

# Main Street Area Plan Meeting

Monday, July 15, 2024

8:30 AM

Alpine Distillery

Present: Tristan Cleveland, Erik Daenitz, Lee Johnson, Matt Dias, Ryan Dickey, Nann Worel, Daniel Patton, Brent Crowther, Jenny Diersen, Tim Sanderson, John Robertson, Mitchell Reardon, Ron Wedig, Rob Sargent, Heleena Sideris, Emerson Olivera, Kathy, Maren Mullin, Jennifer Wesselhoff, Rick Shand and Mark Morris.

Tristan began the meeting at 8:50 AM by summarizing what they heard last time:

- Main Street/Old Town is competing with the new Deer Valley East area, Snow Park and other ski resorts internationally, so they need to keep investing.
- Need to do something about the choke points in the traffic for both visitors and employees. Convenient park once experience.
- Not enough to bring people here year round and stay in Main Street area....make it a destination.
- The fundamentals are strong.
- Family friendly for both locals and visitors.
- Enhance the natural features
- Worker housing
- Revitalize Swede Alley
- Make best use of the parking lots
- Think big for the Olympics for 2034 and beyond

Project Goals:

- Prosperity
- Ensure Historic Park City Main Street remains a premium experience for locals, visitors and families
- Easy access for customers and residents
- Workforce access

Mark Morris with VODA began by introducing the idea of how to make Old Town the experience where people stick around longer than they “need” to?

- Family friendly activities
- Human scale spaces
- How to improve outdoor dining and making that experience more built into the physical infrastructure
- Controlled delivery and business access
- Fire safety and event access
- Design for community events: how to bolster that?

- Year-round interest

Places of activation:

- Main Street: a pedestrianized street: only open to who needs access; opens a lot of improved event and dining space
- Types of outdoor activities:
  - Necessary activities: groceries, going to school or work, daily activities
  - Optional activities: restaurants, galleries,
  - Social activities:

Curb less street example of a pedestrianized street aka controlled access was shown (single surface street) with the intent to have improved streetscapes, more room, raised area for permanent dining areas, for people to feel safe and comfortable to roam if the street is closed for an event.

- Power of 10: having 10 destinations in a district
- Imageability – space for more
- Redevelopment of:
  - Post Office lot
  - Brew Pub lot

Whistler, British Columbia was given as an example, which is a main rival of Park City. More than 90% of visitors to Whistler arrive by car. Then they come to this one park approach, underground parking under the hotels, circulation systems/Village Stroll, permanent dining options are built in, appealing spaces for people to sit, linger and ultimately spend more money. If you are making major deliveries, that is still possible. In recent years, the number of pedestrian trips in this car-centric place are over 10 million by day. Whistler has 60,000 beds, 8 neighborhoods that allow Airbnb, 12,000 residents of Whistler, 20,000 parking spaces. The streets have underground snowmelts and there is plowing for snow removal in the winter.

He can't overstate how big of an opportunity it is to have so much publicly owned property in the heart of Old Town to make an impact on the vibrancy and activation of the neighborhood.

There are two high level scenarios offered that look at different scales and both assume an underground excavation for parking.

Option 1: Creating a much grander point of arrival or welcome center: a place where they know they have arrived. Spaces for public events, grocery store, Swede Alley would be back of the house access to Main Street, improved sidewalks along Swede and connections between Main Street and Swede Alley. Workforce housing options could be built into the long narrow parcels, two hotels

Option 2: Smaller in scale (2 or 3 stories instead of 4 or 5) and introduces the natural elements like the creek into the space, but still has mixed uses for hospitality, retail, housing, and connections. One hotel.

Design:

Activation:

Lighting:

Instagram ability:

Authentic Heritage: Mining is special but not only one; Miner's Park redesign could be done right away while the other things would take more time.

Daenitz: City Council request is a list of recommendations from this group in December: Capital projects, place making projects, operational strategy and financial strategy to fund those initiatives. This group is advising the Council on what those elements should be. The consultants have given to this advisory group the land use mix that we are recommending is designed to make you as competitive as possible regionally and nationally, fill gaps in the Main Street economy and put you on a different plane of trend. The heart and soul of Park City: what is the one experience that is irreplaceable in Park City which is the Main Street experience. The economic heart and soul of Park City is: 1. Deer Valley region and resort bases 2. Main Street depending on the year and 3. remote retail also depending on the year. This proposed vision is a 10-year process. More clarification took place on the economic strategy for Old Town.

- Request for the numbers for economic impact on the Main Street businesses due to construction for the last 3 months was made.

Dickey clarified that he and the Mayor are part of this group as liaisons for context and not to bring any predetermined ideas or to steer the outcome in any way.

Recommendation:

- Create a dedicated organization with a consistent yearly budget that every single year works on implementing exciting improvements to continue this effort.

Daenitz continued with the Economic Impact of Proposed Scenarios: "Control what you can control and understand what you can't control." Park City's economy is highly linked to **?? net liquidity**. How would this group like to influence and shape the effects of how we inherit the changes?

Dickey asked what is the mechanism that they control uses? Daenitz responded that this is a target that is put out to the market, by putting together an RFP saying that these are the target uses. The vision is an evolution of multiple parcels over time with multiple developers. The hotel concept on the northside, that has to be one developer. Probably between 1 -3 developers for the Main Street roadway itself.

The government is going to have to pay for whatever improvements are recommended.

Option 1: \$9 – 11.6 annually

Option 2: \$4 – 5.6 annually

Is a large development program like this even feasible and they believe the answer is Yes and there are a few metrics to support that.

Daenitz stated that inventory of residential and some commercial real estate turns over very quickly, 25 days or less at the highest peaks and in most cases 10 days or less. Very high demand with not enough supply and we believe the capacity to take down 500,000 sf of new inventory would be almost instantaneous.

Parking: circular logic of increasing traffic and we need more parking but the new parking creates the demand for more traffic. Is this a cycle we want to continue from the 1980's?

- Zermatt cut cars out of their equation. They have a massive, enclosed parking lot in the outskirts with a train that takes you to the center of Zermatt.

Option 1: 27% reduction in total parking spots: losing all the parking on the Main Street roadway; There are other things that we have recommended to generate additional revenue which you would more than double the size of the Main Street economy over 10 years.

Option 2: a bigger decrease because there is less justification for parking with the lighter use not involving a public subsidy. Increase the economy by 22% over 10 years.

Daenitz explained more about parking trends and the data.

#### **Likes:**

- Hotels near Main Street makes sense
- Apple store
- Activation of Swede Alley and the focus on the natural features like Poison Creek
- Focus on Olympic Legacy, imageability, and the welcome center anchor point here
- Post office in a grocery store – River Horse Provisions was remembered
- Permitting parking on Main Street
- Workforce housing in the area with concern about the parking pressures on the residential areas
- Permanent dining terraces
- Parking and staff housing off site
- Bold, big picture ideas
- Historic mining tower at the top of Main Street to climb
- Brew Pub lot and Miner's Park together, then 9th Street turnaround, then do Option 1, and then talk about pedestrianizing Main Street at that time
- Hotel with parking underneath at the flagpole lot with more of a Park City feel
- Like Option 1 with the commerce it brings, post office, etc.
- Curb less streets for more walkability
- Data driven approach
- Phased approach and experimenting with implementation of pedestrianization and what works
- Public park/plaza in Old Town: central gathering space
- Walkability, one level on Main Street

#### **Dislikes:**

- Convenience factor
- Geographic differences from Whistler – snow removal, pedestrianization,
- Business incubators could threaten the brick-and-mortar stores on Main Street – we already have a bit of that with Park Silly Sunday Market
- Removal of parking on Main Street - Where does parking go?
- Need winter renderings
- Need to focus on what the average person/business needs on the day to day not around festivals or events. Don't build Main Street for Olympics
- Disagrees with the parking turnover idea – wants parking to turnover more.
- More attractions for families and children, and locals – Locals like Old Town when it is not busy - Locals will ask what is in it for me?
- Absence of our existing Mountainkind sustainability plan
- More data around what density does to our sustainability initiatives, impact on the other roads such as 224, 248 and Hwy 40;
- Option 2 the numbers weren't that big of a change; Option 1 shows the bigger numbers
- Effect of transition time/construction on businesses between the improvements
- Permanent dining decks – costly in winter

**Items for more discussion:**

- How people are moved on Main Street with steepness
- Housing accessibility
- Heated streets – geography, maintenance and a governmental cost
- One way traffic pattern on Main Street was suggested
- Still would like a Deer Valley connection: gondola
- Revenue in Option 1 seems imperative
- Regional parking, housing and transit

**Timing:**

- Daenitz noted that there are resources available right now where some of these short-term things could be done next year, however it is ultimately the City Council's decision.
- Diersen noted the next steps and meeting schedule.

**Design suggestions:**

- Single level, ADA capacity, outdoor improvements yet easy to maintain in winter with snow
- Something bold but aligns with sustainability – Washington town turning poop into energy
- Poison Creek – water flow, incorporating it more prominently in Option 1, more evergreens and natural features

**Regional housing, transit and parking facility outside of town towards Hwy 40 discussion:**

- Dense
- Valet parking offering
- Gondola

- Transit facility is better at the end of the lines and not in the current location
- There is no consensus on what type of vehicle access on Main Street is desired; is it for ADA, emergencies, deliveries or having your customers park right in front of your business?
- Next time show a minimalist case scenario for how car lessness would work.
- Discussion took place as to what businesses would like to see for parking for customers in Old Town
- Desire to see what didn't work - Ottawa
- Business survey to see what is desired

**Next Steps:**

Please send questions to Jenny and she will forward them to the consultants.

Keep an eye out for the schedule for next meetings

# What We Heard Summary

## Main Street Advisory Committee Second Meeting

**July 15, 2024**

The Project Team presented the Advisory Committee detailed proposals for redeveloping the opportunity sites around City Hall and redesigning Main Street, including the economic implications of these changes for businesses, residents, and local government.

## Development Opportunity Sites

The project team presented two scenarios for redeveloping the parking lots and transit station adjacent to City Hall: Option 1, which sought to maximize development potential, and Option 2, which included shorter buildings and more public space.

### **Feedback:**

- **Committee preference: Option 1 with elements of Option 2.** The committee generally favours Option 1 because economic data suggests it will have much greater impact on supporting local business. One commented that there is not a sufficiently large difference between doing nothing and Option 2 to justify the investment, and suggested it is better to do a full-scale project or nothing. However, the committee asked that certain elements from Option 2 be integrated into Option 1, such as a water feature and greenery.
- **Land uses.** Five members expressed support for building hotels, homes, and businesses on the Swede-alley opportunity sites. One specifically supported establishing a high-end electronics store here. No member expressed opposition to development in this location, though some did offer notes of caution:
  - **Business competition.** The project team proposed that the new buildings will contain substantial commercial space, and that the goal is to attract businesses that will fill gaps in what the Main Street offers, so that they will attract more customers, without eating into the customer base of existing businesses. Participants underlined that it is important that new businesses are complementary — not competing with — existing businesses.
  - **Business incubator.** The project team presented the idea of creating a business incubator in the new developments, which would offer affordable commercial rents to strategic businesses that offer value and variety to the street, but that could not pay the street's rising rents. Participants supported this idea, but

similarly wanted assurance that the subsidized businesses do not compete with existing businesses, as they would have an unfair advantage.

- **Modest workforce housing in Old Town.** Participants supported the proposal to create roughly 30 units of lowrise workforce housing on parking lots on Marsac Avenue.

However, two notes of caution were raised:

- Participants wanted assurance that the residents of these new homes would not cause parking challenges for nearby residents. The project team assured them that each unit would have sufficient internal parking.
  - A participant also wanted more data on whether the housing units would add more value to the street than using the same land to build structured parking.
- **Gateway.** Participants requested that the design create a better, more striking gateway into Swede Alley from Deer Valley Drive.

## Main Street Design

The project team presented concept renderings of a fully pedestrianized Main Street, with placemaking investments, such as sculptures, lights, and games. The team also presented concepts for turning the Brew Pub Lot into a public space, and for replacing the Post Office with a central public square connecting Main Street to City Hall.

### Feedback on pedestrianization:

- **Support and Concerns.** There was some divergence in the group over whether it would be desirable to fully pedestrianize Main Street. Two members felt it would create a more premium experience for pedestrians, with more space for placemaking and street life. Others, however, expressed reservations:
  - There was concern the street may not attract sufficient pedestrian numbers to compensate for the lost parking, except on certain busy days of the year. Participants request that the street be designed for the whole year, and not the busiest days.
  - A committee member expressed concern that removing cars and parking could undermine what people love about the street.
  - One expressed concern about rebuilding the sidewalks, because granite sidewalks were installed only a few years ago.
  - Some participants were concerned pedestrianization could create logistics challenges. They underlined that:
    - Businesses need to be able to make deliveries and dispose of trash.
    - Customers need to be able to pick up large purchases.
  - Some were concerned a hill may not be ideal for pedestrianization, because not everyone feels comfortable or able to walk up such a hill. Participants mentioned two potential solutions:

- Adding more free trolleys.
    - Adding accessible parking at cross streets.
  - Overall, there were concerns about the risk of implementing pedestrianization too quickly without verifying it will be successful.
- **Staged approach.** There was, however, general agreement with the idea of proceeding with a staged approach that will allow Park City to experiment with temporary pedestrianization events and various “car-lite scenarios” — in which cars will still be allowed on the street, albeit at a slow speed, and with less space. Such a staged approach would allow Park City to make an informed decision on what kind of change to implement on the street. The following steps were proposed for such a sequenced approach:
  - First, implement place making and upgrades in the Brew Pub Lot, Miner’s Park, and the 9th street turn around.
  - Second, redevelop the opportunity sites.
  - Third, experiment with pedestrianization. Consider starting with the section between Miner’s Park and Brew Pub Lot.
- **Sidewalk width.** A participant expressed concern that the Main Street’s current sidewalks are not sufficiently wide enough for ADA compliance and to create a high-quality experience for visitors.
- **Snow and ice management.** Participants inquired how the design changes would impact snow and ice management, emphasizing that Park City has snow on the ground for about half the year. Discussion included questions about smaller snow removal machines and heated pipes under the street to melt the snow and ice.
- **Construction challenges.** Committee members had questions about how the project team would mitigate construction impacts on businesses. They were curious, in particular, how long a redesign of the street would take to build. Members noted a tension between two strategies:
  - **Timing construction for shoulder seasons.** This would reduce construction impacts on the busy season, but would mean the impacts would last longer, potentially for multiple years.
  - **Compressing construction into a single year.** This could have a greater impact on businesses during the busy time of year, but would shorten this period of disruption.
- **Design parameters.** In summary, participants outlined a number of goals that any Main Street design should accomplish:
  - It must be easy to travel up and down the street for everyone, including people with accessibility needs.
  - Reaching businesses must feel convenient and easy.
  - The design must enable businesses to make deliveries, and customers to pick up purchases.

- Emergency access must be fully maintained — including for residents, if they have to reach someone on the street quickly.
- Cars should have some access to the street for prescribed reasons at prescribed times.
- Sidewalks should be wider for ADA compliance and a premium experience.
- There should be a clear construction plan that minimizes disruption for businesses.

#### **Other Main Street design topics:**

- **Post Office Lot.** Committee Members expressed appreciation for the opportunity to create a public square at the site of the Post Office, but were concerned about losing the building’s heritage value. Participants suggested a number of potential solutions, such as keeping the facade or parts of it, or moving the facade onto the side wall of adjacent buildings.
- **The central plaza concept.** There was general support for having a large central plaza in front of City Hall to create a clear central gathering space. This would link into the public square proposed at the post office.
- **Imageability.** A few members expressed appreciation for the goal of strengthening Park City’s already strong visual identity, and to create memorable landmarks where people could take social media photos. A member specifically liked the idea of creating an art installation at the top of Main Street, such as a mining tower installation, to help build the visual identity
- **Fun activities for kids.** Members expressed appreciation for the concepts of creating a skating pond and a mining tower installation, especially if it were climbable. In general they supported creating opportunities for kids to play to make the Old Town a more desirable destination for families and especially locals.

## Transportation

The project team acknowledged that the proposed changes would lead to an overall reduction in parking in the Main Street area, and recommended a number of strategies to ensure people can continue to easily access Main Street, including: a regional transit facility with substantial parking and workforce housing, high-capacity transit solutions, and valet parking on Main Street.

#### **Feedback:**

- **Transportation and housing hub.** There was broad support for creating a regional transit facility with workforce housing and an attractive central space with abundant underground parking, so long as it has high-quality transit to the Old Town.
- **Transit performance criteria.** The committee recognizes that it is beyond the scope of this project to design a high-capacity transit system between the transportation and

housing hub and Main Street. However, they would like the project team to outline performance criteria that any such transit solution must meet, such as:

- Minimum capacity.
- Maximum travel times to Main Street.
- Reliability (avoiding traffic.)
- **Parking.** There were concerns about how people would access Main Street without abundant parking adjacent to the street. Participants did not reject the idea of reducing parking if strategies can be identified to enable people to get to the street quickly, easily, and in large numbers, such as a combination of a park and ride, transit lanes, rideshare, and valet parking. Participants underlined that they want to see clear numbers on how this would work. One emphasized that it is essential that accessing Main Street is not convoluted or confusing.
- **Transportation on Main Street.** Participants wanted to better understand people's transportation options once they reach Main Street, given that walking from one end of Main Street to the other is a fifteen minute walk, which may be difficult for some people. They would like to hear more about the potential to add more electric trolleys to the street and other potential solutions.
- **Transit station.** While participants support eliminating the large, concrete turning area for buses, they do want a transit station on Main Street, which should offer a "first class" experience for people arriving. It should offer a number of amenities:
  - A welcome centre, with information for tourists on what they can visit and how they can get around Main Street — especially during events.
  - Bathrooms and changing rooms.
  - Storage lockers.

## General comments

- **Bold proposals.** Three committee members expressed appreciation that the project puts forward large-scale, strategic ideas to improve the economic competitiveness of the street.
- **A data driven approach.** Participants appreciated the detailed economic analysis provided by Zion Public Finance of the proposed development and pedestrianization scenarios. Many in the room requested another meeting to allow them to interrogate the data more closely and to ask questions.
- **Heritage.** Participants expressed caution that the project team should not attempt to mimic other ski towns too closely, such as Whistler or Vail. Park City has much more authentic heritage value than these other cities, and it should continue to emphasize that heritage.
- **Winter planning & design.** Participants would like to see more concept images showing the designs in the winter time. In general, they would like the project team to focus on design for winter life.

- **Greenery and natural scenery.** A participant emphasized that nature is a core part of what attracts people to Park City, and more greenery and natural features should be implemented into both the new developments and any redesign of Main Street. Specifically, the developments around City Hall should feature Poison Creek — or a similar water feature — in the public space proposed in front of City hall.
- **Clarity on goals.** Another participant emphasized that we should clarify which actions are aimed at attracting locals or visitors, because often they have different needs and desires:
  - Locals often come to Main Street when it is not busy with visitors.
  - Family businesses and amenities are especially important for locals (though they are also important for visitors with families).

## Information participants requested for future meetings

Participants want greater clarity, details, or data on:

- How people and goods will get in and out of Main Street, including such issues as: rideshare parking, gallery pickup, and emergency access.
- How the proposals will achieve the goals of the Park City Sustainability Plan. Specifically, numbers were requested on how the project would impact carbon emissions and other issues.
- Whether a proposed high-end electronics store in the proposed developments could conflict with Park City’s chain store rules, and how to overcome such a barrier.
- The characteristics of failed versus successful pedestrian streets, and whether Park City has the necessary characteristics for success.
- What will be done with the new patios proposed on Main Street in the winter. Will they be left empty? Will some use heaters? Should they be permanent or disassembled in winter?
- How the rising costs of labor and other expenses impact the viability of the “Do Nothing” option compared with the other development scenarios.
- The value of workforce housing versus structured parking.