



Introduction

Main Street is the economic, architectural, and historical heart of the community. The most powerful and lasting image associated with Midway is Main Street. This commercial core should be developed as a distinctive shopping and business area emphasizing it as an attractive meeting place and staging area for festivals, special events, celebrations, and a variety of community activities which will produce a vibrant and healthy community centerpiece. Midway has a unique small-town and village feel. It is an important goal of the community to preserve the charm of Midway, especially along Main Street. This chapter will address issues that affect Main Street and its development.



Main Street Vision

Midway's Main Street is the heart of the City and is a reflection of its residents. As the City grows, this main corridor has great potential to provide a public gathering place for residents and tourists to interact and coexist with one another. Future development in this area should integrate harmoniously along with the existing historic buildings, to create a lively and comfortable district. The area will cater to the pedestrian experience and incorporate access to open space such as plazas, street furniture, pocket parks, and trails. Architecture, characterized by a traditional Swiss/European influence, should be used to create a unique identity that suits both the people and the surroundings of Midway.



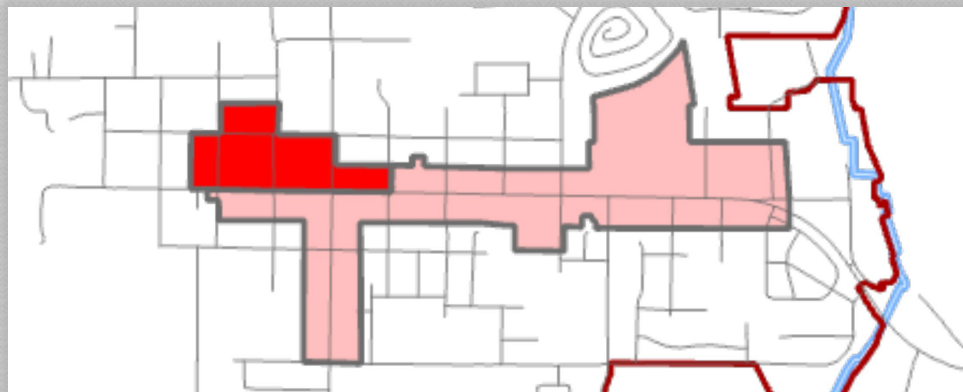
Main Street

Midway City 2023 General Plan

Character - Midways Swiss/European character is most prevalent along Main Street. Historic homes, businesses, and public buildings all contribute to Main Street's appeal to residents and visitors. The community has developed strict architectural design standards, historic preservation standards and development guidelines that will reinforce that small-town and village character and draw visitors to the area. For more detailed information please see the Midway City Municipal Code.



Transportation - Probably the greatest challenge that the City faces while planning for Main Street is the road itself. The success of this corridor will have much to do with how well these issues are dealt with.



Main Street is currently one of the few roads that move traffic east and west in the community and therefore attracts traffic. As the community grows and Main Street develops, traffic will most likely increase. While increased traffic can help draw visitors to the commercial core, it would also adversely affect the pedestrian friendly atmosphere that is essential to Midway's character. The following strategies can be used to alleviate the issue:

- Define the Corridor-The section from 200 West to River Road (700 East) is the focal point of pedestrian friendly atmosphere along Main Street. Using street treatments and signage will distinguish this section from others to draw pedestrians and cyclists while moderating traffic speeds.



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- Develop Alternative Routes - Many of the trips along Main Street are “through trips” where the vehicle is moving from one end of the community to the other without stopping. Midway can remove many of those trips by making other east-west corridors more attractive to motorists.
- Walkability - Many of the visitors to the main core are within close proximity. As planned trails and pedestrian corridors throughout the City are built, citizens and visitors will become less reliant on vehicles to access the area.
- Crossings - Even at today’s traffic levels, crossing Main Street can be difficult. To promote a pedestrian friendly atmosphere, street treatments such as bulb outs, textured pavement and well-defined crosswalks will slow motorists and make pedestrians feel more secure.
- Coordination - Since Main Street is a state route, owned and operated by UDOT, coordination and cooperation are essential to managing traffic.



Historic Preservation - Remembering its history through the preservation of historic structures is very important to Midway residents. Many of these homes and businesses are along Main Street and contribute greatly to its character. However, pressure to redevelop or remove these structures will increase as growth occurs along the corridor. A balance of preservation, redevelopment and reuse must be found. Historic preservation ordinances should be flexible enough to allow the modifications that allow realistic use of the property while preserving the character of the structure.



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Parking – Parking is quickly becoming a significant issue along the corridor. The City, in concert with businesses can use several strategies to alleviate this problem.

1. Modify parking requirements by possibly decreasing the number of stalls required in conjunction with the creation of public parking lots.
2. Encourage businesses to develop shared parking partnerships that combine parking and reduce overall land consumption
3. Explore creating community parking lots in strategic locations, preferably in the middle of the blocks, that can be funded through user fees, grants and funds from commercial development that pay for parking stalls in public lots instead of building their own off-street parking.
4. Develop good pedestrian access to Main Street from other parts of Midway to help reduce the number of vehicles that require parking stalls.

Open Space - The strategic location of open spaces along the corridor draws pedestrians to the area and encourages them to stay longer. These can be parks, patios, plazas, playgrounds and natural open space. It is important to support the preservation of the traditional pastures that have been used for grazing livestock along Main Street. Preserving some of the open space parcels along Main Street will help maintain the small town and village feel of Midway.





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Design – Using proper design standards such as staggered setbacks, staggered rooflines, storefronts size, building volume, fenestration, and placement will improve the overall appearance and walkability. Authentic designs and materials should be required. Please see Midway City design and architectural guidelines for more information.



Transition – As the community grows and demand for commercial property increases, properties along Main Street will continue to change. Many residential structures and other historic properties will transition to other uses. Guiding this transition in harmony with historic preservation, economic growth and community character is very important to the City. Every effort should be made to preserve historic structures to help maintain the uniqueness of Midway. Several residences have transitioned to commercial use and this trend will continue. Once a residence transitions to commercial, the City should consider and develop design criteria to help promote the goals of the General Plan.



Main Street Goals and Guidelines

- GOAL 1:** The most powerful and lasting image associated with Midway is Main Street so we need to preserve Main Street as the economic, architectural, and historical heart of the community which is a destination for residents, tourists, and visitors.
- Objective 1:** This commercial core should be developed as a distinctive shopping and business area emphasizing it as an attractive meeting place.
- Guideline 1:** Plan for festivals, special events, celebrations, and a variety of community activities on Main Street which will produce a vibrant healthy community centerpiece. Working with UDOT, Midway should plan to occasionally close a section of Main Street for special events. Traffic could be redirected from Main Street and 200 West to other roads such as 100 West and 100 North.
- Guideline 2:** Future development in this area should integrate harmoniously along with the existing historic buildings, to create a lively and comfortable district.
- Guideline 3:** Midway must work with UDOT to assure that Main Street becomes more walkable by lowering speeds and creating more crosswalks, including raised crosswalks that will increase pedestrian safety. This is especially important in the area around the Town Square, specifically on Main Street on the south side of Town Square and on 200 West on the west side of Town Square. This area should be developed for walkability and safety so the town core can develop as a community gathering area that will act as a community plaza.
- Guideline 4:** Work with UDOT to consider parking, park strips, and trees in the center of Main Street that will also help control speed and will beautify this important business and transportation corridor.
- Guideline 5:** Promote more outside dining and gathering areas through design criteria and incentives.
- Guideline 6:** Consider compatible mixed-use developments along Main Street that will create a comfortable community space and will help create service worker housing that will benefit the businesses, residents, and visitors of Midway.



Main Street Goals and Guidelines

- Guideline 7:** Consider Main Street as two distinctly designed areas.
- Guideline 8:** Encourage the installation of bike racks along Main Street.
- Guideline 9:** Identify potential City parking areas that will service businesses along Main Street, preferably in the center of the block, that will be landscaped and add to the viability of the corridor.
- Guideline 10:** Work with UDOT to expand and beautify Main Street from 300 E to Hamlet Park.
- Guideline 11:** Improve Michie Lane and 400 E so that they are functioning bypass alternative transportation routes to assure through traffic does not need to traverse Main Street.
- Guideline 12:** Minimize the number of driveways to Main Street for commercial and residential uses for safety and aesthetic purposes.
- Guideline 13:** Require landscape plans for all commercial development that will be reviewed by the Visual and Architectural Committee.
- Guideline 14:** Encourage new businesses to strengthen the downtown.





Main Street Goals and Guidelines

Objective 2: Recognize historic homes and buildings.

Guideline 1: Document historically significant buildings along Main Street.

Guideline 2: Evaluate the possibility of alternative uses for historical buildings.

Guideline 3: As older homes transition into businesses along Main Street, preserve the green areas around these buildings by not overbuilding parking.

Guideline 4: Consider a local historic register to recognize structures and landmarks that are of great importance to the community.

