



## **What is the Discovery Triangle?**

The Discovery Triangle is a 25-square-mile economic growth area in the heart of Arizona's Valley of Sun.

The 16,000-acre region, which encompasses the dense urban areas of downtown Tempe and Phoenix, as well as the expansive outdoors of Papago Park, offers an amenity-rich environment for businesses and residents.

The Discovery Triangle capitalizes on existing infrastructure, transportation corridors and hundreds of cutting-edge companies by connecting assets to foster a spirit of innovation. Its inclusion of top-tier higher educational institutions provides the source for a well-educated workforce, while its immediate proximity to Phoenix Sky Harbor International Airport provides a gateway to the world.

Balanced by nature, arts, culture, professional sports and a variety of affordable housing options, its quality-of-life appeal is a huge attraction to all types of businesses ranging from large corporations to budding entrepreneurial ventures.

Those seeking to plant their roots in the Discovery Triangle find that it's not only an economically viable, fertile ground for new ideas, but also an extremely desirable choice for their overall lifestyle.

## **Why this geographic region?**

Energy costs are rising. Global competitiveness is increasing. Generational shifts are underway.

The opportunity is upon us to leverage existing assets at the center of our region to create stronger, better, more sustainable ones. Urban thinkers and forward-looking developers know successful communities will attract the best people - and jobs will follow.

That's why the redevelopment wheels are spinning on a 25-year vision for the Discovery Triangle to become a global center for innovation, education, leadership and overall quality of life.

Recent studies, including one from the Environmental Protection Agency (EPA), indicate suburban sprawl is losing its appeal. Shorter commutes are preferred. So is easy access to a variety of amenities.

With everything from Metro Light Rail and Sky Harbor International Airport to Arizona State University and Papago Park all within reach, the Discovery Triangle is already offering an ideal community for balanced living.

Fuse these resources with an already-established international business market that spans the technology, energy, bioscience and healthcare industries – and the opportunity is obvious.

The Discovery Triangle is born from a vision to become an urban model for redevelopment. It's a fertile economic zone bringing job growth, economic investment, global influence and enhanced living to the urban centers of Phoenix and Tempe.

### **Who is behind the Discovery Triangle?**

This is no typical urban planning experiment.

At its helm, the initiative is operated by the Discovery Triangle Development Corporation (DTDC), a not-for-profit public-private partnership. It is working extensively with residents, professionals, educators, public officials and more than 100 organizations committed to improving quality of life in the region.

As a civic entrepreneur, the DTDC strives to ensure the region reaches its optimal level of success. Not only is this group pioneering the vision for the

Discovery Triangle, but is also a community resource for the businesses and citizens who call it home.

Part of the DTDC's objective is to serve as a facilitator for companies looking to establish or expand their business in the Discovery Triangle. From the development side, they work with parties to identify the best locations to build and grow, acting as a community ombudsmen to accelerate action and assure speed to market.

To that end, the DTDC developed a Google Earth™ database documenting layers of information about the Discovery Triangle's more than 6,000 parcels. The database provides a wealth of knowledge about the hundreds of discovery companies, all k-12 schools in the area and more than 100 arts and cultural organizations.

Eleven expert groups have been gathered in areas from sustainability and education to entrepreneurship and transportation, to create a 20- to 30-year vision for the Discovery Triangle.

These leaders are volunteering their time in partnership with the DTDC to examine ways in which the natural environment can be enhanced, how public policy can help attract jobs of the future, and how the unique characteristics of existing neighborhoods can be preserved in a time of great change.

The DTDC connects the dots for opportunities and collaborative business projects wherever possible. This group of Valley visionaries is committed to encouraging new initiatives and stimulating high-value projects while promoting and marketing the assets that already exist in the region.

*The Discovery Triangle's visionaries include the City of Phoenix, City of Tempe, Arizona Public Service, Salt River Project, Schaller Anderson, Arizona State University, GateWay Community College, University of Arizona, Apollo Group, Cox Communications, Support Sky Harbor Coalition, Sundt, CB Richard Ellis, Brownstein, Hyatt, Farber & Schreck, LLP, The Flinn Foundation and The Arizona Community Foundation.*