

**REDEVELOPMENT AUTHORITY  
STAFF REPORT**



**SUBJECT:** Lower Park Avenue Redevelopment Program Update  
**AUTHOR:** Phyllis Robinson & Jonathan Weidenhamer  
**DEPARTMENT:** Sustainability  
**DATE:** October 30, 2014  
**TYPE OF ITEM:** Direction - Lower Park Avenue Next Steps

**Recommendation:**

Staff is requesting City Council discussion and direction to move forward with the community engagement and infill design process for city-owned property in the Lower Park Avenue Redevelopment District.

**Background:**

City Council affirmed their goals for the Lower Park Avenue District and agreed to next steps during the May 15, 2014 City Council meeting (Exhibit B). Council direction was to proceed with a community engagement process that included all RDA/Municipal-owned land.

On August 5, 2014 staff presented during the mid-year Council retreat that it would be moving forward with a design competition this fall that included the community engagement process, development of alternative proposals for public consideration and ultimately the procurement of a preferred design team to proceed with development. The initial timeline for this overall process has slipped a bit from January/February 2015 to March/April 2015 owing largely to the unexpected complexity of program design as well as the short-term uncertainty of the resort situation.

**Analysis:**

Staff will initiate the community outreach efforts to gather ideas of what we need/want in Park City generally and more specifically ideas for use of city-owned land in Lower Park Avenue (Exhibit A). We are assembling the administrative tools currently for this process. The goal of the engagement process is to create meaningful opportunities for residents to describe goals for the area within the context of the surrounding community, community values as articulated through the 2009 Community Visioning Process and the purpose of the RDA. The input gathered through the community process, together with the prior public record of plans, Council meetings and joint meetings on redevelopment and the General Plan will be included as part of the background material for the selected firms. This process is anticipated to conclude at

the end of November 2014. It will be followed immediately by a Request for Qualifications (RFQ) for planning and design services for city-owned land the first week in December.

We anticipate procurement of two to four firms/teams. The short-listed firms will be selected before the end of the year and asked to provide a set of development options that contemplate residential, mixed-use and civic/cultural uses for the city-owned land identified in Exhibit A. We are still working through the full scope of the RFQ criteria and design parameters, and anticipate asking for options that conform to the existing Land Management Code (LMC) as well as options that include limited departure from the current LMC. The submittal requirements of the short-listed firms including the range of development scenarios we are requesting and the public presentation process prior to selection is significantly beyond the standard submittal process where we would select a firm based on its portfolio of similar projects and its understanding of the design challenge for this site. In the case of LPA we have not predetermined the land use for the site and are asking the short-listed firms to provide multiple redevelopment scenarios. Recognizing the time, materials and expenses involved in creating these options in a short time frame, a stipend of \$10,000 to cover partial costs of submittal will be provided to each of the short-listed firms. The City will retain the right to each of the submittals in exchange for the stipend. This format and compensation structure is similar to a design competition. It is the city's intent to recommend to Council the award a Contract for Architectural Services at the completion of the design submittals, depending on performance and multiple other criteria to be identified in the RFQ being satisfied.

Staff will re-engage the community in late February/early March 2015 to seek input on the proposed infill development plans. This input will be provided to a community selection committee who will make its recommendation to City Council in March 2015 on the preferred development scenario. Following the award of a design contract with the option to extend it through construction by City Council, the Economic Development Manager will begin the entitlement process for the proposed use(s).

### **Issues for Discussion**

This is a high level summary of approach and an ambitious, but manageable timeline. Before we proceed with and RFQ process staff wants to confirm the process, timeline and land to be considered.

1. One key element in the redevelopment of Lower Park Avenue is a transit and parking project at Park City Mountain Resort. It also provides the potential for off-site parking for residential solutions on city-owned land on Empire Avenue and

Woodside Avenue. The parking structure and transit hub are part of a non-binding agreement with Park City Mountain Resort. Given the recent changes in ownership and uncertainty in the development plans for the base at Park City Mountain Resort, is Council ready to move ahead with a planning and development process for City land that would require the expenditure of city funds? Alternatively, staff could continue to move forward with the community engagement and design process as currently scheduled for Fall 2014/Winter 2015 and return to Council at such time as we have more complete information on base development and timing and the city's transportation goals and plans for this area.

It is important to note that staff will not be able to begin construction in April 2016 should the aforementioned process be delayed. If Council does not want to proceed with the community engagement process at this time, staff requests that Council provide specific direction on either:

- a. The timeline for when staff should begin the community outreach; or
  - b. When staff should return to Council to discuss initiating the community outreach.
2. Staff also wishes to affirm project timing given other significant public events including the Mountain Accord public process and a re-engaged Bonanza Park community outreach process. Each of these efforts is seeking broad and meaningful community participation and requires a high level of staff coordination. Staff is concerned about a level of 'community burnout' that could adversely affect all processes. Being cognizant of the schedule and the goal to be under development by April 2016 we have engaged Kim Clark, V-I-A Consulting to provide additional assistance specifically with the Lower Park Avenue engagement. We have also engaged a market study consultant for senior housing needs and a structural engineer to evaluate the current city-owned properties for adaptation, re-use or expansion. We are seeking Council discussion about the timing of launching this initiative as it relates to other projects.
3. Prior discussions for the land to be included in the design contract did not include 1450/1460. As we prepare to move forward with defining parameters for the design competition, staff recommends we include that land in this process. Does Council concur?

## **Summary of Issues for Discussion**

1. Is Council ready to move ahead with a planning and development process for City land without certainty on the adjacent resort center parking lots?
2. Is the City Council supportive of beginning a third major community engagement process at this time?
3. Does City Council support including 1450/60 Park Avenue in this process?

**Department Review:** Sustainability, Planning, Budget and Legal Departments and City Manager.

### Significant Impacts:

Which Desired Outcomes might the Recommended Action Impact?	<ul style="list-style-type: none"> <li>+ Balance between tourism and local quality of life</li> <li>+ Safe community that is walkable and bike-able</li> <li>+ Multi-seasonal destination for recreational opportunities</li> <li>+ Accessible and world-class recreational facilities, parks and programs</li> <li>+ Accessibility during peak seasonal times</li> <li>+ Well-utilized regional public transit</li> <li>+ Safe community that is walkable and bike-able</li> </ul>	<ul style="list-style-type: none"> <li>+ Reduced municipal, business and community carbon footprints</li> </ul>	<ul style="list-style-type: none"> <li>+ Residents live and work locally</li> <li>+ Preserved and celebrated history; protected National Historic District</li> <li>+ Physically and socially connected neighborhoods</li> <li>+ Cluster development while preserving open space</li> </ul>	<ul style="list-style-type: none"> <li>+ Fiscally and legally sound</li> <li>+ Engaged, capable workforce</li> <li>+ Well-maintained assets and infrastructure</li> </ul>
Assessment of Overall Impact on Council Priority ( <i>Quality of Life Impact</i> )	Very Positive 	Positive 	Very Positive 	Positive 
<b>Comments:</b> The RDA is a tool that can be used to create affordable housing and spur new growth. Development of the land into workforce housing, adaptive reuse of existing facilities and connecting City Park to the resort, along with the redevelopment of the resort parking lots will allow the City to promote and enhance most of its core goals as we find the balance of community housing and other neighborhood goals with facilitating new growth and redevelopment. Different development and financial options will be created for consideration.				

### Funding Source:

Lower Park Avenue Redevelopment Authority

### Consequence of not proceeding with project at this time:

Redevelopment Authorities are established to create new growth (incremental property tax revenue.) Staff's process outlined in this report is intended to implement a balanced plan of community and resort-based redevelopment to accomplish this goal. The sooner new growth is created the more tax increment will go back into the district. Should Council wish to defer moving forward at this time staff will be unable to meet the April 2016 construction timetable.

### Summary Recommendation

Staff is requesting Council discussion and direction to move forward with the community engagement and infill design process for city-owned property in the Lower Park Avenue Redevelopment District.

Exhibits:

- A Maps of City-owned land in LPA
- B May 2014 staff report and exhibits

(<http://www.parkcity.org/Modules>ShowDocument.aspx?documentid=12772>)



Exhibit A - City Owned Property

Lower Park Avenue RDA

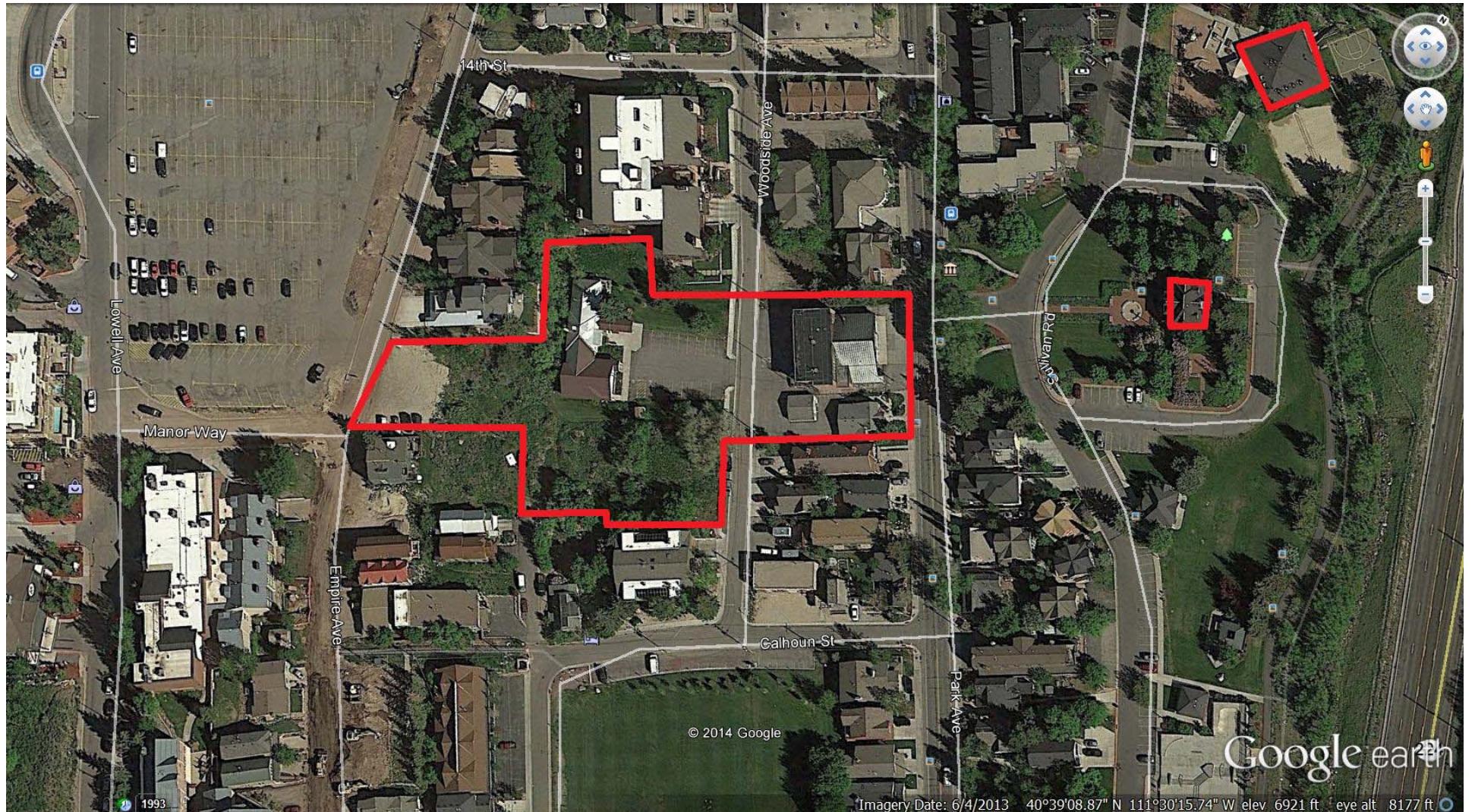


Exhibit A - Fire Station Properties, Existing Conditions