

# Main Street Area Plan Meeting

Monday, September 9, 2024

9:00 AM

Park City Council Chambers

Present: Lee Johnson, Ryan Dickey, Mayor Nann Worel, Jenny Diersen, Tim Sanderson, John Robertson, Ron Wedig, Rob Sargent, Heleena Sideris, Casey Crawford, Emma Prysunka, Emerson Olivera, Maren Mullin, Myles Rademan, and Jennifer Wesselhoff.

Online: Tristan Cleveland, Becky Gutknecht, Philip Adams, Brent Crowther, Mitchell Reardon, Alex Roy, Steven Dennis

Absent: Kathy Pederson and Randy Scott

Jenny Diersen began the meeting at 9:01 AM. This is the 4<sup>th</sup> MSAP meeting.

Mayor Worel began by thanking the committee for all the time and work that they are putting in as did Council Member Ryan Dickey.

Lee Johnson began with the Phase 1 Waterline Replacement Data results. Surprisingly, the analysis showed that the replacement project had little negative impact on sales numbers

Snowmelt: The most innovative idea would be to have an off-site location where waste and deliveries would happen and then some of the deliveries would transport to the store on Main Street which would help get trucks off Main Street. This would also cut down on the trash issues in Old Town.

On October 10, possibilities for snowmelt technology will be presented to City Council by Luke Cartin and that staff report will be shared with this committee.

Car-Lite Option Plan B for Main Street: On street parking, travel lane going north, a buffer separating a transit lane, in ground drainage to capture run-off, wide sidewalks with street furniture and snow. Tristan added that Quebec made their main street car-lite. They allow cars on main street until 11 am and at certain times of the year and businesses have been very supportive. Galleries were concerned about visibility but there are methods to maximize visibility in designs. Quebec City also hosts special events to draw attention to their galleries, in part to ensure that all businesses have a stake in the investments in their streets.

Feedback and Discussion on Plan B Car-lite Option:

- Love the one level on Main Street, cars coming down, transit up and some parking;
- This gives flexibility to phase in;
- If we do nothing, business is going to go down;
- We need to address Main Street for the future;
- Still need to address employee parking;
- This is a good compromise with what we learned.

- No topiaries in the public spaces.
- Others can't support it if it is an impediment for businesses. They have to have parking on Main Street.
- Likes the curbside sidewalks and the flexibility it offers with unloading/loading areas between planters.
- Given the concern over parking, the option with only 25 spots would be too hard for people to accept. Transportation has to work for Main Street.
- This is visually fantastic, timeless.
- Please consider switching the side of the street with the wide sidewalk, because the other side of the street receives more sunshine in winter.
- Could there be other considerations for parking nearby?
- Firepits and more interactive ideas are cool.

Gondola: The design team proposed going over the hill because going up Deer Valley Drive to the Flagpole lot isn't viable. Option would be to go to the Brew Pub lot or stop at the Sandridge lot.

Comments about the gondola:

- There is support for the gondola, and a parking garage there with the ice rink on top.
- The Committee did not support a Sandridge Lot station, because it would be too disconnected from Main Street.

Brew Pub lot: The proposed design includes a new building with bathrooms, refreshments in the back, ice skating, mining tower, sledding hill, and using the snow from the streets and putting ice bricks on the snowpack for a natural slide.

Comments about the brew pub lot:

- Having a public place there is great but keep the parking underneath,
- loves the ice-skating rink idea but the snow would be too dirty to use for sledding.

Public spaces on Main Street:

- **9<sup>th</sup> Street** community centered park: The focus here is on nature spaces since there is a conservation easement there; Dog park or playground, café, washrooms, seating, flexible space.
- **Miner's Park**: curb extension out front, move the miner's cart up with the statue, enhance the grandstand and add seating, play area, climbing features, renovate washrooms, maintaining the greenery

Comments: Wishes the ideas were bolder as it is similar to what is already there, it is the only park in the middle of Main Street. Jumbotron? Let's bring the mine shaft up and use that. Doesn't love the style of play structure. The mine shaft is currently sealed, and they can be huge liabilities. Vail has the best play structures with different themes and the community really owned and created those designs. The location of the bathrooms was deliberately put in the back.

- **Post Office** – not all the building is historic and it was removed from the National Historic Register, but it is still in Park City’s Historic Inventory, and it is part of Main Street which is historic. Idea posed to amend the registration and invest to restore the smaller building. Still could have the public square there with café, bathrooms, etc. Or move the public space to the top of the building but that would reduce the connection to Main Street, and it would be less active potentially.

Comments: Love this idea of repurposing it to look like it used to but don’t remove the post office from Main Street, get rid of the building because you lose so much of the space for the public gathering space with it and it has lost its significance. Concern about losing the historic nature of Main Street of the PO building; some are interested in getting rid of the post office

#### **Priorities:**

- Gondola with parking underneath at the Brew Pub Lot
- Miner’s Park – more bold action; more interactive, and there is something to do every month of the year. Reference was made to the 2016-2017 concepts – waterfall, jumbotron; fixed sitting features, shaded stage should stay, get rid of the non-native trees but keep native trees
- Post Office – 1<sup>st</sup> option preferred with the renovation of the historic space with the public space, or the tiered seating and put the public space on top of the building.
- 9<sup>th</sup> street: No dog park but ice sculptures, the winter wonderland theme (without topiary), ice caves you can go into.
- Car lite street: Start with the parks, and Swede Alley improvements and then the car lite option in a later phase; seasonality and flexibility

#### **Future meetings:**

One more committee meeting before public outreach occurs. Stay tuned for next meeting dates.

# Summary Notes DRAFT

## Park City Advisory Committee Meeting

Sept. 9, 2024

At its August 14 meeting, The Advisory Committee decided it would like the Design Team to further iterate the car-lite concept. The Committee therefore met again on September 9th to see the new designs and discuss the concept further. It was also an opportunity to seek feedback on public space proposals and other issues.

## Main Street Redesign Scenarios

The project team presented two options for a car-lite redesign of Main Street:

- One with 25 parking spaces and a major emphasis on large sidewalks for public amenities.
- One with 80 parking spaces and relatively less sidewalk space.

Otherwise, the two options had many features in common. Both designs had:

- No grade separation between the sidewalk and traffic lanes, so that it would be easier to close the street to traffic during events or busy times of the year. Curbless streets also help convey a sense of pedestrian priority for an area.
- One general traffic lane going downhill, and one transit lane for small trolley circulators traveling uphill.
- Much more sidewalk and amenity space.



A rendering of a car-lite design concept for Main Street.

The committee previously recommended that the street's current trolley be replaced with 4-to-8 smaller circulators, so that people never have to wait long before the next one arrives. (Ideally, these vehicles will be autonomous to make this option more cost-effective.) The proposed design concepts for Main Street include a dedicated lane for the circulator traveling uphill, because transit is more useful for people walking uphill. The circulator would come downhill in a mixed-traffic lane.

## Overall Feedback

**Option 1.** No one on the committee supported option 1, which had 25 parking spaces. One member described it as a “bitter pill to swallow.”

**Option 2.** Five of the six committee members present voted in favor of implementing Option 2. The committee's two council liaisons, Mayor Nann and Councillor Dickey, did not vote. Committee members cited the following reasons:

- Members appreciate that the design is “flexible,” making it possible to close the streets to traffic during events or the busiest time of year, while enabling traffic to flow otherwise.
- One liked the aesthetic feel of the design, calling it “visually fantastic.”
- Another liked the idea of maintaining a modest amount of traffic on the street, because it can “help bring life to the street.”
- A third cited research that suggests that younger generations prefer to rely less on their cars. This committee member argued it is important to design the street to appeal not only to today's customers, but “to customers in 20 years.”

The committee member who opposed the redesign expressed concerns around losing parking, and the risk that fewer people will want to come to the street. This member supports smaller changes that would not impact parking, such as sidewalk bump-outs.

## Traffic & Sidewalk Orientation

### **Position of the wider sidewalk**

Committee members requested that the wider sidewalk be moved to the other side of the street (the eastern side), because it receives more sunlight in the afternoon. Visitors value the sun during winter, when Park City is busiest. Also, the sun helps melt the snow.

Project team members noted that to make the sidewalk wider on the eastern side, it would be necessary to switch the parking spots to the opposite side, which means that the traffic and circulator lanes would need to switch direction as well.

## **Parking position**

Committee members recommended switching the parking to the other side for another reason: businesses on the eastern side of the street can use Swede Alley for loading, whereas businesses on the western side do not back onto an alleyway.

## **Traffic direction**

A committee member noted that gallery owners prefer if cars travel uphill, so that drivers can stop and shop while entering the street. Other committee members echoed this preference. The project team is currently analyzing the potential to switch the direction of traffic.

## **Parking**

Committee members report that business owners express concern about losing parking spots, and that this is the “number one” concern they hear. One member worries that people won’t come to Main Street if they hear “they reduced parking.”

Another noted that Main Street’s structured parking lots are often under-capacity even during the busiest days of the year. This suggests that the street’s primary challenge may not be the absolute number of parking spots, but how convenient they are to use.

### **Parking Solution 1: Valet Parking**

A committee member suggested that valet parking could help address the issue that drivers circulate on Main Street searching for spots, even while nearby parking structures are underutilized. Valet drivers would make it convenient for people to drop off their car and let someone else park it in the structure. The solution would also help the city to make full use of its parking structures (which, in the design proposals, will be located underground, under the developments). Committee members expect that people will be happy to pay a higher price for parking if they do not need to look for parking.

### **Parking Solution 2: Park n’ Ride**

A committee member noted that the parking is most used on days when most visitors are traveling from Salt Lake City. If high-quality transit enables people to travel from the park n’ ride without getting stuck in traffic — such as with a gondola or bus lanes — it could enable Salt Lake City visitors to reach Main Street faster than they can by car. A park n’ ride would therefore help “balance the risks” of reducing parking spots on the street.

## **Employee parking**

Committee members requested clarity on where employee parking will be located. They underlined that they do not want the street’s redesign to make it more challenging to attract employees. A park n’ ride will likely play a major role in addressing this issue as well.

## Sequencing

A few committee members said it is important to implement some actions before others. Specifically, they recommended:

- First make public space improvements, as this is “low-hanging fruit.”
- Then focus on implementing development and transportation improvements.
- Then redesign Main Street.

Committee members prefer this approach because it ensures that parking spots will not be removed from the street before the transportation solutions offer people alternative options to get to Main Street, and the developments provide more local customers. One member also asked that the decision on redesigning Main Street be delayed to a later time. City staff emphasized, however, that Council has requested a clear set of recommendations for the future of Main Street as part of this project.

## Distinct Business needs

Committee members requested that the street design reflect the distinct needs of various businesses on the street, because not all want the same things in front of their shop. A gallery owner identified the following needs for galleries:

- A parking space to load and unload art.
- No trees, art, or festival booths that would reduce the visibility of the gallery.

Other business owners said they do not want parking spots in front of their business, and instead would like space for people to sit down. “There’s nowhere to go to stop and drink nearby,” says a café owner.

One challenge is that there is a need to pile snow somewhere on the street. (The project team proposes to have heated snow storage spots that will melt the snow). Committee members say no business owner will want these snow storage facilities in front of their businesses. It will be important to position them to minimize their impact on businesses.

## Amenities

Committee members emphasized the need to use the extra sidewalk space to create attractions that will encourage people to spend more time on the street. One member notes that often, people travel to the street to visit a specific store and then leave. To maximize the value of customers, it is important to inspire them to peruse the rest of the street. Another business owner says it’s crucial to get people to stay at least three hours, because this increases the amount they spend on food and other goods. Members request a series of amenities on the street that will attract people up and down the street.

# Gondola

The design team presented various options for the location of a Deer-Valley gondola station:

- **The Brew Pub Lot.** This option would create a more direct connection with Main Street. However, it would also pass over a few homes. It will be necessary to secure air rights from these homes.
- **Sandridge Lot.** A gondola station in the Sandridge parking lots would remove the need for the gondola to pass directly over homes. However, it would provide a less direct connection to Main Street. The existing stairway would not offer sufficient capacity, and there is likely insufficient space to provide an ADA compliant connection to Main Street without demolishing homes. Alternatively, it would be possible to provide a walking connection that travels north around houses to reach Swede Alley. However, people following this path would need to walk roughly 1,100 feet to reach Main Street.

The committee expressed strong, unanimous support for Option 1, and asked that the design team proceed with developing a concept for that option. The Mayor emphasized that she would not support a concept that involves condemning property.

## Gondola as transportation

Committee members wondered how useful a gondola would be from a transportation perspective. The design team reported that it offers a capacity of roughly 2000 people per hour, which is substantial. However, the Advisory Committee requested estimates on how many people would be likely to use it.

Another member asked if we considered an alternate gondola route along Deer Valley Drive. The 2021 [Emergent Disruptors Study](#) recommended against this option unless it is part of a larger network. City staff advised that this route would be far less feasible than the Brew Pub Lot connection because it would need to change directions multiple times to avoid homes.

## Needed: A larger transportation analysis

Committee members expressed that it was strange to focus on the gondola connection to Deer Valley without addressing how a gondola — or another transit solution — could connect to Route 248 and to a potential park n' ride. The design team noted that Park City staff are pursuing these options in other, simultaneous studies. Nonetheless, Committee Members emphasized that the Main Street proposals would be stronger if combined with a complete transportation plan.



# Public Spaces

## Brew Pub

The design team presented a high-level concept for the future of the Brew Pub, including a sledding hill, ice skating area, underground parking, a building with restrooms and other amenities, and potentially a gondola station.

Committee members asked the design team to prioritize the gondola station concept over the skating rink, if there is a need to choose between them. They emphasized that a gondola is a “family amenity” that offers recreation value: “People love riding the gondola.”

Committee members also made the following requests:

- Make it a “functional plaza” in summer with lots of “Activation.”
- Family activities would be valuable.
- Skating and rollerblading are desirable options.
- Do keep the underground parking.
- Focus on Brew Pub 1st (context? Higher priority?)

Committee members were less enthusiastic about a sledding hill concept, and rejected the idea of using snow from the street.

## Post Office & the proposed Public Square

In previous meetings, the design team proposed demolishing the post office to create a public square, and creating a new, smaller post office in a new grocery store. The new post office would not have a letter sorting function, which would help reduce truck traffic in Old Town. Postal representatives have expressed that they would support closing the location in the past.

The committee largely supported this idea, but there have been concerns about the impact of this decision on heritage. The design team has also learned that only a small section of the current post office is the original 1921 building. Much of the building is from a 1965-1975 addition, which undermined the heritage value of the original building.

The design team presented the committee with three options:

- **Option 1.** Demolish the post office and create a public square, as was initially proposed.
- **Option 2.** Restore the initial 1921 building and demolish the addition to create a public square. In this option, the original building would become an amenity space, with restrooms and potentially small businesses. This option would also expose a mural on a neighboring building, which could also be restored.

- **Option 3.** Create a public space on top of the post office building. Create tiered seating from this public space to Swede Alley.

The committee unanimously supported focusing on options 1 or 2, but were somewhat divided on which of these remaining options to choose. Some expressed support for maintaining the heritage of the 1921 building. However, others advocated for removing the building completely: under the argument that its heritage value has already been lost, and that maintaining the building would undermine the potential to create a cohesive public square.

Committee members also offered the following input:

- One business owner opposed the idea of subsidizing businesses inside the 1921 building, arguing that any business there should be owned by Park City, so that any revenues can benefit the community.
- A few members opposed food trucks in the public square, because, the members argue, they compete unfairly with brick-and-mortar restaurants.
- Members emphasized that they do want to keep the post office somewhere in Old Town. They support the idea of locating it inside the new grocery store, but would also support keeping it inside the 1921 building. They are, however, happy to eliminate its current letter-sorting function.

The committee was uncertain on whether it was desirable to propose the two options to the public.

## Miner's Park

The design team proposed a design concept that would include: a natural playground, a new restroom building, an improved seating area, and a more prominent position for a piece of mining equipment that is now in the park.

The committee unanimously requested bolder designs. In particular, they requested designs that would highlight heritage, but that would also incorporate lights and technology. They suggested it could have interactive historic features. In general, they asked that the design focus not only on attracting kids, but on giving adults reasons to go there. They also asked that the design team draw more on the existing 2017 plans for the park.

Committee members supported giving the mining equipment a more prominent position. They supported having a playground, but asked that it better resemble a mineshaft. One asked if the restrooms could be made more visible, such as by positioning it closer to the street, or putting up better signage. They also asked that the design include a shaded stage.

## 9th Street Park

The design team noted that design options are limited for 9th Street Park because half the site has a conservation easement that limits it to land uses that highlight the natural environment. The team proposed a design concept that would include: a dog park or playground, a building with restrooms, sculpted ferns (i.e., topiary), and pillars marking a gateway to Main Street.

Committee members unanimously rejected the idea of a dog park, and most supported a playground. They requested:

- A water feature for the summertime that would also be attractive in winter.
- Ice sculptures & ice caves.

Members requested that it feel functional and like it is meant for the community. They requested that it not feel excessively “quirky or cute.”

## Need for change

Committee members underlined the need for change. They report that:

- Visitation has declined the last two years. No business on main street is “thriving.”
- Deer Valley is making major investments and has secured high-end luxury retailers. If Main Street does not invest, it will fall behind.
- Main Street is “a deteriorating asset.” Walkability on the street is a problem: sidewalks are too narrow and do not meet accessibility standards, leading to a subpar experience. “The status quo will be an impediment to businesses,” a member said.

The committee requested that the project team work on an “elevator pitch” that simply and powerfully articulates the motivation for this project. The public, they say, needs greater clarity on “why.”

## Next steps

- The Committee agreed they want one more meeting before public consultation.
- The City and consultants will identify next steps and report back on the public outreach plan.
- The design team will develop communication documents to better explain the project.
- The design team will investigate potential transportation options, and model their impacts on travel time and visitors.