



Urban
Manufacturing
Alliance

How to Retain Maker and Manufacturing Industries with Creative Zoning Tools: Lessons from Indianapolis, Nashville and Somerville

Land Use Policy & Real Estate Development
Community of Practice
Urban Manufacturing Alliance

Leah Archibald and Ilana Preuss, Co-Chairs
December 8th, 2016

How to Retain Maker and Manufacturing Industries with Creative Zoning Tools



Session Agenda

- **Welcome and Introductions**
 - Poll – Does your city protect manufacturing through zoning? Or are they planning to? – 5 min
- **What is the Land Use Policy & Real Estate Development CoP?**
 - Leah Archibald, CoP Co-Chair – 5 min
- **Introduction to Today's Webinar and Speakers**
 - Ilana Preuss, CoP Co-Chair – 5 min
- **Indianapolis Case Study**
 - Tammara Tracy, Principal Planner for the City of Indianapolis – 10 min
- **Nashville Case Study**
 - Brian Phelps, Senior Associate for Hawkins Partners – 10 min
- **Somerville Case Study**
 - George Proakis, Planning Director for the City of Somerville – 10 min
- **Facilitated Question and Answer Session**
 - Leah, Ilana, Tammara, Brian, and George – 15 min
- **Audience Question and Answer Session**
 - Please type your questions into the Questions box in your Control Panel - 15 min

What is a CoP: *A mechanism for our members to easily access each other's expertise and drive the creation of resources.*

UMA's Four CoP's include:

- Equity
- Land Use Policy and Real Estate Development
- Workforce Development
- Local Branding



Zoning & Urban Manufacturing

Tammara Tracy, Principle Planner
Division of Planning, Department of Metropolitan Development
Tammara.Tracy@indy.gov
Indy.gov/ReviseCode



Zoning: One tool

- Zoning: classification of land into districts. Each district has rules regarding:
 - how the land can be used and
 - how it is developed
- Local ability to guide or shape how a community develops.
- Maintenance required.

Not a silver bullet but it can help (not deter)

Indianapolis embraced Urban Manufacturing

- Jobs
- Crime: reduce need & opportunity
- Vacant building surplus
- High rate of Vehicle Miles Traveled
- Maximize use of Existing Infrastructure
- Stabilize or increase Property Values

Part of the holistic effort to be more livable and sustainable

Define it:

Artisan Manufacturing

Application, teaching, making, or fabrication of crafts or products by an artist, artisan or crafts person either by hand or with minimal automation and may include direct sales to consumers.

This definition includes uses that employ activities and processes such as small-scale fabrication, welding, and coating, that are typically not permitted in non-industrial zoning districts. This definition shall not include Artisan Food and Beverage preparation or sales.



Define it:

Artisan Food & Beverage

Small-scale production or preparation of food made on site with limited to no automated processes involved and may include direct sales to or consumption by consumers.



This definition includes uses such as small-batch bakeries, micro-breweries (manufacturing 15,000 barrels per year or less) as regulated by the State of Indiana, artisan distilleries (manufacturing 10,000 barrels per year or less) as regulated by the State of Indiana, small-batch candy shops, and local cheese makers. This use may or may not have outdoor seating or patio as an accessory use depending on the zoning district in which it is located.

Use Table

Table 743-1: USE TABLE

P = Permitted use
 S = Special exception use
 V = 'P' if Vacant for 5 consecutive years
 A = Accessory use
 T = Temporary use

Zoning District	D-A	D-S	D-1	D-2	D-3	D-4	D-5	D-5II	D-6	D-6II	D-7	D-8	D-9	D-10	D-11	C-1	C-3	C-4	C-5	C-7	MU-1	MU-2	MU-3	MU-4	I-1	I-2	I-3	I-4	CBD-1	CBD-2	CBD-3	Use-Specific Standards	
LAND USE CATEGORY																																	
Business, art, or other post-secondary proprietary school																P	P	P	P	P	P	P	P	P	V	V			V	P	P		
Agricultural Uses, Buildings and Structures	P																		V	V						P	P	P	P				Article III.Section 04.A
Artisan Food and Beverage																	P	P	P	P	A	P	P	P	V	V			P	P	P		Article III.Section 04.C
Artisan Manufacturing																			V	V	V	P	P	P	P	P	P	P		P			Article III.Section 05.C
Mini-Warehouses (Self-Storage Facility)																			V	P						P	P	P	P				Article III.Section 05.X
Warehousing, Wholesaling and Distribution																			V	P						P	P	P	P	P	P		Article III.Section 05.MM

D = Dwelling (residential)
 C = Commercial
 MU = Mixed Use
 I = Industrial
 CBD = Central Business District

“Obsolete” buildings



“Greenest” building is the one that is already there

“Obsolete” buildings



Efficient use of existing infrastructure

“Obsolete” buildings



Increase property values / tax revenues

“Obsolete” buildings



Affordable space for start-ups / job creation

“Obsolete” buildings



Uniqueness, Sense of place

Permitted where Vacant “The V-option”

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Business, art, or other post-secondary proprietary school																P	P	P	P	P	P	P	P	P	V	V			V	P	P	
Agricultural Uses, Buildings and Structures	P																		V	V					P	P	P	P				Article III.Section 04.A
Artisan Food and Beverage																	P	P	P	P	A	P	P	P	V	V			P	P	P	Article III.Section 04.C
Artisan Manufacturing																			V	V	V	P	P	P	P	P	P	P	P	P		Article III.Section 05.C
Mini-Warehouses (Self-Storage Facility)																			V	P					P	P	P	P				Article III.Section 05.X
Warehousing, Wholesaling and Distribution																			V	P					P	P	P	P	P	P		Article III.Section 05.MM

- ✓ “V” in a cell of the Use Table
- ✓ takes place in an existing building has been vacant for a period of 5 consecutive years
- ✓ facilitate reuse fairly quickly and simply



THANK YOU!

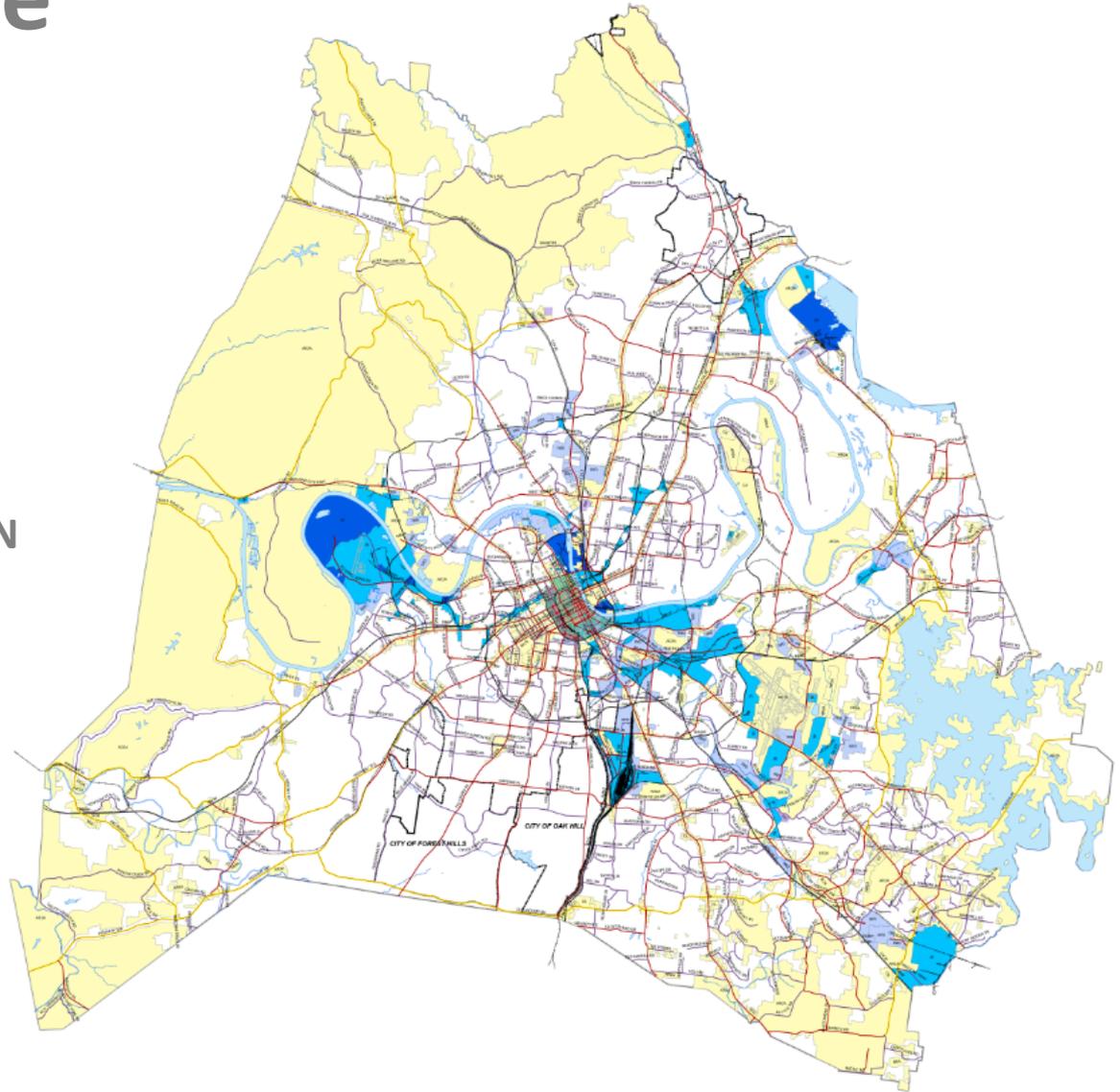


City of Nashville

525 SQUARE MILES

680k POPULATION

80k EMPLOYED IN
MANUFACTURING ACROSS
REGION



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Lessons from Nashville

HAWKINS PARTNERS, INC.

WHERE ARE MANUFACTURING USES PERMITTED IN NASHVILLE?

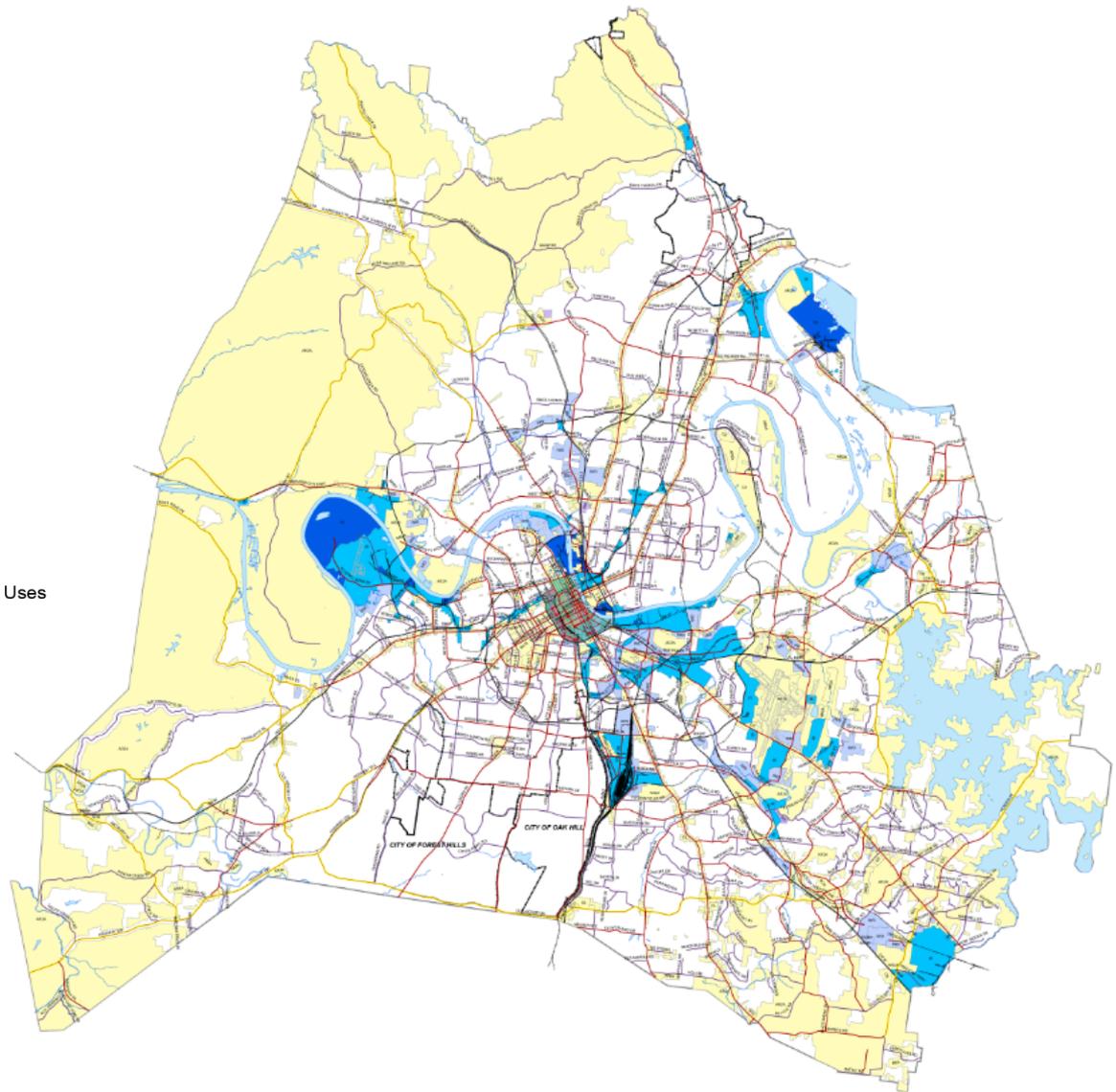
Industrial Zoning Districts

- IG Industrial General
- IR Industrial Restrictive
- IWD Industrial Warehousing / Distribution
- Specific Plan Industrial Zoning Districts

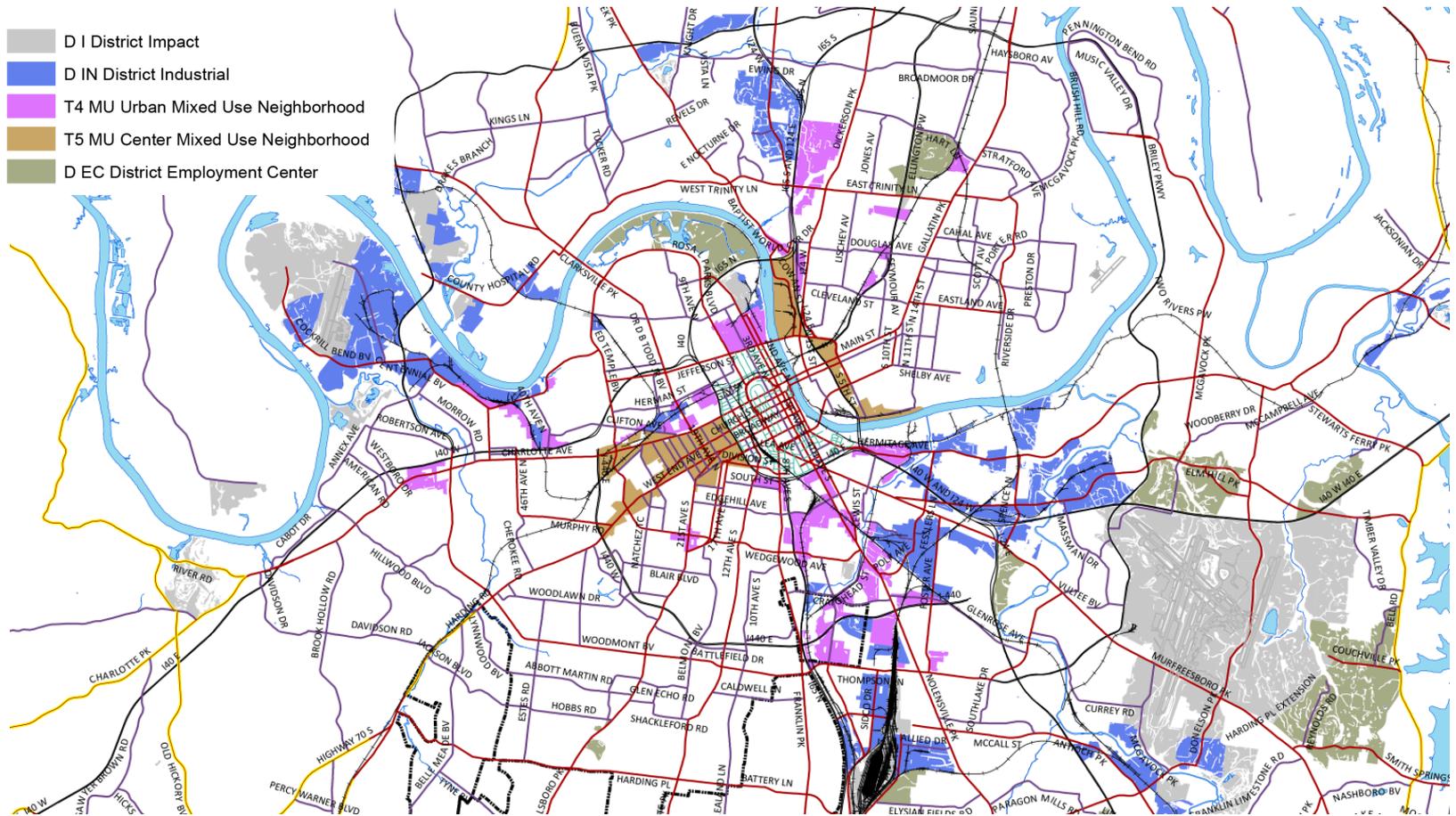
Zoning Districts that Permit Some Industrial Uses

Downtown Code Use Districts

- Central
- North
- South
- West
- Other Zoning Districts that Permit Some Industrial Uses



COMMUNITY CHARACTER POLICIES THAT SUPPORT MANUFACTURING USES



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ZONING TOOLS

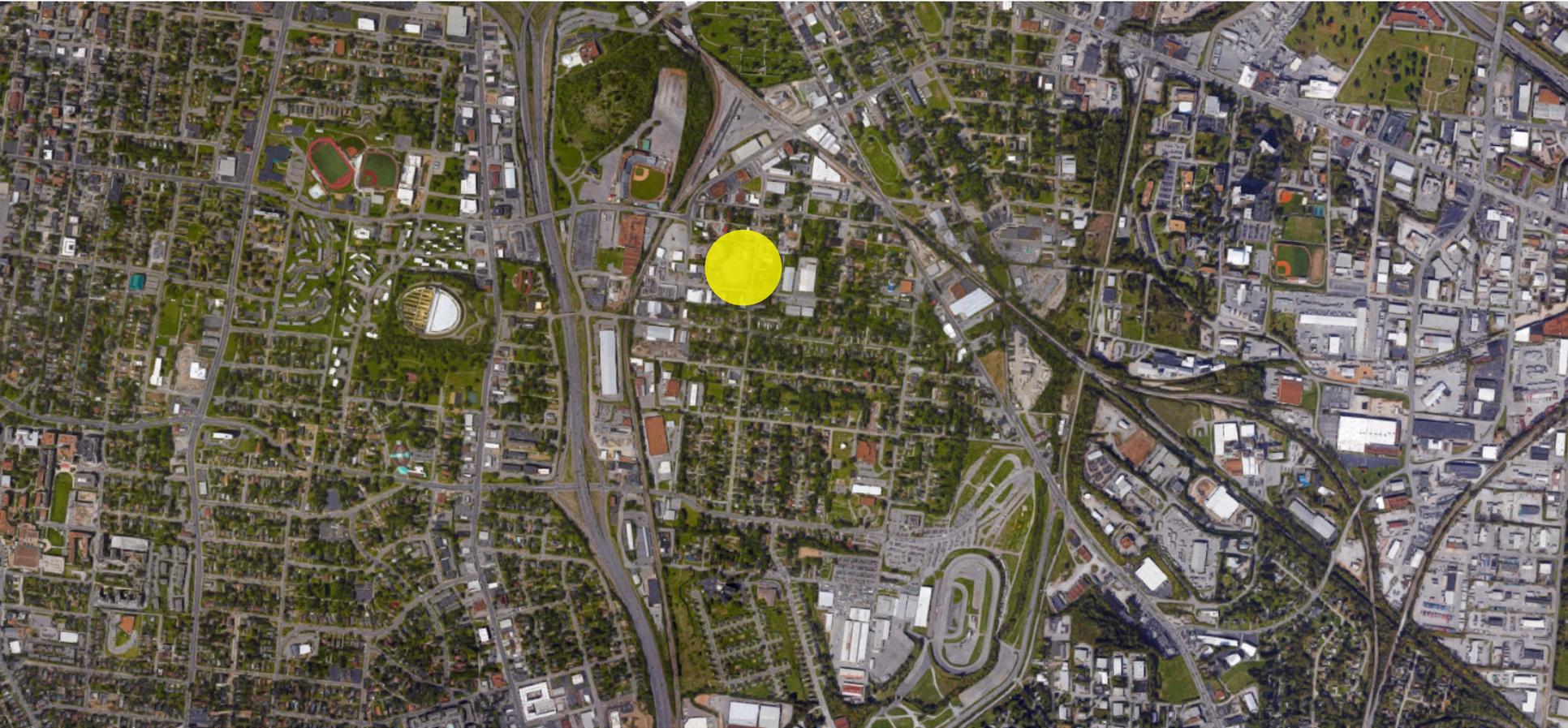
SPECIFIC PLAN DISTRICT

A "Specific Plan District," generally known as "SP" zoning, refers to a new type of base zoning district, not an overlay, which is not subject to traditional zoning districts' development standards. Under SP zoning, design standards established for that specific development are written into the zone change ordinance.

ARTISAN MANUFACTURING ZONING

Manufacturing, Artisan mean the shared or individual use of hand-tools, mechanical tools and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products; as well as the incidental storage, sales and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: electronic goods, food and bakery products; non-alcoholic beverages; printmaking; household appliances; leather products; jewelry and clothing/apparel; metal work; furniture; glass or ceramic production; paper manufacturing.

Wedgewood-Houston Specific Plan (SP)



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Wedgewood-Houston Specific Plan (SP)



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Wedgewood-Houston Specific Plan (SP)

LEGEND *per Zoning Code Section 17.16

P - Permitted by right

PC - Permitted subject to specific conditions

A - Permitted as accessory to a principal uses

RESIDENTIAL USES:	
Single-Family	P
Two-Family	P
Multifamily	P
Boarding House	P
Consignment Sale	P
Domesticated hens	P
Garage sale	A
Home occupation	A
Live/ Work (See Note 2)	P

TRANSPORTATION USES:	
None included as Permitted Uses	

COMMUNICATION USES:	
Amateur radio antenna	P
Audio/video tape transfer	P
Multi-media production	P
Printing and publishing	P
Radio/TV/satellite tower	PC
Radio/TV studio	P
Satellite dish	P
Telephone services	PC

EDUCATIONAL USES:	
Business school	P
College or university	P
Community education	P
Dormitory	P
Personal instruction	P
Vocational school	P

COMMERCIAL USES:	
Animal Boarding Facility	P
ATM	P
Automobile service	P
Bar or nightclub	P
Bed and breakfast inn	P
Business service	P
Community gardening (commercial)	P
Community gardening (noncommercial)	P
Custom assembly	P
Funeral home	P
Furniture store	P
Home improvement sales	P
Hotel/motel	P
Inventory stock	A
Liquor sales	P
Mobile storage unit	PC
Mobile vendor	P
Nano brewery	P
Personal care services	P
Restaurant, fast-food (See Note 3)	PC
Restaurant, full-service	P
Restaurant, take-out	P
Retail	P
Self-service storage	P

OFFICE USES:	
Financial Institution	P
General office	P
Leasing/sales office	P

MEDICAL USES:	
Assisted-care living	P
Hospice	P
Hospital	P
Medical appliance sales	P
Medical office	P
Medical or scientific lab	P
Nursing home	P
Outpatient clinic	P
Rehabilitation services	P
Residence for handicapped, more than eight individuals	P

INSTITUTIONAL USES:	
Cultural center	P
Day care center (up to 75)	PC
Day care- Parent's day out	A
School day care	A
Monastery or convent	P
Religious institution	P

RECREATION AND ENTERTAINMENT USES:	
Club	P
Commerical amusement (inside)	P
Commercial amusement (outside)	P
Country club	P
Drive-in movie	P
Greenway	P
Park	P
Recreation center	P
Rehearsal hall	P
Temporary festival	P
Theater	P

UTILITY USES:	
None included as Permitted Uses with the following exception:	
Wind energy facility (small)	PC

WASTE MANAGEMENT USES:	
None included as Permitted Uses	

INDUSTRIAL USES:	
Artisan distillery	P
Building contractor supply	P
Distributive business/ wholesale	P
Manufacturing, medium (See Note 1)	P
Manufacturing, light	P
Microbrewery	P
Research service	P
Tasting room	P
Warehouse	P

Wedgewood-Houston Specific Plan (SP)



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Wedgewood-Houston Specific Plan (SP)



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Artisan Manufacturing Zoning Timeline

2012



2013



2014



2015

ORDINANCE NO. BL 2015-1121

An ordinance to amend various sections of Title 17 of the Metropolitan Zoning Code related to artisan manufacturing and associated uses.
(Proposal No. 2013Z-0097X-001)

WHEREAS, Artisans, craftsmen and makers support Nashville's economy and brand as a hub for creative individuals;

WHEREAS, There is underutilized industrial land in the county that could create opportunities for artisans, craftsmen and makers to live, work and create; and

WHEREAS, Allowing for this use, but limiting the intensity of associated uses in these areas will not displace industrial uses;

NOW, THEREFORE, BE IT ENACTED BY THE COUNTY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY:

Section 1 Section 17.04.060 (Definitions of general terms) of the Metropolitan Code is hereby amended by inserting the following definition of "Manufacturing, Artisan":

Manufacturing, Artisan means the shared or individual use of hand-tools, mechanical tools and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products, as well as the incidental storage, sales and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: electronic goods, food and bakery products, non-alcoholic beverages, printmaking, household appliances, leather products, jewelry and clothing/apparel, metal work, furniture, glass or ceramic production, paper manufacturing

Section 2 Section 17.08.030 F (District land use table) of the Metropolitan Code is hereby amended by adding "Manufacturing, Artisan" as a use permitted with conditions (PC) in MU1, MU1-A, MU2, MU2-A, MU1-A, CS, CF, DTC- North, DTC- South, DTC- West, IVD, IR and IG zoning districts.

Section 3 Section 17.16.090 (Industrial uses) of the Metropolitan Code is hereby amended by inserting the following as subsection C and renumbering the remaining sections:

C. Manufacturing, Artisan

1. Outdoor storage. Any activity storing materials outdoors shall construct an opaque fence to screen the ground-level view from any public right-of-way or of any residential use. Materials shall not be piled or stacked higher than the opaque fence.
2. Loading docks. Where the site abuts a residential zone district or a district permitting residential use, the building wall facing such lot shall not have any service door openings or loading docks oriented toward the residential zone district or district permitting residential use.

Artisan Ordinance Passes

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Artisan Manufacturing Zoning

PURPOSE

Facilitate incorporation of artisan manufacturing uses within existing industrial zones

Retain existing artisan manufacturers within the City

Accelerate the growth of artisan manufacturing in the city

Allow artisan manufacturing within mix-use districts

DEFINITION

Manufacturing, Artisan mean the shared or individual use of hand-tools, mechanical tools and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products; as well as the incidental storage, sales and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: electronic goods, food and bakery products; non-alcoholic beverages; printmaking; household appliances; leather products; jewelry and clothing/apparel; metal work; furniture; glass or ceramic production; paper manufacturing.

ZONING DETAILS

PARKING REQUIREMENTS: 1 per 1,500sf of Artisan Manufacturing space

RETAIL: Limited to 2,500sf (unless it is an accessory to artisan manufacturing and product is created or assembled on site.

RESIDENTIAL USES:

Limited to two as an accessory to artisan manufacturing (live-work)

Supported by the community plans

No hazardous waste within unsafe distance

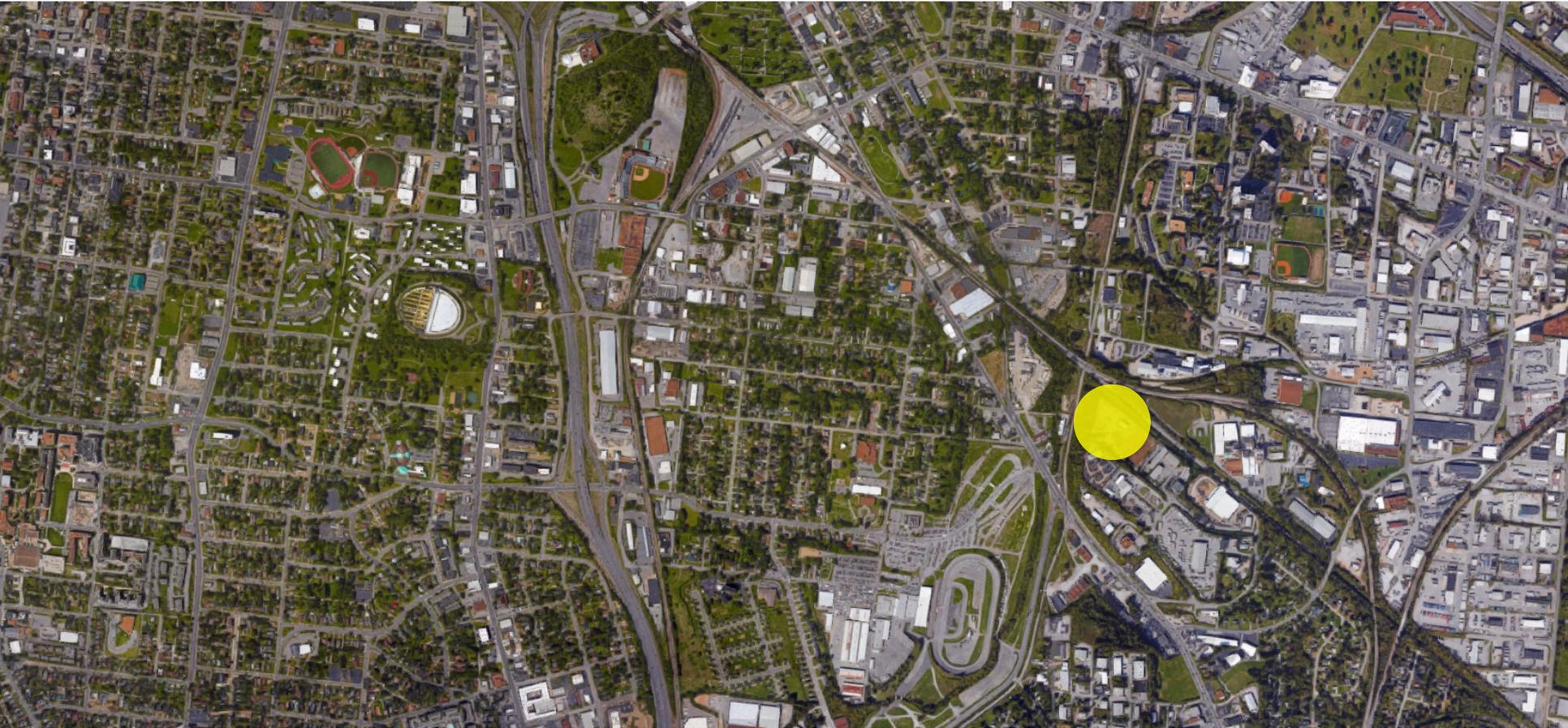
ARTS

Maximum of 20,000sf of theater, community amusement, and rehearsal hall

Supported by the community plans

No hazardous waste within unsafe distance

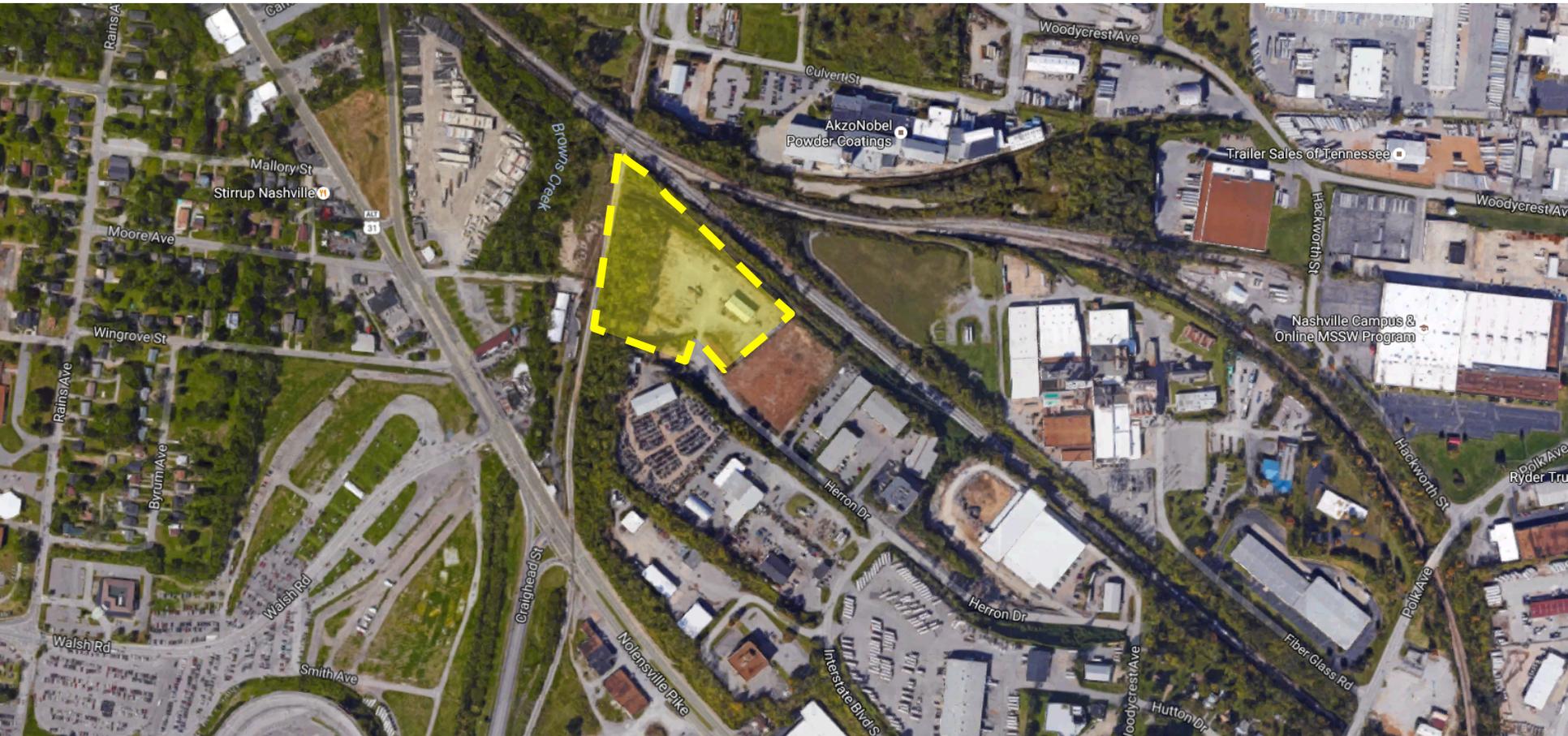
Alloy Nashville (Artisan Manufacturing)



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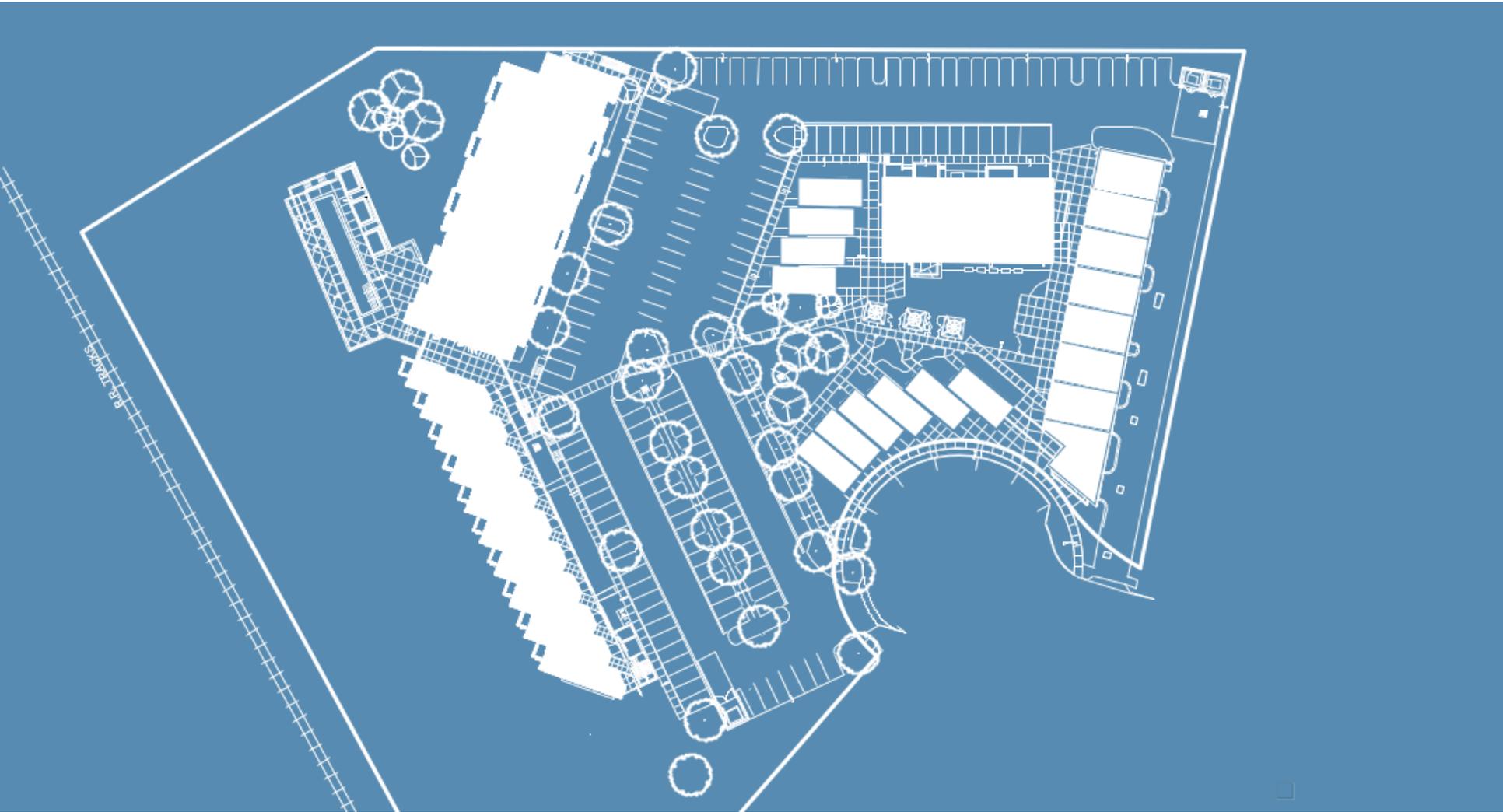
Alloy Nashville (Artisan Manufacturing)



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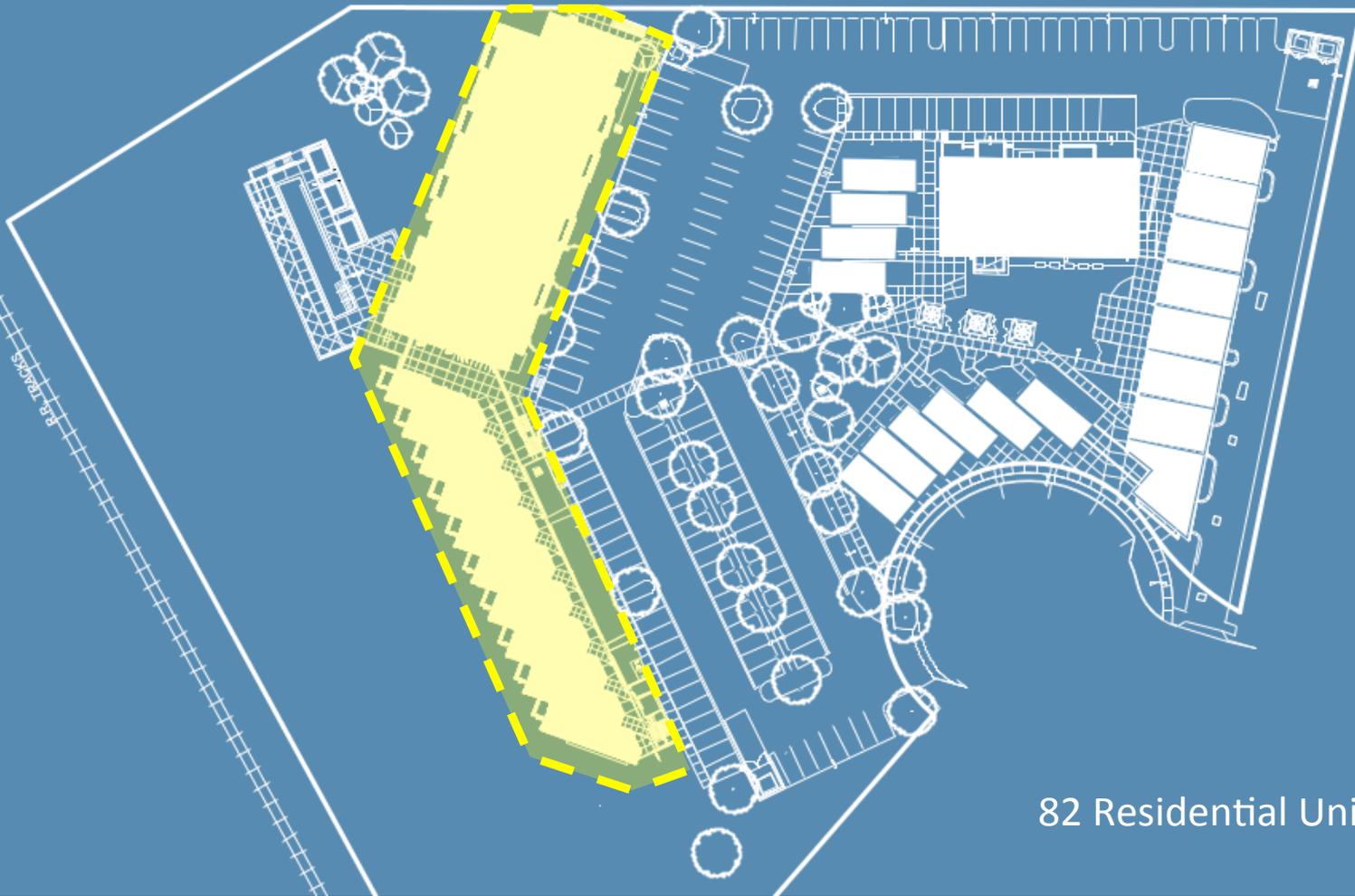
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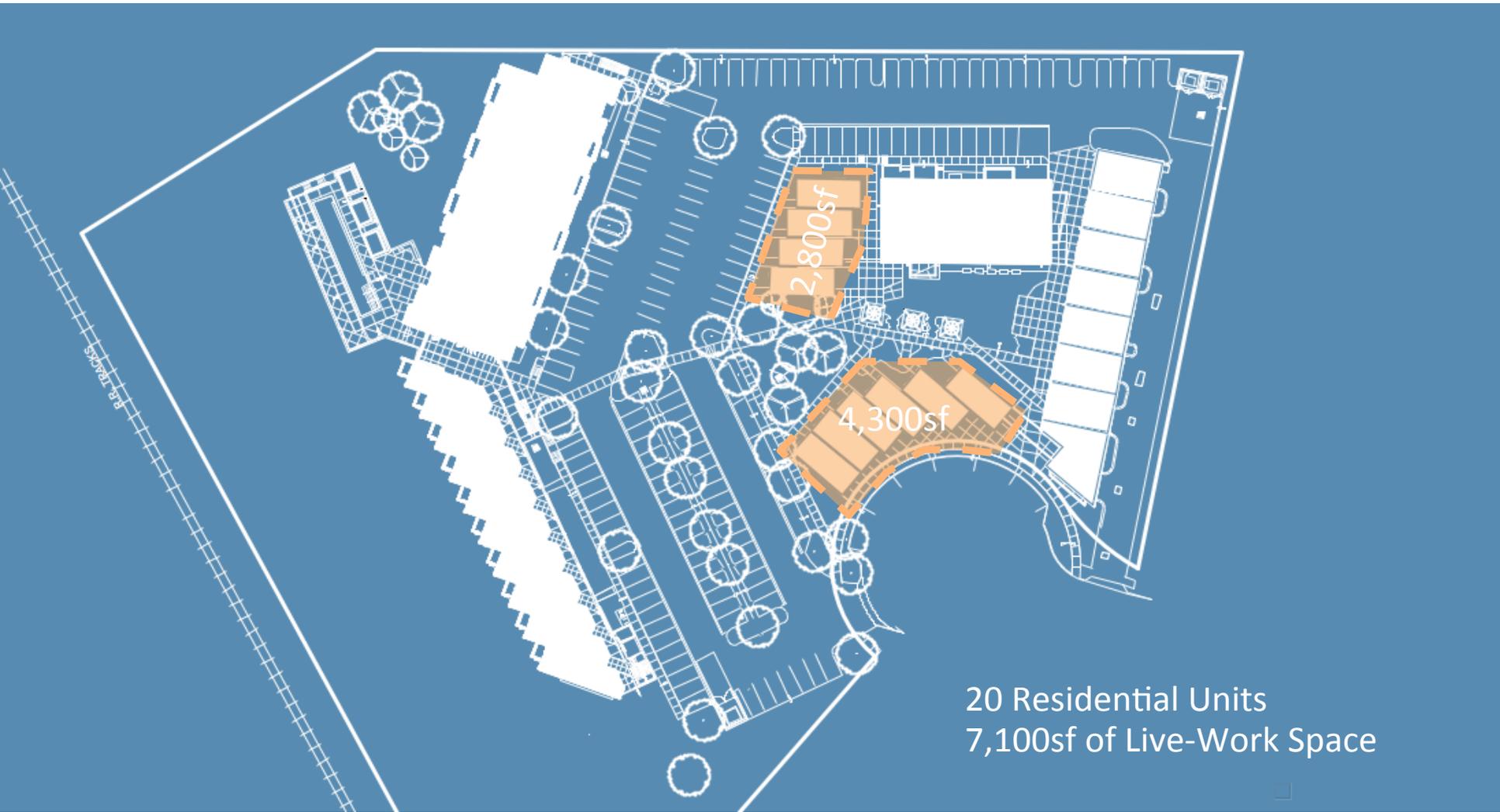
HAWKINS PARTNERS, INC.

Alloy Nashville (Artisan Manufacturing)



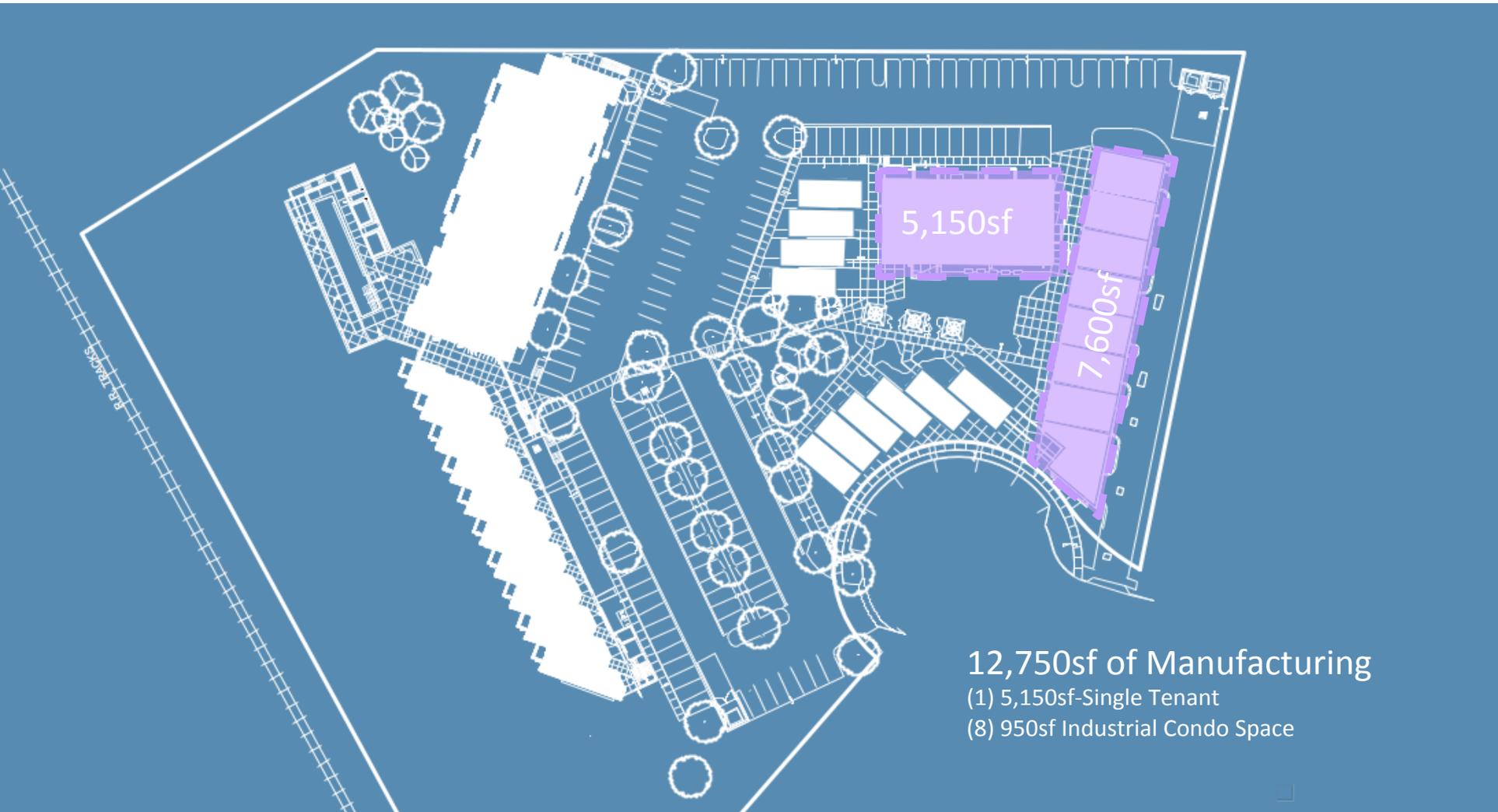
82 Residential Units

Alloy Nashville (Artisan Manufacturing)



20 Residential Units
7,100sf of Live-Work Space

Alloy Nashville (Artisan Manufacturing)





City of Somerville Zoning Overhaul

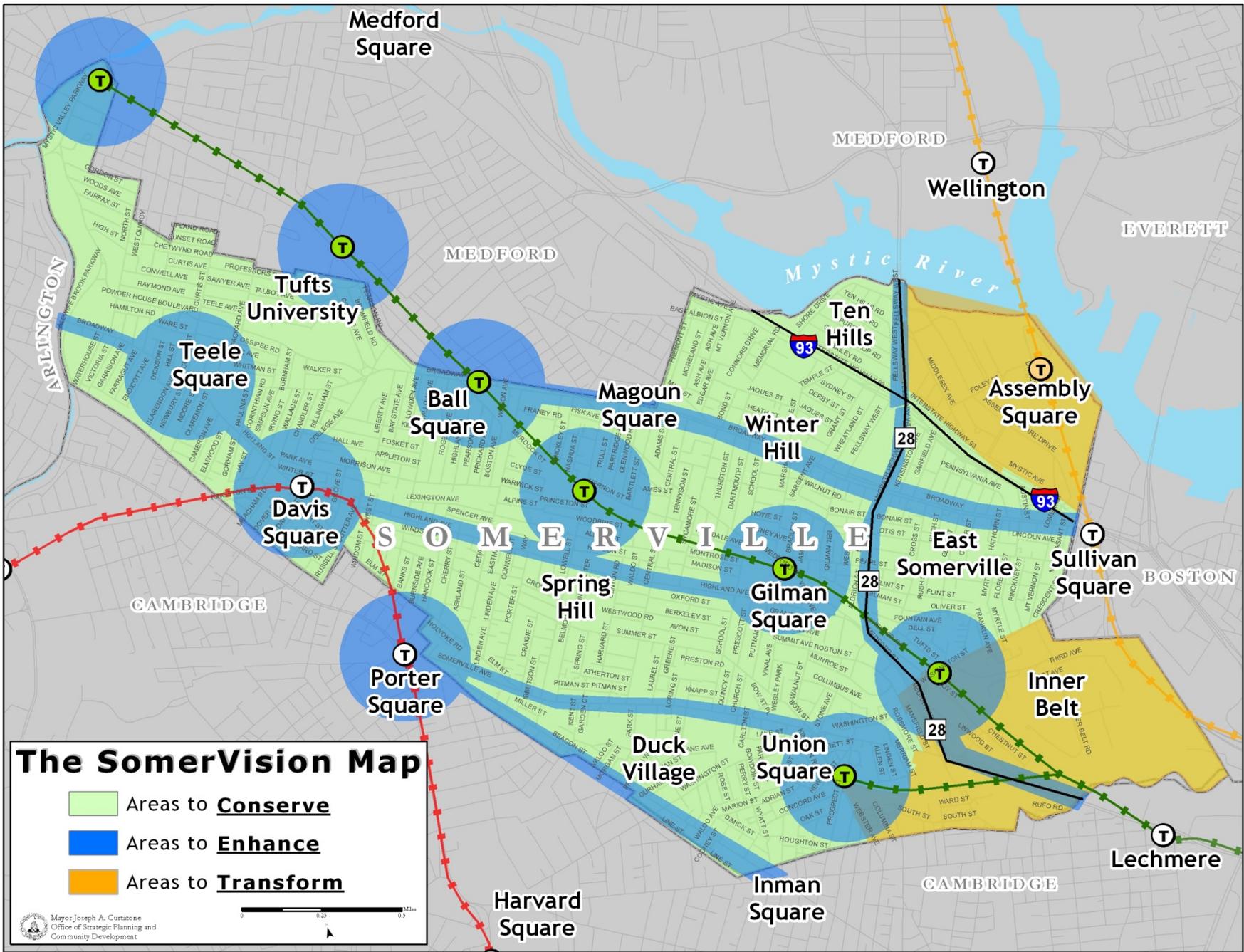












Somerville's Fabrication Zoning

- Art Gallery: Display and sales of artwork
- Artisan Enterprise: Production of hand-fabricated / custom goods
- Culinary Incubator: shared commercial kitchen
- Design and Fabrication Center: Tools for small manufacturing
- Fabrication Laboratory: DIY workshops

Somerville's Fabrication Zoning

- Work/Live creative studio: Living in an art studio
- Limited warehouse uses
- Limited light industry uses
- Education uses

Art Gallery

Display and Sale of Artwork



Artisan Enterprise

Production of Hand-Made Goods



Culinary Incubator Shared Commercial Kitchen



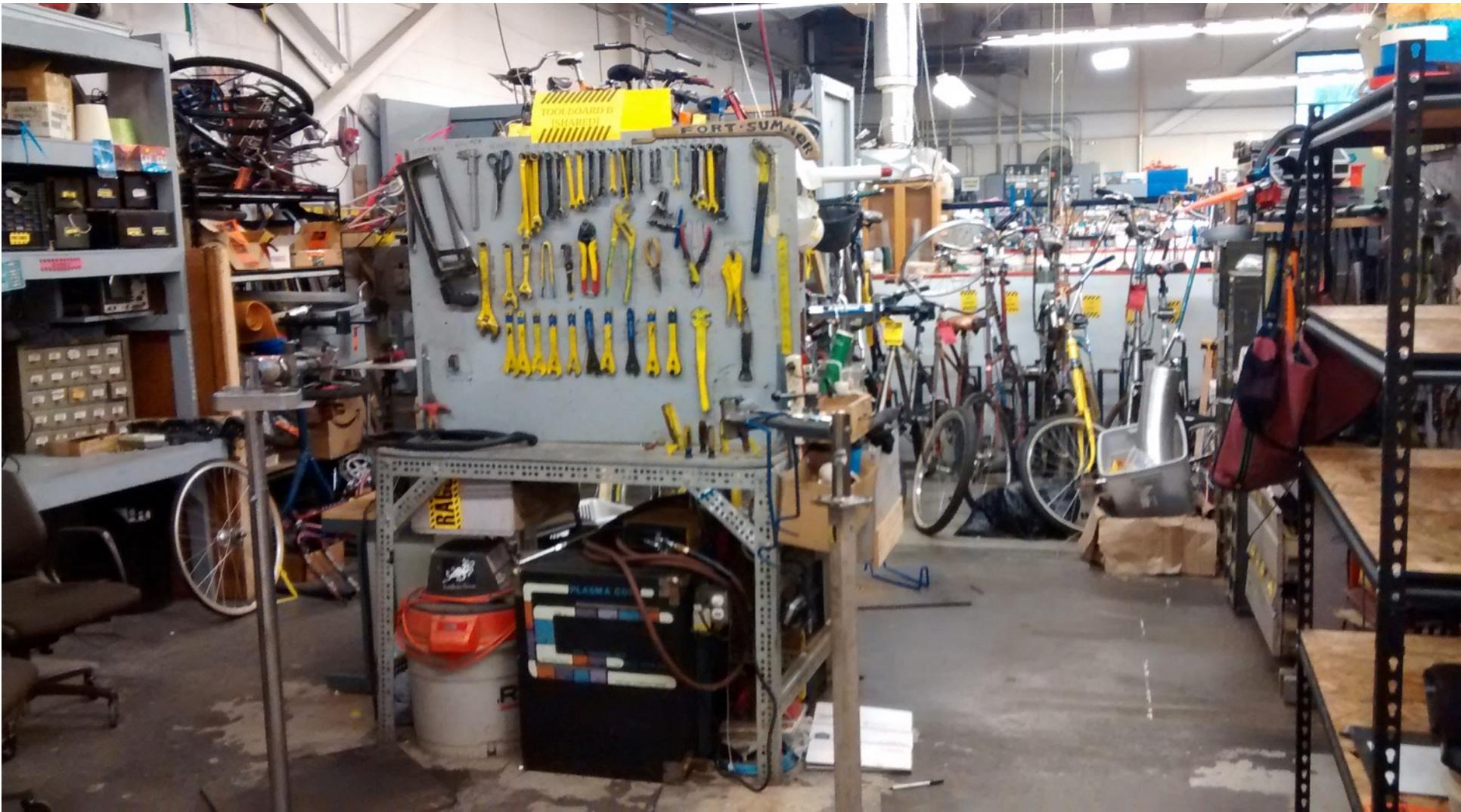
Design and Fabrication Center

Shared tools for small manufacturing



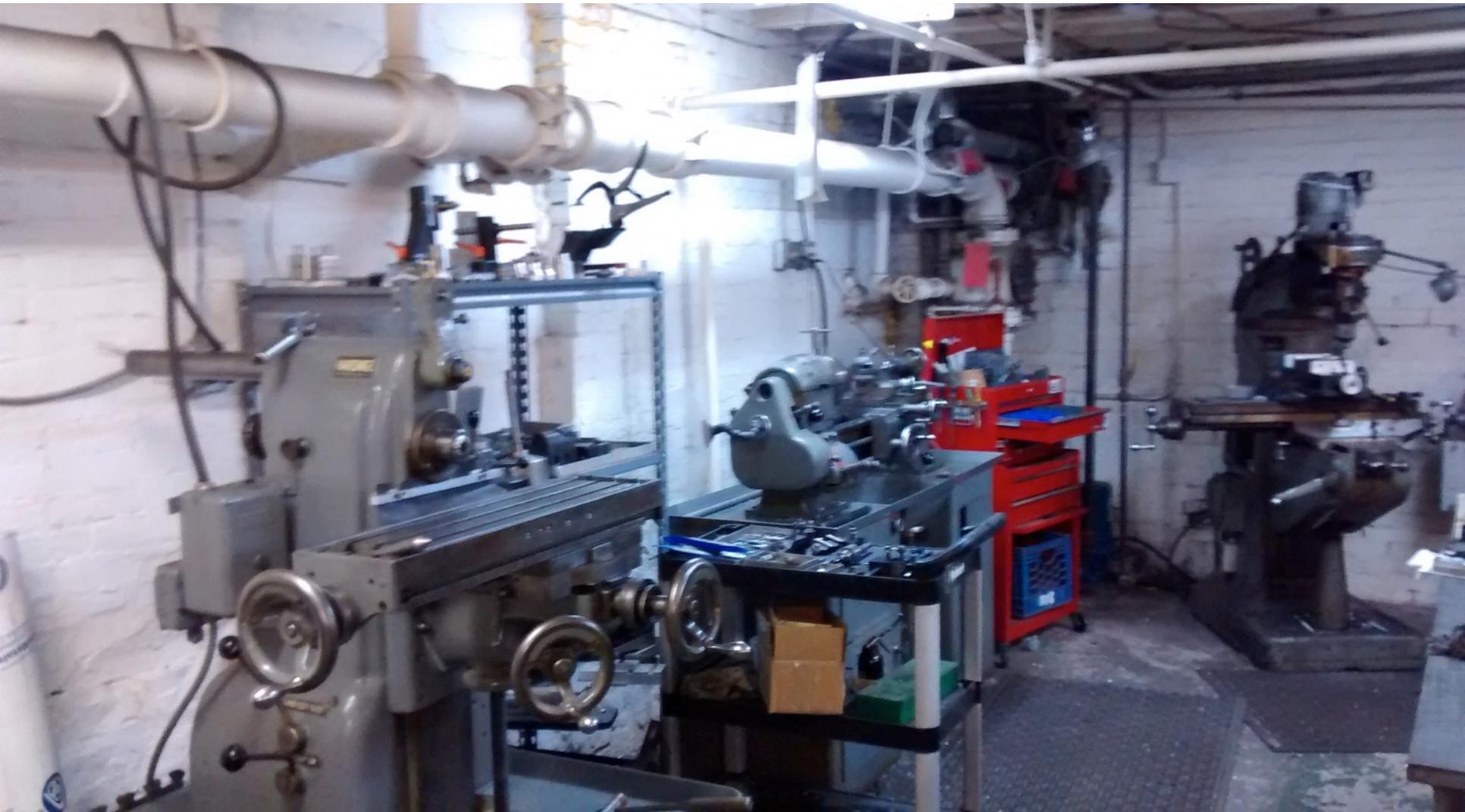
Design and Fabrication Center

Shared tools for small manufacturing



Fabrication Laboratory

DIY Workshop



Work/Live

Artists can live in their studios



Additional Zoning Strategies

- In major development projects:
 - 5% of floor area for arts and creative industries
- In commercial districts:
 - Arts and Fabrication uses permitted
- In residential neighborhoods
 - Use garages and carriage houses for creative studio uses

Creative Studio

Cultural; Copyright; Content; Patent





City of Somerville Zoning Overhaul



How to Retain Maker and Manufacturing Industries with Creative Zoning Tools



Question & Answer Session

To ask a question **type your question** under the “Question” section on your control panel and we will read your question to the group. Please include your organization with your question.



Brian Phelps



George Proakis



Tammara Tracy



Leah Archibald



Ilana Preuss

What's Next?

The **Land Use Policy & Real Estate Development CoP** will continue to tell the stories of creative land use tools to support small-batch production in cities.

Email us with ideas and case studies at

info@urbanmfg.org.

And don't miss any future UMA Programming by becoming a member today. It's free and connects you to our events and network:

www.urbanmfg.org/get-involved