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2 **Main Street Area Planning Minutes**

3 Date: Monday, September 30, 2024

4 Time: 9:00 a.m. to 10:00 a.m.

5 Location: City Hall - City Council Chambers (first floor)

6 In-person attendance is strongly preferred. The meeting will be recorded via zoom.

7
8 **Minutes**

9 **Overview and Recap**

10 Jenny stated that today's meeting will focus on reviewing the discussions from the previous
11 meeting and confirming where the majority of the committee stands on the items in today's
12 agenda and various topics. She noted that staff and consultants have been working extensively
13 behind the scenes. Jenny also introduced Matt Lee, the Economic Development Project
14 Manager.

15
16 Erik explained that there's a regional evolution underway, with major developments on the
17 outskirts of Park City that will increase competition for Main Street's workforce and revenue.
18 While visitation to Main Street has been declining, its revenue has remained stable. This is due
19 to an increase in dollars spent per visitor, which is beneficial for the business district. However,
20 recent inflation has contributed to this trend, and as inflation slows, the incremental growth in
21 revenue per visitor is also tapering off. To maintain stable revenue, more visitors will be needed.

22
23 Erik noted that Deer Valley has traditionally played a dominant role in Park City's economy. In
24 2009, Deer Valley and Main Street were on par with one another. Over time, however, the rise
25 of online retail—now one of the top revenue sources in the City—has shifted the economic
26 landscape. Based on 2022 data, Erik predicts that Deer Valley will return to the top spot for
27 revenue generation, with online retail in second place, though fall 2023 data will need to be
28 reviewed for confirmation.

29
30 Erik, taking all this information into account, asked the committee what key issues they would
31 like to address. The team emphasized choke points such as transportation in and out of the
32 district. Emerson raised concerns about worker access and ensuring an easy commute. Another
33 point highlighted was the underutilized space in Old Town, particularly parking areas, as well as
34 the desire to sustain business activity year-round.

35
36 Additionally, there was concern about attracting more kid-friendly and family-oriented
37 businesses and activities to encourage longer stays.

38
39 Erik discussed strategies to address the key points raised, with support expressed for the large-
40 scale development program on Swede Alley. Another proposal involves finding a way to connect
41 Deer Valley and Main Street by constructing a gondola. There was also acknowledgment of
42 mixed feedback regarding the Main Street right-of-way, specifically the idea of an enhanced
43 roadway surface that would accommodate a circulator, feature one-way traffic, and provide
44 parking on the side. While some committee members are not in favor, the majority supports the
45 concept, as illustrated by Brent and his team.

46

47 There is a need to enhance mass transit and its access points, which is a key result of the
48 development program. The plan addresses circulation, ensuring that mass transit and traffic
49 flow on Main Street operate together.

50

51 Committee Recommendations

52 Erik has updated the imagery as requested to include more snow, and the City also asked for
53 sloped rooftops to be added. While there are no major changes, these updates reflect small but
54 important details to the concept.

- 55 • Flagpole & North Marsac

56 The area around Flagpole will feature structured parking that replaces all the existing
57 parking. Additionally, a Transit Center will be located underneath the hotel, which will
58 also include retail space, similar to retail promenade. This design allows transit riders easy
59 access into the "new town square" near City Hall, creating a more integrated and
60 accessible space.

61

62 The goal for the Flagpole lot is to avoid creating new curb cuts, enhance the transit
63 center, and provide efficient access for shuttles to pick up and drop off passengers. The
64 plan also aims to ensure smooth traffic flow in and out of the area, optimizing street
65 access as efficiently as possible.

66

- 67 • Post Office Options

68 There are two concepts being considered: one involves creating an open plaza, while the
69 other focuses on preserving the historic section of the Post Office. The programming will
70 require a collective district vision, with input from stakeholders, including HPCA, to
71 determine the best use of the space.

72

73 Additionally, there are historic murals on the south side of the Post Office, and part of the
74 project will involve reaching out to the landowner to discuss preserving these murals.

75

76 Ryan asked how the mural was discovered, to which Erik responded that it had been
77 identified through other imagery and documents.

78

- 79 • China Bridge

80 The goal for the China Bridge Parking Structure includes adding a hotel, mixed-use
81 commercial development, and some market-rate housing. A key concept in this section is
82 the inclusion of a grocery store, which aims to encourage both visitors and locals to stay
83 longer and circulate through the area, enhancing the overall experience. Another option
84 is relocating the Post office into this development.

85

86 The proposal includes expanding the liquor store and discussing other retail concepts.
87 The purpose of incorporating these retail ideas is to enhance the district without
88 negatively impacting existing businesses. These retail sectors were suggested because
89 Main Street currently lacks some of these types of businesses.

90

- 91 • Brew Pub Lot

92 The Brew Pub Lot features an updated rendering that includes the gondola. The proposed
93 path is designed to minimize the impact on private properties. Deer Valley customers are
94 among the top visitors to Main Street, and the gondola connection would serve as a vital
95 link from US40 Wasatch County over the hill to Main Street, helping to attract more
96 visitors.

97

98 Additionally, an ice rink with a rental shop has been proposed as part of a family-friendly
99 business activity; giving the top of the street more vibrant.

100
101 Ryan inquired whether the tower element would be removed with the addition of the
102 gondola. Mark from Happy Cities responded that the tower and gondola elements could
103 be integrated together.

104
105 • Main Street

106 Improvements to the Main Street roadway were discussed, which require significant
107 research and have received limited unanimous support. Staff is working on various
108 options. The committee proposed an eight-spot configuration for parking on Main Street.
109 This plan would result in a loss of parking spots on Main Street, approximately 40 spaces,
110 but would add more parking on Swede Alley.

111
112 • Sandridge

113 The proposal includes affordable housing in the form of townhomes, as most existing
114 housing in the area consists of single-family residences or similar types. This presents a
115 valuable opportunity for the managers that works on Main Street to have a place to live.

116
117 • Transportation Dependencies

118 Jenny emphasized the importance of emergency access and snow management. She and
119 the team have been collaborating with the Police Department, Fire Department,
120 emergency management team, and Public Works teams to address these concerns
121 effectively.

122
123 Luke Cartin, the Environmental Sustainability Manager, has a plan to present to the
124 Council in October regarding heating sources and snow melt. The staff report will be sent
125 out to the committee once it is available.

126
127 Residential protection and mitigation are crucial for reducing traffic impacts during peak
128 days and ensuring efficient emergency services. There is also a focus on creating seasonal
129 and flexible street usage based on seasonal changes, programming, and economic shifts,
130 accommodating both peak tourist seasons and local needs.

131
132 A Park-and-Ride system is essential for better connectivity with events and resorts. While
133 Richardson Flats has been utilized, there is potential to use Gordo for quicker access,
134 creating a regional gateway at the intersection of US 40 and 248 with transit access for
135 Heber City and the Kamas Valley.

136
137 In discussions with the Transit Director, the recommendation includes 10-minute shuttle
138 services, bus rapid transit lanes, and the ReCreate 248 project. A new road near China
139 Bridge will help improve circulation and protect residents in Upper Main. Additionally,
140 centralized delivery and waste management systems are being explored to revolutionize
141 operations, though further research is required.

142
143 The gondola connection between Deer Valley and Main Street will serve as the central
144 link between the two ski resorts, enhancing accessibility for both visitors and locals. The
145 team is also working on related aspects such as hotel shuttles, taxis, TNC services, Main
146 Street parking and circulation, as well as the Main Street Circulator, bike and ski storage,
147 parking and valet services, and employee benefits.

148

149 Jenny emphasized that the bullet points reflect the current focus of the staff's work. If the
150 committee has any additional ideas or items to consider, they should let the team know.

151

152 Erik added that these bullet points will be accompanied by modeling and visuals to provide
153 better clarity. He will provide maps as they become available and noted that the team will bring
154 forward specific proposals that align with Park City's current needs. The visuals will help the
155 committee better grasp the concepts being proposed.

156

157 Ryan followed up on Jenny's point by noting that historically, Main Street has prioritized visitor
158 parking over employee parking. Now, both visitor and employee parking are equally important.
159 With the possibility of utilizing the Gordo Park-n-Ride, there's a potential solution to avoid
160 replacing Flagpole parking with employee parking, ensuring visitor spaces aren't lost.

161

162 Emerson added that the connection between guests and employees has shifted since COVID, as
163 staffing shortages made it difficult to find employees. Now, with improved wages and
164 accessibility, staffing has leveled off. Emerson mentioned that his staff uses the Town Lift paid
165 parking with a discount, and they've communicated that they don't mind paying for parking if
166 they can find a space. He emphasized the importance of educating and encouraging the
167 workforce to use free transit services, especially as transit becomes more efficient. This would
168 make commuting to work easier without the concern of parking and associated costs.

169

170 Phasing Proposal

171 Jenny explained that the committee wants to implement phasing proposals, starting with public
172 space improvements.

- 173 • Phase 1 (ASAP): Prioritize Miner's Park and Ninth Street, while Central Square depends on
174 whether the post office is demolished or restored, and the Brew Pub Plaza will depend on
175 the potential construction of a gondola.
- 176 • Phase 2 (3-5 years): Focus on transportation investments, including Park & Ride
177 developments, as well as improvements to Swede Alley and the Sandridge area.
- 178 • Phase 3 (5-8 years): The Main Street redesign, which will depend on new developments
179 and transportation improvements.

180

181 Erik added that when redeveloping the Swede Alley sites, the approach should aim for the least
182 negative impact. The plan is to focus on the Flagpole and North Marsac sites first. By keeping
183 China Bridge in place, parking losses will be minimized. The idea is to build a new Transit Center
184 in the Flagpole area, which will result in a temporary loss of 50 spots, but new parking will be
185 added underneath the hotel.

186

187 Regarding the China Bridge section, the easiest approach is to first demolish the old garage
188 while keeping the "new" China Bridge intact. Work will then proceed on the southern section,
189 with the "new" China Bridge being the last area to undergo redevelopment.

190

191 The team is aiming to present a general circulation plan and highlight key priorities for these
192 assets to both the committee and the Council. The goal is to outline how the district should
193 operate while incorporating the needs of the City.

194

195 Erik added that the designs for public space improvements could be budgeted for the 2025
196 fiscal year. This approach would align well with the City's financial planning, allowing for the
197 allocation of funds and the proposal of specific locations that fit within the budget.

198

199 Next Steps

200 Jenny outlined the next steps, starting with Council liaisons initiating check-ins with major
201 stakeholders like the Chamber and HPCA. Following this, there will be a Council update and
202 work sessions on October 24th. Afterward, public community engagement sessions will be held,
203 with both morning and evening options to accommodate different schedules. The process will
204 conclude with a final meeting to review community feedback and finalize recommendations.
205 The final recommendations, including public input, will be presented to City Council on
206 December 19th.

207

208 Community Engagement Opportunities

209 There is a dedicated website that offers regular updates, minutes, and slides from each meeting.
210 It includes contact information for Council liaisons and staff, as well as a list of committee
211 members for public access. The committee is encouraged to share this website with the
212 community to promote transparency and engagement.

213

214 Ryan emphasized the importance of committee attendance at the community engagement
215 meetings, stating that it is more impactful and citizen-driven when committee members are
216 present.

217

218 Final Questions/Comments

219 Emerson suggested that the committee reach an agreement on how to present the project to
220 the community. In response, Jenny recommended creating a cheat sheet with talking points and
221 key ideas to guide the discussion and questions that the public may ask.

222

223 Erik asked Emerson if there is support for an upgrade to the Town Lift. Emerson responded that
224 user numbers have increased during the winter season, and an upgrade would be beneficial. He
225 noted that a quicker lift would result in shorter lines and enhance the overall attraction to Main
226 Street. Additionally, a connection between lifts would create a better experience for users.

227

228 Upcoming Meetings & Important Dates: **MSAP Committee Member attendance required*

229

230 *Thursday, November 7, 3:30 PM: Main Street Area Plan Work Session with City Council

231 *Tuesday, November 12, morning and evening: Community Input Listening Sessions

232 *Thursday, November 14, 9:00 AM-11:00 AM Main Street Area Plan Meeting #6

233 Thursday, November 21; 5:30 p.m.: Staff Communication Report to City Council (November 4
234 Recap)

235 *Thursday, December 19; evening time TBD: Main Street Area Plan Discussion, Old Business
236 with Public Input

237

238 Attachments & Links:

239 [Main Street Area Plan Website](#)

240

241 Contacts for Questions/Coordination:

242 Matthew Lee: 435.731.6375 / matthew.lee@parkcity.org

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