
**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

Meeting Date: 12/08/2015
Agenda Item: 3

ACTION: Review and recommend the **APACHE CHARACTER AREA PLAN**, dated December 2015; consisting of a character area map and placemaking principles for the area generally bound by the Loop 202 south to the Union Pacific Railroad, and from Dorsey Lane east to the Tempe Canal / Tempe municipal border. The applicant is City of Tempe.

FISCAL IMPACT: There is no fiscal impact on City funds.

RECOMMENDATION: Staff - Approval

BACKGROUND INFORMATION: The **APACHE CHARACTER AREA PLAN (PL150466)** is a community-driven plan for one of eight Character Areas within Tempe. Character Area Plans provide additional policy refinement and direction for community design, development activities, and public or private enhancements desired by stakeholders within each area. The **Apache Character Area Plan** was developed through a 12-month process of public input to create this guidance document to work in conjunction with, and to refine *Tempe General Plan 2040*. The *General Plan 2040* Community Design Element identifies how Character Area Plans may be developed:

CHARACTER AREA PLANNING

Community design principles are typically applied as development occurs on a project-by-project basis. However, greater specificity of the design character, along with land uses, can be developed for smaller areas of the city. Character Areas recognize areas or groups of neighborhoods that contain common design, land use and commercial characteristics distinct from neighboring areas. Similarities in age of housing, styles of architecture, patterns of development, materials, land use or street patterns, lot size, landscape elements, landmarks, social magnets, and/or physical barriers form some of the recognizable differences. Creating this General Plan refinement would take place through development of Character Area Plans for specific areas of Tempe.

ATTACHMENTS: **Apache Character Area Plan**, dated December 2015 and file.
For additional information see: www.tempe.gov/characterareas

STAFF CONTACT: Hunter Hansen, Project Management Coordinator 480.350.8763

Department Director: Dave Nakagawara, Community Development Director

Legal review by: N/A

Prepared by: Hunter Hansen, Project Management Coordinator

INTRODUCTION:

In December 2013, City Staff identified and City Council approved a public involvement for Character Area Planning. Staff initiated the first of the Character Area Plans for Corona/South Tempe and Kiwanis/The Lakes in January 2014. A public involvement process throughout 2014 brought stakeholders together to discuss the amenities and gaps, character and vision, priorities and strategies for their Character Area.

In December 2014, Tempe City Council gave direction to staff to develop Character Area Plans for both Character Area 4 (Apache), and Character Area 5 (Alameda) following a similar timeline and public outreach process throughout 2015, as the two pilot projects underwent throughout 2014.

On October 21, 2015, the draft **Apache Character Area Plan** was presented to the public and distributed online for public review and comment. From October 21 to November 12, 2015 comments were collected on the draft plan. The draft plan was also presented to the Development Review Commission at the Study Session on November 10, 2015. These comments, in combination with comments received from the public at large, were used to further refine the December 4, 2015 draft.

The **Apache Area** encompasses 1,705.69 acres (or 4.76% of 25,784.42 acres citywide); contains approximately 7,544 households (2014); 19,855 persons living; and 11,735 employees (2013). Approximately 40% of area residents self-identify as "Hispanic Origin" according to 2010 U.S. Census Bureau data. The median age is 25.4 years old.

COMMENTS:

No changes to zoning or land use will occur from adoption of the **Apache Character Area Plan**, but requested changes will consider the Plan's character-defining elements, the Apache Placemaking Principles + Design Guidelines, area priorities, photo images and sketches used illustrate the concepts of the plan. Existing entitlements for development on all properties within the city will remain in effect.

PUBLIC ENGAGEMENT:

- A formal Public Involvement Plan (PIP) was prepared for the development of Character Area Plans and was approved by City Council on December 3, 2013
- The PIP called for multiple methods and tools to enhance public involvement
- A video was produced and posted on YouTube, Tempe Channel 11, and the City's webpage explaining the role of Character Area planning and soliciting public involvement: <https://www.youtube.com/watch?v=o-HASautdw0>
- The Character Areas website was updated to further define the background, vision, and scope of work for long-range Character Area Planning, in addition to an area-wide electronic survey conducted at the beginning of public outreach process: www.tempe.gov/Characterareas
- Radio interview was conducted in August 2015 on "The Show with Mark Brodie" (KJZZ 91.5 FM), titled "Tempe Giving Residents a Chance to Describe their Neighborhood Character": <http://theshow.kjzz.org/node/180005>
- An article was published in November 2015 in the *East Valley Tribune* by Eric Smith, titled "Tempe Uses Resident Input to Help Plan City" promoting Tempe's Character Area Planning Process: http://www.eastvalleytribune.com/local/article_8867e8b6-7feb-11e5-b418-0b239973a808.html
- Community Meetings and Workshops were held to invite input and comment on the Apache Area in February 2015 at the Tempe History Museum; in April at the Tempe Public Library; and in August and October at the Senior Center in the Escalante Community Center
- Throughout the summer of 2015, casual Meetups were held in locally-owned businesses throughout the area (Infusion Coffee + Tea at Espresso Italia, The Dhaba Restaurant, and The Mission @ Minder Binder) to broaden outreach and to engage the local business community and build the Placemaking campaign
- Distribution of over 12,000 door hangers (in both Spanish and English) were provided to each household, apartment and business in the area to publicize the 2015 Placemaking Community Workshop series
- Delivery of over 1100 postcards to single-family homes prior to each 2015 Placemaking Community Workshop
- A staff contact for supplemental information in Spanish was created and incorporated into marketing and outreach
- The Tempe Neighborhood Advisory Commission and Tempe Historic Preservation Commission were briefed on the progress of the plan throughout the year
- A Study Session briefing was provided on Tuesday, November 10, 2015 to the DRC

PROJECT ANALYSIS:

Character Area Plan

The **Apache Character Area Plan** addresses a number of important local issues for design, activities and development for this area of the city. The **Apache Character Area Plan**, dated December 4, 2015 is comprised of a character area map, Placemaking Principles + Design Guidelines, character elements and area priorities. All plan components reflect a distillation and refinement of the community's input. This Character Area Plan is consistent with and facilitates implementation of *Tempe General Plan 2040*.

Conclusion

Based on the information provided and the above analysis, staff recommends approval of the **Apache Character Area Plan**.

