

Tempe Maker District Design Guidelines

No. 6700131

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Agenda

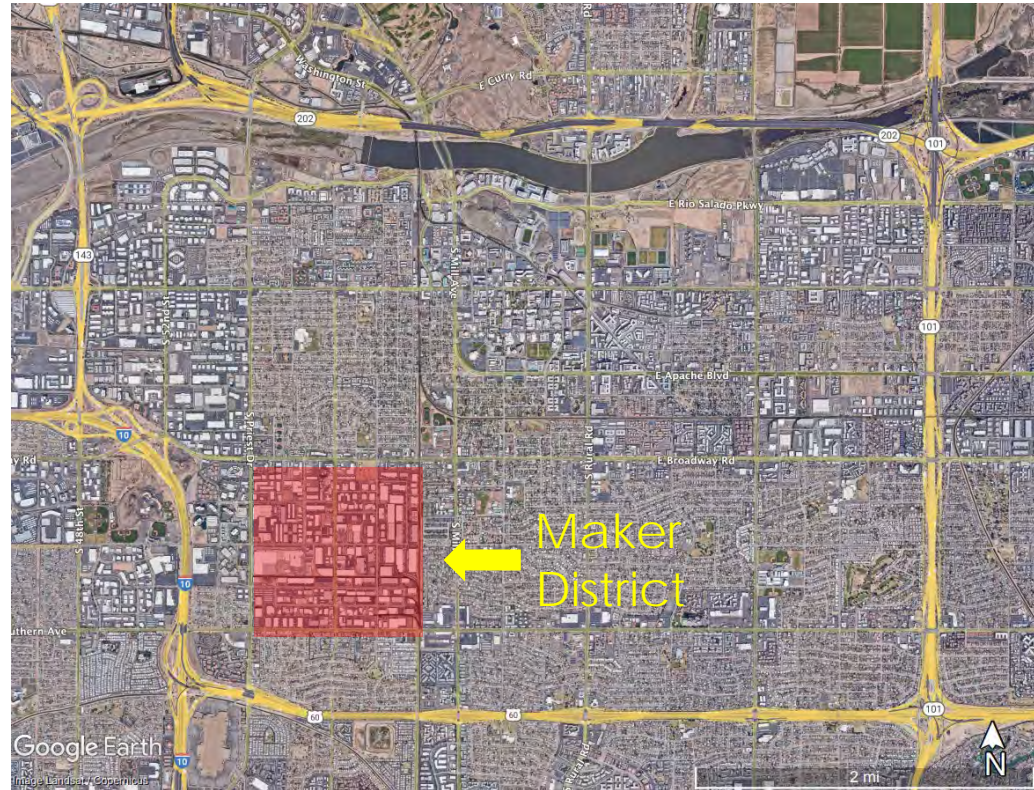
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Preface



- Innovation Hub Initiative approved by Tempe City Council on March 1, 2018
- Part of an economic development initiative to enhance key employment corridors
- Promotes new investment, job creation, and placemaking
- Attracts and retains a quality workforce
- Eight hubs were identified



About the Guidelines

- Policy-level advisory document that provides design and development principles and strategies without prescribing any regulatory requirements
- Promote the transformation from existing light industrial character to energetic innovative mixed-use ecosystem
- Maintaining and building upon the unique character of each hub/district
- Not about displacing existing businesses but still encouraging new uses that are complementary
- Making sure we are always incorporating, communicating, and celebrating existing and future successes in the hubs/districts
- These guidelines incorporate short-term and long-term opportunities, goals, strategies, and solutions



SUSTAINABILITY GUIDELINES



Sustainability

The sustainability guidelines are meant to align the development of SIH with the City of Tempe's Climate Action Plan and other sustainability-related plans and policies of the city. They not only aim to minimize greenhouse gas emissions but do so in a way that maximizes the potential of that which is already present within the hubs.

Goal / Strategy

I. Green Infrastructure

The US Environmental Protection Agency (EPA) defines green infrastructure as "...an approach to wet weather management that uses soils and vegetation to utilize, enhance and/or mimic the natural hydrological cycle processes of infiltration, evapotranspiration and reuse." Green construction includes planning and design techniques that help preserve the environment, save energy, and promote sustainability.

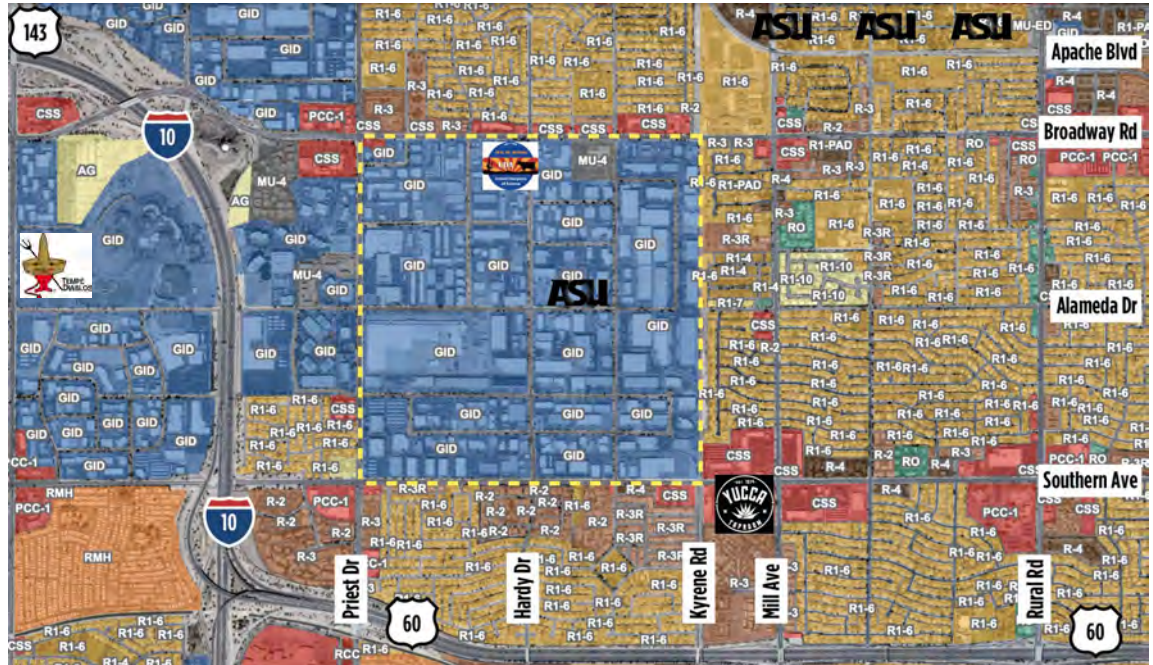
- Reclaim retention and leverage rainwater and condensate for the landscape
- Focus should be on creation of surfaces to capture and direct overland flow to landscaped zones (usable retention courtyards, bioswales, permeable paving, parks, etc.)



Maker District Existing Character

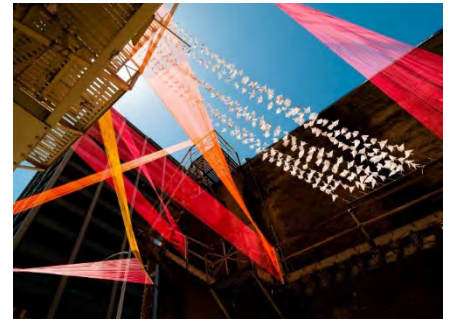


- Almost full square mile of commercial, industrial, manufacturing, and distribution uses
- Food-centric processing, manufacturing, and packaging/distribution
- Single family residential on 3 boundaries (north, east, south)
- Hospitality on west
- Proximity to highways, airport, streetcar
- Proximity to ASU
- Rail spurs



Maker District Goals and Opportunities

- Augment light industrial character with complementary mixed-uses
- Promote and support grassroots efforts to enrich existing authentic character of the district and develop clear district brand
- Leverage opportunities for synergies with local artists, transportation masterplans, and sustainability initiatives



Catalytic Strategies

- Harness public and private investments
- Create business community associations
- Create pilot demonstration projects
- Storytelling and communication of pilot project successes and opportunities

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- Enhance and amplify the latent potential of the existing properties within the Hub
- Emphasize authentic grassroots efforts
- Many of the elements within the document achieve more than one thing
- Prioritize innovation and creativity as opposed to spending a lot of money
- These guidelines will reference prior policy documents etc
- Some of these chapters will be unique to the hubs while some can apply to many
- To be treated as a living document to address short-term and long-term district transformation

DESIGN GUIDELINES



Sustainability

The sustainability guidelines are meant to align the development of both hubs with the City of Tempe's Climate Action Plan and other sustainability-related plans and policies of the city. They not only aim to minimize greenhouse gas emissions but do so in a way that maximizes the potential of that which is already present within the hubs.



Mixed-Use

In order to support mixed use, the hubs should address the concerns (safety, aesthetic, expressive, or environmental) of the people who live, work, or visit there. Resident artisans, artists, and fabricators would often traverse the neighborhood at all hours, making the streets livelier and safer, as do patrons of cultural venues and well-designed streetscapes. Adherence to the guidelines in this section in turn support the city's 20-Minute City Program.



Activating Public and Private Spaces

Active spaces invite people out by providing amenities like benches, tables, refuse containers, etc and are paired with protective microclimates through shading, building adjacencies, landscape, etc. A great challenge currently undermining SIH is business owners and tenants not knowing who their neighbors are and what they do.



Art Integration

Integrating art into design and development extends beyond art as a static output product and values artist input as a means of energizing an innovative ecosystem. Art as a living process supports grassroots interventions that empower a community to express their own authentic culture through woven layers of history and community in the built landscape.



Building Design

A building that relates to the city fabric, to its immediate context, and to adjacent human activity helps unify neighborhood experience and character. New buildings and improvements made to existing structures should recognize and respond to existing patterns of scale, form, material, and proportion to create continuity, enhance place-making, and reinforce the sustainability guidelines.



Gateways + Signage

Signage is the design of use of signs and symbols to communicate a message. A signage also means signs collectively or being considered as a group. As an architectural element, signage designed following the same set of guidelines communicates a cohesive identity for an area or district and can an additional means of animating and harmonizing a project with its environment.



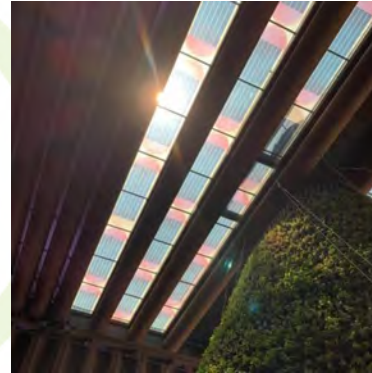
Multimodal Transportation + Pedestrians

These guidelines serve as basic principles for transportation planning specific to the SIH area. They are meant to complement the Infrastructure Master Plan and Transportation Master Plan while providing newer methods for planning adequate amounts of mobility options that can serve diverse demands and support the 20 Minute City program.

Sustainability Guidelines

Goals

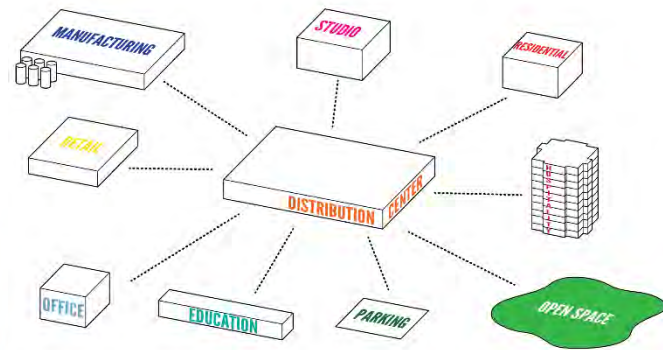
- Align with Tempe's Climate Action Plan, Urban Forestry Program, and 20 Minute City Program
- Walkability and transportation options
- Maintain existing buildings and industrial character
- Improve existing infrastructure
- Leverage existing assets and by-products



Mixed-Use Guidelines

Goals

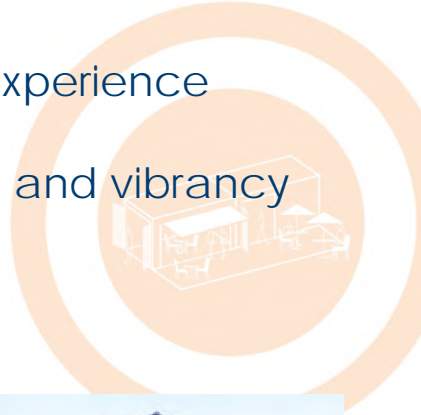
- Augment area character
- Align with Tempe's General Plan
- Innovation, community, and vibrancy
- Authentic grassroots efforts
- Synergetic opportunities
- Walkability and transportation options



Activating Public and Private Spaces Guidelines

Goals

- Meaningful spaces
- Enhanced pedestrian experience
- Innovation, community, and vibrancy



Art Integration Guidelines

Goals

- Drive economic development and animate district through art and role of artists
- Reinforce the Tempe Arts and Culture Plan
- Innovation, community, and vibrancy
- Increase equity and inclusion
- Develop authentic process to attract visual artists, performing artists, makers, fabricators



Building Design Guidelines

Goals

- Align with Tempe Climate Action Plan
- Infill and intensification of sites
- Maintain existing buildings and industrial character
- Increase equity and inclusion



Gateways & Signage Guidelines

Goals

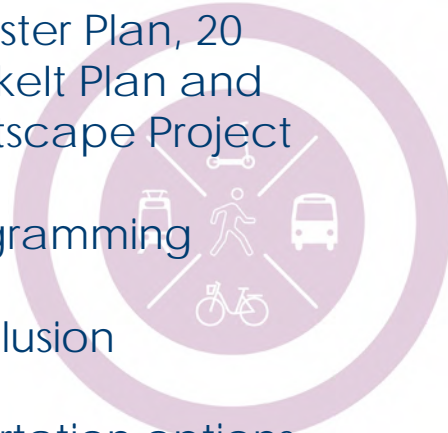
- Help connect and create district identity
- Express unique character/ branding of the district
- Communicate district's aesthetic aspiration
- Increase equity and inclusion



Multimodal Transportation & Pedestrian Guidelines

Goals

- Align with Tempe's Climate Action Plan, Transportation Master Plan, 20 Minute City Program, Bikelt Plan and Alameda Bicycle/Streetscape Project
- Support mixed-use programming
- Increase equity and inclusion
- Walkability and transportation options
- Community-building and placemaking





Project information available at: tempe.gov/MakerDistrict