

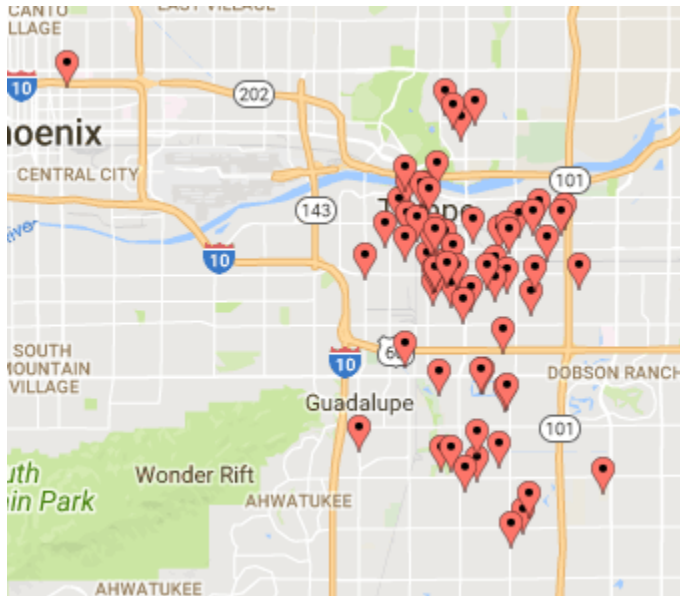


OVERVIEW

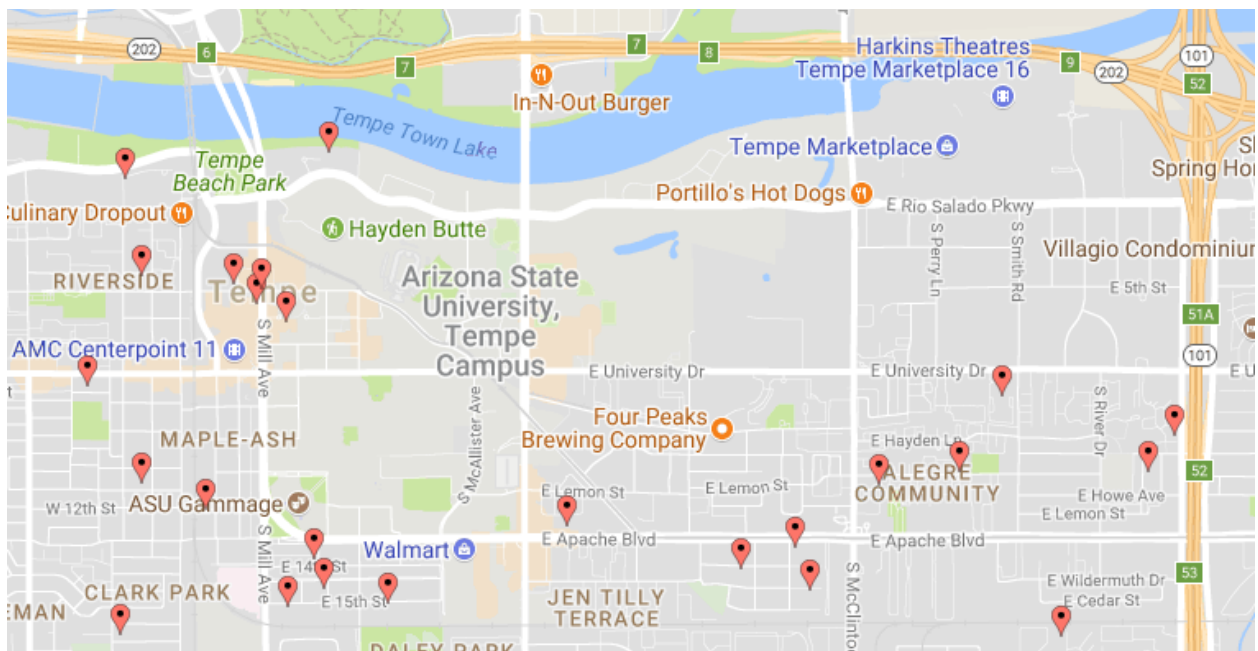
The topic was posted on Tempe Forum from February 28 through March 14, 2018. A total of 68 survey responses were received; 17 at the workshops and 51 online.

MAP OF SURVEY RESPONDENTS

All responses:



Project area:

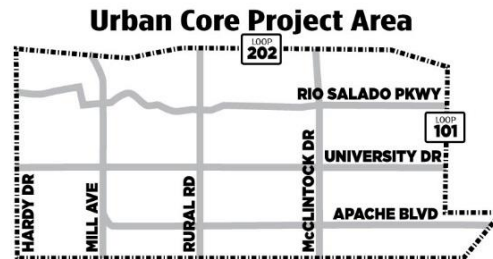


SURVEY RESPONSES

The Project

The City of Tempe is planning for the city's Urban Core – the area focused around Town Lake, Rio Salado, Downtown, ASU, Apache Boulevard, Smith Industrial area and several neighborhoods – to create a comprehensive and unified development blueprint for Downtown Tempe and the Urban Core that is integrated and sustainable.

The Urban Core Masterplan project covers the area bounded by Loop 202 to the Union Pacific Railroad tracks, and from Hardy Drive to Loop 101, a total of approximately 6.15 square miles.



Introduction

The following questions are created to give the project consultants and City staff a better understanding of how to preserve Tempe's assets while creating jobs, increasing amenities, and improving strong city services in the Urban Core. The questions are aligned with the relevant City Council's priorities.

Quality of Life

Tempe City Council Priority #3 focuses on Quality of Life: Enhancing the quality of life for all Tempe residents and workers through investment in neighborhoods, parks, the arts, human services, and city amenities, with an emphasis on equity and diversity.

The Urban Core Masterplan process will fully support this goal. The following set of questions are meant to obtain stakeholder input towards this goal

1. What makes the urban core a great place to live and work?

1. People, shade and connectivity with attention to the unique feel of each space.
2. Diversity, local businesses, character, walking, biking, history.
3. Close to light rail, business, and shopping
4. Sense of community
5. Not much the way it's going.
6. Walkability, mass transit, bicycle friendly, mixed use neighborhood.
7. A mix of retail, restaurant, and entertainment options along with density and walkability; availability of transit options and proximity to ASU.
8. Everything is close by. Mix of modern and historical stuff.
9. I love urban cores when done nicely. Portland, OR is a great example of how they have turned a run-down city center into a vibrant and highly desirable place to live, work and play. It also boasts one of the greatest concentration of food trucks and farmers markets of many cities of its size. If Portland was in Tempe, I would love to live there.
10. Cultural opportunities (museums, festivals, concerts, Gammage), transportation options, parks, thriving businesses.
11. It is nice that there is some history and walkability in some areas is nice

(Quality of Life question 1 continued)

12. I live in East Tempe, and since the 101 was built, we feel like the forgotten part of Tempe, the part that couldn't get pizza delivered from a business a mile away, was instead told to order from their Mesa location! Having said that, I like how connected Tempe will be in the proposed plan. I hope this connectedness will not bring crime or criminals into our neighborhoods.
13. In many ways we have a vibrant and inclusive City. Tempe is growing... love the many restaurants available in downtown Tempe; love access to Orbit to get to downtown Tempe.
14. Access to public transportation, bicycle friendly, near ASU, walkable downtown environment, great neighborhoods, great local restaurants, near lots of attractions: i.e. Tempe Town Lake, Gammage, Tempe Center for the Arts, Tempe Diablo Stadium, etc.
15. I neither live nor work there, but we do enter the area often to eat, go to the theatre, shop, and other things. I like the eclectic nature of the area - restaurants of all types, lots of walking areas, decent parking, ASU, and the events
16. Easy commute.
17. Mixed usage - being able to walk to restaurants, shops and activities (movies, theater, festivals).
18. Intensity, density, urban walkability, transit opportunities.
19. Green space, especially linear, easy access.
20. Purposeful recreation, dynamic.
21. Walkability, quality retail and restaurants (currently weak), ease of access.
22. Energy, creativity, being in the action, accessibility to events/games/etc.
23. So much to do, variety of ages; entertainment and restaurants; great parks/activities; vibrant office space.
24. It more walkable than the rest of Tempe.
25. Close to everything
26. Lots of small, local, unique businesses. Trees and shade.
27. Affordable housing, easy access to services (grocery stores, mass transit), easy access to entertainment.
28. The urban core is an exceptional collection of neighborhoods within a city in the heart of the greater Phoenix area. The vibe, comradery and sense of community is palpable and encourages residents to become actively, proudly involved in enhancing and promoting this inclusive, neighborly lifestyle. A less roundabout way of saying that it's easy to feel and encourage civic pride.
29. Multiple opportunities in transportation, employment, education, entertainment & recreation.
30. Everything is close and accessible.
31. It is urban!
32. I am not sure that it is great right now. It needs a great deal of revitalization.
33. Gammage - entertainment plays. Lake and walkway. Parades. Art.
Entertainment and Food
34. It's inclusive and not subject to NIMBYISM.
35. No comment ... I don't live or work in the urban core

(Quality of Life question 1 continued)

36. Compact and accessible to services and amenities and transportation options.
37. Tempe Butte / Desert Vistas, - Historical Buildings & Structures, - TCA
38. There are good places to work, but not to live, which is a problem. In addition, if you live in the urban core, key resources such as grocery and retail are missing. Tempe Marketplace is too far away and traffic congestion makes getting there from the urban core difficult, forcing residents to travel further away to more accessible services that should be available in the urban core.
39. We have lived in the neighborhood since 1977. Great place until the last 5 years.
40. Right now, this area of Tempe is falling apart. I don't like to be in this area after dark, let alone walk around and enjoy the businesses and shops/restaurants. I am constantly being harassed, being asked for money, or being stopped. The traffic is horrible as well. This area of town needs a huge revamping.
41. The uniqueness of the old homes and the creativity people have put into their homes over time makes this area special. The area is not glitzy or glamorous and that is part of the charm; it is real and that has taken time to achieve.
42. A sense of place, where we have value and can contribute to everyone's wellbeing
43. Tempe has many great attractions within walking distance combined with transportation to get around without having to drive.
44. Things to do, walkable downtown, restaurants, nightlife, Tempe Center for the Arts, ASU Art Museum, Gammage Auditorium
45. Variety of things to do, intensity of activity (always something happening on the street), nice places to eat, music on the street, Cafe Boa, House of Tricks
46. An innovative area with the Novus Corridor - a smart city. The energy of ASU's young people. The building that ASU is doing including the retirement center to aide lifelong learning. It's great that ASU is opening its assets for use by major employers and retirees.
47. Sense of community, walkability, combination of neighborhoods and commercial and recreation.
48. It's compact nature and walkability with easy access to public transit.
49. Walkability, diversity, cycling infrastructure, transportation, and the lovely public spaces shared by all residents.
50. Walkability, public transportation (light rail and future street car), parks - both pocket and larger, trails and alternative (car-free) paths, art, culture, food, shopping, density, diversity, convenience to the airport, community gardens.
51. Ideally, it would be safe, affordable housing, and jobs that pay sufficient wages to sustain quality of life.
52. Access to restaurants, bars and businesses.
53. convenience of everything you need/want within a defined area
54. A small town feel.
55. ASU, walkable downtown, shopping, restaurants etc.
56. Public transportation. Things to do. Ability to walk to shops.
57. The ability to do many things by walking or riding a bike.

(Quality of Life question 1 continued)

58. Safe and pleasant places to walk. Lots of green areas. Accessible public transportation. Food stores and good restaurants.
59. Walkability and diversity--a city should be a place made for anyone and everyone, with equality of opportunity, and a diversity of character areas to meet the needs of each and every population that resides within its confines, while welcoming in new groups with ease.
60. Diversity in both people and the built environment.
61. It should focus on ALL business parks currently in the City and work to make them more attractive for businesses to locate, expand and stay.
62. Authenticity, grit, sense of place. Tempe's core has soul, it's compact. Easy to get around. Proximity to Arizona State and mass transit.

2. What contributes to the quality of life in your neighborhood?

1. Diversity and shared public open space (esp. the Escalante Community Garden).
2. Community bonding, walkability, parks.
3. Cohesiveness
4. the people who live here
5. The people who live here. The diversity of people and educational level and importance of educating the future citizens. The fact that people vote. The size of the lots and irrigation and the trees and grass that add quality to life.
6. The people, the fact that all the houses are unique, not cookie cutter.
7. Arizona State University, Tempe Town Lake, bike paths and routes. Shade trees.
8. Welcoming and friendly neighbors, ample sidewalks, access to Orbit shuttles and bus service, bike lanes and proximity to stores and schools. Proximity to our neighborhood park is very important.
9. Great neighbors, good communication with them through neighborhood association and occasional gatherings. Quiet neighborhood with low traffic.
10. Walkability and safety.
11. Tempe is a wonderful, clean and vibrant city, very educated too.
12. I am not in the urban core, but I do like the amenities that Tempe provides
13. Having a neighborhood association that is strongly supported by City of Tempe Neighborhood Services; Orbit that can be used to get me downtown and avoid parking hassles; having ASU as a first class university.
14. Maintaining the character of the neighborhoods and houses; continued emphasis on neighborhood beautification programs, as well as streetscape programs. Bicycle-friendly streets. Close proximity to local restaurants/retail.
15. Community of like-minded people, ability to walk and bike safely, good schools.
16. Green spaces/shade.
17. Mixed age groups.
18. Easy access to shopping and dining. Neighbors. Parks.
19. Walkability
20. Flood irrigation - lots of trees and grass. Walking distance to downtown and Tempe Town Lake.

(Quality of Life question 2 continued)

21. The urban core is the "living room" of the community and this supports all neighborhoods.
22. Low noise, light traffic.
23. Nice homes, sense of community although don't really know our neighbors.
24. Shade, bike lanes, connectivity.
25. The lake and its amenities; neighbors know each other, closeness to downtown, restaurants/Gammage
26. ASU Museums
27. Good policy. Good policing. Good neighbors
28. Safety-feeling able to send my kids out to play, being able to walk the streets, having people out and about, parks and other places to walk around, play, gather. Well maintained streets, sidewalks, alleys
29. Easy access to mass transit
30. The most immediate and accessible impression is the design of the streets and style of houses built along them. The historic houses and individual styles and layouts invite residents to socialize with each other outside and enables a sense of belonging. The area has a real feeling of gravity and grit, if that word can be applied here. To say, "this is my 'hood" or "welcome to the 'hood" can be said sincerely and confidently. This is my 'hood! There is an integrity here. I haven't felt that anywhere else.
31. Historic buildings, enhanced streetscapes.
32. Clean and maintained streets and sidewalks.
33. Low traffic volumes.
34. Parks, school, gathering eateries, places to exercise and learn
35. I live outside the urban core, but I'm concerned about the rapid growth impacting other areas. I'm concerned that a lot of the city public works/transportation plans are getting more attention in urban core areas so might take priority. Bike and walking paths, preserving single family housing, updated parks, orbit buses, adequate neighborhood lighting, and the lower traffic counts associated with a mostly single family neighborhood contribute to my enjoyment of my neighborhood. Having places for homeless to live/congregate/shower/etc. is important so that they are not sleeping on our streets/parks, using park water fountains to do laundry, moving into Ramadas in our parks, etc.
36. It is important to have key services, including grocery and retail readily available, particularly if the neighborhood is expected to be walkable.
37. Friendly neighbors. Easy access to everything.
38. My neighborhood is currently being brought down by landlords that don't want to keep up their houses and charging as cheap a rent as possible. Shoving as many kids in the houses as they can, and not caring what shape the houses are in. Traffic down Mill in the evenings is so horrible, it takes me 15-20 mins to get from Alameda to the 60.
39. Open space, greenery, safety.
40. Walkability, bikability, a feeling of connection with our neighbors, inclusion.
41. Community Involvement

(Quality of Life question 2 continued)

42. Trees and art on the standpipes / water pipes and in the roundabouts. There needs to be more desert trees planted along roadways similar to College south of Apache and north of Southern. The trees reworking of that street are terrific.
43. Shade, art, slow traffic
44. Easy access to orbit and light rail makes it easy to access Tempe, Phoenix and Sky Harbor Airport.
45. Cleanliness, walkable downtown, landscape/hardscape, art, restaurants, safety, parks/green space
46. Mitchel Park (especially when it is activated - concert, sports, kids, dogs), heavy old-growth tree cover, odd neighbors, art in the neighborhoods, convenient & diverse restaurants.
47. We're fortunate to be surrounded mostly by homeowners, like ourselves - not renters. We're grateful for the work you're putting into Daley Park and for that beautiful mural on College. Composting and recycling pickup is awesome.
48. The single-family residential appearance and context of Greater Maple Ash, the neighborhoods to the immediate west of the University, contributes to the quality of life in the neighborhood and in the City of Tempe. The neighborhood as a complement to the downtown and the university is an important amenity and counterpoint to the large scale development happening in downtown Tempe, on the Rio Salado and the Novus. The importance of the oldest remaining neighborhood not being overtaken by development and thereby contextually destroyed is essential. This component of Tempe cannot be recreated or replaced. The example it provides of an old-time neighborhood in which people have connections with neighbors and those who pass through unlike the garage pull-in model of neighborhood where contact with life on the street is minimized. Greater Maple Ash has support from all parts of the city as well as from the greater Valley area as an historic and cultural asset that brings back memories of past decades.
49. Public transit, shade trees, historic irrigation, and people-scaled historic structures and neighborhoods
50. Proximity to the light rail, affordability, diverse neighborhood, many ages (I live in Escalante, the multi-generational housing complex)
51. Shade, water responsible green spaces, car-free places and paths, amenities, diversity and culture, art, music, community garden.
52. The history of Tempe, the residential neighborhoods and the people within the community.
53. Safe neighborhoods, neighbors looking out for each other, cleanliness, park amenities, close freeways.
54. Not much. All money seems to go in the downtown and Tempe Beach Park area. Alley
55. 1.convenience of everything you need/want within a defined area. 2.safety. 3.neighbors. I live in south Tempe
56. Trees and single family homes.
57. My neighborhood is enhanced by diversity, affordability, and arts and culture.

(Quality of Life question 2 continued)

58. Feeling like we are part of a small town.

59. Trees. Grass. Safety. A neighborhood that walks, bikes, is friendly and clean. Homes are well maintained and show pride of ownership. Diversity in regards to ages and color.

60. Good neighbors. Park. Owner owned homes. Diversity

61. Small libraries, art.

62. Cleanliness, ample shade, helping citizens improve their lives by making city functions as easy as possible to use.

63. First responder, streets, parks (not bike lanes on major arterial streets at the sacrifice of vehicle lanes).

64. TBAG, ASU, Downtown, mass transit

3. What needs to be preserved and protected?

1. Diversity of small restaurants.

2. Open space, historic building, local business.

3. Apartment complexes need to respect residential areas

4. green grass, trees, narrow streets

5. Irrigation, neighborhoods, style of housing and feel of neighborhoods.

6. All the older neighborhoods - keep the intrusive mid and high rises away from us.

7. Trees, flood irrigation, Papago Park/Rio Salado, historical properties, neighborhoods.

8. Walkability, frequent shuttle service, good lighting and well-maintained parks.

9. I don't live in that area, so I'm not sure. Definitely buildings of historic value, whether they are on the national registry or not. And affordable housing!

10. Community safety. Places for people to come together.

11. We see a lot of beggars at intersections near the 101, they generate a lot of trash. Also, keeping the trees on city land alive, as we've seen a lot of attrition on Price Road North of Southern.

12. Shade!!! Keep the history of the area and the setbacks so that buildings aren't right up against the streets

13. Our parks... green space... Would love to see more "home grown" businesses that we had in the 1970's located in downtown Tempe. Definitely, we need more affordable housing for lower-income folks including seniors who are aging out after having lived in Tempe for 30-40 years.

14. Character of neighborhoods west of Mill Ave and south of University Dr.

15. Trees and plants, the ability to walk in the area

16. Historical properties, open space, green space.

17. Green spaces.

18. Older neighborhoods.

19. Our older residential neighborhoods. There should not be lots assembled for apartments. Hayden House (Monti's) must be saved and restored. We should save and preserve the few historical residences left, including the Birchett House.

20. A few historic landmarks, like Flour Mill, historic green space, Hayden Park, the waterfront along the Lake (both sides).

21. Dedicated open space. Existing previously rehabilitated historic structures.

(Quality of Life question 3 continued)

22. Parks, the small town feel that Tempe has as an outstanding feature.
23. Bungalow type homes.
24. Trees, some architectural character, make streets narrower.
25. Homey feel, locally owned businesses, brick, people outside.
26. Neighborhoods, historic/family, single-family homes. Great transportation/walking system.
27. Local restaurants
28. The small town feel
29. Parks and gathering spaces as well as areas to walk around
30. Parks and plazas
31. Stated above
32. Historic buildings.
33. We need to quit putting up all these ugly glass buildings and the hipster painted buildings that are already out of style blocking off the desert landscape.
34. Efficient and up to date public transportation. traffic management. active police presence. open space that is actively maintained.
35. Access to neighborhoods, neighborhoods, free available Parking and shuttle pick up, built structures from different time periods - a mix of old and New.
36. As much single family housing and open spaces (such as parks) should be preserved in the urban core. The air and heat can be terrible at certain times of days so methodology should be explored to resolve that. Wildlife areas should be preserved where possible (especially in canal and rio salado type areas)
37. The "urban" identity, avoiding low-rise condos or single family homes.
38. The neighborhoods have gone downhill the last 5 years because of mainly the homeless. We now have more crime and trash and drugs in our parks. The library complex and homeless center on Rural have contributed to it. The bus stops, free bikes are left everywhere, homeless hang out especially at the Southern/ Rural area. police don't seem to do anything. Don't we have vagrancy laws? Why can't we put to homeless center down in the warmer Rural area!
39. We need to bring back families and locals to this area and reduce the crime and homeless population that has taken root in our parks and streets.
40. Freedom of movement for all, it is already getting congested to the point of major concern with the high density developments underway. Traffic is getting worse, views are being obstructed, the feel is becoming more Manhattan than Tempe
41. I would like to see more connecting corridors of green plants and trees that would provide food and shelter for birds and wildlife in the city. We have streets and walks for people why not the other living creatures?
42. The mix of single family homes, town houses, apartments and business needs to be maintained.
43. The arts - Tempe Center for the Arts, ASU Art Museum, Gammage Auditorium; walkable downtown

(Quality of Life question 3 continued)

44. Parks, bike lanes, public spaces, libraries. Tempe's Arts Ecology (what's left of it...). Tempe Butte (it's not enough to be protected or preserved - it needs to be buffered out, framed, and integrated as critical component of our core). - Historical Environmental (Sonoran Desert) & Cultural Her
Parks, bike lanes, public spaces, libraries. Tempe's Arts Ecology (what's left of it...). Tempe Butte (it's not enough to be protected or preserved - it needs to be buffered out, framed, and integrated as critical component of our core).
Historical Environmental (Sonoran Desert) & Cultural Her
45. The historic neighborhoods need to be preserved and commercial development, condos and apartments need to be kept out. Homes should not be scraped to put in tract looking houses or super modern condos that makes the density sky rocket. I don't want one house to be taken out and 10 condos replace it. This is prostituting the area; the charm is what draws people in and scraping a lot degrades that charm but at the same time is used to sell the condos. Disgusting.
46. Michel Park, Old-growth tree canopy, art in the neighborhoods, restaurants, dark skies
47. Probably College Ave. with the wide bike lanes. Daley Park.
48. The diversity and longtime residents. I'm new here and I don't want my presence to raise prices for long time residents. Allow for more dense housing to meet demand so that neighborhoods on the periphery aren't affected. Otherwise they will be.
49. Historic properties, the desert environment, small businesses, eclectic feel.
50. Single family residential neighborhoods.
51. Affordable living, safety, amenities, overall quality of life
52. Alley ways and neighborhood streets.
53. In the urban core- preserve and improve the alternative modes of transportation. What needs to be protected is safety and code compliance.
54. The trees and single family homes.
55. Preserve and protect affordable housing, and affordable commercial real estate for entrepreneurship. However, this doesn't mean crystallization-- neighborhoods and buildings should be able to be easily adapted, with a diversity of housing typologies continuing to be supported, as is historically true for the neighborhoods in and around the urban core.
56. Local parks and trails
57. The churches must be preserved. Green areas need to be preserved and expanded.
58. Keeping roads and other infrastructure repaired and cleaned. We just came back from Las Vegas and it was shocking how dirty and trashy things are there.
59. Neighborhoods
60. Any natural desert area that is left.
61. Schools & parks
62. Historic structures like House of Tricks, Maple Ash, Casey Moores.

(Quality of Life question 3 continued)

63. The existing single-family residential style of the neighborhood needs to be protected. No more out-of-scale development. This approach to development/redevelopment has ruined Riverside and Sunset neighborhoods making that area a hodge-podge, Houston style mess of small homes and larger developments. The lack of pride and sense of neighborhood and unwillingness to maintain and improve leaves me with a sense of hopelessness driving or walking or biking through. It is important that an inventory of housing style and affordability be undertaken and a plan made to improve the built environment and provide a quality of neighborhood and pride of place in the Riverside and Sunset neighborhoods. I am disgusted that the city has allowed this happen. Greater Maple Ash – Maple Ash and the neighborhoods existing to the immediate west – are in danger of this fate; loss of character due to overdevelopment. This is true for the neighborhoods to the south and the east of the university as well given the existence of some multi-family zoning and the encroachment of arterial development. Some of these neighborhoods have taken advantage of the historic district option. This has not been an option for the oldest existing historic neighborhood in the city, Maple Ash, due to a handful of absentee owners who want higher scale development and a big payday for sitting on their - not all, but too many, dilapidated properties. The city has, but should, allow this (neglect) to be an option for property owners. Following is a list preservation-worthy characteristics that exist in Maple Ash and in the neighborhoods to the immediate west. This combination of characteristics is not duplicated anywhere else in the city of Tempe, making these neighborhoods an unparalleled resource in the city. Karyn Gitlis 12-13-16 update: Jun 19 2017, Sep 1 2017, Dec 8 2017. Existing Greater Maple Ash characteristics:

1. Single family residential use. The predominant use for property in these neighborhoods is single-family residential, mostly single story.
2. City history. The greatest concentration of historic and historic-eligible residential housing remaining in Tempe exists in these neighborhoods. The Maple Ash Neighborhood has 17 houses listed on the Tempe Historic Property Register and several more, not included on Tempe's list, on the National Register of Historic Properties. Maple Ash also includes the oldest city platting, the 1909 Gage Addition, still standing albeit with encroachments. Wilson Arts and Garden District includes a collection of the oldest houses remaining in situ in the city. These date to the late 1800s before the process of subdividing undeveloped acreage into future neighborhoods became standard practice. Two of these are listed on the Tempe Historic Property Register. These wonderful examples of Tempe's earliest settler homes are rapidly disappearing. Many have been demolished and some replaced with multi-family structures, some of which on Farmer are sub-standard.
3. Cultural Resource Area. Areas identified as such on the City of Tempe General Plan density maps "...are considered culturally significant to the character of Tempe...It is desirable to maintain the character of these areas." (Tempe General Plan 2030 adopted December 4, 2003 and Tempe General

Plan 2040 adopted December 12, 2013) During the creation of General Plan 2030 in 2003, city historians and officials recognized that adverse effects on the historic integrity of neighborhoods had taken place under General Plan 2020 based on the intensification of land use permitted in the 1997 General Plan. The team working on the plan “felt strongly that protection and enhancement of Tempe’s heritage is critical to preserving the unique identify of our community.” (from Understanding Cultural Resource Areas, part of Tempe Historic Preservation Commission Information Series)

4. Flood irrigation. A large proportion of the properties in the neighborhoods receive flood irrigation. The early farm irrigation system evolved into a residential irrigation system that essentially is owned by the property owners and managed by the city, creating another unique set of challenges. It has also created a lush urban tree canopy that is recognized throughout the valley for its beauty and benefits to residents and visitors alike.

5. Public Art projects. The Maple Ash, Wilson Arts and Garden and Mitchell Park neighborhoods have a large concentration of public art projects supported by the city, and to a small extent, by private grants and donations. The sheer quantity of public art in the area may exceed any other city subdivision of similar size. Installations include decoration of flood irrigation standpipes, sculptures and landscape enhancement in chicanes and roundabouts, murals, municipal park art, infrastructure enhancements, private art installations, neighborhood identification artwork and more. In addition, street improvement projects on 13th Street, University Drive and Hardy Drive have all included wonderful public art installations using neighbors as part of selection committees.

6. Location. Adjacent and walking / biking distance to Arizona State University, Tempe Town Lake and Downtown Tempe, these neighborhoods are an incredibly popular housing option and destination for visitors. They are also an invaluable lower scale counterpoint to the density, height and visual congestion of Downtown Tempe to the north and Arizona State University to the east. As such, housing here is a coveted and hard to secure resource.

7. Proximity to the Transportation Overlay District. The Greater Maple Ash neighborhoods are close to the Transportation Overlay District. Modes of transportation in Tempe include transit bus, light rail and neighborhood circulators. The airport is close by, and transit access to the airport is good. Development of streetcar extensions from the light rail are in progress. There are plans to expand options for better regional connectivity. The existence of transit is both due to and dependent on denser, urban type of development.

8. Social, Economic and Educational Diversity. The inhabitants of Greater Maple Ash tend to be a diverse group, varying on a wide range of demographic characteristics. There are many benefits to this diversity, an important one being increased safety on the streets given a greater variety of schedules and mobility patterns.

9. Unduplicated in the City aggregate of housing and life-style. Given the characteristics discussed above; and, sociologically speaking, due to the era in which they came to be, these neighborhoods are more, well...neighborly. The

houses are smaller, there are sidewalks and front porches instead of the modern automobile-driven house design, the city center is within walking distance, there is more activity on the streets, and temperatures are lower during the summer given the flood irrigation and tree canopy. These factors add up to thriving neighborhood communities. This aggregate of characteristics contributes to a recognizable difference in both lifestyle and quality of life. There are many wonderful neighborhoods throughout Tempe, and some, perhaps many, of these characteristics exist in these neighborhoods as well. We contend, however, that Greater Maple Ash is the only area in Tempe in which every one of these characteristics can be found.

10. Multifamily residential zoning. These neighborhoods were built as single-family residential neighborhoods. The predominance of the neighborhoods under discussion have multi-family residential zoning – R-2, R-3, and, to a lesser extent, R-3R. The regulatory language in the zoning code has intensified over time, essentially “taking” zoning rights from residents in some cases. This has had a negative impact on our neighborhood.

11. Pressures for intensified development. The land these homes sit on has a monetary value far greater than the value of most individual homes. Given the multi-family underlying zoning, the properties here are sought for speculative purposes. This important market force determines who lives here and what is developed.

12. Opportunistic developer encroachment. This unique combination of factors attracts developers, some of them less than scrupulous, who want to take advantage of the multi-family residential zoning to make large profits. Many of us feel that their encroachment is ruining our neighborhoods. Developers are generally outsiders who do not have concerns for the community of residents that they affect, and they typically prevail in the face of neighborhood opposition. We also believe that the city is not using available tools to mitigate the impacts these developments have on neighbors. The PAD rezoning process gives developers advantages and puts neighbors at a disadvantage. This is just one example of city processes that give unfair advantages to developers.

13. Greater than average number of rental properties. Because land is both sought for purchase and kept in portfolios speculatively, there are many residences not occupied by owners. These become rentals. A guess is that 60 to 70 percent of housing units in the northwest Tempe neighborhoods are rentals.

14. Families have occupied homes in the area for decades, even generations. This is in contrast to the transient characteristic that renters sometime bring to a neighborhood.

64. ASU, walkable downtown, shopping, restaurants etc. Especially a walkable downtown. Nothing makes a downtown unwalkable and uninviting than when it's full of street panhandlers, the homeless, and beggars. Therefore, there needs to be a stronger police presence and enforced ordinances against loitering and begging.

4. Rank types of services and amenities (1 highest priority, 2 second priority and so on) that you would want in the Urban Core.

Top ranked priority: Transportation Services
2nd ranked priority: Retail Services
3rd ranked priority: Homeless Services
4th ranked priority: Housing Assistance
5th ranked priority: Jobs Training and Placement
6th ranked priority: Public Health Services
Other priorities: Help from the city to improve and protect older neighborhoods, cultural facilities, theatres, movies, public market, employment, parks, shade, landscape.

5. What types of public space (e.g. parks, sports courts, plazas, parklets, pocket parks) should be present in the urban core?

1. Linear parks. Connectivity from neighborhood to park. Amenities - safety for kids on bikes - over heavy rail - along especially McClintock to Scottsdale and Rio Salado (and bridge over lake at East end).
2. Parks, events venues, public art, museums, culture, icons.
3. Parks should only be in common areas for the community, dog parks should not be a part of apartment complexes
4. parks, sports courts, parklets, pocket parks
5. Homeless and parks are at odds with each other. Some type of public space should be provided every 1/2 mile. Easy access from residence.
6. Trees, lots of trees everywhere. Pocket parks - help from the city with more maintenance and inspection.
7. Parks - pocket parks. Free speech zones, pedestrian malls, fountains - water features. Cooling tower demonstrations.
8. Ample shade; plaza with food/drink and snack carts, news/snack kiosks, benches; parks and pocket parks with shade and shaded benches.
9. All of the above! Another library. Shade!
10. All of the above. I would also love to see a permanent space for food carts. Check out Portland, OR to see great examples of what can be done.
11. I like the idea of green space moving into the future. most
12. Shade and non paved areas as often as possible. Rooftop gardens or something to reduce the heat island impact
13. While I am not sure what all means... I would go with plazas, parklets, pocket parks.
14. Walkable "promenade" type areas--similar to what Old Town Scottsdale has with the canal (near the Scottsdale waterfront and Soleri Bridge). These walkable areas should open up to cafes, local restaurants, and other types of local retail establishments.
15. Maybe a small lake or water feature with ducks and such, sport courts, misting areas, pocket parks (I like that idea), lots of trees!
16. More parks accessible to CHILDREN. Slow and re-route auto traffic to make walking and biking to parks safe.
17. Parks.

(Quality of Life question 5 continued)

18. Pocket parks and sports courts.
19. Public swimming pool must be returned to Clark Park, no public pool in this area.
20. All of the above - needs to be attractive to pedestrians. Also need a splash park back at Tempe Town Lake (old one was removed and not replaced).
21. Parks, plazas (continue to improve existing). Concentrate on connectivity!!! The spaces in between that lead people to the larger public spaces.
22. Shaded walking and bike paths, view space, running or jogging space.
23. Linear parks, update parks for uses with improvement, museums, walkways through parks vs. around parks.
24. Plazas, pocket parks, cooling stations.
25. Green bike path/park south to north connect with green belt and canal bike path.
26. All of the above.
27. I think Tempe does a good job of public space, should work more on connecting them for walkers/bike riders and public transportation users.
28. Plazas and pocket parks
29. Parks, things for family fun
30. Parks, parklets, performance spaces (small concerts, plays), paths for walking
31. There should be plenty of parklets and pocket parks.
32. Pocket parks
33. All the above.
34. Ziplines over Mill Ave
35. As Green as possible
36. Spaces that are desert appropriate. open space, as natural as possible. bike and hike trails. pedestrian only zones. limited traffic zones
37. Plaza with parks and shade and water misting stations - gathering space surrounded by eateries and retail and entertainment niche from cooking to farmer markets to spaces where public learns to create, preserve foods, build and meeting tech space to network
38. All of the public spaces mentioned should be available. There should also be outdoor areas that could be designated as reserve-able meeting areas. I would like to see Tempe adopt a theme of integrating wildlife into the urban environment (bird species, bees, butterflies as well as unique plant life). Fountains and ponds might help with this if there is a way to use flood irrigation water, rain water, or grey water to do it. The idea would be to bring science into these areas to provide some nature. Having Tempe Town lake helps with that, but perhaps integrate those concepts in nearby or farther away (from the lake) areas.
39. Pocket parks and plazas.
40. I think additional large parks would be nice, if possible. But certainly smaller parks/pocket parks might be a better fit in dense areas. Would love a frisbee golf course or a cool basketball court with bleacher seating that we could have community events at, like midnight basketball, or charity tourneys. Something to bring the community out of their homes.

(Quality of Life question 5 continued)

41. TEMPE BUTTE CONNECTOR: Create an unobstructed and integrated connection between Mill Ave and Tempe Butte. Include a native desert tree canopy (Mesquite Bosque, Palo Verde, Ironwood). This space can also serve as an opportunity for Environmental History, Hohokam and Modern Local History Education and Tourism. Tempe Butte is an INCREDIBLE (and vulnerable) opportunity, but it needs to be buffered out, integrated respectfully and honored instead of slowly dicing and chipping away at it.
- SONORAN HERITAGE: The native Sonoran landscape has so many amazing and aesthetically impressive desert plant species that would not only lend to the sustainability of the downtown area and but offer an experience unique to tourists and locals alike. I feel that Arizona is sometimes brain washed by the 'coasts' that the desert is ugly and unattractive, our Western cultural is primitive and our 'urban core' should feel 'normal' aka like the East Coast. We should have more courage about our place within desert region and embrace the natural landscape more aggressively for economic and sustainability purposes. The gateway and desert landscape design work on the southern corners of Rio Salado and Mill Ave is inspiring and hope we see more of that. Moreover, the Papago Park and Tempe Butte landscapes should be more integrated into the 'Urban Core' identity and landmark recognition...NATIVE TREE CANOPY: On the same note, our 'lakeside' parks should embrace their native riparian heritage and incorporate more mesquite and palo verde. Mesquite bosques in the Sonoran desert are amazing places where native desert flowers flourish, offering nurturing shade during the summer time - again, these are (native and responsible) opportunities that should be capitalized on in regard to place-making and identity building. However, it's just not about 'planting' things. To be honest, I don't know how many time I've walked around the TCA or between TCA and Priest along the lake with irrigation systems hemorrhaging water onto native mesquites and Palo Verde. It's almost like no one understands the basics of watering native desert trees - so it sounds like some education and awareness is required. In other words, the city should not plant 'native' trees only to spend money on excessive watering schedules, and then spend more money on cutting them up once they fall over because the roots didn't anchor properly. The city should educate itself how to plant desert species before investing in them, killing them, and then (surprise) replacing them with whatever the Walmart tree special of the day is - ignorance = waste of tax money. Moreover, it sends a questionable message to the community about natural resource management. Feel bad saying this, but we can do better but I've seen this happen dozens of times - just being honest....
- 42.No more Apartments unless in the southern part of Tempe.
- 43.Greenery and shade, everything is getting rapidly paved over or built up.
- 44.All publicly open space should be maintained well and not be commercialized.
- 45.Parklets, pocket parks
- 46.Arts venues (existing venues + arts incubator + municipal art museum/gallery), parks/green space, shaded open areas

(Quality of Life question 5 continued)

47. Depending on the mix of housing, care should be made to include public space as we develop denser housing. For example, dog parks, picnic areas, recreation areas and parking are areas where increased density will strain current offerings.
48. Only activated spaces. Big empty spaces like the landscape around City Hall detract from the urban core. Alleys full of art/murals with pop up food trucks, tucked away basketball hoop on a parking lot, the beach park are all great. The paseo from Mill to City Hall is only good when activated, the plaza in front of W6 is a waste.
49. If you put in a skate park, it may cut down on skateboarders using public spaces. A community pool or splash park for adults? Area where food trucks and beer gardens are always present? Perhaps a public track for runners.
50. All of these options are important elements of live, work and play.
51. All the above. More street furniture.
52. All of them, if possible! Public spaces foster actual community whereas private spaces create the fortress culture existing all over the valley. Walkable, connected, open access public spaces are necessary in and around the urban core.
53. Dog parks, community gardens, playgrounds, skate park, mesquite cottonwood bosque (native trees).
54. Green spaces, places for bike parking.
55. Small parks, open eating areas
56. More free parking. Difficult to utilize the downtown area. Very limited parking especially for the elderly.
57. Going forward all of the above except parks- the parks are already in place
58. Parklets and trees and small areas of calmness.
59. Any and all! More than anything, I support public spaces with shade and lots of greenery to mitigate urban heat island effects. Additionally, active uses like basketball courts, seating areas which encourage lingering and are not hostile, and skate parks are essential to increase livability.
60. Parks and travel options.
61. Safe park's and parklets that are free of panhandlers and and the trash they leave.
62. Parks, plazas, parklets and pocket parks.
63. Parks. Dog parks. Recreation for youth, skate parks, courts, and open space
64. Anything with grass, trees, shade, water features, etc.
65. All of the above if they already exist.
66. Pocket parks, live/work spaces, bike share, public venues like Town Lake and Hayden Flour Mill planned.

Sustainable Growth and Development

Tempe City Council Priority #4 reads “Implementing sustainable growth and development strategies to improve Tempe’s environment, quality of life, and economic outcomes. Tempe strives to make long-term generational investments in technology, infrastructure and public transit that create a safe, clean, equitable and healthy city.” The following questions are meant to measure stakeholders’ priorities and preferences towards a livable and sustainable urban core.

1. What does Tempe need to do to make streetcar, light rail, urban circulator (Orbit) and other arterial bus lines attractive options to more Tempe residents?

1. Safety needs to be addressed. There should be clear directions what to text for support (e.g. man exposing himself on light rail - what do I text so that is stopped right away?) [actual experience]
2. Move them faster, more frequent.
3. Nothing
4. Expand services to new areas if possible.
5. So far so good - but I rarely use them.
6. Requiring parking minimums. Eliminate free parking. Reducing parking minimums. More on brighter street lighting.
7. Shaded stops - waiting 15-20 mins for a bus in the blazing heat and sun discourages Orbit and bus usage. More frequent bus and Orbit service during rush hour. The orbit circulating every 15 or 20 minutes during the morning and evening rush hours is not frequent enough to encourage people to take it.
8. Maybe expand the free youth pass to other populations.
9. Continue to educate, educate, educate!!! Run fun programs to draw attention and ridership to these great public resources. Make it something that people feel special about. I think many see public transportation as only for the less fortunate rather than an optional way to move around cities. Maybe do scavenger hunts, 'where's Waldo' type things for riders to participate in over a period of time. Drawings for free passes. Many ways to try to make it fun. Then it's just a matter of getting people into the habit of using it.
10. Most of us have cars in our neighborhood, so Orbit left our area. As residents get older, this will change. I believe buses and other bus lines will be in higher demand in the near future.
11. There needs to be some way to incorporate south Tempe residents with North Tempe activities that are meaningful
12. I am opposed to the streetcar; Light rail: more efficient security; Orbit: expand in areas not now served in Tempe. Make an easier to read matrix of the schedules for Orbit. (1) Have streetcar connect with Tempe Marketplace to the east and Tempe Center for the Arts to the west. (2) Have the light rail go in a tunnel when it crosses underneath University Dr and when it crosses underneath Rural Rd (this will really help with traffic). (3) Build a pedestrian/bicycle only tunnel underneath "A" Mountain to connect the Tempe Transportation Center with the future Streetcar line on Rio Salado Pkwy.
13. Trees/shade.
14. Higher density in those areas. More parks. More dining and retail.
15. Connect to important destination frequently.
16. They are attractive options.

(Sustainable Growth and Development question 1 continued)

17. Increase frequency of service and links to other forms of transportation. Make streets more unattractive...create a car-free zone downtown, higher fees for parking, etc.
18. Transport to grocery stores/daily amenity stores. Transplant between Mill Ave. and Tempe Marketplace. Note: Orbit goes to Scottsdale then Tempe Marketplace.
19. Concentrate on connecting and making the parts work as whole. Simplify access to the system.
20. Light rail has many more pay passengers, difficult to sit next to. Signs should show arrival time. Put on an express train.
21. Create purpose for uses of transit such as small retail, local only.
22. Pay middle/high income residents to use it to dismantle stigma (or other incentive). Develop main walking paths "set-backs" from neighborhoods to transport stations.
23. Connect TCA area with Orbit to get downtown. Connect pedestrian bridge to get to Central/Washington light rail, could bring even more people to Lake events.
24. Frequent service, separated ROW and grade. Orbit is fine, leave it alone.
25. Unsure
26. Be free and frequent
27. There needs to be frequent stops so that its easier to make connections
28. My immediate thought is that the streetcar should go all the way to Tempe Marketplace
29. Tempe has made these more attractive than any other city I am aware of, Not sure what else could be done.
30. Get classier riders
31. We could take heed of other beautiful cities Pedestrian Parkways., both large and small. Tempe would be Perfect for a Pedestrian Walkway along Mill. MAYBE Ash is or could be wide enough to handle vehicles. There is parking along there?
32. absolutely yes
33. Free shuttle service that pollice homeless, remove people with undesirable behavior, do not allow homeless to use as a rolling home. Assign social workers to routes to facilitate homeless needs. Have waiting stations with shade and water misting. Programmable Electronic Signage of where and when next transport s/b arrived by, signs with maps and city events/recreation. Use signage for paid ads to pay for signs and parking etc. Link paid train tickets etc to bar code on car/ phone to allow for free parking. Park and ride free parking.
34. Connectivity not just to the light rail, but also to North Tempe, Scottsdale, Tempe Marketplace, and neighborhoods south of the urban core.
35. They aren't attractive to homeowners. ASU and homeless are the biggest users.
36. 103 E. Del Rio Dr
37. Need to reach out to the rest of Tempe and manage behavior on the systems.

(Sustainable Growth and Development question 1 continued)

38. The orbit is a great idea, but it is lacking in some areas. (1) All the orbits go downtown, but only one goes to Tempe Marketplace. For me to go to Tempe Marketplace, then I would have to take Mars downtown and the transfer to Earth. That seems the same for all the other routes. It is a lot of time sitting on the bus to get there (2) It would be great to have an orbit route that went through neighborhoods between the North of the 60 between Price (or perhaps Evergreen) and Rural and ended at Tempe Marketplace. Some of these should accommodate getting students to McClintock HS (possibly other schools) and grocery stores plus it would provide better access to Escalante Community Center. The people living along the current Mercury route could especially use a route that goes near some grocery stores (can't think of any on that route at all) (3) would like to see Tempe work with other cities to connect Orbits within those cities. For Example, it would be great to take an Orbit like bus to Mesa Riverview shopping center (or the baseba. Likewise, it would be great for a Mesa resident to be able to take an Orbit like bus to Tempe Marketplace. It is a missed opportunity right now.
39. The low hanging fruit right now would be running the Orbit late at night to prevent DUIs, especially around Mill. I'd love to see us using our resources to help prevent avoidable tragedies. During the summer months, I think the hard part is waiting in the heat. Perhaps having temperature enclosed stops or stations would help? Or a partnership with a rideshare for the 'final mile' between a station and a rider's final destination, especially in 100+ temp times?
40. Orbit is great, connect TCA...
41. The street car does not make sense. The orbit could run the route of the street car. This is a boondoggle in order for Tempe to try to make itself more relevant. This is a complete waste of money.
42. Easy to get to
43. Mass transit is only going to be used if the wait times between rides is less than 15 minutes. Connection to more neighborhoods will increase use.
44. High-speed / high-capacity / high-frequency connection to South Tempe. Something that can conveniently get South Tempe residents downtown for activities/nightlife in similar time as driving.
45. remove those who use the vehicles as a day shelter, better (less florescent/municipal) vehicle lighting, better art on the vehicles - Scottsdale Trolley is cool, Tempe blue box is...
46. Cleanliness. Last time I was on the light rail, it stank and the material on the seats is fraying.
47. Good connections from the urban core to other parts of the city. Attractive presentation; e.g., light rail is doing some fun additions of art to the cars, and acting to cleanup bad behaviors on the lines. Good scheduling.
48. Frequency is the biggest issue. Vehicle parking should be de-incentivized.
49. No one other than college students seem to feel comfortable using these systems....
50. It is fine now.

(Sustainable Growth and Development question 1 continued)

51. How to use signage.

52. I love these services as they are. Orbit is incredible and I would say expand it as much as possible, I love using it to link my trips, and the bike friendly element of Tempe transit is crucial.

53. Inexpensive fares and passes. Frequent and schedule based pickup. Regional transportation options (commuter rail, high speed trains, etc)

54. The street car specifically and the other alternatives need to have designated lanes in the urban core there is no incentive to park your car if you are just sitting in traffic. The current streetcar plan is a major mistake-gridlock is coming to downtown. Where are the leaders?

55. The Streetcar needs to run frequently and dependably. Similar to the Orbit, when the economy tanked the Orbit schedules got changed and many people stopped using them. I don't feel residents in the urban core use the arterial bus lines to move about in the urban core. I personally have never used a street bus, but I use the Orbit and Light Rail.

56. Reliability and consistency in timing are all that matters--if people can depend on these services without fail, they will use them.

57. City south of freeway.

58. We use light rail and the Orbit regularly. We encourage others to do the same. Some are fearful. How that is overcome is an issue.

59. Nothing. Encourage Uber and other such services so that the elderly can get around without having to wait for public transportation. Don't overregulate and/or tax these services. Instead of having to wait 15 after you call for a taxi, your neighborhood Uber can transport you where you want to go.

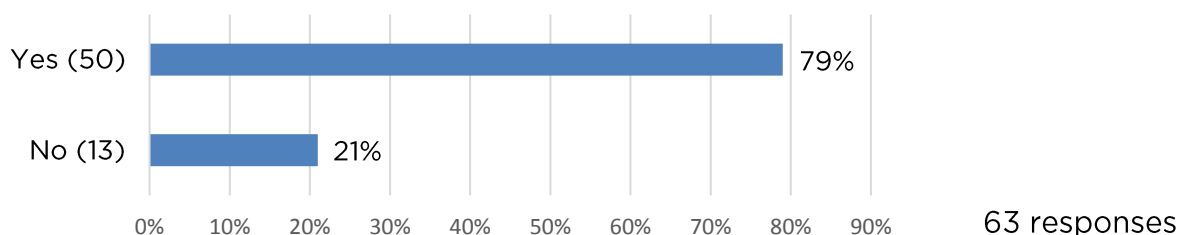
60. Allow only people that have a destination ride.

61. Make sure bus stops are not just a hot metal sign on a dusty pole. At a minimum, there should be shade, seating, misters in the hot summer months, water fountains, water features, trees, vegetation, etc. People will not give up their air conditioned cars for a hot metal sign on a dusty pole.

62. Connect Mill Ave to Tempe Marketplace -and then go to Priest along RIO Salado and then south to connect AZ Mill Mall. Then further south to Emerald Center

63. Extend the streetcar to Baseline. Hugh Hallman identified the transformative nature of mass transit Tempe experienced along Apache. Build it, they will come.

2. **Should Tempe require all types (e.g., residential, commercial, office, industrial) of building and landscape design to support pedestrian and bicycle activities (e.g. bike parking and repair stations, shaded walkways and bike facilities)?**



3. In which areas of the urban core is it acceptable to allow redevelopment of existing buildings or the development of surface parking lots?
 1. Anywhere? What is the concern?
 2. Most places, just respect historic preservation.
 3. N/A
 4. Any area with available parking should be developed. Any area redevelopment includes new plazas on piazzas.
 5. More surface parking lots should not be put in residential neighborhoods within the urban core. Retails building can be redeveloped. The further one gets from the Mill Ave/downtown Tempe area or the light rail corridor, the less tall multi-family buildings should be.
 6. For a variety of reasons, I think surface parking lots should be minimized. Put them underground. I know it's expensive, but it's better than all these apartments that are 4 stories tall, or taller! I really dislike how tall and close together everything is becoming. Feels like condominium canyons!
 7. If done appropriately I don't see why all redevelopment should be an issue. I would love to see Tempe become a front-runner in new-age building techniques. Using sustainable resources (solar, grey-water set-ups, recycling, etc.) to all new builds as well as an eco-friendly approach to all re-development projects.
 8. Not downtown, that's for sure. Unless the future includes virtual education and virtual offices, the downtown area will need to stay as is. Vacant or blighted areas might be targeted to be redeveloped.
 9. I would encourage that parking structures be created instead of surface lots when possible to provide needed parking without as much sprawl of asphalt/concrete. As far as redevelopment, many of the more run down areas east of ASU, provided that new affordable residences are created so that the people are not displaced through gentrification and the like
 10. I do not have enough information to reply to this question.
 11. Downtown Tempe, Tempe Town Lake, the area west of Downtown Tempe that is north of University Dr, along Apache Blvd, along Rural Rd, and the current industrial area south of Tempe Marketplace.
 12. All areas.
 13. Should not limit it. However, those closest to light rail and streetcar.
 14. Depends on ownership.
 15. Keep urban intensities out of existing "defined" neighborhood and prohibit "up-zoning" in these areas.
 16. Dated industrial.
 17. Industrial park. Duplex zoned properties to higher density.
 18. We should minimize surface parking, we should eliminate on street parking in commercial areas and give to bikes and sidewalks.
 19. All? Not aware of issues with redevelopment.
 20. Not necessarily everywhere, should look at corridors and plan strategic connections to the networks.
 21. When there is a need, fill it. Study before you put in more apartments. Consider what residents need - shops, services.

(Sustainable Growth and Development question 3 continued)

22. All of the downtown core should bury or hide their parking. Retrofitting surface lots and reducing driveways is the only way to make Tempe Urban and walkable and oriented to the aforementioned transportation modes. However, Do Not cover them with mega block buildings, please. Make more small blocks.
23. All
24. Please don't use up a large flat space for parking, have retail or housing above or below, such as a parking structure
25. Most buildings should be able to be redeveloped. As for surface parking lots, those should be kept to the outer edge of the core and mass transit should be available to go from them into the core
26. I think redevelopment of existing buildings should be acceptable everywhere, but it is vitally important to maintain the unique layout that makes our city great - the absence of cookie-cutter solutions or the conversion of single family homes to small apartment buildings with inadequate parking. Developers should be allowed to pursue economically viable projects, but regulations should be maintained that encourage these activities to rise to the high standards the residents already hold themselves to. I'm speaking specifically to outside developers who buy into the area precisely because of the joy of the existing sense of community and then promptly degrade that vibe by building cheap-looking, typical bric-a-brac structures entirely devoid of character. The sense of neighborhood integrity encourages pride-of-place. That pride is our biggest strength and blossoms exponentially. Each new tenant is stoked to live here. Stoked to have gotten to live on a section of our community. They talk about it. Gush, even
27. Needs to be surgical, site-specific. De-emphasize and mitigate (but not eliminate) surface parking.
28. More towards the west side of town
29. Is there a possibility of having shops on the lake? Built to still be able to see the lake and with a Boardwalk in front of the shops? Maybe even both sides of the lake?
30. any area as long as the development has a viable plan for limiting traffic flow (public transportation) and keeping publicly maintained open space
31. This is a situational question. It depends on site specific. If you increase density, then increase congestion and traffic. Exercise caution for surrounding neighborhoods who get impact from over built environment.
32. It should not be acceptable unless there are alternate areas to park. It would not be acceptable to remove parking lots only to result in increased vehicle parking on residential streets. It is also not acceptable to place tall multistory buildings right behind single family homes.
33. All of it. Especially building on surface parking lots. We need to build up vs. out. We need new garages to be underground. No more asphalt parking.
34. Outside of the single-family style residential areas with sensitivity toward context and use.
35. South Tempe

(Sustainable Growth and Development question 3 continued)

36. All of them. Fight the urge to give in to NIMBYISM. Home owners are loud but they have outsized power in these decisions. They're already benefiting from the higher home prices: there's not reason for them to get additional gains via "neighborhood preservation" policies. Instead, let's focus on those residents who have a hard time with rising home prices: renters, students, those who have to commute in from far flung-but-more-affordable communities. Higher density housing and more affordable housing would be a boon for them. And hey, how about letting residents build tiny houses in their back yards. They're adorable and probably won't upset the worry worts who are anxious about their precious neighborhoods.
37. Unless it's redeveloped as parkland or open space - not around the Butte...Be careful of the The Mill and Monte's redevelopment... there is a thin line between authentic and contrived.
38. The areas directly abutting Apache east of Rural but keep development of multi story buildings out of the residential areas. The neighborhood North of university West of Mill and also south of university should be treasured and not sold off to investors who do not care about Tempe. The old neighborhood south of 8th and East of Dorsey is a gem as well not to be messed with or developed.
39. ??
40. A case by case look at redevelopment is most likely to produce the best results. Transitions between types of housing and businesses needs to be a priority.
41. All, although encourage higher density parking over surface lots.
42. All. Need more residents and employees to activate the core. Most activated as ASU's bar scene currently. Most resident used restaurants (not bars) have left Mill Avenue for more convenient locations else where.
43. Redevelopment and rehabilitation of existing buildings is an environmentally preferred alternative to new construction. With diminishing available land in an already compact urban core, surface parking lots should be prohibited as a matter of course.
44. I'm still new here so I can't speak for long time residents but I would say anywhere that space isn't being used. I know I'm speaking to the choir but infill the unused areas and allow all uses to intermingle. And absolutely eliminate parking lots whenever possible, we want to get rid of the heat-island effect that all this asphalt creates!
45. All areas where there is not some type of historic designation. Adaptive reuse is great too.
46. Outside the neighborhoods.
47. If Council is acting fairly and without personal greed, any area should be open to discussion at the minimum. The open market can decide what is needed. It's only when our Council thinks it is wiser to offer perverse incentives..... we can be assured of future failure, rising costs and poor planning.
48. All
49. All of it.

(Sustainable Growth and Development question 3 continued)

50. Downtown Tempe, The old Sin City, the area South of Tempe Marketplace, the area along the light rail on Apache. The Novus area I'd include but I don't feel any input would be taken into consideration.
51. Yes, it can be allowed for the former, if it serves a community need. The latter should not be present in urban core areas; street parking, and *if necessary* easily-convertible, screened/multiuse, shared structured parking may supplement.
52. Surface lots are a waste of space. Unless existing bldgs. are historical spots they should be replaced with new construction.
53. Allow redevelopment when feasible, minimum surface parking.
54. Surface parking lots are always irresponsible. The best use of space for any business should be underground parking, then the business, then solar panels on top. Stop wasting space by just covering it with concrete because "it's cheaper."
55. A vacant lot is a missed opportunity, so I'd say all of them.
56. All
57. Existing buildings are incredibly important to the fabric of Tempe. Jane Jacobs talks about the need for cheap office space for startups. This can't happen in new Class A office space. Tempe needs to promote entrepreneurial companies and develop an infrastructure of young vibrant startups.

4. How can Tempe best provide affordable housing close to transit in the urban core?

1. Prioritize doing so, provide incentives.
2. I'm not sure....tax incentives?
3. N/A
4. By making new development put some of it on site of new development.
5. Quality in-fill that is similar to existing structures.
6. Build luxury and wait!! Affordable housing in adjacent cities Phoenix, Mesa at present.
7. Higher density mixed use multi-family building in the downtown area and less dense housing the further one gets from the downtown Mill Ave district.
8. Small, low rise apartments and condos. Two stories max would be great! This isn't New York City!
9. On city owned land. Partnering up with developers. Small and tall.
Meaning...affordable housing can be in the form of tiny houses or minimal footprints for families. No need for bells and whistles. Tempe could take the lead and model affordable housing after other communities that have implemented like programs. If built properly, affordable housing can be a valuable asset to the community. Build parking facilities with affordable housing above. Have community gardens on the rooftops and common areas within the structure for those needing places to study, use internet connections, etc.

That's a good question. Are property taxes going to take more hits? Where is the funding coming from? Does Tempe need affordable housing? Mesa has more of that than we do as it stands.

(Sustainable Growth and Development question 4 continued)

10. I think the orbit is a good idea for access. I think that more Shaded areas for pedestrian walking paths and orbit/bus stops help.
11. City of Tempe has so many apartment high-rises going on in the urban core... Assuming mainly for ASU students. Would like to see that some of the space can be used for lower-income and senior folks.
12. Eliminate the minimum parking space requirements for developments. If developers aren't required to build parking structures then they would save money which they could potentially pass on to the residents.
13. Designate a certain percentage of new builds to be affordable. Say no to more luxury high rises.
14. Require developers to provide a % of units as affordable housing. People have to meet low income levels to purchase (in perpetuity). Mix affordable and traditional. Do not create a low income only development.
15. Adjacent to the core connected by transit.
16. Combine 5-10% into new projects.
17. Subsidies?
18. Step method...large/luxury development closes to transit and smaller apartments, town homes, single family.
19. Build it (provide more incentives for developers).
20. Perfect use of lots/vacant buildings.
21. Control the sale and marketing of "luxury student apartments" that should eventually lose their glitz and become regular old apartments for families and professionals.
22. I'm not sure, but I'm sad about all of the bungalows in central Tempe being replaced by apartments
23. Make smaller homes, apartments that are desirable. Allow for government subsidies
24. The best way would be more rent controlled apartments in high rise mixed use buildings.
25. This is a tough question. The solution that comes to mind would be to possibly take existing, select properties and convert them to modular, separate rooms within the larger house. Similar to the Victorian houses in the bay area that have been converted to have multiple "apartments". I'm thinking specifically of two units on Farmer at 13th and 9th Streets and Wilson and 12th St as examples
26. Development incentives.
27. Not sure how the city would regulate those prices
28. Work closely with developers and require them to provide more affordable housing to qualify for all the subsidies you give away so freely.
29. Put it at Tempe town lake
30. Scattered low income apartments
31. By requiring developers to have a set percentage of properties available for affordable housing, and requiring that the affordable housing be built before or at the same time as the other development. make loans at below market rates available to those qualifying for affordable housing

(Sustainable Growth and Development question 4 continued)

32. What is definition of affordable? If a percentage of income, then work on work/ jobs to provide or facilitate jobs for that percentage defined. Shared work spaces for gig economy and networking meeting space where people rent or buy into a business space. Co-ops for selling garden and Home made goods to high end other jobs, and healthcare providers. Consider public safety and preparedness in scenario. To provide affordable housing, needs to facilitate jobs first which will drive the definition of affordable. Lay out transportation -Orbit - in conjunction with built environment. Have HOA provide transport and pay fees for apartment dwelling pays, fees pay for their transport. Stop increasing density without attention to transportation. People may live where they work. Make apartment living above the gig economy store.
33. Instead of just having affordable housing close to transit, I would prefer to see a mix of housing. I would like to see Tempe try to change the demographic of the urban core to try to include more age diversity, which would involve all different housing types. If the public transit is available and residents are able to avoid car ownership, then their living cost would be also be affordable (so more money for housing)
34. Tiny homes in back yards. The 15,000 square foot lot requirement for an accessory building/mother-in-law suite excludes almost all lots in Tempe. I think this is a missed opportunity to provide not only affordable, chic housing options, but also would provide some much needed side income to many home owners.
35. Actually do it. There is no movement by Tempe that makes anyone believe this is cared about. The greater actions allowing these highrises to go up and disgusting stucco condos to go in shows that the city does not take the renters and lower income people seriously. I have a good job and cant afford the rents in some of these newly refurbished areas. It is insanity.
36. The building of new large high-end complexes inflates housing costs. Housing with less amenities needs to be part of the mix.
37. Not sure.
38. Buy market rate residential projects and go into the apartment business. Keep up the quality to market rate and give the units away for free while maintaining the property at market rate.
39. Apartments.
40. Encourage contextually sensitive scaled development in multi-family residential areas, for example, units behind single-family homes. These areas are not the place to cram high scale development.
41. By policy, applications for new residential construction should contain a designated percentage of affordable housing units. If city subsidy or tax credits are required to accomplish that end, then it should be a matter of policy.
42. Don't get any government, Council, or ASU affiliation involved!!! Let the market decide! Subsidies and perverse incentives create unrealistic housing costs, rents and living in the urban core.

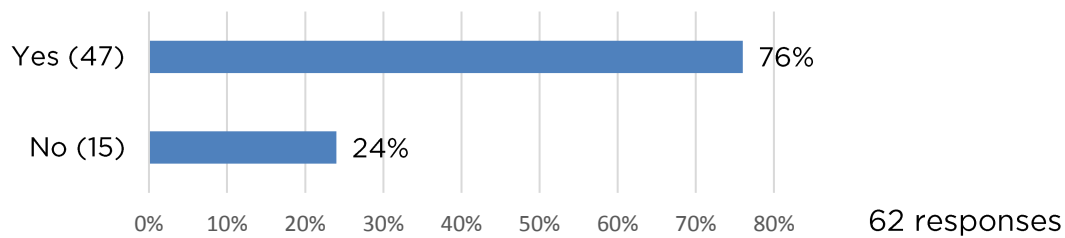
(Sustainable Growth and Development question 4 continued)

43. Encourage a variety of housing styles, "the missing middle." Also look into the encouragement of housing co-ops. Europe has long used them as a way for long time residents to maintain control over their rent and their ability to stay in the area. I know there's one in Tempe already but the more the better. Also just allow new building. Prices will continue to rise if supply can't keep up with demand. A really dense core, with high-rises is absolutely necessary to provide housing. If we fail to keep up with demand, people will get priced out.
44. Look into WeLive (WeWork) style options. Encourage adaptive reuse of existing dilapidated structures.
45. Development agreements.
46. Apartments and higher rise buildings. I'm not versed in tax credits, etc. So the mechanism, I don't know.
47. Community land trusts, tax credits, dedicated funding sources, and flexible zoning (transect) will allow the increased production needed to mitigate increased demand, while ensuring demolition does not take place needlessly, so housing can properly filter.
48. City must subsidize housing through zoning.
49. I think the dye has been case in regards to affordable housing in downtown Tempe. There will be very little. So, looking west on University to Priest and south of University will be the best bet to look at affordable housing. I think that is a very affordable area at this point. Small homes are already there.
50. Leave it to the private developers. When government undertakes urban development, it drives up the costs of housing.
51. Partner with developers.
52. Build micro-houses or mini-houses on vacant parcels of land that have been vacant for over 5 or 10 years. Cool them with misters and swamp coolers, and make sure there is ample shade, trees, etc. Allow homeless people to stay in them for up to three months at a time, to get services and hopefully turn their lives around.
53. Work with developers pursuing LIHTC
54. Affordable housing will come from rehabbing existing structures or building new affordable units that are much much smaller than existing ones.

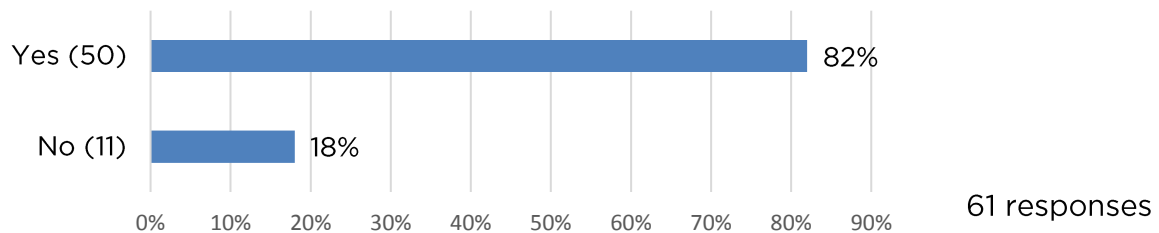
5. What kind of mix of housing types is appropriate in the urban core? Please rank your preferred typology (1 most preferred, 5 least).

Most preferred:	Mid-rise apartments or condos
2 nd preferred:	Townhomes
3 rd preferred:	Single family homes
4 th preferred:	High-rise apartments or condos
Other preferred:	Tiny home clusters, mixture and rate that matches need

6. Do you support higher density residential development in appropriate areas?



7. Do you support a more intense commercial and office development in appropriate areas within the urban core area?



Economic Vitality

Tempe City Council Priority #5 states: Maintaining long-term financial stability and vitality by focusing on economic development, business retention and generating employment to create a robust and diverse economic base. To have the services and jobs necessary for a great urban core, smart growth is needed. The following questions are meant to understand stakeholders' view about economic growth and job development in Tempe's urban core.

1. How can Tempe continue to grow its urban core thoughtfully, while maintaining its unique character?

1. Attend to transitions and the human shade/plant experience in ALL areas where pedestrians are wanted in the future (everywhere).
2. Fiercely defend historic buildings and longtime local businesses.
3. Be respectful of the homeowners when incorporating business and commercial properties
4. green space and less traffic
5. By focusing on zoning and appropriate building design and diversity of feeling to an area. Appropriate design that fits in with historic areas.
6. Go slow, not up!
7. Reduce amount of driving. Reduce entertainment retail. Eliminate food court atmosphere designs. More sidewalk cafes, bistros. More attractions, museums, pedestrian mall, free speech zones.
8. Yes, by keeping high-rise development near the Mill Avenue District and keeping Mill Ave district walkable.
9. While I agree to higher residential density in appropriate areas, I have great concerns. What does the City consider "appropriate areas"? Same thing goes for a more intense commercial and office development. How much more can the Urban Core take. We are already over-saturated with high-rises.
10. Not so tall, exclusive and expensive! Tempe's unique character is fading quickly.

(Economic Vitality question 1 continued)

11. Make it a purposeful approach for all new growth. Determine the mission statement of what the urban core should be and run with it. Use imagination, forwarding thinking and whatever means possible to make the growth of the core on that is looked upon by other communities as a model of how positive, healthy growth can be accomplished.
12. Tempe has done a wonderful job keeping its neighborhoods desirable places to live. If there is an issue with any of Temple's residents, the city is responsive and helpful with referrals, whether it's dealing with dead animal pickup or recycling. Keeping streets and alleys clean (btw, when did alley maintenance fall on the residents?) Just sayin.
13. Be selective to attract both major employers and small businesses. Keep park and Shaded areas available and create activities attracting a wide variety of groups- concerts/festivals/sports
14. Place requirements on the architectural design of new developments making sure its cohesive with current developments that are near it.
15. Mixed use propertied, making sure a certain number of projects are LEED certified or sustainably designed, mixing development of retain and restaurant space with office buildings, curbing the ASU sprawl...Assist current businesses that have helped make Tempe unique, as construction and or development take place. Lots of businesses struggle during construction, street closures and transition.
16. Continue with art installations and focus on pedestrian views.
17. Pedestrian core supported by high intensity transit opportunities.
18. Not possible.
19. Create retail focal point. Bring new attractions including museums, specialty retail.
20. Value outside gathering places, transform to "complete streets," make efforts to cool spaces.
21. Spreading the love (and incentives) to encourage diversity...diversity in services, jobs, homes.
22. ASU is a main economic hub, however any unique Tempe character that remains on the fringe of their territory is easily overshadowed.
23. Stop tearing down the homes that make Tempe unique. New isn't always better. More dense population is not the answer
24. Offer incentives to locally owned, minority owned, non-chain businesses
25. Identify building designs and developers that will allow for unique buildings while increasing the density of the urban core.
26. Regulate ASU's expansion. The school is in a tough spot with the state cutting funds, but there is a palpable concern that they are actively trying to build more dorms and attract more students, eliminating the surrounding single family homes and the community entirely
27. Adhere to strong development standards without making wholesale exceptions for favored developments or developers.
28. Leave it small town college friendly
29. Try to keep existing structures and renovate when necessary

(Economic Vitality question 1 continued)

30. In my opinion the Pedestrian Parkway would certainly help to maintain Unique Character.
31. Put transportation first before building. If you can't get in and out, then people will not go and spend money in Tempe. Maintain Mill old town, mix it up a bit with access to plaza gathering place. Incorporate more art in built environment that brands identifiable areas and sections - bakery and food section - artisan shop or studios - etc.
32. I answered to "no" to questions above because development is out of control right now and don't know what "appropriate" means. A few things: (1) Perhaps it is time to consider closing Mill Ave between Rio Salado and University and route traffic around the outside of that area. Have a tram or something to move people around the area. Then Mill could become a park and event area. Is there a route that could be developed to support this? Existing single family housing should be required to remain that. And when putting multi-story housing in then make sure that there is less tall housing next to single family areas. Put in infrastructure to discourage non residential traffic from cutting through or parking in single family areas.
33. Ensure the urban core is complete, with affordable housing and key retail.
34. I think letting development happen is a good thing. But I'd stop with the practice that ASU participated in with giving tax breaks to developers along Tempe Town Lake. That seems like a bad practice. Make developers pay their fair share of the tax burden. Nurture a Healthy Habitat for Local Artists and Creatives. Honor & Integrate Tempe Butte. Honor & Integrate Sonoran Landscape (including Native Tree Canopy). Ensure that it offers a nurturing environment local arts and creatives - leverage what make
35. Not develop the oldest neighborhoods. The question do you support redevelopment in appropriate areas is a loaded question. Appropriate areas cannot be defined in this question. Large high rise and multistory areas need to be in truly appropriate areas. Being "downtown" neighborhoods should be off limits.
36. No more skyscrapers
37. It will be a challenge, because new builders will want to keep pushing larger complexes looking for ways to maximize investments. To allow that will be a slap in the face to owners who have thoughtfully built within current guidelines.
38. Encourage arts development (arts district with galleries, performance spaces, live/work studios), focus on local businesses, maintain walkable downtown
39. Avoid whole block development unless it maintains permeability and pedestrian scale. Adaptively reuse one and two story buildings when possible. Retain and make use of historic properties.
40. Stop offering tax incentives that give our future away!
41. Better leadership on tough decisions (streetcar)
42. By not selling out to the first high density project that comes along.
43. City should look at pricing autos from central core to encourage alternate modes.

(Economic Vitality question 1 continued)

44. Keep and enhance (with public funds and support) the historic icons - A Mountain, Monti's, Depot, Mill Avenue Historic core buildings, Old St. Mary's, the Mosque, the Rabbits and fountain, the House of Tricks. The rest does not have a unique character yet. Encourage character as it develops.
45. Tempe is seriously lacking in good restaurants. The restaurants are geared toward college students - pizza, burgers, sandwiches. We need better dining options. If you're considering high-density living, ensure that roads and businesses can handle the extra traffic. Every park you're considering building/remodeling, think about how the transient population will take advantage. Urban core should draw educated, working "hipsters". Young and old. Actually, we may need to infuse the area with more old people to get a balance.
46. Using imagination and sensitivity to both use and to context. The downtown area has far too few neighborhood businesses (dry cleaner, bakery, etc.) and far too many places to drink. Pasty's patio and indoor outdoor atmosphere show imagination and good use of space. More sidewalk interaction and attraction. Tie the Town Lake into the downtown. Put kiosks along the east side of Mill in the Mission Palms lot with reasonable rental proceeds going to the hotel for giving up their street side line of car park. Do anything to make that piece connect to the Mill! Too much surface parking. Mission Palms needs incentives to change that.
47. Walkability, street walls, careful consideration congestion that is already beginning to choke downtown, essential residential services like groceries, etc., art amenities
48. Focus on fostering local business and not just allowing chains to overrun the downtown. Focus on public spaces and community centers and ways to get students involved in the community.
49. Require that MU projects finish off some minimum amount of sq. footage so an Independent biz could possibly use it. As part of any PAD or DA require some % of workforce/lower income/lower income for individuals with Intellectual and Developmental Disabilities and require some % of MU space to be finished and submit a plan of occupancy for the Commercial part of any MU development.
50. Encourage, or even mandate, smaller-footprint developments, push for affordability, and strongly favor local business growth and retention, rather than attraction. Additionally, adaptive reuse should be seamless, and ADUs and similar incremental densification should come by-right, and single-family zoning classifications should be minimized or eliminated.
51. Don't over subsidize. Tax breaks for big businesses aren't fair to other Tempe citizens.
52. Eliminate red tape and fees for development on parcels that have been long vacant. Reduce red tape and fees for all other development. I should not have to pay the city \$700 to build a wall, for example.
53. Part of the character of the Urban Core is growth itself.
54. Promote the rehabilitation of existing buildings and aggressive development of density where appropriate.

2. If you are a resident of the study area and don't work in Tempe, would you be more likely to change jobs to work in Tempe if certain kinds of jobs were more available?

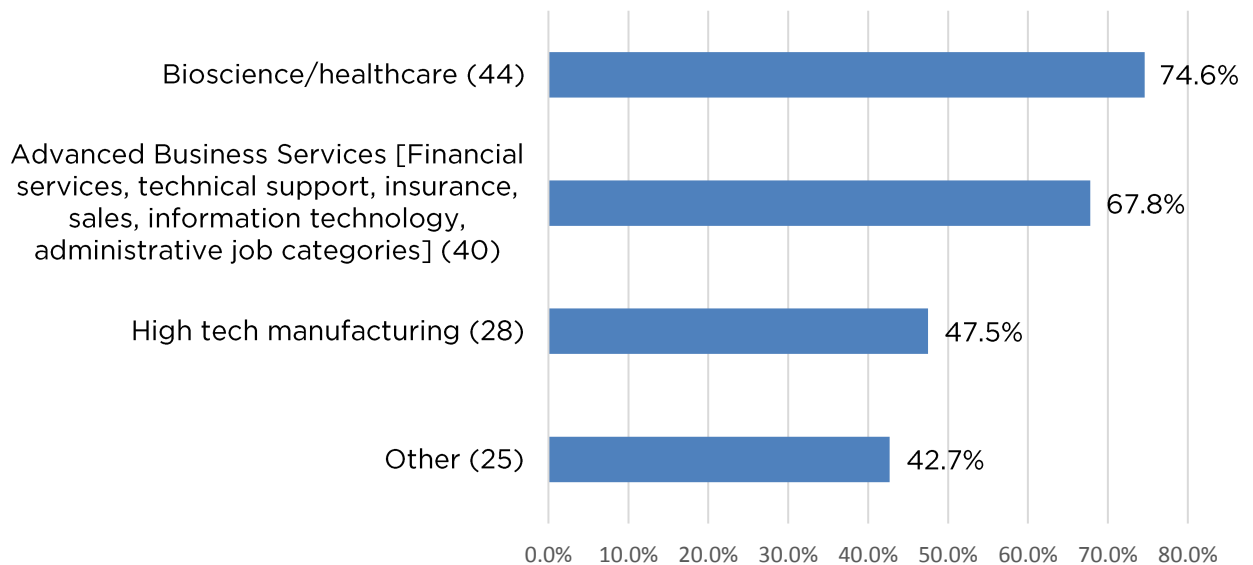
If so, what types of jobs?

1. Finance
 2. education
 3. A first class hospital.
 4. Live, work spaces in single family homes. Neighborhood markets.
 5. Not sure
 6. I am a schoolworker who works in Mesa, close to retirement age. I dont believe i could gain gainful employment at my age.
 7. I am a teacher, so not much on that front. But I will be looking at some part time employment once I retire. Preferable something that pays above minimum wage
 8. I am retired. But I have always worked in Tempe, and love that I did.
 9. n/a (disregard previous answer, I clicked that by mistake).
 10. Service and technology.
 11. I'm an aerospace engineer - my industry isn't really suitable for urban core.
 12. IT/Technical Support jobs
 13. N/A
 14. Professional and service.
 15. Tech. Meeting space. Healthcare. Nonprofit
 16. I work very near Tempe at McDowell and Hayden so drive through the urban core every day. More Tech jobs are very desirable (that is my industry). I bought my home 22 years ago because it was central to work (so that I could get to work faster). If there were bike-able routes straight down McClintock or nearby then I would ride my bike to work every day.
 17. Technology, creative, media centric (perhaps a partnership with ASU?), stuff like that.
 18. Does not apply because I am semiretired.
 19. Arts-related jobs or live/work studio
 20. I already work in Tempe
 21. Urban planning- I've applied recently to the City of Tempe and would rather work for the public sector than a private firm.
 22. Retired
 23. Nonprofit and community development-related
 24. Retired.
 25. IT
 26. Technology, Healthcare, Academia, Entrepreneurial and Startup
3. If you work in Tempe and don't live in Tempe, would you be willing to live in Tempe if more housing options were available?
Would that likelihood increase if you could live within walking or biking distance of your place of employment?
1. Yes, I would love that. The urban core area needs better housing options for people with kids though.
 2. It would be a great opportunity

(Economic Vitality question 3 continued)

3. Quality of life, airport. Quality of schools below average. Nightlife is in Scottsdale.
4. Yes
5. This is a very positive YES for me even though I am not currently working. The more people that live in a community that work in the same community, the community can take on the 'family' feel. As in New York City...large, densely populated, yet a sense of pride & community wellness in each of the districts.
6. City of Tempe would benefit by having employment within biking and walking distance. We just need more shade!
7. n/a
8. yes
9. 1-2 miles.
10. Current problem! Looking for a 1 or 2 bedroom apartment or town home that is approximately \$1300 that doesn't have a party in the pool every weekend, has an open floor plan and a washer and dryer.
11. I live a mile from work and walk
12. Yes
13. Affordable housing
14. N/A - I live and work in Tempe
15. Yes. This would be a necessity to offset higher housing costs in Tempe.
16. n/a
17. I am an older resident of Tempe, but will probably not be around to see a lot of these developments, but it seems to me the younger generations are smart enough to want to live near where they work. There are not mills of course welcome with open arms and mines that families had to live away from. I am sure if jobs are available "they will come".
18. I would walk or bike if I could.
19. No
20. Yes
21. Yes
22. My type of employment is not possible within proximity to the traffic around and created by ASU. Having to leave the office for meetings during the day is too difficult, and clients will not deal with the great inconvenience.
23. I already live in Tempe
24. Certainly
25. Yes
26. Retired
27. Absolutely!
28. yes
29. NO
30. Yes absolutely 1000%.

4. What types of new jobs would you like to see in the urban core? (check all that apply)



Other:

1. Hospital
2. Government
3. Non-profit and arts-related jobs
4. Retail and restaurants
5. Places for start up companies to band together
6. More locally owned businesses
7. Better restaurants and a real bakery
8. Focus on ASU grad programs, what jobs are required for new grads
9. High tech ag
10. Dental, housewares, craft and practical retail,
11. Professional and service
12. Gentleman's clubs
13. What business create more revenue for Tempe?
14. Technology development/software/engineering. Tempe is perfect for this with ASU and the direction of downtown. need to get an Amazon/Microsoft/Facebook/etc. type companies
15. R&D, Corporate HQs
16. ASU is currently a large part of the Tempe fabric. Growth should come from businesses that want to be part of Tempe. We should be careful about giving tax breaks to new businesses which unfairly treats established businesses.
17. Arts-related
18. Financial, C-level, creative class, aerospace, coding/gaming, corporate headquarters, major law firms, cowork/startups
19. A mix of jobs and scale of salaries with its complement of appropriate and affordable housing choices
20. Research, technology
21. Arts, urban agriculture
22. Arts and culture
23. Local businesses. Arts.
24. Entrepreneurial, startup, young companies. ASU should partner with Tempe to incubate future investment vehicles for both.

5. How can Tempe help support new small businesses and the expansion of existing ones?

1. I don't know how, but they should be supported.
2. Bring them to the corridor of Tempe where they are visible such as along light rail routes
3. make buildings welcoming with architecture and shade, outside cafe, restaurant seating
4. By attracting new residents of Arizona to move to Tempe and have a variety of shopping available by transit. Dealing with homeless population and provide better parking enforcement of existing restricted areas from students.
5. Good question, I have no idea.
6. Requiring all new city hires and new promotions for city departments to reside in Tempe, residency requirements.
7. Make sure retail and restaurant spaces in new building aren't too big for small, non-chain businesses. Several restaurants (Nush, the Crepe place near the AMC theaters for example) went out of business partly because they could only lease spaces that were too large and they couldn't fill them with enough diners. Had they leased a smaller spaces, they might have been able to stay in operation.
8. I'm a small business owner; home based. I've always been surprised that I don't have to pay an annual business license. Even though I operate out of my house, I should have to pay like \$50/ year. I would imagine that would raise a lot of money! Basically, anyone operating a business out of Tempe should have a annual fee.
9. Hmm. That would take me some time to come up with something I thought would make a meaningful difference, so I will pass.
10. Tempe should help current small businesses, not just new small businesses. Perhaps incentives, or linking working and living nearby to cut down on pollution. Tempe needs to be more than a driven through city. We could use more upscale restaurants, instead of having to drive to Gilbert or Chandler.
11. Incentives for filling vacant spaces in existing buildings, tax incentives for those who employ diverse workforce (special needs/homeless/etc),
12. Not sure that tax incentives-where we give away a lot- is the answer. Is there a different way of thinking about how to support small businesses and the expansion of existing ones that can be a win-win situation for both?
13. Eliminate the food tax, eliminate the privilege (sales) tax, provide an incentive or tax break for locally owned businesses.
14. Tax incentives, rent and lease incentives, supporting small, local partnerships.
15. Listen to businesses and their concerns. It's the smaller independent businesses that struggle to make it during times of construction/building with road closures/detours.
16. Rental assistance, small businesses are forced out by chains without help. 2. Compile a list of most needed goods/services and offer assistance to draw retailers (e.g. bakery, grocery store, electronics store).
17. Better schools!

(Economic Vitality question 5 continued)

18. Continue development of people. Generating uses i.e. residential, office, employment and hospitality uses to support retail and entertainment.
19. City code that allows for affordable, accessible and optimal locations.
20. Figure out a way to have affordable rents along Mill.
21. Adopt some anti-chain ordinances.
22. Stop strangling their ability to advertise
23. Government subsidies not just financial but helping with advertising, etc
24. Tax incentives, small business aid and the other usual methods. I sincerely believe that quality of life is the single most important force for driving our economy. Maybe direct help or price-matching incentives to allow unique businesses to coexist with established entities.
25. By not weighing them down with well-meaning but onerous regulations.
26. Of course, the obvious, welcome with open arms. If possible give the tax or other breaks if you can. Get good Public Relations people working for the city.
27. Reward businesses for changes and direction going in.
28. To have the businesses be easily accessible. I would love to walk and bike to everything.
29. Help them to use all the empty building now existing
30. Highest Available Internet Speeds. Continuing Outreach, Contact & Feedback. Education Courses. Better Connecting Urban Core with ASU as an opportunity to start-up and develop small business concepts
31. Give incentives or tax break to new business
32. I feel that Tempe can best support small businesses by supporting the quality of life in the neighborhoods where people live.
33. Development of arts district with incentives for arts-related businesses (galleries, performance spaces, live/work studios).
34. Improve efficient access to the core (vehicle or other convenient mode). Corporate clients are not riding a bus into the core. Do not widen roads, but create efficient routes in and out by using smart street systems. Solve the issue at University and McAllister by widening University, raising the light rail, adding additional left and right turn lanes at University and Rural, and adding a second E-W route out of the core through the Stadium District.
35. There are lots of great ideas out there, in the city departments and from small business owners and future owners.
36. Create a welcoming environment for business through, for example, reduction of permitting bureaucratic hurdles and fees. Work with property owners to create and generate incubator business spaces. Encourage a better balance between chains and independent businesses.
37. Create a small business incubator, if there isn't something of the sort already.
38. Smaller storefront options. Encourage a WeWork style development.
39. Clean up the residential living areas.
40. By creating an exciting area that is economically sustainable without higher fees/taxes.
41. Use Economic Development tools to use incentive developers to help incubate small, local biz to choose their place to grow.

(Economic Vitality question 5 continued)

42. Low-interest loans, including exploration of the creation of a public bank; pressure on utilities to maintain affordability; ending tax breaks for business relocation on out-of-state companies; Business preservation ordinances (see Paris and San Francisco)
43. City should support the small businesses it already has.
44. Fewer regulations and lower taxes.
45. have a one stop shop for licensing and zoning in the city
46. Stop jacking up the rent on small local businesses. Support a system that allows local businesses to thrive, rather than shoving them out in favor of chains.
47. Eliminate red tape and reduce costs to permit things and get things done. Not everything needs to be regulated so much.
48. Quicker permitting process for the businesses and owners of Commercial property.
49. Yes, for sure. A lot of the small business growth can happen organically in the older structures already in place in Tempe. Alternately Tempe and ASU can heavily subsidize small businesses like at SkySong in Scottsdale or in Downtown Phoenix or Downtown Mesa.

Additional Comments

1. TOD Transition areas - we got it wrong at transition to Lemon St. side at TCAA/Meridian. The goal was to create a transition from higher-density apartments along Apache to the individual homes facing Lemon. The Meridian just oriented the building toward Apache with parking in the back. The connectivity is only theoretical/potential future as pedestrian and vehicle gates are either always locked or only those who know enough to complain (and be given a personal key) have pedestrian access to our neighborhood restaurant especially after TCAA hours). Instead of insisting on sidewalk shade along Lemon St. trees are on the other side of a tall wall and the trees cover cars for shade rather than pedestrian areas. These issues need to be addressed without angry neighbors, because in lower income areas you simply do not have neighbors with the time or knowledge resources to fight for pedestrian friendliness. However, the neighbors DO WALK and BIKE far further than the models seem to assume.
2. Create a new pedestrian mall from Veteran's Way to Mill on University. No cars on University. Create cultural district, museums, library, galleries all lacking. Reserve area for future commuter rail station and post signage. We could jeopardize any chances of a commuter rail station by haphazard development. More single family mixed use and small business. Eliminate parking minimums.
3. Shade along the sidewalks on Mill Ave. and the nearby streets is critical for foot traffic; more frequent Orbit Service is very important. More shade on sidewalks => more pedestrians => more customers for businesses and less traffic congestion.
4. Strive for quality over quantity in development and design.
5. As a small business owner, any additional support we can get from the city to get through the construction and road closures is appreciated.

(Additional comments continued)

6. I went to the exhibition primarily to see how the future development will impact the existing residential neighborhoods. As I drive through the new developments around ASU, I am horrified by the imposing towers and canyons. I find them soulless and impersonal (i.e. Nexa, Tempe Metro, Rise and The District) in my part of town. I found the exhibition room crowded, noisy and for the most part uninformative. Yes, there were people there to answer questions, but I found them to be unhelpful, interrupted and not interested in my comments or questions. I left feeling depressed, helpless and considered my effort a waste of time except for the fact that the residential areas "seemed" to be reasonably unaffected in the plans I saw. So, I ask that you stop the intrusions into the neighborhoods, respect their unique qualities and the soul and charm they possess. Instead, help the neighborhoods by improving the alleys, streets, keep graffiti and the homeless in check. Do something about the money grubbing slumlords and retain the historic coziness of the older parts of town and their older loyal citizens and newcomer younger families. That's the Tempe I love and wish to preserve. Tall, crowded warehouses of people are not the answer. Even Brooklyn has more charm.
7. Another thought related to annual fees is to partner with other cities and there is an annual business license that covers the entire region. I used to live in Maricopa and anyone doing business there had to pay an annual fee. Even if they aren't based in Maricopa, but did business there. I own a mobile business and do work in Maricopa, so I have to pay \$50/year, even though I'm based out of Tempe.
8. Thanks for giving us a chance to voice our opinions and ideas. Together we can make Tempe a state of the art city and a place where people from all over the world want to visit. Provide an incentive for City workers and City law enforcement to live in Tempe. (2) Encourage street-facing retail along major roads (i.e. Apache Blvd) to have a designated space for outdoor seating area and shade--this could help with the vacancy rates. (3) Build a larger wall and plant more trees around the APS Ocotillo Power Plant, so it's less visible (4) Last but not least: re-do the Scottsdale Road bridge (make it look cool like the Mill Ave Bridge)!
9. People don't use LRT to shop, mall is attractive because it's an entertainment district. Station development needs to be context dependent. Ground floor retail isn't working and people don't take LRT to shop. Develop the station character based on the neighborhood character.
10. Still bummed that you ruined the view of the ASU stadium with those stupid glass buildings. Really took away the uniqueness of Tempe.
11. (Additional comments continued)
12. Recap: Nurture Local Arts Scene, Engage Tempe Butte, Leverage Sonoran Desert Ecology and More Native Tree Canopy...Thanks for your time.
13. I'm concerned that tax breaks to some businesses creates an unlevel playing field and makes it harder for Tempe to sustain its current level of service.

(Additional comments continued)

14. As an artist, owner of an arts-related business, and board member of Friends of TCA, my primary goal in commenting on the Urban Core Masterplan is to make sure it addresses specific recommendations from the recently adopted Tempe Arts and Culture Plan. The Executive Summary of the Tempe Arts and Culture Plan states: "The community identified several priorities as starting points-actions that should be taken first-and longer-term actions that are regarded as important in absolute terms. Affordable artists live/work space, artists' incubator and an artist's district(s) (3.5., 3.15. and 3.18.)" Further elaboration was provided in the Artists and Arts Organizations section of the plan: "Artists participating in the Tempe Arts and Culture Plan process expressed general agreement on the need for affordable studio space, performing arts and rehearsal space, and a co-working place for artists to collaborate and inspire one another." "There is a readily apparent need for small performance and rehearsal spaces. Some have expressed the need for a municipal art gallery, in addition to the TCA Gallery, or an artist co-op gallery." "Considerable interest has been expressed in the development of arts and cultural districts...Many have expressed a desire for a district similar to Roosevelt Row in Phoenix." The specific recommendations for these areas were detailed as follows: "3.5 The City should provide an artist incubator space to allow emerging artists to rehearse, create art and collaborate with peers." "3.15. The City should develop a cultural facilities master plan to guide the development of diverse arts venues and districts. This plan should address the current and future needs of Tempe's arts organizations, beyond their use of the TCA, and explore new possibilities, such as the development of an artist district, an outdoor amphitheater, new music venues, and informal spaces downtown and in the parks." "3.17. The City should continue to refine its zoning and permitting functions to support artists' space needs and to encourage developers to provide such spaces." "3.18. The City should explore development of an artist's live/work project, perhaps working in partnership with a nonprofit developer." While participating in the visioning workshop last week, I realized that Tempe currently has 3 major art centers in the urban core: Tempe Center for the Arts, ASU Art Museum, and Gammage Auditorium. I believe that it makes sense for the Tempe Arts and Culture Plan recommendations described above to occur in corridors that connect these existing art centers, allowing for a walkable arts experience in downtown Tempe. The following map highlights possibilities for the development of such an arts district, to include galleries, performance spaces, an artist incubator space, and live/work studios:
<http://www.jeffgdavis.com/process/2018/3/7/proposed-locations-for-tempe-arts-district> I appreciate the opportunity to provide public feedback and would love to further work on integrating the Tempe Arts and Culture Plan with the Urban Core Masterplan. Please contact me with any future opportunities to be involved.
15. I love Tempe and am excited to be a part of this visioning, thank you all for your hard work.

(Additional comments continued)

16. ASU offering property/leases without paying for any Tempe services discourages the growth in the historic core where property owners do have to pay for the services. If ASU won't add parking for its students, Tempe will have to do to attract other uses - students overwhelm all available spots near the university. Fix trash pickup issues - current policy does not work for a vibrant urban downtown, it requires too much void space. Allow in lieu parking fees with the City building large, easy to access, parking spots for people to transfer from car to transit. Fix lane congestion on Mill Avenue by allowing multiple lanes up to University and down to Rio Salado with forced turn lanes at each - without this, traffic is diverting through neighborhoods. Allow in lieu development fees for open space with the money used to activate and enhance the existing spaces rather than just adding more voids in the urban fabric - hire level of park maintenance required in the core, use a per person served rather than a per square foot of park standard for equality. Remove parking on Mill in areas where the sidewalk is too narrow because of outdoor dining - encourage more street side, outdoor dining. Support small operators like Tempe Market and Milk&Honey at the same level (funding and support) we incentive's the national chains like Whole Foods so we don't lose them - Hotels too (University Inn and Suites vs Omni). Don't exclude the everyday needs like barbers, dry cleaning, clinics, etc. by only allowing/encouraging the sexy restaurant retail. Work out policies for common things like landscape maintenance (trucks, blowers, crews) so that these things do not become too costly and abandoned. Add public (paid) restrooms to all public spaces to avoid bar crowd urinating on all doorsteps after bars close. Require downtown bars to stay open 1 hour after last call (serving food) so those they over-serve do not instantly become "Tempe's problem" - chance to sober up a bit, call a car service, grab a bite (discourage over-serving if it is still our problem for an hour).
17. Tempe should focus on growing economic viability through increasing amenities around lake. Such a beautiful platform. Lack of public amenities connecting Tempe Beach Park, Mill Ave and Tempe Marketplace.
18. There was a question above that was too limiting in scope: Should Tempe require all types (e.g., residential, commercial, office, industrial) of building and landscape design to support pedestrian and bicycle activities (e.g. bike parking and repair stations, shaded walkways and bike facilities? Yes/No. I would say SOME should be pushed. But not required, especially if we are talking about a single average homeowner.
19. Very thankful for all of the hard work the City of Tempe has done to date in creating an authenticity while balancing growth and cashflow.

(Additional comments continued)

20. There were questions I did not answer due to their contrived attempt to force a choice or due to failure to acknowledge the sensitivity of placement of certain types of development in certain contexts; not just "within the urban core.". This is, of course, key to the work we are trying to accomplish here. One example is the question toward the end of the survey asking the participant to rank the types of structure that would be "appropriate" in the urban core. Doesn't that depend on context? The question appeared to me to be a transparent attempt to get (rigged) permission for larger scale development anywhere in the urban core. Another question that attempted to force a choice was "Rank the types of services and amenities..." Not listed in the options and one of the most critical to the city in my opinion at this juncture, is the pursuit of high-speed, modern internet connection available to all. The lack of this will have a negative impact on the successes Tempe achieves in the future. I might have selected that if it had been included, but it was not and I was not **able to select any of the others as appropriate**. Do not allow further high-density projects in the urban core without much more careful consideration of transportation impacts. All of today's roads are beyond capacity. New construction will only exacerbate the current situation, reduce quality-of-life attraction to the urban core and may ultimately be a discouragement for future residents and businesses.
21. My biggest complaint about the urban core is that it is very much segregated by the railroad. It feels like a different city and shouldn't. This segregation would be facilitated with better bike/ped routes. Because of this, the Country Club Way ped/bike project needs to be worked as a high priority to established a definite exact path and participation from upcoming developers. It will provide: (1) residents north of the railroad with a way to bike/walk to grocery stores, restaurants and other businesses at Broadway/McClintock/Southern (not a lot of grocery stores currently available in that section) (2) residents north of the railroad with a way for their students to get to McClintock HS (3) residents south of the railroad a way to get to (a) light rail, (b) Tempe Marketplace and other businesses along the route, (c) upstream dam walkway, (d) Tempe Town lake, (e) downtown, and (f) other cities (Mesa/Scottsdale). It is an extremely important connection to/from the Urban Core. (4) A way to encourage less traffic into the urban core in general Ideally there should also be some similar path (like the Country Club Way project) between Rural and McClintock. There is not currently a safe pedestrian or bike route (to the Urban Core) north of the railroad. Tempe has failed to activate bike/ped usage in this section. The Upstream Dam Bike ped/bike bridge, Rio Salado and Beach Park Masterplan, Rio Salado multi-use path underpass, etc. would be a lot more meaningful to residents south of the railroad if more residents could bike or walk to it safely.