

M E M O R A N D U M

date: 04 January 2017
to: Tempe City Council + Southeast Valley Regional Association of Realtors®
from: Hunter Hansen Project Management Coordinator hansen1@tempe.gov 480.350.8763
re: **TEMPE CHARACTER AREA 3 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.

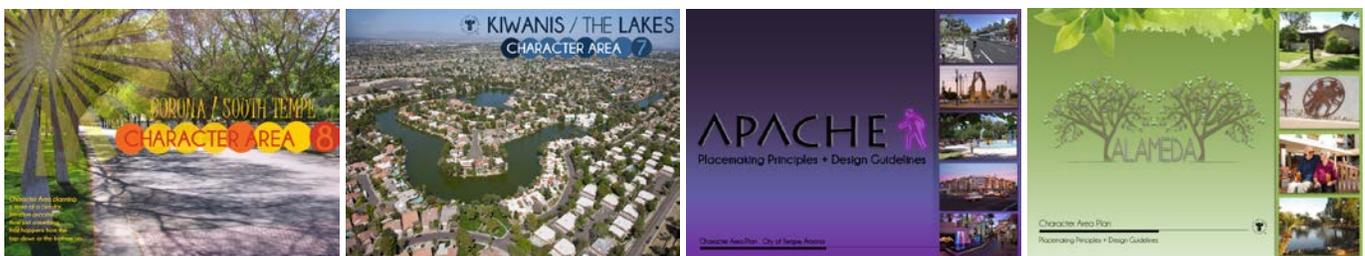
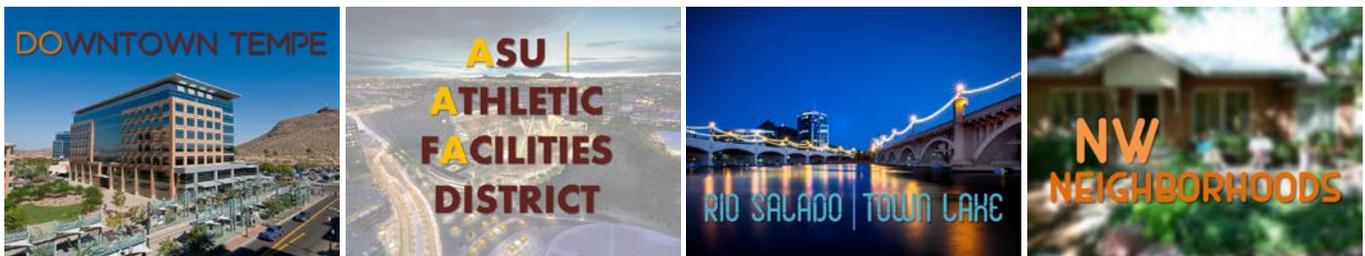
Ongoing coordination with plans / projects includes:

- ✓ 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

CHARACTER AREA 3

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www.tempe.gov/3



Previous Tempe **Character Area Plans** include:

- ✓ [Corona / South Tempe](#) [December, 2014]
- ✓ [Kiwanis / The Lakes](#) [December, 2014]
- ✓ [Apache](#) [January, 2016]
- ✓ [Alameda](#) [January, 2016]

For **Character Area** background, scope of work, maps, and videos visit: www.tempe.gov/characterareas

For additional information, please contact characterareas@tempe.gov or 480.350.8073.

Si a usted le gustaría a la información en español, por favor comuníquese con la ciudad de Tempe a 480.350.4311.