

**September 21, 2009**

## **Vision for the Airpark's Next 20 Years**

--Mary Vandevord, AICP, Planner, Advance Planning Services

Based on extensive public input, the City of Scottsdale last month unveiled the future vision for the Airpark. City planners are now asking for feedback from the Airpark community. It is important to let the city know your thoughts on the plan because it will guide decisions that ultimately affect businesses and properties in the Airpark.

View the draft plan at: <http://www.scottsdaleaz.gov/planning/areaplans/GreaterAirparkCAP.asp>.

The Greater Airpark Community Area Plan is a roadmap for the future for the Airpark area. It provides the framework for the city's day-to-day decision making about the Airpark. Without this "roadmap," there would be no guidance or certainty on where greater building heights may be located or where restaurants and housing are appropriate. The plan also recommends specific programs and facilities that will be needed to carry out its vision for the future.

The following are highlights from the Draft Plan:

### Vision

As a recognized destination of national and international commerce, the Greater Scottsdale Airpark will continue to evolve as an unparalleled place to do business, innovate, discover, captivate, and dwell.

### Mobility and Wayfinding

Strengthen public transit and improve its convenience and predictability through the connection of major activity centers and regional destinations.

Create a partnership among businesses, property owners, community groups, and the city to reduce automobile traffic in the Airpark. This partnership is sometimes called a Transportation Management Authority (TMA). The group could encourage employee telecommuting, staggered work hours, carpooling, and guaranteed ride-home programs for transit or carpool users, for example.

Develop a ring road around the Scottsdale Airport to help reduce vehicular traffic volumes, particularly on Scottsdale Road and Frank Lloyd Wright Boulevard. The "Ring Road" is an important unifying feature for the area. Not only will it improve traffic flow, but it may also spur redevelopment. For the city to expedite the process, property owners will be asked for right-of-way in exchange for greater height and/or density. The city will also help to facilitate relocation of businesses during construction of the road.

In 2008, Airpark community members prioritized the following as most important to the future of the Airpark:

- Mobility and wayfinding;
- Existing neighborhoods;
- A variety of activities;
- Business diversity;
- Aviation;
- Recreation and open spaces;
- Sustainability and green design;
- Identity and architecture; and
- Regional economic role.

### Identity and Architecture

Identify gateways, corridors, and special intersections, highlighting them with entry markers, signs, landmarks, public art, and/or unique architectural features. For example, Greenway-Hayden Loop could be created as the “Main Street” of the Airpark, with street cafes and plazas incorporated along the corridor.

Enhance the identity of the Airpark through a branding and sign program. This program will only be successful if businesses, property owners and other stakeholders collaborate with the city.

### Business Diversity

Support the growth of high-tech and clean technology industries, as well as national and global tourism. Add higher education opportunities to attract and retain Airpark workers, particularly focusing on high-tech and bio-technology education.

### Neighborhoods

Sustain and enhance the existing neighborhoods in and around the Airpark, and create new “complete,” mixed-use neighborhoods in the Greater Airpark. These neighborhoods promote high-density residential located within walking distance of essential services, such as grocery stores and drugstores.

### Mix of Activities

Strengthen the variety of activities in the area through mixed-use development. Encourage the Scottsdale Road and Loop 101 corridors to become mixed-use in the future.

Provide a range of building types, with taller buildings located northwest of the Airport and along the southern and western sides of the Loop 101 Freeway. The plan does not provide specific recommendations on building height, but it recommends an update to the Zoning Ordinance which regulates height.

### Aviation

Develop an aviation land-use designation, which includes the Scottsdale Airport and taxilane properties. Incorporate an aviation theme throughout the Airpark using symbols, signs, and public art.

Specific policies on Airport operations are included in the Airport Strategic Business Plan and not included in the Community Area Plan. For information on the Strategic Business Plan, please visit: <http://www.scottsdaleaz.gov/airport.asp>

### **Airpark Zoning District**

A recommended change in the Draft Plan is to create an Airpark-only Zoning District. This district, originally called Planned Commerce Park (PCP), will integrate many concepts in the plan. This includes height allowances, performance-based incentives, and mixed-use development.

The public outreach process for the Airpark (PCP) Zoning District will begin in early 2010.

### Recreation and Open Space

Create a network of open spaces throughout the Greater Airpark. As the area develops north of Frank Lloyd Wright Boulevard, create additional parks. As the area redevelops south of Frank Lloyd Wright Boulevard, incorporate plazas and smaller pocket parks.

Designate an open space and regional tourism corridor along the Central Arizona Project aqueduct to include the TPC Golf Course and WestWorld.

### Sustainable and Green Designs

Promote energy-efficient buildings throughout the Airpark, and provide incentives for developments that achieve significant reductions in energy use or net-zero energy efficiency.

### Infrastructure

Provide adequate public facilities and services to extend the long-term vitality of the Airpark.

Enhance power and communication systems to provide broader and more efficient service. Upgrade water, sewer, street and drainage infrastructure to accommodate growth over the next two decades. Drainage and water systems are the two top priorities to upgrade as the area redevelops.

### Next Steps

City planners are asking for the community's input and feedback on the draft plan through December. If you or your group would like to arrange a briefing on the draft plan, please e-mail [AirparkPlan@scottsdaleaz.gov](mailto:AirparkPlan@scottsdaleaz.gov) or contact the Planning Department at (480) 312-7800.

Community members can receive updates and comment on the draft plan online at: <http://www.scottsdaleaz.gov/planning/areaplans/GreaterAirparkCAP.asp>.