

2.3.2 - Midtown / Downtown

The Indio General Plan emphasizes “Midtown as an area of significant opportunity for new development, taking advantage of its central and highly-accessible location at the intersection of 111 and Monroe St, and its close proximity to Downtown Indio and a number of other prominent uses and destinations including the Larson Justice Center (employment district), Riverside County Fairgrounds, JFK Memorial Hospital, and others. The prominence of several large, vacant and underdeveloped properties to the north and south of Highway 111 in this area - some of which have active development proposals proceeding in parallel with the development of this Specific Plan - requires that a clear and coordinated vision be established for Midtown to ensure incremental and lasting success for this important part of the city.

Anchored by the Indio Grand Marketplace, which itself has near-term renovation plans that would add a critical mass of active food and entertainment uses to the existing mall, in addition to creating new and improved indoor and outdoor public gathering spaces, Midtown is an ideal location for the development a critical mass of new housing - in types and forms not readily available in Indio - in a unique, well connected, and amenity-rich environment.

Key strategies for this area are summarized here with key opportunities described in expanded detail in the pages to follow.

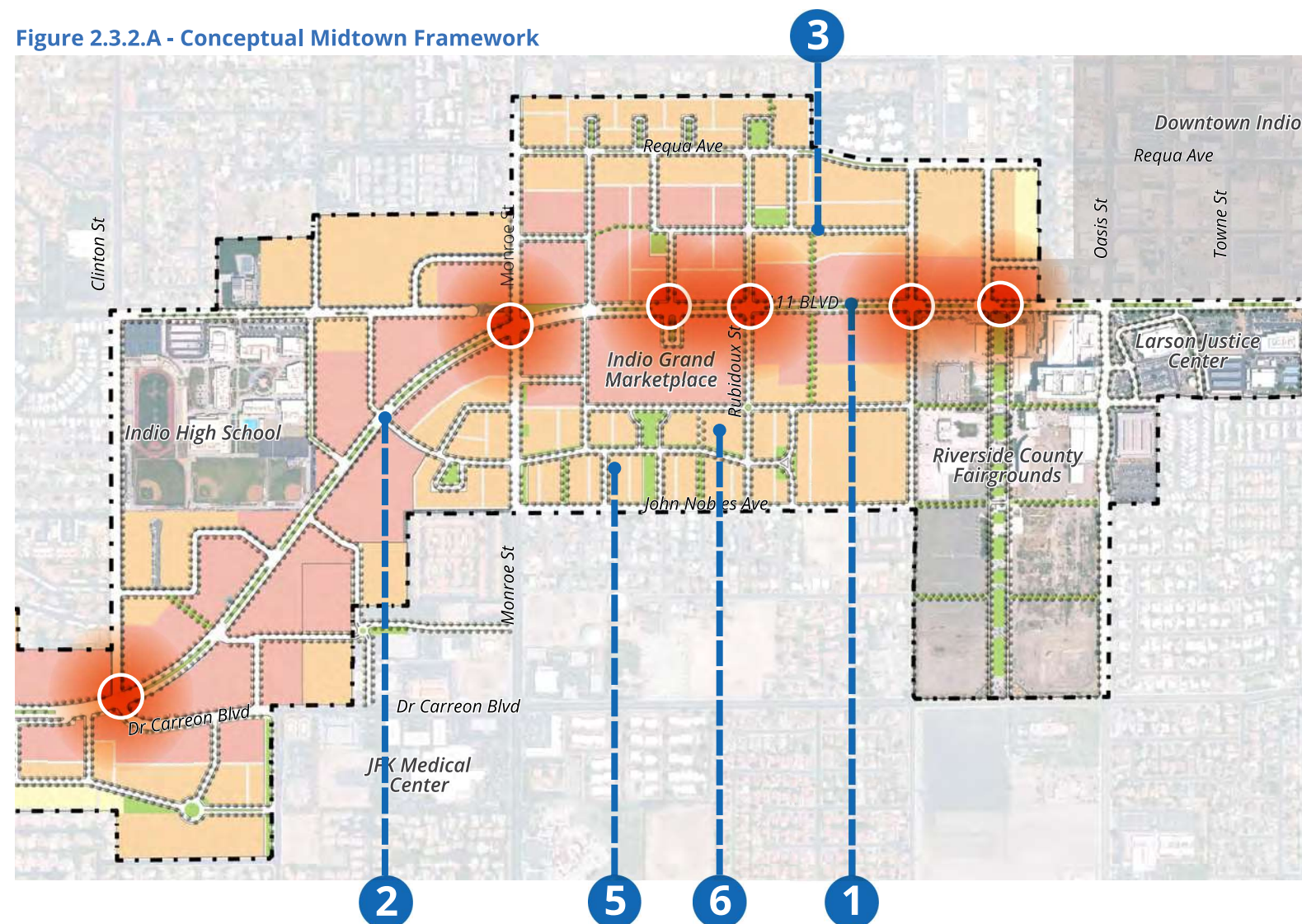
Key Strategies:

- 1 111 Boulevard Enhancements**
Evolve Highway 111 into an urban boulevard through a variety of “highway taming strategies” - including streetscape and public realm improvements and enhancements, district branding signage and art, urban street-fronting infill development with active ground floor uses and curbside parking, and potentially including lane reductions (if feasible) as 111 travels through Indio’s central Midtown and Downtown districts.
- 2 Improve Corridor Crossability**
Prioritize safe pedestrian and bike crossing of 111 Boulevard with signalized intersections and crossings at regular intervals through Midtown and Downtown, to allow customers, employees, and residents to safely and directly walk or bike between uses on either side of the corridor.

- 3 Urban Framework / Network Completion**
Ensure that new development in Midtown be organized around (and in forms and patterns that contribute to) a complete, human-scale, walkable network of blocks, streets and open spaces that provide comfortable, safe and direct access to and between uses. Such a framework will also allow this Midtown to incrementally evolve and intensify, over time, as the market allows.
- 4 Support and Grow Evolving Subdistricts**
Potential new/growing subdistricts in this area - in addition to the plans to evolve the Indio Grand Marketplace into lifestyle/entertainment district - include a growing employment district around the Larson Justice Center, as well as the potential for an emerging medical district around the JFK Medical Center.

- 5 Urban Neighborhood Infill**
New residential and mixed-use infill within these emerging subdistricts will add a variety of new housing types and choices to the city of Indio, serving a variety of residents and household types that might be attracted to the option of living within a short walk or bike of the a growing number of amenities, jobs and services in this area.
- 6 Seamless Transitions between Districts and Neighborhoods**
Ensuring that all of these environments flow seamlessly into one another - rather than developing each one as its own individual “project” - will maximize the value of each one, and ensure that the General Plan’s Vision - that the Midtown/Downtown area evolves into a vital mixed-use center of activity, entertainment, and commerce for the city and region - comes to fruition.

Figure 2.3.2.A - Conceptual Midtown Framework



- Legend**
- Boulevard 111 Specific Plan Boundary
 - Conceptual Mixed Use Centers
- Zoning Framework**
- Lower Intensity (Neighborhood Edge)
 - Medium Intensity (Urban Neighborhood)
 - Highest Intensity (Mixed-Use District / Corridor)