

Draft July 10, 2018

HERITAGE DISTRICT REDEVELOPMENT PLAN

VOLUME 2: APPENDICES



GILBERT
ARIZONA

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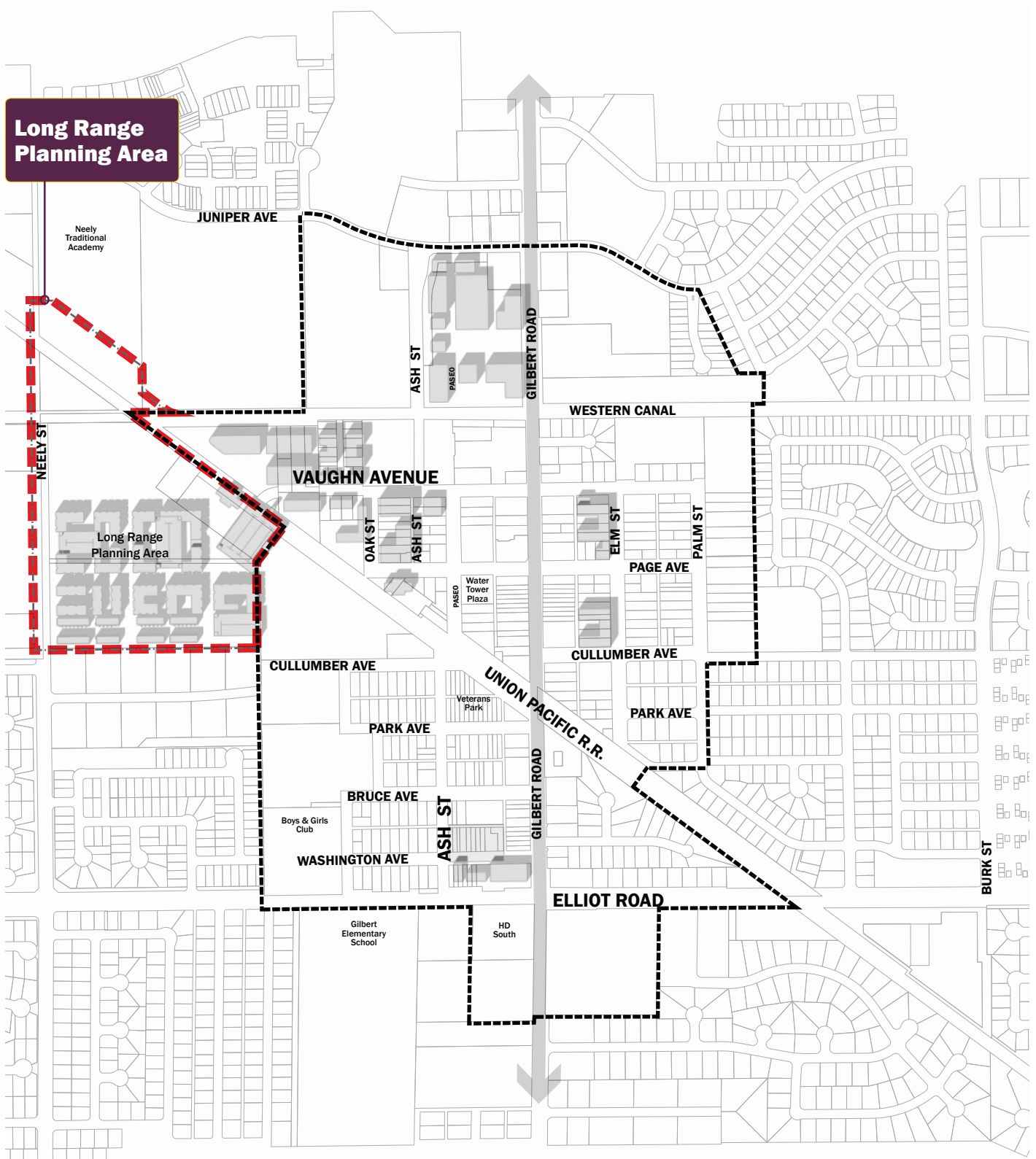
Economic Development Plan Assessment

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A. LONG RANGE PLANNING AREA

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LONG RANGE PLANNING AREA



LONG RANGE PLANNING AREA

CHARACTER

Located just outside the Heritage District boundary, this light industrial use yard, measuring approximately 27.5 acres, is a valuable site for redevelopment with potential to host several key District-supportive uses. The peripheral location provides the unique opportunity to integrate important larger-scale amenities, such as a transit center and festival park, into the District without disrupting the walkable historic character of existing neighborhoods. With the Neely Street arterial as a strong access route from the south, and the potential construction of an east-west Access Road with railroad underpass, the Festival Park and Park-and-Ride garage are convenient yet unimposing. A new multi-family residential neighborhood at this site responds to the anticipated market demand, and benefits from its proximity to the park and commuter rail station.

LOCATION

Abutting the western boundary of the Heritage District, the area is bound by the Western Canal at the north and Neely Street at the west.

LAND USE

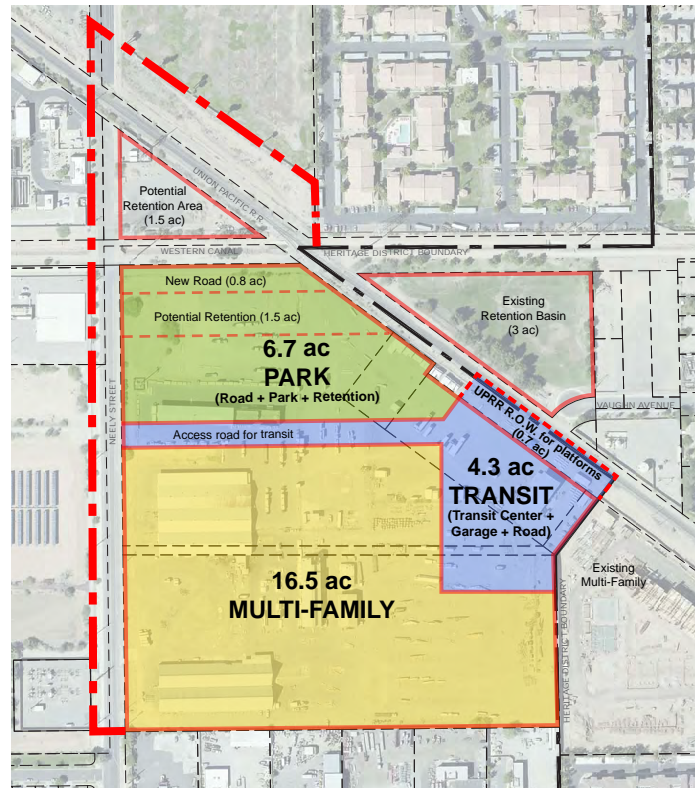
- Transit Center (Commuter Rail Station with Park-and-Ride Garage)
- Multi-Family
- Festival Park
- Replacement stormwater retention basins

REDEVELOPMENT GOALS

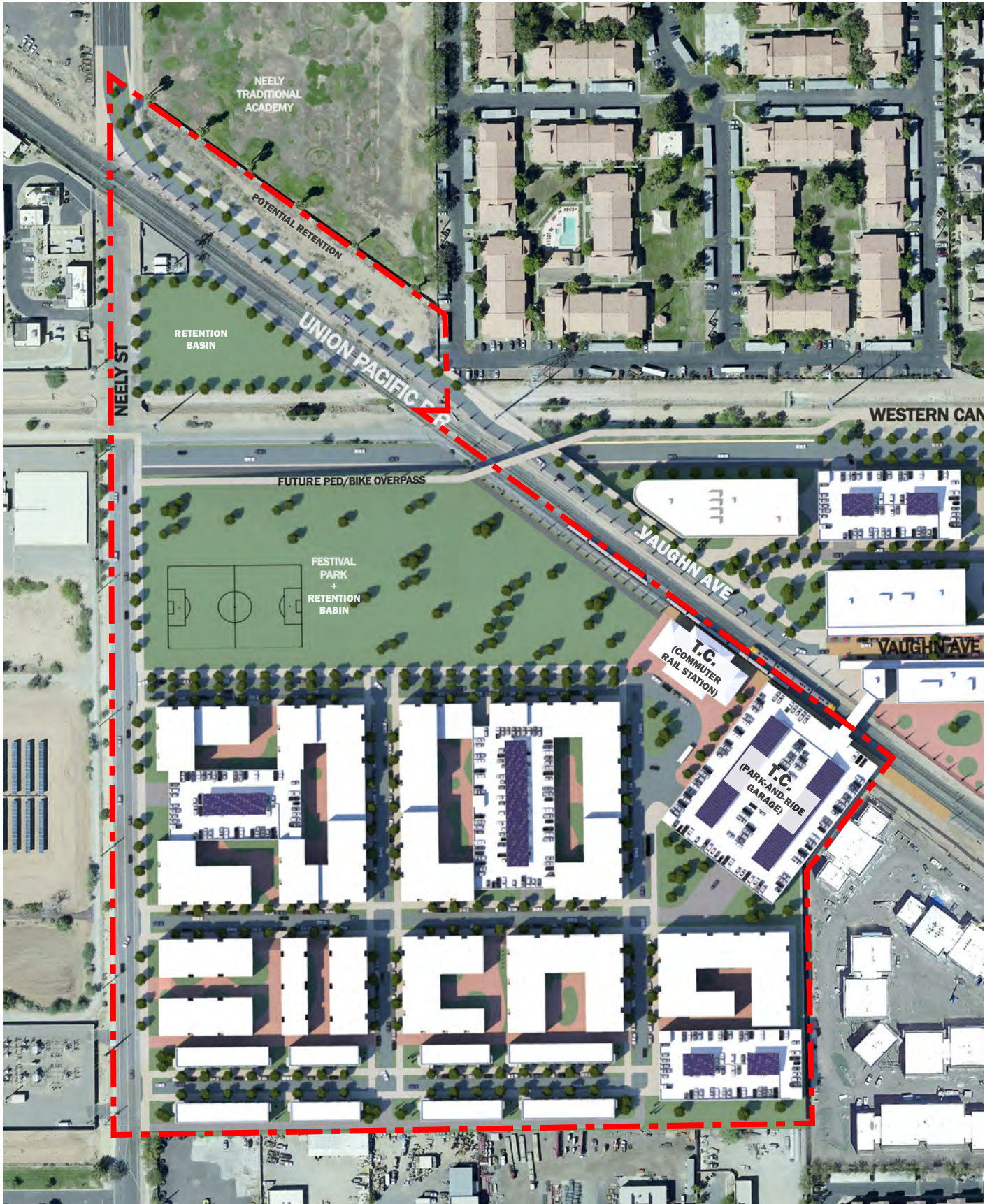
The District Core supports the following Redevelopment Plan goals:

2. Economic Viability
3. Investment Draw
4. Improved Circulation
6. Partnership & Collaboration

Long Range Planning Area - Before



Long Range Planning Area - After



LONG RANGE PLANNING AREA IMPLEMENTATION

Implementation of the Long Range Planning Area and the Transit Center requires further planning and coordination with local and regional agencies to verify specific transit area requirements and land availability. Reserving land within the Long Range Planning Area for potential future transit uses would enable higher quality redevelopment and better use of the existing Park & Ride site centrally located in the District Core.

Town Actions

The Town should develop an implementation strategy for the redevelopment of the Long Range Planning Area. The following planning considerations should be addressed as part of this strategy.

- Assess viability of expanding the Heritage District Redevelopment Area boundary to include part or all of the Long Range Planning Area.
- Verify land area requirements for projected Transit Center uses—commuter rail station, bus transfer, and park-and-ride.
- Acquire Foxworth-Galbraith property in part or in full. The minimum acquisition area should accommodate the Transit Center and any required retention facilities.
- Reserve easement for potential Access Road project, south of and parallel to the Western Canal from Ash Street to Neely Street.
- Update the land use classification of the acquired parcels on the General Plan Map. The recommended classification is Village Center (VC).
- Update the zoning district of the acquired parcels on the Zoning Map. The recommended zoning district is Heritage Village Center (HVC).

B. PROJECT COST ESTIMATES

These are initial raw material cost estimates. They do not account for such things as land acquisition, project design, undergrounding powerlines, or movement of storm water detention.

At this conceptual stage, comprehensive project costs have not been validated by the Town Capital Improvements Group and Engineering. All project costs will be validated and adjusted accordingly as they are added to the Town Capital Improvement Program.

- **Cost Estimate Summary**
- **Commons Budget Estimate**
- **Plaza Budget Estimate**
- **Neighborhood Park Budget Estimate**
- **Infrastructure Estimated Construction Costs**

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COST ESTIMATE SUMMARY

CATALYST PROJECTS	
The Commons	
Open Space	\$2,750,000
Streets	\$316,000
Vaughn Ventilator	
Roadway Extension	\$1,385,000
Improvements	\$526,000
Living Room Plaza	
Plaza	\$5,270,000
Underground Parking	\$17,600,000
Re-aligned Ash Street	\$115,000
Page Avenue Improvements	\$265,000
KEY PROJECTS	
Paseo Underpass	\$14,650,000
Paseo South	\$41,000
Paseo North	\$240,000
South Anchor	
Interim Parking Lot	\$255,000
Elliot Road Bikeway	\$230,000
Neighborhood Park	\$785,000
Water Tower Plaza Improvements	\$810,000
Ash Street Extension	\$250,000
Access Road Underpass	



Gilbert Heritage Redevelopment Plan
Estimate of Probable Cost for **COMMONS**
Prepared for: Crandall Arambula
Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
FA 17024
March 14, 2018

Total Budgetary Estimate Cost

Approx 58,040 SF Total

Item	Total Cost
Demolition / Site Preparation	\$40,985
Hardscape and Water Features	\$1,362,800
Landscape & Irrigation	\$504,113
Site Structures, Lighting and Art	\$760,200
Site Furnishings	\$82,000
Grand Total	\$2,750,098

This document is for budgeting purposes only and shall not be considered a final cost estimate

Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for COMMONS
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Demolition / Site Preparation

Item	Unit	Qty	Unit Cost	Sub-Total
Mobilization	ls	1	\$5,000.00	\$5,000.00
Demolition/ Subgrade Prep.	sf	58040	\$0.62	\$35,984.80
Total				\$40,984.80

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for COMMONS
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Hardscape and Water Features

Item	Unit	Qty	Unit Cost	Sub-Total
Concrete Pavers	sf	8400	\$25.30	\$212,520.00
Integral Color Concrete / Acid Finish	sf	16600	\$9.80	\$162,680.00
Stabilized Decomposed Granite	sf	8200	\$4.00	\$32,800.00
Tree Grates	ea	40	\$2,250.00	\$90,000.00
CIP Concrete Site Walls and Planters	lf	320	\$240.00	\$76,800.00
Decorative Fencing	lf	200	\$40.00	\$8,000.00
Monument Signage Allowance	LS	1	\$60,000.00	\$60,000.00
Central Linear Water Feature Allowance	LS	1	\$420,000.00	\$420,000.00
Vertical Water Feature ar Gilbert Road Allowance	LS	1	\$220,000.00	\$220,000.00
Linear Water Feature(s) at Paseo	LS	2	\$40,000.00	\$80,000.00
Total				\$1,362,800.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for COMMONS
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Landscape & Irrigation

Item	Unit	Qty	Unit Cost	Sub-Total
TREES				
48" Box	ea	54	\$1,750.00	\$94,500.00
72" Box	ea	32	\$5,500.00	\$176,000.00
Sub-total				\$270,500.00
SHRUBS - ACCENTS				
1 Gallon	ea	600	\$12.00	\$7,200.00
5 Gallon	ea	720	\$25.00	\$18,000.00
15 Gallon	ea	80	\$100.00	\$8,000.00
24" Specimen	ea	40	\$350.00	\$14,000.00
36" Specimen	ea	24	\$750.00	\$18,000.00
Sub-total				\$65,200.00
TURF				
Sod	sf	12000	\$2.50	\$30,000.00
Sub-total				\$30,000.00
TOPDRESSING				
Decomposed Granite	sf	12840	\$0.72	\$9,244.80
Sub-total				\$9,244.80
IRRIGATION				
Automatic System	sf	24840	\$5.20	\$129,168.00
Sub-total				\$129,168.00
Total				\$504,112.80

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for COMMONS
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Structures, Lighting and Art

Item	Unit	Qty	Unit Cost	Sub-Total
Lighting Allowance	sf	58040	\$5.00	\$290,200.00
Shade Structures Allowance	LS	1	\$320,000.00	\$320,000.00
Public Art Allowance	ea	3.00	\$50,000.00	\$150,000.00
Total				\$760,200.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for COMMONS
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Furnishings

Item	Unit	Qty	Unit Cost	Sub-Total
Bistro Tables and Chairs	ea	80	\$120.00	\$9,600.00
Waste Receptacles	ea	20	\$240.00	\$4,800.00
Drinking Fountain	ea	6	\$1,600.00	\$9,600.00
Bike Racks	ea	40	\$550.00	\$22,000.00
Accent Pots	ea	60	\$600.00	\$36,000.00
Total				\$82,000.00

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Gilbert Heritage Redevelopment Plan
Estimate of Probable Cost for **LIVING ROOM PLAZA**
Prepared for: Crandall Arambula
Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
FA 17024
March 14, 2018

Total Budgetary Estimate Cost

Approx 180,000 SF Total

Item	Total Cost
Demolition / Site Preparation	\$192,000
Hardscape and Water Features	\$3,127,000
Landscape & Irrigation	\$634,940
Site Structures, Lighting and Art	\$1,180,200
Site Furnishings	\$137,600
Grand Total	\$5,271,740

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for LIVING ROOM PLAZA
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Demolition / Site Preparation

Item	Unit	Qty	Unit Cost	Sub-Total
Mobilization	ls	1	\$12,000.00	\$12,000.00
Demolition/ Subgrade Prep.	sf	180000	\$1.00	\$180,000.00
Total				\$192,000.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for LIVING ROOM PLAZA
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Hardscape and Water Features

Item	Unit	Qty	Unit Cost	Sub-Total
Concrete Pavers	sf	32400	\$25.30	\$819,720.00
Integral Color Concrete / Acid Finish	sf	117600	\$9.80	\$1,152,480.00
Tree Grates	ea	88	\$2,250.00	\$198,000.00
Integrated Paver Lights	ea	240	\$920.00	\$220,800.00
CIP Concrete Site Walls and Planters	lf	400	\$240.00	\$96,000.00
Decorative Fencing (at restaurants)	lf	200	\$40.00	\$8,000.00
Central Water Feature Allowance	LS	1	\$440,000.00	\$440,000.00
Linear Water Feature(s) at Paseo	LS	4	\$48,000.00	\$192,000.00
Total				\$3,127,000.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for LIVING ROOM PLAZA
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Landscape & Irrigation

Item	Unit	Qty	Unit Cost	Sub-Total
TREES				
48" Box	ea	134	\$1,750.00	\$234,500.00
60" Box	ea	32	\$4,000.00	\$128,000.00
Sub-total				\$362,500.00
SHRUBS - ACCENTS				
1 Gallon	ea	400	\$12.00	\$4,800.00
5 Gallon	ea	720	\$25.00	\$18,000.00
15 Gallon	ea	80	\$100.00	\$8,000.00
24" Specimen	ea	40	\$350.00	\$14,000.00
36" Specimen	ea	24	\$750.00	\$18,000.00
Sub-total				\$62,800.00
TURF				
Sod	sf	18000	\$2.50	\$45,000.00
Sub-total				\$45,000.00
TOPDRESSING				
Decomposed Granite	sf	12000	\$0.72	\$8,640.00
Sub-total				\$8,640.00
IRRIGATION				
Automatic System	sf	30000	\$5.20	\$156,000.00
Sub-total				\$156,000.00
Total				\$634,940.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for LIVING ROOM PLAZA
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Structures, Lighting and Art

Item	Unit	Qty	Unit Cost	Sub-Total
Lighting Allowance	sf	58040	\$5.00	\$290,200.00
Pavillion Structure Allowance	ls	1	\$480,000.00	\$480,000.00
Shade Structure(s) at Paseo Allowance	ls	1	\$160,000.00	\$160,000.00
Public Art Allowance	ls	1.00	\$250,000.00	\$250,000.00
Total				\$1,180,200.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for LIVING ROOM PLAZA
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Furnishings

Item	Unit	Qty	Unit Cost	Sub-Total
Bistro Tables and Chairs	ea	200	\$120.00	\$24,000.00
Waste Receptacles	ea	30	\$240.00	\$7,200.00
Drinking Fountain	ea	6	\$1,600.00	\$9,600.00
Bike Racks	ea	80	\$550.00	\$44,000.00
Accent Pots	ea	88	\$600.00	\$52,800.00
Total				\$137,600.00

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Gilbert Heritage Redevelopment Plan
Estimate of Probable Cost for **NEIGHBORHOOD PARK**
Prepared for: Crandall Arambula
Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
FA 17024
March 14, 2018

Total Budgetary Estimate Cost

Approx -29,700 SF Total

Item	Total Cost
Demolition / Site Preparation	\$40,640
Hardscape and Playground	\$265,000
Landscape & Irrigation	\$220,264
Site Structures, Lighting and Art	\$240,860
Site Furnishings	\$17,340
Grand Total	\$784,104

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for NEIGHBORHOOD PARK
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Demolition / Site Preparation

Item	Unit	Qty	Unit Cost	Sub-Total
Mobilization	ls	1	\$5,000.00	\$5,000.00
Demolition/ Subgrade Prep.	sf	29700	\$1.20	\$35,640.00
Total				\$40,640.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for NEIGHBORHOOD PARK
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024

Hardscape and Playground

Item	Unit	Qty	Unit Cost	Sub-Total
Integral Color Concrete / Acid Finish	sf	6000	\$9.80	\$58,800.00
Stabilized Decomposed Granite	sf	2000	\$4.00	\$8,000.00
Site Walls and Planters	lf	180	\$240.00	\$43,200.00
Decorative Fencing	lf	200	\$40.00	\$8,000.00
Monument Signage Allowance	LS	1	\$12,000.00	\$12,000.00
Playground Allowance w/ Shade Structure	LS	1	\$135,000.00	\$135,000.00
Total				\$265,000.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for NEIGHBORHOOD PARK
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Landscape & Irrigation

Item	Unit	Qty	Unit Cost	Sub-Total
TREES				
36" Box	ea	36	\$550.00	\$19,800.00
48" Box	ea	20	\$1,750.00	\$35,000.00
Sub-total				\$54,800.00
SHRUBS - ACCENTS				
1 Gallon	ea	160	\$12.00	\$1,920.00
5 Gallon	ea	200	\$25.00	\$5,000.00
15 Gallon	ea	16	\$100.00	\$1,600.00
Sub-total				\$8,520.00
TURF				
Sod	sf	16000	\$2.50	\$40,000.00
Sub-total				\$40,000.00
TOPDRESSING				
Decomposed Granite	sf	5700	\$0.72	\$4,104.00
Sub-total				\$4,104.00
IRRIGATION				
Automatic System	sf	21700	\$5.20	\$112,840.00
Sub-total				\$112,840.00
Total				\$220,264.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for NEIGHBORHOOD PARK
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Structures, Lighting and Art

Item	Unit	Qty	Unit Cost	Sub-Total
Lighting Allowance	sf	29700	\$3.80	\$112,860.00
Picnic Ramadas	ea	3	\$32,000.00	\$96,000.00
Public Art Allowance	ls	1	\$32,000.00	\$32,000.00
Total				\$240,860.00

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Gilbert Heritage Redevelopment Plan
 Estimate of Probable Cost for NEIGHBORHOOD PARK
 Prepared for: Crandall Arambula
 Estimate Based upon: Gilbert Heritage Masterplan 01.30.18
 FA 17024
 Site Furnishings

Item	Unit	Qty	Unit Cost	Sub-Total
Benches and Tables	ea	12	\$600.00	\$7,200.00
Waste Receptacles	ea	6	\$240.00	\$1,440.00
Drinking Fountain	ea	2	\$1,600.00	\$3,200.00
Bike Racks	ea	10	\$550.00	\$5,500.00
Total				\$17,340.00

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HERITAGE DISTRICT REDEVELOPMENT PLAN



ESTIMATED CONSTRUCTION COSTS

Town of Gilbert
03/09/2018



LINE NO	ITEM NO	DESCRIPTION	QTY	UNIT	UNIT PRICE	AMOUNT
NORTH ANCHOR REDEVELOPMENT AREA						
1	1	Commons Streets - 60' ROW (2-10' Drive Lanes, 8' Parking, 17' Sidewalk, 15' Commons Sidewalk)	1,100	LF	\$287.00	\$315,700.00
2	2	Utility Infrastructure Improvements - Water	0	LF	\$0.00	\$0.00
3	3	Utility Infrastructure Improvements - Sewer	0	LF	\$0.00	\$0.00
4	4	Utility Infrastructure Improvements - Storm Drainage	0	LF	\$0.00	\$0.00
					SUBTOTAL	\$315,700.00
DISTRICT CORE REDEVELOPMENT AREA						
5	5	New Ash Street - 60' ROW (2-10' Drive Lanes, 8' Parking, 17' Sidewalk, 15' Plaza/Sidewalk)	400	LF	\$287.00	\$114,800.00
6	6	Neely Access Road - 44' ROW (2-12' Drive Lanes, 8' Sidewalk, 12' Multi-Use Path)	1,090	LF	\$200.00	\$218,000.00
7	7	Neely Access Road - Retaining Walls (Western End Railroad Underpass - Variable 0'-19' Tall in 540')	1,080	LF	\$597.00	\$644,760.00
8	8	Neely Access Road - Retaining Walls (Eastern End Railroad Underpass - Variable 0'-19' Tall in 550')	1,100	LF	\$597.00	\$656,700.00
9	9	Neely Railroad Underpass - 44' Wide by 16' Tall Opening	145	LF	\$60,000.00	\$8,700,000.00
10	10	Page Avenue Imp. - 75' ROW (2-12' Drive Lanes, 25' & 26' Curbless Plaza - Brick/Conc Paving Pattern & Bollards)	380	LF	\$696.00	\$264,480.00
11	11	Page Avenue Imp. - 75' ROW (2-12' Drive Lanes, 2-17' Angled Parking Areas, 2-8.5' Sidewalks)	470	LF	\$720.00	\$338,400.00
12	12	New Road (Option) - 74' ROW Section (2-10' Drive Lanes, 2-8' Parking Lanes, 2-12' Sidewalks, 2-7' Landscape Buffers)	350	LF	\$308.00	\$107,800.00
13	13	Vaughn Ventilator - 34' ROW (2-11' Drive Lanes, 8' Sidewalks, 4' Landscape Buffer, plus avg. 5' of fill)	1,550	LF	\$268.00	\$415,400.00
14	14	Vaughn Ventilator - Wall (Retain 10' of Fill)	1,550	LF	\$625.00	\$968,750.00
15	15	Vaughn Avenue Imp. - 72' ROW (2-10' Drive Lanes & 2-8' Parking Lanes w/ Tree Well/Planters 60 O.C., 2-3' Door Zones incl. 12" Curb & 2-15' Sidewalks incl. Brick and Concrete Paving Pattern)	1,000	LF	\$526.00	\$526,000.00
16	16	Pedestrian/Bicycle Paseo - 23' Section (10' Bicycle Lane and 13' Pedestrian Lane incl. Brick and Concrete Paving Pattern)	660	LF	\$160.00	\$105,600.00
17	17	Pedestrian/Bicycle Paseo - Retaining Walls (Water Tower Plaza to Railroad Underpass - Variable 0'-15' Tall in 280')	560	LF	\$485.00	\$271,600.00
18	18	Pedestrian/Bicycle Paseo - Retaining Walls (Verteran's Park to Railroad Underpass - Variable 0-15' Tall in 280')	560	LF	\$485.00	\$271,600.00
19	19	Pedestrian/Bicycle Paseo - Railroad Underpass 33' Wide by 12' Tall Opening (10' Bicycle Lane and 13' Pedestrian Lane with 2-4' Chases)	100	LF	\$70,000.00	\$7,000,000.00
20	20	Utility Infrastructure Improvements - Water	0	LF	\$0.00	\$0.00
21	21	Utility Infrastructure Improvements - Sewer	0	LF	\$0.00	\$0.00
22	22	Utility Infrastructure Improvements - Storm Drainage	0	LF	\$0.00	\$0.00
					SUBTOTAL	\$20,603,890.00
SOUTH ANCHOR REDEVELOPMENT AREA						
23	23	Paseo/Ash Street Imp. - 18' Section (9' Raised Bikeway w/ 12" Curb & 8' Sidewalk)	900	LF	\$85.00	\$76,500.00
24	24	Utility Infrastructure Improvements - Water	0	LF	\$0.00	\$0.00
25	25	Utility Infrastructure Improvements - Sewer	0	LF	\$0.00	\$0.00
26	26	Utility Infrastructure Improvements - Storm Drainage	0	LF	\$0.00	\$0.00
					SUBTOTAL	\$76,500.00
					GRAND TOTAL	\$20,996,090.00

C. FUNDING CASE STUDIES

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FUNDING CASE STUDIES

In comparable Southwest cities, the most common financing mechanisms used for funding infrastructure integrate various financing programs, public-private partnerships, and special tax levies. These are all funding sources that would be suitable to for the Heritage District.

Flagstaff's Redevelopment Area Designation and Redevelopment Area Plan provides for a suite of guidelines and tools to improve the downtown area, originally established in 1991 as an 174-acre area. The designation and redevelopment plan were premised on Arizona law requiring findings related to blight and unsafe or unhealthful conditions. This designation allowed Flagstaff to exercise certain state-granted powers including the levying of particular taxes.

Specific measures taken in Flagstaff include efforts to remove unsightly uses such as billboards, and replacing with landscaping, as well larger projects such as removing buildings, constructing new sidewalks, landscaping, installing street furniture, and investing in public art. Flagstaff has noticed an increase in private investment adjacent to these beautification and improvements. Flagstaff plans to continue these initiatives by undergrounding utilities downtown and rolling out more pedestrian-scale amenities.

The primary financing tool used by Flagstaff in its redevelopment area is the so-called "Bed, Board, and Booze Tax" ("BBB Tax"). The BBB Tax is a two percent tax levied on lodging, restaurants, and bars, which funds can be diverted to economic development, beautification, and tourism. Each of these can be used to directly fund initiatives related to the redevelopment area. For example, beautification funds can be used for improvement of public parks, while economic development funds can be directly applied to development projects furthering the redevelopment of the area.

The City of El Paso, Texas, began to focus on redeveloping its downtown area and to this end promulgated Plan El Paso, which focuses on infill development in the downtown area and strict limits on peripheral development. The El Paso 2010 Downtown Plan area covers an area of over 300 acres, and is divided into two districts, the Redevelopment District and the Historic Incentive District. The plan emphasizes the historic buildings, walkable streets, and strategic location near El Paso's border crossings and University of Texas El Paso. Specific problems identified were high vacancy rates in downtown storefronts, a general lack of residential uses that might revitalize El Paso outside of the CBD's working hours, and the lack of use in the evening.

One of the core elements of Plan El Paso is transportation reform aiming to make El Paso the most walkable and least car-dependent city in the American southwest. Key elements are a Bus Rapid Transit (BRT) system called "Brio", a streetcar loop around the downtown, and rolling out a bike-sharing system. El Paso is closely studying comparable systems in Eugene, Oregon and Portland, Oregon in developing these improvements.

Funding for these improvements include several sources. The city created an incentive district and approved a downtown master plan. Design guidelines and zoning parameters specific to downtown have also been created. The incentive district provides assistance for improving, renovating, or reusing historic buildings. The incentive takes the form of relief from up to 100 percent of the city's property tax assessment for five to ten years for buildings within the plan area, relief from the city's share of sales tax levied on ground-floor retail within the plan area, and waiver of certain planning and permitting fees.

FLAGSTAFF ARIZONA

EL PASO TEXAS

ALBUQUERQUE
NEW MEXICO

In 1998 Albuquerque created its “2010 Downtown Master Plan” which is a policy and implementation document that aims to coordinate development of the downtown area with surrounding neighborhoods. The 2010 Downtown Master Plan covers an area of about five and half square miles within Albuquerque’s historic district, and is bounded by I-25, I-40, Avenida Cesar Chavez, and the Rio Grande.

Key aspects of the Master Plan, as updated, include encouraging pedestrian uses by prioritizing and calming the pedestrian environment, and installing bicycle racks and other car-alternative features. Parking has been changed by removing parking minimum requirements and imposing rules to prioritize on-street parking, prohibiting new surface parking lots, and encouraging ground-floor retail uses in parking structures to more closely integrate them into the pedestrian fabric. A significant number of the Master Plan goals and policies go to encouraging certain uses, densities, and clustering of like-uses in arts and entertainments districts.

As an adjunct to the Master Plan, Albuquerque implemented a Business Improvement District in the downtown where businesses pay a fee to the city, which is then distributed to the Downtown Action Team, which uses the funding to pay for its operations which include targeted maintenance, remediation, and graffiti abatement.

D. PUBLIC PROCESS RECORDS

- **Public Workshop Summaries**
- **Stakeholder Group Analyses**

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Meeting Summary

Heritage District Redevelopment Plan and Master Plan
Town of Gilbert, Arizona
November 30th and December 1st



Meetings & Public Workshop #1

The first of the Town of Gilbert (committee meetings, stakeholders meetings, and public workshop) were held on November 30th through December 1st of 2017. During that period, the consultants presided over a total of 14 meetings at 45 minutes each with various stakeholder groups including a Technical Committee of Town staff, the Redevelopment Commission, Town officials, business owners, developers, stakeholders, and residents. Additionally, a Public Workshop was held to engage the Town residents and community of Gilbert, Arizona.

The Public Workshop #1 was held on November 30th from 6:30-8:00pm at the 92 W Vaughn Ave, University Building, Assembly Room and was attended by approximately 40 community members.

The following pages include:

- Meetings and Workshop Summary
- Project Goals
- Response Sheet Tally- Issues, Concerns, & Opportunities
- Focus Group Summaries and Notes

Meetings and Workshop Summary

The purpose of the meetings and workshop was:

- Inform the committees, stakeholders, and citizens about the planning process
- Identify key issues, concerns, and desires of the town
- Answer questions

Stakeholder & Focus Group Meetings

Each meeting began with the consultant's presentation of the project overview, including schedule, study area, and a summary of background information. Following the presentation, attendees were given the opportunity to discuss issues, concerns, desires, and other feedback as well as ask questions. Written response sheets were provided to all with the purpose of documenting the top three issues and concerns and as well as areas presenting special design opportunities.

Public Workshop

The Public Workshop commenced with the same presentation given in the Stakeholder and Small Group Meetings, summarizing the process, schedule, study area, and background information. Following the presentation, attendees discussed their issues and concerns amongst their round-table group. Table maps and markers were provided to each of the eight tables to mark areas of concern as well as



Heritage District Study Area Graphic Presented to Town

write additional notes. The workshop portion concluded with table reports from each group summarizing the discussion and presenting their map. Main points of each summary were transcribed on a presentation-sized notepad and easel. Written response sheets were provided to all with the purpose of documenting the top three issues and concerns and as well as areas presenting special design opportunities.

Project Goals

A summary of the issues and concerns recorded on the Response Sheets form the basis for creating the project goals.

In all, twenty six response sheets were collected and fifteen project goals were identified and subdivided into three categories as indicated below.

These goals will guide the planning and development of the Heritage District Master Plan and updated Redevelopment Plan throughout the planning process.

	Goals	Times Mentioned
Land Use	Strengthen and Increase Downtown Retail	29
	Increase Public Space and Seating	17
	Encourage Office Development	5
	Provide Housing	4
	Provide Hotel and Convention Facilities	1
Transportation	Solve Parking & Transportation Flow/Congestion	22
	Increase Bike/ Pedestrian Network	15
	Provide Rail/Trolley Transit	2
Policy and Guidelines	Improve Maintenance Structure	19
	Provide Public Amenities (wifi, bike share, investment opportunity)	11
	Preserve Heritage District Uses and Character	10
	Address Utilities	8
	Expand the Study Area	8
	Address the Noise Pollution	7
	Address Community Safety Concerns	6

Response Sheet Tally - Issues, Concerns, and Opportunities

The comments below are a summary of the issues, concerns, and downtown opportunities mentioned in the response sheets collected from the committee meetings, stakeholder meetings, and Public Workshop #1. Individual comments are grouped under the over-arching project goal.

Land Use

Strengthen and Increase Downtown Retail

- No chain Restaurants
- Need retail – Shopping
- Need neighborhood market
- Small locally owned shops only a few more restaurants
- Lack of grocery store
- Lack of shopping/library
- Lack of grocery store in district
- Bakery
- Grocery store
- Grocery Store
- More Retail
- Would like some mom and pop shops, Especially specialty grocery such as a cheese shop, a meat shop, a bread shop, etc.
- Retail is lacking
- Business Improvement District would focus on Downtown issues
- Needs small grocery store/pharmacy
- Add 1-2 organic type of grocery store/ markets
- Add boutique retail for customers as they wait for restaurants
- Adding amenities to keep people, encouraged to shop – before or after eating.
- Small boutique shops – unique (to keep the unique feel of the eating places)
- Development area on Washington small shops – not one big merchant
- More retail
- Restrictions on how many restaurants
- Book Store Changing Hands
- It would also be nice for an art gallery or two.
- More than just restaurants. Mixed use (retail/ office/ tech/ residential/ lofts/ college lifestyle)
- Balanced mix of high quality development

- Retail Shopping
- Antique district
- Museum store

Increase Public Space and Seating

- Sitting areas
- More open space for events
- Needs to be at least one good open space permanently
- Entertainment, performing arts, concert venue.
- Dog Park
- Family park area – Not just the water tower park
- Need more open space with for gathering. Whiskey row noise is too loud.
- Open space! Parks Outdoor venue, amphitheater
- Community Gather space
- More places for art/ entertainment – we have Hale theatre but no real places for small concerts, either inside or outside
- Dog Park
- Public restrooms in veteran's park (locked after hours) and garbage receptacles (not a big black can)
- More trees, parks and especially benches and places for people to sit(also Consider it is extremely Hot 4-6 months out of the year – so shade is critical to get people outside)
- Performing arts area
- More activities ... Art walk, concerts
- Art stuff maybe with seating areas
- Public Theatre
- Great communities have a sense of place, often with open space. Sundance square is a great example. Our farmers market and Art walk is a huge draw and is only available to us because of the open space.

Encourage Office Development

- General Public Opportunities
- Employment in the District

Response Sheet Tally - Issues, Concerns, and Opportunities

- Attracting a couple of legitimate of employers to with 500 + high/mid income salaries (maybe Intel, Infusionsoft, or another software company, GE innovation Center)
- I would be careful not to develop a huge corporate office for a company that would create a huge vacancy if they went out of business or moved in the future
- Premium Office space

Provide Housing

- What happens to low-income housing as redevelopment moves in?
- High rise, luxury condos
- Add some but not a tremendous amount of luxury condos or small pockets of high-end SFRs, in addition to the gentrification that is already happening in the smaller homes nearby
- Provide for residential; redevelopment.

Provide Hotel and Convention Facilities

- Convention Hotel

Transportation

Solve Parking and Transportation Flow/ Congestion

- Parking. Street parking gets problematic when crowded.
- Parking
- Protection of on street parking
- Parking and traffic flow
- Traffic/ parking
- Traffic through down town
- Cullumber & Palm corner very busy (traffic, Speeding,)
- Need more access points for traffic flow.
- So hard to turn left on the Gilbert Rd. from neighbors
- The idea to expand ash street is a must do! It will free up Gilbert Road. When it gets backed up, It deters from people coming to the Heritage district.
- Rd traffic- divert
- What about some roundabouts in the (HD)?
- Convert some intersections to traffic circles

- Would be great to access HD from Neely
- Ventilation of traffic flow from Gilbert Rd -> Sec other side
- Regional Transportation
- Evaluation of Traffic circulation.
- Additional entrances to HD other than Gilbert RD.
- How is Gilbert/ HD Planning for autonomous vehicles, zero emissions vehicles, the ride sharing movement.
- Ride share for circulation
- Traffic
- Ride share
- Housing opportunities- not 'program' residents

Increase Bicycle/ Pedestrian Network

- Bike traffic
- Bike-ability should be available with bike lanes
- Lack of bike paths
- Better walking, biking, routes
- Biking/ walking paths
- Pedestrian Walkway
- Sidewalks repaired or replaced. (Many tripping and safety hazards)
- Beautification of biking/ walking paths
- Become pedestrian friendly
- Pedestrian Bridges
- Providing a destination, family friendly, good pedestrian circulation.
- Bikes & pedestrian walkways

Provide Rail/ Trolley Transit

- Yes to the passenger railway
- Automated Trolley

Response Sheet Tally - Issues, Concerns, and Opportunities

Policy and Guidelines

Maintenance

Cleanliness

- Power wash the sidewalks in front/ Behind Whiskey Row.
- Clean up neighborhood ... Funding for exterior Paint
- Maintenance district – (entertainment) -streets
- Public works – how do they plan to keep everything clean?
- Out to dump garbage before 6:00 AM
- Centralized trash collection

Cats

- Get rid of wild cats – law against feeding them? They are a health hazard and can be aggressive
- There are more than 50 feral cats alone roaming & Bruce Ave. please get them removed professionally!
- Feral cats (Bruce Ave)

Signage

- Lack of signage and awareness for heritage marketplace. Monument on Vaughn needed.
- Public awareness of free parking garage on Vaughn
- Arch way- designating “Heritage District” When north and south Boundaries are determined
- The business heritage market place behind the restaurants on Gilbert Rd. (between Barro/Zin and parking garage) have little to no awareness to the general public. Signage directing to free covered parking, monument sign for interior tenants is needed.
- People don't realize they can access Vaughn garage off Vaughn Ave. entrance from Gilbert Road.
- They drive by because no lighting/signage for entrance.
- Arch way- designating “Heritage District”
- Welcoming entrance to the Heritage District

Foliage

- Plant winter grass, maintain parks
- Money into keeping grass around the sidewalks green and always planting winter grass.
- Heritage district grass (winter grass)

- Keep what is existing – Trees + grass dying
- Remove dead trees and plant nicer ones.

Public Amenities

- Public Wifi
- Wifi connection
- Public Wifi
- Public Wifi
- Public Wifi
- Bike Share
- Bike Share
- Bike share Program
- Ride Share – Areas
- Gilbert should invest into a “Kindness” brick program
- Folks can donate/buy invest back into (HD)

Preserve and Heritage District Uses and Character

- Losing 3+ generation family homes to “update” image of town
- Gilbert feels like a “country”, quaint, area not a metropolitan, “entertainment” area. An atmosphere like mill Ave. in Tempe, young- part driven center isn't attractive for this area.
- Don't think homes should be bought up for improvements
- Retain Unique building design structures
- Preserve some sense of farming heritage.
- Protect the HD neighborhood – work with them
- Don't discount older business value as new shiny projects emerge.
- Keep what makes us unique while modernizing
- Historic preservation is economic development – let's keep it wisely and with thoughtful consideration of preserving portions on all the few historic buildings/ infrastructures we have.
- Would like architecture in downtown as well as the homes reminiscent of older architecture such as a wild west theme

Response Sheet Tally - Issues, Concerns, and Opportunities

Address Utilities

- Infrastructure needs Identified/prioritized/standardized
- Drainage – regional/district facilities
- Solid waste -> District wide
- Address the infrastructure
- Improve the alley system
- Water and sewer capacity needed for changes in use/density
- Good guiding document for future infrastructure needs
- Consolidated drainage/ garbage collection

Expanding the Study Area

- Expanding the Study Area
- Expanding boundary south and west
- Going and expand South to Warner to the town Square
- Yes, to expanding the heritage district to the west end to the east
- Tie in City Center to development plans
- Lumber yard could become a train station, underground train tracks would be good.
- Go North to Guadalupe and develop
- Need a plan to link with the municipal area
- Don't forget south of railroad before forging head on to include projects outside the current heritage district boundaries

Address the Noise Pollution

- Train is very open, make it a quiet zone
- Whiskey row Noise & put silent zone for train
- Whiskey row & the train is super loud and need to be silenced especially for everyone on the west side of gilbert rd.
- Noise
- Noise from whiskey row is terrible and train is loud.
- Dierks Bentley's does not fit Gilbert (Whiskey Row)
- Train

Address Community Safety

- Police Presence
- Parking garage safety - stop the kids racing
- People avoid parking garages due to large groups of kids gathering with loud cars, music and smoke
- Someone getting hurt in parking garage- unruly kids
- Parking garage- Hooligans
- Connectivity safe welcoming atmosphere

Focus Group Summaries & Notes

The following bullet points are a summary of the issues, concerns, and downtown opportunities discussed during the Stakeholder and Focus Group meetings which took place on November 30 and December 1. Comments are grouped by meeting in order of occurrence.

Technical Committee

- Careful to coordinate with existing standards & policies, cross-referencing is important
- Establish understanding of loads on infrastructure (e.g. storm water; will there be a regional management facility?)

Maintenance and cleaning issues in HD

- Trash facilities
- Think holistically - individual or system approach?

Top needs/Concerns

- Centralized Trash
- CIP, needs to be well established for infrastructure sizing and loads
- Bike parking & connectivity, connection to trail
- Diversity of uses (other than restaurants) – 1.5 hr wait for seating
- Public restrooms
- Long range planning for transportation – connections, “place”, pedestrian vision to form network
- Expectations and best practices for implementation and seamless maintenance integration
- Plan AV routes? Assume more ride share, etc.
- Traffic circulation – no expansion/widening of current roadways, must optimize
- Destination and sense of arrive - e.g. gateway with reduced speed
- Clear sense of vision in plan with ‘road map’ to guide process
- Intentional shift from suburban to urban
- Undergo a “Transportation Revolution”
- Don’t tie hands with over-prescriptive plan/standards, establish priorities to allow flexibility for some things and more specific guidelines/standards for others
- Avoid overestimating capabilities

Town 2 - Police & Fire

- Problem areas for Police: Public garage top floor (annoyance but not a crime)
- Need for designated Uber Pick-up locations
- Possibility of having future satellite station within HD with storefront
- Bollards and other protection for events
- Fire concerns: Easy and intuitive escape routes, especially outdoor events
- Need ability to add more cameras
- Historic buildings need upgrades in order to meet code

Town 3 - Parks & Rec, Digital Marketing, Branding

Parks & Recreation

- Aspire to host multi-day events
- Expand splash pad under water tower
- More trails and bike paths (requested for the two regional parks to south)
- Need special events supervisor

Digital Marketing

- Improve signage & add digital way finding (parking)
- Digitize HD experience (Kiosks?) - appeal to the young population
- Uber Pick Up location
- Encourage pop-up restaurants, pedicabs, bike share
- Interest for tech office – Class A (no space available currently)

Branding

- Tie in with Discover Gilbert tourism to start
- Lacking diverse hip vibe identity (LGBTQ, etc)

Focus Groups & In-Depth Feedback

Small Group - Town Manager, Chamber of Commerce, Economic Development

Town Manager

- Anticipate need for 3rd parking garage
- Town needs M-F support, cannot survive on weekend boom alone
- Maximize flexibility
- Keep parking free
- Mind barriers preventing visitors from coming to district
- Benefit from technology for car counting, etc. - can be linked to way-finding
- Parking could accommodate charging stations
- “Disney experience” - everything is designed, cohesive, and intentional
- Embrace disruptive change

President/CEO Gilbert Chamber of Commerce

- Make sure businesses are heard and valued
- #1 concern is safe streets
- Foster sense of pedestrian excitement - how do people see one space to the next
- No on-street parking on Gilbert Rd / removing travel lanes (D.O.A)
- Very important to have community feedback loop and explain why some ideas aren't integrated
- Affordability for office important
- Encourage development on light industrial zoned parcels e.g. Maker Space connecting to downtown

Railroad

- Tracks below grade possibility
- More crossings
- Less noise
- Less obstacle/divide

Civic

- Improve event space
- Embrace Farmer's market (needs more shade)

Housing

- 55+ population wants condos/flats; opportunity to buy. (3-4 stories)
- Pursue intergenerational housing and more diversity.
- Limit growth of nightlife to assure older population is not driven out.

Economic Development Director

- 3D visuals and usable materials for marketing
- Open space! - makes a great town/city
- Need other ways in/out and better connectivity (Look at Neely Rd and Cooper Rd)
- Landscaping & Beautification efforts to enhance experience and soften other inconveniences e.g. parking

Focus Groups & In-Depth Feedback

Resident Group - Homeowner, Byzantine Catholic Church

- Want to preserve memory of farm culture
- Shortage of parking at church
- Boys and girls club events take the residents street parking
- Kids walk from school to B & G club (unsafe, indirect route)
- Prefer boutiques and small shops over grocery & gas
- Interested in small market-type grocery idea
- Boutiques wanted = crafts, art shops, gift shops, “fun stuff”
- Gilbert Rd south of tracks is an unpleasant (avoided) walking route

Past Economic Development and Planning Director

- Area south of tracks needs attention
- Reach more of the public – need voices heard
- Need for drop offs/ staging area in front of Hale Theater
- Vaughn parking could be inset on each side to open up roadway and improve safety
- Consider underground power and all utilities (Paradise Valley as precedent)
- How to motivate storefront improvements?
- Financial incentives to encourage maintaining historic character

Merchant Group 1

- Desire for small affordable leasable space for independent owners and small business
- More specific retail requirements within HD (Diversity of type, percentage, \$/sq. ft.)
- Restaurants suffering behind garage
- Importance of tourism for retail (encourage visitors outside 20 mile radius)
- Way-finding for tourists
- Bus stop location concerns near self-storage parcels

Developer Group

- Need gathering space more substantial than Tower Plaza
- Future garage location with should have ability to grow to into Park and Ride for rail
- “Soft landing” into District - Address power lines coming from the north (all power lines underground?)
- What is BID philosophy?
 - Not ideal with so much government owned land
 - Downtown association beneficial
- Historical preservation
- Shared parking model is a positive quality (No short or long term decisions made about parking for next 5 years)
- Interest in additional height with possibility of roof decks
- Want flexibility within master plan
 - Vision but not hardline
 - What is hard line vs. negotiable?
- Want implementation timeline

Merchant Group 2

- Tempe entertainment serves younger crowd, Gilbert continue to serve slightly older population
- Gilbert Rd. auto activity is positive characteristic for business and atmosphere

Focus Groups & In-Depth Feedback

Council Group

- Skeptical of rail & possible connection to growth of homelessness
- Important ROI
- Need to move people through district better
- Placemaking
- Want recommendation for other parcels town should purchase
- No desire for multi-family
 - Walking to work is not AZ style
 - Prefer market rate over low-income
 - Concern about for-purchase units with noise from entertainment
- Opportunities for noise dampening? (building materials/construction methods; density)
- Want “Virtuous Cycle” (avoid Scottsdale trajectory)
- Support Churches to encourage virtuous cycle
- Riparian preserve to inform development of lumber/truss site
 - Solar array
 - Old fire station
 - Landscape elements
 - Water recharge
- Respect property rights
- Town backlash over all apartments proposed in past
- Provide more tools for residents to improve and maximize their property
- What are supply chain complements to existing businesses?
- Public/ Semi-Public needs
 - Need event space (park? already have regional park to south)
 - Tension with blocking off areas for events
 - Want town square

Stakeholders - Tourism, Events, Circulation

- Traffic Concern
- Want to attract “Name-brand” signature events, annual festivals, causes/benefits

- Events to complement regional draws & other major events in surrounding area
- Diversity in target demographic that changes throughout the day/week/year (Day vs. night events)
- Athletics/sporting events (tie to spring training)
- Important to make sure to address strategies for today’s concerns

Redevelopment Commission

- Keep “Heritage” word in mind
- ROI - Maximize return for entire district over the individual parcel
- How to stay relevant as a town - live/work/play must be self-sustaining
- Cast wider net to attract more of a diversity of uses
- Promote more small local business retail, not national + create policy to discourage the national chains
- Younger entertainment needs?
 - Theatre
 - Dutch bros preferred over Bergie’s (but needs to be expanded and have more seating)
 - Teens want to be “separated but included”
- Want creative space, maker, incubator
- Resident concerns - homelessness, commuter rail, safety concerns
- What are complementary use preferences? (to achieve self-sustaining district and live/work/play balance)
- Should there be design guidelines for alleys?

Councilmember

- Important to keep creating and building culture and community
- Focus on families and networking to create self-sustaining district
- Desired uses: Multifamily to drive retail; boutique hotel
- Doubtful of transit & commuter rail success
- Parking meters are bad idea

Response Sheet

Gilbert Master Plan & Redevelopment Plan Update Workshop #1

November 30th, 2017

1

Proposed Project Area: Heritage District



Special Areas:

On the map above, please note areas you believe:

- Present special design opportunities
- Are areas of concern

Gilbert Master Plan & Redevelopment Plan Update

Stakeholder Meeting #1 – Itinerary & Stakeholder Invitees

* Indicates confirmed attendance

Thursday (11/30/17)

Gilbert Civic Center – 90 E. Civic Center Drive
Conf Room 100

2:00 – 2:45 pm (Town 1/Technical Committee)

Jacob Ellis, Deputy Town Manager
Catherine Lorbeer, Principal Planner
Susanna Struble, Assistant Town Engineer/CIP Manager
Kristin Meyer, Transportation Planning Manager
Raj Gupta, Traffic Engineering
Jessica Marlow, Public Works or Designee
Curtis Yardley, Streets

2:45 – 3:15 pm (Town 2)

Chief Soelberg (Police)
Chief Jobusch (Fire)

3:30 – 4:15 pm (Town 3)

Dana Berchman, Chief Digital Officer
~~Red Buchanan~~

4:15 – 5:00 pm (Small Group)

Dan Henderson, Economic Development Director
Patrick Banger, Town Manager
Jacob Ellis, Deputy Town Manager
Kathy Tilque, President/CEO Gilbert Chamber of Commerce

University Building – 92 W Vaughn Ave
Learning Studio 151

5:30 – 6:00 pm (Residents)

Judy Beasley
Sandra Reynolds
Melanie Stern
Father Michael
Tim Rinesmith
Doralise

University Building – 92 W Vaughn Ave
Assembly Room

6:30 – 8:00 pm – Public Workshop

Friday (12/01/17)

University Building Learning Studio 151

7:00 – 7:30 AM

Greg Tilque, Past Economic Development and Planning Director, Gilbert Resident*

8:00 – 8:45 AM (Merchant 1)

Tad Peelen, Joes Real BBQ
Brian & Linda Bergeson, Bergies*
Mary Ellen Fresquez / Sherrie Spitz, Flashback Antiques
Claire Jones, C&J Antiques*
Alan Fitzgerald, Art Intersection
Sheila Hogue, Gilbert Self Storage
~~Todd Brundett, Norwood~~
Kayla Kolar, Gilbert Museum*
Kevin McKiernan, Gilbert Now

8:45 – 9:30 AM (Developers)

Colin Brown, Whiteboard Inc
David Sellers, LGE
David Beckham, Beckham Gumbin Ventures*
Joe Johnston
Craig DeMarco, Upward Projects
Brad Bigelow*
Brian Frakes, Common Bond*
Curtis, Brian & Ben, Pillar Companies *
Niels Kreipke, Desert Viking
Mike Bennan, Oakmark Developers

9:30 – 10:15 AM (Merchant 2)

David Beckham Designee, OHSO/Creamistry/DogSpaw
Craig DeMarco Designee, Postino/Joyride
Bret Anderson, Heritage Marketplace
Michael Troyan, Whiskey Row*
Colton Grubb, GrubStak
Nicholas Campasino, Clever Koi
Lynne King Smith, Ticketforce*
Romeo, Euro Café
Millie, Farmhouse
Jeremy, FunkFit
Alex, Pomo Pizzeria
SushiBrokers
Becky Cholewka, Cholewka Law
Brian, BMA Architecture
Oreganos

10:15 – 11:00 AM (Council Working Group)

Councilmember Bridgette Peterson*

Councilmember Jared Taylor*

11:00 – 11:45 (Merchant 3/Events/Arts Stakeholders)

Elaine Kessler, Elaine Kessler Photography

Jessa Koppenhoffer, Gilbert Farmers Market

Braealynn Smith, Art Stakeholder

Christina Rosepapa, Art Stakeholder

Cherie Scott, Former Chair of Arts & Culture Board

11:45 – 12:30 PM (Stakeholders)

Amanda Aviles*

Bradley LaFave

Judy Beasley*

John Williams*

Cathryn Creaser

Ron Floyd

Julie Griffith

Jerry Regier

12:30 – 1:00 PM (Redevelopment Commission)

Tyler Hudgins, Redevelopment Commission Chair*

Ryan Hamilton, Redevelopment Commission Vice Chair*

Scott Anderson, Council Liaison

Tyler Jones*

~~Marc Barlow~~

Peter Sciacca*

1:30 PM

Councilmember Cook*

Meeting Summary

Heritage District Redevelopment Plan and Master Plan
 Town of Gilbert, Arizona
 January 30th - 31st



Meetings & Public Workshop #2

The meetings held in the Town of Gilbert across January 30th and 31st consisted of one Public Workshop and four meetings, in which the consultant met with the Stakeholder Committee, Technical Committee, as well as individual members of Town Council and the Chamber of Commerce.

The Public Workshop #2 was held on January 30th from 6:30-8:00pm in the University Building Assembly Room at 92 W Vaughn Avenue, and was attended by approximately 70 community members.

The following pages include:

- Meetings and Workshop Summary
- Response Sheet Results
- Public Response
- Committee Response

Meetings and Workshop Summary

The purpose of the meetings and workshop was:

- Present Project Goals as determined by Public Workshop 1
- Present Master Plan Concepts
- Collect feedback on the proposed fundamental concept, key redevelopment areas, and public amenities
- Answer questions

Public Workshop

The Public Workshop commenced with a 45-minute slideshow presentation including a summary of Public Workshop 1, background analysis, proposed master plan concepts, and preliminary design details. Presenters included principals from Crandall Arambula, Land Econ Group, and Floor Associates.

Following the presentation, the community discussed the presented concepts amongst their round-table group. Each table was provided a packet of reference slides to facilitate discussion and the completion of the Response Sheet. The workshop concluded with discussion summaries orally presented by a representative of each table. A total of 44 Response Sheets were collected at the end of the meeting.

Response Sheet

Gilbert Master Plan & Redevelopment Plan Update
 Public Workshop #2
 January 30th, 2017

Master Plan: Fundamental Concept

2

Please provide feedback by checking the appropriate boxes below. Use back of sheet for additional comments.

Key Redevelopment Areas				Essential Public Amenities			
	YES	NO	OTHER		YES	NO	OTHER
North Anchor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"Commons"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District Core	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vaughn "Ventilator"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
South Anchor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neighborhood Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				"Living Room" Plaza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				Ped & Bike "Paseo"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Response Sheet provided at all meetings

Committee and Small Group Meetings

The committee and small group meetings were intended to provide an overview of the Fundamental Concept and summary of proposed projects, as well as present the results of the Public Workshop Response Sheet. Each meeting began with a 10-minute presentation before opening the floor for discussion and questions for the remaining 35 minutes. Response Sheets were collected at the end of each meeting.

Total Response Sheet Results

A summary of the comments and feedback recorded on the Response Sheets identify successful elements of the proposed Master Plan as well as opportunity for Master Plan refinement.

In all, 176 responses were received between January 31st and March 5th through the following methods of outreach:

Public Workshop:	45 Response Sheets
.....	
Two Committee Meetings (Stakeholder & Technical):	13 Response Sheets
.....	
Online Survey (via www.gilbertaz.gov/hdupdate):	118 Responses
.....	
176 Responses Received	

The results from each session have been recorded and are expressed in total in the figure below.

Key Redevelopment Areas			
	YES	NO	OTHER
North Anchor	127	28	3
District Core	124	30	5
South Anchor	101	38	22

Essential Public Amenities			
	YES	NO	OTHER
“Commons”	131	19	5
Vaughn “Ventilator”	121	22	13
Neighborhood Park	112	35	9
“Living Room” Plaza	128	22	7
Ped & Bike “Paseo”	136	18	5

Public Response

The figure below shows the results recorded from the Public Workshop, at which 45 response sheets were collected.

Key Redevelopment Areas			
	YES	NO	OTHER
North Anchor	31	4	2
District Core	29	6	2
South Anchor	19	8	8

Essential Public Amenities			
	YES	NO	OTHER
“Commons”	30	1	2
Vaughn “Ventilator”	33	0	2
Neighborhood Park	28	3	4
“Living Room” Plaza	30	1	4
Ped & Bike “Paseo”	31	2	2

Additional Written Comments - Public Workshop

The summary below reflects the written feedback provided in the comment section on the back side of the Response Sheet. Topics mentioned more than once are indicated with the number of times mentioned, following the comment. The comments help determine areas of the plan that may require further investigation or refinement. Additionally the comments offer clarity regarding ‘NO’ and ‘OTHER’ votes.

Key Redevelopment Areas

North Anchor

- Can Burger King go?
- North Anchor and Commons area are the most important to add more options to the Heritage District, but it's important to manage the traffic it will create.
- Yes on Hotel and Convention center as necessity (2)
- No more multifamily unless higher
- Office would create unnecessary congestion
- Limit bars / More entertainment aside from Bars
- Less office development

Urban Core

- Making the district core happen is key with office space, hotel and more community that is “walkable” at all times of day.
- Nothing higher than water tower (except on perimeter of District) (6)
- Maybe a hotel in lumber yard area or park and ride would not take away view
- Move park & ride out of the core (4)
- Please extend “Veterans Park”
- Put small grocery store by farmers market

- Rendering of arcade looks very modern – complete departure from the character of the downtown area
- What kind of retail? What are incentives to attract retail? (3)
- Hotels needed
- Event center connecting to hotel
- No hotels

South Anchor

- Like the idea of a market grocery on Elliot and Gilbert (5)
- No on regional retail/CVS at Elliot & Gilbert (6)
- No large retail on NW corner of Gilbert & Elliott (2)
- Least impressed with plan for South Anchor
- Too far from core. Preferably closer to veteran’s park to allow more convenient access for walking for seniors, (many do not have cars) (2)
- RESIDENTIAL area - Not so aggressive– open area, improve access for residents. (2)
- Amount of traffic on Ash (north of Elliot)
- Desire shorter buildings
- I’d rather see another theatre or something similar at this corner.

- Development on West Washington Ave. will increase traffic on Gilbert Rd. and North Elliot making it especially hard to leave E Linda Ln.
- Need more traffic lanes in HD or different land use plan for South anchor as E Linda Lane will become significantly more congested with development.

Essential Public Amenities

“Commons”

- Additional parking in commons electric and hybrid spaces in commons
- Gilbert needs upscale nightlife

Vaughn “Ventilator”

- Vaughn ventilator and bike pathways are excellent and more important to me
- Yes on Vaughn Ventilator
- Will existing retail on Gilbert move?

Neighborhood Park

- Park Lighting
- Luke warm on neighborhood park
- Disagree with park across the church that homeless will be living in
- Welcome more parks with amenities or paid activities. Sports, etc
- Like the park on the east side

“Living Room” Plaza

- Nice place for people to sit after eating, drinking, shopping downtown
- Eliminate palm trees
- Liked living room concept / open space as focus of the core (3)
- More green, less concrete
- Public restrooms for kids who use splash pad and want to change
- Should have Amphitheater

Ped. & Bike “Paseo”

- Increased areas for biking and walking for people and families is a great idea.
- Ped/Bike only on Ash St.
- Really like the Paseo concept. This is a great addition (5)

- Need the north anchor/ commons and the district core to flush people through Paseo
- Revise an area for seniors outside tricycle area for seniors only – no children
- Yes on ash street Paseo underpass
- Safe routes for children walking to school. Need crossing light along Gilbert Rd (2)
- Underpass requires more investigation

Other Comments

Overall comments: I really like the concepts presented and growth in store! (9)

Aesthetics & Values

- HD should be about heritage and tradition - don't modernize (4)
- Maintain authenticity and “local” spirit (3)
- New design should keep the small town feel. (2)
- Prefer “Agritopia” or similar farm feel (6)
- More buildings should be renovated in the front to look more aesthetically pleasing.
- Architectural guidelines to have teeth

Other Open Space

- Downtown area should have designated area for holidays
- Plant more trees and maybe relocate some
- Fix up veterans park
- Trail extension down the railroad. Between Gilbert Rd + Elliot down to Val Vista Rd.
- Yellow rent-a-bikes

Circulation & Parking

- Pedestrian overpasses to solve RR/Gilbert Rd problems (3)
- Concern about traffic flow with all the growth (2)
- Slower traffic zone, more pedestrians
- No traffic in residential areas for privacy
- Add more/improve turn lanes (2)
- Improve parking & flow (2)
- Direct uber, Lyft + taxi cabs around the corner at Whiskey Row
- Can Dutch Bros Traffic be fixed?

Police & Safety

- Concern for adequate police/safety personnel (4)
- Access for emergency vehicles (3)
- Would like Police Chief to come discuss police plans

New amenities/destinations

- Focus on Entertainment + Family Friendly
- Please add more bars and nightlife in general
- Performing arts center / events center (3)
- Need to consider the schools in the area. More places for kids (Arcade, skate park, go carts, mini golf, Movie theatre, Horse shoe pits) (6)
- Want to see more retail and entertainment

Other

- Proposal shows no residential concepts of mitigating problems for existing residents (2)
- No displacement of families or property acquisition (6)
- Trolleys (4)
- Trash/litter (2)
- Can current university be connected to boutique hotel?
- What is happening with the new building next to the liquor store?
- I am glad the focus is on more bike pathways, gathering space, and additional land uses (office/retail)
- Restrooms (8)
- Gilbert is kid friendly, but needs to be attractive to young adults to keep them here.
- In a bond adverse town government – how will this be paid for?
- Office space leased out of vacated university building?
- We love the railroad
- Have respect for churches

Committee Response

The Stakeholder and Technical Committees were provided the same Response Sheet following Committee Meetings held on January 31st. A total of 13 Response Sheets were collected from the committees. The ballot results have been recorded and are expressed in the figure below.

Key Redevelopment Areas			
	YES	NO	OTHER
North Anchor	13	0	0
District Core	13	0	0
South Anchor	9	1	3

Essential Public Amenities			
	YES	NO	OTHER
“Commons”	13	0	0
Vaughn “Ventilator”	9	1	3
Neighborhood Park	11	0	2
“Living Room” Plaza	12	0	1
Ped & Bike “Paseo”	13	0	0

Additional Written Comments - Committee Meetings

The summary below reflects the additional written feedback provided by the Stakeholder and Technical Committees. Topics mentioned more than once are indicated with the number of times mentioned, following the comment.

Stakeholder Committee

General

- Overall, excellent vision, ideas, and planning efforts! (3)
- North-south regional traffic on Gilbert Rd. Would be good to divert on Neely or Burke
- Reduction of parking on Ash will further blighted conditions in Lacy neighborhood due too the recent development of dense housing (District Lofts Apartments)
- Glad pedestrian friendly walkways considered
- Pedestrians lose when competing with cyclists
- HD should not be “taken over” by large structures.

Technical Committee

Vaughn “Ventilator”

- Yes. At least to explore the option
- Look at Economic Development Ash Realignment proposal

Neighborhood Park

- Not sure about the zoning

Urban Core

- Park & Ride underground to protect sight-line of water tower

Other

- Loop system (Queen Creek/Scottsdale, Tempe)
- Police/Fire substation in the District to improve public safety

Online Response

A narrated slideshow was posted to the Heritage District website (www.gilbertaz.gov/hdupdate) following the Public Workshop. As a part of this video recap, a digital interactive Response Sheet was provided. A total of 118 responses were received through the online platform which was active from February 19th to March 5th. A summary of the results is displayed in the figure below.

Key Redevelopment Areas			
	YES	NO	OTHER
North Anchor	83	24	1
District Core	82	24	3
South Anchor	73	29	11

Essential Public Amenities			
	YES	NO	OTHER
“Commons”	88	18	3
Vaughn “Ventilator”	79	21	8
Neighborhood Park	73	32	3
“Living Room” Plaza	86	21	2
Ped & Bike “Paseo”	92	16	3

Additional Written Comments - Online Survey

The summary below reflects the additional written feedback provided by the community through the online survey. Topics mentioned more than once are indicated with the number of times mentioned, following the comment.

Key Redevelopment Areas & Land Use

- Agree with proposal for new small retail shops--Need diversity of independent and specialty shops (4)
- Agree with small-scale grocery or convenient market at south anchor
- Small boutique hotel is a great idea if it is off the beaten path as shown and fits the character of the district (2)
- Not all restaurants and bars – encourage diverse business growth (4)
- Worry that new areas will be noisy for residential areas (2)
- Too many high rise structures will feel closed in and overwhelming, not small town comfortable (2)
- Not sure about convention center (2)
- Concern about daily traffic increase with new office space (2)
- Keep office space on upper levels and retail/ community spaces on the ground of all buildings (2)
- North anchor development is a great idea
- Location of park & ride is inconvenient
- No more multifamily housing
- Large hotel or chain hotel does not belong
- Encourage arts and strengthen presence of history museum at the south

- Need a nice place for teens to keep them in our community
- Movie theater as attraction to district
- Need more family-style and diverse types of restaurants
- Performing arts center or children’s museum at south anchor would be better than a market
- What about eyesore SE corner of Gilbert & Elliot (deed restricted property)?
- Should discuss Higley & Ray – area with large group of homeowners that wants retail and shops now

Essential Public Amenities & Open Space

- Living Room Plaza and community spaces look great (3)
- Recreational activities like mini golf or lawn games for rent, as well as rental bikes at green areas. (2)
- Bathrooms and filtered drinking water stations (3)
- Love open spaces with water, grass, cover
- Love high & wide sitting/walking areas (arcades)
- Love ideas for water tower area
- Community center instead of neighborhood park
- Prioritize public amenities over restaurants

Vaughn Ventilator

- Vaughn Ventilator is critical and should be highest priority (3)
- Should be no on-street parking on Vaughn – prioritize ped/bike

Pedestrian/Bicycle Access & the Paseo

- Bike paths and other ped/bike options are the most essential – must be family/pedestrian oriented (5)
- Ash street pedestrian underpass is great idea only if open and airy as proposed (2)
- Paseo needs to connect to local and regional bikeway network and include smaller streets within the district (3)
- Canal needs improvements for ped/bike access, cleanliness, and safety (2)
- Love ped/bike Paseo
- Does nothing for people who can't walk or for senior community
- Protected bike lanes on Vaughn ventilator to connect to Guadalupe
- Need loop or trail (2+ miles) for walking dogs, cruiser bikes, strollers, etc
- Need ped/bike/trolley connections to downtown from south of Elliot
- Need secure bike parking

Ash Street Bikeway (south of RR tracks)

- Overkill for low volume roadway
- Too many conflicting driveways
- Directional separated off street facilities preferred
- On street bike lanes would work with traffic calming (raised intersections and speed table pedestrian crossings)

Other Comments

General

- Very exciting concepts. Well thought out. Excellent work! (10)
- Love downtown Gilbert
- Keep it coming, Gilbert!
- Proud of Gilbert for forward thinking and never content to sit still
- This will be cultural center of the East Valley
- Glad to see potential for rail transit
- Focus on small business not big box stores

- Want balance within the district
- Concern about growing crime in the district and along canal – need to ensure adequate funding for public safety officers to patrol, etc
- The key is town-owned land gives freedom to recreating spaces
- Don't do it
- Do not get public wifi – expensive and redundant

Traffic and Parking

- Building parking garages and drive-around roads before building retail
- Street parking on Gilbert Road, north of canal
- Need closer parking to retail
- Discourage gilbert as through-street
- Garages should be underground so valuable space can be utilized for gathering
- Vehicles should park on north and south ends of district and walk through downtown
- Eliminate surface parking central to retail spaces (i.e. grubstake/sushi brokers area)
- Gilbert Road improvements
 - Improve ped/bike access
 - Reduce drive lanes to one lane each way – other lanes for ped/bike
 - Add tree-lined median

Aesthetics & Values

- Need height restriction—nothing above 3 stories in the district
- Leave western storefronts alone
- No modernization—should reflect heritage (i.e. cultural traditions and historic buildings)
- Get rid of car-centric design that gives strip-mall feel
- Do not replace or minimize American Legion or other historic buildings with new development
- Do not take the St. Anne Friends of the Needy
- Feels too much like Kierland in Scottsdale
- Keep charm of farm town heritage
- Keep Gilbert family focused
- “Gilbert has changed from a nice town into a fake trendy yuppie mecca”

Response Sheet

Gilbert Master Plan & Redevelopment Plan Update Public Workshop #2

January 30th, 2017

Master Plan: Fundamental Concept



Please provide feedback by checking the appropriate boxes below. Use back of sheet for additional comments.

Key Redevelopment Areas

Essential Public Amenities

	YES	NO	OTHER
North Anchor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
District Core	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
South Anchor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	YES	NO	OTHER
“Commons”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaughn “Ventilator”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“Living Room” Plaza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ped & Bike “Paseo”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Meeting Summary

Heritage District Redevelopment Plan and Master Plan
 Town of Gilbert, Arizona
 April 3–4



Meetings & Public Workshop #3

Three meetings were held in the Town of Gilbert across April 3rd and 4th including a Public Workshop, Stakeholder Committee Meeting, and Technical Committee Meeting. The Public Workshop #3 was held on April 3rd, from 6:30-8:00pm in the University Building Assembly Room at 92 W Vaughn Avenue, and was attended by approximately 50 community members. Stakeholder and Technical Committee meetings proceeded on April 4th.

The following pages include:

- Meetings and Workshop Summary
- Response Sheet Results

Meetings and Workshop Summary

The purpose of the meetings and workshop was:

- Present the Refined Fundamental Concept
- Present Draft Implementation Strategy
- Collect feedback on the Fundamental Concept and Implementation Strategy
- Answer questions

Public Workshop

The Public Workshop commenced with a slide show presentation including an introduction presented by Amanda Elliott, the Heritage District Liaison and Redevelopment Administrator, including background information and summary of the public outreach process. The consult then presented a summary of the previous two Public Workshops, public feedback received, the refined Fundamental Concept and master plan additions, and the draft implementation strategy.

Following the presentation, the community discussed the presented concepts amongst their round-table group. The workshop concluded with discussion summaries orally presented by a representative of each table. A total of 36 Response Sheets were collected at the end of the meeting.

Below: Response Sheet (two-sided) provided at all meetings

Response Sheet

Gilbert Master Plan & Redevelopment Plan Update
 Public Workshop #3
 April 3, 2018

Master Plan: Fundamental Concept (Refinement)

3

Key Redevelopment Areas

- North Anchor
- Long Range Planning Area (Circle of Events)
- District Core
- South Anchor

Essential Public Amenities

- "Commons"
- Pedestrian and Bicyclist "Passes"
- Vaughn & Ash "Ventilators"
- Neighborhood & Festival Parks
- "Living Room" Plaza Projects
- Pedestrian and Bicyclist Loop

Response:

Please respond by checking the appropriate box. Additional comments may be written in the lined space below.

Do you agree with Fundamental Concept refinements illustrated above? YES NO OTHER

Please provide additional comments below:

Implementation Strategy: Catalyst Projects

Response:

Please respond by checking the appropriate box. Additional comments may be written in the lined space below.

Do you agree with the Implementation Strategy (Catalyst Projects 1&2) illustrated in the diagram above? YES NO OTHER

Please provide additional comments below:

*If you need additional time to respond, please return your comments to:
 Credell Arambula 500 SW Yamhill, Roof Suite 4 Portland, Oregon 97204 | (503) 417-7879
 Cledy Trivisonno: ctrivisonno@ca-city.com*

Meetings & Workshop Summary (continued)

Committee Meetings

The committee meetings were intended to provide an overview of the Fundamental Concept and summary of proposed projects, as well as present the results of the Public Workshop Response Sheet. Each meeting began with a 10-minute presentation before opening the floor for discussion and questions for the remaining 35 minutes. Response Sheets were collected at the end of each meeting.

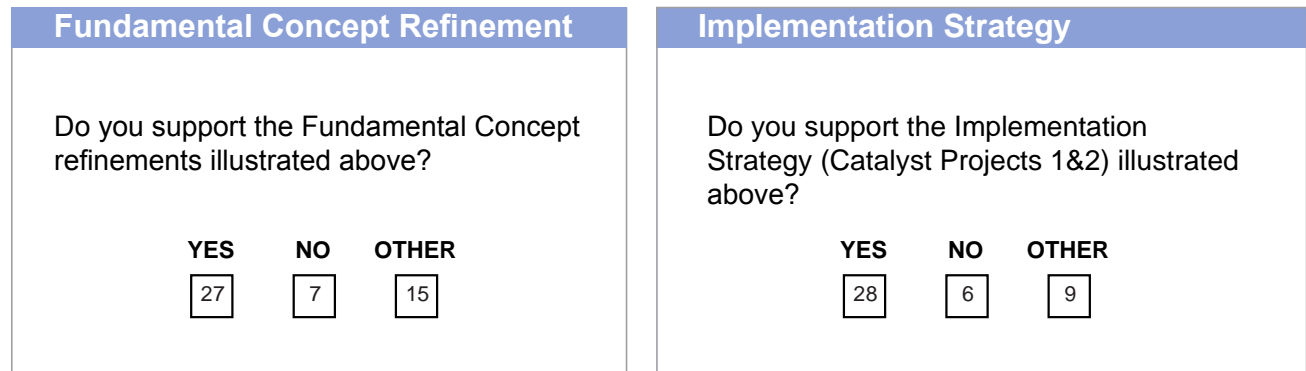
Total Response Sheet Results

A summary of the comments and feedback recorded on the Response Sheets identify successful elements of the proposed Master Plan as well as opportunity for Master Plan refinement.

In all, 51 responses were received between April 3rd and May 23rd through the following methods of outreach:

Public Workshop:	36 Response Sheets
.....	
Two Committee Meetings (Stakeholder & Technical):	2 Response Sheets
.....	
Online Survey (via www.gilbertaz.gov/hdupdate):	13 Responses
.....	
51 Responses Received	

The results from each session have been recorded and are expressed in total in the figure below.



Additional Written Comments

The following summary reflects the written feedback provided in the comment section on the back side of the Response Sheet. Topics mentioned more than once are indicated with the number of times mentioned, following the comment. The comments help determine areas of the plan that may require further investigation or refinement. Additionally the comments offer clarity regarding 'NO' and 'OTHER' votes.

Question #1: Fundamental Concept

GENERAL

- Disappointed there are no 10-year plans for south or east parts of the District, while too much development is being planned in a concentrated area (3)
- Fundamental concepts and plans are great. Let's get it done before 10 years. (3)
- Master plan has been needed for a very long time.
- How do you sell consumers on seeing Heritage as business district that will provide better revenue for relocating businesses, also there are larger malls 15 minutes away.
- How are we adding to law enforcement to keep district safe? Any more info on police substation?
- Consultant does not understand the culture and way of life in Gilbert nor the weather. I do not appreciate the socialist utopia ideas such as forcing people out of vehicles but increasing bike/pedestrian as if it is the role of the government to make personal choices for the people.
- As in the past, an inordinate amount of impact is given to some merchants. For example, a temporary building with a short-term lease (from the TOG) derailed the planned transit center. This has occurred in previous projects.
- I'm not very pleased with the "yes-no-other" question on your feedback page. This is so much more complicated than those options. I'm sure that the feedback statistics will be used by the Town to do as they wish pointing to the responses.

CHARACTER

- Don't forget about Hispanic/Latino/Spanish culture that helped make Gilbert what it is. Keep that heritage. Suggestions: a Mercado in the Festival park area; designated Hispanic/Latino shopping district; integrate culture in design aspects. (2)
- All pictures shown have a large commercial urban look, and don't seem to set Gilbert apart from other cities. The HD is supposed to look and feel of small town. What makes people want to come here when it's so hard to get in and out of?

TRAFFIC & CIRCULATION (GENERAL)

- Not enough focus on current traffic problems and car/bike access on Gilbert Road that are likely to worsen. (6)
- Concern with additional vehicle traffic not being addressed. Only pedestrians and bikes addressed. (4)

- Too much traffic in small area. Need ways to keep traffic out of the downtown core as much as possible. (2)
- Traffic on Gilbert Road should be addressed. Even if the Town of Gilbert did not prioritize this, it's obviously important to the public and to stakeholders. An increase from 22,000 to 39,000 trips between now and 2025 is significant.
- Traffic calming devices on the streets adjacent to Neely Academy is a good idea to address the safety of students. But if the intent is to have a separate access to the district, the calming devices could kill this idea. I am not in favor of a 30 mph street, I just know the intense discussions we had in our HOA regarding calming devices. It's an emotional issue.
- Good to see traffic load decreased on Gilbert Road.
- Neely under the tracks could reduce Gilbert traffic.
- How does this much development benefit Gilbert when this area is difficult to access?
- Need signs that direct traffic to alternate routes to downtown.
- Rideshare pickup issues
- No emphasis on east and south access to District. Need options for those too.
- Connect east with west Gilbert Road (similar to Paseo efforts on west side)
- Need to discuss development of offramp with Mesa @ Lindsay PHWY60.
- Need traffic studies based speed reductions and new roadways.

PED/BIKE/PASEO

- Make Elliot bike path narrower, keep street same size. (2)
- Not sure need bike loop section on Elliot, could cause more traffic issues in congested area.
- Do not support closing bike loop, especially with a shareway. This does not appease safety concerns.
- Don't like the idea of bike/car sharing lane along Ash on the south.
- Like shared bike/car paseo with parking on street.
- Need good lighting for bike routes.
- Canal is an established route, needs improvements at least to Burk, extremely dark at night.
- Like the bike/pedestrian underpass connecting the district with the neighborhoods south of the track.
- There should be pedestrian/bike corridor from the

western canal, similar to the north/south bike/ped corridor on west side of Gilbert.

VAUGHN

- The Vaughn Avenue Extension pose a risk to students and pedestrians in the Heritage District. Traffic alleviation would be the local access road underground that is further from school, but provides east-west access through the district.
- Vaughn ventilator will give relief to the west, there is no relief to the east. Will traffic find relief through neighborhood?
- Concerned about Vaughn ventilator, and where traffic will flow.
- Ventilators should be planned to take pressure off Gilbert Road.
- Vaughn extension and Ash St realignment not significant enough to solve traffic problems.
- Vaughn Avenue better replaced by local access road. Would avoid significant additional taxpayer funding and acquisition of private property.

ASH EXTENSION

- Cullumber Ave to Ash- concerns with a light on Gilbert, train to south could cause back ups.
- Ash extension should continue along railroad tracks from Cullumber all the way to Vaughn Ventilator

OVERPASS & UNDERPASS

- Pedestrian overpass is unnecessary expense that will be obsolete within a short time. Just build the underpass (2)
- Consider a vehicular underpass on Ash Street to remove some traffic from Gilbert. (2)
- Don't waste money on a ped-only underpass. Make it for cars too. (2)
- Consider underpass on Gilbert under railroad.

PARKING

- Parking garages should be planned for the outskirts of the district to further decrease traffic within the main section. (2)
- Want adequate parking throughout with full build out.

OPEN SPACE (GENERAL)

- Do not plant palm trees – attract scorpions.
- Too many park additions!

PLAZA

- Too large an area, don't expand so far from the water tower. Think small and keep costs down. Can't say

what I want when no costs associated with each item.

NORTH ANCHOR & COMMONS

- Commons is too separated from downtown with proposed tall office buildings.(2)
- Would like to see use break down of north anchor.
- Important that North Anchor office space is smaller and affordable.

SOUTH ANCHOR

- Take out grocery/drug store – not enough access.
- South Anchor – concerned it's too far from the core. Will be hard to get private development interest if it's too far from the action.

TRANSIT CENTER

- Transit center – where do buses park?
- Support the plan, but concerned that pushing the transit center to non-town owned land could impede development.
- Purchase lumber store for transit center on Neely, makes more sense.

NEIGHBORHOOD PARK

- Move park on the east side of Gilbert south to the intersection of Elm and Bruce.

LAND USE (GENERAL)

- How do more office buildings reduce blight when most are empty? (2)
- In support of retail on the first floor and office on the 2nd floor (especially in North Anchor). (2)
- Offices in HD are not located ideally for access.
- I like the idea of retail, but with decline of retail vs online, worry about empty storefronts. (2)
- Concerned with emphasis on office space. Is there enough demand to meet planned supply? What percentage of office will the Heritage District hold out of the total office 10-year build-out for Gilbert? (2)
- For retail that is shown on graphics (Vaughn, west of Gilbert Rd.), differentiate between retail, services, and restaurants.
- Retail: Are you aware of any (non-monetary) recruiting ideas that have worked?
- Multifamily should be cottages, not apartments (like new ones across Gilbert – not gated, gated doesn't have small town feel.)
- Most people rent because they can't afford buying, or don't plan to be there long. Multifamily should be owner occupied

- We don't need any more retail.
- Event and retail space should be prioritized. The only entertainment in the district is Hale theater which is limited use. Need to add to dining scene to make it more of a destination.

FUNDING

- Funding must be part of public disclosure before moving forward.
- Stop spending my money.
- No more public/private partnerships
- Is the change worth the expense and addition to taxes?
- Wary of how this will be received without feasibility studies

Question #2: Implementation Strategy & Catalyst Projects

GENERAL IMPLEMENTATION

- Please solve traffic problems (especially on Gilbert Road) FIRST before adding more buildings/people. (5)
- Priority should be given to traffic flow. Additional businesses will make traffic worse.
- Address traffic issue and do all road estimates first.
- Biggest concern is traffic needs. Must be dealt with first.
- Other ways to access district that circumvent Gilbert Road should be a priority.
- Want funding to be part of the public conversation.
- Don't believe that the impact will outweigh the costs
- Projected costs are needed before one can vote yes or no.
- Streets need to be added before the other development.
- Your plan doesn't seem to prioritize anything east of Gilbert Rd. Can the projected cost of the community park be a part of the next update to aid in prioritizing?

OVERPASS & UNDERPASS IMPLEMENTATION:

- Pedestrian overpass—prefer not to spend money on overpass if it will be abandoned in the future. If possible, build the underpass now. Better to spend a bit more now to prevent waste later (3)
- Lose the overpass.
- Why not eliminate redundant bike over/underpass by

making underpass just vehicles. Better separation and lower cost for underpass.

CATALYST PROJECT 1 - Commons

- Commons won't be a large public draw unless very thoughtfully connected via the Paseo.
- Commons: Recommend this is planned together with the selected developer so that the plan is cohesive.
- Commons: Agree that there is a need for strong public amenity to spark activity, gathering, and entertainment.
- Not convinced that office should be the main use for the block. Just one of the uses.
- Like the Commons proposed.
- I don't love the large retail area, but I do like the grassy area.
- The TOG has gone out with an RFQ for the Commons. Apparently, it doesn't resemble what has been presented by Crandall Arambula. What??? The public and stakeholders need to have input to RFQ's, RFP's, and responses.

CATALYST PROJECT 2 – Vaughn, Plaza, Ash

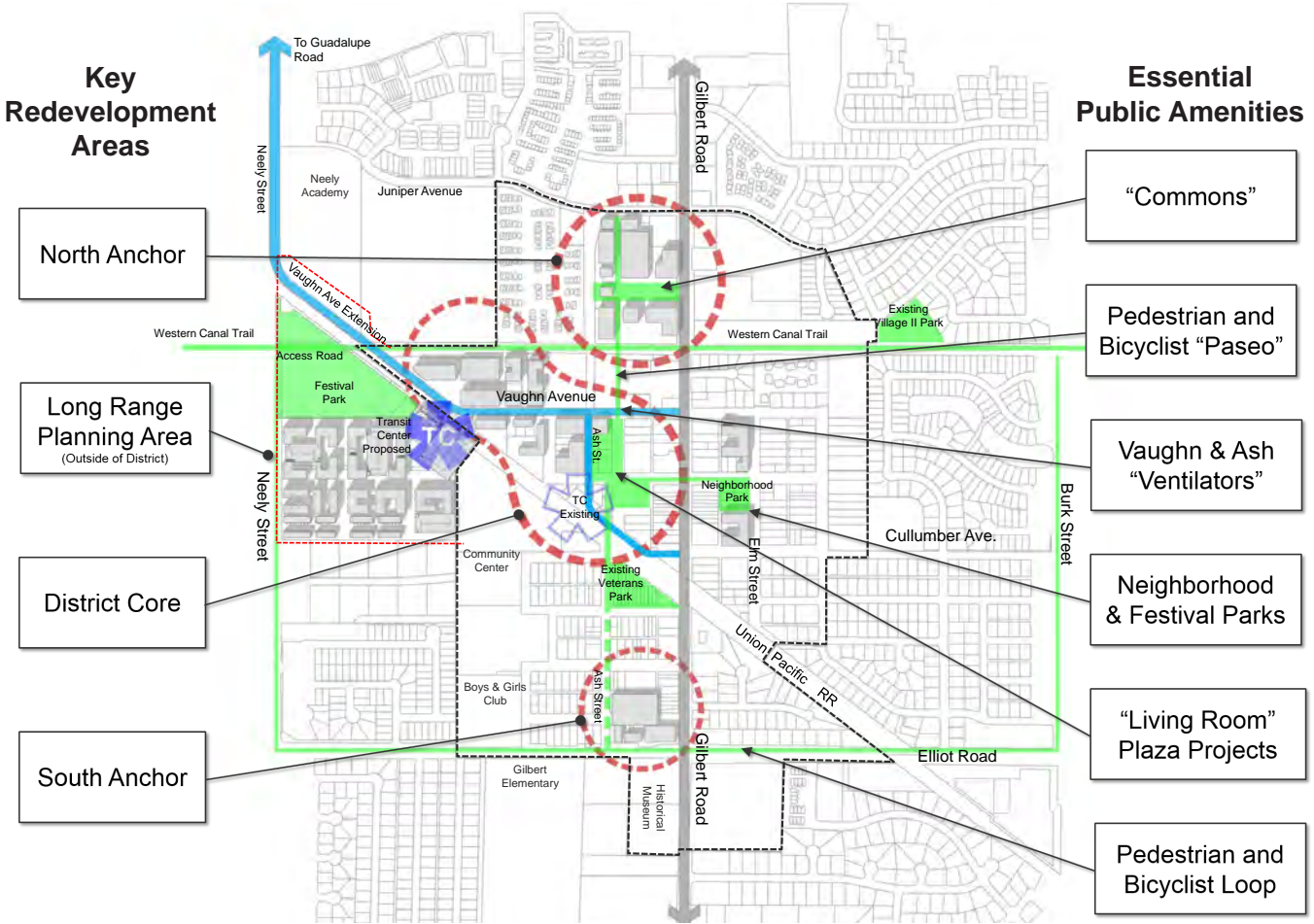
- Recommend Catalyst Project 2 accelerated, would have much more significant impact on district.
- I support doing the Vaughn Ventilator first to handle traffic before inviting additional businesses to the area.

Response Sheet

Gilbert Master Plan & Redevelopment Plan Update Public Workshop #3

April 3, 2018

Master Plan: Fundamental Concept (Refinement)



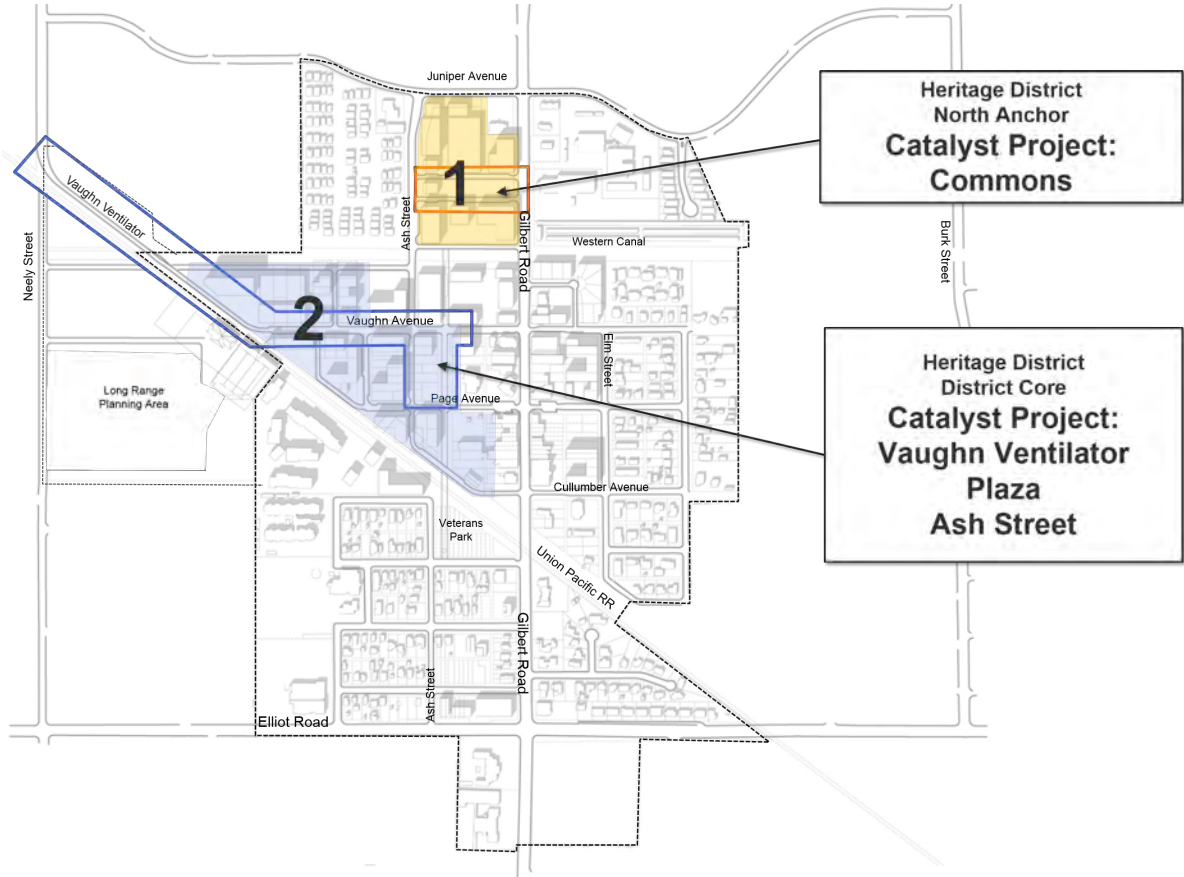
Response:

Please respond by checking the appropriate box. Additional comments may be written in the lined space below.

Do you support the Fundamental Concept refinements illustrated above? YES NO OTHER

Please provide additional comments below:

Implementation Strategy: Catalyst Projects



Response:

Please respond by checking the appropriate box. Additional comments may be written in the lined space below.

Do you support the Implementation Strategy (Catalyst Projects 1&2) illustrated in the diagram above?

YES	NO	OTHER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide additional comments below:

If you need additional time to respond, please return your comments to:
 Crandall Arambula 520 SW Yamhill, Roof Suite 4 Portland, Oregon 97204 | (503) 417-7879
 Cindy Trivisonno: ctrivisonno@ca-city.com

Meeting Summary

Heritage District Redevelopment Plan and Master Plan
Town of Gilbert, Arizona
June 5–6



Meetings & Public Workshop #4

Three meetings were held in the Town of Gilbert across June 5th and 6th including a Public Workshop, Stakeholder Committee Meeting, and Technical Committee Meeting. The Public Workshop #4 was held on June 5th, from 6:30-8:00pm in the University Building Assembly Room at 92 W Vaughn Avenue, and was attended by approximately 50 community members. Stakeholder and Technical Committee meetings proceeded on April 4th.

The following pages include:

- Meetings and Workshop Summary
- Summary of feedback and review process

Meetings and Workshop Summary

The purpose of the meetings and workshop was:

- Present a summary of the Master Plan and Implementation concepts covered in the Draft Redevelopment Plan.
- Present the Public Review Draft of the Redevelopment Plan document and its elements.
- Present next steps
- Answer questions

Public Workshop

The Public Workshop commenced with a slide show presentation including an introduction presented by Amanda Elliott, the Heritage District Liaison and Redevelopment Administrator, including background information and summary of the public outreach process. The consult then presented a summary of the previous three Public Workshops, public feedback received, a summary of the Master Plan and Implementation concepts, and the elements of the Public Review Draft of the Redevelopment Plan document. The attendees were encouraged to review the document that was available online and return comments to Amanda Elliott. Following the presentation, was a brief question and answer session.

Committee Meetings

The committee meetings covered the same content as the Public meeting, including a summary of the Master Plan and Implementation concepts, and an overview of the Public Review Draft of the Redevelopment Plan document. Each meeting began with a 10-minute presentation before opening the floor for discussion and questions for the remaining 35 minutes. Response Sheets were collected at the end of each meeting.

Response Sheet
Gilbert Master Plan & Redevelopment Plan Update
Public Presentation #4
June 5, 2018

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Response:
Please provide comments in the space below and on the back of this sheet.

If you need additional time to respond, please return your comments to:
Crandall Arambula | 520 SW Yamhill, Room Suite 4 Portland, Oregon 97204 | (503) 417-7878
Cindy Trivisonno: ctrivisonn@ca-city.com

Response Sheet provided at all meetings

Summary of Feedback & Review Process

Comments and feedback were collected through various methods including, Response Sheets, Online Survey, and additional coordination between the Heritage District Liaison and the consultant. The feedback received identified successful elements of the Draft Redevelopment Plan as well as areas in need of refinement. The following summarizes the feedback and review process conducted for the Draft Redevelopment Plan document.

Public Review Feedback

In total, Two Response Sheets were received at the conclusion of the Public and Committee Meetings on June 5–6. The majority of feedback was received through the online survey and other delivery methods.

Internal Technical Review Feedback

Town administrators, engineering and planning staff, and the Redevelopment Commission also participated in an internal technical review of the Draft Redevelopment Plan. This review board was comprised of over 35 individuals, aimed to represent each of the key departments and parties responsible for implementing the Redevelopment Plan.

The figure below summarizes public and technical staff participation through the Draft Redevelopment Plan review process from May 22 to June 30:

Public & Committee Meetings:	2 Response Sheets
.....	
Online Survey (via www.gilbertaz.gov/hdupdate):	15 Responses
.....	
Internal & Technical Review (Continual correspondence and coordination):	35+ Reviewers
.....	
50+ Document Reviews	

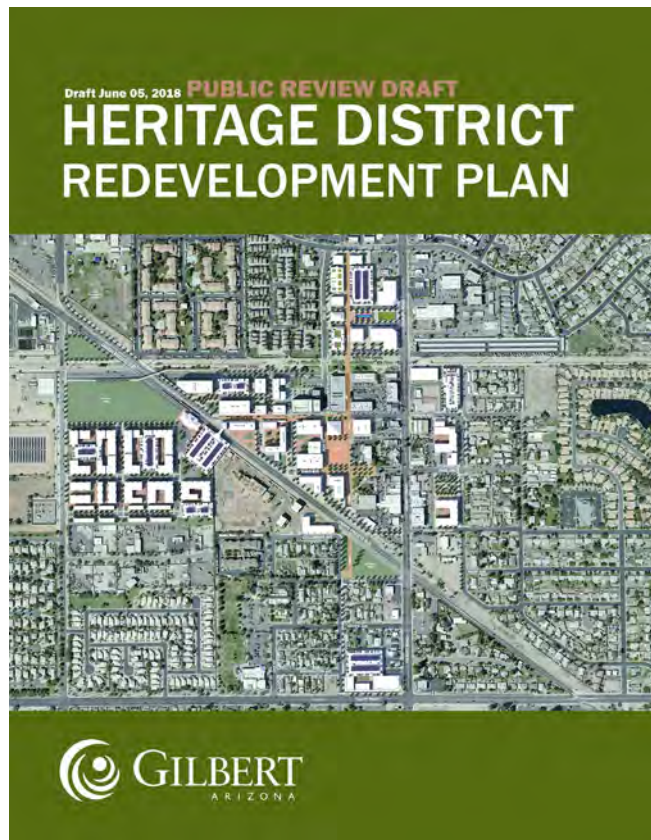
Response Sheet

Gilbert Master Plan & Redevelopment Plan Update Public Presentation #4

June 5, 2018



Draft Redevelopment Plan 2018: Public Review Draft



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Response:

Please provide comments in the space below and on the back of this sheet.

If you need additional time to respond, please return your comments to:
Crandall Arambula | 520 SW Yamhill, Roof Suite 4 Portland, Oregon 97204 | (503) 417-7879
Cindy Trivisonno: ctrivisonno@ca-city.com

E. TECHNICAL ANALYSES

- **Traffic Analysis**
- **Public Utilities Analysis**
- **Business Case Analysis**
- **Market & Demographics Study**
- **Tourism Strategic Plan Assessment**
- **Economic Development Plan Assessment**

TO Don Arambula
520 SW Yamhill St, Roof Suite 4
Portland, Oregon 97204

DATE June 29, 2018 **JOB NO.** 17-1710

RE **Gilbert Heritage District / Preliminary Traffic Assessment**

CC File



EXPIRES 2019-09-30

This memo is written to summarize the improvement concept currently being proposed for the Town of Gilbert and the transportation effects that correspond to the potential changes. The Gilbert Heritage District is an area generally described as the downtown area of Gilbert.

Arterial access to the district includes Gilbert Road and Warner Road. The western canal, which traverses east-west through the district facilitates considerable pedestrian/bicycle traffic. The Union Pacific Railroad traverses northwest-southeast through the district.

Gilbert Road within the study area provides two (2) lanes in each direction, separated by a two-way left-turn lane or, between Cullumber Avenue and the Western Canal, landscaped medians. Both sides of Gilbert Road include curb/gutter, sidewalks and decorative lighting. Gilbert Road has a posted speed limit of 25 mph within the study area.

Warner Road within the study area provides two (2) lanes in each direction, separated by a two-way left-turn lane; west of Gilbert Road, Warner Road also provides a bike lane in each direction. Both sides of Warner Road include curb/gutter, sidewalks and a mix of decorative and standard lighting and overhead power lines on the south side of the road. Warner Road has a posted speed limit of 35 mph within the study area.

The Western Canal begins at the Consolidated Canal and travels generally westward through Gilbert, Chandler, Tempe and Phoenix. Within the Heritage District, a multi-use path travels parallel on the south side of the canal. The path is enhanced with green landscaping between Gilbert Road and Oak Circle. The path does not cross the Union Pacific Railroad, but terminates south of Heritage Pointe Apartment Homes where a pedestrian crossing over the canal is provided. No paved path exists beyond/connecting to the canal crossing.

The Union Pacific Railroad crosses northwest-southeast through the district. At-grade crossings are provided at Gilbert Road and at Elliot Road. A 2016 report from the United States Department of Transportation website indicates the Gilbert Road railroad crossing facilitated an average of four (4) scheduled trains per day. The Town of Queen Creek states on their website that Union Pacific operates as many as eight (8) trains per day on the rail line in February 2015, and that the rail line may have up to fifteen (15) trains per day. This rail line is part of the currently preferred route of a planned passenger rail line between Phoenix and Tucson. Downtown Gilbert has been designated as a potential stop location for the passenger rail route.

The top two (2) transportation related patron responses at the initial public workshop for the project were “solving parking and transportation flow/congestion” and “increase bike/pedestrian

network.” Town officials presented that traffic issues present within the Heritage District are influenced from the limited access to/from the area. The combination of the Western Canal, the Union Pacific Railroad and residential neighborhoods in the area limit ease of access.

The Town’s current focus is on the west side of Gilbert Road. Further investigation is required for the east side of Gilbert Road to determine plausible circulation improvements.

The “Vaughn Ventilator” or “Vaughn Extension” concept includes extending Vaughn Avenue northwest, paralleling the Union Pacific Railroad until intersecting Neely Street (north of railroad). This concept provides an additional access to/from high density land uses within the Heritage District via collector roads and is expected to alleviate traffic conditions on Gilbert Road. The “Neely Access Road” concept is a related access improvement that involves the construction of a new east-west roadway south of the western canal between Ash Street and Neely Street (south of railroad). The Neely Access Road will traverse under the railroad, which will provide a multi-use path. The multi-use path passing beneath the railroad to the downtown area will complement a planned pedestrian overpass over the railroad that connects to the Western Canal Path. The extension of the Western Canal Path will complete the path to provide a contiguous, paved route from the start of the Consolidated Canal to near the Gilbert-Chandler boundary, approximately ½-mile west of McQueen Road where another Union Pacific Railroad traverses north-south. While both the Vaughn Ventilator and the Neely Access Road intersect Ash Street, a secondary roadway connector option is considered on the east side of the Vaughn Detention Basin. A variety of other improvements are being considered including changes to sidewalks, bike lanes, and paths.

An extension of Cullumber Avenue is also being considered. Cullumber Avenue currently terminates at Gilbert Road and is proposed to be extended to the west, turn to parallel the railroad and then connect to Ash Street. This roadway extension will allow greater access to the areas to the west of Gilbert Road by improving a street that already intersects Gilbert Road.

The Town is also considering locations for potential redevelopment within the Heritage District pursuant to patron responses requesting to “strengthen and increase downtown retail” and “increase public space and seating.” The proposed high yield redevelopment option includes the potential construction of up approximately 1,800 residential dwelling units, nearly ¾-million square feet of office, 300,000 square feet of retail and a hotel. A low yield option decreases the number of residential dwelling units to under 1,000 and decreases the office space to under 200,000 square feet.

The Town desires a new parking lot near or replacing the existing park-and-ride lot near water tower plaza. The potential passenger rail stop would be located in the vicinity. CivTech recommends that the Town conduct a study for a parking policy for Heritage District. This study should consider the amount of parking, proximity to trip generators, and potential strategies to facilitate ride sharing.

Several parks and public areas are proposed within the current plan. Options including a pedestrian green belt, multi-use paths, and providing bike treatments along roadways are being considered. Improving the pedestrian and bicycle facilities fosters non-vehicular modes and improves multi-use downtown activity. Parks and pedestrian and bicycle facilities adjoining Ash Street south of the railroad is proposed, continuing on the Ash Street alignment north of the

railroad traversing the railroad via underpass connecting public areas north and south of the railroad.

The portion of Ash Street between Vaughn Avenue and the railroad will be shifted to the west to align with Ash Street north of Vaughn Avenue. This will occur with the redevelopment of the existing land uses in the area and may include other roadway changes to best facilitate access conditions for the new land uses and transit facilities.

Gilbert Road is considered by Town officials to be approaching maximum capacity. Average daily traffic (ADT) volumes published by the Town indicate that the 2015 ADT on Gilbert Road, between Guadalupe Road and Elliot Road is approximately 36,700. Elliot Road was evaluated to have 19,300 ADT west of Gilbert Road and 20,800 east of Gilbert Road in 2015. An ADT for Gilbert Road, south of Elliot Road, is not listed.

A high yield option is projected to generate approximately 13,622 vehicles. These trips will be to/from the different parking areas and expect to arrive/depart the Heritage District via Gilbert Road, Elliot Road and Vaughn Avenue/Neely Street. Possibilities for a collector connection on the east side will be evaluated in the future. In consideration of the accompanying access improvements, the proposed land uses are anticipated to generate ADTs of approximately 5,200 vehicles on Gilbert Road, north of Juniper Avenue, 3,100 vehicles on Gilbert Road, south of Palo Verde Street, 2,300 vehicles on Elliot Road, east of the Cottonwood Drive, 5,400 vehicles on Elliot Road, west of Neely Street, 1,700 vehicles on Neely Street, north of the railroad and 3,300 vehicles on an assumed future east-west collector. Note that these volumes are projections for proposed land uses and do not subtract existing traffic volumes generated by land uses that will be removed. Also, some existing traffic volumes going to/from other land uses within the Heritage District will reroute with the added access provided by the Vaughn Ventilator improvements and potential other improvements to be considered in the future. An attachment depicts projected 2020 total traffic volumes should the improvements be made.

CivTech Inc.



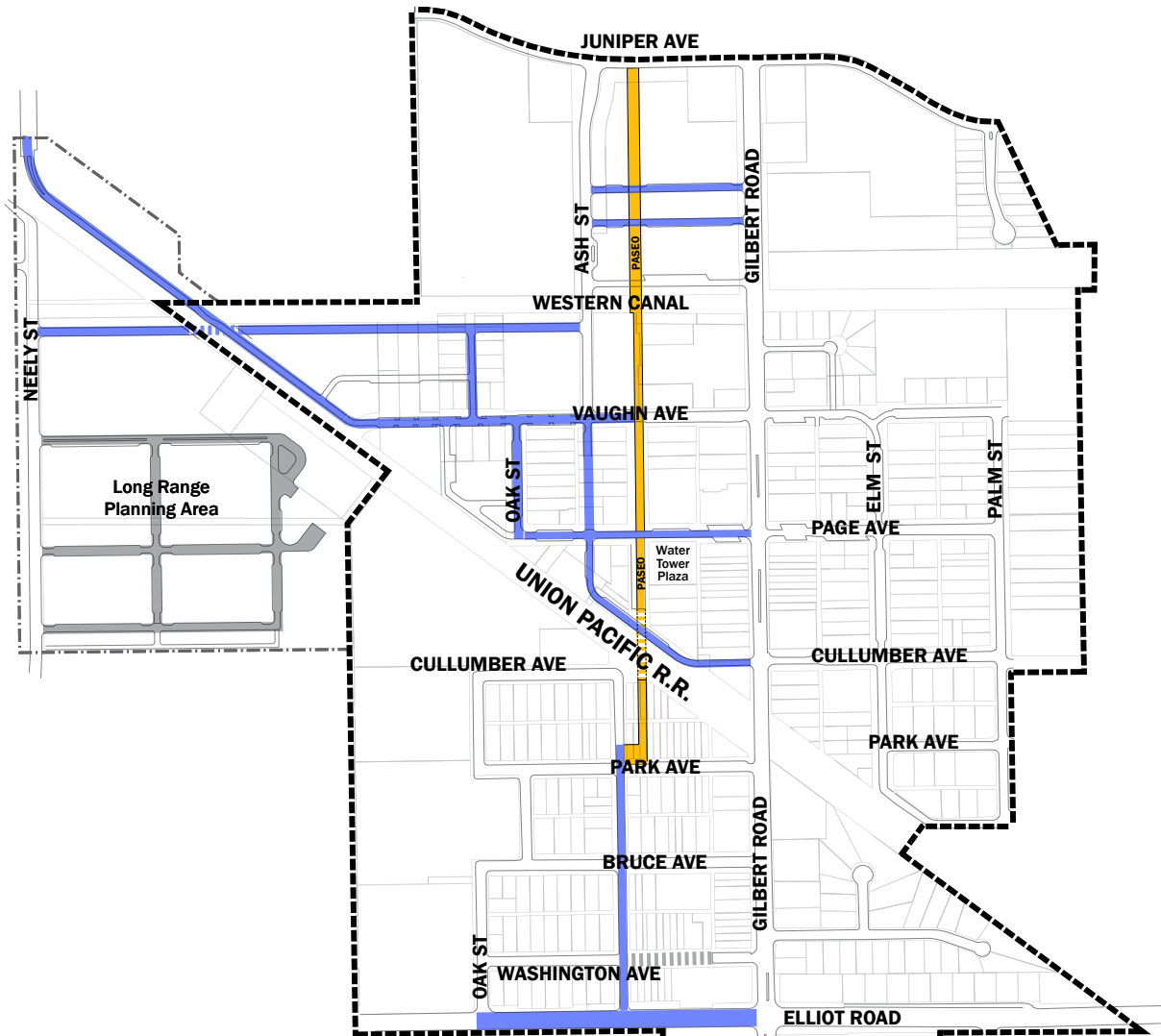
Douglas Ostler, P.E.
Project Engineer

Attachments:

Heritage District Development Plan
2020 Projected Average Daily Traffic
Trip Generation Calculations

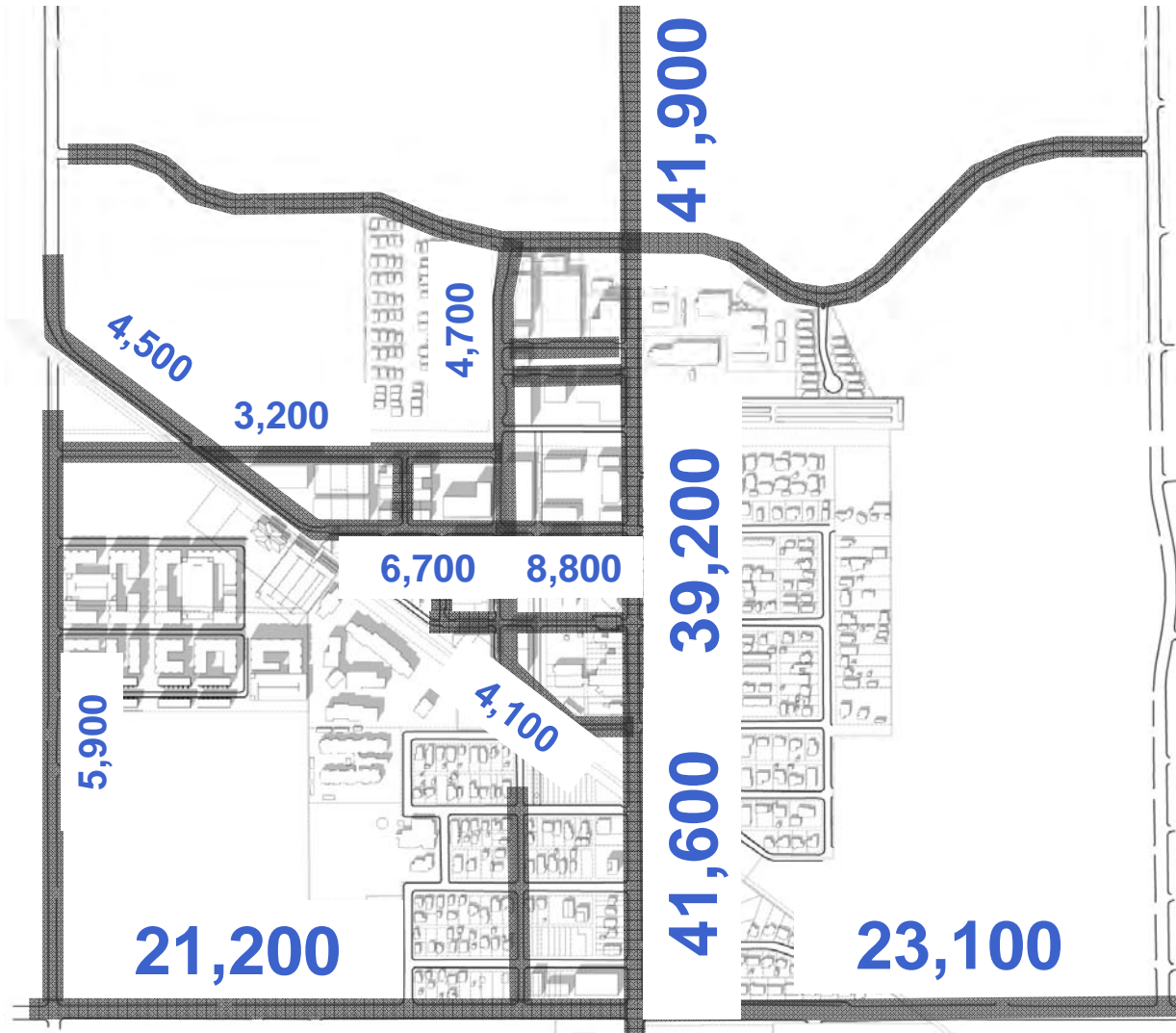
References:

2015- *Traffic Counts*, Town of Gilbert, 2015, <https://www.gilbertaz.gov/home/showdocument?id=9802>
Gilbert Infrastructure Improvements_3.2.18, Town of Gilbert, March 2, 2018.
Gilbert_RDP_CirculationFramework_DRAFT_6.26.pdf, Town of Gilbert, 2018.
Heritage District Redevelopment Plan, 2015 Consultant Update, Kimley-Horn, Town of Gilbert, 2015,
<http://www.gilbertaz.gov/home/showdocument?id=10508>.



DISTRICT CIRCULATION IMPROVEMENTS

- New or Renovated Street
- New Underpass
- New Pedestrian & Bicycle Street (The Paseo)
- New Pedestrian & Bicycle Underpass (The Paseo)
- Potential New Street (outside District boundary)
- Vacated/Removed Street



2020 Projected Average Daily Traffic

Land Use Types and Size

Parcel	Proposed Use	Amount Units	ITE LUC	ITE Land Use Name
	Multifamily	2,010 Dwelling Units	220	Multifamily Housing (Low-Rise)
	Office	322.000 KSF	710	General Office Building
	Commercial	151.500 KSF	820	Shopping Center
	Hotel	320 Rooms	310	Hotel

-Abbreviations: ITE = Institute of Transportation Engineers, LUC = land use code, SF = square feet, KSF = 1,000 square feet, DU = Dwelling Units, Keys = keyed guest units.

Weighted Average Rate or Fitted Curve Equation Used in Analysis?

Parcel	Proposed Use	ADT	Rate	Trips	AM	Rate	Trips	PM	Rate	Trips	(not used)	Rate	Trips
	Multifamily	T=7.56*X-40.86		15,154	0.51		825	0.02		853			
	Office	T=0.97(X)+2.50		314	T=0.94(X)+26.94		330	36		346			
	Commercial	LN(T)=0.68*LN(X)+5.57		7,974	T=0.5(X)+151.78		228	89		739			
	Hotel	T=11.29(X)-426.97		3,186	T=0.50(X)-5.34		155	T=0.75(X)-26.02		214			

Base Trips

Parcel	Proposed Use	ADT				AM				PM				(not used)
		% In	In	Out	Total	% In	In	Out	Total	% In	In	Out	Total	
	Multifamily	50%	7,577	7,577	15,154	23%	190	635	825	63%	537	316	853	
	Office	50%	157	157	314	86%	284	46	330	16%	55	291	346	
	Commercial	50%	3,987	3,987	7,974	57%	130	98	228	52%	384	355	739	
	Hotel	50%	1,593	1,593	3,186	59%	91	64	155	51%	109	105	214	
	Totals		13,314	13,314	26,628		695	843	1,538		1,085	1,067	2,152	

Notes: -Per ITE's *Trip Generation Handbook, 3rd edition*, the rates in the *Trip Generation Manual* represent base trip generation rates for "low-density, single-use, suburban developments with little or no transit service, limited bicycle access, and little or no convenient pedestrian access" and that the "analyst needs to adjust the baseline vehicle trip generation" if the subject development is an infill site, mixed-use development, transit-friendly development, is located within an urban core area or near a school, and/or other conditions.

-The base trips projected for the site are displayed in the table above. The following pages, if any, present appropriate adjustments to the base volumes and/or separate trip types.

Gilbert Heritage District
High Yield

Trip Generation
January 2018
Appendix D

Adjustments for Alternate Mode Trips

Parcel	Proposed Use	ADT			AM			PM			(not used)			
		In	Out	Total	In	Out	Total	In	Out	Total				
	Multifamily	5%	379	379	758	5%	10	31	41	5%	27	16	43	
	Office	5%	8	8	16	5%	14	3	17	5%	3	14	17	
	Commercial	5%	199	199	398	5%	7	4	11	5%	19	18	37	
	Hotel	5%	80	80	160	5%	5	3	8	5%	5	6	11	
	Totals	5%	666	666	1,332	5%	36	41	77	5%	54	54	108	

Notes: -Reductions for alternate mode trips include all types of non-vehicular modes and/or reduction for non-driver vehicle trips. The reduction represents the amount of trips that would not be expected to use alternate modes of travel under base assumptions - it does not include any amount of alternate mode trips that would be expected under base assumptions.

Adjustments for Internal Trips

Parcel	Proposed Use	ADT			AM			PM			(not used)			
		In	Out	Total	In	Out	Total	In	Out	Total				
	Multifamily	15%	1,137	1,137	2,274	15%	29	95	124	15%	81	47	128	
	Office	15%	24	24	48	15%	43	7	50	15%	8	44	52	
	Commercial	15%	598	598	1,196	15%	20	14	34	15%	58	53	111	
	Hotel	15%	239	239	478	15%	14	9	23	15%	16	16	32	
	Totals	15%	1,998	1,998	3,996	15%	106	125	231	15%	163	160	323	

External Vehicular Trips

Parcel	Proposed Use	ADT			AM			PM			(not used)			
		In	Out	Total	In	Out	Total	In	Out	Total				
	Multifamily		6,061	6,061	12,122		151	509	660		429	253	682	
	Office		125	125	250		227	36	263		44	233	277	
	Commercial		3,190	3,190	6,380		103	80	183		307	284	591	
	Hotel		1,274	1,274	2,548		72	52	124		88	83	171	
	Totals		10,650	10,650	21,300		553	677	1,230		868	853	1,721	

Memorandum

To: Cindy Trivisonno, Crandall Arambula **Date:** June 26, 2018
Copy: _____
From: Jake Hoban **Project No:** 1017117
Subject: Gilbert Redevelopment Plan – Utility Improvements

Cindy,

During our research and coordination with the Town of Gilbert, we were informed by Town Engineer David Fabiano that Jacobs is currently in the process of preparing a Utility Master Plan for water, wastewater, and reclaimed water. With Crandall Arambula’s permission, Dibble shared an exhibit showing the Draft Heritage District Master Plan – 10 Year Build Out and our preliminary utility demand calculations with Jacobs.

As part of the Utility Master Plan, Jacobs is revising the criteria used to estimate water and wastewater demand; Jacobs used these criteria to evaluate the proposed Redevelopment Plans in the Heritage District and found that even with an increased demand (compared with our estimates using current Gilbert criteria), they are still comfortable that the existing and proposed infrastructure will provide adequate supply.

The Town verified that their models agreed with the Jacobs models for water and wastewater demands.

Table

FACTORS AND ASSUMPTIONS

Cost Assumptions

Land Use	Cost	
Office	\$225 per SF	
Retail	\$200 per SF	
Residential	\$120,000 per unit	
Hotel / Conference	\$200,000 per room	National average \$22.2M/115 rooms
Boutique Hotel	\$200,000 per room	
Parking - Above Grade	\$18,000 per space	
Parking - Below Grade	\$32,000 per space	

Market Assumptions

Land Use	Cost	
Office	\$21 per SF	21.4/SF (Costar)
Retail	\$15 per SF	\$15.10/SF (Costar)
Residential - Condominium	170 per SF	\$170/SF, Avg unit size 970SF (Gilbert condos sold in the last 3 months, Redfin)
Residential - Rental Apartments	\$1,150 per unit/mo	
Hotel / Conference	\$17,100	7 year average room revenue (Gilbert TPT Tax, 2016 CAFR)
Boutique Hotel	\$17,100	
Office Vacancy Rate	19.3%	10 year average (Costar)
Retail Vacancy Rate	14.2%	10 year average (Costar)
Residential Apartment Vacancy F	8.2%	10 year average (Costar)
Residential Parking Revenue	\$ 600.00	\$50 revenue per month
Commercial Parking Revenue	\$ 960.00	\$80 revenue per month
Cap Rate	6.0%	https://azbigmedia.com/multifamily-rental-rates-rise-greater-phoenix/

Municipal Property Tax Rates

Residential Property Tax	1.0281%	https://www.maricopa.gov/DocumentCenter/View/34207/Tax-Rate-2017-PDF
Non Residential Property Tax		

<http://assets.rlb.com/production/2017/06/28233117/Q2-QCR-2017.pdf>

from Gilbert Brewers Stadium and Mixed-Use Village Economic Impact Study (Aug 2017)

Project Site Plan Assumptions Gilbert/Brewers Stadium & Mixed-Use Village (2017 Dollars)				
Land Use	Units	Square Feet	Construction Cost	FF&E
Stadium			\$75,000,000	
Mixed-Use Village				
Hotels	220	132,000	\$45,000,000	\$5,500,000
Retail		25,000	\$2,778,000	\$1,250,000
Restaurant		25,000	\$6,482,000	\$1,875,000
Office		85,000	\$15,741,000	\$3,400,000
Sub-total	220	267,000	\$70,001,000	\$12,025,000
Total	220	267,000	\$145,001,000	\$12,025,000

Note: Total may not equal the sum of the impacts due to rounding.
Source: LGE Design Group; Elliott D. Pollack & Company; ULI; SIOR; Marshall & Swift

Table

ESTIMATED ANNUAL MARKET ABSORPTION FOR BUSINESS CASE

Alternative with North Anchor-Hotel & Office

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>
Cumulative New Development	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Office SF	0	0	100,000	100,000	150,000	150,000	200,000	200,000	200,000	322,000	322,000
Retail SF	0	0	40,000	40,000	80,000	80,000	120,000	120,000	120,000	151,500	151,500
Residential (units)	0	0	200	400	600	800	1,000	1,200	1,500	1,800	2,010
Residential - Condominium				300	500	550	750	950	1,140	1,440	1,650
Residential - Rental Apartment			100	100	100	250	250	250	360	360	360
Hotel (rooms)	0	0	0	120	120	120	120	320	320	320	320
Parking (spaces)	0	0	1,200	1,200	3,000	3,000	3,000	4,000	4,000	5,400	5,400
Parking - Residential	0	0	300	600	900	1,200	1,500	1,800	2,250	2,700	3,015
Parking - Commercial	0	0	900	600	2,100	1,800	1,500	2,200	1,750	2,700	2,385

Source: Land Econ Group

Table

ESTIMATED ANNUAL MARKET ABSORPTION FOR BUSINESS CASE

Alternative with North Anchor-Office Only

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>
Cumulative New Development	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Office SF	0	0	100,000	100,000	200,000	200,000	300,000	300,000	300,000	462,000	462,000
Retail SF	0	0	40,000	40,000	80,000	80,000	120,000	120,000	120,000	151,500	151,500
Residential (units)	0	0	200	400	600	800	1,000	1,200	1,500	1,800	2,010
Residential - Condominium				300	500	550	750	950	1,140	1,440	1,650
Residential - Rental Apartment			100	100	100	250	250	250	360	360	360
Hotel (rooms)	0	0	0	0	0	120	120	120	120	120	120
Parking (spaces)	0	0	1,000	1,000	2,500	2,500	4,000	4,000	5,600	5,600	5,600
Parking - Residential	0	0	300	600	900	1,200	1,500	1,800	2,250	2,700	3,015
Parking - Commercial	0	0	700	400	1,600	1,300	2,500	2,200	3,350	2,900	2,585

Source: Land Econ Group

Table

DEVELOPMENT SUMMARY, MARKET VALUE AND TAX ASSESSMENT

Alternative with North Anchor-Hotel & Office

Land Use	Building		Parking spaces	Cost	Market Value	Annual Tax Assessment at Build-Out
	units / rooms	square feet				(in 2018 dollars)
Office		322,000		\$ 72,450,000	\$ 92,681,260	\$ 952,856
Retail		151,500		\$ 30,300,000	\$ 32,713,395	\$ 336,326
Residential - Condominium	1,650			\$ 198,000,000	\$ 4,162,900,500	\$ 42,798,780
Residential - Rental Apartme	360			\$ 43,200,000	\$ 6,334,200	\$ 65,122
Hotel / Conference	200			\$ 40,000,000	\$ 57,000,000	\$ 586,017
Boutique Hotel	120			\$ 24,000,000	\$ 34,200,000	\$ 351,610
Parking - Residential			3,015	\$ 54,270,000	\$ 30,150,000	\$ 309,972
Parking - Commercial			2,385	\$ 42,930,000	\$ 38,160,000	\$ 392,323

Table
ANNUAL TAX ASSESSMENTS BY YEAR
Alternative with North Anchor-Hotel & Office

Year	1	2	3	4	5	6	7	8	9	10	11
Annual Tax Assessment	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Office			\$295,918	\$295,918	\$443,877	\$443,877	\$591,836	\$591,836	\$591,836	\$952,856	\$952,856
Retail			\$88,799	\$88,799	\$177,598	\$177,598	\$266,397	\$266,397	\$266,397	\$336,326	\$336,326
Residential											
Residential - Condominium			\$0	\$7,781,596	\$12,969,327	\$14,266,260	\$19,453,991	\$24,641,722	\$29,570,066	\$37,351,663	\$42,798,780
Residential - Rental Apartment			\$18,089	\$18,089	\$18,089	\$45,224	\$45,224	\$45,224	\$65,122	\$65,122	\$65,122
Hotel			\$0	\$351,610	\$351,610	\$351,610	\$351,610	\$937,627	\$937,627	\$937,627	\$937,627
Parking											
Parking - Residential			\$30,843	\$61,686	\$92,529	\$123,372	\$154,215	\$185,058	\$231,323	\$277,587	\$309,972
Parking - Commercial			\$148,046	\$98,698	\$345,442	\$296,093	\$246,744	\$361,891	\$287,868	\$444,139	\$392,323
Total Tax Assessment by Year (in 2018 dollars)	\$0	\$0	\$581,696	\$8,696,397	\$14,398,473	\$15,704,034	\$21,110,017	\$27,029,755	\$31,950,239	\$40,365,320	\$45,793,007
adjusted for 3.0% inflation	\$0	\$0	\$635,635	\$9,787,871	\$16,691,776	\$18,751,438	\$25,962,658	\$34,240,485	\$41,687,815	\$54,247,615	\$63,388,231
Cumulative Tax Assessed @ 3.0%			\$635,635	\$10,423,506	\$27,115,282	\$45,866,719	\$71,829,377	\$106,069,862	\$147,757,678	\$202,005,293	\$265,393,524
adjusted for 5.0% inflation	\$0	\$0	\$673,386	\$10,570,525	\$18,376,505	\$21,044,907	\$29,703,914	\$39,935,259	\$49,565,307	\$65,750,853	\$78,321,582
Cumulative Tax Assessed @ 5.0%			\$673,386	\$11,243,910	\$29,620,415	\$50,665,322	\$80,369,236	\$120,304,495	\$169,869,802	\$235,620,656	\$313,942,237

Table

DEVELOPMENT SUMMARY, MARKET VALUE AND TAX ASSESSMENT

Alternative with North Anchor-Office Only

Land Use	Building		Parking spaces	Cost	Market Value	Annual Tax Assessment at Build-Out
	units / rooms	square feet				(in 2018 dollars)
Office		462,000		\$ 103,950,000	\$ 132,977,460	\$ 1,367,141
Retail		151,500		\$ 30,300,000	\$ 32,713,395	\$ 336,326
Residential - Condominium	1,650			\$ 198,000,000	\$ 4,162,900,500	\$ 42,798,780
Residential - Rental Apartme	360			\$ 43,200,000	\$ 6,334,200	\$ 65,122
Boutique Hotel	120			\$ 24,000,000	\$ 34,200,000	\$ 351,610
Parking - Residential			3,015	\$ 54,270,000	\$ 30,150,000	\$ 309,972
Parking - Commercial			2,585	\$ 46,530,000	\$ 41,360,000	\$ 425,222

Table
ANNUAL TAX ASSESSMENTS BY YEAR
Alternative with North Anchor-Office Only

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>
Annual Tax Assessment	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Office			\$295,918	\$295,918	\$591,836	\$591,836	\$887,754	\$887,754	\$887,754	\$1,367,141	\$1,367,141
Retail			\$88,799	\$88,799	\$177,598	\$177,598	\$266,397	\$266,397	\$266,397	\$336,326	\$336,326
Residential											
Residential - Condominium			\$0	\$7,781,596	\$12,969,327	\$14,266,260	\$19,453,991	\$24,641,722	\$29,570,066	\$37,351,663	\$42,798,780
Residential - Rental Apartment			\$18,089	\$18,089	\$18,089	\$45,224	\$45,224	\$45,224	\$65,122	\$65,122	\$65,122
Hotel			\$0	\$0	\$0	\$351,610	\$351,610	\$351,610	\$351,610	\$351,610	\$351,610
Parking											
Parking - Residential			\$30,843	\$61,686	\$92,529	\$123,372	\$154,215	\$185,058	\$231,323	\$277,587	\$309,972
Parking - Commercial			\$115,147	\$65,798	\$263,194	\$213,845	\$411,240	\$361,891	\$551,062	\$477,038	\$425,222
Total Tax Assessment by Year (in 2018 dollars)	\$0	\$0	\$548,797	\$8,311,887	\$14,112,573	\$15,769,745	\$21,570,431	\$26,739,656	\$31,923,334	\$40,226,488	\$45,654,174
adjusted for 3.0% inflation	\$0	\$0	\$599,685	\$9,355,102	\$16,360,341	\$18,829,900	\$26,528,909	\$33,872,996	\$41,652,710	\$54,061,036	\$63,196,054
Cumulative Tax Assessed @ 3.0%			\$599,685	\$9,954,787	\$26,315,128	\$45,145,028	\$71,673,937	\$105,546,933	\$147,199,643	\$201,260,679	\$264,456,733
adjusted for 5.0% inflation	\$0	\$0	\$635,301	\$10,103,151	\$18,011,617	\$21,132,966	\$30,351,762	\$39,506,650	\$49,523,568	\$65,524,710	\$78,084,131
Cumulative Tax Assessed @ 5.0%			\$635,301	\$10,738,452	\$28,750,069	\$49,883,035	\$80,234,798	\$119,741,448	\$169,265,016	\$234,789,726	\$312,873,857

MEMORANDUM

To: Cindy Trivisonno; Crandall Arambula
From: Tanya Chiranakhon; Land Econ Group
Date: January 6, 2018

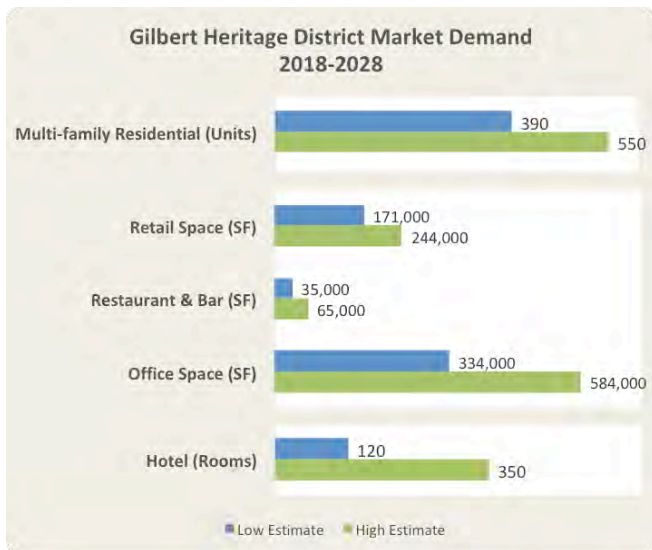
Town of Gilbert Heritage District Market Study

The Town of Gilbert is located southeast of Phoenix within the East Valley region of the Phoenix Metropolitan Area. Over the past 30 years the town has grown rapidly, transforming from an agricultural community to a vibrant, suburban center. The driving force for economic development and the redevelopment of the Heritage District is the town's young and well-educated population.

In recent years the Heritage District, which is also considered Gilbert's downtown, has attracted a concentration of restaurants and entertainment venues with a focus on local businesses. The District has turned Gilbert into a regional destination. There is momentum within the community for the Heritage District to continue to develop as a multi-use downtown with more residential units, retail, hotel and office space. The planned commuter rail with a station located in the district will make the area even more attractive to employers and for a more compact, urban concentration of development.

Summary of Market Analysis

The conclusions of the market analysis that follows, presented as net new units or square footage, are summarized in the graph below.



Source: Land Econ Group

TABLE 1
SUMMARY OF MARKET DEMAND IN GILBERT HERITAGE DISTRICT 2018-2028

	2018-2028	
	Low Estimate	High Estimate
Multi-family Residential (Units)	390	550
Retail Space (SF)	171,000	244,000
Restaurant & Bar (SF)	35,000	65,000
Office Space (SF)	334,000	584,000
Hotel (Rooms)	120	350

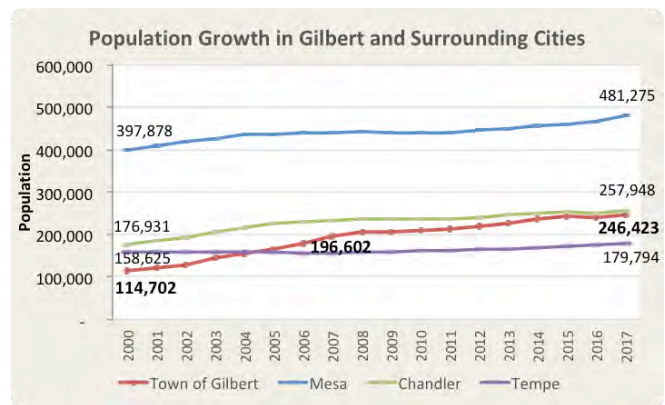
Source: Land Econ Group

Demographic and Economic Context

Tremendous Population Growth

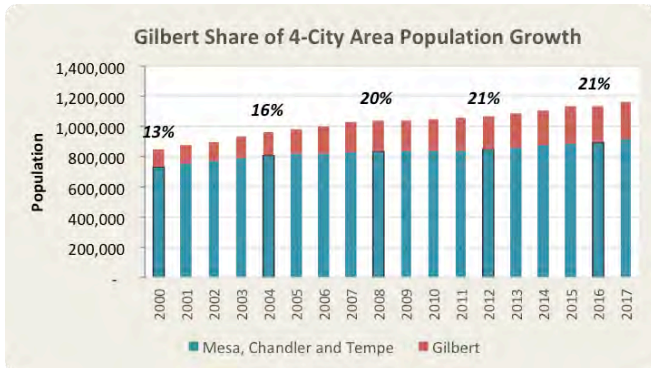
Gilbert's population has grown rapidly since the 1980s. According to the U.S. Census, Gilbert's population was just over 5,700 in 1980. The population had grown to 29,200 by 1990 and 114,700 by 2000. This is an average annual growth rate of over 16 percent per year during that 20-year period.

Over the past ten years, the Town of Gilbert has continued to be one of the fastest-growing municipalities in the region. Between 2007 and 2017 the town's population grew at an average annual rate of 2.3 percent, nearly twice the rate of Maricopa County as a whole. In 2017 the Gilbert's population was estimated at 246,423, an increase of over 49,800 residents since 2007. Gilbert is currently the fifth largest city in Arizona. Compared to surrounding cities, Gilbert added more new residents than Mesa and over twice the number of new residents of Chandler and Tempe over the same period.



Source: Office of Employment and Population Statistics, Arizona Dept of Admin

As a percentage of the four major municipalities that make up the East Valley sub region of Greater Phoenix (comprised of Gilbert, Mesa, Chandler and Tempe), Gilbert's share of the population has grown from 13 percent in 2000 to 21 percent in 2017.



Source: Office of Employment and Population Statistics, Arizona Dept of Admin

The Town of Gilbert has a young, family-oriented community with high household incomes. In 2017 Gilbert's median household income was \$83,900, 48 percent higher than that of the county.

Demographic and Economic Characteristics of the Heritage District

Compared to the Town of Gilbert as a whole, the residents within the Heritage District had lower incomes and educational attainment. The district was also more ethnically diverse, based on data from 2017.

According to estimates from Esri's Business Analyst, the leading source for geographic information system data, the Heritage District covers approximately 0.35 square miles and was home to 1,325 residents and 445 households in 2017. The district had 505 housing units, of which almost 12 percent were vacant. Of the occupied housing units, 54 percent were owner-occupied and 46 percent were renter-occupied. In comparison to the town as a whole, the Heritage District had a significantly higher vacancy rate and smaller percentage of owner-occupied housing units. The town-wide vacancy rate for housing units was 5.4 percent and 72 percent of occupied units were owner-occupied.

The median household income in the Heritage District was almost 30 percent lower than the median for the Town of Gilbert. In 2017, the median household income was \$48,900

within the district and \$83,900 in Gilbert. The income disparity was also reflected in median home values. The median home value in the Heritage District was \$193,000, and the median in Gilbert was nearly 20 percent higher, at \$277,900.

Educational attainment within the Heritage District was lower than the town as a whole. For the population over the age of 25, over 15 percent in the district had not completed high school or GED, compared to about four percent for the town. The population with a bachelor's degree or higher was 23 percent within the district and over 41 percent for the town.

While the median age of residents was about the same, 33.7 for the district and 33.3 for the town, the district had a greater proportion of seniors. In the Heritage District about 15 percent of the residents were 65 and older, while in the town it was under ten percent.

The Heritage District's population is more diverse than the town as a whole. In terms of race, like the rest of Gilbert, the Heritage District was predominantly white in 2017. The percentage of population that reported their race as "White Alone" was 71 percent in the Heritage District and just under 79 percent in the town as a whole. In terms of ethnicity, over 42 percent of Heritage District residents were of Hispanic Origin, compared to just 16.5 percent for the town. The diversity index measures the probability that two people from the same area will be from different racial/ethnic groups. Based on Esri reports, the diversity index was 75.9 for the Heritage District and 58.7 for the Town of Gilbert.

Regional Employment Growth

Total non-farm employment in Maricopa County increased by 67,600 jobs between 2006 and 2016, despite having lost a significant number of jobs during the Great Recession. In 2006, the county had 1.84 million jobs and by 2016 the number had reached 1.91 million. During the Great Recession, the number of jobs fell 225,700 from 2007 to 2010. Although the total number of jobs has recovered nicely, employment in mining and construction and manufacturing are still below 2006 levels. The industry sectors that enjoyed the fastest job growth over the ten years and added the most jobs were education and health services (increase of 90,800 jobs), leisure and hospitality (33,000 jobs), financial activities (18,900 jobs) and professional and business services (16,600 jobs).

TABLE 2
TOWN OF GILBERT AREA POPULATION TRENDS

	2000	2007	2012	2017	2007-2017	
					Abs Growth	CAGR
Town of Gilbert	114,702	196,602	219,666	246,423	49,821	2.3%
Maricopa County	3,072,415	3,753,413	3,884,705	4,221,684	468,271	1.2%
Gilbert as Percent of County	3.7%	5.2%	5.7%	5.8%		
<i>Surrounding Cities</i>						
	43.0%	38.5%	37.7%			
Phoenix	1,322,438	1,446,686	1,464,727	1,579,253	132,567	0.9%
Mesa	397,878	440,670	444,856	481,275	40,605	0.9%
Chandler	176,931	234,607	241,214	257,948	23,341	1.0%
Tempe	158,625	156,522	164,659	179,794	23,272	1.4%
Phoenix-Mesa-Scottsdale MSA	3,251,884	4,087,390	4,273,897	4,649,287	561,897	1.3%
Arizona State	5,130,247	6,274,981	6,498,569	6,965,897	690,916	1.1%

Source: Office of Employment and Population Statistics, Arizona Department of Administration

TABLE 3
GILBERT HERITAGE DISTRICT AND SURROUNDING AREA DEMOGRAPHIC PROFILE

		Town of Gilbert	Within 5-Miles of	
			Heritage District	Heritage District*
Population	2000	115,997	1,342	330,846
	2010	208,293	1,235	360,687
	2017	254,859	1,325	395,606
Households	2000	37,223	399	113,051
	2010	69,333	416	127,232
	2017	83,863	445	138,806
Average Household Size	2000	3.11	3.36	2.91
	2010	3.00	2.97	2.82
	2017	3.03	2.98	2.84
Median Household Income	2017	\$83,857	\$48,938	\$58,512
Median Age	2010	31.9	32.2	32.0
	2017	33.3	33.7	33.3

* Within a 5-mile radius from the intersection of Vaughn Avenue and N. Gilbert Road

Source: Esri Business Analyst 2017

**TABLE 4
GILBERT HERITAGE DISTRICT POPULATION BY AGE, RACE/ETHNICITY 2017**

	Town of Gilbert	Heritage District
Population by Age		
0-4	8.1%	7.9%
5-9	8.5%	7.9%
10-14	8.5%	7.8%
15-24	12.7%	13.3%
25-34	14.8%	15.1%
35-44	15.9%	13.1%
45-54	13.2%	11.2%
55-64	9.9%	10.3%
65-74	5.9%	8.1%
75-84	1.9%	4.1%
85+	0.6%	1.3%
Population by Race/Ethnicity		
White Alone	78.6%	70.9%
Black Alone	3.9%	5.7%
Asian Alone	7.1%	2.2%
Some Other Race Alone	6.1%	6.5%
Two or More Races	4.2%	4.1%
Hispanic Origin	16.5%	42.2%
Diversity Index	54.70	74.0

Source: Esri Business Analyst 2017

**TABLE 5
MARICOPA COUNTY NON-FARM EMPLOYMENT GROWTH**

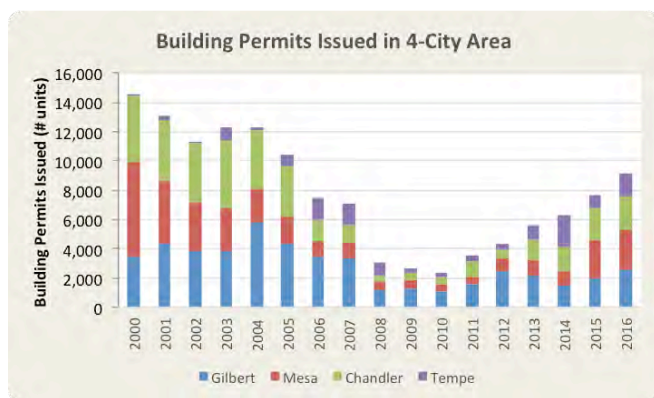
	2006	2016	Abs Change	CAGR
Total Nonfarm	1,838,200	1,905,800	67,600	0.4%
Annual Change	147,300	54,400		
Annual Percentage Change	8.7%	2.9%		
Mining and Construction	179,000	104,600	-74,400	-5.2%
Manufacturing	136,100	116,500	-19,600	-1.5%
Trade, Transportation, and Utilities	370,400	375,100	4,700	0.1%
Information	31,900	35,500	3,600	1.1%
Financial Activities	154,100	173,000	18,900	1.2%
Professional and Business Services	315,200	331,800	16,600	0.5%
Educational and Health Services	194,500	285,300	90,800	3.9%
Leisure and Hospitality	176,100	209,100	33,000	1.7%
Other Services	69,200	61,600	-7,600	-1.2%
Government	211,600	213,300	1,700	0.1%

Source: Arizona Office of Economic Opportunity

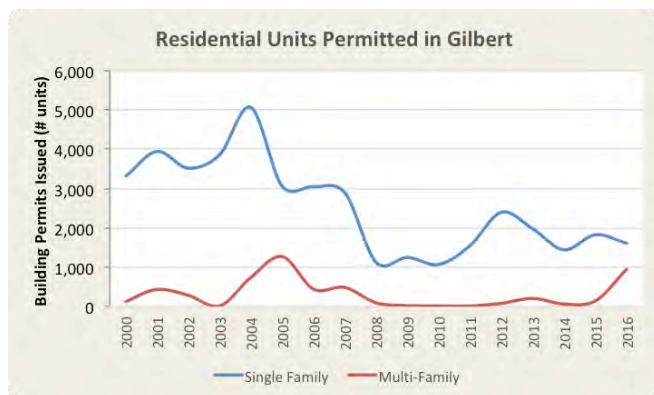
Multi-Family Housing Demand

Housing Market Trends

After years of consecutive decline in new housing construction, the number of building permits issued for new, privately owned residential units in Gilbert and surrounding cities of Mesa, Chandler and Tempe, have increased since 2011. In 2000 over 14,500 housing units were permitted between these cities. The number of units dropped during the recession to a low of 2,350 in 2010. Since then, housing construction has increased and in 2016, 9,150 units were permitted, of which over 45 percent were multi-family units.

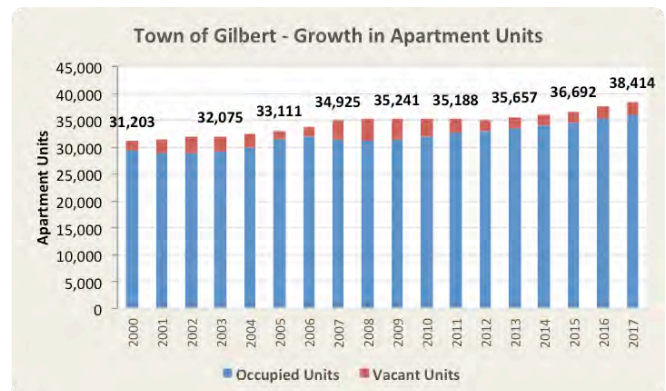


Source: U.S. Census

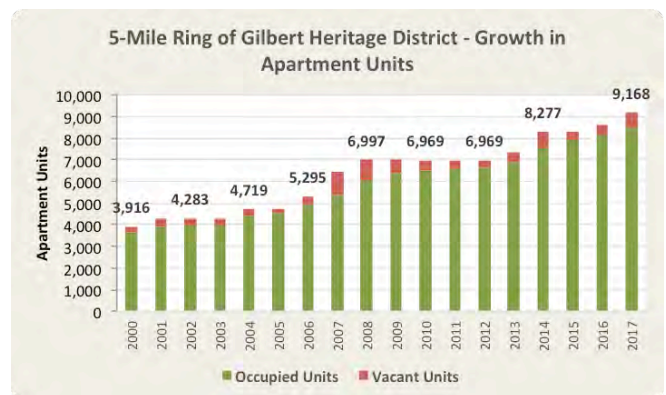


Source: U.S. Census

Gilbert has seen more housing construction compared to the surrounding cities, but a greater proportion of the units have been single family. While the number of units permitted in Gilbert averaged 2,040 between 2006 and 2016, the average was 1,200 for Chandler, 1,160 for Mesa and 980 for Tempe. The share of multi-family to total units permitted in Gilbert over the ten-year period was 11 percent, the smallest share of the surrounding cities. The share of multi-family



Source: CoStar



Source: CoStar

units permitted in Chandler, Mesa and Tempe between 2006 and 2016 were 38 percent, 14 percent and 94 percent, respectively. The construction of multi-family units in Gilbert may be ramping up. In 2016, 940 multi-family units were permitted in Gilbert, accounting for 37 percent of total units.

At the end of 2017 Gilbert had 38,400 multi-family units, according to Costar, a national commercial property database. Within five miles of the Heritage District, which includes parts of Chandler to the southwest and Mesa to the north, there were 9,170 multi-family units. The vacancy rate in Gilbert was 6.5 percent, and slightly higher, at 7.7 percent in the five-mile area. Multi-family units closer in to the Heritage District are larger in size and demand higher rents compared to the town wide average. Both average unit size and effective rent per square foot were higher in the five-mile area compared to the Town of Gilbert as a whole. The average unit size within the five-mile area was 960 square feet and effective rent per square foot was \$1.17, compared to an average unit size of 880 square feet and effective rent of \$1.10 per square foot for Gilbert.

Forecast of Future Heritage District Housing Demand

As the town continues to grow and urbanize, demand for multi-family units in Gilbert will climb. There is great opportunity for mixed-use development in the Heritage District, particularly in light of the coming commuter rail with a station planned within the district. Multi-family housing demand in the Heritage District is a function of the following considerations:

- Population will grow in the town largely in response to regional job growth. LEG's forecast for the Town of Gilbert's population in 2028 is 298,300, an increase of 51,900 over the 2017 estimate.
- LEG expects average household size in the town to decrease slightly from 3.03 to 2.82 over the next ten years, moving in the direction of the county as a whole.
- A vacancy allowance is needed to facilitate proper functioning of the housing market place. An eight percent vacancy rate is assumed.
- A small part of future demand will be the need to replace units removed for redevelopment or other reasons. This rate is estimated to be about one percent per decade of the housing inventory at the beginning of that decade.
- The percentage of Gilbert housing demand that is expected to be multi-family units is estimated at 28 percent over the next decade. This is higher than the town has achieved over the past decade, however as Gilbert urbanizes the demand for multi-family units will increase and move in the direction of the surrounding cities.
- The Heritage District is estimated to be able to capture ten to 14 percent of the town wide multi-family demand.

LEG's multi-family housing demand forecast for the Heritage District for the ten-year period from 2018 to 2028, ranges from a low of 390 units to a high of 550 units.

**TABLE 6
NEW, PRIVATELY-OWNED RESIDENTIAL BUILDING PERMITS**

Average Annual Units	Single Family Units	Multi Family Units	Total Units
Town of Gilbert			
2002-2006	3,712	539	4,251
2007-2011	1,569	112	1,682
2012-2016	1,844	275	2,119
Annual Average	2,375	309	2,684
Percentage	88%	12%	100%
Phoenix			
2002-2006	10,075	2,764	12,839
2007-2011	2,427	1,893	4,320
2012-2016	1,935	2,922	4,857
Annual Average	4,812	2,526	7,339
Percentage	66%	34%	100%
Mesa			
2002-2006	1,919	375	2,294
2007-2011	643	0	643
2012-2016	1,365	337	1,702
Annual Average	1,309	237	1,546
Percentage	85%	15%	100%
Chandler			
2002-2006	2,809	743	3,552
2007-2011	609	127	736
2012-2016	831	758	1,589
Annual Average	1,416	542	1,959
Percentage	72%	28%	100%
Tempe			
2002-2006	87	569	656
2007-2011	55	615	671
2012-2016	83	1,119	1,202
Annual Average	75	768	843
Percentage	9%	91%	100%
Maricopa County			
2002-2006	38,862	7,702	46,564
2007-2011	9,636	4,040	13,676
2012-2016	12,257	6,829	19,086
Annual Average	20,252	6,190	26,442
Percentage	77%	23%	100%

Source: U.S. Census

TABLE 7
MULTI-FAMILY RESIDENTIAL TRENDS IN MARICOPA COUNTY

Year	Inventory Bldgs	Inventory Units	Inventory Avg SF	Effective Rent Per Unit	Effective Rent Per SF	Vacancy %	Occupancy Units	Net Absorp Units
YTD	5,022	415,443	850	\$941	\$1.13	6.8	389,678	5,511
2016	4,988	409,148	848	\$902	\$1.08	6.9	383,770	4,445
2015	4,953	403,605	845	\$854	\$1.03	6.7	378,965	6,650
2014	4,925	396,280	843	\$801	\$0.96	6.9	371,589	7,644
2013	4,905	390,425	839	\$757	\$0.91	7.5	364,023	6,138
2012	4,884	385,463	837	\$720	\$0.87	8.1	357,213	5,304
2011	4,879	384,796	836	\$700	\$0.85	9.5	351,914	3,982
2010	4,879	384,453	835	\$686	\$0.84	10.5	347,922	6,556
2009	4,879	384,362	835	\$662	\$0.81	12.4	341,340	4,491
2008	4,848	375,998	833	\$732	\$0.89	11.6	336,484	3,514
2007	4,803	365,484	826	\$754	\$0.92	10.0	332,445	-5,866
2006	4,759	359,918	823	\$736	\$0.90	7.0	337,035	3,799
2005	4,727	353,468	820	\$688	\$0.85	6.7	332,053	10,729
2004	4,703	350,282	818	\$663	\$0.82	9.3	320,841	7,985
2003	4,669	344,077	815	\$657	\$0.82	10.3	311,910	4,262
2002	4,647	340,481	814	\$660	\$0.82	10.7	307,633	1,232
2001	4,618	334,038	810	\$665	\$0.83	9.4	305,671	423
2000	4,578	325,108	804	\$650	\$0.82	6.9	304,892	5,465

Average annual net absorp 2007-2017 (units) 4,397

Average vacancy % 8.8

Source: Costar

TABLE 8
MULTI-FAMILY RESIDENTIAL TRENDS WITHIN A 5-MILE RING OF GILBERT HERITAGE DISTRICT

Year	Inventory Bldgs	Inventory Units	Inventory Avg SF	Effective Rent Per Unit	Effective Rent Per SF	Vacancy %	Occupancy Units	Net Absorp Units
YTD	45	9,168	957	\$1,123	\$1.17	7.7	8,490	316
2016	40	8,643	955	\$1,041	\$1.08	5.7	8,173	237
2015	39	8,277	954	\$983	\$1.02	4.3	7,936	391
2014	39	8,277	954	\$893	\$0.93	9.3	7,546	669
2013	36	7,351	938	\$858	\$0.90	6.8	6,877	254
2012	35	6,969	934	\$824	\$0.87	5.2	6,624	36
2011	35	6,969	934	\$783	\$0.84	5.8	6,588	55
2010	35	6,969	934	\$759	\$0.81	6.6	6,533	158
2009	36	6,997	934	\$726	\$0.78	9.4	6,374	331
2008	36	6,997	934	\$805	\$0.86	14.4	6,043	656
2007	34	6,485	929	\$804	\$0.86	18.0	5,387	434
2006	30	5,295	914	\$796	\$0.85	7.0	4,953	435
2005	28	4,719	904	\$749	\$0.81	4.6	4,519	112
2004	27	4,719	904	\$725	\$0.79	7.2	4,407	415
2003	25	4,283	905	\$691	\$0.76	7.5	3,992	28
2002	25	4,283	905	\$694	\$0.76	8.2	3,964	34
2001	25	4,283	905	\$671	\$0.74	9.0	3,931	256
2000	23	3,916	890	\$658	\$0.73	6.8	3,675	137

Average annual net absorp 2007-2017 (units) 322

Average vacancy % 8.5

Source: Costar

TABLE 9
MULTI-FAMILY RESIDENTIAL TRENDS IN TOWN OF GILBERT

Year	Inventory Bldgs	Inventory Units	Inventory Avg SF	Effective Rent Per Unit	Effective Rent Per SF	Vacancy %	Occupancy Units	Net Absorp Units
YTD	450	38,414	878	\$960	\$1.10	6.5	36,083	717
2016	443	37,650	875	\$901	\$1.03	6.5	35,364	802
2015	439	36,692	873	\$851	\$0.97	6.2	34,564	463
2014	436	35,953	869	\$766	\$0.88	5.5	34,101	685
2013	435	35,657	865	\$725	\$0.84	6.7	33,417	515
2012	432	35,042	862	\$708	\$0.82	6.5	32,902	265
2011	433	35,188	862	\$682	\$0.79	7.8	32,636	695
2010	434	35,205	862	\$668	\$0.78	9.9	31,941	575
2009	436	35,241	862	\$640	\$0.75	11.8	31,366	50
2008	436	35,241	862	\$723	\$0.84	11.9	31,316	-141
2007	435	34,925	860	\$734	\$0.86	10.6	31,456	-473
2006	431	33,687	852	\$723	\$0.84	5.6	31,929	447
2005	429	33,111	849	\$678	\$0.79	5.3	31,484	1,313
2004	426	32,511	847	\$654	\$0.77	8.6	29,885	693
2003	423	32,075	843	\$642	\$0.76	9.6	29,193	257
2002	422	31,963	842	\$652	\$0.77	10.1	28,938	-240
2001	419	31,476	838	\$647	\$0.77	8.3	29,003	-433
2000	417	31,203	837	\$637	\$0.76	6.4	29,309	1,155
<i>Average annual net absorp 2007-2017 (units)</i>				378				
<i>Average vacancy %</i>				8.2				

Source: Costar

TABLE 10
TOWN OF GILBERT AREA POPULATION PROJECTIONS

	2017	2018	2023	2028	2018-2028	
					Abs Growth	CAGR
Town of Gilbert	246,423	252,052	276,925	298,326	46,274	1.7%
Maricopa County	4,221,684	4,271,611	4,534,133	4,789,057	517,446	1.1%
Gilbert as Percent of County	5.8%	5.9%	6.1%	6.2%		

Source: Arizona Department of Administration; Land Econ Group

TABLE 11
TOWN OF GILBERT AND HERITAGE DISTRICT HOUSING DEMAND FORECAST

	2013	2018	2028	Change 2018-2028
Population	227,603	252,052	298,326	46,274
Five Year Gain			21,402	
Five Year Percentage Gain			7.7%	
Average Household Size	3.00	3.03	2.82	
Households	75,868	83,186	105,789	22,604
Increase in Households			12,549	12,549
Housing Units Needed with Vacancy Rate @ 8%			13,640	13,640
Replacement Demand				400
Total Construction Needed in Town of Gilbert				14,040
Multi-family share				28%
Multi-family demand				3,931
Heritage District Share of Gilbert Demand				
Low Share @ 10%				393
High Share @ 14%				550

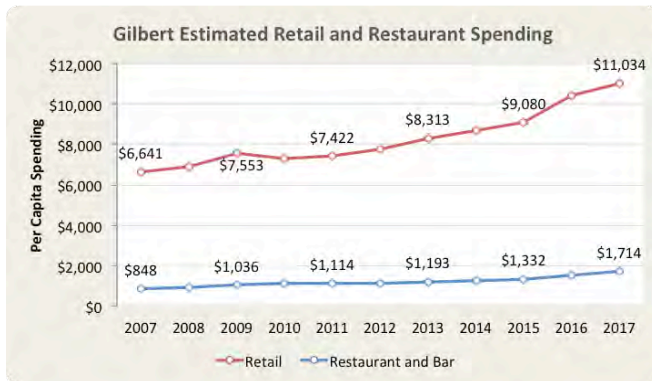
Source: Land Econ Group

Retail and Restaurant Demand

The Heritage District has a concentration of local and regional restaurants, bars and entertainment venues and is already a dining and entertainment destination in the Greater Phoenix area.

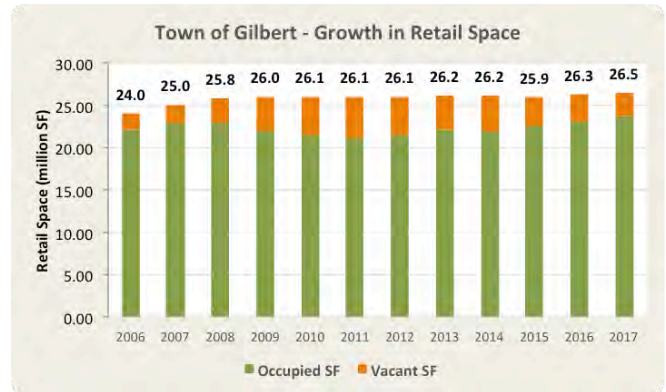
The Town of Gilbert's retail and restaurant sales have grown steadily over the past ten years. Taxable retail sales, estimated from Transaction Privilege Tax (TPT) collections, were barely affected by the recession. In 2010, at the bottom of the recession, retail sales dipped under three percent and then continued increase the following year. This reflects the growing population's high incomes and robust retail and restaurant offerings.

Per capita spending at retail stores in Gilbert has grown from \$6,640 in 2007 to \$11,030 in 2017, an increase of over 66 percent. Over the same period, per capita restaurant and bar sales have grown by 102 percent, from \$850 to \$1,710.

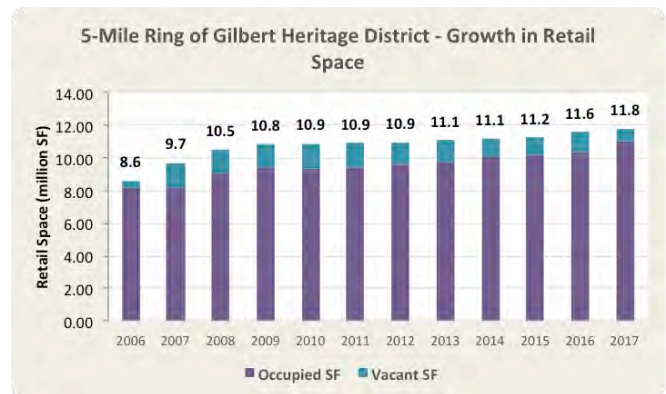


Source: Gilbert 2016 Comprehensive Annual Financial Report; LEG

Gilbert had approximately 26.5 million square feet of retail space with an occupancy rate of 89.6 percent at the end of 2017, according to data compiled by Costar. Within a five miles of the Heritage District, there were 11.8 millions square feet of retail space with an occupancy rate of 93.4 percent. In addition to the higher occupancy rate, retail space rents surrounding the Heritage District demand a 40 percent premium over the Town of Gilbert average. Direct rent for retail space within the five-mile area was \$21.13 (NNN), compared to \$15.10 for Gilbert.



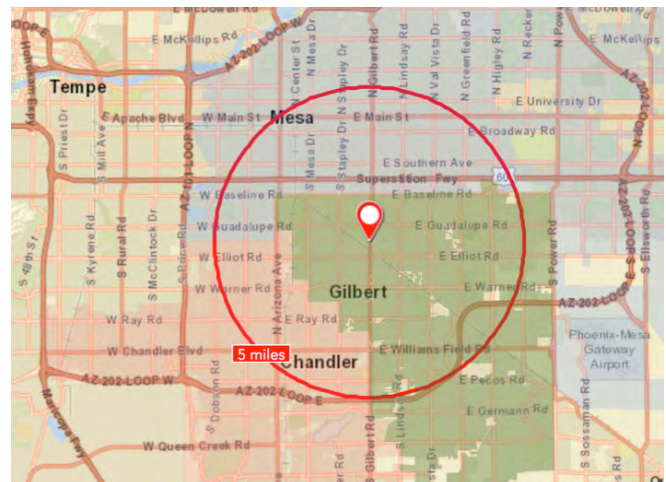
Source: CoStar



Source: CoStar

Retail Market Area Demand Growth

Because the district serves both the local community and a sub regional market, LEG defined the market area to be residents located within a five-mile radius of the district, from the intersection of Vaughn Avenue and North Gilbert Road, shown in the map below. According to ESRI estimates, this area had a population of 330,800 in 2017.



Source: CoStar

The retail demand analysis includes the following steps and conclusions detailed below.

- The market area population is estimated to grow at 1.45 percent per year for the next decade to reach 463,500 by 2028.
- Countywide occupied retail square footage per person is 48.82, calculated using Costar data. This ratio is projected to decrease between 0.1 to 0.4 percent per year due to the continued impact of online shopping on bricks and mortar shops.
- Retail space demand is calculated by multiplying the retail square footage per person by projected population. A vacancy allowance of ten percent is assumed.
- Restaurant and bar square footage is calculated at 11 percent of the total retail space demand. This percentage is estimated from countywide per capita spending in each category based on TPT revenues and annual sales per square foot assumptions of \$300 for retail and \$500 for restaurant and bar.
- The total amount of supportable retail space within five miles of the Heritage District is 2.75 million square feet; of which 2.44 million is retail space and 300,000 is restaurant and bar space.

- To verify this estimate, LEG used a second method to project retail demand within the five-mile area, using population growth and per capita retail spending, based on TPT collections. The resulting retail demand calculated using this method is within ten percent of the other method.
- LEG estimates the Heritage District will be able to capture between seven to ten percent of the retail space. Due to the growing dining scene, LEG estimates the district can capture 20 to 30 percent of the restaurant and bar space demand.
- There is currently 25,510 square feet of restaurant and bar space under construction or in the development pipeline within the Heritage District.

LEG's retail demand forecast for the Gilbert Heritage District for the ten-year period from 2018 to 2028, ranges from a low of 170,000 square feet to a high of 240,000 square feet. The demand forecast for restaurant and bar space, net of the space already in the pipeline, ranges from a low of 35,000 square feet to a high of 65,000 square feet.

TABLE 12
TOWN OF GILBERT ESTIMATED TAXABLE RETAIL SALES

	FY 2007	FY 2009	FY 2011	FY 2013	FY 2015	FY 2017
Estimated Taxable Sales (\$ millions)						
Retail	\$1,306	\$1,569	\$1,585	\$1,892	\$2,205	\$2,719
Restaurant and Bar	\$167	\$215	\$238	\$271	\$324	\$422
Gilbert Population	196,602	207,783	213,519	227,603	242,857	246,423
 Per Capita Spending						
Retail	\$6,641	\$7,553	\$7,422	\$8,313	\$9,080	\$11,034
Restaurant and Bar	\$848	\$1,036	\$1,114	\$1,193	\$1,332	\$1,714

Source: Town of Gilbert 2016 Comprehensive Annual Financial Report; Land Econ Group

TABLE 13
RETAIL SPACE TRENDS IN MARICOPA COUNTY

Year	Inventory			Occupancy %	Net Absorp SF Direct	NNN Rent Direct
	Bldgs	Inventory SF	Occupancy SF			
YTD	13,480	217,123,220	200,100,990	92.2	3,057,785	\$15.39
2016	13,344	215,578,314	196,845,888	91.3	2,305,746	\$14.61
2015	13,260	214,190,570	194,521,639	90.8	1,821,100	\$14.41
2014	13,199	213,657,946	192,750,915	90.2	1,628,803	\$14.02
2013	13,171	213,740,081	191,044,011	89.4	2,534,475	\$14.03
2012	13,127	212,774,128	188,334,379	88.5	2,529,583	\$14.45
2011	13,109	212,439,023	185,897,282	87.5	514,599	\$14.92
2010	13,129	212,703,177	185,655,005	87.3	-1,205,024	\$16.32
2009	13,112	212,213,568	186,813,983	88.0	-3,093,544	\$17.51
2008	12,950	209,331,603	189,720,199	90.6	2,424,291	\$19.69
2007	12,537	201,097,328	187,801,776	93.4	8,797,356	\$20.34
2006	11,990	190,610,276	178,877,136	93.8	6,317,115	\$19.36

Source: Costar

TABLE 14
RETAIL SPACE TRENDS WITHIN A 5-MILE RING OF GILBERT HERITAGE DISTRICT

Year	Inventory			Occupancy %	Net Absorp SF Direct	NNN Rent Direct
	Bldgs	Inventory SF	Occupancy SF			
YTD	631	11,769,013	10,991,823	93.4	264,926	\$21.13
2016	615	11,569,149	10,728,191	92.7	406,649	\$18.18
2015	600	11,226,534	10,307,744	91.8	113,238	\$16.22
2014	591	11,144,603	10,195,120	91.5	149,091	\$16.08
2013	584	11,068,817	10,065,183	90.9	313,003	\$14.91
2012	578	10,908,969	9,720,835	89.1	171,244	\$14.60
2011	575	10,891,844	9,569,406	87.9	175,201	\$14.62
2010	572	10,869,873	9,394,205	86.4	75,047	\$16.23
2009	568	10,825,184	9,336,342	86.2	-98,460	\$19.27
2008	554	10,487,977	9,379,113	89.4	363,560	\$23.57
2007	512	9,711,752	9,074,154	93.4	826,111	\$27.14
2006	454	8,581,806	8,193,323	95.5	1,040,057	\$22.05

Source: Costar

TABLE 15
RETAIL SPACE TRENDS IN TOWN OF GILBERT

Year	Inventory			Occupancy %	Net Absorp SF Direct	NNN Rent Direct
	Bldgs	Inventory SF	Occupancy SF			
YTD	1,625	26,477,070	23,726,297	89.6	540,642	\$15.10
2016	1,608	26,294,435	23,138,173	88	590,583	\$14.18
2015	1,598	25,934,362	22,564,335	87	504,881	\$13.37
2014	1,591	26,164,358	22,003,032	84.1	-170,604	\$12.52
2013	1,589	26,165,912	22,171,492	84.7	680,577	\$12.93
2012	1,588	26,077,477	21,434,291	82.2	288,677	\$13.34
2011	1,587	26,064,026	21,208,309	81.4	-253,587	\$13.49
2010	1,588	26,053,834	21,496,601	82.5	-425,172	\$14.63
2009	1,592	26,036,252	21,926,525	84.2	-994,048	\$15.57
2008	1,582	25,793,128	22,873,571	88.7	-894	\$18.66
2007	1,535	25,049,565	22,935,007	91.6	679,198	\$19.16
2006	1,478	24,045,963	22,201,326	92.3	1,035,947	\$16.04

Source: Costar

TABLE 16
GILBERT HERITAGE DISTRICT RETAIL AND RESTAURANT DEMAND FORECAST

	2018	2028	Increase in Trade Area Demand (SF) 2018-2028
Population Within 5 Miles of Heritage District	401,342	463,485	
Occupied Retail SF per person	48.77	47.57	
Annual % Growth in Total Retail SF Per Person	-0.1%	-0.4%	
Occupied Retail Space Demand	19,574,461	22,046,369	2,471,908
Add Vacancy Allowance	10.0%	2,174,940	2,449,597
Retail Space Demand Within 5 Miles of Heritage District (SF)			
	21,749,401	24,495,966	2,746,565
Retail ¹	89.0%		2,444,443
Restaurant and Bar ¹	11.0%		302,122

¹ Retail / Restaurant and Bar split estimated from countywide per capita spending in each category based on Transaction Privilege Tax (TPT) revenues and annual sales per square foot of \$300 for Retail and \$500 for Restaurant and Bar.

Estimated Retail and Restaurant Demand 2018-2028	Retail	Restaurant and Bar
Heritage District Share of 5-Mile Radius Demand (SF)		
Low Share @	7.0%	171,111
High Share @	10.0%	244,444
<i>Currently Under Construction or in Planning Application</i>		-25,510
Heritage District Retail and Restaurant Space Demand (SF)		
Low Demand Estimate	171,111	34,914
High Demand Estimate	244,444	65,127

Source: Land Econ Group

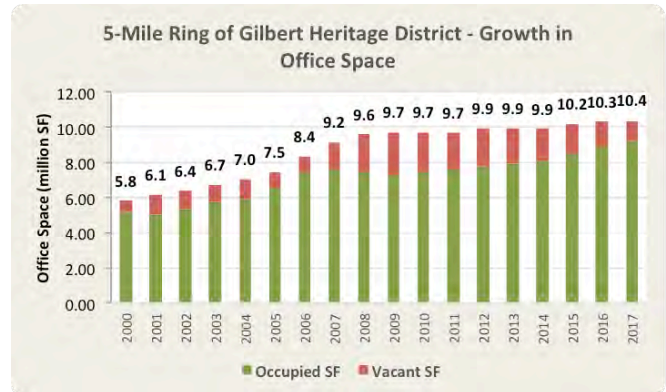
Office Demand

The demand for office space is a function of business expansion by local firms leading to the need to hire additional employees and relocations by firms seeking access to skill labor. The 2016 Arizona Labor Statistics Employment Forecasts, projects employment in the Phoenix-Mesa-Glendale Metropolitan Area to add over 590,000 new jobs between 2018 and 2028. The two fastest-growing industries are projected to be finance and insurance, and professional, scientific and technical services. Employers in these industries will surely demand office space.

Gilbert's young and well-educated population will be attractive to employers. The planned commuter rail line between Queen's Creek and Surprise has a station located in the Heritage District. This will strengthen access to labor and make the district location even more attractive to future employers.

The best measure of long-term office space demand is the historic growth in occupied space. The Town of Gilbert had 4.6 million square feet of office space at the end of 2017 with an occupancy rate of 84.9 percent. The occupied office space has increased from 900,000 square feet in 2000 to 3.9 million at the end of 2017. Within five miles of the Heritage District there was 10.4 million square feet of office space in 2017 with an occupancy rate of 88.4 percent. The occupied square footage grew from 5.2 million in 2000 to 9.2 million in 2017, reflecting an average annual absorption of 235,800 square feet.

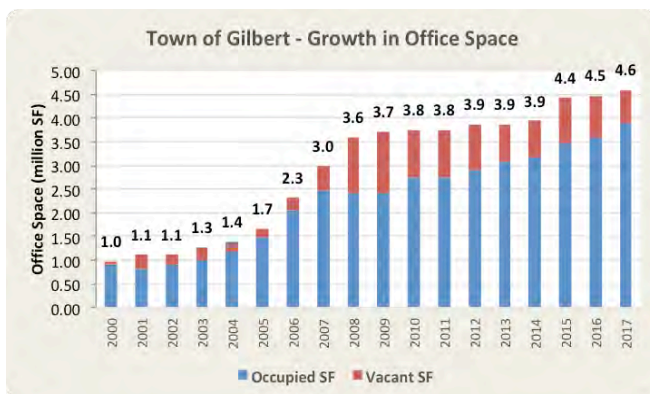
Whereas retail space closer in to the Heritage District demanded higher rents, office space within five miles of the district had slightly lower gross direct rent compared to the town average. In 2017 the gross direct rent within the five-mile area was \$21.40 and for the Town of Gilbert was \$24.06.



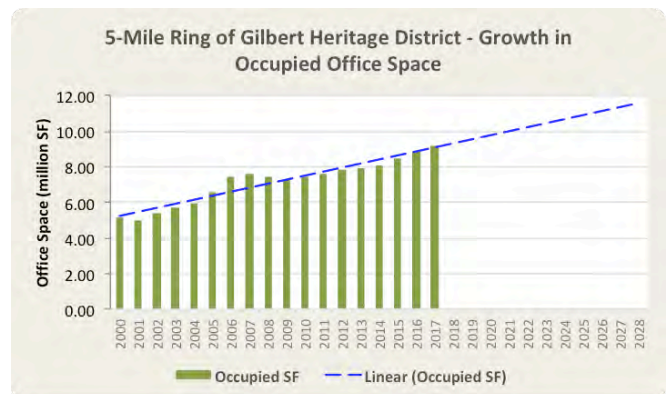
Source: CoStar

Office Demand Growth

- Costar's historic office space data was used to determine average annual growth in occupied office space within a five-mile radius of the Heritage District over the 17-year period, between 2000 through 2017.
- LEG then adjusted this average annual square footage growth down by ten percent, since the market has matured since the early 2000s, over the next ten years, growth in office space demand is expected to slow. The adjusted growth in office space demand is approximately 212,200 square feet per year.
- This annual growth in square footage was used to project occupied office space within the five-mile area in 2018 and 2028.
- A vacancy rate of 15 percent is applied to estimate a total demand for 2.5 million square feet of office space between 2018 and 2028.
- To check the reasonableness of this estimate, LEG graphed the historic trend in occupied office space and created a trend line to forecast demand through 2018. The resulting estimate is within ten percent of the calculated demand for office space.



Source: CoStar



Source: CoStar; LEG

- LEG estimates the Heritage District can capture between 15 to 25 percent of the demand within five miles.
- Gilbert currently has a new, four-story office building currently under construction or in planning application located within in Heritage District.

The office space demand forecast for the Gilbert Heritage District ranges from a low of 334,000 square feet to a high of 580,000 square feet for the ten-year period from 2018 to 2028. This demand estimate is net of the space already in the pipeline.

TABLE 17
OFFICE SPACE TRENDS IN MARICOPA COUNTY - See Demand Forecast at Bottom

Year	Inventory		Vacant SF		Occupancy	Net Absorp	Office Gross
	Bldgs	Inventory SF	Direct	Occupancy SF	%	SF Direct	Rent Direct
YTD	8,300	173,740,137	24,629,318	147,797,221	85.1	1,609,609	\$24.83
2016	8,287	172,399,785	24,896,760	146,241,657	84.8	3,844,396	\$23.24
2015	8,270	170,245,480	26,586,851	142,855,858	83.9	3,691,751	\$22.03
2014	8,254	167,219,380	27,252,502	139,168,306	83.2	2,857,025	\$21.05
2013	8,260	166,526,882	29,417,029	136,298,210	81.8	1,440,516	\$20.16
2012	8,274	166,667,987	30,998,650	134,639,777	80.8	2,962,171	\$19.86
2011	8,278	165,394,608	32,683,090	131,590,489	79.6	1,122,995	\$20.36
2010	8,287	164,826,310	33,237,787	130,401,595	79.1	115,764	\$21.37
2009	8,281	163,509,768	32,037,009	130,182,843	79.6	-2,018,878	\$22.90
2008	8,237	160,912,542	27,420,905	131,864,007	81.9	73,933	\$25.37
2007	7,971	153,305,508	19,887,804	132,308,304	86.3	3,025,658	\$25.71
2006	7,542	144,678,192	14,286,146	129,457,862	89.5	7,477,519	\$24.22
2005	7,064	138,179,438	15,270,665	121,951,629	88.3	7,517,767	\$21.89
2004	6,657	133,781,426	18,390,237	114,233,120	85.4	4,201,882	\$19.91
2003	6,333	128,207,910	17,096,603	109,749,316	85.6	4,635,605	\$19.59
2002	6,108	124,056,482	17,582,983	104,654,642	84.4	1,407,149	\$20.00
2001	5,951	120,103,624	15,043,476	103,251,148	86.0	3,613,600	\$20.76
2000	5,728	112,591,641	11,165,093	100,458,524	89.2	3,512,851	\$20.45
1999	5,545	106,993,740	9,089,493	97,111,149	90.8	3,814,604	\$20.18
<i>Average Annual Growth Occupied SF 2000-2017</i>				<i>2,784,629</i>			

Source: Costar

TABLE 18
OFFICE SPACE TRENDS WITHIN A 5-MILE RING OF GILBERT HERITAGE DISTRICT

Year	Inventory Bldgs	Inventory SF	Vacant SF Direct	Occupancy SF	Occupancy %	Net Absorp SF Direct	Office Gross Rent Direct
YTD	866	10,408,406	1,163,127	9,195,847	88.4	328,619	\$21.40
2016	863	10,331,792	1,415,132	8,892,651	86.1	380,525	\$20.07
2015	856	10,217,760	1,681,625	8,483,396	83.0	404,909	\$19.82
2014	850	9,917,413	1,786,187	8,115,225	81.8	199,569	\$18.94
2013	848	9,931,874	2,000,217	7,910,748	79.7	114,612	\$17.83
2012	848	9,931,874	2,114,829	7,804,933	78.6	216,711	\$17.81
2011	844	9,704,168	2,103,834	7,593,307	78.2	101,190	\$18.52
2010	845	9,711,421	2,212,277	7,457,105	76.8	201,913	\$19.89
2009	848	9,718,043	2,420,812	7,260,880	74.7	-229,670	\$20.91
2008	848	9,604,601	2,077,700	7,483,393	77.9	-117,579	\$23.87
2007	812	9,171,318	1,526,838	7,596,510	82.8	198,415	\$24.33
2006	755	8,360,604	914,539	7,423,812	88.8	848,061	\$22.97
2005	664	7,480,750	882,746	6,585,954	88.0	612,661	\$20.17
2004	607	7,046,774	1,061,431	5,934,353	84.2	242,435	\$19.13
2003	578	6,738,464	995,556	5,727,681	85.0	359,720	\$18.58
2002	534	6,392,821	1,009,633	5,356,343	83.8	319,510	\$19.54
2001	501	6,141,592	1,077,914	5,026,207	81.8	-130,212	\$18.76
2000	475	5,815,155	621,265	5,186,772	89.2	351,850	\$17.91
1999	448	5,228,224	386,184	4,830,401	92.4	146,652	\$18.17

Average Annual Growth Occupied SF 2000-2017 235,828

Source: Costar

TABLE 19
OFFICE SPACE TRENDS IN TOWN OF GILBERT

Year	Inventory Bldgs	Inventory SF	Vacant SF Direct	Occupancy SF	Occupancy %	Net Absorp SF Direct	Office Gross Rent Direct
YTD	360	4,595,765	685,607	3,901,942	84.9	311,328	\$24.06
2016	355	4,471,420	872,590	3,596,376	80.4	138,309	\$23.10
2015	348	4,419,891	959,370	3,458,422	78.2	278,099	\$22.92
2014	339	3,937,255	754,833	3,180,263	80.8	109,697	\$21.58
2013	338	3,865,996	793,271	3,070,566	79.4	185,187	\$19.72
2012	338	3,865,996	978,458	2,885,480	74.6	132,697	\$20.32
2011	335	3,753,341	998,500	2,752,783	73.3	14,878	\$20.53
2010	335	3,753,341	1,013,378	2,739,963	73.0	322,437	\$22.94
2009	333	3,703,929	1,286,403	2,407,476	65.0	-4,096	\$23.31
2008	331	3,588,629	1,167,007	2,415,429	67.3	-58,387	\$26.89
2007	295	2,990,442	510,433	2,463,198	82.4	421,402	\$27.03
2006	237	2,312,164	253,557	2,051,757	88.7	564,925	\$25.91
2005	146	1,667,557	173,875	1,493,682	89.6	314,031	\$22.19
2004	104	1,389,066	209,415	1,169,571	84.2	165,826	\$19.15
2003	90	1,274,923	261,098	1,013,825	79.5	111,086	\$14.69
2002	72	1,120,767	218,028	897,326	80.1	88,249	\$18.45
2001	68	1,106,976	292,486	814,490	73.6	-91,065	\$16.64
2000	54	976,796	71,241	905,555	92.7	111,412	\$14.89
1999	51	906,444	112,301	794,143	87.6	106,928	\$15.79

Average Annual Growth Occupied SF 2000-2017 176,258

Source: Costar

TABLE 20
TOWN OF GILBERT AND HERITAGE DISTRICT OFFICE DEMAND FORECAST

	Average	Adj	Projected Growth at		Change
	Annual		Factor @	Adjusted Pace (SF)	
	Growth (SF)		2018	2028	2018-2028
Within 5 Miles of Gilbert Heritage District	235,825	212,243	9,408,043	11,530,469	2,122,427
Add Vacancy Allowance @	15.0%		11,068,285	13,565,258	2,496,972
Heritage District Share of 5-Mile Radius Demand (SF)					
Low Share @	15.0%				374,546
High Share @	25.0%				624,243
<i>Currently Under Construction or in Planning Application</i>					-40,423
Heritage District Office Space Demand					
Low Demand Estimate					334,123
High Demand Estimate					583,820

Source: Land Econ Group

Hotel Demand

Over the past six years, Gilbert’s hotel market has grown steadily, as indicated by the town’s hotel/motel TPT collection. In 2011, total room revenue was \$5.6 million. Room revenue more than doubled four years later, to \$11.9 million in 2015. By 2017 total room revenue had grown to \$13.3 million.



Source: Gilbert 2016 Comprehensive Annual Financial Report

The town’s hotel inventory has 6 hotels and 684 rooms. The average hotel property size is 114 rooms. There are two new hotels planned in Gilbert, Home2 Suites and Candlewood Suites, both of which are just over 100 rooms each. Currently, there are no hotels in the Heritage District nor any hotels planned for the district.

Over the next ten years, LEG estimates that the Heritage District could reasonably support between 120 to 350 additional hotel rooms. The high estimate of additional rooms could be accommodated in two hotel properties, one of which should be a full service hotel, with function rooms and event space. A conference center with a direct connection to the hotel can be considered, given a suitable location and site planning.

TABLE 21
TOWN OF GILBERT HOTEL/MOTEL ROOM REVENUE TREND

Fiscal Year	TPT Collection for Hotel/Motel	Gilbert TPT Rate	Room Revenue	Percentage Change
2011	\$252,974	4.5%	5,621,654	
2012	\$299,270	4.5%	6,650,453	18.3%
2013	\$377,228	4.5%	8,382,853	26.0%
2014	\$487,680	4.5%	10,837,342	29.3%
2015	\$533,870	4.5%	11,863,783	9.5%
2016	\$569,390	4.5%	12,653,106	6.7%
2017	\$599,950	4.5%	13,332,211	5.4%

Source: Town of Gilbert 2016 Comprehensive Annual Financial Report

TABLE 22
TOWN OF GILBERT HOTEL INVENTORY

Hotel Name	Year Built	Hotel Rooms
Hampton Inn & Suites	2015	101
Residence Inn by Marriott	2013	100
Double Tree Hilton	2010	121
Hyatt Place	2009	127
Hampton Inn & Suites	2008	96
Intown Suites		139
Total		684

Currently Under Construction or in Planning Application

Home 2 Suites	107
Candlewood Suites	103

MEMORANDUM

To: Cindy Trivisonno; Crandall Arambula
From: Bill Lee; Land Econ Group
Date: February 9, 2018

Tourism Strategic Plan and Downtown Gilbert Redevelopment

The Town of Gilbert has prepared three tourism documents that have some bearing on the Downtown Redevelopment Plan. These include the Tourism Needs Assessment, completed in September of 2014, and Marketing and Tourism Strategic Plan, completed in August 19, 2016. In addition, the Town had HVS prepared a Market Analysis and Feasibility Study for a Proposed Conference Center Hotel in July of 2016.

The three documents highlight several needs, opportunities or strategies are relevant to the downtown. These are discussed individually below:

- **A tourism campaign designed with tangential goal of enhancing business recruitment would better blend within Gilbert's economic development efforts.**

Clearly, a more attractive and functional downtown would enhance business recruitment and be an important asset in the Town's economic development strategy. The proposed parks, commons green, a "living room," and the development of small pedestrian scale retail/restaurant streets would all enhance the town's business recruitment appeal. The downtown work environment becomes more interesting and comfortable for employees.

Circulation and regional access improvements, such as the Vaughn "Ventilator" and the commuter rail station would be very important to employers because access to a large employment pool during the commute hours is critically important to business location.

- **Encourage hotel development has tax benefits.**

Any true great downtown has interesting hotels. Depending upon the alternative selected in the final plan, at least one and possibly three hotel sites will be introduced.

- **Potential for wedding facilities and wedding business.**

A wedding pavilion can certainly be integrated into one of the downtown parks. The proposed Festival Park certainly has the land area to develop a wedding pavilion and garden complex. Some of the larger restaurants in the Heritage District can then host the wedding banquet.

- **Shortage of convention and medium convention center space in the East Valley.**

The HVS study compared three sites for the development of a 200-room hotel and a 40,000 square feet conference center. Two suburban freeway oriented sites were compared to a Heritage District site; the sites are:

- A. Corridor 2 at North Higley just above East Baseline Road in the I-60 corridor.
- B. Corridor 4 in the 250-acre Rivulon Development site near Gilbert Road and SR-202.
- C. Heritage District on the south side of Vaughn just west of Gilbert Road.

The two suburban freeway sites were ranked above the Heritage District site. HVS cited four weaknesses in siting the conference downtown: 1) Low proximity to demand generators, 2) Low proximity to existing/planned lodging, 3) Limited potential for additional hotel development, and 4) Displacement of existing uses.

As discussed in the Redevelopment Strategy memo submitted on February 5th, a group of office employers with a few thousand office employees needs to be attracted into or around the downtown before the Heritage District becomes an appealing location for hotel and conference center development. Since during peak days, the number of conference attendees and their room requirements exceed the capacity of the conference hotel (200 rooms in the HVS case), having other hotels in the

vicinity to accommodate the overflow is important to attracting the conference center.

Displacement of existing uses is not a true constraint for the Heritage District site. It is currently a Town owned parking lot and replacement parking could be easily constructed.

- **Develop arts & culture assets to pair with “ agri - culinary” offerings.**

The Redevelopment Plan will encourage and facilitate the expansion of the Town’s arts & cultural offerings. In addition to allowing for the expansion of existing cultural facilities like the Gilbert Historical Society, the scale of many of the planned retail spaces are well suited to smaller specialty stores and art galleries. These would include the retail and restaurant spaces around the commons and the first two of blocks of the Vaughn “Ventilator” leading west from Gilbert Road. A concentration of art galleries would enhance the Heritage District’s cultural appeal.

- **Investigate and develop a signature event.**

Clearly, the “Living Room,” commons and Festival Park can all be designed to accommodate special signature events of different sizes.

- **Communicate new assets as Gilbert evolves.**

While the Marketing and Tourism Strategic Plan is largely about marketing, the Redevelopment Plan is about the strategic development of downtown assets that will also be tourism assets in the future. It is about “placemaking” which makes the town more appealing to residents, workers and visitors alike. The Plan, when adopted, protects and enhances long-term real estate value by informing new developers what they can expect on nearby properties. It will also reflect the Town’s policies, so property owners and developers do not need to spend time and resources determining what can and cannot be developed on any parcel. Finally, for those interested in investing in Downtown Gilbert, it will serve as a powerful and comprehensive marketing document.

MEMORANDUM

To: Cindy Trivisonno; Crandall Arambula
From: Bill Lee; Land Econ Group
Date: February 27, 2018

The Role of the Heritage District in Long Term Economic Development

Objectives

In the Town's *Economic Development Plan Summary* released in September of 2017, Gilbert identified seven economic development objectives. Several focused on business attraction and retention, and the Town has performed well in meeting these objectives. Four of the objectives provide direction for the future development of the Heritage District. They are as follows:

- 1) Encourage and actively identify developments that are well attuned to user preferences and enhance the built environment of Gilbert.
- 2) Bring investment to the Heritage District to fulfill the overall vision of creating a popular place to work, gather, dine, relax, shop and live.
- 3) Position the Heritage District to attract a distinct mix of retail, restaurant, office, service, and entertainment businesses that are a regional draw.
- 4) Build awareness of, and capacity for, Gilbert as a tourism destination in identified market areas.

In shaping a Heritage District Master Plan that will contribute to Gilbert's long-term economic development, a review of Gilbert's current demographic composition and the opportunities and risks represented by that composition would be most helpful. We know the town has grown very rapidly over the past three decades, has a very high median household income and a well-educated population. An additional characteristic that could be ascribed to the town would be its very "suburban" character.

Demographic Characteristics by Tapestry Segment

In the Tapestry Segmentation Area Profile prepared by the Gilbert Economic Development staff based upon 2015 ESRI data, the top three tapestry segments of Gilbert households are as follows:

- Up and Coming Families – 30.9 percent
- Soccer Moms – 20.8 percent
- Boomburbs – 20.7 percent

These three top ranking tapestry segments describe over 72 percent of Gilbert households. The characteristics of each segment is summarized below.

Up and Coming Families

"Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country." Their market profile as described by ESRI is as follows:

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The home ownership percentage is 75 percent, and their median household income is \$64,000.

Soccer Moms

"Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to

new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.” Their market profile is as follows:

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.

The home ownership percentage is 86 percent, and their median household income is \$84,000.

Boomburbs

This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.

- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

Their home ownership percentage is 85 percent, and their median household income is \$105,000.

Unique and Kool

These three tapestry segments indicate that young families with good education background and living in newly built single-family homes dominate Gilbert. The implications for near term economic development are an abundance of young, well-educated and energetic workers likely to remain in the community for some time. The quality of local schools will be a major concern of this population. For many families seeking a suburban lifestyle, Gilbert represents the “American Dream.”

The challenges for Gilbert are in the more distant future. As the population and housing stock ages for the next two or three decades, this suburban American Dream could easily be viewed as “boring” by the next generation of college graduates seeking employment and an interesting community in which to live. The role of the Heritage District is to ensure that Gilbert does not simply become viewed as a series of suburbs but provides both a unique sense of place and a “kool” factor that attracts the next generation who wish to live and work here. Without a master plan that guides the development of the Heritage District that into a place that is both unique and kool, Gilbert risks being defined by residential subdivisions and suburban shopping centers as “any town USA.” The future of the downtown needs to incorporate a touch of Austin, Texas or Portland, Oregon integrated with its own history. The foundation being laid by this Heritage District Master Plan needs to serve not only the current generation of Gilbert residents, workers and visitors but the next generation and the one after that as well.

