

Southwest Tempe Character Area 6

Review of the Draft Plan

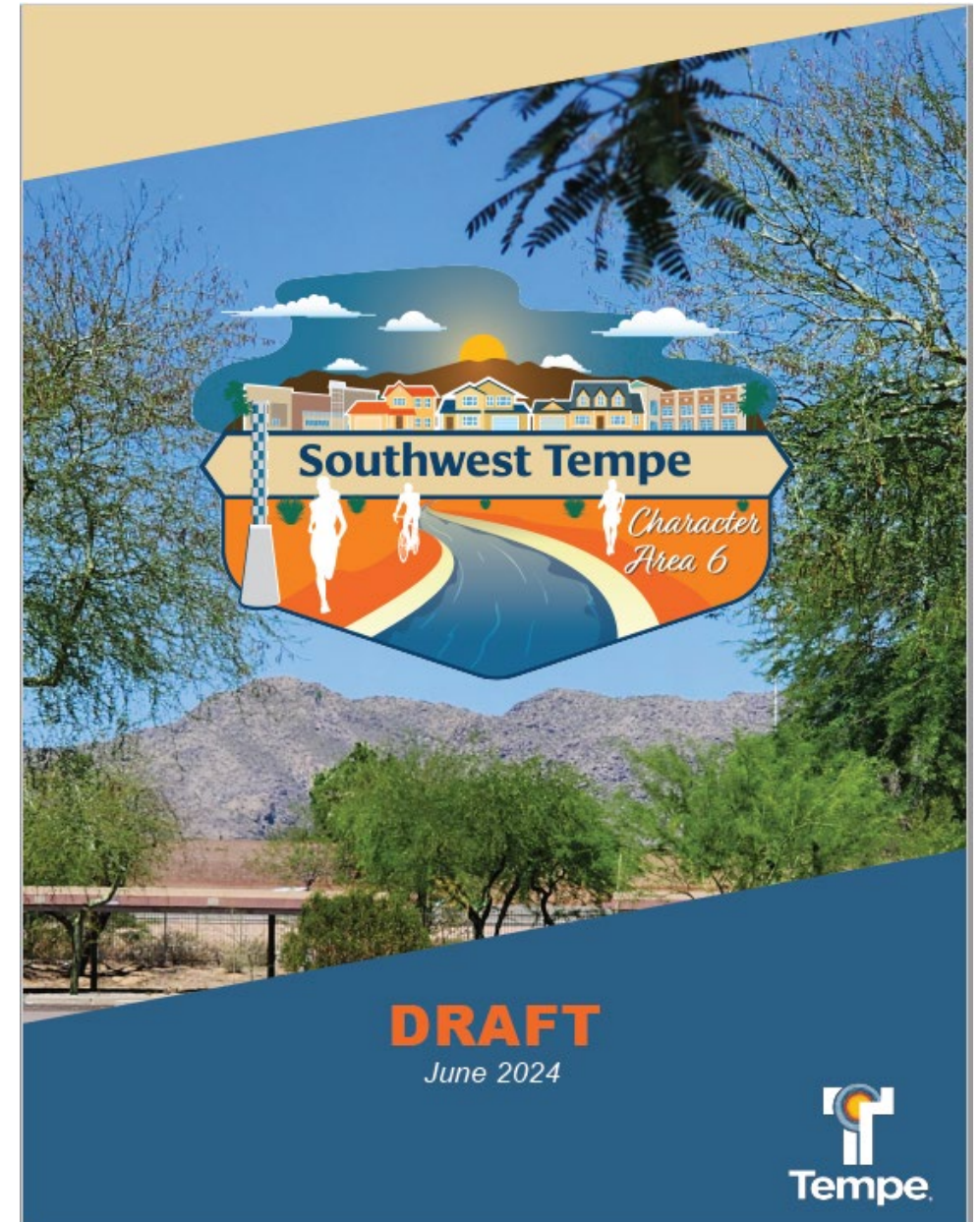
August 2024



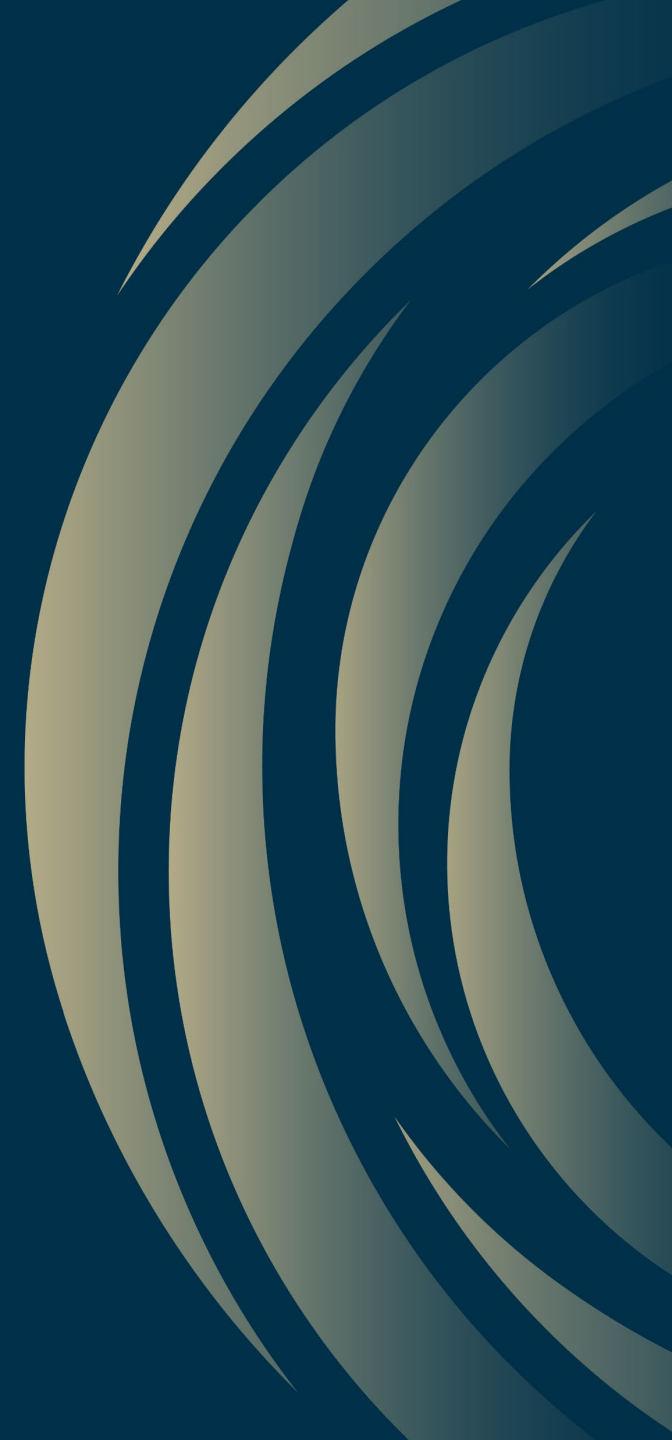


Agenda

- Character area planning process
- Public consultation overview
- Draft plan highlights
- Next steps & timeline
- Feedback, Q and A



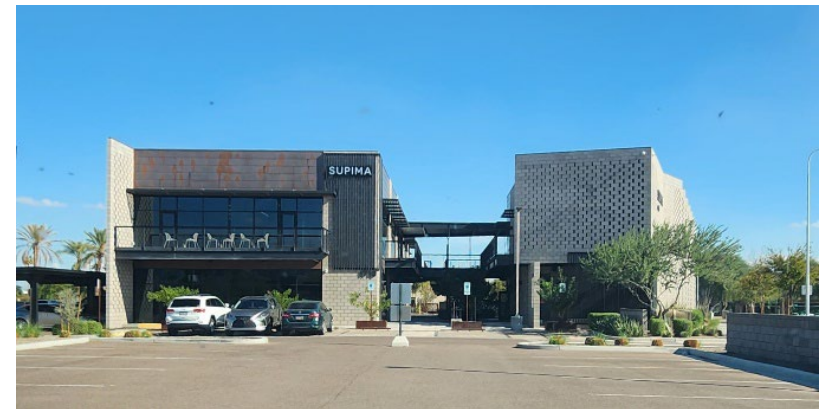
Character Area Planning Process

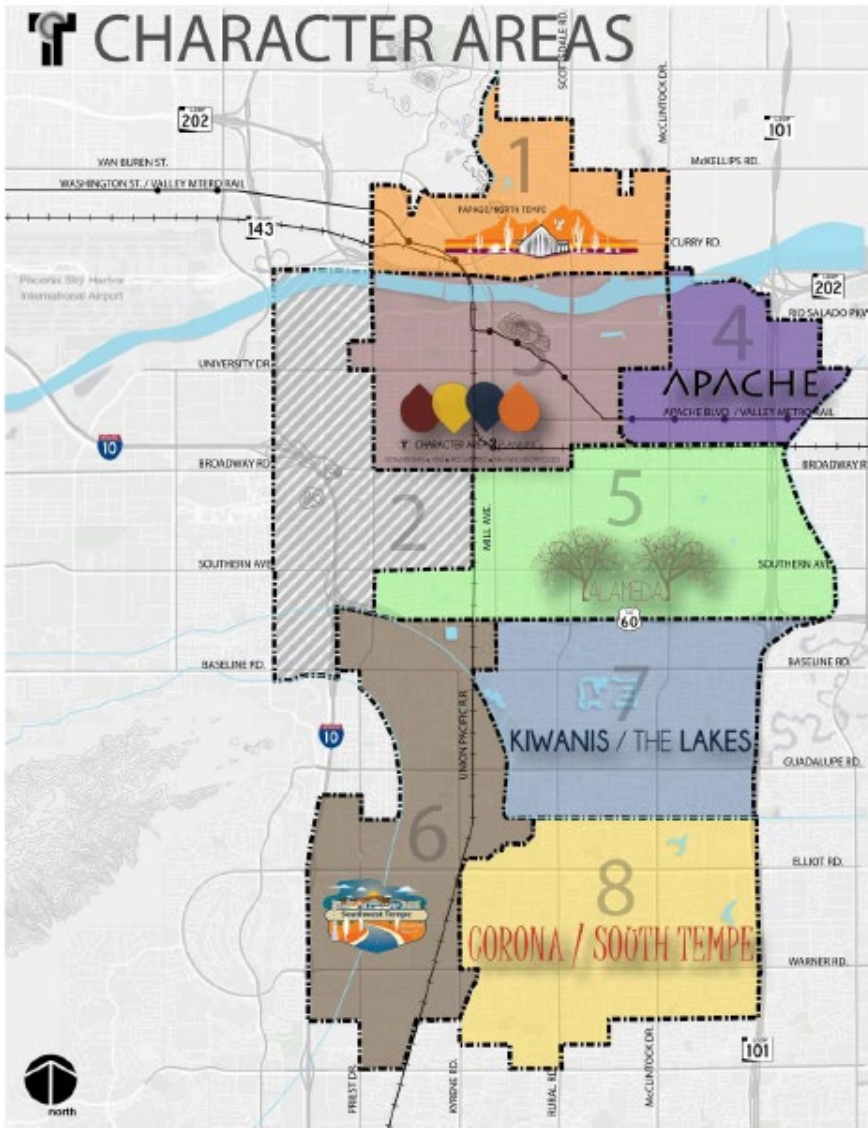




What is a Character Area?

- Common design, land use and commercial characteristics distinct from neighboring areas.
- Has similarities in age of housing, styles of architecture, street patterns, landscaping, landmarks, and/or physical barriers.





Planning status of Character Areas:

- Completed:
(CA 1, 3, 4, 5, 7, 8)
- In progress:
(CA 6)
- To be completed:
(CA 2)

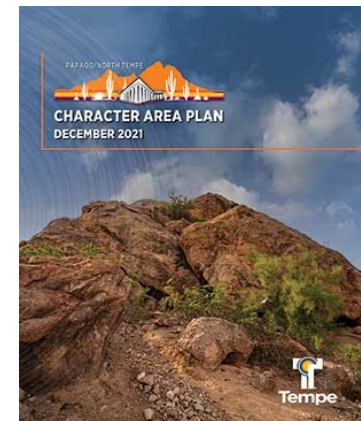
CA 6 map with boundaries →





Character Areas

- Eight in Tempe
- Important for Tempe
- Plans are policy documents, not regulatory
- Serve as reference for reviewing development proposals
- Community's long-term guiding plans



Southwest Tempe Character Area Data





City-wide Stats for Comparison (2023)

	CA-6	Tempe (2022)
Planning Area (including 0.12 sq. miles of county islands)	6.21 sq. miles	40.1 sq. miles
Population	28,450	185,950
Median Age	33.6	29.5 years
Median Household Income	\$72,769	\$64,080 (2020 \$)
Housing Units	12,630	83,039
High School diploma or higher degree	94%	93%
Owner/Renter Occupied Units	30%/70%	40%/60%

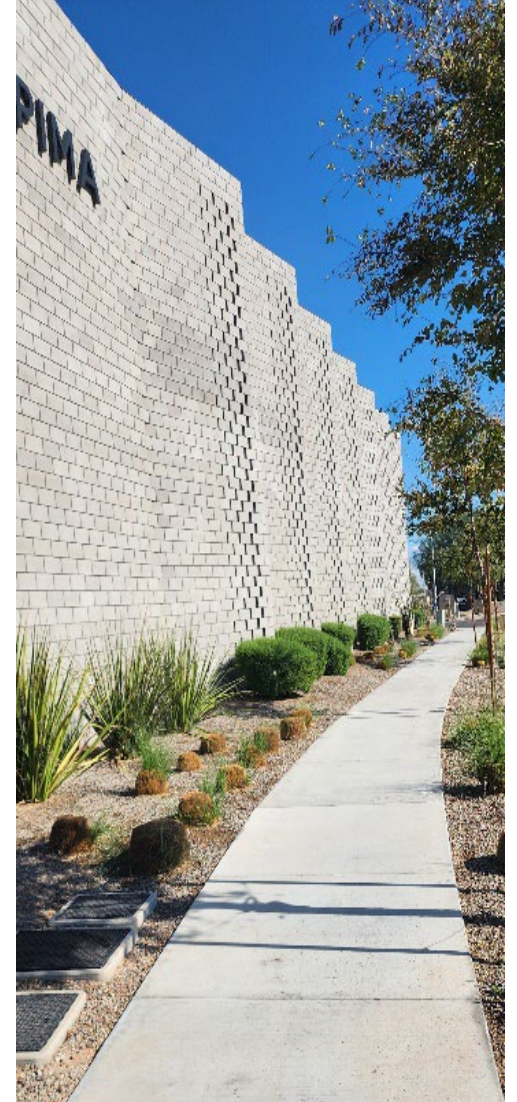
Area Traits and Images





Area Highlights - Observation

- Multi-family Residential
- Single-Family Residential
- Arizona Cardinals
- Autoplex: Car Dealership
- Big Boxes: Arizona Mills, IKEA, Costco
- Canals: Western, Highline Lateral, Kyrene Branch
- Emerald Center
- Industrial Uses
- SRP Generating Station
- Tempe Sports Complex, Arizona Cardinal HQ
- Union Pacific Railway tracks
- Vacant Sites



AREA WIDE IMAGES



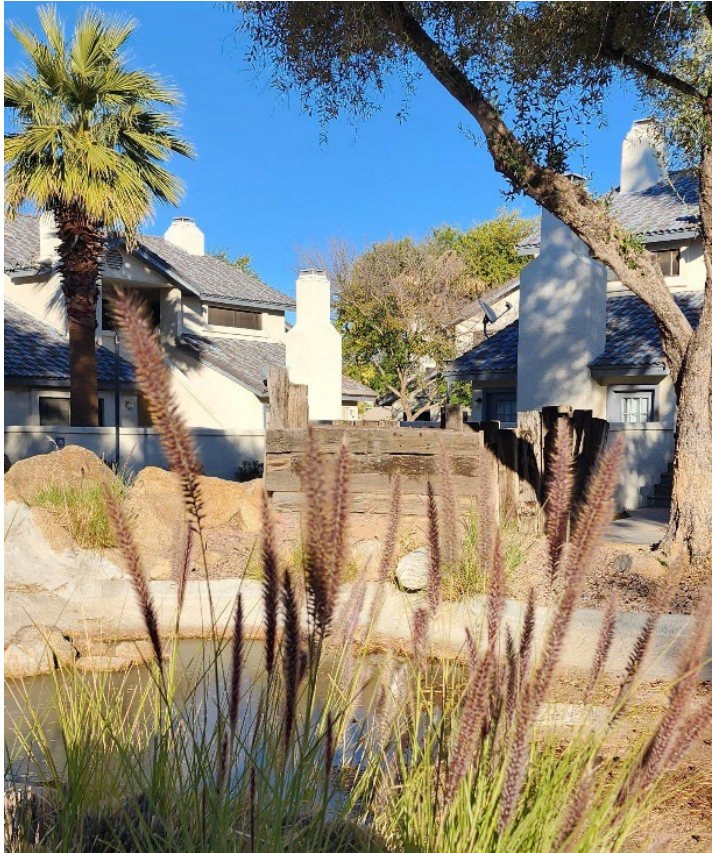
AREA WIDE IMAGES



AREA WIDE IMAGES



AREA WIDE IMAGES



AREA WIDE IMAGES



Public Outreach Process Highlights





Public Input Opportunities

Phase I - Kickoff

- 1/24-2/16 - Open Survey, 117 responses
- 1/24 - Virtual kickoff meeting
- 1/24 - Kickoff meeting at Wood Elementary School
- 1/25 - Tempe Sports Complex Dog Park Info Table
- 1/27 - Highline Canal Path Info Table
- 2/8 - Pepperwood Plaza Info Table
- 2/15 - Celaya Park Info Table



Phase 2 - Dotocracy

- 3/1-4/1 - Open Survey, 111 responses
- 3/1 - Virtual “Dotocracy” meeting
- 3/2 - “Dotocracy” meeting at Celaya Park
- 3/5 – Senior community focus group
- 3/8 – Business focus group
- 3/8 – Faith and nonprofit focus group
- 3/14 & 3/21 - Pepperwood Plaza, Campbell Park & apartment communities





Public Input Opportunities

Phase 2 continued

- 3/6 - Neighborhood Advisory Commission
- 3/12 - Transportation Commission
- 3/13 - Historic Preservation Commission
- 3/18 - Sustainability and Resilience Commission
- 3/20 Parks, Recreation, Golf, and Double Butte Cemetery Advisory Board
- 3/26 Development Review Commission
- Municipal Arts Commission (online outreach)

Phase 3 – Draft Plan

- 6/15-7/22 - Open Survey, 59 responses
- 6/24 - Virtual Draft Plan meeting
- 6/24 – In-person meeting at Tempe Public Library
- 6/21 – Online outreach to all involved in previous phases and Neighborhood Advisory Commission, Transportation Commission, Historic Preservation Commission, Sustainability and Resilience Commission, Parks, Recreation, Golf, and Double Butte Cemetery Advisory Board, Development Review Commission, Municipal Arts Commission
- 7/10-7/11 – Outreach at area apartments
- 7/15 – Campbell Park outreach





What We Heard – Common Themes

- **Aging-in-place** and volunteer opportunities for seniors
- Addition/improvement of **sidewalks** - lighting, flashing “hawk” lights for crossing
- **Canal-side trails/multi-use paths** (canal-oriented design, more path signage)
- Drone and bike delivery technologies
- Enhanced **streetscapes** (shade, bus shelters, landscaping)
- Heat mitigation strategies (**shade**, bus shelters)
- **Housing affordability** & opportunities for entry-level home ownership
- Minimize transportation noise (freeways/construction)
- Mobility/connectivity (expanded circulator routes, accessible info on circulators)
- **More art**
- Park enhancements (playground equipment, shade, water)
- Signage for contact for graffiti and other nuisances
- **Sustainability measures** (solar shades, building orientation, natural building materials)
- Support for historic preservation



Public Input Summaries with detailed feedback received:
tempe.gov/CharacterAreas

Draft Plan Overview & Example Principles

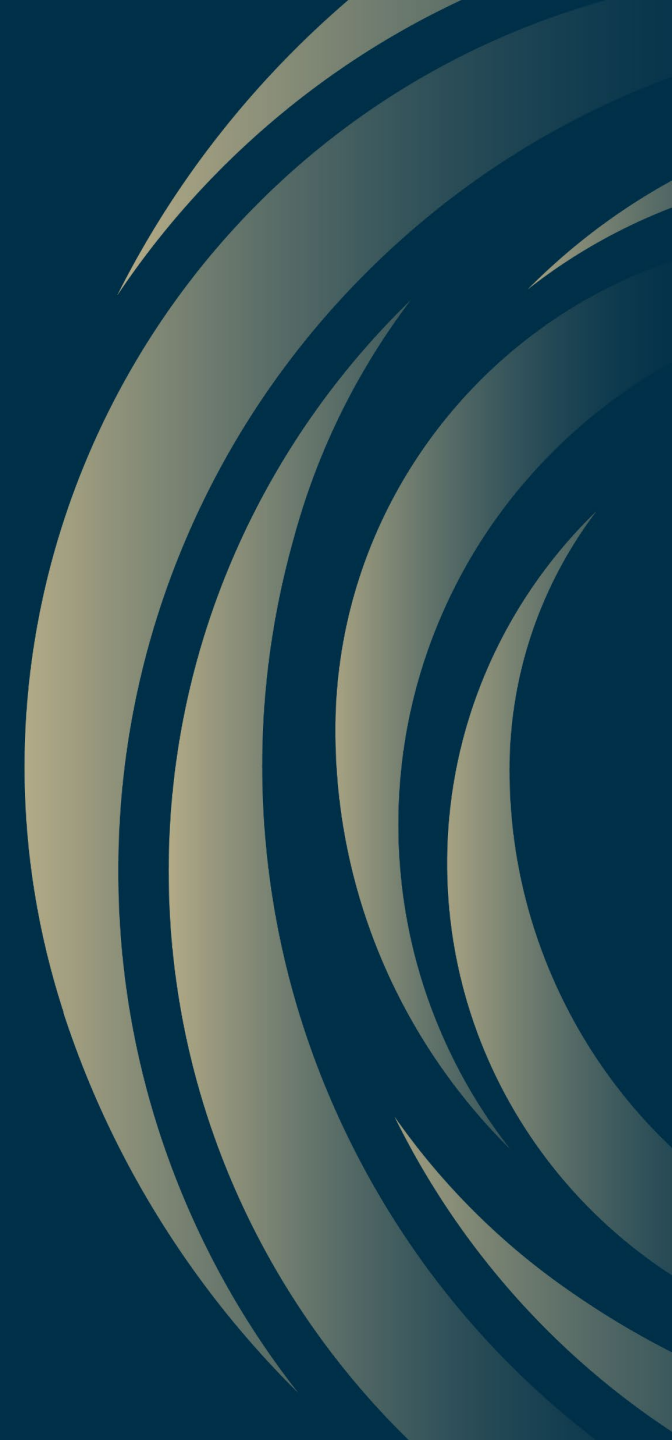
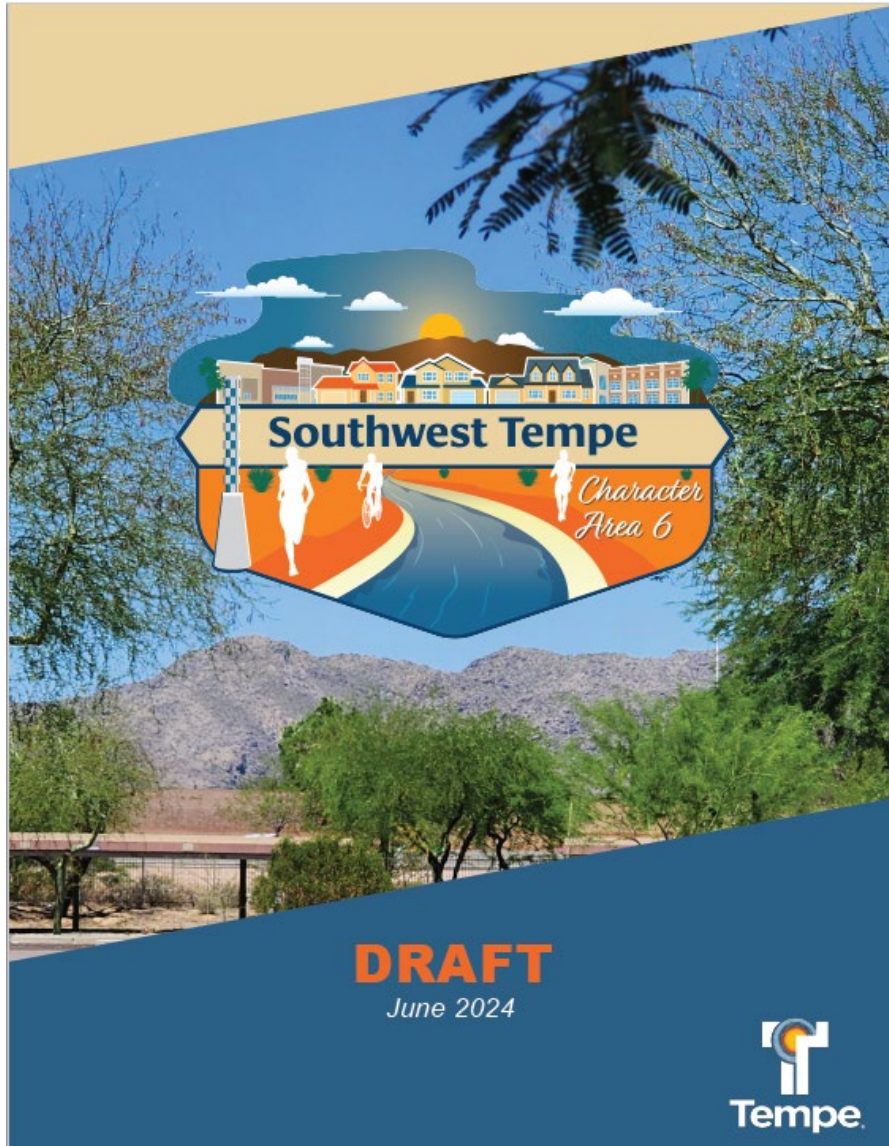


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- PLANNING, DESIGN, AND PLACEMAKING GOALS AND PRINCIPLES
- Each Element is structured as follows
- Preamble and Goals
- Principles
- Imbedded images
- Example pages follow



F.4 LANDSCAPE AND SHADE

The Sonoran Desert boasts of a rich variety of plants and vegetation that have exquisite and unique textures, forms, and function. The Southwest Tempe Character Area's open spaces, street frontages, and residential yards also exhibit this richness and biodiversity. Southwest Tempe has an excellent historic plant variety that includes shade trees, tall trees, shrubs, land cover plants, and flowering plants. Plants define the area's parks and activity centers, including the Tempe Sports Complex and Celaya Park, canal trails, including both the Highline Canal and portions of the Western and Kyrene Branch canals, and expansive landscape tracts found along playgrounds, homes, and industrial and commercial developments.

This area will benefit from promotion of a non-invasive, drought-tolerant, indigenous, water conserving, desert-adapted, and pollinator-friendly plants in private developments and public spaces. Further, landscaping elements should be bio-diverse and reflect the local and

adapted vegetative character of the area. As shade from trees is an important element to provide comfort and promote human health and safety in the desert environment, trees that have a full canopy and wider shade capacity are encouraged in appropriate locations.

Many areas in Southwest Tempe need more extensive vegetation to provide shade, pedestrian friendly environment, reduce heat island effect, and enhance the quality of canal-side walkways, sidewalks, medians, public spaces, parks and private development.

The following landscape-related principle will help achieve the above goals.

a. Promote the use of the predominant Sonoran plant types, such as Desert Willow, Acacia, Palo Verde, Cascalote, Mesquite, Creosote, Brittlebush, Yucca, Arizona Ash, Ironwood, Chaste tree, Orchid tree, Barrel Cactus, Ocotillo, and Prickly Pear where appropriate.

b. Promote the use of trees to create a cool and comfortable environment for pedestrian and bike traffic, especially in consideration of residents traveling

F.8 CANAL-SIDE PATH DESIGN

The Western, Highline, and Kyrene Branch canals in the Southwest Tempe Character Area are important amenities for the residents and visitors. They provide visual variety, and offer opportunities for canal-side pathways and trails. Canal right-of-way system should have the characteristics of a linear park and multi-use trail with elements of landscape, hardscape, and other elements of design. The existing multi-use trails on the side of the canals are also important resources for the community and visitors for recreation, active living, and therapeutic purposes. The canal-side amenities should be preserved and enhanced. Development along the canals is also able to utilize the benefit of their canal-side location and utilize the adjacency as an amenity for the site.



The following design principles will help to achieve the above goals.

- a. Preserve significant view corridors to and from the canal from contiguous public spaces including from existing streets and open spaces.
- b. Select landscape plant materials for use in canal bank development from the Arizona Department of Water Resources (ADWR) low-water-use plant list. The plants should also have to meet the Salt River Project's (SRP) requirements.
- c. Incorporate the canal banks and trails as integral components into the design of the landscape in the open space and parks that abut a canal (e.g., the Arizona Department of Transportation-owned open space on the southside of US 60 and east of Hardy Dr.).
- d. Plant appropriate new trees and shrubs along the canal banks to provide shade and visual amenity for pedestrians and cyclists.
- e. Design landscaping and grading of canal banks to prevent the runoff from draining into the canals unless the existing area already drains into the canal. However, the design should ensure that there is no flooding of the banks.
- f. Incorporate design features, such as public art, landscaping, paving, openings, and street furnishing on any bridges over canal and the approaching walkways. This will also help break large mass and bulk of structures, and improve aesthetics.

F.9 HISTORIC PRESERVATION

City of Tempe values the preservation of historic structures, sites, and resources. It provides continuity, creates a sense of pride and place and history, and informs the community's identity. Preservation goals can be achieved by promoting and ensuring the conservation of buildings, structures, historic subdivisions, and sites, such as cemeteries, that connect the community to its past.

The following principles will help to achieve these objectives for the Southwest Tempe Character Area.

- a. Promote preservation of historic resources, including post-World War II subdivisions, and sacred sites like Guadalupe Cemetery, and archaeological sites.
- b. Showcase both tangible and intangible local historic and cultural resources and use them as references that inform planning and design of new structures.
- c. Work to ensure the continued preservation, designation, and ongoing maintenance of any existing historic and cultural resources.
- d. Identify potential Historic Eligible ("HE") and National Register of Historic Places-eligible historic districts and individual properties and work with the Historic Preservation Commission, City Council, and State Historic Preservation Office to encourage formal listing of these districts and properties in the Tempe Historic Property Register and the National Register.



- e. Continue to work with local and city-wide non-profit organizations and other partners to advance preservation objectives in the area.
- f. Promote design of new buildings on sites adjacent to historic properties that respects the prevailing character of these historic properties, as well as any district or individual property that may be designated historic in future.
- g. Arrange for periodic surveys of residential and commercial properties to identify eligible properties for historic designation.

F.10 MOBILITY AND CONNECTIVITY

Connectivity and ease of mobility within the Character Area and adjoining areas is important for the residents, businesses, and visitors to the area. Residents of the area have stated that transit and connectivity, and especially access to the Orbit system, and bike connectivity is a priority for them. Planning in the area should facilitate people to move within neighborhoods, commercial areas, offices, parks, and other locations. Currently, the area is served by various transit systems, including the Valley Metro buses along Priest Drive, Baseline Road, Mill Avenue, Elliot Road, Warner Road, and Ray Road. Tempe's free circulator buses (Saturn) from the Orbit system also run in this area. The Saturn circulator runs along parts of Guadalupe Road, Roosevelt Street, Kyrene Road, Grove Parkway, Hardy Drive, Elliot Road, and Priest Drive in Southwest Tempe.



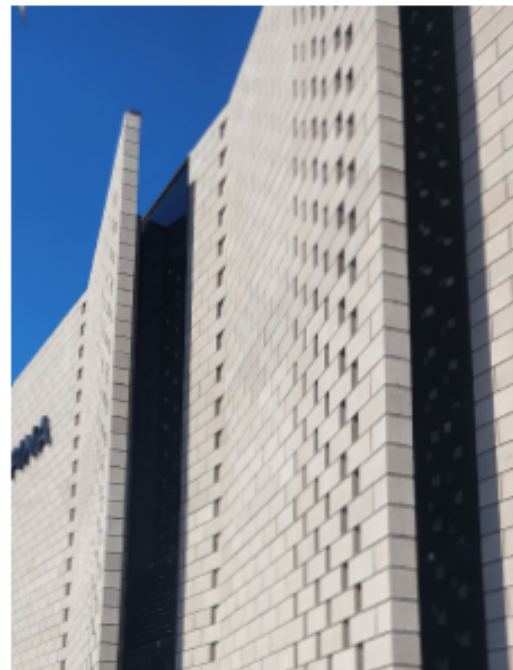
This area also has several multi-use trails and bike paths. These includes multi-use paths along the Western Canal, Highline Lateral, and Kyrene Branch canals, and paths along the abandoned El Paso Gas Line.

Goals in this section include improvement of the pedestrian and biking experience through traffic safety and slow traffic in appropriate streets.

Transit facilities and bike routes in the area should be expanded so that the residents can access daily important needs within 20 minutes of walking, biking, or via transit to meet the objectives set out in the Council Priorities.

The following design principles are provided to help achieve these goals.

- a. Coordinate local and regional land use and transportation decisions to create a balanced, multi-modal transportation system to reduce reliance



F.11 HIGH QUALITY BUILDING DESIGN AND MATERIAL

New developments and redevelopment in the area that are compatible with the aesthetics of the surrounding buildings, natural elements, and other physical features will help maintain and enhance the character of the area. Developments that have pleasant aesthetics and durable materials like brick, stone, integral color concrete block, metal, and wood will help achieve these goals. In addition, commercial/mixed-use buildings that exhibit variety of form, color and materials will offer improved and high-quality design.

The following principles will help to achieve the above quality design objectives.

- a. Consider the physical shape, formation, color, and aesthetics of the surrounding area and nature for inspiration while designing publicly visible structures and landscaping elements.
- b. Differentiate the visual character of the ground floor façade of a building from upper floors through variations in materials, color, and window patterns in the exterior.
- c. Visually articulate upper floor façades to express the floor levels to avoid visual monotony as seen from outside.
- d. Encourage both visual open space and usable private open space with site amenities.
- e. Encourage private rooftop amenities in addition to active and passive ground-level open spaces.
- f. Promote varied shade densities through solid shades, pergolas, screens and vegetative shades in transition areas between indoor and outdoor spaces.
- g. Provide architectural shades over fenestrations in building to provide for a play of light and shade in the exterior and to minimize heat gain in the buildings.
- h. Create visual interest in the building elevations through the use of a variety

F.12 AFFORDABLE HOUSING AND AGING IN PLACE

Residents of the area have stated their preferences to see more affordable housing as a priority and to have an opportunity to live in their homes for life if they choose. Southwest Tempe should offer persons of all ages and income to live in the neighborhood in which they grew up. Livable communities allow people to age in place with a sense of freedom, autonomy, and a high quality of life at every stage of their lives. Planning and design that allows active living at all ages will enhance residents' quality of life and the vitality of the community.

The area includes older and new residential subdivisions, a variety of newer and older multi-family developments, and mixed use residential/commercial developments, with several industrial and warehouse establishments nearby. All



these provide an opportunity for various types of housing at different price points.

The following principles and strategies will help to achieve these objectives.

a. The City should follow the strategies and recommendations provided in the "[Affordable Housing Strategy \(2019\)](#)" document for Tempe, which was adopted by the City Council. The major areas addressed in the documents include increasing resources to support housing production, providing incentives for developers, and maintaining affordable housing inventory and producing housing variety.

b. The City should continue to follow the guidance, advice, and resource mobilization as envisioned by the "[Hometown for All](#)" program adopted by the Council in 2021.

c. Affordable housing non-profits, the

F.13 PUBLIC ART

Public art adds beauty and value to public spaces, enhances the experience for residents and visitors, and provides a means to express Tempe's community character, which is highly valued by residents. Art should be integrated into new developments, and it should celebrate the local history, diversity, and community identity in Southwest Tempe.

The City of Tempe Art in Private Development (AIPD) Ordinance, passed in 1991, has been successful in promoting artwork in many parts of the city. Both through the AIPD ordinance and voluntary efforts, public art should be promoted in Southwest Tempe Character Area in new developments and redevelopment projects.

The following principles will help achieve these goals.

a. Encourage public art that reflects cultural, historic, or geographic elements that make Southwest Tempe unique, including its Native, Latino, Asian, and Anglo history.

b. Promote art as community infrastructure in transit stops, neighborhoods, parks, public and private plazas and courts, and commercial areas along Baseline Street, Warner Road, Kyrene Road, and Priest Drive.

c. Create a rich variety of site-specific, integrated art in all neighborhood developments including mixed-use and multi-family projects. Experiential (related to experience) art that uses

light, water, wind, kinetics (containing movement) and three-dimensional texture may be included in the public art schemes.

d. Promote the use of mural and artistic expressions on large blank walls that face public streets, however discourage opportunities for graffiti and vulgar expressions.

e. Create public-private partnerships to provide public art in public gathering spaces, park entries, and similar public and quasi-public spaces.



Timeline & Next Steps



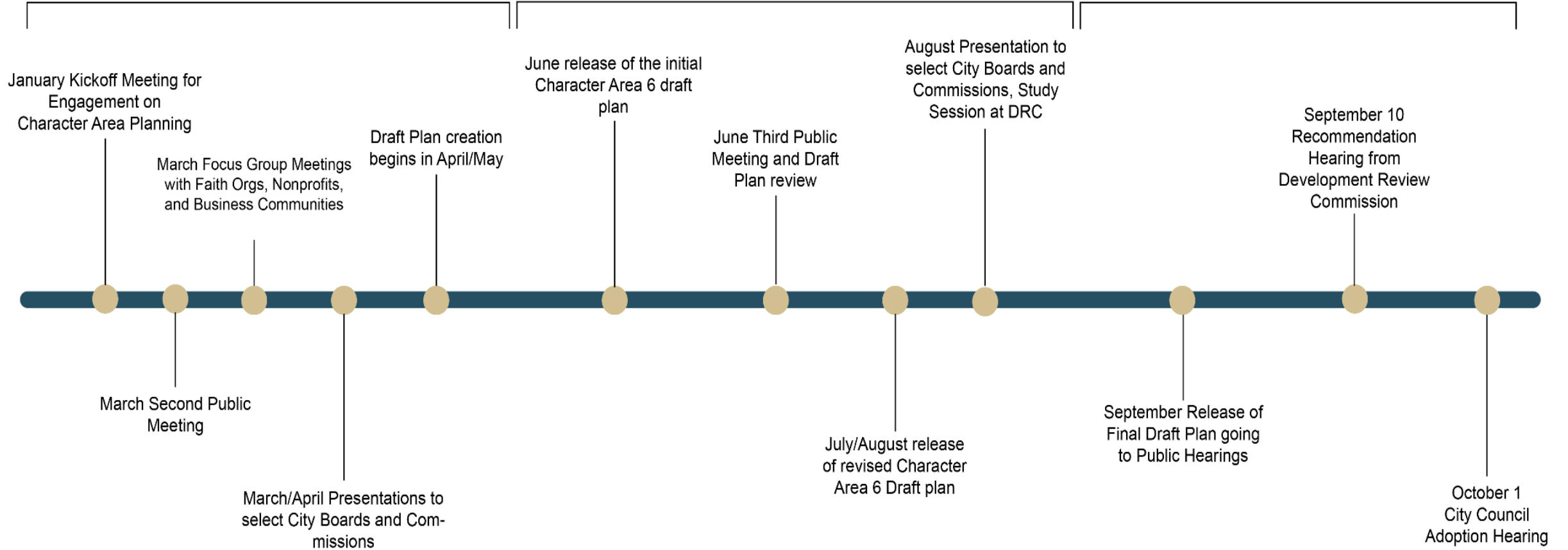


Timeline

PHASE I - ENGAGE

PHASE II - DRAFT & REFINE

PHASE III - FINALIZE & ADOPT



CHARACTER AREA 6 - PLANNING TIMELINE 2024



Draft Review, Revised Draft & Adoption Process Dates

- August - Revised draft for public release
- August - Presentations to select commissions
- September 10, 2024 - Hearing for recommendation from the Development Review Commission
- October 1, 2024 - Hearing for Council Adoption



Project Contacts

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