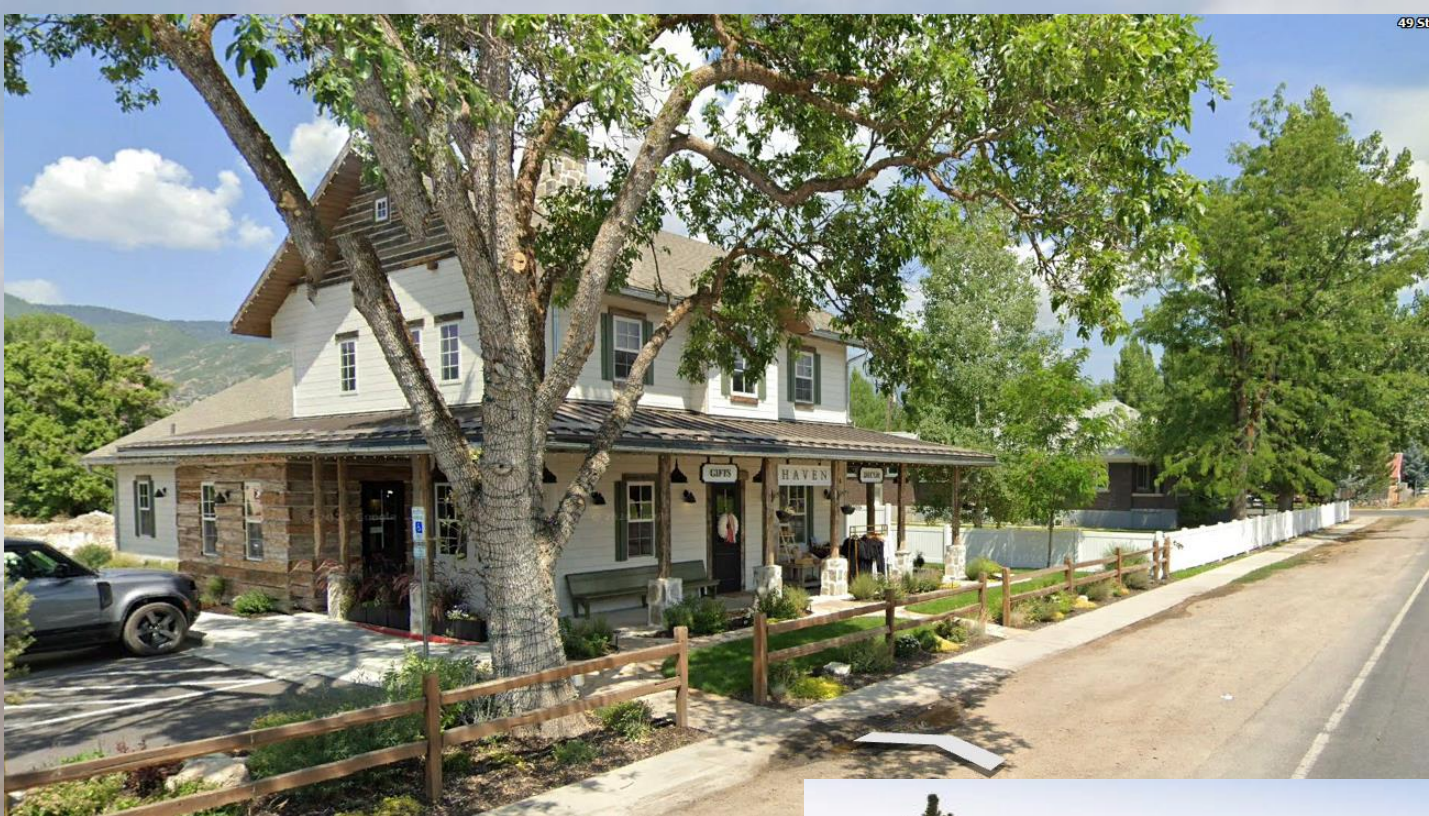


# C-2 & C-3 Zone Amendments

Michael Henke, Community Development Director

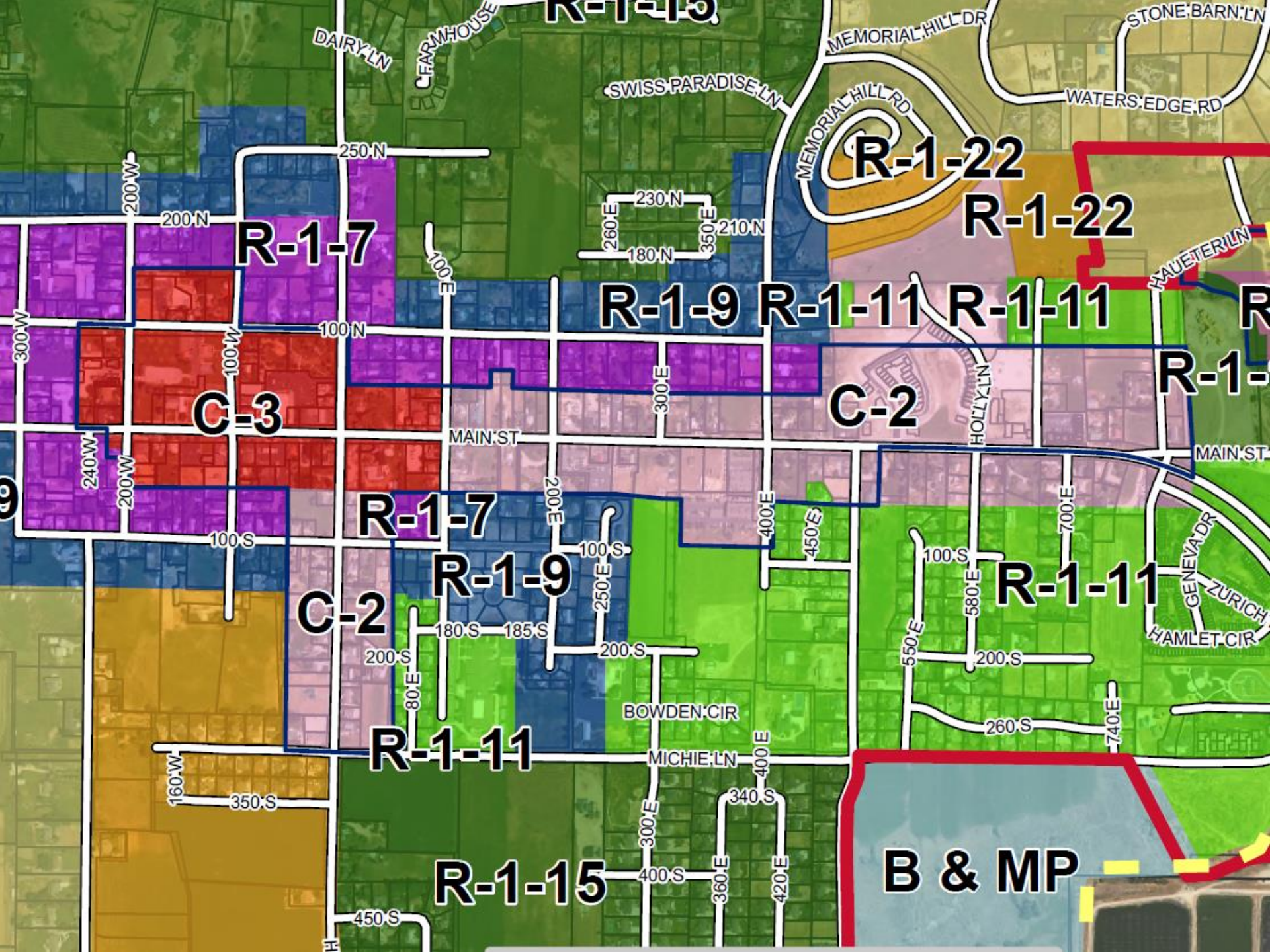


**Midway**  
C.A.R.E.S.



Midway  
C.A.R.E.S.





R-1-7

C-3

R-1-7

C-2

R-1-9

R-1-11

R-1-15

R-1-9

R-1-11

R-1-11

C-2

R-1-22

R-1-22

R-1-11

B & MP

# Commercial Zones

- Look and Feel of Main Street
  - Adjust the C-2 and C-3 zone boundary
    - Create a walkable C-3 zone with minimal setbacks
    - Create a “rural” C-2 zone with limits on building volume and require greater setbacks and landscaping



# C-3 Zone (“Walkable Main Street”)

1. Front: 10’ minimum and 30’ maximum from the property line.
2. Side: None
3. Rear: None
4. Setback from residential zones: 15 feet
5. Commercial structure setback from existing residential uses: 8 feet
6. Residential structure setback as part of a mixed-use development (single-family and apartments): 10 feet



# Proposed C-3 Zone (“Walkable Main Street”)

1. Front: 20' minimum and 30' maximum from the property line. Covered, open aired, single-story porches may have a 15' setback so long as the structure complies with the 20' setback.
2. Side: 10'
3. Rear: 10'
4. Setback from residential zones: 30'
5. Residential use (dwelling and short-term rentals) as part of a mixed-use development shall not be located on the ground floor within 50' of the front property line. Other permitted and conditional uses must occupy the ground floor between the front property line and a residential unit).



# C-2 Zone

1. Front: 10' minimum and 30' maximum from the property line.
2. Side: None
3. Rear: None
4. Setback from residential zones: 15 feet
5. Commercial structure setback from existing residential uses: 8 feet
6. Residential structure setback as part of a mixed-use development (single-family and apartments): 10 feet



# Proposed C-2 Zone (“Rural Main Street”)

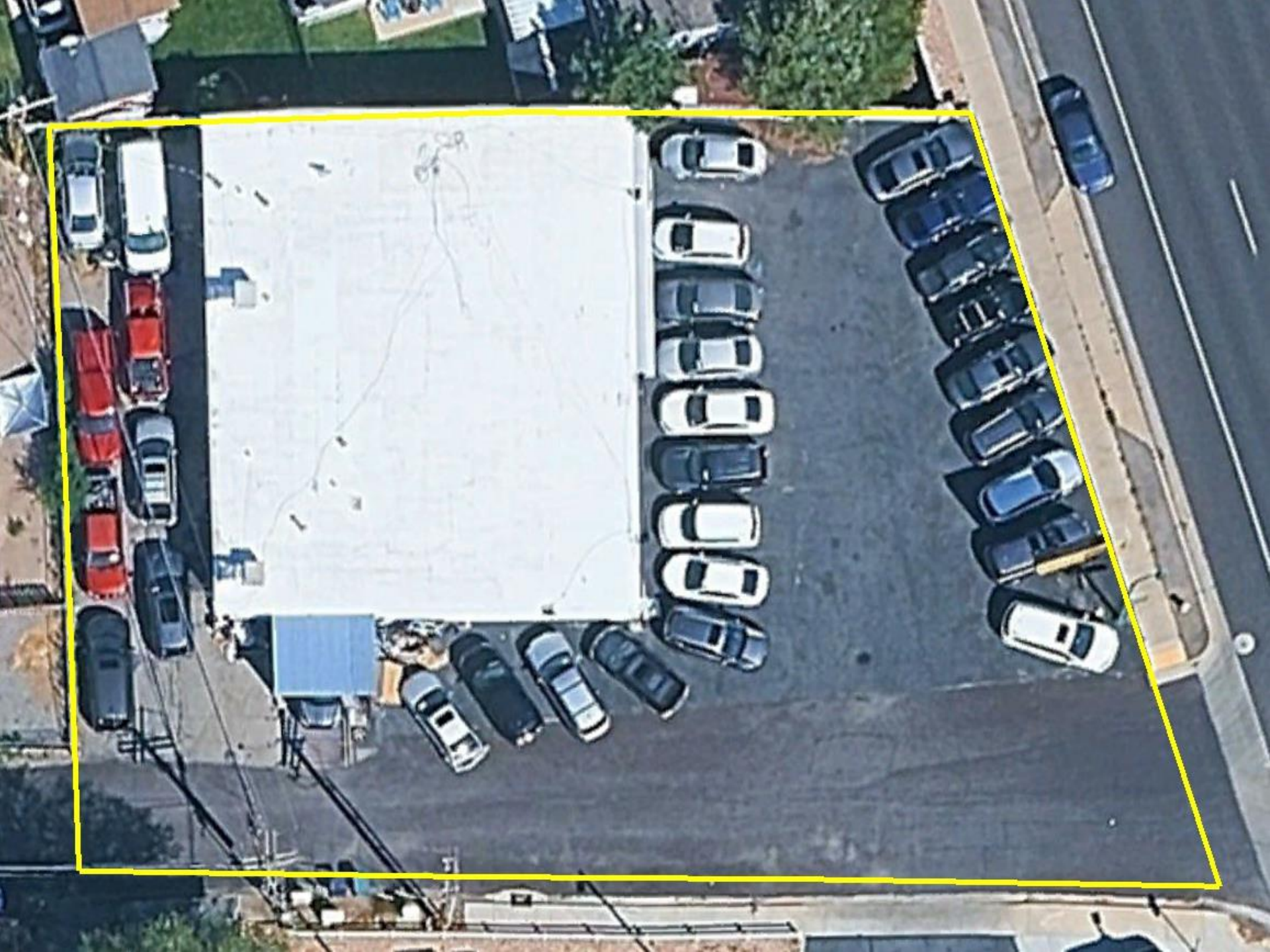
1. Front: 30’
2. Side 20’
3. Rear: 30’
4. Residential use (dwelling and short-term rentals) as part of a mixed-use development shall not be located on the ground floor within 50’ of the front property line. Other permitted and conditional uses must occupy the ground floor between the front property line and a residential unit).

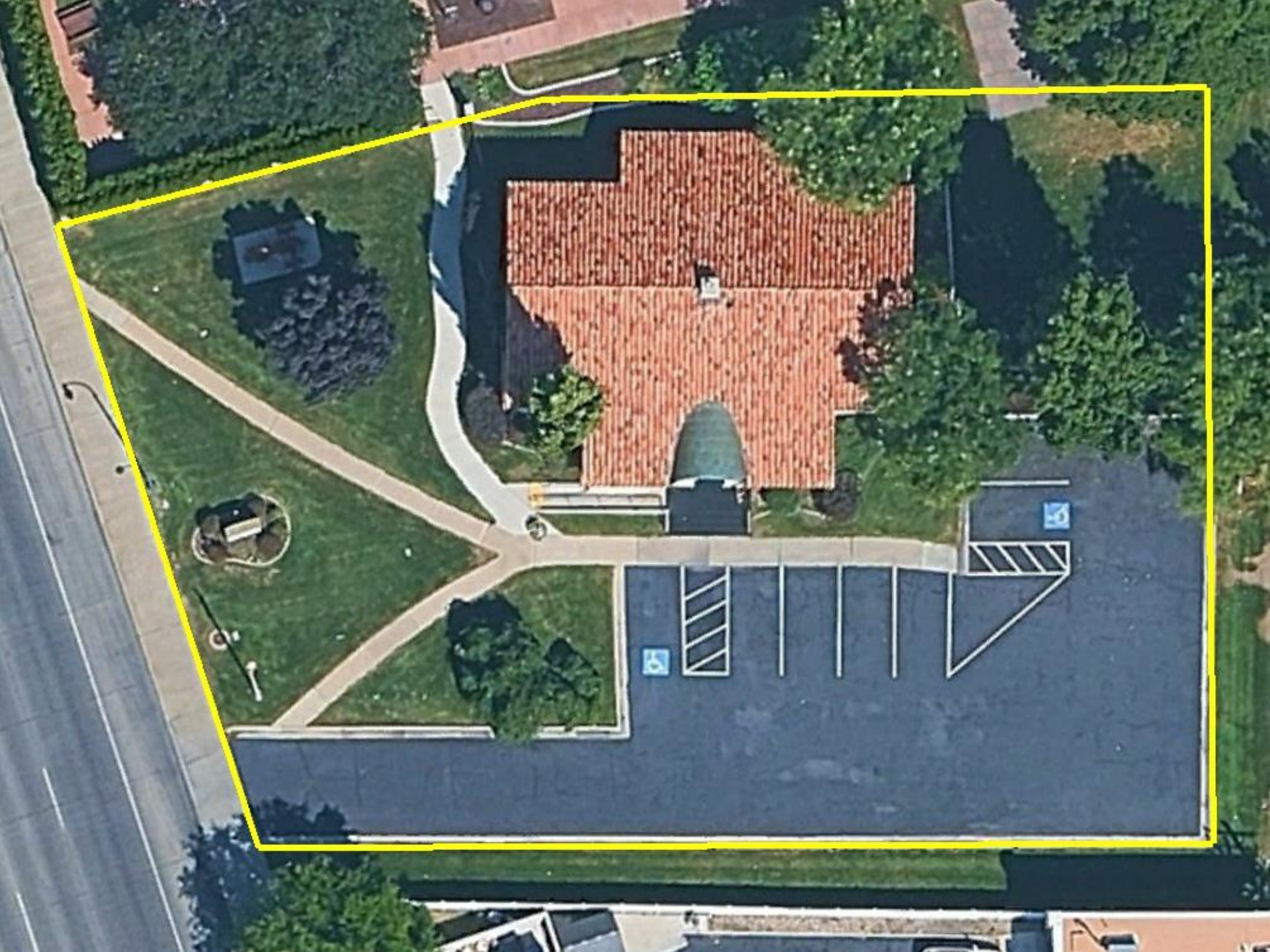


# C-2 Zone (“Rural Main Street”)

- Impervious surface (buildings, pavement, concrete, and pavers) is limited to 70% of the parcel or lot area. The remaining 30% shall be landscaped.



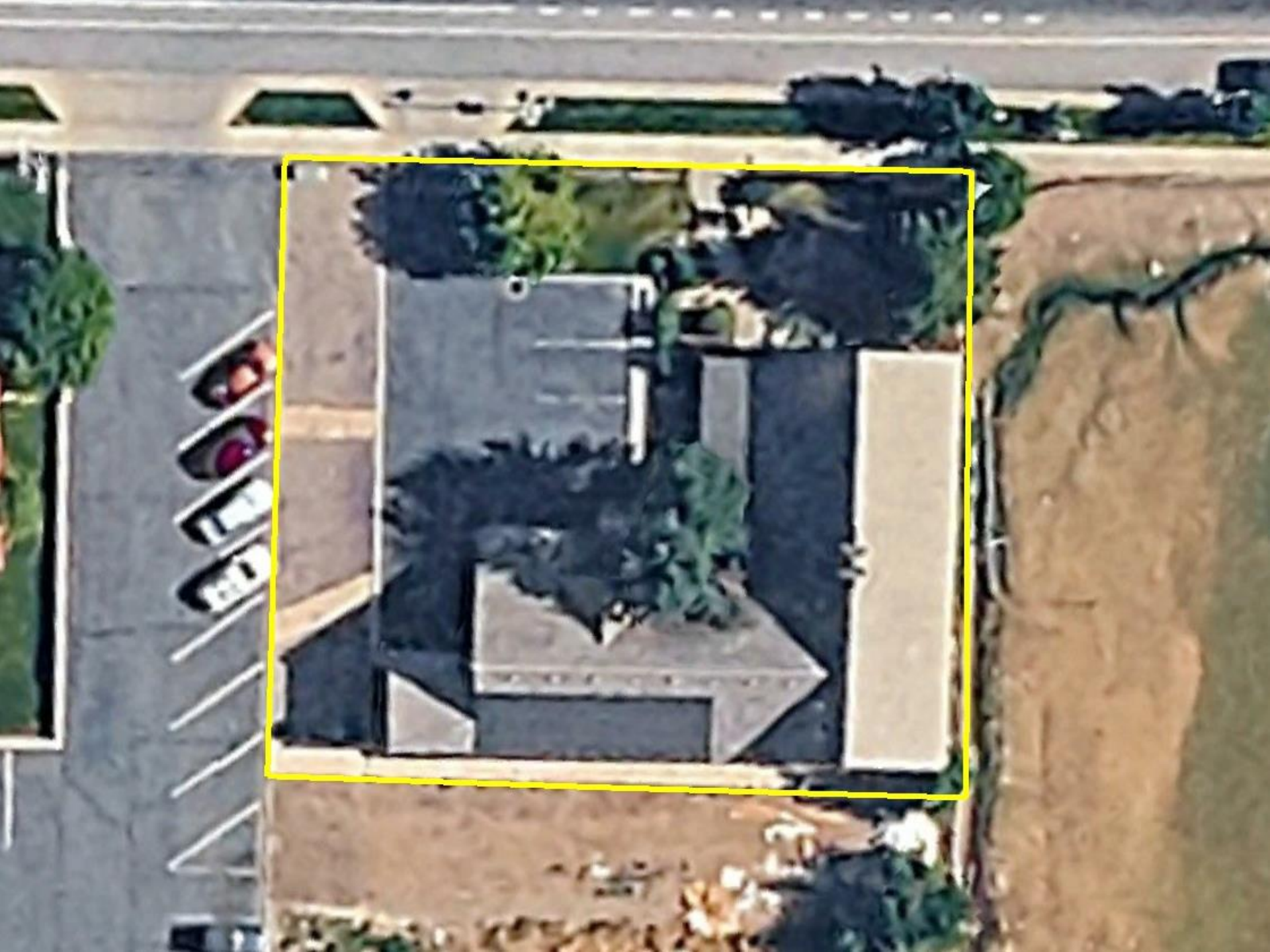


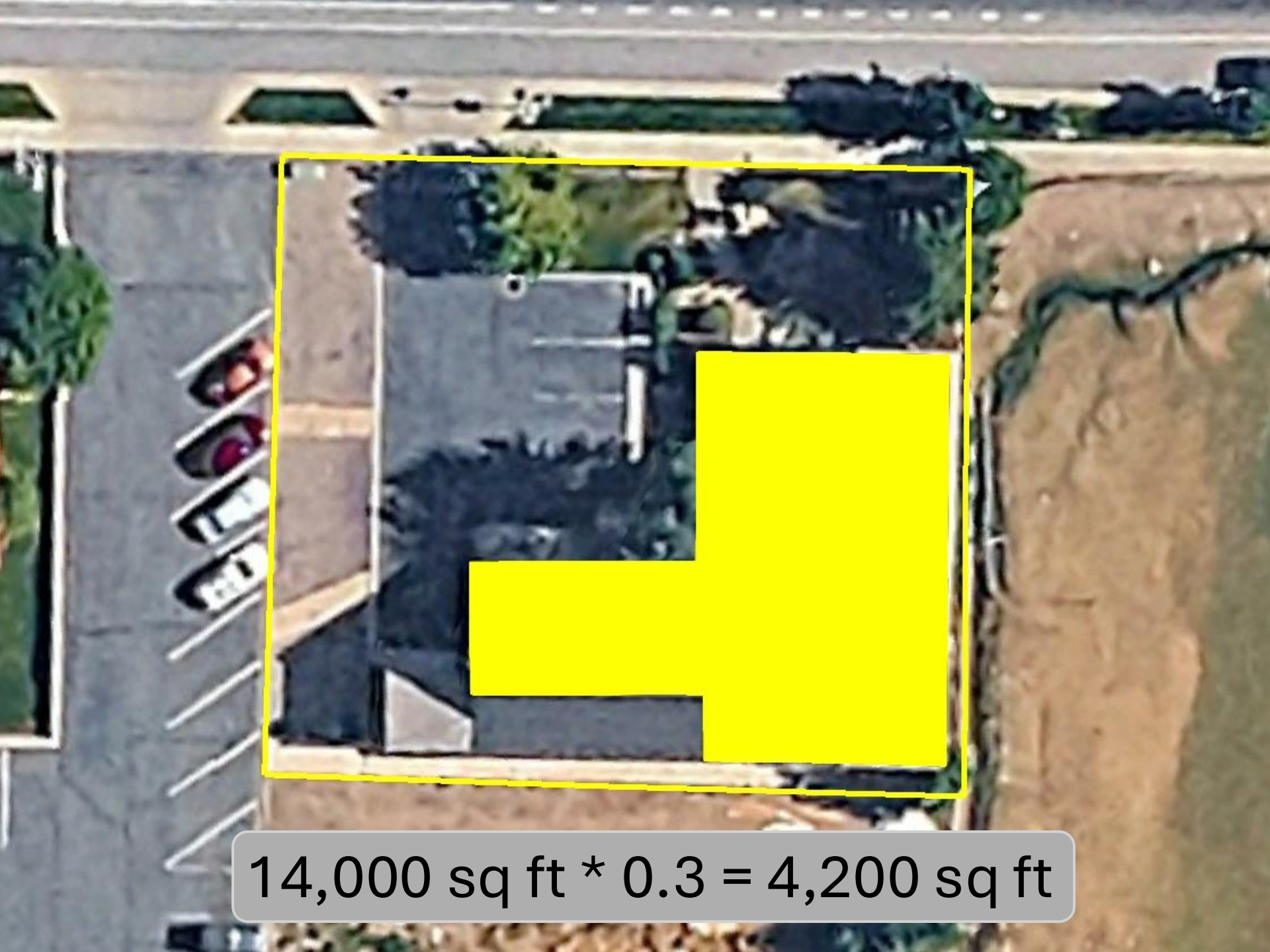


# C-2 Zone (“Rural Main Street”)

- Building volume is limited to a maximum floor area ratio (FAR) (total floor area/lot area) of 0.3. For example, a building on a 15,000 square foot lot is limited to 4,500 square feet.







$$14,000 \text{ sq ft} * 0.3 = 4,200 \text{ sq ft}$$

# C-2 Zone (“Rural Main Street”)

- Street facing walls shall have “steps” with portions of the building having a staggered setback. The maximum length of a street facing wall is 40’ before a required **10’**, or greater, staggered setback.



580 EAST

670 EAST

5 SPACES

8 SPACES

11 SPACES

SL

143

142

141

140

139









Midway  
C.A.R.E.S.





LOFTS

Watts REAL ESTATE

Watts REAL ESTATE

GRANARY

Watts REAL ESTATE

Watts REAL ESTATE

NO PARKING

Watts REAL ESTATE

© 2025 Watts

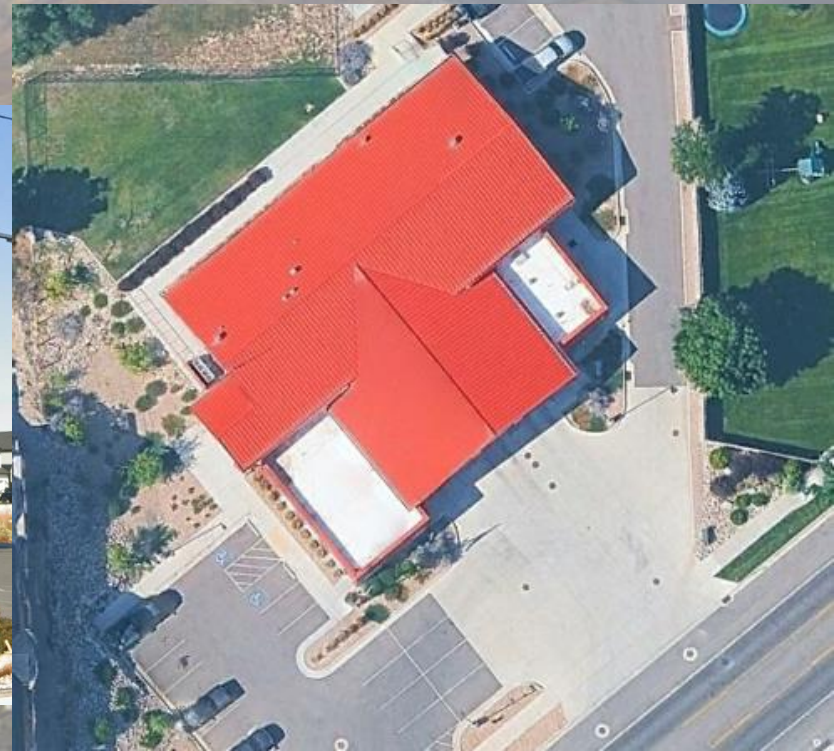
# Commercial Zones

- Street wall facing fenestration (design, construction, or presence of openings in a building.) Fenestration including windows, doors, wall panels and other similar features are required on 30% of street facing facades.



# Commercial Zones

- Roofing shall not be of vivid primary colors (i.e., red, blue or yellow). Rooftop equipment shall be screened by roof components, parapets, cornices or other architectural features. Galvanized hoods and vents shall be painted to match the roof color.



# Roof Pitch of 12/12 & 7/12



# VILLAGE SCALE ARCHITECTURE

AUTHENTIC • TIMELESS • HUMAN SCALE

These building types are inspired by historic Swiss, Austrian and New England village architecture. Buildings are modest in scale, detached, and oriented to the street with porches, gardens and mature trees.

## A. SWISS VILLAGE MERCANTILE



- 1½ story with front gable
- Deep porch for shade and entry
- Wood siding, shutters, simple trim
- Small scale sign, integrated into the building

## B. AUSTRIAN FARMHOUSE SHOP



- Steep roof with wide overhangs
- Window boxes, wood details
- Entry porch, welcoming and sheltered
- Building resembles a home first

## C. MIDWAY HERITAGE COMMERCIAL



- Inspired by early Midway homes
- Traditional proportions and materials
- Porch and picket fence create a residential feel
- Commercial use discreet and compatible

## D. SCANDINAVIAN VILLAGE CAFE



- Simple rectangular form
- Vertical wood siding, minimal trim
- Covered porch for outdoor seating
- Modest signs and lighting

## E. VILLAGE CLUSTER / COURTYARD PATTERN

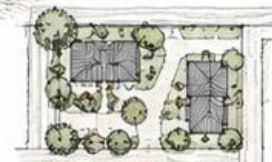


A collection of small buildings creates a village over time.

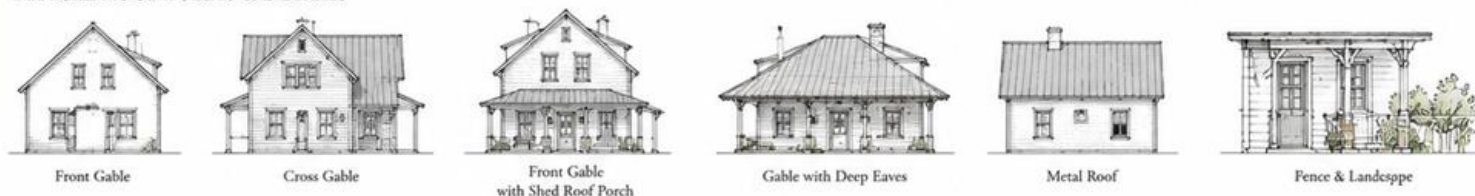
- Buildings range from 1,500 – 3,000 sq. ft.
- Set among landscaping, walkways, and gathering spaces
- Each building has its own identity yet feels related
- Encourages local character and walkability

### KEY DESIGN PRINCIPLES

- Human scale and walkability
- Buildings that look like homes
- Natural materials and textures
- Porches, gardens and shade trees
- Modest signage and lighting
- Timeless over trendy



## TYPICAL ROOF FORMS & DETAILS



### NOTES

These sketches are intended as design inspiration for new construction, additions, or adaptive reuse in our village areas.

# Possible Findings

- The proposed amendments to the C-2 and C-3 zones will better match the City's vision of Main Street as described in the General Plan.
- The addition of the proposed ordinance will better promote the City's Vision Statement.
- The proposed changes will help the scale of businesses to match the size of the community by requiring smaller retail and other commercial structures.
- Proposed changes will limit the location of some uses on the ground level so that uses that create vibrancy and activity are located near the sidewalk.