

# I. INTRODUCTION

## A. Purpose

The Northwest Tempe Community Plan (NWTCP) articulates a vision that will guide future decision-making about infill development and reinvestment in the Northwest Tempe neighborhoods. The NWTCP is an amendment to the Tempe General Plan 2030 and outlines focused area goals, objectives, and strategies that are specific to the Northwest Tempe area and neighborhoods. The focus is on illuminating and addressing the unique area aspects that augment but not duplicate Tempe General Plan 2030 policies.

The NWTCP is the result of extensive neighborhood planning that has occurred for almost two decades. The neighborhood actively participated in several community-based planning efforts—the Riverside/Sunset Neighborhood Strategic Plan, Northwest Tempe Neighborhoods Strategic Plan, the Joint Northwest Tempe Neighborhoods Strategic Plan and the Draft Specific Area Plan. Subsequent to these neighborhood plans, the City of Tempe adopted (December 4, 2003) and voters ratified (May 18, 2004) Tempe General Plan 2030. The City also adopted the Zoning and Development Code which became effective February 22, 2005. A Comprehensive Transportation Plan is now being finalized. Appendix A is a comprehensive “Summary of Public Involvement.”

These planning efforts, coupled with the many changes surrounding the area necessitated the development and adoption of the NWTCP. The extensive past planning efforts, provided the foundation for the NWTCP. To complete the NWTCP additional community meetings and focus groups were held to update and fine-tune the plan.

**How the NWTCP should be used.** The NWTCP should be referenced by the residents, property owners, businesses, realtors, developers, City staff, City boards and Commissions, and ultimately the City Council. Similar to the General Plan, it will serve as the policy document that guides City decisions for various development and redevelopment proposals and/or area preservation activities within the Northwest Tempe area and neighborhoods.

*“Being human is itself difficult, and therefore all kinds of settlements (except dream cities) have problems. Big cities have difficulties in abundance because they have people in abundance. But vital cities are not helpless to combat even the most difficult of problems. Lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves.”*  
*Jane Jacobs, The Death and Life of Great American Cities*

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*“Even the journey of a thousand miles must begin with a single step.”*  
*Chinese Proverb*

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**B. Northwest Tempe Community Planning Area**

The *Planning Area* of the NWTCP is depicted in Figure 1.1 and is generally bounded by Broadway Road north to Rio Salado Parkway; from the railroad tracks west to Priest Drive (north of University Drive); from Mill Avenue west to Priest Drive (south of University Drive). It also includes the residential area known as Lindon Park, located west of Priest Drive, from University Drive to Fifth Street.

**C. Historic Timeline**

The Northwest Tempe area has a rich history and includes some of Tempe's oldest neighborhoods. Riverside and Sunset neighborhoods (then referred to as El Barrio De Abajo) was established in the late 1800's by the founding Hispanic families of Tempe. Migrant farm workers, laborers and craftsmen worked the land, built the canals and buildings of early Tempe and worked for Carl Hayden at his ferry, shops and flour mill. Many of these Mexican and Yaqui families built their own homes on small homesteads. In 1887, the Southern Pacific Railroad arrived in Tempe; the depot was located on the other side of the tracks from "Riverside."

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*"The basic purpose of preservation is not to arrest time but to mediate sensitivity with the forces of change. It is to understand the present as a product of the past and a modifier of the future."*

*John w. Lawrence,  
School of Architecture  
Tulane University, New Orleans. April 24, 1970.*

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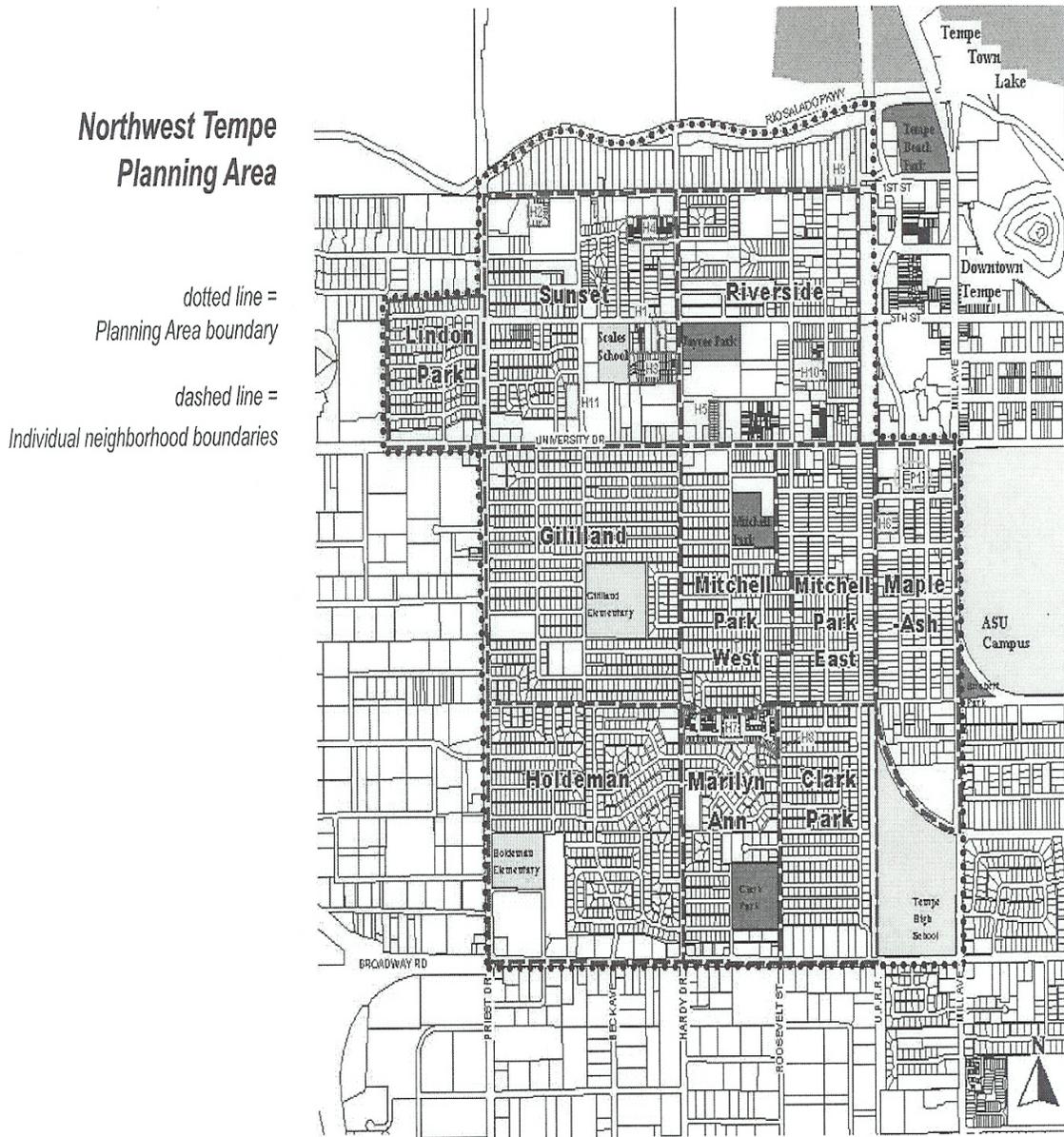
By the late 1940's, after the World Wars, Anglo residents began settling in the area. Subdivisions of modest single family homes, duplexes and small scale four-plexes continued to stretch westward until the 1960's. In the mid-1970's, a housing crunch at nearby Arizona State University caused large scale apartment communities to develop throughout the neighborhood. At the same time, the City began Downtown redevelopment, including a number of residences adjacent to the commercial corridor along Mill Avenue.

By the late 1980s, newer housing drew students away from apartment complexes, causing a marked drop in rental rates. Tempe continued to grow, transportation improvements were made, and Downtown redevelopment continued to expand. The once quiet neighborhoods began to experience an increase in cut-through traffic and airport noise associated with expanding operations at Sky Harbor International Airport. The area also began to experience a shift from primarily owner-occupied single-family residential to an increase in rental properties.

In the 1990s, the neighborhood experienced a continued influx of rental properties and multi-family infill and redevelopment. The area became attractive to investors who acquired single-family residential properties for redevelopment or rental investments. As a result of these changes, neighborhood residents organized, initiated community-driven planning efforts, and expressed the desire for an increased role in neighborhood planning and decision-making.



Figure 1.1



By 2004, the result of earlier neighborhood planning efforts had galvanized a vision for the area ~~guiding the city to redesign 5<sup>th</sup> and 13<sup>th</sup> Streets for traffic calming, rebuild Jaycee Park, construct a new multi-generational community center, and initiate a free local area shuttle connecting residents to downtown, ASU, and neighborhoods to the east. The neighborhood continues to evolve, with needs for infill, preservation, and sensitive redevelopment.~~

*"Never doubt that a small group of committed citizens can change the world; indeed, it is the only thing that ever has."*  
Margaret Mead

**D. NWTCP Amendment Process**

Any amendments to the NWTCP will be considered similarly to the requirements outlined for General Plan amendments and therefore, follow the requirements outlined in the Tempe General Plan 2030. The NWTCP should be reviewed periodically with active involvement by area residents. At the very least, when the General Plan undergoes a comprehensive review and update the NWTCP should also be revisited.

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 ¶ Alphagraphics¶  
 ¶ The Vale¶  
 ¶ Abby Lane¶  
 ¶ Brownstones (on Roosevelt)¶  
 ¶ Condo Project (First and Beck)¶  
 ¶ Condo Project (First and Farmer)



## CHAPTER II LAND USE, DESIGN + DEVELOPMENT

Land Use Plan + Design further define the *Tempe General Plan 2030* for the NWTCP area and neighborhoods.

- Land uses are defined by the *primary* use that occurs on the property.
- Existing land uses are current uses on the property.
- Projected land uses are those which are anticipated to occur within the next 25 years through the plan's guidance.
- Density reflects the residential intensity designated to land uses referred to by "dwelling units per acre" and shown as du/ac.

"True involvement comes when the community and the designer turn the process of planning the city into a work of art."  
*The Design of Cities*  
Edmund Bacon

Both existing and projected land uses may or may not conform to the property's zoning designation. Refer to the *City of Tempe Zoning and Development Code* for property zoning.

### NWTCP Land Use Element

**Vision:** The *Vision* expressed by the NWTCP values the neighborhood character and stresses the importance of preservation of one of the oldest areas in Tempe. The vision honors the area's historic residential character, encourages an appropriate transition from the high-density, urban-type development in Downtown Tempe to a lower-density development pattern, both in height and intensity, while encouraging a mix of commercial services meeting neighborhood needs along major corridors.

The community values the area's location that allows easy access to Arizona State University (ASU), Mill Avenue area, Rio Salado/Town Lake area, and other activity or employment areas by walking, bicycling or riding transit. The preservation and enhancement of the pedestrian environment is an important component of the vision. More landscaping, tree-lined streets, parks/open space, and safety, air quality and easing congestion are all environmental issues that the plan's vision desires to achieve.

The NWTCP Land Use Element intent is to:

- Protect and improve neighborhoods by encouraging development of land that serves the neighborhoods' needs; and
- Promote development and new investment consistent and compatible with the existing neighborhood's character and pedestrian-friendly environment.

**Objective 1:** Promote new development, road improvements and investment that are compatible with the area's historic character, residential orientation and respects the area's unique quality.

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#### A. NWTCP General Plan 2030 Land Use Categories¶

Following are the *General Plan 2030* land use definitions for the NWTCP area and neighborhoods. For a complete list of all land use categories in the *Tempe General Plan 2030* refer to the plan document starting on page 65. (See Figure 2.1, *Tempe General Plan 2030* NWTCP Land Use Plan). ¶ The following paragraphs also describe the residential characteristics that define more specifically how land is used to live for different residential housing types. This includes concepts of density and building intensity. (Dwelling units per acre are show as du/ac.) These characteristics reflect residential use within the next 25 years. These categories may or may not conform to the property's zoning, because land use reflects how the land is used, while zoning dictates what is allowed within the designated zoning district. It is important that the *City of Tempe Zoning and Development Code* be referenced with regard to the zoning of a property. The following categories generally reflect *how land is used for daily living*.¶

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Figure 2.1, *Tempe General Plan 2030* Land Use Plan ... [1]

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Deleted: As shown on Figure 2.2 the NWTCP Future Land Use Plan reflects the *Tempe General Plan 2030*. The NWTCP is consistent with these land use designations. ... [2]

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**Strategies:**

- 1.1 Evaluate development or redevelopment proposals to mitigate intrusions on privacy and quality of life by creating buffers and transitions to adjacent residences.
- 1.2 Build within existing zoning height restrictions and eliminate line-of-sight concerns for adjacent single-family residences. Use site plans, building orientation, sight and sound barriers, and landscaping to mitigate intrusions to adjacent residences.
- 1.3 Provide separation distances and appropriate differentiated structure wall treatments at the rear of commercial uses.
- 1.4 Screen rooftop activity areas and orient balconies and windows away from existing dwellings.
- 1.5 Evaluate new development's impact on circulation so that it does not encourage noise, light, and cut-through traffic problems for adjacent residences.
- 1.6 Apply the same buffer and privacy wall and landscaping to multi-family housing throughout the NWTCP area used along the single family properties (many which are rentals) along Priest Drive between Broadway Road and University Drive.
- 1.7 Work with existing grandfathered industrial, public, and utility facilities to upgrade properties to current code requirements for screen walls, landscaping and removal of barbed wire.
- 1.8 Incorporate buffers and building mass and height transitions within projects to ensure compatibility with adjacent residential areas.

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**Objective 2: Improve rental property maintenance and management.**

**Strategies:**

- 2.1 Pursue purchase, renovation, and management of poorly maintained multi-family properties.

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## NWTCP Design Element

**Vision:** The NWTCP *Design Element* recognizes the area's historic character and ensures that infill development and redevelopment is compatible.

The NWTCP Design Element intent is to:

- Promote the beautification of all neighborhood areas in terms of building design, landscape, and area development, preservation and/or redevelopment;
- Reduce residents dependence on the automobile; and
- Enhance livability of the neighborhoods.

### Character Areas

Within the NWTCP area the architecture, landscaping, and historic fabric varies from area to area. However, these design elements should create the palette for considering new or infill public/private development projects. The rest of the Design Element is organized around "Character Areas." These character areas further define how the Northwest Tempe Community area should develop in order to maintain its unique appeal. They have been designated, based on, common characteristics such as history, land use, landscaping, or development patterns. The character areas listed in the box may cross neighborhood lines discussed in the Neighborhood Element. Figure 2.1 shows the Future Land Use Plan that delineates the various character areas while the following section presents character area objectives and strategies.

#### Classic Suburban

**Definition:** The Classic Suburban Character Area represents a large portion of the NWTCP area. Many of these small single-family homes were built following World War II and are similar in architectural design and site planning. Lots are relatively shallow and driveways access an attached carport from the street. The streets align and connect with the street grid with very few cul-de-sacs present. Houses are primarily single-story, block masonry construction. Most blocks have alleys, used primarily for utilities and refuse collection.

**Vision:** The Vision is to promote the existing single-family residential use of the Classic Suburban Character Area. Current homeowners are encouraged to reinvest in their properties and residential infill or redevelopment should reflect the current single-family character.

#### NWTCP Character Areas

- ✓ Classic Suburban
- ✓ Evolving Village #1
- ✓ Evolving Village #2
- ✓ Formal Historic
- ✓ Eclectic Historic
- ✓ Neighborhood Mixed-use
- ✓ Rio Salado/Downtown Transition
- ✓ Commercial Corridor

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**Vision:** The *Vision* expressed by the NWTCP Neighborhoods Element is create a strong, aesthetically-pleasing residential area that is served by neighborhood commercial and services that meet the area needs.

Within the NWTCP area the following are the neighborhoods:

Lindon Park . Sunset  
Riverside . Gilliland  
Mitchell Park West . Mitchell Park East  
Maple Ash . Holdeman  
Marilyn Ann . Clark Park

The intent of the NWTCP Neighborhoods Element is to:  
- Preserve and improve the physical, social, and economic health of the NWTCP neighborhoods; and  
- Enhance the quality of life of residents by protecting the unique character of neighborhoods within the NWTCP area.

**Objective 1: Protect and enhance the neighborhoods by improving property maintenance and management through effective and proactive enforcement of City codes and ordinances.**

#### Strategies:

- 1.1 Educate citizens about code enforcement through multiple media including the City website, City cable channel, brochures and neighborhood presentations.
- 1.2 Consider appointing a City ombudsman as a single point of contact for multiple departmental violations.

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Figure 2.1 Future Land Use Plan – Character Areas



**Evolving Village #1**

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**Definition:** This area is primarily residential with a growing number of apartment complexes, multi-family units, and rental properties. There are a high degree of absentee landowners. The area has a collection of diverse structures that have been built and rebuilt over time. The Westside Multigenerational facility has assisted in stabilizing the area and encouraging reinvestment.

**Vision:** The area vision is to stabilize the development by attracting reinvestment by home or property owners instead of absentee landowners. The residents would like to see this area "evolve" to more of a "village-type" of residential development that is pedestrian-oriented. New development or redevelopment should enhance the neighborhood scale and provide connectivity to the entire Northwest Tempe area.

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**Evolving Village #2**

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**Definition:** This area is primarily single-family residential built in the 1950s. The area has some irrigated properties primarily up to Thirteenth Street. The area is experiencing home remodeling and reinvestment in existing structures.

**Vision:** The area vision is to continue to encourage property owner reinvestment that has begun in recent years. Additionally, the City should takes steps to create an environment where homeowners want to stay and are encouraged to rehabilitate and/or expand their property. This character area desires to protect its traditional Arizona 1950s-type residential neighborhood character that values the preservation of the irrigation areas and mature landscaping with non-irrigated areas developed in a complimentary way.

**Formal Historic**

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**Definition:** The Formal Historic Character Area includes the Maple-Ash Neighborhood and many of the City's oldest structures. It has a variety of building types and architectural styles and an interest in preservation. Lots tend to be irregular in size and shape and most are larger than the typical residential property in the NWTCP area. The eastern edge of the Formal Historic Character Area fronts on Mill Avenue and has a strong visual connection with ASU (Gammage Auditorium, Nelson Fine Arts). As Mill Avenue has evolved, what began as a quiet Main Street lined with houses transformed into a wide, heavily-traveled arterial street. The impact has increased auto volume and speed has led to a shift from owner-occupied residential uses and an attractive street presence to more retail and office uses.

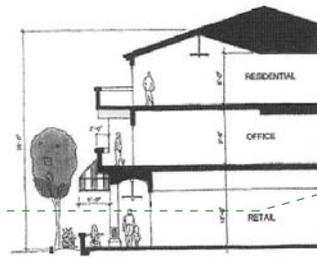
**Vision:** The area Vision is to preserve the primarily historic residential character and provide a sensitive transition from commercial activities that insulates the core residential properties in this history-rich area.

**Eclectic Historic**

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**Definition:** This character area includes classic suburban-type residential development from the late 1950's and early 1960's. The area includes many historic buildings but it also includes development of various ages. As a result, it is clearly different than the Maple-Ash "Formal Historic" Character Area. The area is experiencing rehabilitation activity while maintaining its residential character. These changes are improving the area.



Compact vertical mixed-use buildings encourage the integration of desirable neighborhood services.

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**Vision:** The Eclectic Historic Character Area's vision is to continue compatible rehabilitation and creative adaptive reuse of buildings. Maintaining the residential character and promoting neighborhood walkability is critical. Careful attention must be given to transitioning from the surrounding character areas by ensuring development capability in building scale and design.

**Neighborhood Mixed-Use**

**Definition:** The Neighborhood Mixed-Use Character Area is located along the University Drive corridor. Traditionally, mixed-use has been horizontal in nature but the City of Tempe is now experiencing the vertical integration of multiple uses. Retail, office, employment, and residential uses may be included in the designation.

**Vision:** This area is intended to create traditional "Main Street" development that provides moderate scale retail, restaurant, and office space on ground levels, with residential or live/work space above. Mixed-use projects should address design policies that are contextually appropriate, human in scale, pedestrian-oriented, and sensitively connected to the surrounding neighborhoods.

**Rio Salado/Downtown Transition**

**Definition:** The Rio Salado/Downtown Transition Character Area represents a transitional area between the Tempe Town Lake area and Downtown Tempe. It is experiencing some mixed-use development. The Town Lake project is a reality and the area has developed recreational and cultural amenities.

**Vision:** Over time, the Rio Salado area will transform, encompassing mid-rise office, multi-family housing, and mixed use projects that combine live, work, and play into a single development. These mixed-uses may include small neighborhood convenience retail, artist lofts, and professional offices. Providing an appropriate transition from a high activity urban setting to a lower density neighborhood is critical to achieve. This can be done through landscape buffers, transition of densities and heights, as well as a shift in the types of uses that border the NWTCP area.

**Commercial Corridor**

**Checklist for Successful Mixed-Use Site Development**

Are the uses complimentary?

Are the uses located within convenient walking distances of each other?

Are the uses linked by sidewalks or paved paths?

Do the buildings fit with and compliment each other?

Do the uses create activity at different times of the day?

Is parking kept out of the pedestrian's path of travel?

Do the uses support one another economically?

Source: *A Guide to Land Use and Public Transportation, Volume II: Applying the Concepts, The Snohomish County Transportation Authority*

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**Definition:** The Commercial Corridor Character Area along the Broadway Road corridor provides a unique edge to the NWTCP area. The commercial corridor guidelines in the *Tempe General Plan 2030* basically apply to this corridor. This high-volume arterial street connects commuters from Mesa, Gilbert and Chandler to the Downtown and other regional activity centers. It is the east-west freeway alternative that was originally designed to accommodate local traffic. The industrial uses on the south side of the street range from retail/warehouse to truck and auto-related operations. These uses continue to impact the quiet enjoyment of residential properties north of Broadway Road.

**Vision:** The Vision is to provide a transition from higher intensity uses along the corridor to the more traditional residential land use areas. It is important to vary the horizontal and vertical mixed-use projects along the corridor to provide "nodes" or concentrations of neighborhood commercial that serve as activity centers. The uses should include small scale retail, restaurant and office space integrated into the site, with residential or live/work space where appropriate within the development. The area should also consider pedestrian orientation and access from adjacent residential areas to increase the sense of community and promote a village character.

**Objective 1: Use design elements that seek to enhance the pedestrian and community orientation of common areas and improve street character and activity.**

**Strategies:**

- 1.1 Encourage pedestrian-oriented building design by enhancing the street level architectural detailing, rhythm of windows and doors, first story height, and building and landscape materials.
- 1.2 The front elevation of multi-family units should be individualized, to create diversity and add to the sense of ownership and personal space. Development of the space between building and the sidewalk should be identified as an area of transition from the public domain to private living spaces.
- 1.3 To encourage social interaction, create pedestrian-oriented and public common areas within developments.
- 1.4 Use prominent front doors, stoops, or porches that face the street.
- 1.5 Establish a meaningful network of pedestrian linkages and nodes.
- 1.6 Create pedestrian orientation where buildings can be accessed directly and comfortably from the sidewalk.
- 1.7 Select and install a neighborhood lamp style that has a pedestrian scale (e.g., street lights at approximately 13 feet maximum).

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<b><i>Pedestrian-Friendly Site Design Checklist</i></b>	
✓ <i>Delineated walkways through parking lots.</i>	
✓ <i>Connections to neighborhoods and surrounding areas</i>	
✓ <i>Easy-to-identify building entrances and building frontages located along streets, rather than across parking lots</i>	
✓ <i>Convenient and safe access to transit and adjacent sidewalks</i>	
✓ <i>Alignment of walkways for convenience and reduced travel distances</i>	Deleted: <u>&lt;sp&gt;</u>
✓ <i>Accessible routes of travel to and from the site</i>	
✓ <i>No barriers (walls, ditches, landscaping, or roads without safe crossings) to pedestrian travel</i>	
✓ <i>Shade is provided</i>	
✓ <i>Meets ADA surface requirements</i>	

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**Objective 2: Continue to promote the low-density residential pattern within the Classic Suburban Character Area.**

**Strategies:**

- 2.1 Encourage infill owner-occupied housing.
- 2.2 Encourage the infill of individual carriage houses rather than large-scale re-use (private redevelopment).
- 2.3 Enhance the use of Holdeman School’s outdoor space and build a sound barrier along Priest Road at the school site.
- 2.4 Improve facilities at Clark Park, including the classroom building and pool and consider adding a dog run to reduce over use at Mitchell Park.
- 2.5 Consider alley-accessed accessory units in appropriate locations where acceptable to landowners and adjacent residents on the block.
- 2.6 Encourage the development of small lot, single family homes in appropriate areas to mirror the existing development patterns.
- 2.7 Encourage individual ownership opportunities (e.g., town homes, row houses and small lot single family homes).
- 2.8 Identify existing alleys that, with modest improvements, could be used for pedestrians and bicycles.
- 2.9 Redevelopment and infill on the perimeter of this area should direct traffic to major arterial streets protecting the residential area from cut-through traffic and speeding vehicles.
- 2.10 Address cut-through traffic impacting the area by extending traffic calming measures.

**Deleted:** Extend the Thirteenth Street traffic calming to Priest Drive.

**Objective 3: New development in or near the Formal Historic Character Area should reflect and/or augment the area’s historic architecture.**

**Strategies:**

- 3.1 Establish specific design criteria within the Formal Historic Character Area through an overlay district that would include additional community-based planning.
- 3.2 Intensified uses should maintain the scale and character of the historic character of predominant existing uses.
- 3.3 Public input should be sought when a code variance is requested that intensifies development or consolidates lots for new development.
- 3.4 Utilize architectural themes found in historic homes such as rooflines, building materials, and window treatments to guide the design of new development to ensure compatibility.
- 3.5 Preserve the rhythm of the residential character along the streets and honor this pattern as any redevelopment occurs.

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- 3.6. Conserve the streetscape and mature trees within the Formal Historic Character Area. Deleted: 5
- 3.7. Encourage private reinvestment by individual property owners and non-profit organizations. Deleted: 6
- 3.8. Encourage public reinvestment through Capital Improvement and Neighborhood Program Grants. Deleted: 7
- 3.9. Encourage public reinvestment through the Housing Rehabilitation Program. Deleted: 8
- 3.10. Encourage rehabilitation of homes that maintain the historic value. Deleted: 9

**Objective 4: Identify, restore and preserve valuable historic buildings.**

Strategies:

- 4.1 Encourage property owners to register historic buildings both locally and nationally.
- 4.2 Explore public and private sources of financial assistance for relocation of historic structures.
- 4.3 Utilize redevelopment and historic preservation tools available to the City on a site-specific basis to preserve points of historic value.
- 4.4 Modify where possible, building codes to enable reuse and rehabilitation of historic properties and structures. Deleted: the  
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**Objective 5: Improve the aesthetics along the area’s major thoroughfares and alleys.**

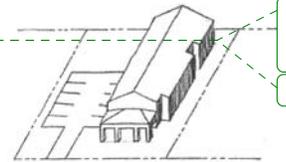
Strategies:

- 5.1 Implement a streetscape design for Mill Avenue south of University Drive compatible with the area. Deleted: 's goals

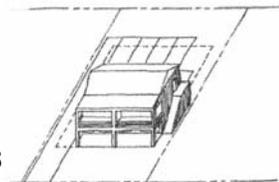
**Objective 6: Establish University Drive as a gateway corridor that transitions land uses and intensities while promoting infill development on underutilized land within the corridor.**

Strategies:

- 6.1 Develop a corridor plan for University Drive Plan.
- 6.2 Consider surrounding resident opinions and support during the review and approval process for proposed projects. Deleted: Support use permits or standards where surrounding residents support a  
Deleted: development
- 6.3 Encourage live-work concepts that provide housing and employment opportunities.
- 6.4 Encourage basic goods and services (e.g., grocery, hardware, pharmacy, and childcare) to serve the NWTCP area and neighborhoods.
- 6.5 Encourage the attraction of professional offices that typically provide a higher wage than commercial establishments.



Small-scale commercial or mixed-use infill with parking at side.



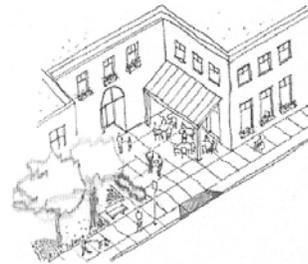
Small commercial infill with parking at rear.

- 6.6 Transition the structures to two-story development at neighborhood interface (not just the street).
- 6.7 Where lot depth prohibits interior access, the existing alley may be used to access parking for the building.
- 6.8 Develop incubator space for small business growth and expansion.

**Objective 7: Create a University Drive Corridor pedestrian overlay district to ensure a pedestrian-friendly development pattern and connections to the surrounding area.**

**Strategies:**

- 7.1 Use architectural elements that increase the interest of the passers-by (e.g., windows and doorways instead of walls).
- 7.2 Provide widened sidewalks, outdoor dining, and planters along the corridor.
- 7.3 Add landscape elements to enhance storefront attractiveness.
- 7.4 Construct new structures that enhance the human scale, especially at the street level including arcades and shade structures as architectural elements.
- 7.5 Provide outdoor activity areas that include private areas as well as semi-public and public spaces where "community interaction" happens.
- 7.6 Allow ground floor retail facing the street and encourage outdoor dining in developments.
- 7.7 Provide pedestrian amenities such as benches and seat walls, trash receptacles, special paving, potted plants, and lighting in public places throughout the corridor.
- 7.8 Discourage massive, undifferentiated facades.



*Defined entry and common open spaces in mixed-use development that fronts on a neighborhood street.*

**Objective 8: Improve transportation movement through the University Drive Corridor area.**

**Strategies:**

- 8.1 Continue to study traffic diversion needs as development increases in the area to reduce cut-through traffic.
- 8.2 Integrate transit stops and bus pull-out shelters into site plans for development along the University Drive corridor.
- 8.3 Provide enhanced streetscape with special paving, furnishings, landscaping, and lighting that may vary in design at different areas of the segment.
- 8.4 Integrate art treatments along the corridor.
- 8.5 Remove center turning lane and provide an alternating combination of landscaped buffer, on-street business parking, bus stops, and pedestrian bulb-outs appropriate to the adjacent land uses.

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- 8.6 Utilize the modular signal lights for better visibility.
- 8.7 Provide pedestrian crossing points (e.g., Roosevelt Street and Linden Lane) at the quarter mile along the corridor: at intersections, mid-block transit stops, and at other business nodes that are on both sides of the street.
- 8.8 Increase crossing opportunities by adding pedestrian signals at Roosevelt Street and University Drive.
- 8.9 Business and delivery traffic should be directed away from residential streets.
- 8.10 Residents of a mixed-use project and their guests may enter from the residential street (e.g. resident parking only).
- 8.11 Provide appropriate traffic calming measures at strategic pedestrian crossing locations on University Drive.

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**Objective 9: Create a distinct overall residential character ensuring that multi-family and mixed use development is complimentary with residential character.**

***Mixed-Use Guidelines***

Residential and commercial uses located within the development, either horizontal or vertical in form. This may be accomplished on multiple parcels of land with multiple owners, as long as the site is planned and developed as one integrated development. A development may be phased provided that the final built Planned Area Development contains a combination of residential and commercial uses.

- Reasonable scale to the surrounding neighborhood determined by:
- Building heights and required setbacks
- Building massing and breaks in mass similar to adjacent structures or illustrated view corridors
- Neighborhood support for the project
- Illustrated views from development to nearby residences and from nearby residences to development, at the locations and levels which neighbors would see the project.

Encourages alternative modes of transportation (light rail, bus, bicycle or pedestrian) with access to and integration of transit facilities (encouragement by provision of shaded sidewalks within and around the development, shaded transit stop, drinking fountains, bicycle lockers, showers for employees, or other methods).

Uses are not segregated, there is cross access between uses and shared parking opportunities.

Creatively designed developments include any combination of the following:

The site plan or building/s provides for new technologies, diverse amenities, unique design, different materials or other features:

- The site plan or building/s are designed for maximum energy efficiency and minimum environmental impacts (green building concept);
- The development creates a living environment, reflective of a village concept, in which there is the opportunity to live and work in the same development, and the opportunity to learn or play is readily accessible by on-site or nearby facilities;
- The site plan should maximize walking, interaction, shared facilities, and easy access to daily necessities (housing with grocery, post office, medical offices, restaurants, etc.);
- No barrier walls or fences segregating uses within the development (pool uses excluded);
- Shared retention;
- Shared structure;
- Shared refuse;
- Shared recreational amenities (for both residents and employees of commercial uses);
- Shared streets, driveways, parking and sidewalks;
- Other innovative and compatible concepts presented.

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Objective 9: . Create a distinct overall residential character ensuring that multi-family and mixed use development is complimentary with this residential <sp>character.¶



**Strategies:**

- 9.1 Encourage diversity of residential types and design while maintaining an overall residential character.
- 9.2 Encourage innovative and compatible higher density residential such as townhouses and courtyard style development rather than larger scale multi-family complexes.
- 9.3 Vary dwelling sizes and ownership opportunities (e.g., co-op, condo).
- 9.4 Allow flexible development siting arrangements that are neighborhood compatible.
- 9.5 Encourage multi-family proposals that offer varied floor plans and facades.
- 9.6 Limit the number of multi-family units per development entry point.
- 9.7 Encourage compatible colors, textures, window, and roofline treatment of residential projects.
- 9.8 Provide transitions and sensitivity to the redevelopment and heritage preservation of the areas in the eastern portion of the Riverside neighborhood (the alley west of Roosevelt Street).
- 9.9 Preserve historically significant properties that contribute to the area's eclectic mix.

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**Objective 10: Promote live-work opportunities within the area.**

**Strategies:**

- 10.1 Allow mixed-use along Farmer Avenue with shared or private parking structures abutting the railroad easement with the street frontage to include ground-level storefront retail or office use and a maximum of three stories.
- 10.2 Accommodate the establishment of home-based businesses that are compatible with the residential character to encourage adaptive reuse of existing houses and infill.



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**Objective 11: Create a transition from the residential neighborhood to the Tempe Town Lake and Downtown Tempe.**

**Strategies:**

- 11.1 Discourage new development or intensified existing commercial and/or industrial uses from Farmer Street to the Union Pacific Railroad tracks on the north side of First Street.
- 11.2 New development on the north side of First Street should front both Rio Salado Parkway and First Street with neighborhood compatible uses and in pedestrian scale and character along First Street.
- 11.3 Provide pedestrian connections to the Tempe Town Lake and Tempe Beach Park.



- 11.4 Relocate the Field Services and Traffic Engineering Facilities on Rio Salado Parkway to allow for mixed-use at Hardy Drive and commercial at Priest Drive.
- 11.5 Protect nearby residential areas from excessive noise, high volume traffic, and overflow parking from lakeside events.
- 11.6 Increased height density and intensity of use is appropriate along Rio Salado Parkway when massing is stepped down on the First Street face of structures.
- 11.7 Maintain view corridors to the Papago Buttes from Beck Avenue, Hardy Drive, Roosevelt Street, and Farmer Street.
- 11.8 Maintain view corridors to the Hayden Butte from First Street, the Third Street alignment, and Fifth Street.
- 11.9 Extend Farmer Drive as pedestrian-only path/bridge across the Rio Salado Parkway to link neighborhoods to Town Lake.



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**Objective 12: Make transportation improvements within the Rio Salado/Downtown Transition area and ensure integrated transit.**

**Strategies:**

- 12.1 Allow ingress/egress on the south side of Rio Salado Parkway without reducing median landscaping to provide circulation to properties from Rio Salado Parkway and First Street.
- 12.2 Integrate transit stops and bus pull-out shelters into site plans for development along the corridor.
- 12.3 Future renovation of First Street should include landscape and amenities to encourage pedestrian and bicycle use.
- 12.4 Require primary ingress and egress from Rio Salado Parkway to discourage auto traffic into the adjacent neighborhoods.

**Objective 13: Transition land uses and intensities along the Broadway Road between Priest and Mill Avenue and promote infill development on underutilized land.**

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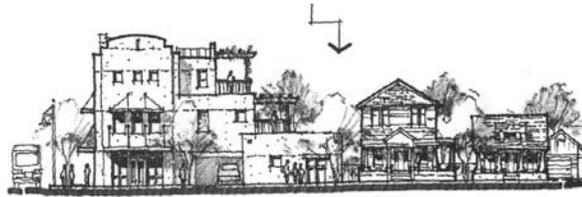
**Strategies:**

- 13.1 Improve the Broadway Road corridor appearance and development quality.
- 13.2 Create small-scale commercial development (through infill, re-use, and redevelopment) that will house businesses that serve neighborhood needs and act as a buffer between homes and corridor's high activity areas.
- 13.3 Create a gateway to Tempe by providing distinctive landscaping, signage, and/or appropriate public art.

Building height should step down to provide a transition to existing residential buildings.



- 13.4 Consider financial incentives to attract neighborhood-serving businesses, including commercial and office uses.
- 13.5 Small scale commercial projects should include pedestrian system linkages to businesses.
- 13.6 Encourage the development of neighborhood professional/personal service-type businesses.



**Objective 14: Strengthen the area's opportunity for live-work type of development patterns.**

**Strategies:**

- 14.1 Consider the neighborhood impacts and mitigate them if necessary (e.g., limited parking and traffic impact) when evaluating employment-type uses.
- 14.2 Provide a safer pedestrian environment by creating shorter pedestrian and bicycle travel distances crossing Broadway Road and clearly defining crosswalks and intersection treatments.
- 14.3 Encourage shared driveways and parking areas between compatible uses.
- 14.4 Integrate transit stops and bus pull-out shelters into site plans for development along the corridor.
- 14.5 Complete pedestrian and bicycle amenities along the length of Broadway Road by installing eight-foot sidewalks, landscaping where possible, infill missing sidewalks, and bike lanes.

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## Neighborhoods Element

*Vision:* The *Vision* expressed by the NWTCP Neighborhoods Element is create a strong, aesthetically-pleasing residential area that is served by neighborhood commercial and services that meet area needs.

Within the NWTCP area the following are the neighborhoods:

<u>Lindon Park</u>	<u>Sunset</u>
<u>Riverside</u>	<u>Gililand</u>
<u>Mitchell Park West</u>	<u>Mitchell Park East</u>
<u>Maple Ash</u>	<u>Holdeman</u>
<u>Marilyn Ann</u>	<u>Clark Park</u>

The NWTCP Neighborhoods Element intent is to:

- Preserve and improve the physical, social, and economic health of the NWTCP neighborhoods; and
- Enhance the quality of life of residents by protecting the unique character of neighborhoods within the NWTCP area.

**Objective 1: Protect and enhance the neighborhoods by improving property maintenance and management through effective and proactive enforcement of City codes and ordinances.**

### Strategies:

- 1.1 Educate citizens about code enforcement through multiple media including the City website, City cable channel, brochures and neighborhood presentations.
- 1.2 Consider appointing a City ombudsman as a single point of contact for multiple departmental violations.
- 1.3 Streamline violation correction procedures.
- 1.4 Consider staffing a code enforcement program that identifies officers per population or violation density and not based on geographic area.
- 1.5 Develop a "neighborhood pride" program, providing incentives and funding for neighborhood beautification and conservation.
- 1.6 Conduct an annual grace day that may be tied with neighborhood clean-up days coupled with neighborhood walk throughs to educate and assist property owners/renters with maintenance code requirements.
- 1.7 Provide assistance to elderly, low income residents, or people with disabilities who are in violation.
- 1.8 Encourage community participation in City of Tempe neighborhood and maintenance programs.

*"Neighborhood: A physical setting with perceivable edges and characteristics that can be felt upon entering or leaving. It is the shared setting of which each structure is a feature. It is the transitional space between one's home and the broader community."*

*Vernon D. Swaback  
Designing The Future*

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Objective 2: Minimize the impact of downtown development on the surrounding neighborhoods.

Strategies:

2.1 Limit height on the south side of University Drive within the Northwest Tempe Planning Area.



## NWTCP Housing Element

**Vision:** The NWTCP *Housing Element* encourages the development of a broad range of housing opportunities with an overall increase in owner-occupied housing rates. The Element encourages appropriate infill and redevelopment that blends with the character and scale of existing housing stock.

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The NWTCP Housing Element intent is to:

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- Ensure preservation of the area's residential character while allowing new and redeveloped housing that compliments the existing character and provides a range of housing opportunities.

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**Objective 1: Promote increased home ownership opportunities and decrease the overall percentage of rental housing.**

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### Strategies:

- 1.1 Encourage the transition of apartment complexes to owner-occupied housing such as condominiums.
- 1.2 Encourage re-use of rental property for owner-occupied housing.
- 1.3 Explore incentives (e.g., down payment assistance) to encourage more owner-occupied housing vs. rental properties.

**Objective 2: Provide opportunities for a mix of household types and income levels.**

### Strategies:

- 2.1 Encourage family-oriented housing types by creating residential areas with outdoor activity areas, safe pathway/access to parks and useable open space.
- 2.2 Retain neighborhood schools.
- 2.3 Identify and develop areas for small parks where none are currently available.
- 2.4 Encourage new housing development to address the need for units that are affordable for low to moderate income families. Monitor the overall area balance of housing types and prices that are created and maintained.
- 2.5 Support housing for special needs population such as people with disabilities and elderly.

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## CHAPTER II CONSERVATION + RESOURCES

The Conservation & Resource Chapter includes issues related to environmental protection and enhancement within the area.

### NWTCP Conservation Element

**Vision:** The NWTCP *Conservation Element* encourages the sustainability of natural resources (water, air, land) while ensuring that all development is sensitive to Arizona’s climate. The NWTCP area wants to be a recognized leader in innovative neighborhood planning techniques that work to reduce the heat island and automobile dependence.

The NWTCP Conservation Element intent is to:

- Present strategies that result in the improvement of the area’s quality of life, improvement of air quality, reduction of noise, reduction in vehicles miles traveled, and increase of overall area sustainability.

**Objective 1: Incorporate resource and energy savings into the architecture, construction, and siting of structures.**

#### Strategies:

- 1.1. Offer incentives for sustainable building methods including energy-conserving site planning and construction.
- 1.2. Orient buildings to maximize natural light and minimize western exposures.
- 1.3. Protect solar access without jeopardizing opportunities to provide shade.
- 1.4. Use proper shading devices such as awnings for windows with western exposures.
- 1.5. Utilize reflective materials in construction.
- 1.6. Alternatives to asphalt paving should be encouraged, wherever possible (e.g., porous or reflective hardscape).
- 1.7. Utilize long-term investment (long life) materials (lifecycle analysis).
- 1.8. Set goals and monitor resource/energy use indicators and inform residents regarding usage.
- 1.9. Encourage homeowners to use low-cost energy/water conservation programs (e.g., landscaping, weatherizing) available through the City.
- 1.10. Require LEED certified buildings whenever there is an opportunity through the entitlement process.

#### Sustainable Development: A Summary of Best Practices

- Build more compactly
- Mix uses
- Conserve natural systems
- Recycle land and buildings
- Connect to adjoining development
- Contribute to local economic and social advancement
- Be mindful of successive uses
- Design for walking, cycling and transit use
- Incorporate facilities and amenities that build community
- Make distinctive places
- Design a low-energy building shell
- Use energy-efficient mechanical systems
- Tap solar energy
- Employ low-energy lighting
- Reduce and reuse construction materials
- Select environmentally friendly materials
- Use products created locally and regionally
- Create structures for long-term utility
- Use permeable surface materials to recharge groundwater and reduce storm water runoff
- Develop performance standards for sustainable development
- Promote green building codes
- Develop programs of public education about sustainable development

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- 1.11 Institute "energy harvesting" program (e.g., photovoltaic and/or stirling engines for electric power production).
- 1.12 All municipal buildings should be LEED rated silver or higher.

**Objective 2: Preserve the health of the planning area by mitigating area noise and the impacts of expanding operations at Phoenix Sky Harbor International Airport as well as the transportation corridors.**

**Strategies:**

- 2.1 Monitor flight patterns for compliance with existing intergovernmental agreements.
- 2.2 Identify noise corridors and develop standards for new buildings to mitigate noise from auto, air, and train traffic; focus on areas with significant increases in noise due to congestion, expansion and high density.
- 2.3 Establish a quiet neighborhood zone by implementing a train whistle ban.
- 2.4 Implement a ban or other tools regarding switching rail cars in or near residential areas.

**Objective 3: Assure that increases or decreases in density or intensity are appropriate to the neighborhood character and community goals.**

**Strategies:**

- 3.1 Zoning changes must be consistent and align with the NWTCP.
- 3.2 Evaluate proposed development density, intensity and scale for impacts and contributions to the neighborhoods per the NWTCP.
- 3.3 Assess development proposals as they relate to the built-environment and streetscape context.
- 3.4 Ensure that infill and redevelopment projects are compatible with the existing neighborhood context by evaluating surrounding areas for design direction and providing appropriate transitions.
- 3.5 Encourage neighborhood compatibility and project creativity while maintaining height standards.

**Guideline**

Select trees based on growth characteristics and site conditions, considering available space, overhead clearance, soil conditions, exposure, and desired color and appearance.

- ✓ Provide a broad canopy where shade is desirable.
- ✓ Use narrow or columnar trees where awnings or other building features limit growth, or where greater visibility is desired between buildings and the street for crime prevention.
- ✓ Avoid using trees that are susceptible to insect damage and avoid pollen-producing species.
- ✓ Select trees that are well adapted to the environment, including soil, wind, sun exposure and exhaust.

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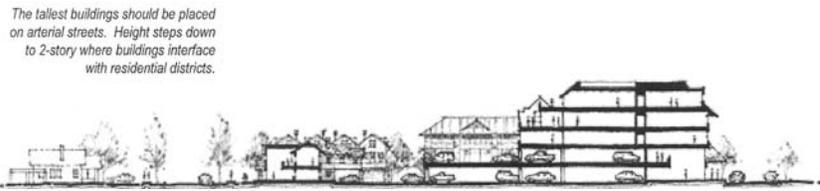
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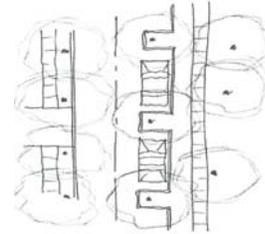


Objective 4: Promote landscape materials (compatible with Arizona's climate) for all types of developments and streets that improve aesthetics and livability.

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Strategies:

- 4.1 Provide landscaping along streets for aesthetics and cooling to mitigate the urban heat island effect.
- 4.2 Plant trees strategically: to shade sidewalks, pedestrian crossings and shared use streetscape areas (sidewalk cafes, etc.); as framing elements for business entrances; and to create a processional character on the street.
- 4.3 Increase, maintain, and replace street trees to provide a canopy for pedestrian shade and increase streetscape plantings, including infill of gaps between existing vegetation.
- 4.4 Plant trees strategically to shade buildings and reduce energy consumption of buildings.
- 4.5 Encourage shade during the hottest hours of the day along all walkways.
- 4.6 Use landscaping appropriate to the availability of flood irrigation or use low-water use methods and landscaping.
- 4.7 Distribute information on xeriscape installation and upkeep on non-irrigated areas.
- 4.8 Promote and encourage property owners to utilize the City's grant program to plant more approved varieties of trees, shrubs, and groundcover throughout the area.
- 4.9 Use landscape design elements that pull diverse forms and multiple ownership buildings together and maintain the unified residential character.
- 4.10 Maintain or create an arbor-like quality in streetscapes and common areas by planting trees near walkways including in the City's right-of-way and ensuring that the right-of-way can support this type of streetscape treatment.
- 4.11 Encourage more outdoor living areas, whether shared or individual, for all ages of residents (including safe child play areas).
- 4.12 Soften the scale and enhance architectural style of buildings with project landscaping, foundation plantings, and entry plantings.
- 4.13 Embellish entryways with special paving and accent plant materials.
- 4.14 Include other amenities such as a small water features or sculptures in landscape plans.
- 4.15 Plant trees in surface parking lots and arrange parking to maximize shade on vehicles.
- 4.16 Promote the use of permeable and/or reflective hardscape where appropriate as well as other means of underground water retention.



Parallel on-street parking with tree grates. Trees shade sidewalk and street.

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- 4.17 Vertical "living walls" (trellis, vine-covered fences) are preferable to materials that absorb and reflect heat.
- 4.18 ~~Maintain areas currently using flood irrigation due to the historic significance, neighborhood character potential and its positive impact on area cooling.~~ Irrigation infrastructure, such as pipes, canals, gates, standpipes, berms, etc. shall not be realigned, changed, or otherwise impinged without public notification, review and study analysis/plan completed.
- 4.19 Sites that are located outside flood irrigation zones should be landscaped with water use sensitivity.
- 4.20 Dead trees and shrubs should be promptly replaced and code enforcement enhanced.
- 4.21 For street trees, it is recommended that at least three species be selected to accommodate varying watering conditions, varying space available; and to avoid potential horticultural problems associated with a single species. This can mean selecting a primary shade tree, a secondary columnar tree, and an accent tree species for each street. Trees should be supplemented by a combination of both evergreen and flowering shrubs, accents and groundcovers as conditions permit. Varieties may be selected from the current Arizona Department of Water Resources Low Water Use Plant List. However, for areas receiving flood irrigation, attention must be paid to a specific species' sensitivity to over-watering.

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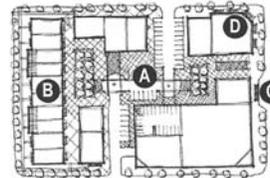
- 4.22 ~~Maintenance of trees and other landscaping within the City right-of-way.~~
- 4.23 ~~Maintenance of trees and landscaping on private property shall be the responsibility of the private property owner.~~
- 4.24 Establish a City program to assist private property owners who qualify with tree removal and replacement.

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**Objective 5: Provide private common areas and amenities for multi-family developments away from the street.**

**Strategies:**

- 5.1 Enhance entryways to individual units through landscaping and courtyards.
- 5.2 Incorporate project amenities/facilities, such as community mailbox units, pay phones, storage, and laundry facilities in a well-planned landscaped design.
- 5.3 Incorporate common turf areas for children's play and barbecues in appropriate family-oriented developments.
- 5.4 Provide walled enclosures for refuse containers and uncontained trash.
- 5.5 Incorporate trees along all pedestrian ways.



**A** Parking is mid-block to discourage inappropriate traffic through neighborhood.  
**B** Rowhouses with porches on the street reflect character and scale of a residential district.  
**C** Transit is convenient to walkways and integrated in the development.  
**D** Massing and scale increases along arterial streets.



- 5.6 Provide pedestrian links between these amenities and surrounding nodes and pedestrian ways.

|



## CHAPTER II TRANSPORTATION

The Transportation Chapter includes issues related to moving people, goods, and services throughout the NWTCP area.

### NWTCP Transportation Element

**Vision:** The NWTCP *Transportation Element* is to encourages the link between transportation and land use planning by enhancing multi-modal (auto, transit, bicycle, and pedestrian) transportation methods within and between the neighborhoods, while discouraging through traffic by diverting it onto regional roadways.

The NWTCP Transportation Element intent is to:

- Present strategies that promote multi-modal transportation and discourage auto orientation.

**Objective 1: Minimize neighborhood impacts by sensitively moving traffic through the neighborhood while minimizing congestion.**

#### Strategies:

- 1.1 Eliminate commercial (business and delivery) traffic through residential areas by establishing truck delivery routes away from neighborhoods, providing way finding signage and using enforcement mechanisms.
- 1.2 Continue to explore and implement traffic calming techniques and solutions to minimize the impacts of traffic on the neighborhoods.
- 1.3 Utilize proactive measures to optimize traffic flows on Rio Salado Parkway and Priest Drive and to discourage cut through traffic in the neighborhoods.
- 1.4 Specifically implement left hand turns from southbound Priest Drive to eastbound Rio Salado Parkway.
- 1.5 In areas where intensified development is expected, create small urban blocks and provide alternative alley access points to enhance circulation.
- 1.6 Creatively explore with the neighborhood techniques for minimizing congestion other than street widening.
- 1.7 Work with existing right-of-way to maximize the presence of travel lanes, landscape buffers, street trees, ADA sidewalks, and either bike lanes or on-street parking as appropriate.
- 1.8 Utilize noise mitigation efforts (such as block walls on the east side of Priest Drive) as necessary.

#### Ways to Reduce the Impact of Individual Vehicular Trips

1. Car and van pooling
2. Strategic scheduling to lessen traffic during peak demand
3. Delivery systems that distribute goods and services more efficiently than individual back-and-forth trips
4. Teleconferencing, telemedicine, and telecommuting, in which one "travels" with zero bulk at the speed of light
5. A redesign of the present automobile, including its size, guidance systems, and fuel source
6. More compact, interrelated land use patterns with provisions that make walking or riding a bicycle a viable option
7. Going beyond the automobile to the use of public transit

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- 1.9 Redesign Priest Drive so that it has a uniform number of lanes without negatively impacting the adjacent residential area.
- 1.10 Design and construct a traffic calming and pedestrian streetscape on Hardy Drive.

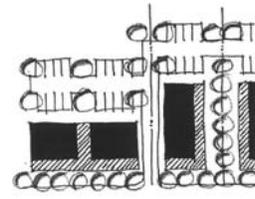
- 1.11 Improve Beck Avenue, Roosevelt Street, and Farmer Street as north-south pedestrian corridors.
- 1.12 Business and delivery traffic must not use residential streets.
- 1.13 Make non-automotive transport the preferred and funded mode of transportation.
- 1.14 Work with the neighborhood to minimize negative impacts of transportation projects.
- 1.15 Encourage planning and development to be consistent with the City's street classification system, including the designation of Transit Street and Green Streets (see *Tempe Circulation Master Plan*).

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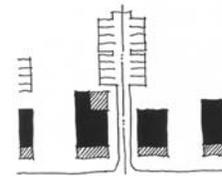
**Objective 2: Address parking issues to ensure adequate parking in the appropriate areas.**

**Strategies:**

- 2.1 Provide parking underground or at the rear, side or interior of the development, with access from paved alleys or shared parking where possible.
- 2.2 Reduce parking requirement where transit access is most available.
- 2.3 Provide adequate street and alley access to residential parking.
- 2.4 Provide on-street parking whenever possible.
- 2.5 Allow occupant/guest on-street parking where possible.
- 2.6 Design parking lots to place less emphasis on vehicles, to decrease the amount of pavement, and provide greater visual interest such as landscaping.
- 2.7 Complete and pave any streets or alleys that serve as primary access routes to resident parking.
- 2.8 If shared parking is not utilized, each development must provide 100% of ordinance-required parking.
- 2.9 Eliminate event parking on private property and unpaved lots within the area through better code enforcement.
- 2.10 Require event holders to provide adequate transportation or off-street parking outside of the Northwest Tempe area.
- 2.11 Ensure curbing that is accessible for the elderly and handicapped.
- 2.12 Provide off-street parking at the side or rear of buildings rather than the front.



Series of connected parking areas.



Shared drive with shared parking.

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2.13 Discourage the use of parking as a buffer adjacent to residential areas and reduce the amount of parking in neighborhoods by using residential permit parking.

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2.14 Provide safe bike and pedestrian connections and paths from the university to neighboring areas while reducing auto connections.

**Objective 3: Promote and accommodate multi-modal transportation opportunities to reduce automobile dependence.**

**Strategies:**

3.1 Enhance pedestrian and bicycle connections between neighborhoods, especially across University Drive.

3.2 Provide safe pedestrian and bicycle travel by making crossings highly visible to motorists with pavement treatments, signage, and other design treatments.

3.3 Provide pedestrian crossing bulb-outs to prevent cars from parking at the corners, make pedestrians more visible beyond parked cars and lessen the crossing distance only where it does not interfere with bicycle lanes.

3.4 Provide direct access to buildings for transit riders, pedestrians, and bicyclists.

3.5 Create pedestrian orientation where buildings can be accessed directly and comfortably from the sidewalk while mitigating traffic impacts.

3.6 Provide safe and clearly defined bicycle lanes along Fifth Street, Thirteenth Street, Hardy Drive, University Drive, and Roosevelt Street between Thirteenth Street and Broadway Road. Provide bike lanes on Broadway Road, Priest Drive, and Mill Avenue.

3.7 Provide secure bicycle storage at designated bus stops to promote bike and bus commuting.

3.8 Locate bus shelters near compatible businesses and high density housing.

3.9 Design bus shelters that are compatible with the design character of the surrounding neighborhood and will serve as public art pieces.

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3.10 Maintain direct access to Downtown Tempe for pedestrians, bicyclists, local transit, fire, emergency and city service vehicles, but indirect access for autos.

3.11 Expand the Flash circulator throughout the area.

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3.12 Encourage businesses to implement transportation management plans for their employees as part of the development approval process.



**Objective 4: Improve the appearance and usage of alleys throughout the area.**

**Strategies:**

- 4.1 Pave alleys with stabilized decomposed granite or other reflective or porous paving material.
- 4.2 Evaluate alley improvements to beautify and increase the safety of alleys through landscaping and other means.

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**Objective 5: Ensure smooth, efficient traffic movement through the area.**

**Strategies:**

- 5.1 Realign (straighten) First Street to remove the jog between Farmer and Ash Avenues to more adequately serve Downtown Tempe.
- 5.2 Provide a signaled pedestrian crossing (at the end of Farmer Avenue) over the realigned Rio Salado Parkway.
- 5.3 Provide neighborhood access to Tempe Beach Park.
- 5.4 Implement a street design for both First Street and Farmer Avenue north of Fifth Street that accommodates the area and Downtown business transportation and delivery needs.
- 5.5 Improve Beck and Roosevelt Streets as a north-south pedestrian corridor to major arterials and regional transit.
- 5.6 Complete local street alignments from Sixth Street to University Drive.
- 5.7 Complete Seventh Street just west of Roosevelt Street.

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5.5 . Encourage private east-west streets north of First Street and south of Rio Salado Parkway to enable smaller scale development. ¶

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**Objective 6: Create pedestrian and bicycle paths that link the area to regional transit and other destinations as well as neighborhood parks.**

**Strategies:**

- 6.1 Create multi-use paths along the railroad right-of-way.
- 6.2 Create bike and pedestrian access from First Street to Rio Salado Parkway at Farmer Avenue, Roosevelt Street, Beck Avenue and Hardy Drive.
- 6.3 Provide direct access from the neighborhood to the Town Lake and Rio Salado Parkway recreation areas through land north of Rio Salado Parkway to accommodate auto, pedestrians, bicycles, and boat launching.
- 6.4 Improve walking/cycling connections to existing re-use (e.g., Mitchell School) and new neighborhood open spaces.

Deleted: 6.5 . Develop a small park on Third Street west of Beck Avenue. ¶



## CHAPTER II OPEN SPACE, RECREATIONAL + CULTURAL RESOURCES

The Open Space, Recreational + Cultural Resources Chapter includes issues related to enhancing the neighborhood through open space, creating more recreational opportunities and enhancing cultural resources throughout the NWTCP area.

### NWTCP Open Space Element

**Vision:** The NWTCP *Open Space Element* is to enhance designated, available open spaces through improvements and connections.

The NWTCP Open Space Element intent is to:

- Present strategies to protect existing and create new areas that provide a respite from the urbanization of Tempe.

**Objective 1: Develop a cohesive, comprehensive network of paths to activity nodes and open spaces.**

#### Strategies:

- 1.1 Connect open space with multi-purpose pathway links.
- 1.2 Provide amenities such as benches, drinking water, and shade along open space connecting routes and activity nodes.
- 1.3 Use the Neighborhood Grant Program to implement a comprehensive network of paths throughout the Northwest Tempe Community area and neighborhoods.
- 1.4 Develop guidelines and/or public easements for use of private space for shared public open space.
- 1.5 Work with prospective developers to create amenities of mutual benefit to the community and the development and explore ways to partner efforts.
- 1.6 Identify, develop and maintain pocket park and community garden opportunities throughout the area.
- 1.7 Develop procedures to encourage the conversion and maintenance of abandoned private space or vacant public space to park use (e.g., Farmer Avenue and the railroad and Broadway Road and Thirteenth Street).
- 1.8 Acquire land to build pocket parks with children play area, seating, water fountain, grass, shade trees, and/or picnic table that will serve areas of intense residential development within a quarter mile in any direction.
- 1.9 Improve access to and use of public school grounds and facilities.



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- 1.10 Work with the school district to redesign school facilities to improve visibility, lighting, accessibility, and signage/directional information to create a more enjoyable park-like environment.
- 1.11 Develop a small park on Wilson Street at the Third Street alignment.

**Objective 2: Ensure adequate parks and recreational facilities throughout the area and enhance utilization.**

**Strategies:**

- ~~2.1~~ Obtain utilization of the railroad right-of-way for a linear path between Thirteenth Street and Broadway Road.

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## **NWTCP Recreational Element**

*Vision:* The NWTCP *Recreational Element* is to preserve and create new opportunities to enjoy art and cultural activities within the area.

The NWTCP Recreational Element intent is to:

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- Present strategies that encourage an active, healthy lifestyle by providing recreational opportunities within the area.

**Objective 1: Encourage better use of the Tempe Elementary School District facilities in the area.**

### **Strategies:**

- 1.1 Provide either City of Tempe Kid Zone or Teen Zone programs on all public school campuses (as age appropriate).
- 1.2 Work with the School District to establish regularly scheduled community events at the schools.
- 1.3 Encourage partnerships between neighborhood associations and school organizations such as Parent Teacher Associations, Parent Teacher Organizations, and Booster Clubs.

1.4 Develop master plans for Clark and Mitchell Parks.



## NWTCP Cultural Resources Element

**Vision:** The NWTCP *Cultural Resources Element* is to preserve and create new opportunities to enjoy art and cultural activities within the area.

The NWTCP Cultural Resources Element intent is to:

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- Present strategies to provide access to visual and performing art as well as cultural amenities and facilities.

**Objective 1: Develop public art opportunities in public spaces such as streetscapes, parks, and schools.**

### Strategies:

- 1.1 Support the Art in Transit Master Plan that provides policies for integrating public art in the City's transit and transportation system.
- 1.2 Establish a theme for neighborhood identification through art opportunities and functional equipment such as street lights, traffic signals, bus shelters, and sidewalks.
- 1.3 Incorporate public art at major entry areas into the Northwest Tempe area such as Fifth Street at Priest Drive and Farmer Avenue; on Hardy Drive at Broadway Road and Rio Salado Parkway in addition to a central art project at University and Hardy Drives.
- 1.4 Include public art in all parks and make it usable whenever possible (e.g., seating, lighting, play structures, or bike parking).
- 1.5 Maximize the amount of open space incorporated into projects.

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## CHAPTER II PUBLIC FACILITIES + SERVICES

The Public Facilities + Services Chapter identifies existing and proposed public facilities and services to support the area.

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### NWTCP Public Services Element

**Vision:** The NWTCP *Public Services Element* is to identify improvements to public facilities and services that will enhance the community.

The NWTCP Public Services Element intent is to:

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- Present strategies to provide enhanced facilities that serve the neighborhood and utilize available facilities more effectively.

**Objective 1: Work with public utilities to ensure good service and neighborhood character compatibility.**

#### Strategies:

- 1.1 Work to place all utility lines underground.
- 1.2 Upgrade electric facilities in neighborhoods to comply with design standards.
- 1.3 Identify irrigation boxes with opportunities for public art, seating, or shades to maximize environmental aesthetics.
- 1.4 Negotiate in utility market for neighborhood purchase of green power at the best rates.
- 1.5 Consider area-wide or district cooling to maximize energy efficiency and cost effectiveness.

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**Objective 2: Provide adequate street amenities that are compatible with the area's design character and that public safety needs are met.**

#### Strategies:

- 2.1 Increase bicycle police presence.
- 2.2 Select and install a neighborhood lamp style that provides both street and pedestrian lighting.



## APPENDIX A

### Summary of Public Participation Plan

The Northwest Tempe area has a long history of citizen-driven planning efforts. Following is a brief summary of this history.

August 1996	Riverside/Sunset Strategic Plan process began through neighborhood sponsored by City of Tempe, Rio Salado Architecture Foundation, AIA Rio Salado Arizona, and Riverside/Sunset Neighborhood Associations. The effort was facilitated by AIA Rio Salado Arizona and funded by the City of Tempe.
November 1996	Final event of the process was an urban design charrette
December 1997	General Plan 2020 adopted by the City
November 1998	Adopted by City Council the resident-driven planning effort with the assistance of NewTowN, developed a Strategic Plan for the remaining eight neighborhoods in the area.
February 1999	Tempe City Council officially designated two Preservation/Redevelopment Study Areas
November 1999	DRAFT Northwest Tempe Neighborhoods Joint Strategic Plan kick off meeting for the Specific Area Plan
December 1999	City Council formed a citizen committee known as the Planning Area Advisory Board (PAAB) to review development proposals and provide input for the SAP's development and guide the process
Dec 1999 – June 2000	City staff produced a series of 6 public workshops to inform the communities in the area of the issues related to sound and effective planning and to gather public input on stakeholder desires and preferences relative to preservation/development redevelopment for Northwest Tempe
October 2001	DRAFT Specific Area Plan to PAAB members and staff for preliminary review
March 2002	Discontinuation of the PAAB
April – June 2002	Review of the current state of the Northwest Tempe Specific Area planning process was initiated and a series of recommendations for completing the process were developed
June 13, 2002	Northwest Tempe Specific Area Plan completed for public distribution



June 13 & 15, 2002	Residents participated in six facilitated neighborhood meetings to discuss the public comment process and receive the Northwest Tempe Specific Area Plan document
September 2002	Community Plan Review Meetings held
November 2002	Announcement that the plan is put on hold and will be re-evaluated in conjunction with the Tempe General Plan process
November 2003	City Council authorized funding to hire a consultant
Nov. 2003 – June 2004	Neighborhood Advisory Committee (NAC) and staff developed a scope of work and solicited consultant assistance
December 2004	General Plan adopted by City Council
May 2004	Tempe General Plan 2030 was ratified by the Tempe voters
February 2005	NWTCP process kick off event began
February 20, 2005	Zoning Development Code adopted by the City Council
October 2005	NWTCP First Draft Review
<u>March 2007</u>	<u><a href="#">NWTCP Community Workshops</a></u>
<u>May 2007</u>	<u><a href="#">NWTCP Community Workshops</a></u>



## APPENDIX B

### Summary of Resources

The following resources were used as reference in the development of the NWTCP.

*Northwest Tempe Community Plan Open House Meeting Summary Notes*; Partners for Strategic Action, Inc.; February 23, 2005.

*Northwest Tempe Community Plan Focus Group Meeting Summary Notes*; Partners for Strategic Action, Inc.; March 8, March 9 and March 22, 2005.

*Tempe Zoning & Development Code*; City of Tempe; Adopted January 20, 2005.

*Northwest Tempe Neighborhoods Strategic Plan Implementation Plan Matrix Draft*; October 3, 2004.

*Tempe General Plan 2030*. City of Tempe; Adopted December 4, 2003.

*Northwest Tempe Specific Area Plan: Action Items*; June 4, 2002.

*City Council Issue Review Session Minutes*; June 6, 2002.

*Community Design and Development Division of Development Services Memorandum to Mayor and City Council*; June 6, 2002.

*Northwest Tempe Specific Area Plan Draft*; City of Tempe; June 13, 2002.

*Northwest Tempe Design Guidelines*; City of Tempe.

*Northwest Tempe Specific Area Plan: First Draft Public Comments*; June 13, 2002.

*Northwest Tempe Specific Area Plan Second Draft*; City of Tempe; June 30, 2003.

*Northwest Tempe Specific Area Plan Community Meeting Summary Notes*; L.L. Decker & Associates, Inc.; June 2002.

*Northwest Tempe Specific Area Plan Phone Conversations Summary*; June 2002.

*Riverside-Sunset Strategic Plan: 1997-2001 Completed Items Summary*; June 2002.

*Outreach Strategic for Northwest Tempe Specific Area Plan; Development Services*; May 1, 2002.

*Northwest Tempe Neighborhoods Joint Strategic Plan: 1999-2004*; City of Tempe Development Services, Neighborhood Planning and Urban Design, Northwest Tempe Neighborhoods CDC; Draft November 1999.

*Design Charrette: Infill Development in Historic Neighborhoods*; NewTowN Community Development Corporation; March 1999.

*City of Tempe Neighborhood Survey Prepared for Tempe Neighborhoods Tomorrow*; The Summit Group; 1999.

*NewTowN Design Project Process Report*; Northwest Tempe Neighborhoods Community Development Corporation (NewTowN) and Venture Catalyst; 1998.



*Riverside/Sunset Neighborhoods Strategic Plan: 1997-2001.*

*Riverside Sunset Neighborhoods Urban Design Project Report; Created by RSNA in partnership with The Rio Salado Chapter of the American Institute of Architects; September – November 1996.*

*Riverside/Sunset Neighborhoods 26 Projects to be Included in A Specific Plan: The Conclusion of an Urban Design Charrette; AIA (Rio Salado Chapter with Riverside/Sunset Neighborhood Associations; November 1996.*

[\*Maple Ash Neighborhood Plan, 1995\*](#)



The following land use categories reflect preferences for *how land is used*; they identify where people live, learn, work, or recreate.

#### A. NWTCP General Plan 2030 Land Use Categories

Following are the *General Plan 2030* land use definitions for the NWTCP area and neighborhoods. For a complete list of all land use categories in the *Tempe General Plan 2030* refer to the plan document starting on page 65. (See Figure 2.1, *Tempe General Plan 2030* NWTCP Land Use Plan).

The following paragraphs also describe the residential characteristics that define more specifically how land is used to live for different residential housing types. This includes concepts of density and building intensity. (Dwelling units per acre are shown as du/ac.) These characteristics reflect residential use within the next 25 years. These categories may or may not conform to the property's zoning, because land use reflects how the land is used, while zoning dictates what is allowed within the designated zoning district. It is important that the City of Tempe *Zoning and Development Code* be referenced with regard to the zoning of a property. The following categories generally reflect *how land is used for daily living*.

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## Figure 2.1, *Tempe General Plan 2030* NWTCP Land Use Plan

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### Residential (live)

Land that is used primarily for living: sleeping, cooking, and other daily activities conducted in a dwelling. This category includes many types of housing, such as single-family (detached and attached), multi-family, and group homes.

#### Low to Moderate Density (up to 9 du/ac)

Low to moderate density is residential use with up to nine dwelling units per acre. These properties have animal restrictions and have limited outdoor recreation and gardening opportunities. The homes are typically detached but may be attached and are one or two stories. Through lot size and block configuration, residents are given more opportunity for interaction with neighbors.

#### Medium Density (up to 15 du/ac)

Medium density is residential use with up to 15 dwelling units per acre. These compact residences have limited private outdoor space and may rely on shared or common open space for recreation. Residences may be part of a mixed-use development or may have access to nearby open space or other amenities. The proximity to amenities and configuration

*"Dull, inert cities contain the seeds of their own destruction and little else. But lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves."*

*The Death and Life of Great American Cities*  
Jane Jacobs

of residences encourages resident interaction. Homes may be detached or attached and may be multi-story or have stacked residences. This level of intensity should promote a village environment with easy access to goods and services, business, and recreation.

**Medium to High Density (up to 25 du/ac)**

Medium to high density is residential use with up to 25 dwelling units per acre. These compact residences have limited private outdoor space, and may rely on shared or common open space for recreation. These residences may be part of a mixed-use development, or may have access to nearby open space or other amenities. The proximity to amenities and configuration of residences encourages resident interaction. These residences are attached, may be multi-story, and have stacked residences. This level of intensity should promote a village environment with easy access to goods and services, businesses, and recreation.

**Cultural Resource Area (existing density allowed by zoning on December 4, 2003)**

Areas identified on the *Tempe General Plan 2030*, which are considered culturally significant to the character of Tempe based on the *2001 Post World War II Subdivision Study*. It is desirable to maintain the character of these areas. The underlying zoning should remain the highest appropriate density for these areas. These areas are shown as Cultural Resource Areas, with a projected density to match the zoning at the time the General Plan is adopted.

**Commercial (work)**

Land that is used primarily for working: the full range of commercial, including retail, service, light industrial and medical uses. This category includes many types of buildings including offices, restaurants, regional and neighborhood retail, and private and charter schools.

**Mixed-Use (live/work)**

Land used for a mixture of residential and commercial uses. This category encourages creatively designed developments which create a living environment, reflective of an urban village concept (see definitions in design guidelines), in which there is the opportunity to live, work, and recreate in the same development or within the area. Basic criteria for development include reasonable scale to the surrounding neighborhood, encouragement of alternative modes of transportation (such as bicycling and walking), and a well-conceived plan with access to and integration of transit facilities.

**Educational (learn)**

<p><b>Checklist for Successful Mixed-Use Site Development</b></p> <ul style="list-style-type: none"> <li>✓ Are the uses complimentary?</li> <li>✓ Are the uses located within convenient walking distances of each other?</li> <li>✓ Are the uses linked by sidewalks or paved paths?</li> <li>✓ Do the buildings fit with and compliment each other?</li> <li>✓ Do the uses create activity at different times of the day?</li> <li>✓ Is parking kept out of the pedestrian's path of travel?</li> <li>✓ Do the uses support one another economically?</li> </ul> <p>Source: <i>A Guide to Land use and Public Transportation, Volume II: Applying the Concepts</i>, The Snohomish County Transportation Authority</p>
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This category includes land that is used for primary, secondary, or graduate education including public schools and Arizona State University and public community colleges. This category does not include private and charter schools, or facilities used for recreational classes or where education is secondary to another main use, such as commercial or residential.

**Public Open Space (play)**

Land which can be assessed or viewed by the public which is primarily used for outdoor recreation, events, preservation of natural resources or promotion of public health, safety and well-being. This includes the following public facilities: parks, plazas, golf courses, and retention basins.

**Public Recreation/Cultural (play)**

Land primarily used for active or passive recreation or cultural activities which do not qualify as open space due to significant site infrastructure such as a multi-generational center, library, arts center, or museum.

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As shown on Figure 2.2 the NWTCP Future Land Use Plan reflects the *Tempe General Plan 2030*. The NWTCP is consistent with these land use designations. However, within the NWTCP Design Element there are eight distinct "Character Areas" that further define how the area should develop in order to maintain the uniqueness.

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**Figure 2.2 Northwest Tempe Community Plan – Future Land Use Plan**

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**Neighborhoods Element**

**Vision:** The *Vision* expressed by the NWTCP Neighborhoods Element is create a strong, aesthetically-pleasing residential area that is served by neighborhood commercial and services that meet the area needs.

Within the NWTCP area the following are the neighborhoods:

*"Neighborhood: A physical setting with perceivable edges and characteristics that can be felt upon entering or leaving. It is the shared setting of which each structure is a feature. It is the transitional space between one's home and the broader community."*

*Vernon D. Swaback  
Designing The Future*

Lindon Park  
Riverside  
Mitchell Park West  
Maple Ash  
Marilyn Ann

Sunset  
Gililand  
Mitchell Park East  
Holdeman  
Clark Park

The intent of the NWTCP Neighborhoods Element is to:

Preserve and improve the physical, social, and economic health of the NWTCP neighborhoods; and

Enhance the quality of life of residents by protecting the unique character of neighborhoods within the NWTCP area.

**Objective 1: Protect and enhance the neighborhoods by Improving property maintenance and management through effective and proactive enforcement of City codes and ordinances.**

**Strategies:**

- 1.1 Educate citizens about code enforcement through multiple media including the City website, City cable channel, brochures and neighborhood presentations.
- 1.2 Consider appointing a City ombudsman as a single point of contact for multiple departmental violations.
- 1.3 Streamline violation correction procedures.
- 1.4 Consider staffing a code enforcement program that identifies officers per population or violation density and not based on geographic area.
- 1.5 Develop a "neighborhood pride" program, providing incentives and funding for neighborhood beautification and conservation.
- 1.6 Conduct an annual "grace day" (maybe tied with neighborhood clean-up days) with neighborhood walk throughs to educate and assist property owners/renters with maintenance code requirements.
- 1.7 Provide assistance to elderly, low income residents, or people with disabilities who are in violation.
- 1.8 Encourage community participation in City of Tempe neighborhood and maintenance programs.

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**Objective 2: Minimize the impact of downtown development on the surrounding neighborhoods.**

**Strategies:**

- 2.1 Limit height on the south side of University Drive.