

Midway City Council  
5 April 2022  
Regular Meeting

Town Square Master Plan /  
Presentation

# Memo



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Date: April 5, 2022  
To: Midway City Council  
From: Luke Robinson  
Re: Town Square Master Plan

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Last spring, Midway City formed a working committee who was tasked with overseeing a master plan and visioning process for Town Square. The working committee consists of the mayor, two councilman, two members of the community and support from city staff and a design consultant. The purpose of the master planning process was to create a long-term vision for Town Square that would guide its future improvement. The master planning process would include opportunities for the community and stakeholder groups to provide feedback on the future of the square.

One of the first steps in the process was creating an RFP for a design consultant that would aid the city in the creation of the master site plan. The geographical boundaries of the master planning area was limited to Town Square, with emphasis on the areas outside of the existing structures.

The RFP process identified three goals for Town Square:

- Design options for opportunities to enhance the use of green spaces in town square. It is very important that all design options must be able to accommodate all existing space needs for Swiss Days.
- Increase the value of Town Square to the community by creating opportunities to enhance the square as a community gathering place, thus providing increased economic growth.
- Create an environment which will provide additional pedestrian traffic in and around Main Street and the downtown area.

As a result of the RFP process, the city contracted with the IBI Group, who would help with the public outreach, visioning and concept design portion of the project. Additionally, a stakeholder committee was created that consists of Swiss Day and Midway Booster representatives along

with downtown business owners. Under the guidance of the committees, an online community questionnaire was created to help better understand how people use Town Square, what they like/don't like about Town Square and what improvements they would like to see. A project vision statement and guiding principles were created to help guide the future design of the square.

With the feedback from the questionnaire and guidance from the working and steering committees, IBI created two design concepts, demonstrating an array of improvements that could occur on Town Square. These concepts were created as a tool to illustrate options for Town Square, allowing people to identify elements that they like or dislike. The concepts, along with the questionnaire results and vision and guiding principal documents were presented at two public open houses that were advertised on the city social media accounts and at the city owned kiosks. Once the open houses concluded, the project information was then posted to the city website, creating an extended public comment period. Approximately 60 individuals attended the open houses, resulting in 38 handwritten comments. As a byproduct of the open houses and online publication of the plans, we received an additional 27 emails with comments from 23 people.

After holding the public open houses, the working committee met with a group of the Swiss Day organizers to present and discuss the concepts. The Swiss Day group then discussed the plans internally and provided city staff with additional feedback. In December (2021), IBI presented the two design concepts to the City Council, who provided feedback as well.

Since then, IBI has created a final design concept based on the public comment and feedback received. The updated design was presented to the working committee in January (2022) and then to a combined group in February (2022) that included the stakeholder group, Midway Boosters, and Swiss Day representatives. Those meetings were productive and feedback regarding the final concept was generally positive.

The intent with presenting to the City Council is to update the council and see if there are any additional adjustments that need to be made. Once any needed adjustments have been agreed upon by the council, it is our hope that the city council will approve a final design concept, which will serve as a master plan for future Town Square improvements.

The working committee, design consultant and staff are also looking for additional guidance from the council on next steps. IBI has prepared a phasing plan which we would like the council to review.

Some questions for your consideration are:

- Any final adjustments to the proposed master plan?
- Is additional information needed to approve the master plan?
- Is the phasing plan appropriate? Any recommended adjustments?
- For budgetary purposes, does the council see value in having a preliminary budget for individual phases, or all phases, put together. If so, staff can create an RFP for those services and can send out for bids.
- Does the council have any guidance on timing of improvements? Is there a phase(s) that they would like to begin taking the next steps on?

Next steps on the project could consist of:

- Creation of an RFP for the following scopes. These could be performed for the entire square, or just certain phases of the square:
  - **Final Design Documents.** While the current plan contains many high-level details, a final design will need to be created to take the plans from conceptual to a final, implementable design
  - **Construction Documents and Bid Units.** This will play an important role in procuring accurate bids from construction contractors. It will demonstrate how plans should be constructed as well as bid units and sufficient detail, allowing for more accurate bids
  - **RFP Services for Construction Contractor.** Someone who could oversee the RFP process for selecting a contractor to perform the improvements
  - **Construction Management Services.** Someone who could represent the City in overseeing construction by the various trades

With this memo, I've include the following exhibits for your consideration:

Exhibit 1: Project Process/Previous Steps

Exhibit 2: Draft Copy – Town Square Master Plan

Please feel free to reach out to me if you have any questions.

# **Exhibit 1**



# MIDWAY TOWN SQUARE

## PROJECT PROCESS & TIMELINE

**Project Kick-Off** March 12, 2021

**Stakeholder Meeting** March 25, 2021

**Project Introduction and Information Gathering**

**Working Committee Meeting** April 1, 2021

**Online Questionnaire Preparation**

**Stakeholder Meeting** May 6, 2021

**Discussion with Stakeholders about their vision for the future of the Town Square**

**Verify with Swiss Days Representatives about improvements to the infrastructure that would benefit Swiss Days**

**Online Questionnaire** May 31, 2021 - June 11, 2021

**Questionnaire to gather feedback from Midway Residents on their vision for the Town Square**

**Stakeholder Meeting** June 24, 2021

**Review Questionnaire results and Vision and Guiding Principles**

**Review two concept plans to ensure they are appropriate to bring to public open houses for feedback**

**Working Committee w/Midway Boosters & Swiss Days Chair** July 26, 2021

**Review two concept plans to ensure they will generally work with Swiss Days (building in flexibility for community events)**

**Working Committee Meeting** September 1, 2021

**Review materials for Public Open Houses**

**Public Open House #1** September 14, 2021

**Display concept plans and gather feedback from Midway Residents**

**Public Open House #2** September 23, 2021

**Display concept plans and gather feedback from Midway Residents**



# MIDWAY TOWN SQUARE

## PROJECT PROCESS & TIMELINE

**Working Committee Meeting w/Swiss Days Representatives** October 25, 2021

**Review two concept plans to ensure they will generally work with Swiss Days**

**On-line Public Comment Period** October 19, 2021 - November 7, 2021

**Concept plans, vision statement and guiding principles posted on-line. Comment emailed to city staff**

**Working Committee Meeting** November 15, 2021

**Review public comments and discuss next steps in the process**

**City Council Meeting** December 21, 2021

**Present design concepts and public comments to City Council for feedback**

**Working Committee Meeting** January 5, 2022

**Review and provide feedback on draft copy of the final design concept for Town Square**

**Combined Working Committee, Stake Holder, Midway Booster and Swiss Day Meeting** February 14, 2022

**Review and provide feedback on draft copy of the final design concept for Town Square**

**City Council Meeting** April 5, 2022

**Present final design concept to City Council for feedback and possible recommendation of approval**

# **Exhibit 2**



# ***MIDWAY TOWN SQUARE MASTER PLAN***







Prepared By  
**IBI Group**  
*March 2022*



# ***MIDWAY TOWN SQUARE MASTER PLAN***

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The Midway Town Square is the heart of the community. The recommended improvements are the result of a year long process including significant community-based dialogue with the Working Committee, Steering Committee, key stakeholder groups and resident surveys and open houses. The goal of the process is to establish the future vision for the Town Square to best serve the residents and business owners of Midway, upgrade its infrastructure and functionality, and become a meaningful experience and attraction which celebrates the heritage of our mountain community.

The Concept Master Plan is a flexible, long-term guide for improvements to organize existing assets and enhance access and connectivity to the Town Square from surrounding areas. New amenities and features are envisioned to improve pedestrian safety and movement, encourage longer visits and informal activity, and educate users about the history of Midway. The Plan promotes year-round, day-to-day use as well as supporting weekly, monthly or annual events and festivals such as farmers market and Swiss Days among others.

The following design narrative identifies the key features and amenities proposed, a general description of the intent and character of each, and the resulting benefits to the Town Square experience. Collectively, these elements create a strong foundation for a vibrant, authentic and meaningful Midway Town Square.



# TOWN SQUARE VISION

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*The Town Square is the heart of Midway and is central to the town's identity and character. It has become a beloved gathering space for the community and an important asset for the citizens of Midway. It is also home to the Ice Rink and Swiss Days, which are essential pieces of the Town Square's past and future.*

*The design and function of the town square should reflect and promote the community's values. As we look at our community now and into the future, we want to ensure that the Town Square is meeting its potential as a place that Midway citizens are proud of. A successful town square evolves and adapts over time to meet the current needs of its residents, while respecting the history of the place.*



# ***GUIDING PRINCIPLES***

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- Enhance Town Square as the central gathering place for Midway residents
- Better connect the square to Main Street and the surrounding town center
- Emphasize Midway's history and culture and embrace Midway's Swiss theme
- Support a year-round celebration of the seasons
- Optimize for community events, from large formal events (e.g. Swiss Days) to small informal events (e.g. movie night in the square)
- The square should maintain the feeling of being “green” and “open”
- Add elements to make the square more functional (e.g. benches, restrooms, etc.)
- Add elements that make the square a more interesting experience (e.g. enhanced landscaping and ornamental plantings, water features, etc.)
- Add value to the town center and surrounding properties
- Embrace views to the mountains
- Implement solutions that are economically responsible and environmentally sustainable
- Ensure all improvements can and will be properly maintained







# CONCEPT MASTER PLAN

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## Concept Master Plan Features

- ① North/south and east/west promenades. *See page 8*
- ② Additional tent space along promenades that doubles as an interpretive walk reflecting Midway's heritage. *See page 8*
- ③ Enhanced perimeter street gateway entries. *See page 10*
- ④ Flexible gathering plaza to support food trucks, temporary fire pits, seating or concert stage for events. *See page 12*
- ⑤ Iconic water feature. *See page 14*
- ⑥ Resurfaced ice rink that encourages multipurpose, year-round use. *See page 15*
- ⑦ Updated chiller building for Ice Rink. *See page 15*
- ⑧ Small multipurpose entertainment plaza. *See page 16*
- ⑨ Enchanted forest to highlight and protect existing grove of evergreens. *See page 18*
- ⑩ Restroom facility attached to the Midway City Office Building. *See page 18*
- ⑪ Memorial grove near Midway City Offices providing shade, flower gardens, pathways and remembering key community figures of the past. *See page 18*
- ⑫ Open air, multipurpose pavilion and bbq pit. *See page 20*
- ⑬ Town Square Lodge: re-purposed Community Center into a destination support facility for the Town Square to include restrooms, ice skating support and concessions, multipurpose community space, storage and maintenance. *See page 21*







## THE PROMENADES

The primary organizing elements of the Plan are the north/south and east/west pedestrian promenades which connect existing and future assets, improve physical and visual access and connectivity, provide infrastructure corridors, promote walking and strolling, and provide a canvas for historical interpretation.

- The promenades replace the internal vehicular drive and eliminate pedestrian and vehicular safety conflicts.
- The promenades are generous in width to allow for maintenance access and event setup and tear down. Additionally, there are several locations where a 10' wide extension along the promenades creates seating areas, interpretive features and allows for vendor tents during events.
- Promenades create pedestrian gateway access from all four sides of the Town Square. When connected to the perimeter walk and multipurpose path, the system completes a series of loop walkways around and internal to the Town Square, providing a variety of walk experience and distance options.
- Promenades may also act as infrastructure corridors for needed support utilities or event systems. Alignment and location of these corridors preserves and connects all existing multipurpose lawn spaces.
- Configuration of the promenades is inspired by the cross emblem of the Swiss flag and is celebrated at the promenade intersection in the paving pattern. This intersection becomes the heart of the Town Square and organizes the adjacent plaza and water feature.







*Looking North down the North / South Promenade*





## **GATEWAYS AND IDENTIFICATION FEATURES**

A goal of the Concept Master Plan is to improve the image, identity and visual access to the Town Square. The Plan proposes identification features at all corners including the existing Midway Fort monument at the southeast corner. Gateway elements are envisioned at Main Street, 100 East and 100 North to better integrate the Town Square into the Main Street experience and provide cultural and sculptural features to pass through when visiting.







*Gateway Monument on corner of 100 N and 200 W*





## CENTRAL PLAZA

The Concept Master Plan seeks to provide more options and activities by creating a multipurpose Town Square Plaza at the east end of the ice rink. This plaza is designed as a flexible space that can provide day-to-day seating options, food truck offerings, or set up with a temporary stage for concerts or performances with spectator seating spilling onto the ice rink

plaza surfacing. Consideration should be given to providing a canopy over the plaza to provide much needed shade for this gathering space and weather protection for activities or events.







*Central Plaza with Optional Shade Structure / Canopy*





## TOWN SQUARE WATER FEATURE

The Town Square Water Feature is located east of the Town Square Plaza and promenade and oriented to highlight the mountain views to the west. This element is intended to be a visual interpretive feature with recirculating cascade water effect and not interactive or allow bodily contact. It's envisioned as a linear feature to reflect the mountain ridgeline and create a contemplative experience for all to enjoy and celebrate the power and value of water in our mountain environment.







## ICE RINK PLAZA IMPROVEMENTS

The Ice Rink has clearly become a community favorite and generates significant visitation from out of County users. The Concept Master Plan seeks to enhance the wintertime user experience by providing permanent support facilities such as public restrooms, concessions and rental, warming hut and storage in the proposed Town Square Lodge (described on page 21). This would eliminate the need for temporary trailer facilities and improve operations and the user experience. Additionally, the Plan recommends resurfacing of the ice rink plaza to allow for better year-round use during shoulder and summer seasons. Resurfacing would eliminate the current slick safety conditions and allow for multipurpose use of this valuable paved surface for markets, temporary art installations, roller skating, or other programmed activities.

Significant conversation has taken place over the years regarding constructing an open-air canopy over the ice rink plaza. There are many benefits to a canopy including improved ice maintenance, extension of the ice-skating season, as well as shade for the plaza during summer months and events. The primary concerns include mountain and night sky views obstruction, impact on the ambiance of “skating under the stars”, and the costs of a long-span structure. The Concept Master Plan provides flexibility to allow a canopy structure to be constructed and recommends the idea of a partial canopy to preserve mountain and night sky views while still providing shade based on solar aspect designs.



## THE NORTHWEST QUADRANT

The Northwest Quadrant of the Town Square provides many opportunities for gatherings and events while maintaining multipurpose open space for informal recreation, picnicking, lawn games and festival booths. Key attractions in the Northwest Quadrant includes the 30' x 60' open air pavilion for family reunions, pancake breakfasts, corporate events or informal picnicking providing revenue generating opportunities oriented

to the mountain views. Adjacent to the pavilion is a new barbecue pit for Swiss Days and public barbecue stations to support group gatherings with easy access to street parking (see additional information on page 20). The addition of a small multipurpose plaza at the west end of the lawn will provide a gathering or event option to the Town Square Plaza. This could host small weekly music nights with lawn seating and spectator views to the mountains.







*View of Small Multipurpose Plaza*





## MEMORIAL GROVE AND ENCHANTED FOREST

To compliment the larger and more formal gathering spaces and amenities, the Concept Master Plan envisions two organic and intimate spaces in the Memorial Grove next to the City Offices and the Enchanted Forest beneath the canopy of the existing evergreen trees on the south side of the ice rink plaza. The Enchanted Forest utilizes the dense shade canopy of the evergreen trees and provides a meandering interpretive path, seating opportunities, public art and shade loving groundcover and perennial

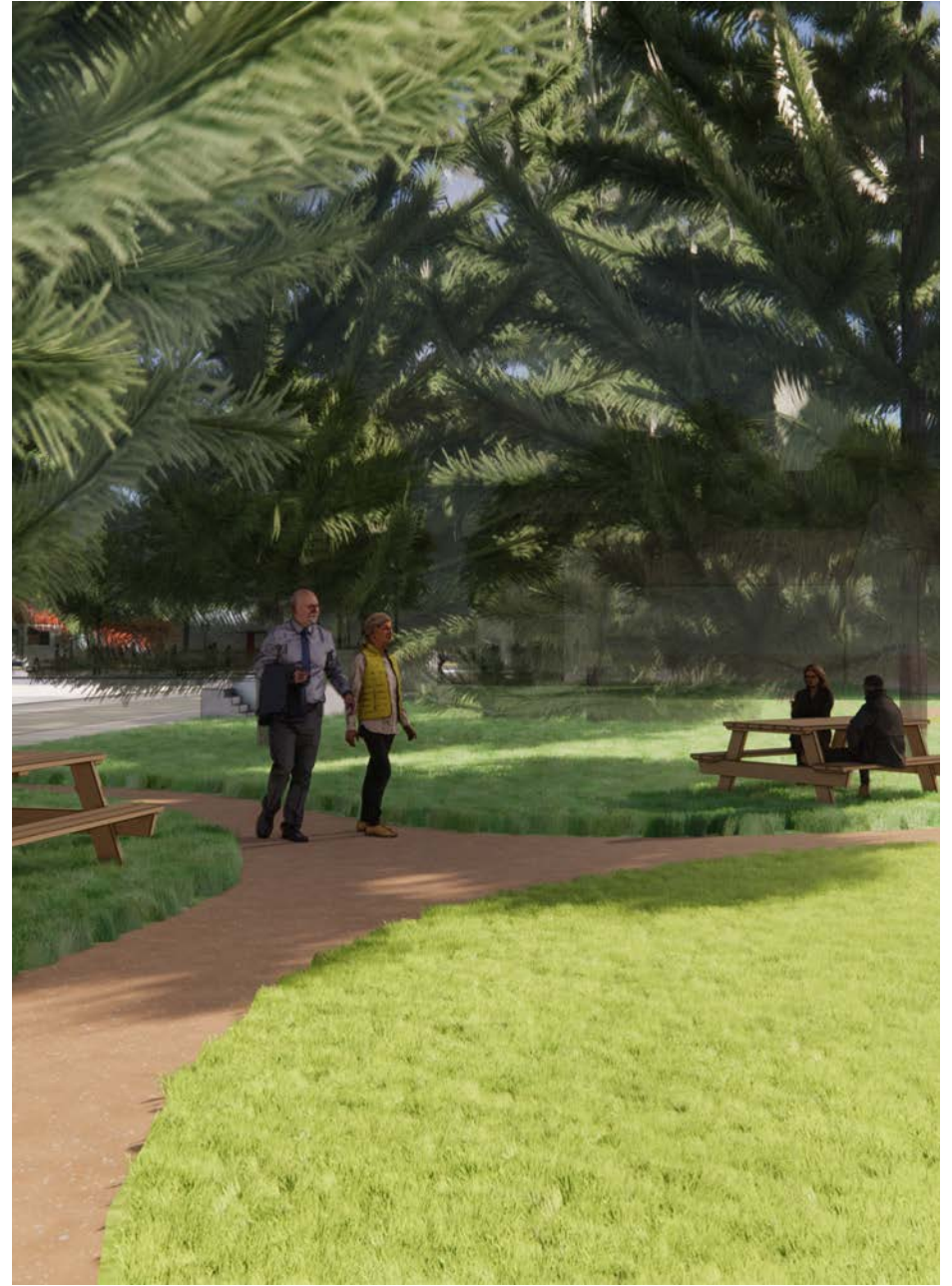
plantings. The Memorial Grove near the City Offices will provide additional meandering walks connected to the primary circulation corridors, more seating, picnicking and ornamental plantings as well as opportunities to celebrate and highlight key figures in the history of the community. The Memorial Grove also includes a public restroom addition to the south side of the City Office building.







*Birdseye View of Memorial Grove*



*View of Enchanted Forest*





## OPEN AIR PAVILION AND BBQ PIT

The 30' x 60' open air pavilion provides opportunities for family reunions, pancake breakfasts, corporate events or informal picnicking providing revenue generating opportunities oriented to the mountain views. Adjacent to the pavilion is a new barbecue pit for Swiss Days and public barbecue stations to support group gatherings with easy access to street parking.







## TOWN SQUARE LODGE

In concept, the idea behind the Town Square Lodge is the repurposing or replacement of the existing Community Center to act as the primary support facility for the Town Square providing public restrooms, concessions and gear rentals, interpretive or cultural information, flexible meeting spaces, and storage and maintenance for year-round operations.





## PARKING MODIFICATIONS AND PEDESTRIAN CROSSWALKS

The quantity and convenience of parking in the Town Square area will always be a challenging and divided topic to address. The Town Square Concept Master Plan recommends that a town center parking assessment and master plan be conducted to address the community-wide parking challenges and provide a holistic community guide to recommend parking solutions. Currently, there are 46 parking spaces along the internal driveway and 102 on-street parking spaces along 100 West, 100 North and Main Street for a total of 148 parking stalls in and around the Town Square. The Concept Master Plan recommends replacing the internal driveway with the pedestrian promenades to eliminate pedestrian and vehicular safety conflicts, provide a more cohesive and pedestrian oriented experience and create additional uses and attraction as a result. Internally, the Plan proposes a surface parking lot north of the City Offices with easy and convenient access to the promenades and amenities of the Town Square. The on-street perimeter parking is modified due to internal driveway removal and

by the addition of midblock gateways, intersection bulbouts or crosswalk access to Centennial Park. The goal of these adjustments is to optimize the pedestrian experience, provide better connectivity to the Town Square and to improve pedestrian safety. Ultimately, the Plan recommends the following parking adjustments.

Parking Category	Existing	Proposed
Internal Parking	46 spaces	25 spaces
On-Street Perimeter Parking	102 spaces	88 spaces
<b>Total</b>	<b>148 spaces</b>	<b>110 spaces</b>

While the net result is a reduction of 38 parking spaces, there is a significant benefit to the community in improved pedestrian access, connectivity to adjacent properties including Centennial Park, and ability to integrate future transit mode alternatives and access such as bus or shuttle stops and bike share facilities.







## MISCELLANEOUS IMPROVEMENTS

While the above describes the major features and attributes of the Concept Master Plan, there are many minor, yet significant elements that will add to the success of the Town Square in becoming the heart of the community. These elements include simple, yet meaningful components, such as lighting, signage and wayfinding, interpretive features, public art, furnishings, planting and irrigation improvements, and infrastructure upgrades. By combining these major and minor features in a long-term guide to improvements, we can celebrate the Town Square as the heart and soul of Midway.



# PHASING PLAN



- Phase 1**  
 South Promenade  
 Main Street Gateway  
 Ice Rink Plaza Resurfacing
  
- Phase 2**  
 Northeast Surface Parking  
 Multipurpose Pavilion and BBQ Pit  
 100 W / 100 N Crosswalks
  
- Phase 3**  
 North Promenade  
 Event Plaza  
 Water Feature
  
- Phase 4**  
 East Promenade  
 Memorial Grove and Gardens  
 Multipurpose Event Patio
  
- Phase 5**  
 West Promenade  
 Town Square Lodge  
 Enchanted Forest





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