

# MEMORANDUM



TO: Development Review Commission Chair and Members  
FROM: Ambika P. Adhikari, Principal Planner; Jacob Payne, Sr. Planner, Community Development  
DATE: August 13, 2024  
SUBJECT: Draft Southwest Tempe Character Area 6 Plan

---

## INTRODUCTION

The purpose of this memo is to provide a summary review of the planning process, public outreach outcomes, and highlights of the draft Southwest Tempe Character Area Plan document, and show the next steps towards its adoption.

Staff kicked-off the character area planning process for Southwest Tempe in January 2024, and concluded the major outreach efforts in May, 2024. Based on the public input, contents of earlier character area plans, other relevant City plans, and internal research, staff created a draft Southwest Tempe Character Area Plan, and released it to the public on June 14, 2024. Public review of the draft and input opportunities will remain open all the way to its adoption.

## A SUMMARY OF THE PUBLIC OUTREACH PROCESS

An extensive public outreach process lasting four and half months was utilized to speak with the public and other stakeholders to describe the character area planning process and solicit public input. At the public meetings, and outreach events, staff provided information in English and Spanish about the project, and offered the residents, stakeholders, and the public opportunities for providing input and engage in discussions.

Two batches of direct mail postcards were sent to all residents, businesses and property owners in the project area inviting them to attend the meetings and to make comments online. Staff sent email invitations to the neighborhood associations, homeowners' associations, and apartment contacts in the project area inviting them to attend the meetings or to register comments electronically. Staff also provided the residents opportunities for one-on-one visits and phone conversations about the project. Project signage was placed in area parks and along the canals in the character area. Three online surveys were conducted to solicit public input. Staff utilized feedback from the surveys in the preparation of the draft plan.

Staff held two public meetings on March 1, one virtual at noon and one in-person in the evening. Focus group sessions were held for area businesses, faith/nonprofit, and senior communities. Staff also held meetings with planners from the surrounding jurisdictions of the Town of Guadalupe, and the cities of Chandler and Phoenix to understand the opportunities for collaboration and coordination of planning in the area. An invitation for providing input was sent to the Pascua Yaqui Tribe that lives in the Town of Guadalupe.

On June 24, 2024, staff held two public meetings to review the draft Southwest Tempe Plan, and opened an online survey from June 24 to July 22 for people to provide inputs and comments. The revised draft plan dated August 2024 addresses the comments received.

Staff made presentations about the character area 6 planning at the meetings of Development Review Commission, Historic Preservation Commission, Municipal Arts Commission, Neighborhood Advisory Commission, Sustainability and Resilience Commission, and Transportation Commission. Information on the planning process was provided to

the Mayor's Youth Advisory Commission members, and Parks, Recreation, Golf, and Double Butte Cemetery Advisory Board.

Staff has created a [website](#) for the project that includes information about the planning process for the character area, copies and recordings of presentations, meeting information, draft plan, and survey links.

## **AN OVERVIEW OF THE DRAFT PLAN CONTENT**

The 80-page long draft Southwest Tempe Character Area Plan includes an introduction to the area, its location, the purpose of the plan, a brief history of its settlement, and major traits of the area. It also provides an overview of the public outreach process, and the main inputs the residents, public, and other stakeholders provided related to their vision for the plan.

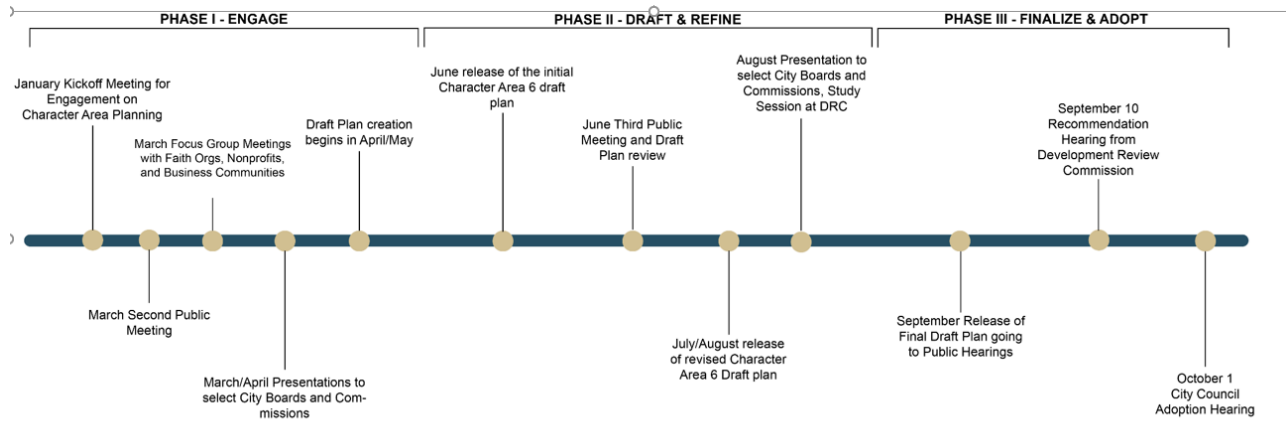
The central component of the plan is the section that provides planning, design, and placemaking principles for developments in the area. This section includes 14 elements as listed below. Each element has a preamble and the goal and is followed by several principles to achieve those goals.

- Climate Change And Extreme Heat Management
- Green Infrastructure And Green Building
- Energy Conservation
- Landscape And Shade
- Open Spaces, Public Gathering Spaces
- Walkable Environment
- Preserving Neighborhood Character
- Canal-side Path Design
- Historic Preservation
- Mobility And Connectivity
- High-quality Building Design And Material
- Affordable Housing And Aging In Place
- Public Art
- Public Health-friendly Planning

Each element is about 1 to 2 pages long, and provides principles that architects, attorneys, developers, and property owners can use as guidance while proposing any new development or redevelopment proposals in the Southwest Tempe Character Area. The City will use these principles while reviewing development proposals and for infrastructure improvement in the area.

## **NEXT STEPS AND TIMELINE**

The following figure shows the timeline and next steps related to the project.



**CHARACTER AREA 6 - PLANNING TIMELINE 2024**

During the month of August in 2024, staff will present the highlights of the revised draft plan to boards and commissions including Neighborhood Advisory Commission, Sustainability and Resilience Commission, and Development Review Commission and solicit inputs and comments.

Based on the inputs received from the public, staff will continue to revise the draft and share the revised draft publicly.

Staff will then take the final draft through the Development Review Commission and to the Council for adoption. The scheduled dates for taking the plan to Development Commission Hearing is September 10, 2024, and to the Council meeting is October 1, 2024.

**ATTACHMENT**  
[Draft Southwest Tempe Character Area Plan dated June, 2024.](#)