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**CITY OF TEMPE  
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 08/13/2019  
Agenda Item: 8**

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**ACTION:** Introduce and hold a first public hearing for a major amendment to General Plan 2040 for a Projected Land Use Map amendment from “Industrial” to a new “Mixed-Use/Industrial” category, with a General Plan text amendment, for approximately 560 acres, and a Projected Residential Density Map amendment from 0 du/ac to a new “up to 45 du/ac” category, with a General Plan text amendment, on approximately 67 acres along the Broadway Road frontage; and up to “15 du/ac” on approximately 493 acres, for the **BROADWAY INDUSTRIAL HUB – TEMPE MAKER DISTRICT** bounded by Priest Drive to the west, Union Pacific Railroad to the east, Broadway Road to the north and Southern Avenue to the south. The applicant is the City of Tempe. (PL190115). The second public hearing by the Commission is scheduled for August 26, 2019.

**FISCAL IMPACT:** N/A.

**RECOMMENDATION:** Approve

**BACKGROUND INFORMATION:** This is a request to modify General Plan 2040 Projected Land Use and Density Maps for the Broadway Industrial Hub – Tempe Makers District to enable developments of mixed uses including certain types of residential units. The request includes the following:

- GPA190004
1. A Projected Land Use Map amendment from “Industrial” to a new “Mixed-Use/Industrial” category, with a General Plan text amendment, for approximately 560 acres;
  2. A Projected Residential Density Map amendment from 0 du/ac to a new “High Density Limited (up to 45 du/ac)” category, with a General Plan text amendment, on approximately 67 acres along the Broadway Road frontage; and up to “15 du/ac” on approximately 493 acres;
  3. A related Text Amendment in the General Plan 2040 to define the new Land Use category “Mixed-Use/Industrial”, new Residential Density category “High Density – Limited, up to 45 du/AC”;
  4. Related changes to the maps depicting Hubs, and related Objectives and Strategies in the General Plan 2040.

**ATTACHMENTS:** Resolution, Attachments for General Plan changes

**STAFF CONTACT(S):** Robbie Aaron, Planner II (480) 350-8096

Department Director: Chad Weaver, Community Development Director

Legal review by: N/A

Prepared by: Robbie Aaron, Planner II

Reviewed by: Ryan Levesque, Deputy Community Development Director - Planning

**COMMENTS:**

The current Broadway Industrial Hub – Tempe Maker District is approximately on one square mile of area consisting of commercial, industrial and manufacturing uses. The area is bound by Broadway and Southern north and south, and Priest to the west. The eastern boundary is Kyrene (which doesn't flow north after Southern). This area is near Tempe's Downtown Urban Core.

The request to modify General Plan 2040 Projected Land Use and Residential Density maps is as follows:

1. General Plan Projected Land Use Map Amendment from Commercial to Mixed-Use Industrial for approximately 70 acres.
2. General Plan Projected Land Use Map Amendment from Industrial to Mixed-Use Industrial for approximately 488 acres.
3. General Plan Projected Residential Density Map Amendment adding Medium Density (up to 15 du/ac) to approximately 491 acres.
4. General Plan Projected Residential Density Map Amendment adding a new density of up to 45 du/ac to approximately 67 acres.

The applicant is requesting the Development Review Commission to provide recommendations to City Council for all the above items.

**PUBLIC INPUT**

Neighborhood meeting is required for this application. On July 10, 2019, twenty-five (25) people representing area businesses, property owners, residents, and real estate attended the public meeting for the General Plan Amendment for the Tempe Maker District in the Broadway Corridor held at MAC6, 1430 West Broadway Road. City staff from Economic Development, Community Development, Communications, and Engineering and Transportation attended the meeting to provide support.

Conversations from the attendees demonstrated broad support for the following:

- Enthusiasm for the new land use designation of mixed-use/industrial with overwhelming support to maintain the existing industrial and allow new opportunities for adaptive reuse to include office, retail, and housing (such as lofts, workforce and work/live housing) in mixed-use projects
- Identity of the area as a "Maker District" including elements that will create a unique sense of place and identity (art, signage, etc.) to enable economic marketing for business attraction, retention and expansion in the district

Concerns that were voiced were related to the following:

- Possible changes in vehicular traffic due to new uses, and related traffic concerns
- Possible influx of new business uses (smoke shops, adult businesses, etc.) that are incompatible with the area and the City's ability to deny permits to those uses
- The longevity of existing industrial businesses in the area and their ability to remain and expand inside the newly defined District

**PROJECT ANALYSIS****GENERAL PLAN AND ZONING**

A written justification for the proposed General Plan amendment has been provided in the application. The overall vision of the Broadway Industrial Hub – Tempe Maker District complies with the land use goals and element objectives for General Plan 2040.

The impact to current infrastructure and other issues such as traffic would be evaluated on a case by case basis with each private development application submitted to the City. All such applications will require the approval of the DRC and the Council.

**REASONS FOR APPROVAL:**

1. The requested General Plan Amendment will enable new development consistent with the emerging market demand for the area.
2. The proposed uses allowed by the requested amendment in the General Plan will facilitate and support economic development of the Broadway Industrial Hub area.
3. Zoning map amendment applications that propose the integration of residential uses will be consistent with the General Plan and efforts to meet the goals and objectives identified within the Maker District

Based on the information provided and the above analysis, staff recommends approval of the requested General Plan Amendment.

**CONDITIONS OF APPROVAL:**

None at this time.

**ZONING AND DEVELOPMENT CODE REFERENCE:**

Section 6-302, General Plan Amendment

**RESOLUTION NO. R2019.xx**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, AMENDING THE GENERAL PLAN 2040 FOR APPROXIMATELY 558 ACRES (FOR LAND USE AND DENSITY MAP CHANGES FOR THE ENTIRE AREA) LOCATED AT VARIOUS PROPERTIES WITHIN THE AREA GENERALLY BOUNDED BY BROADWAY ROAD, PRIEST DRIVE, SOUTHERN AVENUE AND KYRENE ROAD ALIGNMENT.**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, that the General Plan 2040 Projected Land Use Map Amendment and Projected Residential Density Map Amendment as generally described below and related attached General Plan text amendment with maps are hereby amended as shown in the attachments.

**Description:**

Amendments to the General Plan 2040, Projected Land Use map and Projected Density map as follows:

1. General Plan Projected Land Use Map Amendment from Commercial to Mixed-Use Industrial for approximately 70 acres.
2. General Plan Projected Land Use Map Amendment from Industrial to Mixed-Use Industrial for approximately 488 acres.
3. General Plan Projected Residential Density Map Amendment adding Medium Density (up to 15 du/ac) to approximately 491 acres.
4. General Plan Projected Residential Density Map Amendment adding a new category "High Density Limited, up to 45 du/ac" to approximately 67 acres.

ATTACHMENT 1. Amendment to Projected Land Use Map for the area

ATTACHMENT 2. Amendment to Projected Residential Densities Map for the area

ATTACHMENT 3. Amendment to Figure 3 Land Use Hubs, P 16, Land Use and Development Chapter, and related Text; and to Figure 4 Growth Areas, P 9. Economic Development Element

ATTACHMENT 4. Amendment adding Text for Mixed Use/Industrial Land Use category, and for High Density Limited category.

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

\_\_\_\_\_  
Mark W. Mitchell, Mayor

ATTEST:

\_\_\_\_\_  
Carla R. Reece, City Clerk

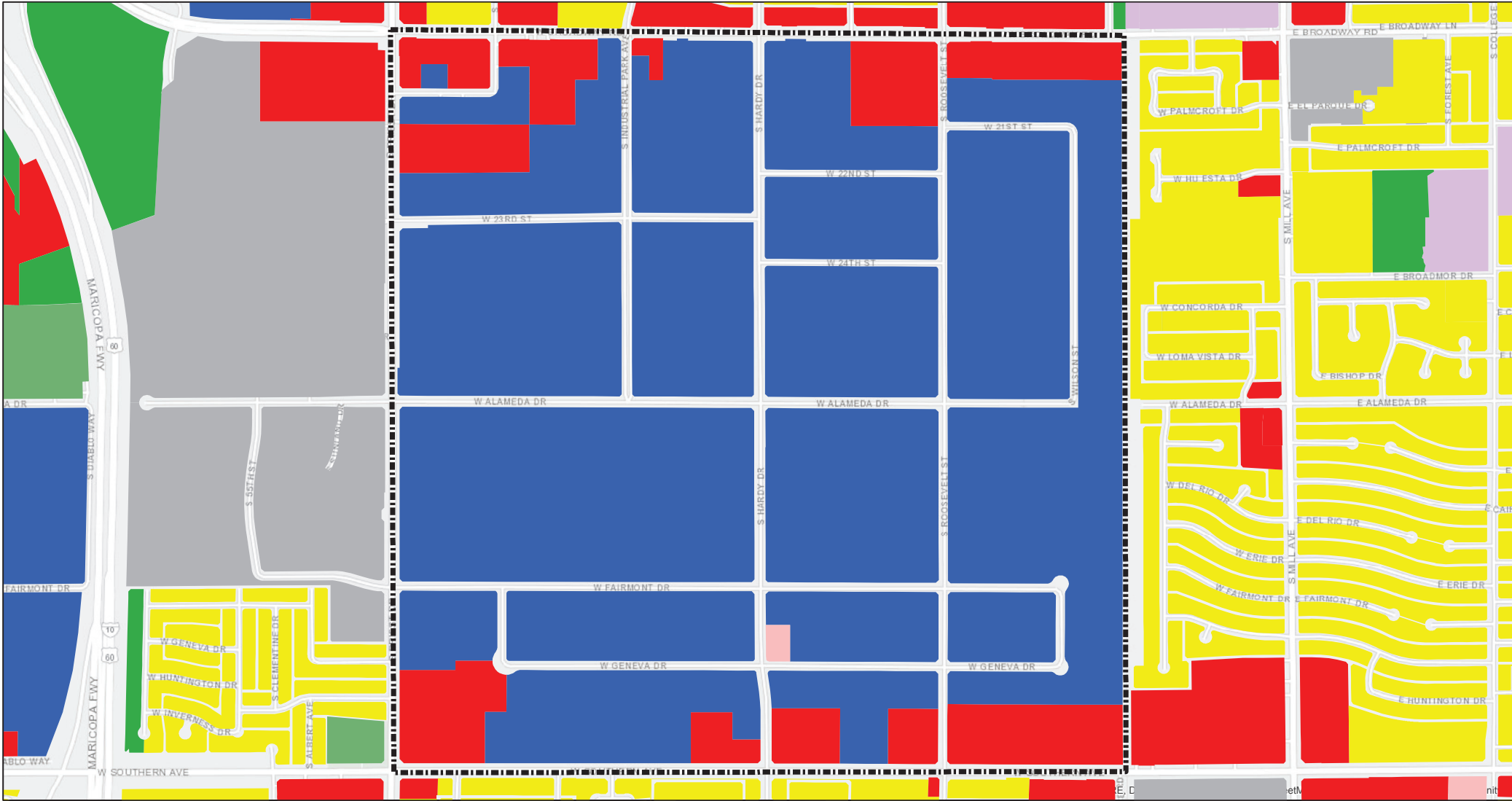
APPROVED AS TO FORM:

\_\_\_\_\_  
Judith R. Baumann, City Attorney

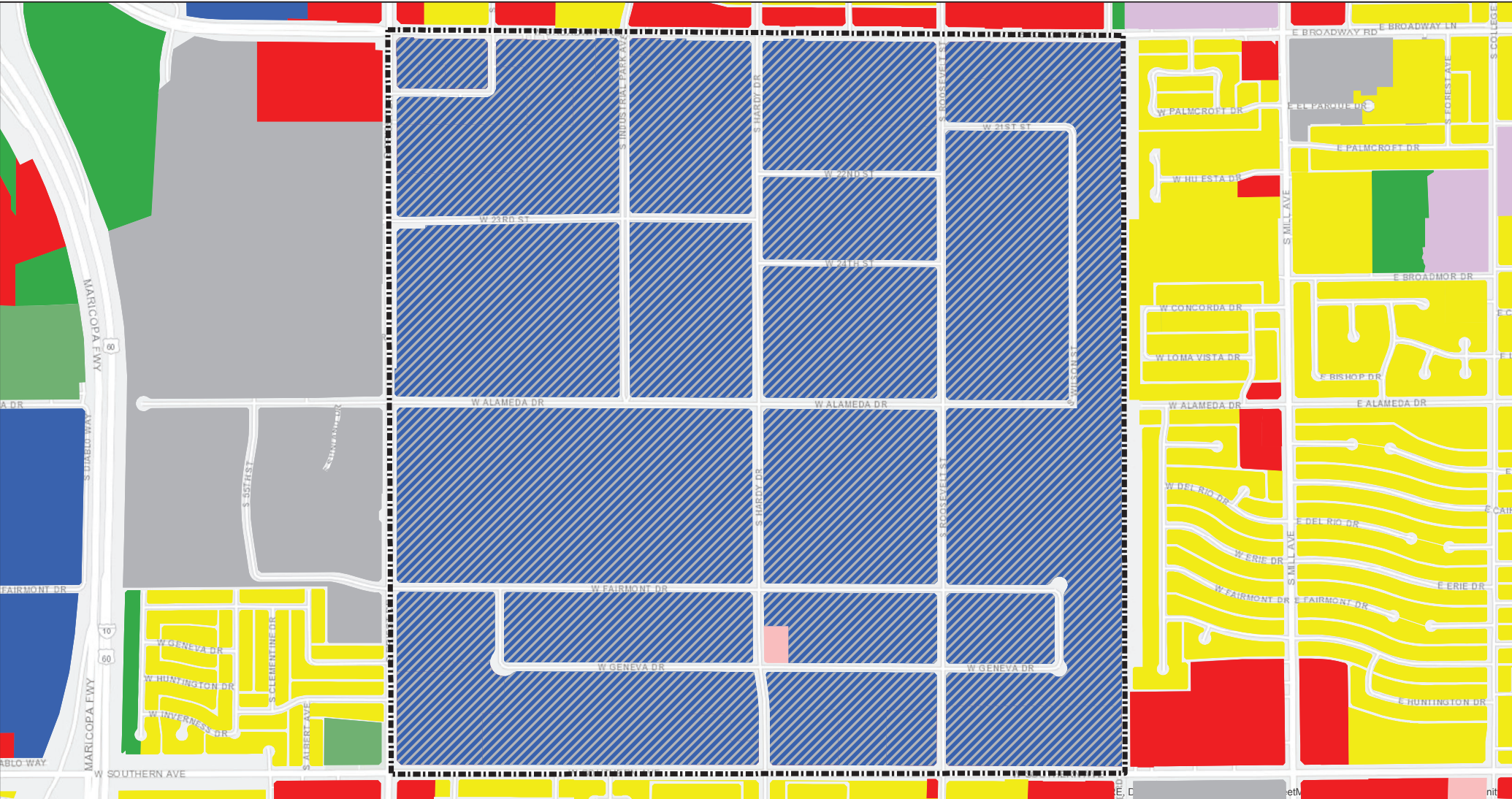
**ATTACHMENT 1**

GENERAL PLAN MAP AMENDMENT TO PROJECTED LAND USE MAP FOR THE AREA

# 2040 PROJECTED LAND USE



# PROPOSED 2040 PROJECTED LAND USE



	Proposal Boundary		COMMERCIAL		INDUSTRIAL		MIXED USE / INDUSTRIAL		PUBLIC RECREATIONAL/CULTURAL		WATER
	CIVIC		EDUCATIONAL		MIXED USE		PUBLIC OPEN SPACE		RESIDENTIAL		

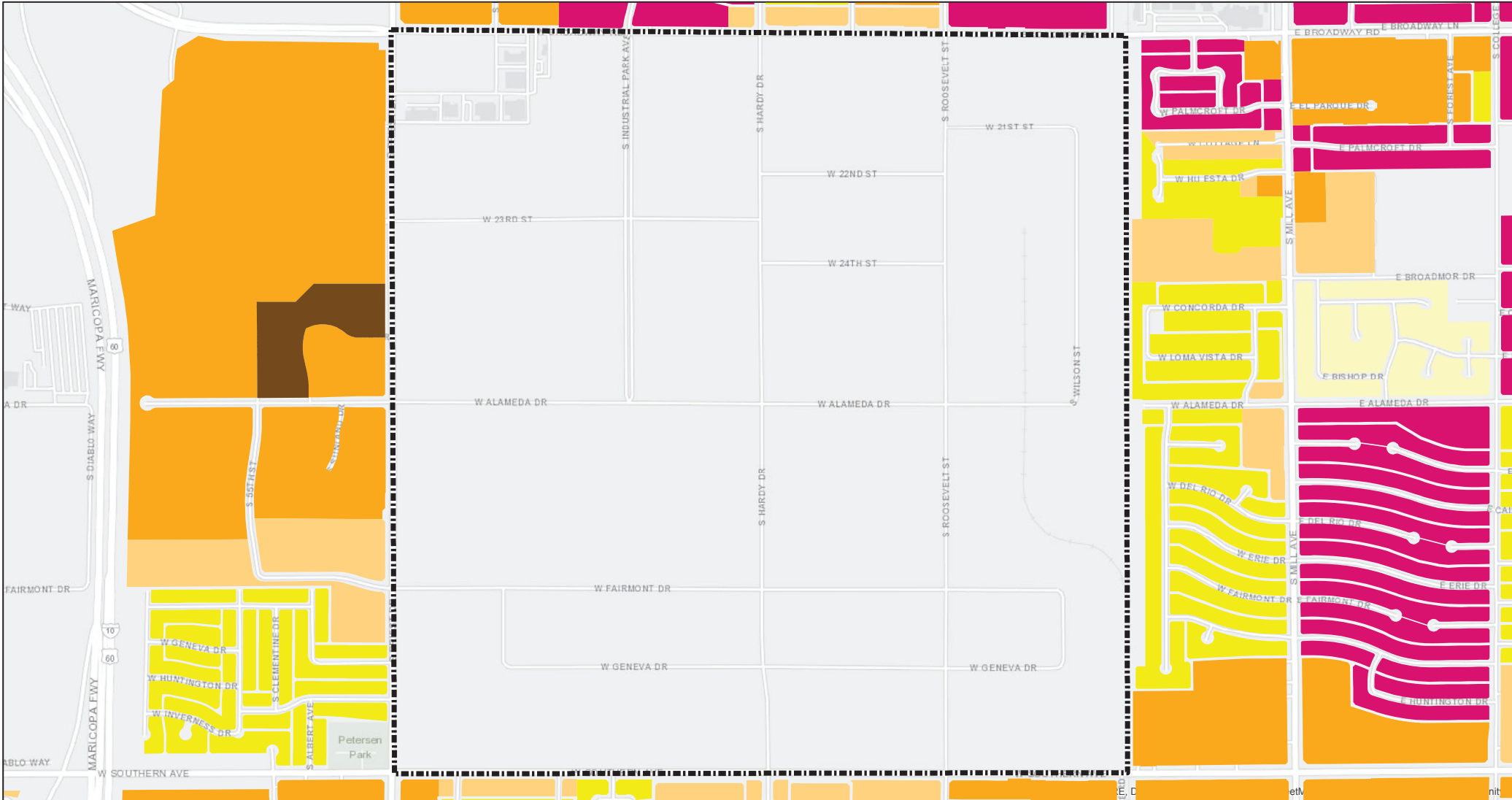













**ATTACHMENT 2**

GENERAL PLAN MAP AMENDMENT TO PROJECTED RESIDENTIAL DENSITIES MAP FOR THE AREA

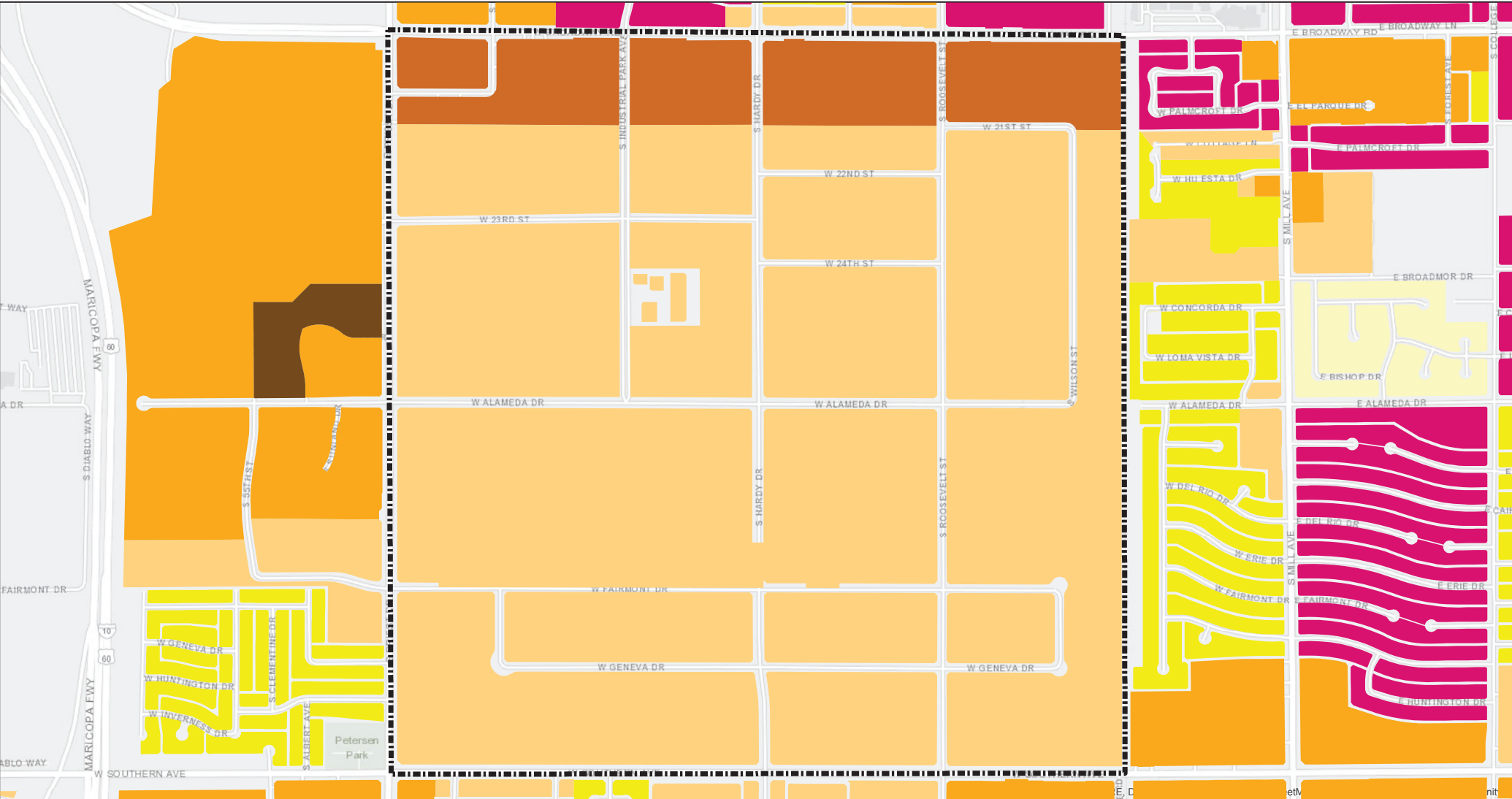
# 2040 PROJECTED RESIDENTIAL DENSITY












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|---|---|---|---|--|
|  Proposal Boundary      |  Low Density (up to 3 du/ac)             |  Medium Density (up to 15 du/ac)         |  High Density Limited (up to 45 du/ac) |  High Density Urban Core (more than 65 du/ac) |
|  Cultural Resource Area |  Low to Moderate Density (up to 9 du/ac) |  Medium to High Density (up to 25 du/ac) |  High Density (up to 65 du/ac)         |  |



# PROPOSED 2040 PROJECTED RESIDENTIAL DENSITY



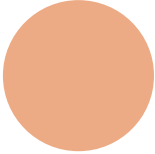
 Proposal Boundary	 Low Density (up to 3 du/ac)	 Medium Density (up to 15 du/ac)	 High Density Limited (up to 45 du/ac)	 High Density Urban Core (more than 65 du/ac)
 Cultural Resource Area	 Low to Moderate Density (up to 9 du/ac)	 Medium to High Density (up to 25 du/ac)	 High Density (up to 65 du/ac)	



**ATTACHMENT 3**

GENERAL PLAN TEXT AMENDMENT TO FIGURE 3 LAND USE HUBS, P 16, LAND USE AND DEVELOPMENT CHAPTER, AND RELATED TEXT.

**Legend**



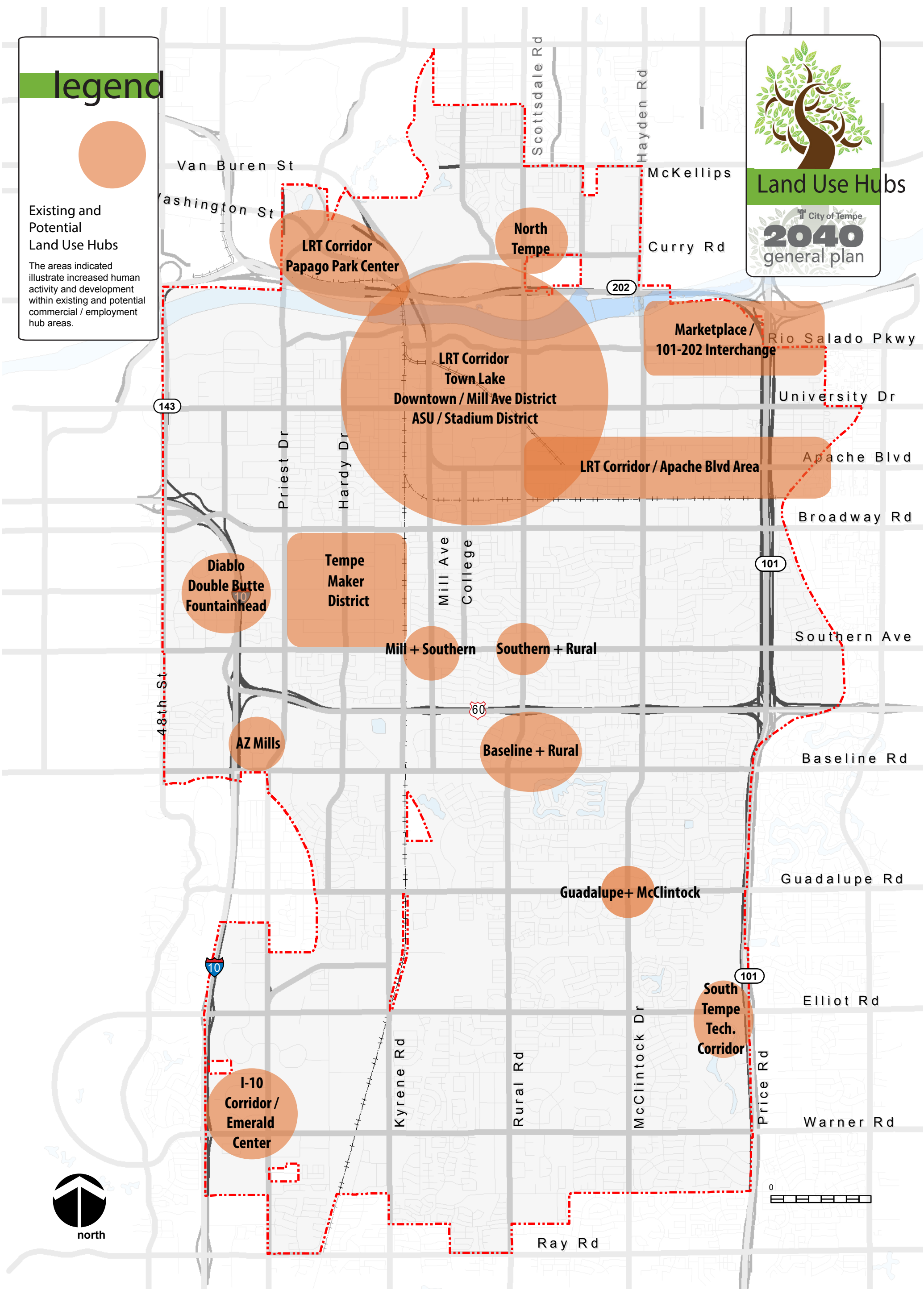
**Existing and Potential Land Use Hubs**

The areas indicated illustrate increased human activity and development within existing and potential commercial / employment hub areas.



**Land Use Hubs**

City of Tempe  
**2040**  
general plan



## ATTACHMENT 3 RELATED TEXT

### ADDITION TO THE GENERAL PLAN 2040 AFTER P 26, ECONOMIC DEVELOPMENT ELEMENT

#### BROADWAY INDUSTRIAL HUB (TEMPE MAKER DISTRICT)

The Tempe Maker District (TMD) Growth Area consists of more than 600 acres – almost a full square mile of commercial, industrial and manufacturing uses. The area is bound by Broadway Road on north, Southern Avenue on south, and Priest Drive on west. The eastern boundary is the Union Pacific Railroad, or the Kyrene Road alignment. This area is in close proximity to Tempe’s Downtown Urban Core. This hub has numerous assets including its proximity to multiple freeways (US60, the I-10 and close access to the 202), Arizona State University’s Tempe campus and sporting and entertainment venues such as Tempe Diablo Stadium and Mill Avenue. It is surrounded by single family and multi-family residential units and more than 380 higher-end hotel rooms. However, the area has seen increased industrial vacancies as some of the older building stock is becoming less suitable for the emerging industrial uses. In this context, the TMD lends itself to redevelopment opportunities with potential residential uses and densities in some areas, and with more diversified land uses including mixed-use light industrial.

#### BROADWAY INDUSTRIAL HUB (TEMPE MAKER DISTRICT) GROWTH AREA GOAL

Redevelop an older industrial area into a mixed-use/industrial destination that focuses on creative and innovative manufacturing in a strategic location, growing base industries, attracting supply chain companies, and integrating mixed use and adaptive reuse projects.

#### Objectives

TMD<sub>1</sub> Provide urban mixed-use/industrial redevelopment opportunities that can build on the area’s industrial assets and prime location due to freeway access.

#### STRATEGIES

1. Develop a distinct character for the Tempe Maker District growth area.
2. Integrate pedestrian, bike and transit connections to provide access into and through this growth area.
3. Integrate housing, retail, services, jobs, and amenities, to improve neighborhood sustainability by activating and revitalizing the area.
4. Adapt older building stock for new uses to prevent blight.
5. Introduce mixed use residential uses through new housing development in the area to support improvements in transit and walkability.
6. Create a live-work-play environment in the area by introducing mixed use residential projects with appropriate types of residential development that integrate live/work.
7. Encourage residential uses to include affordable housing (including workforce housing) in the mix.
8. Encourage the introduction of restaurant and other local amenities for people working and living in the TMD area.

TMD<sub>2</sub> Master plan both sides of Broadway Road and within the District to create a sense of place and identify primary entrances to the Tempe Maker District.

## STRATEGIES

1. Work to improve the street frontage along Broadway including sidewalks, landscape, bike lanes and walkability.
2. Ensure a good multimodal connectivity within the TMD and to the adjoining areas
3. Incorporate signage and art to create a feel for an evolving mixed use and industrial district.
4. Provide entry features to indicate the sense of arrival to a distinct area.
5. Introduce open space, plazas and pocket parks throughout the area to make the TMD attractive for the local residents, workers and visitors.

**ATTACHMENT 4**

GENERAL PLAN TEXT AMENDMENT ADDING TEXT FOR MIXED USE/INDUSTRIAL LAND USE CATEGORY, AND  
FOR HIGH DENSITY CATEGORY



## ATTACHMENT 4

Addition to Land Use and Development Chapter. Page 7: Projected Land Use and Legend

### **Mixed-Use/Industrial**

Legend: Blue stripes on Grey Color

Land used for a combination of residential, commercial, and light industrial activities on a site. This category encourages resourcefully designed developments that create a living environment reflective of an activity hub, in which there is the opportunity to live, work, and play in locations which may be in close proximity to light industrial activities. Basic criteria for development include reasonable scale to the surrounding building, encouragement of alternative modes of transportation (such as transit, bicycling and walking), and a well-conceived plan with access to and integration of auto and transit facilities. Alternatively, general industrial land uses may be allowed that are allowed in the Light Industrial or General Industrial zoning districts.

Addition to Land Use and Development Chapter. Page 7: Projected Land Use and Legend. Page 9: Projected Residential Density Legend

### **High Density Limited (up to 45 du/ac)**

Legend: Light brown color used to show the category “up to 45 du/ac”

High Density Limited is residential land with up to forty-five dwelling units per acre. Proximity to employment, entertainment and pedestrian activity encourages interaction and creates an urban environment that contributes towards the making of a hub. The residential housing styles can be either attached and multi-story housing, and may be part of a mixed-use development consisting of live, work, and play and which may be in close proximity to commercial or light industrial activities. This level of intensity should either provide, or have access to, nearby open space, transit, and other amenities.