

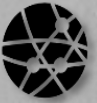
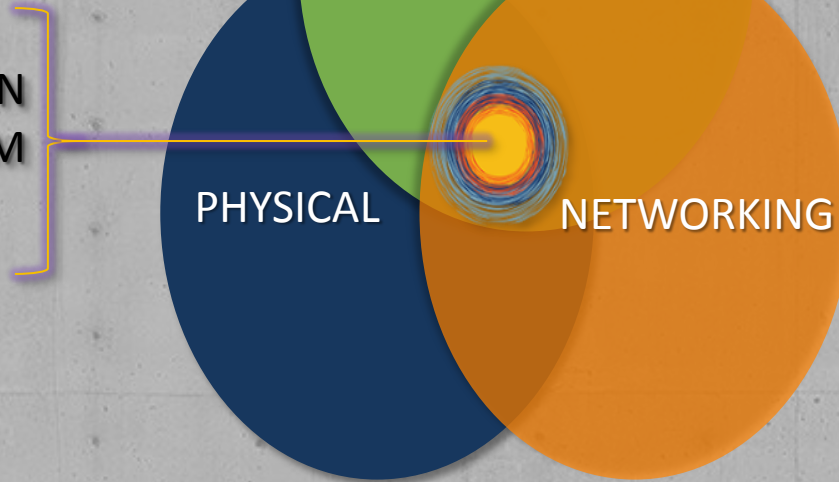
# ***INNOVATE TEMPE***



*photo: Patrick Hunter*



INNOVATION  
ECOSYSTEM

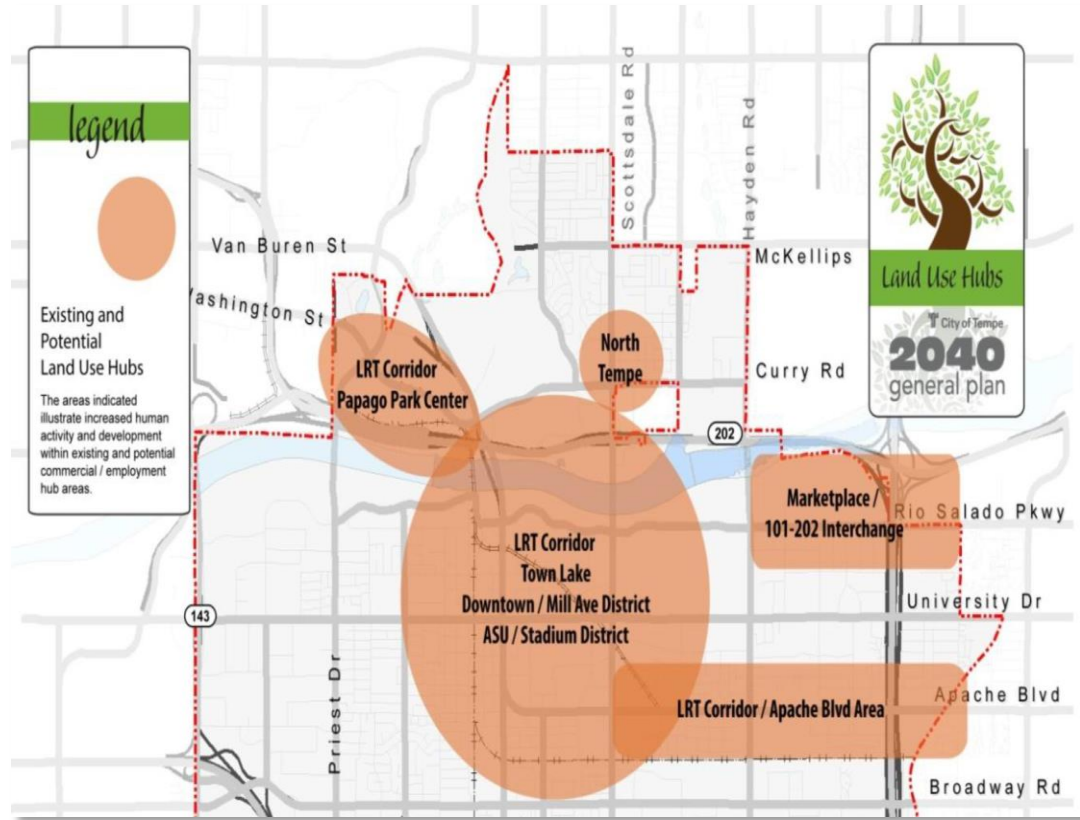
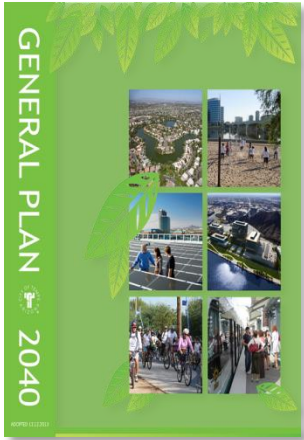


**Innovation Hubs** - Key employment corridors where the City will attract/grow employment, redevelopment, creatives, enhance connectivity, and bring educators and businesses together to grow their talent pipeline

**INNOVATE TEMPE**



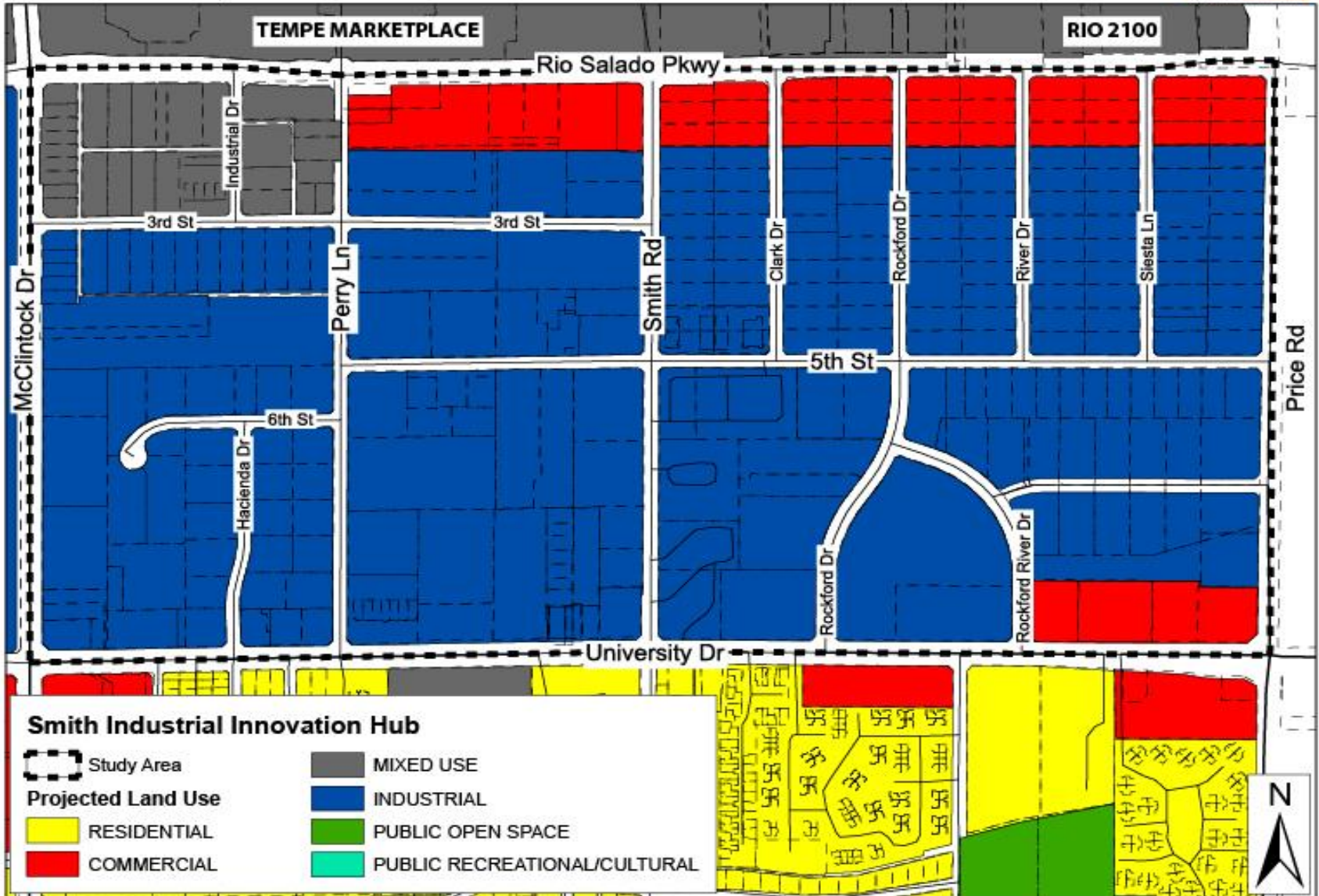
# TEMPE GENERAL PLAN 2040



- Council Resolution R2014.77
- Ratified by voters in May 2014
- **Marketplace / 101-202 Interchange [Land Use Hub]** pg. 16
- **101 / 202 Interchange [Growth Area]** pg. 21-22
- **Industrial Revitalization Area [Potential Revitalization Area]** pg. 31



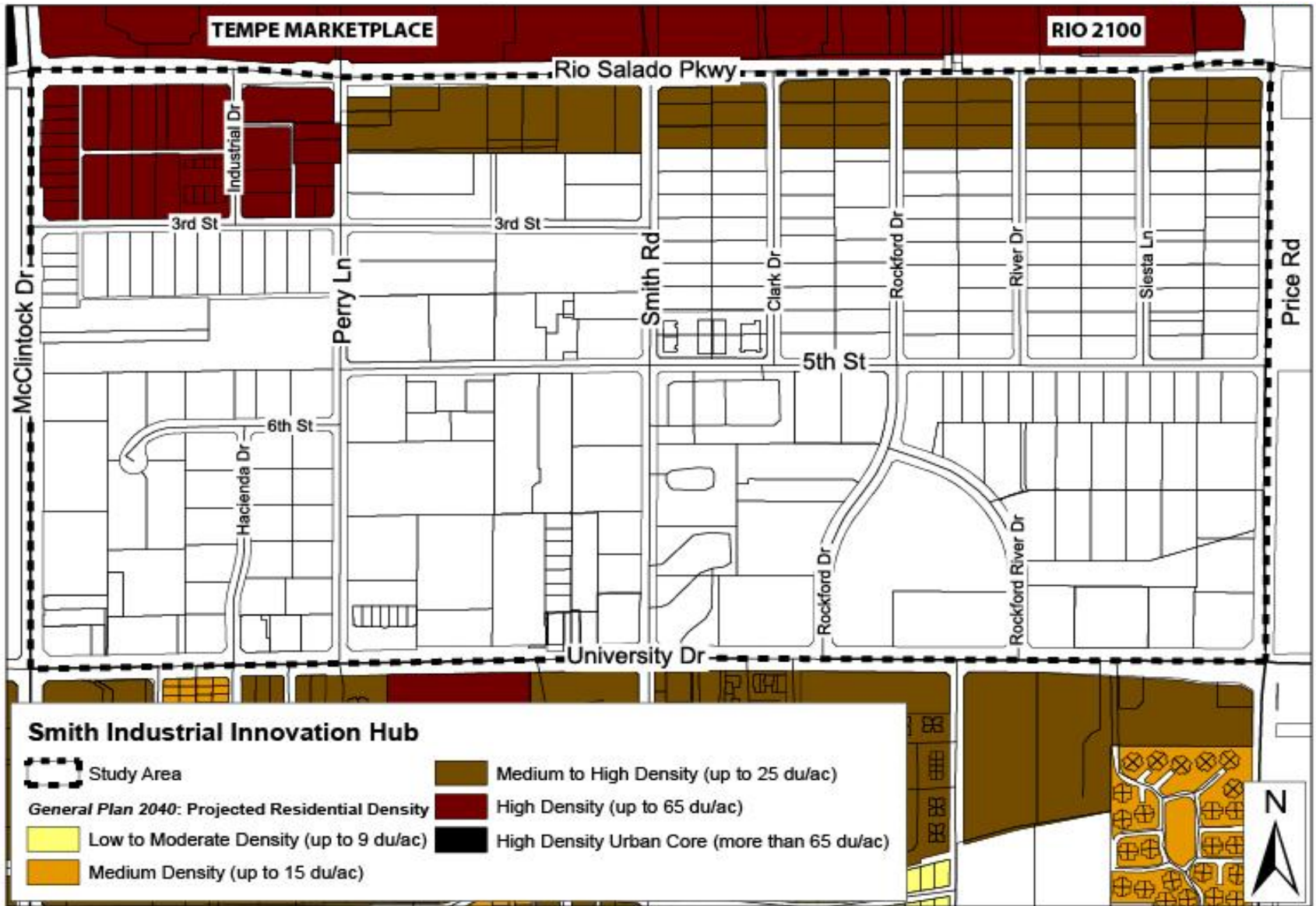
# SMITH INDUSTRIAL HUB | TEMPE *GENERAL PLAN 2040*: PROJECTED LAND USE





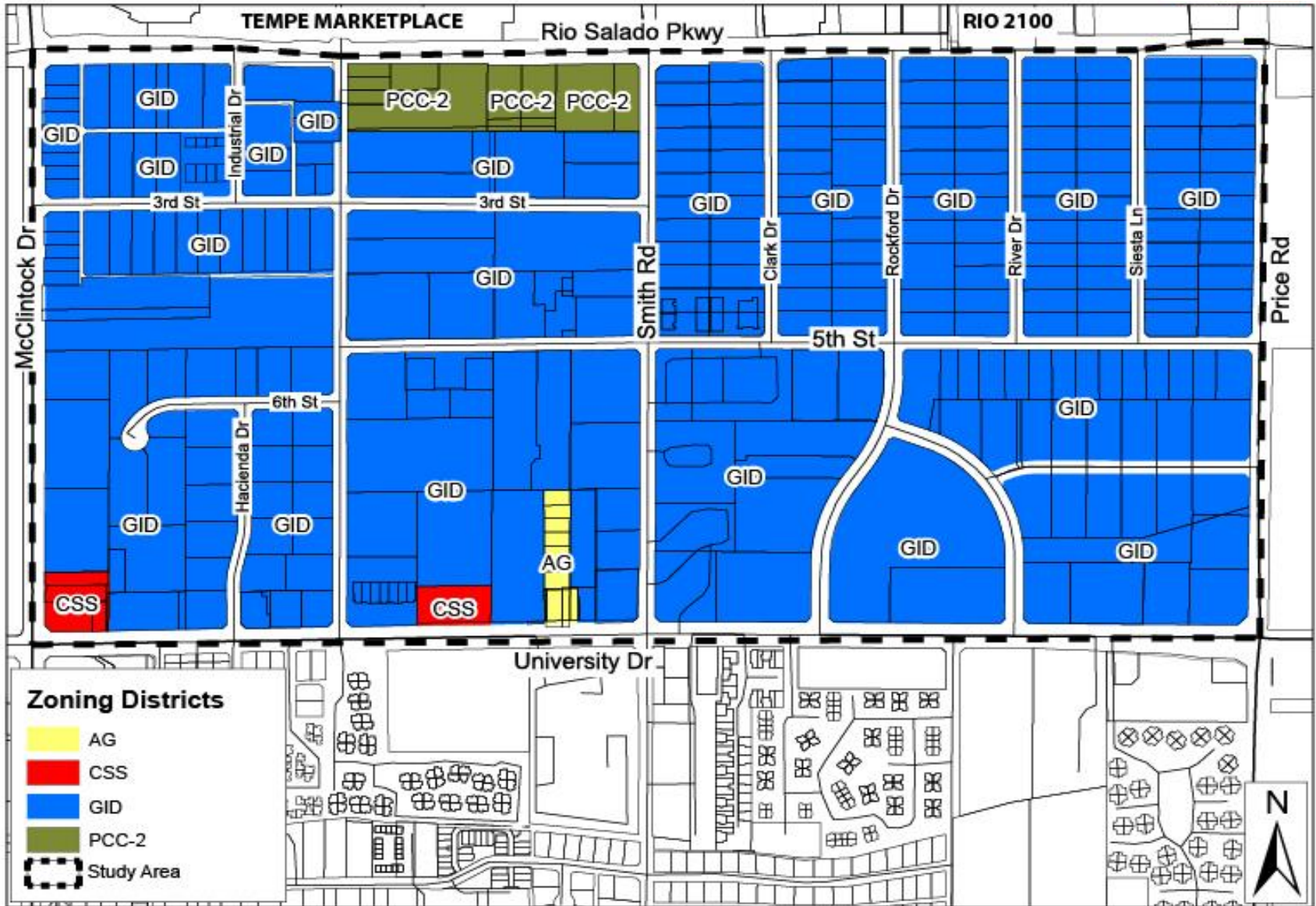


# SMITH INDUSTRIAL HUB | TEMPE *GENERAL PLAN 2040*: PROJECTED RESIDENTIAL DENSITY





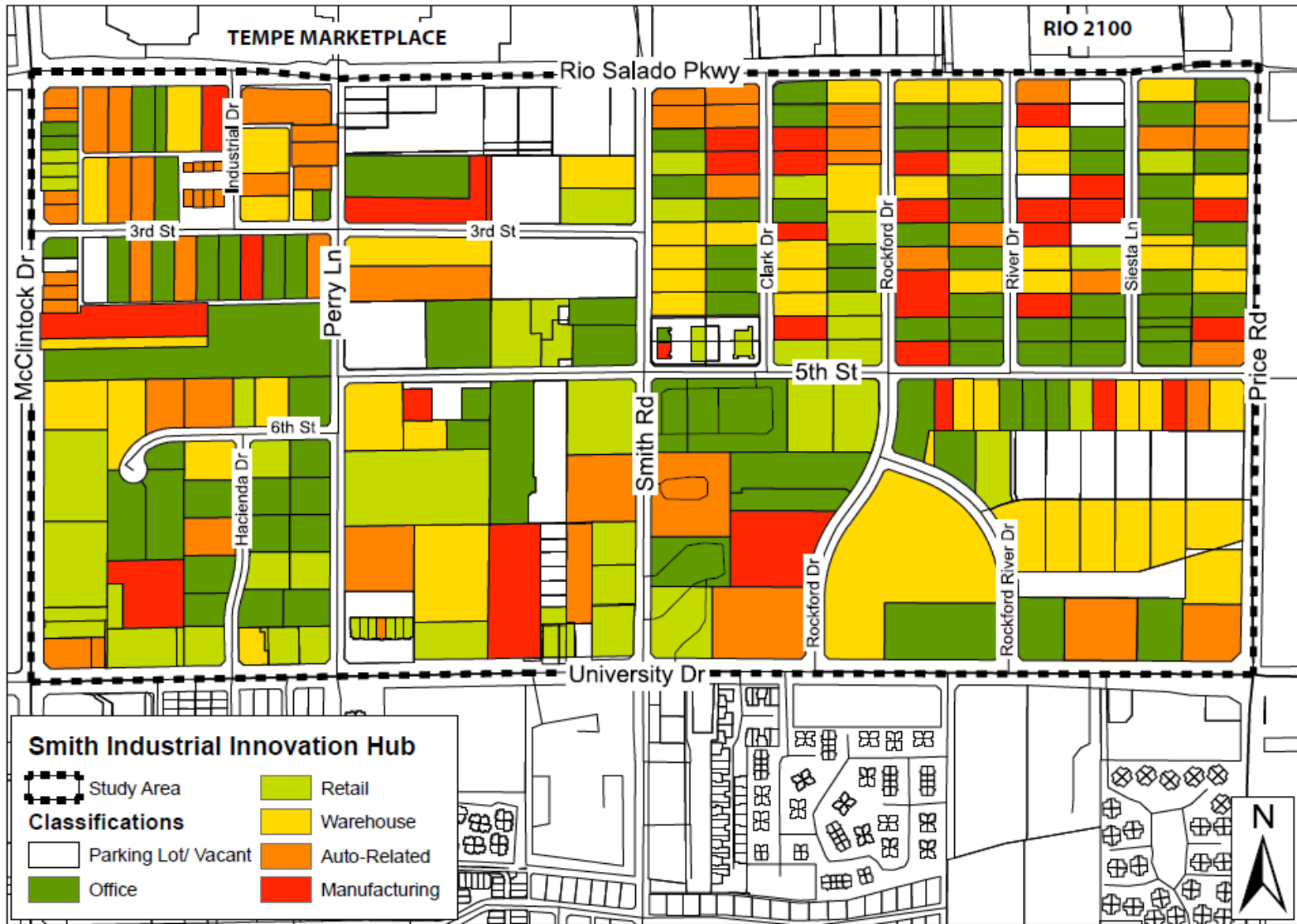
# SMITH INDUSTRIAL HUB | CURRENT ZONING





# SMITH INDUSTRIAL HUB

# CURRENT USES



Note: See reverse for classification distributions by types

Source: MAG Employer Database, 2016

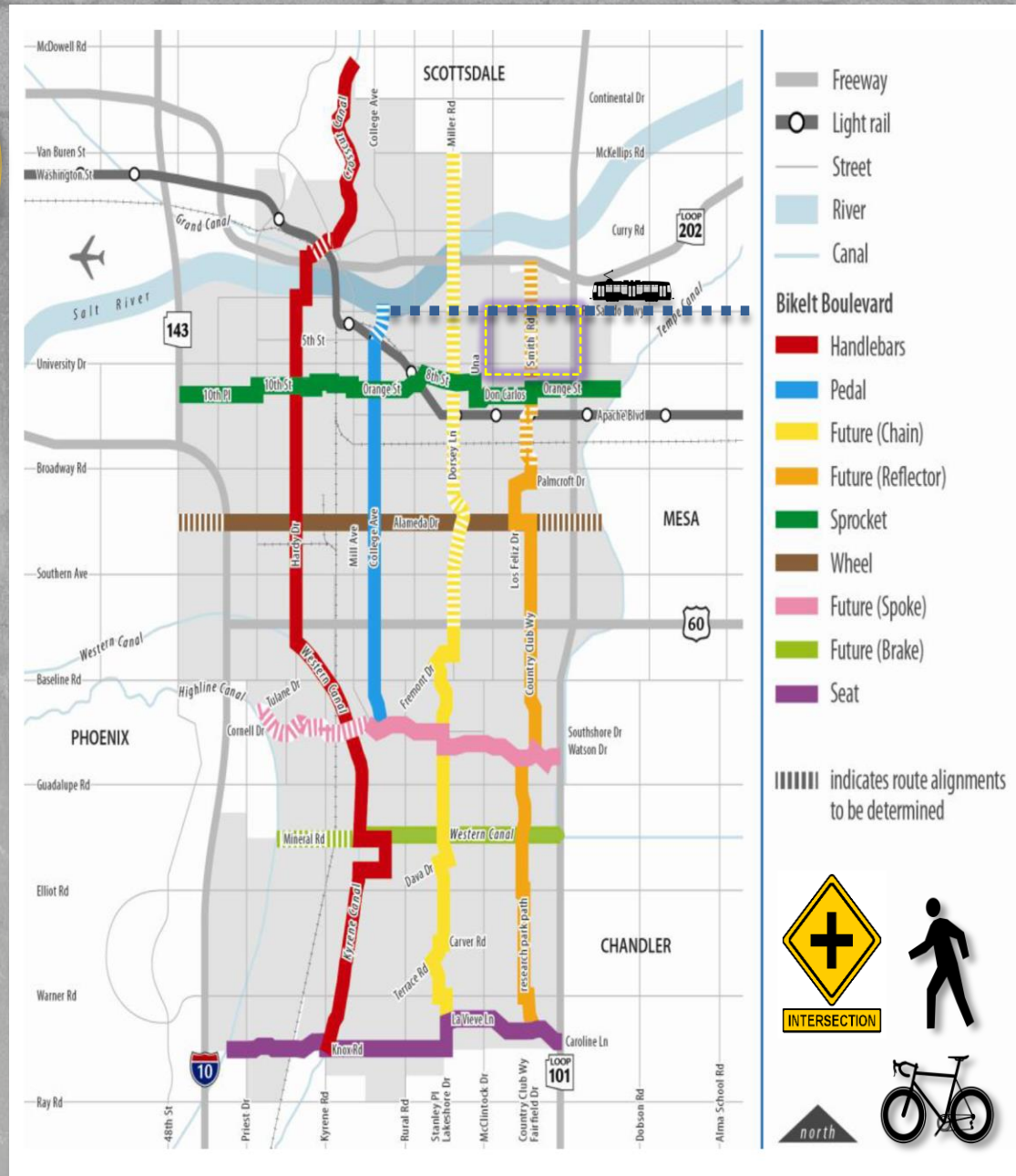


# TRANSPORTATION MASTER PLAN

2020 + 2040



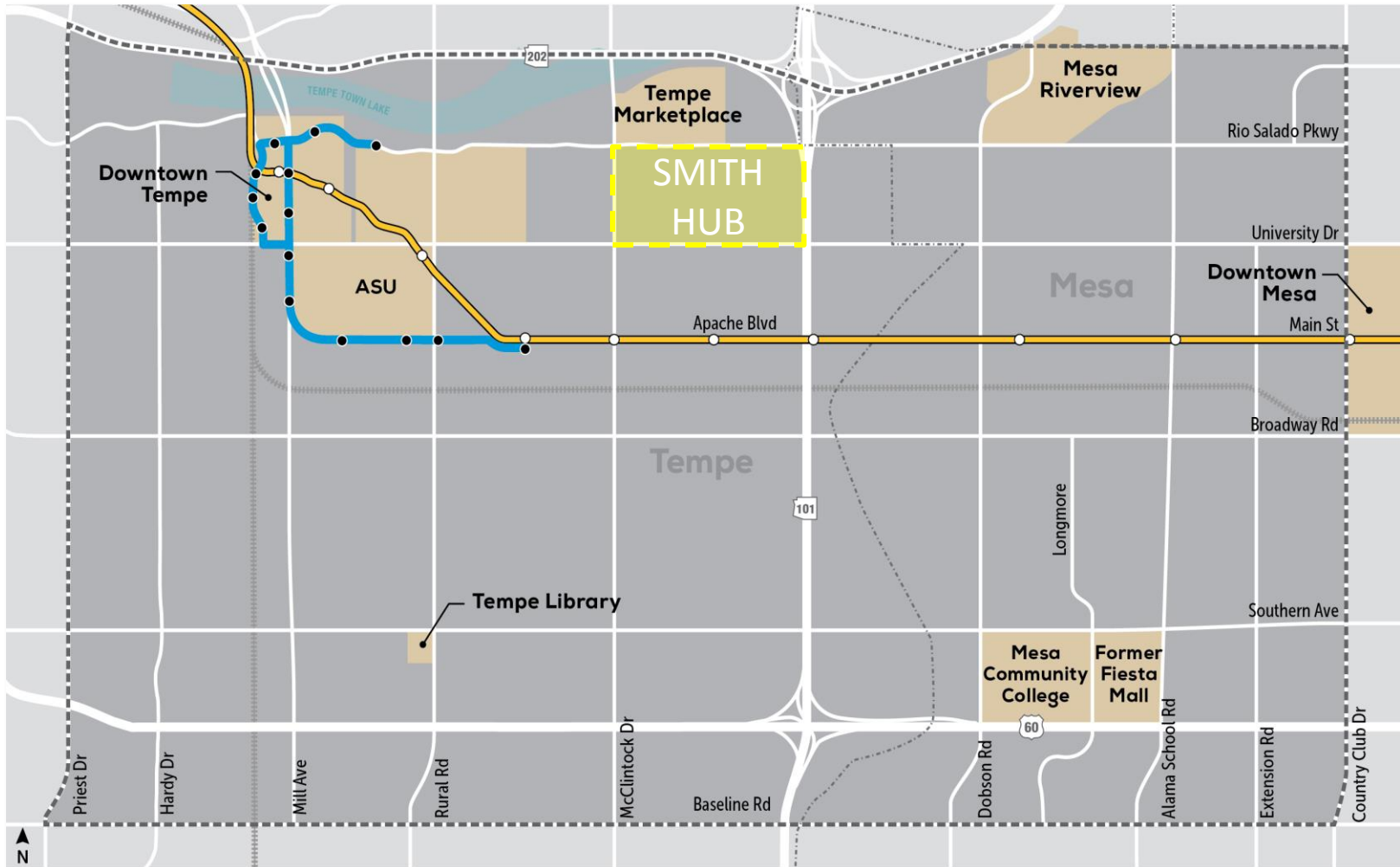
- High Capacity Transit Study 2018-2019  
Tempe, Mesa, and Valley Metro
- Planned Bus Extensions + Service Increases  
Route 48, Route 81, Route 30
- Streetscape, Bike Lane, and Intersection Safety Improvements
- Bikelt Boulevard "REFLECTOR"  
Smith Rd / Country Club Way







# TEMPE/MESA | Streetcar Study Area

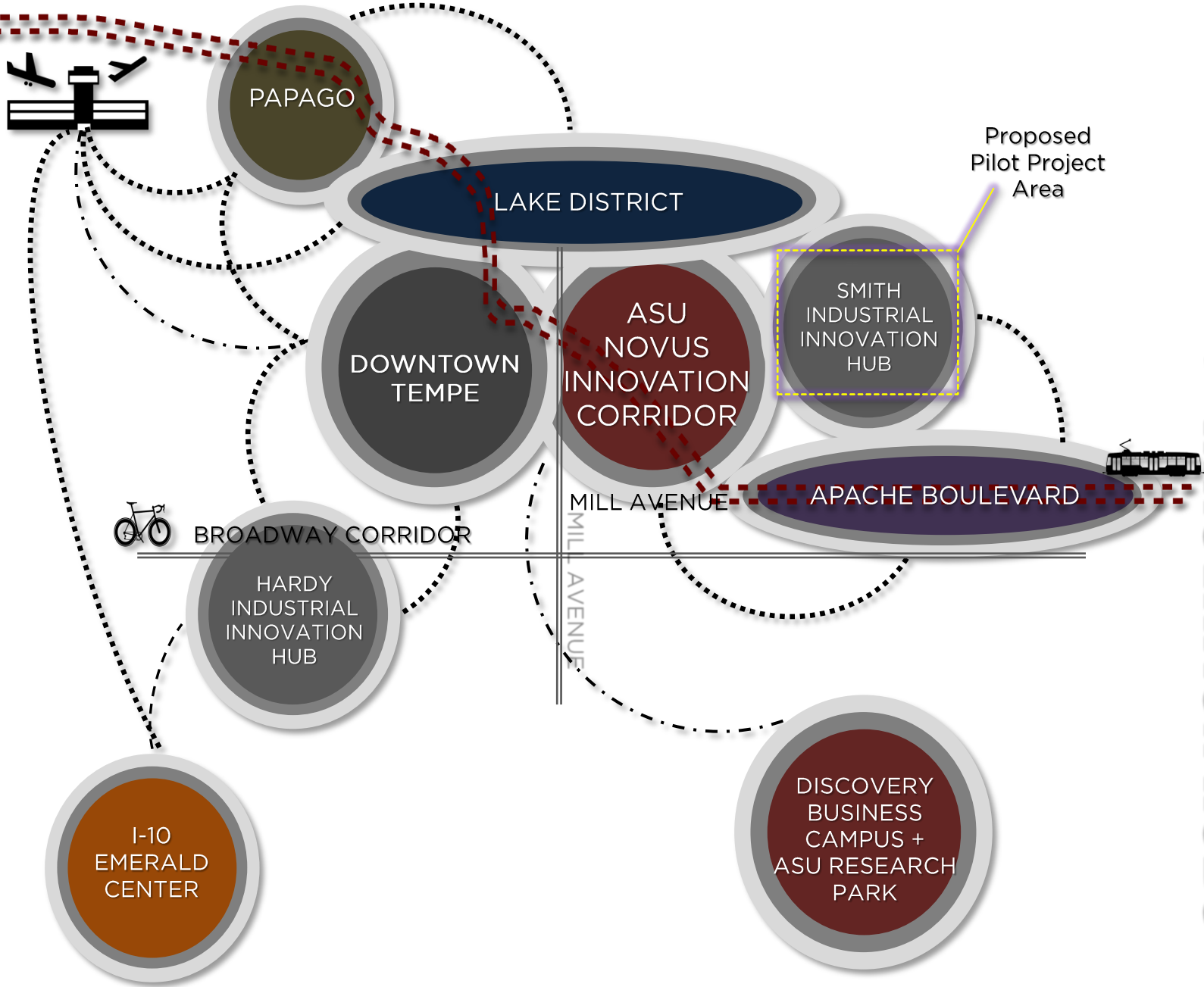


## LEGEND

- Valley Metro Rail/Station
- Tempe Streetcar Route/Stop
- ▭ Study Area



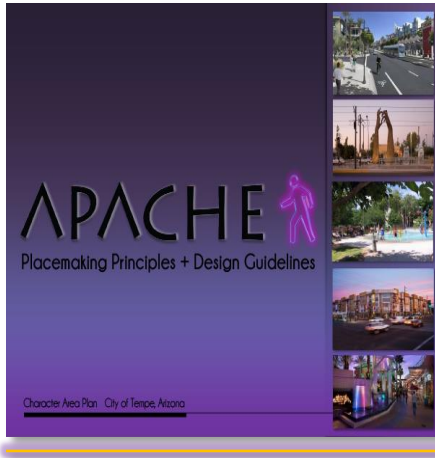
# INNOVATION HUBS





# APACHE

## CHARACTER AREA PLAN



- Council Resolution R2016.02
- Amended *Tempe General Plan 2040*
- Adopted by Tempe City Council  
January 17, 2016



### THE APACHE PRINCIPLES

# 9

**Crossings: Safe, Convenient, Comfortable** – Enhance safe routes to school, Universal Design [ADA], Union Pacific Railroad pedestrian/bike crossings, neighborhood access, shade at intersections, signalized crossings [HAWKS] where appropriate, bulb-outs, signal timing.

- 9.1 Partner with Union Pacific Railroad to create safe north-south crossings from Apache to Alameda areas to improve circulation and connectivity [focus on Smith Rd. area alignment; half-way between McClintock Drive and Price Road]
- 9.2 Partner with ADOT to enhance pedestrian crossings over the Loop 101 at Rio Salado Parkway, University Drive, and Apache Boulevard
- 9.3 Create strong north-south pedestrian connection on Smith Road from Town Lake/Tempe Marketplace to Smith-Martin LRT Station

# 10

**Live / Work / Innovate: The Creative, Entrepreneurial City** – Retain brains. Foster access to innovation/enterprise districts. Encourage collaborative work spaces and small business/start-up incubators in tandem with neighborhood-based goods/services, live-work options.

- 10.1 Partner with Arizona State University, Tempe Chamber of Commerce, private-sector developers, and local business community to create culture of innovative and creative live-work environments. These areas must be a walkable, transit-oriented, and neighborhood-scaled point of departure which stands out as different from the widespread suburban environment
- 10.2 Focus attention along the Apache Blvd. Light Rail Corridor, as well as the NE Industrial Area [see map] immediately south of Tempe Marketplace [see GP 2040 for Projected Residential Density classifications]
- 10.3 The vision for the NE Industrial Area is vertical mixed-use redevelopment with a light industrial theme; this unique area benefits from its strategic location at Loops 101 + 102, which is currently projected with a mix of land uses as identified in GP2040 which allows for residential loft-style residential/office/flex spaces above; it is essential for the City to maintain industrial land uses in its portfolio of property types
- 10.5 The NE Industrial Area has a well-established shade infrastructure and street patterns, has many buildings approaching 50 years old, and is walking/biking distance to Tempe Marketplace, the LRT line, and ASU-Main Campus
- 10.6 Mixed-use projects in the NE Industrial Area must be in an industrial/modern typology to create an authentic identity and point of departure from the pervasive stucco suburban environment; a destination where innovation can flourish
- 10.7 Construction materials throughout the Apache Area must be “honest” in nature, exposing their raw characteristics [glass, steel, metal, copper, rammed earth, concrete, concrete block, brick, wood, stone, masonry, terrazzo, wire rope/cables]; while limiting building materials with add-on surface treatments such as stucco, paint, laminents, veneers, “faux” materials, etc.
- 10.8 Landscape treatments must be Sonoran-appropriate and modern in design, avoiding treatments such as stucco screening walls, pink decomposed granite, and yellow lantana
- 10.9 Implement objectives and strategies outlined in the GP2040 “101/202 Interchange Growth Area Goal” section



The Circuit Tempe



Vertical Mixed-Use; screened parking



Raw / exposed building materials



Modern / Industrial typology









# **SMITH INDUSTRIAL HUB | AT A GLANCE**

The **Smith Industrial Hub** in the Apache Character Area is 302 acres [1/2 square mile] with mostly light industrial and office uses. It is bound by Rio Salado Parkway, the Loop 101, University Drive, and McClintock Drive.

## **AREA AMENITIES**

- Active, existing businesses
- Redevelopment potential
- Recently upgraded properties
- Old-growth trees and wide streets

## **AREA CHALLENGES**

- Lack of infrastructure  
[storm, curb + gutter, waste water capacity]
- Almost entirely zoned General Industrial District [GID]
- No light rail access and little pedestrian modality
- Older stock structures, mostly single-story buildings

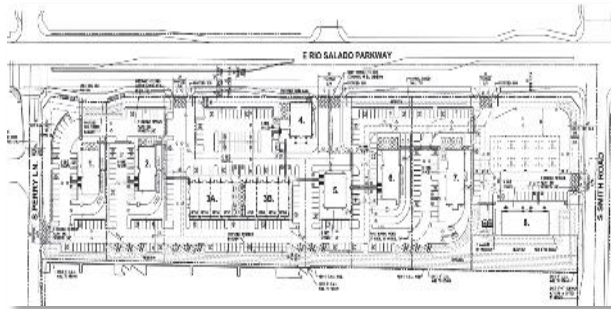
## **IN CLOSE PROXIMITY**

- Downtown Tempe
- Lake District / Southbank Linear Multi-use Path
- Tempe Marketplace  
[retail/entertainment]
- 246 newly built hotel rooms  
[short/ext. stay]
- Loop 101 + 202 Freeways
- Mesa Riverview / Wrigleyville West
- Future streetcar expansion area
- ASU Campus + Novus Innovation Corridor



# CURRENT PROJECTS

## Rio Salado Retail

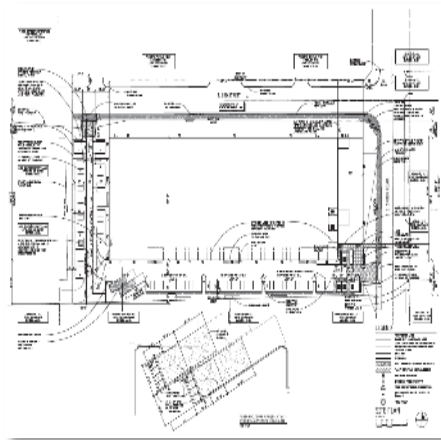






# CURRENT PROJECTS

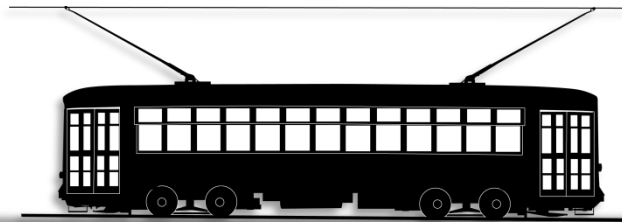
## Precision Fleet Services





# SMITH INDUSTRIAL HUB | KEY STRATEGIES

- Preserve current industrial land uses and businesses
- Encourage wider variety of uses and expansion of commercial square footage for future development
- Improve multi-modal transportation connections (streetcar, light rail, bus, bike and pedestrian amenities)
- Invest in amenities to support Smith Industrial Hub, including streetscape projects, streetcar expansion, public art and bike boulevards
- Connect education institutions to businesses to grow future workforce



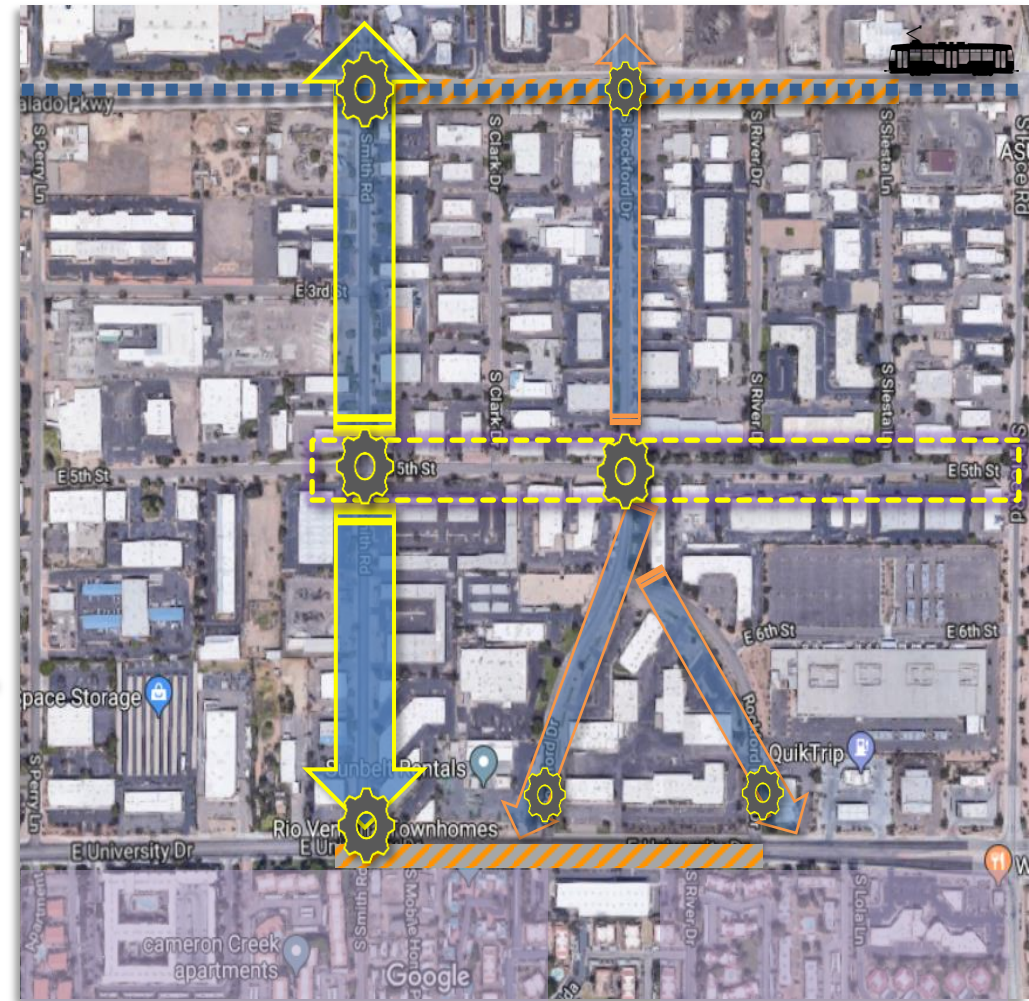
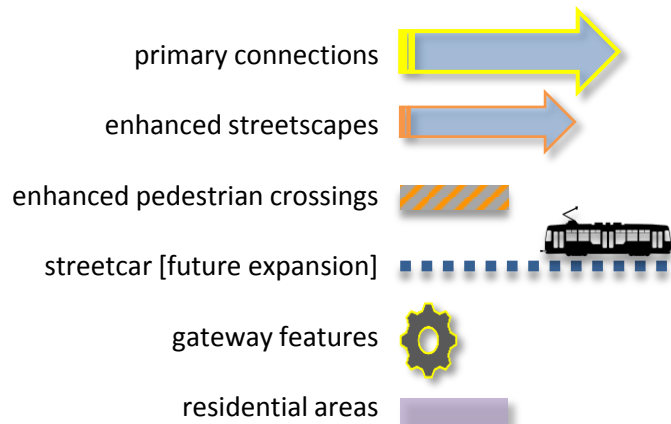


# CONNECTIVITY OPPORTUNITY

## Smith Hub Connections



- Hundreds of residential units frame the south side of University Drive
- A pedestrian/bicycle-friendly pathway to Tempe Marketplace is critical to establish north/south connectivity







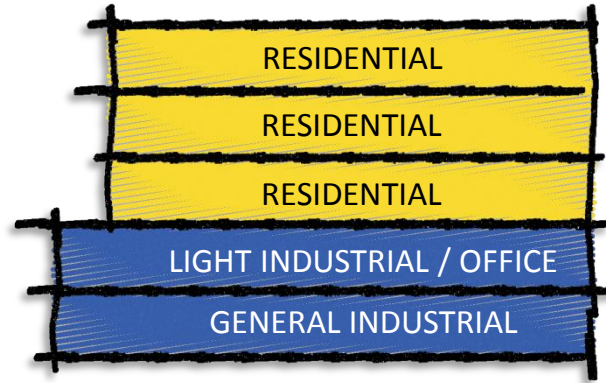
# USE VARIETY OPPORTUNITY

## EXISTING LAND USE



- Single-story / single-use
- Built post-war through 1970s
- Near life-cycle of many buildings
- **General Industrial District [GID]**  
offices uses, warehousing, wholesaling, assembling and manufacturing of building materials, employment centers

## POTENTIAL LAND USES



- Increases industrial inventory / available space
- “Marketplace / 101-202 Interchange Growth Hub”
- Adds compatible mix of office + residential
- **Light Industrial District [LID]**  
administrative and research industries, offices, and limited manufacturing opportunities for employment and protection to residential areas



**INNOVATION HUBS**



# ADAPTIVE REUSE EXAMPLES



Adaptive reuse of building to a restaurant in Phoenix. 5<sup>th</sup> and Roosevelt.



Adaptive reuse of historic industrial building to a restaurant and office. LEED Gold. 355 11<sup>th</sup> St., San Francisco, 2008



# ADAPTIVE REUSE EXAMPLES



15,000 sft Bragg's Pie Bakery to commercial use including a restaurant. Phoenix, AZ.

Adaptive reuse of a 53,000 sft motorcycle garage to culinary dropout. 5632 N 7<sup>th</sup> St., Phoenix, AZ





# ADAPTIVE REUSE EXAMPLES



The Duce – Phoenix, AZ. Adaptive reuse of a distribution warehouse to a restaurant & lounge with a vintage boxing ring. Changes are made at the interior.



New look of ASU Grant Street Studio – Phoenix, AZ  
Adaptive reuse of manufacturing space to artist studios and gallery



# ADAPTIVE REUSE EXAMPLES



The Green Building in Louisville, KY. The original 115 old dry goods store was renovated into a LEED Platinum commercial, office and restaurant mixed use. The glass structure is new..

Arc Light Co. in San Francisco renovated a 19<sup>th</sup> century electric warehouse to a mixed use facility by adding spaces on top





# PIPELINE OPPORTUNITY

## Building tomorrow's innovation workforce

Support existing and new businesses by forging relationships with trade schools, colleges, and universities to:

- Encourage a presence in the **Smith Industrial Area**
- Develop a pipeline of new-tech trained employees
- Promote employee retention through access to professional development
- Propel toward the **Tempe Achieves 65 Goal**



**GATEWAY  
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE



**MESA  
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE





# **INNOVATE TEMPE NEXT STEPS**



- **Council Approval:** Incorporate the proposed **Innovation Hubs** concept and the **Smith Industrial Innovation Hub Pilot Project** into the **Urban Core Master Plan**
- **Transportation:** Pursue possible federal grant funding for:
  - **Smith Hub Pilot Project** streetscape conceptual design plan
  - Explore funding options for continued streetscape plan for the **Broadway Corridor** [Mill Avenue to I-10] connecting Innovation Hubs
  - Explore **Orbit** route expansion opportunities through the **Smith Hub**
- **Art:** Seek artist grant funding for **Smith Industrial Innovation Hub Pilot Project**
- **Education:** Economic Development conducting outreach to **Smith Hub** area businesses to foster retention + communicate vision
- **Follow-up:** Staff will seek grant funding for transit related items, art installations and redevelopment opportunities over the next five years.





# **INNOVATE TEMPE NEXT STEPS**



## **YOUR INPUT**

- Would you be interested in an industry certification training program for your employees?
- Do you see your business growing to implement innovative technology trends?
- Would you be willing to participate in a quarterly meeting discussing business to business opportunities and area development?
- Would your operation(s)/property be compatible with mixed-use development in the area?

