

MEMO



To: Planning Commission

From: Jason Bond, Assistant City Manager

Date: January 9, 2026

RE: **Discussion on Possibly Removing the Central Business District from the Main Street Business Districts Zone**

It is proposed that the Planning Commission and City Council discuss the possibility of removing the Central Business District (CBD) from the Main Street Business Districts Zone.

As development has been happened or been considered within the CBD, the regulations (which are more restrictive than the Main Street Commercial District (MSC)) have proven to be a hurdle and a challenge for commercial developers. In some cases, this has led to requests for zone changes and amendments to code language within the CBD which were approved in an effort to be more business friendly. Even then, City staff continues to receive comments that the CBD regulations are too difficult and costly to comply with.

Recently, the characteristics of Main Street / US Highway 6 have changed significantly. This road has been widened to 5 lanes and the corridor is proving to become more automotive-centric. This is naturally making the intent of the CBD harder to realize, which is “to create a mixed-use shopping and financial center... [with] an intensity of uses”. These attributes are more conducive to an urban environment meant for pedestrians and walkability. However, the vision of a walkable pedestrian-oriented street doesn’t need to go away but can be shifted to an area that is more appropriate and realistic.

There will be more considerations shared at the meeting. The City Council was introduced to this idea at their Work Session meeting on January 6, 2026. You are welcome to listen to their discussion which is available on YouTube.

Recommended Action: Discuss and provide feedback on the idea to remove the Central Business District from the Main Street Business Districts Zone.