



Smith Hub Design Guidelines Public Input Summary – March 2022

I. Background

The City of Tempe is creating design guidelines for the Smith Innovation Hub. The guidelines will define the preferred aesthetics of the area and include items such as suggested material types for building design and form, signage, public art and public space guidelines, adaptive re-use, etc. The guidelines will support the continued incorporation of mixed-use and new residential uses. They will also align closely with the city's sustainability goals.

II. Outreach

The following methods were used to achieve broad and continuous public participation:

- A virtual public meeting was held on Feb. 11 with 11 attendees.
- An online public survey was conducted from Feb. 11 - 24 on Tempe Forum with 37 responses.
- Postcards were mailed to the project area of Tempe Town Lake to the railroad tracks, McClintock Drive to Price Road/Loop 101.
- Emails were sent to stakeholders in the area that had previously participated in outreach and neighborhood and homeowners' association contacts.
- Project website included recorded meeting and background materials.
- E-news distribution
- Social media posts on city's Twitter, Facebook, Instagram and Nextdoor accounts with meeting and public input information
- Public meeting dates posted on City online calendar

III. Survey Results

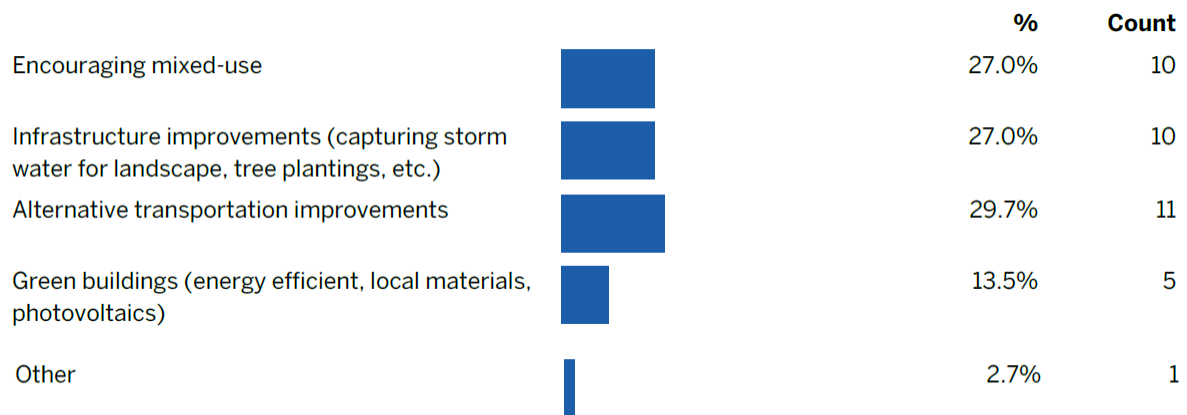
A total of unduplicated survey responses were received.

1. Which best describes you?










- Other - area employee
- Other - Developer
- Other - Had a business near the Hub
- Other - I am a neighbor just north of the river that frequently visits Tempe Market Place and uses that stretch of Rio Salado bordering the hub.
- Other - I am a resident not in the Hub
- Other - I am a Tempe resident
- Other - Not as near as the Maker hub.
- Other - Property owner north of the Hub
- Other - South Tempe homeowner
- Other - Tempe resident

2. Which sustainability strategy do you think will have the biggest impact?








- Other - this is an industrial central location area. LEAVE IT ALONE. NO HOUSING!!!!!!

3. Which new mixed-uses do you think would work best in the Hub?

		%	Count
Small scale residential infill projects		16.2%	6
Breweries, restaurants, etc.		45.9%	17
Artist studios		10.8%	4
Retail		2.7%	1
Hotels		2.7%	1
Performance spaces		5.4%	2
Other		16.2%	6

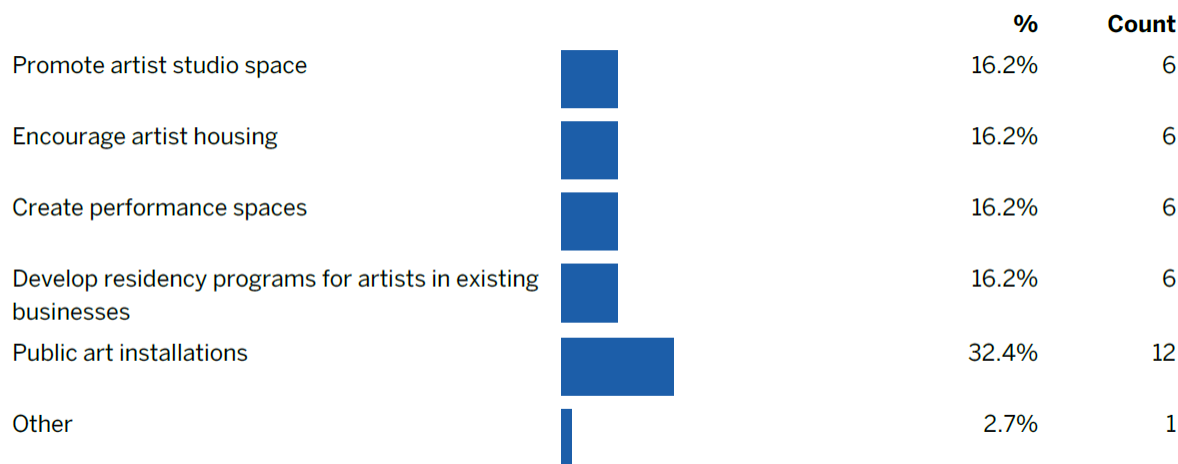
- Other - A mix of all of these, with the exception of hotels could lead to a vibrant and unique community. Prefer the retail to be small specialty shops and service oriented businesses.
- Other - Affordable housing expansion
- Other - better bike lanes and sidewalks
- Other - Current mix is fine. Retail and restarurants already at Tempe Marketplace. Hotels recently built in same area and new apartments going up as well.
- Other - Large scale residential infill projects.
- Other - NONE. DO YOU SEE ANY LIVING PLACES THAT WANT TO BE IN ALL THIS WORK SPACE? DON'T YOU HAVE ENOUGH ON RIO SALADO W. OF MCCLINTOCK?!

4. Which public and private space strategy do you think will have the biggest impact?

		%	Count
Using existing right of way		2.7%	1
Upgrading roads and paths with furnishings and improved lighting		64.9%	24
Optimizing existing under-used properties		16.2%	6
Art projects		2.7%	1
Other		13.5%	5

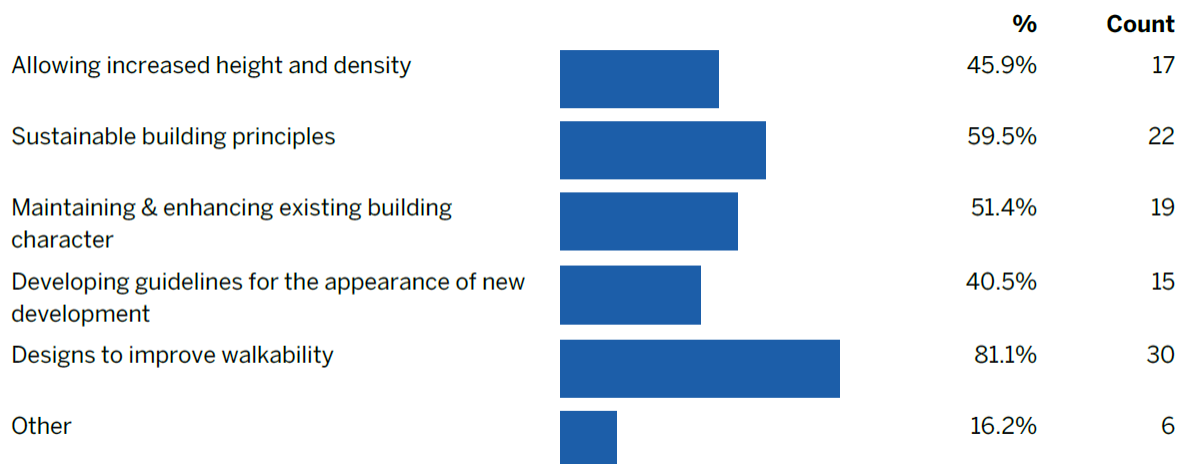
- Other - bike lanes
- Other - improved protected bike lane infrastructure
- Other - Improving paths and lighting with more taste, less glare, and a greater awareness of the night sky.
- Other - incorporate protected bike lanes to to the mobility options. Encouraging residents and neighbors to activate current and new business opportunities.
- Other - LEAVE AS-IS

5. What do you think is the best way to integrate art in the Hub?



- Other - WE DON'T NEED ART. WE WORK HERE.

6. Which of these Building Guidelines do you support? (select as many as apply)



- Other - LEAVE AS IS!!!!

7. What makes the Smith Hub area unique?

1. Close to lots of neighborhoods, shopping, etc. home to variety of great organizations
2. Existing office/industrial properties that can be reimagined and engaged in new ways that will bring more activity and pride in ownership to the area.
3. great mix of different small business
4. I said this same thing about the Maker Hub: Mixed use industrial space has often been a catalyst for enterprising artsy folks to host small, temporary events for much cheaper than a typical commercial space. A great example is the arts district of LA which is now BOOMING but in the 90s and 2000s was the place you went out to sometimes for a random roller-rink disco, dance party, or art exhibit. But here I'll say: Being only bordered on the south side by residential is a different situation, but still has its own unique advantages especially because of the proximity to the light rail. I think artist housing (not

uber-dense apartment complexes) could thrive here just as well, with something different than what the proximity to ASU of Maker Hub might have come together.

5. It can be the center living point for diverse residents (both ethnic and economic) who want amenities close by like public transportation, a regional retail hub like Tempe Marketplace and Tempe Town Lake to create a new neighborhood.
6. It connects 3 very busy streets (apache, university, and rio salado). Any improvement to the attractiveness of commuting through the hub on smith to access any of the opportunities would be a great increase to the local economy. If the infrastructure supports more people walking and biking, the area would be more friendly to support small business through out. Further, any art integration would make the area aesthetic, which would make the area photoworthy and develop itself is a local destination.
7. It is a crossroads for both major freeways and bike paths, it still has the potential to be a pedestrian friendly, affordable, and artistic space for the city.
8. It is a hidden gem of an area that most people have not explored and has a lot of potential for adapted uses. It can also serve as a laboratory for for preserving neighborhood character while integrating art, sustainable design practices and increasing safe and cool spaces to enjoy the environment with pocket parks and shaded walkways.
9. It is one of the last few infill sections of North Tempe that is ideally located to elevate all of Tempe as a whole. The proximity to Tempe Market Place, ASU and Sloan Park/Mesa provide the unique opportunity to turn an industrial area of Tempe into "Tempe Market Place South". The vibrancy of Tempe Market Place doesn't have to stop at Rio Salado or the Best Buy.
10. It's proximity to Tempe Marketplace makes it an excellent place for mixed use and residential expansion. The current state of bright, unshielded lighting in the area means that there is plenty of room for improvement! Being closer to the Salt River Pima-Maricopa Indian Community than much of Tempe and surrounded by residential areas to the south and east means it has a chance to enjoy somewhat clearer skies, with conscious effort.
11. Its location near ASU and 101/202 freeways
12. Its proximity to Tempe Town Lake and Tempe Marketplace and its funky older buildings
13. light industrial spaces/buildings for trades, light manufacturing and other service related businesses
14. listen, you people, i don't know what you want. more tax income, more high rises, more money in "how did they get elected officials" pockets, don't know. this "hub" as you call it is a very centrally located place for people in central tempe and s. scottsdale to get to for industrial stuff. scrap metal place, engine builders, automotive repair, forklift repair, powder coating, circuit board making, cnc machining, even a pot selling place. you want that where you have 5 story apartments??!! leave this little area as is. a lot of jobs here you want to kill with 5 story apartment complexes NO ONE can afford. let them go

west of mcclintock to live, you're allowing sky high places there. this is a work space.

15. Local businesses located in the area. Visually, it's not unique compared to other industrial areas. Location to Tempe Marketplace and Mesa Riverview.
16. Location
17. Potential for maintain green space within the hub
18. Proximity to ASU, Tempe Marketplace, Light Rail, Town Lake, historic neighborhoods. Potential for large green space (parks, farmer's market, pedestrian portal).
19. Proximity to the Loop 101/Loop 202. Proximity to ASU.
20. The location with it's proximity to employment, education, entertainment and shopping as well as the tremendous transportation options (both existing and future)
21. The Smith Hub area is connection point for northeast Tempe with huge potential for job creation and placemaking. It has proximity to the highway, airport, street car, light rail - with attractions on all sides: ASU (west), Tempe Marketplace & Rio 2100 (north), and Culdesac and additional multifamily (south). With the industrial character, it has huge potential to draw businesses from around the U.S. and globally to set up businesses and creative enterprises in the Hub.
22. The Smith Hub is so accessible to student residents and is adjacent to other major shopping areas and transportation. This could be an easy destination for people around the valley to catch live music, performance art, or a dope car show. Making walkability and bikability safer and adding green spaces would catapult its attractiveness. It would be great to ride over, catch a live band, sip a local brew/coffee, and play with my dog (or kids for others) in a green space. Then hit up a local pizza joint for dinner. **Patio seating all over the place** I'm envisioning something akin to a European public square with only foot traffic... pavers, shade structures and trees, gardens, grass, cafe tables, creatives doing their thing, artist video installations, coffee shops, pubs... all surrounding this plaza. Let's meet up at Smith Square. :)
23. The Smith Hub is unique as it is already conformed by a vigorous mix of retail and housing. Such variety gives its residents the opportunity to enjoy parks, restaurants, and some retail at close proximity. The hub has the potential to become a major area of impact not only to the residents that have the opportunity to live near the area but also to the neighbors that could benefit of different mobility options
24. unique because there's so much opportunity to make it a thriving dense walkable hub for the neighborhood. there's already so much starting in this area

8. Are there any other things about the Smith Hub area that we should highlight or any other things the design guidelines should cover?

1. A protected bike lane on Smith Road between Apache and Rio Salado will help advance the economic development goals of the Hub. A recent study from People for Bikes (https://www.peoplepoweredmovement.org/site/images/uploads/Protected_Bike_Lanes_Mean_Business.pdf) shows that bike lanes attract businesses and workers, lower congestion, and incentivize healthier living. It also boosts retail visibility and sales volume. With integrated art, business associations, and walkability, this Hub will be a tremendous boon to the City of Tempe.
2. Alternative accessibility, alternative materials (less/reduced pavement), shade shade shade, locals included in the design/decision making process.
3. Building design is important, just not the most important element but I would like to see that included.
4. Connecting the area directly South as well as trying to connect East to West
5. Creating bike lanes and improving walkability is so important for Smith! I recently moved to Tempe, and the area being a little safer to bike in would help me get my errands done while feeling safe.
6. I said this on the Maker Hub feedback but I think it applies here as well: I saw artist housing as a priority and I'm glad. I feel like if we want to have sustainable growth as an arts/maker hub and not just a boom and bust, having people who can comfortably live there while creating this dynamic partnership will be essential.
7. I support alternative transportation improvements, esp. bike and walking! protected bike lanes (That are painted green) and shade would make this soooo nice. Bike lanes would further the economic development goals of the Smith Innovation Hub - bike lanes lower congestion, promote healthy lifestyles, and increase retail visibility and sales volume
8. Important to keep in mind traffic flow, accessibility and parking. Trucks carrying supplies to the area as well as employees using service vehicles need to be able to get in and out. In addition, many workers in the area need to bring things with them on a daily basis to the workplace such as tools, production supplies, etc. so walking or taking public transportation to the area will not work for them. They need to be able to drive in and park near their place of employment.
9. improved transportation - better bus connections, protected bike lanes, better walkability. this should be a dense area and will be a retail/commercial hub for the surrounding neighborhood. they should be able to get there easily and safely without a car. I own a home nearby and it's a 15 minute walk - this should be a pleasant walk
10. Improving transportation alternatives that are available, including a protected bike lane along Smith Rd (and more trees along Smith Rd), should be implemented to get more people encouraged to visit and move through the area.

11. It's important to not force new development into something that isn't going to function as the intent of it. Mixed use in vertically integrated podiums does not always yield the desired results and ends up sitting vacant which deters from the initial point. Be mindful about forcing requirements into new developments in an area that has not seeing any development in several years.
12. Keep it green. Preserve as much park space as possible. Make it walkable like a town square. Keep existing historical or unique structures when possible. Incorporate art installations, murals, sculpture, and performing arts.
13. please create walkable spaces
14. Private art will start showing up once public art and unifying design characteristics are in place. Sidewalk design, landscaping, lighting design and unique signage will all contribute to making this area special. Hopefully the small industrial designed businesses will be a guideline.
15. Protected bike lines not only have an impact on the residents of the Smith Hub. They also lower congestion around the area, provide an opportunity for nearby residents to visit businesses and makes a retail's first impression to the eye of a potential customer more amicable.
16. Safety
17. Should be better integrated with alternative transportation infrastructure like bike lanes
18. Specific building materials to give developers a set of guidelines that gives clear direction. It will save the city and the developers a great deal of time in the review process.
19. The design guidelines should be replicated as much as possible for the new luxury apartment complex being build at Rio Salado and Smith Rd.
20. The streetcar will very likely connect to the area in the future, so affordable housing will become even more scarce without significant and intentional prioritization of that.
21. We have enough of Tempe Town Lake real estate eaten up by large luxury apartments. We do not need more of what we've already had built up and developed. I would love to see the area open up for richer nightlife, arts centric, affordable living.








9. Race, select all that apply

Asian/Pacific Islander		9.4%	3
Black/African American		12.5%	4
Hispanic/Latino		9.4%	3
White		78.1%	25

10. What gender do you identify with?

		%	Count
Male		40.6%	13
Female		59.4%	19

11. What is your age?

		%	Count
18-24		9.1%	3
25-34		27.3%	9
35-44		18.2%	6
45-54		12.1%	4
55-64		21.2%	7
65-74		9.1%	3
75+		3.0%	1

12. Does your household have dependents in any of the following age groups?

		%	Count
Children between the ages 0 and 5		28.6%	2
Children between the ages 6 and 13		42.9%	3
Children ages 14 and 17		28.6%	2