

CHARACTER AREA 3

DESIGN GUIDELINES + PLACEMAKING PRINCIPLES

DRAFT

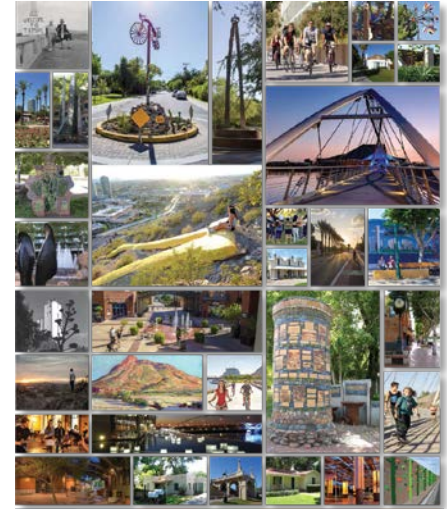


TEMPE CHARACTER AREA 3

DRAFT

Downtown Tempe • Rio Salado | Town Lake • ASU • NW Neighborhoods

- 34,417 people, 11,808 households, 14 NA's, 16 HOA's
- 55,000 residents and 75,000 new jobs [2040]
- Work conducted from early 2016 - fall of 2017
- Community workshops, online surveys, social media engagement, door-hangers, meetups at locally-owned businesses, and dot●ocracy voting on area priorities / vision
- 4,094+ contributions
- Advances Goals + Objectives in *General Plan 2040*



DRAFT **TEMPE**
DRAFT | Fall 2017 CHARACTER AREA PLAN Downtown Tempe Rio Salado ASU NW Neighborhoods

DRAFT

CONTENTS

EXECUTIVE SUMMARY

E1	“How Will this Character Area Plan Be Successful?”	p.4
E2	What Does ‘Successful’ Mean?”	p. 5
E3	Executive Summary Vision Purpose + Intent Key Findings of Public Engagement Applicability + Implementation	p. 10
E4	Tactical Urbanism Think XS Tempe	p.12
E5	Guideline vs. Legal Requirements	p. 13



DESIGN GUIDELINES + PLACEMAKING PRINCIPLES

AREA WIDE

A1	Design Matters	p. 17
A2	Historic + Cultural Preservation	p. 19
A3	Tempe (Hayden) Butte Preserve	p. 21
A4	Getting the Ground Floor Right	p. 23
A5	Materials Matter	p. 24
A6	Shade Matters	p. 26
A7	Landscape Transect	p. 29
A8	Tempe Streets	p. 31
A9	Reinforcing the Grid	p. 33
A10	Downtown Placemaking	p. 35
A11	Town Lake Design	p. 36
A12	Town Lake Placemaking: The Center of It All	p. 39
A13	Town Lake Placemaking: Fluid Spaces	p. 40
A14	Town Lake Placemaking: i light Tempe	p. 41
A15	Sustainable Tempe	p. 43
A16	Novus Innovation Corridor	p. 45

NORTHWEST NEIGHBORHOODS

NW1	Neighborhood Character	p. 49
NW2	Neighborhood Characteristics	p. 51
NW3	Historic Preservation	p. 53
NW4	Flood Irrigation	p. 54
NW5	Landscape Treatment	p. 55
NW6	Context Matters: Neighborhood Scale	p. 56
NW7	Housing	p. 57
NW8	Transitions	p. 58
NW9	Neighborhood Commercial	p. 59
NW10	Neighborhood Mobility	p. 60
NW11	Neighborhood Events	p. 61

APPENDIX

COMMUNITY PROFILE

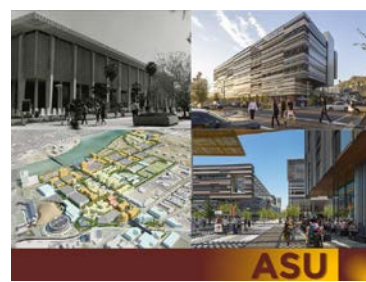
Demographics	p. 73
Neighborhood Tapestry	p. 74
Architecture + Design	p. 75
Dot Where You Are	p. 79
Neighborhoods, Schools + Parks	p. 80
Housing	p. 81
Historic + Cultural Resources	p. 82
Transportation Overlay District	p. 83
Flood Irrigation	p. 84

COMMUNITY OUTREACH

Clark Park Meetup	p. 88
Character Area 3 Public Kickoff	p. 89
Tempe Town Lake Meetup	p. 90
Downtown Meetup	p. 91
Northwest Neighborhoods Meetup	p. 92
ASU Meetup	p. 93
Senior Wisdom	p. 94
Write Your Own Design Guideline	p. 95

PUBLIC PARTICIPATION

PUBLIC COMMENTS



DRAFT

DOWNTOWN TEMPE



SHADE MATTERS || BRIGHT IDEAS || DRAFT



MATERIALS MATTER || DRAFT



DOWNTOWN PLACEMAKING ||



TEMPE BEACH PARK
• Lawn & Events
• On-site Design
• Wash-Dedicated LEDs
• Café and Restaurant
• Hayden's Ferry Services
• All-Season Playground
• New Theater and Market
• Mobile Vendors
• Beer & Wine Rentals
• Catering
• Performance Venue
• Base and Joint Garden
• Performance Venue
• "Old-Fashioned" Annual Celebration

GATWAY PLAZA
• Wayfinding for Downtown Events & Festivals
• Retail
• On-Street Seating
• Art Installations

HAYDEN SQUARE / HACKETT HOUSE
• Outdoor Seating and Event Entertainment
• Retail
• Hackett House & Park
• Café
• Art Installations

CENTRO STREET PLAZA
• "Adult" Seating / Games (Games, Activities)
• Mobile Theater
• Events and Art
• Craft Art
• Food Trucks
• Retail
• Kids Programs/Events
• Giant Chess Board

CHASE / CENTRO POINT ALLEY
• Interactive Queue
• Retail
• Interactive Furniture
• Community Events
• Giant Chess Board
• Free Book Exchange
• Free Local Market

BIBCHETT PARK
• Gateway Treatments for Alameda Blvd and Ave
• Shaded Seating Areas
• Wayfinding
• Art Installations
• Community Class Spaces

Hayden Flour Mill
• On-site Design
• Wash-Dedicated LEDs
• Café and Restaurant
• Hayden's Ferry Services
• All-Season Playground
• New Theater and Market
• Mobile Vendors
• Beer & Wine Rentals
• Catering
• Performance Venue
• Base and Joint Garden
• Performance Venue
• "Old-Fashioned" Annual Celebration

Mission Palms Alley (Hayden)
• Fashion Lighting
• Retail
• Live Music Area
• Farmers Market
• Performance
• Mobile Vendors
• Performance
• Network throughout Downtown Tempe

6TH STREET PARK
• Community Plaza Area
• Community
• Giant Chess Puzzle
• Pop-Up Vendors
• Small Performances
• Performance
• Farmers Market
• Activate Podium Plaza
• Activate Plaza

5th STREET / PLAZITA
• Leave Plaza as Plaza for Adjacent Restaurant
• Art Installations
• Student Shows
• Live Music
• Retail
• Large Art Panels
• Performance
• Mobile Vendors / Games
• Vam Bombing

THE BRICKYARD
• Live Pop-Up Queue Area
• High-Brock Connectivity
• Retail
• Outdoor Community
• Community
• Community
• Community
• Community
• Community
• Community

GAMMAGE CURVE
• Gateway Treatments for Alameda Blvd and ASU
• Community
• Community
• Community
• Community

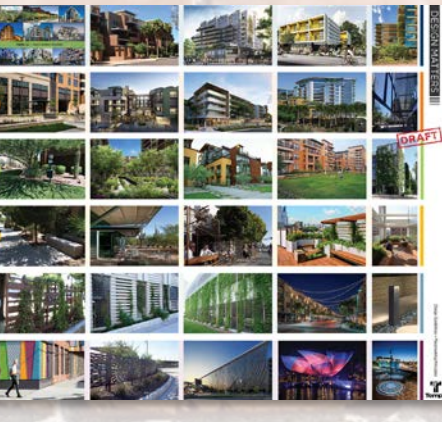
Outdoor Class Spaces
• Art Installations
• Local History Markers
• View Corridors

Hayden Flour Mill
• On-site Design
• Wash-Dedicated LEDs
• Café and Restaurant
• Hayden's Ferry Services
• All-Season Playground
• New Theater and Market
• Mobile Vendors
• Beer & Wine Rentals
• Catering
• Performance Venue
• Base and Joint Garden
• Performance Venue
• "Old-Fashioned" Annual Celebration

SOURCES: Tempe Urban Form Study, ASU... REVISION: Design Summer / Planning Strategy

QUALITY DESIGN STANDARDS

- POODUM LEVEL / GROUND FLOOR
OPEN SPACES - LANDSCAPE TREATMENTS
SHADE - SITE AMENITIES
PARKING / LIGHTING
INTEGRATED ART



POODUM LEVEL

- STRUCTURAL SHADE
PEDESTRIAN REALM
ORGANIC INFRASTRUCTURE
PATIO / OUTDOOR SEATING
PUBLIC ART



GETTING THE GROUND FLOOR RIGHT

Automobiles need quantity and pedestrians need quality

corner bakery

PHOTOGRAPH BY [unreadable]

DESIGNER [unreadable]

PHOTOGRAPH BY [unreadable]

DRAFT

RIO SALADO

TOWN LAKE



DRAFT TOWN LAKE DESIGN



WATERFRONT DESIGN + GLOBAL IDENTITY
Architecture + site planning shows an **urban + bold design statements** which correlate a definitive landmark presence. Contemporary modern design elevates **waterfront access** and thrives design which support a revitalized waterfront amenities. Building Design and Management Association **Class A** type supported. BPS / Shores are not supported within the Lake District. Planning Area Development and projects are not oriented to urban form, supporting a variety of ground-floor activity. **Global** projects feature **open spaces** which integrate the pathway and activity along the lake with multiple layers of active and passive art.

DESERT-APPROPRIATE DESIGN SOLUTIONS



TEMPE, Design Guidelines + Planning Principles

DRAFT TOWN LAKE DESIGN



CHARACTER-DEFINING FORM
The character of the **urban form** within the Lake District marks a point of departure from the Valley's grid-dominant form. The Salt River / Rio Salado (urban) corridor is **curvilinear to nature**, which is supported throughout site design featuring **fluid lines, wave patterns, rounded corners, and soft edge treatments**. **Waterfront** shows are incorporated through out each site (open, to view, site amenities, walkways, art and fishing boat access). Projects, closely **five-dimensional space** (walkways, site design) which are embraced by millions of people from local, regional, national routes of Sky Harbor Airport, the Loop 202, the top of Tempe (Hayden) Blvd, and from other outposts throughout the area.

CHARACTER-DEFINING COLOR



TEMPE, Design Guidelines + Planning Principles

DRAFT TOWN LAKE PLACEMAKING



CHARACTER-DEFINING COLOR
The **use of color** is one of the most cost-effective and efficient tools to create cohesion and reinforce the character of an area. The wide-spectrum of **cool greys, greens, and blues** exhibited throughout the Lake District and Salt River urban corridor establish an **aquatic theme** which has a cooling effect and supports the area's varied series of uses as it exists in the desert. **Options for implementation** include building materials (glass, accents), public + private art, wayfinding, marketing applications, etc.

Fluid Spaces



TEMPE, Design Guidelines + Planning Principles

DRAFT TOWN LAKE PLACEMAKING



CHARACTER-DEFINING COLOR
The **use of color** is one of the most cost-effective and efficient tools to create cohesion and reinforce the character of an area. The wide-spectrum of **cool greys, greens, and blues** exhibited throughout the Lake District and Salt River urban corridor establish an **aquatic theme** which has a cooling effect and supports the area's varied series of uses as it exists in the desert. **Options for implementation** include building materials (glass, accents), public + private art, wayfinding, marketing applications, etc.

Fluid Spaces



TEMPE, Design Guidelines + Planning Principles



DRAFT

ASU

NOVUS INNOVATION CORRIDOR



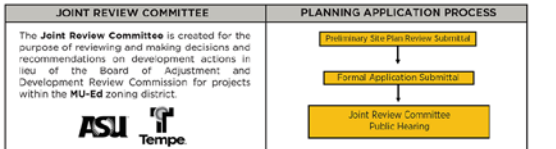
NOVUS INNOVATION CORRIDOR

330 acres in the heart of Tempe.
An unprecedented vision for a future-forward urban environment.
Conceived from 4 important commitments:



- 1 Adaptive urban environment at the Valley's geographic crossroads**
The Novus Innovation Corridor is a powerful expression of the adaptive capacity of innovation. By creating a place of opportunity for the continuous introduction of new ideas, technologies and methodologies, Novus Innovation Corridor will become the central point in a region already brimming with possibility.
- 2 Global-caliber sports performance, training & entertainment destination**
Throughout Novus Innovation Corridor, enhanced sports facilities will push the boundaries of performance, health and wellness. With ASU as both its foundation and engine, Novus Innovation Corridor is designed with a competitive edge—integration of world-class facilities and world-changing technologies that dare us to push harder, achieve more, and experience excellence. Not simply an athletic destination, Novus Innovation Corridor serves as a premier entertainment destination, with multiple stadium venues, sports facilities, open spaces and walkable connections, all enhanced by new, adaptive technology. Concerts, performances, competitions, training, and straight-up fun will all happen at Novus Innovation Corridor.
- 3 Sustainability and the Smart City**
Novus Innovation Corridor expands upon ASU's leadership and commitment to smart city technologies and sustainability, making this new urban environment responsive to shifts in the global market. No empty promise, ASU is already the nation's leader among universities in sustainable design, incorporating nearly 90 solar power systems into the campus landscape that generate enough power to serve more than 10,000 homes each year. With the world watching, Novus Innovation Corridor is committed to implementing best solutions in transportation, resource and utility usage, responsible waste management and more.
- 4 Long-term ASU-driven alliances create enhanced commerce & experiences**
Global, strategic alliances—scalable, multi-disciplinary and visionary—are essential to the DNA of Novus Innovation Corridor. Understanding that smart partnerships catalyze a culture of educational, commercial and social innovation, Novus Innovation Corridor is dedicated to bringing companies, organizations and ideas together in ways that address the challenges of a rapidly changing world.

ASU OFFICE OF PLANNING DEVELOPMENT



Tempe Zoning - Development Code



TEMPE CITY COUNCIL STRATEGIC PRIORITY #4 SUSTAINABLE GROWTH + DEVELOPMENT
Implementing sustainable growth and development strategies, including improving Tempe's public transit system to meet future needs, by actively seeking innovative technologies and leading the way in creating a more sustainable community.

DRAFT

SUSTAINABLE TEMPE

- **Tempe Sustainability Commission** www.tempe.gov/residents/sustainable-tempe
- **Energy Conservation + Solar** www.tempe.gov/ty/hall/public-works/sustainable-tempe
- **Solid Waste + Recycling** www.tempe.gov/residents/ty/hall
- **Tempe Composting Program** www.tempe.gov/ty/hall/public-works/water-tempe-green-cooperative
- **Tempe Grease Cooperative** www.tempe.gov/ty/hall/public-works/water-tempe-grease-cooperative
- **Urban Forest** www.tempe.gov/ty/hall/community-services/urban-forest
- **Adaptive Reuse Program** www.tempe.gov/adaptreuse



LANDSCAPES + ROOFTOPS

- Cultivate native and drought-tolerant plants (exceptions use **Native Plant Palette** in Cultural Resource Area [CRA] and/or SSP's flood-irrigation service areas)
- Use permeable paving techniques to reduce urban heat island and surface run-off
- Implement Urban Forestry program to promote walkability, human health, and biodiversity
- Balance / offset heat gains to built environment (reflective heat, paved surfaces, rooftops) with organic roofs, coatings [white paint, etc.]



GREEN INFRASTRUCTURE

- Balance life-cycle costs for buildings, new construction, and redevelopment projects.
- Require green infrastructure investments in Planned Area Development (PAD) overlay applications and other planning requests
- Utilize the efficiency of natural systems including rainwater harvesting, permeable paving, stormwater retracts to landscaped areas, solar shade, cool roofs, green roofs, etc.
- Require water management plans to provide environmental and community benefits



PASSIVE + ACTIVE SOLAR MITIGATION

- Cover sidewalks / walkways with structural projections or overhangs throughout the T.O.D.
- Incorporate photovoltaic canopies for parking areas, rooftops, and shade structures
- Shade exterior windows [lens, overhangs, etc.] to mitigate heat and energy demand
- When buildings are not sited on the Jeffersonian grid, the most efficient solar orientation for siting is within 15% of east/west axis, which can reduce energy demand by up to 85% [Victor Olayoye, Design with Climate: Bioclimatic Approach to Architectural Regionalism, 2015]
- See **Shade Raters** for additional solutions



TRIPLE BOTTOM LINE MISSION

The **Triple Bottom Line Mission** is systemic approach to Planning and (re)development which loses a commitment that can result in incorporating a "do less harm" ethic. A community balances in three parts: social [health + safety], economic [financial performance], and environmental [ecological]. These are the 3 Ps or **Three Pillars of Sustainability: People, Profit, Planet.**



SUSTAINABLE TEMPE SYSTEMIC INTEGRATION

REINFORCING THE GRID

DRAFT

A Network of Options

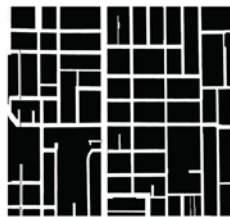
How can the character of Downtown Tempe and Town Lake best support a walkable environment?

There are numerous grid distortions throughout Tempe which effect circulation, commute times, ground floor activation, walkability, placemaking, and economic development.

Grid distortions are elements in the urban form which are both **natural features** [Salt River / Rio Salado, Tempe (Hayden) Butte], as well as **built features** [canals, railroads, light rail corridors, educational and corporate campuses, large shopping malls, etc.]

Reinforcing the grid is the preferred treatment for walkable downtown environments, for the following reasons:

[+] PREFERRED TREATMENT



GRID CHARACTERISTICS

- + form follows function
- + grid pattern woven into existing street system
- + predictable / easy to navigate / introverted urban form
- + numerous options for turns, events, and street closures
- + immediate parking in front of retail / restaurants / businesses
- + encourages structures / underground parking vs. surface parking
- + promotes economic development through active ground floor
- + extends walking range due to increased activity / shade buildings shade pedestrian realm
- + reduces multi-trip generations due to compact urban form
- + promotes to-and-through connectivity to surrounding areas
- + maintains view corridors [i.e. across Town Lake to mountains]
- + facilitates emergency response efficiencies and options

Ex: traditional downtowns, Kiwanis Commons, Scottsdale Quarter, Uptown QW, The Grove Los Angeles, campuses around view existing grid-supporting environments (DPL, GWU, UC/Berkeley)

FIGURE-GROUND STUDY

THE CHARACTER OF THE URBAN FORM

[-] NOT PREFERRED TREATMENT



NON-GRID CHARACTERISTICS

- aesthetic form with exclusive / internal audiences
- disrupted street system
- confusing to navigate / introverted urban form
- suburban in nature / curvilinear
- random / arbitrary placement of buildings
- dead-end streets with forced turns / choke points
- produces multi-trip generations, drive-and-repark
- lack of pedestrian grid adds time / distance
- in-accusable shade
- adds to urban heat islands
- restricts or cuts off view corridors / visual access
- inhibits emergency response efficiencies

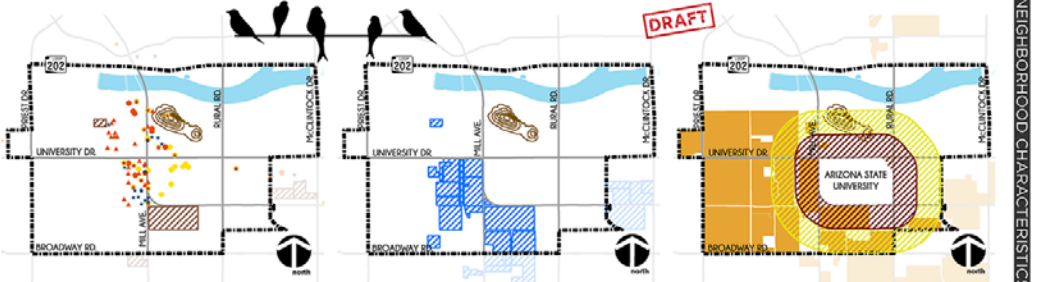
Ex: aged shopping malls, corporate business parks, hotel resorts, campuses apart from surrounding context / environments (LSC, USD)

TEMPE Design Guidelines + Placemaking Principles

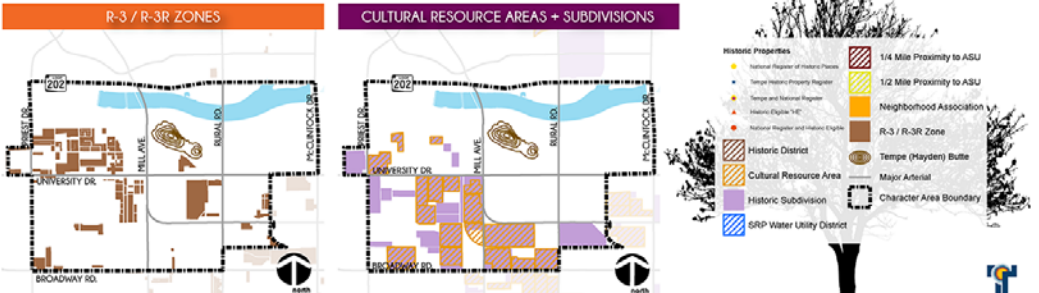


DRAFT

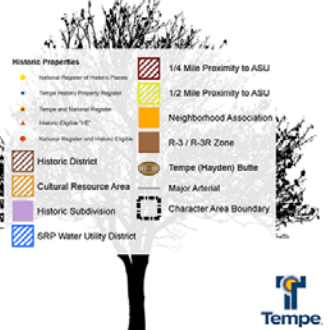
NW NEIGHBORHOODS



HISTORIC PROPERTIES + DISTRICTS | FLOOD IRRIGATION (SRP WATER UTILITY DISTRICTS) | ADJACENCY TO ASU CAMPUS



R-3 / R-3R ZONES | CULTURAL RESOURCE AREAS + SUBDIVISIONS



WE ASKED... How will the Character Area Plan be successful?

WE ASKED... How will the Character Area Plan be successful?

By preserving the current character of the neighborhoods, and providing a welcoming place for ALL people.

Provision a diverse way for Tempé, Preserve the neighborhood character Plus keep its center vibrant.

Tempé Design Solutions

With the goal of historic preservation and incorporating community experiences, because that's fundamentally what we do as a community, we're looking at ways to enhance and preserve general services.

Clearly expressed **VISION** in the plan and by city leadership

It will help preserve and protect our older neighborhoods from reimagining development that endangers their very existence.

To keep the integrity of the Tempe Neighborhoods and as a low rise, historic focus to large scale developments.

The plan will be successful in creating solutions with a central focus on historic preservation, and an emphasis on the historic character and historic character of the area.

Tempé has a certain character, it combines old with new. It is characterized by its steady maintenance of ASU buildings.

Home owners and renters are happy with the development plans.

The plan is a critical one. It allows to look ahead to the future. It's important to have a plan that is specific to the neighborhood, especially at night.

input, thoughtful systems thinking, and integration of all of the amazing assets in our community, as well as others.

Tempé is a special area. It has a unique character. It's a place where you can find a mix of old and new. It's a place where you can find a mix of old and new. It's a place where you can find a mix of old and new.

Four assets and ideas are being used as a foundation for the plan. They are: historic preservation, historic preservation, historic preservation, historic preservation.

NW NEIGHBORHOODS

NW NEIGHBORHOODS

ACTIVE PRESERVE AND MAINTAIN THE BEST HISTORIC WATER UTILITY DISTRICTS THROUGHOUT THE AREA TO HELP THE NEIGHBORHOOD PRESERVE AND MAINTAIN THE CHARACTER OF THE NEIGHBORHOOD, TRYING TO SUPPORT WELL-MAINTAINED LANDSCAPES AND PROTECT THE HISTORIC FEEL OF THE AREA.

A. Support and maintain the area's flood irrigation service areas which support the area's historic character and provide a unique experience for visitors.

B. Collaborate with SRP and ASU to preserve and take public awareness of the area's historic character and provide awareness of the area's historic character.

C. Cultural Resource Areas (CRAs) offer flood irrigated subdivisions, neighborhoods, and properties for future generations.

D. Use the Historic Plant Palette as a resource to inform plant selection in appropriate areas (historic districts, park way / flood irrigated subdivisions).

E. Support public art and neighborhood grants which celebrates the area's unique flood irrigation history and infrastructure.

F. Preserve the existing George Dibbs in the University Park Neighborhood.

G. Preserve the best remaining portion of original Kinsler-McClary Canal near the ASU at East Blvd and University Drive.

H. Continue to support the area's flood irrigation in areas parks, including Mitchell Park, Clark Park, Doby Park, and Brinkley Park.

Revisions: Flood Irrigation Service Area map (see 4.1, 4.2, 4.3)

Revisions: Flood Irrigation Service Area map (see 4.1, 4.2, 4.3)

Revisions: Flood Irrigation Service Area map (see 4.1, 4.2, 4.3)

54

Planning Principles + Design Outcomes | CHARACTER AREA 3

HISTORIC + CULTURAL PRESERVATION

HISTORIC + CULTURAL PRESERVATION

A. PRESERVATION RESOURCES

- Arizona State Historic Preservation Office
- Four Seasons Cultural Resource Working Group
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office
- Arizona State Historic Preservation Office

B. PRESERVATION PLANNING

- Identify the quality of the area's historic resources and address through investment in neighborhoods, parks, the arts, human services, and other amenities with an emphasis on equity and diversity.
- Identify the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Promote preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Encourage historic preservation and cultural resources through investment in neighborhoods, parks, the arts, human services, and other amenities.
- Coordinate with the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.

C. PREHISTORIC + CULTURAL PRESERVATION

- Identify the quality of the area's historic resources and address through investment in neighborhoods, parks, the arts, human services, and other amenities.
- Identify the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Promote preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Encourage historic preservation and cultural resources through investment in neighborhoods, parks, the arts, human services, and other amenities.

D. HISTORIC PROPERTIES

- Work to ensure the continuing preservation, designation, and ongoing maintenance of historic properties and historic resources.
- Identify the quality of the area's historic resources and address through investment in neighborhoods, parks, the arts, human services, and other amenities.
- Identify the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Promote preservation of historic resources, including historic preservation, archaeological sites, and historic districts.

E. HISTORIC DISTRICTS / CRAS / P.A.D.s

- Identify the quality of the area's historic resources and address through investment in neighborhoods, parks, the arts, human services, and other amenities.
- Identify the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Promote preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Encourage historic preservation and cultural resources through investment in neighborhoods, parks, the arts, human services, and other amenities.

F. LANDSCAPES + FLOOD IRRIGATION

- Identify the quality of the area's historic resources and address through investment in neighborhoods, parks, the arts, human services, and other amenities.
- Identify the City of Tempe's role in the preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Promote preservation of historic resources, including historic preservation, archaeological sites, and historic districts.
- Encourage historic preservation and cultural resources through investment in neighborhoods, parks, the arts, human services, and other amenities.

NW NEIGHBORHOODS

NW NEIGHBORHOODS

NEIGHBORHOOD CHARACTER

Enhance neighborhood character and authenticity by fostering participatory design and branding projects such as murals, signage, tree plantings, neighborhood signs, street furniture, community shops, block parties, etc.

A. Celebrate neighborhood identity by promoting historic and cultural resources. This serves as the foundation for authentic area placemaking.

B. Cultural Resource Areas (CRAs) serve to maintain the character of Tempe's historic and distinctive historic districts, neighborhoods, and properties, as well as to balance the rights of property owners with the needs of the community created from the preservation and enjoyment of culturally significant properties and to maintain the character of these areas for future generations.

C. Celebrate the rich Mexican American history throughout the area through the preservation of local public and private spaces, such as the Gonzalez Martinez House, as well as to honor histories and traditions.

D. Promote the historic neighborhood area and maintain its unique character through the preservation of historic properties, including historic houses, historic houses, historic houses, historic houses, etc. & coffee shops, breweries, and historic local spots.

E. Add gateway (at East Drive + University Drive, East Drive + Broadway Road) signs to foster community identity and differentiation.

F. Encourage grant applications for the City of Tempe's Purpose Center Neighborhood Grants, State Historic Preservation Office / historic grant through grants, SRP-NE Historic Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.

G. Promote the role of outdoor art throughout the area to keep the NW Neighborhoods lively, creative and vibrant.

Revisions: Neighborhoods, Schools + Parks NW Neighborhood Character Area 3 map (see 4.1, 4.2, 4.3)

Revisions: Neighborhoods, Schools + Parks NW Neighborhood Character Area 3 map (see 4.1, 4.2, 4.3)

Revisions: Neighborhoods, Schools + Parks NW Neighborhood Character Area 3 map (see 4.1, 4.2, 4.3)

55

CHARACTER AREA 3 | Planning Principles + Design Outcomes

NEXT STEPS

- PUBLIC COMMENTS

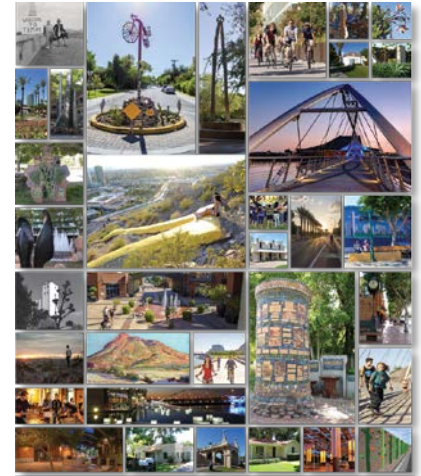
Open for Public Comment | Friday, 20 October 2017

Last Day for Public Comment | **Friday, 1 December 2017**

- BOARDS + COMMISSIONS

- DRAFT REVISIONS

- FORMAL REVIEW FOR CITY COUNCIL RESOLUTION



THINK TEMPE  extra small

TACTICAL URBANISM is an umbrella term used to describe a collection of extra small, low-cost, temporary changes to the built environment, intended to improve local neighborhoods, downtowns, and city gathering places.

Adapted from Mike Lyden and Anthony Gains, The Next Urbanism: Smart Urban Culture for Long-Term Change, Washington, DC: Island Press, 2011

XS EXTRA SMALL
 "Tactical Placemaking", bottom-up, decentralized, agile, low-cost, low-tech, independent, organic, often temporary in nature, experiential based, selfie moments
 EX: "Before & After..." chalkboard, movable chairs in a park, Adult Brevets, mobile vendors, public art, 3-D art murals, self-guided historic sites tour, Trees of Tempe walking tour, stamped concrete matching surrounding context / landscape, wayfinding

S SMALL
 Individual site-level / often a single building
 EX: Valley Art [College] Theatre + plaza, Tempe Woman's Club, Casa Loma Building, Casey Moore's, Hackitt House, Hayden House

M MEDIUM
 collection / grouping of small or individual buildings / site elements
 EX: ASU Art Annex [Portino / Snooze], The Shook on Mill Ave, Isacim Cultural Center

L LARGE
 block-scale developments including buildings + open spaces
 EX: Centriscient, Brickyard, One Hundred Mill, Hayden Flour Mill, Hanover on Mill, Farmer Arts District, Bagatta Point, SkyWalker, Crescent Rio, Tempe Mission Palms, Hayden Square + plaza, Tempe City Hall Complex

XL EXTRA-LARGE
 monocultures, high-cost, high-tech, dependent, market-driven, introverted urban form, boards- / corporate-controlled
 EX: Marina Heights, Raydon Ferry Lakeside, Tempe Marketplace, Arizona Mills Mall, The Grand at Pinnacle Center, Emerald Center, Discover Business Campus, ASU Research Park, ASU Main Campus, ASU Nexus Innovation Center, I.D.E.A. Technology Park, The Pier

TACTICAL URBANISM | THINK XS TEMPE

Design/Architecture + Planning/Strategy

TH
TEMPE

tempe.gov/3
characterareas@tempe.gov

HUNTER HANSEN

Project Manager

480.350.8763 | hansen1@tempe.gov