

GREATER AIRPARK COMMUNITY AREA PLAN



MOBILITY 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 ten 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. What is working well in the Greater Airpark as it relates to mobility?

- ❖ Specific Areas:
 - The west side of the Scottsdale Airport runway is less congested than the east side of the runway because the buildings are better spaced
 - The area north of Frank Lloyd Wright Boulevard is working well
 - The area north of the CAP Canal has better traffic because the roads are wider
 - Cactus Road and Raintree Drive work well
 - Thunderbird Road does not connect to the Loop 101 which preserves the park and equestrian area for families
 - Disagreement- The connection would help with congestion
- ❖ The current number of arterial streets—bringing another arterial into the mix would be a disaster because it would cause more congestion
- ❖ Circulation/ getting around is confusing at first, but it does not take that long to get around the area
- ❖ Air traffic is great
- ❖ Not much
- ❖ The fact that there is not a tunnel under the runway
 - Disagreement- this would be beneficial
- ❖ The ability to turn left onto Hayden

1b. What needs to be improved?

- ❖ It is a maze to get in and around the Airport
- ❖ Traffic is worse during special events
 - “We can live with the special events”
- ❖ Specific areas:
 - Redfield Road is a problem (congested)
 - It is harder to get around the area south of the CAP Canal
 - Add a right-turn lane at Hayden Road and Raintree Drive
 - The intersection of Frank Lloyd Wright Boulevard, Hayden Road and the Loop 101 is a bottleneck
 - Need a way to get onto the Loop 101 southbound between Frank Lloyd Wright Boulevard/Hayden Road and Raintree Drive
- ❖ The Airport causes circulation problems east to west because of how it is situated
- ❖ The street names are confusing--- some streets have the same name (i.e. Greenway-Hayden Loop, Hayden Road, Greenway Road, Bell Road, Redfield Road, etc); “even MapQuest is confused”
- ❖ The street layout is difficult to navigate, “nothing is square”

- ❖ Need a tunnel under the Airport for Redfield Road to Butherus Drive
 - Disagreement- It would be too costly and the circulation east to west is only slightly inconvenient; the long-term maintenance is too costly
- ❖ Public transit should be increased to bring employees in from other parts of the Valley
 - Need various transit connector methods
 - Need public circulators or shuttles
 - Should connect to neighborhoods and businesses
- ❖ Circulation east to west is the biggest problem—it is hard to get to the Loop 101/Pima Freeway
- ❖ The 90-degree shape of the Loop 101 Freeway is an issue
- ❖ Difficult to get around at lunchtime
 - Especially along the Loop 101 frontage road
- ❖ Rush hour is bad, especially at Raintree Drive. People wait through multiple traffic signals. There are also many accidents on Raintree Drive
- ❖ Traffic signal timing needs to be better managed
 - Engineers manage the traffic toward arterials
- ❖ Directional signage (wayfinding systems) are needed
- ❖ Pedestrians are not encouraged in the area
- ❖ Businesses need better accessibility
- ❖ Wayfinding methods to consider:
 - Landmarks
 - Reduction of street name duplication
 - Monument signs, especially on side streets
 - Tasteful signs
- ❖ Need more recreational mobility like multi-use paths, trails and park facilities
- ❖ Look at tying the transportation system in with surrounding communities like Phoenix

2. Do you view the area south of the canal differently than the area north of the canal?

- ❖ North is definitely different than the south portion of the area
- ❖ There are different needs today for each of those two areas, but in 10 years, the two areas may have the same issues
- ❖ Use a two-pronged approach, plan for the issues in the northern portion now, before they get worse
- ❖ The TPC Golf Course is a barrier, similar to the Airport
- ❖ South of the CAP Canal in the Costco area, is overdeveloped and has caused traffic problems—ingress and egress capacities need to be examined in new development
- ❖ Need to manage development north of the CAP Canal to prevent traffic congestion
- ❖ The northern portion handles circulation well

3a. How do you get in and around the Greater Airpark today?

- ❖ Drive (all participants stated)
- ❖ Bicycle (some participants)
- ❖ Walk
- ❖ Used to ride horses
- ❖ “I actually bike and walk to actual places”
- ❖ Recreational biking in the neighborhood
- ❖ “I rollerblade to work, but Bell Road’s decorative paving makes it difficult.”
 - Would do it more often if the transportation ways were more user-friendly

3b. In 10 or 20 years, how do you envision yourself getting around the Greater Airpark?

- ❖ It depends on what kind of transportation is provided
- ❖ For getting around the Airpark only—build a “mini-monorail” that goes to different business areas
- ❖ Include a trolley/circulator to get around the Airpark
 - Would employees use it?
 - Yes, if it exists
 - Yes, if there is a collection area off of the express routes to drop people off at businesses that continues throughout the day
 - It could help relieve congestion
- ❖ There are two different users:
 - People going to work
 - People who live nearby and want to go to Airpark destinations/shopping
- ❖ Mass transit needs to be increased—the amount proposed may not be enough
 - Ask people “at what point are you frustrated with driving?” It needs to be user-friendly and time-saving
 - Put alternative options at problem spots (areas with much traffic congestion)
 - Make it in people’s economic interest to use other modes of travel
 - Provide incentives
 - Make public transit free around the Airpark
- ❖ Light rail is a possibility
 - Example: San Diego Airport has a bus to light rail that will take you to your destination without ever getting in a car. It is so easy
 - If it is a possibility, it should be on the Loop 101 and connect to bus lines that take you to Airpark destinations
 - We do not support buses right now, how would we support a light rail system?
- ❖ We are a car culture

- ❖ Like the idea that places like JDA Software are coming here. It is good for the community as a whole—but there's no affordable housing; so, those that work here may not be able to live here
- ❖ People will still want to drive
- ❖ Businesses need transportation plans for employees
 - Businesses need solutions and options to get their employees to work
 - Try staggered work hours to reduce traffic congestion
 - Avoid impeding resident mobility
- ❖ Walking
 - Business-type people in suits will not walk three blocks
 - It is hard to convince people to change behavior
- ❖ Install a people-mover (a gondola/ski lift-like apparatus to move people around)
- ❖ Directing people to get around the area:
 - Use landmarks like Costco, Wal-Mart, Best Buy, Loop 101
 - Current street names are not used in directing people because they are too confusing and hard to read
 - Need monument signage so people can find places
- ❖ Consider for the future:
 - Seasons, especially summer temperatures
 - The population demographic—how do they want to get around?
 - What are the needs of the area?

4. What are your views on parking in the Greater Airpark?

- ❖ Park and rides would enable people to take the bus to Airpark destinations
- ❖ WestWorld has plenty of parking
- ❖ Need enhanced parking requirements for businesses and contractors
- ❖ Businesses do not have enough parking for their customers
- ❖ JDA Software has a good number of parking spaces
- ❖ Older areas need more parking
- ❖ People park on the street and trucks have a hard time pulling in
- ❖ The smaller offices change hands often—parking dynamics are different
- ❖ Need satellite parking with people movers connecting to it
- ❖ Need parking incentives:
 - Staggered work hours would relieve some difficulties
 - Wage benefits
 - Free public transportation that connects to parking lots
 - Easy-to-use circulator system
- ❖ Need to establish and define parking goals

5. Do you have anything else to add?

- ❖ Recreational mobility is important. DC Ranch is a good example of trails
- ❖ Would like to see more bicycle lanes
- ❖ Northsight Park trail is great
- ❖ Do not sacrifice charm elements, like parks
- ❖ The Airport is important—people need access to aviation services. Do not lose the importance of the Airport in decisions.
- ❖ Users of the Airport need transportation connections for clients when they get off the plane.
- ❖ The TPC Golf Course needs access to transportation services as well
- ❖ The biggest issue is the vision for the area. Should people pass through the area? Until the goals are known, a solution cannot be created
- ❖ A major goal is getting employees and business owners in the area. This needs to be solved and will help the residents that live here.
- ❖ Need to tie the transportation system to the Salt River Pima Maricopa Indian Community because they will also have a large number of employees coming in, in a few years
- ❖ Maintain the character of the Airpark and Downtown
- ❖ Prefer access from the Loop 101 to Thunderbird Road not happen and would like a commitment in the plan.