

# Greater Airpark Community Area Plan Vision Series May 21<sup>st</sup> and 22<sup>nd</sup>, 2008

## Introduction

The Greater Airpark Community Area Plan project encourages the participation of business and property owners, residents, and organizations to develop a community-based vision for the Community Area Plan. To kick-off the project, an intensive Vision Series including three Business Cafes and a Visioning Workshop was held on May 21<sup>st</sup> and 22<sup>nd</sup>, 2008.

## Greater Airpark Vision Series

Over the course of two days, over 100 Greater Airpark business owners, property owners, residents, and stakeholder groups worked together to develop a vision for the Greater Airpark.

Help create the vision for Greater Airpark. This is your chance to be heard!

### Greater Airpark Community Area Plan Visioning Series, May 21st and 22nd, 2008

Wednesday, May 21, 2008	Thursday, May 22, 2008
<p><b>Business Café</b></p> <p>During these meetings business and property owners will have a chance to discuss their ideas, issues, and opportunities for the future of Greater Airpark.</p> <p><b>Business Café #1:</b> 7:30 – 9:00 am  <b>Business Café #2:</b> 12:00 – 1:30 pm  <b>Business Café #3:</b> 6:00 – 8:30 pm                      AltTel Ice Den                      9375 E Bell Road</p>	<p><b>Visioning Workshop</b></p> <p>Attend this interactive Visioning Workshop to take part in a number of interactive exercises to identify community values, priorities, and visions for the future of Greater Airpark.</p> <p><b>Community Visioning Workshop</b>                      6:00 – 9:00 pm                      Zuni Elementary School                      9181 E Redfield Road</p>

**For more information:**  
 Contact the City of Scottsdale Advance Planning Division at 480.312.7990 or sign up for Greater Airpark Plan updates by visiting <http://www.scottsdaleaz.gov/planning/areaplans/GreaterAirparkCAP.asp>.

### Business Environment

- ✓ With the current trends in reinvestment in the Airpark Area, do you see it as a viable location for business over the next ten years? What do you think would help it become more viable?
- ✓ What policies do you feel the City should adopt that would help the Airpark Area business environment?

### Market

- ✓ How do you see the market for your goods/services changing in the next ten years?
- ✓ What market sectors would you like to see added to the Greater Airpark Area mix of land uses over the next decade (i.e. more offices, more hotels, residential, specific types of retailers, etc)?

**Strengths/Improvements/Visions**

- ✓ What are the strengths of the Airpark Area that should be maintained for the future?
- ✓ If you could improve or change one thing about the Airpark Area, what would it be?

Key ideas that were expressed during these Business Cafes included the following:

**Business Environment**

- Preserve views of the mountains
- Sustainable development/ LEED Buildings
- Branding
- Incentives for hangar conversions
- Increase building heights and open space
- Bring in pedestrian traffic
- Develop stronger relationships between businesses in the airpark
- Add light manufacturing
- Code enforcement
- Protect residential areas with buffering
- Better promotion as a destination place

**Market**

- More flexibility for redevelopment of older industrial areas
- Add research and lab space
- Health care
- Mixed-use; more dense development with a variety of offices, retail, hotels, residential in pedestrian friendly
- Transit Oriented Development
- Restaurants with a view of the runway

**Strengths/ Improvements/ Visions**

- Transportation connections for employees to and from the Airpark (transit, park and ride, shuttles, etc)
- East/west connections are poor
- Need to bring in some new big businesses, while supporting the smaller businesses
- Need a plan to keep the airport
- Restaurants are needed for employees
- Need a wayfinding system



*Business Café discussions*

- Noise issues are being resolved by new, quieter aircraft
- Continue to maintain airpark as an employment center
- Work on getting community awareness/ commitment in the airpark
- Provide a mix of housing close to the airpark for employees
- Higher density/ mixed use development
- Need improvements in infrastructure and technology (i.e. fiber optics)
- Difference in height requirements from City and Airport
- Continue to keep good business diversity
- Encourage redevelopment of older buildings
- West World and events are assets
- Traffic congestion continues to be a problem



*Participant summarizing his group's vision statement*

## Visioning Workshop

In addition to the three Business Café's, one Visioning Workshop was held on Thursday, May 22<sup>nd</sup>, 2008 to provide an opportunity for community members to learn more about the Community Area Plan process and provide their thoughts and ideas. Following a short background on the Greater Airpark Community Area Plan and process, community members were asked three open-ended questions:

- ✓ What are Greater Airparks **treasures**?
- ✓ What are Greater Airparks **challenges**?
- ✓ What are your **visions** for Greater Airpark?



*Post-It Note Visioning exercise*



*Group working on their vision statements*

Participants recorded three responses to each question on separate Post-it Notes and placed them on the wall. Post-it Notes were then grouped according to topic and a summary was presented back to the group for additional comments and discussion.

<u>Treasures</u>	<u>Challenges</u>	<u>Visions</u>
<ul style="list-style-type: none"> <li>▪ Location and easy access</li> <li>▪ Aviation</li> <li>▪ Neighborhood Character</li> <li>▪ Recreation</li> <li>▪ Retail/ Restaurants</li> <li>▪ Business Diversity</li> <li>▪ Low-scale Development</li> <li>▪ The Airpark News</li> </ul>	<ul style="list-style-type: none"> <li>▪ Retaining neighborhood character</li> <li>▪ Cost of land</li> <li>▪ Noise</li> <li>▪ Neighborhood Preservation</li> <li>▪ Transportation and circulation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Balanced residential and business growth</li> <li>▪ More amenities and recreation</li> <li>▪ Quality neighborhoods</li> <li>▪ Transportation and circulation</li> <li>▪ Entertainment</li> <li>▪ Safety</li> <li>▪ Green development</li> </ul>

Following this summary, participants were asked to form small groups to further discuss and define the vision for Greater Airpark. Groups were given an oversized worksheet and asked to draft a vision statement for Greater Airpark and define specific actions to achieve that vision. Groups were invited to present their vision statements and ideas to the entire group.

Vision statements developed by the groups included the following:

*“[Our vision for the Greater Airpark is]*

- *To establish a diverse mix for commercial, retail and residential*
- *Create a unique blend that respects surrounding neighborhoods and the needs of residents.*
- *Enable the workforce to move around the Airpark freely.*
- *Enable residents to maintain privacy*
- *Create a unique area that includes green buffer zones”*

*“[We] like what we have, blend what we have – keep the “wow” factor – visionary community. Maintain what we*

Greater Airpark Community Area Plan Visioning Workshop Worksheet		
Brainstorm Priorities	Vision Statement	Action Steps
		Date: Location: Group Members:

*Visioning Workshop Group Worksheet*

*have – sensitivity with neighborhoods.”*

*“Protecting residential interests, enhancing Airpark through:*

- *Green redesign/energy efficient*
- *Controlling traffic flow*
- *Increase security [through]*
  - *Gated roads at night*
  - *Non thoroughfare [streets]*
- *Improved parking district”*

*“[Greater Airpark is] sensitive to neighborhoods, a model of green building standards with an efficient, effective circulation system, while generating substantial revenue for the City.”*

## **Draft Vision Themes and Priorities**

The following vision themes and priorities reflect the dialogue and comments received at all four community activities. 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 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.

## **Conclusions**

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. To this end, over 100 Greater Airpark business owners, property owners, residents, and stakeholders have worked to together during this two-day process to help develop a draft vision for the Greater Airpark Area.

The vision priorities presented in this summary report reflect the dialogue and comments received at all four community activities. They represent the major themes that were heard from the community and provide a snapshot of the input received. These vision priorities will be further refined at the Priorities Workshop on July 16, 2008 to ensure that the framework and overall vision for the Greater Airpark Community Area Plan truly contributes to a community-based plan.