

Bonanza Park

Small Area Plan

5-Acre Site

Feasibility Study

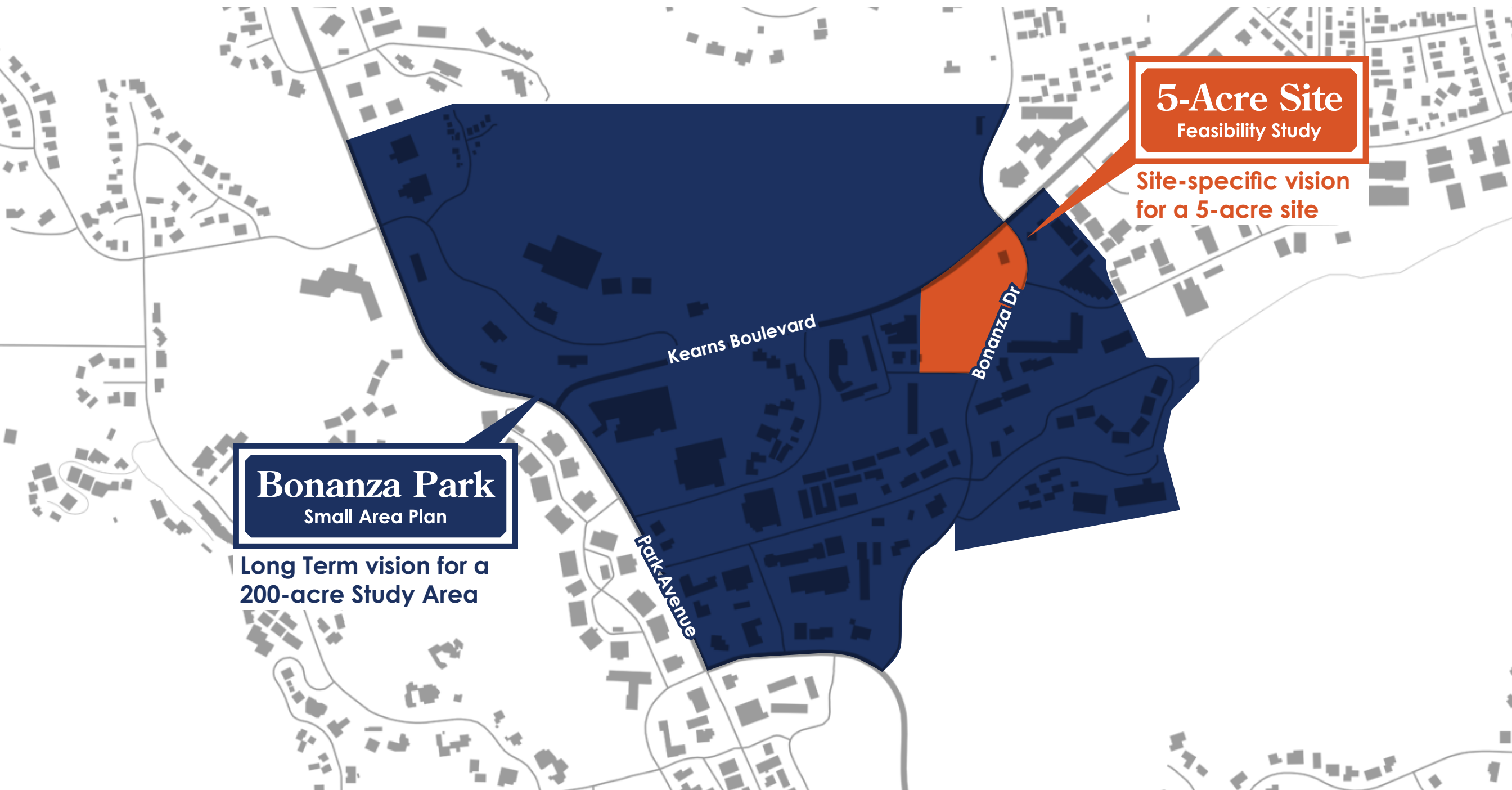
Community Engagement
Phase 1 Results

August 29, 2023

PARK CITY

1884

Two Planning Efforts | One Approach



Bonanza Park
Small Area Plan

Long Term vision for a
200-acre Study Area

5-Acre Site
Feasibility Study

Site-specific vision
for a 5-acre site

Kearns Boulevard

Bonanza Dr

Park Avenue

Consultant Team



MKSK

Urban & Land Use Planning - Lead Consultant



DEVELOPMENTSTRATEGIES®

Economic & Market Analysis



FEHR & PEERS

Transportation Planning



future→iQ

Public & Stakeholder Engagement

National Reach & Local Knowledge



Today's Meeting

Share Phase 1
Engagement Results



Introduce Key
Findings from Phase 1
Engagement



Collect feedback for
Phase 2 of project

Bonanza Park
Small Area Plan

5-Acre Site
Feasibility Study

How We Engaged

Engagement

2 Advisory Groups

**Online
Project Portal**

Meetings

**1 Community
Meeting (of 3 Total)**

**11 Stakeholder
Roundtables**

**Additional Outreach
in Spanish**

Surveys

2 Online Surveys
(English & Spanish)

Engagement Groups



Community Meeting 1: July 19, 2023

We hosted the first Community Meeting on July 19, at the Doubletree by Hilton Park City The Yarrow. This open-house event took place between 5:30 p.m. and 7:30 p.m.



Online Surveys: July-August 2023

Two online surveys directed at Park City residents, businesses, and those interested in the project was conducted between July 19 and August 4 of 2023.



Stakeholder: Roundtables on July 20, 2023

The planning team facilitated 11 one-hour stakeholder roundtables, held in person at City Hall. Stakeholders representing a wide spectrum of interests and expertise were invited.



Advisory Group Meetings: Started May 2023

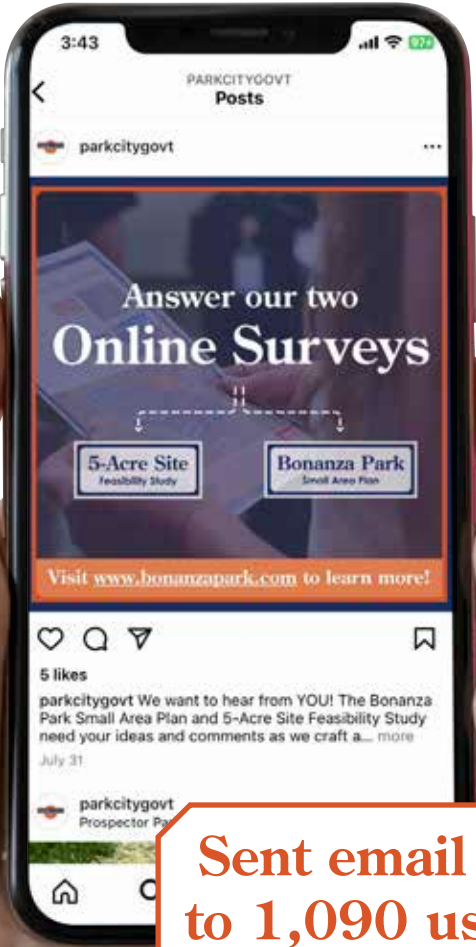
Selected after an extensive application process, the planning team has met with both Advisory Group on two occasions, including an in-person meeting on July 19, 2023.

Getting the Word Out

Reached 14,314 views from 21 social media posts, engaged by users 552 times.

Mailed postcards to property owners citywide.

Sent email blasts to 1,090 users in 11 distribution lists.



Continuing to Engage Spanish-Speaking Communities

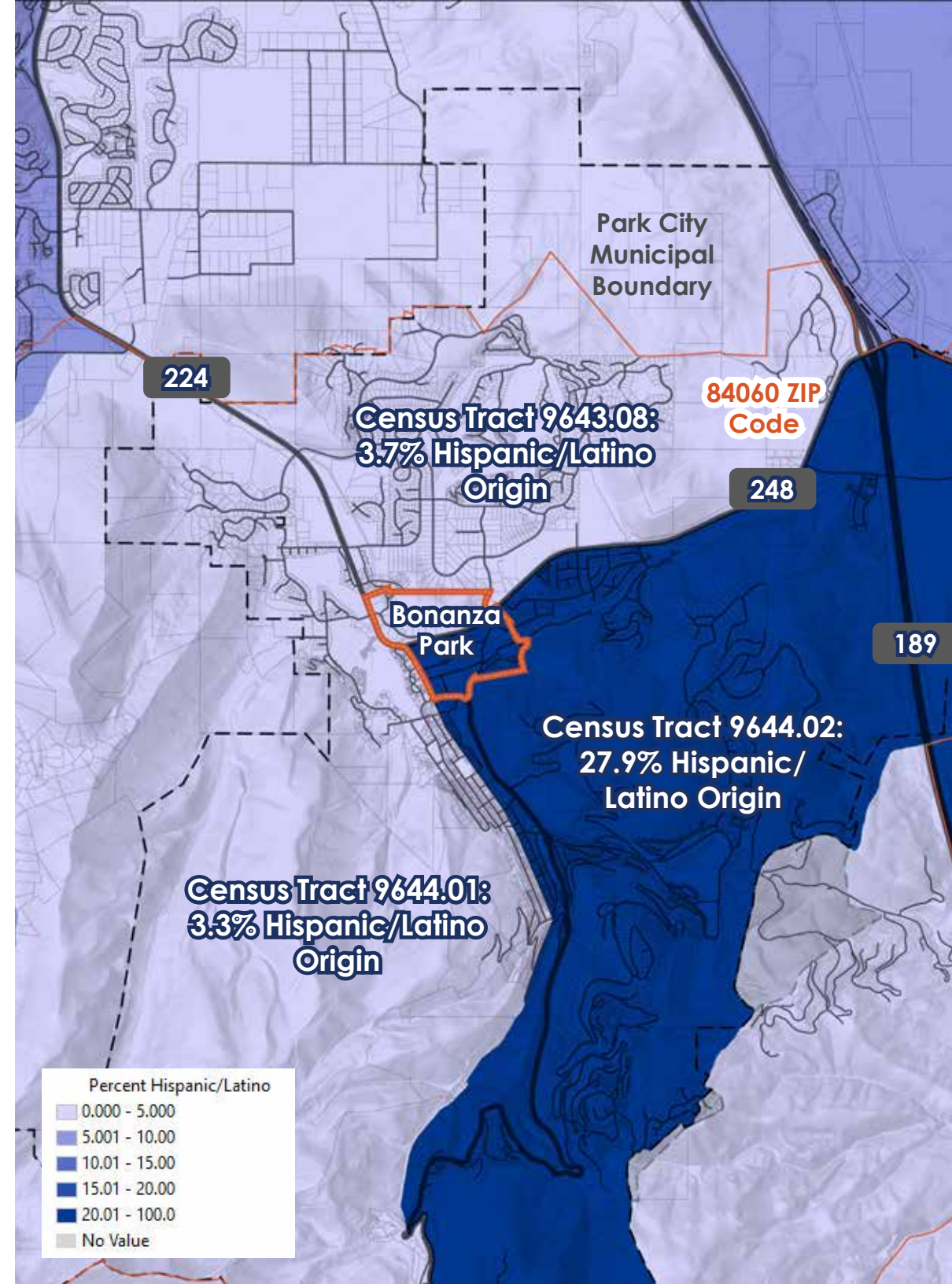
The project team is committed to engaging all Parkites, with a focus on reaching groups traditionally underrepresented in a planning process.

15% of Park City's population is of hispanic/Latino origin, according to estimates by the U.S. Census (2023 ACS).

The project portal includes a Spanish-language project page with relevant project information.

The project team will continue translating materials as appropriate in future phases.

Phase 2 of this project will focus on additional in-person engagement with the support of partners.



Community Meeting: Overview

The planning team hosted the first Community Meeting on July 19, at the Doubletree by Hilton Park City The Yarrow.

This meeting included open-house style activities with interactive stations and informational displays, the results of which are summarized in the following slides.

250

Approximate number of total people in attendance throughout the 2-hour open house event.



185

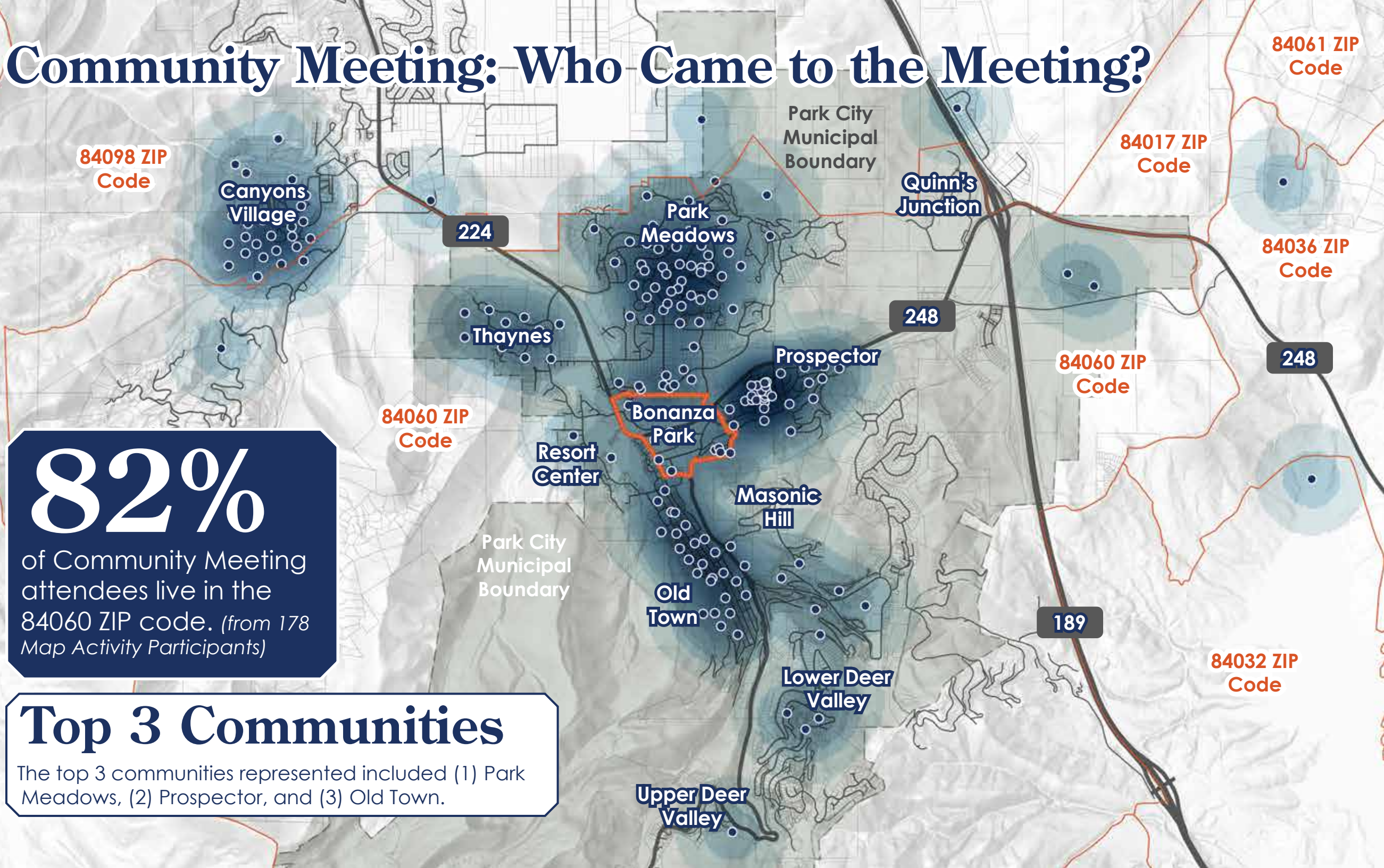
Total comment cards (115) and Vision Signs (70) received with feedback for both plans.



1,560

Total stickers placed on various maps and activities. (828 for the Small Area Plan, and 732 for the Feasibility Study)

Community Meeting: Who Came to the Meeting?



82%

of Community Meeting attendees live in the 84060 ZIP code. (from 178 Map Activity Participants)

Top 3 Communities

The top 3 communities represented included (1) Park Meadows, (2) Prospectors, and (3) Old Town.

Stakeholder Roundtables

The planning team conducted 11 one-hour stakeholder roundtables with Park City residents, businesses, and leaders. Sessions included:

62

Stakeholders
Interviewed

**Bonanza Park
and Snow Creek
Restaurants**
(3 Stakeholders)

**Park City and
Area Residents**
(5 Stakeholders)

**City and Regional
Transportation**
(8 Stakeholders)

**State and County
Agencies, Utilities,
and Infrastructure**
(4 Stakeholders)

**Tourism and
Hospitality**
(8 Stakeholders)

**Employers,
Economic
Development,
Developers, and
Businesses**
(13 Stakeholders)

**Arts and Culture
Institutions**
(6 Stakeholders)

**Local Artists and
Makers**
(5 Stakeholders)

**Advocacy Groups
and Spanish
Speakers**
(4 Stakeholders)

**Housing and
Developers**
(6 Stakeholders)

Bonanza Park Small Area Plan

Engagement Results

Bonanza Park
Small Area Plan





Bonanza Park

Small Area Plan

Craft a Small Area Plan for Bonanza Park to address the planning needs and policy goals of residents, business owners, and stakeholders.

Identify community priorities

Describe the vision for Bonanza Park

Craft a Land Use Element

Develop a stand-alone Connectivity and Mobility Element

Identify implementation recommendations

Advisory Group Members ▼

■ Seth Adams

■ Veronica Monroy Alvaro

■ John Burdick

■ Craig Dennis

■ Mark J Fischer

■ Elyse Kats

■ Casey Metzger

■ Angela Moschetta

■ Deborah Rentfrow

■ Brian Richards

■ Joel Shine

■ Teri Whitney

■ Charlie or Mary Wintzer

Engagement Outcomes: Small Area Plan

Bonanza Park
Small Area Plan

1 Community Meeting
(250 Attendees)

12 Stakeholder Roundtables
(62 Stakeholders)

1,030+
Park City Voices
Engaged (so far)

Online/Paper Survey
(721 Responses)

Ongoing Project Website

Small Area Plan: Engagement Key Findings Summary

Bonanza Park
Small Area Plan

Bonanza Park is a “Locals’
Neighborhood.”

Parks and open spaces are a
community priority.

Future redevelopment and
infill should focus on creating a
destination for locals.

The 5-acre site cannot alone
meet the city’s goals.

The community would like to see
arts and culture woven into the
neighborhood fabric.

The Kimball Arts Center is one of
Bonanza Park’s top assets and
needs a permanent home.

Moving through the study area
should be safer and more
intuitive.

Bonanza Park is the right place
for density and building height.

The Study Area lacks walkable
and bikeable connections.

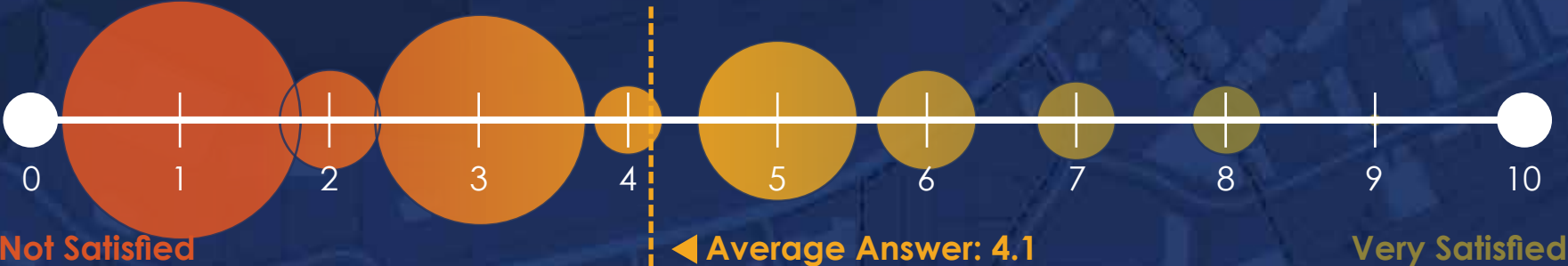
Bonanza Park needs more
affordable and workforce
housing.

Community Meeting: Results

65%

currently shop or dine
in the Study Area, or
near the 5-acre site.

How satisfied are they with the Study Area?



When are they in the Study Area?

- Daily (45%)
- 2-3 times per week (35%)
- 2-3 times per month (10%)
- Once per week (9%)
- Rarely, if at all (6%)

My Answer: 3

“Because it has so much potential to be diversified and repurposed for good. This is a golden opportunity to breathe new life into an area lacking vibrancy”

My Answer: 5

“This is a big and rather underrated area - I think through denser developments we could accommodate more housing while also boosting the creative arts community. Walkability here will be key!”

Community Meeting: Places Parkites Love

Bonanza Park Small Area Plan

57%

of written responses
mentioned the Kimball Art
Center (*post-it responses*)

Top 3 Favorites

The top 3 favorite places included (1) Kimball Art Center, (2) Restaurants/Shops on Iron Horse Drive, and (3) the Rail Trail.



Community Meeting: Places Parkites Want Changed or Improved

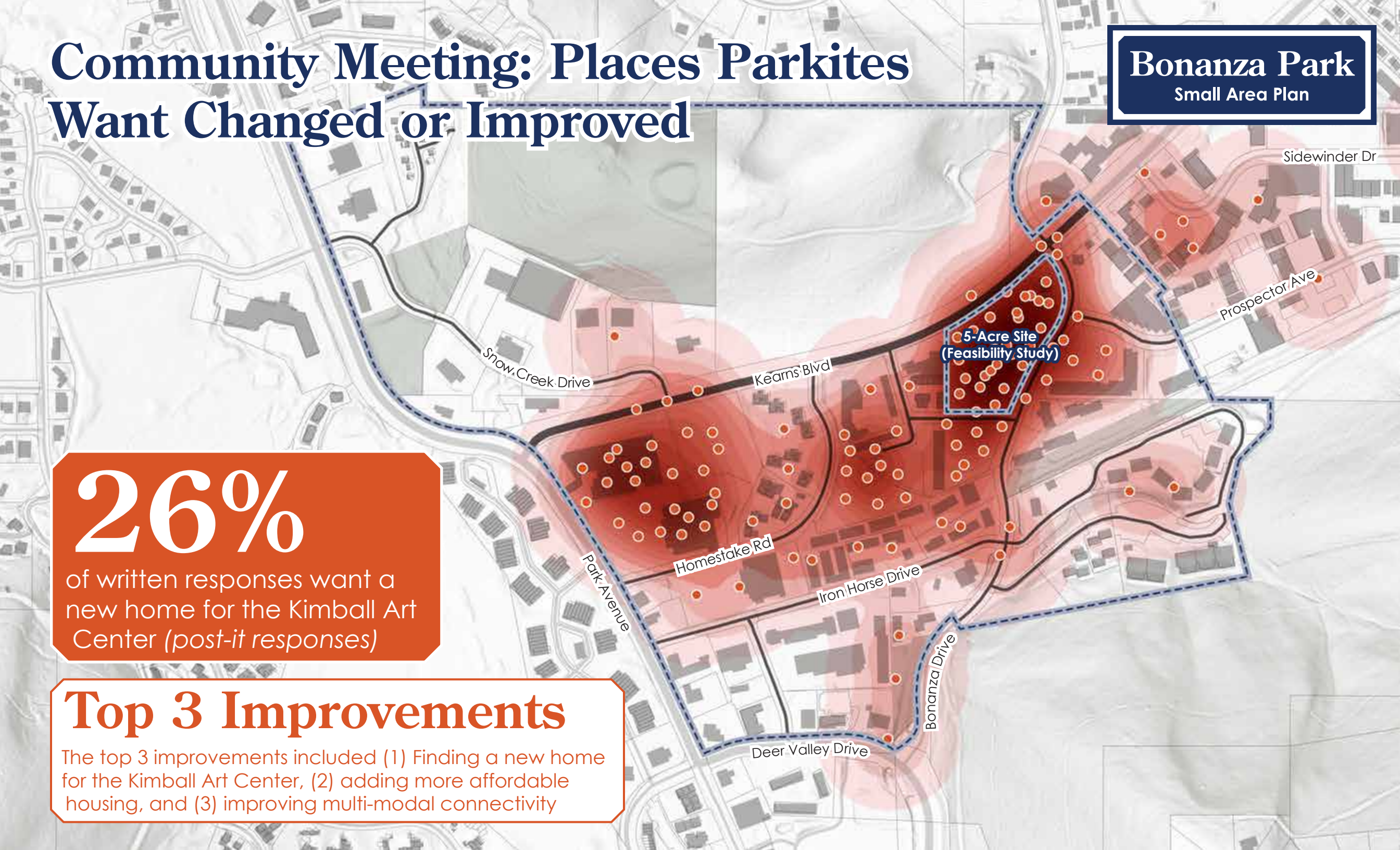
Bonanza Park Small Area Plan

26%

of written responses want a
new home for the Kimball Art
Center (*post-it responses*)

Top 3 Improvements

The top 3 improvements included (1) Finding a new home for the Kimball Art Center, (2) adding more affordable housing, and (3) improving multi-modal connectivity



Community Meeting: Mobility Improvements

Bonanza Park
Small Area Plan



38 Votes



44 Votes



48 Votes



48 Votes



2nd Choice:
51 Votes



50 Votes



40 Votes



Top Choice:
58 Votes

Stakeholder Roundtables: Bonanza Park

Through various conversations with stakeholders, the following common themes emerged:

Bonanza Park is a “locals neighborhood” where restaurants and businesses serve locals more than tourists.

There is a strong need for additional housing, especially affordable housing - not enough people live near the site and in Bonanza Park.

Bonanza Park lacks walkable connections, especially on major streets like Bonanza Park and Kearns Boulevard.

Future improvements should focus on transportation, as this is critical to redevelopment. The area has to be convenient for locals to move their way through.



Small Area Plan Online Survey Results

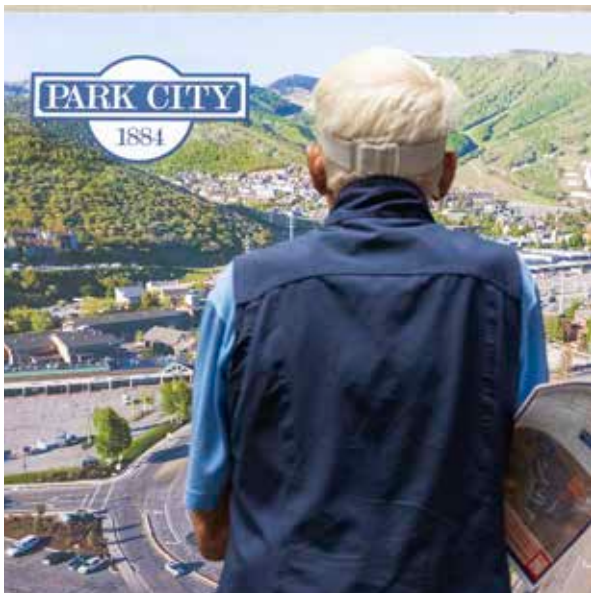
Bonanza Park
Small Area Plan

The planning team launched an online survey for the Bonanza Park Small Area Plan between July 19 and August 4.

The survey was promoted via Park City's Social Media accounts, distributed via email, publicized in English/ Spanish flyers (digital and print), and shared by project partners via email. The survey was available via a SurveyMonkey link or through Park City's Polco platform.

721

Total responses to the online survey.
640 Responded via SurveyMonkey and 81 responded via Polco.



67%

of all survey responses are from 483 residents of the 84060 ZIP Code.

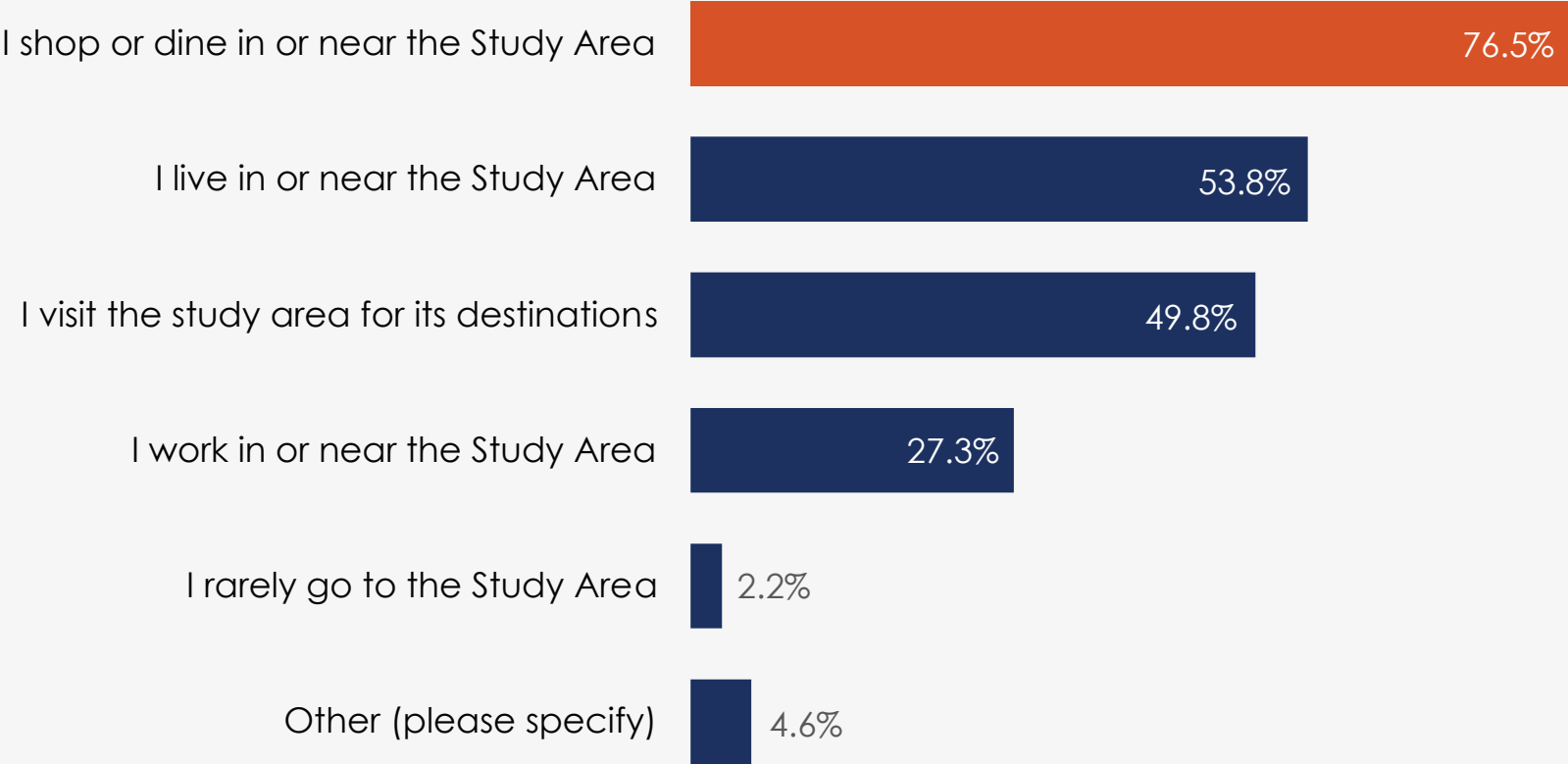


54%

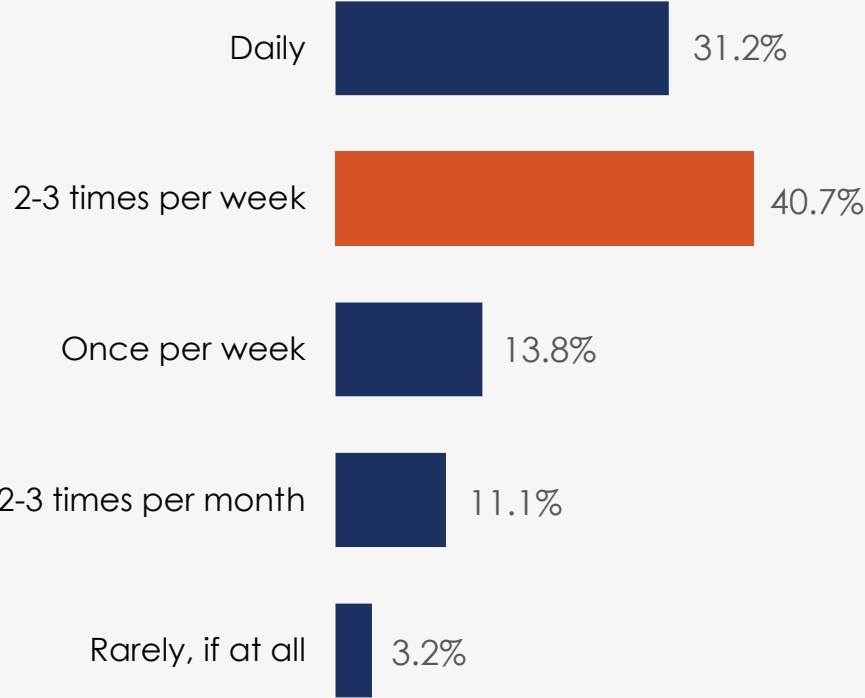
live in or near the study area.

Online Survey: Relationship to the Study Area

Select all of the below that describe your connection to the study area.



How much time do you spend in the study area?



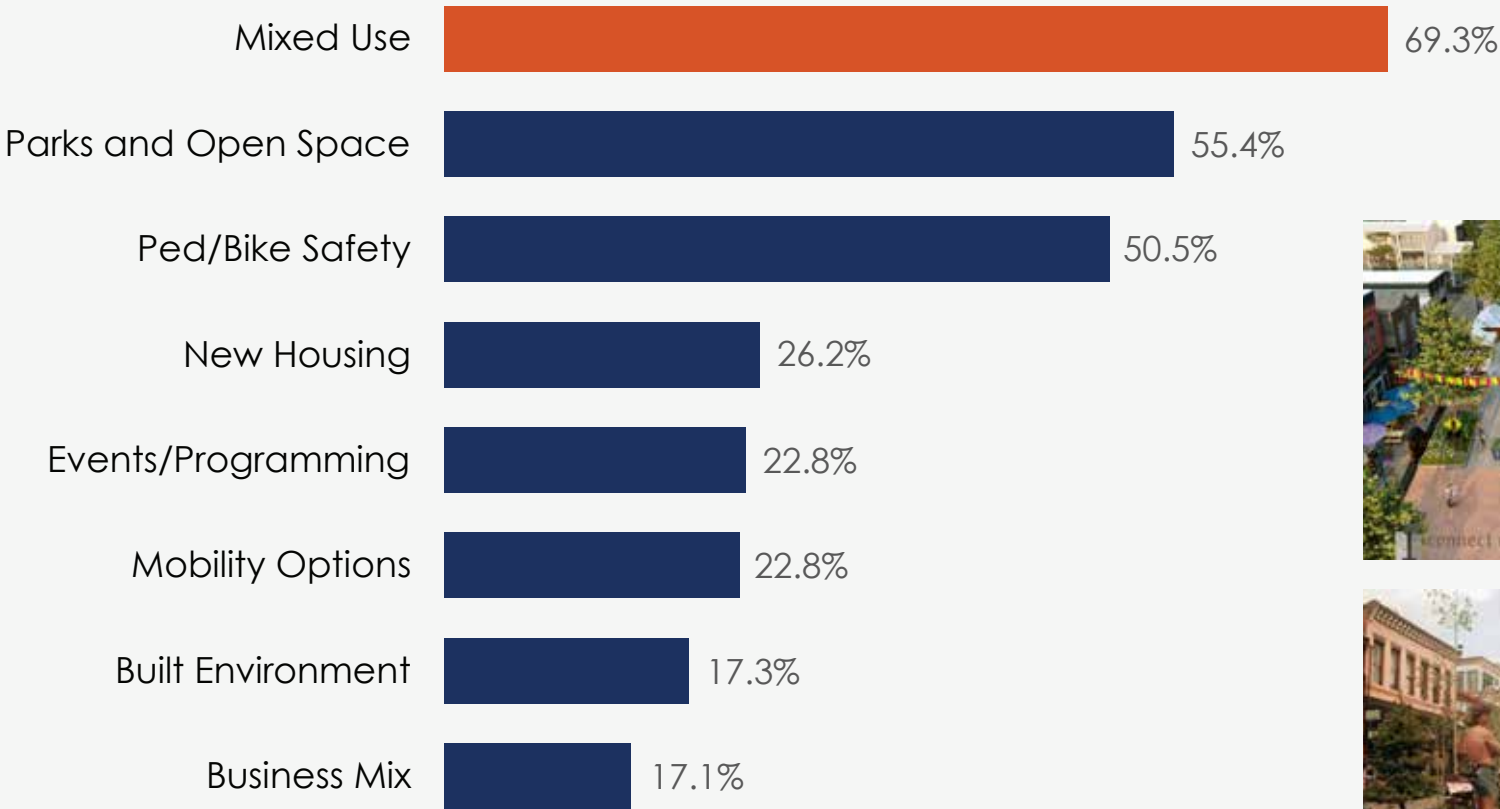
Online Survey: Favorite Things about the Study Area

Top 5 Mentions (460 Written Responses)



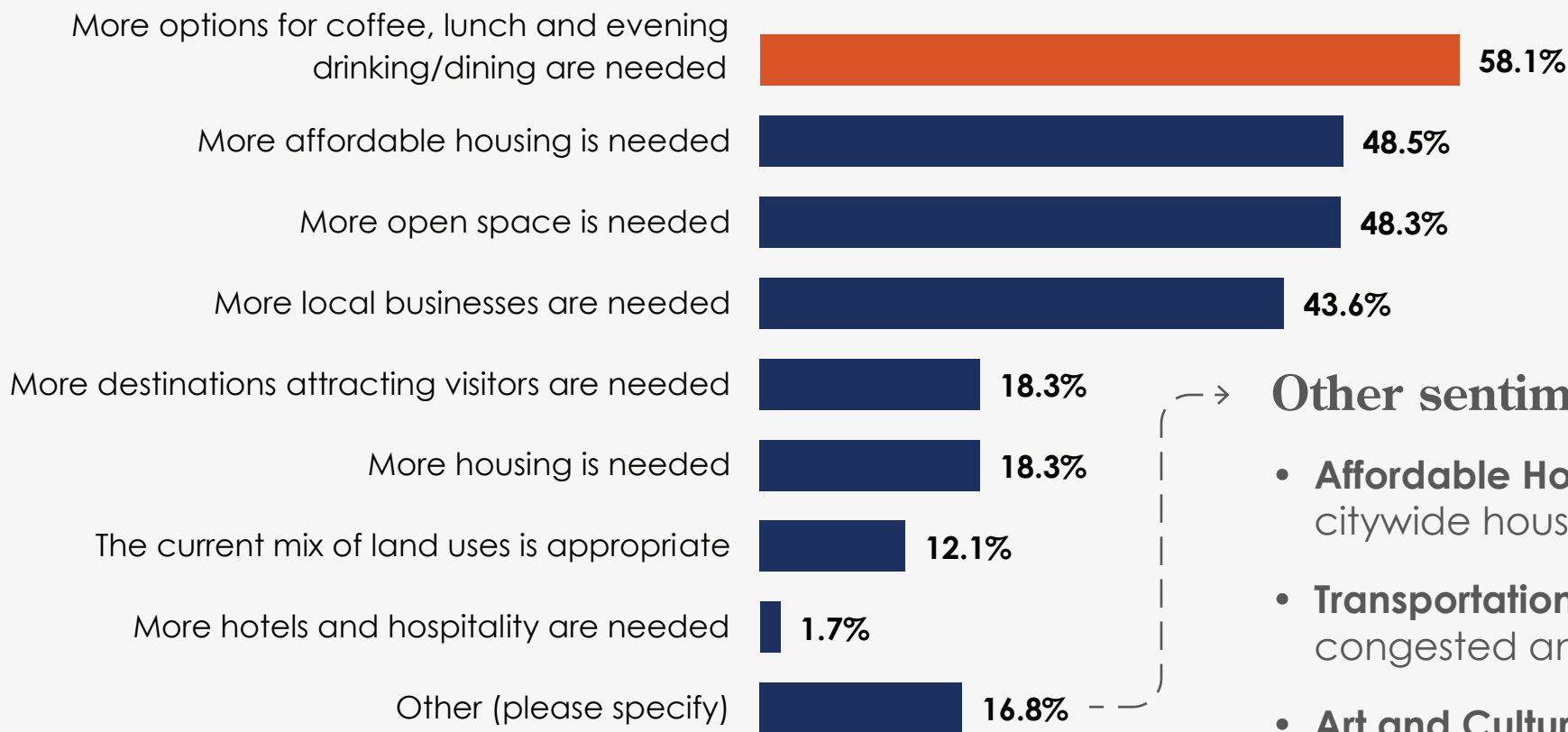
Online Survey: The Study Area Today/Tomorrow

What should the main priorities be in this plan?



Online Survey: The Study Area Today/Tomorrow

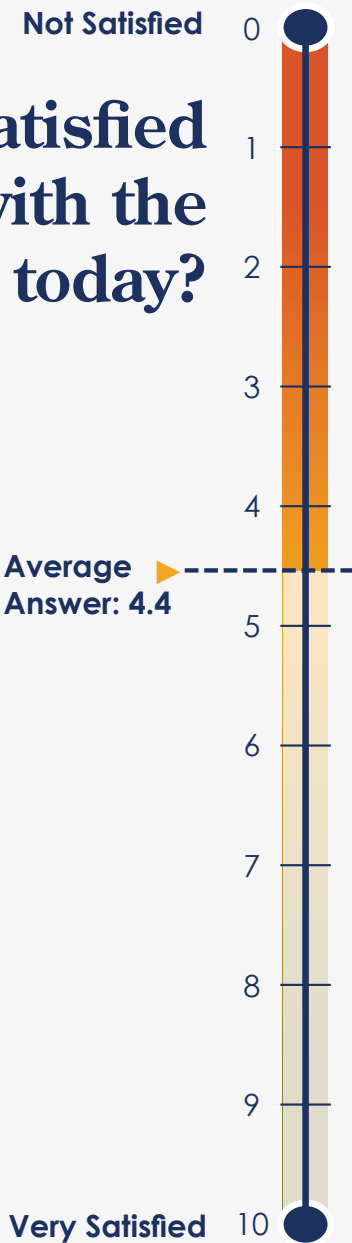
How do you feel about the mix of land uses in the Study Area?



Other sentiments include:

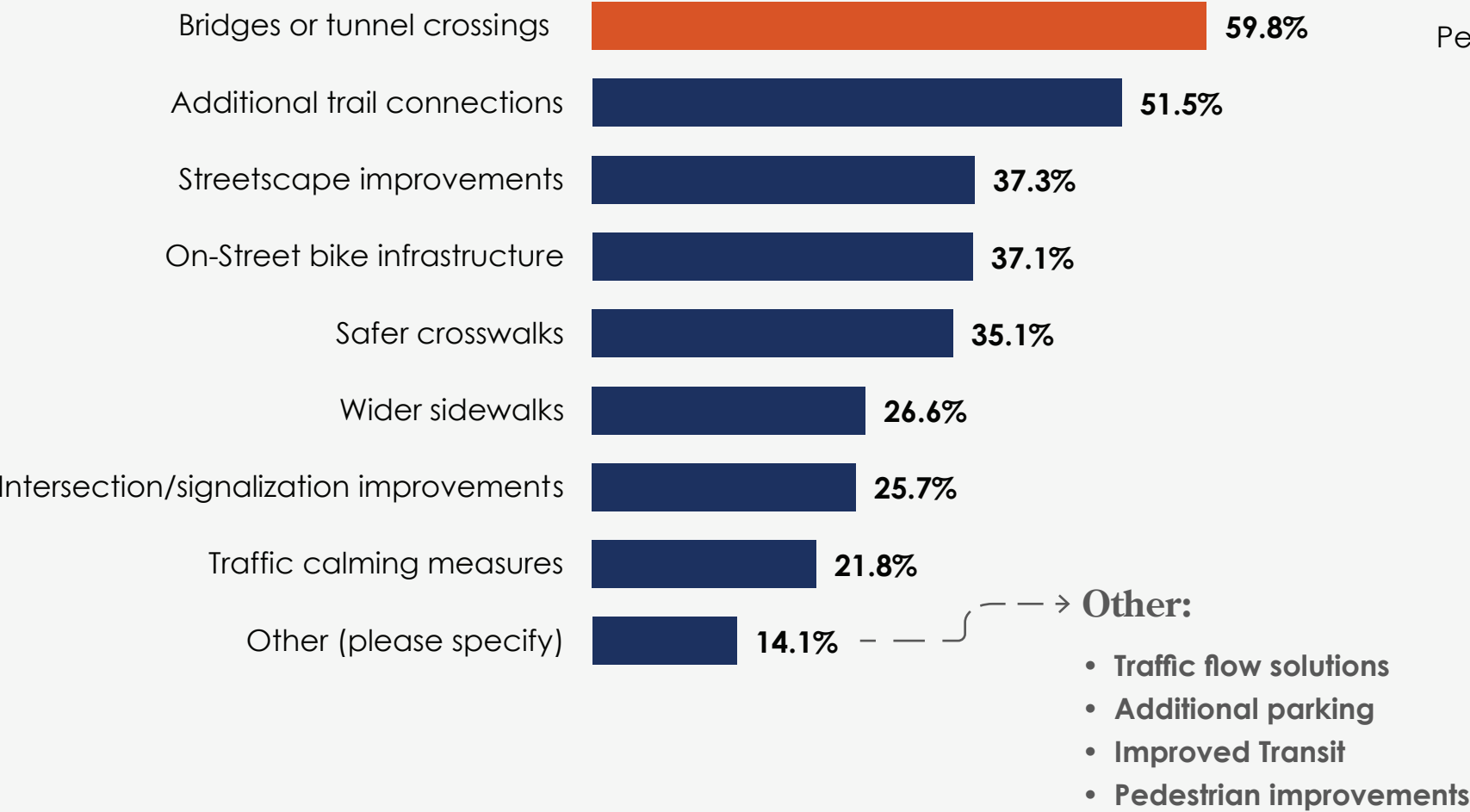
- **Affordable Housing:** There is a citywide housing need.
- **Transportation:** The study area is congested and disconnected.
- **Art and Culture:** Creation of an arts and culture district, and finding a permanent home for the Kimball Art Center.

How satisfied are you with the study area today?

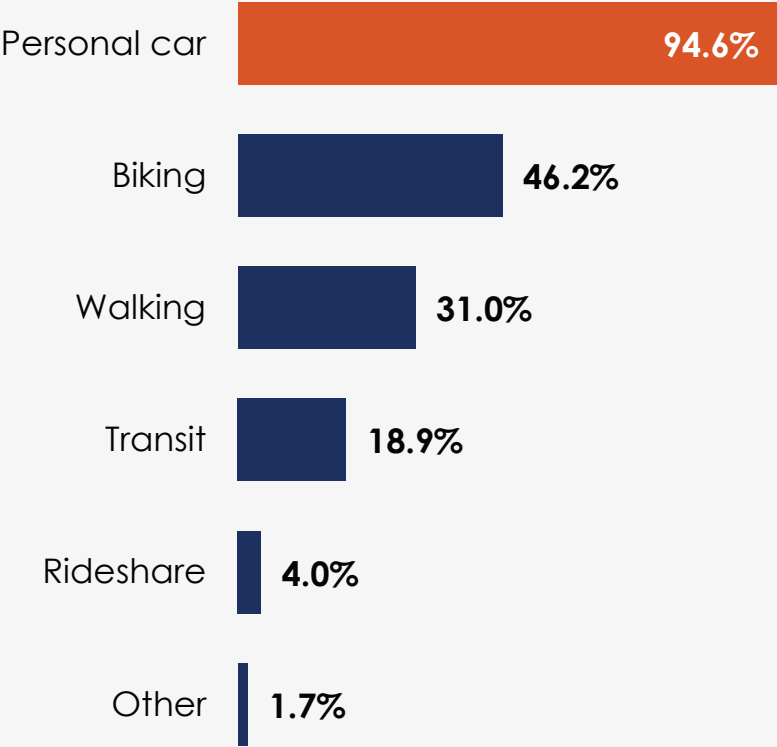


Online Survey: Mobility Today and Tomorrow

What type of mobility improvements would you like to see happen in the study area?



How do you travel to the study area?



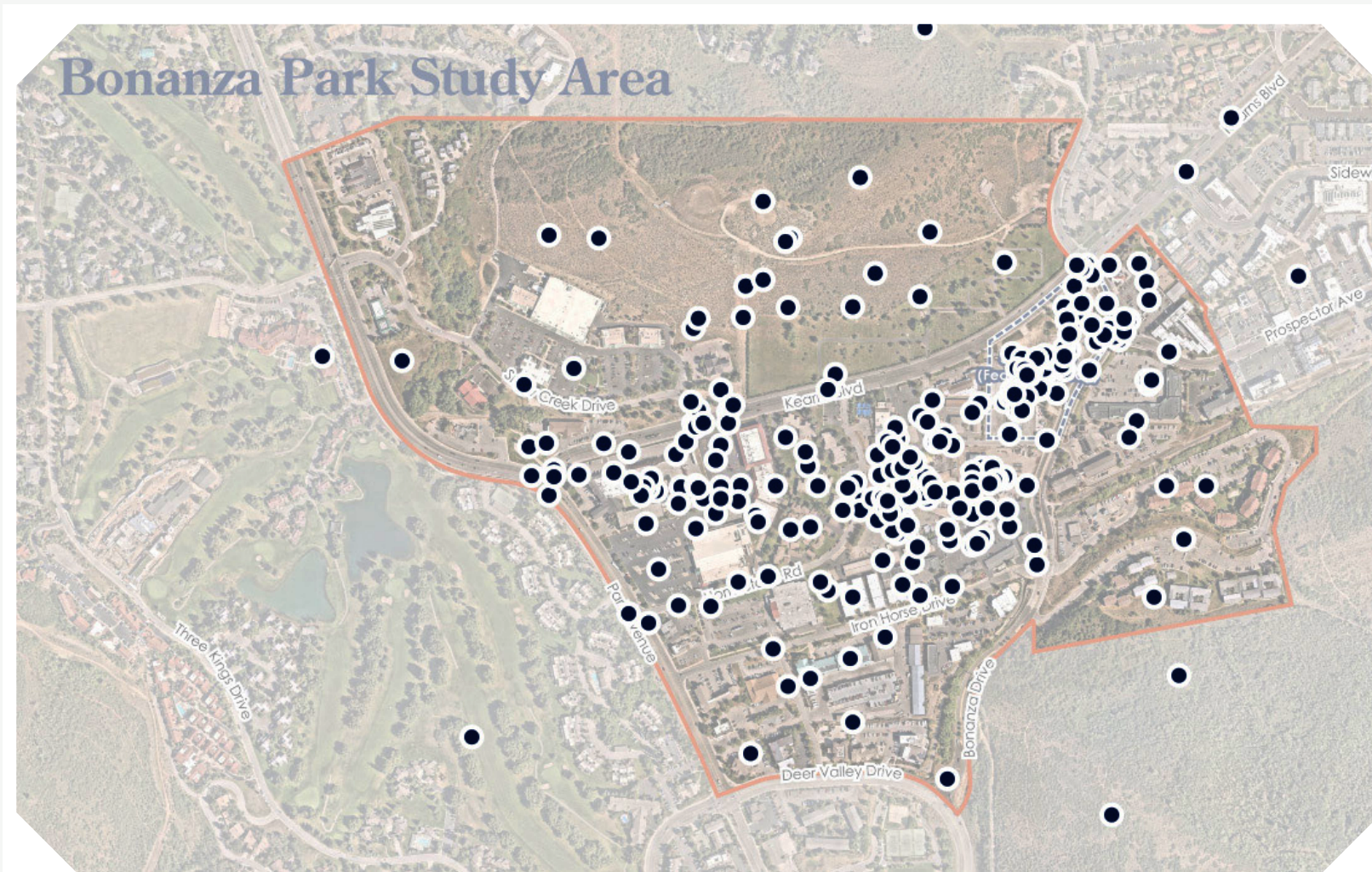
Online Survey: Things Changed/Improved in the Study Area

Top 5 Themes We Heard (440 Written Responses)



Online Survey: Where should we focus our attention?

Bonanza Park Small Area Plan



Top Mention: Improving Traffic and Intersections

2. Activating underutilized parts of the Study Area

3. Adding additional Affordable Housing

4. Adding parks, green spaces, or open spaces.

Small Area Plan: Engagement Key Findings

Bonanza Park Small Area Plan

Bonanza Park is a “Locals’ Neighborhood”. Unlike Main Street, which mostly caters to tourists, Bonanza Park is where Parkites shop, dine, and gather.

Parks and open spaces are a community priority. There is a need and desire for additional green spaces where locals can come together as a community.

Future redevelopment and infill should focus on creating a destination for locals. New businesses and destinations should be local and authentically Park City.

The 5-acre site cannot alone meet the city’s goals. Whatever happens on the 5-acre site can influence its surroundings, and be complementary to the character of Bonanza Park.

The community would like to see arts and culture woven into the neighborhood fabric. There are opportunities for public art, housing for artists, and galleries or exhibit spaces.

The Kimball Arts Center (KAC) is one of Bonanza Park’s top assets and needs a permanent home. The KAC is a cherished destination that should remain in the neighborhood.

Small Area Plan: Engagement Key Findings

Bonanza Park
Small Area Plan

Moving through the study area should be safer and more intuitive. Transportation improvements should focus on wide streets and unsafe intersections.

The Study Area lacks walkable and bikeable connections. Improving connectivity to the rail trail and addressing sidewalk gaps are a priority.

Bonanza Park is the right place for density and building height. As the area redevelops, mixed use buildings should embrace walkable streets.

Bonanza Park needs more affordable and workforce housing. For there to be a critical mass, there needs to be a strong resident base in the area.

5-Acre Site Feasibility Study

Engagement Results

5-Acre Site
Feasibility Study





5-Acre Site Feasibility Study

Craft a community-supported vision for the city-owned property at the intersection of Kearns Boulevard and Bonanza Drive.

Identify best practices

Understand community support

Identify feasibility

List strategic recommendations

Advisory Group Members ▼

■ Seth Beal

■ Mitch Bedke

■ Julieta Gesualdo-Gallup

■ Andy Hecht

■ Laurice Marier

■ Aldy Milliken

■ Helen Nadel

■ Matthew Nagie

■ Jessica Norie

■ Kathy Olson

■ Trent Rentfrow

■ Bob Sertner

■ Tony Tyler

■ Betsy Wallace

■ Ronnie Wedig

■ Jennifer Wesselhoff

Engagement Outcomes: Feasibility Study

5-Acre Site
Feasibility Study

1 Community Meeting
(250 Attendees)

11 Stakeholder Roundtables
(62 Stakeholders)

1,140+
Park City Voices
Engaged (so far)

Online/Paper Surveys
(826 Responses)

Ongoing Project Website

Feasibility Study: Engagement Key Findings Summary

5-Acre Site
Feasibility Study

There is clear community support for a mixed use redevelopment of the 5-acre site that includes arts and culture uses.

A mixed use development that includes housing will leverage the site's potential.

The vision for Bonanza Park could help supplement some of the goals for this site.

There is strong support to provide a permanent home for the Kimball Arts Center on the 5-acre site.

The community would like more clarity on what "arts and culture" means for this site, and how it impacts public funding.

A site redevelopment must include Open Space as a meaningful design element.

Affordable Housing should be a focus.

Programming and activation will help make this a community gathering space.

Parkites are ready for action and to see the site being redeveloped.

5-Acre Site Feasibility Study

In 5 years, the 5-acre site will be...



What did we hear?

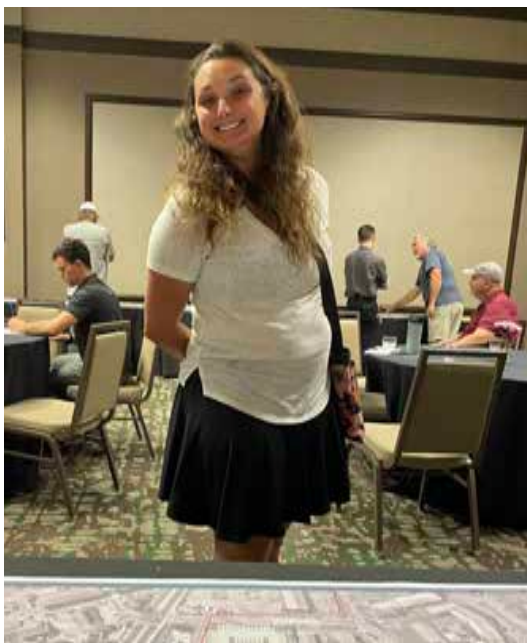
The site has the potential to become a community space centered around the Arts.

Community Meeting: Designed by Parkites, for Parkites

5-Acre Site
Feasibility Study



Meeting attendees were asked to design their vision for the future of the 5-Acre Site using a kit of parts that included 11 different uses in 33 different sizes.



Community Meeting: Build Your Own Development Results

5-Acre Site
Feasibility Study

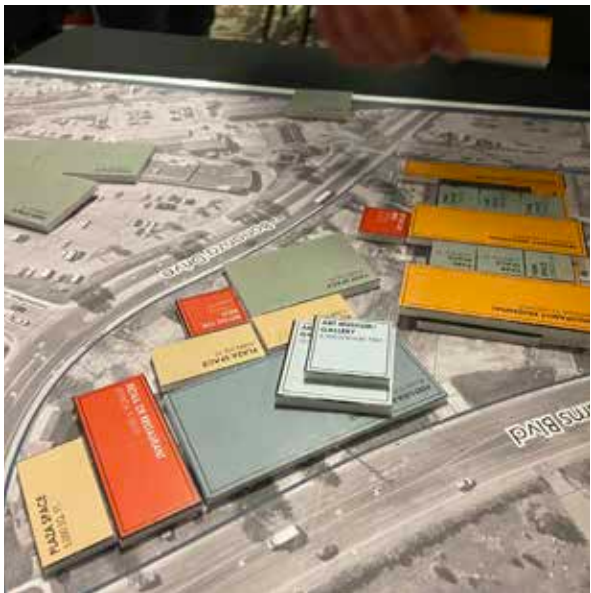
36
Total site concepts drawn by public meeting attendants, and facilitated by our design team.



25%
of the square footages drawn were dedicated to **Mixed Use buildings**, most between 3 to 5 stories (in 29 of 36 concepts).



34
of the 36 concepts incorporated **open space**, with parks, plazas, and courtyards making up 20% of the site on average.



30
of the 36 concepts featured **arts or performance spaces**, ranking as the second most popular use after open spaces.

Community Meeting: What Parkites Would Like to See on the 5-Acre Site

5-Acre Site
Feasibility Study



Office and
Employment

1 Votes



Restaurants and
Outdoor Dining

69 Votes



Art or Exhibit
Space

**Top Choice:
190 Votes**



Parks, Open
Spaces, and
Plazas

96 Votes



Multifamily
Housing

35 Votes



Mixed Use:
Commercial
with Multifamily

98 Votes



Public Art

97 Votes



Placemaking

41 Votes



Walkable
Streets and
Pedestrian
Areas

105 Votes



Anything
Else? Tell Us!

111
Comments

5-Acre Site Feasibility Study

[illegible]

Community Meeting: Support for an “Arts and Culture District”

5-Acre Site
Feasibility Study

Previous planning studies have recommended an “Arts and Culture District” on this site.
Are you in support of a future redevelopment that includes Arts and Culture uses and features?

(115 Responses from Community Meeting)

“For PC to maintain its status as a destination we have to think beyond snow & recreation.”

“This district has been up for debate for too many years already...It’s high time we bring the community together around art.”

“Arts bring values to community curiosity & education, expression.”

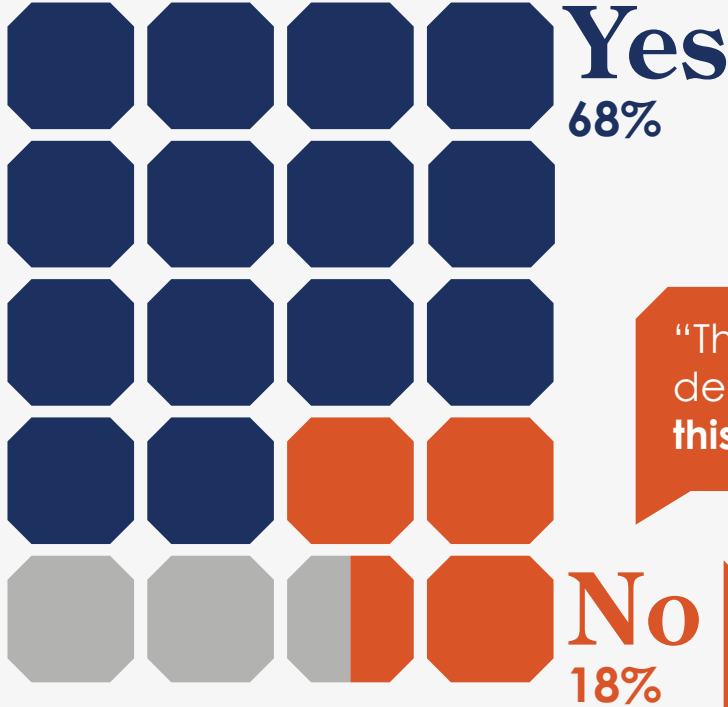
“This is an incredibly valuable site and park city has many needs in addition to Arts & Culture.”

“Need analysis on community needs.”

“Don’t want it to detract from arts in Old Town.”

“The community demonstrated in past that this is not a priority.”

“We have an abundance of arts in this town we need housing, public transportation, affordable child care, not art!”



Stakeholder Roundtable

Takeaways: 5-Acre Site

Through various conversations with stakeholders, the following common themes emerged:

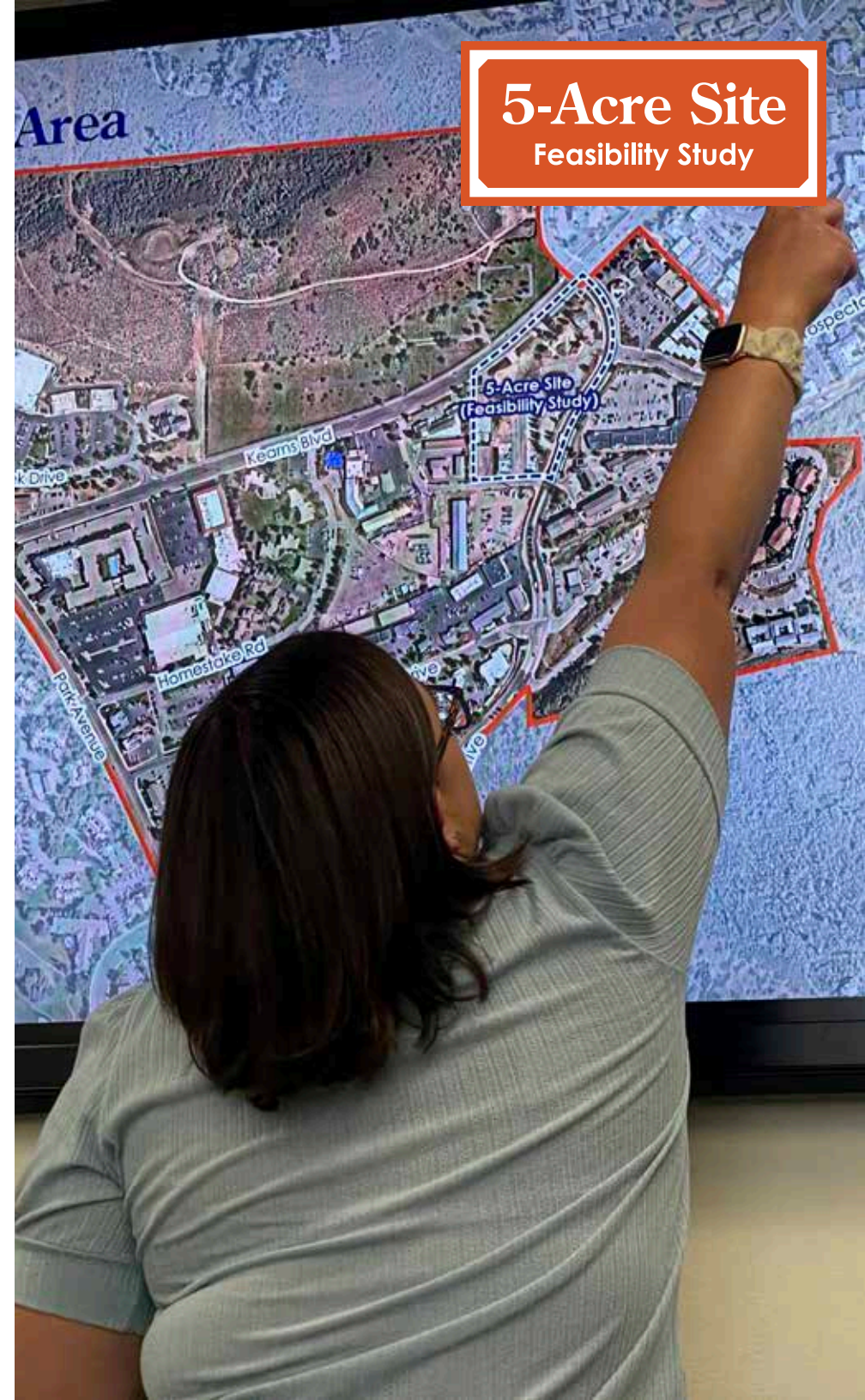
The 5-acre site is once in a lifetime opportunity for the community. This site and this area is the right place for height and density.

The Park City community has **concerns about mixed use, density, and building heights**.

Art institutions can be a component of the site, but not necessarily the sole focus. It does not need to be an “Arts and Culture District” to work.

The success of arts and culture on the site hinges on whether there is **programming where people have the opportunity to do and experience art**.

This is the time to get this done - the community is expecting results from this process.



Feasibility Study Online Survey

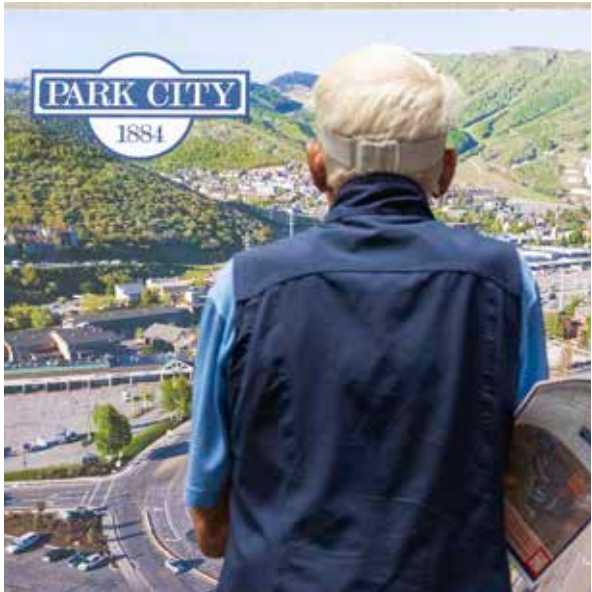
5-Acre Site
Feasibility Study

The planning team launched an online survey for the 5-Acre Site Feasibility Study between July 19 and August 4.

The survey was promoted via Park City's Social Media accounts, distributed via email, publicized in English/ Spanish flyers (digital and print), and shared by project partners via email. The survey was available via a SurveyMonkey link or through Park City's Polco platform.

826

Total responses to the online survey.
735 Responded via SurveyMonkey and 91 responded via Polco.



68%

of all survey responses are from 560 residents of the 84060 ZIP Code.

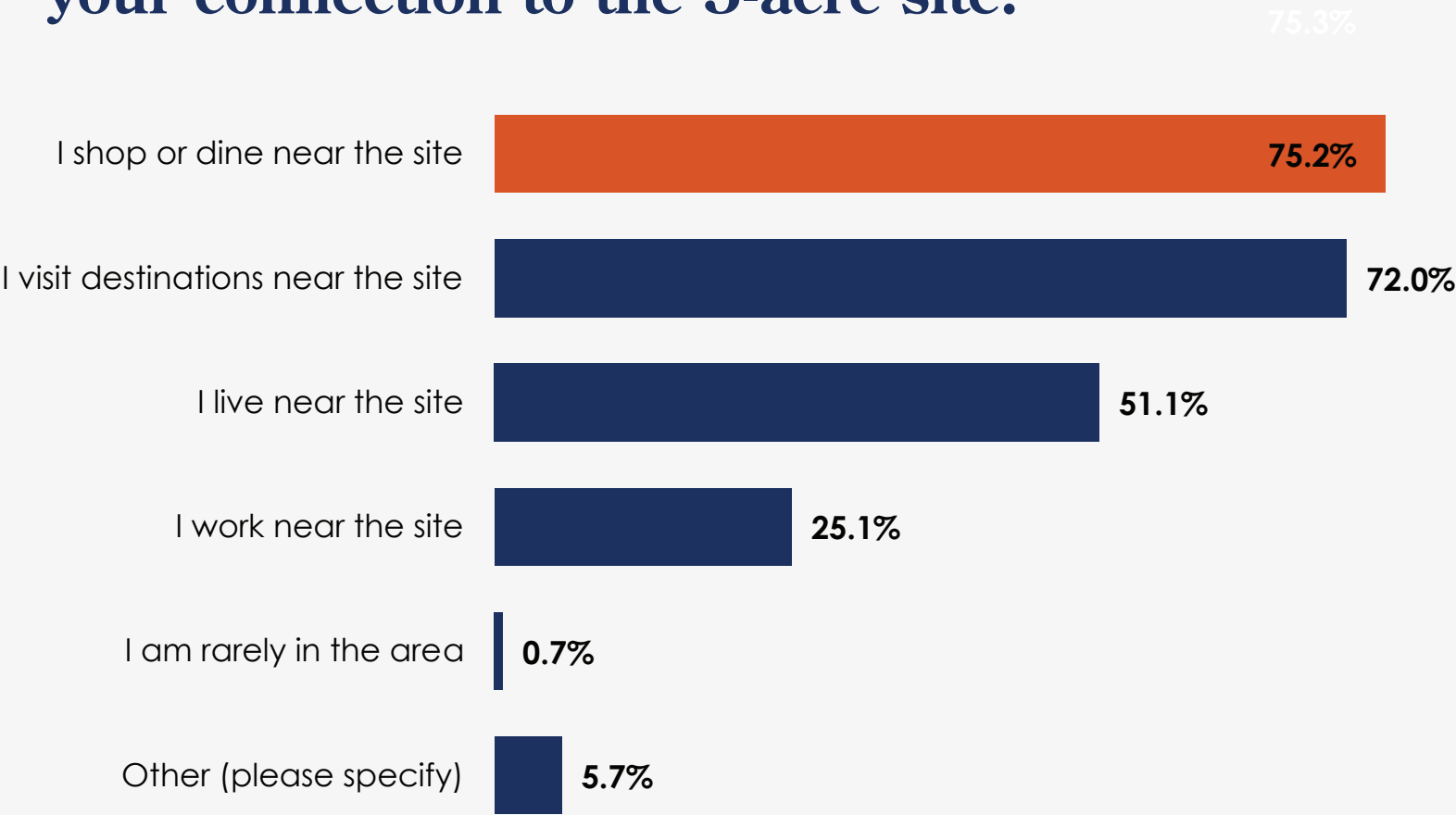


51%

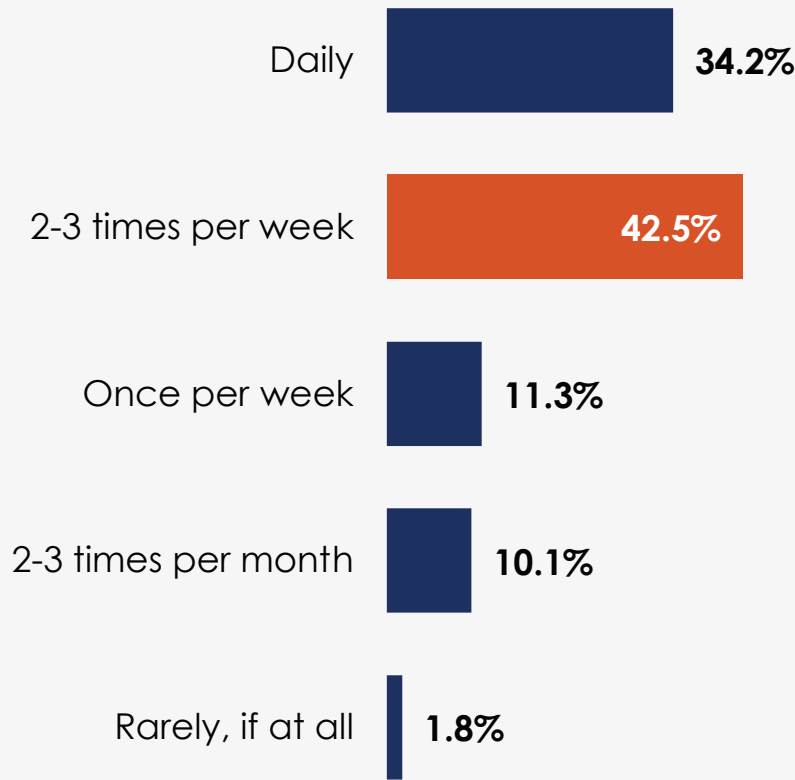
live near the site.

Online Survey: Relationship to the 5-Acre Site

Select all of the below that describe your connection to the 5-acre site.



How much time do you spend near the 5-acre site?



Online Survey: Describing the Site Today in Three Words

5-Acre Site
Feasibility Study

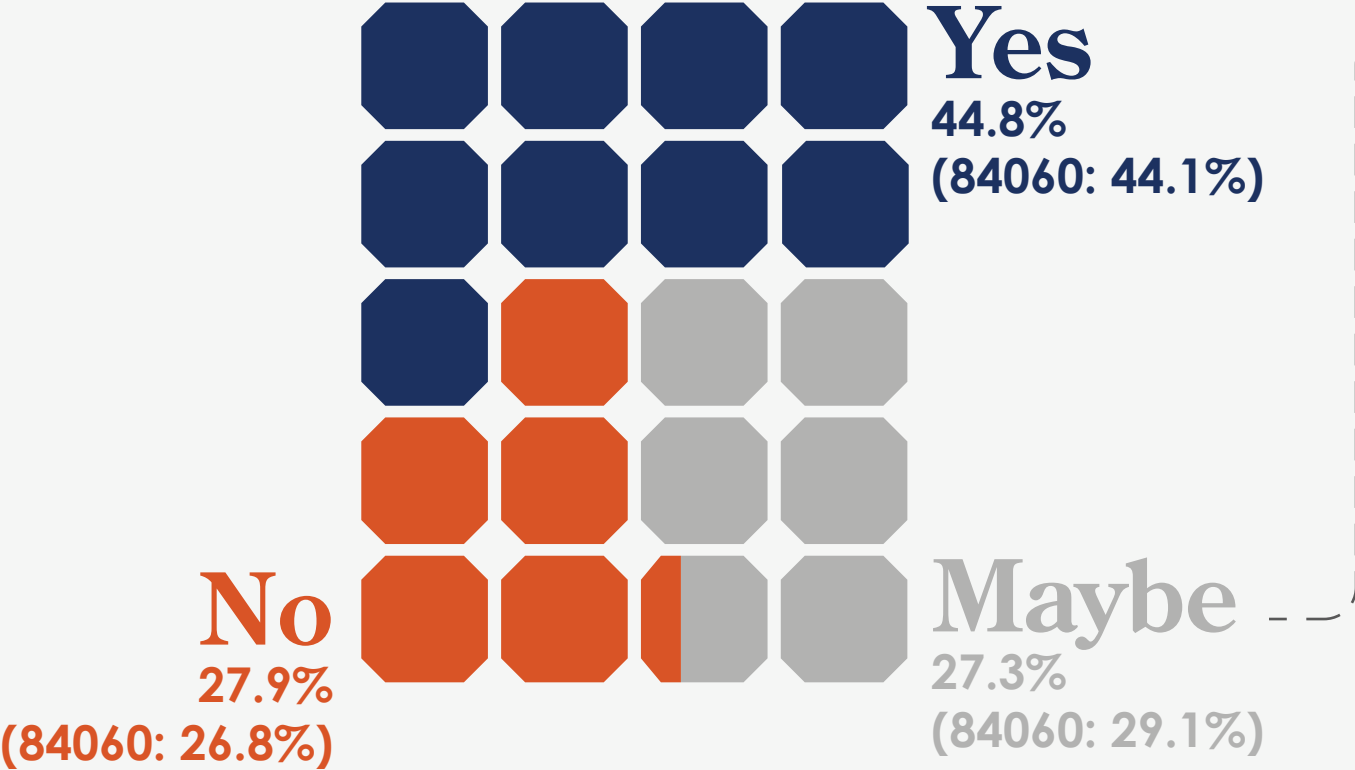
Top Mentions (664 Written Responses)

1. **Potential** - Mentioned 80 Times
2. **Ugly** - Mentioned 64 Times
3. **Empty** - Mentioned 54 Times
4. **Eyesore** - Mentioned 50 Times



Online Survey: Support for Arts and Culture

Previous planning studies have recommended an “Arts and Culture District” on this site. Are you in support of a future redevelopment that includes Arts and Culture uses and features?

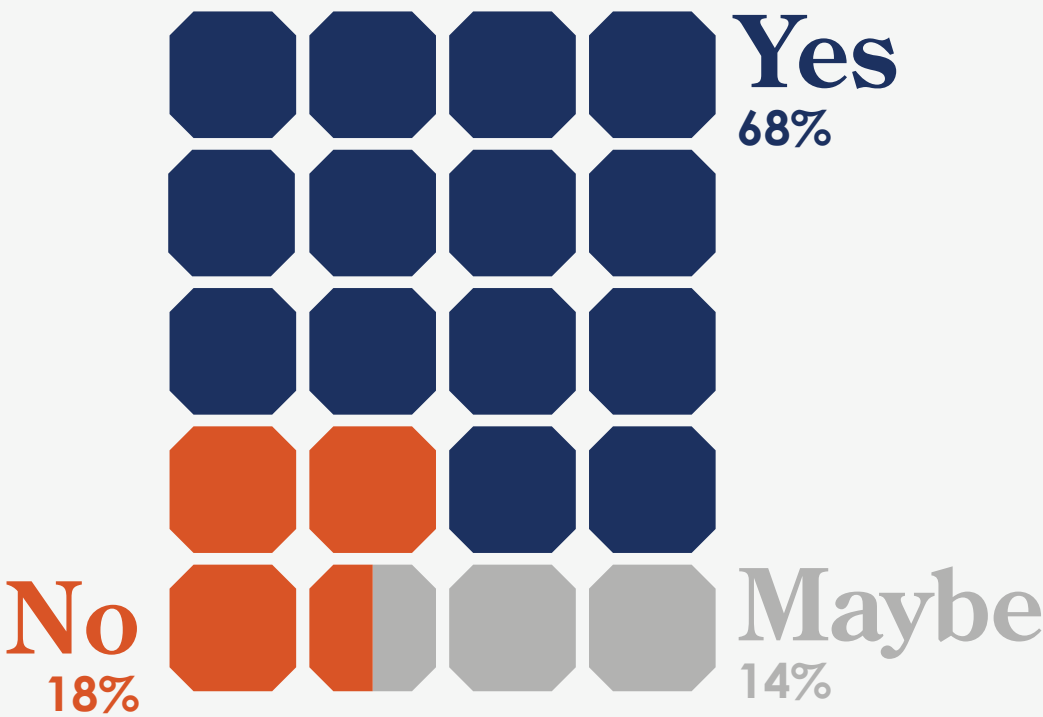


- The three most mentioned reasons are:
- **Housing and affordability:** The site’s development should prioritize housing for locals, with a focus on affordable and workforce housing.
 - **Lack of clarity on what “Arts and Culture District” means in this context:** There is a lack of understanding regarding what exactly an “arts and culture district” entails. Respondents want more information and specifics about the concept before forming a definitive opinion.
 - **Mixed Use and community-first development:** Several respondents advocate for a mixed-use development that serves the needs of the local community, including a blend of small retailers, dining options, entertainment, and open space.

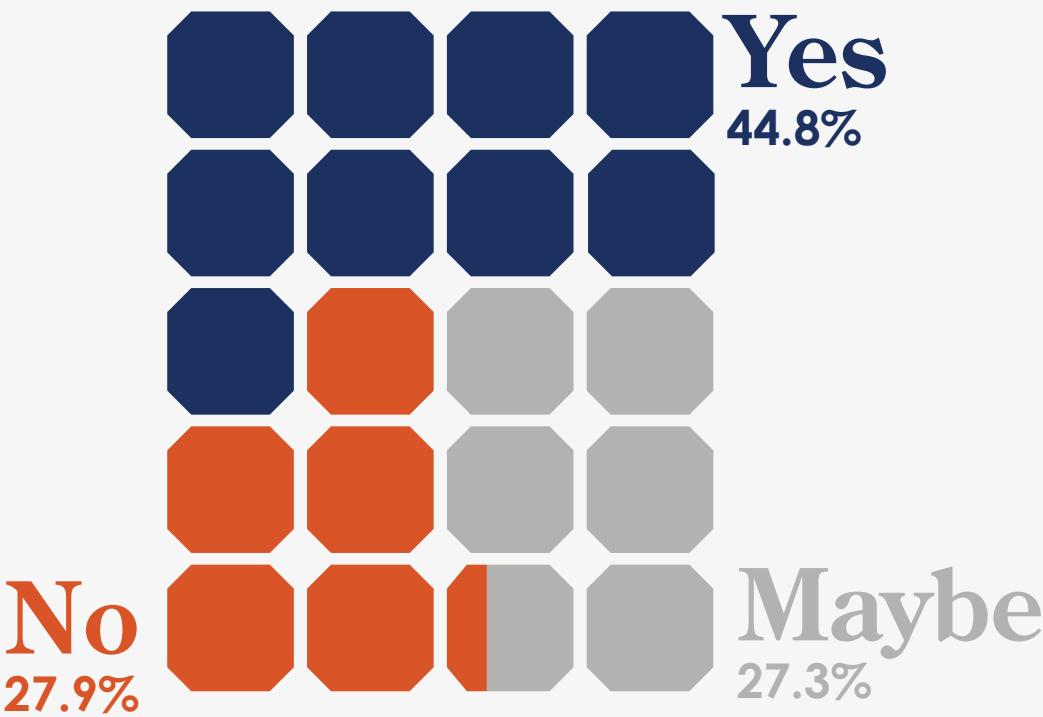
Combined Results: Support for an “Arts and Culture District”

Previous planning studies have recommended an “Arts and Culture District” on this site. Are you in support of a future redevelopment that includes Arts and Culture uses and features?

115 Responses from **Community Meeting**

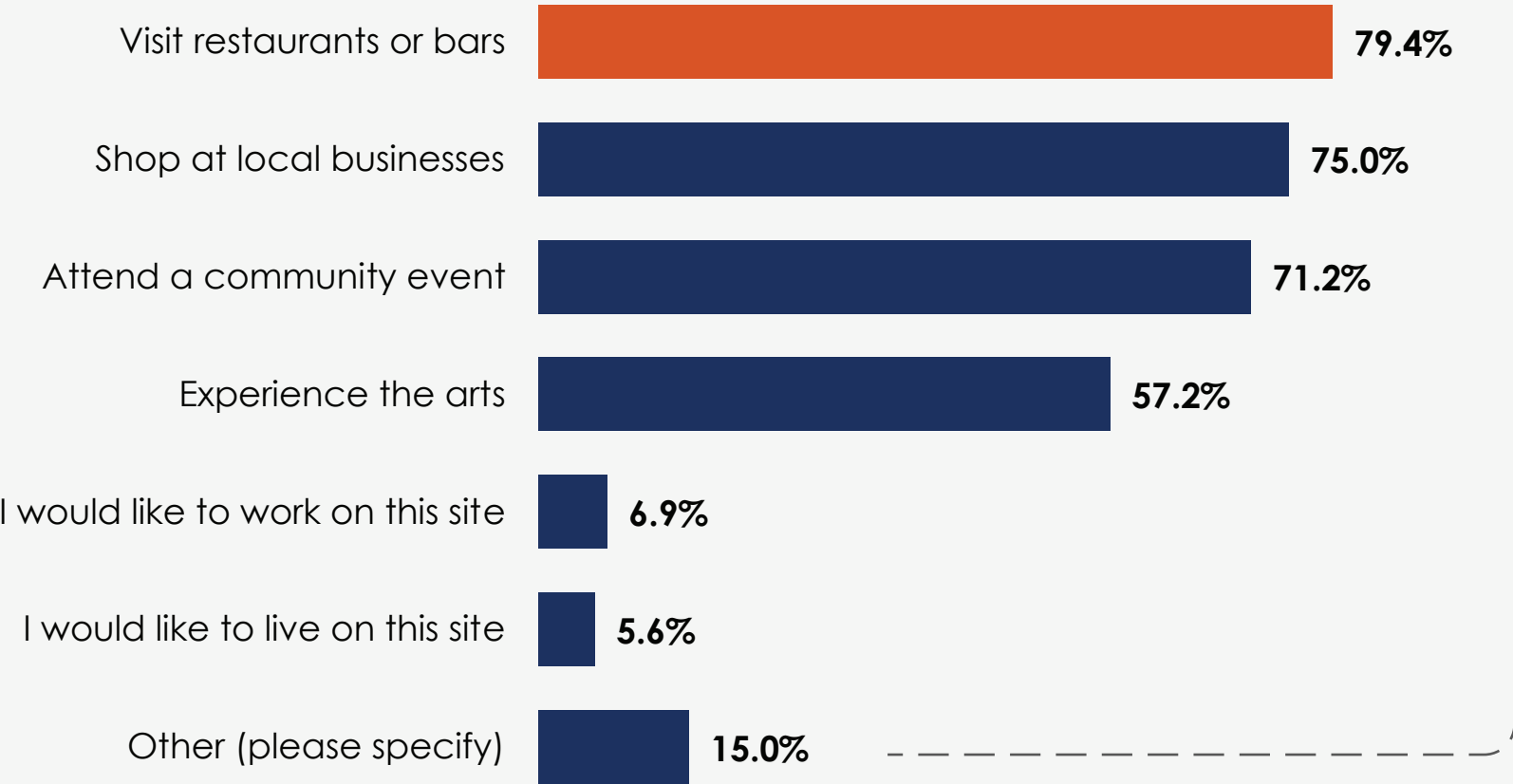


710 Responses from **Online Survey**



Online Survey: The Future of the Site

What would be the reasons that you would choose to spend time at this site in the future?



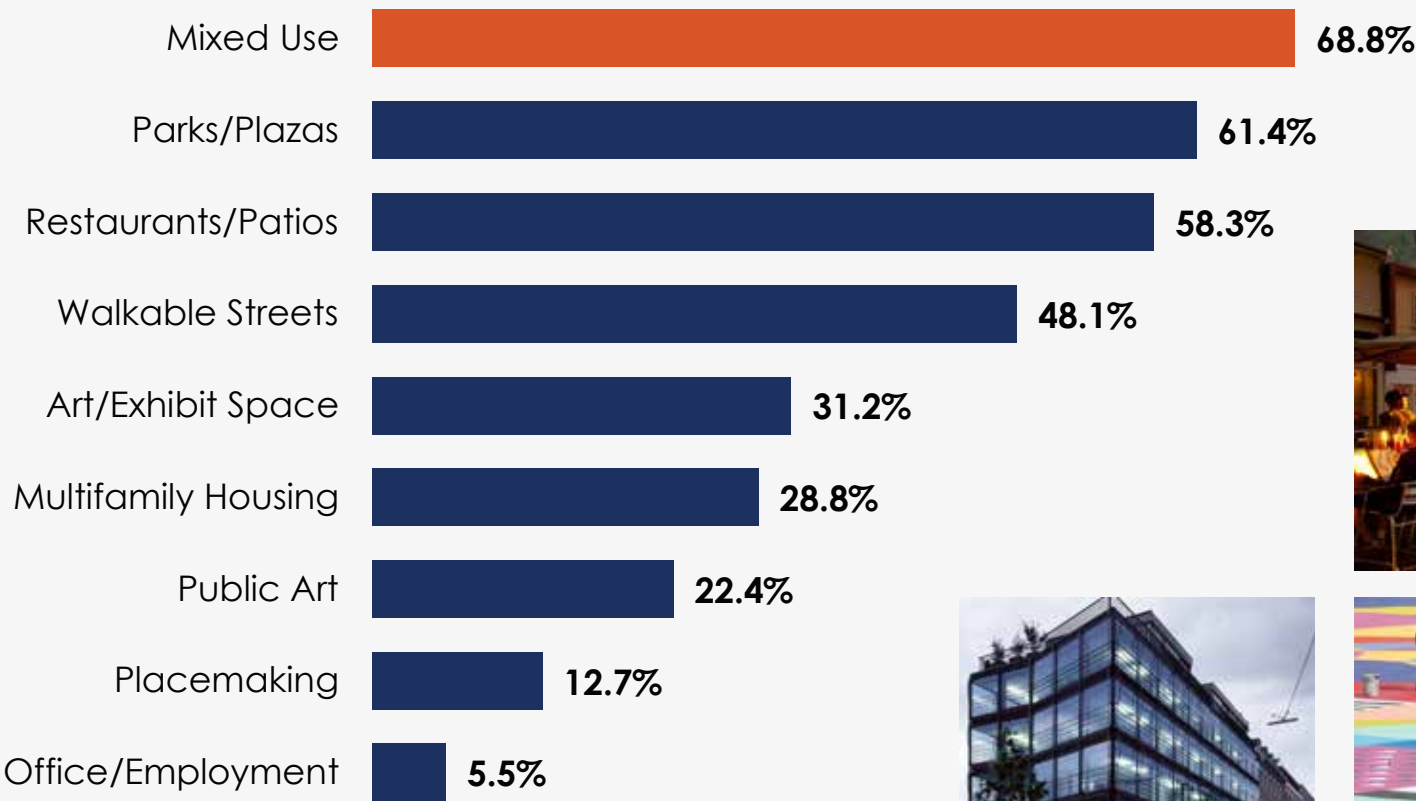
Other Reasons include:

- **Affordable Housing:** The site is a great location to help meet a citywide housing need.
- **Parks and Open Space:** The neighborhood needs more quality open spaces to bring people together.
- **Transit Hub:** The site has the opportunity to include a transit center that connects the neighborhood with its surroundings.

Online Survey: Future Developments or Improvements

5-Acre Site
Feasibility Study

What types of development or improvements would you like to see happen on the site?



Online Survey: How do you see this site in 5 years' time?

Top Mentions (629 Written Responses)

Creating an Arts and Culture District

- The site could include spaces for local artists, art venues, galleries, and art-related activities.
- A vibrant community hub focused on arts and cultural events.
- The site can provide a permanent home for the Kimball Arts Center and the Sundance Institute.

Supporting Mixed Use Development

- Creating a mixed-use development that includes a combination of housing, restaurants, shops, arts and cultural spaces, parks, and community gathering areas.

“An area with local shops and restaurants along with a Kimball Arts Center that hopefully also includes housing for workers.”

Opportunities for Affordable Housing

- There is a a strong need for housing options that are accessible to local residents and area employees.

“Under construction. Please. It’s been sitting for at least that long. We need to do something with it that will benefit the community.”

Parks, Open Spaces, and Places to Gather

- As part of a redevelopment, the design should include a gathering spot for the local community.
- This is envisioned as a place for people to meet, socialize, and enjoy concerts, art exhibits, and family-friendly events.
- The focus is on creating a welcoming and inclusive space for both residents and visitors.

Feasibility Study: Engagement Key Findings

5-Acre Site
Feasibility Study

There is clear community support for a mixed use redevelopment of the 5-acre site that includes arts and culture uses. The community would like to see a mixed use redevelopment vision.

A mixed use development that includes housing will leverage the site's potential. The site's future should also include a mix of restaurants, shops, open spaces, galleries, artist space, and arts institutions.

The vision for Bonanza Park could help supplement some of the goals for this site. The surrounding area can support additional housing and arts and culture uses.

There is strong support to provide a permanent home for the Kimball Arts Center on the 5-acre site. The Kimball is a cherished local institution that will help program and activate the site.

The community would like more clarity on what "arts and culture" means for this site, and how it impacts public funding. This term is broad, with some wanting to understand the subsidy it will require before supporting.

A site redevelopment must include Open Space as a meaningful design element. New open spaces should be welcoming to all and include seating, shade, and be suitable for events.

Feasibility Study: Engagement Key Findings

5-Acre Site
Feasibility Study

Affordable Housing should be a focus. The site has the opportunity to help reach citywide affordable housing goals, and help house residents who would otherwise be priced out of the community.

Programming and activation will help make this a community gathering space. The site should be welcoming to Parkites of all backgrounds through festivals, events, and pop-up engagements.

Parkites are ready for action and to see the site being redeveloped. The community is asking for this site's potential to be finally realized and leveraged to help the community.

Next Steps



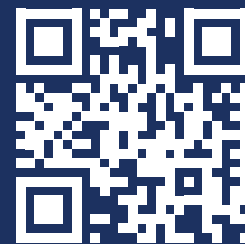
Next Steps

Following this week's update to City Council, the project team will:

Start Phase 2 of work to develop land use scenarios (Small Area Plan) and Site Design Alternatives (Feasibility Study)

Continue to engage the Latino Population in Park City, both in-person and through partnerships.

Share concepts and alternatives with the community at a second Community Meeting on Wednesday, October 18.



Please visit our website to learn more:

www.bonanzapark.com





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Appendix: Engagement Demographics



About the Parkites Who Joined Us at Community Meeting 1

Their connection to the Site and Study Area

I live in or near the Study Area/Site (70%)

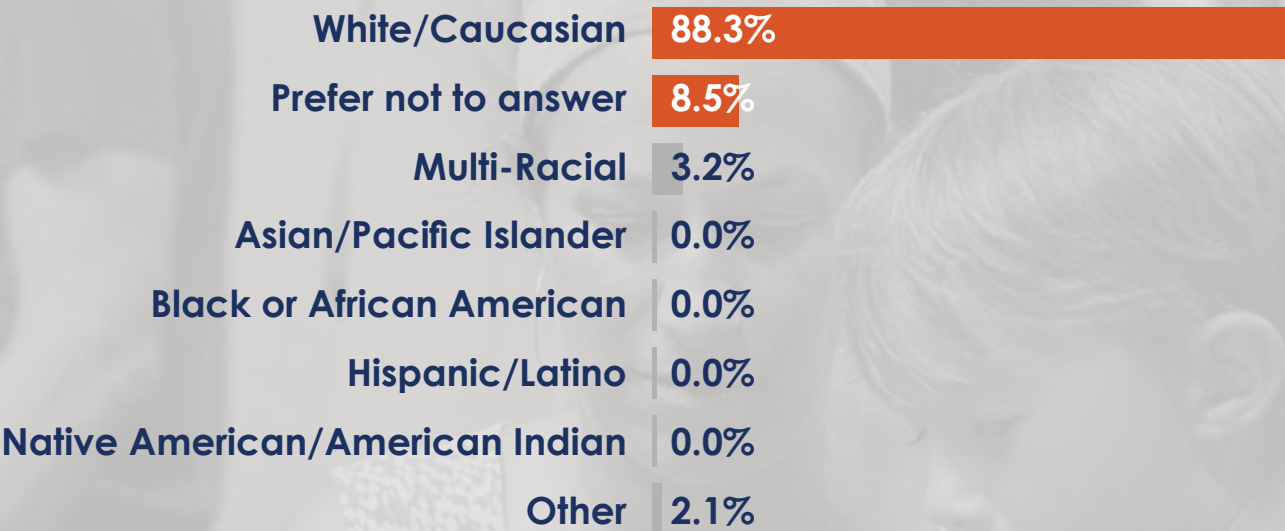
I shop or dine in the Study Area (65%)

I visit the Study Area for its destinations (42%)

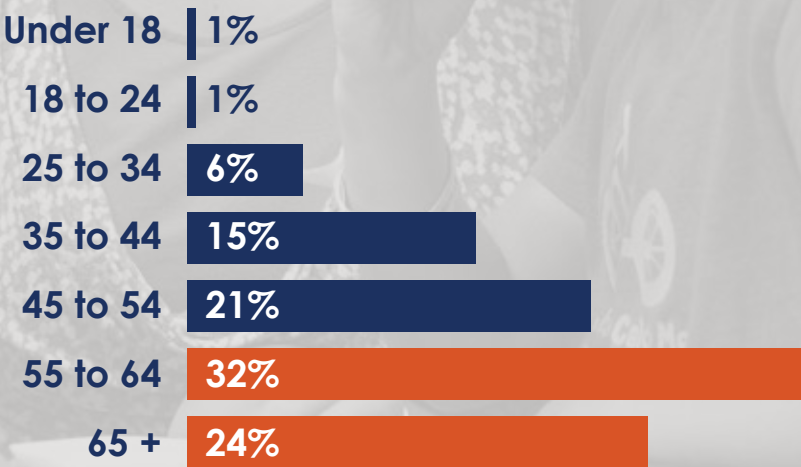
I work in or near the Study Area/Site (37%)

I rarely go to the Study Area (3%)

Their Race/Ethnicity

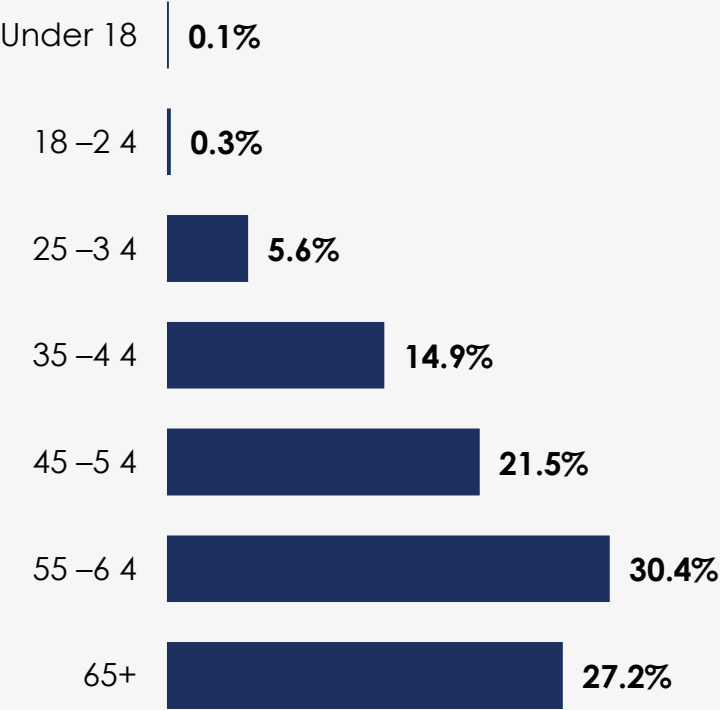


Their Age

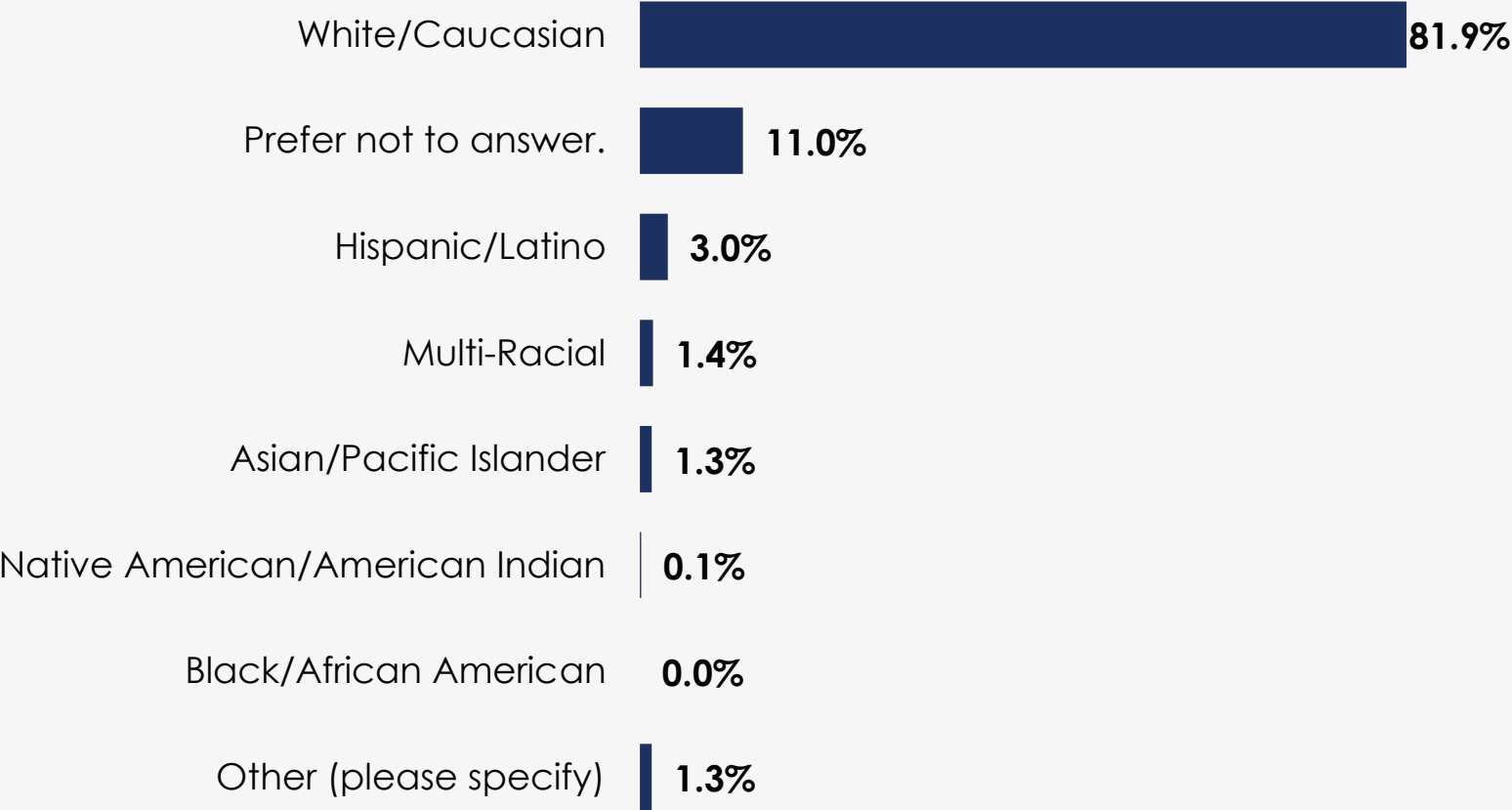


About the Online Survey Respondents

What is your age?

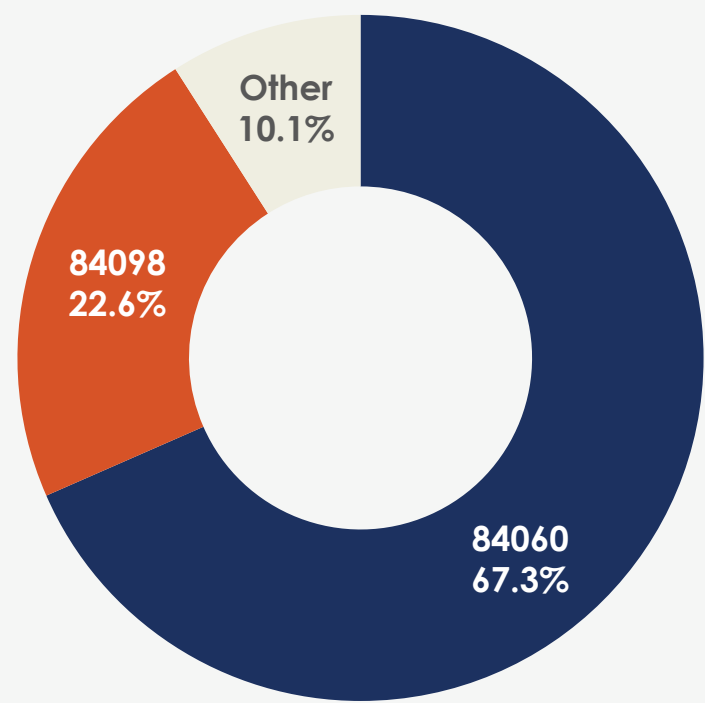


How would you best describe yourself?

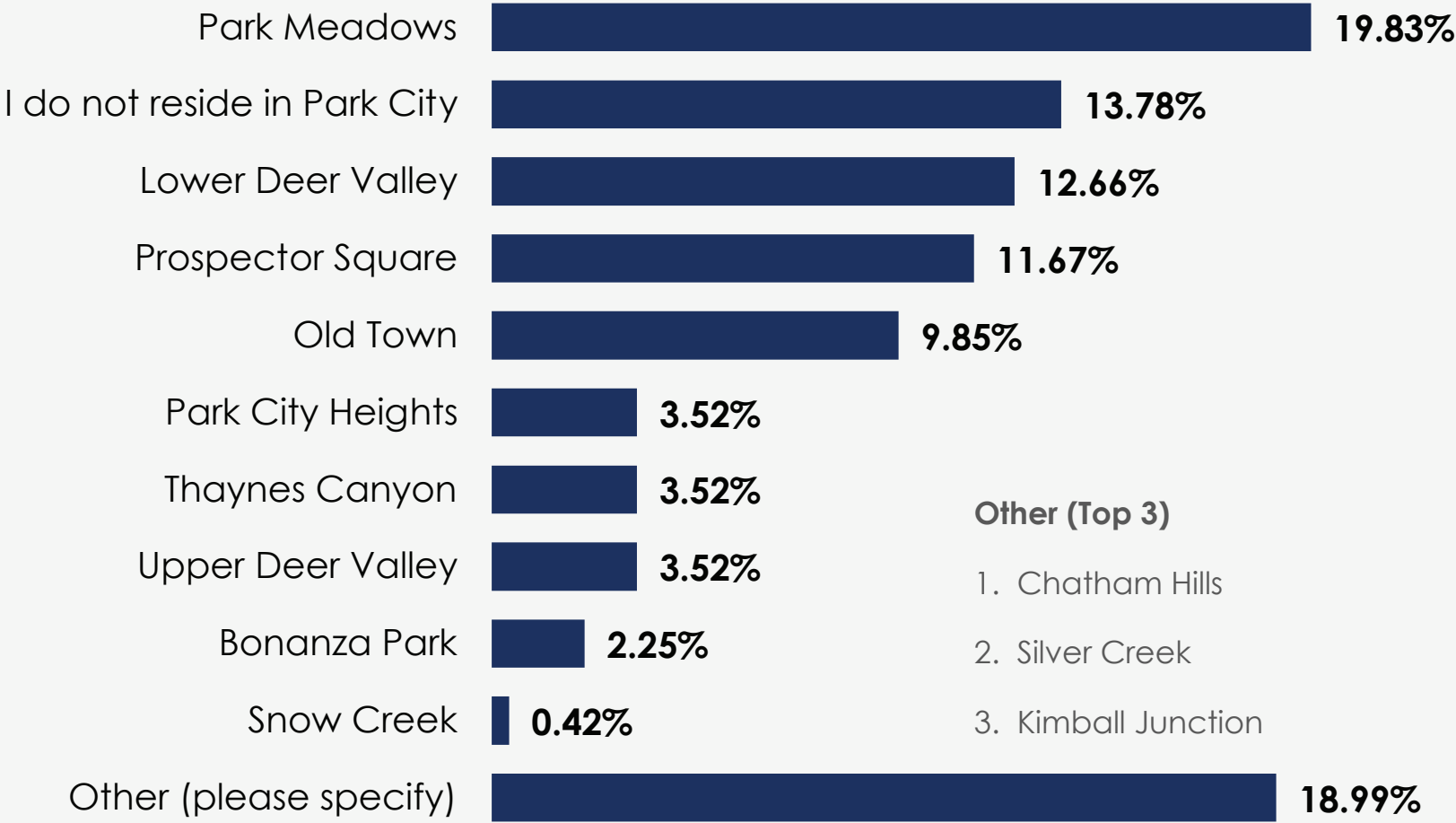


Where Online Survey Respondents Live

What is the zip code of your primary residence?

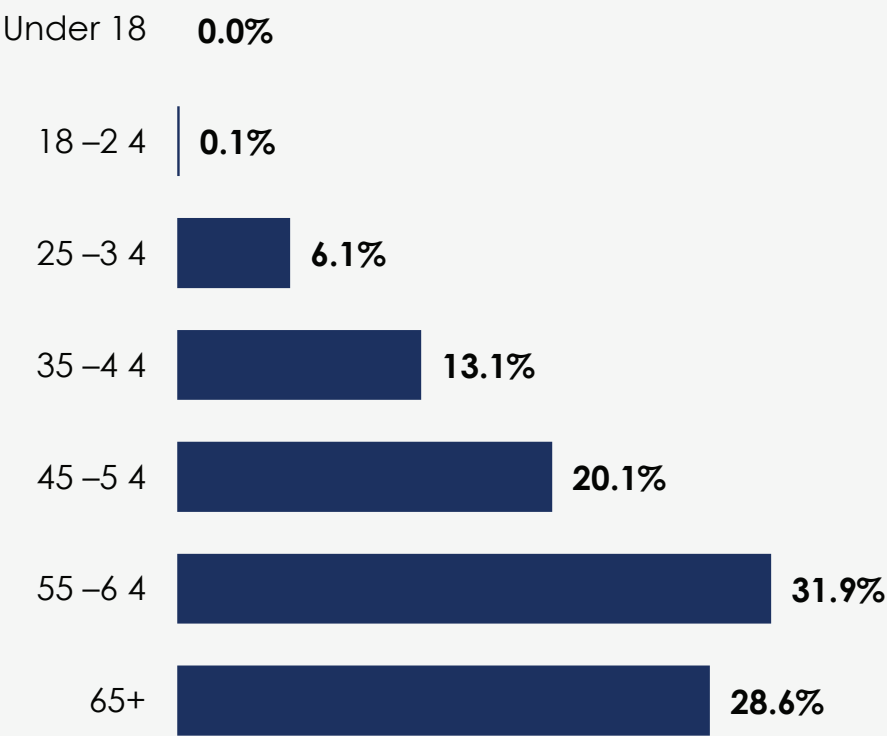


Where in Park City do you live?

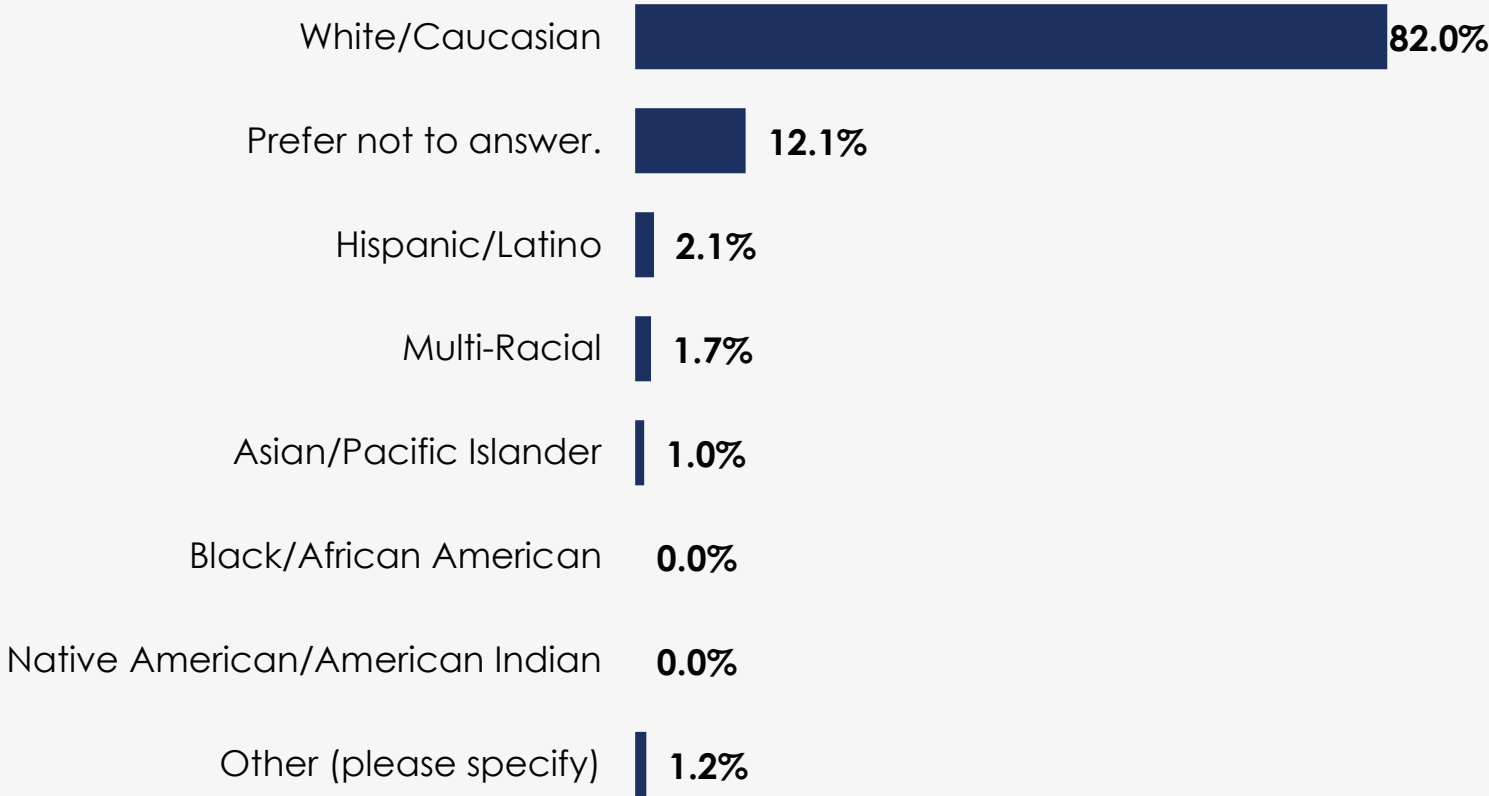


About the Online Survey Respondents

What is your age?

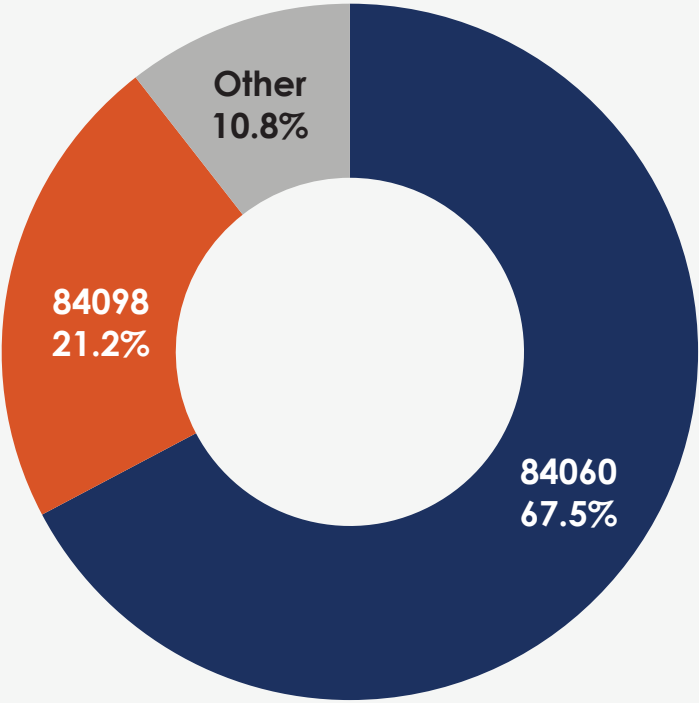


How would you best describe yourself?

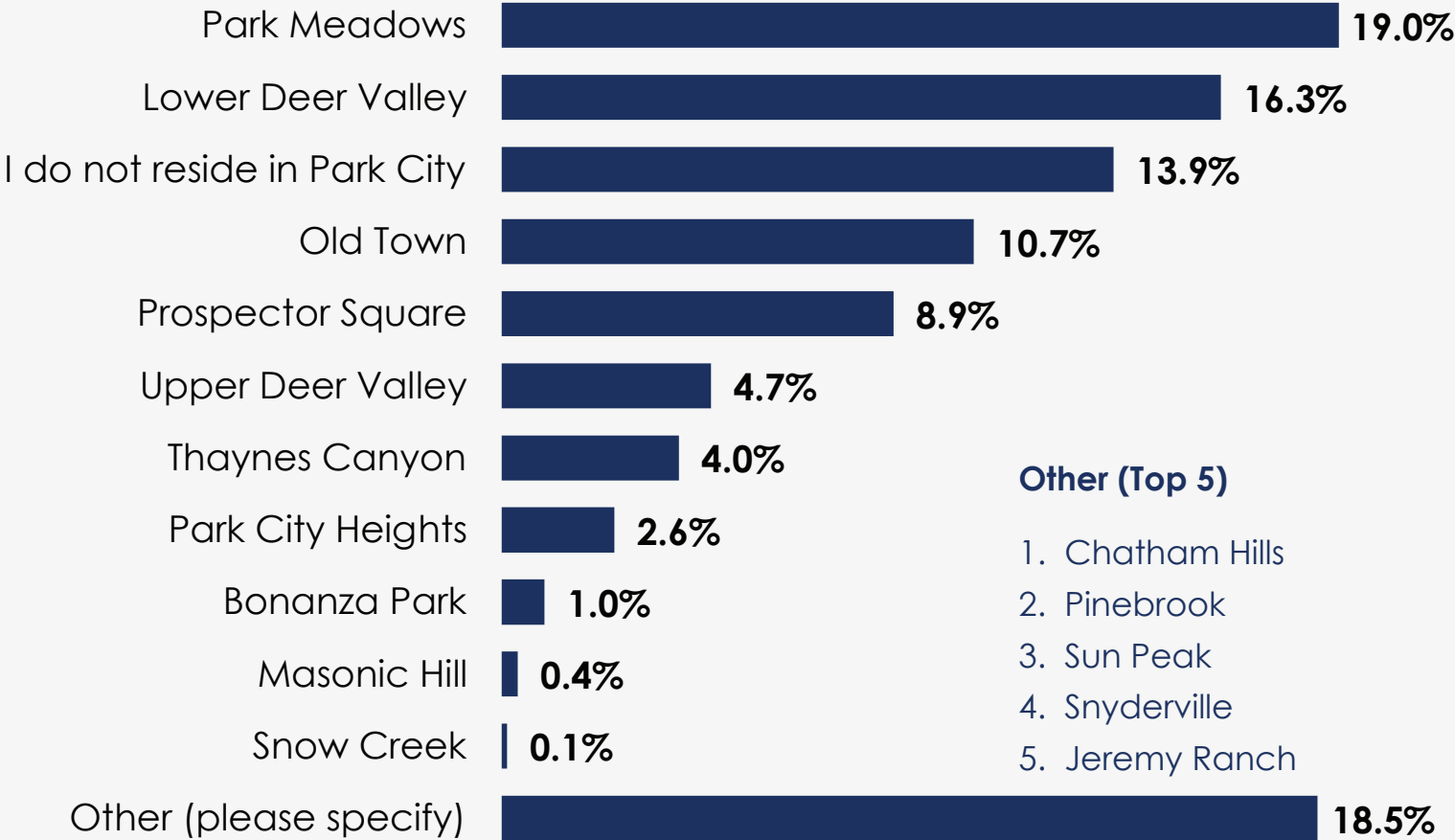


Where Online Survey Respondents Live

What is the zip code of your primary residence?



Where in Park City do you live?



Other (Top 5)

- 1. Chatham Hills
- 2. Pinebrook
- 3. Sun Peak
- 4. Snyderville
- 5. Jeremy Ranch