

Centerline Character Areas

Midtown Character Area - 43rd Avenue to 51st Avenue

- Significant potential for major development due to large vacant auto dealership parcels.
- Major entrance to the Centerline from the east.
- Opportunity to become a strong employment center with support businesses and entertainment options.
- Area would have considerable amount of urban housing with units located over commercial- mixed use and multi-story buildings.
- Area would evolve, over time, in regards to intensity and density to become a true urban village by incorporating, urban spaces, walkways and courtyards.

Sugar Beet Character Area - 51st Avenue to 55th Avenue

- Area of strong regional entertainment destination potential with adaptive reuse of the historic Sugar Beet factory and redevelopment of surrounding areas.
- Area would include urban mixed use development along Glendale Avenue with multi-story urban housing on top of ground floor uses. Ground floor uses would consist of commercial and office uses. Mid-rise and townhomes development would buffer existing single family areas.
- Employment opportunities would be realized through office, entertainment, light manufacturing, retail development and live-work units.
- Small businesses would be encouraged in the area.

Historic Downtown Character Area - 55th Avenue to 59th Avenue

- Area has significant historic buildings that can experience adaptive reuse.
- Area is focused on government, retail, banking, office, entertainment and urban housing.
- Area would include new multi-story buildings compatible with existing historical character.
- Area sites can be assembled and redeveloped into mixed-uses and multi-story housing.
- Area would become a vibrant community and regional destination for dining, shopping with significant employment and urban housing, which creates a strong sense of place.

Market Character Area - 59th Avenue to 67th Avenue

- Major entrance to the Centerline from the west.
- Area would be moderately intense with urban housing units on top of commercial and office uses, multi-story buildings and townhomes.
- Small business opportunities in market area and as part of mixed-use development that will serve the immediate trade area and provide employment.
- Ability to redevelop large areas adjacent to Grand Avenue and along Glendale Avenue into major housing, employment and commercial mixed use developments.



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