

M E M O R A N D U M

date: 19 December 2016
to: *Tempe City Council + Development Review Commission*
from: *Hunter Hansen* Project Management Coordinator hansen1@tempe.gov 480.350.8763
re: **TEMPE CHARACTER AREA PLANNING UPDATE**
DOWNTOWN TEMPE • ASU • RIO SALADO • NW NEIGHBORHOODS

attachments: [Planning Timeline](#) Fall 2015 – Spring 2017
[Think Small Tempe](#) *The Devil in the Details* Poster
[Public Participation](#) 2016 Summary Infographic



2016 OUTREACH + PARTICIPATION

City staff is pleased to report record levels of public participation in the year-long outreach and activities hosted for **Character Area 3**. We have seen unprecedented involvement in online surveys and dot•ocracy voting for each of the four “anchors” within the formal planning area – Downtown Tempe, Rio Salado / Town Lake, ASU / Athletic Facilities District, and the NW Neighborhoods, which include:

Neighborhood Associations (NA): Lindon Park, Sunset, Riverside, Mitchell Park, Wilson Art + Garden, Maple Ash, Gililand, Holdeman, Marilyn Ann, Clark Park, Historic University Park, Daley Park, University Estates, Jen Tilly Terrace
Homeowners Associations (HOA): University Garden Villas, Rio Salado, Worthington Place, Hacienda Del Rio, Tempe Town Lake Condos, Rosen Place, Scene One, Wilson Place, Hayden Square, Ash Court, Lofts (The) at Orchidhouse, Sienna Court Lofts, Los Prados, Solar Energy Synergy, Newberry Terrace, El Adobe Condominiums

Character Area 3 Meetup attendance has surpassed participation levels for all previous Meetups hosted since the pilot programs in 2014 [*Corona / South Tempe* and *Kiwanis / The Lakes*], and continuing in 2015 [*Apache* and *Alameda*].

City staff is currently working to compile, organize, and topically theme all of the public comments received throughout the year [workshops, Meetups, surveys, **dotocracy** priorities, emails, social media, Post-it® comments, etc.] in an effort to prepare a draft **Character Area 3** plan for formal public review in 2017 [see Planning Timeline attachment]. The goal of this long-range plan is to promote quality design while simultaneously affording greater design flexibility, continuity, and connectivity throughout Downtown Tempe, Rio Salado / Town Lake, ASU / Athletic Facilities District, and the NW Neighborhoods.

Simultaneously, staff is also working to synthesize key consensus items from the Tempe City Council Retreat [Friday, 12 August 2016] and weave these items throughout the **Character Area 3** plan. These include criteria related to the *Urban Core Masterplan* vision for quality development standards, streetscapes, walkability, etc.

Ongoing coordination with plans / projects includes:

- ✓ Transportation Overlay District [T.O.D.] Grant R.F.Q.
[to be issued in January 2017; Planning Team onboard in March / April]
- ✓ *Zoning & Development Code* amendment process for T.O.D. [t.b.d.]
- ✓ Tempe Streetcar [architecture, aesthetics, and public art for streetcar stops]
- ✓ ASU Athletic Facilities District Masterplan / Phases / Design Review Process

Outstanding questions include:

1. Will there be a role for Tempe Development Standards in the review and approval of projects within the ASU Athletic Facilities District?
2. Will the Transportation Overlay District design standards for Tempe Streetcar be optional or required in order to support public investment in our transportation infrastructure?

www.tempe.gov/3



CHARACTER AREA 3

PLANNING TIMELINE



FALL 2015 - SPRING 2016

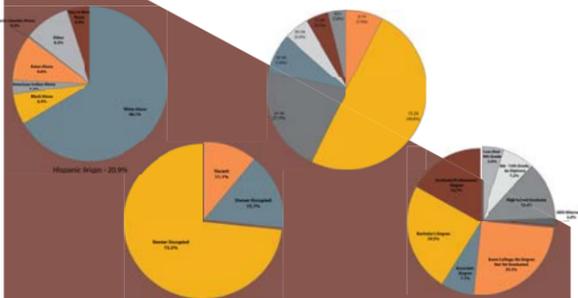
SPRING 2016

SUMMER - FALL 2016

FALL 2016 - WINTER 2017

2017

BACKGROUND



NEIGHBORHOOD TAPESTRY

- COLLEGE TOWNS - 32.6%
- DORMS TO DIPLOMAS - 26.7%
- YOUNG AND RESTLESS - 25.7%
- EMERALD CITY - 7.6%
- METRO FUSION - 7.4%

DEMOGRAPHICS	CHARACTER AREA 3	TEMPE
Population	34,417 (2015)	168,429(2014)
Total Households	11,808	64,409
Median Home Value	\$173,302	\$213,700
Average Home Value	\$221,966	\$252,202
Average Household Size	2.09	2.41
Median Household Income	\$33,978	\$47,882
Average Household Income	\$43,036	
Per Capita Income	\$19,531	
Married	15.1%	
Single / Widowed / Divorced	84.9%	
HOA / NA Organizations	16 HOA; 14NA	129+ HOA; 79 NA

PUBLIC KICKOFF

STATE OF THE NEIGHBORHOODS - APRIL 2016



PUBLIC KICKOFF WORKSHOP - APRIL 2016



ONLINE SURVEY - tempe.gov/3

Meetup



1. CLARK PARK - MARCH 19, 2016



2. TOWN LAKE DAY - MAY 14, 2016



3. DOWNTOWN - JUNE 22, 2016



4. NW NEIGHBORHOODS - JULY 27, 2016



5. ASU / ATHLETIC FACILITIES DISTRICT

DRAFT DEVELOPMENT

PUBLIC INPUT + COORDINATED PLANS



TEMPE STREETCAR



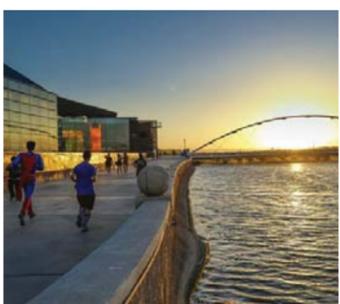
ATHLETIC FACILITIES DISTRICT



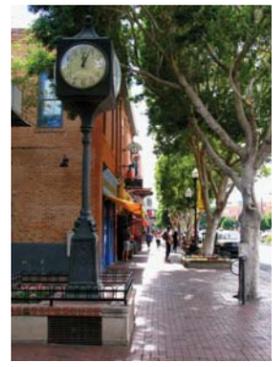
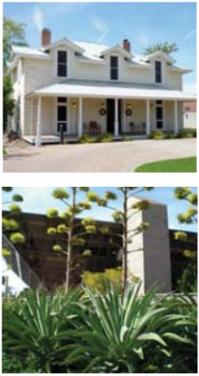
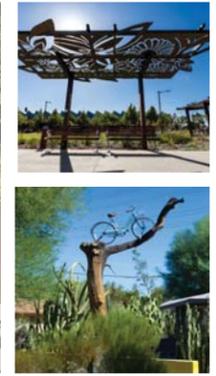
PUBLIC REVIEW + APPROVAL

- NW Neighborhoods
- Neighborhood Advisory Commission
- Historic Preservation Commission
- Development Review Commission
- Mayor's Youth Advisory Commission
- Municipal Arts Commission
- Commission on Disability Concerns
- Sustainability Commission
- Transportation Commission
- Downtown Tempe Authority
- Tempe Tourism
- Tempe Bicycle Action Group
- Tempe City Council
- Others?





THINK small
TEMPE



THE DEVIL IS IN THE DETAILS.

DOWNTOWN TEMPE • ASU • RIO SALADO • NW NEIGHBORHOODS





CHARACTER AREA 3

DOWNTOWN • ASU • RIO SALADO • NW NEIGHBORHOODS

PUBLIC PARTICIPATION



1
COMMUNITY
WORKSHOP

5
LOCAL
meetup
m



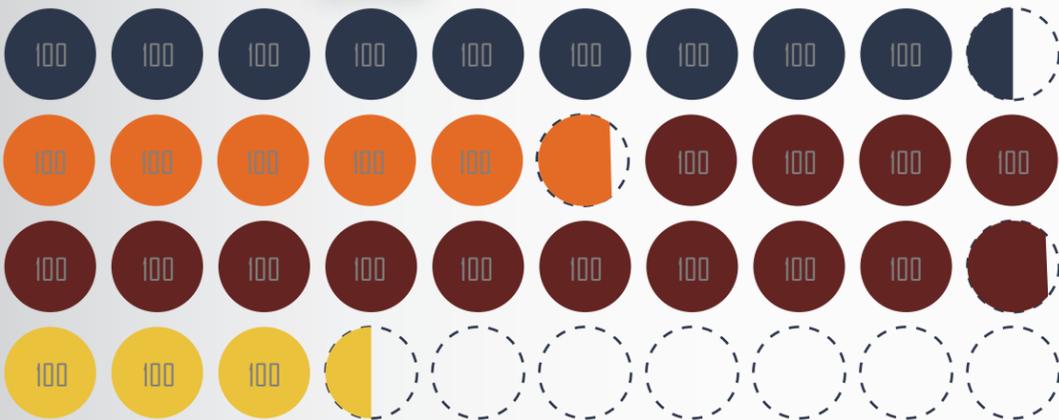
15,000+
DOORHANGERS
DISTRIBUTED



1,500
BUSINESS CARDS
HANDLED OUT

DOT-OCRACY PRIORITIES

3,255 INDIVIDUAL VOTES



11,100+
POSTCARDS
MAILED

WEBSITE
VISITS

2,160

SOCIAL MEDIA



10,093 REACHED

160

19 SHARES

15 COMMENTS



133 SURVEY
RESPONSES