CHARACTER AREA 3

DESIGN GUIDELINES + PLACEMAKING PRINCIPLES

DRAFT

Tempe, Arizona
TEMPE CHARACTER AREA 3

Downtown Tempe ● Rio Salado | Town Lake ● ASU ● NW Neighborhoods

- 34,417 people, 11,808 households, 14 NA’s, 16 HOA’s
- 55,000 residents and 75,000 new jobs [2040]
- Work conducted from early 2016 - fall of 2017
- Community workshops, online surveys, social media engagement, door-hangers, meetups at locally-owned businesses, and dotocracy voting on area priorities / vision
- 4,094+ contributions
- Advances Goals + Objectives in General Plan 2040
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### DESIGN GUIDELINES + PLACEMAKING PRINCIPLES

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RIO SALADO | TOWN LAKE

TOWN LAKE DESIGN

CHARACTERIZED EXPANSIVE FEET
The expansive design flourishes with the Lake Center main proposal for expansion from the original plan development.

Characterized with a vibrant ecology of sustainable, adaptive, and flexible design strategies, this project celebrates the potential of the land for cultural, recreation, and leisure activities. The project includes a variety of architectural elements, such as green roofs, rainwater harvesting, and permeable pavers, which contribute to the overall sustainability of the project.

Fluid Spaces

TOWN LAKE ECLIPSE

TOWN LAKE PLACEMAKING

For more information on the project, visit the city of Tempe’s website: tempe.gov
NEXT STEPS

◦ PUBLIC COMMENTS
  Open for Public Comment  |  Friday, 20 October 2017
  Last Day for Public Comment  |  Friday, 1 December 2017

◦ BOARDS + COMMISSIONS
◦ DRAFT REVISIONS
◦ FORMAL REVIEW FOR CITY COUNCIL RESOLUTION