improvements:

- Improve traffic flow & connectivity (73)
- Mass/public transit into and around the area (33)
- More parks, open/green/public space and recreational opportunities/ connect to McDowell-Sonoran Preserve (22)
- Reduce noise (air traffic, freeway, business, etc) (22)
- Beautification/better landscaping needed (14)
- Become more pedestrian/cyclist-friendly (13)
- Need a tunnel—East to West under the Airport (13)
- Continue to update streets/intersections (12)
- Improve signage for businesses (11)
- Improve access to the area (11)

Interestingly, three of the top ten assets are also in the top ten suggested improvements for the Greater Airpark—access, parks & open space, and traffic flow. Many respondents selected the Scottsdale Airport as a major asset to the area, and many would like to see the improvement of mass transit into and around the area.

Part III. Vision & Goals

Respondents were asked, in an open-ended question, to respond to one of the top themes that emerged from the May 21 and 22, 2008 Visioning Series. They were asked to provide suggestions on how to protect the Greater Airpark and surrounding area's neighborhoods, while at the same time, maintaining the area's business and employment competitive edge in the region. Below is a listing of some of the most common responses, with all responses listed in the appendix of this report:

- They are not in conflict currently/ no change needed (20)
- Maintain the separation of employment areas (and their traffic impacts) and established residential neighborhoods (20)
- Develop meaningful and timely transportation systems into and around the Greater Airpark, especially mass transit (16)
- Ensure proper dialogue and communication between the city, area residents and developers/businesses (15)
- Improve traffic flow (14)
- Use new urbanism/ mixed-use philosophies in the Greater Airpark (similar to Kierland Common) (12)
- More noise abatement (11)
- Encourage a more pedestrian/cyclist-friendly environment (10)
- Maximize park space/landscape buffers that are well-maintained (9)
- Flight times/ zones should be respectful of neighbors (9)

Respondents were given the following vision question to answer: It is ten (10) years from now. The Greater Airpark is everything you ever wanted it to be, and more. What does it look like and how does it function? In your scenario, how is the Greater Airpark better than it is currently?

Below are a variety of visions shared by community members, complete results are in the Appendix.

“Visitors come from around the world to look at the marvelous relationship and natural interaction of commercial, residential, shopping and aviation interests.”

“In 10 years, there is more landscaping, friendlier sidewalks, underground tunnels to cross "under" busy roads, more family friendly restaurants, more diverse shopping (how about a small grocery store like FreshStep), there is a trolley to take residents to the key shopping/eating areas and take kids to their hang outs, and a teen friendly area (community center). Local businesses work with Horizon High School to post jobs for teens, and businesses also post community service activities and volunteer opportunities. Residents are aware of all the businesses. Solar power and alternative forms of energy are being used to run some of the business and even in the residential area. A local Dial-a-ride service is available for a monthly fee to help the elderly get to appointments and shop.”

“It's an urban, dynamic area filled with businesses large and small, walking and bike paths, convenient shuttles throughout the area, and a rich collection of local retail establishments developed with an eye toward minimizing traffic.”

“People are proud of the area, enjoying its environment, finding it a destination and a community. They provide leadership by contributing positively toward the community’s, environment’s and world's future vision.”

“If you could combine the best of a pedestrian-friendly and eclectic downtowns like Mill Street in Tempe with the high-tech, high-quality environment at Kierland and attract top tier companies to base themselves within the airpark proper while still keeping the single-family home environments on the periphery, that would be ideal.”

“A self-sustaining esoteric metropolis focused on the use of renewable energy providing a harmonious home and work environment with no need for personal transportation within the Greater Airpark community.”

“The traffic congestion is eliminated and the cultural, social, and spiritual dynamics are more inter-related to unite the business, religious and resident activities. For instance in Chicago they have Chicago Fest, in Milwaukee they have Summer Fest which brings together all the people.”

“Lots of open space is preserved, with low-water shade trees cooling and cleaning the surrounding areas. There are off-street bicycle paths and parks, and a walking mall - like in European cities - for the shopping needs. There are no mega stores.”

“There is a nightlife feel, but it is safe for families and has better connections between shopping plazas.”

“There will likely be maintenance issues no matter what because of individual property owners but access and traffic congestion can be addressed. The airport and airpark should continue to be active, vital, and ever changing because of the location and unique composition.”

“The area has a mix of commercial, industrial and recreational uses. Residents (besides workers in the airpark) spend time participating in activities in the airpark such as entertainment and cultural events.”

“The Airpark is a small vibrant town within a town. Workers and residents are out on the sidewalks and bike paths, enjoying lunch and exercise in the pocket parks. The majority of workers commutes on light rail and express busses and can easily run errands within the airpark by hopping on the frequent, free shuttles that constantly circulate between major employers, restaurants, shops, and parks. It is one of the most desirable, accessible "small towns" in Arizona, full of educated, fit workers and residents who appreciate the integration of good jobs, fine dining, fitness options, shady parks, urban trails, mass transit, and even cultural offerings (music in the park at lunchtime, art galleries on the urban trails, etc.).”

Part IV. Mobility

In the May 2008 Visioning Series, mobility was listed as one of the biggest challenges facing the future of the Greater Airpark. Respondents were asked two multiple-choice questions regarding how they travel into and around the Greater Airpark.

The 214 respondents were first asked how often they use different modes of transportation to get to the Greater Airpark.

Transit (i.e. Bus)

How Often	# of Respondents	% of Respondents
Everyday/ Most Days	3	1%
1 or 2 days per Week	4	2%
A few times per month	4	2%
Less than once per month/never	181	85%
No response	22	10%

Walking

How Often	# of Respondents	% of Respondents
Everyday/ Most Days	15	7%
1 or 2 days per Week	13	6%
A few times per month	16	8%
Less than once per month/never	152	71%
No response	18	8%

Bicycling

How Often	# of Respondents	% of Respondents
Everyday/ Most Days	5	2%
1 or 2 days per Week	11	5%
A few times per month	27	13%
Less than once per month/never	152	71%
No response	19	9%

Carpool

How Often	# of Respondents	% of Respondents
Everyday/ Most Days	0	0%
1 or 2 days per Week	25	12%
A few times per month	14	7%
Less than once per month/never	155	72%
No response	20	9%

Next, respondents were asked how they typically travel between Greater Airpark destinations.

Mode Used to Get Around the Greater Airpark

Mode	# of Respondents	% of Respondents
Drive	198	93%
Walk	15	7%
Bicycle	11	5%
Transit	0	0%
I do not go to the Greater Airpark	7	3%
No Response	4	2%

Respondents could choose more than one answer.

According to the survey, the top mode of travel to get to and around the Greater Airpark is to drive. However, a few respondents do walk or bicycle to and around the area, and transit was the least utilized form of travel.

Part V. Summary

Survey respondents saw a need for improved transportation, even though many think it is currently functioning well. They like the diversity of business and land use offerings in the Greater Airpark, but did see some benefit to having a niche market like eco-friendly businesses. Most do not wish to see the employment areas expand beyond the current boundaries, and particularly not into the single-family residential neighborhoods. Along those lines, many indicated that they would like to see a greater mix of land uses in the area, including the addition of housing. Many respondents did, however, offer one caveat to the addition of housing—new housing developments should be required to provide avigation easements to protect the Airport from litigation. While every respondent had a unique vision for the area, many included the following key words or ideas, in no particular order:

- Innovation
- “Green,” as in environmentally friendly
- “Green,” as in open spaces and parks
- A sense of community and a source of pride
- Healthy
- Accessible
- A destination as well as a place to call home
- Beautiful
- Connected- internally and to other Valley locations
- Luxury
- Family-friendly
- Safe
- Jobs

Appendix I

Open Ended Question Results

Identify three (3) assets that are most important to maintain for the Greater Airpark's future. Each respondent had a unique answer; so answers have been grouped to show areas of commonality and summarized below in order of most mentioned and then in no particular order after that:

- Scottsdale Airport (51)
- Location—proximity to Loop 101, Kierland Commons, Airport, destinations, residential areas, etc (38)
- Access—from freeways and roadways, and to parking (34)
- Efficient Traffic Flow (33)
- Shopping/Retail Quality and Diversity (29)
- Diversity, type and quality of restaurants and entertainment facilities (26)
- One of the largest Employment and Retail Hubs in the State/ Job Base/ Tax Generator (25)
- Parks, Recreation, Green and Desert Open Spaces (21)
- Business/job quality and attraction (19)
- Diverse, well-balanced land uses, particularly business types (18)
- Respect/support for surrounding neighborhoods/communities (16)
- Tournament Players Club/ other Golf Courses (15)
- WestWorld (13)
- Scale of existing businesses/buildings (11)
- Private aviation (10)
- Identity--Scottsdale/Airpark brand (9)
- Encouragement of local, small and start-up businesses (9)
- Public Transportation/mass transit (7)
- Safety (6)
- Office, Industrial/Manufacturing and Warehousing (6)
- CAP Basin Sports Complex (6)
- Street & Infrastructure Improvements (6)
- Opportunity for development (5)
- Beauty/Aesthetics/Character (5)
- Commercial Space (5)
- Mixed-use environment (5)
- Controlled Commercial Growth (5)
- Aviation Businesses (4)
- Tourism (4)
- Aircraft Parking & Airport Services (4)
- Competitive real estate prices (4)
- Residential Areas (4)
- Diverse employment base/ business sizes (3)
- Low Noise Level (3)
- McDowell Mountains/ mountain views (3)
- Kierland Commons (3)
- Cleanliness (3)
- Increasing densities/heights (2)

- Size (2)
- Airpark News (2)
- Synergy of business core (2)
- Municipal Support (2)
- Leadership (2)
- Northsight Park (2)
- General Aviation (2)
- Commercial Aviation (2)
- Signage (2)
- Wildlife (2)
- Equestrian (2)
- The Scottsdale Promenade (2)
- Dial Property
- Redevelopment incentives
- Northsight & Perimeter
- Diversity of building types
- A recognized, visionary environment
- Respect for the past and advancement toward the future
- Thunderbird Traffic Improvements
- Workspaces
- Great place to host visitors and clients
- Shade
- Environment—clean air
- Affordable Housing in Close Proximity
- Office Park around West World
- Alltel Ice Den
- Princess Resort
- Costco corridor
- Scottsdale Quarter
- Schools
- Corner of Frank Lloyd Wright and Scottsdale Road
- Neighborhood Shops
- High-end users
- Code Enforcement
- Quieter Jets/Airplanes
- Building façade uniformity
- Long-term potential/ self-sustaining
- Walkability
- Business Growth
- Quality of Life & Work
- Air Space
- Low Property Taxes
- Services, particularly auto
- Community Involvement
- Nightlife

Identify three (3) improvements that will positively affect the Greater Airpark's future. Each respondent had a unique answer; so answers have been grouped to show areas of commonality and summarized below in order of most mentioned, and then in no particular order after that:

- Improve traffic flow & connectivity (73)
- Mass/public transit into and around the area (shuttle/trolley) (33)
- More parks, open/green/public space and recreational opportunities/ connect to McDowell-Sonoran Preserve (22)
- Reduce noise (air traffic, freeway, business, etc) (22)
- Beautification/better landscaping needed (14)
- Become more pedestrian/cyclist-friendly (13)
- Need a tunnel—East to West under the Airport (13)
- Continue to update streets/intersections (12)
- Improve signage for businesses (11)
- Improve access to the area (11)
- Limit heights and/ or densities to three or four stories (10)
- Reconfigure intersection of Hayden Road and Frank Lloyd Wright Boulevard (9)
- Enhance WestWorld facilities, parking, and surrounding area (9)
- Need greater height and/or density (8)
- Focus on green building techniques/energy and fuel efficiency/environmental conservation (8)
- Parking, especially structured and underground (8)
- Improve/enhance architectural design/development standards (7)
- More high quality, local businesses, including restaurants and entertainment venues (7)
- Limit growth in “old airpark” (south of CAP Canal) (7)
- Limit/Reduce air traffic (7)
- More entertainment/culture like live music, arts, theater and educational seminars (6)
- Need more shade (6)
- Attract quality jobs, workers and employers (6)
- Restrict/enforce flight paths & times (6)
- Need mixed land uses, including live-work units (5)
- Consider light rail as a transit option to connect to other cities (5)
- Encourage smaller and/or lighter aircraft (5)
- Update infrastructure (including fiber optics) (5)
- Update/upgrade existing buildings (5)
- Improve safety (5)
- Protect the airport from negative impacts of development (4)
- Need park and ride lots w/trolley or shuttle connections (4)
- Support start-ups and new and small businesses (4)
- Close the Airport (4)
- Enhance connection of Raintree Drive with Hayden Road and between Loop 101 and Scottsdale Road (4)
- Commercial air service needed (4)
- Incentives/zoning to promote redevelopment (3)
- Buffer residential areas (3)

- More business diversity (3)
- Fill vacant buildings before constructing new buildings (3)
- Protect air quality (3)
- Need a green belt (3)
- Better wayfinding system (3)
- Encourage more retail (3)
- Reduce road construction (3)
- Offer more promotional activities and events (3)
- More 24/7-type land uses (3)
- Enhance sense of community/area identity (3)
- Locate retail in strategic locations (don't oversaturate) (3)
- Attract more "core" businesses, technological businesses, and manufacturing (3)
- Improve traffic flow on Redfield Road to Loop 101 (3)
- Improve Northsight Boulevard to Frank Lloyd Wright (2)
- Install Loop Road around Airport (2)
- Need more affordable pricing for property owners and renters (2)
- Reduce property taxes on small businesses (2)
- Attract "green" companies (2)
- Attract more everyday (non-aviation) activity to showcase the Scottsdale Airport (2)
- Need a simpler street layout (2)
- Add more cut-through streets (2)
- Divert high-level growth to north of Frank Lloyd Wright Boulevard (2)
- Improve airport facilities (2)
- Improve public perceptions of general aviation/ airport (2)
- More resorts (2)
- Improve aesthetics of CAP Canal (2)
- Consider districts for different land use types (2)
- More affordable housing (2)
- Enhance code enforcement and maintenance of public areas (2)
- Appeal to friendly people
- Incentives for alternate work shifts/telecommuting
- Encourage parcel assemblage
- Office building designs should reflect hi-tech character
- Avoid light rail as a transit option
- Enforce aviation uses in aircraft hangars
- More land dedicated to business development
- Encourage residential lofts in areas in need of revitalization
- Need a grocery store
- Encourage night time activity
- Hayden Road should replicate Scottsdale Road
- Provide regional commuter air service
- Consider reverse traffic lanes
- Restrict heavy truck traffic to certain times of day
- Re-evaluate dated traffic studies and zoning ordinance
- Improve intersection of Scottsdale Road and Thunderbird Road
- Need a third route between Hayden and Scottsdale Roads

- Establish wildlife corridors
- Let the Airpark grow on its own (do not develop plans)
- Provide a bypass roadway on the north side of the Airport
- Extend Air Traffic Control hours January through April
- More community-oriented air service
- Improve intersection of Redfield and Scottsdale Roads
- Redevelop area with Wal-Mart and Sam's Club
- More executive offices
- Elevated traffic bypasses
- Discourage cookie-cutter style housing
- Encourage use/sale/research & development of solar technology
- Become an enterprise tax zone
- Eliminate on-street parking
- Ensure the area is flood-proof
- Ensure the area is emergency ready
- More post office & parcel boxes
- Need a northbound off-ramp at Bell Road and Loop 101
- Re-route traffic away from Bell Road and Hayden Road
- Create a "growth ceiling" for commercial air traffic
- Restrict hours of operation
- Market the area
- Provide leadership
- Attract child/teen/family-friendly businesses
- More community involvement
- Reduce flood control insurance
- Cooperation between the City of Phoenix and City of Scottsdale
- Slow traffic on Thunderbird Road
- Preserve suburban lifestyle
- Preserve desert environment
- Reduce traffic coming into the area
- Encourage cleanliness & maintenance of businesses
- Improve alternate freeway approaches
- Extend Hayden Road to Princess Drive or Bell Road
- Limit rush-hour dependent business growth
- Attract more hi-tech companies
- Add a second runway
- Add more public venues
- Reduce light pollution at night
- Intersection departures for smaller aircraft
- Encourage conversion of single-story buildings into multi-story buildings to aid in revitalization
- Enhance gateways into the area
- Encourage more hangar and ramp spaces
- Building height should not interfere with the Airport
- Encourage larger aircraft
- Continue to grow

- Discourage commercial air service
- Enhance tourism
- Sponsor events to showcase businesses
- Reduce urban heat island effects
- Lower aviation tax on FBOs
- Restrict automobile traffic in areas during special events
- Connect Hayden to Loop 101
- Expand the Airpark
- Continued City Council Support
- Better communication among businesses
- Maintain open land north east of Bell Road
- Widen Thunderbird and Raintree
- Need on-ramp at Thunderbird and Loop 101
- Enforce speed limits through residential areas

Respondents were asked, in an open-ended question, to respond to one of the top themes that emerged from the May 21 and 22, 2008 Visioning Series. They were asked to provide suggestions on how to protect the Greater Airpark and surrounding area's neighborhoods, while at the same time, maintaining the area's business and employment competitive edge in the region. Below are the responses:

- They are not in conflict currently/ no change needed (20)
- Maintain the separation of employment areas (and their traffic impacts) and established residential neighborhoods (20)
- Develop meaningful and timely transportation systems into and around the Greater Airpark, especially Mass Transit (16)
- Ensure proper dialogue and communication between the city, area residents and developers/businesses (15)
- Improve traffic flow (14)
- Use new urbanism/ mixed-use philosophies in the Greater Airpark (similar to Kierland Common) (12)
- More noise abatement (11)
- Encourage a more pedestrian/cyclist-friendly environment (10)
- Maximize park space/landscape buffers that are well-maintained (9)
- Flight times/ zones should be respectful of neighbors (9)
- Continue to encourage the Airpark to be a major economic driver for the City (8)
- Limit further increases in density (8)
- Better connectivity between residential neighborhoods and employment areas (bike paths, transit, parks) (6)
- Build eco-friendly/ low impact developments (5)
- Continue to encourage small business attraction (5)
- Do not allow commercial flights (4)
- The Airpark should not continue to be an economic hub (4)
- Maintain the Airport (4)
- Limit building heights (4)

- More housing options in the Greater Airpark to provide residents that will support the businesses (4)
- Provide moderate income housing on east or west sides of the Airport (caveat: require aviation easements) (4)
- Keep hazardous businesses away from residential areas (3)
- Educate the community on benefits of the Airport (3)
- Use other successful cities as examples of what to do (3)
- Beautification to blend the Airpark uses internally and with surrounding neighborhoods (3)
- Educate the community on the benefits of the Airpark (3)
- Centrally locate greater height and density and taper off outward (3)
- Move the Airport to another location (3)
- Build more parking structures/ create a hub for parking (3)
- Enforce consistent zoning in the area (2)
- Scottsdale residents should have greater weight in land use decisions than residents of other cities (2)
- Provide more live entertainment venues and restaurants (2)
- Encourage long-term business partnerships (2)
- Market the area and its recreational amenities (2)
- Improve signage (2)
- Keep it safe, simple, clean and progressive (2)
- Encourage green and innovative businesses to locate in the Airpark (2)
- Improve air quality (2)
- Encourage manufacturing businesses to move to southern Scottsdale (2)
- Do not build housing close to the runway (2)
- Maintain the character of the neighborhoods (2)
- Expand aviation (2)
- Promote better architecture
- Enhance community amenities for area residents
- Determine the value of the airport and base operations upon it
- Create areas that prohibit or limit automobile access
- Continue tailoring WestWorld to its current markets
- Wider arterial streets
- Put in more traffic signals
- Provide left-turn capabilities from small, mid-block lots
- Continue to encourage a diversity of business and employment types
- Provide city-matching grants to refurbish homes built prior to 1978 with sound attenuation materials
- Improve freeway access
- Maintain the unique, desert ambiance
- Encourage larger buildings
- Continue to update buildings and infrastructure
- Decrease the amount of time for road construction projects
- Create a think tank campus for research and development
- Do not plan by committee
- Do not allow more fast-food establishments
- Use “dark sky” regulations

- Encourage more neighborhood-serving retail and restaurants
- Improve and maintain Northsight Park
- Inter-governmental cooperation of city services
- Reduce property tax rates for Airpark properties that provide neighborhood-serving businesses
- Encourage more parks and open space
- Maintain schools in the area
- Do not build mixed-use
- Encourage greater density in the Airpark proper
- Reduce crime in the area
- Encourage public investment to attract international tourists
- Encourage hiring of close-by employees
- Do not put rail in Scottsdale

Respondents were given the following vision question to answer: It is ten (10) years from now. The Greater Airpark is everything you ever wanted it to be, and more. What does it look like and how does it function? In your scenario, how is the Greater Airpark better than it is currently? [Note: the statements listed below have not been edited. They are the actual written statements submitted by participants.]

- Similar to Perimeter Center.
- Wider main streets.
- Sonoran Village shopping center is torn down and new urban mixed use center including office/hotels/residential/retail with connectivity is in its place
- The facility is connected via continual loop roads where one can get around without having to traverse a multitude of short streets which go nowhere and others which have stop lights every 300 yards. The buildings surrounding the airpark are designed and constructed so as to blend in with the McDowell Mountains, i.e. no more than 3 story and of an architectural styling which denotes the southwest,
- produces more revenue. high priced real estate due to demand. Publicly acclaimed nation wide. public transportation
- More trees, greener and welcoming.
- Modern mid rise buildings have replaced older low rise structures. Connections are everywhere with pleasant landscaping, fast service, and safe for pedestrians, bikes and cars augmented by frequent Trolley routes. Shopping is clustered (ie Kierland / The Quarter) and at the luxury level plus convenience services and great Restaurants. Residential Condo development grows around retail nodes for a live, work and play dynamic. Surrounding neighborhoods are buffered and granted generous set backs in the form of linear parks (i.e. Northsight Park). The Airpark can become one of the most desirable economic destinations in the entire country with exciting architecture, Corp & Regional HQ dominated by well paying jobs. The essence of what makes Scottsdale special is QUALITY at every level and CULTURE that builds on our excellent ART's history. The Airpark should embrace and build upon our Scottsdale BRAND.
- Less than average vacancy rate and thriving mix of small, midsize, and large businesses including retail, wholesale, service and light industrial

- More pedestrian and easy access both internally and for incoming traffic. Significant live, work, play. Hayden side begins to replicate Scottsdale side.
- Greater number of inhabitants/residents in and near the Airpark. Airport that is a key regional service provider (Regional Commuter Airlines), and local job creator. Greater mix of businesses/services. More modes/nodes of entertainment, Arts & Culture. More Hospitality amenities (Hotels) and a large Convention/exhibition/event facility at West World.
- Also, the transportation I use is based on where and when buses are available and where bike lanes and sidewalks are available. Scottsdale doesn't offer many reasonable alternatives to driving in most areas.
- The greatest single thing that can be done is to build the tunnel under the airport so that Raintree connects to Butherus and completes the full east-west corridor. The "Butler Building" look of the existing industries have been converted over to more architecturally pleasing facilities.
- Free Parking, several low profile entertainment areas
- More density, even more key destination elements, mixed use developments, a straight shot across the south end of the Airpark. Mass Transit stations along the 101.
- buffered residential area; commercial/retail area that entices people to walk to destinations within a 1/2 mile or so
- Brisk traffic of executive aircraft surrounded by 2-3 story offices and light industrial facilities. Newer & larger buildings would attract corporate regional offices and small hqs.
- It is environmentally green has mass transit the surrounding neighborhoods are still quiet and clean without a lot of traffic
- Focus on airport as key element of Greater Airpark. Provide for more community involvement in decisions (including impact of residential community). The present focus is too much on large office developers while developments such as Kierland Commons provides good balance.
- Roads will be expanded to provide easy access to businesses. New Event venues will be available with music, entertainment, and interesting seminars.
- Common sense and limiting the impact to surrounding neighborhoods should be your biggest concern.
- Timely mass transportation routes feed in and out of the Airpark from various park-and-ride locations within the greater Phoenix area. One or two major transportation centers evolve within the Airpark as spoke and hub interfaces on a local basis. A stronger partnership exists with the city of Phoenix along the Scottsdale Road interface with the Airpark and pedestrian movement from one side to the other is much improved. The retail components of the Airpark are more defined and include opportunity for pedestrian, bike, and other access from any point in the Airpark. Some small and meaningful open space is offered as focal points for walking or biking the airpark. Shaded and lighted pedestrian walkways are common and can tie any one area with the other, even across the busiest of streets. The Airpark is home to several more world headquarters in the field of biomedical or technology. There is a direct transportation link to and from Sky Harbor Airport and the light rail line. Surrounding neighborhoods embrace the vibrant Airpark economy and encourage employees to live nearby where schools, parks, and other amenities abound. Similarly, the Airpark encourages interaction with those surrounding neighborhoods by offering routine transportation to and from its retail components. Cultural and business events are encouraged within the Airpark or at WestWorld. Local residents are encouraged to use the

park-and-ride facilities to catch transportation to downtown Phoenix, Sky Harbor, or downtown Scottsdale.

- More aircraft based here. More hangars available. The community comes out for "aviation day" four times per year and actually enjoys it.
- Be realistic...car will still be dominate. Maybe you could have a series of public parking garages and transit from each to various destinations, but not very likely.
- We need our cars! I'm not part of the "Mass" in mass transit. A large parking structure with trolleys to bring us to work and/or shopping/dining. Trolley shares road with cars (don't eliminate lanes).
- Traffic flows naturally between parts of the Airpark, there is consistency in building and landscape design. There is a good mix of small and large businesses that work in synergy. It is an attractive destination.
- Pockets of loft residential. Pedestrian friendliness and pedestrian accessibility. Pockets of shaded open space for pedestrian humans to sit, rest. Intensively scheduled, efficiently run wheeled transit circulators akin to Tempe's and, more recently, South Scottsdale's. Less acreage wasted to accommodate the sea of 1-passenger cars that tide in and out of the Airpark daily. **THE AIRPARK BECOMES AN AREA THAT PEOPLE WANT TO BE IN RATHER THAN JUST "GO TO IN THE CAR, THEN GO HOME."**
- We have contemporary, multi story mixed use development. The Airpark sleeps at night now. I envision a dynamic area that provides night time activities and entertainment off main thoroughfares that currently don't exist. The Airpark is not the light manufacturing spot it was 20 years ago, rather a mixed use business environment specializing in R&D, Tech and home decor. I think some new developments or redevelopments with residential lofts would fit in nicely in some areas. This again would create a diverse business community and environment for the 21st Century.
- Better traffic flow.
- There exists safe access for pedestrians and cyclists, there are more varied types of business in focal areas and there are more shade opportunities for car-parks and pedestrians while they are in the Airpark area.
- More landscaping; better signage; more available parking
- In my vision I could park in a structure and get on a monorail that would take me to my retail destinations. Then I could ride it to my choice of restaurant to eat. I can park there and ride the monorail to an event at either WestWorld or the TPC. Employees of the area can park at these structures and ride the monorail to their place of employment. WestWorld would have a new permanent structure that can draw more and better events to it. Neighbors are buffered from the traffic because there will be less cars darting in and out of all the little streets in the area.
- Intelligent redevelopment has not exacerbated congestion. Traffic flow around, and to-and-from the airpark is improved. Freeway access is better. Express buses connect downtown with the Airpark.
- there has been no increase in size and fewer large planes and no commercial planes are there
- we will work smarter not harder; with new technology more and more people will be working from home; you may not see the numbers multiply like you assume; it may be less crowded
- It is green with lush landscaping, newly renovated, modernized buildings. The airpark has a park like setting similar to business areas in upscale metro-suburbia neighborhoods in Northern California or Westchester NY. There are pockets of businesses flourishing, not

going out of business. A Whole Foods or other upscale health market would be great. There are no grocery stores like this in the airpark area, this would also make shopping/family attractions more accessible, attracting in this pocket.

- We are able to accommodate more air traffic. There are multilevel by passes for better traffic flow. Many new businesses are located in the airpark
- Well if there going to be more residential homes then I would like to see amazing neighborhoods with simple unique MODERN homes that are energy efficient and GREEN. Homes near FLW should reflect HIS amazing vision!!!! This area is so close to where Frank Lloyd Wright started his vision back in the 1930's He would be sad to see what Scottsdale has become
- Business can advertise better and customers can find them Transportation is better getting around the airpark by the tunnel or other roads (T-bird) connecting
- 1. The Greater Airpark will be a hub of services and activities for communities within about 5 miles of its boundary, but not a nationwide power-center, other than in one or two targeted ways, such as solar power. 2. It will NOT seek to duplicate or compete with downtown Scottsdale - there can be only one downtown or Scottsdale would split into two cities. 3. It will be vibrant day and night, weekday and weekend, by providing services to neighborhood residents. Workers who come from far away to spend only 5 workdays in the Airpark will be a small minority of people using the area.
- a combination of several large anchor businesses supported by a majority of mid/small companies and retail shops that support the employees and businesses of the area. In 10 years a 101 transit loop connecting the outer boundaries of the airpark, salt creek and south town developments all supported with a shuttle bus service, [ten year gas will be closer to \$10/gal than current]. Without transit the workers will not come,[other than the Troon executives - the worker bees come from a 10-15 mile radius] and the airpark could die.
- Larger buildings, less dense in appearance even though handling more people
- Vibrant center, but NOT the biggest in the Valley. Upgraded, low-rise to four-story buildings. More night-time activity
- The undeveloped areas are all now developed even if it is only with grass or landscaping - no bare dirt anywhere; traffic is smooth and fast no matter where or what time of day; a lot more businesses are open late especially during the summer.
- There are light rail trains to the airpark There are reliable commuter flights to LA, Las Vegas and within AZ (Show Low and Flagstaff) The buildings are updated and it has become a destination location for shopping
- Transit system available from north and south of airpark. Air transportation available to other areas of AZ and eventually to beyond AZ. Shuttle services to PHX.
- There are trolleys to get around the airport for going to lunch etc
- light rail runs in a loop through the airpark connecting with a valley wide system. the loop 101 land has been developed and is home to small businesses and corp hqtrs. employees enjoy easy access to the airpark from their homes only 25-30min away.
- No pollution. Light rail has been incorporated, and we are connected to the greater Scottsdale/phoenix area.
- build underground roads under the airfield, if possible. Provide covered walkways, via use of trellises.
- Let Barrett Jackson set up shop permanently, there is great opportunity for full time employment, community improvement and international recognition...stop putting up

shopping centers everywhere preserve a bit of the desert / park area that are easily accessible.

- Traffic around the Airpark and access to the Freeway is not congested
- I see the area N of FLW as a tourist area. The West side of the runway to Scottsdale road becomes more retail. The area East of the Runway to Hayden stays light manufacturing. The area from Hayden to the 101 is more "downtown" - higher office-type buildings, closer placement, more service establishments (coffee shops, dry cleaners and so on) The area between the 101 and 90th st S of FLW doesn't change much, if at all because of all the residential neighborhoods.
- Continued growth into the few areas that are left with focus on a few more family related developments... maybe a community open use facility that is both indoor and outdoor for small events and meetings. Major traffic areas like FLW / 101 intersection restructured or traffic diverted through other means. Focus on bringing more large events to WestWorld, TPC and other surrounding facilities.
- Keep the current assets. There is a nice mix of the airport, businesses, residential and recreation. Transportation, however, must be greatly improved. Improve traffic flow through the Airpark. Maybe, add trolley service for tourists.
- Bike path possibilities - SAFE ONES - from say Tempe all the way to FLW and from PV mall area also. More people would ride if there were more routes. [like through the greenbelt in Scottsdale to Shea] Possible trolleys, more options... transportation is the key!!!
- pedestrian friendly, noise abatement, appropriate activities for NEIGHBORHOOD
- Wall along freeway to cut down noise. All amenities are easily accessible.
- Public transportation, Noise control, environmental pollutants- -more "green"
- Continue to spruce up the area. The road improvement on Scottsdale Road and T-bird is a positive example. Also, improve the non-business hour security. We built our facility here 5 years ago and have been broken into 4 times. Our old facility was down on 32nd street and McDowell and was never broken into. Finally, enforce building/business appearance rules. Some of our neighbors do not keep up the appearance of their buildings and/or landscape
- Short commuter jet service to Carlsbad, Ca. and other alternative airports instead of San Diego, LAX, or Burbank
- There would be rapid mass transit, easy to reach shopping and restaurants. There would be housing for people wanting to be close to work. There would be a green belt/park with play and picnic facilities.
- Light rail transportation; Integrated restaurant/shopping access.
- Planes don't land in the middle of the night, and there are many restaurants and shops for all to enjoy and use, as well as businesses thrive.
- I would like to see that no aircraft be allowed to fly over the area boundaries between the hours of 8:00 PM until 8:00 AM daily!
- It remains a residential community and its government thinks like one first and foremost. Leave the businesses alone.
- The airport will have been closed down, replaced by a beautiful new city park which has been created to replace the dangerous, noisy and polluting airpark.
- Bus service from T-Bird Square to Airpark destinations that is more direct than the current 182 route. Using Hayden Road and Raintree to go east + west thru Scottsdale Road to Thunderbird area.
- Once again, it ends, on the north end, at the CAP

- It has expanded only slightly beyond its present boundaries. There is plenty of open space for children to play. Businesses remain strong because people live in a quiet nearby community and gladly frequent those establishments and utilize those services.
- The METRO light rail come into the Airpark. Can take it to downtown to a Diamondbacks game.
- There is LESS traffic. Neighborhood gathering area for homes and neighborhood shops and restaurants. It is more friendly to neighborhood electric vehicles and scooters and bicycles.
- similar to the high end mixed use project across the street (Kierland) plush, pedestrian friendly, parking in corridors and mini trams everywhere. Most of the pass thru traffic is away from the core and the core is mall like with a futuristic mixed use buffered by internal controls of use (buildings taller than they are now) and less surface traffic clogging the area up. This mecca of business/retail could flourish with direct transport to and from parking corridors. People come here to do multiple tasks and errands, they don't benefit from getting in and out of the hot car, but do from distance they need to travel within the park. Think like an Imagineer (Disneyland term) and put this mecca and huge sales tax producer into the next level of self-sustaining projects, with moving tramways, moving sidewalks and covered or underground parking with purpose. I like the feel of the City hall area that makes me go to that area and park, walk around and enjoy oldtown Scottsdale, so give me some of that with the future tech and forward thinking that made places like Seattle transform from a dreary port to a usable area and huge generator of taxes that benefit the city and protect the surrounding areas of bedroom communities.
- There will be other business centers that allowed the Airpark to stabilize, no grow/expand
- It's not better, it's just different. All the big retail centers are gone, and in place there is small to medium offices with small to medium businesses. It is easy to DRIVE around the airport, and east to get to both sides of the runway. The western sun in the afternoon is blotted out but the tall buildings on the Phoenix side of Scottsdale Road, but that's okay because it keeps me cool in my small building.
- A beautiful place where businesses and residential are able to coexist.
- the neighborhoods are untouched by airpark, yet the flow of traffic is better, smoother with traffic that flows UNDER northern edge of airpark and an extra lane is added on Redfield.
- 1) Traffic flows smoothly particularly at the Hayden/FLW/101 intersections. 2) Air traffic flies straight out from both ends of the runway versus cutting in over existing Princess neighborhoods. (I realize that this means that air traffic flies over other neighborhoods, but those neighborhoods were built AFTER the airport was built, i.e., Ironwood Village, DC Ranch, Silverleaf.) 3) Small commercial flights fly out of the Airpark. Less fuel to drive to Sky Harbor; ease of access to a close-in airport; people flying in to Scottsdale directly might make it an even more desirable destination.
- I would guess few walk or ride around the airpark because 1) there is little to no bicycle or pedestrian friendly/desirable access 2) there is limited upscale retail. Wal-Mart requires a car to get home. Bus transportation in NE Scottsdale is likely to have limited uptake. I'd like to see a development with viable pedestrian and bicycle access (landscaped trails, not small shoulders of 50mph roads) allowing access from neighborhoods to desirable upscale destinations.
- It has some new building with low occupancy businesses. It has some housing and combined retail. Workforce between FLR and T-Bird is less than today. North of 101 built

out and serviced by real subway including connections to ASU, PHX airport and downtown Phoenix. Depending on the 101 and busses is stupid.

- A variety of bike/pedestrian paths would be available for visitors, employees, etc. to navigate the area. Affordable housing would be available to the 70%+ that currently commute to the area; and the Greater Airpark area would have a branded identity that is welcoming/friendly as opposed to chagrined.
- It has contemporary housing (lofts, condos, etc.). It has a Green transportation options such as electric or hydraulic buses, trains, etc. It is a frequented sight for multiple Fortune 500 companies and several have located hubs or headquarters here.
- the businesses have been kept to the level of great importance and Scottsdale has stopped thinking that people will walk between areas
- must be better - we can only improve by trying to get the highest profile - to notch companies there - set high standards and get a high quality product - they will come
- I can depart the area sooner.
- It doesn't look, feel or function like downtown Phoenix. There are no one-way streets.
- 1. If far less energy and resources are expended "managing" those few individual complainers, that revenue could be better utilized with area improvements. 2. The names, addresses and phone numbers of those habitual complainers should be made available to the public.
- There are condo buildings, two hotels, more restaurants and an upscale retail center or two east of Scottsdale Road, south of The Promenade. With the cachet of a Scottsdale Road address, upscale mixed-use developments have focused on the area north of Cactus Road, east of Scottsdale Road. Fuel prices continued climbing, sparking public interest in a light rail line between the Airpark and downtown Phoenix. The route is south from the Airpark along the 101 to the 202, and then west to Sky Harbor and downtown Phoenix.
- There would be a large mall like Fashion Square, new housing to bring in young families (below 500K starting point) which would in turn support our schools declining enrollment up north.
- Not marred by big buildings ruining the views. Better traffic flow - and no more road construction.
- Uses anti-gravity flying machines that emit no noise or pollution!
- Its a higher density employment center with less retail and more white collar employment
- Scottsdale Planning and Development has hired competent traffic engineers so that future growth does not strangle the appeal of the Airpark. Over the years, poor planning on the City's part, combined with growth have made the Airpark area less desirable. [Note: Traffic Engineers are hired through the city's Transportation Department.]
- There is a nightlife feel, but safe for families and better connection between shopping plazas.
- Airport is gone. Office Buildings and parks now cover what was once an airport. Light Rail & Modern Streetcars serve Scottsdale Road and Hayden as well as run through Airpark Streets. Police Officers are visible 24-hours a day on all Airpark streets
- Limited commercial air service serves major destinations. More open space has been created.
- Everything that has been built meshes nicely with the airport. 90-95% of the park is commercial. Roads are sufficient for the traffic and a regional shuttle is available and well-used
- Commercial airlines use the airport for regional flights. More firms are attracted to the new and improved office space. The transportation infrastructure is very efficient. Surrounding neighborhoods embrace and integrate into the industrial environment.

- 1. It fills the available airpark space and more - there has been expansion. 2. The airport is vibrant and has had its facilities updated. There is unrestricted air traffic flow day and night. 3. The surrounding roads have been widened and access is improved on the west side of Hayden.
- It looks like what it is - an office park without an airport stuck in the middle.
- SCOTTSDALE AIRPORT CONTINUES TO SUPPORT BOTH GENERAL & COMMERCIAL AVIATION. IT HAS IMPROVED TRAFFIC FLOW, LANDSCAPE & BUILDING MAINTAINED FOR AESTHETICS, NEIGHBORHOODS ARE BUFFERED AGAINST TRAFFIC PATTERNS
- Light Rail connecting North Scottsdale, The Scottsdale Airpark, Sky Harbor and Downtown Phoenix.
- 1. Airplane noise is reduced over my house 2. Traffic moves better through Hayden and FLW. 3. More white collar jobs, not fancy warehouses.
- 1) It has more of an identity or brand than it does now. Rather than a mish mash of separate businesses, there is a growing unity of what is available. 2) The community surrounding the Airpark has a greater understanding of the parameters and directions to get around the area. 3) Around the industrial sections, there are more retail draws. 4) There is an attraction related to the airport which brings in families. Perhaps something like McCormick Railroad Park but with an airport theme.
- It has better traffic flow and a wider selection of retail/services.
- We drive to the main parking area, catch a convenient tram to our destination and avoid traffic / congestion and noise.
- Airport restrictions path approach and take off
- More "Scenic" bike and walking paths, but given the distance and weather (hot), some type of mini-rail service circumventing the area from a central parking structure would be great.
- Better traffic flow, less dense business, more open space for circulation and pedestrian friendly design with lots of shade
- The airport has been closed and the remaining space has been developed with retail, commercial, mixed use projects, residential, and a park to tie it all in together. The area can be a center point/meeting place for the large events that take place in the area(Car Auction, Golf Tournament). The city collects more taxes for the increase in business and residential presence and Scottsdale become a true destination for tourist/conventions.
- 2 runways, better transportation, do better than Greenway Hayden Loop and Redfield to transverse the airport properties
- More desert landscaping and improved aesthetics. Improved public transportation.
- Has lots of shade and small parks -- Extensive mixed use and bicycle paths within and to and from the Airpark -- Excellent transit routes from south Scottsdale and within the Airpark (perhaps van-size vehicles) -- Casual dining for employees and visitors -- Events to showcase the Airpark. BETTER BECAUSE it is ... easier to get to -- easier and more comfortable to maneuver through -- do not have to drive around to find someplace to grab a sandwich -- the events provide an opportunity to get to know the Airpark better.
- Equal emphasis on accessibility for light general aviation as on heavy iron
- Access to businesses would be like an open mall. Walkable and visible. Central parking and or some type of configuration that utilizes bus or vans to transport workers and customers quickly and efficiently.

- better signage for shops, several are almost impossible to find. a map on location, or a web site to print and locate shops. Congruity of buildings; can't stand the mish mash. not cookie cutter, but cohesive.
- You have "solved" the traffic problems
- The city got smart and built a tunnel under the airport connecting east and west...even smarter was overbuilding it with enough lanes to handle future traffic. The city started requiring all utilities to overbuild their capacity so that the roads aren't being ripped up every 9 months to install wider sewer pipes. The city has built parkways to carry non-airpark traffic around the airpark rather than through it. Someone with good sense joined the planning department and put a halt to condos and lofts being built on top of businesses. PVUSD and SUSD were able to convince planners to halt development of apartments so that pressure on school systems is reduced allowing a better education for students. Scottsdale airport starts allowing limited commercial flights of regional jets to nearby destinations like LA, San Diego, Las Vegas, etc. And finally, either the Phoenix Open goes away completely or the city in some way mandates that the build-up and tear-down periods will be allowed only one week on either side of the event.
- Quality employment with high paying jobs which support the local community. Residents would not need to commute to Phoenix.
- The business complexes are environmentally friendly and are 'green' The neighbors do not really know they are exist as there is very impact to life style because they are present.. They have provided ways for their employees to enhance the area rather than detract from it.. Since they are members of the greater community, they want to preserve the current life style and beauty of the surrounding.
- Hayden flies north to both the 101 and itself. There are sidewalks, trees and more places to eat along Hayden north. There is a traffic light at 83rd Way and Hayden. This may sound mean but maybe some of this could be paid for by increasing taxes on all of the retail stores that are functioning in wholesale zoned, and lesser taxed, airpark locations - there are a ton of them and they are not wholesale.
- 1. NO CARS - a superbly well-functioning transit system is in place. i can get from West World to Kierland w/o a car 2. A solution to the jet traffic noise and 3. I can get to the airpark easily/comfortable/quickly w/o a car form N. Scottsdale - or anywhere else in the greater S'dale area
- Trees and planters with flowers line the drives, the stores and businesses offering open green plazas that have tables with easy access to small cafes. The trough traffic passes by a slightly below ground express way to the freeway. Trolleys help move customers and workers from outlining car parks to the centers of shopping and work. Palm trees and high suspended screens help eliminate heat without excluding all the light. Drives through the center of the park will be skewed to prevent the use of them by commuters to the freeway and as drive-thrus.
- Quiet, clean, safe parks. Equestrians safe on all trails and easements. The huge, maze-like centers full of empty shops are gone. Traffic lights are synchronized and logical. Road signs are clearly visible. Helicopter flight paths amended or altered to avoid residential areas, with the exception of emergency response.
- functions as it's own micro-city that has creative spaces that intentionally attracts international ultra high end consumers and business people. live/work spaces for artists, walkable areas with artistic designed shaded sidewalks (or no sidewalks, more European layout) - a light industrial area that feels like a small city - think Seattle's Pike Street fish

market with the addition of fiber optics and other high tech areas for professionals to interact in casual, community areas. less reliance on retail, more focus on office, boutique hotels (tourist and business). airport terminal redone in high end finishes to attract private jet owners with other options of where to land - amenities for these same jet users. think of the area from this consumer standpoint - from walking off your private plane to doing a weeks worth of work within 2 miles and never needing a car - this same community should be attractive to the locals with additional activities on weekends.

- Less emphasis on industrial building use inside the 101. Better traffic patterns to help prevent constant dead-ends. Light rail stop to allow users to get to Phoenix financial centers without driving.
- The traffic is better, older buildings gone, and still no smog.
- Under no circumstances should the airport grow, my husband has no problem commuting to Sky Harbor each and every week for work-related travel and would hate to see it move into his own backyard. The best it could be is what it is, anymore would be going in the wrong direction. There is more to life than economic growth and more concrete!
- it would be great to have light rail within the area and that connects to downtown Scottsdale and Phoenix
- Continued growth has occurred; more retail and better transportation through the airpark.
- I don't see where there has been any planning of this area as a area of beauty. I do not see a major traffic problem and except for undeveloped land I don't think 10 years is going to change much.
- It would be great to see more public, local transit offered to the Scottsdale residents. Bike paths if done correctly and connected will be used. It would also be nice to see local trolley systems or some sort set up for local residents/businesses that move from one main sector to the other at specific times so that personal vehicles will not always be needed. Underground garages would be helpful in many areas where parking has become an issue. Tall buildings are not wanted. Sitting/public areas could be created above ground to increase the feeling of space/comfort/luxury etc. Public transportation for those outside of Scottsdale definitely needs to be looked at with park and ride options as I've understood are being looked at and discussed. HOV lanes down residential streets/through neighborhoods/parks are not an option (yes, I'm talking about Thunderbird Road-leave it alone). There is a need to fill unoccupied buildings and reface those that are outdated to create a clean, fresh look. Cosmetic, easily fixed. Perhaps larger signs at major intersections highlighting businesses in each direction. Help people decide they want to go there and make it easy (some strip malls do this and it's very helpful). The roads can be confusing if you're not familiar with them. Directional arrows with names of stores/restaurants etc would help. Great incentive for businesses as well. Most improvements could be subtle but have a huge impact.
- 1) attract high quality companies with high paying jobs (tech) 2) improve transportation options to include light rail, bus, and pedestrian (bike) ways.
- First came to Scottsdale in 1980. It breaks my heart to see so much crowding inside the loop. Jet traffic would not be any more than today with a strict curfew for TO/Landings.
- It is a draw, attraction for companies and consumers. It has grown in reputation and size of profitable companies.
- more civic destinations, more golf, more large lots for homes, less modern art everywhere, and fewer airplanes, fewer flights, and less potential hazard from poorly maintained aircraft and low time pilots.

- no electrical cables, considerate but limited development. Cleanliness.
- Electric or hydrogen shuttle busses regularly scheduled stops within the airpark. Air travel is restricted to hours of 7 a.m. till 10 p.m.
- Create a diverse business community within the greater airpark boundary so that I don't have to travel very far to conduct business or live life.
- open, public spaces. easy to get around, navigate public art "known" for something
- Better Highway Access Lower Business Property Taxes Better Transportation
- The air park should be full of medium sized business that are staffed with employees living just a few miles from the airpark. A few taller buildings that are completely occupied and numerous lunch and dinner options.
- 1. More office buildings such as the Vanguard Bldg with its own parking garage is fine. More jobs - more taxes for Scottsdale! 2. Better bus service into the Airpark as more employees work there and gas continues to rise above \$4.00 per gallon.
- Tear down all the surrounding homes and add more runways, hangers and terminals. Create better traffic flow. A beautiful park where I can take my kids to watch the wonderful world of flight unfold.
- minimal impact to the neighborhoods surrounding it but still able to provide the growth it needed to succeed.
- We will have some new buildings with low occupancy businesses with some housing, combined retail. Workforce between FLR and T-Bird is less than we have today. North of 101 built out and serviced by light rail including connections to ASU, PHX airport and downtown Phoenix.
- There is a beautiful park, walking, running area surrounding the park and acting as a giant buffer zone between the airpark and residents that is enjoyed by the residents and workers of the park as well. There are small sidewalk cafes and kiosks with sitting areas scattered around the park and it is well lit at night for evening enjoyment. Perhaps some area for a fountain and music in the park.
- Airpark on west of airport is demolished to make a wonderful nature area with trails for people and horses and a museum of western American history is established in the area and there is a concert venue with wonderful desert gardens surrounding. East airpark is renovated with low occupancy businesses. No further strip malls have been created. A desert green zone surrounds the neighborhood to the south of the airpark north of TBird as a buffer to the airpark. North of 101 has received more occupancy and growth and city has placed businesses to the south.
- mass transit
- Buildings are updated. Transportation flows. Neighbors are supporting the businesses and hopefully working in the airpark.
- Generally upgraded facilities
- Less traffic Public transportation
- 8 Story buildings. Mixed use developments. Light rail along the Loop 101 freeway feeding into the airpark.
- Traffic laws are actually enforced! The city applies project funding to taxpayer safety instead of frivolous "artwork". The city manages WestWorld as an equestrian center instead of a multi-use facility - Phoenix does it with Horse Lovers' Park.

Appendix II

Greater Airpark Visioning Survey Questions

1. The Greater Airpark is a unique area (see map) in the City of Scottsdale. Describe, in the spaces below, the top three (3) assets you feel are most important to the Greater Airpark's future.
2. Describe three (3) improvements you would like to see that would POSITIVELY affect the Greater Airpark over the next 10 years.
3. In community workshops on May 21 and 22, 2008, we heard that neighborhoods are the lifeblood of the city and should be protected while, at the same time, the Greater Airpark's business and employment competitive edge in the region and state should be maintained. What suggestions do you have to accomplish both of these goals?
4. In community workshops on May 21 and 22, 2008, we heard that transportation is one of the biggest challenges facing the Greater Airpark over the next ten years.

How often do you use the following modes of transportation to get to the Greater Airpark:

- a. Transit (i.e. bus)
 - i. Everyday/ most days
 - ii. 1 or 2 days per week
 - iii. A few times per month
 - iv. Less than once per month/never
- b. Walking
 - i. Everyday/ most days
 - ii. 1 or 2 days per week
 - iii. A few times per month
 - iv. Less than once per month/ never
- c. Bicycling
 - i. Everyday/ most days
 - ii. 1 or 2 days per week
 - iii. A few times per month
 - iv. Less than once per month/ never
- d. Carpool
 - i. Everyday/ most days
 - ii. 1 or 2 days per week
 - iii. A few times per month
 - iv. Less than once per month/ never

How do you typically travel between Greater Airpark destinations (check all that apply)?

- a. Drive
- b. Walk
- c. Bicycle
- d. Transit
- e. I do not go to the Greater Airpark

5. It is ten (10) years from now. The Greater Airpark is everything you ever wanted it to be, and more. What does it look like and how does it function? In your scenario, how is the Greater Airpark better than it is currently?
-

6. Which of the following best describes you (check all that apply):

- a. Greater Airpark Resident
- b. Scottsdale Resident
- c. Metro Phoenix Resident
- d. Greater Airpark Business Representative
- e. Developer
- f. Greater Airpark Property Owner
- g. Greater Airpark Employee
- h. Greater Airpark visitor/ tourist
- i. Greater Airpark customer
- j. Seasonal Scottsdale Resident
- k. Other (please describe)

7. Length of residence in the Metro Phoenix Area

- a. Less than one year
- b. 1 to 5 years
- c. 5 to 10 years
- d. More than 10 years

8. Gender

- a. Male
- b. Female

9. Age

- a. Under 18
- b. 18 to 24
- c. 25 to 34
- d. 35 to 49
- e. 50 to 69
- f. Over 69

10. Optional:

- a. If you would like to be notified of upcoming Greater Airpark events, please provide us with your contact information:
 - i. First Name
 - ii. Last Name
 - iii. Mailing Address
 - iv. City
 - v. State
 - vi. Zip
 - vii. Phone Number
 - viii. E-mail address