

IV. Vision and Principles of Development

Vision Statement

The following is a comprehensive and inclusive vision statement for the Midtown Greenway Land Use and Development Plan. This vision allows the community to express its overall goals for the Plan and serves as the community's image of success for the Midtown Greenway and its surrounding neighborhoods.

“The greenway area is distinctive in its proximity to exciting and convenient commercial districts, in the availability of outstanding transportation options, and in the presence of the Midtown Greenway amenity itself. Over time it will grow as a place where the natural and built environments work together, where mixed-use development patterns of varying intensity are complemented by open space and traditional urban neighborhoods. New private development, and enhancement of the public landscape, will add to its commercial, residential and recreational assets, and strengthen its sustainability and connectedness.”

Principles of Greenway-Supportive Development

Based on meetings with the public, Steering Committee and City staff, as well as the inventory and analysis work, the following 12 Greenway-supportive development principles apply to the Midtown Greenway Land Use and Development Plan study area. These principles support the community's vision (above) and were useful in guiding the development of the case study concepts, future land use map and development guidelines.

1. Promote a safe, vibrant and active environment with calmed streets and widened sidewalks. Focus investments toward developing an enlivened, pedestrian-friendly public realm.
2. Encourage redevelopment projects to be transit-supportive by integrating bicycle and pedestrian amenities as well as accessible and visually appealing transit stops into projects.
3. Promote opportunities for additional public green space, dedicated parks, trail connections and public art along the Greenway edge, especially near transit stops and higher-intensity developments.
4. Support compact development and promote mixed use in existing commercial areas. Create a more lively and diverse urban environment.
5. Focus the most intensive development near future transit stops and existing commercial nodes and encourage the provision of open space and active stormwater management in new developments.
6. Promote development that reinforces appropriate architectural scale and relates to adjacent land uses. Employ development strategies that minimize Greenway and adjacent property shadowing.

7. Use new development, the pedestrian environment and open space to promote an integrated relationship between the Greenway floor and the Greenway edge/rim, fostering a sense of place and community.
8. Develop a premier public edge along both sides of the Greenway, including a more pedestrian and bicycle-friendly 29th Street and public promenades.
9. Promote Greenway safety and comfort through environmental design features such as doors located on the street or Greenway as appropriate, windows facing public space and the relocation of service doors away from the public realm.
10. Promote compatibility of industrial uses with residential areas and the Greenway through landscaping and enhanced urban design.
11. Promote sustainable site design through the use of ecological landscaping* and on-site stormwater management.

*Ecological design: Landscape planning and design using native or other low maintenance, sustainable plants and/or plant communities that maintain or improve one or more ecological functions for water, soil, air and biodiversity quality, and that also appeal to human aesthetics.