

Midtown Campus Project

Evaluation Phase
Reviewer Overview

Request of Reviewers

Timeline

Midtown Campus Holistic Analysis & Conclusions

Appendix

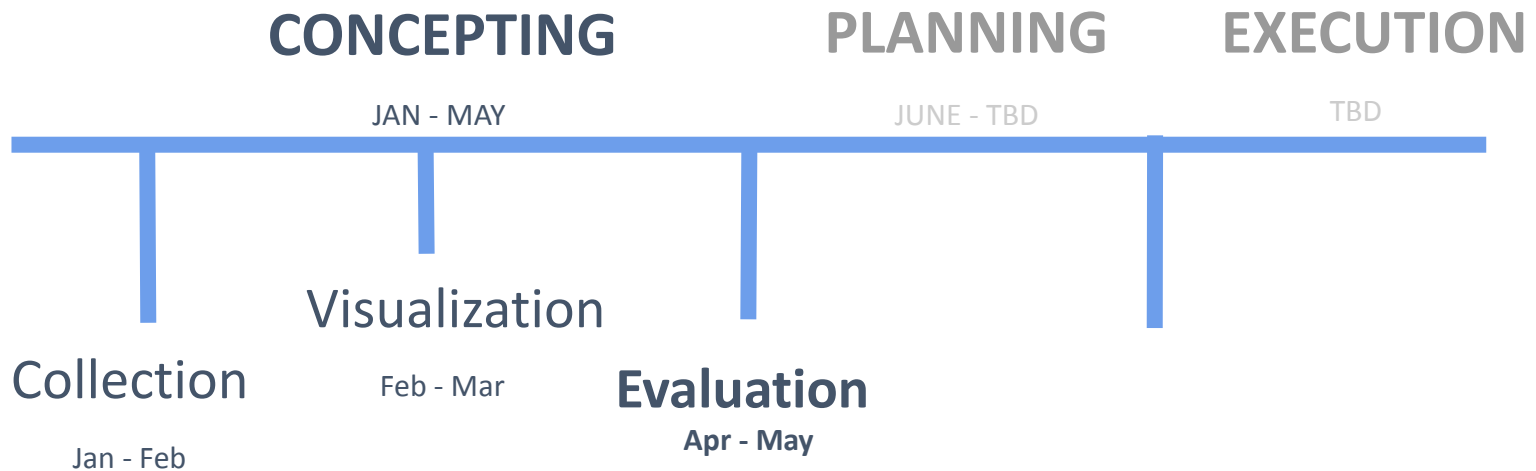
- Collection Phase Research and Guidelines for Design Teams

- Visioning Phase Overview

- Evaluation Phase Research and Analysis

- Additional Information

Midtown Campus Project Timeline



Request of Reviewers

Editorial

Your Ideas & Considerations

Request for Reviewers

1 - Editorial

Review our written planning guidelines in light of the information provided. Your goals are:

- Accuracy:
 - Ensure that we have accurately reflected the research
 - Help identify implicit bias in our drafting, if any
- Ease: Make the document easy to read, including removing jargon and simplifying grammar & syntax
- Knowledge: Fill in any gaps that may exist in our research. Please note that “gaps” mean quantitative data or qualitative facts based on research. Please include the research, which we will need to cite if we include any of the information you provide.

2 - Your ideas and considerations

If you have ideas for how to improve on the visions, opinions on how best to proceed, or considerations or other guidance for the Planning phase (see notes field for description), please share that as well.

We will incorporate that information into a report that will be provided to the team who takes the lead on the Planning phase.

Midtown Campus Project Holistic Analysis & Conclusions

Overview – Process & Research
Guiding Principles
Priority Uses

Overview – Summary of All Research

Conducted 3 city-wide forums with 413 participants and 538 online survey responses where residents evaluated 5 conceptual visions for the Midtown Campus site. The 5 visions are a product of residential priorities from the “Collection” phase where 2,500+ residents created, ranked and rated possible uses and principles. We also incorporated prior research such as the RE:MIKE, Culture Connects and NCS 2017. The following set of top functions, ideas and themes were briefed to designers as part of Visualization phase:

1. Maintain and expand Garson Studios for film and emerging media industries, and possibly film school
2. Higher Education in the form of a 4-year college(s) along with vocational and continuing education
3. Advance performing arts and other cultural events which fit with existing buildings, community values and site’s history
4. Modernize Fogelson Library
5. Update The Screen movie theater
6. Large maker space to support innovation, education, and artist, creative & maker communities.
7. Workforce housing with varied options and strategies
8. Tech hub and new business ecosystem

The Evaluation phase introduced the 5 conceptual visualizations of the site back to the community. This served to make ideas more tangible versus previous research where ideas were tested in text only.

This fundamental shift resulted in new dimensions to consider, both in form and function for the site. Online surveys serve as our **quantitative** data. In-person and online group forums provide **qualitative** information that creates deeper understanding of the quantitative.

People were also able to give qualitative feedback online. Every research method has its strengths and weaknesses. We utilized a variety to compensate for weaknesses.

Conclusion: Guiding Principles

- Sustainable Development a/k/a Triple Bottom Line
 - People (Social): Promote social equity, integrate with and elevate communities (i.e. avoid negative aspects of gentrification); accommodate low to high income; pedestrian and bike friendly
 - Workforce development for homeless, but not homeless shelters.
 - Planet (Environmental): Model best environmental practices in energy production and dissemination (especially solar), water management & micro grid; living infrastructure; native plants
 - Profit (Financial): The redevelopment must be financially sustaining; attract & grow existing and launch new businesses
- A City Center
 - Variety of uses to live, work, play, learn
 - Especially higher education, film industry, mixture of housing, indoor & outdoor event spaces
 - Open, varied connections to and integration with neighborhoods and all of Santa Fe; easy and accessible transportation
 - Medium density with open spaces, courtyards, parks, and, possibly, large urban park & new plaza
 - Fresh, modern architecture but connected to Santa Fe aesthetic and iconic status (doesn't look like "just anywhere"); possible signature building
- Adaptable Infrastructure
 - Physical such as roads, bike paths, walkways
 - Digital for variety of uses, including 10G speeds for select areas
- Collaborate:
 - Especially with education providers
- Utilize Midtown LINC:
 - The community's priorities do not all have to take place on the site

Conclusion Priority Uses

1. Higher Education = Premier education village

- Education Village (multiple premier providers) for 4-year, vocational, masters and professional development; tie to skill and career development; integrate with Santa Fe culture, resources and future economy (film, emerging media, art & design, business)
- 2-5,000 Students
- Connected and collaborating with other institutions like HEC, SFCC, IAIA, CNM, NM Tech, UNM

2. Housing = Variety on perimeter and within the site

- All students housed on campus or in Midtown LINC, which helps reduce gentrification
- 500-2,000 units for residents; variety of options with emphasis on apartments, condos and live/work
- Affordable (range under AMI) and market rate (<30% of your income); avoid Section 8 housing
- Variety of open spaces and courtyard for both connectivity and privacy

3. Film & Emerging Media = Expand Greer Garson into a mini-studio

- Grow industry 2x to 3x
- Add 2-4 soundstages, storage, backlot, offices, post-production facility with 10G to LA
- Add mill and/or large shared maker space

4. Arts & Creativity = Keep or expand the use of property as center of arts & creativity

- Update Greer Garson theater and, possibly, The Screen
- Variety of indoor and outdoor entertainment venues, including outdoor theaters (200-600 capacities)

5. New Business & Innovation = Diversify and strengthen our economy

- Co-working, maker space (or combine with mill for film industry); flexible commercial buildings
- Center(s) for entrepreneurship for small/local businesses, and higher growth/export businesses
- Attract and grow existing businesses, including those that can provide goods and services on site

Appendix

Appendix – Collection Phase



Overview

Our research was conducted in 2 steps:

- Online collaboration forums: Either solo or in groups of 4-6 people, 180 participants generated 971 ideas for the possible uses of the property. These were analyzed and prioritized to develop a survey.
- Survey: Using both Survey Monkey (online) and printed versions, we received 2,234 completed surveys. These included 800+ individual comments.

The following slides in this section reflect our primary analysis of all this information and data, as well as considering the Resolution and prior research such as the RE:MIKE effort, Culture Connects and NCS 2017. These slides constituted the guidelines provided to 5 design teams for the Visioning phase.

The possible uses for the SFUAD and surrounding properties divide into 3 types: Support, Neutral and Not On Campus.

Based on patterns we saw in the data, we identified 5 themes that were optional for designers' consideration.

Survey Questions - Ranked in Order of Preference

The “Short Version” name (in the right column) will be used in the following slides. 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.

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)

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 #1 in Strongly Support Ranking, #3 in overall Support 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. Possibly a Super FabLab and center for US network of [FabLabs](#).

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, including in property adjacent to the site and within the Midtown LINC overlay, 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

While these may be desired uses by residents, the majority did not want them on the property. They can be considered for other areas in the Midtown LINC or adjacent property owned by State or Federal Gov't.

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

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

Overarching 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 available online or by request.

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 LINC 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 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.”

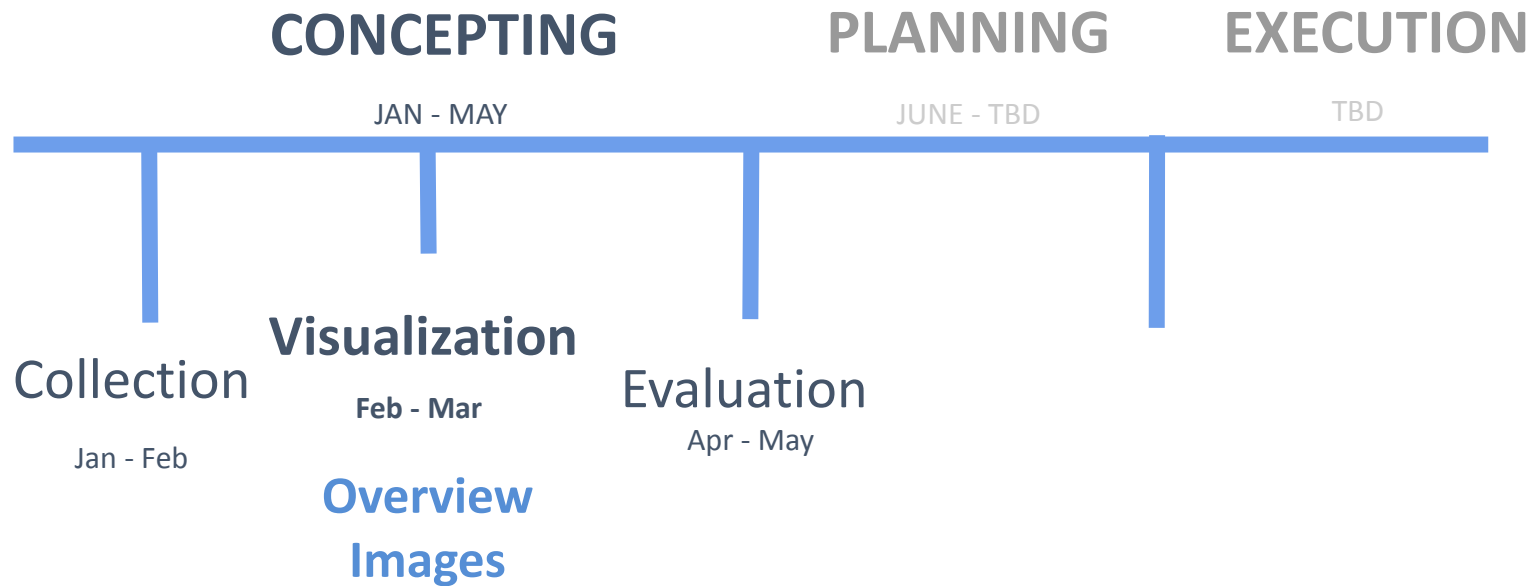
There are ample comments in this and prior research about how the community supports and desires more for the Arts, including public art, art shows, art education, art facilities, lecture series and film series. We received extra emphasis on the performing and visual arts in the online activities. Here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



Overview - Research

We contracted with the Santa Fe Art Institute to manage the Visioning phase.

SFAI assembled an illustrative review panel and solicited RFPs for concept development. The panel reviewed and approved 5 design teams to receive a \$5,000 stipend to develop visual and written strategic visions for the site. These visions were based on the guidelines created at the end of the Collection Phase.

Those teams had 7 weeks to create and present their visions to the public.

For more information on SFAI visioning management, please click here:

<https://sfai.org/midtown-campus/>

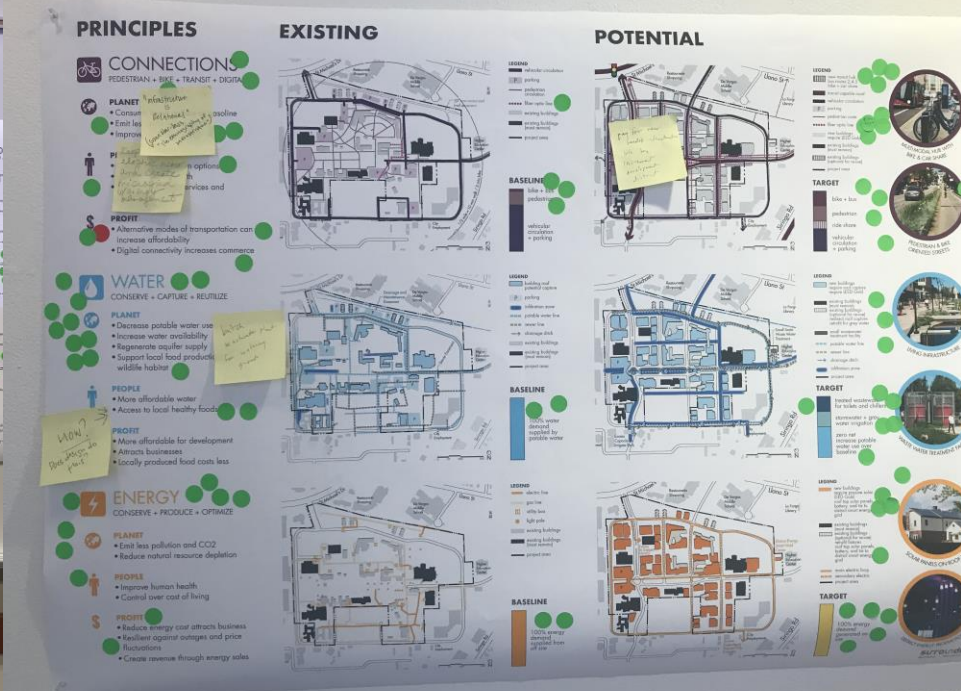
For more information on the concept designs:

To read descriptions of the five conceptual visions [click here](#)

To review five conceptual vision presentations with images [click here](#).

To watch 10 minute presentations by each team [click here](#).

Images of Concepts after Sharing with Public



Appendix – Evaluation Phase



Overview

We conducted quantitative and qualitative research with our community to determine their reaction to the visual or narrative concepts developed by the 5 design teams. This served to make ideas more tangible versus previous research where ideas were tested in text only.

- Three in-person events with 413 total participants
- 538 online survey responses using MetroQuest tool

This fundamental shift resulted in new dimensions to consider, both in form and function for the site.

- Online surveys serve as our **quantitative** data.
- In-person feedback and open-ended comments in surveys provide **qualitative** information to add context to and influence the analysis of the quantitative data.

Notably, every research method has its strengths and weaknesses. We utilized a variety to compensate for weaknesses.

On the following slides, the title will indicate whether the information provided is quantitative or qualitative.

To view demo of interactive survey, click <https://midtowncampus-demo.metroquest.com/>

Quantitative – Prioritized Categories – Lower Score Better (1-5)*

- 1. Higher Education: 2.6** - Mix of 4-year degree, vocational and professional education covering subjects like art & design, business & entrepreneurship, film & emerging media, public policy and STEM. Coordinate with high schools and local & regional higher-education institutions. 21st Century Library, probably, Fogelson upgrade.
- 2. Housing: 2.6** – Increase workforce housing options. A mix of housing and outdoors spaces that integrate with other uses of the site and the surrounding community. Primarily apartments and live/work spaces. Possibly some single family homes and/or condos bordering existing residential neighborhoods.
- 3. Sustainability: 2.8** – Become model of sustainability. Using and innovate sustainability best practices. Develop infrastructure for water capture & reuse, solar energy production & storage, micro-grid energy distribution, etc. Landscape for beauty, shade and drought tolerant. Pedestrian & bike friendly.
- 4. Community Life: 3.1** - Improve quality of life for all residents, especially middle income families and people in their 20s and 30s, with a 21st century library, inviting outdoor spaces, fitness centers, playgrounds, health & wellness providers, day care, food trucks, etc.
- 5. Film & Emerging Media: 2.9** - Expand Film & emerging media industries. Garson Studio Complex is expanded to include additional sound stages, post-production facilities, mill, offices, etc. Complex is leased to film and emerging media companies. Also used by education providers and other creative businesses
- 6. Art & Creativity Center: 2.9** – Be a hub of art, design & creativity. Expand the visual and performing arts by adding contemporary museum, culture center or other new buildings to enhance the experiences provided at the Greer Garson Theater, The Screen and SFAI. Bring more festivals, events and family activities outside.
- 7. Innovation & New Business: 3.2** - Building on our creative culture, promote new business and innovation with premier maker space, co-working locations, business accelerator, internship & mentor programs, tech transfer hub, small business resource center, etc. High speed broadband.
- 8. Connectivity: 3.3** - Physically: Enhance how people can get to and from destinations in and around the site. Make this efficient and enjoyable by all modes of transportation. Digitally: Provide high speed internet everywhere, with super speed for certain businesses.

* See notes for explanation of prioritization

Quantitative – 5 Concepts Rated – Higher Score Better (1-5)*

This shows how people rated each of the 5 concepts. This data merges the online survey with in-person participation. Online, people would assign a value of 1 to 5. For the in-person events, we equated red dots to 1, green dots to 4, and star dots to 5. All participants had only one star to vote with.

	Midtown Ecodistrict	Midtown Fusion	Collaborate and Connect	Midtown Motion	Watershed of Creativity
Red Dots 1	36	46	53	69	84
2	55	62	60	77	84
3	98	96	84	107	97
Overall Green 4	148	125	101	111	128
Stars 5	145	115	122	113	68
Average	3.6	3.5	3.4	3.3	3.0
Times Rated	482	445	420	477	461
Score (average x times rated/3)	585.7	512.2	479.7	517.7	465.0

Note: In the comments provided by respondents online and in-person, the “Watershed of Creativity” generated enthusiasm for its focus on securing, preserving and wisely using water. However, many people found the analogy abstract and confusing as it related to the actual uses and functions of the property for education, business, housing, etc. This may explain why all other concepts scored more 5’s.

Quantitative – Top Rated Individual Elements – Higher Better (1-5)

While “Sustainability” and “Film & Emerging Media” rated below Education as the top categories, some of the individual elements of those categories were in the top tier of preferred uses.

4.5: Solar and water (4.4) to maintain sustainability and drive innovation in the industries

4.3: Capitalize on Garson Studios

Can be integrated with emerging media center (3.9) and/or film school (3.9).

4.2: Green shade & living infrastructures promoting community interaction

Preserve and integrate Arroyo Chamiso (3.8).

May include signature feature of a large urban park (3.5) and variety of outdoor spaces (3.6)

4.2: Walk-able neighborhoods and pedestrian scale. Ample physical connection to surrounding areas.

Moderate to high desire to convert big box retailers (3.6) to change current landscape, preventing area from becoming a generic without defining Santa Fe characteristics.

4.1: Variety of housing strategies. Avoid displacement. Promote social equity and prosperity. Support on-site uses such as housing for all students.

4.1: Digital connectivity

4.0: Higher education village capitalizing on Santa Fe’s assets, resources and culture.

We did not test all subject areas. Film school rated 3.9 and Art & Design rated 3.5

Quantitative – Next Tier Individual Elements – Higher Better (1-5)

While these were not in the top tier of voting, they represent desired uses for the property or perhaps for expansion into the Midtown LINC.

- 3.9: Tech hub that may include business accelerator, financing organizations, new & existing businesses and/or onsite tech transfer services tied to NM labs and universities.
 - Consider integrating an Entrepreneurship Center (3.6) and Small Business Center (3.4) to create opportunities, diversity and grow of both local and export-based businesses.
 - Consider integrating a Technical Training Center (3.6) to increase possibilities for young people without duplicating efforts with SFCC.
- 3.8: Add one or more multi-use buildings to expand performing and visual arts currently available at Greer Garson Theater and SFAI.
 - Add one or more multi-use buildings to expand performing and visual arts currently available at Greer Garson Theater and SFAI as well as create outdoor performance space.
 - Possibly modernize The Screen (3.8) to take digital films and improve sound quality.
- 3.7: Renewed Fogelson or other 21st Century Library (3.7)
- 3.6: Incorporate variety of courtyards and parks (3.6), outdoor spaces (3.6) and a pavilion amphitheater (3.6) to enrich residential life and activities in a centrally located area.
- 3.5: Transit center to promote a greater variety of mobility (pedestrian, sharing, electric, biking, public) and access to site activities.

Quantitative – Lowest Level Individual Elements – Higher Better (1-5)

All of the following rated below 3.5. We consider anything below 3.0 to be undesired for the property. Other elements are still valued, but not at the expense of higher preferences.

- 3.4 Joint Senior and Child Day Care Center
- 3.4 Inviting Entrance that makes the campus visible and easily accessible by car, bus, bike, foot
- 3.4 Art Park: Variation of large urban park with emphasis on artwork and art events
- 3.3 Teen Center: Innovation center, mentorship programs, job preparation, internship placement and/or a variety of skills training
- 3.3 Premier Maker Space: Some residents concerned about competition with MakeSF.
- 3.2 Recreation Network: Variety of indoor and outdoor fitness and athletic venues
- 3.2 Campus Quad and/or New Plaza
- 3.3 Mixed-use housing located on St. Mike's or Cerrillos with commercial on ground floor and housing above
- 2.9 Contemporary Culture Center: residents value more democratic community activities, yet an additional cultural center or museum is seen as redundant in Santa Fe.
- 2.7 Center for Civic Innovation (2.6) making government more accessible is , “nice to have” but not a priority.
- Additional non-desired uses for the site (learned from Collection Phase) include the following and, therefore, were not specifically tested in the online survey. However, some of the conceptual designs included one or more of the elements, none of which resulted in any measurable positive support.
 - Homeless shelter
 - New City Hall
 - Consolidating portion of city government offices
 - Dog park
 - Office space, unless it is tied to specific strategic objective like expanding film business
 - Substantial retail
 - Significant single family housing development

Qualitative – Priorities and Passion (Green or Green/Red)

At the in-person events, participants were invited to write comments on post-it notes and to use green (positive) and red (negative) sticker to indicate elements of the design they liked or disliked. All of this is qualitative data. We tabulated all of the stickers in order to identify areas of passion and to add more understanding to the quantitative data. See notes section for additional explanation.

- Sustainability (355):
 - Solar (106) & Water (218)
- Connectivity (319)
 - Physical (190), Inviting/grand entrance (50/30), Digital (35 = low number but many comments that is a no brainer)
- Housing (297):
 - Perimeter housing (36). Possibly convert malls to high density housing and parking (97/44), and develop mixed-use buildings which are apartments and/or condos above commercial use on ground floor(106/37)
- Community Life (161):
 - Larger urban park (73), variety of outdoor spaces (32), new plaza (42/7)
 - See Midtown Fusion and Collaborate & Connect for examples of large urban parks
- Art & Creativity Center (145):
 - Performing arts complex (54); Art park, which is derivative of the larger urban park proposed in Midtown Fusion (43); Variety of indoor and outdoor event spaces (30)
- Film & Emerging Media (127):
 - Expand Greer Garson Complex (87), Film School (22)
- Education (101):
 - Higher Education Village (74), Fogelson as 21st century library (19/5)
- Innovation & New Business (85):
 - Entrepreneur center (36), Tech Hub (14)

Qualitative – Exemplary Comments Related to Categories

Sustainability

“All renovation needs to have as little negative environmental impact as possible and utilize as many renewable energy sources as possible”

“I hope that whatever ends up being built/renovated, the city will hire local companies who pay equitable rates, honor the traditional aesthetic and use “green” methods and techniques”

“LINC like zero net use of water, ability to learn from other eco districts around the country.”

Connectivity

“In order to get the campus to look appealing to citizens, businesses, and schools the campus can no longer turn its back on the surrounding communities.”

“So many streets invite traffic which makes biking and walking risky and less enjoyable.”

“I think digital connectivity will be important in making Santa Fe a competitive city for tech related opportunities.”

“Bring Santa Fe into the 21st century and be the start of bringing back our talented youth.”

Qualitative – Exemplary Comments Related to Categories

Housing

“... means of ensuring sustainable prices, no 2nd homes. “

“Mixed use, rentals, affordable housing; all to be done to maximize payment of city debt.”

“It is ok to use different parts of the campus for different things. Let’s use each of its buildings purpose for that purpose.”

“Just because you can go 5 stories does not mean you should. Santa Fe is known for its views.”

“Gentrification is a huge issue.”

“While affordable housing is imperative, this project should be viewed only as a very small, partial solution inside a much larger city redevelopment/housing plan.”

Community Life

“Need a gathering place for the community that has a more diverse draw in term of things to do than the plaza”

“Love the life cycle feel of birth to career.”

“A place for regular folks to have a place to meet and play.”

“Need a good area where people can easily access services and mix all age groups.”

“A central parklike gathering space would encourage more of a community feel than several outdoor spaces scattered through out.”

Qualitative – Exemplary Comments

Art & Creativity Center

“Santa Fe has always been known for the arts and should work hard to keep pace with the international market but keep it in check.”

“Don’t change the Greer Garson Theatre.”

“Too much emphasis on creative and entrepreneurial. Santa Fe needs economic development”

“No more arts.”

“With so many areas of Santa Fe focused on art, the locals would like to see the center of town be more focused on a usable space for business, outdoor spaces, bike paths and venues for families to be engaged.”

Film & Emerging Media

“Film and media is an income producing property”

“Opportunity for innovative jobs for the future”

“Santa Fe has a great reputation for a site for filming movies & tv series. We are very short in sound studio spaces.”

“I think a lot more opportunities in the film industry would be available if we had a premier film school.”

“Absolutely needed to attract jobs, especially for our youth.”

Qualitative – Exemplary Comments

Education

“Collaborate with colleges already working in this field (SFCC-sustainability), IAIA (emerging media) to train the next generation of New Mexican innovators and designers.”

“Establish a Santa Fe University of Arts and Sciences containing colleges such as Traditional Music, Film and Emerging Media, major areas of Science and Mathematics.”

“Please, please, please don’t invite another for profit school.”

“Please no more art schools, we need a robust educational institution with undergraduate and graduate level degrees.”

“The economic disparity in our city is tremendous, so having a variety of living and educational opportunities made accessible to all Santa Feans is a priority.”

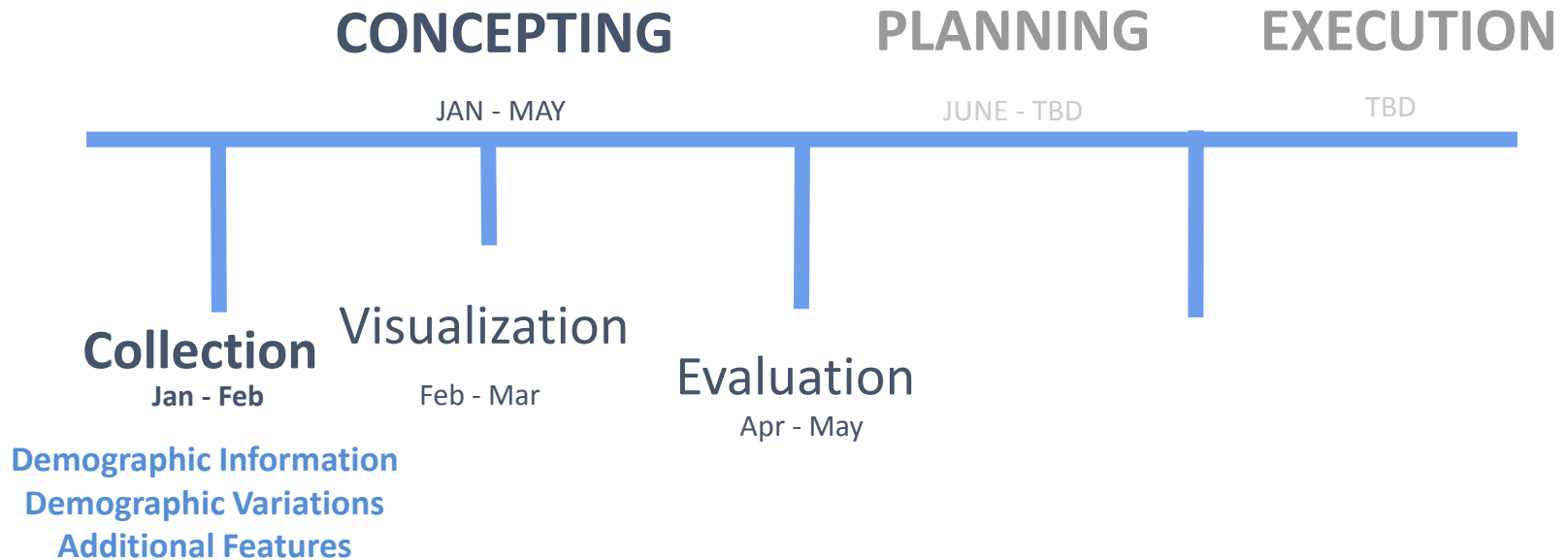
Innovation & New Business

“Maintaining a visual connection to Santa Fe’s rich traditions of history, planet, and community with a commitment to keeping pace with current tools of technology will create a cultural/business/arts hub that will outlast changing trends and foster the innovation we truly desire.”

“Make the area productive and able to provide the city with more funds in the future; not take away funds.”

“The focus should be jobs, education and economy.”

Appendix – Extra Information from Collection Phase

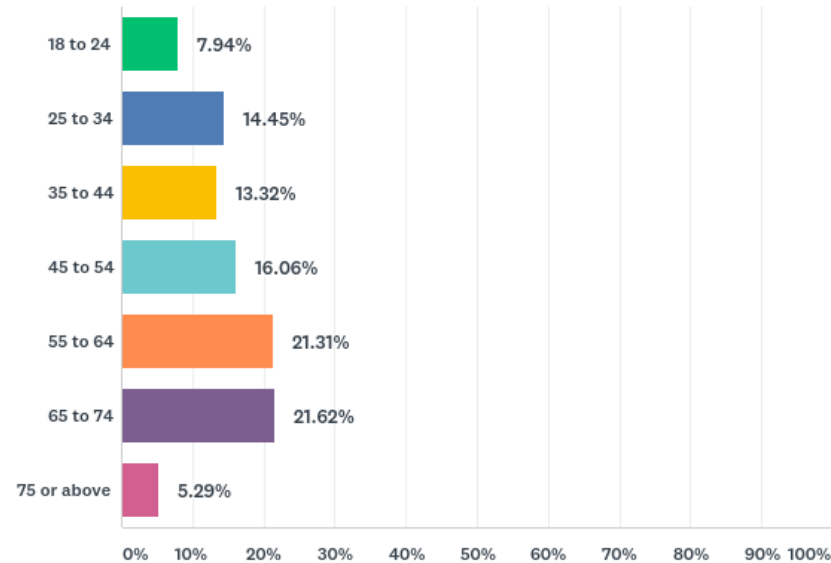


Demographic Information

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



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

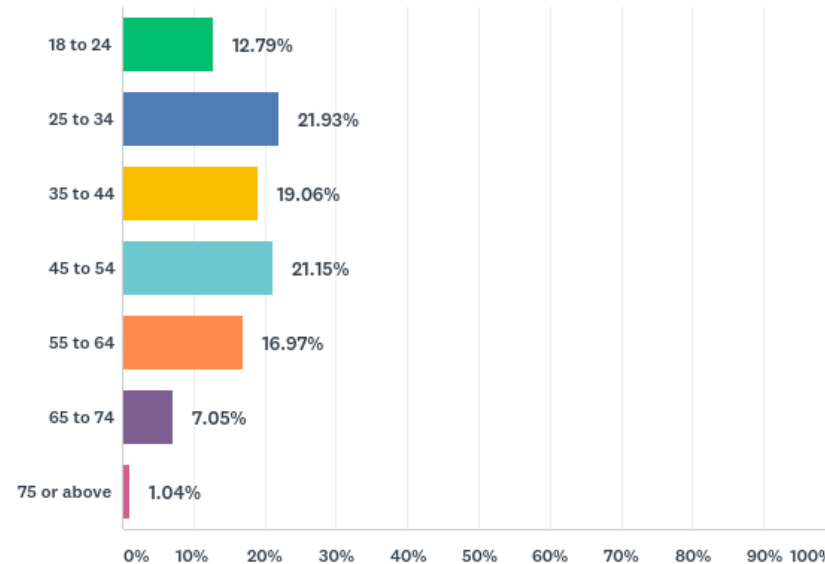
Under 35 disfavored moving Gov't Offices and creating Office Space even more than older demographic.

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.



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.

If the campus includes an educational component, residents prioritized the optimal focus as follows

Educational component	Important or Very Important
Film and Media including movie, TV, video game, and virtual reality production, design, development	83.69%
Art and Design including fine art, performing art, curation, architecture, graphic design, web design	78.51%
Wide range of vocational training and certification such as electrician, carpentry, 3D printing, project management, set design, hospitality, advanced manufacturing	74.61%
Science, technology, math and/or engineering	68.50%
Liberal arts including history, philosophy, literature, geography, psychology	60.76%
Business including entrepreneurship, general management, leadership, project management	59.84%
Healthcare, medicine and/or wellness	58.98%

Final Thoughts

We recommend reviewing all of the links on our site at 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