Character Area 1
Papago / North Tempe

Virtual Community Kick-Off

March 15, 2021

Tempe

Making waves in the desert

Agenda

1. Welcome & Staff Introductions
2. Character Area Planning Process. GP Vision.
3. Initial Thoughts on CA-1
4. Virtual Activities
   - Area Survey / Map of Ideas
5. Next Steps & Timeline
6. Q and A, Discussions

AGENDA 1

WELCOME!

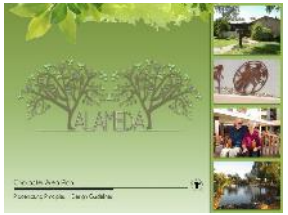
https://characterareas.tempe.gov/pages/area1

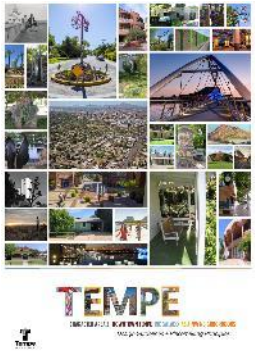
AGENDA
2

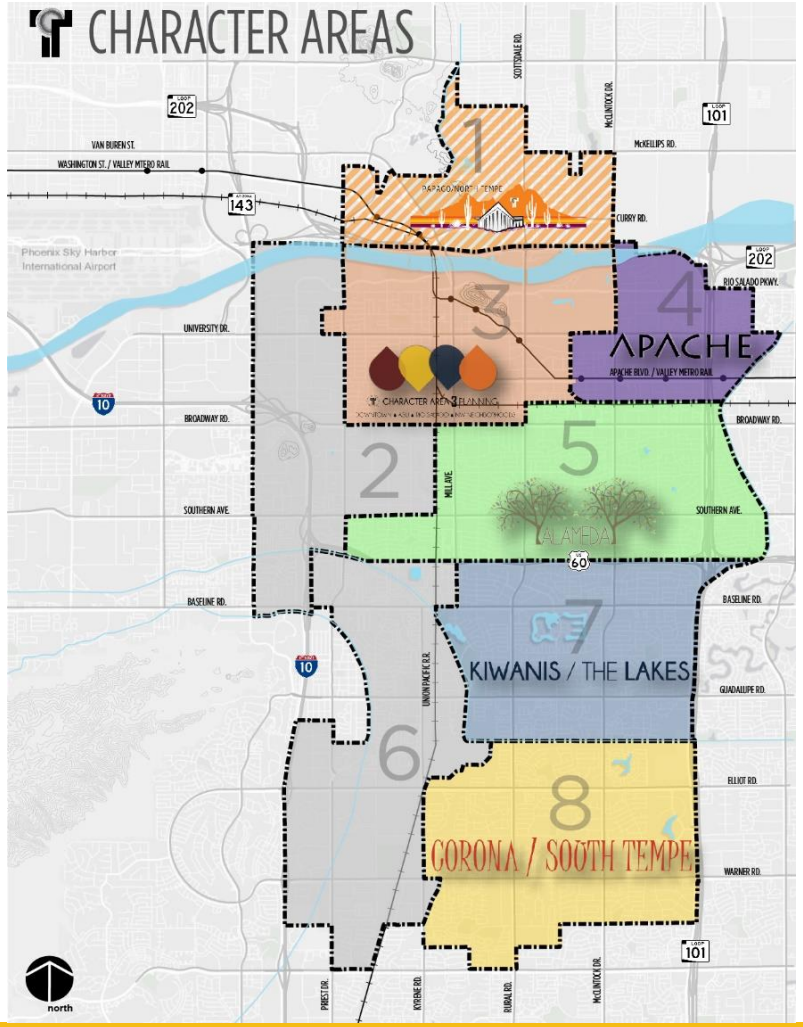
THE CHARACTER AREA PLANNING PROCESS

CHARACTER AREA PLANNING STATUS

- Tempe is divided into eight Character Areas (CA)
- Five CA Plans have been completed.
- Three are remaining (CA-1, 2 and 6)
- CA-1 Plan now being prepared







Map Showing the planning status of Character Areas:

- Completed
- Under planning process
- To be completed

WHAT IS A **CHARACTER AREA?**

- "…areas … that contain common design, land use and commercial characteristics distinct from neighboring areas."

- " (areas that have)similarities in age of housing, styles of architecture, patterns of development, materials, land use or street patterns, lot size, landscaping, landmarks, social magnets, and/or physical barriers …".

CHARACTER AREA **ELEMENTS, PROCESS**

- Background and history of the area
- Visual survey: identification of core traits of the area
- Design and planning principles
- Consistency with the Council Priorities
- Consultation & collaboration throughout the planning process

USING CHARACTER AREA **PLAN**

- A plan for the community; ownership of the stakeholders
- Reference for future developers & other stakeholders
- Reference for staff while reviewing development proposals
- Input for other City plans
- To further the Council Performance Measures

WHAT IS INCLUDED IN CHARACTER AREA PLAN

- **VISION**

  How do the area residents and stakeholders wish the area to look like in the coming years? What is their ideal for the area for housing options, landscaping, sustainability, traffic and transportation, public open spaces, mix of commercial and industrial land use, and overall aesthetics and urban character

- **DESIGN GUIDELINES/PRINCIPLES**

  Quality of design, walkability, bikeability, sustainability, connectivity, landscaping, building materials

- **PLACEMAKING PRINCIPLES**

  Opportunity for residents, workers, students, businesses to define, enhance, preserve, and celebrate the neighborhood

- **QUALITY OF SPACES + PLACES**

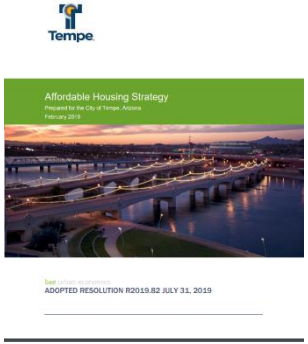
  How a space feels, safety perceptions, shade, desirability, comfort, art, amenities, comfort

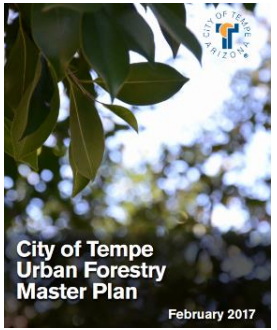
WHAT IS NOT INCLUDED IN CHARACTER AREA PLAN

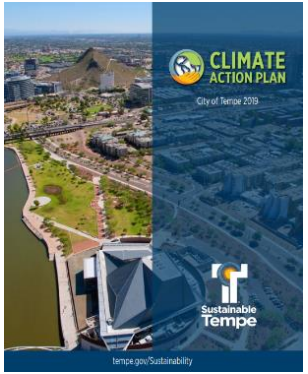
- ✖ **Changes** to a parcel's legal **Land Use / Density**
  General Plan 2040 ratified by voters (May 2014)
- ✖ **Changes** to a parcel's legal **Zoning**
  Zoning & Development Code
- ✖ **Changes** to **Private Property Rights**
  Property Right Laws including AZ Proposition 207 "Private Property Rights Protection Act"
- ✖ **Rental** vs. **Owner** for parcels zoned **Multi-Family / Mixed-Use**
  No legal control process
- ✖ **Prohibiting** specific brand-name businesses / retailers
  Against the law
- ✖ **Residential / Commercial Code Compliance**
  311 – One Call To City Hall
  Online complaint form

ADDITIONAL PLANS & ISSUES OF **INTEREST**

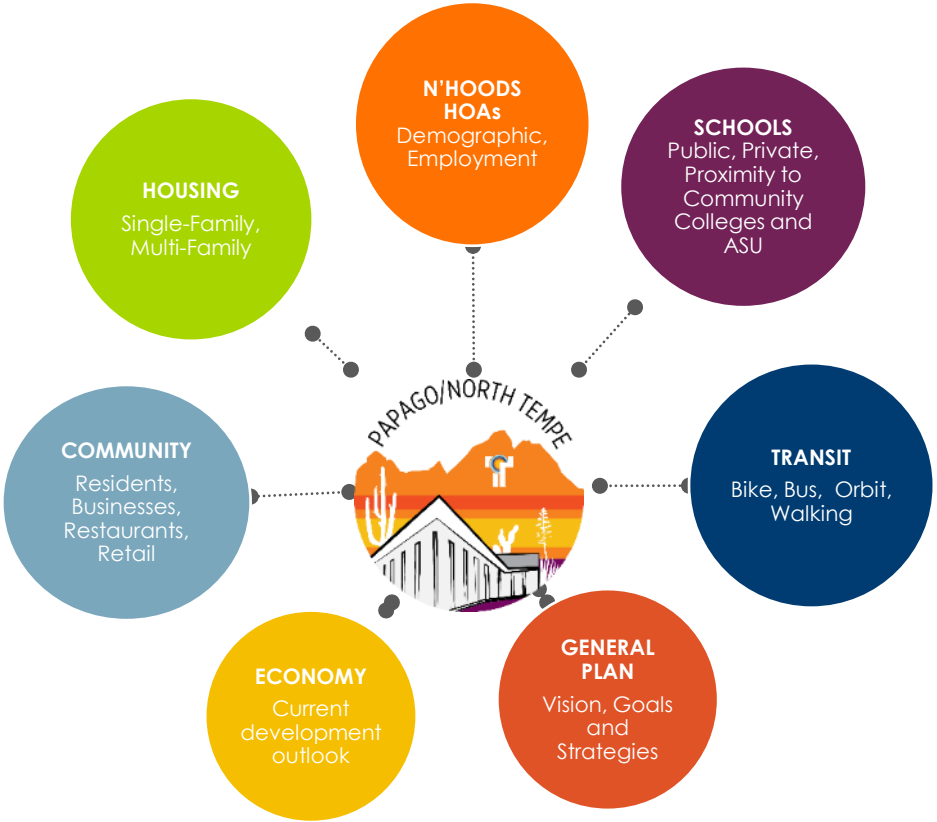
- General Plan 2040
- Affordable Housing Strategy 2019
- Heat level mapping
- Tree cover and shades mapping
- Bikeways and transit corridors
- Climate Action Plan 2019
- Transportation Master Plan 2015
- 20-Minute City
- Vision Zero



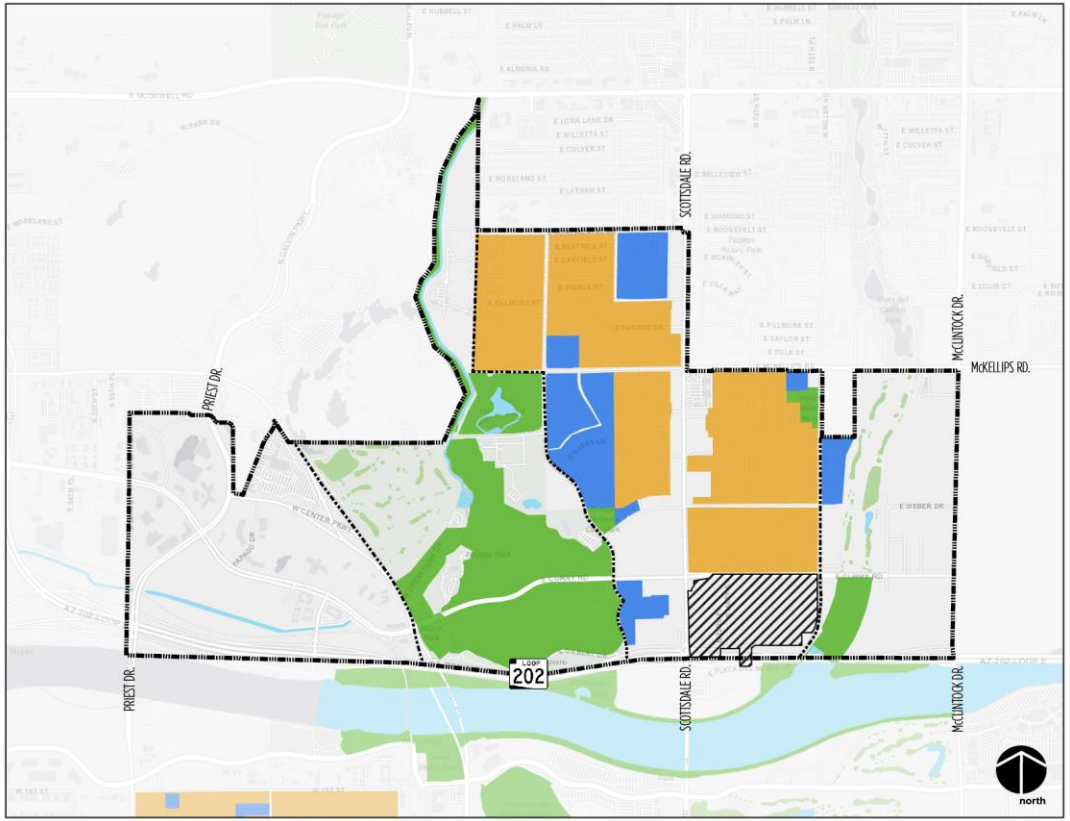




FACTORS AFFECTING CHARACTER AREA PLANNING



CHARACTER AREA **ONE** SUB-AREAS



CA-1 is divided into four sub-areas:

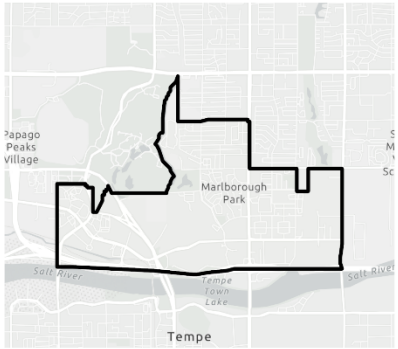
- East Industrial
- Mid-residential
- Mid-open Space
- West Office Commercial

Note: The hatched area shows county island

CITY-WIDE STATS FOR COMPARISON (2020)

	CA-1	Tempe (2019)
Geographical Area	3.35 Sq. Miles	40.1 Sq. Miles
Population	10,134	195,805
No. of Households	4,722	73,032
Median Age	29.2 years	29.5 years
Median Household Income	$52,371	$57,994
Unemployment rate	4%	3.4%
Total No. of Jobs	7,677	195,250 (est.)
Total No. of Businesses	486	17,037

AREA **BACKGROUND RESEARCH 2020**



POPULATION TRENDS AND KEY INDICATORS

Papago/North Tempe

9,879	4,617	2.14	29.4	$54,149	$249,052	50	127	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

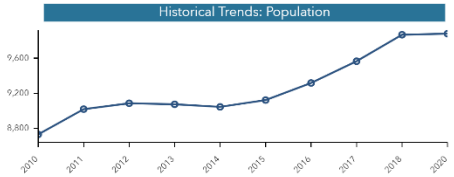
MORTGAGE INDICATORS

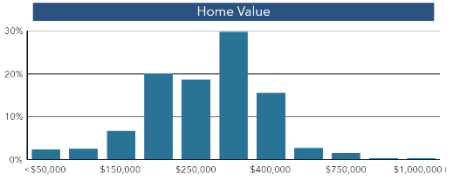
$5,907
Avg Spent on Mortgage & Basics

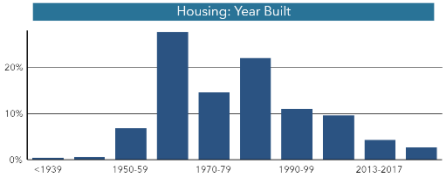
19.2%
Percent of Income for Mortgage

POPULATION BY GENERATION

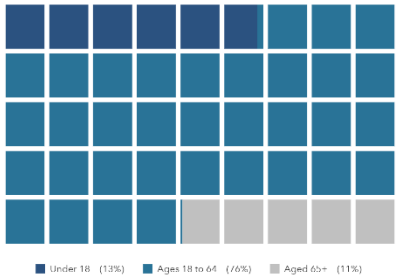
4.3%	14.4%	14.8%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980
41.9%	21.3%	3.2%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present







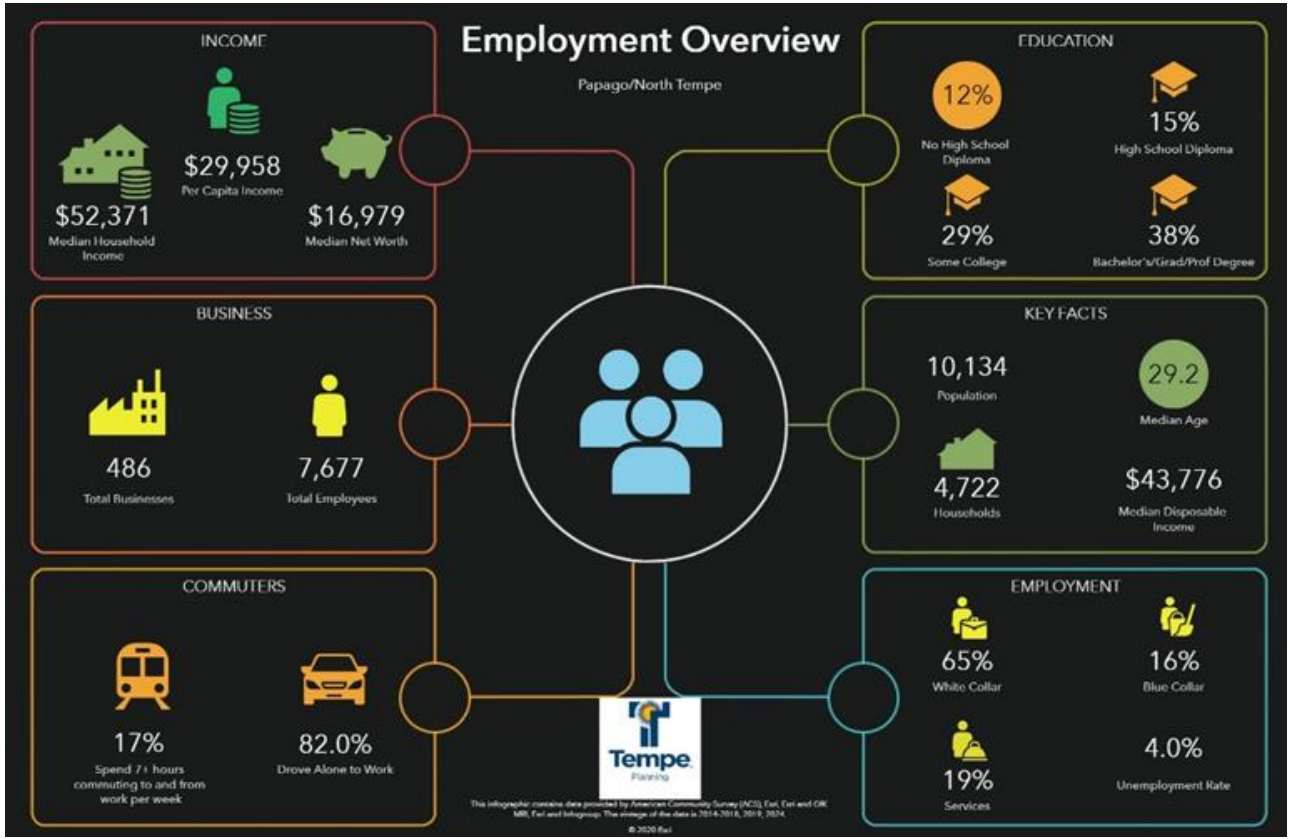
POPULATION BY AGE



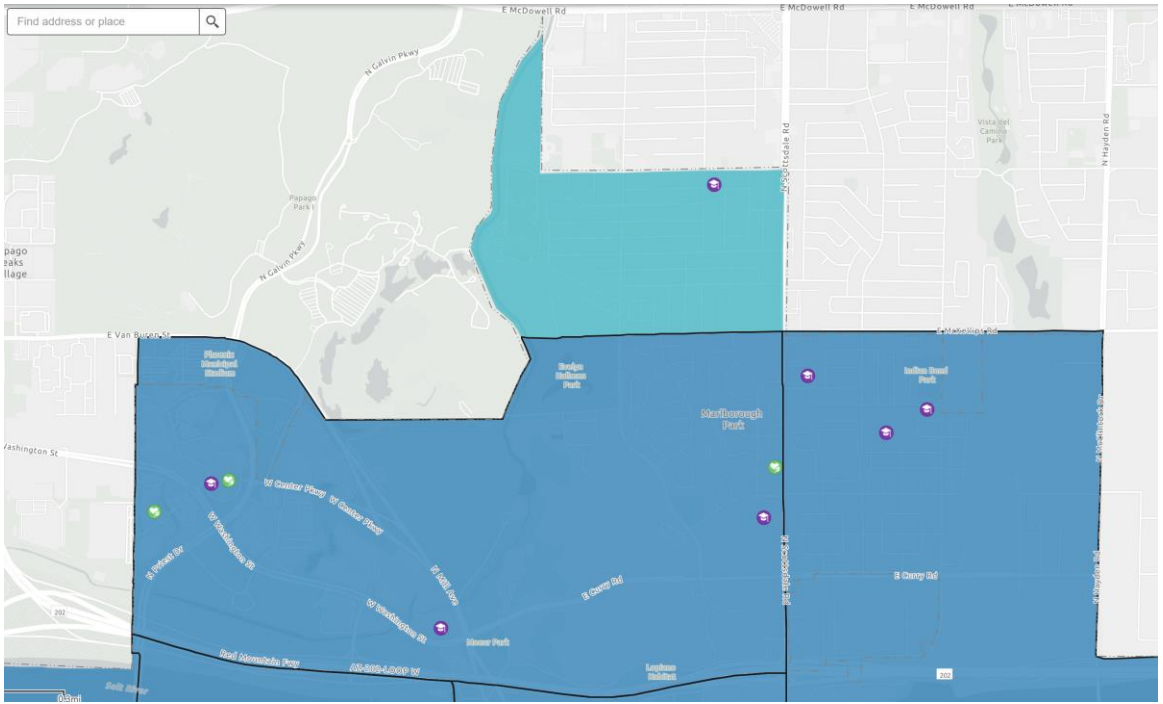
This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2018, 2020, 2025. © 2020 Esri

Source: This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, American Community Survey (ACS). The vintage of the data is 2020, 2025, 2014-2018.

AREA **BACKGROUND RESEARCH (2020)**



EDUCATION & HEALTHCARE / SOCIAL ASSISTANCE



Tempe School District

- Laird School (K-8)

Alternative Learning

- Ombudsman Charter Northeast (High School)
- Student Choice High School

AGENDA
3

SOME INITIAL THOUGHTS

What elements set this area apart and makes it **unique** from other parts of Tempe or the Valley?

What elements should be preserved, enhanced, changed, added, or taken out to improve the area?

Is this an area where one can be young *and* old; can one **age-in-place** here?

Is the current **mix and balance** of land-uses appropriate?

What design criteria can we put in place to improve the **quality of design** and ultimately, the community?

What is one thing you want to see in the **future**?

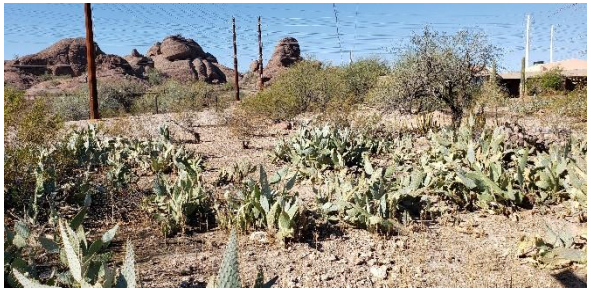
What is one thing you **do not** want to see in the **future**?

AGENDA
4

IMAGES

AREA WIDE **IMAGES**

AREA WIDE **IMAGES**



AREA WIDE **IMAGES**

AGENDA
5

NEXT STEPS & TIMELINE

TIMELINE

MARCH 15, 2021: VIRTUAL PUBLIC KICK-OFF
Area Visual Survey: design elements, patterns, landscape, building materials, amenities

SUMMER 2021
Local Meetups, Stakeholder Meetings
Issues, Aspirations and Priorities / Dot•ocracy

FALL / WINTER 2021
Draft Plan / Public Review (Virtual and in-person), and revisions

WINTER 2021 / JANUARY 2022
City Council decides on the final draft plan

Presentations to the Boards and Commissions

- Neighborhood Advisory Commission
- Transportation Commission
- Desert Conservation Commission
- Parks, Recreation, Golf and Cemetery Board
- Sustainability Commission
- Historic Preservation Commission
- Aviation Commission
- Development Review Commission

AGENDA 6

QUESTIONS & DISCUSSION; CONTACTS

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https://characterareas.tempe.gov/pages/area1