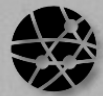


# ***INNOVATE TEMPE***

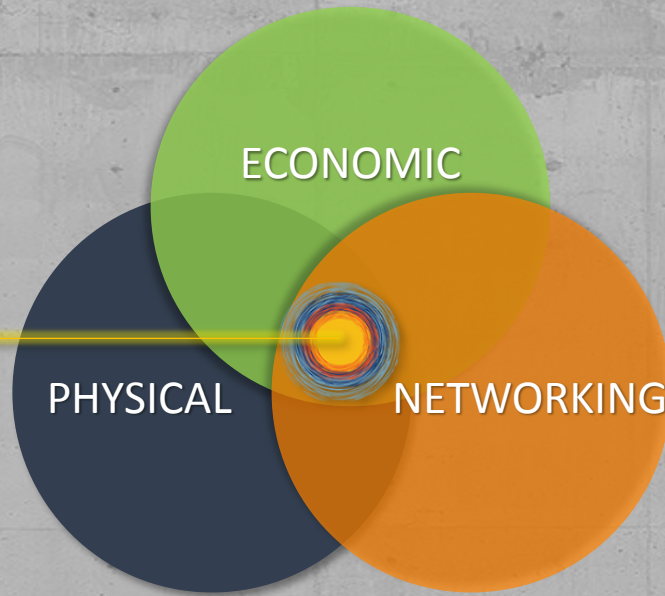


*photo: Patrick Hunter*





INNOVATION  
ECOSYSTEM



- **THE ASK:** Request to approve the concept of **Innovation Hubs** to attract employment, redevelopment, and reinvention opportunities
- Apply vision from **Character Area Plans** related to future development applications
- **Downtown / Urban Core Master Plan** vision/guidelines to be applied to **Innovation Hubs**
- Enhance **Transportation + Connectivity** which are essential for an **Innovation Ecosystem** to thrive

## ASU NOVUS INNOVATION CORRIDOR

- Adaptive + sustainable environment for innovation
- Global-caliber sports performance, training, entertainment

## MESA INNOVATION DISTRICT

- Planned ASU Campus in Downtown Mesa
- Brookings Institute: startup businesses, incubator spaces

## PHOENIX WAREHOUSE DISTRICT

- “The Intersection of History and Creativity”
- Offices, restaurants, galleries, sports, music + cultural venues

## SCOTTSDALE AIRPARK / QUARTER / KIERLAND

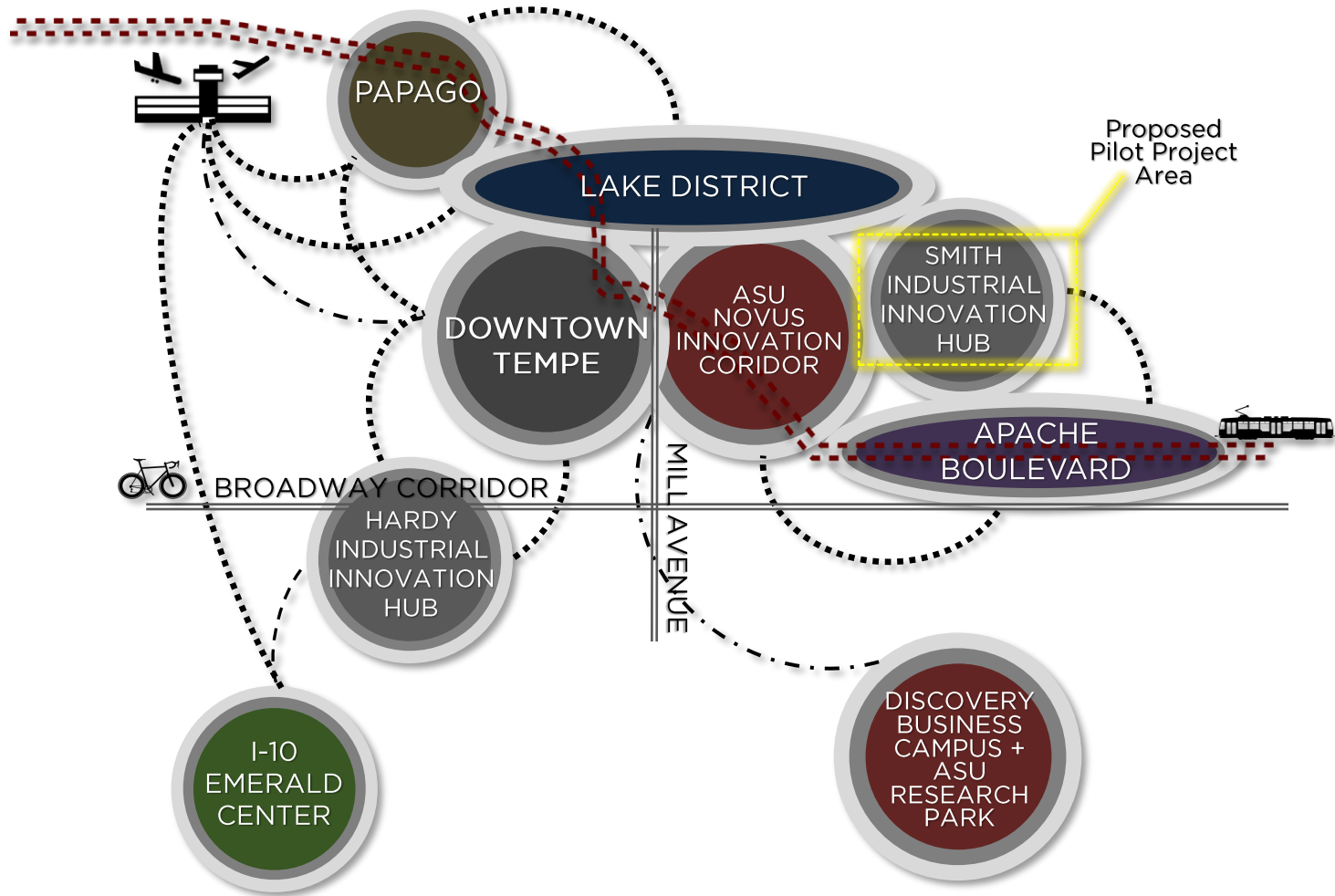
- Aviation, automotive, culinary, tech-sector, events, tourism
- Vertical mixed-use with retail, restaurant, residential, hotel

## TUCSON WAREHOUSE ARTS DISTRICT

- National Endowment for the Arts / Tucson-Pima Arts Council
- Post-industrial warehouse district caters to artists + tourists

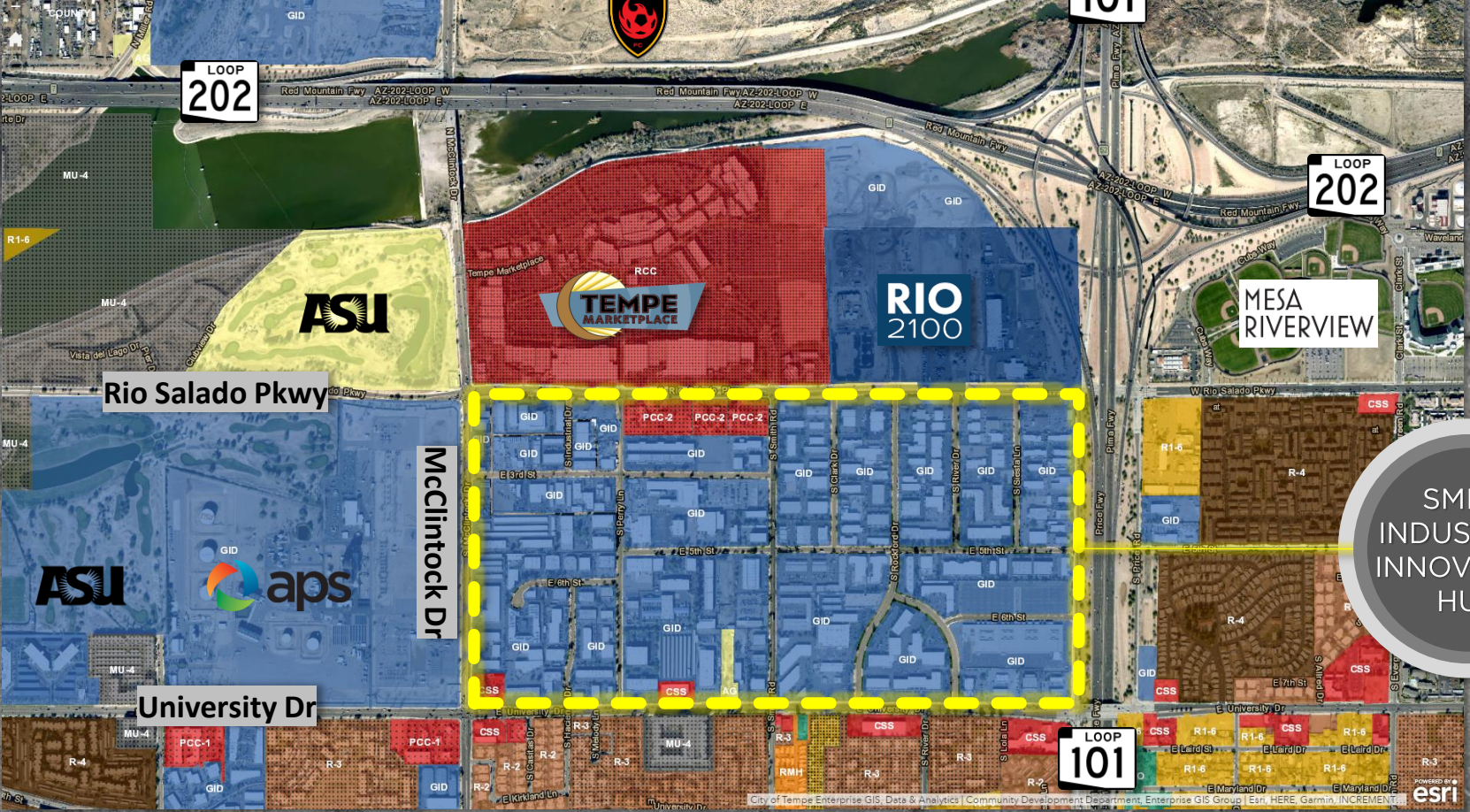


**INNOVATION HUBS**



# INNOVATION HUBS

Find address or place

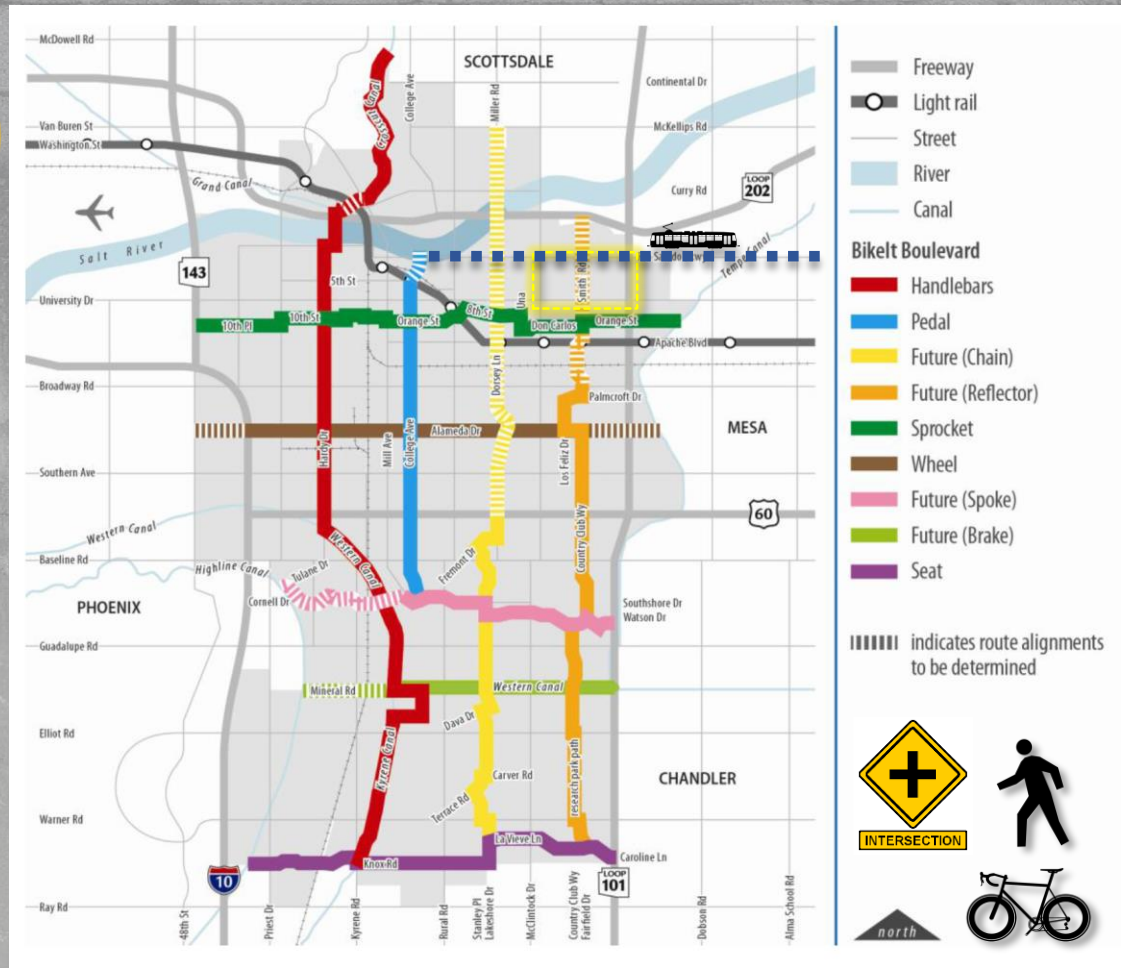


SMITH  
INDUSTRIAL  
INNOVATION  
HUB

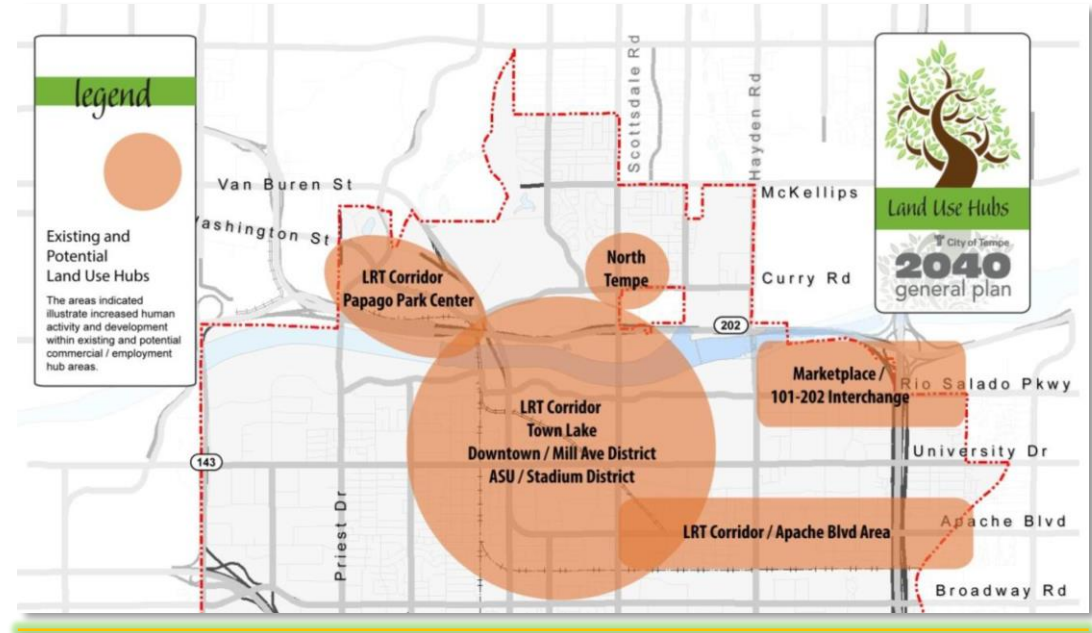
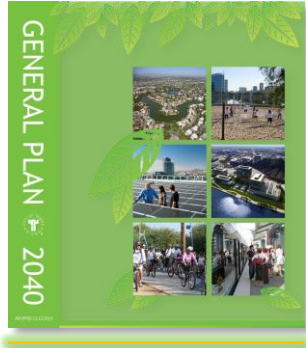
# TRANSPORTATION MASTER PLAN

2020 + 2040

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



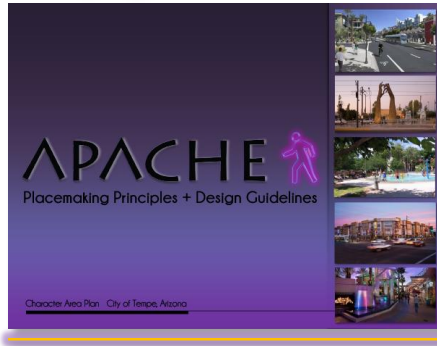
# TEMPE GENERAL PLAN 2040



- 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

# 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 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
- 10.4 Work with Economic Development staff to create incentives for property owners who maintain light industrial uses on the ground-floor and 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 AREA 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



## SMITH INNOVATION HUB POTENTIAL LAND USES



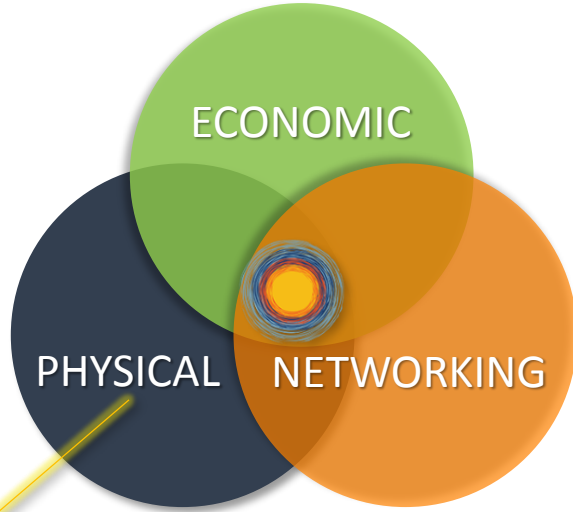
- Increases industrial inventory / available space
- “Marketplace / 101-202 Interchange Growth Hub”
- Adds compatible mix of office + residential
- **Light Industrial District [LID]**  
administrative and research industries, offices,  
and limited manufacturing opportunities for  
employment and protection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



**INNOVATION HUBS**



# INNOVATION ECOSYSTEM



- Raw / exposed building materials
- Lofty / industrial spaces
- Walkable ground-floor / screened parking
- Well-connected multi-modal transit options





# SMITH INDUSTRIAL HUB | AT A GLANCE



The **Smith Industrial Hub** in the Apache Character Area is apx. 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



**SMITH HUB**

**AREA GEMS**



**MarTek**  
*Always on Target*

**MarTek** specializes in providing new and refurbished wafer probers to semi-conductor manufacturers and testing companies in Asia, Europe and the Americas.

Designed to mimic the body's own physiologic electric currents, **Vomaris'** core technology platform employs embedded microcell batteries to generate electricity for wound and incisional care.

**VOMARIS**



**GMA Manufacturing** is a woman-owned small business specializing in the assembly of printed circuit boards, along with electromechanical box builds. GMA serves medical, military, aerospace and industrial markets.

**Adventurous Stills** is an award-winning small-batch craft distillery, where all spirits start from natural grains or molasses, and are wholly produced from grain to bottle by hand in the Tempe-based distillery.



A family-owned and operated company specializing in pure honey from the Sonoran desert, harvesting raw honey and bee pollen from over 1,500 private hives located throughout Arizona.



# AREA BUILDINGS WITH INDUSTRIAL DESIGN





# OPPORTUNITY 1

## Tech / Aerospace / Bio / Light Manufacturing / Auto

- **Smith Industrial Area** has a significant clustering of auto-focused tenants, with a presence of aerospace, biotechnology, light manufacturing, and tech innovators
- These businesses are **valued members of the Tempe community**, providing jobs and contributing to the tax base for key City services
- It is a City of Tempe priority to **retain and expand existing Smith Industrial Hub businesses**
- Tempe has an opportunity to build on this base by **attracting new innovators and educators**
- Opportunity to advance vision of **Urban Core Masterplan** [anticipated 2019]



# OPPORTUNITY 1

## Tech / Aerospace / Bio / Light Manufacturing / Auto

- A. Forge relationships with trade schools and auto-technician educators to:
- Encourage a presence in the **Smith Industrial Area**
  - Develop a pipeline of new-tech trained employees
  - Propel toward the **Tempe Achieve 65 Goal**
- B. Support + retain existing **Smith Hub** businesses:
- Component research, design, manufacturing
  - New energy source R&D and manufacturing
  - High-tech automotive manufacturing



**GATEWAY  
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE



**MESA  
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

**evit**



## OPPORTUNITY 2

# Smith Industrial Innovation Hub Pilot Project

The Smith Industrial Area is a redevelopment and public infrastructure improvement opportunity. An Innovation Hub Pilot Project will:

### INSPIRE

- Retention + expansion of innovation companies whose employees seek a lifestyle in addition to a workplace
- Attraction of additional creatives, innovators, and technologists
- Pedestrians, walking, and biking

### TELL THE STORY OF TEMPE'S ECOSYSTEM OF INCLUSION + CONNECTION

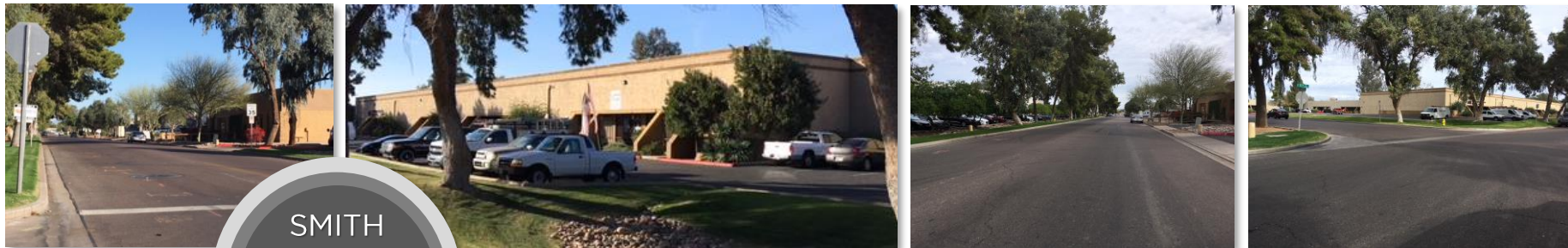
- Public investment in **shade + walkability** = support for area businesses and multi-modal transit
- **Public Art** and **Art In Private Development** [AIPD] which responds to the industrial area
- Other elements to connect pedestrians, employees, and visitors with the built environment





## OPPORTUNITY 2

# Smith Industrial Innovation Hub Pilot Project



SMITH  
HUB  
PILOT  
PROJECT

- **Smith Industrial Innovation Hub** becomes attractive to highly innovative companies
- Area **demographics expanded** to include creative employees, residents, and visitors
- One-story buildings with street-facing parking along very wide streets transformed into **better streets**
- Employment density + residential density **support future transit and streetcar expansion**

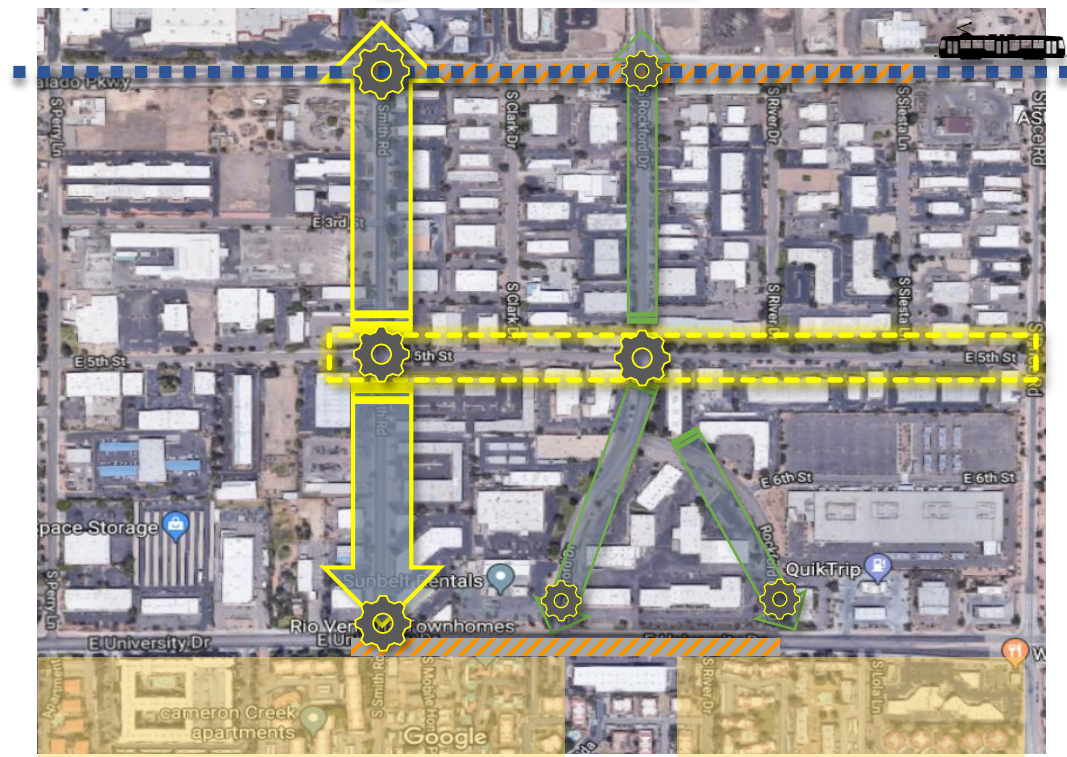
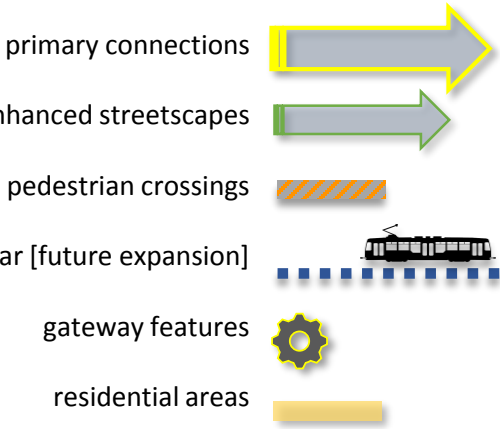


# OPPORTUNITY 3

## Smith Hub Connections



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





# ***INNOVATE TEMPE***

## **Urban / Accessible / Active Hubs**

- **Building on the *General Plan 2040* and *Apache Character Area* vision -- create an Innovation Hub Pilot Project within the area to attract technology companies, creative employees, and visitors**
- **Develop connectivity from the Innovation Hub Pilot Project to existing Tempe residents, while planning for new residential units to be added**
- **Forge partnerships with innovators and educators to begin to enhance the area's innovation base with additional technology, aerospace, biotechnology, and light manufacturing employers**



Safe & Secure  
Communities



Strong Community  
Connections



Sustainable Growth  
& Development



Quality of Life



Financial Stability  
& Vitality



# 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 *Congestion Mitigation and Air Quality Improvements* 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:** Upon **Innovation Hub** concept approval, Economic Development staff will conduct comprehensive 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. Additional Economic and Planning positions may be applied for through the budget process to further the **Industrial Hub** concept. Staff will return with **Council update** as projects come online.



# ***INNOVATION ECOSYSTEM***

- Arizona State University
- City of Tempe
  - Economic Development
  - Community Development
  - Public Works / Transportation
  - Community Services / Arts and Culture
- Discovery Triangle Development Corporation
- Tempe Business Community



# ***INNOVATE TEMPE***

