

Midway City Council
6 October 2020
Regular Meeting

Gravity Coalition /
Exception to Setbacks

Memo



Midway

Date: October 6, 2020
To: Midway City Council
From: Michael Henke
Re: Gravity Coalition Setback Reduction Petition

The City has received a request to reduce the required setbacks for expansion of Gravity Coalition located at 269 East Main. Gravity Coalition is a vendor of outdoor gear with retail at their shop and an online store. The code states that a 10' front setback and an 8' side setback is required from an existing residential use in the C-2 zone. There is not a side setback requirement for a commercial use in this zone when abutting another commercial use, the setback is only required when a commercial use abuts a residential use. An applicant can apply to have a setback reduced based on specific circumstances of the site and use. The Code states the following "The City Council, upon an applicant's request, may approve a setback different than listed in this section based on specific circumstances of the site and building orientation or specific use of a proposal." The applicant is petitioning the City to reduce the 10' front setback and to reduce the required 8' side setback. It is unknown that exact amount the applicant would like to reduce the two setbacks. A proposed site plan (see attached) has been submitted which does show a 10' front setback and about a 4' side setback but the applicant has indicated that they would like to build to the back of the sidewalk and possibly closer than 4' to the side property line.

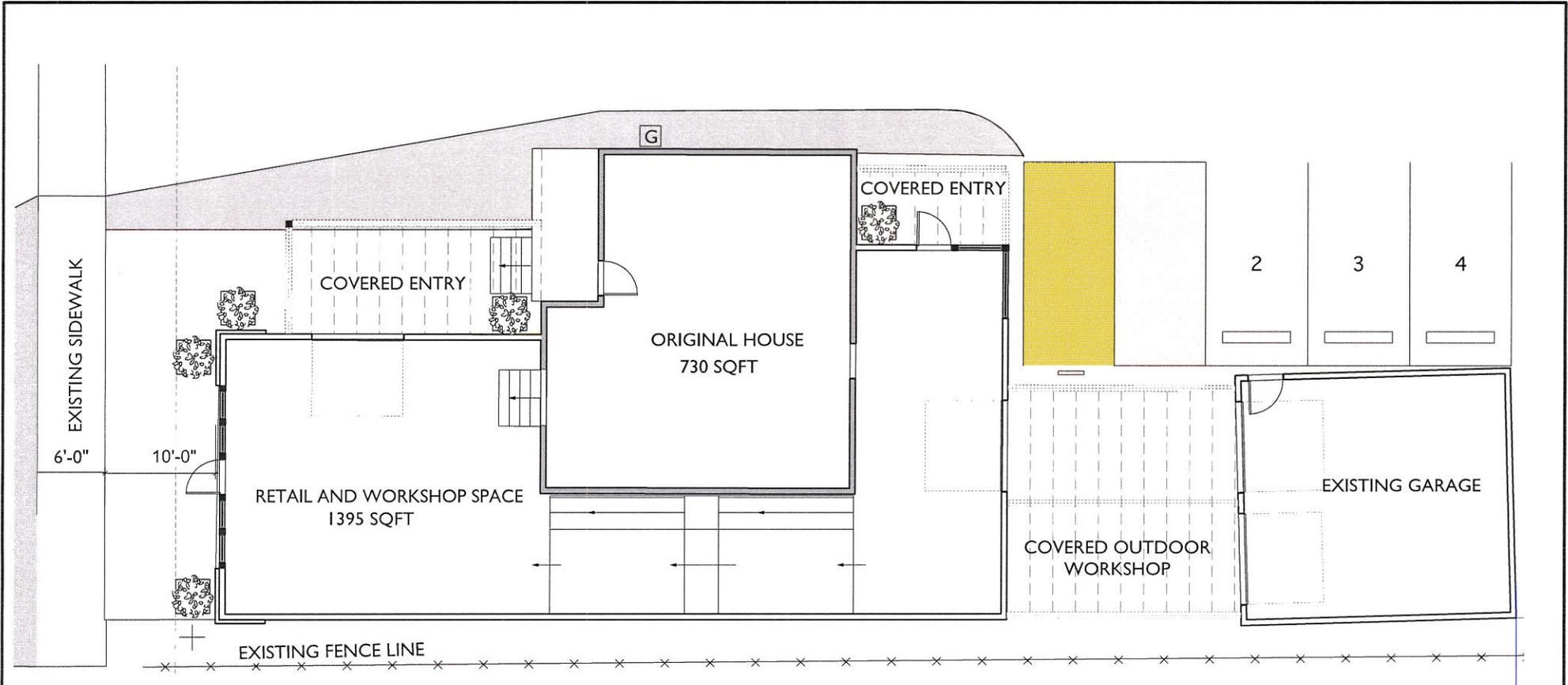
When the front setback was established by the City Council, the City Council at that time, wanted to not have buildings at the back of the sidewalk. They wanted to leave some space behind the sidewalk along Main Street. The 10' setback requirement was established to allow area for landscaping, dining, snow storage, and other uses. This would allow for a "softer" feel for Midway's Main Street instead of buildings abutting concrete sidewalks that are present along the Main Streets of Park City and Heber. They did allow for exceptions though if the applicant could convince the City Council of special circumstances.

When the side setback was established at 8' when a commercial use abuts an existing residential use in the commercial zones, the basis was to create a buffer for the existing dwellings. The City does want to protect existing residences in the commercial zones but it also wants to promote business in these specific zones that are the only areas in Midway that are planned for this type of business whereas there are many zones and areas devoted to residential uses. This leaves the City with the question of to what extent does the City require spacing between structures along Main Street to accommodate existing dwellings, that many of which will become businesses or demolished in the future to make room for more commercial growth? For this reason, the code was established that allows each case to be reviewed individually. It may be that the City would like to maintain a greater setback of 8' when a business is constructed next to a home that is listed on a historic register whereas, next to home that does not have as much historic value and is likely to become a business or be demolished in the future, that larger setback may not be desired.

Staff has reviewed the submittal documents and because the actual size of the addition is unknown and the amount of area that will be accessible to the public is unknown, staff is unable to calculate the amount of parking required for the proposal. The site currently has 12 parking stalls. Eight stalls are required for the apartments, two per apartment, and three stalls are required for the current business. The proposed expansion may require more parking than the 12 stalls located on site. There are parking options available to the applicant if the uses require more than 12 stalls.

The tax roll lists the owner of the adjoining property where the applicant is proposing to reduce the side setback as Cherish the Earth LLC. The City mailed a notice to the property owner two weeks before the October 6th City Council meeting, but no direct contact has been made. It is unknown how the owner of the neighboring property feels about the proposed reduction to the side and front setbacks of the Gravity Coalition property.

Please contact me if you have any questions.



2 FLOOR PLAN
Scale: 1/4" = 1'-0"

FIELD VERIFY ALL
EXISTING DIMENSION
& CONDITIONS

rad ROBERTSON
ARCHITECTURAL
DESIGN
28 Timber Lakes Estates
Hobart, WI 54020
432.714.1474
rroberts@radmad.com

PROJECT FOR:
GRAVIT COALITION
26 EAS MAIN STREE MIDWA U 84049

DATE:
PROJECT:

FLOOR PLAN
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1 GRAVITY COALITION RENDERING

FIELD VERIFY ALL
EXISTING DIMENSION
& CONDITIONS

rad ROBERTSON
ARCHITECTURAL
DESIGN
26 Timber Lakes Estates
Midvale UT 84057
435.714.1476
mrad@rad.com

AN ADDRESS FOR:
GRAVITY COALITION
26 EAS MAIL STREET MIDVA U 84049

DATE:

REVISIONS:

RENDERING

GRAY

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BUILDING EXPANSION PROPOSAL

BUSINESS INTRODUCTION

269a E Main Street
Midway, UT 84049

Gravity Coalition is an original locally owned LLC Ma and Pa Retail and Service Shop:

Primary Owners:

Jennie Hoover – From Tooele, has lived in Heber Valley for over 11 years

Background - Director of the Slow the Flow Water Check Program for over 17 years. Master's degree in Horticulture Utah State University. Mother of a 12-year-old daughter and 10-year-old son. Jennie has been the primary Director of Gravity Coalition now for about 3 years. She is managing the daily sales and service, keeping the shop open, customers happy and maintaining and growing the Gravity Coalition business.

Kody Hoover – From Midway

Background – Has been working in retail ski, bike, and camp industry for over 17 years. Began career managing a similar bike shop Sunrise Cyclery in Logan Utah. He was able to be part of growing Backcountry.com from a 25-million-dollar business to over 400 million. Established Direct to Consumer [DTC] Retail Business for Amer Sports in Ogden a 3-billion-dollar company. Established their DTC business globally growing this division from about 500k the first year to now over 150 million each year. Kody is currently working full time as Director of Ecommerce and VP of Merchandising at Iboats.com, a company in Taylorsville. Kody has a Master's in Business Administration with an emphasis in finance, operations, and forecasting analytics. He also has a BA in Marketing and International Business.

Kody is currently working nights and weekends at Gravity Coalition for over 3 years supporting Jennie and ensuring we are making the right steps to sustainably grow as quickly as we can.

Employees: We have begun to hire high school students and are mentoring and coaching them to become strong reliable workers with great skills that will last them a lifetime.

Service:

- 2 full years of supporting the High School CAPS Program. Giving High School Students experience working in an Omnichannel Retail and Ecommerce business.
- Volunteer for the Wasatch Mountain Bike team. About 4 or more hours per week.
- Adopted and are now hosting the annual Swiss Days 5k.
- Planning for a "Midway to Heaven" race above the Wasatch State Park. A high adventure skyline run.
- Continued Free Bike Maintenance and Safety Clinics for the community and K-12 students.
- Working to establish a Gravity Coalition Freeride club that will include paid and free introductory to advanced coaching and experiences in Biking, Kayaking, Trail Running, Kiteboarding, Paddle Boarding, Rock Climbing, Skateboarding, and more.

Gravity Coalition 5-year Plan:

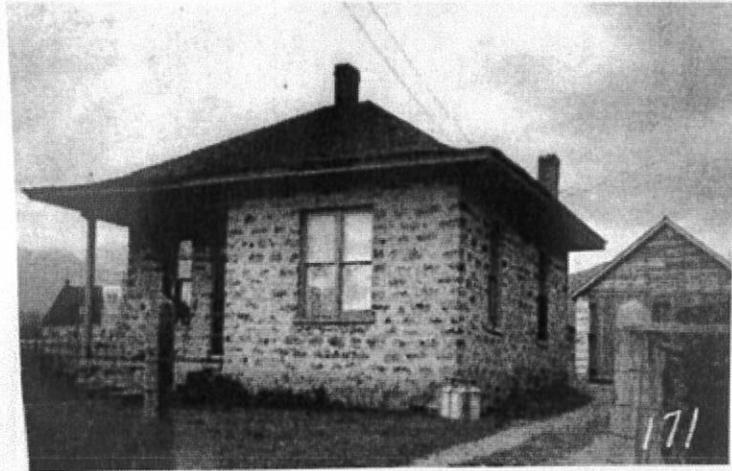
1. Maintain Growth without getting buried in debt.
2. Now that the foundation of the business is established, we hope to strengthen and increase our position in Midway by expanding our product categories and services. Our number 1 goal is to maintain and grow our position as a retailer. Serving our community and supporting them in the categories of product and services that we offer.
3. We hope to create excitement in our community and increase adoption of Mountain Biking, Skiing, Snowboarding, Backcountry, Camping, Paddling, and Skateboarding.
4. Build more space in our store for more retail, service, and inventory.

BUILDING EXPANSION NEEDS IN ORDER TO HIT OUR GOALS ABOVE

We are in a very tiny space and have quickly outgrown the footprint that we have.

- We must grow our retail footprint by a few hundred feet to properly represent all the categories and showcase the product that we have.
- With Bikes, Shoes, Skis, Board, Tents, Kites, Paddles, and all kind of gear and sizes we need the opportunity to build out a nice big building to properly showcase and have storage space for all sizes to properly stock and sell to any customer that walks into our store. The plan is to showcase one of each size that we have and with the extra storage space we will then be able to pull correct sizes, colors, and parts needed to close the sale.
- We have a huge opportunity right on Midway main street to really wow our customers with just a little more space we know when they walk in they will be excited about our shop and the products and services we have to offer.

This is the current space we are in:



Wootton-Kohler Home

This home started out as a one-story, 3-room pot rock home built in the 1890's by either George A. or William T. Wootton. Albert Van Wagoner owned the home from 1917 to 1924, when he sold it to Thelma Witt who sold it to Harry Kohler in 1936. Harry's widow, Francis Reba Watkins Kohler Mac Naughtan sold it to their son, Dale Kohler.

(This photo was taken in 1945.)

Below is the space we are currently designing and hope to be able to accomplish even as quickly as year-end.



GRAVITY COALITION GENERAL

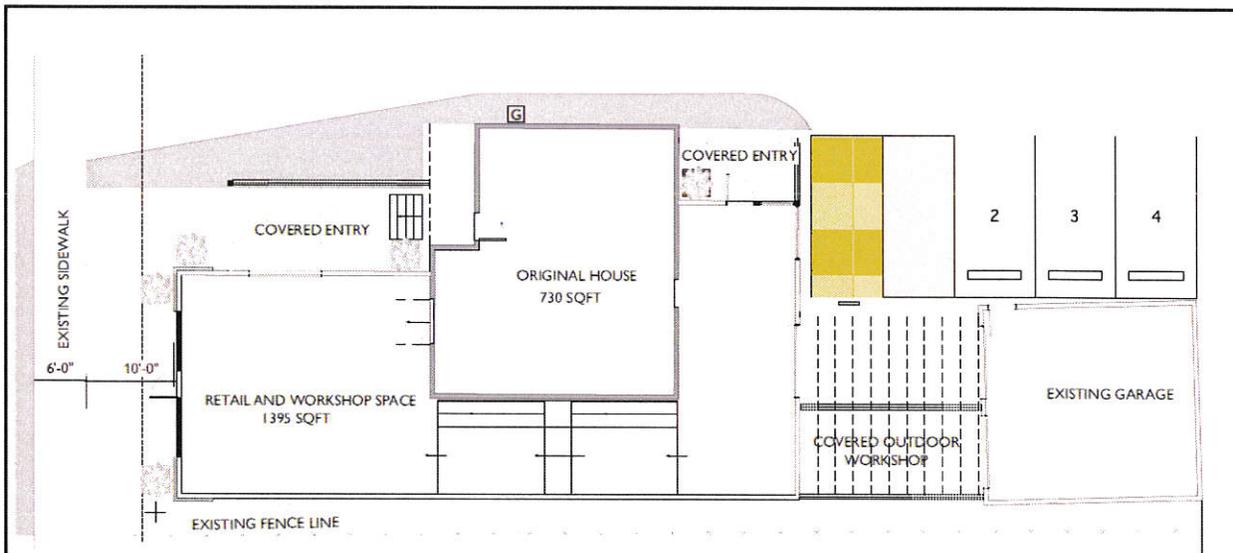
**FIELD VERIFY ALL
EXISTING DIMENSIONS
& CONDITIONS**

RENDERING	GRAV	A
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rad ROBERTSON ARCHITECTURAL DESIGN
1875 Canyon Blvd, Suite 100
 Denver, CO 80202
 303.733.8800
 robertson@rad.com

AN ADDITION FOR:
GRAVITY COALITION
 249 EAST MAIN STREET, MIDWAY, UT 84049

DATE: 08/20/2024



FLOOR PLAN

**FIELD VERIFY ALL
EXISTING DIMENSIONS
& CONDITIONS**

FLOOR PLAN	GRAV	A1.0
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We are working with Van Kelly an owner in <https://landmarkswest.com/> and he has built some very beautiful homes.

The building is currently an old pot rock home slightly modified to work as a very cramped retail space and bike and ski service/repair shop.

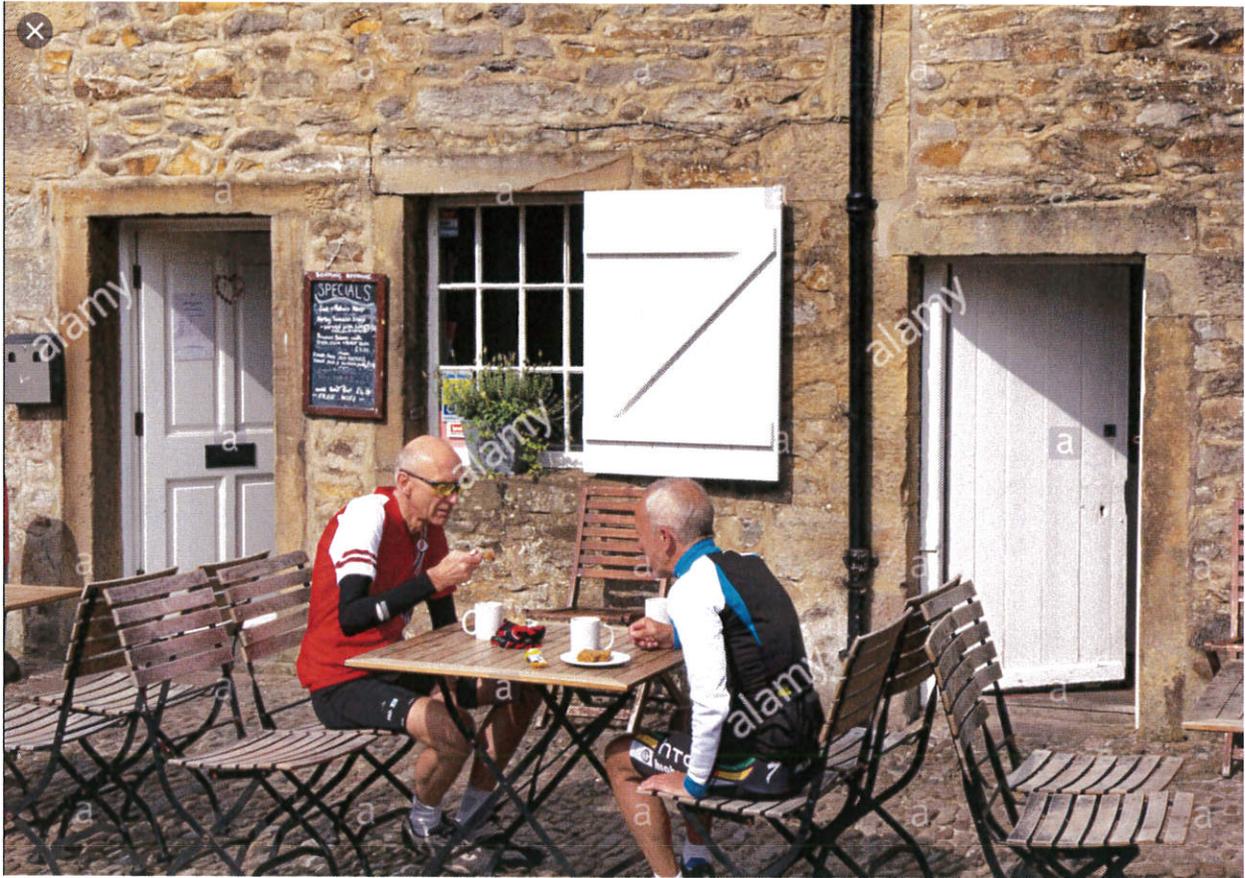
We had planned to build according to the zoning for commercial to the property line on the east side of our lot but after meeting with Michael Henke he clarified the rules around commercial building with neighboring residential use even if they are renting or only living there part time. With this 8ft setback requirement we will not be able to build out our plan nor stay in midway. With such a narrow lot there just is not enough middle space to build a retail space with the room we need. We are now looking at some ideas on Heber Main Street and are trying to quickly figure this out while winter approaches, we need space to maintain our categories into this fall. Van Kelly has committed if we can get approval, he could have a beautiful new building improvement this winter. Below are some images on how we would like this to look/feel.

Goals of this new Building Expansion:

- Maintain the original farmhouse aesthetics and pulling this look out to the sidewalk
- Maximize retail, storage, and service space from as close as we can from the sidewalk, the east property line, and integrating from the south to the north existing garage that is already directly on the property line.

Here are some more visual characteristics that we would hope to bring to life as we complete this project and begin welcoming customers into this new space.





SUMMARY

We love midway and are passionate about staying in business here. We strive to serve our community and have an inclusive business for anyone living here along with welcoming those travelling to our city.

We are very strong with Digital Marketing and are bringing customers from Park City, Orem, Heber Valley (of course) and even the greater Salt Lake area. Our website is getting many 10s of thousands of visits weekly from all over the country. We are pulling them in to the great place of Midway Utah, giving them advice on local trails, places to eat, stay, and are encouraging them to get out and play and helping them with their gear.

We appreciate the time taken to review our business needs and hope we can find a way to approve initial planning of this building expansion.

Critical Points to take from this document:

- We need to be able to build to the east property line to justify the improvements planned and make the investment worth the space gained to showcase, store product, and provide the service our customers need.

- This would also avoid leaving a funny alleyway when the neighboring commercial lot decides to build out their space east of us.
 - We also have an issue with integrating and cleanly connecting to the garage north of the shop that is already set directly on the property line.
 - Our neighboring lots have both been sold within the last 5 years and are owned by LLCs and are currently being rented. We have neighboring buildings on both sides already directly on the property line.
- Street side setbacks from the sidewalk if possible, need to be decreased so that we can extend the building out to the sidewalk as much as we can.

We are hoping that approval of these setback requests can happen. This agreement will allow us to be comfortable moving forward with our business planning and enabling us to stay in Midway.

Kody Hoover
Partner: Gravity Coalition LLC
269a E Main Street Midway, UT 84049
435-671-6530