

Existing Conditions

Demographics

The population of the Smith-Martin area is predominantly Latino, with individuals of Hispanic or Latino origin representing more than half the population. The age ratios are generally representative of the greater region, with most people ranging between 21 and 44 years of age. The area shows a higher number of unmarried individuals and lower number of family households than the citywide average. The average household income is significantly lower than the City's average. With regard to transportation, the ratio of commute trips made by transit, bicycling, or walking is similar to the City's, around 10 percent.⁶

Table 3 provides a summary of demographic information for the Smith-Martin station area.

⁶ Claritas Inc. "Pop-Facts: Demographic Snapshot Report," Trade Area: E. Apache Blvd. at Smith Rd. Ln., Tempe, AZ, 2006. Data represents the half-mile radius from the Trade Area intersection.

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Table 3 Station Specific Market Data: Smith Road/Martin Lane and Apache Blvd., Tempe (2006) Valley Metro LRT Market Study Update; EPS# 16027						
Item	Station Area Radii		Station Area Radii		Tempe	Maricopa
	1/2 mile	1 mile	5 mile			
Population	7,546	22,772	342,106	160,111	3,638,112	
Projected Population (2011)	7,887	23,887	352,148	165,133	4,125,250	
Population Percentage Increase (2006-2011)	4.5%	4.9%	2.9%	3.1%	13.4%	
Population Growth (2006 - 2011)	0.9%	1.0%	0.6%	0.6%	2.5%	
Population Density/ Sq. Mile	9,613	7,252	4,358	4,054	394	
Avg. Household Size	2.45	2.37	2.45	2.38	2.71	
Avg. Age	29.0	29.3	32.5	33.8	34.1	
Avg. Household Income	\$44,085	\$50,751	\$65,439	\$61,412	\$69,814	
Bachelors Degree+	24.2%	30.6%	28.4%	39.8%	25.8%	
% Owner Occupied HH	25.9%	26.5%	48.9%	50.4%	69.4%	
Average Home Value (1)	\$219,391	N/A	N/A	\$286,023	\$270,697	
Housing Unit Types - Detailed						
1 Unit Attached	9%	9%	9%	9%	6%	
1 Unit Detached	14%	18%	41%	45%	62%	
2 Units	2%	1%	1%	1%	1%	
3 to 19 Units	28%	27%	23%	20%	12%	
20 to 49 units	9%	12%	5%	6%	3%	
50 or More Units	25%	26%	16%	15%	8%	
Mobile Home or Trailer	10%	7%	5%	4%	7%	
Boat, RV, Van, etc.	3%	1%	0%	0%	1%	
Housing Unit Types - Summary						
% Units Single Family- attached or detached	22.6%	26.6%	49.5%	54.3%	67.5%	
% Units - Multi-family	64.4%	65.4%	45.3%	41.9%	24.4%	
% Units - Mobile Home or Trailer	10.2%	6.9%	5.1%	3.7%	7.5%	
(1) Average home value was derived from a sample of median home prices from Zillow.com.						
Sources: Claritas, Inc.; Zillow.com; Economic & Planning Systems						

Existing and Planned Land Use

The pie chart indicates the land use acreage ratio of parcels within the Smith-Martin Station half-mile walking boundary (refer to Figure 35: Smith-Martin Station Area Land Use Summary).

The Smith-Martin station area has the highest ratio of industrial uses, as well as vacant land. The ratio of trailer or mobile home parks and civic or community related uses are also significant (refer to Figure 36: Smith-Martin Station Area Existing and Proposed Land Use).

There is generally a lack of commercial or retail uses. The overall land use configuration of the Smith-Martin Station area is discontinuous and varied across all land uses, with little cohesive character, especially along Apache Boulevard. With the exception of the Campus Suites on the Rail project, there has been relatively little development activity in the Smith-Martin station area in recent years, in contrast to the Dorsey and McClintock station areas (refer to Figure 37: Smith-Martin Station Area Proposed Development Projects).

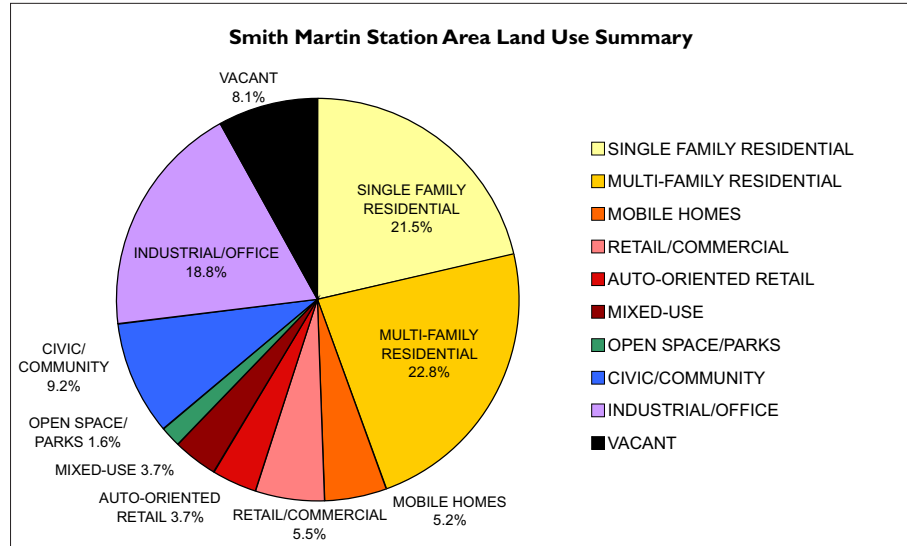


Figure 35: Smith-Martin Station Area Land Use Summary

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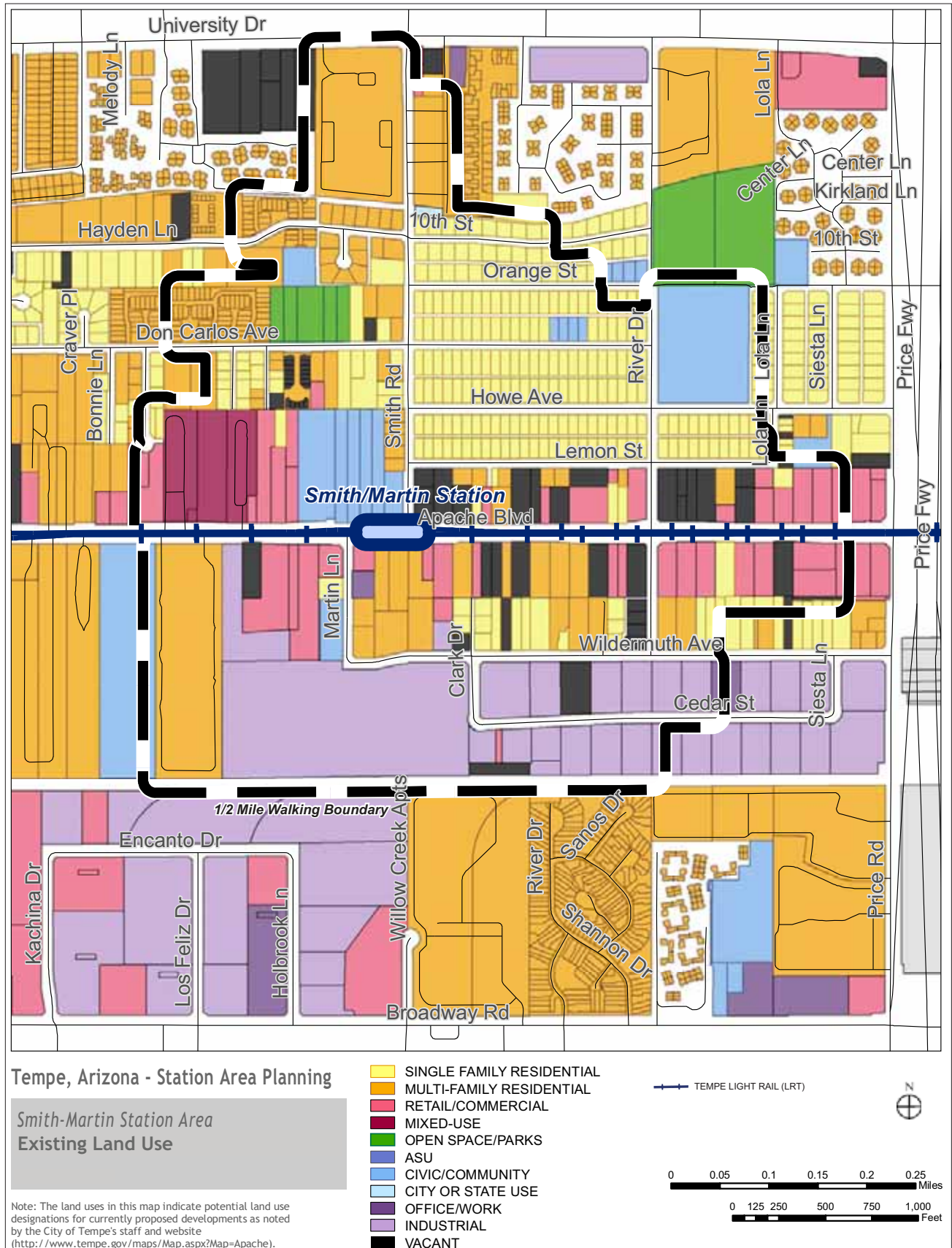


Figure 36: Smith-Martin Station Area Existing Land Use

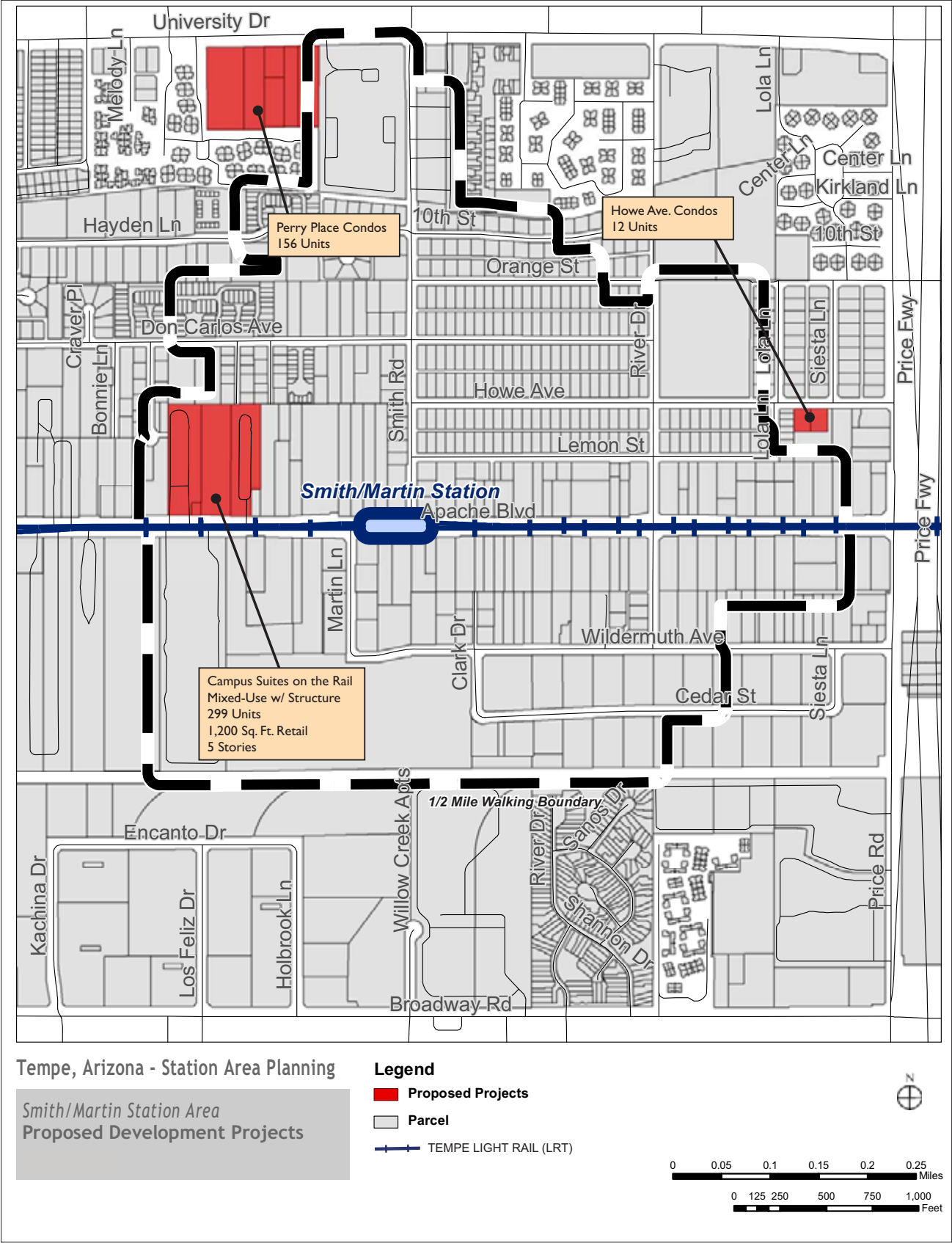


Figure 37: Smith-Martin Station Area Proposed Development Projects

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Guerrero's Mexican Food Restaurant

Destinations in the Station Area

Community amenities

The Escalante neighborhood is a stable single-family neighborhood. Similar to the Hudson Manor and University Heights neighborhood, it contributes to the area's identity. Alegre and Escalante Parks are major public open space amenities. Furthermore, this area includes valuable community services and amenities, such as the Escalante Community Center, and Flora Thew Elementary School. Escalante Park falls just outside the ½ mile walking distance boundary, but it has substantial facilities, including a pool, indoor basketball gym, senior center, fitness center, youth center, and an education room. Escalante Park is the largest and best equipped park in the study area.

Guerrero's Mexican Food at 2148 East Apache Boulevard is a popular neighborhood restaurant that also attracts visitors to the station area. Although located on a block with many underutilized parcels, valued local businesses like Guerrero's should be retained, either on-site or in new space created as part of a new development.

There are three religious institutions in or near the station area: Evangelical Formosan, New Calvary Baptist, and Al Manai Community Center. The northern side of the Smith-Martin station area has a strong focus on family life and community (refer to Figure 34: Civic and Community Amenities, Smith-Martin Station Area).

Employment node

Development momentum is evident in the employment node south of Apache Boulevard. These are newer industrial or business park buildings that house a variety of employment uses. Most of the uses are light industrial or other lower-intensity production, distribution and repair enterprises. UPS is the largest user in the area. There appears to be a low vacancy rate in the employment node.

Opportunity Sites

Opportunity sites are defined as parcels or groups of contiguous parcels that are currently vacant or contain uses that underutilize the development potential of the property, demonstrate fairly low investment, or whose use is incompatible with transit and pedestrian activity. The Smith-Martin station area contains several vacant parcels along Apache Boulevard and substandard residential and commercial parcels along Apache Boulevard east of Smith Road. These parcels provide considerable potential for large-scale redevelopment, and their location near a station and physical configuration makes them prime opportunity sites. Their configuration allows for potential consolidation, creating opportunities to design more comprehensively and to incorporate new street connections. Several blocks that front Apache Boulevard could be improved in their entirety, maximizing the potential for successful TOD (refer to Figure 38: Smith-Martin Station Area Potential Opportunity Sites).

Thomas J. Pappas Regional Elementary School, which serves under-privileged children, and the post office act as civic anchors for the Smith-Martin Station, but 2008 will be the last year of operation for Pappas School and it is unclear what the site's future use will be. The site's prominent location near the LRT platform is a major asset; an active ground-floor use that would draw residents and visitors to the location, such as a restaurant, community or civic use, would be appropriate.

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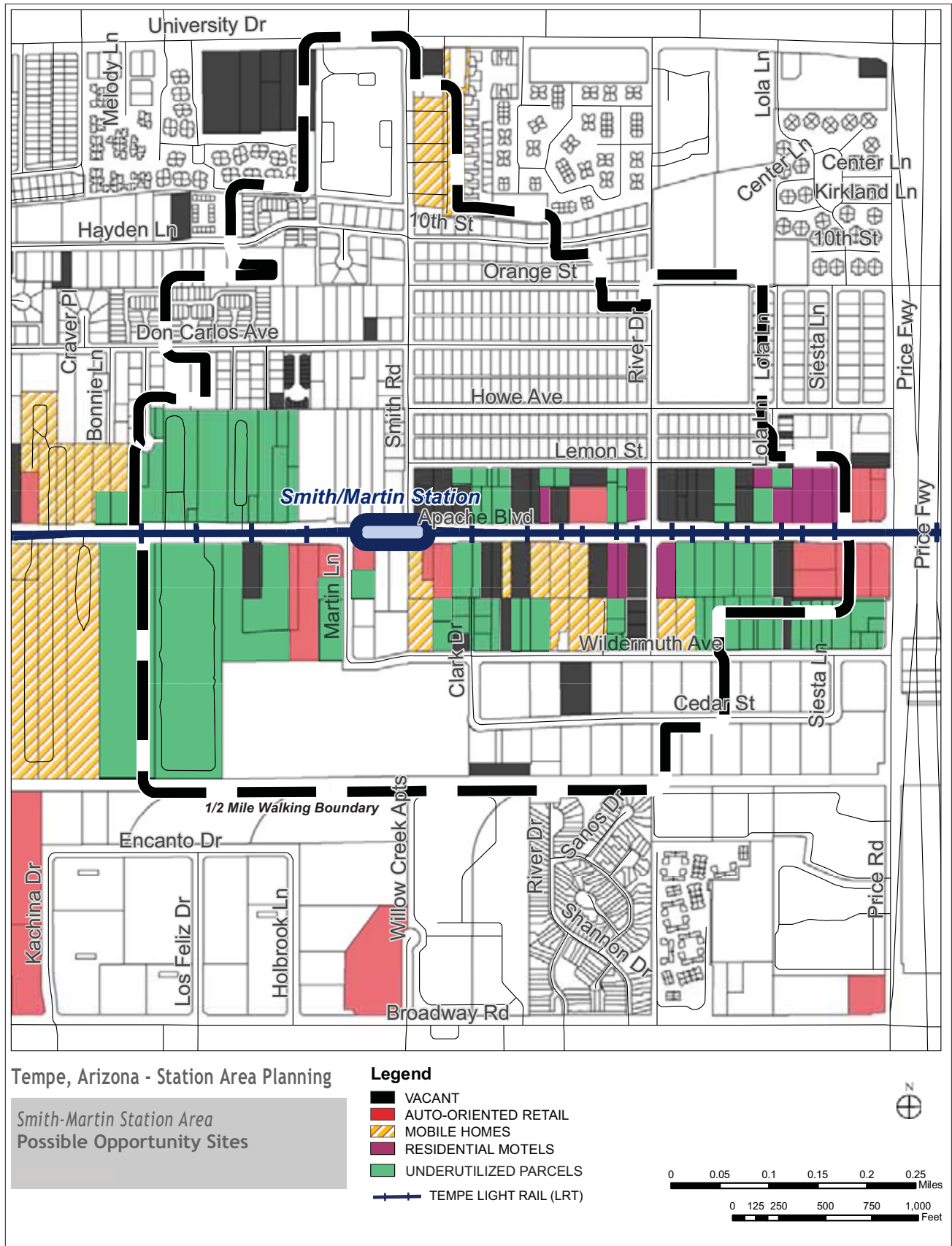


Figure 38: Smith-Martin Station Area Possible Opportunity Sites

Land Use and Urban Design Recommendations

Land Use Concept for Station Area

The economic analysis conducted for Valley Metro in May 2007 recommended a development program that includes mixed use for-sale multi-family and ground floor retail, either 2-3 stories or 4-6 stories, with structured parking. Significant parcel assembly will be necessary for such development in this station area, and such development might benefit from the City of Tempe's encouraging joint development, by engaging surrounding property owners in planning and assembly efforts and sponsoring request for proposals (RFPs) for development.



Multi-family residential over ground floor retail

Anticipate and plan for eventual residential/mixed use development

The residential area between Apache Boulevard and Wildermuth Avenue has a very inconsistent and substandard quality and contains many vacant or underutilized sites. This residential area should be considered for revitalization. Some of these parcels are trailer or mobile home parks that are in considerably worse condition than those in the McClintock station area. Improving the character of these residential blocks will strengthen the family- and community-oriented identity of the north side of the Smith-Martin station area.

A relatively recent multi-family development east of Smith Road and north of Don Carlos Avenue, just west of Alegre Park, creates a dramatic contrast greatly in quality with the older residential parcels across the street on the south side of Don Carlos Avenue. Although the Smith-Martin station area has fewer proposed developments than the Dorsey and McClintock station areas, this recently built project and the planned Campus Suites on the Rail development both indicate that residential development can be viable in the station area.

In addition to residential revitalization, the businesses and hotels along Apache Boulevard are also in need of improvement. There are a few auto-oriented uses located along Apache Boulevard that could be relocated to allow for TOD supportive uses. East of the station platform there is a cluster of affordable residential motels that are mostly of poor quality. This cluster has brought about some safety concerns. As discussed above, should these properties' owners choose to redevelop them, providing replacement affordable housing is a major challenge that will need to be addressed as changes occur along Apache Boulevard. A before and after simulation shows proposed land use changes and streetscape improvements along Apache Boulevard looking east towards Smith Road (refer to Figure 39 and Figure 40).

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Figure 39: Existing conditions along Apache Boulevard looking east toward Smith Road



Figure 40: Proposed conditions along Apache Boulevard looking east toward Smith Road

Encourage transit-supportive employment in employment node

Over time, the proximity to the LRT station may attract more intensive employment uses to the employment node, such as research and development or office users. Land use regulations for the employment node may need to be reviewed to ensure that these more transit-supportive forms of employment are encouraged, rather than discouraged. New north-south street connections from Apache to Wildermuth, discussed below, would make the employment node more accessible to transit.



A grade-separated pedestrian crossing

Increase connectivity to schools with railroad crossing

The Smith-Martin station area is relatively isolated from middle and high schools and neighborhood services, which limits its attractiveness to families and discourages or prevents middle and high school students from walking or bicycling to school. Creating a grade-separated pedestrian and bicycle crossing of the railroad line, as discussed below, would make the Escalante neighborhood much more accessible to Connolly Middle School, which is only two-thirds of a mile south of Apache as the crow flies, as well as to McClintock High School. This connection could stimulate market interest in family housing in the station area.

Building Height Recommendations

Building heights should be highest in the immediate vicinity of the LRT station (parcels within approximately 800 feet walking distance of the LRT platform). If desired uses such as affordable housing are provided, buildings up to 90 feet in height could be appropriate in these areas, with heights of up to 60 feet in other portions of the study area. The opportunity sites between Apache Boulevard and Wildermuth Avenue would be most appropriate for taller buildings, since there are very few owner-occupied single-family homes in that quadrant of the station area. Other portions of the immediate station area, such as the parcels between Apache Boulevard and Lemon Street and the commercial sites west of the Pappas School site, are adjacent to single-family homes, which makes taller buildings less appropriate. Stepback provisions should be maintained in these areas, which will have the effect of limiting overall buildings heights, particularly in the northeast quadrant of the station area, where single-family homes are closest to the Apache Boulevard opportunity sites. Developments in these areas should include townhouses or other low-rise residential uses on the south side of Lemon Street that are similar in scale to the existing neighborhood and could transition to higher mixed use buildings on the Apache Boulevard frontage.

Station Access Recommendations

Pedestrian Routes

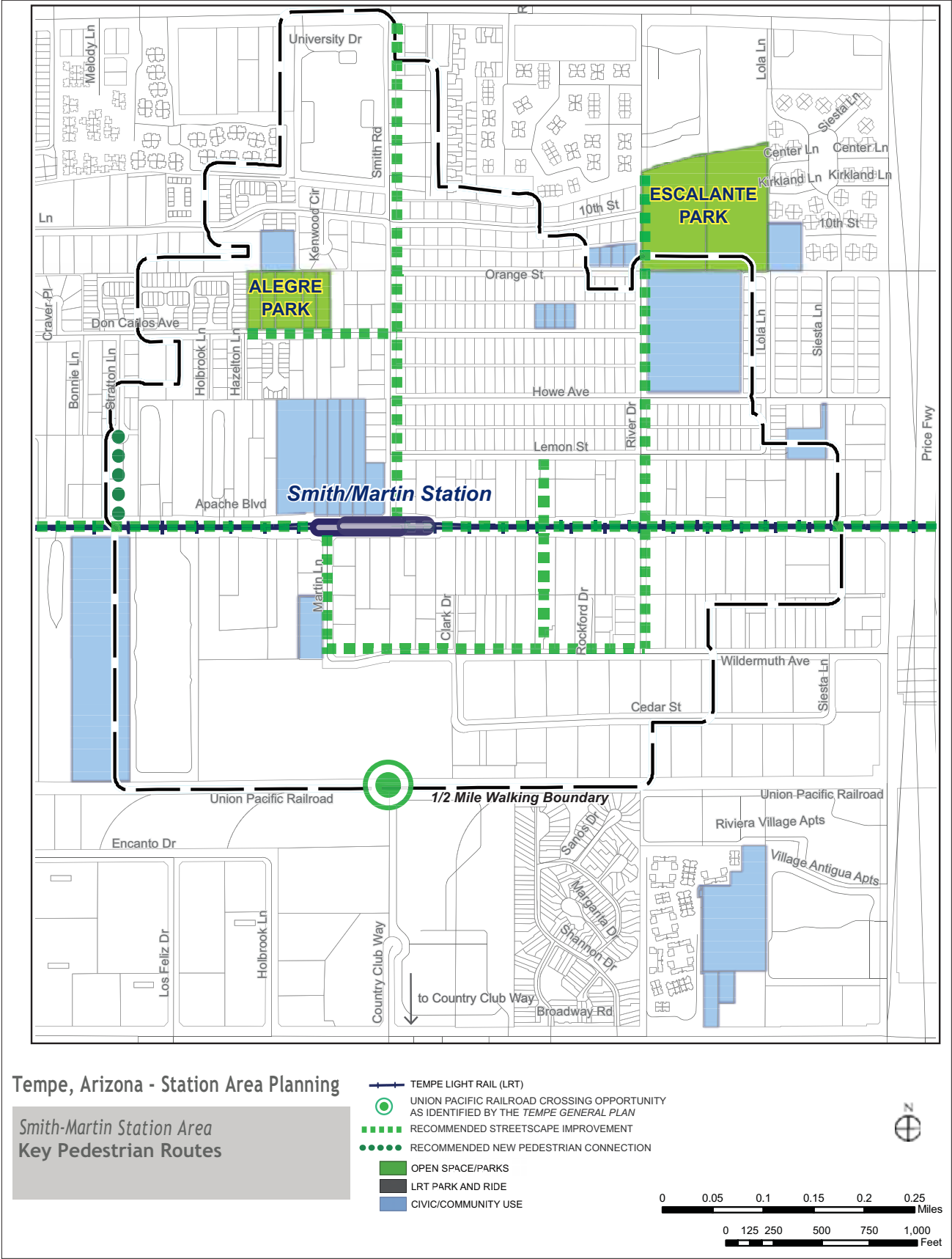
Because the Smith-Martin station area has no park and ride facility, few destinations, and only limited connections to outlying areas, it will attract riders mainly from the surrounding neighborhood. To increase ridership, capital improvements should emphasize and improve the pedestrian environment to help make the LRT accessible to the surrounding area (refer to Figure 41: Smith-Martin Station Area Key Pedestrian Connections).

Pedestrian improvements on Smith Road from University Drive to Apache Boulevard would help to connect the neighborhoods north of Apache Boulevard to the station. River Drive, between Wildermuth Avenue and Escalante Park, is an important connection to a major community amenity and should be enhanced. Martin Lane and Wildermuth Avenue between Martin Lane and River Drive should be improved to make a more pleasant and safe route between the employment node and the station.

Bicycle Routes

Bike access is limited at Smith-Martin station. In the station catchment area, the existing bicycle amenities consist of a bike lane on University Drive and a signed route on Don Carlos Avenue and Orange Street. The residential neighborhoods to the north could benefit from bike improvements along Smith Road between University Drive and Apache Boulevard (refer to Figure 42: Smith-Martin Station Area Key Bicycle Connections).

In the portion of the station area south of Apache Boulevard, the existing large blocks and the lack of any connection to the south greatly limit bicycle connectivity. Creating a connection to the area south of the rail line would enlarge the accessible boundary to the LRT and create important connections to the schools located south of the rail line. Making this connection, ideally from Wildermuth Avenue to Country Club Way, would require a grade-separated rail crossing. The *Tempe General Plan 2030* includes maps showing a proposed new pedestrian/bicycle rail crossing at Country Club Way, as well as a multi-use path along the rail line; planned bicycle routes are also shown along Smith Road, Don Carlos and Howe Avenues and Price Road.



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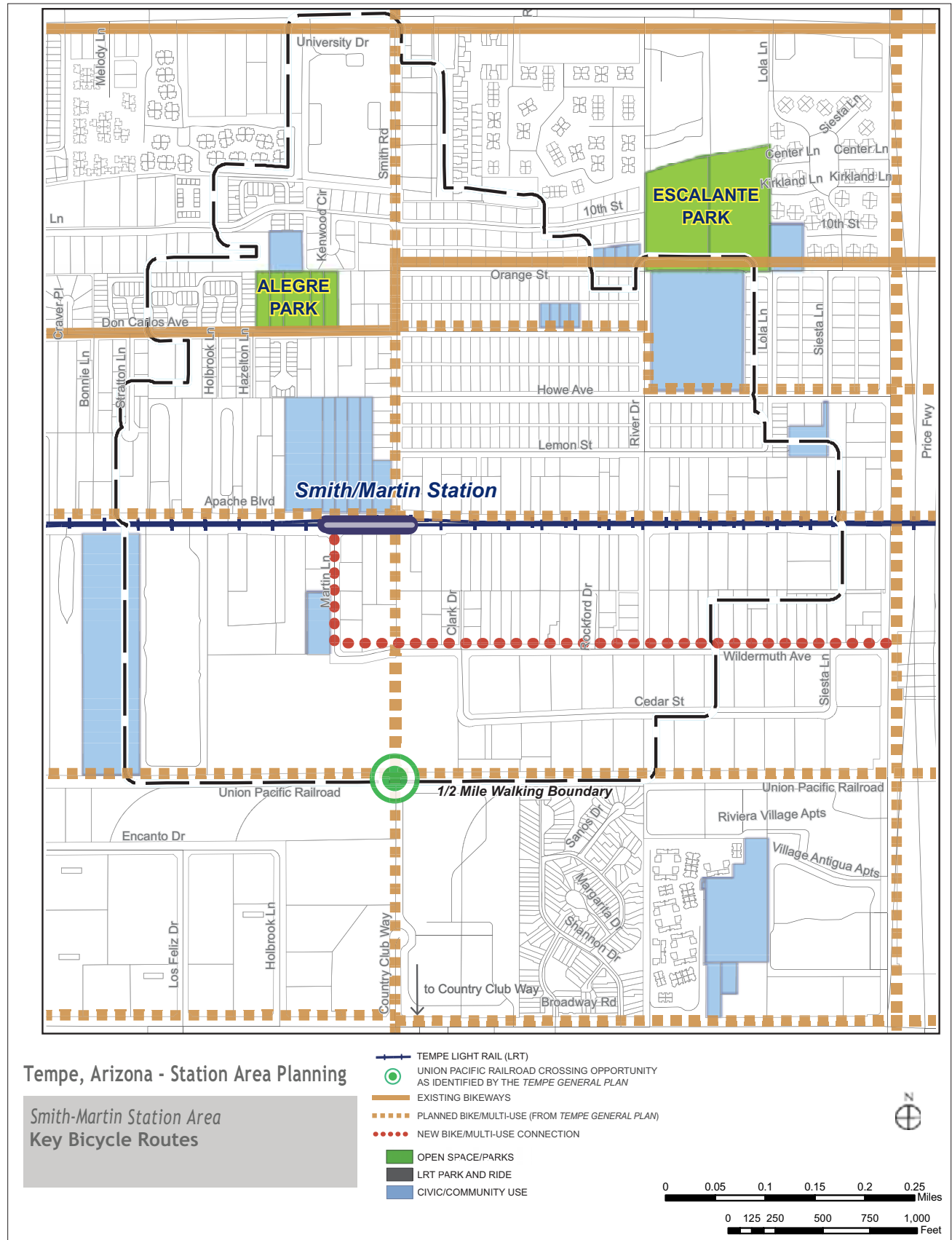


Figure 42: Smith-Martin Station Area Key Bicycle Routes

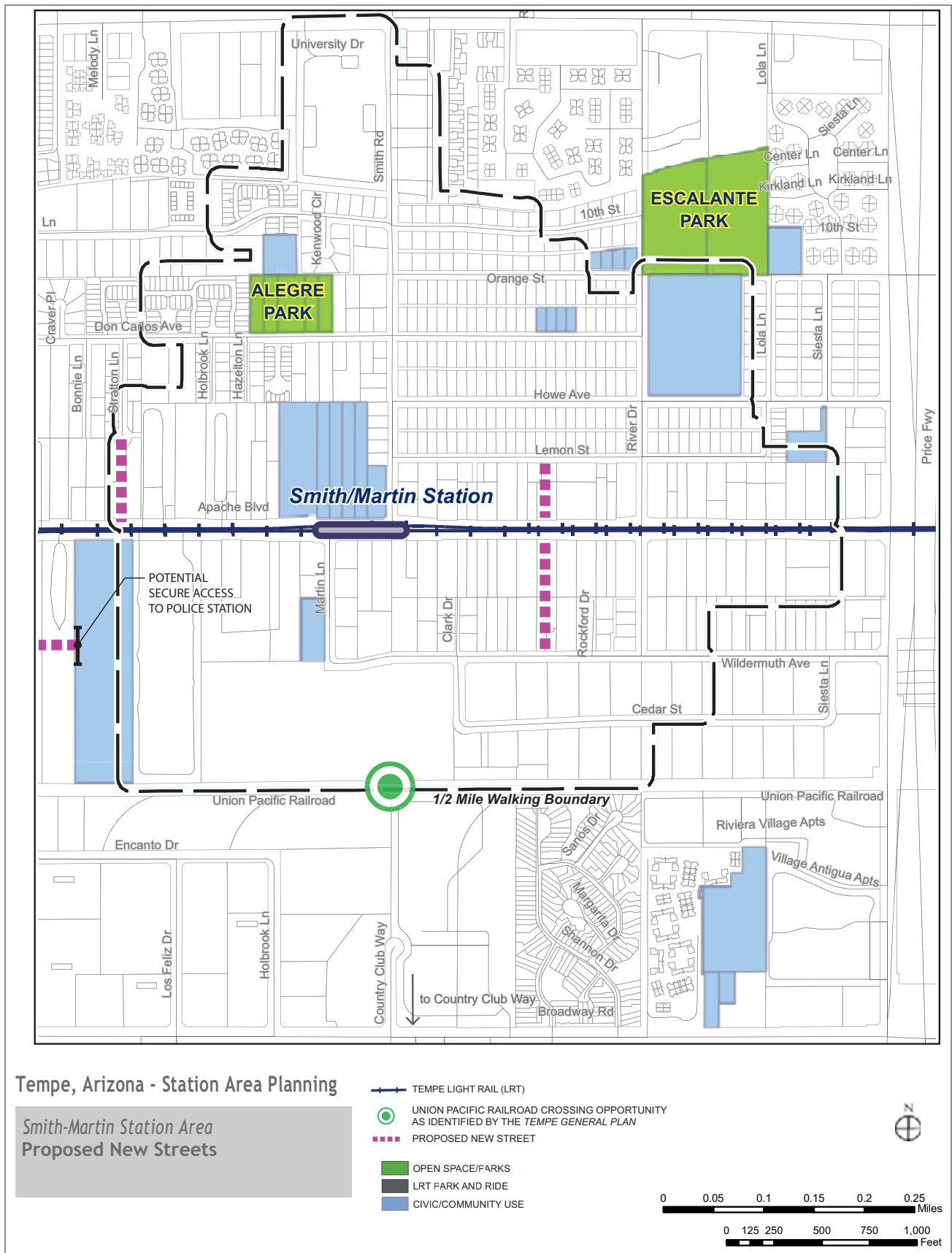
Feeder Bus

As part of Tempe in Motion's Orbit shuttle service, the Mercury line travels roughly parallel to Apache Boulevard, between downtown Tempe and the Escalante Center via 8th Street, Hayden Lane and Lemon Street. Operating from 6 a.m. to 10 p.m. seven days a week with a 15 minute headway, this shuttle provides service that could be rerouted to crisscross the Apache corridor near station areas, acting as a feeder bus for the LRT. As the route currently operates, riders can access the Smith/Martin station from the corner of Smith Road and Lemon Street.

Proposed New Streets

As redevelopment occurs, there is also opportunity to create new street connections through the long blocks between Lemon Street and Apache Boulevard, as well as between Wildermuth Avenue and Apache Boulevard (refer to Figure 43: Smith-Martin Station Area Proposed New Streets). These would help make the employment node much more accessible as well as breaking up the lengths of the blocks. Although the LRT improvements and median would not permit a full movement intersection across Apache Boulevard, these new streets could be aligned north and south of Apache Boulevard to provide visual connectivity. With the additional connectivity created by these new streets, commercial and retail uses along Apache would be better linked not only to the residential uses but to the existing employment and industrial node as well.

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Price Freeway Station Area Plan

The Price Freeway station area is roughly bounded by Laird Street to the north, Lola Lane to the west, Birchwood Avenue to the south, and May Street to the east. The freeway forms a major barrier to east-west vehicular and pedestrian movement within the station area (refer to Figure 44: Price Freeway Station Area). Key civic destinations in this area include the Tempe Canal Path and the new Esquer Park along MacArthur Drive at George Drive, on which the City began construction in 2007. (Refer to Figure 45: Civic and Community Destinations, Price Freeway Station Area.)

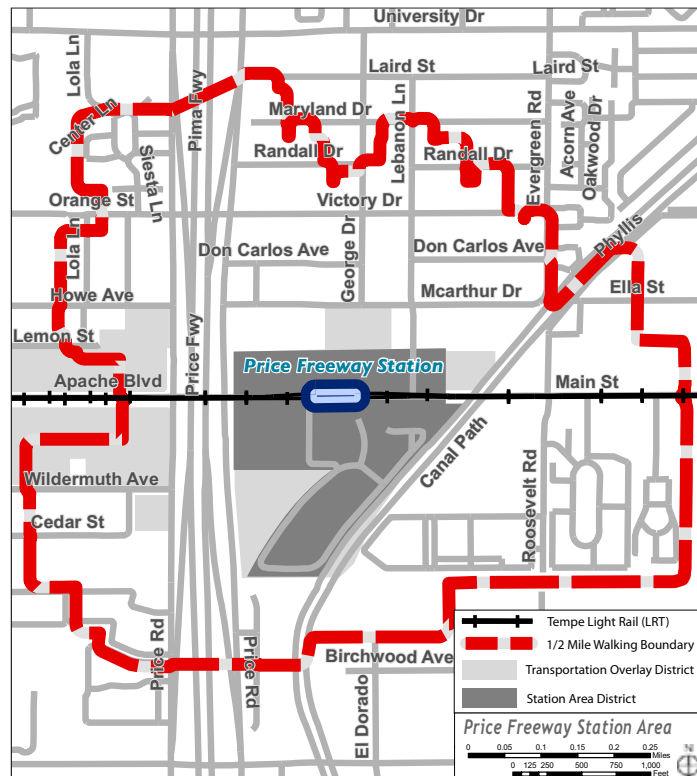
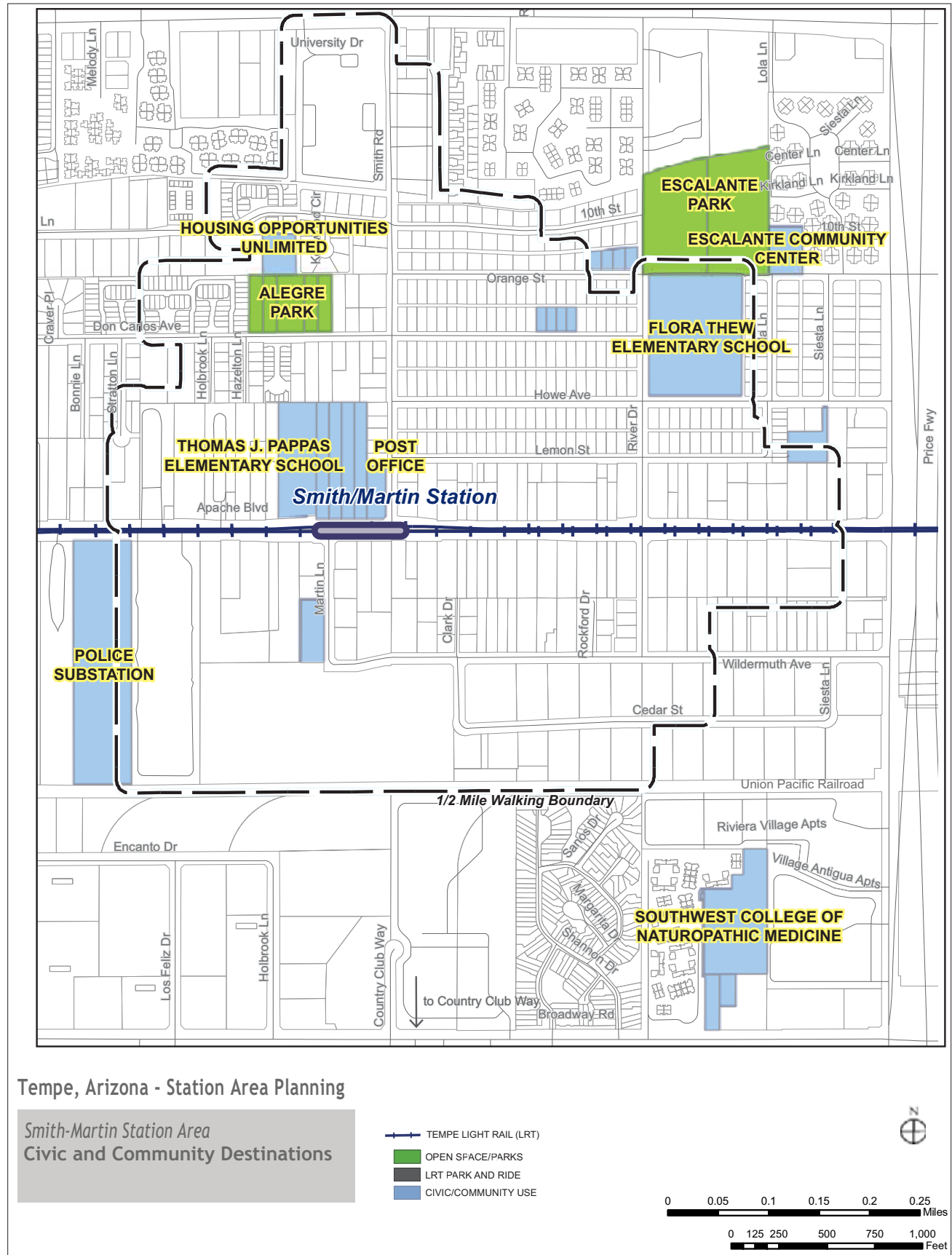


Figure 44: Price Freeway Station Area

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Existing Conditions

Demographics

In relation to the City of Tempe, the Price Freeway area is more racially diverse, with a greater concentration of Hispanic or Latino inhabitants, who represent almost half of the station area population. The white demographic group is still very prominent here, also representing nearly half the area's population. The age ratios are generally representative of the greater region, with most people ranging between 21 and 44 years of age. The area shows a slightly higher number of unmarried individuals and a lower number of family households, but the difference is not as extreme as the ratios of the Dorsey area. Average household income is significantly lower than the City's. With regard to transportation, the ratio of commute trips made by transit, bicycling, or walking is similar to the City's average of around 10 percent.⁷

Table 4 provides a summary of demographic information for the Price Freeway station area.

⁷ Claritas Inc. "Pop-Facts: Demographic Snapshot Report," Trade Area: E. Apache Blvd. at Price Freeway, Tempe, AZ, 2006. Data represents the half-mile radius from the Trade Area intersection.

Table 4 Station Specific Market Data: Price Freeway and Apache Blvd., Tempe (2006) Valley Metro LRT Market Study Update; EPS# 16027						
Item	Station Area Radii		Station Area Radii		Tempe	Maricopa
	1/2 mile	1 mile	5 mile			
Population	5,470	21,665	345,872	160,111		3,638,112
Projected Population (2011)	5,894	22,763	356,366	165,133		4,125,250
Population Percentage Increase (2006-2011)	7.8%	5.1%	3.0%	3.1%		13.4%
Population Growth (2006 - 2011)	1.5%	1.0%	0.6%	0.6%		2.5%
Population Density/ Sq. Mile	6,968	6,900	4,406	4,054		394
Avg. Household Size	2.36	2.45	2.48	2.38		2.71
Avg. Age	29.8	30.1	33.3	33.8		34.1
Avg. Household Income	\$39,164	\$43,107	\$54,082	\$61,412		\$69,814
Bachelors Degree+	22.5%	24.6%	28.0%	39.8%		25.8%
% Owner Occupied HH	30.5%	35.8%	49.9%	50.4%		69.4%
Average Home Value (1)	\$214,603	N/A	N/A	\$286,023		\$270,697
Housing Unit Types - Detailed						
1 Unit Attached	13%	11%	8%	9%		6%
1 Unit Detached	15%	20%	42%	45%		62%
2 Units	0%	1%	2%	1%		1%
3 to 19 Units	28%	27%	22%	20%		12%
20 to 49 units	6%	7%	5%	6%		3%
50 or More Units	27%	22%	15%	15%		8%
Mobile Home or Trailer	10%	10%	5%	4%		7%
Boat, RV, Van, etc.	2%	2%	0%	0%		1%
Housing Unit Types						
% Units Single Family- attached or detached	27.7%	31.3%	50.5%	54.3%		67.5%
% Units - Multi-family	60.3%	57.5%	44.2%	41.9%		24.4%
% Units - Mobile Home or Trailer	10.5%	9.7%	5.1%	3.7%		7.5%
(1) Average home value was derived from a sample of median home prices from Zillow.com.						
Sources: Claritas, Inc.; Zillow.com; Economic & Planning Systems						

Existing and Planned Land Use

The pie chart below indicates the land use acreage ratio of parcels within the City of Tempe portion of the Price Freeway Station half-mile walking boundary (refer to Figure 46: Price Freeway Station Area Land Use Summary).

Residential and civic uses predominate in the Price Freeway station area, with the mostly single-family Victory Acres neighborhood accounting for the largest single portion of the land use (refer to Figure 47: Price Freeway Station Area Existing and Proposed Land Use). (The smaller portion of the station area in the City of Mesa has predominantly multifamily housing.) The high ratio of civic and community use is exaggerated due to inconsistencies in parcel data, but still indicates the significance of the park and ride located here.

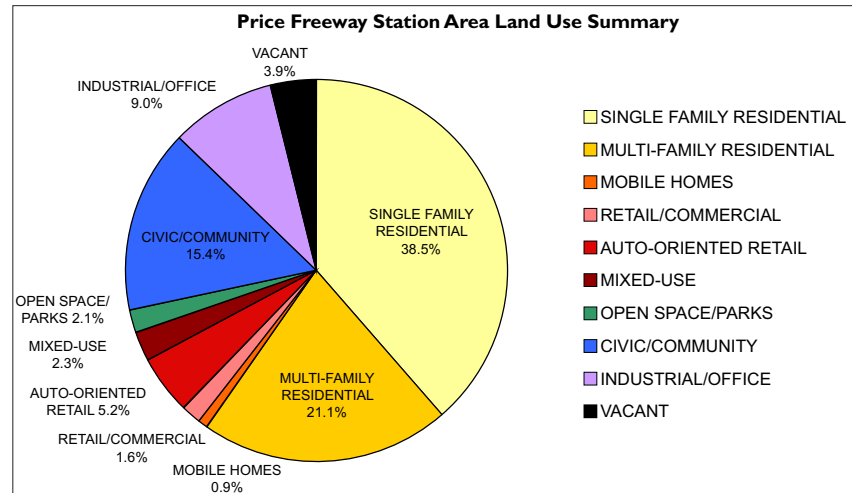


Figure 46: Price Freeway Station Area Land Use Summary

Destinations in the Station Area

The Victory Acres neighborhood and cluster of single family houses just east of Flora Thew Elementary School are designated cultural resource areas that are significant to the character of Tempe (refer to Figure 45: Civic and Community Destinations, Price Freeway Station Area). These parcels will not exceed densities or uses more intense than their original adopted zoning. The Victory Acres Neighborhood includes two religious institutions, Saint Margaret Church/Iglesia Santa Margarita and Apostolic Assembly of Tempe. For open space, the residents will be served by the new Esquer Park. The northwest area of Victory Acres neighborhood includes the Tempe Adult Health Care Center and Shared Living Village for the Elderly. Similar to the Escalante neighborhood, Victory Acres neighborhood is a stable single family residential area with a focus on family and community life.

This station area is enclosed by physical barriers such as the Price Freeway and the Tempe Canal, but there are plans to construct multi-use-paths to help make this area less confined. The Tempe Canal Multi-Use Path is under construction from Price Freeway to University Drive and will not only be an additional connection but will provide a local open space amenity. Future extensions of the multi-use-path to the north and south will further connect the station area.

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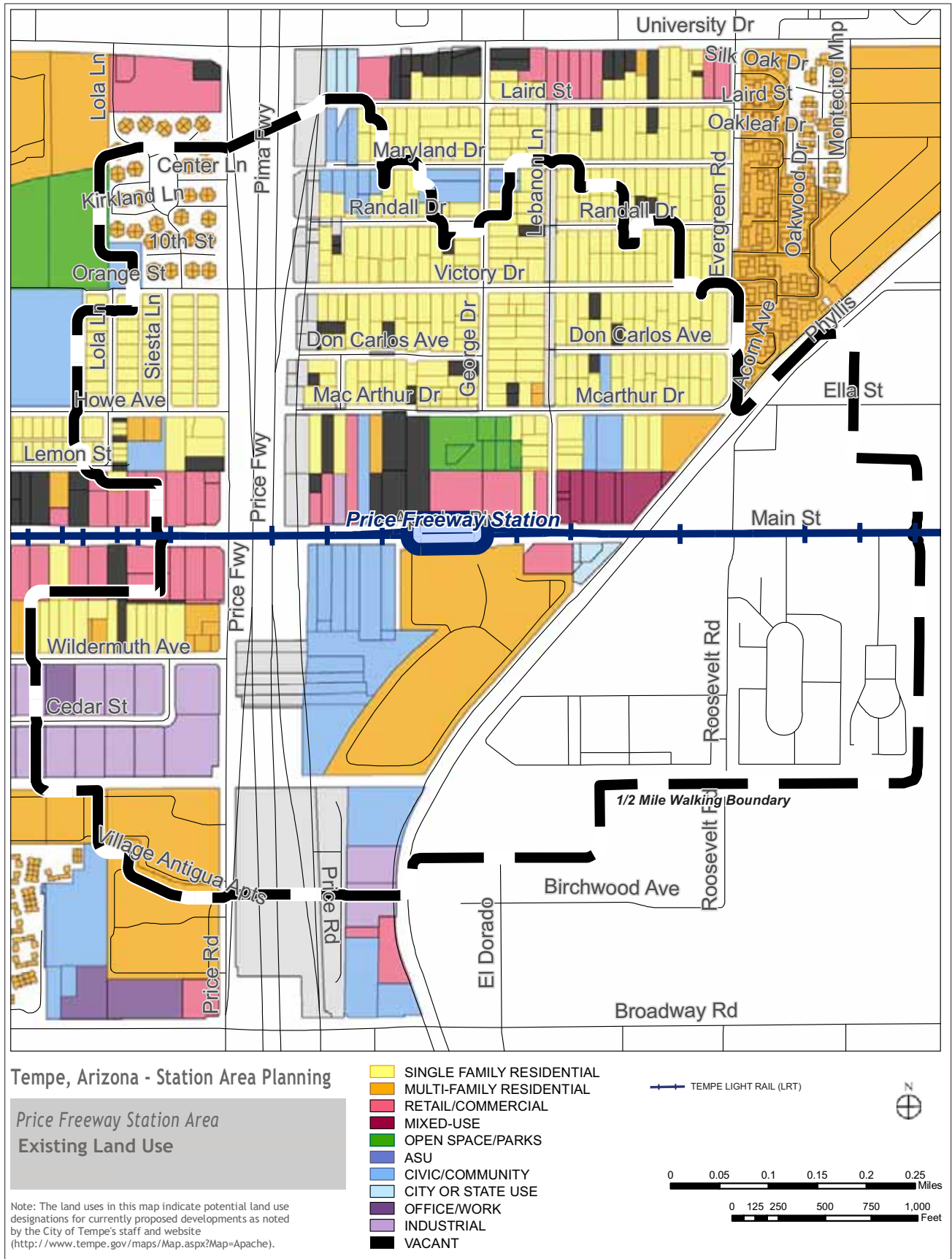


Figure 47: Price Freeway Station Area Existing Land Use

The frontage road along the Price Freeway, Price Road, is well-equipped with pedestrian amenities and is an important connection north and south, similar to McClintock Drive. Given the existing land uses and one-way travel condition on either side of the freeway, Price Road is not supportive of commercial or activity-oriented uses, but still serves as a connective route.

Opportunity Sites

Opportunity sites are defined as parcels or groups of contiguous parcels that are currently vacant or contain uses that underutilize the development potential of the property, demonstrate fairly low investment, or whose use is incompatible with transit and pedestrian activity. North of Apache Boulevard and east of the Price Freeway, there are a few vacant and underutilized parcels that could be consolidated and become potential redevelopment opportunity sites. These parcels are very close to the LRT station and Esquer Park, making them prime opportunity sites (refer to Figure 48: Price Freeway Station Area Potential Opportunity Sites). Redevelopment on these blocks would create a more consistent character and development area, given the new park and ride facility and Alexan Tempe Apartments to the south. Furthermore, the park and ride site is City owned and should be considered for long-term joint development when there is sufficient market support.

LRT service in combination with nearby and direct freeway accessibility is expected to increase market viability of existing multi-family developments. The new park will also add value to nearby properties and make the neighborhood a more desirable place to live. Just south of the station are the Alexan Tempe Apartments which provide student housing (refer to Figure 49: Price Freeway Station Area Proposed Development Projects). The density of this development is moderately high. Its adjacency to the station provides good accessibility to transit for students to commute to the ASU campus and Phoenix.

Apache ASL Trails, a three- to four-story mixed use development containing 50 condominiums, 75 rental apartments, and 10,000 square feet of commercial space, is another one of the few new developments planned in the Price Freeway station area. Situated on the north side of Apache Boulevard just west of the Tempe Canal, this infill development will benefit from its close proximity to the LRT station and the new Esquer Park.



Tempe Canal Path

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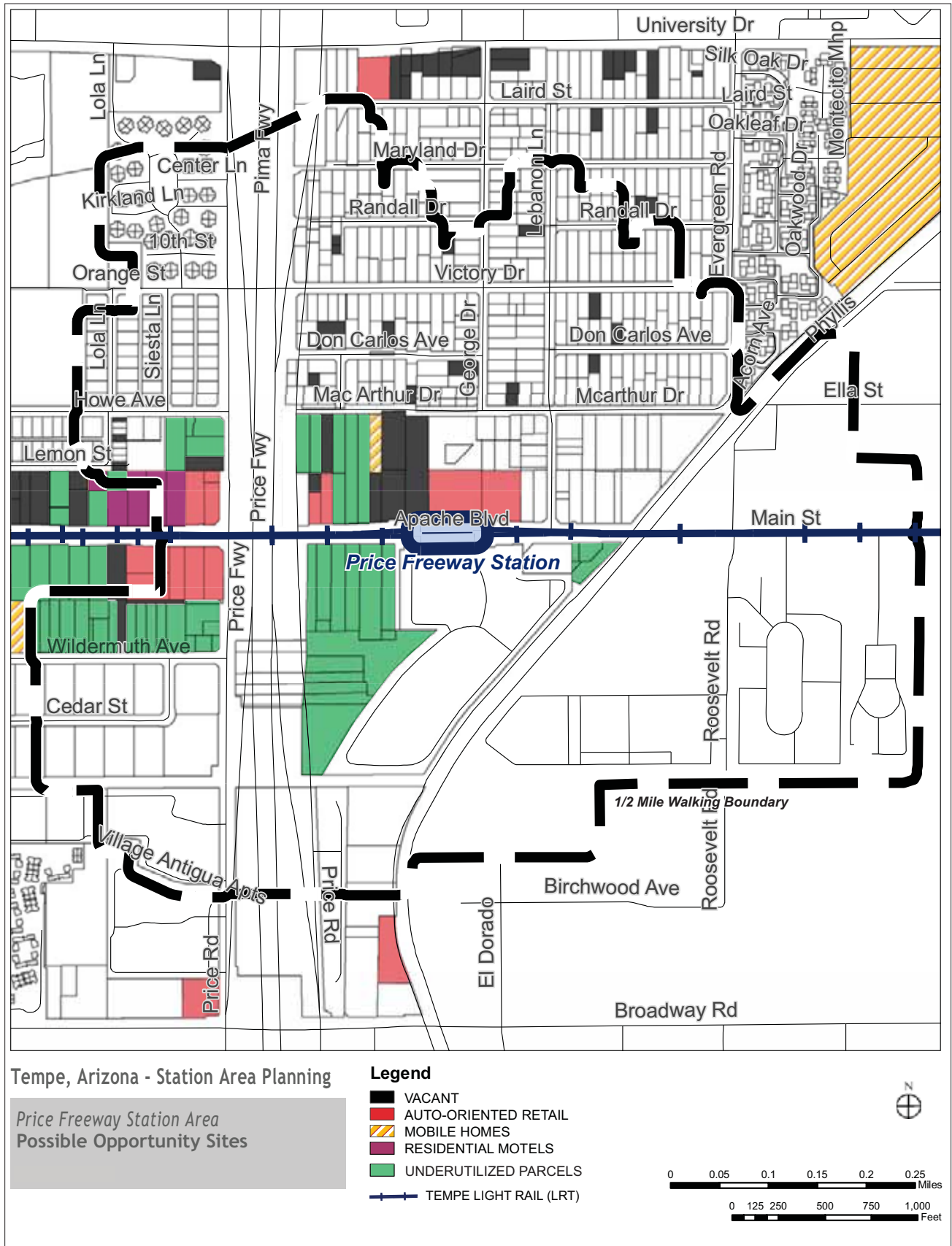


Figure 48: Price Freeway Station Area Possible Opportunity Sites

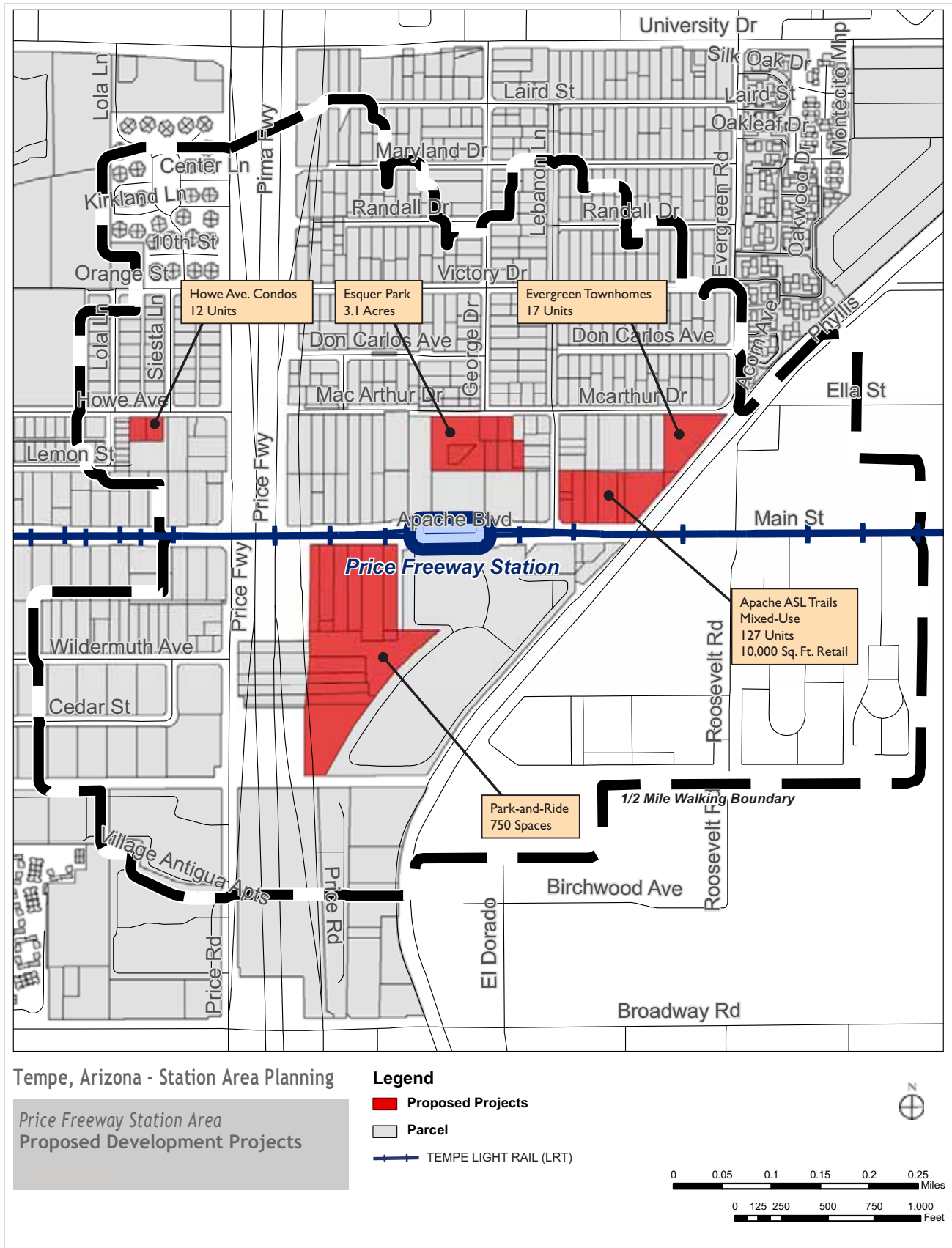


Figure 49: Price Freeway Station Area Proposed Development Projects

Land Use and Urban Design Recommendations

Land Use Concept for Station Area

Because of the station area's proximity to Price Freeway, office space could be considered. While office product types have not illustrated feasibility in the near-term, sustained recovery of the office market and the completion of the LRT corridor could improve overall feasibility of this product type into the medium-to-longer term future. The development community's desire for increased density and height bonuses for office use would also serve to encourage such development in the Price Freeway station area. Also, due to the presence of nearby freeway access, and because of the limited supply of grocery retail within a 1- to 1.5-mile radius, a grocery-anchored mixed use development has been identified as a possibility for this station area.

Affordable housing opportunities

Because of its lower land values, lower-income demographics and greater distance from the ASU campus, the Price Freeway station area is particularly well suited to the provision of affordable housing. Developers at the October 2007 charrette indicated that stand-alone affordable housing developments, such as townhouses, could be viable east of the Price Freeway, and the underutilized sites between Apache Boulevard and MacArthur Drive could provide affordable housing opportunities in keeping with the scale of the adjacent Victory Acres neighborhood.

Long-term potential for joint development on city-owned Park and Ride site

The city-owned park-and-ride site in this station area offers long-term potential for joint development. Such a development could include a combination of mixed use for-sale multifamily housing, as well as some office uses, above ground floor retail with structured parking for both, and structured parking for 750 LRT park-and-ride spaces, and 400 City of Tempe employee parking spaces.

Building Height Recommendations

Several factors, including the lower prevailing land values east of the Price Freeway and the close proximity of single-family homes to the station, make higher buildings less appropriate in the Price Freeway station area than around the other Apache Boulevard LRT stations. Building heights should be highest in the immediate vicinity of the LRT station (parcels within approximately 800 feet walking distance of the LRT platform, except where adjacent to single-family homes). If desired uses such as affordable housing are provided, buildings up to 90 feet in height could be appropriate in some of these areas, with heights of up to 60 feet in other portions of the study area.

The City-owned park and ride site would be most appropriate for taller buildings, since there are no single-family homes in that quadrant of the station area. Other portions of the immediate station area, such as the parcels between Apache Boulevard and MacArthur Drive, are adjacent to single-family homes, which makes taller buildings less appropriate. Stepback provisions should be maintained in these areas, which will have the effect of limiting overall buildings heights, particularly in the northern half of the station area, where single-family homes are closest to the Apache Boulevard opportunity sites. Developments in these areas should include townhouses or other low-rise residential uses on the south side of MacArthur Drive that are similar in scale to the existing neighborhood and could transition to higher mixed use buildings on the Apache Boulevard frontage.



LRT construction on Apache near Price Road

Station Access Recommendations

Pedestrian Routes

To connect Victory Acres to the LRT station, pedestrian improvements would be appropriate along the length of George Drive and Lebanon Lane. Neither of these streets connects directly from University Drive to Apache Boulevard, making it important to use pedestrian wayfinding and improvements to effectively direct people to the LRT station (refer to Figure 50: Price Freeway Station Area Key Pedestrian Routes).

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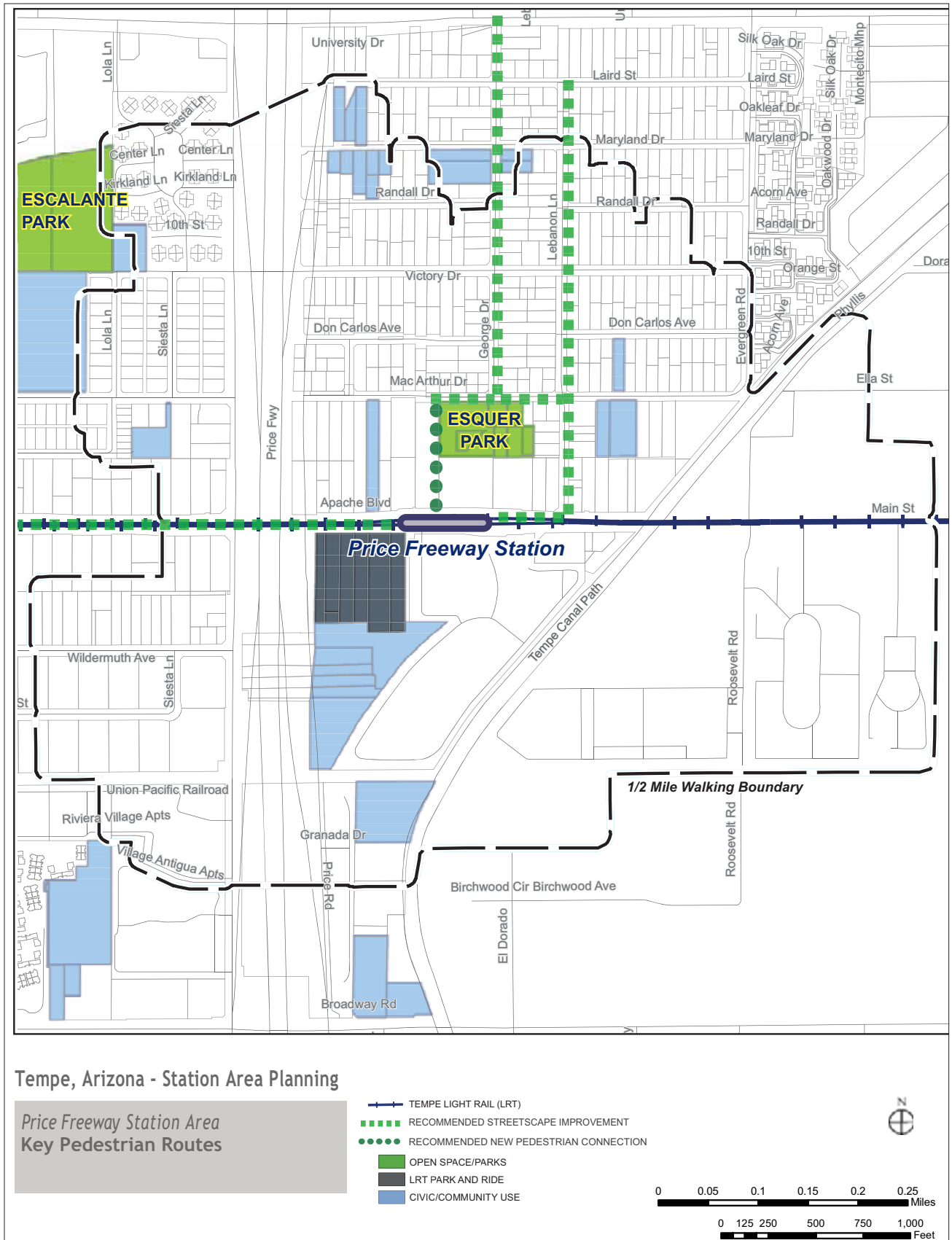


Figure 50: Price Freeway Station Area Key Pedestrian Routes

Bicycle Routes

Similar to Smith-Martin, bike access to Price Freeway station is limited. Extending the bike amenities on Evergreen Road and the Tempe Canal from University Drive to Apache Boulevard would better link bicyclists to the station (refer to Figure 51: Price Freeway Station Area Key Bicycle Routes). The multi-use path that is planned along the Tempe Canal will not only connect people to and from Apache Boulevard, but will add to the neighborhood a valuable outdoor amenity. This dedicated path has the potential to link bicyclists at a longer range of distance. Such future bike connections should be supported with adequate bicycle amenities at the Price Freeway Station, potentially including bike lockers and/locks and a bike station.

Feeder Bus

As part of Tempe in Motion's Orbit shuttle service, the Mercury line travels roughly parallel to Apache Boulevard, between downtown Tempe and the Escalante Center via 8th Street, Hayden Lane and Lemon Street. Operating from 6 a.m. to 10 p.m. seven days a week with a 15 minute headway, this shuttle provides service that could be rerouted to crisscross the Apache corridor near station areas, acting as a Feeder bus for the LRT. As the route currently operates, riders can access the Price Freeway station from the corner of Price Road and Apache Boulevard.

Park & Ride

The Price Freeway Station is easily accessible and visible from the freeway itself. Furthermore, this station will include a 750 space park and ride facility southwest of the platform. These conveniences will draw many local and regional residents to the station. Further discussion and consideration will need to be applied to the concept of dedicated parking within the park-and-ride lots for students and other "shuttled" users. This concept will help alleviate additional vehicle trips on Apache Boulevard, but also is unclear in terms of capacity needed. It is not desirable to under-serve local residents while accommodating the student population. A balance of parking that serves residential transit patrons as well as student transit patrons needs to be met.



Proposed New Streets

MacArthur to Apache at or near Esquer Park

The community has expressed a strong desire for good pedestrian links to the new Esquer Park. A new street connection from Apache Boulevard through the block to MacArthur Drive would make the park more accessible to all the residents in the area as well as transit riders. One of the vacant parcels west of the park could become such a connection to Apache Boulevard, including a secondary roadway with enhanced pedestrian and bike connection (refer to Figure 52: Price Freeway Station Area Proposed New Streets). Creating such a connection is critical to making the new park accessible to a larger area of users, rather than just the adjacent concentration of single family residents. A simulation shows the existing and proposed conditions along the proposed new street, looking south toward Apache Boulevard (refer to Figure 53 and Figure 54).

April 2008

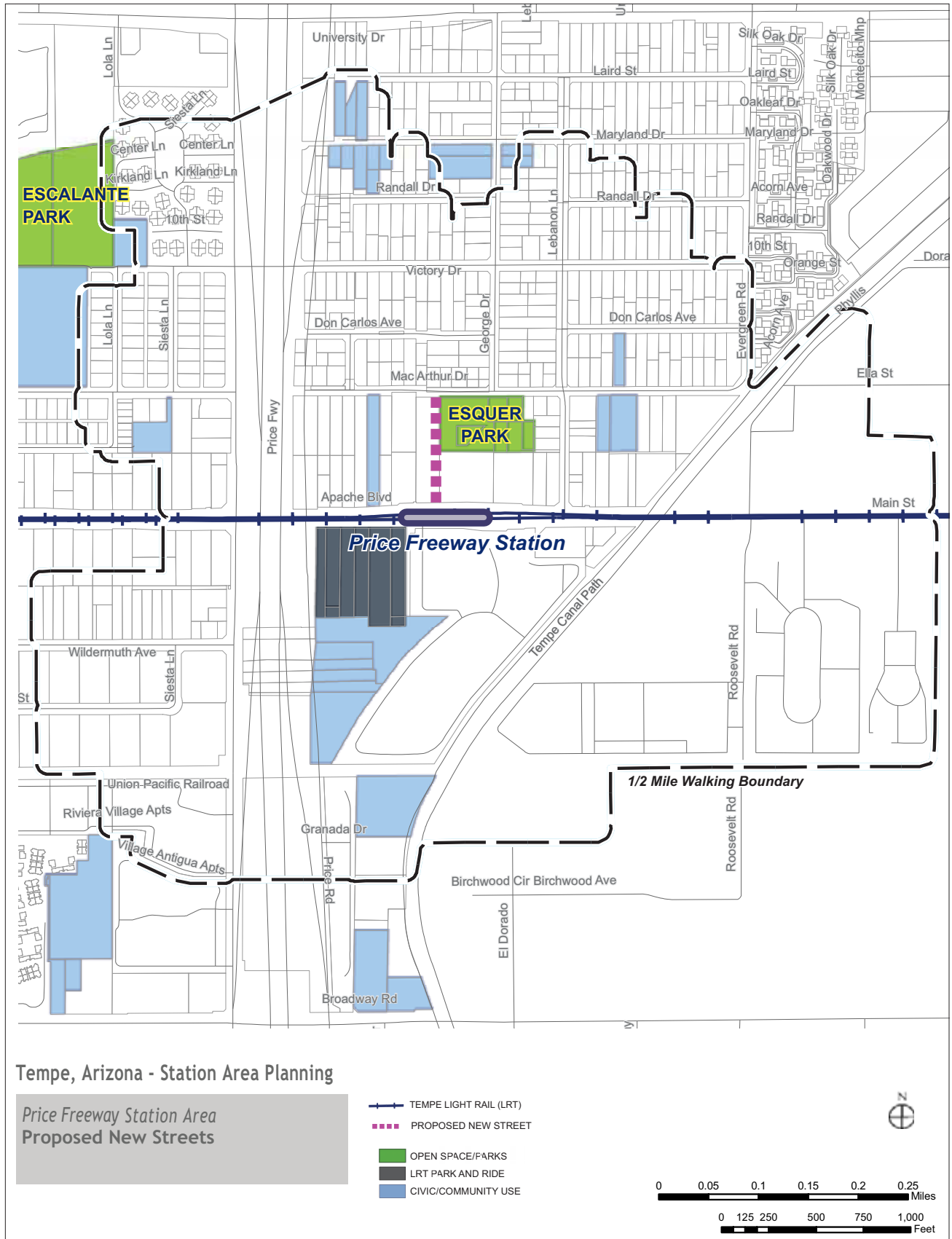


Figure 52: Price Freeway Station Area Proposed New Streets



Figure 53: Existing conditions west of Esquer Park looking south toward Price Freeway Light Rail Station



Figure 54: Proposed conditions west of Esquer Park looking south toward Price Freeway Light Rail Station

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Implementation

This section provides a framework for implementing the Station Area Plans. It includes a variety of specific capital improvements and ongoing programs, known as catalyst projects or catalyst actions, that will help the City of Tempe achieve the goals and policies of the Plans.

Several catalyst capital improvement projects require action and attention to ensure the effectiveness of the strategies outlined in the Station Area Plans. The catalyst projects/actions fall into four categories, depending on the level of public involvement needed to execute them:

- The first category includes **publicly-funded improvements**, or specific one-time infrastructure costs that require a significant level of City involvement and public financing to complete. Such improvements are generally on publicly-owned land or within a public right-of-way. The costs of public improvements ultimately will be borne equally by all residents of Tempe by allocating public funds to pay for these



Real estate development

April 2008



Bicycle route



New development

improvements. Alternately, if a benefit assessment district or other special district were to be created, the cost of these upgrades could be shared equally by property owners within the Apache Boulevard corridor.

- The second category includes **development exactions or set-asides**, such as new street dedications, sidewalk and landscape improvements, or utility upgrades, that the City requires, or could require, from private developers as a condition of development approvals for key sites. Depending on the cost and type of improvement, the City may need to participate in funding or financing the capital improvements, and the City will generally be responsible for maintenance of many of these improvements once they are dedicated.
- The third category includes **ongoing programs**, such as business recruitment or additional affordable housing programs, that can either be administered by a public or private agency. The costs to the City of these catalyst projects vary depending on the financing sources that the City can secure. These projects are often categorized as “public-private partnerships.”
- The fourth category includes **policy-level changes**, such as refinements to the Transportation Overlay District and other land use regulations, that require a low relative cost on the part of the City, but that could potentially stimulate a high level of investment from property owners or developers within the corridor.

Recommended Capital Improvements

The majority of the capital improvements recommended for each of the Apache Boulevard station areas (shown in Tables 5 through 8) are designed to increase the pedestrian, bicycle and vehicular connectivity in the station areas. New street connections will create more direct routes from the surrounding neighborhoods to the stations, increasing the likelihood that residents will walk to the train, as well as shortening vehicle trips by reducing the need for out-of-direction travel. Streetscape and crosswalk improvements on key station access routes will improve pedestrian access to stations, as well as to Apache Boulevard businesses. Wayfinding signage will encourage casual walking trips between LRT stations and neighborhood destinations and help to build patronage for the transit system as well as station-area businesses located off Apache Boulevard, such as the restaurant/bar cluster along Eighth Street. Bicycle improvements will likely increase the number of utilitarian and recreational cycling trips in the corridor and the City of Tempe as a whole, as well as making cycling a more viable option for station access trips, thereby helping to reduce the demand for park-and-ride spaces. Together, these public improvements will support transit ridership as well as create an inviting public realm that will stimulate private investment in the corridor.



Pedestrian crossing



Bicycle lanes, sidewalks, pedestrian furnishings

Table 5
Capital Improvement Project Implementation Recommendations
Dorsey Station Area Plan

Capital Improvement Project	Location
New Street Connections (See Fig. 19)	- Realignment of Cedar Street to intersect with Dorsey Lane at Apache Boulevard
Sidewalks and Streetscape on Station Access Routes (See Fig. 17)	<ul style="list-style-type: none"> - Apache Boulevard along entire length - Dorsey Lane between 8th Street and Apache Boulevard - Spence Avenue between Rural Road and Cedar Street - Cedar Street between Spence Avenue and Apache Boulevard - Terrace Road from Rural Road to Apache Boulevard - Elm Street from Cedar Street to Apache Boulevard
Crossing Improvements on Station Access Routes (See Fig. 17)	<ul style="list-style-type: none"> - Dorsey Lane between 8th Street and Apache Boulevard - Spence Avenue between Rural Road and Cedar Street - Cedar Street between Spence Avenue and Apache Boulevard - Terrace Road from Rural Road to Apache Boulevard - Elm Street from Cedar Street to Apache Boulevard
Pedestrian/Bicycle Crossings of Railroad (See Fig. 17)	- Dorsey Lane east of Kenneth Place
Bicycle Lanes on Station Access Routes (See Fig. 18)	<ul style="list-style-type: none"> - Dorsey Lane between University Drive and Apache Boulevard - Spence Avenue from Rural Road to Cedar Street - Cedar Street from Spence Avenue to Apache Boulevard - Broadway Road along entire length - Rural Road from Broadway Road to University Drive - Vista Del Cerro from Rural Road to Dorsey Lane - Dorsey Lane from Vista Del Cerro to Broadway Road
Wayfinding signage	On Apache Boulevard and on Station Access Routes from interior blocks
Other:	<ul style="list-style-type: none"> - Multi-use path along the Union Pacific Railroad - Multi-use path / linear park along 8th Street

Sources: City of Tempe; Community Design + Architecture; Economic & Planning Systems, Inc.

Agency	Funding Source	Phasing
Private developers as part of redevelopment of sites	Private developers; possible City Capital Improvement Program	Developers install as part of redevelopment of surrounding properties, or City can initiate in absence of redevelopment
Adjacent property owners per City of Tempe Development Services guidance through TOD and station area design requirements	Adjacent property owners	Concurrent with redevelopment of properties
City of Tempe Public Works; private developers on newly installed street	City Capital Improvement Program; state funding; private developers	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP, Federal Funding	As funding available and properties can be brought into compliance
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works, Union Pacific	City CIP, Federal Funding	As funding available
City of Tempe Public Works, developers of adjacent properties	City CIP, Federal Funding, private developers	As funding available and properties can be brought into compliance

Table 6
Capital Improvement Project Implementation Recommendations
McClintock Station Area Plan

Capital Improvement Project	Location
New Street Connections (See Fig. 32)	<ul style="list-style-type: none"> - New street connecting McClintock to Apache Blvd to south and east of Equinox project - Extension of Stratton Lane cul-de-sac to connect Don Carlos Avenue to Apache Boulevard
Sidewalks and Streetscape on Station Access Routes (See Fig. 30)	<ul style="list-style-type: none"> - Apache Boulevard along entire length - McClintock Drive between 8th Street and Broadway Road - Extension of Williams Street to McClintock Drive (pedestrian connection) - Una-Butte Avenue, Una Avenue, and Butte Avenue between Creamery Park and Apache Boulevard - Elm Street between Cedar Street and Apache Blvd.
Crossing Improvements on Station Access Routes (See Fig. 30)	<ul style="list-style-type: none"> - McClintock Drive between 8th Street and Broadway Road - Extension of Stratton Lane to Apache Boulevard - Una-Butte Avenue, Una Avenue, and Butte Avenue between Creamery Park and Apache Boulevard - Elm Street between Cedar Street and Apache Blvd.
Pedestrian/Bicycle Crossings of Railroad (See Fig. 30)	<ul style="list-style-type: none"> - Railroad underpass improvements including wider pedestrian zone and new bicycle amenities
Bicycle Lanes on Station Access Routes (See Fig. 31)	<ul style="list-style-type: none"> - McClintock Drive from University Drive to Apache Boulevard - Broadway Road along entire length - Connection through Creamery Park from University Drive to 8th Street
Wayfinding signage	On Apache Boulevard and on Station Access Routes from interior blocks
Other:	<ul style="list-style-type: none"> - Multi-use path along the Union Pacific Railroad

Sources: City of Tempe; Community Design + Architecture; Economic & Planning Systems, Inc.

Agency	Funding Source	Phasing
Private developers as part of redevelopment of sites; possible long-term cooperation with City of Tempe in re-orientation of police facilities	Private developers; possible City Capital Improvement Program	Developers install as part of redevelopment of surrounding properties, or City can initiate in absence of redevelopment
Adjacent property owners per City of Tempe Development Services guidance through TOD and station area design requirements	Adjacent property owners	Concurrent with redevelopment of properties
City of Tempe Public Works; private developers on newly installed street	City Capital Improvement Program; state funding; private developers	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP, Federal Funding	As funding available or as railroad overpass reconstruction is required
City of Tempe Public Works; private developers of sites through which new street/route would travel	City CIP; Federal Funding; private developers	As funding available and as access route streets receive maintenance or reconstruction; as redevelopment occurs on
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works, Union Pacific	City CIP, Federal Funding	As funding available

Table 7
Capital Improvement Project Implementation Recommendations
Smith/Martin Station Area Plan

Capital Improvement Project	Location
New Street Connections (See Fig. 43)	- New north-south street(s) connecting Lemon Street to Apache Boulevard and Wildermuth Avenue to Apache Boulevard, between Smith Road and River Drive (no through movement across Apache due to LRT median)
Sidewalks and Streetscape on Station Access Routes (See Fig. 41)	- Apache Boulevard for entire length - Smith Road from 10th Street to Apache Boulevard - River Drive from Wildermuth Avenue to Escalante Park - Wildermuth Avenue between Martin Lane and River Drive - Martin Lane from Wildermuth Avenue to Apache Boulevard - New north-south street connecting Lemon Street to Wildermuth Avenue across Apache Boulevard, between Smith Road and River Drive - Don Carlos Avenue from Alegre Park to Smith Road
Crossing Improvements on Station Access Routes (See Fig. 41)	- Smith Road from 10th Street to Apache Boulevard - River Drive from Wildermuth Avenue to Escalante Park - Wildermuth Avenue between Martin Lane and River Drive - Martin Lane from Wildermuth Avenue to Apache Boulevard - New north-south street connecting Lemon Street to Wildermuth Avenue across Apache Boulevard, between Smith Road and River Drive - Don Carlos Avenue from Alegre Park to Smith Road
Pedestrian/Bicycle Crossings of Railroad (See Fig. 41)	- Extend Smith Road south from Apache Boulevard across tracks to Country Club Way
Bicycle Lanes on Station Access Routes (See Fig. 42)	- Smith Road from University Drive to Apache Boulevard - Don Carlos Avenue from Smith Road to River Drive - Howe Avenue from River Drive to Loop 101 - Wildermuth Avenue from Martin Lane to Loop 101 - Martin Lane from Wildermuth Avenue to Apache Boulevard - Broadway Road along entire length - Apache Boulevard along entire length
Wayfinding signage	On Apache Boulevard and on Station Access Routes from interior blocks
Other:	- Multi-use path along the Union Pacific Railroad

Sources: City of Tempe; Community Design + Architecture; Economic & Planning Systems, Inc.

Agency	Funding Source	Phasing
Private developers as part of redevelopment of sites	Private developers; possible City Capital Improvement Program	Developers install as part of redevelopment of surrounding properties, or City can initiate in absence of redevelopment
Adjacent property owners per City of Tempe Development Services guidance through TOD and station area design requirements	Adjacent property owners	Concurrent with redevelopment of properties
City of Tempe Public Works; private developers on newly installed street	City Capital Improvement Program; state funding; private developers	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP; Federal Funding	As funding available and properties can be brought into compliance
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works, Union Pacific	City CIP, Federal Funding	As funding available

Table 8
Capital Improvement Project Implementation Recommendations
Price Freeway Station Area Plan

Capital Improvement Project	Location
New Street Connections (See Fig. 52)	- New street connection from Apache Boulevard through the block to MacArthur Drive and Esquer Park
Sidewalks and Streetscape on Station Access Routes (See Fig. 50)	- Apache Boulevard for entire length - Lebanon Lane from Laird Street to Apache Boulevard - George Drive from University Drive to MacArthur Drive - MacArthur Drive from new street west of Esquer Park to Lebanon Lane - New street west of Esquer Park from MacArthur Drive to Apache Boulevard
Crossing Improvements on Station Access Routes (See Fig. 50)	- Lebanon Lane from Laird Street to Apache Boulevard - George Drive from University Drive to MacArthur Drive - MacArthur Drive from new street west of Esquer Park to Lebanon Lane - New street west of Esquer Park from MacArthur Drive to Apache Boulevard
Pedestrian/Bicycle Crossings of Railroad (See Fig. 50)	- Provide grade separated railroad crossing(s) to replace at-grade railroad crossings at Price Road and Tempe Canal Path
Bicycle Lanes on Station Access Routes (See Fig. 51)	- Price Freeway access roads (east and west of freeway) from University Drive to Broadway Road - MacArthur Drive from Price Freeway access roads to Evergreen Road - On new street from Apache Boulevard to MacArthur Drive west of Esquer Park - Apache Boulevard along entire length - Along Evergreen Road and the Tempe Canal from University Drive to Apache Boulevard
Wayfinding signage	On Apache Boulevard and on Station Access Routes from interior blocks
Shared Paths	- Multi-use path along the Union Pacific Railroad - Extend Tempe Canal Path north of Apache Boulevard and south of railroad tracks

Sources: City of Tempe; Community Design + Architecture; Economic & Planning Systems, Inc.

Agency	Funding Source	Phasing
Private developers as part of redevelopment on site	Private developer; possible City Capital Improvement Program	Developer installs as part of redevelopment of underlying property, or City can initiate in absence of redevelopment
Adjacent property owners per City of Tempe Development Services guidance through TOD and station area design requirements	Adjacent property owners	Concurrent with redevelopment of properties
City of Tempe Public Works; private developers on newly installed street	City Capital Improvement Program; state funding; private developers	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP; Federal Funding	As funding available and properties can be brought into compliance
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works	City CIP, Federal Funding	As funding available and as access route streets receive maintenance or reconstruction
City of Tempe Public Works, Union Pacific	City CIP, Federal Funding	As funding available

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Recommended Policies and Programs

These Station Area Plans identify and describe certain recommended changes to the land use regulations in the LRT corridor and station areas. The proposed refinements to the land use regulations serve many purposes, but in part are intended to catalyze positive economic and physical change in the Apache Corridor through private development activity. Specific requirements to implement these refinements would be developed by City of Tempe staff with review and input from the Development Review Commission and other policy-making bodies.

Following final approval of these Station Area Plans, these land use policy changes would be among the first catalyst projects to be implemented by the City. Future financial burdens to the City as a result of changing land use regulations will be in the form of review and approval of private development, but these relatively minor costs will likely be compensated for by increased development and permit fees. In addition, this catalyst action will likely enhance the City's overall property and sales tax revenue through private reinvestment.

Table 9 describes recommended policies and on-going programs for the Apache Boulevard corridor and station areas. Unless otherwise indicated, references to height or density bonuses or reduced parking requirements are intended to apply to the immediate area surrounding each station or corridor, as delineated in the Transportation Overlay District (i.e. parcels with frontage within 800 feet of a station platform as measured along a public street). This will help to ensure that higher-intensity transit-oriented development creates a series of discrete "nodes" in each of the station areas, rather than a continuous corridor of uniform height – a key concern voiced by attendees at the public meetings and stakeholder session participants.

Table 9
Policy and Implementation Recommendations
Apache Boulevard LRT Corridor and Station Areas

Policy	Location
Encourage the provision of car-sharing spaces in parking facilities	Dorsey, McClintock, Smith-Martin and Price Freeway station areas
Enhance transit access to LRT stations for patrons with limited mobility	Dorsey, McClintock, Smith-Martin and Price Freeway station areas
Encourage affordable housing near light rail	Dorsey, McClintock, Smith-Martin and Price Freeway station areas
Encourage professional office uses in mixed-use buildings to complement educational/health services uses	Dorsey and McClintock station areas
Encourage coordinated development on clusters of adjacent vacant/underutilized properties	Smith-Martin station area
Encourage the development of more employment-intensive uses in employment node	Smith-Martin station area
Encourage the provision of a grocery store in new development	Price Freeway station area
Increase public sidewalk shade requirement from 33 percent to 50 percent	All

Sources: City of Tempe; Community Design + Architecture; Economic & Planning Systems, Inc.

Potential Implementation Tools	Agency
- Provide a credit against the parking requirement of 5-10 required spaces for each car-sharing space, to a maximum of 10-20% of the required number of spaces	City of Tempe, Planning
- Reconfigure Orbit Shuttle's Mercury route to feed LRT stations	City of Tempe, Tempe in Motion
- Establish base zoning in station areas per recommendations on page 15 - Provide a density bonus for development with at least 10% affordable units - Provide a height bonus for development with at least 10% affordable units - Unbundle residential parking from units	City of Tempe, Planning/Community Development
- Reduce parking requirement for office uses in mixed-use buildings - Provide a height bonus for mixed-use buildings containing office	City of Tempe, Planning
- Engage property owners in planning and assembly efforts - Sponsor RFPs for development	City of Tempe
- Review land use regulations for employment node - Provide incentives for more employment-intensive uses - Recruit more employment-intensive uses	City of Tempe, Community Development
- Provide a height bonus for mixed-use development that includes a grocery store - Provide a density bonus for mixed-use development that includes a grocery store	City of Tempe, Planning
- Modify zoning to require 50 percent shade on public sidewalks	City of Tempe, Planning

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Appendix A: Community Outreach Memoranda



Minutes Light Rail Station Area Planning Public Meeting 6/5/07

Minutes of the Light Rail Station Area planning public meeting held on Tuesday, June 5, 2007, 6:00 p.m., at the Tempe Police Substation Community Conference Room 1855 E. Apache Boulevard, Tempe, Arizona.

Project staff Present:

Phil Eriksson, Tim Rood, Danielle Wong, Bryan Copp, Carla Kahn

City Staff Present:

Jyme Sue McLaren, Amanda Nelson, Dilanna Willstead, Heidi Graham, Robert Yabes

Guests Present:

Catherine Mayorga (Tempe Chamber of Commerce), Gretchen Reinhardt, Colleen Wilder, Carl Fisher, Irma & Carols Aguilar, Esther Morales, Dan Mayer, Florentino Martinez, Jeff Hansen, Daphne, John Cozad, Ray Humbert (ASU), Judi Nelson (ASU), Phil Amorosi Paul C. Johnson, Cathy Marshall, Ed Andrews, Victor & Norma Guerrero, Stephen Zank, Pen Johnson, Brian Martin, Mary Ann Miller (Tempe Chamber of Commerce) Estela Vasquez, Pedro Priego Saledad, Maria Nunez, Maria Gonzalez, Aracely Gonzalez, Katie Nelson, Norma Vega, Francisca Reyes, Mary Nutter, Gregory Hanna, Karen Ciszczon

Opening Remarks Jyme Sue McLaren welcomed the public and gave brief opening remarks about the station area planning process.

Presentation given by Tim Rood, Introduction to the Station Area Plan Effort and Transit – Oriented Development.

Question and Answers

Q=question, A=answer, C=comment

Q: Will RV Parks be pushed out as land value increases, if so, will affordable housing be incorporated into development?

A: Mobile home parks not to be displaced by the City.

Q: How will the traffic signals and safety be coordinated at stations and on light rail tracks?

A: There are traffic signals for left turns (restricted left arrow) and they are synchronized with the light rail train. Pedestrian safety very important. Safety campaign is being initiated by METRO as the train is tested on completed track.

Q: Where can you make left hand turns and u-turns?

A: There will be 18 signalized intersection and u-turns at 1/8 mile along corridor. Consider integrating a defined walkway space before development occurs at Smith/Martin and Price Road areas.

Committee Name
Date

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- Q:** College students could potentially inundate neighborhoods in order to not pay for parking and ride to their destinations, how will you resolve impacts on neighborhoods?
- A:** Park & Ride lots to be monitored carefully for demand; Arizona State University has plans to shuttle people from other campuses to end of rail lines so that students can park there and not encroach on residential neighborhoods.
- C:** Plants and landscape materials are very important.
- Q:** How will LRT affect the bus system on Apache Boulevard?
- A:** Buses will be maintained on Apache Blvd however it will be more limited.
- Q:** Will green building techniques be used?
- A:** Yes they will be incorporated.
- Q:** What is the ultimate outcome of all this information that will be gathered?
- A:** The information will be prioritized for public improvements
- C:** With density increase, there needs to be sensitivity to the existing context.
- C:** Shade needs to be a priority.
- Q:** Will there be bike paths along light rail?
- A:** Yes, they will be built in both directions along the alignment
- Q:** How fast will the light rail train travel?
- A:** The train has the ability to travel 55mph however it will travel at the posted speed signs
- Q:** How many stories is representative of human scale?
- A:** Not really about number of stories, it's about the design of the building. The massing and articulation inform the scale at the human level.
- Q:** Will consideration be taken for other developments in Tempe?
- A:** Yes, EPS will put context into regional and market analysis.
- Q:** Concern was expressed over the extreme climate conditions of Tempe. Pedestrians are especially sensitive and how will the consultant team address this?
- A:** It is very important to integrate this into the analysis and design that will take place. This is especially crucial for those who do not have a choice in terms of transportation. Furthermore, the design and analysis will help provide choice for others.
- Q:** EPS – what additional infrastructure to be studied? Utility Analysis? Concern about being displaced, even in 20 years.
- A:** First we find what capacity there is. Then, we can see what challenges there are for infrastructure. Economic feasibility and demand will determine what a priority is. The Team will look only at vacant and underutilized land as opportunity. The City cannot displace existing affordable housing.
- C:** Land value and gentrification concern will be a challenge.
- Q:** Need long term planning for land value because of proximity of LRT, affordable vs. subsidized affordable.
- A:** At the next public meeting the Team should bring a city representative for affordable housing. Senior/Student/young vs. family housing.
- C:** Community land trust – seems to work.
- C:** Businesses are sensitive during construction – concern over financial challenge.
- Q:** How to keep existing businesses surviving in new development phases and future growth. Subsidizing program?
- A:** New building/development could recruit local businesses to take space. How to implement and sustain existing businesses is of great concern for residents and businesses.
- C:** Bike connection very important at Smith/Martin and 101 freeway

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Date

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-
- C:** Suggested a walk-through at the 101 Freeway & Apache Blvd (NE corner). Connect the park at Victory Acres neighborhood
 - C:** For upcoming public outreach, include a broader outreach not just ¼ mile
 - C:** Due to high foreign speaking turnout, a better translation system may need to be explored for upcoming public meetings – headphone technology or separate meeting.
 - C:** Concern on increase in crime, especially during construction due to the abundance of transitioning environments. CPTED “Eyes on the Street” should be incorporated into designs. There is a need to phase crime issues through the transitional times, concern that construction environment becomes welcome to crime.

***Comment card feedback spreadsheet attached**

Prepared by: Carla Kahn

Reviewed by:

Authorized Signature
Position/Title



S. R. BEARD
& ASSOCIATES

MEMORANDUM

December 3, 2007

To: City of Tempe Staff

From: Lisa Procknow

CC: Tin Rood, Danielle Wong, Jonah Chiarenza, Bryan Copp

Subject: Tempe Station Area Planning – *Comment Survey Responses*

The public and stakeholder meetings, which took place on October 24 through October 27, included numerous opportunities for interested parties to submit both written and oral comments. Oral comments were noted by CD+A and documented in a separate memorandums.

A total of nine questionnaires were collected from Wednesday's and Saturday's sessions. Six surveys were submitted from Thursday's meetings. The findings are summarized below.

Public Meeting Questionnaire (October 24 & 27)

Question 1: Of the following areas, which are of major concern regarding your quality of life?

Issue	*Response Total
Other:	5 <ul style="list-style-type: none"> • Investment Potential • I don't want to see a high rise behind my house • higher density/ less restrictive • absentee slum landlords • against high density condo/apartment
Preservation of Open Space	4
Travel Time to Work	3
Availability of Retail/Commercial Uses	3
Cost of Living	2
Affordable Housing	1

*sorted by popularity

Question 2: If there was one thing that you could change in your neighborhood to make it a better place to live/ work/ do business, what would you change?

- That property owners keep their property looking good. Example, the trailer parks on Apache Boulevard makes the area look like a dump.

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- Clean-up properties and renovate the run-down, abandoned ones.
- Place a four-way stop at the corner of Hudson Drive and Elm and maybe speed bumps.
- Transform Food City to Sprouts (or similar).
- Increase density along the light rail line so that it will make economic sense to operate this first mass transit system. If this is done properly all else will fall into place.
- I would like to see less crime.
- Clean-up the blighted properties. Invite development by offering incentives.
- The City of Tempe needs to make a firm commitment to the Apache Boulevard/ rail artery – focus on major landscaping, code enforcement private/ retail, incentives to improve existing buildings, general improvements of street side appearance for pedestrians, rail rider, or other commuters.
- Stop drugs and prostitution on Apache Boulevard.

Question 3: Which opportunities would you most want to add to Apache Blvd.?

Options	*Response Total
Grocery Store	5
Restaurants/ Outdoor Dining	5
Retail	5
Services (dry cleaner, day care, etc.)	4
Entertainment	3
Medical/ Dental	1
Employment	1
Other:	0

*sorted by popularity

Question 4: In general terms, please describe what you believe the Apache Blvd. station areas should “look and feel” like 10 years from now:

More like downtown Tempe	7
Similar to the way it is today	1
Other	See comments below

- Unique appearance, private business
- Lots of trees, walkways with seating, eclectic retail
- More like Downtown Tempe without the parking problems
- More independent shops and restaurants; buy and support the local economy. Each light rail stop needs to be an epicenter of activity for the commuter with the appropriate services and goods – morning coffee, newspaper and bakery, ethnic grocery stores and restaurants, bookstores, alternative art spaces.

Tempe Station Area Planning – Comment Survey Responses

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Question 5: How do you typically travel to destinations along Apache Blvd. and within your neighborhood?

Along Apache Blvd.	*Response
Car	5
Walking	2
Transit	2
Bicycling	1

*sorted by popularity

Within Neighborhood	*Response
Walking	4
Bicycling	3
Car	2
Transit	1

*sorted by popularity

Question 6: How important to you are the following street design elements?

Street Design Element	*High Priority	Medium Priority	Low Priority
Shading Devices	6		
Light Fixtures	6		
Shade Trees	5		
Local Landscaping	5		
Public Art	4	2	
Information Signs	3	1	1
Outdoor Seating	3	2	
Other: Water Fountains		1	

*sorted by high priority

Question 7: Please list additional comments, questions or concerns regarding Station Area Design.

- How about a major public art project for Apache Boulevard or a series of significant projects which dot the Apache light rail line? Each light rail station has public art components; the City of Tempe needs to commit.
- Reduce restrictions on developers.
- Shade is very important; consider the typical bus patron and you will understand the need for the simple comfort of shade and a place to sit.

Stakeholder Meeting Comment Card (October 25, 2007)

Question 1: How important to you are the following street design elements?

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Tempe Station Area Planning – *Comment Survey Responses*

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Street Design Element	*High Priority	Medium Priority	Low Priority
Shade Trees	5	1	
Shading Devices	4	2	
Light Fixtures	4	2	
Local Landscaping	3	3	
Information Signs	3	3	
Public Art	2	4	
Outdoor Seating	1	5	
Other: Connectivity over Rail	1		
Other: Affordable Housing	1		

*sorted by high priority

Question 2: Please list additional comments, questions or concerns regarding Station Area Design.

- Number one priority is bicycle connectivity over the rail road. Pedestrian connections from Don Carlos to station and from Esquer Park to station. Corridors leading up to stations, example Smith-Martin station, from Tempe Marketplace to Connolly Middle School. Need shade and pedestrian amenities.
- People places within developments/niches, things to attract walkers. Corridors leading up to stations. Also need shading to encourage.



Memorandum

November 05, 2007

To: City of Tempe Staff

From: Tim Rood, Danielle Wong, and Jonah Chiarenza

Total of 10 pages

Re: **Tempe Station Area Planning (CD+A No. 0702)** — *Oct. 25, Stakeholder Session Notes*

This memorandum notes many of the points and issues that rose out of conversations during the stakeholder sessions. Tim Rood facilitated the discussions based on a general list of stakeholder questions tailored to each group's area of interest and experience.

Session 1/9:00 - Apache Boulevard Project Area Committee (APAC)

- Bob – is the goal to create a master plan for development around the light rail stations? Tim Rood – no, individual owners will determine what to develop around the stations, and will use our development guidelines, including standards and priority list of public investments, to support the kind of development people want to see
- Ester Kozinets – private development can expect what from public investment? TR - Bike racks or shelters, for instance, could be provided by city, taking a holistic look at whole area for TOD (e.g. feeder pedestrian / bus routes to Apache) Jyme Sue – when looking at overlay zone, many things came up and there was an agreement to revisit with a visionary planning process, incorporating the vision from businesses, community, and residents to create a tool for the development and entitlement process, preserving the linkage from overlay to development.
- EK - shade is very important.
- APAC created because of blight along Apache, needed city to make into redevelopment area, city wanted neighbor involvement, so encouraged APAC, to have business, restaurateurs, etc. meet regularly, 20 members, started in 1996 officially. 5 neighborhoods exist along Apache.
- Neighborhood associations represented

How can planning process help?

- Gretchen – rail crossings at Smith/Martin are huge, Tempe marketplace carts found far down along Apache, quarter mile is restricting, college has crossing, considering ped network for child and school, Smith/Martin needs to be meaningful with rail crossing! Needs this or will be underutilized station. Both crossings very important, one for ASU and one for neighborhood.
- Phil Amorosi - Potential road connections? – show other identified connections, like the through block connections to Apache
- Irving Kozinets – who pays for shading? If in ROW and part of LRT improvements, in other areas, prop owners need to comply with TOD overlay, when new development occurs, that is when the prop owner, JS – is this a priority? There are diff funding mechanisms, but identify a standard and then ensure we get that through public investment, improvement district possibly? HG – part of entitlement process and review JS – example of Areté, where is the shade, show us the detail, need definition, id what is priority along Apache in this or something else, overhang, shadow study? Did analysis, but can be ambiguous, needs further clarification

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- Palms on bike path
- Pen Johnson – are we doing enough to encourage developers to reduce the number of parking spaces and do true TOD? Developers want to make a sellable product, so hard to find balance; TR – options for reducing parking include regulating the expense of parking spaces, by unbundling parking from unit, spaces could be leased separately from units, which would help w/ housing affordability. The existing ratio of 0.75 parking spaces per bedroom may be too high. Perhaps a cap of 1 or 1.25 parking spaces per unit could be solution, and mandating unbundled parking spaces from unit sales. In SF this is possible, but we don't have Prop 207.
- HG – student housing encourages the space/bedroom metric. With reduced parking availability, where will students park? Neighborhood streets!
- Martin Goohl – If we're really interested in pedestrian environment and supporting LRT, we need to emphasize pedestrian use; parking should reflect this goal and not mimic areas that do not have LRT, that does not help developers. We should reduce parking requirement for developers to encourage people to reduce car ownership, change mode of thought. Pen – housing affordability could be incentive to developers. DS – what are those incentives? There are issues regarding the feasibility of all these ideas, because of Prop 207 (these include risk of reducing the value of property, or requiring affordable housing, over which land owners could sue the city)
- Gretchen – all development should contribute to trust fund towards affordable housing, based on a model of land trusts held by the city, and the affordable units should not be a whole building, but should be distributed with market rate and spread around the study area
- Phil Amorosi – equivalent of one story for affordable housing spread out within each development, offer density bonus, height bonus for complying with this goal
- Dharmesh Ahir– what are price points for affordable housing in Tempe? 215k – 287k work force housing costs, 80% of area median income sounds higher than the people who would be forced out by redeveloping the RV and mobilehome parks.
- Martin – does commercial have the same priority it used to? Developers can increase height of residential use buildings and multi-use buildings, but not commercial. So why should commercial be paying higher taxes and not be allowed same benefits as other uses? Commercial should be made more attractive to developers, and these regulations do not appear to be advantageous for some property owners
- JS – Height increases are possible if developers make a PAD, but Martin does not see that as advantageous, Catch 22, can't get the investors to back a development to plan for a PAD if you can't ensure the height increase.

What do you see as long-term vision for Apache?

- Martin – all kinds of development, however commercial has not been emphasized in the policy enough
- Phil – between stations should be 3 story max, there should be buffers, and sensitive to neighborhoods behind, stations should be intense, and areas around/between less so; Staggering heights rather than uniform

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- Gretchen – blanket standards don’t always work, high next to vacant does not work. Take little steps to get there to make a cohesive community fabric of moderate heights (3-5) and then in 20 years allow higher development once vacant lots are all occupied.
- Bob - More density at stations, and buffer between. RV parks next to police station has good opportunity to go higher! No residents nearby, great opportunity!
- TR – transition zones around single family residential neighborhoods
- Dharmesh – will people really take advantage of 5 story? TR – building code requirements mean that cheaper method of building “stick built” is possible up to 5 stories, but above 5 requires more expensive construction, meaning development must be around 9 or 10 stories to pencil out
- Phil – Tempe wants the downtown to be the location of high rise development, above 10 stories, and taper down in other areas, meaning 5 story cap in Apache area makes sense from a big-picture perspective
- Bob – should not have a cap at 5 especially for sites that have space and are main opportunity sites, such as the RV parks adjacent to police station. Allow exceptions where appropriate.

Session 2/10:00 – Developers

- TR- We want to define and possibly revisit zoning including the overlay district zoning, or perhaps the underlying base zoning – is there a need for additional or different standards?
- Jimmy – For the Dorsey station area project sites the optimal development vision is a European model including consistent setback, window heights, and related detailing on facades that run along main boulevards, balconies with flowers; planter boxes to add to facade texture, soften buildings. Credits/bonuses for these types of features.
- Josh – Confusion over zoning overlay district (TOD), “Station Area” as defined in TOD, and underlying Base Zoning – current zoning may allow greater building heights than the TOD overlay – for example, the location near Price, on the south side of Apache
- Larry Schmalz (City) – neighborhoods voice concern about maintaining appropriate building heights adjacent to their single family homes – step back transition from single family neighborhoods is important to maintain separation
- Jimmy – 20 story buildings are not appropriate on Apache – however, 10 story buildings could be appropriate with mixed uses, and a solid 2 story retail or grocery, plus office and 6 stories of residential above
- Darin – how is the commercial market on Apache according to development community?
- Jimmy – local family owned places are common and we want to continue to serve community, so it’s prudent for development to accommodate current businesses; Tempe’s desire to make Apache a successful downtown area requires policy and design that supports walkability; we need to keep the local type of businesses that couldn’t afford the more expensive leases in brand new retail – To facilitate this, perhaps there could be development bonuses and other incentives for developers to accommodate a relocating business within Tempe, even along the corridor, such as a business moving towards the University area from off Apache or down Apache to the East

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- Brad – New development is going to see people squeezed out of retail spaces as they have been on Mill Ave. – We need to avoid the same unintended consequences on Apache; As to building heights – the max should be mid-rise buildings of 6-8 stories; some land owners think their parcels are going to be 20 story towers and are asking far too much for the sale of their property
- Feliciano – Habitat Metro – 6 story buildings cost \$300/ sqft just to build the product – Price points are too high for this corridor; Mill Ave leasing rent escalation for retail has killed tons of local retail; We need to help people visualize density, with the same FARs achieved through more efficiently designed floor plans and lower actual height; Going to be consistent demand for sub 300k housing in corridor, which means construction type will be stick built, with an affordability benefit of reducing cost of living because of not having to drive great distances due to location on LRT.
- TR – Is the parking ratio too high? Now 0.75 spaces per BEDROOM
- Feliciano – This is still a transitional point in market, so you still have folks with 1-2 cars per family. Parking is a huge problem from a market perspective – underground or structured parking is far too expensive for this market. The question is, is the market ready for a forced mode split between parking and transit/bike/ped? As we get closer to implementation and construction of actual projects, it could be. Absent incentive for reduced parking we could have pooled car sharing at development sites to give people more incentive to reduce their car ownership
- Jyme Sue – ASU is starting car sharing.
- Brad Grams – closer to ASU, some development can reduce parking requirements because of the large student population
- TR – What about unbundling the parking from unit sales?
- Feliciano – The parking requirement kills projects with retail commercial in mixed use developments
- Brad – Orpheum Lofts, a condo downtown, has tried unbundled parking and had problems
- TR – If developers were not required to build any parking, what would you do? ½ space per unit? (silence) Could you lease retail if there were no on-site parking and the Light Rail was running?
- Jimmy – some businesses yes, if foot traffic is appropriate; but by and large not in this market. Depends on what is being sold. Services? Yes. Large products? No.
- Feliciano – Commercial development require 5 stalls per 1000 sf (?), other retail trends to 4 per 1000 sf; The question is – can you save enough money in not building parking to offer better leases to those retail tenants? Credit tenants (chain stores) will come in with parking and site design standards -we will need to have community development folks advocate for a more urban model with the data to back up the model
- Darin – How has shared parking, as on Mill Avenue worked (with credit tenants)?
- Feliciano – Mill Ave is still having trouble keeping credit tenants – parking is part of the trouble
- Josh – We need flexibility to determine what's appropriate per each use on a case by case basis with regards to parking demands, to help minimize parking overall

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- Feliciano – In terms of flexibility, negotiating development here is much easier than in other Phoenix areas
- Josh – But there are still some inconsistencies between the city and Apache project folks regarding the vision on Apache
- Jimmy – We need to know what would happen to parcels that overlap (straddle) the station area districts; what about adjacent parcels?
- Heidi – We have had some projects petition to join the STA if the parcel is adjacent, but yes–there’s no “official process” advertised clearly. [cf. later response from Development Services that there is an identified process for this]
- Darin – Prop 207 frustrates most common approaches to saving local businesses – for example, it is difficult to prevent chains from coming in; but bonuses or incentives could help – so what are they?
- Feliciano – Tempe policy must take the lead – get a vision and maintain that vision – “passive/aggressive” mechanisms are useful to encourage development to comply to this vision: if development proposed fits the vision, then streamline; otherwise, make development process difficult;
- Heidi – And we can leverage the sentiment in neighborhoods to oppose development that doesn’t work with local businesses – perhaps using phasing to include onsite businesses that could help bring their land sales prices down – you get neighborhood support (you have a retailer that you know works in the neighborhood, too)
- Feliciano – Focused facilitation is much stronger with Tempe for commercial preservation and vision-appropriate development, including lenders – develop a one stop shopping model to facilitate the right kind of projects. We need to have policy leaders talk to lenders / investment folks to facilitate keeping local retailers on Apache, and get the parking mix right.

Session 3/11:00 – City Staff

- Elizabeth Thomas – Neighborhood Services Office
- Shawna – Housing Services
- Development Services
- Sheri - Current residential trend is student housing, co-ops are a new method where large investor find other investors to own units and rent to students/residents, what is the long-term viability of this? DS – This is a version of a master developer co-op.
- Sheri – 10,000 student housing units to be incorporated on-campus over next 10 years, in 2-3 years, will have 5,000-6,000, there is a mixture of owners and operators of these developments, most are near the Rural Station Area
- Currently \$600 to \$650/square foot sale price for condos for all other buyers in nearby areas
- Sheri – Opportunity in Apache corridor for MU fun/funky retail. Investors are not looking at Apache, constraints include lot depth, acquisition of parcels, use and access adjacency problems,

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construction costs, perceived lack of a bargain, investors looking at core city as better opportunity, city needs to turn people away from the core, hard to contact owners of Apache parcels to make inquiries. Land assembly – difficult to push land owners to be redevelopment friendly.

- Much of the project study area is part of a Redevelopment Area – south of University to railroad, Rural to 101, reduced permit costs, additional incentives through overlay zoning
- Look at city ownership, mostly small remnant pieces, 15 parcels between Dorsey and 101 – better understand the scope of ownership that the City has in order to best strategize for future development and improvements
- Office is appropriate for investors, but are excluded by overlay requirements that make such developments unrealistic to pursue; parking is a lifestyle issue where requirements could be modified to accommodate/encourage office, DS – opportunities for commercial will be enhanced in future market trends
- TR – 0.75 ratio per bedroom is high compared to other transit-oriented areas. Sheri – but buyers are demanding more parking spaces, making for a difficult balancing act
- Ryan – flexibility in code and ability to work with the City could benefit investors; should look at shared parking in the district. Market demands more parking than what the needs are as seen by developers.
- TR – residents are concerned over trailer parks diminishing, what can be done to address the need for affordable housing?
- Ryan – the City needs to better define low-income/affordable housing. Who is this population, where do they live, do they work and if so, where?
- Craig – Section 8 is closed, some non-profit builders in the area work through tax credit programs, but no major projects in Tempe. Affordable housing should not be 100% affordable – mixed income more feasible; Apache needs mixed housing, not a concentration of affordable
- DS – one to one replacement of displaced affordable housing, federal government policy, depends on funding used, want 5% affordable housing to meet requirement, URA, uniform relocation act, 104(d) program mandates 1 to 1 replacement, applies only to particular project – based on individual families and income levels, mobile homes – hard to meet that requirement due to high existing density of those sites
- Ryan – city underground retention okay, state mandated requirement to retain on-site for 100 year flood, trying to strive for greater flexibility, 2 year flood requirement for unique infrastructure circumstances
- JS – These meetings are to figure out how to incorporate neighborhoods and create a vision to meet expectations, especially on north side of Apache, how do we get the vision through the neighborhood?
- Shawna – processes are in place for public input, any development should be able to get that input, Apache Boulevard may need a Specific Plan process – sit with residents, need to create process and plan that discusses these items such as height

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- TR – How much neighborhood buy-in was there in the overlay?
- Shawna – on Apache Blvd. residential character is different from the uniform single family residential, get pockets, many people are not involved – overlay bonus requests are getting residential kick-back, look carefully at single family residential pockets, some are historic neighborhoods
- Ryan – there is a step back height of 30 feet at 1 to 1 ratio for development adjacent to single family, this can be difficult to meet
- Draw sections that show this [CD+A produced SketchUp model]
- Building height codes are very complex and yet does not result in much variation
- Ryan – should look at projected general plan to get change of zoning, TOD was a compromise since groups could not agree, downtown has 50 feet, but developers need to come in and rezone according to projections and General Plan
- Can we consider changes to the zone requirements? Should City change zoning to make decisions clearer?
- Ryan – MU4 has no standard for height and needs approval through the City
- Shawna – Residential districts (single family neighborhoods) don't like the flexibility in the process, they want to know what to expect.
- What happens to projects that straddle boundaries? Ryan – adjacent or overlapping parcels have the opportunity to join adjacent overlay, otherwise your more intensive area applies, if not touching anything there are no options
- We need clear vision, we need to make sure residents and community are backing the development and businesses, residents and owners need to get to a common vision
- If rezoning is not an option, what else can we do to support the vision? Development review process should remain set up for flexibility and incentives or at least clarify them; affordable housing, traffic calming, not formalized, but the current informal process can work, but is NOT user friendly from a quick and business developer view – certainly not from an investor's point of view

Session 4/1:45 – City Staff

- Engineering, parks and recreation, project engineer for LRT
- Lack of crossings over UP railroad are a problem and a huge barrier, really need them, any further discussion? Some with UP, but no design or formal movement
- Some informal crossings exist today, JS – any new crossings would need to be grade separated, some in the city are at-grade, but new ones would require a grade separated or z-crossing at a minimum
- Esquer Park – adjacent vacant parcel problematic; second parcel to the west that city owns would be more conducive to inserting a new street providing access to Esquer Park – it is now cleared.

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- Esquer Park can take stormwater run-off from almost all surface land to 101 freeway from west of park. As an overall strategy, consider pushing retention/drainage to rear/edge of parcels (away from Apache) and create linear park space retention/detention, pocket parks tied into park & ride locations – infiltration, Esquer is 5-6 feet below grade
- Retention at curb (front of parcel between building and street) works against pedestrian/TOD guidelines, what are other strategies? Jim Bond – 20 ft parking setback made it convenient, no city requirement to put it there, always developers' choice
- Rather than at front of parcel on Apache, put retention at other (primarily rear site) edges which will also act as buffer to adjacent uses, such as single family residential
- To attract developers consider using financial mechanisms, tax credit, open space credit?
- 8th Street railroad ROW as a potential landscape linear park – City does own it, under Rails to Trails: needs to remain pathway of some kind, any form of transportation, City owns to curve at University (could be used for more pooled retention along site of multi-use path?)
- DS – any open space requirement per resident for developers? There is a financial requirement, park impact fee, \$480 per DU, recommend \$3000 per DU, council has not yet voted on the issue and it is pending
- How are big new developments handling stormwater? Jim – underground, on site, hasn't been a problem
- Street trees – generally required, depends on development setback and width of sidewalk, prefer to see trees with appropriate sidewalk and setback. City overlay requires additional sidewalk width into row as parcel goes through entitlement process. Width of sidewalks limits the choice of street trees. [cf. expanded tree/shrub palette recommended by APAC]
- Jim – 8ft typical sidewalk, if trees are desired he recommends increasing the width by 6 ft, tree at back of curb, avoid awnings and lights, awning in ROW acceptable, but in certain circumstances must be retractable
- Land use should really drive what the sidewalk condition becomes
- Consider north or south side of the street – different treatments are more or less appropriate depending on sun direction
- JS – we want to see some uniform pedestrian environment design suggestions, consistent amenities throughout Apache corridor are needed, minimums can be set and enhanced perhaps, 20 ft in ordinance
- No on-street parking makes for a less comfortable pedestrian environment due to the lack of a buffer to moving traffic, may require more room on sidewalk, bus will be less prominent on Apache (but bike lane and reduced bus service will provide some buffer space for pedestrians on sidewalk)
- 100 year on lot retention 1 hour storm – City requirement
- Jim- Sewer capacity, high density developments have concern – enlargement is happening piecemeal but will only be a benefit when whole corridor does this, water department has a model for how it works and its been okay so far, but east of McClintock is questionable, trying to get

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developers to work together and share cost and coordinate the effort, so what is the incentive? None really. City would need to get easements, but this has never been done before, consider creating an improvement district to address this

- Is there a master plan for where the lines need to go? No there is not, the densities now expected were not foreseen in the past
- Does Prop 207 inhibit any of this? Doesn't seem to.
- Mill Ave. – example where road plan helped with the implementation of needed infrastructure work
- Pre-planning of where and how the infrastructure could go in Apache corridor would make the implementation much more feasible, however city has no experience here
- Underground retention has maintenance issues with future flooding when the equipment wears and degrades
- Consider pooling parcels with retention on one parcel that covers the requirement for all, such as with Esquer Park, consider grouping parcels to satisfy 100 year, how do you decipher what parcel though? Esquer Park - City should use this as leverage and get something in return for City land accommodating other sites' retention
- Unmet park needs? There is a community parks deficit. No capacity for new parks to serve additional planned residents. There is a park impact fee, probably won't search for acquisition opportunities, driven more by marketplace and synergy rather than available parcels, impact fee goes to improvements and acquisition for a focused area and not necessarily the larger region
- Hudson Park Master Plan – should break ground this spring/early summer, 90% plans
- 5 acre minimum is desirable for the City to develop a park, but in this environment such standards can vary, public or private open space is questionable in terms of what is ideal, from City perspective it would be ideal for privately-owned parks to be made available for public use, but this is rare, perhaps City could offer incentives for developers that agree to create and maintain such an open space

Session 5/2:45 – Business and TABA Members (Tempe Area Business Associations)

- Catherine Mayorga - Tempe Chamber of Commerce
- Ester - Assistant manager at apartment complex next door to Police Station
- Ester - Little change since construction began, residents have been retained, some are students but many are seasonal, few families as they are 1 bedroom apartments, students seem to like it, so for apartments this is also good news, everybody wants to know when light rail service will start
- Ester – there are few stores around, so people like the new mall – Marketplace, people are concerned about where to leave their car, most people have one car, but several plan to use light rail

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- Chamber – There is a sense of urgency for businesses to become revitalized, street parking? - west of Rural on Apache, how about east? – yes, to west of Terrace, this is a good thing, need more parking
- Once construction is done how can city help viability of businesses? Chamber – city could announce rebirth/marketing of businesses/developments along corridor, JS – banners and identity/character of stations should be incorporated/conveyed near stations, do Spanish translations too
- Each station will have a system map, but will there be neighborhood maps? None are currently planned.
- There will be wayfinding signs away from the platform.
- Historic markers that talk about the character and history of each site will be on the platforms
- Risk of business being displaced by redevelopment? – Chamber – car wash near Rural has been closed, but no others. How to preserve character of small businesses?
- What challenges and opportunities are there for the businesses? Chamber - if they can survive they will thrive, but right now they are in pure survival mode.
- Lights and road work planned for completion in 60 – 90 days, revival/soft-launch
- DS – have many businesses closed during construction? Not closed, but hanging on a thread, just many fewer customers, there is a sense of hope and excitement for the LRT and what it will bring

Session 6/3:45 – Development Review Committee

- No DRC members participated in the charrette.

Closing/4:00 - Wrap-Up

- Scope review
- Draft station area plan and finalize document
- What should be in the document?
- JS - What are the unique characters that will emerge from each station? We didn't hear much. We could put something out for people to react to, McClintock auto, park and ride, Dorsey pedestrian focused, and restaurant, how can development complement these characters
- HG – four station areas to review on Saturday
- Shade, architectural detailing, specificity of guidelines for sidewalks, consistent pedestrian zone with enhanced varying zone character per station area (market and demographics shift)
- TR – sidewalk width of 12ft – 14ft is generally the width that would well-serve uses on Apache and keep with flexibility
- DS – could incorporate open area/plaza in their own ROW also

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- Shading – needs clarification, applies to the 14 feet, canopy of trees are included in the 33%
- What are the developments and services interpretation on tree requirements? Trees go in as developments come in.
- Must develop under overlay to implement these, if developing under the base zoning you do not have to comply to overlay codes. However, overlay incentives are mostly encouraging developers to comply with the ordinance. Otherwise developers use PAD to accomplish
- Streetscape improvements only occur as development occurs, otherwise limited to light rail improvements.
- DS – Can we accelerate these improvements? Improvement district? Retention/sewer line capacity/streetscape improvements, rather than being contingent on the property owner
- JS - City acquired 14 foot sidewalk all along corridor except where it would cost city money, such compensating owner for as loss of parking or relocating water lines. City has at least identified a unified approach for shade, sidewalk, bicycle, etc.
- DS – Identify locations and needs for affordable housing, landscape or lighting district, look at financial opportunities, once we develop a vision of what we want to happen DS can frame an approach for how that can be paid for, government funding, improvement fees, etc. implementation tools
- TS – clarify and illustrate any confusing or ambiguous items in overlay; Identify voids in overlay ordinance districts (Station Area and TOD Corridor)
- DS - Propose that McClintock receive greater height development to become a higher node, Dorsey can have a neighborhood character and maintain lower heights
- DS - Organized infrastructure easement plan, bike, pedestrian, vehicle, stormwater, and how to implement these public improvements is essential
- Public park issue, lack of public open space, could examine other methods of creating public space such as through plazas or courtyards
- Did not achieve the goal of talking about what each station's identity/character would be, HG - it comes, you don't prescribe it
- Identify uniform public improvement steps and goals
- Include issues of concern that are driven by staff or code, just to identify the items, such as stormwater and sewage
- Additional connections and what improvements can occur here
- Building articulation
- HG – we are lacking in public space - plazas, open space, bike paths; encourage these as appropriate and recommended by charrette and field work



Memorandum

November 05, 2007

To: City of Tempe Staff

From: Tim Rood, Danielle Wong, and Jonah Chiarenza

Total of 4 pages

Re: **Tempe Station Area Planning (CD+A No. 0702)** — *Oct. 26, Public Charrette Notes*

This memorandum notes many of the points and issues that rose out of conversations during the group breakout session of the Public Charrette. Tim Rood facilitated the discussion. While the notes below are listed according to general headings, this does not suggest that all comments under those headings relate only to that heading topic. Rather, the notes are presented in chronological order as each topic of conversation occurred.

Dorsey Station Area

- Dorsey Station Area - Proximity to commercial/dense residential/retail are major assets.
- Dorsey Station Area - The area is already very accessible and walkable.
- Dorsey Station Area - Has good access to downtown and ASU.
- Terrace Road is already a good view corridor to build from.
- Should look more intensively at spaces in-between stations along the corridor and apply similar level of design including trees, corner shade-foils, and landscaping while addressing the utility constraints.
- Should help developers think about how to create space that is engaging by using courtyards, art (art program should encourage more diversity and creativity of design rather than simply inserting art pieces, there needs to be flexibility in creative applications), etc.
- North and south sides of Apache need differing shade treatments. Shade trees on north side are only effective if between the curb and the walking surface.
- Dorsey Station Area - Existing density is a major asset and is already TOD-supportive.
- Dorsey has a mixed demographic.
- Where Dorsey and Cedar intersect Apache in an offset configuration is an obstacle for bicyclists,. The City owns the parcel adjacent to Cedar on the west and might consider using it as an opportunity to make bike and pedestrian connections that line up better with Dorsey.
- There is a safety concern at Terrace and Apache – southbound vehicles on Terrace often neglect, or do not realize they are required, to yield to traffic in order to turn left onto Apache,

Key Pedestrian Connections

- For key pedestrian routes on and connecting to Apache, consider implementing some set of standards or guidelines to better direct the improvements that should occur in the public realm along the entire length of Apache where the LRT runs.
- Further help and guide developers buy into the concept of making improvements to the public realm adjacent to their projects.

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- The limitations with sewer and other utilities are a major obstacle that needs to be addressed so as to not further limit other improvements and opportunities along Apache.

Railroad Crossings

- Potential RR crossing near Kenneth Place connecting to Dorsey Lane south of Apache.
- Concern that overhead crossing connections may not be feasible due to the major infrastructure that would be necessary for such grade-separated crossings.

New Through-Block Connections

- Local residents expressed that there should be no vehicle connection through Williams Street to McClintock due to concern over through-traffic. A pedestrian connection at this location as part of new development could be an asset.
- Would creating a secondary parallel connection from Williams to Wildermuth reduce emphasis on Apache? Such a connection should be careful to not act as an alternative to Apache.
- Could consider creating a partial connection to/from the Police Station site to McClintock and not all the way through to Williams. This could help with police response time.
- The trailer park adjacent to Hudson Manor is for sale at a relatively affordable cost. The City might consider purchasing this large parcel, but would need to look deeper into the issues of funding and relocation policies.

Zoning and Overlay Requirements

- There are some unintended results that come out of the TOD Zoning Overlay that should be addressed to encourage development and act as an incentive. Some of these issues deal with too high a parking requirement for office uses and height requirements that limit office and commercial uses while encouraging residential.
- Alternatives for height and parking requirements could be revisited to help attract developers and make projects along Apache in the TOD Overlay and Station Areas more feasible.
- Some zoning requirements conflict and do not allow for feasible development projects, such as step-back requirements for R3 and R4 parcels that are adjacent to R1.
- The McClintock undercrossing is not a comfortable or desirable pedestrian or bicyclist connection.
- At-grade rail crossings could easily connect the Light Rail to a larger area south of the rail, but these are extremely difficult to get approval for.

McClintock Undercrossing

- McClintock undercrossing – could potentially shift the road and combine the two sidewalks on either side into one larger sidewalk on one side creating a safer and more pleasant pathway. But the difficulty of crossing McClintock could dissuade pedestrians/bicyclists on the “wrong” side.
- In addition to making an effort to implement rail crossings south of Dorsey and Smith/Martin stations, perhaps lobbying for major improvements to the existing McClintock undercrossing would be more feasible.

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Memorandum

Re: Tempe Station Area Planning (CD+A No. 0702) — Oct. 26, Public Charrette Notes

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Key Pedestrian Connections

- Lemon is a cul-de-sac on the west end and has no ped/bike connections.
- A new street connecting Stratton Lane through the block to Apache seemed to make sense to people aside from ownership concerns.
- Elm Street is a major pedestrian connection. Improvements should be focused on one side due to extensive power line infrastructure on the other side.
- Una Ave could use improvements on both sides.
- More trees are desirable.
- Improvements should be prioritized on Spence Ave. – it is a major access way to and from campus and could really benefit from any improvements.

Escalante/Victory Acres Neighborhood

- For the Escalante area, the freeway is a major barrier.
- The frontage roads are one-way and act as obstacles for bicyclists who would need to navigate very circuitously in order to cross the freeway.
- The frontage road ROWs are wide enough to incorporate two-way bike paths outside the paved roadway, either adjacent to or near the existing pedestrian path.
- People are excited and anxious for the Tempe Canal Path to be completed and it could have elements that act as a gateway/entry feature.
- The City owns the second parcel to the west of Esquer Park and could potentially use this parcel to make a new road connection through the block from MacArthur to Apache. This connection would greatly benefit people using the park and Light Rail riders.
- The parcel adjacent to the west of Esquer Park (the “U-Haul strip”) could be considered for development, perhaps affordable housing in the form of townhomes that line the park, assuming the parcel is available for such future development.

Wrap-up – If you could see one thing happen along the Corridor in the next 10 years, what would it be?

- People friendly.
- Pedestrian friendly tree-lined street that has an active and vibrant streetfront on Apache.
- A cute and quaint community similar to Downtown Berkeley.
- The Corridor is well-used in all ways.
- Connections and good pedestrian access.
- There are neighborhood services that serve the local community without requiring them to drive.
- Retail and residential development is feasible – support this by lifting the height restrictions.
- Help make development projects feasible through zoning. For instance, any parcel that is 4 acres or smaller is very difficult to make financially feasible and marketable
- Thomas J. Pappas Elementary School is in its last year, consider what will happen at this site.

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- There is a balance of services and uses along Apache.
- Maintain the unique character and quality of existing businesses that have a regional draw in order to preserve their larger regional customer base.
- Current marginal uses are diminished and replaced with quality developments and uses.
- Be sensitive to the existing historic single family neighborhoods.
- Some areas have high rental rates and perhaps government programs could be implemented to assist people in buying homes, thereby creating communities where residents take ownership and show commitment to their neighborhoods and houses.
- Materials that are sensitive to Tempe's arid climate that reduce heat capture and address the heat island, areas where this could apply are paving and other applications in the public realm.
- Consider government programs that encourage sustainable and green building and design, Scottsdale could serve as an example of this, density bonus, credit system, etc.

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Appendix B: Recommended Plant Palette

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Sweet Acacia



Texas Ebony



Indian Rosewood (sissoo)

Recommended Tree Palette

1. **Sweet Acacia** - Deciduous, moderately fast rate of growth, drought tolerant, requires full sun
2. **Texas Ebony** – Evergreen, slow growing, drought tolerant, requires partial shade to full sun
3. **Indian Rosewood (sissoo)** – Deciduous, fast-growing shade tree
4. **Desert Museum Palo Verde** - Semi-deciduous, dappled shade tree
5. **Palo Brea** - Semi-deciduous, medium sized, with broad canopy
6. **Chilean/Velvet Mesquite** - Evergreen to semi-deciduous, fast-growing
7. **Ironwood (Palo Fiero)** – Evergreen, slow-growing, shade tree with dense canopy



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Desert Museum Palo Verde



Palo Brea



Chilean/Velvet Mesquite



Ironwood (Palo Fiero)



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Recommended Plant Palette

SEASONAL COLOR FOR LANDSCAPE INTEREST

PLANT NAME	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
GROUND COVER												
3 "Bandera" Penstemon												
2 Penstemon strictus												
2 Blackfoot Daisy												
2 Melampodium leucanthum												
3 Blanketflower												
2 Gaillardia species												
1 Bush Morningglory												
2 Ipomoea leptophylla												
3 Coreopsis												
2 Redbuds												
2 Coral Penstemon												
2 Penstemon superbus												
2 Coyotebush (Desert)												
2 Baccharis pilularis												
1 Desert Marigold												
2 Bailey multiradiata												
1 Desert Zinnia												
2 Zinnia grandiflora												
3 Fern Verbena												
2 Verbena bipinnatifida												
3 Firecracker Penstemon												
2 Penstemon salinus												
2 Fringed Sage												
2 Artemisia frigida												
2 Gayfeather												
2 Lathyrus punctata												
3 Giant Four O'Clock												
2 Mirabilis multiflora												
2 Hot Pink Penstemon												
2 Penstemon pseudospectabilis												
2 Lavender Cotton												
2 Santolina chamaecyparissus												
2 Paperflower												
2 Psychotrophe tagetina												
1 Pink Bush Penstemon												
2 Penstemon ambiguus												
3 Pink Portulaca												
2 Petalostemon purpureum												
2 Purple Aster												
2 Machaeranthera bigelovii												
2 Sand Verbena												
2 Ipomoea (Abrus) species												
2 Scarlet Globemallow												
2 Sphaeralcea coccinea												
2 Silver Groundsel												
2 Senecio longicaulis												
2 White Evening Primrose												
2 Oenothera caespitosa												

Source: APAC

the APAC Visioning Sub-Committee
Landscape Overlay Plan
(continued)

These plants are rated on water usage (1,2,3) with 1 being the lowest.

SEASONAL COLOR FOR LANDSCAPE INTEREST

PLANT NAME	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
SHRUBS												
1 <i>Apache Plume</i>			White Flowers Followed by Pink Plumes Most Prolific May & September								Reddish Cast to Foliage	
2 <i>Felicitia paradoxa</i>			Ever-Gray to Ever-Green Foliage					Ever-Gray to Ever-Green Foliage				
2 <i>Blackberry Sage</i>												
2 <i>Andromeda</i>												
2 <i>Blind of Paradise</i>												
3 <i>Ceanothus glaucus</i>												
3 <i>Broom Betcherle</i>												
1 <i>Baccharis emoryi</i>												
1 <i>Broom Dalea</i>												
2 <i>Dalea scoparia</i>												
2 <i>Chamaelirium</i>												
2 <i>Chrysothamnus nauseosus</i>												
2 <i>Ceanothus</i>												
2 <i>Ceanothus</i>												
1 <i>Ceanothus</i>												
1 <i>Ceanothus</i>												
3 <i>Fernbush</i>												
1 <i>Fourwing Saltbush</i>												
3 <i>Golden Currant</i>												
2 <i>Littleleaf Sumac</i>												
1 <i>Sagebrush</i>												
1 <i>Yucca elata</i>												
1 <i>Yucca elata</i>												
1 <i>Yucca elata</i>												

1 Texas Mountain Laurel which is currently in the median along Apache Boulevard is also acceptable.

Source: APAC

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