

## Agenda Item 4

# MEMORANDUM

TO: Historic Preservation Commission  
FROM: John Southard, Historic Preservation Officer  
DATE: September 13<sup>th</sup>, 2021  
SUBJECT: Agenda Item 4 – Character Area 1 Draft Plan Presentation

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Dr. Ambika Adhikari of the City of Tempe will provide an overview of the Character Area 1 planning process and draft plan. Materials associated with the presentation are attached. The draft plan may be viewed at <https://www.tempe.gov/home/showpublisheddocument/91633/637655604797830000>.

# MEMORANDUM



**TO:** Chair & Members, Historic Preservation Commission  
**FROM:** Ambika P. Adhikari, Principal Planner; and Robbie Aaron, Planner  
**DATE:** September 13, 2021  
**SUBJECT:** Character Area 1 – Papago/North Tempe Draft Plan

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## **PURPOSE:**

This memo provides an introduction of, and progress report on the planning process, and a summary of the draft plan for Character Area-1: Papago/North Tempe.

## **BACKGROUND INFORMATION:**

Tempe's General Plan 2040 provides a vision of what Tempe will look like by 2040, and how it will function as a community. Compared to the population and employment in 2020, Tempe is expected to grow by more than 57,000 new residents, and the city is projected to add nearly 57,200 new jobs by 2040. Although this growth can be accommodated in the City, more important than numeric change is Tempe's ability to maintain sustainable and livable communities while growing.

Character Area Planning is one of the ways to accomplish the design-related goals of the General Plan 2040. Themes woven throughout the General Plan include developing Tempe as a leader in urban living; expanding pockets of urban activity centers or "hubs"; and enhancing pedestrian, bike, and transit connections to produce a "20-minute City". While advancing these themes, a Character Area Plan is a policy-level document to help guide new development, redevelopment and public investment in the area that would make the new additions consistent with the character of the area, and reflect the aspirations of the residents.

## **Character Area 1 – Papago/North Tempe**

Character Area 1 consists of approximately 3.35 square miles area that is roughly bounded by the Loop 202 Freeway on the south, McClintock Drive on the east, the City boundary lines on the north, and approximately Priest drive on the west. This area has a population of 9,920 (2020). It includes a county island 63 acres in area situated at the northeast corner of Loop 202 Freeway and Scottsdale Road.

Outreach for the planning process has included obtaining input from area residents, business community, and stakeholders to create principles that will be taken through the Tempe City Council adoption process. The plan will provide a background of the area, summarize its history, list character defining elements, and recommend goals and principles to guide the future planning and design in the area.

A Character Area Plan is policy-level document. It is a non-regulatory document that does not change the legal rights of property owners, codes, and ordinances applicable to any property.

## **Public Outreach Process**

Staff has been conducting an extensive outreach effort to consult with the residents, businesses, and stakeholders in the area to seek input and comments. These efforts have included the following activities.

- Two kick-off meetings were held on March 15, 2021
- Public survey conducted for preference. March 15-April 4, 2021
- Two public meetings held on May 11, 2021
- Two in-person meetings. June 14 and 26
- Two focus group meetings on June 29, 2021
- "Dot.ocracy" survey. May 11 - June 30, 2021
- Presentation so far to ten City Boards and Commissions
- Presentation at the Council Work Study Session. August 30, 2021

Through the public process, residents and stakeholder have identified the following as the priority topics to be addressed in the Character area Plan.

Shade; Extreme Heat Management; Landscape; Climate Change; Mobility; Open Space; Housing; Passive Natural Systems; Ageing in Place Streetscape; Canal Oriented Design; Balanced Land Use; Public/Private Art; Historic Preservation; Green Infrastructure and Construction; Connectivity and Quality Design.

### **Remaining Timeline**

Staff has made the initial draft plan for CA1 available for public on August 27, 2021. Staff will be collecting input on the draft until September 19, 2021. Staff will continue to solicit and receive input throughout the adoption process. Below is the remaining significant timeline calendar for the adoption process.

- Late September 2021 - Refine CA-1 Plan draft
- Early-mid-October 2021 – Release the revised Plan draft to the public
- Late October 2021 – Plan draft released for the public hearing
- Second week of November 2021– First Council hearing
- Second week of December 2021– Second Council hearing for possible adoption

### **Draft CA1 Plan Contents**

The draft CA 1 Plan was released to the public on August 27, 2021, and can be found at the following link.

<https://www.tempe.gov/home/showpublisheddocument/91633/637655604797830000>

The draft plan consists of the following sections.

- Introduction, Purpose of the Plan, and Existing Character
- Plan development through a public process
- Planning and design guidelines and principles (17 elements)
- Appendices
  - Recommended plant pallet
  - Images from the area that help to define the character of the area
  - Images related to the design guidelines
  - Selected socio-economic data
  - A summary of public inputs

### **Design Principles**

The draft plan includes design principles for the following elements.

1. Papago/North Tempe Sub-Areas
2. Historic Preservation.
3. Preserving Neighborhood Character
4. Neighborhood Standards for Walkability
5. Open Space/Public Gathering Space
6. Landscape and Shade
7. Mobility & Connectivity
8. Canal Oriented Design
9. Quality Design
10. Public Art
11. Housing: Affordability & Aging in Place.
12. Green Infrastructure & On-Site Water Management

13. Energy Conservation
14. Climate Change & Extreme Heat Management
15. Public Health Friendly Planning

**Further Information**

Questions or comments on Character Area Planning can be directed to [www.tempe.gov/characterareas](http://www.tempe.gov/characterareas). Additional information including examples of previous Character Area plans, and the 2021 Public Meeting Series is also available on the website.

**Staff Contacts.** Ambika P. Adhikari ([Ambika\\_Adhikari@tempe.gov](mailto:Ambika_Adhikari@tempe.gov)), Robbie Aaron ([Robbie\\_Aaron@tempe.gov](mailto:Robbie_Aaron@tempe.gov)), Shauna Warner ([Shauna\\_Warner@tempe.gov](mailto:Shauna_Warner@tempe.gov)).

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# Character Area 1 Papago / North Tempe

Historic Preservation Commission

September 13, 2021



# Agenda

1. Intro to CA Planning; CA-1 Contents
2. Review of the outcomes of the meetings, and surveys
3. Draft plan content and examples
4. Next Steps & Timeline
5. Discussions



AGENDA  
1

CHARACTER AREA-1 PAPAGO/NORTH TEMPE



PAPAGO/NORTH TEMPE



<https://characterareas.tempe.gov/pages/area1>



# WHAT IS A CHARACTER AREA PLAN

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## ✓ SCOPE

A high-level vision and policy-level plan for the area. Advancing General Plan Goals, and Council Priorities. (Non-regulatory).

## ✓ VISION

A long-term vision and identity for the area as desired by the residents, business community and stakeholders.

## ✓ IDENTIFYING CHARACTER DEFINING ELEMENTS

History, Design aesthetics, Landscape, Open spaces, Parks, Canals, Cultural Resources, Housing types

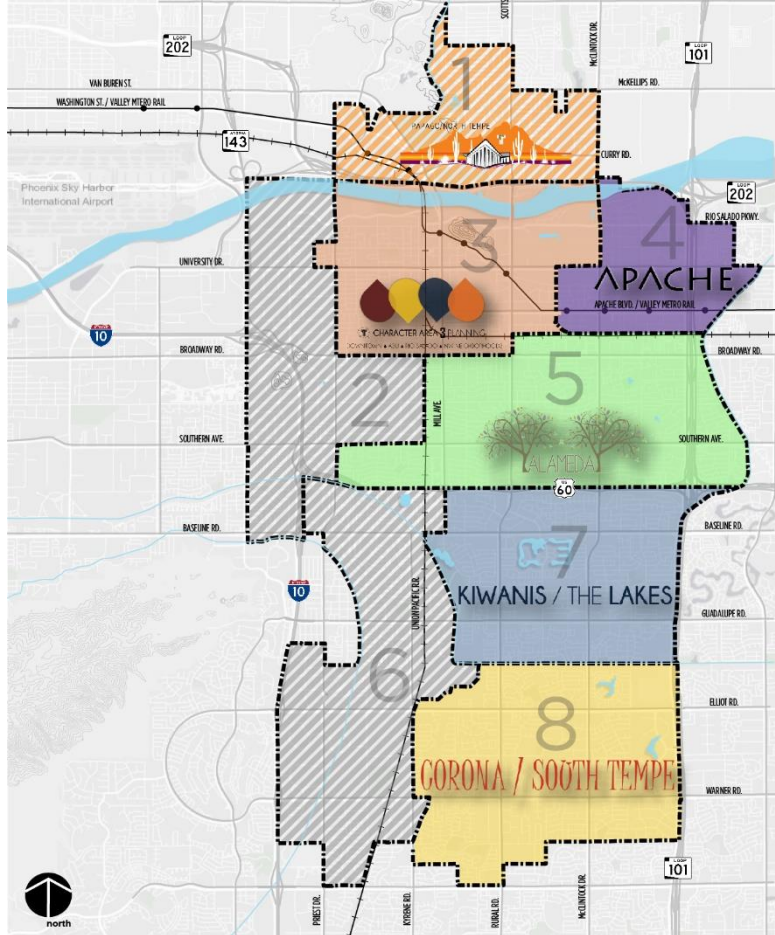
## ✓ DESIGN GOALS AND PRINCIPLES

Examples: Shade, Walkability and bikeability, multi-use trails, green infrastructure, open space, public art, connectivity patterns, quality design, sustainability, energy efficiency, historic preservation

## ✓ PARTICIPATORY PROCESS

Virtual and in person meetings, surveys, reviews, focus groups, Boards and commission, interdepartmental inputs

# CHARACTER AREAS

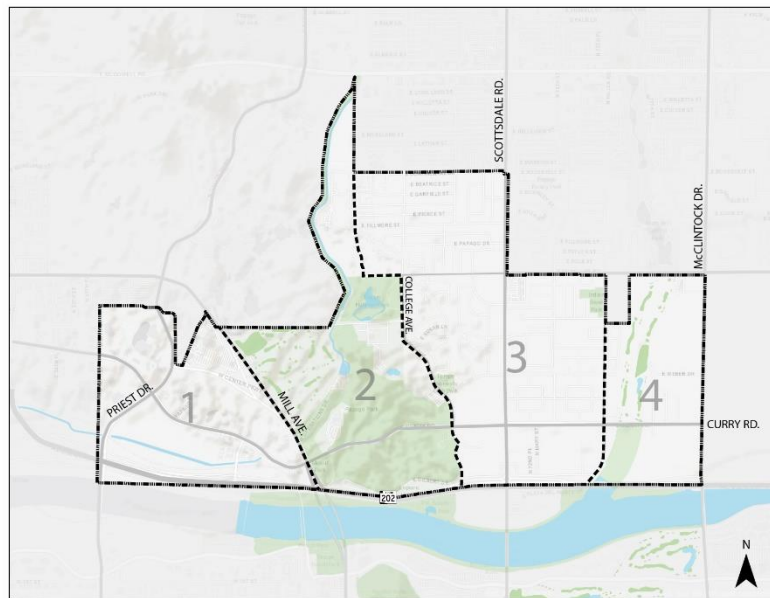


## Eight Character Areas in Tempe



Map Showing the planning status of Character Areas:

- ✓ Plans completed (colored areas)
- ✓ Under planning process (orange hatching)
- ✓ To be completed in future (medium gray areas)



Character Area 1 Boundary

# CITY-WIDE STATS FOR COMPARISON (2019-20)



|                         | CA-1 (2019)           | Tempe (2019)   |
|-------------------------|-----------------------|----------------|
| Geographical Area       | 3.35 Sq. Miles (8.4%) | 40.1 Sq. Miles |
| Population              | 9,920 (5.4%) (2020)   | 180,587 (2020) |
| No. of Housing Units    | 4,891(2020)           | 75,530 (2020)  |
| Median Age              | 29.2 years            | 29.5 years     |
| Median Household Income | \$52,371              | \$57,994       |
| Unemployment rate       | 4%                    | 3.4%           |
| Total No. of Jobs       | 7,677                 | 195,250 (est.) |
| Total No. of Businesses | 486                   | 17,037         |

# CHARACTER AREA-1 PLANNING STATUS



- Two kick-off meetings: March 15, 2021
- Public survey for preference
- Two public meetings held on May 11
- Two in-person meetings. June 14, 26
- Two focus group meetings on June 29
- “Dot.ocracy” survey May 11 - June 30
- Presentation to 10 Boards, Commissions
- Draft CA-1 Plan released to public August 26, 2021. Comment period till September 19, 2021.





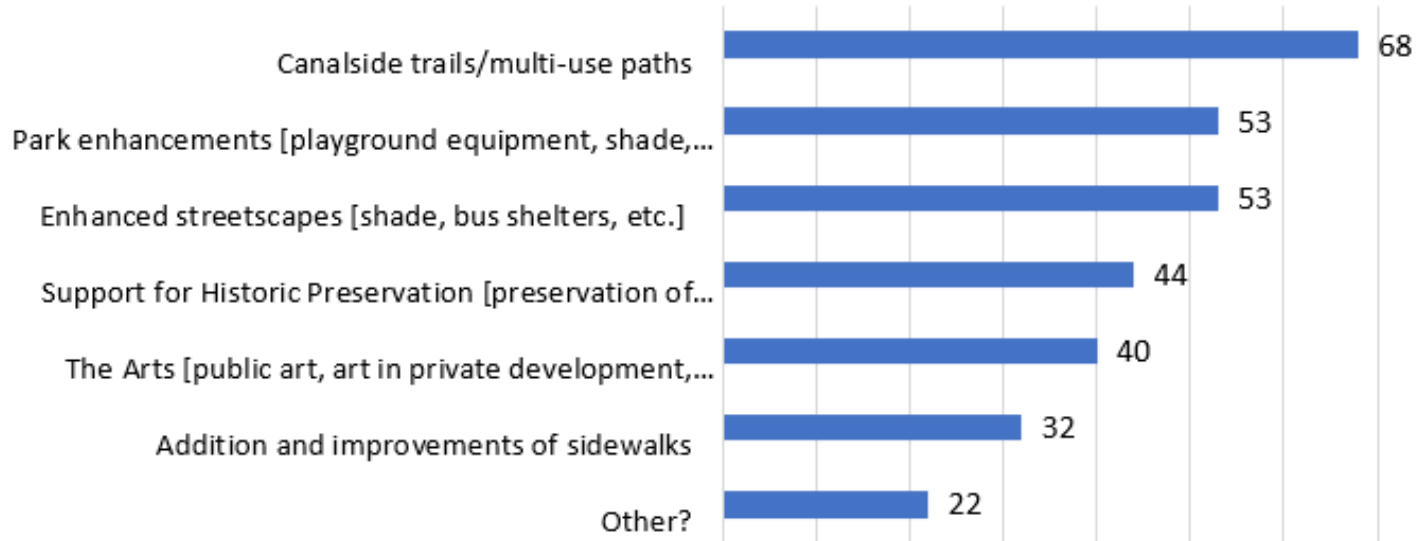
# REVIEW: OUTCOMES OF THE MEETINGS, SURVEYS

# First Public Survey March 15-April 4, 2021 (7 Questions)



A total of 91 survey responses were received.

## 1. What amenities, and enhancements would you like to see within Papago/North Tempe? Choose all that apply.

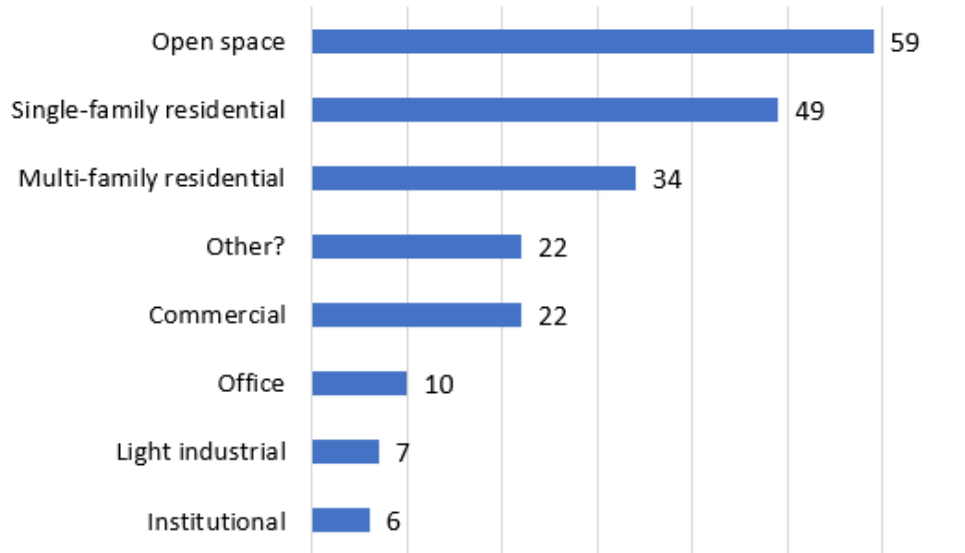


Other write-in comments: Better security; Reduction in transient population; More bike lanes; Signage at entry from Scottsdale; Dedicated trails throughout Papago Park with signs for trail running/hiking, etc.

## First Public Survey March 15-April 4, 2021 (7 Questions)



2. What kind of land uses would you like to see increased in Papago/North Tempe? Choose all that apply.



Other write-in comments: Annexation of county island; Family related shopping/entertainment; Focus on the arts and innovative commercial spaces; Less rundown motels/gas stations/liquor stores/adult entertainment venues and shops; Affordable housing, commercial; Low density multi-family; Mixed-use developments to increase walkability; etc.



# Public Outreach Examples - Postcards

**PAPAGO/NORTH TEMPE**

**Tempe Character Area 1 – Papago/North Tempe Kick-Off**

Join us at one of two virtual kick-off options. The same information will be presented at both.

**Monday, March 15**  
Noon – 1 p.m.

Or

**Monday, March 15**  
6 – 7 p.m.

To participate, or to view the recorded meeting and other project materials, visit [characterareas.tempe.gov](http://characterareas.tempe.gov). Online comment will be open from **March 15 – April 4**.

**Unable to get online?** Contact Brenda Clark, Neighborhood Services, 480-858-2257

**Project questions?** [characterareas@tempe.gov](mailto:characterareas@tempe.gov)  
480-350-8073

**Área de Carácter de Tempe 1- Inicio para Papago/Norte Tempe**

Acompáñenos en una de dos juntas. La misma información se presentará en ambos.

**Lunes, 15 de marzo**  
Mediodía – 1 p.m.

o

**Lunes, 15 de marzo**  
6 – 7 p.m.

Para participar, o para ver la junta grabada y otros materiales del proyecto, visite [characterareas.tempe.gov](http://characterareas.tempe.gov). El comentario estará abierto del **15 de marzo al 4 de abril** por internet.

**¿No puedes conectarte?** Contacte a Brenda Clark, Servicios del Vecindario, 480-858-2257

**¿Preguntas del proyecto?** [characterareas@tempe.gov](mailto:characterareas@tempe.gov) o 480-858-2257.

La junta será conducida en inglés y un traductor estará disponible.

[characterareas.tempe.gov](http://characterareas.tempe.gov)

**PAPAGO/NORTH TEMPE**

**Tempe Character Area 1 – Dots for Dot-o-cra-cy**

Stop by for a cool treat and share feedback on planning and design goals for your neighborhood.

**Monday, June 14**  
6 – 7 p.m.  
Papago Park Ramada  
1000 N. College Ave.

Or

**Saturday, June 26**  
9 – 10 a.m.  
Papago Park Ramada  
1000 N. College Ave.

Vote with dots to prioritize the draft planning principles that are based on what we've heard from you so far to create a Character Area 1 Plan that reflects the community's aspirations.

To participate **online through June 30**, visit [tempe.gov/CharacterAreas](http://tempe.gov/CharacterAreas).

**Project questions?** [characterareas@tempe.gov](mailto:characterareas@tempe.gov) or 480-350-8073

**Área de Carácter de Tempe 1 - Puntos para la Dot-o-cra-cy**

Pase por aquí para disfrutar de una sorpresa y compartir comentarios sobre la planificación y los objetivos de diseño para su vecindario.

**Lunes, 14 de junio**  
de 6 – 7 p.m.  
Papago Park Ramada  
1000 N. College Ave.

o

**Sábado, 26 de junio**  
de 9 – 10 a.m.  
Papago Park Ramada  
1000 N. College Ave.

Vota con puntos para priorizar el proyecto de principios de planificación que se basan en lo que hemos escuchado de usted hasta ahora para crear un Plan de Área de Carácter 1 que refleje las aspiraciones de la comunidad.

Para participar por **Internet hasta el 30 de Junio**, visite [tempe.gov/CharacterAreas](http://tempe.gov/CharacterAreas).

**¿Preguntas del proyecto?** [characterareas@tempe.gov](mailto:characterareas@tempe.gov) o 480-858-2257.

La junta será conducida en inglés y un traductor estará disponible.

[tempe.gov/CharacterAreas](http://tempe.gov/CharacterAreas)



# An example. Snapshot of outreach efforts for Dotocracy Survey



## FACEBOOK

6/8/21 – Meeting reminder. Reach: 1,277 | Engagement: 36  
6/14/21 - Meeting reminder. Reach: 3,558 | Engagement: 103  
6/26/21 – Meeting reminder. Reach: 2,431 | Engagement 83  
6/30/21 - Survey reminder. Reach:794 | Engagement: 15

## TWITTER

6/7/21 – Meeting reminder. Impressions: 1,975 | Engagement: 39  
6/14/21 - Meeting reminder. Impressions: 1,196 | Engagement: 21  
6/26/21 - Meeting reminder. Impressions: 1,458 | Engagement: 25  
6/30/21 - Survey reminder. Impressions: 1,375 | Engagement: 31

## NEXEDOOR

5/20/21 – Survey reminder. Impressions: 165  
6/30/21 – Survey reminder. Impressions: 244

## EBLAST

6/4/21 – Meeting reminder: 637 opens  
6/7/21 - Meeting reminder: 1,948 opens  
6/21/21 - Meeting reminder: 1,752 opens



### SHADE

Promote shade of all types everywhere. Follow Tempe's Urban Forestry Master Plan for tree coverage and biodiversity to enhance pedestrian movement, public health and reduce urban heat island effect. Improve tree maintenance and add new plantings.



### PUBLIC ART

Promote art as community infrastructure in transit stops, neighborhoods, parks, plazas, and commercial areas. Art should be integrated into new developments and celebrate local history, diversity, and community identity.



### CONNECTIVITY

Facilitate people to move within neighborhoods, commercial areas, offices, parks, and other locations. Repurpose alleys in appropriate areas as public trails to expand connectivity. Encourage use of those alleys through safe design.



### STREETSCAPES

Embrace "Streets as Open Space" concept to balance existing open space as Tempe grows. Embellish with abundant shade, trees, landscape elements, street furniture, engaging storefronts, art, etc.



## QUALITY DEVELOPMENT

Developments should have pleasant aesthetics and use durable materials like brick, stone, block, metal and wood when possible. Commercial/mixed-use buildings should have variety and provide connection between the interior and sidewalk.



## HISTORIC PRESERVATION

Historic Preservation Promote the preservation of buildings, structures and post-war subdivisions which showcase history. Identify potential historic properties that have not been registered in historic registers. Ensure the maintenance of these resources.



## MOBILITY

Improve the pedestrian and biking experience through traffic safety. Slowing traffic helps maintain safety improving walkability and bikeability. Expand transit facilities in the area so residents can access important needs within 20 minutes.



## LANDSCAPE TREATMENTS

Continually cultivate sense of place through established Historic Plant Palette [see list], replacing like-for-like plants and trees as they age.  
Plant trees at edges of sidewalks to create shade.



## HOUSING

Promote a diverse array of housing options by working with development community, elected leaders, staff, and other stakeholders to provide market rate, workforce, and affordable housing solutions.



## AGING IN PLACE

Livable communities allow people to age in place with a sense of freedom, autonomy, and a high quality of life at every stage. Promote planning and design for active living at all ages.



## PASSIVE NATURAL SYSTEMS

Utilization of the efficiency of natural systems is encouraged in development. The natural system include rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, etc.



## GREEN INFRASTRUCTURE

Encourage developments to use relevant portions of International Green Construction Code (IgCC) as amended/added by Tempe. Also encourage LEED (Leadership in Energy and Environmental Design) principles in projects.



## CLIMATE CHANGE

Implement the elements of the Council-adopted Climate Action Plan (2019) to promote energy efficiency, increased transit including electrification of vehicles, building resilience to extreme heat, and reduction in greenhouse gas emission



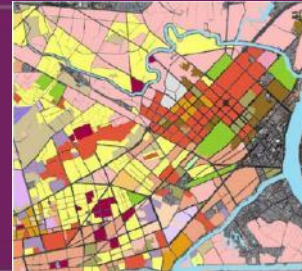
## EXTREME HEAT MANAGEMENT

Work to reduce heat island effects with permeable pavements, vegetative ground cover, shade, and reflective materials. Partner with Tempe's Park and Recreation, County and State programs and ASU to prevent extreme heat.



## CANAL-ORIENTED DEVELOPMENT

The canal right-of-way system should have the characteristics of a linear park and multi-use trail with elements of landscape, hardscape, and other elements of design



## BALANCED LAND USE

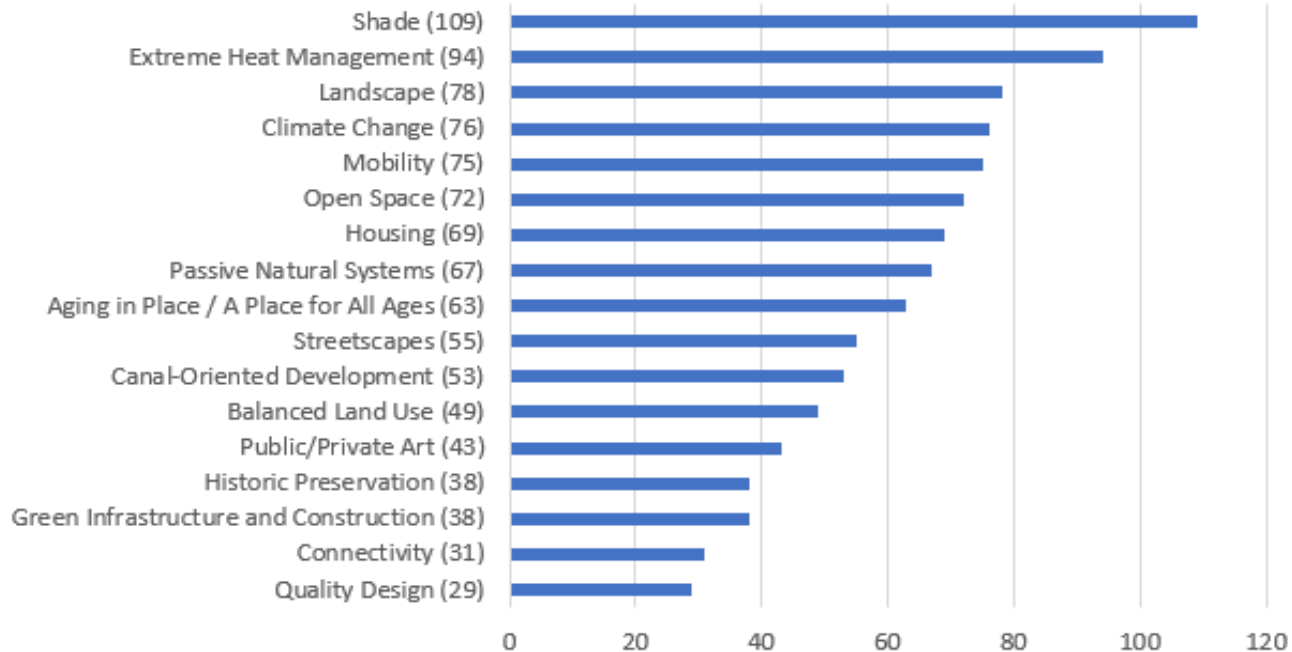
Encourage commercial development that supports local employment and activity. Promote a mix of commercial, office, institutional, residential, and open space. Local businesses which create a unique Tempe experience should be encouraged.

# Dot.ocracy Responses (106 respondents)



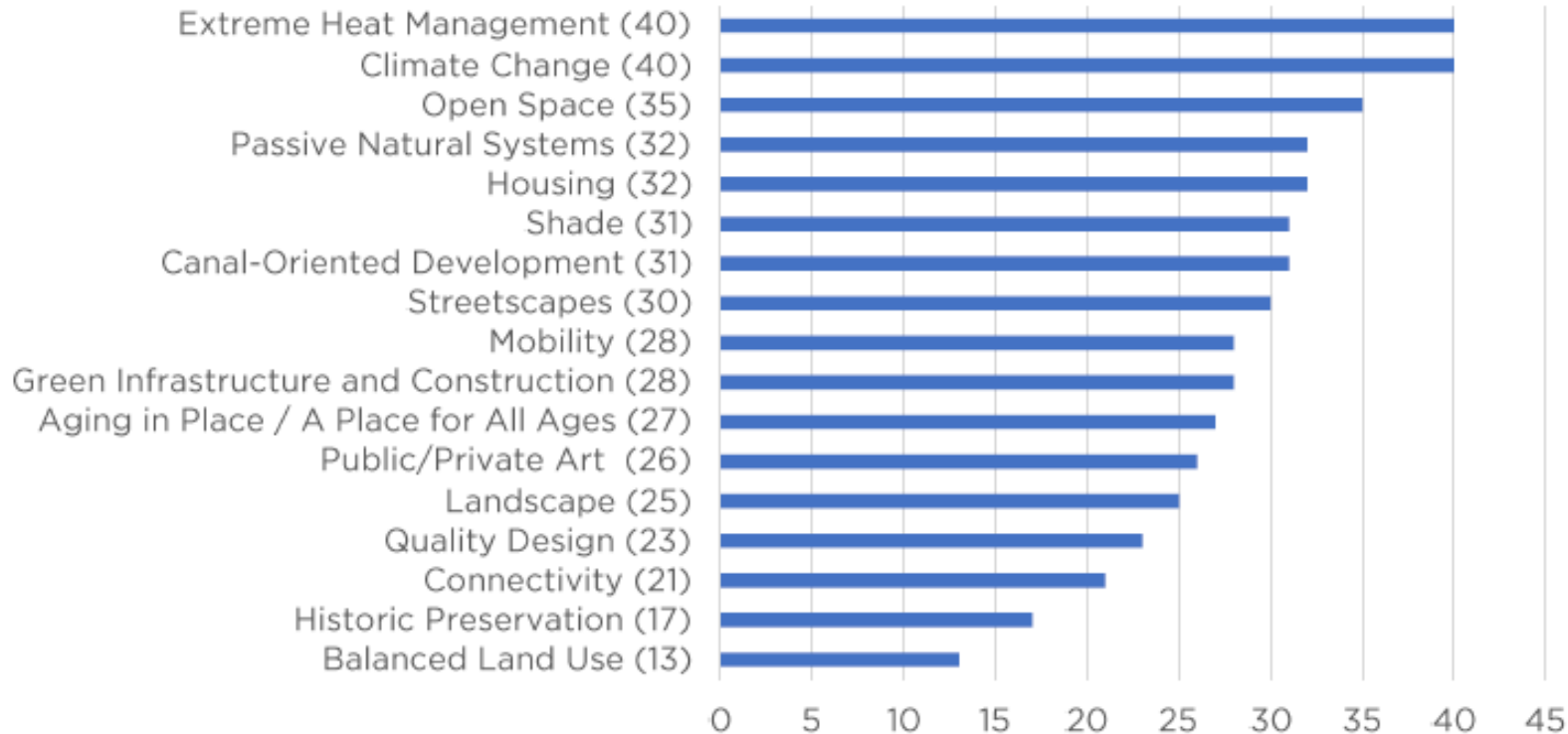
1. You have 10 dots to vote on what is most important to you for the area's future in land use, design, planning, transportation, safety, quality of life and sustainability. Use them all on one principle or spread them out.

## Tempe Forum:



Total: 1,039 dots by 106 respondents

## Laird Elementary:



Total: 479 dots by 60 respondents



# DRAFT PLAN CONTENT



# Draft Plan Content



- Intro, Purpose of the Plan, and Existing Character
- Plan development through a public process
- Planning and design principles (15 elements)
- Appendices
  - Plant pallet
  - Character-defining Images
  - Examples visuals for design principles
  - Selected socio-economic data
  - Public input summary
- Draft CA-1 Plan can be found at the link below
  - <https://www.tempe.gov/home/showpublisheddocument/91633/637655604797830000>



Figure XX Canal side development and landscaping

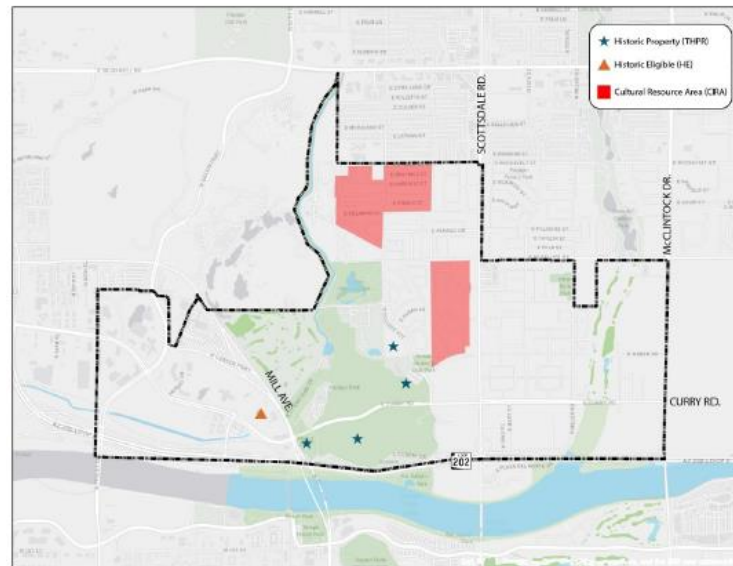


Figure XX Pedestrian bridge over the canal: compatible color, material durability, and massing

# Historic Resources, Character-defining Elements (Examples)



- Eisendrath House
- O'Connor House
- Archaeological resources
- Cross-cut Canal and power plant, multi-use path
- Natural landscape elements: Papago park, Hallman Park, Singh Farm, Sonoran landscape
- Red rock formations near Papago park
- Historic, native, and adapted plants
- Big Surf establishment
- Older and new residential districts, commercial and institutional development including industrial establishments



A map showing historic resources in CA-1

# Some Images Reflecting Existing Character



# Design Principles - Elements



1. Papago/North Tempe Sub-Areas
2. Historic Preservation
3. Preserving Neighborhood Character
4. Neighborhood Standards for Walkability
5. Open Space/Public gathering Spaces
6. Landscape and Shade
7. Mobility and Connectivity
8. Canal-Oriented Design
9. Quality Design
10. Public Art
11. Housing Affordability and Aging-in-Place
12. Green Infrastructure and Construction, and On-site Water management
13. Energy Conservation
14. Climate Change and Extreme Heat Management
15. Public Health-Friendly Planning

# An example of Design Principle - HP



## **Historic Preservation (Preamble)**

Character Area 1 has a rich history of its settlement, and existence of a historic canal, and related artifacts, and other resources including historic buildings. Preserving the past and connecting it to the present provides continuity, and a sense of pride and place, and an identity for the community. These goals can be achieved by promoting and ensuring the preservation of buildings, structures and post-war subdivisions which showcase the past, and their continuing maintenance.

# An example of Design Principle - HP



The following principles will help to achieve these objectives for Character Area 1.

- Promote preservation of historic buildings, pre- and post-war subdivisions, and sacred sites such as archaeological sites, and buttes.
- Showcase the local historic and cultural resources both tangible and intangible and use them as references while planning and designing new structures.
- Work to ensure the continuing preservation, designation, and ongoing maintenance of existing historic and cultural resources.
- Identify potential Historic Eligible (“HE”) historic districts, and individual properties and work with Historic Preservation Commission for formal listing in the Tempe Historic Property Register and the National Register of Historic Places
- Work to ensure historic districts obtain both local and national listings to secure highest levels of protection and benefits

# An example of Design Principle - HP



The following principles will help to achieve these objectives for Character Area 1.

- Continue to work with the local non-profit organizations and other partners to advance preservation throughout the area.
- Work to ensure the continuing preservation, designation, and ongoing maintenance of existing historic and cultural resources within the General Plan-designated Cultural Resource Areas.
- New buildings on sites next to historic structures should be designed to be generally compatible with the prevailing character of the historic district, block, or adjoining structures.
- Carry out restoration and renovation of existing historic buildings in accordance with the recommendations made in “The Secretary of Interior’s Standards for the Treatment of Historic Buildings”.
- Work to ensure the continuing preservation, designation, and ongoing maintenance of existing historic and cultural resources including flood-irrigated areas.
- Continue to conduct a multi-family housing survey to identify eligible properties for designation.

# Design Principles: Visual Examples



Rainwater redirect to landscaping



Façade: Variation of color, materials, shade



Canal-oriented design



Canal-oriented design



Shaded walkways in development



Green roof, and walls



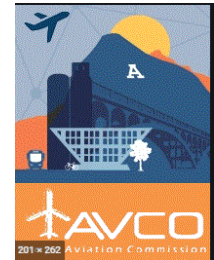


# NEXT STEPS & TIMELINE



## Completed

1. Neighborhood Advisory Commission (06-02-21), and (09-01-2021)
2. Transportation Commission (06-08-21)
3. Aviation Commission (06-08-21)
4. Historic Preservation Commission (06-09-21)
5. Municipal Arts Commission (06-14-21)
6. Development Review Commission (06-22-21)
7. Desert Conservation Commission (06-28-21)
8. Two - Focus Groups (06-29-2021)
9. Parks, Rec., and Golf Adv. Board (08-18-21)
10. Sustainability Commission (08-23-21)
11. Council Work Study Session (08-30-2021)





## **Kick-Off Meetings: March 15, 2021**

Intro to the CA-1 planning process, initial inputs, initial; survey of preferences from the community



## **May 11, 2021: VIRTUAL PUBLIC MEETING**

Input into Design Principles: design elements, patterns, landscape, building materials, amenities. Dotocracy



## **June 14 and 26, 2021**

**Local Pop-ups, Stakeholder (Focus Group) Meetings**  
Priorities / Additional Dotocracy / Youth group



## **SUMMER 2021**

Initial Board & Commission Presentations and Outreach, Draft Plan release, Council WSS

## **FALL / WINTER 2021**

Draft Plan Public Review (Virtual and in-person), and revisions, Board & Commission Review

## **WINTER 2021 / EARLY 2022**

City Council action on final draft plan



- Ambika Adhikari  
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- Robbie Aaron  
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- Shauna Warner  
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- Brenda Clark  
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