

## GREATER AIRPARK COMMUNITY AREA PLAN



### ECONOMIC VITALITY 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. In terms of business mix, what is working well in the Greater Airpark?

- ❖ The current mix is generally even, which is good
- ❖ The Airport currently, but service can be improved
  - Also like its proximity to the neighborhoods and businesses. It is convenient
  - As a resident, I like seeing different types of aviation such as World War II planes and would like to see that continue. One caveat—they should only fly within normal operating hours of the Airport
- ❖ The Airpark was originally designed to be an industrial park, but it now also includes big-box stores
- ❖ “If you want it, the Airpark has it.”
- ❖ Phoenix is also considered a part of the mix
- ❖ The motor vehicle market—auto dealerships, body shops, etc—are important to the area
- ❖ The Ice Den, Tournament Players Club (TPC), big boxes and the Airport expansion are all catalysts, other elements like the auto dealers and cultural facilities are questionable
- ❖ It is a cornucopia of industry, retail, entertainment and aviation, but needs to be marketed better
- ❖ Has been a great mix until now because of the state of the national economy
- ❖ The Airpark is what it is because of the demographic within a five-mile radius
- ❖ The runway is a great view corridor

### 2. What is your vision for the economic future of the Greater Airpark?

- ❖ Regional air service should be a driver at the Airport, but set a limited schedule for that type of air service
- ❖ Need to fully utilize the Scottsdale Airport
- ❖ The types of equipment on today’s aircraft, because of changes in technology, is much quieter. The lack of sound is amazing, and as time goes on it will improve
- ❖ Need more retail space. There’s only 10% allocated currently
- ❖ WestWorld
  - The entertainment venues at WestWorld could be better utilized
  - Needs to be a different place. It should have culture and arts and needs large enclosed facilities

- Need to maximize the entertainment/ cultural element
- What happened to tennis matches at WestWorld?
- It is kind of embarrassing now. It needs to be more.
- WestWorld is not exemplary of Scottsdale
- ❖ Missing cultural aspects like a movie theater
- ❖ Want to see more 24-hour uses in the core area, not along the edges
- ❖ The Airpark is dead on nights and weekends. Land uses need to be reconsidered because of this
- ❖ Restaurants are needed
  - Scottsdale lost an opportunity to Phoenix with Kierland Commons
- ❖ The area north of the golf course is different than the area to the south
  - The freeway ties the two areas together
  - There are many underutilized buildings in the southern portion
- ❖ Need to add mixed-use development
  - One Scottsdale would have been the ultimate mixed use and Scottsdale Quarter will be mixed
- ❖ Need increased height
- ❖ The freeway corridor is underutilized currently
- ❖ Need better freeway access
- ❖ Would like to see light rail on the Loop 101 to get people in and out of the area
  - Disagreement- If light rail is run up the Loop 101, with stops every mile, the shift of our tax base will go to the Salt River Pima Maricopa Indian Community (SRPMIC)
- ❖ Redevelop along Scottsdale Road
- ❖ State land trust areas will be different than the traditional Airpark area
- ❖ Need more, taller office buildings
- ❖ Scottsdale Epicenter (Loop 101 north of Bell Road) is the next best contiguous area to put some height. It is also a good example of the use of the freeway and master planning. There is a new product there.
- ❖ The Airpark has evolved because of splintered ownership
- ❖ The key question is “What are you trying to accomplish?” Underscore the word “economic” in the question. The city is driven by sales tax revenue. We have to have that driver to maintain our quality of life. Current Airpark employees go to Phoenix and take the sales tax revenue with them. Where is the future tax base?
  - Eight-story office buildings do not provide more tax revenue than four-story office buildings. We need more retail.
  - We need a different way to generate revenue. Consider putting retail on the bottom floor of offices.
- ❖ There is a great opportunity to become more of an employment center

- ❖ Taller buildings do not seem to bother people if they're full
- ❖ Create an advantageous atmosphere for bringing people here, like national headquarters. This is counterintuitive to "build it and they will come"
- ❖ Young employees do not shop here and cannot afford to live here. Need a way for them to live here by using affordable apartments. Bars, street life and suite apartments may attract younger people.
- ❖ Need cultural and entertainment venues that people can spend money on
- ❖ It would be great to have a geographic balance between Tempe and Southern Scottsdale in terms of entertainment facilities
- ❖ Need incremental development timing (new developments should be built at different times)
- ❖ Businesses should cater to residents
- ❖ Provide places for employees to spend money, especially restaurants
- ❖ Redevelop the single-story, 30 year old buildings on the west side of the Airpark
- ❖ New Urbanism in the Greater Airpark would be great, but remember, the Airport is in the middle
  - If residential uses are added, something will be needed that says the Airport noise will be controlled
- ❖ Do not expand the Airport
- ❖ Development can be flexible near an Airport
  - There are condominiums near Sky Harbor Airport
  - The evolution of our city may include residential areas near the Airport
  - There are people who would love to live on an Airport. Many communities across the country have houses on the runways.
- ❖ Ambience is the key.
  - Walking to go get drinks after work would be great
  - A good example is the Downtown Scottsdale Waterfront
  - One Scottsdale could achieve that ambience
  - Kierland Commons has the ambience
  - This will be more successful in the northern portion of the area before it will be considered for redevelopment in the older part of the area
- ❖ Need connections to the northern portion of the study area
- ❖ How cool would it be to live above a business and look out your window and see places to go to socialize? It would be great.
- ❖ I doubt anyone will want to put a restaurant in the middle of an industrial park
- ❖ Mixed-use will only work north of the CAP Canal
- ❖ Would like to see first floor retail, second and third floors of parking and floors four through five residential
- ❖ Encourage more aviation uses

### 3. How can small and start-up businesses be supported and maintained in Greater Airpark?

- ❖ Don't forget the existing businesses
  - New businesses get incentives, but provide incentives to existing businesses as well
  - It is easier to maintain the existing businesses instead of recruiting new
- ❖ Small parcels are not as easy to create opportunities as larger parcels
- ❖ Workforce housing—
  - Needs to be included
  - You can't legislate free enterprise
    - There has to be incentives available in the zoning ordinance to encourage workforce housing
    - Someone still has to make an investment
  - Land prices are too high to be realistic, unless it is subsidized
  - Even if the new urbanism concept with mixed use is used, those units would be too expensive
- ❖ Cannot support or maintain small and start-up businesses because the capital is not there to make sense
- ❖ Small businesses are getting steam rolled
- ❖ The use-permit process is too long to be feasible for reinvestment. There are many small businesses that cannot afford to take that long to remodel or expand. Streamline the permitting process.
- ❖ Need aircraft storage and businesses to locate near or above hangars

### 4. Where is reinvestment needed in the Greater Airpark?

- ❖ Brand the Airpark as a cornucopia of industry. People do not know what it is currently. It is a mix of everything
- ❖ Reinvestment is wrong for the entire area. The only areas in need of reinvestment are the single-story, old structures in the southern portion of the area. The new stuff does not need it.
- ❖ There is a residential area north of the CAP Canal (East of Hayden Road and North of Princess Drive) that may be good for redevelopment and the area could tie into the golf course and hotels
- ❖ Transportation is needed
- ❖ I always felt or hoped that there is a partnership between development and the city that results in quality development. The City used to be more flexible, but times have

changed. Need to adopt a partnering process with development that is non-adversarial and have the ability to relax some tools

- One example is trying to cram three floors into 36 feet
- Downtown zoning is a good example. It is great because of its incentive program. This is needed in the Airpark.
- In 1987, you could file an application for rezoning and could be at City Council in six weeks. You can't do that anymore.
- Not every project needs to follow the same timeline
- There needs to be a "how can we help you?" atmosphere at the City that is missing right now
- ❖ The last widening of Hayden Road was great, but the landscaping was not finished
- ❖ Need a welcoming gateway or entrance into the Airpark with landscaping
- ❖ Make a plan for WestWorld and get something useful in there. Use it as a focal point. Set a policy that does that.
  - WestWorld is the "jewel in the corner" that will help to attract the private sector
- ❖ To turn the Airpark core (south of the CAP Canal) into a "jewel," \$100 million needs to be invested and tear everything down
  - Use Kansas City as an example of a city who used condemnation to create an entertainment area
  - That would take a lot of planning and design
- ❖ What happened to the Aircraft Museum? We need cultural amenities like that.
  - It went to Seattle
- ❖ Public art is needed. Use the history of the Airport as a World War II training facility
- ❖ Need a hotel/entertainment complex close to the TPC, CAP Canal and WestWorld
- ❖ The little things, like landscaping at entrances, help
- ❖ Need a southbound freeway entrance at Thunderbird Road and the Loop 101