



Character Area 1

Papago / North Tempe

Development Review Commission

June 22, 2021



Agenda

1. Intro to CA Planning; CA-1 Contents
2. Review of the outcomes of the meetings; and surveys
3. Dotocracy
4. Next Steps & Timeline
5. Q and A



AGENDA
1

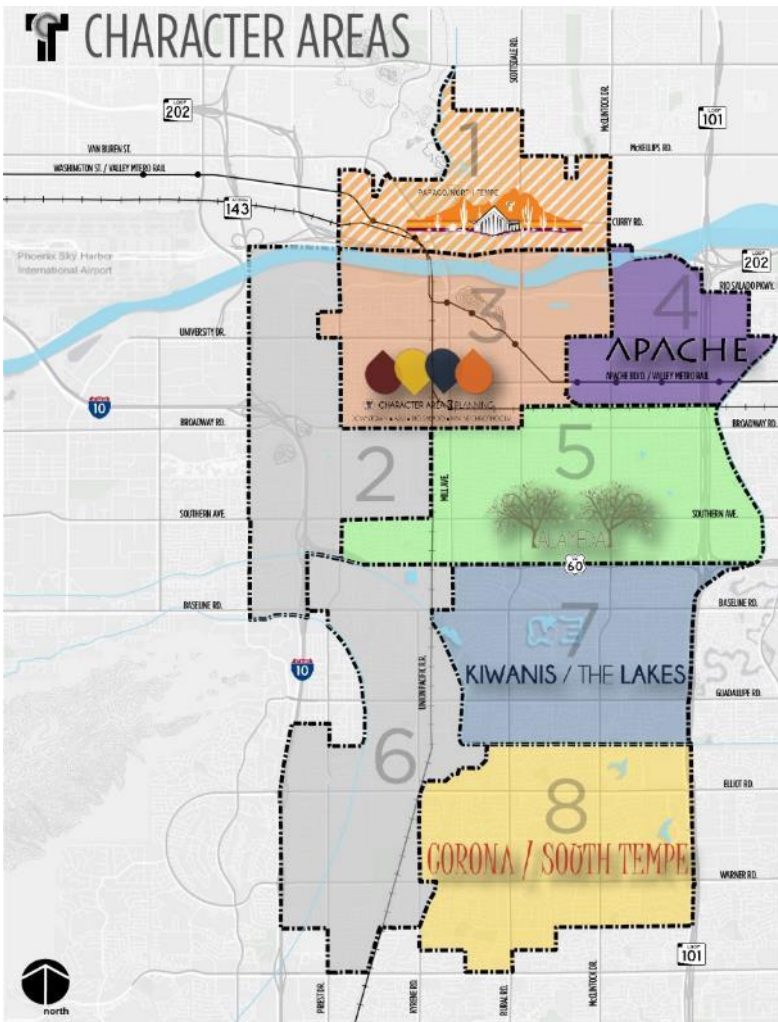
CHARACTER AREA-1 PAPAGO/NORTH TEMPE



PAPAGO/NORTH TEMPE



<https://characterareas.tempe.gov/pages/area1>



Eight Character Areas in Tempe



Map Showing the planning status of Character Areas:

- Plans completed (colored areas)
- Under planning process (orange hatching)
- To be completed in future (gray areas)

CITY-WIDE STATS FOR COMPARISON (2019)



	CA-1 (2019)	Tempe (2019)
Geographical Area	3.35 Sq. Miles (8.4%)	40.1 Sq. Miles
Population	10,134 (5.2%)	195,805
No. of Households	4,722	73,032
Median Age	29.2 years	29.5 years
Median Household Income	\$52,371	\$57,994
Unemployment rate	4%	3.4%
Total No. of Jobs	7,677	195,250 (est.)
Total No. of Businesses	486	17,037

AREA BACKGROUND RESEARCH 2020



POPULATION TRENDS AND KEY INDICATORS

Papago/North Tempe

9,879	4,617	2.14	29.4	\$54,149	\$249,052	50	127	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

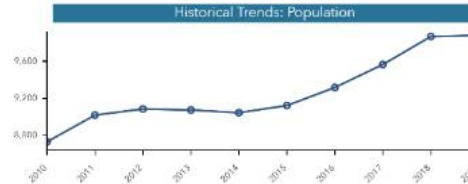
MORTGAGE INDICATORS



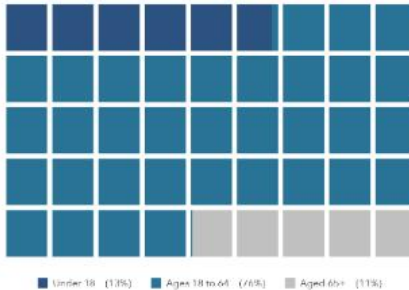
\$5,907
Avg Spent on Mortgage & Basics



19.2%
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



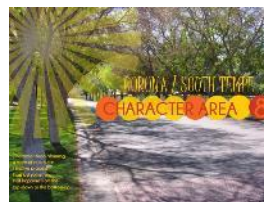
This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2016, 2020, 2025. © 2020 Esri

Source: This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, American Community Survey (ACS). The vintage of the data is 2020, 2025, 2014-2018.

CHARACTER AREA-1 PLANNING STATUS



- Two kick-off meetings for were held on March 15, 2021
- Two public meetings held on May 11, 2021
- Two pop-up meetings in June: One held on June 14; next scheduled for June 26
- “Dot.ocracry” survey open May 11 - June 30, 2021



TENTATIVE CONTENT OF CHARACTER AREA-1 PLAN



✓ SCOPE

A high-level vision and policy-level plan for CA-1 area. Advancing General Plan Goals, and Council Priorities. (Non-regulatory).

✓ VISION

Preliminary: Diverse housing options, increased transit options, ease traffic congestion, maintain and expand open spaces, increased residential land use, shaded trails, bike paths, low to medium building heights

✓ CHARACTER DEFINING ELEMENTS

History, Design aesthetics, Desert Landscape, Open spaces, Papago park, Cross-cut canal, Landmarks e.g., Eisendrath House, Sandra Day O'Connor House

✓ DESIGN GUIDELINES/PRINCIPLES

Walkability, bikeability, multi-use trails, landscaping palette, open space, shade, public art, connectivity patterns, durable materials, sustainability, energy efficiency, historic preservation



REVIEW: OUTCOMES OF THE MEETINGS



- **Preferences for the enhancement of amenities**

- Canal-side trails, multi-use paths
- Enhanced streetscape (shade, bus shelters)
- Park enhancements (playground equipment, shade, water features)



- **What land uses should be increased?**

- Open Space
- Single-family, and multi-family residential
- Neighborhood drug stores, groceries





• Top wish list items

- (Deal with homelessness)
- Drainage area improvement
- Parking
- Streetcar extension
- Parks



• Is the area attractive for investment?

- Yes (by 2/3rd of the respondents)



April 2021 Online Survey Summary



• What design criteria would improve the area?

- Shaded walkways
- Low height buildings (but some are ok with tall)
- Environment-friendly design, durable materials
- More stringent sign ordinance
- Connected trails
- (Mitigate homelessness) (Note: This is out of the scope of the CA-1. Human Services staff are working on this)



• Any other thoughts?

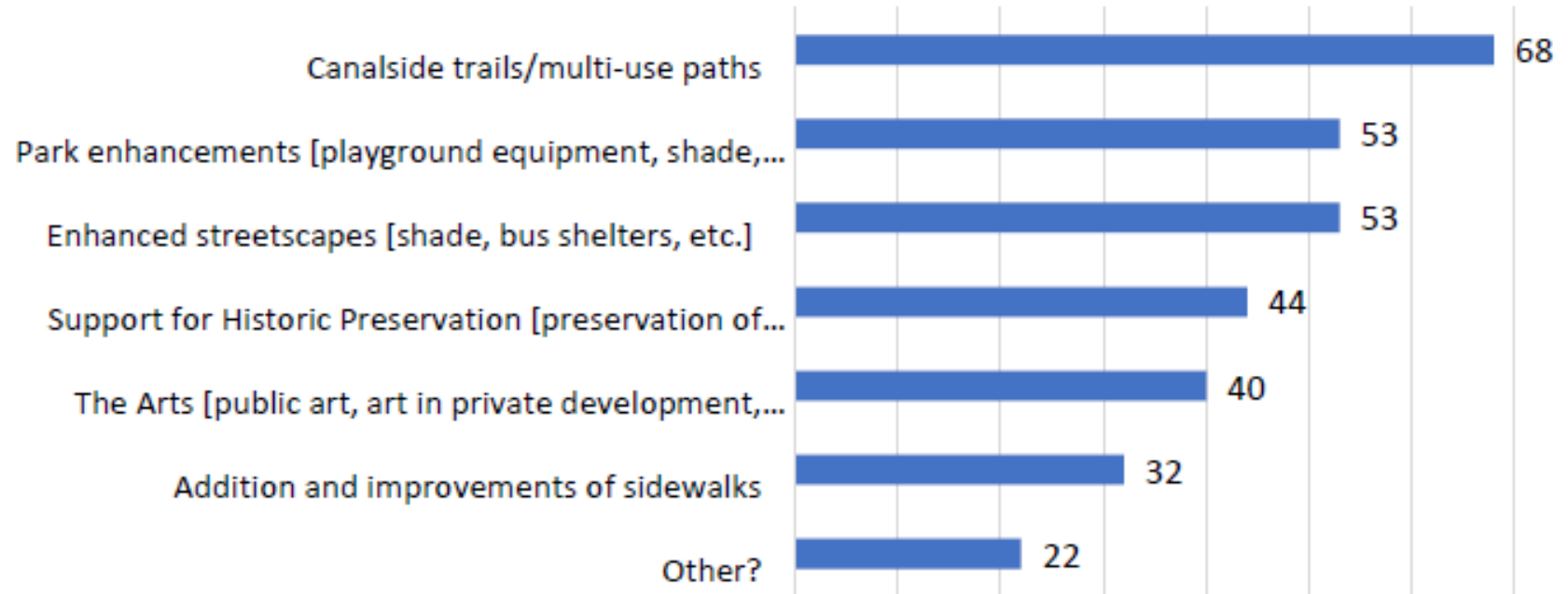
- Public art
- Affordable housing
- Increased outreach by Community Services



April 2021 Online Survey Summary (Graphical Example)



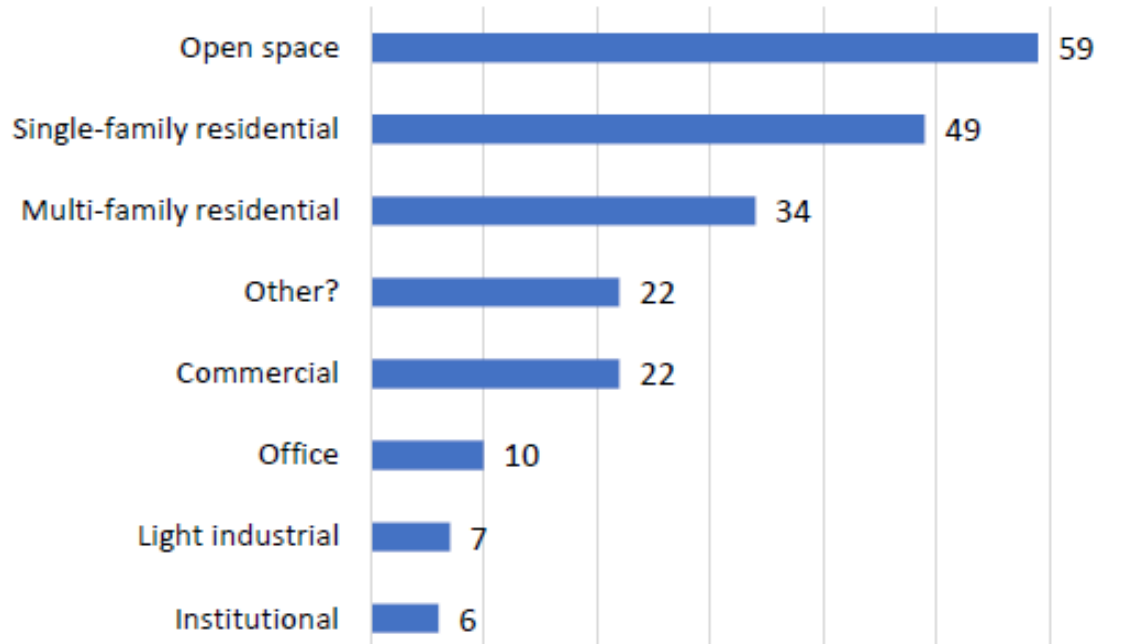
**What amenities, and enhancements would you like to see within Papago/North Tempe?
Choose all that apply.**



April 2021 Online Survey Summary (Graphical Example)



What kind of land uses would you like to see increased in Papago/North Tempe? Choose all that apply.





March 15 Kick-Off Meeting: (Example Comments)

What elements set this area apart and makes it unique from other parts of Tempe or the Valley?

- “Mesquite Trees! Lopiano Park. Tempe Town Lake”
- “Papago Park”
- “Rolling Hills”
- “Opportunity- lots of different people and close to lots of neat things in the valley”
- “Natural desert environment and various types of homes from multifamily to single family homes.”
- “Red Rock Formations!”

March 15 Kick-Off Meeting: (Example Comments)



What elements should be preserved, enhanced, changed, added or taken out to improve the area?

- “County Island taken out!”
- “pedestrian walkway improvements.”
- “Remove the strip club in the county island. Less gas stations.”
- “Preserve the cactus and mesquite Trees!”
- “Keep the desert landscaping, the feeling of outdoors/ seclusion. walking, biking, etc.”
- “More adherence to code.”
- “More trees; More trees along the lake. Yes, more trees.”
- “More shade!!”
- “What I most want to do is preserve the beauty of the desert landscape and parks along with bringing in new business and housing.”



DOT•OCRACY EXPLAINED:

BASIS FOR DEVISING DESIGN PRINCIPLES

PRIORITIES & DOT·OCRACY SURVEY



You've got 10 dots to 'spend'.
How would you spend them on
these services?



- + - Art and recreation programs (Quality of Life)
- + - Business services (Financial Stability & Vitality)
- + - City and neighborhood park improvements (Quality of Life)
- + - City development and redevelopment efforts (Sustainable Growth & Development)
- + - City outreach efforts about programs, events, services, and issues (Strong Community Connections)
- + - City's website (Strong Community Connections)
- + - Counseling services for residents (Strong Community Connections)
- + - Crime prevention programs (Safe & Secure Communities)

- Participants use allocated dots to determine priorities for area
- Individuals can choose how to use dots: where and how many
- Suggested priority categories are based off the initial survey results
- Dot.ocracy survey open May 11 to June 30, 2021



PRIORITIES AREAS & DOT-OCRACY SURVEY



- Landscape
- Mobility
- Connectivity
- Streetscape
- Open Space
- Shade
- Public/Private Art



PRIORITIES & DOT-OCRACY SURVEY



- Housing
- Aging in Place
- Sustainability
- Canal-Oriented Development
- Quality Design
- Balanced Land Use
- Historic Preservation



PRIORITIES & DOT-OCRACY SURVEY- INITIAL RESPONSES



Respondent (27) priorities
as of 06/15/2021

1. Shade
2. Climate Change
3. Extreme Heat
4. Green Infrastructure
5. Housing
6. Streetscape
7. Canal-oriented design

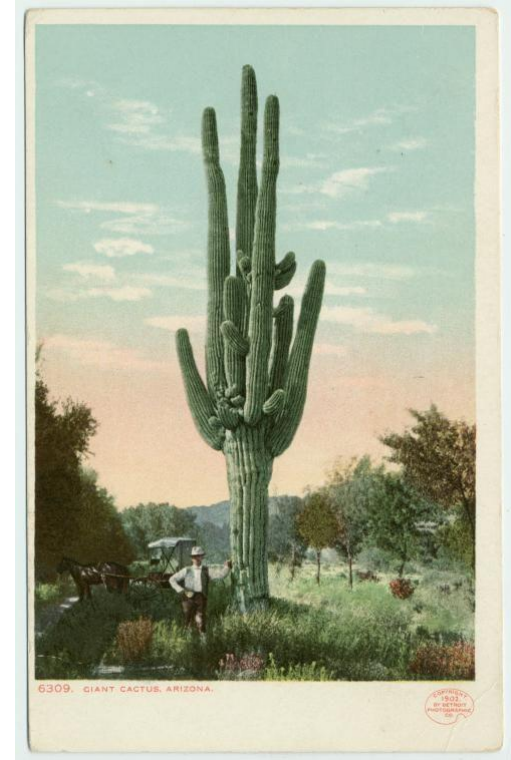


PRIORITIES & DOT-OCRACY SURVEY- INITIAL RESPONSES



Respondent priorities as
of May 21, 2021

8. Aging in place
9. Landscape
10. Streetcar
11. Open Space
12. Connectivity
13. Green Infrastructure





What priority(ies) listed here would best help this Commission serve the interest of the community?



Are there any priorities not listed which the Commission would like to propose?



Are there specific Design Guidelines the Commission would recommend to be included in the CA-1 plan?



NEXT STEPS & TIMELINE

PRIORITIES & DOT-OCRACY SURVEY



You've got 10 dots to 'spend'.
How would you spend them on
these services?



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- + - Crime prevention programs (Safe & Secure Communities)

- Survey open from May 11 to June 30, 2021
- A total of 10 dots to be used however you want
- Participants can spend all dots on one priority or spread it to more than one.



PRESENTATIONS TO BOARDS & COMMISSIONS

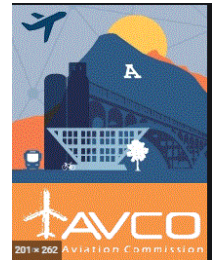


Completed

- Neighborhood Advisory Commission (06-02-21)
- Transportation Commission (06-08-21)
- Aviation Commission (06-08-21)
- Historic Preservation Commission (06-09-21)
- Municipal Arts Commission (06-14-21)



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- **Development Review Commission (06-22-21)**
 - **Desert Conservation Commission (06-28-21)**
 - **Focus Groups (06-29-2021)**
 - **Sustainability Commission (07-19-21)**
 - **Parks, Recreation, and Golf Advisory Board (08-18-21)**





Kick-Off Meetings: March 15, 2021

Intro to the CA-1 planning process, initial inputs, initial; survey of preferences from the community



May 11, 2021: VIRTUAL PUBLIC MEETING

Input into Design Principles: design elements, patterns, landscape, building materials, amenities. Dotocracy

June 14 and 26, 2021

Local Pop-ups, Stakeholder Meetings

Priorities / Additional Dotocracy

SUMMER 2021

Initial Board & Commission Presentations and Outreach

FALL / WINTER 2021

Draft Plan / Public Review (Virtual and in-person), and revisions, Board & Commission Review

WINTER 2021 / EARLY 2022

City Council decides on the final draft plan

QUESTIONS & DISCUSSION; CONTACTS



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