
**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

Meeting Date: 12/08/2015
Agenda Item: 4

ACTION: Review and recommend the **ALAMEDA CHARACTER AREA PLAN**, dated December 2015; consisting of a character area map and placemaking principles for the area generally bound by the Union Pacific Railroad south to the US-60, and Priest Drive 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 **ALAMEDA CHARACTER AREA PLAN (PL150461)** 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 **Alameda 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: **Alameda Character Area Plan**, dated December 2015 and file.
For additional information see: www.tempe.gov/characterareas

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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; formerly called "Central City") following a similar timeline and public outreach process throughout 2015, as the two pilot projects underwent throughout 2014.

On October 28, 2015, the draft **Alameda Character Area Plan** was presented to the public and distributed online for public review and comment. From October 28 to November 18, 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 **Alameda Area** encompasses 4,004.73 acres (or 15.53% of the 25,784.42 acres citywide); contains approximately 15,591 households (2014); 35,300 persons living; and 18,091 employees (2013). Approximately 23% of area residents are age 55 or older, according to 2010 U.S. Census Bureau data. The median age is 31.2 years old.

COMMENTS:

No changes to zoning or land use will occur from adoption of the **Alameda Character Area Plan**, but requested changes will consider the Plan's character-defining elements, the Alameda 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 which had over 100 responses: 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 Placemaking Workshops were held to invite input and comment on the Alameda Area in February 2015 at the Tempe History Museum; and in April, August and October at the Tempe Public Library
- Throughout the summer of 2015, casual Meetups were held in locally-owned businesses throughout the area (Xtreme Bean Coffee Co., Nello's Pizza, Connections Café at the Tempe Public Library, Nourish Café at the Southwest College of Naturopathic Medicine, and a Senior Wisdom focus group at Friendship Village) to broaden outreach and to engage the local business community and build the Placemaking campaign
- Distribution of over 15,000 door hangers were provided to each household, apartment and business in the area to publicize the 2015 Placemaking Community Workshop series
- Delivery of over 5,800 postcards to every single-family home prior to each 2015 Placemaking Community Workshop
- 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 **Alameda Character Area Plan** addresses a number of important local issues for design, activities and development for this area of the city. The **Alameda 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 **Alameda Character Area Plan**.

