

## GREATER AIRPARK COMMUNITY AREA PLAN



### LAND USE DISCUSSION GROUP 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 eight 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

### 1a. Which land uses do you think are most important to maintain in the Greater Airpark?

- ❖ Maintain it as an employment center for the city that has the Scottsdale Cache
  - The Airpark is a major economic engine
- ❖ Need to figure out what is unique about the area and what makes it special and maintain that
  - Along those lines, how tall, how dense, etc?
- ❖ The combination of the following all “feed the nucleus”
  - WestWorld- large event facility
  - Resorts
  - Golf
  - Employment Centers
  - Airport
  - Retail (although big box area may need to change)
  - Auto Dealers
- ❖ Must maintain the blend of uses
- ❖ Blending of different business sizes
  - Mom & Pops
  - Small individual lots
  - Large lots
  - Used to be a remote employment area with office and warehousing, now we’re seeing the redevelopment of areas that do not reflect Scottsdale identity. A prime example is the area on the southwest end of the Airpark.
- ❖ Surrounding neighborhood character- need a buffer zone from Business Area to Rural Area
- ❖ The question is, do we want to generate a lot of traffic?
- ❖ No ad-hoc development
- ❖ Large events and the Tournament Players Club (TPC)
- ❖ Need incubator facilities

### 1b. In 10 to 20 years, how do you envision land uses in the area?

- ❖ Anticipate that there will not be much change in the future
- ❖ Redevelopment of mini-storage areas
- ❖ Shorter commutes—this is needed for sustainability
  - Create a better mix of uses so people do not have to drive. Use incentives to do this

- ❖ Need more resorts and hotels because they do not generate much traffic
- ❖ Naturally, urban cores are expanding. We will see a surge in population, retail and employment areas. Examples to look to are Tempe and Gilbert
  - Tempe's urban core has expanded
  - Gilbert created different development standards in different areas around the city. They ultimately allowed increased heights along the freeway
- ❖ We will see a trend for height increases along the freeway, which will change current one-story areas
- ❖ In 10 to 20 years, the area will be similar to what is happening in Phoenix along the western border (of Scottsdale)
- ❖ Envision mixed uses. There should be an incentive policy that if a development does x, y or z, it can get something in return
- ❖ The Greater Airpark will be a core similar to Downtown Scottsdale. We need to remember why Scottsdale is so unique and special and keep with it.
  - It shouldn't look like any other city, use a design overlay
  - Scottsdale is special because of climate, golf, events, resorts, and high-end shopping
- ❖ Stay compatible to what is in the area
- ❖ Concern over height. Areas with taller heights need to be defined in the plan
- ❖ Keep the Airport and FAA Regulations in mind
- ❖ Transition zones from business to residential
- ❖ Businesses should complement residential areas. Industrial uses should not be allowed in transition areas
  - Businesses in transition areas should make you feel like you're getting ready to travel into a residential area
- ❖ The future is the present. There are many different uses, but it needs to intensify.
- ❖ Mixed uses are appropriate, but determine densities and heights intelligently
- ❖ Do not expand outward, focus on the larger area
- ❖ The devil is in the details down the road
- ❖ There is an opportunity to have the Greater Airpark set the stage for future growth that compliments Scottsdale's overall vision
- ❖ There will be a competition between Phoenix and Scottsdale uses
- ❖ In 20 years, the neighborhoods to the south will remain the same
- ❖ The area should be a useful business/ retail area and be aesthetically pleasing
- ❖ The existing structures will not be here in 20 years
- ❖ Add restaurants and services to serve employees

## 2. Are there areas in the Greater Airpark that need to be enhanced?

- ❖ WestWorld—
  - Needs higher uses and more diverse events
  - Need traffic/ transportation solutions for WestWorld. There should be a shuttle to and from regional centers to WestWorld and direct access from Loop 101
  - Share parking with weekday businesses
  - Federal constraints (bureau of reclamation owns the land and the city leases it) make changes in land use an issue
  - The city needs to come together and form solutions for WestWorld.
  - It should have an outdoor convention center
  - Enhancing WestWorld's image depends on where you are in the city right now
  - The parking lot off of Bell Road at WestWorld is an eyesore and should reflect its position as the gateway to the Preserve
  - It is only used 20% of the time now. Exploit it as a cultural/resort use
  - Enhance the image of WestWorld through more artwork and horse art
- ❖ The vacant land (state lands in the northern portion)—what do we want them to look like?
  - This area should set the precedent for development in the area
- ❖ Redevelop the big box areas
- ❖ Scottsdale Road is the key to the area
- ❖ Need to add parks, open space, green areas, trails for walking and biking; overall walkability is not a high priority
- ❖ Enhance transportation—this will be the greatest effect on land use
  - Light rail may be needed with the increase in population in the region
  - What are the limits according to transportation?
  - The employment base needs to be satisfied in terms of transportation
  - Shuttle buses or a trolley system is needed to move people around the Airpark
  - We have no control over what happens on the west side of Scottsdale Road (the Phoenix side), that affects traffic too

## 3. What do you think is the most acceptable range of building heights and where should they be located?

- ❖ In terms of building height, look at the west side of the runway different than the east side where the proximity to single-story residential areas is closer
  - The west side could be higher because it doesn't block views
- ❖ There is no magic number
- ❖ 36 feet is no longer acceptable for three floors because of changes in technology needs
- ❖ Increased height is appropriate in places where there will be no negative impacts like along the freeway and along sides of the runway

- ❖ Use 3-D Modeling to show the affects of increased height
- ❖ A ten-foot wall is too tall if you're standing next to it. Appropriate height all depends on design and location.
- ❖ Stepbacks will create a softer visual experience
- ❖ Great architecture and landscaping can make buildings not seem so tall
- ❖ Design should reflect Scottsdale's character
- ❖ Protect the Airport and airspace when considering heights
- ❖ Consider traffic impacts of increased height
- ❖ Sometimes height restrictions result in a larger mass of the building, which is not necessarily better. Encourage better quality instead.
- ❖ Trade increased height for developments that provide open space or public transit—this needs to be in a zoning category and it should be flexible in height depending on what they offer
- ❖ Things should not be considered on a case by case basis
- ❖ Need to set limits
- ❖ It is not possible to come to a definite number (in this discussion)
  - Do not compare the area to Phoenix
  - If height is increased, transitions are needed—buildings should be taller in the center of the Airpark and become gradually shorter toward the edges. Take care to not block views
- ❖ Height and density are not the same. There should be the ability to do something different. I do not want bland buildings created that are not the “Scottsdale Cache” by capping them at three stories. Capping them would mean larger building footprints, but taller buildings would mean more open space
- ❖ Right now there is a zoning district called PCP that is not used. It is intended to provide greater height and to vary heights on site. Use it as a benchmark
- ❖ Let's not put the cart before the horse. The Airport must be maintained, the area is an employment center, residential areas exist and the Loop 101 is built. We are limited in what we can do. How can we develop within the current parameters? We cannot decide on height until then.
- ❖ Want to be able to depend on the City and this plan in terms of land use
  - Disagreement- do an Airpark overlay that provides some flexibility but still protects neighborhoods
  - Create zoning that provides for some flexibility
    - Perimeter Center is a good example
  - Any overlay should reflect the vision of the area. Taller buildings are necessary, but I am not for certain where.

**4. Please identify any sensitive areas you think exist between the employment areas in the Greater Airpark and the surrounding neighborhoods?**

- ❖ Allow softer uses closer to the neighborhoods. Examples include hotels, resorts and senior living facilities
- ❖ Think of the 1984 Downtown Plan. Back then, no one thought about transitions. The same thing applies to the Greater Airpark. Plan should be similar to the proposed Downtown Plan in transitions, except there should not be seven stories located next to one-story residential areas
- ❖ IG Zoning district is “transitional zoning”
- ❖ There are places that you should not touch in zoning standards
- ❖ Look at the area north and east of the Loop 101, should this be different than other areas?
- ❖ Preserve view corridors of the mountains to the east
- ❖ There should be a tiered system north of the freeway (taller buildings closer to the freeway and shorter buildings closer to the neighborhoods)
- ❖ The zoning is there now to protect neighbors, but how projects affect neighborhoods requires a lot of time and input on the part of the community
- ❖ The WestWorld area is different than the traditional Airpark Area. The traditional area (south of the CAP Canal) should remain vital
- ❖ The area northeast of the Loop 101 is an area you may want to look at as a different area than the west side of the Loop 101. It is a transitional area.
  - This area provides views of the mountains
- ❖ The office building north of Northsight Park looks like a house. That’s a good way to transition into neighborhoods.
- ❖ Not everything should be a transition area