

# ATTACHMENT A



Character Area Plan

Placemaking Principles + Design Guidelines



# Alameda Placemaking Principles + Design Guidelines

Character Area Plan • December 2015

## City of Tempe, Arizona



Mark Mitchell, Mayor

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Lauren Kuby, Councilmember

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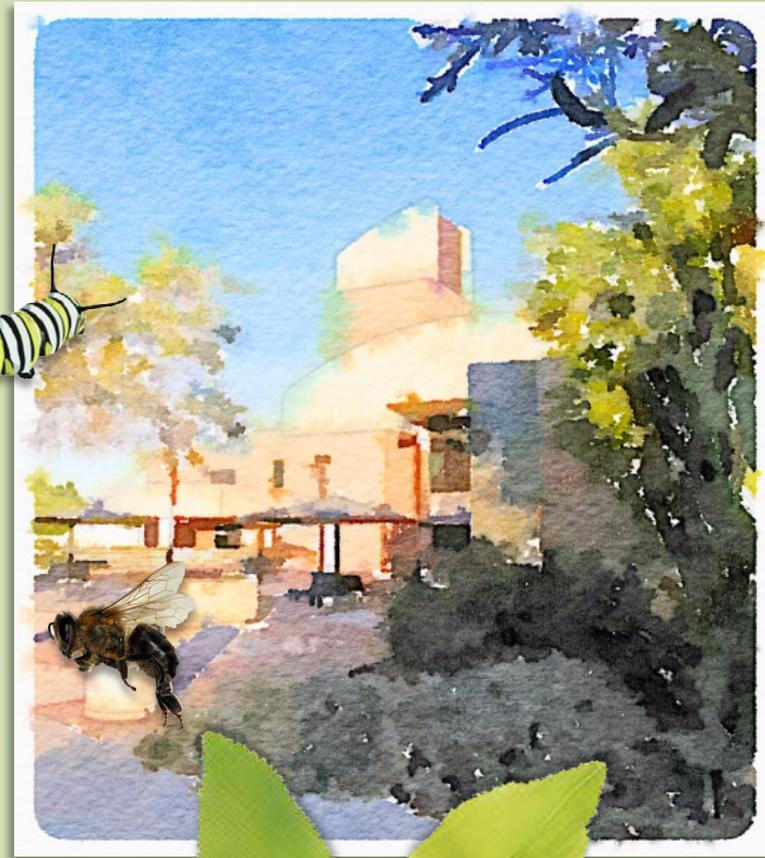
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# Alameda at a Glance



The 2015 Alameda Community Placemaking public series which included area residents, students, stakeholders, and the business community has led to the creation of the Alameda Principles contained in this Character Area Plan. Tempe City Council adopted this plan [Resolution No. R2016.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 Alameda 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 *Alameda Character Area Plan - Placemaking Principles + Design Guidelines*:

- **Preservation of Alameda's core, Mid-Century, Post-War neighborhoods** is the central Placemaking and Planning goal to balance future growth. Transitions between single-family and multi-family / mixed-use areas must be thoughtfully conceived and well-designed.
- Livability comes down to being able to **age in place**, which means designing communities with **places for all ages**.
- The **role of shaded streets + alleyways as open space** is essential to improve connectivity, bikeability, and walkability along Alameda's main corridors, neighborhood collector streets, parks, schools, and commercial corners.
- **Activating commercial corners** [especially along Broadway Road and Southern Avenue] as vibrant neighborhood destinations is vital to the economic success and ultimately the quality of life throughout the Alameda Character Area.



Sallah Park



Shalimar



Dunn Edwards

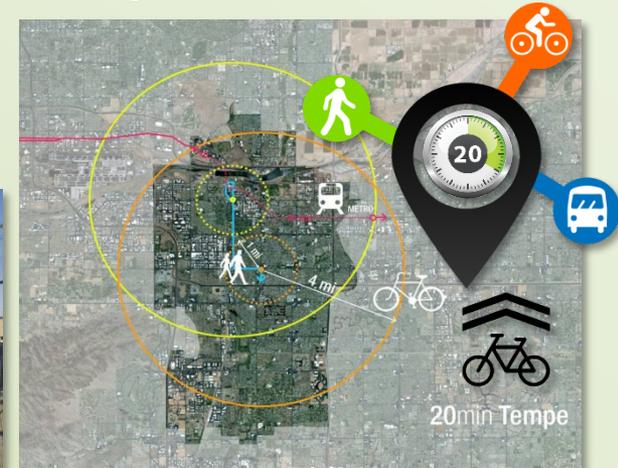


Meyer Park

**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

# 1

- 1.1 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”
- 1.2 Work to implement the GP2040 vision ratified by Tempe voters in 2013, including the objectives and strategies outlined in the “Circulation” chapter, “Seeking the **20-minute City**”
- 1.3 Support implementation of area projects outlined in *Tempe Transportation Master Plan* [2015]
- 1.4 Tempe residents have claimed mobility is essential and key to being able to age-in-place
- 1.5 Coordinate local and regional land use and transportation decisions to create a more balanced, multi-modal transportation system to reduce reliance on the automobile



**Aging in Place / A Place for All Ages** – Livable communities allow people to age in place with a sense of freedom, autonomy, and a high quality of life at every stage. Design for active living at all ages.

# 2

- 2.1 Foster options in transitional housing, design, and transportation for adults who would prefer to age in place—that is, remain in their home of choice as long as possible [90% of adults age 65+ report that they would prefer to stay in their current residence as they age]
- 2.2 Support technology as an enabler for aging in place—there are four categories of technology that act as enablers: Communication + Engagement, Health + Wellness, Learning + Contribution, and Safety + Security
- 2.3 Support implementation of area projects outlined in *Tempe Transportation Master Plan* [2015] to improve mobility and aging in place options
- 2.4 Provide staff and commission support for proposed projects / applications which have high quality of design, shade, and walkability



Friendship Village



Southwest College of Naturopathic Medicine + Health Sciences



McClintock High School

## 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 in Tempe

- 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 levels of shade throughout area
- 3.3 Establish a contiguous shade canopy along street frontages, throughout commercial corners, and along safe routes to schools
- 3.4 Support and encourage covered sidewalks at and around entrances to commercial buildings, commercial corners, and activity nodes
- 3.5 Partner with Salt River Project to create shade and water stations along multi-use canal paths, paying special attention to the Tempe Canal which serves as the eastern boundary for the Alameda Character Area, as well as the City of Tempe



**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.

## 4

- 4.1 Enhance streets to maximize safe and efficient use by pedestrians, bicyclists, transit riders, and motorists following the principles of balanced streets
- 4.2 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 opportunities for activation of open spaces
- 4.3 Sidewalk zones along Broadway Road, Southern Avenue, Rural Road, and McClintock Drive should provide for a variety of active and social functions including: contiguous shade, outdoor seating, café tables, pocket parks, publically accessible private open spaces, dog areas, etc.
- 4.4 Plan for future opportunities to separate sidewalks from the street curb [especially along north and east sides of arterials] to accommodate additional landscape and shade elements
- 4.5 Promote use of pocket parks and parklets [see Principle 10] to promote healthy corridors, commercial spaces, and Placemaking



**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.

- 5.1 As redevelopment happens along the arterials, work with developers to ensure frontages along alleyways are designed as well as other elevations
- 5.2 Focus design + planning efforts on alleyways where single-family areas meet multi-family developments
- 5.3 Encourage active use and treatment of alleyways as an effective buffer/transition tool between single-family and multi-family areas

# 5



**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, and signal timing.

- 6.1 Partner with Union Pacific Railroad to create safe north-south crossings from Alameda area to the north to improve circulation and connectivity [focus on crossings within the Transportation Overlay District north of Broadway Road to improve access to Light Rail Station Areas]
- 6.2 Partner with ADOT to enhance pedestrian crossings over the Loop 101 at Broadway Road and Southern Avenue
- 6.3 Promote active use of College Avenue and Country Club Way corridors as recreational and pedestrian/bike commute corridors

# 6



Shade for pedestrians

College Avenue Corridor

Safe crossing

Bikability

Country Club Way / US-60 bridge

**Pedestrian Scale** – Foster Alameda 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.

## 7

- 7.1 Encourage on-street parking to support viable ground-floor leases and immediate short-term parking in strategic locations where appropriate
- 7.2 Encourage flexibility in meeting the requirements for uses within mixed-use areas [office, restaurant, retail, etc.] to energize ground floor activity
- 7.3 Promote uses that balance over a 24-hour daily cycle to energize street activity and create vitality
- 7.4 Encourage walk-up residential units with landscaped areas along street frontages at the ground-floor along main arterials where appropriate
- 7.5 Support existing grid/single-block street pattern to prevent superblock development
- 7.6 Along main arterials/streetfronts, provide contiguous shade at building entrances, patios, and sidewalks with overhangs and/or covered sidewalks



Building overhang covering building entrance



Building overhang covering patio



Building overhang covering sidewalk



Arterial treatment

**Landscaping 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.

## 8

- 8.1 Use the *Historic Plant Palette* as a resource to inform plant selections in appropriate areas [Historic Districts, post-war/flood-irrigated subdivisions]
- 8.2 Promote biodiversity throughout landscapes to help prevent single-specie die-off, disease, pest infestations, etc., and promote sustainable crop pollination, nutrient cycling, and healthy soils, and bird/insect diversity
- 8.3 Promote a maintenance plan that does not over-grow or over-prune arid plants, which causes shock and reduces flowering/pollination
- 8.4 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



Rose



Date Palms



Orchid and citrus



Sonoran plant palette



Classic myrtle

**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.

## 9

- 9.1 When an application request is made for a Planned Area Development [PAD] or other Planning applications from the City of Tempe – require green infrastructure applications in exchange [rainwater harvesting, permeable paving, stormwater redirects to landscaped areas, solar shade, cool “white” roofs, organic/green roofs, and/or other green technologies]
- 9.2 Set-up water management goals to provide environmental and community benefits while increasing community resiliency to climate variations
- 9.3 Support local farmer’s markets, especially under the new photovoltaic event canopy between the Tempe History Museum and the Pyle Center



Permeable paving



Bark / mulch helps soil retain water



Curb cut / redirect



Stormwater redirect



Rainwater harvesting / urban farming

**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.

## 10

- 10.1 Encourage parklets for outdoor dining, additional bike parking, and public events/functions in areas where appropriate as a character-defining Placemaking tool
- 10.2 Encourage quality design in the public/private spaces between buildings to create much-desired pocket parks throughout the area
- 10.3 Ensure that redevelopment of commercial corners, including Danelle Plaza, includes outdoor open spaces to enhance experience and marketability
- 10.4 Promote parklet options throughout the Library Complex to foster Placemaking -- including book, plant, or art-themed spaces



**Historic Preservation** – Promote the preservation of existing buildings, structures, and flood-irrigated post-war subdivisions. Showcase Tempe’s history. Connections to the past are key to informing Placemaking.

# 11

- 11.1 Work to ensure continuing preservation and maintenance of existing Historic + Cultural Resources [see map]
- 11.2 Advocate for existing flood irrigation program to ensure flood-irrigated post-war subdivisions retain historic setting and association [see map]
- 11.3 Promote active maintenance of flood-irrigated and historic landscapes using the *Historic Plant Palette* [see attached]
- 11.4 Focus preservation planning efforts on eligible buildings, multi-family housing, and post-war subdivision survey and inventory
- 11.5 Identify potentially eligible Historic Properties + Districts; work with Historic Preservation Officer + Commission for formal listing
- 11.6 Collaborate with Salt River Project to increase access, amenities, and public awareness of canals [see Principle 18]



Historic D.J. Frankenberg House



Date Palm Manor Historic District



Historic Morrow-Hudson House



Post-War / Mid-Century properties

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

# 12

- 12.1 Work with Arts staff to close existing loophole in Art in Private Development [AIPD] Ordinance which excludes multi-family, mixed-use, and industrial projects
- 12.2 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.
- 12.3 Use art and neighborhood identity to triangulate uses which create different user groups [young + old] during different times of the day and week, as well as for special events [canal-based events, Library Complex events, farmers’ markets, etc.]





**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 Alameda Area.

## 13

- 13.1 Incorporate tree themes throughout Placemaking efforts to celebrate the meaning of the word “Alameda” [tree-lined street or avenue]
- 13.2 Incorporate garden themes [garden tools, insects, etc.] throughout Placemaking efforts to showcase the history of Alameda’s post-war / mid-century subdivisions which were part of an era that promoted having your “oasis in the desert” and “city in the garden”
- 13.3 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.
- 13.4 Foster active street banner program around Library Complex to promote area identity, events, etc.
- 13.5 Promote the role of local-based art throughout the area to promote local Placemaking in Alameda



**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.

## 14

- 14.1 Draft Canal-Oriented Development [COD] design guidelines for adoption by Mayor + Council
- 14.2 Implement COD format from City of Phoenix and City of Scottsdale to set consistent development standards/expectations for the region
- 14.3 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
- 14.4 Partner with Salt River Project to promote active use of public art and events in and around canals throughout Tempe
- 14.5 Partner with Friendship Village to actively program Ehrhardt Park at the Tempe Canal edge for a community garden/urban farming space



Canal-Oriented Development



Canal-Oriented Development



Canal-Oriented Development



Canal multi-use path

# 15

**Vibrant Corridors: Heathy, Engaging, Viable** – Foster health, wealth, and resource efficiency; create walkable commercial corridors for better local revenue generation and retention; mitigate need for a personal automobile.

- 15.1 Integrate work of Transportation, Economic Development, and Planning teams to promote a vision for the Broadway Road and Southern Avenue corridors as a healthy mix of neighborhood-based tenants with well-designed, pedestrian-scaled ground-floors and commercial corners
- 15.2 Focus redevelopment efforts on Danelle Plaza to create a successful, walkable, vertical mixed-use project which integrates existing Southern Avenue frontage [Yucca Taproom, etc.] into a new project with actively engaged streetscape and private/public spaces
- 15.3 Work with Economic Development to identify commercial/strip centers in need of rehabilitation, adaptive reuse, and/or storefront improvement, and actively work to promote a healthy mix of tenants throughout each center [individually], as well as the corridor [as a whole]



Tempe City Center, NWC Southern + McClintock



The Center, 201 E. Southern Avenue



Walkability = shade + multi-modal options



Danelle Plaza, SWC Southern + Mill Avenue

**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”.

- 16.1 Consider life-cycle costs for buildings, new construction, and redevelopment projects
- 16.2 Balance/off-set net heat gains to the built environment [reflective heat, paved surfaces, rooftops] with organic materials to reduce urban heat island effect and allow for nighttime heat loss while minimizing daytime heat gain
- 16.3 Cultivate native and drought-tolerant landscape treatments [see Principle 8]
- 16.3 Encourage photovoltaic canopies for parking areas, rooftops, and shade structures
- 16.4 Implement Urban Forestry program to promote walkability, human health, and biodiversity
- 16.5 Support farmer’s markets and community gardens through school programs and public outreach

# 16



**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.

- 17.1 Support the *GP 2040* goals and strategies for the “Mill + Southern” and “Southern + Rural” Land Use Hubs
- 17.2 Implement objectives and strategies outlined in the *GP2040* “Rail Corridor Growth Area” and “I-60 Corridor Revitalization Area” sections
- 17.3 Construction materials throughout the Alameda 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, laminates, veneers, “faux” materials, etc.
- 17.4 Windows on commercial buildings, schools, public facilities, and multi-family housing must be shaded/screened to reduce heat gain/energy costs
- 17.5 Avoid landscape treatments such as stucco screening walls, pink decomposed granite, and yellow lantana

# 17



Tempe City Center, NWC Southern + McClintock



Raw / exposed building materials



Broadmor Elementary, School District No. 3

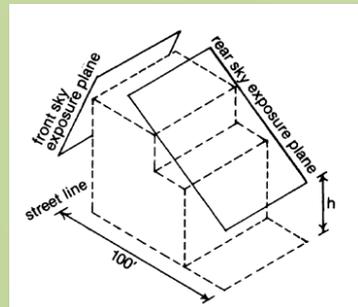


SW College of Naturopathic Medicine

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

- 18.1 Scale multi-family and mixed-use developments to meet the character of adjacent single-family areas where proximity occurs
- 18.2 Focus on commercial corners and the Broadway Road corridor where mixed-use/multi-family parcels are adjacent to single-family parcels
- 18.3 Encourage active use and treatment of alleyways as an effective privacy buffer/transition tool between single-family and multi-family areas, emphasizing the importance for proposed multi-family developments to maintain the Zoning Ordinance landscape setback [avoiding modifications, reductions and encroachments into this setback] in order to preserve quality of life of residents in the single-family homes and their neighborhoods
- 18.4 Create design standards for reverse-frontage walls along major arterials throughout the area

# 18



Step-down



Step-down from multi-family to single-family



Use of alleyway as buffer/transition



Uniform reverse-frontage wall along Rural Road

storyboard vision

# ALAMEDA

design influences



storyboard vision

# ALAMEDA

design influences



storyboard vision



# ALAMEDA

design influences





NEIGHBORHOOD ASSOCIATIONS	20
HOMEOWNERS ASSOCIATIONS <small>[see list below]</small>	26
SENIOR LIVING	1
SCHOOLS <small>[public + private]</small>	29
PARKS	9

HOMEOWNERS ASSOCIATIONS [HOA]			
<b>H11</b>	Las Brisas	<b>H14C</b>	Springtree
<b>H12</b>	Broadmor Place	<b>H14D</b>	Joshua Square
<b>H12A</b>	Broadmor II	<b>H14E</b>	Broadway Terrace
<b>H13</b>	Alameda Estates	<b>H14F</b>	Premier Condominiums
<b>H13A</b>	Alameda Park	<b>H14G</b>	Chesapeake
<b>H14</b>	Villa Patricia	<b>H14H</b>	Broadway Townhomes
<b>H14A</b>	La Sombra	<b>H14I</b>	Presidential Estates
<b>H14B</b>	Brentview	<b>H15</b>	Colonia Del Sur
		<b>H15A</b>	Colonia Del Sur II
		<b>H15B</b>	Shalimar East
		<b>H15C</b>	Village at Shalimar
		<b>H17</b>	Southern Village Estates
		<b>H18</b>	Laguna Estates
		<b>H18A</b>	Mistwood
		<b>H19</b>	Tempe Gardens
		<b>H20</b>	Puerta Del Sol
		<b>H20A</b>	Park Riviera
		<b>H25</b>	Hudson Trace

# ALAMEDA



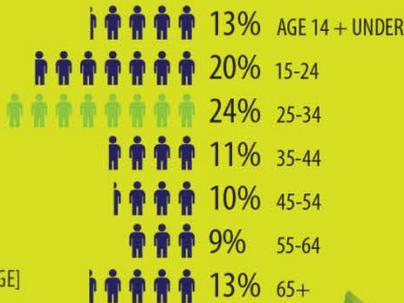
# ALAMEDA

AT A GLANCE



31.2

AREA MEDIAN AGE  
[28.1 = TEMPE MEDIAN AGE]



## RESIDENTIAL/HOUSEHOLDS



26 HOMEOWNER ASSOC. [HOA]  
20 NEIGHBORHOOD ASSOC. [NA]

15,591  
HOUSEHOLDS

38%  
OWNER-OCCUPIED  
[41% CITY WIDE]

66%  
SINGLE,  
DIVORCED, OR  
WIDOWED



2.25 PERSONS  
AVERAGE  
HOUSEHOLD SIZE

42%  
4+ YEARS OF  
COLLEGE EDUCATION

21%  
HOUSEHOLDS  
WITH CHILDREN

## NON-RESIDENTIAL LAND USES



## AREA AMENITIES



6  
GROCERY  
STORES



29  
SCHOOLS  
[public + private]



9  
CITY  
PARKS



800,000  
LIBRARY / MUSEUM  
COMPLEX  
ANNUAL VISITORS

“Alameda” word origin [noun.]

1. Chiefly Southwestern U.S. a **public walk shaded with trees**.
2. A street, avenue, boulevard, park, or public garden with such a walk.



For supplemental info, maps + more, please visit:

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



# FLOOD IRRIGATION SERVICE AREAS



Irrigation Scenes - Arizona Canal, Arizona Falls



Lining and undergrounding of canals 1950's

**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.

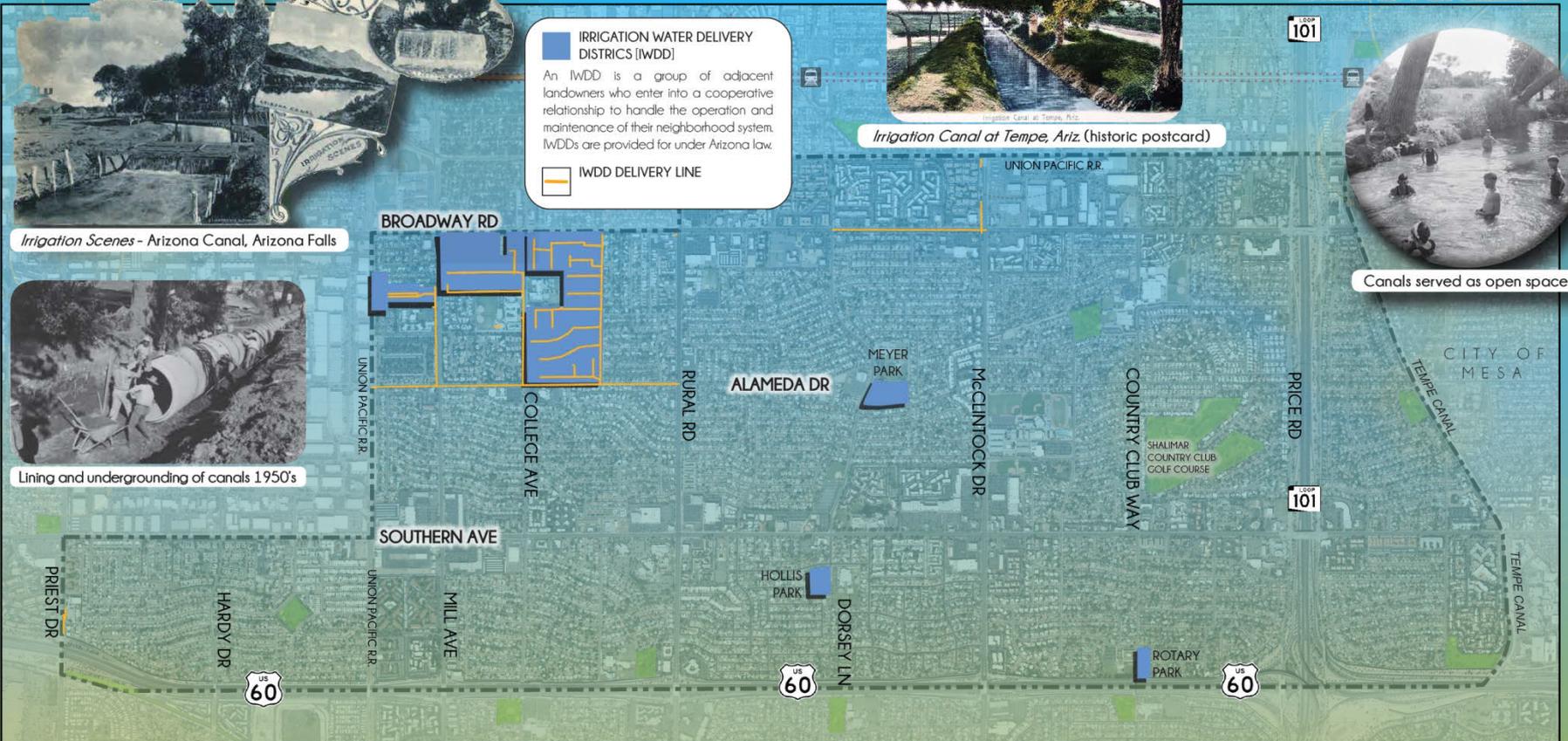
**IWDD DELIVERY LINE**



Irrigation Canal at Tempe, Ariz. (historic postcard)



Canals served as open space



## 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 was very expensive to maintain, and by 1958 subdivisions in Tempe were no longer being built with 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, and when reflecting on Tempe's historic neighborhoods, residents often think of lush, flood-irrigated scenes. This context recognizes that preservation of the integrity of flood-irrigated neighborhoods requires protection of historically-accurate 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 mesic 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 for air conditioning. 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.



# HISTORIC PLANT PALETTE



## TREES



<i>Phoenix dactylifera</i>	Phoenix Date Palm
<i>Acacia farnesiana</i>	Sweet Acacia
<i>Carya illinoensis</i>	Pecan
<i>Citrus species</i>	Citrus (various)
<i>Eriobotrya japonica</i>	Japanese Loquat
<i>Fraxinus velutina</i>	Arizona Ash
<i>Morus Alba</i>	Kingan Mulberry (fruitless)
<i>Pinus halepensis</i>	Aleppo Pine
<i>Punica granatum</i>	Pomegranate
<i>Ulmus parvifolia</i>	Chinese Evergreen Elm
<i>Vitex agnus-castus</i>	Chaste Tree

## VINES

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



Citrus Tree



Date Palm



Yucca



Oleander

## SHRUBS

<i>Agave species</i>	Agave
<i>Bougainvillea species</i>	Bougainvillea
<i>Buxus japonica</i>	Boxwood
<i>Jasminum mesnyi</i>	Primrose Jasmine
<i>Juniperus deppeana</i>	Chinese Juniper
<i>Lagerstroemia indica</i>	Crape Myrtle
<i>Leucophyllum frutescens</i>	Texas Sage
<i>Ligustrum japonicum</i>	Japanese Privet
<i>Ligustrum lucidum</i>	Wax Leaf Privet
<i>Myrtus communis compacta</i>	Dwarf Myrtle
<i>Nandina domestica</i>	Heavenly Bamboo
<i>Nerium oleander</i>	Oleander
<i>Pyracantha species</i>	Pyracantha
<i>Rosa species</i>	Roses
<i>Rosmarinus officinalis</i>	Rosemary
<i>Thuja orientalis</i>	Arborvitae
<i>Yucca species</i>	Yucca

## ANNUALS

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



Wild Cucumber



Sweet Acacia



Rose



Rosemary



## WHAT MAKES A GREAT PLACE?

- KEY ATTRIBUTES
- INTANGIBLES
- MEASUREMENTS





# Appendix

## Character Area Plan - Appendix

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





NEIGHBORHOOD ASSOCIATIONS 20 qty.  
 HOMEOWNERS ASSOCIATIONS 26  
 [see list below]  
 SENIOR LIVING 1  
 SCHOOLS 29  
 [public + private]  
 PARKS 9

HOMEOWNERS ASSOCIATIONS [HOA]			
H11	Las Brisas	H14C	Springtree
H12	Broadmor Place	H14D	Joshua Square
H12A	Broadmor II	H14E	Broadway Terrace
H13	Alameda Estates	H14F	Premier Condominiums
H13A	Alameda Park	H14G	Chesapeake
H14	Villa Patrician	H14H	Broadway Townhomes
H14A	La Sombra	H14I	Presidential Estates
H14B	Brentview	H15	Colonia Del Sur
		H15A	Colonia Del Sur II
		H15B	Shalimar East
		H15C	Village at Shalimar
		H17	Southern Village Estates
		H18	Laguna Estates
		H18A	Mistwood
		H19	Tempe Gardens Townhomes
		H20	Puerta Del Sol
		H20A	Park Riviera Townhouses
		H25	Hudson Trace

## 5

### Most Common Tapestry Segments

ALAMEDA



#### EMERALD CITY 19.2%

**Emerald City** residents live in lower-density neighborhoods of urban areas. Young and mobile, they are more likely to rent. Well-educated and well-employed, half have a college degree and a professional occupation. Their median age is 36.6 and median income is \$52,000. Single person and non-family types make up over half of all households. This group is highly connected, using the Internet for entertainment and making environmentally-friendly purchases. Cell phones and text messaging are a huge part of everyday life. Long hours on the internet are balanced with time at the gym. They utilize home cleaning services so there's time for yoga. Many **Emerald City** residents embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. They shop at Trader Joe's and Whole Foods. They place importance on learning new things to keep life fresh and variable. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

#### BRIGHT YOUNG PROFESSIONALS 14.2%

**Bright Young Professionals** is a large market, primarily located in urban outskirts of large metropolitan areas. The communities are home to young, educated, working professionals. One out of three householders is under the age of 35. The median age is 32.2. **Bright Young Professionals** show diversity greater than the US average; with 67% White, 16% Black, 5.6% Asian, and 10.3% identify as other or multiple races. 16.6% are Hispanic. Approximately 56% of the households rent and 44% own their homes. Their median household income is \$50,000. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among college students). Residents in this group are physically active and up on the latest technology. They own newer computers, iPods, and 2+ TVs. They use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. They find leisure going to bars/clubs, attending concerts, going to the zoo and viewing DVDs or Netflix. **Bright Young Professionals** read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga. Their concern about the environment impacts their purchasing decisions.

#### IN STYLE 11.8%

**In Style** denizens embrace an urban lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have time to focus on their homes and their interests. Their median age is 41.1. **In Style** residents are city dwellers of large metropolitan areas, comprised of married couples (primarily with no children) or single households; with an average household size of 2.23. Housing is a mix of primarily single-family homes in older neighborhoods, with a mix of townhomes and smaller apartment buildings. Median home value is \$213,500. **In Style** residents are college educated: 46% are graduates with 75% having some college education. They have low unemployment at 5.6% and a higher labor force participation rate at 68% with proportionately more 2-worker households. Occupations for this group include management, healthcare practitioners, technical, office, and administrative support, education and training, and sales-related professions. A median income of \$65,600 reveals an affluent market with income supported by investments and substantial net worth. When purchasing, they are attentive to price, they use coupons -- especially mobile coupons. They prefer organic foods, including growing their own vegetables. Meticulous planners, they are both well-insured and well-invested in retirement savings. They are generous with support of various charities and causes, and they actively support the arts, theater, concerts, and museums.

#### OLD AND NEWCOMERS 9.3%

**Old and Newcomers** is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. The median age is 38.4. Some are still in college; some are taking adult education classes. The focus is more on convenience than consumerism, economy over acquisition. They support environmental causes and Starbucks. Twenty-eight percent have a college degree, 33% have some college education and 10% are still enrolled in college. Age is not always obvious from their choices. **Old and Newcomers** are predominately single households, a mix of married couples (no children). The average household size is 2.11. 54% of dwellings are renter occupied, of which 45% of the housing units are single-family dwellings and 44% are multi-unit buildings in older neighborhoods, built before 1980. Labor force participation rate is 62.6%, despite the increasing number of retired workers. Office and administrative support, sales, management, education, and food preparation comprise the occupations with the highest number of workers. Consumers are price aware and coupon clippers, but open to impulse buys. **Old and Newcomers** prefer cell phones to landlines. Entertainment features the Internet (dating and games), movies at home, country music, and newspapers. They are more comfortable with the latest technology than buying a car; vehicles are basically just a means of transportation. They do banking as likely in person as online.

#### DORMS TO DIPLOMAS 9.2%

On their own for the first time, **Dorms to Diplomas** residents are just learning about finance and cooking. With a median age of 21.5, **Dorms to Diplomas** residents are college students who are the youngest of the Tapestry segments. Seventy-nine percent of the residents are enrolled in a college or university. Ethnic diversity is slightly lower in this segment compared to the United States. They live alone or with roommates; average household size is 2.2. Ninety-one percent of **Dorms to Diplomas** are renters, and 80% of the housing is provided in multi-unit apartments. With limited parking on campus, many walk, bike, or carpool to class. Vehicles are just a means of transportation -- economy and environmental impact factors in purchases; used or imported subcompact cars are a popular choice. Shopping trips are sporadic, and preferences for products are still being established. Median household income is \$17,000. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They're very active, participating in many sports, especially yoga. They are looking to learn life lessons inside and outside the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

#### SOURCE

ESRI Tapestry Segmentation, 2012 [esri.com/tapestry](http://esri.com/tapestry)  
ESRI's Tapestry Segmentation divides US residential areas into 65 distinct segments based on socioeconomic and demographic characteristics to provide accurate, detailed descriptions of U.S. neighborhoods.



# ALAMEDA

*The City in the Garden, The Garden in the City*

## ARCHITECTURE + DESIGN



### PERIODS OF SIGNIFICANCE / BUILD-OUT

Development in the area began in earnest with the planning and subsequent annexation of **The Lakes** in the early 1970's, although single-family residential construction in the area dates to the 1963 **Tempe Gardens 3** tract in the northwest. Ensuing neighborhoods, such as Continental East and later phases of **Tempe Gardens**, were established to the north and northeast, as well as **University Royal 1 + 2** and **Tempe Gardens 16**, to the southwest, throughout the late sixties and very early seventies. These were followed by neighborhoods such as **The Lakes** in the center, **Tempe Royal Palms 12 + 13** and **Bradley Manor** [and **Place**] to the south and **Optimist Park** to the east in the early seventies, culminating with **Camelot Village** and **Round Valley Estates** in the southeast in the mid-to-late seventies. Several single story duplexes, tri- and four-plex units were also developed in the mid-seventies.

Schools and community facilities, as is typical, followed residents, with construction of **Evans Elementary School** leading the way in 1966, followed by **Marcos de Niza High School** in 1969, **Arredondo** and **Bustoz Elementary Schools** in 1975, **Rover Elementary** and **Fees Middle Schools** in 1978 and **Aguilar**, **Fuller** and **Kyrene del Norte** in the mid-eighties [Aguilar underwent a major renovation in 2010]. The **Kiwanis Park and Recreation Center** was built in 1984.

Most commercial development occurred from the mid-1970's to the mid-1990's, although newer buildings are sprinkled throughout the area. The "garden" and "professional" office building types, in particular, enjoyed popularity at this time through much of the area, beginning in **The Lakes** vicinity in the late seventies, spreading east along Baseline, then south along Rural and McClintock and, finally, west and east along Guadalupe. Major retail centers, in addition to **The Lakes** [which was only intended to serve the surrounding master-planned community], included **College Park Center** [Alpha Beta, now **Whole Foods**] and **Lakeshore Village** in the mid-to-late seventies, **Marcos de Niza Plaza** [Rural + Guadalupe] and **Tempe Square** and **Pueblo Anozira** at McClintock and Guadalupe, all in 1988.

"Big Box" retail arrived with construction of **Target** at McClintock and Baseline in 1991, followed by an expansion of the **Fry's** [originally **Smitty's**] across the street into **Fry's Marketplace** and the recent **Lowe's** and associated development on the former Earnhardt Ford site at Rural and Baseline. Office development consisted mostly of garden and professional office buildings, many located along Lakeshore Drive, as well as some along Guadalupe. The area even features one of the first two mid-rise office buildings in the entire city, the 6-story **DHS Building** at the southeast corner of Rural and Lakeshore Drive.

# ALAMEDA

## ARCHITECTURE + DESIGN

### ARCHITECTURAL CHARACTER + STYLES

With build-out of the area occurring primarily from the early seventies through the mid-nineties, variations of several architectural styles are seen, from late “mid-century” modern [**Baseline Medical-Dental**], to the “California Contemporary” of **The Lakes** and modernized versions of Pueblo [**Pueblo Anozira Center**] and Spanish Colonial Revivals, including the recent **Lowes Plaza**.

Most single-family residential architecture [although very little was actually designed by architects] throughout the area is a variant of the ranch style. Popularized in California in the late thirties by designer Cliff May and *Sunset Magazine*, the casual simplicity of the ranch house lent itself to southwestern living and large-scale post-war tract development. **Tempe Gardens 3** contains the earliest examples in the character area, with traces of Polynesian and other variations. Later examples throughout the area tend more toward late Ranch, with fewer “eccentricities.”

### POINTS OF DISTINCTION / SOURCES OF IDENTITY

Located near the geographical center of the character area, **The Lakes** represented a large-scale master planned and themed development, compete with major infrastructure improvements, theretofore unseen in Tempe.

As such, it established a character and identity for single and multi-family residential, as well as commercial architecture, in the area which remains strong some 40 years later. The “California Contemporary” style, introduced and adapted to Arizona by architect and professor Calvin Straub, FAIA, and adopted by **The Lakes** and surrounding developments, was promulgated by Tempe’s fledgling Design Review program, proving both enduring and endearing.

Another significant architectural statement was made in 1988 with the construction of the **Pueblo Anozira Center**, designed by the firm of architect and professor George Christensen, FAIA, in a contemporized version of the Pueblo Revival style. The flat walls, covered in earth-toned shades of smooth-troweled stucco, culminating in undulating parapets and skirted by porticos of peeled-log columns and distressed heavy timber beams supporting clay tile roofs, established a character that would permeate the vicinity for the next several years. Although also built in 1988, Tempe Square [across McClintock from **Pueblo Anozira**], was not as distinctive until undergoing substantial renovation in the mid-nineties, coincident with the addition of tenants such as **Changing Hands Bookstore** and **Wildflower Bread Company**, at which point it blossomed into one of the primary visual focal points and destinations of the character area.



# 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 AREA CONTEXT

The **Western Canal** and **Tempe Canal** bookend this planning area, cluing us in to its agricultural past. Early settlers and archaeologists noted evidence of **Hohokam** canals running through this area, indicating prehistoric usage of **Salt River** water to bring its fertile soil to life. Late nineteenth-century farmers found the land ideal for growing long staple cotton and dates, in-demand crops that brought great wealth to many in the Valley. In the mid-twentieth-century, bulldozers replaced tractors as the area transitioned from farms to homes – many of which were constructed in developments given botanically-inspired names and watered using the irrigation infrastructure once used to grow cotton and dates.

Although the area has undergone tremendous change within the span of the last century, it remains firmly tied to its past. Evidence of prehistoric civilizations, largely hidden, still exists underground. The *Tempe Historic Property Register* and National Register-listed **D. J. Frankenberg**, as well as the National Register-listed and Historic Eligible **Morrow-Hudson House** – both old farmhouses – serve as visual reminders of the area's late nineteenth and early twentieth-century agricultural roots. **Date Palm Manor**, a 1950s *Tempe Historic Property Register*-listed subdivision, boasts stately rows of date palms that once yielded a sizeable commercial crop. **Shalimar's** homes and lush golf course sit on a former cotton field, as does the **Hughes Acres** development, a Tempe Cultural Resource Area. Mid-century homebuilders maintained the area's longstanding bucolic aesthetic by erecting well-landscaped homes in subdivisions with names such as **Tempe Gardens**, **Evergreen**, **Southern Palms**, **Tempe Palms**, and **Alameda Meadows**.

Today, a handful of farmhouses still stand proudly within a vibrant and verdant community. The nearby canals and irrigation pipes once used to coax fertility from the dry desert now water the lawns and mature vegetation that define the area. The area's many schools and parks nurture its crop of children, while U. S. 60 and Loop 101 now export its labor force to points elsewhere, just as the rail line that defines the area's northern boundary once carried its harvest to market.

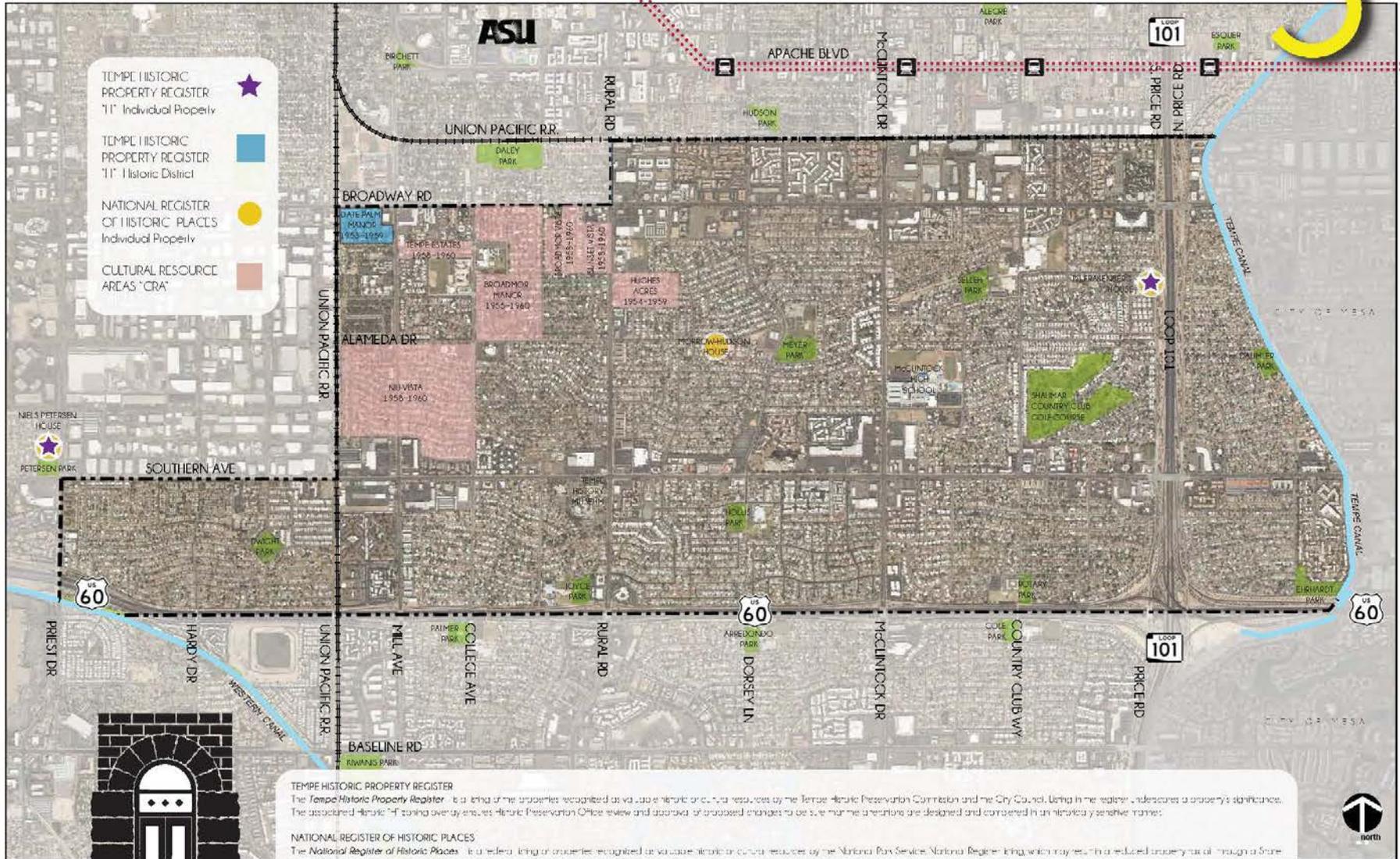




# HISTORIC + CULTURAL RESOURCES

# ALAMEDA

# 5



- 
 TEMPE HISTORIC PROPERTY REGISTER  
 "I" Individual Property
- 
 TEMPE HISTORIC PROPERTY REGISTER  
 "H" Historic District
- 
 NATIONAL REGISTER OF HISTORIC PLACES  
 Individual Property
- 
 CULTURAL RESOURCE AREAS "CRA"



## TEMPE PRESERVATION

**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 constructed 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 (through a State Historic Preservation Office reclassification program), is highly honorable and does not entail review of a petition 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 also maintaining their tax status.

**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. The objective is to maintain the character of these areas. The underlying zoning should remain appropriate for these areas, with a protected density and formality to conform with the zoning standards in place in 2003.



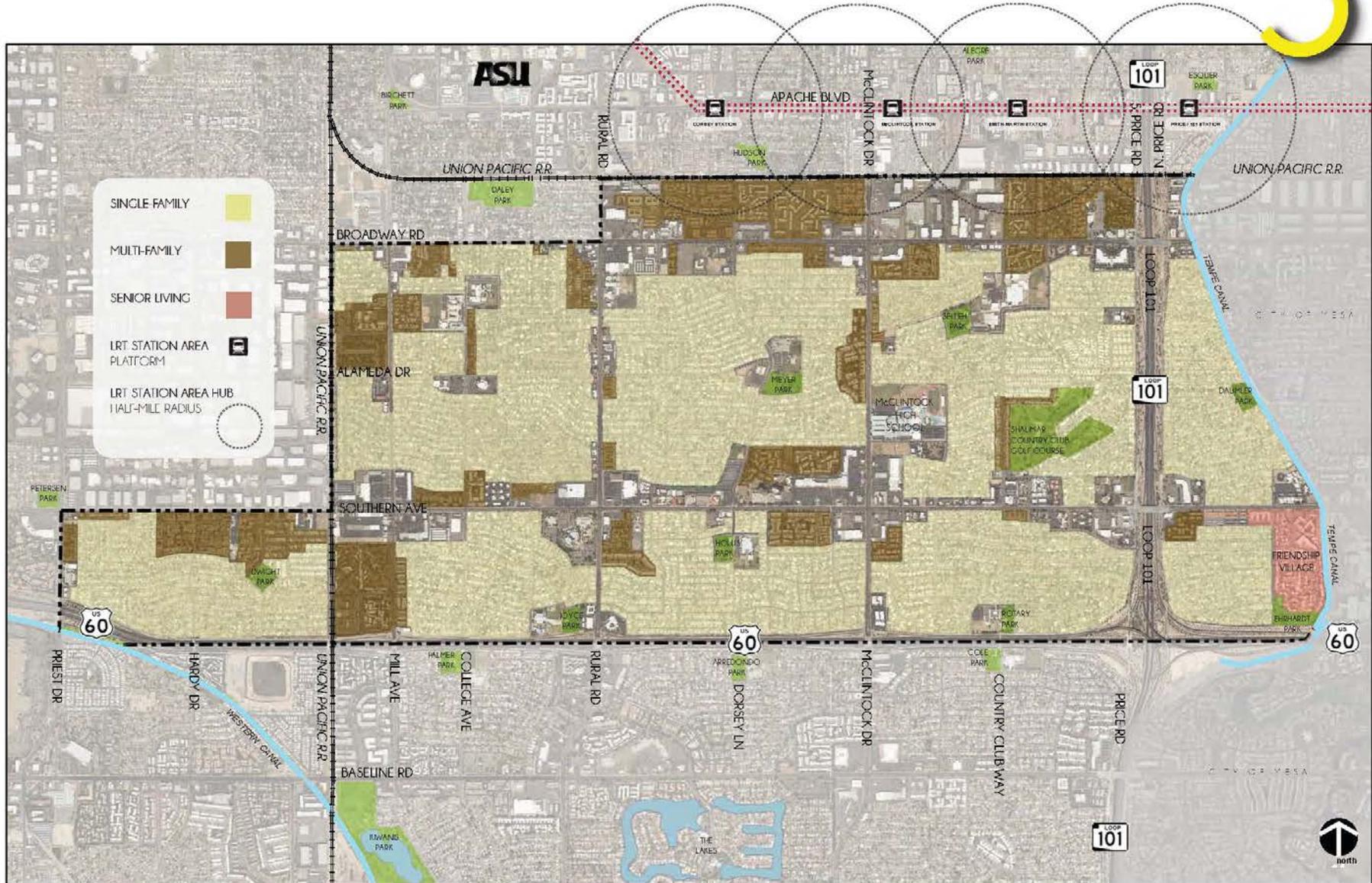
April 2015



# HOUSING SINGLE-FAMILY / MULTI-FAMILY

# ALAMEDA

# 5

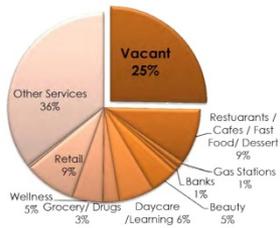


# ALAMEDA

## COMMERCIAL CORNERS

## CHARACTER AREA 5

## BROADWAY CORRIDOR

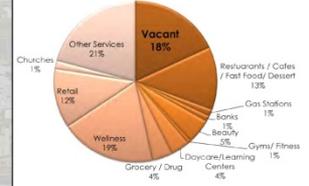


# ALAMEDA

## COMMERCIAL CORNERS

## CHARACTER AREA 5

## SOUTHERN CORRIDOR



April 2015