

# Memo



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Date: December 21, 2021  
To: Midway City Council  
From: Luke Robinson  
Re: Town Square Master Planning Process

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This past 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, and two members of the community who were supported by 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 the future improvement of the square. 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 buildings.

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 us 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. These comments have been reviewed by the working committee and design consultants and are being used to create an updated design concept.

After the open houses, the working committee met with a larger segment 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.

IBI is in the process of creating an updated design concept based on the public comment and feedback received. It is anticipated that this design concept will be completed and presented to the committees in early January, followed by some type of public outreach in late January. It would then be presented to the City Council in February for consideration. The hope is that this process will result in the creation of a vision for Town Square as we look at future improvements and community needs.

For your consideration, we have the following exhibits included with this memo:

Exhibit 1: Project Process & Timeline

Exhibit 2: Online Questionnaire Results

Exhibit 3: Vision and Guiding Principles

Exhibit 4: Concept #1

Exhibit 5: Concept #2

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 Preperation**

**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**

### **Next Steps**

Utilize feedback from community to create a revised concept plan

Present plan to City Council

# Exhibit 2



# TOWN SQUARE VISION

## Town Square Vision

*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

- 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



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Midway City Town Square  
September 14, 2021

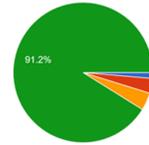
**Vision & Guiding Principles**

# **Exhibit 3**

# Questionnaire Results

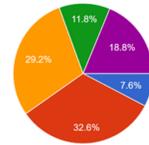
## Respondent Summary

Are you a full time resident of Midway?  
147 responses



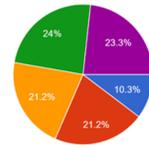
- No, I live outside the Heber Valley
- No, I live nearby in the Heber Valley
- No, but I have a second home/cabin in Midway
- Yes

How often do you visit Midway Town Square?  
144 responses



- Daily
- Weekly
- Monthly
- Once or twice a year
- Only for events

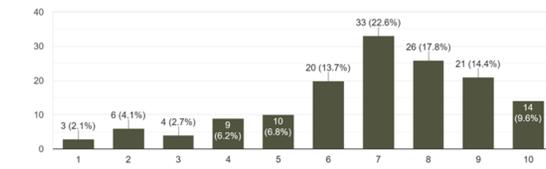
How long have you lived or owned a home in Midway?  
146 responses



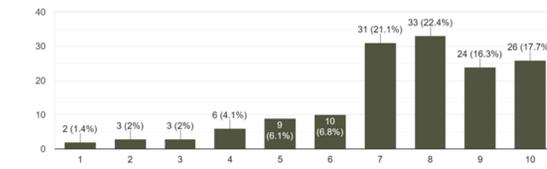
- Less than 1 year
- More than 1 but less than 5 years
- More than 5 but less than 10
- More than 10 but less than 20
- More than 20 years

## Town Square Today

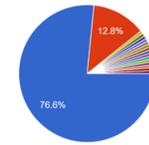
On a scale of 1-10, how well do you think the Town Square is currently serving the community?  
146 responses



On a scale of 1-10, how well do you think the Town Square reflects the identity of Midway?  
147 responses

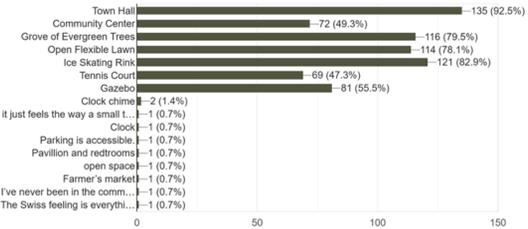


Would you support having more reasons to visit the Town Square for daily use?  
141 responses

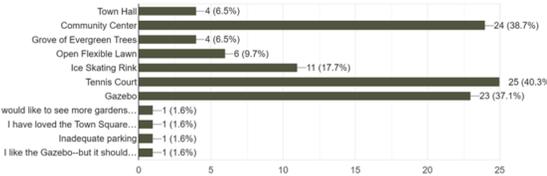


- Yes
- No
- Depends on what they are. If they attr...
- Really have to come up with somethin...
- Not necessarily - love the feeling of a r...
- SPLASH PAD!
- Only if it doesn't create a hectic entrin...
- It depends on what it is.

What do you like about the Town Square? (select all that apply)  
146 responses

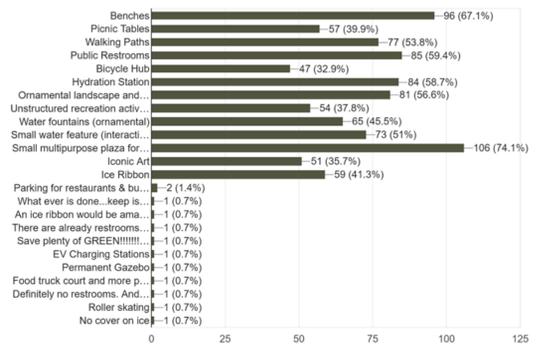


What do you NOT like about the Town Square? (select all that apply)  
62 responses



## Town Square in the Future

What improvements would you like to see implemented? (Choose all that apply)  
143 responses



# Questionnaire Takeaways

## Key Takeaways

The majority of people think that Town Square is doing a pretty good job. They think that it serves the community and represents the identity of Midway well.

The most liked elements of Town Square currently: Town Hall, ice skating rink, grove of trees, open lawn.

Least liked elements of Town Square currently: Tennis courts, community center, gazebo (needs updated at least).

Majority of people would like more reasons to visit on a daily basis, as long as those reasons don't make it overly busy and/or change the square too dramatically.

What do you like about good examples in other towns? (*Below is a summary of the responses to this question*)

A true gathering place for the town that is the center of activity. A place that hosts various activities throughout the year (small concerts, food trucks, farmers markets, movie nights). Elements that make the square a more functional and interesting place to visit, such as flower gardens, statues, benches, water features. Strong sense of history and culture throughout.

## Most Preferred Improvements

- Tier 1 - More than 60% of respondents would like to see:
  - Small multipurpose plaza for performances, etc. (75%)
  - Benches
  - Public Restrooms
  - Hydration Station
- Tier 2 - More than 50% of respondents would like to see:
  - Ornamental landscaping/flower gardens
  - Walking paths
  - Small interactive water feature
- Tier 3 - More than 40% of respondents would like to see:
  - Water feature (ornamental)
  - Ice Ribbon
- Tier 4 - More than 30% of respondents would like to see:
  - Iconic Art
  - Picnic Tables
  - Unstructured recreation (bocce, sand volleyball, etc.)
  - Bike Hub

60% would support an enhanced Ice Rink with a permanent building. Comments show concern that it should be small and used year-round (like summer roller rink) to support it.

70% support other small buildings like public restrooms, pavilions, etc. Comments show concern that any new buildings should try to be part of existing buildings if possible, and/or small and tasteful.

## General Comments

"Open" and "green" are important. Any improvements should maintain this feeling. The open and green space is symbolic of what a number of people want Midway to be.

Preserve and enhance the Swiss character and motif

Events such as small concerts, food trucks, farmers markets, and movie nights seem to be the type of activities that will bring people to Town Square. Improvements should enhance that experience.

When no events are going on, the square should be beautiful, inviting and provide more interest, but not necessarily active uses.

Don't build anything that can't be maintained well because of lack of ongoing funding, staff, etc.

There is a small collection of comments that is concerned about making any changes. They would prefer to not do anything.



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**Midway City Town Square**  
June 24, 2021

**Questionnaire Results & Takeaways**

# Exhibit 4



## Concept Plan Option 1: Benefits



- Inspired by the Swiss flag to add north/south and east/west pedestrian promenades resembling the cross of the flag
- ① Promenades connect, highlight and organize existing facilities and pedestrian experience within the Town Square
- Reduce pedestrian/vehicular conflict by eliminating internal drive and replace with pedestrian promenades which can be used for emergency access and event support
- Addition of more event tent space along promenades to free up lawn space for entertainment or rental venues
- ② Entertainment venues to optimize spectator viewing and embrace mountain views
- ③ Enchanted forest to highlight existing evergreen grove and create shade garden
- ④ Gateway ornamental groves at promenade entries with added picnic facilities, play areas and edge viewing conditions
- ⑤ Embrace ice rink plaza with promenade and walkways with multipurpose stage at east end
- Minimize disruption to existing facilities and tie together the Town Square with unifying features



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**Midway City Town Square**  
September 14, 2021

**Option 1: Concept Plan**

0 40 80 Feet



Project # 133701



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**Midway City Town Square**  
September 14, 2021

**Option 1: Birdseye Rendering**



Project # 133791

# **Exhibit 5**



## Concept Plan Option 2: Benefits



- ① Radial promenade/historic timeline framed with ornamental flower gardens creating a memorable pedestrian experience and organizing feature of the Town Square
  - Reduce pedestrian and vehicular conflict by eliminating internal drive and relocating parking area
- ② Embrace ice rink plaza as year-round feature with multipurpose plaza and pavilion at East end as centrally located iconic element, event space and shade alternative
- ③ Emphasize mid-block pedestrian gateways on Main Street, 100N and 100W to provide improved and organized access and connectivity
- ④ Renovate or repurpose the existing Community Center into multipurpose facility to house permanent ice rink support space and seasonal uses such as public restrooms, bike hub and cultural experience. Modification could open line of site into the Town Square from Main Street to improve visual and physical connectivity
- ⑤ Annual/perennial gardens and the proposed windmill near 100N provide instagrammable moments and add cultural flavor to support the Swiss heritage
- ⑥ Enchanted forest to highlight existing evergreen grove and create shade garden
- ⑦ Gateway monuments provide wayfinding and information and centrally located flag garden can celebrate history and provide color and movement



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**Option 2: Concept Plan**

0 40 80 Feet



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**Option 2: Birdseye Rendering**



Project # 133701