Points for Council Discussion

- **Diversity of affordable housing options:** build new or rehabilitate existing stock?

Summary: In the past, new units have been constructed to meet affordable housing needs. Use of existing stock continues to be cost prohibitive even today with a depressed market. For lower and even moderate-income families there are still few options with the exception of small (200-400 sf) studio units. Existing homes between 600 and 1,600 square feet are selling for $100,000 more than an average household can afford. According to the Citizen Satisfaction Survey, the number of respondents who feel that the availability and variety of affordable housing options is far below the norm for like communities.

Recommendation #1: Staff is completing a five year housing plan that among other program recommendations examines the use of financial tools to assist low-income households to buy existing stock .

- **Expansion of Wayfinding and signage assets**

Summary: Wayfinding needs to be explored more thoroughly to assist visitors in finding their way around Park City's neighborhoods. "Smart Messaging" should be explored as our opportunity to inform and influence our guests' choices to ensure a positive experience. Other groups looking at this issue (Friends of the Farm, Public Art Advisory Board, Recreation Advisory Board, etc.) should be included in a comprehensive plan. This issue also provides opportunity for inclusion of public art goals.

Recommendation #2: Design and create a city-wide Wayfinding and signage plan. Currently the planning exercises on both Historic Park City and PCMR redevelopment include consideration of these topics

- **Night Skies Program**

Summary: To reduce light pollution, current city code states that up-lighting is prohibited and that all lighting is to be down-directed and shielded.

Recommendation #3: Staff believes the existing ordinance reflects Council's policy goals. Modification of the existing ordinance may have significant impacts on city enforcement and operations that will need to be carefully considered.

- **Child Care Services**

Summary: The 2011 National Citizen Survey noted that respondents rated the "availability of affordable quality childcare" much below similar benchmark communities. Plans for the expansion of library programing and facility may necessitate relocation of some of the existing services in the current building. Finding balance between competing community facility needs can be difficult.

Recommendation #4: Return to City Council in the Spring with a comprehensive plan for the use of the entire building housing Library and Education programs, including recommendations for existing tenants.
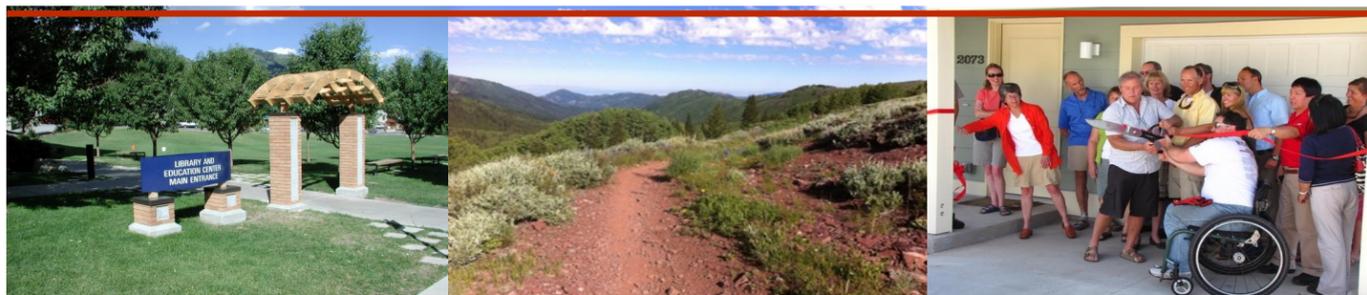
We want a community that retains those signature qualities that make Park City the place we choose to call home.

As a destination resort town and a livable community it is essential for Park City to retain the unique character of the Town. The appeal to residents must be balanced with the need to sustain the community through tourism.

Preserving the character of Park City requires careful planning and regulation of physical characteristics as well as consideration of the composition of the community and the elements of social life and physical space that make it a desirable place to live.

Park City Municipal Corporation strives to achieve this preservation through the efforts of City Departments including: Planning, Sustainability, and the Library. Each of these departments contribute to Park City's sense of community, small town atmosphere, and historic character through their operations, programs, services and projects.

Community Vision

Participants in the 2009 Community Visioning process identified the following as key components of Park City character: Sense of community, natural setting, small town, and historic character. The vibrancy of arts & culture, exceptional resident benefits and world class skiing and recreation all contribute. **Historic character** *is attained through preservation and restoration.* **Small town atmosphere** *is preserved through good land use planning, thoughtful redevelopment, trails and open space as well as old town improvements. A* **sense of community** *is enhanced through outstanding library services, affordable housing, neighborhood identity, arts and culture, the Leadership Park City Program and civic engagement.*

Desired Outcomes

Both the community and City Council have identified the following desired outcomes in order to **"Keep Park City Park City:"**

- Diverse population and social fabric
- Connected, knowledgeable and engaged citizens
- Vibrant community gathering spaces and places
- Physically and socially connected neighborhoods
- Preserved and celebrated History and protected National Historic District
- Vibrant arts and culture offerings for community and visitors
- Protected pristine natural setting.

Key Strategies

The following strategies have been identified as critical for achieving the **Desired Outcomes:**

⇒ Update housing plan & resolution to ensure diverse housing stock
⇒ Ensure free and open access to information and technology
⇒ Continue Leadership Park City
⇒ Prioritize community outreach and citizen engagement
⇒ Implement pending updates to building and historic preservation standards
⇒ Establish long term plans on a neighborhood level
⇒ Identify and protect historic fabric , physical structures, records and programming
⇒ Seek Public/Private partnerships with arts & culture entities
⇒ Leverage resort economy to accomplish community goals

The State of *Preservation of Park City's Character*

Surveys and benchmarked measures show that residents and guests alike are satisfied with municipal services and that the City's programs and services, facilities, open space, trails and programing are comparable or superior to other resort communities. The quality of service in Park City is generally high and above normal when compared to like communities. City staff is dedicated to preserving a sustainable community that is defined by age, social and economic diversity. These values are preserved through careful land use planning, preservation and improvements to Historic infrastructure, strategic preservation and redevelopment of neighborhoods ensuring that even Historic Old town is affordable to local families.

Core Indicators

From a survey conducted by National Citizen Survey in the Fall of 2011. Ratings are well above the norm.

Quality of Community

■ Excellent ■ Good

	Excellent	Good
Sense of community	42%	44%
The overall quality of life in Park City	65%	32%
Acceptance of people of diverse backgrounds	23%	45%
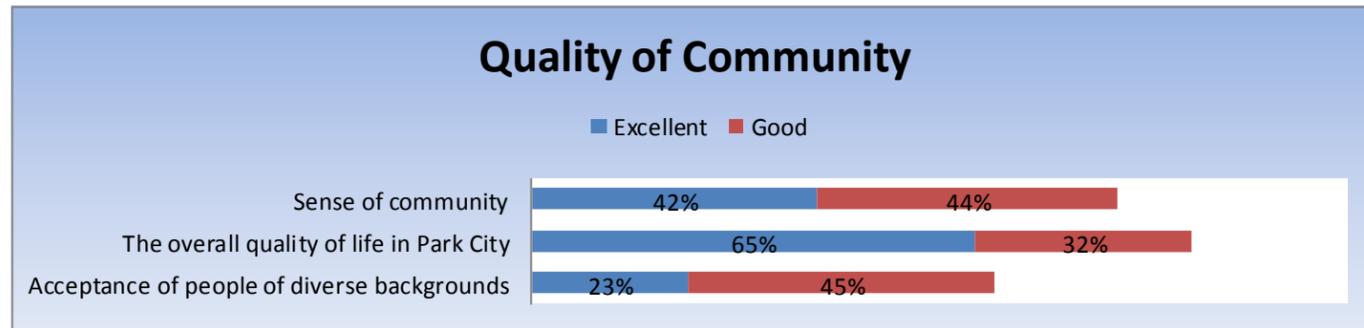
Recent Successes

- High ratings on 2011 community engagement survey
- Bonanza Park Neighborhood plan
- Marsac Public art
- Library check-outs up 18% in past five years

Awards Received

- Utah Historic Preservation Award for Marsac City Hall
- Preservation Award for the National Garage
- Grant for Broadband Internet Access for the Public at library
- Project of the year award for the Snow Creek Cottages

Savings/Efficiencies Gained

- Partnership with Habitat for Humanity
- Park City Heights partnership with Boyer Company
- Student Library Cards Reciprocal Borrowing
- Joint Branding: Recreation, Golf, Library, Ice

21% of Seniors "will move" due to the need to down-size to a smaller house.*

*2009 Senior Survey

Current Challenges

- Balance between tourism & quality of life for local residents
- Volatility of individual mortgage market
- Rapidly changing technology
- Regional growth pressures
- Current library space
- Protection of historic fabric and Main Street Historic District Designation
- Development and growth pressures
- Funding for capital projects

Where Do We Go From Here?

Industry Trends

⇒ Aging population
⇒ Regional Planning
⇒ E-books & digital media labs in libraries
⇒ Volatility of individual mortgage markets
⇒ Community engagement via technology
⇒ Contraction of public art programs
⇒ Increased demand for technology

Potential Level of Service Changes

⇒ Expanded library technology and space
⇒ Focus resources on community engagement
⇒ Increased technological services, including new programs

⇒ Increased personnel and enhanced resource allocation for code enforcement, support services and public safety to maintain quality of life balance between visitors and locals

New Opportunities

⇒ Annexation boundaries
⇒ New technology and apps
⇒ Partnerships with private developers and property owners
⇒ Expanded public art program
⇒ Park City Heights
⇒ 2nd mortgage/equity sharing programs
⇒ Way-finding and Signage
⇒ Bonanza Park & Lower Park Avenue Redevelopment areas

Action Plan — 2013-2014 Biennium

Operating Plan

- Enhance library's technology resources
- Complete 5-yr housing plan including a finance program to assist low-income homebuyers
- Rewrite General Plan with neighborhood focus
- Complete National Historic District inventory and National Register analysis
- Complete Historic Park City/Main Street Plan while retaining historic designation
- Identify programs utilizing technology for citizen engagement
- Adopt plans for Bonanza Park, form-based code, & transportation connectivity
- Participate in ICMA Capstone 2030 Strategic Plan

- Implement Senior Strategic Plan
- Facilitate work of the Advisory Committee for Latino Affairs

Capital Plan

- Reconfigure Library and Education Center based upon approved comprehensive plan for building
- Implement senior housing plan for City-owned property on Lower Park Avenue
- Implement Dan's to Jan's Walkability
- Acquire equipment and software for technology upgrades
- Complete Main Street Plazas and streetscape projects if funded
- Partner on parking/transit at PCMR parking lots

Related Documents of Note:

- 2005 Housing Plan
- Main Street and LPA RDA Plans
- 2007 Housing Resolution
- Walkability/Bikeable Neighborhood Study (2007)
- Senior Issues Survey (2009)

- Library Expansion study
- Economic Development Strategic Plan
- Public Art Strategic Plan
- Historic Park City Improvement Plan (2011)
- Senior Strategic Plan (2011)