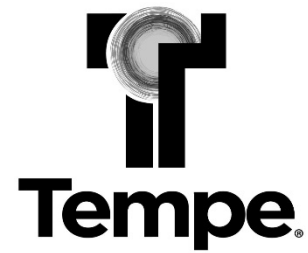


City of Tempe
Community Development Department
Planning Division
Mail Stop 01-7
PO Box 5002
Tempe, AZ 85280-5002
www.tempe.gov



September 30, 2022

Subject: Amendment to the City of Tempe General Plan 2040
Case Number: PL220278
Project Name: Tempe Entertainment District (TED)
Project Location: 56 S. Priest Drive, Tempe, AZ 85281
Attachments: General Plan 2040 Projected Land Use Maps – Current and Proposed (from applicant)
Letter of Explanation with Exhibits (from applicant)
Proposed Conceptual Site Plan (from applicant)

As stipulated in ARS §9-461.06, the City of Tempe is providing your agency with a copy of proposed Land Use and Density map amendments to the Tempe GENERAL PLAN 2040. Arizona State law requires a sixty (60) day review period. If your agency has any comments on the proposed amendments, please send your comments no later than 5:00 pm on Monday, November 28, 2022.

Description:

The applicant is proposing to modify the General Plan 2040 Projected Land Use and Projected Density maps as follows:

1. Land Use Map Amendment to modify the future land use map from “Commercial” to “Mixed-Use” on approximately 46.27 acres.
2. Density Map Amendment to modify future density map from “No Density” to “High Density-Urban Core” (more than 65 du/ac) on approximately 46.27 acres.

Type of Amendment:

By criteria defined within the General Plan 2040, any decrease of more than 1% of residential or open space, and 2% of other land use categories constitutes a major amendment. The proposed amendment **IS NOT** considered a Major Amendment to the General Plan 2040.

Hearing Dates and Process:

The request is scheduled to be heard by the Development Review Commission on:

Tuesday, November 15, 2022 at 6:00 pm

City Council Hearing Dates are:

1st Hearing/Introduction: Tuesday, November 22, 2022 at 6:00 pm

2nd Hearing: Tuesday, November 29, 2022 at 6:00 pm

All hearings are held at City Council Chambers, 31 E. 5th Street, Tempe, AZ

For questions or if your agency has any comments on the proposed amendments, please send your comments no later than 5:00 pm on Monday, November 28, 2022 to Suparna Dasgupta at Suparna_Dasgupta@tempe.gov or 480-350-8562.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Suparna St'.

Suparna Dasgupta
Principal Planner

Attachments

Copy: File

Snell & Wilmer

ONE ARIZONA CENTER
400 E. VAN BUREN, SUITE 1900
PHOENIX, AZ 85004-2202
602.382.6000 P
602.382.6070 F

Nicholas J. Wood
(602) 382-6269
nwood@swlaw.com

September 26, 2022

Ryan Levesque
Deputy Director - Planning
Tempe Community Development Department
31 East 5th Street
Tempe, Arizona 85281

Re: Letter of Explanation for a General Plan Amendment for the Future Tempe Entertainment District and Multipurpose Event Center – the “TED” Project

Dear Mr. Levesque:

Located at the northeast corner of East Rio Salado Parkway and Priest Drive, the Tempe Entertainment District Project (“TED”) encompasses two (2) underdeveloped brownfield parcels (the “Property”), totaling approximately 46.27 acres. The City of Tempe issued Request for Proposal #22-030 seeking proposals for the “development of a mixed-use Sports and Entertainment District that is home to a professional sports franchise” that includes a variety of uses including retail, entertainment, employment and residential (“RFP”).

The TED Project provides a redevelopment project will remediate the brownfield landfill on the Site at no cost to the City of Tempe and will meet all of the goals and objectives of the RFP. The proposed high-quality mixed-use district will enhance the livability of the general area and further elevate the City of Tempe as the paramount location in the Valley for urban living and entertainment through the development of (i) a state-of-the art multipurpose event center serving as the home arena for the National Hockey League’s Arizona Coyotes; (ii) a 3,500 capacity more intimate performance venue (iii) a wide range of retail and food/beverage concepts; (iv) 500 hotel rooms; (v) Class A office space; and (vi) high-density multi-family development of up to 2,100 dwelling units (the “Project”). The Property is located in the Rio Salado Growth Area, which is envisioned, by the City, to be a regional destination for employment, residents, cultural amenities, and recreational opportunities. The proposed development will help the City actualize this goal.

The reason for this General Plan Amendment application is that the General Plan Land Use Map currently designates the Property as “Commercial” which does not fully account for the wide range of proposed land uses included in this project. Additionally, the Property is currently split

Ryan Levesque
September 26, 2022
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zoned as a mix of “Single-Family Residential” (“R1-6”) which supports single family residential development and “General Industrial District” (“GID”) intended for a wide range of industrial-related uses. In order to allow for the remediation of the Property and position it for the highest and best use, a General Plan Amendment to designate the Property’s future land use as “Mixed Use” and future density to “High-Density Urban Core (more than 65 du/ac)” will be necessary. A complementary Zoning Amendment to establish “Mixed-Use High Density Planned Area Development Overlay” (“MU-4/PAD”) zoning, to accommodate the varied land uses will run concurrent with the General Plan Amendment request.

Abutting Rio Salado Parkway and Priest Drive, just south of a major freeway entrance for Red Mountain Freeway – Loop 202, the property represents a transformational opportunity for the development of a sports-anchored entertainment district. Currently underutilized, due to its previous use as a landfill, its location and access is unparalleled when it comes to its development potential, specifically as a high-density mixed-use site and entertainment destination.

This Project will be split across two phases and will consist of approximately 4,250,000 gross square feet of total development. High-density multi-family development will expand housing availability and choice. Ample restaurant and retail options will support the needs of residents within the Project’s boundaries as well as expanding support for neighboring residents, business located within the numerous surrounding office projects, and local, regional and international visitors. The project will leverage its proximity to Tempe Town Lake to expand access to urban open space, increasing pedestrian connectivity and recreation opportunities. The Project will create an exciting entertainment district destination attracting City residents, international travelers, and visitors from across the metropolitan area and will be anchored by a multipurpose event center. Additionally, the Project will return professional sports to the City of Tempe, as the new home of National Hockey League’s Arizona Coyotes.

The Project will result in pronounced long-term and short-term public benefits which help the City attain several objectives of the General Plan, most notably Land Use Objectives 1 and 2.

Land Use Objective 1 (“LU1”) - Establish development of multiple hubs with higher density cores serving the surrounding neighborhoods as its mixed-use urban activity center.

In the short-term, the “Mixed Use” land use designation will enable this proposed project to break ground as envisioned. The associated land uses proposed through this project will result in immediate resident and visitor needs fulfillment including, but not limited to, expanded housing and employment opportunities, new restaurants and retail locations for Tempe residents to enjoy, enhancement of the Tempe Town Lake areas, as well as a new multipurpose event center to satisfy entertainment needs. The Property will develop as a diverse and vibrant urban activity center, enhancing the neighborhood and livability for residents within the Property’s boundaries as well as those nearby. The mixed-use nature of the site and proposed land uses will help in creating a destination for regional visitors and a variety of sports and event spectators, for which reciprocal

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financial benefits will be experienced. Regional visitation is supported by the Property's proximity to Sky Harbor Airport and Red Mountain Freeway – Loop 202.

Land Use Objective 2 (“LU2”) – *Promote Land Use patterns that encourage long-term sustainability.*

Development near Town Lake has recently ramped up exponentially over recent years in response to growing opportunity and changing community needs. A thoughtful approach to land planning is integral to ensure long-term success. Perhaps the most important benefit to be realized through this General Plan Amendment is that it will enable greater flexibility and responsiveness in terms of land use and tenancy. The flexibility provided by the “Mixed Use” land use designation will guarantee future needs can be met as the area continues to evolve and grow over time, ensuring sustained success of the Project and support for the immediate surrounding area.

More specifically, the proposed amendment will respond to the Land Use Principles presented in the General Plan as generalized below:

- a. *Describe the public benefit of the proposed amendment in terms of increase/decrease in intensity and its impact on adjacent land uses versus the impact of the present land use designation.*

The present land use designation does not enable development of the Property to its highest or best use, nor does it allow it to be developed in such a way that would fully actualize the goals of the General Plan or the Rio Salado Growth Area Plan which envisions this area as “regional destination for employment, residents, cultural amenities, and recreational opportunities.” The proposed “Mixed Use” designation will enable greater intensity and variety of development to serve the public. The proposed uses are compatible with surrounding commercial/employment uses. The level of intensity will be supported by the existing street infrastructure and regional access to Red Mountain-Loop 202.

- b. *Describe the public benefit of the proposed amendment in terms of impact to the City's infrastructure (i.e., water sewer, utilities, streets, in terms of anticipated traffic generation, projected carrying capacity, projected volume, availability of transit, need for additional access or city services such as fire and police staffing and response times, etc.) versus the impact of the present land use designation.*

The current land use designation is “Commercial”. We do not anticipate the proposed land use designation of “Mixed Use” will significantly impact the City's existing infrastructure improvements. The flexibility allotted by the General Plan Amendment will enable greater flexibility in site design to ensure any infrastructure impacts that are discovered are appropriately addressed and/or mitigated.

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- c. *Describe the proposed development quality of life in terms of how its components reflect unique site design, building design, landscaping and parking; integrate or provide access between varied uses; deal creatively with multi-modal transportation and reduce/eliminate physical barriers, as well as provide residential employment, shopping, and local services.*

The proposed “Mixed Use” land use designation and associated residential, retail, restaurant, hotel, office, and multipurpose event center uses will directly contribute to a vibrant urban living community that meets the many varied needs of residents and visitors alike, further helping Tempe realize its goal to be a “20-minute City.” Pedestrians can take advantage of an elevated walkable environment achieved by high-quality architecture and extensive connectivity, which vehicular traffic can benefit from efficient site access and circulation. The Project will exercise sensitivity to the Town Lake Design Standards. The overall site layout will support a network of ground-floor activity. Infrastructure will be designed to promote circulation on-site, as well as connectivity to the nearby Town Lake area and neighborhoods. Building heights, setbacks, and orientations will be varied in order to promote visual interest in architecture and protect view corridors to the surrounding open space and lake beyond. In terms of land use, the Project will retain flexibility to respond to changing needs over time, ensuring residents can expect a high quality of life will be maintained over time.

- d. *Describe the use of open space, parks or green belts, and how the development separates, as well as links, residential and nonresidential components, if the proposed development incorporates a residential component. If applicable, describe how the proposed development impacts existing parks.*

The Project will leverage its location adjacent to the Tempe Town Lake (“the Lake”) and Rio Salado Park (“the Park”) to continue to highlight the area as the principal landmark for the City. Adequate pedestrian connection between Town Lake and the Park for the enjoyment of residents. The Project can also expect its retail and entertainment minded visitors to utilize the provided access the lake/park and vice versa.

- e. *Describe the proposed development in terms of supporting regional and local transit objectives for arterial streets; implementing the goals and objectives of the transit plan; describe the internal street system in terms of supporting the above goals and objectives and incorporating uniquely designed transit facilities along arterial streets.*

The Project is located along the intersection of two arterial streets – Rio Salado Parkway and Priest Drive. The relationship between the streets and the Project is anticipated to be mutually beneficial. The Project will leverage its location to provide fantastic access in and out of the Site. In turn, the streetscape and visual identify of Rio Salado Parkway will be immeasurably enhanced through high quality architecture and rich landscaping improvements. Impacts to transit services

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and strategies to address these may be further considered as necessary through the scope of this Project.

f. Describe the proposed amendment in terms of effects on school districts (enrollments and facilities).

The Project conceptually proposes the construction of up to 2,100 multi-family units. Due to the nature of these units, and the general preference for single-family homes among households with children we do not anticipate school districts should experience a significant impact to school enrollments as a direct result of this Project. The increased residential density and tax base may result in reciprocal increased school district funds.

The Project is consistent with the Rio Salado and Beach Park Masterplan Vision which emphasized access from the neighboring residential areas to the south to the riparian habitat and Tempe Town Lake. The Project will maintain this envisioned access while supporting increased pedestrian traffic and visitation.

As with any project, and especially a project of this magnitude, we can anticipate concerns will be raised from the public. Through the course of the public participation process, we intend to fully analyze, address, and mitigate concerns as necessary. We understand that if there are concerns, consideration of the proposed amendment shall be granted only if potentially negative influences are mitigated and deemed acceptable by the City Council.

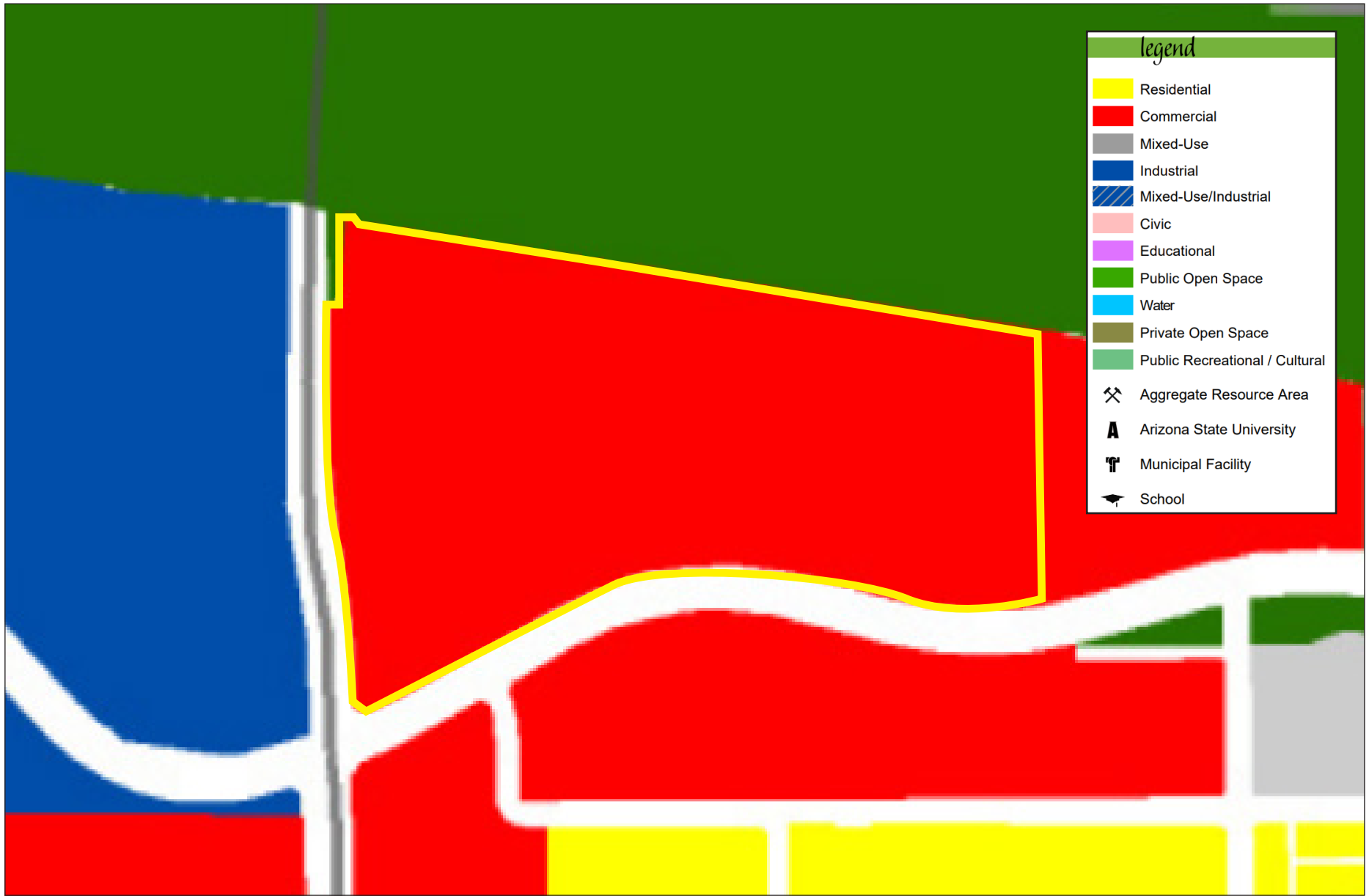
In summary, this application intends to amend the General Land Use Map by designating the Property as “Mixed Use” to facilitate the development of an exciting new multi-use development within the Rio Salado Growth Area, specifically comprised of (i) a state-of-the-art multi-purpose event center; (ii) a wide range of retail and food/beverage concepts; (iii) 500 hotel rooms; (iv) Class A office space; and (v) high-density multi-family development of up to 2,100 dwelling units.

This multi-use Project will foster the creation of a vibrant community in a currently underutilized area, emphasizing walkability and an enhanced quality of life. The Project will assist Tempe in meeting its objective to establish mixed-use neighborhood hubs and realizing its vision to become a leader in “urban living” in the Valley.

Respectfully submitted,

Snell & Wilmer

Nicholas J. Wood



Snell & Wilmer
Committed to being your perfect fit.™

400 E Van Buren Street Phoenix, AZ 85004



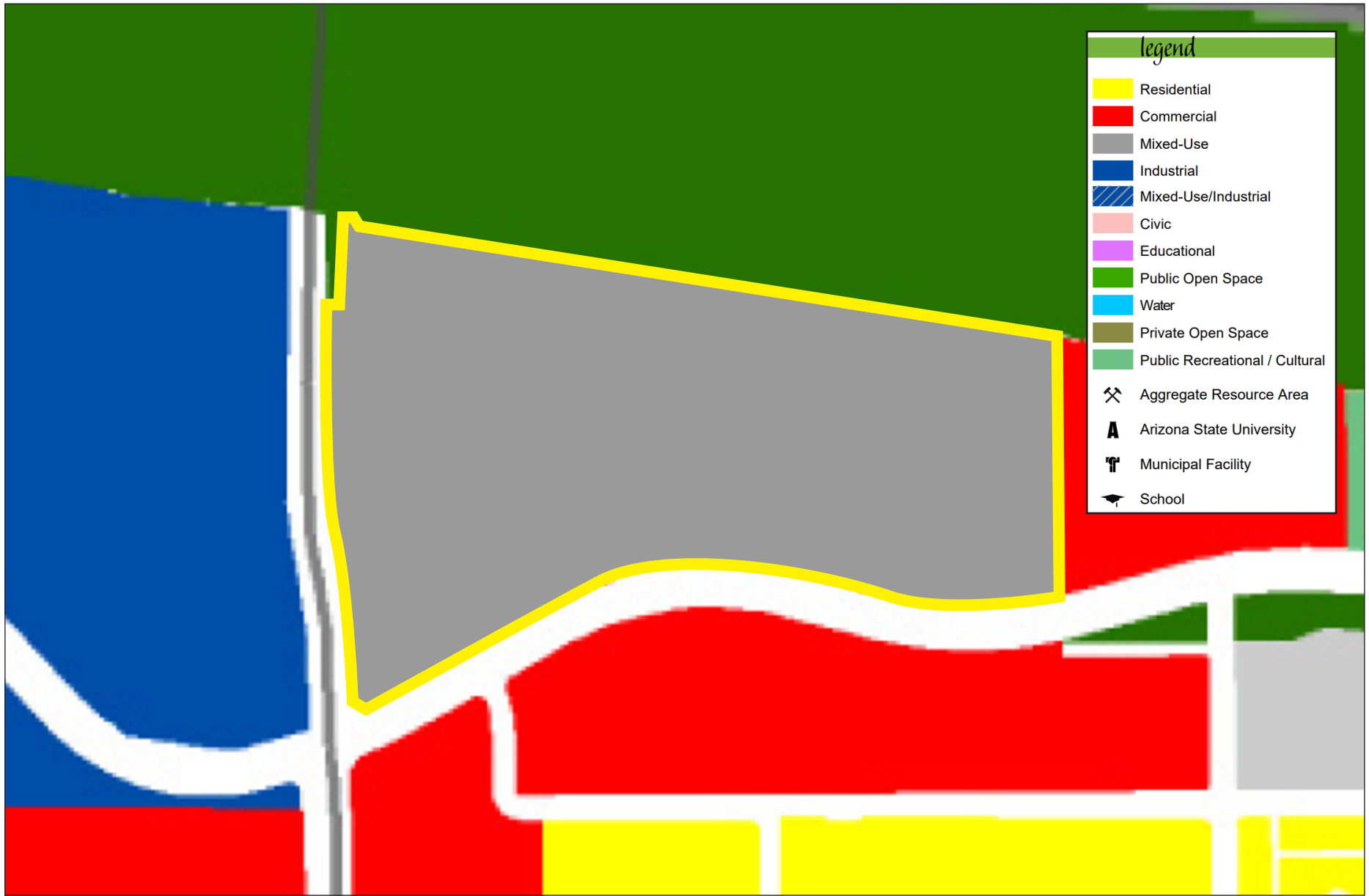
NOT TO SCALE

General Plan
Land Use

EXHIBIT B

Rio Salado Pkwy & Priest Dr

September 2022



legend

- Residential
- Commercial
- Mixed-Use
- Industrial
- Mixed-Use/Industrial
- Civic
- Educational
- Public Open Space
- Water
- Private Open Space
- Public Recreational / Cultural
- Aggregate Resource Area
- A Arizona State University
- T Municipal Facility
- ⚓ School

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400 E Van Buren Street Phoenix, AZ 85004



NOT TO SCALE

Proposed
General Plan
Land Use

EXHIBIT B.2

Rio Salado Pkwy & Priest Dr

September 2022



legend

- Low Density
(up to 3 du/ac)
- Low to Moderate Density
(up to 9 du/ac)
- Medium Density
(up to 15 du/ac)
- Medium to High Density
(up to 25 du/ac)
- High Density Limited
(up to 45 du/ac)
- High Density
(up to 65 du/ac)
- High Density-Urban Core
(more than 65 du/ac)
- Cultural Resource Area

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NOT TO SCALE









General Plan
Density

EXHIBIT C

Rio Salado Pkwy & Priest Dr

September 2022



legend	
	Low Density (up to 3 du/ac)
	Low to Moderate Density (up to 9 du/ac)
	Medium Density (up to 15 du/ac)
	Medium to High Density (up to 25 du/ac)
	High Density Limited (up to 45 du/ac)
	High Density (up to 65 du/ac)
	High Density-Urban Core (more than 65 du/ac)
	Cultural Resource Area

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400 E Van Buren Street Phoenix, AZ 85004



NOT TO SCALE

Proposed
General Plan
Density

EXHIBIT C.2

Rio Salado Pkwy & Priest Dr

September 2022

PHASE 1+2

RESIDENTIAL TYPE 3
339,000 GSF
345 UNITS
690 PARKING SPACES
85' HEIGHT

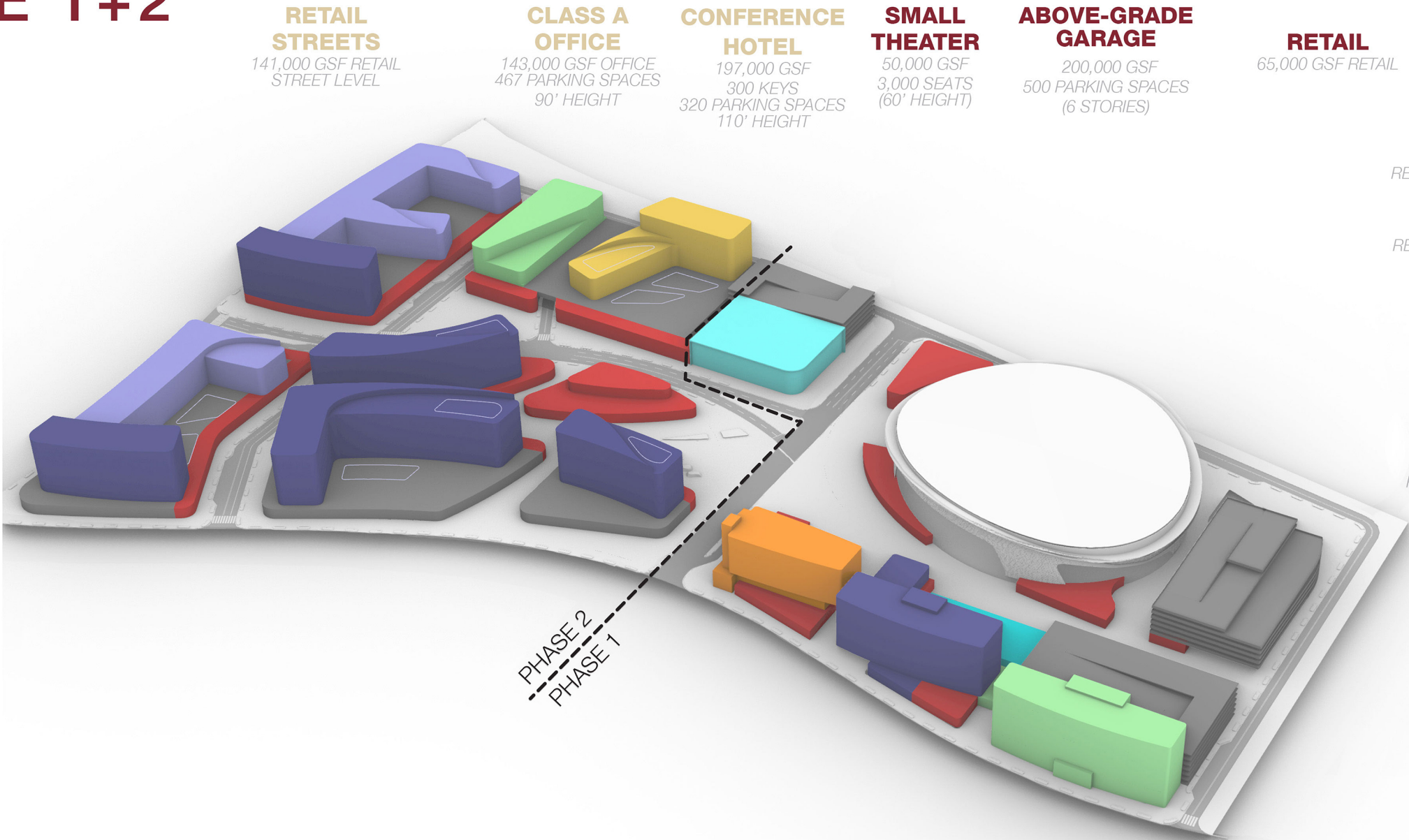
RESIDENTIAL TYPE 1
171,000 GSF
159 UNITS
311 PARKING SPACES
110' HEIGHT

RESIDENTIAL TYPE 1
216,000 GSF
201 UNITS
393 PARKING SPACES
110' HEIGHT

RESIDENTIAL TYPE 3
212,000 GSF
216 UNITS
431 PARKING SPACES
85' HEIGHT

RESIDENTIAL TYPE 1
160,000 GSF
149 UNITS
291 PARKING SPACES
110' HEIGHT

RESIDENTIAL TYPE 1
322,000 GSF
300 UNITS
585 PARKING SPACES
110' HEIGHT



RETAIL STREETS
141,000 GSF RETAIL
STREET LEVEL

CLASS A OFFICE
143,000 GSF OFFICE
467 PARKING SPACES
90' HEIGHT

CONFERENCE HOTEL
197,000 GSF
300 KEYS
320 PARKING SPACES
110' HEIGHT

SMALL THEATER
50,000 GSF
3,000 SEATS
(60' HEIGHT)

ABOVE-GRADE GARAGE
200,000 GSF
500 PARKING SPACES
(6 STORIES)

RETAIL
65,000 GSF RETAIL

TOTAL DEVELOPMENT:
3,441,000 GSF
P1 1,368,000 | P2 2,073,000
(NOT INCLUDING PARKING)

1,680 UNITS
RESIDENTIAL P1 180 | P2 1,500

336,000 FT²
RETAIL / F&B P1 158,000 | P2 178,000

303,000 FT²
OFFICE P1 160,000 | P2 143,000

500 KEYS
HOTEL P1 200 | P2 300

6,680 SPACES
PARKING P1 2,950 | P2 3,730

ARENA
16,000 SEATS
(120' HEIGHT)

ABOVE-GRADE GARAGE
159,000 GSF
450 PARKING SPACES
(6 STORIES)

ABOVE-GRADE GARAGE
358,000 GSF
1,100 PARKING SPACES
(7 STORIES)

ANCHOR RETAIL
37,000 GSF
40' HEIGHT

RESIDENTIAL TYPE 1
135,000 GSF
126 UNITS
245 PARKING SPACES
110' HEIGHT

SUB-GRADE PARKING
415,000 GSF
900 PARKING SPACES
(2 STORIES)

BOUTIQUE HOTEL
113,000 GSF
200 KEYS
(120' HEIGHT)

ENTERTAINMENT DISTRICT
93,000 GSF RETAIL
(2 STORIES)

RESIDENTIAL "TYPE 1"
217,000 GSF
180 UNITS
(120' HEIGHT)

COYOTES OFFICES (BESIDE RINK)
20,000 GSF OFFICE
(1 STORY)

CLASS A OFFICE
160,000 GSF OFFICE
(120' HEIGHT)

