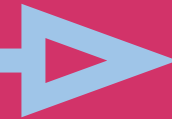
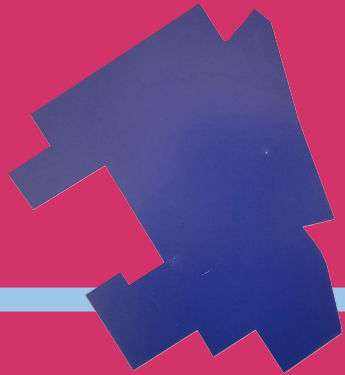


# Midtown Engagement Report

*Preliminary Findings & Guidance*

*SF Governing Body\_March 9, 2022*





# Who are the Midtown Partners?

## Public Engagement Consultant

UNM School of  
Architecture + Planning,  
Design Planning Assistance  
Center (DPAC)

## Midtown Engagement Partners (MEP)

Chainbreaker

YouthWorks

EarthCare

SF Art Institute

Littleglobe

## Midtown Activation Partners

Fathers NM

Friends of the SF Public Library

SF Indigenous Center

La Familia Medical Center

# Outreach

## CHALLENGES

- COVID-19 Closures & Social Distancing
- Technological Access (Devices, Internet Connectivity, Technical Limitations, Digital Literacy)
- Language Access (English & Spanish)
- **Trust**



# Engagement Events

Oct. 23, 2021 • **Block Party**  
1000 attendees

Interviews

Workshops in **Schools**  
**Door-to-Door** Canvassing  
Online & Paper **Surveys**

Dec. 19, 2021 • **Posolada**  
500 attendees



>2000

Total Surveys Collected

42%

Renters

48%

Born Here, All Their Lives  
or 20+ Years in Santa Fe

67%

Below Area  
Median Income

400

Under the Age of 25

~19% of Total

11%

Native/Indigenous

338

Spanish-Language  
Responses

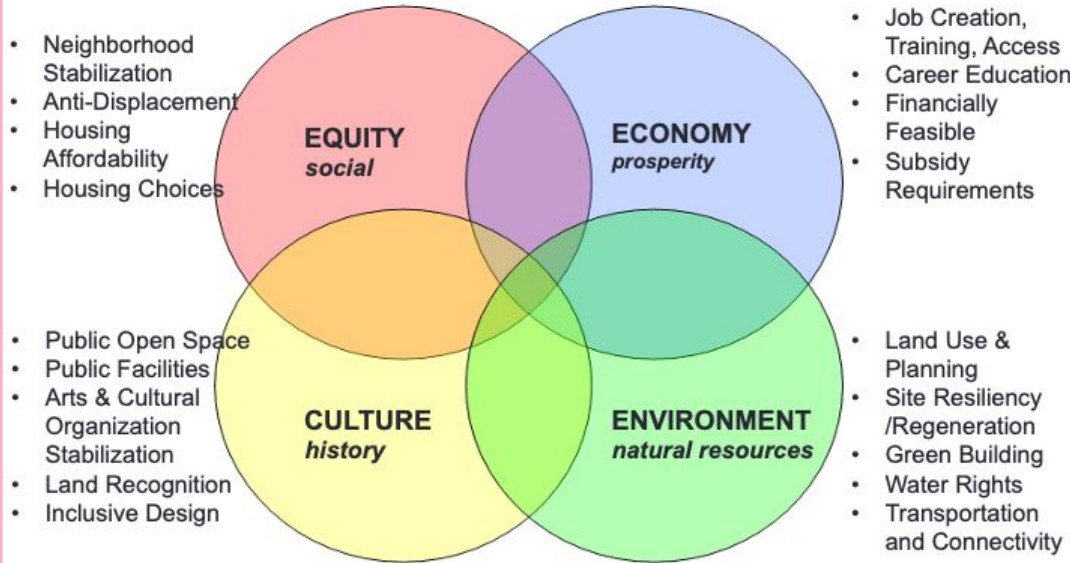
~17% of Total

54%

Hispanic/Latino/Latinx

# The Context of Engagement

## Sustainable Development: 4 Elements

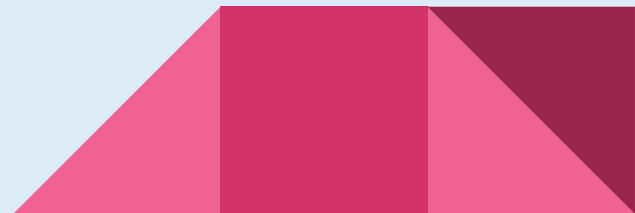


*The elements of sustainable development are interconnected.*

*This framework informed and enriched the data analysis process.*

# MIDTOWN ENGAGEMENT REPORT: Structure

- ✓ 1. BACKGROUND: where and when we are working
- ✓ 2. PROCESS: the path to partners, engagement, findings, and guidance
- ✓ 3. FINDINGS: participation and **feedback**
- ✓ 4. GUIDANCE: **community goals** for Midtown
5. ENGAGEMENT: lessons learned and guidance for Santa Fe



# Residents want a Midtown that is...

GREEN + HEALTHY: sustainable and healthy, renewable, resilient & self reliant

INCLUSIVE: youth, families, elderly, unsheltered, BIPOC, LGBTQ

AFFORDABLE: housing, recreation, education, arts, culture, community, healthcare

COMMUNITY DRIVEN: community voice in decision making

LOCAL: of Santa Fe, for Santa Fe and by Santa Feans—arts, culture, community, opportunity

EQUITABLE: prioritizing those who have fewer resources & opportunities

SECURE: affordability, protection from displacement, inclusive, community access





# Guidance (in Progress)

**Guidance:** *community goals and characteristics of development*

**Rationale:** *drawn from public input, context, and other evidence*

**Case(s) in Practice:** *examples of promising policy or practice*



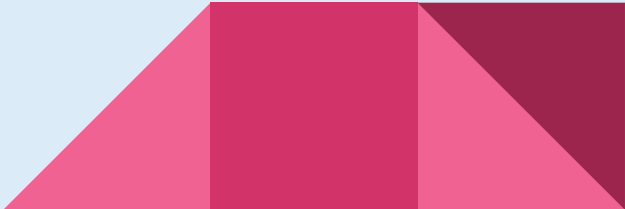
# MAPPING THE MIDTOWN GUIDANCE

**Approach**—*community driven & equitable—update existing policies, create new*

**Vision**—*equitable, sustainable and health promoting; access for all ages, identities and abilities*

**Support for Local Community**—*economic opportunity, access to education, arts and cultural spaces and programming*

**Life at Midtown**—*diverse, inclusive; arts + culture programming; community events*



# Approach

*community driven & equitable—update existing policies, create new*



# APPROACH

- **Assess and Update Existing Plans (add or consider Midtown)**
    - Develop and practice **Inclusive Language Access** Policy and Protocols in all public engagement.
    - **Update plans and commitments** related to multimodal networks in Santa Fe, to incorporate Midtown and its forthcoming uses, **through a lens of mobility justice**. (E.g. the Santa Fe Pre-Teen And Teen Independent Transit And Mobility Plan)
  - **Midtown is Community Driven**
    - Community members should have **a role in the RFP process and ongoing management**.
    - Establish a nonprofit collective of community actors and organizations that will **continue to advocate and advance the community benefit recommendations** included in this report.
    - Reserve parcel(s) for development of a **Community Land Trust**.
- 




# Vision

*equitable, sustainable and health promoting; access for all ages, identities and abilities*



# VISION

- **Midtown Is a Place for Youth and Families**
    - In the spirit of creating a space for youth and families, center schools and learning in the site development. Create **intergenerational learning opportunities**
    - **Accessible recreation** is a key piece of ensuring Midtown is usable for families
  - **Healthy Communities**
    - Promote **Healthy Community Design and development**, which includes walkable neighborhoods, access to nature, good to great quality of air and water, and low vehicle dependence.
    - Use **tools like Health Impact and Equity Impact Assessments**, and Social Determinants of Health standards to assist priority decision making.
- 

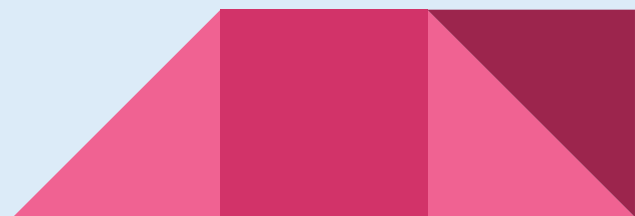


# VISION continued

- Sustainable Development

- Set ambitious goals and standards to **create a sustainable and resilient Midtown**, including environment, economy, and social equity, following established principles and assessment frameworks (e.g., EcoDistricts, Living Communities Challenge, LEED ND+, Enterprise Green Communities, Arid Low Impact Development, Passive House, etc).
- Build additional **infrastructure to be all-electric** and plan for renewable energy sources, particularly solar, across Midtown.

*“yo quiero ver más plantas y más recycling bins para salvar nuestro planeta más jardines y mas centros de ayuda de inmigrantes y centros de arte”*





# Support for Local Community

*access to economic opportunity and housing stability*



# SUPPORTING LOCAL COMMUNITY

- Local Economic Development & Support

- Implement city programs and facilitate space that **incentivize and support local business**. The site should host a **market space, entrepreneurial support, business incubation**, and local specific programs.
- Focus on **workforce training and support** that includes **wrap around services for workers and families**. A fuller program of support will ensure sustainability and success for workers in Santa Fe.

*"I would love for there to be more resources available at a sliding scale- the arts, education, jobs, housing, community building"*

# SUPPORTING LOCAL COMMUNITY continued

*“We need to build things we don’t have, like affordable housing for people who are actually low-income and working class”*

- **Housing Affordability and Security**

- Develop and implement a **Neighborhood Stabilization Plan** for existing vulnerable neighborhoods threatened by new development (especially Hopewell Mann, adjacent to the Midtown site), in collaboration with community members, organizations, and housing advocates.
- In both rental and ownership, **prioritize housing that’s affordable for individuals and households upon which the economy of Santa Fe relies**: teachers, artists, public servants, firefighters, hotel and restaurant workers, etc. (many are essential workers)
- Ensure that housing is accessible and provides opportunities for **long term residency across generations**, supporting neighborhood stabilization and community cohesion



# Life at Midtown

*diverse + inclusive; arts + culture programming; community driven events*



# LIFE AT MIDTOWN

- Community Services
    - **Leverage existing buildings and spaces** to establish community services in initial phasing and anchor the district in community. Ensure the presence of community services in perpetuity.
    - Prioritize government offices with **public-facing services that Santa Feans use on a regular basis** (e.g., Neighborhood Services, Planning and Building Permits), and **keep core official functions downtown** (City Hall, Council offices, etc.).
  - Arts & Culture Programming & Spaces
    - Provide **affordable or free visual art opportunities** for artists of all ages, including gallery space, art workshops/classes, artist live/work spaces, providing community art facilities and maker spaces, musical performance spaces and community art spaces.
    - Accommodate and promote **powwow grounds** within the Midtown site. Prioritize use and management by Indigenous peoples.
    - Keep the **Greer Garson Theater & Fogelson Library**.
- 

# LIFE AT MIDTOWN continued

- Arts & Culture Industry (makers, providers, orgs)
  - Continuing to use Midtown for filmmaking and **connect commercial use with training and education** for local economic opportunity (studios, etc.).
  - Celebrate **food and the culinary arts as a local tradition** and way to bring community together. Integrate food offerings into all uses and activities on site - food trucks, markets, coffee shops, local restaurants.

*I'd love to see a vibrant gathering area for local musicians and performers, utilizing the magnificent Greer Garson Theater once more.*

# HOW do we move Midtown Forward?



## WHO

- Governing Body
- Midtown Engagement Partners
- City Departments & Staff

## WHAT

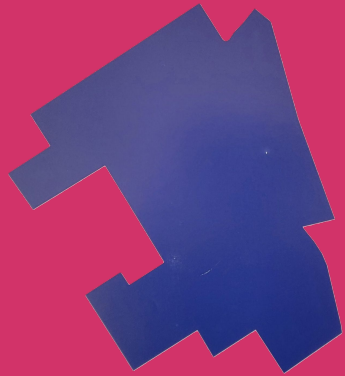
- Guidance
- Community Outreach + Input
- Staff Guidance
- Policy Development

## WHEN

- Draft Report: Feb 1
- Final Report: Mar 31
- BEYOND

# Midtown Engagement Report

*Preliminary Findings & Guidance*



CONTACT INFO

***[unmdpac@unm.edu](mailto:unmdpac@unm.edu)***