ATTACHMENT A

APACHE

Placemaking Principles + Design Guidelines

Character Area Plan City of Tempe, Arizona

Place Matters

APACHE

A huge debt of gratitude to the community members and stakeholders who are engaged in Apache, and continue the Placemaking campaign...

"Our character area has the potential to have it all -- **historic preservation**, **adaptive reuse**, multi-modal **transportation options**, lush, diverse **neighborhoods** next to thriving **businesses** creating a new road map for historic Apache Boulevard." - Phil Amorosi

"It is essential for our future to preserve our historic homes and flood irrigation." - Chuck Buss

"Art makes a space memorable, which creates destination."
- Gretchen Reinhardt

" Imagine how much fun everyone would have creating temporary art! "
- Beth Tom

"Canals are awesome! Use canals more."
- Marilyn Murphy

" Color schemes, graphics and style should be unique to each area, so they look like part of a cohesive plan. "
- Elizabeth Reilley + Steve Borick

"Our neighborhood involvement is not just limited to a 'feel good factor', but for the uplifting for all residents and persons surrounding our restaurant and marketplace." - Raveen Arora, India Plaza / The Dhaba

"These areas reflect how we want to live. Spaces for **cycling** and **alternative transportation** improve our lives and make our neighborhoods a reflection of who we are as a community."
- Scott Walters, **Tempe Bicycle Action Group**

"The built environment is the single biggest driver for any neighborhood's prosperity and personal happiness. We all have a stake in it." - Matt Salenger

"It's AZ. We always need **shade**."
- Kevin Brown

"The light rail brings + demands walking, thus, walkability is central to everything."
- Celina Tchida. Neighborhood Economic Development Corporation [NEDCO]

City of Tempe, Arizona

Mark Mitchell, Mayor
Corey Woods, Vice Mayor
Robin Arredondo-Savage, Councilmember
Kolby Granville, Councilmember
Lauren Kuby, Councilmember
Joel Navarro, Councilmember
David Schapira, Councilmember

Andrew Ching, City Manager
Dave Nakagawara, Community Development Director
Ryan Levesque, Deputy Director / Planning
Hunter Hansen, Project Management Coordinator

Apache at a Glance

The 2015 Apache Community Placemaking public series which included area residents, students, stakeholders, and the business community has led to the creation of the Apache Principles contained in this Character Area Plan. Tempe City Council adopted this plan [Resolution No. R2015.xx] to further the goals and objectives of the *Tempe General Plan 2040*, Land Use and Development Chapter, Community Design Element, Character Area Planning Section; and to provide an enhanced policy framework to guide area planning processes and land use decisions throughout the Apache area. It is intended to be used by the following audiences to guide the vision, design, development, preservation, plan review, and public feedback processes:

- ✓ Area Stakeholders [Residents, Schools, Students, Non-profit Agencies, etc.]
- ✓ Tempe City Council / Boards + Commissions / City Staff
- ✓ The Business Community
- ✓ The Design + Development Community

By way of summary, the following elements serve as a framework to the *Apache Character Area Plan – Placemaking Principles + Design Guidelines*:

- The rich **Mexican-American legacy** of this area has deep roots which meaningfully inform local place names [see *Placemaking Neighborhood Connections* section: La Victoria, Escalante, Sotelo, Esquer, Don Carlos, Elias-Rodriguez, etc.] while providing authenticity to local placemaking.

- Apache Boulevard is one of the most **authentic, unique, and diverse** areas of Tempe. As the light rail corridor continues to grow and evolve, maintaining this palpable authenticity will be central to the identity and vitality of this area.

- **Public Art** plays an essential and prominent role, key to placemaking and Apache's area identity. Public art projects need to be supported and encouraged to flourish through organic, grassroots methods. Feedback throughout the year-long Planning process continually reinforced the knowledge that art is inextricably woven into the cultural DNA and urban fabric of the Apache area.

- **Preservation of Apache's core neighborhoods** [Carlson Park, Tomlinson Estates, Borden Homes, Hudson Manor, Alegre, Escalante, Victory Acres] is a key Planning goal to balance future growth along the light rail / mixed-use corridor. Transitions between these areas must be well-designed.

- The **role of streets + alleyways as open space** to engage the pedestrian experience and activate the ground floor [especially along Apache Boulevard, Old 8th Street, and University Drive] is essential to the economic success and livability of this area.

- A **seamless patchwork of destinations** supported by a healthy and vibrant mixed-use corridor / Light Rail Station Areas with a walkable ground floor is the central vision for the Apache Character Area.

THE APACHE PRINCIPLES

1

Historic Preservation – Promote the preservation of certain existing buildings, structures, and flood-irrigated neighborhoods of post-war subdivisions which express the best of our past. Showcase Tempe's history. Connections to the past are key to informing Placemaking.

1.1 Work to ensure continuing preservation and maintenance of existing Historic + Cultural Resources [see map]
1.2 Identify potentially eligible Historic Properties + Districts; work with Historic Preservation Officer + Commission for formal local + national listing
1.3 Focus designation efforts on the Hudson Manor, Alegre, Escalante and La Victoria [Victory Acres] neighborhoods for inventory + consideration
1.4 Collaborate with Salt River Project [SRP] to add historic cottonwoods / shade trees / interpretive elements along Historic Kirkland-McKinney Ditch
1.5 Collaborate with SRP to increase access, amenities, and public awareness of canals [see Principle 18]

Borden Homes Historic District

Elias-Rodriguez House

Borden Creamery Complex

E.M. White Dairy Barn [Tempe Tavern]

Kirkland-McKinney Ditch

2

Landscape Treatments – The Sonoran Desert has a unique landscape which serves as a community differentiator, rich with rare textures and forms. Embrace non-invasive, drought-tolerant plant palette to promote water conservation and Placemaking, except in historic or flood-irrigated neighborhoods.

2.1 Use the *Historic Plant Palette* as a resource to inform plant selections in appropriate areas [Historic Districts, post-war / flood-irrigated subdivisions]
2.2 Promote biodiversity throughout landscapes to help prevent single-specie die-off, disease, pest infestations, etc. and promote sustainable crop pollination, nutrient cycling, healthy soils, as well as bird and insect diversity
2.3 Support a consistent plant palette with flowering trees, shrubs, and ground covers to foster community identity within the Apache area
2.4 Promote a maintenance plan that does not over-groom or over-prune arid plants, which causes shock and reduces flowering / pollination
2.5 Support trees which are high enough to provide habitat to birds of prey [hawks, owls, etc.] as part of a healthy and balanced urban forestry program
2.6 Encourage the use of permeable paving treatments to reduce surface run-off and urban heat island temperatures [see Principle 12]

Lantana montevidensis,
Lantana

Setcreasea pallida,
Purple Heart

Leucophyllum frutescens,
Texas Sage

Jacaranda mimosifolia,
Jacaranda

Pennisetum setaceum 'Rubrum',
Purple fountain grass

Opuntia macrocentra,
Purple pricklypear

THE APACHE PRINCIPLES

3

Shade [**Natural** + **Structural**] – Shade of all types and textures everywhere. Set goals, track progress, expedite development of Tempe's Urban Forest and Shade Canopy coverage to promote community health and reduce urban heat island effect in Tempe as evaluated criteria for Planned Area Developments [PAD].

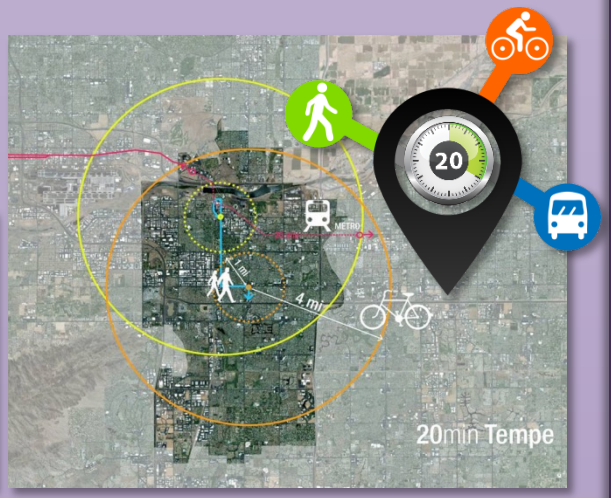
3.1 Use the framework of Tempe City Council's *Resolution for a Walkable Community* as an overarching goal for shade
3.2 Develop and foster Tempe's Urban Forest program, including methods to record, monitor, and report
3.3 Establish a contiguous shade canopy along street frontages within the Transportation Overlay District [light rail station areas, safe routes to schools]
3.4 Support and encourage covered sidewalks along Apache Blvd. through structural projections with encroachment into the public rights-of-way
3.5 Require shading of exterior windows to mitigate heat and energy demand

Hudson Park splash playground

4

Mobility: Tempe's Vision as a 20-minute City – Design and maintain a network of "Complete Streets" which are safe, accessible, convenient, and comfortable for all ages, abilities, and transportation modes at all times.

4.1 Connecting people to their places of employment, education, recreation, healthcare, worship, etc. in a variety of multi-modal options (walk, bike, Orbit, regional bus, light rail, drive) defines "mobility"
4.2 Work to implement the GP2040 vision ratified by Tempe voters in 2014, including the objectives and strategies outlined in the "Circulation" chapter, "Seeking the 20-minute City"
4.3 Work to implement the projects outlined in the *Tempe Transportation Master Plan* [2015]
4.3 Tempe residents have cited mobility as essential and key to being able to age-in-place
4.4 Coordinate local and regional land use and transportation decisions to create a more balanced, multi-modal transportation system to reduce reliance on the automobile
4.5 Utilize technology to improve accessibility and mobility



The Living City: Triple Bottom Line Mission – A systemic approach to Planning and (re)development which fosters a community that can successfully thrive incorporating a "Do Less Harm" ethic. A community balanced in three parts: social [health + safety], environmental [ecological], and economic [financial performance]; the 3 Ps: People, Planet, Profit, or the "Three Pillars of Sustainability".

5

5.1 Consider life-cycle costs for buildings, new construction, and redevelopment projects

5.2 Balance/off-set net heat gains to the built environment [reflective heat, paved surfaces, rooftops] with organic roofs, coatings [white paint, etc.], and/or permeable paving to reduce urban heat island effect and allow for nighttime heat loss while minimizing daytime heat gain

5.3 Cultivate native and drought-tolerant landscape treatments [see Principle 2] except in Historic Districts / flood-irrigated areas

5.3 Encourage photovoltaic canopies for parking areas, rooftops, and shade structures

5.4 Implement Urban Forestry program to promote walkability, human health, and biodiversity

5.5 Support Escalante and other community gardens through school programs and public outreach

Thew Elementary School

Escalante Community Garden

Permeable paving treatment

White roof treatment

100-Year Buildings + Adaptive Reuse – Sustainability and resource efficiency informs building design and sense of place. Foster adaptability and use materials which create a sense of investment, permanence, and will stand the test of time.

6

6.1 Work with property owner of Marlatt's Garage to incorporate the 1922 building at 1249 E. 8th St. into a site-specific redevelopment project

6.2 Work with the property owner to restore Watson's Flowers historic neon roadway sign

6.3 Partner with the property owner of Baker's Acre to incorporate existing buildings into redevelopment project, celebrating the last remaining example of the early Americana-style motor lodges along the Boulevard

6.4 Promote active engagement and participation in Tempe's Adaptive Reuse, Storefront Improvement, and Home Improvement Planning Programs

Marlatt's Garage

Infusion Coffee + Tea

Baker's Acre

Watson's Flowers

7

7. Streetscapes: Streets as Open Space – 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.

7.1 Enhance streets to maximize safe and efficient use by all users such as pedestrians, bicyclists, transit riders, and motorists following the principles of balanced streets

7.2 As density, restaurant, and retail options increase -- the need for open space becomes more important; encourage use of landscaped courtyards, street/sidewalk pocket parks, curb extensions, outdoor seating areas, and patios to increase activation of open space opportunities

7.3 Sidewalk zones along University Drive, Old Eighth Street, and Apache Boulevard should provide for a variety of active and social functions, including outdoor seating, café tables, pocket gardens, dog runs, etc.

8

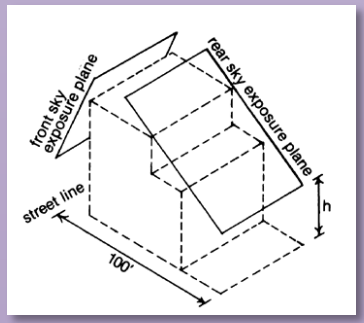
8. Transitions – Design setbacks and step-downs to maintain integrity of single-family neighborhoods near mixed-use/multi-family developments. Maintain pedestrian-scaled building frontages. Use landscape treatments and art to soften transitions.

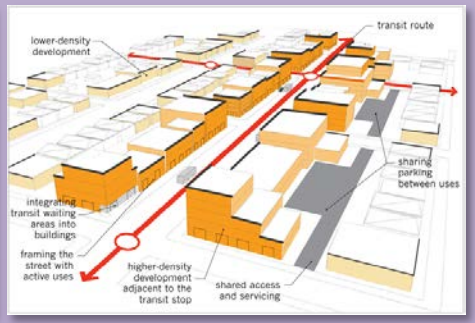
8.1 The Apache area is primarily characterized by denser, transit-oriented development surrounded by established historic districts [Tomlinson Estates Historic District, Borden Homes Historic District], post-war subdivisions [Carlson Park, Hudson Manor, Hudson Park], and areas with a rich Mexican American legacy [La Victoria/Victory Acres, Escalante]

8.2 Scale multi-family and mixed-use developments to meet the character of adjacent single-family areas where proximity occurs

8.3 Create healthy transitions along the Apache Boulevard where mixed-use parcels at LRT Station Areas are adjacent to single-family neighborhoods

8.4 Encourage active use and treatment of alleyways as an effective buffer/transition tool





9

Crossings: Safe, Convenient, Comfortable – Enhance safe routes to school, Universal Design [ADA], Union Pacific Railroad pedestrian/bike crossings, neighborhood access, shade at intersections, signalized crossings [HAWKs] where appropriate, bulb-outs, signal timing.

9.1 Partner with Union Pacific Railroad to create safe north-south crossings from Apache to Alameda areas to improve circulation and connectivity [focus on Smith Rd. area alignment; half-way between McClintock Drive and Price Road]

9.2 Partner with ADOT to enhance pedestrian crossings over the Loop 101 at Rio Salado Parkway, University Drive, and Apache Boulevard

9.3 Create strong north-south pedestrian connection on Smith Road from Town Lake/Tempe Marketplace to Smith-Martin LRT Station

10

Live / Work / Innovate: The Creative, Entrepreneurial City – Retain brains. Foster access to innovation/enterprise districts. Encourage collaborative work spaces and small business/start-up incubators in tandem with neighborhood-based goods/services, live-work options.

10.1 Partner with Arizona State University, Tempe Chamber of Commerce, private-sector developers, and local business community to create culture of innovative and creative live-work environments. These areas must be a walkable, transit-oriented, and neighborhood-scaled point of departure which stands of as different from the widespread suburban environment

10.2 Focus attention along the Apache Blvd. Light Rail Corridor, as well as the NE Industrial Area [see map] immediately south of Tempe Marketplace [see *GP 2040* for Projected Residential Density classifications]

10.3 The vision for the NE Industrial Area is vertical mixed-use redevelopment with a light industrial theme; this unique area benefits from its strategic location at Loops 101 + 102, which is currently projected with a mix of land uses as identified in *GP2040* which allows for residential

10.4 Work with Economic Development staff to create incentives for property owners who maintain light industrial uses on the ground-floor and loft-style residential/office/flex spaces above; it is essential for the City to maintain industrial land uses in its portfolio of property types

10.5 The NE Industrial Area has a well-established shade infrastructure and street patterns, has many buildings approaching 50 years old, and is walking/biking distance to Tempe Marketplace, the LRT line, and ASU-Main Campus

10.6 Mixed-use projects in the NE Industrial Area must be in an industrial/modern typology to create an authentic identity and point of departure from the pervasive stucco suburban environment; a destination where innovation can flourish

10.7 Construction materials throughout the Apache Area must be "honest" in nature, exposing their raw characteristics [glass, steel, metal, copper, rammed earth, concrete, concrete block, brick, wood, stone, masonry, terrazzo, wire rope/cables]; while limiting building materials with add-on surface treatments such as stucco, paint, laminents, veneers, "faux" materials, etc.

10.8 Landscape treatments must be Sonoran-appropriate and modern in design, avoiding treatments such as stucco screening walls, pink decomposed granite, and yellow lantana

10.9 Implement objectives and strategies outlined in the *GP2040* "101/202 Interchange Growth Area Goal" section

The Circuit Tempe

Vertical Mixed-Use; screened parking

Raw / exposed building materials

Modern / Industrial typology

THE APACHE PRINCIPLES

11

Pedestrian Scale – Foster Apache as a premier pedestrian environment and destination. Provide human-scaled experiences by layering interests and maintaining a walkable rhythm of building entries. Superblocks contradict a walkable pedestrian scale.

11.1 Encourage on-street parking to support viable ground-floor leases and immediate short-term parking in strategic locations where appropriate, based on daily vehicle counts [for example, between Smith Rd. and the Tempe Canal]

11.2 Encourage flexibility in meeting the requirements for uses within mixed-use areas [office, restaurant, retail, etc.] to energize ground floor activity

11.3 Promote uses that balance over a 24-hour daily cycle to energize street activity and create vitality

11.4 Encourage walk-up residential units with landscaped areas along street frontages at the ground-floor

11.5 Support existing grid/single-block street pattern to prevent superblock development

11.6 Along main arterials/streetfronts, provide contiguous shade at building entrances, patios, and sidewalks with overhangs and/or covered sidewalks [see Principle 3]

Building overhang covering building entrance

Building overhang covering patio

Building overhang covering sidewalk

Tempe Police Station

12

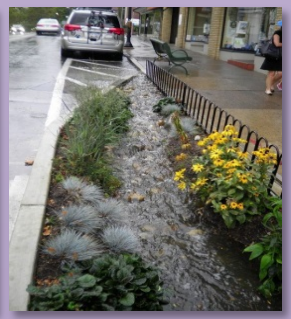
Green Infrastructure – Utilize the efficiency of natural systems where possible. These include rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, etc.

12.1 Require rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool roofs, green roofs, and/or other green infrastructure applications in exchange for requests for Planned Area Development [PAD] overlays or other planning requests

12.2 Set-up water management goals to provide environmental and community benefits while increasing community resiliency to climate variations

Permeable paving

Bark / mulch helps soil retain water



Curb cut / redirect

Stormwater redirect

Rainwater harvesting / urban farming

Connectivity / Green Alleys – Connect people "to and through" neighborhoods and development projects. Repurpose alleyways as public trails to expand connectivity. Encourage active use of alleys through safe design.

13

13.1 As redevelopment happens along the arterials, work with developers to ensure frontages along alleyways are designed as well as other elevations

13.2 Focus on alleyways along the north side of Apache Blvd [adjacent to University Heights, Alegre, and Escalante neighborhoods] to improve existing conditions, safety, and activate use

13.3 Rethink existing alleyways as public open spaces to connect people to neighborhood-based places and destinations

Walkable Commercial / Foster Active Living – Foster human health, community wealth, and resource efficiency by establishing walkable corridors to increase local revenue and affordable aging-in-place options while lessening the necessity for driving.

14

14.1 Use the Health Impact Assessment [HIA] framework as a tool to study future plans, projects, and policies before projects get built or plans are put into place to help decision-makers understand how people's health and quality of life is affected [physical activity, location affordability, access to employment / education / healthcare facilities, traffic / pedestrian safety, access to healthy food options]

14.2 Encourage collaboration among government entities so that regulations and funding priorities for housing, transportation, public health, and environmental issues create more livable communities

14.3 Implement "Complete Streets" identified in *Transportation Master Plan* with standards that balance all transportation modes and ensure equity among all Tempe residents

14.4 Support developments which contribute quality open space amenities [in exchange for density] as a means to promote healthy living

14.5 Support Canal-Oriented Development [see Principle 18] as a means to promote a healthy community

14.6 Implement objectives and strategies outlined in the *GP2040* "101/202 Interchange Growth Area Goal" section

Transit-oriented vertical mixed-use

Tempe Metro

Complete Street – Apache concept

Tempe Marketplace

THE APACHE PRINCIPLES

Neighborhood Identity: Authentic Character – Celebrate neighborhood identity by promoting historic and cultural resources; encourage neighborhood differentiation. This serves as the foundation for authentic Placemaking for the Apache Area.

15

15.1 Celebrate rich Mexican American legacy through promotion of local place names, oral histories and traditions [see Character vignettes]

15.2 Promote *Old Eighth Street* [from Rural Rd. to McClintock Dr.] as a heritage tourism location linking the Historic Elias-Rodriguez House, Marlatt's Garage, the Borden Creamery Complex [Four Peaks Brewing Co.], and the Kirkland-McKinney Ditch

15.3 Add gateways [at Rural Road and McClintock Drive], interpretive elements [self-guided walking tour], and signage along *Old Eighth Street* to showcase its unique history as Tempe's last remnant section of America's Bankhead [Ocean-to-Ocean] Highway

15.4 Encourage grant applications for the City of Tempe's Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal-pass through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.

15.5 Create active street banner program along Apache Blvd and *Old Eighth Street* to promote area identity, events, etc.

15.6 Promote the role of outdoor art throughout the area to keep Apache funky, cool, creative and engaging

Dorsey LRT Station

Inez Elias

Cabana on McClintock

Flora Thew

Apache Boulevard art mural

Artist-designed bike racks

Pocket Parks + Parklets – Enhance sense of place by reclaiming and dedicating public spaces for people. Improve quality of open space and levels of service as Tempe grows. Enhance outdoor business options and their environments by establishing active spaces.

16

16.1 Encourage parklets for outdoor dining, additional bike parking, public events and functions in areas where appropriate as a character-defining Placemaking tool

16.2 Encourage quality design in the public/private spaces between buildings to create much-desired pocket parks throughout the area

17

Public / Private Art: Neighborhood Identity + Expression – Promote outdoor art as community infrastructure in transportation, neighborhoods, parks, and commercial / office / mixed-use projects.

17.1 Work with Arts staff to expand the Art in Private Development [AIPD] Ordinance which excludes multi-family, mixed-use, and some industrial projects

17.2 Encourage grant applications for the City of Tempe's Maryanne Corder Neighborhood Grants, State Historic Preservation Office / federal pass-through grants, SRP-MIC Gaming Grants, and others for area projects which focus on neighborhood signage, identity, placemaking, etc.

17.3 Triangulate uses in projects and places to create different user groups [young + old] during different times of the day and week

Hudson Park, labyrinth

Hudson Manor, mosaic

Esquer Park, skatepark

Hudson Park, skatepark

Borden Homes, mosaic

18

Canal-Oriented Development: Respect + Reclaim our Canals – Canals are a connection to the region and its history, essential for human civilization in the desert. The 181 miles of canals Valley-wide are also a major recreational asset benefitting human health.

18.1 Draft Canal-Oriented Development [COD] design guidelines for adoption by Mayor + Council

18.2 Implement COD format from City of Phoenix and City of Scottsdale to set consistent development standards/expectations for the region

18.3 Include hierarchy of layers for COD including regional destinations, intersection treatments, main arterial crossings, and interstitial spaces complete with meeting spots, intermittent shade respites, canalscape/landscape treatments, public art components, historic interpretation, maps / wayfinding / distance markers, as well as public outreach and education related to canals

18.4 Partner with Salt River Project to promote active use of public art and events in and around canals throughout Tempe

Western Canal

Canal-Oriented Development

Canal-Oriented Development

Canal multi-use path amenities

Central Arizona Project Canal

storyboard vision

APACHE

design influences

storyboard vision

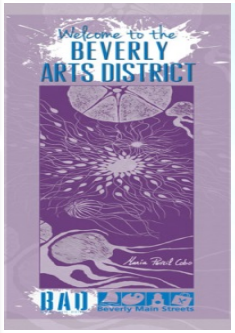
APACHE

design influences

storyboard vision

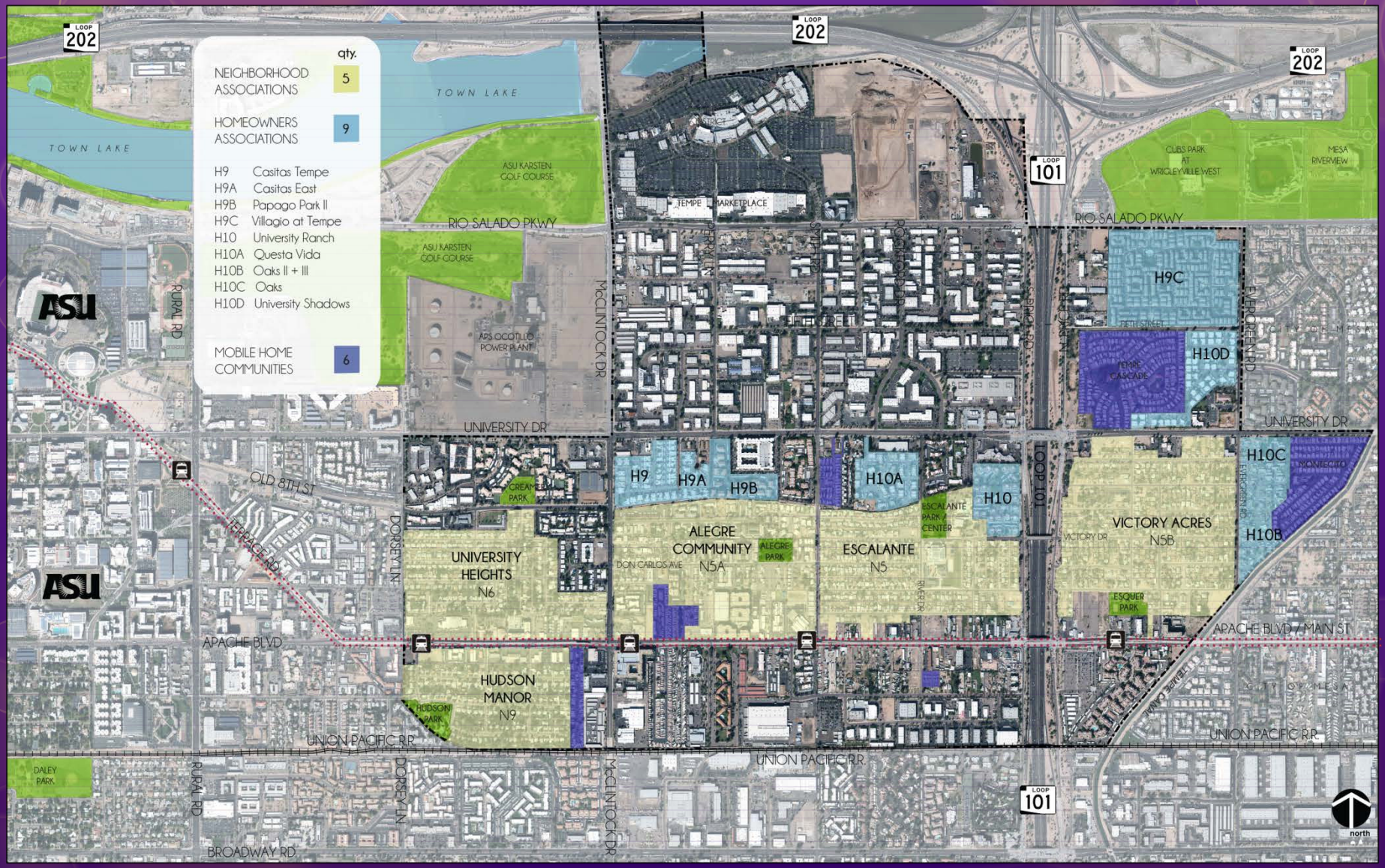
APACHE

design influences



NEIGHBORHOODS / SCHOOLS / PARKS

APACHE



December 2015

FLOOD IRRIGATION SERVICE AREAS

APACHE

Arizona Falls, Arizona Canal

Historic postcard showing Tempe irrigation canal

Lining and undergrounding of canals 1950s

Canals served as open space

Kirkland-McKinney Ditch c. 1930

Kirkland-McKinney Ditch c. 2015

IRRIGATION WATER DELIVERY DISTRICTS [IWDD]

An IWDD is a group of adjacent landowners who enter into a cooperative relationship to handle the operation and maintenance of their neighborhood system. IWDDs are provided for under Arizona law.

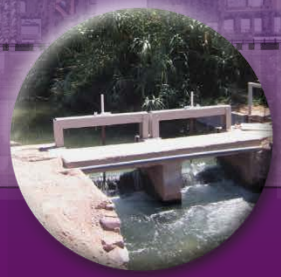
IWDD DELIVERY LINE

Residential Flood Irrigation in Tempe 1909-1958

Irrigation has been a part of Tempe's culture and landscape since the town's founding. When the first subdivisions were carved out of farms, developers simply dug more ditches to bring irrigation water to individual lots. The open ditches were gradually replaced by buried pipes beginning in the 1930s. As a strategy for beautifying the city, the residential irrigation network was a success, as it allowed Tempe's new neighborhoods to quickly acquire lawns and much-needed shade trees. As a self-supporting utility service, however, it is very costly to maintain. By 1958, new subdivisions in in Tempe no longer offered flood irrigation.

The contextual basis of Residential Flood Irrigation involves the premise that historic sites include landscape features as integral components of their identity. Historic landscapes are representative of the time and era when they were originally established. When reflecting on Tempe's many historic neighborhoods, residents often think of lush landscape scenes. This context recognizes that preserving the integrity of flood-irrigated neighborhoods requires protection of historically-appropriate landscapes that contribute to the social and cultural significance of Tempe neighborhoods.

Conservation of water and energy are important aspects of sustainable desert living. From the onset, development of Tempe's irrigated neighborhoods was linked to flood irrigation from Valley canals. The shade trees and lush vegetation create a microclimate effect in these neighborhoods by shading structures and grounds. Ultimately, this can cool neighborhoods by as much as ten degrees, thereby decreasing energy demand overall. Shade also decreases the evapotranspiration rate, allowing vital ground water to stay where it is needed instead of being pulled from the ground by the desert sun.



north

AUG 2015

HISTORIC PLANT PALETTE — APACHE

TREES

Acacia farnesiana	Sweet Acacia
Callistemon viminalis	Weeping Bottlebrush
Carya illinoisnensis	Pecan
Citrus species	Citrus (various)
Eriobotrya japonica	Japanese Loquat
Fraxinus velutina	Arizona Ash
Morus Alba	Kingan Mulberry (fruitless)
Pinus halepensis	Aleppo Pine
Punica granatum	Pomegranate
Ulmus parvifolia	Chinese Evergreen Elm
Vitex agnus-castus	Chaste Tree

VINES

Antigonon leptopus	Queen's Wreath
Campsis radicans	Trumpet Vine
Dipogon lignosus	Australian Pea Vine
Hedera helix	English Ivy
Lablab purpureus	Hyacinth Bean
Lagenaria species	Gourds
Lathurus odoratus	Sweet Pea
Marah gilensis	Wild Cucumber
Parthenocissus sp.	Hacienda Creeper
Tropaeolum species	Nasturtiums
Wisteria frutescens	Wisteria

SHRUBS

Agave species	Agave
Bougainvillea species	Bougainvillea
Buxux japonica	Boxwood
Jasminium mesnyi	Primrose Jasmine
Juniperus deppeana	Chinese Juniper
Lagerstroemia indica	Crape Myrtle
Leucophyllum fruitescens	Texas Sage
Liguistrum japonicum	Japanese Privet
Liguistrum lucidum	Wax Leaf Privet
Myrtus communis compacta	Dwarf Myrtle
Nandina domestica	Heavenly Bamboo
Nerium oleander	Oleander
Pyracantha species	Pyracantha
Rosa species	Roses
Rosmarinus officinalis	Rosemary
Thuja orentalis	Arborvitae
Yucca species	Yucca

ANNUALS

Antirrhinum species	Snapdragons
Bellis perennis	Daisies
Calendula	Pot Marigold
Camellia species	Camellia
Chrysanthemum spp.	Chrysanthemum
Delphinium spp.	Larkspur
Dianthus caryophyllus	Carnations
Gardenia spp.	Gardenia
Geranium spp.	Geranium
Hemerocallis spp.	Daylily
Iris spp.	Iris
Lobularia maritima	Sweet Alyssum
Petunia spp.	Petunias
Tagetes spp.	Marigolds
Verbena spp.	Verbena
Viola spp.	Violets
Zinnias spp.	Zinnia

Chaste Tree

Aleppo Pine

Citrus Tree

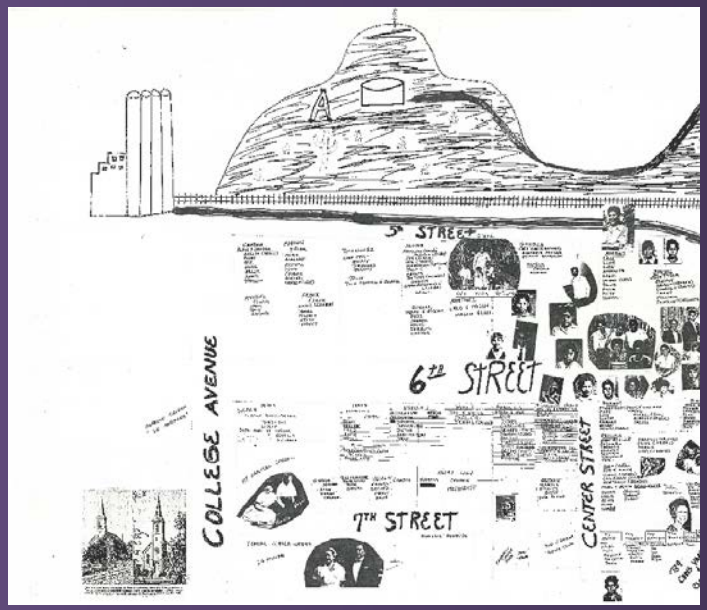
Crape Myrtle

Queen's Wreath

Wisteria

Verbena

Texas Sage



LA VICTORIA [VICTORY ACRES]

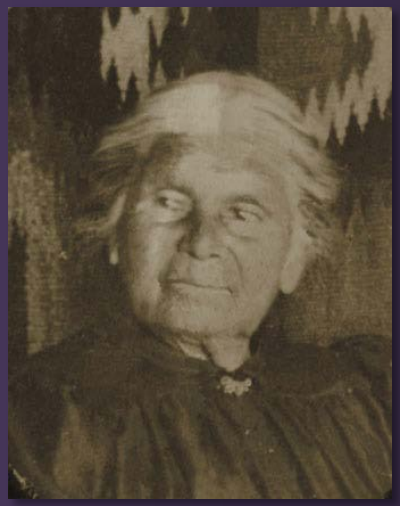
Victory Acres holds a great amount of history and distinction from other barrios in the state. Originally, residents lived in the **San Pablo** community up until the late 1950s, forced to relocate to the area now known as **Victory Acres** since then the neighborhood has developed unique character.

During its first fifteen years of existence, **Victory Acres** was not an incorporated portion of Tempe. Far removed from either Tempe or Mesa, neither municipality was particularly interested in annexing the development and having to provide utilities and other services in return for low tax base. During this period of relative isolation, the neighborhood was essentially self-sufficient, leading to the development of its strong sense of identity.

ESCALANTE

Escalante, a Spanish name meaning "climber", is found on the east side of Tempe between University Drive and Apache Boulevard. History of the Escalante family can be found throughout the area, an example being the Escalante Recreation Community Center.

The neighborhood and senior center honors the name of the pioneer **Escalante** family, which has played a significant role in Tempe's history. Its patriarch, **Manuel Escalante**, came to town in the early 1890s. His descendants have been active in Tempe affairs ever since. The recreation center especially honors three members of the family who gave their lives in World War II.



SOTELO

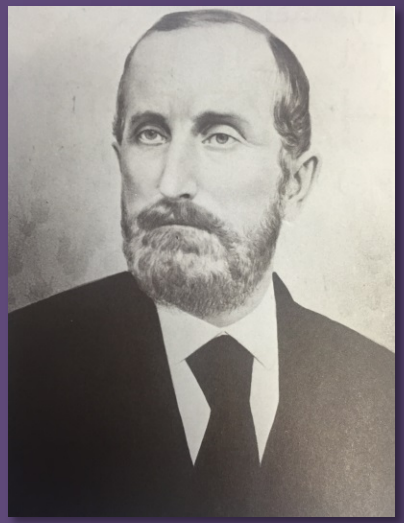
To the left, **Manuela** and **Maria Sotelo**, two admirable women of Mexican descent who helped shape what Tempe has become today. The **Sotelo** family owned much farm land in the area and as a result of that came the **Sotelo Addition Plat**.

The **Pedro Escalante House** was one of the homes built as part of the Sotelo Addition Plat in 1890, which reflected Tempe's Mexican-American history. The old adobe home was demolished during the construction of the El Adobe Apartments.

ESQUER

Eduardo and **Rita Esquer** were two migrants from Mexico who moved to Tucson, Arizona in the 1900s. Due to health complications, the **Esquer** family took the opportunity for work in Tempe, Arizona in 1941. Their daughter Mary was the first to buy property in **La Victoria**, followed by the rest of the siblings. Their family continues to be involved in the community, with several family members living in or near **La Victoria**. The newly renovated **Esquer Park** was built in the family's honor.

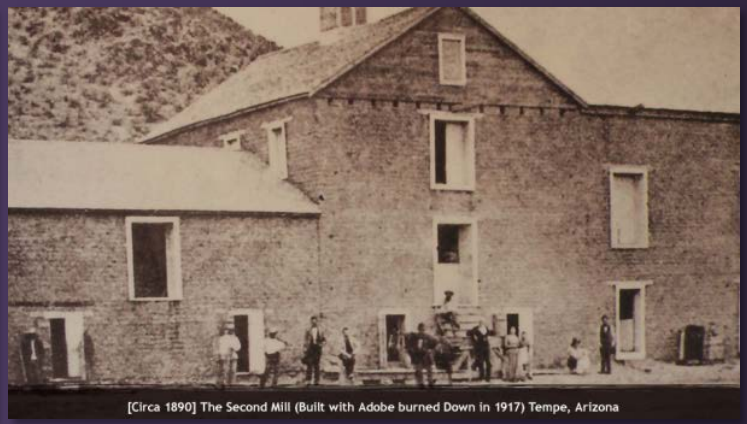
DON CARLOS



Along with his many contributions to the city of Tempe what "**Don Carlos**", **Charles Trumbull Hayden**, is best known for being the first to set grounds for commerce and industry. Having discovered Tempe's potential on his trip's delay to Prescott, in the late 1800s "**Don Carlos**" returned with a notion to create a flour mill powered by water from a canal.

La Casa Vieja [**Hayden House**], one of the most historic buildings in the Valley, was home of the Hayden family until around 1889, when the family moved to **Hayden Ranch**.

Hayden Ranch, located on the corner of McClintock Drive and University Drive, was also a home to "**Don Carlos**". After his passing in 1900, **Hayden Ranch** was used to house professors, writers, and "any educated person with limited means". The house burned down in 1970.



[Circa 1890] The Second Mill (Built with Adobe burned Down in 1917) Tempe, Arizona

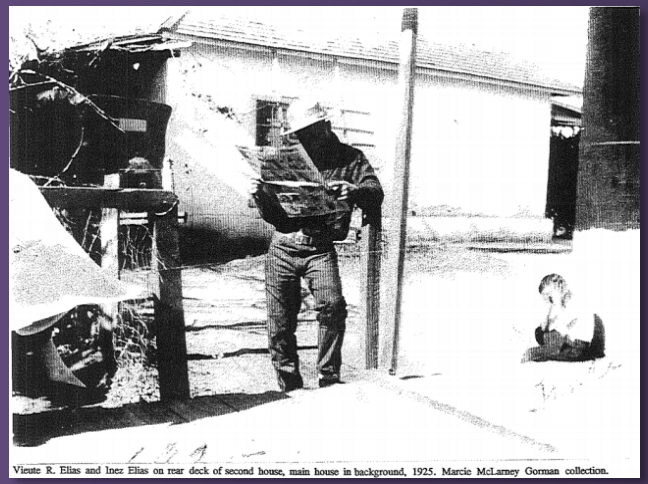
One of the oldest homes that remains in the City of Tempe is the **Elias-Rodriguez House.** In **1890 Vicente R. Elias** and his wife **Inez Moreno Elias** arrived in Tempe with their family. After working as a laborer, **Elias** was able to purchase property in the **Sotelo Addition** on which he constructed two adobe homes, the **Elias-Rodriguez** being one of them.

Inez Elias taken on north side of main house, 1917. Marcie McLarney Gorman collection.

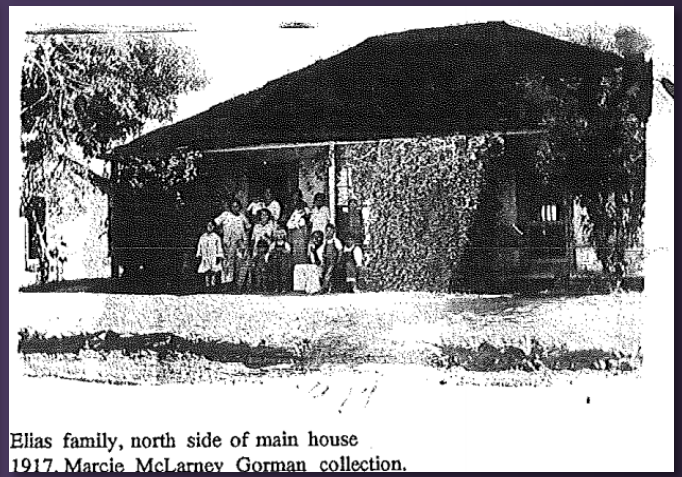
ELIAS-RODRIGUEZ

FLORA THEW

Flora Thew is remembered for her dedication to the students of Tempe. After 48 years of teaching first-graders, the **Tempe Elementary School District** recognized her by naming **Thew Elementary School** in her honor.



Vieute R. Elias and Inez Elias on rear deck of second house, main house in background, 1925. Marcie McLarney Gorman collection.



Elias family, north side of main house 1917. Marcie McLarney Gorman collection.

APACHE

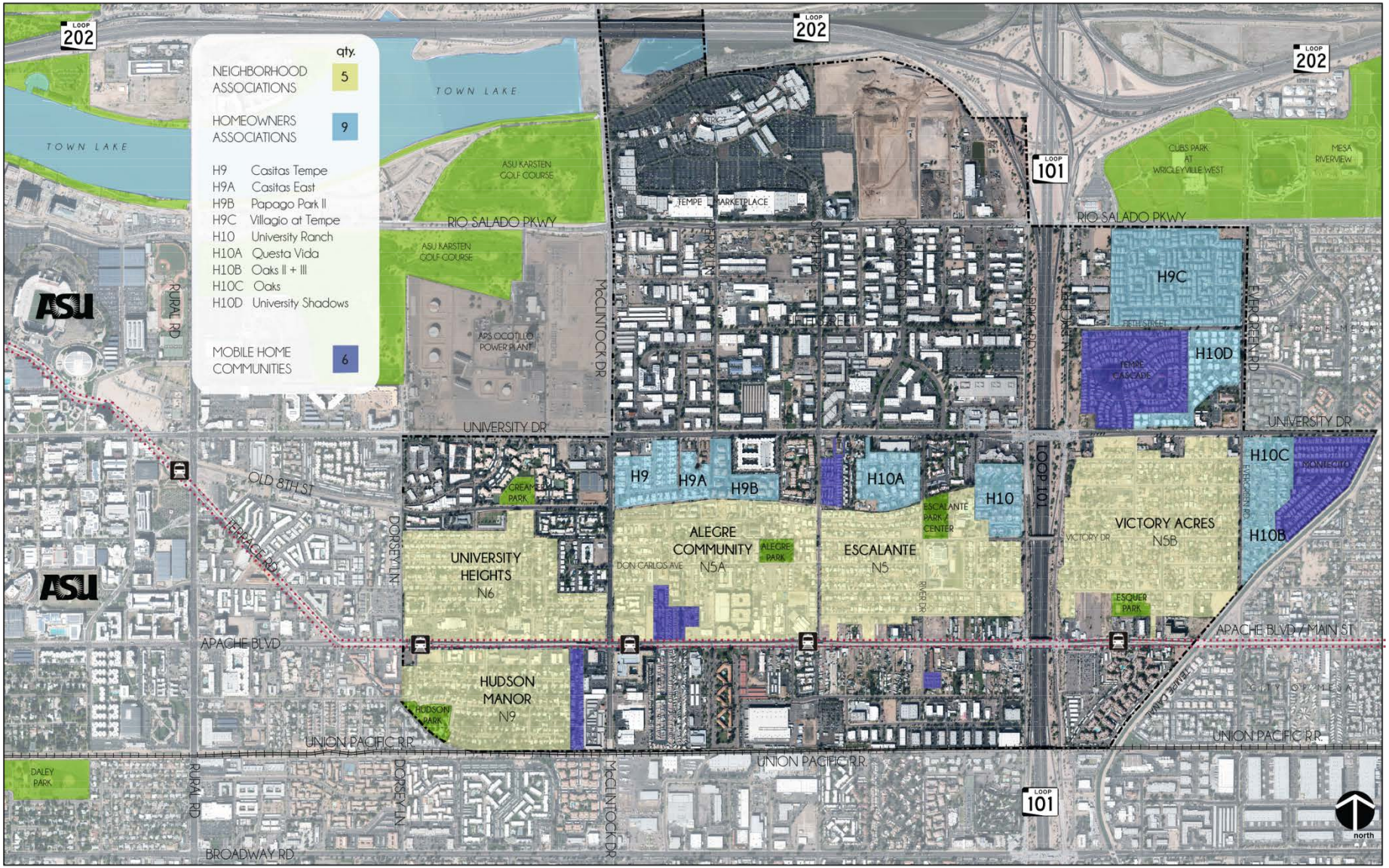
Appendix

Character Area Plan - Appendix

Maps, Architecture + Design, Historic + Cultural Resources, Commercial Inventory, and Support Documents

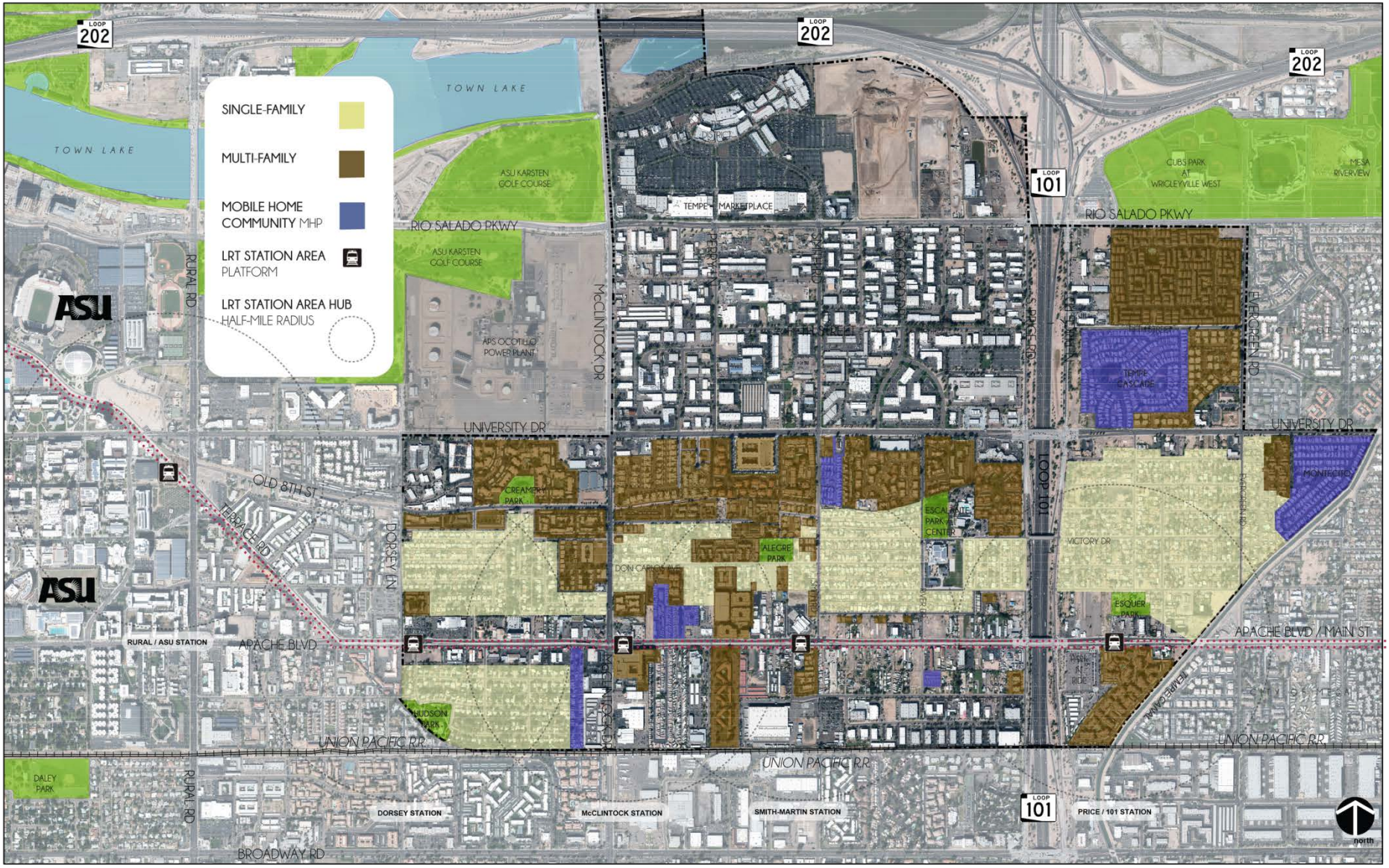
NEIGHBORHOODS / SCHOOLS / PARKS

APACHE



December 2015

HOUSING SINGLE-FAMILY / MULTI-FAMILY — APACHE



December 2015

HISTORIC + CULTURAL RESOURCES

HISTORIC PRESERVATION IN TEMPE

Tempe is a unique and vibrant community that embraces its past while looking toward its future. Historic preservation is a vital tool in this effort to identify and retain Tempe's distinctive character. The Tempe Historic Preservation Office works to ensure that our significant historic and cultural resources – whether a prehistoric archaeological site, a Territorial era adobe building, or our 1970 glass-and-steel inverted pyramid Tempe Municipal Building – receive due consideration in the planning and development process.

PRESERVATION GOALS

Historic preservation contributes to a number of goals identified as important to Tempeans. In addition to maintaining a varied architectural environment that is often imitated but never replicated, historic preservation supports sustainability by encouraging the adaptive reuse of commercial buildings, assists economic development efforts by retaining a sense of place valued by employers and potential new residents, and promotes tourism by highlighting the diverse range of historic and cultural resources found in Tempe.

NEIGHBORHOOD PRESERVATION + STABILIZATION

Preservation of our historic neighborhoods is a key priority of the Tempe Historic Preservation Office. Far from merely recognizing the stately homes of affluent early residents, our historic preservation program has reinforced a strong sense of community in neighborhoods spanning from the early-twentieth-century homes of Maple-Ash to the mid-to-late 1950s homes of Date Palm Manor. Historic designation, whether applied to an individual home or an entire neighborhood, has been shown to be of great value to all citizens – not just those residing in historic homes. Multiple studies indicate a positive correlation between historic designation and owner occupancy rates, increased property values, reduced calls for police service, and a stronger sense of identity. Neighborhood design guidelines, developed in conjunction with residents of historic districts following listing in the *Tempe Historic Property Register*, serve as a roadmap for maintaining a neighborhood's historic aesthetic. Historic Preservation Commission review of proposals to alter or redevelop designated homes assures that changes are carried out in a manner that is sensitive to the important character defining features identified by residents. These protections, which do not change a property's underlying zoning or otherwise impact private property rights, allow for the preservation and stabilization of Tempe's many historic neighborhoods.

HISTORIC APACHE AREA CONTEXT

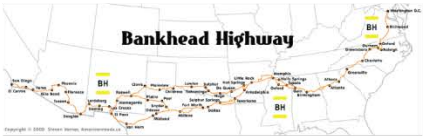
Apache has long been a primary transportation corridor for both Tempe and the Valley at large. Native American traders traveled through La Plaza, a thriving prehistoric Hohokam village located largely within **Apache**'s boundaries. The presence of Tempe Butte ["A" Mountain] and the Papago Buttes created a hard bottom river crossing used by ancient travelers and nineteenth-century pioneers alike, many of them passing through what is now **Apache** on their way to the Salt River and points beyond. Early Hispanic and Anglo settlers revitalized prehistoric canals and dug new waterways to move irrigation water to **Apache**'s once-fertile agricultural fields. The advent of the twentieth century saw laborers and adventure-seeking motorists traversing the area on their way to the **Apache Trail** and the Roosevelt Dam construction camp. The Ocean-to-Ocean Highway, one of America's first transcontinental auto trails, ran through Apache. Later, the Bankhead Highway auto trail bisected the **Apache** Character Area. Later still, present-day **Apache Boulevard** served as U.S. Routes 60, 70, 80, and 89 and State Route 93, carrying travelers to and from the Mill Avenue bridge.

Spanning southward from Loop 202 to the Union Pacific Railroad tracks and encompassing stretches of the Valley Metro light rail route and Loop 101, **Apache** remains a heavily-traveled transportation corridor. Transit of one form or another helped shape the area's development and has left an enduring physical legacy reflected throughout Apache. Old Eighth Street, the former Bankhead Highway alignment, is home to Marlatt's Garage, an Historic Eligible 1922 filling station, and Four Peaks Brewing Company, an adaptive reuse of the Historic Eligible and National Register-listed 1892 Borden Creamery Complex. Abandoned railroad tracks and an open section of the Tempe Historic Property Register-listed 1871 Kirkland-McKinney Ditch add to **Apache**'s identity as a corridor of movement and activity. Amidst the din of light rail, auto, and pedestrian traffic that is **Apache Boulevard**, further clues as to the importance of transportation emerge. The busy roadway still boasts many of the former auto courts erected to house weary travelers and remains a hub of restaurants — including Tempe Tavern, an adaptive reuse of the circa 1919 cobblestone E.M. White Dairy Barn.

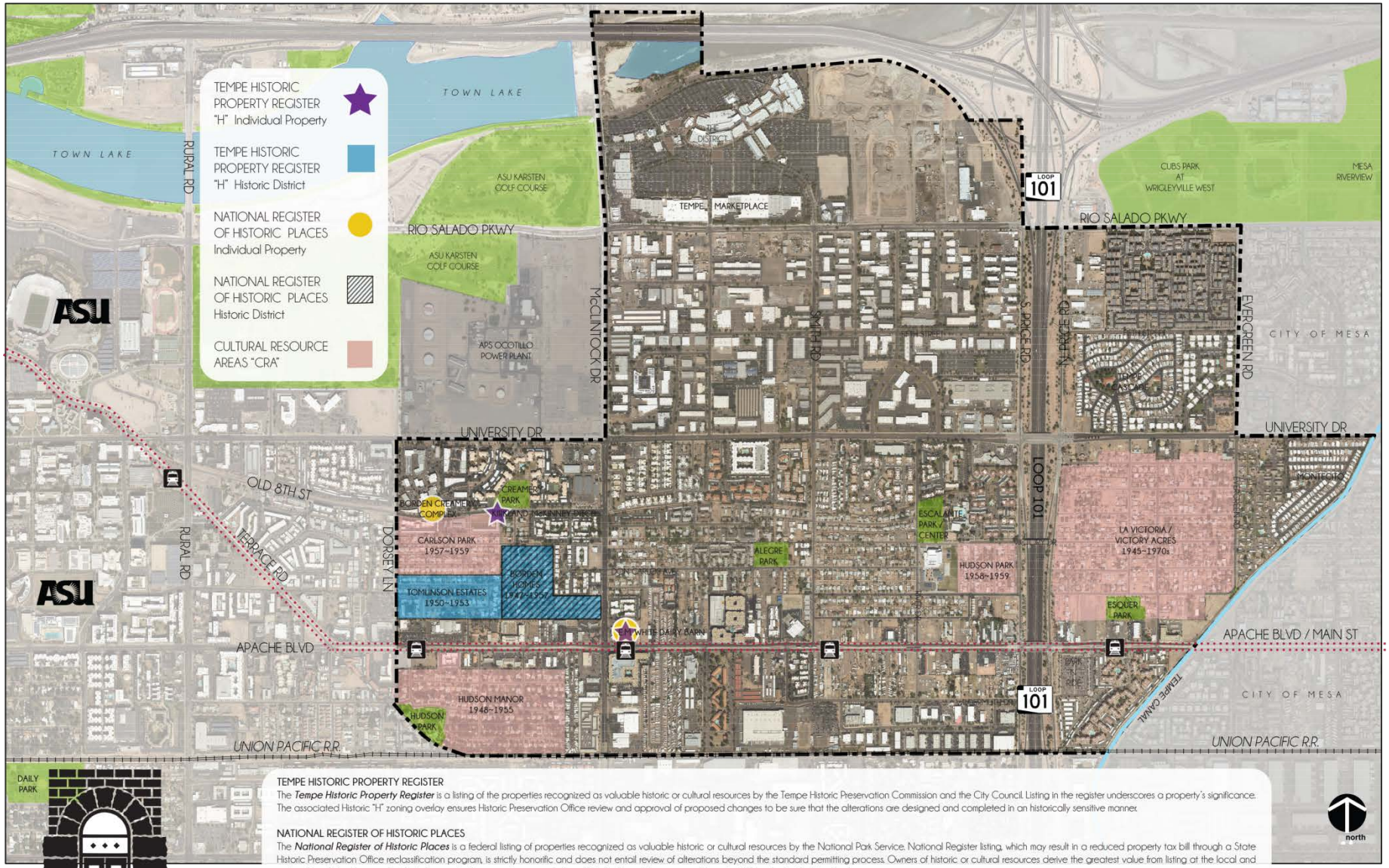
Apache's earliest residential developments, including the Hudson Manor Cultural Resource Area and the locally designated Tomlinson Estates Historic District, speak to the construction of post-World War II housing on former agricultural land conveniently located along a major thoroughfare. Mobile home communities along **Apache Boulevard** represent the economic impact of vacationers, retirees, and snowbirds, while the numerous industrial ventures near the railroad tracks highlight the role of rail transport in Tempe's growth.

Today, the light rail line and its associated Transit-Oriented Development ["TOD"] overlay zoning have kickstarted the process of revitalizing **Apache Boulevard** as a retail destination and redrawing the boulevard's skyline with large mixed-use developments. Thus, transportation – the primary driver of **Apache**'s past development – remains a motive force in **Apache**'s present-day and future stories.

TEMPE PRESERVATION



HISTORIC + CULTURAL RESOURCES — APACHE



TEMPE HISTORIC PROPERTY REGISTER

The ***Tempe Historic Property Register*** is a listing of the properties recognized as valuable historic or cultural resources by the Tempe Historic Preservation Commission and the City Council. Listing in the register underscores a property's significance. The associated Historic "H" zoning overlay ensures Historic Preservation Office review and approval of proposed changes to be sure that the alterations are designed and completed in an historically sensitive manner.

NATIONAL REGISTER OF HISTORIC PLACES

The ***National Register of Historic Places*** is a federal listing of properties recognized as valuable historic or cultural resources by the National Park Service. National Register listing, which may result in a reduced property tax bill through a State Historic Preservation Office reclassification program, is strictly honorific and does not entail review of alterations beyond the standard permitting process. Owners of historic or cultural resources derive the greatest value from listing at the local and national level, thereby ensuring that changes to the property are made in an historically sensitive manner while potentially reducing their tax burden.

TEMPE CULTURAL RESOURCE AREAS "CRA"

Cultural Resource Areas are residential areas identified on the density map that are considered culturally significant to the character of Tempe, based upon the 2001 Post-World War II Subdivision Study. It is desirable to maintain the character of these areas. The underlying zoning should remain appropriate for these areas, with a projected density and intensity to conform with the zoning standards in place in 2003.

NOTE: For a complete listing and historic background on ***Post-WWII Subdivisions***, please see *Tempe Post-World War II Context Study*, Scott Solliday, 2001.

TEMPE PRESERVATION

April 2015

ARCHITECTURE + DESIGN IN TEMPE

ARCHITECTURE + DESIGN IN TEMPE

As stated in the Community Design Element of Tempe's *General Plan 2040*, distinctive design has long been a factor in shaping the community's built form. Tempe has been recognized for integration of design review, sign control, dark sky protection, landscape treatments, public art, transit-oriented design and downtown revitalization. The community continues to enhance its sense of place and pride through the refinement, development and support of programs and policies resulting in standards of the highest quality for design in the built environment. Limited in expansion by finite municipal boundaries, the future of Tempe's built form will be determined not by planned sprawl, but by principled infill, redevelopment, rehabilitation and preservation. The foundation of community design in Tempe is its distinctive character and sense of place, as informed by context and guided by the principles of Integration, Innovation, Definition and Articulation.

DESIGN GOALS

Attainment of goals identified in *General Plan 2040*, such as enhanced quality of life and preservation of neighborhood character, increased economic vitality, sustained mobility / greater accessibility, and sustainability / environmental stewardship, will be related to, if not a direct result of, quality design in the built environment.

Tempe's *Zoning and Development Code* sets forth certain criteria to ensure that buildings and their surroundings are functional, safe, accessible and attractive - designed with contextually aesthetic values, defensible space and crime preventative features, as well as accessibility for pedestrians and those with disabilities.

General Plan 2040 articulates this vision: Streets, walks and paths, typically based on the street grid emanating from Tempe's original town site, make connections between spaces and places within and beyond the surrounding community. These connections are enhanced, rather than hindered, by development. Appropriate variations in character and scale are expected and encouraged. Interactive encroachments, such as large shade trees and seating near bus stops, sidewalk dining and display areas, together with shade overhangs and permeable building facades that invite activity, are promoted. On-street parking is used as a streetscape element, where appropriate. Shading is used to minimize solar heat gain and heat island effect, while responding to environmental conditions. Open space provides the connecting tissue to integrate neighborhoods with parks by preserving paths, lakes and canals, as well as the basis for enhancing interaction and providing residents opportunities to lead and active and healthy lifestyle.

APACHE AREA **ARCHITECTURE + DESIGN**

APACHE AREA ARCHITECTURE + DESIGN

Architectural design within Character Area 4: **Apache** is as diverse and expressive as its population. Individual structures evoking the aspirations of their builders from days gone by intermingle with contemporary commercial and residential complexes, all united by a sense of movement reverberating from the earliest periods of construction in the area. From its beginning as the trail leading eastward to the Superstition Mountains and the Roosevelt Dam construction site, through the heyday of the automobile era and **Apache Boulevard**'s designation as multiple state and national highway routes, to the coming of the 101 and 202 freeways and, ultimately, light rail, the character of development throughout the **Apache** corridor has long been influenced by transportation-related factors.

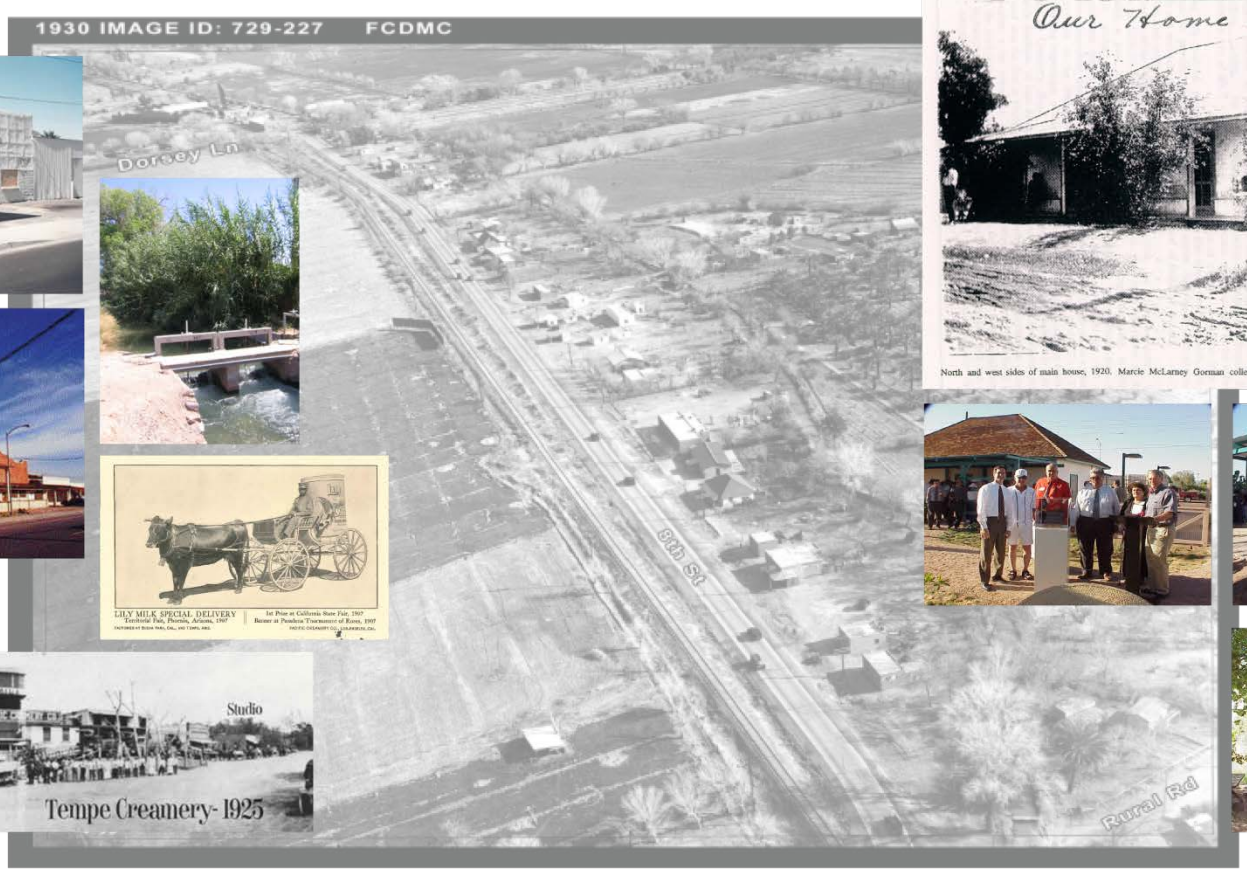
Prominent features of the **Apache** Area include:

- **Old 8th Street** / **Bankhead Highway** [**Ocean-to-Ocean Highway**] / **Borden Creamery** [Four Peaks Brewery] / **Kirkland-McKinney Ditch**
- **Southern** [**Union**] **Pacific Railroad**
- Mexican-American heritage in neighborhoods such as **Victory Acres**, **Escalante** and **Allegre**
- Post-War / flood-irrigated subdivisions, such as **Borden Homes**, **Tomlinson Estates** and **Hudson Manor**
- Mobile home communities
- **Price** [101] and **Red Mountain** [202] **Freeways**
- **Thew Elementary School** and **Allegre**, **Creamery**, **Escalante**, **Esquer**, **Hudson**, and **Victory Parks**
- "**Roadside Americana**" as can still be seen in motor lodges and auto courts such as **Baker's Acre** [and was once seen at the **Wigwam Village**, **Harmon's Red Barn**, **Sambo's Restaurant**, **A&W Drive-In**, etc.]
- Northeast Industrial Area, including **Rockford Fosgate** and **The Circuit Tempe**, as well as the recently rehabilitated **Mission at Minder Binder's**
- City reinvestment projects, beginning with residential redevelopment in **Victory Acres**, followed by the **William J. Ream Senior Complex**, **Fire Station No. 1**, **Apache Police Substation**, **Escalante Community Center** / **Community Garden** and **Tempe Marketplace**
- **Metro Light Rail**, including two Park-n-Rides and four LRT Station Areas

ARCHITECTURAL STYLES

Architectural styles are widely varied and include the Mission Revival [Borden Creamery / Four Peaks] and Commercial Vernacular [White Diary Barn / Tempe Tavern] of the late 19th/early 20th century; the widespread Utilitarian and Vernacular of the Great Depression / World War II era; and the National Folk [Victory Acres, Baker's Acre], early Ranch [Borden Homes / Tomlinson Estates, Hudson Manor] and Mid-century Modern [Watson's Flowers] of the Post-War period. Late 20th century and early Post-Millennial buildings include the vaguely Post-Modern [Arbor Park Apartments] and enduringly ubiquitous Spanish Colonial Revival [many examples]; Contemporary / mildly Modern [Apache Police Substation, Thew School, U.S. Post Office, Gracie's Village, Grigio Metro, the Domain, etc.]; and even Territorial Revival [Fire Station #1].

"CALLE OCHO" OLD 8TH STREET — APACHE



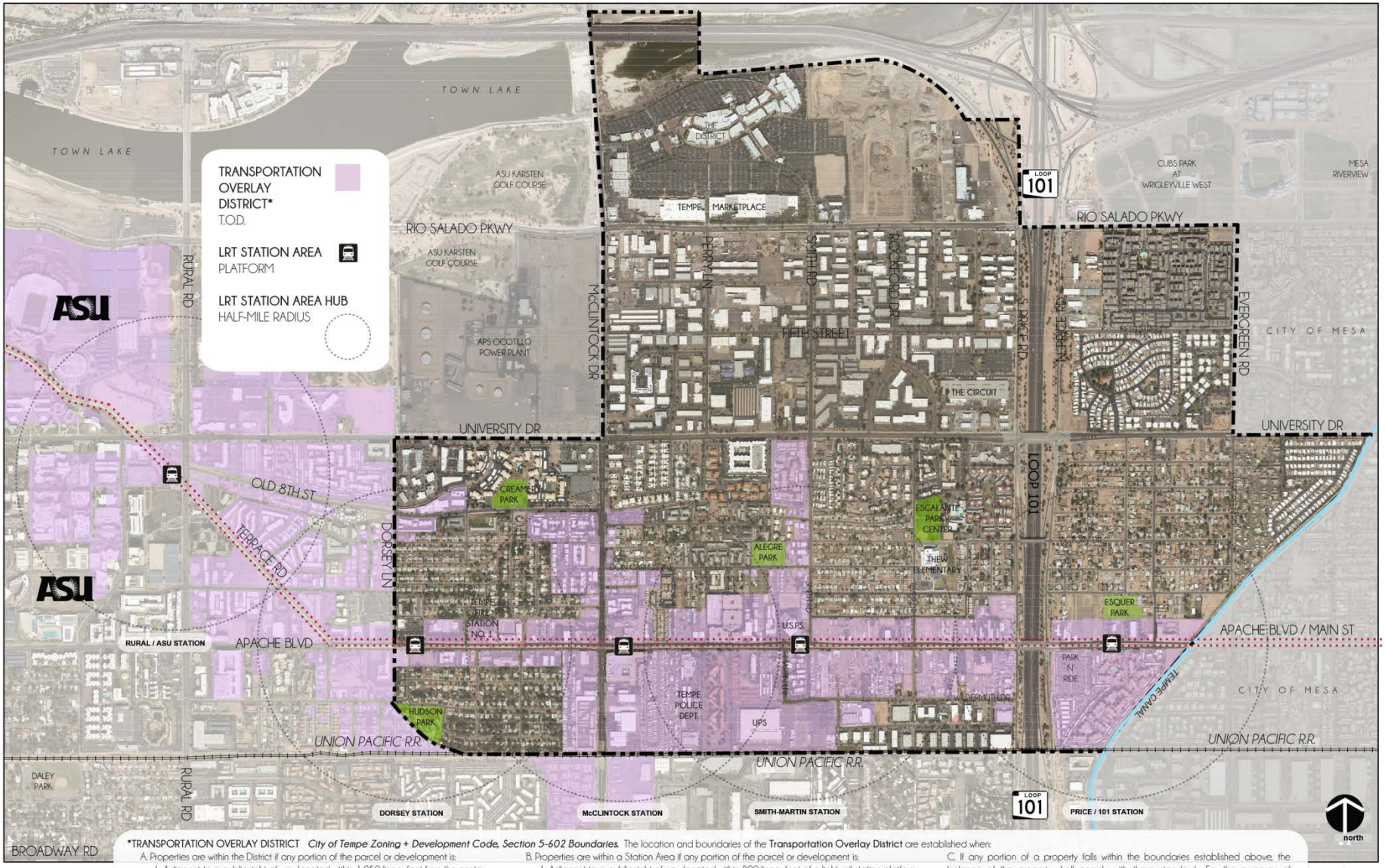
"CALLE OCHO" OLD 8TH STREET

Architectural design within Character Area 4: **Apache** is as diverse and expressive as its population. Individual structures evoking the aspirations of their builders from days gone by intermingle with contemporary commercial and residential complexes, all united by a sense of movement reverberating from the earliest periods of construction in the area. From its beginning as the trail leading eastward to the Superstition Mountains and the Roosevelt Dam construction site, through the heyday of the automobile era and **Apache Boulevard**'s designation as multiple state and national highway routes, to the coming of the 101 and 202 freeways and, ultimately, light rail, the character of development throughout the **Apache** corridor has long been influenced by transportation-related factors.

BANKHEAD "OCEAN-TO-OCEAN" HIGHWAY

Architectural design within Character Area 4: **Apache** is as diverse and expressive as its population. Individual structures evoking the aspirations of their builders from days gone by intermingle with contemporary commercial and residential complexes, all united by a sense of movement reverberating from the earliest periods of construction in the area. From its beginning as the trail leading eastward to the Superstition Mountains and the Roosevelt Dam construction site, through the heyday of the automobile era and **Apache Boulevard**'s designation as multiple state and national highway routes, to the coming of the 101 and 202 freeways and, ultimately, light rail, the character of development throughout the **Apache** corridor has long been influenced by transportation-related factors.

TRANSPORTATION OVERLAY DISTRICT [T.O.D.] — APACHE



*TRANSPORTATION OVERLAY DISTRICT *City of Tempe Zoning + Development Code, Section 5-602 Boundaries.* The location and boundaries of the **Transportation Overlay District** are established when:

A. Properties are within the District if any portion of the parcel or development is:
1. Adjacent to a public right-of-way located within 1,950 linear feet from the center of a light rail station platform, measured along the center of the public right-ofway; or
2. Along a corridor ranging in width up to 800 feet, centered on the light rail line.

B. Properties are within a Station Area if any portion of the parcel or development is:
1. Adjacent to a public right-of-way located within 800 linear feet of a light rail station platform, measured along the center of any public right of way and including only properties adjacent to the public right-of-way.

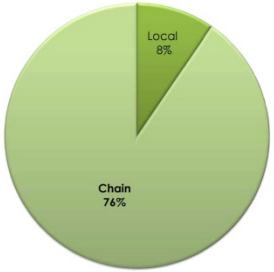
C. If any portion of a property falls within the boundaries established above, the balance of the property shall comply with these standards. For the purposes of determining development standards within the District, any property not within a Station Area is referred to as being in the Corridor.

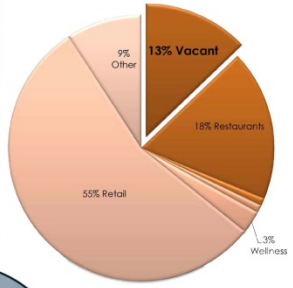
April 2015

COMMERCIAL CORRIDORS

APACHE

RIO SALADO CORRIDOR

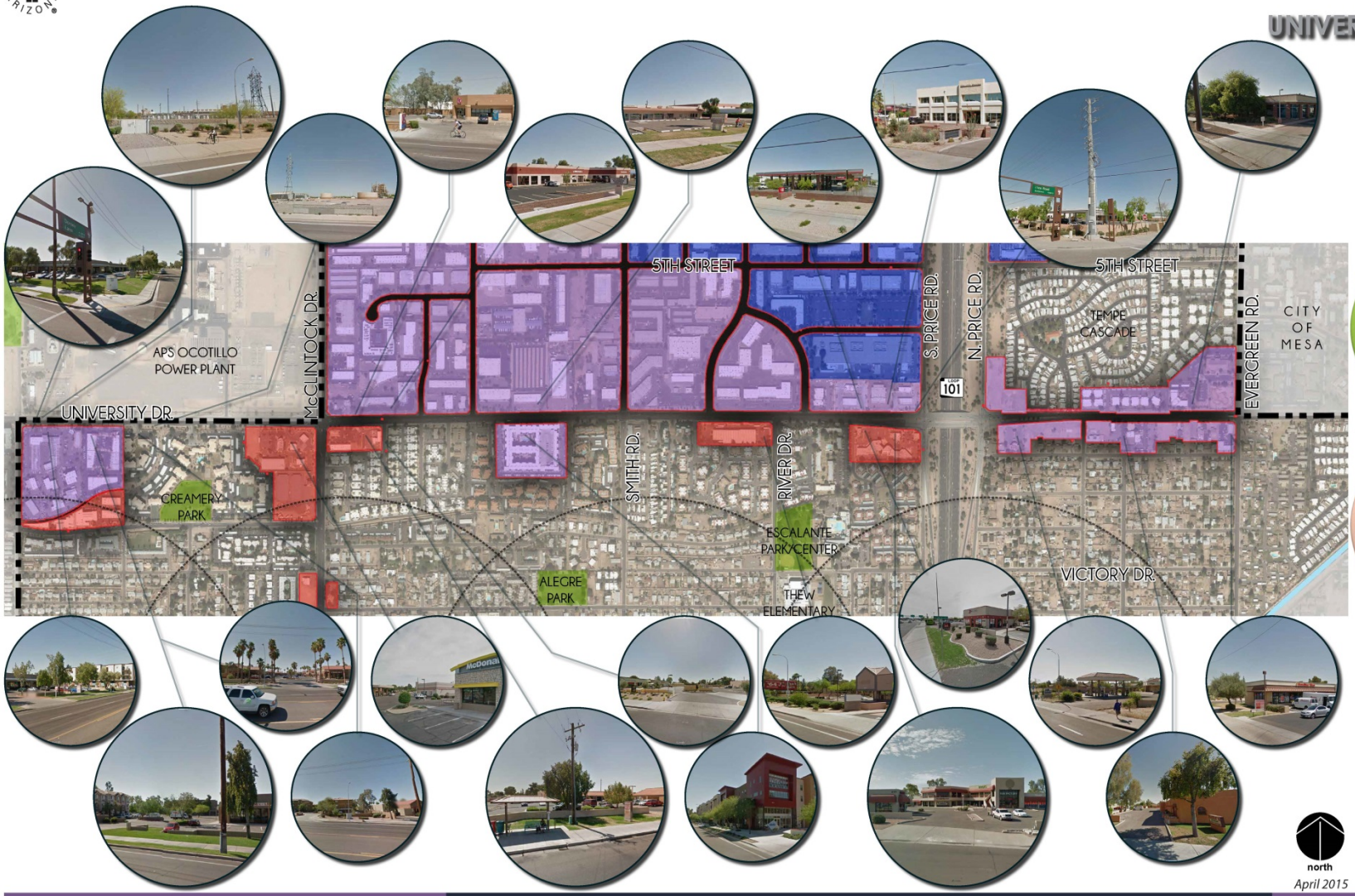


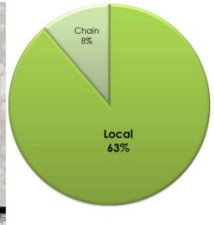


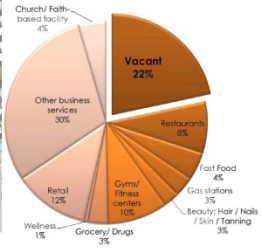
April 2015

COMMERCIAL CORRIDORS

APACHE
UNIVERSITY CORRIDOR







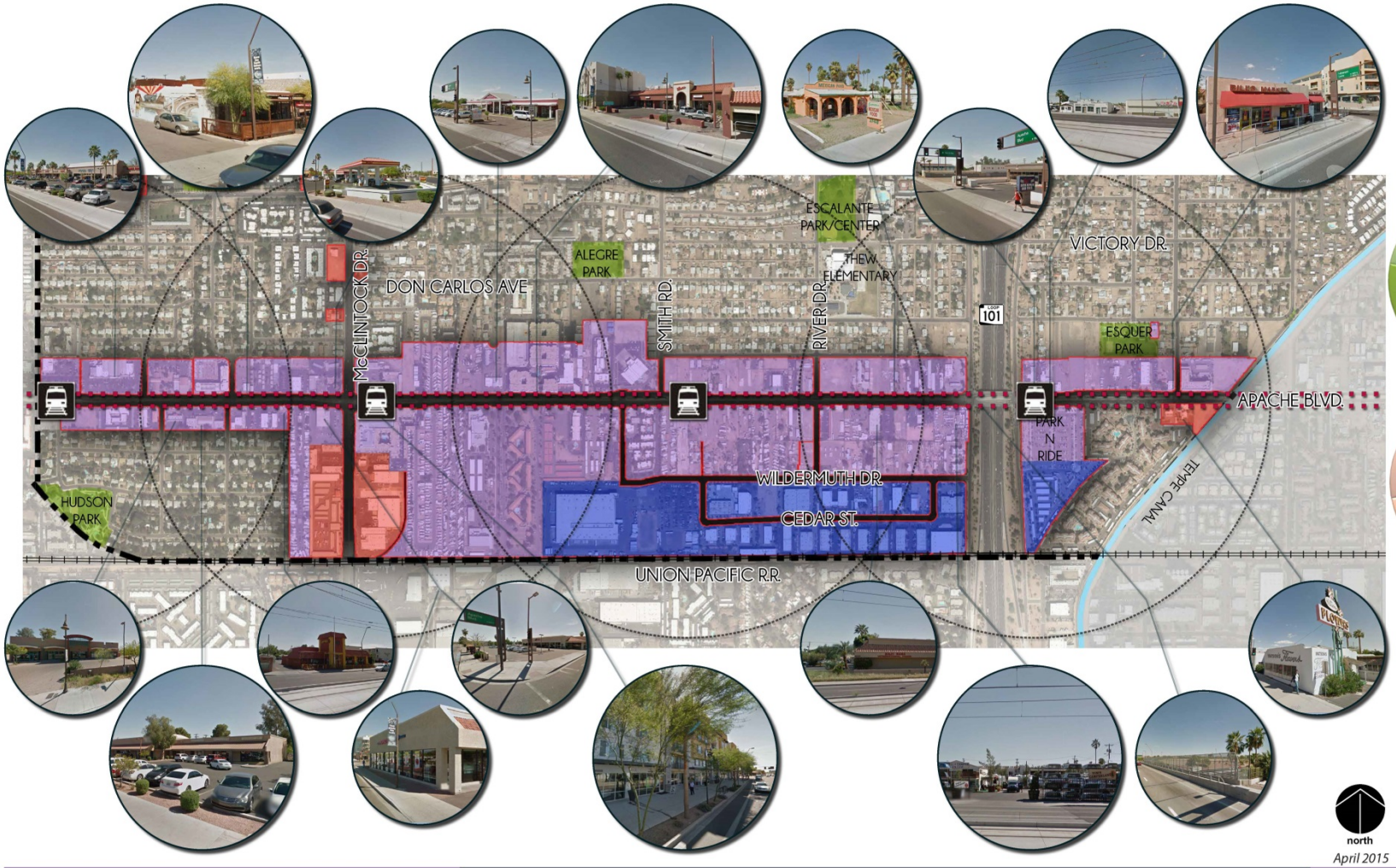
north

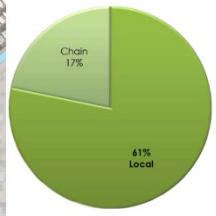
April 2015

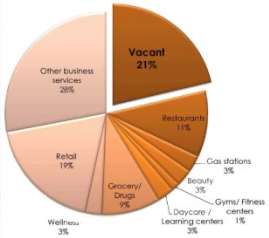
COMMERCIAL CORRIDORS

APACHE

APACHE CORRIDOR







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April 2015