



THE SMART PLACE TO BE®

WEEKLY UPDATE

COMMUNITY DEVELOPMENT DEPARTMENT

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LET'S DO LAUNCH!

With kangaroos taking over Tempe on Wednesday, Australian-based **Constellation Property Group** celebrated the beginning of sales for its new condominium and hotel project.

Located at College Avenue and Veterans Way across from Sun Devil Stadium, **Stadium Tower** and **Lumina Hotel** are new concepts from the creators of the **W Hotel** brand. The 20-story Stadium Tower condominiums took deposits on many of the 240+ units available on the opening day of sales. Lumina will offer 25 condominiums, 205 hotel rooms and 50,000 square feet of play space, including restaurants and bars, meeting space and 30,000 square feet of luxury pool and spa area. The Tempe hotel is the first and largest of three planned in the States, with the other two located in Austin and San Diego.

constellationproperty.com/tempe

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SNEAK-A-PEAK

About 150 people took a hard hat tour of the soon to open **Tempe Marketplace**. Mayor **Hugh Hallman** complimented **Vestar Development** on developing what was once a brownfield into one of the most beneficial shopping areas in Arizona. **Stephanie Nowack** pledged that the **Tempe Convention and Visitors Bureau** will begin promoting the mall in its campaigns. Shopping is the most popular activity for tourists. Shops at the 1.3 million square foot retail center will begin to open next month. In June, **Dan Harkins** will open **Harkins Cine Capri at Tempe Marketplace 16**. Target will also open in late May / early June. For a complete shopping, dining and entertainment list, visit tempemarketplace.com.



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WEB

The Tempe Town Lake and the Business websites have had great traffic so far in April. Ranking the 20th and 21st most popular sites in the city, nearly 7,500 people went to the Tempe Town Lake main page and more than 7,300 people viewed the Tempe Business page. Community Development's webpage also ranked 81st with 1,500 hits. Within the main web pages, weather, Splash Playground, Tempe Beach Park and boating were among the most popular hits for Tempe Town Lake. For Business, people were most interested in the statistical page and the development report. The increase in traffic to the Business page can be attributed to the prominence on the City's new web design, which makes it much easier for people to find their way to the site.

tempe.gov/business
tempe.gov/comdev



SPLISH, SPLASH!

At last, the **COX Communications Splash Playground** opens this Saturday for the 2007 season. Naming rights to Splash Playground were arranged through the Rio Salado Town Lake Foundation. Signs to acknowledge the generous sponsorship was installed last week for the playground's opening. Staff is planning to set a date to have COX employees and their children visit the COX Splash Playground, which is open daily from 10AM to 8PM through 30 September 2007.

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