

**CITY OF TEMPE  
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 05/24/2022  
Agenda Item: 8**

**ACTION:** Request a recommendation for Maker District Design Guidelines dated May 2022. The Maker District generally encompasses the lands bounded by Southern Avenue, Kyrene Road (alignment), Broadway Road, and Priest Drive. The applicant is the City of Tempe.

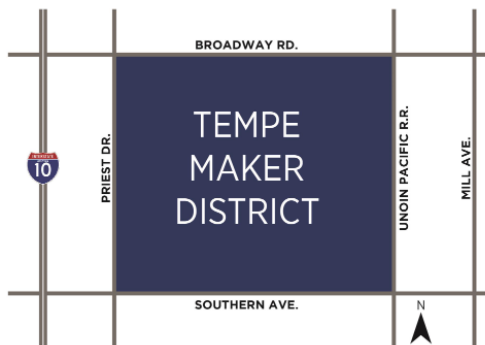
**FISCAL IMPACT:** There is no fiscal impact on City funds.

**RECOMMENDATION:** Approve

**BACKGROUND INFORMATION:** (PL220118). The Maker District covers approximately 1.0 square miles of land in the area that generally encompasses the lands bounded by Southern Avenue, Kyrene Road (alignment), Broadway Road, and Priest Drive. The District is gradually transforming from predominantly industrial and commercial uses into a mix of 21st century creative businesses, small-scale, high value manufacturing, and new residential developments.

The design guidelines document provides design goals and strategies accompanied by design and operational guidelines that are specifically tailored to the unique traits of the area to help in the design of public spaces, building design, open spaces, art elements, and public realm elements. It also includes various sustainability elements such as walkability, bikeability, shade, green infrastructure, and use of appropriate landscape treatments.

The design guidelines do not supersede any existing private property rights or legal processes, such as changes to land use, zoning, prohibiting use types and code compliance requirements. No changes to zoning or land use will occur from adoption of the Maker District Design Guidelines document. The design guidelines provide additional principles for consideration when a new development or enhancement is proposed within the boundaries of the Maker District. Existing entitlement for development on all properties within the city will remain intact.



Applicant	City of Tempe
Gross / Net site area	1.0 square miles (approx.)

**ATTACHMENTS:** Maker District Design Guidelines dated May 2022, Resolution

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Department Director:	Shelly Seyler, Interim Community Development Director
Legal review by:	n/a
Prepared by:	Ambika Adhikari, Principal Planner
Reviewed by:	Ryan Levesque, Deputy Community Development Director

## COMMENTS

This is a policy-level document which provides design and development principles, and it is non-regulatory. It is intended to provide guidance related to goals, strategies, and solutions for existing property owners, developers, and new businesses to rethink and optimize the development of the Maker District as it continues to evolve. The light industrial zoning near a myriad of Tempe's businesses, institutions, neighborhoods, and infrastructure creates a unique opportunity to transform this one square mile area into a synergetic innovation hub that can aesthetically blend light industry with arts, fabrication, work force/artisan housing, retail, office, and food-related uses.

Each design guideline consists of approaches and strategies to consider on a variety of topics, along with photos and/or diagrams to offer inspiration and guidance. The topics covered under each guideline represent issues specifically relevant to understanding and complying with the broader guideline and usually contain more detailed suggestions. While all projects are expected to meet and address the guidelines as a whole, every single guideline may not be applicable to every project.

The design guidelines synthesize existing studies, and City programs to provide guidance for design and planning in the hubs. They include a description of the character of the area and provide design and development principles and strategies to encourage new development to be consistent with the specific vision for the hub, to fit within the City of Tempe's aspirations. In essence, the guidelines prescribe goals towards a standard of design excellence. Not all the approaches and strategies will be relevant to every project. Applicants, staff, Development Review Commission, and other reviewers should use their judgement and discretion in determining which approaches and strategies are particularly applicable to a given project.

These guidelines address a variety of elements such as adaptive reuse, sustainability, and infill housing that can be used to enhance and amplify the true potential of the existing properties within the Hub. Many of the elements within this document achieve more than one objective and prioritize innovation and creativity. The goal is to promote an authentic transformation of the existing light industrial character into an energetic, innovative mixed-use ecosystem by maintaining and building upon the hub's unique characteristics and encouraging new uses that are complementary. It is not about displacing existing businesses; therefore, it purposefully incorporates, communicates, and celebrates existing and future successes in the hub.

The City has utilized the consulting services of Tempe-based Architekton to develop these guidelines.

## MAKER DISTRICT AT A GLANCE

The Innovation Hub Initiative was approved by Tempe City Council in 2018 to help spur economic development, enhance key employment corridors to promote new investment, job creation and placemaking that attracts and retains a quality workforce.

The Maker District is an approximately one square-mile area (600 acres) in Tempe, Arizona, bounded by Southern Avenue, Kyrene Road (alignment), Broadway Road, and Priest Drive. It is envisioned as an employment corridor to promote new investment, job creation, and emerging mixed uses including selected types of residential use. The general character of the built-up environment in the area can be considered that of established and stable industrial and commercial establishments with open spaces and new residential mixed use projects being developed.

In 2019, the City Council approved a General Plan Amendment application to allow residential uses in the entire district, and to change the land use designation for district from "Industrial" to a new "Mixed Use/Industrial" category.

The 2019 General Plan amendment and the outcome of several public meetings provide the impetus and guidance in the preparation of the Design Guidelines document.

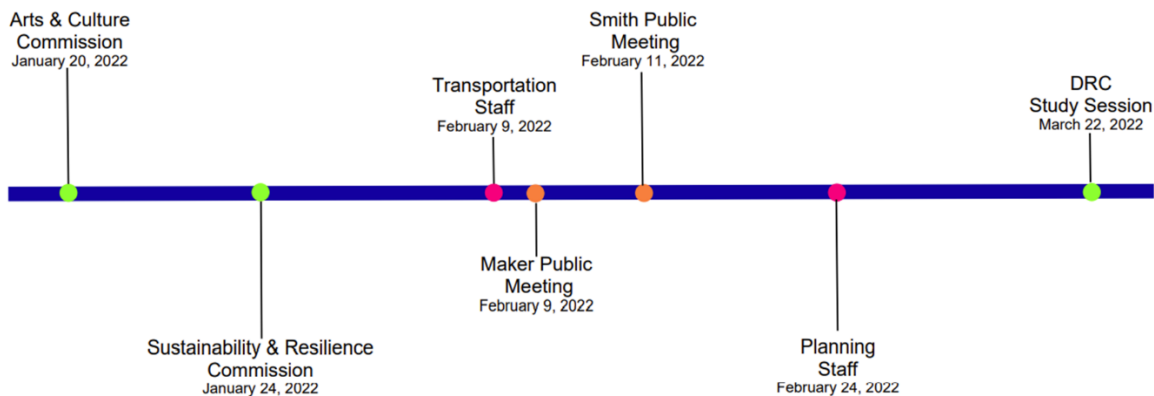
## MAKER DISTRICT DESIGN GUIDELINES DEVELOPMENT PROCESS

Staff and consultants reached out to many community members and stakeholders who have interest in Maker District design guidelines development. These include:

- Residents of Tempe [neighbors, property owners, etc.]
- Mayor + City Council
- City Boards and Commissions
- Concerned City Staff
- Business Community

Although the design guidelines development process began in October 2021, the public outreach started in January 2022 which included online survey, and virtual public meetings with the community members and stakeholders.

The following diagram summarizes the various meetings held and the respective dates of the meetings.



Area property owners, business community, and stakeholders provided valuable input through the many public meetings, public presentations, phone conversations and e-mails. The following list reflects some of the major themes received by the staff (not in any particular order).

- Plan and design to improve walkability and bike paths
- Utilize sustainable building materials and practices
- Enhance affordable housing when feasible
- Promote sustainability in planning, design, and construction
- Encourage mixed use developments
- Promote green infrastructure, construction, and passive systems
- Enhance shade, trees, and tree canopies
- Promote public art installation, gateway features and improved landscaping

Staff kept the public input process open throughout the plan preparation and development process. Interested residents and other stakeholders continue to have an opportunity to provide input on the plan through the project website, by e-mail, by phone and in meetings with staff. The public had three different opportunity to participate in online surveys.

In public meetings, several area residents have expressed preferences for the preservation of open spaces, shaded trails, and walkways, and increased residential and commercial development while preserving the lifestyle for the existing residents. At the same time, the residents also seem to be concerned about the potential of increase in home prices and rents that may be brought about by large new development which can impact the affordability of the housing in the area.

The Design guidelines were drafted on the basis of the public input, and the previous plans that are relevant to the area. Staff and the consultants will continue to entertain comments on the draft plan and revise it to reflect their additional concerns and inputs.

## **ADVANCING THE GENERAL PLAN GOALS**

The Maker District Design guidelines will serve to further the goals and objectives of the Tempe General Plan 2040, Land Use and Development Chapter, Community Design Element, Character Area Planning section; and to provide an enhanced policy framework and design principles to guide the design and planning processes for developments in the area.

## **DESIGN GUIDELINES DOCUMENT CONTENT**

The Maker District Design Guidelines document includes the following sections

- Sustainability
- Mixed Use
- Activating Public and Private Spaces
- Art Integration
- Building Design
- Gateways and Signage
- Multimodal Transportation, and Pedestrians

For each element, an introduction and goal statements are provided. This is followed by the list of specific design and operating principles to achieve the goals. Illustrative images for some the principles are also provided in the plan.

The planning and design goals and principles also refer to the many relevant plans and policies that the City has adopted. These include the Tempe Climate Action Plan (2019), Forestry Master Plan (2017), Transportation Master Plan (2015), and Tempe Parks and Recreation Master Plan Update (2021). Further, the principles also refer to the International Green Construction Code (IgCC, 2018), and Leadership in Energy and environmental Design (LEED) version 4 (2018).

Staff recommends approval of the Maker District Design Guidelines.

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## **ATTACHMENTS**

1. Draft Maker District Design Guidelines, Dated May 2022