



Public Input Summary

October - November 2022



Prepared by:
Community Development Department
Neighborhood Services Division

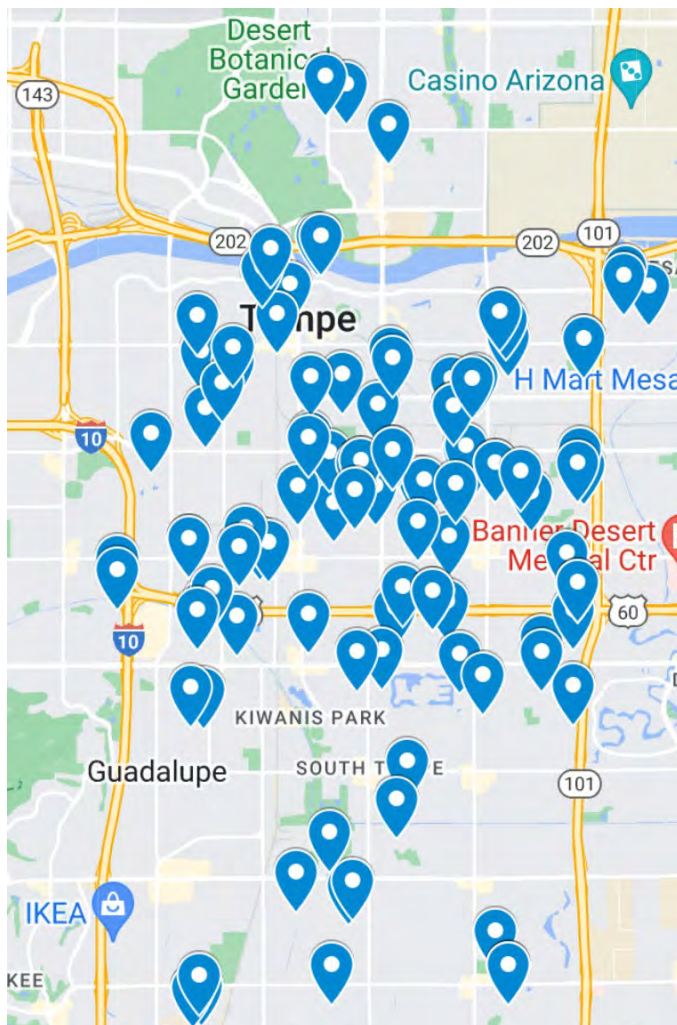
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I. Background

A public input process was conducted from October 21 through November 9, 2022, to gather feedback on the future direction of the general plan. The combined total hours of public comment on this topic was 5.8 hours with 115 responses.

In addition, an in-person public meeting was offered on October 26 at Legoland to gather feedback in a hands-on way. The attendance for this meeting was 153 and sets a record for the largest number of participants held for a city planning input meeting. Full meeting summary and pictures included in the appendix.

The map indicates addresses of those who chose to share an address on the survey and at Legoland.



Responses: 129

II. Outreach

Several bilingual methods were used to provide information to the public regarding the project and opportunities for input.

- An insert in the utility bill announcing the survey and meeting
- Notifications to the Tempe Tomorrow: General Plan 2050 Community Working Group, Technical Advisory Group, neighborhood associations, homeowner associations, Tempe Forum subscribers, community, and business partners
- Postcard to all Tempe households
- Survey posted on Tempe Forum for input from October 21 - November 9, 2022
- Notifications and ads were shared on social media
- In-person outreach was held at the Escalante Fall Festival, Getting Arizona Involved in Neighborhoods (GAIN) Night and Movies in the Park
- Email and multiple mentions in Tempe eNews
- Social media posts on Facebook, Instagram, NextDoor and Twitter



Reach: 8,777, Likes and Engagement: 805



Reach: 3,382



Impressions: 9,005, Likes: 386



Impressions: 1,935, Likes: 3



Reach: 2,927, Engagement: 119



Sent: 29,012, Average open rate: 43.6%

III. Survey Responses

A public input process was conducted from October 21 through November 9, 2022, to gather feedback on the future direction of the general plan. The combined total hours of public comment on this topic was 5.8 hours with 115 responses.

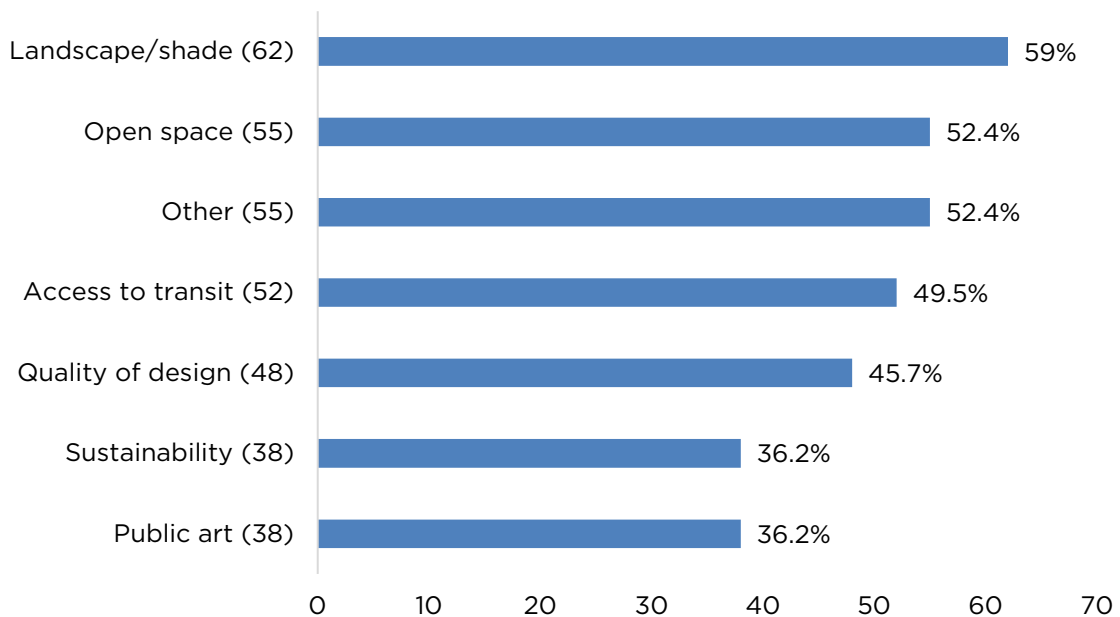
1. What is your favorite place outside of Tempe that you have visited?

- Amsterdam (3)
- Boston (3)
- Florence, Italy (3)
- Paris, France (3)
- Vancouver (3)
- Flagstaff (2)
- Greece (2)
- London (2)
- New York City (2)
- San Francisco (2)
- Seattle (2)
- Sedona (2)
- Austin, Texas
- Bainbridge Island, WA
- Belgium
- Boulder, Amsterdam, San Francisco, Washington DC, Monterrey Mexico
- Boulder, CO
- Brussels
- California
- Can not afford to get a round because of High rent in tempe but I just work here
- Central Oregon Coast
- Charleston or Austin
- Chicago
- Cottonwood
- Denver
- Downtown Phoenix
- Dun Choin, on the west coast of Ireland
- Edinburgh, Scotland
- Florence Junction
- Geneva
- Gilbert's Riparian Preserve
- Homer, Alaska
- I don't know. There are a lot of places I really like outside of Tempe. For the purposes of the following question, I will describe what makes several of my favorite places special.
- I loved Rothenburg ob der Tauber in Germany for the beautiful architecture and walkability. I felt the same way about Munich when I was there a week later.
- Iceland
- In Maricopa, is Old Town - Scottsdale, Gilbert, etc.
- Ireland
- Italy
- Kamakura, Japan
- Lima Peru
- Louisiana
- Madrid
- Maine
- Mesa Downtown
- Mexican Rivera
- Minneapolis Minnesota, where I was born and raised until I moved to Tempe in summer of 1959
- Montana
- Monte Carlo
- Montreal
- New England
- New Zealand

- Overgaard, AZ
- Oak Creek Canyon
- Pasadena, CA
- Phoenix
- Portland
- Portland, OR
- Positano
- Prague, Czech Republic
- Prescott, AZ
- Presidio by San Francisco
- Queen Creek, Gilbert
- Reykjavík
- Rocky Point
- Salt Lake City
- San Sebastian Spain
- Santa Fe
- Sidney, Australia
- South Africa
- Spain
- Square Fashion
- Sydney, Australia
- Taipei
- Tamarindo, Costa Rica
- Telluride, CO
- Thailand
- The Phoenician
- Too many to name
- Tucson
- Valencia, Spain
- Venice, Italy
- Vista California
- Washington DC
- Whitianga, New Zealand

Responses: 100

2. What about that place made it special that you would incorporate into your ideal Tempe?



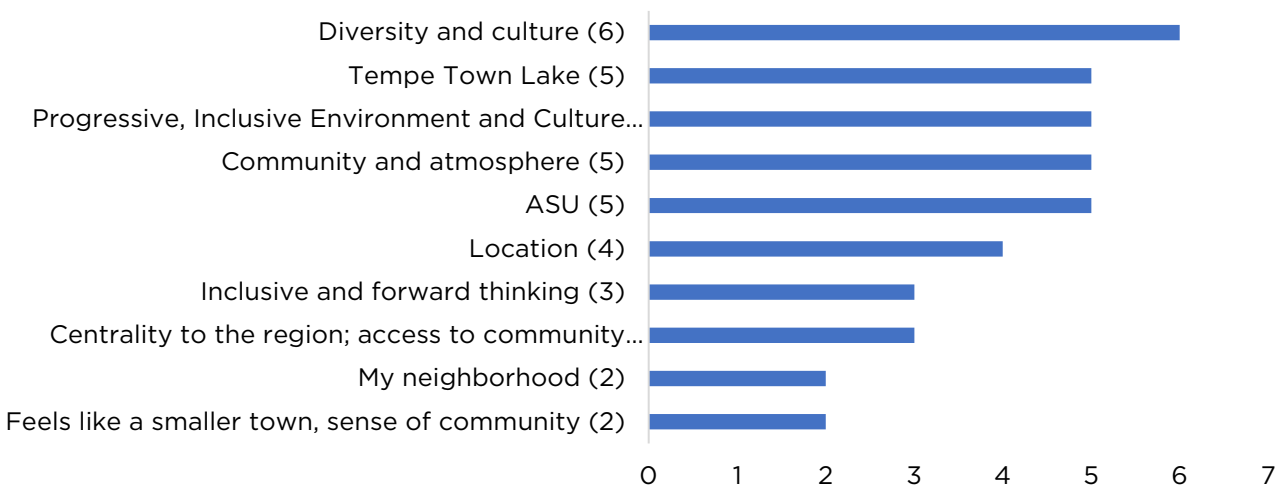
Responses: 104

Other:

1. A bed available for every unhoused person
2. Access to dining. High Quality dining and not college bars. Additionally Traffic, there needs to be more ways to get people out of Tempe to the 202.
3. affordable housing
4. Arts District
5. Beaches
6. Bike and pedestrian friendly
7. bike friendly
8. Car Parking. Don't forget we have to get there.
9. Clean nice and great water features
10. Extremely walkable, impeccably clean, with excellent restaurants, many with outdoor pet friendly patios and small, local businesses and abundant open space and outdoor beauty and activities
11. Fishing
12. Free activities for families..
13. Historic houses with personality, streets and yards with shade canopies, neighborhood lakes & creeks that the city allowed you to swim in. Historical places to visit & learn from
14. Historic main square
15. Historical significance
16. Inviting public spaces
17. Lot of fun authentic culture
18. lots of local shops and restaurants
19. Low Density
20. Lower taxes
21. More use out of tempe town lake/beach park
22. music and places where anyone can play
23. n/a
24. No liberal city council in developers pockets trying to make the city all apartments
25. Not as crowded.
26. Open markets and lax policies on street vendors created a real sense of community throughout the city.
27. Peaceful Community spaces
28. Pedestrian Friendly
29. Please use solar energy for outside lighting when possible since it is sustainable and will cost less over time
30. Protected bike lanes; density and mixed uses which make interesting streets
31. proximity of nice housing options close to my office
32. Public parks
33. Retention and appreciation of historic buildings
34. Sidney seems to have it all. Although it is a large city, it seems to have a human scale that draws you in.

- 35. Small local business that were walkable from neighborhoods, historic buildings that were celebrated rather than torn down
- 36. The amount of history to walk through and experience, and the variety of architecture
- 37. The ocean
- 38. The parades in a family setting.
- 39. Unique culture
- 40. Unique sense of place, walkability, presence of native plants & animals
- 41. Vacation spot - not related to where I want to live
- 42. Views and world-class dining options
- 43. Views, historical preservation
- 44. Walkability (5)
- 45. Walkable and bikable and safe
- 46. Walkable retail and dining options
- 47. Well-developed, reliable, and affordable public transportation
- 48. Wide protected bicycle lanes on main streets

3. In a few words, what is your favorite thing about Tempe?



Responses: 104

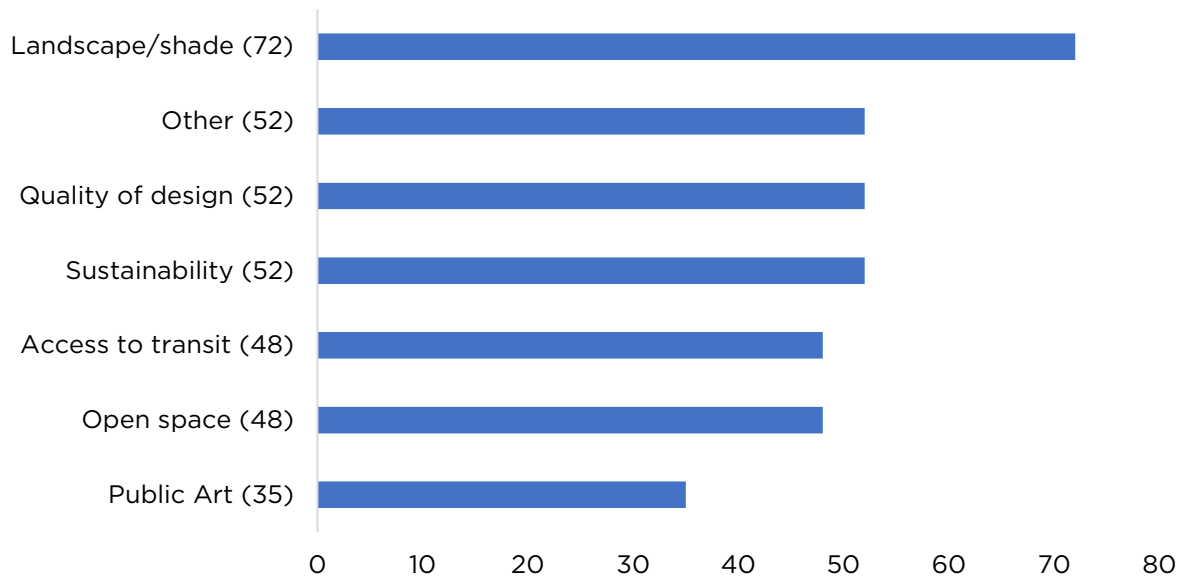
Other:

- 1. Access to the Lake and being in the center of town near ASU and the airport.
- 2. ASU campus on the weekend
- 3. Bike-ability, diversity due to ASU, and quality services (police, city, etc.)
- 4. Community, public events
- 5. Connection to ASU, the lake, density of things to do/see, bike and walkability
- 6. Diverse areas, small urban to suburban; ASU activities and sports; progressive
- 7. Doing what is right, not just doing what is convenient
- 8. Downtown and Tempe Town Lake
- 9. easily accessible and vibrant lifestyle
- 10. Emphasis on arts and culture

11. Emphasis on sustainability
12. Events! Always something happening in some part of Tempe
13. flood irrigation that creates a microclimate where trees grow 50' - 60' and provide shade & cooling for 80-100 years/
14. Focused on a balanced combination of economic growth and neighborhood preservation
15. Fun, vibrant college town. Walkable, bike-friendly, Tempe Town Lake
16. Has everything in close vicinity - ie grocery, sports stadiums, offices, restaurants, bars/clubs, hospital/urgent care, school, recreation
17. I love that there is so much diversity here. If people want homogeneity there are plenty of places to find it. We should not let what works in neighboring towns influence what might work in Tempe.
18. I love the family events they offer
19. It is the most progressive city in the state.
20. It used to be a charming downtown but now I don't know.
21. It was Tempe town lake- but now there's too many homeless people it's too scary to visit
22. It's more walkable and bike-able compared to other places in the Valley
23. It's quirky and different. Mill Ave. in it's hey-day resembled Austin's 6th Street. Live music, great restaurants, arts and crafts fair, family friendly
24. It's such an accepting diverse community.
25. Like minded people and variety of community events
26. Lots of public areas and unique food
27. Midrises and walkability
28. Mix of history and modern architecture, growth of walkability and public spaces
29. Neighborhoods - please don't destroy the neighborhoods north of the 60! We are taxpayers too!
30. Nice but not full of itself like Scottsdale
31. Not much left to love anymore...sorry.
32. Not much, Christmas parade & Mill Avenue Art Festival. So much has been destroyed. Swimming at Tempe Beach park, Japanese Gardens, Picking grapes at Sanders airport on Priest, Legend City, Wax Museum, trains with grandparents arriving at Tempe Depot, playing in & cooling off in cottonwood tree forests and irrigation canals on Rural south of Broadway, canopies of trees over southern west of Peterson house, shopping in downtown Mill Avenue
33. Nothing really. Tempe is overrun by monster apartment buildings, congested traffic, ASU-a glob that has consumed the city, poorly maintained streets, a haven for degenerates, a downtown over run with ASU students, developers who have destroyed the landscape while getting cozy approval from a lame city council.
34. Our close knit neighborhood of families, seniors, diversity.
35. Outdoor spaces
36. parks, bike/walking paths, good mass transit coverage

37. Parks, Tempe Town Lake, Free shuttle
38. Pedestrian and bike friendly spaces such as canal paths, College Avenue (south of campus) & Alameda Ave
39. Physical Recreation - biking, hiking, and golf
40. Property values are High, Has Nice Parks
41. Public spaces like Tempe Town Lake and Kiwanis
42. Quality public servants, accessible public input, diverse art and culture support
43. Striving towards densification.
44. Sustainability, diversity and creativity of ASU as it ripples into the community.
45. Tempe seems to be the only city that is making an effort to provide an alternative to car-dependency.
46. Tempe Town Lake, it's walkable, bike rideable, and has water and shaded spots
47. That it is landlocked, so we don't send our time and dollars on expanding outward. We spend them improving on what we have.
48. The arts and culture scene
49. The Citizens and Mayor Woodd
50. The culture. We are weird, accepting, and diverse. I would like to see more of this.
51. The energy and diversity
52. The history of the city, especially downtown near ASU campus
53. The increase in public transit
54. The many different ways to get around.
55. The outdoor travel options - biking / segway / scooters around pretty areas.
56. The parks and malls
57. the people
58. The weather
59. Urban as well as suburban
60. Used to be the Parks/schools and ability to walk Downtown. Now, access to freeway to get to other cities
61. Used to be the small town feel
62. Variety of urban landscapes
63. walkability
64. Walkability, sustainability, transit access, weather
65. We like our neighborhood and being close to ASU Gammage, Kiwanis Park, and the Tempe Library (library is quickly becoming the favorite!).
66. Welcoming and neighborly people

4. What aspects of that favorite thing would you like to see more of in Tempe in the future? Select all that apply.



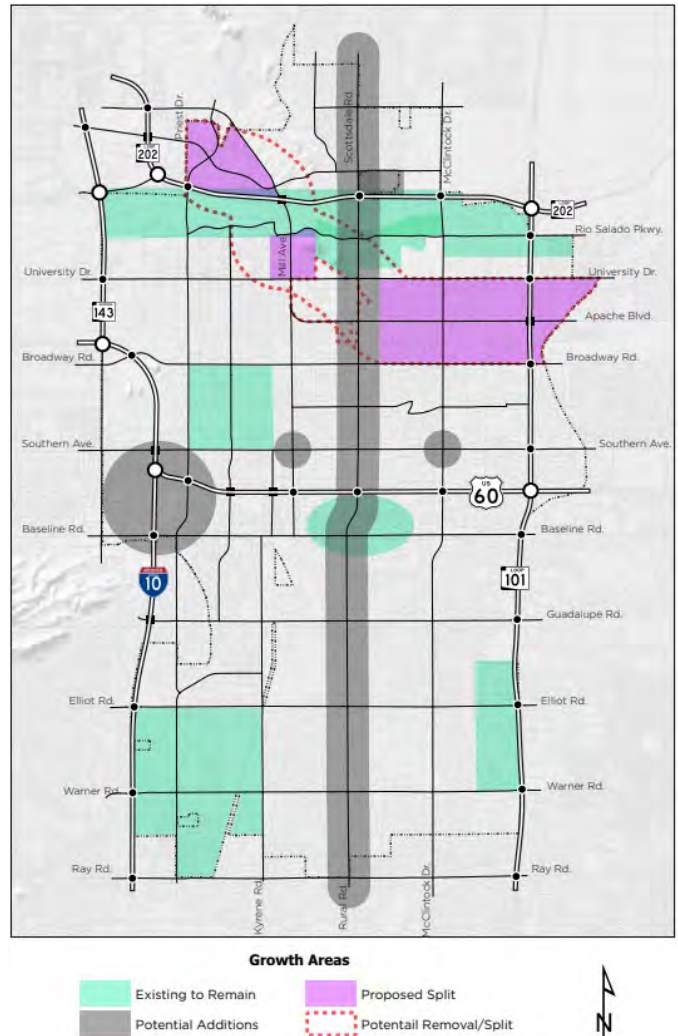
Responses: 43

Other:

1. A diversity of housing options throughout the city
2. a homeless shelter or a better plan for supporting people who lost their housing
3. Affordable housing
4. Arts District
5. Better use of effluent. You waste hundreds of thousands of gallons of water daily not repurposing effluent.
6. Better/more bike lanes and paths!
7. Bikeable 1/4 mile grid connecting Valley-wide, especially RR crossing bridge (btwn. Price/McClintock) and Rio Salado up-stream bridge loop Tempe Town Lake
8. high quality parks, trees and other sustainable cooling mechanisms
9. Historic preservation and renovation
10. Increased architectural quality and design to integrate more activation of the street front on buildings
11. Infrastructure that combats emissions, mitigates urban heat island effect, incentivizes public transportation, and discourages car-use
12. less traffic, more sky
13. Light Rail down Rural Road
14. More high quality bikeways especially north south
15. More live music venues and arts centers
16. more local shops and restaurants

17. Much more SHADE everywhere, especially around parking lots, sidewalks, all cemented areas
18. No street bump outs, Lower size buildings
19. Pedestrian priority.
20. protected bike lanes
21. Safe clean Parks, Fully funded schools, clean neighborhoods. Solutions to assist homeless and assure community safety for all
22. Slower, safer streets for pedestrians and bikes
23. Some appreciation of local history.
24. Support for micromobility (e bikes, scooters, Rascal mobility scooters, etc)
25. Unique retail vs corporate chains
26. Use of the Beach.
27. Walkable neighborhoods
28. Access to senior facilities
29. Activate and use Tempe Town Lake and Tempe Beach Park
30. Better traffic flow, fewer apartments, safer walking areas
31. bike path maintenance and expansion
32. Lower taxes
33. More dining and happy hour options, specifically that engage with Tempe Town Lake and the Beach PArk
34. more dining options, more entertainment on the beach/park
35. More festivals, public pools open a bit longer
36. More fine dining restaurants, apartment complexes around Tempe Beach Park and Tempe Center for the Arts
37. Quality construction
38. Tennis courts
39. Wide protected bike lanes on major streets!

Below is the General Plan Growth Areas map with proposed changes based on public input so far. (Growth Areas are defined as locations where development and infrastructure such as city facilities, utilities, and transportation may be concentrated to support a more intense development).



5. Are there additional growth areas that should be added to the map? (Please provide the nearest intersections of major roads to indicate the new growth area) If so, please share why. *Those who expressed needing clarification, and who shared contact information were contacted.

<u>Add growth areas</u>	<u>Share why</u>
Activate and use Tempe Town Lake and Tempe Beach Park More dining options in Downtown Tempe More residential/ apartments around Tempe Beach Park and Tempe Center for the Arts	Activate downtown and make it more than just a college town (ie Austin)

Along Rio Salado between Priest and TCA	This area is prime for development and should have more connectivity to Downtown Tempe.
Along UPRR	Bullet train to Tucson
Anywhere south of Elliot or Warner Road again best is closer to I-10 south or the Price freeway to keep traffic off of local streets	<p>Your three purple areas of development SCREAM STUPIDITY and NO THOUGHT AT ALL. It's locations say that you want more tall rich people skyscrapers downtown. The traffic and parking in those areas are HORRID already ... and now there is that stupid large green light rail train (not a cute small folksy "streetcar") that follows behind you on the street and tries to follow your car home. That is a car traffic accident in the making especially with the poor street signage currently up. Send all you condo towers further south ... so that the traffic south of the Salt River won't get WORSE. Put new construction further south closer to the freeways. Preserve what little open spaces you have in those purple areas with open green spaces. Put all your condo towers, rich people apartment complexes, and shopping complexes down south in the industrial park areas. Don't be STUPID and play with the rich developers ... see the example of what McDowell Road east of Papago Park mountains has become more ASU campus buildings, dozens of new condo complexes now are. There use to be close convenient shopping at Papago Plaza and Los Arcos Mall. It use to be a place where neighbors use to shop and gather. Just like your purple crescent of "WANTED YUPPIE CONDO DEVELOPMENT" between Priest, Van Buren and the realigned Washington Street. I have lived in Tempe since the summer of 1959. My father Donald D. Autore, the first Foreman of the first Maricopa Grand Jury, left his Engineering position at the St. Paul FORD ASSEMBLY PLANT, to come to Tempe and be one of the founding Faculty members of the new ASU Engineering College. We use to do wonderful things in that proposed "PURPLE YUPPIE CONDO TOWER" area of yours, going to now gone, LEGEND</p>

CITY, WAX MUSEUM (with a real Phoenix retired streetcar behind it), the dancing waters fountains at night in the original SRP headquarters building. You will probably also try to force the FIRE MUSEUM to relocate also. Then there is that new stupid idea of the new Coyote Hockey Stadium being in that area. That area does not need to be destroyed and put underneath the Sky Harbor Airport flight lines, with even more yuppie condos. They do not need to be near the Salt River. Send them south near the freeways in the Industrial/Car dealer section of Tempe. Let the new Coyote Stadium stand by itself, with no unrelated housing, that is better suited to the open areas of south Tempe. No looking down on single housing neighborhoods from tower windows. No complaining of airplane landing noises, railroad train whistles, or downtown Mill Avenue outdoor concert music. Those Mirabello skyscraper people are totally CLUELESS. Did those new apartment tower residents not use DUE DILIGENCE (or did the ASU developers not warn them) that Mirabello was across the street from a major entertainment district of BARS, MUSIC VENDORS, and street panhandlers, in existence for over twenty years. So don't destroy what we have left of those purple open areas. Your bad behavior and city management style is already appearing ... in all the new high rises on ASU controlled land, and all the newest tall construction along APACHE ROAD, and the south side of RIO SALADO Drive from Mill Avenue to the Mesa border. Are you planning to allow ASU to fill all the open spaces of their abandoned golf course with more development meant for YUPPIES only and not the open spaces ... for the Tempe citizens who have supported you for the past 50 years with our property taxes and utility fees? Send your land rehabbing to southern Tempe, don't make our traffic worse north of Baseline. We moved to Tempe in 1959. It was all cow pastures all cow pastures, working

	<p>farms, picking grapes behind the Sanders Field hangers off east of Priest, cooling off in long gone cottonwood lanes and woods along the irrigation streams also Rural Road south of Broadway. The reason that I am venting is ... I have seen over the past 63 years in Tempe, how much of Tempe has been lost, as well as how HORRID is the traffic 24/7 in my HUGHES ACRES area. These days I get in my Loma Vista mailbox daily two or three pieces of junk mail from HOUSE FLIPPERS, wanting to buy my house, flip it, and resell it to REAL ESTATE FIRMS for a profit. Those entities then rent all the neighboring SINGLE FAMILY Knoell houses to ASU STUDENTS. HUGHES ACRES is the new ASU SIN CITY SOUTH. It is so easy to spot the ASU RENTAL STUDENT HOUSES. At night those flipped houses have 5 or 6 cars in driveways and in front of houses, along with large ski trip or party busses blocking traffic. During the day, your recognize the ASU RENTAL HOUSING. They have covered up the garages for a extra bedroom, often stucco up the brick walls adding rectangular frames around each window, torn out all the grass, bushes and trees, and replaced it with gravel front and rear yards. But the house-flippers don't use ground cover fabrics .. so the grass and the weeds come up through the gravel. But I guess the City of Tempe does not enforce local rules of ... limit of two unrelated people per house.</p>
Apache/Mill	
Arizona Mills / Baseline & I-10	Arizona Mills Mall should be wrapping up by 2050.
ASU Research Park area (Elliot between McClintock and L101)	there are opportunities to make this less of an office-park that is only active during working hours and instead spur development like more restaurants, community amenities, etc.
baseline from priest to mill	Area has degraded over the last several years. Drug dealing, public drunkenness, panhandling have all increased

<p>Baseline Road and Hardy Drive University Drive from Priest to SR 143</p>	<p>Hardy Drive between Southern and Guadalupe serves its role as a major collector but is underutilized for connecting local communities to amenities. It is also ideal for increased density close to Hardy Drive and transit access. Currently, these communities are quintessentially sub-urban. They largely have no amenities that are easily accessible by foot. The nearest park requires use of a major arterial street and businesses such as restaurants, grocery stores, and pharmacies are either remote or most accessible by car. Even if there were more distributed access to such amenities, the street is barren. On occasion when I take the bus, especially in the summer, shade is essentially non-existent. I've found myself simply walking the 1 mile distance to my house rather than waiting for the 62 just to shave a few minutes off of the time I spend in the sun. This could be rectified with inclusion of medium- to high-density transit-oriented housing and mixed-use developments along Hardy Drive. The taller structures can provide shade in the morning and later in the afternoon and placement of trees that shade the street-facing portion of these properties would provide an excellent refuge for transit users.</p>
<p>Baseline/McClintock Warner/McClintock</p>	<p>I would like a light rail option in South Tempe. The line remains north. By the time I drive to the lightrail, I'm practically already in downtown. I would take more public transportation, but the City removed major bus routes where I am and the lightrail is too far away. Don't want to walk in so much desert heat to get to a stop.</p>
<p>Baseline/southern and 10 corridor</p>	<p>Area is going downhill. Often ignored part of Tempe</p>
<p>East of 101 between Loop 202 and US 60 North of Loop 202 between Mill Ave. & McClintock Dr. West of I-10, South of Broadway, North of Baseline, East of 48th Ave.</p>	<p>The areas indicated above are isolated from the city of Tempe due to the construction of multiple freeways. These communities lack a community connection to the city, have little defining/unifying character, and (especially in the section North of the 202) are seem</p>

Elliot & I-10 and north Hardy and Elliot	
Elliot and McClintock Warner and McClintock Guadalupe and McClintock	Looks like they could use some growth in those areas so it is spread around the whole landlocked town.
Entire west of I-10 Entire East of 101	Those are typically very underserved and underrepresented areas
From Scottsdale Rd./Curry Rd. To Rural Rd./Southern Ave. From University Dr./Rte. 143 to University Dr./Rte. 101 From Mill Ave./University Dr. to Mill Ave./Curry Rd. From Priest Dr./Washington St. to Curry Rd./McClintock Dr. From Curry Rd./McClintock Dr. To McClintock Dr./Southern Ave.	I feel as if these roadways have a lot of traffic running through them on a regular basis. An expansion of the light rail or Tempe Streetcar could mitigate the need for commuters to drive every which way, lessening traffic, and ultimately making better use of these principal roads. These new rail lines could connect residential communities to commercial ones, promoting business, as well as possibly fostering an environment for the reemergence of “third places”€ for the public. Parks, Libraries, and small businesses will all be a \$3 train ticket away, with none of the headaches of stop-n-go traffic, and increasingly expensive gas prices.
Hardy & University McClintock & Guadeloupe Kyrene & Guadeloupe	These areas are “holes”, and should be filled in for maximum coverage and accessibility.
I don't know	
I don't understand what this map means. Is it referring to roads? Additions of what? Removal of what?	
I don't understand what this refers to. Need a better definition for 'proposed split' and 'potential removal/split' - what is being removed or split? Doesn't make sense.	Need to clarify what is being asked here.
Maple-Ash-Farmer-Wilson area Broadway/College, Daley Park area Kyrene Road/Baseline Road (Area around the canals) Maple Ave/Guadalupe Rd (Area around the canals) Sun Circle Trail/McClintock Dr (Area around the canals)	We need to build more services, amenities, and medium-high density housing for students to better incorporate them into their neighborhoods without relegating all students to 4 bedroom single family homes. These are also areas with lots of transit, and we should make the most of that
MCCLINTOCK Broadway McClintock Apache	Lots of older buildings that are vacant

McClintock and Broadway McClintock and Southern Rural and Broadway	Empty strip malls could be used for food, bars, boutique shops.
McClintock, Broadway	Dangerous intersection, too many access points.
N/A	
No	
No more developer-driven development	
No.	Automobile traffic and crime.
None	Growth should be limited. We do not want more density.
Not really	Na
Ok for industry but no to more apartment buildings.	we do not have the sewer capacity. and our roads are not wide enough to handle large influxes of new people in large apartment buildings.
Preist/Washington to Mill/Washington Rio Salado/Ash to University/Rural Apache/Terrace to Apache/Tempe Canal Trail Rural/Terrace to Apache/Terrace	We NEED to grow around the light rail stations. They are where we should have the most growth.
Rio Salado and Hardy Drive	The area needs additional residential units. The area has a plan for office and the Coyotes project but good housing options ought to also be in the mix. This will help attract retail and other services to the area. The types of retail and restaurants that you want to attract need more support than office users provide. They need daytime and evening users and residential units help provide this.
Rio Salado and Priest Mill and Rio Salado Rural and Rio Salado	These three intersections are at a primetime location in North Tempe. Building more residential/apartment complexes along with an influx of fine-dining restaurants will not only bring more activity to North Tempe, but help bring more life to Tempe Beach Park.
South 52nd and University	This area could be a lot more than just businesses that support the airport; some vacant buildings and lots can be redone for new types of businesses.
Southern past the 101/ Mesa line.	Lots of potential for businesses, links to MCC and office corridor
This tells nothing What does this mean	I have no idea what I'm looking for in the map. What are details of General Plan?
Unclear how you define growth areas???	What is meant by existing to remain, potential additions and proposed split???

Warner and McClintock Warner and rural Ray and McClintock Ray and rural	We need to fill in south Tempe. I know we are a college town and ASU is a big part of our identity but Tempe should be for everyone. We need more starter/entry level housing and commercial space.
Warner from kyreen to McClintock	South Tempe is often ignored and could benefit from more city services and amenities
Warner Road between the ASU Technology Area and the Warner/I-10 Commercial area	Attract high-tech workers with more city services and transit in south tempe
What is the "proposed split"? Do not over build at Danelle Plaza.	No more high density!
What is the growth area? Is this residential or commercial? This is confusing.	
	What does this mean??
	I cannot add to this map as I do not understand what these terms mean. Adding land? Adding new development? Split how, with whom?
	This is extremely confusing, what is trying to be expressed here?? What is a "proposed split?"
	Since your map of growth areas is not clear what is happening, I think you need to stop developing Tempe! You are not allowing for enough green areas, for dog parks to be built in more of our parks. No ARENA for Coyotes because we aren't paying for it...30 yeas of Gplets, ridiculous. Not clear about the multiuse n/s path along Kyrene. You touted that so long and now nothing. Density is TOO HIGH ALREADY. Do not add more developers apartments, etc. higher than 4 levels.
	I feel like this needs more explanation. I don't know what it means to "split"
	Don't know if there is can a working person afford to live there?
	I can't say what areas would be best suited but hopefully the experts can decide on best access for the people but more open spaces. The high rise residential is taking up all the available space and getting too crowded and hard to get around.
	I'm not sure how to respond because I don't understand the map well enough

	to provide input. I'm not sure what "split" means in this context.
	Sour Tempe growth areas with mix use development. Use industrial area for housing to keep density from encroachment on existing residential homes. Respect and preserve neighborhoods so as not to urbanized disproportionately, keep open spaces and build in community gatherings g and free community spaces.

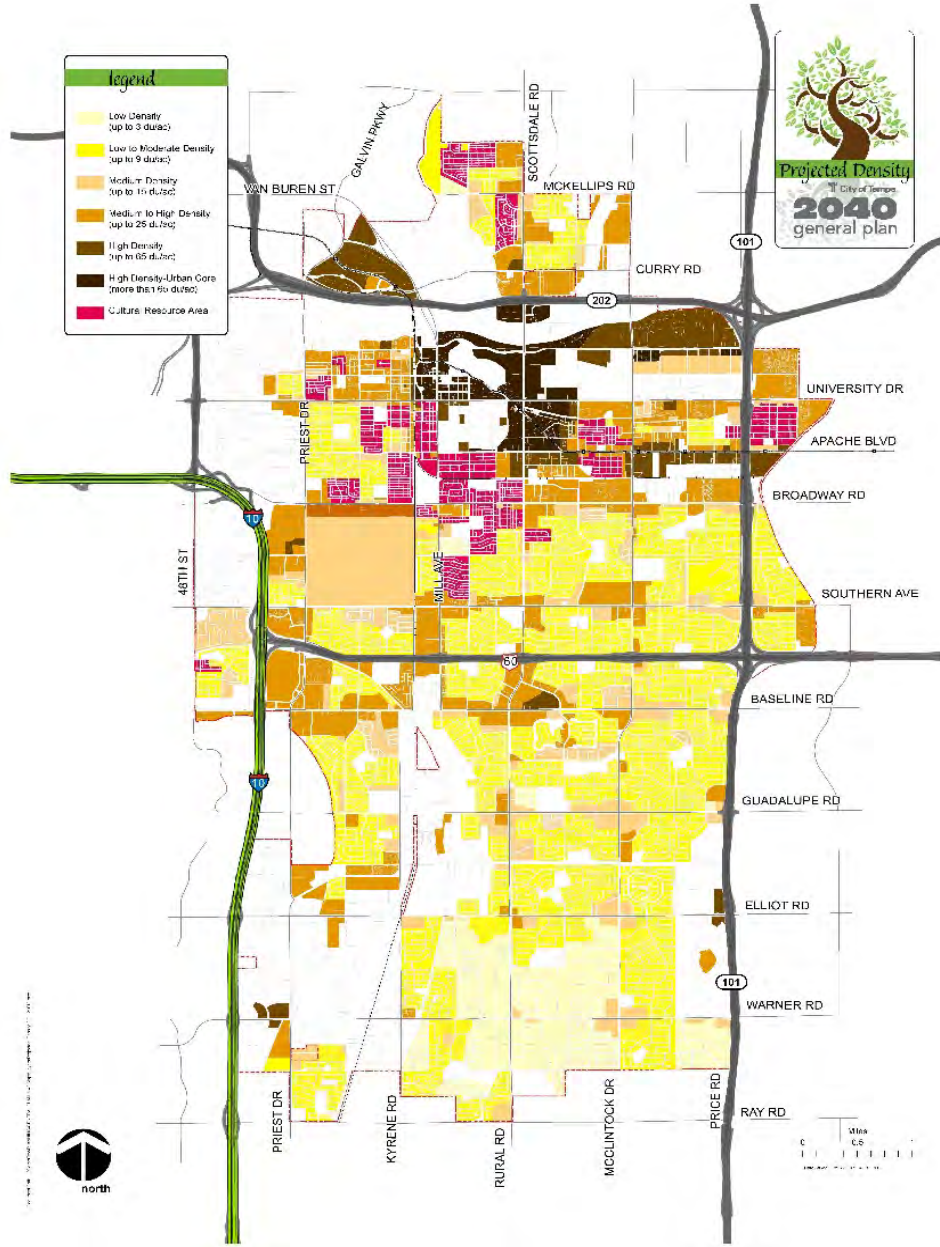
6. Are there any existing growth areas that should be removed from the map? (Please provide the nearest intersections of major roads to indicate the existing growth area) If so, please share why. *Those who expressed needing clarification, and who shared contact information, were contacted for further information.

<u>Remove Growth Area:</u>	<u>Share why</u>
All along Rural???? When you say "growth area" are we talking multistoried towering over our neighborhoods????????????????????? ? And Southern and Mill? So destroying the neighborhoods Rural to College and Southern to Broadway?	Towering buildings have destroyed downtown, please don't destroy the neighborhoods along Rural and at Southern and College. The congestion and noise on Rural is already out of control and you want to make it worse??? And I know this won't be "affordable" housing, it will be more investors charging ridiculous prices to pack in students or run as party AirBnBs
All of them	We do not want more density and we do not want more growth. Developers should be taxed additional fees for adding too our water consumption.
Apache to Broadway, Mill to Rural should be green - existing to remain	protect historic single family neighborhoods
Areas farthest from frequent transit	Development should focus near transit to reduce reliance on cars
Broadway to University	Already overbuilt and consumed by renters who add nothing to the quality of Tempe.
College and Southern College and Broadway	Keep existing neighborhood integrity and character. Do not add more density.
I don't understand what this map means. Is it referring to roads? Additions of what? Removal of what?	I don't understand what this map means. Is it referring to roads? Additions of what? Removal of what?

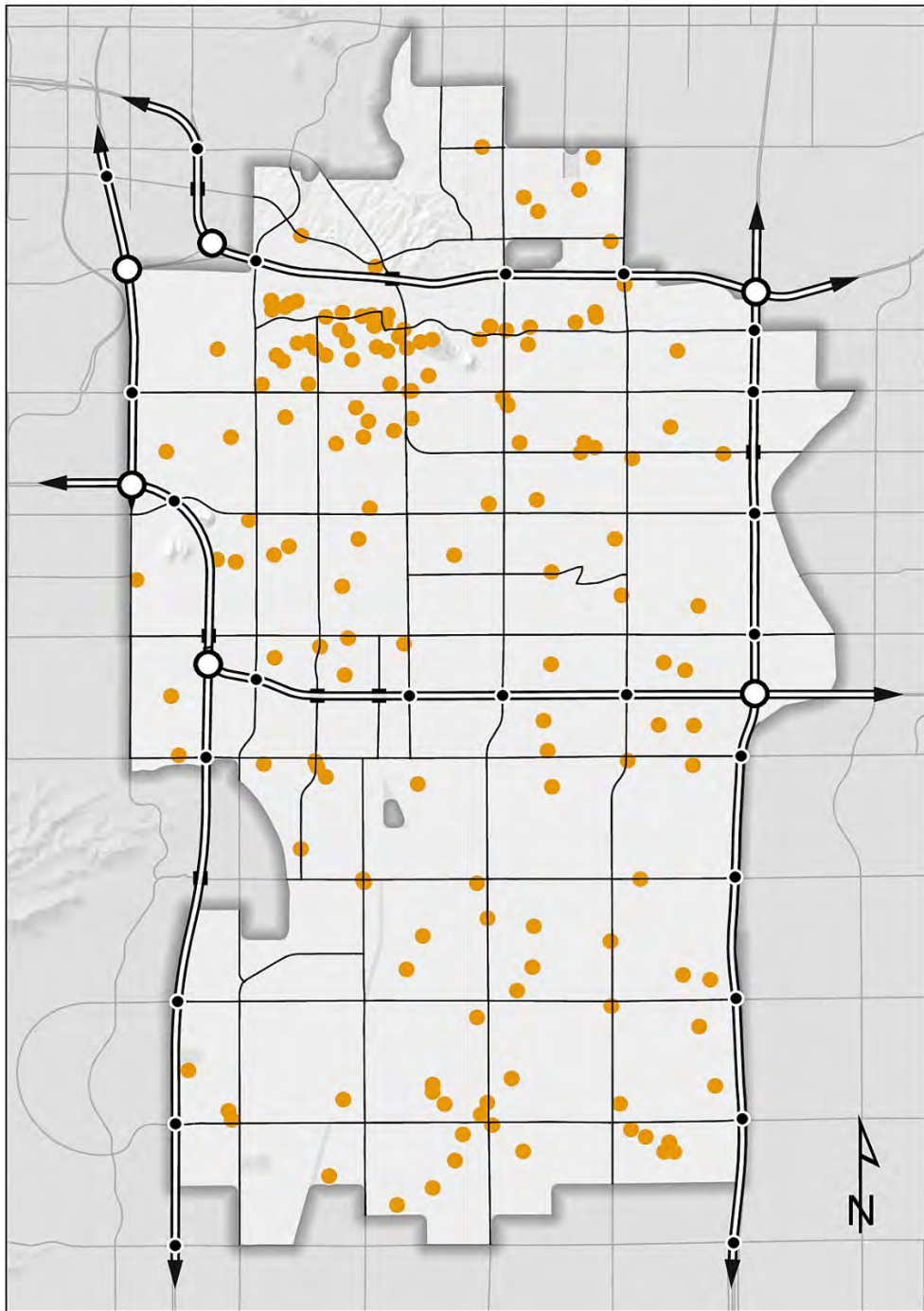
I don't yet understand what "split" means, and I live in this area. Escalante Neighborhood Alegre Neighborhood Victory Acres Neighborhood	I don't yet understand what "split" means, and I live in this area.
Mill & Southern Rural Corridor Baseline & Rural	Mill & Southern should be set aside for balanced revitalization that highlights local small business in juxtaposition to downtown Mill Avenue.
Mill and Southern should not be a growth area, rather an opportunity for balanced revitalization	This area has had a long history of building community, Neighbors once appreciated the variety of offerings at Danelle Plaza. The City considered making it the new City Hall which resulted in the loss of most of the occupants. However, places like Yucca Tavern remained and continue to support developing artists and musicians. With revitalization support from the City this Plaza could be a thriving community center again. Bringing in congestion will further devastate this neighborhood..
Mill at Southern	More suitable for revitalization.
Mill Ave at Southern Ave.	This area is more suitable for balanced revitalization, not a growth area, in keeping with the Character of the surrounding neighborhoods.
N/A	
No	No
No	
No	
Rural from 202 to 60	This is already one of the most developed corridors in the city
Same as above	
Southern and Mill Ave.	The intersection of Southern and Mille Ave. does not need MORE growth but rather a rehab to existing structures at Danelle Plaza. Traffic is already a nightmare at this intersection. We do not need more high-rises and keeping the mid-century modern design of the existing structures is a must as well as keeping Yucca Tap Room, Double Nickels, Cervantes, and the other wonderful small businesses in the plaza. We are losing all of our old buildings

	and our beautiful city's charm and character in the process.
Southern/Mill: Please develop Danelle Plaza FOR artists, musicians and 'creatives" not for cheap development. Please be careful of the development allowed at Rural and Southern. Don't ruin the single-family homes near this intersection.	
The two purple areas north of University Drive Leave open spaces ... do not make the HORRID TRAFFIC even worse.	Leave open spaces. No more yuppie condo towers. If you must build in these areas, make them low, one story affordable houses and apartments. Your city workers, small shop owners, school teachers, police, and health care workers need an affordable place to live near where they work. IF prospective teachers and healthcare workers CAN NOT AFFORD to live in Tempe, or survive your HORRID TRAFFIC delays and crowded streets, then they will go elsewhere, and you will be shortsighted, and lose those Tempe citizens, that could bring quality of life and WORK EXPERIENCE/ETHICS to Tempe.
Us60 and I10 101 and university 101 and apache 101 and Broadway	The area is overly congested as is being the main entry point for highway access because there is none on southern. The 101 is already a standstill machine with people not knowing how to merge on/off the 202 we don't need to make that worse
What "additions" are planned for Rural? It's already becoming so congested with the massive developments in the Rio Salado area	The traffic along the 3 northbound/3southbound lanes on Rural between Rio Salado and Hwy 60 has increased exponentially since the massive corporate developments along Tempe Town Lake. How much more can you add to Rural without severe negative consequences?
	No, everything you've added seems very intuitive.
	Southern Ave gray circles. Consider moving density to South Tempe and disperse around city.

7. A major component of the General Plan is the Land Use and Residential Density Map which defines the primary use that will occur in an area in the next 30 years. On the map of Tempe below, place a dot near an area you feel should see an increase in residential density (i.e. more dwelling units per acre). Residential density map:



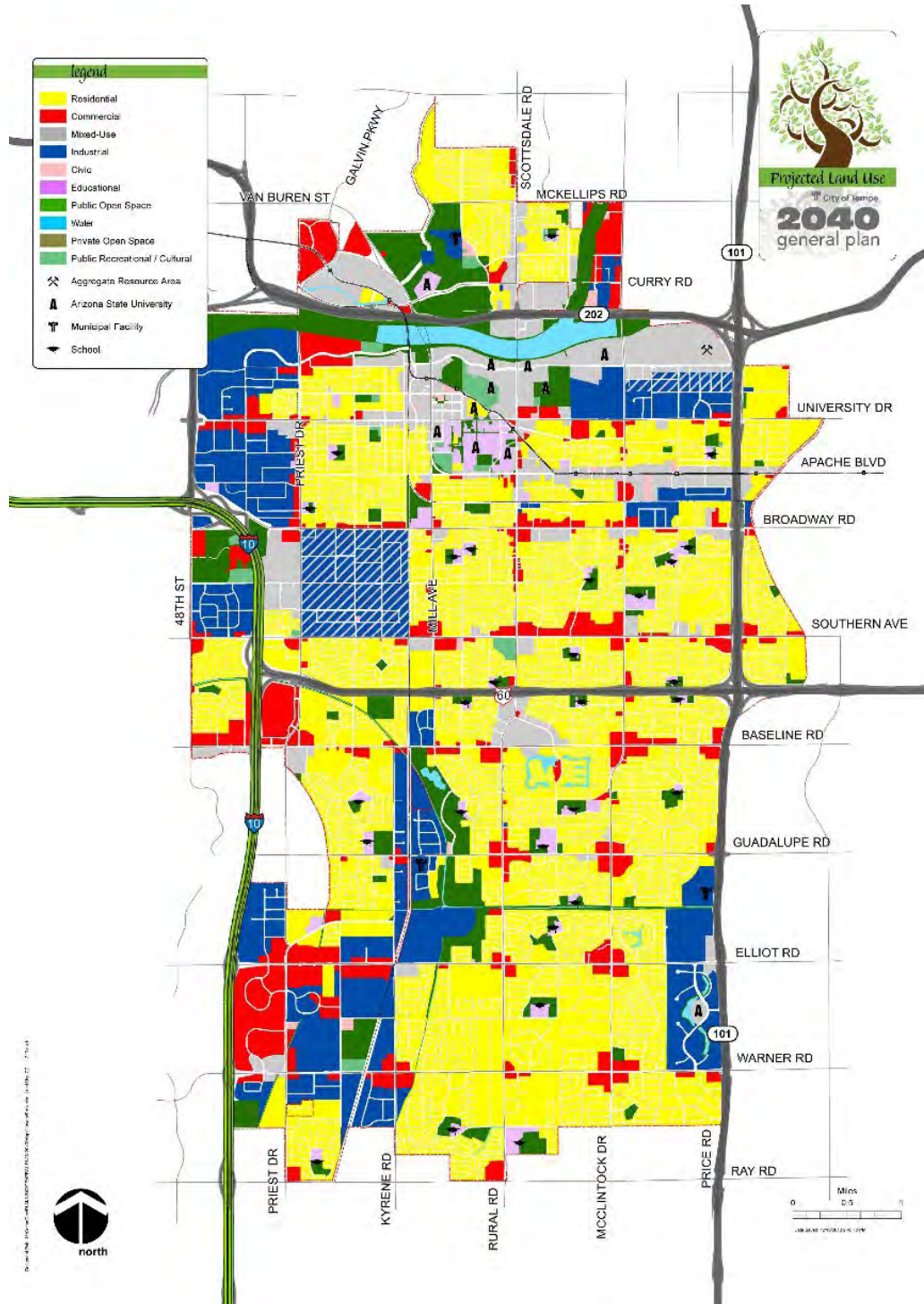
Where would you like to see more residential density, if any?



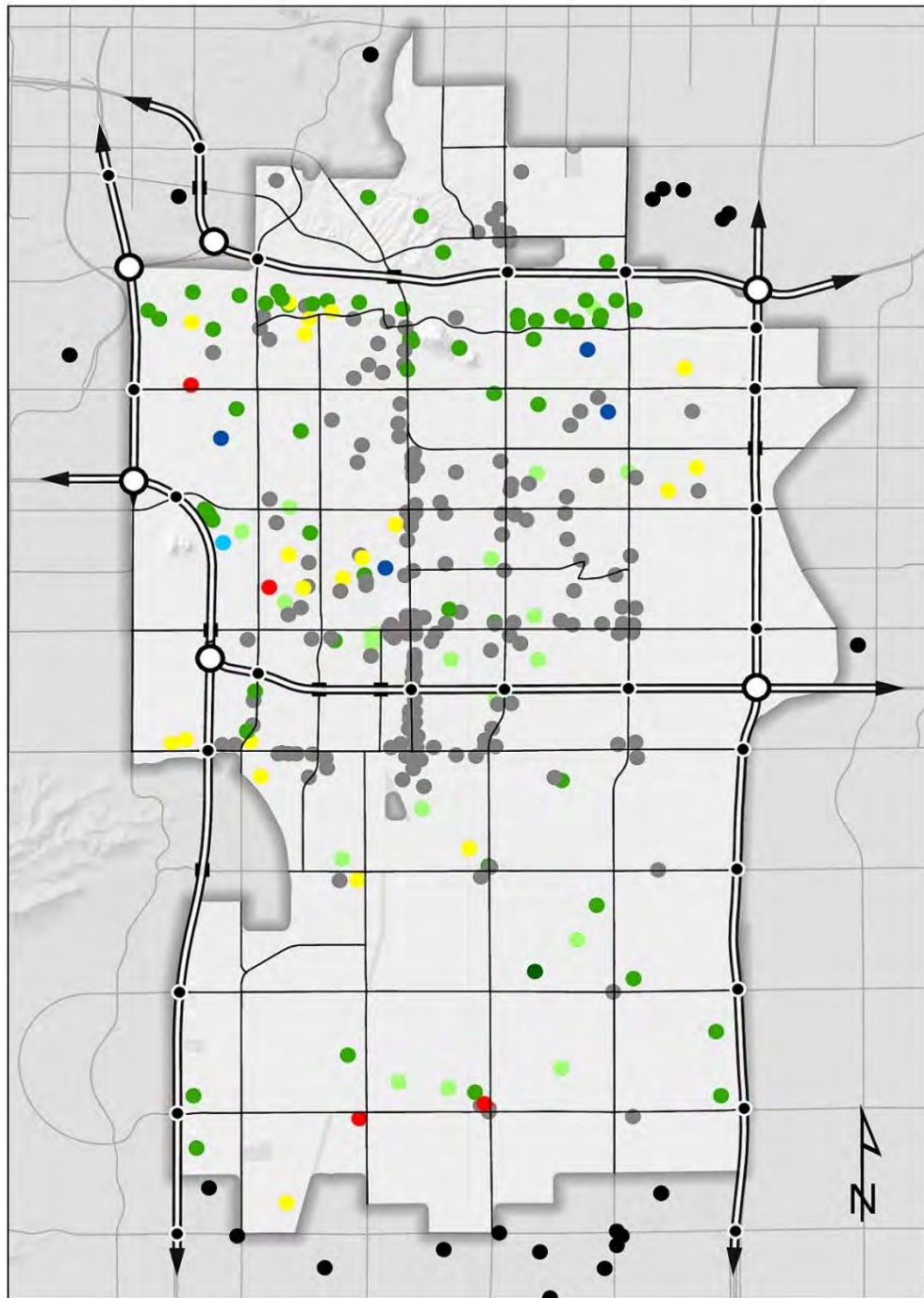
Land Use & Density Survey Results

● Suggested Residential Density Increase

8. The Projected Land Use Map informs what can be built in Tempe. Please indicate what type of change you envision, if any. For example, if you think an area that is designated "Commercial" in the General Plan 2040 should be designated as "Mixed-Use" in the Tempe Tomorrow: General Plan 2050.



Where in Tempe should there be a change in land use, if any?



Land Use & Density Survey Results

- | | | |
|-------------------------|--------------------------------|----------------|
| Suggested Change | ● Private Open Space | ● Water |
| ● Commercial | ● Public Open Space | ● Outside City |
| ● Industrial | ● Public Recreational/Cultural | |
| ● Mixed-Use | ● Residential | |

9. Please share any additional feedback

1. Abolish single family zoning. Make Tempe more dense with better public transit and bike lanes to help move people more efficiently.
2. As I said above if you need quality citizens, small shop owners, healthcare workers, police, firemen, city employees, and TEACHERS, they need to be able to FIND AND AFFORD REASONABLE housing in Tempe, and not any more increase in HORRID 24/7 traffic. I just saw on the TV news recently a TERRIFIC IDEA. Some school districts are now using their excess available city and school land to construct affordable housing for their school employees, so that they can live near their schools, not have to hassle with HORRID TRAFFIC, and afford to live in Tempe. This is a TERRIFIC IDEA, that will also work for policemen, firemen, and healthcare workers, that can not afford to live or commute to Tempe. That is what you should, by ZONING RESTRICTIONS force ARIZONA STATE UNIVERSITY to do with their abandoned STATE OWNED LAND golf course. Use your TEMPE CLOUT !! No more ZONING VARIANCES or CONDO TOWERS for YUPPIES, until they use their land for affordable housing. Have restrictions in place .. so that these affordable housing units are only available to rent or own by the people that I have listed above. It will attract and retain QUALITY WORKERS who can live and work in TEMPE ... NO MORE RICH YUPPIE CONDO TOWERS ... whose residents DO NOT GIVE A ... about Tempe police, firemen and teachers. AMEN
3. As someone who has generally been engaged with city planning processes, I am feeling completely behind on what is trying to be accomplished here. Where are questions about how we expect to see quality of life decisions radically impacted by climate change expectations is not addressed and MUST BE! Where is a zoning description for resilience hubs? How is planning based on equity? Where is the bike infrastructure noted? How about needed changes towards linear park connections to keep trees alive and people healthy?
4. Besides growth, we must not lose our history. Museums cannot replace primary sources. Repurpose not replace. Mill Avenue and the Double Butte Cemetery still contain our history from its earliest settlement. It would be unthinkable if they were lost. Future generations will have the proud heritage we we still can access directly. .
5. Bringing a real amusement Park would be great for families and income from other states could be used to help build depending on how we could compete
6. Can't read any of the Legends. Increase font size so I can understand what is being presented.
7. Confusing survey. What does proposed "increases growth" area even mean. Maps not very useful.

8. Danelle Plaza should receive a 'local character district' or 'local heritage district' status to honor its cultural contributes to the community, and help support its small business scene. The entire intersection at Mill and Southern should emphasis its access local small business scene in juxtaposition to downtown Tempe, not slated for aggressive growth.
9. I am not quite sue how to read map 1 or give input about it since I don't know how or what the city is removing or adding. Map 2: I think our density is just right - I don't know where you could possibly add more housing short of tearing down low-performing commercial areas and replacing them with residential structures, i.e., the NWC of Baseline and Price. Map 3: I think the land use in Tempe is well proportioned. The development along rio Salado Parkway is great - love seeing the mixed use spaces with outdoor seating areas.
10. I do not think residential density should be increased anywhere in Tempe. I would like to see more open space and lower residential density. Specifically, I would like to have a moratorium on all apartment building outside of downtown Tempe and the town lake..
11. I do not want any more development in Tempe. I would like current residential areas improved with park enhancement and infrastructure maintenance.
12. I just know I wish Tempe were more like what I had seen in Belgium. I know that our ecosystem probably doesn't allow for such lush, green vegetation every which way, however I'd still love to see Tempe develop more sustainable design in our infrastructure. I'd love to see efforts to diminish our needs for cars, have our roads lined, and shaded by native trees and foliage. I'd love to be able to go to work, school, and my favorite places without having to worry about being able to afford the trip there. There's so much that can be done, there's nothing more I'd love than to see Tempe transformed into a city that I'd be proud to be from.
13. I recommend more / larger well-funded schools and more well-maintained public park / recreation spaces especially for the areas of higher density. Many people living in these areas avoid cars, expensive parking, and must share a limited resource with a great number of people. Making these spaces more frequent and inviting encourages walk-able, family friendly communities.
14. I think Tempe is making a HUGE mistake getting into bed with the Coyote hockey group. Why the Tempe City Council thinks that the owner will treat Tempe any better than it did Glendale Is not understandable. I also think better use of the land designated for this deal could be made by creating some open space the citizens of Tempe could easily access and enjoy. The Town Lake is less and less accessible as private buildings crowd its shore. This is not exactly what was envisioned when the lake was built.
15. I think that it's critical that we move away from single family, strictly residential zoning. This will allow us to increase housing supply, live more densely, and therefore make public transportation more viable.

16. I think there is already too much high rise residential being built and not enough transit to move the increased amount of people living in them to get around making traffic a nightmare. The experts need to figure out how to get the people to be able to travel easier on the roads/highways and get the homeless people and crime off the mass transit so everyday people can use them. I am afraid to ride them anymore because they aren't safe.
17. I think these mapping questions are very challenging for most citizens without a background in planning.
18. I work in Tempe and spend most of my days recruiting businesses to the area. The most common feedback we get is, "Tempe is so pretty, and I love the lake, but where can I take a client to dinner." The second most common point of feedback is "Tempe Beach Park has so much potential, but is so underutilized." Tempe Town Lake is such an advantage for Tempe that other than it's aesthetic is barely utilized. The City should take a page from the Chicago Riverwalk (<https://www.chicago.gov/city/en/sites/chicagoriverwalk/home.html>) and activate the lake, starting with bringing in restaurateurs with incentives to develop places to eat, drink, and socialize on the lake. This in turn will create abundant activity and make the lake not only active, but in turn that amount of activity and traffic will reduce crime and vagrancy in the beach park, lake, and surrounding areas.
19. I worry that this design keeps all the higher density residential north of the 60. There are many, many excellent single family developments north of the 60, but Tempe leaders seem to only care about people in "South" Tempe as far as keeping neighborhoods single family.
20. I would like to see better bike routes. At the moment, the routes are mostly at the half-miles between major roads, which means making detours to get to or from actual locations you want to be, which are all at the major intersections. Many of the bike lanes (which I like to call bike gutters) are along 45 MPH roads with no separation from traffic. Sometimes, you're even asked to merge with that fast-moving traffic. Essentially, if you wouldn't feel safe with a middle school child biking there, then it's a bad bike path.
21. I'd love to see consideration for collector streets such as Alameda, Dorsey, College, etc. be rezoned for mixed use to allow for neighborhood shops and stores within walking distance around central areas like parks and schools.
22. In general, I like this plan. I would love to see more mixed-use in various places - condos over shops for example - making things more walkable and increasing public transportation access is key!!
23. Industrial area mixed use Elliot Rd and by Broadway curve
24. It is really difficult to use these map functions on a mobile device.
25. Make more open spaces
26. Make Rural and Warner a high end destination hub.
27. Mixed usage of space to allow residential and living to occur in same space. Removing car dependence by infilling with lax zoning regulations. Focus on density so that people can walk to where they need to go.

28. Mixed use should be extremely limited on the commercial side, should require all ambient and outside lighting to be obtained via onsite solar panels
29. Mixed uses should be encouraged everywhere to promote walkability and not require a car to get everywhere. We need to thicken up our City - period. We should allow small dwelling units on existing properties as a way to allow existing property owners to boost income, provide affordable housing, and increase density.
30. More importantly than where we develop should be that spaces are developing sustainably. Developers should have a responsibility to our community that their additions will add to the value, not detract as so many unoccupied, unaffordable building continue to do.
31. more mixed uses in general, but specifically along Baseline Rd
32. Much more political will needs to be shown to address the housing crisis, especially for accessible, affordable housing. This includes BOTH rentals AND homeowners alike. This should be on accessible transportation routes (light rail, commuter trolleys and buses.
33. Need more mixed use in South Tempe. More density.
34. NO MORE BUILDING! What's wrong with having a city that doesn't have every square inch built on? Open acres of fields for growing plants and crops, is healthy and refreshing. I'm sick of Tempe thinking they should be like a large City, hungry for growth for the money. That mentality has ruined Tempe. Why an entertainment area? Let the other Cities have it. We can go visit the other Cities and then come home to peace and quiet. The police don't enforce the ARS laws and Tempe ordinances as it is, so we want more people and problems? Take Tempe back to a manageable size that's in line with Dark Sky and other environmental strategies. It's already WAY TOO over-built for the area. Actually BE a leader environmentally, not just a dribble here and there.
35. Obviously you have already identified and determined the "high density" area at Priest and Rio Salado for the Coyotes Arena and development. I'm not going to take the time to indicate on the maps, but why don't you spread the "pain" around a little and plop some of your high density low quality building into South Tempe?
36. Place a focus on reducing City and HOA supported ornamental grass. Maintain green spaces in city and neighborhood parks & green belts.
37. Plant new and replace fallen trees, take care of the trees.
38. Stop giving Tempe away! Enough with using GPLETS to pay developers to build more nonsense. Keep your promises to other cities to not build residential in a flight path! Make developers pay Tempe for the privilege of building here. We need more open space. No more building anything outside of HFH infill housing.
39. Tempe has grown too much too fast for sustainability.
40. Tempe is far too dense already, time to put on the brakes and try to mitigate the traffic and damage to quality of life already done.

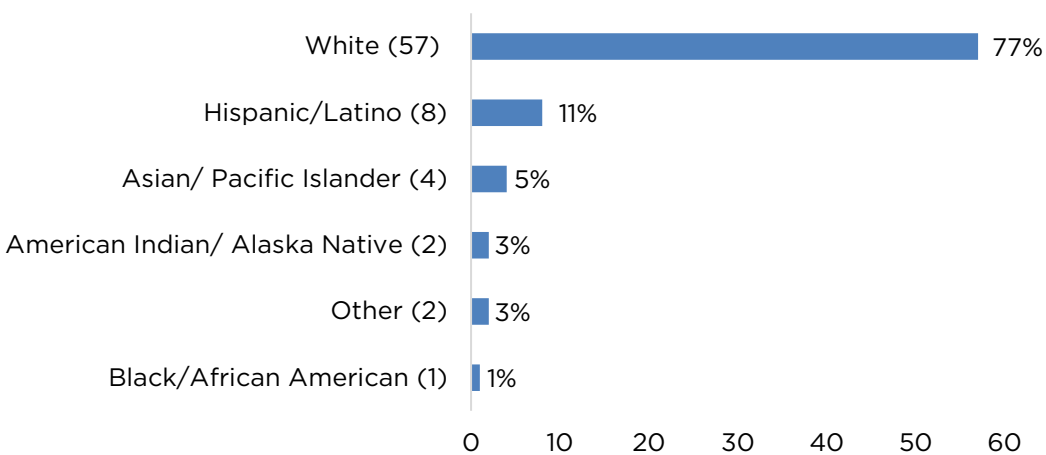
41. Tempe is much too crowded. We really need to be looking at quality living for our residents and also sustainability. Using sustainable materials to build more is like brushing your teeth while eating oreos.
42. Tempe needs more mixed-use commercial/residential developments. All new residential buildings should be built along walkways/roads with commercial on the ground floor to encourage walkability. As the population increases we need to provide services locally to reduce the need to drive and further increase traffic.
43. Tempe needs much more shade, more bike lanes, more walkable areas, and more robust public transportation.
44. The area around Southern and Priest has at least 1 large-ish lot for sale, multiple older residences, and a large but unexciting strip mall. This would be a great spot for mixed use with more retail and services to increase walkability of the neighborhood and more affordable housing for those who will work at the commercial areas around.
45. The area near Baseline and Priest and Baseline and I-10 seems like it's going downhill fast. It's scary if you ever have to get gas at that Shell station. I don't know if changing the land use in that area would fix the problem, but that is an area of Tempe that needs more attention.
46. The areas along Rio Salado should have higher density. That area is close to freeway access and will have less impact on traffic in the city. The high rise buildings that have been built along the lake are a nice addition and this should be carried further west to Priest. These same areas need to have enough density so that the planned mixed use is financially viable.
47. The city council believes you can pack people in areas like sardines because the idea of collecting more tax revenue, but the city fails miserably in upgrading infrastructure such as roads, parking and such. Example is my area at Baseline and Rural where several apartment/condo/townhome developments were built, and now traffic and parking is terrible.
48. There are many areas of Tempe that are depressed like along southern and Broadway on the west sides of Tempe. This area could be great with redevelopment and cleanup.
49. There is no reason our city should have higher taxes than Chandler. Maybe Tempe could take some lessons from Chandler as to how to reduce spending.
50. To maximize density and land use, Tempe should eliminate single-family zoning altogether.
51. Tough to use the features here on this form to indicate preferences or why-- but overall I'd love to see way more Mixed use spaces (commercial bottom floor, residential upstairs) near public transit with fewer parking lots and more open spaces that are shaded. The suburbs and large Target/Walmart/Grocery Store parking lots seem to only trap more heat and reduce pedestrian use and pedestrian access. I put Sydney Australia in my comments, but Park City, Utah also did an amazing job with making transit, access, and trails easier and reducing huge parking lots.

52. We should allow as much mixed-use, dense development as possible near light rail
53. We should be building out lots of high density and mixed use around our canals, with an eye on one day converting them into high quality bike and micromobility paths.
54. Weak neighborhood shopping centers could benefit from mixed use land use and zoning designations.
55. Whatever and wherever you build, make those spaces nicer and more welcoming for people who are not in cars. Tempe has a real opportunity to distinguish itself as the city in the valley with street life and green space and distinctive neighborhoods. One place to start is to minimize parking lots and put in green spaces, public art, skateboard parks, community gardens---in other words, bring these dead, paved spaces back to life!
56. With the current state of the office and hotel markets, it will likely take decades and even longer to fill this area in with commercial development. Plus, this area should really be a mix of uses, as residential likes to have walking access to commercial uses.
57. You need landscaping standards for right of ways to stop them from sheering the plants. It uses more water, requires more maintenance and ultimately costs you more money for plant replacement cause the plants survive less than half the time they are supposed to and they look awful with all the bald spots and unnatural shapes.

IV. Demographics

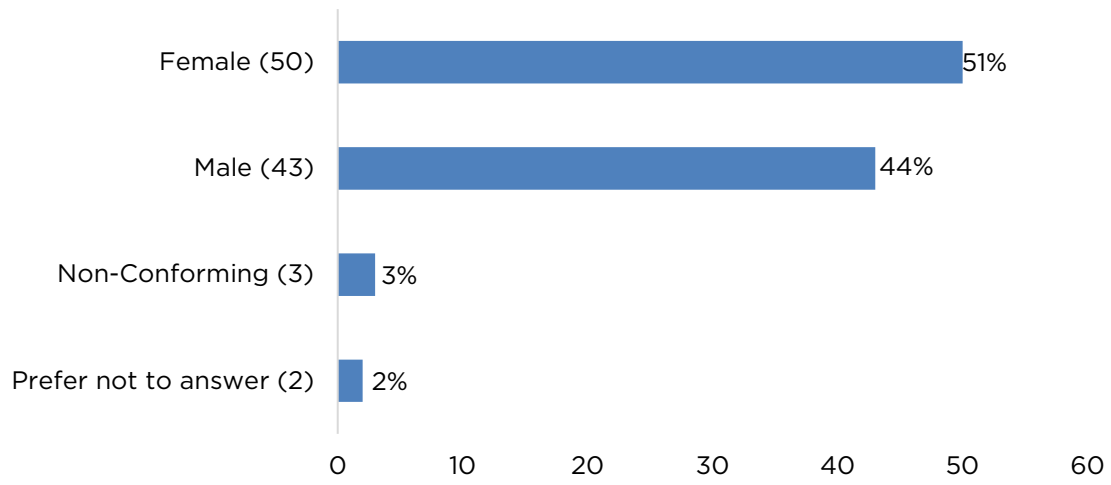
The City of Tempe wants to better understand how well it is serving community members. Collecting demographic data allows the city to effectively plan and distribute its programs and investments. The collection of data provides a more precise picture of current Tempe residents and businesses. Providing this information is highly encouraged and helpful to the city, but it is not mandatory.

Race:



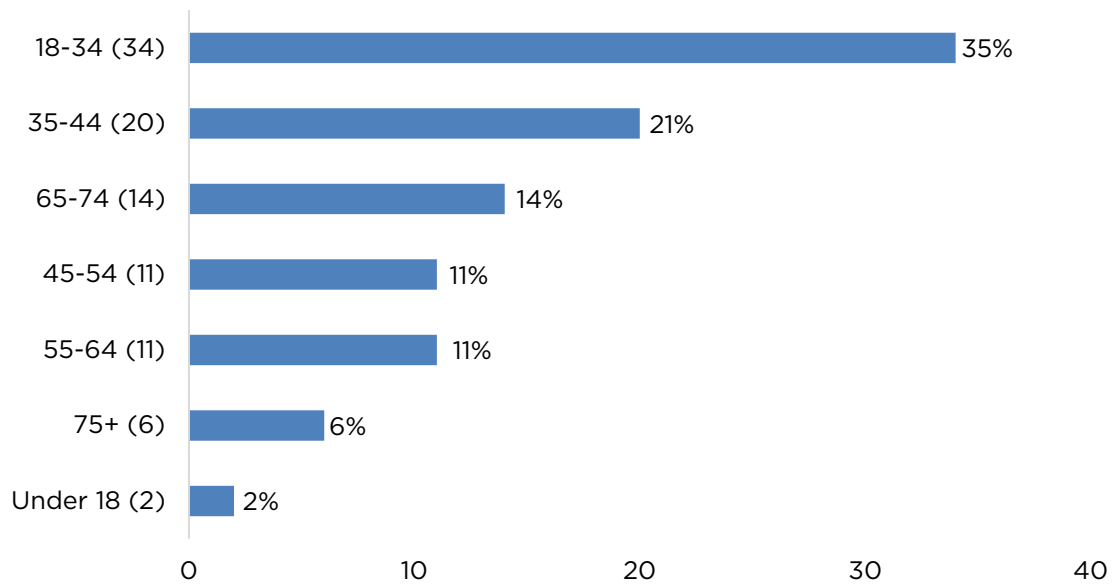
Responses: 74

Gender:



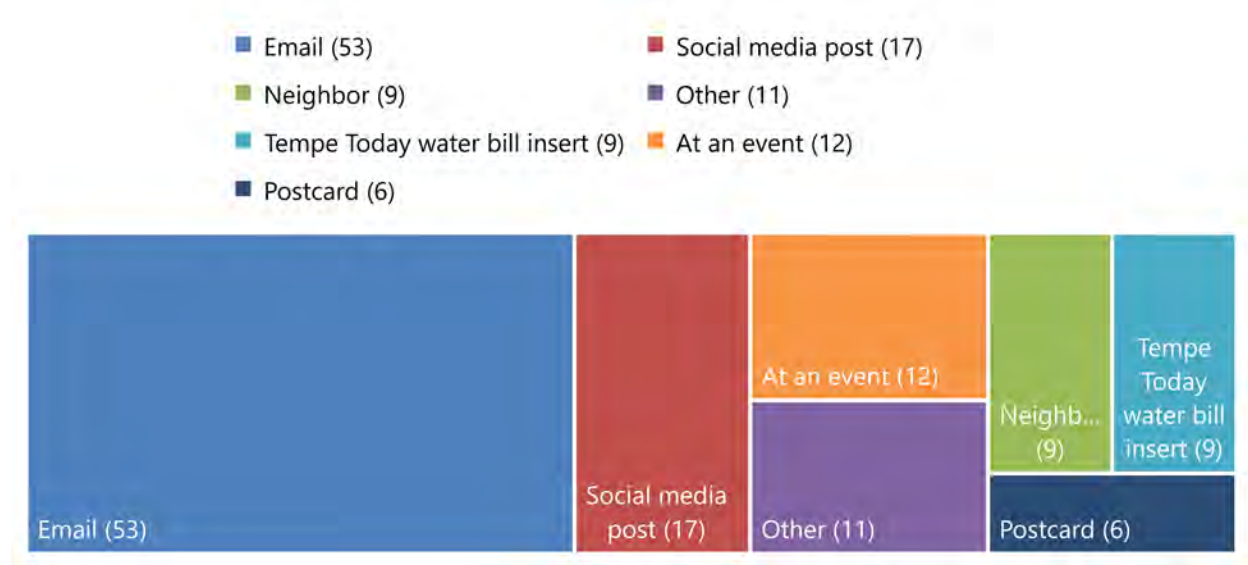
Responses: 98

Age:



Responses: 98

How did you hear about this survey? Check all that apply.



Responses: 117

V. Public Meeting at Legoland

The project team worked with experienced facilitators and authors, John Kamp and James Rojas, to develop and lead a unique engagement opportunity for Tempe community members. Kamp and Rojas provided a detailed report which follows below. A [video recap](#) is available in addition to the report.



Shape the Tempe of Tomorrow!

Free admission to LEGOLAND Discovery Center on Oct. 26

Show us what you'd like Tempe to be in 2050 at the Tempe Tomorrow General Plan 2050 Public Workshop. Share your ideas for development, land use, transportation, historic preservation, neighborhoods, art, open space and everything else that makes Tempe unique.

¡Da forma al Tempe de mañana!

Entrada gratuita a LEGOLAND Discovery Center en 26 de octubre

Muéstranos lo que te gustaría que fuera Tempe en 2050 en el Taller Público del Plan General de Tempe de 2050. Comparte sus ideas para el desarrollo, el uso del terreno, la transportación, la preservación histórica, los vecindarios, el arte, el espacio abierto y todo lo demás que hace que Tempe sea único.

General Plan 2050 is expected to be up for citywide vote in May 2024. The City of Tempe is providing this distribution solely for informational purposes.

Se espera que el Plan General 2050 se someta a votación en la ciudad en mayo de 2024. La Ciudad de Tempe provee esta distribución solamente para fines informativos.

tempe.gov/2050



- **Free admission to LEGOLAND Discovery Center**
- **Get hands-on, learn about the plan and participate in guided activities while enjoying free refreshments.**


This workshop is intended for everyone who lives or works in Tempe.

Join us on Wednesday, Oct. 26 from 6 to 7:30 p.m. at LEGOLAND Discovery Center at Arizona Mills Mall, 5000 Arizona Mills Circle.

Can't make it or need special accommodations? Share your feedback at tempe.gov/2050 or call **480-350-8234**.

Details: tempe.gov/2050

Questions: 2050@tempe.gov

- 
- **Entrada gratuita a LEGOLAND Discovery Center**
 - **Obtenga información práctica sobre el plan y haga preguntas mientras disfrutas de refrescos, música y entretenimiento gratis**

Este taller está destinado a todos los que viven o trabajan en Tempe.

Únase con nosotros en el miércoles 26 de octubre de 6 a 7:30 p.m. en LEGOLAND Discovery Center en Arizona Mills Mall, 5000 Arizona Mills Circle.

¿No puedes venir o necesitas un arreglo especial? Comparte sus comentarios en tempe.gov/2050 o llame al **480-350-8234**.

Detalles: tempe.gov/2050

Preguntas: 2050@tempe.gov



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- **Entrada gratuita a LEGOLAND Discovery Center**
- **Obtenga información práctica sobre el plan y participe en actividades guiadas mientras disfrutas de refrescos gratuitos.**

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TEMPE TOMORROW GENERAL PLAN 2050

LEGOLAND, TEMPE, 10/26/22

HANDS-ON COMMUNITY WORKSHOP WRITE-UP / FINDINGS

PREPARED BY JOHN KAMP OF PRAIRIEFORM AND JAMES ROJAS OF PLACE IT!

OVERVIEW

To launch the creation of the City of Tempe's General Plan 2050, and to set a creative, positive, and aspirational tone for the process, the City of Tempe invited us, James Rojas of Place It! and John Kamp of Prairieform, to lead a hands-on model-building workshop at the Legoland Discovery Center in Tempe. The idea was that the combination of both the playful setting and engagement methods would shape the project for the better, generate the kinds of meaningful and useful outcomes the city sought, bring in new faces and a more diverse audience, and create an overall atmosphere of fun as opposed to one more typical of formal meetings. The approach proved to be highly successful, with a significant turn-out, a large number of participants of all backgrounds and ages, and lots of creative ideas for how to move the city into the future in sustainable and forward-thinking ways.

WHAT WE SAW, DID, AND HEARD

As the meeting was held at Legoland and not at a more traditional location, it got off to a festive start. After checking in, participants walked through a series of Lego exhibits and then to a larger main room in which we had set up tables in the center that seated from three to six people, with a construction-paper placemat placed in front of each seat. To accommodate for the unexpectedly large size of the group, we ended up moving extra tables and chairs from other parts of the facility, which ultimately totaled 153, the largest general plan meeting the City had ever held. There were many new faces that included people who do not typically attend City meetings.

Since we were going to be asking that participants work with their hands to build and play with toy-like objects (that were provided) and

Lego—and this is not something grown-ups are particularly used to—we wanted to allow for of time up front for everyone to settle in and relax. As such, we had arranged to have popcorn and pretzels provided, as well as water. Overall, we took about 15 minutes to allow people to chat with friends and neighbors and settle in. This seemed to be the ideal amount of transition time before the main roster of events.



Model-Building Activity 1: Build your favorite childhood memory

After a brief introduction by Robbie Aaron, City Planner from the City of Tempe, about the overall process of the General Plan update, we began the core activities of the evening, which involved community members build models of their favorite childhood memory and then working in groups to build a model of an ideal Tempe in 2050. We set up two tables on each end of the room with a combination of Place-It!-style found objects and larger Duplo-style Legos on top. Later we added a third table in the back for snacks. Participants were free to pick from both types of objects to build their models. After briefly explaining why we'd be working with our hands and using toy-like objects to build a childhood memory (i.e. building a childhood memory takes us back to a time when we felt a sense of belonging, joy, discovery; the activity shows us how much we have in common; working with our hands allows us to be creative and aspirational in a way that is hard to do if we simply talk about our future Tempe), we set the participants off to get materials for their models, which we gave them around seven minutes to build.



With smaller groups, we would typically have each person share with the larger group their name and what they had built. However, due to the large size of this group, we decided to have people simply report back to others at their table about what they had built. After the participants had had time to share their models with their table mates, we invited everyone to tell us what the recurring themes of the memories were. It was a simple exercise, but it allowed the participants to start seeing connections amongst each other. As community members shared, we and city staff took notes, and documented feedback. In a sense, the recurring themes of the memories are a set of core values that we seek out and look for throughout our lives. They can also unite the participants and then set the tone for the second activity. In this case, the recurring themes of the memories the participants built were:

BEING OUTSIDE / OUTDOORS | FAMILY | ADVENTURE | SIGHTSEEING | HOLIDAYS | CURIOSITY | GRANDPARENTS | WALKING | NATURE | ART | JOY | CELEBRATION | PARKS | POOLS | MULTIGENERATIONAL | FOOD | BEING IN OR NEAR WATER

Model-Building Activity 2: Build your ideal Tempe

After explaining that these recurring themes serve as a kind of urban planning DNA for all of us, and thus shaping our mental maps and images for our ideal city, we moved into the second activity in which people worked with their table mates to build their ideal Tempe. We wanted to keep the prompts simple and general enough so that participants didn't feel constrained by them or find them too technical and confusing while also ensuring the prompt would still generate useful outcomes for the general plan process. The approach ended up working quite well as each table readily began looking for objects and then building. Because people got so engrossed in the activity, we decided to give them some

extra time to build, ultimately allowing them around 15 minutes.

To report back to the larger group, we had a volunteer from each table to share what they had built. In total, about 12 tables shared their thoughts behind the models. The models contained several creative ideas for the future of Tempe. Curiously enough, no one built models of more parking, freeways, and/or less density. Instead, their models consisted of:



Weaving more nature into the city | creating a network of bike lanes and paths that connect to amenities | creating nodes of activity, amenities, and density throughout the city as opposed to just downtown | making better access to waterways and lining them with amenities such as cafes, bars, restaurants, and ensuring that the waterways don't get filled with trash | making space and opportunities for urban agriculture throughout the city | a city with more multifamily housing options that are owner-occupied | a city of nature and urban forests | an LGBTQIA-friendly city | sustainably built buildings with green building technology and features | a Tempe with a network of car-free streets | creative solutions to homelessness | and increased space for those with special needs

After participants shared what they had built, we led them through a similar activity to the first one in which we had them pull out the recurring themes of the models. The themes highlighted how much of a shared vision the participants had and can now serve as a set of core values of the community and guiding feedback for the general plan process going forward. The themes included:

SPACES FOR PEOPLE (and not for cars) | LOCAL AGRICULTURE / FOOD | ACCESS AND PROXIMITY (i.e., things within walking/biking distance) | WALKABILITY | NATURE ALWAYS CLOSE BY | HOUSING AND A MIX OF HOUSING TYPES | TREES AND SHADE | WATER (i.e., water that you can be along, access, sit by, etc.) | ACCESSIBILITY | DESERT PLANTS | WATER RECYCLING | HISTORIC PRESERVATION | MULTIGENERATIONAL LIVING | TRANSIT | RENEWABLE ENERGY | WELCOMING | MIXED-USE SPACES AND DISTRICTS | PUBLIC ART

CHALLENGES, LESSONS LEARNED, OPPORTUNITIES

Overall, the workshop was successful in meeting the goals we set out to achieve. People were positive, creative, aspirational, and built the Tempe of their dreams as opposed to responding in fear and trying to ensure that the city didn't change. In fact, no one expressed any interest in more parking or more lanes of freeway or roads. And, contrary to a typical community meeting, people actively built density into their models instead of actively stating their opposition to density. However, we did run into a couple of challenges that could be seen as learning lessons for subsequent workshops and hands-on events.



1. The Large Group Size

While we were excited about the size of the turnout, having 153 people in one space – including kids running around the perimeter of the main group – proved to be a challenge in terms of ensuring that everyone could share and hear properly. In the future, it would be ideal to split such a large group up into smaller ones in separate rooms. This was an option we had initially wanted to pursue but given time and budget constraints, we had not planned for workshops in smaller breakout rooms. In the future, we could first do a training for the staff to lead their own workshops, and plan for possible break-out spaces. That way, everyone would be prepared no matter the size of the group.

The added benefit of breaking out into smaller groups would be that each participant could share what they had built for their favorite childhood memory with everyone instead of with just their table mates, something we didn't get to do given the large number.

2. Ensuring kids are having fun but also have their own place to play

One of the added strengths of the event was that it was multigenerational and family-friendly, and there were plenty of places for kids to play. If kids lost interest in the main activity, they could easily find somewhere else to go. However, the overall layout of the space meant that the main group of participants was in the middle, with kids playing, running, and screaming around the perimeter. At times it was hard to hear and felt a little distracting. In the future, we should look into still holding the workshop at the Discovery Center but find ways in which kids could play in areas somewhat separate from the main room.

3. Sound

We experienced a technical malfunction with the PA system and had to



rely on a back-up mic/speaker from Legoland. We adjusted accordingly, and everything worked out fine in the end, but we should also bring a back-up system.

Another sound-related challenge was that the Legoland store had its own automated music system that occasionally played in the background, thereby competing with the flow of the workshop. If doing this activity in the future, we should resolve this issue before beginning the workshop.

These issues aside, participants expressed nothing but positives to us and to the staff. “This was so much fun,” was heard over and over again, as was the comment by one participant that she was so refreshed by how many new faces there were, how simple the activity was, and again, just how much fun it was.

CONCLUSION

As a novel experiment for a public meeting, the event provided an avenue for the participants to freely express their creative ideas about planning. Additionally, the participants were able to mine their best memories and bring them to life and establish a set of shared, core values, which can ultimately inform the overall shape of the Tempe Tomorrow General Plan 2050 moving forward.