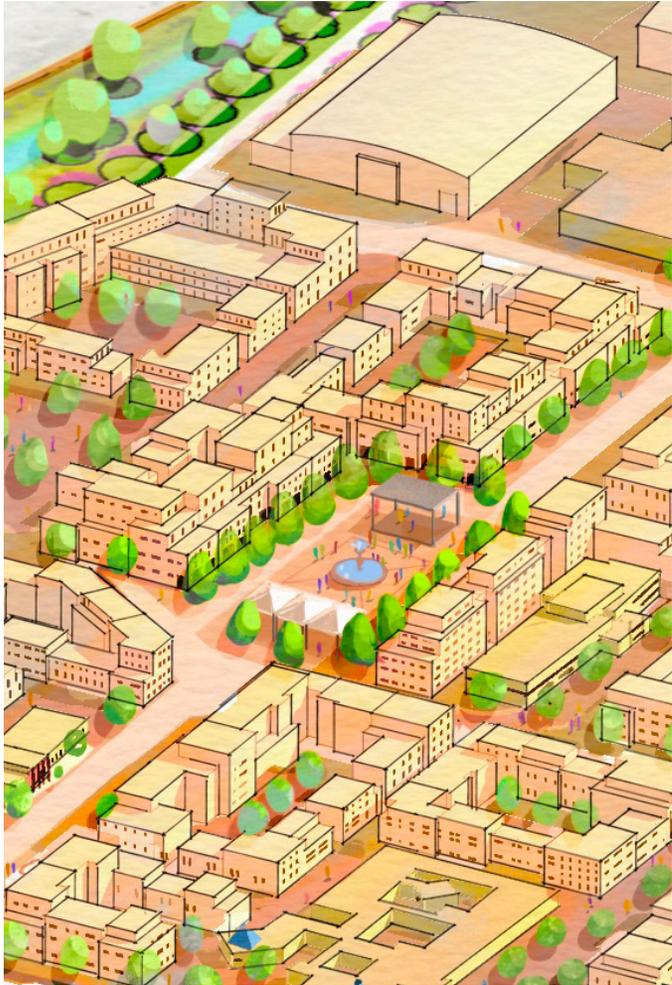


MIDTOWN

SANTA FE

PROPOSED MASTER PLAN AT-A-GLANCE



To create a dynamic new center for Santa Fe this Plan takes into account necessary physical elements and intangible cultural and social considerations that are critical to support a vibrant community at the Midtown Site. Plans include two key components:

Midtown Community Development Plan

Defines social, cultural, and programming goals and articulates implementation policies for development at the Midtown Site, including established affordable housing goals.

Master Plan

Sets the physical legal requirements and the physical framework for development. It includes regulations for what will get built on the Midtown Site, and policy guidance for how new development and improvements around the Site can be complementary.

It can be thought of as providing the physical “container” for the programming and policy concepts described in the Community Development Plan.

The Midtown Master Plan

Sets a long-term vision for a new kind of Santa Fe neighborhood.

The Plan lays the foundation for a sustainable, walkable new center for Santa Fe that embodies local culture, climate and ambition for the future.

Is flexible without compromising community values.

Since the Midtown Site may develop over many years, the Plan provides flexibility to respond to changing conditions while establishing clear requirements for plan elements that are critical for achieving the community's vision.

Acknowledges Santa Fe's history but is forward looking.

Santa Fe has a rich history that informs its present and inspires its future. Similarly, the Midtown's Site history will catalyze its future through the reuse of existing buildings and expansion of film studio and public uses.

Holds future development to a high standard.

The Plan includes specific standards that future developments on the Midtown Site must follow. These standards will support a development that is accessible, beautiful, and inviting to all.

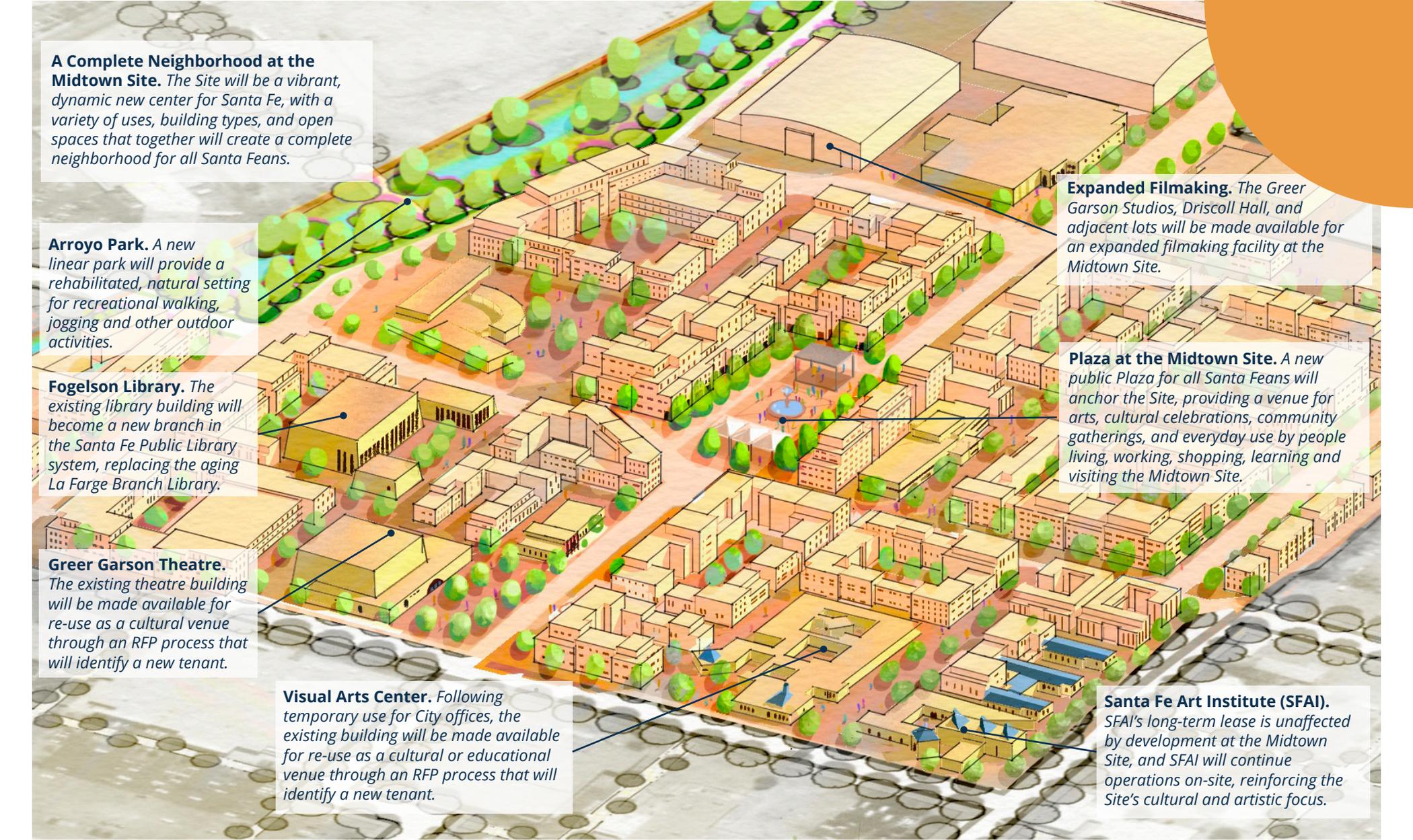
Supports and connects existing neighborhoods.

The Plan prioritizes safe and convenient connections between the Midtown Site and nearby neighborhoods, providing current residents access to new amenities and community uses at the Midtown Site.

Is a plan for everybody!

The Midtown Site will become a new center for Santa Fe, with open spaces, community uses, and new amenities that will serve all Santa Feans. Better connectivity and mobility will make the Site easier, safer and more convenient to reach across the City.





A Complete Neighborhood at the Midtown Site. The Site will be a vibrant, dynamic new center for Santa Fe, with a variety of uses, building types, and open spaces that together will create a complete neighborhood for all Santa Feans.

Arroyo Park. A new linear park will provide a rehabilitated, natural setting for recreational walking, jogging and other outdoor activities.

Fogelson Library. The existing library building will become a new branch in the Santa Fe Public Library system, replacing the aging La Farge Branch Library.

Greer Garson Theatre. The existing theatre building will be made available for re-use as a cultural venue through an RFP process that will identify a new tenant.

Visual Arts Center. Following temporary use for City offices, the existing building will be made available for re-use as a cultural or educational venue through an RFP process that will identify a new tenant.

Expanded Filmmaking. The Greer Garson Studios, Driscoll Hall, and adjacent lots will be made available for an expanded filmmaking facility at the Midtown Site.

Plaza at the Midtown Site. A new public Plaza for all Santa Feans will anchor the Site, providing a venue for arts, cultural celebrations, community gatherings, and everyday use by people living, working, shopping, learning and visiting the Midtown Site.

Santa Fe Art Institute (SFAI). SFAI's long-term lease is unaffected by development at the Midtown Site, and SFAI will continue operations on-site, reinforcing the Site's cultural and artistic focus.

A NEW CENTER FOR SANTA FE

The Midtown Site will be a center for arts, culture, celebrations and everyday life, anchored by a new Plaza and community-serving uses in historic buildings.

connecting communities



MOBILITY AND ACCESS

New streets and paseos, and improvements to existing streets, will make the Midtown Site more accessible and provide better connections to nearby neighborhoods and destinations.



People Walking and Rolling. All streets on the Midtown Site will include shaded sidewalks and crosswalks at intersections. Pedestrian paseos will provide easy access between destinations and help to reduce walking distances at the Site. The Plan provides guidance for how these networks can extend across greater the Midtown Site.



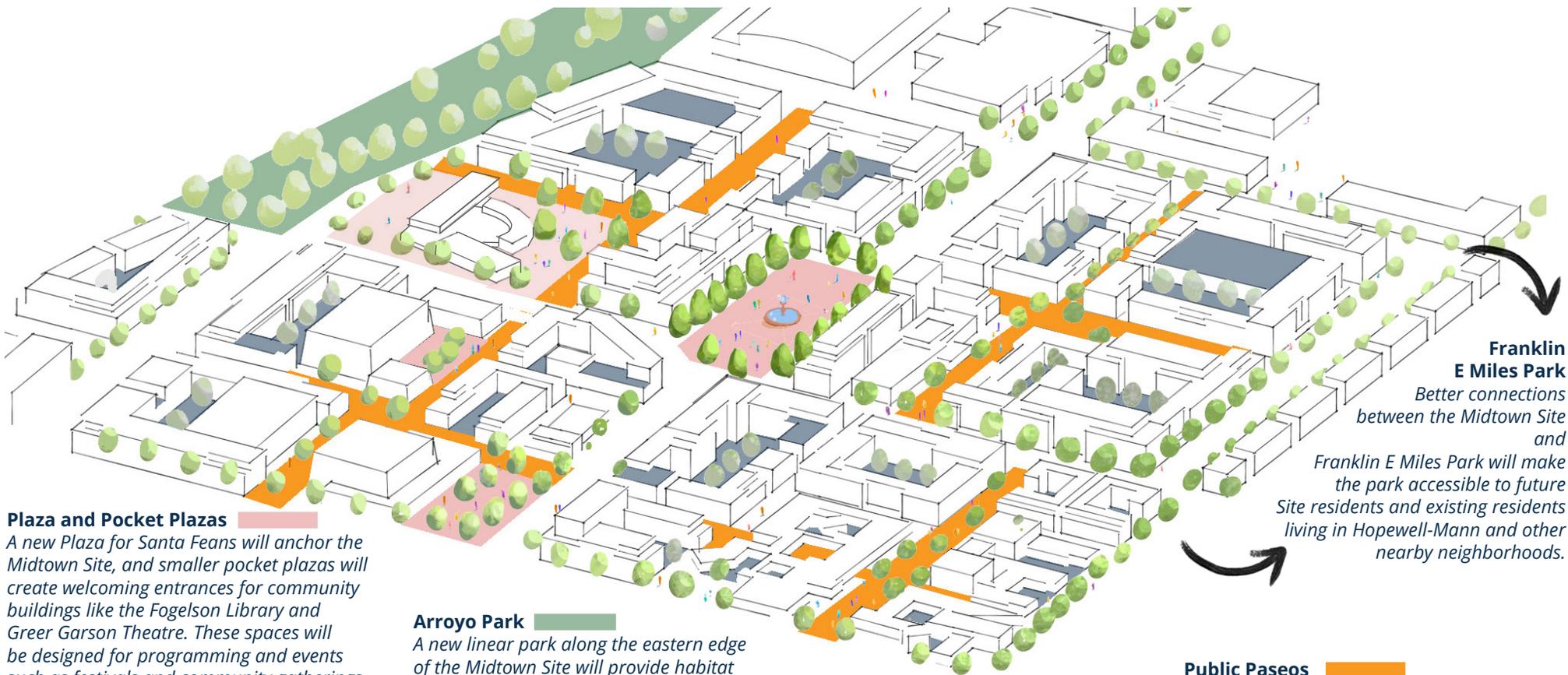
People Riding Bikes. All streets on the Midtown Site will be comfortable for people with varying levels of bike riding confidence. Marked bicycle lanes and multi-use paths will provide dedicated routes for people riding bikes within and across the Site.



People Taking Transit. New external pedestrian connections to transit stops along Cerrillos Road, St. Michael's Dr and Siringo Rd will make taking transit to and from the Site easier and more convenient.



People Driving Cars. While other modes of travel will be prioritized at the Midtown Site, studies for traffic and parking have shown that planned facilities will be able to accommodate future vehicle traffic generated by activities at the Site.



Plaza and Pocket Plazas

A new Plaza for Santa Feans will anchor the Midtown Site, and smaller pocket plazas will create welcoming entrances for community buildings like the Fogelson Library and Greer Garson Theatre. These spaces will be designed for programming and events such as festivals and community gatherings, and will help to promote a lively, dynamic environment at the Midtown Site that reinforces the neighborhoods role as a new center for Santa Fe.

CIVIC AND OPEN SPACE

The Midtown Site will have over 29 acres of open spaces designed to host a variety of activities in diverse outdoor settings designed to respond to the climate and culture of Santa Fe. These public spaces will be designed for hosting a broad range of community festivals and events, such as powwows, and arts, film and music festivals.

Arroyo Park

A new linear park along the eastern edge of the Midtown Site will provide habitat for native species and form an important north-south connection for people walking, rolling, and riding bikes. Green infrastructure will be integrated into open space design to incorporate sustainable stormwater management strategies.

Open Spaces on Development Parcels

New development at the Midtown Site must include outdoor space in the form of courtyards and roof terraces. These spaces will help to provide additional outdoor access for residents and workers at the Site.

Public Paseos

These walkways will connect open spaces and community use buildings around the Midtown Site. In addition to their role as connectors, these spaces can also be used for passive recreation, strolling, and catching up with neighbors on shaded benches.

Franklin E Miles Park

Better connections between the Midtown Site and Franklin E Miles Park will make the park accessible to future Site residents and existing residents living in Hopewell-Mann and other nearby neighborhoods.



gathering + recreation

authentic + appropriate



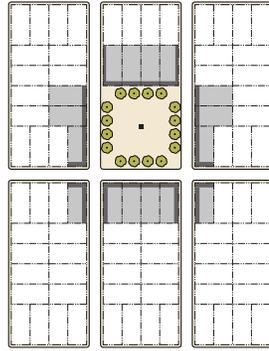
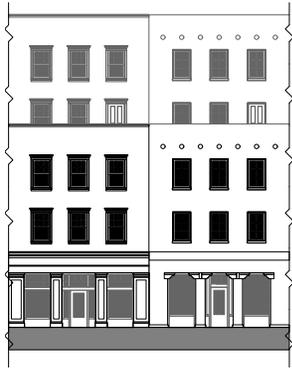
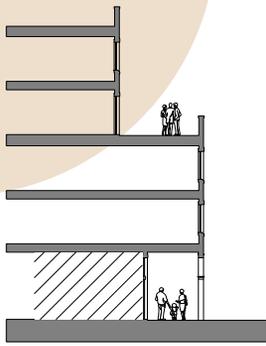
SENSE OF PLACE

Standards in the Plan require new buildings to reflect the climate, culture and urban form of Santa Fe so the Midtown Site will have an undeniably local sense of place.



Emphasis on the Public Realm

The Master Plan prioritizes a high-quality public realm — the streets, sidewalks, and open spaces that will characterize the experience of being in the Midtown Site.

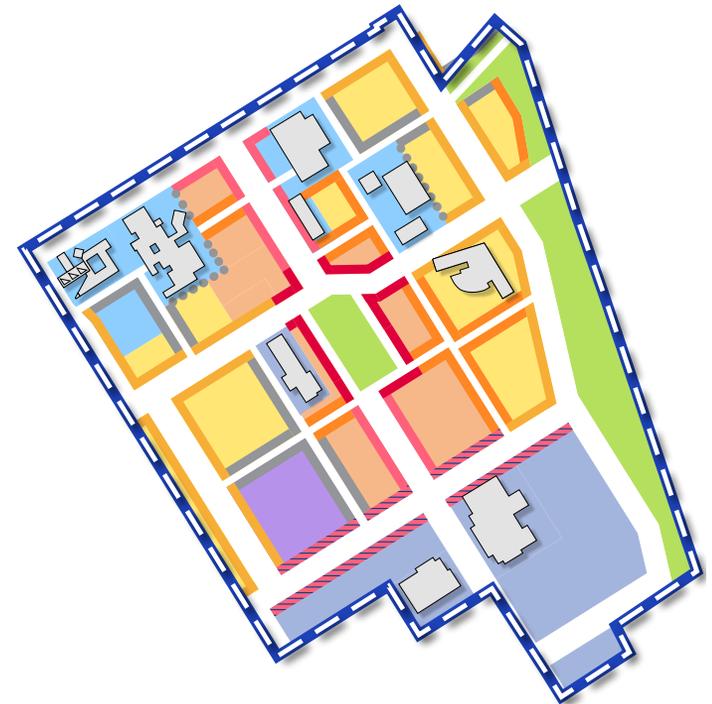
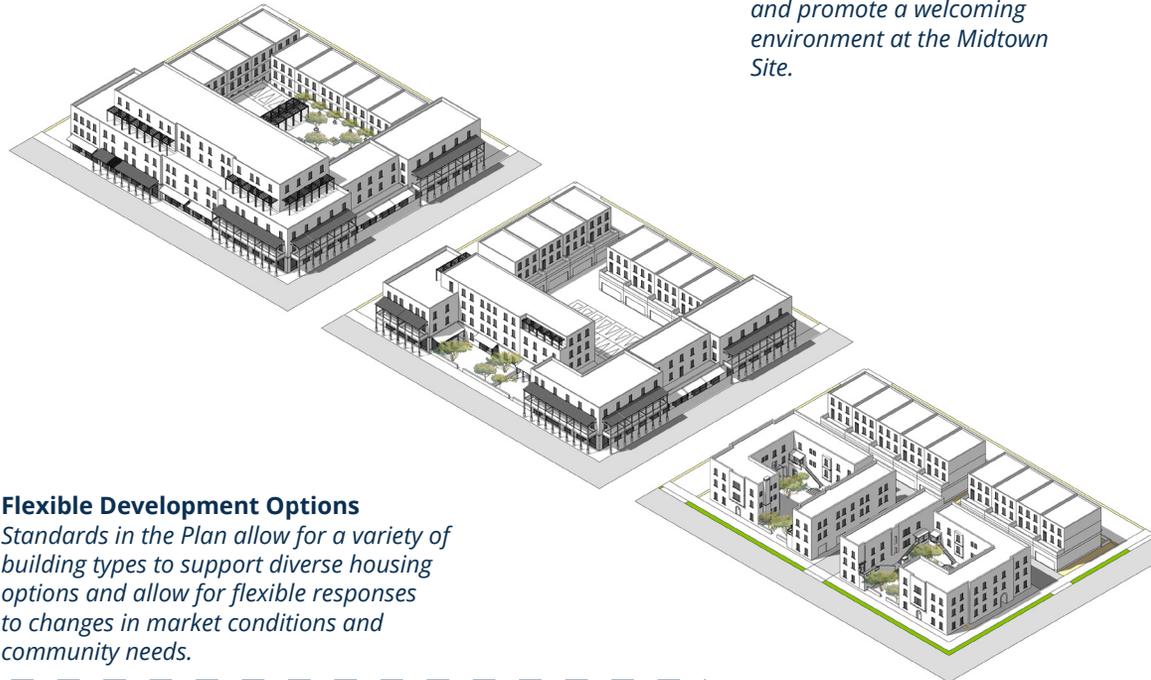


Sizing Buildings for Santa Fe

Development standards require height setbacks and establish maximum building dimensions to promote a scale of development that is consistent with Santa Fe's existing urban form while providing substantial opportunities for the construction of new housing and employment spaces at the Site.

Prioritize Open Spaces

Development standards will require buildings adjacent to open spaces to engage with the space through frontage designs that will help to activate the space and promote a welcoming environment at the Midtown Site.



Flexible Development Options

Standards in the Plan allow for a variety of building types to support diverse housing options and allow for flexible responses to changes in market conditions and community needs.

Not "One-Size Fits All"

Vibrant neighborhoods are unique places, with a variety of buildings, uses, and spaces. Standards in the Plan will support a diverse neighborhood at the Midtown Site.



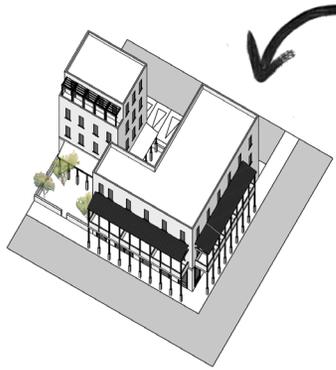
desirable living options



AFFORDABLE HOUSING STRATEGY FOR THE MIDTOWN SITE

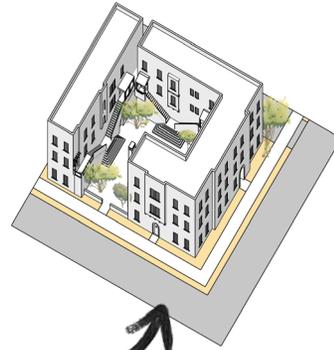
Housing Choices and Affordability

People who call the Midtown Site home will reside in a variety of affordable and market-rate units, in diverse building types that provide options for different unit sizes, prices, and lifestyles.



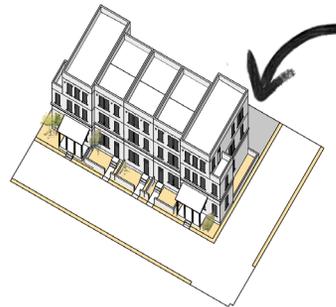
Mixed-Use Buildings

Residences are located above active uses on the ground level such as shops, cafes and community spaces.



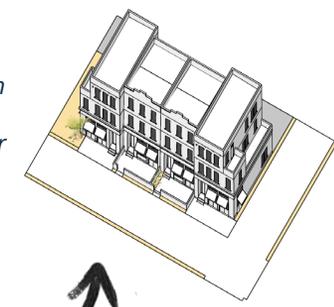
Courtyard Buildings

Residences are oriented around a shared courtyard for use by residents of the buildings.



Rowhouse Buildings

Residential units are located side-by-side with small front dooryards and sideyards for corner units.



Live/Work Buildings

Flex spaces for small businesses and artist studios are located below a residential unit where the business owner/artist lives.

At least 30% of homes developed at the Midtown Site will be priced for affordability for low and moderate-income households. The City will work to ensure that community objectives around affordable housing can be realized and that affordable housing can be sustainable and long-term.

Efforts to ensure affordable housing at the Midtown Site will include:

- Housing projects developed at the Midtown Site will provide affordable housing through the City's Housing Inclusionary Zoning requirements, including the Santa Fe Homes (SFCC 26-1) and Low-Priced Dwelling Unit Programs (26-2).
- In addition the City intends to work with developers at the Midtown Site to create additional opportunities for mixed-use, mixed-income development through:
 - requirements for inclusionary homeownership units with affordability controls or deed restrictions that provide long-term affordability;
 - requirements for affordable rental units, also with deed restrictions or covenants that provide long-term affordability;
 - options for developers to provide cash contributions in lieu of affordable housing units that will generate affordable housing construction within the Midtown Site/ LINC Overlay zoning area - the Midtown District; and
 - incentives to generate diverse tenure models on certain parcels, including shared equity models like community land trusts and co-housing.

Housing at the Midtown Site is expected to include a broad variety of housing types and sizes that help to meet the diverse housing needs of Santa Feans.



Administration Building*



Benildus Hall



Fogelson Library Complex*



Greer Garson Studio Complex*



Greer Garson Theater Center*



Visual Arts Center



* Denotes building designed by local architect Philippe Register, a practitioner of "southwest regional modernism" that is unique to Santa Fe.

REUSE OF EXISTING BUILDINGS

The buildings indicated on the map will be adaptively reused to honor the history of the Midtown Site while providing venues for cultural uses and amenities.



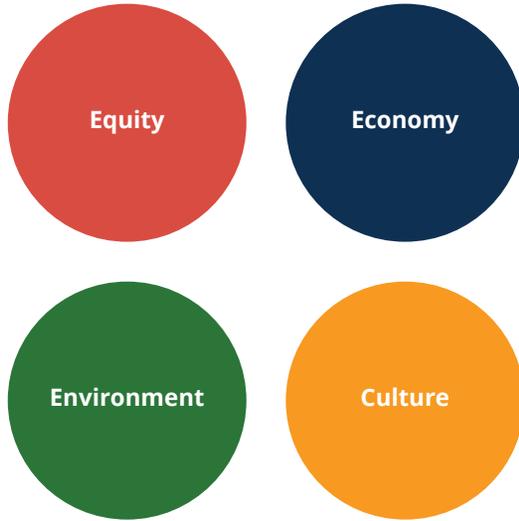
leveraging our legacy

FROM VISION TO REALITY

The Midtown Master Plan provides a development framework to support future redevelopment activity at the Site. It is the first step in creating a new center for Santa Fe at the Midtown Site.

Elements of Sustainable Development

More than 2,800 people shared their ideas for the Midtown Site as part of the initial outreach process, which concluded in 2018. Based on the input received, four elements were identified to guide development.



Sustainable Development

The Plan lays the groundwork for a neighborhood that is environmentally, economically, socially and culturally sustainable, reinforcing green design, affordable housing, access to amenities and services, and spaces for cultural activities.

Walkable

The Midtown Site will be a place where a person can walk, roll or bike to fulfill daily needs. Transit use will be supported, and while vehicular travel will be accommodated, alternative modes of active transportation will be prioritized.

History and Culture

To support cultural uses and historic remembrance, some existing buildings will be reused and civic spaces for cultural uses and gatherings will be provided. Santa Fe's history will be celebrated through place-based design that is responsive to local climate and culture.

Housing Choice

The variety of building types enabled by the Plan lays the groundwork for more housing choices for Santa Feans, and provides the opportunity for both affordable and market rate housing at the Midtown Site.

A LOOK AT THE MASTER PLAN DOCUMENT



Chapter 1 Mission + Statement Provides an overview of the Midtown Master Plan and its relationship to the City's planning framework.



Chapter 2 Background + Setting Summarizes existing conditions and identifies key characteristics of the Midtown Site and surrounding areas.



Chapter 3 Vision Gives an overview of the development vision and phasing, and articulates goals for sustainability, mobility, stormwater, open space and built form.



Chapter 4 Connectivity + Mobility Defines and provides the design direction for the future street network, modal prioritization, and parking policies.



Chapter 5 Development Standards Establishes form-based development standards that regulate the future built character on the Midtown Site.



Chapter 6 Infrastructure + Public Facilities Describes green infrastructure and addresses necessary improvements for infrastructure and utilities.



Chapter 7 Appendices Includes supplementary documents developed throughout the Master Plan process.

Zoning

The Midtown Site is currently zoned as single-family residential (R5). Only five homes per acre can be built in an R5 zone. To foster variety, the Plan proposes changing the zoning to C-2 (General Commercial District) which allows commercial and retail uses to be mixed with residential units and will enable many more homes to be provided at the Midtown Site.

Areas adjacent to the Site are currently zoned C-2. On their own, standards are designed to guide future additions or changes to existing strip commercial developments in the area.

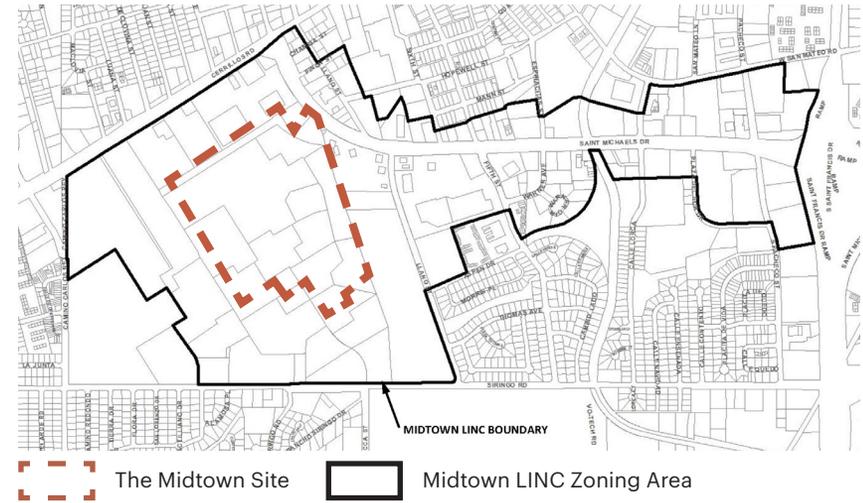
Together with new development standards included in the Plan, this update will ensure that the buildings, streets and public spaces that get built at the Midtown Site are consistent with the community's vision.

Midtown LINC Zoning Area

The Midtown Local Innovation Corridor Overlay District (Midtown LINC Zoning Area) aims to create a vibrant, mixed-use neighborhood within the demographic and geographic center of the city.

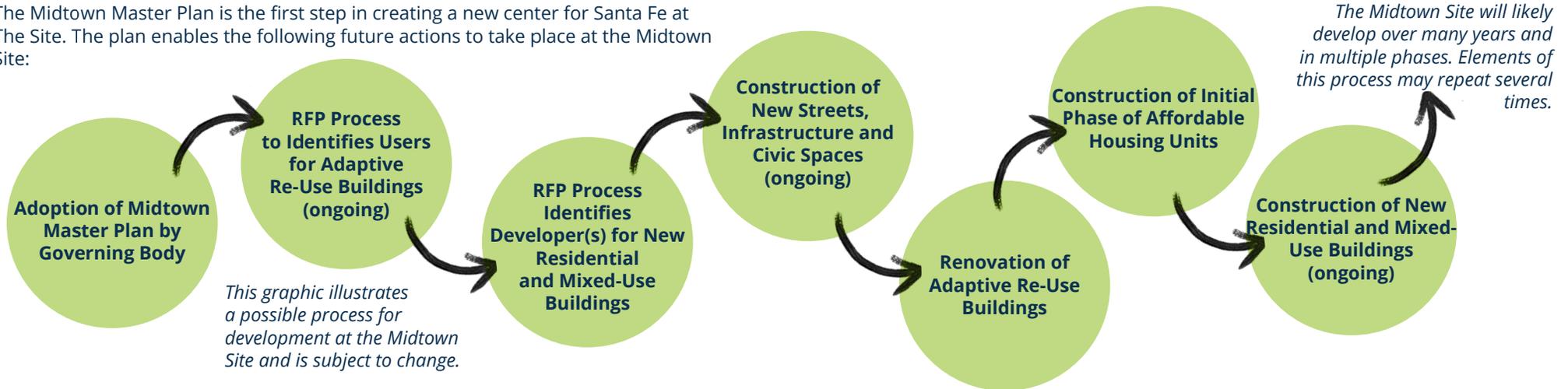
Adopted in 2016, it incentivizes multi-family residential development, complementary nonresidential uses, and an enlivened, street-oriented pedestrian environment by freeing development capacity of existing under-developed land and buildings, while allowing existing uses to continue as redevelopment occurs.

The Plan provides guidance for how nearby properties in the LINC can evolve to be complementary with new development on the Midtown Site.



PROCESS

The Midtown Master Plan is the first step in creating a new center for Santa Fe at The Site. The plan enables the following future actions to take place at the Midtown Site:





PREPARED BY:
SANTA FE OFFICE OF COMMUNITY
AND ECONOMIC DEVELOPMENT

planning@santafem.gov

Learn more and stay up to date by visiting:

MidtownDistrictSantaFe.org