Main Street Area Plan Kick Off Meeting

Monday, May 20, 2024
8:30 AM
Alpine Distillery

Jenny Diersen, PCMC Special Event Director began the meeting at 8:40 AM with introductions. Present were Diersen, Mayor Nann Worel, Council Member Ryan Dickey, Stakeholders: Casey Crawford, Jennifer Wesselhoff, Heleena Sideris, Ronnie Wedig, Erik Daenitz, Rob Sargent, Maren Mullin, Randy Scott, Tim Sanderson PCMC Transportation Manager, Brent Crowther-Kimley-Horn, Mark Morris - VODA, Emerson Oliveira, Lee Johnson and Erik Daenitz - Zions Public Finance, and Tristan Cleveland and Mitchell Reardon with Happy Cities. Daniel Patton with PCMC IT department was present as well.

Mayor Nann was excited to finally have this project get off the ground. Her dream is to make Main Street a place for locals. If they reimagine and revitalize this area locals will come. She clarified that the Mayor and Ryan were liaisons from City Council and were there to answer questions but not drive the outcomes.

Diersen challenged the group to think big and imagine Main Street as a blank canvas but keep minds open. The committee's responsibility is to be a champion and leader of this project conversation when talking to the community, friends, etc. and the timeline was aggressive meant to bring a solid plan to City Council by November/December.

The HPCA involvement is to be included this is broader than HPCA and that is why we included a more diverse group and they hope that the HPCA members will communicate this work with them.

Erik Daenitz, noted that there are opportunities to make the most of the assets here, to prepare for the future as well as retain the historic character. He pointed out the goals of the project the Council laid out in the previous months in the packet. He added that in between meetings, the consultants will summarize the ideas for the Council and public. They are also planning to have a larger public engagement meeting in August and September and two public meetings with the Council. He admitted that conversation about traffic and transportation will weave in and out of this but there is a specific geographic study area focus. The boundaries are 9th street park at the bottom of lower Main, Deer Valley Drive and Marsac Circle up to Hillside, then down, including a few residential streets, to the Town Lift bridge and back around. He reviewed the highlights of the district, demographics of Park City visitors and the models that were used. The clear front runner is Deer Valley. The resorts are a symbiotic driver of business for Main Street and vice versa. In addition, the crowns of the economy are Main Street, Deer Valley and Park City Mountain Resort base. Things that people do when they leave in part gives you a picture of what is missing on Main Street which will be an interesting topic for the future. Of note is that there are no large lodging properties in Old Town, which is almost all nightly rentals as compared to Deer Valley.

The consultants will come back with much more data about parking for a future conversation.

Daenitz highlighted the three main pieces: alternative uses for land & city rights of way, opportunities for place making or activation of public space, and changes in land use. All ideas will be examined with a feasibility lens by the team: economic, transportation, etc. A good rule of thumb for the state's macroeconomic policies are that as long as homes are cheaper than California and job growth is higher, Utah wins so how would you like to facilitate and shape that? The suggestion was made to prioritize top 5 problems or thegoals before trying to predict 20 years in the future.

Diersen requested photos from the walk and she will save them in a file for the future.

Main Street Walk took place around 9:45 am.

Upon returning from the Main Street walk, Tristan Cleveland began by reminding the group about the City Council targets: preserve Park City, how to get people in and out, quality of life for residents, workforce access and continued economic vibrancy of the core.

The questions they will focus on now are:

1. What do you love about Park City and you don't want lost or destroyed?
   - The perception of Park City as a world class destination
   - Concept of a community curated Main Street experience that reflects resident values
   - Parking in downtown and on Main Street
   - Locally owned small businesses
   - The voice of business owners
   - Charm and quaintness
   - Walkability and lifestyle
   - Vibrant and engaged community
   - Historic character and preservation of walking through history
   - Transit center: has done what it is supposed to do
   - Calming pockets
   - Town Lift access is especially unique
   - Trolley
   - Openness and welcoming of everybody
   - Keeping Main Street the heartbeat of Park City
   - Workforce access
   - Transportation
   - Ski bridge and resort access is key and special
   - A good mix of bars, restaurants and shops for locals & visitors
   - Franchise ordinance
   - Liquor store

2. What concerns do you want addressed?
   - Local workforce: convenience, connectivity and accessibility
   - Traffic

- Attractiveness of Old Town for locals: making it easier to access for locals
- More needed for kids
- Change the bad image to get locals back here i.e. expense, parking, crowded vs. Canyons Village and Deer Valley areas
- Wider sidewalks and more bike racks
- Better accessibility and walkability
- Better use of City owned spaces
- Employee access
- Public bathrooms on Main Street
- Rising costs to operate is changing the mix of product i.e.. there will never be more pizza or ice cream shops because it is too hard to make those work now
- Creating a sense of pride for locals and businesses
- Stability of locally owned businesses to ensure continuity of the experience
- Economic forecast ability from which small businesses can build strategy
- Attract and retain labor and talent for hospitality (more short term) and nascent careers i.e. tech
- Image of Main Street
- Emergency routes in/out with traffic especially in winter i.e. fires, disasters
- Reactivate to be a better experience
- Anchor of Old Town: Egyptian Theatre and the museum
- Transit center/concierge center

3. What are the things you would love to see the City do?
   - Make Main Street one way and expand out
   - Activate City owned parcels – highest and best use
   - Build mix of workforce housing (top of China Bridge, Richardson Flat)
   - Traffic: egress or reversible lanes
   - More visitors sticking around Main Street for longer periods of time/spending more time there
   - Activate Brew pub lot and Miner's park

4. What actions should the consultants investigate?
   - What is the feasibility for businesses in 2025?
   - Scenarios and strategies of other areas such as Paris, London, Aspen, etc.
   - Integrate Swede Alley since there is unorganized pedestrian access and bring in Poison Creek
   - Discussion took place about the post office space
   - Transit lanes on Richardson Flat Road

5. What is their ideal future scenario of Main Street?
   - Great potential for the town lift portal at the bridge: better connecting our portals. Should be able to ski, shop, walk and take transit from Deer Valley all the way to the Canyons. Think bigger in terms of accessibility especially in the winter

- Enjoy car free Main Street.
- Valet system on Main Street from China Bridge similar to Zermatt
- Poison Creek: water feature highlight
- Park once. Shuttles from the airport, shuttles at lodging, transit, make it able to come without needing a car.
- All structured parking should have buildings/uses above. Parking lots being a prominent feature in Old Town.   Work on corridor approaches.
- Loading/unloading for restaurants and galleries.
- More things for kids such as skating rinks, playgrounds, etc.
- Keep the liquor store
- Best restaurants on Main Street: what about this area drives the best rated restaurants out of the Main Street area?
- More family and local oriented restaurants that you can get a reservation in the winter and are open during the other times.
- With the Olympics possibly coming, what do we want to look like in 2035?

Meeting adjourned at 12:30 PM.

Next meeting, July 15, 2024.