

Thanks to the following people for their help and support in making this panel possible:

- The Honorable Phil Gordon
- Councilmember Claude Mattox
- Debra Stark, Curt Upton, Josh Bednarek of the Planning Department
- Wes Gullet, Planning Commissioner
- Mark Winkleman, Industrial Development Authority
- George Bosworth, Walter Morlock of ULI Arizona; David Stocker, ULI Center for the West



Phoenix, Arizona



Light Rail, Green Rail And Underdeveloped Properties



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Rose Center Advisory Panel
Phoenix, AZ
February 2010

What is the Urban Land Institute?

The Urban Land Institute (ULI) is a nonprofit research and education organization that focuses on issues of land use and real estate development.

ULI's Mission:

To promote leadership in the responsible use of land to create and sustain thriving communities worldwide



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What is the Urban Land Institute?

With over 30,000 members worldwide, the heart of the ULI experience is an open exchange of ideas, networking opportunities, and the ability to work with the leaders of the land use industry.

Members include:

- Developers
- Builders
- Engineers
- Attorneys
- Brokers
- Planners
- Market Analysts
- Investors, Bankers and Financiers
- Academics
- Architects and Designers
- Public officials



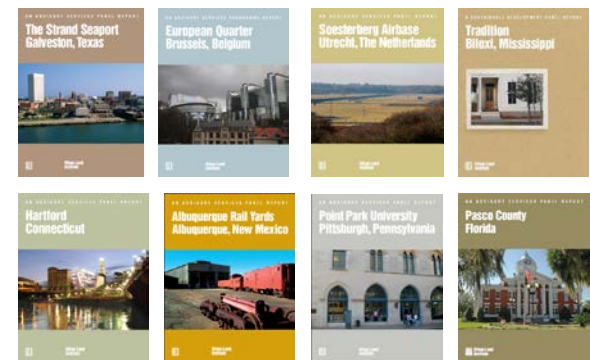
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Advisory Services at ULI

- Panels since 1947
- 15-20 panels a year
- Panel provide independent, objective & candid advice to governments, private firms and non-profits.
- Panelists are volunteers; not paid
- Process
 - Review background materials
 - Receive a sponsor presentation & tour
 - Conduct stakeholder interviews
 - Consider data, frame issues and write recommendations
 - Make presentation
 - Produce a final report



ULI Daniel Rose Center for Public Leadership in Land Use

Mission Statement

“ . . . to encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”

Rose Center Panels

- Four Cities: Nashville, Phoenix, Minneapolis & Philadelphia
- An integral part of the Rose Center Fellowships
- Focuses on a specific land use policy issues facing the Rose Center Fellowship Cities
- Involves the 4 Fellows from each City
- Combines the Rose Center Mission with the independent and objective advice of a ULI Advisory Services Panel.



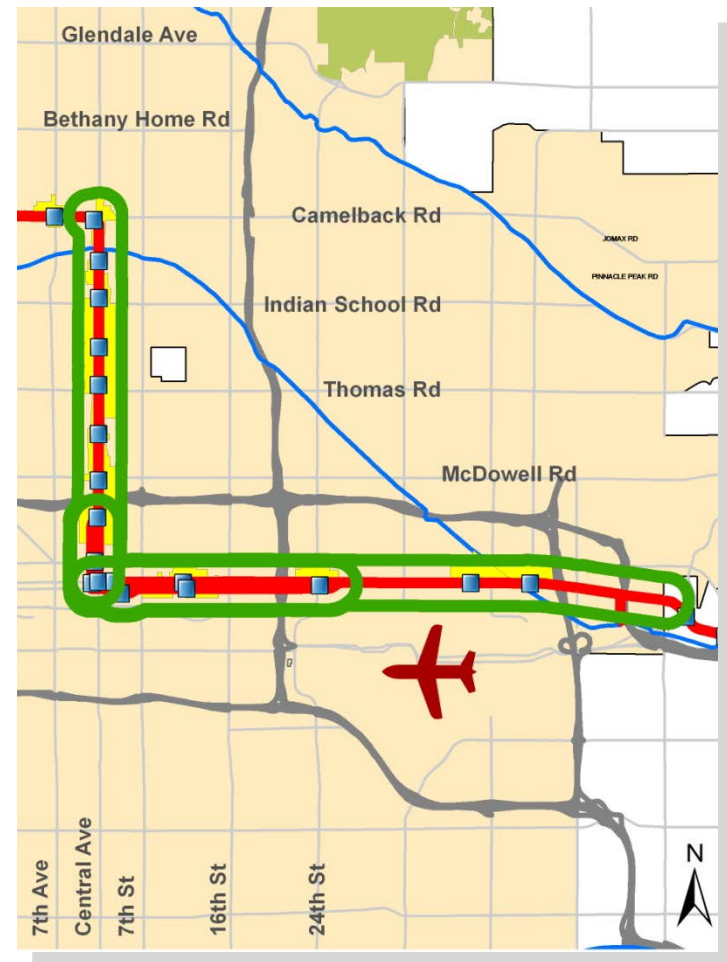
Panelists

- Chair: David Leininger, Senior VP & CFO, DART, Dallas
- Mami Hara, Principal, WRT, Philadelphia
- Kathleen Rose, President, Rose & Associates Southeast, Davidson, NC
- Mark Shapiro, Principal, Mithun, Seattle
- Aaron Sussman, Senior Redevelopment Planner, Sacramento Housing & Redevelopment Authority



Phoenix Panel

- How can Phoenix help attract TOD to station areas?
- How can rail transit & TOD help “green” the city?



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February 2010

Outline

- Observations – David Leininger
- Urban Design Framework – Mami Hara
- TOD Density Considerations – Aaron Sussman
- Sustainability, Economic Impacts & Project Assessment – Kathleen Rose
- Sustainable Design Approach -- Mark Shapiro
- Next Steps/Action Plan – David Leininger

Observations

Assets ~ Regional & Corridor

Regional

- ASU
- Medical/Healthcare
- Sports/Entertainment
- Convention/Tourism
- Airport
- Light Rail ~ ridership & frequency
- Cultural Arts
- Public Art
- Grid Infrastructure

Corridor

- Mountain Views
- Canal
- Indian School/Park
- Heard Museum & Arts
- Central Library
- Unique Shops/Restaurants
- Stable & Historic Neighborhoods

New Area Investment

- City Scape
- Portland Place
- Central Park East
(Freeport/McMoran)
- ASU Downtown
Campus
- Convention Center



Challenges

- Lack of station area planning
- Contextually ~ missing a Corridor vision
- Definition of *Green* goals & metrics
- Fragmented roles with various agencies
- Regulatory Code ~ variances
- Limited tools for incentives
- Lack of disposition strategy for City-owned lands
- Communicating with one voice ~ public & private sectors

Urban Design Framework

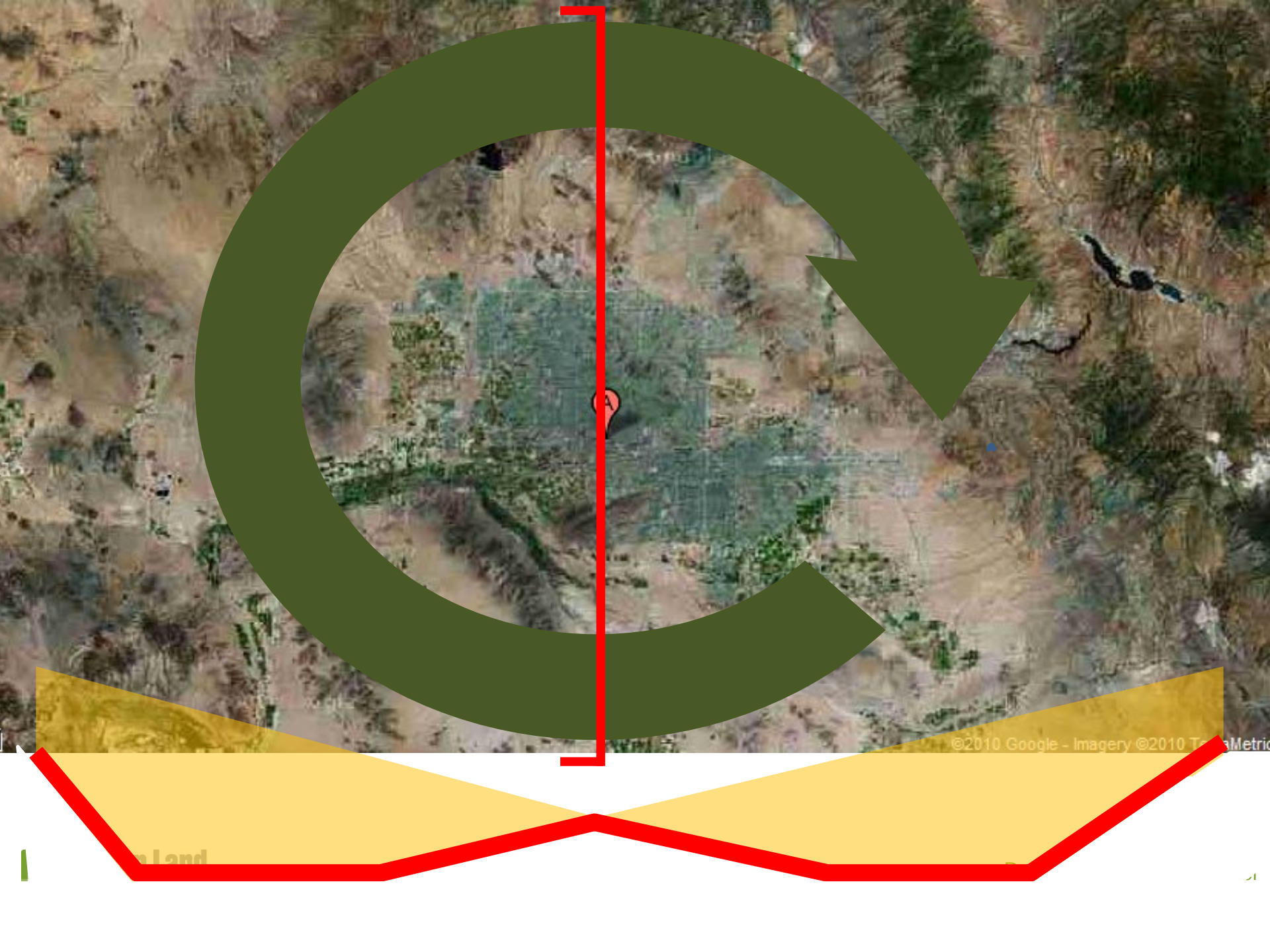
Mami Hara

Principal, WRT, Philadelphia

Building an Urban Design Framework

- priorities among assets
- topography
- circulation
- water
- parks
- energy
- development

topography: orientation + views



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Land



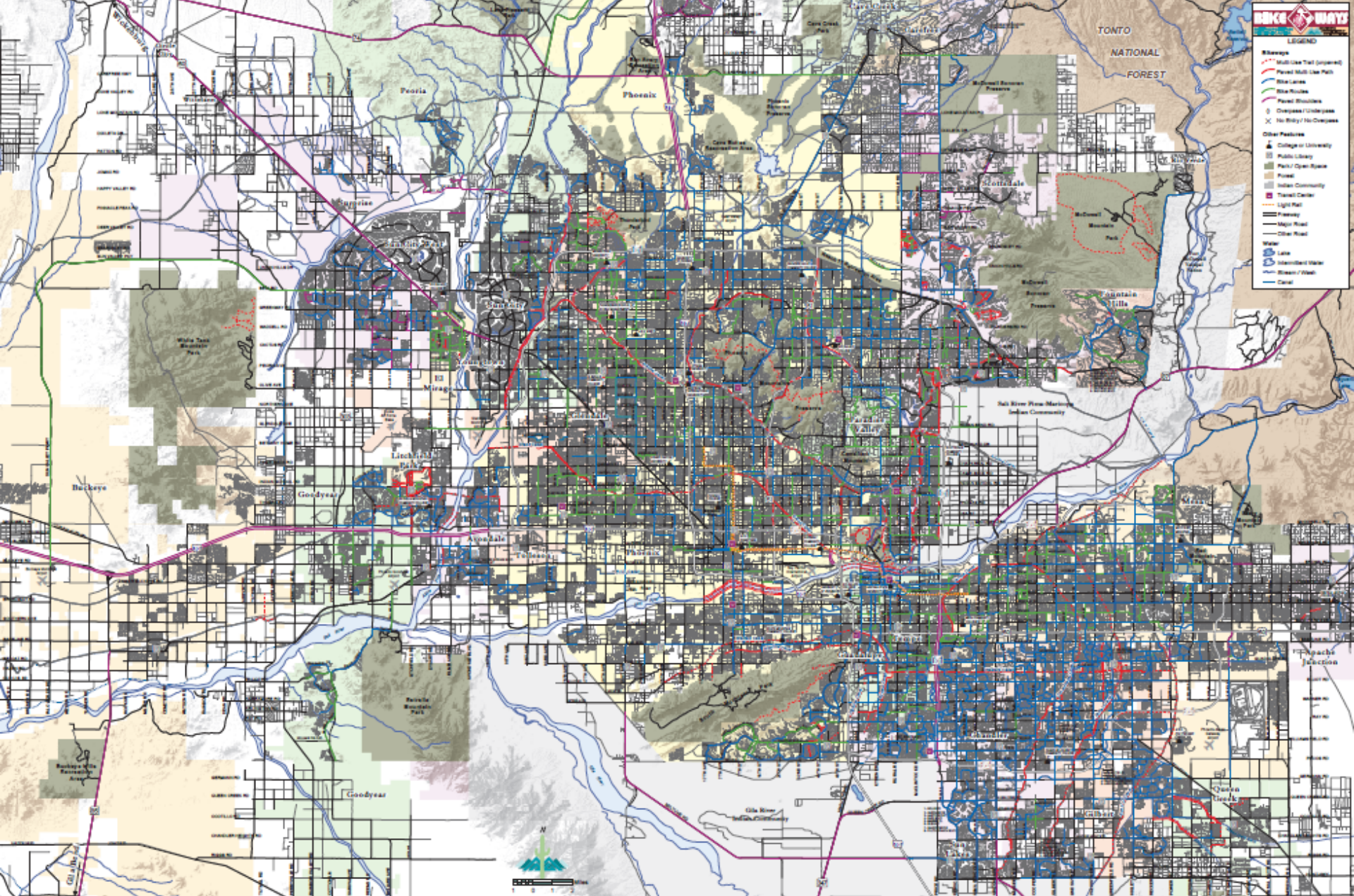
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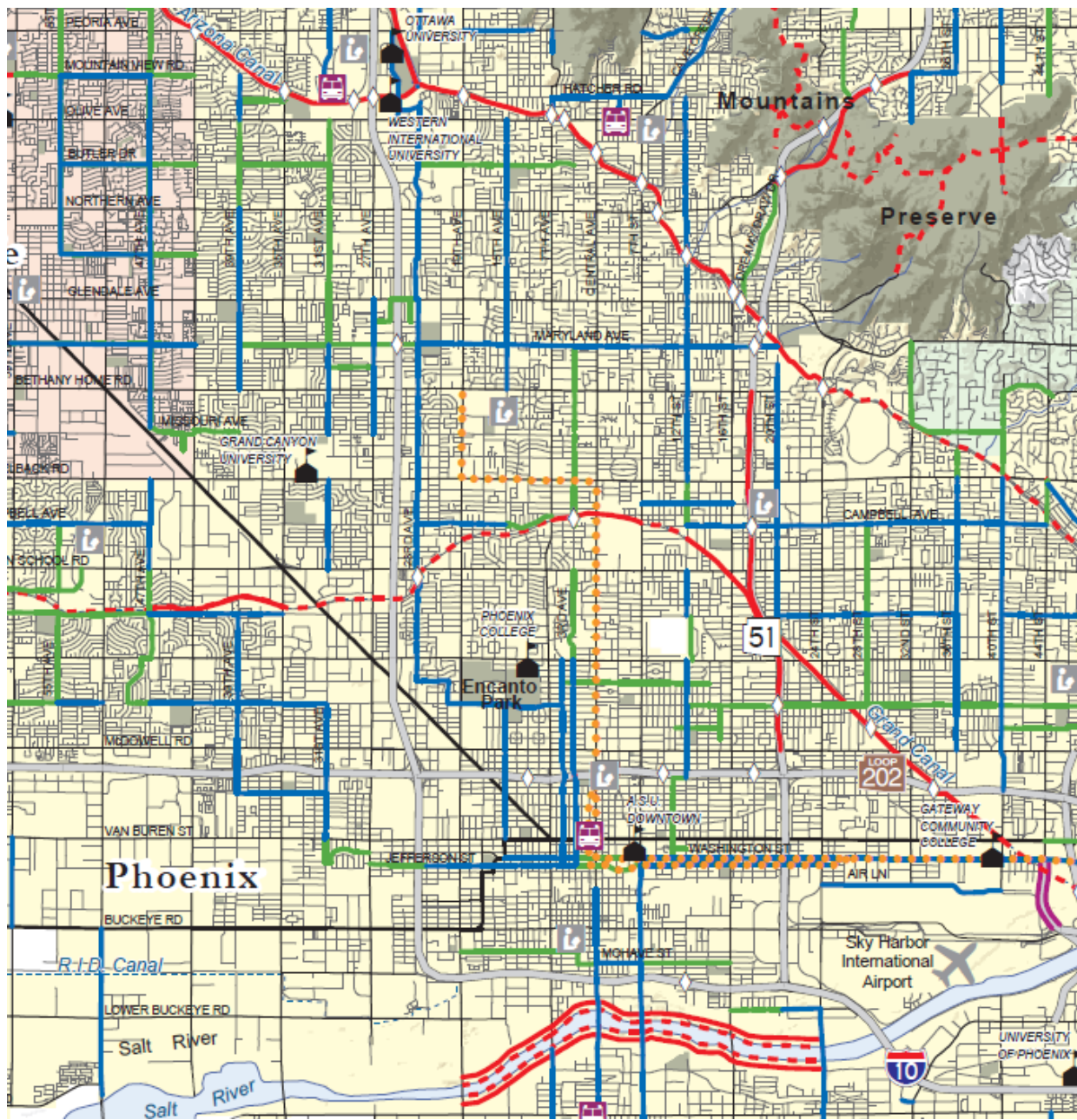
circulation: integrating modes



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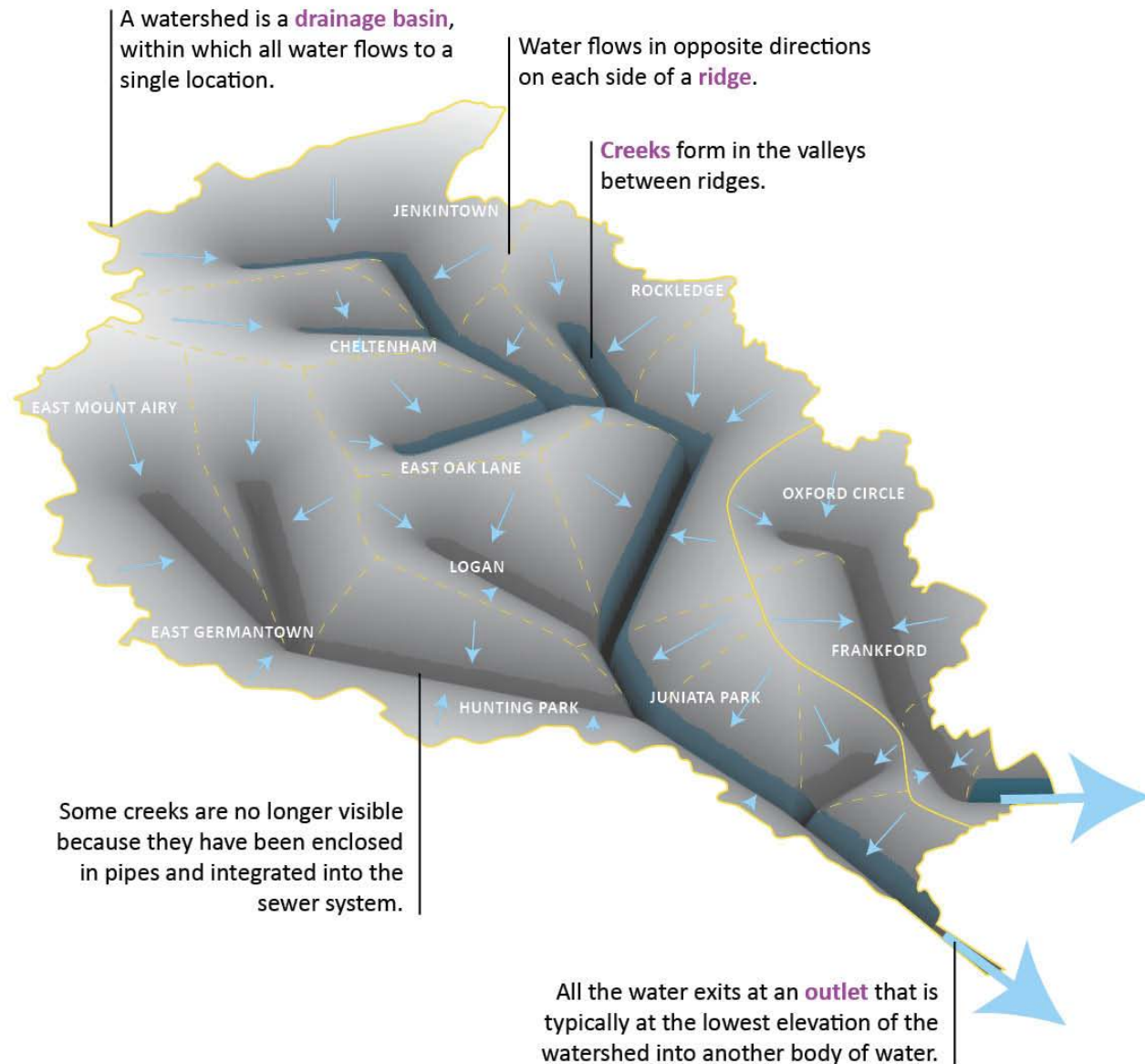
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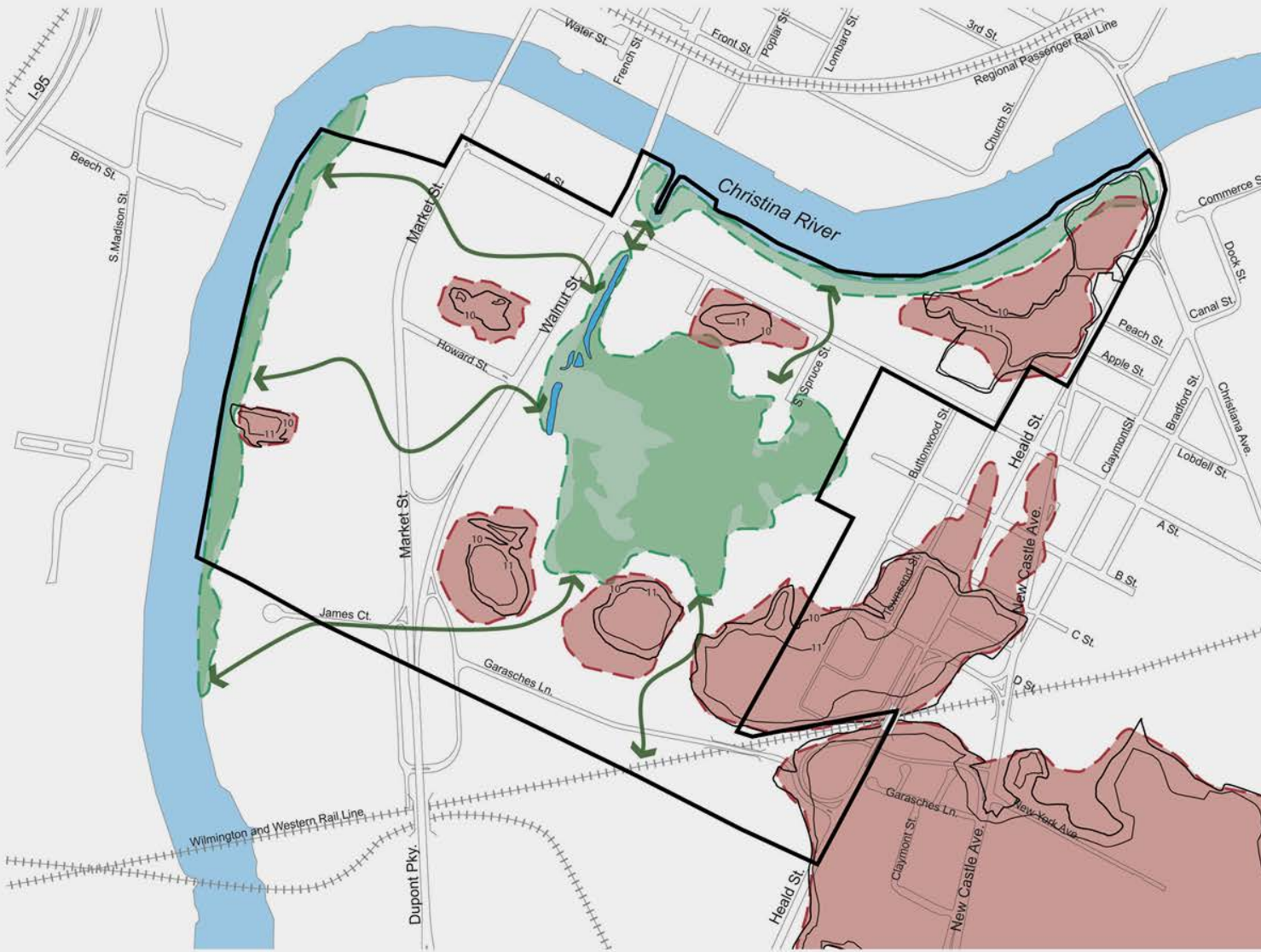
water: function + amenity

What exactly is a watershed?



**Amendment to the
South Walnut
Street Urban
Renewal Plan**
Wilmington, DE

Environmental Framework



- Water
- Renewal Area Boundary
- Wetlands
- High Elevation Area
- Open Space Area
- Potential Connection
- Elevations at 10' or above
- Site Boundary

0 600 1,200 Feet

Prepared For:
City of Wilmington
Riverfront Development Corporation of Delaware
January 5th, 2007

Wallace Roberts & Todd Planning & Design

**Amendment to the
South Walnut
Street Urban
Renewal Plan**
Wilmington, DE

Proposed Land Use Concept



- Water
- Renewal Area Boundary
- Wetlands
- Open Space
- Green Connection
- Predominantly Residential
- Predominantly Mixed Use
- Gateway Area Development
- Office Campus
- Light Industrial

Source: City of Wilmington



Prepared For:
City of Wilmington
Riverfront Development Corporation of Delaware
January 5th, 2007



**Amendment to the
South Walnut
Street Renewal Plan
Wilmington, DE**

Illustrative Site Plan

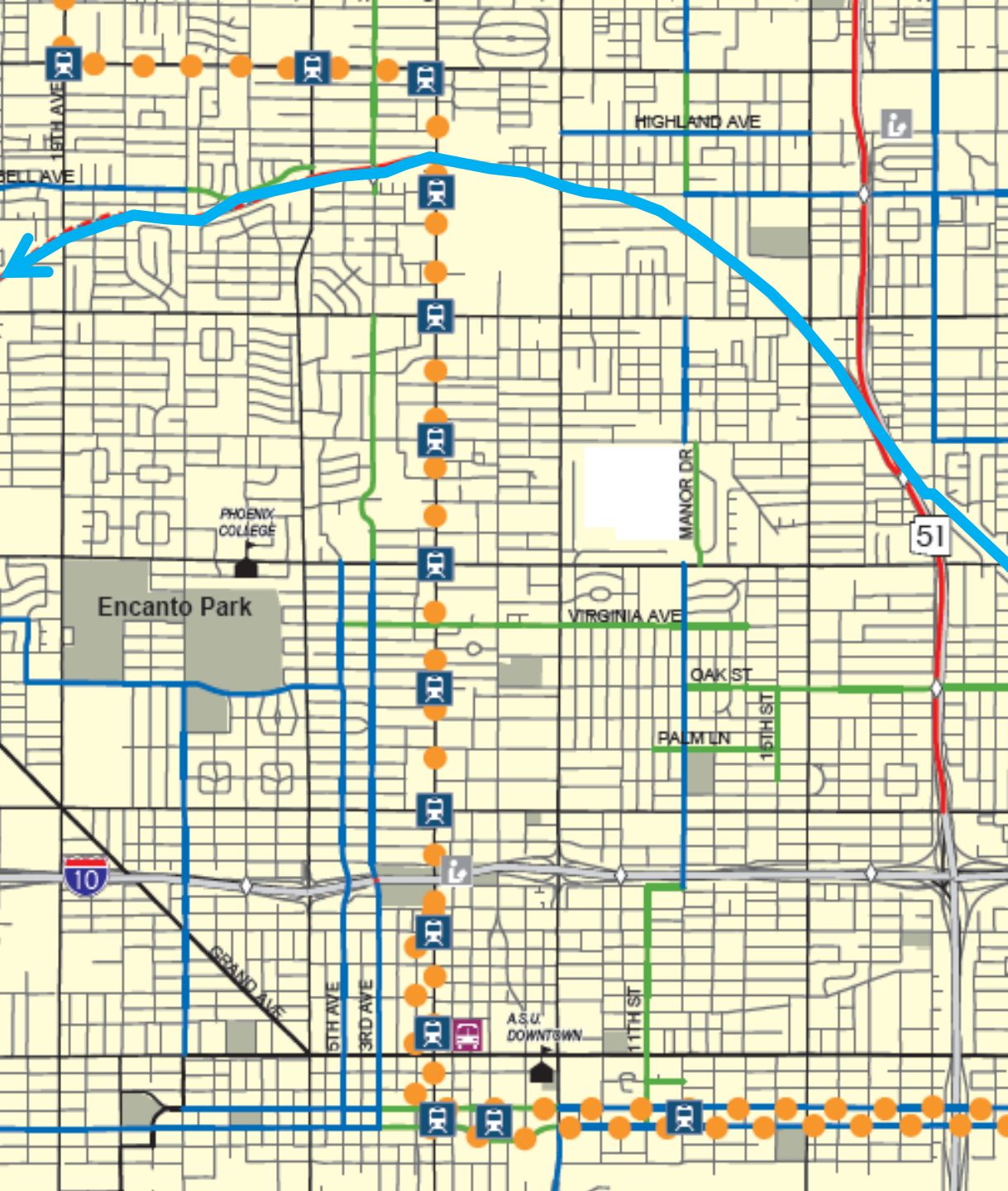


- Water
- Block
- Building Footprint
- Green Roof above Garage
- Easement / Courtyard
- Open Space
- Wetland
- Park
- Green Boulevard
- Green Boulevard
- Trail
- Renewal Area Boundary



Prepared For:
City of Wilmington
Riverfront Development Corporation of Delaware
January 5th, 2007



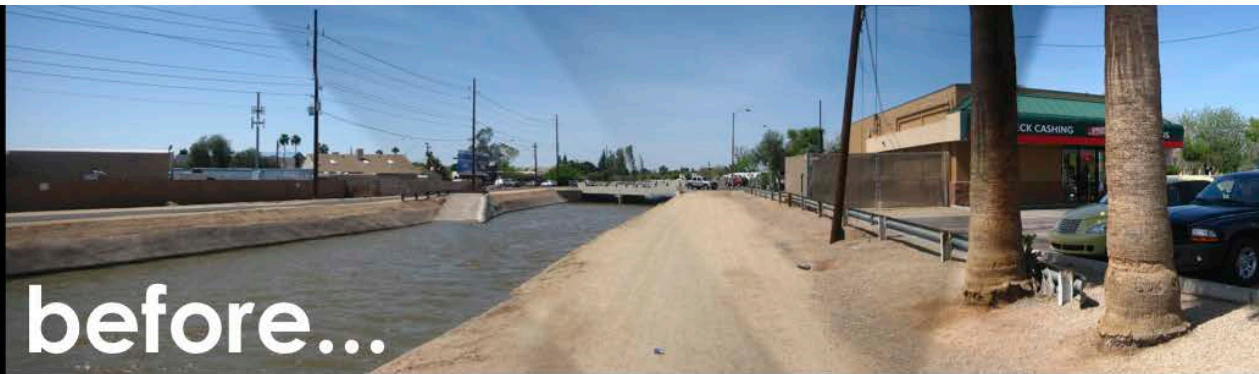


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canalscape

A Sustainable Desert Urbanism for Metro Phoenix



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Sickla Canal - Denmark



Seoul, South Korea



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Indianapolis, IN



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ELEMENTS/PLACES

Green Places are made up of elements that are the building blocks of the spaces that surround us outside. These individual elements, when successfully combined, make effective urban places that reduce pollution, build value, and enhance quality of life.

Elements of Green Places

- Trees
- Stormwater Management Tools
- Meadows
- Trails and Bikeways
- Wetlands
- Urban Agriculture and Community Gardens
- High Performance Surfaces
- Renewable Energy

Green Places

- Parks and Recreation Spaces
- Green Schoolyards
- Vacant Land Opportunities
- Waterfronts
- Green Streets
- Green Development
- Plazas and Auxiliary Spaces
- Rail and Utility Corridors

TARGETS/RECOMMENDATIONS

GreenPlan Philadelphia sets over 30 ambitious but attainable targets, with supporting recommendations for incorporating open space planning into the agenda for both private development and public works using the elements and places with an organizational framework.

sample targets

- Achieve at least 30% tree cover in every neighborhood.
- Increase park space to ten acres of parkland per thousand residents.
- Green 100 additional schoolyards through the Campus Parks program.
- Create a citywide network of 1,400 miles of green streets.
- Ensure that there is a trail within a half mile of all residents.

OPPORTUNITIES

In order to reach the plan's targets and recommendations, Philadelphia will need to grow its open space network. *GreenPlan Philadelphia* identifies a large number of opportunities to help achieve this.

sample opportunities



NETWORK OF BENEFITS

GreenPlan Philadelphia makes the case for a comprehensive open space system, describing its essential functions and irreplaceable network of environmental, economic, and quality-of-life benefits.

This network of benefits becomes a common language used throughout the plan.

ENVIRONMENT	ECONOMICS	QUALITY OF LIFE
Clean Air	Efficient Energy Use	Fresh, Local Produce
Healthy Watersheds	Valuable Properties	Convenient Recreation Access
Robust Habitat	Productive Land Use	Healthy Residents
Hospitable Climate	Competitive Economy	Strong, Safe Neighborhoods

INDICATORS

The network of benefits provides a framework to track and clearly communicate progress in achieving targets and recommendations.

sample indicators

Robust Habitat acres of managed meadow	318		520
Productive Land Use percentage of lots and structures not vacant	90		95
Fresh, Local Produce number of urban agriculture businesses	14		24

OBJECTIVES

Also tied to the network of benefits is a set of objectives that help the City receive the most benefits from its investments. These objectives encourage a strategic and transparent decision-making process in selecting the appropriate opportunities for investment.

sample objectives

- Healthy Watersheds**
 - The project improves water quality through managing stormwater with green infrastructure techniques.
- Competitive Economy**
 - The project creates a major tourist destination, enhances the landscape of an existing tourist destination, or enhances tourism routes.
- Convenient Recreation Access**
 - At least 25% of the project site is within an area currently underserved by parks and recreation.

FUNDING, MANAGEMENT & OPERATIONS, MAINTENANCE

GreenPlan Philadelphia sets broad targets and select recommendations for funding, management, operations, and maintenance of open space. These recommendations are for both immediate use and consideration in the development of subsequent plans that focus in more detail upon these areas of concern.

sample targets

Institutionalize *GreenPlan Philadelphia* within city government.

Regularly measure and update the progress of *GreenPlan Philadelphia*. Revise targets and goals as circumstances warrant.

Increase private funding participation to achieve 30 percent of funding for *GreenPlan Philadelphia* initiatives through non-governmental sources.

Create broad citizen and interest-group understanding of *GreenPlan Philadelphia*, the City's green-performance objectives, and the opportunities available in the city's diverse open-space resources.

GreenPlan Philadelphia, Philadelphia PA





Gov't Core

7th + Camelback

Park Central

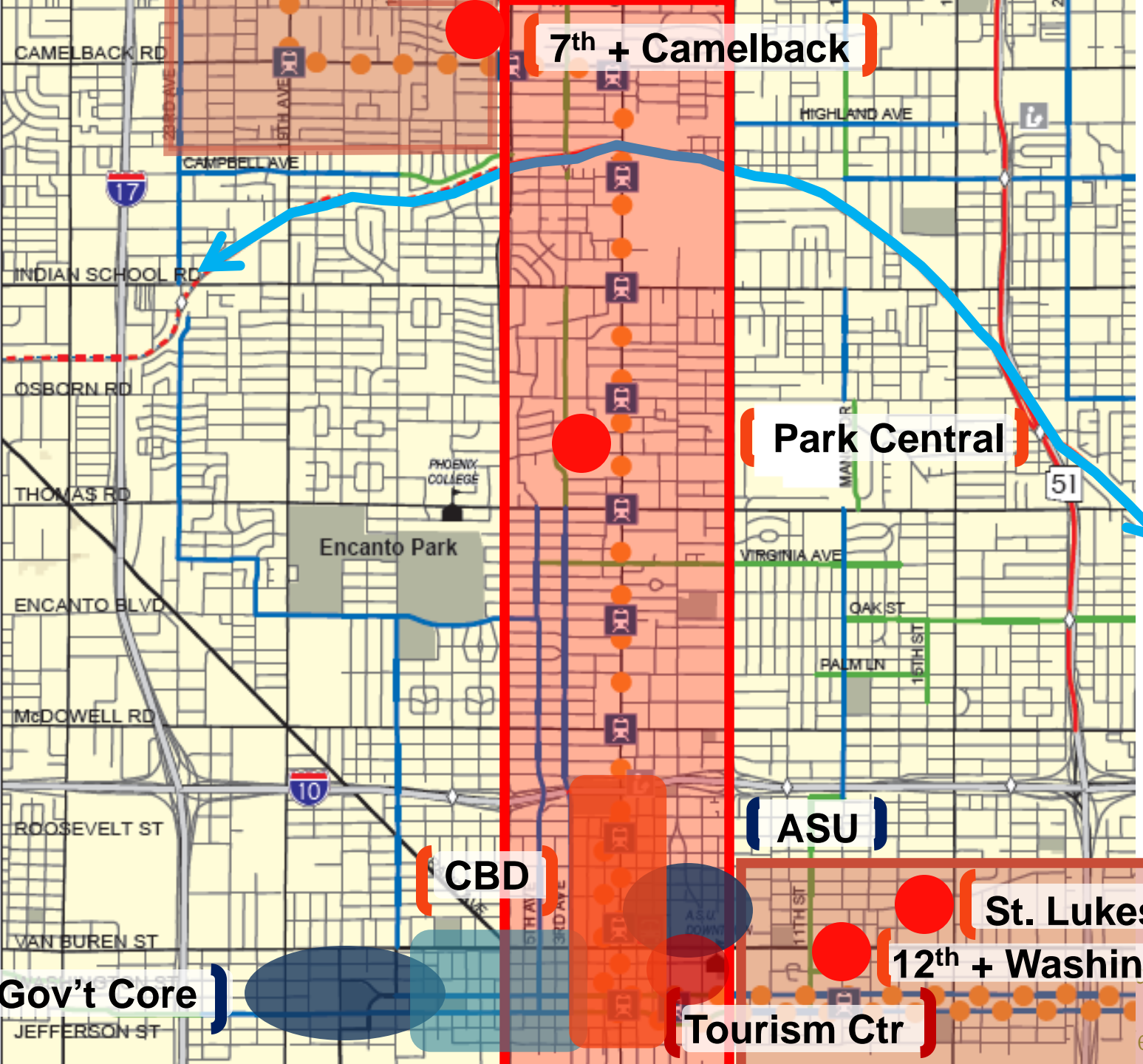
CBD

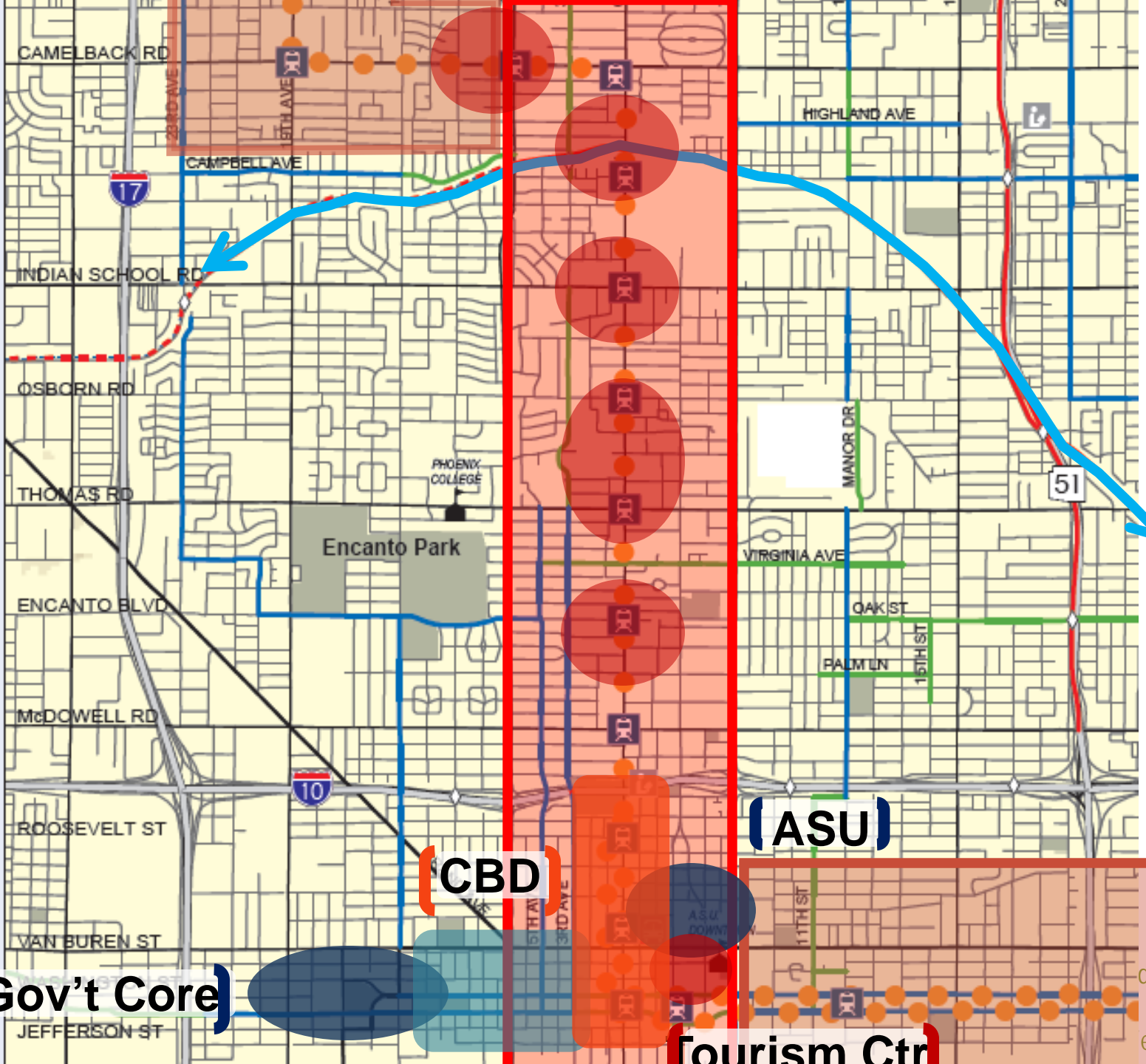
ASU


St. Lukes

12th + Washington

Tourism Ctr





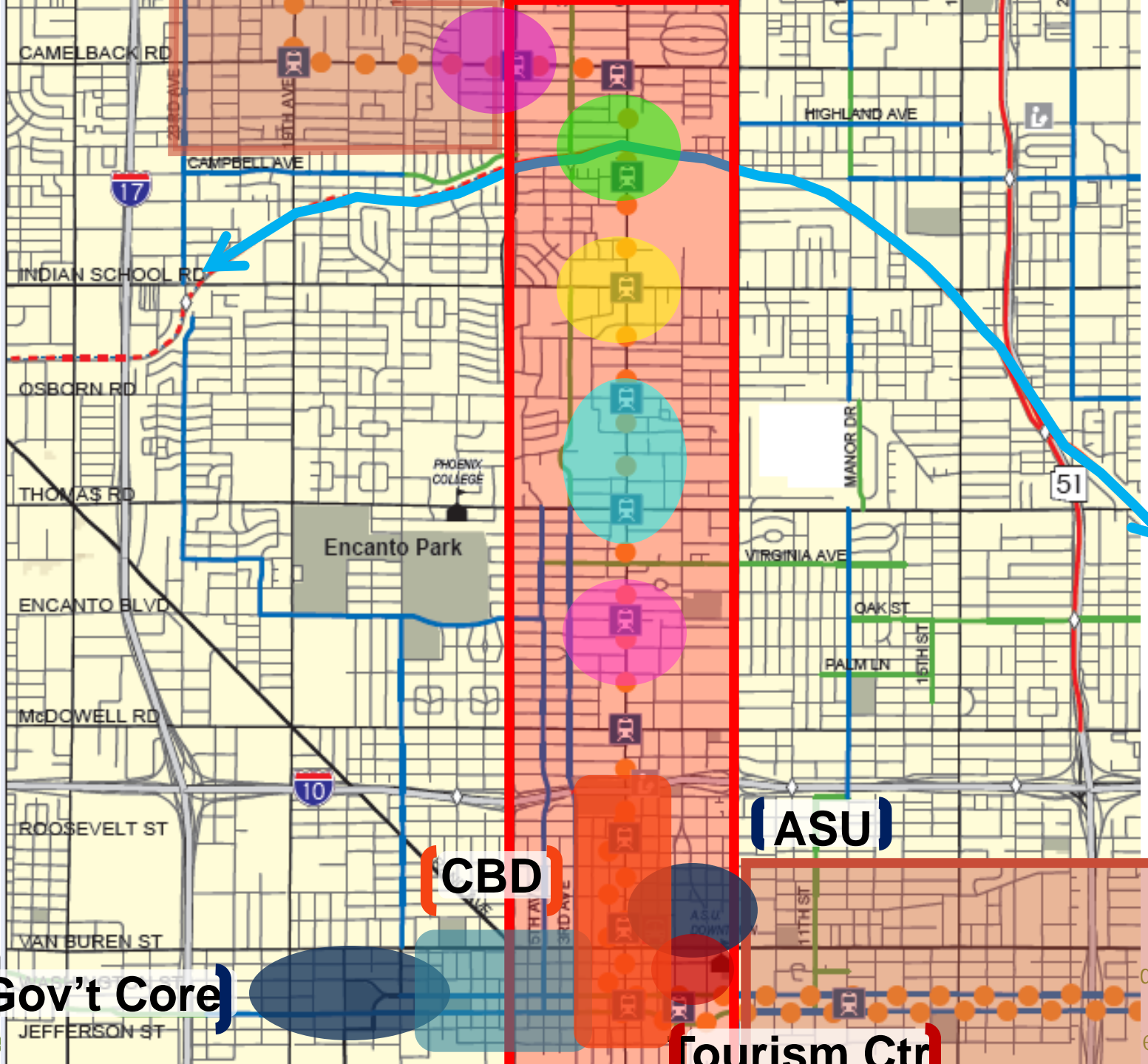

(Gov't Core)
 Danie

(CBD)

(ASU)

Tourism Ctr

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ULI
 Urban
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(Gov't Core)

(CBD)

(ASU)

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FRUITVALE VILLAGE

powderface

FRUITVALE

111

MARKET



Palo Alto, CA



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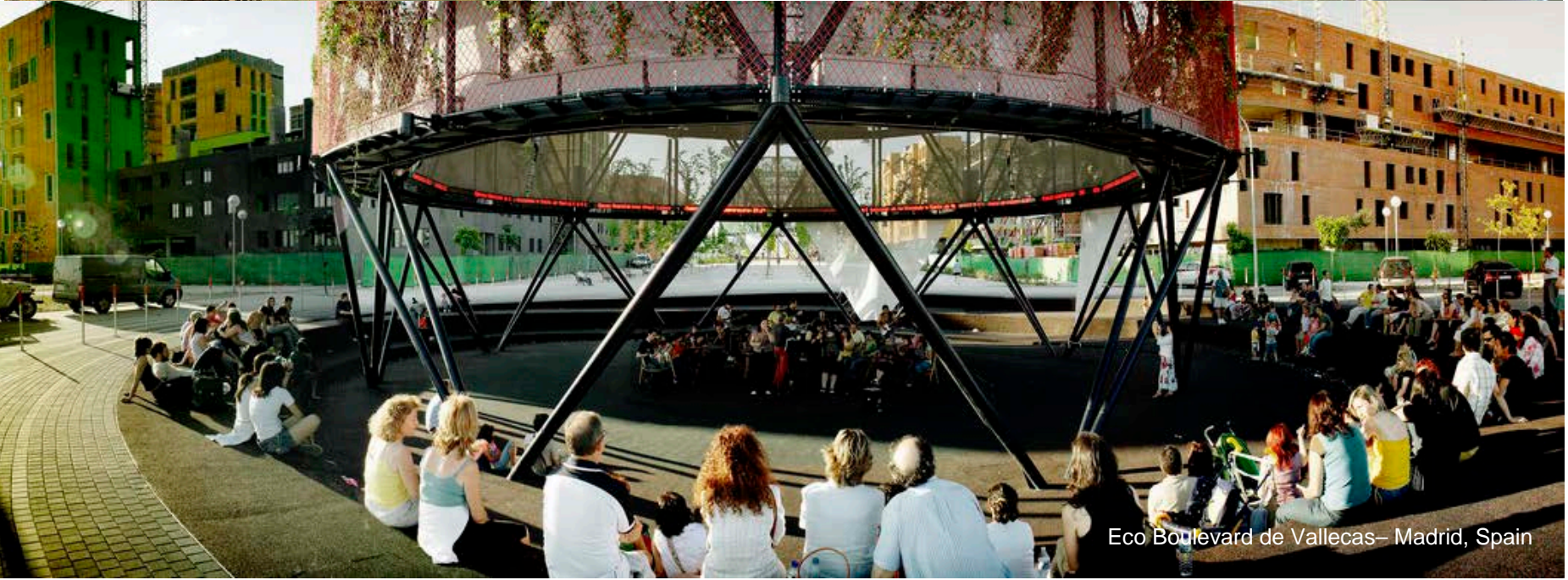
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Eco Boulevard de Vallecas– Madrid, Spain



TOD Density Considerations

Aaron Sussman

Senior Redevelopment Planner

Sacramento Housing

and Redevelopment Authority

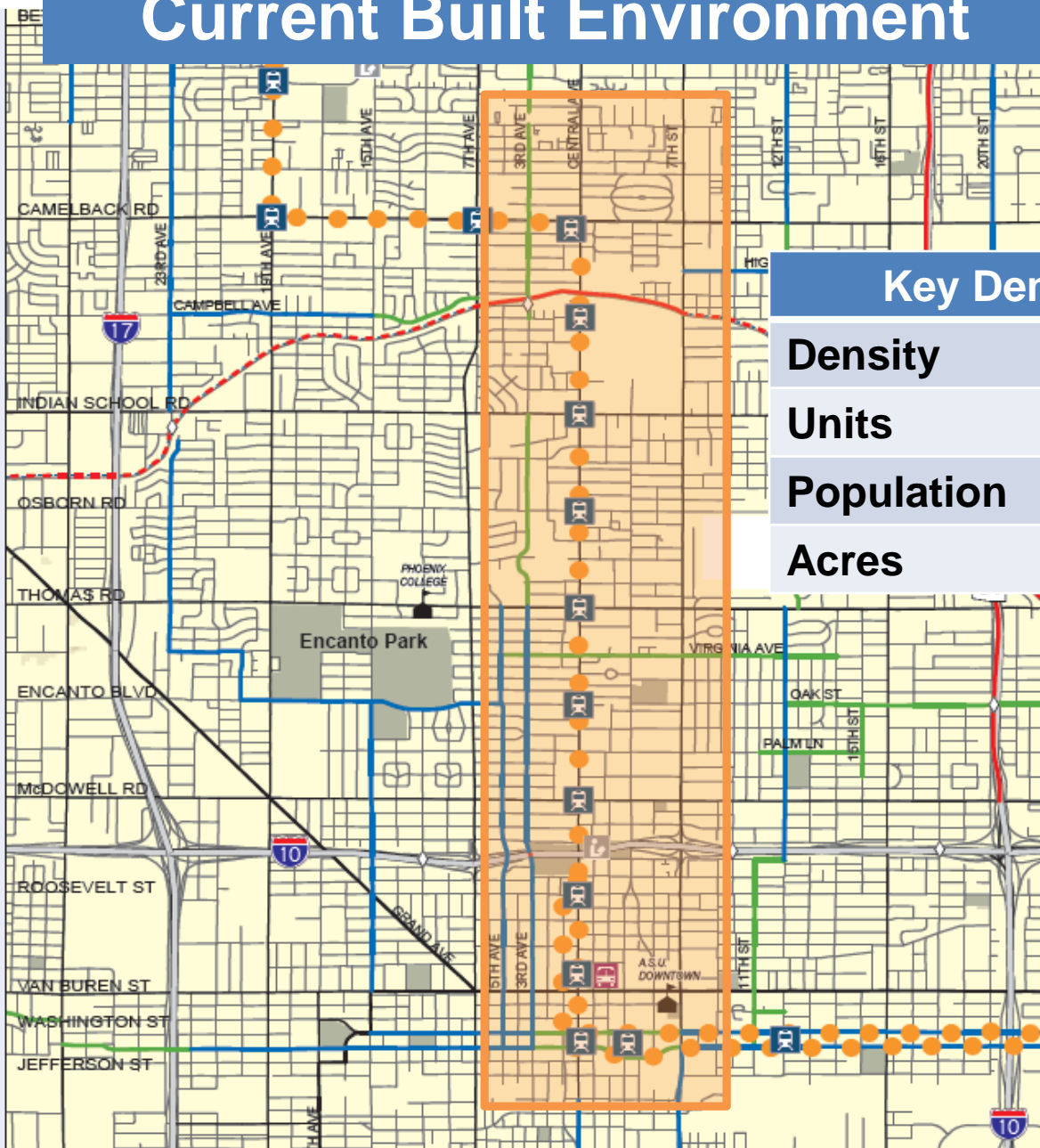
TOD Corridor Questions

- Light rail corridor demands higher level of density to be sustainable
- Current development patterns are auto oriented suburban
- What is an appropriate level of density within the LRT Corridor?
- Is it possible to achieve density with growth patterns in Phoenix?

Corridor Potential for Growth

- Position the corridor for growth
 - Grab the population share
 - 400,000 new Phoenix residents – Where do they live?
 - What percentage of future growth should go on the corridor?

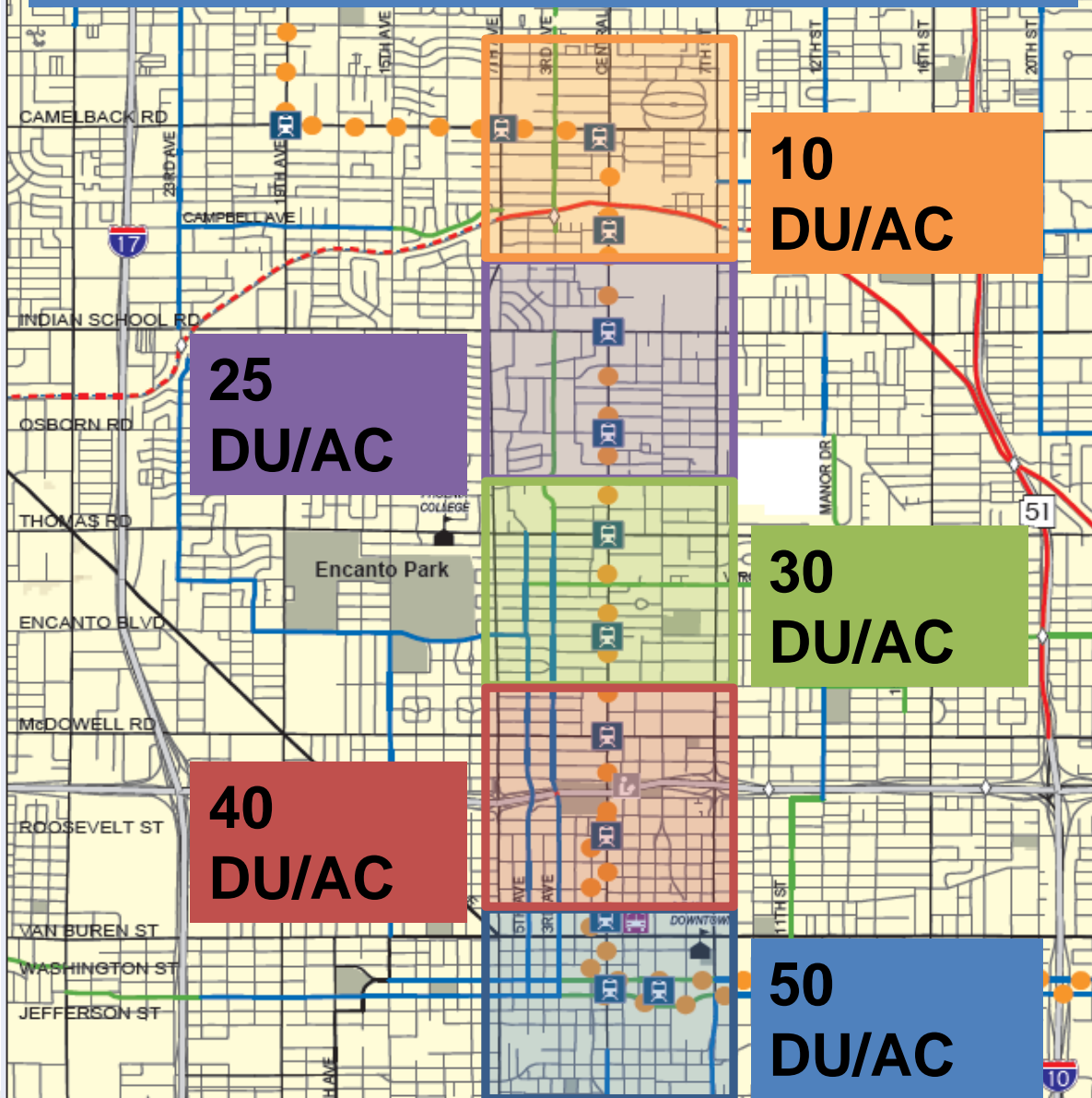
Current Built Environment



Key Demographics

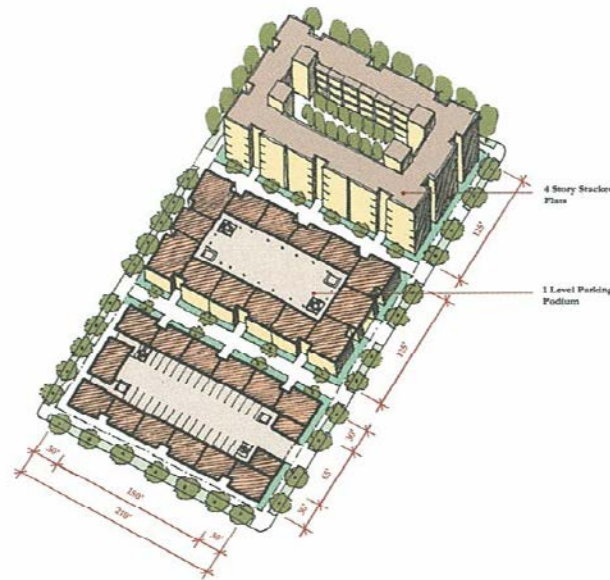
Density	4-5 DU/AC
Units	5,400 Units
Population	10,800
Acres	1,360

TOD Corridor Density Gradient



Van Buren/Central Ave Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Van Buren/Central Ave	50	100	40	192	9,600	19,200



50 DU/AC

This is the threshold where podium or basement parking becomes necessary. Four levels of wood-frame housing in the form of stacked flats, lofts or stacked townhouses can be built above a concrete framed garage.

McDowell/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
McDowell/Central Ave	40	80	30	224	8,900	17,920



40 DU/AC

Stacked tuck-under townhouses reach the upper limits of walk-up units. This type relies on tandem parking in the individual garages and when paired in 50' widths can share the required second staircase exit.

Thomas/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Thomas/Central	30	60	25	240	7,200	14,400

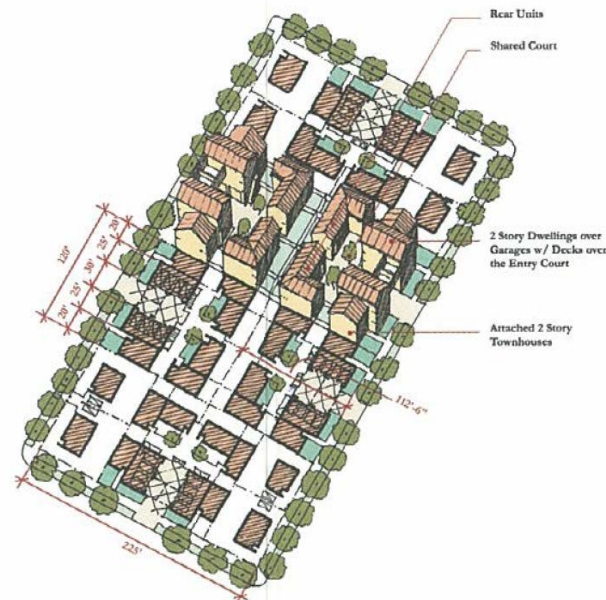


30 DU/AC

The tuck-under townhouse type consists of row-houses, typically 25' wide with alley-accessed individual garages, half-a-level down while pedestrian entrances face the street or garden and are half-a-level up. This arrangement allows the top floor to be regarded as a second floor and thus not require a second exit.

Indian School/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Indian School/Central Ave	25	50	20	256	6,400	12,800

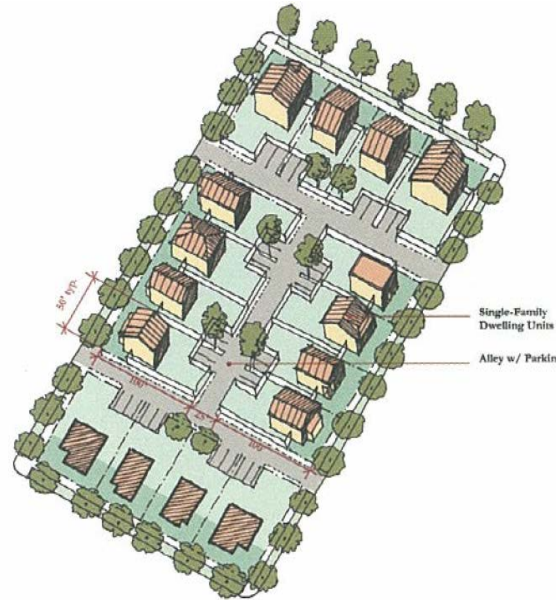


25 DU/AC

Cluster housing (also known as tandem housing) organized around congregate parking courts or garages for 6 or 8 dwellings. Each dwelling has its own private outdoor garden or deck. One curb cut for 6 or 8 units.

Camelback/ Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Camelback/ Central Ave	10	20	15	272	2,720	5,400



10 DU/AC

Single family detached houses with rear lot alley garages or parking spaces. Large rear yards, mid-block alleys for parking and servicing. Minimal curb cuts along the street.

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Camelback/ Central Ave	10	20	15	272	2,720	5,400
Indian School/ Central Ave	25	50	20	256	6,400	12,800
Thomas/ Central	30	60	25	240	7,200	14,400
McDowell/ Central	40	80	30	224	8,900	17,920
Van Buren/ Central Ave	50	100	40	192	9,600	19,200
Totals				1184	33,540	67,080
Net Totals					28,140	56,280

Summary

- Develop a housing goal for the TOD corridor
- Determine the capacity for the corridor
- 1,500 to 2,000 units per year to absorb
- Patience – the market may not experience this absorption rate in the near term
- Over 20 years – 16% of future Phoenix growth in this scenario

Sustainability, Economic Impacts & Project Assessment

Kathleen Rose

President, Rose and Associates Southeast
Davidson, North Carolina

Green = Sustainability – what is it?



Society – Placemaking



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Economic Impacts – 3 terms for context

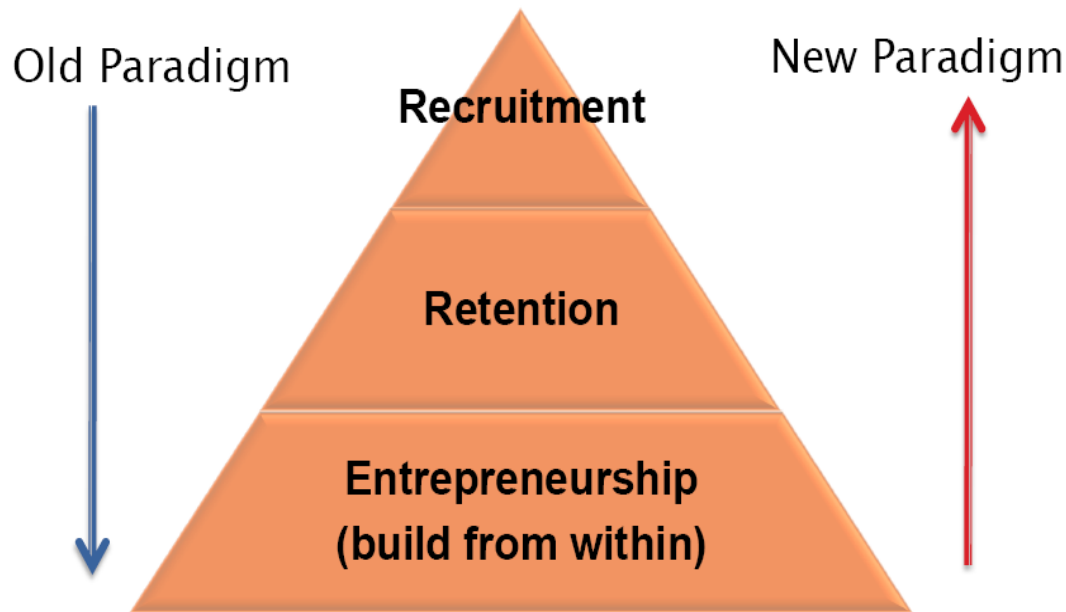
- **Economic Base** is a description of the industries or other income sources that bring money into a region (rather than merely circulating money already present).
 - **Basic industries** are those which depend on income from outside the region, thus bringing money into the region.
 - **Non-basic industries** are those which generally sell to residents or businesses already in the region.
- **Input-Output (IO) Models**
Households, businesses, and governments are intertwined in a complex web of interdependent relationships based on producing, selling, and purchasing goods and services
- **Fiscal impact modeling**
Fiscal impact analysis is an estimation of the impact of a given project (e.g. a new rail line) or direct economic change (e.g. layoffs) on public sector revenues and expenditures

Economy

- Economic Impacts
 - Demonstration of viability of green initiatives
- Market
 - Supply & Demand
 - Housing/Jobs Balance
- Financial Feasibility - Public
 - Infrastructure investment
 - Public & Civic spaces
 - Fiscal issues of revenue/cost relationships
- Financial Feasibility - Private Investment
 - Risk Management
 - Return on Investment/Profitability
 - Life cycle of capital investment and operating costs

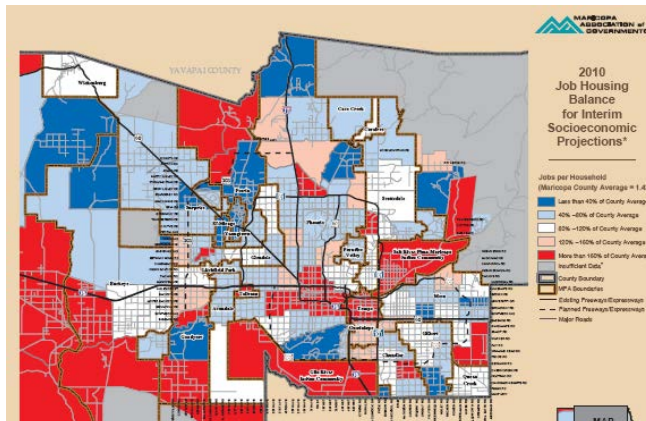
- Capture ~ market share of jobs/housing
- Business Advocacy
- Neighborhoods
- Redevelopment

Paradigm Shift

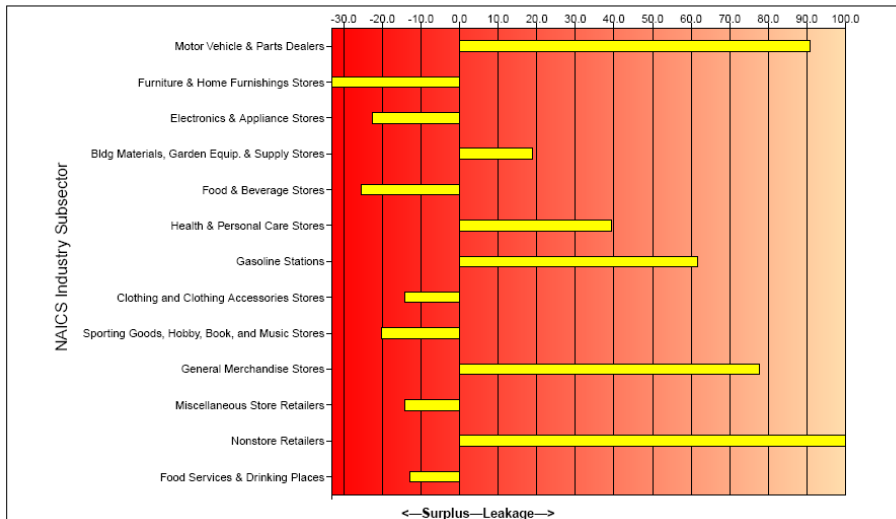


Evaluating the Corridor

- Data review
- Interviews



Leakage/Surplus Factor by Industry Subsector



Market Profile
Prepared by Kathleen Roe, CCIM

City of Phoenix

Site Type: Geography

	2000 Total Population	1,321,045
	2000 Group Quarters	22,468
	2009 Total Population	1,573,736
	2014 Total Population	1,715,981
	2009 - 2014 Annual Rate	1.75%

	2000 Households	465,834
	2000 Average Household Size	2.79
	2009 Households	540,104
	2009 Average Household Size	2.87
	2014 Households	587,121
	2014 Average Household Size	2.89
	2009 - 2014 Annual Rate	1.68%
	2000 Families	307,243
	2000 Average Family Size	3.39
	2009 Families	342,133
	2009 Average Family Size	3.53
	2014 Families	364,788
	2014 Average Family Size	3.58
	2009 - 2014 Annual Rate	1.25%

	2000 Housing Units	495,832
	Owner Occupied Housing Units	57.0%
	Renter Occupied Housing Units	36.9%
	Vacant Housing Units	6.1%
	2009 Housing Units	586,666
	Owner Occupied Housing Units	54.3%
	Renter Occupied Housing Units	37.7%
	Vacant Housing Units	7.9%
	2014 Housing Units	637,034
	Owner Occupied Housing Units	53.9%
	Renter Occupied Housing Units	38.2%
	Vacant Housing Units	7.8%

Median Household Income

2000
2009
2014

Median Home Value

2000
2009
2014

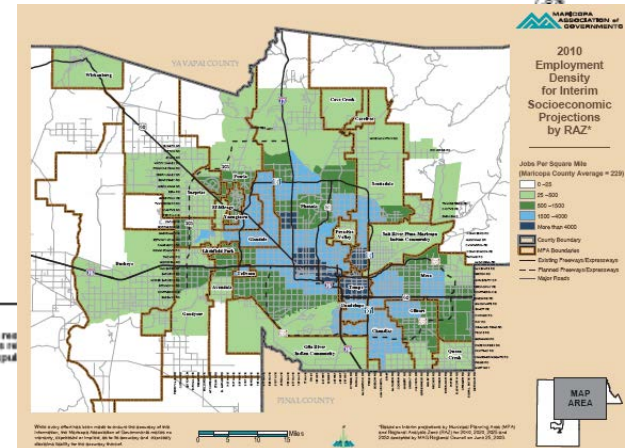
Per Capita Income

2000
2009
2014

Median Age

2000
2009
2014

Data Note: Household population includes persons not in families. The household population of group quarters is excluded. Household population, age, and income are divided by all persons aged 15 years and over divided by total population.



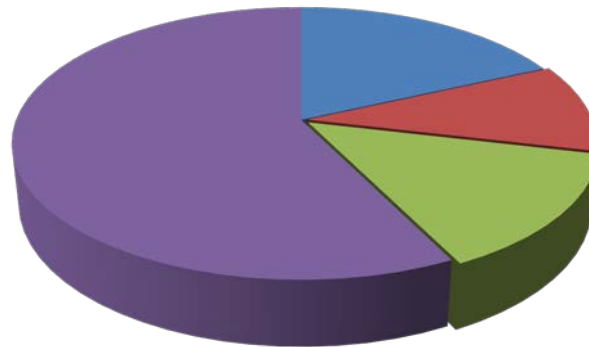
TOD/Green Evaluation Criteria

1. Property Attributes

2. Accessibility

3. Third Party Entities

4. Market Potential (2010-2015)



TOD/Green Evaluation Criteria

1. Property Attributes	Max	Range
Land Area for TOD	10	1-10
Existing or Planned Transit Station	3	1-3
Adjacent large properties	3	1-3
Seed Development	7	0 or 7
Location at BRT / LRT	3	1-3
Subtotal	26	20%

2. Accessibility	Max	Range
Average Traffic Count	3	1-3
Parking Utilization less than 85%	2	0 or 2
<u>Walkscore Rating</u>	10	1-10
Subtotal	15	10%



Walk Score

- Walk Score helps people find walkable places to live. Walk Score calculates the walkability of an address by locating nearby stores, restaurants, schools, parks, etc.
- Walk Score measures how easy it is to live a car-lite lifestyle—not how visually appealing the area is for walking.
- The higher the Walk Score the more conducive the area could be to TOD/Green goals.

A property's Walk Score is a number between 0 and 100. General guidelines:

90–100 = Walkers' Paradise

70–89 = Very Walkable

50–69 = Somewhat Walkable

25–49 = Car-Dependent

0–24 = Car-Dependent (Driving Only)

Walkscore.com

Rose Center Advisory Panel

Phoenix, AZ

February 2010

America's Most Walkable Neighborhoods

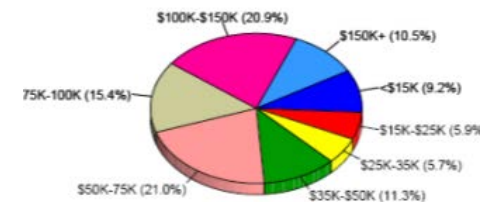
Find the most walkable neighborhoods in the top 40 U.S. cities.

City	Score	Most Walkable Neighborhoods
1 San Francisco	86	Chinatown, Financial District, Downtown
2 New York	83	Tribeca, Little Italy, Soho
3 Boston	79	Back Bay-Beacon Hill, South End, Fenway-Kenmore
4 Chicago	76	Loop, Near North Side, Lincoln Park
5 Philadelphia	74	City Center East, City Center West, Riverfront
6 Seattle	72	Pioneer Square, Downtown, First Hill
7 Washington D.C.	70	Dupont Circle, Logan Circle, Downtown
8 Long Beach	69	Downtown, Belmont Shore, Belmont Heights
9 Los Angeles	67	Mid City West, Downtown, Hollywood
10 Portland	66	Pearl District, Old Town-Chinatown, Downtown
11 Denver	66	Lodo, Golden Triangle, Capitol Hill
12 Baltimore	65	Federal Hill, Fells Point, Inner Harbor
13 Milwaukee	62	Lower East Side, Northpoint, Murray Hill
14 Cleveland	60	Downtown, Ohio City-West Side, Detroit Shoreway
15 Louisville	58	Central Business District, Limerick, Phoenix Hill
16 San Diego	56	Core, Cortez Hill, Gaslamp Quarter
17 San Jose	55	Buena Vista, Burbank, Rose Garden
18 Las Vegas	55	Meadows Village, Downtown, Rancho Charleston
19 Fresno	54	Central, Fresno-High, Hoover
20 Sacramento	54	Richmond Grove, Downtown, Midtown
21 Albuquerque	53	Downtown, Broadway Central, Reynolds
22 Atlanta	52	Five Points, Poncey-Highland, Sweet Auburn
23 Detroit	52	Downtown, New Center, Midtown
24 Dallas	51	West End Historic District, Oak Lawn, m Streets
25 Tucson	51	Iron Horse, El Presidio, Ocotillo Oracle
26 Houston	51	Downtown, Montrose, River Oaks
27 Columbus	50	Weinland Park, Victorican Village, Downtown
28 Phoenix	50	Encanto, Central City, Camelback East
29 Austin	49	Downtown, University Of Texas, West University
30 Mesa	48	Southwest, West Central, Central
31 El Paso	45	Golden Hills, Houston Park, Manhattan Heights

TOD/Green Evaluation Criteria

3. Third Party Entities	Max	Range
Member City/Developer Interest	10	0 or 10
Targeted Redevelopment Area (TIF)	5	0 or 5
Station Area Plan Completed	5	0 or 5
Subtotal	20	10%

4. Market Potential (2009-2014) Evaluated at .5, 1 and 3 mile radius	Max	Range
Population Average	21	1-21
Area Median Household Income	21	1-21
Population Growth Rate	10	1-10
Median Income Growth Rate	10	1-10
Tapestry Segment	20	1-20
Subtotal	82	60%
Total Score (1-4)	143	100%



Rankings

Site Evaluations		Site 1 Station 3 7th St	Site 2 Station 7 Park Central	Site 3 Station 15 Small site	Site 4 St. Luke's Hospital
Property Attributes					
Land Area for TOD Potential	1-10	10	5	2	4
Existing or Planned Transit Station	1-3	3	3	3	1
Adjacent large properties	1-3	2	3	1	2
Seed Development	0 or 7	0	7	0	0
Location at BRT / LRT	1-3	3	3	3	1
Subtotal		18	21	9	8
Accessibility					
Average Traffic Count	1-3	3	3	1	1
Parking Utilization less than 85%	0 or 2	2	0	2	0
Walkscore Rating	1-10	7	10	4	2
Subtotal		12	13	7	3
Third Party Interests					
Member City/Developer Interest	0 or 10	10	10	10	10
Targeted Area (TOD Overlay)	0 or 5	5	5	5	0
Station Area Plan Completed	0 or 5	0	0	0	0
Subtotal		15	15	15	10
Market Potential					
Population Density	1-21	12	10	8	5
Area Median Household Income	1-21	15	20	10	10
Population Growth Rate	1-10	7	7	5	5
Median Income Growth Rate	1-10	7	7	3	3
Tapestry Segment	1-20	16	18	10	10
Subtotal		57	62	36	33
Total Score		102	111	67	54
Max Rank		143	143	143	143
Rank		2	1	3	4



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Station #3 – 7th & Camelback



Address: 7th Ave. and Camelback Rd, Phoenix, AZ United States

Walk Score: 69 out of 100 – Somewhat Walkable Worst Best

Something missing? [Expand all](#) [Share your score](#) [Go to street view](#)

Transit
No transit data. [Why?](#)

Grocery Stores
Fry's Food Stores 0.1 mi

Restaurants
Kyoto Bowl 0.01 mi

Coffee Shops
Starbucks Coffee 0.49 mi

Bars
Charlie's Phoenix 0.07 mi

Movie Theaters
Harkins Christown 1 1.06 mi

Schools
Florence Crittenton 0.1 mi

Parks
Colter Park 0.27 mi

Libraries
Phoenix Yucca Branch 0.9 mi

Bookstores
Book Gallery 0.36 mi

Fitness
Bikram's Yoga College of the West 0.51 mi

Drug Stores
Fry's Food Store 0.1 mi

Hardware Stores
[Back to the Future: Walkable Urbanism](#)

Compare Your Walk Score
Phoenix top 10%: 82
Your score: 69
Phoenix average: 55

18% of Phoenix residents have a higher Walk Score.

[Improve America's Walk Score](#)

[Get away to California](#)
Official Travel and Tourism site. Download a free brochure now. [VisitCalifornia.com/L](#)

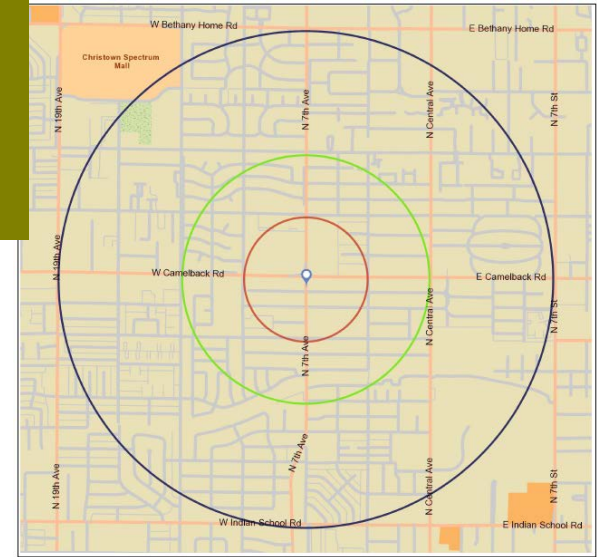
Ads by Google




- 15.5 acres
- C-2 TOD-1

Station #3 – 7th & Camelback

0.5 miles ~ 10 minute walk



	Radius: 0.25 Miles	Radius: 0.5 Miles	Radius: 1 Miles	
 2000 Total Population	2,460	5,838	21,299	
2000 Group Quarters	11	15	134	
2009 Total Population	2,550	6,110	23,006	
2014 Total Population	2,650	6,372	24,482	
2009 - 2014 Annual Rate	0.77%	0.84%	1.25%	
Summary Demographics				
2009 Population	6,110			
2009 Households	2,868			
2009 Median Disposable Income	\$34,859			
2009 Per Capita Income	\$24,774			
Industry Summary				
	Demand (Retail Potential)	Supply (Retail Sales)	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$57,545,719	\$44,629,690	\$12,916,029 12.6	69
Total Retail Trade (NAICS 44-45)	\$48,492,255	\$32,902,460	\$15,589,795 19.2	48
Total Food & Drink (NAICS 722)	\$9,053,464	\$11,727,230	-\$2,673,766 -12.9	21

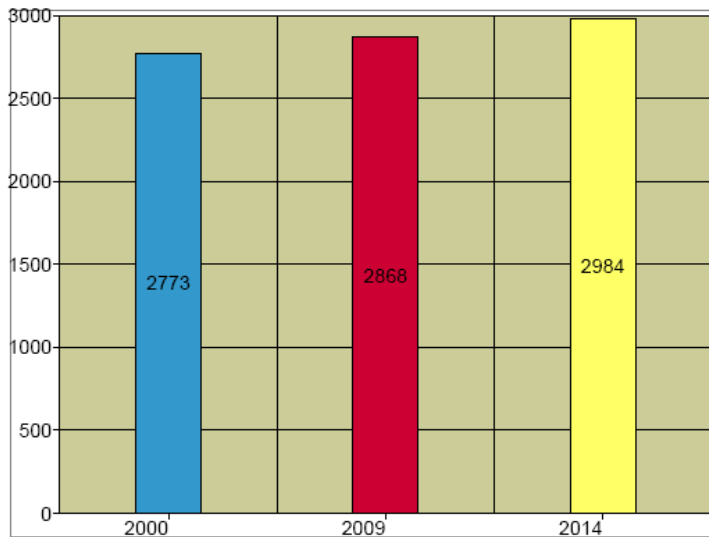
Station #3 – 7th & Camelback

LRT Station, Camelback
N 7th Ave & W Camelback
Rd, Phoenix, AZ, 85013

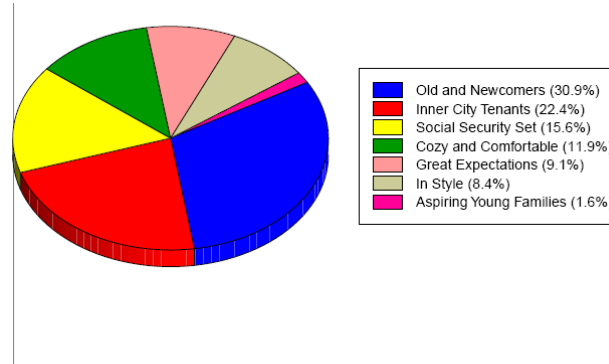
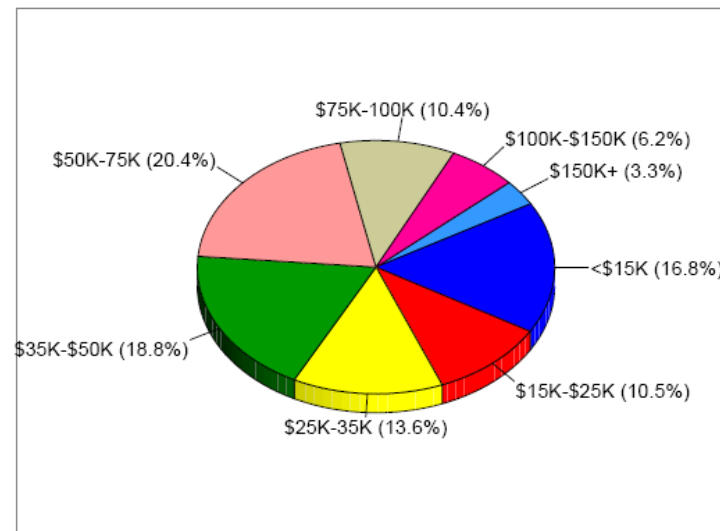
Latitude: 33.509173
Longitude: -112.082475
Radius: 0.5 Miles

Site Type: Ring

Households

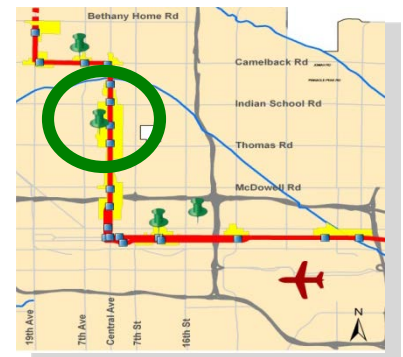


2009 Households by Income



Percent of Households by Tapestry Segment

Station #7 - Park Central



Address: W Thomas and N. Central, Phoenix, AZ United States

Walk Score: 88 out of 100 – Very Walkable Worst Best

Something missing? [Expand all](#) [Share your score](#) [Go to street view](#)

Transit
No transit data. [Why?](#)

Grocery Stores
Circle K 0.27 mi

Restaurants
Domino's Pizza 0.03 mi

Coffee Shops
Pops Snacks & Gifts 0.1 mi

Bars
Kobalt 0.27 mi

Movie Theaters
Harkins Theatre Mov 0.43 mi

Schools
Phoenix Beauty Scho 0.19 mi

Parks
National Park Servi 0.63 mi

Libraries
U-Haul Co 0.12 mi

Bookstores
Junior League of Ph 0.35 mi

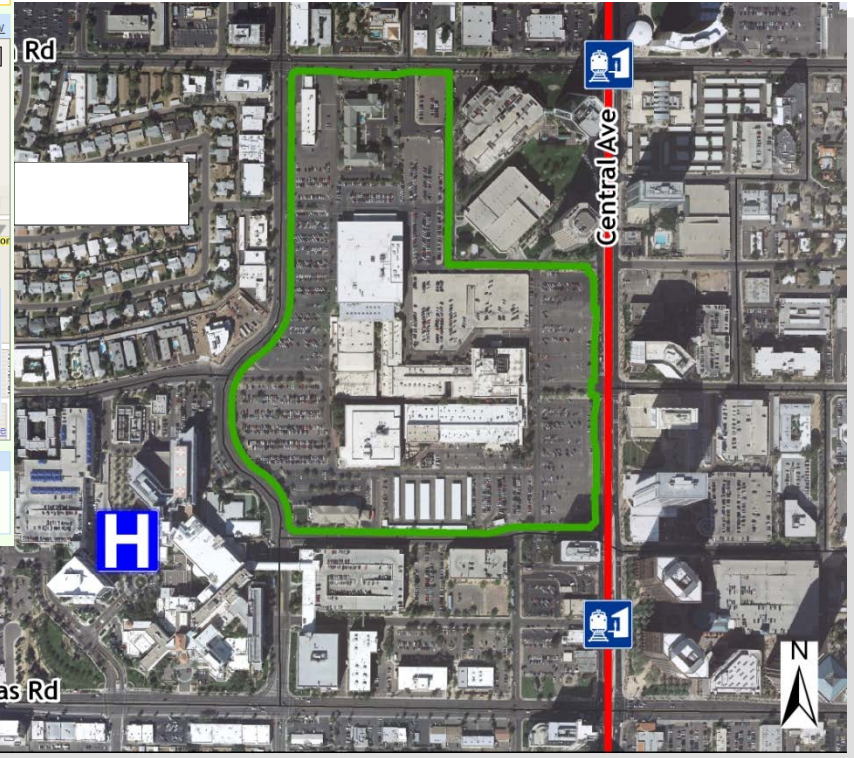
Fitness
Lifestart-Phoenix P 0.01 mi

Drug Stores

Compare Your Walk Score

Phoenix top 10%:		82
Your score:		88
Phoenix average:		55

1% of Phoenix residents have a higher Walk Score.



❑ 41 acres

❑ C-2 HR HGT/WVR TOD-1

Station #7 - Park Central

0.5 miles ~ 10 minute walk



Radius: 0.25 Miles

Radius: 0.5 Miles

Radius: 1 Miles



2000 Total Population	296	2,323	12,652
2000 Group Quarters	0	6	85
2009 Total Population	330	2,794	13,739
2014 Total Population	371	3,077	14,608
2009 - 2014 Annual Rate	2.37%	1.95%	1.23%

Summary Demographics

2009 Population	2,794
2009 Households	1,434
2009 Median Disposable Income	\$44,177
2009 Per Capita Income	\$37,202

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$38,791,667	\$56,474,481	\$-17,682,814	-18.6	100
Total Retail Trade (NAICS 44-45)	\$32,701,103	\$25,799,200	\$6,901,903	11.8	52
Total Food & Drink (NAICS 722)	\$6,090,564	\$30,675,281	\$-24,584,717	-66.9	48

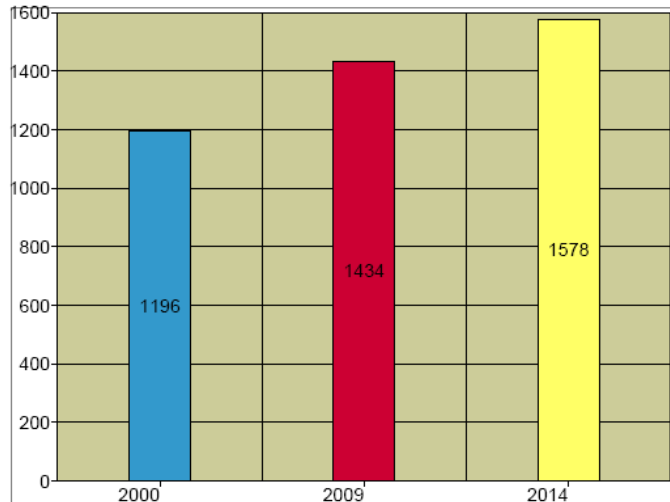
Station #7 - Park Central

Park Place at St. Joesph
N Central Ave & W
Thomas Rd, Phoenix, AZ, 8500...

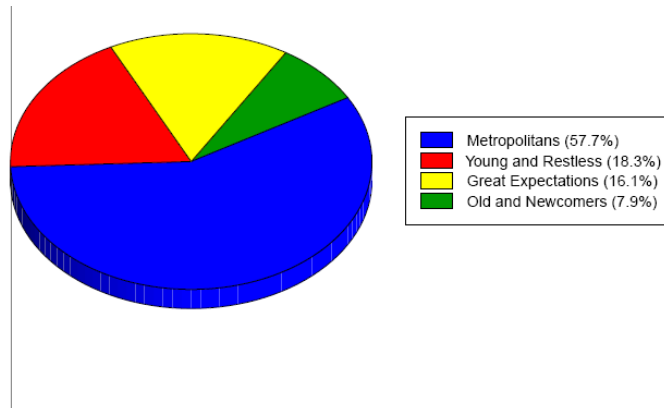
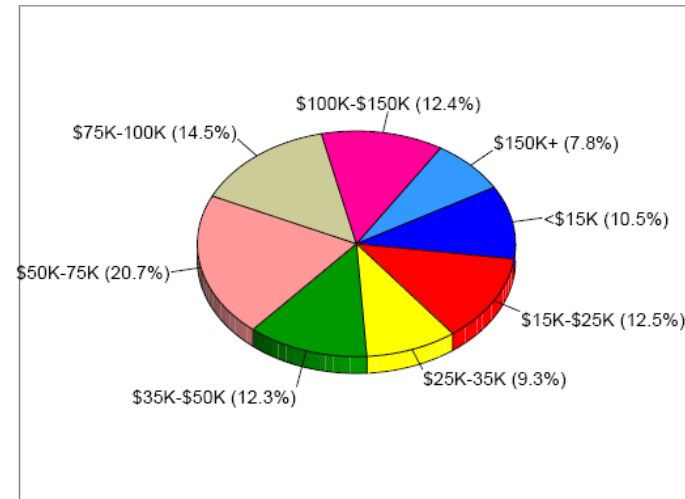
Latitude: 33.48026
Longitude: -112.073644
Radius: 0.5 Miles

Site Type: Ring

Households



2009 Households by Income



Percent of Households by Tapestry Segment

Sustainable Design Approach

Mark Shapiro
Principal, Mithun
Seattle

Environmental

- Resource Conservation ~ energy, water, materials = reduced carbon footprint
- MicroClimate ~ urban heat island, light pollution
- Clean Air & Water
- Recycle, Reuse, Renew ~ re-adaptive use
- Healthy Active Lifestyle ~ pedestrian friendly, multimodal, locavore (food)
- Habitat Preservation ~ open spaces, native species, placemaking

The Top Ten

- 1 Create a Positive Pedestrian Experience
- 2 Create a Heart
- 3 Diversity of People, Uses & Form
- 4 Appropriate Density
- 5 Think Ped Shed
- 6 Catalyze with Public Investment
- 7 Mind the Economic Gap
- 8 Get the Parking right
- 9 Integrate Neighborhood Resource Systems
- 10 Celebrate Stakeholder Ownership in the Design





Create a Positive Pedestrian Experience



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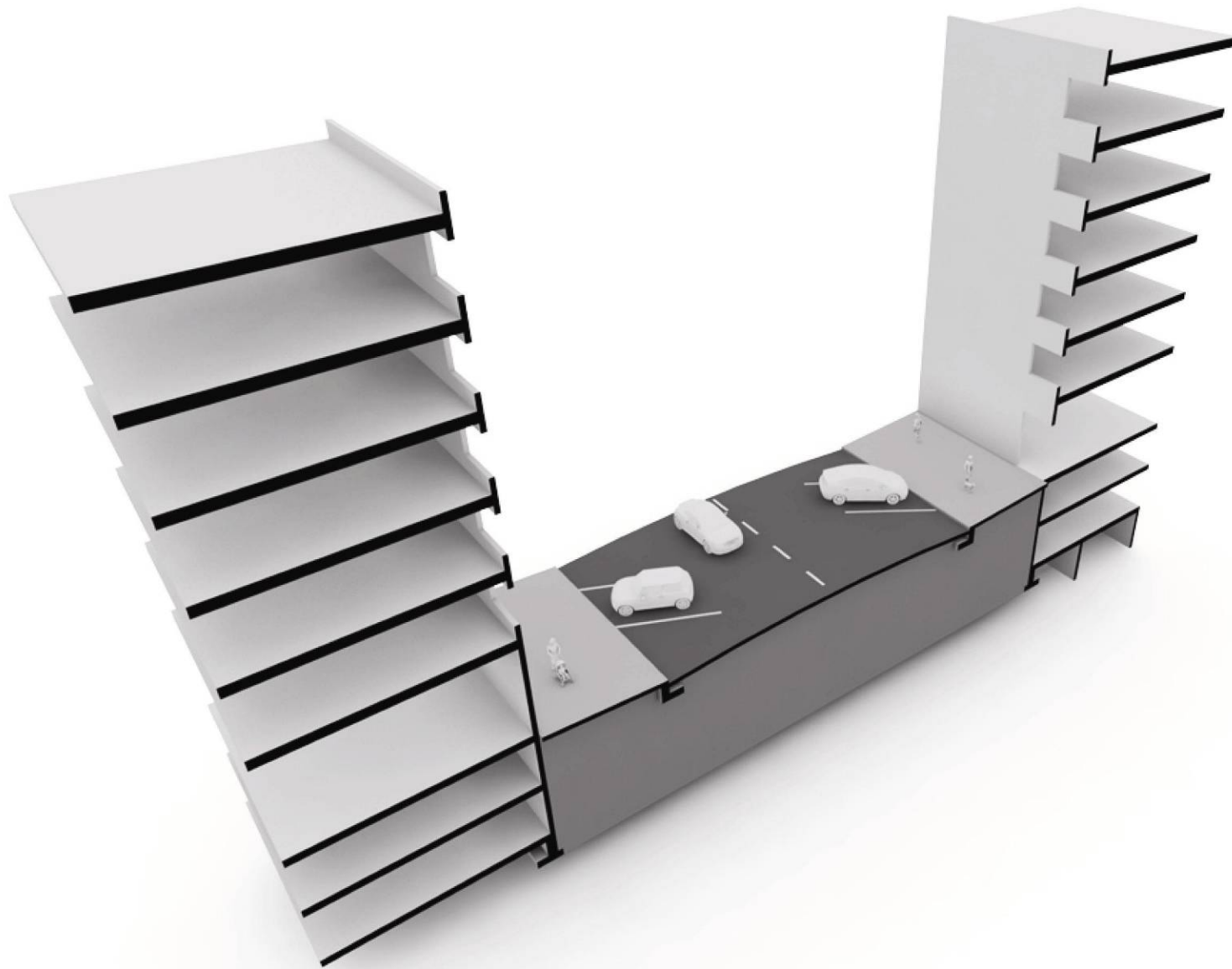
Rose Center Advisory Panel
Phoenix, AZ
February 2010

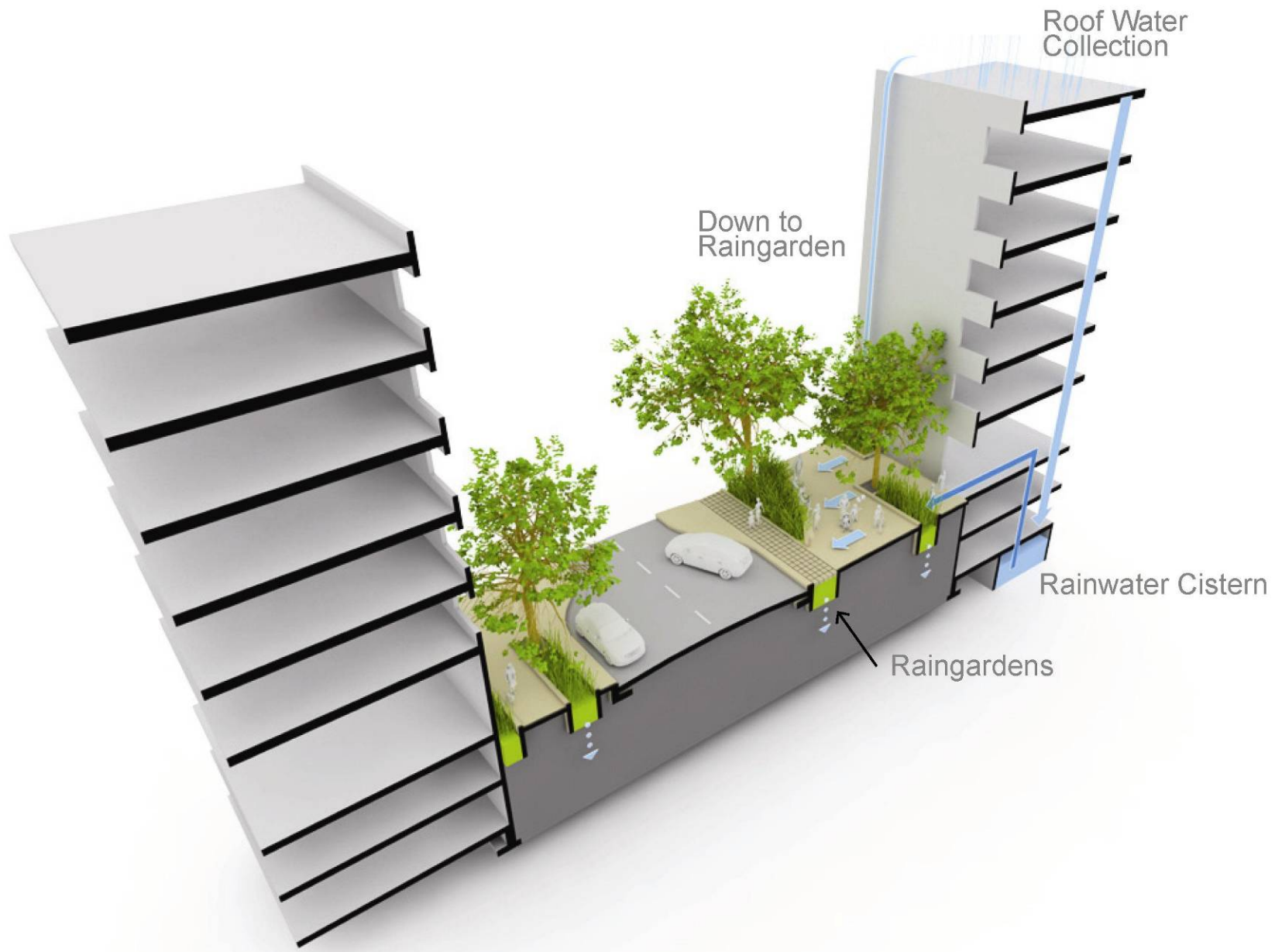


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February 2010





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Destinations Close By
Community Spaces



Destinations Close By
Community Shopping & Services



Create a Heart

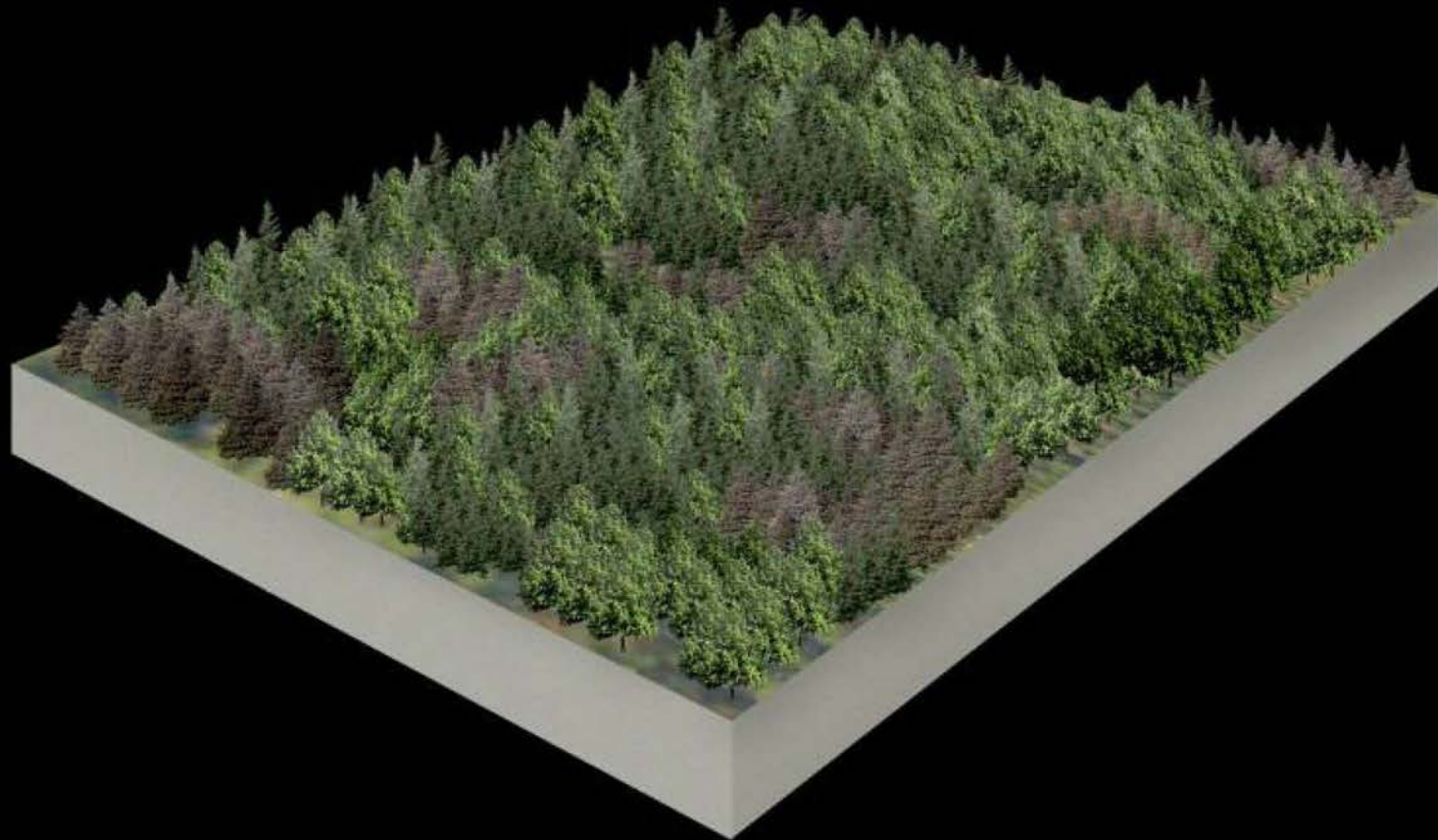
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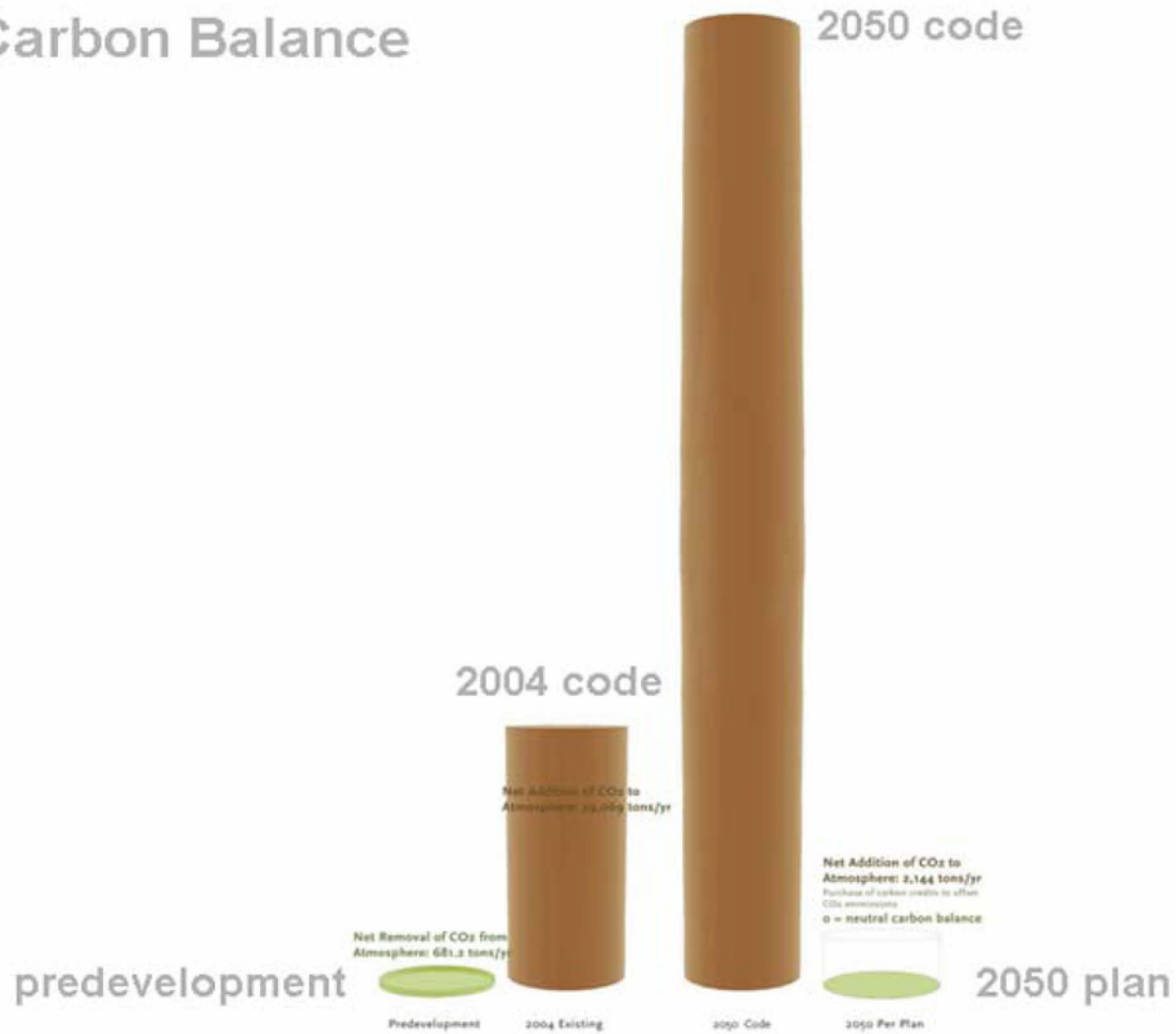


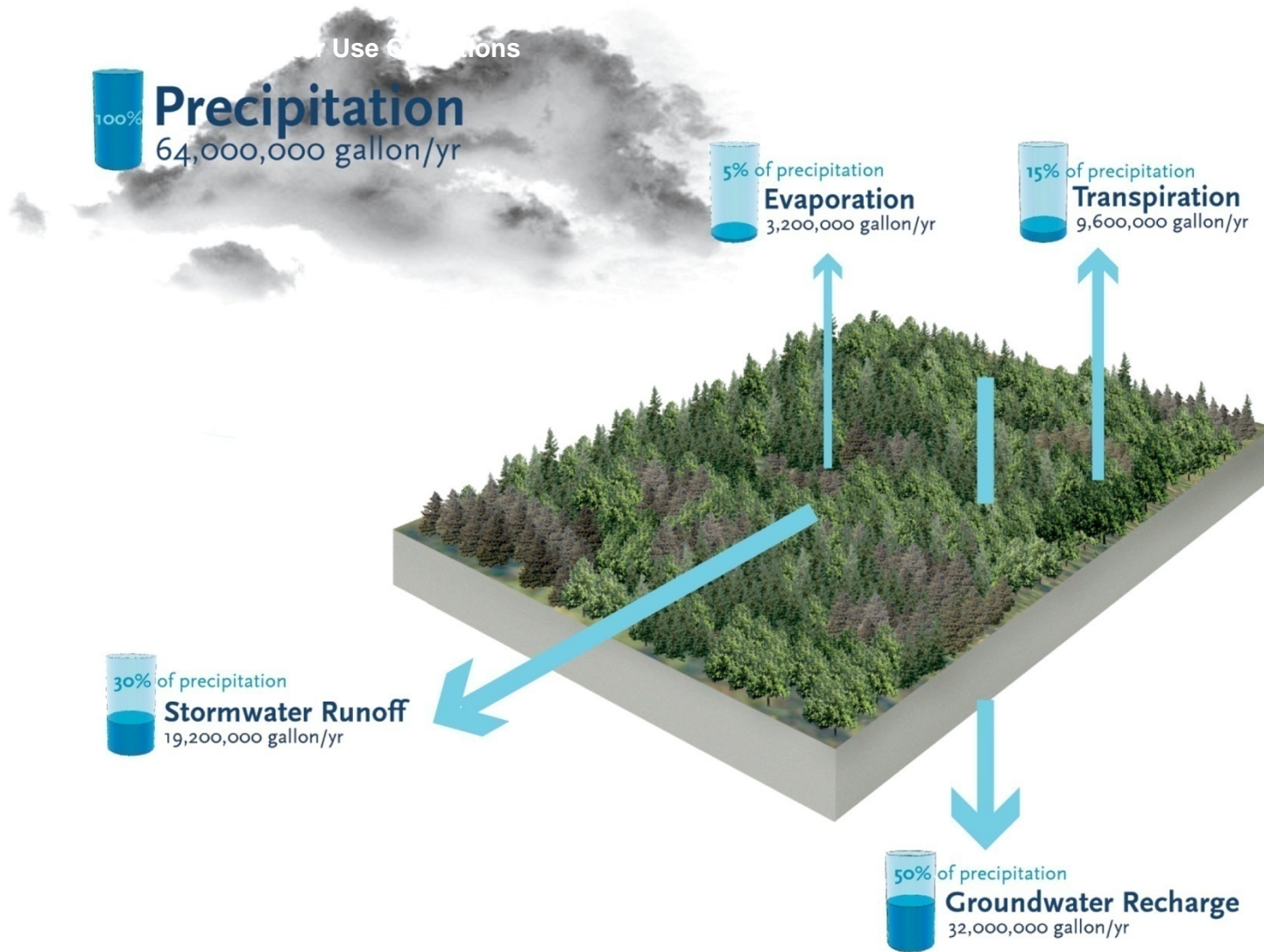
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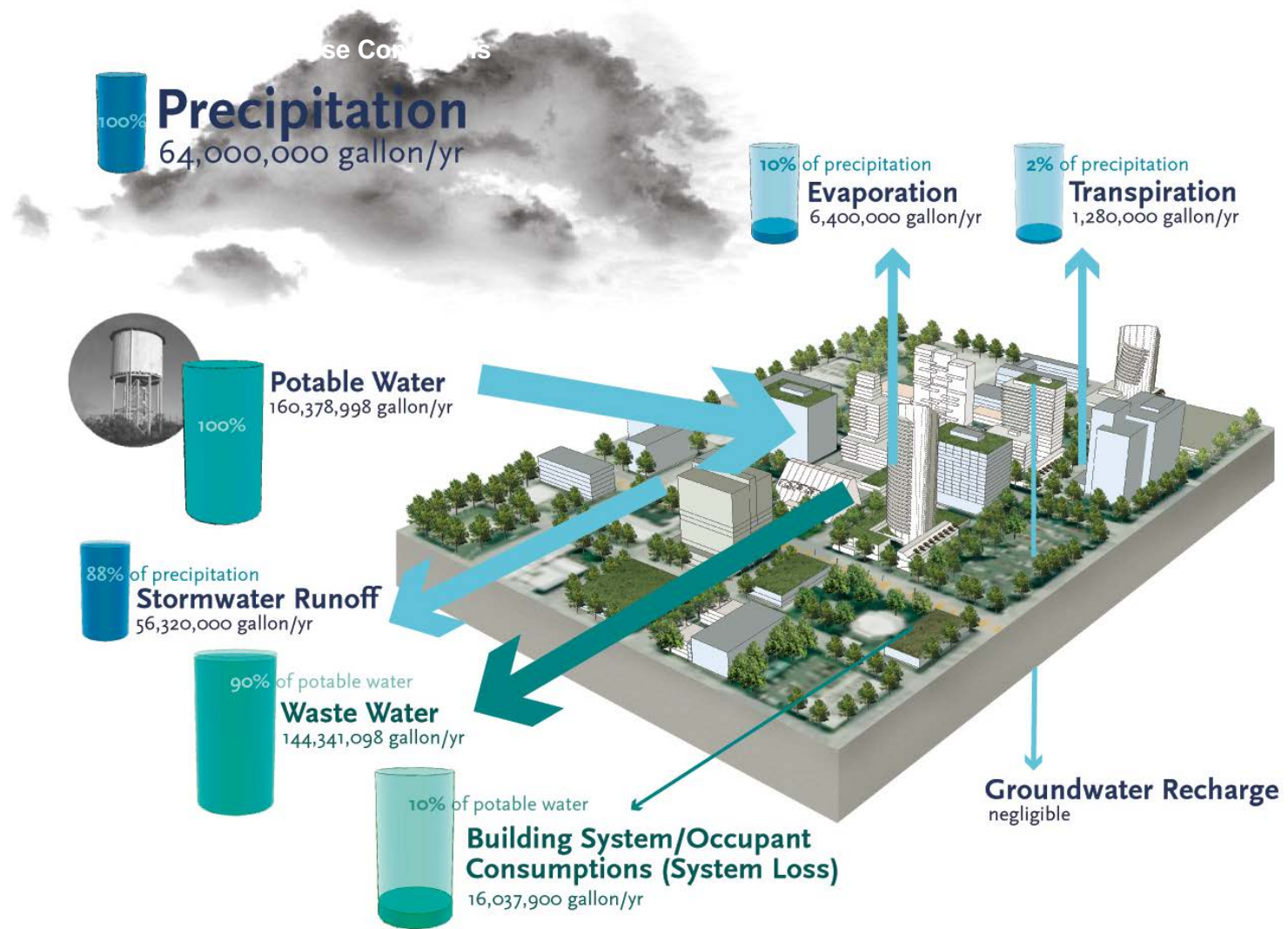
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Carbon Balance







2050 Per Plan Water Use Conditions

100% **Precipitation**
64,000,000 gallon/yr

10% of precipitation
Evaporation
6,400,000 gallon/yr

10% of precipitation
Transpiration
6,400,000 gallon/yr

Water metrics summary
©Mithun / KPFF

Potable Water
57,736,439 gallon/yr

45% of precipitation
Stormwater Runoff
28,800,000 gallon/yr

90% of potable water
Waste Water
51,962,795 gallon/yr

10% of potable water
**Building System/Occupant
Consumptions (System Loss)**
5,773,644 gallon/yr

35% of precipitation
Groundwater Recharge
22,400,000 gallon/yr

Note: This concept plan is not intended to represent specific planned or required development proposals



2050 Per Plan Water Use Conditions

100% **Precipitation**
64,000,000 gallon/yr

10% of precipitation
Evaporation
6,400,000 gallon/yr

10% of precipitation
Transpiration
6,400,000 gallon/yr

Water metrics summary
©Mithun / KPFF

102,000,000 Gallon Reduction

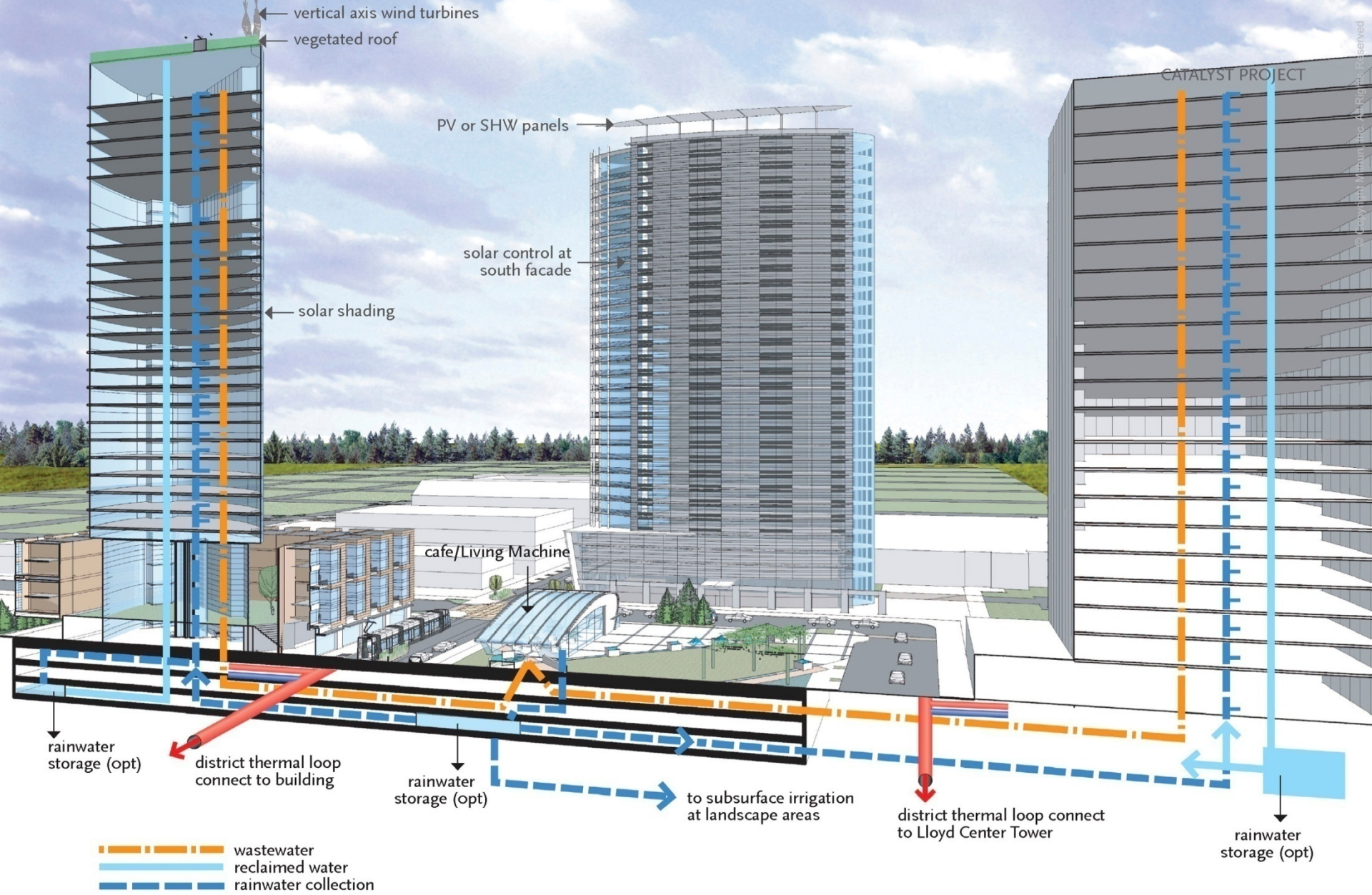
45% of precipitation
Stormwater Runoff
37,000,000 Gallon Reduction

90% of potable water
Waste Water
92,000,000 Gallon Reduction

10% of potable water
**Building System/Occupant
Consumptions (System Loss)**
5,773,644 gallon/yr

35% of precipitation
Groundwater Recharge
22,000,000 Gallon Addition

Note: This concept plan is not intended to represent specific planned or required development proposals

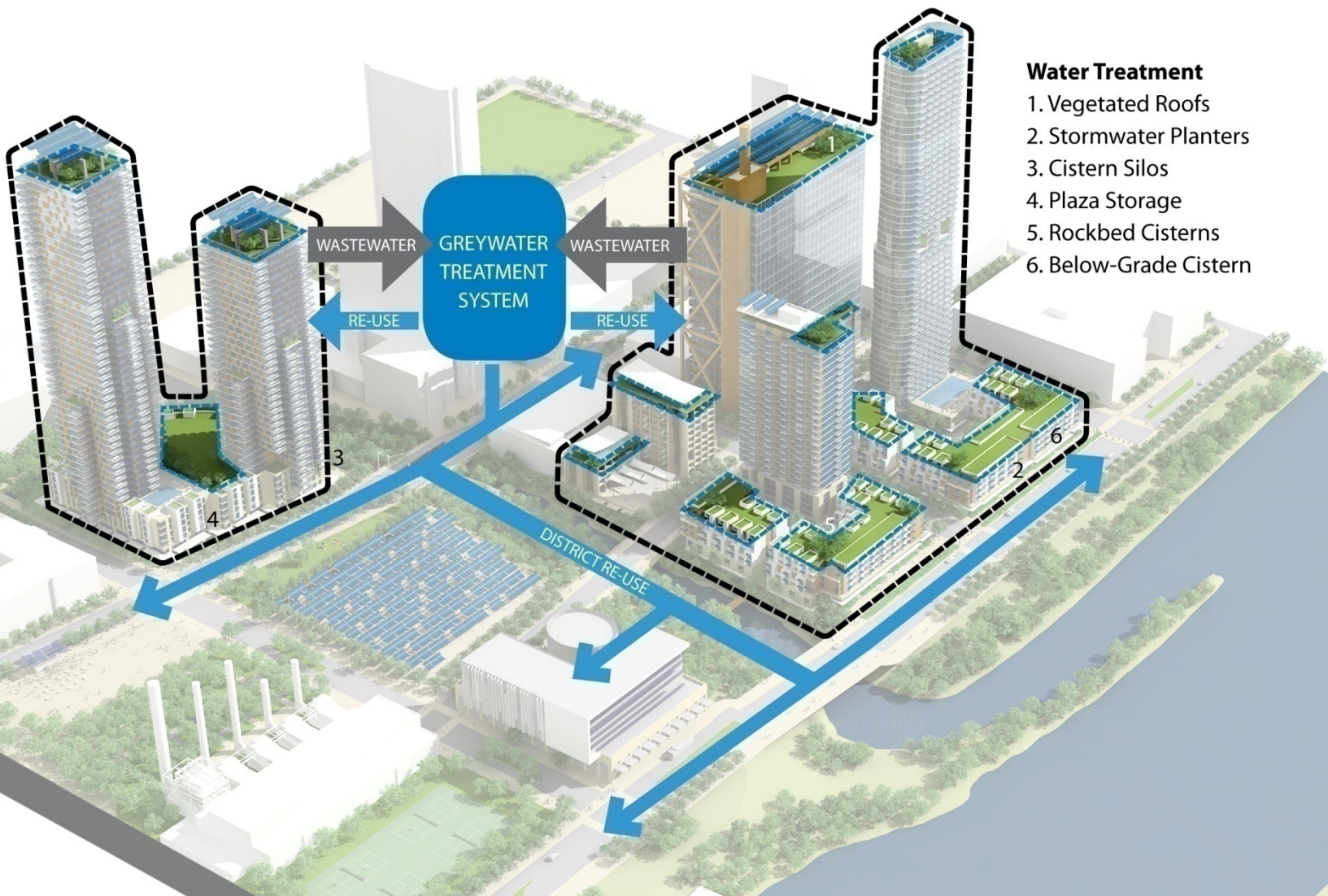




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Water Treatment

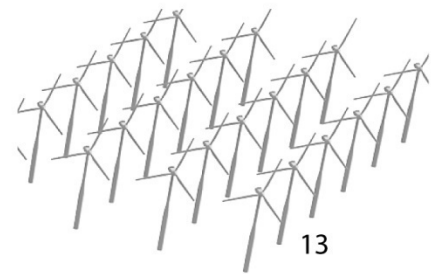
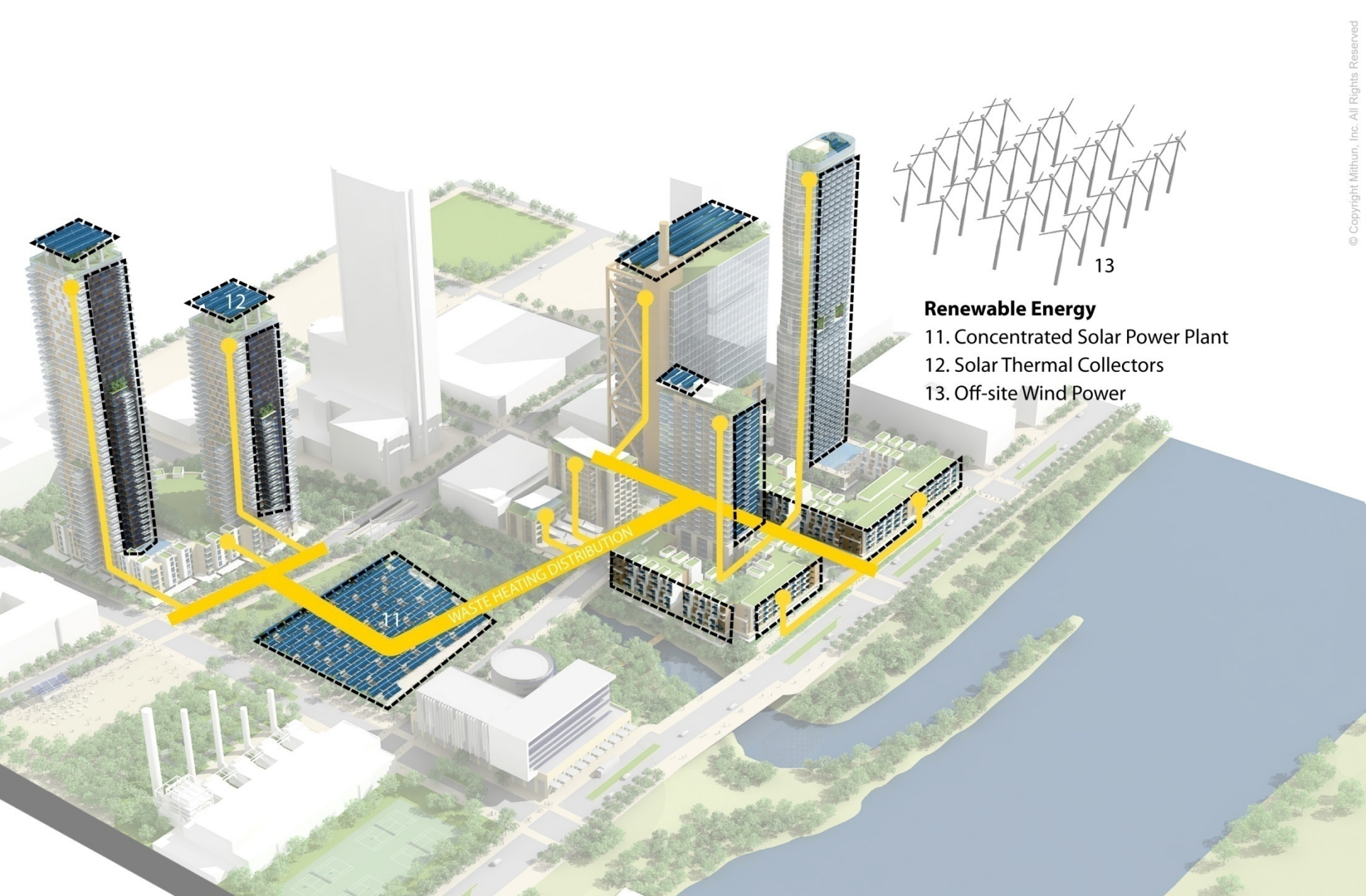
- 1. Vegetated Roofs
- 2. Stormwater Planters
- 3. Cistern Silos
- 4. Plaza Storage
- 5. Rockbed Cisterns
- 6. Below-Grade Cistern



Passive Building Design

- 7. Solar screens on South and West Facades
- 8. PV Panels on Canopies
- 9. Double Skin Membrane
- 10. Shaded Balconies





Renewable Energy

- 11. Concentrated Solar Power Plant
- 12. Solar Thermal Collectors
- 13. Off-site Wind Power

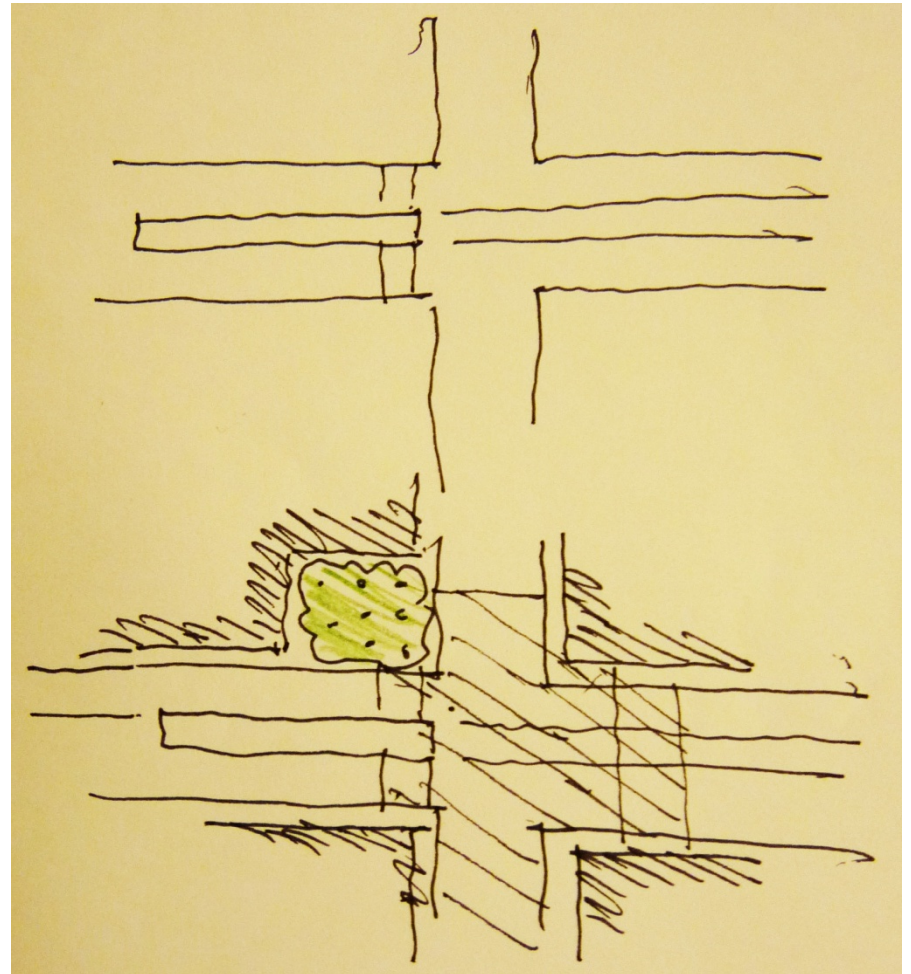
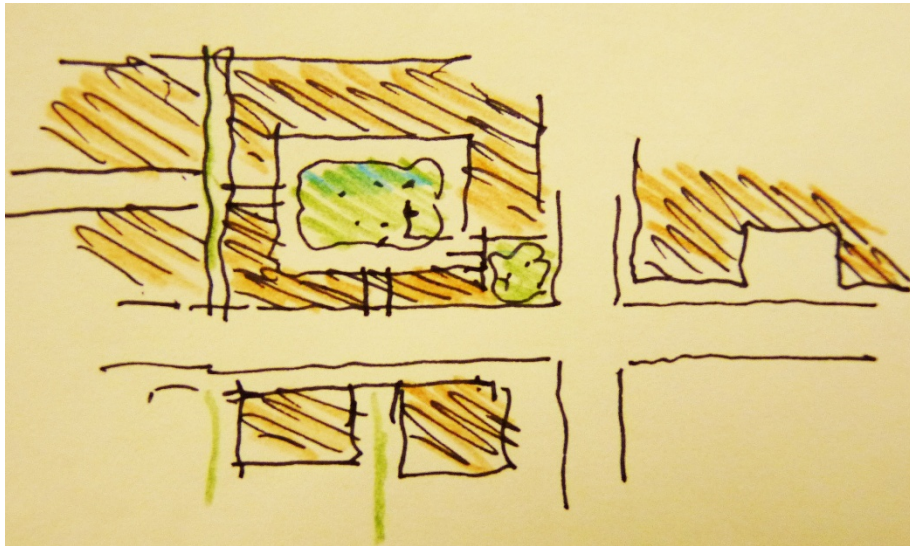


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Create a Place

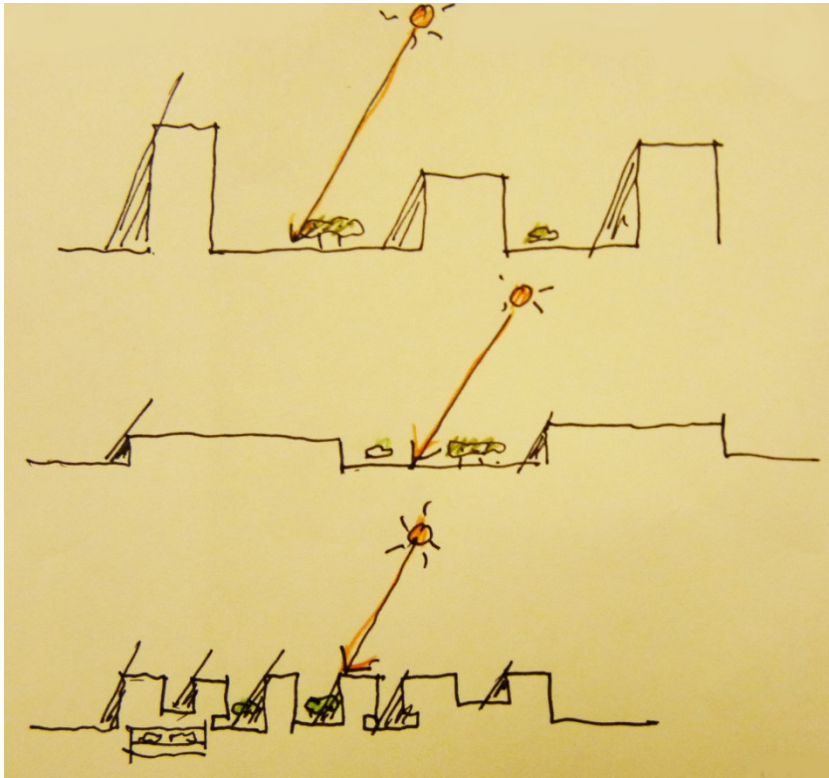


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Passive Design

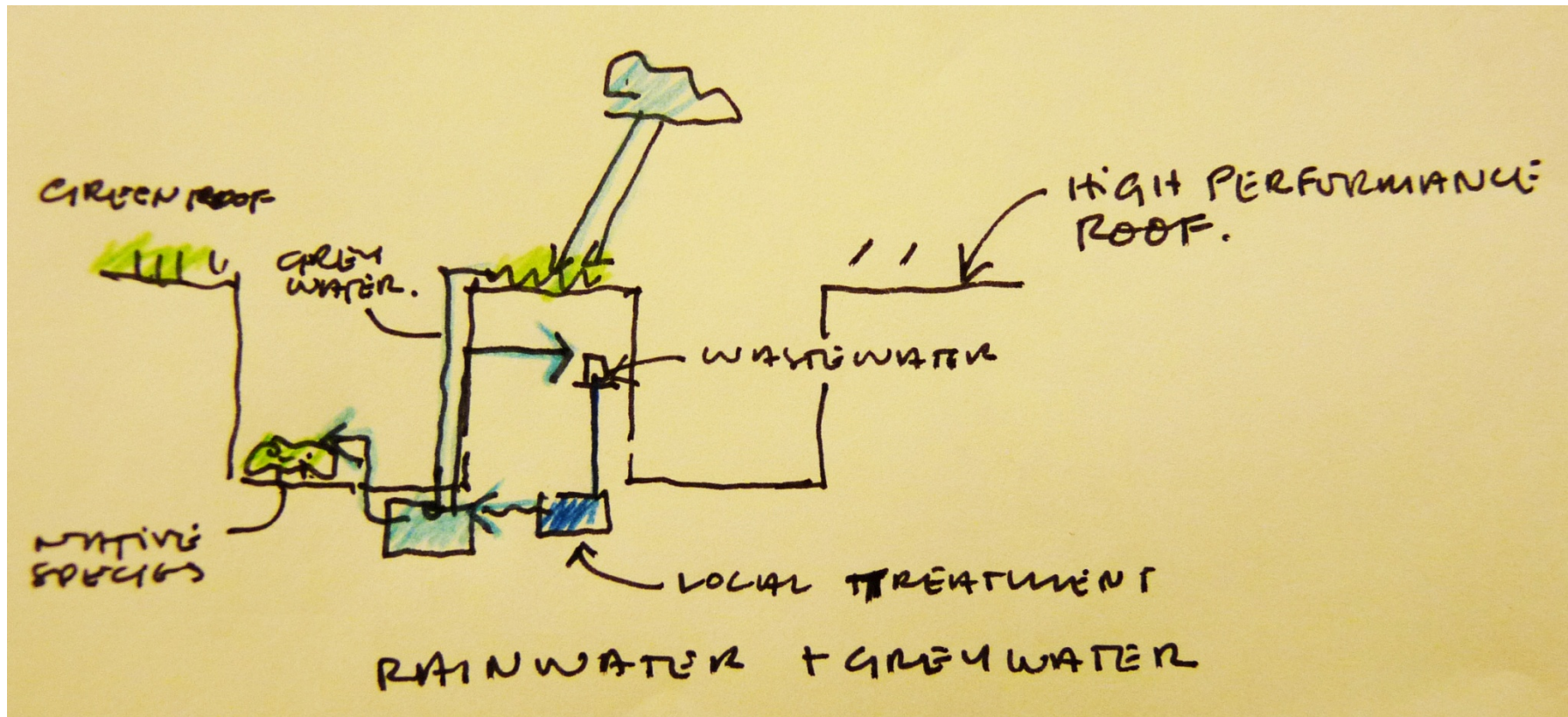


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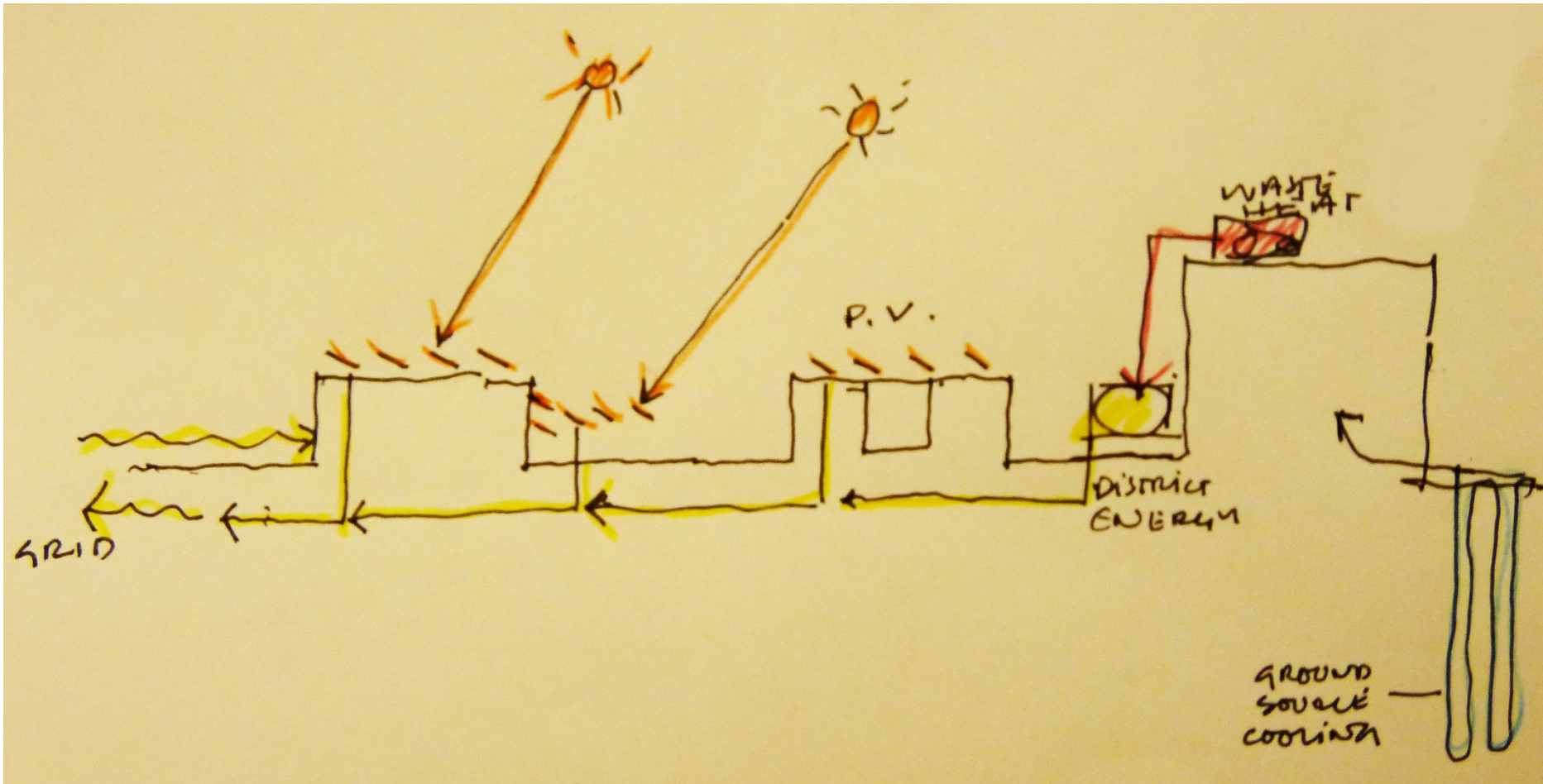
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Water Resources



Energy





Colter Park

Quarter-mile
radius

Multi Family

Valley Lutheran
High School
& Mt. Cavalry
Lutheran Church

Multi
Family

Metro Light
Rail Station

Osborn
Middle
School

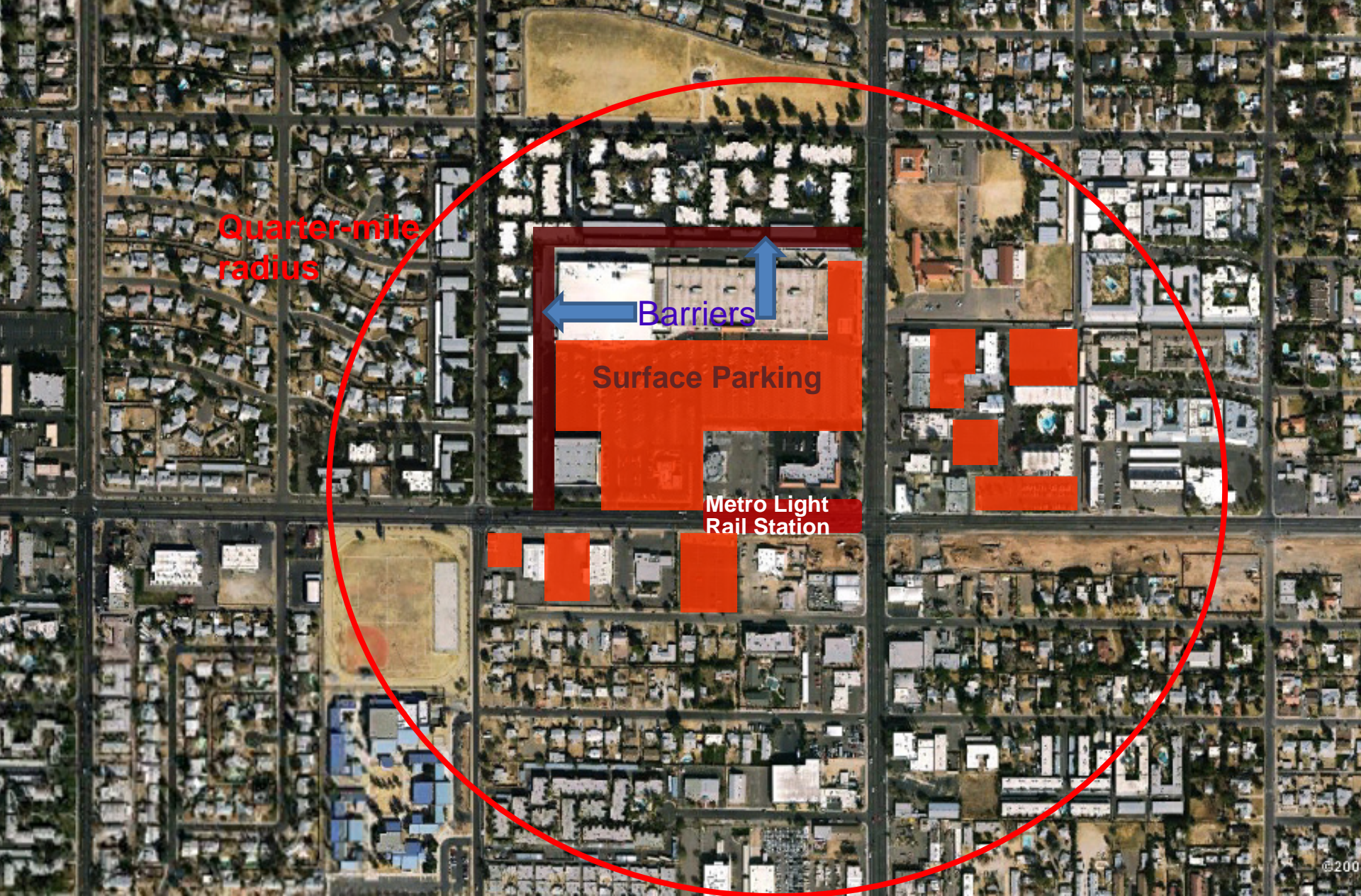
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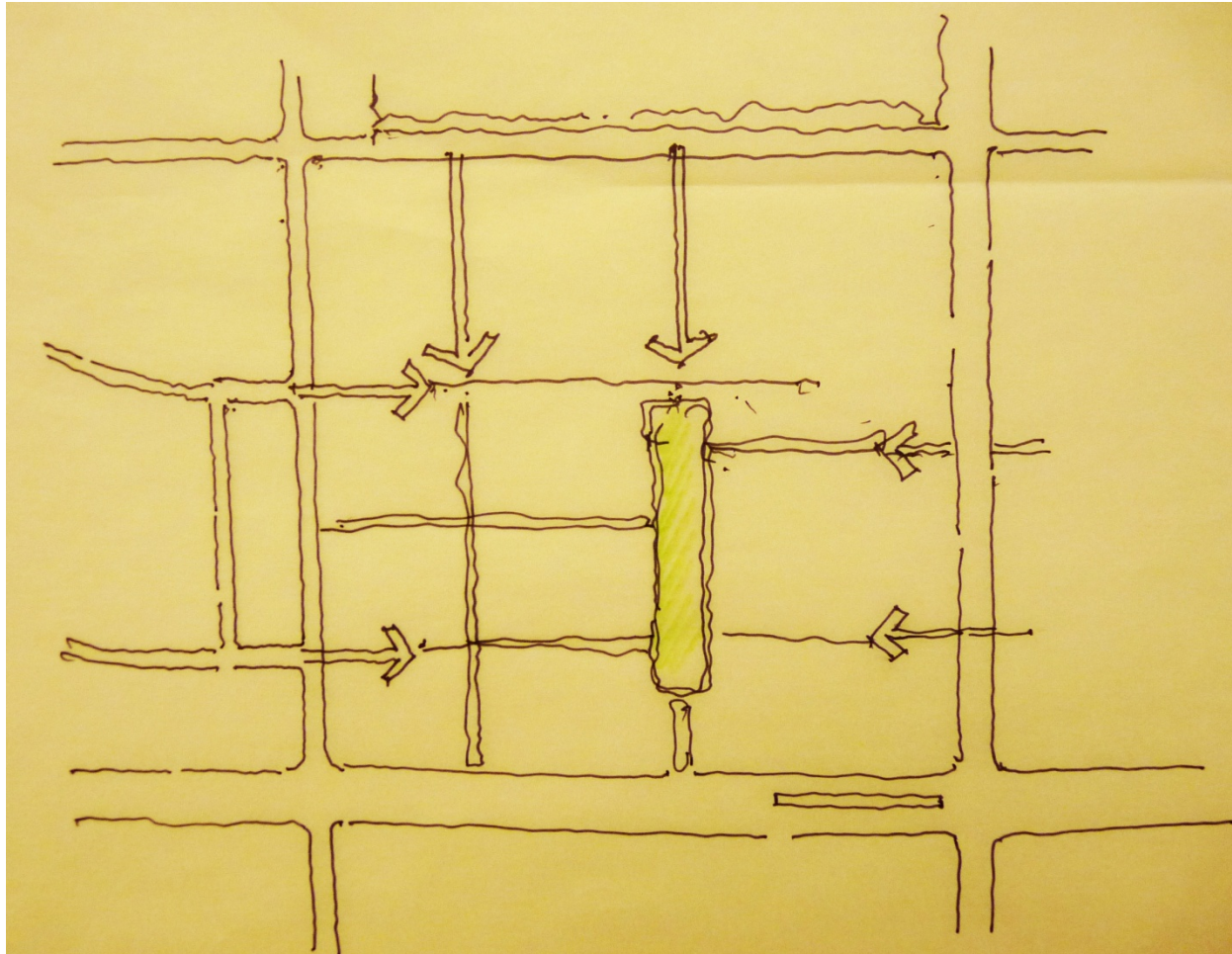


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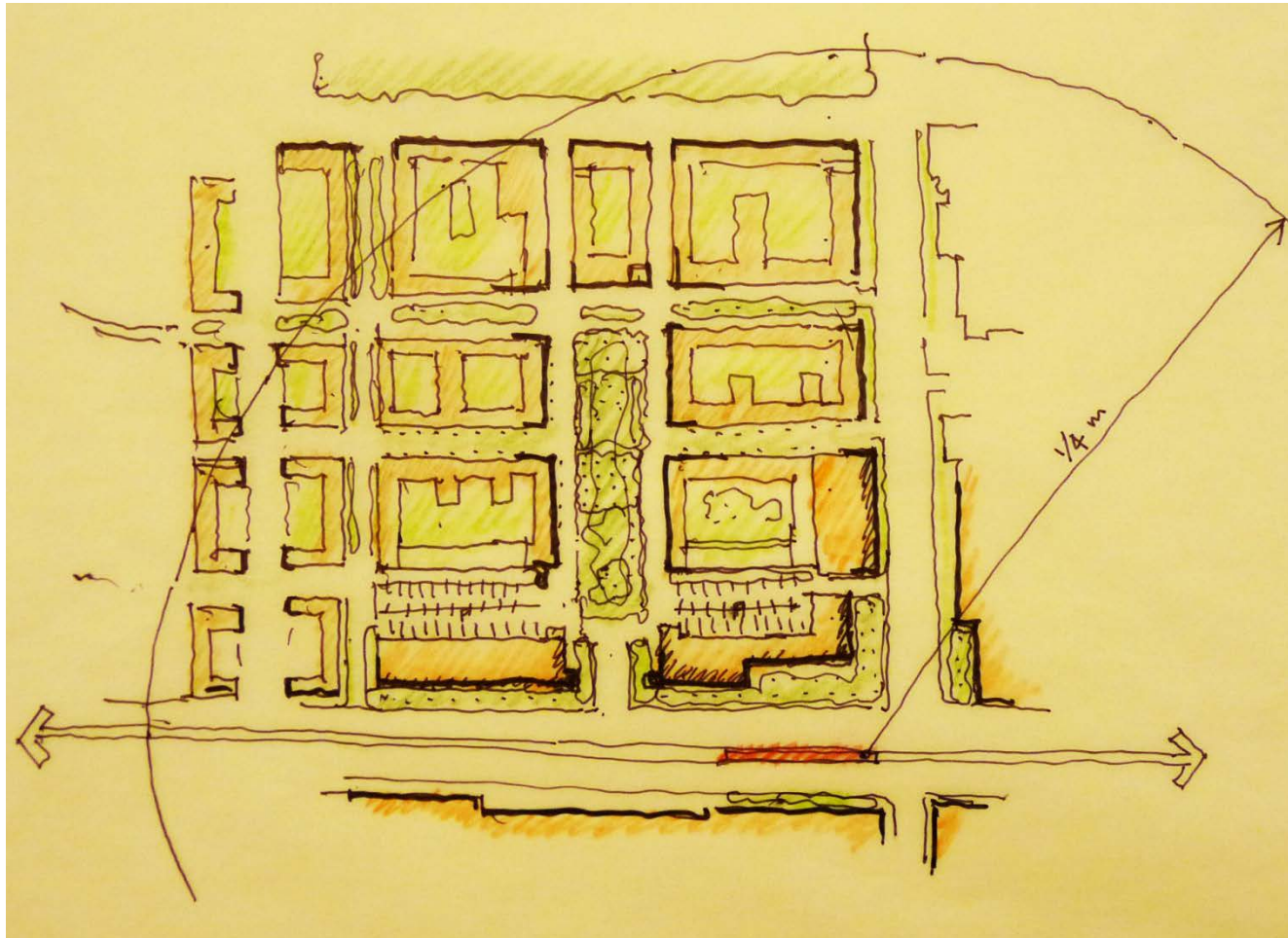
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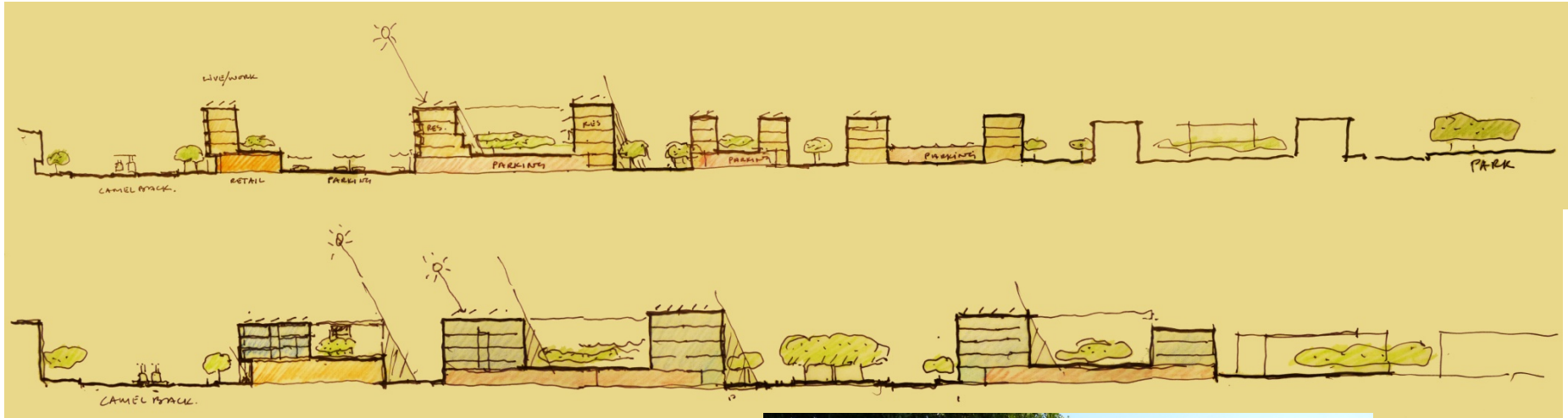
Connectivity



Station Area Concept



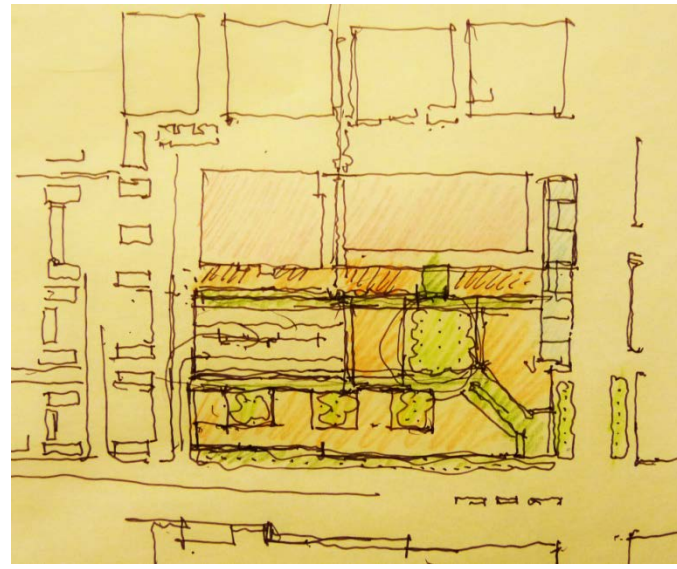
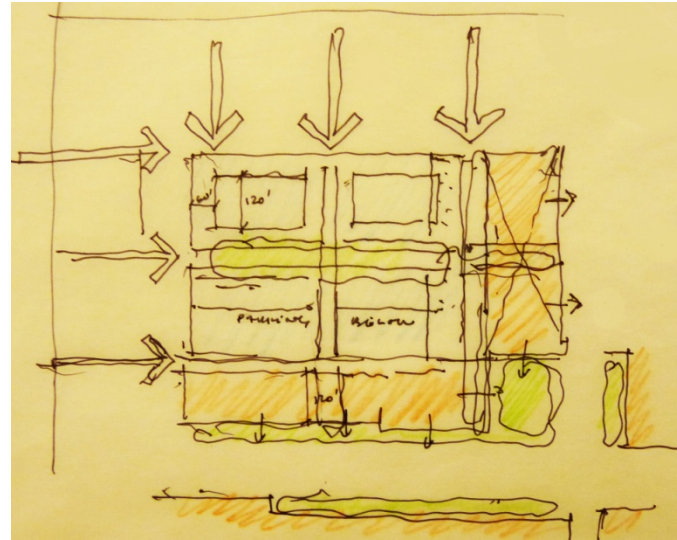
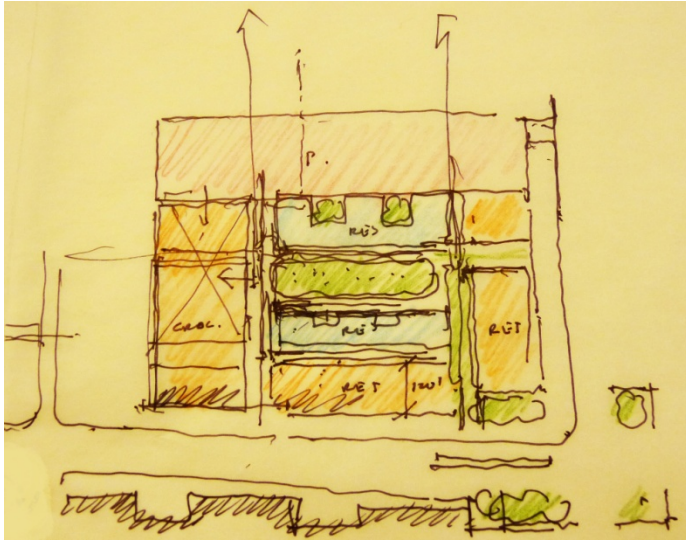
Station Area Concept



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Phoenix, AZ
February 2010



Next Steps/Action Plan

David Leininger
Senior VP & CFO
DART, Dallas

Action Plan for Phoenix Green Line Corridor

Strategies	Next Steps	Short Term	Long Term	Goal/Result
<p>First a Vision: A Collective & Collaborative Effort</p>	<ul style="list-style-type: none"> • Collaboration with agencies & stakeholders around Vision & Plan for the North Central Corridor 	<ul style="list-style-type: none"> • Complete the plan and communicate with the community • Track progress, successes & failures 	<ul style="list-style-type: none"> • Review Vision & Plan metrics for changes/benchmarks 	<p>Consensus</p> <p>North Central will have a vision that is unified and embodied by all its citizens & stakeholders.</p>
<p>Station Area Planning</p>	<ul style="list-style-type: none"> • Implement Station Area Planning • Create service delivery standards and expectations (timing, frequency and coordination with other modes) 	<ul style="list-style-type: none"> • Complete & Adopt Station Area plans for high priority locations • Achieve service delivery expectations 	<ul style="list-style-type: none"> • Complete & Adopt Station Area plans for all station locations • Maintain service delivery expectations 	<p>Realization</p> <p>The North Central corridor is identified as a “Great Boulevard”</p>
<p>Market & Urban Development</p>	<ul style="list-style-type: none"> • Create a strategic development policy that incorporates incentives, development opportunities and other tools • Facilitate redevelopment opportunities at Station 3 & 7 sites 	<ul style="list-style-type: none"> • Pursue redevelopment opportunities and initiate public private partnerships with highest priority locations 	<ul style="list-style-type: none"> • Continue to build on opportunities at all station locations along the corridor • Benchmark results and define metrics for success 	<p>Sustainability</p> <p>The North Central corridor will have a jobs/housing balance, and capture its share of the growth while maintaining quality of life and sustainability.</p>
<p>PR/Promotional Communications</p>	<ul style="list-style-type: none"> • Determine “who does what” to ensure accountability • Create a strategic marketing plan that communicates the vision • Create easy accessibility of information with a variety of tools 	<ul style="list-style-type: none"> • Create the “Cool Factor” to delight and excite the riders and stakeholders of the corridor • Create a strategy for programming the corridor (1st Fridays) 	<ul style="list-style-type: none"> • Accomplish enthusiasm and loyalty of riders and stakeholders 	<p>Market Success</p> <p>The North Central corridor will be regarded as a high value location and destination by the majority of target audiences both internally and externally</p>

Station Area Fact Sheets



MOCKINGBIRD STATION

Mockingbird Station is Dallas' most successful Transit Oriented Development (TOD) project. This open-cut station was opened in 2001 and serves both the red and blue lines. New multi-family and mixed-use development characterizes recent growth around the station. A trail system for the area is under development. New development can take advantage of the new TOD Tax Increment Financing (TIF) District.

COMMUNITY ATTRACTIONS — Southern Methodist University, future George W. Bush Presidential Library.

PLANNING AREA — City of Dallas Transit Oriented Development Tax Increment Financing District (Mockingbird / Lovers Lane Sub-District).

MOCKINGBIRD STATION TRANSIT ORIENTED DEVELOPMENT — 600,000 existing square feet of development. More than 90 shops and restaurants, 200+ loft apartments. Retailers include 8-screen Angelika Film Center and Cafe, Urban Outfitters, West Elm, The Gap and more.

MOCKINGBIRD STATION TRANSIT ORIENTED DEVELOPMENT PHASE II — 23,000 additional square feet of retail.

PROXIMITY — Two miles to Uptown, four miles to Downtown.



MOCKINGBIRD STATION — 5465 E Mockingbird Lane, Dallas, TX 75206 (MAPSCO 36J)



Station Area Fact Sheets



STATION AREA FEATURES



STATION ATTRIBUTES

PARKING SPACES: 735
 AVERAGE DAILY RIDERSHIP: 3,480
 PEAK SERVICE FREQUENCY: 5 Minutes

AREA DEMOGRAPHICS (1/2 MILE RADIUS)

Source: NCTCOG 2010 Estimates

POPULATION: 4,772
 EMPLOYMENT: 7,653
 TOTAL HOUSEHOLDS: 2,738
 MEDIAN HOUSEHOLD INCOME: \$44,842 (2010 Census)

PLANNING AND DEVELOPMENT INFORMATION

City of Dallas Development Services Department,
www.dallascityhall.com/
 City of Dallas Office of Economic Development,
www.dallas-ecodev.org/

GENERAL INFORMATION

DART Economic Development
www.dart.org/economicdevelopment
 TOD Guidelines, TOD Policy, and more

MOCKINGBIRD STATION LAND USE



REV 2/10

MOCKINGBIRD STATION — 5465 E Mockingbird Lane, Dallas, TX 75206 (MAPSCO 36J)



Concluding Comments

- Celebrate your victories – you have many
- It will take time and proceed in fits and starts
- Your best near-term TOD opportunity is Park Central – focus on it
- Washington is a different kind of corridor than Central and needs its own strategy

The following people took the time to discuss their perspectives with our panel:

Maria Hyatt, Assistant to the City Manager | Sid Anderson, Street Transportation Department | Matt Fraser, ASU | Kammy Horne, URS | Grady Gammage | Kevin Kellogg, ASU | Don Keuth, Phoenix Community Alliance | Steve Betts, Suncor | David Schell | Tim Sprague, Habitat Metro | Kimber Lanning, Local First | Reid Butler, Butler Housing | Tim Frakes, Weingarten Realty | Marc Soronson, Friends of Transit | Matt Seaman, Design Review Standards Committee | Brad Brauer, Willo Neighborhood | Brian Davidson, Encanto Village | Jasper Hawkins | Jay Hicks, AECOM | Teresa Brice, Arizona LISC | Mike Lieb