

MEMORANDUM

To: Jeff Kulaga, Assistant City Manager
Elizabeth Thomas; Neighborhood Services Specialist
Shauna Warner, Neighborhood Services Director

From: Peggy Fiandaca, PSA

Date: September 29, 2005

Re: Transmittal of the *Draft Northwest Tempe Community Plan*

It is with great pleasure to submit the *DRAFT Northwest Tempe Community Plan*. The *draft Plan* is attached for your review and comment.

The *Plan* was developed using the General Plan 2030, ALL previous planning documents, input received at the kick-off meeting, and the three focus group meetings. I also reviewed all comments received on the DRAFT Northwest Tempe Specific Plan to ensure they were addressed. The goal was to update any information from previous efforts to ensure they were in accordance with the General Plan 2030 and to eliminate duplication. There are still areas, including transportation, that are not yet updated as additional information is still being compiled.

There are also a number of areas we need to solicit additional public direction at upcoming meetings, particularly related to Cultural Resource Areas that the General Plan identifies and further discussion on the mixed-use categories to name a few. Also, there is an opportunity for the public to identify community pictures that we might want to include in the document.

City of Tempe



DRAFT Northwest Tempe Community Plan

September 2005

I. INTRODUCTION

A. Purpose

The Northwest Tempe Community Plan (NWTCP) articulates a vision for the area that will guide future decision-making. A principal tenant of this plan is compatibility that ensures that future development is harmonious with the heritage, character, charm, and atmosphere of the existing area and neighborhoods.

The intent of the NWTCP is to provide the policy guidelines for development and redevelopment in the Northwest Tempe neighborhoods. The NWTCP compliments the City of Tempe General Plan 2030 by outlining 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 aspects of the area to augment but not duplicate *General Plan 2030* policies.

The NWTCP is the culmination 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, are the foundation for the development of this NWTCP. To complete the NWTCP additional public meetings and focus groups were held to update and fine-tune the planning concepts that are included in the plan.

"A neighborhood is a place of shared values. It is a place where the physical setting both communicates something about the people who live there and exerts an influence on how they interact. It is a place where standards are more felt than demanded. The place and the people set a tone that extends beyond any one house to make the whole place feel like home."

Vernon D. Swaback,
Designing The Future

DRAFT
Northwest Tempe Community Plan
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How the NWTCP should be used. The NWTCP should be referenced by the residents, property owners, businesses, developers, City staff, City boards and Commissions, and ultimately the City Council. 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.

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

B. Northwest Tempe Community Planning Area

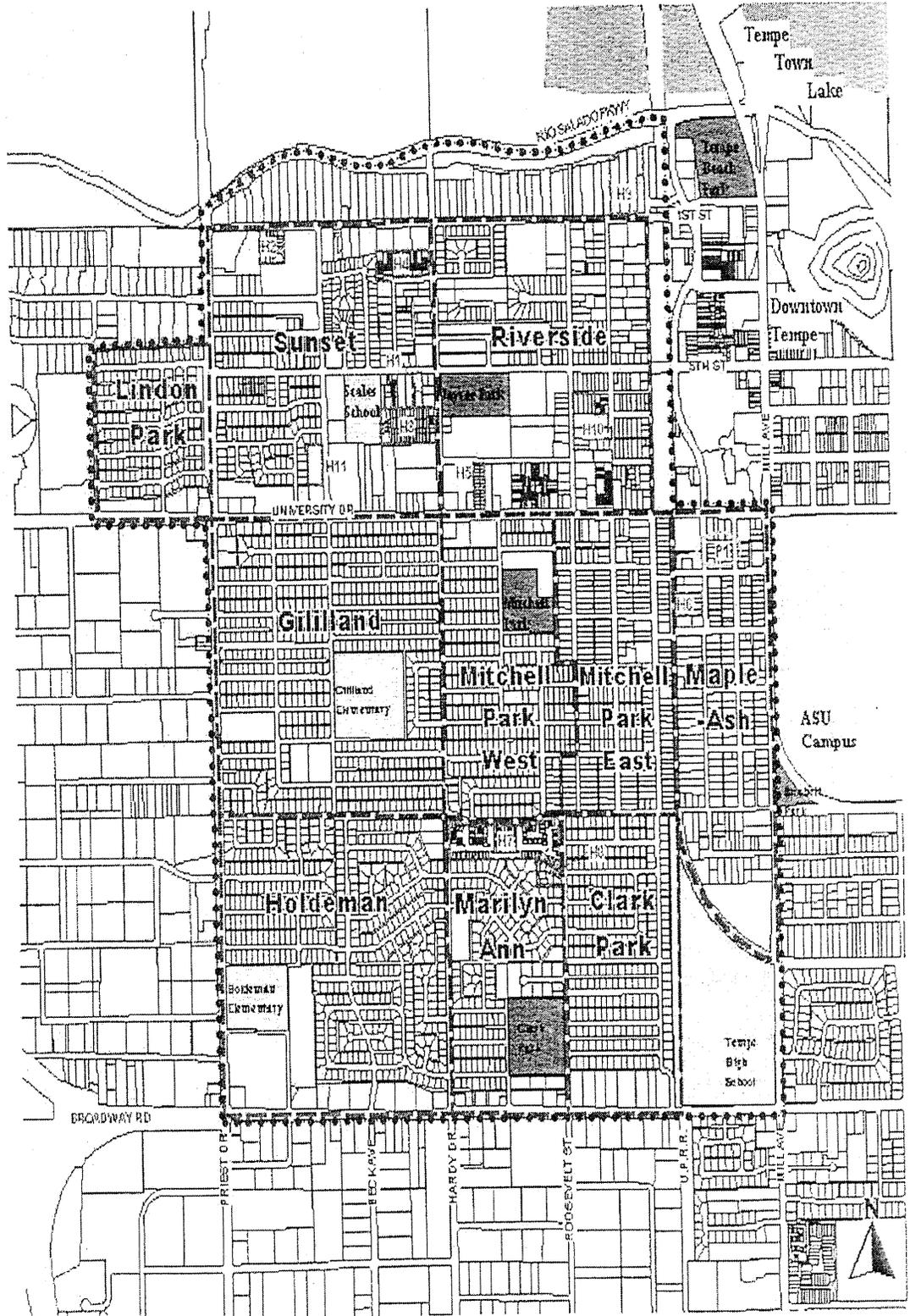
The **Planning Area** of the NWTCP is depicted in Figure 1.1 and is generally bounded by Broadway Road north to Rio Salado Parkway; from the railroad tracks west to Priest Drive (north of University Drive); from Mill Avenue west to Priest Drive (south of University Drive). It also includes the residential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

Figure 1.1

Northwest Tempe Planning Area

dotted line =
Planning Area boundary

dashed line =
Individual neighborhood boundaries



C. Historic Timeline

The Northwest Tempe area has a rich history and includes some of Tempe's oldest neighborhoods. Riverside/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."

By the late 1940's, after the World Wars, Anglo residents began settling in the area. The nearby Tempe Beach Park was thriving and agricultural land once held by the State of Arizona for education (*is this true?*) began to transform into housing developments. Subdivisions of moderate single family homes, duplexes and small scale four-plexes continued to stretch westward until the 1960s.

In the mid-1970s, 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 neighborhood 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.

"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.*

By 2004, the result of earlier neighborhood planning efforts had galvanized a vision for the area and led to city investments to redesign 5th and 13th 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 selective redevelopment.

D. NWTCP Amendment Process

Any amendments to the NWTCP will be considered a General Plan amendment and therefore, follow the requirements outlined in the Tempe General Plan 2030.

II. LAND USE, DESIGN AND DEVELOPMENT

Land Use Plan and Design further defines 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.
- Density reflects the building intensity within residential land use categories. The density is 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.

The following land use categories reflect *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*).

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.

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

(Figure 2.1 is located on a separate page at the back of the document)

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 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)

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 this 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.

"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

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. 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)

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.

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

B. NWTCP Future Land Use and Design

Philosophy: The **Vision** expressed by the NWTCP recognizes that this area is one of the oldest in Tempe and located adjacent Downtown 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, 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, quietness and safety, air quality and easing congestion are all environmental issues that the plan's vision desires to achieve.

The intent of the NWTCP Future Land Use and Design is to:

- Protect and improve neighborhoods by encouraging development of land that serves the neighborhoods' needs;
- Promote compatible development with the existing area's character; and
- Promote the beautification of all neighborhood areas in terms of building design, landscape, and area development, preservation and/or redevelopment.

As shown on Figure 2.2 the NWTCP Future Land Use Plan reflects the *Tempe General Plan 2030* but identifies some distinct Land Use Character Areas that further define the NWTCP area vision. There are seven (7) different Land Use Character Areas.

The remainder of this chapter will define each Land Use Character Area and present "Objectives and Strategies" for implementing the NWTCP.

"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

Land Use Character Areas

- ✓ Classic Suburban
- ✓ Heritage Area
- ✓ Mixed-Use Neighborhood Village
- ✓ Area A
- ✓ Mixed-Use Rio Salado
- ✓ Mixed-Use Urban Village
- ✓ Cultural Resource Areas

Figure 2.2 Northwest Tempe Community Plan – Future Land Use Plan

(Figure 2.2 is located on a separate page at the
back of the document)

C. NWTCP Overall Community Objectives and Strategies

The following "Objectives and Strategies" are intended to apply to the entire NWTCP area and neighborhoods regardless of the Land Use Character Area.

Objective 1: Ensure effective neighborhood input through all stages of planning and development that impact the NWTCP area and neighborhoods.



Strategies:

- 1.1 Enhance communications among neighborhood associations, citizens, and the City of Tempe by designating residential development liaisons to attend Commission meetings, meet with staff, and keep residents informed.
- 1.2 Conduct outreach to residents through City staff with educational programs regarding maintenance codes and safety programs.
- 1.3 Stock neighborhood associations with informational flyers and contact references regarding City programs and/or policies impacting the NWTCP area and neighborhoods.
- 1.4 Include all information regarding agendas and decisions of all public meetings on the City website.
- 1.5 Create a Northwest Tempe Community Area webpage where pending neighborhood improvements and projects, City program links, and activities/events can be listed.
- 1.6 Commit to building the capacity of neighborhood groups and community development corporations (CDCs) serving the area.

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

Margaret Mead

Objective 2: Assure that increases or decreases in density or intensity are appropriate to the neighborhood character and community goals.

Strategies:

- 2.1 Support changes in zoning which would align zoning with the NWTCP.
- 2.2 Evaluate proposed development density, intensity and scale for impacts, and contributions to the neighborhoods per the NWTCP.

The tallest buildings should be placed on arterial streets. Height steps down to 2-story where buildings interface with residential districts.



- 2.3 Assess development proposals in accord with their relationship to the built-environment and streetscape context.
- 2.4 Consider contributions to neighborhood amenities as prerequisites for allowing intensified development.
- 2.5 Ensure that infill and redevelopment projects are compatible with the existing neighborhood context.
- 2.6 Stay within existing height standards (25-35 feet) with exception to NWTCP mixed-use areas.

Objective 3: Use design elements that seek to enhance the pedestrian and community orientation of common areas and improve street character and activity.

Strategies:

- 3.1 Human scale is important for aesthetics and a sense of place, as well as pedestrian comfort and safety. The street level architectural detailing, rhythm of windows and doors, first story height, and building and landscape materials contribute to the success of a building at the pedestrian level. When contrasting design elements are provided, the developer should demonstrate how the alternate design is equal or superior to the buildings nearby.
- 3.2 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.
- 3.3 To encourage social interaction, create pedestrian-oriented public views and common areas in both new and existing development.
- 3.4 Use prominent front doors, stoops, or porches that face the street.

Objective 4: Require functional landscape for all types of land uses and streets that improve aesthetics, livability, and property values in both new and existing development.

Strategies:

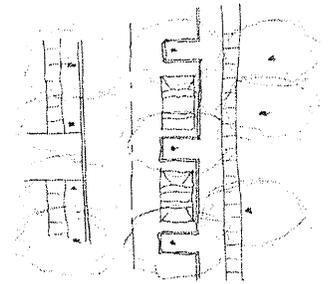
- 4.1 Provide landscaping along streets for aesthetics and cooling to mitigate the urban heat island effect.
- 4.2 Plant trees strategically: to shade sidewalks, pedestrian crossings and shared use streetscape areas (sidewalk cafes, etc.); as framing elements for business entrances; and to create a processional character on the street.

Guideline

Pedestrian-Friendly Site Design Checklist

- ✓ *Delineated walkways through parking lots.*
- ✓ *Connections to neighborhoods and surrounding areas*
- ✓ *Easy-to-identify building entrances and building frontages located along streets, rather than across parking lots*
- ✓ *Convenient and safe access to transit and adjacent sidewalks*
- ✓ *Alignment of walkways for convenience and reduced travel distances*
- ✓ *Accessible routes of travel to and from the site*
- ✓ *No barriers (walls, ditches, landscaping, or roads without safe crossings) to pedestrian travel*

- 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 Encourage shade during the hottest hours of the day along all walkways.
- 4.5 Use landscaping appropriate to the availability of flood irrigation or use low-water use methods and landscaping.
- 4.6 The City and homeowners associations should distribute information on zeriscape installation and upkeep on non-irrigated areas.
- 4.7 Promote and encourage property owners to utilize the City's grant program to plant more approved varieties of trees and under-story plants throughout the area.
- 4.8 Use landscape design elements that pull diverse forms and multiple ownership buildings together and maintain the unified residential character evident in areas like Brown Street between McKemy Street and Hardy Drive.
- 4.9 Maintain or create an arbor-like quality in streetscapes and common areas by planting trees near walkways, even when it is in the City's right-of-way.
- 4.10 Encourage more outdoor living areas, whether shared or individual, for all ages of residents (including safe child play areas).
- 4.11 Enhance the scale and architecture style of buildings with foundation plantings and entry plantings.
- 4.12 Embellish entryways with special paving and accent plant materials.
- 4.13 Include other amenities such as a small water features or sculptures in landscape plans.
- 4.14 Plant trees in surface parking lots in north to south planters and arrange parking to maximize shade on vehicles.
- 4.15 Recommend the use of permeable hardscape where appropriate and other means of underground water retention.
- 4.16 Vertical "living walls" (trellis, vine-covered fences) are preferable to materials that absorb and reflect heat.
- 4.17 Properties that have been historically flood irrigated should continue to maintain their current source of water. Intensification of use may preclude the use of flood irrigation. When possible, flood irrigation should be maintained, at least in part, particularly in residential areas.



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

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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- 4.18 If flood irrigation is removed, sufficient water should be provided to sustain the historic plant palette.
- 4.19 Sites that are located outside irrigation zones should be landscaped with a sensitivity to water use. Commercial sites should consider low-maintenance landscape; dead trees and shrubs should be promptly replaced.
- 4.20 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.
- 4.21 The City should maintain trees in street right-of-way and property owners should maintain the trees on their private property.

Northwest Tempe Community Plan Plant Palette

Shade Trees	Columnar Trees	Accent Trees
Sissoo (<i>dalbergia sissoo</i>)	Shoestring Acacia (<i>Acacia stenophylla</i>)	Desert Sweet Acacia (<i>acacia smallii</i>)
Swan Hill Olive (<i>olea europaea</i> "Swan Hill")	Weeping Wattie (<i>Acacia salicina</i>)	Anacacho Orchid Tree (<i>Bauinia congesta</i>)
Chilean Mesquite "Thornless" (<i>Prosopis chilensis</i>)	Red Cap Gum (<i>Eucalyptus erythrocorys</i>)	Palo Brea (<i>Cercidium praecox</i>)
Heritage Live Oak (<i>Wuercus virginiana</i> "Heritage")	White Ironbark (<i>Eucalyptus leucoxyion rosea</i>)	Chitappa (<i>Chitalpa tashdentensis</i>)
Evergreen Elm (<i>Ulmus parviflora</i>)	Ghost Gum (<i>Eucalyptus papuana</i>)	Chaste Tree (<i>Vitex agnus-castus</i>)
Chinees Pistache (<i>Pistacia chinensis</i>)	Italian or Arizona Cypress	<i>Cercidium Praecox</i> "Sonoran Desert" Palo Verde
Shamel Ash (<i>Fraxinus undei</i>)	Palm Tree	Jacaranda or Flame Tree

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

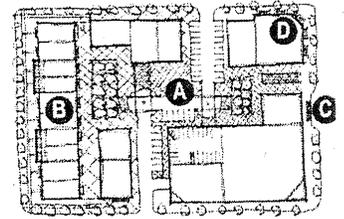
Strategies:

- 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.
- 5.4 Provide walled enclosures for refuse containers and uncontained trash.
- 5.5 Incorporate trees along all pedestrian ways.

Objective 6: Protect residential areas from negative impacts of road improvements and new development.

Strategies:

- 6.1 Evaluate development or redevelopment proposals to mitigate intrusions on privacy and quality of life by creating buffers and transitions to adjacent residences.
- 6.2 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 on adjacent residences.
- 6.3 Introduce landscaped perimeter treatments around new development to provide a buffer from surrounding uses.
- 6.4 Provide separation distances and appropriate differentiated structure wall treatments at the rear of commercial uses.
- 6.5 Screen rooftop activity areas and orient balconies and windows away from existing dwellings.
- 6.6 Ensure that new development circulation does not encourage noise, light, and cut-through traffic problems for adjacent residences.
- 6.7 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.
- 6.8 Require screen walls, landscaping and no barbed wire around all industrial, public, and utility facilities.



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.

Objective 7: Promote increased home ownership opportunities and decrease the overall percentage of rental housing.

Strategies:

- 7.1 Encourage the transition of apartment complexes to owner-occupied housing such as condominiums.
- 7.2 Encourage re-use of rental property for owner-occupied housing.
- 7.3 Explore incentives to encourage more owner-occupied housing vs. rental properties.

Objective 8: Provide opportunities for a mix of household types and income levels.

Strategies:

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



Objective 9: Improve property maintenance and management through effective and proactive enforcement of City codes and ordinances.

Strategies:

- 9.1 Educate citizens about code enforcement through multiple media including the City website, City cable channel, brochures and neighborhood presentations.
- 9.2 Consider appointing a City ombudsman as a single point of contact for multiple departmental violations.
- 9.3 Streamline violation correction procedures.
- 9.4 Consider staffing a code enforcement program that identifies officers per population or violation density and not based on geographic area.
- 9.5 Develop a "neighborhood pride" program, providing incentives and funding for neighborhood beautification and conservation.

- 9.6 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.
- 9.7 Provide assistance to elderly, low income residents, or people with disabilities who are in violation.
- 9.8 Improve rental property maintenance and management.
- 9.9 Pursue purchase, renovation, and management of poorly maintained multi-family properties through various US Housing and Urban Development programs.
- 9.10 Encourage community participation in City of Tempe neighborhood and maintenance programs.

Objective 10: Incorporate resource and energy savings into the architecture, construction, and siting of structures.

Strategies:

- 10.1. Offer incentives for sustainable building methods including energy-conserving site planning and construction.
- 10.2 Orient buildings to maximize natural light and minimize western exposures.
- 10.3 Protect solar access without jeopardizing opportunities to provide shade.
- 10.4 Apply awnings or place windows high on western exposures.
- 10.5 Utilize low radiant materials in construction.
- 10.6 Utilize alternative hardscape and paving materials rather than block asphalt wherever possible.
- 10.11 Utilize long-term investment (long life) materials.
- 10.12 Set goals and monitor resource/energy use indicators and inform residents regarding usage.
- 10.13 Encourage homeowners to use low-cost energy/water conservation programs (e.g., landscaping, weatherizing) available through the City.

<u>Sustainable Development: A Summary of Best Practices</u>
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

Objective 11: Ensure the efficient movement of traffic through the neighborhood while minimizing congestion impacts.

Strategies:

- 11.1 Discourage commercial traffic through residential areas by establishing truck delivery routes away from neighborhoods, providing way finding signage and using enforcement mechanisms.
- 11.2 Continue to explore and implement traffic calming techniques and solutions while minimizing impacts on the neighborhood especially on Fifth Street, Thirteenth Street, and Hardy Drive.
- 11.3 Utilize proactive measures to optimize traffic flows on Rio Salado Parkway and Priest Drive and to discourage cut through traffic in the neighborhoods.
- 11.4 Specifically address free left hand turns from southbound Priest Drive to eastbound Rio Salado Parkway.
- 11.5 In areas where intensified development is expected, create small urban blocks and provide alternative alley access points to enhance circulation.
- 11.6 Creatively explore with the neighborhood techniques for minimizing congestion other than street widening.
- 11.7 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.
- 11.8 Utilize noise mitigation efforts (such as block walls) on the east side of Priest Drive as necessary.
- 11.9 Redesign Priest Drive so that it has a uniform number of lanes without negatively impacting the adjacent residential area.
- 11.10 Redesign Hardy Drive in the same manner as Fifth Street throughout the area.
- 11.11 Design and construct a traffic calming and pedestrian streetscape on Hardy Drive.
- 11.12 Reinstate on-street parking on Hardy Drive and Thirteen Street.
- 11.13 Improve Beck Avenue and Roosevelt Street as north-south pedestrian corridors.
- 11.14 Business and delivery traffic should be directed away from residential streets.

Ways to Reduce the Impact of Individual Vehicular Trips

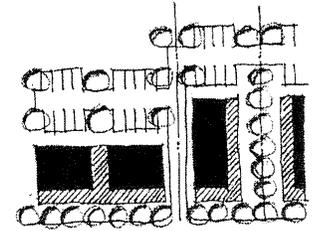
- 1. Car and van pooling
- 2. Strategic scheduling to lessen traffic during peak demand
- 3. Delivery systems that distribute goods and services more efficiently than individual back-and-forth trips
- 4. Teleconferencing, telemedicine, and telecommuting, in which one "travels" with zero bulk at the speed 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

*Designing The Future
Vernon D. Swaback*

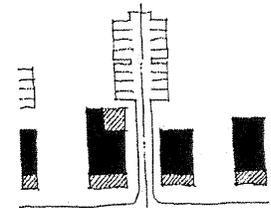
Objective 12: Address parking issues to ensure adequate parking in the appropriate areas.

Strategies:

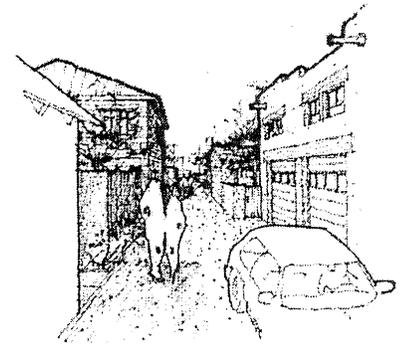
- 12.1 Provide parking underground or at the rear side or interior of the development, with access from alleys or shared parking where possible.
- 12.2 Reduce parking requirement where transit access is most available.
- 12.3 Provide adequate street and alley access to residential parking.
- 12.4 Provide on-street parking whenever possible.
- 12.5 Allow occupant/guest on-street parking where possible.
- 12.6 Design parking lots to place less emphasis on vehicles, decrease the amount of pavement, and provide greater visual interest.
- 12.7 Complete and pave any streets or alleys that serve as primary access routes to resident parking.
- 12.8 Allow joint use (shared) parking and shared access.
- 12.9 If shared parking is not utilized, each development must provide 100% of ordinance-required parking.
- 12.10 Eliminate event parking on private property and unpaved lots within the area.
- 12.11 Require event holders to provide adequate transportation or off-street parking outside of the Northwest Tempe area.
- 12.12 Enforce prohibition of parking in unpaved areas visible from the street.
- 12.13 Increase off-street parking restrictions and reduce allowed paving materials in all residential areas.
- 12.14 Use vertical curbing rather than roll curbs as the neighborhood standard.



Series of connected parking areas.



Shared drive with shared parking.



Use of alley or lane to access small commercial and residential development.

Objective 13: Promote and accommodate multi-modal transportation opportunities to reduce automobile dependence.

Strategies:

- 13.1 Enhance pedestrian and bicycle connections between neighborhoods, especially across University Drive.
- 13.2 Provide safe pedestrian and bicycle travel by making crossings highly visible to motorists with pavement treatments, signage, and other design treatments.
- 13.3 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.

- 13.4 Provide direct access to buildings for transit riders, pedestrians, and bicyclists.
- 13.5 Create pedestrian orientation where buildings can be accessed directly and comfortably from the sidewalk while mitigating traffic impacts.
- 13.6 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.
- 13.7 Provide secure bicycle storage at designated bus stops to promote bike and bus commuting.
- 13.8 Locate bus shelters near compatible businesses and high density housing.
- 13.9 Design bus shelters that are compatible with the design character of the surrounding neighborhood.
- 13.10 Maintain direct access to Downtown Tempe for pedestrians, bicyclists, local transit, fire, emergency and city service vehicles, but indirect access for autos.
- 13.11 Consider expanding the Flash circulator throughout the area.

Objective 14: Improve the appearance and usage of alleys throughout the area.

Strategies:

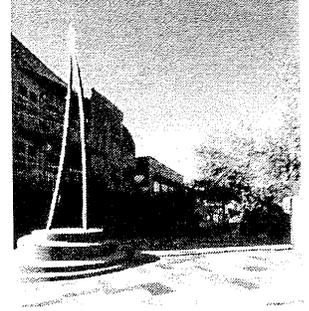
- 14.1 Provide alleys for parking access and garbage pickup on every block possible. Where alley right-of-way does not exist and cannot be obtained, use only small roll-out trash containers for same-day pick-up and require screened areas to be built for uncontained trash away from the sidewalks.
- 14.2 Establish guidelines for enhancing, beautifying and increasing the safety of alleys through landscaping, and other means.

Objective 15: Develop a cohesive, comprehensive network of paths to activity nodes and open spaces.

Strategies:

- 15.1 Connect open space with multi-purpose pathway links.
- 15.2 Provide amenities such as benches, drinking water, and shade along open space connecting routes and activity nodes.
- 15.3 Use the Neighborhood Grant Program to implement a comprehensive network of paths throughout the Northwest Tempe Community area and neighborhoods.

- 15.4 Develop guidelines for use of private space as community shared open space.
- 15.5 Work with prospective developers to create amenities of mutual benefit to the community and the development and explore ways to partner efforts.
- 15.6 Identify and develop pocket park and community garden opportunities throughout the area.
- 15.7 Develop procedures for converting abandoned private space or vacant public space to park use.
- 15.8 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.
- 15.9 Improve access to and use of public school grounds and facilities.
- 15.10 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.



Objective 16: Develop public art opportunities in public spaces such as streetscapes, parks, and schools.

Strategies:

- 16.1 Support the Art in Transit Master Plan that provides policies for integrating public art in the City's transit and transportation system.
- 16.2 Implement a public art maintenance program.
- 16.3 Establish a theme for neighborhood identification through art opportunities and functional equipment such as street lights, traffic signals, bus shelters, and sidewalks.
- 16.4 Incorporate public art at major entry areas into the Northwest Tempe area such as Fifth Street at Priest Drive and Farmer Street; on Hardy Drive at Broadway Road and Rio Salado Parkway in addition to a central art project at University and Hardy Drives.
- 16.5 Include public art in all parks and make it usable whenever possible (e.g., seating, lighting, or play structures).

Objective 17: Develop all new public buildings and facilities in a manner that will enhance the neighborhoods and overall area.

Strategies:

- 17.1 Incorporate buffers and transitions within the project site planning to ensure compatibility with adjacent residential areas.
- 17.2 Consider two-story buildings in order to maximize the amount of open space incorporated into the project.
- 17.3 Create pedestrian orientation where buildings can be accessed directly and comfortably from the sidewalk.
- 17.4 Provide off-street parking at the side or rear of buildings rather than the front.



Objective 18: Encourage better use of the Tempe Elementary School District facilities in the area.

Strategies:

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

Objective 19: Work with public utilities to ensure good service and neighborhood character compatibility.

Strategies:

- 19.1 Work to place all utility lines underground.
- 19.1 Upgrade electric facilities in neighborhoods to comply with design standards.
- 19.3 Identify irrigation boxes with opportunities for public art, seating, or shades to maximize environmental aesthetics.

Objective 20: Provide adequate street amenities that are compatible with the area's design character and that public safety needs are met.

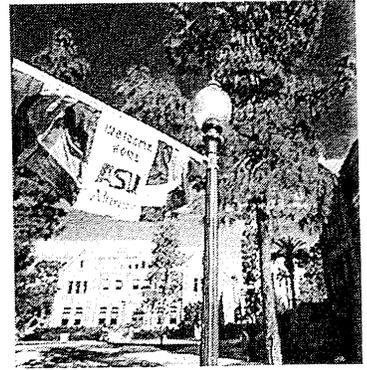
Strategies:

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

Objective 21: Establish a strong partnership between the City of Tempe and Arizona State University to minimize the impact of the university and preserve some of Tempe's oldest residential neighborhoods.

Strategies:

- 21.1 Develop a realistic plan for housing students, both on campus and throughout the City.
- 21.21 Establish higher densities of student housing on light rail and bus corridors.
- 21.3 Develop a strategy to discourage auto commuting.
- 21.4 Discourage the use of parking as a buffer adjacent to residential areas and eliminate student parking in neighborhoods.
- 21.5 Provide safe bike and pedestrian connections and paths from the university to neighboring areas.



Objective 22: Continue to preserve the health of the planning area with a long range strategy for mitigating area noise and the impacts of expanding operations at Phoenix Sky Harbor International Airport as well as the transportation corridors.

Strategies:

- 22.1 Monitor flight patterns for compliance with existing intergovernmental agreements.
- 22.2 Coordinate the efforts of the Northwest Tempe area with those of other residential Tempe areas and throughout the East Valley that are similarly impacted by the frequency and alignment of the air flights.
- 22.3 Identify noise corridors and develop standards for sound proofing new buildings and mitigating noise from auto, air, and train traffic; focus on areas with significant increases in noise due to congestion, expansion and high density.

D. Classic Suburban Area

Definition: The Classic Suburban Area represents the majority 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.

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

Objective 1: Continue to promote the low-density residential pattern within the Classic Suburban Area.

Strategies:

- 1.1 Encourage infill rental dwellings where an owner is on-site.
- 1.2 Encourage the infill of individual carriage houses rather than large-scale re-use (private redevelopment).
- 1.3 Enhance the use of Holdeman School's outdoor space and build a sound barrier along Priest Road at the school site.
- 1.4 Improve facilities at Clark Park, including the classroom building and pool and consider adding a dog run to reduce over use at Mitchell Park.
- 1.5 Consider alley-accessed accessory units in appropriate locations where acceptable to landowners and adjacent residents on the block.
- 1.6 Encourage the development of small lot, single family homes in appropriate areas to mirror the existing development patterns.
- 1.7 Encourage individual ownership opportunities (e.g., town homes, row houses and small lot single family homes).
- 1.8 Stabilize the density of the residential core and maintain open areas on shallow lots.
- 1.9 Identify existing alleys that, with modest improvements, could be used for pedestrians and bicycles.
- 1.10 Simplify the process for residential renovations to encourage occupancy of homes by owners to sustain property values.
- 1.11 Redevelopment on the perimeter of this area should direct traffic to major arterial streets protecting the residential area from cut-through traffic and speeding vehicles.

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- 1.12 Rehabilitate Mitchell School and establish community-oriented uses.
- 1.13 Consider implementing a pedestrian crossing from Hardy Drive to Mitchell Park between University Drive and Thirteenth Street and Broadway Road.
- 1.14 The Thirteenth Street traffic calming should be extended to Priest Drive.

E. Heritage Area

Definition: The Heritage Area includes many of the City's oldest structures, illustrating 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 NWTCP area. The eastern edge of the Heritage 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 of increased auto volume and speed has led to a shift from owner-occupied residential uses and an attractive street presence that is attractive to retail and office tenants.

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

Objective 1: New development in or near the Heritage Character Area should reflect and/or augment the area's historic architecture.

Strategies:

- 1.1 Establish specific design criteria within the Heritage Character Area through a redevelopment plan and/or zoning overlay that would include additional community-based planning.
- 1.2 Intensified uses should maintain the scale and character of the historic character of predominant existing uses.
- 1.3 Utilize architectural themes found in historic homes in any new development such as rooflines, building materials, and window treatments.
- 1.4 Preserve the rhythm of the residential character along the streets and honor this pattern as any redevelopment occurs.
- 1.5 Conservation of the streetscape should be an important component of the overall planning within the Heritage Character Area.
- 1.6 Encourage private reinvestment by individual property owners and non-profit organizations.
- 1.7 Encourage public reinvestment through Capital Improvement and Neighborhood Program Grants.
- 1.8 Encourage public reinvestment through the Housing Rehabilitation Program.
- 1.9 Encourage rehabilitation of homes that do not eliminate the historic value.

Objective 2: Identify, restore and preserve valuable historic buildings.

Strategies:

- 2.1 Identify historic properties and encourage property owners to register historic buildings both locally and nationally.
- 2.2 Relocate, restore and preserve all buildings of historic value that are in the path of redevelopment or street improvements. Document all those buildings that cannot be relocated before demolition. For the purpose of this strategy, "historic value" is given to any structure on or eligible for listing on the local, state, or national registers.
- 2.3 Explore public and private sources of financial assistance for relocation of historic structures.
- 2.4 Utilize redevelopment and historic preservation tools available to the City on a site-specific basis to preserve points of historic value.
- 2.5 Recommend the removal of building code barriers to spur area historic preservation.
- 2.6 Use the Tempe Historic Preservation Ordinance to address historic structures.

Objective 3: Ensure adequate parks and recreational facilities throughout the area and enhance utilization.

Strategies:

- 3.1 Ensure that the land north of Rio Salado Parkway between the railroad bridge and the west (downstream) dam of the Town Lake remains open space for park use and pedestrian/bicycle paths.
- 3.1 Obtain utilization of the railroad right-of-way for a linear path between Thirteenth Street and Broadway Road.

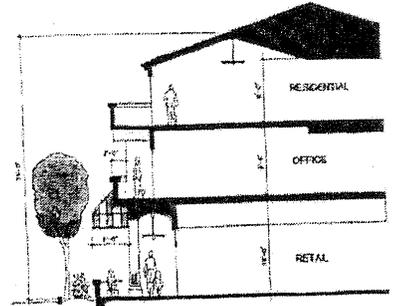
Objective 4: Improve the aesthetics along the area's major thoroughfares and alleys.

Strategies:

- 4.1 Implement a streetscape design for Mill Avenue south of University Drive compatible with the area's goals.
- 4.1 Maintain existing alleys for resident access and bicycle and pedestrian use; allow alley access to garage, secondary living quarters, and work-live structures.

F. Mixed-Use Neighborhood Village

Definition: The Mixed-Use Neighborhood Village 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. Some properties are irregular in shape or extremely shallow and remain unoccupied and unbuildable. These lots contribute to the lack of appropriate mixed-use retail and office uses on University Drive.



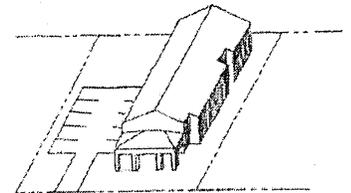
Compact vertical mixed-use buildings encourage the integration of desirable neighborhood services.

Philosophy: 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 with human scale and pedestrian-oriented sensitively connected to the surrounding neighborhoods.

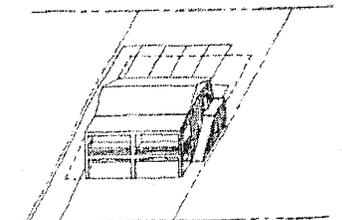
Objective 1: Establish University Drive as a gateway corridor that transitions land uses and intensities while promoting infill development on underutilized land within the corridor.

Strategies:

- 1.1 Implement the University Drive Plan.
- 1.2 Support use permits or variances to increase building height beyond what is allowed as the base height within zoning and development within the corridor.
- 1.3 Encourage live-work concepts that provide housing and employment opportunities where appropriate.
- 1.4 Evaluate building codes to facilitate vertical mixed-use development without compromising safety.
- 1.5 Encourage basic goods and services (e.g., grocery, hardware, pharmacy, and childcare) to serve the NWTCP area and neighborhoods.
- 1.6 Encourage the attraction of professional offices that typically provide a higher wage than commercial establishments as well as boutique hotel, bed and breakfast, and local retail.
- 1.7 Transition the structures to two-story residential development where mixed-use fronts on an existing residential street.
- 1.8 New automobile-related used (producers, repairs, drive-thru, and gas stations) are inappropriate east of Margo on University Drive.
- 1.9 Where lot depth prohibits interior access, the existing alley may be used to access parking for the building.



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



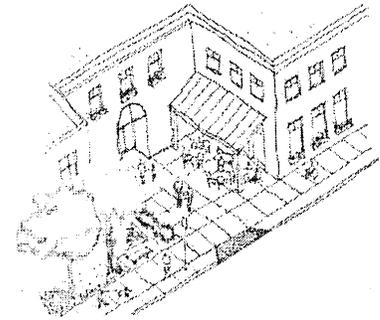
Small commercial infill with parking at rear.

- 1.10 Develop incubator space for small business growth and expansion.

Objective 2: Create a pedestrian overlay district to ensure a pedestrian-friendly development pattern and connections to the surrounding area.

Strategies:

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



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

Objective 3: Improve transportation movements through the area.

Strategies:

- 3.1 Complete an intersection study to determine how to better time signals at Fifth Street and University Drive to discourage turns on Fifth Street from Priest Drive and increase the frequency of egress for residents.
- 3.2 Continue to study traffic diversion needs as development increases in the area to reduce cut-through traffic.
- 3.3 Integrate transit stops and bus pull out shelters into site plans for development along the corridor.
- 3.4 Provide enhanced streetscape with special paving, furnishings, landscaping, and lighting that may vary in design at different areas of the segment.
- 3.5 Integrate art treatments along the corridor.
- 3.6 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.

- 3.7 Consider designating through traffic and transit lanes, maintain bicycle lanes, and establish bus queue jumps.
- 3.8 Utilize the modular signal lights for better visibility by elders.
- 3.9 Provide pedestrian crossing points 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.
- 3.10 Increase crossing opportunities by adding pedestrian signals at Beck Avenue and Roosevelt Street.
- 3.11 Business and delivery traffic should be directed away from residential streets.
- 3.12 Residents of a mixed-use project and their guests may enter from the residential street.

G. Area A

Definition: Area A represents the mixed residential development area located between the Mixed-Use Neighborhood Village (University Drive Corridor) and the Mixed-Use Rio Salado area. This area includes a collection of diverse structures that have been built and rebuilt over time. Absentee-owner properties and aging, substandard buildings create pockets of instability. A high transient population impedes the development of community bonds and negatively impacts the efforts of the local schools. The area is primarily residential at the Medium (up to 15 du/ac) and Medium to High Density (up to 25 du/ac) ranges. The residential area is rapidly changing along its borders. One architectural style or building type does not stand out as an area defining element creating a uniquely diverse visual area. The local park, Westside Multigenerational Facility, and the extensive traffic calming project on Fifth Street have anchored the area and neighborhood reinvestment is underway.

Philosophy: New development can stabilize the area and enhance (not replace) the eclectic mix of residents, cultures, and historic buildings that give the area its own character and charm. Without care, new development may erode the original area's residential scale and character.

Objective 1: Create a distinct overall residential character ensuring that multi-family and commercial development is complimentary with this residential character.

Strategies:

- 1.1 Encourage diversity of residential types and design while maintaining an overall residential character.
- 1.2 Encourage innovative and compatible higher density residential such as townhouses and courtyard style development rather than larger scale multi-family development complexes.
- 1.3 Vary dwelling sizes and ownership opportunities (e.g., co-op, condo).
- 1.4 Allow flexible development siting arrangements that serve the neighborhood goals.
- 1.5 Encourage multi-family proposals that offer varied floor plans and facades.
- 1.6 Limit the number of multi-family units per development entry point.
- 1.7 Encourage compatible colors, textures, window, and roofline treatment of residential projects.

- 1.8 Promote the redevelopment and heritage preservation of the areas in the eastern portion of the Riverside neighborhood (the alley west of Roosevelt Street).
- 1.9 Identify and preserve historically significant properties that contribute to the area's eclectic mix.

Objective 2: Promote live-work opportunities within the area.

Strategies:

- 2.1 Encourage telecommuting.
- 2.2 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.
- 2.3 Accommodate establishment of home-based businesses that are compatible with the residential character to encourage adaptive re-use of existing houses and infill.

Objective 3: Ensure smooth, efficient traffic movement through the area.

Strategies:

- 3.1 Realign (straighten) First Street to remove the jog between Farmer and Ash Avenues to more adequately serve Downtown Tempe and provide a signaled pedestrian crossing (at the end of Farmer Avenue) over the realigned Rio Salado Parkway and provide neighborhood access to Tempe Beach Park.
- 3.2 Construct a pedestrian and bicycle ramp over the levee at Farmer Avenue to the Rio Salado Parkway sidewalk.
- 3.3 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.
- 3.4 Address traffic light timing issues particularly at Fifth Street and Priest Drive that currently makes it difficult for residents leaving the area.
- 3.5 Build "Riverside Lane," a new north-south roadway between 1st Street and Rio Salado Parkway between Roosevelt Street and Mitchell Street; including a pedestrian/bicycle path and signaled intersection at Rio Salado Parkway.
- 3.6 Encourage private east-west streets north of First Street and south of Rio Salado Parkway to enable smaller scale development.
- 3.7 Improve Wilson Street as a north-south pedestrian corridor to major arterials and regional transit.

- 3.8 Complete local street alignments from Sixth Street to University Drive.
- 3.9 Improve Third Street and Sixth Street as east-west pedestrian corridors to Downtown.
- 3.10 Complete local street alignments from Roosevelt Street to Farmer Avenue.
- 3.11 Complete Seventh Street just west of Roosevelt Street.
- 3.12 Complete Westfall Street between Second and Fifth Streets.

Objective 4: Create pedestrian and bicycle paths that link the area to regional transit and other destinations as well as neighborhood parks.

Strategies:

- 4.1 Create multi-use paths along the railroad right-of-way.
- 4.2 Create bike and pedestrian greenbelts from First Street to Rio Salado Parkway at Farmer Avenue, Roosevelt Street, Beck Avenue and Hardy Drive (if the Hardy Drive closure north of First Street is realized).
- 4.3 Complete the pedestrian links across the railroad tracks at Third and Sixth Streets.
- 4.4 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.
- 4.5 Improve walking/cycling connections to existing re-use (e.g., Mitchell School) and new neighborhood open spaces.
- 4.6 Develop a small park on Wilson Street at the Third Street alignment.
- 4.7 Develop a small park on Third Street west of Beck Avenue.

H. Mixed-Use Rio Salado

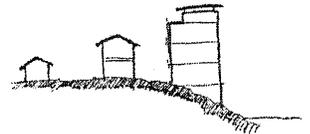
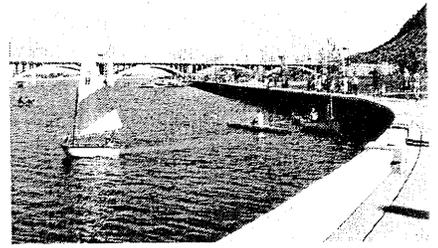
Definition: The Mixed-Use Rio Salado represents a transitional area that was once a landfill and is destined for mixed-use development. The Town Lake project is a reality and the area now offers views of Papago Park overlooking the water. Recreational and cultural amenities will continue to be developed.

Philosophy: 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.

Objective 1: Create a transition from the residential neighborhood to the Rio Salado Project and Downtown Tempe.

Strategies:

- 1.1 Develop the north side of First Street and the east side of Farmer Avenue north of Fifth Street to transition from mixed-uses to the residential neighborhood.
- 1.2 Do not support 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.
- 1.3 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.
- 1.4 Eliminate barriers to the Rio Salado Project and Tempe Beach Park by providing pedestrian connections.
- 1.5 Relocate the Field Services and Traffic Engineering Facilities on Rio Salado Parkway to allow for mixed-use development.
- 1.6 Protect nearby residential areas from excessive noise, high volume traffic, and overflow parking from lakeside events.
- 1.7 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.
- 1.8 Encourage view corridors from the neighborhood to the lake and mountains by avoiding a dense wall of structures being developed.
- 1.9 Maintain view corridors to the Papago Buttes from Beck Avenue, Hardy Drive, Roosevelt Street, and Farmer Street.
- 1.10 Maintain view corridors to the Hayden Butte from First Street, the Third Street alignment, and Fifth Street.



*Rio Salado Transition Area:
Place tall buildings lakeside and
stepdown height along 1st Street to
buffer existing residential areas.*



Objective 2: Make transportation improvements within the area and ensure integrated transit.

Strategies:

- 2.1 Complete a realignment of Rio Salado Parkway that provides a better route into Downtown Tempe and better access to frontage properties.
- 2.2 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.
- 2.3 Study how the realignment of Rio Salado Parkway will impact neighborhood streets (Hardy Drive to Fifth Street).
- 2.4 Study how the Rio Salado Parkway's proposed Hardy Drive closure and "Riverside Lane" signal at Rio Salado Parkway would impact neighborhood circulation.
- 2.5 Complete intersection study to determine how to better time signals on Priest Drive and Rio Salado Parkway.
- 2.6 Integrate transit stops and bus pull-out shelters into site plans for development along the corridor.
- 2.7 Future renovation of First Street should include landscape and amenities to encourage pedestrian and bicycle use.
- 2.8 Require primary ingress and egress from Rio Salado Parkway to be Priest Drive or Hardy Drive so to discourage auto traffic into the adjacent neighborhoods.

I. Mixed-Use Urban Village

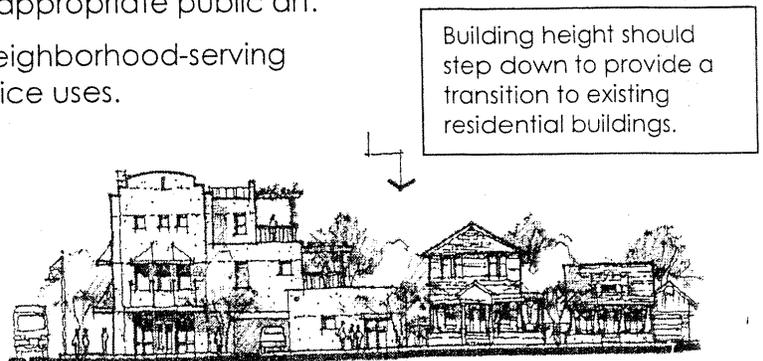
Definition: The Mixed-Use Urban Village along the Broadway Road corridor provides a unique edge to the NWTCP area. This high-volume arterial street connects commuters from Mesa, Gilbert and Chandler to the Downtown and other regional activity centers. It is the east-west freeway alternative that was 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.

Philosophy: 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: Establish Broadway Road between Priest and Mill Avenue as a corridor that provides for a transition in land uses and intensities while promoting infill development on underutilized land within the corridor.

Strategies:

- 1.1 Work to improve the corridor appearance and quality of the development.
- 1.2 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.
- 1.3 Create a sense of entry to the City of Tempe by providing distinctive landscaping, signage, and/or appropriate public art.
- 1.4 Consider financial incentives to attract neighborhood-serving businesses, including commercial and office uses.
- 1.5 Small scale commercial projects should include pedestrian system linkages to businesses.
- 1.6 Encourage the development of neighborhood professional/personal service-type businesses.



Objective 2: Strengthen the area's opportunity for live-work type of development patterns.

Strategies:

- 2.1 Consider the neighborhood impacts and mitigate them if necessary (e.g., limited parking and traffic impact) when evaluating employment-type uses.
- 2.2 Consider development and economic incentives to businesses that meet identified community needs.
- 2.3 Determine methods to mitigate impact to surrounding neighborhood areas from employees coming from outside the neighborhoods, traffic, parking, and signage.
- 2.4 Provide a safer pedestrian environment by creating shorter pedestrian and bicycle travel distances crossing Broadway and clearly defining crosswalks and intersection treatments.
- 2.5 Encourage shared driveways and parking areas between compatible uses.
- 2.6 Do not support use permits for call centers in the area.
- 2.7 Integrate transit stops and bus pull-out shelters into site plans for development along the corridor.
- 2.8 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.

J. Cultural Resource Areas

Definition: The Cultural Resource Areas are identified in several key areas in the NWTCP. A large percentage of the Heritage Area is considered Cultural Resource Area as shown on the *Tempe General Plan 2030*. Additional Cultural Resource Areas are within the Classic Suburban Area and Area A. It is critical to maintain the historic character of these areas. The underlying zoning should remain the highest appropriate density for these areas.

Objective 1: NEED TO IDENTIFY OBJECTIVES

Strategies:

WE NEED YOUR ASSISTANCE TO IDENTIFY STRATEGIES –

THIS IS AN OPPORTUNITY FOR THE NEIGHBORHOOD TO DEFINE WHAT CULTURAL RESOURCES MEAN TO THE NWT AREA, WHAT IS THE CHARACTER OF THESE AREAS, AND WHAT ARE THE IMPORTANT THINGS TO CONSIDER, SUCH AS HISTORIC WPA SIDEWALKS, SIDEWALK WIDTHS, FLOOD IRRIGATION, MATURE LANDSCAPING, FRONT PORCHES, PITCHED ROOFS, ETC. MAYBE PROVIDE A CHECK LIST THAT HELPS TO DEFINE THE CHARACTER OF THE AREA.

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 was created through a neighborhood effort
November 1996	An urban design charrette was held sponsored by City of Tempe, Rio Salado Architecture Foundation, AIA Rio Salado Arizona, and Riverside/Sunset Neighborhood Associations.
December 1997	General Plan 2020 adopted by the City
November 1998	Residents from Northwest Tempe Neighborhoods, with the assistance of NewTown, developed a Strategic Plan for the area
February 1999	Tempe City Council officially designated two Preservation/Redevelopment Study Areas
June 1999	Northwest Tempe Neighborhood Specific Area Plan
September 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
November 1999	DRAFT Northwest Tempe Neighborhoods Joint Strategic Plan submitted for review
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 was 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 distribute 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 to complete the NWTCP and prepare a public involvement manual
Nov. 2003 – June 2004	NAC and staff developed a scope of work and solicited consultant assistance
May 2004	Tempe General Plan 2030 was ratified by the Tempe voters
February 2005	NWTCP process kick off event began

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.

DRAFT

Riverside/Sunset Neighborhoods Neighborhood 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.

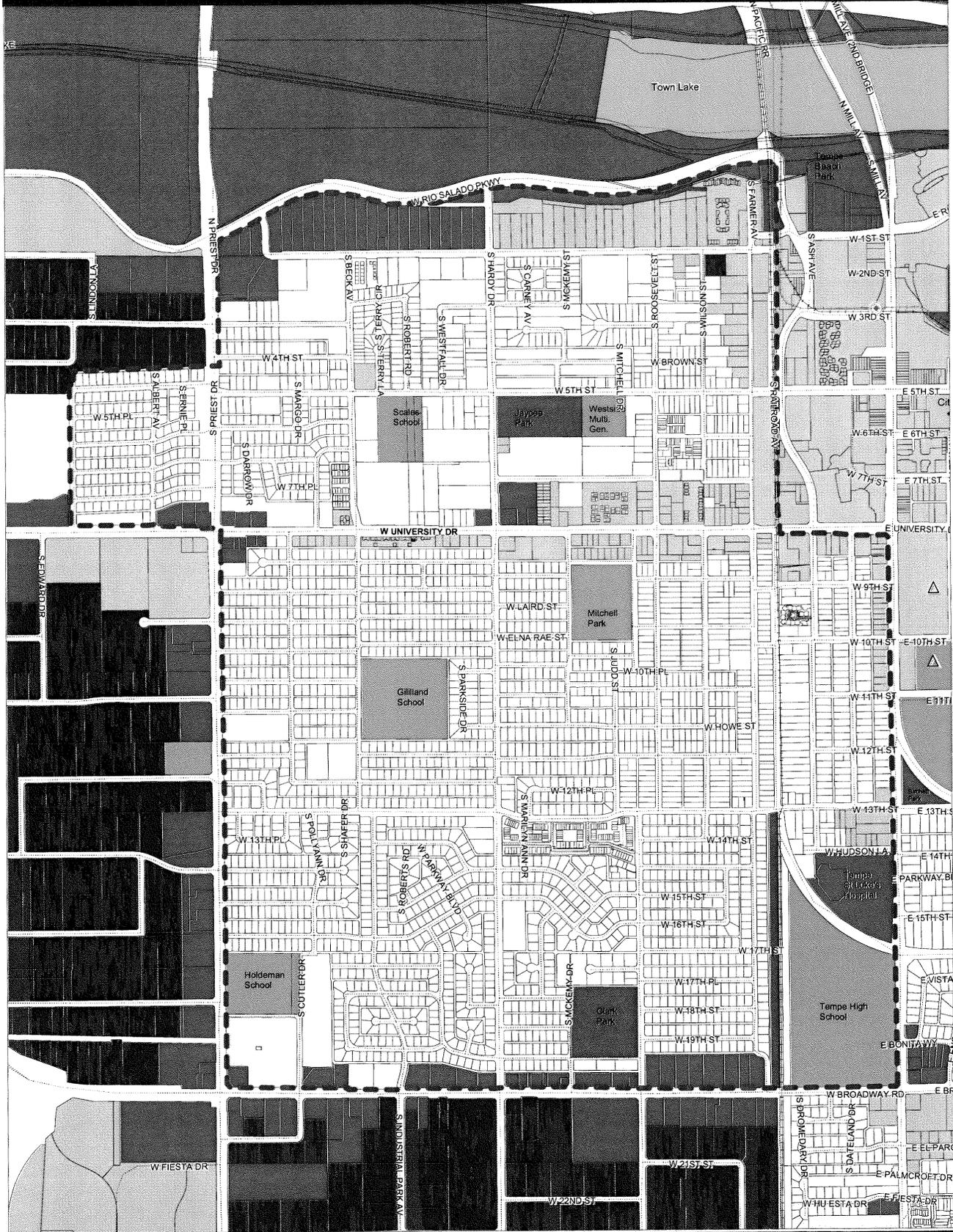
Riverside/Sunset Neighborhoods 26 Projects to be Included in A Specific Plan: The Conclusion of an Urban Design Charrette; AIA (Rio Salado Chapter with Riverside/Sunset Neighborhood Associations; November 1996.





Projected Land Use

City of Tempe
General Plan 2030



	Residential		Commercial		Mixed-Use		Industrial		Civic		Educational		Public Open Space		Water		Private Open Space		Public Recreational /Cultural		Proposed L.T. Rail Station		Municipal Operations		ASU
Live		Work		Live/Work		Work		Work		Learn		Play		Play		Play		Play							

NW Tempe Area Plan



Proposed Land Uses

City of Tempe
NW Tempe Community Plan

