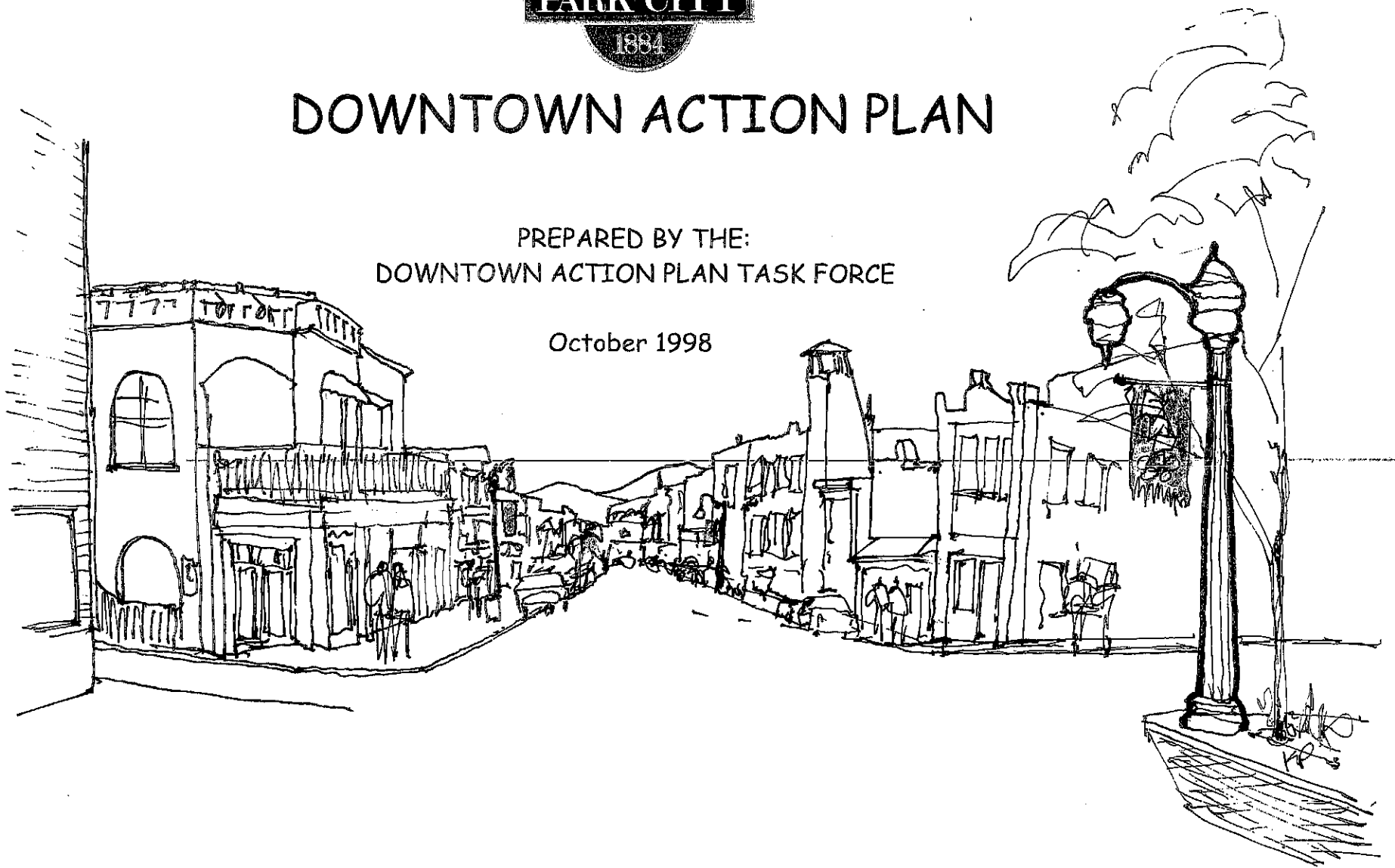




DOWNTOWN ACTION PLAN

PREPARED BY THE:
DOWNTOWN ACTION PLAN TASK FORCE

October 1998



Downtown Action Plan Task Force Members:

Fred Jones, Chairman, Representing the Planning Commission
Chuck Klingenstein, Representing the City Council
Jim Petrie, Representing the Historic District Commission
Steve Hooker, Representing the Main Street Merchant Association
Neil Breton, Representing the Restaurant Association
Jan Wilking, Representing the Chamber of Commerce

Other members serving as alternates:

Hugh Daniels, Representing the City Council
Joan Calder, Representing the Chamber of Commerce
Paul Brown, Representing the Restaurant Association
Mac McQuoid, Representing the Historic District Commission

Park City Municipal Corporation Staff Members:

Richard E. Lewis, Director of Community Development
Pat Putt, Planning & Zoning Administrator
Nora Shepard, Special Projects Planner
Myles Rademan, Director of Public Affairs
Eric DeHaan, City Engineer
Hope Bleeker, Transportation Director
Kurt von Puttkammer, Architectural Review and Graphics
Thomas Barlow, Planning Intern, Graphics Support

EXECUTIVE SUMMARY

Purpose of the Downtown Action Plan Task Force:

At the request of the Planning Commission and Historic District Commission, the City Council appointed the Downtown Action Plan Task Force on May 14, 1998. The Task Force consisted of six members and alternates representing the Planning Commission, the Historic District Commission, the Main Street Merchants, the Restaurant Association, Chamber/Bureau, and the City Council. This group of dedicated citizens with assistance from City staff members and others was charged with the task of developing a master revitalization policy and action plan for downtown Park City. Specifically, the Task Force's objective was to "develop a plan that would assure the long-term viability of Main Street/Swede Alley as the commercial core of Park City, attracting both residents and visitors".

Plan Process and Methodology:

The Task Force recognized early in the process that significant work had already been accomplished over the past 15 years to develop plans for enhancing the Main Street/Swede Alley area. Previous plans and studies were reviewed and used to supplement current concepts and ideas. Many of the Task Force members brought first-hand experience from other communities as well.

In order to involve the local business community and citizens early in the study, a Public Brainstorming Session was conducted allowing for direct participation. The Brainstorming Session concentrated on establishing the top Main Street and Swede Alley enhancement ideas from the various groups present. This information provided a valuable foundation for the Task Force as they further studied specific projects. It also became apparent early in the study that there were several common themes that continued to surface. Those were:

- * Make Main Street and Swede Alley more pedestrian "friendly"
- * Provide convenient, accessible parking close to Main Street
- * Keep the Post Office on Main Street or close by
- * Control and calm traffic

- * Provide more and improved existing pedestrian connections from Main Street to Swede Alley.
- * Encourage activity on Main Street
- * Beautify the area with public art, lighting, planters, benches, etc.
- * Provide more public gathering spaces
- * Widen the sidewalks where feasible.
- * Provide a wide range of transportation options
- * Encourage and allow outdoor dining
- * Eliminate clutter, standardize street furniture, newsstands, signs, etc.
- * Connect upper and lower Main Street.

Task Force Recommendations:

Specific recommendations are presented in the following Action Plan and are grouped into the following categories:

- * Traffic and Transportation
- * Pedestrian Enhancement
- * Activity & Programming
- * Swede Alley Enhancements
- * Parking Policies
- * Transit Facility Policies
- * Public Art Policies

The Task Force reviewed a wide range of possible projects for the study area and determined that the following projects would best meet the immediate and longer range goals of enhancing the Downtown area:

Projects recommended for implementation within the next 12 months

- * Install "bulb-outs" on Main Street
- * New transit center near Swede Alley and Heber Avenue
- * New parking structure north of City Hall

Parking and Service Enhancements:

- * Parking Structure
- * Sandridge Parking Lots
- * Peace Park (next to Sandridge Parking Lot)
- * Swede Alley parking re-design, sidewalks & landscaping
- * New Refuse Disposal Structures

Transit Enhancements:

- * Swede Alley Transit Facility
- * Deer Valley Drive intersection re-design
- * North Main Street Bus Stops
- * Pedestrian Linkages from Swede Alley to Main Street
- * Gondola terminal

Other Enhancement Programs:

- * Public Art Programs
- * Activity Programming
- * Festival Programming
- * Street Beautification (flowers, banners, landscaping)

The City's current Capital Improvement Program (CIP) has some funding that could be used for enhancements in the Main Street/Swede Alley area. However, in order to fund all of the suggested projects, the Task Force recommends that the City Council review and establish new priorities in the CIP. This may necessitate postponing some projects already programmed for design and/or construction. One of the most costly projects, the Swede Alley Transit Center, will probably be constructed exclusively with Federal funding. It is likely that additional revenue sources will need to be established for projects like the parking structure. Some projects, like the Sandridge Parking Lots and Peace Park are already programmed for funding and construction in the CIP.

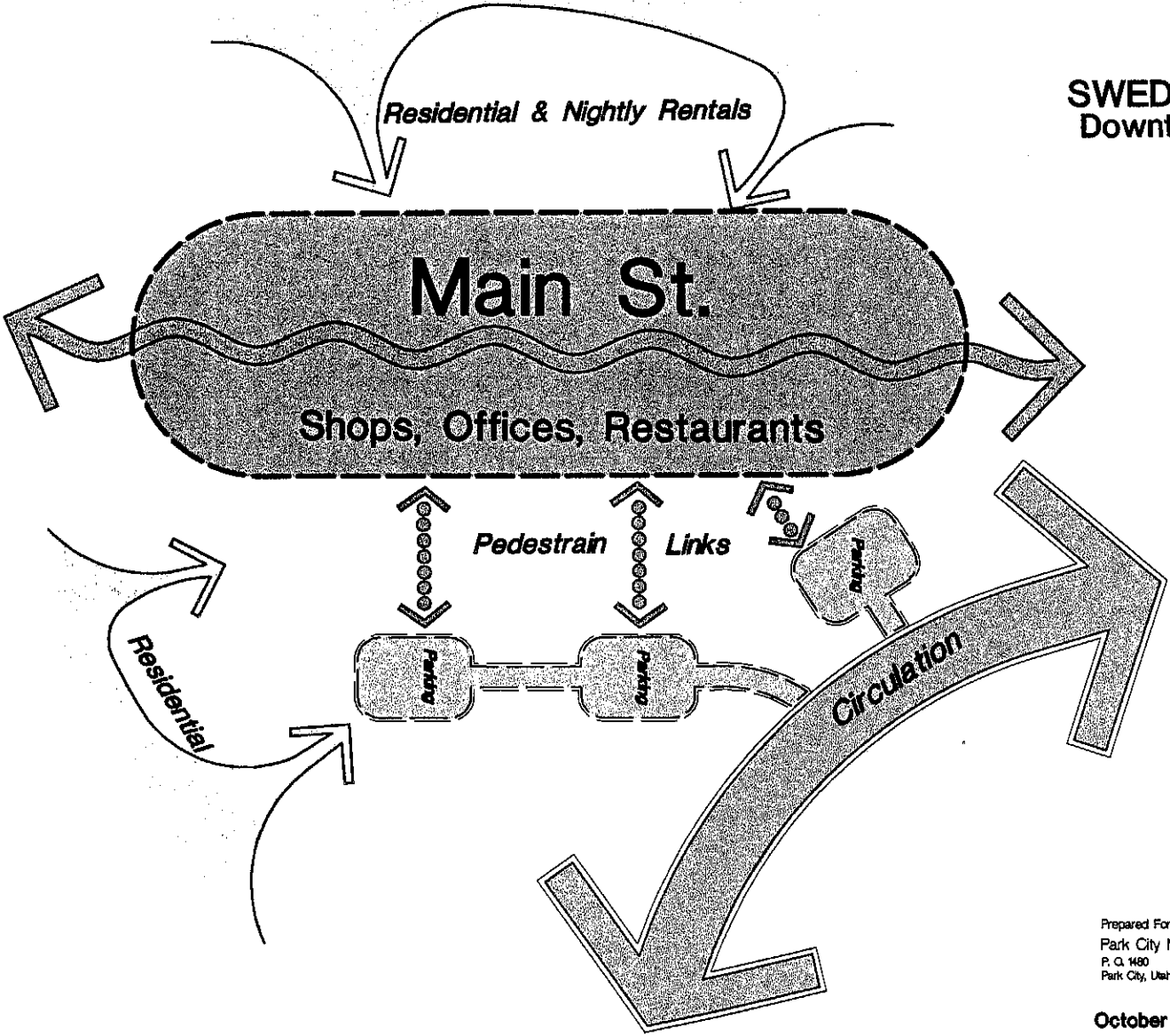
Types of funding mechanisms available for the recommended projects include:

- * Revenue Bonds (possibly for the parking structure)
- * General Obligation Bonds (requires vote of the public)
- * Federal Funding and Grants (timing can be a problem)
- * General Fund - CIP (funds are limited and already committed)
- * Other Sources (Restaurant Tax, etc.)

In addition to the traditional sources of revenue for improvement projects (property tax, sales tax, tax increment financing, redevelopment districts, etc.) the City Council should explore the following revenue generating options:

- * Main Street/Swede Alley Business Improvement District
- * Dedicated sales tax
- * Special Assessment District
- * Parking revenues

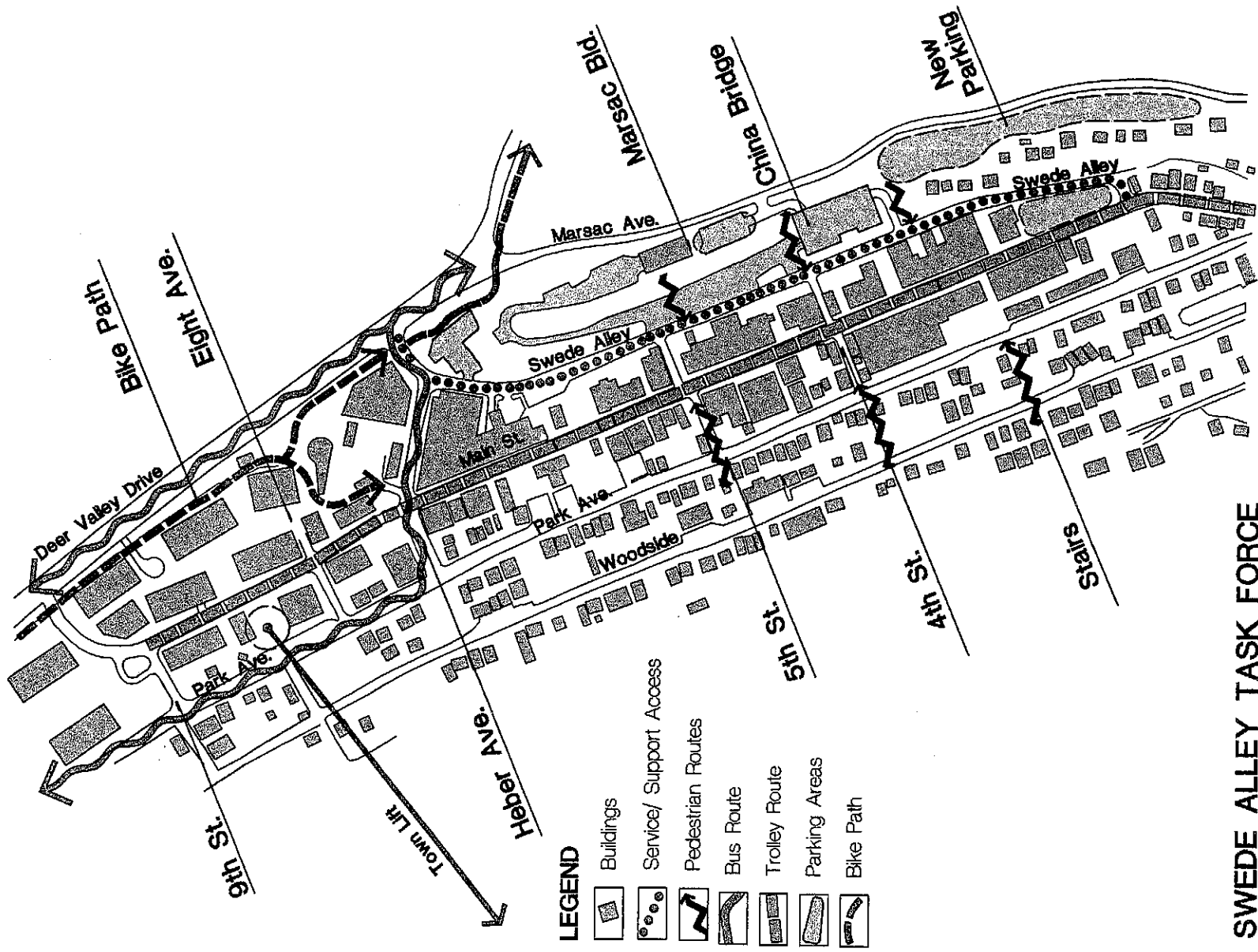
**SWEDE ALLEY TASK FORCE
Downtown Concept**



Prepared For:
Park City Municipal Corp.
P. O. 1480
Park City, Utah 84060

Prepared By:
MountainWorks
P.O. Box 1981 808 Main St.
Park City, Utah 84060

October 1998



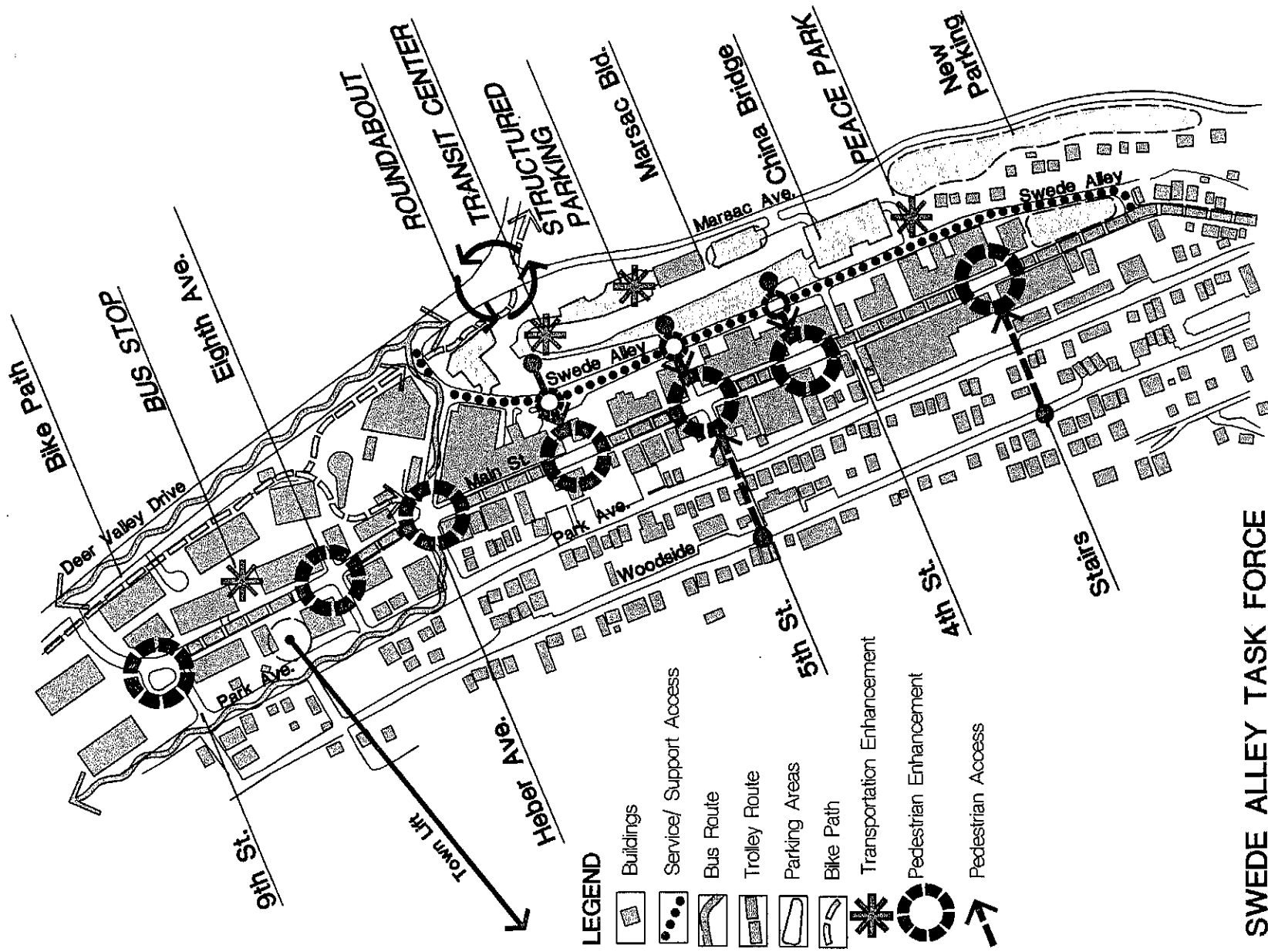
**SWEDE ALLEY TASK FORCE
EXISTING CONDITIONS Oct. 1998**

Prepared For:
Park City Municipal Corp.
P. O. 1480
Park City, Utah 84060










Prepared By:
MountainWorks
P.O. Box 1981 608 Main St.
Park City, Utah 84060

NORTH





LEGEND

-  Buildings
-  Service/ Support Access
-  Bus Route
-  Trolley Route
-  Parking Areas
-  Bike Path
-  Transportation Enhancement
-  Pedestrian Enhancement
-  Pedestrian Access

**SWEDE ALLEY TASK FORCE
CONCEPT PLAN**

Oct. 1998

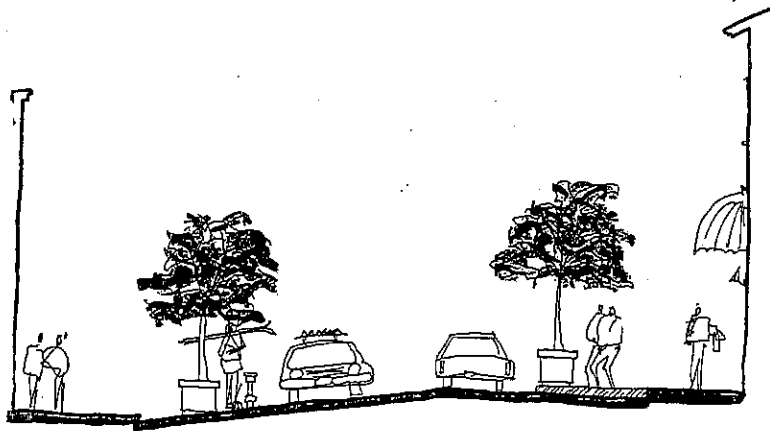
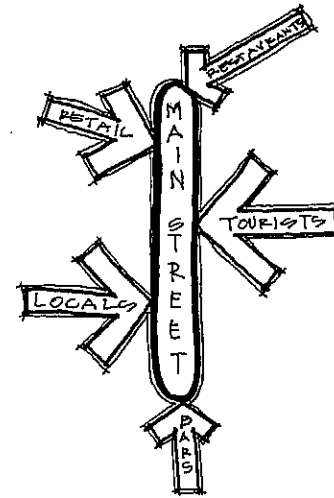
Prepared For:
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P.O. Box 1961 508 Main St
Park City, Utah 84060



1. Main Street Enhancement Policies

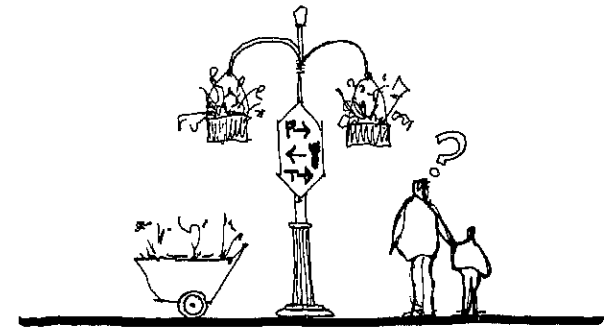
The Park City's Historic Main Street is essential for the economic and social well-being of the community. Main Street historically functioned as the economic center of the City as well as the focus of social activity. Currently, Main Street is the center of activity for our tourist economy and it is desirable to have it continue to be an area for local citizens to socialize. The following projects are recommended to enhance these functions:



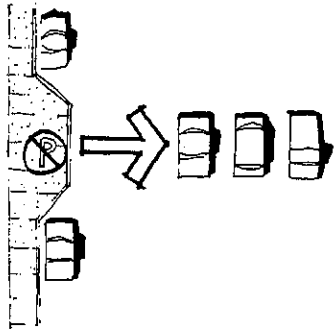
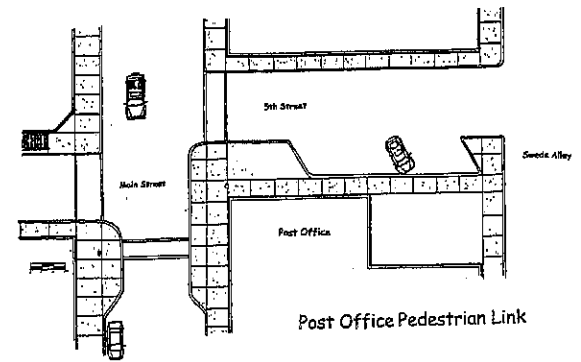
SECTION THROUGH CROSSING

* Widen the sidewalks at key locations to enable pedestrians opportunities to stop, rest, and socialize or to cross the street at designated areas. These rest areas should be landscaped with benches, flowers, street trees or other identifiable features. These sidewalk "bulb-outs" should be located opposite one another when possible. If, due to grade and slope, it is impractical to develop them opposite one another, other landscape elements such as large planter boxes or similar features can be used to define the pedestrian crossing areas. Approximately two parking stalls will need to be eliminated for each pedestrian "bulb-out".

* Develop a comprehensive directional and informational signing program that is graphic, simple, and recognizable to the visitor and local citizen alike. This program should include the installation of locational signs to orient the visitor at pedestrian walkways and at crosswalks.

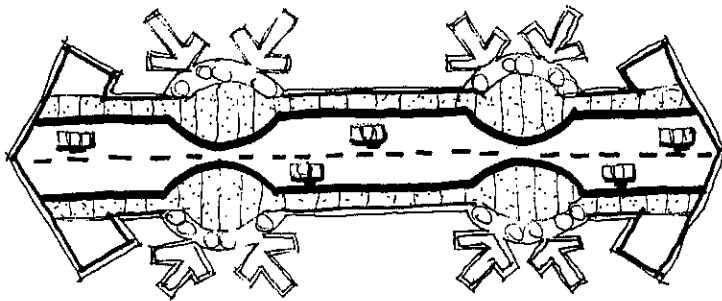


* Enhance the pedestrian experience at the Main Street Post Office. Explore the possibility of a joint partnership with the Postal Service to create a pedestrian plaza at the Post Office. This important community amenity should remain either on or near Main Street.



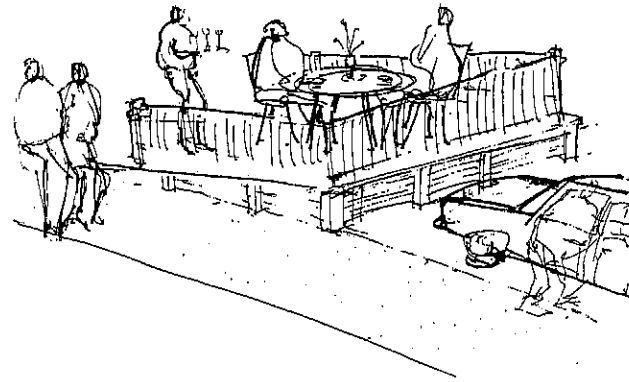
* Replace each parking stall eliminated from Main Street due to pedestrian enhancements with at least three new stalls. This replacement parking should be in close proximity to Main Street.

* Consider closing Heber Avenue between Park Avenue and Main Street in order to create a pedestrian plaza which would be suitable for events and rest areas and public art. The Task Force studied several options for closing this street, including temporary closure to study the impacts. The Task Force recommendation is for a permanent closure with new paving, street furniture, lighting, and landscaping.

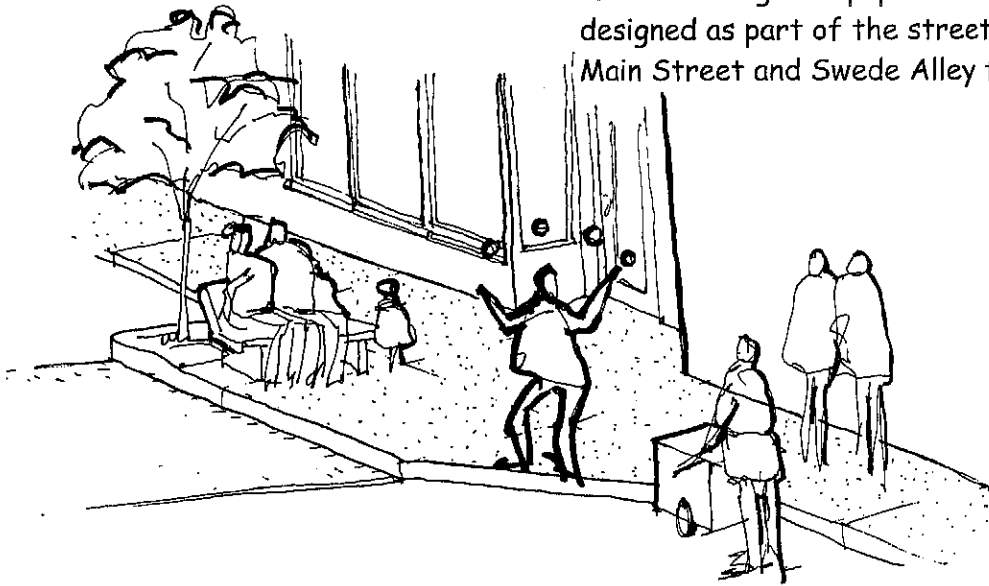


* Encourage outdoor events, such as the Art Festival, Farmers' Market, America's Opening, etc. on Main Street, including the lower or northern portion of Main Street. Allow for periodic street closures to accommodate such events.

* The City should evaluate, and modify, when necessary, regulations which control events on Main Street to allow a broader variety of events and locations.

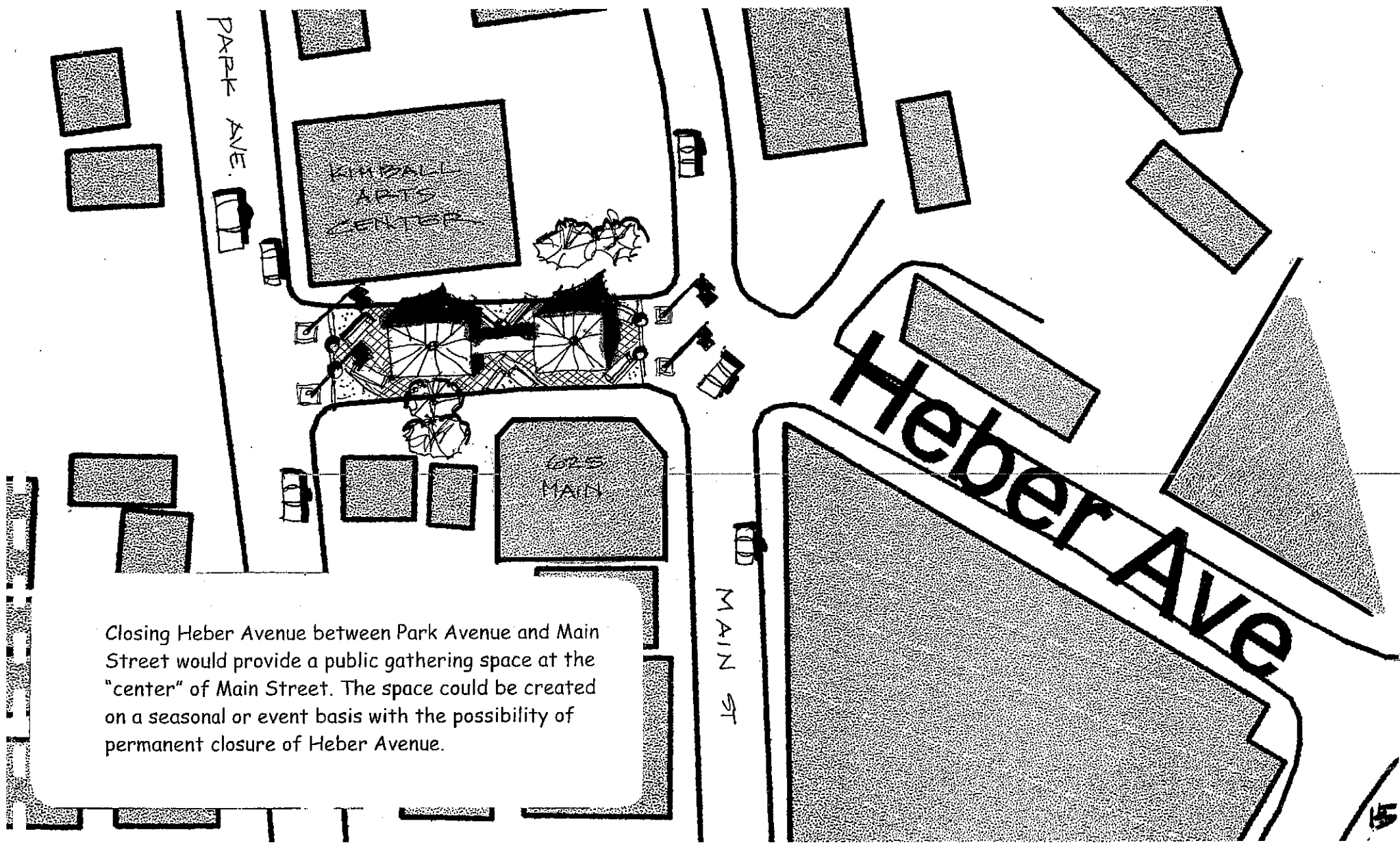


*Freestanding newspaper and advertisement racks should be consolidated into attractive newsstands designed as part of the street furniture. These newsstands would be located at appropriate locations on Main Street and Swede Alley for pedestrian convenience and will help eliminate unnecessary clutter.



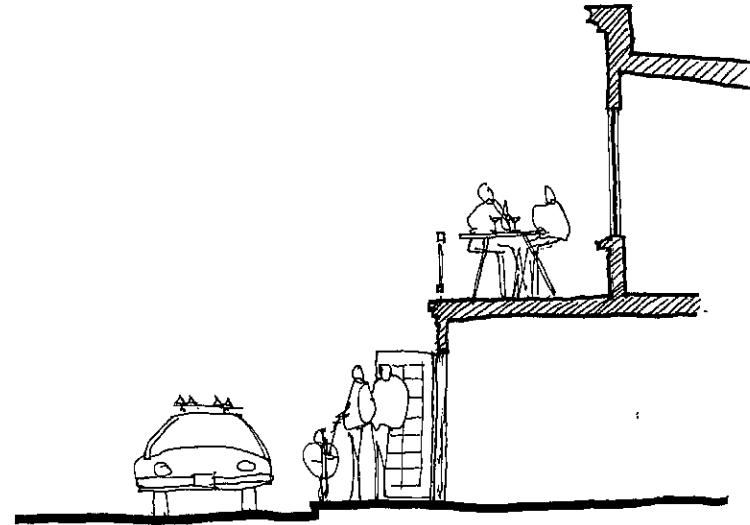
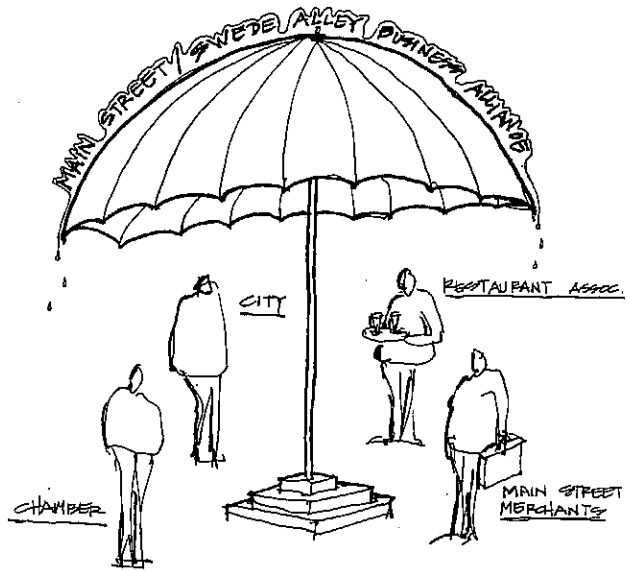
* Provide opportunities for street entertainment, such as musicians and performing artists.

*Investigate opportunities for local street vendors by creating a quota permit system for operation on private and public streets or property. Permitted vendors should be allowed to operate, with permission, on private plazas. The goal of allowing local street vendors is to support (not to compete with) existing businesses and energize the street scape.



Closing Heber Avenue between Park Avenue and Main Street would provide a public gathering space at the "center" of Main Street. The space could be created on a seasonal or event basis with the possibility of permanent closure of Heber Avenue.

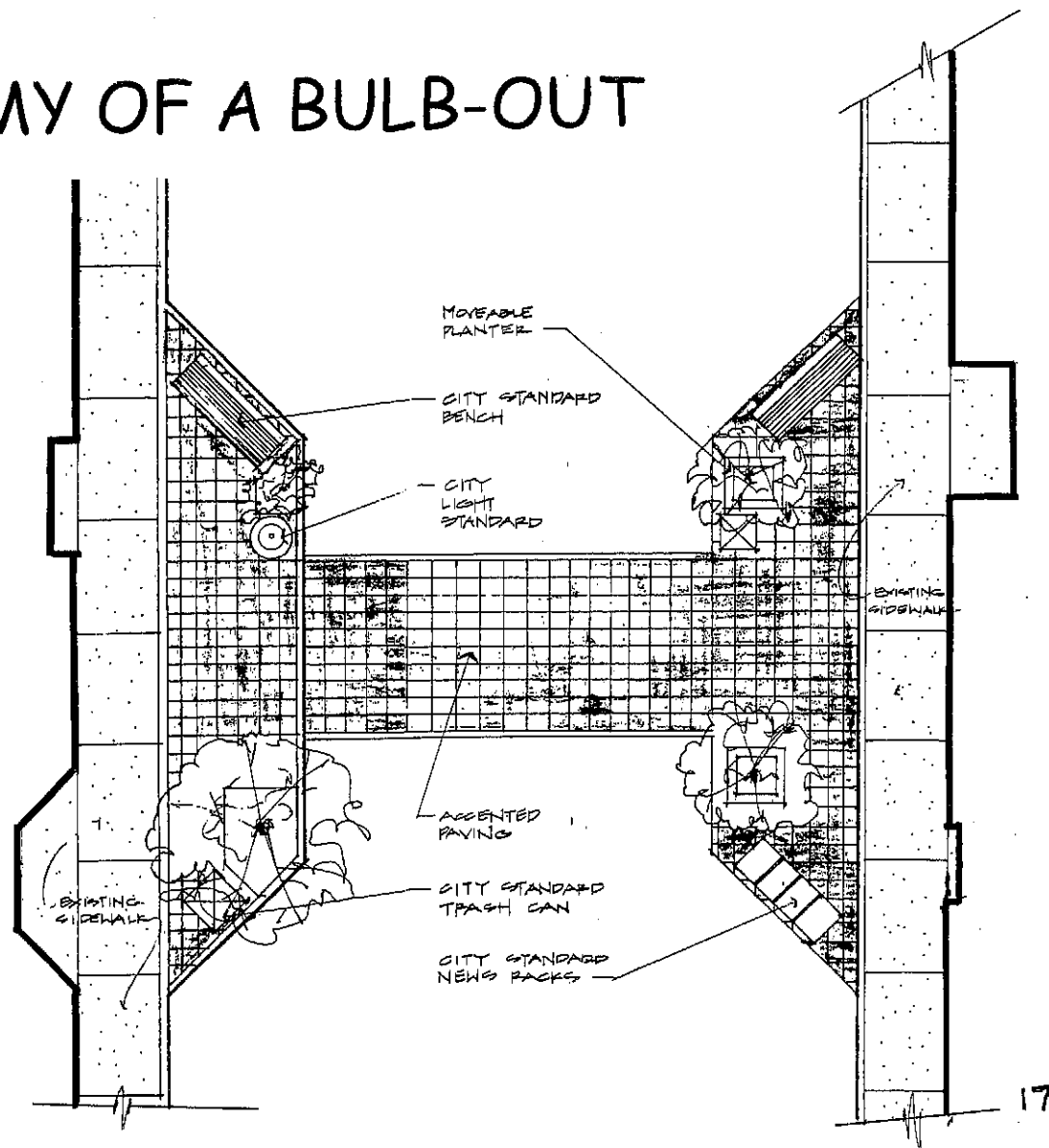
* Encourage and promote outdoor dining in conjunction with existing and future restaurants. First and second story decks, and private plazas when appropriate, should be used for outdoor dining opportunities, thus creating activity and color to Main Street. During the summer temporary decking, where appropriate and approved by the City, should be allowed to occupy parking areas on Main Street in front of restaurants wishing to use outdoor dining. The City should establish a process for determining the number and location of these temporary decks.

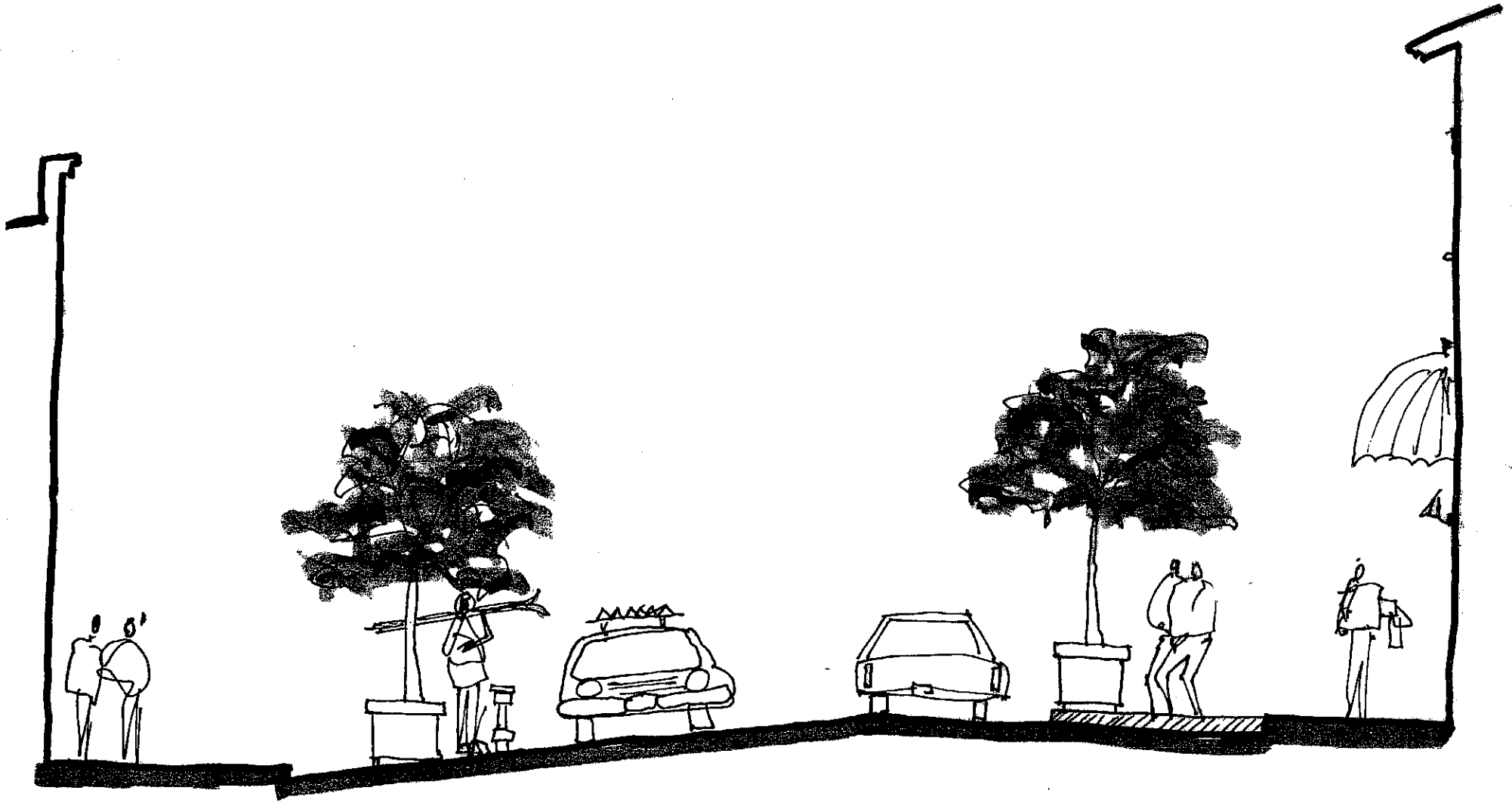


* Form a Main Street Alliance Board with representation by the Main Street Merchants, the Restaurant Association, the Chamber of Commerce, the Historic District Commission, and the City Special Events Department. This would be a permanent board which would act as a clearinghouse for programming events on Main Street. The Alliance should be funded by the businesses on Main Street and should be staffed.

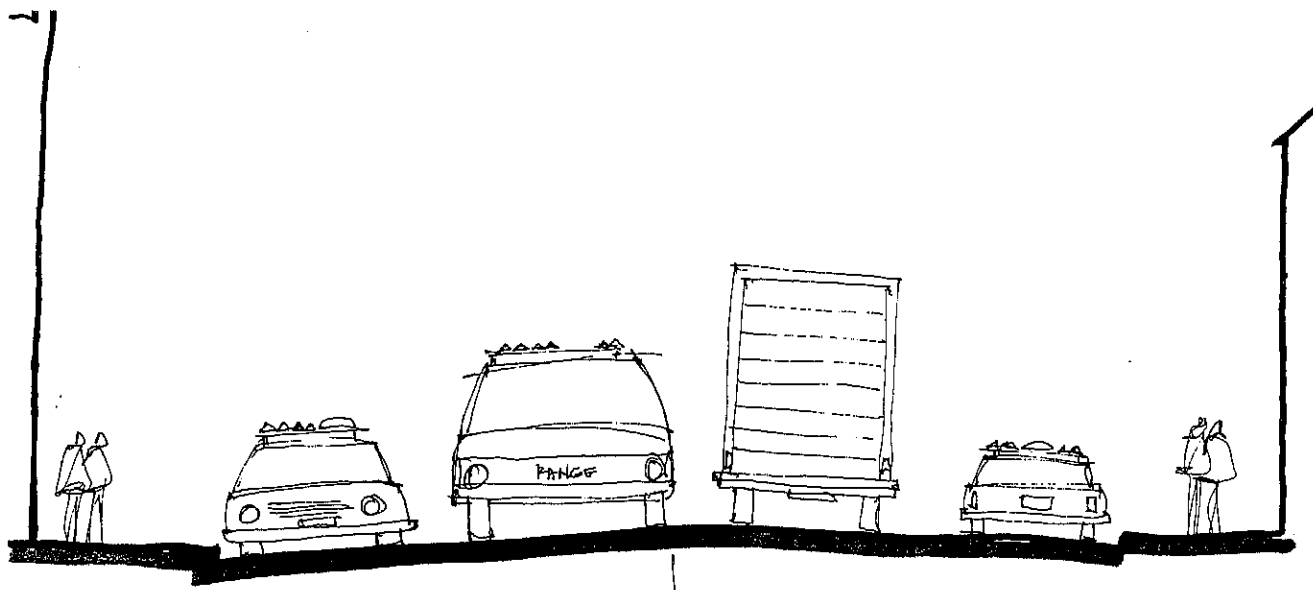
THE ANATOMY OF A BULB-OUT

* The term "Bulb-out" refers to an area on a right-of-way, typically used for parking, where a series of pedestrian enhancements and amenities are placed to create a "place" for people to gather, watch, and rest. Each "Bulb-out" would be unique depending on the location, size, and desired emphasis in the Master Plan. Widen the sidewalks and using accented paving at key locations would enable pedestrians to safely cross the street at designated areas. The "Bulb-outs" may include landscaping, benches, a street light, trash can, newspaper rack. These sidewalk "bulb-outs" should be located opposite one another when possible. If, due to grade and slope, it is impractical to develop them opposite one another, other landscape elements such as seasonal planter boxes or similar features can be used to define the pedestrian crossing areas. Approximately four parking stalls will be eliminated for each pedestrian "bulb-out".





SECTION THROUGH CROSSING



The perception of Main Street being crowded and not pedestrian friendly occurs at predictable times of the day and the year.

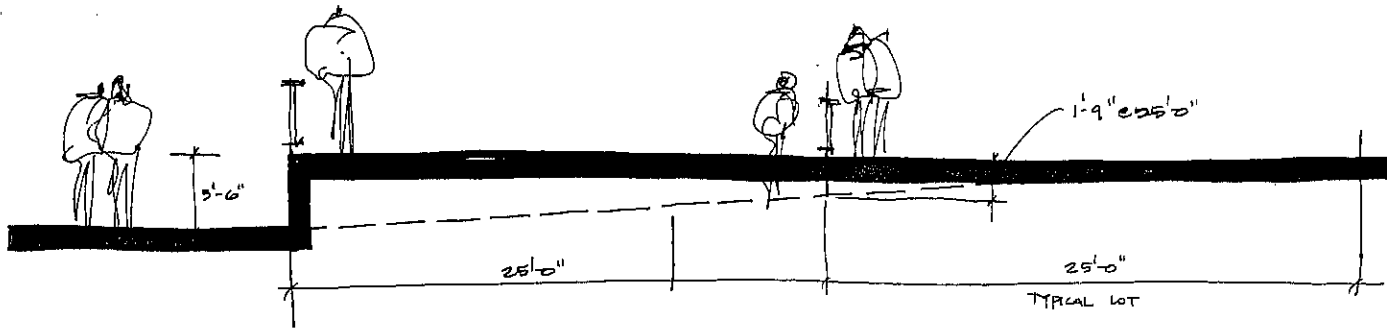
Improvements to Main Street should also strive to achieve a scale and feeling conducive to commerce.

MAIN STREET
TYPICAL WINTER AFTERNOON DAY



MAIN STREET
TYPICAL MORNING OR SUMMER DAY

THE VARYING SCALE OF MAIN STREET

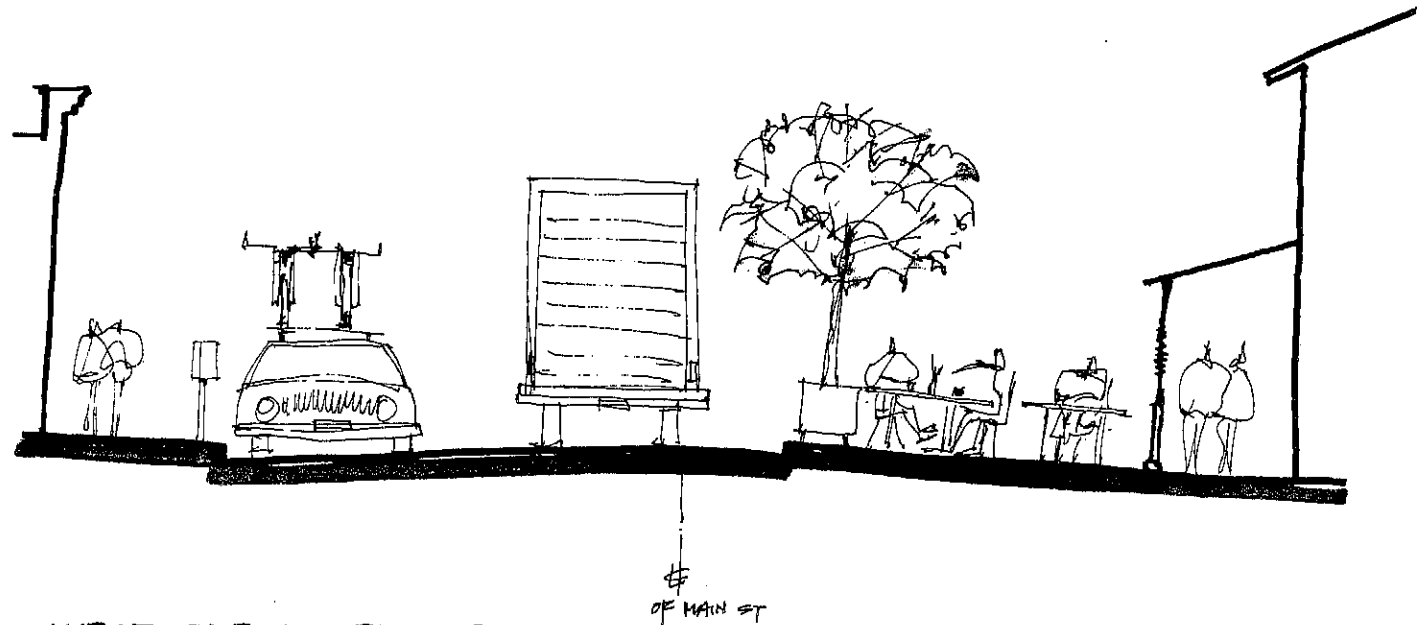


Main Street's average slope would require a 3'-6" high platform measured at the downhill side. A guardrail would be required and the width would be limited to 9'-0".

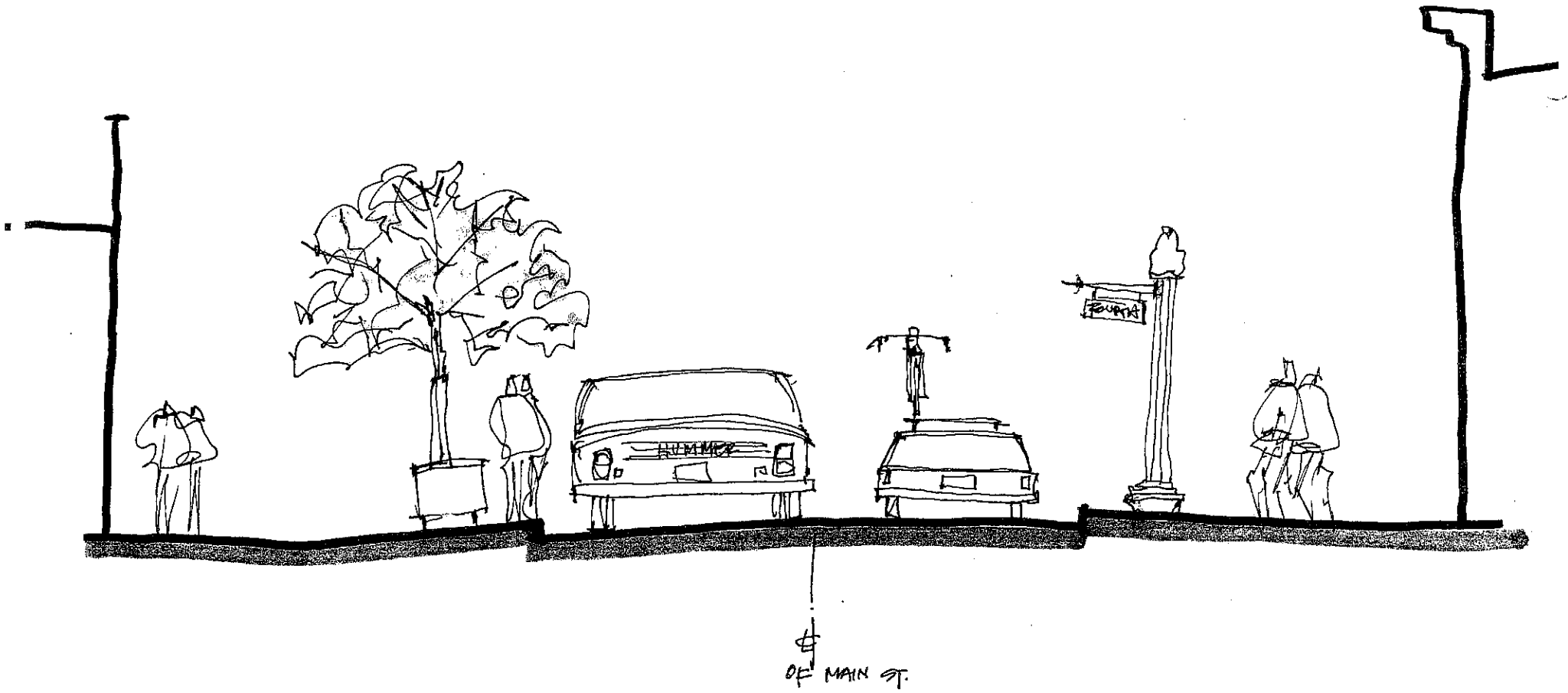
MAIN STREET LONGITUDINAL SECTION

Closing the west side of Main Street would provide opportunities for outdoor dining, landscaping, and circulation along the west side. This configuration would necessitate a one-way traffic configuration.

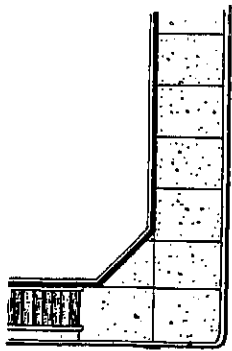
Temporary decking to level areas along Main Street would allow Main Street Merchants to conduct business on Main Street.



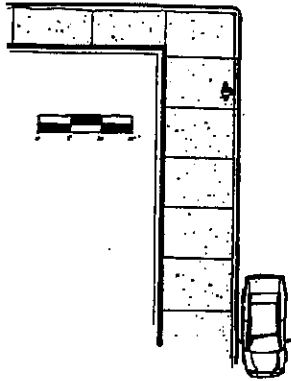
WEST SIDE CLOSED ONE WAY



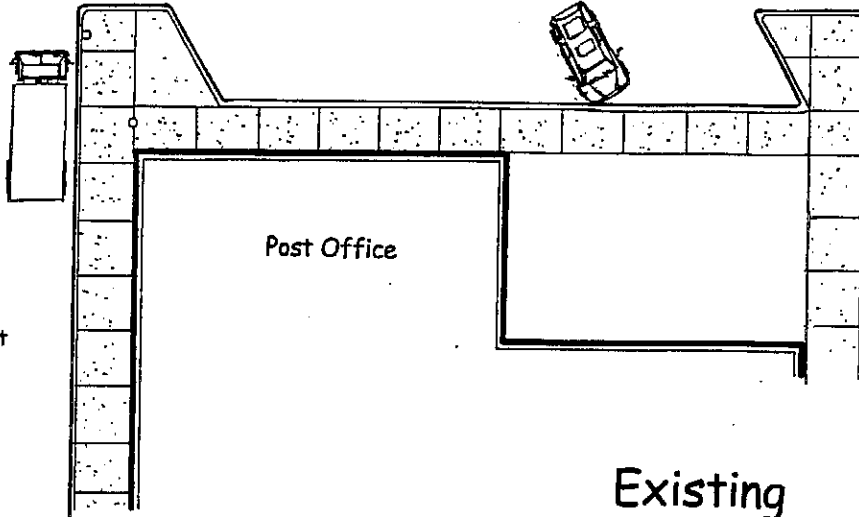
REMOVE PARKING & INTERSECTIONS



5th Street

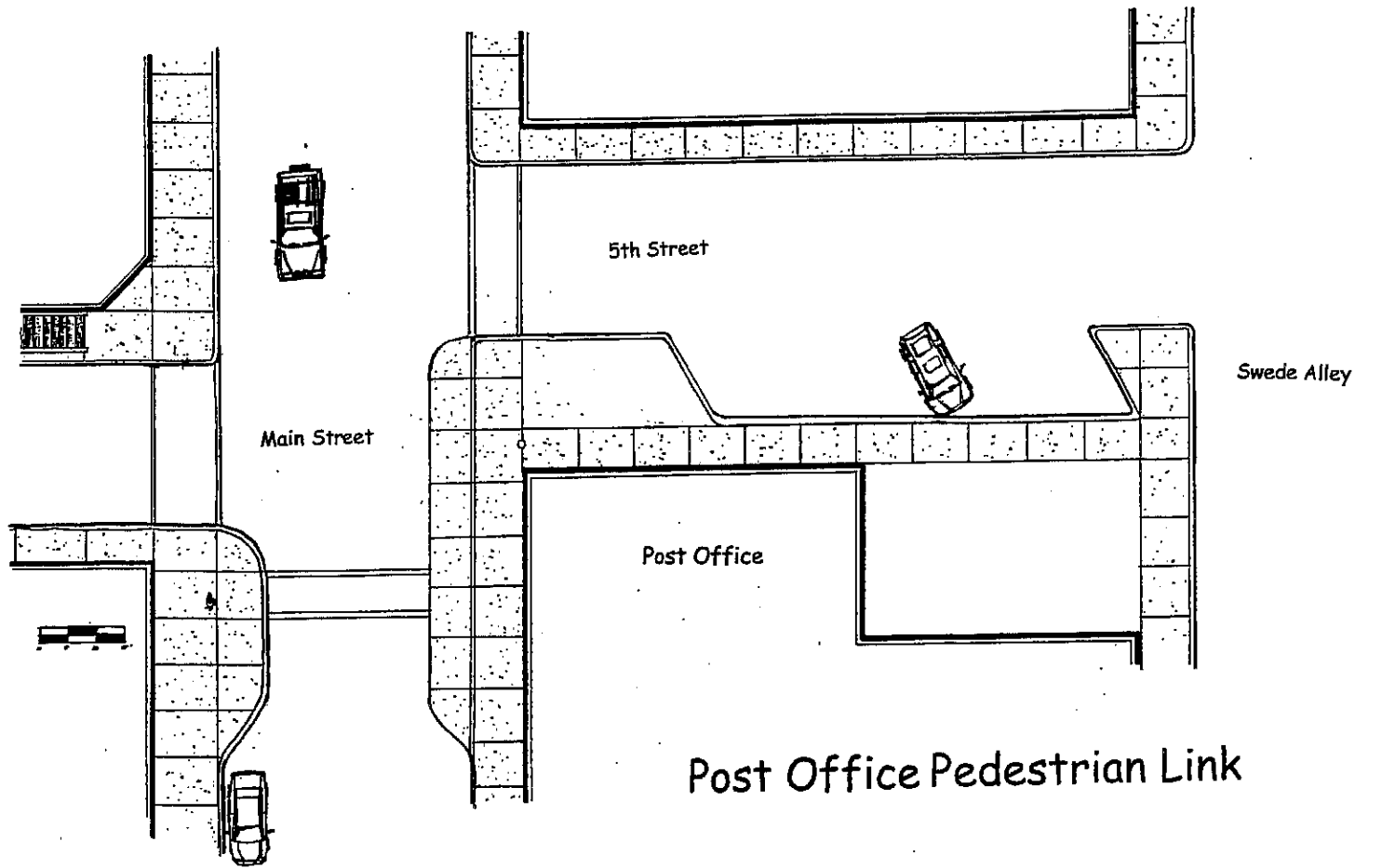


Main Street

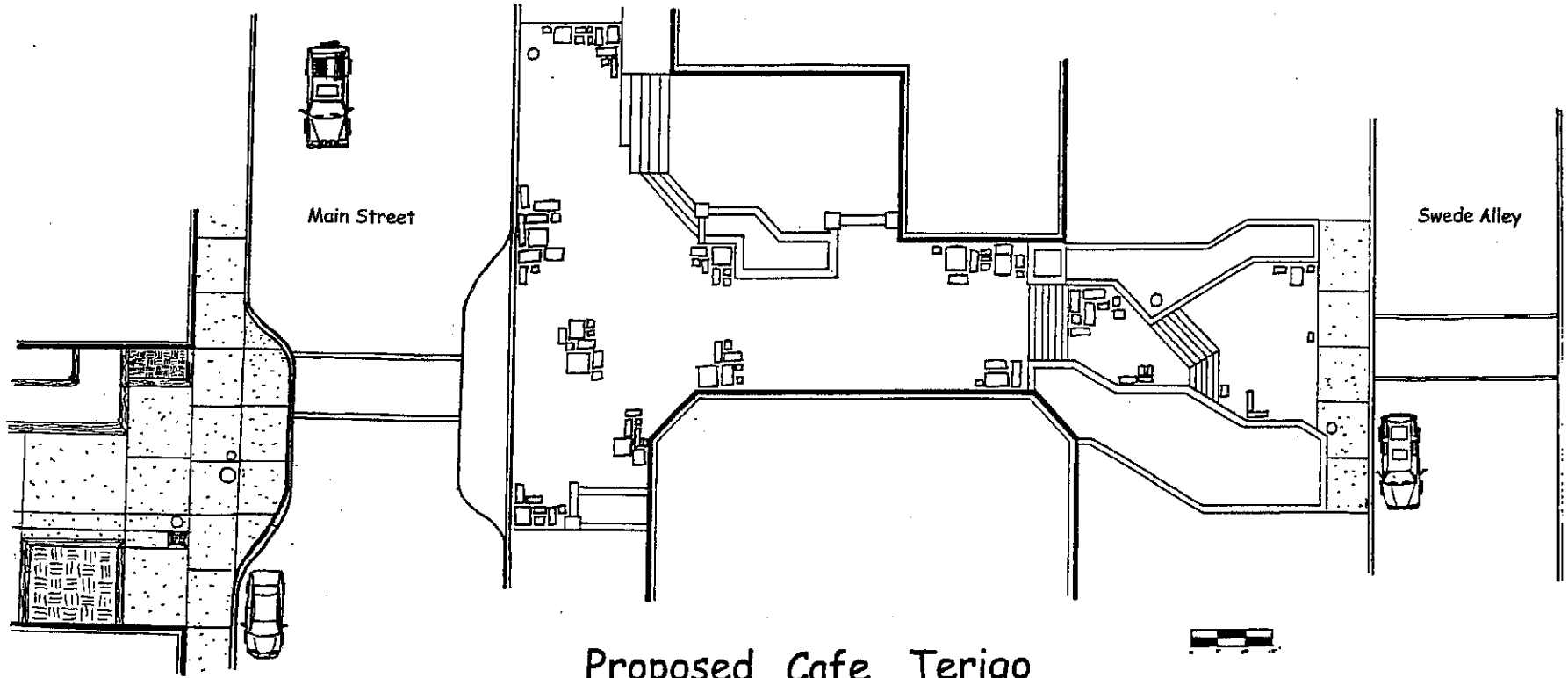


Swede Alley

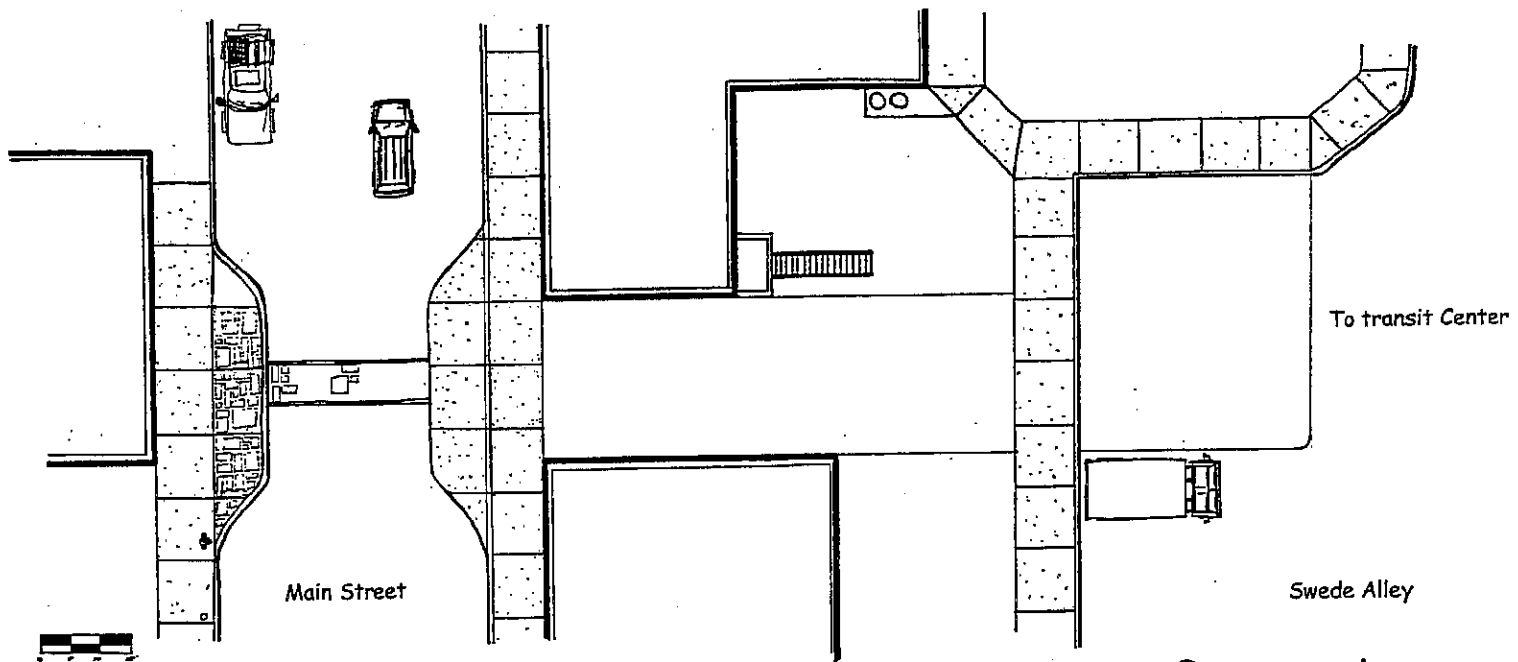
Existing
Post Office



Post Office Pedestrian Link



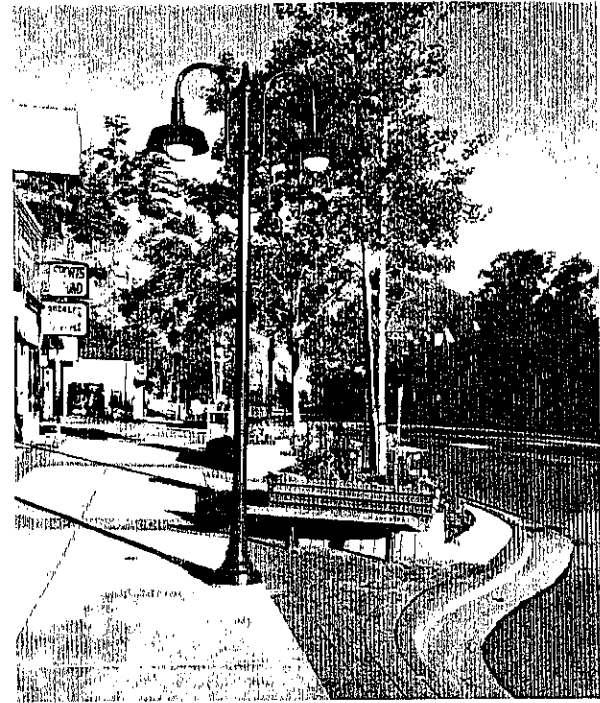
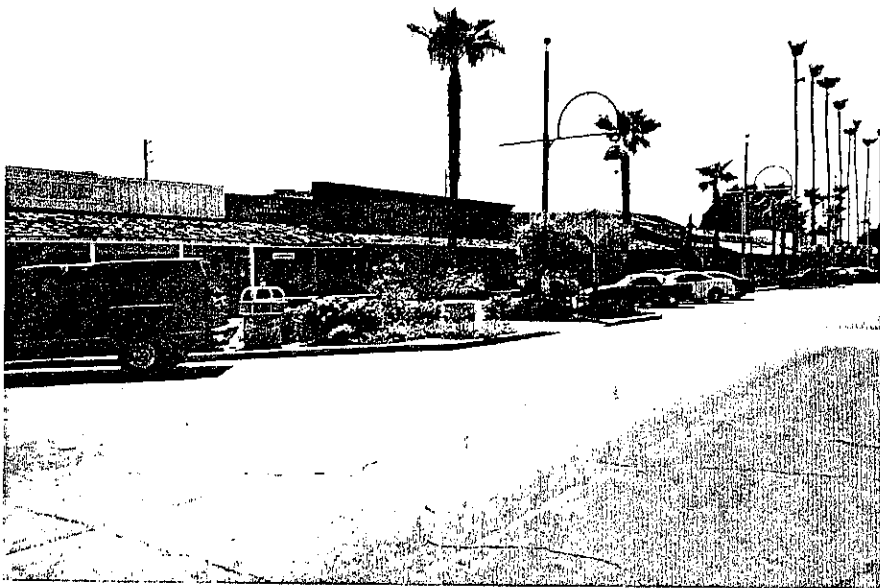
Proposed Cafe Terigo
Pedestrian Link to Main Street.



Proposed
560 Pedestrian Link to
Main Street.

Built Examples

Scottsdale, Arizona

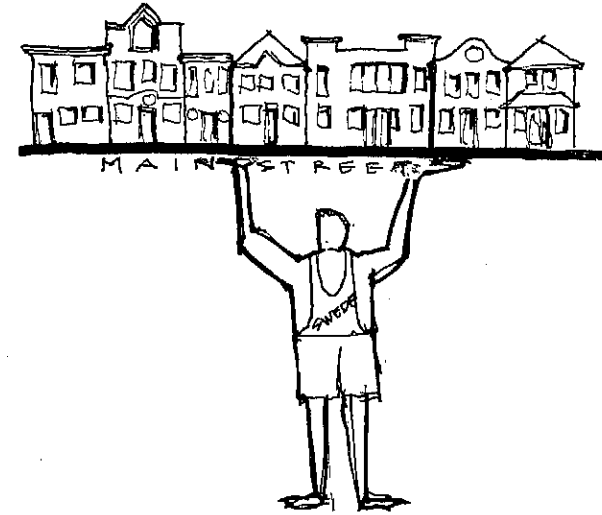
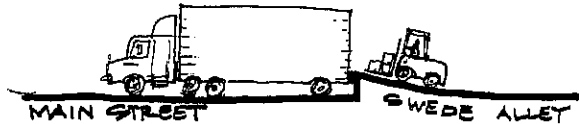


Estes Park, Colorado

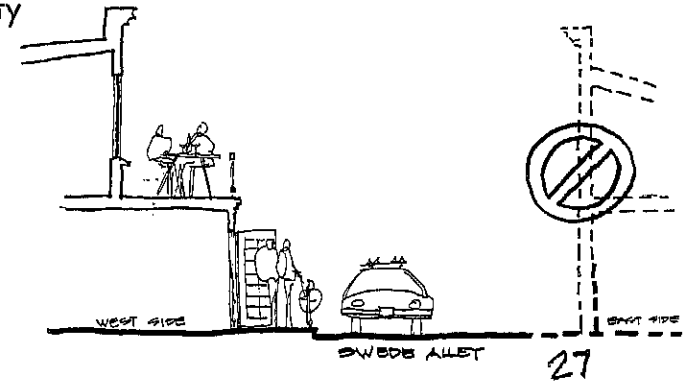
2. Swede Alley Enhancement Policies

Swede Alley is essential to the well-being of the Historic Commercial Core and provides the valuable functions of service, delivery, parking, and pedestrian circulation. With increasing property values on Main Street, there is pressure for commercial development in Swede Alley. However, the primary function of Swede Alley should remain as support for Main Street. Improved transit and parking may provide opportunities for improvements which make Swede Alley a more inviting pedestrian space. The following actions are recommended to improve the function and attractiveness of Swede Alley:

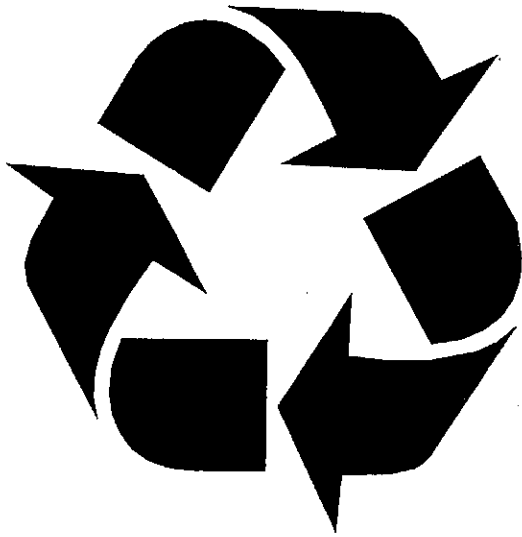
*Support amendments to the Park City Land Management Code requiring, among other things, a 5 foot setback along Swede Alley and a decrease in the allowable building height along that setback line to reduce the apparent scale of buildings to pedestrians in Swede Alley



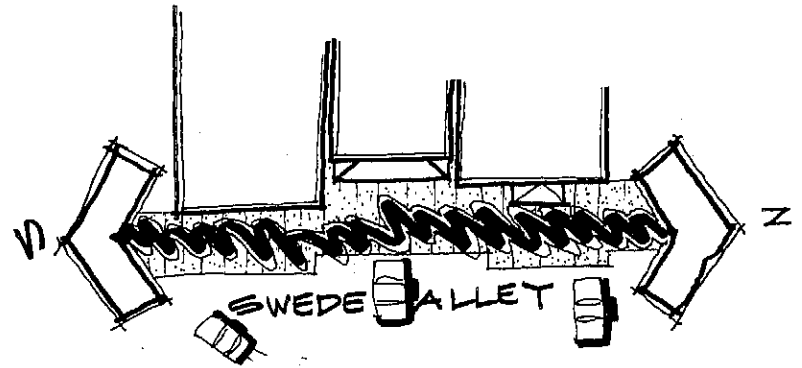
* Provide a sidewalk along the West side of Swede Alley using a combination of City right of way and private property. Extend the sidewalk on the East side from the China Bridge Parking Structure to the proposed Transit Facility



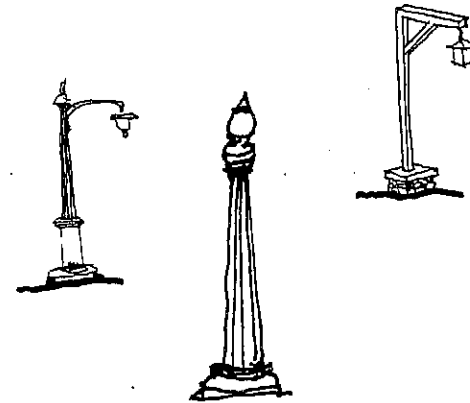
*Provide more and improved pedestrian connections from Swede Alley to Main Street, (such as 560 Main Street). Add signs and identify with landscape elements, cross-walk paving pattern, lighting, benches, etc



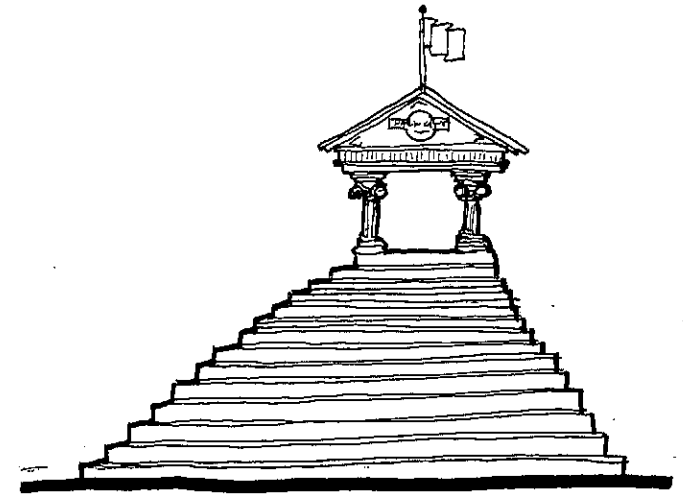
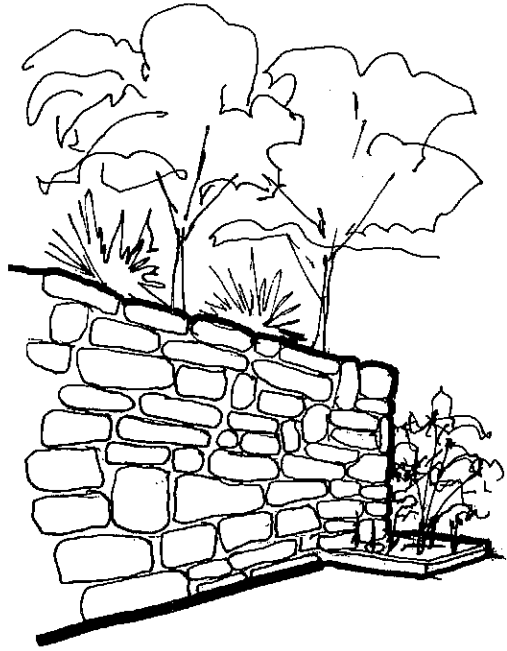
*Replace the light standards in Swede Alley with fixtures similar to those on Main Street to be more compatible with the Historic District



*Adopt and implement a revised and comprehensive trash management plan and centrally located recycling facilities.

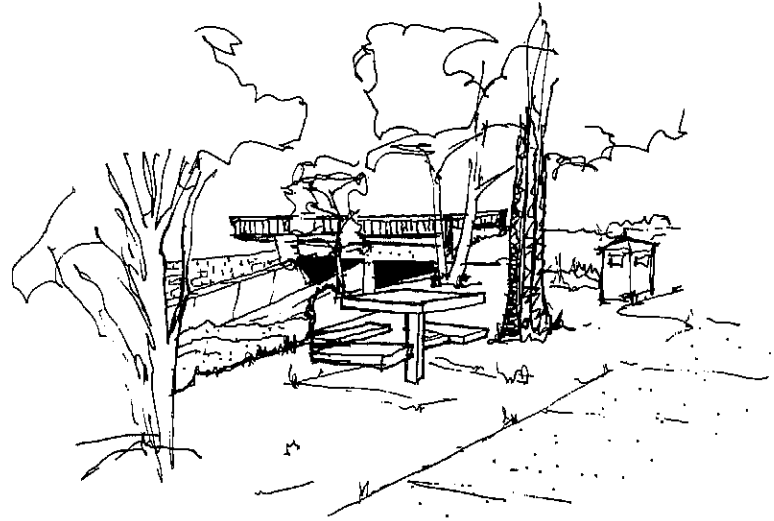


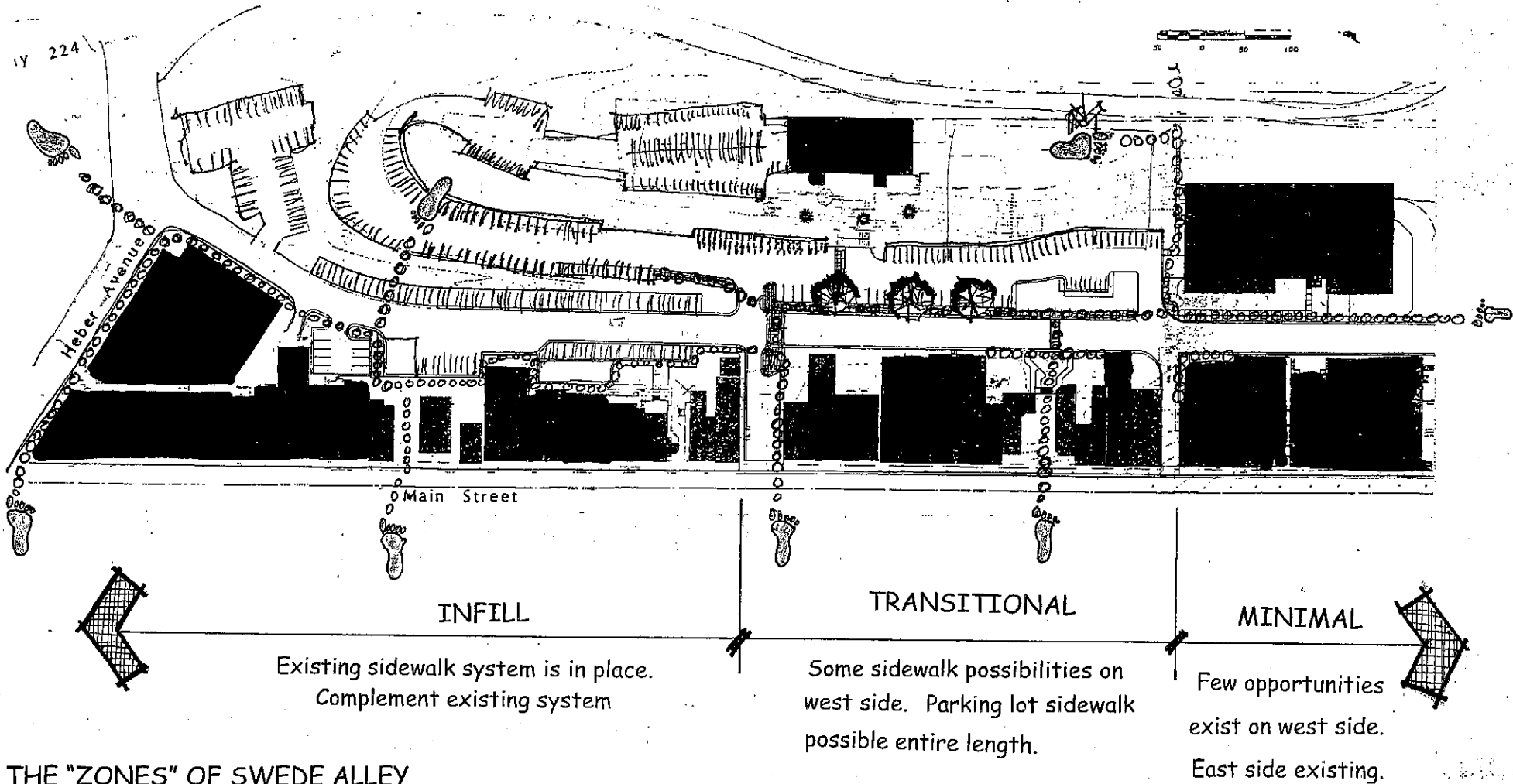
*Maintain the stairway to the Marsac Building as a prominent feature in Swede Alley



*Maintain and enhance the vegetation to the east of Swede Alley and maintain the historic rock wall.

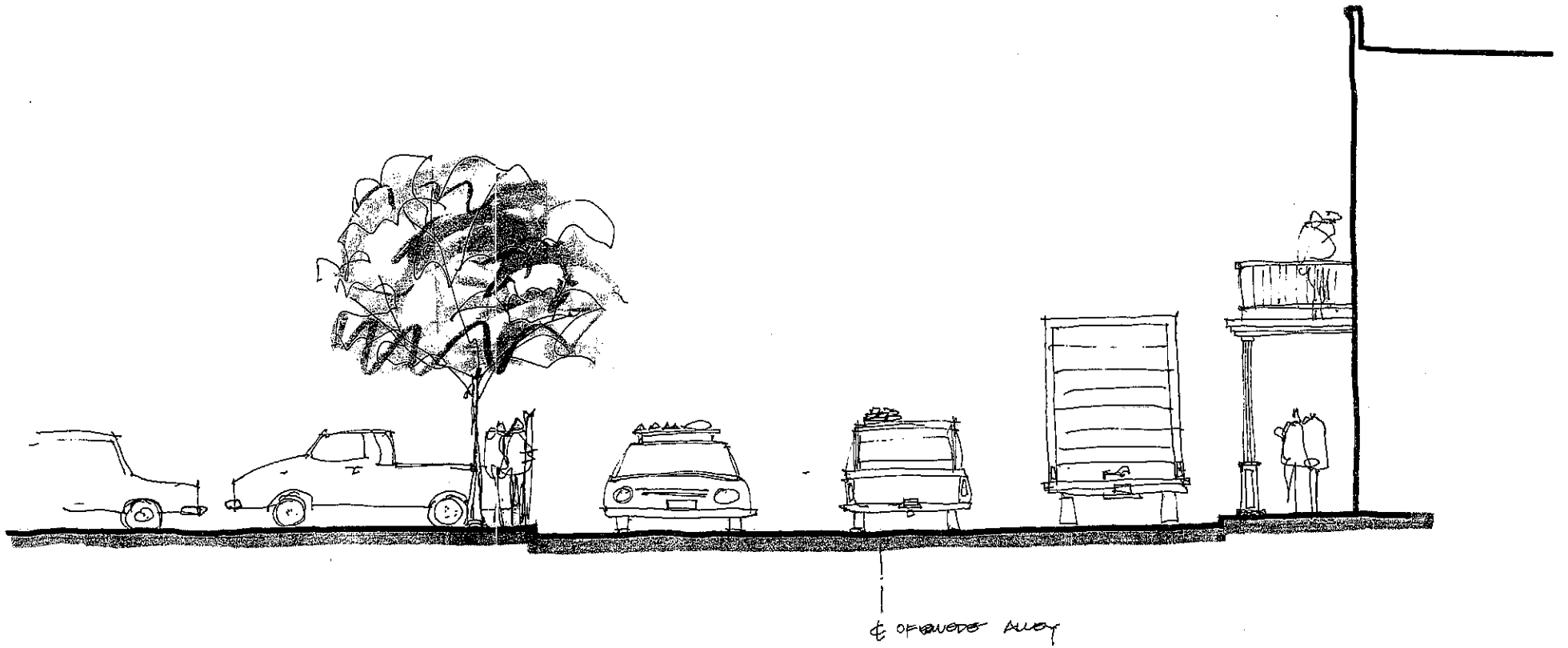
* Enhance the exposed stream near the southern edge of the China Bridge Parking Structure to provide for a more pleasing pedestrian experience. Add landscaping, benches and other amenities and relocate the existing trash containers. Consider a pedestrian bridge to connect to the Sandridge Parking lot.





THE "ZONES" OF SWEDE ALLEY

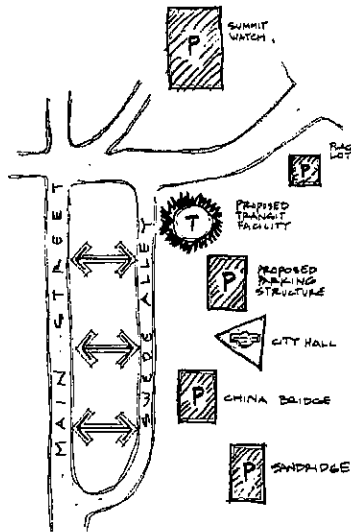
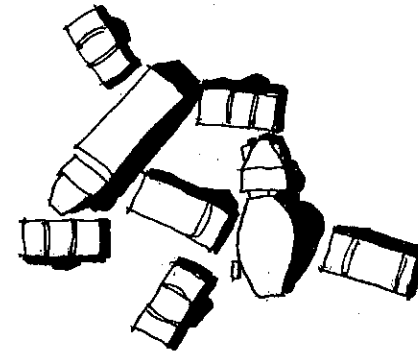
Swede Alley consists of three definable zones. Lower Swede Alley with sections of sidewalks. Middle Swede Alley with numerous pedestrian opportunities, but transitions from wide and open to narrow and dark. Upper Swede Alley offers few pedestrian opportunities.



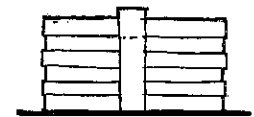
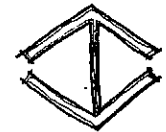
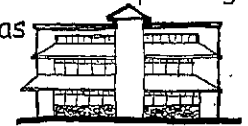
SWEDE ALLEY SECTION

3. Parking Policies

Parking within walking distance to the commercial activity and restaurants is critical to maintain a viable economic Main Street. Numerous studies have identified a significant parking shortage at peak periods. Simply taking more valuable land for the parking of vehicles is not a strategy that will, over the long term, enhance the Main Street shopping and social experience. A blend of strategies to move visitors and locals in and around the Historic Core is the preferred long parking mitigation strategy. The Task Force recognizes the complexity of this problem and suggests the following strategies:

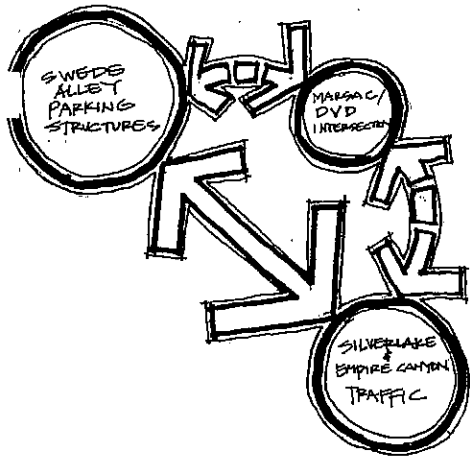
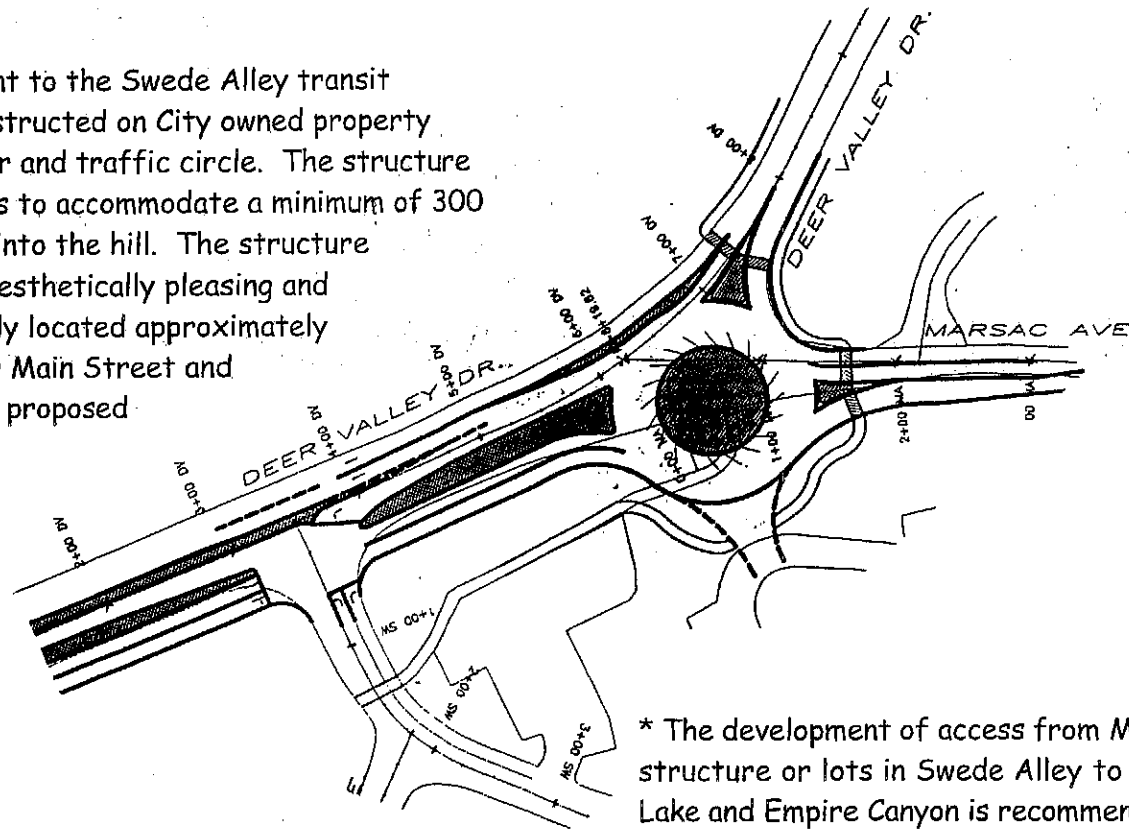


* Replace any parking that is removed from Main Street or Swede Alley as a result of a pedestrian enhancement program, transit facility, circulation reconfiguration, additional needed services (trash), etc. at a ratio of three new stalls for every stall removed. These new parking stalls may be located on planned surface lots such as the Phase II of the Sandridge Lot or as part of an overall parking expansion program.



* Consider a "face lift" for the current China Bridge Parking Structure to improve the aesthetics of the structure.

* A new parking structure adjacent to the Swede Alley transit center is recommended to be constructed on City owned property concurrent with the transit center and traffic circle. The structure should contain three or four levels to accommodate a minimum of 300 parking stalls and should be built into the hill. The structure should blend into the hill and be aesthetically pleasing and well screened. This site is centrally located approximately half-way between upper and lower Main Street and would be in close proximity to the proposed transit center on Swede Alley.

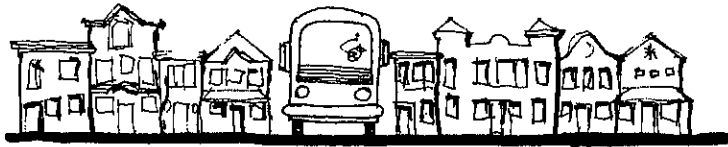


* The development of access from Marsac Avenue to a parking structure or lots in Swede Alley to serve traffic from Silver Lake and Empire Canyon is recommended to reduce congestion on Swede Alley and at the intersection of Marsac Avenue, Deer Valley Drive, and Heber Avenue.

* The design of the parking structure if located north of the existing City Hall, should consider the possibility of accommodating an expansion of the historic Marsac Building. A net gain of at least 300 parking stalls after modifications are made to Main Street and Swede Alley is recommended. This net gain could be a result of parking reconfiguration, new surface lots, and a parking structure.

4. Bus Transit/ Transfer Facility Policies

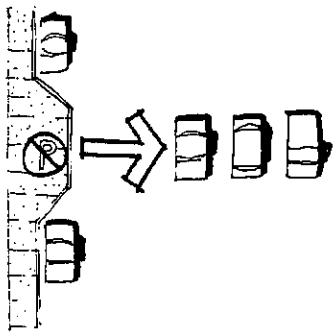
The expected increase in bus ridership along with the City's goal of reducing the volume of automobile traffic throughout the City will necessitate the construction of a bus transfer/destination facility in close proximity to Main Street. A site on Swede Alley approximately 500 ft. South of the intersection of Heber Avenue and Swede Alley has been identified as the preferred location for such a facility. Whereas there have been several other sites along Deer Valley Drive and Park Avenue identified and studied, the Swede Alley site has been selected as the preferred site by the City's consultants due to the site's size, location, ownership, proximity to Main Street, ability to accommodate pedestrian enhancements such as plazas, restrooms, and rest areas, and the possibility of incorporating future parking, either surface or structured. If the Swede Alley site is ultimately developed for a bus transfer/destination facility, with the possibility of a structured parking facility close by, the Task Force recommends:



* The bus facility, staging and maneuvering spaces should be kept as small as possible in order to minimize the impact on the historic fabric of Swede Alley and Main Street.

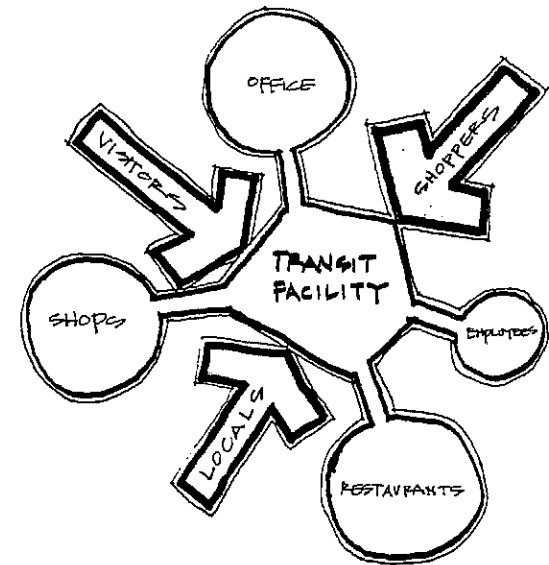
* The design of any bus facility must reflect, in architectural style, colors, materials, mass and scale, the unique character of Historic Old Town.

* Any existing parking removed by a future bus facility, maneuvering space, or pedestrian plazas, etc. must be replaced at a ratio of three to one.

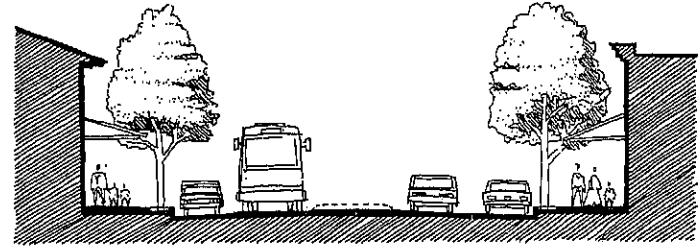


* Extreme care must be exercised to protect and preserve the existing rock foundation of the Marsac Mill which is in close proximity to the proposed bus facility. This wall could be incorporated into the design of a structure or could be part of a pedestrian rest area. However, the wall should remain or be rebuilt in its historic location if possible.

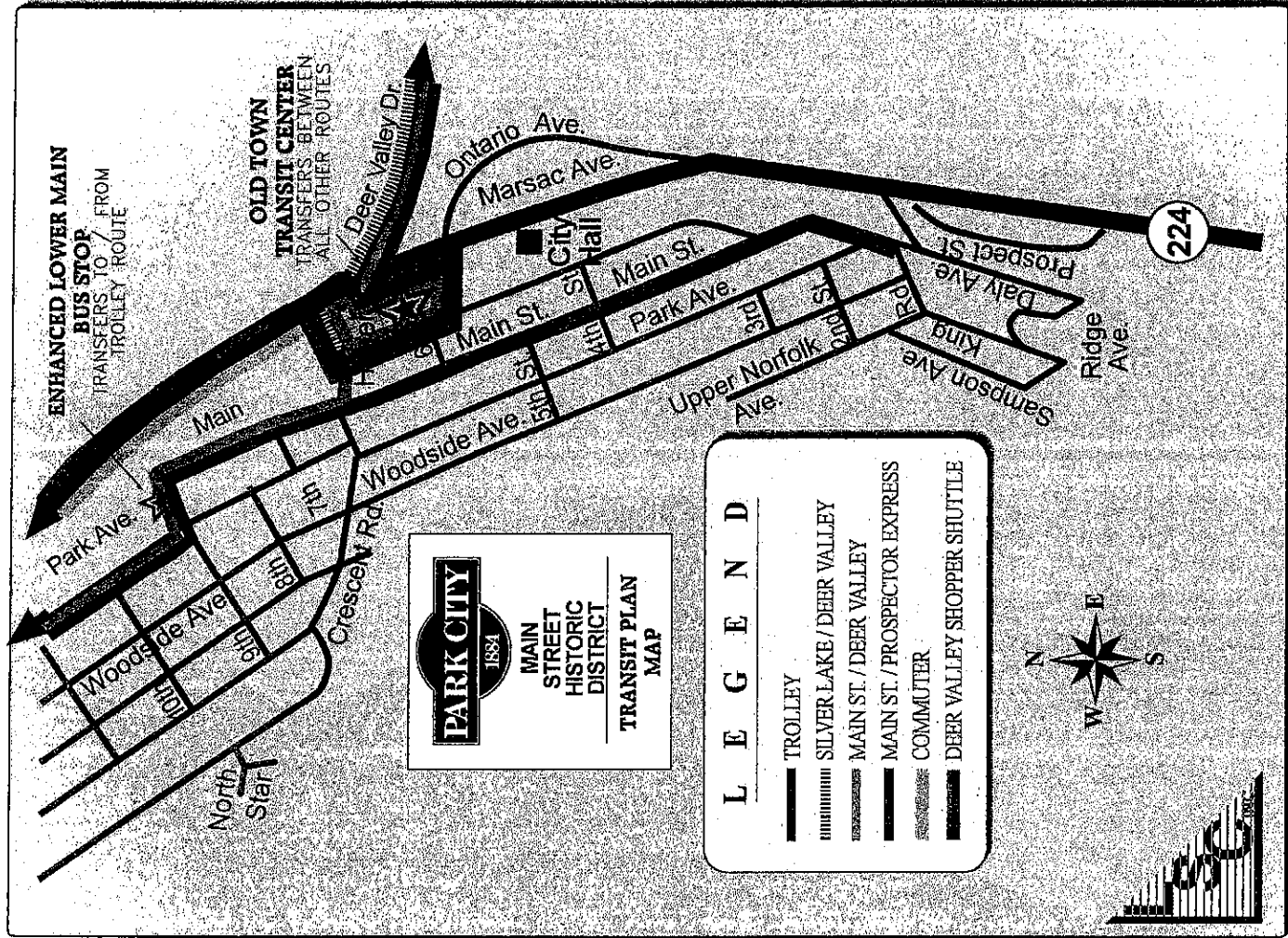
* Pedestrian linkages from any bus facility are critical for moving visitors from the facility to the commercial establishments on Swede Alley and Main Street. In addition, safe, convenient, pedestrian access in the vicinity of the proposed traffic circle at Deer Valley Drive and Marsac Avenue must be given a high priority during the design of this improvement. The design and construction of any bus facility should include purchasing, if necessary, and developing pedestrian linkages through existing vacant parcels such as the lot at 560 Main Street. Clear, consistent, user friendly signs and other urban design elements, such as lights, benches, trees, flowers and paving patterns, should be design elements to identify these pedestrian crossings and linkages to Main Street.



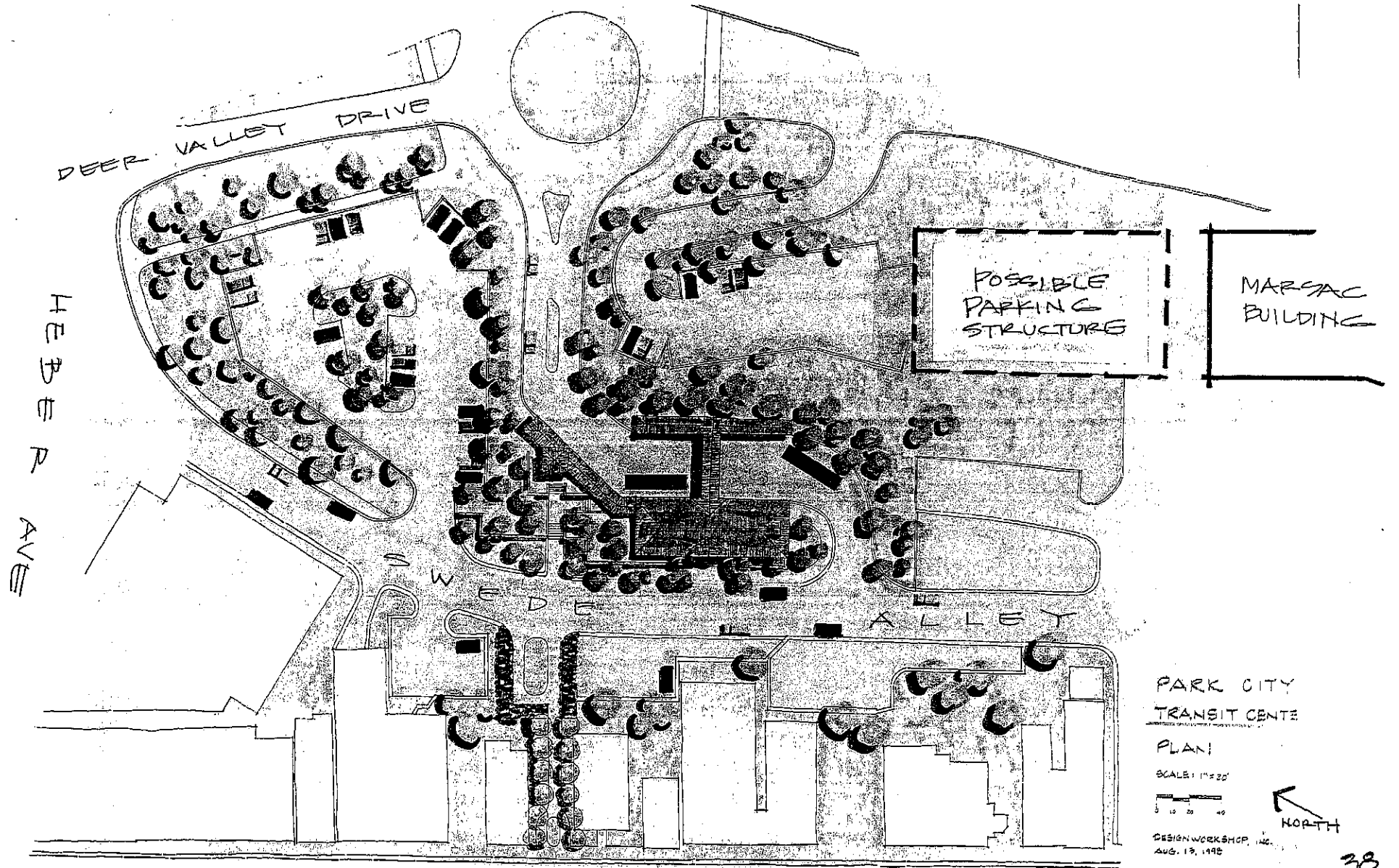
Bus Stops and possibly a bus shelter should be considered on Main Street near the Town Lift Plaza. This is a natural pedestrian activity area and the transit function will enhance this function as well as be convenient for the transit rider.

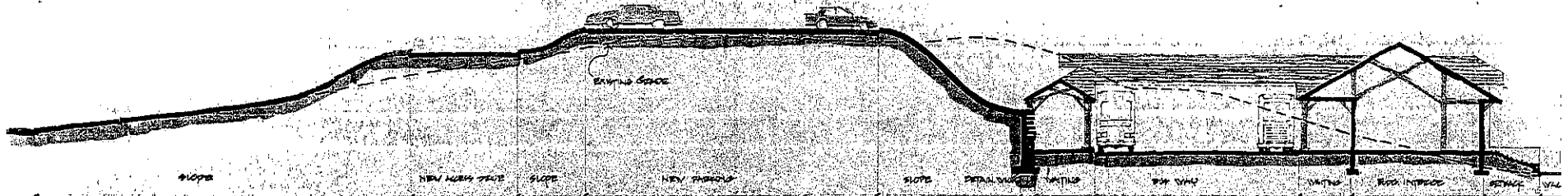


The incorporation of a gondola to link Old Town with Deer Valley and the proposed Flagstaff mountain village was not reviewed by the task force. This concept should be studied carefully for potential impact on traffic, pedestrian and parking if or when it may be presented to the City. The Swede Alley proposed in this document, however, can accommodate a gondola terminal adjacent to the Transit Facility if a gondola link is deemed desirable at a future date.

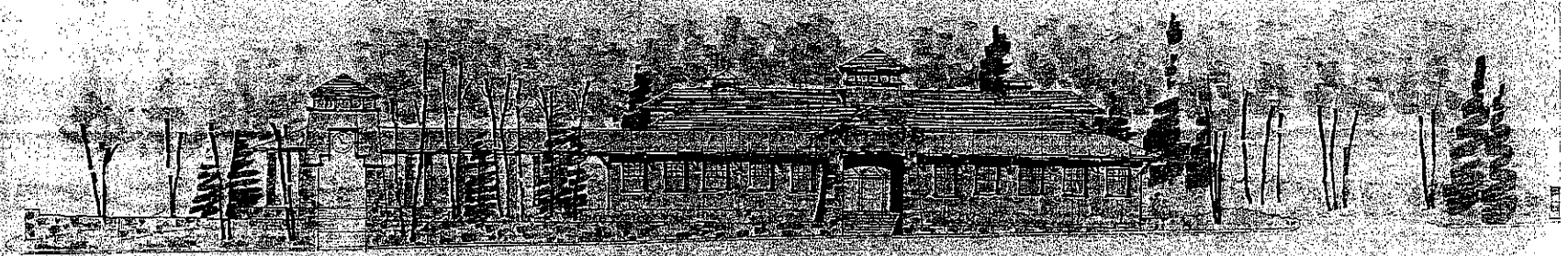


TRANSIT PLAN

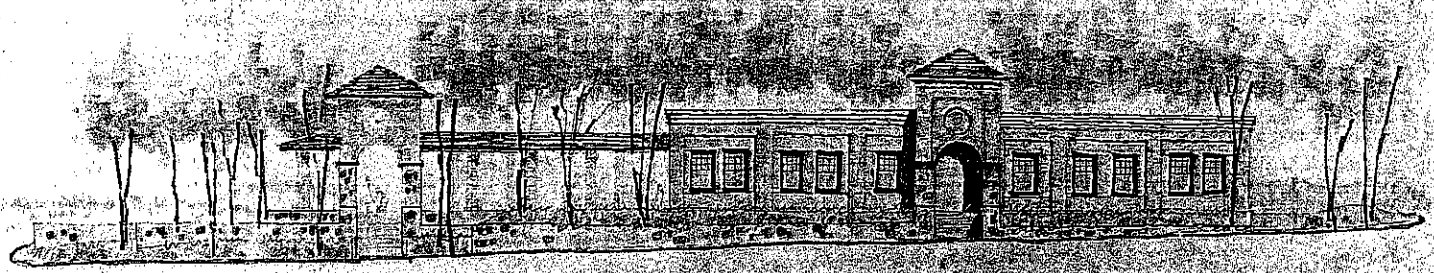




SECTION THRU TRANSIT TERMINAL & NEW PARKING
 1/8" = 1'-0"
 8/10/98



ELEVATION - TRANSIT TERMINAL - OPTION 1
 1/8" = 1'-0" 8/10/98



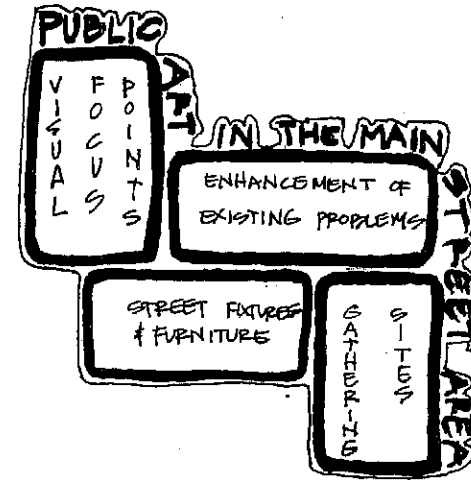
ELEVATION - TRANSIT TERMINAL - OPTION 2
 1/8" = 1'-0" 8/10/98

PARK CITY
 TRANSIT CENTER
 SECTION - ELEVATION
 DESIGN WORKSHOP, INC.

5. Public Art Policies

Public art throughout the City and in the Historic Downtown area will enhance the visitors' and citizens' experience as well as establish Park City's history and character in the regional setting. The Park City Arts Council is the logical organization to make recommendations on a public art plan which will specify appropriate locations and types of art. To date, the Arts Council has developed the following categories to help define the uses and needs of public art in the Swede Alley/Main Street area:

1. Visual focal points
2. Gathering sites
3. Enhancement of existing opportunities
4. Street furniture/fixtures

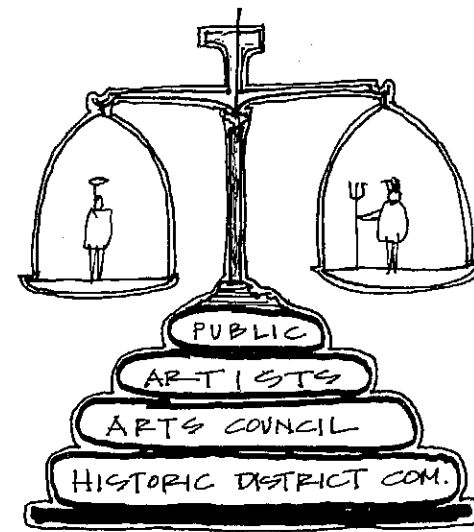


The Task Force recommends the following specific policies to help implement the recommendations of the Arts Council:

- * Public and private funding should be utilized to promote public art.
- * Public art is encouraged to be contextual to Park City.
- * Interactive art, where appropriate, should be a component of the public art plan.

* Public art should incorporate one or more of the following purposes:

- a. Functional - The work serves a useful purpose
- b. Didactic - The work informs or instructs
- c. Symbolic - The work utilizes visual symbols and signs
- d. Aesthetic - The work focuses on formal qualities



* Decisions on public art in the Historic District should be subject to a competition which would be juried by a public process involving, but not limited to, members of the Arts Council, artists, and members of the Historic District Commission. Recommendations for installing art on City property should be made to the City Council for their review and consideration.