



Appendix B

Land Use and Economic Development Information for Small Starts Template



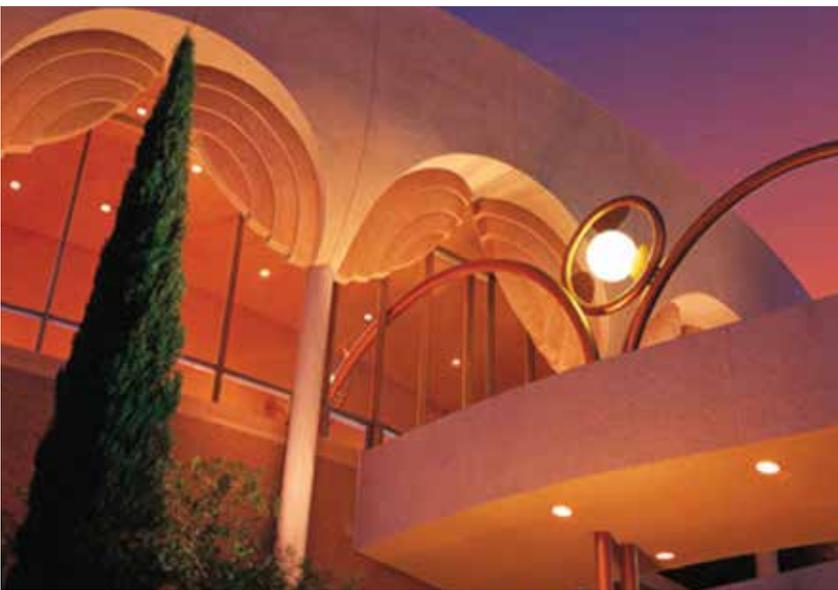
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Small Starts Project Development Submittal

Land Use and Economic Development
Information for Small Starts Template

TEMPE STREETCAR
December 2014



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INTRODUCTION

The City of Tempe is a city in motion, highly regarded as a diverse, rapidly growing community with much to offer residents and visitors. Today, cranes and construction equipment are found on virtually every downtown street, indicative of the city’s dedication to constructing highly urban mixed-use developments, commercial office towers, hotels, and residential space. Announcements of new developments are made almost weekly as developable land is being transformed to suit growing needs of the community. Regularly ranking among the top cities in both Arizona and the United States in many measurements of social and economic achievement, Tempe is brimming with history, culture, and activity, and is a regional economic engine driven by geographic location, access to Sky Harbor Airport, and the home of Arizona State University. Uniquely situated at the confluence of regional arterial roadways, and served directly by a robust transit network including the region’s light rail system, Tempe lies approximately 12 miles east of downtown Phoenix, 7 miles west of downtown Mesa, and 6 miles south of downtown Scottsdale (Figure 1). Downtown Tempe and the Arizona State University (ASU) campus anchor the proposed streetcar corridor, which features a mix of local and national retail establishments, corporate headquarters, residential space, and major public institutions. By enrollment, ASU is the largest public university in the United States, and attracts over 100,000 students, faculty, staff and visitors daily. Over the next ten years, ASU plans to increase the amount of built space by one-third without expanding the University’s footprint. According to the ASU Comprehensive Development Plan, the number of students living on campus will increase from 14% of total enrollment to 35% within the next decade.

Regularly ranking among the top cities in both Arizona and the United States in many measurements of social and economic achievement, Tempe is brimming with history, culture, and activity, and is a regional economic engine driven by geographic location, access to Sky Harbor Airport, and the home of Arizona State University.

This report focuses on the land use and economic development potential of the proposed streetcar corridor and stop locations. More than any other community in the greater Phoenix metropolitan region, the City of Tempe has taken many planning and policy actions to integrate land use, economic development, and transportation infrastructure investments as part of a holistic vision for both urban growth, mobility, and economic success. The City of Tempe maintains a [Aa1 investor credit rating](#), thanks in large part to progressive policies for land development, economic vitality, and strategic public infrastructure investments predicated on sound financial management practices of the City. A strategic capital investment in a modern streetcar system connecting several key destinations and activity centers in Tempe will do more than simply move people – it will lead to significant economic growth, job creation, and enhance public places and spaces where people want to be.

Figure 1. Regional Map



PROJECT DESCRIPTION

The Tempe Streetcar corridor consists of three contiguous segments all within the downtown and ASU campus area (Figure 2). Descriptions of the general character of each segment are provided below.

The City of Tempe maintains a **Aa1 investor credit rating**, thanks in large part to **progressive policies for land development, economic vitality, and strategic public infrastructure investments** predicated on sound financial management practices of the City.

- **Rio Salado Segment:** Paralleling Tempe Town Lake, the streetcar alignment extends west along Rio Salado Parkway, a rapidly developing office commercial corridor anchored by the current construction of the Marina Heights and Hayden Ferry Landing developments.
- **Downtown Tempe Segment:** In downtown Tempe, a one-way couplet loop would encircle the traditional urban core of Tempe, with streetcar service operating on Mill and Ash Avenues between Rio Salado Parkway and University Drive.
- **Mill Ave / Apache Blvd Segment:** South of University Drive, the streetcar would follow Mill Avenue, transitioning to Apache Boulevard around the southern side of the ASU campus before terminating at the current Dorsey Lane light rail station.

Figure 2. Streetcar Corridor Segments



The project plans to construct 14 streetcar stops and connect with two Light Rail Transit stations (Mill Ave/3rd St and Dorsey/Apache Blvd). Stop locations were carefully selected to provide access to adjacent land uses, along with local and regional transit connections. (Figure 3)

The following sections of this report discuss and document the City of Tempe's efforts to foster transit-supportive land use development and economic growth around transit facilities and services. The report begins with a discussion of the existing urban character surrounding the proposed streetcar alignment and stops, continues with an assessment of transit-supportive plans, policies, and tools for fostering economic growth, and provides a discussion of on-going activities to engage the development community and the public in planning for the project.



Current Construction of the Marina Heights Development

Figure 3. Tempe Streetcar Locally Preferred Alternative



CHALLENGES AND OPPORTUNITIES FOR TRANSPORTATION AND ECONOMIC GROWTH

Downtown Tempe is a dense, vibrant urban center, featuring dozens of local and regional attractions, arts and cultural centers, major sporting complexes, entertainment venues, recreation facilities, and both historic and modern residential neighborhoods. The City benefits from an efficient public transportation network with increasing ridership levels and enhanced access to employment opportunities. In the past five years an explosion of growth has occurred in downtown Tempe and around the ASU main campus, with a staggering amount of land investment occurring around Tempe’s portion of the regional light rail system and stations. Since opening at the end of 2008, private development adjacent to the light rail system and stations in Tempe has accounted for approximately \$1.9 billion. Tempe benefits from an efficient public transportation network with increasing ridership levels and enhanced access to employment opportunities. The City’s experience with light rail has proven that it can encourage development growth in areas better serviced by public transport, driven by complimentary land use and tourism policies.

By year 2035, the greater Phoenix region anticipates adding an additional 2.0 million people, with regional forecasts anticipating the Tempe region to assume approximately 3.2% of this growth. According to Tempe’s General Plan, the City will add an estimated 55,000 persons between 2010 and 2040, and adding 18,000 housing units. Over 40% of Tempe’s forecast growth is expected to occur within one-half mile of the proposed streetcar alignment. Similarly, current projections suggest significant growth in total employment, with the City adding an additional 75,000 employees in the same time period. Surrounded by municipalities, the sustained growth of the city has resulted in Tempe becoming a fully built-out, land-locked city. Tempe can only satisfy the forecasted growth in population and employment by growing vertically.

Tempe benefits from an efficient public transportation network with increasing ridership levels and enhanced access to employment opportunities.

The surge in population and employment growth has fueled an increase in demand for daily trips. While a variety of transportation modes serve downtown Tempe, the existing transportation network is currently operating near design capacity. Downtown streets frequently experience congested traffic conditions that increase travel delays, restrain transit performance, create safety challenges, and can affect the economic growth potential of the City. The light rail system periodically operates over capacity in Tempe as major events attract thousands of attendees. As a major economic engine of the region, the continued growth of the City will increasingly restrict mobility to, within, and through downtown Tempe that in turn will affect economic performance. Over time, expansions to the current transportation network have left insufficient public right-of-way space to add travel lanes without irreparable harm to the surrounding built environment. Additionally, the cost to acquire new right-of-way for public streets in downtown

Tempe, and along Rio Salado Parkway and Apache Boulevard is impractical and undesirable.

The transportation challenges facing the City of Tempe clearly affect the health and competitive advantage of both the Tempe and the regional economy.

The transportation challenges facing the City of Tempe clearly affect the health and competitive advantage of both the Tempe and the regional economy. However, contrary to the conventional approach of constructing additional traffic lanes to add capacity, neither the voter-approved Tempe General Plan nor the forthcoming Transportation Master Plan include any expansion in traffic lane capacity. Both plans specify reductions in traffic lanes across the city, particularly in downtown Tempe, to encourage the use of transit and non-motorized travel modes. Providing additional capacity through transit presents a cost-effective, practical method for increasing the capacity of each corridor served.

The Tempe Streetcar project represents a unique urban transportation response to several emerging challenges associated with the City’s recent and anticipated future growth. As a major capital investment, the project creates a signature public investment the City may leverage to foster future economic growth and dense urban form. For Tempe, rail is the way to provide an integrated high quality public transportation network. This is directly in line with Tempe’s stated economic development vision to “Provide public improvements that encourage private investment.”

KEY SUPPORTING DOCUMENTATION

Documents utilized in the collection of research of land use, transit-supportive developments and economic growth potential include:

Table 1. Key Supporting Documentation

DOCUMENT	DESCRIPTION
<u>City of Tempe General Plan 2040 (2014)</u>	The City of Tempe’s comprehensive policy guidance for growth and development
<u>City of Tempe Zoning and Development Code (2014)</u>	Part (2) establish zoning districts; Part (3) provides identification of zoning types within 1/2-mile of alignment; and Part (4) are development standards
<u>Tempe Transportation Master Plan (2014)</u>	Description of land use and economic development, transit, and pedestrian facilities. Specifies transportation improvements throughout the City with strong emphasis on transit and non-motorized modes, and a reduction in traffic lane capacity
<u>Downtown Tempe Streetscape Project</u>	Draft design guidelines for streetscapes in the Downtown Tempe area
<u>ASU Comprehensive Plan (2006)</u>	Comprehensive development plan for Arizona State University, by enrollment the largest public university in the United States
<u>Station Area Plans (2012)</u>	Providing specifics on land uses surrounding each light rail station, and design and development guidelines to enhance the pedestrian environment and encourage transit ridership
<u>Transportation Overlay District</u>	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
<u>Tempe Streetcar Urban Design Guidelines (2012)</u>	The Tempe Streetcar Urban Design Guidelines outline a set of design parameters that reflect the overarching aspirations of the community, the City of Tempe and Valley Metro. This document was created in support of the current City of Tempe or Valley Metro design guidelines

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THE CHARACTER OF EXISTING CORRIDOR LAND USES

The urban character of existing land uses surrounding the proposed Tempe Streetcar alignment and stop locations is best described as a dense, active, walkable and dynamic urban space, with a rich mixture of residential, commercial, cultural, and institutional land uses. With over 5 million visitors annually, more than 30,000 residents, and nearly 30,000 employees, the Central Business District of Tempe is a premier activity center destination in the Valley. Coupled with the pedestrian-friendly main campus of ASU, downtown Tempe is alive with energy and activity day and night. Named a top 15 city in the United States by Bicycling.com and Arizona’s most walkable city by Walkscore.com, the City’s focus on urban design and quality-of-life is also represented by the numerous awards received for bicycling, transit, and environmental stewardship in recent years. Table 2 provides a brief overview of persons, employees, and dwelling units located within one-half mile of each stop location along the streetcar alignment.

Named a top 15 city in the United States by Bicycling.com and Arizona’s most walkable city by Walkscore.com, the City’s focus on urban design and quality-of-life is also represented by the numerous awards received for bicycling, transit, and environmental stewardship in recent years.

Table 2. Existing Stop Location Development

Streetcar Stop	Land Use Element		
	Population	Employment	Housing Units
Marina Heights/Rio Salado Pkwy	585	8,294	34
Hayden Ferry/Rio Salado Pkwy	125	980	123
Tempe Beach Park/Rio Salado Pkwy	204	541	134
3rd St/Ash Ave	1,254	1,169	736
5th St/Ash Ave	1,557	1,091	903
University Dr/Ash Ave	1,084	1,132	573
3rd St/Mill Ave	241	854	80
6th St/Mill Ave	2,270	2,586	171
9th St/Mill Ave	830	2,314	48
11th St/Mill Ave	1,340	1,312	490
College Ave/Apache Blvd	2,563	2,030	396
McAllister Ave/Apache Blvd	3,612	3,074	281
Rural Rd/Apache Blvd	4,466	2,051	1,515
Terrace Road/Apache Blvd	4,338	915	2,187
Dorsey/Apache Blvd LRT Station	6,385	1,155	3,057
Totals	30,854	29,498	10,728

Source: Maricopa Association of Governments, Transportation Analysis Zone Data, 2014

MAJOR TRIP GENERATORS

Tempe is home to a number of cultural and entertainment venues and the downtown area in particular hosts numerous special events throughout the year. (Figure 4) Examples include the Insight Block Party (over 100,000 attendees) on Mill Avenue, the semi-annual Festival of the Arts (attracting over 150,000 (each) attendees) held in December and March, and the Mill Avenue Farmers Market which draws 1,000 people weekly to the 6th Street Park, east of Mill Avenue (Appendix A – Table of Special Events). Downtown Tempe is the home of several national or regional corporate headquarters including American Airlines, Limelight Productions, and Chase Bank all of which serve as large employers and trip generators. State Farm Insurance is the anchor tenant of the Marina Heights project currently under construction, and will establish their western regional operations center at this facility, bringing over 7,000 additional employees to downtown Tempe in 2015.

Large event venues including 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 B – Table of Entertainment and Cultural Attractions).

EXISTING CORRIDOR AND STATION AREA DEVELOPMENT CHARACTER

The streetcar corridor consists of a wide variety of land uses, including office towers, high rise apartment buildings, historic western brownstone parlor structures, and mid-century modern single family housing units. Land that remains available for development is quickly being absorbed and put under construction. Given the wide range of land use types, the following discussion of existing corridor and stop location development character is localized to the corridors the proposed streetcar system would serve.

RIO SALADO PARKWAY:

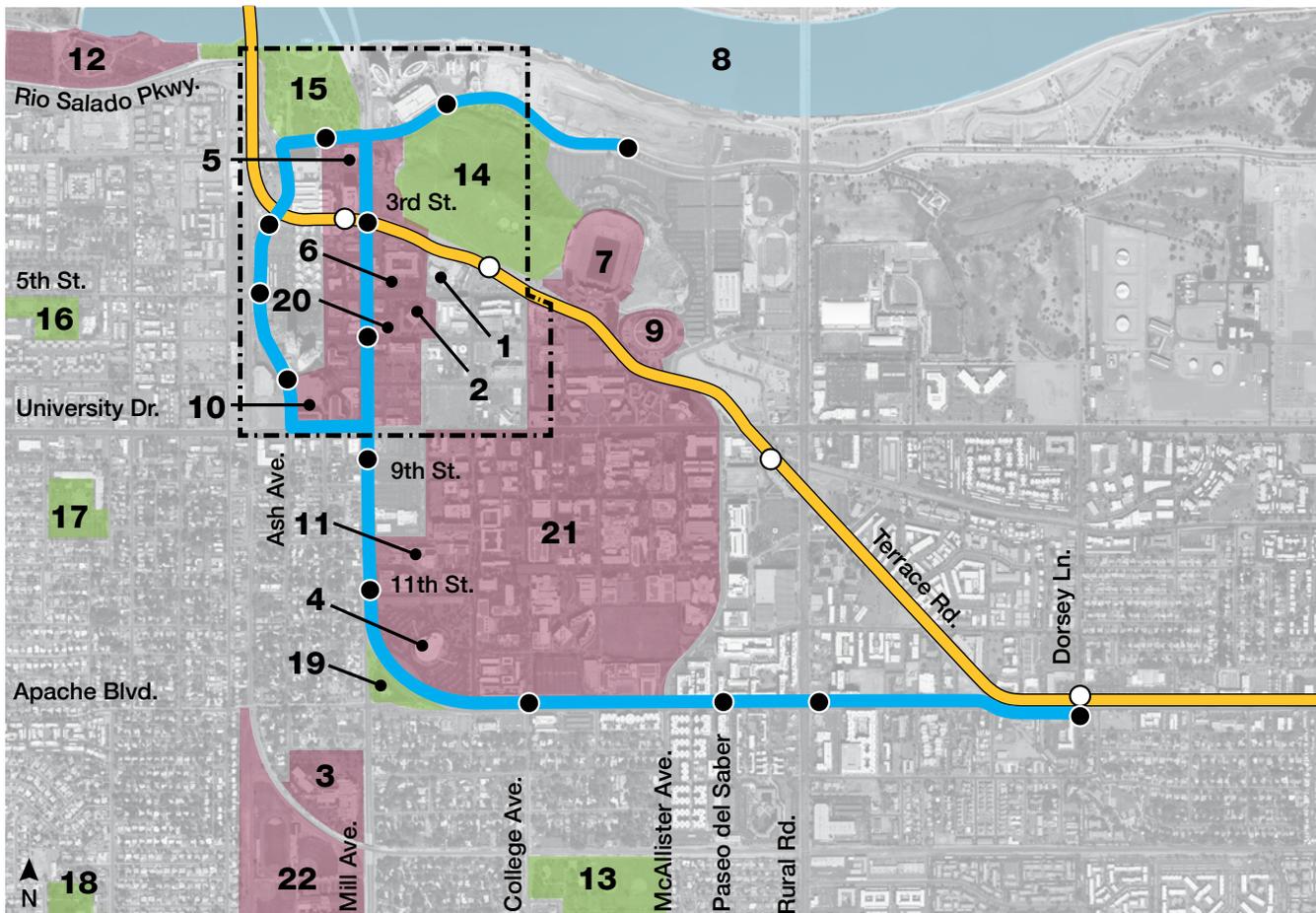
The Rio Salado Parkway corridor is one of the fastest growing urban corridors in the City of Tempe and greater Phoenix metropolitan region. Identified in the [Tempe General Plan](#) as “Tempe’s second largest growth area,” the Rio Salado Parkway corridor “features distinctive architecture, recreation opportunities, world renowned special events, and cultural venues.” Currently anchored by Sun Devil Stadium and accompanying ASU athletic facilities, Rio Salado Parkway has experienced significant commercial office development in the past decade. Beginning in the early



Rio Salado Parkway - Hayden Ferry Lakeside Development
Photo credit: City of Tempe

2000’s with the construction of the Hayden Ferry Lakeside development, construction of the new [Marina Heights development](#) is currently underway. This project will add 2.15 million square feet of mixed-use commercial development and bring over 7,000 new employees to the corridor in early 2015. [Expansion](#) of the Hayden Ferry Lakeside development is also under construction currently. Additionally, both the [City and ASU have announced](#) plans to add nearly 10 million additional square feet of commercial retail, office, residential and advanced sciences research and development space in the immediate future. The ASU [University Athletic Facilities District](#) plan falls directly in line with the City’s General Plan that designates the south side of Rio Salado Parkway as the “Stadium District Growth Area.”

Figure 4. Activity Centers



LEGEND		
Valley Metro Rail / Station	Proposed Streetcar Stop	Destination
Tempe Streetcar Route	Downtown Tempe	Park

<p>Civic</p> <p>1 City Courts</p> <p>2 Tempe City Hall</p> <p>3 Tempe St. Luke's Hospital</p>	<p>Cultural</p> <p>10 AMC Theaters</p> <p>11 Nelson Fine Arts Center</p> <p>12 Tempe Center for the Arts</p>	<p>19 Birchett Park</p> <p>20 Plazita de Descanso Park</p>
<p>Entertainment/Recreation</p> <p>4 Gammage Auditorium</p> <p>5 La Casa Vieja / Kimpton Hotel Site</p> <p>6 Downtown Tempe</p> <p>7 Sun Devil Stadium</p> <p>8 Tempe Town Lake</p> <p>9 Wells Fargo Arena</p>	<p>Parks</p> <p>13 Daley Park</p> <p>14 Hayden Butte Preserve</p> <p>15 Tempe Beach Park</p> <p>16 Jaycee Park</p> <p>17 Mitchell Park</p> <p>18 Clark Park</p>	<p>School/Education</p> <p>21 Arizona State University</p> <p>22 Tempe High School</p>

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Tempe Festival of the Arts
Photo credit: Tempetourism.com

ASU's plans for development along the Rio Salado Parkway corridor comprise the largest public-private partnership venture nationally. The General Plan states that this growth area would transform Rio Salado Parkway into a walkable, mixed-use commercial and residential development district that would be heavily reliant on transit. Streetcar stops are proposed immediately adjacent to these current developments, providing a direct link to both downtown Tempe and the residential neighborhoods. Adding the streetcar line and stops would accomplish several stated goals for economic and urban development outlined in the General Plan, including the goal to "facilitate development of a streetcar line along Rio Salado Parkway from downtown Tempe."

It is also important to recognize the synergistic relationship between Tempe's diverse economy and ASU. As noted in the General Plan, "A strong relationship between ASU and the business community can support real growth opportunity." Public infrastructure investments that encourage land development and private investment play a key role in this relationship. In the General Plan's goals for economic development, Goal 3 states that Tempe shall "Continue investment in improvements to make the Downtown a financial, civic, cultural and professional hub of the region," and listed specifically among the objectives for this goal are to "Facilitate implementation of a streetcar." As noted by the General Plan, "The synergy from Tempe businesses and ASU institutions has spawned start-ups and business incubators contributing to economic sustainability. By developing strong links and sharing best practice, an efficient and practical partnership will help boost the economy, benefitting both business and the university." Enhancing connections between the Rio Salado Parkway corridor with downtown is vital to this mission, and will further drive both an innovation and entrepreneurial economy.

DOWNTOWN TEMPE:

Described by the [Arizona Business Journal](#) (October 29, 2014) as the "hottest submarket" in the Phoenix metropolitan region, downtown Tempe contains a rich mixture of street-oriented mixed-use developments that attract significant daily pedestrian activity associated with ASU, tourism, employment, and housing. Named a [2008 Great Streets in America by the American Planning Association](#), "Mill Avenue demonstrates how public- and private-sector commitment, a willingness to take risks, and a dedication to community design and historic preservation create a place of lasting value."

Development in the corridor consists of historic structures (on both national and local historic structure registers), modern mixed-use infill, and redevelopment properties. Anchored to the north by [Tempe Town Lake](#) and Tempe Beach Park, the second-most popular tourist attraction in the state after the Grand Canyon, the traditional core of downtown Tempe is geographically defined as the area between Mill and Ash Avenues, Rio Salado Parkway, and University Drive. [Mill Avenue](#) is the historic heartbeat of downtown Tempe, and remains an iconic destination with a unique urban design



Valley Art Theatre
Photo credit: Tempetourism.com

TEMPE STREETCAR

that features late 19th century buildings coupled with mid-20th century modern western design. Wide brick sidewalks, continuous tree canopy, street-facing storefronts add to the urban aesthetic. Hosting hundreds of special events each year, [downtown Tempe is the premier destination](#) for urban activity center in the Valley.

Downtown Tempe has experienced unprecedented growth in recent years. As the center of commerce in the City, downtown Tempe has an office and commercial property vacancy rate of approximately 11 percent,¹ the lowest reported vacancy rate within the greater Phoenix region, 1.2% below the same quarter in 2013, and 7 percentage points below the current Phoenix regional average office and commercial property vacancy rate. Projections continue to suggest that this rate will continue to fall in the coming quarters. Housing both in and surrounding downtown is also at a premium, and construction of several new multi-unit residential complexes is underway. Recently, [construction of two new high rise towers](#) were announced at the intersection of Mill Avenue and Rio Salado Parkway that will include 280,000 square feet of Class A office space, retail and restaurant commercial space, and a 274-room downtown hotel.

Recently, construction of two new high rise towers were announced at the intersection of Mill Avenue and Rio Salado Parkway that will include 280,000 square feet of Class A office space, retail and restaurant commercial space, and a 274-room downtown hotel.

The proposed streetcar project would construct a counter-clockwise-directional loop alignment encircling downtown Tempe to serve both major north-south streets and a critical east-west link along Rio Salado Parkway. This portion of the streetcar alignment would include stops located immediately adjacent to the ASU campus, Tempe City Hall, major employers including Chase Bank and US Airways, Tempe Beach Park, and throughout the downtown core on Mill and Ash Avenues.

MILL AVENUE AND APACHE BOULEVARD:

South of downtown Tempe, the proposed streetcar alignment will wrap around the southern side of the ASU campus, providing stops at several campus activity centers and multi-unit housing complexes. The character of this segment is a balance of historic Tempe neighborhoods, the ASU campus and facilities, and a mix of commercial uses. The area includes the historic districts of Maple Ash located generally in the area south of University Drive and west of Mill Avenue, and the [University Park Historic District](#) south of Apache Boulevard. University Park is eligible for listing on the National Register of Historic Places, while the Maple Ash neighborhood, the closest neighborhood 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



ASU Gammage Auditorium
Photo credit: Tempetourism.com

¹ Colliers International, [Research and Forecast Report Q3 2014 Office Space](#)

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 also located near proposed stop locations along Mill Avenue and Apache Boulevard. There are several minor commercial centers eligible for intensification or redevelopment along Apache Boulevard. Proposed stop locations along this portion of the alignment present 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.

EXISTING CORRIDOR AND STATION AREA PARKING SUPPLY

There are approximately 500 on-street [parking spaces](#) in the downtown Tempe 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 downtown, with costs averaging \$12 day. Neighborhoods along the proposed streetcar line have established residential permit-only on-street parking due to inadequate parking and to preserve the character of the area. [On-campus parking permits](#) at ASU range from \$210 (for remote parking) to \$780 annually, effectively discouraging the use of personal automobiles on the pedestrian-friendly campus. ASU is [actively looking to expand](#) its research and academic facilities and more than double the percentage of students living on or near campus, and will developing existing surface parking areas as part of its’ expansion and redevelopment plans. ASU has indicated that even with the redevelopment of surface parking facilities, they have sufficient parking capacity to meet current and future parking demand. As part of ASU’s commitment to sustainability, the university is supporting transit alternatives with programs such as the U-Pass that provides a reduced fare and unlimited access to all Valley Metro services for ASU students and employees.

LEGALLY BINDING AFFORDABILITY RESTRICTED HOUSING

In order to determine the proportion of Legally Binding Affordability Restricted (LBAR) housing units in the corridor and the county, LBAR housing data from the [National Housing Preservation Database](#) and the [Arizona Department of Housing](#) was gathered. The number of LBAR housing units for Maricopa County and the City of Tempe were collected, with the Tempe housing units further refined to only include those within the proposed transit corridor (within ½ mile of a proposed station). The total number of housing units within Maricopa County and the corridor were also determined.

A total of 106 LBAR housing units are located in the Corridor, out of a total of 10,730:

$$\text{Corridor: } \frac{106}{10,730} = .009879$$

A total of 43,510 LBAR housing units are located in Maricopa County, out of a total of 1,640,743:

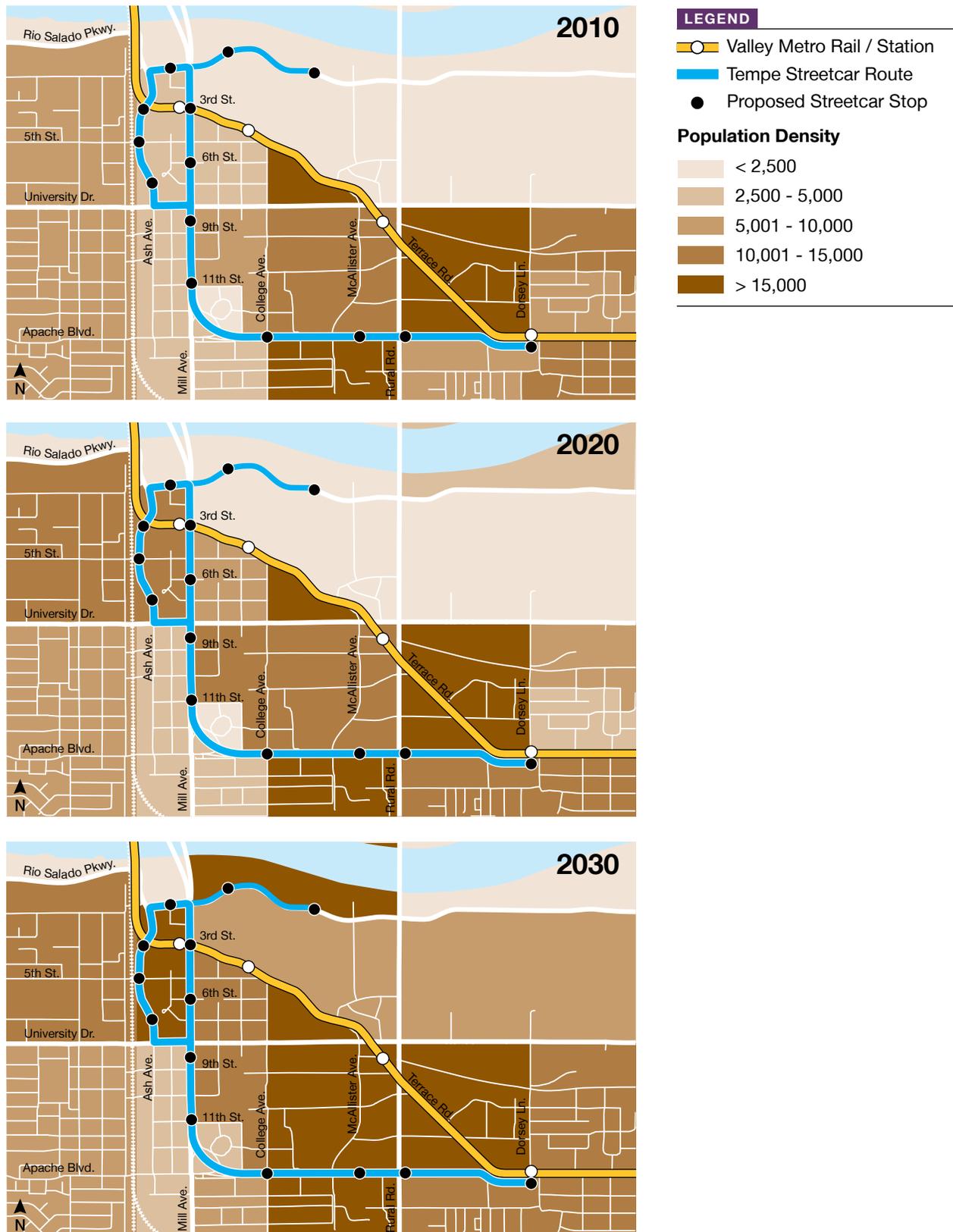
$$\text{County: } \frac{43,510}{1,641,035} = .026518$$

Thus, the proportion of Legally Binding Affordability Restricted housing in the project corridor compared to the proportion in the counties through which the project travels can be derived by dividing the two previous ratios:

$$\text{Proportion: } \frac{.009879}{.026518} = .372593$$

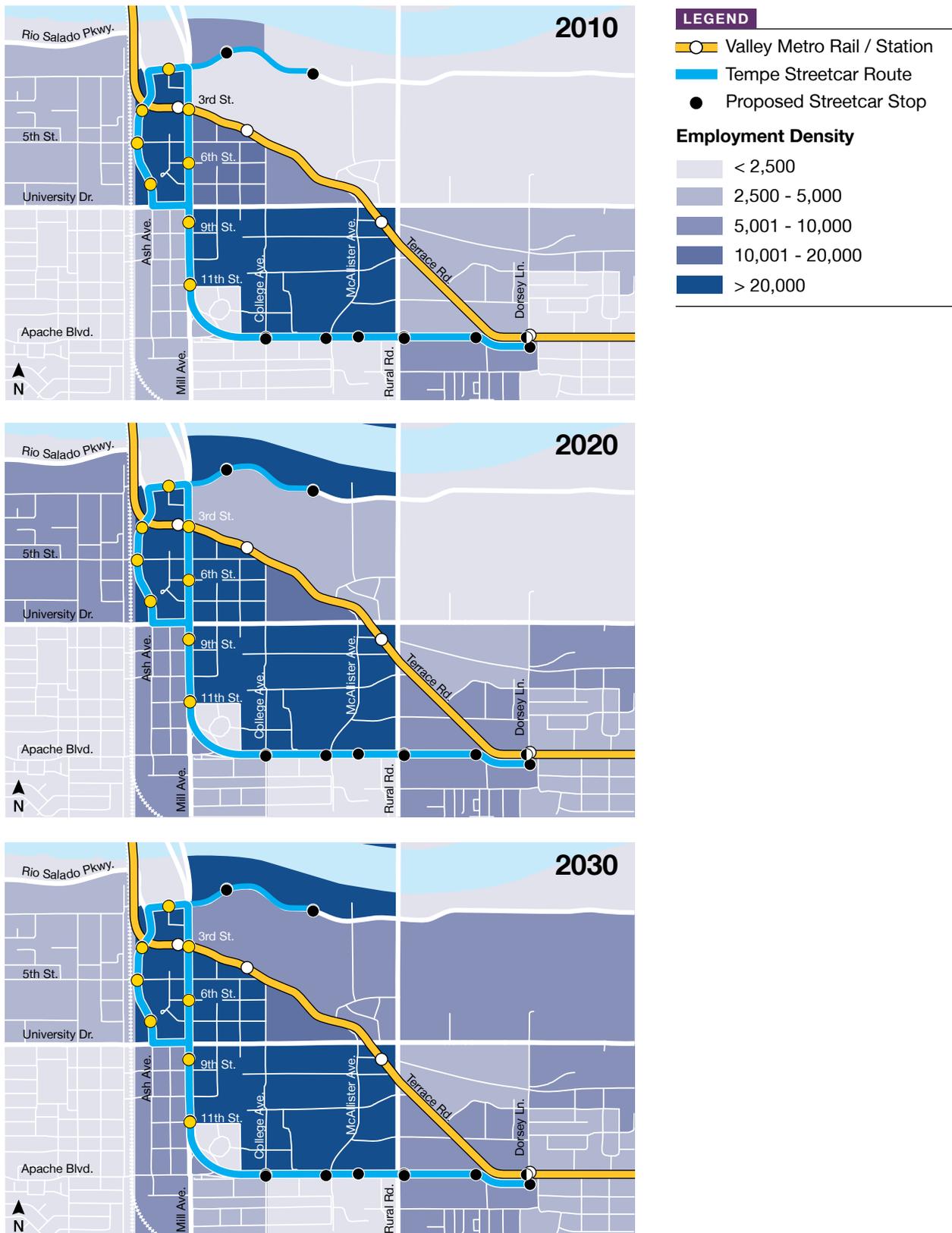
A letter from the City of Tempe certifying that these calculations are correct is included in Appendix E of this report.

Figure 5. Population Density



TEMPE STREETCAR

Figure 6. Employment Density



TRANSIT SUPPORTIVE PLANS AND POLICIES

The City of Tempe has a demonstrated record of implementing transit-supportive plans and policies to encourage land development and investment around transit facilities. Most notably, the City’s voter-approved General Plan, the Transportation Master Plan, and the Transportation Overlay District offer strong planning and policy guidance for transit oriented development (TOD) in downtown and along the Rio Salado Parkway and Apache Boulevard corridors. The City is also in the process of adopting additional policies to promote economic development, focus growth around streetcar and light rail stops, and revising zoning regulations to implement the policy vision outlined in the General Plan along the proposed streetcar corridor specifically. A number of these efforts (described below) have already been achieved, with some policies and plans expected to be completed in 2015. Table 3 identifies several transit-supportive plans, policies, and programs of the City of Tempe and Maricopa Association of Governments (MAG) intended to promote TOD.

TRANSIT-SUPPORTIVE CORRIDOR PLANS AND POLICIES

PLANS AND POLICIES TO INCREASE CORRIDOR AND STATION AREA DEVELOPMENT

The guiding goal of the Circulation chapter of the General Plan is for the creation of a “20-minute city,” wherein “a vibrant mix of commercial and residential establishments within a one-mile walking distance, a 4-mile bike ride or 20-minute transit ride.” In support of this goal, the Circulation chapter supports expansion of light rail, streetcar, and future transportation options that support pedestrian and transit-oriented development as one of the backbones of “interhub” connectivity and eliminates the need for widening roads.

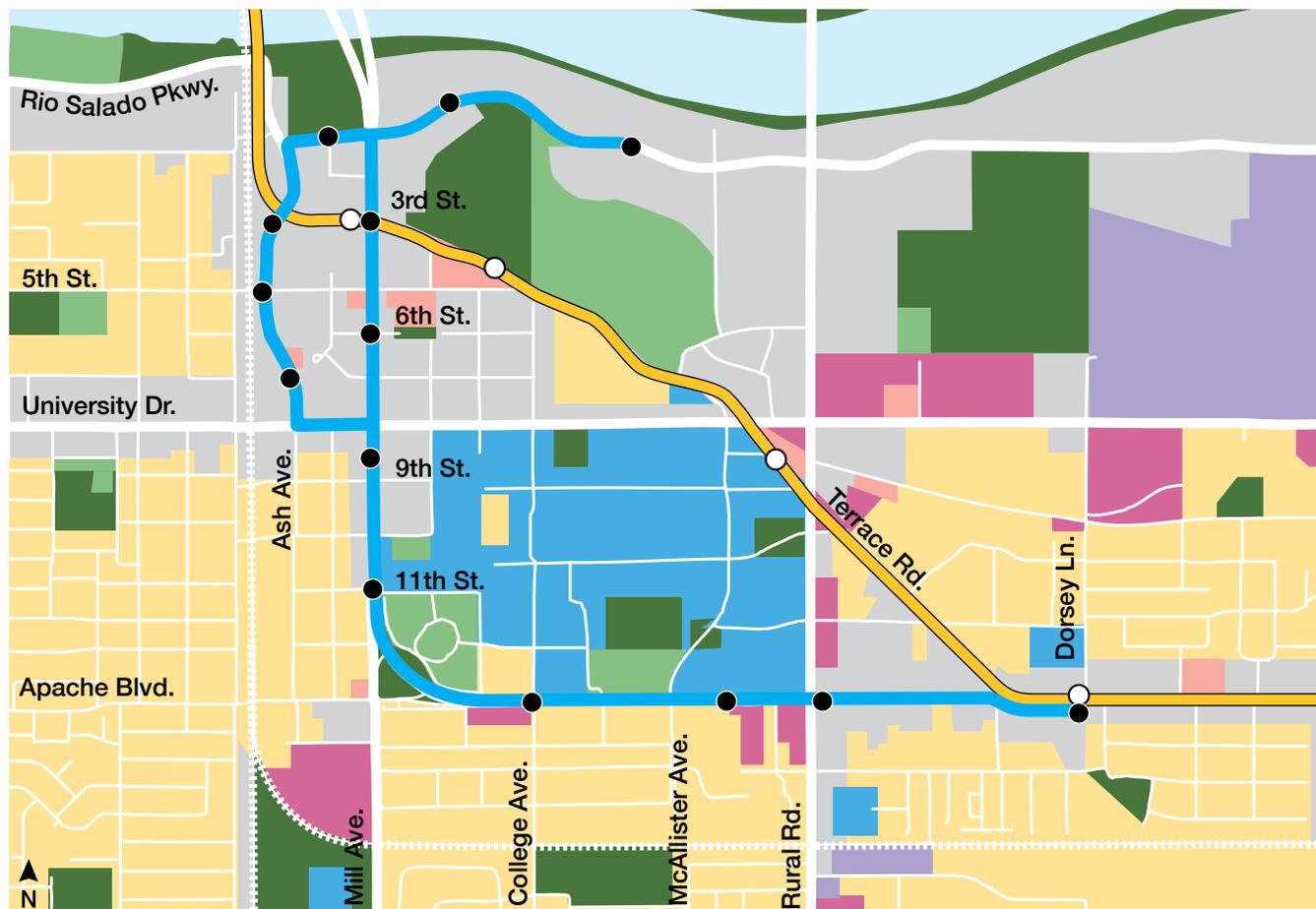
The [Tempe General Plan](#) (2014), approved by voters on May 20, 2014, is the overarching policy document for the City of Tempe and is an expression of how the community wants to grow and change over the next 30 years. The General Plan outlines policies and programs specifically intended to promote mixed-use development projects, housing and transit-oriented retail, and policies that provide for high-density development in the streetcar corridor and stop location areas. As a land-locked city that can only grow and redevelop vertically, the General Plan focuses on densely compact, multi-story mixed-use development in downtown and around the ASU campus, but with a focus on pedestrian-scaled development (Figure 7).

Among the visions outlined for the City’s future, Tempe plans to be “a city with homes of distinctive quality and varied density, revitalized neighborhoods that are walkable, pleasant and safe, and connected within a 20-minute walk, bike or transit ride.” Transit and transit-supportive



ASU Sun Devil Stadium
Photo credit: Arizona State University

Figure 7. Tempe General Plan Future Land Use



LEGEND		
	Valley Metro Rail / Station	
	Tempe Streetcar Route	
	Proposed Streetcar Stop	
Land Use		
	Residential	
	Commercial	
	Mixed-use	
	Public Open Space	
	Public Recreational	
	Water	

development, part of the Circulation element of the General Plan, play a central role in virtually every goal and stated objective, particularly in relation to enhancing livability principals. “Livability is the availability of multi-modal connected networks; mobility; safety; accessibility to jobs, housing and services; and streetscape attractiveness.” A goal and central theme of the Plan is to “Achieve a more balanced transportation system and reduce reliance on the automobile.” The guiding goal of the Circulation chapter of the General Plan is for the creation of a “20-minute city,” wherein “a vibrant mix of commercial and residential establishments within a one-mile walking distance, a 4-mile bike ride or 20-minute transit ride.” In support of this goal, the Circulation chapter supports expansion of light rail, streetcar, and future transportation options that support pedestrian and transit-oriented development as one of the backbones of “interhub” connectivity and eliminates the need for widening roads.

Special attention in the General Plan is placed on pedestrian travel as an integral part of the city-wide transportation system. Historically, downtown Tempe has been a pedestrian-oriented district, featuring eight to 16-foot wide sidewalks, continuous retail storefronts, and shade provided by buildings and a nearly continuous tree canopy.

According to both the General Plan and current Census data, over four percent of Tempe residents walk to work regularly. Within the proposed streetcar corridor, the percentage of persons walking to work is seven percent. Tempe has established pedestrian overlay and zoning requirements that reinforce a continued commitment to pedestrian scaled development design and an emphasis on public transportation.

Complementing the General Plan, the City is engaged in the creation of [Character Area Plans](#) that are intended to identify, promote, and capitalize on the unique attributes, design characteristics, and distinctive qualities of city neighborhoods. “Community design principles are typically applied as development occurs on a project-by-project basis,” however these small area plans are focused on providing greater specificity in design and land use.

“Character Areas recognize areas or groups of neighborhoods that contain common design, land use and commercial characteristics distinct from neighboring areas.” Eight character areas are identified, including one specifically for the Rio Salado-Downtown Tempe-ASU campus area, encompassing the entire streetcar alignment and stop locations proposed. This character area specifically identifies streetcar as a key catalyst for economic development, dense, compact land development, and mobility.



Historic Mill Avenue
Photo credit: City of Tempe

In addition to the Tempe General Plan, the City is about to approve an updated [Transportation Master Plan](#) (TMP). This plan reviews all elements of the City’s transportation program, and makes recommendations on future transportation investments. The 2014 update highlights the ability to move people, through a variety of modes, instead of focusing solely on improving the ability to move vehicles. Tempe Streetcar is identified as a programmed transit improvement. Among the core elements of the TMP are an emphasis on transportation linkages that emphasize mobility over capacity, connections between activity centers, identification of priority corridors and transportation nodes, and neighborhood vitality. Carrying forth the vision of establishing a “20-minute city” (characterized by a vibrant mix of commercial and residential establishments within a 1-mile walking distance, 4-mile bike ride, or 20-minute transit ride) originally identified in the General Plan, the TMP identifies numerous transportation improvements aimed at enhancing and growing transit, bicycle, and pedestrian usage. Long opposed to providing additional roadway capacity, the City goes one step further and identifies portions of corridors where capacity continues to exceed demand and thus recommends a reduction in traffic lanes to optimize transit operations and bicycle/pedestrian movement and to facilitate transit-oriented development. Such improvements are designed to create a truly balanced multi-modal transportation system and to reduce automobile dependency.

The City recently completed several [Station Area Planning](#) (SAP) exercises for light rail station areas. Station Area Plans supplement the [Transportation Overlay District](#) by providing specifics such as appropriate land uses surrounding each light rail station, and design and development guidelines to enhance the pedestrian environment and encourage transit ridership for the light rail system. These station area plans are designed to assist that implementation by providing design guidance for public and private investment near light rail. The Station Area Plans were adopted by the City Council in June, 2012. The City has committed to extending the SAP process to streetcar stops and has already begun the process through the development of streetcar urban design guidelines. The Transportation Overlay District zoning ordinance codifies the SAP process to address the need for more detail regarding the appropriate land uses within the area and design and development guidelines to enhance the pedestrian environment, encourage transit ridership, and promote economic development at and around streetcar stops.

In addition to the Transportation Overlay District, the City has also adopted several overlay districts specifically intended to address the character of development with respect to multiple uses of land in downtown. Included as part of these overlay districts is the Rio Salado Overlay District, with the stated purpose to “Encourage the optimum development of land along the Salt River including: residential, commercial or industrial, open space, transportation and circulation, public facilities and services and adjoining land uses.”

Along with City-sponsored plans, private development and civic businesses groups have worked with City leadership to develop plans for specific areas of the City. The Downtown Tempe Authority, Inc. (DTA) is a private, non-profit organization created in 1993 that works in partnership with the City of Tempe to increase the value of downtown properties and development through enhanced management and promotional services. The Downtown Tempe Development Shared Vision Strategy, initiated in January 2011, was a multi-faceted planning effort involving a variety of stakeholders to 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 corridor. The proposed streetcar system and stop locations play an integral role in many of the plan’s stated goals for economic growth and downtown mobility.

In addition to the plans and policies adopted by the City, 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. As noted, ASU is pursuing an aggressive expansion plan for the construction of new academic and research facilities along Rio Salado Parkway, part of the City’s Stadium District Growth Area.

PLANS AND POLICIES TO ENHANCE TRANSIT-FRIENDLY CHARACTER OF STATION AREA DEVELOPMENT

Downtown development is built to the back of the sidewalk and street level space is dedicated to visible retail uses. The City of Tempe has committed a large amount of resources to make downtown a pedestrian-oriented environment and an attractive destination. 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. The guidelines for streetscapes in the downtown area will enhance Mill Avenue



Mill Avenue
Photo credit: Tempetourism.com

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. These guidelines were accepted by the Tempe City Council in 2011.

In addition to the streetscape project, in 2013 the City of Tempe initiated the [Storefront Improvement Program](#), and provided guidelines to business owners on applying for city assistance in order to revitalize and improve neighborhood commercial areas, freshen up building façades, support small businesses, eliminate blight and code violations, and enhance the livability of surrounding neighborhoods. By improving storefronts, businesses can create more welcoming entrances and add to improved visibility for potential customers.

TEMPE STREETCAR

Also in 2011, Valley Metro worked with the City of Tempe and a Community Working Group (CWG) comprised of city staff, local elected leaders, local business owners and other contributing stakeholders in the development of [Tempe Streetcar Urban Design Guidelines](#) for streetcar stops. The goal of these guidelines was to develop a set of design parameters for the designers who will be involved later during the design process, but to specify the community's desires for the look and feel of streetcar stops and associated facilities. This work involved extensive communication with downtown business owners and property owners, particularly in recognition of economic development potential the streetcar system will help bring to ensure the urban aesthetic of Mill Avenue and each corridor served is retained.



The District on Apache

The [Apache Boulevard Specific Area Redevelopment Plan](#) provides an example of small area planning conducted previously along the proposed streetcar alignment. Apache Boulevard is one of Tempe's historic roadways. Formerly designated as U.S. Highway 60/ State Route 89, Apache Boulevard was one of the connections that people driving from the east would use to travel to California and other West Coast destinations. In December of 1997, the Tempe City Council adopted the Apache Boulevard Specific Area Redevelopment Plan and created a redevelopment district to provide land use planning, promote economic tools for new developments and businesses and to help the community members create a vision for their future inclusive

of transit. More recently, the [Apache Trade Area Market Profile](#) study was funded by Local Initiatives Support Corporation (LISC) Phoenix in collaboration with State Farm and NEDCO in Mesa to obtain a comprehensive report reflecting the market needs, both business and residential, on Apache. The study identifies potential strategies and action steps to implement equitable Transit Oriented Design to create safe, convenient, accessible and equitable environments for walking, bicycling and using public transit that also connects low-income people to opportunity. Building on both of these plans were a series of reports published by the Arizona Department of Housing on Transit-Oriented Development Neighborhood Study, specifically looking at transit-oriented development strategies along Apache Boulevard at the [McClintock Road](#) and [Price Road/101 Freeway](#) light rail stations. While this study is just beyond the streetcar study area, it reflects many of the same goals for transit-supportive development desired by the City of Tempe along Apache Boulevard that could be replicated along Apache Boulevard between Rural Road and the Dorsey Lane LRT station.

In 1996, Tempe passed a dedicated sales tax (one-half of one percent) providing funds for transit and transit-oriented plans and improvements. Tempe also provides free high frequency bus circulator services (Orbit and 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 and approximately 12 million annual boardings, resulting in significantly higher boardings per capita than the rest of the region.

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south of these destinations. Because of its dedication to funding transit, Tempe has the highest number of bus miles per capita in the region and approximately 12 million annual boardings, resulting in significantly higher boardings per capita than the rest of the region. Additional detail on policies to promote transit-supportive development are discussed in the Supportive Zoning Regulations near Transit Stations section below.

PLANS TO DEVELOP PEDESTRIAN FACILITIES AND ENHANCE DISABLED ACCESS

The City of Tempe is among Arizona's most walkable and pedestrian-friendly cities. Connected, continuous sidewalks are located along the entire streetcar corridor, and all stop locations are connected to ADA-compliant sidewalks. Beyond the immediate streetcar corridor and stop locations, sidewalks extend into neighborhoods, the ASU campus, and throughout downtown. On many streets, continuous tree canopy and shade awnings provide sun protection to pedestrians and create a comfortable environment conducive to commerce, dining, and entertainment. The City enforces pedestrian-oriented street laws, such as yield-to-pedestrian mid-block cross walks, signalized crossings, clearly demarcated crossing locations, and provides dedicated bicycle lanes that help minimize bicyclists from riding on sidewalks for pedestrians.



ADA-Compliant Sidewalks throughout Downtown Tempe

With respect to community facilities and ensuring access to disabled populations, the City has established The [Commission on Disability Concerns](#). This committee advises and makes recommendations to the City Council, assists City departments and the City Manager in the establishment of essential policies, rules and regulations relating to compliance with federal and state disabilities legislation or regulations and on other disabilities concerns and issues as needed, prepares and submits an annual report to the City Manager and City Council, and takes further actions as may be deemed necessary and appropriate to further the goals of the Commission.



Yield-to-Pedestrian Crosswalk

PARKING POLICIES

As discussed, downtown Tempe contains a mixture of public and private parking. The Tempe General Plan and ASU campus development plans support the use of existing surface parking lots to higher intensity uses. As part of ASU's commitment to sustainability, the university is supporting transit alternatives with programs such as the U-Pass that provides a reduced fare and unlimited access to all Valley Metro services for ASU students and employees.

Table 3. Transit-Supportive Corridor Plans and Policies

Plan/Policy	Plans and Policies to Increase Corridor and Station Area Development	Plans and Policies to Enhance Transit Friendly Character of Corridor and Station Area Development	Plans to Improve Pedestrian Facilities for Persons with Disabilities	Parking Policies
City of Tempe General Plan 2040	Supports the growth of higher density, mixed-used development within one-half mile of the light rail corridor. (Land Use Element, Growth Area Element)	Outlines several community design objectives to promote and enhance pedestrian movement and encourage mixed-use design concepts. (Community Design Element)	Outlines several objectives and strategies towards developing safe, comfortable walking environments and pedestrian connections to encourage pedestrian travel. (Pedestrian and Bikeway Element)	Outlines several parking objectives and strategies aimed at influencing travel behavior and encouraging greater transit usage. (Parking and Access Management Element)
City of Tempe Comprehensive Transportation Plan	N/A	Identified a network of “transit streets” and developed recommendations for improving transit accessibility by bicyclists and pedestrians. The City of Tempe is currently updating their Transportation Master Plan (TMP) and is expected to be approved by Council in late 2014. (Streets and Travelways)	Outlines a series of objectives and strategies aimed at providing convenient and safe pedestrian access to destinations throughout the city. Includes a recommended project list. The City of Tempe is currently updating their Transportation Master Plan (TMP) and is expected to be approved by Council in late 2014. (Pedestrian Network)	N/A
Apache Boulevard Station Area Plans	Developed station area plans for the four LRT stations in the Apache Boulevard corridor that featured transit supportive densities, a mixture of land uses, and human scaled elements.	Developed plans to foster mixed-use development and create densities and design features supportive of transit within the four Apache Boulevard station areas.	Identifies streetscape design guidelines and strategies for encouraging greater pedestrian use within the Apache Boulevard station areas.	Outlines appropriate parking ratios and reduced parking requirements for development in station areas.
City of Tempe Engineering Design Criteria	N/A	Identifies specific design criteria for integrating transit friendly features into developments and optimizing connectivity. (Pedestrian, Bicycle, Transit Design Criteria)	Identifies specific design criteria for creating safe, connected pedestrian facilities. (Pedestrian, Bicycle, Transit Design Criteria)	N/A

Plan/Policy	Plans and Policies to Increase Corridor and Station Area Development	Plans and Policies to Enhance Transit Friendly Character of Corridor and Station Area Development	Plans to Improve Pedestrian Facilities for Persons with Disabilities	Parking Policies
<u>City of Tempe Transportation Overlay District</u>	Established a special zoning district along the light rail corridor to encourage appropriate land development/redevelopment that is consistent with and complementary to the City's focused investment in transit, bicycle, and pedestrian infrastructure. (Chapter 6 – Transportation Overlay District)	Develops standards to encourage a mix of uses, balanced densities, and transit accessible design elements within the Overlay District. (Chapter 6 – Transportation Overlay District)	Requires urban design elements that attract and encourage pedestrian activity, create a safe and accessible environment, and minimize conflicts between vehicles and pedestrians. (Chapter 6 – Transportation Overlay District)	Allows for a voluntary reduction in minimum parking ratios and for on-street parking to be counted towards parking requirements for properties within the Overlay District. (Chapter 6 – Transportation Overlay District)
<u>Maricopa Association of Governments – Pedestrian Policies and Design Guidelines</u>	N/A	N/A	Identifies specific policies and design guidelines to ensure all pedestrian areas and facilities are safe and comfortable, thereby promoting greater pedestrian usage.	N/A
<u>Maricopa Association of Governments – Transit Oriented Development Strategy</u>	Establishes a framework for implementing compact, mixed-use development in light rail, commuter rail, and bus transit corridors.	N/A	N/A	N/A
<u>Storefront Improvement Program</u>	N/A	Provides assistance to business owners in improving the appearance/condition of their buildings. Businesses in the Apache Boulevard Redevelopment Area may be eligible for reimbursement of up to half of the project expenses.	N/A N/A	N/A

SUPPORTIVE ZONING REGULATIONS NEAR TRANSIT STATIONS

The City of Tempe is the densest city in the State of Arizona, and downtown Tempe is the densest area of the City. In the next twenty years, downtown Tempe is anticipated to absorb significant growth in population and employment. The City has a robust [Zoning and Development Code](#) that establishes land use classifications governing the use of land for residential and non-residential purposes and regulating the height and bulk of building, occupancy volumes, and standards for performance and design for build façades. Existing zoning in downtown and adjacent to the proposed streetcar alignment and stop locations is primarily mixed-use (Mixed-use Commercial and Residential and City Center zoning districts) and Multi-family Residential (see Figure 8). The majority of existing multi-family zoning allows densities of up to 25 dwelling units per acre, with building heights up to 40 feet. The City Center and Mixed-use district has an unlimited standard for density or height subject to site-specific approval. Development in these districts includes Hayden Ferry Lakeside, consisting of eight and 12-story office and residential towers, and the Marina Heights development. Existing zoning regulations allow increased building heights and multi-family residential densities through approval of a Planned Area Development.

Figure 8. Existing Zoning

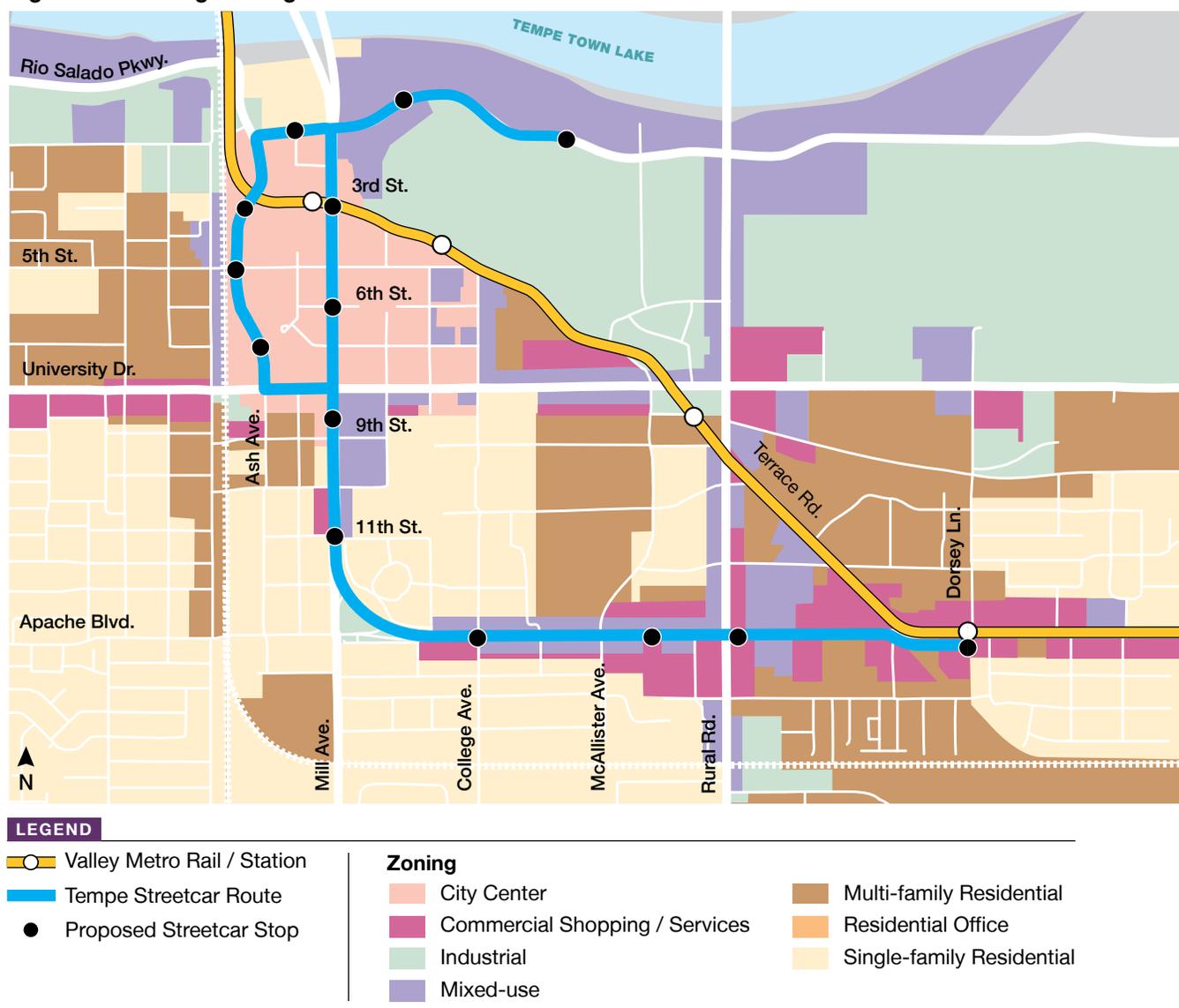


Figure 9. Districts Map



LEGEND		
	Valley Metro Rail / Station	
	Tempe Streetcar Route	
	Proposed Streetcar Stop	
	Historic District	
	Rio Salado Overlay District	
		Transportation Overlay District
		Downtown Tempe

Contributing to the density of the City is the [Transportation Overlay District](#) (Figure 9) that 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 areas of the City. The Transportation Overlay District establishes specific criteria for development within the district’s geographic coverage area and “Station Areas.” While the initial focus of the district was on development around light rail, the Transportation Overlay District already encompasses several geographic areas that would be served by the streetcar and proposed stop locations, and is in the process of being modified to include the entire streetcar alignment and stop locations as proposed. The Transportation Overlay District includes requirements for street-side access, street coverage, fenestration requirements, pedestrian design standards, optional reduction in parking requirements, and permitted and prohibited uses – consistent with the objectives of the district. The district also increases the allowable maximum density, height and lot coverage of multi-family residential districts. The City also developed an “Opt-In” Provision for the district that would allow properties within one-half mile of the streetcar line to be added to the Transportation Overlay District (following a zoning amendment). This effort, led by the Community Development Department, was completed in 2012.

Much of the downtown area is within the Transportation Overlay District, 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 Transportation Overlay District “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.



Tempe Center for the Arts
Photo credit: tempetourism.com

In 2014, the ASU campus provided housing to approximately 13,000 students and had 14 residence halls and three apartment buildings. On-campus living is encouraged for all incoming students and will likely continue to increase with enrollment. Aside from the ASU campus, neighborhoods to the west of Mill Avenue and south of Apache Boulevard include single-family residential and a mix of multi-family and commercial zoning. The single-family residential zoning district generally permits densities of approximately four 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. As discussed, the “Opt-in Provision” of the transportation overlay district would allow increases to the allowable heights, maximum density, and maximum lot coverage for approximately one-third of this district. Application of the overlay district would improve the pedestrian character of these neighborhoods by establishing build-to lines that bring development closer to the street and sidewalk, standards for ground floor uses.

The City is currently engaged in several zoning code modifications to enhance both the character of development in downtown Tempe, but also further promote dense, compact affordable housing development focused around transit facilities. Currently, the City is revising the Transportation Overlay District to apply it to streetcar stop locations, making modifications to the district supportive of development around streetcar, and adding an affordable housing element to increase the supply of affordable housing around stop locations. Tables 4 through 6 specify zoning code regulations supportive of transit, increased densities, and transit-oriented character along the streetcar corridor and at stop locations.

ZONING DOCUMENTATION

Table 4. Zoning Ordinances Supporting Increased Development Density at Streetcar Stops

Code	Code Title	Description
Section 3	Land Uses	Outlines every zoning code and the allowed land uses.
Zoning Map	Zoning Map	Interactive zoning map that can show the land uses of every property within the Tempe Streetcar Corridor.
Section 5-601	Transportation Overlay District	Establishes TOD friendly zoning adjacent to light rail station areas and light rail corridors (all land within 1,950 feet of the station and 800 feet from light rail corridors; special designation for Station Areas: land within 800 feet of light rail station). This applies to a large amount of land within the Tempe Streetcar Corridor.

Table 5. Zoning Ordinances Enhancing Transit-Oriented Character of Station Area Development and Pedestrian Access

Code	Code Title	Description
Section 2-103	Commercial and Mixed Use Districts	Establishes mixed-use districts. Also includes a printed zoning map.
Section 3-201	Permitted Uses in Commercial and Mixed-Use Districts	Outlines permitted uses in mixed used districts. Uses promote TOD and pedestrian orientation. There is a large amount of mixed-use in the Tempe Streetcar Corridor.
Section 4	Development Standards	Outlines Tempe's development standards for all zoning codes.
Table 4-203B	Development Standards in Mixed-Use Districts	Standards promote TOD in mixed-used districts.
Section 4-303-E	Transportation Improvements/Connectivity	Requires small blocks for Mixed-use Districts.
Section 4-303-G	Transportation Improvements/Transit Facilities	Design standards that require the integration of transit facilities for all development.
Section 4-503	Pedestrian and Bicycle Access and Circulation Standards	Design standards to improve pedestrian and bicycle connectivity.
Section 4-603-D-4	Parking Ratios/Parking Calculations	Requires bicycle parking facilities in the Corridor.
Table 4-603E	Ratios for Off-Street Parking	Requires bicycle parking facilities in the Corridor.
Section 4-705	Pedestrian Amenities	Grants the city the authority to require pedestrian amenities through the development plan review process.
Section 5-606	Ground Floor Uses Required	Requires ground floor uses and the percentage of the façade that must have those uses.
Section 5-608.B	Prohibited Uses	Prohibits vehicular-oriented land uses. Also prohibits parking as a principle use, unless it is a city lot of park and ride.
Section 5-610	Development Standards for Residential Districts	Requires more TOD friendly Development Standards.
Section 5-611	Development Standards for Commercial, Mixed-Use, and Industrial Districts	Requires more TOD friendly Development Standards.
Section 5-612	Pedestrian Oriented Design Standards	Design standards that encourage pedestrian oriented design, including: smaller setbacks, preferred parking design, location of building entrances, encouraging access to transit, façade design, pedestrian and transit amenities, open space, more landscaping, wider sidewalks, more shade and other requirements.

Table 6. Zoning Allowances for Reduced Parking

Code Source	Code Title	Code Description
Section 4-602-D-1	General Parking Standards/ Parking Standards Applicable in Zoning Districts Other Than Single-Family	Tandem parking is allowed in districts other than Single-Family, subject to a use permit.
Table 4-603E	Ratios for Off-Street Parking	
Section 4-604	Shared Parking	Shared parking is allowed, subject to a use permit.
Section 5-612-J	Pedestrian Oriented Design Standards/Minimum Parking Ratios	Allows developers to reduce parking requirements, and thus have more land for development. Shared parking allowances can also be used in coordination with this code. On-street parking can count towards total parking requirement.
Table 5-612A	Transportation Overlay District Reductions to Minimum Parking	Waives significant amount of parking that would be required in underlying zoning.

TOOLS TO IMPLEMENT LAND USE POLICIES

The City of Tempe has engaged the use of several resources and numerous planning and policy tools to foster both community dialogue and visioning exercising on land development and economic growth as it relates to public transportation. Among the tools and techniques applied are direct outreach efforts to engage partnering government agencies, private developers, and the community at-large during the planning process.

OUTREACH TO GOVERNMENT AGENCIES AND THE COMMUNITY IN SUPPORT OF TRANSIT-SUPPORTIVE PLANNING

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. Additionally, civic business groups and stakeholders also play an important role in the planning and design of the streetcar project.

In addition to the civic commissions and other stakeholders previously identified, additional groups that have continued to support the Tempe Streetcar project include the [Tempe Chamber of Commerce](#), and the Downtown Tempe Authority (DTA). The Tempe Chamber promotes and supports the local business community and represents more than 800 businesses across Tempe and the Valley. In their [2013-2014 report](#), the Tempe Chamber specifically highlights the proposed streetcar alignment as a catalyst for business and economic development in Tempe. The DTA is a private, non-profit organization made up of local businesses and property owners in downtown Tempe that works in partnership with the City of Tempe to increase the value of the downtown through enhanced management and promotional services on behalf of its members and other downtown stakeholders.

REGULATORY AND FINANCIAL INCENTIVES TO PROMOTE TRANSIT-SUPPORTIVE DEVELOPMENT

A number of regulatory tools and financial incentive programs are available through policy actions taken by the City to promote economic growth and transit-supportive development along the proposed streetcar alignment and at stop locations. A list of these tools and programs, along with brief descriptions of each, is provided below. Tempe’s business assistance focuses on working with businesses in the creation and retention of jobs through facilitation of development expansion. These actions support creating a diverse employment base and economic vitality within the community. Table 7 identifies the many regulatory and financial incentives available for TOD through the City of Tempe.

Table 7. Regulatory and Financial Incentives for Transit-Oriented Development

Regulatory and Financial Incentive	Description
<u>Transportation Overlay District</u>	The city's Zoning and Development Code was amended June 1, 2006, to include a Transportation Overlay District (Part 5, Chapter 6) to encourage appropriate land development and redevelopment that is consistent with and complementary to the community's focused investment in transit in certain geographic areas of the city. The overlay regulates land uses and establishes development standards in order to prevent developments that would interrupt the transit experience.
<u>Adaptive Reuse Ordinance</u>	As Tempe continues to reinvent itself, the adaptive reuse of existing buildings becomes increasingly important. On October 2, 2014, the Tempe City Council amended the Zoning and Development Code to add an Adaptive Reuse Program, consisting of relief from certain standards for the purpose of facilitating the reuse of older buildings. Adaptive reuse becomes a sustainability tool that preserves revenue-generating commercial space and provides the opportunity for an eclectic mix of neighborhood retail/services, including along transit corridors.
<u>Tempe in Motion Marketing Plan</u>	The Tempe in Motion brand and logo were created to represent the City of Tempe's investment in and commitment to public transportation. Tempe in Motion provides bus, bike, pedestrian and light rail facilities, and encourages getting around Tempe in anything but a car. The TIM marketing plan includes specific, targeted advertising, marketing and public relations efforts to promote Tempe's public transportation programs, including bike, bus, walk, light rail – and the Tempe Streetcar.
Tempe Transit Excise Tax	A city-wide sales tax with proceeds dedicated to funding transit services.
<u>Tempe Enterprise Zone Commission</u>	Designated area where 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 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.
Community Development Block Grant (CDBG) Loan Fund	Provides technical assistance to small businesses in order to assist their growth and provide employment opportunities to low/moderate income persons.

Regulatory and Financial Incentive	Description
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 (FTZ) 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. 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.
Sustainable Communities Fund	A fund provided by consortium of state, local, regional, and non-profit entities to incentivize, leverage, and guide development of equitable TOD in areas served by high capacity transit. The fund is capitalized at \$20 million (with a goal of \$50 million) for funding program related investments, grants, and loans.
Community Reinvestment Act (CRA) 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.
Youth Transit Pass Program	Tempe’s commitment to public transportation includes the Tempe Youth Transit Pass Program, which allows all eligible Tempe youth ages 6 to 18 to ride regional and local Valley Metro bus routes and the METRO light rail for free. This program will also include the Tempe Streetcar when it begins operating.

EFFORTS TO ENGAGE THE DEVELOPMENT COMMUNITY IN STATION AREA PLANNING AND TRANSIT-SUPPORTIVE DEVELOPMENT

The Tempe City Council adopted the Tempe Involving the Public (TIP) Manual by Council resolution on August 16, 2007, to establish public engagement processes for city planning and private development in Tempe. For transportation projects, City staff create a Public Involvement Plan (PIP) to provide objective information to assist the public, including the development community, in understanding the proposed project; seek and encourage the involvement of all community members; provide a variety of ways for the public to contribute ideas and offer feedback through all phases of the process; make the process accessible and engaging to interested community members; and consider the public input in the design of transportation projects.



Marina Heights Development

TEMPE STREETCAR

As noted, land developers and other business interests have been key stakeholders in the project to this point. Represented individually or by downtown business coalitions and the Tempe Chamber of Commerce, developers are keenly aware of the project, and continue to emphasize the importance of fixed-guideway transit systems as pivotal elements in their decisions to move forward with building plans and investments. The [Sustainable Communities Collaborative](#) (SCC) is a unique non-profit partnership powered by a \$20 Million Sustainable Communities Fund, financed by Local Initiatives Support Corporation (LISC) and Raza Development Fund that is creating an economic catalyst for three Valley cities (Phoenix, Mesa and Tempe) connected to the Valley Metro light rail. The combination of capital and three visionary mayors is helping SCC encourage, leverage, and guide development of quality, equitable transit-oriented developments near high-capacity transit. Tempe is also involved with an executive committee consisting of residents and business owners collaborating on land use issues, the community group: Citizens for a Vibrant Apache Corridor (CVAC) has recently formed to weigh in on future development and the growth of the light rail corridor.

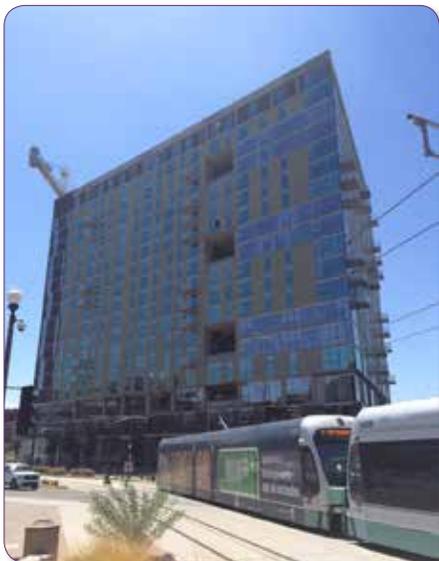


3rd St. and Mill Ave. Light Rail Station



Mill Avenue Pedestrian Streetscape Character

PERFORMANCE AND IMPACTS OF LAND USE POLICIES



Recent Construction along Valley Metro Light Rail

PERFORMANCE OF LAND USE POLICIES

DEMONSTRATED CASES OF DEVELOPMENTS AFFECTED BY TRANSIT-SUPPORTIVE POLICIES

In the case of the proposed Tempe Streetcar project, current conditions, trends, policies and planned developments underpin a positive future for substantial transit-supportive development throughout the 3.0 mile streetcar corridor. The success of the current Valley Metro light rail starter system, from both a ridership and related development viewpoint, is the first indicator of favorable policy and planning dynamics for transit-supportive development in the proposed streetcar corridor. The Tempe Streetcar project has a strong ability to increase transit ridership in the corridor, enhance connections between neighborhoods and commercial employment districts, and encourage new development and redevelopment of existing parcels.

[The development community has responded positively](#) to the development of fixed-rail in the Phoenix metropolitan region. As of January 2014, approximately \$7.4 billion in new development has been completed or is under construction along the region’s LRT route (within ½ mile of a station), and an additional \$1.0 billion in projects have been proposed, are in the planning stages, or currently under construction. This development contains nearly 17,000 residential units and over 100 million square feet of new commercial space. Despite the national and local economic climate tempering in the late 2000’s, areas adjacent to the Valley Metro light rail line along Apache Boulevard continued to see robust urban infill development and revitalization. Tempe has pursued an aggressive adaptive-reuse program, establishing a policy that is soon to be adopted by the City Council, for the reuse of structures particularly along Apache Boulevard and other transit corridors. Along the Tempe Streetcar corridor, the numbers are equally impressive. Table 8 shows the anticipated development by opening year (2018) and projected for 2035.

Table 8. Development Projects within One-half Mile of the Proposed Streetcar Line

Number of Projects	17
Residential Units	2,218
Area (SqFt)	
Residential	1,307,966
Commercial	85,000
Mixed-Use	6,259,596
TOTAL	7,652,562
Value in 2014 Dollars	\$1,199,600,000

[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. Table 9 identifies several transit-supportive projects located on the proposed streetcar alignment anticipated to be built by 2018 (a complete list of projects including additional transit-supportive projects to be built by 2038 are included in Appendix C – Table of Approved Developments). Figure 10 displays these and other development projects in relation to the proposed Streetcar project and stop locations.

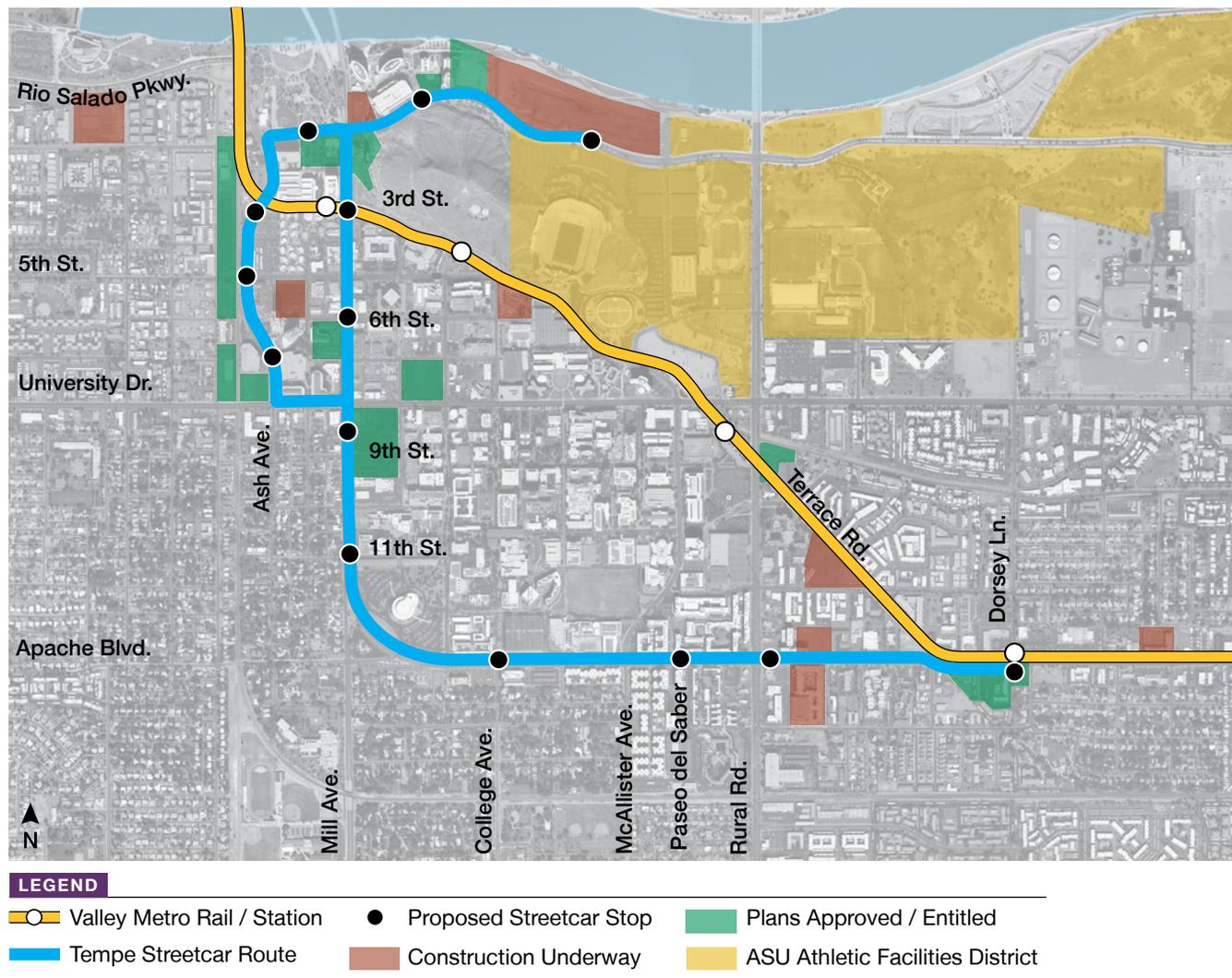
Note: Values reported are based upon an average of full cash values for building types based on downtown Tempe location or Tempe Lake location and new construction costs as reported in the Rider Levett Bucknall Quarterly Cost Reports (2014, 1st Qtr).

Table 9. Stop Location Development Proposals and Status

Project	Description	Status	Streetcar Stop
Marina Heights	A 2.15 million square feet of mixed-use commercial development and bringing over 7,000 new employees to the corridor in early 2015	Under Construction	Marina Heights/Rio Salado Pkwy
Hayden Ferry Lakeside (West)	Approximately 250,000 SF of office space.	Under Construction	Hayden Ferry/Rio Salado Pkwy
Encore on Farmer	Mixed-use development of 56 residential condominiums, including senior housing.	Complete	5th St/Ash Ave
The Hanover on 5th and Maple	281,720 SF mixed-use commercial and residential.	Under Construction	6th St/Mill Ave
Fifth and Mill Building	Project includes 19,000 SF office space and 1,600 SF retail.	Complete	6th St/Mill Ave
Marriott Residence Inn	This 11-story, 133,000 SF hotel includes ground floor restaurant and 6,200 SF of retail space.	Complete	3rd St/Mill Ave
University House Hub	Project anticipated to include 269 residential units with over 5,000 SF retail in first phase. Subsequent phase (phase 2) to include 72 residential units.	Phase 1 Complete Phase 2 Under Construction	6th St/Mill Ave
West Sixth	Two apartment towers house 375 residential units, 389,000 SF of residential space and 46,000 SF ground floor retail.	Complete	5th St/Ash Ave
Sun Devil Marketplace	An ASU owned site proposed for 40,000 SF of office and an additional 80,000 SF of retail.	Complete	6th St/Mill Ave
5th Street Studio's	25,000 SF of office space and 8,000 SF of residential space.	Complete	5th St/Ash Ave
The District on Apache	279 residential units and commercial retail space.	Complete	Rural Rd/Apache Blvd

Source: City of Tempe, Community Development, 2014

Figure 10. Development



POTENTIAL IMPACT OF THE TEMPE STREETCAR PROJECT ON REGIONAL LAND USE

In the 1990s, the State of Arizona ranked second nationally in overall growth, experiencing a growth rate of 40 percent in total population growth between 1990 and 2000 (U.S. Census Bureau). From 2000 through 2010, Arizona ranked fifth with 25 percent growth. While the national economic landscape dramatically slowed growth across the country and in Arizona between 2008 and 2011, expectations are that the greater Phoenix Metropolitan area (and Downtown Tempe in particular) are poised for substantial population and employment growth as the overall national economic condition improves. Evidence of this growth is already taking root in downtown Tempe and the ASU campus area in particular.

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

TEMPE STREETCAR

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 Valley Metro’s light rail line in Tempe provides a good guide to market trends for the area. As noted, approximately \$1.9 billion in development has occurred as of January 2014 along the region’s current light rail line in Tempe alone. Proposed projects would nearly double this total.

Apartment vacancy rates have continued to decline, with local economists are predicting that apartments should be the strongest commercial sector over the next few years. The expansion of the West Sixth development (complete 22- and 30-story residential towers) with the addition of along the proposed downtown loop is evidence of the continued potential Tempe’s downtown garners.

The ASU Tempe Campus enrolls over 60,000 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.

The ASU Tempe Campus enrolls over 60,000 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.

Collectively, development anticipated in the corridor by the opening year (2018) includes approximately 100,000 SF of single family residential, 550,000 SF of hotel; 2,287,000 SF multi-family residential; and 5,619,000 SF office space (see Appendix C – Table of Approved Developments). One-third of this office space has already been completed, as has the 22-story and 30-story residential towers of the West Sixth development. Among the development projects known, almost 60% are identified as being mixed-use developments incorporating housing and commercial uses (office or retail space) along the streetcar corridor.

A combination of vacant, underdeveloped and potentially obsolete land areas provide ample opportunity for new development within the half-mile stop locations, however these properties are quickly being absorbed and constructed on. This development 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.



West 6th Development
Photo credit: City of Tempe

Information from the 2014 Maricopa County Assessors database and City of Tempe indicates that there are approximately 46 acres of vacant land within one-half mile of the proposed corridor, plus an additional 36 acres of surface parking lots prime for redevelopment in the future. ASU has outlined an aggressive development program, particularly along Rio Salado Parkway, for the reuse of surface parking facilities into developed land uses for research and teaching facilities. Within one-half mile of the proposed corridor there are an additional 136 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 floor area ration (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 2035. This adds another 45 acres to the 82 acres of vacant and surface parking acres for a total of 127 acres of land available for development by 2035.

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.



Hayden Ferry III - Under Construction

TOOLS TO MAINTAIN AND INCREASE THE SHARE OF AFFORDABLE HOUSING

EVALUATION OF CORRIDOR-SPECIFIC AFFORDABLE HOUSING NEEDS AND SUPPLY

The Tempe Streetcar project corridor includes much of Downtown Tempe and the ASU main campus area comprise a significant amount of Tempe and the region’s mixed-use, high-density, transit-oriented development. Working families, students, and lower-income populations reside in the project corridor and rely on the City’s ability to provide and ensure affordable housing options. Although the project corridor does not currently have a large amount of Legally-Binding Affordability Restricted (LBAR) housing, it does have a significant amount of market-based affordable housing, which is provided by student dorms, student-oriented private housing developments, and historic single-family neighborhoods to the west and south of the project corridor. These housing options are currently meeting the needs of the residents of Tempe, although the City is projecting significant population growth in the coming years that will necessitate growth in the number of affordable housing units. This projected demand has already led to many new residential developments, including two LBAR housing developments along the corridor: [Gracie’s Village](#) and [Encore on Farmer](#). ASU has also constructed more on-campus housing, and private developers are building housing adjacent to the campus that is tailored for a student lifestyle. These unique housing needs are not only being met, they are attracting new transit-oriented development and mixed-use development that will ensure a strong supply of affordable housing in the near future.

PLANS AND POLICIES TO PRESERVE AND INCREASE AFFORDABLE HOUSING IN THE REGION AND/OR CORRIDOR

In the past ten years, Tempe’s housing stock has grown considerably both in terms of housing units and variety in the type. New apartments and condominiums in mid and high-rise buildings have been constructed, particularly in downtown with addition of the West Sixth development that includes two apartment towers house 375 residential units, 389,000 SF of residential space and 46,000 SF ground floor retail. The General Plan places a strong emphasis on growing the availability of affordable housing, and the City is working aggressively to adopt new policies to promote affordable housing in and around the downtown core. Objectives and strategies to encourage affordable housing development are outlined in goals for land use, community and economic development, and redevelopment. The City has adopted an [Affordable Housing Strategy](#) also offers a number of [affordable housing programs](#) to low and moderate income households (additional detail provided below), and is in the process of developing a transit-oriented development density bonus program.

ADOPTED FINANCING TOOLS AND STRATEGIES TARGETED TO PRESERVING AND INCREASING AFFORDABLE HOUSING IN THE REGION AND/OR CORRIDOR

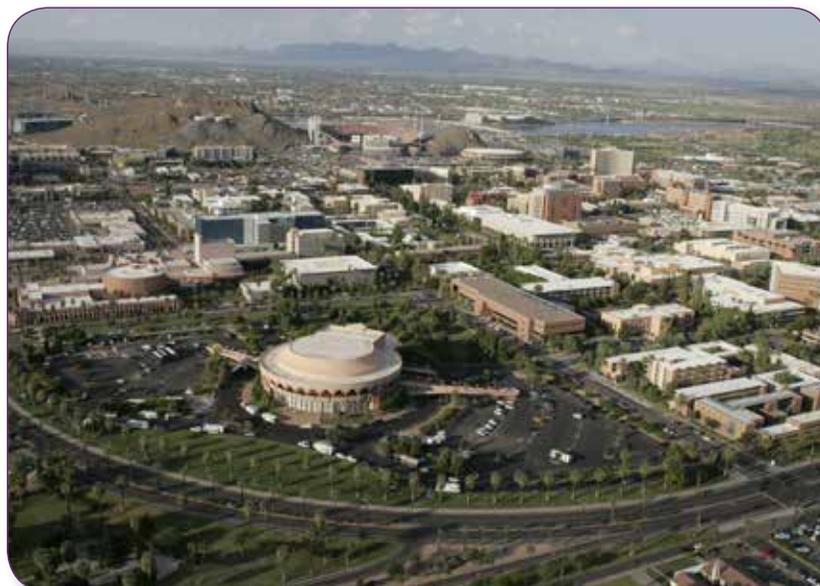
The City of Tempe administers various financial programs to support affordable housing. These include:

- Housing choice voucher program (Section 8 program)
- Section 8 homeownership program
- Section 8 rental assistance
- Community Assisted Mortgage Program (CAMP)
- Down payment Assistance for first time homebuyers
- Emergency repairs for homeowners
- Accessibility modification for homeowners
- Rehabilitation for homeowners



Hanover on 5th

Tempe's General Plan calls for a study that would look at reducing or eliminating fees for affordable housing development. The Arizona Department of Housing provides [financial assistance](#) through Low-Income Tax Credits, Section 8 assistance and other financing tools. Also, the Arizona Housing Finance Authority [administers three programs](#) that provide housing assistance, including a bond program for multi-family apartment developments in rural counties. The City regularly partners with the Newton Community Development Corporation Community Land Trust, Habitat with Humanity, and Chicanos Por La Causa to enhance affordable housing in Tempe.



Arizona State University - Tempe Campus
Photo credit: Arizona State University

EVIDENCE OF DEVELOPER AND PUBLIC SECTOR ACTIVITY TO PRESERVE AND INCREASE AFFORDABLE HOUSING IN THE CORRIDOR

Development activity within the Tempe Streetcar project corridor is far outpacing the rest of Arizona. This development activity is also predominantly mixed-use, walkable and transit-oriented. Due to the large student housing demands and an increased desire for urban housing, almost every development in the project corridor has include some type of residential component. Two of these developments, [Gracie's Village](#) and [Encore on Farmer](#), recently brought the project corridor its first Legally Binding Affordability Restricted (LBAR) housing. Gracie's Village provides LBAR housing for any low-income populations, while Encore on Farmer provides low-income seniors with LBAR housing options.

A separate, but important component of the overall residential development activity in the project corridor is the construction of large amounts of student and student-oriented housing. ASU's growth has spurred the development of student dorms by the university, as well as private developments that cater to student's needs. These housing developments provide affordable options for thousands of Tempe residents. Although they are not Legally Binding Affordability Restricted, these housing developments are able to meet the unique housing demand found in the project corridor, and do it in a way that is affordable to students.

Lastly, the City of Tempe has taken extensive steps to establish and maintain the historic homes and neighborhoods within the project corridor; this includes the Maple-Ash Neighborhood and the [University Park Neighborhood](#). These neighborhoods are some of the oldest residential communities in Tempe and provide a large amount of market-based affordable housing. By protecting these neighborhoods, as well helping to develop new affordable housing, the City of Tempe is strengthening the project corridor by providing a multitude of housing choices.

SUPPORTING DOCUMENTATION FOR CONSIDERATION

Appendix	Reference Document	Information gathered
A	Table of Special Events	List of special events in the Tempe Streetcar corridor
B	Table of Entertainment and Cultural Venues	Table of entertainment and cultural venues
C	Table of Approved Developments	Table of approved developments in the Tempe Streetcar corridor
D	City of Tempe Affordable Housing Letter	Signed letter certifying calculations to determine affordable housing
E	Quantitative Land Use Information	Transportation Analysis Zone Data

APPENDIX A – TABLE OF SPECIAL EVENTS

Event	Average Annual Attendance	Website
Rock-N-Roll Marathon	35,000	www.rmraz.com
The Color Run	10,000	www.thecolorrun.com
Taste in Tempe	1,800	www.tempe.gov
Skirt Chaser Race	2,500	www.redrockco.com
Great Arizona Beer Festival	8,000	www.azbeer.com
AZ Aloha Festival	200,000	www.azalohafest.org
Lucky Mans St. Patrick's Day	10,000	www.luckymanconcerts.com
Catch-a-Wave Kiwanis Carshow	3,500	www.kiwanisnuevo.org
MYFEST Youth Involvement Fest	3,000	www.magellanofaz.com/mylife
DragonBoat Festival	2,000	www.azdba.com
Tempe Spring Festival of the Arts	200,000	www.tempefestivalofthearts.com
Marquee Triathlon & Expo	5,000	www.redrockco.com
Pat's Run "Pat Tillman Foundation"	35,000	www.patsrun.com
Tempe International Triathlon	2,500	www.tucsonracing.com
Kiwanis Fourth of July	50,000	www.tempe4th.com
Healing Field	5,000	www.tempe.gov/events
Ballet Under the Stars	2,500	www.tempe.gov/events
Arizona Fall Frenzy	30,000	www.luckymanconcerts.com
Tour de Fat	10,000	www.followyourfolly.com
Oktoberfest	100,000	www.tempeoktoberfest.com
ASU Homecoming	30,000	www.asu.edu
Making Strides Against Breast Cancer	12,000	www.acsevents.org
Walk Now for Autism Speaks	12,000	www.walknowforautismspeaks.org
Veterans Day parade	3,000	
Ironman "Race"	20,000	www.ironmanarizona.com
Crossfit Challenge/EDM Festival	20,000	
Tempe Fall Festival of the Arts	200,000	www.downtowntempe.com
TTL Holiday Boat Parade	10,000	www.downtowntempe.com
Block Party	20,000	www.tostitosfiestabowl.com
Total	1,042,800	

APPENDIX B – TABLE OF ENTERTAINMENT AND CULTURAL ATTRACTIONS

Venue	Capacity (Persons)	Average Annual Attendance
Gammage Auditorium	3,000	500,000
Tempe Center for the Arts	800	145,000
ASU Art Museum	N/A	55,000
Tempe Historical Museum	N/A	25,000
Sun Devil Stadium	70,000	287,650
Wells Fargo Arena	10,754	237,330
Tempe Town Lake and Mill Avenue District	N/A	4,000,000
Total	5,249,980	

APPENDIX C - TABLE OF APPROVED DEVELOPMENTS

Project Name	Site Address	Proposed Use / Description	Acres	Bldg SF2	Residential Units or Hotel Rooms	Max. Height	Units/Acre
Finalized / Certificate Of Occupancy							
Sundevil Marketplace [Block 12]	660 S. College Ave.	Commerical/Retail	1.8	114,416	N/A	88' 8"	N/A
Amc Theatres Centerpoint 11	730 S. Mill Ave.	Theatre/ Entertainment	N/A	53,523	N/A	N/A	N/A
Gracies Village	1520 E. Apache Blvd.	Mixed-Use; Res/ Retail	2.0	92,000	50	54'	25
The District On Apache	977 E. Apache Blvd.	Mixed-Use; Res/Com	5.5	695,782	279 Du; 900 Beds	86,	51
University House [The Hub] - Phase 1	323 E. Veterans Way	Mixed-Use; Res/Com	1.7	500,000	269 Du; 828 Beds	195'	166
Residence Inn Tempe - Marriott	510 S. Forest Ave.	Hotel	04	143,263	173	146'	494
Construction Underway							
State Farm At Marina Heights	300 E. Rio Salado Pkwy	Mixed-Use; Office/ Res	20.1	2,150,000	N/A	253'	N/A
Argo At Town Lake	601 W. 1St St.	Mixed-Use; Res/Live-Work/Studio Space	5.7	604,105	328 Du; 496 Beds	90'	63
Hayden Ferry Lakeside - Phase Iii	40 E. Rio Salado Pkwy	Mixed-Use; Office/ Retail	1.8	281,720	N/A	171' 8"	N/A
Camden Tempe [Archstone]	800 E. Curry Rd.	Multi-Family Res	7.8	122,188	234; 392	61'	30
The Residences At University Center	1260 E. University Dr.	Multi-Family Res	7.1	353,394	296	58'	41
Hanover Mill Avenue	101 W. 5Th St.	Mixed-Use; Res/ Retail	2.8	574,670	341	85'	122
University House [The Hub] - Phase Ii	323 E. Veterans Way.	Mixed-Use; Res/Com	1.7	127,930	72	195'	166
Culinary Dropout [Farmer Arts District]	149 S. Farmer Ave.	Mixed-Use; Restaurant	1.4	20,766	n/a	35'	n/a

Construction Underway (Continued)

Residences On Farmer Ave.	615 S. Farmer Ave.	Mixed-Use; Res	0.6	32,834	30	50'	50
The Lofts At Hayden Ferry Lakeside	260 E. Rio Salado Pkwy	Multi-Family Res	3.4	524,815	264	60'	77

In Plan Review For Building Permit

The Newport	1102 E. Weber Dr.	Single-Family Res	2.3	29,695	40	35'	17
The Standard On Broadway	1245 E. Broadway Rd.	Mixed-Use; Res	7.8	227,619	194	38'	24.9
Mckemy Townhomes	647 W. 19Th St.	Single-Family Res	0.6	11,800	22	29' 6"	18
Clarendon Townhomes	425 W. 6Th St.	Single-Family Res	0.8	56,803	24	48'	31
Tempe Lakeside Apartments	555 N. College Ave.	Multi-Family Res	4.5	245,354	290	90	65
Dorsey Lane Townhomes	1233 E. Broadway Rd	Multi-Family Res	2.6	117,386	51	36'	20

Plans Approved / Entitled

Farmer Arts District	280 W. University Dr.	Mixed-Use; Res/ Office/Library/Live- Work	8.8	n/a	n/a	80'	50
The Grand At Papago Park Center	1151 W. Washington St	Mixed-Use; Office/ Hotel/Res/Restaurant	64.7	3,187,000	850	156'	13
The Grove	1000 E. Apache Blvd.	Multi-Family Res	1.8	726,348	326 DU; 833 Beds	160'	182
Villas At Southbank	1122 E. Vista Del Lago	Res Senior Housing; Part Of Mixed-Use Pad	2.3	367,500	262	211'	118
Ac Tempe By Marriott	100 E. Rio Salado Pkwy	Hotel	0.8	85,000	159	57'	n/a
The Hayden @ Dorsey Station	1221 E. Apache Blvd	Mixed-Use/Res/ Retail	6.7	318,976	398	5 stories	59.4
Pony Acres	1847 E. Apache Blvd	Multi-Family Res	5.1	197,946	203	4 stories	39.6

Preliminary Site Plan Review

University + Ash	234 W. University Dr.	Mixed-Use/Res/Retail	1.9	410,489	177	82	95.2
Mill + Rio	3 W. Rio Salado Pkwy	Mixed-Use Hotel/Office/Retail	n/a	n/a	250	191'	n/a
Eastline [Phase I + II]	2001 E. Apache Blvd.	Mixed-Use Res/Retail/Office	9.4	1,168,307	504	75'	53.4
Aura On McClintock Drive	1840 E. Broadway Rd.	Mixed-Use/Multi-Family Res/Retail	6.1	TBD	280	56'	39.27
Jefferson Town Lake	909 E. Playa Del Norte	Mixed-Use/Multi-Family Res/Retail	1.6	418,256	258	86'	159
Usa Place	9 E. University Dr.	Mixed-Use/Hotel/Commercial/Educational	11.0	1,319,850	350	200	TBD

APPENDIX D – CITY OF TEMPE AFFORDABLE HOUSING CERTIFICATION LETTER

City of Tempe
P.O. Box 5002
21 East Sixth Street, #214
Tempe, AZ 85280
480-350-8950
480-350-8902 Fax
480-350-8913 TDD
www.tempe.gov



Human Services Department
Housing Services Division

December 2, 2014

To: Mr. Wulf Grote, Director of Planning and Development

This letter hereby certifies and attests to the accuracy of the following:

In order to determine the proportion of Legally Binding Affordability Restricted (LBAR) housing units in the corridor and the county, LBAR housing data from the National Housing Preservation Database and the Arizona Department of Housing was gathered. The number of LBAR housing units for Maricopa County and the City of Tempe were collected, with the Tempe housing units further refined to only include those within the proposed transit corridor (within ½ mile of a proposed station). The total number of housing units within Maricopa County and the corridor were also determined.

A total of 106 LBAR housing units are located in the Corridor, out of a total of 10,730:

Corridor: $1,0610,730 = .009879$

A total of 43,510 LBAR housing units are located in Maricopa County, out of a total of 1,640,743:

County: $43,510 = .026518$

Thus, the proportion of Legally Binding Affordability Restricted housing in the project corridor compared to the proportion in the counties through which the project travels can be derived by dividing the two previous ratios:

Proportion: $0.009879 / 0.026518 = 0.372593$

Respectfully,



Craig Hittie
Interim Housing Manager
City of Tempe



APPENDIX E - QUANTITATIVE LAND USE INFORMATION

TAZ	TAZ Total						
	Land Area (SqMi)	Population 2012	Population 2035	Dwelling Units 2012	Dwelling Units 2035	Employment 2012	Employment 2035
1163	0.506	2847	3,112	1,272	1,364	516	552
1167	0.100	673	3,953	498	1,537	4,114	5,735
1168	0.095	957	2,420	94	379	1,883	3,148
1170	0.209	623	720	291	339	760	1,090
1171	0.106	857	1,444	29	136	3,141	5,822
1172	0.144	952	1,187	258	268	296	301
1175	0.492	26	4,324	12	2,040	854	4,777
1176	0.120	2267	4,154	1,372	2,091	266	245
1177	0.248	3338	3,432	1,697	1,818	297	324
1179	0.523	5901	9,193	3,102	3,748	477	659
1180	0.525	3576	4,844	1,879	2,374	3,020	3,145
1632	0.062	0	8	0	5	52	308
1633	0.328	3339	5,208	1,894	2,617	911	1,043
1634	0.063	198	719	6	64	8,078	8,078
1635	0.049	1878	3,576	0	18	337	718
1865	0.135	1747	2,059	773	789	489	543
1869	0.112	836	1,314	325	580	218	277
1870	0.032	67	67	0	0	1	1
1871	0.127	3277	7,402	1,446	2,992	348	584
2731	0.471	1531	5,752	732	2,599	98	1,482
2733	0.038	139	317	144	174	843	7,808
2900	0.266	63	4,266	10	1,975	662	4,159
2953	0.249	3836	4,966	544	667	204	350
2954	0.250	2928	5,280	1,443	1,989	1,175	1,204
2955	0.251	3197	4,338	0	0	5,828	10,773
TOTAL	5.500	45,053	84,055	17,821	30,563	34,868	63,126

TAZ	Within 1/2 Mile of Station							
	Fraction of TAZ within 1/2 mile of station	Land Area (SqMi)	Population 2012	Population 2035	Dwelling Units 2012	Dwelling Units 2035	Employment 2012	Employment 2035
1163	0.42	0.213	1,197	1,309	535	573	217	232
1167	1.00	0.100	673	3,954	497	1,537	4,114	5,733
1168	1.00	0.095	957	2,419	94	379	1,883	3,148
1170	0.82	0.171	508	588	237	277	620	891
1171	1.00	0.106	857	1,443	29	136	3,141	5,824
1172	0.94	0.135	894	1,113	242	252	277	283
1175	0.06	0.032	2	279	1	132	55	308
1176	0.98	0.118	2,217	4,062	1,342	2,044	260	240
1177	0.86	0.212	2,855	2,935	1,451	1,555	254	277
1179	0.01	0.007	81	126	43	52	7	9
1180	0.01	0.008	52	70	27	34	44	45
1632	1.00	0.062	0	8	0	5	52	308
1633	0.92	0.302	3,079	4,803	1,747	2,413	840	961
1634	1.00	0.063	198	719	6	64	8,078	8,078
1635	0.93	0.046	1,744	3,319	0	17	313	666
1865	0.74	0.099	1,287	1,516	569	581	360	400
1869	1.00	0.112	836	1,314	325	580	218	277
1870	1.00	0.032	67	67	0	0	1	1
1871	1.00	0.127	3,277	7,402	1,446	2,992	348	584
2731	0.03	0.014	45	169	22	76	3	44
2733	1.00	0.038	139	317	144	174	843	7,808
2900	0.68	0.182	42	2,918	6	1,350	453	2,844
2953	0.99	0.246	3,794	4,911	538	660	201	346
2954	0.99	0.247	2,896	5,221	1,427	1,967	1,162	1,190
2955	0.99	0.248	3,157	4,283	0	0	5,754	10,637
TOTAL		3.013	30,854	55,265	10,728	17,850	29,498	51,134

Study Area TAZs



LEGEND	
	Valley Metro Rail / Station
	Proposed Streetcar Stop
	Tempe Streetcar Route
	Study Area TAZs

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