



MAPLE ASH CHARACTER STUDY FINDINGS AND RECOMMENDATIONS REPORT

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1. INTRODUCTION & PROJECT OVERVIEW

The City of Tempe initiated the Maple Ash Neighborhood Study to better understand, define and help guide the development future of the Maple Ash neighborhood. The process was conceived as having high involvement on the part of stakeholders in delineating the desired characteristics of the neighborhood in order to develop priorities and goals for development impacting the area. While involvement ultimately fell short of desired levels, some interesting concepts for the neighborhood were discussed.

The project has geographically focused on all properties in the Gage Addition, Park Tract, and College View subdivisions generally from the south side of University Drive to the north side of Hudson Lane, from the west side of Mill Avenue to the west side of Ash Avenue.

The residential portion of the neighborhood has approximately 190 properties with a mixture of property types including mostly single family, many with accessory units in the rear, but also several multifamily projects. The properties are currently zoned multifamily, with a variety of specific zoning districts.

The residential area is bordered on two sides by commercial uses. Along University Drive and much of Mill Avenue there is an assortment of small-scale retail and commercial development of various ages. Mill Avenue also includes a number of businesses situated in converted single-family homes. Toward the south end of Mill Avenue, a greater proportion of homes retain single family residential use with multifamily zoning. There are a total of 43 properties fronting either Mill Avenue or University Drive.

Maple Ash represents the oldest existing neighborhood in Tempe. While a number of properties have been individually designated historic, a recent neighborhood-driven effort to form a Historic District was unsuccessful. The neighborhood's proximity to the newly revitalized downtown on the north side of University Drive has led to an increased interest in some property owners to redevelop.

The city is exploring the benefit of developing new design guidelines, standards or another creative approach to help guide new development in such a way to retain any desired unique characteristics of the neighborhood while acknowledging the changes surrounding the neighborhood.

This report provides an overview of input that was received through public outreach activities conducted during 2008 and early 2009, followed by a discussion of a range of alternate design and regulatory options based on property owner input.



Figure 1: Maple Ash study area

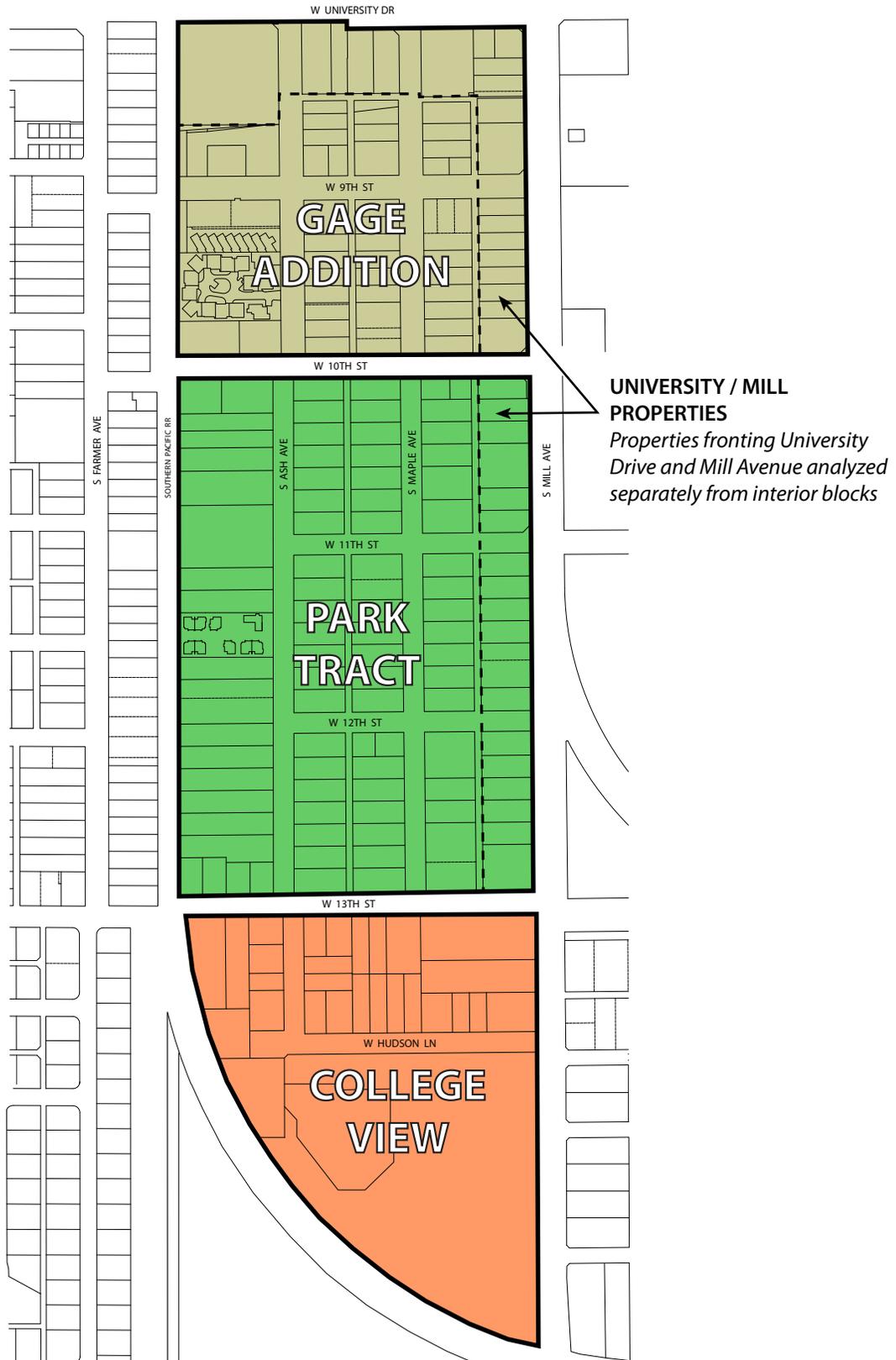


Figure 2: Maple Ash subareas

2. INITIAL FIELD ANALYSIS

In the summer of 2007 a team of interns and staff conducted an extensive field survey of all the properties in the Maple Ash neighborhood. The aim of the research was to determine the predominant development patterns and characteristics within the neighborhood.

The teams assessed each property for a variety of architectural features and building characteristics. The field surveys created an extensive inventory that provided the consultants and city staff some initial direction in identifying patterns and design characteristics within the different parts of the neighborhood. The surveys also yielded information that became useful in developing the community questionnaires further into the process.

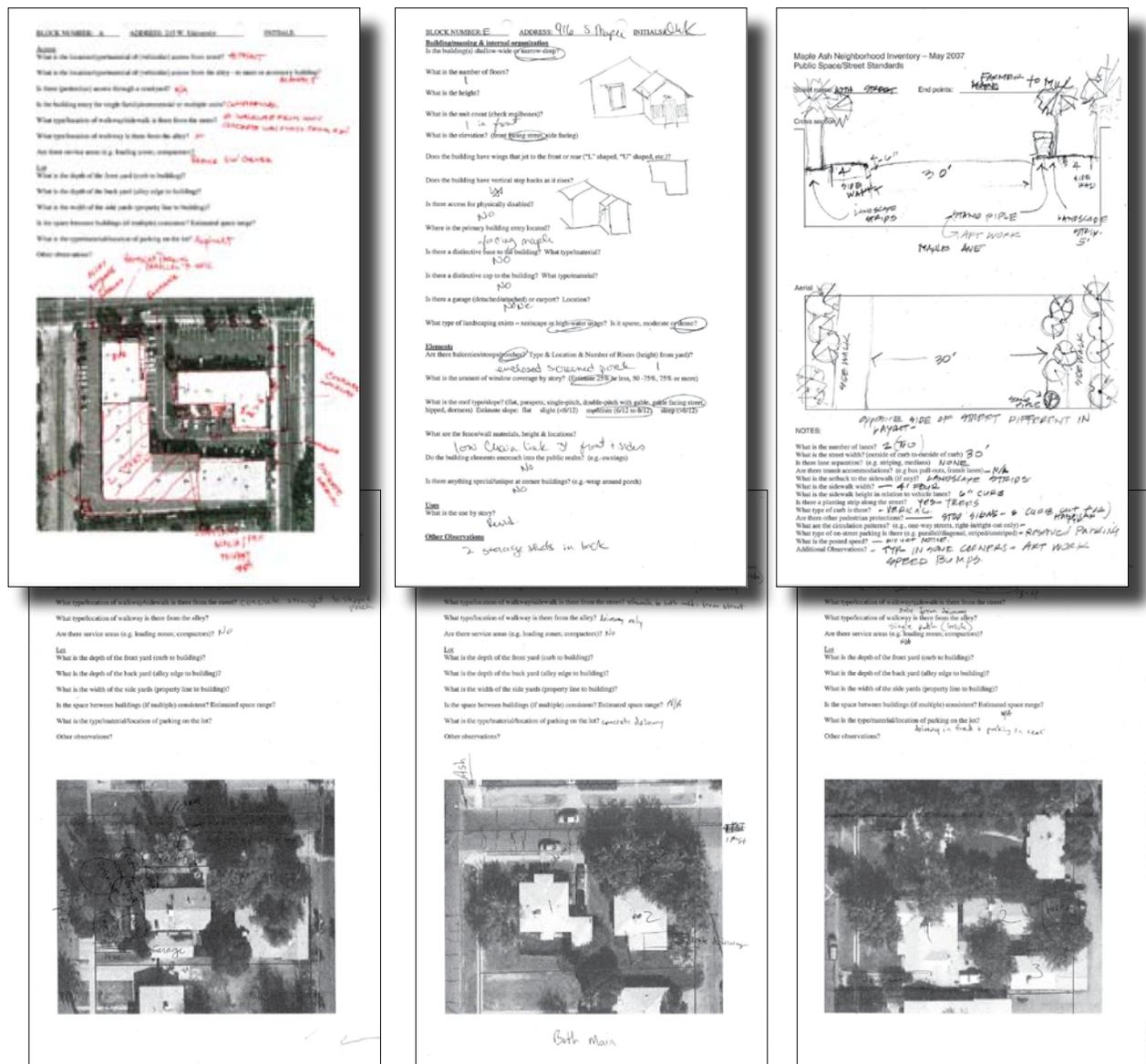


Figure 3: Examples of field surveys

3. SUMMARY OF PUBLIC OUTREACH

A. NEIGHBORHOOD GROUP MEETINGS

In the spring of 2008, city staff and the project consultants met with representatives of the two principal Maple Ash neighborhood groups: Maple-Ash Property/Land Entity (MAPLE) (February 11, 2008) and Maple Ash Neighborhood Association (MANA) (March 26, 2008).

The intention of the meetings was to discuss expectations with these major stakeholder groups as well as gather input on how best to proceed in working with the neighborhood. These initial meetings were not meant to be redundant with the forthcoming community meetings to discuss details of neighborhood characteristics and development. The project team also hoped to identify some areas of shared interest or “common ground” that might provide further direction to the project.

Some common themes expressed by some members of both groups included interest in better maintenance of properties, improved streetscapes and lighting, improved alleys, and resolution to the conflicts and friction that have characterized past development and planning efforts. Many members generally desired to see an improvement in the “quality of life” of Maple Ash in creating a well-maintained, viable neighborhood, though there was not agreement on how specifically this could be realized.

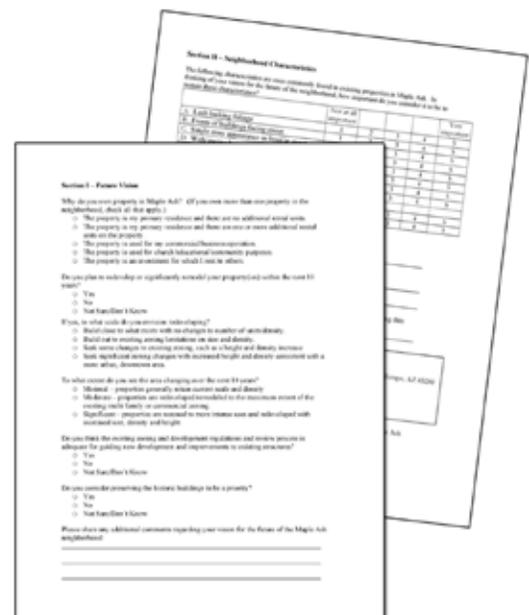
B. NEIGHBORHOOD QUESTIONNAIRE

The project team developed a questionnaire intended to be the starting point for ideas and discussions on thinking of the future of the neighborhood as well as the characteristics that make it a special place. The hope was that it would engage all owners including those who have not been actively involved in development issues concerning the neighborhood.

The questionnaire was developed over the course of several months with guidance from the initial field surveys, together with review and input from the MAPLE and MANA groups, city staff and Commissioners. The questionnaire was intended to be the starting point for ideas and discussions, to focus thinking on the future of the neighborhood as well as the characteristics that make it a special place. Questions were designed to gauge property owners’ attitudes and opinions as they relate to a variety of design standards for neighborhood buildings, historic preservation, and future development.

Summary of Questionnaire Results

Of the 148 property owners in Maple Ash for which the City has current addresses, 53 responded to the questionnaire, for a response rate of 36%. It is important to note that several property owners own multiple properties within the neighborhood, creating a variation between number of individual property owners (148)



and number of individual properties (232). Questionnaire results have been tabulated into two data sets, both in relation to the total number of individual property owners (148) and total number of properties (232):

Set A: Individual Property Owners (148 individual property owners)

Set B: Individual Properties (232 properties). In this tabulation, responses from property owners with multiple properties were weighted in proportion to the number of properties each owns.

Each method of tabulation has advantages and shortcomings in portraying neighborhood opinions, so it is important to consider both sets of tabulations to gain an understanding of property owner opinions and intentions. Generally, Set A (one response per property owner) gives a sense of what individual property owners in the neighborhood are interested in, but underplays the potential for change and the preferences of those who own multiple properties. Set B (responses weighted proportionally to number of properties owned), in contrast, may more accurately reflect the intentions and opinions of those owning multiple properties, but may underplay the opinions of individual property owners and residents. This could create surprises and frustrations when a project moves forward for review.

As a further distillation of tabulation of responses, the properties fronting University Drive and Mill Avenue (see Figure 2 on page 3) were tallied as a separate group. Technically these properties are part of the Gage Addition and Park Tract neighborhoods, but many are commercially zoned and have uses and design issues distinct from the residential blocks. Issues such as transitions, building form, access, and landscaping might be different for a commercial property fronting a busy arterial streets, versus a residence on a quieter interior block.

Set A (one response per property owner) Summary:

Regarding how owners currently use their properties:

- The largest demographic of the 53 respondents were property owners who used the building as their primary residence (28), with 11 of those respondents also currently renting additional units on the property.
- 19 of the respondents were property owners who did not live in the neighborhood and utilized their properties as rentals.
- The remaining respondents (4) were business owners and those who used their property for community purposes.

Section I of the questionnaire was designed to gauge an understanding of desires and intentions for the future of the neighborhood:

- The responses were largely split between property owners who were planning on remodeling or expanding their properties (18) with those who weren't planning on expanding or remodeling (21).
- 10 respondents were uncertain.
- The largest contingent of those anticipating remodels (8) were planning on expanding to the density and height limits of the current zoning regulations.

There was a large discrepancy as to how people anticipated the Maple Ash Neighborhood to change over the next 10 years:

- 18 property owners anticipated the change to be minimal
- 16 anticipated moderate changes to occur with properties expanding to the current limits
- 15 anticipated significant changes within the neighborhood with changes including rezoning for more density and intensification of uses.
- The Mill and University respondents were the ones expecting the most significant change, with 50% responding as such.

Regarding the current process for guiding new development:

- Slightly more property owners (21) believed that the current process for guiding new developments is inadequate compared to those who were satisfied with the current process (15). The remaining respondents had no opinion.
- 22 favored the preservation of historic buildings as a top priority, 16 respondents disagreed with the notion, and the remainder had no opinion or were not sure.

Section II of the questionnaire discussed design issues in the neighborhood. These questions saw a number of categories that provided some consensus:

- A large percentage of respondents considered lush looking foliage to be an important neighborhood characteristic.
- Other characteristics largely considered important by a majority of respondents are the current locations and widths of the sidewalks as well as the distance that buildings are setback from the street.
- Single story appearances in buildings at the front and at street level received the most evenly split votes, with 20 respondents believing maintaining this characteristic to be unimportant, while 19 respondents believed it was important.
- Fronts of buildings facing the street, porches or stoops in front, the wide spacing of buildings, and primary access to the buildings being from the street as opposed to the alley were all favored, but often by only small margins.

Complete results including results broken down by individual areas of the neighborhood can be found in the appendix of this report.

Set B (tallies weighted proportionally based on number of properties owned):

Set B tallies the results with proportional weight given to each property owner depending on the number of properties owned. Following this methodology, Set B counts an additional:

- 10 tallies for the College View area
 - 12 tallies for the Gage Addition area
 - 6 tallies for the Park Tract area
 - 9 tallies for the Mill and University area
- ... for a total of 90 responses.

It should be noted that the largest variation between tallies in Set A and Set B is the weighted increase in representation from those who own property as a rental investment (41 tallies) and those using the property for church/educational/community purposes (12). The variations between the two sets of results can therefore indicate that Set B is more representative of the interests of property investors and church/educational/community institutions.

Regarding owners' plans for their properties:

- Results in Set B indicate that the greatest proportion of properties in the Maple Ash neighborhood are being planned for redevelopment (42 tallies).
- Of those, 20 tallies indicated plans to build out to existing zoning regulations while 15 are planning on redeveloping to a new set of denser zoning regulations. The remainder of responses were undecided.

Regarding owners' expectations of the future of Maple Ash and the development approval process:

- A majority of responses indicated an expectation that the Maple Ash neighborhood would go through significant changes over the coming decade (47 tallies).
- Roughly the same proportion of respondents indicated that they were comfortable with the current development approval process (40). This suggests that those who own multiple properties are generally satisfied with the existing zoning and development approval process.

Perhaps one of the largest discrepancies between Set A and Set B tallies is opinions towards historical preservation:

- In Set A, 23 tallies indicated preserving historic buildings to be a priority, versus 17 indicating they did not consider it a priority and 13 indicating they were not sure or did not know.
- In Set B, 24 tallies indicated it to be a priority while 38 indicated they did not, and 28 were not sure or did not know.

Perceptions and opinions regarding specific design characteristics (Section II of the questionnaire) are also equally varied:

- Much like Set A, a large majority of respondents believed lush looking foliage to be an important feature of the Maple Ash Neighborhood.
- The only other design feature receiving a significant amount of positive responses was keeping the distance that buildings are set back from the sidewalk.
- In Set B, a vast majority of tallies responded that the current single story appearance of properties was not an important design characteristic. This is in contrast to Set A, where opinions are almost evenly split.
- Other standards receiving a substantial amount of “not important” tallies in Set B include the width of spacing between buildings, and the current length and width of sidewalks. The exception is that within the Park Tract neighborhood, even with the weighted results a majority of respondents indicated the sidewalk locations and widths to be important.

The other remaining design characteristics (fronts of buildings facing the street, porches or stoops in front, and the primary access being from the street rather than the alley) remained relatively split between those who found them important and those who did not.

Additional Comments

The questionnaire also provided an area for respondents to write additional comments on their vision for the future of the Maple Ash neighborhood. These comments reflect a wide range of opinions and concerns, and provide a glimpse into what one’s neighbors may be thinking in terms of the future of the neighborhood. The responses were summarized in their entirety on a poster (Figure 4).

Questionnaire Findings

The questionnaire was not a scientific survey, but rather a gage of where there might be agreement on some design characteristics or concepts for the future of the neighborhood. Its tallies and findings need to be considered together with input gathered at other outreach activities rather than taken exclusively as a conclusion.

With that caveat, some findings include:

- There is general agreement in improving the condition and maintenance of properties in Maple Ash.
- The lush character of landscaping and the distance of buildings from the sidewalk appear to be two areas with the most potential for agreement among property owners.
- Property owners have different long-term plans for the use of their properties, with some intending to redevelop and others intending to maintain properties as they exist or make minor improvements.
- There is not consensus among property owners whether the existing zoning and development review processes are sufficient. The disparity is more pronounced when the input of those owning multiple properties is weighted proportionally, with those owning multiple properties generally more satisfied with current zoning and approval processes. This suggests considering a two-tiered or more flexible approach, given that many property owners are comfortable with the existing system and would like to continue using it but others are seeking an alternative.

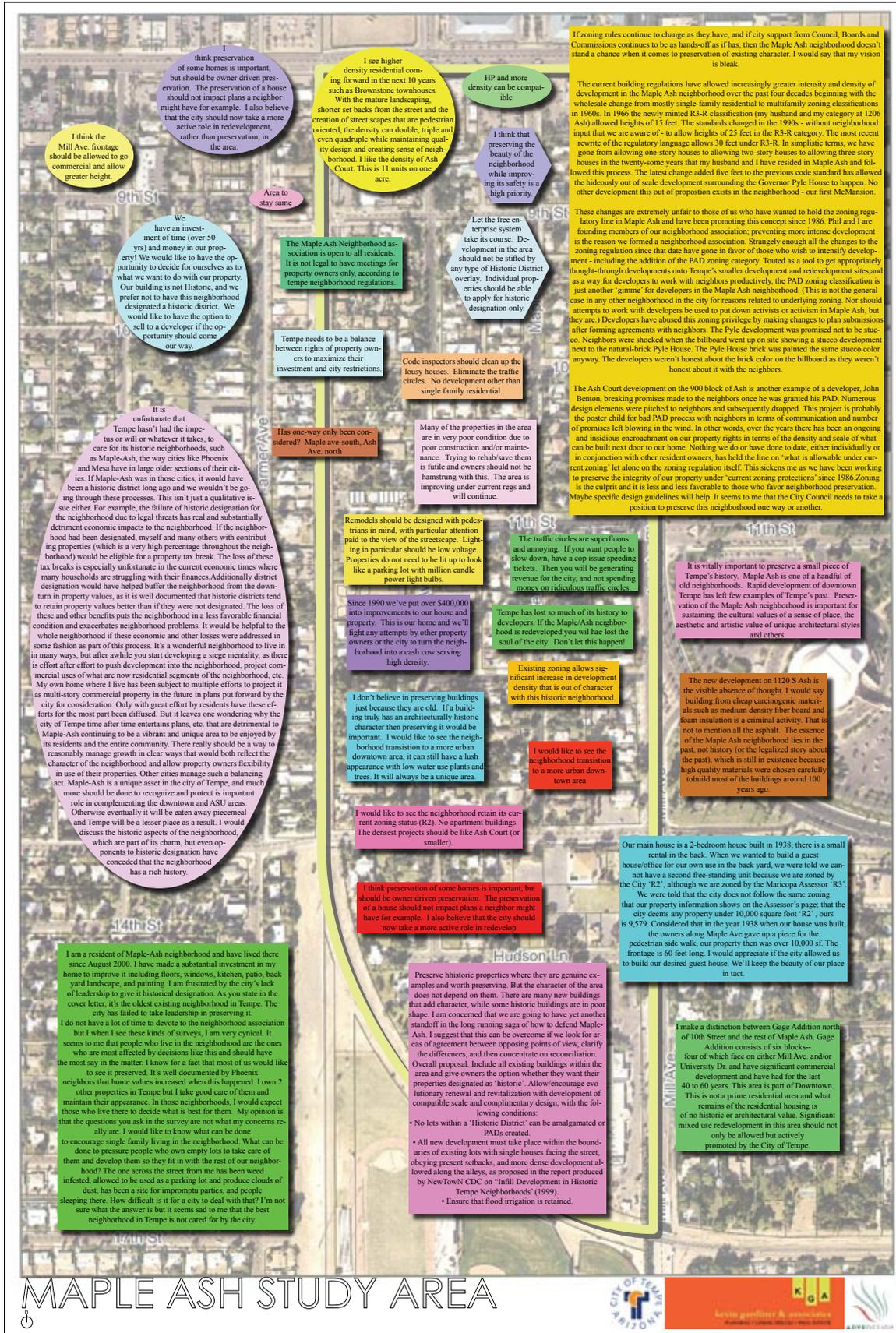


Figure 4: A board was presented showing all additional comments received in the questionnaire.

Community Meetings

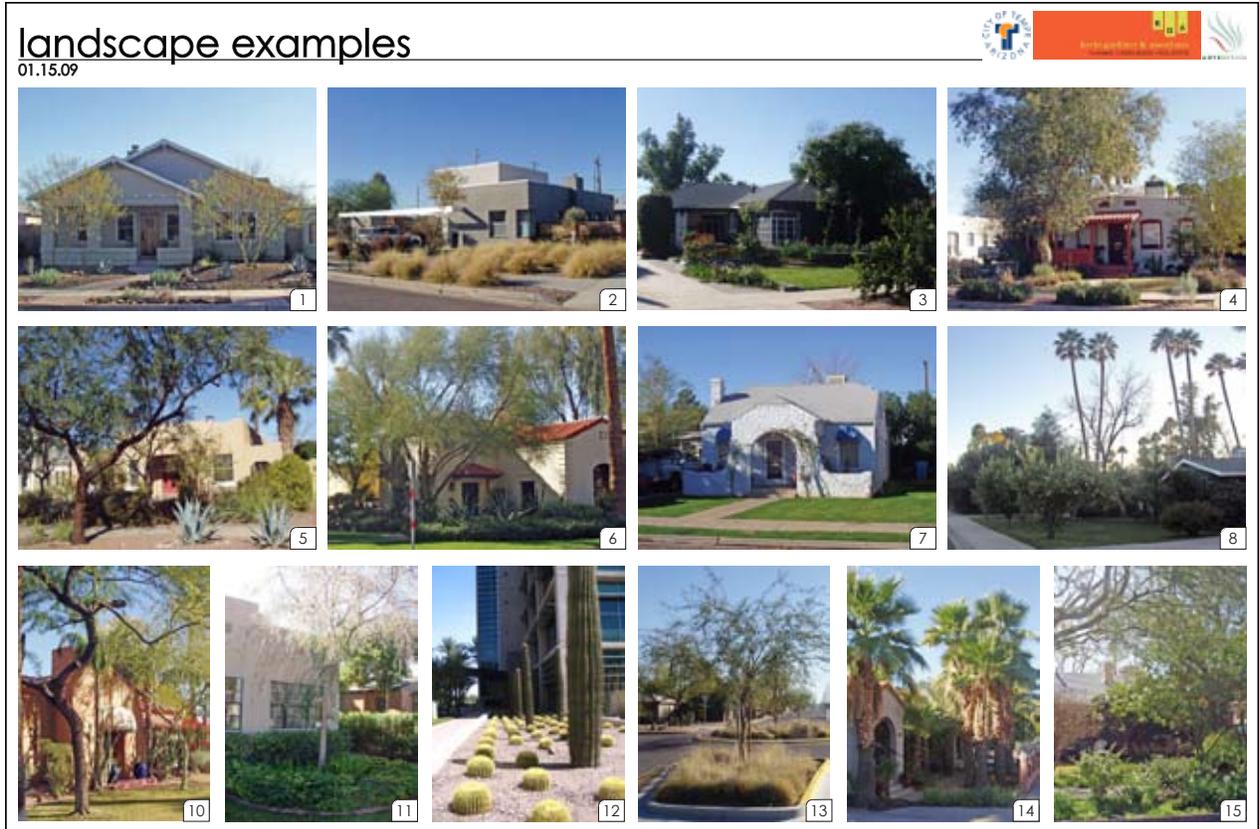
In addition to the questionnaire, the process included two community meetings intended to further explore neighborhood characteristics as they relate to development and design issues in the neighborhood. All property owners in Maple Ash were sent invitations to each meeting. Property owner attendance at the meetings was less than 15%.

The first meeting (December 8, 2008) was intended to familiarize property owners with the project and encourage participation in responding to the questionnaire and attending future meetings.

The second meeting (January 15, 2009) was intended to further explore ideas raised in the stakeholder meetings and questionnaire to get a better idea of where there might be consensus on priorities for the neighborhood and development.

The central element of the community meetings was the focused discussion conducted in the second meeting. Based on results of the written questionnaire, the project team extracted general development and design themes that had a high rate of agreement. Property owners were grouped into tables and were given questions and asked to react to a series of photo boards (Figures 4 and 5) in an effort to more clearly define development and design priorities as they relate to maintaining the desired characteristics of the neighborhood. The photo boards presented a range of building and landscaping concepts intended to assist in the discussions.

Fifteen property owners attended, representing less than 10% of the total property owners. Given the stated purpose of the community meetings to flush out further detail of desired neighborhood characteristics, and the overall low attendance at the two meetings, no additional meetings were scheduled. The information gathered to this point was used to develop a list of recommended options impacting future development.



Figures 5 and 6: Discussion boards from Community Meeting #2, showing a range of landscape and building types for consideration.

4. RECOMMENDATIONS

The stakeholder meetings, questionnaire, and community meetings present a neighborhood with differences in opinion about the current zoning and development review process, and the character of future development in general. Most agree that there are existing characteristics worthy of maintaining but the opinions range greatly between those who see potential for the neighborhood to have more intensive infill development and those owners who place a high priority on preserving existing buildings as they are. Nearly all agree, however, in the need to have the condition of properties and the neighborhood itself improve.

Given the lack of consensus in future direction or regulatory approach for Maple Ash, there are a range of options that might be considered for the neighborhood, each with its own potential benefits and drawbacks.

A. FORM-BASED CODE

When the Maple Ash project was initiated, there were thoughts that a form-based development code could serve as a tool that could address objectives of both those in the neighborhood seeking preservation of existing buildings and those concerned about additional regulations beyond those that currently exist.

Generally speaking, form-based codes focus on basic building form to a greater degree than traditional zoning. The intention is to create more predictability primarily by controlling physical form, particularly as it relates to what is seen from the street or “public realm.” Form-based codes are also intended to be simpler and easier to understand than the often abstract development standards of traditional zoning.

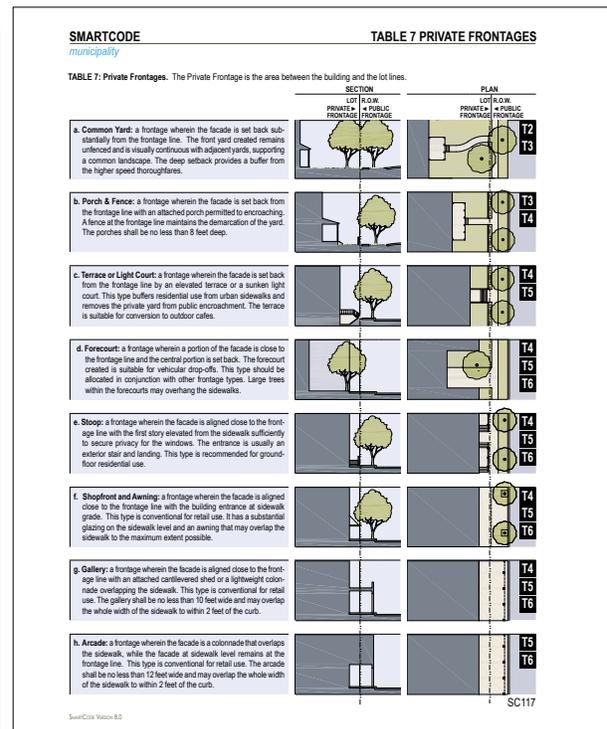
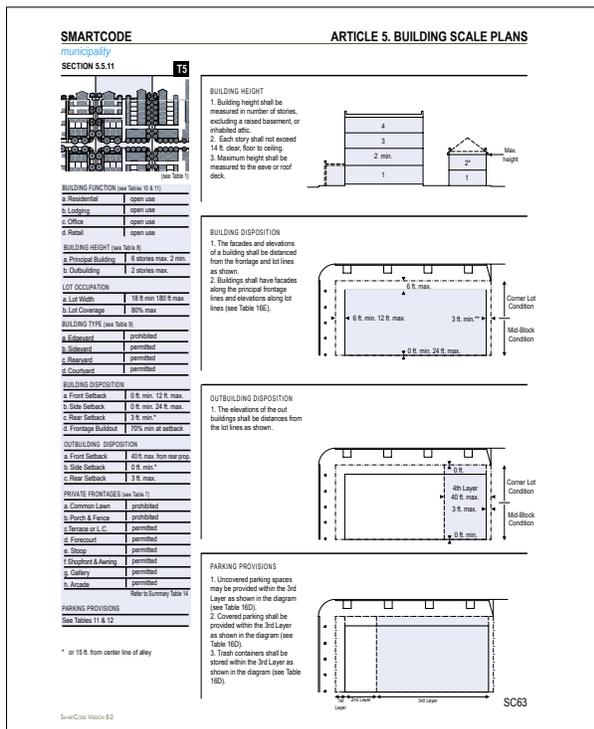


Figure 7: Example of form-based code

Form-based codes address the relationship between building facades and the street, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, focus more on basic building form across a neighborhood. This is in contrast to conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., Floor Area Ratio (FAR), dwellings per acre, setbacks, parking ratios) to the neglect of an integrated built form.

Form-based codes are not the same as design guidelines, however, and typically a classic form-based code will have very little (if any) guidance on design or architectural character. The emphasis is on basic building form, placement, scale, and some primary building elements such as placement of front doors and garages. Also, as opposed to design guidelines or general statements of policy, form-based codes are regulatory, not discretionary.

For Maple Ash, a form-based code has the potential to highlight certain aspects of building form where there may be general agreement or consensus, such as placement in relation to the street, placement of front doors, and placement of parking. If allowed to be a "classic" form-based code without FAR or density requirements, a development could have more flexibility in its programming than current zoning allows, provided it conformed to the basic outward massing and scale requirements of the form-based code.

The shortcomings of a form-based code are that it is a regulatory process, rather than discretionary, so it represents a change in development regulations. This could be unwelcome by those who are satisfied with current zoning standards and development review processes. Whether or not a form-based code would be considered a diminishment in development potential would depend on the standards themselves, and particularly whether FAR and density requirements were retained or not.

B. PAD ALTERNATIVE

Many of the newer developments (particularly residential developments) in Maple Ash have been developed with the City's Planned Area Development (PAD) overlay. The PAD process is elective, in that it is an alternate choice to the underlying zoning. A property owner would have the choice of developing with the regulations of the underlying zoning, or alternatively with a PAD process and overlay.

With a PAD, the intention is to accommodate innovatively designed developments by tailoring development standards to a given site. PAD's must conform to the land use designation and density of the underlying zoning district, but may establish alternative development standards such as setbacks and building height. This creates lots of flexibility, but also uncertainty, as the development standards are created new for each development. In the past the uncertainty and aspect of negotiation has been a concern and problem with PAD's in Maple Ash.

Given that the PAD overlay is used city-wide, it is reasonable to expect them to remain a choice for future development proposals in Maple Ash. However, an alternative to the PAD process could be an option, ideally with some of the flexibility of the PAD but more certainty and predictability in the final outcome. It could be an additional elective choice, so that a property owner could choose to develop either under (a) development requirements of underlying zoning, (b) PAD, or (c) "PAD Alternate." The PAD Alternate could be a form-based code, or some combination of other options.

For a PAD alternative to be effective, it must represent a valid and compelling choice for property owners who could otherwise develop with the base zoning regulations or with a PAD. Ideally it would offer more

flexibility in development capacity, a more streamlined approval process, or both. More flexibility could mean a greater unit density, provided the building form was in accordance with other objectives. A more streamlined approval would occur from certain building form elements being agreed upon by the neighborhood in advance, so that an applicant willing to conform to the agreed-upon elements would skip the more discretionary design review aspects of the process.

C. DESIGN REVIEW CHECKLIST

Any residential development with two or more units is required to go through a Development Plan Review (DPR). The DPR addresses both land use and design/aesthetics issues. The development review process is aided by some basic design criteria in the Zoning Ordinance, and by policies and guidance for Land Use, Design, and Development in the General Plan.

If a project involves a zoning change and/or Planned Area Development (PAD), the case goes to the Development Review Commission (DRC) for recommendation and City Council for final action.

One option to assist in the review of projects going through the DPR process would be a design review checklist that highlights some of the design issues specific to the Maple Ash neighborhood. These might include some of the areas where there is general neighborhood consensus such as front setbacks and lush landscape character, along with more discretionary design considerations that could assist a designer or developer to have a project fit better with the neighborhood.

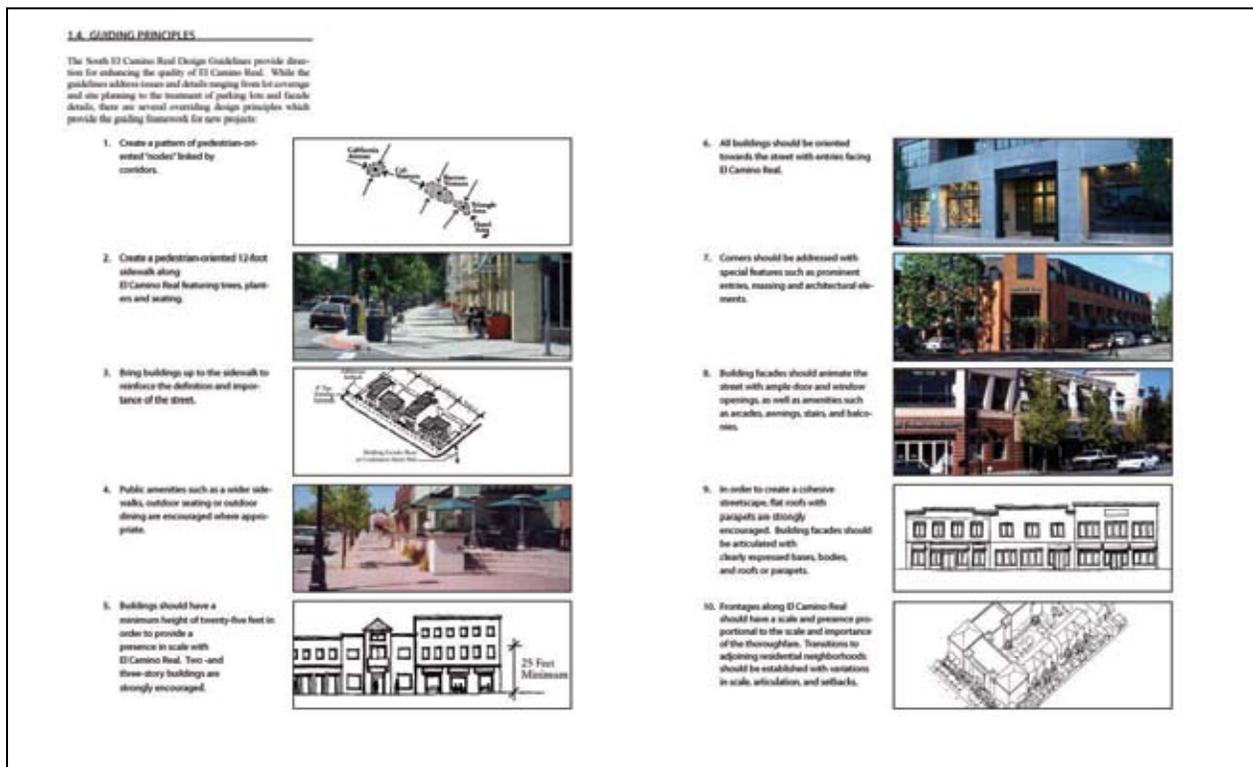


Figure 8: Example of design review checklist

Cities have found design review checklists to be useful because they provide a simple, user-friendly tool that allows applicants, review boards, and neighbors to focus on primary design issues more easily than trying to locate and interpret the many design elements and policies interspersed throughout the Zoning Ordinance and General Plan.

Except where they illustrate zoning regulations, design review checklists are typically discretionary. As with any discretionary tool, the benefit is that it can provide guidance and flexibility, but results can be less certain or predictable.

D. DESIGN GUIDE/IDEA BOOK

Some cities have produced design guides or “idea books” to illustrate desired types of infill development. At the far end of the discretionary spectrum, the guides simply illustrate a range of development solutions based on existing zoning and design standards, but there is not an implied requirement that the solutions illustrated must be followed. At the more proactive end of the spectrum, development solutions illustrated may be “approval-ready” in that an applicant who follows one of the illustrated design solutions will get their project approved more easily, or even automatically.

Most often when cities have developed these guides, it is in response to new developments that conform to the required zoning standards but may lack imagination or not be responsive to community values. By having alternative design solutions at hand, some applicants may choose to take a different approach to their development that might be equally acceptable to their needs but had not been something they had thought of initially.

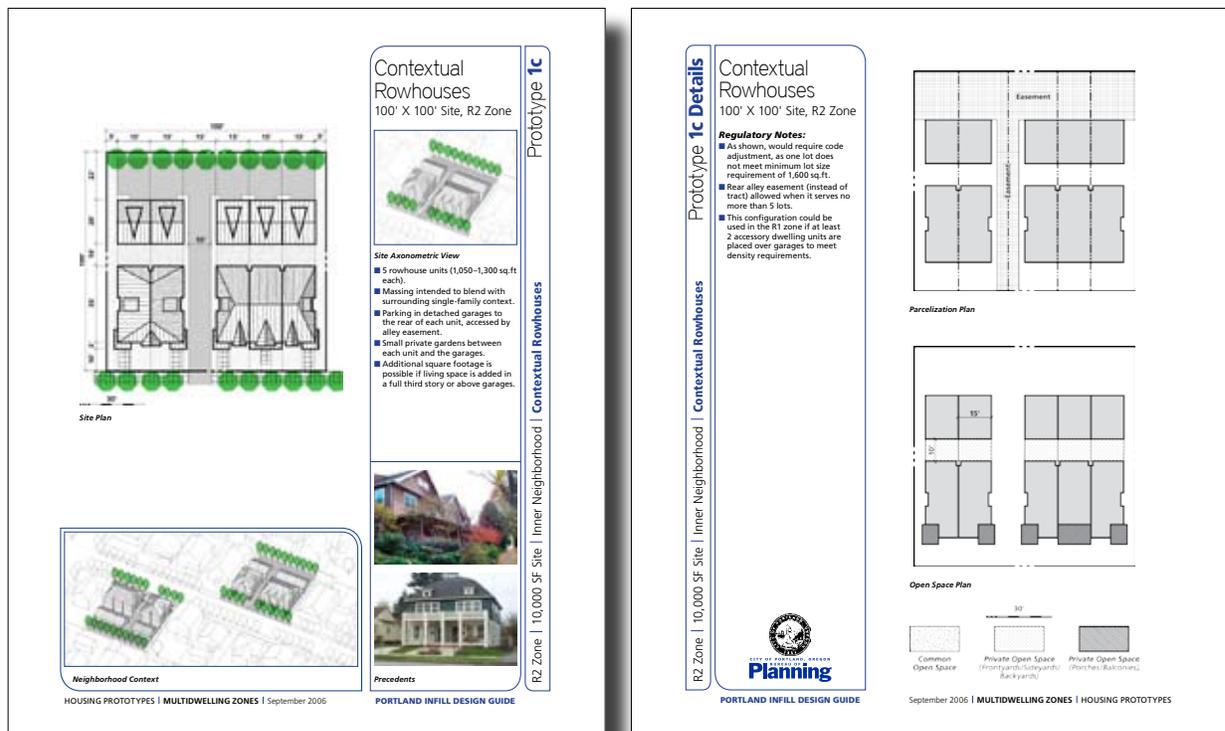


Figure 9: Example of design guide/idea book

E. PLANT LIST

One of the defining characteristics of Maple Ash that many property owners appear to agree on is the lush landscaping. Lush landscaping can mean many things, however, ranging from water-intensive, flood-irrigated lawns and trees, to verdant but water-conserving groundcovers, shrubs and trees.

Other neighborhoods in the Valley have been dealing with this issue, particularly neighborhoods that were originally developed with flood irrigation but where there is a desire for a more water-conserving alternative. A plant list can be useful in assisting applicants and development review officials in determining the types of landscaping that can maintain the character of the neighborhood. Depending on objectives, a plant list may be either discretionary or mandated.

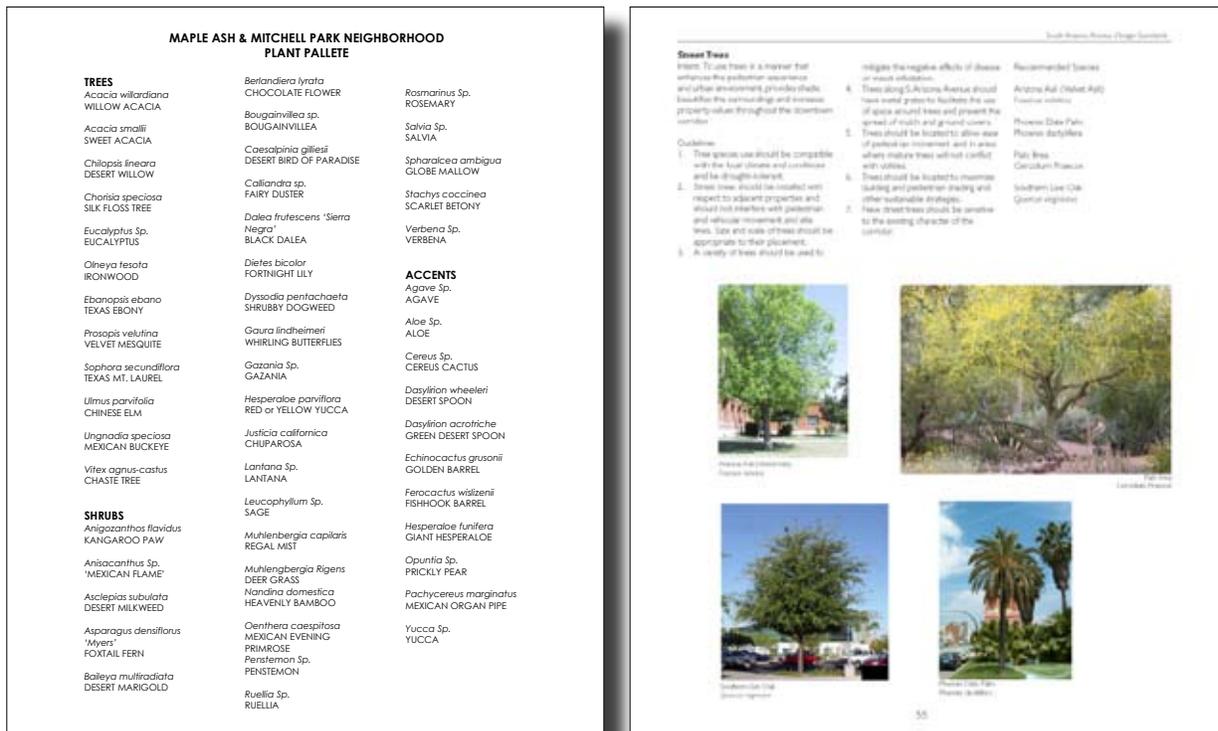


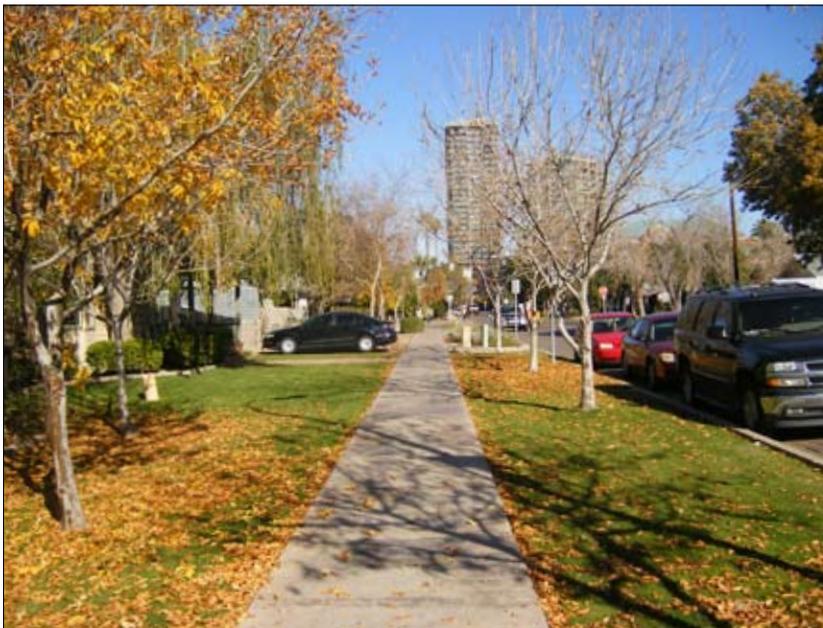
Figure 10: Examples of plant lists and guidelines

F. COMMUNITY REVIEW OF RECENT PROJECTS

A number of comments in the write-in section of the questionnaire expressed opinions on the character of recently developed projects in the Maple Ash neighborhood, and some in the community meetings mentioned that they thought a “critique” of recent projects could be a useful exercise in determining where there is agreement and disagreement on design issues. Given that recently built projects in the neighborhood are a reflection of the existing development regulations and review process, this could be a productive exercise in determining the strengths and shortcomings of the current regulations and process. However, care would need to be taken to respect the rights and viewpoints of those who designed and developed the projects, particularly if they are members of the neighborhood. For such a critique to be successful, it would need to have clear ground rules and objectives so that discussion could be focused and productive.

G. PRESERVATION AND ENHANCEMENT OF PUBLIC AREAS

An option that would not involve private property but could benefit the neighborhood would be exploring opportunities for the city to retain or enhance the existing character of the public areas — namely sidewalks, streets, alleys, and landscaping within the public right-of-way. Given the importance of these characteristics, and that the public right-of-way is something the city can control, this approach might have promise for improving the overall impression of the neighborhood.



Preserving and enhancing public areas could reflect general consensus on the importance of the sidewalks and landscaping as characteristics of the neighborhood.

APPENDIX A: EXISTING REGULATIONS AND DEVELOPMENT PROCESS OVERVIEW

The zoning districts that cover the Maple Ash area include:

- R-2 Multifamily Residential
- R-3 Multifamily Residential Limited
- R-3R Multifamily Residential Restricted
- CC City Center

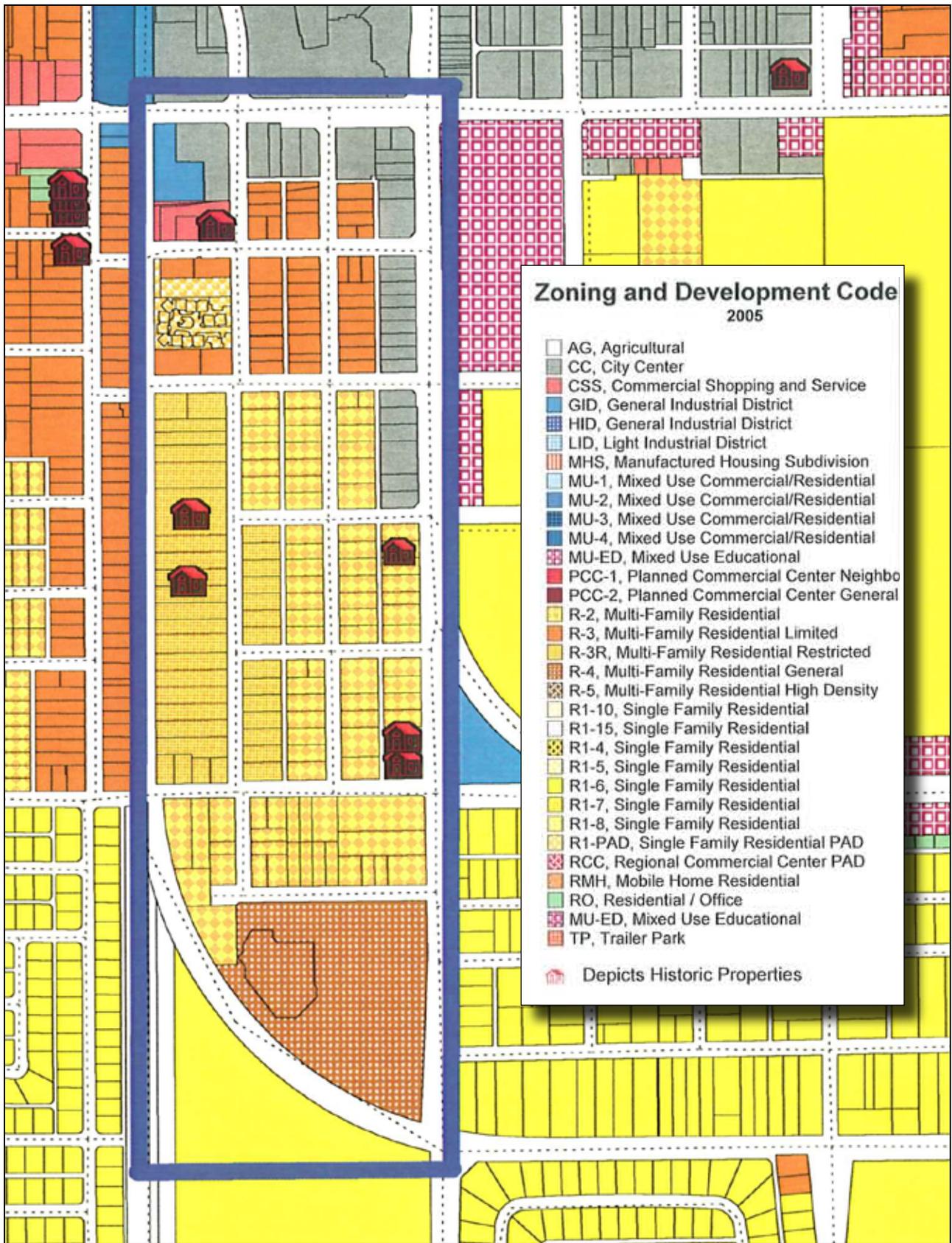
There are also very small portions zoned R-4 Multifamily Residential General, GID General Industrial District, R1-PAD Single Family Residential Planned Area Development, and CSS Commercial Shopping and Service.

Residential Zoning

The multiple family R-2, R-3 and R-3R zoning districts apply to the residential portions of the Maple Ash area. Table 1 provides a summary of the zoning development standards.

TABLE 1: SUMMARY OF MAPLE ASH RESIDENTIAL ZONING STANDARDS

ZONING STANDARD	R-2 DISTRICT	R-3 DISTRICT	R-3R DISTRICT
Density (DU/acre)	10	20	15
Minimum Lot Area per Dwelling Unit (sq ft)	3,600 sq ft	2,180 sq ft	2,900 sq ft
Building Height Maximum (ft)	30 ft	30 ft	30 ft
Maximum Lot Coverage (% of net site area)	45%	50%	45%
Minimum Landscape Area (% of net site area)	30%	25%	30%
Front Setbacks			
Building	20 ft	20 ft	20 ft
Open Structures	15 ft	15 ft	15 ft
Parking	20 ft	20 ft	20 ft
Side Setbacks			
Building Walls	10 ft	10 ft	10 ft
Porch, Balcony, Patio Wall	5 ft	5 ft	5 ft
Common Walls	0 ft	0 ft	0 ft
Rear Setbacks			
Building Wall, Porch, Balcony, or Patio Walls	15 ft	15 ft	15 ft
Common Walls	0 ft	0 ft	0 ft
Street Side Parking	10 ft 20 ft	10 ft 20 ft	10 ft 20 ft



City of Tempe Zoning Map, showing Maple Ash area

Commercial Zoning

The commercial portions of the Maple Ash are predominantly within the CC zoning district.

TABLE 2: SUMMARY OF MAPLE ASH COMMERCIAL ZONING STANDARDS

	CC DISTRICT
Residential Density (DU/acre)	no standard
Building Height Building Height Maximum Building Height Step-back Required Adjacent to SF or MF District	50 ft 1:1 setback for building height over 30 ft
Minimum Lot Coverage (% of net site area)	no standard
Minimum Landscape Area (% of net site area)	no standard
Front Setbacks Parking	0 ft 20 ft
Side Setbacks Building Wall Common Wall	0 ft 0 ft
Rear Setbacks – Building Wall	0 ft
Street Side Parking	0 ft 20 ft

Parking Ratios

Table 4-603E in the Tempe Zoning and Development Code outlines ratios for off-street parking. Table 3, below, summarizes the ratios for residential development, which apply to the residential zoned portions of the Maple Ash area.

TABLE 3: RATIOS FOR RESIDENTIAL OFF-STREET PARKING

USE	VEHICLE PARKING MINIMUMS	BICYCLE PARKING MINIMUMS	BICYCLE COMMUTE AREA
Multifamily			
Guest	0.2 space/unit	0.2 space/unit	0.2 space/unit
Studio	1 space/unit	0.5 space/unit	0.75 space/unit
1 Bedroom	1.5 space/unit	0.5 space/unit	0.75 space/unit
2 Bedroom	2 space/unit	0.5 space/unit	0.75 space/unit
3 Bedroom	2.5 space/unit	0.75 space/unit	1 space/unit
4 Bedroom	3 space/unit	0.75 space/unit	1 space/unit
Single Family	2 space/unit	R-1 PAD requirement shall be established with the PAD overlay	R-1 PAD requirement shall be established with the PAD overlay

General Plan

Section III of the General Plan 2030 provides policies and guidance for Land Use, Design, and Development for existing and new development in Tempe. In the Maple Ash area properties fronting University Drive and Mill Avenue (north of 11th Street and south of 13th Street) are designated Mixed Use. The General Plan specifies that the Mixed Use category encourages creatively designed developments which create a living environment, reflective of a village concept, in which there is the opportunity to live, work and recreate in the same development or within the area. Basic criteria for development include reasonable scale to the surrounding neighborhood, encouragement of alternative modes of transportation (such as bicycling and walking) and a well-conceived plan with access to and integration of transit facilities.

The remaining Maple Ash properties are designated Residential land use. The General Plan includes descriptions of a range of Residential densities, and notes that the density categories may or may not conform to the property's zoning. The plan states that it is important that the City of Tempe Zoning Ordinance be referenced with regard to the zoning of a property. In the Maple Ash neighborhood, the majority of properties currently have a Low to Moderate Density Land Use but have a multifamily zoning.

The Community Design Element lists a number of Objectives and Strategies that could apply to the Maple Ash area, including:

Objectives

- Encourage mixed-use designs
- Encourage architecture that will withstand changes in style and economy, enabling adaptive re-uses in the future
- Promote sustainable concepts
- Maintain or reduce lighting impacts on night skies
- Recognize and celebrate geographic distinctions in architectural character

Strategies

- Use landscape, hardscape and sign designs to create unique and comfortable environments
- Provide clear development criteria that promote compatibility between new and existing development
- Provide flexibility in lot size, configuration and vehicular access to facilitate compact, efficient infill development
- Encourage housing in close proximity to employment and services
- Encourage shade, orientation, evaporative cooling, and other means of providing human comfort
- Utilize landscape to provide shade, reduce glare and reflected heat, provide open space, water retention, soil erosion control and evaporative cooling
- Limit use of water features to minimize water use/loss and maximize psychological cooling effects
- Provide opportunities for flexibility in standards where creative solutions that serve the community are proposed
- Create guidelines that support compatible relationships between new and old buildings, paying special attention to the attributes that make the built environment active and desirable
- Rehabilitate historic buildings to accommodate new uses and design new buildings to compliment the history and culture of the area
- Provide standards of historic appropriateness for redevelopment and alteration of historic buildings and for other development activities, which impact historic buildings
- Update ordinances and codes to reflect current construction methods and planning practices
- Continue to follow technological advancements in the building industry and enable flexibility for market use of such materials
- Maximize use of indigenous and low-water-use plant materials



City of Tempe General Plan Map, showing Maple Ash area

Building Design

Chapter 4 of The City of Tempe Zoning and Development Code provides regulations for elements of building design. The purpose of the chapter is to ensure that buildings are designed with an aesthetic value that are appropriate to their surroundings. These standards apply to all buildings *except* detached single-family houses. Requirements applicable to Maple Ash include:

- *Building Height Step Back:* When a district is immediately adjacent or separated by an alley to a single-family or multi-family residential district, building facades are required to step back at 1 foot for each foot of building height above 30 feet.
- *Mechanical Equipment:* All roof mounted mechanical equipment is required be concealed on all sides by elements that are a part of the building design. Equipment that cannot be concealed such as cooling towers, satellite dishes, etc. must be blended in with the design. Ground-mounted equipment must be screened by a masonry wall or other approved durable material.
- *Art in Private Development:* Property owners of projects that contain more than 50,000 sq. ft. net floor area of commercial or office use must contribute to Art in Private Development.

Subdivision Ordinance

The Subdivision Ordinance (Ordinance 99.21) further regulates some aspects of development projects. While much of the Ordinance is concerned with newly platted subdivisions, polices and procedures that could be relevant in the Maple Ash area include lot splits, boundary adjustments, lot planning, and easements. There are also provisions for variances, allowing the City Council to vary the requirements of the Subdivision Ordinance to respond to extraordinary conditions of topography, land ownership, or adjacent development.

Planned Area Developments (PAD)

Maple Ash is either zoned Multifamily Residential or Commercial, depending on location. However, many of the new developments (particularly residential developments) have been developed with a "Planned Area Development" overlay, or "PAD." With a PAD, the intention is to accommodate innovatively designed developments by tailoring development standards to a given site. PAD's must conform to the *land use designation* and *density* of the underlying zoning district, but may establish alternative *development standards* such as setbacks and building height. This creates lots of flexibility, but also uncertainty, as these development standards are created new for each development.

Project Review and Approval Process

Any residential development with two or more units is required to go through a Development Plan Review (DPR). The DPR addresses both land use and design/aesthetics issues.

Minor projects or modifications can (at staff discretion) go through staff approval, with the Development Review Commission for appeals. New development and major modifications would go to the Development Review Commission (DRC) as the decision making body with appeals to City Council.

If a project involves a zoning change and/or Planned Area Development (PAD), the case goes to the DRC for recommendation and City Council for final action.

Variances and use permits typically go to the Hearing Officer unless they are combined with a DPR. If combined with a DPR case or at the discretion of staff, they can be heard by the Development Review Commission in place of the hearing officer.

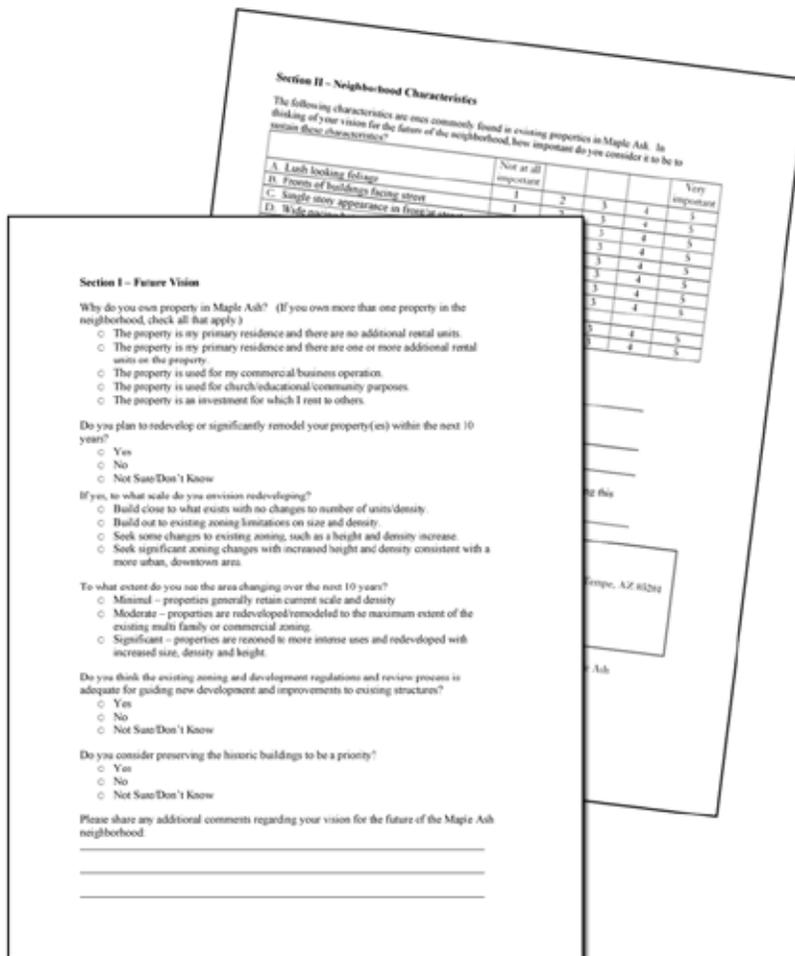
Subdivision plats are approved by City Council.

APPENDIX B: QUESTIONNAIRE TALLIES

Of the 148 property owners in Maple Ash for which the City has current addresses, 53 responded to the questionnaire, for a response rate of 36%. It is important to note that several property owners own multiple properties within the neighborhood, creating a variation between number of individual property owners (148) and number of individual properties (232). Questionnaire results have been tabulated into two data sets, both in relation to the total number of individual property owners (148) and total number of properties (232):

Set A: Individual Property Owners (148 individual property owners)

Set B: Individual Properties (232 properties). In this tabulation, responses from property owners with multiple properties were weighted in proportion to the number of properties each owns. in the Maple Ash area.



SECTION I: FUTURE VISION

1. Why do you own property in Maple Ash? (If you own more than one property in the neighborhood, check all that apply).

Set A: Individual Property Owners (148 individual property owners)	Gage Addition (18)	Park Tract (25)	College View (2)	Mill & University (8)	TOTAL
The property is my primary residence and there are no additional rental units.	6	12	0	1	19
The property is my primary residence and there are one or more additional rental units on the property.	2	8	1	0	11
The property is used for my commercial/business operation.	2	0	0	1	3
The property is used for church/educational/community purposes.	0	0	1	0	1
The property is an investment for which I rent to others.	10	5	0	6	21

Set B: Individual Properties (232 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	Gage Addition (30)	Park Tract (31)	College View (12)	Mill & University (17)	TOTAL
The property is my primary residence and there are no additional rental units.	6	12	0	1	19
The property is my primary residence and there are one or more additional rental units on the property.	2	9	1	0	12
The property is used for my commercial/business operation.	4	0	0	1	5
The property is used for church/educational/community purposes.	0	0	11	0	11
The property is an investment for which I rent to others.	16	10	0	15	41

2. Do you plan to redevelop or significantly remodel your property(ies) within the next 10 years?

Set A: Individual Property Owners (148 individual property owners)	Gage Addition (18)	Park Tract (25)	College View (2)	Mill & University (8)	TOTAL
Yes	3	10	2	4	19
<i>If yes, to what scale do you envision redeveloping?</i>					
<i>Build close to what exists with no changes to number of units/density.</i>	0	3	0	0	3
<i>Build out to existing zoning limitations on size and density.</i>	1	4	1	2	8
<i>Seek some changes to existing zoning, such as a height and density increase.</i>	0	2	1	1	4
<i>Seek significant zoning changes with increased height and density consistent with a more urban, downtown area.</i>	2	2	0	1	5
No	9	12	0	2	23
Not Sure/Don't Know	5	2	0	3	10

Set B: Individual Properties (232 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	Gage Addition (30)	Park Tract (31)	College View (12)	Mill & University (17)	TOTAL
Yes	6	13	12	11	42
<i>If yes, to what scale do you envision redeveloping?</i>					
<i>Build close to what exists with no changes to number of units/density.</i>	0	3	0	0	3
<i>Build out to existing zoning limitations on size and density.</i>	1	5	11	3	20
<i>Seek some changes to existing zoning, such as a height and density increase.</i>	0	2	1	2	5
<i>Seek significant zoning changes with increased height and density consistent with a more urban, downtown area.</i>	5	4	0	6	15
No	9	15	0	4	28
Not Sure/Don't Know	8	2	0	2	12

3. To what extent do you see the area changing over the next 10 years?

Set A: Individual Property Owners (148 individual property owners)	Gage Addition (18)	Park Tract (25)	College View (2)	Mill & University (8)	TOTAL
Minimal – properties generally retain current scale and density	6	12	0	1	19
Moderate – properties are redeveloped/re-modeled to the maximum extent of the existing multi family or commercial zoning.	5	8	0	3	16
Significant – properties are rezoned to more intense uses and redeveloped with increased size, density and height.	7	5	2	4	18

Set B: Individual Properties (232 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	Gage Addition (30)	Park Tract (31)	College View (12)	Mill & University (17)	TOTAL
Minimal – properties generally retain current scale and density	8	13	0	1	22
Moderate – properties are redeveloped/re-modeled to the maximum extent of the existing multi family or commercial zoning.	5	10	0	6	21
Significant – properties are rezoned to more intense uses and redeveloped with increased size, density and height.	17	8	12	10	47

4. Do you think the existing zoning and development regulations and review process is adequate for guiding new development and improvements to existing structures?

Set A: Individual Property Owners (148 individual property owners)	Gage Addition (18)	Park Tract (25)	College View (2)	Mill & University (8)	TOTAL
Yes	8	7	0	2	17
No	4	13	1	4	22
Not Sure/Don't Know	6	5	1	2	14

Set B: Individual Properties (232 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	Gage Addition (30)	Park Tract (31)	College View (12)	Mill & University (17)	TOTAL
Yes	20	11	0	9	40
No	4	14	1	5	24
Not Sure/Don't Know	6	6	11	3	26

5. Do you consider preserving the historic buildings to be a priority?

Set A: Individual Property Owners (148 individual property owners)	Gage Addition (18)	Park Tract (25)	College View (2)	Mill & University (8)	TOTAL
Yes	8	14	0	1	23
No	7	4	2	4	17
Not Sure/Don't Know	3	7	0	3	13

Set B: Individual Properties (232 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	Gage Addition (30)	Park Tract (31)	College View (12)	Mill & University (17)	TOTAL
Yes	8	15	0	1	24
No	14	6	12	6	38
Not Sure/Don't Know	8	10	0	10	28

SECTION II: NEIGHBORHOOD CHARACTERISTICS

The following characteristics are ones commonly found in existing properties in Maple Ash. In thinking of your vision for the future of the neighborhood, how important do you consider it to be to sustain these characteristics?

GAGE ADDITION RESPONSES

Set A: Individual Property Owners (18 individual property owners)	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	3	0	3	3	9	
B. Fronts of buildings facing street	4	3	2	3	6	
C. Single story appearance in front/ at street	10	0	2	3	4	1
D. Wide pacing between buildings	5	2	6	1	4	
E. Porches or stoops in front	4	4	2	2	6	
F. Primary access from street (rather than alley)	6	0	2	4	6	
G. Current location and width of sidewalks	4	2	3	4	5	
H. Distance buildings are setback from street	2	2	6	3	5	

Set B: Individual Properties (30 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	9	0	4	5	12	
B. Fronts of buildings facing street	10	6	2	3	9	
C. Single story appearance in front/ at street	22	0	2	1	4	1
D. Wide pacing between buildings	14	4	7	1	4	
E. Porches or stoops in front	11	6	2	2	9	
F. Primary access from street (rather than alley)	17	0	3	4	6	
G. Current location and width of sidewalks	12	6	3	4	5	
H. Distance buildings are setback from street	3	4	12	6	5	

PARK TRACT RESPONSES

Set A: Individual Property Owners (25 individual property owners)	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	1	0	1	2	20	1
B. Fronts of buildings facing street	3	3	0	4	14	1
C. Single story appearance in front/ at street	7	1	2	4	10	1
D. Wide pacing between buildings	4	0	3	5	11	2
E. Porches or stoops in front	1	1	4	11	6	2
F. Primary access from street (rather than alley)	4	4	4	2	10	1
G. Current location and width of sidewalks	2	1	2	6	13	1
H. Distance buildings are setback from street	3	1	3	5	12	1

Set B: Individual Properties (31 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	1	0	1	4	24	1
B. Fronts of buildings facing street	3	5	0	5	17	1
C. Single story appearance in front/ at street	12	1	2	4	11	1
D. Wide pacing between buildings	6	0	3	6	12	2
E. Porches or stoops in front	1	1	6	13	8	2
F. Primary access from street (rather than alley)	7	6	4	2	11	1
G. Current location and width of sidewalks	2	3	3	8	14	1
H. Distance buildings are setback from street	3	1	6	7	13	1

COLLEGE VIEW RESPONSES

Set A: Individual Property Owners (2 individual property owners)	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	1				1	
B. Fronts of buildings facing street	1		1			
C. Single story appearance in front/ at street	1	1				
D. Wide pacing between buildings		1	1			
E. Porches or stoops in front	1		1			
F. Primary access from street (rather than alley)				2		
G. Current location and width of sidewalks	1			1		
H. Distance buildings are setback from street	1			1		

Set B: Individual Properties (12 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	11			1		
B. Fronts of buildings facing street	11		1			
C. Single story appearance in front/ at street	11	1				
D. Wide pacing between buildings		11	1			
E. Porches or stoops in front	11		1			
F. Primary access from street (rather than alley)				12		
G. Current location and width of sidewalks	11			1		
H. Distance buildings are setback from street	11			1		

UNIVERSITY / MILL RESPONSES

Set A: Individual Property Owners (8 individual property owners)	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	1	0	3	0	3	1
B. Fronts of buildings facing street	2	1	1	0	4	
C. Single story appearance in front/ at street	6	0	0	1	1	
D. Wide pacing between buildings	4	1	1	0	1	1
E. Porches or stoops in front	4	0	1	1	2	
F. Primary access from street (rather than alley)	3	0	4	1	0	
G. Current location and width of sidewalks	1	4	0	2	0	1
H. Distance buildings are setback from street	2	1	0	1	3	1

Set B: Individual Properties (17 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	1	0	7	0	8	1
B. Fronts of buildings facing street	2	2	3	0	10	
C. Single story appearance in front/ at street	15	0	0	1	1	
D. Wide pacing between buildings	12	2	1	0	1	1
E. Porches or stoops in front	7	0	2	1	7	
F. Primary access from street (rather than alley)	8	0	0	1	8	
G. Current location and width of sidewalks	1	13	0	2	0	1
H. Distance buildings are setback from street	4	2	0	6	4	1

TOTALS

Set A: Individual Property Owners (8 individual property owners)	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	6	0	7	6	32	2
B. Fronts of buildings facing street	10	7	4	7	24	1
C. Single story appearance in front/ at street	24	2	4	6	15	2
D. Wide pacing between buildings	13	4	11	6	16	3
E. Porches or stoops in front	10	5	8	14	14	2
F. Primary access from street (rather than alley)	13	4	10	9	16	1
G. Current location and width of sidewalks	8	7	5	13	18	2
H. Distance buildings are setback from street	8	4	9	10	20	2

Set B: Individual Properties (17 properties). Responses from property owners with multiple properties weighted in proportion to the number of properties each owns.	1 Not at all Important	2	3 Neutral	4	5 Very Important	<i>no response</i>
A. Lush looking foliage	22	0	12	10	44	2
B. Fronts of buildings facing street	26	13	6	8	36	1
C. Single story appearance in front/ at street	60	2	4	6	16	2
D. Wide pacing between buildings	32	17	12	7	17	3
E. Porches or stoops in front	30	7	11	16	24	2
F. Primary access from street (rather than alley)	32	6	7	19	25	1
G. Current location and width of sidewalks	26	22	6	15	19	2
H. Distance buildings are setback from street	21	7	18	20	22	2

ADDITIONAL COMMENTS

The questionnaire also provided an area for respondents to write additional comments on their vision for the future of the Maple Ash neighborhood. These comments reflect a wide range of opinions and concerns, and provide a glimpse into what one’s neighbors may be thinking in terms of the future of the neighborhood. The responses were summarized in their entirety on a poster (next pages):

think preservation of some homes is important, but should be owner driven preservation. The preservation of a house should not impact plans a neighbor might have for example. I also believe that the city should now take a more active role in redevelopment, rather than preservation, in the area.

I think the Mill Ave. frontage should be allowed to go commercial and allow greater height.

We have an investment of time (over 50 yrs) and money in our property! We would like to have the opportunity to decide for ourselves as to what we want to do with our property. Our building is not historic, and we prefer not to have this neighborhood designated a historic district. We would like to have the option to sell to a developer if the opportunity should come our way.

I see higher density residential coming forward in the next 10 years such as Brownstone townhouses. With the mature landscaping, shorter set backs from the street and the creation of street spaces that are pedestrian oriented, the density can double, triple and even quadruple while maintaining quality design and creating sense of neighborhood. I like the density of Ash Court. This is 11 units on one acre.

HP and more density can be compatible

I think that preserving the beauty of the neighborhood while improving its safety is a high priority.

Let the free enterprise system take its course. Development in the area should not be stifled by any type of Historic District overlay. Individual properties should be able to apply for historic designation only.

The Maple Ash Neighborhood association is open to all residents. It is not legal to have meetings for property owners only, according to tempe neighborhood regulations.

Tempe needs to be a balance between rights of property owners to maximize their investment and city restrictions.

Code inspectors should clean up the lousy houses. Eliminate the traffic circles. No development other than single family residential.

Many of the properties in the area are in very poor condition due to poor construction and/or maintenance. Trying to rehab/save them is futile and owners should not be hamstringing with this. The area is improving under current regs and will continue.

Remodels should be designed with pedestrians in mind, with particular attention in particular should be low voltage. Properties do not need to be lit up to look like a parking lot with million candle power light bulbs.

Since 1990 we've put over \$400,000 into improvements to our house and property. This is our home and we'll fight any attempts by other property owners of the city to turn the neighborhood into a cash cow serving high density.

The traffic circles are superfluous and annoying. If you want people to slow down, have a cop issue speeding tickets. Then you will be generating revenue for the city, and not spending money on ridiculous traffic circles.

Tempe has lost so much of its history to developers. If the Maple/Ash neighborhood is redeveloped you will have lost the soul of the city. Don't let this happen!

Existing zoning allows size.

It is vitally important to preserve a small piece of Tempe's history. Maple Ash is one of a handful of old neighborhoods. Rapid development of downtown Tempe has left few examples of Tempe's past. Preservation of the Maple Ash neighborhood is important for sustaining the cultural values of a sense of place, the aesthetic and artistic value of unique architectural styles and others.

It is unfortunate that Tempe hasn't had the impetus or will or whatever it takes, to care for its historic neighborhoods, such as Maple-Ash, the way cities like Phoenix and Mesa have in large older sections of their cities. If Maple-Ash was in those cities, it would have been a historic district long ago and we wouldn't be going through these processes. This isn't just a qualitative issue either. For example, the failure of historic designation for the neighborhood due to legal threats has real and substantially detrimental economic impacts to the neighborhood. If the neighborhood had been designated, myself and many others with contributing properties (which is a very high percentage throughout the neighborhood) would be eligible for a property tax break. The loss of these tax breaks is especially unfortunate in the current economic times where many households are struggling with their finances. Additionally district designation would have helped buffer the neighborhood from the downturn in property values, as it is well documented that historic districts tend to retain property values better than if they were not designated. The loss of these and other benefits puts the neighborhood in a less favorable financial condition and exacerbates neighborhood problems. It would be helpful to the whole neighborhood if these economic and other losses were addressed in some fashion as part of this process. It's a wonderful neighborhood to live in in many ways, but after while you start developing a siege mentality, as there is effort after effort to push development into the neighborhood, project com-

Let the free enterprise system take its course. Development in the area should not be stifled by any type of Historic District overlay. Individual properties should be able to apply for historic designation only.

Tempe needs to be a balance between rights of property owners to maximize their investment and city restrictions.

Code inspectors should clean up the lousy houses. Eliminate the traffic circles. No development other than single family residential.

Many of the properties in the area are in very poor condition due to poor construction and/or maintenance. Trying to rehab/save them is futile and owners should not be hamstringing with this. The area is improving under current regs and will continue.

Remodels should be designed with pedestrians in mind, with particular attention in particular should be low voltage. Properties do not need to be lit up to look like a parking lot with million candle power light bulbs.

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Existing zoning allows size.

It is vitally important to preserve a small piece of Tempe's history. Maple Ash is one of a handful of old neighborhoods. Rapid development of downtown Tempe has left few examples of Tempe's past. Preservation of the Maple Ash neighborhood is important for sustaining the cultural values of a sense of place, the aesthetic and artistic value of unique architectural styles and others.

If zoning rules continue to change as they have, and if city support from Council, Boards and Commissions continues to be hands-off as if has, then the Maple Ash neighborhood doesn't stand a chance when it comes to preservation of existing character. I would say that my vision is bleak.

The current building regulations have allowed increasingly greater intensity and density of development in the Maple Ash neighborhood over the past four decades beginning with the wholesale change from mostly single-family residential to multifamily zoning classifications in 1960s. In 1966 the newly minted R3-R classification (my husband and my category at 1206 Ash) allowed heights of 15 feet. The standards changed in the 1990s - without neighborhood input that we are aware of - to allow heights of 25 feet in the R3-R category. The most recent rewrite of the regulatory language allows 30 feet under R3-R. In simplistic terms, we have gone from allowing one-story houses to allowing two-story houses to allowing three-story houses in the twenty-some years that my husband and I have resided in Maple Ash and followed this process. The latest change added five feet to the previous code standard has allowed the hideously out of scale development surrounding the Governor Pyle House to happen. No other development this out of proportion exists in the neighborhood - our first McManis. These changes are extremely unfair to those of us who have wanted to hold the zoning regulatory line in Maple Ash and have been promoting this concept since 1986. Phil and I are founding members of our neighborhood association; preventing more intense development is the reason we formed a neighborhood association. Strangely enough all the changes to the zoning regulation since that date have gone in favor of those who wish to intensify development - including the addition of the PAD zoning category. Touted as a tool to get appropriately thought-through developments onto Tempe's smaller development and redevelopment sites, and as a way for developers to work with neighbors productively, the PAD zoning classification is just another 'gimme' for developers in the Maple Ash neighborhood. (This is not the general case in any other neighborhood in the city for reasons related to underlying zoning. Nor should attempts to work with developers be used to put down activists or activism in Maple Ash, but they are.) Developers have abused this zoning privilege by making changes to plan submissions after forming agreements with neighbors. The Pyle development was promised not to be situated next to the natural-brick Pyle House. The Pyle House brick was painted the same stucco color anyway. The developers weren't honest about the brick color on the billboard as they weren't honest about it with the neighbors.

The Ash Court development on the 900 block of Ash is another example of a developer, John Benton, breaking promises made to the neighbors once he was granted his PAD. Numerous design elements were pitched to neighbors and subsequently dropped. This project is probably the poster child for bad PAD process with neighbors in terms of communication and number of promises left blowing in the wind. In other words, over the years there has been an ongoing and insidious encroachment on our property rights in terms of the density and scale of what can be built next door to our home. Nothing we do or have done to date, either individually or in conjunction with other resident owners, has held the line on 'what is allowable under current zoning' let alone on the zoning regulation itself. This stinks me as we have been working to preserve the integrity of our property under 'current zoning protections' since 1986. Zoning is the culprit and it is less and less favorable to those who favor neighborhood preservation. Maybe specific design guidelines will help. It seems to me that the City Council needs to take a position to preserve this neighborhood one way or another.

Top half of a board showing all additional comments received in the questionnaire.



Bottom half of a board showing all additional comments received in the questionnaire.

APPENDIX C: WORKSHOP #2 DISCUSSION GROUP COMMENTS

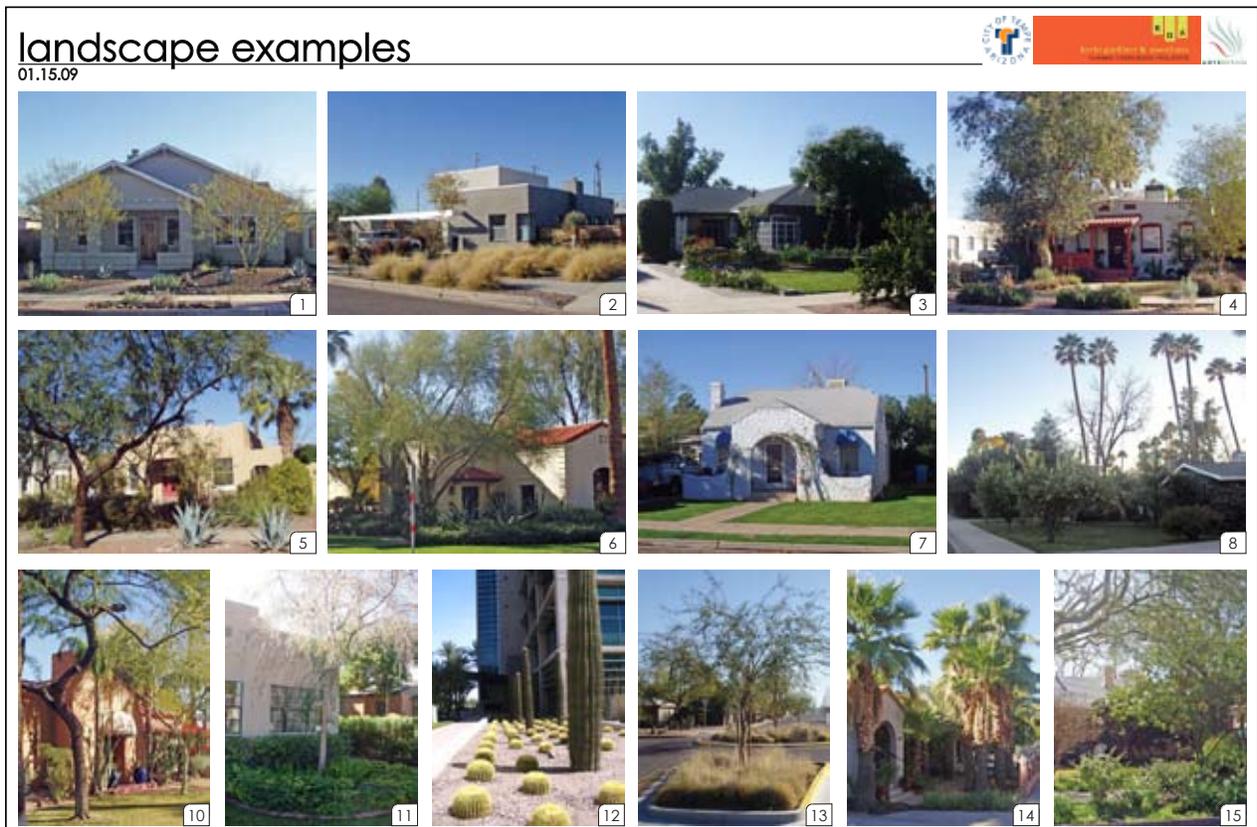
The central element of the community meetings were focused discussions conducted in the second meeting. Based on results of the written questionnaire, the project team extracted general development and design themes that had a high rate of agreement. Property owners were grouped into tables and were given questions and asked to react to a series of photo boards in an effort to more clearly define development and design priorities as they relate to maintaining the desired characteristics of the neighborhood. The photo boards presented a range of building and landscaping concepts intended to assist in the discussions.

Question 1 – Lush Landscaping:

The first question was directed at findings that a large number of property owners believed lush landscaping was an important characteristic of the neighborhood. Because lush landscaping can take a range of forms, particularly as it relates to water use, photos of different examples of lush landscaping were presented for review and comment. Attendees were asked to define the landscaping and foliage that they favored and to explain their responses.

Individual's Responses (as transcribed onto flip charts):

- All about Preservation
- Landscape/irritation (photo #8)
- Tropical Overgrown
- Mix of Trees
- Doesn't like desert here



Landscape discussion board from Community Meeting #2, showing a range of landscape approaches for consideration.

- Prefers dense foliage for screening and privacy
- OK to use water in this case
- Likes Photo #3
- SOME desert is ok – a mix ok
- Trees that shade sidewalk
- Likes a mix of landscape – just like architecture
- Likes big trees
- Lush means amount of greenery
- Need guidelines for new development as it relates to landscaping
- Don't have a problem with lush landscape – but need maintenance or it looks like JUNK and provides hiding places
- Large trees
- Ground covers
- Landscape preservation provides an arboretum effect
- Shade sidewalks
- Photo #12 is nice, but is it appropriate for the neighborhood overall? not "lush"
- What is "lush?" Green not brown
 - density
 - ground cover (vegetative)
 - big trees/shade
 - but don't obscure the house; maintained
- Maintain flood irrigation – problematic on redevelopment projects
- Pay attention to thermal mass

Question 2 – Public Realm and Rights-of-Ways:

The second series of questions addressed the public realm and rights-of-way in the Maple Ash neighborhood. Some of the subjects addressed included size and placement of sidewalks, parkway strip or buffer area, on-street parking, alleys, lighting, and others.

Individual's Responses (as transcribed onto flip charts):

- Parkway strip
- Evenings – low levels of light – no big street lights
- New development with too much light is not good – contrast too much
- Likes adequate/downlights to make tenant comfortable – no hiding places
- Security above everything – lighting is important to this
- Sense of being individual lots
- Rhythm of buildings

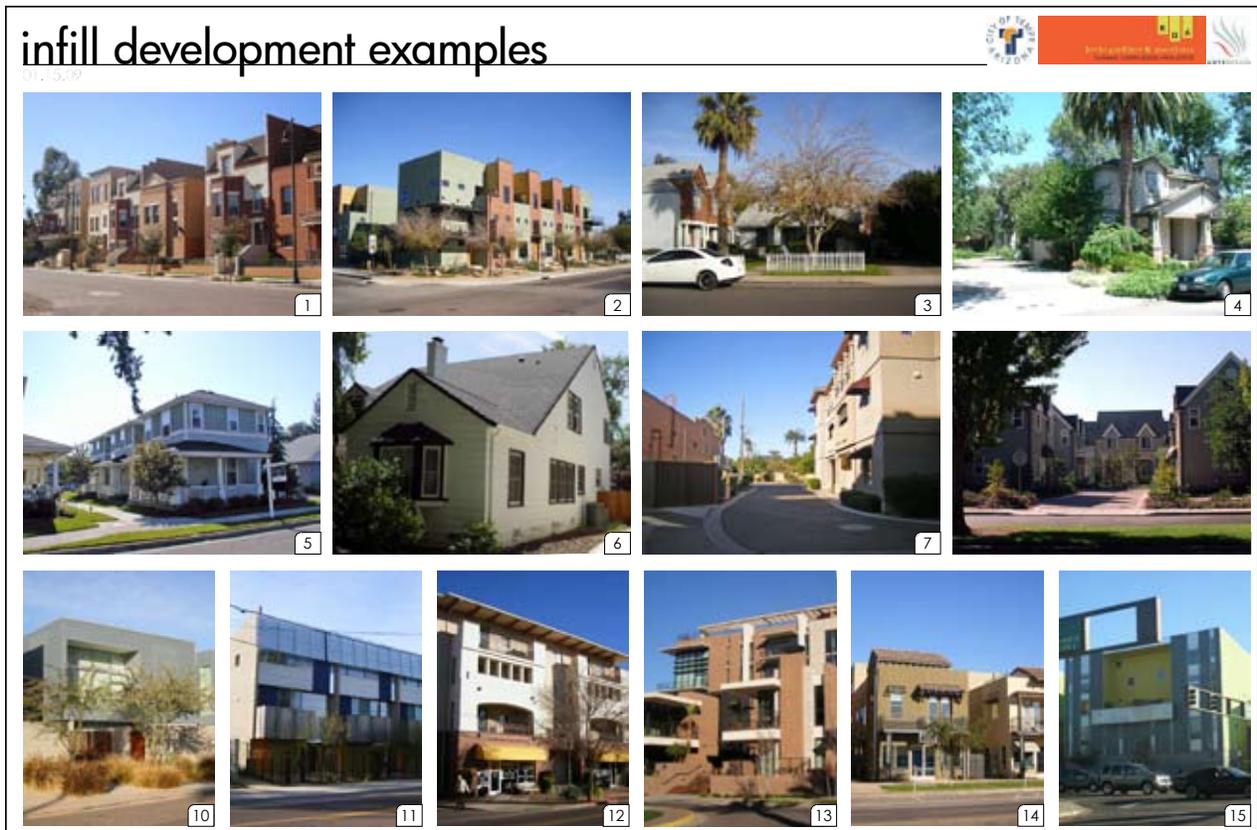
Question 3 – Building Form:

The third series of questions addressed building form in Maple Ash. Facilitators showed photographs of other buildings elsewhere in Tempe and in other cities and asked which types of buildings or architectural features might fit in appropriately with the Maple Ash neighborhood. Respondents looked at building heights, massing techniques, setbacks, step-backs, caps or bases, and the orientation of buildings such as how they related to the street.

Individual's Responses (as transcribed onto flip charts):

- Prefers Conservation Area - meaning defining characteristics of the area to retain
- #4 photo is the only one that won't diminish neighborhood
- Roof Angles
- Photos #3, 4, 5, 6 all fit

- Density shouldn't be confused with lush landscaping
- The house next to Barnes' house is a good example
- Ash Court is ok
- Best thing – nothing is constantly repeated
- Some new and variety is ok – but not the entire neighborhood
- Berms (flood irrigation)
- Flood irrigation infrastructure such as laterals
- Vertical curbs
- WPA stamps in sidewalks
- Narrow sidewalks
- Overhead streetlights
- Overhead utilities add character
- Overhead utilities are a pain
- Ash Court good example
- Character is important – size not the only concern; step-backs, detail, compatible materials; articulation/movement
- Contiguous streetscape (set-back, sidewalk, "boulevard strip," landscaping (street trees) critical; also consider lighting especially at pedestrian level
- Retain alley access; some surfacing other than typical concrete or asphalt



Discussion board from Community Meeting #2, showing a range of building types for consideration.