



CHARACTER AREAS

HOA BOARD UPDATE





WHAT ARE CHARACTER AREAS?

Character Areas are areas of the community that have achieved distinctive, recognizable, character that is different from neighboring areas. These differences may be the result of:

- **TOPOGRAPHY** PAPAGO BUTTES DOUBLE BUTTE HAYDEN BUTTE
- **AGE + STYLE OF HOUSING** HISTORIC DISTRICTS LOFTS STUDENT HOUSING SENIOR HOUSING POST-WAR
- **BUILT ENVIRONMENT** BUILDINGS STRUCTURES INFRASTRUCTURE ROADS BRIDGES UTILITIES
- **RETAIL, RESTAURANT, RECREATIONAL EXPERIENCES** CHANGING HANDS BOOKSTORE OREGANO'S MARKETPLACE
- **LAND USE PATTERNS** INDUSTRIAL PARKS RESEARCH PARKS RETAIL CENTERS
- **LANDSCAPE TREATMENTS** ARID DESERT LAKE DEVELOPMENTS GRASSY KNOLLS MEDIANS
- **STREET / TRANSPORTATION PATTERNS** LIGHT RAIL / STATION AREAS BIKE LANES BUS STOPS / SHELTERS
- **OPEN SPACES** REGIONAL PARKS NEIGHBORHOOD PARKS CORPORATE PARKS TRAILS CANALS
- **STREETSCAPES** STREET TREES SHADE MEDIANS NEWSRACKS SIDEWALK FURNITURE



CORONA / SOUTH TEMPE
CHARACTER AREA 8



WHY ARE WE DOING THIS?

- **Distinguishing** the Tempe Community
- Guidance for **Design Review Commission**
- **Road Map** for Character Area
- Opportunity for residents, workers, students + businesses to **define / preserve / enhance / celebrate** their qualities





CHARACTER AREAS



MAYOR MARK MITCHELL

JANUARY

MARCH

APRIL

JUNE

AUGUST

OCTOBER

DECEMBER

INITIAL RESEARCH

month 1-2

PROJECT
KICK-OFF *

month 3

NEIGHBORHOOD
INPUT +
GAP ANALYSIS *

month 3-5

VISION +
CHARACTER
ANALYSIS *

month 6-7

STRATEGIES +
PRIORITIES *

month 8-9

PROJECT REVIEW
+ FEEDBACK *

month 10-11

FINAL PRODUCT

month 12



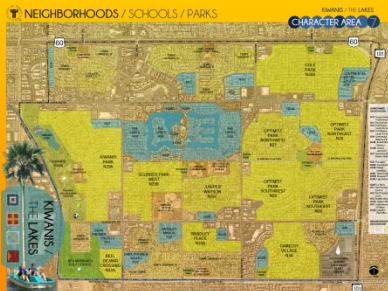
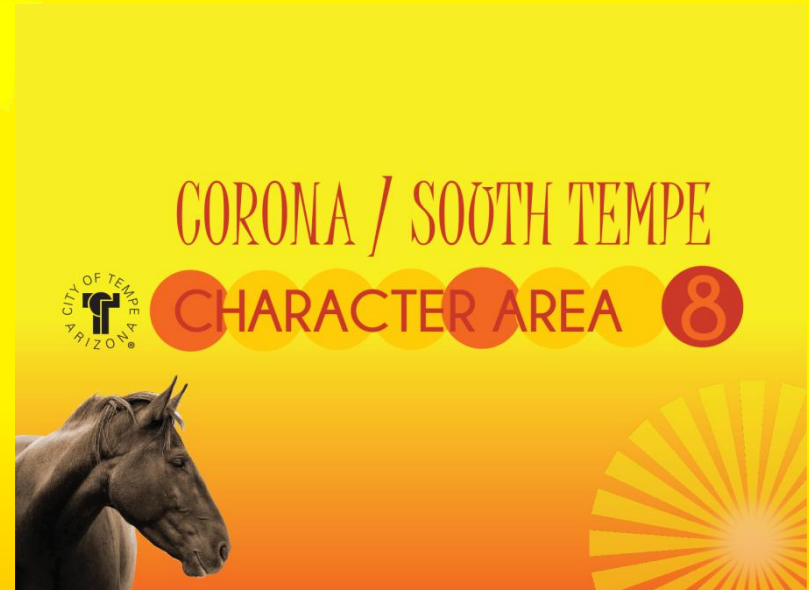
* INCLUDES PUBLIC OUTREACH ACTIVITY / EVENT

PLANNING PROCESS TIMELINE



CHARACTER AREAS

AREA PROFILE



WORKSHOP 1

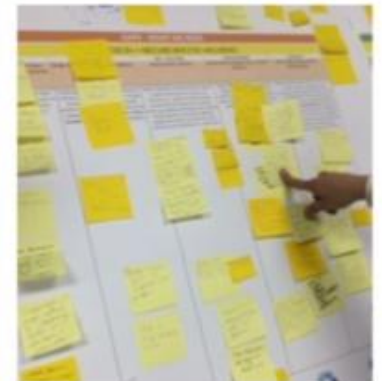
ATTRIBUTES + GAPS



What is good?

What is missing?

What should we
preserve?



WORKSHOP 2

VISION +

CHARACTER



Character-defining Words

Dot • ocracy Voting

Visual Preference Survey



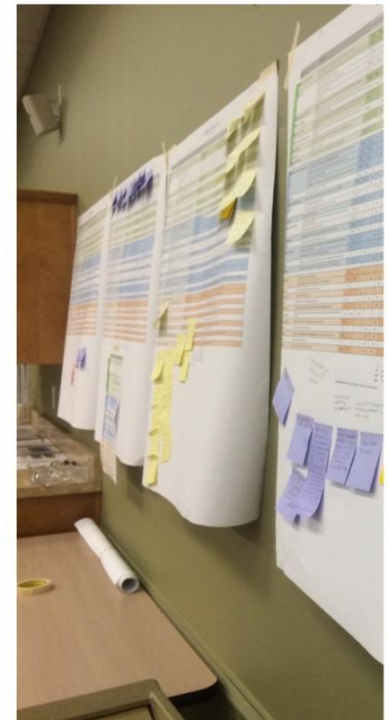
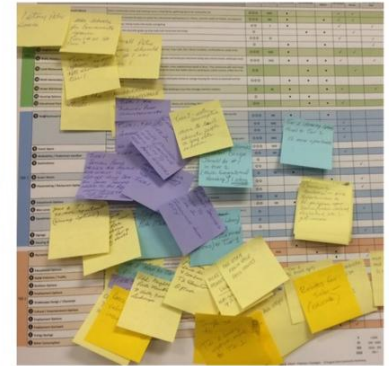
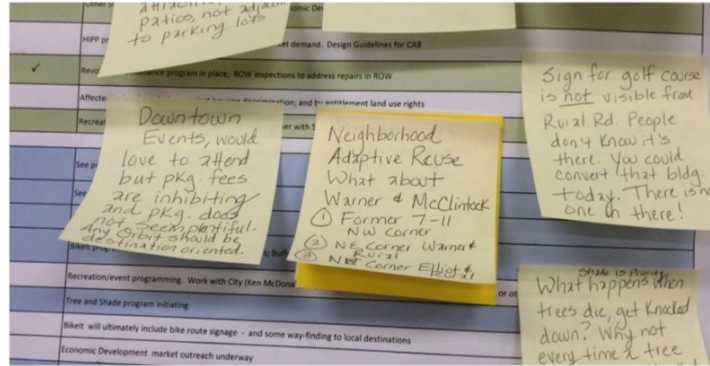
WORKSHOP 3

PRIORITIES + STRATEGIES

Tier 1, 2, 3

Is it accurate?

What did we miss?



CORONA / SOUTH TEMPE

CHARACTER AREA 8

HIGHEST RATED IMAGES



PEDESTRIAN COMFORT



DESERT LANDSCAPE



DESERT LANDSCAPE



ENERGY EFFICIENCY



OUTDOOR DINING



ENERGY EFFICIENCY



CANAL PATHS - AMENITIES



PEDESTRIAN INTEREST / ENGAGEMENT



AMENITIES / WAYFINDING



ADAPTIVE REUSE



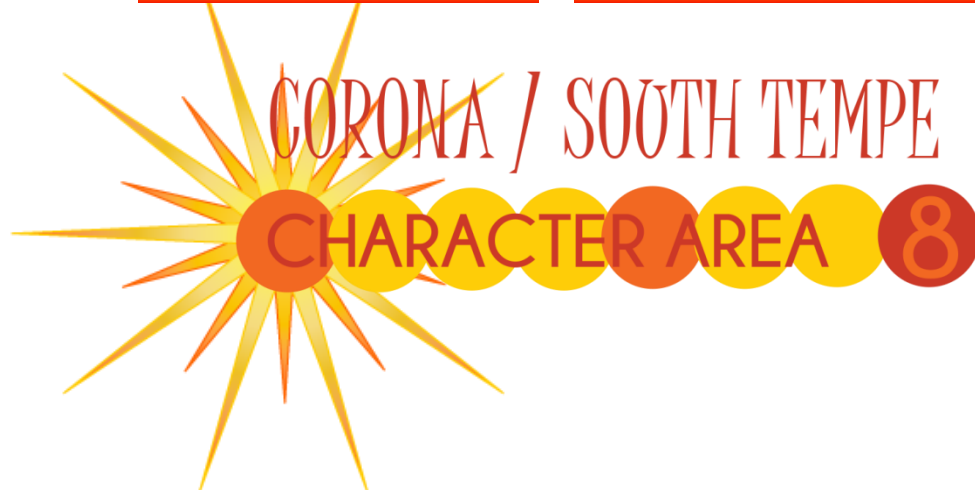
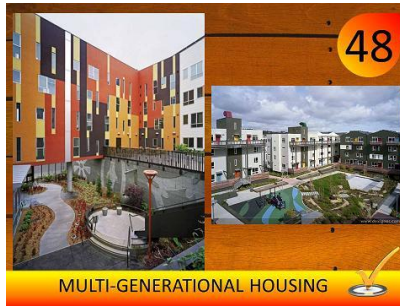
CANAL EDGES - PATHS



STREETS / WALLS



LOWEST RATED IMAGES





MEETING SERIES

Corona / South Tempe
DRAFT PLAN REVIEW + FEEDBACK

Monday, 20 October 2014
6:30PM
AZ Community Church

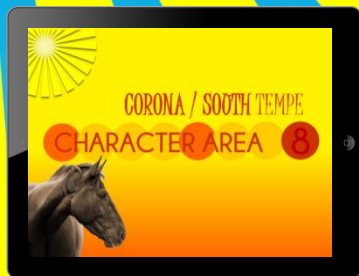
CHARACTER PLANS RELEASE

December 2014
T.B.D.





CHARACTER AREAS



tempe.gov/
characterareas

