



COMMUNITY DEVELOPMENTS

MAY
30
2008

CHRIS SALOMONE, Community Development Department Manager 480.350.8294 chris_salomone@tempe.gov

TEMPE'S FRESH & EASY

Southern California-based **Fresh & Easy** has announced their first Tempe location at Baseline and Kyrene which will open by the end of 2008. At 10,000 SF, the neighborhood markets are smaller than typical supermarkets with easy-to-shop aisles to offer a faster, easier shopping experience. At the store's grand opening a \$1,000 donation will be made to a local charity. Nominations can be made online [www.freshandeasy.com/charity_voting] closer to the opening date and the store employees will then choose a winner. F&E will offer a carefully selected range of 'Fresh & Easy' label and national brand products at affordable prices, including high quality meat and fresh produce. Private label F&E products contain no artificial colors or flavors, no added trans fats, and only use preservatives when absolutely necessary. Fresh & Easy is also considerate to its neighbors and aims to reduce its impact on the environment. Entry level positions start at \$9 / hour, and include a quarterly bonus of up to 10%. All store employees who work over 20 hours a week are eligible for medical, prescription drug, dental and vision coverage with Fresh & Easy paying 75% of the cost. www.freshandeasy.com/



INTERNATIONAL COUNCIL OF SHOPPING CENTERS

Last week, Tempe and DTC staff attended the **International Council of Shopping Centers** spring convention in Las Vegas. This annual convention is the largest retail and development event in the United States and provides an opportunity for retailers to highlight their latest concepts and allows both the private sector and public sector with our 40,000 participants to meet and explore new development opportunities for neighborhood, power and mall retailers.

www.icsc.org/



SHERI WAKEFIELD-SAENZ, Economic Development 480.350.8812 sheri_wake@eld-saenz@tempe.gov



HIGH-5

Sotelo Condominiums have topped out their five-story buildings. The first residents are scheduled to move into their new homes in mid-August. Sotelo will offer 170 modern, affordable urban flats starting at \$285,000. The development is situated at the foot of the Papago Mountains on College and Weber, across the street from the **Arizona Historical Museum** and along the Green Line Riparian Area of the **Carl Hayden Campus for Sustainability**. Visit <http://www.soteloliving.com/> for details or call Dawn Hastings, 480.804.9500, dhastings@swensonrealtygroup.com. For an overview of the area, visit www.tempe.gov/maps and click 'Other Development'.



KRIS BAXTER, Marketing Specialist 480.858.2059 kris_baxter@tempe.gov

STARDUST

The **Stardust Center for Affordable Homes and the Family** opened its doors at the ASU Downtown Campus in January 2005, with initial funding from a gift from **Jerry Bisgrove** and the **Stardust Foundation**. Through research, educational outreach, advocacy and design innovation, the ASU Stardust Center for Affordable Homes and the Family supports organizations, neighborhoods, and professionals in their efforts to improve the growth of quality affordable homes and sustainable communities. The **Stardust Center** has created a new website to showcase their ongoing work, and will continue to upload more content over the next few weeks. Should you have any questions or comments, please contact **Sharon Haugen** at the College of Design [sharon.haugen@asu.edu or 480.965.6384].

<http://stardust.asu.edu/>



NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION



THIS PLACE MATTERS

Tempe recently made Arizona's first appearance in "This Place Matters" National Preservation Month posting for Monti's La Casa Vieja! Special thanks to Pam Goronkin and Casaundra Brown at DTC for organizing the photo shoot!
http://my.preservationnation.org/site/News2?news_iv_ctrl=-1&cmd=articles&page=NewsArticle&security=1762&id=7995&start=10

PAM GORONKIN, Executive Director DTC 480.921.2300 pam@downtowntempe.com



THE GOOD EGGS

15 duck eggs arrived last week from ducks that have made Town Lake Marina their home for over 9 months. 'Momma Duck' decided to lay them on decomposed granite next to the boat ramp, in a very busy area. Town Lake staff helped her obtain material to make a nest using borrowed hay from the stables next door and palm fronds. Surprisingly, she took to the new materials with gratitude without so much as ruffling a feather. She goes into the water often, and then returns to get the eggs wet so they keep cool, as the moisture helps prevent the eggs from cracking. 'Momma Duck' and her companion are very friendly and doing fine.



NANCY RYAN, Rio Salado Manager 480.350.8096 nancy_ryan@tempe.gov

CONGRADS...

Congratulations to Community Development employees Liz Chavez, Maryna Leyvas and Michael Spencer who recently earned their Associate of Arts degree from Gateway Community College. These grads participated on the City's Co-Hort Program through the Tempe Learning Center, which included 5 to 8-week units over a 3-year period. Congrats!



PARKiT RIGHT HERE >

Based on Council direction provided at the February 21, 2008 Issue Review Session, a small working group, consisting of representatives of the Downtown Tempe Community [DTC], Field Operations, Community Development, and Transportation, met to develop a plan to revise the downtown parking signage system and to identify improvements and costs for potential temporary parking lots in Downtown Tempe. The group identified the need to create a simple, more universal standard sign to direct motorists to parking areas in the downtown. It was agreed the universal parking symbol with directional arrows with blue background and white text would be used. It was also agreed the current DTC "ParkiT" logo would be used as a subset of the standard sign to indicate that a parking area was part of the downtown parking validation system [shown left].

To help motorists find their way to parking areas with the highest available parking spaces, the group developed a wayfinder concept plan that:

- > Places a set of perimeter directional signs on Mill Ave., University Dr. and Rio Salado, prior to entering downtown, to route motorists to one of the following parking garages and lots including ASU Foundation, Brickyard, Centerpoint, Hayden Square, Hayden Square West and Suncor.
- > Places a set of interior directional signs on Mill Ave. between University Dr. and Rio Salado Pkwy., and 5th St. between College Ave. and Ash Ave. to route motorists to the most immediate parking garage.
- > Places banners whenever possible at the entrances to parking garages.

NEIL CALFEE, Deputy Community Development Manager 480.350.2912 neil_calfee@tempe.gov



48"

30"