

## Midtown District Plan Guiding Theme:

It is envisioned that Midtown grows its premier commercial center by creating a safe, clean environment where thriving commercial spaces blend with new residential development creating exciting spaces.

### **Vision 1 (Economy): Midtown transforms into a robust mixed-use destination**

**Goal 1:** Midtown is a mix of uses that creates an exciting live, work, play environment.

- ACTION 1: Exempt Title 21 provisions that prevent mixed-use development.

**Goal 2:** Convert surplus commercial space to residential.

- ACTION 2: Identify and change barriers to commercial-to-residential conversions within Titles 21 and 23.

**Goal 3:** Provide missing infrastructure that will help support housing and redevelopment projects.

- ACTION 3: Advocate for infrastructure sufficient to support new residential construction within the Midtown area.

**Goal 4:** The “Core Midtown Area” will be strengthened by limiting activities that might negatively impact the area.

- ACTION 4: Create more stringent “use-specific standards” within the Midtown Core Area for the following uses: Correctional Community Residential Center, Habilitative Care Facility (Small, Medium, Large), Transitional Living Facility, Homeless and Transient Shelter and Social Service Facility.
- ACTION 5: Create more stringent parameters and greater enforcement fines within the Midtown Core Area for Alcohol-Special Land Use Permits and Marijuana-Special Land Use Permits.

**Goal 5:** Provide incentives for new housing opportunities.

- ACTION 6: Implement a 20-year property tax abatement for new housing within Midtown.
- ACTION 7: Identify and exempt Title 21 land use policies that disincentivize new Midtown housing.

### **Vision 2 (Sense of Place): Midtown has a clearly identified Sense of Place**

**Goal 1:** Establish a “Core Midtown Area” that is clearly identified with abundant signage and wayfinding.

- ACTION 8: Commission a marketing plan for Midtown that looks at signage, wayfinding, and the marketing of Midtown.

**Goal 2:** Enhance Midtown’s premier commercial environment through new residential development throughout the area.

- ACTION 9: Construct 500 housing units by 2034.

- ACTION 10: Identify all state and municipal public lands within Midtown that could be used as financial incentive for project feasibility for the “500 housing units 2034” goal.

**Goal 3:** Augment Midtown’s Streetscape by modifying and adding new trails, sidewalks, site connectors, landscaping, and street modification to create a more “walkable” and aesthetically pleasing environment.

- ACTION 11: Secure funding for identifying areas of Midtown where streetscape should be upgraded.
- ACTION 12: Secure funding for design and construction of upgrades of identified streetscape areas.

**Goal 4:** Better activate Cuddy Park through enhanced safety, more public activities, and adjacent residential development.

- ACTION 13: Create Cuddy Park regulations to encourage greater public use through festivals, markets, recreation, and general use.
- ACTION 14: Establish incentives to encourage a catalyst residential housing development at the “archive” site.

**Vision 3 (Safety & Crime): Maintain a safe environment in which people and businesses can thrive.**

**Goal 1:** Safety and property crime prevention are prioritized.

- ACTION 15: Strengthen within the Midtown area crime prevention laws to help alleviate panhandling, loitering, vandalism, property crime, and illegal street parking.

**Goal 2:** Establish tools to mitigate crime and homelessness within Midtown.

- ACTION 16: Eliminate all overnight camping within Midtown.

**Goal 3:** Have more 24-7 commercial businesses that provide more eyes on the street.

- ACTION 17: Create an incentive program to bring new businesses into the Midtown District that may provide 24-7 operations. These could include data centers, call centers, emergency medical providers, hotels, restaurants, superstores, or entertainment venues.

**Goal 4:** Outdoor private and public spaces where the community can gather are encouraged.

- ACTION 18: Create provisions within the Midtown Core Area that encourage restaurants, entertainment spaces and shopping venues to use outdoor spaces.