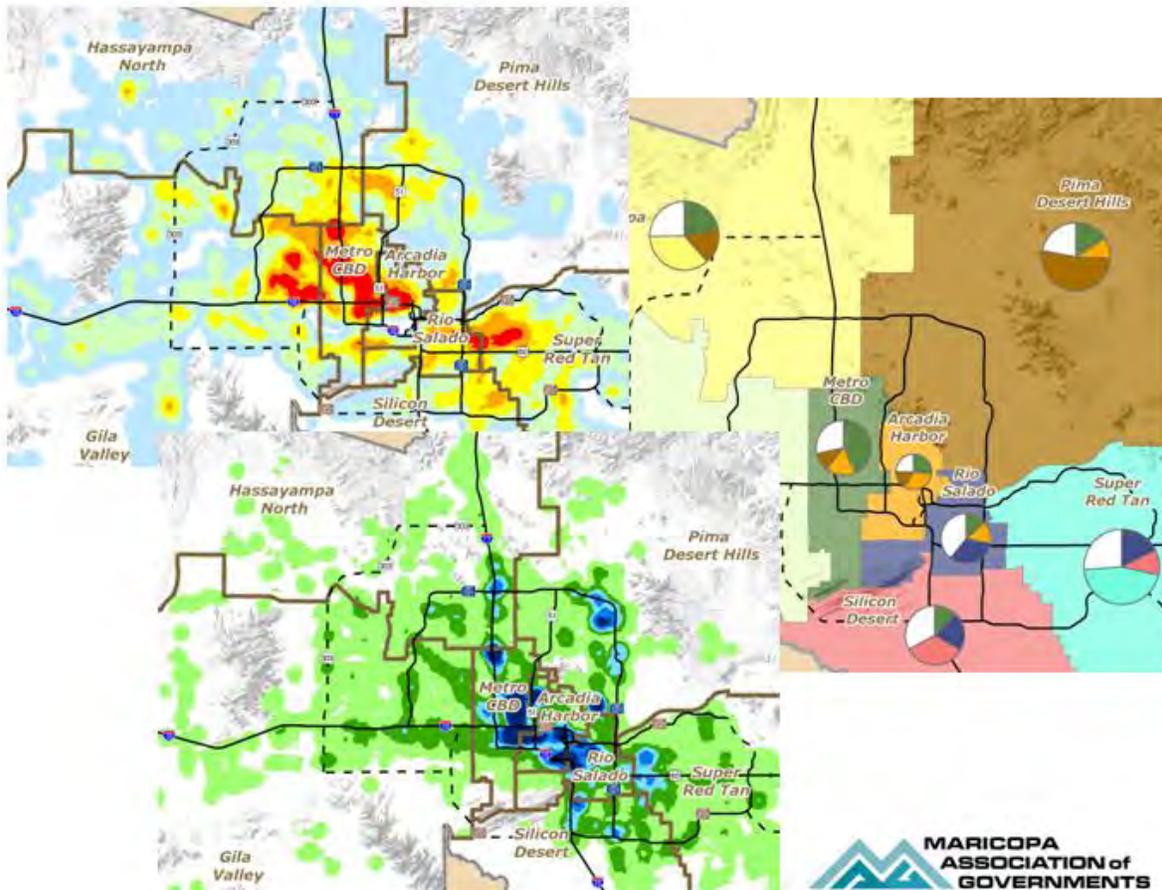


# REGIONAL GEOGRAPHIC OUTLOOK



Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Phoenix, AZ 85003



# REGIONAL GEOGRAPHIC OUTLOOK

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*December 2008*



# Regional Geographic Outlook

## Introduction

This report provides an analysis of subareas within the MAG region and highlights the interconnection within and between parts of the region. The region was split into eight subareas or market areas. These subareas include a number of residential neighborhoods, several concentrated job centers, and exhibit a strong link between where residents live and where they work. These subareas reflect current resident behavior and linkages.

## Project Description

Regional Geographic Outlook (REGO) is a project that the Maricopa Association of Governments (MAG) initiated to gain a better understanding of the connections between jobs, population and housing, and travel. One of the outcomes of the project is to provide information to determine community and regional development direction in order to reduce travel in the region.

This project began by collecting data from MAG member agencies, compiling demographic and economic data for the region, and obtaining commuting and transportation data. A survey was completed by member agencies to identify current and future job centers, with associated development characteristics. MAG collected general plan information and current and future land use throughout the region. MAG also analyzed individual surveys from the Maricopa Trip Reduction Program.

A key aspect of this project was defining subareas within the region. These subareas reflect the actual interrelationships between job centers and residential neighborhoods. An analysis was completed on the work commuting patterns of over 600,000 employees of the region's firms. This report describes current characteristics for the region and the eight subareas. Each subarea is presented separately, with information on job centers, existing and future land use, current and future population and employment, and commuting patterns.

## Project Goals

The goal of the project is to better understand the connections between the population and housing, jobs and travel in the region. The primary outcome is to provide information to address regional growth, development, and mobility.

The focus of this analysis is to understand how the region is inter-connected. MAG has a principal responsibility of planning to meet the current and future mobility needs of the region's residents and firms. The future demands on the transportation system result from the changing number of vehicle trips and the length of those trips. As the number of residents and employees rise in the region, regional leaders can encourage additional job growth near residential areas, encourage residential development in and around current and future job centers, or increase the lane miles in the transportation system.

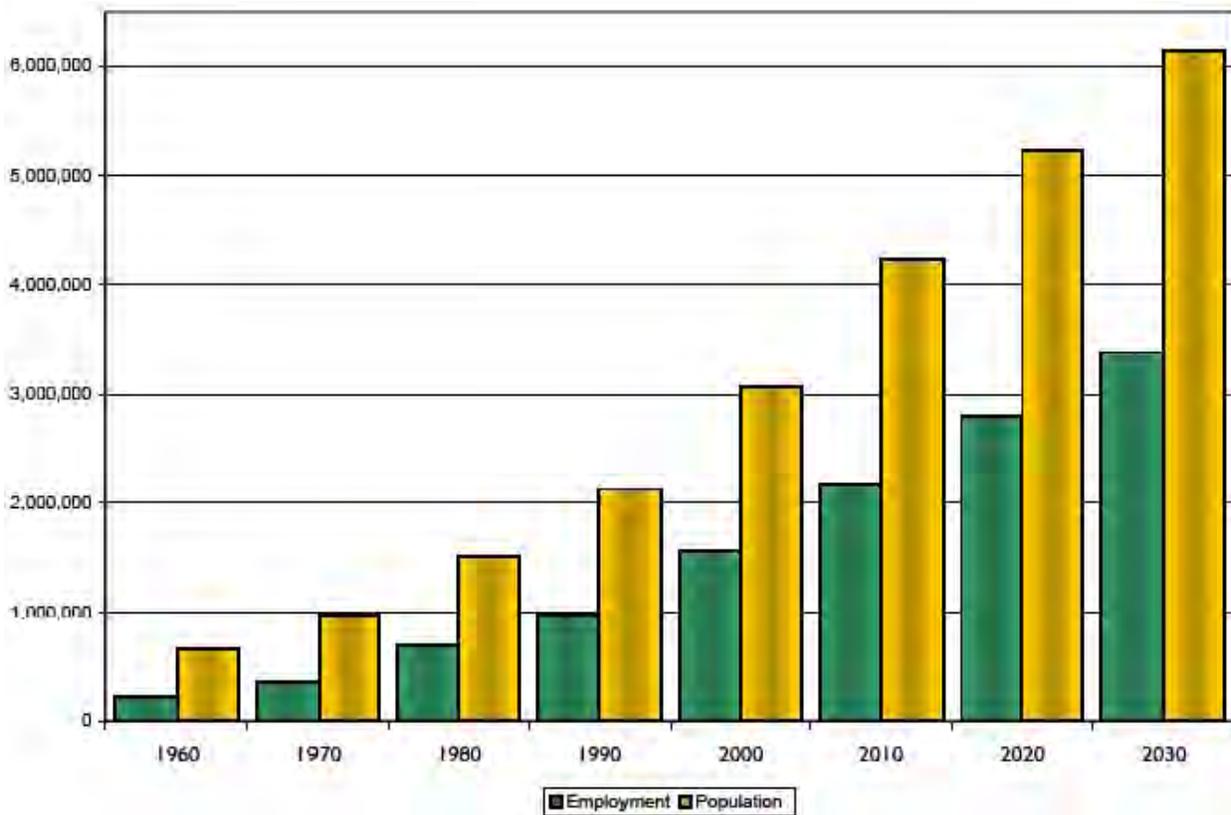
This report provides a starting point for these discussions and considerations.

## **Regional Overview**

The MAG Region is comprised of 25 member agencies, three Indian communities, and unincorporated areas in Maricopa County. The cities and towns in the region, range from 1,900 residents living in Gila Bend to more than 1.5 million residents in the City of Phoenix, the 5<sup>th</sup> largest city in the U.S. The MAG region is home to more than 3.9 million residents and almost 2 million jobs. The region also has a significant part-year resident population.

Looking forward, the region is expected to add another 2.2 million residents, for a total population of more than 6.1 million by the year 2030. This population increase will be a direct result of new jobs attracted to and created in the region. The job growth rate is expected to outpace population growth, with nearly 1.4 million additional jobs being created by firms throughout the region. The 2030 employment is expected to be near 3.4 million jobs, with a growing concentration of jobs in professional and business services, financial services, and health care. The combination of strong employment and population growth will lead to increasing demands on the regional and local transportation systems.

### **Population and Employment Growth, 1960 to 2030**

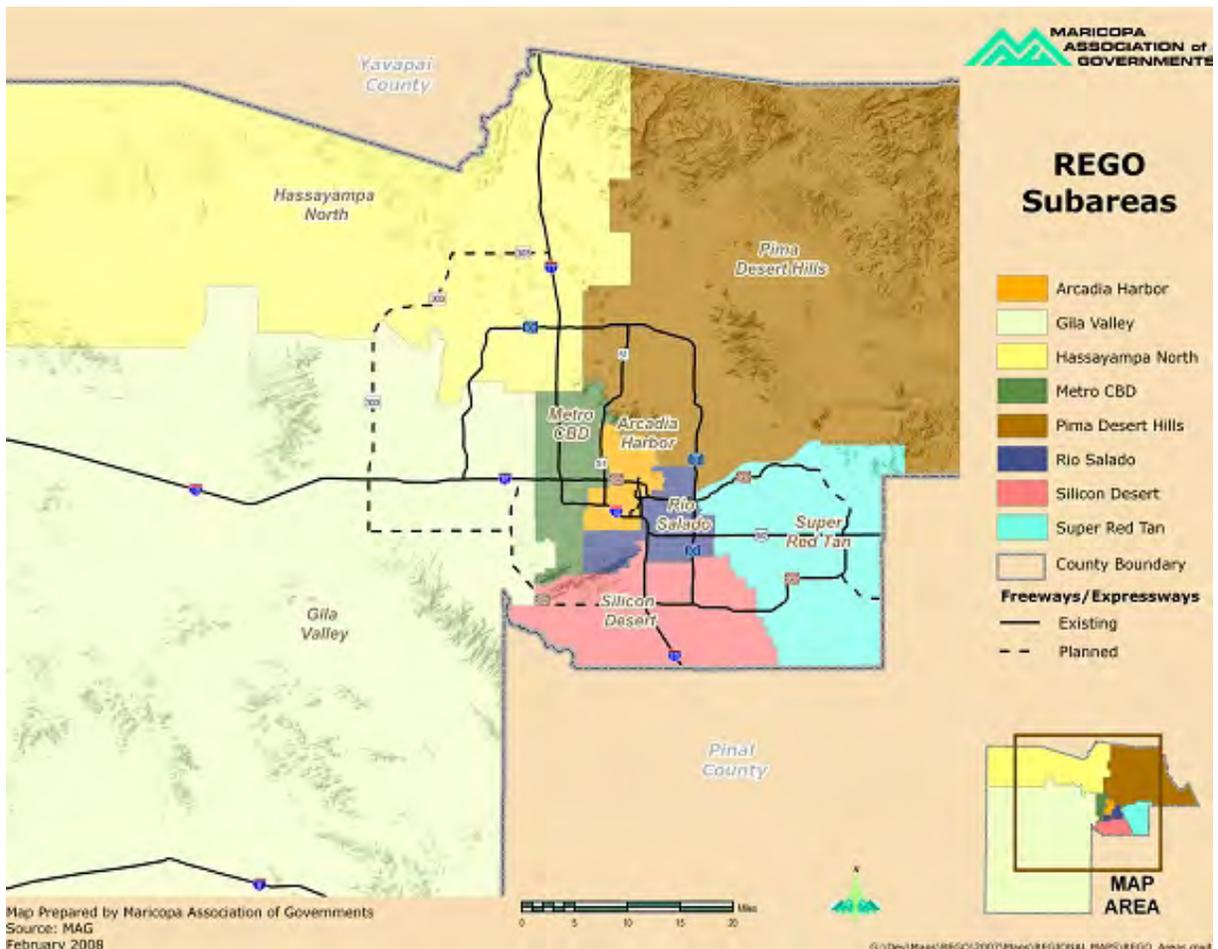


## Subareas

Based on the analysis, the region was divided into eight subareas of relatively equal employment size. These subareas are: Arcadia Harbor, Gila Valley, Hassayampa North, Metro CBD, Pima Desert Hills, Rio Salado, Silicon Desert, and Super Red Tan. With the exception of the Metro CBD, each subarea includes neighborhoods and job centers from several communities, and many member agencies cross into multiple subareas. The subareas were designed to not border on significant roadways or highways, as both sides of a highway can draw from the same labor market.

The primary criteria for subarea identification were the workforce connections between residential neighborhoods and job centers. Each of the subareas has a similar level of total employment, with only the Metro CBD having a significantly larger employment total. The Metro CBD subarea includes the City of Phoenix downtown, the State Capitol complex, and the Central Avenue business corridor.

The REGO subareas were established for understanding the region today. It is anticipated that additional subareas will be identified in the future, as the region and individual subareas grow.



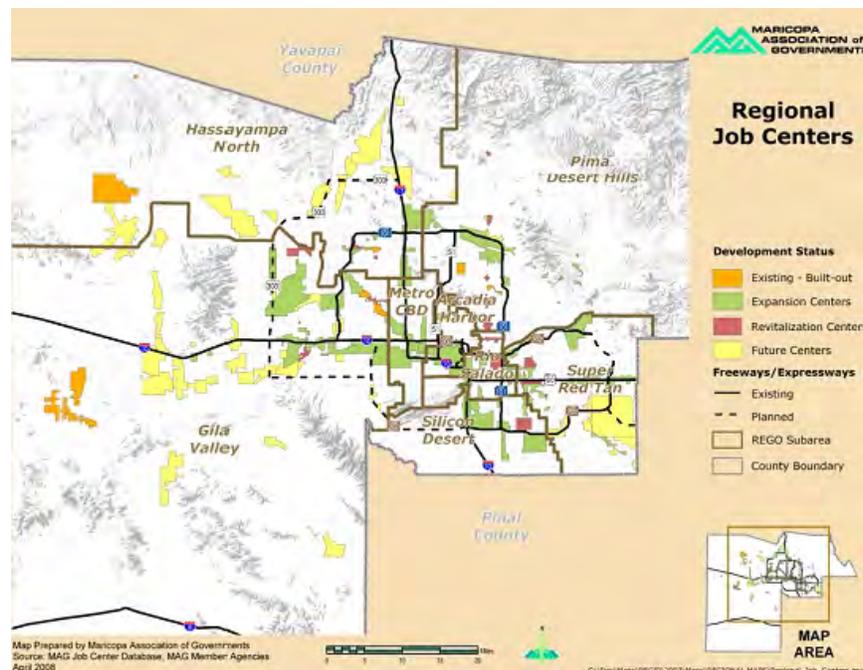
## **Job Centers in the Region**

Communities in the region have identified 164 job centers throughout the region, as shown in the Regional Job Center map. These job centers include currently built-out job centers (existing built-out), job center areas which are expected to grow and expand with additional buildings and firms (expansion), existing job centers which will likely change in the type of firms and activities located within them (revitalization), and job centers which are planned as a future location for concentrated employment activity (future). The regional job centers are home to firms currently employing nearly one million persons, or about one half of all employment activity in the region.

These job centers are the focus of most individual communities' economic development and business retention efforts for locating firms in the region. It is expected that nearly two-thirds of all regional employment growth will occur in these designated job centers.

Job centers vary by physical size, employment, and density of employment activity. The largest job center by size is the Williams-Gateway Area, which includes the Phoenix-Mesa Gateway Airport, and covers over 19 thousand acres, or 30 square miles. The Sky Harbor Airport job center is the largest employment area with over 65 thousand employees reported in 2005. The Downtown Phoenix job center has the highest employment density with over 54 employees per acre.

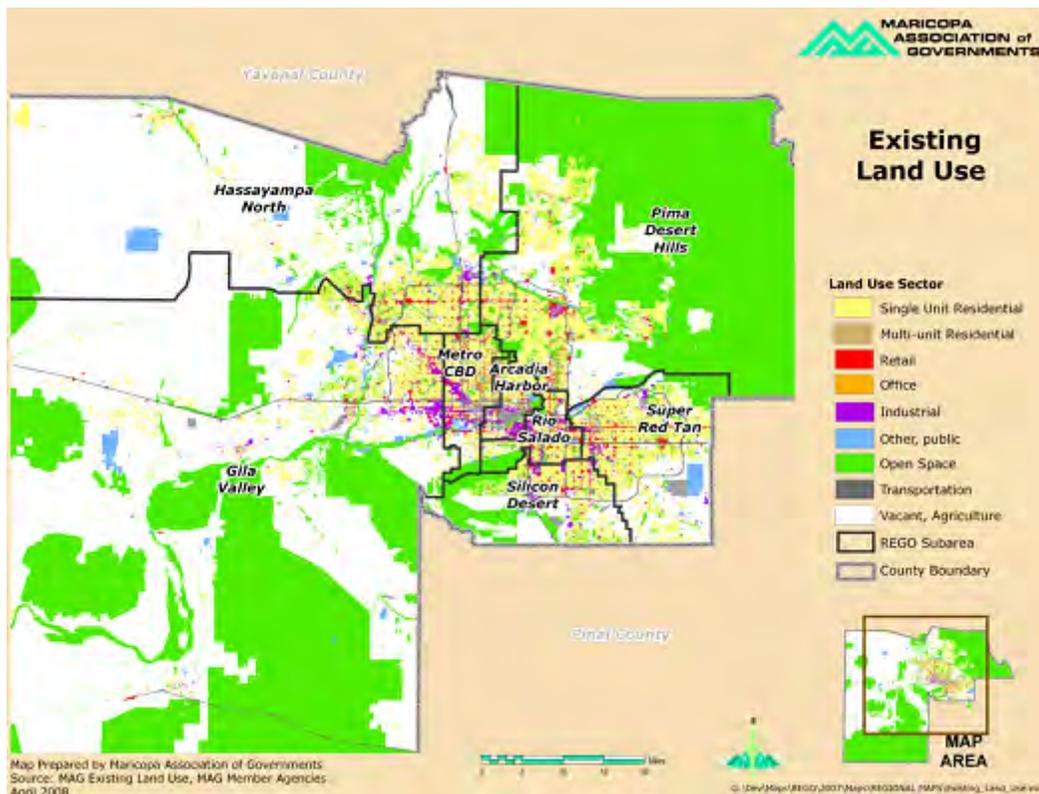
Also, tables in each section provide the travel time pairings to and from the subarea, to points in all other subareas. A primary job center was chosen as a representative location in each subarea, the MAG transportation model was used to determine the travel time between each pair of locations, under current typical congestion periods.



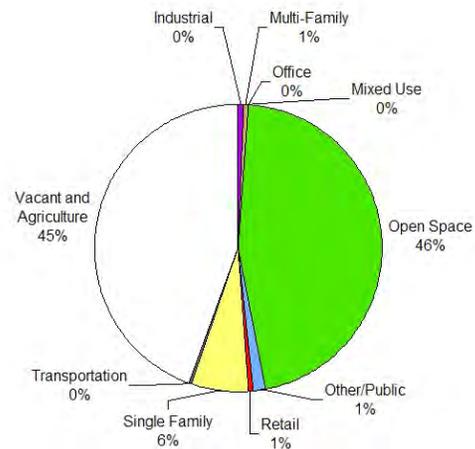
## Existing Land Use

Existing land use provides a base for understanding current development within the region. Most land use discussion in the region has been focused on new development areas, especially for residential and retail development. Increasingly, many communities are now looking to previously developed areas, for redevelopment and revitalization.

MAG compiles existing and future land use information from member agencies on an ongoing basis. This information is used for many purposes, including producing region-wide socioeconomic projections for use in transportation planning and air quality conformity.



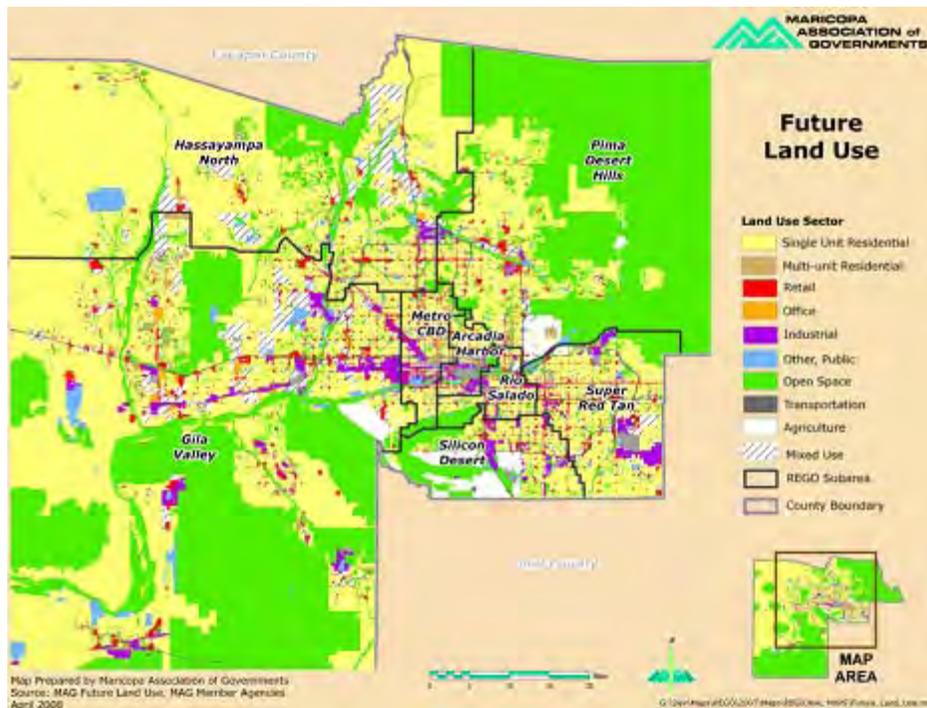
## Existing Land Use Split



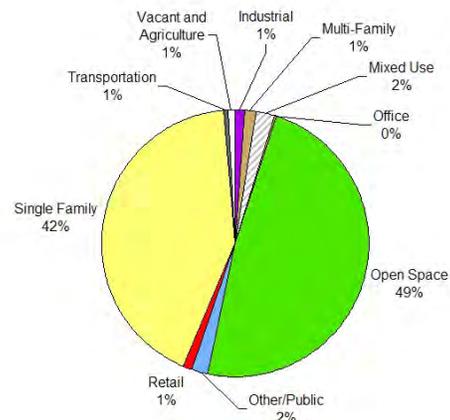
## Future Land Use

To meet the future demand from additional residents, the region will need up to 900 thousand additional housing units. To meet the expected employment increase, regional firms will need an additional 350 million square feet of work space, or roughly 1,400 average size buildings of 250,000 square feet.

Of special note is the significant increase in land designated for mixed use development. Throughout the region, cities and towns are identifying large land areas in their general plans for mixed use development. The mixed use designation allows a community and the developer to work closely together in order to match the development with community goals and plans. Many of the mixed use plans include single and multi-unit residential, community services (both neighborhood office services and retail), and office or flex space. The mixed use development site can easily integrate various living and work space in complementary patterns.

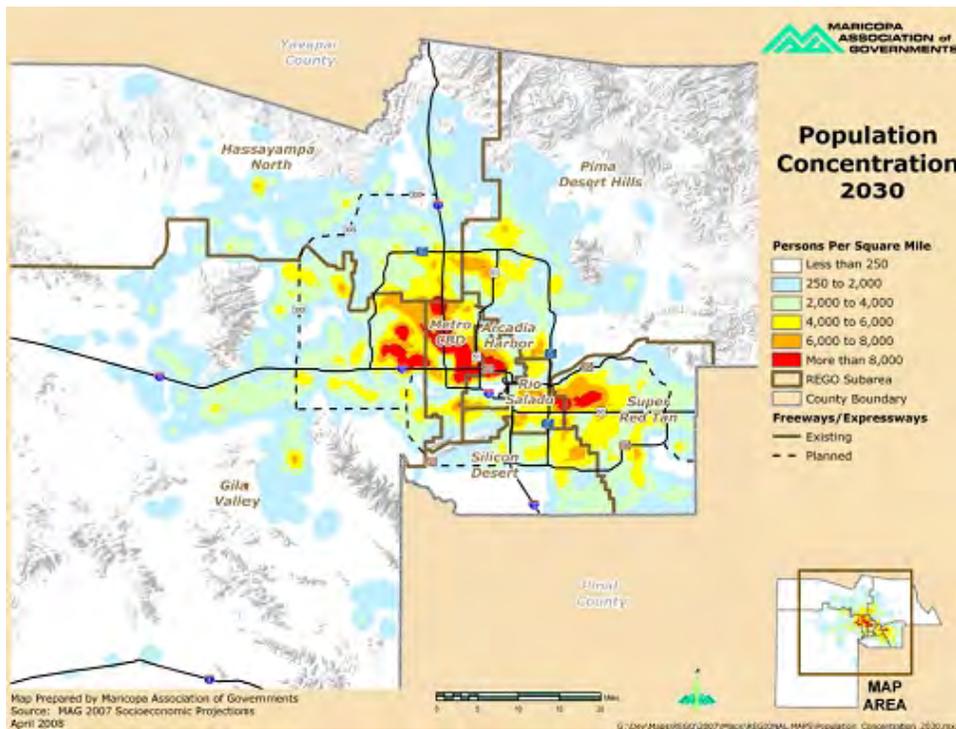
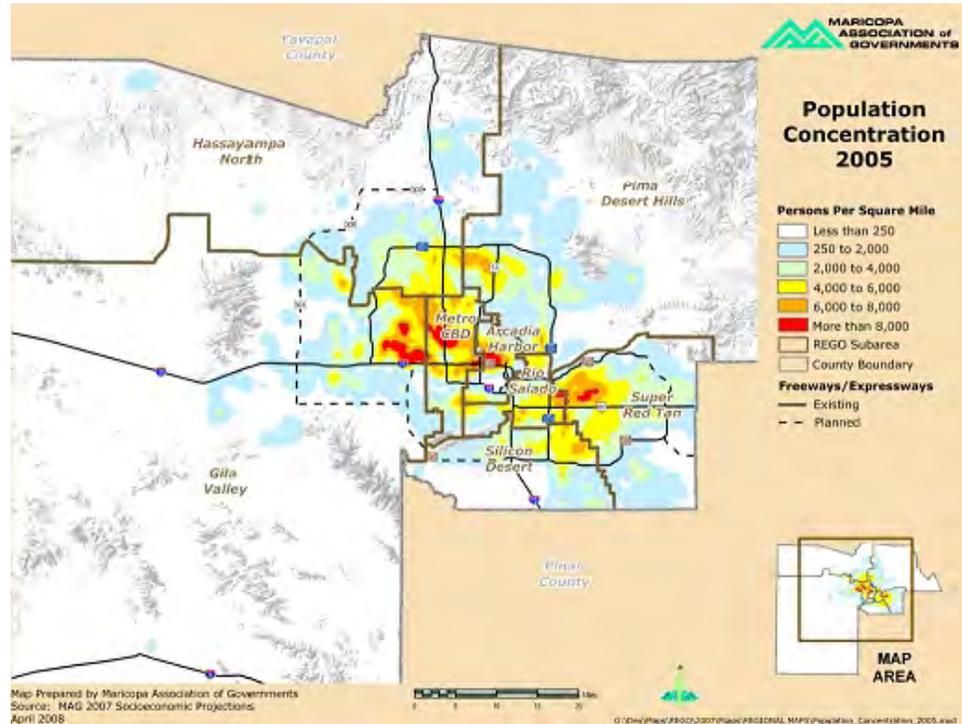


## **Future Land Use Split**



## Population and Housing

The MAG region is the 11<sup>th</sup> largest metropolitan area in the nation, with a current population of four million residents. The population growth has been noted in local and national media, and is widely recognized as one of the fastest growing regions in the nation. Since 1990, the regional population has averaged an annual increase of over 100,000 residents a year.

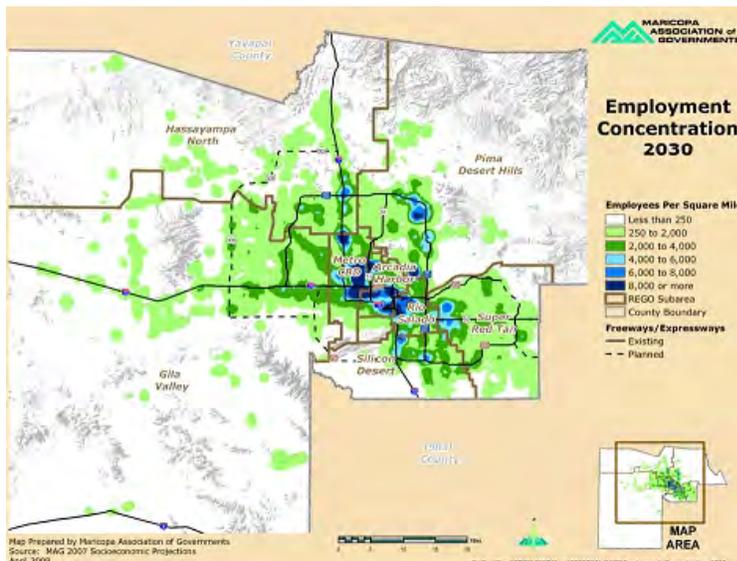
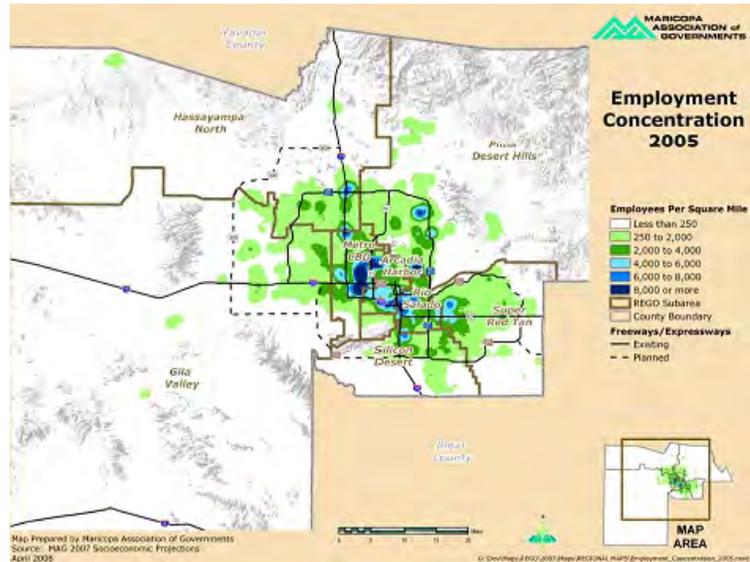


The region's population is expected to continue to grow rapidly. By 2030 the region is expected to be home to more than 6.1 million people. While all subareas in the region are expected to grow, the largest growth is expected in Gila Valley and Hassayampa North. Gila Valley is expected to more than double in size, adding nearly a million new residents between now and 2030.

## Employment

With growth, key industry activities have shifted away from agriculture and mining to manufacturing, and now to professional and business services. While in many regions around the country both the share and number of manufacturing employees has declined, in the MAG region manufacturing employment has remained steady over the last twenty years. Today, nearly one in five employed persons is working in a firm identified as professional or business services. Adding in financial services and health care employment, nearly one in three workers is employed by firms in these regional economic development industries.

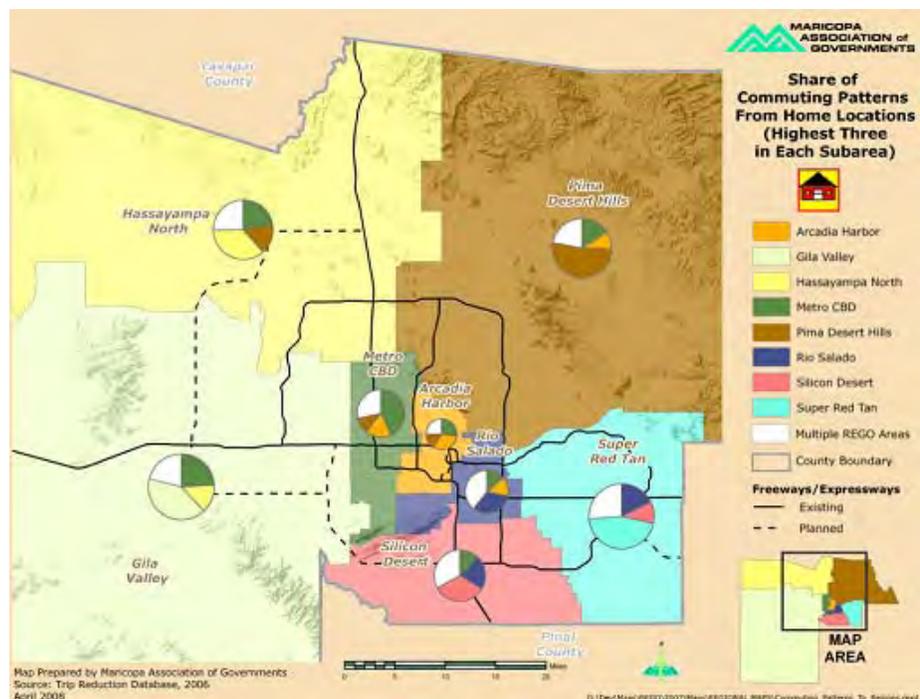
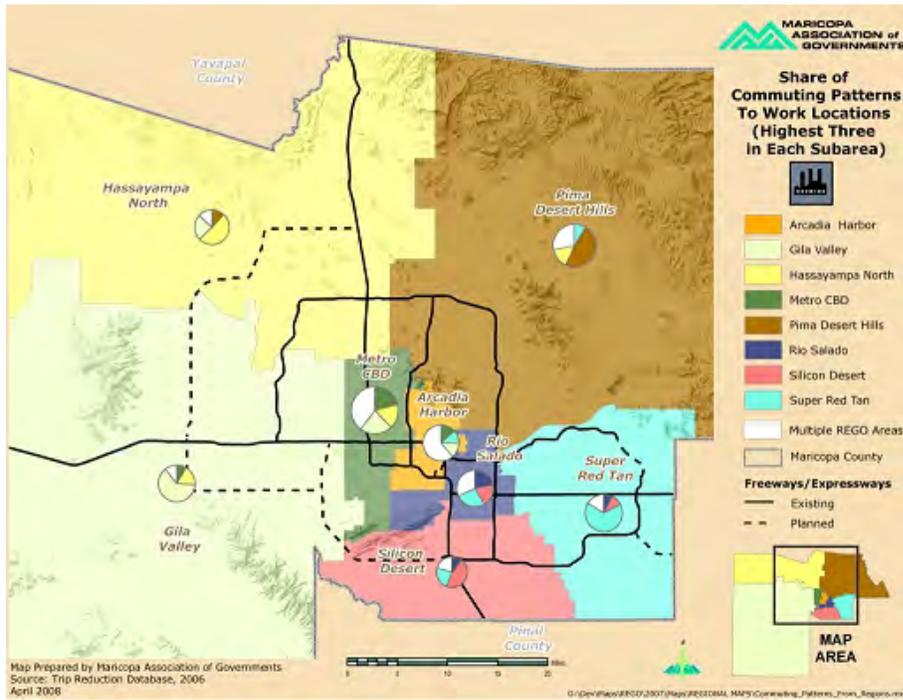
Employment concentrations are more compact than residential concentrations. Generally, firms strive to locate in the center of the market, as opposed to the edge, and draw labor and customers from a larger area. Some firms require a uniquely skilled and knowledgeable workforce, these firms often locate in the center of a large metro area to attract employees to their firm from throughout the metro area. Others firms target a specific workforce, which may be located in a part of a region.



Employment is projected to grow and spread throughout the region, growing from nearly 2 million jobs today, to 3.4 million jobs in the future.

## Commuting Patterns

Two commute pattern maps are included in each section. These maps depict the relative flow of a) residents in one sub-area to their jobs in all sub-areas and b) workers from homes in all sub-areas to jobs in one sub-area.



# Arcadia Harbor Subarea

The Arcadia Harbor subarea falls entirely within the City of Phoenix. It is notable as the home of Sky Harbor International Airport and the affluent residential neighborhood known as Arcadia. Papago Park, the Phoenix Zoo and the Desert Botanical Gardens are also in this subarea.

## Job Centers and Peak PM Travel Times

Figure 1: Job Centers in the Arcadia Harbor Subarea

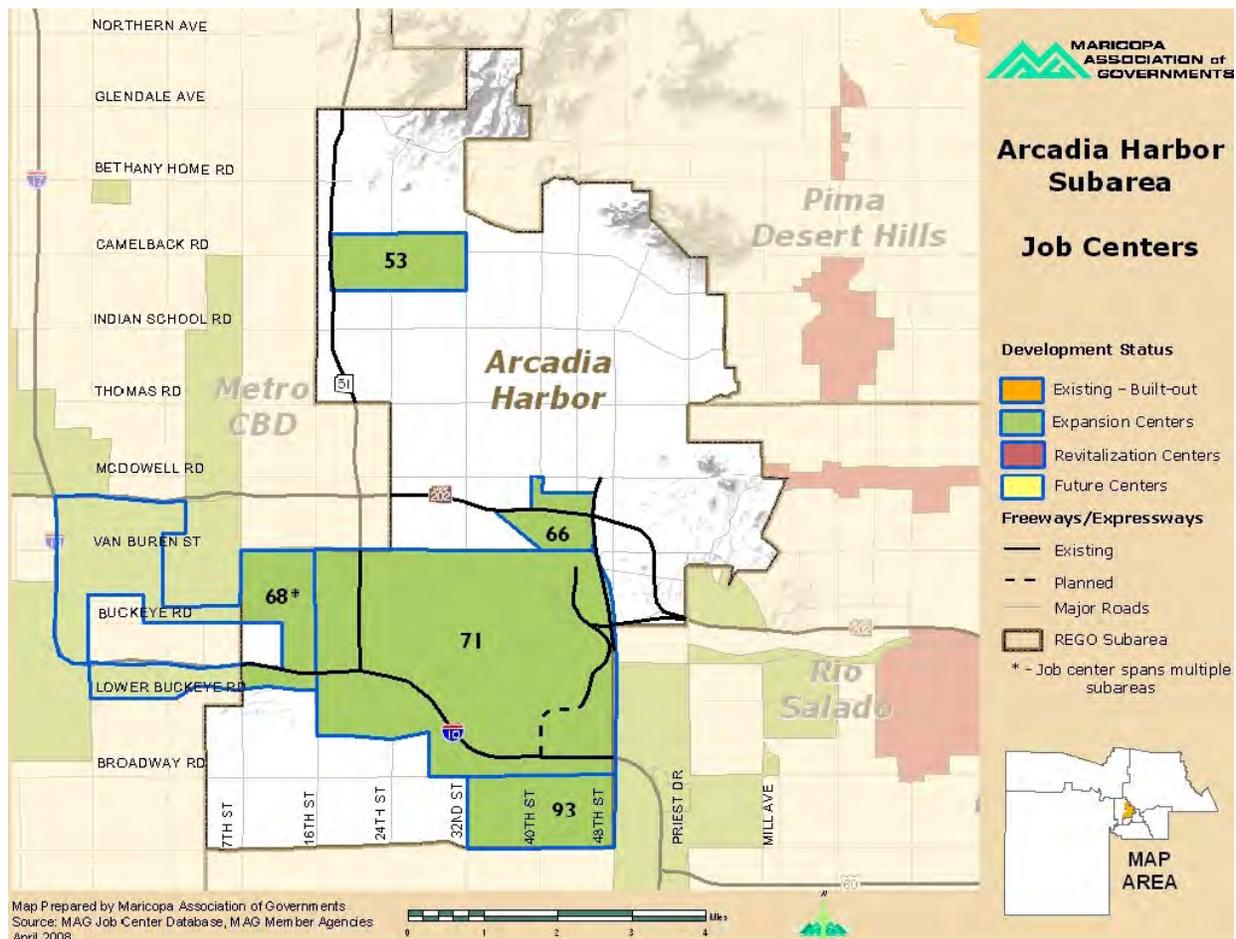


Table 1: Job Centers in the Arcadia Harbor Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
53	Camelback Corridor	Expansion	889	23,310	24,600
66	Gateway	Expansion	498	5,100	9,300
68*	South Central Industrial	Expansion	3,255	30,170	50,500
71	Sky Harbor Airport	Expansion	7,282	65,140	96,560
93	Phoenix Broadway Curve	Expansion	1,286	14,710	20,360

\*Indicates job center spans multiple subareas. The employment totals are for the entire job center.

Table 2: Peak PM Travel Times in the Arcadia Harbor Subarea

From: Subarea	Location	To: Subarea	Location	Congested
Arcadia Harbor	Sky Harbor Airport	Super Red Tan	Phoenix-Mesa Gateway	61 minutes
		Hassayampa North	I 01 & I-17	44 minutes
		Silicon Desert	Chandler Fashion/Price Rd	41 minutes
		Pima Desert Hills	Scottsdale Airpark	40 minutes
		Gila Valley	I 01 & I-10	40 minutes
		Rio Salado	ASU Main, Tempe	17 minutes
		Metro CBD	Phoenix Downtown	12 minutes

From: Subarea	Location	To: Subarea	Location	Congested
Super Red Tan	Phoenix-Mesa Gateway	Arcadia Harbor	Sky Harbor Airport	36 minutes
Pima Desert Hills	Scottsdale Airpark			35 minutes
Hassayampa North	I 01 & I-17			32 minutes
Gila Valley	I 01 & I-10			27 minutes
Silicon Desert	Chandler Fashion/Price Rd			22 minutes
Rio Salado	ASU Main, Tempe			14 minutes
Metro CBD	Phoenix Downtown			10 minutes

# Land Uses

Figure 2: Land Uses in the Arcadia Harbor Subarea

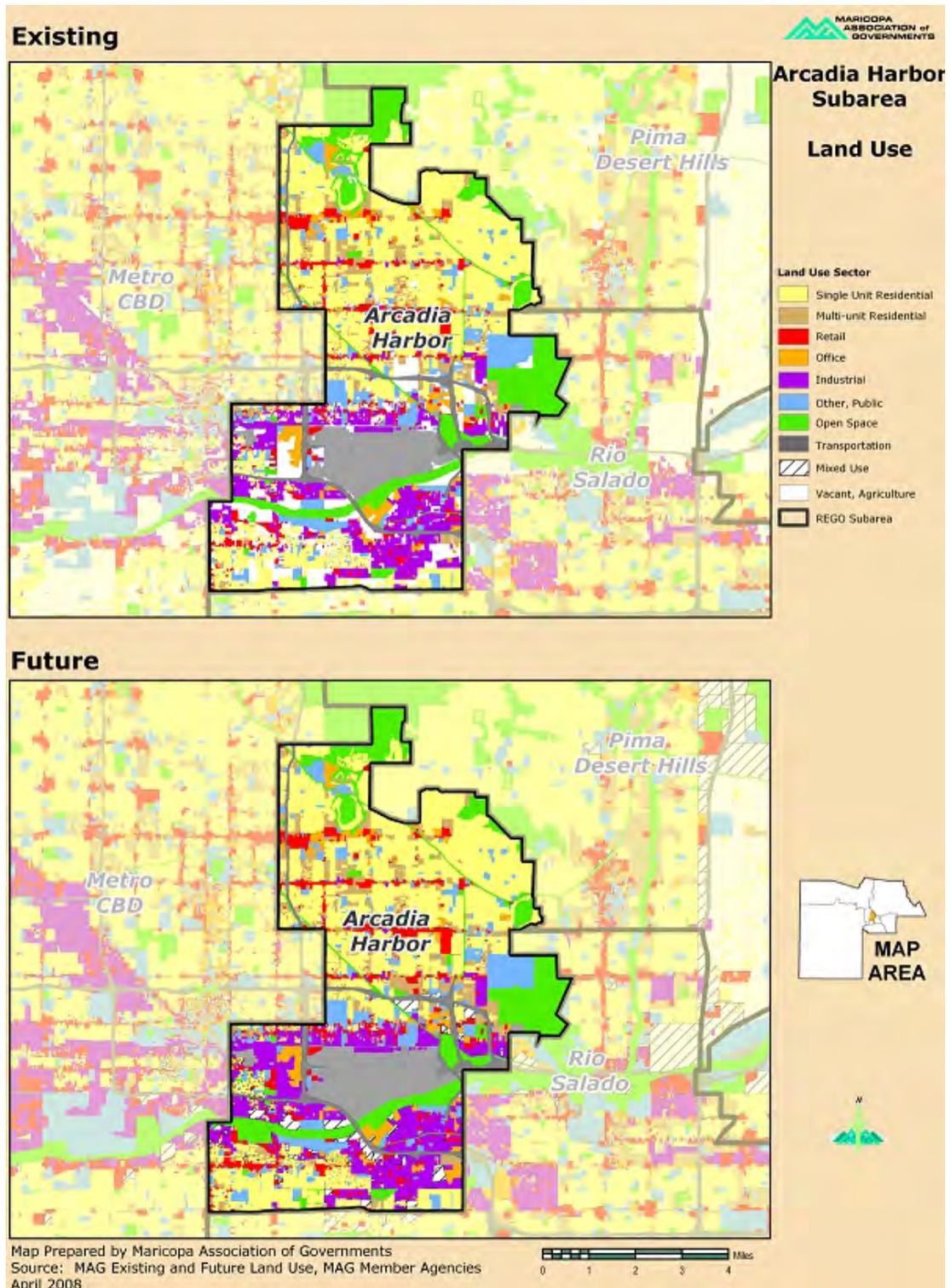
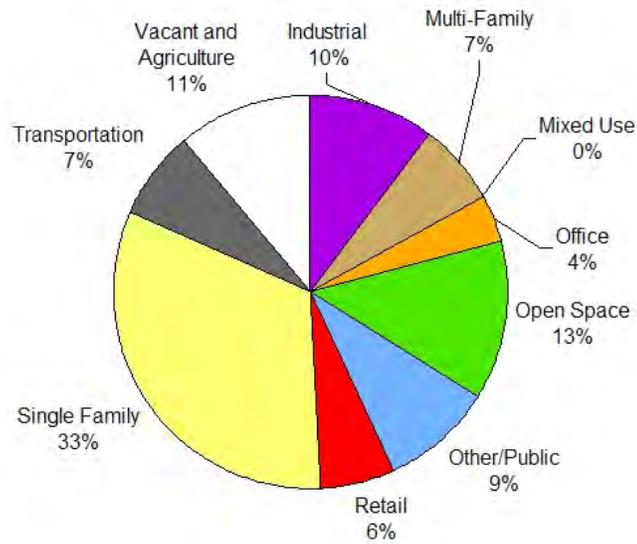
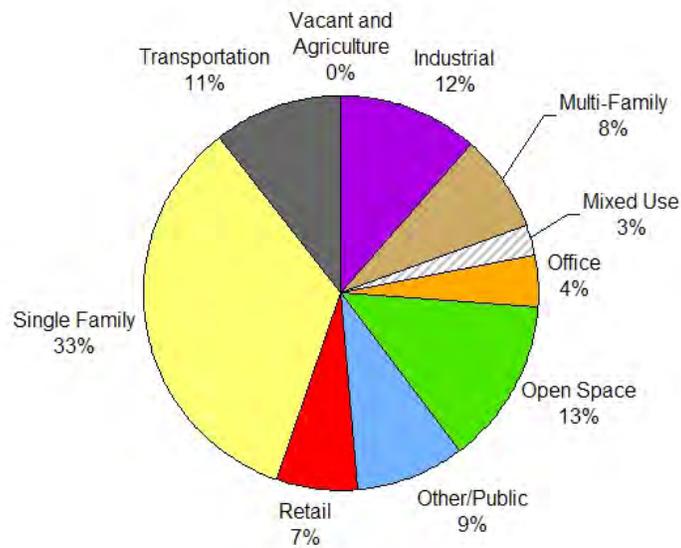


Figure 3: Land Use Percentages in the Arcadia Harbor Subarea

### Existing Land Use Splits



### Future Land Use Splits



# Population and Housing

Figure 4: Population Concentration in the Arcadia Harbor Subarea

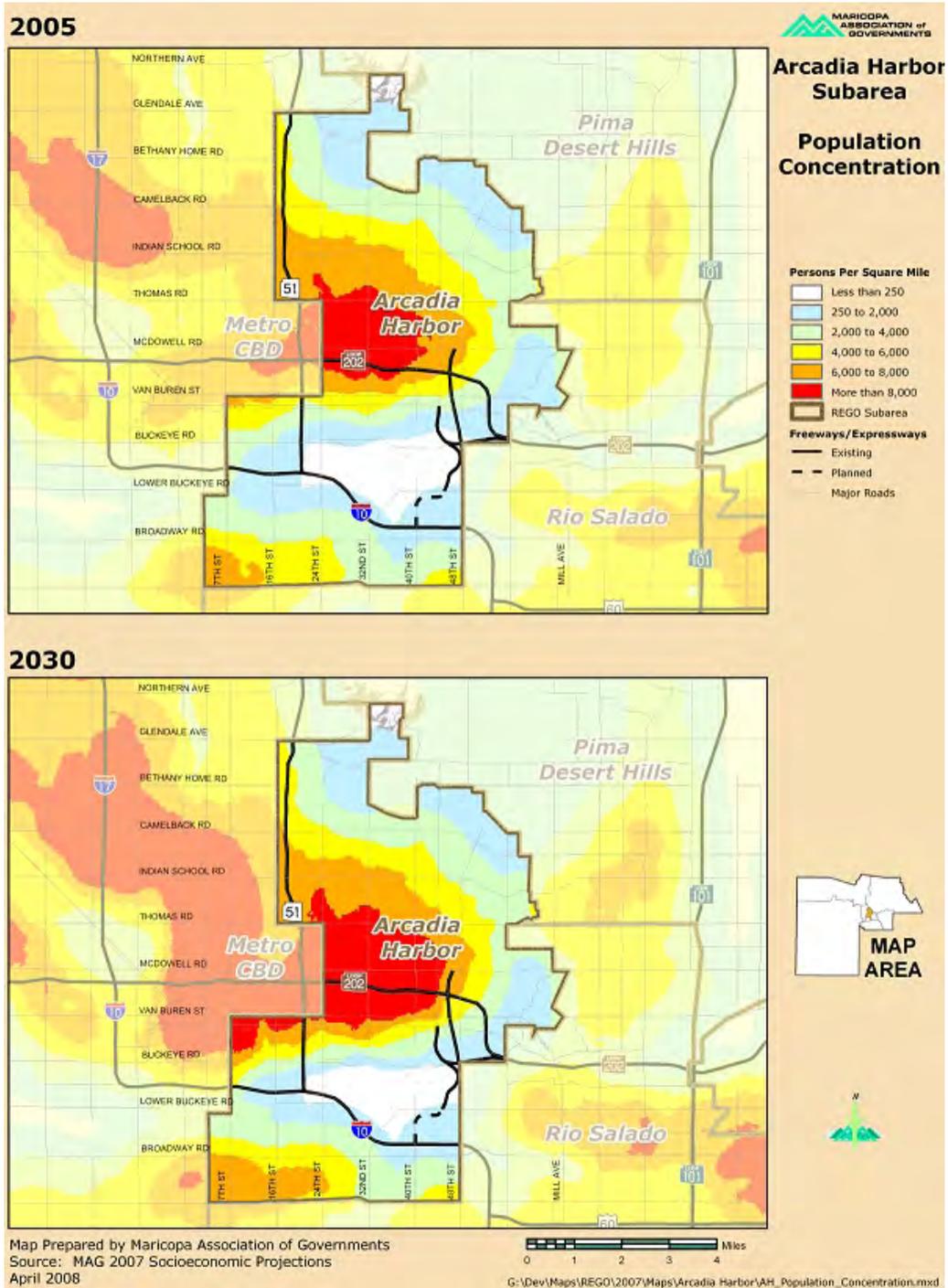


Table 3: Population and Housing and Percent of County in the Arcadia Harbor Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	181,000	4.9%	224,700	3.7%
<b>Resident Population in Households and Percent of County</b>	178,100	4.9%	220,300	3.7%
<b>Total Housing Units and Percent of County</b>	73,000	4.9%	91,600	3.7%
<b>Occupied Housing Units and Percent of County</b>	68,500	5.1%	87,200	3.7%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 5: Residents Commuting from Home in the Arcadia Harbor Subarea

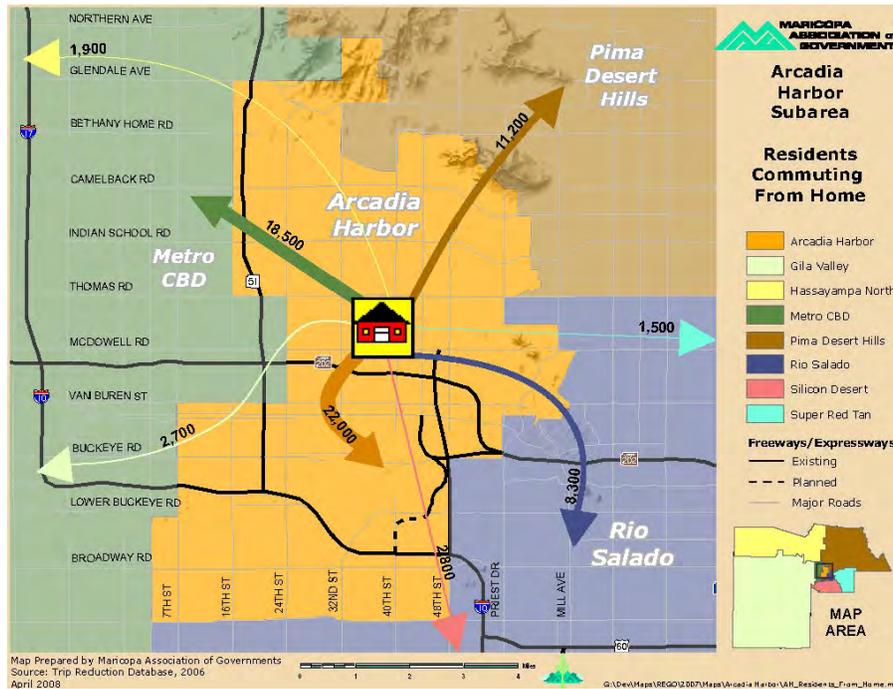


Table 4: Resident Commute Analysis in the Arcadia Harbor Subarea

	Of the 68,900 working residents living in Arcadia Harbor subarea:	
	work in...	or work in...
Metro CBD	18,500	26.9%
Arcadia Harbor	22,000	31.9%
Rio Salado	8,300	12.0%
Silicon Desert	2,800	4.1%
SuperRedTan	1,500	2.2%
Pima Desert Hills	11,200	16.3%
Hassayampa North	1,900	2.8%
Gila Valley	2,700	3.9%

# Employment

Figure 6: Employment Concentration in the Arcadia Harbor Subarea

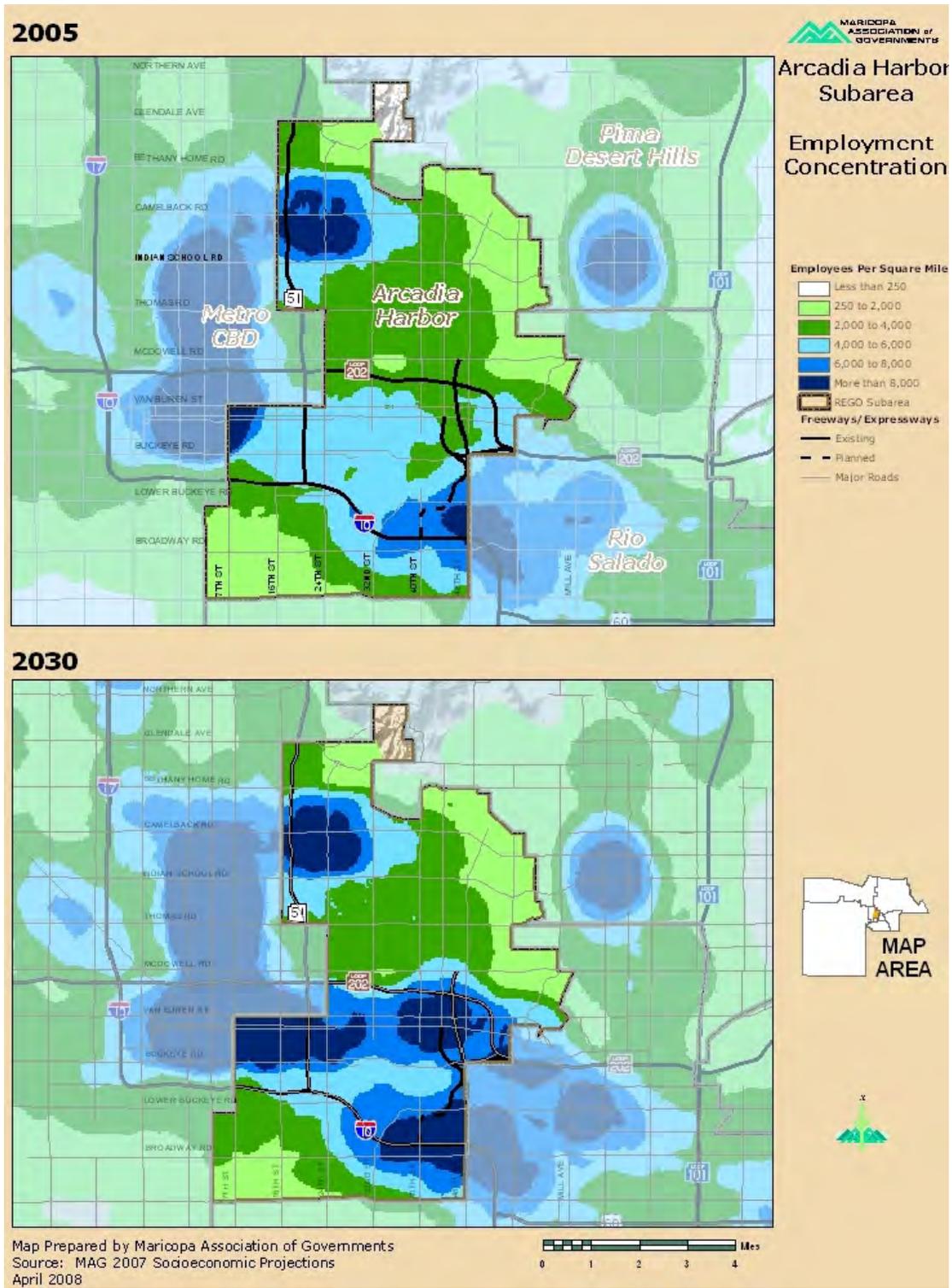


Table 5: Employment and Percent of County in the Arcadia Harbor Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	196,300	11.2%	266,800	7.9%
<b>Retail and Percent of County</b>	27,500	5.9%	38,100	4.1%
<b>Office and Percent of County</b>	74,300	19.3%	103,900	12.5%
<b>Industrial and Percent of County</b>	51,900	14.5%	66,600	10.8%
<b>Public and Percent of County</b>	17,000	7.0%	25,800	5.8%
<b>Other* and Percent of County</b>	25,500	8.7%	32,500	5.8%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 7: Employees Commuting to Work in the Arcadia Harbor Subarea

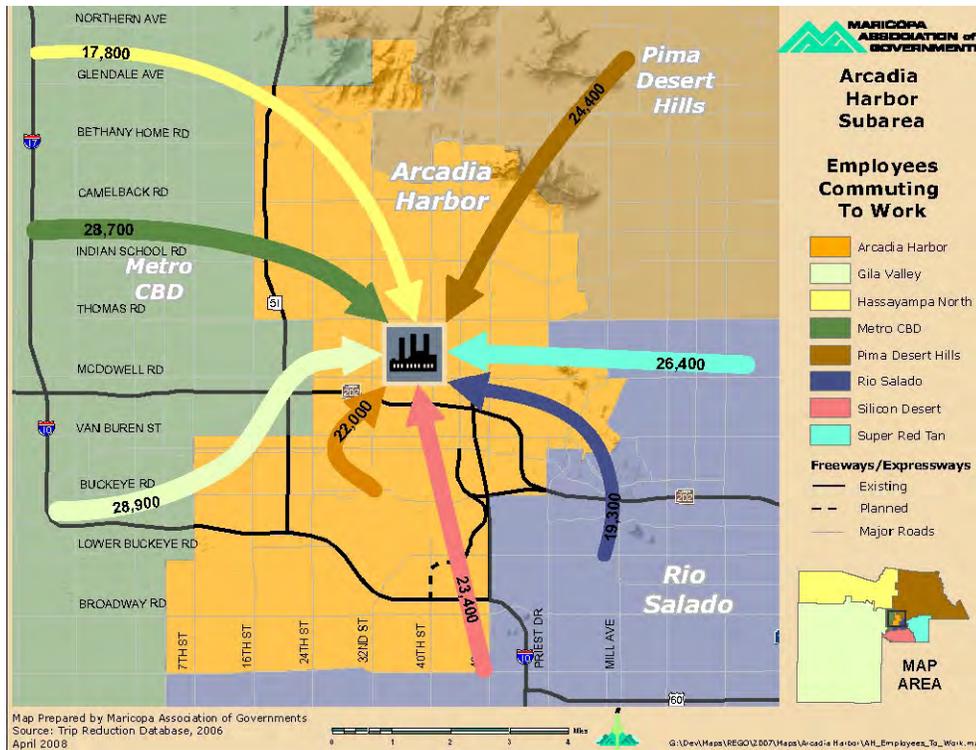


Table 6: Employee Commute Analysis in the Arcadia Harbor Subarea

	Of the 196,300 employees working in Arcadia Harbor	
	come from...	or come from...
Metro CBD	28,700	14.6%
Arcadia Harbor	22,000	11.2%
Rio Salado	19,300	9.8%
Silicon Desert	23,400	11.9%
SuperRedTan	26,400	13.4%
Pima Desert Hills	24,400	12.4%
Hassayampa North	17,800	9.1%
Gila Valley	28,900	14.7%
Pinal County	3,100	1.6%
Outside Metro Area	2,300	1.2%

# Gila Valley Subarea

The Gila Valley subarea includes the town of Gila Bend and the cities of Goodyear, Avondale, Tolleson, Litchfield Park, and El Mirage. It also includes parts of the town of Buckeye, parts of the cities of Phoenix, Glendale, Peoria, and Surprise as well as part of the Gila River Indian Community. This large subarea is home to major sporting venues such as the Jobing.com Arena, the University of Phoenix Stadium and Phoenix International Raceway. Luke Air Force Base, the Barry M. Goldwater Range and the Palo Verde Nuclear Generating Station are also in this subarea.

## Job Centers and Peak PM Travel Times

Figure 8: Job Centers in the Gila Valley Subarea

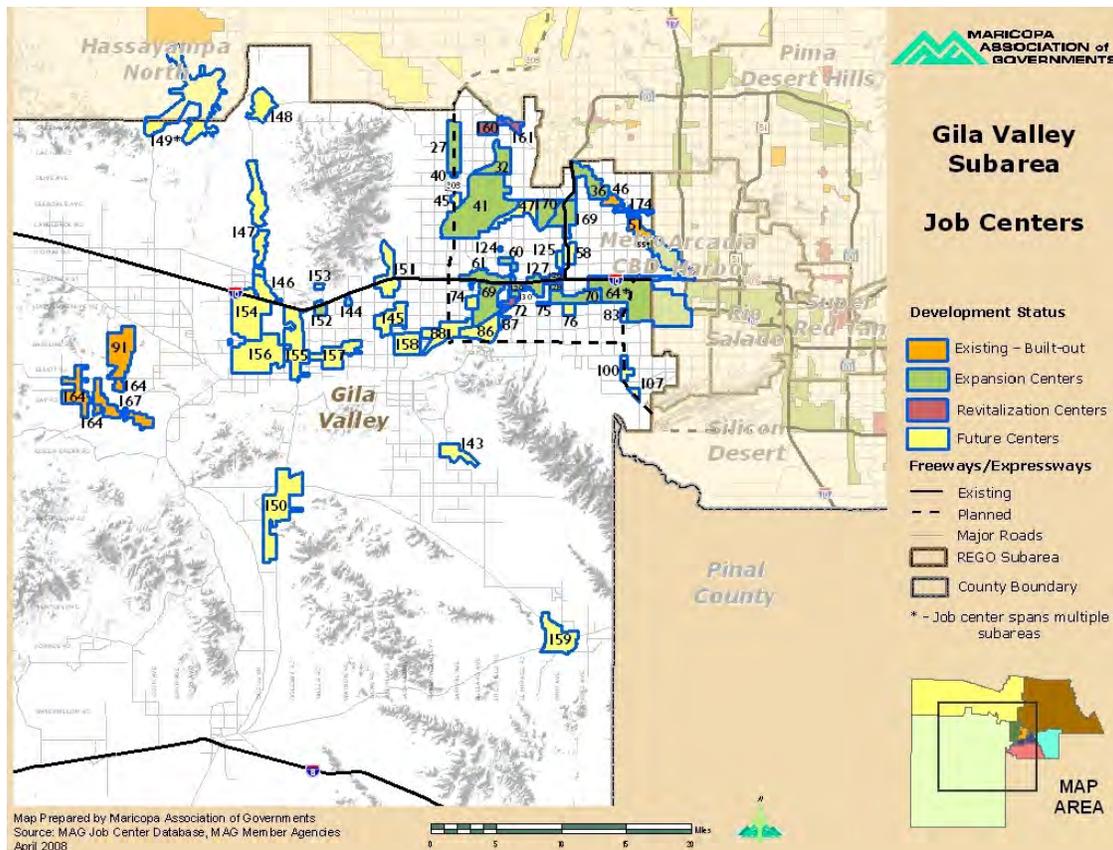


Table 7: Job Centers in the Gila Valley Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030	Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
27	SR 303 Corridor	Expansion	2,615	770	11,450	126	Gateway and Automall	Expansion	304	660	2,100
32	South Dysart Road	Expansion	2,178	720	13,680	127	Avondale Blvd.	Expansion	1,471	1,370	12,730
36	South Peoria	Expansion	2,630	8,300	20,370	128	99th Avenue Business Parks	Expansion	305	200	2,980
40	303-EMU	Future	98	0	10,10	129	Dysart Corridor	Expansion	497	2,190	4,390
41	Luke Compatibility Area	Expansion	11255	9,690	17,380	130	Eliseo C. Felix Way	Expansion	229	210	1,160
45	Loop303/Northern	Future	460	40	2,700	143	Goodyear Center Estrella	Future	1625	0	830
46	Grand Ave. North	Built Out	697	4,250	6,540	144	Watson and I-10	Expansion	255	40	1,880
47	Morton Salt	Future	1,849	970	2,730	145	East Buckeye Employment	Future	2,505	100	3,900
51	Grand Ave. South	Built Out	1,185	7,080	10,370	146	Tartesso Town Center	Future	1,471	0	2,050
55*	Phoenix Grand Avenue	Expansion	3,161	32,130	36,020	147	Sun Valley Parkway	Future	4,553	0	8,500
58	Algodon Center Phoenix Loop 101	Future	1,017	150	5,960	148	Festival/Sun Valley	Future	2,122	0	2,720
60	Dysart and Thomas Intersection	Expansion	522	440	630	149*	Douglas Ranch	Future	10,868	0	2,670
61	North Goodyear	Expansion	1,803	2,840	11,460	150	South Buckeye	Future	6,780	1,410	3,090
64*	Southwest Phoenix	Expansion	12,827	48,830	73,310	151	Buckeye Parkway Employment Center	Future	2,589	710	9,730
69	Goodyear Airport Area	Expansion	3,296	3,690	10,230	152	Miller and I-10	Expansion	565	110	2,830
70	Tolleson Rail Corridor	Expansion	2,173	8,760	14,310	153	Military Reservation	Future	202	0	20
72	Old Town Avondale	Revitalization	623	1,750	3,690	154	Buckeye Municipal Airport	Future	5,828	90	7,000
74	Goodyear City Center	Future	586	300	3,150	155	SR85 Corridor	Future	4,715	220	10,720
75	Cashion Business District	Revitalization	131	640	800	156	Baseline Corridor	Future	6,243	150	3,220
76	Buckeye/107th Ave	Future	627	70	1,920	157	Buckeye Downtown and Downtown Expansion	Future	2,897	2,660	4,910
83	Estrella	Future	327	60	2,970	158	Liberty	Future	2,065	130	1,300
86	Southeast Goodyear	Future	2,368	690	10,180	159	Amaranth	Future	3,335	0	11,560
87	Litchfield Road	Future	278	180	3,180	160	Surprise Center	Revitalization	1,186	1,770	8,510
88	Southwest Goodyear	Future	2,802	840	10,240	161	Surprise Original Townsite	Revitalization	669	2,570	4,170
91	Palo Verde	Built Out	4,028	1,750	1,770	164	Sempra Energy	Built Out	3,455	160	180
100	Future South Mountain Loop	Future	792	90	1,640	167	Duke Energy	Built Out	2,754	150	150
107	Southgate	Future	335	0	480	169	Loop 101 West	Expansion	2,403	5,020	21,340
124	Wigwam Resort	Built Out	59	80	80	170	Glen Harbor	Expansion	1,857	1,120	7,880
125	Algodon	Future	463	30	3,970	174	Downtown Glendale	Revitalization	582	6,400	10,900

\*Indicates job center spans multiple subareas. Employment totals are for the entire job center.

Table 8: Peak PM Travel Times in the Gila Valley Subarea

From: Subarea	Location	To: Subarea	Location	Congested
Gila Valley	101 & I-10	Super Red Tan	Phoenix-Mesa Gateway	82 minutes
		Silicon Desert	Chandler Fashion/Price Rd	61 minutes
		Pima Desert Hills	Scottsdale Airpark	47 minutes
		Rio Salado	ASU Main, Tempe	38 minutes
		Hassayampa North	101 & I-17	29 minutes
		Arcadia Harbor	Sky Harbor Airport	27 minutes
		Metro CBD	Phoenix Downtown	19 minutes

From: Subarea	Location	To: Subarea	Location	Congested
Super Red Tan	Phoenix-Mesa Gateway	Gila Valley	101 & I-10	70 minutes
Pima Desert Hills	Scottsdale Airpark			57 minutes
Silicon Desert	Chandler Fashion/Price Rd			56 minutes
Rio Salado	ASU Main, Tempe			49 minutes
Arcadia Harbor	Sky Harbor Airport			40 minutes
Hassayampa North	101 & I-17			32 minutes
Metro CBD	Phoenix Downtown			30 minutes

Figure 9: Land Uses in the Gila Valley Subarea

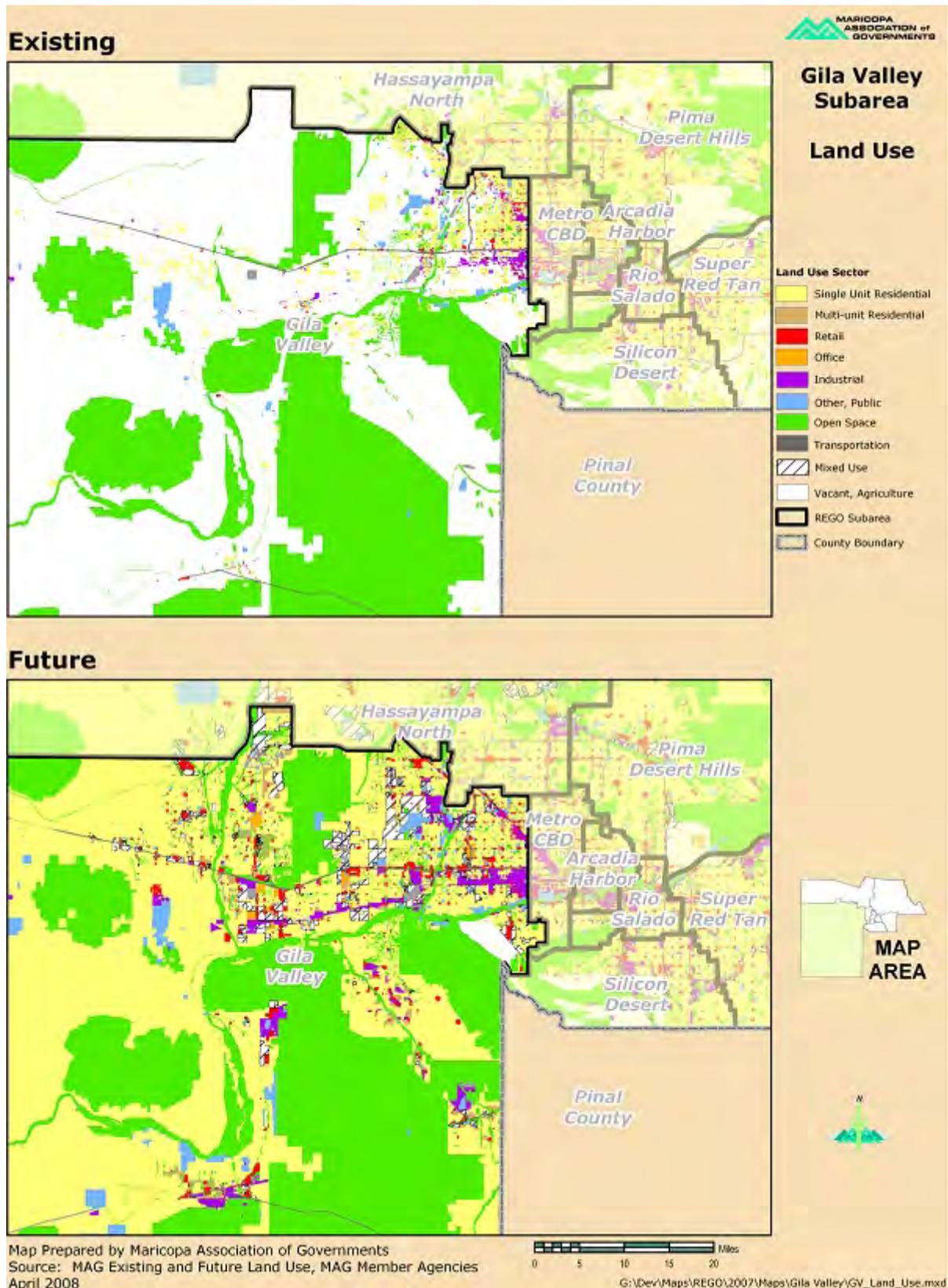
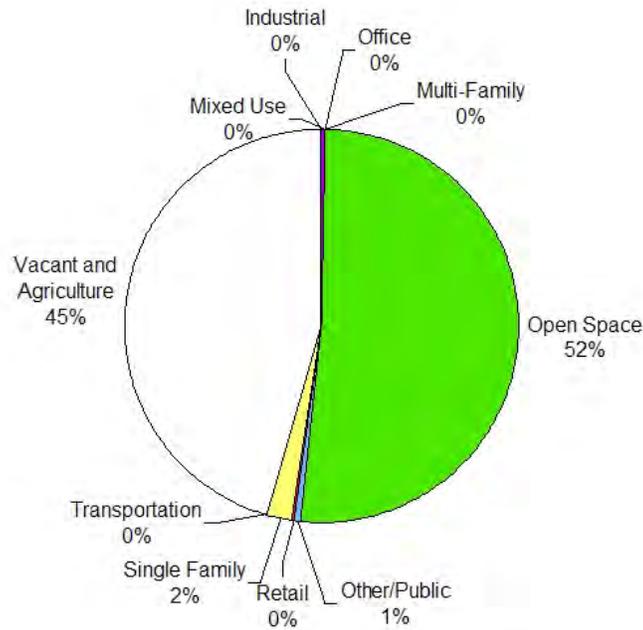
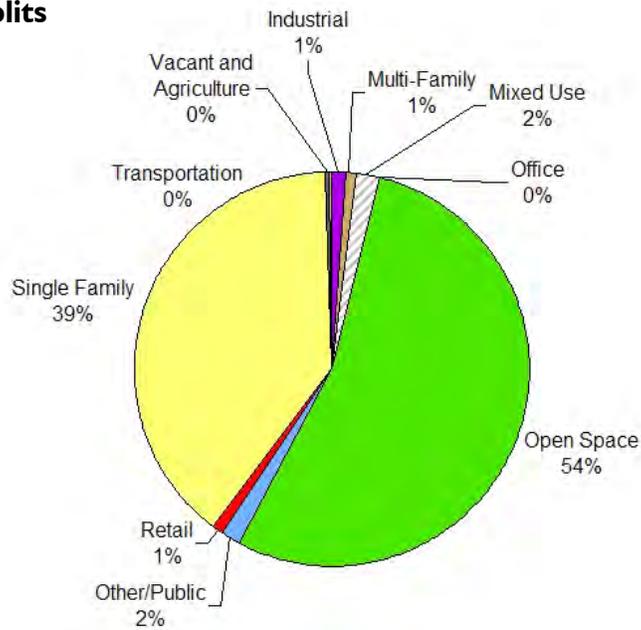


Figure 10: Land Use Percentages in the Gila Valley Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 11 Population Concentration in the Gila Valley Subarea

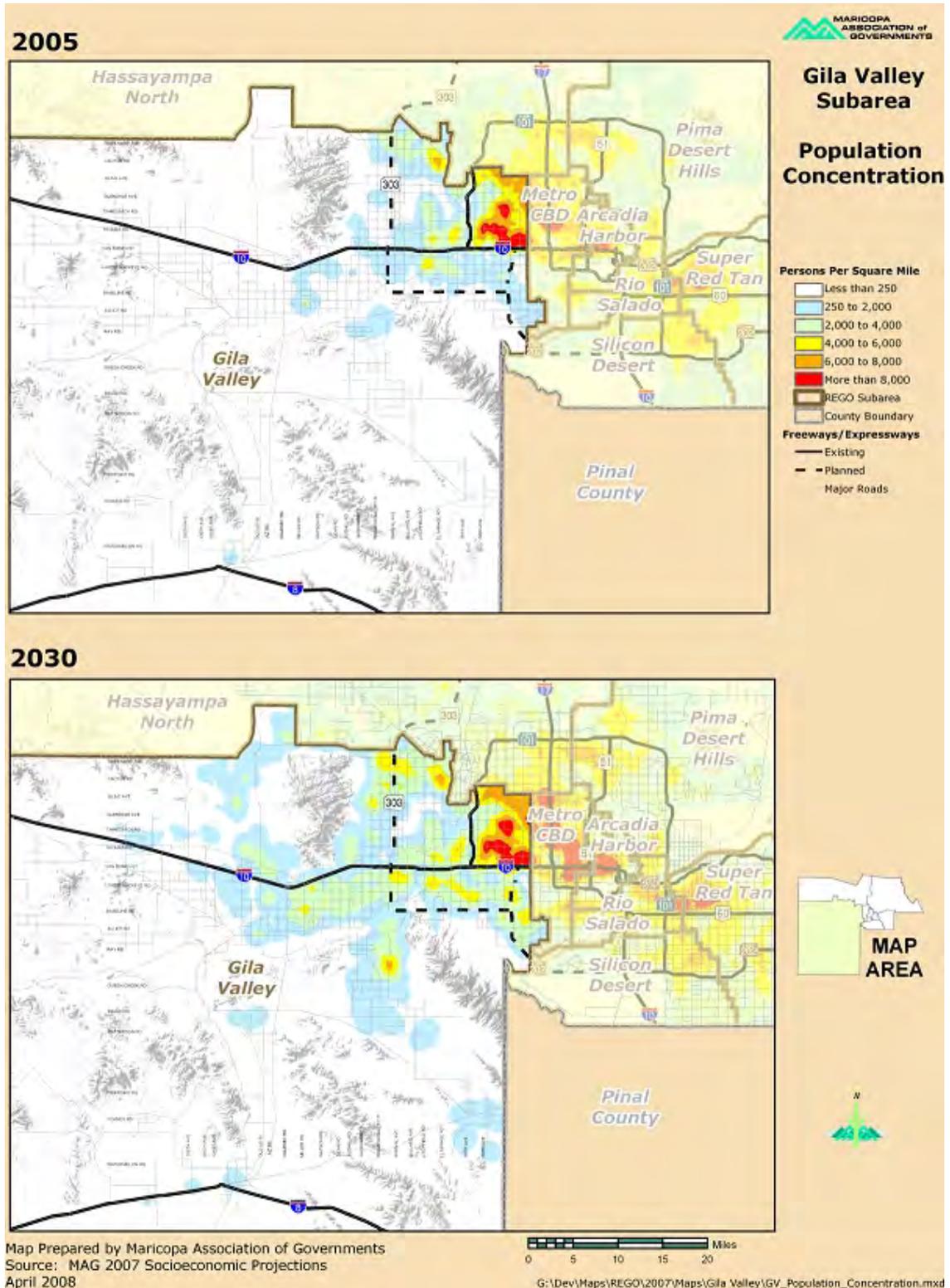


Table 11: Population and Housing and Percent of County in the Gila Valley Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	727,900	19.8%	1,817,200	29.6%
<b>Resident Population in Households and Percent of County</b>	715,000	19.8%	1,796,100	29.8%
<b>Total Housing Units and Percent of County</b>	251,000	17.0%	689,500	27.6%
<b>Occupied Housing Units and Percent of County</b>	234,100	17.3%	651,900	28.0%

Source: 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 12: Residents Commuting from Home in the Gila Valley Subarea

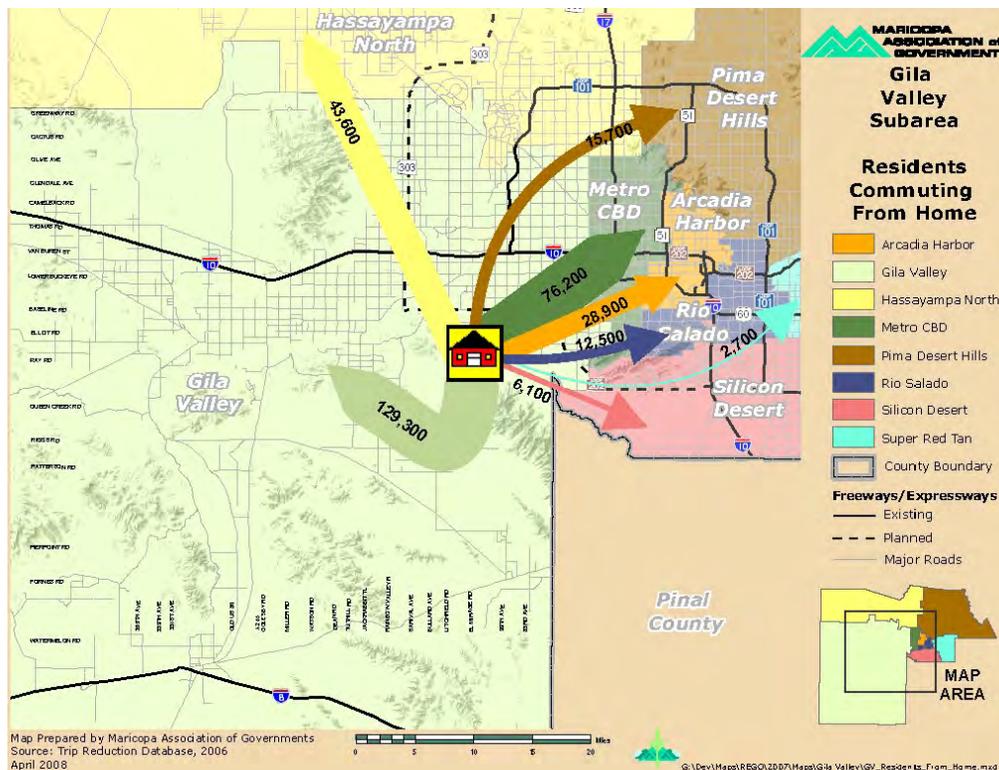


Table 12: Resident Commute Analysis in the Gila Valley Subarea

	Of the 315,000 working residents living in Gila Valley subarea:	
	work in...	or work in...
Metro CBD	76,200	24.2%
Arcadia Harbor	28,900	9.2%
Rio Salado	12,500	4.0%
Silicon Desert	6,100	1.9%
SuperRedTan	2,700	0.9%
Pima Desert Hills	15,700	5.0%
Hassayampa North	43,600	13.8%
Gila Valley	129,300	41.0%

# Employment

Figure 13: Employment Concentration in the Gila Valley Subarea

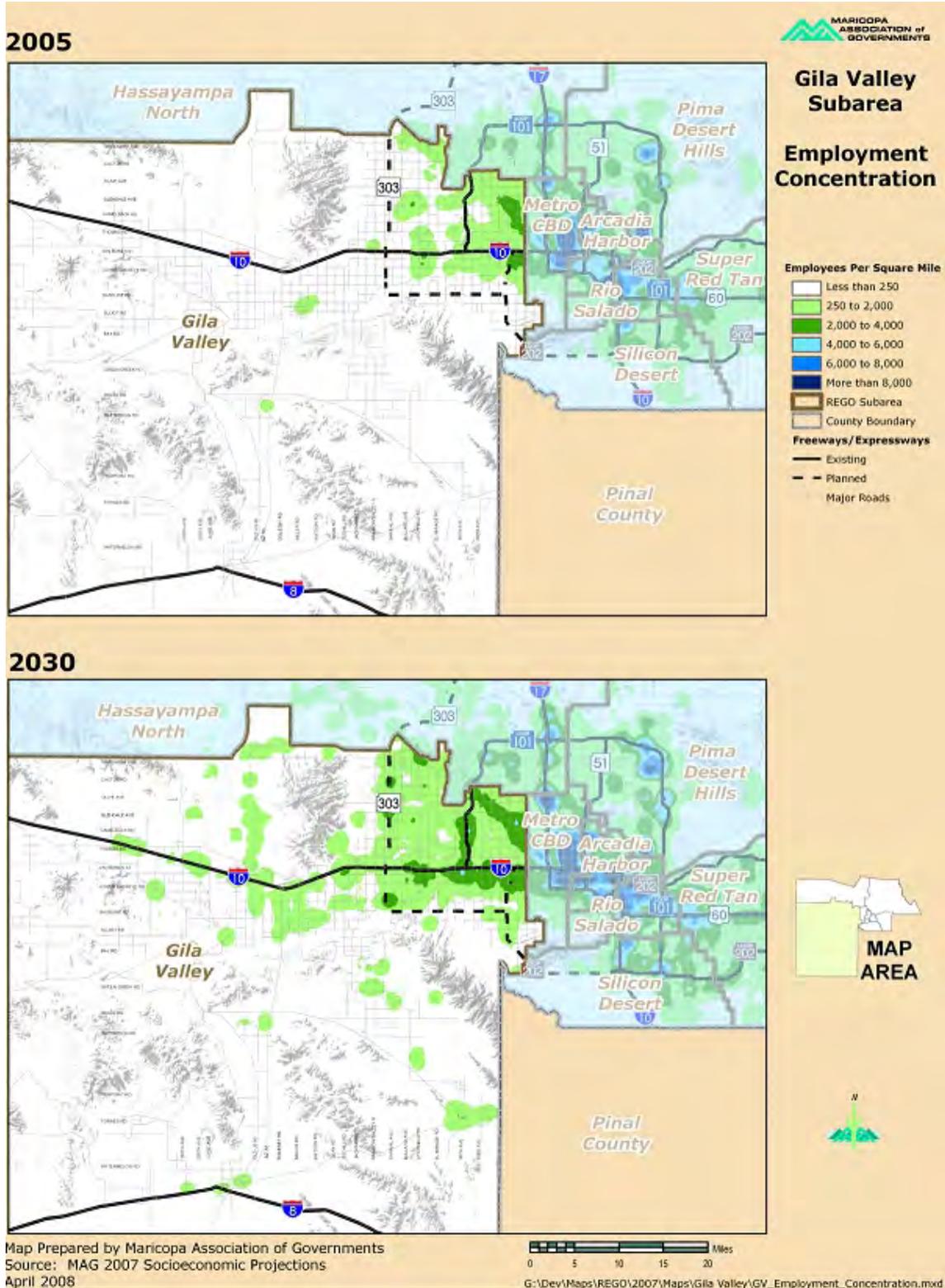


Table 11: Employment and Percent of County in the Gila Valley Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	197,700	11.3%	748,600	22.2%
<b>Retail and Percent of County</b>	54,800	11.7%	243,000	26.1%
<b>Office and Percent of County</b>	4,200	1.1%	82,700	10.0%
<b>Industrial and Percent of County</b>	54,400	15.2%	154,300	25.1%
<b>Public and Percent of County</b>	44,400	18.2%	115,400	26.1%
<b>Other* and Percent of County</b>	39,800	13.5%	153,200	27.3%

Source: 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 14: Employees Commuting to Work in the Gila Valley Subarea

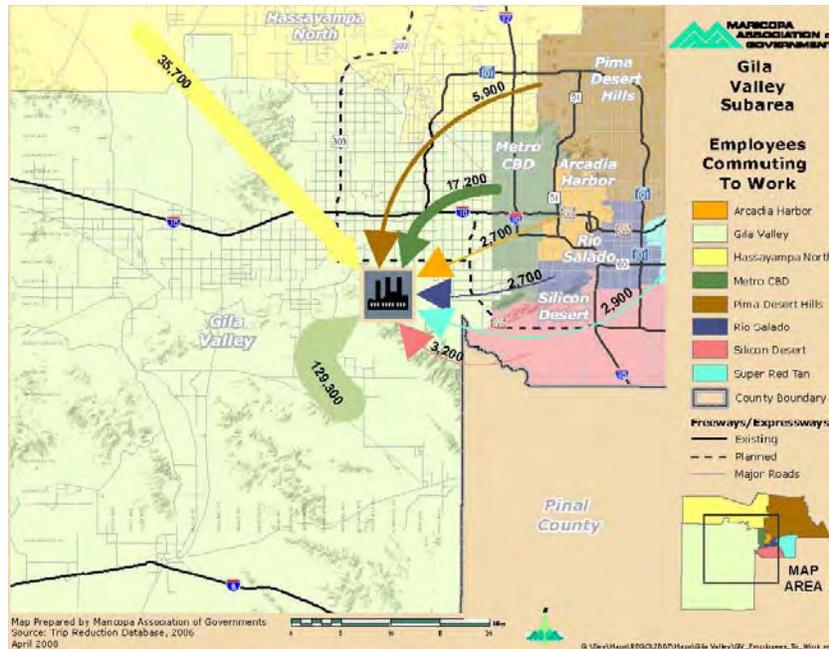


Table 12: Employee Commute Analysis in the Gila Valley Subarea

	Of the 203,900 employees working in Gila Valley subarea:	
	___ come from...	or ___ come from...
Metro CBD	17,200	8.4%
Arcadia Harbor	2,700	1.3%
Rio Salado	2,700	1.3%
Silicon Desert	3,200	1.6%
SuperRedTan	2,900	1.4%
Pima Desert Hills	5,900	2.9%
Hassayampa North	35,700	17.5%
Gila Valley	129,300	63.4%
Pinal County	600	0.3%
Outside Metro Area	3,700	1.8%

# Hassayampa North Subarea

The Hassayampa North subarea includes parts of the towns of Wickenburg and Cave Creek and parts of the cities of Phoenix, Surprise, Peoria and Glendale. This subarea has long been associated with retirement communities in Sun City, Sun City West and Sun City Grand. This area has a wide range of employment from office and industrial areas centered around the Deer Valley airport to regional retail centers and hospitals in Glendale and Phoenix. The subarea is the gateway to northern Arizona and Las Vegas.

## Job Centers and Peak PM Travel Times

Figure 15: Job Centers in the Hassayampa North Subarea

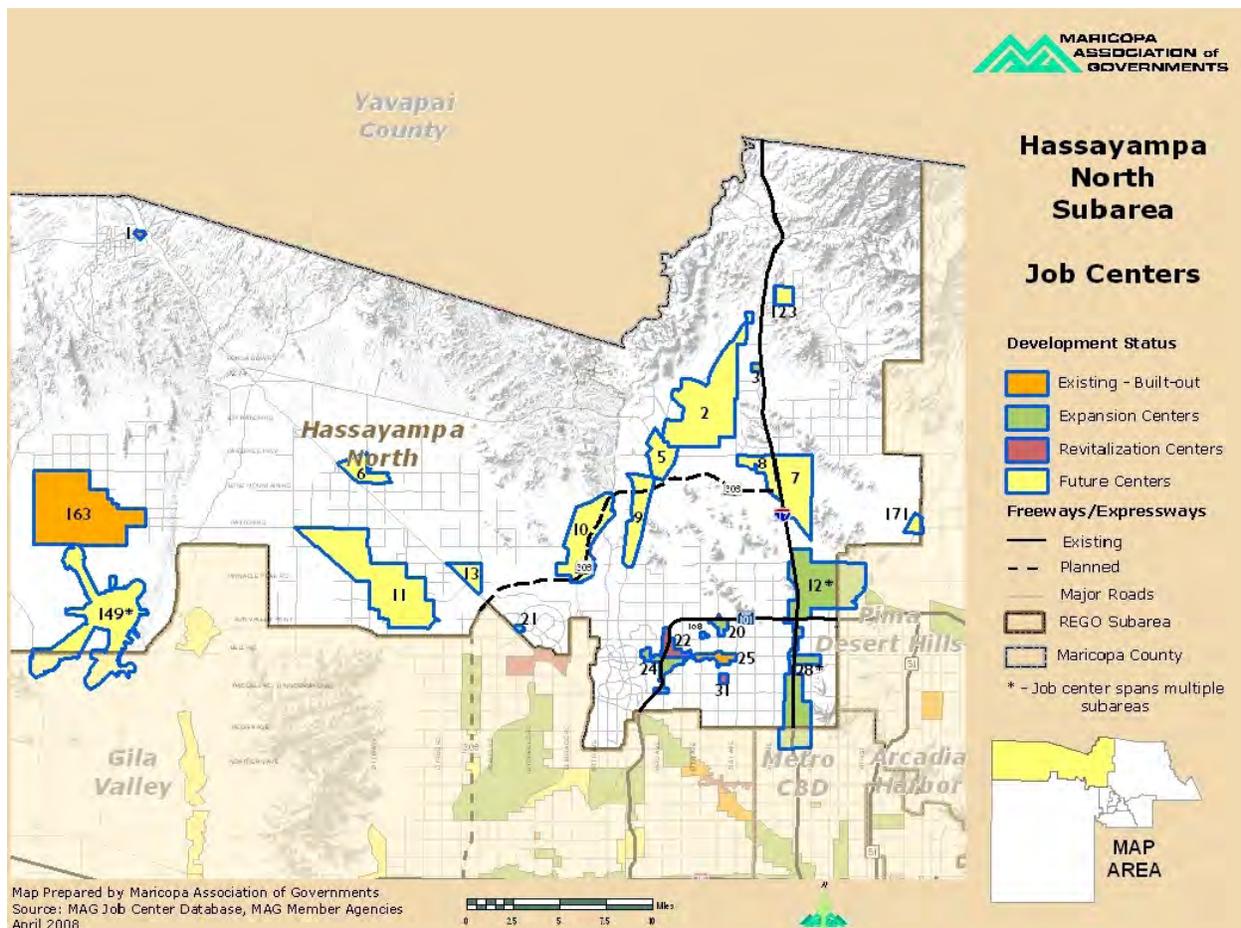


Table 13: Job Centers in the Hassayampa North Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
1	Downtown Wickenburg	Built Out	113	440	480
2	ASLD Mining	Future	9,279	20	18,090
3	Anthem	Expansion	166	450	1,290
5	Carefree/Lake Pleasant	Future	1,802	0	8,950
6	Northwest Job Center	Future	1,465	110	4,230
7	North Black Canyon	Future	4,278	570	5,680
8	I17 & Carefree Hwy	Future	1,524	0	6,090
9	North Central Peoria	Future	2,707	110	9,210
10	Northwest Peoria	Future	4,808	160	14,220
11	West Job Center	Future	10,485	180	7,900
12*	Deer Valley	Expansion	7,604	38,970	70,910
13	163rd Avenue Gateway	Future	1,122	0	1,000
20	Midwestern University	Expansion	374	2,390	2,910
21	Del Webb Hospital	Expansion	90	1,150	1,200
22	Arrowhead Mall	Revitalization	736	7,200	9,850
24	Bell Rd/Sports Complex	Expansion	1,050	5,230	7,950
25	Bell Road Corridor	Built Out	622	8,340	10,990
28*	North I-17	Expansion	4,132	40,140	61,010
31	Thunderbird Sam	Revitalization	143	590	2,460
123	New River Town Center	Future	643	40	190
149*	Douglas Ranch	Future	10,868	0	2,670
163	Toyota Proving Grounds	Built Out	11,639	0	50
168	Arrowhead Medical Center	Expansion	68	430	1,690
171	Cave Creek/Dynamite	Future	451	80	830

\*Indicates job center spans multiple subareas. Employment totals are for the entire job center.

Table 14: Peak PM Travel Times in the Hassayampa North Subarea

From: Subarea	Location	To: Subarea	Location	Congested
Hassayampa North	101 & I-17	Super Red Tan	Phoenix-Mesa Gateway	88 minutes
		Silicon Desert	Chandler Fashion/Price Rd	67 minutes
		Rio Salado	ASU Main, Tempe	44 minutes
		Arcadia Harbor	Sky Harbor Airport	32 minutes
		Gila Valley	101 & I-10	32 minutes
		Metro CBD	Phoenix Downtown	25 minutes
		Pima Desert Hills	Scottsdale Airpark	23 minutes

From: Subarea	Location	To: Subarea	Location	Congested
Super Red Tan	Phoenix-Mesa Gateway	Hassayampa North	101 & I-17	73 minutes
Silicon Desert	Chandler Fashion/Price Rd			59 minutes
Rio Salado	ASU Main, Tempe			53 minutes
Arcadia Harbor	Sky Harbor Airport			44 minutes
Metro CBD	Phoenix Downtown			35 minutes
Gila Valley	101 & I-10			29 minutes
Pima Desert Hills	Scottsdale Airpark			29 minutes

# Land Uses

Figure 16: Land Uses in the Hassayampa North Subarea

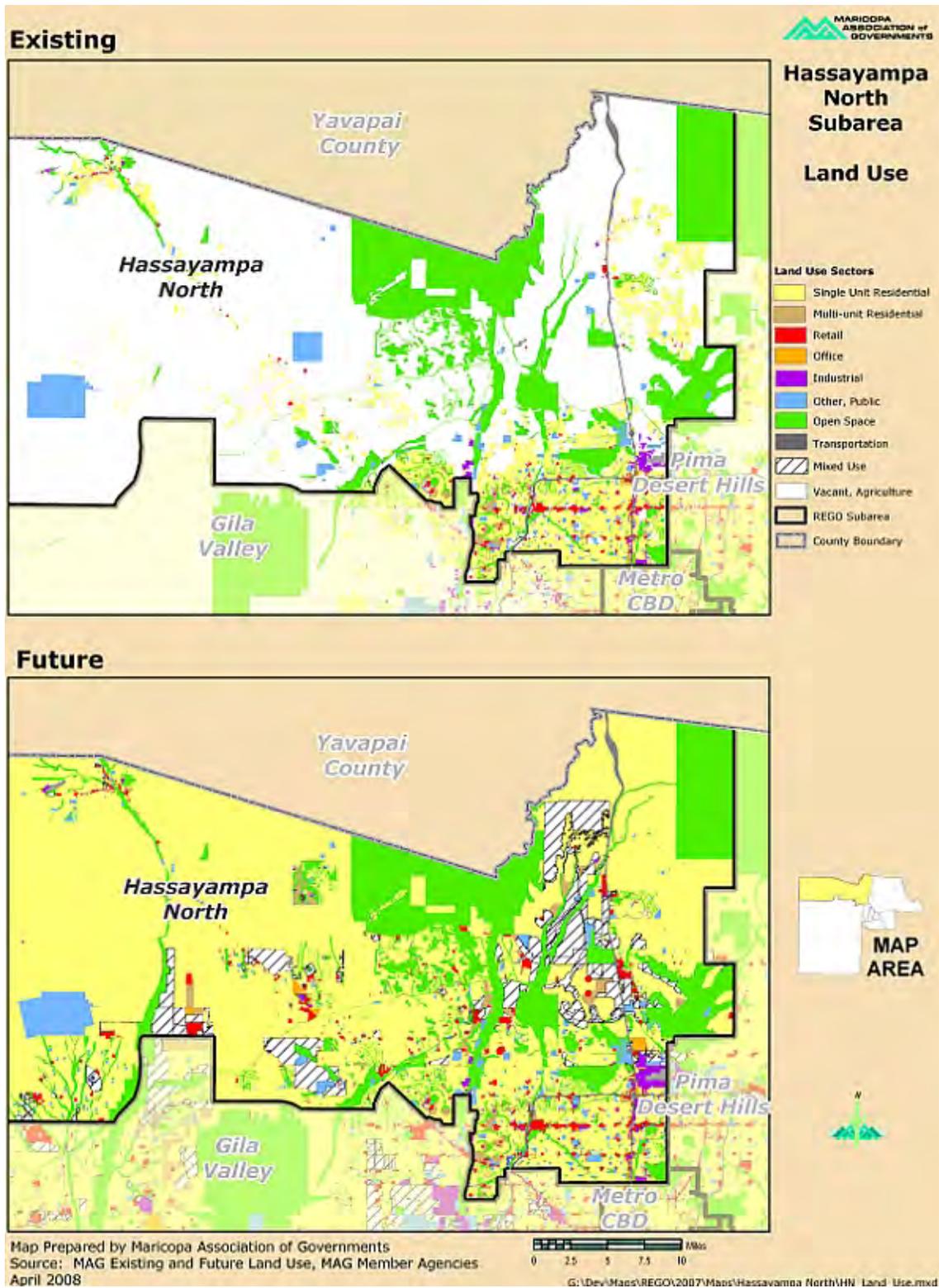
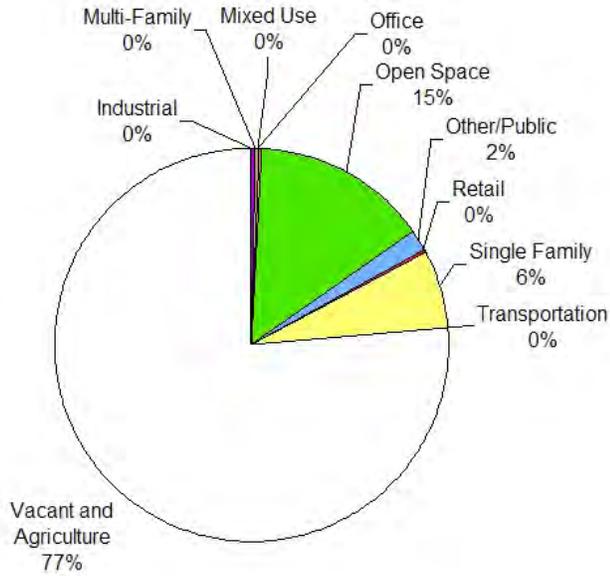
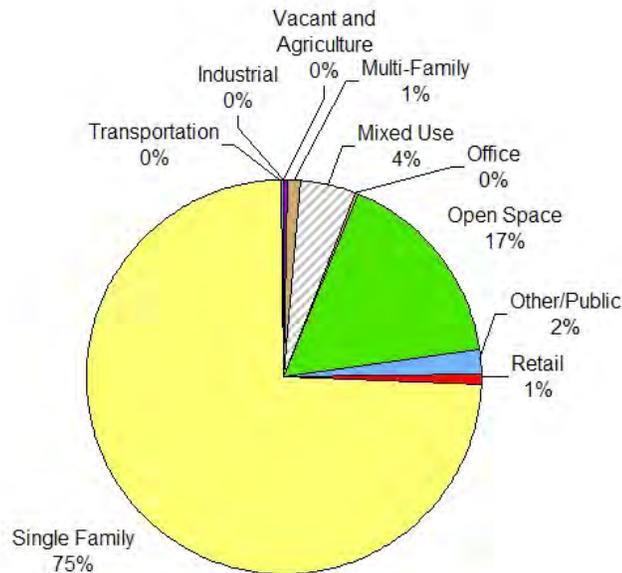


Figure 17: Land Use Percentages in the Hassayampa North Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 18: Population Concentration in the Hassayampa North Subarea

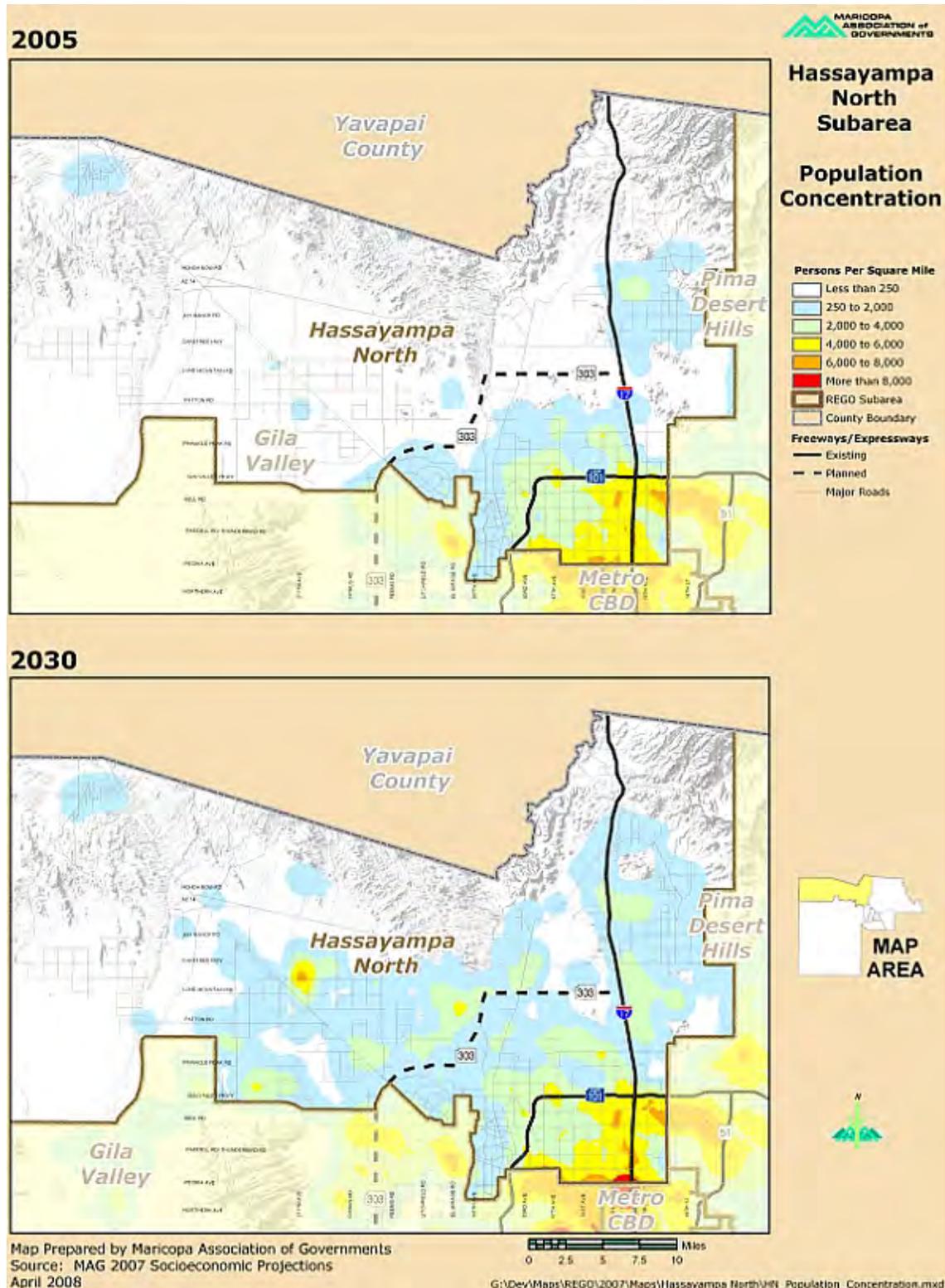


Table 15: Population and Housing and Percent of County in the Hassayampa North Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	529,500	14.4%	1,085,700	17.7%
<b>Resident Population in Households and Percent of County</b>	521,200	14.4%	1,072,900	17.8%
<b>Total Housing Units and Percent of County</b>	229,200	15.5%	468,300	18.7%
<b>Occupied Housing Units and Percent of County</b>	206,900	15.3%	431,800	18.5%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 19: Residents Commuting from Home in the Hassayampa North Subarea

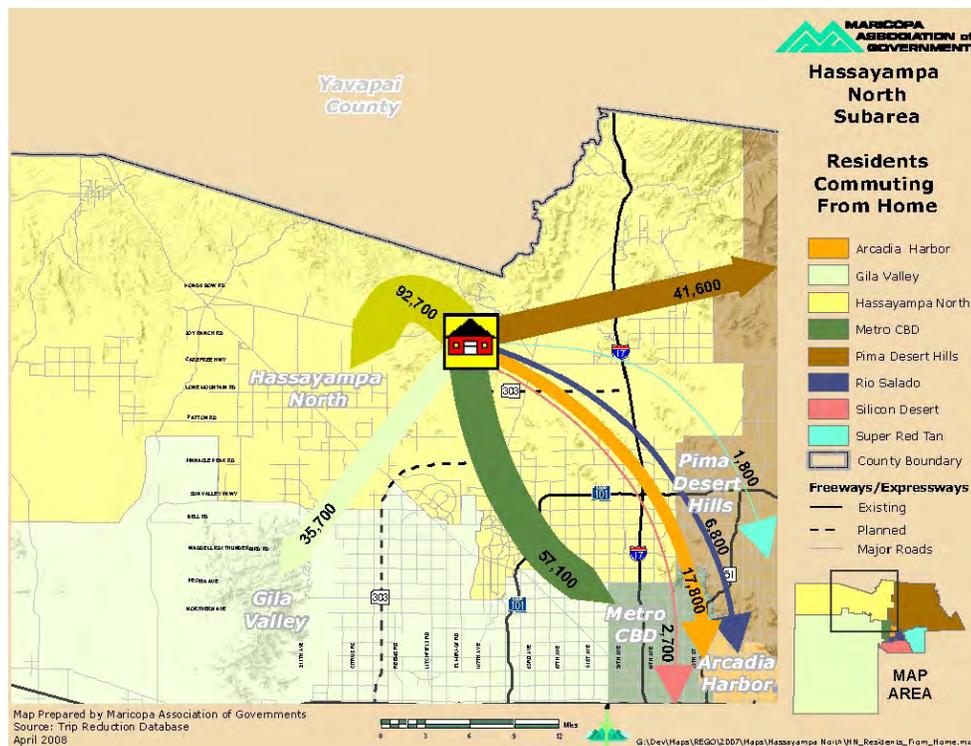


Table 16: Resident Commute Analysis in the Hassayampa North Subarea

	Of the 256,200 working residents living in Hassayampa North subarea:	
	work in...	or work in...
Metro CBD	57,100	22.3%
Arcadia Harbor	17,800	6.9%
Rio Salado	6,800	2.7%
Silicon Desert	2,700	1.1%
SuperRedTan	1,800	0.7%
Pima Desert Hills	41,600	16.2%
Hassayampa North	92,700	36.2%
Gila Valley	35,700	13.9%

# Employment

Figure 20: Employment Concentration in the Hassayampa North Subarea

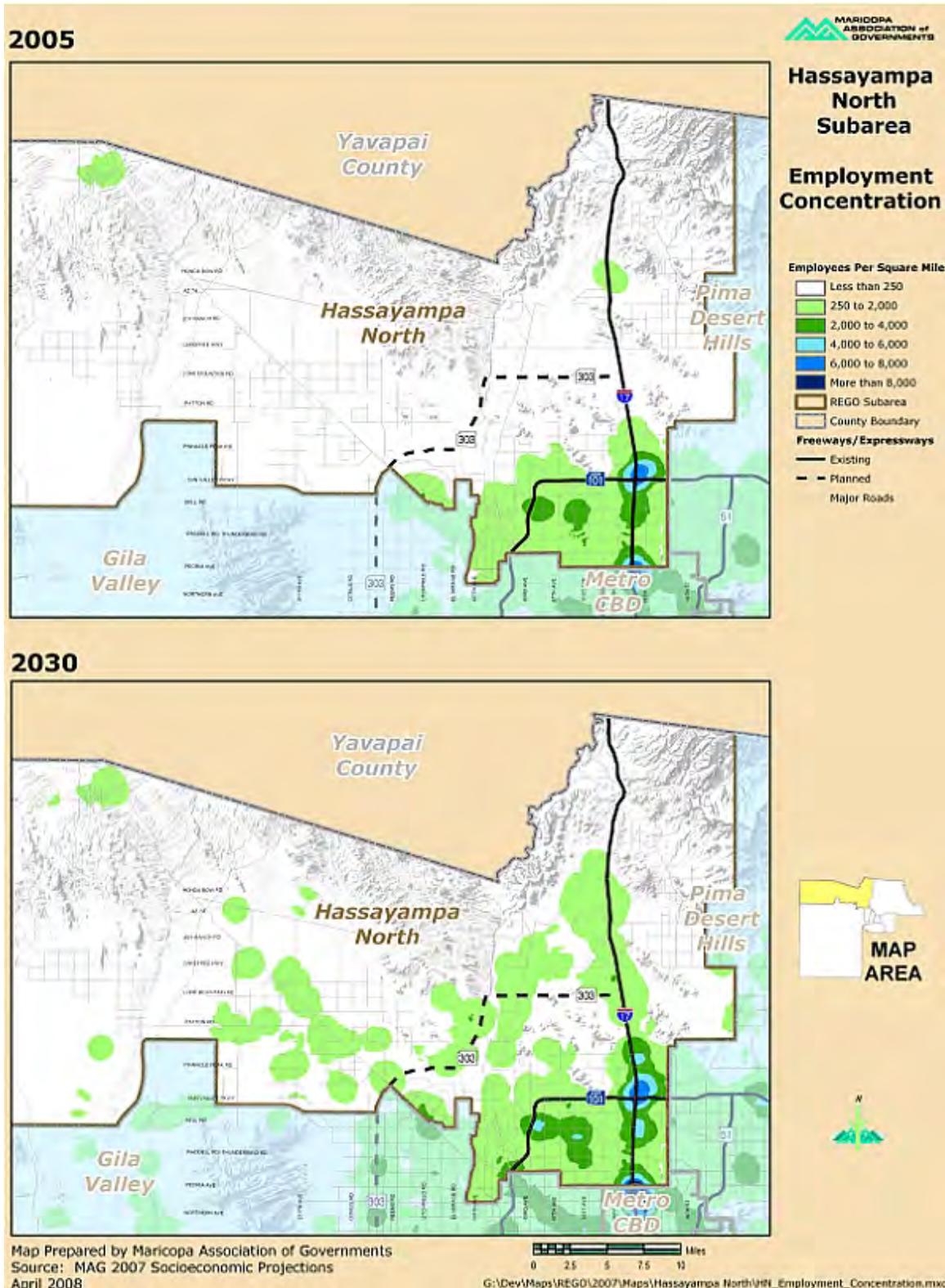


Table 17: Employment and Percent of County in the Hassayampa North Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	186,700	10.7%	466,800	13.8%
<b>Retail and Percent of County</b>	54,800	11.7%	153,600	16.5%
<b>Office and Percent of County</b>	35,000	9.1%	86,700	10.5%
<b>Industrial and Percent of County</b>	32,100	9.0%	63,100	10.3%
<b>Public and Percent of County</b>	23,900	9.8%	57,100	12.9%
<b>Other* and Percent of County</b>	41,000	13.9%	106,300	18.9%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 21: Employees Commuting to Work in the Hassayampa North Subarea

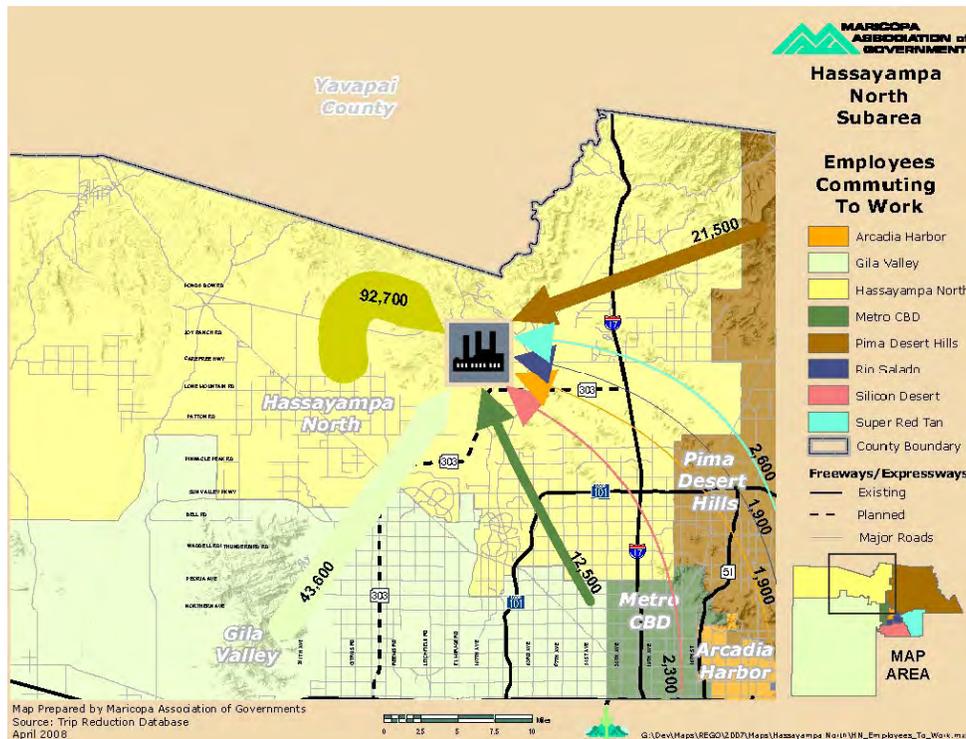


Table 18: Employee Commute Analysis in the Hassayampa North Subarea

	Of the 181,600 employees working in Hassayampa North subarea:	
	come from...	or come from...
Metro CBD	12,500	6.9%
Arcadia Harbor	1,900	1.0%
Rio Salado	1,900	1.0%
Silicon Desert	2,300	1.3%
SuperRedTan	2,600	1.4%
Pima Desert Hills	21,500	11.8%
Hassayampa North	92,700	51.0%
Gila Valley	43,600	24.0%
Pinal County	300	0.2%
Outside Metro Area	2,300	1.3%

# Metro CBD Subarea

The Metro CBD subarea is in the city of Phoenix and is considered the center of the region. It is home to the city of Phoenix, state and county governments. It also is a major office employment area spanning downtown, the Central Avenue corridor and part of the Camelback corridor. The recently expanded Phoenix Convention Center as well as two major sporting venues, the USAirways Center and Chase Field, are in this subarea.

## Job Centers and Peak PM Travel Times

Figure 22: Job Centers in the Metro CBD Subarea

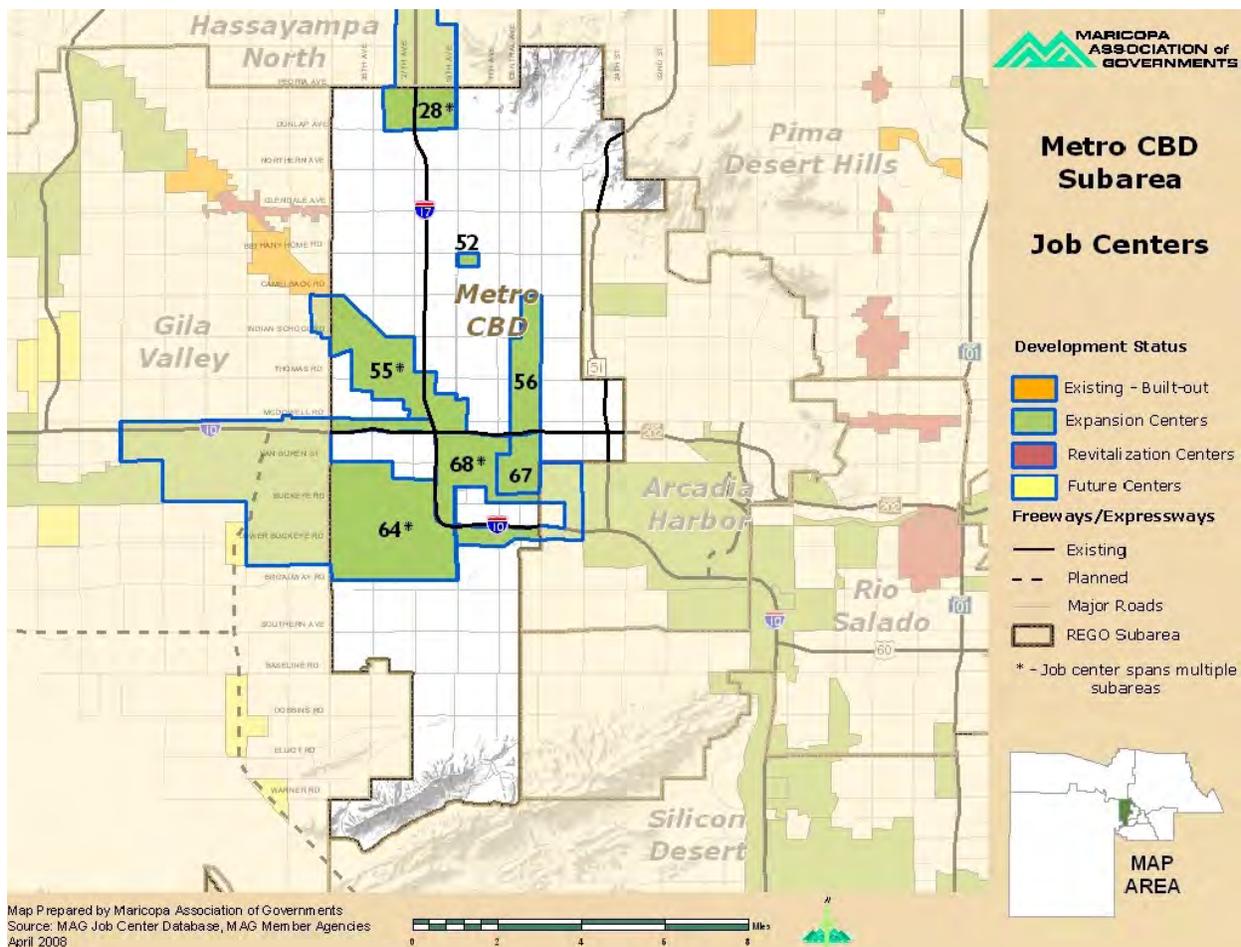


Table 19: Job Centers in the Metro CBD Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
28*	North I-17	Expansion	4,132	40,140	61,010
52	Camelback/19th Ave.	Expansion	101	1,430	5,370
55*	Phoenix Grand Avenue	Expansion	3,161	32,130	36,020
56	North Central Avenue	Expansion	1,409	47,430	69,770
64*	Southwest Phoenix	Expansion	12,827	48,830	73,310
67	Downtown Phoenix	Expansion	883	48,440	64,330
68*	South Central Industrial	Expansion	3,255	30,170	50,500

\*Indicates job center spans multiple subareas. Employment totals are for the entire job center.

Table 20: Peak PM Travel Times in the Metro CBD Subarea

From:		To:		Congested
Subarea	Location	Subarea	Location	
Metro CBD	Phoenix Downtown	Super Red Tan	Phoenix-Mesa Gateway	68 minutes
		Silicon Desert	Chandler Fashion/Price Rd	49 minutes
		Pima Desert Hills	Scottsdale Airpark	39 minutes
		Hassayampa North	I01 & I-17	35 minutes
		Gila Valley	I01 & I-10	30 minutes
		Rio Salado	ASU Main, Tempe	24 minutes
		Arcadia Harbor	Sky Harbor Airport	10 minutes

From:		To:		Congested
Subarea	Location	Subarea	Location	
Super Red Tan	Phoenix-Mesa Gateway	Metro CBD	Phoenix Downtown	44 minutes
Pima Desert Hills	Scottsdale Airpark			35 minutes
Silicon Desert	Chandler Fashion/Price Rd			30 minutes
Hassayampa North	I01 & I-17			25 minutes
Rio Salado	ASU Main, Tempe			24 minutes
Gila Valley	I01 & I-10			19 minutes
Arcadia Harbor	Sky Harbor Airport			12 minutes

# Land Uses

Figure 23: Land Uses in the Metro CBD Subarea

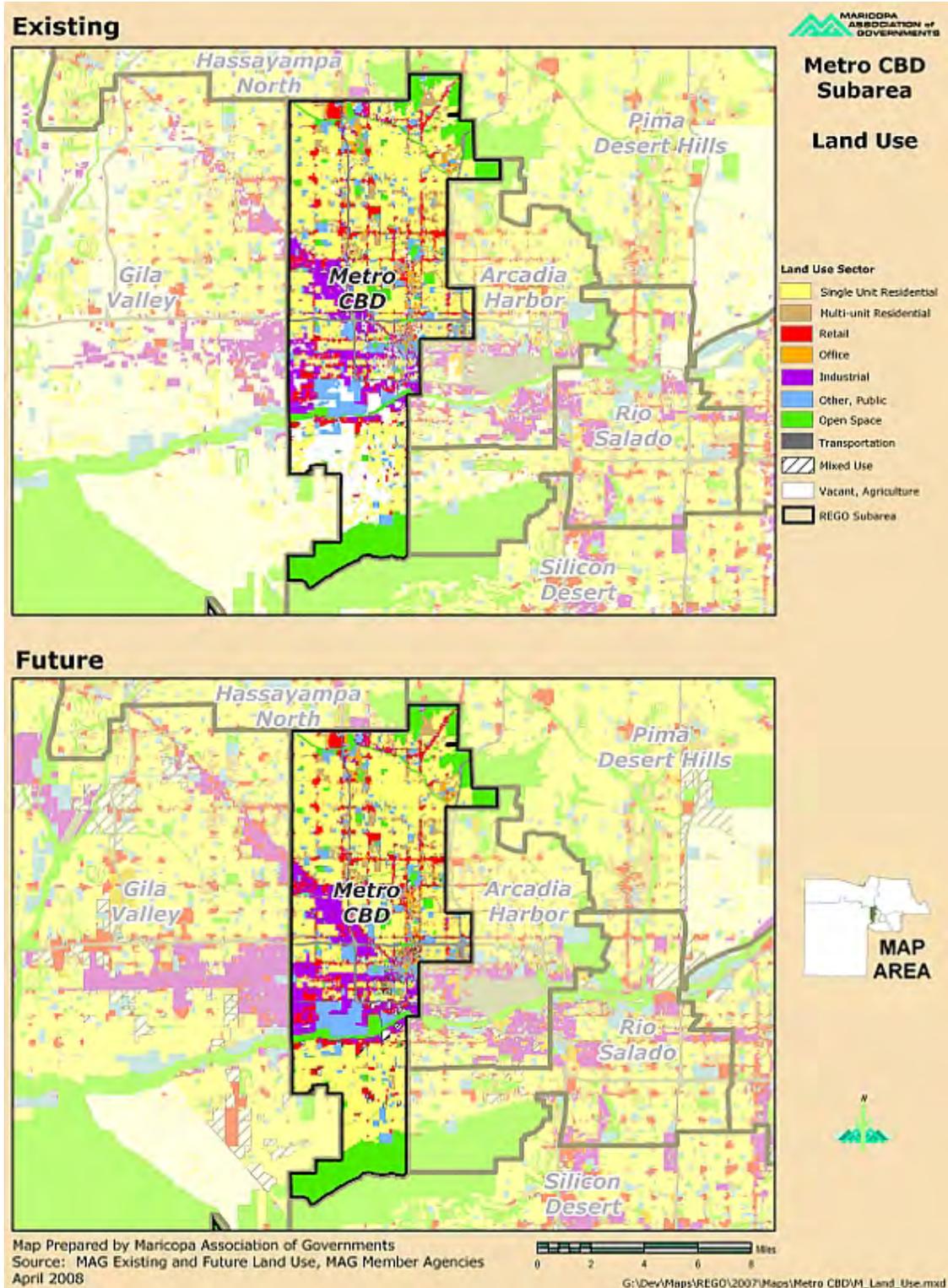
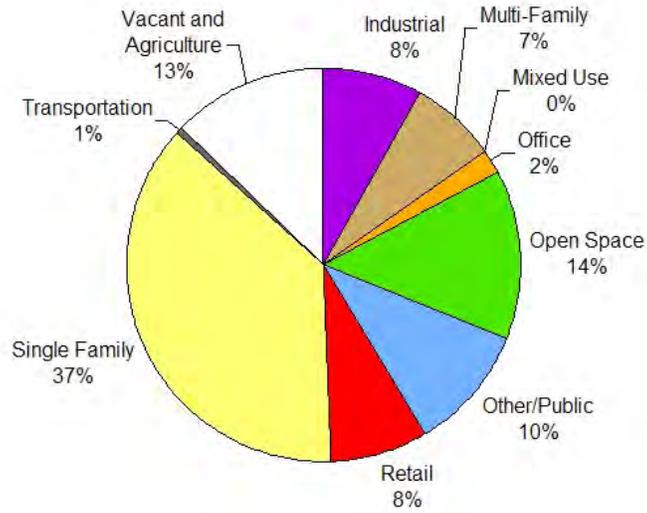
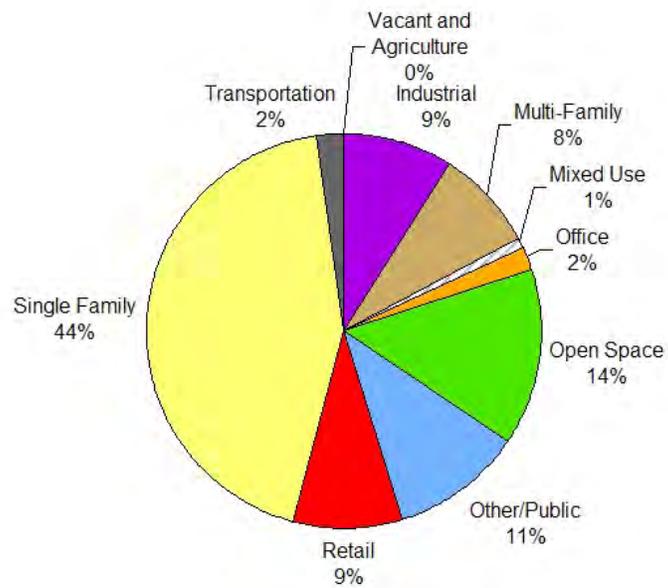


Figure 24: Land Use Percentages in the Metro CBD Subarea

### Existing Land Use Splits



### Future Land Use Splits



# Population and Housing

Figure 25: Population Concentration in the Metro CBD Subarea

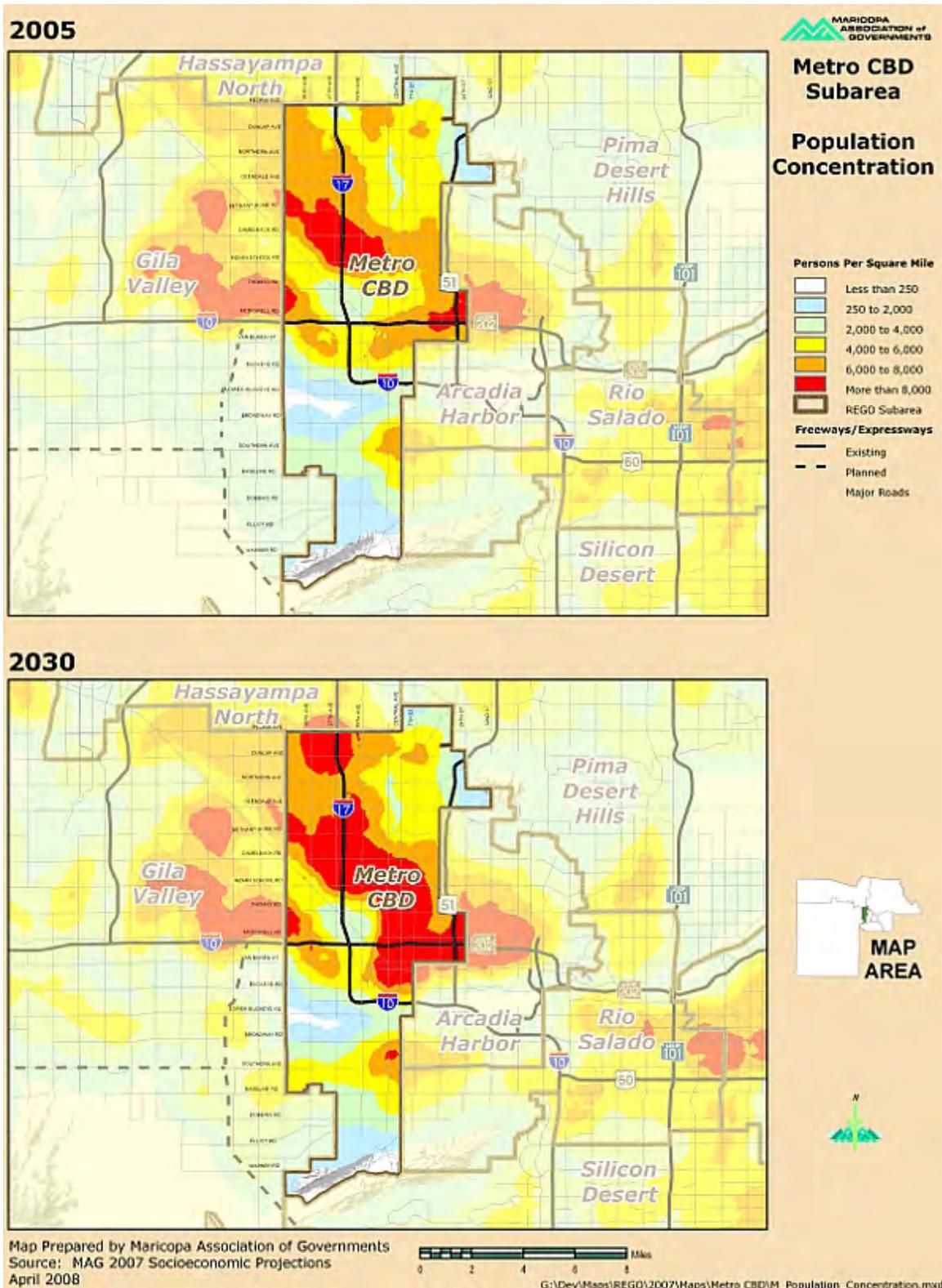


Table 21: Population and Housing and Percent of County in the Metro CBD Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	466,900	12.7%	641,900	10.5%
<b>Resident Population in Households and Percent of County</b>	447,200	12.4%	610,700	10.1%
<b>Total Housing Units and Percent of County</b>	172,100	11.6%	246,600	9.9%
<b>Occupied Housing Units and Percent of County</b>	161,200	11.9%	235,500	10.1%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 26: Residents Commuting from Home in the Metro CBD Subarea

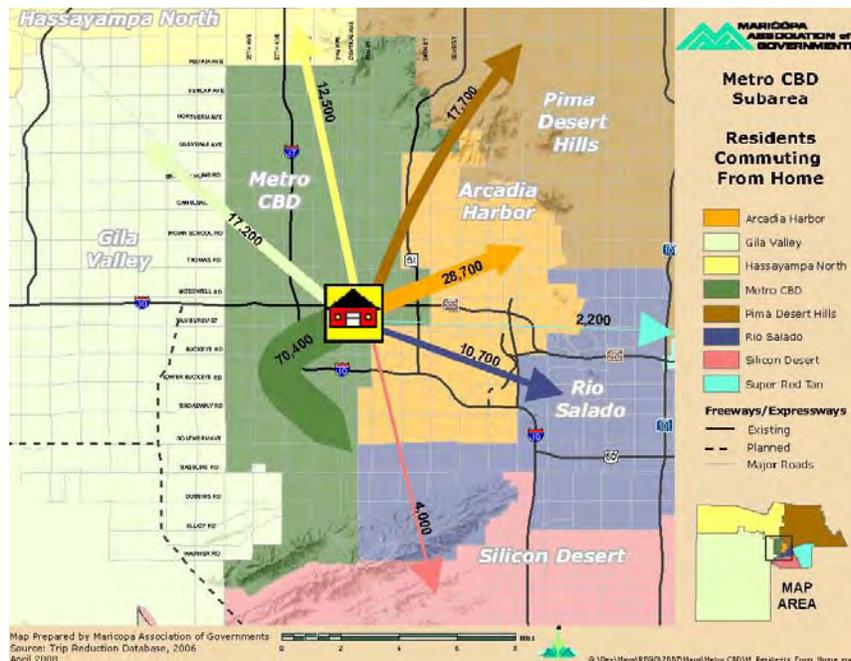


Table 22: Resident Commute Analysis in the Metro CBD Subarea

	Of the 163,400 working residents living in Metro CBD subarea:	
	work in...	or work in...
Metro CBD	70,400	43.1%
Arcadia Harbor	28,700	17.6%
Rio Salado	10,700	6.5%
Silicon Desert	4,000	2.4%
SuperRedTan	2,200	1.3%
Pima Desert Hills	17,700	10.8%
Hassayampa North	12,500	7.6%
Gila Valley	17,200	10.5%

# Employment

Figure 27: Employment Concentration in the Metro CBD Subarea

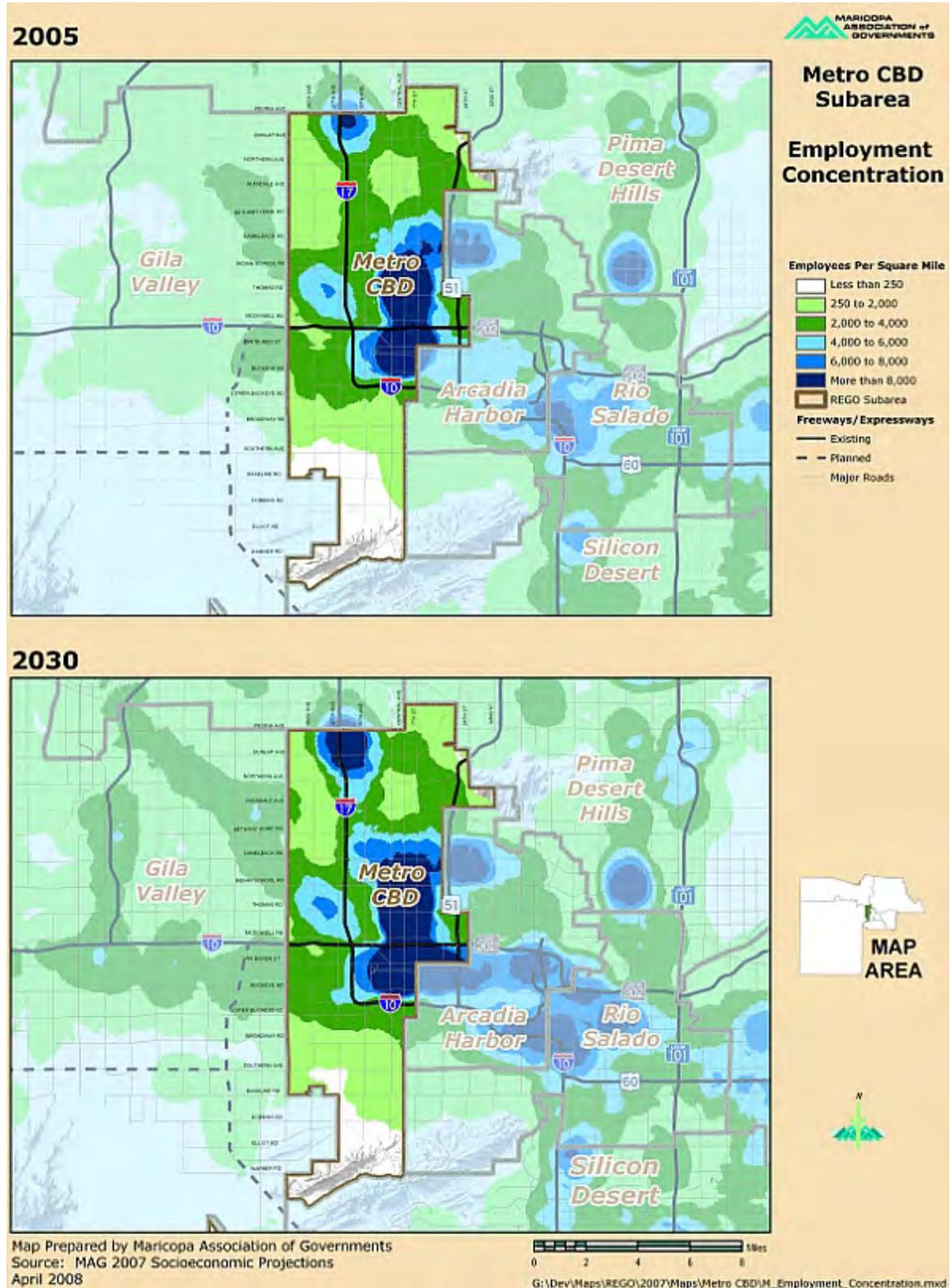


Table 23: Employment and Percent of County in the Metro CBD Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	334,900	19.2%	463,700	13.7%
<b>Retail and Percent of County</b>	59,700	12.8%	79,500	8.5%
<b>Office and Percent of County</b>	112,800	29.3%	169,500	20.4%
<b>Industrial and Percent of County</b>	56,200	15.7%	67,900	11.0%
<b>Public and Percent of County</b>	53,300	21.8%	79,500	18.0%
<b>Other* and Percent of County</b>	53,000	18.0%	67,400	12.0%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 28: Employees Commuting to Work in the Metro CBD Subarea

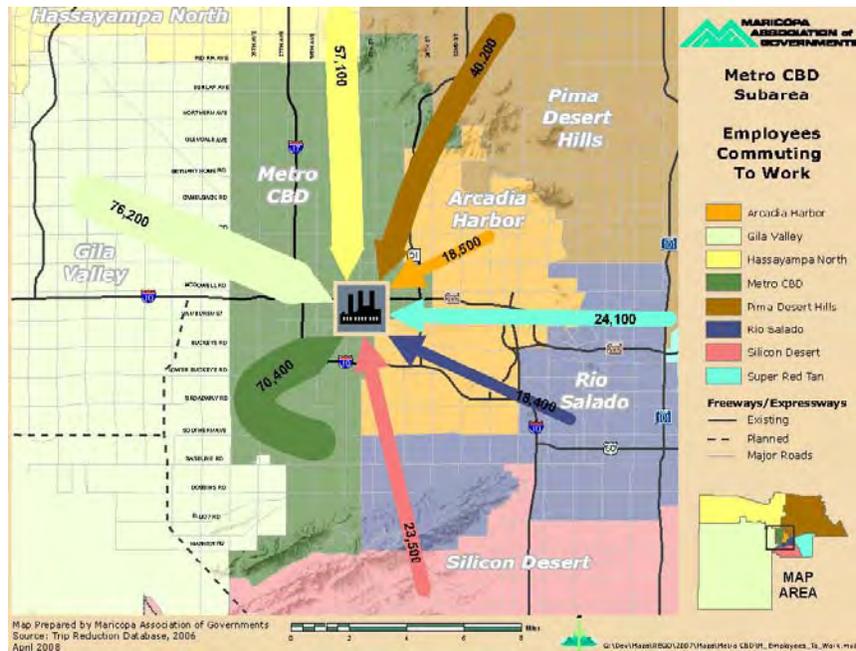


Table 24: Employee Commute Analysis in the Metro CBD Subarea

	Of the 335,000 employees working in Metro CBD subarea:	
	___ come from...	or ___ come from...
Metro CBD	70,400	21.0%
Arcadia Harbor	18,500	5.5%
Rio Salado	18,400	5.5%
Silicon Desert	23,500	7.0%
SuperRedTan	24,100	7.2%
Pima Desert Hills	40,200	12.0%
Hassayampa North	57,100	17.0%
Gila Valley	76,200	22.7%
Pinal County	3,200	1.0%
Outside Metro Area	3,400	1.0%

# Pima Desert Hills Subarea

The Pima Desert Hills subarea includes the towns of Paradise Valley, Fountain Hills and Carefree and parts of Phoenix, Scottsdale, and Cave Creek as well as part of the Salt River Pima-Maricopa Indian Community and all of the Fort McDowell Yavapai Nation. Scottsdale and Paradise Valley’s reputation as a resort, shopping and golf mecca give this subarea national and international recognition. It has a large employment base centered around the Scottsdale Airpark and an emerging employment area near Desert Ridge.

## Job Centers and Peak PM Travel Times

Figure 29: Job Centers in the Pima Desert Hills Subarea

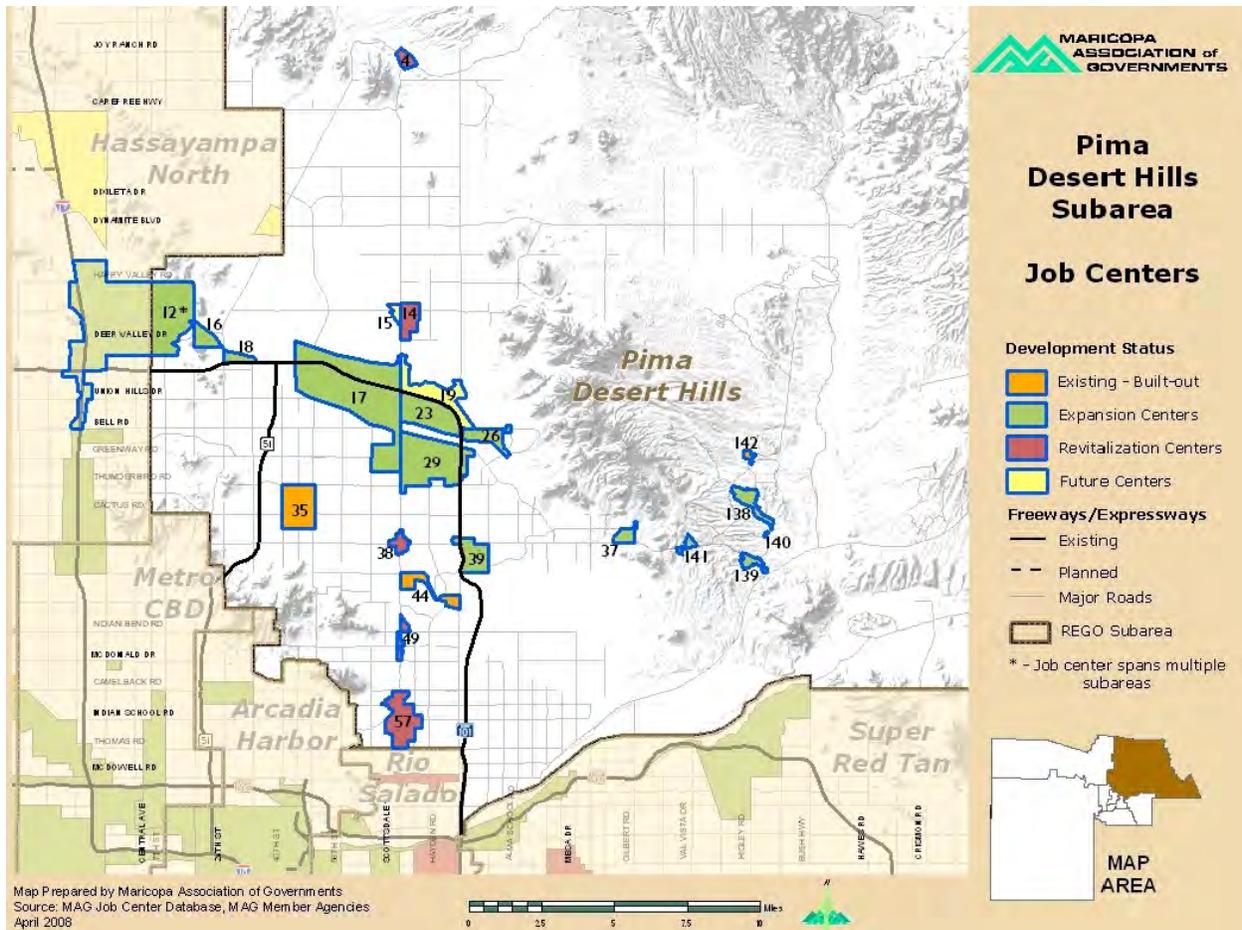


Table 25: Job Centers in the Pima Desert Hills Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
4	Carefree Town Center	Revitalization	187	1,280	1,560
12*	Deer Valley	Expansion	7,604	38,970	70,910
14	Rawhide Area	Revitalization	435	2,460	7,330
15	Pinnacle Peak/Scottsdale Rd.	Future	118	0	570
16	16th St and Deer Valley Rd	Expansion	334	1,340	1,360
17	Desert Ridge/Kierland	Expansion	5,142	11,350	42,290
18	101 and Cave Creek Rd	Expansion	218	440	670
19	Crossroads East Center	Future	1,062	1,180	15,270
23	Perimeter Center	Expansion	1,193	4,840	16,640
26	McDowell Mountain Gateway	Expansion	500	1,190	6,660
29	Scottsdale Airpark	Expansion	2,256	37,850	47,280
35	Paradise Valley Mall Area	Built Out	1,083	9,480	9,480
37	Mayo Clinic Area	Expansion	222	2,230	3,510
38	Shea/Scottsdale Center	Revitalization	197	5,130	5,130
39	McCormick Ranch Center	Expansion	687	13,780	16,650
44	Via de Ventura/Doubletree Corridor	Built Out	430	12,130	12,130
49	Scottsdale Resort Corridor	Revitalization	185	5,440	5,760
57	Downtown Scottsdale	Revitalization	1,027	29,480	31,470
138	Downtown Fountain Hills	Expansion	381	2,960	4,300
139	Shea and Saguaro	Expansion	180	1,070	1,500
140	Saguaro/Kingstree	Expansion	11	60	60
141	Shea/Eagle Mountain	Expansion	104	190	300
142	Fountain Hills Boulevard/North	Existing	66	220	360

\*Indicates job center spans multiple subareas. Employment totals are for the entire job center.

Table 26: Peak PM Travel Times in the Pima Desert Hills Subarea

From: Subarea	Location	To: Subarea	Location	Congested
Pima Desert Hills	Scottsdale Airpark	Super Red Tan	Phoenix-Mesa Gateway	76 minutes
		Gila Valley	101 & I-10	57 minutes
		Silicon Desert	Chandler Fashion/Price Rd	55 minutes
		Metro CBD	Phoenix Downtown	35 minutes
		Arcadia Harbor	Sky Harbor Airport	35 minutes
		Rio Salado	ASU Main, Tempe	35 minutes
		Hassayampa North	101 & I-17	29 minutes

From: Subarea	Location	To: Subarea	Location	Congested
Super Red Tan	Phoenix-Mesa Gateway	Pima Desert Hills	Scottsdale Airpark	55 minutes
Gila Valley	101 & I-10			47 minutes
Silicon Desert	Chandler Fashion/Price Rd			41 Minutes
Arcadia Harbor	Sky Harbor Airport			40 minutes
Metro CBD	Phoenix Downtown			39 minutes
Rio Salado	ASU Main, Tempe			36 minutes
Hassayampa North	101 & I-17			23 minutes

# Land Uses

Figure 30: Land Uses in the Pima Desert Hills Subarea

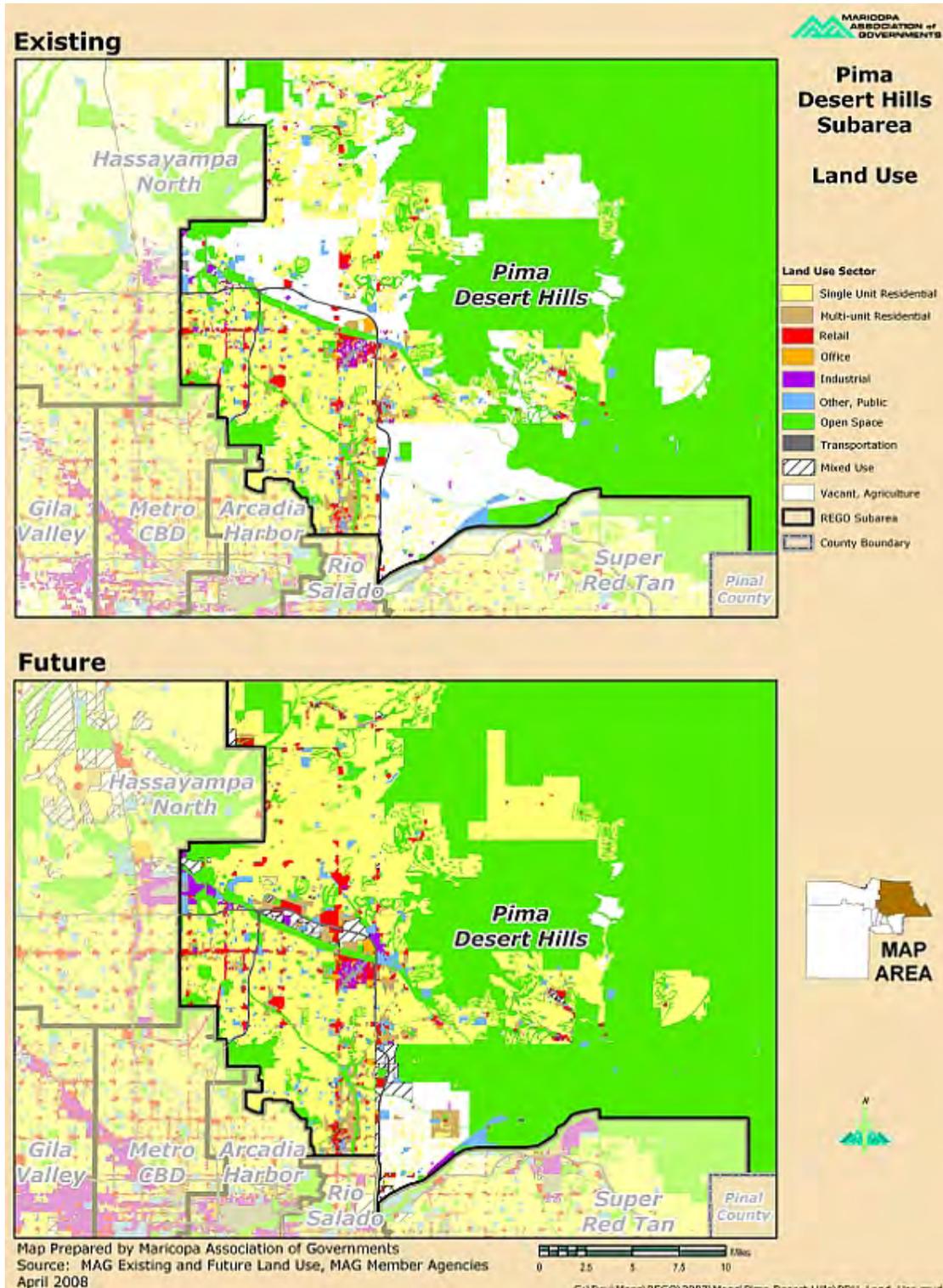
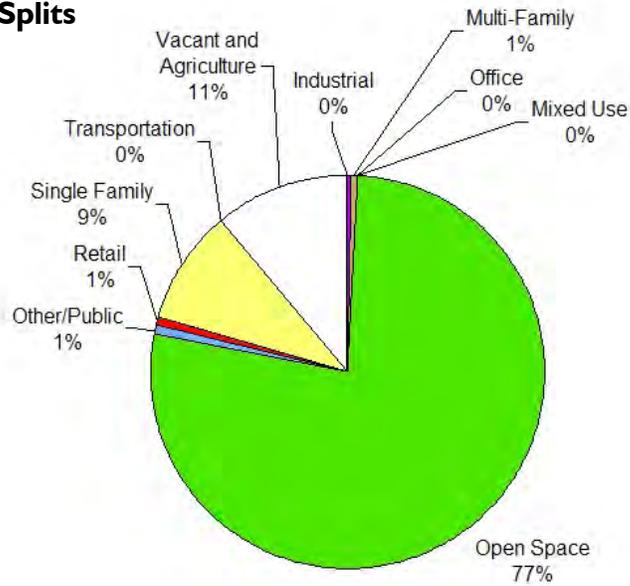
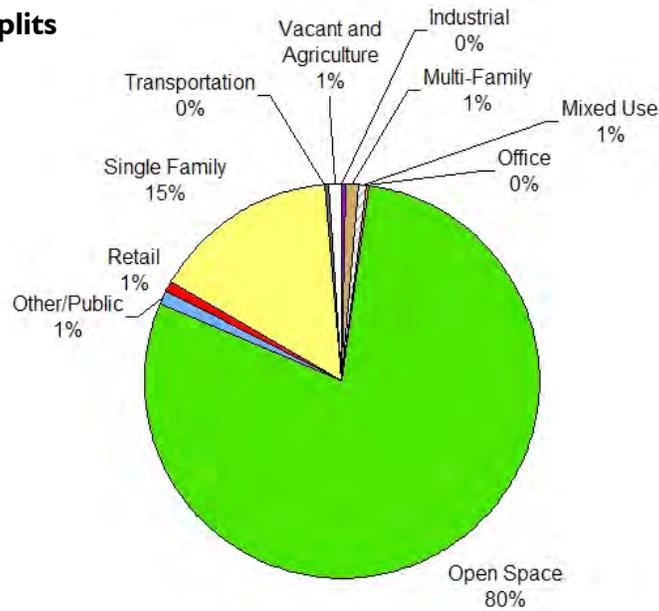


Figure 31: Land Use Percentages in the Pima Desert Hills Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 32: Population Concentration in the Pima Desert Hills Subarea

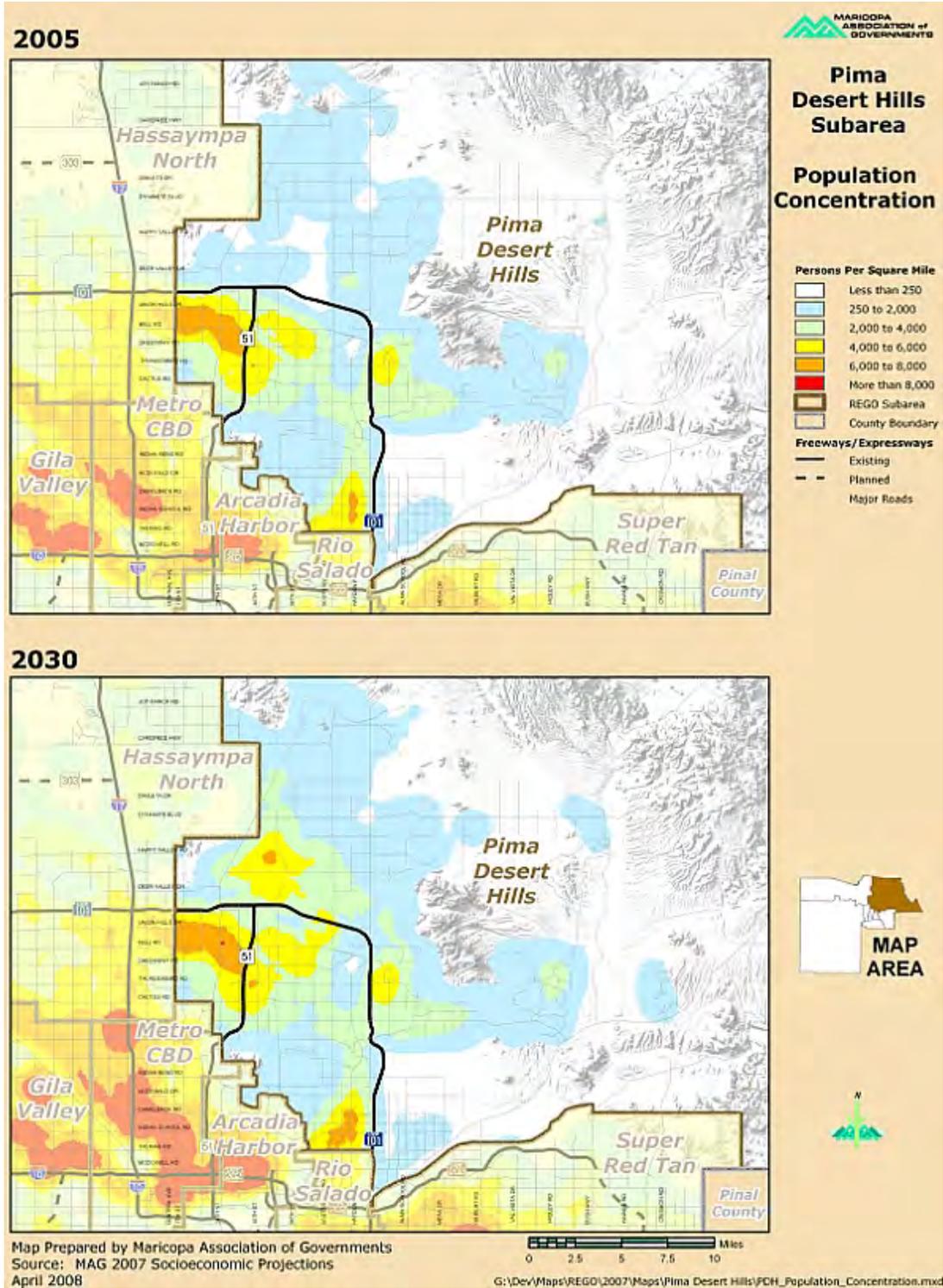


Table 27: Population and Housing and Percent of County in the Pima Desert Hills Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	517,100	14.0%	736,700	12.0%
<b>Resident Population in Households and Percent of County</b>	512,900	14.2%	730,700	12.1%
<b>Total Housing Units and Percent of County</b>	234,800	15.9%	332,000	13.3%
<b>Occupied Housing Units and Percent of County</b>	215,300	15.9%	306,900	13.2%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 33: Residents Commuting from Home in the Pima Desert Hills Subarea

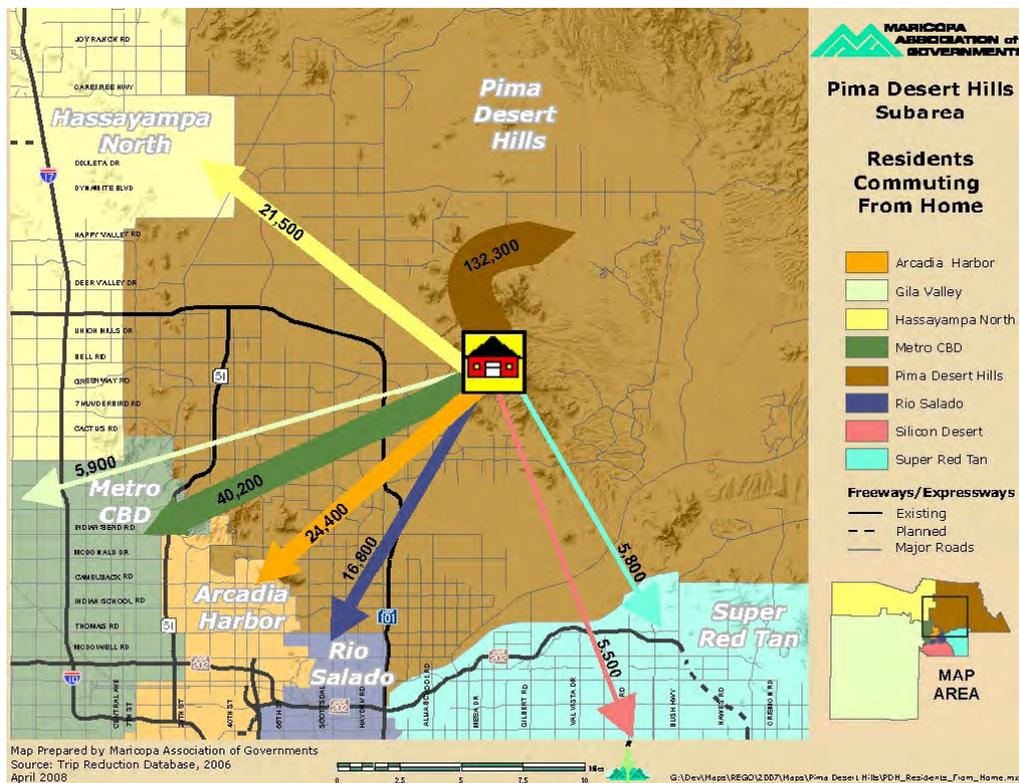


Table 28: Resident Commute Analysis in the Pima Desert Hills Subarea

	Of the 252,400 working residents living in Pima Desert Hills subarea:	
	work in...	or work in...
Metro CBD	40,200	15.9%
Arcadia Harbor	24,400	9.7%
Rio Salado	16,800	6.7%
Silicon Desert	5,500	2.2%
SuperRedTan	5,800	2.3%
Pima Desert Hills	132,300	52.4%
Hassayampa North	21,500	8.5%
Gila Valley	5,900	2.3%



Table 29: Employment and Percent of County in the Pima Desert Hills Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	277,100	15.9%	462,500	13.7%
<b>Retail and Percent of County</b>	94,400	20.2%	139,700	15.0%
<b>Office and Percent of County</b>	76,200	19.8%	148,900	18.0%
<b>Industrial and Percent of County</b>	22,600	6.3%	37,500	6.1%
<b>Public and Percent of County</b>	26,100	10.7%	40,500	9.2%
<b>Other* and Percent of County</b>	57,800	19.6%	95,900	17.1%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 35: Employees Commuting to Work in the Pima Desert Hills Subarea

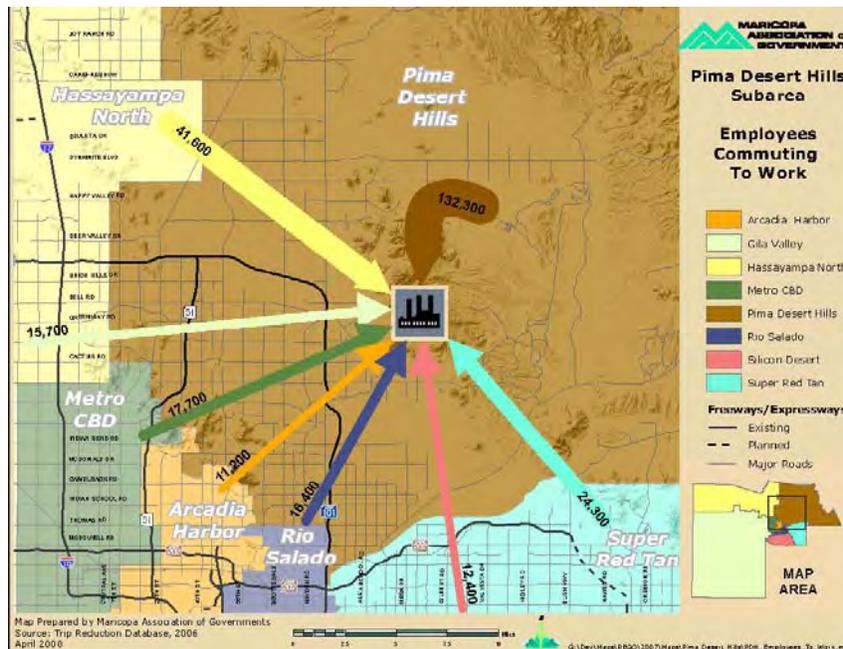


Table 30: Employee Commute Analysis in the Pima Desert Hills Subarea

	Of the 277,000 employees working in Pima Desert Hills subarea:	
	___ come from...	or ___ come from...
Metro CBD	17,700	6.4%
Arcadia Harbor	11,200	4.0%
Rio Salado	16,400	5.9%
Silicon Desert	12,400	4.5%
SuperRedTan	24,300	8.8%
Pima Desert Hills	132,300	47.8%
Hassayampa North	41,600	15.0%
Gila Valley	15,700	5.7%
Pinal County	2,200	0.8%
Outside Metro Area	3,200	1.2%

# Rio Salado Subarea

The Rio Salado subarea includes the town of Guadalupe and parts of the cities of Chandler, Mesa, Phoenix, Scottsdale, and Tempe and part of the Salt River Pima-Maricopa Indian Community. It is also the home to Arizona State University (ASU) Tempe campus, which gives this subarea a statewide, national, and international identity.

## Job Centers and Peak PM Travel Times

Figure 36: Job Centers in the Rio Salado Subarea

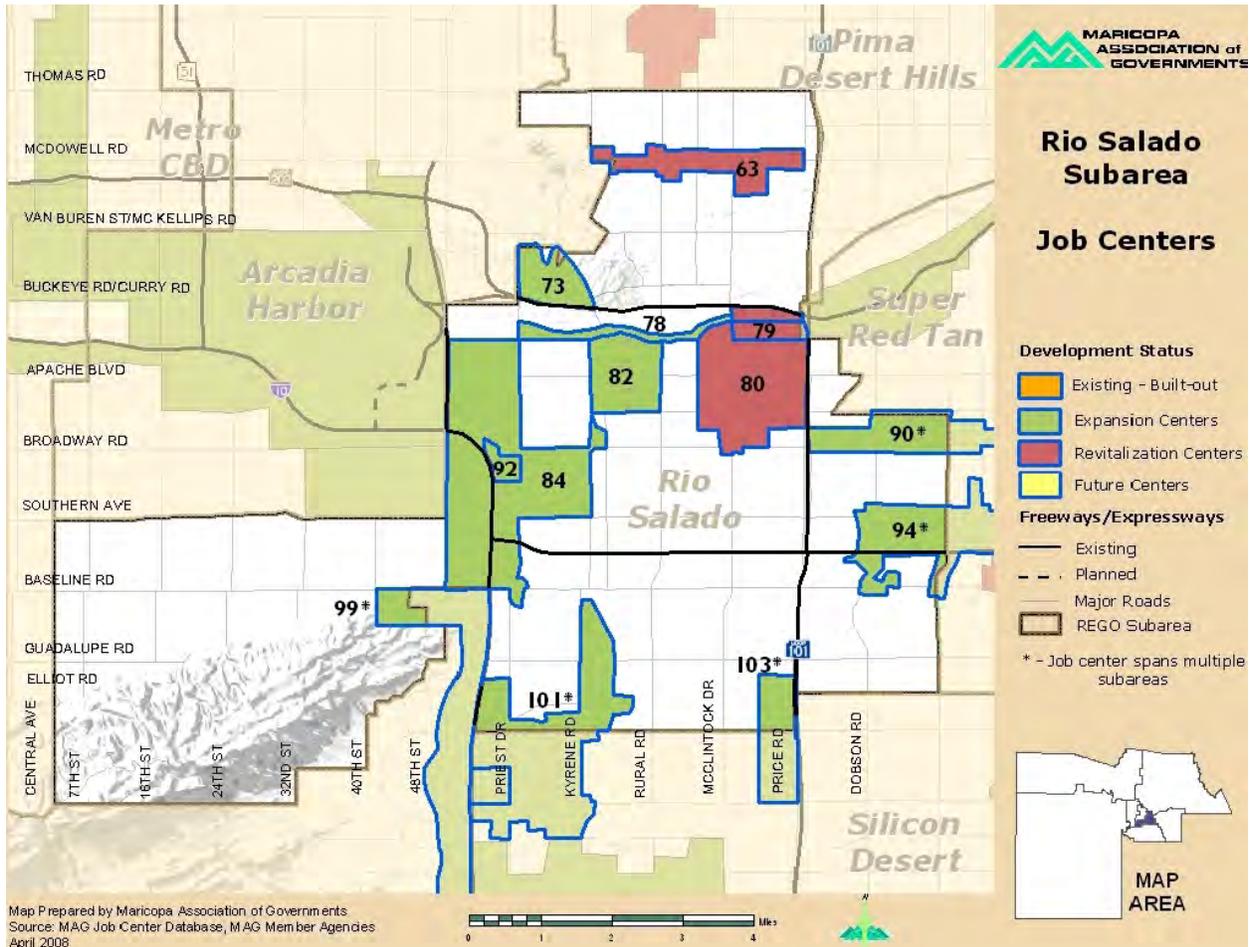


Table 31: Job Centers in the Rio Salado Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
63	Los Arcos/McDowell Corridor	Revitalization	671	9,440	10,250
73	Papago Park Center	Expansion	437	9,210	16,090
78	Rio Salado Parkway	Expansion	257	820	3,780
79	Tempe Market Place - Rio Salado Pkwy/McClintock	Revitalization	162	490	1,360
80	McClintock-Apache Corridor	Revitalization	1,403	13,320	19,530
82	Downtown Tempe	Expansion	666	17,220	33,880
84	Northwest Tempe	Expansion	2,846	47,660	50,100
90*	Union Pacific Business Corridor	Expansion	1,438	14,890	18,600
92	Fountainhead Corporate Park	Expansion	124	1,860	3,900
94*	Fiesta District	Expansion	1,477	21,350	22,700
99*	South Mountain Foothills	Expansion	2,014	14,780	18,780
101*	Southwest Tempe	Expansion	2,178	28,100	32,670
103*	ASU Research Park	Expansion	601	4,350	9,820

\*Indicates job center spans multiple subareas. Employment totals are for the entire job center.

Table 32: Peak PM Travel Times in the Rio Salado Subarea

From:		To:		Congested
Subarea	Location	Subarea	Location	
Rio Salado	ASU Main, Tempe	Hassayampa North	101 & I-17	53 minutes
		Super Red Tan	Phoenix-Mesa Gateway	51 minutes
		Gila Valley	101 & I-10	49 minutes
		Pima Desert Hills	Scottsdale Airpark	36 minutes
		Silicon Desert	Chandler Fashion/Price Rd	30 minutes
		Metro CBD	Phoenix Downtown	24 minutes
		Arcadia Harbor	Sky Harbor Airport	14 minutes

From:		To:		Congested
Subarea	Location	Subarea	Location	
Hassayampa North	101 & I-17	Rio Salado	ASU Main, Tempe	44 minutes
Gila Valley	101 & I-10			38 minutes
Pima Desert Hills	Scottsdale Airpark			35 minutes
Super Red Tan	Phoenix-Mesa Gateway			32 minutes
Metro CBD	Phoenix Downtown			24 minutes
Silicon Desert	Chandler Fashion/Price Rd			18 minutes
Arcadia Harbor	Sky Harbor Airport			17 minutes

# Land Uses

Figure 37: Land Uses in the Rio Salado Subarea

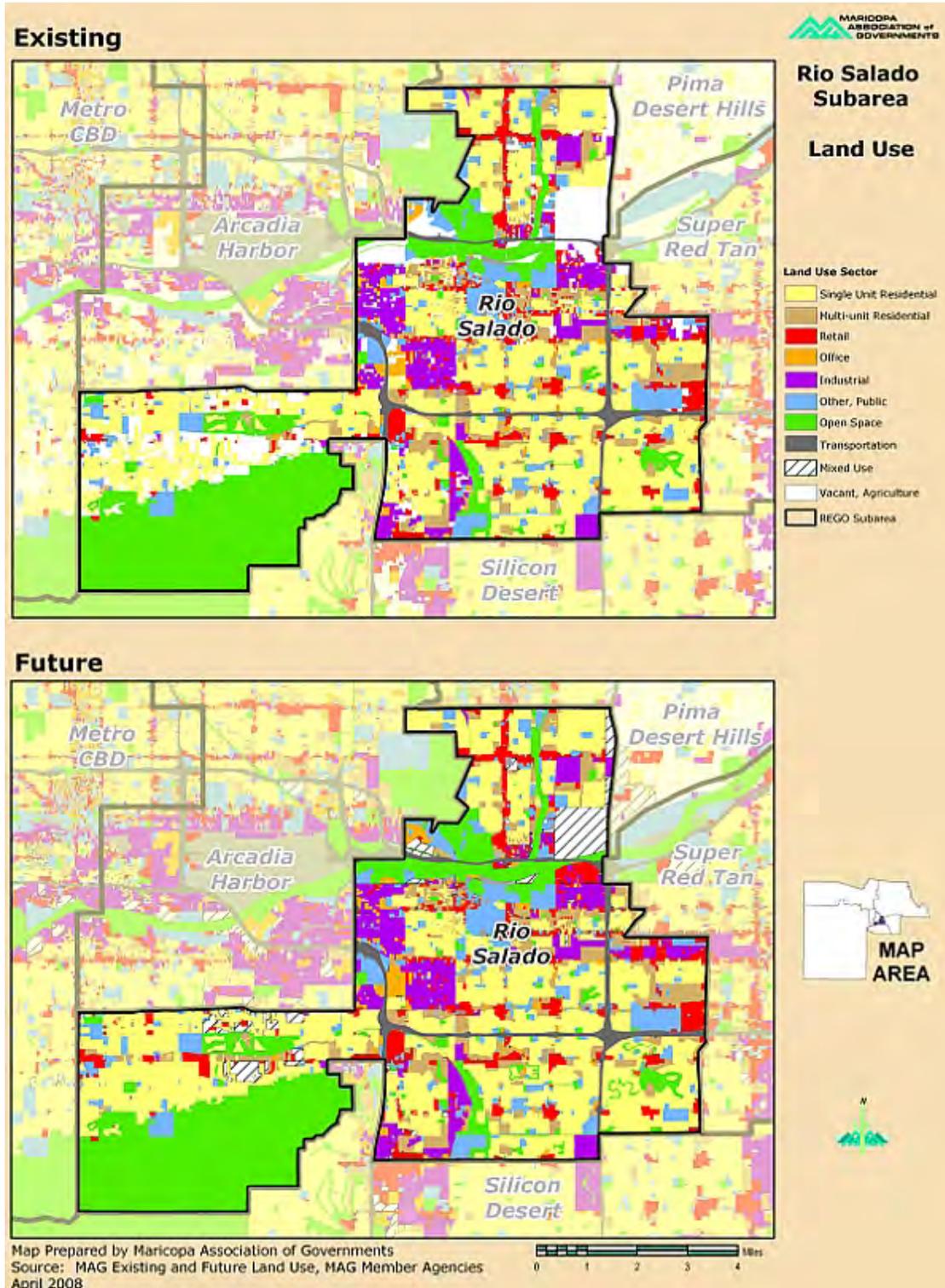
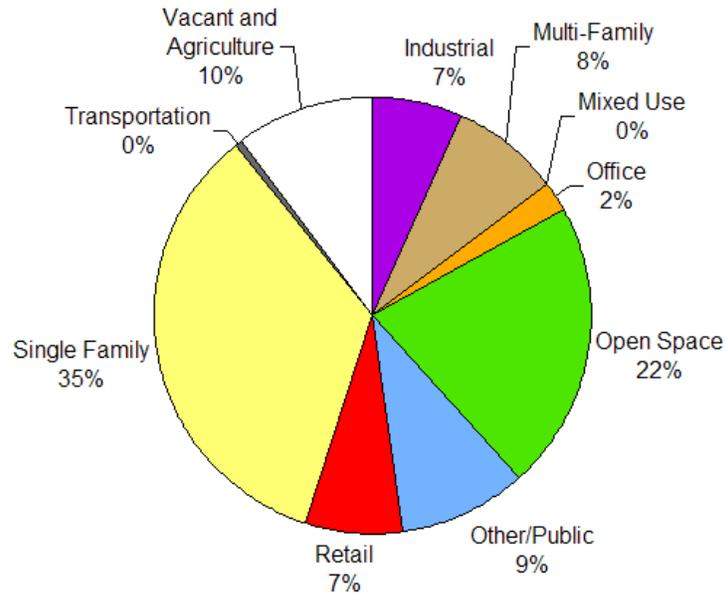
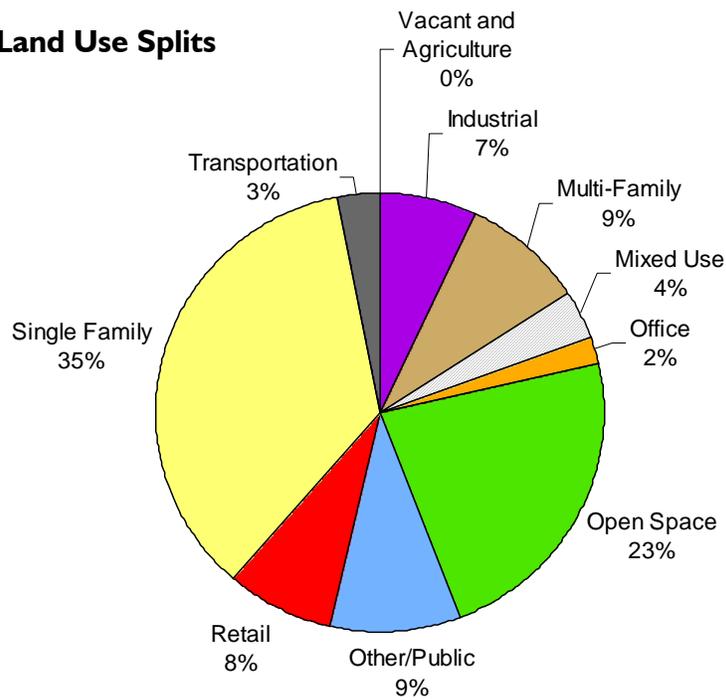


Figure 38: Land Use Percentages in the Rio Salado Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 39: Population Concentration in the Rio Salado Subarea

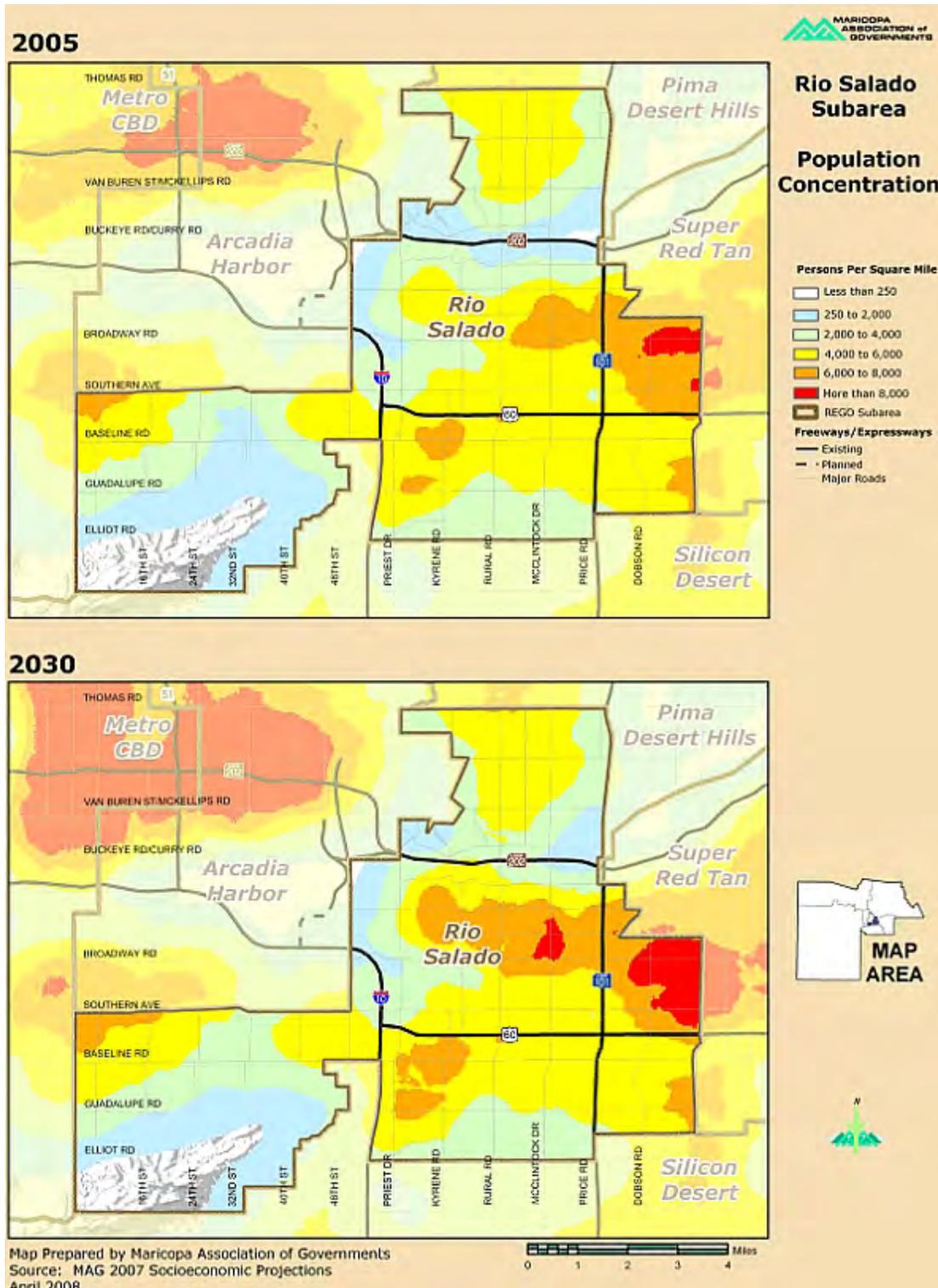


Table 33: Population and Housing and Percent of County in the Rio Salado Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	273,400	7.4%	317,000	5.2%
<b>Resident Population in Households and Percent of County</b>	265,400	7.3%	300,500	5.0%
<b>Total Housing Units and Percent of County</b>	112,500	7.6%	129,400	5.2%
<b>Occupied Housing Units and Percent of County</b>	107,900	8.0%	125,700	5.4%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 40: Residents Commuting from Home in the Rio Salado Subarea

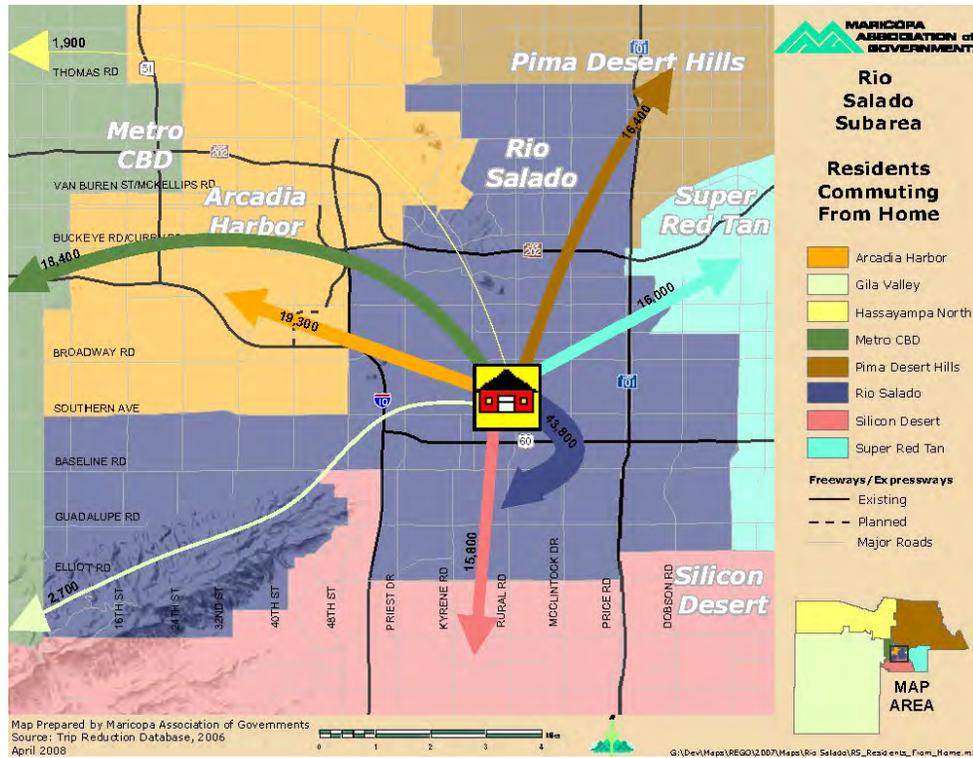


Table 34: Resident Commute Analysis in the Rio Salado Subarea

	Of the 134,300 working residents living in Rio Salado subarea:	
	work in...	or work in...
Metro CBD	18,400	13.7%
Arcadia Harbor	19,300	14.4%
Rio Salado	43,800	32.6%
Silicon Desert	15,800	11.8%
SuperRedTan	16,000	11.9%
Pima Desert Hills	16,400	12.2%
Hassayampa North	1,900	1.4%
Gila Valley	2,700	2.0%

# Employment

Figure 4 I : Employment Concentration in the Rio Salado Subarea

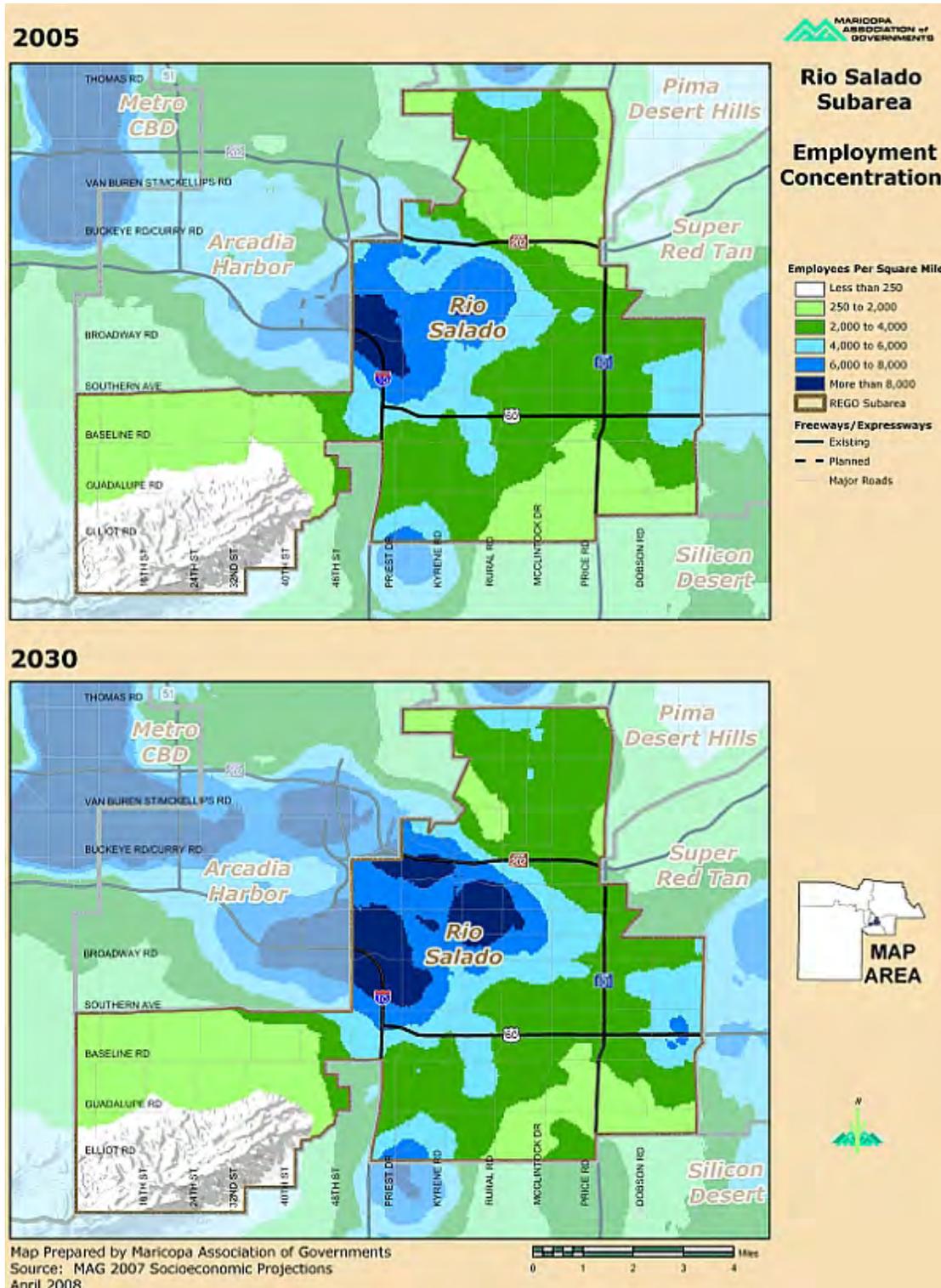


Table 35: Employment and Percent of County in the Rio Salado Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	201,400	11.5%	266,000	7.9%
<b>Retail and Percent of County</b>	53,900	11.6%	64,000	6.9%
<b>Office and Percent of County</b>	41,200	10.7%	69,900	8.4%
<b>Industrial and Percent of County</b>	58,500	16.4%	67,300	10.9%
<b>Public and Percent of County</b>	28,000	11.5%	40,600	9.2%
<b>Other* and Percent of County</b>	19,800	6.7%	24,200	4.3%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 42: Employees Commuting to Work in the Rio Salado Subarea

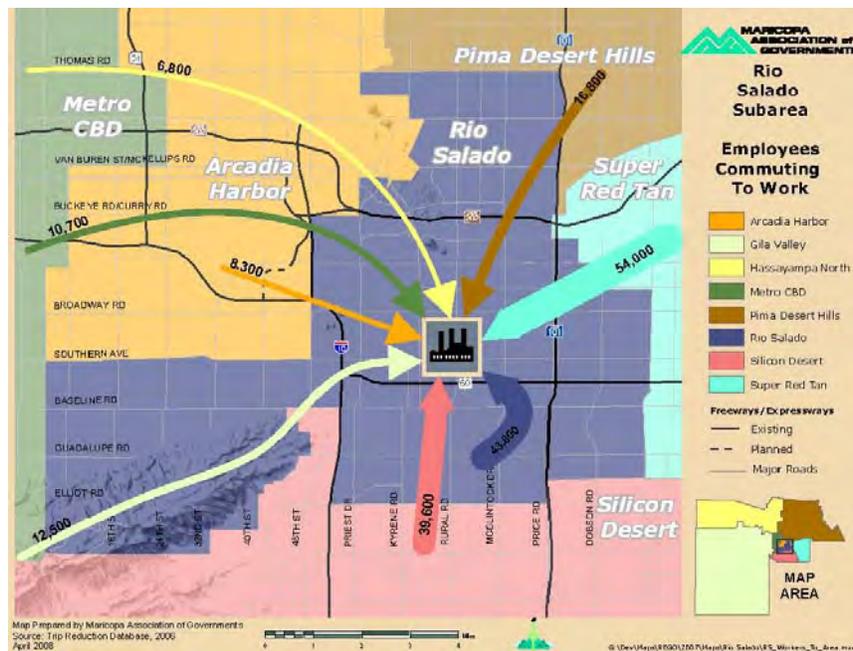


Table 36: Employee Commute Analysis in the Rio Salado Subarea

	Of the 201,400 employees working in Rio Salado subarea:	
	come from...	or come from...
Metro CBD	10,700	5.3%
Arcadia Harbor	8,300	4.1%
Rio Salado	43,800	21.7%
Silicon Desert	39,600	19.7%
SuperRedTan	54,000	26.8%
Pima Desert Hills	16,800	8.3%
Hassayampa North	6,800	3.4%
Gila Valley	12,500	6.2%
Pinal County	6,800	3.4%
Outside Metro Area	2,100	1.0%

# Silicon Desert Subarea

The Silicon Desert subarea includes the city of Chandler, parts of the cities of Phoenix and Tempe and part of the Gila River Indian Community. The Intel Corporation anchors the high-tech Price corridor which gives this subarea its name. This subarea includes a major mall and large retail outlets such as Ikea. The area also has a large industrial core near the intersection of I-10 and Loop 202.

## Job Centers and Peak PM Travel Times

Figure 43: Job Centers in the Silicon Desert Subarea

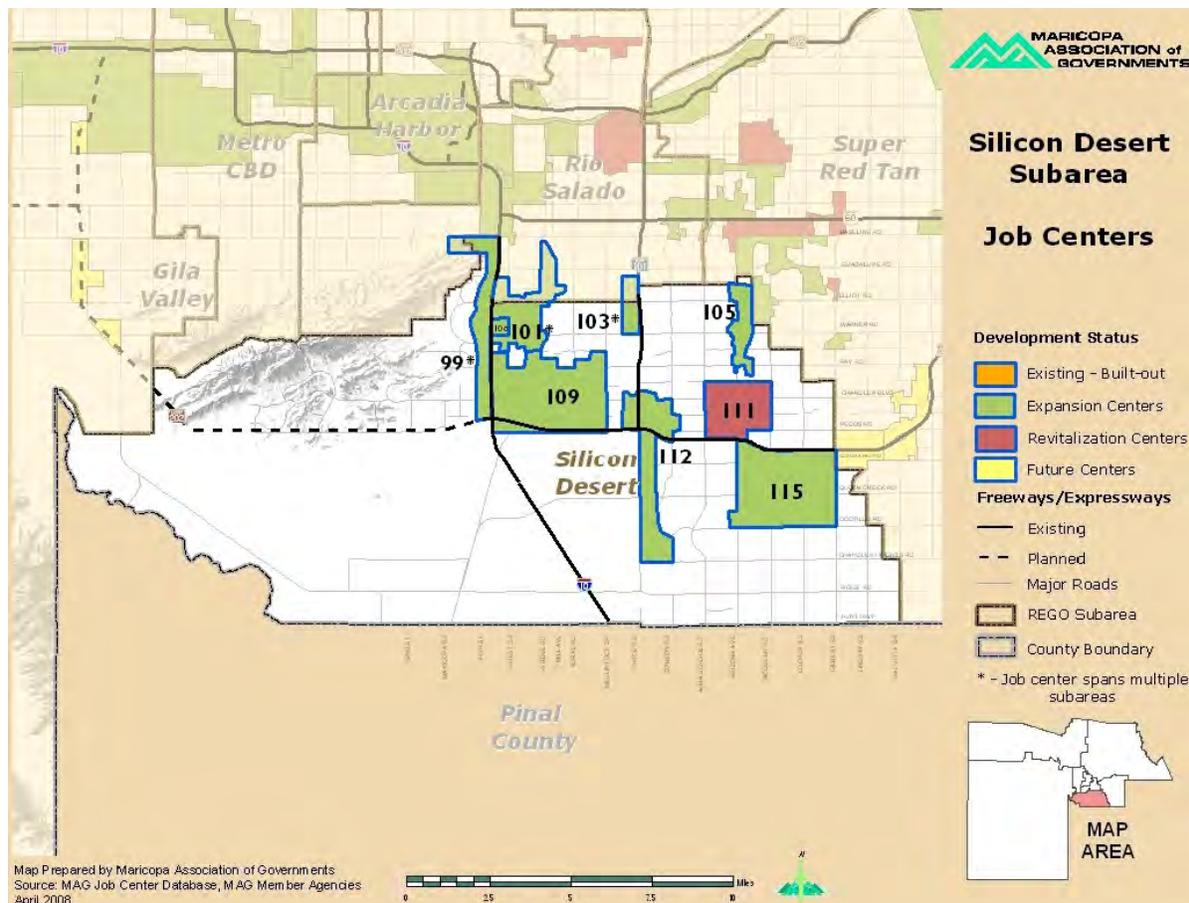


Table 37: Job Centers in the Silicon Desert Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
99*	South Mountain Foothills	Expansion	2,014	14,780	18,780
101*	Southwest Tempe	Expansion	2,178	28,100	32,670
103*	ASU Research Park	Expansion	601	4,350	9,820
105	North Chandler	Expansion	958	6,970	12,860
106	The Emerald Center	Expansion	180	730	3,870
109	West Chandler	Expansion	5,147	23,850	35,840
111	Downtown Chandler	Revitalization	2,159	6,630	10,040
112	Price Corridor	Expansion	2,811	15,840	46,890
115	Chandler Airpark Area	Expansion	4,863	2,310	24,360

\*Indicates job center spans multiple subareas. The employment totals are for the entire job center.

Table 38: Peak PM Travel Times in the Silicon Desert Subarea

From:		To:		Congested
Subarea	Location	Subarea	Location	
Silicon Desert	Chandler Fashion/Price Rd	Hassayampa North	I-10 & I-17	59 minutes
		Gila Valley	I-10 & I-10	56 minutes
		Pima Desert Hills	Scottsdale Airpark	41 minutes
		Metro CBD	Phoenix Downtown	30 minutes
		Super Red Tan	Phoenix-Mesa Gateway	25 minutes
		Arcadia Harbor	Sky Harbor Airport	22 minutes
		Rio Salado	ASU Main, Tempe	18 minutes

From:		To:		Congested
Subarea	Location	Subarea	Location	
Hassayampa North	I-10 & I-17	Silicon Desert	Chandler Fashion/Price Rd	67 minutes
Gila Valley	I-10 & I-10			61 minutes
Pima Desert Hills	Scottsdale Airpark			55 minutes
Metro CBD	Phoenix Downtown			49 minutes
Arcadia Harbor	Sky Harbor Airport			41 minutes
Rio Salado	ASU Main, Tempe			30 minutes
Super Red Tan	Phoenix-Mesa Gateway			20 minutes

# Land Uses

Figure 44: Land Uses in the Silicon Desert Subarea

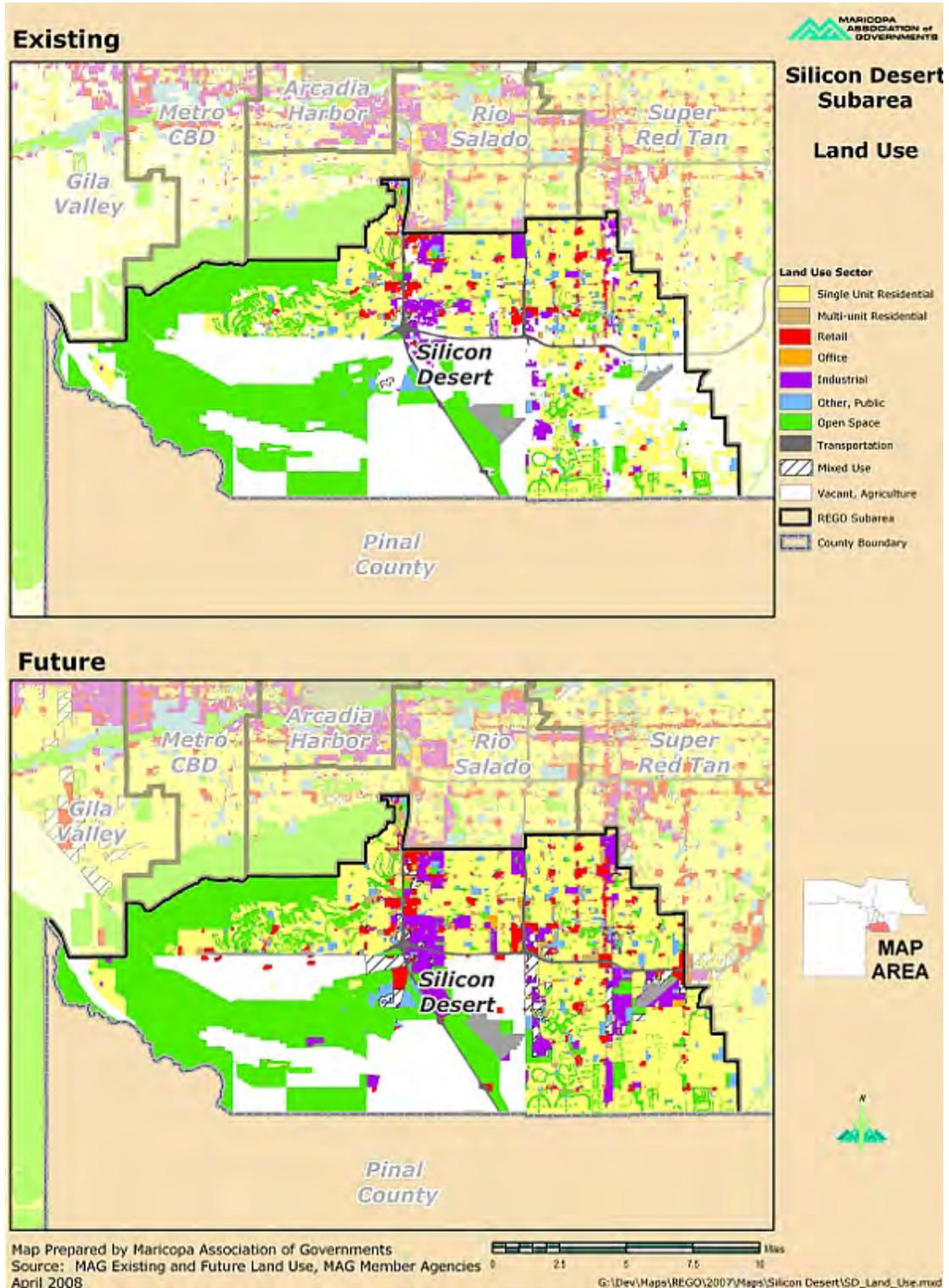
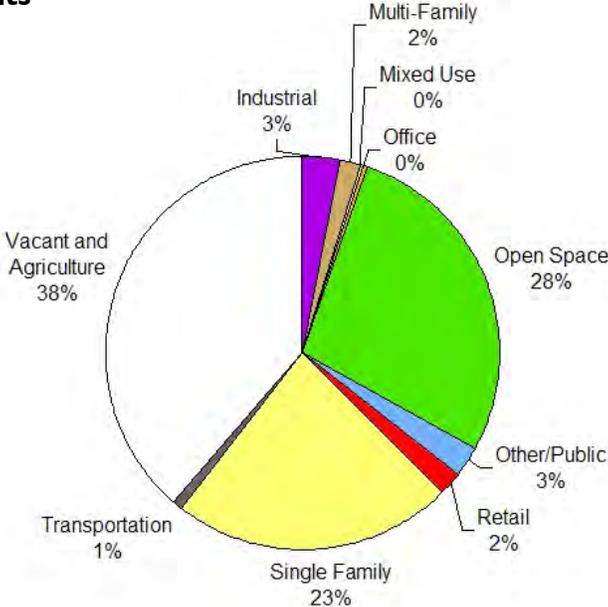
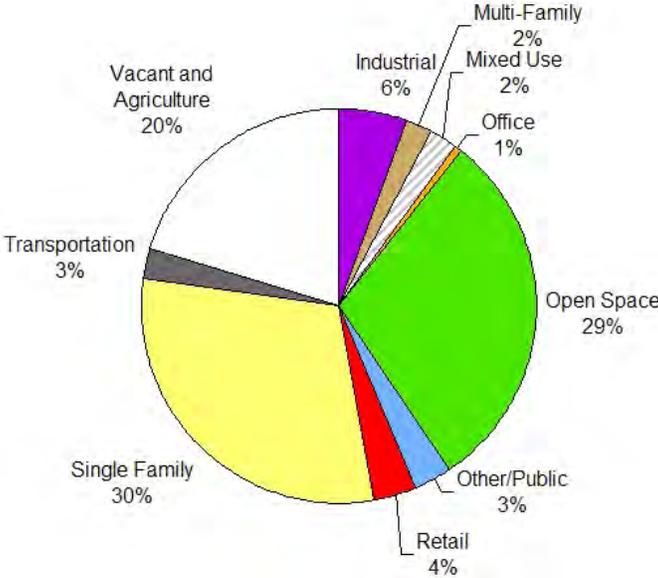


Figure 45: Land Use Percentages in the Silicon Desert Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 46: Population Concentration in the Silicon Desert Subarea

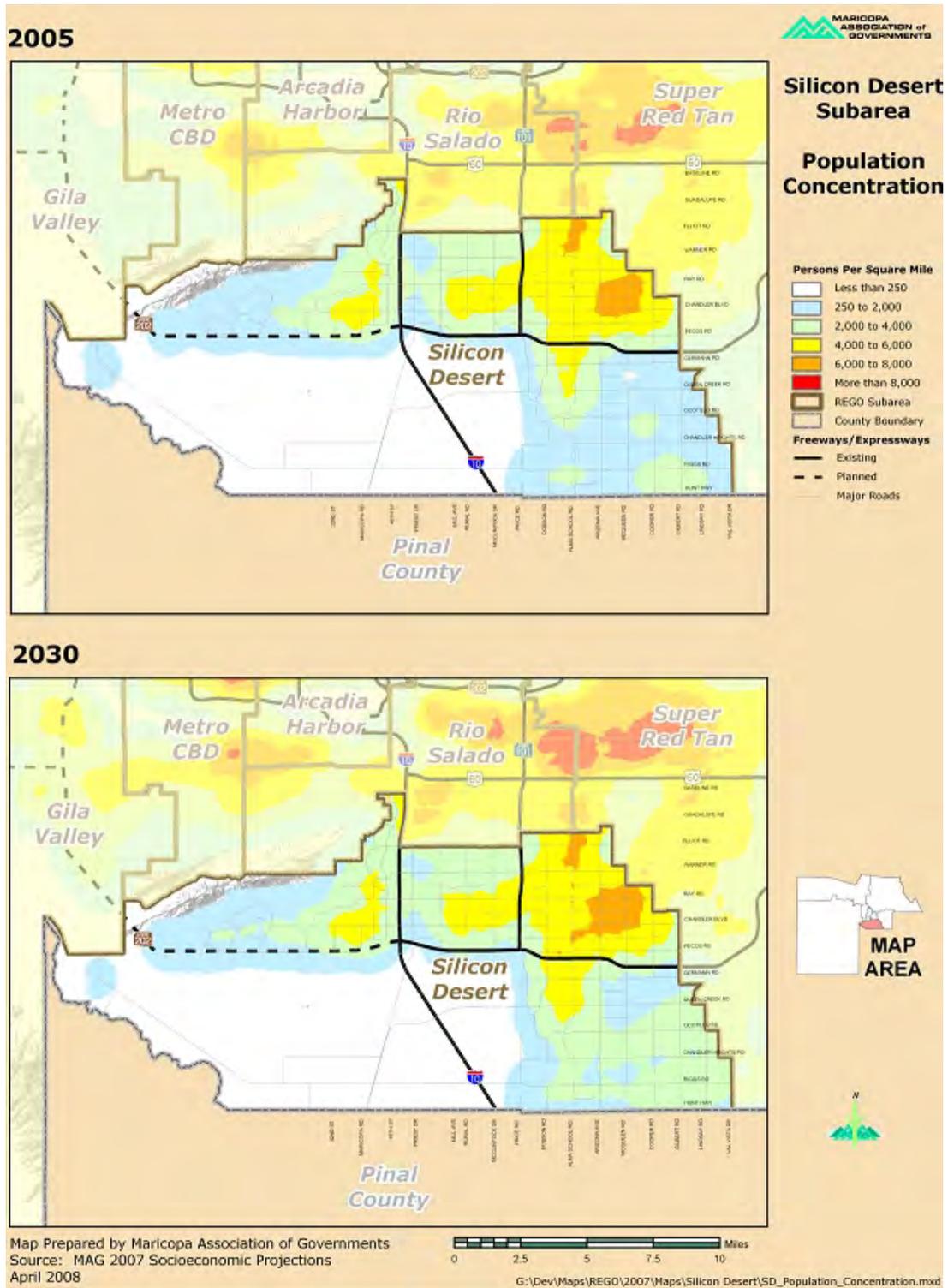


Table 39: Population and Housing and Percent of County in the Silicon Desert Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	345,600	9.4%	401,200	6.5%
<b>Resident Population in Households and Percent of County</b>	343,700	9.5%	398,000	6.6%
<b>Total Housing Units and Percent of County</b>	138,300	9.3%	163,200	6.5%
<b>Occupied Housing Units and Percent of County</b>	130,400	9.6%	155,800	6.7%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 47: Residents Commuting from Home in the Silicon Desert Subarea

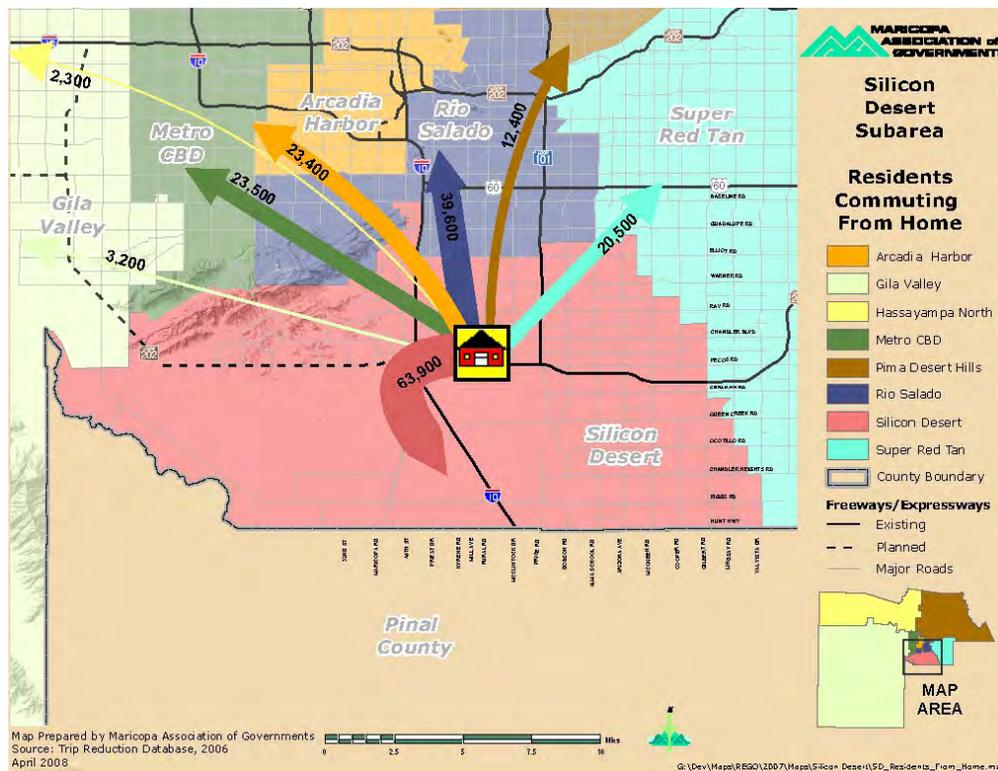


Table 40: Resident Commute Analysis in the Silicon Desert Subarea

	Of the 188,800 working residents living in Silicon Desert subarea:	
	work in...	or work in...
Metro CBD	23,500	12.4%
Arcadia Harbor	23,400	12.4%
Rio Salado	39,600	21.0%
Silicon Desert	63,900	33.8%
SuperRedTan	20,500	10.9%
Pima Desert Hills	12,400	6.6%
Hassayampa North	2,300	1.2%
Gila Valley	3,200	1.7%

# Employment

Figure 48: Employment Concentration in the Silicon Desert Subarea

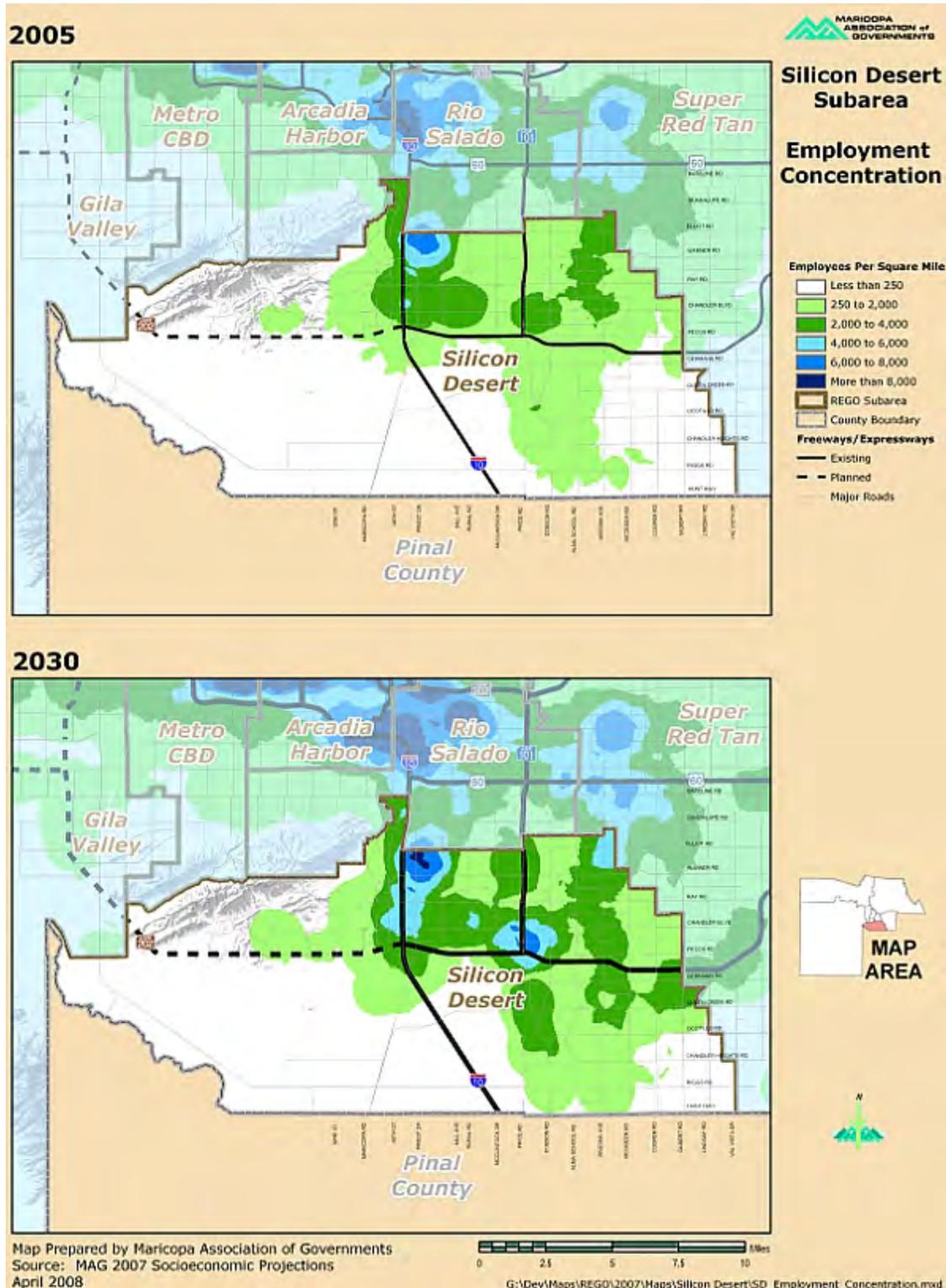


Table 41: Employment and Percent of County in the Silicon Desert Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	144,100	8.2%	262,900	7.8%
<b>Retail and Percent of County</b>	39,900	8.6%	66,900	7.2%
<b>Office and Percent of County</b>	22,500	5.8%	71,600	8.6%
<b>Industrial and Percent of County</b>	47,200	13.2%	77,300	12.6%
<b>Public and Percent of County</b>	14,900	6.1%	20,900	4.7%
<b>Other* and Percent of County</b>	19,600	6.7%	26,200	4.7%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 49: Employees Commuting to Work in the Silicon Desert Subarea

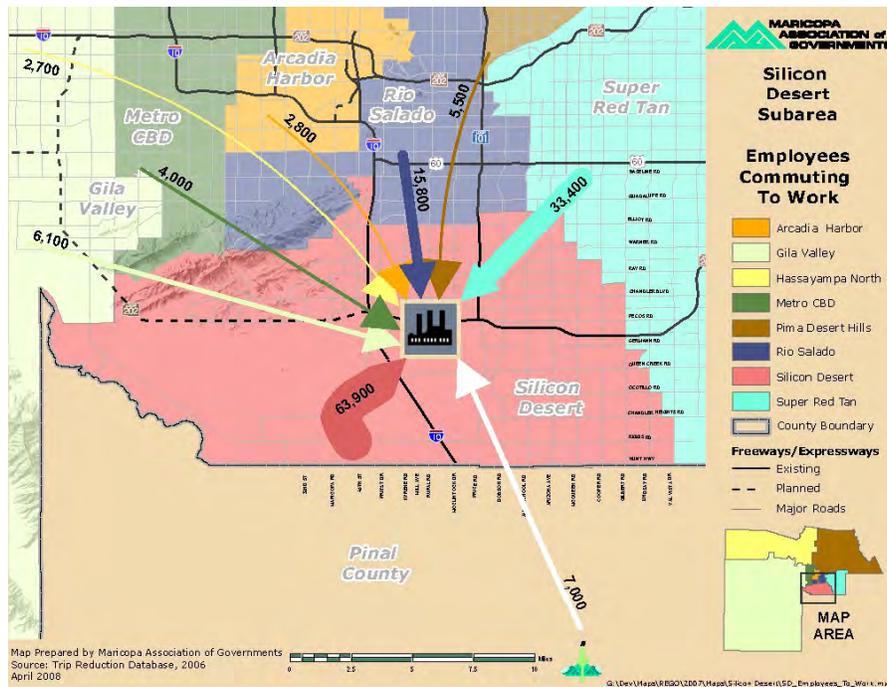


Table 42: Employee Commute Analysis in the Silicon Desert Subarea

	Of the 142,800 employees working in Silicon Desert subarea:	
	come from...	or come from...
Metro CBD	4,000	2.8%
Arcadia Harbor	2,800	2.0%
Rio Salado	15,800	11.1%
Silicon Desert	63,900	44.7%
SuperRedTan	33,400	23.4%
Pima Desert Hills	5,500	3.9%
Hassayampa North	2,700	1.9%
Gila Valley	6,100	4.3%
Pinal County	7,000	4.9%
Outside Metro Area	1,600	1.1%

# Super Red Tan Subarea

The Super Red Tan subarea includes the town of Gilbert, parts of the cities of Mesa and Apache Junction, part of the town of Queen Creek, and part of the Salt River Pima-Maricopa Indian Community. The Phoenix-Mesa Gateway Airport area and the Polytechnic Campus of Arizona State University are part of this subarea.

## Job Centers and Peak PM Travel Times

Figure 50: Job Centers in the Super Red Tan Subarea

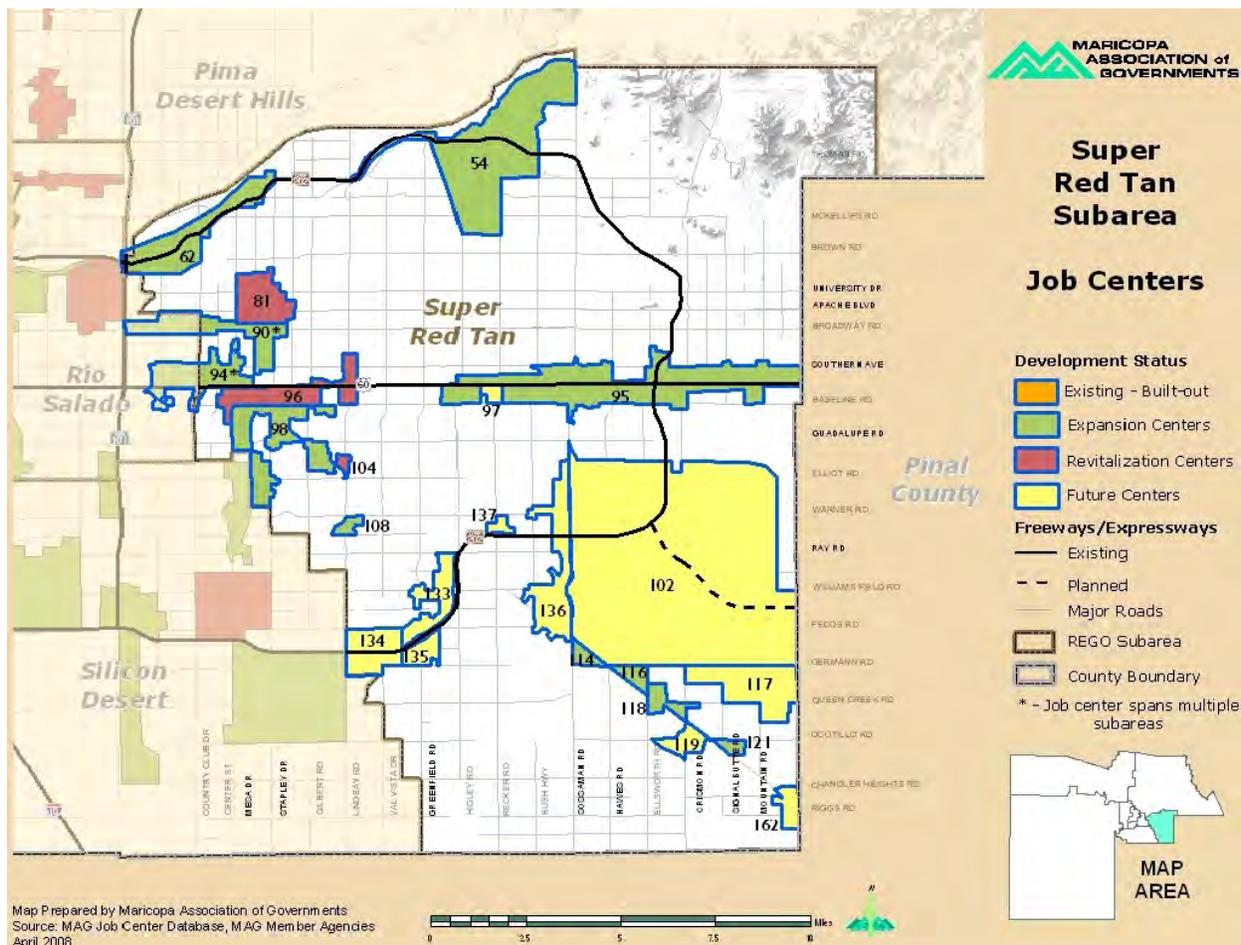


Table 43: Job Centers in the Super Red Tan Subarea

Key	Name	Status	Acres	Total Employment 2005	Total Employment 2030
54	Falcon Field Airport	Expansion	5,428	11,330	26,870
62	Riverview	Expansion	1,956	1,920	9,610
81	Downtown Mesa	Revitalization	1,140	11,870	15,240
90*	Union Pacific Business Corridor	Expansion	1,438	14,890	18,600
94*	Fiesta District	Expansion	1,477	21,350	22,700
95	Superstition Freeway Corridor East	Expansion	4,994	12,950	38,600
96	Superstition Freeway Corridor West	Revitalization	1,367	13,240	18,360
97	Higley/Baseline	Future	153	270	3,310
98	Northwest Employment Area	Expansion	1,980	17,100	27,050
102	Williams Gateway Area	Future	19,470	3,790	46,170
104	Gilbert Heritage District	Revitalization	101	830	1,570
108	Government Center/Retail	Expansion	175	1,100	2,500
114	Power Rd.	Expansion	224	110	1,530
116	Germann/Rittenhouse	Expansion	272	20	1,130
117	Queen Creek Gateway Area	Future	1,812	10	8,770
118	Rittenhouse	Expansion	384	240	1,010
119	Queen Creek Town Center	Future	411	190	3,710
121	Rittenhouse/Ocotillo	Expansion	162	220	800
133	Gilbert Regional Mall Area	Future	937	950	11,570
134	Gilbert/Germann	Future	1,090	800	12,110
135	Hospital/Medical Office	Future	406	70	6,420
136	Power Road/Gateway	Future	1,839	1,830	11,970
137	Higley/Santan Business Park	Future	156	30	740
162	Rittenhouse/Meridian	Future	391	140	2,000

\*Indicates job center spans multiple subareas. The employment totals are for the entire job center.

Table 44: Peak PM Travel Times in the Super Red Tan Subarea

From: Subarea	Location	To: Subarea	Location	Congested
Super Red Tan	Phoenix-Mesa Gateway	Hassayampa North	101 & I-17	73 minutes
		Gila Valley	101 & I-10	70 minutes
		Pima Desert Hills	Scottsdale Airpark	55 minutes
		Metro CBD	Phoenix Downtown	44 minutes
		Arcadia Harbor	Sky Harbor Airport	36 minutes
		Rio Salado	ASU Main, Tempe	32 minutes
		Silicon Desert	Chandler Fashion/Price Rd	20 minutes

From: Subarea	Location	To: Subarea	Location	Congested
Hassayampa North	101 & I-17	Super Red Tan	Phoenix-Mesa Gateway	88 minutes
Gila Valley	101 & I-10			82 minutes
Pima Desert Hills	Scottsdale Airpark			76 minutes
Metro CBD	Phoenix Downtown			68 minutes
Arcadia Harbor	Sky Harbor Airport			61 minutes
Rio Salado	ASU Main, Tempe			51 minutes
Silicon Desert	Chandler Fashion/Price Rd			25 minutes

# Land Uses

Figure 51: Land Uses in the Super Red Tan Subarea

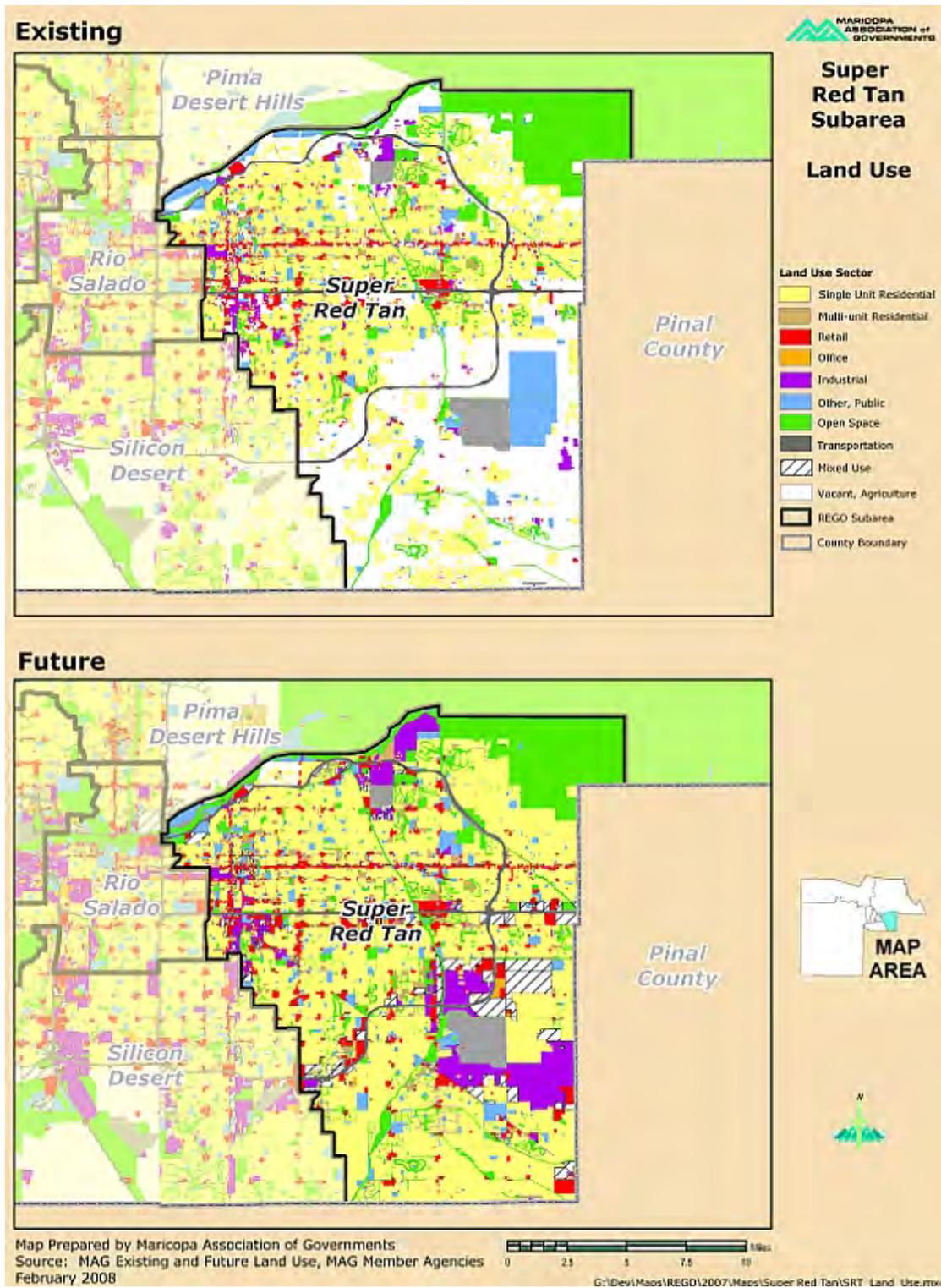
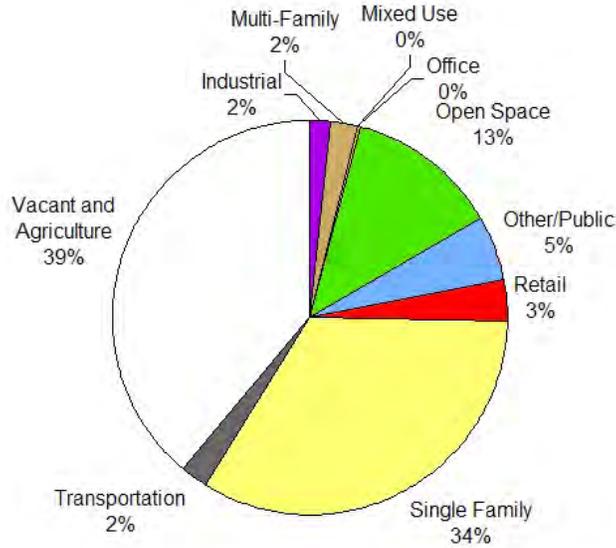
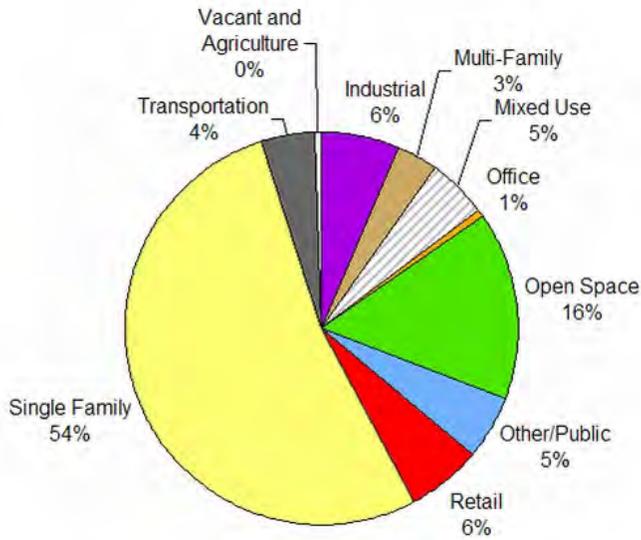


Figure 52: Land Use Percentages in the Super Red Tan Subarea

**Existing Land Use Splits**



**Future Land Use Splits**



# Population and Housing

Figure 53: Population Concentration in the Super Red Tan Subarea

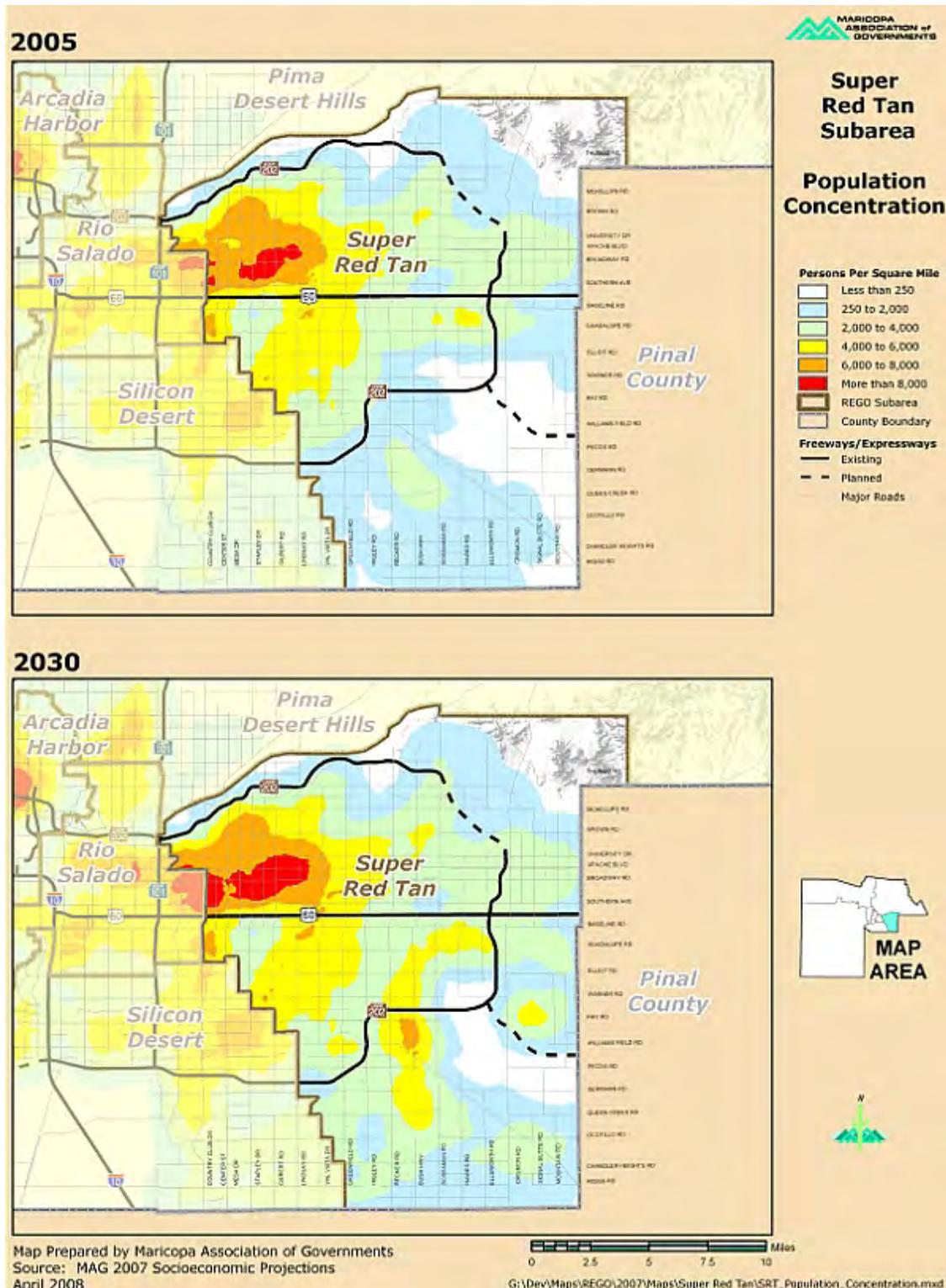


Table 45: Population and Housing and Percent of County in the Super Red Tan Subarea

	2005		2030	
<b>Total Resident Population and Percent of County</b>	639,200	17.4%	910,400	14.8%
<b>Resident Population in Households and Percent of County</b>	632,800	17.5%	900,100	14.9%
<b>Total Housing Units and Percent of County</b>	268,600	18.2%	381,300	15.2%
<b>Occupied Housing Units and Percent of County</b>	228,600	16.9%	336,600	14.4%

Source – 2007 MAG Socioeconomic Projections. Total resident population includes resident population in households and resident population in group quarters (dorms, nursing homes, prisons and military establishments). Population and housing rounded to nearest hundred.

Figure 54: Residents Commuting from Home in the Super Red Tan Subarea

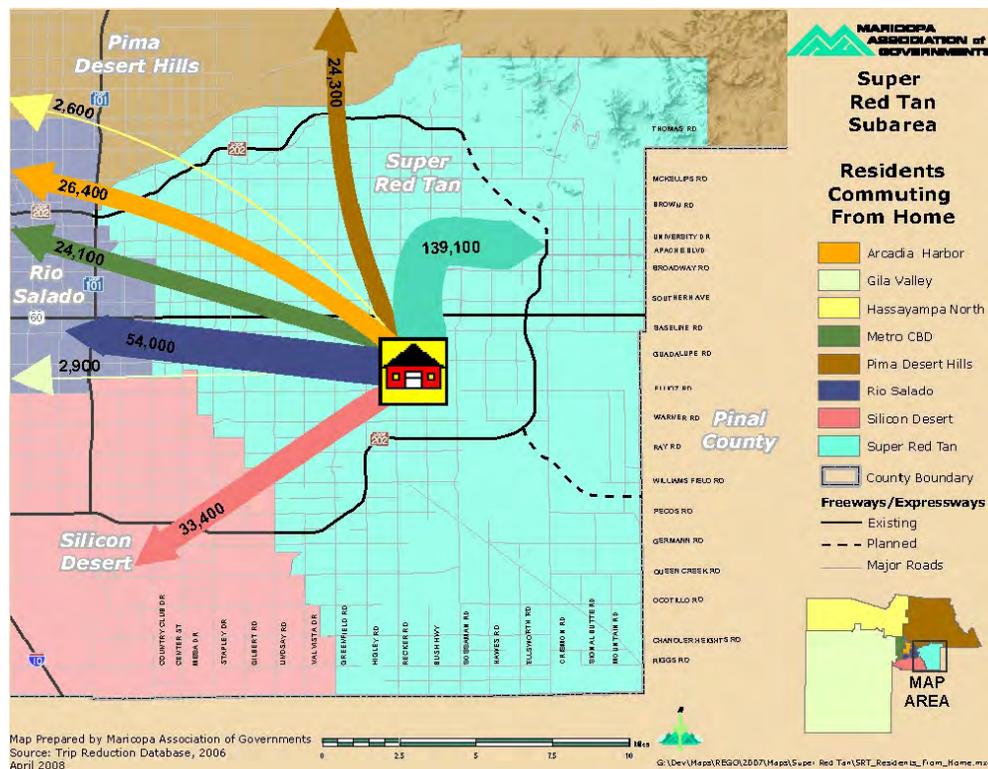


Table 46: Resident Commute Analysis in the Super Red Tan Subarea

	Of the 306,800 working residents living in SuperRedTan subarea:	
	work in...	or work in...
Metro CBD	24,100	7.9%
Arcadia Harbor	26,400	8.6%
Rio Salado	54,000	17.6%
Silicon Desert	33,400	10.9%
SuperRedTan	139,100	45.3%
Pima Desert Hills	24,300	7.9%
Hassayampa North	2,600	0.8%
Gila Valley	2,900	0.9%

# Employment

Figure 55: Employment Concentration in the Super Red Tan Subarea

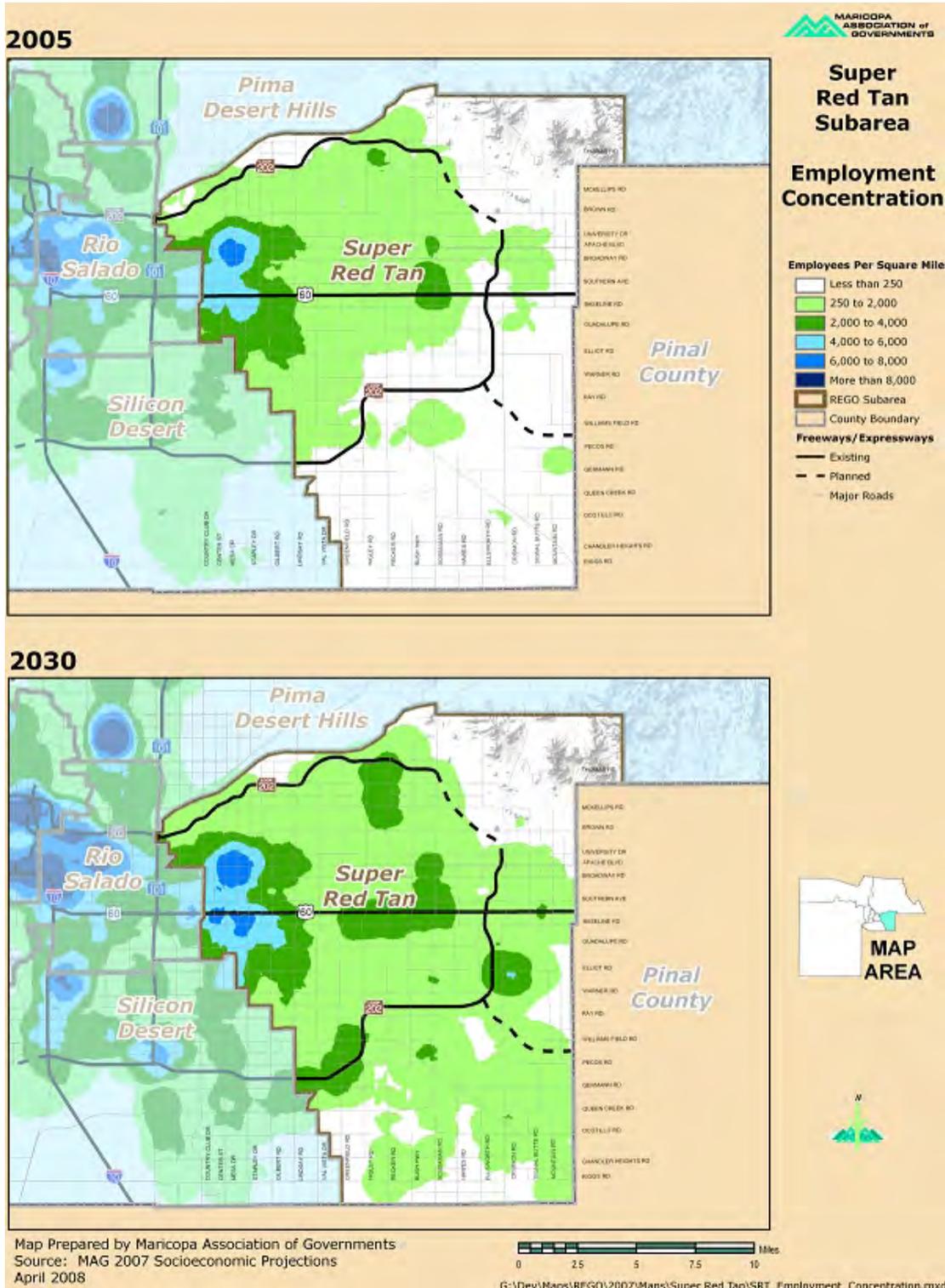


Table 47: Employment and Percent of County in the Super Red Tan Subarea

	2005		2030	
<b>Total Employment and Percent of County</b>	209,400	12.0%	441,400	13.1%
<b>Retail and Percent of County</b>	81,500	17.5%	147,100	15.8%
<b>Office and Percent of County</b>	18,500	4.8%	96,300	11.6%
<b>Industrial and Percent of County</b>	34,900	9.8%	80,600	13.1%
<b>Public and Percent of County</b>	36,800	15.1%	62,000	14.0%
<b>Other* and Percent of County</b>	37,800	12.8%	55,400	9.9%

Source – 2007 MAG Socioeconomic Projections. Other employment includes work-at-home and construction employment. Because construction employment follows development, employment projections may show declines in future years. Employment rounded to nearest hundred.

Figure 56: Employees Commuting to Work in the Super Red Tan Subarea

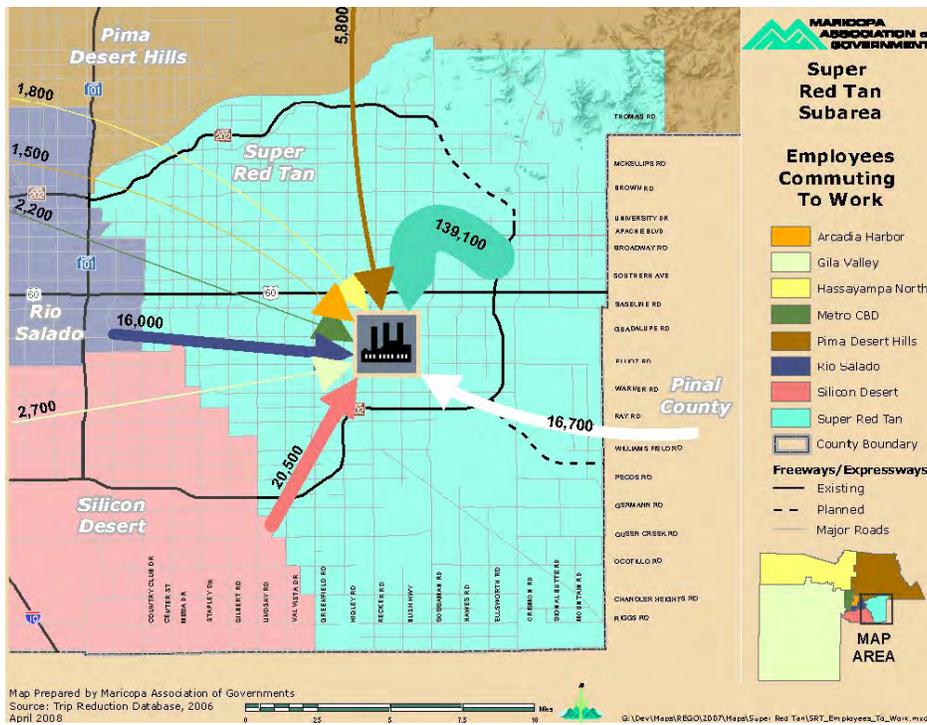


Table 48: Employee Commute Analysis in the Super Red Tan Subarea

	Of the 209,400 employees working in SuperRedTan subarea:	
	come from...	or come from...
Metro CBD	2,200	1.1%
Arcadia Harbor	1,500	0.7%
Rio Salado	16,000	7.6%
Silicon Desert	20,500	9.8%
SuperRedTan	139,100	66.4%
Pima Desert Hills	5,800	2.8%
Hassayampa North	1,800	0.9%
Gila Valley	2,700	1.3%
Pinal County	16,700	8.0%
Outside Metro Area	3,100	1.5%