



**Midway**

**PLANNING COMMISSION MEETING STAFF REPORT**

**DATE OF MEETING:** October 11, 2022

**NAME OF PROJECT:** Midway Arts Center Foundation Zone Map Amendment – Overlay Zone

**NAME OF APPLICANT:** Midway Arts Center Foundation

**AGENDA ITEM:** Zone Map Amendment

**LOCATION OF ITEM:** 200 East 400 East, Main Street to the South 300’

**ZONING DESIGNATION:** C-2

**ITEM: 2**

Stuart Waldrip, representative for the Midway Arts Center Foundation and Midway Main Street Holdings LLC, is proposing an amendment to the Land Use Map. The proposal is to add an overlay zone with a single conditional use, Indoor Performing Arts Center. This overlay zone will also limit the footprint and the amount of seating, among other items, for Indoor performing Arts Centers. Language regulating the zone will be included in City’s Municipal Code. The overlay zone is proposed in the C-2 zone from 200 East to 400 East and from Main Street to the south 300’.

**BACKGROUND:**

The applicant is requesting an amendment to the Midway City Land Use Map. The proposal is to adopt an overlay zone on the Land Use Map and also adopt language to the Midway Land Use Code that would regulate the new overlay zone. Landowners in the proposed overlay zone would continue to have the rights to all the current C-2 zone’s

permitted and conditional uses but would also have the opportunity to apply for an additional conditional use, "Performing Arts Production Facility (up to 26,000 sq. ft.)". The proposed overlay zone would be called the Performing Arts Overlay Zone (PAOZ).

The POAZ would cover an area from 200 East to 400 East and would begin at Main Street and extend south 300'. Only area in the C-2 zone would be covered by the POAZ. The Proposed POAZ would extend over an area of approximately 1,150' x 300' that would equal about 7.9 acres. The area has been zoned commercially since the 1960s. Current uses in the area are mostly commercial, including two of the largest commercial buildings on Main Street, but there are three single-family dwellings and a duplex in the area of the proposed POAZ. There is also agriculture that covers some of the acreage.

The proposed POAZ code has multiple sections that will regulate the zone that include Purpose, Definitions, Area, Scope and Applicability, Conditional Use, Site Development Standards, Required Conditions, Approval Procedures, and Appeal and Variance Procedures.

The following are some of the key regulations included in the proposed code for the PAOZ:

- Definition of a Performing Arts Production Facility: A mixed use facility housing the elements needed to support a performing arts organization. Such facility should include space for the design and construction of stage components; costume and prop design and construction, administrative support, rehearsal space, storage space, and other functions associated either with an on site or off site live performance theater.
- A Performing Arts Production Facility would be a conditional use and would need to follow the application and approval process as described in local code and state code for conditional uses.
- Setbacks:
  1. Front: 10' minimum and 50' maximum from the property line; however, an accessory or secondary building may be allowed by the City Council to be set back further provided all provisions of this Title are met.
  2. Side: None
  3. Rear: None
  4. Setback from residential zones: 15 feet
  5. Performing Arts Production Facilities setback from existing residential uses: 8 feet
  6. 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.

- Building Heights:
  1. Minimum: 8 feet (see Section 16.13.110)
  2. Maximum: 35 feet for the primary structure of the Performing Arts Production Facility and a maximum of 70 feet for all architectural elements (i.e. steeples, clock towers, etc.)
- Maximum Seating Capacity: A Performing Arts Production Facility shall not exceed 450 seats for patrons and shall not exceed 500 total occupants at any given time including performers and staff.
- Parking: All parking shall be located at the side or rear of the Performing Art Production Facility. Parking requirements shall be 1 parking stall for every 4 seats within the Performing Arts Production Facility. The City Council, upon an applicant's request, may approve a parking plan that includes off-site or shared parking based on specific circumstances of the site and building orientation or specific use of a proposal.
- Each new construction Performing Art Production Facility must have a door facing Main Street if the lot fronts Main Street.
- A landscaping plan is required for all conditional uses in the PAOZ. The plan will be reviewed by the Visual and Architectural Committee during the approval process and must meet the requirements found in Section 16.13.220.
- All applications under the PAOZ shall be required to appear before the Water Advisory Board, the Visual and Architectural Committee, and the Planning Commission and may not proceed to final approval until recommendations from these three bodies are received by the City Council.
- The site development standards set forth in this section are unique to the PAOZ and are specifically designed for a large Performing Arts Production Facility on or around Main Street. Theaters are a permitted use in the Resort Zone, and the standards set forth for theaters in the Resort Zone are purposefully different than those contained in the PAOZ due to location and potential impact. The site development standards for each use are distinct and are not interchangeable.
- Permitted Facility Uses: The facility may be utilized for the following approved uses:
  - a. Theater productions
  - b. All performing arts including recitals (music, dance or otherwise)
  - c. Wedding receptions
  - d. Conventions
  - e. Art shows
  - f. Religious meetings

- g. Concerts
- h. Business meetings, training and receptions
- i. Retail within the facility shall be limited to the selling of tickets, the selling of concessions, and the selling of art and show related promotional items (t-shirts, posters, etc.). All other retail within the facility is strictly prohibited.
- j. Any other limited engagement use approved by the City Council.

- Prohibited Facility Uses:

- a. Commercial Movie Theater where tickets are sold for the viewing of a movie that is currently in general release to the box office.
- b. Retail beyond the scope of concessions and show related promotional items.
- c. Residential uses of any kind.
- d. Outdoor amphitheaters or outdoor performances.

**ANALYSIS:**

Zone Map Amendments and Code text amendments fall under the category of a legislative action. Therefore, the City Council has broad discretion regarding the petition. It can be approved or denied based on the discretion of the City Council members. There is no obligation by the City to approve the proposals. If the City Council feels that the proposal will contribute to the community and will help promote the goals and policies of the General Plan, then the proposals should be considered. The City Council may consider any issue, included in the staff report or not, as a discussion item. Also, the City may require items from the petitioner that normally would not be allowed if a developer's property were properly located in a zone that allowed for the proposed use.

In reviewing the proposed zone map amendment and code text amendment, staff reviews the Midway General Plan to see whether the proposed amendment helps accomplish its goals and policies. In 2016/2017, the current General Plan was revised and adopted. There does appear support in the General Plan for a performing arts center. Some support includes the following sections of the General Plan:

**Community Vision Goals and Guidelines**

Guideline 1: Provide recreational and cultural opportunities that would be of interest to the full range of age groups.

Guideline 4: Encourage all types of visual and performing arts.

**Main Street**

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 location for tourism tied to Midway being a

meeting place and staging area for festivals, special events, celebrations and a variety of community activities which will indeed produce a vibrant healthy community centerpiece. Midway's Swiss theme and architectural design standards are prominent and important elements of Main Street.

#### Economic Goals and Guidelines

Guideline 3: Pursue arts, activities, recreation opportunities, and land uses that will create an experience to attract tourists.

Regarding the proposed amendment to the height restriction provisions that would allow a performing arts center to exceed the current height limitation of 35' for the roof and 52.5' for any allowed architectural elements, support from the General Plan is more difficult to identify. One possible section that would support the proposed amendment is found in the Main Street section of the General Plan which states the following:

#### Main Street Element page 61:

Design – Using proper design standards such as setbacks, storefronts size and placement will improve the overall appearance and walkability.

The proposed structure is larger than most structures that are currently located along Main Street and without an amendment to the height restriction, the design for a performing arts center without the added architectural element of a clock tower might not have a good proportional design.

The other side of the issue to consider is viewshed. If the structure is allowed a greater height than the current code allows there will be an impact to the surrounding neighboring properties and from Main Street for pedestrians and from vehicles. In this case, a better architectural design and proportions will lead to the loss of views from the surrounding area.

#### Elements of the Community Vision:

Effective planning through clustering, setbacks, Transfer Development Rights and animal/agriculture ordinances will help Midway to preserve its view corridors, maintain open spaces and reinforce a country/rural feeling.

Midway's historical preservation Master Plan will identify the specific structures the City would like to preserve/restore, the view corridors it would like to preserve and the elements of the pioneer heritage it would like to maintain.

As mentioned earlier, a code text amendment is a legislative action and therefore, the City Council has broad discretion. The City Council may consider all issues when considering the proposal. Other items the City Council may want to consider include traffic impact, parking, economic and tourism impact, visual impact, site feasibility, project feasibility, and long-term feasibility.

*Economic and Tourism Impact* – A performing arts center would be an economic generator that would draw in patrons and tourists which in turn would spend money in Midway at restaurants, shops, short-term lodging facilities, and gas stations. It seems likely that those businesses would benefit if a performing arts center were built. Midway would also receive the tax benefit from the increased activity.

*Traffic Impact* – Staff requested a traffic impact analysis which was submitted with the application. Based on only one theater in the performing arts center being used at a time, the maximum number of patrons is 450 which would generate 180 trips. The model assumes 2.5 people per vehicle. Actors, stagehands, and staff would total approximately 50 people and would generate 50 trips. The total of all trips generated per event would be a maximum of 225 trips. The applicant has supplied some traffic studies that are attached to this report. One of the studies is for The Village development. This is a development located to the northeast of the proposed performing arts center site. It does give information about current traffic, but it is not specific to the proposed site, nor does it appear to contain a performing arts center in the study. The second study is specific to a performing arts center and does give information on the traffic impact of the proposed use. One of the main concerns with traffic is the constant impact traffic will have on Midway streets. While it is true that there have been many years of performances that have generated peak traffic counts on Midway streets, those performances have been limited to about 30 days a year. If a performing arts center is approved then, according to the applicants, there will be 200+ days of active use.

*Parking* – The current code includes a parking requirement for theaters which requires one parking space per four people based on the design. Based on a maximum of 500 people maximum per performance (450 patrons and 50 actors, stagehands, and staff) a total of 125 stalls would be required. The applicant has provided a parking plan. The proposed plan is to have some parking on the performing arts center property but to also have 60 stalls on the Olde Swiss Square property located to the west. Any off-site parking agreement will need to be approved by the City Council. The City Council may approve a combined parking agreement between two adjoining property owners if they find the proposed agreement is acceptable. Staff wants to emphasize that any agreement that is approved by the City Council should be in perpetuity. Staff's concern is that if the agreement expires, and is not renewed, then the performing arts center would be severely under parked. The parking needs to be a permanent solution. Option two would provide all the parking on-site but some of the parking would be located under the theater. When considering other land use applications that have proposed below grade parking, the City has had concerns that Midway's generally high-water table could be an issue with the below grade parking.

*Visual Impact* – A performing arts center would be a large building on Main Street. If the building is designed appropriately; it could be a flagship building that helps enhance the Swiss and old European architecture that is so important to Midway. A large building, especially with an increased maximum height, would also impact views from surrounding properties. The applicant has provided some drawings that help visually show the impact of a performing arts center on Main Street.

*Site Feasibility* – Staff has asked the applicant for a geotechnical report specific to the proposed site of the performing arts center to help determine if the site is feasible for the proposed use and structure. A report has been submitted to staff and has been reviewed by Horrocks Engineers.

*Project Feasibility* – The applicant has submitted information regarding fundraising to gather the needed funds to purchase and develop the property. It is unknown how likely it will be to gather the roughly 45 million dollars required to complete the project. The City must consider the possibility that, if approved, the building might only be partially completed and the potential problems that would arise from such a scenario. Though unlikely, it is also important to consider the possibility of an abandoned large building on Main Street. There are many factors that can come into play regarding proposed timelines. The applicant has stated that construction will not begin until all the required funds are committed. This is helpful but there could still be flaws with this proposed scenario, especially if committed funds are never paid.

*Long-Term Feasibility* – The applicant has submitted some information on long-term feasibility that would include maintenance, management, etc. They plan to establish a four-million-dollar endowment fund that will provide approximately \$200,000 each year for facility upkeep and to lower rental costs for local arts groups.

#### **POSSIBLE FINDINGS:**

- The proposed amendments, if approved, are limited specifically to the POAZ and not to the entire C-2 zone.
- The proposed amendments are a legislative action, and the City Council has broad discretion on whether to approve the amendments
- Promotes the goals and objectives of the General Plan which includes encouraging all types of visual and performing arts
- Could help generate economic activity for other Midway businesses and will help expand the tax base for Midway
- If the height limit is expanded for a performing arts center, views from surrounding properties will be impacted
- A traffic study has been submitted
- A geotechnical report has been submitted

## ALTERNATIVE ACTIONS:

1. Recommendation of Approval. This action can be taken if the Planning Commission finds the proposal is acceptable and is in the community's best interest.
  - a. Accept staff report
  - b. List accepted findings
  - c. Place condition(s)
  
2. Continuance. This action can be taken if the Planning Commission feels that there are unresolved issues.
  - 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 finds that the request is not acceptable and not in the best interest of the community.
  - a. Accept staff report
  - b. List accepted findings
  - c. Reasons for denial



# **Exhibits**

**Exhibit 1 – Proposed POAZ Code**

**Exhibit 2 – Proposed POAZ location maps**

**Exhibit 3 – Applicant’s supporting documents**

# **Exhibit 1**

## **16.32 Performing Arts Overlay Zone**

### **16.32.010 Purpose**

### **16.32.020 Definitions**

### **16.32.030 Area, Scope and Applicability**

### **16.32.040 Conditional Use**

### **16.32.050 Site Development Standards**

### **16.32.060 Required Conditions**

### **16.32.070 Approval Procedures**

### **16.32.080 Appeal And Variance Procedures**

## **16.32.010 Purpose**

- A. The Performing Arts Overlay Zone (PAOZ) has been established as a location wherein a Performing Arts Production Facility (as defined below) would be conducive to the surrounding business district, and where the traffic and parking created by such a facility can be managed to reduce impacts on Main Street and surrounding areas. It is intended that this overlay zone be created in an area where a Performing Arts Production Facility can be built in a harmonious grouping of a variety of stores, shops, office buildings, or other permitted uses within the C-2 zone. This overlay zone has been established to create new development which is characterized by well landscaped frontages, safe access and egress, proper parking design, coordinated site planning, and buildings which follow the objectives of the City Master Plan and City architectural requirements. Emphasis in the approval of plans in the PAOZ shall be to protect the appearance and utility of Midway City's Main Street, and to add vibrancy to the shopping and financial center of the City and surrounding territory. Another objective of the PAOZ is to mitigate potential negative impacts upon residential zones caused by commercial activity.
- B. The PAOZ is also designed to recognize and provide protection to the unique business and residential feel that gives the City its small town charm and livability. Site, size and height restrictions are all designed to retain and promote Midway City's heritage and objectives set forth in the City Master Plan.
- C. Thus, the purposes of this Performing Arts Overlay Zone Chapter shall be to provide standards and guidelines for Performing Arts Production Facilities that will protect Midway City's small town feel while providing a place where its residents can engage in and with the arts. These purposes include, as examples, but are not limited to:
1. Encourage development that is consistent in size, use and impact with the existing commercial uses in the City.
  2. Strategically establish a zone where a larger Performing Arts Production Facility could become an economic hub for surrounding businesses, and the core of a walkable commercial district on the east end of Midway City Main Street.
  3. Preserve Midway City's unique Swiss heritage through appropriate architectural design.
  4. Protect Midway City's view of surrounding mountains and valley by imposing appropriate height and size restrictions.
  5. In accordance with the Midway City Transportation Master Plan minimize the impact of traffic and light pollution associated with a larger arts venue.
  6. Establish on-site and off-site traffic facilities that ensure ingress and egress for vehicles (including emergency vehicles) into all developed areas at any time.

7. Encourage location, design and development of building sites to provide maximum safety and human enjoyment while adapting the development to the best use of natural terrain.
8. Encourage the use of creative design teams composed of professional landscape architects, engineers and others.

#### **16.32.020 Definitions**

- A. Where applicable, the following terms apply:
  1. Performing Arts Production Facility: A mixed use facility housing the elements needed to support a performing arts organization. Such facility should include space for the design and construction of stage components; costume and prop design and construction, administrative support, rehearsal space, storage space, and other functions associated either with an on site or off site live performance theater.

#### **16.32.030 Area, Scope and Applicability**

- A. Area. The Performing Arts Overlay Zone and Chapter, and every land concept incorporated therein, shall apply to the south side of Midway City Main Street from 200 E to River Road. The zone shall extend south 300 feet from the center line of Main Street.
- B. Scope. The Performing Arts Overlay Zone and Chapter shall only apply to applications to build a Performing Arts Production Facility within the boundaries of the overlay zone. Any development application for a Performing Arts Production Facility within this overlay zone shall be reviewed by City staff for compliance with this section at the initial stage of the application process. City staff shall have the authority to direct the applicant to prepare the needed documents and/or studies to show compliance with this Chapter before the appropriate approving person or body.
- C. Conflict. In the event of overlapping or conflicting requirements between this Performing Arts Overlay Zone and other provisions or regulations under any other sections of the City Municipal Code, the more restrictive provision shall apply.

#### **16.32.040 Conditional Use**

- A. A Performing Arts Production Facility shall be a conditional use in the PAOZ and shall be the only use within the overlay zone. The peculiar character and nature of conditional uses (those designated by "C") require special consideration. Therefore, the Planning Commission review of these conditional uses shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development in accordance with existing and future needs. The City Council shall consider any conditions based upon the character of the zone, the surrounding land use, traffic, utilities and other public requirements.
- B. Uses designated as "C" will only be allowed when approved as a conditional use by the City Council.

USES	POAZ
Performing Arts Production Facility (up to 26,000 sq. ft.)	C

**16.32.50 Site Development Standards**

- A. Minimum lot area: None
- B. Minimum building setback from property line for all Performing Arts Production Facilities.
  - 1. Front: 10' minimum and 50' maximum from the property line; however, an accessory or secondary building may be allowed by the City Council to be set back further provided all provision of this Title are met.
  - 2. Side: None
  - 3. Rear: None
  - 4. Setback from residential zones: 15 feet
  - 5. Performing Arts Production Facilities setback from existing residential uses: 8 feet
  - 6. 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.
- C. Building Heights.
  - 1. Minimum: 8 feet (see Section 16.13.110)
  - 2. Maximum: 35 feet for the primary structure of the Performing Arts Production Facility and a maximum of 70 feet for all architectural elements (i.e. steeples, clock towers, etc.)
- D. Maximum Square Footage: A Performing Arts Production Facility shall be limited to a maximum foot print of 26,000 square feet. Multiple floors within this foot print will be allowed so long as they comply with the 35 foot height restrictions of the PAOZ.
- E. Maximum Seating Capacity: A Performing Arts Production Facility shall not exceed 450 seats for patrons and shall not exceed 500 total occupants at any given time including performers and staff.
- F. Parking: All parking shall be located at the side or rear of the Performing Art Production Facility. Parking requirements shall be 1 parking stall for every 4 seats within the Performing Arts Production Facility. The City Council, upon an applicant's request, may approve a parking plan that includes off-site or shared parking based on specific circumstances of the site and building orientation or specific use of a proposal.
- G. Each new construction Performing Art Production Facility must have a door facing Main Street if the lot fronts Main Street.
- H. Notwithstanding any other provision contained herein, structures and setbacks must comply with Section 16.13.150: Clear View Triangle of Intersecting Streets.

- I. A landscaping plan is required for all conditional uses in the PAOZ. The plan will be reviewed by the Visual and Architectural Committee during the approval process and must meet the requirements found in Section 16.13.220.
- J. All applications under the PAOZ shall be required to appear before the Water Advisory Board, the Visual and Architectural Committee, and the Planning Commission and may not proceed to final approval until recommendations from these three bodies are received by the City Council.
- K. The site development standards set forth in this section are unique to the PAOZ and are specifically designed for a large Performing Arts Production Facility on or around Main Street. Theaters are a permitted use in the Resort Zone, and the standards set forth for theaters in the Resort Zone are purposefully different than those contained in the PAOZ due to location and potential impact. The site development standards for each use are distinct and are not interchangeable.

#### **16.32.060 Required Conditions**

- A. The applicant for a Performing Arts Production Facility shall be required to enter into a Development Agreement with the City containing all conditions imposed by the City Council in the approval process.
- B. The following conditions shall be included in an approved application for a Performing Arts Production Facility:
  - 1. The facility may be utilized for the following approved uses:
    - a. Theater productions
    - b. All performing arts including recitals (music, dance or otherwise)
    - c. Wedding receptions
    - d. Conventions
    - e. Art shows
    - f. Religious meetings
    - g. Concerts
    - h. Business meetings, training and receptions
    - i. Retail within the facility shall be limited to the selling of tickets, the selling of concessions, and the selling of art and show related promotional items (t-shirts, posters, etc.). All other retail within the facility is strictly prohibited.
    - j. Any other limited engagement use approved by the City Council.
  - 2. The following uses are strictly prohibited within the Performing Arts Production Facility:
    - a. Commercial Movie Theater where tickets are sold for the viewing of a movie that is currently in general release to the box office.
    - b. Retail beyond the scope of concessions and show related promotional items.
    - c. Residential uses of any kind.
    - d. Outdoor amphitheaters or outdoor performances.

#### **16.32.070 Approval Procedures**

Determinations as to compliance with the procedures and regulations of the PAOZ provisions of this Chapter shall be recommended by the Planning Commission and decided by the City Council as part of the consideration of the conditional use permit. The Planning Commission may recommend, and the City

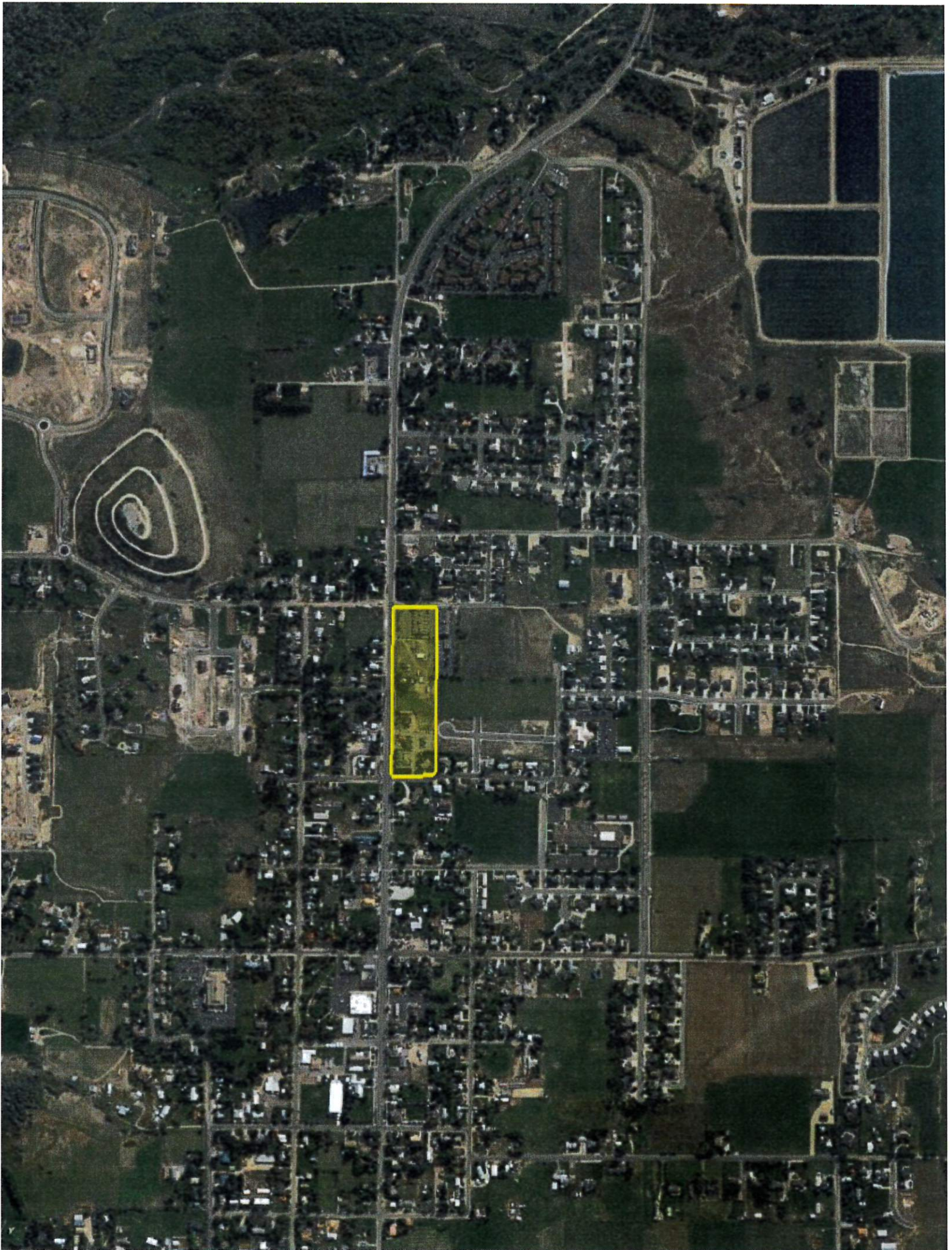
Council may impose, conditions pursuant to which the conditional use permit is granted in order to uphold and enforce the provisions of this Chapter.

**16.32.080 Appeal And Variance Procedures**

Appeal of determinations made by the City Council pursuant to this Section shall be governed by the Appeal Authority, as outlined in Title 16. Variances to the requirements of this Section shall be governed by Utah law and by appeal and decision of the Midway Board of Adjustment, also as outlined in this Title.

# Exhibit 2





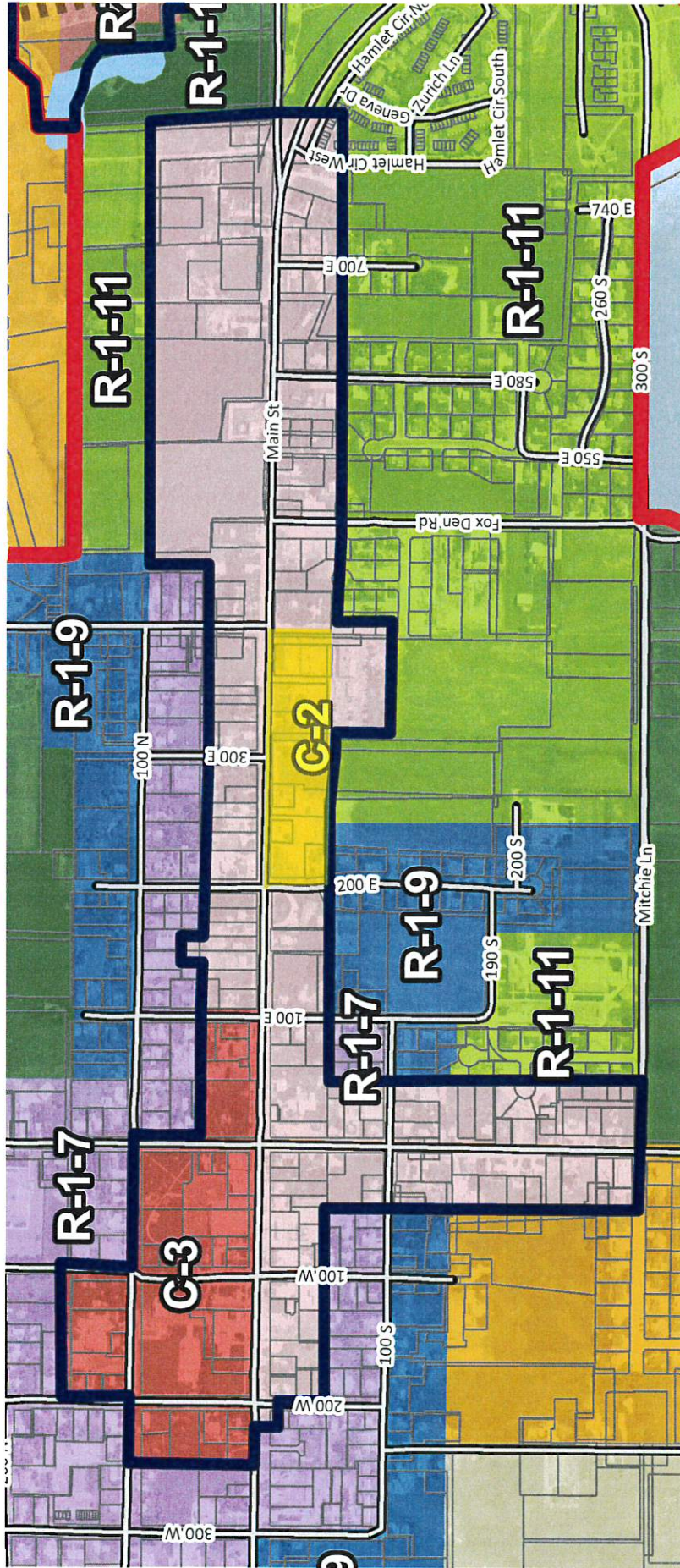












# **Exhibit 3**



# PROPOSED PERFORMING ARTS OVERLAY ZONE REASON, JUSTIFICATION AND DETAILED STATEMENT



Concept rendering of the MAC

## DESCRIPTION OF THE NEW OVERLAY ZONE

**GENERAL DESCRIPTION:** A strip of land in Midway City on the south side of Main Street that is 300 feet deep and extends from 200 East to 400 East and is contained within the existing C-2 Zone. (See attachments for details.)

**USES IN THE OVERLAY ZONE:** In addition to all uses in the underlying C-2 Zone, the new Performing Arts Overlay Zone has a single conditional use: **“Indoor performing arts centers (up to 26,000 sq. ft. footprint) with largest audience venue up to 450 seats, primarily for live performances.”**

The Ordinance creating the Performing Arts Overlay Zone will also contain language limiting the occupied portion of all buildings to a height of 35 feet from the natural grade, in accordance with the Midway general height standard, but permitting architectural features to extend a maximum of another 35 feet beyond that at the rate of 1 foot for every foot of additional setback beyond the 10-foot required setback in the underlying C-2 Zone.

# EXECUTIVE SUMMARY

## HISTORY

The pioneers and their leaders greatly prized cultural and performing arts. From Lethe Tatge to early Midway's theater (now the Cannery), to the lovely classical architecture of the early buildings, the history of Midway is intertwined with cultural and performing arts.

"Theaters" were historically a conditional use in the commercial zones of Midway. Only very recently was that use inadvertently deleted in a failed restructuring of the commercial zones. The MAC cannot go forward as planned without providing a zoning classification that will permit performing arts centers in an appropriate location in the C-2 Zone.

The Mayor, with concurrence from all 5 Council members, has recently written a letter of support for the general concept of a performing arts center in our city. It is attached for ease of reference.

Further, after several meetings with the City Council collectively, the Mayor and individual Council members, they have urged the creation of an overlay zone within the C-2 Zone that will enable the MAC project to move forward in an appropriate targeted area of the City.

## REASONS AND JUSTIFICATION FOR THE NEW PERFORMING ARTS OVERLAY ZONE

Midway's General Plan has always encouraged preservation of culture, history, and family-friendly activities, such as those that will be a part of the MAC.

### **General Plan, Community Vision, Goal 3:**

Guideline 1: Provide recreational and cultural opportunities that would be of interest to the full range of age groups

Guideline 4: Encourage all types of visual and performing arts.

The MAC, with its family-oriented and broad programs for youth and adults in the performing arts, together with displays of visual arts, will go a long way toward accomplishment of this goal.

### **General Plan, Main Street:**

"[A]n attractive location for tourism tied to Midway being a meeting place and staging area for festivals, special events, celebrations and a variety of community activities which will indeed produce a vibrant healthy community centerpiece. Midway's Swiss theme and architectural design standards are prominent and important elements of Main Street."

"well suited for the Main Street core area: . . . Entertainment and cultural venues"