



ACTIONS

Area - 2

Downtown

- Encourage parking structures that incorporate wraps of active mixed-use frontages.
- Decrease the minimum parking requirements for developments in anchors that create added value through pocket parks and other amenities.
- Incentivize the rehab and adaptive reuse of structures to reference the character of the neighborhood.
- Increase cultural identity around anchors through set-asides for public art and programming within public spaces.
- Improve multimodal infrastructure to employment centers and within a mile to higher volume transit stops.

South Main

- Incentivize the rehab and adaptive reuse of structures to reference the character of the neighborhood.
- Increase cultural identity around anchors through set-asides for public art and programming within public spaces.
- Encourage mixed-use development through incentives at anchors with vacant and blighted properties.
- Identify surface parking lots with near term development potential for acquisition for future development.

Lauderdale & Vance

- Integrate better design in public spaces to create enjoyable places to stay and contribute to the economic viability of an anchor.
- Assess ADA compliance at sidewalks along anchors and key corridors.
- Encourage commercial property owners to include public art in frontage upgrades.

Mississippi & Georgia

- Encourage use of lighting and public art at underpasses throughout the district.
- Encourage mixed-use development through incentives at anchors with vacant and blighted properties.
- Identify alternate uses for vacant land such as urban forestry/agriculture, parks, open space or interim uses.

PRIORITIES

- Encourage growth and density by improving underutilized land for development
- Improve multimodal connectivity across the district
- Ensure quality architecture and design that promotes beautiful buildings, streets, and public realm
- Encourage civic space investments that affect economic competitiveness and quality of life



CORE CITY