

# Greater Airpark Community Area Plan Priorities Workshop July 16, 2008

## Introduction

The Greater Airpark Community Area Plan project encourages the participation of business and property owners, community members, and organizations to develop a community-based vision for the Community Area Plan. As a follow-up to the Vision Series held on May 21<sup>st</sup> and 22<sup>nd</sup>, 2008 with over 100 community members that participated, this Priorities Workshop was intended to further discuss and refine priorities for the Greater Airpark area.

## Greater Airpark Priorities Workshop

The Priorities Workshop was held for the Greater Airpark area on Wednesday, July 16, 2008 from 6:30 pm to 8:30 pm with approximately 60 participants. The workshop started with a presentation on input received during the Vision Series on May 21<sup>st</sup> and 22<sup>nd</sup>, 2008 and summarized the priorities that emerged during the community discussion groups. After the presentation by RBF Consulting, participants were divided into groups of 6-8 people to review and refine one to three priorities of their choosing. Groups were asked to discuss and record their answers to a series of questions, which included:

- ◆ Why is this a high priority?
- ◆ Is there anything missing from the priority?
- ◆ How could this priority be expanded and elaborated?
- ◆ How could this priority be implemented?

Following these discussions, each group presented their top priorities, providing a brief overview of their discussion's outcomes. Concurrent to the small group discussions, each participant was asked to individually "vote" on the priorities for Greater Airpark by placing dots on a large wall chart next to the priorities that they felt were personally most important to them.



*Work on the Greater Airpark Community Area Plan to date was displayed.*



*Priorities Workshop participants*

### ***Community-Identified Draft Vision Themes from May 2008 Visioning Series:***

The following vision themes reflect the dialogue and comments received at all four community activities in May 2008. They represent the major themes that were heard from the community and provide a snapshot of the input received and were asked to be examined and prioritized in the July 16, 2008 workshop.

#### **Enhance Mobility, Identity, and Wayfinding**

While access and location are one of the greatest treasures of the Greater Airpark, internal circulation and mobility should be enhanced. Greater Airpark should continue to develop a well-connected transportation system with internal wayfinding and signage as well as better access to public transit. It should be obvious when a person is in the Greater Airpark area and when they are not. Gateways, design, and signage are imperative to achieving this vision.

#### **Promote Sustainability and Green Design**

The Greater Airpark should be a model for sustainability and green design. The city should encourage property owners to incorporate green construction, landscaping, and sustainable renovation practices in their properties.

#### **Maintain Existing Neighborhoods**

The Greater Airpark should continue to celebrate and maintain its existing, stable neighborhoods. In addition, transitions between residential and business in the Greater Airpark should be preserved and enhanced.

#### **Encourage Recreation and Open Space**

Neighborhood parks and open space are important to the success and well-being of the community. Continuing to maintain and expand parks, recreation, and open space opportunities is a priority for the Airpark community.

#### **Sustain and Enhance Aviation**

In 1942, the Scottsdale Airport began as a military training facility. Today the Greater Airpark is one of the areas largest employment centers in the region. The City should continue to preserve and cherish its roots in aviation by preserving and enhancing aviation-related businesses and entrepreneurial opportunities.

#### **Support, and Expand Business Diversity**

The great diversity of businesses in the Greater Airpark makes it the viable and successful location that it is today. Business diversity should be preserved and expanded, including the addition of new restaurants, retail, and recreation opportunities. In addition, the Greater Airpark should become a region/state/national destination that attracts visitors from various backgrounds (i.e. business travelers, families, seasonal residents, city residents, regional residents, vacationers, etc.).

#### **Encourage a Variety of Land Uses and Activities**

Homes provide the lifeline to the businesses in the Greater Airpark. Encouraging a variety of land use options in the area make Greater Airpark, a destination where you can truly live, work, and play. In addition, the incorporation of mixed-use should be encouraged to create an around the clock active and lively place as well as provide an “eyes on the street” design to encourage a sense of community and security.

**July Priorities Workshop Group Summaries:**

Group 1:

This group discussed the following three priorities:

- *Enhance Mobility, Identity, and Wayfinding:* The group felt that the priority needed to be expanded to include “tech” infrastructure, trolley circulation, and park-and-ride lots, as well as systematic road construction and light synchronization.
- *Maintain Existing Neighborhoods:* The group felt that this priority is important to balance the character of the area.
- *Support/Expand Business Diversity:* This was a high priority because of the desire for economic stimulus in the area.

Group 2:

This group discussed the following priorities:

- *Enhance Mobility, Identity, and Wayfinding:* The group felt this priority needed to be expanded to include park-and-ride lots, funding for paths, and wireless towers.
- *Promote Sustainability and Green Design:* The group felt this priority should be expanded to include recycling at offices, businesses, and multi-family housing complexes.



*Participants working in groups to review and analyze the draft Greater Airpark priorities*

Group 3:

Group 3 reviewed one existing priority and revised two other priorities:

- *Maintain Existing Neighborhoods:* Group 3 felt this was a high priority because it would provide stability and safety to the existing residents.
- *Sustainable Neighborhoods:* This priority should be revised to include sustainable design practices from solar and electric cars to shared parking, with the goal of using all green materials in the Greater Airpark.
- *Enhance Transportation:* This priority should be revised to include the promotion of alternatives to automobile use, including telecommuting, which would be implemented through better sidewalks, trees, solar, breezeways, and porous pavement.



Group 4:

This group expanded one existing priority and revised two priorities:

- *Enhance Mobility, Identity, and Wayfinding:* This group felt that this priority could be expanded to include mixed-use and pedestrian-friendly development as well as defining an “entrance” into the Greater Airpark.
- *Land Use Regulations – Flexibility/ Redevelopment:* The group revised the “encourage a variety of land uses and activities” theme to include higher density and mixed-use development, which could be implemented through special zoning districts/overlay, Planned Unit Development (PUD), or a Transit-Oriented Development (TOD).
- *Continue Airport Viability and Growth:* This priority is a revision to the “Sustain and Enhance Aviation” theme, in which the group focused on expanding diversity and sustainability in Greater Airpark through active participation of the economic development department and various experts in the field.

Group 5:

Group 5 felt that the following were high priorities:

- *Enhance Mobility, Identity, and Wayfinding*
- *Support and Expand Businesses Diversity*
- *Encourage a Variety of Land Uses and Activities*

Group 6:

This group discussed the following new priorities:

- *Mutually Supportive Residential and Businesses:* The group felt this was a high priority to provide security to neighborhoods and encourage businesses to grow.
- *Land Use Compatibility:* This priority included developing a notification area, communication plan for development review, and design guidelines for commercial uses adjacent to residential uses.
- *Attract More Businesses:* The group felt that a strong 20-50 year plan with unique design guidelines to keep goals in check would help to attract more businesses to the Greater Airpark.

Group 7:

Group 7 discussed three priorities, including:

- *Enhance Mobility, Identity, and Wayfinding:* The group felt this was a high priority, however, it needs to be expanded to include internal transportation and a trolley.
- *Maintain Existing Neighborhoods:* Group 7 felt that this priority could be expanded to include more open space.
- *Encourage a Variety of Land Uses and Business Diversity:* The group felt the priority should be expanded to include encouraging green industry into the Greater Airpark.



*Teams worked together to further refine the priorities developed during the May 2008 Vision Series.*

**Group 8:**

This group felt that the following were high priorities:

- *Enhance Mobility, Identity, and Wayfinding.* They would like to see a loop road around the airport runway.
- *Encourage a Variety of Land Uses and Activities.* They would like to see more mixed-use development.

**Individual Priorities**

The following are the individual priorities of each participant:

Priorities	# of Votes
Enhance Mobility, Identity, and Wayfinding	27
Maintain Existing Neighborhoods	25
Encourage a Variety of Land Uses and Activities	25
Support and Expand Business Diversity	22
Sustain and Enhance Aviation	17
Encourage Recreation and Open Space	11
Promote Sustainability and Green Design	9

**Revised Greater Airpark Priorities**

The following priorities reflect the dialogue and comments received at the Priorities Workshop. They represent the major themes that were heard from the community and provide a snapshot of the input received.

**Enhance Mobility, Identity, and Wayfinding**

While access and location are one of the greatest assets of the Greater Airpark, internal circulation and mobility should be enhanced. Greater Airpark should continue to develop a well-connected transportation system with internal wayfinding and signage as well as better access to public transit, a trolley system, park-and-ride lots, bicycle facilities and pedestrian pathways. Defining gateways and entrances into the Greater Airpark are imperative to achieving this vision. It should be obvious when a person is in the Greater Airpark area and when they are not.

**Maintain and Protect Existing Neighborhoods**

The Greater Airpark should continue to maintain its existing, stable neighborhoods and neighborhood open spaces. Transitions between residential and business areas in the Greater Airpark should be preserved and enhanced, providing a mutually supportive environment where both residents and businesses thrive.



*Participants choosing their top individual priorities*

### **Encourage a Variety of Land Uses and Activities**

People provide the lifeline to the businesses in the Greater Airpark. Encouraging a variety of land uses in the area help make Greater Airpark a destination where people can live, work, and play. The incorporation of mixed-use development helps to create an around-the-clock active and lively place, as well as to encourage a sense of community and security. New developments and activities in the Greater Airpark, however, should be compatible with and compliment existing land uses.

### **Support and Expand Business Diversity**

The great diversity of businesses in the Greater Airpark makes it the viable and successful location that it is today. Business diversity should be preserved and expanded, including the addition of new restaurants, retail, and recreation opportunities. In addition, the Greater Airpark should continue toward becoming a well-designed regional, state and national destination that attracts new businesses and visitors from various backgrounds (i.e. business travelers, families, seasonal residents, City residents, regional residents, vacationers, etc.).

### **Sustain and Enhance Aviation**

In 1942, the Scottsdale Airport began as a military training facility. Today the Greater Airpark is one of the areas largest employment centers in the region. The City should continue to sustain and enhance its roots in aviation by preserving and promoting growth of aviation-related businesses, continuing to support and maintain the Scottsdale Airport and promoting entrepreneurial opportunities.

### **Encourage Recreation and Open Space**

Neighborhood parks and open space are important to the success and well-being of the community. Continuing to maintain and expand parks, recreation, and open space opportunities is a priority for the Greater Airpark community.

### **Promote Sustainability and Green Design**

The Greater Airpark should be a model for sustainability and green design. The City should encourage property owners to incorporate green construction, landscaping, and sustainable renovation practices for residential and business development. Additionally, the Greater Airpark should promote sustainability through multi-modal public transit, diverse modes of transportation (like bicycling, walking, trolleys, etc), pedestrian connectivity, recycling programs, economic diversity and high-tech infrastructure (i.e. wi-fi).

## **Conclusions**

The priorities presented in this summary report and Vision Series summary report reflect the dialogue and comments received at all community activities during the May 2008 Vision Series and the July 2008 Priorities Workshop. They represent the major themes that were heard from the community and provide a snapshot of the input received.

The success of the Greater Airpark Community Area Plan will be measured in part on successfully bringing people together to discuss their visions for the future of the area. The Greater Airpark Priorities Workshop was the second in a series of workshops and other activities to bring together residents, businesses, and stakeholders. Additional opportunities for community involvement will help to further define the vision for Greater Airpark and determine how to make that vision a reality.