

Midtown Potential Recommendations

The following Comprehensive Plan policies should be adopted to guide the development of regulations for the Avenue D commercial corridor from Sixth Street to just north of the roundabout:

Land Use:

1. **LU 2.12** Create a Midtown Zoning District in the Commercial Land Use Designation Area generally along the Avenue D corridor from Sixth Street to SR9. Provide two distinct overlay areas to accommodate differing land use densities and intensities.
 - a. The southern portion of the district between Sixth and 10th streets should allow mixed land uses and low-rise building heights with moderate residential densities to maintain compatibility with surrounding public and residential neighborhoods.
 - b. The northern portion of the district between 10th Street and SR 9 should allow for mixed land use developments with higher densities and mid-rise buildings deemed compatible with surrounding uses and neighborhoods.
2. **LU 2.13** Create new site and building design standards applicable in the Midtown Zoning District that provide for varying building facades and heights, streetscape features, parking, vehicular and pedestrian access, and landscaping provisions.
3. **LU 2.14** Promote the use of innovative regulatory tools to encourage flexibility in the design, conditions and phasing of unique or mixed- use development proposals.

Multiple Family

4. **MF 5.5** Multi-family residential in the Midtown District should be sited and designed consistent with the district design standards for building massing, details, façade materials, open space, landscaping, parking and service elements. The siting and design of buildings that front on Avenue D and cross streets should reflect the block frontage standards stated in the design standards.
5. **MF 5.6** Promote a mix of new residential units, sizes and densities and use effective strategies designed to create residences that include those that are affordable to low- and moderate-income households, as defined by the U.S. Department of Housing and Urban Development.

Commercial

6. **CO 6.1: Commercial capacity.** Designate adequate mixed-use areas to provide for a variety of commercial activities with differing characteristics and emphases as described below:
 - a. Commercial: ...
 - b. Neighborhood Business: ...
 - c. Historic Business District: ...
 - d. Business Park: ...
 - e. Midtown District
 - e-1: Enable increased density and intensity standards that will incentivize desired commercial development and respond to local market conditions.
 - e-2: Retain and support expansion of existing uses in the Midtown District and support infill development consistent with adopted design standards.
 - e-3: Promote more intensive development in the corridor north of 10th street through redevelopment of large surface parking lots to mixed-use developments and upgrades to existing multi-tenant buildings. Architectural and urban design standards should begin to

define the “Snohomish Character” and enhance the northern gateway to the District and City.

- e-4: The former Snohomish County Public Works Shop site at 1201 Bonneville Ave. should be planned for mixed land uses including multi-family residential, office, flex-tech, and commercial uses. Site design should take advantage of the elevation change with terraced building pads, varying building heights, open space layout and opportunities for structure parking. Site improvements that front on Avenue D and Bonneville Avenue should provide enhanced streetscape features such as abundant landscaping, widened sidewalks and safe vehicular access.

Transportation

- 7. **TR 22: Land use planning.** Plan for land use densities and mixed-use development patterns that encourage walking, biking and transit use in designated areas. Consider amending the City’s Capital Improvement Program to provide for the preparation of a streetscape and landscape improvement plan for the Avenue D corridor.

Regulations to implement the following principles in the Midtown District should be adopted:

- 8. Building design regulations should help define and promote “Snohomish character”.
- 9. The creation of affordable housing should be encouraged, with consideration given to establishing minimum requirements and/or providing incentives.
- 10. The maximum allowed density in the area should be increased from the current cap of 18 dwelling units per acre.
- 11. The maximum allowed building height should be increased with a smaller increase for the south area and a larger increase in the north.
 - o Up to 45’ in south
 - o Up to 55’ in north
- 12. Enhanced development review should be considered for larger sites.
- 13. A minimum amount of commercial space should be encouraged on the street level facing Avenue D.
- 14. Midtown regulations should prohibit specific undesirable uses.
- 15. Building frontage standards should be established for streets that are either “Storefront”, “Landscaped”, “Mixed”, or “Undesignated” with maximum 0-foot setback for Storefront and 10-foot minimum setback for all other frontages with an opportunity to reduce to 5 feet.
- 16. Parking lot location should be determined by block frontage designation:
 - a. Storefront: no parking in along frontage
 - b. Mixed: parking to side or rear of building
 - c. Landscaped: parking to side or rear of building
 - d. Undesignated: no location requirements
- 17. Building design regulations should address the use of articulation, high-quality exterior materials with an emphasis on brick and wood, and other design details.
- 18. Roof requirements such as flat/pitched and architectural details should be based on the size of the building.

19. Building design standards should discourage corporate architecture.
20. Midtown should have its own unique parking regulations that provide more flexibility and to incentivize new development.
21. Private development should be required to incorporate significant useable open space elements into their site design.
22. The Avenue D corridor should be “greened” with more extensive use of landscaping and trees, including evergreen trees and a maintenance program adopted.
23. Green building practices and the establishment of electric vehicle charging stations and solar panels should be incentivized.
24. Welcoming identifying gateways should be established at both ends of Midtown.
25. The traffic capacity of Avenue D should be increased.
26. Development of Midtown should include bicycle and pedestrian facility and connection improvements.