

# TEMPE STREETCAR



## QUALITATIVE LAND USE AND ECONOMIC DEVELOPMENT TEMPLATE

April 2011



## EXISTING LAND USE *Address the following issues in a 1-2 page narrative:*

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*What is the general character of land use in the proposed New Starts station areas (e.g., types of uses, density of development, pedestrian-oriented design features)?*

Tempe is considered by many as the Phoenix metropolitan area's only true walkable, urban environment (Appendix A – Location Map). Downtown Tempe (*Mill Avenue District*) anchors the Tempe Streetcar corridor on the north and features attractions, events, arts, sports, retail, dining, leisure, housing and more. Daily pedestrian traffic in the Mill Avenue District is driven by the over 4 million annual visitors, over 22,000 employees and 17,000 residents in the Central Business District, and the pedestrian-friendly Arizona State University (ASU) main campus with over 65,000 students, faculty and staff. Tempe's ranking as Arizona's most walkable city (walkscore.com) as well as numerous transit and environmental awards provide evidence of the City's focus on urban design and quality of life (Supporting Document 1 – Tempe Awards List).

The Tempe Streetcar corridor extends south from Rio Salado Parkway through the downtown, past ASU, residential urban infill, historic neighborhoods and a mix of retail and office commercial centers before terminating at a commercial redevelopment area at Southern Avenue<sup>1</sup>. As a result of the close interplay and operating characteristics between the Streetcar and the street activities, the corridor is described here, rather than the 13 proposed stops along the streetcar line. Stop areas were carefully selected to provide access to adjacent land uses and transit connections. Land use within the proposed Tempe Streetcar corridor is generally urban with a mix of residential (both single- and multi-family), industrial, commercial/retail, and educational.

**Downtown Tempe:** The corridor is anchored on the north by the Tempe Town Lake (the second-most popular tourist attraction in the state after the Grand Canyon). The Mill Avenue District is considered a traditional downtown center focused on street-oriented mixed use development and significant pedestrian activity associated with ASU, tourism, employment and housing, and is the premier destination for urban activity in the Valley. In the Mill Avenue District, the loop alignment concept will serve both major north/south streets of the downtown and a critical east west link along Rio Salado Parkway. Development in the corridor consists of historic structures (both national and local registers), modern mixed-use infill, and redevelopment opportunities. This portion of the streetcar alignment is immediately adjacent to ASU, Tempe City Hall, major employers like Chase Bank and US Airways, the regional Town Lake, and Tempe Beach Park (Appendix B – Activity Centers Map). In general, this is the core of the downtown, with central business district functions. Residential density (11,700 persons/sq. mi.) is a mix of housing with multi-family apartments, condominiums, and student housing; further west (within a ½ mile of the line) residential density is equally concentrated (Appendix C – E, Population Density Maps). This area has historically been a pedestrian-oriented district, with 8 to 16-foot sidewalks, continuous retail storefronts, and shade provided by buildings and a nearly continuous tree canopy. Pedestrian overlay and zoning requirements reinforce a continued commitment to pedestrian and transit emphasis in design. The District is also served by METRO's Light Rail at 3<sup>rd</sup> St and Mill Avenue; one of the busiest stations in Tempe.

**ASU/Historic Neighborhoods Area (Mill Avenue, University to Broadway):** The character of this one-mile segment, with several stops proposed, is a balance of Tempe's most historic neighborhoods, the ASU campus and facilities, and a mix of commercial uses. The area includes the historic neighborhoods of Maple Ash, University Park, and Date Palm Manor (Appendix F- Districts Map). These neighborhoods abut the

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<sup>1</sup> The termination of the line north of Southern Avenue is to allow the potential continuation of the line east along Southern to Rural Road.

corridor and present great opportunities for preservation and appropriate adjacent redevelopment. University Park has National Register of Historic Places and Tempe Historic designation and Date Palm Manor has Tempe Historic inclusion. Maple Ash, the closest to downtown, has several structures now occupied by local businesses; the adaptive re-use of these structures is a compliment to the streetcar concept. A streetcar line in proximity to these neighborhoods demonstrates a strong commitment to strengthen and support existing neighborhoods through infrastructure investment. This station area also includes a portion of the ASU campus with classrooms and research facilities, the Frank Lloyd Wright designed Gammage Auditorium and the Nelson Fine Arts Museum, both major regional facilities. Tempe St. Luke's Hospital (103-bed hospital campus and adjacent medical offices) is located along the corridor, adjacent to the Tempe High School (enrollment of 1,260). There are several minor commercial centers eligible for intensification or redevelopment. A major redevelopment opportunity at Mill and University Avenue is part of ASU's New American University Plan. This station area presents equal opportunity for neighborhood preservation and for commercial and ASU redevelopment. It has some of the highest single-family residential densities in the State with older, more compact grid system streets, the ASU campus and housing, and a highly-utilized existing transit system.

**Alameda/ Southern Area:** This stop area is predominantly small-scale commercial office space and single- and multi-family housing. The area provides a strong local connection for the alignment and includes local businesses that can be enhanced through the project. Though some infill development has occurred in the Alameda/Southern area, the character of the area remains similar to when it was built approximately 45-years ago. One-quarter mile to the west of the corridor, spanning this segment, is an area of business park development. Within the one-square mile area extending to the west to Priest Drive there are over 11,000 jobs (Appendix G – I, Employment Density Maps). While this is largely an area of single-family housing, a number of apartments and condominiums within ¼-mile of the corridor results in a population density of 5,800 people/sq. mile. The corridor is anchored on Southern Avenue by 55 acres of commercial development constructed primarily in the '60s and '70s, provides a major redevelopment opportunity.

*What major trip generators are served that are not reflected in the reported quantitative population and employment data (e.g., professional sports stadiums, colleges and universities, hospitals and medical centers)?*

Tempe, and the downtown area in particular, host numerous special events throughout the year totaling nearly one million in annual attendance. Examples include the *Insight Block Party* (over 100,000 attendees) each year at Tempe Beach Park, the bi-annual *Festival of the Arts* (over 150,000 attendees) in December and March each year, to the *Mill Avenue Farmers Market* which draws 1,000 people weekly to the 6<sup>th</sup> Street Park, east of Mill Avenue (see Appendix J – Table of Tempe Special Events).

Downtown Tempe is host to several national or regional corporate headquarters including US Airways, Limelight Productions and Chase Bank all of which serve as large employers and trip generators.

In addition to Arizona State University (ASU), the nation's largest university (2010 enrollment of 58,370, with an additional 10,600 faculty and staff), Tempe is home to a number of cultural and entertainment venues. ASU's Sun Devil Stadium (capacity 70,000), Gammage Auditorium (capacity 3,000), the Wells Fargo Arena (10,754-seat multi-purpose arena), and the Tempe Center for the Arts (two theaters with seating for 800) are several of the venues that draw nearly five million people annually to the proposed Streetcar corridor (Appendix K – Table of Entertainment and Cultural Attractions). In addition to providing pedestrian amenities and exhibiting a transit-supportive development pattern, Downtown Tempe is a cultural and business destination within the region.

*What are typical parking costs and supply (e.g., on-street, off-street lots, structured) in station areas?*

There are approximately 500 on-street parking spaces in the downtown with an hourly cost of \$1.50. Overall Downtown Tempe has over 12,000 public and private parking spaces. Structured parking is available at locations throughout the downtown and costs average \$12 day. Neighborhoods along the proposed streetcar line have established permit-only parking to enhance safety and preserve the character of the area.

Parking permits at the ASU Tempe campus range from \$210 (for remote parking) to \$780 annually, effectively discouraging the use of personal automobiles on the pedestrian-friendly campus (see Supporting Document 2– ASU Map). ASU is looking to expand its facilities (in part by developing existing surface parking areas) and more than double the percentage of students living on campus, while increasing parking spaces by less than seven percent.

As part of ASU’s commitment to sustainability, the University is supporting transit alternatives with programs such as the U-Pass, which provides a reduced fare, unlimited access on Valley Metro buses and the METRO light rail for ASU students and employees.

## TRANSIT SUPPORTIVE PLANS AND POLICIES

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**Address the following issues in a 2-3 page narrative:**

*What efforts have been undertaken to develop transit-supportive policies for the proposed Small Starts corridor (e.g., local comprehensive plans, subarea plans, economic development plans, transit station area planning activities)? Who is responsible, and what is the timeframe for completion of these efforts?*

The City of Tempe has a demonstrated record of implementing key transit-supportive plans and policies to encourage transit investments. Most notably, the City’s adopted General Plan and transit overlay offers strong policy support for transit oriented development (TOD) within the downtown and along the METRO light rail starter line which opened in 2008. The City of Tempe is also in the process of adopting additional polices and in revising zoning regulations to implement this policy vision along the proposed streetcar corridor. This effort (described below) is expected to be completed later this year (2011).

Tempe’s **General Plan** (2003) vision for the year 2030 is livability – “a community of vital neighborhoods, visually attractive, transit sensitive, with resident participation in making crucial decisions about the future” (see Supporting Document 3 – Tempe General Plan). A goal of the *Plan* is to “achieve a more balanced transportation system and reduce reliance on the automobile.”

Numerous statements throughout the *Plan* emphasize a commitment to transit and TOD, including: “Emphasize movement of people and goods instead of movement of cars”, “provide transportation options for access to work opportunities, essential services and recreational opportunities”, and “encourage people to walk and shop in areas near their workplaces, transit stops, residences or schools”.

Tempe’s *General Plan* contains a section entitled the **Pedestrian Network** which recognizes that pedestrian travel is an integral part of the city-wide transportation system. Census data shows that four percent of Tempe residents commute primarily by walking to work, within the proposed streetcar corridor it is seven percent.

The **Transportation Overlay District (TOD)** was adopted in 2006 to encourage appropriate land development and redevelopment that is consistent with and complementary to the community’s focused investment in transit, bicycle and pedestrian infrastructure in certain geographic areas of the City (Supporting Document 4 – Tempe Zoning and Development Code). The *TOD* established specific criteria for development within the “District” and “Station Areas” that includes requirements for street-side access, street coverage, fenestration requirements, pedestrian design standards, and permitted and prohibited uses – consistent with the objectives of the district. The *TOD* also increases the allowable maximum density, height and lot coverage of multi-family residential districts.

The City of Tempe is developing an “Opt-In” Provision for the *TOD* that would allow properties within one-half mile of the streetcar line to be added to the *TOD* (following a zoning amendment). This effort, led by the Community Development Department, is anticipated to be completed in 2011.

The City of Tempe is completing ***Station Area Planning (SAP)*** for the proposed streetcar line. The *TOD* ordinance codifies the *SAP* process to address the need for more detail regarding to appropriate land uses within the area and design and development guidelines to enhance the pedestrian environment and encourage transit ridership for the system. The Plan is scheduled to go before Council in December 2011.

Downtown Tempe Community, Inc. (DTC) is a private, non-profit organization created in 1993 that works in partnership with the City of Tempe to increase the value of the Mill Avenue District through enhanced management and promotional services.

Downtown Tempe Economic Development ***Shared Vision Strategy***, initiated in January 2011, will enhance and support the shared interests of the City Council, the Tempe Historic Preservation Commission, and the DTC in the ongoing success of the downtown area and the Mill Avenue Streetcar corridor.

The City of Tempe has committed a large amount of resources to make downtown a pedestrian-oriented environment and an attractive destination. Pedestrian improvements include improved crosswalks, benches and other street furniture, public art and other pedestrian amenities. Downtown development is built to the back of the sidewalk and street level space is dedicated to visible retail uses. Mill Avenue includes bike lanes, wide sidewalks and shade trees, further enhancing the safety and experience of non-motorized travelers. These elements make the area naturally predisposed towards transit supportive development. The final draft of the ***Downtown Tempe Streetscape Project*** was presented to the public in Fall 2010 (see Supporting Document 5 – *Downtown Tempe Streetscape Project*). The guidelines for streetscapes in the downtown area will enhance Mill Avenue and surrounding streets with additional shade and pedestrian amenities. Additionally, the guidelines encourage streets that support pedestrian and bike priority by incorporating elements such as pedestrian level lighting, public restrooms at specific locations, drinking fountains, functional/architectural shade, information kiosks, and are in keeping with ADA standards. It is anticipated these guidelines will be adopted in 2011.

A vital player in the City’s planning and policymaking are the many members of the public that participate in the boards, commissions, and ad hoc committees that provide research, understanding, insight, and individual and collective wisdom to the decision making process. The ***Neighborhood Advisory Commission, Development Review Commission and Transportation Commission*** meet regularly and their comments and concerns are considered in the decision making process.

ASU’s ***A New American University: Comprehensive Development Plan*** (2006) aggressively develops the campus’ 642 acres with increased research space, enrollment and on-campus housing. The Plan integrates the university with surrounding neighborhoods (see Supporting Document 6 – ASU Comprehensive Plan). ASU’s Parking and Transit Services (PTS) subsidizes a large portion of student transit passes. The Tempe Youth Transit Pass Program allows youth ages 6 to 18 (with proof of Tempe residency and age) to ride the bus and METRO light rail for free. As of February 20, 2010 there are approximately 4,600 youth enrolled in the program.

In 1996, Tempe passed a dedicated sales tax (one-half of one percent) for transit improvements. Tempe also provides free high frequency bus circulator services (Orbit, Flash Forward, Flash Back and Neighborhood Flash), serving downtown Tempe, ASU campus, and neighborhoods east, west, and south of these destinations. Because of its dedication to funding transit, Tempe has the highest number of bus miles per capita in the region, resulting in six million annual boardings, or nearly 20 percent of the region’s total boardings.

## Tempe Streetcar: Small Starts Template

### Qualitative Land Use and Economic Development

*What are the approximate or typical densities, types of uses, and mix of uses allowed under existing and/or proposed zoning in the proposed Small Starts station areas? How do existing and/or proposed zoning regulations support pedestrian-friendly design? What is the timeline for adopting changes to station-area zoning?*

**Downtown Tempe:** The City of Tempe is the densest city in Arizona and downtown Tempe is the densest area of the City. Existing zoning is primarily mixed-use (*Mixed-use Commercial and Residential* and *City Center* zoning districts) and *Multi-family Residential* (Appendix L – Zoning Map). The majority of existing multi-family zoning permits densities up to 25 dwelling units per acre, with building heights up to 40 feet. The City Center and *Mixed-use* district has no standard for density or height. Development in these districts include the Hayden Ferry Lakeside, consisting of 8- and 12-story office and residential towers. The existing zoning may allow increased building heights and multi-family residential densities through approval of a *Planned Area Development*. Much of the downtown is within the TOD overlay, which allows significantly increased lot coverage, increased building height, density and parking reductions. The TOD overlay also improves the pedestrian character of the district by establishing build-to lines that bring development closer to the street and sidewalk, and standards for ground floor uses. The proposed TOD overlay “Opt-in Provision” would extend the coverage of the TOD overlay to parcels within the corridor (excluding Single-family Residential zoning). Additionally, Cultural Resource Areas have been identified in land use planning which are considered culturally significant to the character of Tempe. It is desirable to maintain the character of these areas by setting underlying zoning as the highest appropriate density for these areas matching the zoning at the time this plan was adopted on December 4, 2003.

**ASU/Historic Neighborhoods Area:** The ASU campus provides housing to 13,000 students in 2010 and has 14 residence halls and 3 apartment buildings. On-campus living is encouraged for all incoming students and will likely continue to increase with enrollment. Aside from the ASU Campus, Tempe St. Luke’s Hospital and Tempe High School, this district is split between single-family residential and a mix of multi-family and commercial zoning. The single-family residential generally permits densities of approximately 4 dwelling units per acre, and the multi-family residential zoning generally permits densities up to 25 dwelling units per acre with building heights of three stories. The proposed TOD overlay “Opt-in Provision” would allow increases to the allowable heights, maximum density, and maximum lot coverage for approximately one-third of this district. The TOD overlay would improve the pedestrian character of the district by establishing build-to lines that bring development closer to the street and sidewalk, standards for ground floor uses.

**Alameda/ Southern Area:** This area of the corridor is slightly greater than one-half single-family zoning, generally permitting densities of 4 dwelling units per acre with building heights of two stories. Multi-family zoning covers one-fifth the area with allowable densities up to 25 dwelling units per acre. This area also includes approximately 70 acres of *Community Commercial and Services* zoning, which have been identified as potential redevelopment properties (i.e., “opportunity sites”) due to age and underdevelopment of the properties (Appendix M – Development Map). The proposed TOD overlay “Opt-in Provision”, would allow increased height to accommodate five stories with 50 percent increase in allowable lot coverage. Another fifth of the area is zoned industrial, which allows up to 35 maximum building height. This area is completely built-out with business park uses covering approximately one square mile with employment of over 11,000 people.

*What financial, regulatory, or other tools and incentives are available to promote transit-supportive development in station areas? Have these tools and incentives been applied in practice?*

**Tempe Enterprise Zone:** Designated area in which new and existing businesses may take advantage of benefits such as tax savings, preferred consideration for loans and job training programs administered by the Arizona Department of Commerce. The primary goal of the Tempe Enterprise Zone is to encourage economic vitality

in disadvantaged areas through the creation of new jobs, the enhancement of private investment and the strengthening of property values.

Tempe Economic Development Division: The City assists businesses in finding appropriate state and federal incentive programs.

Government Property Lease Excise Tax: the Government Property Lease Excise Tax (GPLET) can be levied on a building for which a certificate of occupancy has been issued, and that is available for use for any commercial, residential rental or industrial purpose.

HUD Section 108 Loan Fund: Projects assisted with this Section 108 loans will primarily benefit low and moderate-income individuals by creating jobs, and may also be used to help eliminate conditions of slum or blight, when deemed appropriate.

State Income Tax Credit for Qualified Research and Development: this program allows a company to receive tax credits for qualified research and development conducted in Arizona, including research conducted at a state university. The proposed streetcar line's proximity to ASU and opportunity sites make it well suited for businesses to take advantage of this tax credit.

CDBG Loan Fund: Provides technical assistance to small businesses in order to assist their growth and provide employment opportunities to low/moderate income persons.

Tempe Industrial Development Authority: private activity bonds that can be used for the construction of industrial and manufacturing facilities and equipment. The interest on the bonds is exempt from federal income tax for most bondholders.

Foreign Trade Zone Program: The FTZ is a secured area treated as though legally outside of the U.S. Customs territory where merchandise may be brought duty-free for purposes such as storage, repacking, display, assembly or manufacturing. Imports may be landed and stored quickly without full customs formalities. Arizona is the only state in the U.S. that has enacted special legislation that provides an 80 percent reduction in real and personal property taxes for companies qualifying for FTZ or sub-zone designation.

Community Reinvestment Act Loan Consortium: solicit banking institutions to pool some of the funds they have identified for CRA credits and create a loan fund for Downtown. The loan program will be focused on transit-oriented development & redevelopment along the alignment.

Small Business Development Corporation LRT-focused workshops: The Maricopa Community College Small Business Development Corporation (SBDC) is providing consulting services specifically for businesses along the LRT alignment. Topics include marketing, business planning, customer service and budgeting.

Discovery Triangle: The Discovery Triangle, encompassing the urban areas of Tempe and Phoenix and Papago Park is a collaborative effort to connect the assets of the region to form a coordinated, regional force for urban redevelopment.

## Performance and Impacts of Land Use Policies

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*Address the following issues in a 1-2 page narrative:*

*What examples exist of recent or proposed transit-supportive development in the Small Starts station areas, or in other areas served by transit in the jurisdiction?*

In the case of the proposed Tempe Streetcar, current conditions, trends, policies and planned development underpin a positive future for substantial transit supportive development (TSD) throughout the 2.6 mile

**Tempe Streetcar: Small Starts Template**  
Qualitative Land Use and Economic Development

Streetcar corridor (Appendix A – Location Map). The success, from both a ridership and related development viewpoint, of the recently opened METRO light rail transit (LRT) 20-mile starter system is the first indicator of favorable dynamics for TSD in the proposed corridor. The Tempe Streetcar has the ability to increase transit ridership in the corridor, connect neighborhoods, and encourage development and redevelopment. It will also connect to and serve the existing LRT transit network.

The development community has responded to the development of transit in the area with projects that are clearly transit supportive. This is evident along the recently completed LRT line where, as of December 2010, approximately \$5.4 billion in new development has been completed or is under construction along the LRT route (within ½ mile of a station) and an additional \$1.5 billion in projects have been proposed or are in the planning stages. This development contains nearly 17,000 residential units and over 100 million square feet of new commercial space. While the current economic climate has slowed throughout the region, areas adjacent to METRO along Apache Boulevard have continued to see urban infill and revitalization.

Along the Tempe Streetcar corridor, the numbers are equally impressive. Table 1 shows the anticipated development by opening year (2016) and projected for 2030 (Appendix M – Development Map, Appendix N – Table of Approved Developments).

Table 1. Development Projects within One-half Mile of the Proposed Streetcar Line

	<b>Complete or Under Construction</b>	<b>Proposed</b>
<b>Number of Projects</b>	15	8
<b>Residential Units</b>	1,374	1,734
<b>Commercial SF</b>	1,084,000	1,638,000
<b>Hotel Rooms</b>	640	1,538
<b>Dollars Invested</b>	\$X.X Billion	\$X.X Billion
<b>Total Investment</b>	\$X.X Billion	\$X.X Billion

The downtown loop is particularly attractive to higher density, transit supportive residential development. Higher density residential uses are generally occurring within mixed use projects that include retail and other supportive commercial development, further defining a transit supportive environment. The following transit-supportive projects are located in the vicinity of the proposed streetcar line and are anticipated to be built by 2016. A complete list of projects including additional transit-supportive projects to be built by 2030 are included in Appendix M – Development Map, and Appendix N – Table of Approved Developments. These projects are generally described below.

**Hayden Flour Mill:** Mixed-use redevelopment project with 15,000 SF retail space; 7,700 SF restaurant space; and 29,000 SF office space. *Project is approved for development.*

**Tempe Gateway:** Approximately 238,000 SF of office space and 25,000 SF of retail in a mixed-use 8-story building on Mill Avenue adjacent to the LRT. Property was purchased by Vulcan Real Estate in 2010 and is currently leasing space with direct access to transit hubs and major employment centers. *Project is complete.*

**3rd & Ash:** Mixed-use building planned to include 385,000 SF of office, 18,000 SF retail and 16,000 SF restaurant. *Project is approved for development.*

**Tempe Mission Palms Expansion:** Expansion of existing hotel by 200 rooms. *Project is approved.*

**Farmer Arts District:** Mixed-use development of 186 residential condominiums (including senior housing) and 54,000 SF of retail space. *Project is approved for development.*

**Fifth & Mill Building:** Project includes 19,000 SF commercial space and 1,600 SF retail. *Project is complete.*

**Marriott Residence Inn:** This 11-story, 185-room hotel includes ground floor restaurant and retail space. *Project is approved for development.*

**Lumina:** Project anticipated to include 272 residential units with over 5,000 SF restaurant in first phase. Subsequent phase to include 220 room hotel. *Project is approved for development.*

**Centerpoint Condominiums:** Two towers to house 364 residential units and 19,000 SF ground floor retail. *Project is under construction.*

**Centerpoint on Mill:** Project includes 256 hotel rooms, 434 residential units, 56,000 SF of retail development. *Project is approved for development.*

**7th & Mill:** 33,000 SF of retail in advance of 240 hotel rooms and 370 residential units to be developed as part of a later phase of development. *Project is proposed for development.*

**Block 12:** An ASU owned site proposed for 40,000 SF of office and an additional 80,000 SF of retail. *Project is proposed for development.*

**707 S Forest:** 100 residential units, anticipated for student housing.

**5th Street Studio's:** [note: additional information requested from City of Tempe]

**323 S Roosevelt:** [note: additional information requested from City of Tempe]

*To what extent do local and regional economic conditions and market trends support development in the corridor?*

In the 1990s, the state ranked second for growth in the nation, with 40 percent population growth (U.S. Census Bureau). From 2000 through 2010, Arizona ranked fifth with 25 percent growth. The state population is estimated at 6.4 million in April 2010. While the 2008-2010 period has seen a slowdown in development due to national and statewide economic conditions, expectations are that the larger Phoenix Metropolitan area (and downtown Tempe in particular) will come back strong as the overall national economic condition improves.

There are significant signs of stabilization that point to the inherent competitive advantage of Tempe relative to the rest of the metropolitan area. Tempe is unique to other cities in the region and state because it is landlocked, forcing infill and densification of new development as opposed to sprawling development. Access to transit, pedestrian amenities, and walkable streets all contribute to its appeal. Additionally, the diversity of Tempe's economy has provided the City greater stability through the current economic downturn.

Development along METRO in the area provides a good guide to market trends for the area. Along this portion of the route, approximately \$1.0 billion in development has occurred as of December 2010. Proposed projects would nearly double this total.

Apartment vacancy rates are expected to continue to decline, and local economists are predicting that apartments should be the strongest commercial sector over the next couple of years. The recent purchase of the Centerpoint Condominiums (nearly complete 22- and 30-story towers) along the proposed downtown loop, is evidence of the continued potential Tempe's downtown garners.

The ASU Tempe Campus enrolls over 58,000 students. The campus has plans to increase research space by one million square feet and increase students living on campus from the current 14 percent to 35 percent. While not expanding the University footprint, the campus plans to increase the amount of built space by one-third, to 11 million gross square feet (Supporting Document -6 – ASU Comprehensive Plan).

*To what extent is land in the station areas available for development or redevelopment? What barriers exist to redevelopment (e.g., land assembly, contamination, inadequate infrastructure)?*

Collectively, development anticipated in the corridor by the opening year includes 470,000 SF of hotel; 1,420,000 SF multi-family residential; 740,000 SF office; and 350,000 SF of retail (refer to Appendix M – Development Map and Appendix N – Table of Approved Developments). One-third of this office space has already been completed, and the 22-story residential tower of the Centerpoint Condominiums is tentatively scheduled to open in 2011.

A combination of vacant, underdeveloped and potentially obsolete sites provides ample opportunity for new development within the ½ mile station area radii that conforms to Tempe's vision of a sustainable urban development pattern that is transit supportive. Even with the density and intensity of existing development throughout much of the corridor, there are a number of parcels available for redevelopment along the proposed lines' entire length that the City is actively interested in developing.

Information from the 2010 Maricopa County Assessors database and City of Tempe indicates that there are nearly 32 acres of vacant land within one-half mile of the proposed corridor, plus an additional 26 acres of

surface parking that ASU has identified for future development. Within one-quarter mile of the proposed corridor there are an additional 117 acres of land that are “highly susceptible to redevelopment”, defined as being those parcels that contain low density commercial uses at less than 0.3 FAR. The development potential of these properties is underscored by the fact that approximately 80 percent have improvements that are over 30 years old and are potentially obsolete. For the purposes of this analysis it is conservatively assumed that one-third of these properties will become available for development by 2030. This adds an additional 39 acres to the 58 vacant and surface parking acres for a total of 97 acres of land available for development by 2030.

While numerous factors can emerge as barriers to development/redevelopment of transit-oriented projects within a community, at present, no significant barriers have been identified along the proposed extension. All of the property is within the City of Tempe, therefore jurisdictional control over development is simplified.

## Appendices

- A. Location Map
- B. Activity Centers Map
- C. 2009 Population Density Map
- D. 2015 Population Density Map
- E. 2028 Population Density Map
- F. Districts Map
- G. 2009 Employment Density Map
- H. 2015 Employment Density Map
- I. 2028 Employment Density Map
- J. Table of Special Events
- K. Table of Entertainment and Cultural Attractions
- L. Zoning Map
- M. Development Map
- N. Table of Approved Developments
- O. Picture Profiles

## Additional Supporting Documents for Consideration:

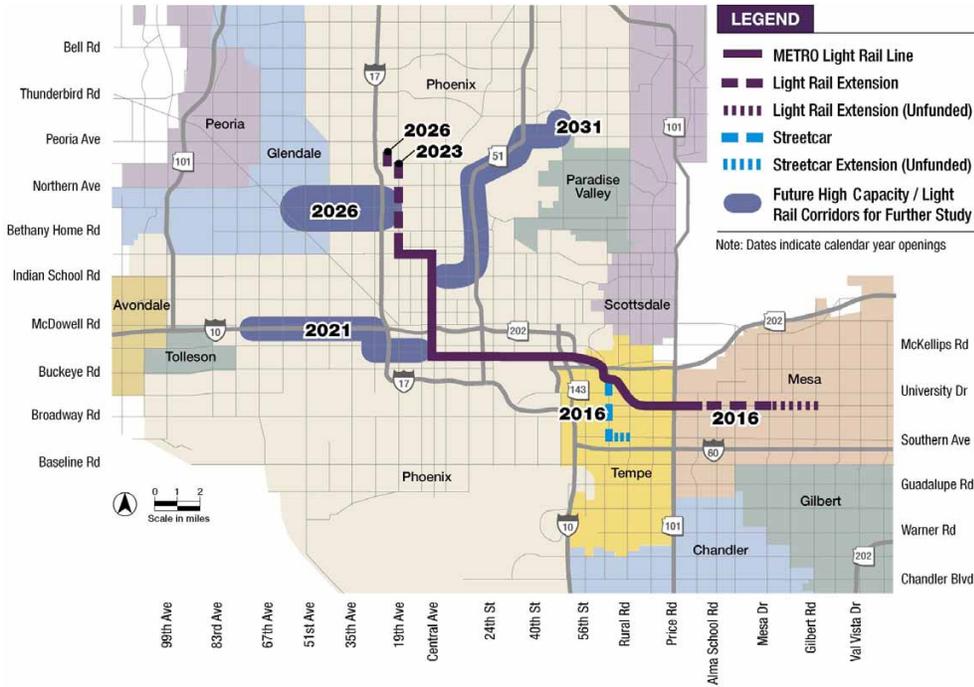
No.	Reference Document	Web Site	Information gathered
1	Awards List	not available	List of Tempe award recognition (transit and quality of life).
2	Arizona State University Map	<a href="http://asu.edu/map/pdf/asu_map_tempe_2010.pdf">http://asu.edu/map/pdf/asu_map_tempe_2010.pdf</a>	Map of the Arizona State University Tempe Campus.
3	City of Tempe General Plan 2030	<a href="http://www.tempe.gov/generalplan/">http://www.tempe.gov/generalplan/</a>	Tempe General Plan Land Use Element.
4	City of Tempe Zoning and Development Code	<a href="http://www.tempe.gov/zoning/">http://www.tempe.gov/zoning/</a>	Part 2 - establish zoning districts part 3 - land use - identification of zoning types within 1/2-mile of alignment. Part 4 - development standards - identification of types of development allowed within zoning types.
5	Downtown Tempe Streetscape Project	<a href="http://www.tempe.gov/Newsroom/Archive/display.aspx?id=60777846-21be-43d1-b5c6-280d3a61191d">http://www.tempe.gov/Newsroom/Archive/display.aspx?id=60777846-21be-43d1-b5c6-280d3a61191d</a>	Draft design guidelines for streetscapes in the downtown Tempe area.
6	ASU Comprehensive Plan	<a href="http://www.asu.edu/purchasing/forms/asu_exec_sum_compplan.pdf">http://www.asu.edu/purchasing/forms/asu_exec_sum_compplan.pdf</a>	Arizona State University: Comprehensive Development Plan for a New American University (2006)

### Additional documentation not directly referenced in template.

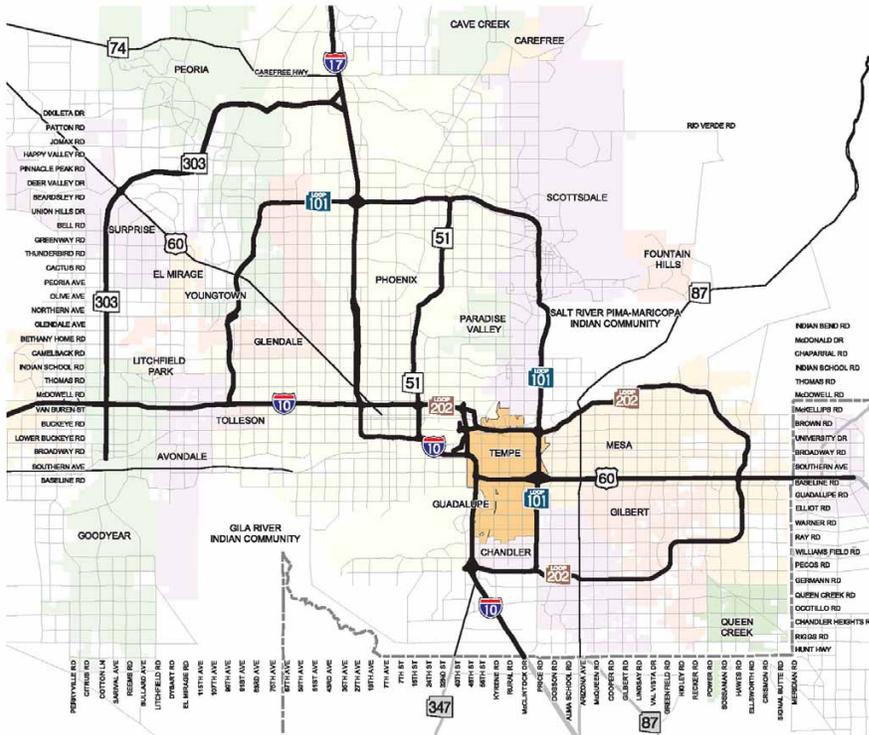
Tempe Comprehensive Transportation Plan (2008)	<a href="http://www.tempe.gov/tim/PDFs/CompTranPlanMarch2008.pdf">http://www.tempe.gov/tim/PDFs/CompTranPlanMarch2008.pdf</a>	Description of land use and economic development, transit, and pedestrian facilities.
City of Tempe Historic Preservation Ordinance	<a href="http://www.tempe.gov/citycode/14aHistoricPreservation.htm">http://www.tempe.gov/citycode/14aHistoricPreservation.htm</a>	Historic Preservation Ordinance
City of Tempe Website - Development Opportunities	<a href="http://www.tempe.gov/lake/development/dev_opp.htm">http://www.tempe.gov/lake/development/dev_opp.htm</a>	Description of mixed use development along Tempe Town Lake
Downtown Tempe Pedestrian Count Report	not available	Mill Avenue District pedestrian counts (February 2011)
City of Tempe Orbit Map	<a href="http://www.tempe.gov/tim/bus/orbit.htm">http://www.tempe.gov/tim/bus/orbit.htm</a>	Map showing the Orbit service connecting residential areas to local destinations
City of Tempe - Tempe South Update – Potential (Re) Development Sites	not available	Powerpoint Presentation from Tempe South Project meeting dated August 2010.



### A. Location Maps



### Regional Map



## B. Activity Centers Map



### LEGEND

-  Light Rail Starter Line / Station
-  Proposed Modern Streetcar
-  1/2 Mile Buffer
-  Destination
-  Park
-  Mill Avenue District

### Civic

- 1 City Courts
- 2 Tempe City Hall
- 3 Tempe St. Luke's Hospital

### Entertainment/Recreation

- 4 Gammage Auditorium
- 5 Monti's La Casa Vieja
- 6 Mill Avenue District
- 7 Pyle Adult Recreation Center
- 8 Sun Devil Stadium
- 9 Tempe Town Lake
- 10 Wells Fargo Arena

### Cultural

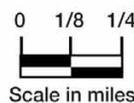
- 11 Historical Museum
- 12 Mad Cap Theater
- 13 Nelson Fine Arts Center
- 14 Tempe Center for the Arts
- 15 Tempe Library

### Parks

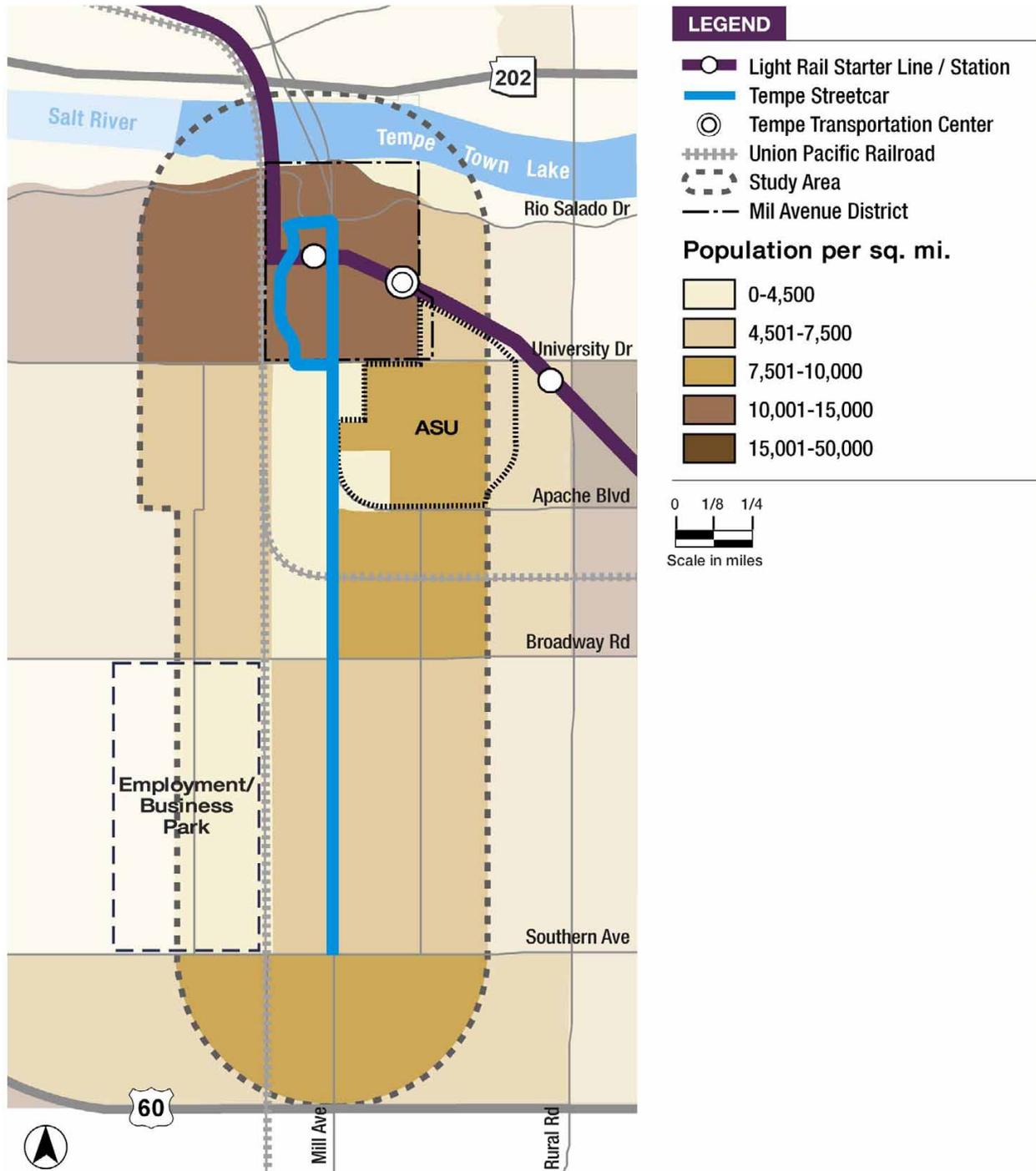
- 16 Daley Park
- 17 Hayden Butte
- 18 Joyce Park
- 19 Tempe Beach Park
- 20 Papago Park
- 21 Jaycee park
- 22 Mitchell Park
- 23 Clark Park
- 24 Dwight Park

### School/Education

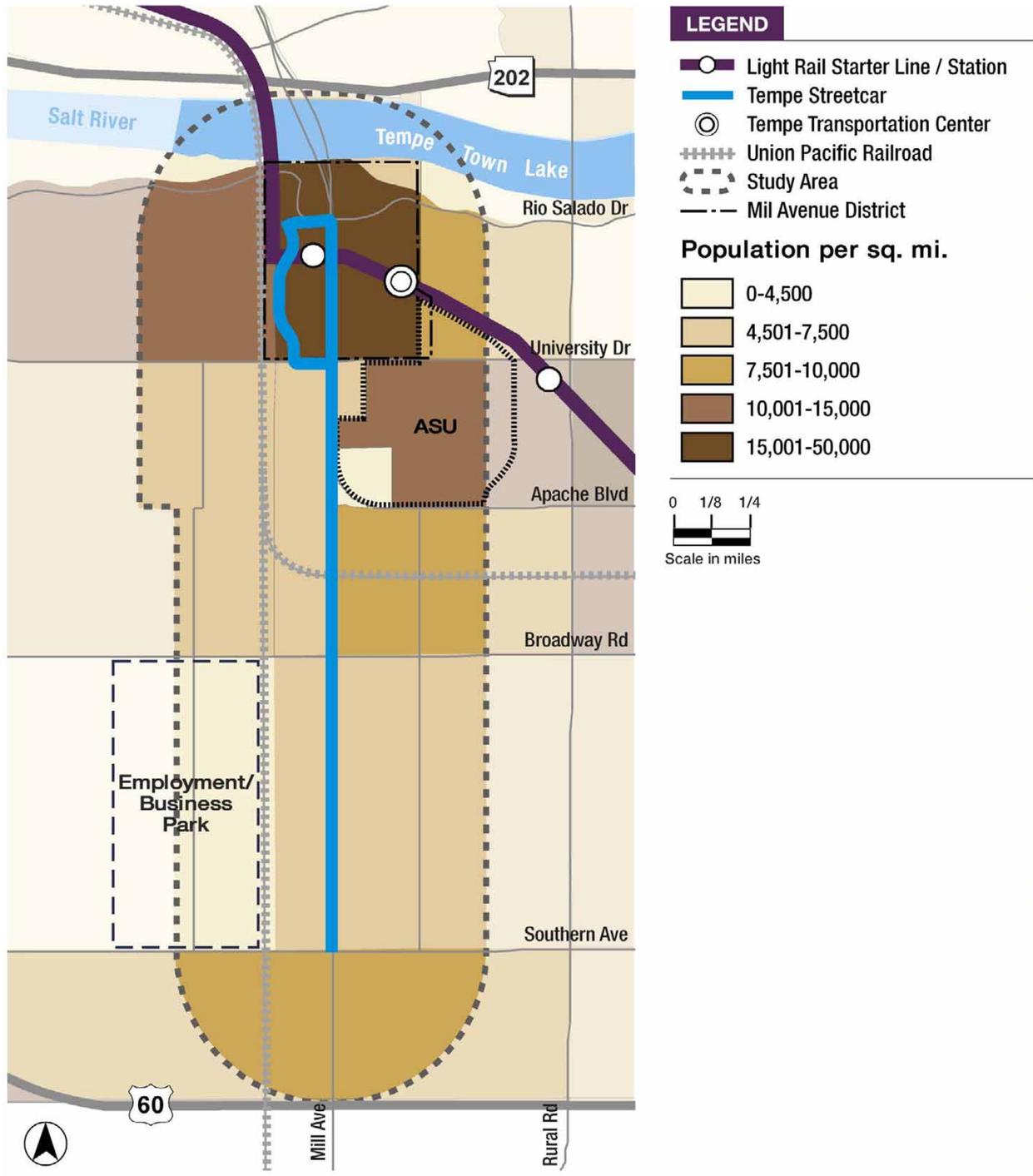
- 25 Arizona State University
- 26 Broadmor Elementary School
- 27 Carminati Elementary School
- 28 McKemy Middle School
- 29 Tempe High School



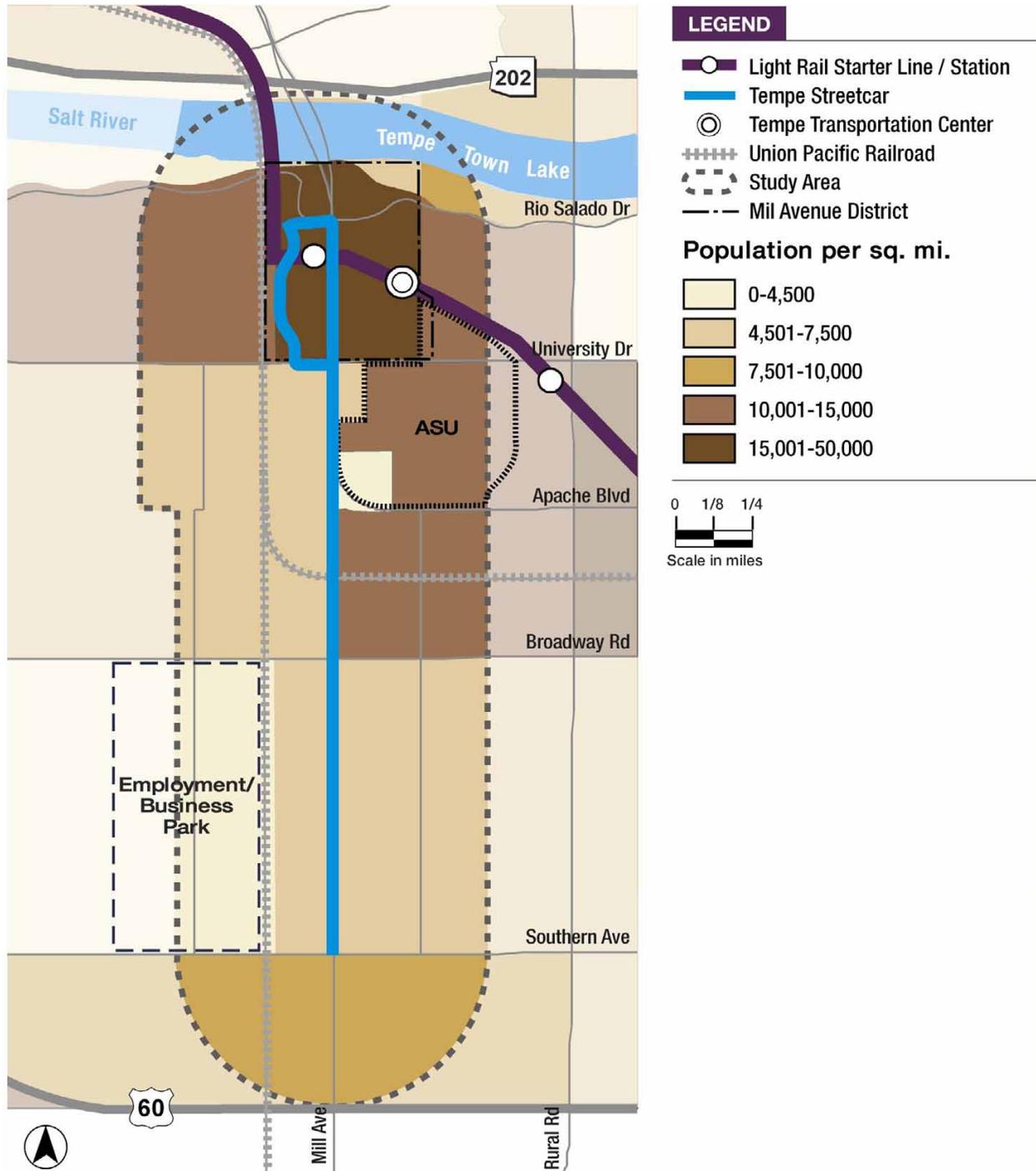
C. Population Density Map 2009



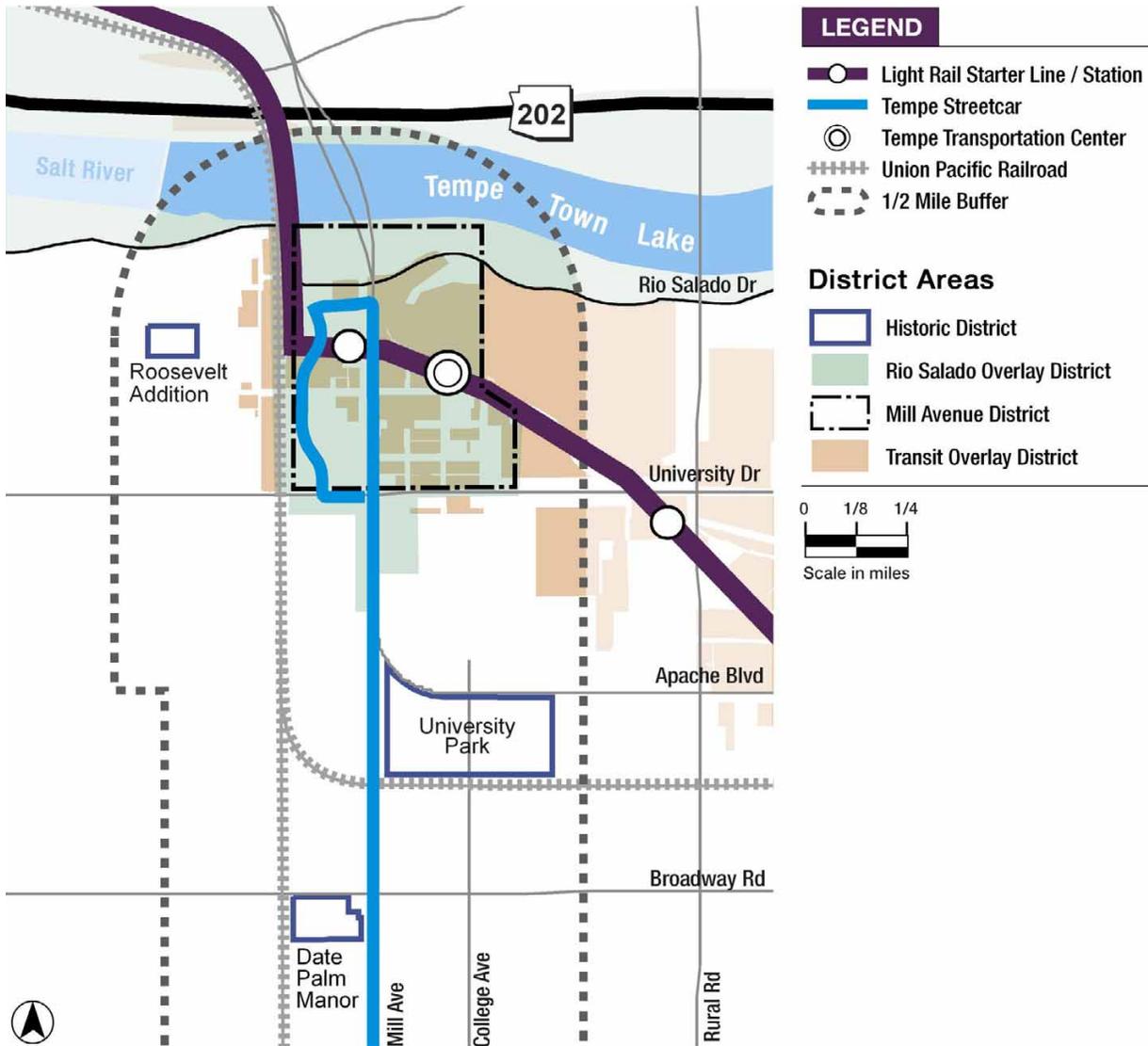
D. Population Density Map 2015



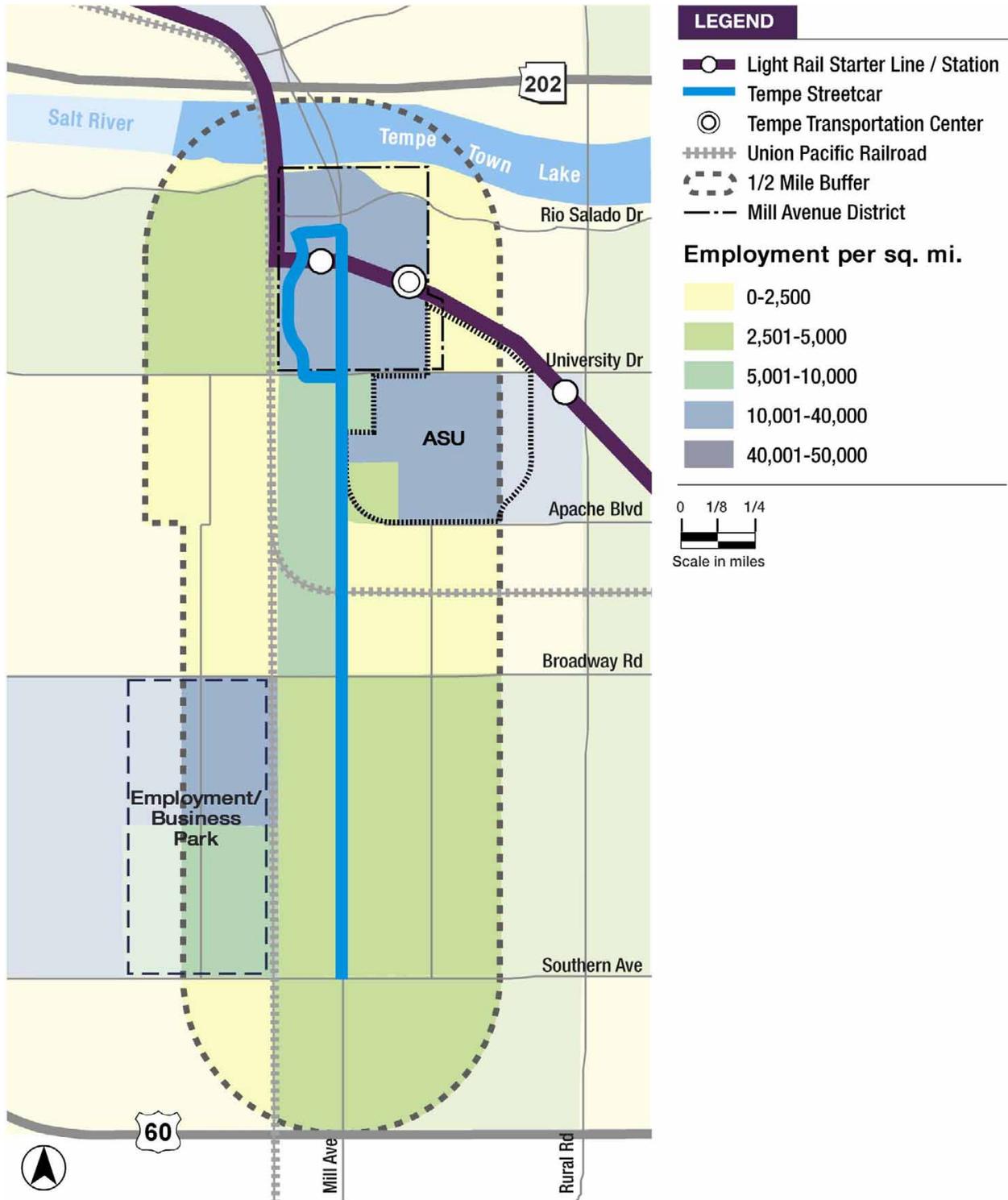
E. Population Density Map 2028



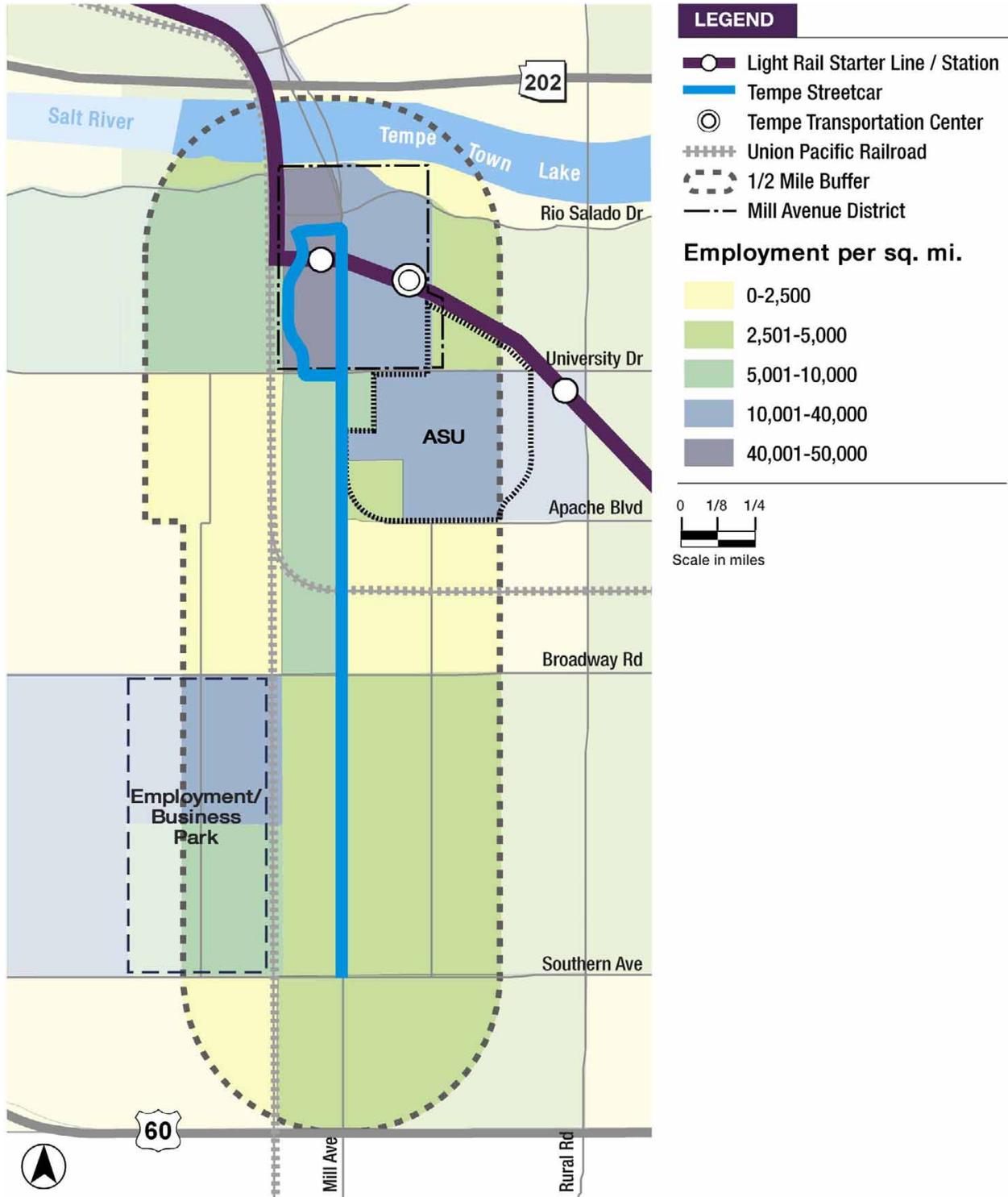
F. Districts Map



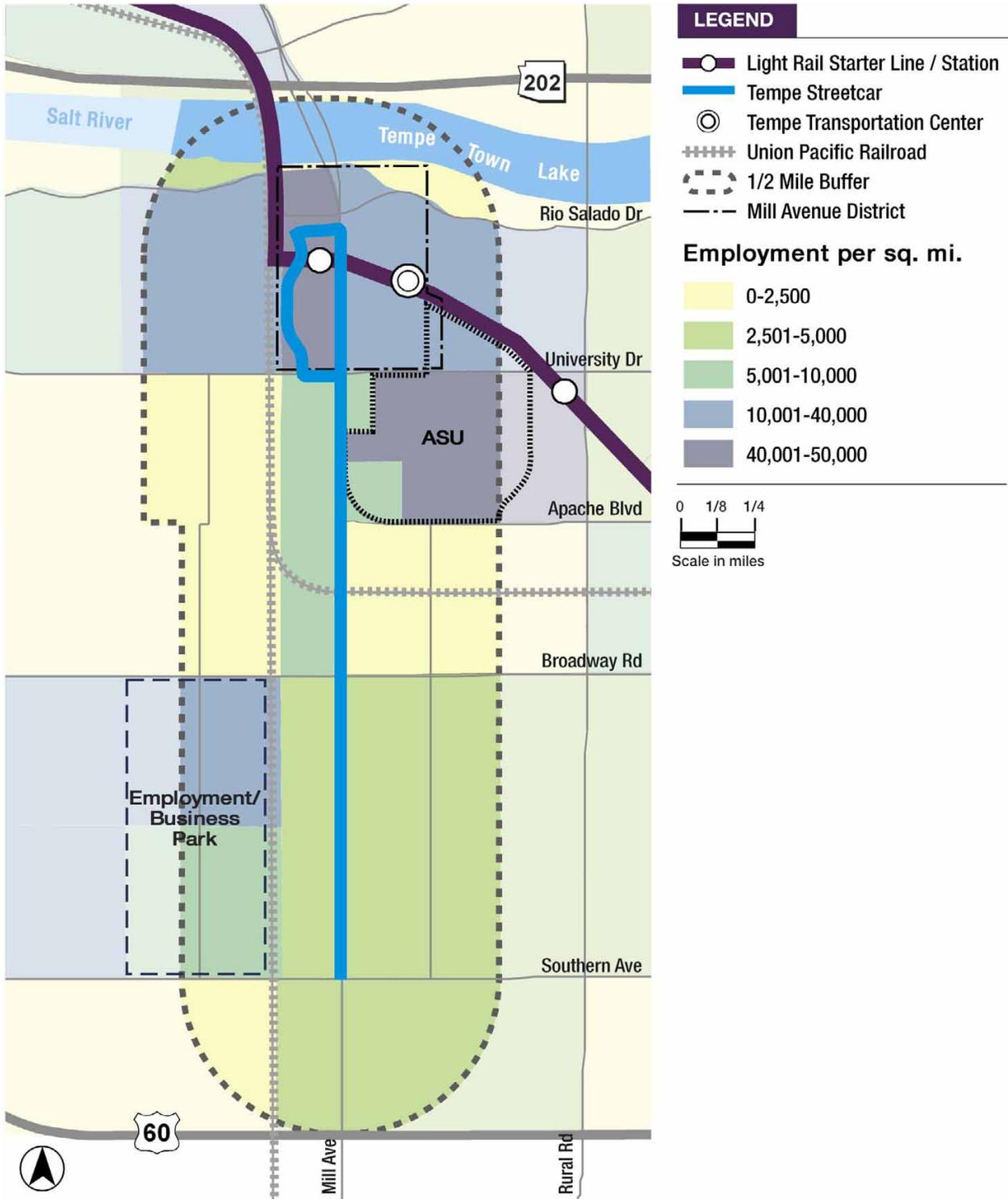
G. Employment Density Map 2009



### H. Employment Density Map 2015



I. Employment Density Map 2028





## J. Tempe Special Events

Event	Annual Attendance
12 Hours of Pain & Purpose Mtn Bike	500
2.4 Mile Open Water Swim	400
20th Annual Copperstate 1000	1,000
33rd Annual Halloween Carnival	5,000
3rd Annual Lean on Me 5K	600
A Taste of Greece	8,000
American Heart Walk	8,000
Arbor Day 5k	700
Arizona Breast Cancer 3-Day	2,700
Arizona Disabled Sports 5K/10k	500
Arizona Fall Frenzy	30,000
Arts Jam 2010	1,000
ASU Homecoming	30,000
AZ Aloha Festival	90,000
AZ RV & Boat Show	300
Ballet Under the Stars	2,500
Beaglefest 2010	300
Brokers for Kids	600
Casey Moore's St. Pattys	225
Copa Food City 2009	5,000
Desert Sprints Regatta	500
Dragon Boat Races	8,000
Empty Bowls	2,000
Fajita Cook-Off	125
Fantasy of Lights Parade	20,000
Fiesta de la Raza	8,000
Frank Kush Run/Walk	1,000
Great Arizona Beer Festival	8,000
Great Strides Walk	1,200
Healing Fields	5,000
Helping Hand 5/10K Run	500
Hot Head Regatta	500

Event	Annual Attendance
Insight Block Party	100,000
Insight Bowl	30,000
International Triathlon	2,500
Iron Girls 5k	3,000
Ironman "Race"	20,000
Ironman AZ Expo/Swim	2,000
JDRF Walk to Cure Diabetes	20,000
Joni and Friends	1,500
Junior Achievement 5K Walk	500
Kiwanis Easter Egg Hunt	1,000
Kiwanis Fourth of July	40,000
Light the Night Walk	5,000
Lucky Mans St. Patricks Day	15,000
Luis Palau Event	100,000
Maggie's Run	150
Making Strides Against Breast Cancer	10,000
March for Life-Catholic Youth Rally	300
Mardi Gras 2010	600
MDA Run and Walk	1,000
Mill Ave Farmers Market	52,000
Music Under the Stars	600
MYFEST Youth Involvement Fest	3,000
Nathan's Expo/Tri	1,600
One Taste at a Time	400
Pancreatic Walk	500
Pat's Run "Pat Tillman Foundation"	20,000
PBR Offroad Tri	300
PetsMart Charities Pet Walk	8,000
Primavera Musical	11,000
Reindeer Run	1,000
Relay for Life of Tempe	600
Robbie Fox's St. Pattys Festival	500



**J. Tempe Special Events Cont.**

Event	Annual Attendance
Rock-N-Roll Marathon	35,000
SheROX	1,000
Skirt Chaser Race	2,500
Soma Half Ironman	3,000
Southwest Salsa Challenge	20,000
Special Olympics State Kayaking	60
St. Mary's Project Grad	220
St. Pattys Day Celebration	100
Stache Dash 5k	500
Strides for Life	200
Sun Devil Criterium	300
Take Steps Walk	2,000
Tax Day Tea Party	9,000
Team Walk for HD	200
Tempe BBQ Festival	1,000
Tempe Spring/Fall Festival of the Arts	150,000
Tempe History Museum Re-Opening	1,000
Tempe Music Festival	15,000
Tempe Town Lake Outrigger	150
Thursday on Mill	5,200
Tour de Fat	12,000
Tour de Tempe	1,200
TTL Holiday Boat Parade	10,000
Tu B'Shevat Walk	1,000
Unity Walk	1,000
Valley Walk	5,000
Veterans Day parade	3,000
Walk & Roll Dog Walk	800
Walk for Food Allergy	500
Walk for Life	600
Walk for Wishes	500
Walk Now for Autism	10,000

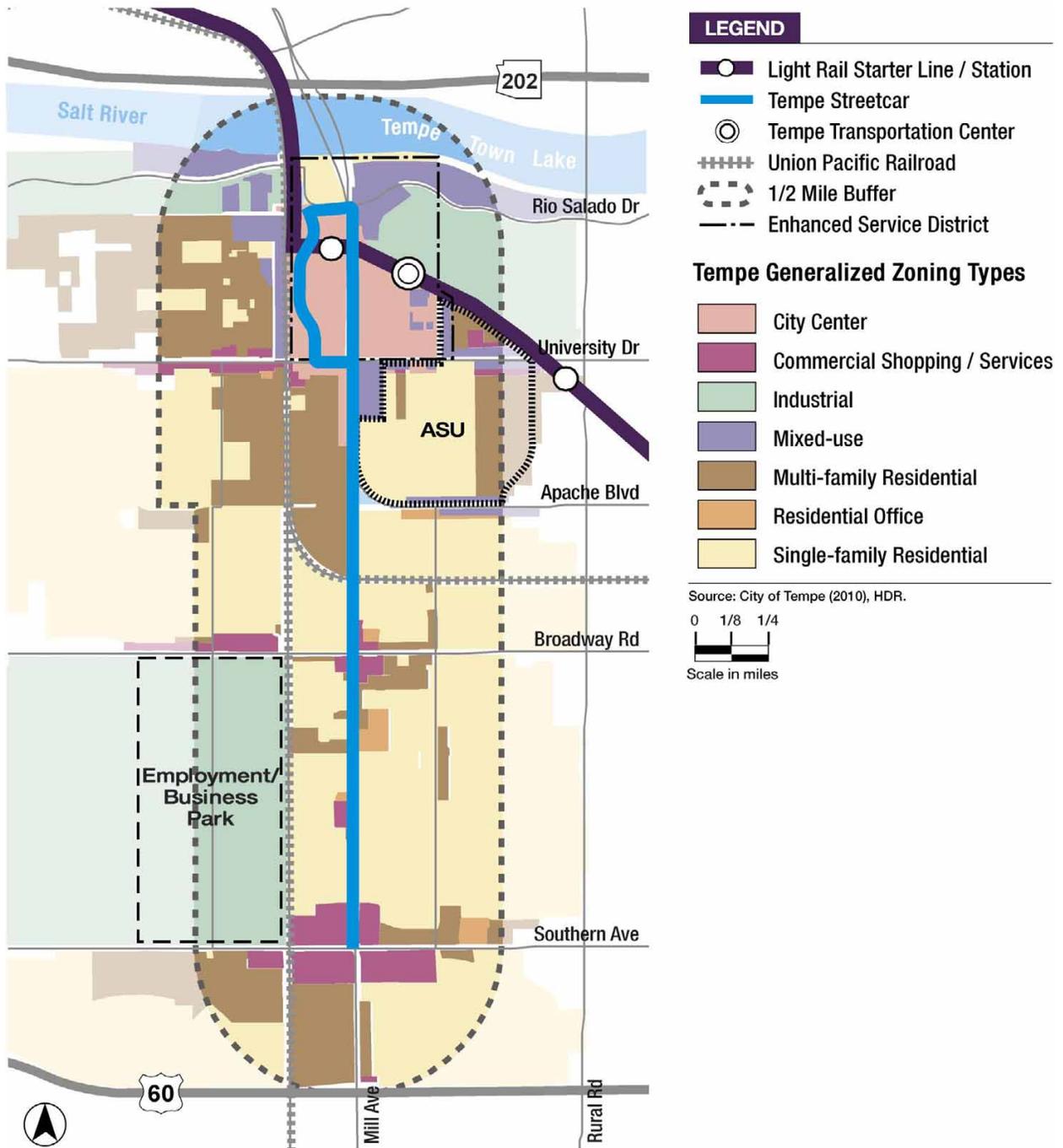
Event	Annual Attendance
Walk to Empower	2,000
Walk to Save Animals	1,000
Walk-A-Thon benefiting Parkinson's	500
Way Out West Oktoberfest	30,000
Western Shrine Assoc Picnic	300
<b>Total</b>	<b>1,020,030</b>



## K. Entertainment and Cultural Attractions

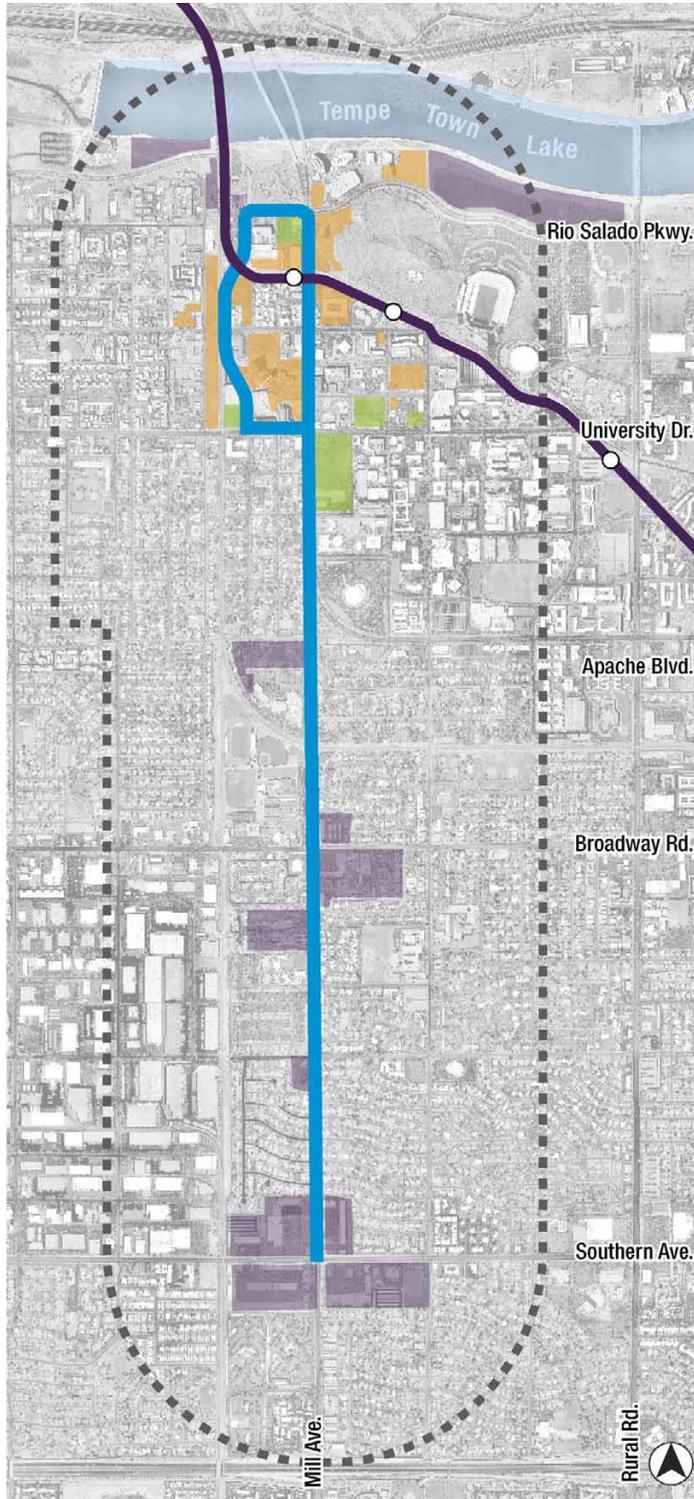
Venue	Annual Attendance Students/Visitors/Staff
Gammage Auditorium (capacity 3,000)	500,000
Tempe Center for the Arts (two theaters with seating for 800)	145,000
ASU Art Museum	55,000
Tempe Historical Museum	25,000
Sun Devil Stadium (capacity 70,000)	287,657
Wells Fargo Arena (10,754-seat multi-purpose arena)	237,326
Arizona State University	xxxx
Tempe Town Lake and Mill Avenue District	4,000,000
Mad Cap Theater	23,000
Nelson Fine Arts Center	xxxx
Broadmor Elementary School (enrollment)	580
Carminati Elementary School (enrollment)	550
McKemy Middle School (enrollment)	930
Tempe High School (enrollment)	1,370
	5,276,413

### L. Zoning Map



Note: Arizona State University's zoning does not reflect actual uses. When property within the City is acquired by the University, the existing zoning designation is retained, regardless of the intended use.

M. Development Map



**LEGEND**

-  METRO Light Rail Line / Station
-  Tempe Streetcar
-  1/2 Mile Buffer
-  Development anticipated by 2017
-  Development anticipated by 2030
-  Opportunity Sites





**N. Table of Approved Developments**

ID	Project	Year	Address	Hotel Rooms	Hotel square feet	Residential Units	Office square feet	Retail square feet	Restaurant/Bar square feet	Floors	Status
1*	Hayden Flour Mill	2016	119 S Mill	0	0	0	28,900	14,924	7,706	5	DDA*
2*	Tempe Gateway	2016	222 S Mill	0	0	0	237,489	20,795	10,000	8	Completed
3*	3rd & Ash	2016	375 S Ash	0	0	0	385,000	18,000	16,000	20	RFP**
4*	Tempe Mission Palms Expansion	2016	60 E 5th	199	151,815	0	0	5,000	0	3	Proposed
5*	Farmer Arts District	2016	280 W University	0	0	186	0	54,000	0	5	DDA*
6*	Fifth & Mill Building	2016	425 S Mill	0	0	0	19,060	1,596	0	3	Completed
7*	Marriott Residence Inn	2016	125 E 5th	185	132,619	0	0	6,260	0	11	DDA*
8*	Lumina	2016	323 E Veterans	0	0	272	0	0	5,243	18	DDA*
9*	Centerpoint Condominiums	2016	75 W 5th	0	0	364	0	10,444	9,000	22	DDA*
10*	Centerpoint on Mill	2016	640 S Mill	256	181,690	434	0	33,534	22,342	20	DDA*
11*	7th & Mill	2016	701 S Mill	0	0	0	0	16,447	16,585	-	Proposed
12*	Block 12	2016	620 S College	0	0	0	40,000	80,000	0	4	RFP**
13*	707 S Forest	2016	707 S Forest	0	0	100					Proposed
19*	5th Street Studio's	2016	400 W 5th Street	0	0	8	25,225	0	0	3	Proposed
20*	323 S Roosevelt	2016	323 S Roosevelt	0	0	10	0	0	0	2	Proposed
21	Hayden Ferry Lakeside East 2	2016	180 Rio Salado Pkwy	0	0	0	185,000***	24,000	0	8	Proposed
	<b>Subtotal</b>			<b>640</b>	<b>466,124</b>	<b>1,374</b>	<b>920,674</b>	<b>285,000</b>	<b>86,876</b>		
3*	3rd & Ash	2030	376 S Ash	300							
8*	Lumina	2030	323 E Veterans	220	0		0	0		18	DDA*
11*	7th & Mill	2030	701 S Mill	240	185,265	370	0	0	0	26	Proposed
14	Newman Center	2030	230 E University	0	0	180	0	0	0	22	DDA*
15	University Square	2030	Univ, 7th, 1st, Myrtle	328	248,000	0	0	111,000	30,000	15	DDA*
16*	University & Mill (ASU)	2030	855 S Mill	150	120,000	455	1,262,600	90,000	50,000	20	RFP**
17	Monti's	2030	100 Mill Ave	300	260,577	270	0	15,707	19,864	25	Approved
18	Mosaic	2030	234 W University	0	0	187	0	53,172		19	Approved
	<b>Subtotal</b>			<b>1,538</b>	<b>813,842</b>	<b>1,462</b>	<b>1,262,600</b>	<b>269,879</b>	<b>99,864</b>		

DDA\* - Development Agreement      RFP\*\* - Request for Proposal      \*\*\* Square footage based on Hayden Ferry Lakeside 1 office tower (8 stories).

**O. Picture Profile: Downtown Tempe**



1  
Downtown Tempe supports numerous activity centers, like Tempe Center for the Arts which draws nearly 150,000 annually.



2  
The Mill Avenue District supports mixed-use development including shopping, dining, living, and recreating. This area is also a destination for special events which attract more than 4 million visitors throughout the year.



3  
The ASU Foundation, a six-story, mixed-use building, which is across from light rail and includes a parking structure wrapped in street-front retail, is located in the corridor adjacent to Arizona State University.



4  
Single-family residences in the corridor embrace the street with porches and side or rear garages.



**LEGEND**

-  METRO Light Rail Line / Station
-  Tempe Streetcar

**O. Picture Profile: ASU / Historic Neighborhoods**



The City's community spaces, including regional draws such as Tempe Town Lake as well as numerous neighborhood parks like Daley Park, are interwoven into residential areas throughout Tempe.



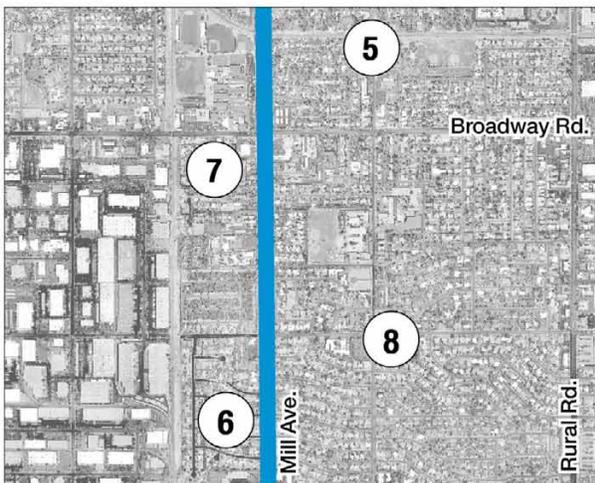
Residential streets are designed with ample sidewalk space and bike lanes, encouraging shared use.



Date Palm Manor, one of 3 historic neighborhoods in Tempe listed on the National Register, would benefit from the close proximity of the proposed streetcar line.



A number of community amenities, such as the church shown above, a university, three schools, a hospital, and numerous parks, are located throughout the corridor.



**LEGEND**

-  METRO Light Rail Line / Station
-  Tempe Streetcar

**O. Picture Profile: Southern / Mill**



Single-family and multi-family housing characterize this area which has a population density of about 5,800 people/sq. mile.



A large area of industrial development along Roosevelt Avenue between Southern and Broadway employs over 11,000 people and has dedicated pedestrian and bicycle access from Mill Avenue.



Near the intersection of Kyrene Road and Southern Avenue, the streetscape is characterized by wide sidewalks, bus stops, and vacant lots providing opportunities for pedestrian and transit-supportive infill development.



56 acres of commercial/retail development at the intersection of Mill and Southern Avenues is older and underdeveloped, exhibiting a high potential for redevelopment.



**LEGEND**

-  METRO Light Rail Line / Station
-  Tempe Streetcar

**O. Picture Profile: Downtown Tempe / ASU**



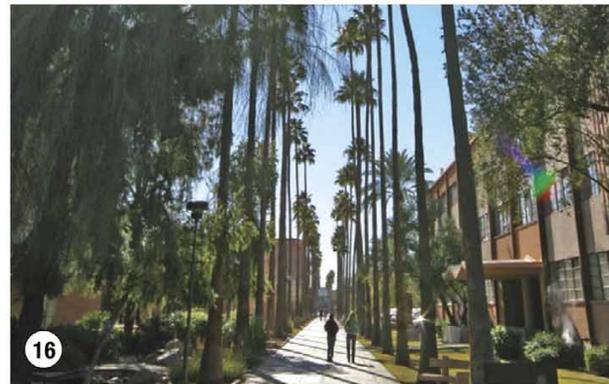
13 Located north of ASU along Tempe Town Lake, Tempe Beach Park provides recreational space including a 5,000-seat amphitheatre, baseball field, and playground. Numerous popular events are held here throughout the year.



14 The Tempe Gateway Building, has 260,000 square-feet of retail and office space, and is located just north of one of the most popular light rail stations in Tempe. The City of Tempe has the highest per capita rate of technology companies in the State, supports 175,000 employees, and draws over 4 million visitors



15 The Tempe Arts Festival, held in the Spring and Fall each year, is one of the top art festivals in the nation and draws more than 150,000 visitors to the Mill Avenue District.



16 The ASU Palm Walk is the central pedestrian corridor through ASU campus and spans from University Bridge to the Student Recreation Complex, about a quarter-mile long. Palm Walk is also a highly-used, pedestrian connection to bus and light rail service.



**LEGEND**

-  METRO Light Rail Line / Station
-  Tempe Streetcar