



PLANNING COMMISSION MEETING STAFF REPORT

DATE OF MEETING: May 16, 2018

NAME OF APPLICANT: Midway City

AGENDA ITEM: Code Text Amendment of Title 16.5.2: Commercial C-2 and C-3 Zones

ITEM: 4

Midway City Planning Commission will discuss a potential Code Text Amendment of Title 16 that would allow theaters to be added as a permitted or conditional use in the C-2 and C-3 zones.

BACKGROUND:

The purpose of this item is to discuss and possibly recommend to the City Council a code text-amendment to add theaters as a permitted or condition use to the C-2 and C-3 zones. Theaters has been an allowed use in both zones until October 12, 2016 when they were removed as part of a comprehensive amendment of all the uses in the two commercial zones. Several uses were removed at that point in time for different reasons. Uses that were removed included the following:

- Fraternity buildings, clubs, and lodges
 - Removed because it was decided the use was not needed
- Hotels/motels, bed and breakfast establishments
 - Modified into a new description of “Short-term lodging facilities”
- Walk-in theaters
 - Removed to be included in the proposed C-4 zone that was never adopted

- R-1-7 Residential
 - Removed to protect the commercial zones for commercial uses, though residential was still allowed as a mixed-use project

To the recollection of staff, it was never the intent to remove theaters entirely from the commercial areas of Midway. The intent was to include the use in the C-4 zone that was a tourism related mixed-use zone that included a variety of activities, of which, theaters was an anchor use. The thought was to restrict theaters to the C-4 zone because it would compliment the other retail and restaurant businesses planned for the zone. For that reason, it was removed from the C-2 and C-3 zones in anticipation of the C-4 zone which had backing and support from the newly revised General Plan. When the C-4 zone was not adopted by the City, theaters were left as a use not allowed in the City except for in the resort zones.

The Planning Commission gave direction to staff in the March 21, 2017 meeting to revisit this use by placing it on a Planning commission agenda. For this reason, this item has been included on this agenda.

The uses allowed in the C-2 and C-3 zones should be in harmony with the City's General Plan. Some of those uses might not create the atmosphere that is described in the General Plan. Aesthetics should be considered, and the General Plan emphasizes the importance of the look and feel of Main Street, but community economic health and tax revenue generation should also be considered. Theaters add vibrancy and activity to a commercial area. They also create activity for other retail and restaurant businesses.

Below I will review some of the vision of Main Street as described in the General Plan so that the current allowed and permitted uses can better be evaluated.

The City's Vision Statement is as follows:

Our vision for the City of Midway is to be a place where citizens, businesses and civic leaders are partners in building a city that is family-oriented, aesthetically pleasing, safe, walkable and visitor friendly. A community that proudly enhances its small town Swiss character and natural environment, as well as remaining fiscally responsible.

The General Plan also describes Main Street as an area that should be vibrant and full of activity. Certain businesses such as restaurants and retail create the activity that is described in the General Plan and other businesses detract from activity because they are visited infrequently. Theaters create the activity desired in the commercial zones. The General Plan states the following:

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.

Theaters would add the activity and vibrancy described in the General Plan and it seems logical that they would be included in the commercial zones.

POSSIBLE FINDINGS:

- Theaters support the vision of the commercial zones and Main Street as described in the General Plan
- Theaters were removed from the C-2 and C-3 zones but it was not the intention of the Planning Commission that they would not be included in the commercial area
- Theaters could attract activity for other businesses such as retail and restaurants

ALTERNATIVE ACTIONS:

1. Recommendation of Approval. This action can be taken if the Planning Commission feels that the proposed language is an acceptable addition to the City's Municipal Code.
 - a. Accept staff report
 - b. List accepted findings
 - c. Place condition(s)
2. Continuance. This action can be taken if the Planning Commission would like to continue exploring potential options for the amendment.
 - a. Accept staff report
 - b. List accepted findings
 - c. Reasons for continuance
 - i. Unresolved issues that must be addressed
 - d. Date when the item will be heard again
3. Recommendation of Denial. This action can be taken if the Planning Commission feels that the proposed amendment is not an acceptable revision to the City's Municipal Code.
 - a. Accept staff report
 - b. List accepted findings
 - c. Reasons for denial