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2 **Main Street Area Plan HPCA Board Meeting Minutes**

3 Date: Tuesday, October 8, 2024

4 Time: 2:30 p.m. to 3:30 p.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 and Erik provided an overview of the Council's guidance and the Main Street Committee.  
11 Many committee members are Main Street business owners and Old Town residents. The Mayor  
12 and Ryan Dickey have been liasons to the committee. While the project officially launched in  
13 December 2023, it had already begun by September of that year.

14  
15 The Council's key goals include:

- 16 - Preserving the character of Park City's most unique assets
- 17 - Developing systemic infrastructure and improving transportation access
- 18 - Enhancing residents' quality of life by reducing vehicle impacts
- 19 - Stabilizing access for the workforce, which is essential for business success
- 20 - Boosting economic vibrancy within Park City's historic commercial core.

21  
22 Ryan added that this project is driven by the committee and it is all organic work with the  
23 support of the consultants.

24  
25 Erik stated that one of the concerns was about regional revolution and its taking shape and how  
26 it relates to Park City. He states the answer on the economic side is that Park City is facing  
27 competition in the revenue and workforce. As the Wasatch Front is growing and developing  
28 they are driving for your customers, not saying that Park City is in danger that just confirms the  
29 competition that is going on.

30  
31 Ginger asked about the studies on SLC and Heber, when considering these areas are these  
32 locations supposed to show that these places are taking away from Park City?

33 Erik stated that the slide doesn't show a rigorous data analysis, just a coalitive trend that has  
34 been observed. What Erik is explaining is that the regional changes are increasing competition  
35 in every aspect of the local economy.

36  
37 Ryan added that the Council's goal is to preserve the character of Main Street. While there are  
38 discussions about development, the historic character of Main Street will remain unchanged.

39  
40 Erik explained that the City uses phone data, through a subscription service, to model how  
41 many people pass through Main Street on any given day based on cellphone location services.  
42 Over the years, the data revealed that while Main Street visitation decreased in 2020, revenue  
43 continued to rise, indicating that the value per visitor was increasing. Erik suggested that this  
44 trend was largely due to inflation, and now that inflation is stabilizing, the revenue per visitor is  
45 flattening as well. Assuming this trend continues,if visitor numbers continue to decline, then  
46 revenue will decrease, which should be considered when planning for the future dynamics of  
47 Main Street.  
48

49 Erik emphasized the importance of understanding how people move through the City’s major  
50 areas, including three key economic centers: the Park City Mountain Region, Deer Valley Region,  
51 and Main Street Region. By analyzing where visitors come from and where they go, the City can  
52 gain better insights into who Main Street’s customers are. The largest group of visitors comes  
53 from the Deer Valley area, which includes not only the resort but the entire region from Snow  
54 Park to Bonanza Flats. Main Street is the top destination once visitors leave the resort and vice  
55 versa, and these high-value customers are typically from out of state.

56  
57 Erik explained the profile of the typical visitor, based on data, showing that they are generally  
58 high-earning college graduates with families. The largest single age group among visitors is 5-15-  
59 year-olds. While kids aren't the primary spenders, they make up a significant portion of the  
60 visitor volume. Because of this, Erik suggested the idea of creating accommodations or activities  
61 to keep kids engaged, as it presents a valuable business opportunity. Keeping kids entertained  
62 helps retain families in the core areas, encouraging them to stay longer and return in the future.

63  
64 Erik addressed the question of whether visitors matter, affirming that they do. While visitation  
65 comes with certain costs, visitors help lower the cost of services for residents by contributing to  
66 the local economy. He also gave a brief reminder of how daily visitation impacts residents,  
67 noting that while it supports services, it can also affect traffic, infrastructure, and overall  
68 community dynamics, which need to be balanced.

69  
70 Erik emphasized that parking transaction volume in the district isn’t a strong indicator of daily  
71 revenue. Revenue peaks at around 1,000 parking transactions per day. For instance, with 10  
72 parking spots and 20 visitors, the turnover rate can reach 200%.

73  
74 During the winter, an increase in parking transactions doesn’t necessarily lead to more revenue  
75 because an increase in transactions indicates less time spent in the district per visitor. The most  
76 valuable customers are those who spend a significant amount of money and stay for extended  
77 periods, helping to support businesses along the street. In contrast, during the summer, a  
78 higher volume of transactions does contribute to greater revenue due to increased visitor  
79 numbers. Efficient turnover remains essential, particularly during the shoulder seasons.

80  
81 The Committee has proposed removing 80 parking spots on Main Street and adding 40 spots on  
82 Swede Alley, resulting in a net reduction of 40 spots. Erik pointed out that studies show the  
83 district has 1,176 parking spots, and on peak days, 61 spots typically go unused. While losing 40  
84 spots is a reduction, the data suggests it's manageable, as it aligns with the average loss on a  
85 typical peak day.

86  
87 Ryan added that the transportation plan will address future expansions on routes 248 and 224,  
88 which currently don’t exist. Erik agreed, noting that these improvements will be part of the  
89 broader systemic enhancements to the transit system.

90  
91 There was also data collected during the Main Street Waterline Replacement project that ran  
92 from April 1 to June 30. Over the period, Businesses within the water line construction area  
93 outperformed 2023 over the construction period, while businesses on Lower Main (outside the  
94 construction area) underperformed.

95  
96 Committee Recommendations included;

- 97 ● Traffic Choke Points
  - 98 ○ It is often difficult for visitors & residents to access Main Street.
- 99 ● Worker Access

- 100 ○ Difficulty for businesses to acquire employees due to traffic & lack of affordable
- 101 housing
- 102 ● Day-long, year-round businesses
- 103 ○ There is a need for a non-cyclical business environment to sustain business
- 104 activity.
- 105 ● Underused Space
- 106 ○ Some of Old Town's most valuable land is used by low-value parking lots
- 107 ● Narrow sidewalks
- 108 ○ The Main Street's sidewalks are narrow and do not offer the experience locals or
- 109 visitors expect.
- 110 ● Reasons to Stay on Main Street
- 111 ○ Customers come and leave too quickly, due to a lack of activities and great public
- 112 spaces.
- 113 ● Activities for Locals and Families
- 114 ○ Main Street needs to offer more reasons to visit including for kids.
- 115 ● Authentic Business and Community
- 116 ○ Preserve the unique charm and historic Downtown. Create a place for locals to
- 117 gather and local businesses to thrive.
- 118

119 What is being proposed, is cohesive improvements to the Main Street area. Private investments  
 120 unlock public investments.

- 121
- 122 ● Sandridge
- 123 ○ Affordable/Employee Housing
- 124 ● China Bridge
- 125 ○ Grocery, Post Office, Upmarket Professional Hotel, Select Retail, Office and
- 126 Parking
- 127 ● U.S Postal Office Area
- 128 ○ Adaptive Reuse and Town Square
- 129 ● North Marsac & Flagpole
- 130 ○ High-end boutique, Hotel, Transit, and Parking
- 131 ● Deer Valley Drive
- 132 ○ Improved Mass Transit, and or Transit Priority Lanes
- 133 ● Brew Pub Lot
- 134 ○ Parking, Shuttle Drop, Gondola Connection to DV, Restrooms, Family Play
- 135 Amenities
- 136 ● Miner's Park
- 137 ○ Improved Restrooms, Play Features, Honor Heritage
- 138 ● Main Street Right of Way
- 139 ○ Curb-less & Widened Sidewalks, Frequent Transit Circulator, Care-life, Pedestrian
- 140 Friendly
- 141 ● 9<sup>th</sup> Street Park & Townlift Plaza
- 142 ○ Improved parking and restrooms on 9th Street and support for PCM Townlift
- 143 Gondola.
- 144
- 145

146 Erik outlined several potential proposals for Main Street and the surrounding areas, focusing on  
 147 enhancing functionality while preserving historical elements and improving both pedestrian and  
 148 vehicle access.

150 For Main Street, the proposal clarifies that it will not be strictly pedestrianized but designed to  
151 be pedestrian-friendly while allowing for transit, vehicles, and parking. There is flexibility to  
152 operate it as a pedestrian-only street if desired, though this is not required. The majority of  
153 participants support moving forward with this proposal, despite some differences of opinion.  
154

#### 155 Flagpole & North Marsac

156 The proposal for the Flagpole and North Marsac area includes a high-end hotel with office  
157 space, a transit entrance, and an underground parking structure. This development is intended  
158 to serve as a gateway for the community, enhance Main Street's business mix, and provide  
159 underground parking and valet service, with the capacity for up to 200 cars and the possibility  
160 for further expansion.

161

#### 162 Bob Wells & City Hall

163 Erik also discussed a potential project for the Bob Wells site and City Hall, which would include a  
164 Welcome Center, public plaza, event space, and the preservation of a historic wall. The concept  
165 aims to strengthen the connection between City Hall and Main Street, with features like a grand  
166 staircase and a water feature around the preserved historic wall. This proposal is designed to  
167 enhance access between Swede Alley and Main Street and create a central gathering point for  
168 Old Town.

169

170 Ryan emphasized that this proposal blends both residents and businesses, creating a  
171 community gathering space. During City Tours, the City often observes how other cities utilize  
172 gathering areas to enhance visitor experiences. This concept aims to serve a similar purpose,  
173 providing a communal space that encourages visitors to stay longer and engage with the area  
174 after completing their initial activities, fostering a stronger connection between residents,  
175 businesses, and visitors.

176

#### 177 Post Office Options

178 Jenny continued discussing the Post Office proposals, highlighting some of the research and  
179 follow-up that had been conducted. While many believed the entire post office to be historic, it  
180 turns out that only a portion of it holds historical significance. There are a few proposals under  
181 consideration: one suggests removing the entire post office, while the other focuses on  
182 restoring the historic portion of the building to preserve its character.

183

184 Erik asked the Historic Park City Alliance (HPCA) for feedback on what they envision for this  
185 space. He mentioned that the area could accommodate various small retail shops or pure public  
186 assets, though there is no specific proposal in place yet. Erik emphasized that the goal is not to  
187 create competition for existing businesses but rather to use the space in a way that enhances  
188 the overall atmosphere and vibrancy of the street and the community. This would be a valuable  
189 conversation to have with both the local businesses and the broader community.

190

191 Nann mentioned that a committee member suggested placing a liquor store in the available  
192 space, an idea that Erik liked. However, he pointed out that the challenge is the liquor store's  
193 need for more space, not less.

194

#### 195 China Bridge

196 Next, Erik discussed a potential vision for the future of China Bridge. The older portion of the  
197 China Bridge garage, has an estimated remaining lifespan of about 10 years, while the newer  
198 section is viable for a much longer period. The key question is whether this space should remain  
199 solely for parking or if it could serve other purposes. Erik presented a concept that includes  
200 several potential uses for the space, such as market-rate housing, a grocery store and post

201 office, radio and office spaces, a centralized waste and delivery system, retail, an expanded  
202 liquor store, and improvements to the Swede Alley roadway. These ideas aim to enhance the  
203 pedestrian experience along Swede Alley while utilizing the space more effectively for the  
204 community.

205 Brent and his team are considering design solutions to establish appropriate routes for the  
206 centralized waste and delivery system.

207

208 Erik pointed out that the remaining recommendations for this sector are based on an analysis of  
209 Main Street, which highlighted areas of underperformance within the City and tracked visitor  
210 movements after they left Main Street. Many visitors typically head to retail and grocery stores  
211 on Park Avenue before exiting the City. The aim is to create an additional interaction point for  
212 visitors and to provide a resource for residents; a small-scale grocery store would be a sensible  
213 fit for this space. This area would also incorporate the Post Office. Furthermore, a significant  
214 recommendation for the southern section of Swede Alley includes adding a middle-market  
215 hotel, similar to a Moxy hotel.

216

217 Regarding parking and public valet, Erik explained that implementing this will require relocating  
218 the existing retaining wall on China Bridge further back, closer to Marsac Avenue, and  
219 potentially adding one or two additional floors. Brent and his team have been working on this,  
220 and studies indicate that it is feasible, although it will involve more construction work.

221

#### 222 Brew Pub Lot

223 Erik mentioned that regarding the Brew Pub lot, they are aiming to honor some of the  
224 previously suggested ideas. The proposed implementation takes into account several vocal  
225 requests from committee members, particularly the desire for a gondola connection to Deer  
226 Valley, as many customers come from there. An efficient way to transport visitors between Deer  
227 Valley and Main Street would be highly beneficial. This gondola connection would traverse Royal  
228 Street to Snow Park, remaining entirely on Deer Valley and Park City land. Previous alignments  
229 considered routing to Deer Valley Drive and ending at the Transit Center, but this option lowers  
230 the probability of success.

231

232 The proposed concept includes structured parking underneath, with an ice sheet, bandstand,  
233 and restrooms on the upper level. During the off-winter seasons, the area could feature a splash  
234 pad or roller rink.

235

#### 236 Main Street

237 In the Main Street roadway concept, there are plans to enhance ADA accessibility using two  
238 techniques. The first involves creating a curbless street that accommodates multiple uses and  
239 helps mitigate vehicle speeds. The second technique proposes a transit circulator that would  
240 travel up and down the street in both directions. The vehicle being considered is a 10-passenger  
241 circulator with a low deck, designed for easy boarding and alighting, making it user-friendly. The  
242 plan includes operating about four to five circulators on the street.

243

244 This concept would involve sacrificing two-way car traffic and around 80 parking spots on Main  
245 Street. However, it would introduce additional green spaces, dining areas, and café spaces.

246

247 Regarding snow management, after consultations with the City's Public Works Department, the  
248 recommendation is to implement snow melt sites and consider a hybrid approach for physical  
249 removal. While the entire street will not be heated, the Public Works team will utilize existing  
250 infrastructure to collect and remove snow. Some of the snow will be transported to heated sites  
251 where it can melt and drain away.

252  
253 Erik mentioned that Troy, the Public Works Director, agreed that this concept would allow his  
254 team to provide a higher level of service by eliminating curbs and reducing the presence of cars.

### 255 256 Sandridge Lot

257 The Sandridge lot is proposed for affordable housing in the form of townhomes. There is a  
258 significant need for affordable housing for employees in the area, particularly targeting  
259 restaurant managers. The proposal includes approximately 30 affordable units, though this  
260 number may decrease if a gondola station is constructed on-site. The development will feature  
261 a variety of unit sizes and provide sufficient parking for residents, with access from Sandridge  
262 Street, all designed to fit the neighborhood context.

### 263 264 Transportation Dependencies

265 Jenny stressed the importance of emergency access and snow management. She and her team  
266 have been working closely with the Police Department, Fire Department, emergency  
267 management team, and Public Works to effectively address these issues.

268  
269 Protecting residents and mitigating traffic impacts during peak days are essential for ensuring  
270 efficient emergency services. There is also a focus on creating seasonal and flexible street usage  
271 that can adapt to changes in seasonality, programming, and economic conditions, catering to  
272 both peak tourist seasons and the needs of residents.

273  
274 Implementing a Park-and-Ride system is vital for enhancing connectivity to events and resorts.  
275 While Richardson Flats has been utilized for this purpose, there is an opportunity to utilize the  
276 Gordo area for quicker access, establishing a regional gateway at the intersection of US 40 and  
277 248, which would provide transit access to Heber City and the Kamas Valley.

278  
279 In discussions with the Transit Director, recommendations have been made for 10-minute  
280 shuttle services, bus rapid transit lanes, and the ReCreate 248 project. A new road near China  
281 Bridge will improve circulation and help protect residents in Upper Main. Furthermore,  
282 centralized delivery and waste management systems are being explored to optimize operations,  
283 although additional research is required.

284  
285 The proposed gondola connection between Deer Valley and Main Street will act as a key link  
286 between the two ski resorts, enhancing accessibility for both visitors and locals. The team is also  
287 addressing related aspects such as hotel shuttles, taxis, TNC services, parking and circulation on  
288 Main Street, the Main Street Circulator, bike and ski storage, valet services, and employee  
289 benefits.

290  
291 In previous discussions with HPCA, there was an emphasis on prioritizing guests for parking  
292 spots while allowing employees to park off-site. The current question for HPCA is what benefits  
293 they would like to see for their employees, particularly regarding closer parking options.

### 294 295 Phasing Proposal

296 Jenny explained that the committee wanted to implement phasing proposals, starting with  
297 public space improvements.

- 298 • Phase 1 (ASAP): Prioritize Miner’s Park and Ninth Street, while Central Square depends on  
299 whether the post office is demolished or restored, and the Brew Pub Plaza will depend on  
300 the potential construction of a gondola.
- 301 • Phase 2 (3-5 years): Focus on transportation investments, including Park & Ride  
302 developments, as well as improvements to Swede Alley and the Sandridge area.

- 303 • Phase 3 (5-8 years): The Main Street redesign, which will depend on new developments  
304 and transportation improvements.

305

306 Erik states that the hotel on north Marsac and Flagpole should happen sooner rather than later,  
307 this will boost visitation and create a funding strategy to get some of these other things done.  
308 Some of the projects can happen as soon as next year such as Miners Park, the restrooms can  
309 be renovated completely with other things to activate that space.

310

311 Ginger asked if the goal whatever the final product will be ready for the Olympics. Erik states  
312 that all the projects are on the timeline of being ready for the Olympics.

313 Mayor Nann states that it's important to remember what the City to look like in 2035 after the  
314 Olympics, this is how we want the City and community to look like.

315

316 Are there any plans for walkability near the south Swede Alley? Including the green space and  
317 using the creek. John states that some renderings were not shown but there will be  
318 improvements on sidewalks on Swede Alley from north to south on both sides.

319

320 Erik stated that there is a design that will show the sidewalks near Brew Pub and the committee  
321 has expressed to include a highlight opportunity for green space.

322

323 Ginger raised the topic of waste management, which has been an ongoing discussion. Jenny  
324 explained that the concepts being explored involve centralized waste and delivery management,  
325 similar to the systems implemented in Vail and Aspen. This approach would allow waste  
326 deliveries to occur at an off-site location, preventing them from obstructing the streets. A new  
327 system for deliveries and waste management is being developed, as the current waste  
328 management and delivery system on Main Street is not meeting needs.

329

330 Ginger expressed concern about the transition to a one-way street on Main Street a few years  
331 ago, noting that it created significant challenges for getting off Main Street. She suggested  
332 exploring alternative routes for exiting Main Street while maintaining the one-way system.  
333 While Ginger supports the idea of circulators, she expressed a preference for a historic-looking  
334 trolley. Additionally, she inquired about plans for affordable housing in Bonanza Park, to which  
335 Nann confirmed that there is currently an RFP in progress.

336

337 Jenny noted that the team will follow up in detail regarding the one-way street on Main Street.

338

### 339 Timeline

340 Jenny mentioned that there have been five committee meetings, and the team has been  
341 diligently collaborating with consultants and various staff members. She announced that there  
342 will be a Council update on October 24th, and on November 12th, a community engagement  
343 session will take place. This session will offer both morning and evening times to accommodate  
344 childcare needs and work schedules. The timeline for these updates and sessions aims to ensure  
345 ongoing communication and engagement with the community.

346

347 Will there be any discussion about how Swede Alley will be developed and the number of  
348 buildings proposed? It was clarified that this meeting is intended to gather feedback on which  
349 ideas are liked and which are not.

350

351 Jenny noted that the plans from 1998 took 25 years to fully implement, emphasizing that it will  
352 take time to realize these new developments.

353

354 Ginger encouraged attendees to share their thoughts, concerns, and questions, which can be  
355 addressed at the next HPCA board meeting.

356  
357 Monty found the presentation interesting but felt that some arguments regarding the impact of  
358 the Waterline project on businesses were somewhat unconvincing, as most people he spoke  
359 with reported significant declines in business. He asked whether the proposed hotel on the  
360 Flagpole lot is realistic, considering the amount of new lodging being developed, and inquired  
361 about the origin of the 40 parking spots on Swede Alley.

362  
363 Erik responded that the 40 spots would come from the space acquired near the Transit Center  
364 and offered to send the designs to Monty. He noted that the concerns about the Waterline  
365 project are based on data from local businesses and expressed confidence in the market's ability  
366 to absorb the new hotel. Although there is no specific data on the square footage of commercial  
367 real estate on Main Street, Erik pointed out that new condominium units typically sell quickly  
368 once they hit the market. He assured that investors are indeed interested in making the hotel a  
369 reality.

370  
371 Monty emphasized the importance of understanding how the phasing of these developments  
372 will impact local businesses.

373  
374 Shelly raised a question about speeding on the road, and Jenny responded that the speed limits  
375 will remain unchanged.

376  
377 By eliminating curbs, emergency management will have easier access to the street, especially  
378 during events. This allows fire trucks and other emergency vehicles to navigate without being  
379 obstructed by curbs.

380  
381 Ryan emphasized that gathering feedback from stakeholders will be valuable in fostering  
382 collaboration and creating a cohesive plan moving forward.

383  
384 Monty suggested that, for the Art Festival, booths should be positioned in the center of the  
385 street rather than in front of businesses. Jenny mentioned that this had been discussed with the  
386 committee, which was aware of the concern, and emphasized the importance of understanding  
387 where fire lanes are located to ensure booths do not obstruct them.

388  
389 Erik mentioned that anyone who wants to follow up or review the topics discussed today can  
390 visit the website for more information.

391  
392 Upcoming Meetings & Important Dates: *\*MSAP Committee Member attendance required*  
393 *\*Thursday, November 7, evening time TBD: Main Street Area Plan Work Session with City*  
394 *Council \* Tuesday, November 12, 9 AM to 11 AM Main Street Area Plan Public Engagement*  
395 *(Morning Session), 4:30 PM to 6:30 PM Evening Session at Miners Hospital Community Center*  
396 *\*Thursday, November 14, 9:00 am to 11 am: Main Street Area Plan Meeting #6*  
397 *Thursday, November 21; 5:30 p.m.: Staff Communication Report to City Council (November 4 Recap)*  
398 *\*Thursday, December 19; evening time TBD: Main Street Area Plan Discussion, Old Business with Public*  
399 *Input*

400  
401 Attachments & Links:

402 [Main Street Area Plan Website](#)

403  
404



405

406 Contacts for Questions/Coordination:

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