

Community Engagement Phase 2 Results

January 11, 2024



Bonanza Park

Small Area Plan

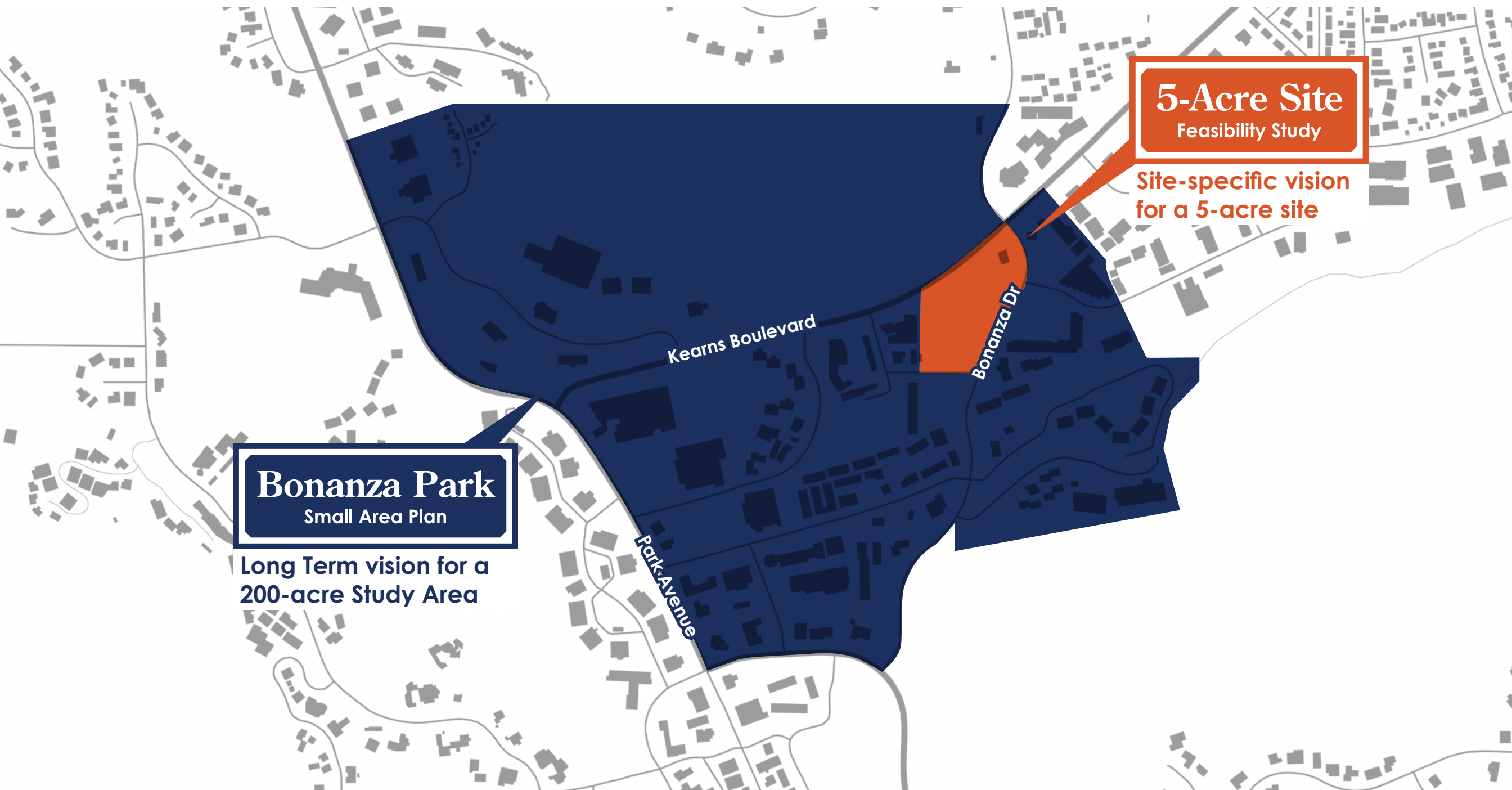
5-Acre Site

Feasibility Study

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

Today's Meeting

Two Planning Efforts | One Approach



Share Phase 2
Engagement Results



Introduce Key
Findings from Phase 2
Engagement



Collect feedback for
Phase 3 of project

Bonanza Park
Small Area Plan

5-Acre Site
Feasibility Study

How We Engaged in Phase 2

Engagement

2 Advisory Group Meetings

Online Project Portal

Meetings

Community Meeting 2 (of 3)

Additional Outreach to Young Families

Engagement Session at Park City High

Community Site Tour

Surveys

2 Online Surveys
(English & Spanish)

Community Meeting 2: Overview

The planning team hosted a second Community Meeting on October 18, at the Park City Library.

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

150

Approximate number of total people in attendance throughout the event, **about half of which attended Meeting 1.**



52

Total comment cards received with feedback for both plans.

71%

of comment card responses are from residents of the **84060 ZIP Code** (27% live in the 84098 ZIP Code)



496

Total comments and stickers received on boards for both plans. (Small Area Plan with 227, and Feasibility Study with 269)

Community Site Tour

The planning team hosted a community site tour on October 18, through the Bonanza Park Neighborhood, attended by approximately 50 Parkites.



Engaging with Young Parkites

The planning team hosted an engagement session with Park City High School Students on October 17



The planning team facilitated two roundtable sessions with young families in Park City.

Bonanza Park Small Area Plan

Engagement Results

Bonanza Park
Small Area Plan



Small Area Plan Purpose

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

WE ARE HERE!

Describe the vision for Bonanza Park

Craft a Land Use Element

Develop a stand-alone Connectivity and Mobility Element

Identify implementation recommendations

Small Area Plan Timeline

Task 1: Define plan timetable and existing conditions [Month 1]

Conduct an existing conditions assessment

Conduct a Plan Alignment

Advisory Group Meeting 1

Task 2: Develop a community engagement plan [Month 2]

Launch Project Website and Online Questionnaire

Compile Stakeholders

Stakeholder Roundtables

Task 3: Develop neighborhood vision and plan goals and objectives [Month 3]

Develop plan goals and objectives

Develop a vision statement

Advisory Group Meeting 2

Host a Community Visioning Workshop

Task 4: Develop plan components [Months 4 – 8]

Craft a Land Use Component

Craft a stand-alone mobility component

Advisory Group Meeting 3

Community Meeting 2

Task 5: Develop an implementation plan [Months 8 – 9]

Craft an implementation strategy

Define short-term wins

Task 6: Develop Final Report and Plan Adoption [Months 9 – 10]

Produce a visually compelling final document

Advisory Group Meeting 4

Community Open House

Assist City Staff with the adoption process

Engagement Outcomes: Small Area Plan

Phase 1 & 2 Combined

Bonanza Park

Small Area Plan

2 Community Meetings
(400 Attendees)

12 Stakeholder Roundtables
(62 Stakeholders)

1,433+
Park City Voices
Engaged (so far)

Online/Paper Surveys
(Survey 1: 721 Responses)
(Survey 2: 250 Responses)

Ongoing Project Website

Community Meeting: Vision Statement

Bonanza Park
Small Area Plan

Bonanza Park is a neighborhood where Parkites gather to shop, dine, and express local culture. The Bonanza Park of tomorrow will build on this vibrancy to become a more connected, livable, and inclusive community for current and future Parkites of all ages.

“Experience local cultures -> express local culture”

“Great statement! Hits opportunities and intent! Very exciting!”

“Statement is perfect. Local = no hotel, no nightly rentals! Small scale, culture and art woven organically throughout public space

“Open with Bonanza Park is where Parkites live...”

“Bonanza Park is home to multigenerational Parkites”

Community Meeting: Project Goals

Bonanza Park
Small Area Plan

Feedback from the community meeting was supportive of the project goals below. The following quotes illustrate public sentiment

Mixed Use

"Diverse mixed income mixed use development **attractive to locals and tourists alike**. Tourism helps pay the bills and supports businesses."

"For **locals** not tourists" "**No Hotel**"

Local

"A place where people can live, work, play, and thrive as **members of the community**."

"Yes! **Need to support local businesses**. No big box or chain stores"

User-Friendly

"**Public pathway** with green areas for public gathering, bike paths"

"**Connect bike trail** through Iron Horse to Park Ave. Connect Snow Creek Trail to public trails, transit"

Inclusive

"Would love to add **inclusion of kids and families**. Seems to be missing a winter gathering place"

"'Inclusive' as a word to describe **people who don't have access to housing**."

Green

"Yes! **Community gathering** and events"

"Yes **places to gather and grow food**. Places that cultivate wellness - deep wellness"

Cultural

"We need a **variety of arts and culture** to be a **well rounded community**."

"Cultural! Remember our **Latin culture** that is the backbone of our community."

What is the right Density?

27% of respondents support a 3 story height limit.

Comments received suggest future development should remain low density.

“Keep buildings at a 3 story maximum - nothing higher”

55% of respondents support a 4 story height limit.

While increasing density would provide additional options for a mixture of uses, future development should consider scale and context of the area.

“4 story. We need the density and height to meet our varied needs. Mixed use, residential, retail.”

18% of respondents support a 5 story height limit.

Comments received suggest that future 5-story development should consider stepping back the 5th story to allow for sunlight to reach streets, reduce the scale of the building, and increase uniformity.

“The architecture should evoke Park City’s history not look like Anytown, USA”

What is the right Density?

Our Phase 1 Engagement Results highlighted a community desire for greater building heights and density in Bonanza Park - what types of regulatory revisions, if any, do you support to set this goal? **(Select all that apply)**

Additional mixed use buildings (69%)



Additional density in multifamily residential (49%)



Additional building heights than those currently allowed (47%)



No change from current standards (10%)



Other (10%)



“We need more height to allow projects to “pencil out” (high property and building costs). Also need to make sure not to block any view corridors.”

“Open to additional heights, but what is the return? Codify incentives in exchange for walkability and community benefits.”

Community Meeting: Vision for Sites

Bonanza Park
Small Area Plan

KEY CATALYST SITES



There is little to no support for a hotel in the district.

"These sites will set the tone for character/looks/livability. Find people with judgement/taste and import them to get it right."

"No hotel. Yes stand alone art center, green space, mixture of local residential including affordable."

MEDIUM TERM INFILL SITES



Most people support increased density with affordable housing.

"Affordable housing in the district is great."

"Density = affordability/sustainability. Building up is necessary for affordability. 5 story with setback."

LONG TERM INFILL SITES



Development should be contextually sensitive


"Various building heights and masses to allow **density to cluster** so there is space for trails, parks, and plazas."

"Height depends on design - setbacks of upper floors, pedestrian scales."

Community Meeting: Bike & Pedestrian Opportunities

Does this match your vision for bike & pedestrian improvements in Bonanza Park?

ALTERNATIVE 1:
NORTH-SOUTH CONNECTOR



Least Support

YES: ☐☐☐☐☐
NO: ☐☐☐☐☐☐☐☐☐☐
SOMEWHAT: ☐☐

“I like it. 3 parallel options, middle freed up for more immediate local vs. Park Ave and Bonanza.”

ALTERNATIVE 2:
REALIGNED HOMESTAKE ROAD




There is the most support for a more porous street & greenway network

YES: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐
NO: ☐
SOMEWHAT: ☐☐☐☐☐☐☐

“Don’t allow cars to cut through - no cars! Prioritize bike and pedestrian.”

ALTERNATIVE 3:
MAXIMIZE THE GRID



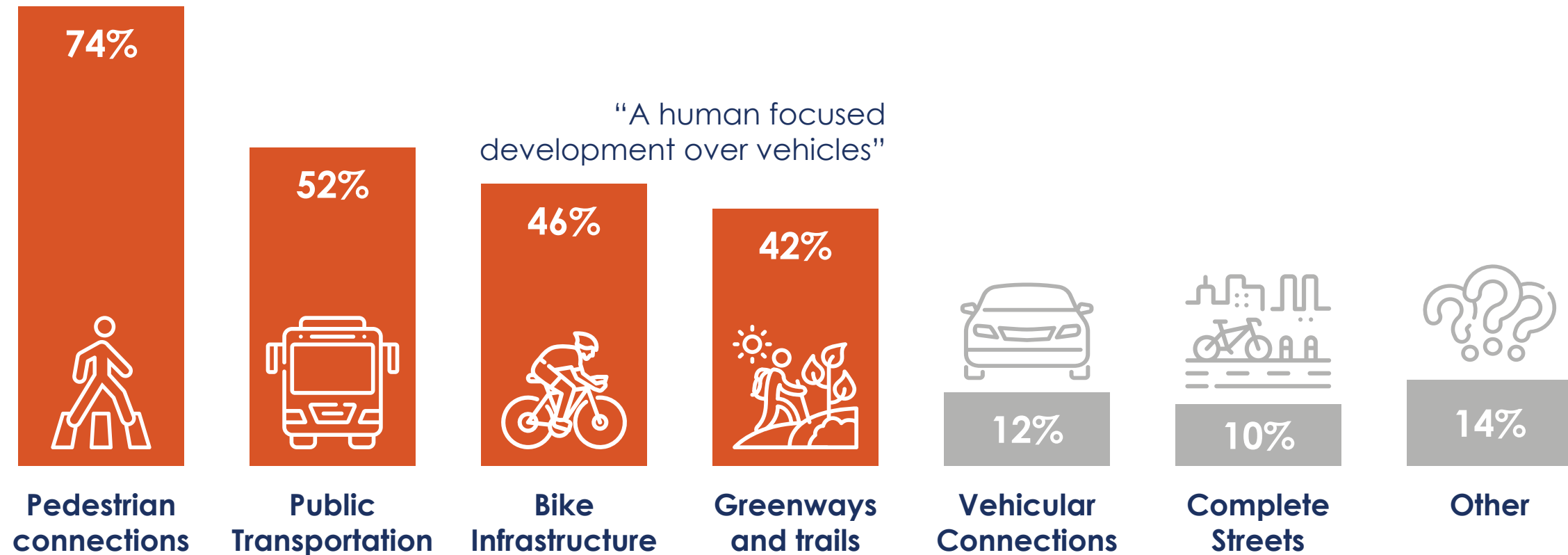
There is the most support for a more porous street & greenway network

YES: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐
NO: ☐☐
SOMEWHAT: ☐☐☐☐

“Best long term but seems less feasible in the short term. Keep most streets closed to cars! Bike & walk!”

Community Meeting: Connectivity Prioritization

Which of the following is most important for the prioritization of new internal connections within Bonanza Park?



Small Area Plan Second Online Survey

Bonanza Park
Small Area Plan

The planning team launched a second online survey for the Bonanza Park Small Area Plan between Oct. 30 and Nov. 22.

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.

250

Total responses to the online survey.



73%

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



81%

did **not** attend the second community meeting.

Online Survey: Vision Statement

Bonanza Park
Small Area Plan

Please review the vision statement for the Bonanza Park Small Area Plan.
How would you improve or edit this statement?

Bonanza Park is a neighborhood where Parkites gather to shop, dine, and express local art and culture. The Bonanza Park of tomorrow will build on this vibrancy to become a more walkable, connected, livable, and inclusive community for current and future Parkites of all ages.

There is general admiration of the vision statement among respondents, with many responding positively to the term “local” - some suggestions included:

Incorporate the word “art” into the statement to reflect the fabric of Bonanza Park

Add walkability and pedestrian oriented

Online Survey: Project Goals

Bonanza Park
Small Area Plan

Please tell us how you would edit or improve our project goals.

Mixed Use

Respondents want a vibrant mixed-use neighborhood, but clarify that mixed-use does not include a hotel, building heights should be sensitive to viewsheds, and development should prioritize the arts.

Local

Parkites favor local businesses over chains and national retailers. However, some said that the quality of the business should be prioritized over whether it is local or not.

User-Friendly

There is a strong emphasis on accessibility, such as ADA accessibility, walkability, bike/pedestrian connections, and a transit hub.

Inclusive

There is support for affordable housing. While many support it for Park City's aging population and for its workforce, the appropriate amount and location is unknown.

Green

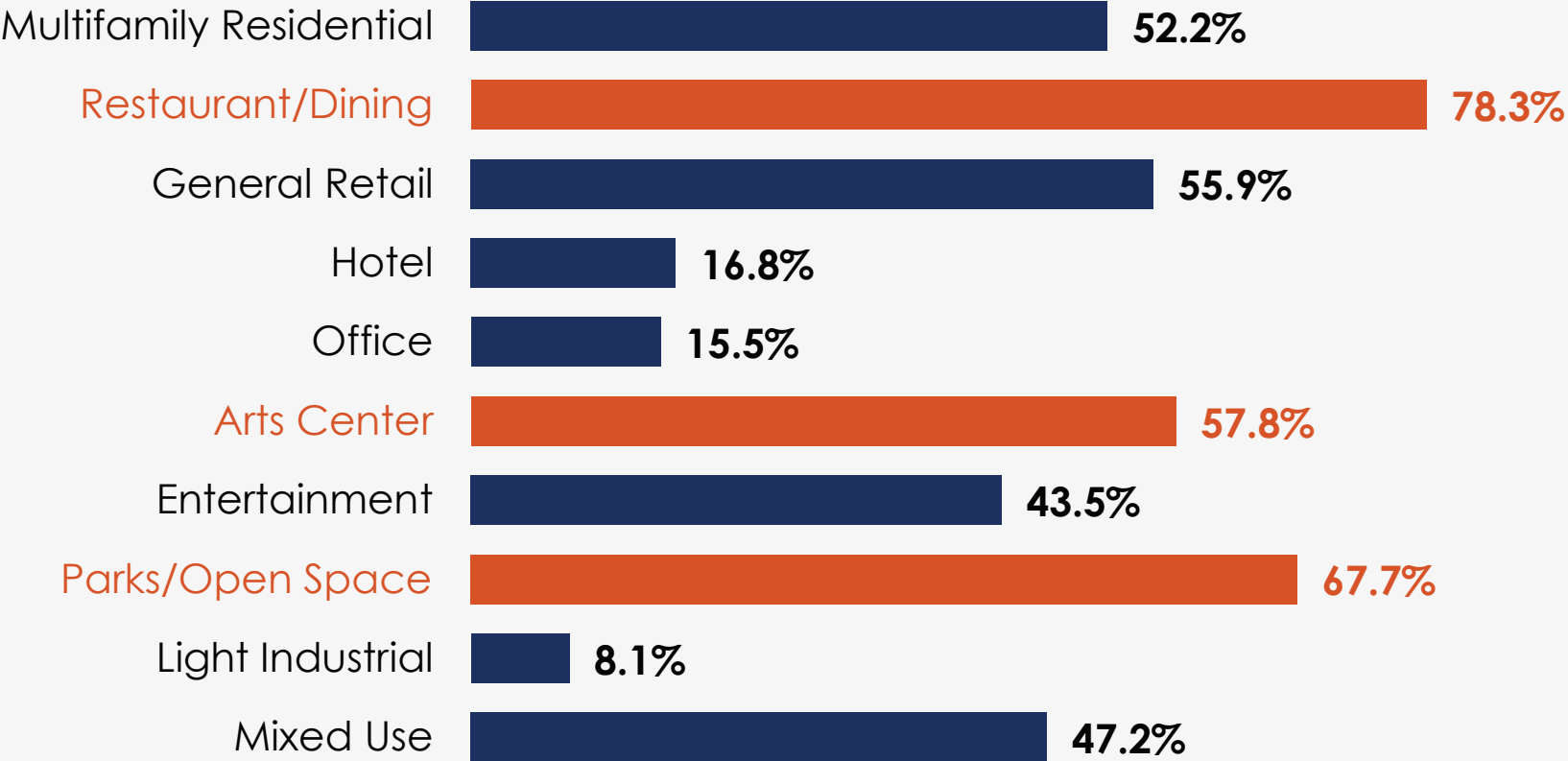
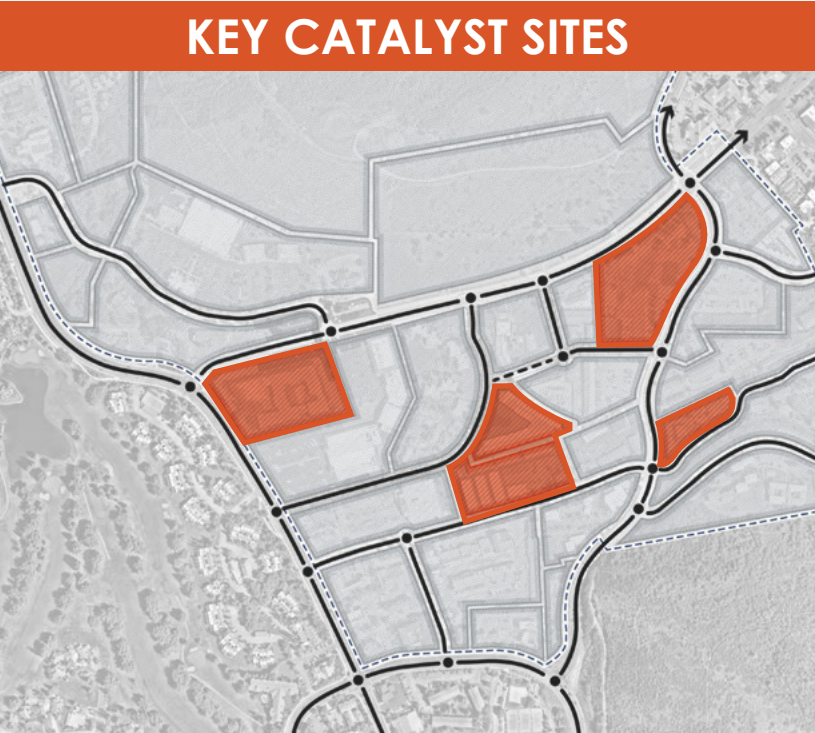
There is strong support for more green spaces. Respondents say that green and open space in general would suit the area well and would provide places for congregation, eating, pop-up events, etc.

Cultural

Incorporating art and culture into the area is favorable. Parkites would like to see art and culture integrated into the neighborhood through arts facilities, programming, and public art.

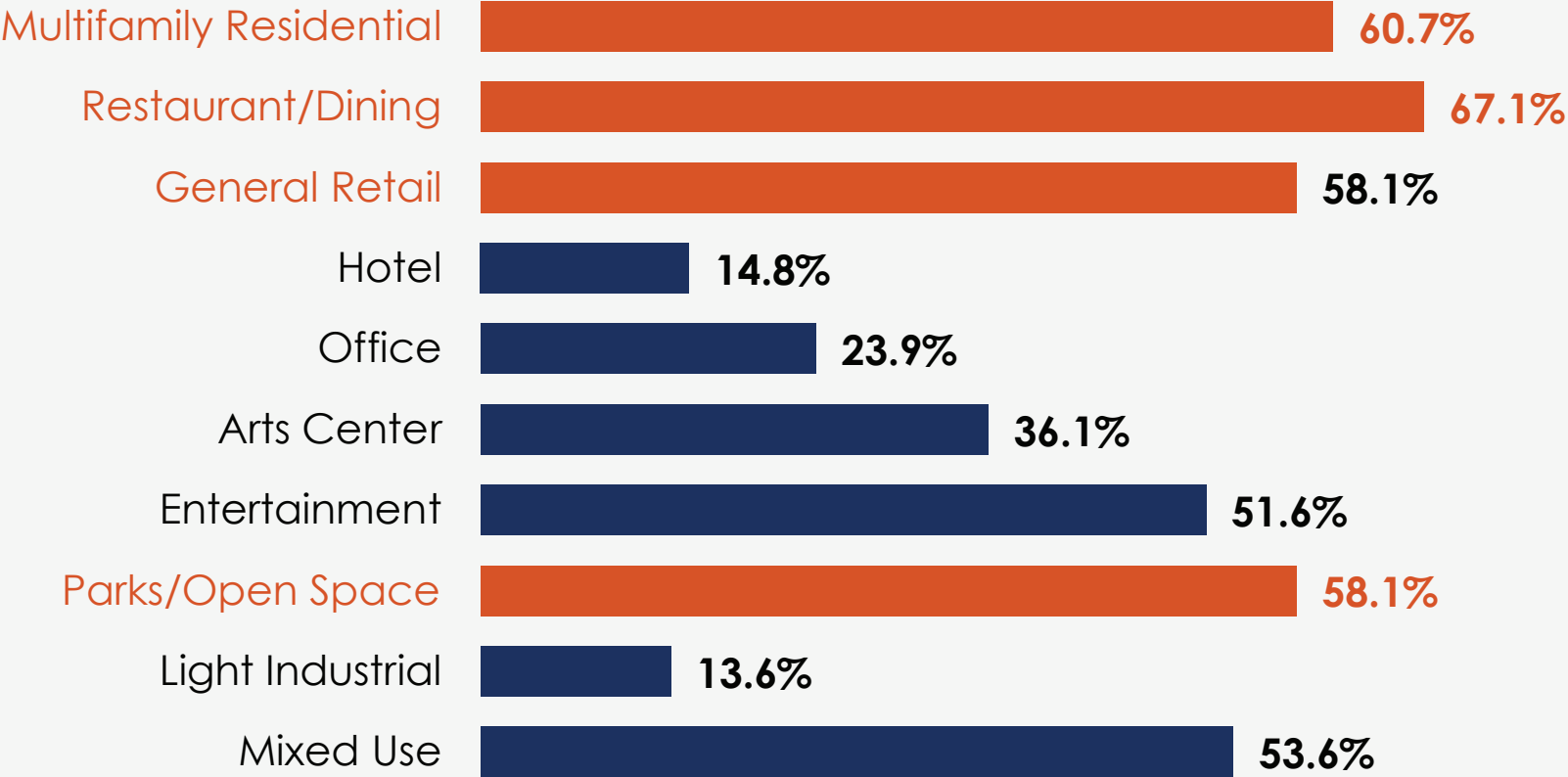
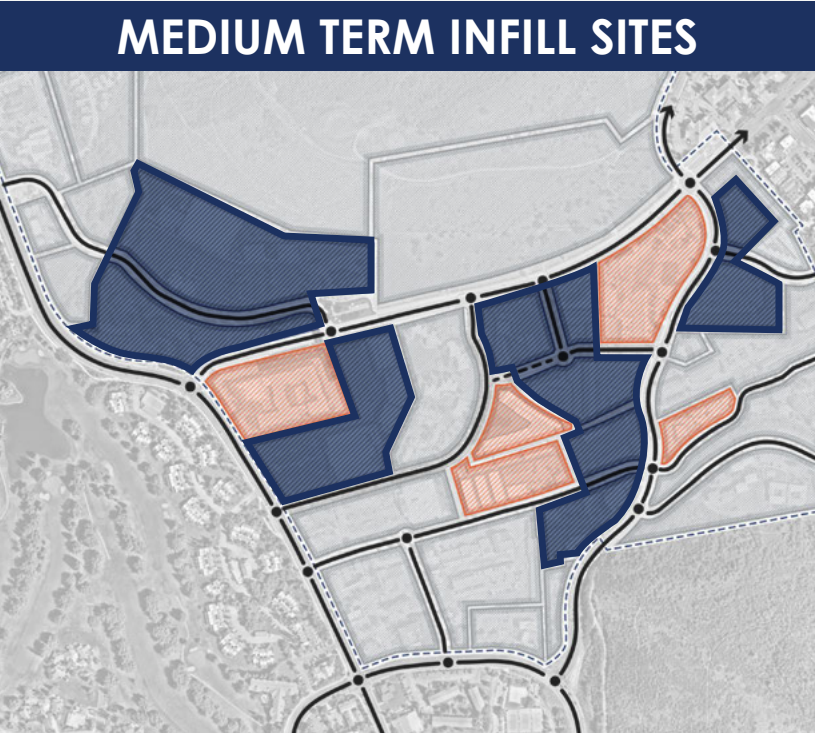
Online Survey: Key Catalyst Sites

Please review the land use diagrams. What type of uses would you like to see in these sites? Please select all that apply.



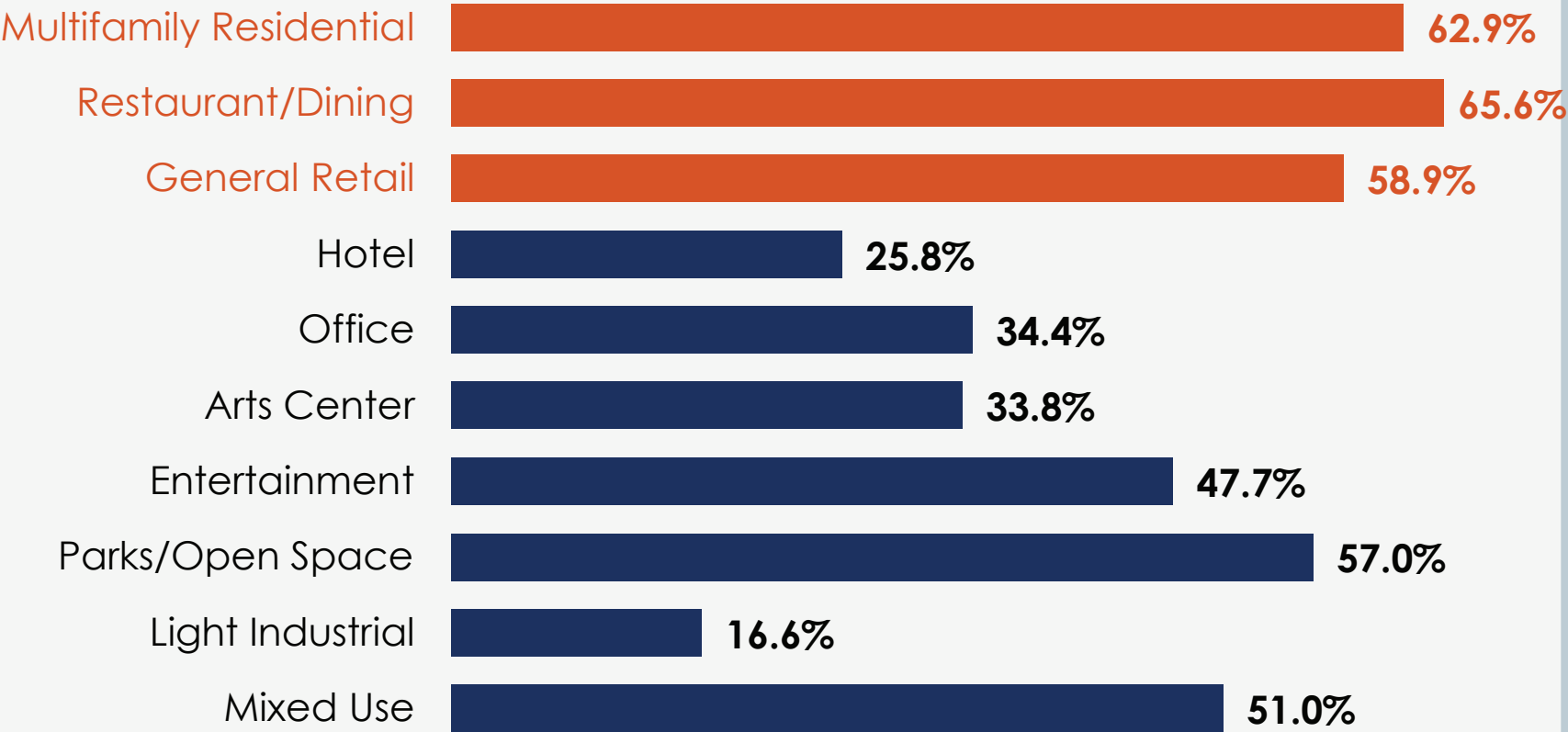
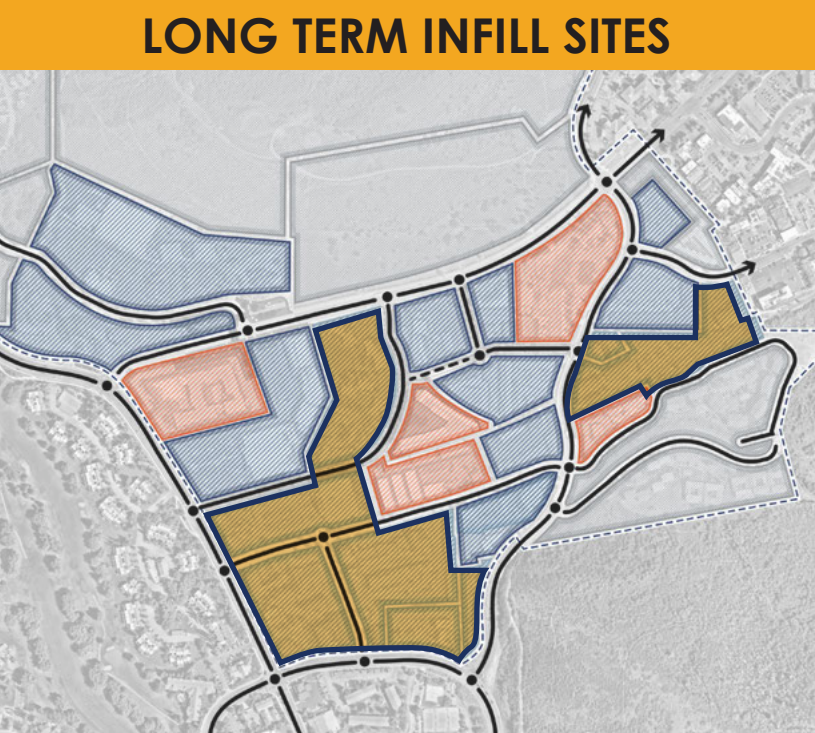
Online Survey: Medium Term Sites

Please review the land use diagrams. What type of uses would you like to see in these sites? Please select all that apply.



Online Survey: Medium Term Sites

Please review the land use diagrams. What type of uses would you like to see in these sites? Please select all that apply.



Online Survey: Building Height & Density

Our Phase 1 Engagement Results identified a community desire for greater building heights and density in Bonanza Park - what types of regulatory revisions, if any, do you support to achieve this goal? (Select all that apply)



What did we learn:

- **Responses on building height are mixed.** Residents are concerned about view obstructions from mountains, and potential that this development could become an “urban island”.
- **Respondents wish to see new development respect neighboring uses and natural landscapes.**

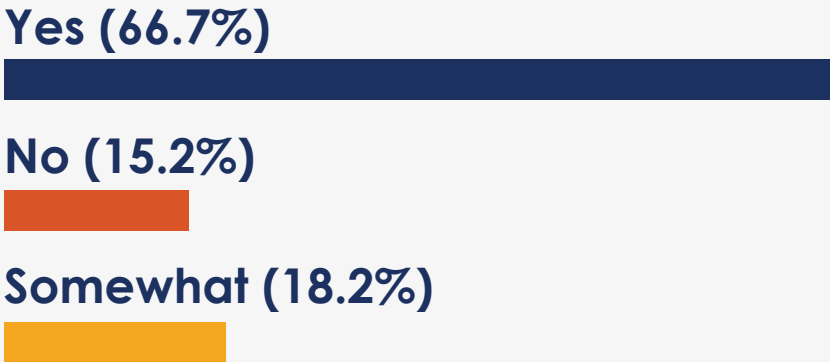
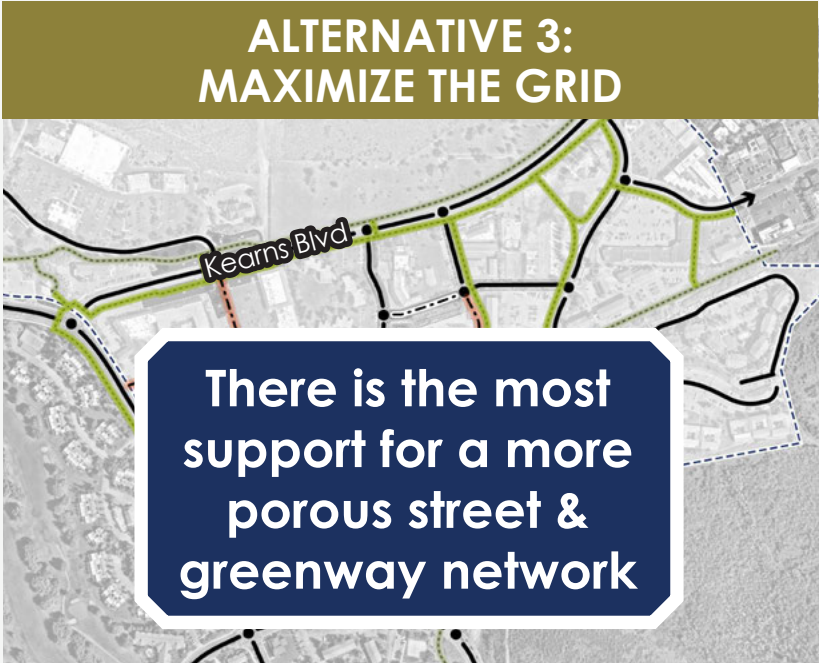
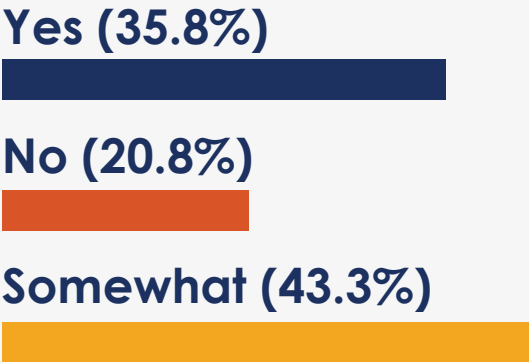
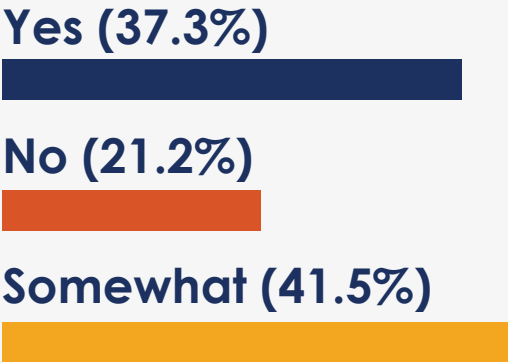
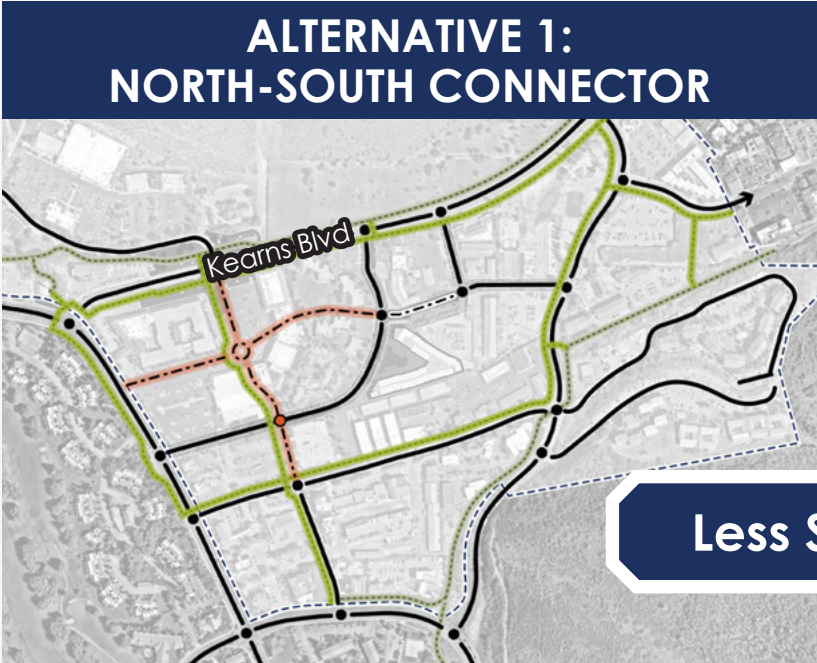
Bonanza Park

Small Area Plan

Factor	1 = most important	2 - 5	6-7 = least important
1. Most important	42%	24%	14%
2. 2 - 5	18%	22%	22%
3. 6-7 = least important	6%	5%	10%
4. 1 = most important	12%	12%	18%
5. 2 - 5	15%	23%	19%
6. 6-7 = least important	5%	8%	12%
7. 1 = most important	3%	5%	6%
8. 2 - 5	3%	5%	6%
9. 6-7 = least important	3%	5%	6%
10. 1 = most important	3%	5%	6%
11. 2 - 5	3%	5%	6%
12. 6-7 = least important	3%	5%	6%
13. 1 = most important	3%	5%	6%
14. 2 - 5	3%	5%	6%
15. 6-7 = least important	3%	5%	6%
16. 1 = most important	3%	5%	6%
17. 2 - 5	3%	5%	6%
18. 6-7 = least important	3%	5%	6%
19. 1 = most important	3%	5%	6%
20. 2 - 5	3%	5%	6%
21. 6-7 = least important	3%	5%	6%
22. 1 = most important	3%	5%	6%
23. 2 - 5	3%	5%	6%
24. 6-7 = least important	3%	5%	6%
25. 1 = most important	3%	5%	6%
26. 2 - 5	3%	5%	6%
27. 6-7 = least important	3%	5%	6%
28. 1 = most important	3%	5%	6%
29. 2 - 5	3%	5%	6%
30. 6-7 = least important	3%	5%	6%
31. 1 = most important	3%	5%	6%
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35. 2 - 5	3%	5%	6%
36. 6-7 = least important	3%	5%	6%
37. 1 = most important	3%	5%	6%
38. 2 - 5	3%	5%	6%
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49. 1 = most important	3%	5%	6%
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54. 6-7 = least important	3%	5%	6%
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56. 2 - 5	3%	5%	6%
57. 6-7 = least important	3%	5%	6%
58. 1 = most important	3%	5%	6%
59. 2 - 5	3%	5%	6%
60. 6-7 = least important	3%	5%	6%
61. 1 = most important	3%	5%	6%
62. 2 - 5	3%	5%	6%
63. 6-7 = least important	3%	5%	6%
64. 1 = most important	3%	5%	6%
65. 2 - 5	3%	5%	6%
66. 6-7 = least important	3%	5%	6%
67. 1 = most important	3%	5%	6%
68. 2 - 5	3%	5%	6%
69. 6-7 = least important	3%	5%	6%
70. 1 = most important	3%	5%	6%
71. 2 - 5	3%	5%	6%
72. 6-7 = least important	3%	5%	6%
73. 1 = most important	3%	5%	6%
74. 2 - 5	3%	5%	6%
75. 6-7 = least important	3%	5%	6%
76. 1 = most important	3%	5%	6%
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78. 6-7 = least important	3%	5%	6%
79. 1 = most important	3%	5%	6%
80. 2 - 5	3%	5%	6%
81. 6-7 = least important	3%	5%	6%
82. 1 = most important	3%	5%	6%
83. 2 - 5	3%	5%	6%
84. 6-7 = least important	3%	5%	6%
85. 1 = most important	3%	5%	6%
86. 2 - 5	3%	5%	6%
87. 6-7 = least important	3%	5%	6%
88. 1 = most important	3%	5%	6%
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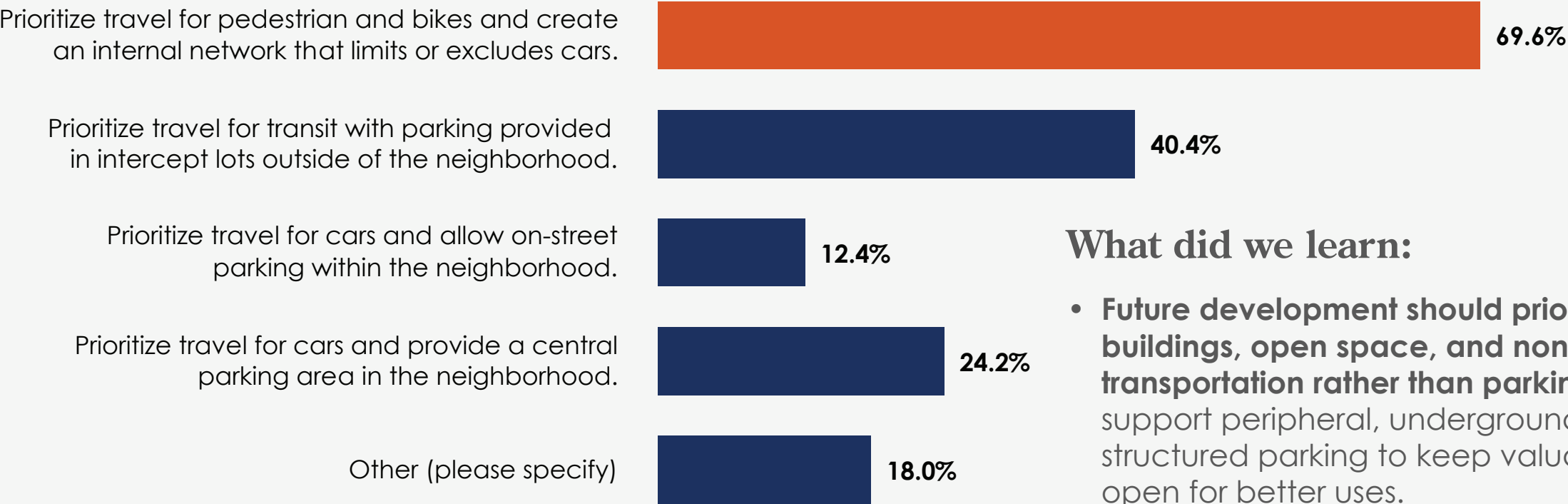
Online Survey: Connectivity Alternatives

Please review the draft connectivity diagrams above. Does this match your vision for the bike & pedestrian improvements in Bonanza Park?



Online Survey: Prioritizing Modes

How would you prioritize travel to the Bonanza Park neighborhood?
Please select all that apply.



What did we learn:

- **Future development should prioritize buildings, open space, and non-motorized transportation rather than parking.** Parkites support peripheral, underground, and structured parking to keep valuable land open for better uses.
- **Connectivity for all users is important, including cars.** Cars should not be the priority, but considered for maximum benefit and traffic mitigation
- **Maximize transit options.** Consider a standalone transit center.

Small Area Plan: Three Key Findings from Phase 2

Bonanza Park
Small Area Plan

1

Additional Density

While there is support for additional building heights and density in some parts of Bonanza Park, Parkites expect to trade these off with community benefits, such as affordable housing, or public realm improvements.

Where: Key catalyst sites and long term infill sites

2

Prioritizing Connectivity

Parkites would like to prioritize as many long-term connections as possible in Bonanza Park. New connections should be geared toward pedestrians and cyclists, and limit cars. There is a clear priority on improving sidewalks.

Where: Across the entire neighborhood boundary

3

Local for Locals

Future uses should focus on serving the needs of locals. There is lack of support for any future hotels, but widespread support for more restaurants/dining, retail, open space, and multifamily residential.

Where: Where redevelopment occurs in the community

5-Acre Site Feasibility Study

Engagement Results

5-Acre Site
Feasibility Study



Feasibility Study Purpose

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

WE ARE HERE!

Feasibility Study Timeline

Phase 1:

Initiate + Evaluate + Engage

Project Launch
Plan Alignment
Existing Conditions
Case Study Research
Launch Engagement
Market Analysis
Design Charrette/Workshop
Community Visioning Workshop
Advisory Group Meetings 1 & 2
City Council Update

Months 1 - 3

Phase 2:

Understand + Explore

Land Use Assessment
Connections Assessment
Market Strategy
Analysis and Option Development
Advisory Group Meeting 3
Community Meeting 2
City Council Update

Months 3 – 6

Phase 3:

Synthesize

Concept and Strategy Evaluation
Development and Feasibility Analysis
Implementation Strategy
Draft Feasibility Study
City Council Update
Stakeholder Follow-Up
Community Open House
Advisory Group Meeting 4
Plan Refinement and Final Plan

Months 6 – 10

Engagement Outcomes: Feasibility Study

Phase 1 & 2 Combined

5-Acre Site
Feasibility Study

2 Community Meeting
(400 Attendees)

11 Stakeholder Roundtables
(62 Stakeholders)

1,668+
Park City Voices
Engaged (so far)

Online/Paper Surveys
(Survey 1: 826 Responses)
(Survey 2: 380 Responses)

Ongoing Project Website

5-Acre Site Feasibility Study

Small Gap

15%

Medium Gap

43%

Large Gap

43%

“No more hotels! Please, Kimball Art Center needs a home on the site.”

Small Gap -\$10M

Medium Gap -\$20M

Large Gap -\$40M

“Large gap and go out so we can. This is once in a lifetime/ game changer and we need it”

“I don’t need a large gap if the type of use looks more like the medium gap balance between uses”

HOTEL AFFORDABLE MARKET PARKING DINING/RETAIL ARTS ARTIST

PUBLIC SPACE OTHER SITE

Community Meeting: Support for Public Investment

How much public investment are you comfortable supporting in the redevelopment of the 5-acre site?

No public investment

6%

Small financial gap (up to \$10M)

12%

Medium financial gap (up to \$20M)

63%

Large financial gap (up to \$40M)

16%

Public investment of more than \$40M

14%

Other

14%



“I’d prefer medium cost with some public/private space to the large gap which is the best design. I also suspect if you announce Kimball it will draw others.”

5-Acre Site
Feasibility Study

Which funding/development methods would you support in the redevelopment of the 5-acre site?

Using **Park City** financial tools (such as TIF and TRT)



62%

Direct subsidy from the General Fund

47%

Including **value-creation land uses**, such as hotel and market-rate housing

34%

None of the Above

11%

Other

11%

“No hotels/market rate housing. We already have enough Unaffordable housing here.”

Community Meeting: Capacity Studies

Does this match your vision for the 5-acre site?

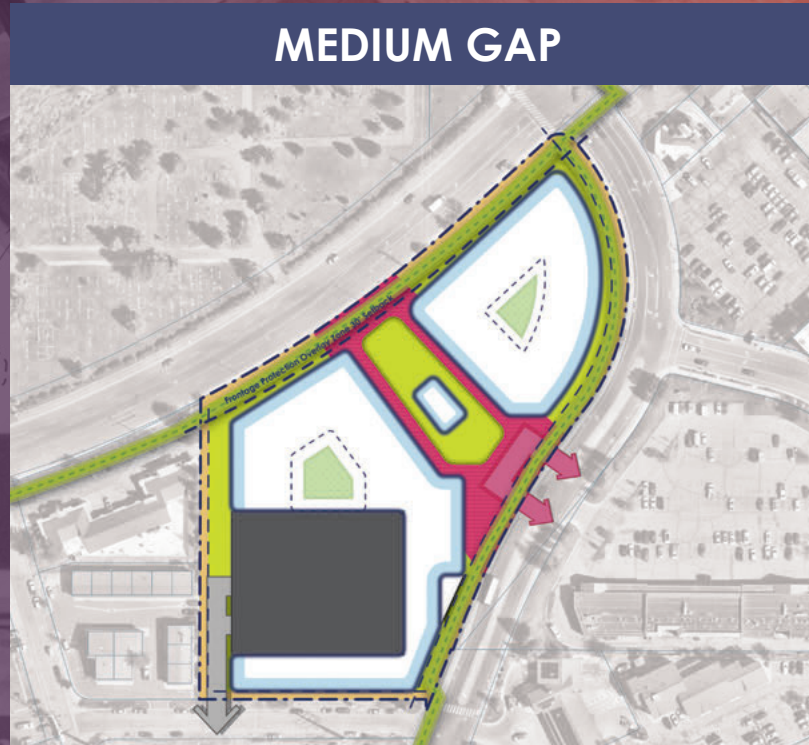


YES: ☐ ☐ ☐ ☐

NO:

SOMEWHAT:

"As a prospector local, restaurants and retail are interesting to me. **A hotel is a big negative.**"



YES:

NO:

SOMEWHAT: 

"Love of height/density, community green space and walk/bike through, and permanent home for the Kimball Art Center"



YES:

NO:

SOMEWHAT: 

“The Kimball needs to anchor any community centric development”

“Prioritize a community use space in the mixed use building”

Community Meeting: Capacity Studies

What aspects of these three concepts resonate with you and why? (67 Comments)

Incorporating community/open space into the site design

12 Total Comments

- “**Love woonerf and green space** but no space for Kimball or Sundance is a deal breaker!”
- “**Not enough green space**”
- “**Community green space functional in winter as well.** Sculpture garden, housing is affordable, high density, build 5 stories”
- “**Prioritize a community use space** in the mixed use building, affordable housing - YES!”

Creating a home for the Arts Community

18 Total Comments

- “**Give Kimball + Sundance ground floor presence** but put art classes, artist space, sundance small screening rooms on floors 2+3 above, value add uses.”
- “**Kimball Arts Center + Sundance Institute** as core members to set the tone for art, culture, and community building spaces.”
- “Large gap. We need to ‘think big’, **Kimball is an asset and needs its own building.**”

Keeping the space affordable for all to enjoy

10 Total Comments

- “**Affordable housing.** Mixed use independent businesses (not chains. **Let’s not turn this into a ‘bougie’ version of Aspen** or our Main Street full of expensive art galleries and ultra high end luxury chain stores).”
- “I resonate with an intentional arts/culture and affordable housing plan. I feel that none of these aspects exist in a vacuum and to **give people the option to live in town.**”
- “All development should be minimum **80% affordable**”

Feasibility Study Second Online Survey

5-Acre Site
Feasibility Study

The planning team launched a second online survey for the 5-Acre Site Feasibility Study between Oct. 30 and Nov. 22.

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70%

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

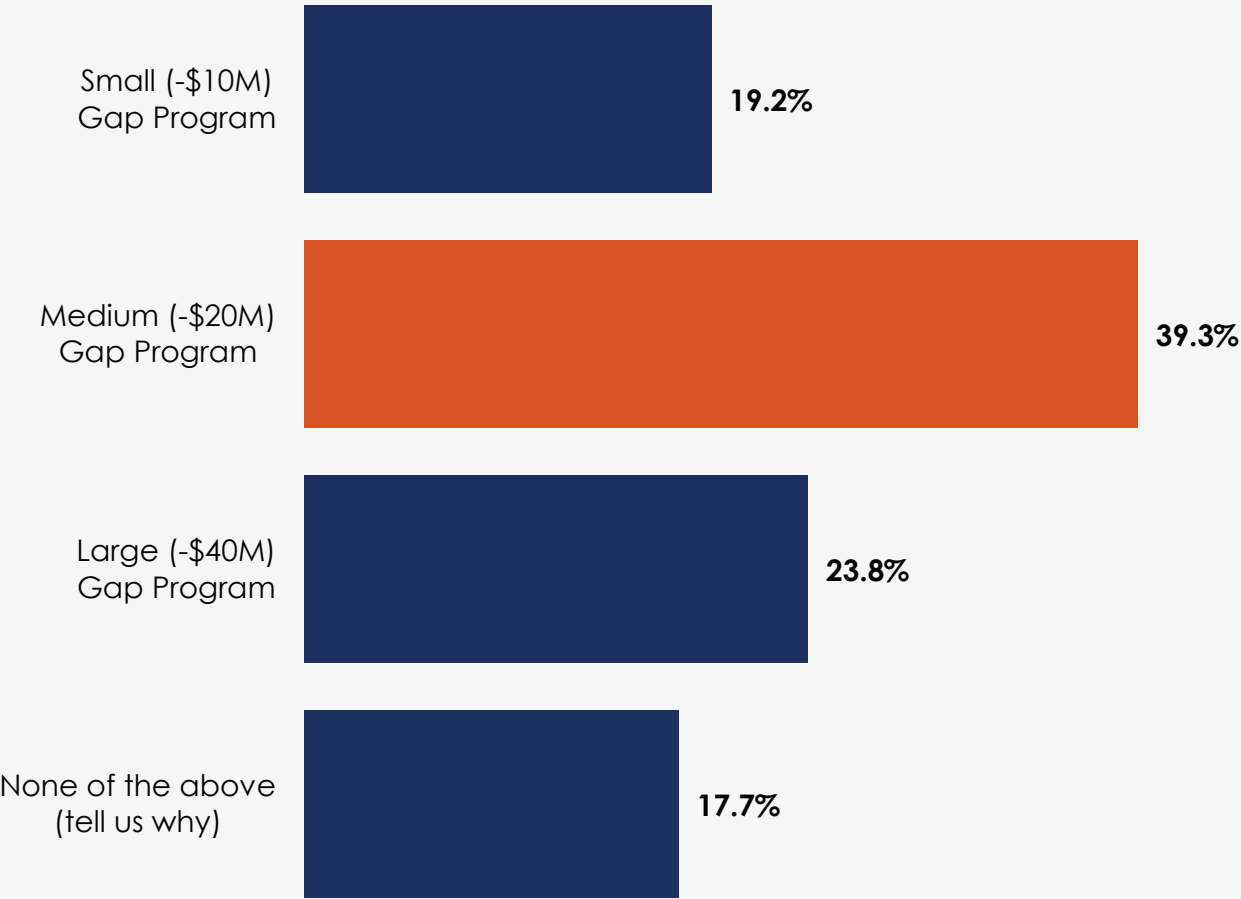


84%

did **not** attend the second community meeting, while 16% attended.

Online Survey: Funding Scenarios

Which funding scenario and program elements are you most comfortable with, and would support moving forward for the 5-acre Site Feasibility Study?

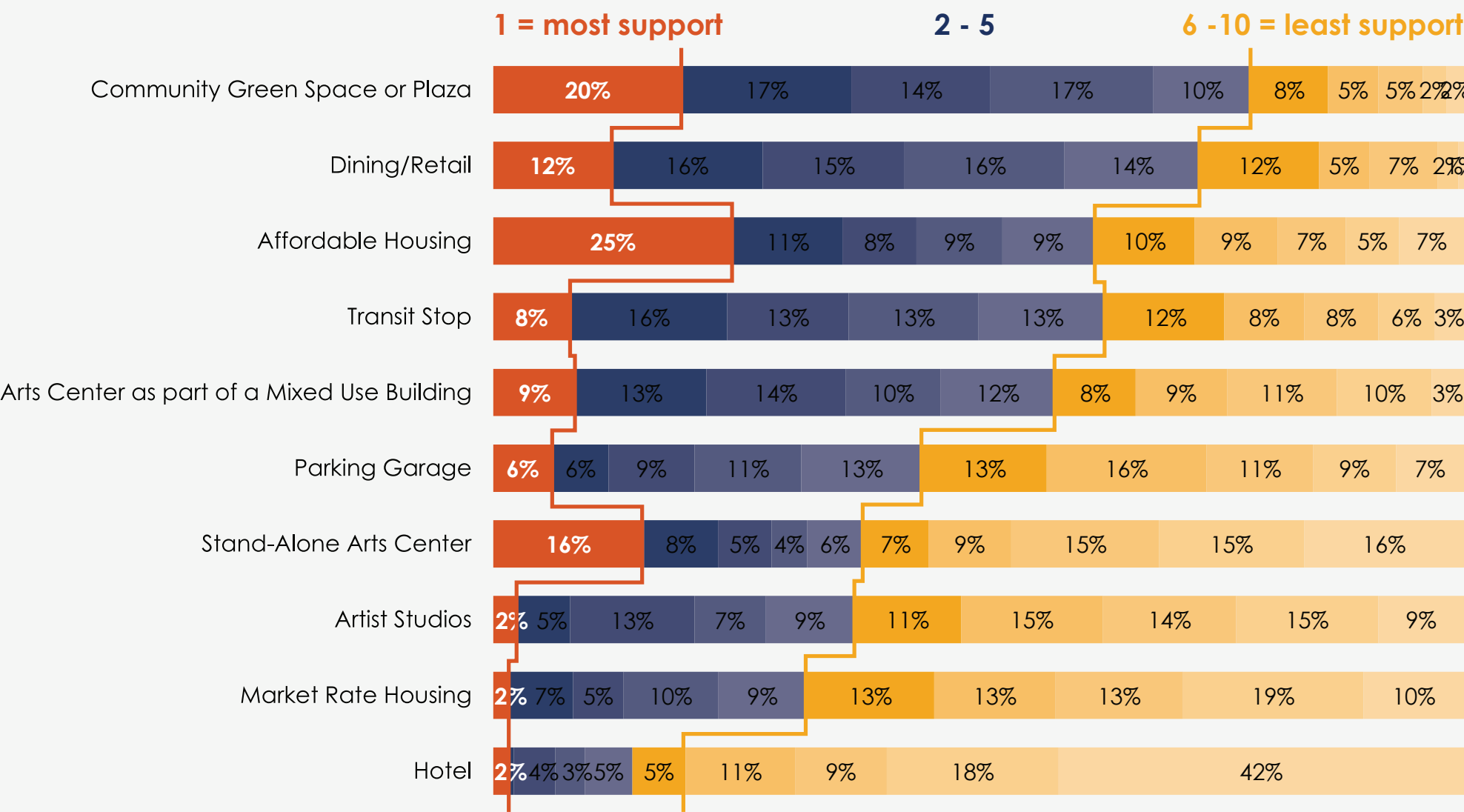


Tell Us Why:

- **Arts should come first.** While other aspects of the development such as a hotel and retail could provide great value to the community, they should not be prioritized over the arts.
- **The Kimball Art Center should be incorporated into the plan for the site,** whether standalone or apart of the larger footprint.
- **There is mixed consensus on the appropriate use of affordable housing.** There are a broad range of opinions on whether this is the right place for affordable housing.

Online Survey: Funding Scenario Program

Based on the small, medium, and large gap programs shown, please rank from 1 to 10 which you most support as part of a redevelopment of the 5-acre site. (1 = most support, 10 = least support)

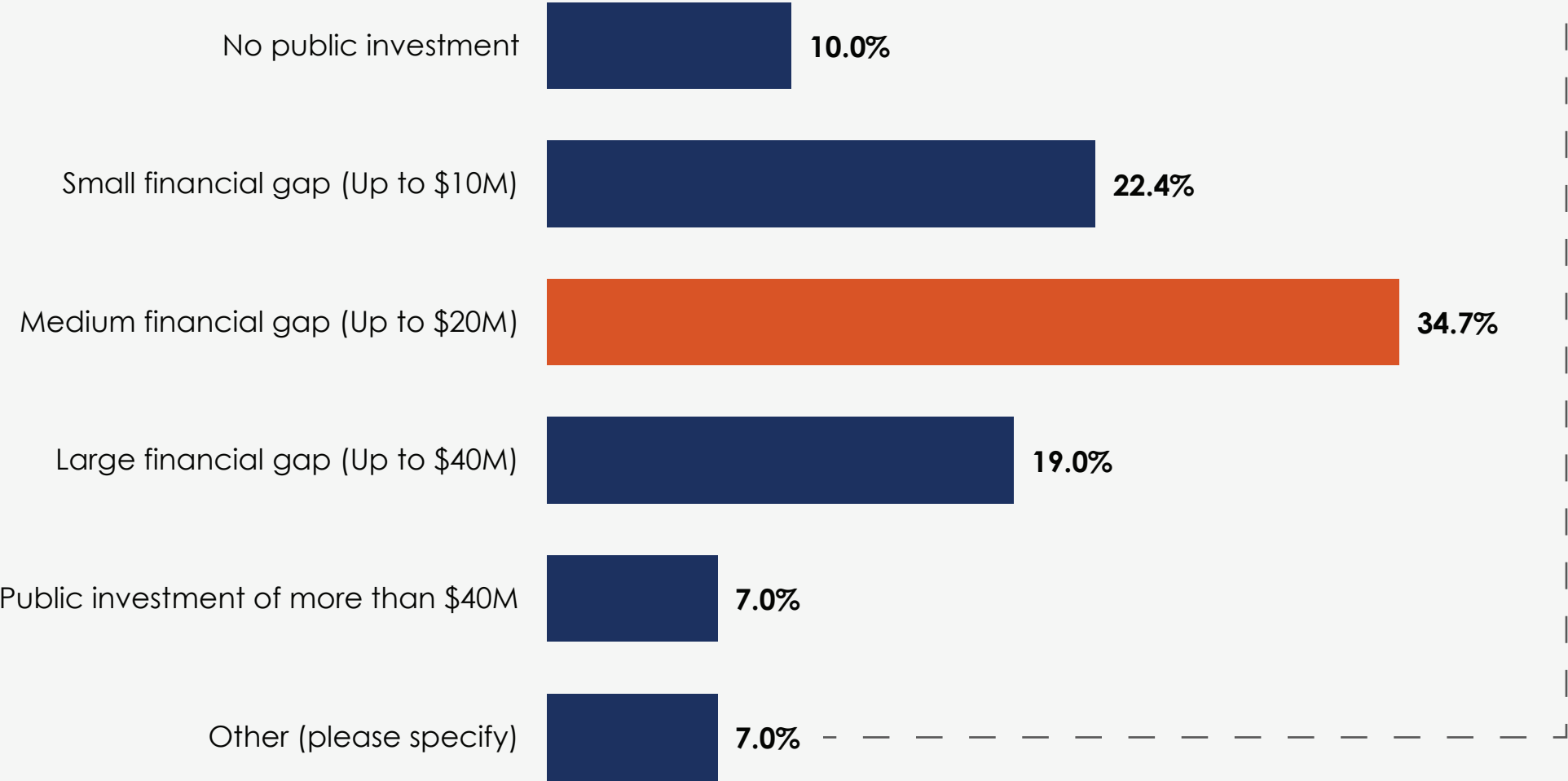


What did we learn:

- **Open space is a priority.** Most ranked community green space or plaza high.
- **Affordable housing was ranked #1 the most times**, by at least a quarter of all responses.
- **Stand-alone arts center** was the third most option ranked first, but ranked lower overall.

Online Survey: Public Investment

How much public investment are you comfortable supporting in the redevelopment of the 5-acre site?

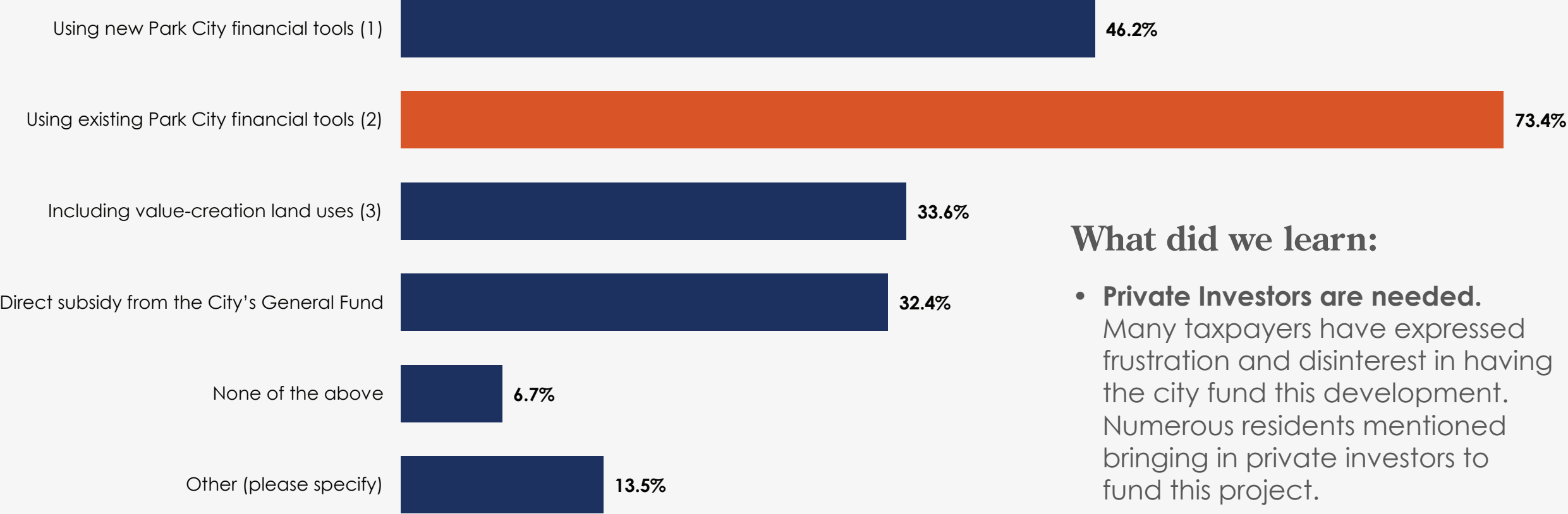


Other:

- Respondents are concerned that the development won't pay for itself over time. Because of the possibility that it won't, it makes some hesitant to be in favor of affordable housing even though they believe it would greatly benefit the community.

Online Survey: Funding Methods

Which funding/development methods would you support in a redevelopment of the 5-acre site? (Select all that you support)



What did we learn:

- Private Investors are needed.**
Many taxpayers have expressed frustration and disinterest in having the city fund this development. Numerous residents mentioned bringing in private investors to fund this project.

1 - Tax Increment Financing, or TIF, a value capture revenue tool that uses taxes on future gains in real estate values to pay for new infrastructure improvements

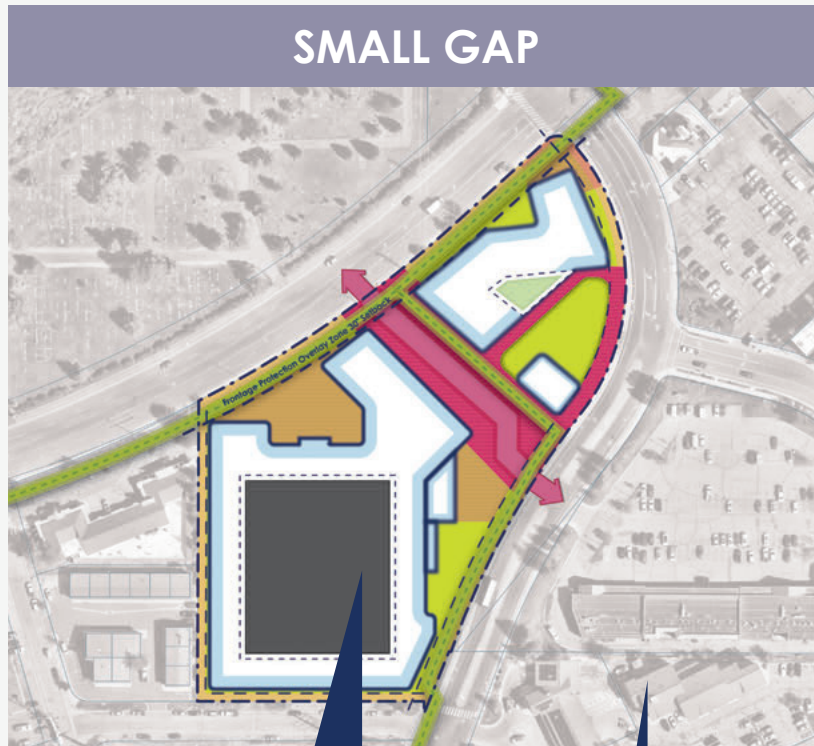
2 - Transient Room Tax, or TRT, a tax on hotel stays of less than 30 consecutive days

3 - Hotel and market-rate housing

Online Survey: Small Gap Capacity Study

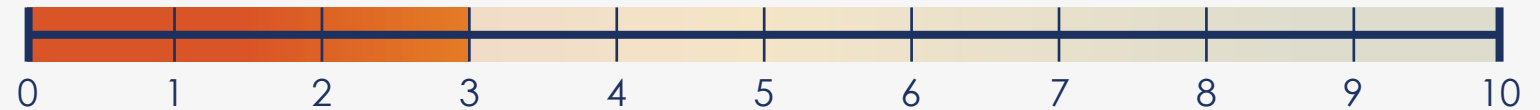
5-Acre Site
Feasibility Study

Between 0 to 10, how closely does this capacity study match your vision for the 5-acre site? (0 = very little, 10 = very closely).



“Way too much parking, not enough green or artist space”

“We don’t need more market rate housing, esp not in this neighborhood.”



Average Number = 3.04

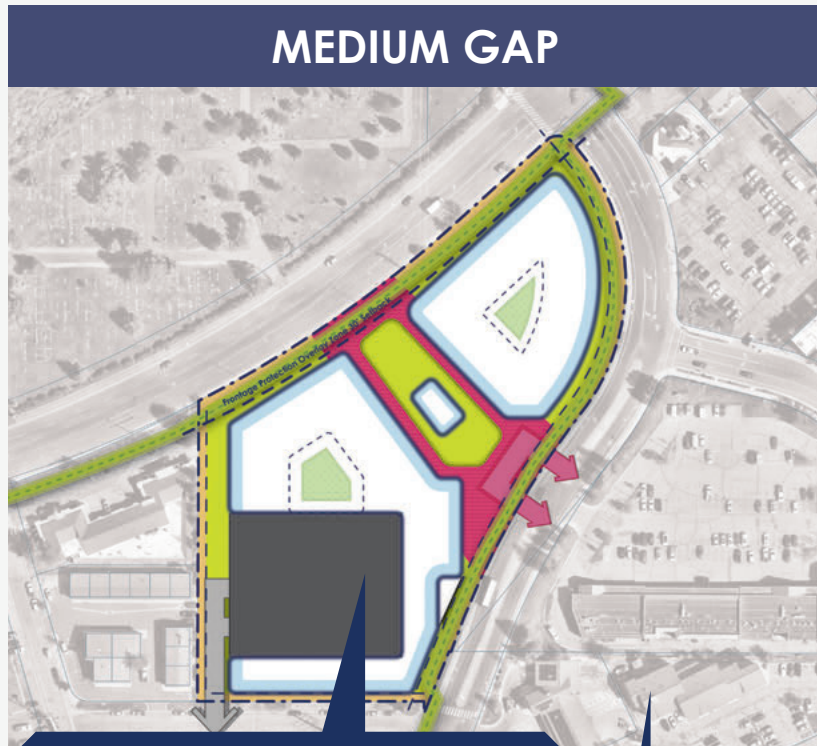
What did we learn:

- **Parkites are not supportive of a hotel on this site.** Most believe that a hotel would not add any community benefit to the site, and would instead increase traffic and congestion.
- **Parkites would like to see arts and culture uses incorporated.** There is a desire for the development to reflect Park City’s local culture.
- **There are concerns over the size and prominence of the parking garage.** Parkites would prefer underground parking, or a focus on having less parking and improving transit access instead.

Online Survey: Medium Gap Capacity Study

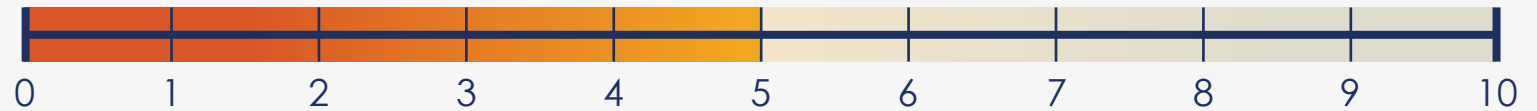
5-Acre Site
Feasibility Study

Between 0 to 10, how closely does this capacity study match your vision for the 5-acre site? (0 = very little, 10 = very closely).



"I like the thought of the Arts Center being in the mixed use space."

"I like that this plan includes more affordable housing, as well as a space for the Kimball Arts Center."



Average Number = 5.00

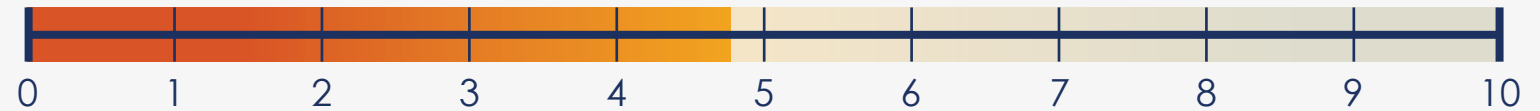
What did we learn:

- **There is support for the art center as a tenant in a mixed use building.** However, some expressed a preference for the arts center to have a stand-alone building.
- **Affordable housing should be prioritized over market rate housing.** The site has the opportunity to provide workforce housing for employees priced out of Park City.
- **There is a lack of greenspace.** There are opportunities to add more plaza and gathering spaces as part of a design.
- **Parkites would prefer to explore alternative parking options.** Underground, reduced parking minimums, improved public transit are all mentioned as ways to reduce the parking footprint on site.

Online Survey: Large Gap Capacity Study

5-Acre Site
Feasibility Study

Between 0 to 10, how closely does this capacity study match your vision for the 5-acre site? (0 = very little, 10 = very closely).



Average Number = 4.83

What did we learn:

- **There is a strong emphasis on ensuring there is additional affordable housing.** Some responses see this need as competing with the desire for an art center on the site.
- **Having green space is crucial.** Parkites see the value in green space that can bring people together, though some are concerned with its financial cost.
- **The stand-alone art center is a popular site feature, though many remain skeptical.** While there is a strong subset of Parkites who passionately advocate for a stand-alone home for the art center, many still feel that this should be part of a mixed use building or be located elsewhere in the city.

"I love the Kimball being at the focal point as people approach the site and the statement that makes to the commitment of the community to the arts."

Online Survey: Capacity Studies

5-Acre Site
Feasibility Study

What aspects of the three concepts shown above resonate with you the most and why?

Future development
should incorporate
affordable housing

35% of respondents mentioned

“I think the central location of this property presents an **ideal location for affordable housing** that has its cost offset by market rate and a potential hotel.”

“Having worked in the hotel industry here for 10+ years our **workers desperately need affordable housing** options within our city limits.”

“**Affordable residential-** make it ALL affordable!!”

Parkites value
open space

34% of respondents mentioned

“**Green space** will draw **people to the space** and create another ‘community living room.’”

“**Green space** and things that the families of park city can use.”

“**The central green space in the Medium Gap study is compelling**; it would be cool to see a version of the Large Gap study which places the Art Center in the middle of the site in a similar way.”

There is support for
arts and culture

22% of respondents mentioned

“**Dedicated home for Kimball** in concept 3, green space, mixed use and affordable housing.”

“**An arts destination** that isn’t galleries. Those are on Main Street.”

“I would like to see **Kimball Arts Center** have a new space.”

“**An Arts emphasis** and public gathering and performance space.”

Site parking &
connectivity should
incorporate transit

16% of respondents mentioned

“**Eliminate parking to discourage driving** into Park City with our excellent transit system”

“I like the way the Medium Financial Gap and Large Financial Gap Site plans provide many **non-car opportunities to reach the site** and engage with tenants.”

“Transit stops for a **transit oriented development...**”

Feasibility Study: Three Key Findings from Phase 2

5-Acre Site
Feasibility Study

1

A permanent home for the arts community

There is support for creating a home for the Kimball Art Center, either as a standalone building or integrated into a mixed-use building. Regardless of the Kimball, there is strong support for arts and culture elements on the 5-acre site.

How: Parkites would like to see this decision driven by how it impacts a financial gap.

2

Big ambitions with prudent spending

While many have big hopes for this redevelopment, a plurality would like to keep the financial gap at no more than \$20 Million, though the second highest support is for more than \$20 Million if there is a community benefit.

How: Funded through existing financial tools and a public-private partnership, NOT through a hotel or market-rate housing.

3

Keep it mixed use, affordable & transit-ready

In addition to an art center, future uses on the site should prioritize dining/retail, open space, affordable housing, and a transit stop. Parkites support a walkable and connected development.

How: While the exact size of open space or units of affordable housing have not yet been determined, the majority of residents support these land uses in future development of the site.

Next Steps for Phase 3

Following this week's meetings with Planning Commission and Council, the team will:

Develop preferred redevelopment programs and concepts for the 5-acre site that provide community benefit while reflecting development feasibility.

Develop a preferred land use and connectivity framework for Bonanza Park.

Meet with both Advisory Groups to preview this content prior to going back to the community.

Share the final materials with the community at a third and final community meeting.



Our Questions for Phase 3

Bonanza Park Small Area Plan

The planning team needs direction on the following components:

- Is there a preference on **density and building heights** in Bonanza Park?
- **Are 5 stories appropriate?** Conditional?
- **Would City Council support an update to the existing zoning of Bonanza Park** or establishing a new zoning district that encourages increased density and mixed use development? Reduction of parking minimums?
- Do you support the preferred increase and improvement of pedestrian and bicycle infrastructure?
- Is there a desire for **additional connections (bridge, tunnel, or at grade)** to surrounding neighborhoods?

5-Acre Site Feasibility Study

The planning team needs direction on the following program elements:

- Do you support **affordable housing** on this site? If so, what percentage of the total units?
- Should the **Kimball Art Center** and/or **Sundance Institute** have a home within this 5-acre site? If so, do you prefer they be a tenant within a mixed use building or have their own stand alone building/site.
- **Do you support open space or a plaza on this site?** Public space or integrated into a development?
- Do you support a shared **parking garage** on the site? Understanding the added cost, should this garage be underground?
- Do you support a scenario that includes a **5-story mixed use building**? With the inclusion of affordable housing?



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