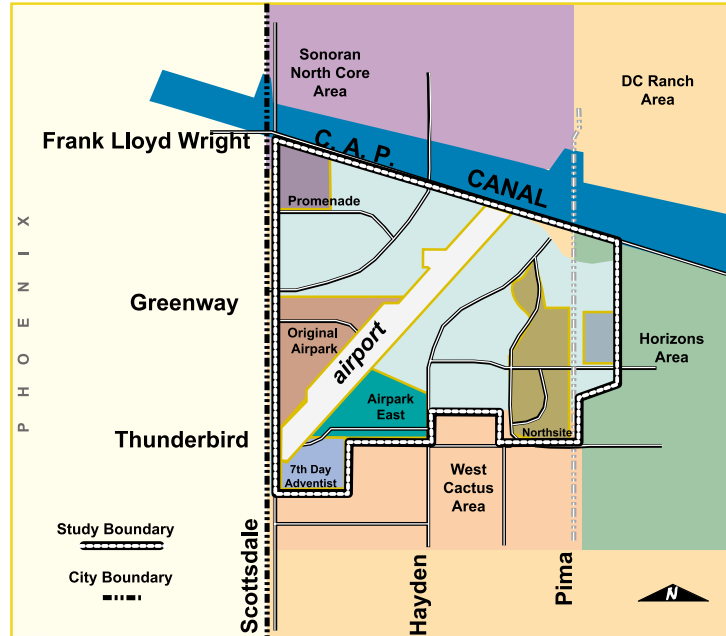


# AIRPARK CORE CHARACTER AREA

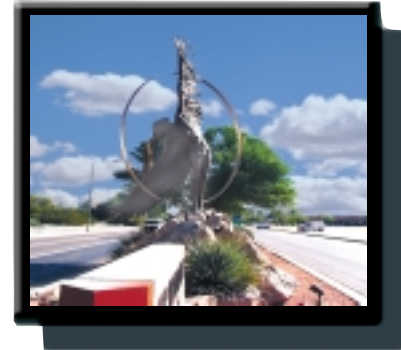
## General Description of the Area:

This area is bounded on the north by the Central Arizona Project Aqueduct, on the east by Pima Road and 90th Street, and on the south by several low density residential areas between Sutton and Redfield Roads. Scottsdale Road acts as the western boundary. The City of Phoenix is west of the area adjacent to Scottsdale Road. Most of the lands within the City of Phoenix are part of major master planned developments.



## Overview of the Area:

The area was first developed in the early 1940's, with a privatized pilot training base. The base was the training home for pilots from all over the world. After World War II the base and surrounding lands were dormant. The city took over the airfield in the mid-1960's. At the same time the first developments for an industrial park were built, with many individual lots having off airport taxiway access. This airport's configuration has been studied and copied by airport developers across the nation as well as in many foreign countries.



**Character Features and Elements:**

Since the land is generally flat and the natural vegetation sparse, the airfield and associated buildings have been the visual landmark for this area. On one hand, the airport creates a large open area in the midst of major buildings, yet on the other hand, it blocks the direct connection between adjacent neighborhoods on each side of the Airpark. The predominant design character is a contemporary southwest architecture. Concrete and block construction are most prevalent. Metal, either painted or polished, is typically used for details with limited amounts of wood, tile, and stone being used. Sites which were built before 1980, used turf and traditional trees, such as Eucalyptus and Pine, as the landscape pallet. Most sites built after 1980, have used arid or nativeplant materials. Wide landscaped buffers occur across most of the south edge. Extra landscaping setbacks have been provided along much of the Hayden Road and Frank Lloyd Wright Boulevard frontages.



**How This Area Fits into Community:**

This area is the largest concentration of employment in the city, as well as southwest. It provides for a range of businesses from small start-up companies to regional headquarters for large corporations. Most of the business activity in the formative years of the area was light manufacturing, distribution, and professional offices. Recently, the business mix has become much more diverse with growing activity in the services, automotive, retail, and financial sectors. The area is a major revenue generator for both the city and the local school districts. It is also becoming a core for uses in the northeast quadrant of the municipal region.