



City of Tempe
P.O. Box 5002
31 East Fifth Street
Tempe, AZ 85280
480-350-8865

Dear Resident,

The definition of a touchstone is a "test of genuineness" or "a stone used to test the purity of gold or silver." General Plan 2030 is Tempe's touchstone for our hopes, dreams and aspirations as we move into the future.

We realize that as times change so will some of the paths traveled. However, the General Plan is the document to structure our future travels so that in our day-to-day decision-making process we do not lose our orientation. This is the fifth General Plan designed since 1967 and, while each plan has changed with the times, one standard has remained immutable—providing Tempeans with a rich and rewarding quality of life.

The time, dedication and debate devoted to the creation of this plan by those who live, earn a living and learn in Tempe is a hallmark of our community and for that we are grateful. Our pledge as City Council is that we will be faithful to the General Plan's intent and work to make the dreams contained in this document a reality.

Neil G. Giuliano
Mayor

Barbara J. Carter
Vice Mayor

P. Ben Arredondo
Councilmember

Dennis J. Cahill
Councilmember

Leonard W. Cople
Councilmember

Pamela L. Goronkin
Councilmember

Mark W. Mitchell
Councilmember

In Service,

Handwritten signature of Neil Giuliano in cursive.

Neil Giuliano
Mayor

Handwritten signature of Barb Carter in cursive.

Barb Carter
Vice Mayor

Handwritten signature of Ben Arredondo in cursive.

Ben Arredondo
Councilmember

Handwritten signature of Len Cople in cursive.

Len Cople
Councilmember

Handwritten signature of Dennis Cahill in cursive.

Dennis Cahill
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Pam Goronkin
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Mark Mitchell
Councilmember

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City of Tempe General Plan 2030

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Introductory Statement

In the words of Lewis Mumford on *The Essence of the City* "...one key to urban development should be plain – it lies in the widening of the circle of those capable of participating in it, till in the end all men will take part in the conversation..." *

On behalf of its residents and through its elected leaders and professional staff, the City of Tempe is committed to building and maintaining an attractive and sustainable community.

General Plan 2030 is the culmination of numerous hours of work by Tempe residents, stakeholders and staff. Its goal is to provide the framework for development in Tempe that not only honors where Tempe has been, but looks to the future to improve the quality of life for all those who live, learn, work and play within the city's boundaries.

As Tempe looks forward to preserving and revitalizing itself, General Plan 2030 affirms the city's long term commitment to a quality environment.

A special thanks to the members of the General Plan 2030 Advisory Team, residents and planning staff who spent valuable time attending public meetings, responding to surveys and providing their expertise to ensure that General Plan 2030 reflects the common character and spirit of Tempe.

Tempe's Vision

Tempe's vision in the year 2030 is livability – a community of vital neighborhoods, visually attractive, transit sensitive, with resident participation in making crucial decisions about the future.

Tempe's Mission

The mission of the City of Tempe is to strengthen Tempe's status as the best place to live, learn, work and play.

Tempe's Values

- § People
- § Integrity
- § Respect
- § Openness
- § Creativity
- § Quality

General Plan 2030 Mission

The mission of General Plan 2030 is to guide Tempe in its efforts to enhance a livable and sustainable urban environment that is sensitive to issues which impact the people who live, learn, work and play in Tempe. The focus is on land use maintenance and management, affirming Tempe's commitment to quality physical development. The primary purpose of the General Plan is to assist the residents, City Council, Boards and Commissions, staff and developers throughout the development process by presenting the city's formally adopted goals, objectives and development policies through which land use proposals will be measured.

*Lewis Mumford (b. Oct. 19, 1895- d. Jan. 26, 1990) was an American writer, urban planner and historian. He analyzed the effects of technology and urbanization on human societies throughout history. He authored many books and articles, was an architectural critic for *The New Yorker* magazine, and is well known for philosophical and critical planning observations. Article source is cited with other reference documents at the end of the General Plan.

Historic Timeline

History reflects the community culture and planning philosophy. This timeline outlines the City of Tempe's historic development. Understanding where the community has been helps us in creating a vision for the future. By evaluating our successes and failures, we can be inspired by what has worked in the past and aspire to improve what has not.

A.D. 300-1400 Hohokam

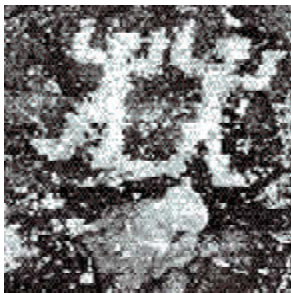
The Hohokam people established an extensive settlement based on canal irrigation and floodwater farming. At the time, they had the largest canal system in North America. The Hohokam established several villages in what is now Tempe. The Hohokam culture declined, presumably due to limited resources and environmental factors.

1500-1700 Arrival of the Europeans to the area that is now southeastern Arizona

- 1539 Fray Marcos de Niza and Estevan, Spanish Missionary and his Moorish guide, explored the area.
- 1540 Francisco Vasquez de Coronado, Spanish Conquistador, claimed the land for Spain.
- 1700 Father Eusebio Kino, Jesuit Missionary, named and mapped the Rio Salado.
- 1821 Spain transferred its interests to the newly formed Republic of Mexico.

1822-1852 Mexican Settlement in area that is now southern Arizona

- 1822-53 The Hispanic community established itself despite changes in government and coexisted with several Native American groups that lived in the area.
- 1846-48 The Mexican American War involved the new Mexican Government and the United States, resulting in the transfer of land north of the Gila River to United States Territory.



1853-1912 Territorial History

- 1853 The Gadsden Purchase acquired almost 30,000 square miles south of the Gila River for the United States.
- 1862 The Homestead Act enabled settlers to live on and acquire up to 160 acres of land.
- 1863 President Lincoln signed the Organic Act, making Arizona a Territory.
- 1865 Fort McDowell was established, leading to Salt River Valley settlement and commerce.
- 1867 Jack Swilling, an entrepreneur, started the Swilling Irrigation Company.
- 1870 Jack Swilling and B.W. Hardy started Hardy Canal Company, which later became Tempe Irrigating Canal Company
- 1870 The first census reported that the Arizona Territory had 9,658 residents. Phoenix townsite was laid out.
- 1871 Maricopa County was created.
- 1872 William Kirkland & James McKinney built the Kirkland-McKinney ditch south of the Salt River.

1871-1879 Hayden's Ferry

- 1871 Charles Trumbell Hayden established a store, flourmill, and a ferry transport service.
- 1872 The area became known as Hayden's Ferry, and a post office was established. San Pablo Community was founded with 80 acres of donated land near the base of Tempe Butte.
- 1877 The Desert Land Act enabled settlers to acquire up to 640 acres (a square mile) if land was irrigated within three years; no requirements to live on the land started Valley land speculation.
- 1878 Mesa was founded to the east of Hayden's Ferry.
- 1879 Darryl Duppa initiated a name change of Hayden Ferry to Tempe inspired by the Greek Vale of Tempe.



1879-1894 Village of Tempe

- 1885 The Territorial Normal School was established by the 13th Territorial Legislature.
- 1887 The new Phoenix and Maricopa Railroad linked Tempe with Phoenix, providing transport of cotton, citrus, dates and flour across the Salt River.
- 1887 The Tempe Land and Improvement Company was incorporated.
- 1888 Scottsdale was founded.
- 1892 The Kibbey Decision granted Tempe landowners guaranteed water supply rights.

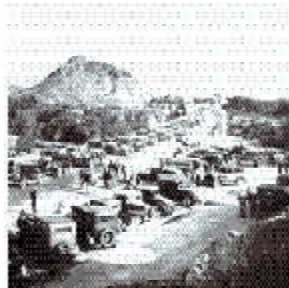
1894-1912 Town of Tempe

- 1894 The "Village" of 1.88 square miles and 900 residents, officially became the "Town of Tempe." Tempe held its first municipal election.
- 1898 Electric lights were installed.
- 1900 The Sunset Telephone Company brought the first phone service to Tempe.
- 1902 Tempe's first domestic water system was established by Ordinance No. 64.
- 1902 A volunteer fire department was organized. Flooding damaged the first railroad bridge supports and it collapsed under the weight of a train.
- 1909 Tempe's first high school was constructed.
- 1910 The Kent Decree established guidelines for surface water rights.
- 1911 The Roosevelt Dam was completed on the Salt River. Construction began on the Tempe State (Ash Avenue) Bridge, crossing the Salt River.



1912-1934 Town of Tempe

- 1912 Arizona became a state. Carl Hayden, son of Charles, was elected to the U. S. House of Representatives, beginning a 57-year career representing Arizona as Congressman and Senator; Tempe built its first city hall and jail. Santa Fe Railway built the third railroad bridge in Tempe, a steel Pratt truss structure, constructed to withstand floods.
- 1913 The first municipal sewer system was constructed.
- 1914 The National Bankhead Highway was designated through Tempe. The Salt River flooded, severely damaging the new Ash Avenue Bridge, weakening the structure.
- 1915 City Council passed Ordinance No. 108, which established a Department of Public Works, responsible for water, sewer, public buildings, parks, grounds and repair of streets.
- 1920 Cotton prices plummeted, devastating cotton farmers in Salt River Valley. Tempe's other industries, such as flour, citrus and cattle were not lucrative enough to compensate for the financial losses in the cotton industry.
- 1923 Tempe Beach Park opened, featuring the State's first Olympic-sized swimming pool.
- 1928 Sky Harbor Airport was built.
- 1930 The Mill Avenue Bridge was built, replacing Ash Avenue as the state route.
- 1932 Benjamin B. Moeur, Tempe resident, physician and businessman, was elected Governor of Arizona.
- 1934 Cobblestone bleachers and walls were added to the ballfield in Tempe Beach Park. Dwight "Red" Harkins opened an outdoor movie theater in the park.



1936-1964 Town of Tempe

- 1935 Tempe appointed the first Planning and Zoning Board. Phoenix buys Sky Harbor Airport.
- 1936 John Murdock, professor at Arizona State Teachers College, was elected to the U.S. House of Representatives.
- 1938 Tempe adopted its first zoning ordinance and appointed a Board of Adjustment.
- 1940 Red Harkins opened his third movie house, the College (Valley Art) Theater, located on Mill Avenue.
- 1944 G.I. Bill and FHA/VA loan program created a post-war housing boom, which brought veterans to Tempe for college and careers.
- 1940s Salt River became dry with the exception of seasonal flows and floods.
- 1950 Howard Pyle, of Tempe, was elected Governor of Arizona.
- 1958 After five name changes, the former Territorial School and Teachers College was named Arizona State University by a public vote. Sun Devil Stadium was built.
- 1950s The Salt River remained dry and became a utility corridor for water, sewer, electric and gas lines, as well as landfills and gravel operations.
- 1960 The state route was widened to accommodate more traffic, cutting off the fronts of the Laird and Dines and Casa Loma historic buildings along Mill Avenue.
- 1962 Passenger use at Phoenix Sky Harbor International Airport tripled in ten years, reaching one million passengers; Terminal Two was built.
- 1964 Tempe became a charter city. Mayor John C. Moeur was last Council-appointed Mayor; Gammage Auditorium, the last public design by Frank Lloyd Wright, opened. Laird and Dines Drug Store closed after 68 years of operation at Mill Avenue and Fifth Street.



1965-1970 City of Tempe

1950-80 Arizona State University grew alongside Tempe; growing demands for student housing in nearby neighborhoods increased pressure for multi-family and rental housing. The city continued to grow southward. Annexation and freeway expansion moved residents and businesses further from downtown, leading to decay of the city center.

1966 The Rio Salado Project was conceived as a student project at Arizona State University College of Architecture. It was designed to provide flood control and transform the blighted Salt River into a meandering linear urban park with recreation and development opportunities.

1966 Rudy Campbell was the first Tempe mayor elected by a public vote.

1967 Papago Water Treatment Plant opened; Tempe began switch from groundwater supplies to renewable Salt River Project surface water supplies as farmland in Tempe was converted to other uses.

1967 Tempe adopted its first General Plan to guide the development of the city through 1985.

1968 I-10 freeway began, cutting off a part of west Tempe, but relieving cut-through traffic.

1969 The first Mill Avenue Festival of the Arts was held.

1970 Valley Forward Association and the Maricopa Association of Governments (MAG) promoted the Rio Salado Project regionally.

1970 The new City Hall was completed, beginning the rebirth of downtown; the Lakes housing development began on Baseline, just outside of Tempe's city limits. The new Tempe Public Library was established at Southern Avenue and Rural Road.



1971-1989 City of Tempe

1971 The first Fiesta Bowl football game was held in Tempe. Tempe's bikeway plan became the model for other cities as a gasoline shortage continued.

1972-75 State Route 360 (now U.S. 60) was completed, bisecting Tempe; Apache Boulevard lost its state highway designation.

1973 Victory Acres Plan was approved for revitalization of the neighborhood. The University/Hayden Butte Redevelopment Plan was approved for revitalization of the downtown. The Salt River flooded.

- 1974 Tempe became “land locked,” influencing planning and development decisions and character The Mill Avenue Shops started construction as some of the first private reinvestment on Mill Avenue.
- 1977 Tempe started designing the portion of Rio Salado Project located within Tempe.
- 1978 City Council approved the second General Plan to guide development through 1998.**
- 1979 The City Council appointed a resident-based Rio Salado Advisory Commission. The Five M building was completed in Downtown Tempe, signifying the beginning of private redevelopment. Terminal Three opened at Phoenix Sky Harbor International Airport as passenger traffic grew to seven million for the year.
- 1980s Arizona State University became one of the largest student populations in the country with more than 41,000 students enrolled.
1980-90 A decade of restoration on many prominent historic buildings helped revitalize the Downtown The buildings included: Vienna Bakery, Andre, Hackett House/Tempe Bakery, Chipman/Petersen, Laird and Dines, Tempe Railroad Depot, Tempe Hardware, Casa Loma and Olde Towne Square.
- 1980 Major floods closed every bridge in the Valley except the Mill Avenue and Central Avenue Bridges; people waited for hours to cross the raging Salt River on the Mill Avenue bridge, the oldest automobile bridge.
- 1980 Tempe became a retail/entertainment destination. Downtown redevelopment continued with the completion of the America West Corporate Center.
- 1982 The South Tempe Water Treatment Plant was opened.
- 1984 Tempe built a new police/courts building.
- 1984 The Islamic Cultural Center became the first Mixed-Use project in Downtown Tempe. The Center combined residential, daycare, grocery, restaurant and a worship center into a half-block development.
- 1985 Mission Palms Hotel was built, bringing more than 300 hotel rooms to the downtown area.
- 1985 The 190-mile long Hayden-Rhodes aqueduct of the Central Arizona Project (CAP) was completed from Lake Havasu to the Salt River east of Tempe. Colorado River water could be delivered to Central Arizona water users.

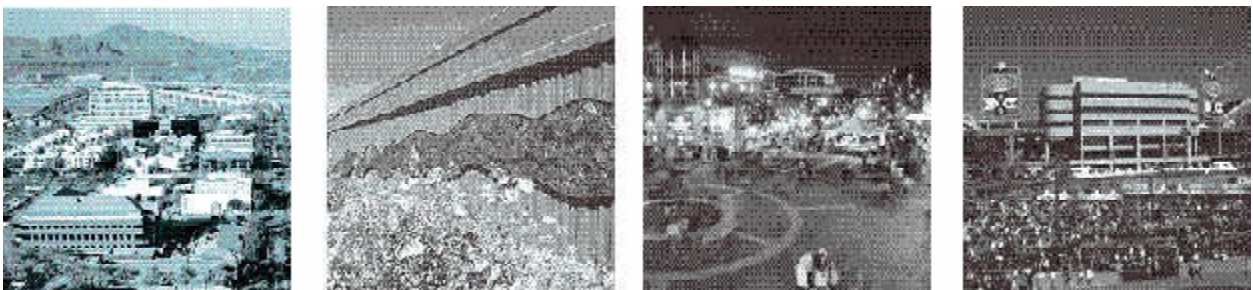


- 1986-89 University Towers and Hayden Square, the first large mixed-use developments, were completed in the downtown; Tempe Towne Centre development was completed and Mill Avenue streetscape enhancement provided bicycle lanes, trees, benches, lights and public art The remainder of the city continued to grow.
- 1987 Four flood events in fifteen years attracted regional interest in Rio Salado. County voters defeated a property tax and bond authority to fund the Rio Salado Project; a majority of Tempe voters supported the referendum and the City Council committed to improving Tempe’s 5.6-mile part of the Salt River. Design studies and economic analyses were conducted to determine how to fund the project.
- 1988 Phoenix Cardinals began playing at Sun Devil Stadium and opened a training facility in south Tempe.
- 1989 Economic Development Strategy reported 21percent of all high-tech firms in Arizona and 50 percent of all East Valley “prime” office space were located in Tempe.
- 1989 City Council approved the third General Plan to guide development through 2000.**



City of Tempe 1990-2003

- 1989-94 The Flood Control District of Maricopa County channelized the Salt River.
- 1990 The Tempe Performing Arts Center was completed; the Arts Ordinance was passed to provide funding for public art.
- 1991 Phoenix Sky Harbor International Airport opened Terminal Four, handling 15.4 million passengers (70 percent of Sky Harbor's total traffic) in its first year. Tempe starts legal proceedings against a third runway.
- 1991 Tempe Kyrene Water Reclamation Plant was completed. Tempe began using reclaimed water for golf course irrigation.
- 1992 In downtown, several buildings were restored, including the Governor B.B. Moeur House. Phase I of Centerpoint was finished. Downtown Tempe, an established destination, emerged with new planning issues as a result of the redevelopment.
- 1993 Downtown Tempe Community, Inc. (DTC), a private, non-profit organization was formed to partner with the city and provide management and promotion services on behalf of downtown stakeholders.
- 1994 Arizona Department of Transportation built Loop 202, cutting off a portion of north Tempe. Freeway construction included reclaiming land for flood control, which provided the foundation for construction in Rio Salado. Tempe worked with ADOT to enhance the freeway and provide art opportunities and access to parks on both sides.
- 1995 Tempe entered an intergovernmental agreement not to sue Phoenix Sky Harbor International Airport over construction of a third runway, in exchange for protection of neighborhoods adversely impacted by air traffic.
- 1994 The new Mill Avenue Bridge was completed to relieve traffic congestion.
- 1996 Super Bowl XXX was played in Sun Devil Stadium.
- 1996 Tempe residents voted to approve a sales tax dedicated to funding transit.
- 1997 City Council adopted a Redevelopment Plan for the Apache Boulevard area.
- 1997 City Council adopted the fourth General Plan, guiding development through 2020.**
- 1999 America West built a new corporate headquarters in downtown Tempe. Construction of a two-mile long lake with air-inflated rubber dams attracted international attention. Tempe Town Lake was completed as the focal point of Rio Salado.



- 2000 A renovated Tempe Beach Park was rededicated. Valley Art Theatre, the oldest theater in Tempe, was renovated. Loop 101 completes the connection to Loop 202, cutting-off east Tempe. The addition of a third runway at Phoenix Sky Harbor International Airport heightened concerns about noise and air pollution. Tempe recognized continued growth of surrounding communities and the potential long-term impacts on quality of life.
- 2001 The Elias-Rodriguez House was restored, receiving awards for historic preservation. Bringing enhancements and services to neighborhoods, a grocery opened on Apache Boulevard, Fifth Street was redesigned, Jaycee Park was renovated and the Westside Community Center opened.
- 2001 City Council amended General Plan 2020 for Growing Smarter State Legislative compliance.**
- 2002 The Brickyard development and the park at Sixth Street opened near City Hall. The new development used cuttings from a historic tree for the landscape treatment, and referenced historic architectural elements in the new structures. Phase I of Hayden Ferry Lakeside was completed and became the first private development around the Tempe Town Lake. The city acquired the historic Eisendrath property in Papago Park. Tempe voters passed the state's strictest smoking ban.
- 2003 Council adopted the Comprehensive Transportation Plan; Tempe drafted a new Zoning Ordinance; Tempe purchased the Hayden Flour Mill; **Council adopted General Plan 2030.**



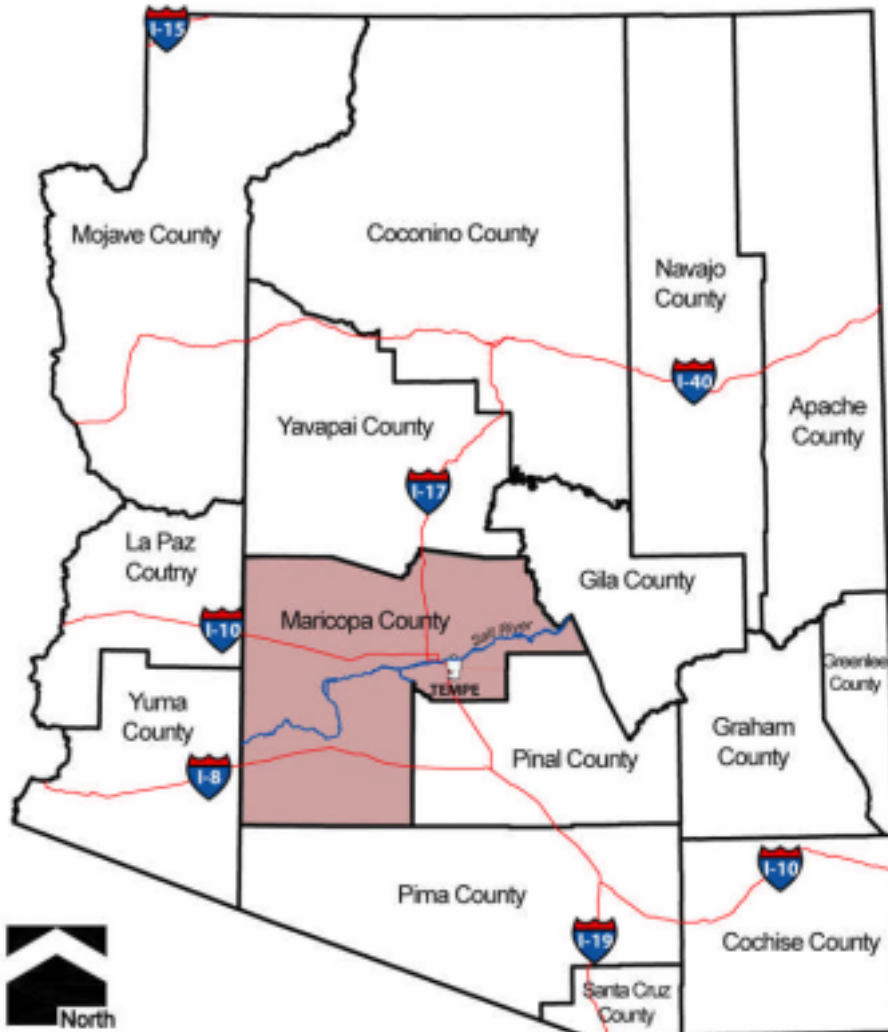
- 2004 Voters Ratified General Plan 2030 with 74% support for the plan. The Arizona Planning Association awarded Tempe the Best General Plan in the State. City Council adopted the Zoning and Development Code.
- 2005 Centerpoint Residential, a 22-story mixed-use development in Downtown broke ground. Arizona State University rezoned the campus perimeter to mixed-use educational in partnership with the City. Council adopted the Transportation Overlay District (TOD). Tempe Marketplace begins remediation of Brownfield sites.
- 2006 Phase II of Hayden Ferry Lakeside will be completed. Development progresses on the north side of the lake. Tempe purchases three acres of land for a park in Victory Acres Neighborhood. Light rail construction through Tempe continues and new developments utilize the TOD.

Regional Context

Area Geography

The City of Tempe is located in Maricopa County, Arizona (see map below), along the Salt River, a surface water drainage area in the middle of the state. The river straddles two dominant geographical divisions of the state: the Colorado Plateau Province to the north and the Basin and Range Province to the south. The Salt River, at about 1,100 feet above sea level as it flows through Tempe, is in the lower Sonoran Desert Basin and Range region. Volcanic activity farther east in the Superstition Range contributed to the topography of the Valley. Geologic uplift and movement of pediments such as South Mountain, created prominent features in Tempe: Tempe (Hayden) Butte, Papago Butte and Double (Bell) Butte. The Salt River, or Rio Salado, eroded upstream areas and deposited alluvial material, leaving a flat fertile area with a relatively high water table. The wide, shallow and seasonally unpredictable Salt River has been mined and channelized and is now controlled by a series of dams upstream. Water releases from these dams flow in a southwesterly direction to converge with the Gila River at a point just south and west of Phoenix. The Gila then flows toward the Colorado River, meeting it at the Arizona / California border before continuing on to the Gulf of California. Maricopa County represents 9,222 sq. miles within this “Valley of the Sun.” The climate in Tempe ranges from the mid 30 degrees Fahrenheit for a low in the winter to 114 as a high in the summer: prevailing winds come from the east in the morning and west in the late afternoon.

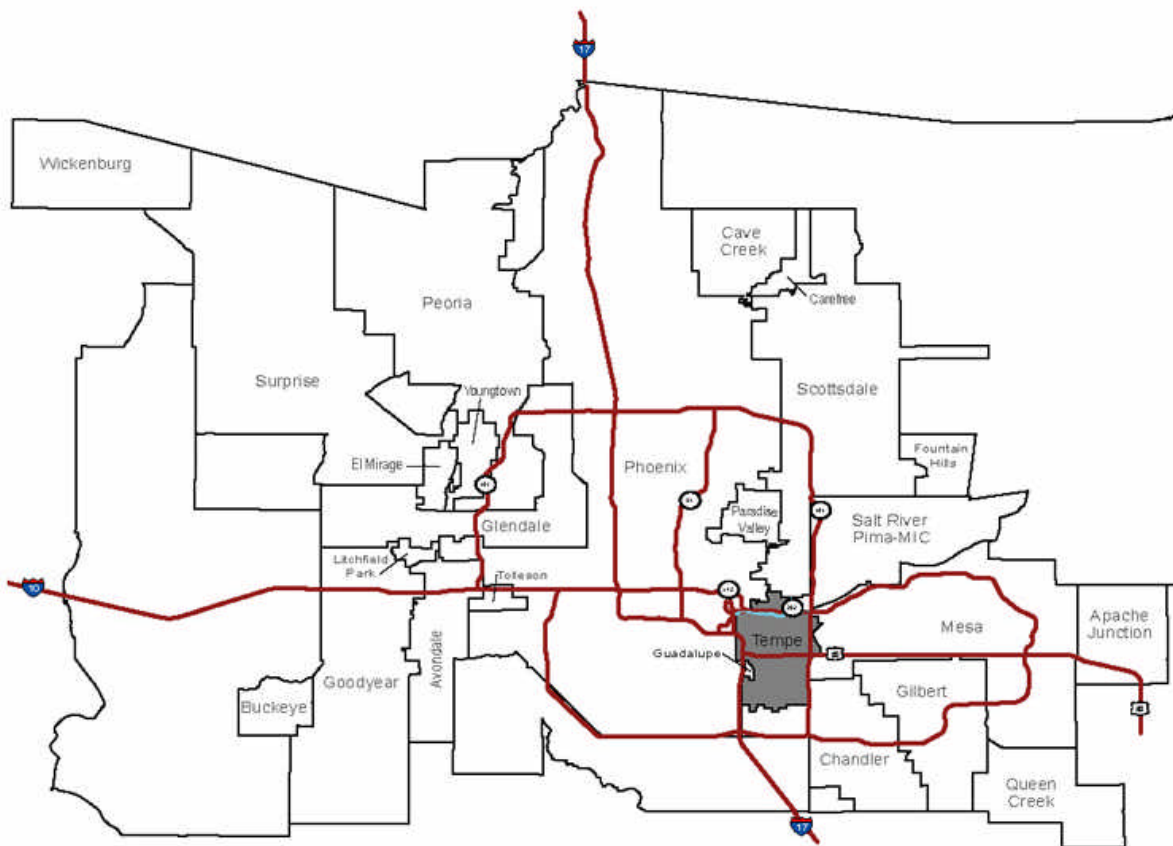
Arizona



Boundary Description

The City of Tempe consists of 40 square miles in the heart of the Phoenix Metropolitan Area (see map below). It straddles the Salt River and is generally bounded on the east and west by freeways, with two additional freeways, one bisecting the city and one running across its northern section. Tempe is an integral part of the Phoenix metropolitan area and is landlocked on all sides by adjacent communities: Scottsdale to the north, Salt River Pima-Maricopa Indian Community and Mesa to the east, Chandler to the south and Guadalupe and Phoenix to the west.

Maricopa County



Local Conditions

Tempe is one of the oldest founded communities in the Valley and historically has been one of the most densely populated. Its position in the region is both advantageous and challenging. Land-locked Tempe falls in the middle of a large transportation commute zone, significantly impacting land use planning, environmental issues and public health and safety. These impacts will be addressed in detail within the respective elements of the Plan. Tempe's planning area is five miles wide by eight miles long, or about forty square miles. Within this area are approximately 24.2 linear miles of freeway, 23 linear miles of canal, 30 linear miles of 230 kV and 500 kV power lines, 14 linear miles of active railroad lines and two miles of inactive lines, and five linear miles of departure/landing air flight corridor. In spite of these tremendous right-of-way impacts, Tempe has some of the most desirable residential and commercial areas in the Valley. Neighborhoods within Tempe may need support to maintain the quality of life residents have enjoyed.

- § Any resident in Tempe can reach City Hall within 30 minutes
- § Freeways I-10 and Loop 101 are at the west and east boundaries of the city
- § Highway 60 bisects Tempe and Loop 202 cuts through the northern tip of the city
- § Downtown Tempe is 20 minutes from the State Capitol
- § Adjacent city centers are just 15 minutes from Tempe
- § To the north is the Los Arcos Redevelopment area. Further north is downtown Scottsdale, a regional shopping and tourism area with commuting service employees
- § To the northeast, the Salt River Pima-Maricopa Indian Community provides significant agricultural open space with views to the Superstition Mountains. This area has tremendous development potential along the freeway corridor
- § Due east, Mesa has a large residential base that commutes west to Tempe and Phoenix
- § To the south, Chandler is developing significant regional commercial attractions along with low density housing for employees commuting north to Tempe and Phoenix
- § To the west, Guadalupe is a unique demographic population that historically and culturally enhances the region
- § Also to the west, Phoenix provides a large employment draw from surrounding communities to the downtown business and government district
- § Downtown Tempe is five minutes from Phoenix Sky Harbor International Airport
- § The airport is an economic development, tourism and marketing asset to Tempe. However, it significantly contributes to air quality degradation and noise pollution in the northern half of the city. These issues are addressed in the *Land Use, Growth, Environment* and *Transportation* elements of this document
- § Tempe, along with Phoenix and Scottsdale, is part of a tri-city historical, cultural, educational and recreational attraction
- § The Papago Park area in North Tempe adjoins Phoenix's Papago Park. This area contains many regional attractions promoted by the Papago Salado Association on behalf of Phoenix, Scottsdale and Tempe. These attractions are identified in the *Recreation Element*
- § Tempe surrounds Arizona State University, a campus of approximately 50,000 students from 120 countries

In the heart of the downtown, Arizona State University (ASU) is the largest university in Arizona and one of the largest in the Country. As of 2001, 17,573 students reported Tempe as their place of residence: comprising 9.5 percent of Tempe's total population. The University significantly contributes to the cultural and educational context of Tempe. Many historic buildings are located in and around the campus. ASU also significantly impacts traffic, housing, land use planning and infrastructure needs. These contributions and impacts are discussed in detail in the *Growth Element*.

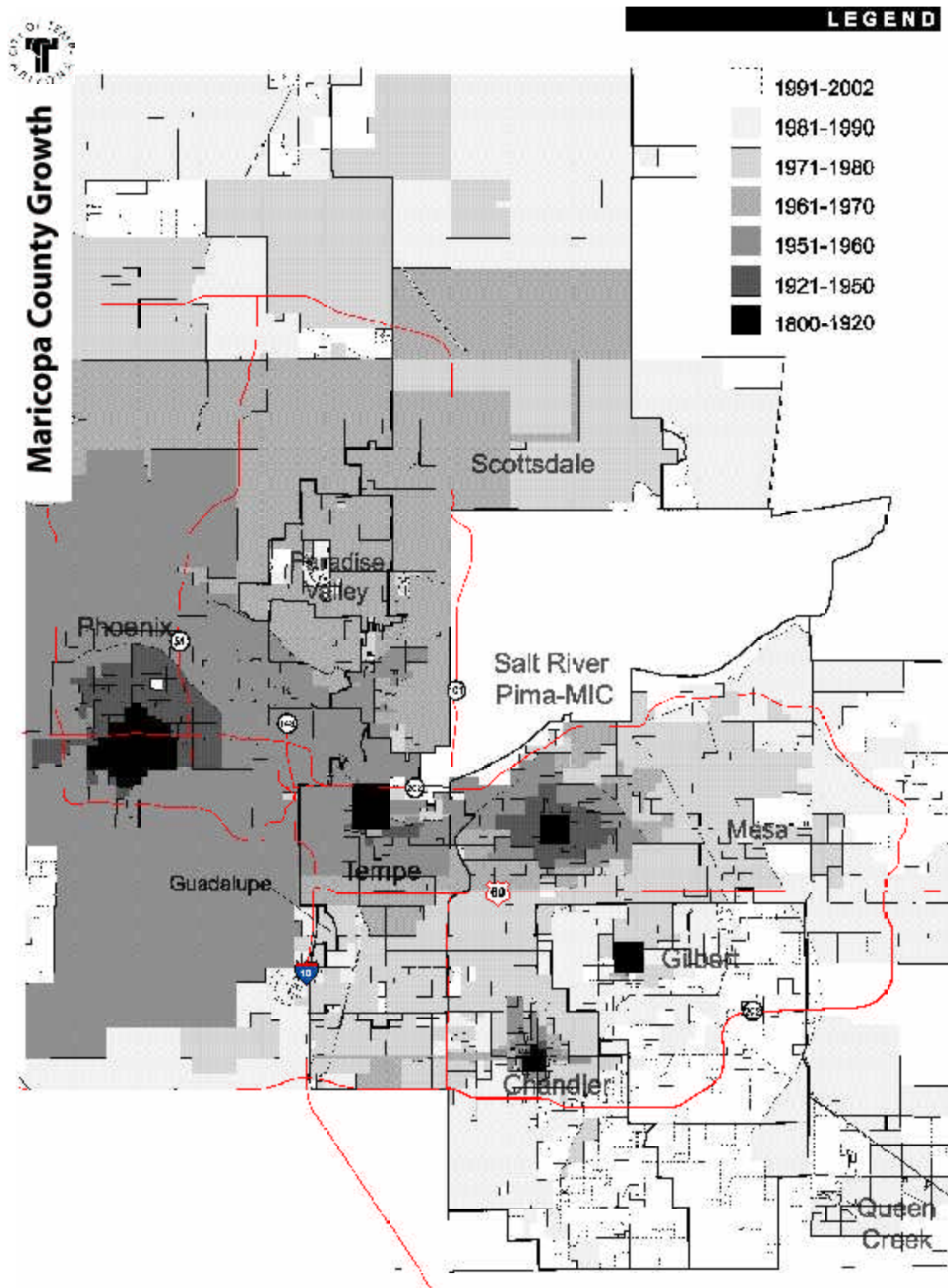
Regional Conditions

Maricopa County consists of 9,222 square miles- twice the size of Los Angeles County. Post-war migration to the Valley resulted in large tracts of homes developed between 1946 and 1960. The popularity of the automobile and rapid Valley-wide growth linked individual communities by expanding transportation systems. With an abundance of land available for growth, the prevailing planning philosophies were based on separating land uses and designing for the automobile as the principal form of transportation. In the 1950s, the Interstate-10 was being completed in central Phoenix. Through the 1960s, the highway system expanded outward in all directions. In the 1970s, I-10 and the U.S. Route 60 (Superstition Freeway) were completed and in the 1990s, the Red Mountain and Pima freeways (Loops 202 and 101) were completed. By the 1990s Tempe was bound on the north, east and west, and bisected by freeways and highways, providing easy access to employment, education and entertainment. From 1959 to 1999, demands for air travel from Phoenix Sky Harbor International Airport also increased from 783,115 to 33,554,407 passengers annually. By 2000, the regional land rush led to transportation bottlenecks, federal air quality violations and a variety of environmental and quality of life issues. With the exception of a few remaining county islands, the central portion of the county had now been incorporated into various cities. On the next two pages, this growth is documented on the *Maricopa County Growth* map and *Valley Chronology (Table 1)*, illustrating the historic relationship of Tempe to other valley cities.

Table 1 shows the historic relationship of annexation and population between different communities in the Valley. The communities are listed on the left, with their date of incorporation listed underneath. Tempe was one of four municipalities incorporated in the 19th century, and one of only five prior to statehood. Six more incorporated during the growth era of the 1920s, and four incorporated in the post World War II boom era. By the 1960s, many communities recognized the need for regional cooperation and planning: they were not able to provide the larger costlier necessities such as solid waste disposal, waste water treatment, mass transit and airports. Further, air quality, noise pollution, light pollution, tax migration and other growth impacts did not recognize traditional municipal boundaries. Individual municipalities came together into a larger community to address regional issues such as infrastructure impacts and continued regional development. Tempe became a charter member of the Maricopa Association of Governments (MAG), which was formed in 1967 for long-range planning and policy development on a regional scale. Three more communities have incorporated most recently, during a 25-year period of unfettered growth. Of the 35 largest metropolitan areas in the United States, the Phoenix Metropolitan Area ranked first nationally in the rate of population growth between 1980 and 1990, at a rate of 41 percent. Tempe's initial involvement with MAG addressed Valley-wide infrastructure issues. Through the years Tempe broadened its participation in regional growth and development issues and supported MAG's commitment to a Regional Plan to direct future Valley growth and development.

The significance of *Table 1* is that it illustrates both Tempe's land-locked status and its population growth. Tempe's long history includes being a major employment, entertainment/recreation and education hub for the region. Tempe's economic viability helped support the expansion of regional infrastructure, serving unincorporated or lesser populated communities. Tempe's financial and political support of regional growth had many benefits for the continued growth and success of the community; it also came with local quality of life sacrifices. By 1980, Tempe approached its maximum annexed size, growing just two square miles in each of the next two decades. Tempe's population growth was steady throughout the height of annexation, creating one of the most densely populated areas in the Valley. Since 1990, the rate of population growth has flattened, with anticipated minimal growth to a projected 196,697 by 2030. The projected annexations reflect the Municipal Planning Areas for each respective community. The projected populations reflect MAG projections. Meanwhile, surrounding communities will far exceed Tempe in land size and population, requiring more resources and infrastructure Valley-wide. External pressures to expand infrastructure, such as airports, freeways, sewer and water lines and power lines in Tempe, to serve outlying communities, might have continued detrimental impacts on one of the oldest founded communities in the Valley. As other communities,

such as Chandler, Fountain Hills, Guadalupe, Mesa, Scottsdale and Tolleson reach their municipal planning area boundaries, they too will face similar stresses as they shift from growth communities to infill and redevelopment communities, like Tempe.



source: Maricopa County, 2002

TABLE 1 - Valley Chronology

**Square Miles of Land: 1900-2000 with Projections for 2030
Population Growth: 1900-2000 with Projections for 2030**

	1900	1950	1960	1970	1980	1990	2000	2010	Projected 2020	2030
City	<i>Square Miles of Land (top line)</i>									
Incorporation	<i>Population of Community (bottom line)</i>									
Apache Junction							.06 (+33.5)*			47.9
1980				3863	9935	18092				31814
Avondale			1.22	2.47	4.65	37.74	42.44			94.5
1946				6626	8168	17595	35883			
Buckeye			0.91	1.11	3.47	80.1	147.8			938.2
1929				2599	3434	4436	6537			
Chandler			2.15	6.55	28.48	57.52	60.57			71.4
1920				13763	29673	89862	176581			
Fountain Hills							19			20.3
1989						10030	20235			
Gilbert			1.03	1.03	7.58	28.43	35.3			72.8
1920				1971	5717	29149	109697			
Glendale			3.8	16.82	40.76	49.2	54.77			92
1910				36228	97172	147070	218812			
Goodyear			0.39	0.91	10.72	112.31	116.34			150.7
1946				2140	2747	6258	18911			
Guadalupe					0.72	0.79	0.82			0.82
1975					4506	5458	5228			
Mesa			14.03	24.15	67.21	120.15	128.43			170.5
1897				63049	152404	289199	396375			
Paradise Valley				13.29	14.88	15.44	15.4			15.9
1961				6637	11085	11903	13664			
Peoria			1.02	2.79	24.82	61.2	162.44			197.1 (+25.8)*
1954				4792	12171	61080	108364			
Phoenix			187.4	247.9	330.59	422.94	483.37			651.3
1885				584303	789704	988015	1321045			
Salt River Pima Maricopa Community							81.8			81.8
1879										
Scottsdale			3.8	67.3	88.6	183.43	183.96			183.96
1951				67823	88622	130099	202705			
Surprise			1	1	1.67	62.62	71.7			273.1
1960				2427	3723	7122	30848			
Tempe	1.88	2.66	17.5	25.3	38	40.56	42	45	45	45
1894				63550	106919	141993	158625	176,355	189,183	196,697
Tolleson			0.43	0.55	3.51	5.51	4.91			6
1929				3881	4433	4436	4974			

*Numbers in (parenthesis) reflect land located in a county other than Maricopa.
US Census Bureau and Maricopa County data used for population and land areas.

Adjacent City and County Land Uses

The following analysis includes areas a few miles outside Tempe's planning area. Considering current and projected land uses this analysis identifies assets and challenges to Tempe's planning efforts.

Chandler borders Tempe to the south. This western peninsula of Chandler is approximately 4.5 miles wide by 2.5 miles long, making it ideal for access by south Tempe residents. In fact, as part of the Kyrene school district, this area has many opportunities for interaction between Tempe and Chandler residents. Currently, the area between the I-10 and 101 freeways on both sides of Ray Road has developed into a heavy commercial and employment area. A large regional shopping area adjacent to Phoenix's own regional shopping area in Ahwatukee at I-10 and Ray Road is west of the freeway. Along Ray Road are four commercial nodes within a half-mile of the Tempe border, whose market areas include the residents and employees in south Tempe. At the 101 freeway and Chandler Boulevard is the Chandler Regional Mall. Three small parks and a school are located near the Tempe border; the larger Pine Shadows and Desert Breeze parks are within a mile of Tempe; and Desert Oasis and West Chandler Aquatic Centers are both within two miles of Tempe. All of these recreational facilities could serve south Tempe residents. Sunset Library is also near the Tempe border. The predominant residential housing type in this portion of Chandler is low-density single-family (2.5-3.5 dwelling units per acre); with some multi-family housing at the Tempe border on the west end. Employment centers between I-10 and Kyrene, west of Rural, west of McClintock and east of the Price Freeway may provide additional employment opportunities for south Tempe residents. However, these areas may become large traffic draws from Phoenix and Scottsdale through Tempe. In the future, the Santan Freeway will cut across the bottom portion of this leg of Chandler, providing additional freeway access and potential traffic relief to south Tempe. Employment centers in Chandler could provide ancillary business development in Tempe, with complimentary industries or services. Chandler Regional Hospital, approximately four miles from the Tempe border, serves south Tempe.

Guadalupe borders Tempe to the west. It is one square mile comprised primarily of Yaqui and Hispanic residents and offers cultural opportunities to Tempe residents. It is primarily a residential community with retail and service businesses catering both to locals and visitors. The community has two commercial districts. Along Baseline Road and I-10 are several restaurants and hotels adjacent to Arizona Mills Mall in Tempe. Guadalupe's main street, Avenida Del Yaqui, a continuation of Priest Drive, is a commercial area that caters primarily to local and pedestrian traffic. El Tianguis, a shopping square with restaurants and shops offers products from south of the border. Tempe provides water service to Guadalupe, and has an intergovernmental agreement for revenue and employment training with Arizona Mills Mall. Guadalupe has increased its community services and facilities over the past five years, and has room for further expansion of its commercial corridor.

Mesa borders Tempe to the east. Mesa's Northwest Water Reclamation Plant (NWWRP) is located immediately south of the Salt River on Tempe's eastern border. This wastewater treatment facility currently treats up to 8 million gallons of Mesa sewage daily and intermittently discharges reclaimed water to the Salt River where it flows downstream toward Town Lake. Mesa plans to increase the volume of wastewater discharged from the NWWRP in the near future, which may impact Town Lake water quality and surrounding development. Currently, the area from the Price Freeway to Country Club Drive includes a variety of land uses. At the north end is Riverview Park. The opportunity exists to connect Tempe's Rio Salado trail system to this recreational amenity, linking the two communities. This is a great asset to Tempe, as it also could serve residents in the northeast Tempe area. It appears that Mesa's projected land use map identifies the golf component of this park converting to some other public/semi-public use. To the south of this park are medium to high-density residential properties adjacent to Tempe, and small residential lots from a half to three miles into Mesa. This residential base provides affordable housing opportunities for employees working in east Tempe, and expands the resident base that would most frequently use Rio Salado and downtown Tempe. The projected land use shows intensification of residential uses in this area. From Main Street

(Apache Boulevard) to Broadway Road is a large strip commercial/industrial and business area with many automotive dealers. This area may serve as employment for east Tempe residents, and, conversely, Tempe residents may be potential customers for Mesa businesses in this area. From a land use perspective, the current uses on Main Street may conflict with or compliment current redevelopment goals along Apache. In an effort to create a more pedestrian environment supported by mass transit service, new automotive uses have been restricted on Apache Boulevard in Tempe. Development in Mesa that promotes automotive uses may conflict with the transit corridor plans along Apache Boulevard in Tempe. However, the projected land uses include a conversion to mixed-use, with 30percent residential and 70percent commercial/business/office. This implies a more supportive land use to the Apache Boulevard objectives. The highest densities of residential use predominantly along Tempe's border may be a challenge to public safety, but it is conducive to mass transit. The Broadway Road corridor is considered a general industrial area and is also served by the railroad. East Valley Institute of Technology is an educational asset serving Tempe. Mesa Community College is another educational asset to Tempe, as a compliment to ASU's undergraduate programs. However, traffic generated between the two campuses may warrant a joint transit solution to relieve traffic on Southern Avenue. Just east of the college is Fiesta Mall, a regional mall that serves east Tempe. North of the freeway is Banner Desert Medical Center, also serving east Tempe. Maintaining access and good traffic flow to the hospital is important. South of Baseline Road is predominantly low-density residential property. Dobson Ranch Golf Course and Carriage Lane Park might possibly serve east Tempe residents. This four square-mile southwest residential area of Mesa provides a large employee population that most likely commutes to or through Tempe.

Phoenix borders Tempe to the west. Tempe's portion of Papago Park, in the northwestern corner of Tempe, shares borders with Phoenix's portion of Papago Park, creating a large regional Sonoran desert area for open space and recreation. Land uses along Washington Street are largely office and industrial. High-density residences were built between Van Buren and Washington streets, east of 48th Street. This area is planned for further high-density residences, and just west of this area is planned as the Camelback East Urban Village, with an urban core located at 44th Street. Plans in this core area include an international commerce center, served by nearby Phoenix Sky Harbor International Airport; mixed-uses along Van Buren and Washington streets; and a student housing area served by light rail, connecting the Downtown Phoenix ASU campus to the University's main campus in Tempe. These two planned uses may provide economic development opportunities in Tempe, as well as provide relief for the student housing demand. Light rail may significantly change the character of the Washington Street corridor, as it approaches Tempe. Further south is the Salt River, which will provide path connections to Tempe Town Lake and Phoenix's Rio Salado project. Habitat restoration in this area will be minimal due to its proximity to the airport. South of the river and west of I-10 is planned as a continuation of existing industrial and commerce/business park, with retail south of the Broadway curve at 48th Street. Between Alameda Drive and Baseline Road are traditional-lot residential land uses with relatively low densities. Some agricultural land remains between Southern Avenue and Baseline Road, and 24th to 40th streets; Phoenix's General Plan indicates this land use to remain in this area. South of Baseline Road at the Tempe border is a resort and the large South Mountain Park. The park provides a large regional natural desert mountain preserve. Land uses south of Guadalupe include higher density residential, commerce/business parks, commercial and traditional single-family lots. Golf courses in this area also may serve Tempe residents. Ray Road serves as a major entrance to Ahwatukee, a large residential area generating significant traffic on I-10. Ray Road is an urban core of the Ahwatukee Foothills Urban Village, and continues the regional retail development available east of I-10 in Chandler. This corridor has had significant tax impacts on Tempe. South of Ray Road is a mix of commerce/business park and commercial uses.

Scottsdale borders Tempe to the north. The western end along Thomas and McDowell roads is adjacent to the Papago Park area, and has similar residential character to north Tempe. This area is planned to remain suburban residential, and will continue to share educational, recreational and cultural facilities with north Tempe. There is a great opportunity for joint community planning and interaction in the southwestern corner

of Scottsdale. Further east along McDowell Road are strip automobile sales centers. This area is planned for mixed-use neighborhood development. The Los Arcos Redevelopment area at McDowell Road could provide north Tempe with additional jobs and services. However, it could also provide significant competition for North Tempe businesses. Downtown Scottsdale is three miles from the Tempe border, attracting tourists and residents to a large retail mall and main street full of boutiques, restaurants and bars. Scottsdale Road, which becomes Rural Road south of University Drive in Tempe, also has a large automotive sales corridor, just south of downtown Scottsdale. This primary commercial corridor is being considered for a north/south light rail line; however, current uses may not promote alternative transportation. Indian Bend Wash runs through south Scottsdale, linking to Tempe Town Lake. This is an important open space and recreational area that connects the two communities with extensive multi-modal paths, lakes, ball fields and other amenities. A new community center and senior center, adjacent to senior living facilities is planned near Granite Reef and McDowell roads. This is near a major employment center and areas planned for urban residential living. The area along the Pima Freeway does not have significant development at this time, and may include commercial and suburban residential development in the future.

The Salt River Pima-Maricopa Indian Community borders Tempe to the northeast, joining Mesa at the Salt River. Currently, this area remains the last and largest open agricultural area in the immediate vicinity. This land use provides interpretive opportunities to urban residents and visitors unfamiliar with the significance of agriculture in the Valley's development. This large open area provides views to mountains further east, yet, it also contributes to airborne dust and pollen. Sand and gravel mining, solid waste disposal, agriculture, gaming and retail have been the largest land uses in this area. The Community is partnering with Mesa to use effluent water from a wastewater treatment plant for water recharge. The Community is working with Mesa to examine opportunities for habitat development of the Salt River east of Tempe, continuing the Rio Salado habitat restoration concept. Scottsdale Community College and a casino are located further north along the 101, on tribal land. Currently, a drive-in theater and gas station are the closest developments to Tempe. The Community has long-range plans for retail and office development along the 101 Freeway. The area closest to Tempe has direct freeway access, and may serve for additional tourism for the Town Lake.

Within the 40.11 square miles of Tempe's planning boundary, are approximately .25 square miles of remaining county islands. These six areas include properties that are privately owned, and are within the jurisdiction of Maricopa County rather than the City of Tempe. One is located north of the 202 Freeway, south of Curry, and between Rural and Miller roads. Another is between the Union Pacific Railroad tracks and Western Canal, south of Baseline Road. Another is located on the western border of Tempe, south of Autoplex Loop. Another is located in the southwestern corner of the city, east of Priest Drive, south of Warner Road. Two in south Tempe include strips of land along the Kyrene Canal banks. A variety of land uses occur within these areas, which are not regulated by Tempe. If an area wants to receive city emergency services, water services, and the other public health and safety benefits of being incorporated into the city, 51 percent of the property owners must agree to be annexed into the city and the City must agree to the annexation.

As the Valley grows into a mature regional community, the issues of traffic, housing, tax generation and compatible land uses will become more critical to the sustainable success of each individual community. It is with this recognition that Tempe strives to be a leader in regional planning and a proponent of the Ahwahnee Principles of Sustainable Communities. (*See Appendix for text of these principles.*)

Demographics and Statistics

The following general population demographic information is summarized from the *2000 Census* unless otherwise noted. Comprehensive demographic information is available in the *Annual Tempe Statistical Report*. Additional statistics are provided within the Elements of this plan, as they pertain specifically to each area. The importance of the following demographics for long-range land use planning is to look at this snapshot in time, and project possible shifts in the population that could impact physical development, housing, recreation, education or public facility or service needs. Tempe's ideal geographic location and excellent transit and community services may attract different populations than are currently being served.

FIGURE 1 - City of Tempe Population Projections

YEAR	CITY OF TEMPE	CHANGE BY DECADE	CHANGE BY PERCENTAGE
1960	24,897	N/A	N/A
1970	64,985	40,088	161.02%
1980	106,919	41,934	64.53%
1990	142,440	35,521	33.22%
2000	158,625	16,185	11.36%
2010	176,355	17,730	* 11.18%
2020	189,183	12,828	* 7.27%
2030	196,697	7,514	* 3.97%

Source: City of Tempe Development Services Department and Maricopa Association of Governments', Socioeconomic Projections.
*Projected Percentage Changes

Tempe's 2000 Population and Dwelling Unit Demographics

Figure 1 shows the actual population of Tempe and the change by decade from 1960 to 2000. Population projections shown for 2010 through 2030 indicate Tempe's annual growth will be less than one percent. The population of Tempe tends to fluctuate in conjunction with the Arizona State University school year. Normally, during the summer, multi-family housing catering to students in Tempe has higher vacancy rates. Because more than 50 percent of the housing inventory in Tempe is multi-family* (apartments, townhouses and mobile homes**), fluctuations in the vacancy rates during the summer and winter school breaks or during the school year reflect losses or gains of 4,000 to 5,000 people. As of 2001, 17,573 students reported Tempe as their place of residence.

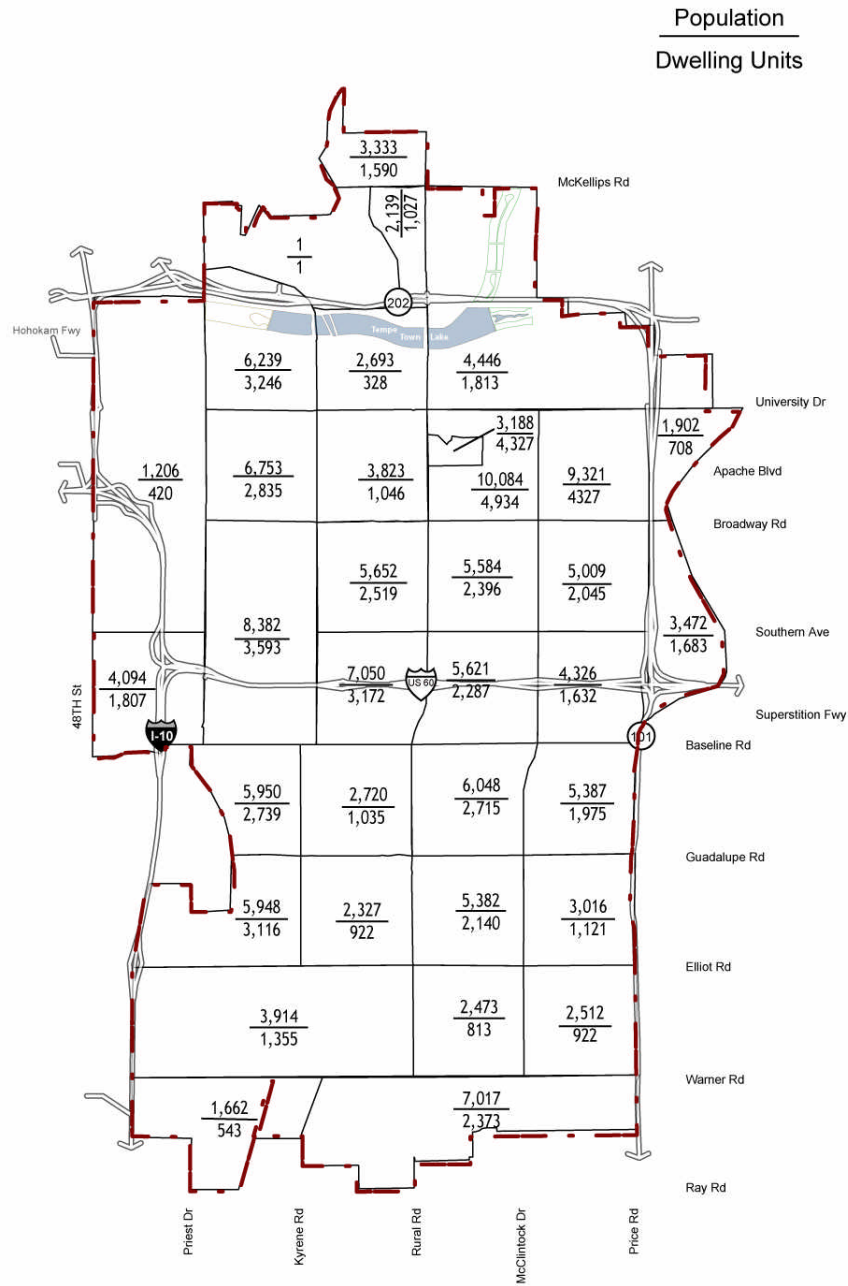
FIGURE 2 - Arizona State University Statistics

ASU Main Campus Enrollment	
1981	41,542
1982	42,968
1983	43,426
1984	43,546
1985	42,952
1985	39,094
1990	40,454
1995	42,040
2000	44,126
2001	45,693
2002	47,359
2005	50,000 [projected]

ASU is the largest university in Arizona; with 47,359 students enrolled in 2002. Figure 2 shows ASU's main campus enrollment over the past 20 years, and a projection for 2005. There is no cap on main campus enrollment, nor are there projections past 2005 at this time. With a 163,296 resident population and 67,375 total dwelling units, approximately 2.42 people reside within each dwelling unit in Tempe. Single-family households tend to be larger, with approximately 2.87 people per dwelling unit.

- * Multi-family does not indicate owner or renter occupancy.
- ** Condominiums are a for-sale product, and therefore do not represent a housing type, but rather an occupancy type.

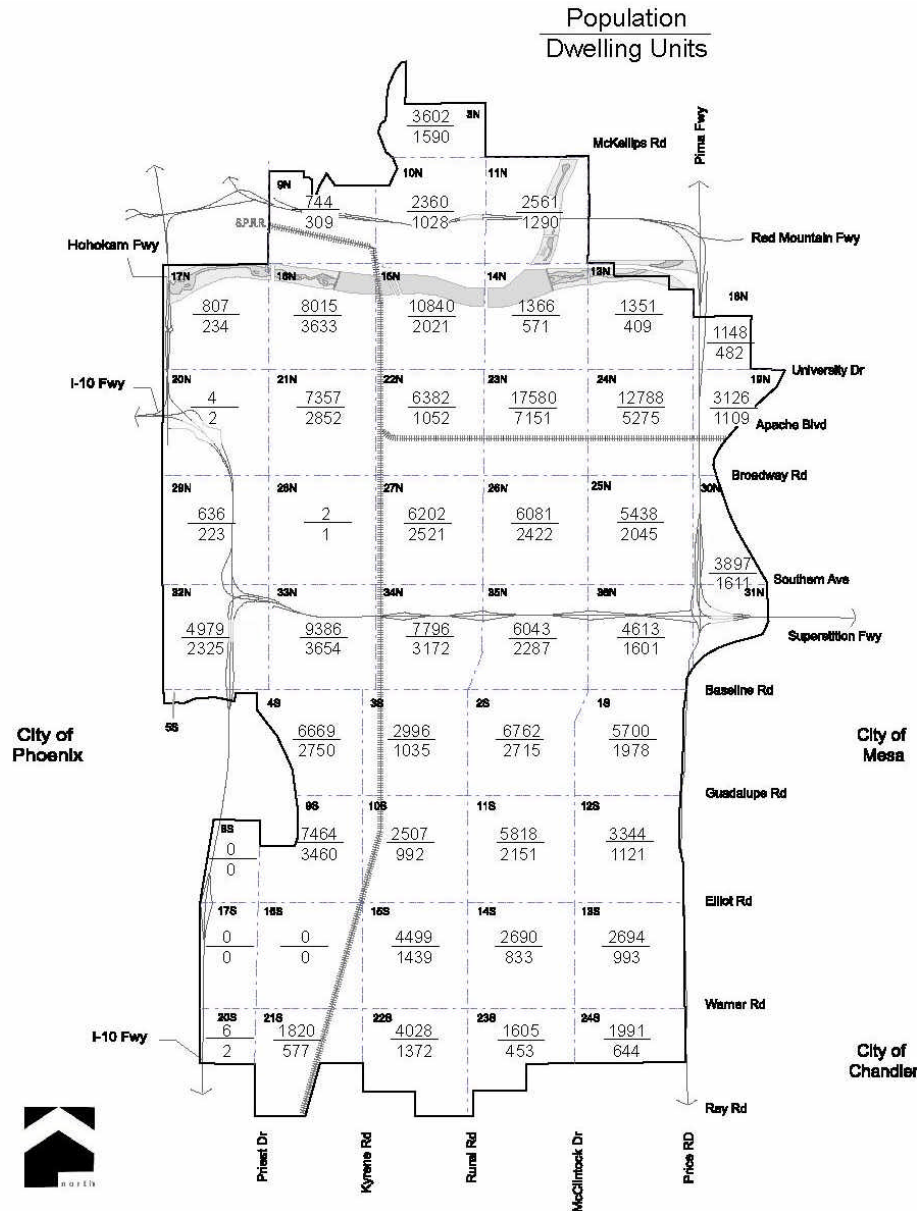
FIGURE 3 - Tempe 2000 Population and Dwelling Unit Distribution



Source: 2000 Census

Figure 3 identifies the number of people residing in each census tract and the number of dwelling units available per census tract (shown as population/dwelling units) in 2000. Figure 4 projects the number of people residing in each section and the number of dwelling units projected per section (shown as population/dwelling units) in 2030.

FIGURE 4 - Tempe 2030 Projected Population and Dwelling Unit Distribution



Source: Maricopa Association of Governments, Socioeconomic Projections

Tempe’s 2030 Projected Population and Dwelling Unit Demographics

Tempe’s ability to grow is limited by the land available for expansion. Population growth is expected to continue at an increasingly slow pace relative to surrounding communities:

- In 2010 Tempe is projected to have a population of 174,769
- In 2020 Tempe is projected to have a population of 183,466
- In 2030 Tempe is projected to have a population of 196,697

Using the 2000 household size of 2.42 persons per dwelling unit, it is projected that Tempe would need 78,512 dwelling units, or 11,137 more dwelling units than were available in 2000. It is anticipated that this housing need will be met through infill and redevelopment, and be primarily multi-family housing.

Age

According to the U.S. Administration on Aging and analysis based on the Bureau of the Census population projections released in 1996, the nation can anticipate a moderate 17 percent increase in the elderly population through 2010. A rapid 75 percent increase in the elderly population is expected between 2010 and 2030, and then a return to a moderate 14 percent increase after 2030.

Tempe's 2000 Age Demographics

Figure 5 shows 2000 Census data indicating that Tempe has a relatively young population, with more than 68 percent of its population younger than 39. ASU registration data from 2001 indicated that 17,573 of the students listed Tempe as place of residence. If this group were tracked by the census, university students would have accounted for 9.5 percent of Tempe's total population. With enrollment growth at the University, it is expected that this number will continue to rise. Tempe has a stable residential population despite a relatively young median age and the presence of the state's largest university. According to the 2002 General Plan 2030 Citizen Survey, 12 percent of the respondents were ASU students. However the total respondent group represents an established community:

- 45 percent of the respondents have lived in Tempe more than 15 years
- 12 percent have lived in Tempe between 11 and 15 years
- 21 percent have lived in Tempe between 5 and 11 years
- 22 percent have lived in Tempe less than 5 years

These statistics indicate a stable population, which may age in place. Roughly 14 percent of Tempe's population is 55 years or older, which is significantly higher than the 6.5 percent nationwide. The significance of age demographic analysis for land use planning is to identify current gaps in facilities and services, and project where future facilities and services may be needed. Maintaining quality of life and cost of living will be critical to keeping residents in the future.

FIGURE 5 - Percentage of Population by Age Group

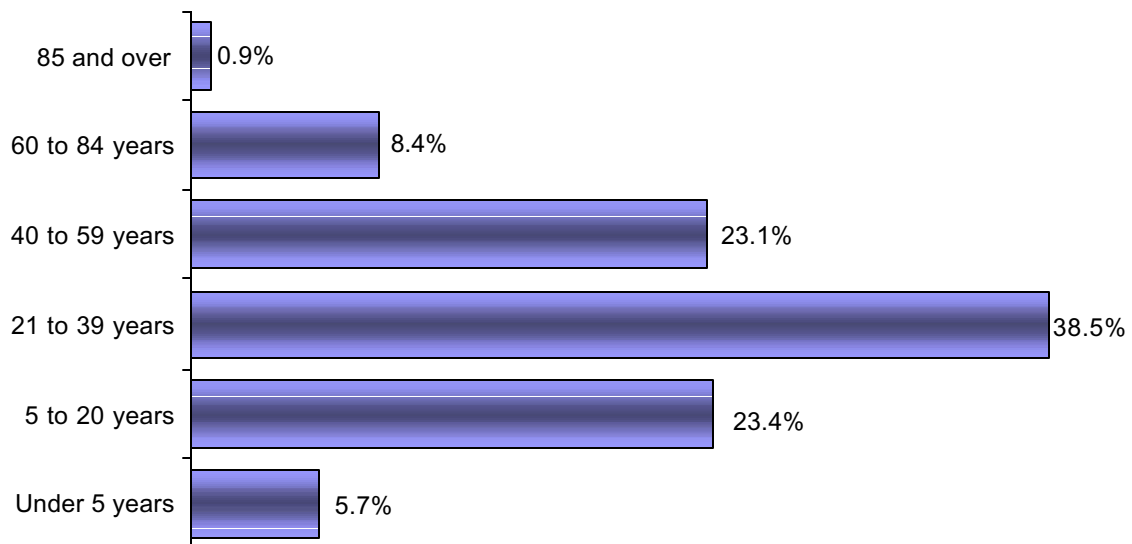
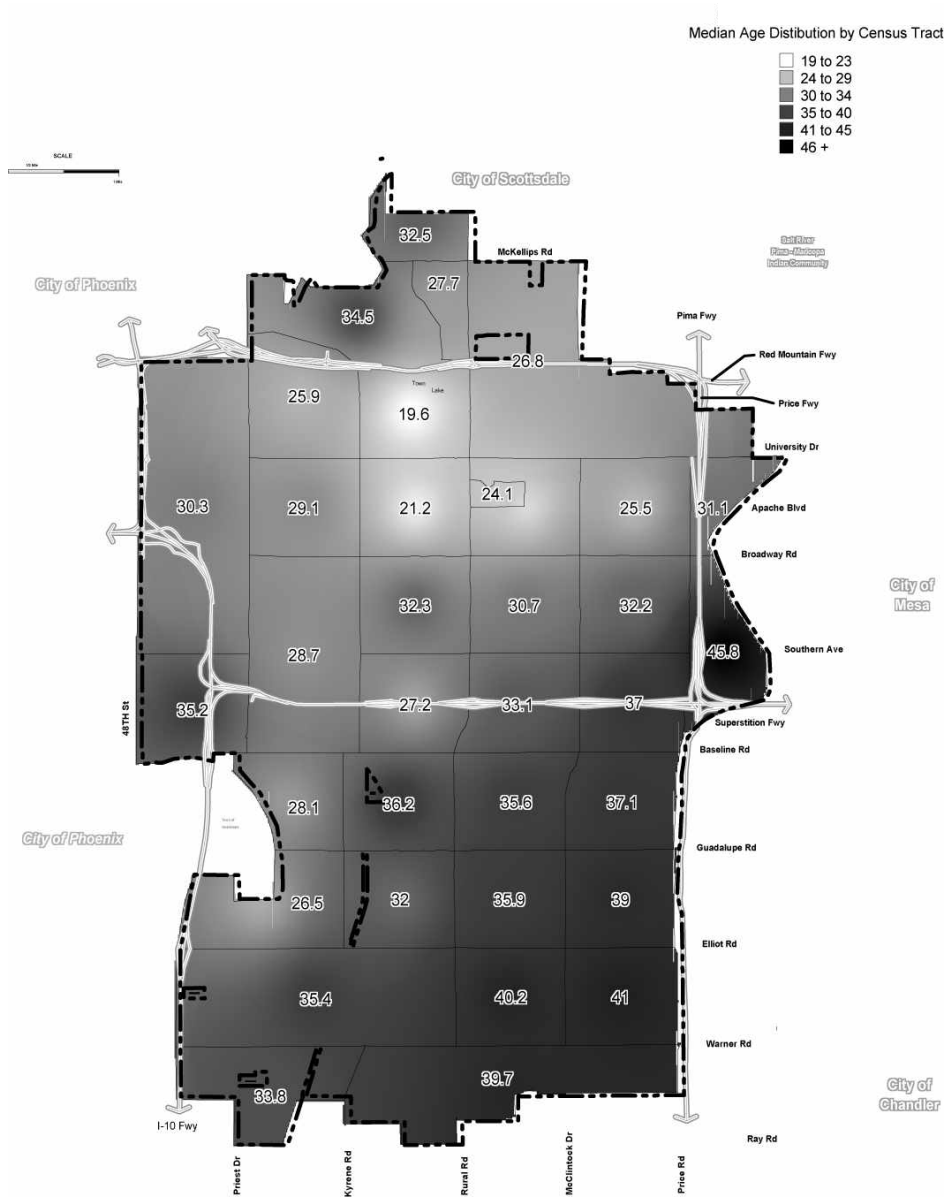


Figure 6 on the next page reflects 2000 Census data, producing an average age per census tract. Averaging the ages does not reflect community demographic subgroups: university and retirement facilities are clearly illustrated in the two extreme age ranges. In 2000, the median age in Tempe was 28.8; with the youngest median age (19.6 years) population residing in the Downtown Tempe and ASU areas, and the oldest median age (45.8 years) population residing between Broadway and Southern, east of McClintock Road.

FIGURE 6 - Tempe 2000 Median Age Distribution



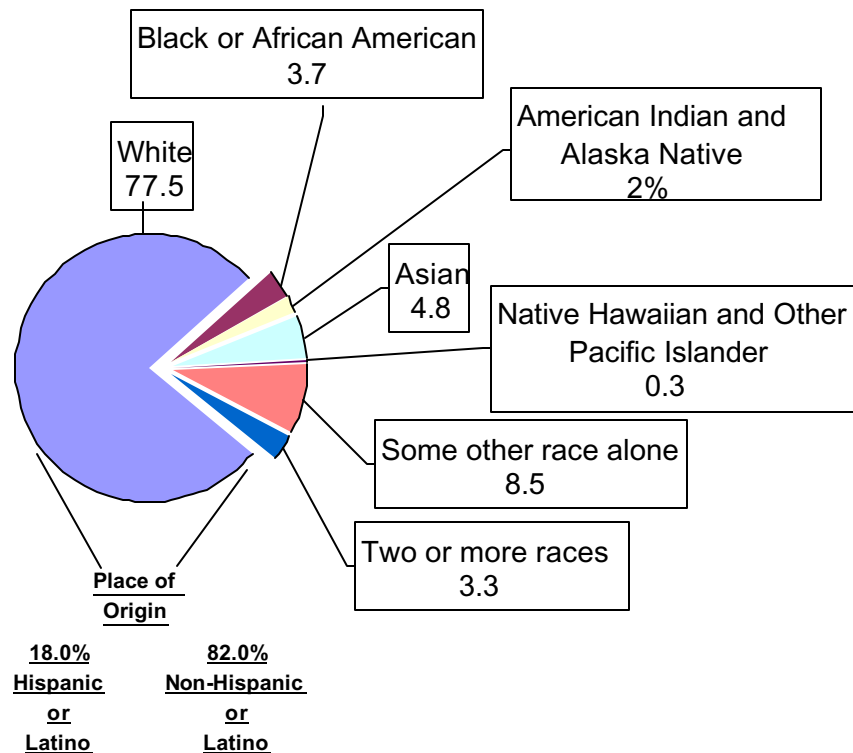
Tempe’s 2030 Projected Age Demographics

Because the growth of the elderly population in the early period is not much different from that of the population under age 65, the proportion of elderly in the population will not change significantly between now and 2010, remaining at approximately 14 percent in Tempe. However, from 2010 to 2030, the growth rate of the elderly may exceed that of the population under age 65, so that the proportion of the elderly in Tempe increases sharply. In addition to having twice the 55+ population of the national average, the “baby boom” population is the fastest growing group in Arizona. By 2010, nearly 26 percent of Tempe’s population will be 55 years or older. It is projected that the area north of Baseline Road will continue to house young adult and elderly populations because of the proximity to the University, the light rail and bus services, the recreational and cultural amenities and medical services predominantly located in north Tempe. South Tempe may continue to serve families with children because of the predominance of single-family homes. Planning for land use, transportation and housing will need to consider this growing population, and potential shifts in needs for public facilities and services.

Tempe's 2000 Race and Hispanic Origin Demographics

Tempe has relatively the same proportions of ethnic diversity as Maricopa County, indicating a relatively homogeneous population. In the past five years however, residents of Hispanic origin have increased by 4 percent, while residents identified as white decreased by 12.1 percent. Figure 7 below shows the percent representation; note that the category "Hispanic or Latino Origin" does not denote race, the U.S. Census includes the Hispanic and Latino population as part of the "white" and "other" categories.

FIGURE 7 - Percent Representation of Tempe by Race and Hispanic Origin



Note: Hispanic or Latino refers to place of origin, not race.
100% of the population is included in the Hispanic Category

Racial diversity is defined as having a high percentage of different races. Races, defined by the Census Bureau are White, Black/African American, Asian, American Indian/Alaskan, Native Hawaiian/Pacific Islander, and some other race.

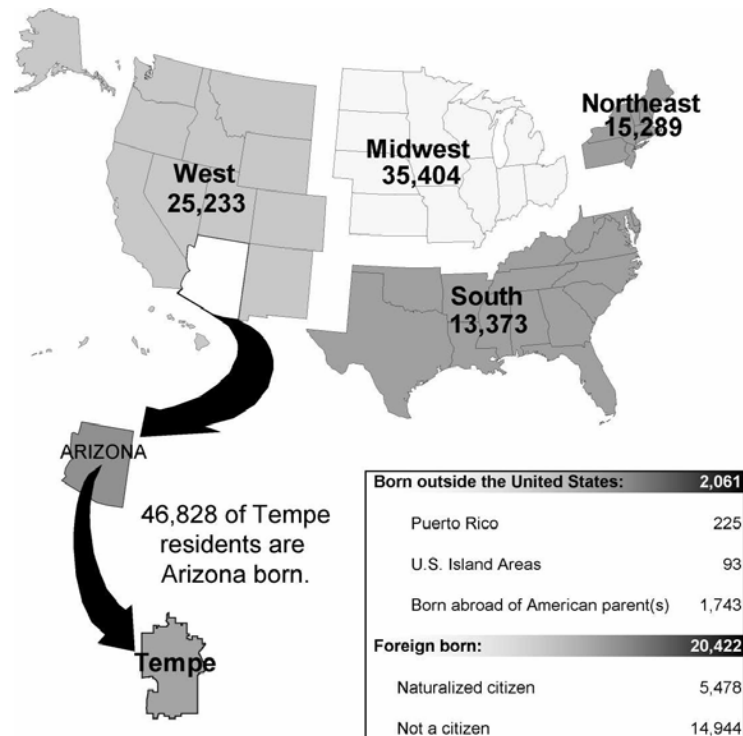
Tempe's 2030 Projected Race and Hispanic Origin Demographics

It is projected that the area north of Baseline Road will continue to attract more racially and ethnically diverse populations because of the proximity to the University, a greater range of housing and transportation options, recreational and cultural amenities and established specialty businesses predominantly located in north Tempe. Tempe's overall diversity may eventually exceed the Maricopa County averages.

Persons by Place of Birth

According to the 2000 Census survey, 29.5 percent of Tempe residents were born in Arizona, an increase of 17.9 percent from the 1990 census. Of the residents born in other U.S. States (56.3 percent), 22.3 percent were from the Midwest region and 15.9 percent were from the West region. Tempe’s foreign-born residents make up 12.9 percent of the population; which is higher than the national foreign-born rate (11.1 percent). Understanding the origin of residents, either by place of birth or place of last residence, helps identify the diversity of the community, and possible cultural differences. For instance, if the largest population of residents originate from places with lush landscape treatments or specific perceptions of open space, the expectations for public parks may be different than those coming from an arid climate. Use of transit, understanding of tax structure, and perceptions of density may vary between residents from different places. Non-Arizona natives may also have different resource consumption demands or expectations.

FIGURE 8 - Persons by Place of Birth

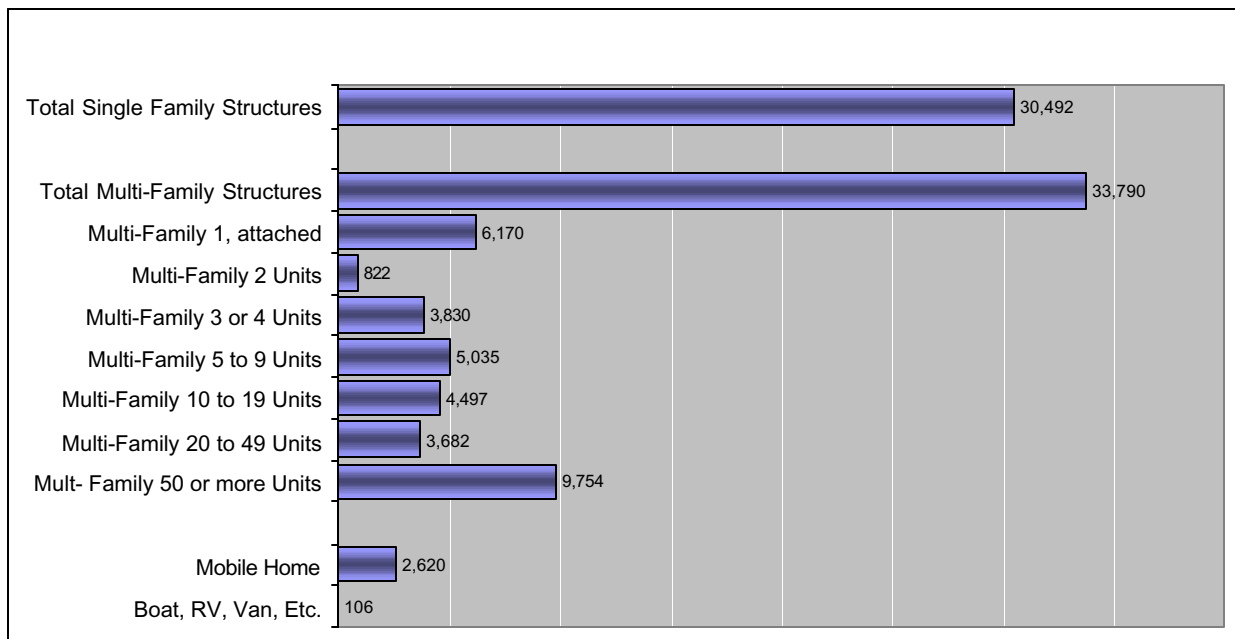


No projections are available for how places of origin may change Tempe’s future demographics; however, the presence of the University will continue to attract visitors and potential residents from all over the United States and abroad. Weather, employment and resources will continue to factor into the migration to Tempe from other parts of the country and the world.

Tempe's 2000 Housing Characteristics

The 2000 Census is a snapshot of Tempe's population. On April 1, 1999, the census identified 3,462 vacant housing units in Tempe, a 17 percent increase from the 1995 special census. Many economic factors contributed to this vacancy increase, but the main factor could be that there was an increase in apartment units built from 1995 to 2000. The demand for apartments continued to increase in north Tempe (north of Baseline Road). *Figure 9* shows the quantity of housing types available in Tempe in 2000. About 47 percent of Tempe's available housing is single family, and 53 percent is multi-family. Housing types are determined by the type of structure, and do not indicate occupancy type.

FIGURE 9 - Housing Units by Type



The number of permits issued for housing in Tempe has steadily decreased as land availability and values have increased. The cost efficiency for building housing typically relies on large tracts of undeveloped land or an increase in density to compensate for land values. New single-family housing is being done through infill, and, therefore more customized than master-planned developments. *Figure 10* shows the steady decrease in permits issued for new construction of housing.

FIGURE 10 - Permits Issued for Construction of Residential Units in Tempe

YEAR	MULTI-FAMILY	SINGLE FAMILY
1995	684	477
1996	1,082	280
1997	1,466	228
1998	89	305
1999	415	296
2000	9	77
2001	267	26

Source: City of Tempe Development Services Department

The results of this decrease in available new housing have been a dramatic increase in new construction and resale housing prices. *Figure 11* highlights the past decade of real estate prices.

FIGURE 11 - Median Sales Prices

YEAR	RESALE	% CHANGE IN RESALE PRICES	NEW CONSTRUCTION	% CHANGE IN NEW CONSTRUCTION PRICES
1990	\$92,000	N/A	\$135,500.00	N/A
1996	\$106,900	16.20%	\$147,140.00	8.59%
2001	\$150,500	40.79%	\$269,085.00	82.88%
Source: Arizona State University Real Estate Center				

Maintaining single family housing throughout the city will become increasingly important as demands for housing put pressures on older neighborhoods. By 2030, 31 percent of the current dwelling units could potentially qualify for historic designation, based on age.

FIGURE 12 - Housing Units 50 Years or Older in Tempe

2000	4,896
2010	15,982
2020	36,296
2030	46,452
2040	55,544
2050	63,626

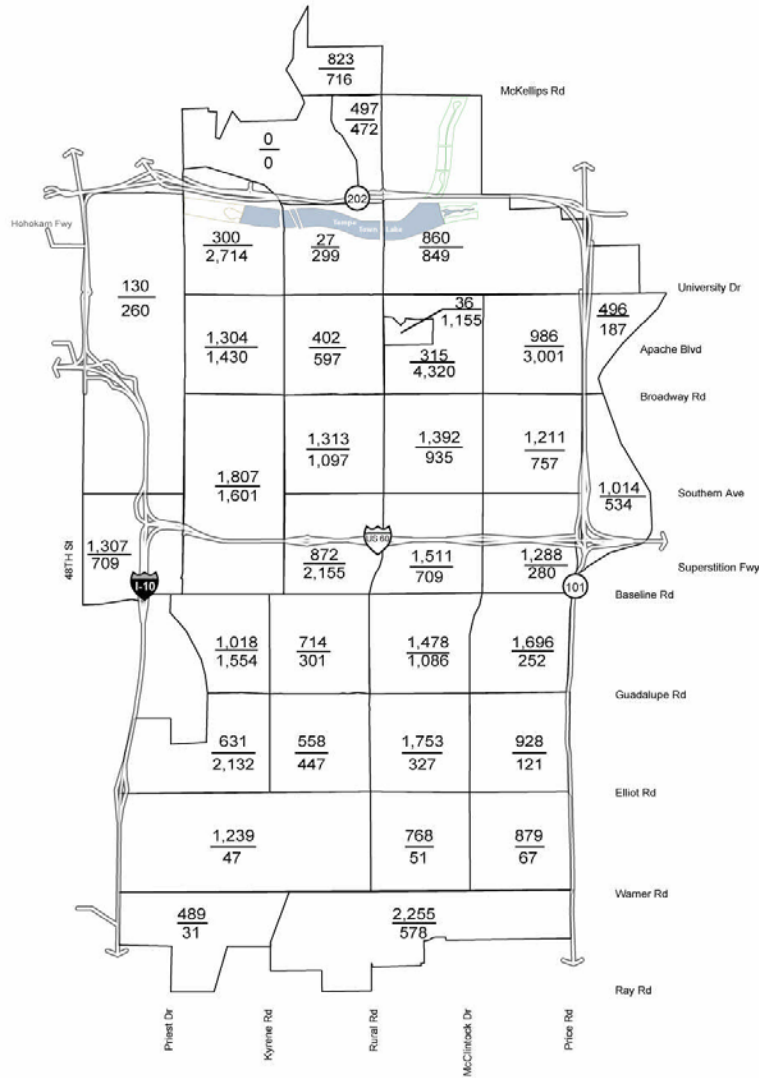
Tempe’s 2000 Rental and Owner Occupied Dwelling Unit Distribution

The ratio of owner-occupied to renter-occupied housing units changed very little from 1990 to 2000. The *2000 Census* shows 51 percent owner-occupied and 49 percent renter-occupied housing units. Renter-occupied homes could be any type of housing unit: single-family detached or attached, duplexes, quads, five or more unit apartment complexes or mobile homes/trailers. The analysis recognizes the fact that single family homes are being rented. However, Tempe has no statistics on the number of single-family homes rented, because it currently does not have a rental license policy for single-family homes. As of 2002 however, the affordability and lack of restriction for renting a single-family home makes this housing type attractive.

Figure 13 on the next page illustrates the ratio of owner-occupied to renter-occupied housing units within each census tract. In 2000, Tempe’s dwelling units were 51 percent owner-occupied and 49 percent renter-occupied. This ratio has remained fairly consistent since 1990. In 1980 there was a 10 percent increase in the renter-occupied dwelling units. In 1970, Tempe had approximately 63 percent owner-occupied and 37 percent renter-occupied dwelling units.

FIGURE 13

owner-occupied
renter-occupied



Source: 2000 Census

Tempe’s 2030 Projected Housing Statistics

New housing product most likely will continue to be multi-family, between 10 to 30 dwelling units per acre, attached housing. The resident occupancy is not projected, as it is significantly dependent on economy, market demand, product availability and affordability and housing quality. Without full accounting of single-family rental properties, it will become harder and harder to determine the ratio. Maintaining an equal ratio of owner-occupied to renter-occupied dwelling units may become critical to sustaining a sense of community in the future.

Tempe's 2000 Income Demographics

The income reported in *Figure 14* is derived from answers to the *2000 Census* questionnaire on income received in calendar year 1999. Household income includes money made by the head of household and all other people 15 years and older in the household, whether related to the head of household or not. The median income in Tempe is \$42,361. This information is critical when considering the *Human Services* and *Housing* elements, and Tempe's cost of living and affordability for the majority of residents.

FIGURE 14 - Household Income

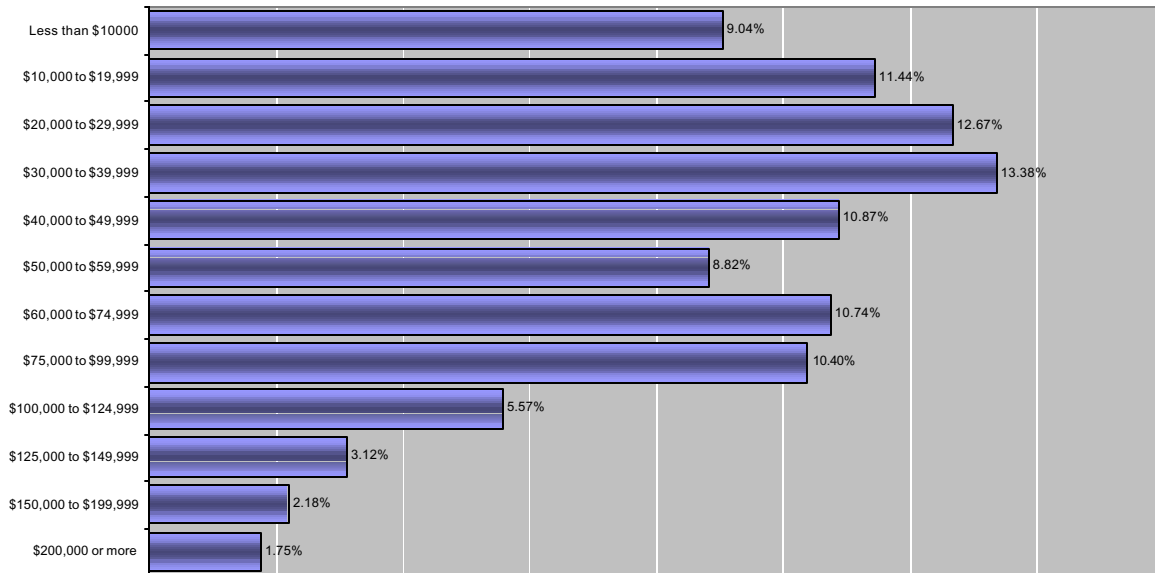
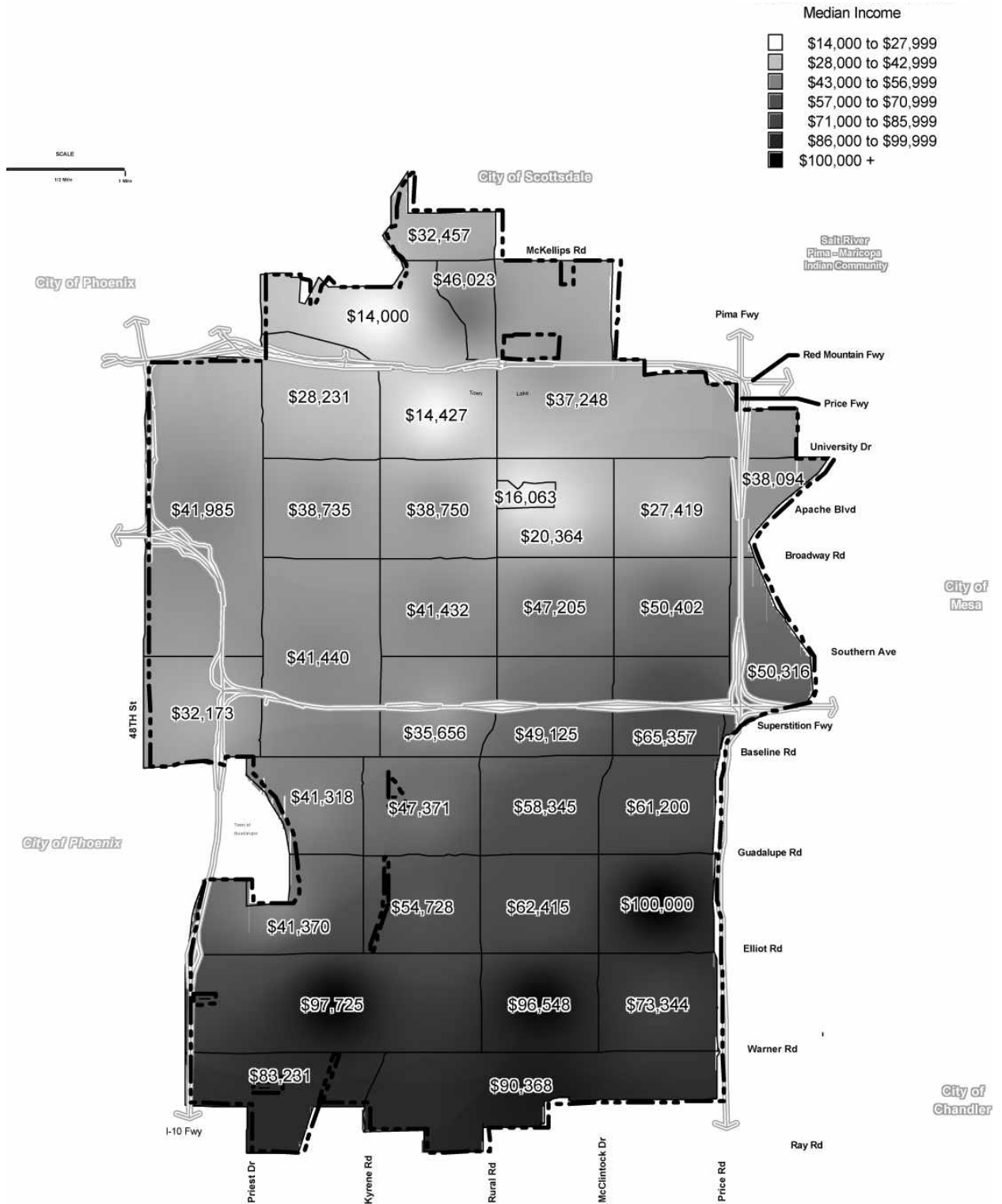


Figure 15 on the next page identifies income levels by census tract. Understanding the income levels within different areas of the city may help with identification of human services and other community resources. It also may identify employment and commute information with regard to where employment is located in relation to the employees. Although no projections for Tempe income are given; one of the objectives of the *Economic Development Element* is to provide employment opportunities at or above the regional average, which will change from year to year, but in 1999 was \$45,358 per household within Maricopa County.

FIGURE 15 - Tempe's 2000 Income Distribution

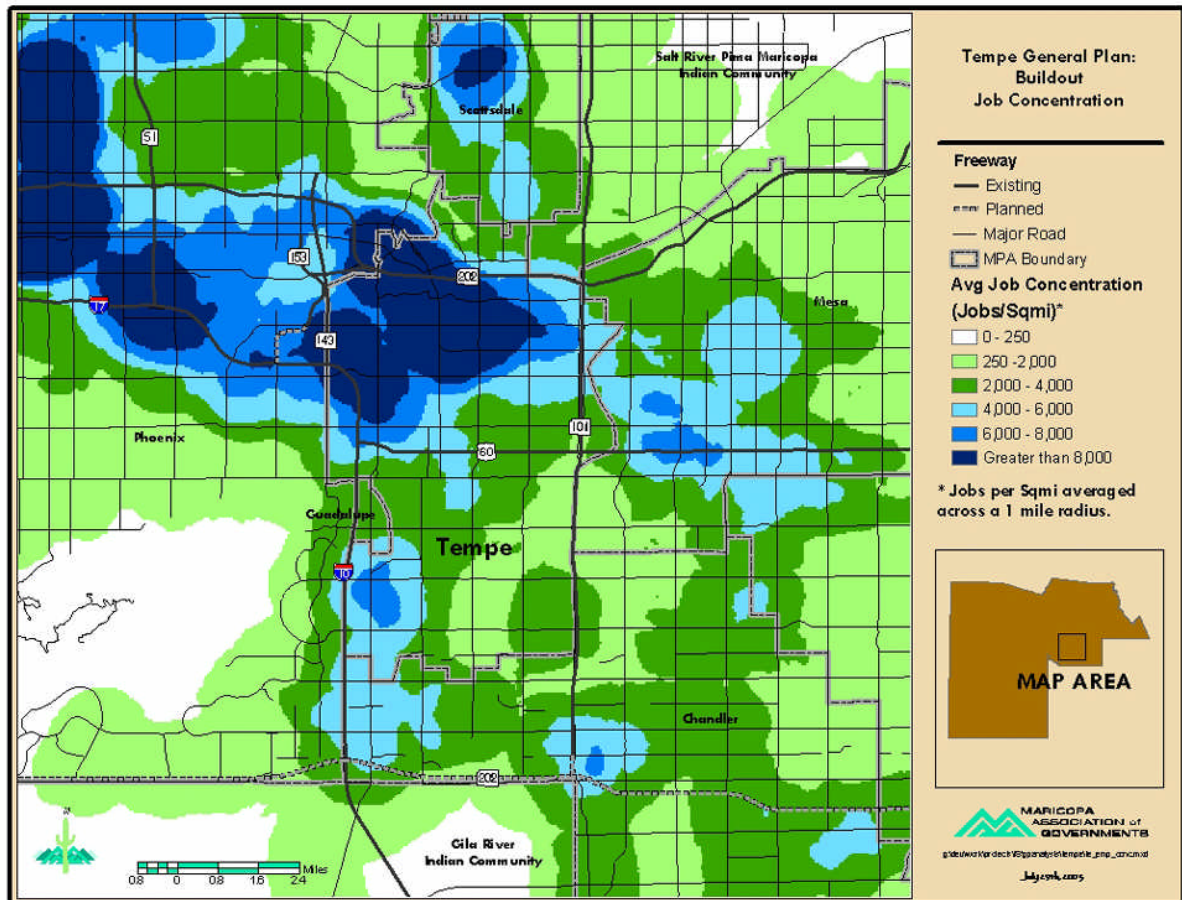


Figures 16 and 17 have been provided by MAG, for the purpose of land use planning and analysis at the municipal level. The contents of this report reflect the views of the City of Tempe, who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of MAG and have not been approved or endorsed by MAG. According to MAG regional analysis shown in Figure 16, Tempe currently has 2.55 jobs per occupied household as opposed to the County average of 1.37 jobs per household in 2000. With projected population and employment growth, MAG has calculated Tempe's future jobs per housing balance to be 3.50 jobs per household. This supports existing and planned urban centers and development throughout the region, instead of creating new urban or suburban cores and communities outside the urbanized area. This also means Tempe will continue to be a net importer of employees within the region. On the next page, Figure 17 identifies the average job concentration within the region. The highest concentration of jobs is shown in the northern third of the city, projected to have greater than 8,000 jobs per square mile, and the western quarter of the city, projected to have 4-6,000 jobs per square mile. This information is important when considering land use, economic development and transportation planning issues.

FIGURE 16 - Tempe General Plan MAG Buildout Analysis

	July 1, 2000	Build Out
Residential Dwelling Units	67,000	74,000
Residential Households	64,000	74,000
Population in Households	154,000	196,000
Total Employment	162,000	259,000
Job Housing Balance	2.53	3.5
Numbers rounded to nearest 1,000		
July 29, 2003 Maricopa Association of Governments [MAG] Analysis		

FIGURE 17 - Average Job Concentration Per Square Mile at Buildout

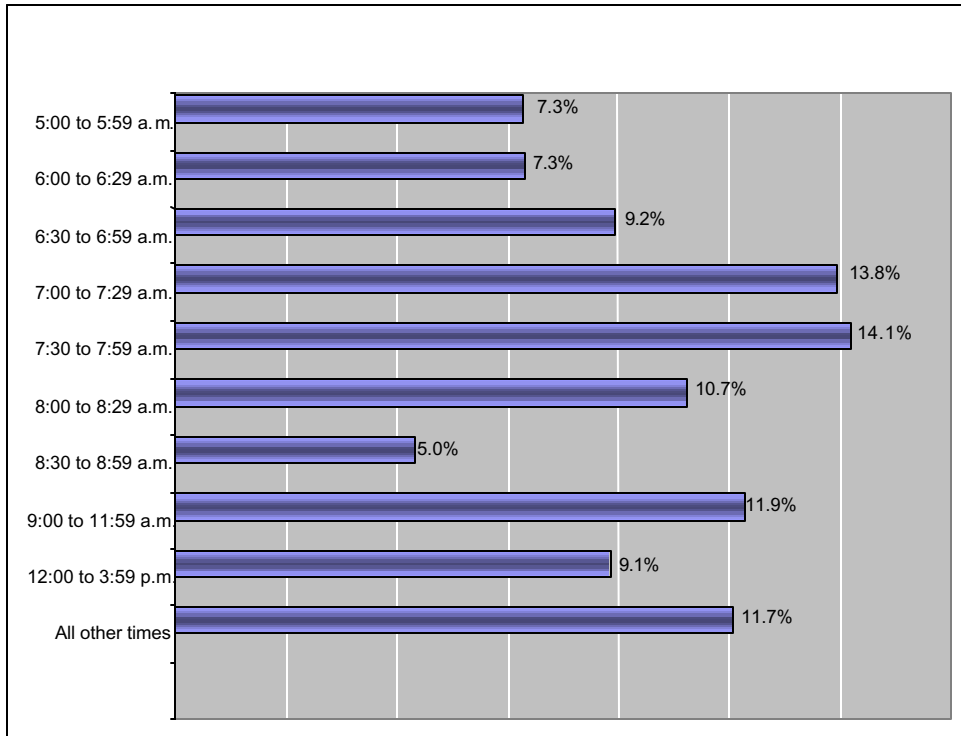


Maricopa Association of Governments Map

Tempe's 2000 Transportation Statistics

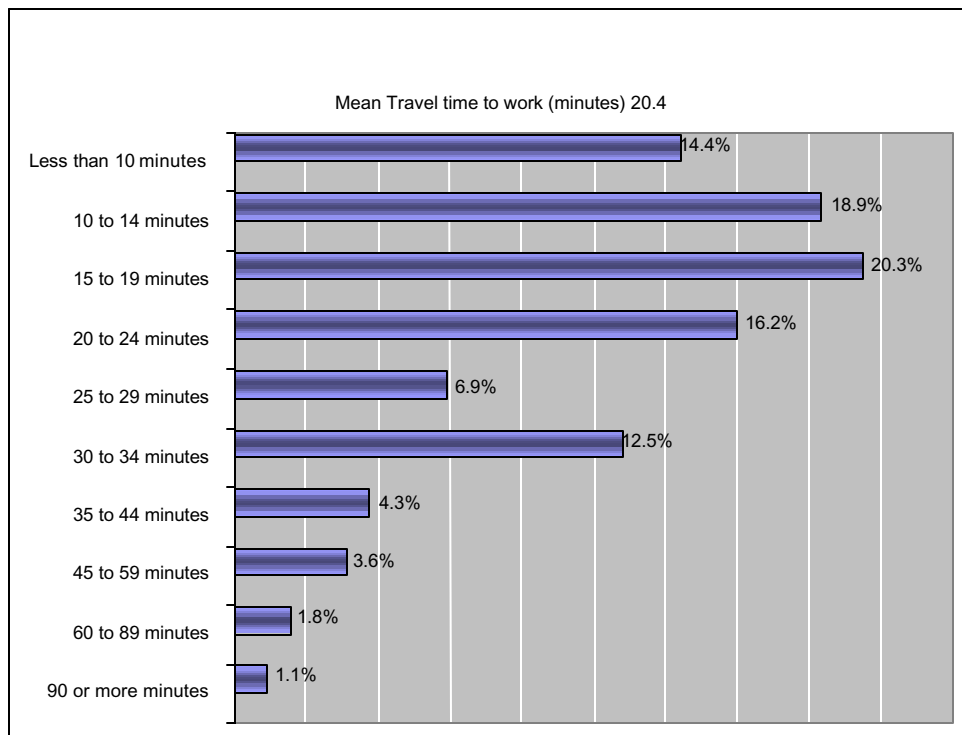
In 2000, Tempe residents responded to census survey questions regarding primary means of transportation, and time taken to travel to work. Figures 18 through 20 on the following pages identify the results. Tempe's peak time of travel appears to be between 7 and 8 a.m., with another spike between 9 a.m. and noon.

FIGURE 18 - Time of Day Leaving Home to Go to Work



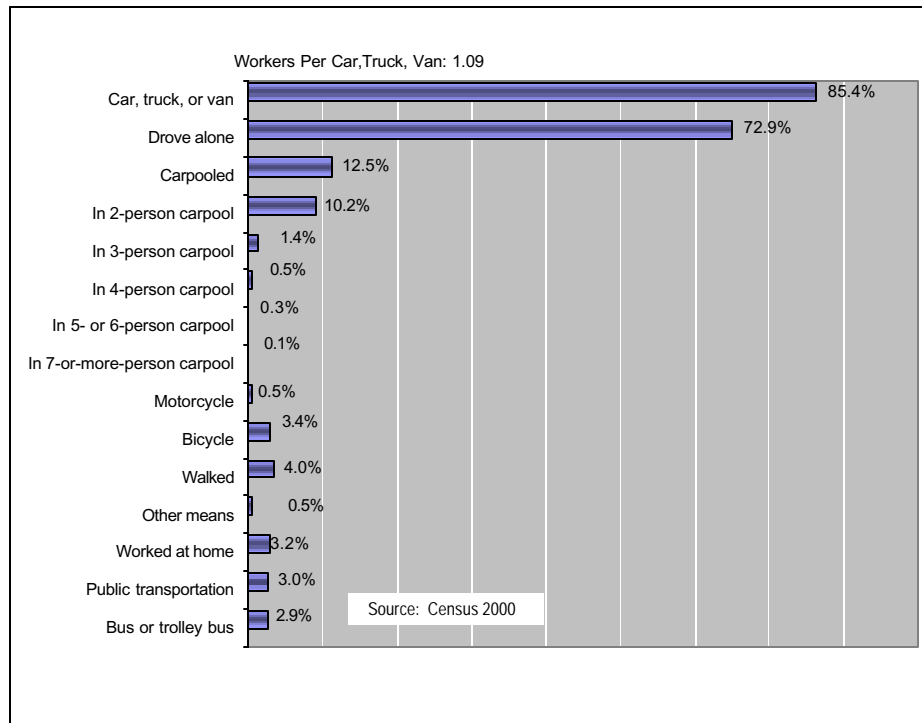
Almost 70 percent of Tempe residents take less than 24 minutes to get to work 33 percent of those commutes being less than 15 minutes. Tempe’s central location, access to freeways and strong employment base contribute to this low travel time, and to Tempe’s quality of life.

FIGURE 19 - Time Taken to Get to Work



Tempe has about 37 acres of highway/freeway per 1,000 people and about 9.45 acres of highway/freeway per square mile (640 square acres). Although Tempe’s population growth is expected to drop-off to less than one percent per year, surrounding communities will continue to grow, and have need for regional road infrastructure which may impact Tempe’s land uses. According to the *2000 Census*, the predominant mode of transportation in Tempe was the single-occupancy vehicle. With projected growth in and around Tempe, it is anticipated that the total number of single-occupancy vehicles will not decrease in the next twenty years. It is critical that a balanced multi-modal transportation system be integrated with land use planning to reduce the future reliance on single occupancy vehicles.

FIGURE 20 - Means of Transportation and Carpooling



The following pages are statistical summaries of three surveys conducted at different times by different groups. The results of these surveys may not reflect the views of every resident in Tempe, but they are reflective of respondents to the surveys, which, based on the statistical accuracy of the survey method, represent groups of residents within the population. The statistical data just presented, and the following surveys were used in combination with input from boards and commissions and public meetings to identify community issues, which guided the development of this plan.

The statistics and demographics in this section provide a snapshot of the time that the General Plan 2030 was developed. The issues identified by residents are the focus of different elements within the plan. The growth areas identified by residents are all identified as growth areas within the plan. As the top priority of residents, neighborhood issues are addressed in almost every element. Several elements address infill and reuse of vacant land or buildings as a priority. Economic development focuses on provision of goods and services as well as employment opportunities identified in the survey. Affordable housing and human services have been given a higher priority than previous plans, reflecting community concerns for these issues. Residential density is being identified on a separate map, showing specific areas planned for high density, based on projected land uses. Transportation planning is integrated into land use planning through the Comprehensive Transportation Plan, addressing community concerns about traffic.

The General Plan 2030 survey helped define quality of life issues important to residents. If choosing to move to another city, Tempe residents would look for good schools, open spaces, proximity to friends, safety, family activities, access to mass transit, restaurants, access to freeways, central location, and a small town atmosphere. These are all things considered of high value to the quality of life in Tempe. Things that would make Tempe a less desirable place to live include increased crime, overcrowding, increased traffic, increased taxes/cost of living, the loss of ASU as a part of Tempe, neighborhood decline, indoor and outdoor air quality decline and the city not being kept clean.

The types of development residents identified as not wanting to see in Tempe included industrial, high rises, high density residential, no further development of any kind, adult stores and any sports venues or arenas. With Tempe's position as a land-locked community, the desire for no further development places a high financial burden on the current population to maintain the level of services and amenities provided. Tempe's budget requires that current revenues are sufficient to support current expenditures, including sufficient levels of maintenance and replacement dollars. As of 2002, 54.9 percent of Tempe's revenue came from local sales tax, 5.4 percent from charges for services, and 5.3 percent from property taxes. Surrounding cities compete for sales tax; the burden of sales tax relies heavily on visitors to Tempe, especially if residents shop outside of Tempe. Water, refuse collection and golf are all services which charge users: these revenues are usually tied to the operations and maintenance of the facilities providing services, which limits this revenue source for other expenditures. With no new land to add to property tax income, the only possible increase to revenue would come from property tax increases. It is with this financial reality that the General Plan has been developed to preserve the quality of life in Tempe.

Summary of 1994-2002 Neighborhood Survey Results

This section summarizes a report analyzing open ended opinion surveys conducted during neighborhood meetings in 22 Tempe neighborhoods between July 1994 and April 2002. This summary creates an overall listing of residents' most pressing neighborhood concerns. Surveys from the following neighborhood associations were incorporated into the report: Alta Mira NA, Broadway Palms NA, Camelot Village NA, Corona Del Sol Estates NA, Cyprus Southwest NA, Date Palm Manor NA, Duskfire II NA, Estate La Colina NA, Evergreen NA, Gililand NA, Holdeman NA, Hughes Acres NA, Jen Tilly Terrace NA, Kiwanis Park NA, Kyrene-Superstition NA, Lindon Park NA, MACH 8 NA, Pheasant Ridge NA, Sandahl NA, South Mountain [unorganized at present], Tempe Gardens NA, and Victory Acres NA,. These 22 associations include a total of 6920 households, of which 967 are represented in the survey responses counted. These neighborhoods are demographically and geographically diverse and represent all of Tempe's four zip code areas. The results of the surveys reflect the opinions of those who attended the meetings, as opposed to a statistical sampling of the entire community. The responses therefore reflect the type of issues with which active residents are most concerned. A summary of responses relevant to General Plan 2030 follows:

Residents were given eight items and asked with which they were most concerned. The following indicates their ranked responses:

1. 56 percent Neighborhood Deterioration (including exterior walls, housing condition, etc.)
2. 48 percent Traffic (including numbers and speed)
3. 42 percent Crime
4. 24 percent Noise
5. 24 percent Lack of communication with my neighbors
6. 18 percent Parking (street/neighborhood)
7. 18 percent Zoning Issues
8. 10 percent Lack of communication with city hall

Residents were given a list of seven items and asked what improvements they would like in their neighborhood. The following indicates their ranked response:

1. 49 percent Slow traffic through the neighborhood
2. 44 percent Clean up yards, streets and alleys
3. 38 percent Upgrade neighborhood housing (i.e. maintenance of houses)
4. 35 percent Improve street lighting
5. 20 percent Restrict on-street parking
6. 8 percent Improve street pavement condition
7. 8 percent Build or improve sidewalks

When asked an open-ended question to list their four most positive things about the neighborhood, people responded:

- 47 percent Good/friendly neighbors
- 33 percent Convenient location
- 22 percent Quiet
- 20 percent Houses/yards well kept
- 12 percent Stability/long-time residents
- 10 percent Safe/well patrolled
- 5 percent Mature vegetation

When asked an open-ended question to list their four most negative things about the neighborhood, people responded:

- 31 percent Speeding/cut-through traffic
- 28 percent Houses/yards not well kept
- 13 percent Problems with rentals/absentee landlords
- 10 percent Inadequate street lighting
- 7 percent Graffiti/Vandalism
- 6 percent Condition of neighborhood entrances
- 5 percent Crime

Survey information provided by Neighborhood Services Division of the Community Relations Department.

Summary of 2000 Citizen Satisfaction Survey

In October 2000, a professional telephone survey was conducted to evaluate citizen satisfaction with city services, compare trends in satisfaction with previous surveys and identify issues for the city Council and staff to consider. This information is based on surveys with 600 adult heads of household residing in Tempe, providing a level of confidence of 95 percent, plus or minus 4.0 percent. This survey is conducted every few years to provide a snapshot of community concerns. Some of these issues are critical to developing a new General Plan. A summary of responses relevant to General Plan 2030 follows:

- 72 percent of respondents are very satisfied with quality of life in Tempe
- 25 percent of respondents are generally satisfied with quality of life in Tempe

- 52 percent of respondents are very satisfied with services provided by the City of Tempe
- 43 percent of respondents are generally satisfied with services provided by the City of Tempe

Top concerns expressed by respondents in 2000:

- 21 percent traffic
- 11 percent tighter controls on growth
- 8 percent provide more police
- 8 percent improve Tempe schools

Summary of 2002 General Plan 2030 Survey

Between October 12-22, 2002, a professional telephone survey was conducted to identify issues pertaining to the General Plan. This survey is cited as General Plan 2030 Survey throughout the General Plan. This information is based on surveys with 952 adult heads of household residing in Tempe providing a level of confidence of 95 percent, plus or minus 3.2 percent sampling error. Two hundred interviews were conducted in each postal zip code; the sampling error when generalizing each zip code is plus or minus 6.3 percent. This survey is a snapshot in time, reflecting community priorities, values and issues relevant to developing a new General Plan.

In the General Plan 2030 survey, respondents were asked an open-ended question of what single most important thing would they look for or want in a city to which they were choosing to move. The top responses included:

- 13 percent good schools
- 12 percent open space
- 9 percent proximity to friends/family
- 9 percent public safety
- 7 percent family values, activities
- 7 percent access to mass transit
- 6 percent restaurants/nightlife

When asked an open ended question of what would make Tempe less desirable, the top responses included

- 26 percent increase in crime
- 18 percent too crowded, grows
- 10 percent traffic increases
- 6 percent taxes, cost of living increases
- 5 percent ASU not in Tempe
- 4 percent neighborhoods decline

When asked an open ended question of where respondents would like to see growth occur:

- 25 percent preferred the Town Lake area
- 19 percent preferred the north Tempe area north of the 202 freeway
- 18 percent preferred Downtown Tempe
- 15 percent preferred Apache Boulevard
- 10 percent preferred south Tempe

When asked a series of questions to rank the priority of a list of the types of jobs respondents would like to see in Tempe, respondents gave the following high or medium priority:

- 93 percent technology and research
- 71 percent hospitality like hotels, restaurants and resorts
- 56 percent financial services, real estate and insurance
- 56 percent entry level jobs that require little training or skills

When asked who should have the major responsibility for encouraging and planning the development of housing for special needs populations like students, the elderly or the physically or mentally handicapped, 62 percent of respondents believed this was the City of Tempe's responsibility, 23 percent believed it was private industry responsibility and 15 percent didn't know.

Respondents were asked a series of questions, and asked to rank each issue with a low, medium or high priority. The combined high and medium priority responses to issues related to land use follow:

- 91 percent of respondents consider stabilizing neighborhoods by encouraging people to maintain and improve their property as a priority
- 89 percent consider infill and reuse of vacant land or buildings as a priority
- 82 percent consider small offices like law, medical, dental and financial services a priority
- 80 percent consider the need for more affordable housing a priority
- 75 percent consider large office use development a priority
- 75 percent consider encouraging different types of land use throughout the city a priority
- 73 percent consider entertainment and recreational facilities a priority
- 72 percent consider retail stores and shops a priority
- 72 percent consider neighborhood businesses like dry cleaners, grocery stores and day care centers a priority

- 71 percent consider restaurants a priority
- 66 percent consider promoting high-density residential development only in specific areas as a priority
- 54 percent consider hotels and resorts a priority
- 44 percent consider industrial facilities for manufacturing or warehousing a priority
- 30 percent consider an 18-hole championship golf course a priority

With regard for environmental issues, respondents were asked what was the single most important environmental issue. Below are the top five responses to this open-ended question:

- 41 percent air quality
- 25 percent water quality
- 9 percent traffic
- 8 percent noise
- 8 percent pollution in general

With regard for safety issues, residents were asked what their single most important safety concern was. Below are the top five responses to this open-ended question:

- 27 percent traffic, speeding
- 25 percent crime in general
- 18 percent adequate police protection
- 7 percent home burglary
- 5 percent gangs

The Community Design and Development Division of the Development Services Department provided this survey information.

