

**PARK CITY COUNCIL WORK SESSION NOTES
SUMMIT COUNTY, UTAH
JANUARY 7, 2010**

Present: Mayor Dana Williams; Council members, Alex Butwinski, Candace Erickson, Joe Kernan, Cindy Matsumoto, and Liza Simpson

Tom Bakaly, City Manager; Mark Harrington, City Attorney, Jon Weidenhamer, Economic Development Manager; Rhoda Stauffer, Housing Specialist; ReNae Rezac, Public Affairs Analyst; and Phyllis Robinson, Public Affairs Manager

Consultants Becky Zimmerman, Design Workshop and Michael Barille, Jack Johnson Company

1. Council questions/comments. Mayor Williams recognized Evan Russack's service on the Planning Commission from 2006 through 2009 and presented him with a certificate of appreciation. He spoke about Roger Harlan's unexpected death this week and highlighted his many contributions to the community as an elected official, specifically his recent commitment to sustainability and the environment. Council member Harlan was a very kind and considerate man and promoted programs and projects benefitting our youth. The Mayor commented on Mr. Harlan's commitment to the skate park project as an example. His passing is a great loss to the community.

2. Quarterly goal update. Mayor Williams guided the discussion. With regard to preservation of Park City's character, Liza Simpson reported that she and Ms. Erickson informally discussed whether Rossi Hill should have its own permit parking program like the west side of Old Town which may be a good topic for next week's Visioning Session. Candace Erickson acknowledged that neighborhood streets in Old Town can be very different and the application of a residential parking program may have to be modified for certain areas. The City Manager stated that this can be explored during Visioning. There were no changes to the goal matrix.

3. Lower Park Avenue RDA. Jon Weidenhamer introduced the City's consultants and explained that redevelopment agencies use tax increment financing to accomplish economic development and affordable housing projects. The Lower Park Avenue RDA was created in 1990 and it is estimated that it could generate approximately \$15 to \$20 million for improvements. Last January in Visioning, the Council discussed redevelopment and concluded that the resort economy would be its primary focus for the year.

He described the boundaries of the Lower Park Avenue RDA beginning with Hotel Park City to the north, 8th Street to the south, and SR224 and Park City Mountain Resort (PCMR) east to west. The area also includes major intersections in town at SR224 and SR248, Park Avenue and Deer Valley Drive, and the Bonanza and Deer Valley Drive intersection. Much of this area includes City property and it is felt that a high level plan should be identified. He suggested continuing an on-going dialog with PCMR because its parking lots will be developed at some point. He explained the careful selection of

consultants, Design Workshop and Jack Johnson Company, to identify land use strategies. Mr. Weidenhamer referred to the project list in the packet and asked for Council direction about exploring a partnership with land owners and whether members are supportive of using RDA financing to pursue projects. In a response to a question from Alex Butwinski, the City Manager explained that *mitigation* mentioned in the staff report is a payment to the School District, created through a lawsuit, to reimburse the District for lost tax increment because of the RDA. Mr. Butwinski brought up the real cost of building underground parking and Mr. Weidenhamer indicated that \$25,000 per stall is based on China Bridge Parking Structure figures. Consultant Michael Barille added that the price to construct underground parking can vary significantly.

Becky Zimmerman, Design Workshop, stated that she has worked in mountain resort communities for the past 25 years. Through a PowerPoint presentation, Ms. Zimmerman explained that tourism in mountain resort communities began some 30 years ago and started to replace historic economic bases, like timber harvesting or mining. Tourism based economies face challenges like the change in population, distribution of wealth, and increased traffic and circulation. The goal has been to focus on creating a sustainable resort economy that will work well now and for future generations. The recent recession has compelled communities to explore diverse economies. She described the evolution of skiing which has moved from recreation to an amenity because many visitors don't ski every day.

She stated that mountain resort communities are highly reliant on multiple seasons and not just the winter. In this current economy, the competition for visitors is *wicked* and resort communities must constantly rejuvenate and deliver a great experience four seasons of the year which takes vision, leadership and partnerships. Ms. Zimmerman pointed out that the focus should be to ensure economic, environmental and community sustainability. Resort communities in the future should meet the needs of changing demographics, offer authenticity, connect people to nature and each other, redevelop aging products and infrastructure, celebrate the quality of life, create a sustainable revenue stream, be simple, and deliver the promise.

Ms. Zimmerman explained that the criteria for evaluating projects in the Lower Park Avenue RDA includes increasing destination visitors, improving overall competitiveness, stimulating private investment, improving the visitor experience, providing long-term benefits, and being physically, politically, and financially feasible. Many projects have a tangible return. She recommended creating a new mixed-use node around Bonanza Park, and strengthening the linkages between the nodes including downtown. It is important that the nodes stay distinct in character to minimize competition between them. Circulation solutions are the framework for connectivity. The proposed projects list in the packet relate to redevelopment, transportation, streetscape, walkability, and environment. The first opportunity is the redevelopment of the parking lot area at PCMR. The next area deals with transportation and she acknowledged that intersection improvements are expensive but help function and flow. Smaller projects include smart signs about load-in and load-out during peak times and way-finding signs. Alternate

transportation is different in every community because of individual attributes of the area. Connectivity for walkability is extremely important and there are opportunities to use City land for elements like affordable, seasonal and senior housing. Ms. Zimmerman displayed redevelopment projects from other cities and pointed out the number of renewable energy opportunities. Additional projects to consider include redevelopment of a portion of the municipal golf course and the creation of the Park and Ride at US40 and SR248. One of the first steps is to secure the funding for initial efforts and to formulate public/private partnerships. She discussed the South Lake Tahoe public/private redevelopment project and displayed before and after photos which resulted in access to the mountain within walking distance of 5,000 beds. The redevelopment of the Town of Avon was illustrated, where redevelopment funds were used to improve private sector projects. She then explained redevelopment efforts on the north shore of Lake Tahoe where codes were changed to accommodate improvements. Ms. Zimmerman explained that after Whistler reached its goal as a world-class resort, it became apparent that redevelopment was necessary and Whistler reinvented itself and its municipal departments.

Liza Simpson emphasized that none of these examples relate to preserving historic character. Jon Weidenhamer interjected that there are many opportunities between City Park and PCMR to make the area more cohesive. Michael Barille pointed out the small historic buildings which are lost with newer development in the Lower Park Avenue neighborhood while the upper half is much more residential. In response to a question from the Mayor, Ms. Zimmerman noted that the *threat* of eminent domain was used in the South Lake Tahoe redevelopment project but the vision made it happen and it took many years to complete.

Candace Erickson stated that the City trip to Boise initiated the Council's interest in redevelopment. Boise had a vision of its improved downtown and first tackled properties it owned or controlled. She felt it important to create an ultimate plan because property can change hands and it's helpful to think outside the box and determine the best uses for properties regardless of what exists there now or ownership. She expressed that she doesn't find Whistler attractive or a town to emulate because it lacks character. Mayor Williams agreed and pointed out resort towns like Vail that look very sterile. He agreed that PCMR is a priority and pointed out that there will always be traffic and congestion here at times because of the way Park City is laid out. The value of authenticity is not what we build but what we haven't built. Mayor Williams noted that green building is actually part of the City's long-term sustainability plan which is also important to people visiting our community. Ms. Zimmerman acknowledged that many resort communities are envious of Park City's historic downtown and Mayor Williams stated that the attraction is not just historic Main Street but the history of the area.

Cindy Matsumoto agreed that people are looking for simplicity, connectivity, and quality of life and she supported moving forward with exploring partnerships and improving the area. She acknowledged that preserving authenticity may be a challenge; expanding

PCMR is important but so are historic neighborhoods. Candace Erickson felt it important to make basic assumptions in creating the plan, the most important being that the car can not be the basis of our planning. We want PCMR to grow but maybe it means that guests are educated to use public transportation rather than bringing a rental car to town. Building parking structures attracts more cars into town and is not the answer, especially in consideration of the investment in the Park and Ride. It is important to work with hotels and property management companies on transportation alternatives while ensuring the visitor experience. Ms. Erickson stated that she would never agree to sacrifice green space, i.e., Library and Education Center or golf course. The only way she would agree to build a parking structure would be in the existing Library and Education Center's parking lot because of the potential of reclaiming the Mawhinney parking lot for green space.

For the benefit of Liza Simpson, Michael Barille described a redevelopment plan for the internal area at Snow Country Condominiums adjacent to City Park. She expressed reservations about moving the Senior Center there and then claiming the area as green space. Mr. Barille explained that the plan was based on efficiency and would require more planning. The Senior Center parcel is not a large space. Joe Kernan felt the concept is exciting; however, he is not supportive of building a road through the golf course property and losing 10% of the course, unless the return was compelling. The Mayor invited public input; there was none.

The Council unanimously supported seeking partnership opportunities and generally supported projects where green space is not lost or in instances where green space is returned or increased at another location. Alex Butwinski agreed with Ms. Erickson's comments on green space and determining the best use for a piece of property regardless of its current use or ownership but rather how it contextually ties in with the plan. Jon Weidenhamer discussed creating an implementation strategy. Ms. Erickson pointed out that the City must have a plan in place before talking with land owners. Mr. Weidenhamer agreed but noted that shorter-term immediate goals can be set without precluding higher level projects.

Mr. Bakaly urged members to filter projects with the open space test and the clean-slate approach and proceeding on a conceptual level. Becky Zimmerman discussed the goal of improvements benefitting both residents and visitors. In response to comments made by the Mayor, Mr. Weidenhamer reported that the Sustainability Department has reviewed the projects and has rated them. Ms. Simpson understood direction to be to begin preliminary discussions with major entities that need to be involved to determine if a vision can be achieved that satisfies everyone's goals, including fewer cars and more skiers. The Mayor relayed that the Council is basically okay with the filters mentioned earlier but there should also be a sustainability standard. Mr. Barille pointed out the unique healthy relationship between the City and PCMR where it is recognized that they are stronger together than apart.