

## **Proposed Text Updates to CHAPTER 5 – FUTURE LAND USE**

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*Revised September 12, 2018*



## Multi-Use Center

**Specific Objectives.** The Multi-Use Center designation is intended to provide for the redevelopment and enhancement of four specific areas of the City. These areas are unique and will benefit from a multi- or mixed-use redevelopment pattern with an urban-oriented built form. These areas will allow for a coexistence of a variety of compatible land uses, while increasing density where appropriate. The regulatory approach must consider context of existing development, including existing residential, commercial, industrial and institutional uses, while also facilitating a future for new development that increases activity in these areas. The goal of the Downtown and Multi-Use Center designations is to jointly provide for a wide range of density and complementary land uses, while allowing for a flexibility of regulation that the market can work within.



**General Location.** Four areas in the City are designated as Multi-Use Center on the Future Land Use Map. The first is Ashman Circle, which is already developed with some commercial and office uses, but needs higher density development to establish a vibrant district. The second is the area southeast of the ballpark, on the edge of the area designated as Downtown on the Future Land Use Map. The third is the area surrounding the Midland Mall at Eastman Avenue, Joe Mann Boulevard and E. Wackerly Street; this area has seen rapid change and store closings as consumer preference is shifting away from regional shopping malls. The fourth is the Waldo Avenue Corridor south of Bay City Road; this area is continuing to undergo change as traffic patterns shift.

**Intended Land Uses.** While the four Multi-Use Centers designated each share overall design objectives, the intended land uses vary between the two. Each Center is outlined below.

**Ashman Circle Area.** The Multi-Use Center designation in the Ashman Circle area is intended to include a variety of compatible and supporting uses to increase the density and viability of the Circle. These uses should include dining establishments with outdoor eating areas, retail, office, service, and mixed-use buildings with first floor retail and upper floor office or residential. Civic and institutional uses with similar dense and urban-style design are also allowed. The Circle area should also incorporate pedestrian oriented design elements that promote a walkable district, when possible.



*A view of the Circle in 2005.*



*Midland's Plan for the Circle.*

**South Midland Redevelopment Area:** The area east, southeast of the ballpark is currently home to a mixture of commercial and industrial uses. Redevelopment of this area will include a mixture of high-tech industrial, commercial and offices uses that compatibly bridge the area between residential uses to the north and the higher intensity industrial uses to the south and southeast. Immediate proximity to the U.S. 10 Business Route corridor positions this area well for connectivity to the rest of the city and the region, while close proximity to the downtown district provides easy access to eating, shopping, entertainment and recreational assets.



Northern Commercial Area: As consumer preferences shift, regional mall areas have found success in other markets by converting to a mixture of uses that support a life-style center. The Multi-Use Center designation of this area is intended to allow for a mixture of uses that are compatible with the surrounding commercial uses and the abutting residential uses to the south. This area should allow for a mixture of residential, office, commercial, retail, medical and recreational uses that can support a life-style center. Design elements within the center should facilitate access by people while allowing for ease of access to the center by automotive and public transit.

Waldo Avenue Corridor: As traffic patterns shift along Waldo Avenue and Bay City Roads, development along this corridor should be compatible with higher traffic counts while also fitting well within the context of an established residential neighborhood. New development should be designed to support the retail, restaurant, commercial, office, and service needs of the immediate neighborhood and the surrounding subarea of the city. The built form in this area must be compatible with existing institutional and residential uses that are within this designation or are in the immediate vicinity.

**General Character Description.** All of these Multi-Use Centers should focus on encouraging redevelopment and requiring consistent site upgrades as development occurs, including improved site design, access management, building facades and landscaping. Generally, parking areas should be in the rear or side rather than in the front of the building. The scale and size of the developments in these areas should be limited to promote a pedestrian scale environment, encourage buildout of the entire center, and include a lower density than Downtown developments.