

Urban Core Masterplan Project, 2017-18



**URBAN CORE
MASTERPLAN**

**Progress Update: Development Review Commission
April 24, 2018**



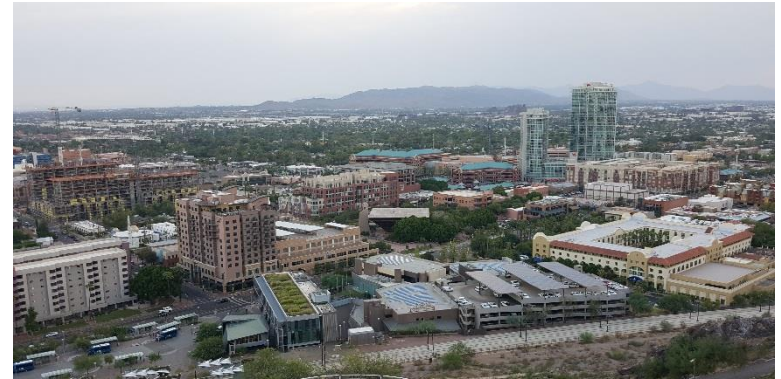
Tempe
Making waves in the desert

Urban Core Masterplan Project (UCMP)

- 6.15 sq. miles area bound by 101 and 202 Freeways, Hardy Dr., and Union Pacific Rail-lines
- Scope: TOD Update, Affordable Housing Strategy, Masterplan for the Area
- Consultants: SOM PLC (Lisa Wise, HDR, Matrix, BAE Urban Economics, Design Workshop)
- Contract Signed: October 2017
- Target Completion Date: December 2018



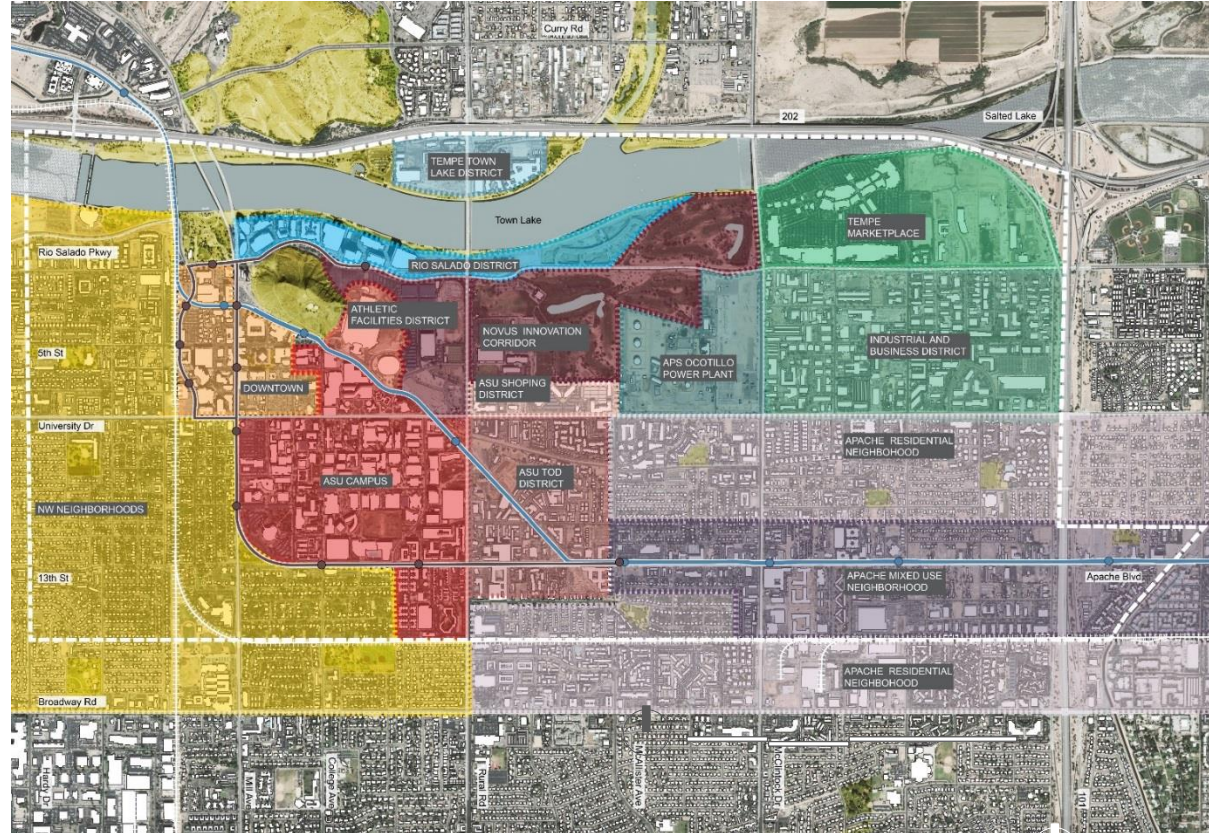
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Urban Core Masterplan Project Area



- NW Neighborhoods
- Downtown
- ASU Athletics
- ASU Campus
- Novus Innovation Corridor
- ASU Shopping District
- ASU TOD District
- Tempe Town Lake District
- Rio Salado District
- APS Ocotillo Power Plant
- Tempe Market Place
- Industrial and Business District
- Apache Mix-Use Neighborhood
- Apache Residential Neighborhood
- Urban Core Area
- Street Car (Construction)
- Light Rail Line
- Union Pacific Railroad
- Open Spaces, Parks and Reserves



UCMP Summary of Planning Approaches



1. Urban Core has strategic assets that can enhance Tempe's role in the region.
2. There is potential for significant growth in housing and jobs by 2040.
3. Growth will be drawn to the areas with transit and transportation investments.
4. New development needs to sensitively relate to existing neighborhoods.
5. Planning should address connectivity, public realm, amenities and preservation.
6. Need to continue elevating the quality of design, and the public amenities; to enhance connectivity
7. Suggested locations for more focused study include:
 - Downtown
 - Apache Boulevard Central
 - Apache Boulevard East
 - McClintock N. / Rio Salado
 - Smith Industrial Area
8. The Transportation Overlay District (TOD) needs updating to meet contemporary needs.

UCMP Existing Stats, & Market Growth Potential 2040



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Existing Data (2015-2017 est.)

- Population – 43,000
- Jobs – 35,000
- Dwelling Units – 18,000
- Office space – 5.4 million sft.
- Retail space – 2.8 million sft

Potential Growth by 2040

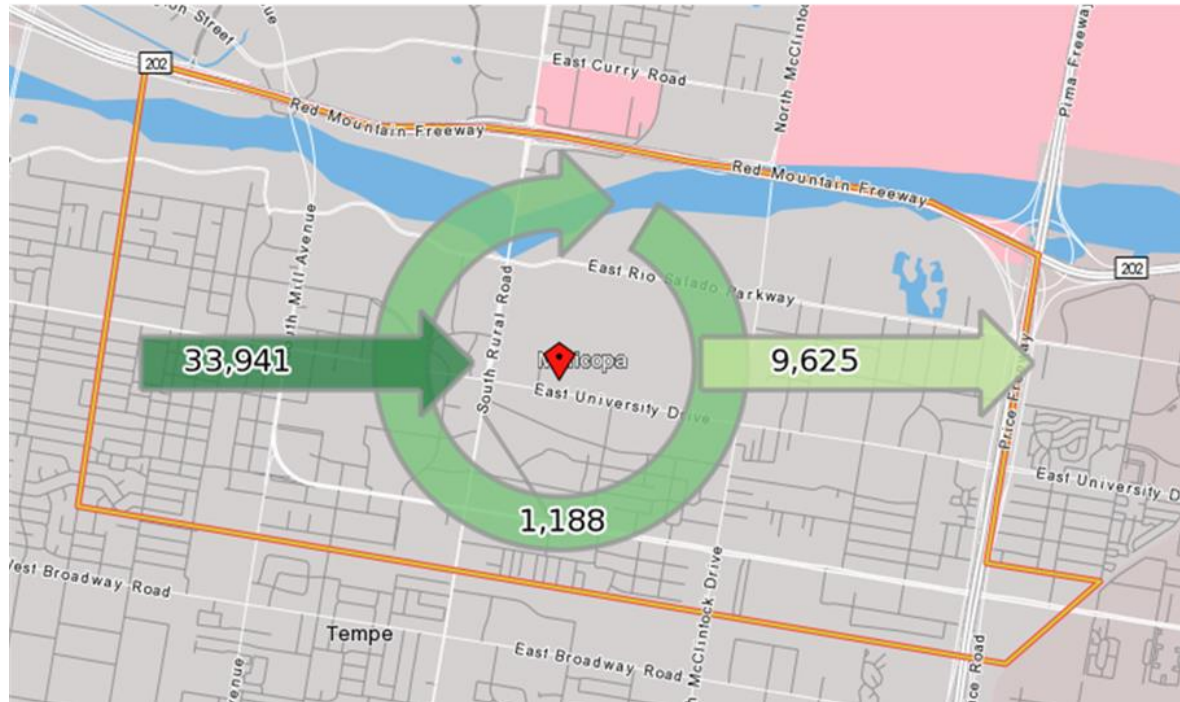
- 14,000 New dwelling units
- More than 16,000 New Jobs
- 2.1 -3.5 million sft. of new office space
- 1.3 million sft. of new retail space
- 2,200 New hotel rooms

(Source: UCMP Consultants)

Review - Commute Patterns in the Urban Core



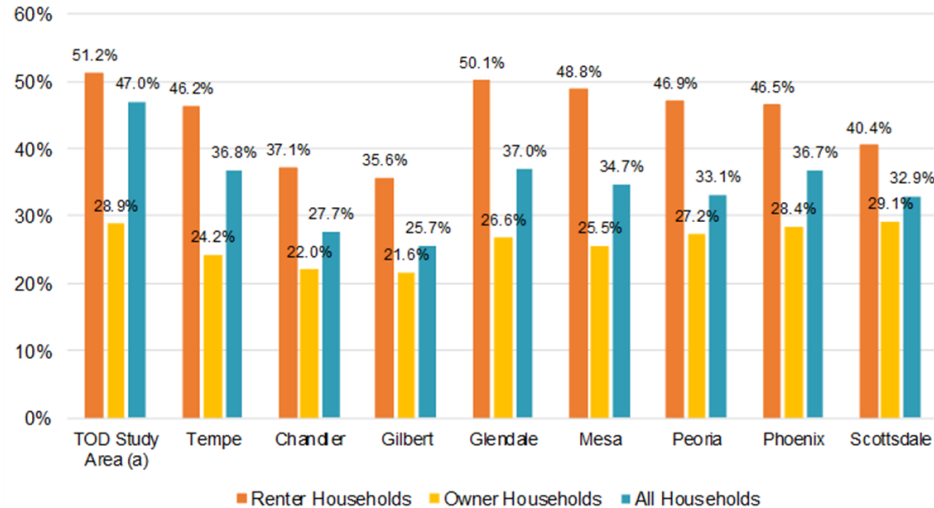
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97% of **workers with jobs in the study area** commute from outside of its boundaries. 46% of them commute under 10 miles.

89% of Urban Core area **working residents** commute to job destinations outside of the area. 63% of them commute under 10 miles.

Review - Housing Cost Burden



Notes:

(a) Cost-burdened households are defined as those who spend more than 30 percent of household income on housing costs. Households with no or negative income are not included here.

(b) The TOD Study Area is defined here as the 11 Census Tracts that intersect with the Tempe Downtown and Urban Core Boundary as defined by The City of Tempe.

Sources: U.S. Department of Housing and Urban Development, 2010-2014 Comprehensive Housing Affordability Strategy (CHAS) data; BAE, 2017. Sources: U.S. Department of Housing and Urban Development, 2010-2014 Comprehensive Housing Affordability Strategy (CHAS) data; BAE, 2017.

- “Cost-burdened” households pay more than 30% of gross income for housing.
- Study Area has high rate of cost-burdened households.
- Student and younger households typically pay a higher proportion of income for housing.

Comprehensive Housing Affordability Strategy (CHAS) by US Dept. of HUD

Review - Housing Cost Burden by AMI

AMI = Area Median Income

Household Income Level (a)	Category	Cost Burdened Households	
		Number	Percent
0 to 30% of AMI	Extremely-Low Income	9,025	93.9%
30% to 50% of AMI	Very-Low Income	5,845	86.3%
50% to 80% AMI	Low -Income	6,100	60.4%
80% to 100% AMI (b)	Moderate-Income	1,739	29.9%
100% AMI and above	Above Moderate	2,939	9.4%
Total		25,648	

Notes:

(a) CHAS data reflect HUD-defined household income limits. HAMFI stands for HUD Area Median Family Income.

Sources: U.S. Department of Housing and Urban Development, 2010-2014 Comprehensive Housing Affordability Strategy. (CHAS) data; BAE, 2017.



Examples of Market rate and affordable housing development in Tempe

Tempe has 25,648 cost-burdened households

- Renters represent 73%
- Extremely low- and very low- income households most impacted
- 56% of very low- and 70% of extremely low-income renter households are “severely” burdened

Future Housing Unit Needs by Income Category

AMI = Area Median Income



<u>Income Category (a)</u>	<u>Percent</u>	<u>Housing Units Needed</u>
Extremely Low (below 30% AMI)	15.1%	3,228
Very Low (30 to 50% AMI)	10.7%	2,273
Low (50 to 80% AMI)	15.9%	3,389
Moderate (80 to 100% AMI)	9.2%	1,954
Above Moderate (over 100% AMI)	<u>49.2%</u>	<u>10,481</u>
Total	100.0%	21,324

Notes:

(a) Income categories derived from 2010-2014 Comprehensive Affordable Housing Strategy (CHAS); data is for the City of Tempe.

(b) Median annual income (2017) in the Phoenix-Mesa-Scottsdale MSA is \$66,200 for a 4-person household and \$53,000 for a 2-person household

Sources: U.S. Department of Housing and Urban Development, 2010-2014 Comprehensive Housing Affordability Strategy; BAE, 2018.

Units needed to accommodate projected growth (2040)
 Roughly 42% are for “lower-income” households



Hayden Sq. residential condos near downtown Tempe

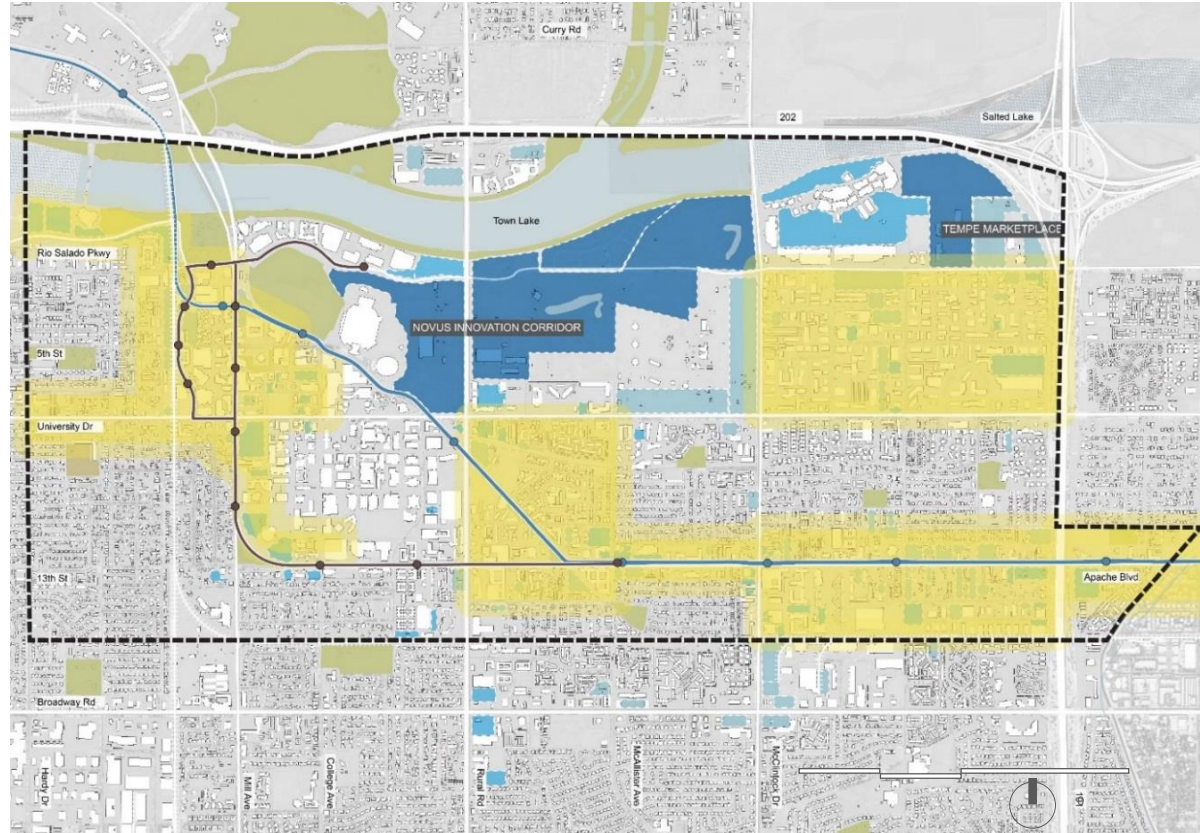
Areas Showing Potential Opportunities for Growth and Change



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Initial Assessment: Potential Areas for Balanced and Holistic Planning

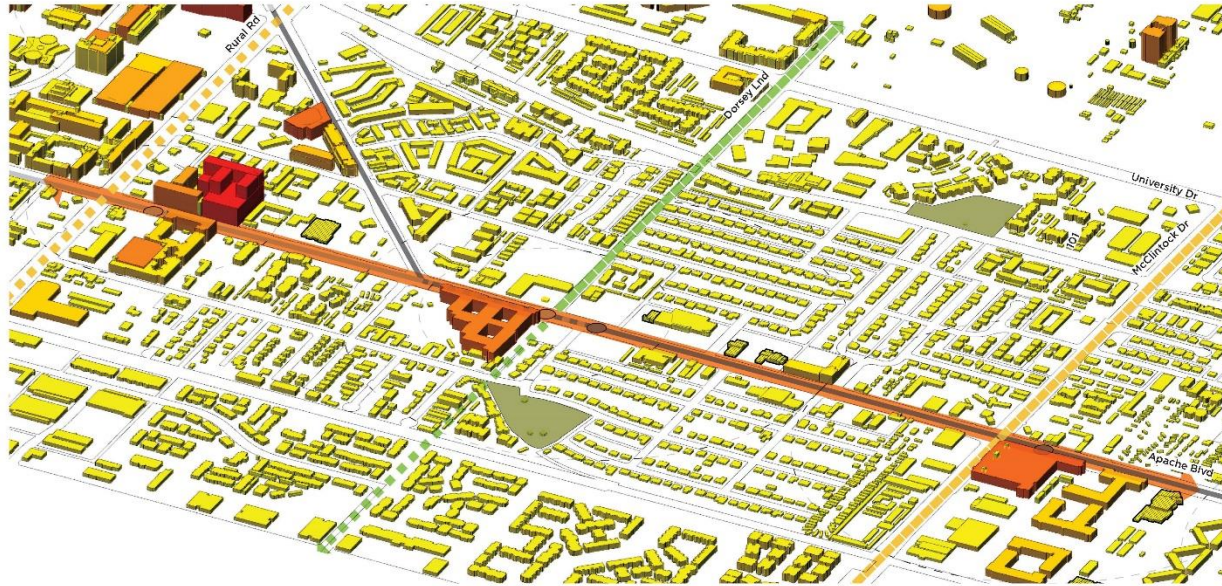


- Potential Areas for Balanced and Holistic Planning
- Active Development: Projects in Construction
- Major Proposed Developments: Larger proposed projects
- Potential more Intensive Use by 2040
- Potential New Activities by 2040
- Street Car (Construction)
- Light Rail Line
- Union Pacific Railroad
- Urban Core Area
- Open Spaces, Parks and Reserves

Existing Massing Analysis. Example: Apache Corridor

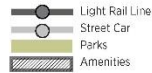


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Apache Corridor (Rural to McClintock)

BUILDINGS HEIGHTS



Connectors



Current Buildings Height






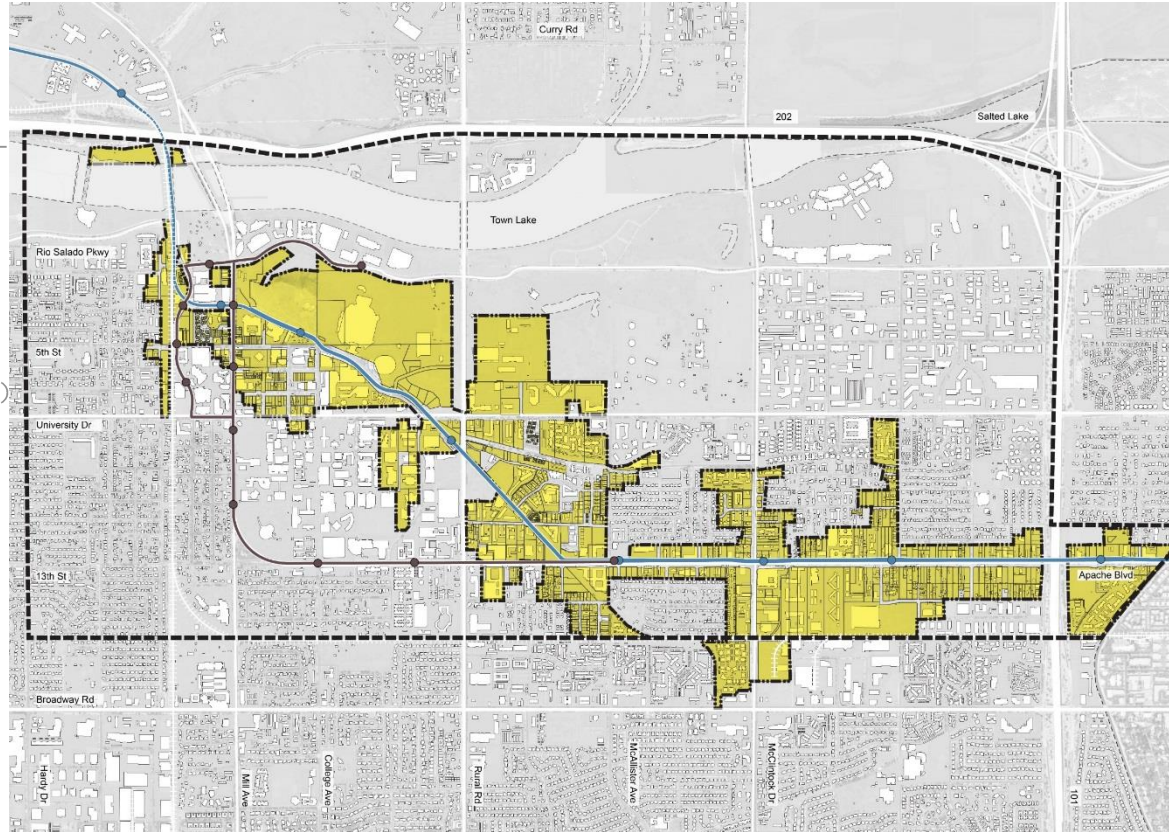
Existing Transportation Overlay District (TOD) Map



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-  Existing TOD Station Area – 1950' Approx.
-  Transportation Overlay District
-  Urban Core Area
-  Street Car (Construction)
-  Light Rail Line
-  Union Pacific Railroad



Key Findings on TOD

TOD Successes

- New growth and investment
- New residential and commercial development
- Light rail proven as an important Tempe and regional connector
- Many street areas have been activated

TOD Challenges

- Transitions to existing neighborhoods
- Proper bulk, scale, and massing of new buildings
- Pedestrian connectivity through developments
- Preserving existing neighborhood character near TOD stations and corridors
- Vacant ground level commercial spaces



Images of buildings in TOD areas in Tempe



Recent Events - Workshops

- Feb 28: Two public workshops. Total 125 attendees.
 - Presentations, board displays, questions and answers
 - Board games on land use for participants
 - Facilitators on site: staff + consultants
 - Dot-voting on preferred locations for development
 - Rio Salado Park Masterplan exhibits, questions and answers
 - Potential opportunity areas discussed for further planning
 - Transportation, bike, transit and other amenities mapped
 - Subsequently 68 survey responses received



Images from the Feb 28, 2018 UCMP workshop

Recent Events – Council Presentation, March 1

- March 1: Consultant’s presentation to the Council
 - Sought Council direction and questions on housing
 - Provided clarification on housing cost-burden data
- Council comments:
 - Are comparative indicators for affordable housing needed?
 - What new uses could be allowed in TOD to help fill the vacant ground floor spaces?
 - What are the next steps on making a decision on Affordable Housing Impact Statement (AHIS)?
 - Recommend using sustainability resources at ASU.



Multi-family development on Apache Blvd . Street level interface



College Ave. active streetscape. Sidewalk & street on same level

Staff-Consultant Workshop, April 6

- Internal workshop with staff. Review and discussions
 - Priority sites and areas to accommodate growth
 - Building height and massing analysis
 - Design solutions for any higher density development adjacent to single family neighborhoods
 - Preserving established neighborhoods
 - North-south connectivity: Apache to Town Lake
 - East-west connectivity: Between Mill to Rural



Juxta position of commercial uses with single family development. W. of Mill Ave S. of University Dr.

Next Steps - Schedule

- Continuing public outreach
 - Staff presentations at regular community meetings
 - Monthly office time (Suite 103, Tempe Parking Garage)
- Consultant's expanded public outreach (May/June – TBD)
- Draft plans for public review in July-August 2018 (TBD)
- Presentations to the Boards and Commissions: Starting September 2018 (TBD)
- Presentation to the Council towards adoption: November-December 2018 (TBD)



Multi-family dev near Priest and 5th St.



New multi-family development near
downtown Tempe

Discussion Questions

- Is the projected scale of growth the right fit for the Urban Core?
- Does the projected balance of jobs and housing reflect stakeholders' aspirations and preferences?
- What other economic activities and jobs types are preferred in the area?
- What types of housing are preferred in the Urban Core?
- Should the range of allowed uses within the TOD area be expanded?
- Should TOD uses and design guidelines be more context specific for each different location?
- Are the locations identified for more holistic planning in this presentation appropriate?
- What other factors should influence the identification of these locations?
- What design related elements need to be addressed in the Urban Core masterplan?