I. OVERVIEW

Planning a character area helps to ensure that new development is consistent with the existing character and supports the preferences of a community. It is created using input from neighborhoods and businesses on design and land use patterns and commercial characteristics. The plan also considers what makes this area of Tempe distinct from neighboring areas.

The planning process for Papago/North Tempe provided many opportunities for input. The first phase of outreach collected input on what community members who live and/or work in this area love most. The focus of the second phase was to determine which planning principles community members valued in comparison to each other. The final phase gathered feedback on the draft plan for the area.

The Papago/North Tempe character area consists of approximately 3.35 square miles area that is roughly bounded by the Loop 202 Freeway on the south, McClintock Drive on the east, the City boundary lines on the north, and approximately Priest Drive on the west.

II. OUTREACH

Several methods were used to provide information to the public regarding the project, meetings and opportunities for input.

1. Two direct mail postcards sent to residents, businesses and property owners in the project area.

2. Email notification to neighborhood and homeowner association contacts in the project area inviting them to share with their neighborhoods.

3. Email notification to participants from all phases of outreach.

4. Project signage placement in area parks and at the North Tempe Multi-Generational Center.

5. Virtual public meetings on Sept. 13 at noon and 6 p.m. with a total of 23 attendees. Recordings of the virtual meetings were made available online.

6. Topic posted online from Aug. 27 through Sept. 19 on Tempe Forum.

7. Project website made available.

8. Social Media and Eblast

FACEBOOK	8/24/21 – virtual public meeting, 1,709 reach, 62 engagements 9/11/21 - virtual public meeting, 3,345 reach, 118 engagements
TWITTER	9/8/21 – virtual public meeting, 877 impressions, 11 engagements 9/13/21 - virtual public meeting and survey, 544 impressions, 8 engagements
NEXTDOOR	8/27/21 – virtual public meeting, 163 impressions 9/17/21 – survey reminder, 193 impressions
EBLAST	8/23/21 – virtual public meeting, 2,393 emails sent, 153 click rate 9/8/21 – virtual public meeting, 2,373 emails sent, 133 click rate 9/16/21 – survey reminder, 2,057 emails sent, 183 click rate

III. SURVEY RESPONSES

1. On a scale from 1 to 10, where 10 indicates you're completely satisfied, how would you rank the draft Papago/North Tempe Character Area Plan?

   Average was 7.16 over 31 responses.

Number from 1 to 10	Number of responses	Percent
10	4	12.9%
9	4	12.9%
8	9	29%
7	6	19.4%
6	2	6.5%
5	3	9.7%
4	0	0%
3	1	3.2%
2	0	0%
1	2	6.4%

If not a 10, what would move you to a 10? Comments are in order from higher ranking (10) to lower ranking (1).

Ranking of 10:
No comments

Ranking of 9:

1. You left out on p.19 recognition of my neighborhood, Campo Alegre community, which is the oldest of the Character Area with the most unique character, architecturally, etc....Please include.
2. Focus on existing day to day amenities and commercial needs (grocery store, cafes, etc.) and access and appreciation of those. Impending large high-density residential development seems to be very much on the horizon, and traffic will increase along with it. How to answer future local domestic needs rather than having folks drive all over the place is essential. Emphasis on open space and recreational areas in this plan is appreciated.
3. Inclusion of extant businesses and commercial operations, specifically those for residential and visitor use (grocery store, restaurants, etc.). Emphasis on encouraging local and AZ-owned businesses for any in-fill in vacant commercial areas. And addressing the changes that are occurring along "motel row" south of McKellips along Scottsdale/Rural Road.
4. didn't get all I would have wanted.

Ranking of 8:

5. We need retail in this area. Places to shop and eat so the people that live in the area want to continue living in the area. Also remove the industrial around big surf and along curry. That land would be put to better use with shopping, restaurants, housing, etc.
6. Unsure of height of possible new multi-story buildings. Plan does not stipulate...
7. All new housing dedicated to those in need and affordable. 1) I think it would be additive to include a plan regarding urban campers / homelessness in the park areas. They make it unsafe to walk through by oneself and they leave garbage too. 2) It would be nice to include a section about designing the streets to continue accommodate large public events, like the IRONMAN race and P.Tillman run. 3) I didn't see anything about dog parks / pet friendly spaces 4) Other than those items, the plan is very nice and very comprehensive. We already have some very nice spaces and I like the forward-thinking to continue to improve these areas.
8. The homeless population in our area should be further addressed as part of this plan. Although it is properly outside the scope of this plan to address homelessness, almost every design principle is affected by the large homeless population and their behavior.
9. Improve walkability and safe open space
10. More inclusion of character of Campo Alegre

11. I think that it is impossible for a plan or anything to be perfect. It is a good plan, but really how can anything be perfect.
12. 1) Consider creating a protected "complete" street with shade between Indian bend wash and Papago park to increase connectivity between these natural recreations spaces/habitats. Implement "complete street" on miller road. 2) Create a "complete street" from N Scottsdale Road & E Playa Del Norte Road that continues under the 202, and all the way up Miller (until Tempe County line or beyond if possible...) that would make biking at night safer (biking on the Indian bend wash trail at night isn't desirable because of the homeless population seeking refuge under the bridge and the inability to see those individuals very well -biking along the road where other travelers can see me has proven to be safer in my experience in this regard) and during the day less hot (use bioswales to collect water and let run off go to Tempe town lake) and trees to offer more shade. As well as a protected and well marked bike lane. 3) Provide a water fountain along Miller road/Indian Bend Wash. 4) Provide more art to bring the community together 5) Provide another grocery store or even a small market that offers fresher produce than food city in the area between N (Mckellips), E (Miller), S (202), W (N Scottsdale) 6) Improve the pedestrian/bike lane across the bridge over Tempe town lake at N Scottsdale road by resurfacing so the ride isn't so difficult/bumpy to bike across, or include a separate bridge just for pedestrians/bikes that connect right up with the trail leading to the indian bend wash. Thank you.

Ranking of 7:

13. Protection for Campo Allegro
14. 11 & 10 & 14
15. Eliminate all Mexican fan palms from Evelyn Hallman park. Convert the park landscape to be similar to reparian preserve in Gilbert. Eliminate all homeless encampments from the area. Make a world-class mountain bike park that goes through the area.
16. It's a great start but I think more input is needed (it seems like too few participants). I also think a few point regarding walkability need to be addressed - specifically traffic slowing along College. I saw the roundabout mentioned but people use College as a raceway to rev their engines since it's hard for cops to stop them and free of multiple stops. Also, a buffer between the sidewalks and street (specifically along Mckellips and college) with shrubs and trees. There are always skid marks going up over the curb which are scary and make me feel unsafe on the sidewalk. It's also very loud for the reasons mentioned earlier. I have young children and am very nervous walking with them to get to Tempe Town Lake or the canal because of all the traffic problems. I also think k it's a huge miss that the north shore of the lake is not included in character area 1. It is very different from the south shore and is used more by those of us living in this side of the lake. That being said, I also think there needs to be better pedestrian access to the south shore. Walking on the Scottsdale Rd bridge is frankly terrifying with scooters whizzing by and

tons of obnoxious cars revving engines. I would never walk there with children. Walking the pedestrian Bridge is much better but very far away.

17. Renew the policy of placing overhead lines underground for anything 69 KV or less, phone lines, cable, etc. It was policy, working in concert with the utility companies and developers to place lines underground starting from South Tempe, moving north on a programmed maintenance type schedule. New developments or major property changes required the owners or developers to place overhead lines underground abutting the property or post a bond when such work was impractical (single family residences adding mother-in-law rentals for example).

    Neighborhoods- streets and alleys look so much nicer without utility poles and wires. Trees won't need to be butchered if the branches don't conflict with power lines. The aesthetic and safety possibilities are well worth the investment. As a bonus, maintenance costs will decrease, as overhead lines deteriorate more quickly and lines break due to storms and accidents.

    Please, get with Engineering and Transportation (Traffic Eng.) to renew the program. It ended at the economic downturn of 2008. It is a good investment in neighborhoods.
18. Clearer information concerning what is to happen to the existing businesses and adult entertainment in the county island that is to be annexed.

Ranking of 6:

19. While I certainly recognize that this document does not have legal 'teeth' to it, stronger and clearer statements of the desirable character expressed by community members would strengthen the document. For example, rather than simply stating that affordable housing is desirable as a component of buildings, It should state that the community strongly desires integrated affordable housing that meets the degree of need for the local community for current and projected needs.
20. The plan currently lacks an acceptable effort to solve the homeless problem that most residents have identified, has minimal capability to address public safety in parks/pathways as highlighted by many residents, severely misses the mark on the need to pave roadways and improve sidewalks and is devoid of the use of solar power to light anything that requires electricity.

Ranking of 5:

21. Did not participate so I have no idea of peoples thought process.
22. not applicable in current and future planning and concepts
23. The motel 6 on Scottsdale/Rural road and the amount of homeless and the types of business that are not concurrent with a family/university image.

Ranking of 4:

No responses ranked the draft plan a 4.

Ranking of 3:

24. specific examples of improvements that are not featured in any other of Tempe's character area plans. highlight what is unique to this area only.

Ranking of 2:

No responses ranked the draft plan a 2.

Ranking of 1:

25. One of the opening portions talks about County Island, other than a portion of it that is going to be annexed, is NOT Tempe. Why start out this way? For Scottsdale Road it references 2015 transportation master plan...it is 2021 and nothing has been done. We are talking about streetscape beautification, they are redoing Alameda, completed Broadway but nothing on Scottsdale Road...THE GATEWAY to the whole city. What does complete street concepts mean?
26. Put up fence or wall to keep pan handlers and bums out since the city blew tax money on hotel for them Fence or guard

2. Are there any additional elements that should be added?

1. Address and improve character, liveability & standards for neighborhood rental market especially formerly single family homes divided up into multiple units poorly maintained.
2. Address the homeless situation in more specific detail. Keep new buildings commercial and residential to low rise. Keep views of mountains. Keep signage reasonably sized and dimly lit. No moving signs. Keep our night skies dark.
3. As mentioned above, commercial enterprises (extant and not [yet]) such as grocery store(s) and local restaurants and businesses. Locally-owned or AZ businesses preferred, of course.
4. Development of a "Old Town" Tempe district along the north side of the river to attract locally-owned businesses and artisans. Public Safety and Law Enforcement. Solar Energy in Public Spaces. Park Maintenance and Recycling Provide tax incentives for light commercial businesses to serve pedestrians along waterways such as restaurants, recreation and apparel shopping
5. Encouraging local businesses of use for residents and not just vehicular needs along major traffic corridors (gas stations, etc.). Addressing and helping the accumulated populace that are in want of shelter and other services.
6. fence or guard
7. I wish to have papago park,Evelyn hallman park and surrounding areas maintained with natural dessert areas retained, also it would be beneficial for county island incorporated to tempe,I enjoy living in this area and I understand some upgrades are being made for apartments nearby, I like being able to see mountain views nearby and hope that will still be there, I don't want more than 3 store buildings to be built blocking views, we have enjoyed seeing fireworks from Tempe town lake,and hope that continues, but that is our input, thankyou, resident

8. Intentionally repeating my comment above - The homeless population in our area should be further addressed as part of this plan. Although it is properly outside the scope of this plan to address homelessness, almost every design principle is affected by the large homeless population and their behavior.
9. It mentions preserving the existing grocery store. I think that's great but it is a limited and very old store. Another option would he amazing. Also a big box (or little box) store would be so helpful. The loss of Big Lots was a bummer. There's not even a Walgreens nearby. To just pick up any sort of housewares you need to travel pretty far.
10. No
11. No homeless encampments.
12. No I believe all the elements are present. Actually more exist than I expected. Good work.
13. No this is enough but please include camop Alegre community of homes on p.19...preserving Neighborhood Character. Important that Hallman park be maintained and no mention of the bridge west of the park crossing the canal....why not???
14. No. Pretty comprehensive.
15. "public art" is very vague and can be applied to all of Tempe, maybe if there was a specialty for this area like small statues or rock gardens or something specific.
16. Plant trees along all sidewalks... Not only do trees cool but they clean the air... eliminate any building that goes up to sidewalks... zero lot lines provide zero interest in shopping. Trees, trees, trees trees. Strategically planted for most heat deterrent.
17. recreation
18. see above, items 1-3. 1) I think it would be additive to include a plan regarding urban campers / homelessness in the park areas. They make it unsafe to walk through by oneself and they leave garbage too. 2) It would be nice to include a section about designing the streets to continue accommodate large public events, like the IRONMAN race and P.Tillman run. 3) I didn't see anything about dog parks / pet friendly spaces
19. See above.
20. Sustainability, you should have an extra section on that, because none of the progress (buildings, roads) in Tempe is sustainable.
21. Tempe is an excellent city to reside in.
22. The housing section needs to be expanded to talk about all types of housing diversity. Also, need to discuss homelessness on Rural road.
23. The Indian Bend Wash between Curry road and McKellips is gated off from recreational use. If owned by the city, please consider opening up this space so residents can enjoy it and not have to walk past a large and tall fence. Additionally, I have witnessed a handul of wildlife struggling to get around the fence.
24. Yes, more about creating a master plan for our gateway. Move the info about County Island. That should not be at the beginning of the document. As the

city invests money into the area it would incentivize more desirable businesses.

3. Please share any additional comments on the draft plan.

1. Agree with all proposed elements, heartily endorse and encourage the annexation of the county island and tree planting along the canal pathways.
2. Charge anyone not from Tempe for use fee
3. Curious the percentage of profit margin.
4. Easy to read and straight forward.
5. I don't consider walkable or affordable as "character" and when walkable is included in every single character area then it's not really about Papago anymore. I expect all of Tempe to be walkable but how does that make Papago's character unique? what specific elements of this plan are not included in any other plans? what specific plants in the plant pallet are included in this plan but not any other plans? what specific neighborhood improvements are unique to this area? what specific type of art will be unique to this character area as compared to all the other generic character area plans? any city in the world could write "walkable" that doesn't tell me anything about Papago's character.
6. I see that it is only noted as a public comment and not part of the plan, but please, please let's not go down the path (again) of asking Phoenix Sky Harbor International Airport or the FAA to alter flight paths. We are 4 miles East of the touchdown point for the North runway. The airport has been there for 70 years and is the "front door" of our State; critically important to the whole State's economy.
7. I think #15 would be very difficult to mandate and harder to enforce. I am assuming this is included because of the current pandemic.
8. I'd actually rather have a cohesive Tempe plan that makes the while Sony more recognizable that something that sets out little piece of it apart from the rest. I don't think many people realize the north of the lake is Tempe at all so I hope whatever is done brings us into the city more than separates us by our unique traits.
9. If nothing else comes of this effort at least create an effort to clean up and repave the roads and sidewalks, stop the homeless from camping wherever they want and increase police foot and bike patrols. Everything else will flow from that and the residents and property owners will appreciate it.
10. It will be pleasing to see turf replaced with native species.
11. No
12. People use areas that are safe and shaded.
13. Preserve the Sonoran desert environment, specifically, do not turn more of Papago park into a parking lot.
14. Safety of transport, specifically pedestrian and cyclist needs of shielding and protection from motorized vehicles to be more greatly emphasized (barrier systems as well as bridge access over major roads, such a Scottsdale road). I suggest removing the over representation of palm trees in the images as a

major point in urban forestry, as that does not reflect the shade and canopy principle listed in the document that reflected community desires. Plus, The presence of palm trees tends to be a greater characteristic of the southern ASU district... Moving away from palm trees would allow direct distinction and would serve better to the purposes reflected in the document.

15. see above about Campo Alegre community being missed in draft as well as the fine bridge across canal west of hallman park...There is a homeless problem in Hallman park and this needs to be addressed.
16. Thank you for engaging the community.
17. Thank you! It is a beautiful location and the various neighborhood groups and leaders have done a fantastic job to keep folks informed on this process with the City of Tempe and other activities. Which is an indication of the pride and cconcern that residents have for their homes and neighborhoods.
18. The draft plan is hopeful and encouraging. Weird that some of photographs are NOT of Tempe locations (example: first image on page 30, under Section 14:Climate Change & Extreme Heat Management"). Is that typical of such documents? To note: North Tempe has active neighborhood groups and amazing neighborhood leaders. Such community involvement (including getting the word out about this very survey) is a testimony to the pride and concern that residents have for their neighbors and neighborhoods.
19. The Rolling Hills Golf Course should be reimagined and returned to the commons as part of the parks. A tree collection or for every tree being removed by development two trees be replaced at the new Tempe Rolling Hills Arboretum with plenty of water from the crosscut canal. The Golf Course is a dinosaur which only serves a relatively few users. Make it a destination for tourists and residents alike
20. The whole Character Area is not of much use when it comes to development from what I have seen. Nothing in this document is going to give any info for future development other than put more stucco buildings in the county island...Charles has that under control. Nice and beige for a big stucco wall.
21. very nice and comprehensive. I love living in Tempe.

4. Race

	%	Count
Asian/Pacific Islander	3.6%	1
White	85.7%	24
Other	14.3%	4

5. Age

	%	Count
25-34	9.7%	3
35-44	9.7%	3
45-54	25.8%	8
55-64	19.4%	6
65+	35.5%	11