



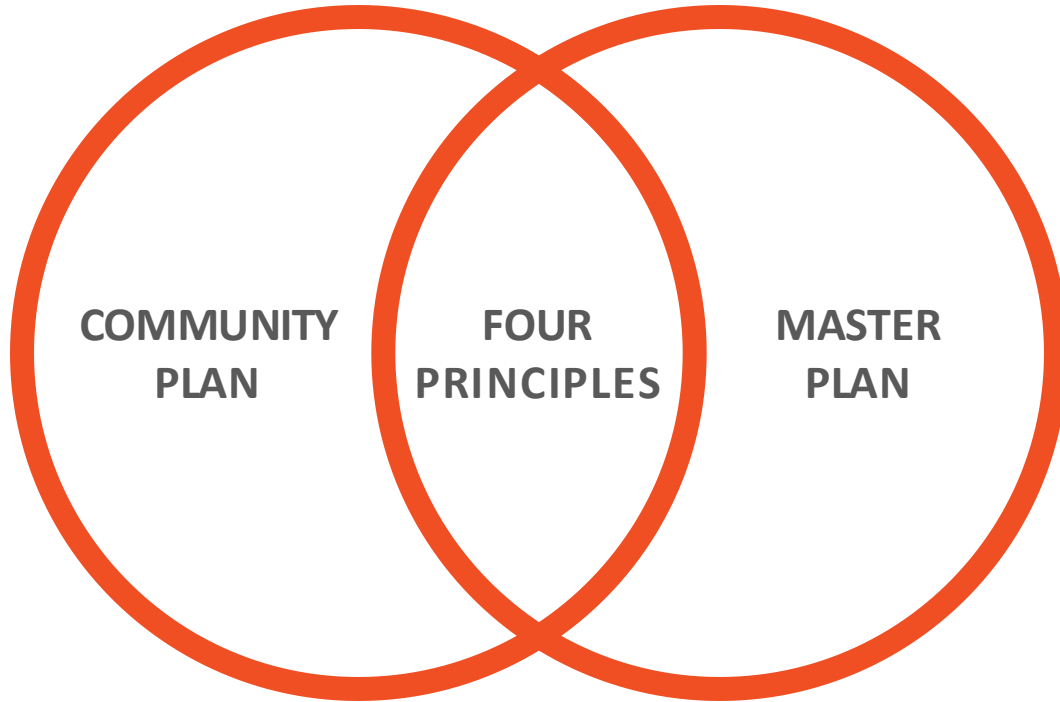
CITY OF SANTA FE

OUR SHARED VISION FOR THE MIDTOWN SITE

**Building an inclusive new city center
to foster creativity, culture, and
economic opportunity.**

COMMUNITY PLAN + MASTER PLAN

Working together for a prosperous Santa Fe



OUR PRINCIPLES

Honor the

ENVIRONMENT

- Acknowledge the land and water
- Design for regeneration and resilience
- Support community health

Design for EQUITY

- Make it accessible
- Minimize displacement
- Diversity of mixed uses

Create a locally-led ECONOMY

- Create economic opportunities
- Stabilize communities

Embrace our CULTURE

- Celebrate our heritage
- Support the arts and creative entrepreneurship
- Enhance our community programs



What makes up the Midtown Neighborhood?

MIDTOWN DISTRICT - FIRST NEIGHBORHOOD

Casa
Allegre

Hopewell
Mann

Rancho
Siringo

Midtown
Site

Midtown Metropolitan
Redevelopment Area

Local Businesses, Schools, Community
Centers and Neighborhoods

Santa Fe
Midtown

Casa
Del Cero

Casa
Carlos Rey

Additional
Neighborhoods

OUR PROGRESS

We have momentum, city commitment, and engagement

2018	2019-2022	2023	2024	2025
University Closes	Community Engagement	Proposal Solicitation for Legacy Buildings	Aspect Studios Film Production and Mixed-Use Dev – Governing Body Unanimous Approval	Legacy Buildings Predevelopment – Public Library + Theater
Vision Planning	Redevelopment Plans Finalized - Governing Body Unanimous Approval	Developer Negotiations Begin	MRA Commission Appointed	Infrastructure and Parks/Plaza 60% Design
	Community Support – Unprecedented	MRA Established		Demolition of LaSalle & Student Apartments
				Development Proposals
				Hopewell Mann Neighborhood Stabilization Planning - Hopewell Mann
				Metropolitan Redevelopment Area Designation

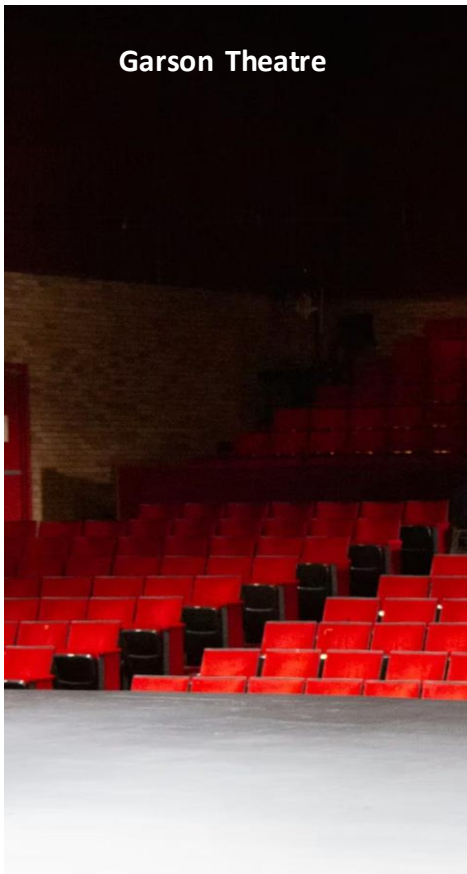
Where We Are Now

Reviving Our Legacy

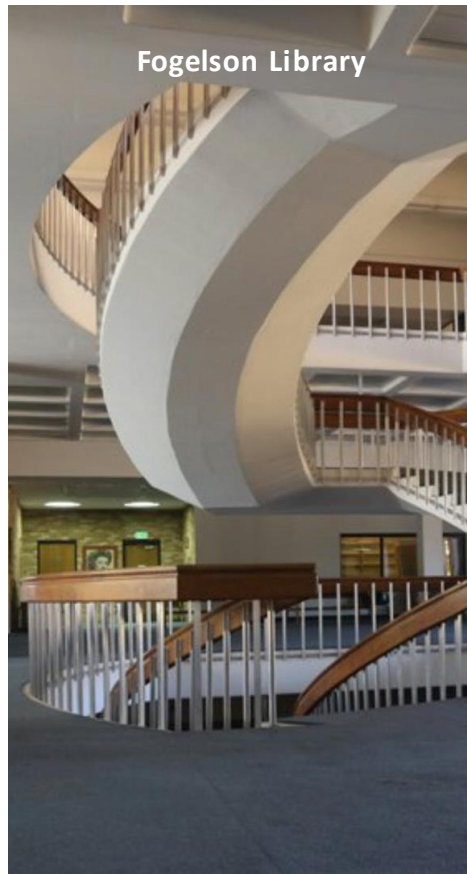
Legoretta Buildings



Garson Theatre



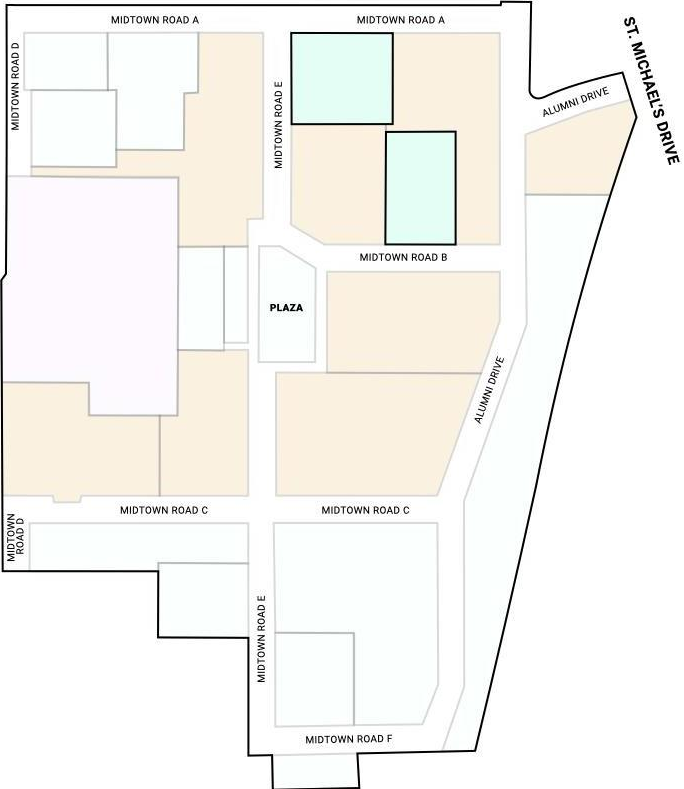
Fogelson Library



Garson Studios



Legacy Buildings & Civic Uses





Legacy Buildings & Civic Uses Progress to Date

Fogelson Library

- **Wilson & Co Assessment Report**
- **RMKM Report**
- **100k DFA Grant**

Greer Garson Performing Arts Center

- **Wilson & Co Assessment Report**
- **Artspace Feasibility Study**

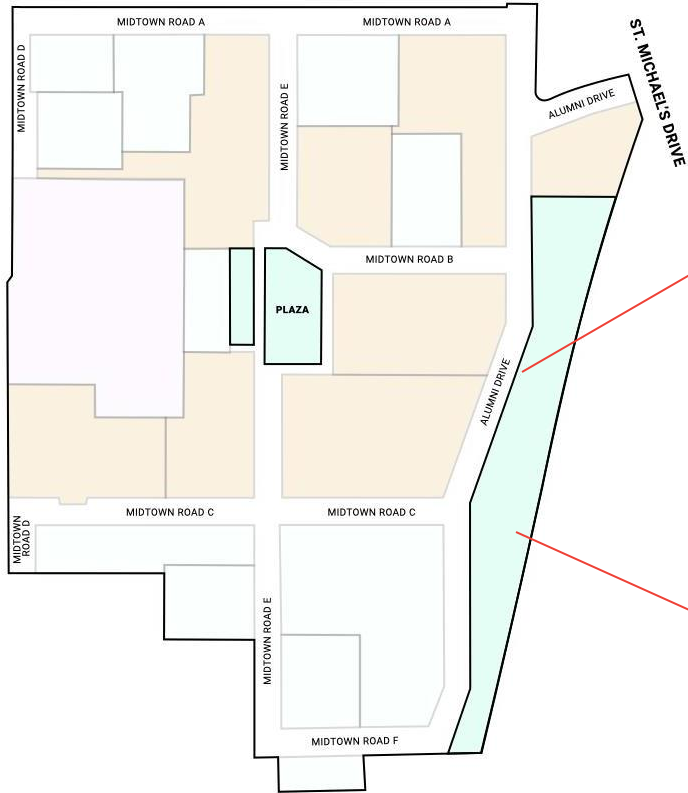
60% Infrastructure Design

Demolition

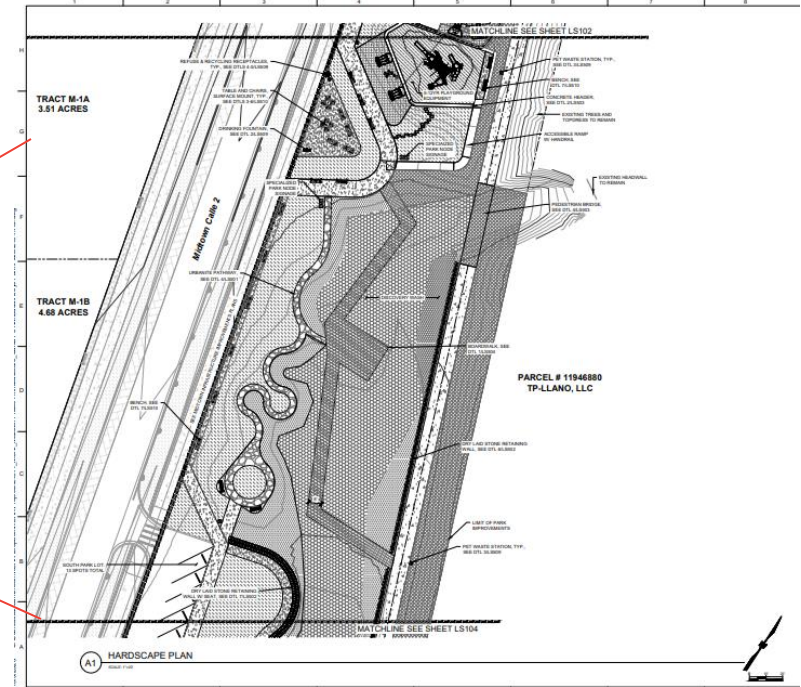
LaSalle Hall &
Student Apartments



Infrastructure Design — Open Space



Arroyo Park



On-Going Development



Midtown Signage

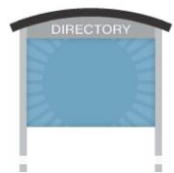


MIDTOWN COMMUNITY
SPACE DESIGN

SIGNAGE

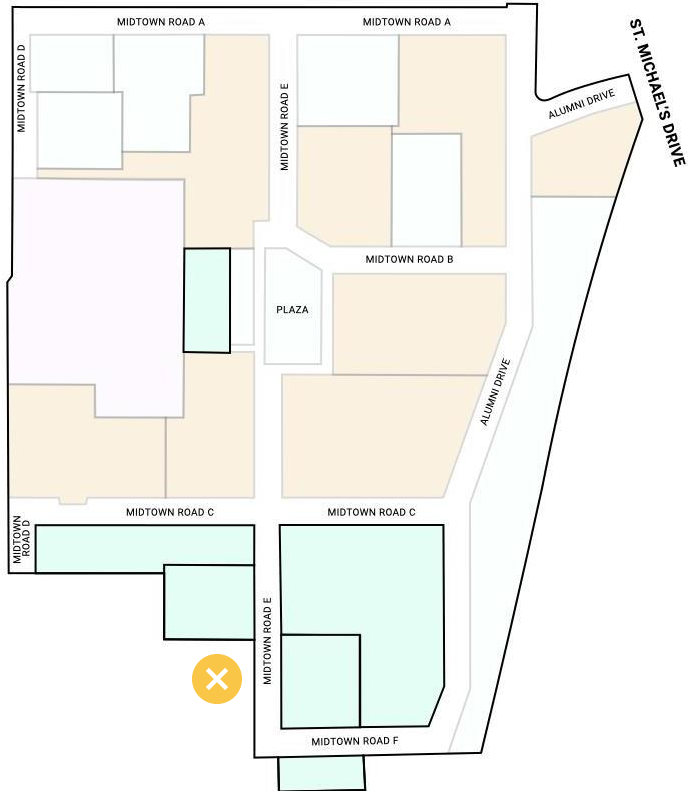


Aluminum sign with
raised aluminum letters

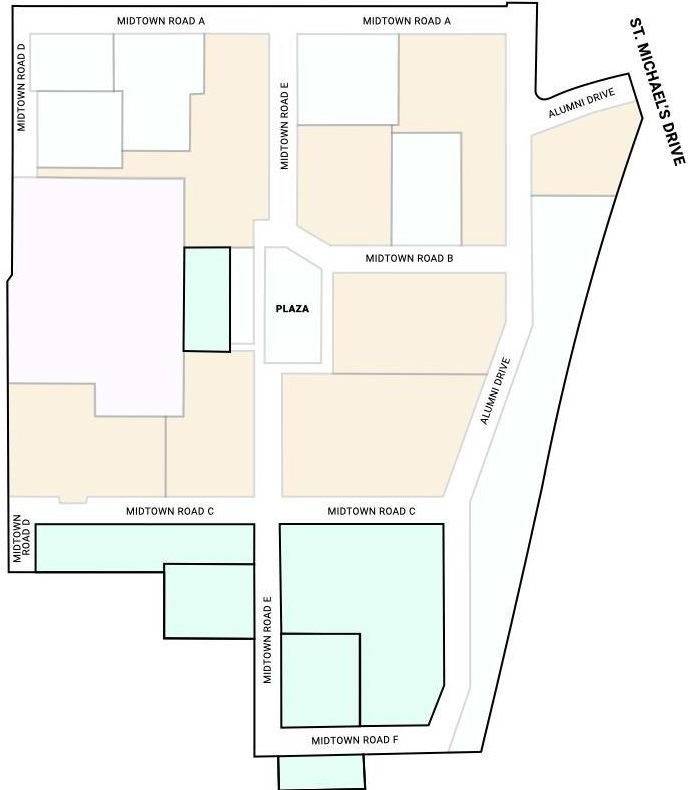


Proposed Midtown Signage

Predevelopment — Aspect Media Village



Predevelopment — Aspect Media Village



Aspect Garson

The Screen



Aspect Driscoll



Midtown Site Parcels



*Metropolitan Redevelopment Agency
direct disposition April – June 2025*

Total Parcels: 23

- Predevelopment: **14**
- Total Available: **8**
- *State Parcel:* **1**

Mandatory Criteria

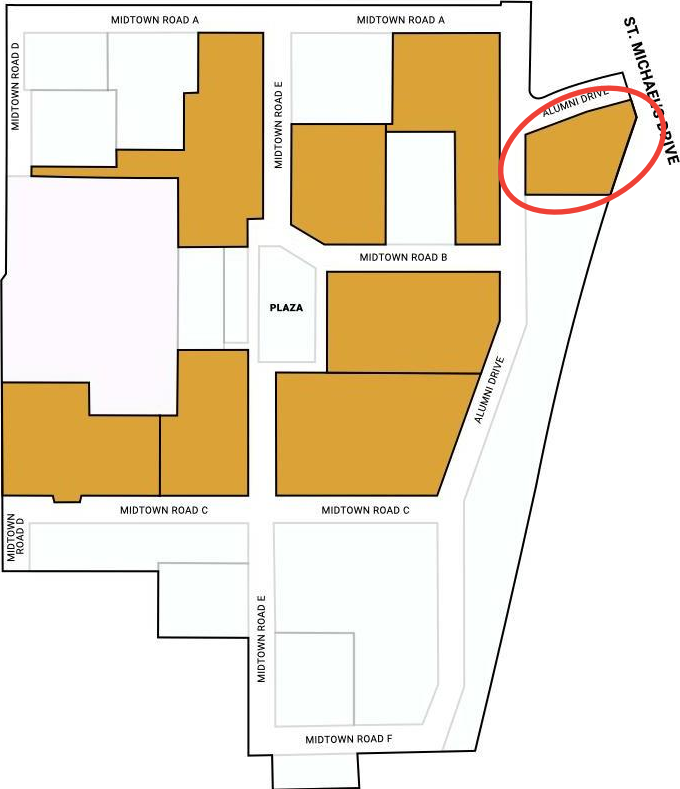
Criteria	Category
Residential Development – comply with Santa Fe Residential Green Building Code	Environmental
All Development – implement certain USGBC LEED credits listed as Required for New Development	
Inclusionary Housing – comply with the Santa Fe Housing Program	Equity
Housing Discrimination – comply with the City of Santa Fe code or charter regarding protected groups and with the State of New Mexico’s Human Rights Act; and non-discrimination regarding the use of housing vouchers or sources of income	
Short Term Rentals – prohibit short term rentals	
Job Creation – provide an estimate of existing and new jobs created from development	Economy
Job Access – post jobs with City regarding job opportunities	
Communication – host at least one workshop or presentation for the public to learn about, and/or provide input on, the proposed development particularly regarding consistency with the Midtown Redevelopment Plans	Culture

Priority Evaluation Criteria

Community Development Plan Criteria	Category
Affordable Housing – use the Enterprise Green Communities program provided in the Midtown Community Development Plan	Environmental
Inclusionary Housing – projects that include affordable units on-site within the residential development	Equity
Long-term Housing Affordability – extend the required price restrictions period on affordable housing units	
Local Businesses – place small and local businesses in commercial spaces	Economy
Job Training – provide opportunities for job training and career development	
Community Programs – include community-oriented tenants in commercial space, such as early childhood, senior, health, after-school and summer centers, and shared learning labs/ workspaces	
Public Art – relocate existing outdoor sculpture and/or incorporate art in the design of the development	Culture

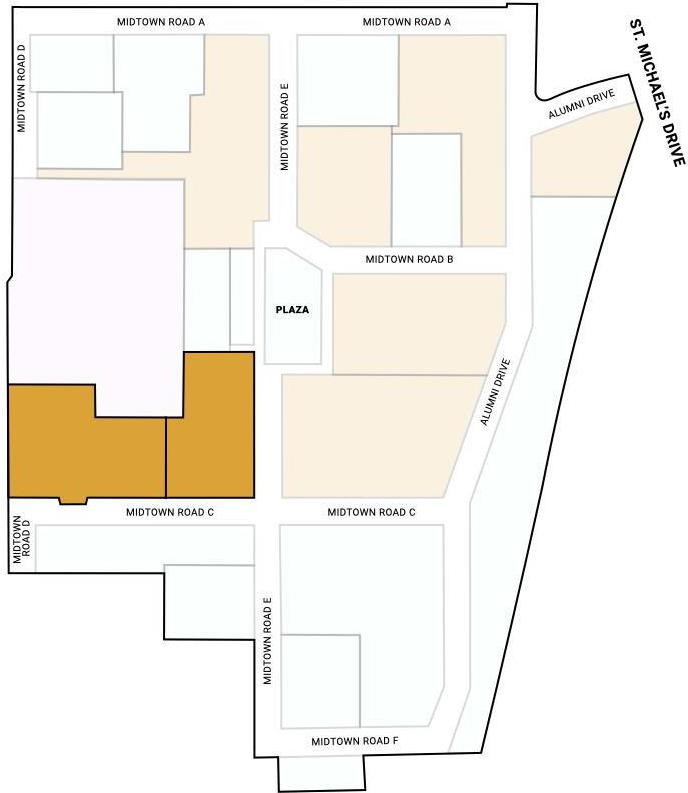
Proposed Exclusive Negotiation Agreements

Blue Mesa Center for the Arts

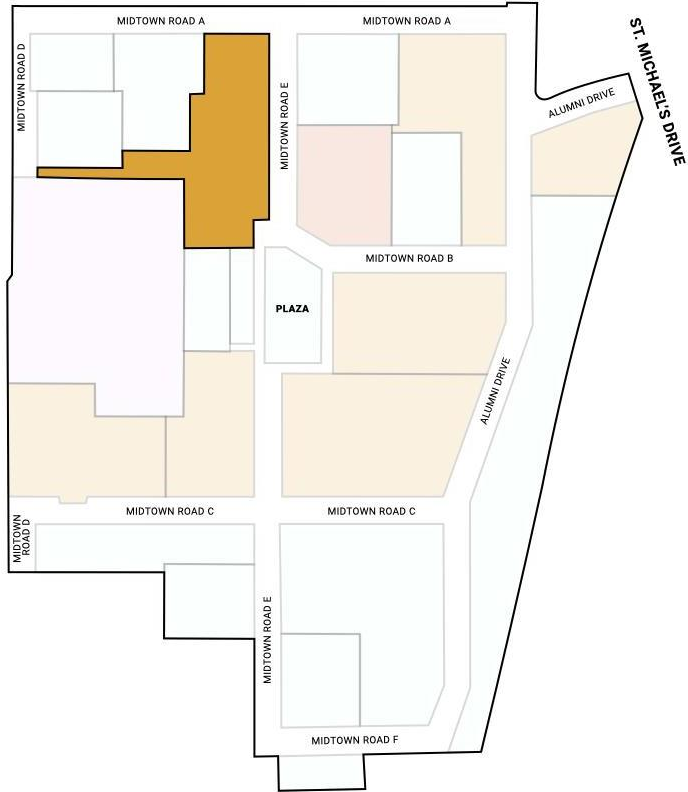


Proposed Exclusive Negotiation Agreements

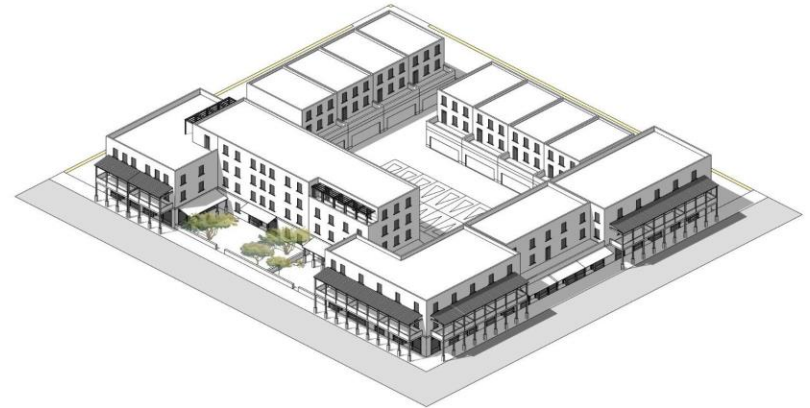
New Mexico Innovation Hub



Parcel K-1b



Conceptual site under consideration for a 100% affordable housing initiative



METROPOLITAN REDEVELOPMENT AREA

Metropolitan Redevelopment Area

Midtown
Site

Midtown Metropolitan
Redevelopment Area

Establish Metropolitan Redevelopment Agency (MRA) to oversee the execution of the Midtown Plan (2023).

Form Metropolitan Redevelopment Commission (MRC) to guide the implementation of Midtown Plan (2024).

Attract additional funding to bolster the broader Midtown District by establishing it as Metropolitan Redevelopment Area (Coming soon).

**Hopewell Mann
Neighborhood Stabilization Plan**

HOPEWELL MANN - NEIGHBORHOOD STABILIZATION PLAN

Hopewell
Mann

Midtown
Site

Midtown Metropolitan
Redevelopment Area

Policy and plan recommendations that include affordable housing along with additional policy interventions

Understanding the Hopewell Mann residents' needs to help mitigate unintended consequences of the Midtown site redevelopment

QUESTIONS

BIG QUESTIONS



THANK YOU!



Brand colors

+ tints:

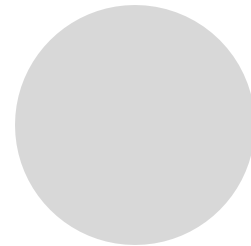
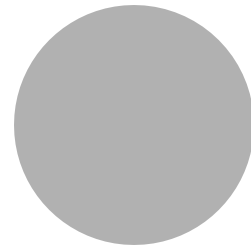
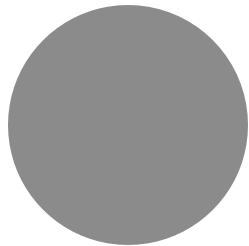
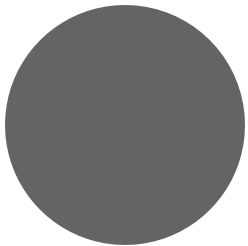
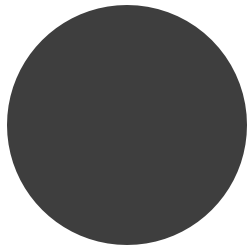
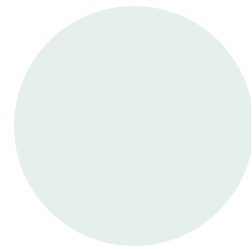
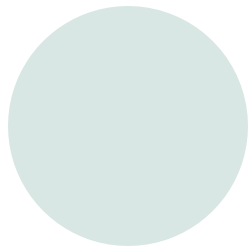
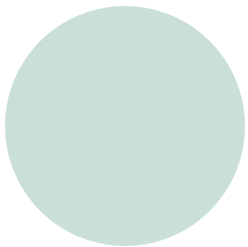
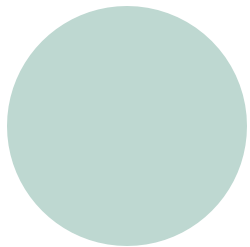
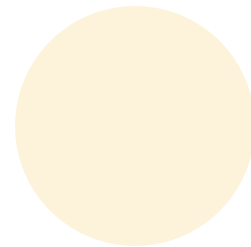
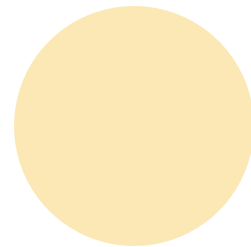
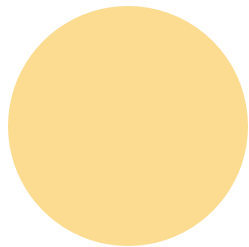
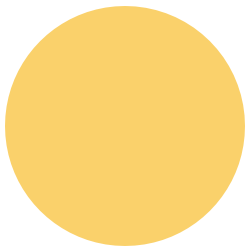
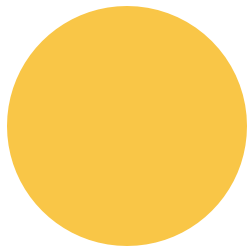
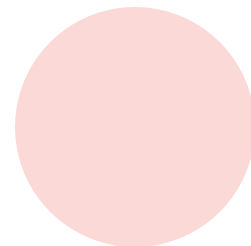
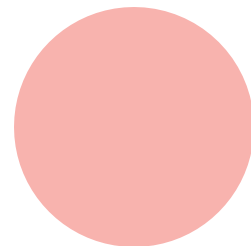
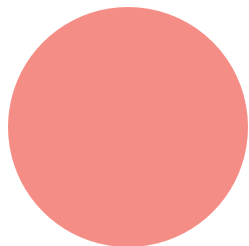
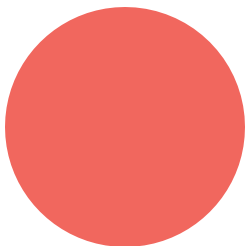
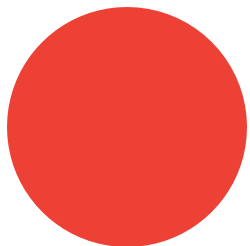
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Color Blindness Friendly Colors

