

## GREATER AIRPARK COMMUNITY AREA PLAN



### DESIGN & SUSTAINABILITY FOCUS GROUP DISCUSSION SUMMARY

The City is in the process of updating its General Plan—a policy document that guides future growth and development for the entire city. To accomplish this, the Planning Department is using a process referred to as Community Area Planning (CAP). The CAP process divides the city into six geographic areas that will serve as the foundation for the 2011 General Plan update. The Greater Airpark CAP process was initiated in May and July 2008, with approximately 200 community members participating in events. The themes and ideas that emerged from these events served as the basis for this discussion group topic.

The **Greater Airpark Plan** will examine the existing conditions of the area and consider the Greater Airpark's future for the next twenty years. Like the City's General Plan, the Greater Airpark Plan takes a *broad* look at the future, setting *goals and policies* that will shape future development and investment. The specific zoning standards, design details, or development projects will not be part of the Greater Airpark Plan itself, but will be implemented subsequently based on the policies set forth by the plan. In considering the discussion questions, participants were asked to think of it as looking at the Greater Airpark from the “10,000 foot level”.

Participants were asked to consider the following in this focus group:

Respect each other and each other's point of view at all times

Focus on ideas and refrain from personal attacks

No idea was a bad idea, participants were asked to feel free to dream big!

The goal is not to agree, it is about hearing and exploring different perspectives

The following pages consist of comments made by participants in a small discussion group of nine people. The input received from this discussion contributes to the overall long-range vision, goals and policies for the Greater Airpark Community Planning Area. The results of all public outreach efforts, including the input received in this discussion, will ultimately be compiled to find areas of commonality and areas in need of further consideration within the community.

In the end, a vision, and goals to realize the vision, will be created based upon community input and data analysis.

## DISCUSSION QUESTIONS AND RESULTS

### 1. What do you like about the current character of the Greater Airpark?

- ❖ Diversity of business types and building types
  - I like that the buildings do not all look like Redfield Road
- ❖ There is such a range of business types and styles, which is good for the overall vitality of the area. This needs to be maintained.
- ❖ Diversity of the area
- ❖ There is a core business group of design centers, furniture and building supplies which is a unique area in Scottsdale
- ❖ The consistency of product in terms of building quality. The area north of the runway is high quality and it holds its value better than other areas of the Valley
- ❖ It is urban in character and is not suburban
  - It is urban, but it is not Phoenix.
  - I like the current density, but would like to see more
  - There is a tipping point to density where it becomes a negative thing
  - I like the density on the east side of the Airport runway
  - We don't need ten stories
- ❖ The outstanding art entry piece (“One With the Eagle” on Scottsdale Road and Butherus Drive)
- ❖ Glendale, Peoria and Surprise builders say they want to look like the Scottsdale Airpark. It has a high quality reputation.
- ❖ Compared to other airparks around the Valley and nation, this one is more centralized (close to city centers) and I like that
- ❖ The buildings and properties retain their values, especially now when there is such a great impact
- ❖ The “Greater” Airpark is different than the Airpark that is traditionally thought of
- ❖ The character of the area is of a “luxury brand” for the Valley. That needs to be maintained for the future
- ❖ In the 1960s, the buildings did not have many employees, but now they do and more parking is needed. However, I do not want to see the nice landscaping become parking.
- ❖ WestWorld, the Tournament Players Club (TPC) and Fairmont Princess resort are beautiful and need to be maintained
- ❖ The high quality work environment... but entertainment should be promoted more

## 2. What is your vision for the future character or design of the Greater Airpark?

- ❖ Need stronger city participation in a marketing program that is tied to Downtown Scottsdale and the Convention and Visitors Bureau (CVB)
  - Need a brochure and website showing what is available in the area
- ❖ It does not have the capacity to become a “John Wayne Airpark.” It should become a “boutique” Airport, meaning people cannot find the same thing anywhere else
- ❖ Need to keep visitors spending money in Scottsdale
- ❖ Kierland Commons brings business to the area
- ❖ Need to be an urban core of business
  - Need to provide regional transportation—95% of my employees commute from the West Valley
  - Need rapid transit down the Loop 101. We should be a leader in rapid transit
  - Design the urban core to work with transit
  - Link rapid transit with parking and bus lines—but this should all tie into the character of the area
  - We should not lock into one type of transit for the next 20 years. A separate transit study is needed.
- ❖ How big will the Airpark get? What is the capacity of employment? These are things to think about.
- ❖ Average salaries should increase because of a shift in job types
- ❖ The employment base should grow modestly over the next 10 years
- ❖ I would like to see Redfield Road completely redeveloped
- ❖ Need an internal train to move people around the Airpark
- ❖ Solve the inefficiencies with the bus system
- ❖ I do not see the Airpark being a walkable area in the future. It is walkable only within each business complex
- ❖ Whatever the vision is, it will dictate what the buildings will look like
  - The free market dictates that the buildings will be tall
- ❖ Mixed Use
  - Need financial encouragement to bring in a different product like mixed-use development and it will also need to be affordable to build
  - Certain parts of the Greater Airpark would be okay for mixed use. Not along the runway, though, that area should be Airport-supporting
  - Remember that if residents are added, they will need groceries and everyday services
- ❖ I dislike the “train of office buildings down the freeway.” They are all the same level, same material and are monotonous. I want to see more interesting buildings. Additionally, all of the shopping areas look the same off of the freeway. Wal-Mart and Costco are not what Scottsdale is.

- In contrast, I love Kierland Commons. It has the spirit of something thriving
- I like Kierland too, but it should be four to five stories maximum
- Need to add some residents that work here too. This would help to keep some of the tax money in Scottsdale
- Need unique gathering places like Kierland
- ❖ A good example of vision is Las Vegas's "Green Building Project" which has become a destination. They have a parking lot covered with solar panels.
- ❖ Should encourage 360-degree design. Buildings should look good on all four sides.
- ❖ The area north of the CAP Canal is a tourist attraction
  - The McDowell Sonoran Preserve is also a tourist attraction to the east that should be taken into account. Tie the businesses into it.
- ❖ The vision of the area should reflect the desire to maintain tourism
- ❖ There should be a blending or "smooth transition" between the northern and southern parts of the study area. But they should also be different in character.
  - Disagreement- The CAP Canal and wall to the north of it is a barrier. It would be impossible to transition. It also separates the uses. If I'm golfing at the TPC, I do not want to see the businesses to the south.
- ❖ Take advantage of the CAP Canal. Develop two types of Airpark. In the north, keep doing what you're doing. In the south, redevelop it completely. Make linkages on the roadways.

### 3. **Where are the gateways to the Greater Airpark?**

- ❖ The runway (except you can't cross it from land)
- ❖ There are no distinct gateways
- ❖ Scottsdale Road is a gateway with a beautiful art piece at the entrance ("One with the Eagle").
- ❖ Make Butherus from Scottsdale Road to the Airport Terminal a boulevard with a grand entry.
- ❖ The CAP Canal cannot be redirected, but roadways like Frank Lloyd Wright Boulevard can be
- ❖ The main entry to the Airpark may be somewhere else
  - Taxes and private development could pay for it or an improvement district could pay to create one
- ❖ I would like to see more art at entrypoints with identifying features to let you know you're in the Airpark
  - Thunderbird Road and Scottsdale Road
  - Raintree Drive
  - WestWorld

- Greenway Hayden-Loop and Frank Lloyd Wright Boulevard
- Loop 101 and Raintree Drive
- Loop 101 and Frank Lloyd Wright Boulevard
- ❖ Need the city policy to change so that you can put banners on light poles for identification purposes. This may be the only place we have room for something like that
- ❖ A good example is Rapid City, South Dakota that has themed public art spread throughout. Maybe pick something related to air, airplanes or horses? This would also give people incentive to wander around and see the art
- ❖ I like the public art idea, it would be very distinctive
- ❖ Expand entryways with landscaping and planters

#### 4. What does a "sustainable Greater Airpark" mean to you?

- ❖ It doesn't mean that 60,000 people drive their car there. We need transit. People love New York City despite the traffic.
  - Disagreement- the automobile gives people freedom to spend money. If you get rid of that, you lose the tax base.
    - Disagreement- transportation choices provide more freedom to spend money
    - If that were true, Michigan Avenue in Chicago would have died, but density will be needed to get efficient mass transit
- ❖ Plan for infrastructure needs 20 years ahead:
  - Electric, sewer, technology, communication, etc
  - Do this on the west side of the runway, especially
  - Need to get ahead of the development to preserve and attract businesses
  - Chandler is a good example to look to for long-range planning
  - Need a transit study for the area
- ❖ Do not push development away with the current economy. We need to have the spirit of adaptability and be able to work with developers to make things work better. Downtown Phoenix is an example of how to cooperate with development and residents. Right now, roadblocks are common and the development process is hard.
- ❖ Property owners and business owners provide a stronger economic base than developers and should be encouraged to upgrade their properties
- ❖ Understand that because the majority of the "traditional Airpark" (south of the CAP Canal) is built, I do not foresee buildings becoming "green"
  - It may be more possible in the north end (of the study area)
  - Incentivize new development to be "green."
  - Mandating green building may be a possibility in the future because of water restraints

- “Go solar and get help from the City and APS”
- ❖ Need a high quality of living with walkability, green design.
  - I would like to walk to lunch, but it is too scary right now (traffic)
  - Think layering—as density increases, have ways to walk under or over the street to maintain traffic flow
  - Raintree Drive and Evans Road is identified as an entertainment area
  - What about using smart cars?
- ❖ The Airport needs to be supported and kept viable
- ❖ Need pedestrian bollards or refuge areas. Make intersections more friendly with landscaping and longer pedestrian crossing times
- ❖ Scottsdale can become even more of a destination through green building. Because Scottsdale is already a destination, it has the ability to mandate green/ LEED designs. The City should provide some help though.
- ❖ I envision the Greater Airpark as becoming a center of excellence for sustainability for the United States and the World. Affordable and clean energy are critical to the world as well as the Greater Airpark. We need companies here that will support that vision.

**5. Do you have anything else to add?**

- ❖ I have observed parked cars in the Airpark and estimated them to be about 11,500. Where is that number of employees coming from? They can’t all be carpooling.
- ❖ We need to do everything we can to prevent the “brown cloud.”
- ❖ Realize that shopping centers at the Loop 101 will not be there in 20 years. What should that area become? Will the use be the same? In the least, it should be greener.