



**PARK CITY PUBLIC ART ADVISORY BOARD MEETING
SUMMIT COUNTY, UTAH
November 4, 2024**

The Public Art Advisory Board of Park City, Utah, will hold its regular meeting in person at the Marsac Municipal Building, Executive Conference Room, at 445 Marsac Avenue, Park City, Utah 84060. Meetings will also be available online and may have options to listen, watch, or participate virtually.

Zoom Link: <https://us02web.zoom.us/j/87505710988?pwd=4hllHD85zpaNbZzzcEKtIKbNb6R99G.1>

REGULAR MEETING - 5:00 p.m.

I. ROLL CALL

II. PUBLIC COMMENT: Any Items Not on the Agenda

III. CONSIDERATION OF MINUTES

Consideration to Approve the Public Art Advisory Board Minutes from October 7, 2024.

IV. STAFF AND BOARD COMMUNICATIONS Sarah/Stephanie

1. Introduction: Chris Phinney, Special Events Manager
2. Neighborhood Poll
3. Arts Council Update: Jocelyn
Arts Council of Park City and Summit County Presentation: Jocelyn Scudder, November 7, 2024 at 5:30 p.m.

V. CHAIR AND VICE CHAIR SLATE NOMINATIONS Pam

VI. BUDGET/PROJECT UPDATES Stephanie

VII. UPDATE ON BUS STOP PROJECT Steven Dennis, Engineering

1. Provide an update on the Bus Stop project and support the board in preparing for the Bus Stop Art Project RFP evaluations. Park City Bus Stop Improvements [link](#).

VIII. CURRENT RFP TIMELINE

- Bus Stop Art RFP: Closed 10/30/2024
- Creekside Bike Park Shade structure: Due 11/5/2025

IX. CLOSED SESSION

The Public Art Advisory Board may consider a motion to enter into a closed session for specific purposes allowed under the Open and Public Meetings Act (Utah Code § 52-4-205).

X. ADJOURNMENT

Under the Americans with Disabilities Act, individuals needing special accommodations during the meeting should notify Stephanie Valdez at 435-640-1225 or stephanie.valdez@parkcity.org at least 24 hours before the meeting.

MINUTES



Public Art Advisory Board Minutes

For more information, go to www.parkcity.org

Date: Monday, October 7, 2024

Meeting Place: Marsac Executive Conference Room, 445 Marsac Avenue, Park City, UT 84060

Time: 5:00 p.m. to 7:00 p.m.

<https://us02web.zoom.us/j/87090349751?pwd=o7EvdK8Hip366OmO3uTubzOa3gbW5V.1>

Minutes: Stephanie Valdez, Administrative Analyst

Next Meeting: Next meeting is Monday, November 4, 2024

Topic 1: Call Meeting to Order

Pam called the meeting to order at 5:01 PM

Present: Sam Osselaer, Molly Guinan (virtual), Jess Griffiths, Kara Beal, Jo Ann Askins, Terri Smith, Sarah Pearce Deputy City Manager, Stephanie Valdez, Jenny Diersen, Rebecca Ward, Planning Director, Haley Demircan WSP Consultant, Jess Moran Recreation, Marketing & IT Division Manager

Absent: Elsa Gary

Topic 2: Public Comment: Any Items Not on the Agenda

No members of the public were present.

Topic 3: Approve Minutes from the September meeting

Kara motioned to approve the minutes from the September meeting. Jo Ann seconded.

Topic 4: Staff / Board Communications

Jenny doesn't have any City updates now. She has submitted her notice; her last day will be October 11th. Sarah Pearce, the Deputy City Manager, will help with the transition alongside Stephanie. Sarah has been with the City for five years and previously managed the Arts and Culture Division at Salt Lake County, including their Public Art Program, so she's well-versed in overseeing public art projects.

The City is currently interviewing candidates for the Special Events Manager position. At this time, the Public Art Liaison duties will be included within this role, to fill the position before winter. In the interim, Sarah and Stephanie will ensure that the PAAB continues to progress with current projects and plans.

Arts Council Update

Jocelyn from the Arts Council will present to the council this Thursday on the Arts and Culture Master Plan, the project they've been working on. This update will take place just before the discussion on the Percent for Art Policy.

Summit County Public Art Board Update

The sculpture project at the Jeremy Ranch Roundabout is progressing well, with the

47 artist providing updated renderings. Installation is scheduled for late spring to early
48 summer.

49
50 The County is also hosting a traveling exhibit about Chief Washakie. "Through the Lens
51 of Time," on loan from the University of Wyoming's American Heritage Center, offers a
52 unique opportunity to learn about this significant historical figure and his connections to
53 Summit County.

54
55 The county is currently in budgeting season and seeking funds for upcoming art
56 projects. One key point in this board's strategic plan is a collaboration between the
57 County and the City to connect the trail systems. Jocelyn will help initiate that
58 discussion when the time comes.

59
60 Jocelyn will present to the Council at 5:30 PM, followed by the Percent for Arts
61 discussion at 6:30 PM. Jess will assist in the discussion, and it would be highly
62 encouraged for PAAB members to attend.

63
64 Jenny encouraged the board to review the updated Percent for Arts document, as the
65 language has been significantly condensed and simplified.

66
67

68 **Topic 5: Budget, Project Updates**

69 Jenny explained that the board reviewed the budget only once a year in previous years,
70 but now it is reviewed at every board meeting to provide regular updates.

71
72 She also mentioned that she deducts the funds in the strategic plan to avoid over-
73 budgeting, leaving only the remaining balance after accounting for projected projects.

74
75 Stephanie has been finalizing the art signage and public art map. For the utility boxes,
76 we are working with Visibility Sign & Graphics to wrap them, and the team is currently
77 proofing the artwork and setting the installation timeline.

78
79 Additionally, anti-graffiti sealant will be ordered for the murals at China Bridge and the
80 tunnel near McPolin Barn. Stephanie is coordinating with the Parking Department to
81 block off areas to protect vehicles from the sealant during application.

82
83 Regarding the proposal by artist Zafod for a VW bus installation at a bus stop, the
84 transit department decided not to proceed, as they want all bus shelters to maintain a
85 consistent look and feel. However, the trails department has shown interest in having
86 artwork installed at the Clark Ranch Trailhead; Clark Ranch is located near Park City
87 Heights. The next steps involve the trails team working with the legal department before
88 moving forward. Stephanie will draft an RFP, which will be ready to publish once Trails
89 gives the go-ahead, and it will be promoted to all artists, including Zafod. This
90 discussion will continue when the trails team is prepared to proceed.

91
92 Pam asked about the budget source and whether the board would collaborate with the
93 trails team on this project. Jenny mentioned that this topic needs further discussion,
94 especially given that Zafod's proposal requests \$60,000. She clarified that under the
95 "Percent for Arts" guidelines if Trails is constructing a trailhead with a budget exceeding
96 \$1 million, the board could qualify for a 1% allocation from the capital project.

97
98 Jo Ann asked whether trailheads meet the criteria for the Percent for Arts program.
99 Jenny confirmed that if they are a capital facility with a budget over \$1 million, they do
100 qualify.
101
102 Kara asked about the new parking lots constructed near 248 and Meadows Drive, and
103 Jenny stated that the cost is assumed not to have exceeded \$1 million.
104
105 Sam asked if the Trails department has other potential locations with higher visibility.
106 Jenny replied that the recommended placement comes from the Trails department, but
107 they still need to conduct some follow-up and will revisit the discussion with the board.
108

109 .- [Library Study Room Artwork RFP – Due October 25](#), will be reviewed at the
110 November meeting

111 - [Bus Stop Artwork RFP – Due October 30](#), will be reviewed at the November meeting.
112 Jenny was concerned about not receiving enough artist submissions for the bus stop
113 project. However, it's not an issue if this happens, as the City can extend the RFP.
114 Plenty of outreach has already been done.

115 - [Shade Structure Creekside Bike Park Update – Due November 5](#), will be reviewed at
116 the December meeting.
117

118 Jo Ann asked whether the utility boxes near the Fire Station are scheduled to be
119 wrapped. Jenny mentioned that she had sent the information to Bob, and they will need
120 to follow up to ensure the artwork is reviewed by the admin staff and meets all
121 guidelines, such as no signs or logos. Several departments will review the artwork
122 before giving final approval to the private business. Additionally, the City will confirm
123 with RMP to verify whether the boxes will be replaced or if wrapping them is permitted.
124

125 **Topic 6: Percent for Arts Project – City Park Community Center Update**

126 Jess Moran, the Recreation, Marketing & IT Division Manager, has been with the MARC
127 for many years, during which she oversaw the summer day camp program, which will
128 now take place at the Community Center at City Park. Jess is excited about this project,
129 particularly the art component, and she looks forward to experiencing the art through
130 the eyes of the kids.
131

132 Jenny noted that, in line with the percentage for arts, she has been in contact with
133 various City project managers. The Recreation team has two projects: the pools and the
134 Community Center, with initial discussions focused on ideas for the Community Center.
135 Jenny asked Jess about the construction timeline, and Jess explained that while the
136 project is still a bit down the road, it is set to begin after the summer day camp
137 concludes in 2025, starting around September or October, with completion expected
138 within a year to fifteen months.

139 Jenny added that this aligns well with the board's goals, as they want to be involved
140 from the start of these capital projects to incorporate art as part of the solution.
141

142 The budget for the Community Center project is \$15 million, with \$150,000 allocated to
143 the PAAB under the percent-for-arts policy, which requires these funds to be used
144 specifically at this site. There could be two to three projects where the funds are
145 distributed. The board has sufficient time to brainstorm, with the RFP process expected
146 to begin in about six months.

147

148 Jess reviewed the map rendering of the Community Center, mentioning that the building
149 will be quite large, ranging from 5,000 to 15,000 square feet. Sam inquired about the
150 demolition of the existing building, to which Jess confirmed that it would indeed take
151 place.

152

153 Jess noted that the architect has closely considered Miners Hospital in the design,
154 incorporating several elements inspired by it. The window height and overall building
155 structure will emulate the appearance of Miners Hospital to the new building.

156

157 Jenny indicated that the location for the art would be situated between the playground
158 and the basketball area. Kara then asked whether the basketball court would be indoor
159 or outdoor, and Jess confirmed that it would be outdoors.

160

161 Jess noted that after walking the site and consulting with the basketball players, there is
162 a need for a separation between the playground and the basketball court. She
163 suggested the possibility of constructing a wall that could incorporate art enhancements
164 for both sides.

165

166 Kara asked about the main points of entry for visitors, and Jess explained that there are
167 several entrances from the playground, basketball court, and trails, with one main
168 entrance.

169

170 Molly asked whether the development would move closer to Miners Hospital, and Jess
171 clarified that the building expansion would primarily extend to the north, into the field,
172 rather than towards Miners Hospital.

173

174 Jenny mentioned that the second topic of discussion was the playground space, which
175 would feature a material called poured-in-place. Jess explained that poured-in-place is
176 one of several acceptable flooring materials for playgrounds, as it creates a smooth
177 surface that enhances accessibility for wheelchairs and strollers. This material can be
178 molded into various designs, including 3D elements that allow kids to run and climb on.
179 Although Jess noted that poured-in-place can be expensive, it provides significant
180 accessibility benefits for the project.

181

182 The third option discussed is the basketball court that the recreation team is
183 considering. Jess mentioned that they spoke with one frequent basketball player to
184 gather their thoughts and reach out to the other players to gather feedback for the rec
185 team.

186

187 There will be some enhancements to the court, and there is a concern about clearly
188 marking the 3-point line and sidelines, which can still be achieved even within an artistic
189 framework. Jenny added that there will be art signage installed at the main entrance,
190 allowing the public to read about and engage with the interactive aspects of the artwork.

191

192 Kara inquired if the building would be used year-round as an extension of the current
193 spaces utilized by the City for recreation programs. Jess confirmed that the facility will
194 indeed be used throughout the year and that there have already been discussions about
195 moving some recreation programming there, as well as offering community space for
196 rental for meetings and reunions.

197
198 Jess expressed the hope to offer programming year-round and frequently, emphasizing
199 that having some art elements outdoors will ensure they are always visible.
200

201 Molly inquired whether murals and sculptures had been discussed, to which Jess
202 replied that a mural had been proposed for the wall between the basketball court and
203 playground. She emphasized that while the decision is ultimately up to the board, she
204 would like to highlight the importance of creating interactive elements for the
205 playground.
206

207 Sam suggested considering the sale of tiles for kids to paint, which could then be
208 installed on a tile wall. Jess acknowledged that it's a great idea but noted that there are
209 considerations regarding the placement of the tiles, especially if they fell within the ball
210 zone, which would need to be considered.
211

212 Jenny showcased examples of poured-in-place surfaces that featured abstract murals.
213 In discussions with the recreation team, she emphasized the potential for collaboration
214 between an artist and the youth, where young participants can provide input on the
215 design, which could then be transformed into a mural or piece of interactive art. Jenny
216 highlighted that this material is versatile and can accommodate such creative
217 collaborations.
218

219 Jenny clarified that any mural surface would not be painted directly but rather would
220 involve hiring an artist to create a design that the fabricator of the court could reproduce.
221 This would provide a great opportunity for basketball users and hold significant meaning
222 for the community.
223

224 Jess sought clarification on whether the board is being asked to consider an artistic
225 rendition of the basketball court and its surrounding walls. She indicated that the
226 resurfacing of the basketball court is already included in the budget. The mural or
227 design would serve as an additional feature on the side facing the playground. Jess
228 Moran also noted that while the budget for the poured-in-place surface is not fully
229 funded, the wall is accounted for in the budget. This arrangement will also allow the kids
230 to use the basketball court for programming.
231

232 Pam inquired whether there is a playground designer involved, given that this is a
233 functioning playground. Jess confirmed that there are indeed designers and the
234 playground designer mentioned that there are many examples available for reference.
235 However, Jess noted that they have not yet discussed the project with the basketball
236 court designer.
237

238 Jenny stated that, in terms of priorities for the recreation team and the board, the
239 double-sided mural wall is estimated to cost \$20,000 for both sides, followed by the
240 poured-in-place surface, with the basketball court being the last recommendation.
241

242 Pam noted that during the board's review of bus stop art examples, one of the concepts
243 featured textured tile on the ground. She inquired if there might be an opportunity to
244 incorporate art into the sidewalks. Jess responded that the recreation team is seeking
245 guidance from the PAAB, as these priority projects have been identified, but they are
246 also open to suggestions.

247

248 Jess inquired about the presence of mature trees around the space. Jess Moran
249 confirmed that there are mature trees that will be relocated and preserved, and the
250 building itself provides some shade. There has been no discussion about adding shade
251 structures currently.

252

253 Jenny explained that the project for the shade structure at the bike park was not funded
254 through the percent for arts policy but rather through additional allocations to make it
255 possible. For the Community Center, the board should consider the challenges the
256 project is facing, such as the dividing wall and the poured-in-place material for the
257 playground and basketball court. The focus should be on these aspects and finding
258 opportunities to make this facility unique by incorporating public art in unexpected ways.
259 Jo Ann inquired whether there would be remaining funds depending on the wall's
260 construction. Jenny confirmed that there will be leftover funds for the poured-in-place
261 material.

262

263 Sam added that if the board decides to incorporate a sculpture or artwork for the
264 sidewalk, there is additional funding available from the board for that purpose. She
265 emphasized that collaborating with the percentage for arts initiatives and aligning with
266 the recommended priorities makes sense.

267

268 Jess asked if, after completing the wall and the basketball court surface, there would be
269 a portion of the poured-in-place funds available. She noted that she wasn't certain of the
270 cost for the court surface—it's less expensive than poured-in-place material. To give the
271 board an idea, Jess mentioned that Prospector Park installed poured-in-place material
272 in some areas for ADA accessibility, which cost around \$70,000. Implementing it here
273 would take a large portion of the budget.

274

275 Sam asked if the board was to do something to sell tiles that would help fund part of the
276 wall. Jenny advised against selling tiles to create a mural, recommending instead hiring
277 an artist to lead a community engagement project. She cited an example from the City
278 of Vail, where youth helped install an art piece at a bus stop. She noted that introducing
279 a financial component could complicate the project. Jenny suggested that if the board is
280 interested in a community project, a mosaic would be a more suitable option.

281

282 Jess noted she's awaiting a follow-up from the playground architecture team, including
283 pricing details and examples of their work. Sam asked if the Recreation team would
284 consider covering the entire surface with poured-in-place material. Jess confirmed,
285 saying that it would not only enhance the playground's quality but also offer a unique
286 feature for Park City. Additionally, it would improve ADA accessibility, and safety, and
287 simplify maintenance.

288

289 Molly expressed support for the interactive wall concept and the inclusion of a poured-
290 in-place landscaping element. She also suggested a community mosaic wall on a solid
291 surface as a tribute to the community. Additionally, she liked the idea of a divider and
292 recommended ensuring it is engaging on both sides.

293

294 Jenny introduced the next project, which involves renovations at the MARC pools. The
295 Recreation team recommended the board consider art fencing between the pools and
296 along the facility's exterior, where residential units are nearby. There are concerns

297 about noise and sight lines into neighboring residences. This project has a quick
298 timeline, with a budget of \$75,000 for a 250-foot-long, 6-foot-tall fence. The goal is to
299 create a fence that is artistically engaging for pool users and visually appealing to
300 residents.

301
302 Jenny noted that the Recreation team prefers opaque fencing. Pam requested
303 renderings from the team, and Jenny will share a link with examples of art fencing. Pam
304 also inquired about the timeline, and Jess confirmed that the project is scheduled to
305 start in Spring 2025.

306
307 Jenny emphasized that within the next two to three months, the board needs to decide
308 which projects to prioritize so that the Recreation team can move forward. She
309 encouraged keeping this discussion in mind for brainstorming ideas to bring back to the
310 team.

311
312 **Topic 7: General Plan Coordination – Public Art**

313 Rebecca Ward, Planning Director It was stated that the community supports integrating
314 arts and culture throughout the 5-acre site within the Bonanza Park District. The plan
315 has been adopted, and efforts are now focused on implementing it through code
316 amendments.

317
318 Rebecca further explained that tonight’s discussion centers on a comprehensive update
319 to the 2014 General Plan, which was informed by the 2009 visioning process, reflecting
320 the community’s goal of preserving the character of Park City. Four main values and
321 priorities were identified, including a sense of community. Within the current General
322 Plan, Goal 13, “Arts and Culture,” emphasizes growing Park City as an arts and culture
323 hub to foster creative expression, to enhance art in the community.

324
325 Rebecca introduced the project and provided an update on its progress, accompanied
326 by consultants Marianna from Design Workshop and Hailey from WSP, who will guide
327 the board through the status of the project.

328
329 Hailey, the outreach coordinator for WSP, explained that there are seven advisory
330 committees and various ways for community participation. Engagement will occur in
331 three phases: the first focuses on project awareness building and values identification,
332 starting with council interviews, surveys, and a project launch open house. The second
333 phase involves ideas and alternatives development, featuring pop-up events,
334 community interaction, and ongoing advisory meetings. Finally, the third phase will
335 share the draft and final versions of the plan with the community.

336
337 Marianna from Design Workshop discussed the elements of the General Plan, which
338 serves as a guiding framework for the entire community. The General Plan
339 encompasses various components, including land use, water management,
340 transportation and traffic circulation, moderate-income housing, and implementation
341 strategies. She emphasized that the comprehensive General Plan aims to celebrate
342 Park City’s authentic character, promote sustainable development, support a balance
343 between tourism and the local economy, and define housing goals. Marianna noted that
344 they are currently in phase two of the project, which began this summer, with the goal of
345 achieving adoption in 2025.

346

347 Several slides presented an analysis of demographics, the daytime worker population,
348 and transportation.

349
350 During the discussion portion of the presentation, participants were asked about key
351 topics and issues they would like to see included in the General Plan.

352
353 Kara sought clarification on the perspective of the art board versus that of residents.
354 Rebecca responded that there would be opportunities for resident input, but they were
355 specifically looking for areas that the Public Art Advisory Board (PAAB) should explore
356 concerning arts and culture.

357
358 Pam inquired whether they were considering discussions about maker spaces and art
359 along pathways and underpasses, asking if this should be emphasized.

360
361 Kara mentioned that the percent-for-arts policy is being clarified so that the PAAB has
362 greater visibility on how they can contribute to enhancing the community's artistic
363 elements, which has proven beneficial. Pam noted the importance of identifying projects
364 early on.

365
366 Jenny noted that the board is interested in exploring ways to incentivize private
367 development to incorporate more art, making this a priority for future discussions.

368
369 Jo Ann added that significant progress has been made regarding the percent-for-arts
370 policy, supporting the Kimball Art Center, and engaging in discussions for upcoming
371 projects.

372
373 Kara mentioned that there is considerable community discussion about selecting art that
374 reflects the small-town character, defines the community, honors its history, and
375 enhances recreational spaces, making it easier for visitors to navigate using the bus
376 system. She emphasized that these points are important and help prioritize the projects
377 the board selects.

378
379 Jenny added to Kara's point, emphasizing that the board and council are committed to
380 showcasing local art within the community. She proposed that a key question for the
381 General Plan could be the role of public art in the city and how to maintain it in the
382 future.

383
384 Rebecca mentioned the concept of maker spaces, and Pam emphasized the
385 importance of studio spaces, like Create PC.

386
387 Jenny will send the current General Plan for review, allowing everyone to assess the
388 content related to art and provide feedback.

389
390 The next question posed by the consultant was regarding the key opportunities related
391 to public art in Park City. Kara responded by highlighting that Park City is memorable for
392 visitors due to its landmarks, which they want to engage with. She noted that tourism
393 contributes to economic growth, enabling the creation of beautiful art pieces that define
394 the character of Park City.

395

396 Jenny added to Pam's point about maker spaces, noting that these spaces help
397 emerging artists by providing opportunities to gain exposure and get their foot in the
398 door. She highlighted the importance of creating spaces where artists can showcase
399 their work for an affordable amount.

400
401 The consultant's next question addressed Park City's four core values—small town feel,
402 sense of community, natural setting, and historic character—and whether they remain
403 relevant. Jo Ann affirmed that these values still resonate, though the "small town" feel is
404 gradually shifting with ongoing development, while the natural setting and historic
405 character remain strong. Jess added that while he would like to uphold these values,
406 there's a natural conflict with stakeholders who have differing views. He also mentioned
407 that transit improvements present an opportunity, but the growing number of vehicles
408 challenges the preservation of that small-town atmosphere.

409
410 Jess suggested that integrating beautiful art into transportation projects could be
411 beneficial, and Molly agreed, adding that art on trails could also enhance the
412 experience. She emphasized her enthusiasm for art that supports wayfinding and
413 fosters community connection.

414
415 Jenny then asked the consultant if other groups had reconsidered or revised these core
416 values and what their responses had been.

417
418 Rebecca responded that there's a clear desire to balance the visitor experience with
419 everyday small-town life, suggesting room to explore this further. She noted that, with
420 ongoing developments, these values may not entirely reflect the town's current and
421 evolving dynamics.

422
423 Pam shared that she moved from a big city to Park City, and one of her favorite aspects
424 of the community is the small-town feel, where people often connect by asking if they've
425 hiked a certain trail or seen a local film. She expressed her eagerness to help foster
426 these connections and strengthen that sense of community.

427
428
429 The meeting adjourned at 7:00 p.m.

430
431 **Other Important Dates:**

432 October 10: City Council Meeting – Arts Council Update and Public Art Policy Adoption

Park City General General Plan Update



Public Art Advisory Board

October 07, 2024

DESIGNWORKSHOP

Meeting Agenda

5 minutes



Introductions

10 minutes

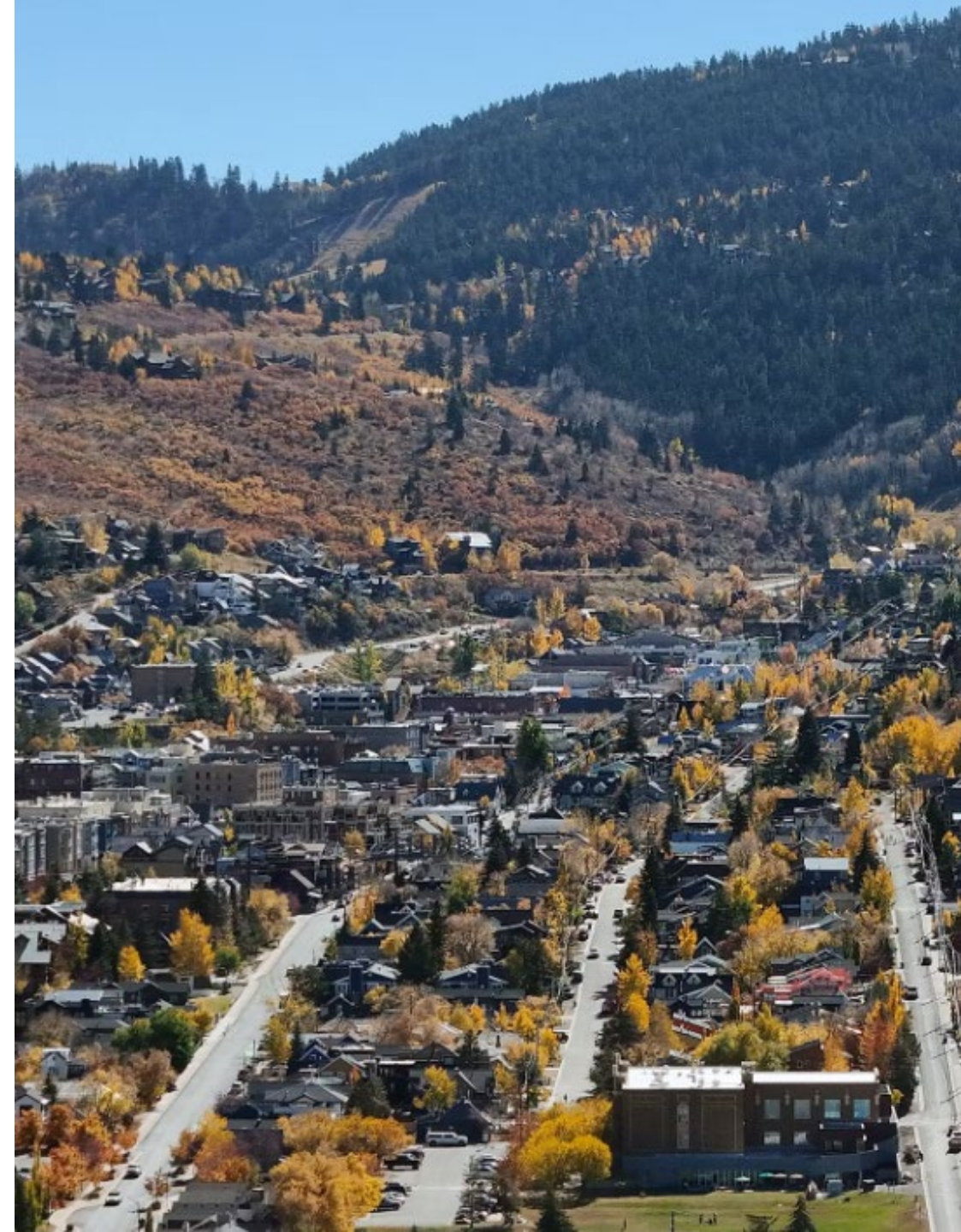
Project Overview

10 minutes

Discussion

5 minutes

Next Steps



Meet the Team



Jessica Garrow
AICP
Principal-in-Charge
Design Workshop



Marianne Stuck
AICP, LEED AP ND
Project Manager
Design Workshop



Eric Krohngold
Economic Dev. Advisor
Design Workshop



Ketaki Ghodke
Planner
Design Workshop



Callie New
AICP
Lead Planner, WSP



Joshua Palmer
Water Resource
Planner, WSP



Amy DiCarlantonio
Sustainability
Planner
WSP



Maria Vyas
Transportation
Planning Lead
Fehr & Peers



Tyler Torres
Transportation
Planning
Fehr & Peers



Susie Petheram
Historic
Preservation Lead
FFKR

Advisory Groups

Plan Advisory Committees (PAC)

The Plan Advisory Committees includes the following groups:

1. Advisory Committee for Residents and Stakeholders
2. Advisory Committee for each General Plan Neighborhood (10 total)
3. Historic Preservation Board
4. Forestry Advisory Board
5. Public Art Advisory Board
6. Recreation Advisory Board
7. Planning Commission and City Council liaisons



Engagement Windows

1

PROJECT AWARENESS BUILDING & VALUES IDENTIFICATION

- *Council Interviews (One-on-one)*
- *Advisory and Technical Advisory Committee Meetings*
- *Community Online Survey*
- *Project Launch-Open House*
- *Project Website & Branding*

September – November 2024

2

IDEAS & ALTERNATIVES DEVELOPMENT

- *Pop-up events*
- *Community interaction events*
- *Short Pulse Survey*
- *Focus Groups*
- *Neighborhood Pop-up events*
- *Continued Advisory Meetings*
- *Updates to Project Website*

January – March 2025

3

DRAFT & FINAL PLAN SHARING

- *Implementation Workshops with Advisory Committees*
- *Public Presentation*
- *Draft Plan for Public Comment*

June – July 2025

Engagement Approach

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Stakeholder Group	All	General public	Key Stakeholders; Project Advisory Committees	Core Working Group; Technical Advisory Committee	Project Management Team; City Council; Planning Commission
Goals: What do we hope to learn	Project awareness and understanding	Vision and goals for the future of Park City; input on proposed ideas	Deep understanding of current issues and opportunities	Project guidance and oversight	Alignment with community values; implementation
Tactics: How will we engage	City's webpage; social media; newsletter and other existing platforms	Launch event; neighborhood pop-up events	Focus Group meetings during Engagement Window 2	Targeted meetings during each Engagement Window	Direct presentation and one-on-one interviews

Elements of the Plan

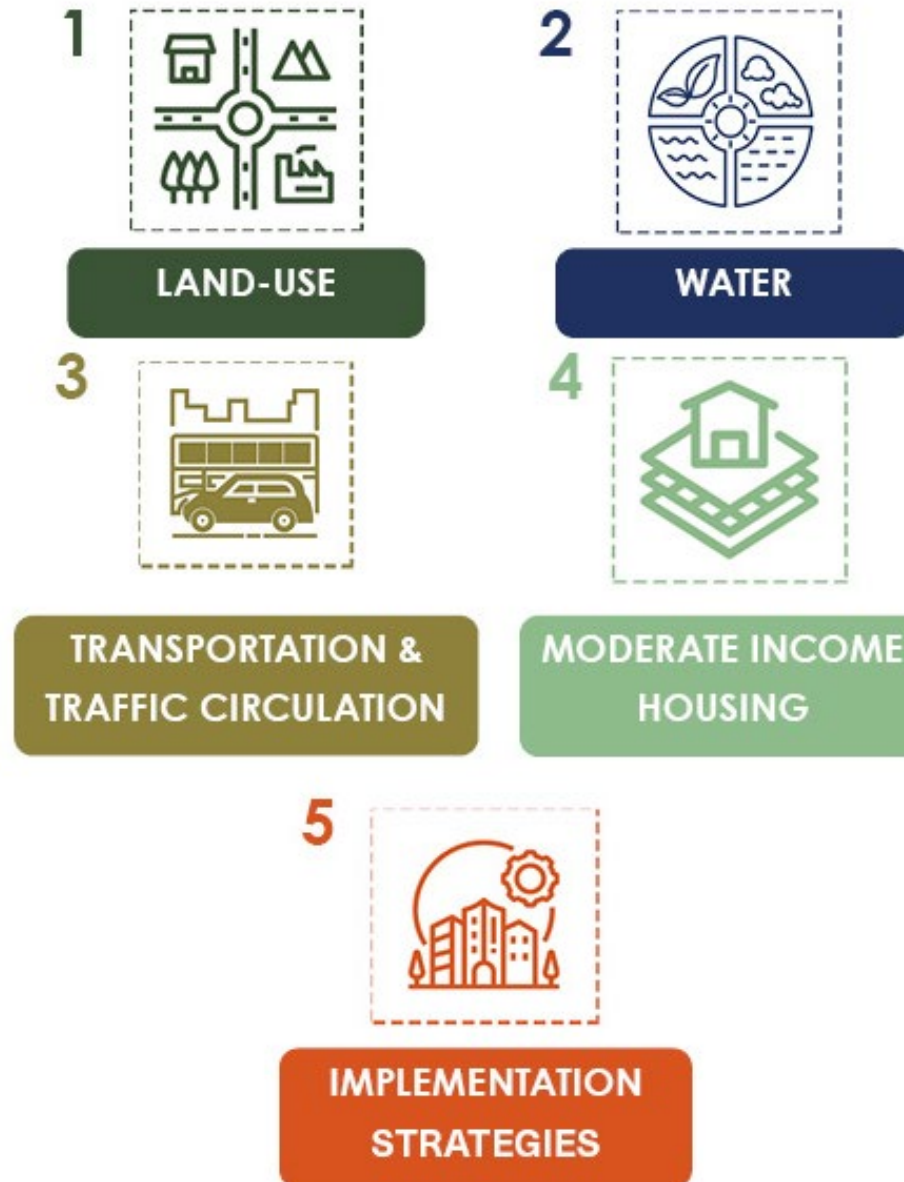
WHAT IS A GENERAL PLAN?

The General Plan is a guide for the entire community that envisions the kind of place we desire in the future, sets the overall direction for the changes we want, and outlines the steps we will need to take to get there.

It is a guidance document that describes what the community would like to become and what steps and actions, partnerships, and policies will move the City forward to achieving its vision.

The General Plan contains the following elements:

- **Land Use Element**
- **Water Element**
- **Transportation & Traffic Circulation Element**
- **Moderate Income Housing Element**
- **Implementation Strategies**

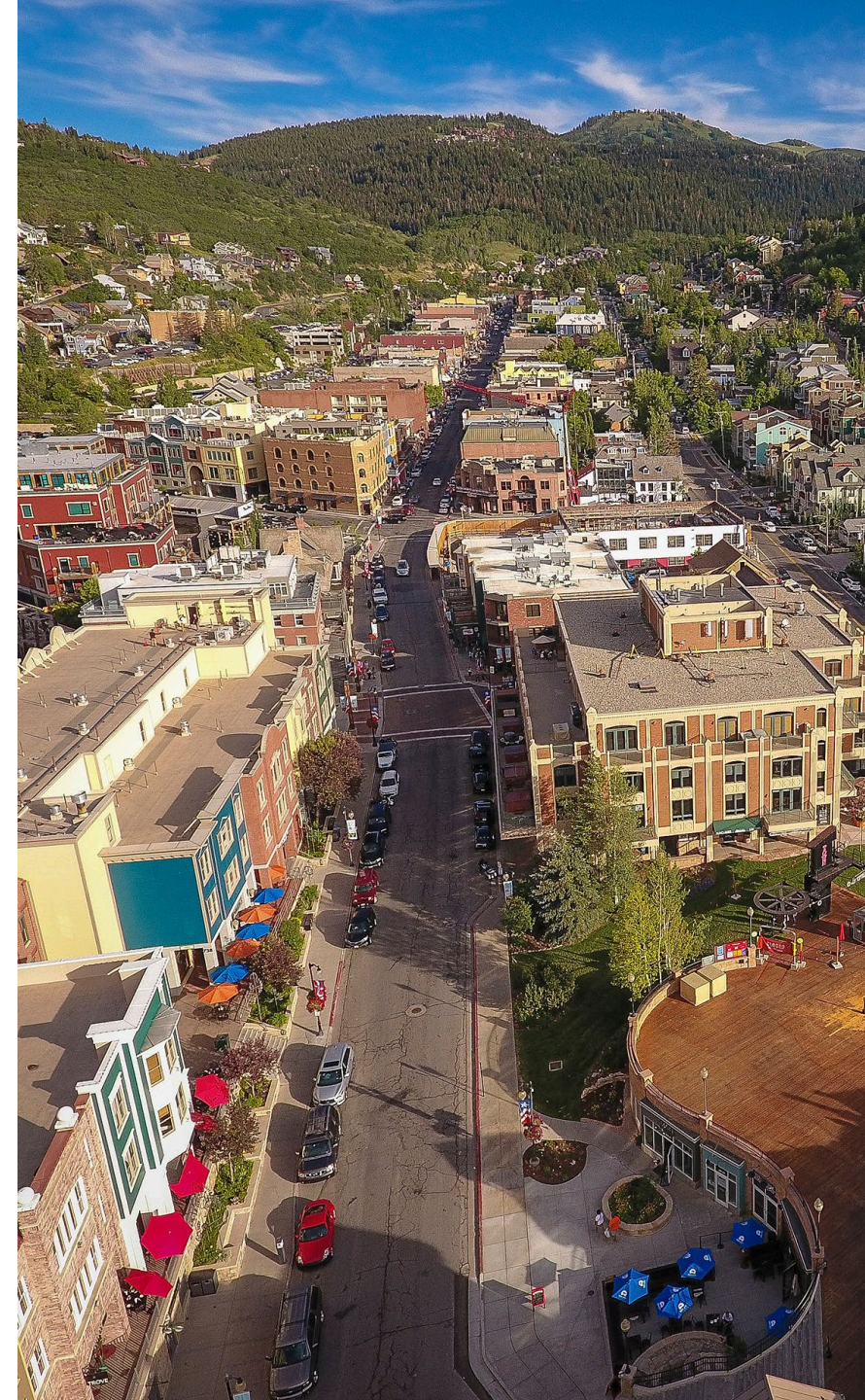


Overall Vision

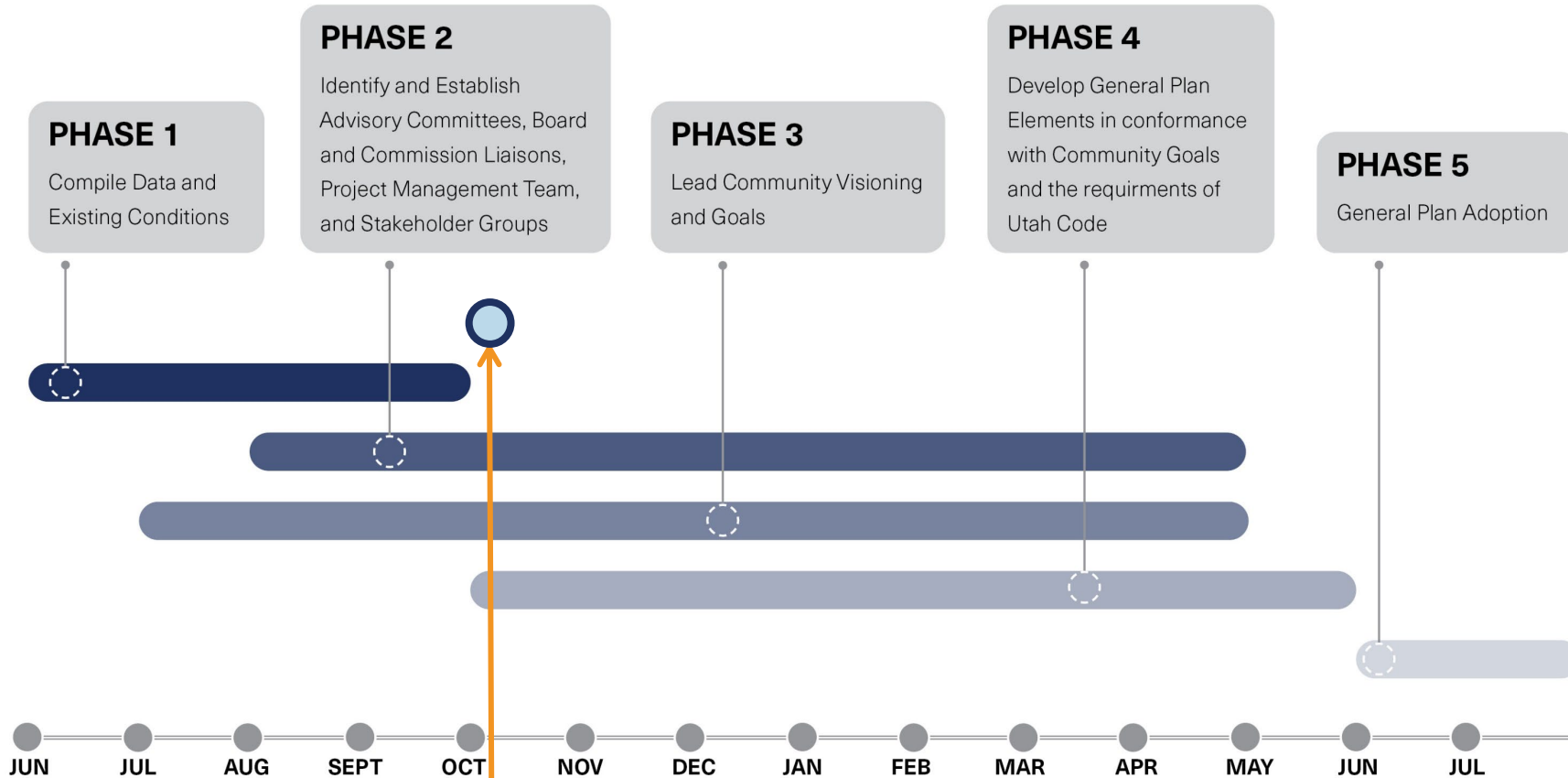
The Comprehensive General Plan will:

- Celebrate Park City's authentic character
- Promote sustainable development
- Support a balance between tourism and local economy
- Address traffic and transportation challenges
- Define housing goals

The new General Plan will review and potentially update the four key values stated in the 2014 General Plan and the five pillars from the 2020 Vision, and **be a concise and accessible document, that is set up for successful adoption and defines a clear path to implementation.**

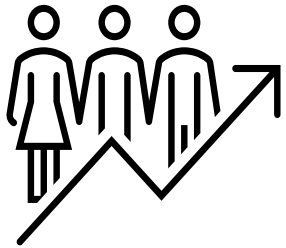


Project Timeline



We are here!

What have we learned? Park City Demographics



Median Age
43.9

Population

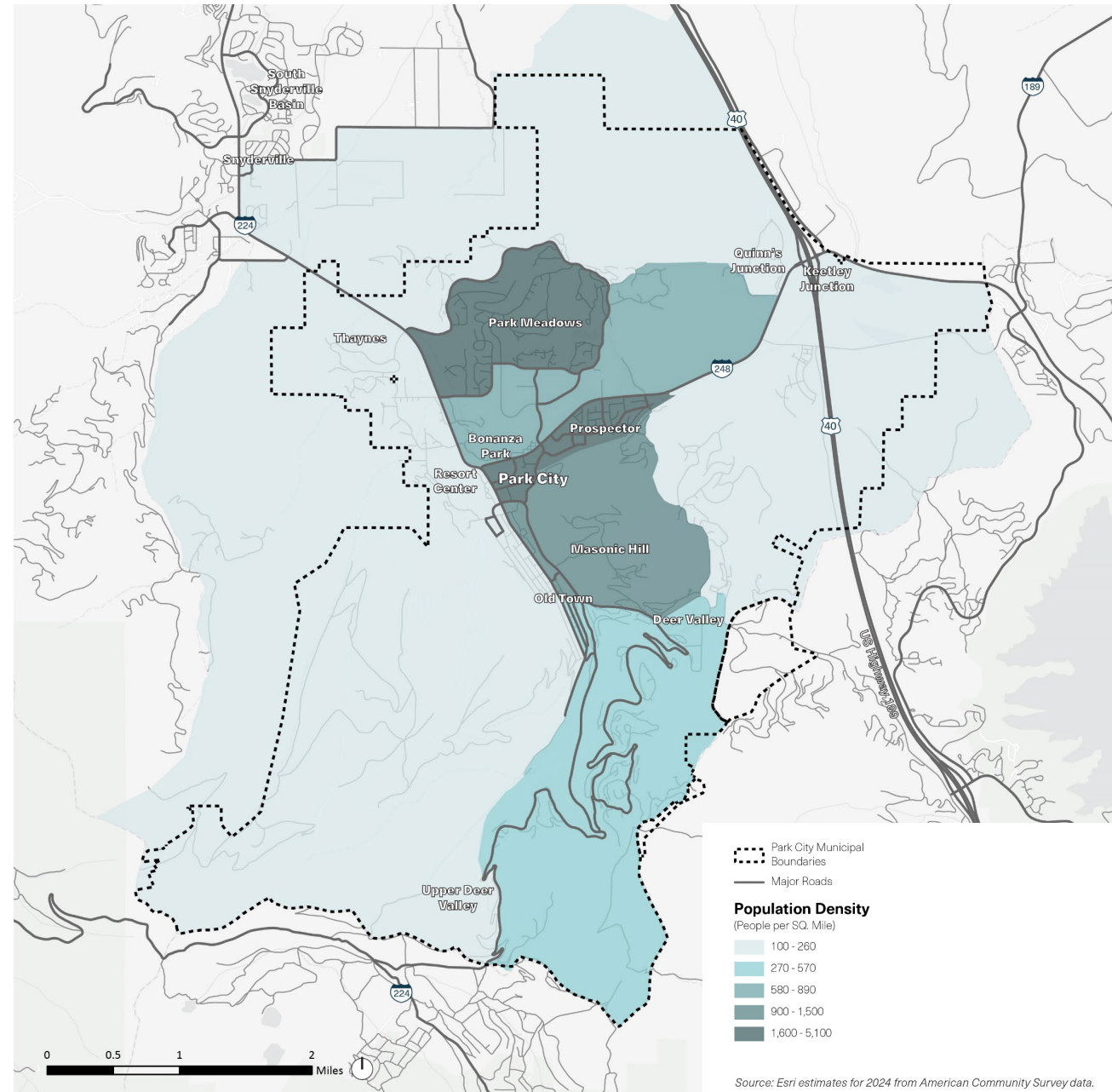
Park City currently has a population of **8,985** residents.

Between 2010 and 2024 the annual growth rate was **1.1%**. This is also the projected growth rate from 2024 to 2029.

Households

From 2010 to 2024, Park City added **723 households**.

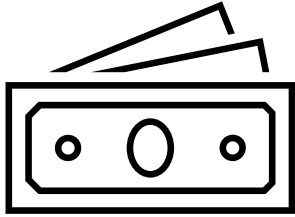
Projections indicate the need for **163 new households by 2029** (annual growth rate of 0.89%).



Source: Esri estimates for 2024 from American Community Survey data.

What have we learned?

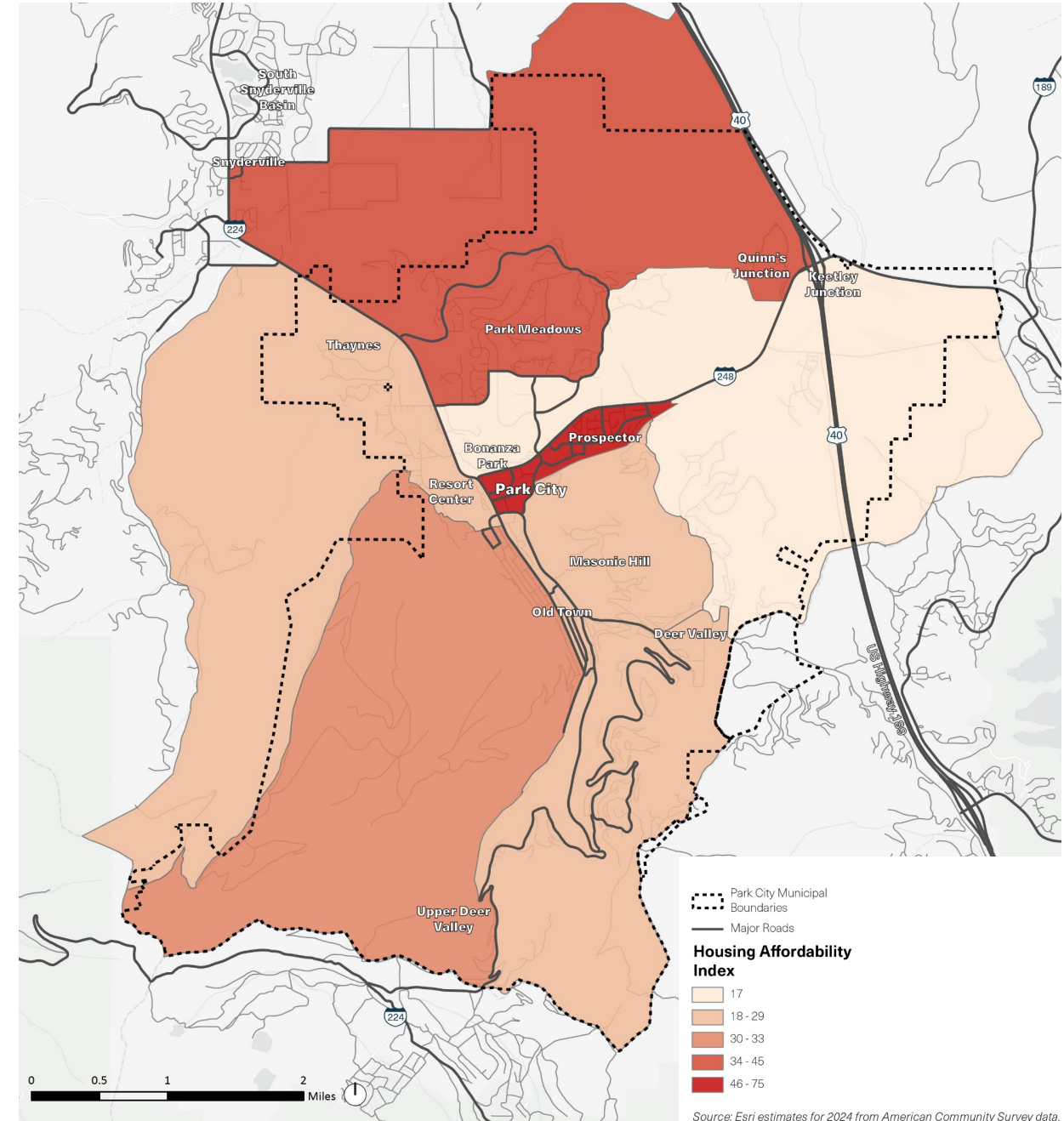
Park City Demographics



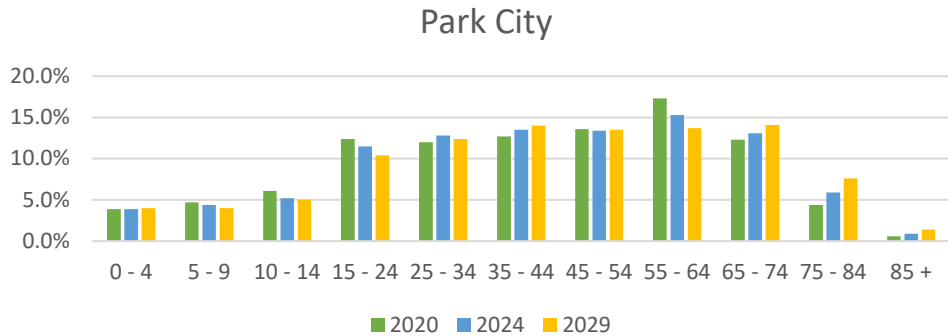
Income

The median household income in Park City is \$149,999 (2024). This aligns with the median household income in Summit County.

	2000	2010	2020	2024	2029
Owner Occupied	25.00%	18.70%	28.70%	30.00%	30.70%
Renter Occupied	15.70%	11.70%	13.90%	13.50%	13.20%
Vacant	59.30%	69.50%	57.30%	56.50%	56.20%
Total Units	6674	9473	8127	8295	8605



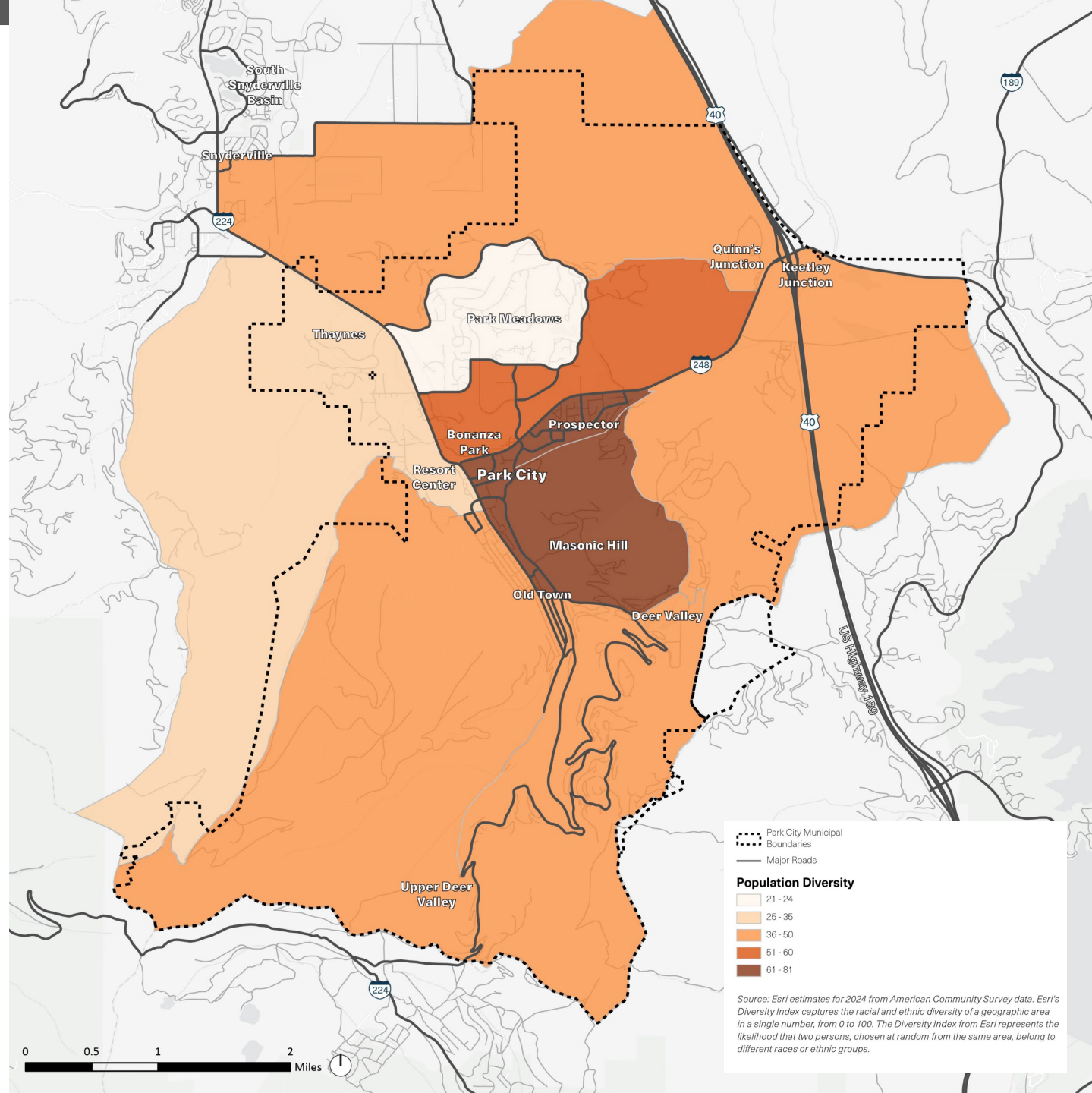
What have we learned? Park City Demographics



Race & Ethnicity

Ethnicity in Park City is predominantly white with a **75.6%** of the population.

There is also a significant **19.6%** of Hispanic population.

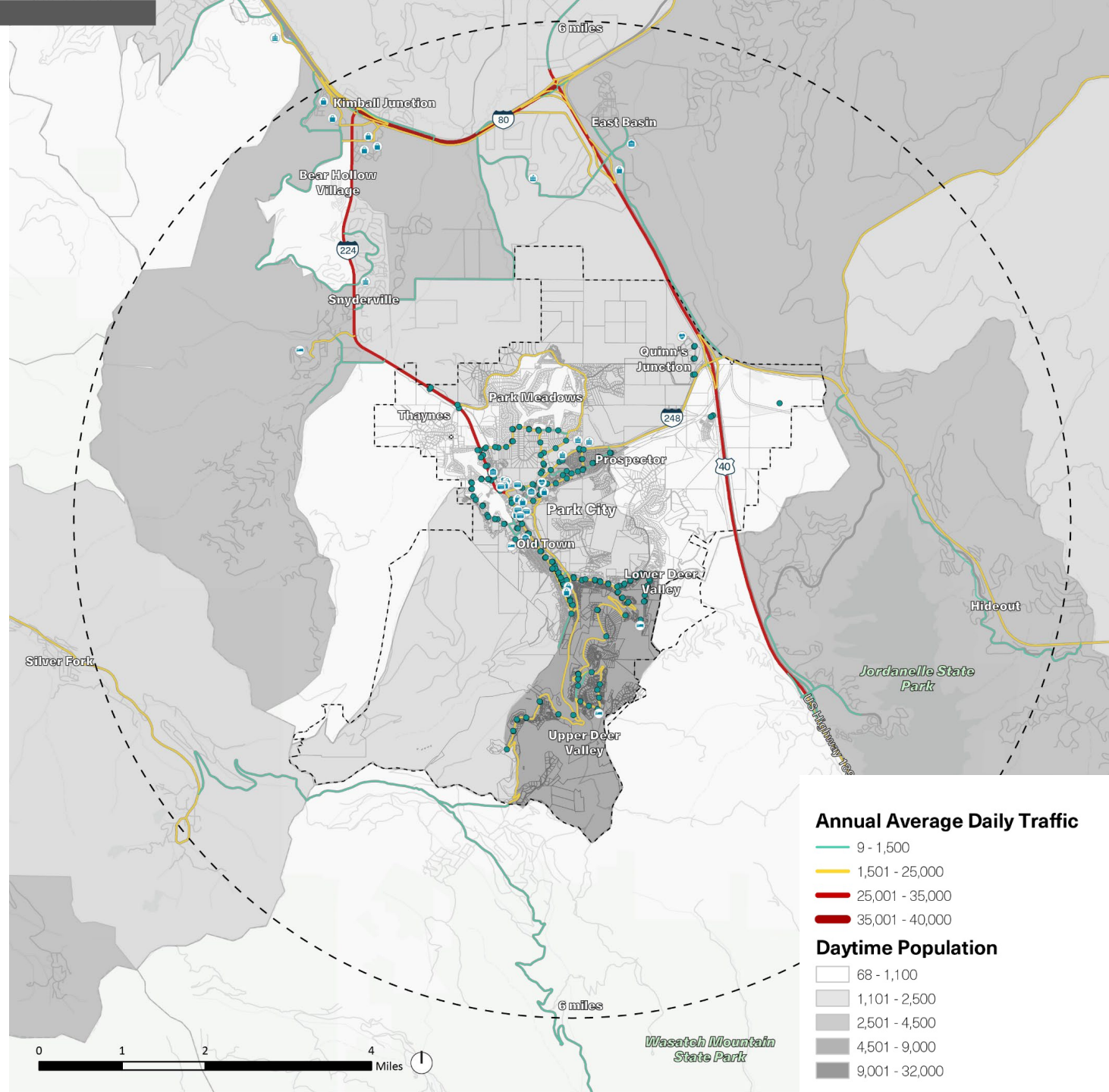
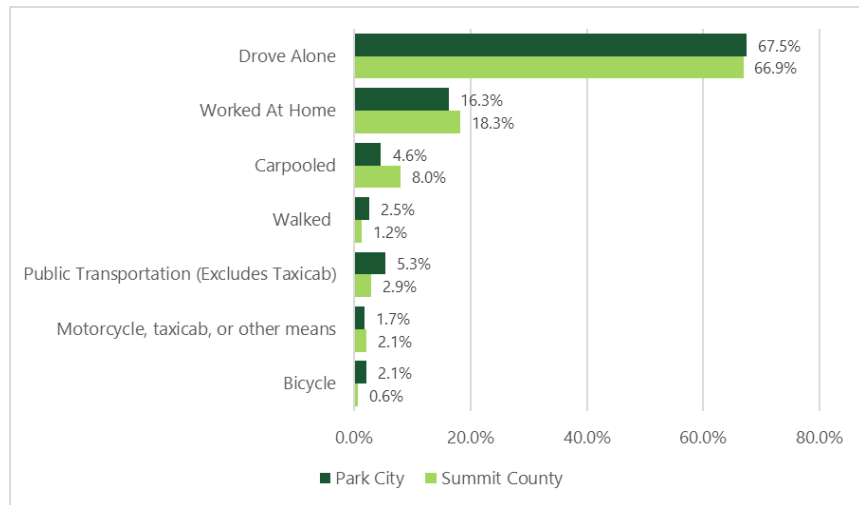


What have we learned? Daytime Worker Population & Transportation

Workforce

Out of 13,461 workers, **11,763 (87%)** live outside the city and commute daily.

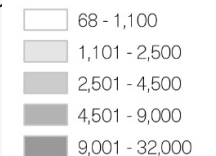
In the year 2050, the average number of vehicles per day on SR-224 is estimated **grow from 31,500 to 33,000** whereas the average on SR-248 will grow even more, from **21,000 to 35,000** vehicles.



Annual Average Daily Traffic



Daytime Population



Discussion

What key topics or issues would you like to see addressed in the General Plan?

What are some of the key opportunities you see related to public art in Park City?

The 2014 General Plan identified four Core Values. Do you think these remain relevant today? What do these mean to you?

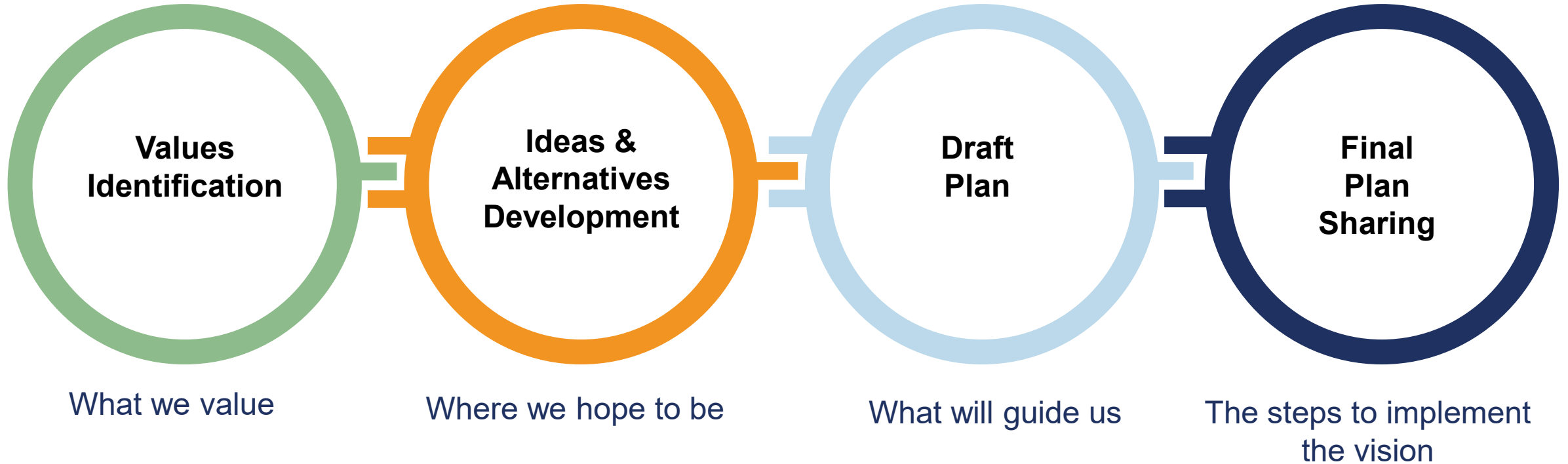
- **Small Town**
- **Sense of Community**
- **Natural Setting**
- **Historic Character**

Any additional items you would like to share with the team?



Next Steps

Fitting the pieces together



How to Stay Involved

Project Webpage –
engageparkcity.org/generalplan

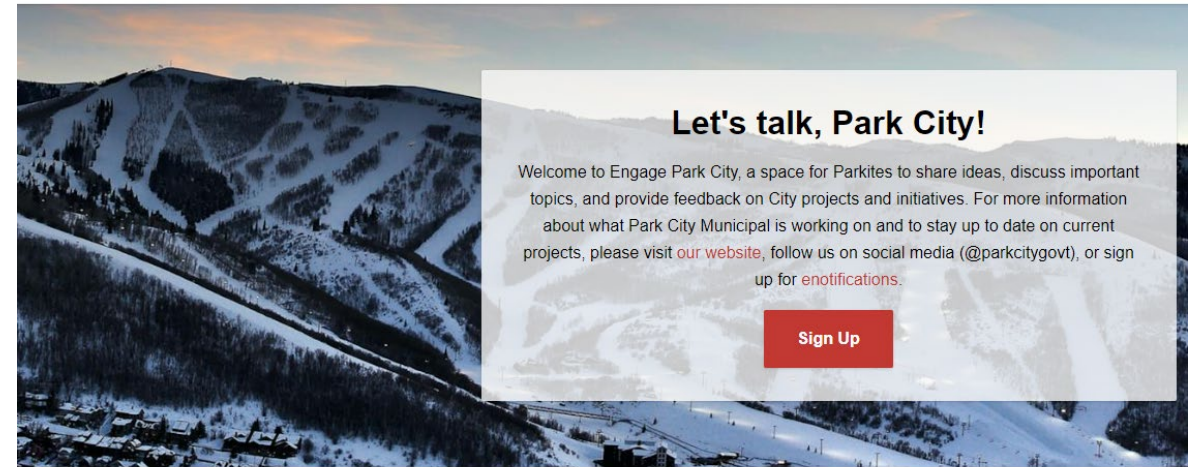
- Share your story: “I moved to Park City because _____; I stay in Park City because _____”

Photo Contributions – “I stay in Park City because...”

- Send to planning@parkcity.org

Statistically Valid Survey – launch later in October

Future community engagement events



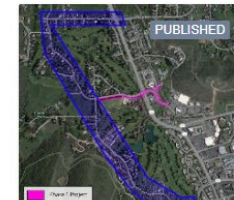
September 16, 2024

**General Plan
Comprehensiv**



April 4, 2024

**PC MARC
Aquatic**



February 13, 2024

**Thaynes
Canyon**



February 2, 2024

**Homestake
Road**



DESIGNWORKSHOP

Park City General General Plan Update



Thank You!

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