



Broadway Maker District Design Guidelines

Public Input Summary – March 2022

I. Background

The City of Tempe is creating design guidelines for the Tempe Maker District, which almost a full square mile, of commercial, industrial and manufacturing uses. The entire area has been designated an Opportunity Zone.

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. 9 with 21 attendees.
- An online public survey was conducted from Feb. 9 - 22 on Tempe Forum with 61 responses.
- Postcards were mailed to the project area of Broadway Road to US 60, Priest Road to approximately Kyrene Road or Dromedary Drive, including businesses along both sides of Broadway Road.
- 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

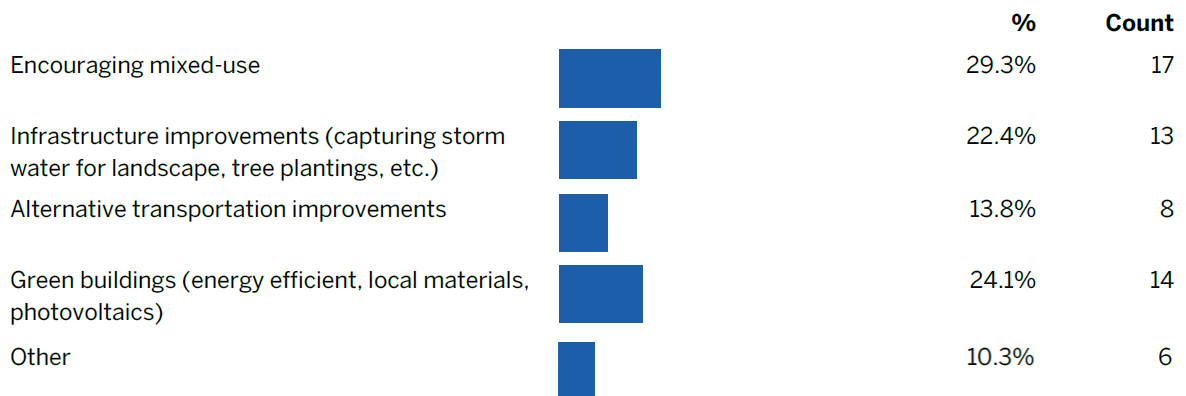
A total of 61 unduplicated survey responses were received.

1. Which best describes you?



- Other - Disability advocate who visits the District
- Other - I am a homeowner in Tempe
- Other - I am a resident near the District and I work in the District
- Other - I am a Tempe resident
- Other - I am an employee at a business in the District
- Other - I live in south Tempe.
- Other - I work in an ASU building in the district.
- Other - I work in the District
- Other - I work within the District
- Other - Tempe resident
- Other - Tempe resident that drives by there a lot.
- Other - Visit friends and family that live in the area.

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



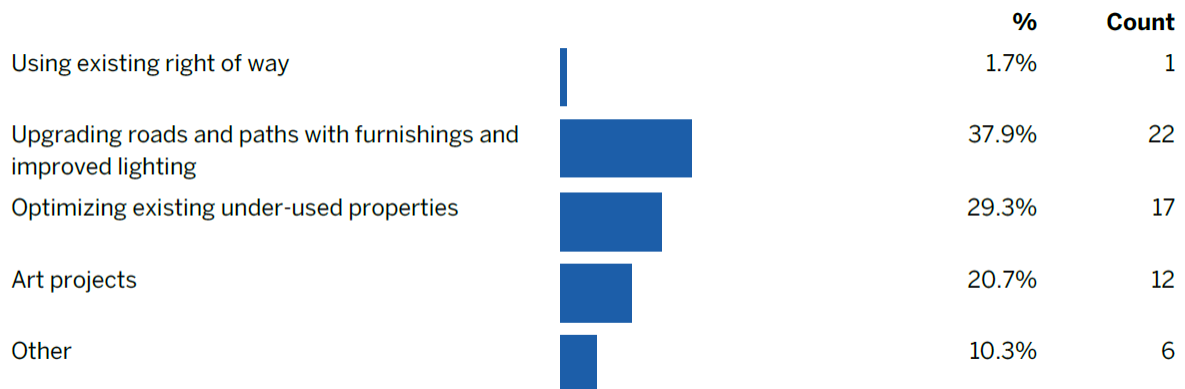
- Other - A combination of all of these will have the biggest impact
- Other - all of the above
- Other - Creating affordable housing for artists in this district
- Other - Increase transportation and access for people with disabilities
- Other - Lighting thoughtfully with respect to the night sky and street-level glare
- Other - The roads are in terrible shape. Tough to bike commute. Add lighting for safety.

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









- Other - Affordable housing.
- Other - all of the above
- Other - if it's truly "mixed use" then it will be a combo of all of these
- Other - I'm curious what projects private capital is willing to fund?
- Other - This question feels limiting and not framed well. Why would these be competing ideas? Why only one answer allowed?

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









- Other - Any of these with an artist contracted in the design phase
- Other - Do not understand terminology used sufficiently to feel empowered to answer question.
- Other - Personal
- Other - Roads and lighting. I don't know what "furnishings" means.
- Other - Tempe systems
- Other - Upgrading roads and paths for walk- and bike-ability with improved "not brighter or whiter" lighting.

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

		%	Count
Promote artist studio space		13.8%	8
Encourage artist housing		22.4%	13
Create performance spaces		8.6%	5
Develop residency programs for artists in existing businesses		17.2%	10
Public art installations		29.3%	17
Other		8.6%	5

- Other - all of the above
- Other - all of these are essential to create true integration
- Other - All of these. of course.
- Other - Build affordable housing.
- Other - Find out what art people are willing to invest their own dollars in.

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

		%	Count
Allowing increased height and density		45.6%	26
Sustainable building principles		75.4%	43
Maintaining & enhancing existing building character		47.4%	27
Developing guidelines for the appearance of new development		52.6%	30
Designs to improve walkability		77.2%	44
Other		12.3%	7

- Other - Aerial views show is area has almost no rooftop solar - but an abundance of clear, flat roofs to put it on
- Other - Why would folks generally know what you are asking. define more and ask better questions.
- Other - Whatever encourages private capital to want to invest.

7. What makes the Tempe Maker District unique?

1. ASU natural history collections
2. Close proximity to long standing historic music institutions and surrounded by lots of established neighborhoods.
3. currently Hardy is mostly a driveway for the milkplant and their truck traffic. Not walkable and bikeable only if you do not fear death. After 3:30 PM, southbound Hardy drive and Roosevelt turn into a parking lots with extremely high pollution and frustrated drivers. This lasts for about 2 hours. Suggestion,

on Hardy and Roosevelt, replace ALL lights with roundabouts, and add some in between.

4. Difficult to say, it seems dominated by dilapidated strip malls and processing centers. Hopeful this initiative will indirectly address issues of crime, homelessness, housing scarcity, and lack of any real reason to venture to this area. Seems like a good chance to connect neighborhoods and add character to this area.
5. Enhanced designs showcasing industrial nature of the district.
6. I don't know.
7. I think this is an adjunct to downtown Tempe, but promote local/ artisanal/ and small entrepreneurship. I would love to see Bars and restaurants along with performance spaces. I think you could create shared spaces like the churchill in DTP as well.
8. It has potential to be very bike friendly. The bike only access across the tracks at Alameda makes biking a superior commute, however I could see women and other weak people fearful of using that access due to the presence of homeless and the somewhat isolated feel. Roads are somewhat beat up and bikes need to be aware of all the dairy traffic. Restaurant and gym density is kind of light. Probably going to be tough to attract the hip crowd without also attracting some food and recreation.
9. It is actually in the middle of a greater Tempe, close to ASU (geographically and otherwise), residential area. And many people work here.
10. It is an industrial district that has potential for a lot more simply based on its proximity to downtown
11. It represents several aspects of the northern and southern parts of Tempe and is a big opportunity to redefine the city.
12. It would be great to work with buildings that exist, instead of giving tax incentives to big out of state builders to profit.
13. It's already an interesting mix of different industries and has some potential to become more sought after if that diversity is accentuated towards more up-and-coming trends.
14. It's central location to different styles of Tempe
15. It's close to residential and commercial locations, and has the potential to be an exciting, arts heavy, cool as heck place
16. It's complete lack of residential and end-user retail, which is a feature, not a bug. It's an island of light-industrial tranquility.
17. It's location
18. Its vacancies and its location between north and south Tempe
19. Low key, relaxed environment, open skies - doesn't feel congested like traditional commercial or residential tracts. Lends diversity with light industry doing its thing within the community, creates an offbeat chill vibe in contrast to more distilled places like downtown Tempe and lakeside development. Really peaceful at night. Adjacent to Danelle Plaza.
20. Milk processing facilities and other local businesses in the area.
21. 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. With the unique combination of walking and biking distance from ASU and the surrounding residential space (and with the added benefit of noise reduction), I think this would be a great spot for an arts culture to thrive in Tempe. Very exciting!

22. Nothing at this moment but potentially this area could become artistically enormous to our city
23. Opportunity to use current buildings & warehouses to provide space for artists to work and display their work; space for performances while recognizing the need to protect vibrant nearby residential areas.
24. repurposing existing property and buildings. Closeness to ASU. It's not remote or distant but is right here and is served by Orbit.
25. Right now, I feel the district doesn't feel very unique at all because it doesn't really have an identity. It just "exists".
26. Tempe has the chance to take advantage of the under utilized industrial space and turn it into an attractive hub for creatives, which is the future in the economy.
27. The different social (age), ethnic, etc...groups reside in &/or near the location in question.
28. The Maker District has the potential to become something quite special, if some vision is given. Right now, it already includes the ASU Natural History Collections (on Alameda between Roosevelt and Hardy) and ASU is set to increase its footprint in that area (new Facilities building recently opened). At the same time, there are some interesting small business and studio spaces in place that can grow if encouraged. One of these is the Jonathan Robbins Bakery off of Hardy that has *exceptional* pastries, but is not well known at all. There are other gems like the Honey business. What is most missing is -- bikeability / walkability, shops / restaurants (other than fast food), and nearby affordable housing. With the housing crisis in Tempe, there is a key potential to expand high-density housing in this region, building up the existing attractions like the Natural History Collections and making it a destination to both live and work in Tempe.
29. The mixture of developers of single family homes, HOAs, far enough from ASU to be quieter, but still have a wonderful diversity of people, everything from blue collar, students, faculty from ASU, other advanced degreed folks who live nearby, lots of cyber intelligentsia, lots of different faiths, ethnicities, children, animals, walking distance to grocery stores, home improvement centers, pharmacies, restaurants, fast food close by. We have 3 parks within 1 mile: Kiwanis, Clark which has a dog park, and Dwight for quieter family get togethers.
30. The sheer number of places that make things
31. The Tempe Maker District is filled with many different types of large and small businesses. Some have been around for decades that many people don't even know about. I think highlighting and beautifying this area will attract new businesses while also creating more opportunities for long time businesses.

32. This district is surrounded by established residential communities and sits adjacent to ASU. These proximities make it ideal as a walkable/bikable destination for galleries, work/live spaces, breweries, maker spaces/markets, performance venues, and green spaces. Also, it is optimally connected to Danelle Plaza and the creative culture that has sustained generations. I hope Danelle Plaza is taken into consideration as part of the big picture when design of the Maker District is underway.
33. This is an underutilized space that could further the artistic, musical and creative community that has been priced out of the Mill Avenue area in the recent past.
34. Too much traffic

8. Are there any other things about the Tempe Maker District that we should highlight or any other things the design guidelines should cover?

1. Add a protected bike lane to Hardy as well as more trees for cyclists/pedestrians. Also, the transition across the railroad on Alameda should be considered for improvement, namely making the space between the metal bollards wider to accommodate cargo bicycles.
2. As an adjacent resident/property owner I'm cynical about plans to pack more high-density student apartments along the RR corridor. The idea of encouraging affordable artist studios, and craft makerspaces (even simple ones like climate controlled storage unit-style rentable workshops) is great, and local storefront restaurants would compliment that as well. It should not turn into another high-rent residential district that push out other use - like the former Roosevelt Row in Phx, where it's called an "arts district" but few artists, makers, or galleries can now afford to participate. Also, in general, it would be a good idea, for vehicle and pedestrian safety, to reconfigure the sidewalk geometry to actually accommodate existing truck use (inadequate turning radius abound).
3. ASU's Natural History Collections.
4. Don't make it a new community, make it enhance the current community (like Danelle Plaza. Connect that existing art and culture hub to the downtown area using this district).
5. Every roof needs to have solar. Every intersection need to be a roundabout with plants.
6. Extension of Alameda across I-10 as a pedestrian and biking corridor.
7. Help start up business
8. Highlighting and restoring some of the old mid century modern designed buildings (like those in Danelle Plaza), supporting and showcasing existing small businesses and allowing for public art should all be a priority.
9. I believe that the city should support existing arts and music scenes and small businesses, such as Danelle Plaza. I also believe that installing public art in the area should be a priority.
10. I do not support increasing the height and density of The District

11. 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.
12. I think there should be special attention given to transition spaces between walking/cycling areas and access for delivery vehicles to be visible and safe.
13. I think truly affordable work and living space (think how Artist-in-Residence lofts transformed Soho in NYC in the 1970's) is crucial.
14. Landscaping using native plants can conserve water and promote natural beauty. We live in an amazing environment. Let's celebrate that in our infrastructure development.
15. Lets keep it bright and colorful. we need some more of that in the city!
16. My apologies if this was already in there. Somewhat big brotherish but how about video surveillance? Heat island mitigation? White pavement? Reduce the amount of pavement? White rooftops? A supervised public shooting range (nothing like well trained, armed, law-abiding people)? Electric vehicle charging stations. Caged bicycle parking with recharge for electric assist bikes. A high level of disabled citizen access. Off street bike lanes, or at least solid curbing separating bike lane from roadway. The problem with just painting a stripe is vehicles sweep all the road debris into the bike lane. No bike lane is better than a striped bike lane. Frequent designated pick-up/drop-off points for rental scooters. Recreation...I wonder if looking at Intel's Chandler plant to see what employees do after work would give ideas. What other companies have facilities and what really gets used? Mesa put in an incredible bike park that gets used by all ages. Stuff that not only the employees want to use, but draws their families in and people from around the community.
17. No
18. No thanks
19. Noise and pollution regulations regarding shipping and processing activity, especially as it relates to high emission vehicles like HD trucks, etc. Limitations on businesses like pawn shops, payday loans, cash for gold, liquor/convenience stores, dispensaries. Requirements for mature native tree and foliage.
20. Please consider and respect the connection of the area to Danelle Plaza and the rich culture and characteristics that make up this side of Tempe. There is a unique personality that has grown organically in this area that should be celebrated and nurtured before all of the locals are priced out of the neighborhood. Help ensure Tempe is accessible, equitable, diverse, and maintains its weirdness. Tempe doesn't want to look like Gilbert or Scottsdale or Phoenix or, God forbid, Mesa. For those of us who actually live in the hustle and bustle of Tempe, this is amazingly important. And PLEASE don't let this project go sideways like the IDEA campus and hype up the connection to arts & culture then leave those representatives out of the entire conversation and planning. Deplorable.
21. Pocket parks, gathering spaces.

22. Potential for lots of things. Manufacturers of all manner of goods, places to enjoy music, art. Potential for N/S rail on our UP RR freight rails, Potential for N/S Multiuse paths from Tempe Beach to Chandler.
23. Remember not just Tempe, due to close proximity to ASU, we have the country looking & watching us grow...We need to remember that.
24. Respect that the existing business owners, they are an important and productive part of our community. Don't undermine the established character of the location by incorporating dense apartments, work with existing business owners to see if housing might assist them and educate how to get it done. Possibly tuck in diverse affordable housing opportunities in association with the existing businesses from one bedroom studios to multi-unit - show business owners how they might gently tuck in housing into existing arrangement, like nests, that will benefit the existing businesses own needs. If dense housing is incorporated wholesale, it'll mess up the opportunity. Make sure those places in the district that are traditionally noisy, stay noisy - this is an asset, and helps add to the diverse options available for creatives and light industry - don't create problems by incorporating incompatible residential in these specific areas, protect and build on them. Work with Historical Preservation office to identify special opportunities for building and character preservation opportunities - don't make this another distilled wasteland like downtown Tempe. Build on findings within the Arts and Culture Plan, many opportunities can be realized (including integration with Danelle Plaza arts scene) - work closely with Arts & Culture Staff on how to best facilitate, add staff to help focus on creative entrepreneurs in Tempe (in other words don't overwhelm staff with added work) this is laid out in both General 2040 and Arts & Culture Plan. Many in the community already feel misled by development projects that aggressively signaled that they'd nurture community arts and culture, but ultimately did not (including The Farmer Arts District and the IDEA Center) undermining trust within the local arts community - let's improve transparency and not build on this history. Definitely more tree canopy, and lean into bikes - great opportunity for some of the adaptable transportation solutions being explored by city. Work with existing businesses on public art that showcases their technology and business, generic and disconnected public art isn't helpful. Potentially see if roof tops and streetscapes can be coordinated into a large scale vertical art installation visible in Google Maps helping to define the district visually. Work closely with ASU Herberger to better understand what's limiting graduates from establishing themselves in Tempe following graduation. Work with ASU Herberger Design for exploring student projects and temporary test concepts - use it as a lab. Leverage existing local small business, music and arts scene at adjacent Danelle Plaza as a gateway or interface for the Maker District - great existing opportunity to support local live music, arts and culture that already reflects our community's heritage and identity. Thanks for reading this!!
25. Responsible lighting should be a major priority; warm, shielded, and dimmable LED lighting allows for the best of both worlds in terms of energy efficiency / CO2 emissions and safety, health, and a sense of community. It would be

remarkable for the Maker District to lead the way in truly night-friendly lighting in Tempe.

26. Solar panels, affordable spaces to work and live in
27. Specifically along Hardy and around Alameda, special consideration should be given to ensure large truck access is still available for existing businesses. Over 100 milk tankers per day drive in and out of the UDA plant and need to be able to maneuver without obstacles.
28. The abundance of large trucks in the area is at odds with a vision for a more liveable District space, but presumably this is also necessary for the existing warehouses. Ideally those warehouses could move to the outskirts of the Phoenix Metro, to allow for more liveable spaces here in the center of Tempe. Then this can become 'the former warehouse district' with a lively arts, music, and culture scene. The potential for this is high. But again, planning and vision will be key.
29. The city must do something to help provide affordable housing for artists. We've reduced the city's local music venues from 42 to about 4 over the past several years. Tempe Maker District should be an area for makers and creatives to live and work to help improve life in Tempe.
30. The guidelines should include a recommended (or required) landscaping plant list and should prioritize planting native Sonoran desert plants, which would support the city's climate action plan and sustainability goals, and support biodiversity. Incorporating native plants into the landscape supports native insects, which are the key to a healthy and productive ecosystem. Wouldn't it be great to see more pollinators and other small wildlife in our city?
31. The survey feels limiting (one word flat response, e.g. hotels) and non-inclusive. It uses terms that are not broadly known, having specific use in planning. And there is no clarity on what this means for residents.
32. Would be wonderful to have a new park here as there really isn't a park nearby that is within walking distance of so many residences.
33. Would love the design aspect going forward to match the Arizona landscape. Character touches with desert plantings and not all the high rise built stuff. Look to how they updated the vintage strip malls along Camelback, and the Arcadia area. They integrate restaurants and shops that are local owned with the neighborhoods. It's successful, and attracts great tenants if done right.:white_check_mark:

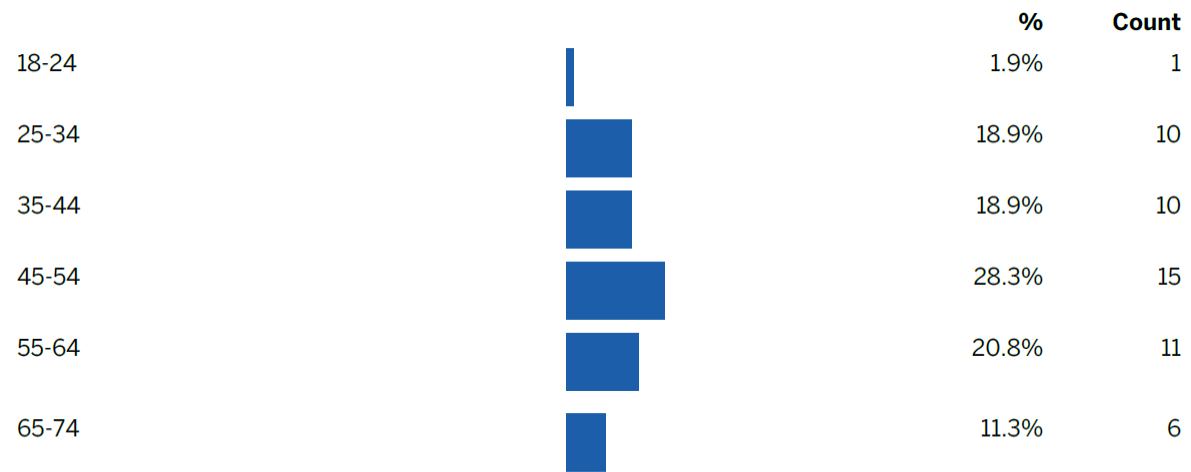
9. Race, select all that apply



10. What gender do you identify with?



11. What is your age?



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

