

## Arizona Republic

Estimated printed pages: 2

April 15, 2007

**Section:** Business

**Edition:** Final Chaser

**Page:** D4

### NEW BOUNDARIES MEAN BIGGER ECONOMIC IMPACT FOR SCOTTSDALE AIRPARK

*Jane Larson, The Arizona Republic*

Revising the boundaries of the Scottsdale Airpark automatically will boost the number of employees and residents in the area, redefining it as even more of an economic powerhouse.

Already the area is home to approximately 2,550 companies. A growing number of office buildings house companies such as Allied Waste, Go Daddy, Vanguard and others. The Westin Kierland Resort is within its boundaries, along with numerous light industrial and retail properties.

Maricopa Association of Governments, the group representing more than 20 local governments and Indian tribes, is updating its 2003 socio-economic projections with 2007 data. Due out this year, the projections will include the latest estimates of employment in the Scottsdale Airpark and elsewhere in the Valley.

Its previous studies put the Airpark as the Valley's third-largest employment center, after downtown Phoenix and the area surrounding Phoenix Sky Harbor International Airport.

The Scottsdale Airpark has not yet reached build-out, when all available land is developed. When that might happen depends on a host of economic factors.

At build-out, senior planner Harry Higgins' latest projections say, the Airpark will have:

\* 78,490 employees.

\* 113,916 off-street parking spaces.

\* 3,711 hotel rooms.

\* A population of 14,501 with an average household income of \$86,900 a year.

\* A total of 820,893 vehicle "trip ends" each weekday. A trip end is a trip that begins or ends in the area, whether it is a resident cruising to the grocery store or a worker zooming home from an Airpark business.

The redrawing of boundaries is part of the city's Community Planning Area process. The Airpark would be one of six planning areas serving as the foundation for the city's General Plan, which is updated every 10 years.

Airpark leasing expert Jim Keeley of Colliers International has already expanded the Airpark boundaries he uses for his annual Greater Scottsdale Airpark 2010 Report.

Keeley defines the area as Thunderbird Road on the south, 90th Street on the east, Loop 101 on the north and 64th Street on the west. The area takes in the Perimeter Center, new developments at Scottsdale Road and Loop 101, and the Kierland Commons shopping complex.

When Keeley started his report in 1989, he also used Scottsdale Road as the western edge and Frank Lloyd Wright Boulevard as the northern boundary. He switched about 10 years ago, when the freeway and the Perimeter Center went in, he said.

His latest estimate put the Airpark at more than 50,000 employees, on its way to 60,000 in 2010. Keeley thinks the Airpark will reach build-out in about 10 years.

CAPTION: Scottsdale Airpark expanding

---

Copyright (c) The Arizona Republic. All rights reserved. Reproduced with the permission of Gannett Co., Inc. by NewsBank, inc.