

Main Street Area Plan

November 2024



Purpose of Nov. 7 Meeting

Update Council on the Main Street Area Plan Committee's Proposed Plan and Key Elements

Provide Space for Council to Discuss Concepts, Ask Questions, and Clarify Preferences

Confirm the goal for Council to Adopt the Main Street Area Plan in 2024

Clarify any Requests for Additional Specific Information

Discuss Target Timeline for a Further Sequencing and Phasing Discussion in 2025



Introduction

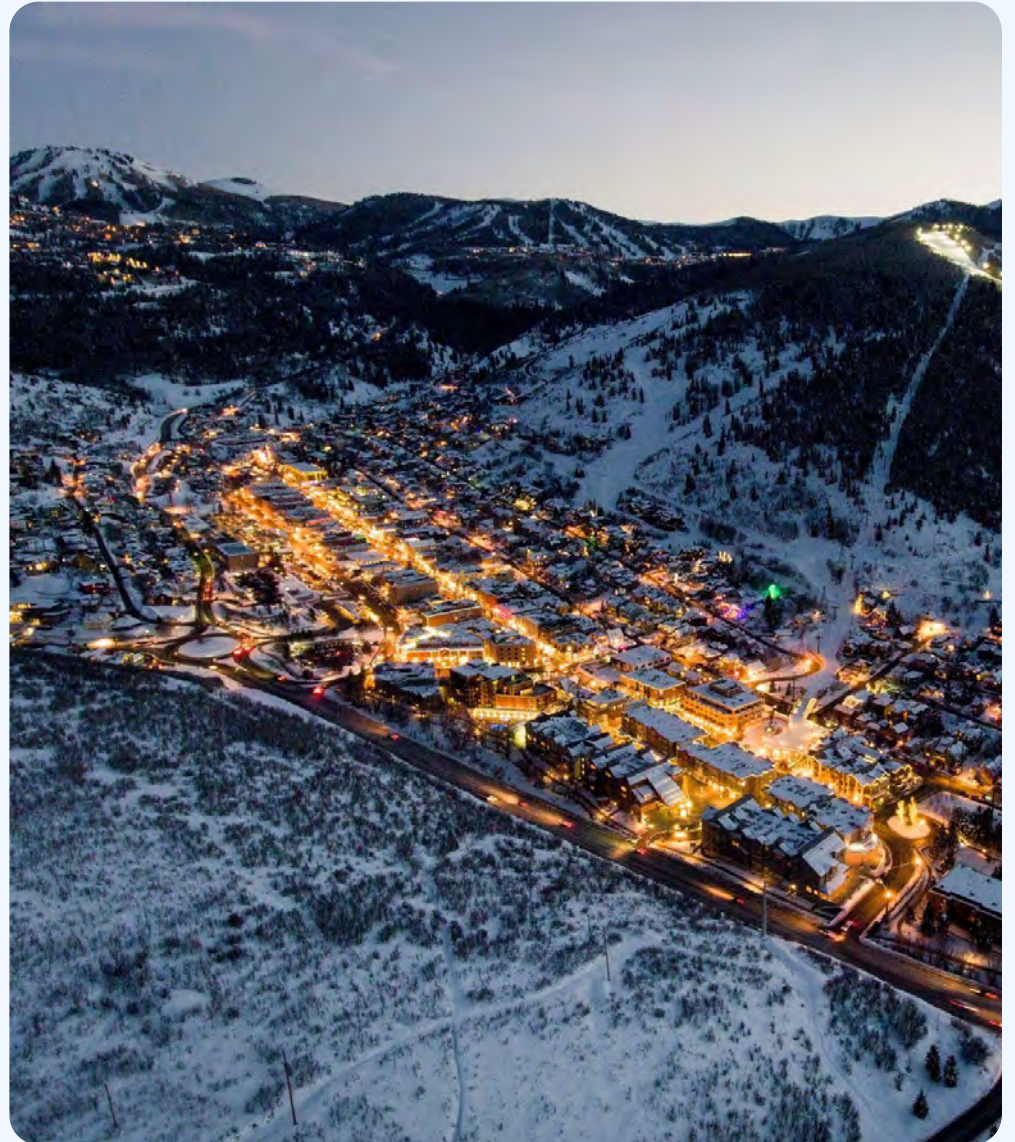
A Time for Action

In December 2023, Park City Council voted to form an Advisory Committee of local stakeholders to provide guidance on the future of Main Street, and to hire a team of consultants to work with the Committee to develop a plan on an efficient timeline.

This information packet provides an overview of the concepts the committee and design team have proposed, including:

- **New developments on Swede Alley, with hotels, a grocery store, and more.**
- **A “car-lite” redesign of Main Street to create more space for people and events.**
- **New public spaces at City Hall, the Brew Pub Lot, and the Post Office.**
- **New park n’ rides with high-quality transit to provide options for improved travel time.**

The concepts in this document were put together for Council and public feedback. No decisions will be made until we hear from the community.



Council Goals & Committee Approach



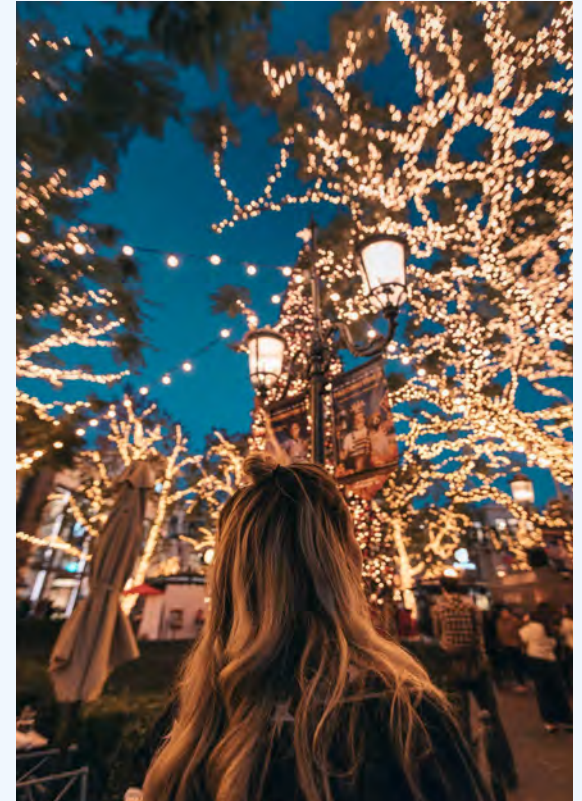
Enhance the historic nature of Main Street

- Protect what people love.
- Leverage heritage as an economic strength.



Foster economic vibrancy

- Provide easy access to Old Town for visitors and workforce.
- Enhance Historic Park City's business mix with complementary assets.



Strengthen quality of life for residents

- Create vibrant & dynamic public spaces.
- Offer better transportation options.

Process



Set broad goals for the project and the Advisory Committee.



Identified what needs protection, and what problems need to be solved.



Developed framework for project.
Crafted design concepts.



Iterated and refined concepts.



Hone details and checking direction.



Strengthen concepts through public involvement.

Process

Park City Council assembled the Advisory Committee to develop a clear, coherent vision for Main Street. The proposals in this document are draft ideas, and Council will only make a decision on the project's direction once it has heard from the public.

Transparency

A major goal of this project is transparency. All presentation slides and meeting minutes were made public on the Park City website as soon as they were available. The committee has continuously published its deliberations while still in a conceptual stage, so that the project team could better hear feedback.

Committee

Main Street Area Plan Advisory Committee

- **Casey Crawford.** Main Street Business Owner, Prospect, and Old Town Resident.
- **Heleena Sideris.** Park City Lodging Association.
- **Emerson Oliveira.** Main Street Business Owner, Bridge Café.
- **Jennifer Wesselhoff.** President and CEO of the Park City Chamber of Commerce.
- **Kathy Pederson.** Main Street Property Owner, Business Owner, and Old Town Resident.
- **Maren Mullin.** Main Street Business Owner, Gallery Mar.
- **Randy Scott.** President, Park City Museum Board of Trustees, and Old Town Resident.
- **Rob Sergent.** Main Street Business Owner, Alpine Distilling.
- **Ronnie Wedig.** Manager, DBR Restaurant Group, HPCA Liaison.
- **Mayor Nann Worel.** City Council Liaison.
- **Councilman Ryan Dickey.** City Council Liaison.



Why Now?

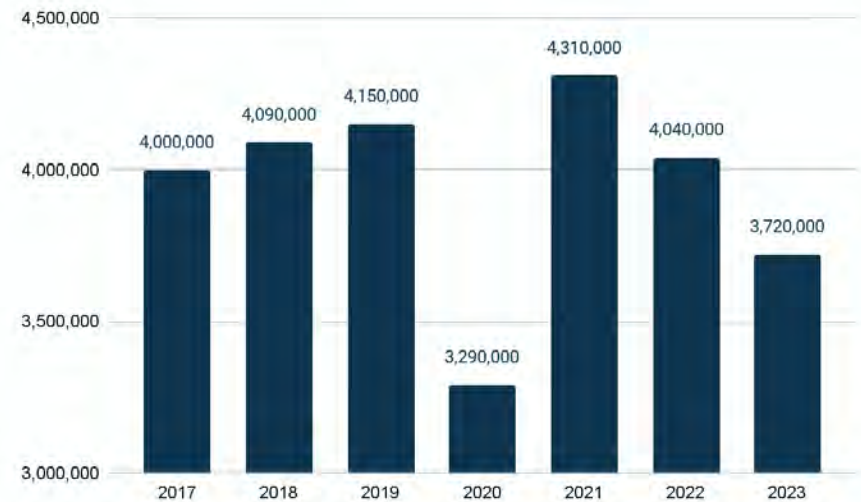
Why Action is Needed

- **Economic trends:** Visitor numbers are down 14% since 2021, while cost of labor and goods has risen.
- **Competition:** Other, nearby destinations are making major investments, such as Deer Valley East. If Main Street does nothing, it will lose customers — and employees — to these destinations, many of which are easier to reach by car.
- **Workforce:** Traffic and a lack of workforce housing pose employment challenges.
- **Design:** Main Street's sidewalks are narrow and do not offer space to create a premium experience for residents and visitors.

“Doing nothing is doing something.”

-Advisory Committee Member

Annual Visitors to Park City Main Street

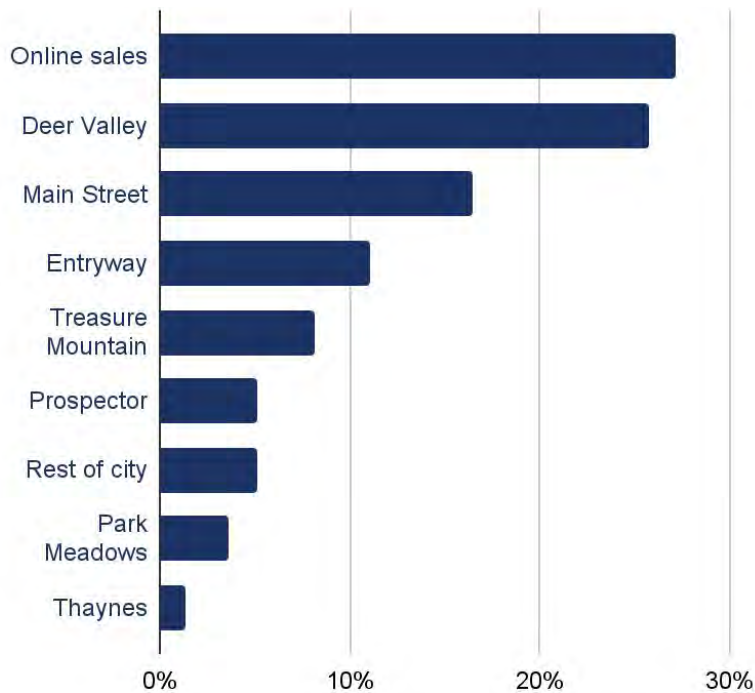


Visitor numbers had a boost in 2021 as Utah stayed open during the pandemic. Since then, Main Street visitorship has dropped below 2017 levels.

(Source: Placer.ai, as of Dec 2023)

Competition

2022 Share of Annual Sales in Park City Regions¹



Main Street is Losing Market Share

Main Street was formerly the leader in business sales in the region. Today, it is third place behind Deer Valley and online sales. This trend may worsen in coming years if Park City does not make major investments in its core to compete with investments being made by other destinations.

1. Treasure Mountain includes PC Mountain Base.

Upcoming investment at Deer Valley East



Competition in the Headlines:

Heber city council plans downtown redevelopment, delays voting on specific goals

Little Cottonwood Canyon gondola plan moves forward

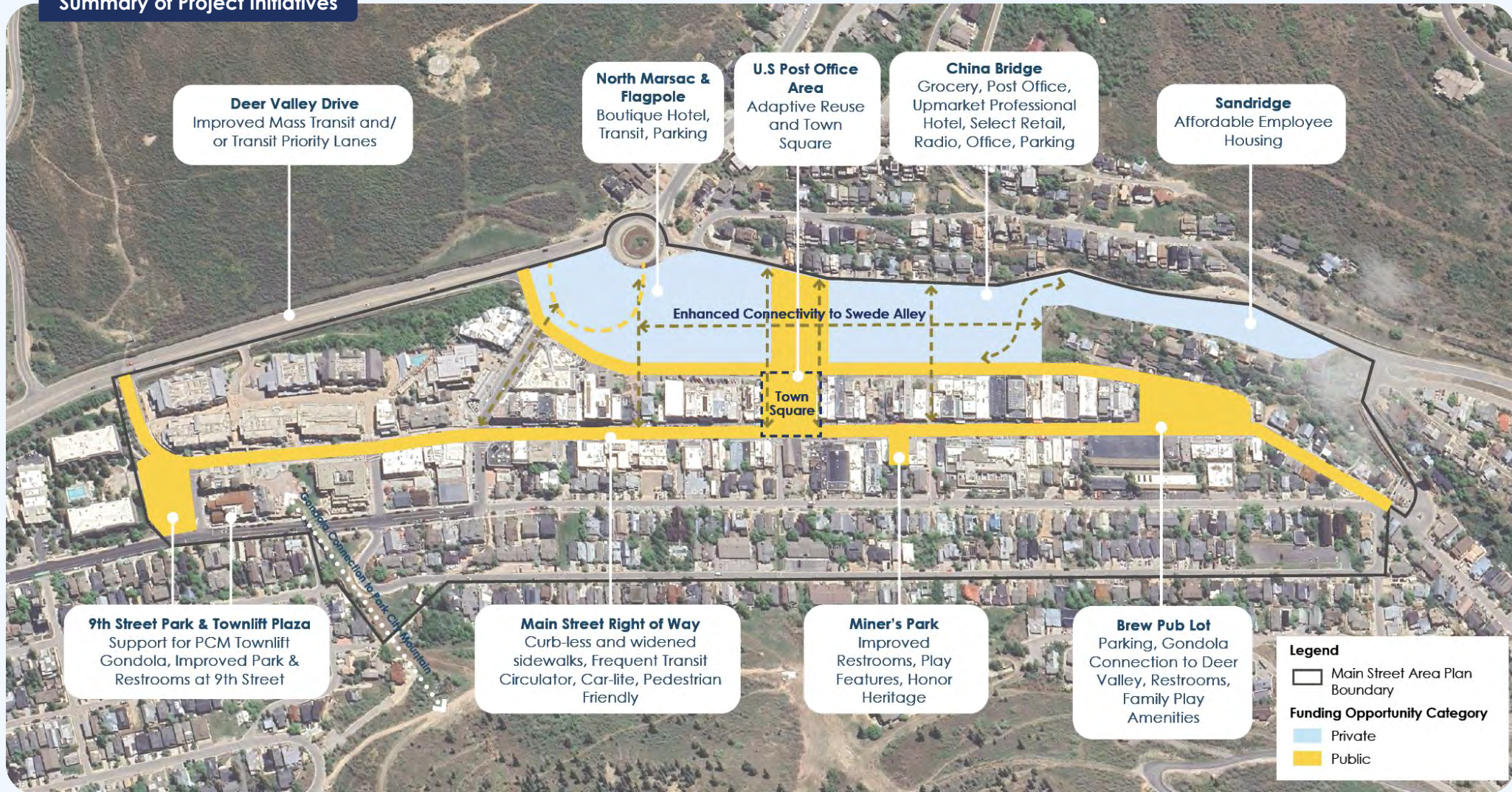
Snow Park Village Transformation & New Burns Express Chairlift Among Deer Valley's \$20 Million In Capital Investments

Deer Valley, Clarifying Expansion Timeline, Hopes to Lure Cars Out of Cluttered Park City

Study reveals vision for Salt Lake City's reimagined downtown

Overview of Plan

Summary of Project Initiatives



Swede Alley Development

A New Gateway to Swede Alley



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Map of Investment Areas



Proposed Development

We propose to partner with developers to build a mix of hotels, businesses, and housing on the Swede Alley opportunity sites, using a design style that fits Park City. Underground parking will match or exceed the number of parking spots on the sites.

The project team has analyzed economic data to identify the land uses that would best attract *new* customers, without taking customers away from existing businesses. The team proposes to partner with developers to build:

- Two upmarket hotels, with 200-250 beds total.
- A liquor store expansion and improvement.
- A community grocer, including a new location for the post office.
- A phone and computer retailer.
- Additional restaurant space.
- An additional bar.
- Space for clothing and makeup retail.
- Community childcare facilities.

Swede Alley Development

New City Hall Plaza

The redevelopment provides an opportunity to create a new central plaza for Swede Alley that will highlight the heritage of City Hall, and create a new dynamic community hub.

Public Inner Courtyard

A linear public space will run down the center of the new development, providing an attractive path for locals & visitors to walk.

Visitor Center

A visitor center will provide bathrooms, lockers, information about destinations, and other amenities.

City Hall Plaza



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Hotel North of City Hall



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Public Inner Courtyard



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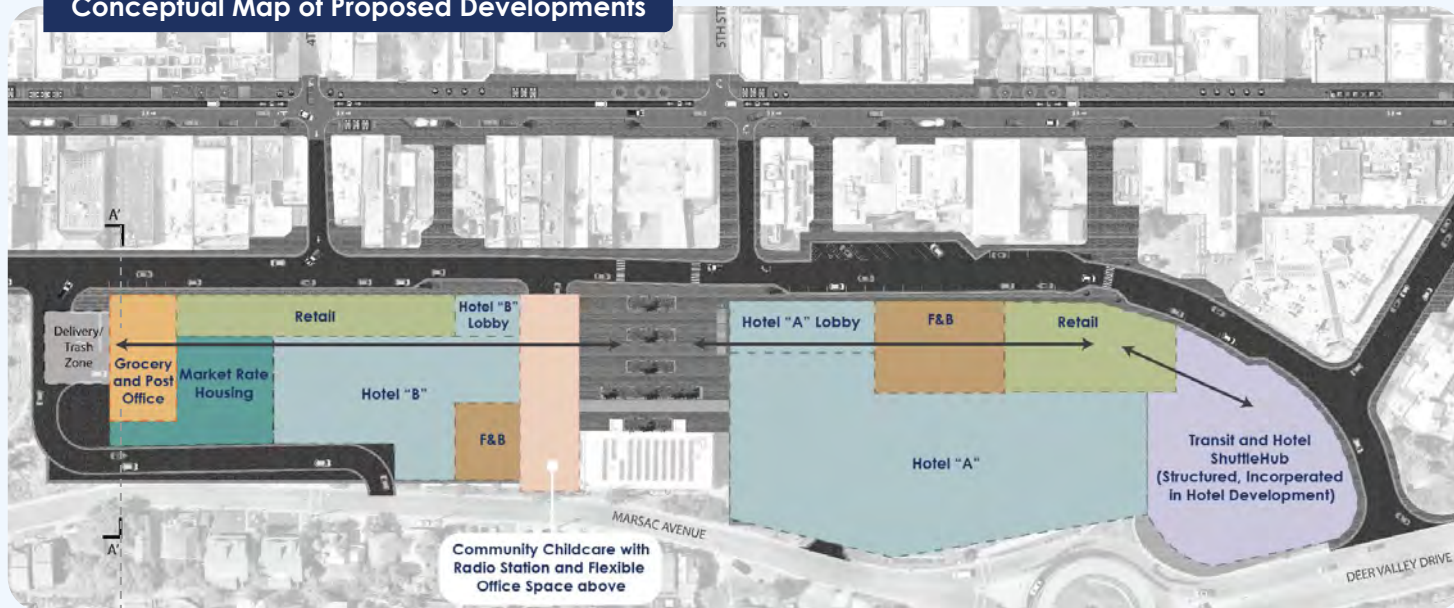
Hotel, Retail & Housing to the South



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Swede Alley Development

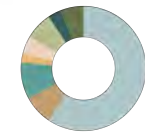
Conceptual Map of Proposed Developments



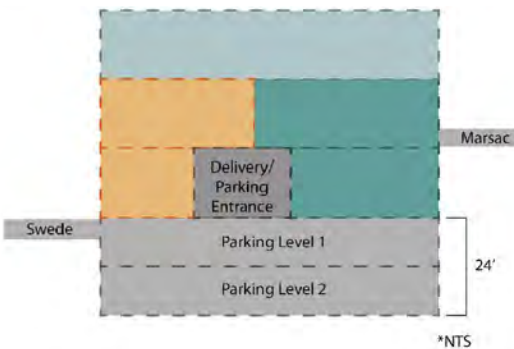
Primary Land Uses



Primary Pedestrian Walkway



Cross section of building



Filling Gaps

- **New hotels and upmarket housing** will provide a steady supply of customers that can walk to Main Street, which will help keep businesses open all day, year-round.
- **Childcare** will make it easier for potential employees to choose to work on Main Street.
- The most common destination for people leaving Main Street is a grocery store. Providing **a grocer** will help keep customers longer.
- The **liquor store, event space, and retail and other businesses** were selected to encourage people to spend at least three hours on the street, after which they tend to eat, linger, and spend more.

Workforce Housing

Sandridge Lots

The proposal also includes around 30 housing units for local employees. These units will have built-in parking on a rear alley.

Housing at Park n' Rides

We are also investigating the potential to build workforce housing at the site of new park n' rides near the U.S. 40 and S.R. 248 corridor. (See page 25).

Workforce Housing



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Sandridge Lots Today



Workforce Housing Map



Public Space Plan



Focus areas

The committee developed design concepts for multiple public spaces in the study area. Each plays a complementary, but distinct, role on the street:

- **Main Street and Swede Alley** improvements will enhance walkability, mobility and access.
- **Brew Pub Lot Park** will help draw people up to the top of Main Street with a mix of activities and a landmark piece of public art.
- **City Hall Plaza** will highlight City Hall provide a stunning visual centre for the community.
- **The Central Square** will provide a lively gathering place at the heart of Main Street and Swede Alley, and will better connect the two streets together.
- **Miner's Park** will provide a lively, family-friendly spot to play and spend time, with lights, color, and interactive exhibits that offer insight on Park City's history.
- **9th Street Park** will provide an area for locals and visitors to relax.

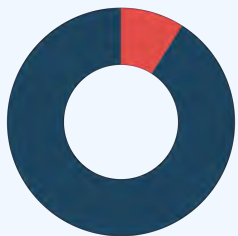
Swede Alley Improvements

Better Sidewalks

Swede Alley will receive sidewalks along its full length. New buildings, businesses, and public spaces will transform the street into an improved destination.

Valet parking

A valet parking station on Swede Alley will offer visitors a premium, easy option to park. Park City will manage the service, providing visitors the option to leave their car for someone else to park in the underground parking garages. This system will better utilize structured parking. Today, China Bridge daily transactions exceed its available parking spots 33 days a year on average.



China Bridge daily transactions exceed its spots only 9% of the year.

The New Swede Alley



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Valet Parking



New Buildings



Note: Images for illustration only. The final designs will be crafted with stakeholders & developers.

Main Street Redesign

Main Street Today



Strategic Investment

Main Street's sidewalks are narrow, inflexible, and cannot offer a premium experience worthy of an international destination.

The proposed redesign of the street has 5 goals:

- Allow the street to continue attracting more visitors by providing more space for them.
- Offer lots to do so people stay longer.
- Reduce car traffic in surrounding neighborhoods.
- Better highlight heritage.

Limited Space on Main Street



Main Street Redesign

“Car-lite” Design Concept for Main Street



Optimized Traffic Flow

One-way traffic flow allows for the following features and flexibility:

- Wide sidewalks will provide space for major, ongoing investments in public space, such as art and performances.
- Bars and restaurants will have the option to set-up dining decks, if they choose.
- “Curb-less” gutter design so the street is flat with the sidewalk, reducing slip/fall hazards and permitting street closures for festivals or busy times of the year.

Small, Electric Trolleys

Multiple small, electric trolleys will take people up and down the street for free using a dedicated lane. These electric vehicles will be much smaller and quieter than the current bus. They will also pass by more often, once every few minutes. Ideally, the trolleys will be autonomous.

“It feels like a big park, like a holiday. It makes the district magical.”

- Carolanne Fournel, of *Le Petit Champlain*, Québec City, which implemented similar street designs

Brew Pub Lot

Brew Pub Plaza with a Gondola concept



“The goal is to encourage people to linger longer. Cars don’t buy stuff. People buy stuff.”

Main Street Plan team member

Gondola

Twenty-three percent of Main Street visitors come from Deer Valley. A gondola between Deer Valley and the Brew Pub lot would enable more of these high-value customers to easily reach the street without creating traffic or requiring parking. The design team has also developed a scenario for the public space without the gondola.

Winter activities

The new Brew Pub Plaza will give gondola riders a beautiful welcome to Main Street. The concept includes a skating area, which will act as a gathering place during summer. A building will include new restrooms, and a small kiosk for warm drinks. City staff will lend out skates and sleds.

Parking

The team proposes to offer roughly 20 parking spots under the plaza. Some of this space may also be used for a hotel shuttle drop-off.

The Post Office

The Challenge

For decades, Park City has explored the potential to transform the Post Office into a new public square for the community, because:

- The facility attracts large numbers of mail trucks, worsening the street's traffic.
- A 1965 renovation undermined the heritage value of the building.

The Opportunity

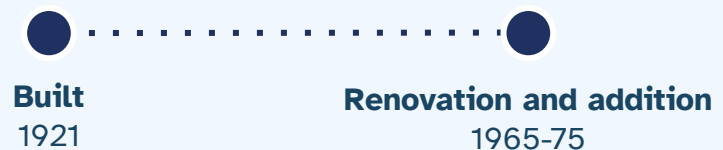
The project team proposes to create a smaller post office in the new grocery store, which will attract future trucks because it will not sort mail.

Main Street lacks a strong central square. The Post Office is an excellent location for such a public space because it would create a visual connection with City Hall.

Options

The advisory committee recommended exploring two options with the public for the Central Square.

The Original Post Office



Central Square: Option 1

Restoring the Original Post Office



Maintain the original building

The first option is to restore the original post office structure and remove the 1965 addition. In this approach, Park City would also restore a historic mural on the southern wall of the public space. The remaining building will offer restrooms and other potential amenities, such as space for small businesses.

Connection to City Hall Plaza

The new park will help connect Main Street to Swede Alley & the new public space at City Hall.

City Hall Plaza



Central Square: Option 2

Creating a Full-Size Central Square



Remove the Post Office

Another option is to fully repurpose the old Post Office area as a complete, uninterrupted public square. This would require removing the Post Office's heritage status, as it lost most of its historic value during the renovation. It may be possible to retain the facade in some form, perhaps on a neighboring wall.

Miner's Park

Miner's Park Design Concept



Updated Restrooms

The plan includes an all-new restroom building, based on a previous 2017 design. It includes a waterfall cascading down its front wall and an activated rooftop public space.

Play Area

The plan includes a mining-themed play area to offer children a destination on the street. The goal is to ensure kids can play here year-round.

Stage

A small stage will offer a space for buskers and other small events.

Multimedia Technology

Programmable, interactive lights will turn the space into something magical at night. A projector and screen will show ski races and other major events. Otherwise, the projector will light up the wall with art.

Heritage Panels

Interactive panels will use technology to offer stories on the history of Park City.

Interactive Illumination



Panels Highlighting Park City History



9th Street Park

9th Street Park Design Concept



Maintain Natural Ambiance

The plan aims to conserve the park's quiet, natural atmosphere. A central goal of the concept is to preserve the park's many mature trees.

Winter Activation

The park will feature ice sculptures, lighting, and evergreen plants to transform it into a magical place in the winter time.

Plaza Space

The Eastern corner of the park will offer a small gathering space. It will offer some overflow space for events, such as the Silly Market.

Restrooms

The park will have a new set of needed public restrooms, offering an option for the northern part of Main Street.

Ice sculptures



Kids playground



Parking & Transit

Map of Streetscaping & Parking



Parking Adjustments

- ↓ **Main Street:** 160 → 80 spots.
- ↓ **Brew Pub Lot:** 48 → 30 spots.
- ↑ **Swede Alley:** 33 → 45 spots.
- ↑ **Flagpole & Marsac:** 158 → 200 spots.
- ↑ **China Bridge:** 590 → 634 or more spots.

The goal is to maintain the same number of parking spots in Old Town. All changes are estimates. Final figures will depend on detailed design.

Transit & Hotel Shuttle Station

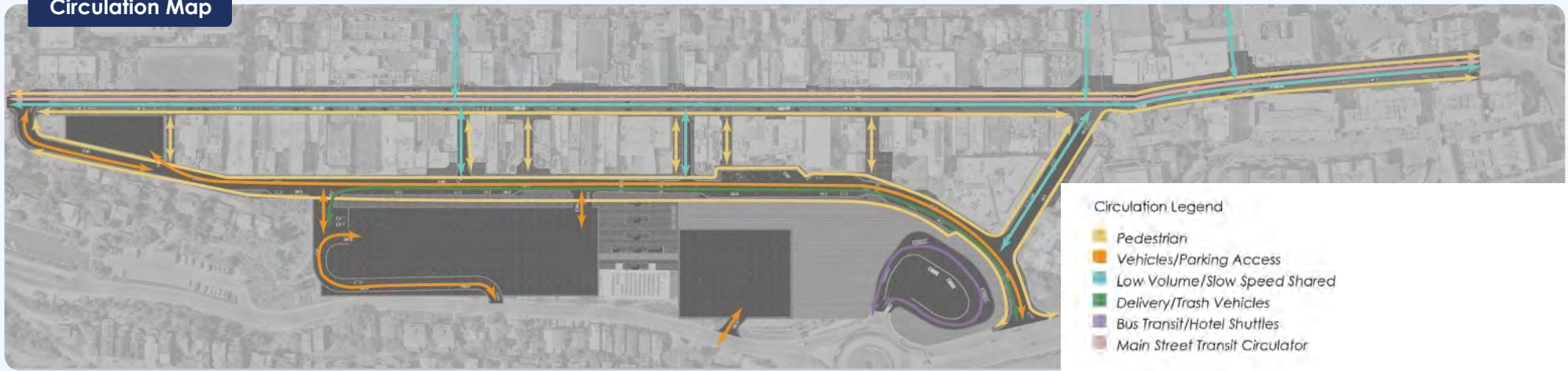
This station will be built into the structure of the new hotel in the north, and will reduce bus and shuttle traffic on Swede.

Rideshare

There will be multiple locations where rideshare vehicles can drop off passengers along Swede Alley and at 9th Street Park.

Old Town Circulation

Circulation Map



New China Bridge Roadway

A new roadway from Marsac Avenue to Swede Alley will improve access for deliveries and will reduce traffic on Swede Alley. It also enables Hillside Avenue to become a resident-only street.

Traffic Allocation

Most car, truck, & shuttle traffic will occur on Swede Alley and the new China Bridge Roadway. Main Street will also offer a slow, steady route for drivers, but it will attract more people on foot and in small, electric trolleys.

Waste & Deliveries Center

This new facility will provide a centralized place to process waste, reducing the burden for storing waste on Main Street businesses. A waste collector would pass through Main Street multiple times a day.

The facility may also offer a place to organize deliveries to Main Street to reduce truck traffic on the street.

No New Curb Cuts

The proposed circulation strategies minimize impact of development by utilizing existing curb cuts.

Regional Park n' Ride

Park n' Ride Concept



Park n' Ride Concept Map



Projected Travel Time to Main Street
From a HWY 40 Park n' Ride

Need

On the ten busiest days of the year, it takes on average half-an-hour to drive 3 miles from HWY 40 to Main Street, compared to 7 minutes on normal days. Park City also needs more parking.

Solution

The plan envisions building multiple park n' rides, including 1,500 spots on the Gordo site near HWY 40 (pictured), with transit route that bypasses traffic to Main Street. Transit solutions may include:

- A transit-oriented gondola.
- Rapid transit bus lanes.

Either option would allow people to reach Main Street in roughly 10 minutes or less. This solution tackles multiple problems:

- **Parking.** Park n' rides make it possible to add as much future parking as Main Street needs.
- **Traffic.** If transit is much faster than driving, it gives people good reason to take transit, which will help limit congestion.
- **Employee Access.** A park n' ride will make it much easier for potential employees to reach Main Street, especially if workforce housing is built at the park n' ride sites.

Park City recently remediated soils at the Gordo Lot, which offers an opportunity to build this park n' ride, supporting the historic district and Park City's future.

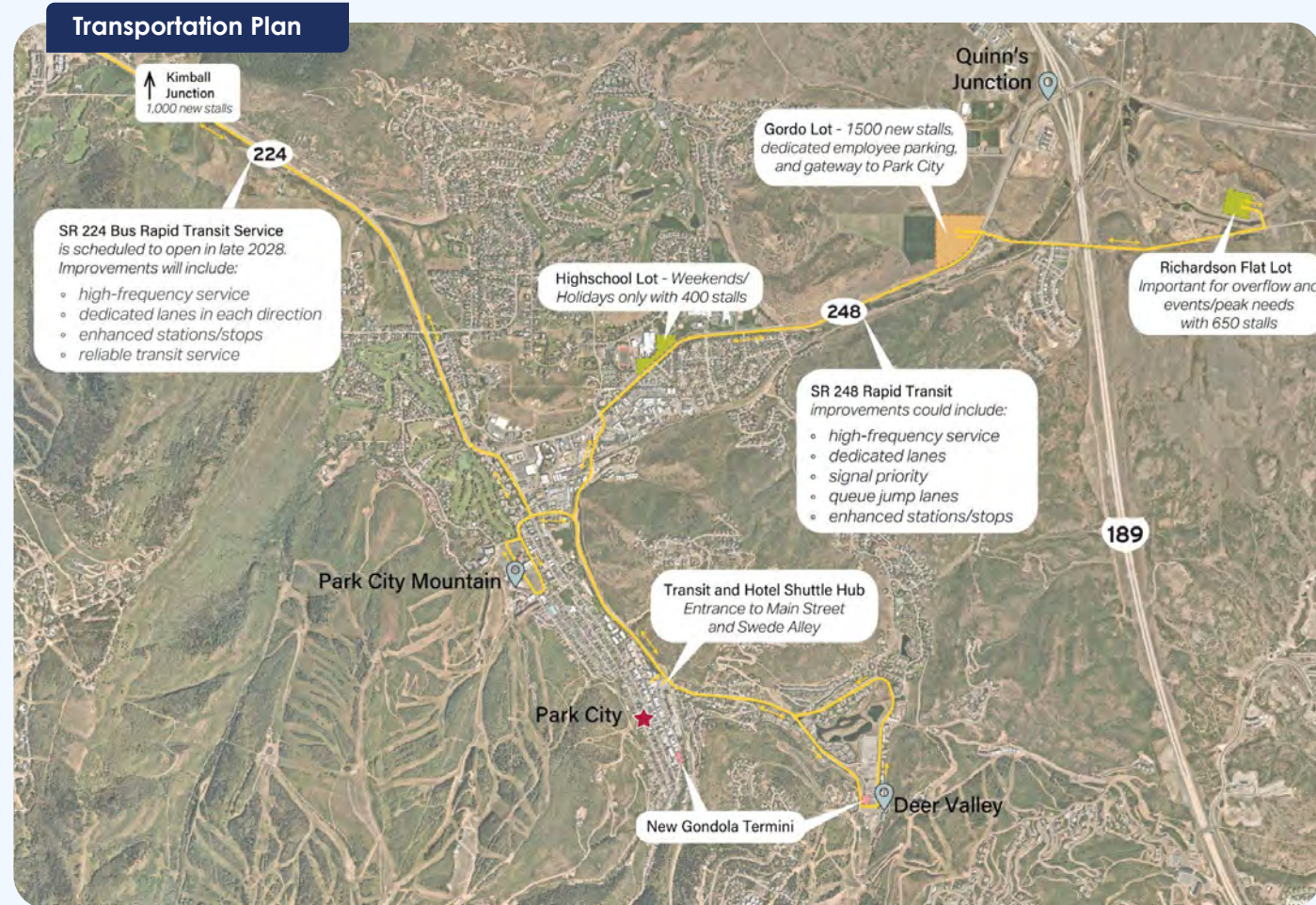
Regional Transit & Parking

Transit Improvements

A key goal of this plan is to enable people to reach Main Street without worsening traffic. Park City is developing a detailed transportation plan that includes:

- Multiple park n' rides.
- Bus lanes or a gondola between park n' rides and Main Street.
- A potential gondola to the Deer Valley.
- A combined transit and hotel shuttle hub at the entrance to Old Town.
- Improved intersections for cars and transit.

The map outlines early concepts for the transportation plan.



Transportation Solutions

Managing Growth

For Main Street's economy to grow, more people will need to visit the street — including residents, travellers, and employees. To avoid heavy congestion, the plan proposes the following.

Cars

The plan envisions no substantial increase in car traffic because:

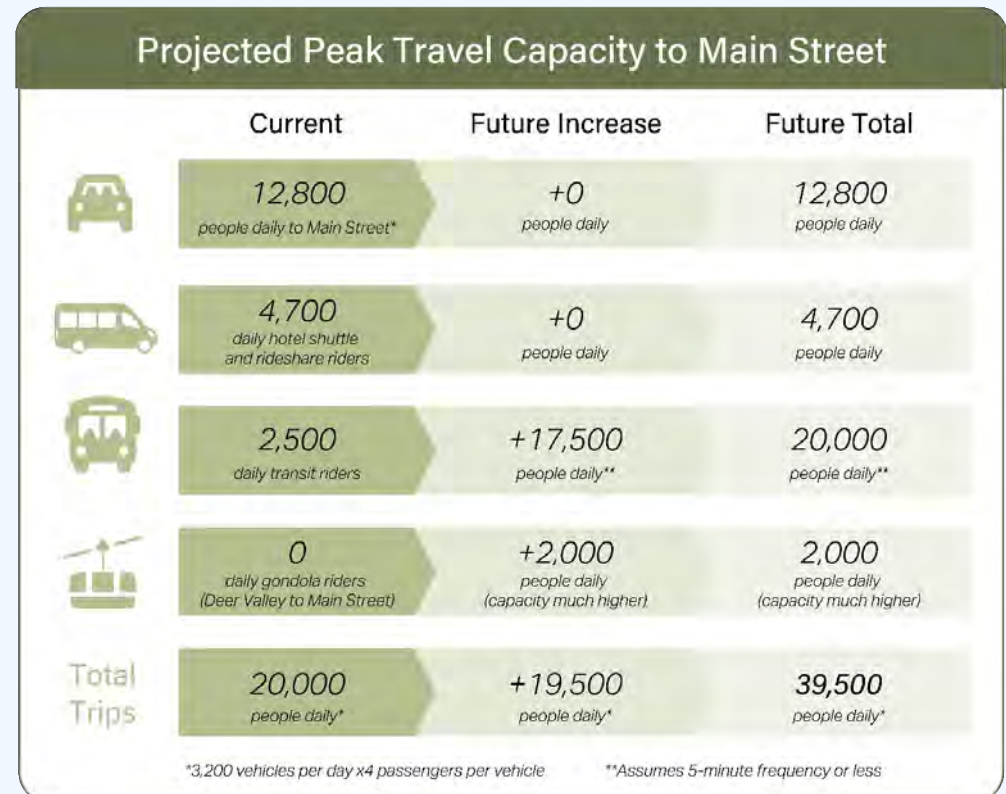
- The number of parking spaces in Old Town will not increase.
- Visitors will have a major incentive to avoid traffic by stopping at the park n' rides and taking high-speed transit to Main Street.

Transit

To accommodate all new trips by transit, transit will need to leave park n' rides every 5 minutes or less. The transit numbers in the green table reflect trips both to Gordo and Kimball Junction park n' rides.

Gondola to Deer Valley

A gondola to Deer Valley could handle over 2,000 people per hour, but more research is needed to identify maximum potential daily trips.



Transportation Solutions

Summary of transportation projections & solutions

Present



After 2035



Deer Valley Intersection

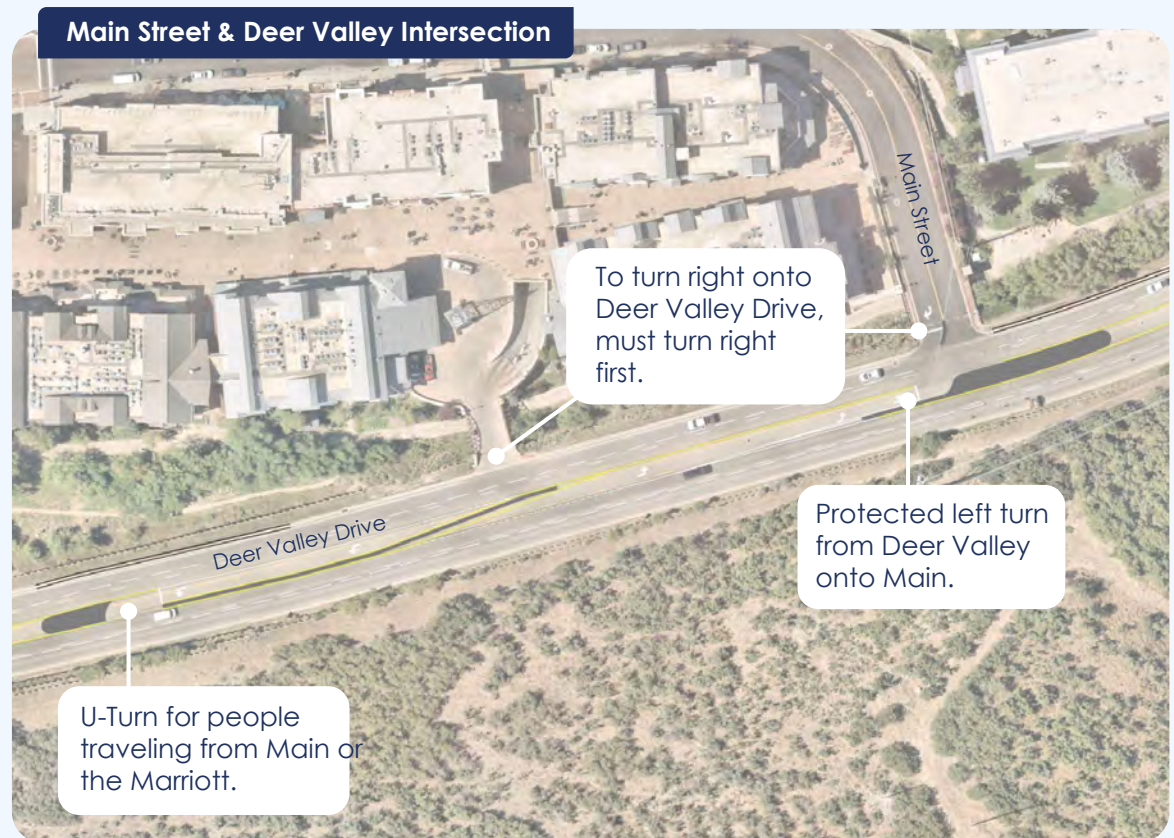
Existing Need

The intersection of Deer Valley Drive and Main Street is currently very dangerous, requiring motorists to cross multiple lanes of traffic to make left turns. This is especially difficult during heavy traffic periods.

Solution

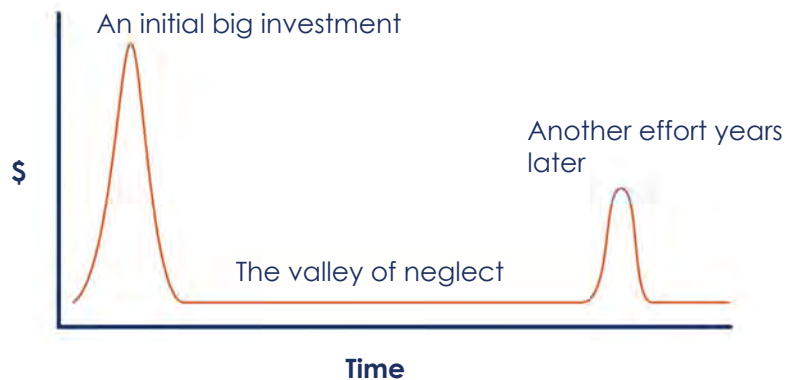
The proposed intersection design will provide people travelling from Deer Valley onto Main Street a safe, protected place to wait before they turn left.

Drivers who want to turn left from the Marriott or Main Street onto Deer Valley Drive will first turn right onto Deer Valley and then take a safe u-turn in a protected location. In this way, they will only need to monitor one direction of traffic for each turn.

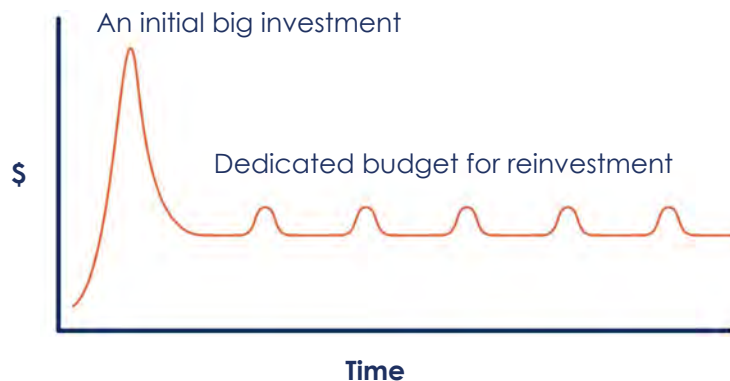


Additional Financial Recommendations

The traditional approach to investment in streets & public spaces



Proposed approach:



Consistent Investment

Many local governments struggle to invest consistently in streets and public spaces over time. Traditionally, governments invest large sums upfront for major projects, and then invest little until another major project years later. We propose a more consistent investment strategy for Main Street.

Activation Budget

Establish a yearly budget that can be used for small improvements to make Main Street a better, more exciting destination over time, such as with ice sculptures, garden boxes, art, games, slides, murals, hammocks, and more. This budget will help increase Main Street tax revenue, which depends heavily on visitor numbers.

Community Redevelopment Agency

Consider establishing an agency that can:

- Administer the Activation Budget.
- Raise capital for major infrastructure and development projects.
- Manage Old Town's programming and marketing initiatives.

Park City can support this entity with sales tax and with the incremental increase in land values in the district. Ideally, other levels of government will help fund it as well.

Historic Preservation

Consider offering historic preservation grants to help existing property owners maintain and improve their historic properties.

Phasing



Dependencies

Public Space

- We propose to first invest in Miner's Park and Ninth Street, as these improvements do not depend on other decisions.
- The design of the Central Square depends on whether the post office is demolished or restored. Investments will proceed once its heritage status is amended.
- The final design of the Brew Pub Plaza will depend on whether a Gondola is built there.

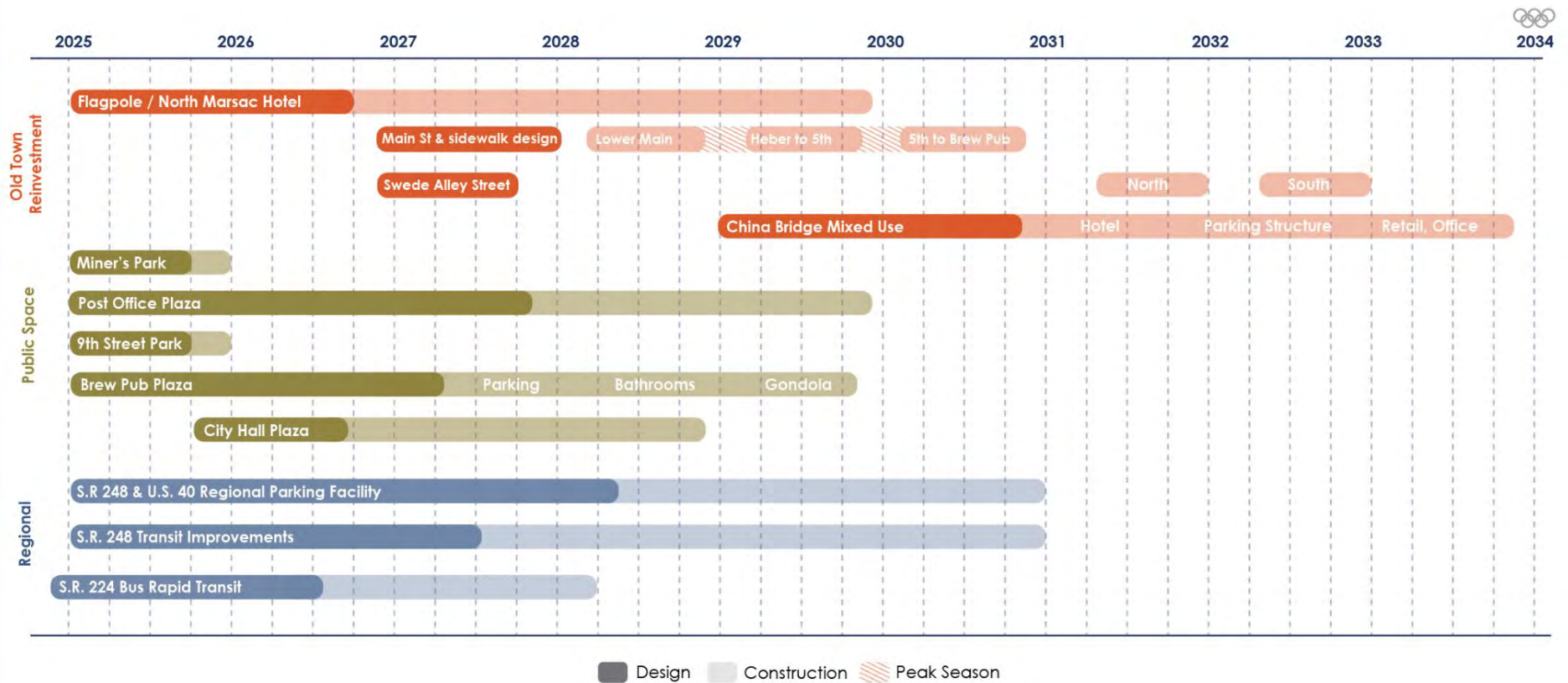
Transportation and Development

- The park n' ride and transit improvements will proceed whether or not other changes are made, because they are essential to allow Main Street to grow and provide access for employees.
- The proposed developments depend on transportation improvements. Park City will only proceed with the developments if a clear transportation plan is secured.
- The Swede Alley street design improvements will be built in stages to coincide with each development project along the street.

Main Street Redesign

- The Main Street redesign depends on the new developments and transportation improvements to ensure the street can attract a critical mass of street life and continue to increase the customer base for businesses.

Implementation Timeline



Next Steps. Council will have the option to approve this plan in part or in full at the December 19 Council meeting. (See page 34). Once city staff have this direction, they will:

- Guide staff to create a budget plan and Issue RFPs for street and public space design.
- Issue RFPs for developers interested in partnering on the Swede Alley Developments.
- Continue detailed planning for the transit network.

December Council Meeting

What is Council being asked to adopt?

- Main Street Area Plan Committee recommendations and project vision.
- A non-binding, implementation plan. (Page 37).
- Direction for staff to continue to pursue the project's implementation plan.

What is Council Not Adopting?

- Specific site designs.
- Fixed or fully programmed project budgets.
- RFPs for private developer partners.
- Code changes.
- Construction contracts or plans.



Project Team

Consultant Team

- **Zions Public Finance Inc.** Economic analysis and project management.
- **Voda Landscape Design.** Architectural renderings & public space design.
- **Kimley-Horn: Engineering Planning and Design Consultants.** Transportation analysis and streetscape renderings.
- **Happy Cities Studio Inc.** Communications, consultation, planning & public space design.



Purpose of Nov. 7 Meeting

Update Council on the Main Street Area Plan Committee's Proposed Plan and Key Elements

Provide Space for Council to Discuss Concepts, Ask Questions, and Clarify Preferences

Confirm the goal for Council to Adopt the Main Street Area Plan in 2024

Clarify any Requests for Additional Specific Information

Discuss Target Timeline for a Further Sequencing and Phasing Discussion in 2025



Conclusion

Park City has rare strengths, with a historic Main Street at the heart of an international skiing destination. Action is needed, however, to tackle the combined threats of congestion, competition, and the difficulty attracting a workforce. Careful investment in development, transportation, and public space will strengthen the street's heritage and help attract people from around the world — while also giving residents a much better place to enjoy. The 2034 Olympics offer an opportunity to take large-scale action to ensure in Main Street will prosper for the next hundred years.

All ideas in this report are only concepts for feedback. We look forward to engaging residents and businesses to identify the actions that can best strengthen Main Street.



Implementation Plan

Project Type Legend
Public Parks and Plazas
Public Roadways and Rights of Way
Swede Alley Developments

Project	Dates
Miner's Park	
Engage design firm for preliminary design from RSOQ pool	Jan 2025- Feb 2025
Additional public outreach, If needed	Feb 2025 - Mar 2025
Direct staff to create budget plan if estimate beyond existing budgets	Mar 2025 - April 2025
Final design approved by Council & construction contract award	Apr 2025 - Jul 2025
Planning Staff Review	Aug 2025 - Sep 2025
Planning Commission Review (1 Work Session, 1 Final Meeting)	Oct 2025 - Nov 2025
Historic District Design Review	Dec 1
Construction period	Apr 2026 - Nov 2026
9th Street Park	
Engage design firm for preliminary design from RSOQ pool	Jan 2025 - Feb 2025
Additional public outreach, If needed	Feb 2025 - Mar 2025
Direct staff to create budget plan if estimate beyond existing budgets	Mar 2025 - Apr 2025
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Construction period	Apr 2026 - Nov 2026

Project	Dates
Flagpole/North Marsac Hotel	
Planning staff parcel, plat, subdivision agreement, previous approval research	Jan 2025 - Feb 2025
Initiate Transit Discussion with FTA	Jan 2025 - Apr 2025
Develop RFP for Site Program	Jan 2025 - Mar 2025
Environmental Site Plan	Jan 2025 - Mar 2025
Initiate and Complete Flood Plain Study	Mar 2025 - Dec 2025
Issue RFP for Qualified Developers	Mar 2025
Selection Committee Review, Developer Interviews, Selection	Mar 2025 - Apr 2025
Council MOU, Negotiation of Agreements	Jun 2025 - Nov 2025
Design Development & Staff Consultation	Nov 2025 - Jan 2026
Planning Commission Reviews CUP/MPD, Plat Amendment, and Rezone Package	Jan 2026 - Sep 2026
Initial Lender Evaluation Begins	Jul 2026 - Sep 2026
Negotiation of Ground Lease and/or Sale	Aug 2026 - Oct 2026
Public Benefits Analysis	Oct 2026
Utility Agreements	Oct 2026 - Dec 2026
Planning Commission Recommendation to City Council Rezone	Nov 2026 - Dec 2026
Council Approves Rezone	Dec 2026
Final action on CUP/MPD and Plat Amendments	Dec 2026
Historic District Design Review	Jan 2027
Financial Close	Feb 2027
Construction Phase 1: New Transit Center	Mar 2027 - Nov 2027
Construction Phase 2: Parking Structure and Hotel Entrance	Mar 2028 - Nov 2028
Construction Phase 3: Hotel and Retail Promenade	Mar 2029 - Nov 2029

Implementation Plan

Project	Dates
S.R. 248 & U.S. 40 Regional Parking Facility	
Conclude Negotiations with Deer Valley	Jan 2025
Engage State on Potential Partner Resources	Jan 2025 - Jun 2025
Develop RFP for Site Program	Jan 2025 - Mar 2025
Issue RFP for Qualified Developers	Apr 2025
Selection Committee Review, Developer Interviews, Selection	May 2025 - Jun 2025
Initiate HTRZ Analysis and Application with State Committee	Jun 2025 - Nov 2025
Council MOU, Negotiation of Agreements	Jun 2025 - Dec 2025
Design Development & Staff Consultation	Jan - Mar 2026
Planning Commission Reviews CUP/MPD	Apr 2026 - Nov 2026
Initial Lender Evaluation Begins	Oct 2026 - Dec 2026
Negotiation of Ground Lease and/or Sale	Jan 2027 - Mar 2027
Public Benefits Analysis	March 2027
Utility Agreements	Mar 2027 - May 2027
Final action on CUP/MPD	Jun 2027
Financial Close	July 2027
Construction Phase 1: Parking Garage	Aug 2027 - Nov 2027, Mar 2028 - Nov 2028
Construction Phase 2: Transit Center	Mar 2029 - Nov 2029
Construction Phase 3: Commercial/Retail/Public Facilities	Mar 2030 - Nov 2030
Construction Phase 4: Housing	Mar 2030 - Nov 2030, Mar 2031 - Nov 2031

Project	Dates
248 Transit Improvements	
Recreate 248 Alternatives Analysis	Jan 2025 - Dec 2025
248 EIS	Dec 2025 - Dec 2026
248 Federal Grant Applications	Nov 2026 - Jun 2027
Final Design	Mar 2027 - Sep 2028
Construction Phase 1: US40 - Gordo Lanes and Infrastructure	Sep 2028 - Sep 2029
Construction Phase 2: US40 - Dedicated Lanes 248	Oct 2028 - Oct 2029
Construction Phase 3: US40 - Bonanza Drive & Intersections	Sep 2029 - Sep 2030
Construction Phase 4: US40 - Deer Valley Drive	Sep 2029 - Sep 2030
Main Street Roadway and Sidewalk Improvements	
Engage design and engineering firm for preliminary design from RSOQ pool	Nov 2026 - Jan 2027
Additional public outreach, if needed	Jan 2027 - May 2027
Direct staff to create budget plan	Jan 2027 - Jun 2027
Final design approved by Council & construction contract award	Jun 2027 - Dec 2027
Construction Phase 1: Lower Main	Apr 2028 - Sep 2028
Construction Phase 2: Heber to 5th	Apr 2029 - Sep 2029
Construction Phase 2: 5th to Brew Pub	Apr 2030 - Sep 2030
Swede Alley Roadway and Sidewalk Improvements	
Engage design firm for preliminary design from RSOQ pool	Nov 2026 - Jan 2027
Direct staff to create budget plan	Jan 2027 - May 2027
Final design approved by Council & construction contract award	Jan 2027 - Jun 2027
Construction Phase 1: Swede North	Apr 2031 - Nov 2031
Construction Phase 2: Swede South	Apr 2032 - Nov 2032

Implementation Plan

Project	Dates
Post Office Plaza	
Initiate Negotiations with Post Office	Jan 2025 - Sep 2025
Memorandum of Understanding	Sep 2025 - Dec 2025
Agree with USPS on Relocation Plan	Nov 2025 - May 2026
REPC With Post Office	May 2026 - Sep 2026
Procure historic preservation professional for site review, study, visit, and materials analysis	Sep 2026 - Feb 2027
HPB Reviews Determination of Significance, Evaluation, Report, and Analysis	Feb 2027 - Apr 2027
Engage design and engineering firm for preliminary design from RSOQ pool	May 2027 - Aug 2027
Additional public outreach, If needed	Jun 2027 - Aug 2027
Direct staff to create budget plan	Jun 2027
Material deconstruction review of any changes relative to 1920s structure	Sep 2027 - Oct 2027
Staff-level historic district design review	Nov 2027 - Dec 2027
Final design approved by Council & construction contract award	Jan 2028 - Apr 2028
Construction Phase 1: Post Office Restoration	May 2028 - Nov 2028
Construction Phase 2: Plaza Construction	Apr 2029 - Nov 2029
City Hall Plaza	
Engage design and engineering firm for preliminary design from RSOQ pool	Nov 2025 - Feb 2026
Additional public outreach, If needed	Feb 2026 - May 2026
Procure historic preservation professional for site review, study, visit, and materials analysis	May 2026 - Oct 2026
HPB Reviews Determination of Significance, Evaluation, Report, and Analysis	Oct 2026 - Dec 2026
Direct staff to create budget plan	Jan 2027
Material deconstruction review of any changes relative to staircase	Feb 2027 - Mar 2027
Staff-level historic district design review	Apr 2027 - May 2027
Final design approved by Council & construction contract award	Jun 2027 - Sep 2027
Construction Phase 1: City Hall Staircase & Plaza	Oct 2027 - Nov 2027

Project	Dates
China Bridge Mixed Use	
Planning staff parcel, plat, subdivision agreement, previous approval research	Jan 2027 - Feb 2027
Develop RFP for Site Program	Jan 2027 - Mar 2027
Environmental Site Plan	Jan 2027 - Feb 2027
Initiate and Complete Flood Plain Study	Mar 2027 - Jul 2027
Issue RFP for Qualified Developers	Jul 2029
Selection Committee Review, Developer Interviews, Selection	Aug 2027 - Sep 2027
Council MOU, Negotiation of Agreements	Oct 2027 - Mar 2028
Design Development & Staff Consultation	Apr 2028 - Jun 2028
Planning Commission Reviews CUP/MPD, Plat Amendment, and Rezone Package	Jul 2028 - Mar 2029
Initial Lender Evaluation Begins	Feb 2029 - May 2029
Negotiation of Ground Lease and/or Sale	May 2029 - Jul 2029
Public Benefits Analysis	Jul 2029
Utility Agreements	Jul 2029 - Sep 2029
Planning Commission Recommendation to City Council Rezone	Oct 2029 - Nov 2029
Council Approves Rezone	Dec. 2029
Final action on CUP/MPD and Plat Amendments	Jan 2030
Historic District Design Review	Feb. 2030
Financial Close	Mar 2030
Construction Phase 1: Hotel and Parking	Apr 2030 - May 2031
Construction Phase 2: Parking Structure, Delivery, and Grocery	Feb 2031 - May 2032
Construction Phase 3: Retail, Office, Radio, Liquor Store	Mar 2032 - Dec 2032

Implementation Plan

Project	Dates
Brew Pub Plaza	
Initiate Negotiations with Deer Valley for ROW and Snowpark Access	Jan 2025 - Sep 2025
Engage design and engineering firm for preliminary design from RSOQ pool	Sep 2025 - Dec 2025
Additional public outreach, If needed	Dec 2025 - Mar 2026
Initiate negotiations with nearby homeowners	Feb 2026 - Sep 2026
Finalize access agreements with Deer Valley	Jun 2026 - Dec 2026
Direct staff to create construction budget plan	Jan 2027 - Mar 2027
Final design approved by Council & construction contract award	Mar 2027 - Apr 2027
Planning Staff Review	Mar 2027 - Apr 2027
Planning Commission Review (1 Work Session, 1 Final Meeting)	Apr 2027 - Jun 2027
Historic District Design Review	July 2027
Construction Phase 1: Parking	Jul 2027 - Nov 2027
Construction Phase 2: Bathrooms and Ice Skating Plaza	Apr 2028 - Nov 2028
Construction Phase 3: Gondola	Apr 2029 - Nov 2029