

TEMPE URBAN OPEN SPACE DEVELOPMENT PLAN

PROJECT OVERVIEW:

PPS will use its Placemaking approach to facilitate an overall vision that will guide the city and the team through a decision-making process leading to specific strategies for implementing and sustaining a great system of places. To create a great public space, it is essential to start with a clear understanding of the activities that are going to occur there; this is to ensure that both the design and management is done in a way that supports these activities.

Working in an open process with potential constituents, stakeholders, partners, and the city, the team is developing a connected plan of the key places that will become components of an open space system in downtown. We will then develop concepts for what activities would attract people to visit each of the key places. The product of this phase would be an overall plan of the system, with a program of the uses and activities that will occur at the key places within it, along with specifics about where these activities should be located, and how they would interrelate.

PROS Consulting will layer on their expertise during this process of defining destinations, working with market data and the knowledge from city staff to assure that the program that emerges is appealing to and well-positioned within the larger market. They will also consider the maintenance needs of different destinations and relate it to the city's capacity and resources so that the overall system and its components are the right fit for its customers and its managers.

REPORT STRUCTURE

Data Collection

- Review of existing recreation facilities to determine their condition, maintenance effort and cost, usership.
- Review of Tempe public art program related to the Downtown, Town Lake, Tempe Beach Park, private development, trails, neighborhoods and the bicycle facilities system. A public art idea book and potential typology of art for consideration within the urban open space system will be prepared based on this review and the team's public art experience.

Program Development

- Service Offering Analysis - An analysis of service offerings throughout the project area will be conducted against the activities and facilities identified as the marketing opportunities during the initial meetings. The PPS Team will review the Tempe Parks and Recreation Master Plan to

determine the status of implementation of recommendations and confirm the merit of met and unmet needs. In addition, an inventory of comparable services will be performed on a regional basis in order to quantify the needs identified during in the initial market opportunities. Development plans will also be collected for new and proposed facilities in the area to the greatest extent possible. Other opportunities will be examined to help potential identify programs, activities and amenities that will help create unique opportunities in the proposed development.

- Program Recommendations - data collected in the public workshops and Service Offering Analysis and Facilities Review will be combined to develop a list of programs, activities and uses for specific key areas within the project area. Additional analysis will be performed to quantify needs and identify opportunities for both passive and actively programmed spaces. The Team will document the level of saturation and/or gaps in service offerings for similar programs, activities and site amenities. This effort will help derive the potential site, program and amenity offerings for the project area. The result will be a Core Programming Plan to guide the site planning efforts.

Overall Vision

Description of the overall vision for downtown and neighborhood zones. This will include key places, activities and programs that build a bigger concept for the whole system of places downtown. The Vision will include:

- A. Concept Framework Plan - The Team will integrate the Program Recommendations with a Plan of Destinations and connections. This concept framework plan will include details about:
 - a. Access (from adjacent buildings and uses, between different districts, across major roads, access for different modes of travel, and regional access as proposed in the Maricopa Country Regional Trails Plan).
 - b. Amenities that will that make the public spaces feel safe and comfortable.
 - c. Way-finding recommendations so that there is a legible open space network within which people can easily orient themselves and get around.
 - d. Seasonal and peak/non-peak strategies: Successful open space cannot have just one design or management strategy. Rather, they change with the seasons, and over fluctuating peaks and valleys of use.
 - e. Relationships to Private Development, including opportunities for how site planning and ground floor uses in adjacent

buildings can help activate public spaces, link public and private open space and enhance both the open spaces and the economic use of those buildings.

DEVELOPMENT/MANAGEMENT STRATEGIES

Development and management strategies will be prepared to support implementation of projects, including:

A. Operational and Maintenance Standards – The Team will establish operating zones for the various locations and spaces developed in the concept plan and associate each with operational standards and budgetary costs for the proposed based on full-operation scenarios. This will include hours of operation, maintenance standards by level and frequency, staffing levels required to meet standards, marketing and branding recommendations, and customer service requirements based on established and agreed upon outcomes.

B. Partner and Management Strategy - PROS Consulting will evaluate partnership and management alternatives opportunities and develop a strategy to support formal agreements. This will include identification of potential partners by specific activity, funding parameters, and agreement guidelines to support formal agreements. Management alternatives will be developed to guide decision-making by the city.

POLICY REVIEW

Key policies and ordinances will be scanned to identify existing or potential obstacles to achieving the vision of great places in downtown:

- **Risk Management policies and their application to active public spaces**
- **Flood Control District policies**
- **Food and alcohol in Public Spaces**
- **Development Review Guidelines:** In order to ensure development of future buildings that encourage a social environment and active sidewalks, the team will also review the city's existing Applications Review Criteria and process for screening development applications. No new guidelines will be proposed, but rather recommendations for the existing guidelines and process could be modified.

TEAM CONTACT INFORMATION:

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Team profiles:

Project for Public Spaces, Inc. (PPS) was founded in 1975 as a nonprofit organization dedicated to working with communities to help them create public spaces that are well integrated into the community fabric and that enrich people's experience of public life. PPS has an international reputation for its work on the design and management of public spaces. PPS was founded to continue the pioneering work of writer-sociologist William H. Whyte (*The Social Life of Small Urban Spaces*). PPS has helped over 1500 communities grow their public spaces into vital community places, with programs, uses, and people-friendly settings that highlight local assets, spur rejuvenation and serve common needs, using observations, surveys, interviews, and a unique community process that puts residents and stakeholders first. Public and private organizations, federal, state and municipal agencies; business improvement districts; the private sector; neighborhood associations, chambers of commerce and other civic groups have all worked with us to create a sense of place in their downtowns, parks, and neighborhoods.

PROS Consulting, LLC (PROS) was founded as Leon Younger & PROS in 1995 to serve the park, recreation and leisure services industry and expanded its capabilities in 2004 with the integration of the management consulting capabilities from a national engineering and architecture firm. PROS

Consulting is a full-service management consulting firm specializing in public, private and not-for-profit service, facility and infrastructure providers. PROS Consulting is the result of the merger of two consulting capabilities in 2004. One component was the firm of Leon Younger & PROS formed in 1995 to serve the park, recreation and leisure services industry. Another component was the management consulting practice of a national engineering firm which served infrastructure activities of local governments. The merged firm is headquartered in Indianapolis, Indiana with a full-service office in Dallas, Texas. The two consulting capabilities have been working continuously on projects together since 2000. This combination of expertise creates a unique management consulting firm.

Betty Drake of Drake & Associates combines experience as an urban planner for city government with over 30 years consulting for government and private sector clients. She has achieved recognition for work in land development planning, bicycle and pedestrian transportation planning, neighborhood planning, public art and place-specific urban design. Ms. Drake has been a consultant on bicycle and pedestrian planning in over 50 U.S. cities. In Arizona, she has prepared bicycle, pedestrian and/or trails plans for Chandler, Glendale, Scottsdale, Arizona State University, Phoenix, Yuma County, Pima County, Prescott and others. These plans have ranged from risk management assessments to comprehensive bicycle transportation program plans. She has served on many related committees, nationally and locally, including the Transportation Research Boards Committee on Bicycling Facilities.