

Midtown Master Plan: Project Charter & Compass / Purpose

Purpose:

- The **Project Charter** includes a **vision and goals** that capture the community's feedback for the future of Midtown.
- The **Project Compass** distills the community input into **key themes** that will aid in evaluating the plan alternatives.
 - Precedent imagery and case studies visually reinforce the compass themes through built form examples.
- Both of these documents are meant to be “**living**” **documents** that we refer back to and refine throughout the plan alternatives process.

Midtown Master Plan: Project Charter / Vision

We will build a Midtown that is...

...an authentically **proud, vibrant, inclusive, and fun** part of Missoula, with a high quality of life and a distinct **quality of place**. Future development in Midtown will lead with **equitable** solutions to provide a **mixed-use district** that provides prime opportunities for living, learning, doing business, and outdoor recreation across all income levels.

Midtown will have a strong core with vibrant **activity hubs** and **public places** for community gathering, surrounded by **diverse, inclusive, and complete** residential neighborhoods. Destinations and neighborhoods throughout Midtown will be **safe and convenient** to navigate by any form of transportation, especially by **active and public transportation modes**.



Midtown Master Plan: Project Charter / Goals

Previously Stated Goals

(Midtown Master Plan Whitepaper):

- Provide a voice for the people who live in, work in, and utilize Midtown
- Promote equitable development
- Create predictability for private investment
- Promote a sense of belonging
- Leverage local dollars to attract Federal infrastructure funding
- Build on existing planning initiatives for Midtown

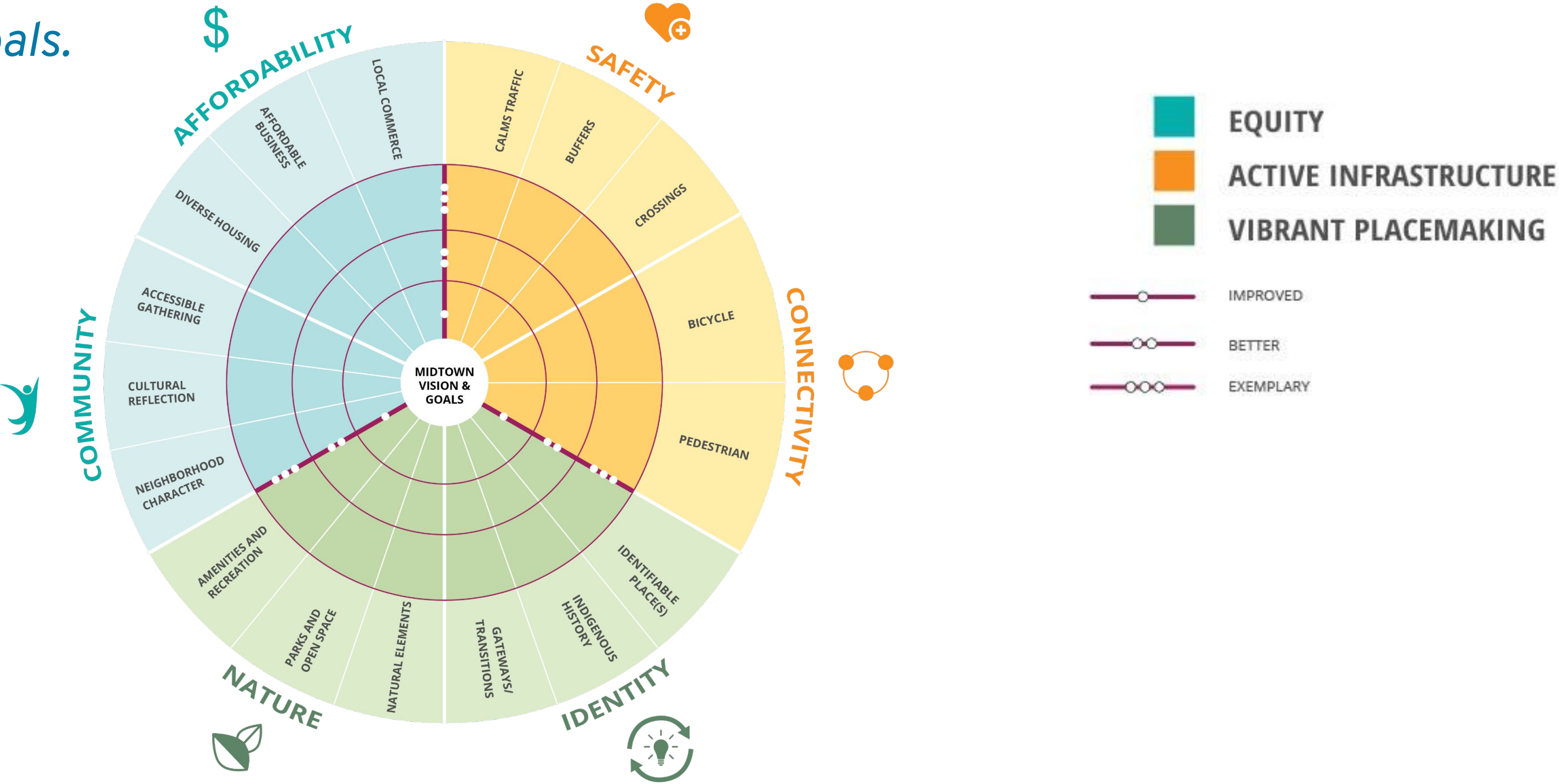
Updated Goals

(based on community engagement):

- Define the future **identity** of Midtown as expressed by those who live in, work in, and utilize Midtown.
- Build upon existing successes in Midtown through **community** placemaking opportunities.
- Preserve and enhance **natural** spaces, the Bitterroot Trail and other trail networks, and recreation sites
- Support **safer connections** for multimodal travel
- Provide **affordable** places to live and do business in Midtown through equitable development.
- Provide **predictability** to encourage private investment.
- Respond to **economic realities** and develop flexible solutions.

Midtown Master Plan: Project Compass / Key Themes

The Project Compass highlights the key themes identified in the Charter goals.



Midtown Master Plan: Project Compass / Key Themes

EQUITY

Affordability

- Promotes **diverse housing** types
- Encourage **affordable business** types
- Supports **local commerce/business**

Community

- Creates **accessible gathering** spaces
- Improves **cultural reflection** and representation
- Reinforces **neighborhood character**

ACTIVE INFRASTRUCTURE

Safety

- **Calms traffic** along key streets
- **Buffers** people from cars
- Improves safety at key **crossings**

Connectivity

- Improves **bicycle** infrastructure
- Improves **pedestrian** infrastructure

VIBRANT PLACEMAKING

Nature

- Promotes **amenities and recreation**
- Provides **parks and open space**
- Enhances **natural elements**

Identity

- Establishes clear **gateways/transitions**
- Honors **indigenous history**
- Establishes distinct and **identifiable place(s)**