

MIDTOWN

SANTA FE



How did we get here?

2021

January: Master Developer withdrew from the City's RFEI solicitation process

February: City Staff coordinates a multi-disciplinary, inter-departmental approach to moving the Midtown development planning phase forward for phased development

March: City Staff and consulting team present a series of next steps – **Midtown Moving Forward** toward initial development focused on community development objectives

What do we do now?

Act with local knowledge and experience:

Position the site to reduce development risk, uncertainties, and challenges

Position the City to lead and maximize community development benefits

Position development so that it can happen in smaller, incremental phases

Work with local knowledge and experience:

Open-up the opportunities for stronger participation with local planners, developers and businesses

Focus the public engagement process on zoning, land use and development planning

Increase City staff capacity by establishing an internal Midtown Project Manager

Midtown Planning Guidelines - Goals

Long-Term Development Goals	Public Policy Financial Goals	Community Development Goals
<ul style="list-style-type: none">• Higher education• Housing choices for all incomes• Film and multimedia industry• Local community arts and culture• Technology and innovation	<ul style="list-style-type: none">• Generate near-term revenues to pay operating costs (including bond repayment)• Create long-term value to achieve economic and community development goals	<ul style="list-style-type: none">• Public Engagement<ul style="list-style-type: none">• Inclusive• Transparent• Development<ul style="list-style-type: none">• Sustainable• Equitable• Public Open Space and Facilities

Based on the Midtown Planning Guidelines approved by the Governing Body in 2018

Relationship between achieving Midtown Goals and Incremental Investment Decisions

	Goals	As-is sale (immediate)	Minimal investment (6-12 months)	Incremental disposition/ increased investment (up to 5 years)
Community	Higher Ed	○	◐	●
	Mixed-Income Housing	○	◐	●
	Film & Multi-media	○	◐	●
	Arts & Culture	○	◐	●
Financial	Offset/reduce costs	?	◐	◐
	Long-term value	○	◐	●
Process	Inclusive & Transparent	○	◐	●
	Green & Sustainable	○	◐	●
	Public Spaces	○	◐	●
	Equitable	○	◐	●

○ Least likely

◐ Moderately likely

● Most likely

What are next steps?

Cancel developer solicitation (RFEI)

Rezone the property

Create a Comprehensive Planning Framework and Infrastructure Plan

Prepare Site for Early Development

Why?

Reuse Existing Buildings for Community Purposes

Expand Garson Studios into a Premiere Studio and Film School Complex

Identify Parcels for Affordable and Mixed-Income Housing

Proceed with future incremental development phases and solicitations – master developers and/or project developers to be determined by the City

MIDTOWN SANTA FE

VISIT THESE WEBSITES

www.MidtownDistrictSantaFe.com

<https://www.cultureconnects.site/>

