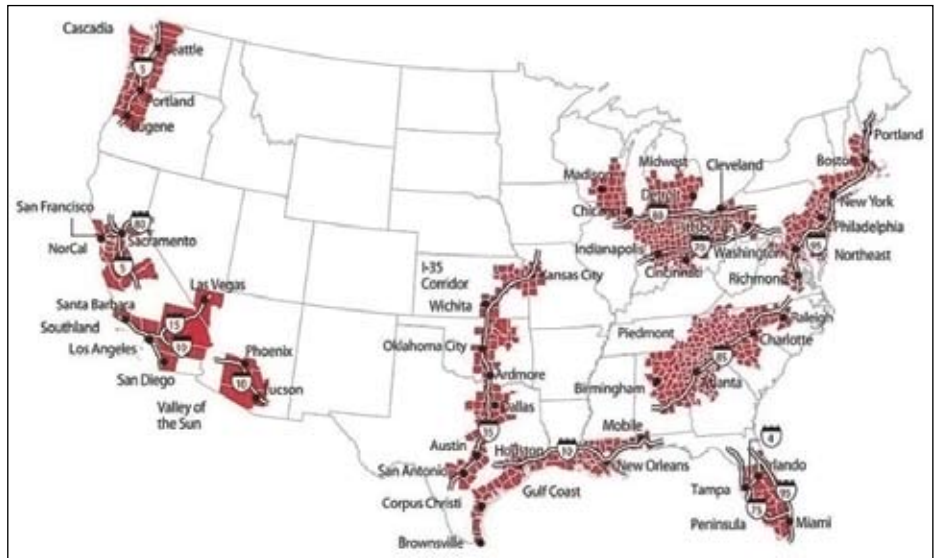


The Future of our Region: Promises & Perils of the East Valley and Northern Pinal County

What will our region look like in 50 years?

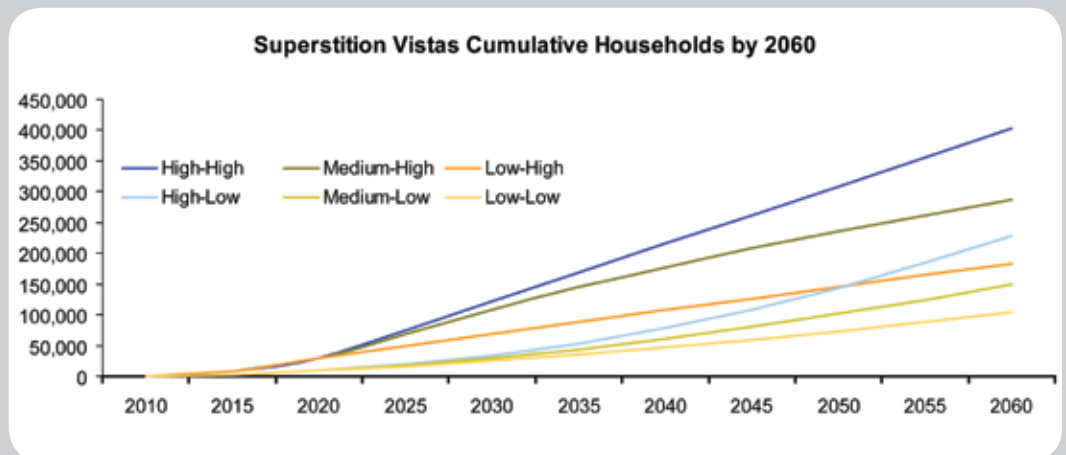
The US Census Bureau estimates that the United States will reach well over 400 million and possibly as high as 645 million people by 2060. However, some regions will grow faster than others. America's recent growth centers have been in the western and southern parts of the country, and focused on a few urban areas. It is likely that population increases will be largely located within emerging "megapolitan" areas. Megapolitan refers to networks of metropolitan and micropolitan areas, focusing on the increasing role of linkages between multiple metro areas. The Sun Corridor, the megapolitan area which includes Phoenix and Tucson is projected to grow by at least 10 million people by 2040.



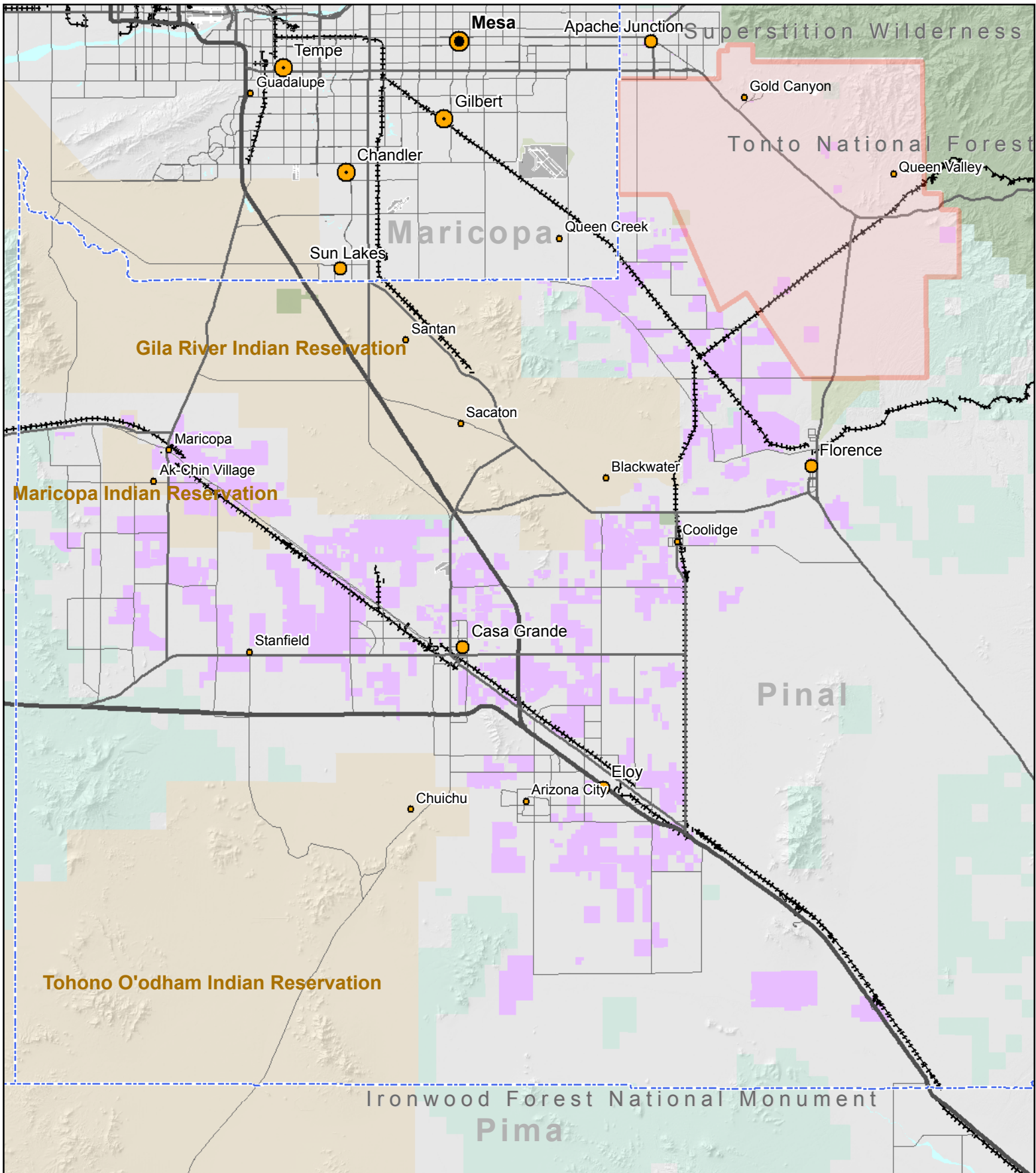
The forecasts for East Valley and Pinal County described in this handout have been created with the country's demographic trends in mind. The population is aging, with increasing population shares in every age group over 65. Meanwhile, as the population ages and households which include children decline, the average household size is projected to decrease. This will drive the need for an increase in apartments and condos and a decrease in the need for single family homes.

Since 1990, the Southeast Valley, including Tempe, Mesa, Chandler and Apache Junction, has captured 31% of the Phoenix region's growth. Surveys show that potential housing consumers prefer the valley's eastern quadrants. As in many metro areas, most of the developable land in the Phoenix region is located at the edges of existing urban areas. Superstition Vistas is but one example of a prime opportunity area that is a large, relatively flat, under single ownership and located at the edge of current growth.

For the Superstition Vistas project, a range of growth projections have been created from a high regional growth rate with a large percentage of that growth captured in Superstition Vistas ("high-high") to a low regional growth rate with low amounts of growth in Superstition Vistas ("low-low"). Depending on decisions made at the regional and sub-regional levels, Superstition Vistas could range from 261,000 people to over one million.



Superstition Vistas (Only) Average Annual Household Growth 2010-2060



Our Region Today

Federal Land

- Bureau of Land Management & Bureau of Reclamation
- Department of Defense
- Forest Service, Fish and Wildlife Service, & National Park Service
- Reservation

Boundaries

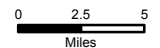
- Superstition Vista
- County Boundary
- Development Projects

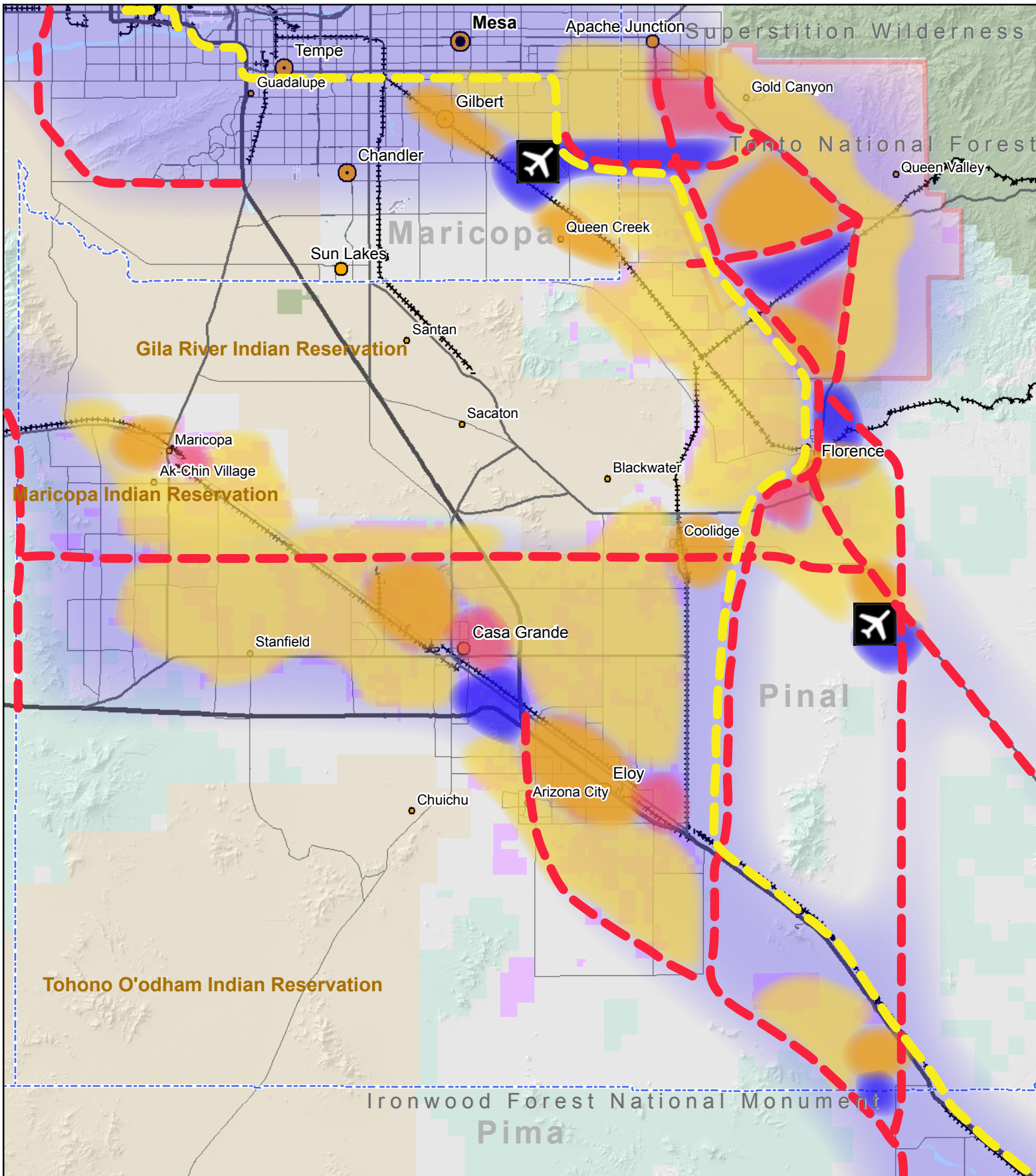
Infrastructure

- Interstate
- Highway
- Major Road
- Rail Road
- Airport

Places

- Population
- 0 - 10,000
 - 10,000 - 50,000
 - 50,000 - 250,000
 - 250,000 - 1,000,000
 - Above 1,000,000





Our Future Region?

Federal Land

- Bureau of Land Management & Bureau of Reclamation
- Department of Defense
- Forest Service, Fish and Wildlife Service, & National Park Service
- Reservation

Boundaries

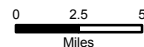
- Superstition Vista
- County Boundary
- Development Projects

Future Growth Areas

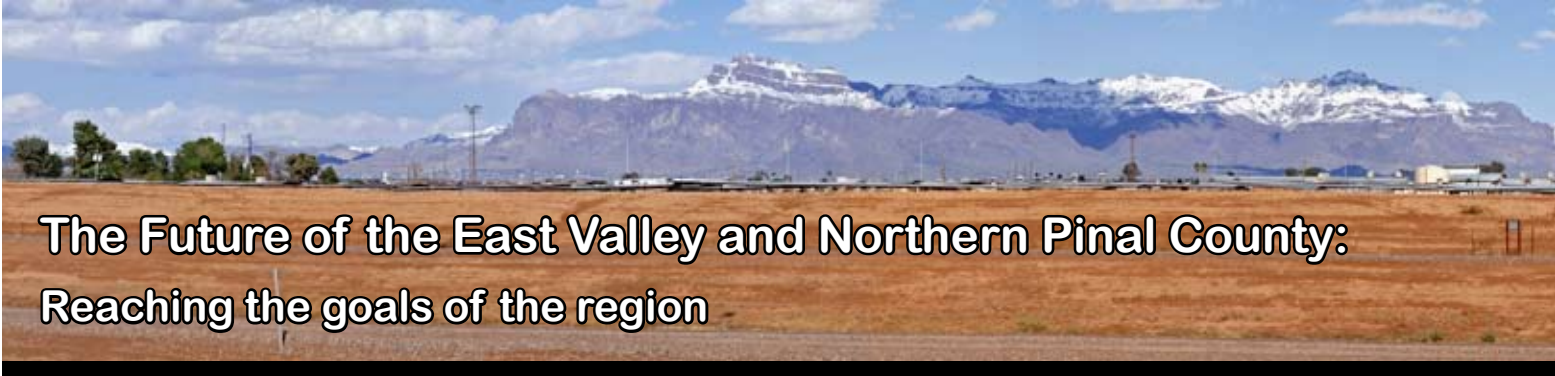
- Urban Core
- Employment
- Retail
- Residential



Superstition Vistas



FREGONESE ASSOCIATES



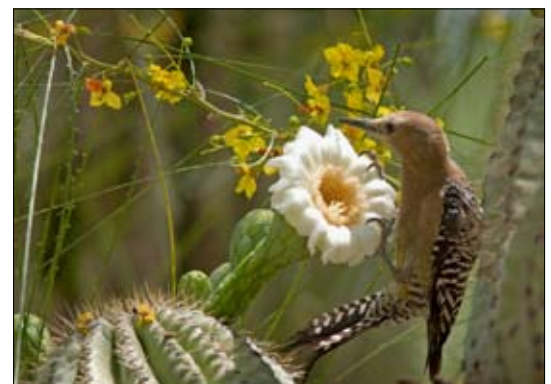
The Future of the East Valley and Northern Pinal County: Reaching the goals of the region

The East Valley can take steps to set itself up to capture a high percentage of this growth. First, it must develop necessary infrastructure, including roads, public transportation and urban services, to support a relatively dense community. We also need to plan for significantly-sized and well-located employment areas that will attract employers, particularly near the Phoenix-Mesa Gateway and elsewhere in the area. If the East Valley is planned with inadequate infrastructure and develops as a bedroom community, it will have a difficult time attracting new regional growth.

The following are essential catalysts to ensure that the East Valley grows with a balance of jobs and housing, and in a sustainable form.



TYPE OF CATALYST	REQUIRED INTENSITY OF CATALYST TO ACHIEVE <i>HIGH SCENARIO</i> CAPTURE
Higher Education	New public or private university on site
Phoenix-Mesa Gateway Influence	Significance of John Wayne Airport
Freeways	Viable alternative to I-10 through SV
Commuter Rail	Connections to Phoenix and Pinal, within SV
Heavy (Freight) Rail	Minimal (connects to the grid)
Health Care/Health Sciences	Destination health campus, emphasis on research
Major Employer Campuses/National Headquarters	Several regional HQs, one or two national HQs
Open Spaces and Parks/Recreation	Comprehensive regional open space strategy
Resort/Hospitality/Tourism/Entertainment	Visitation patterns established; resort/convention hotels
Cultural Amenities	Cultural facilities of regional importance
Energy Sustainability/Climate	Leading edge of best practices



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