

# Midtown Campus Project

Design Guidelines for Visioning Phase

# Guideline Overview

We received 2,234 surveys! And, we had 180 participants who contributed 971 ideas using our online collaboration activities. These guidelines reflect our analysis of all this information and data, as well as considering the Resolution and prior research such as the RE:MIKE effort and Culture Connects.

This document provides a list of uses for the SFUAD and surrounding properties divided into 3 types: Support, Neutral and Not On Campus.

Additionally, we have identified 5 themes that are optional for your consideration.

An appendix provides additional details from the research. If you want other information, please contact Matt Brown at [mpbrown@santafenm.gov](mailto:mpbrown@santafenm.gov). My team and I will strive to provide it to you.

Thank you all for your passion, talent and collaboration! This can truly change the future in positive, powerful ways for all of Santa Fe and beyond for generations.

# Survey Questions

| Survey Questions Regarding Different Uses  | Short Version             |
|--|---------------------------|
| Maintain Greer Garson studios for film and tv production and to support film education   | Studios                   |
| Expand Greer Garson studios, such as adding post-product facility, a mill, offices and/or extra stage to increase film, tv and other media production  | Studios                   |
| 4-Year College/Bachelor's Degrees  | Higher Education          |
| Maintain and/or improve Greer Garson theater for performing arts such as music, dance, lectures, and plays   | Arts Theater              |
| Modern, 21st Century Library accessible for whole community including books, computers, learning spaces, educational programs, online tools, etc.  | Library                   |
| Vocational/Certification/Badging/Training for a wide range of skills applicable to different industries  | Higher Education          |
| Maintain and/or improve The Screen movie theater   | Movie Theater             |
| Maker space (places where people gather to create, invent, and learn with a range of equipment, tools and supplies like 3D printers, motion capture, sewing machines, software, electronics, craft supplies, etc.)   | Maker Space               |
| Continuing education/Professional education/Adult Education  | Continuing Education      |
| Affordable workforce housing   | Workforce Housing         |
| Tech hub and tech transfer (place where students, residents and businesses can learn about, access and/or create new businesses with new technologies, especially from national laboratories and universities located in NM).  | Tech Hub                  |
| Studio space and/or live-work spaces   | Live/Work Housing         |
| Co-working space (membership-based workspaces where diverse groups of freelancers, remote workers, and other independent professionals work together in a shared, communal setting that may include computers, presentation tools, desks, conference rooms, food, places to sit and relax, etc.) | Co-Working                |
| Post-Graduate/Master's Degrees/Doctorate/Law Degrees   | Higher Education          |
| 2-Year College/Associate's Degrees   | Higher Education          |
| Keep and promote use of the outdoor amphitheater   | Amphitheater              |
| Innovation and entrepreneurship support such as business accelerator, education, financial sources, incubator  | E-Ship Ecosystem          |
| Open spaces such as a park, pleasant areas to sit, walking paths, etc.   | Open Spaces               |
| Community garden   | Community Garden          |
| Commercial kitchen for use by residents, nonprofits, entrepreneurs, small business and educators   | Commercial Kitchen        |
| Local retail such as locally owned shops and cafes   | Local Retail              |
| Dog park   | Dog Park                  |
| Government Offices option 2 – move some government services such as land use, business permitting, youth and family services   | Gov't Offices (small)     |
| Office space   | Office Space              |
| Government Offices option 1 – move city hall and many other city services to the property  | Gov't Offices (city hall) |

If more than one use shares the same Short Version name, you can consider them to be equivalent. For example, Studios refers to both Maintain and Expand Greer Garson. These two options rated and ranked 1, 2 or 3 in all segmentations of the data we examined.

# Uses

Support, Neutral, Not on Campus

# Support: Uses that **should** be included on the property

## 1. Studios:

- While Maintain and Expand were both very high, we recommend most or all design teams favor the “Expand” option in their visioning.

## 2. Higher Education:

- 4 year College was #3 in Ranking and #5 in Rating. Vocational and Continuing education all rated and ranked in top 10. Disregard 2-year College for design purposes. Hispanic/Latino respondents slightly preferred all forms of Higher Education than the rest of respondents.

## 3. Arts Theater

## 4. Library

## 5. Movie Theater

## 6. Maker Space

- This should be a large maker space. 10-40,000 sq feet. Equal to or twice the size of [FUSE](#) in ABQ.

## 7. Workforce Housing:

- Housing Ranked #10, but only Rated #17. Possible explanations include 1) picking housing because there were numerous education options, and 2) participants may want housing, but not necessarily on campus - elsewhere in city or Midtown LINC. Also, we notice in comments that housing is often connected to a theme (i.e.: housing for students and faculty for higher education, or for crews and staff for film industry). Hispanic/Latino respondents statistically are less favorable, being nearly neutral on the use.

## 8. Tech Hub

# Neutral: Uses that **could** be included on the property

For these uses, we believe the community would like them on the property. However, they would not want to sacrifice the success of the “Support” uses by doing so. Please try to incorporate any or all of these into your visions, if you think it reasonable to do so.

## 1. Live/Work Housing:

- It is unclear if people were voting more for the studios or the live/work spaces contemplated in the question. Therefore, assume both are desired.

## 2. Co-Working Space

## 3. Amphitheater

- This Rated very high (#5), but Ranked much lower (#16). Despite the passion for it, when forced to choose, most people selected the amphitheater near the bottom. Therefore, we put it in the Neutral level. No other use had such a high degree of variance.

## 4. E-Ship Ecosystem:

- This item may rationally connect with the Tech Hub and Maker Space from “Support” uses.

## 5. Open Spaces

# Not on the Campus: Disfavored Uses

## 1. Community Garden

- This could be incorporated into your designs. It just missed being in the Neutral category.

## 2. Commercial Kitchen

## 3. Local Retail

- Community may be expecting local retail to be developed on St. Mike's, rather than the property.

## 4. Dog Park

- Controversial. We assume the small support is from dog owners.

## 5. Gov't Office (small) and (city hall)

- Bottom of the list. Hispanic/Latino community liked it more than the norm, but still ranked them #22 and 23 out of 25.

## 6. Office Space

1. Higher the income, the more this was desired. But it all added up to being #24 in Ranking and last in Rating.

# Themes

Higher Education  
Center for Entrepreneurship  
Film and Emerging Media  
A New City Center  
Center for the Arts

The following is just a short summary of 5 different themes.  
There is additional information related to each in the  
verbatim comments we will provide in a separate  
spreadsheet.



# Higher Education

**Here is a selection of quotes from the online collaboration activities.**

“We were talking about wanting a real, state (public) university on the property and not parsing it out to many different things.”

“A strong University presence always has the effect of uplifting the surrounding area. You see it all over..... Campus get surrounded with offices, research, enhanced medical, quality retail, etc. It's a driver for development. I would add that SF Com College might find advantages to add some courses/facilities here, too. But again, first, look for an anchor tenant that can use existing dorms, theaters, class buildings, etc.”

“We need a real university in Santa Fe, and in order to rehabilitate the surrounding neighborhoods such as Bellamah and the area off of Osage by St. John's church.”

“I would like to see a collaboration or partnership with UNM or NMSU to establish a college or university that concentrates on STEM curricula. By using SFUAD campus for academics, we would limit the cost of repurposing the land. Also, a partnership with an accredited university would reduce the financial, administrative and logistical resources needed to start a project of this magnitude from scratch.”

# Center for Entrepreneurship

**Here is a selection of quotes from the online collaboration activities.**

“While art is VERY important to Santa Fe, we already have a broad range of museums, art locations, etc. This site should be focused on technology and business development focused on growing good paying jobs and industry in Santa Fe and NM overall.”

“Classroom space for a program where students actually start and run a business over two semesters. The goal is to produce an operating business that can be duplicated easily. Taught by entrepreneurs, students do everything from visiting the right govt. offices to opening a business bank account, to (potentially) signing a lease for a space, to opening the business and staffing it. Eventually, the business is sold or a core group of students continues to run it on behalf of all.”

“The city could provide a fixed period (10 years for example) in which new businesses could operate on the property without having to pay taxes. This would help stimulate entrepreneurship”

“The presence of the college must be such as to attract new businesses to the campus and the midtown LINC project. These businesses should be in areas that provide real career paths that will attract educated workers to Santa Fe and new pathways for students in Santa Fe's high schools. Hence, the programs of the college and the nature of the businesses it attracts and partners with are closely linked. New businesses should also be linked to Santa Fe's high schools, providing paid internships and training opportunities and career paths for high school students who may not go on to college.”

“Focus on tech start ups. Could link with film industry. With Presby. Hospital coming maybe some work on innovation in healthcare or in the solar industry.”

“Not bad to have City govt offices in the mix, ideally those that support the economic dynamism of the rest of the area. A one-stop-shop, for example, where an entrepreneur could immediately file forms to incorporate a new start-up, access information about regulations, etc”

# Film and Emerging Media

**This topic had the most comments, other than housing, in the online activities. Here are just a few quotes from the online collaboration activities.**

“Film as the focus with the city as the anchor tenant but only putting city services/offices that are related to education and business there on site to support the Film Focus.”

“Film is the focus of all education, of the startups and entrepreneurs and of the public/private partnerships etc that are created and supported by the campus.”

“Reasoning: Film production is expanding as TV and traditional movie industry is being disrupted by Amazon and Netflix productions etc. Other cities have been successful doing this. SF needs to capitalize on this as the campus has amazing equipment etc.”

# A New City Center

**Here is a selection of quotes from the online collaboration activities.**

“Make the campus a place people want to go to and hang out in. Dog park, gardens, performing arts, night life, food, restaurants, maker space, Central Library - almost everything except a large university presence.”

Education “envisioned on a much smaller scale – e.g. ongoing education for seniors, internships and mentoring for high-school age, music and theatre classes, art classes for adults and kids, courses not geared towards a 4-year degree or any sort of degree program.”

“I really hope they incorporate the idea of INTEGRATING all: industry (film, tech) with education levels, with Pueblos, with senior citizens and children, with the disadvantaged (homeless, low-income), athletics.....a great space for ALL levels of Santa Fe.”

There are ample comments in this and prior research about how the community supports and desires more for the Arts, including public art, art shows, art education, art facilities, lecture series and film series. We received extra emphasis on the performing and visual arts in the online activities. Here is a selection of quotes.

“I would like to see this remain a performing arts facility. There are many theatre companies in Santa Fe who do not have a "home" and with collaboration with other performing arts in town, this building could be a thriving live arts center. The theatre was a gift to the City and it should be maintained and supported as a theatre space.”

“So many of the local theatres have tiny tiny performance spaces and some probably can barely afford to rent an office or a performance space. Benildus [sic] could house a great many of these theatre offices, offer a "black box" type of theater. There could be greater collaboration between groups to create large events in the Greer Garson Hall.”

“Support a vibrant performing arts scene by maintaining and making available facilities for music, theatre, and other creative arts.”

# Appendix

Demographic Information

Additional Features

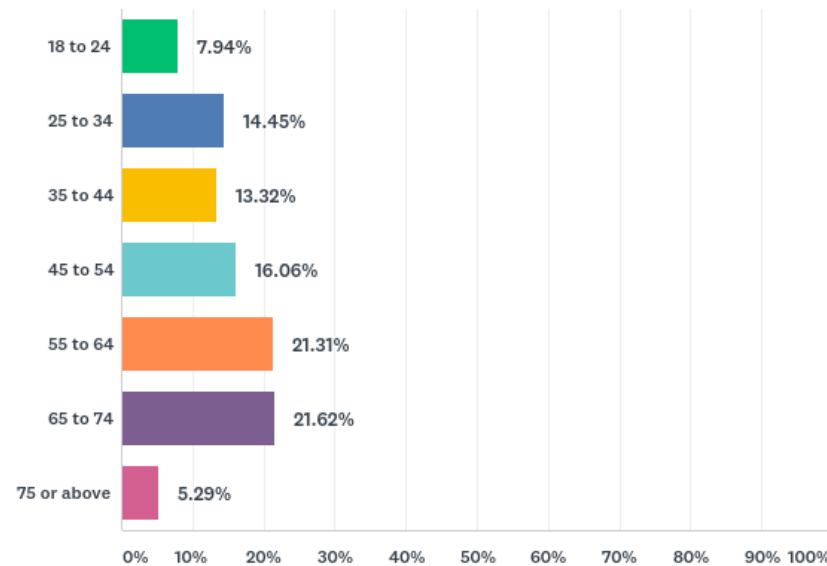
Demographic Variations

# Demographic Information

**Gender:** Female (59%), Male (38%), Decline (2%), Other (1%)

**Ethnicity:** Non-Hispanic White (65%), Hispanic/Latino (17%), Decline (10%), Multi-Racial (5%), Native American (3%), All other (6%). This totals 106% because people could choose more than one ethnicity.

## Age Break Down



# Additional Features: Prefer Cleanliness and Sustainability

| Feature  | Strong Support |
|--|----------------|
| Make and maintain property clean and in good shape   | 67%            |
| Promote environmental sustainability, such as adding solar power and/or new water reclamation systems  | 59%            |
| Make property more beautiful such as nicer entrance, trees and green spaces  | 47%            |
| More bike and pedestrian friendly  | 47%            |
| Keep and/or increase public art  | 43%            |
| Promote social equity such as job training in commercial kitchen, improved public transportation to property, increased access to services from city and/or nonprofits | 34%            |
| Increase physical connection to the surrounding areas such as a more visible entrance and easier access to local shopping centers on St Michael's and Cerrillos        | 33%            |

Note: If we add together Support and Strongly Support, the lowest score is 64%. Bike and Pedestrian friendly goes to the top 3.



# Demographic Variations

The following represent variations among different ages, neighborhoods and ethnicities. This does not affect the Uses priorities set forth above, which consider these variations.

# Neighborhood Variations

There is very little difference between the proximal neighborhoods and the community at large.

The proximal neighborhoods and residents of SFUAD:

- Tend to Rate a use slightly higher than the norm, perhaps suggesting more overall enthusiasm for improvements to the property.
- Had 9 of the same top 10 in Ranking.
- More strongly favored the Library (Rated 7.3 out of 9) than other residents (6.8).
- Favored local retail more strongly than the norm, but still was neutral on that use for the property.

# Age Variations: Under 35 Compared to 55-74

Under 35 more strongly favored:

- Three Higher Education: 4 year college, 2 year college and post-graduate
- Maker Space

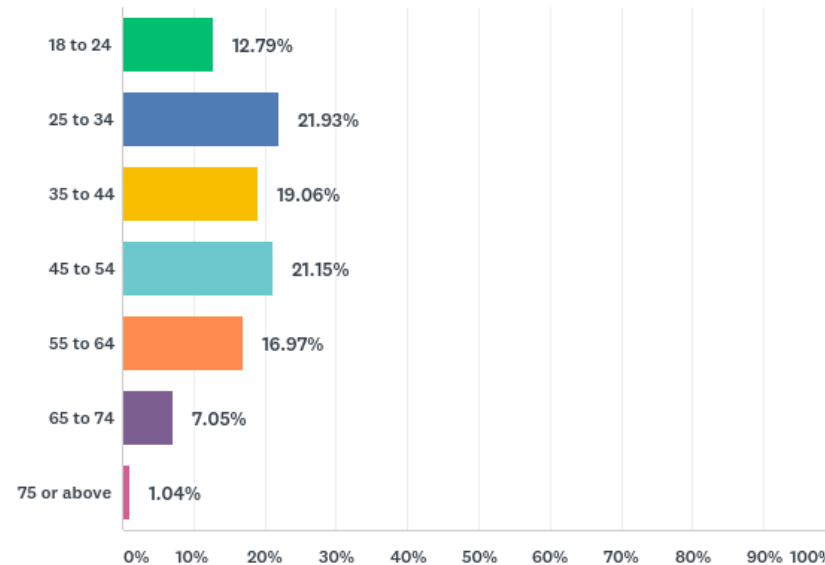
Under 35 disfavored moving Gov't Offices and creating Office Space even more than older demographic.

Each age demographic (18-24, 25-35, so on) slightly favors Open Spaces more than the prior.

# Ethnicity Variations: Hispanic/Latino to All Others

## Hispanic and Latino:

- Strongest group in favor of Higher Education, including ranking Post-Graduate and 2-Year College in the top ten.
- Ranked Workforce Housing 4 levels below the norm
- Significantly lower on Live/Work Housing than rest of respondents
- Somewhat lower on Co-Working and Community Garden
- Younger on average than all respondents. See below.



# Final Thoughts

We recommend reviewing all of the links on our site at [https://www.santafenm.gov/midtown\\_campus\\_project](https://www.santafenm.gov/midtown_campus_project).

Most germane is the RE:MIKE, NCS and Culture Connects information.

A summary of top goals for Midtown LINC from the RE:MIKE data:

35% - Increased Walkability and Bicycle Lanes

19% - Mixed-Use Zoning with Live/Work and Second Floor Residential Units

17% - Zoning and Regulatory Changes to Encourage Nightlife Venues and Businesses

13% - Storefront Space for Small Businesses and Entrepreneurs