

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

Meeting Date: 5/22/2018
Agenda Item: 5

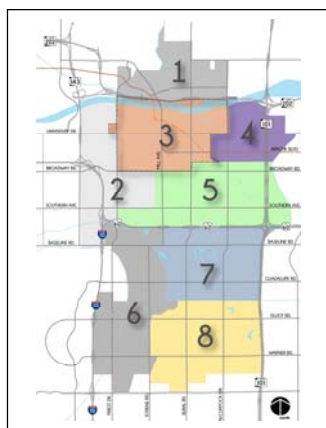
ACTION: Request a recommendation of design guidelines, placemaking principles, and character area maps for CHARACTER AREA 3 PLAN dated May 2018, which is generally bounded by the Loop 202, McClintock Drive, Broadway Road, and Priest Drive. The applicant is the City of Tempe.

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

RECOMMENDATION: Approve

BACKGROUND INFORMATION: CHARACTER AREA 3 PLAN (PL180134) 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 CHARACTER AREA 3 PLAN was developed as a guiding document to further the goals and objectives of the General Plan 2040 through a 2-year public input process. The plan provides design principles and guidelines that are specifically tailored to the unique traits of the area to help in the design of public spaces, connecting corridors, aesthetics of building design, ground floor treatment and activation strategies. It also includes various sustainability elements such as walkability, bikeability, shade, green infrastructure, and use of appropriate landscape treatments.

This Plan does not supersede any existing private property rights or legal processes, such as changes to land use, zoning, prohibiting use types and code compliance requirements. No changes to zoning or land use will occur from adoption of Character Area 3 Plan. The Character Area 3 Plan provides additional design principles for consideration when a new development is proposed within the boundaries of this plan. Existing entitlements for development on all properties within the city will remain in effect.



Applicant	City of Tempe
Tempe Character Area	3; total of 8 areas citywide
Gross / Net site area	3,405.95 acres; 13.20% of 25,784.42 acres citywide
Households	13,153 households [2014]
Residential Population	33,597 [2014]
Employment Population	37,820 [2014]
Median Age	23.3 years

ATTACHMENTS: Character Area 3 – Design Guidelines + Placemaking Principles, Downtown Tempe, Rio Salado, ASU, NW Neighborhoods dated May 2018 and file

STAFF CONTACT(S): Hunter Hansen, Project Management Coordinator, 480.350.8763

Department Director: Chad Weaver, Community Development Director
 Legal review by: n/a
 Prepared by: Hunter Hansen, Project Management Coordinator
 Reviewed by: Suparna Dasgupta, Principal Planner

COMMENTS:

Community design principles are typically applied as development occurs on a project-by-project basis. However, Character Areas recognize areas or groups of neighborhoods that contain common design, land use and commercial characteristics distinct from neighboring areas to provide greater specificity to preserve the character of a neighborhood when new developments are proposed. 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.

Upon voter ratification of *Tempe General Plan 2040*, City Staff identified Character Areas and City Council directed staff to proceed with Character Area Plans. Staff initiated the first of the Character Area Plans for Character Area 8 [Corona / South Tempe] and Character Area 7 [Kiwanis / The Lakes] in January 2014, and were adopted by Tempe City Council in January 2015. 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] throughout 2015, which were adopted by Tempe City Council in January 2016.

AREA AT A GLANCE

Character Area 3 encompasses 3,405.95 acres [or 13.20% of 25,784.42 acres citywide]; contains approximately 13,153 households [2014]; 33,597 persons living; and 37,820 employees [2014]. The median age is 23.3 years old.

CHARACTER AREA 3 VISION

To create a seamless network of destinations which meld Downtown Tempe, the Rio Salado corridor / Town Lake, Arizona State University / Novus Innovation Corridor, and Tempe's Northwest Neighborhoods by connecting people to places through active, walkable, and transit-oriented environments.

20-Minute City

The *Tempe General Plan 2040* vision is a sustainable mix of commercial, office, educational, recreational, civic, and residential options within a one-mile walking distance, four-mile bicycle ride, or 20-minute multi-modal transit options.

Planning Area Components:

- Downtown Tempe
- Rio Salado / Town Lake
- ASU / Novus Innovation Corridor [formerly known as the "Athletic Facilities District"]
- Northwest Neighborhoods [14 NAs and 16 HOAs]

Many of the area's 14 Neighborhood Associations and subdivisions include the following Character-defining Neighborhood Characteristics [see *Neighborhood Characteristics* map]:

- Individual Historic properties and Historic Districts ['H' zoning overlays]
- Pre- and Post-World War II Subdivisions
- Cultural Resource Areas ['CRA'] as designated in the General Plan
- Flood Irrigated Areas / SRP Water Utility Districts
- R-3 and R-3R zoned parcels
- Adjacency to ASU Tempe campus

Community Building Blocks for Active Open Spaces:

- Parks: Tempe Town Lake, Tempe Beach Park, North + South Bank Linear Paths, Rio Salado Park, Tempe [Hayden] Butte Preserve, ASU's Desert Arboretum Park, Sixth Street Park, Jaycee Park, Mitchell Park, Clark Park, Birchett Park, Daley Park
- Open Spaces [Plazas / Pocket Parks / Amphitheaters / Alleyways]: Tempe Center for the Arts reflection pool + lawn, Hayden Ferry Lakeside plazas, Tempe Gateway plaza, Hayden Square amphitheater, Post Office / Tempe Hardware Building alley, Centerpoint plaza, Chase alley, Hayden Flour Mill lawn, Tempe Mission Palms alley, Plazita de Descanso Park, Tempe City Hall plaza / podium, Brickyard plaza + fountain, Gammage lawn

- Civic Amenities + Schools: Harry E. Mitchell Government [City Hall] Complex, Tempe Police + Municipal Court Building, Tempe Center for the Arts, Westside Multi-Generational Center, Cahill Senior Center, Scales Technology Academy, Gililand Middle School, Holdeman Elementary School, Tempe High School, Arizona State University

PUBLIC INPUT + ENGAGEMENT

During the public outreach, staff closely worked with the community to help define issues related to the following elements within Character Area 3:

- ✓ Placemaking [design, use, and programming of public spaces]
 - Opportunity for residents, workers, students, and businesses to define, enhance, preserve, and program active uses for public spaces
- ✓ Design Guidelines
 - To include principles to enhance the quality of design, walkability, bikeability, sustainability, connectivity, aging-in-place options, livability
- ✓ Qualitative Aspects of Our Shared Spaces
 - How a space feels, safety perceptions, shade, comfort, space use, places to bring the kids or be a kid

The planning process for CA3 was based on extensive community outreach during a two year-long process which included community workshops, online surveys, direct-mail invitations to every area household, door-hangers, casual meetups, stakeholder meetings, YouTube / Tempe Channel 11 videos, 91.5 KJZZ Placemaking interview, a social media campaign, and dot●ocracy voting on area priorities for each anchor. The following is a list of related events:

- ✓ March 2016; Area-wide survey launched @ www.tempe.gov/3
- ✓ March 19, 2016: NW Neighborhoods Meetup at Clark Park Farmers Market @ Clark Park Community Garden
- ✓ April 16, 2016: Character Area 3 Planning Area Kick-off Meeting with Mayor Mark Mitchell @ State of the Neighborhoods Awards + Workshops
- ✓ May 14, 2016: Town Lake Meetup at Town Lake Day @ Tempe Center for the Arts; online Town Lake dot●ocracy
- ✓ June 22, 2016: Downtown Tempe Meetup @ Délice Bistro Bakery + Café; online Downtown Tempe dot●ocracy
- ✓ July 27, 2016: NW Neighborhoods Meetup @ Westside Multi-Generational Center; online NW Neighborhoods dot●ocracy
- ✓ November 9, 2016: ASU Meetup *The Devil Is In The Details* @ Tempe Transportation Center; online ASU dot●ocracy
- ✓ January 10, 2017: Senior Wisdom Focus Group for the Young at Heart @ Encore on Farmer
- ✓ February 28, 2017: NW Neighborhoods Write Your Own Design Guidelines @ Casey Moore's Oyster House; online NW Neighborhoods - *Write Your Own Design Guidelines*
- ✓ November 14, 2017: Update to Development Review Commission @ Work Study Session
- ✓ December 5, 2017: Presentation of the Fall 2017 Draft @ Tempe Transportation Center [2 open houses]; online comment form
- ✓ December 7, 2017: Update to Tempe City Council @ Issue Review Session
- ✓ April 16-30, 2018: Character Area 3 Final Draft public comment period; online comment form

Over 5,000 contributions were received, which set a record for public participation. All the public comments received have been grouped by topic, and are included in the *Appendices* of the Plan [*see Public Comments* section]. Key inputs from the stakeholders include the following observations and suggestions:

- Commitment to continually improving this unique part of Tempe and the Valley
- Walkable mixed-use and transit-oriented corridors along Rio Salado Parkway, Ash Avenue, Apache Boulevard, Mill Avenue, College Avenue, Rural Road, and University Drive are essential to the vitality of the area as a whole
- Vibrant Light Rail Station Areas and Streetcar Stops need to include a healthy ground-floor / space program which is adaptable to trends / changes in the economy
- Thoughtful and well-designed transitions from mixed-use / multi-family areas into single-family areas are essential
- Preservation of the core historic districts and post-war subdivisions is important
- Preservation of Historic ['H'] and Historic Eligible ['HE'] sites, neighborhoods, and subdivisions is essential to fostering authentic sense of place [Roosevelt Addition Historic District, Willacker Homes, D Bar L Rancheros,

Mitchell Park Subdivisions, Laird Estates, Goodwin Homes, Tempe Terrace, Gage Addition, Park Tract, College View, Campus Homes Subdivision, University Park Historic District, Daley Park Subdivision, Tempe Estates, University Estates, University Terrace, etc. is important.]

- Maintain Salt River Project's Flood Irrigation Service Areas [established 1909-1958] as they set this area apart from other areas in Tempe and the Valley by cooling the urban environment and supporting a diverse, well-established, character-defining plant palette
- Provide strong north-south connections / pathways / alleyways / safe crossings from the Rio Salado corridor to-and-through Downtown Tempe, the ASU campus, and existing neighborhoods -- to the south across University Drive and Apache Boulevard, and the Union Pacific Railroad; to the west across Farmer Avenue, Hardy Drive and Priest Drive; and to the east across Rural Road
- Art in public and private development, educational facilities, transportation, streetscapes, and parks should continue to inform area placemaking, foster community identity, and promote a local sense of pride
- It is a priority of area residents to utilize a wide range of placemaking tools, strategies, and technologies to keep this area of Tempe unique.

Subsequent to receiving the extensive public comments as shown above, staff prepared a draft plan for the area which included the balance of many comments made by the stakeholders and the residents. Even after producing the initial draft plan, staff continued to work with several community leaders to review the draft plan many times, and revised it to reflect their additional concerns and inputs. This final version is a result of a more than six-month long process consisting of many iterations to address new inputs from community leaders.

There are many stakeholders who have interest in the outcome of Tempe's Character Area planning efforts. These include:

- ✓ Residents of Tempe [neighbors, property owners, Neighborhood Associations, Homeowners' Associations, etc.]
- ✓ Mayor + City Council
- ✓ City Boards, Commissions, + Advisory Groups
- ✓ City Staff
- ✓ Partner Organizations [Downtown Tempe Authority, Tempe Tourism, Tempe Chamber]
- ✓ Business Community
- ✓ Design + Development Community
- ✓ Arizona Board of Regents + Arizona State University
- ✓ Neighboring jurisdictions
- ✓ Railroad + Utility Companies [Union Pacific Railroad, Salt River Project, Arizona Public Service]
- ✓ Planning Entities [ADOT, AZ State Historic Preservation Office, Arizona Forward, Valley Metro, Sky Harbor Airport]

ASU | NOVUS INNOVATION CORRIDOR

In addition, Tempe and Arizona State University (ASU) have maintained symbiotic relationship going back to 1885 when the Territorial Normal School was founded. The planned ASU Novus Innovation Corridor [see *Novus Innovation Corridor* map] includes over 330 acres of new mixed-use development extending from Town Lake and the former Athletic Facilities District along Rural Road to the main campus. Catellus Development Corporation and ASU have created a master plan and design standards document for the Athletic Facilities District Planning Area. This document contains the guiding principles for planned land uses within the four sub-districts with a network of streets for multi-modal connectivity. The design standards also address building forms, materials and colors as well, establishing parking standards and landscape. The Character Area 3 Plan complements the design standards established by ASU and Catellus Development Corporation.

Further, project submittals for planning entitlements, Planned Area Developments [P.A.D.], use permits, variances, etc. should demonstrate compatibility with the Character Area 3 Design Guidelines + Placemaking Principles upon approval by Tempe City Council.

GENERAL PLAN

The Character Area 3 Design Guidelines + Placemaking Principles serve to further the goals and objectives of the *Tempe General Plan 2040*, Land Use and Development Chapter, Community Design Element, Character Area Planning section; and to provide an enhanced policy framework to guide the design and planning processes in the area.

CHARACTER AREA PLAN

The Character Area 3 plan addresses a number of important local issues for design, activities and development for this area of the city. The Character Area 3 Design Guidelines + Placemaking Principles [dated May 2018] is comprised of a character area maps, Placemaking Principles + Design Guidelines, character elements and area priorities. All plan components are derived by considering the stakeholders' input and established design and planning principles. This Character Area Plan facilitates the implementation of *Tempe General Plan 2040*.

The Character Area 3 Design Guidelines + Placemaking Principles serve to achieve *GP2040* goals through the following performance measures:

1. Provide a well-managed planning and design guidelines for the increased residential population and employees in Downtown Tempe, the Transportation Overlay District, the Town Lake District and ASU.
2. Improve the quality, accessibility, and connectivity of redevelopment and infill projects
3. Preserve and enhance local historic and cultural resources to preserve existing neighborhood character, inform authentic placemaking, and strengthen sense of place
4. Support human health, economic development, and livability through the creation of a walkable, bikeable, and transit-oriented environment
5. Promote the active use and engagement of public open spaces and publicly accessible private open spaces
6. Connect people to places for living, employment, education, transportation hubs, open space, cultural and recreation, restaurant and retail through well-designed streetscapes, shade, and active ground floors
7. Foster economic development throughout the area through an engaging pedestrian realm
8. Help protect property values

Staff recommends approval of the Character Area 3 Plan – [Downtown Tempe, Rio Salado, ASU, NW Neighborhoods] Design Guidelines + Placemaking Principles.

RESOLUTION NO. R2018.xx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, TO FURTHER THE GOALS AND OBJECTIVES OF THE TEMPE GENERAL PLAN 2040, LAND USE AND DEVELOPMENT CHAPTER, COMMUNITY DESIGN ELEMENT, CHARACTER AREA PLANNING SECTION; AND TO PROVIDE AN ENHANCED POLICY FRAMEWORK TO GUIDE AREA PLANNING PROCESSES AND LAND USE DECISIONS THROUGHOUT TEMPE CHARACTER AREA 3 AS DESCRIBED HEREIN.

WHEREAS, the Federal Standards in Planning Act and Standards in Zoning Act of 1928 enables local jurisdictions with planning authority for their communities; and

WHEREAS, Arizona Revised Statutes (A.R.S.) § 9-461.05 Chapter 204, requires each city to adopt a comprehensive, long-range General Plan to guide the physical development of the community; and

WHEREAS, the Tempe City Council adopted *Tempe General Plan 2040* on December 12, 2013; and

WHEREAS, the Tempe voters ratified *Tempe General Plan 2040* in the May 20, 2014 Special Election (effective June 3, 2014; Resolution No. R2014.01); and

WHEREAS, the *Tempe General Plan 2040* Land Use and Development Chapter, Community Design Element, Character Area Planning Section states:

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, landscaping, 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.

WHEREAS, staff prepared the *Character Area 3 – Downtown Tempe, Rio Salado, ASU, NW Neighborhoods – Design Guidelines + Placemaking Principles* document to further refine the goals and strategies of the General Plan 2040; and

WHEREAS, staff prepared this plan by utilizing an extensive public outreach process for more than two years, and that the final document addresses the comments from the public and boards of commissions, and has gone through internal staff reviews.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

The City Council adopts the *Character Area 3 – Downtown Tempe, Rio Salado, ASU, NW Neighborhoods – Design Guidelines + Placemaking Principles*, 2018.

ATTACHMENTS:

A. *Character Area 3 – Downtown Tempe, Rio Salado, ASU, NW Neighborhoods Design Guidelines + Placemaking Principles*, 2018

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, this _____ day of _____ 20__.

Mark W. Mitchell, Mayor

ATTEST:

Brigitta M. Kuiper, City Clerk

APPROVED AS TO FORM:

Judith R. Baumann, City Attorney