

**Day 2 – Saturday, January 20, 2024**  
**8:30 a.m. to 3:30 p.m.**  
**Heber Police Department Community Room**

Time	Activity / Description	Who
8:30 a.m.	<b>Welcome &amp; Recap of Day 1</b>	Mayor
8:35 p.m.	<b>Breakfast</b> —Working Breakfast (Serving at 8:35 a.m.)	
8:40 a.m.	<b>Strategic Topics--Presentations and Discussion</b> 1) Envision Central Heber: a) Downtown Transformation in Progress (20 min) b) Downtown Branding Initiative (30 min) c) Preserving Pedestrian Path--50 West (25 min) d) Programming Downtown (10 min) e) Downtown Parking-What's on the Drawing Board (20 min) f) CRA Interlocal Agreements Status (20 min)	Matt Ryan Bunnell Tony Matt & Dallin Tony Matt
10:45 a.m.	<b>Open Public Comment</b>	
10:50 a.m.	<b>Break</b>	
11:00 a.m.	<b>Lunch</b> —Working Lunch	
11:00 a.m.	<b>Strategic Topics—Presentations and Discussions</b> (Joint Discussion with Wasatch County Council & Heber Valley Railroad Board) 1) Art & Recreation District Vision (30 min)—Presentation by Lars Anderson & Mason Douck of Consor 2) Heber Urban Boundary & Heber Valley Corridor (30 min)	Lars & Mason Tony
12:00 p.m.	<b>Break</b>	
12:15 p.m.	<b>Strategic Planning Process – Council Roundtable Discussion-- Insights for FY 24-25 Priorities</b> 1) Presentations from Council members √ Identifying particular areas of priority & common policy interests <b>Strategic Planning Process: Moving Forward</b> 1) Council agreement upon final policy and budget priorities for FY 24-25	Council Council
2:15 p.m.	<b>Downtown Heber Roadway Cross Sections</b>	Council
3:15 p.m.	<b>Wrap Up / Assess the Day's Work / Overview of Day Two</b>	Mayor

# Downtown Transformation





# Setting the Stage

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"PLANNING IS BRINGING THE FUTURE INTO THE PRESENT SO THAT YOU CAN DO SOMETHING ABOUT IT NOW."

ALAN LAKEIN



**ENVISION**  
**CENTRAL HEBER**

Imagine 2050...





...connect destinations





...increased living and working opportunities on Main Street  
...support shopping, dining, gathering & entertainment





...activate and connect  
public spaces on Main  
Street

...add amenities



Imagine 2050...





...enliven the streets in the  
Main Street area

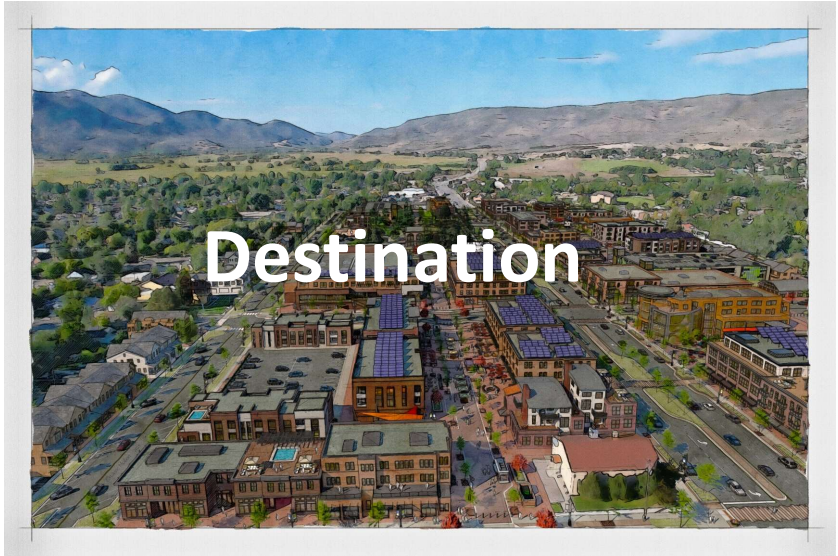
...features that provide interest and  
comfort





**DO NOT  
ENTER**

**WRONG  
WAY**



**Destination**





# Mayflower Mountain Resort

Opening 2024-2025



- \*Partnership between MIDA, Extell, Wasatch County and, as of August 24, 2023, Deer Valley Resort (Alterra)
- \*Mayflower Resort: newest alpine village built in North America since 1981
- \*Conference hotel & two luxury hotels
- \*Village Plaza (ski beach)—8 acres; 1.1 M sq. ft.
- \*Golf Academy and Equestrian Center
- \*Military runs 4 full-service vacation resorts around the world—Mayflower Project area will be the fifth
- \*Mayflower Ski Terrain folded into Deer Valley as '24/'25 ski season
- \*Deer Valley gains a new port of entry off HWY 40, including 1,200 parking spaces

**\*Tourism Spend: \$400 million/year**

**\*Average Night Stay: 5.7 Nights**



DEER VALLEY  
RESORT

# Heber Valley Corridor ENVIRONMENTAL IMPACT STATEMENT



- \*Preferred alignment announced spring '24
- \*Construction commence with UDOT funding
- \*Construction timeline estimate: 5+/- years



\*2034 Olympics = Targeted Discussions\*  
Expect Official Announcement July 24, 2024

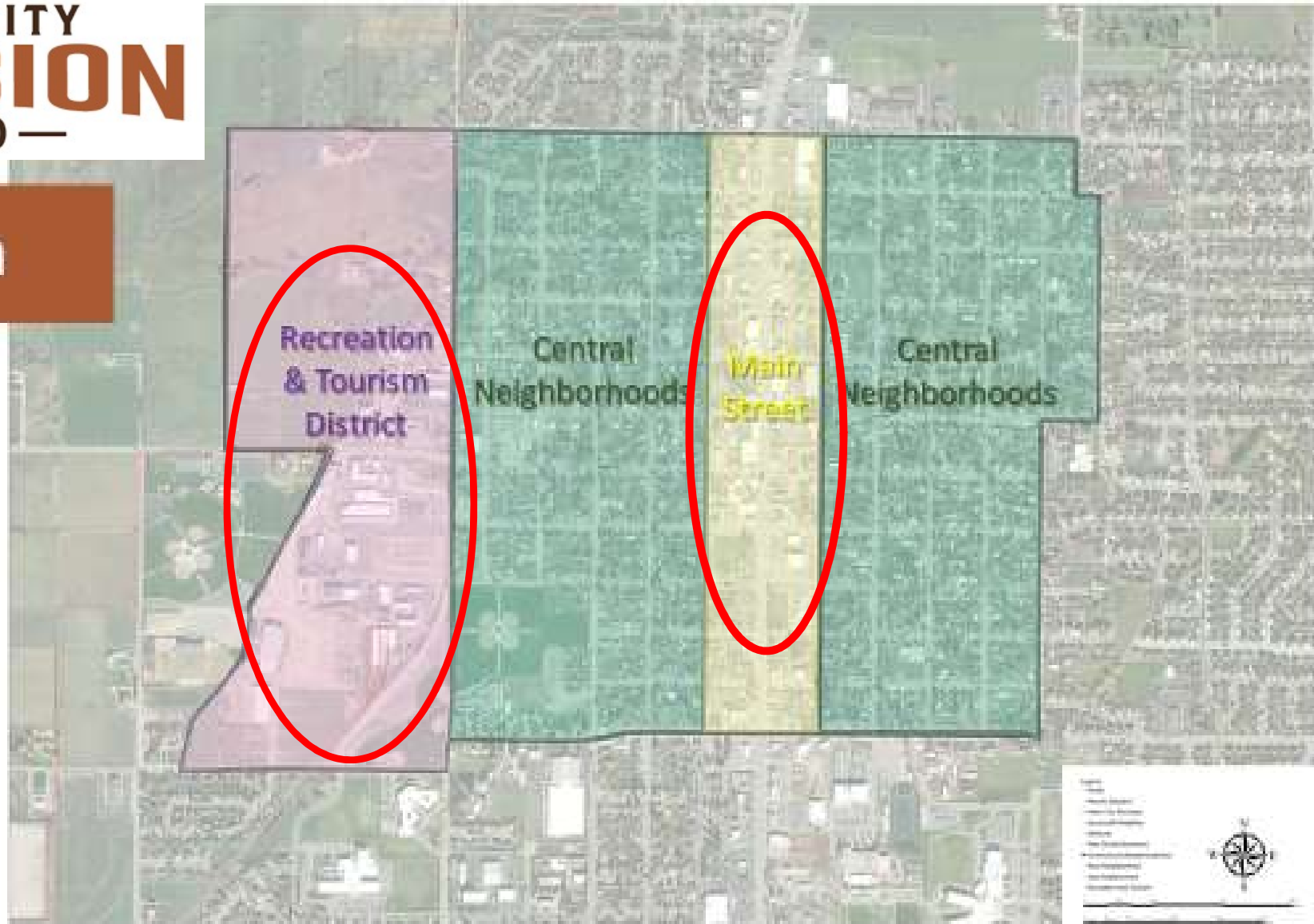
\* 2002 Winter Olympics = \$6 Billion Economic Impact

\*Heber Hosting "Live Sites" "Fan Experience Events" in  
Downtown



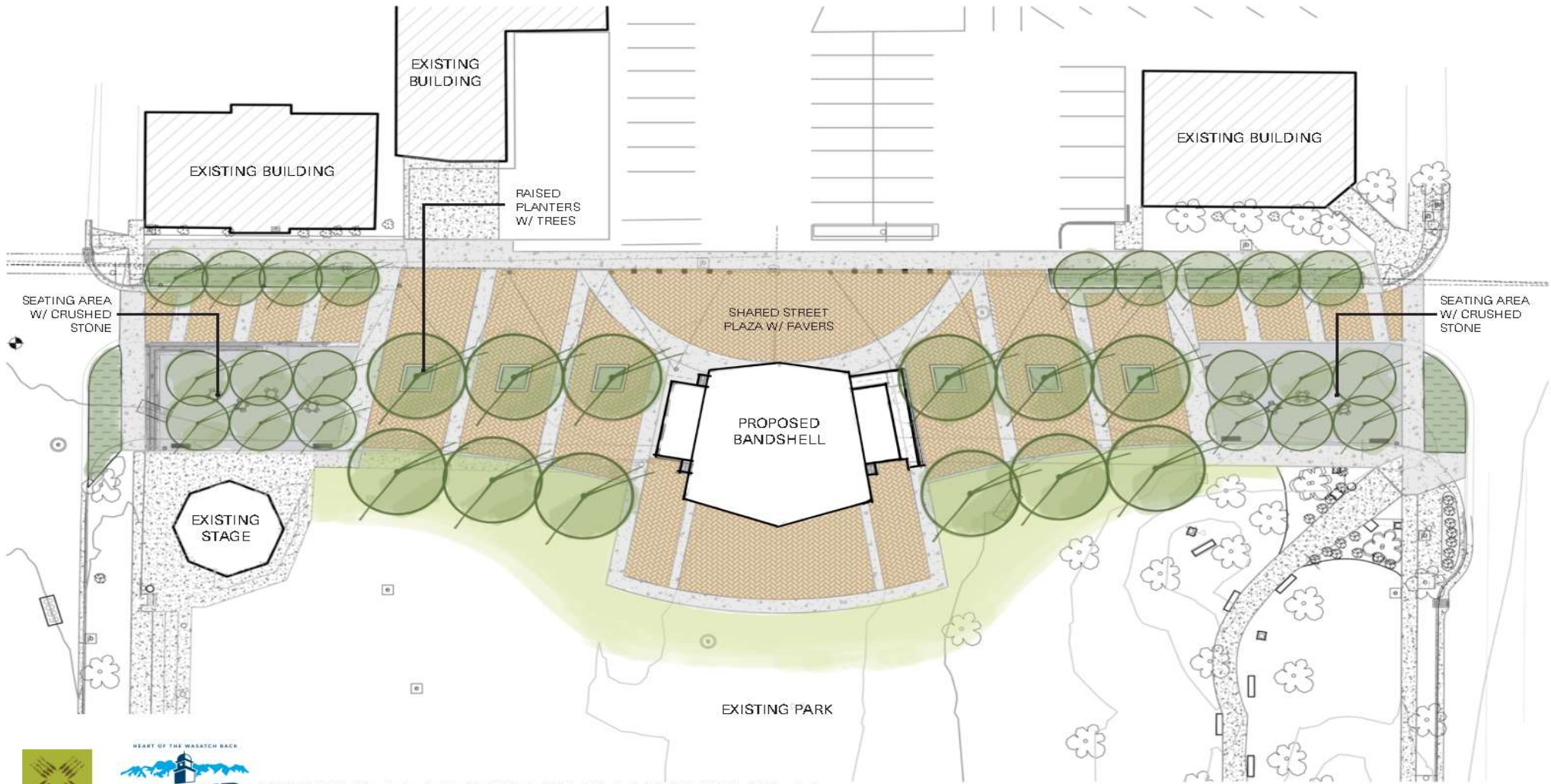
HEBER CITY  
**ENVISION**  
— 2050 —

Study Area

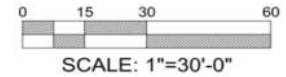


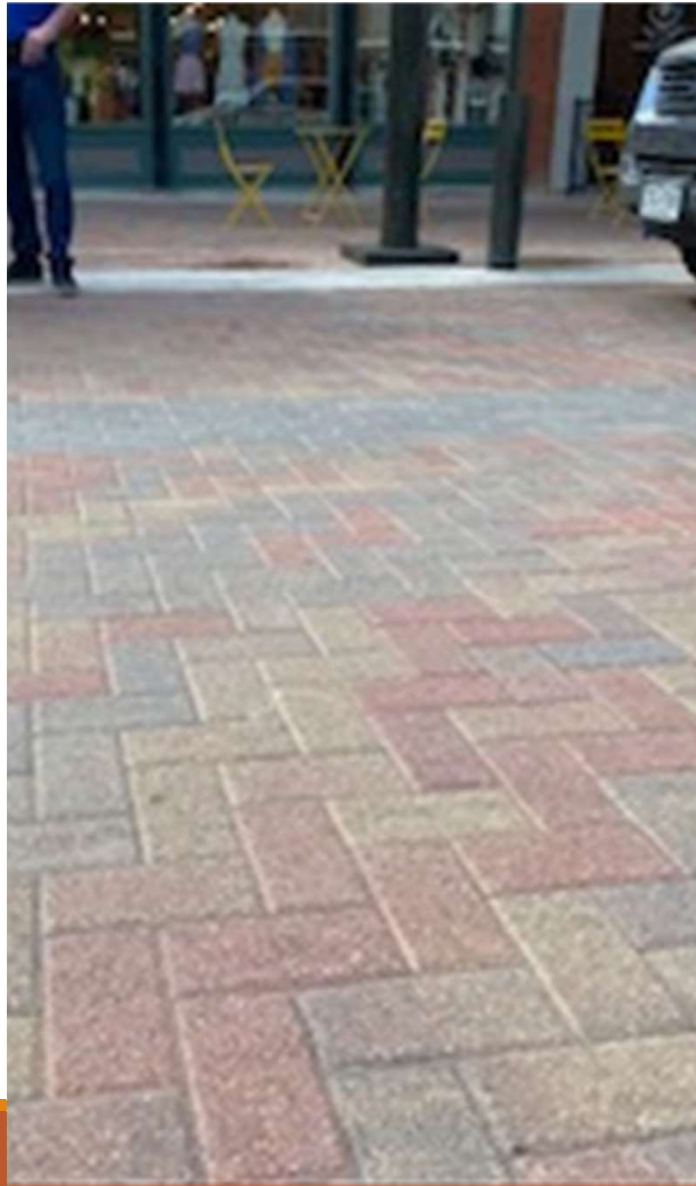
# Downtown Vision & Initial Investments

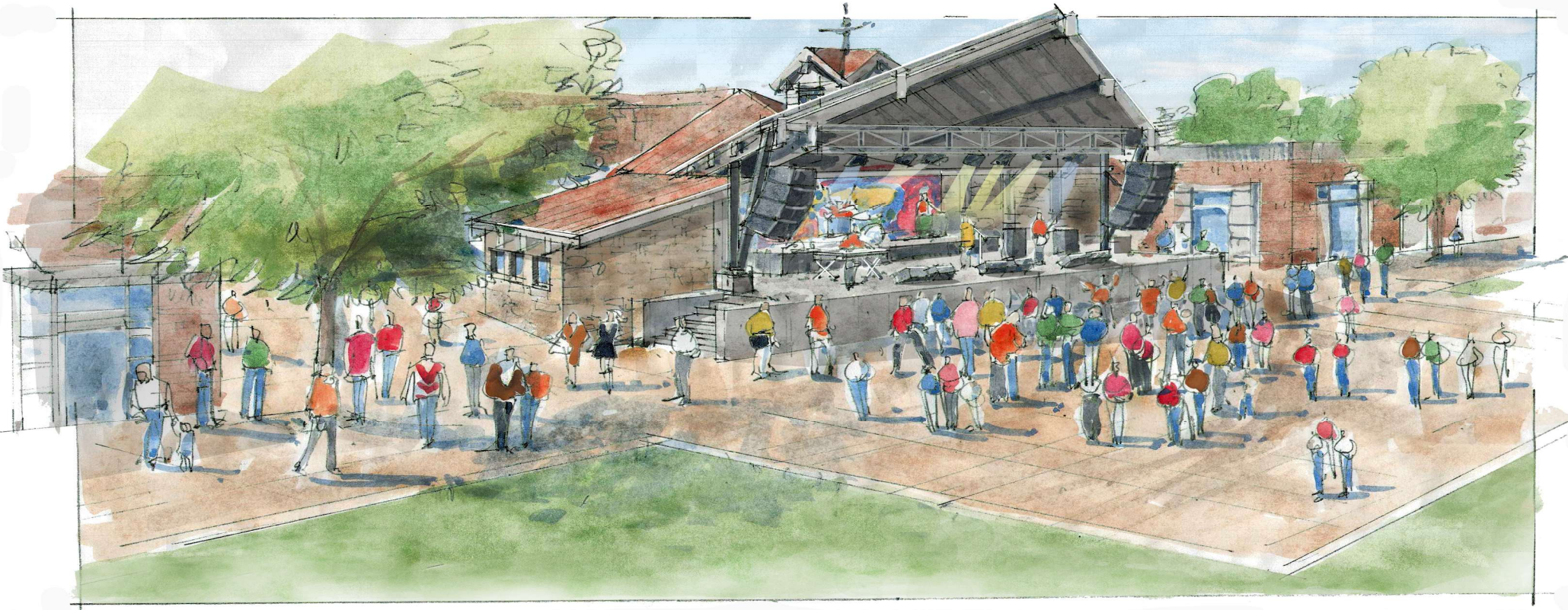




**MAIN STREET PARK IMPROVEMENTS**  
 DECEMBER 2023



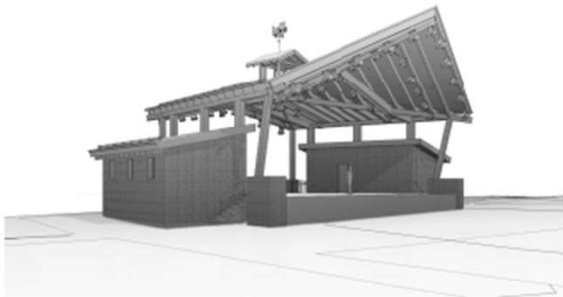
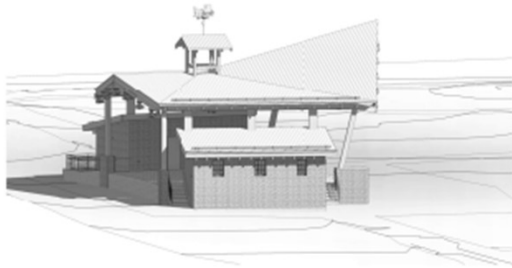




*Main City Park Band Shell*

# HEBER CITY BANDSHELL

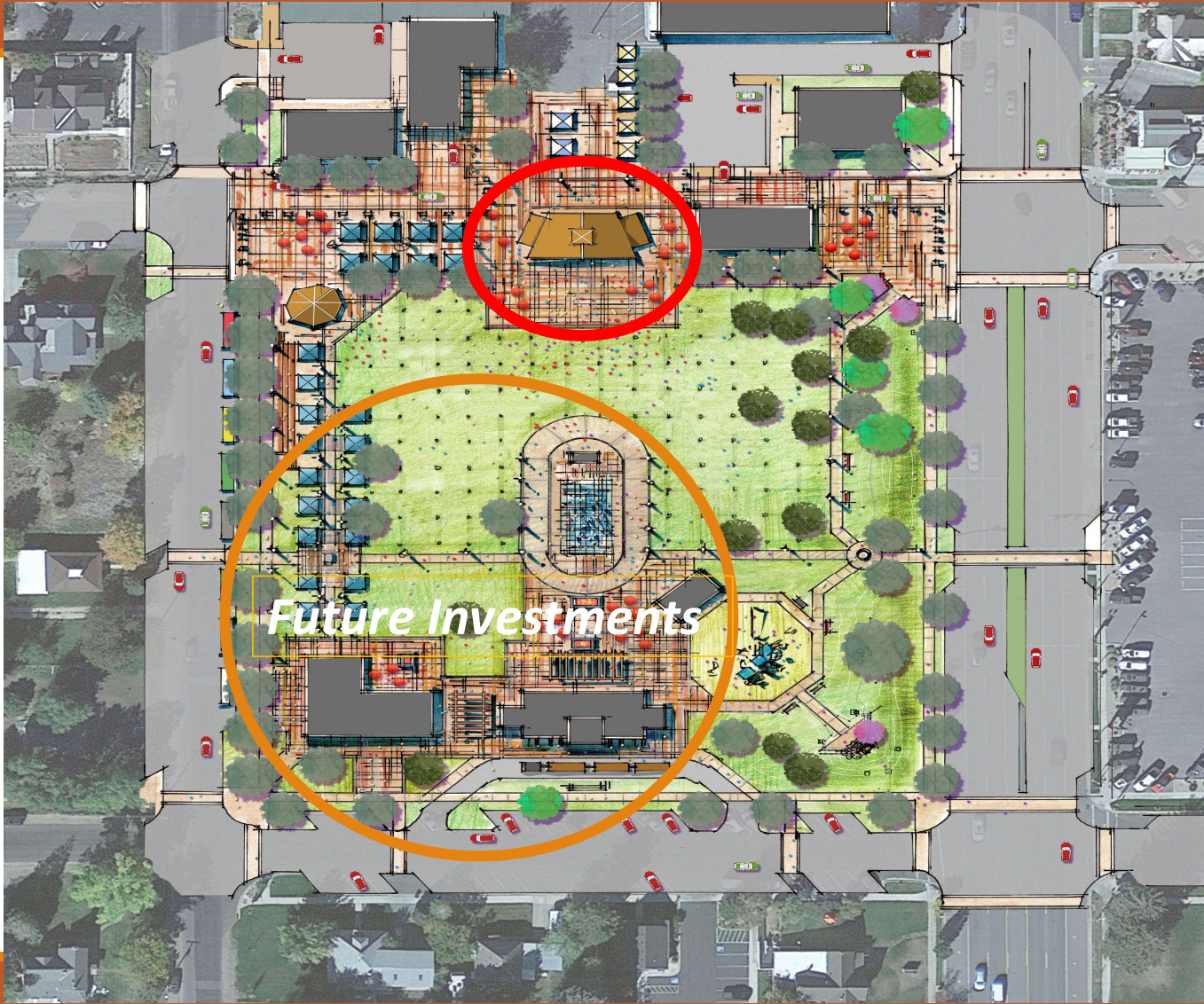




3D Views  
Hebei City Bandshell



ELLIOTT WORKGROUP



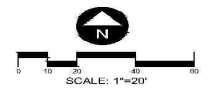


**Heber City**  
Parking Lot Study

**Development Data:**

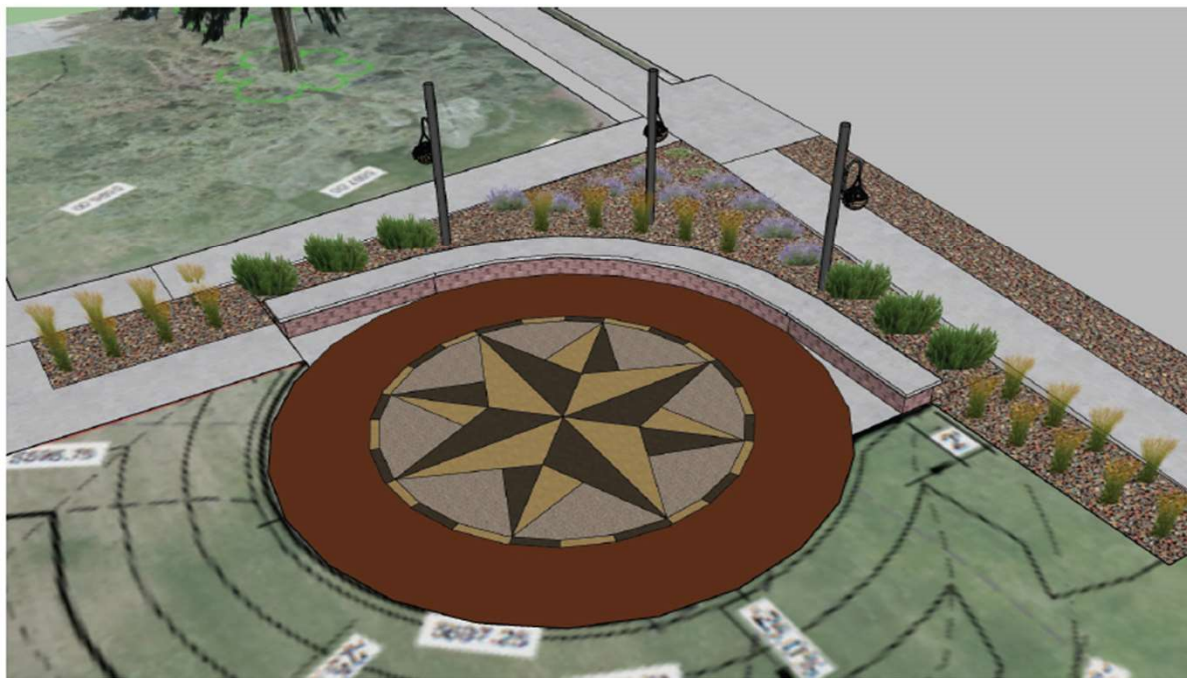
**Parking:**

126 Stalls



*Downtown parking...*

CONCEPT A - FORMAL THEME



EXAMPLE IMAGES



Hanging garden baskets

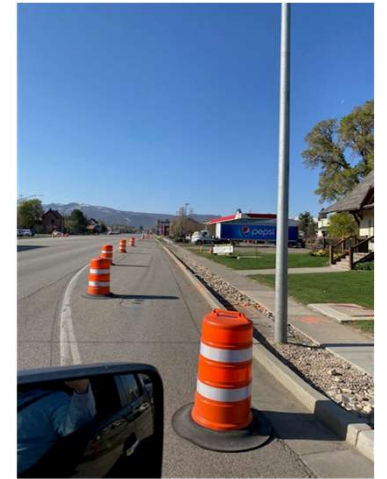


Plants arranged in formal rows or groups



City Hall Fountain Landscape  
18 January 2024





Completed Fall '23

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*Main Street Lights--Removal & Dark Sky Compliance*



# OPERATION: FLOWER POTS

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BEAUTIFYING DOWNTOWN

SPRING '24





# Art in Public Places

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THE ROLE OF ART IN  
TRANSFORMING THE  
DOWNTOWN



Phase 1

Completed: 2020

Artist: Jason Quinn

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Partners:

-Heber City

-CAMS

-Chamber of Commerce



Partners:  
Tom Stone-Guild Mortgage

Phase 2  
Initiated: 2021  
Artist: Jason Quinn





Phase 2 Continued...

Artist: Jason Quinn



Phase 3  
Completed: Fall '22  
Artist: John Moore

Partners:  
\*Heber City  
\*Chamber of Commerce  
\*Wasatch County Arts Council

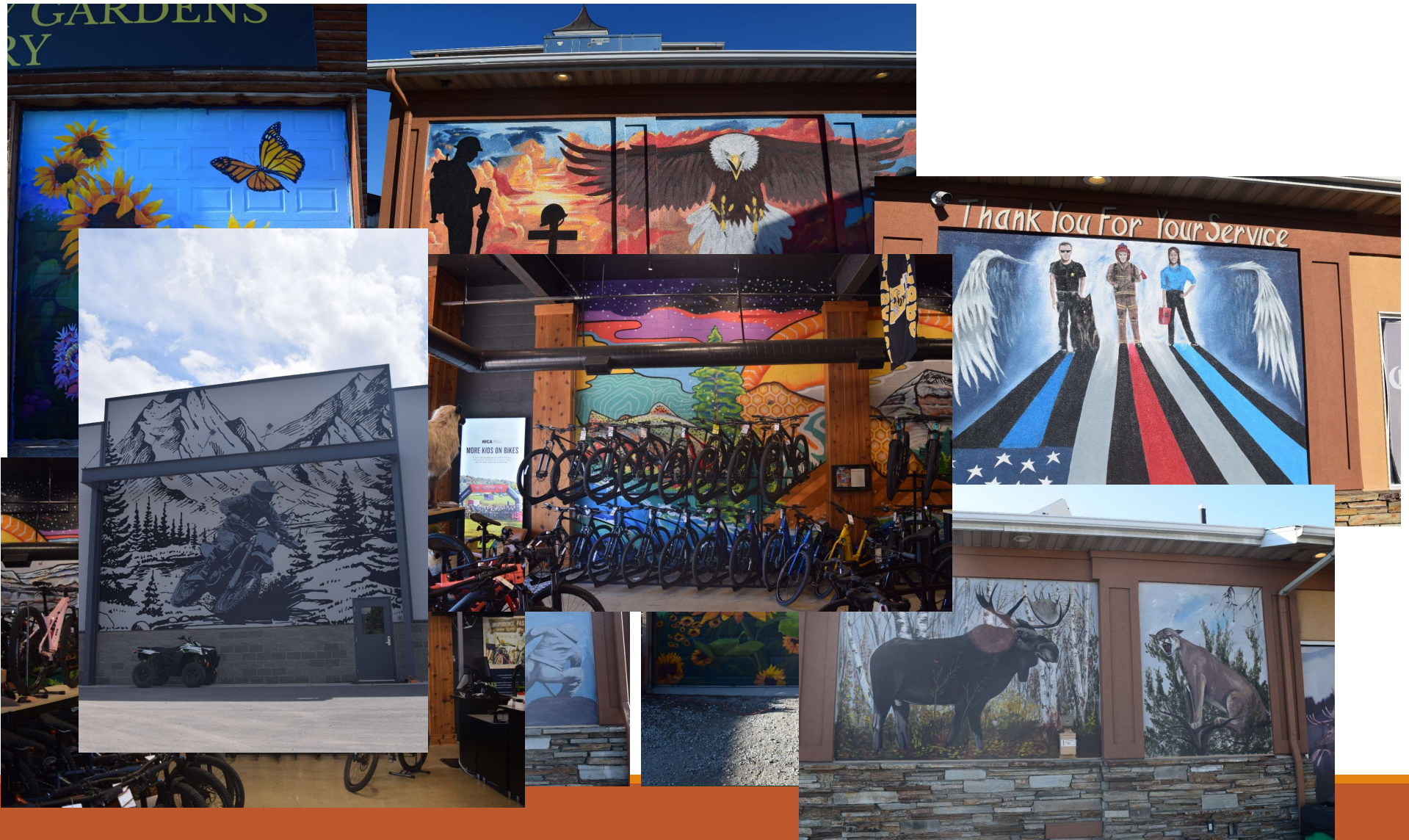
Phase 4

Completion Date: Fall '23

Artist: Chris Peterson

Partners: Heber City





## Wall Mounted Murals

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- Smaller, scalable, wall mountable
- Change out more frequently
- Visual and historic Heber emphasis





# Operation Curb Appeal Utility Boxes

Coming Spring '24

\*Visual art and historic Heber pictures

# Downtown Vision & Branding





**THE FUTURE  
IS NOW**

**DOWNTOWN TRANSFORMATION IN PROGRESS**

# Initial Priority Projects

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- **Parking**
  - Assembly of land
    - Fire Station
    - HL&P Administration Building
- **Activate and connect public places**
  - Assembly of land
    - County Administration Building
- **Enliven streets along Main Street**
  - Streetscape amenities
- **Trails/trail depot**
  - Trail head on 600 west
- **Main Street Park/200 S Plaza**
- **West Gateway area/Railroad**
  - Plaza/gathering area near railroad
- **Incentives—high quality architecture**



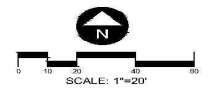


**Heber City**  
**Parking Lot Study**

**Development Data:**

**Parking:**

126 Stalls

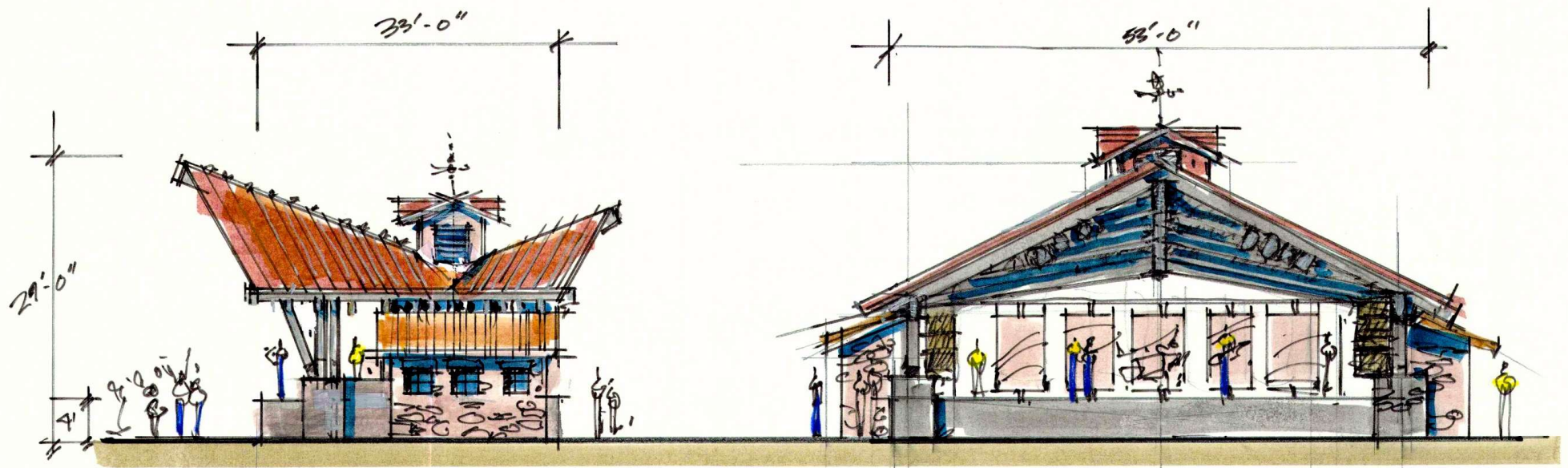


*On the drawing board...*

Steve Anderson slides go here

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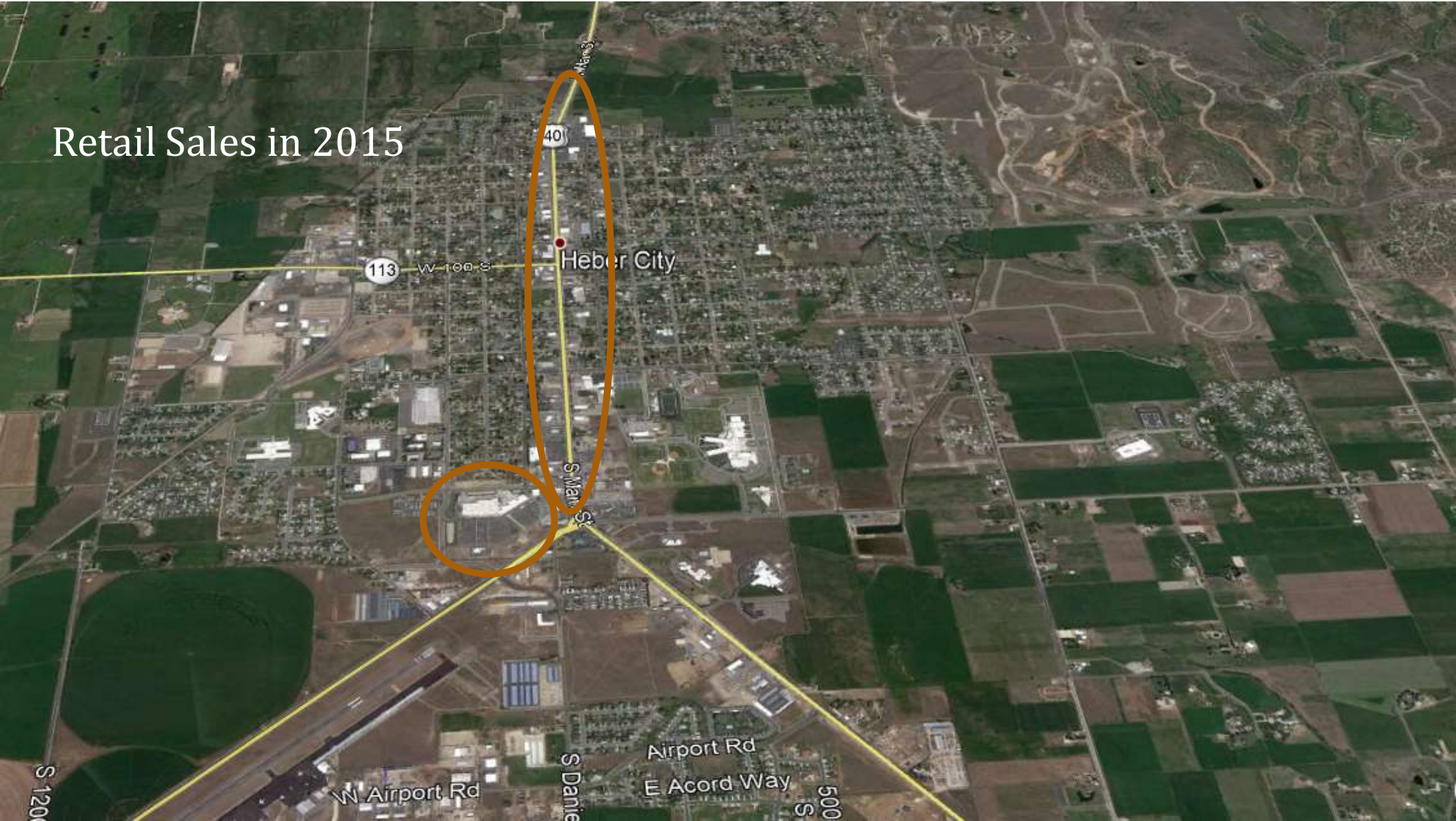
Coming Spring '24

*Main City Park Band Shell*

Retail Sales in 1997



Retail Sales in 2015



113

40

Heber City

S Main St

S Danie

Airport Rd

E Acord Way

500 S

W Airport Rd

S 1200

# Retail Sales in 2020



## What's the impact on the heart of a community with little economic focus?

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- Edges of town attract almost all investment (land is easier to develop)
- Main Street deteriorates (as focus is elsewhere)
- Little reinvestment resulting in Main Street becoming undesirable
- The City as a whole loses its heart (Central Heber declines)



healthy heart | healthy city



# Why Envision Central Heber?

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Desired results:

-A broadly supported long-term vision and plan with enough detail to **implement supportive policy and investments.**

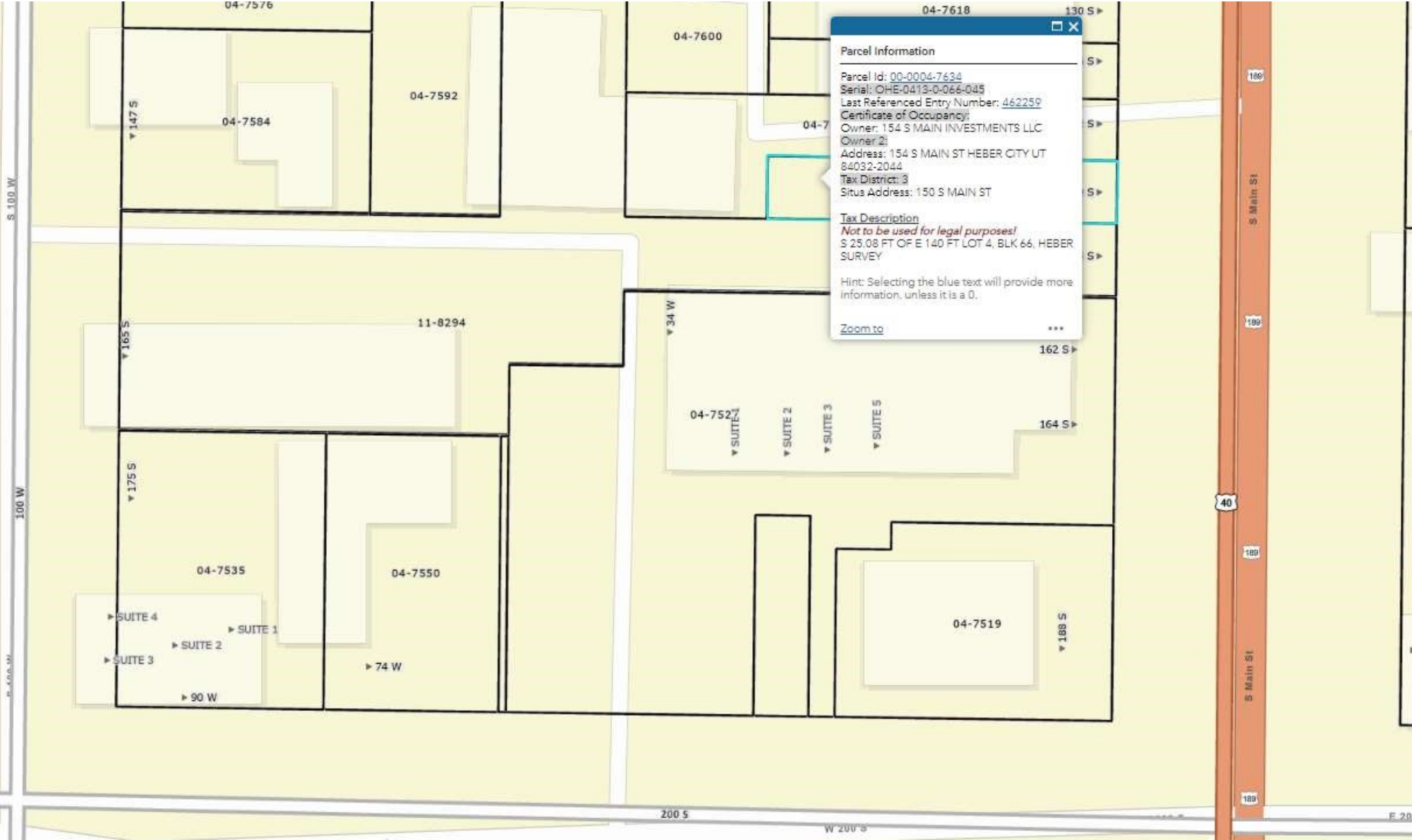
-To Make Sure Heber Keeps its Heart



# General Recommendations

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1. Highlight Heber's sense of history and place in a beautiful mountain valley, and its welcoming and peaceful environment.
2. **Create a walkable, bike able central city, with safe and pleasant streets.**
3. Connect destination places and districts with interesting, pedestrian-friendly routes.
4. Create increased living and working opportunities in the Main Street area, for economic resilience and to better support uses like shopping, dining, gathering, and entertainment.
5. **Activate and connect public spaces on Main Street, including Heber City Park, Civic Center Block, and the Public Safety Block, adding amenities, activities, and attractions that people return to again and again.**
6. **Enliven the streets in Heber's Main Street area with features that provide interest and comfort and encourage repeat visits.**
7. Create a new recreation/lifestyle gateway on the west side of town that supports existing and new recreation, tourism, and outdoor-oriented pursuits, better positioning Heber as a destination for regional recreational opportunities.
8. **Provide a small neighborhood dining/shopping area near the train station to provide amenities adjacent to tourism and sporting events.**
9. Create a new missing middle neighborhood east of the planned high school to provide needed housing options.
10. Preserve Central Heber's neighborhoods, enhancing their quiet, friendly atmosphere while providing options for new housing that fits into the historic fabric.



**Parcel Information**

Parcel Id: 00-0004-7634  
 Serial: OHE-0413-0-066-045  
 Last Referenced Entry Number: 462259  
 Certificate of Occupancy:  
 Owner: 154 S MAIN INVESTMENTS LLC  
 Owner 2:  
 Address: 154 S MAIN ST HEBER CITY UT  
 84032-2044  
 Tax District: 3  
 Situs Address: 150 S MAIN ST

**Tax Description**  
*Not to be used for legal purposes!*  
 S 25.08 FT OF E 140 FT LOT 4, BLK 66, HEBER SURVEY

Hint: Selecting the blue text will provide more information, unless it is a 0.

[Zoom to](#) ...

04-7576

04-7600

04-7618

130 S ▶

▼ 147 S

04-7584

04-7592

04-7

▼ 165 S

11-8294

▼ 34 W

04-752-1

▼ SUITE 2

▼ SUITE 3

▼ SUITE 5

162 S ▶

164 S ▶

▼ 175 S

04-7535

04-7550

▶ SUITE 4

▶ SUITE 1

▶ SUITE 2

▶ SUITE 3

▶ 74 W

▶ 90 W

04-7519

▼ 188 S

200 S

W 200 S

E 200

188

189

40

189

189

S Main St

S Main St

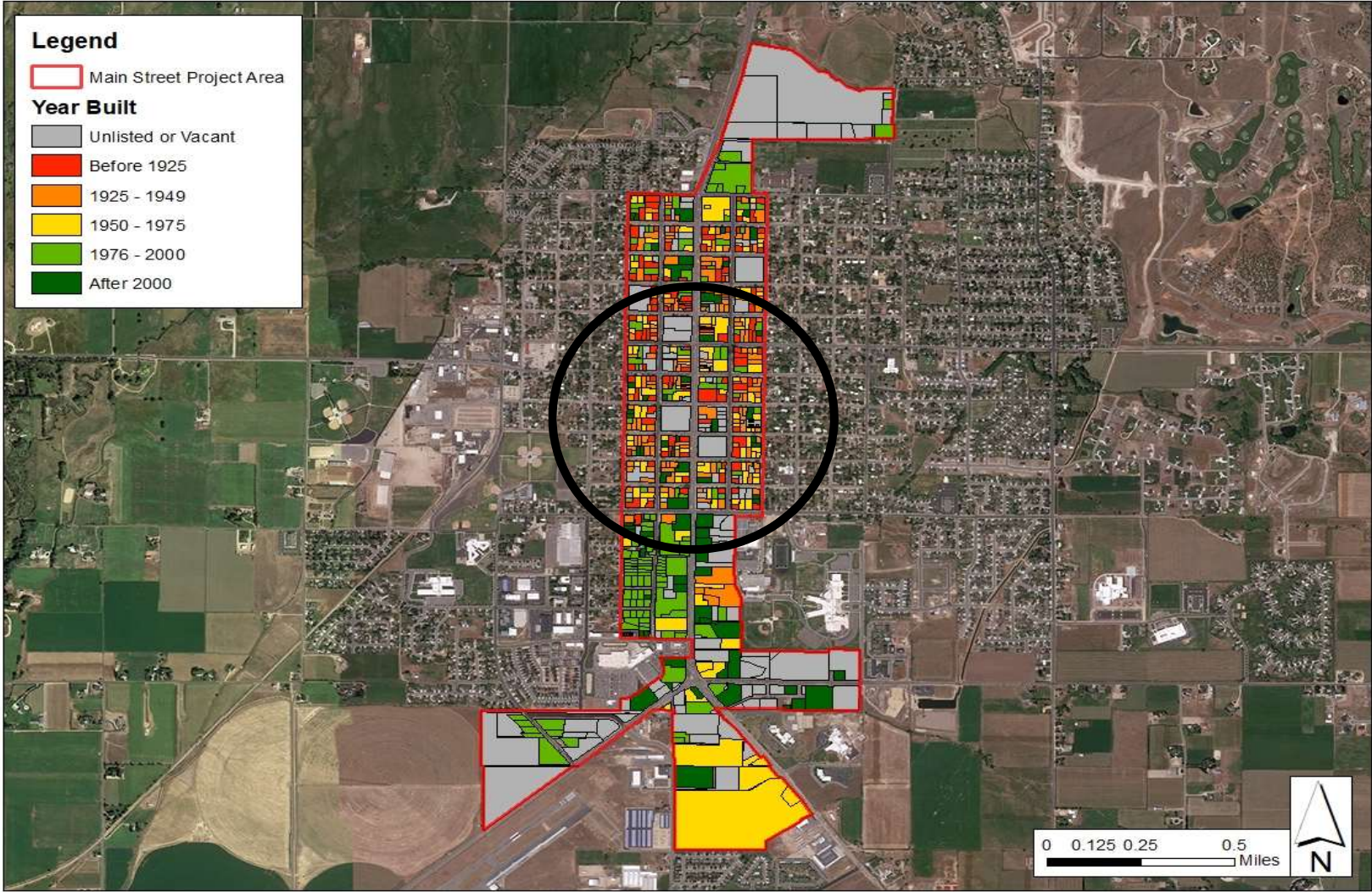
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100 W

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...to Make Sure Heber Keeps its Heart



healthy heart | healthy city

# Pedestrian Alley



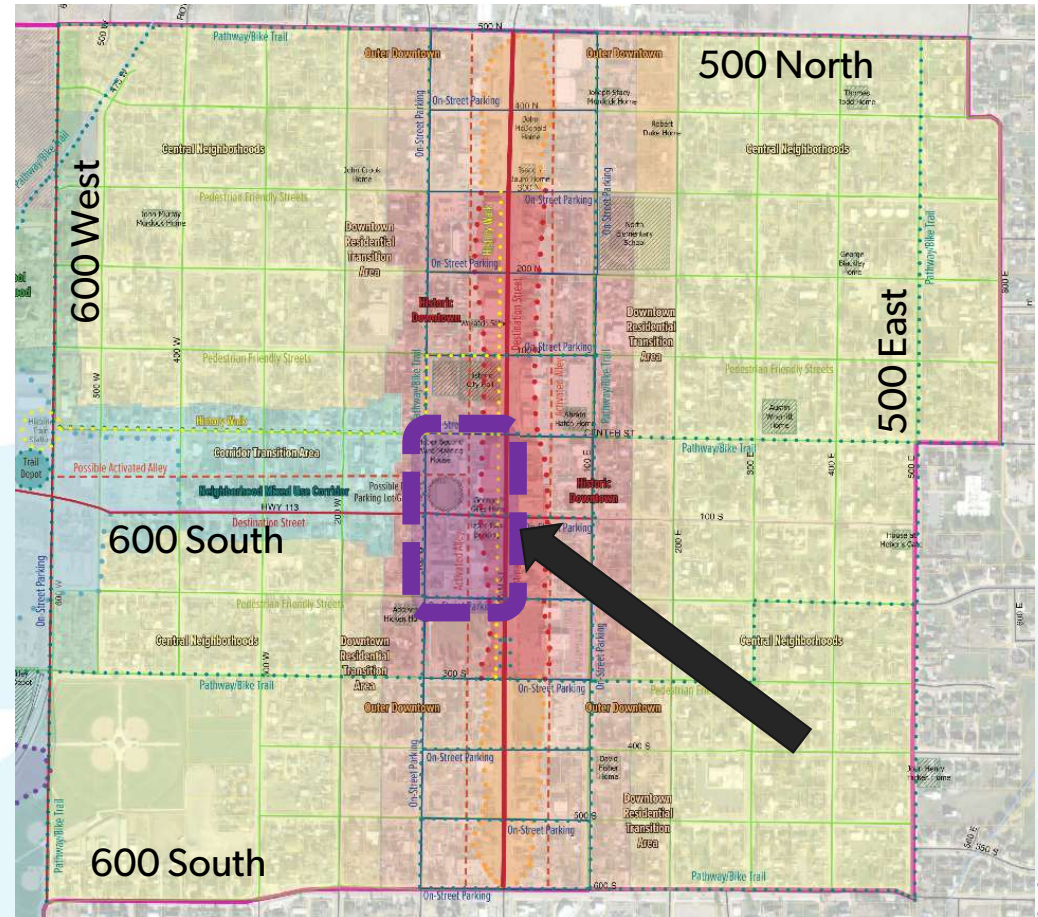
# Pedestrian Alley

Jan. 18-20, 2024

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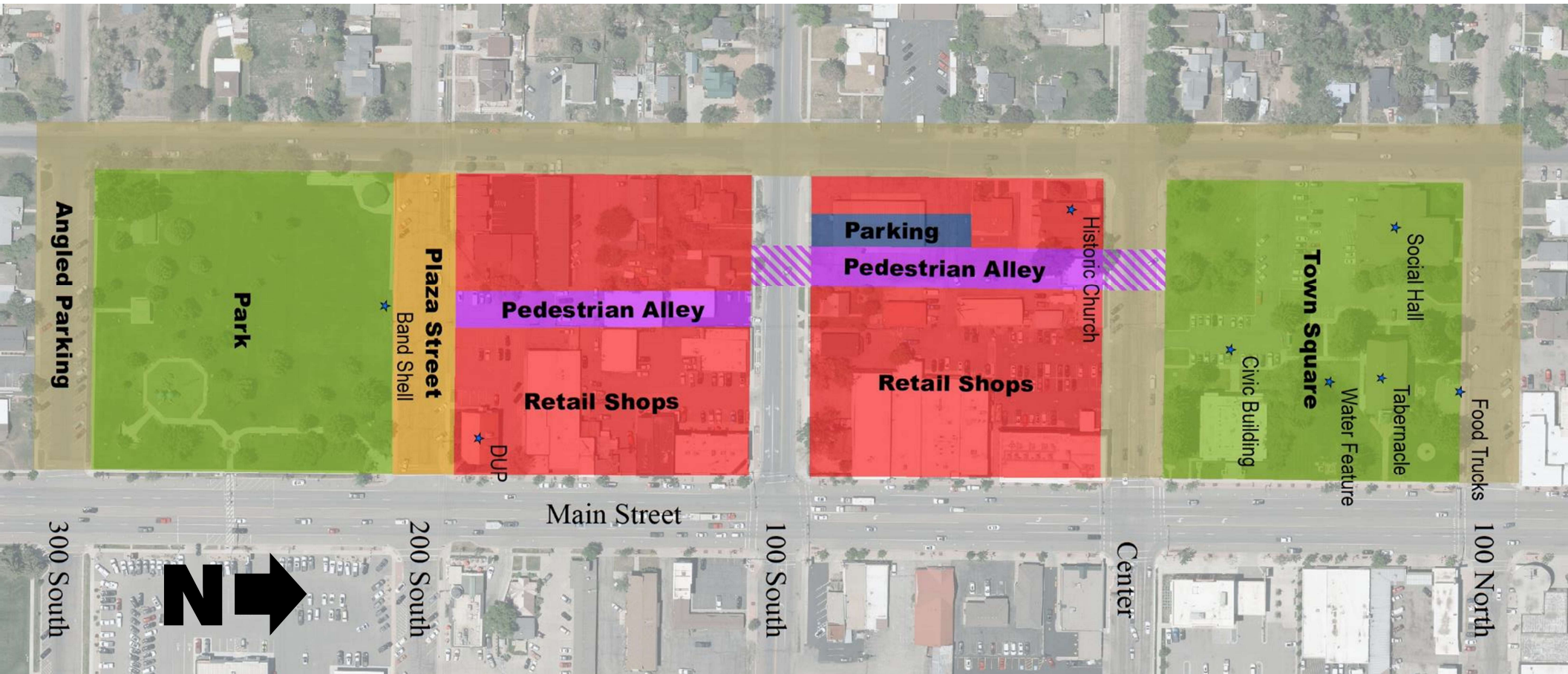
# Envision Central Heber

- Pedestrian Alley
- Mixed Land Uses
- Gathering Areas
- Events
- Traditional Architecture
- Angled Parking



15 slides left

# Pedestrian Alley



# Alley Concept



# Roger Brooks Recommendations

## 250 days of activities/year

- Plaza Street
- Park & Band Shell
- Conduct Market Study



## Unique Place

- Historic Preservation
- Traditional Architecture
- Mom & Pop businesses



## 10x10x10

- 10 food businesses
- 10 specialty retail businesses
- 10 businesses open after 6



## Furnishings

- Benches behind sidewalk
- 30 inch area in front of building
- Blade signs
- Wayfinding signs



## Parking

- Eliminate parking requirements
- Public parking



# 2-Block Area Information

<b>Properties</b>	<b>32</b>
Owners	23
Land Area	7.3 acres
Building Area	123,164 sf
Assessed land value	\$3.55 million
Total assessed value	\$8.2 Million



11 slides left!

# What is an Alley?

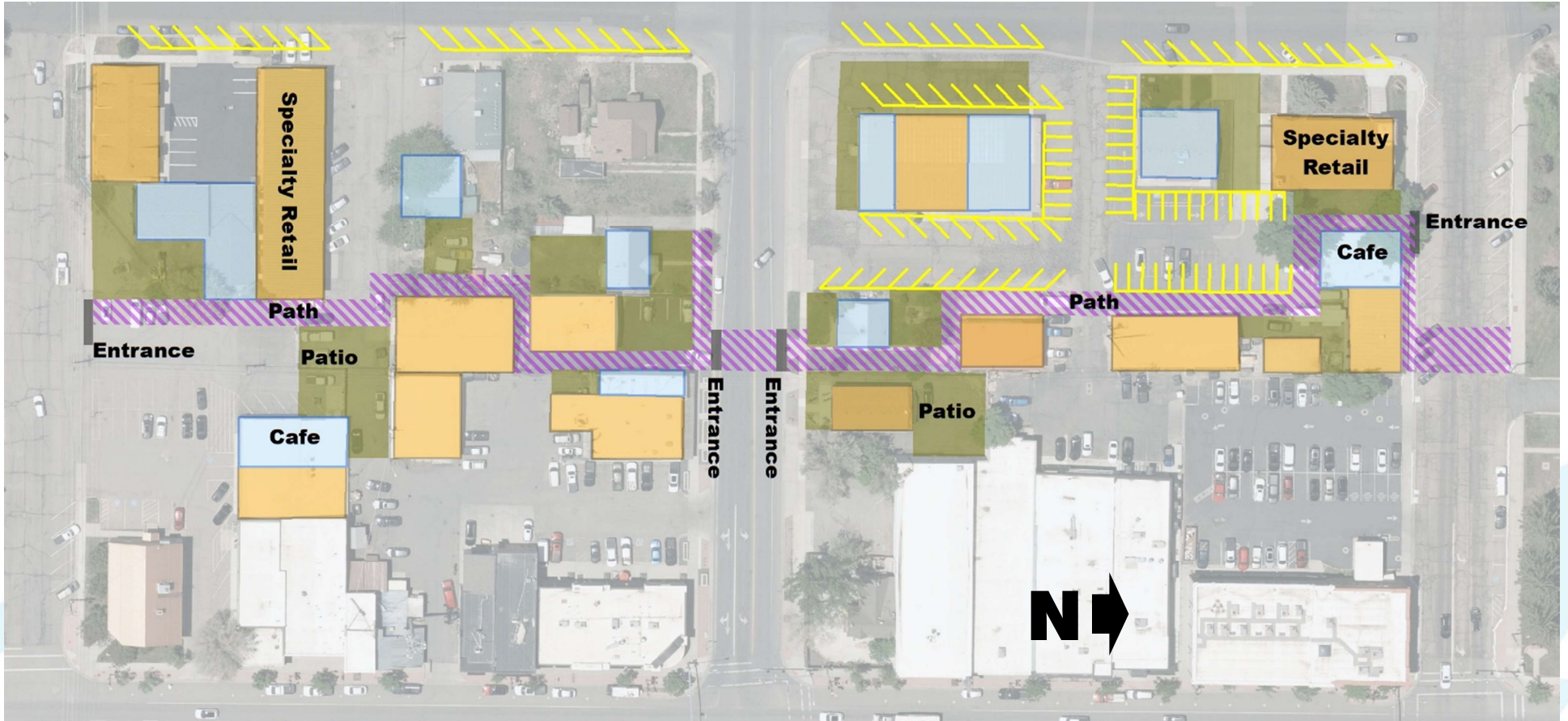
- A narrow passage between two buildings connecting points of interest



# General Alley Location

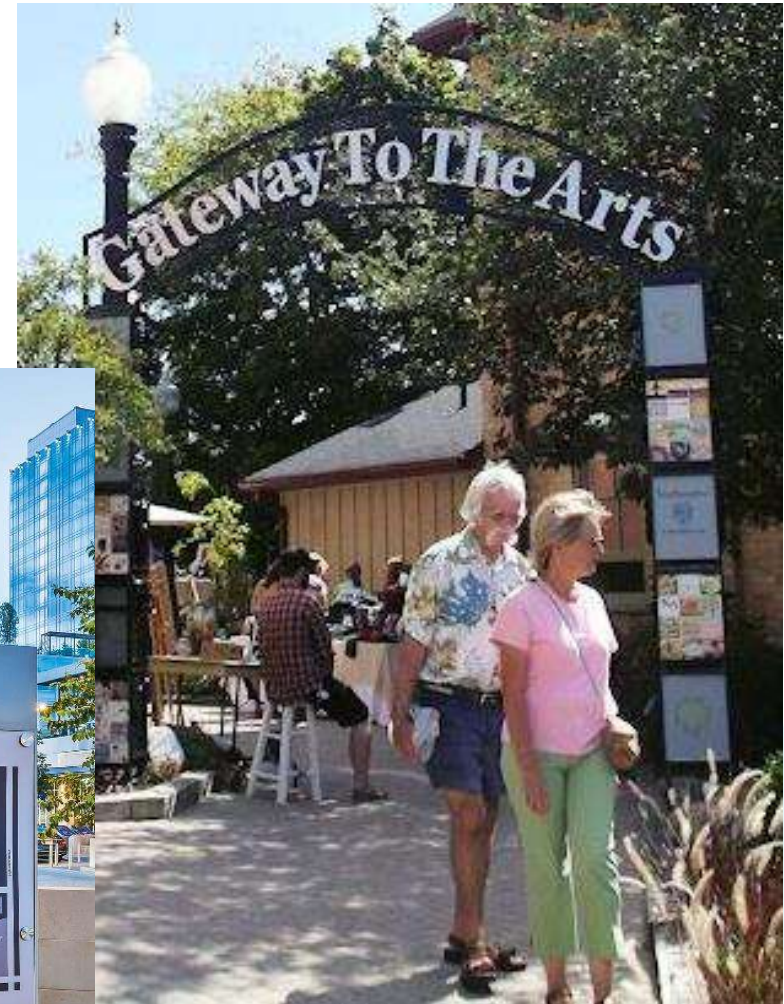


# Conceptual Alley



# Alley Gateway

- 4 Arch Gateway Entrances
- Street ROW Location
- Branded Furnishings
- Directional Signage & Map
- Dark Sky Entrance Lighting



# Street Crossings

- Raised Surface
- Bulb-Outs
- Mid-Street Pedestrian Shelter
- Trees
- Stamped Colored Concrete
- UDOT Approved Lights & Signs



# Alley Paths

- Public easements
- Raised surface
- Drivable crossings
- Stamped & colored concrete
- Bollard lighting
- Wayfinding Signs
- Murals
- Blade Signs



# Patios

- Open after 6
- Privately owned
- Outdoor Dining
- Outdoor Retail
- Entertainment
- Walls/roof defining a patio
- Pavers
- Colored concrete
- Tables, chairs
- Trees, flowers
- Party lighting
- Banner Poles
- Blade Signs



# Strategies

## Building Renovations

- Patio/Mural/Face Grants/Loans
  - Conditions
    - Open After 6
    - Café & Retail Uses
    - Outdoor Patios

## 10/10/10 Incubator Space

- Lease Agreement Conditions
  - Open After 6
  - Café & Retail Uses
  - Outdoor Patio



Almost there! 3 slides left.



# Fire Station & Power Buildings

## Reimagined Fire Station

- 7,000 sf
- 10x10x10 Incubator Space
- Parks/Events Department

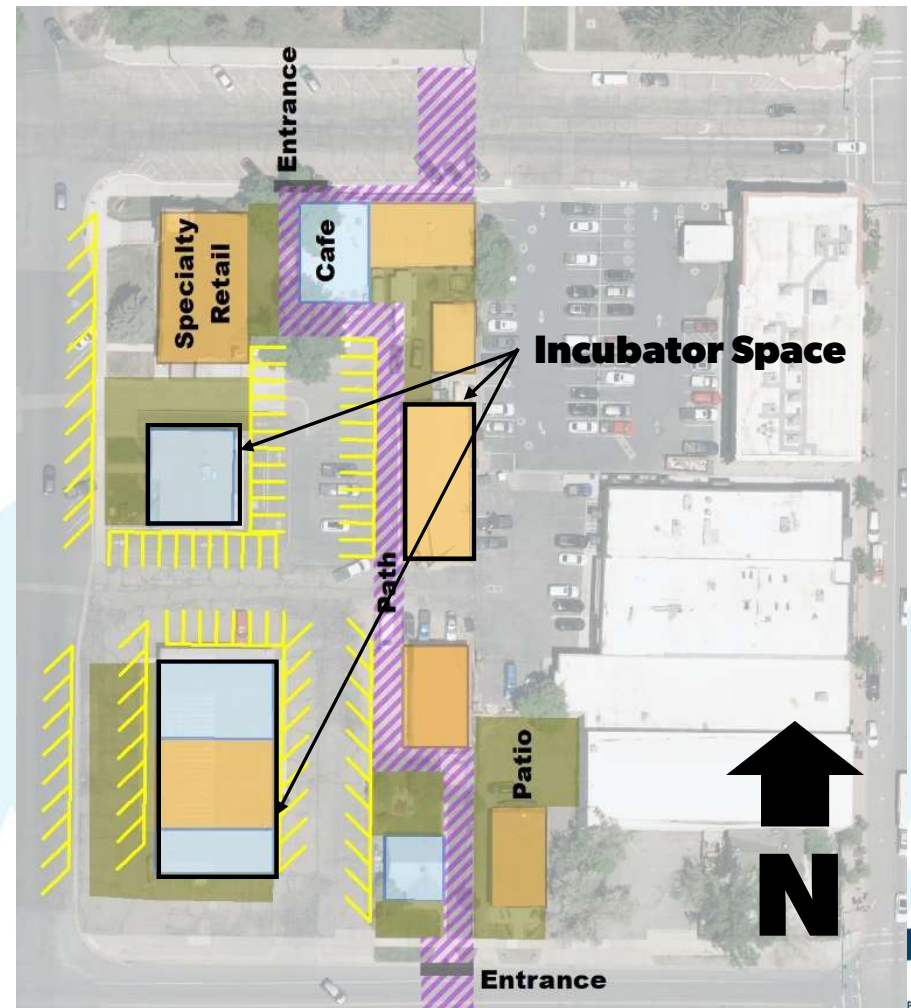
## Reimagined HPL Building 1

- 2,000 sf
- City Office Space

## Reimagined HPL Building 2

- 3,000 sf
- 10x10x10 Incubator Space

## New public parking



# Repurposed Fire Station



# Recommendation: Pedestrian Alley

- Adhoc Property Owners' Committee
- Specialized design & process consultant
- Flexible approach to alley design
- Incentives to encourage participation
- Repurposed Incubator Space



# Discussion

- Questions
- Next Steps
- Debate

# Downtown Parking



# Downtown Parking

Jan. 18-20, 2024

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# 2 Block Parking Inventory Center to 200 South

- 210 Off-street Stalls (1.7/1000)
- 68 On-Street Stalls
- **278 Total Stalls** (2.26/1000)



Only 11 slides!

# Parking Structure



# Angled Parking: The Low-Hanging Fruit

## Structured Parking



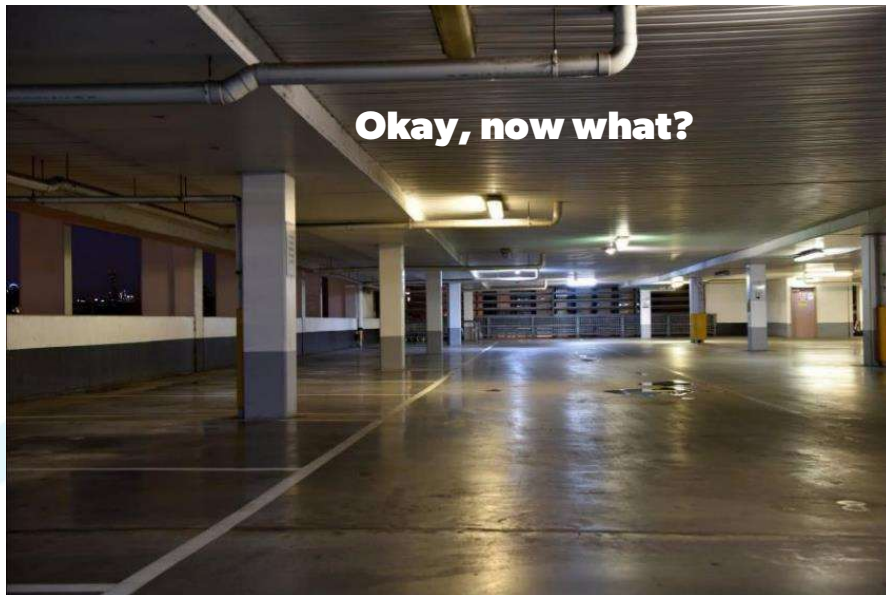
## Angled On-Street Parking



Item	Structured Parking	Angled On-Street Parking
Unit Cost	\$30,000 - \$40,000	\$0 - \$3,000
Facility Cost	\$5 million - \$10 million	\$0 - \$1 million
Land Purchase	Yes	No
Phasing	No	Yes
Aesthetics	Street wall retail	Landscaping, signage

# Structured Parking Feasibility

**Land Value** ➤ **Structure Cost**  
**\$12/sf** ➤ **\$100+/sf**



## Reasons to go downtown not yet in place

- Events
- Facilities
- Retail
- Parking is not an Anchor Tenant

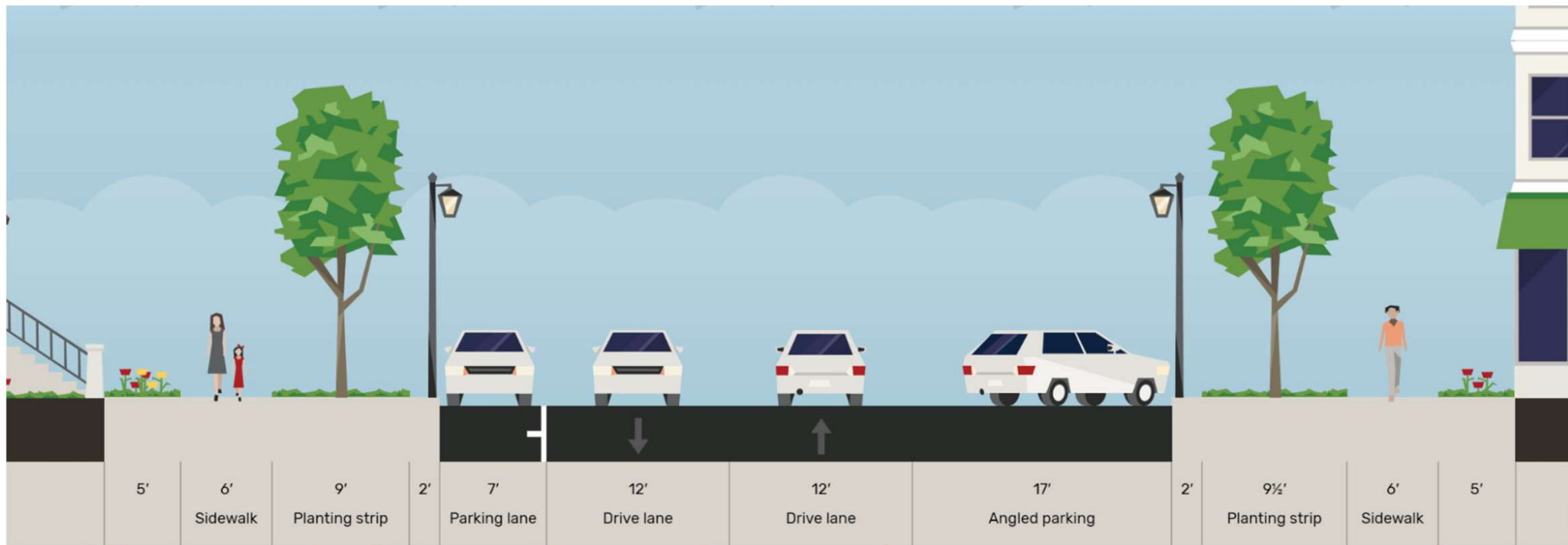
## Financing Mechanisms not yet in place

- CRA MOUs
- TIF
- Plenty of cheaper parking options

## Not ready for Structured Parking

- Instead, focus on:
  - On-street parking
  - Joint-Use Agreements
  - City Parking Lots

# Angled Parking Standard for 82.5' ROW



Only 6 slides left!

# Angled Parking Plan



# Purchase First 2 Strategic Properties

## Financing

- Use money from sale of 1.5 acre Power Industrial Park Parcel to purchase strategic properties

## Option 1

- Reimagine buildings
- Stripe Parking
- Phase buildings out overtime

## Option 2

- Demolish buildings
- Replace with parking



# Fire Station & Power Buildings

## Reimagined Fire Station

- 7,000 sf
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- Parks/Events Department

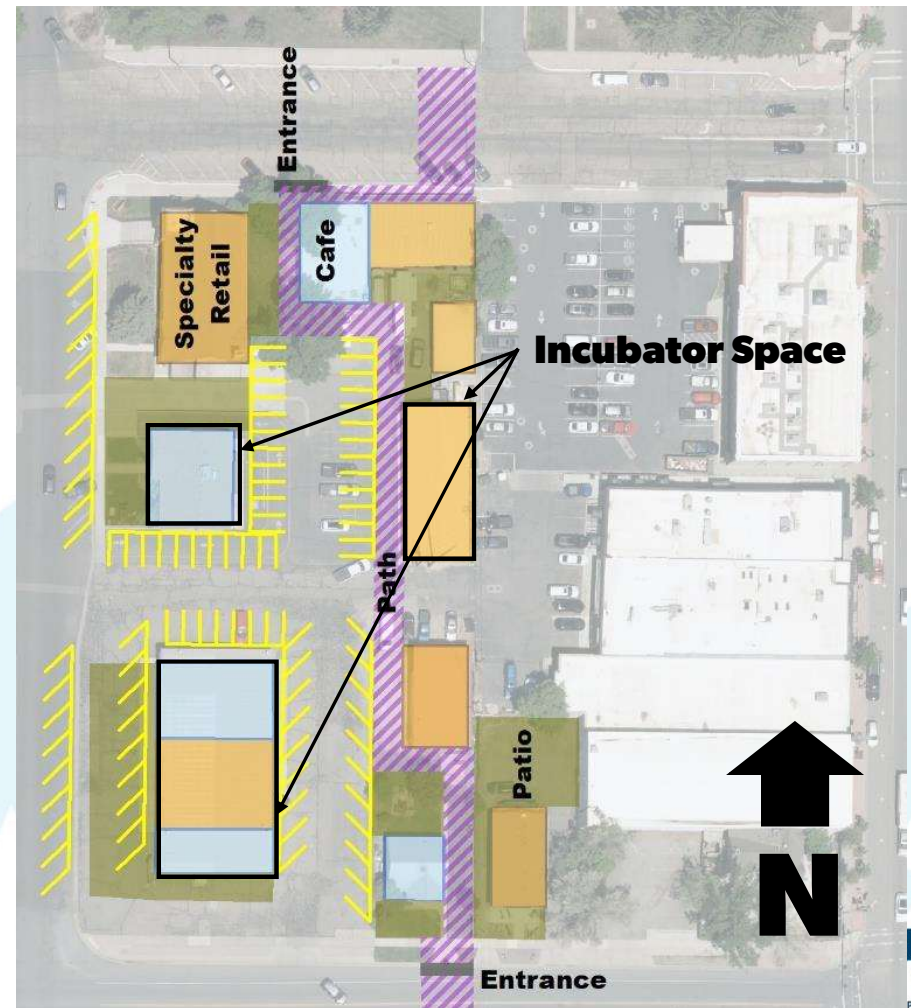
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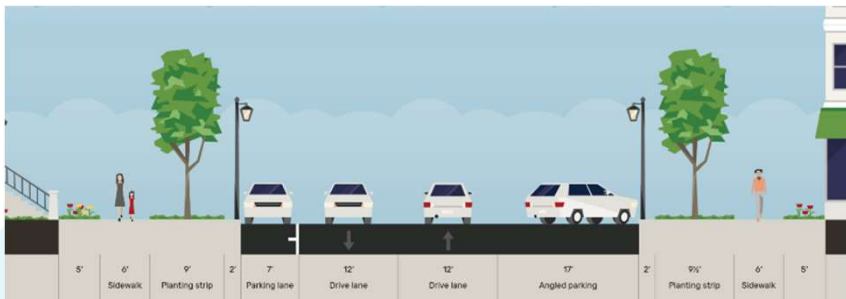


# Repurposed Fire Station



# Recommendation: Angled Parking

- Update Angled Parking Street Cross Section
- Allocate 2024-25 Funding for Angled Parking



# Recommendation: Strategic Parcels

- **Power Industrial Park \$ to fund purchases**
  - Fire Department Parcel
  - Heber Light & Power Parcel
- **Parcel Uses**
  - Reuse FD & HLP buildings & stripe parking; or
  - Building demolition & stripe parking
- **Evaluate shared parking arrangements**

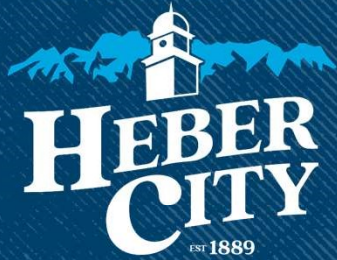


# Discussion

- Questions
- Next Steps
- Debate

**CRA**

HEART OF THE WASATCH BACK



# Community Reinvestment Agency (CRA)

Funding Tool for Downtown Transformation

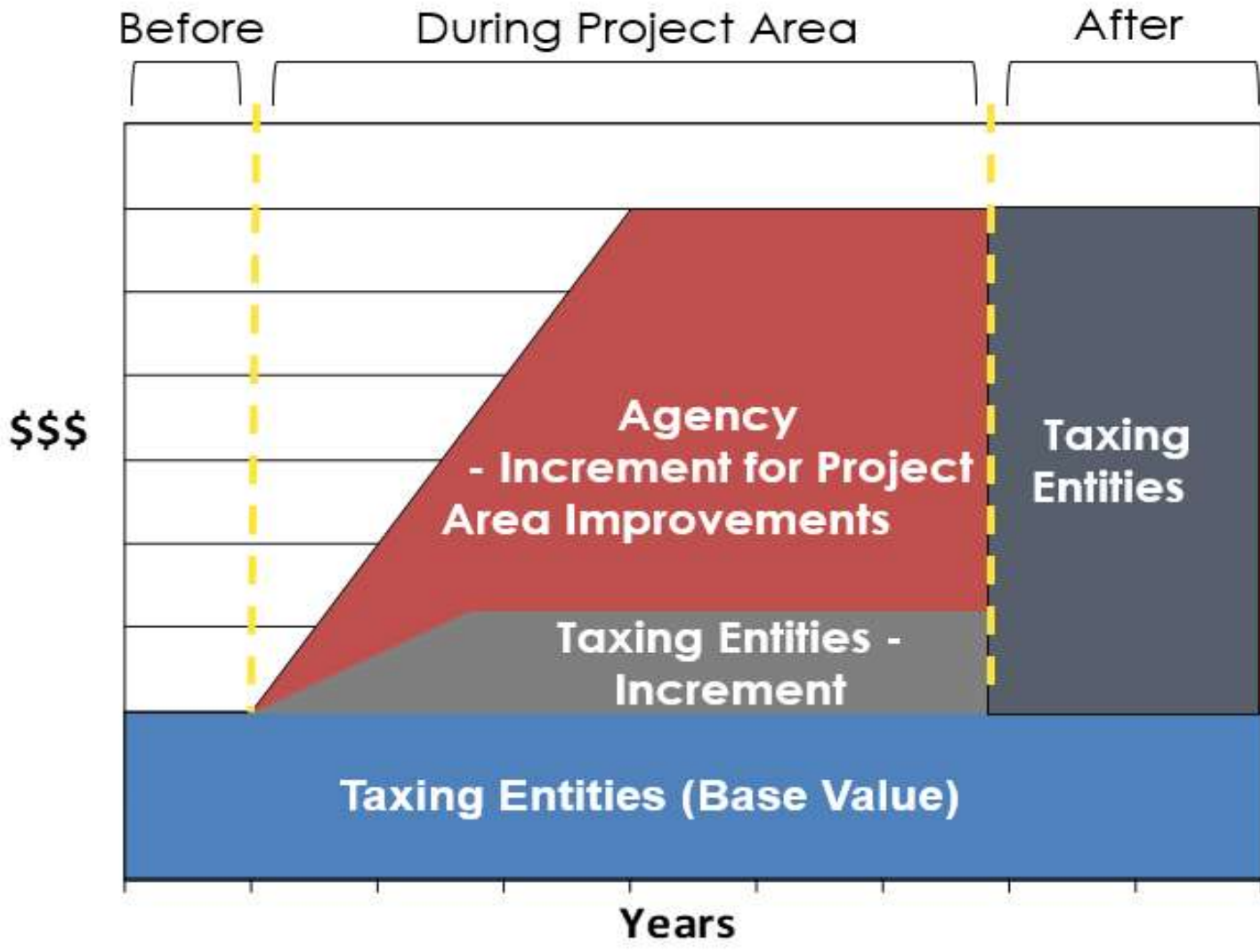
Date: 1/20/24

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# Overview

- General Overview
- Agreement Status
  - Heber City
  - Central Utah Water Conservancy District (CUWCD)
  - Wasatch County
  - Wasatch County School District
- Next Steps







WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION

**EXTERIOR MATERIAL LEGEND**

- 101 Asphalt Shingle Siding  
Color: Custom Olive, Country Ledgestone, Astell
- 102 Decoluxite, Integrally Colored Cast Stone - Smooth face  
Color: Spanish, 2022 Light Tan, 4" tall units
- 103 Decoluxite, Integrally Colored CMU - Split face  
Color: Spanish, 4.0000, 8" tall units
- 104 Decoluxite, Integrally Colored CMU - Smooth face  
Color: Spanish, 2022, 8" tall units
- 105 Decoluxite, Integrally Colored CMU - Split face  
Color: Spanish, 4.0000, 8" tall units
- 106 Wood Panel - Smooth  
Color: Western Slates Metal, Black One Marble
- 107 Fiber Cement Slat Siding  
Color: Pearl SW7500 "Guller"
- 108 Fiber Cement Board and Slat Siding  
Color: Woodstone, Rustic Slat, Dark Taupe
- 109 Fiber Cement Trim  
Color: Color to match PM2
- 110 Polished Metal  
Color: Western Slates Metal, Black One Marble
- 111 Polished Metal  
Color: Western Slates Metal, Burnished Slate
- 112 Stainless Steel / Upper Slates Metal  
Color: Western Slates Metal, Black One Marble
- 113 Polished Aluminum Slatwork  
Color: Dark Bronze Anodized
- 114 Polished Metal  
Color: 900713 "Onyx"
- 115 Polished Metal  
Color: Fabricator to match PM2

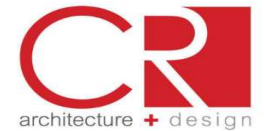


EXTERIOR ELEVATIONS

February 9, 2022

SMITH'S STORE SM214

500 North Highway  
Heber City, Utah  
521327



# Increment Projections

Incremental Tax Revenues to Taxing Entities	
Wasatch County	\$1,064,099
Wasatch County School District	\$5,247,421
Heber City	\$484,099
Wasatch County Fire Protection Special Services	\$346,489
Wasatch County Special Service District	\$158,465
Central Utah Water Conservancy District	\$328,426
TOTAL	\$7,629,000
Tax Revenues to Agency	
Wasatch County	\$3,192,298
Wasatch County School District	\$15,742,264
Heber City	\$1,936,398
Wasatch County Fire Protection Special Services	\$1,039,467
Wasatch County Special Service District	\$475,396
Central Utah Water Conservancy District	\$985,277
TOTAL	\$23,371,101
Agency Expenses	
Administrative Percent	
Administrative Amount	(\$701,133)
Housing Percent	
Housing Amount	(\$2,184,441)
School Mitigation Payment	0
Remaining Increment for Projects	\$20,485,526

# Heber City CRA

- Agreement Status: Adopted
- Tax Increment: Fall of 2025
- Projected Increment: \$2M
- Terms:
  - 80/20 Split
  - 20 Years

# CUWCD



- Agreement Status: Adopted
- Tax Increment: Fall of 2025
- Projected Increment: \$1M
- Terms:
  - 75/25 Split
  - 20 Years

# Wasatch County



- Agreement Status: Not Adopted (continuing dialogue)
- Tax Increment: TBD
- Projected Increment: TBD
- Terms: Discussed to Date
  - 75/25 Split
  - 20 Year Term (2044) or Cap on Increment—whichever reached first
  - Formation of Advisory Committee
  - Affordable Housing—10% prioritized for County, City and District employees



# Wasatch County School District

- Agreement Status: Not Adopted (continuing dialogue)
- Tax Increment: TBD
- Projected Increment: TBD
- Terms: Discussed to Date
  - 20 Year Term--2044
  - 75/25 Split
  - Authorized use of increment
  - Direct payment from CRA
  - Future T-in-T/Bond Election increases dedicated to base
  - 10% "set-a-side" to assist District employees

# Nest Steps

- **Wasatch County**
  - Continue discussion at Wasatch County Work Meeting (all Council must be in attendance)
- **Wasatch County School District**
  - Matt meet with Superintendent work through final issues
  - Present terms at District Meeting
- **Adoption Target**
  - Spring '24



**HEBER  
RAILYARD  
and TRAIL  
PRESENTATION**



# HEBER RAILYARD

Conceptual  
Design



MAG



WASATCH  
COUNTY  
BETTER BY NATURE

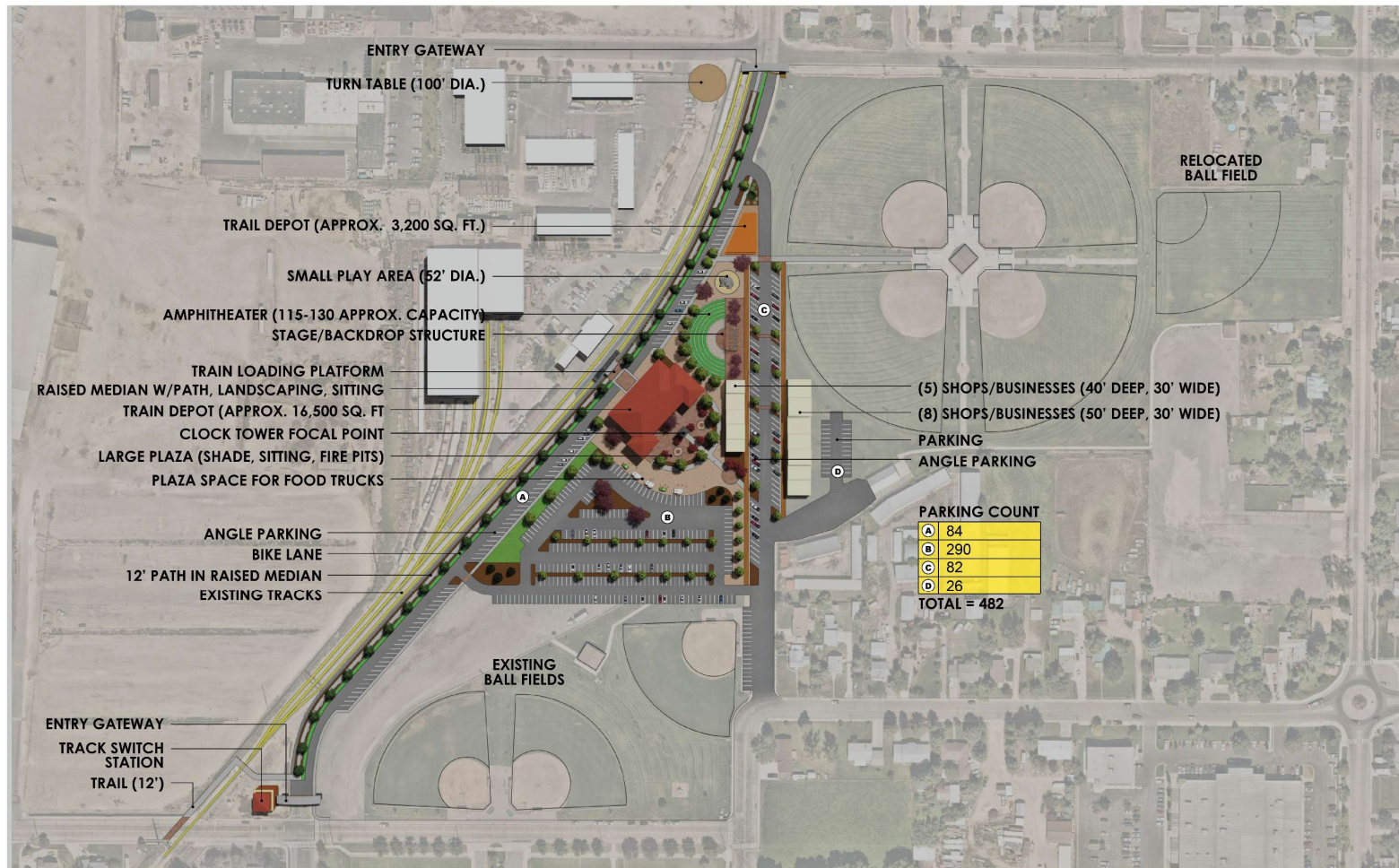
# HEBER VALLEY RAILROAD : RAIL TRAIL



# SITE AMENITIES/ RECOMMENDATIONS

- 
- ▶ Larger train depot
  - ▶ Presence of a trail station/depot
  - ▶ Outdoor amphitheater
  - ▶ Structured parking
  - ▶ Bike path
  - ▶ Defined play area
  - ▶ Retail space
  - ▶ Food vendor space
  - ▶ 600 West road improvements

# CONCEPT PLAN



# HEBER RAILYARD

Perspective - 1



# HEBER RAILYARD

Perspective - 2



# HEBER RAILYARD

Perspective - 3



# HEBER RAILYARD

Perspective - 4



# HEBER RAILYARD

Perspective - 5



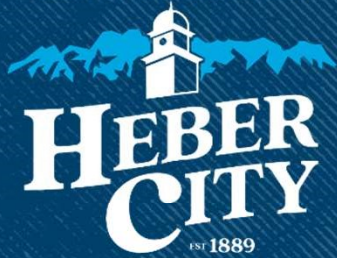
# CONSOR DESIGN TEAM



- ▶ Mason Bouck (Principal)
- ▶ Matt Neeley (Project Manager)
- ▶ Briam Amaya (Lead Designer)
- ▶ Aaron Henegar (Lead Designer)
- ▶ Bryan Hansen (Business Development)

# Bypass Development

HEART OF THE WASATCH BACK



# Future Growth Pressures Heber City, Utah

January 18-20, 2024

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# Annexation Policy Plan, High School & Future Bypass

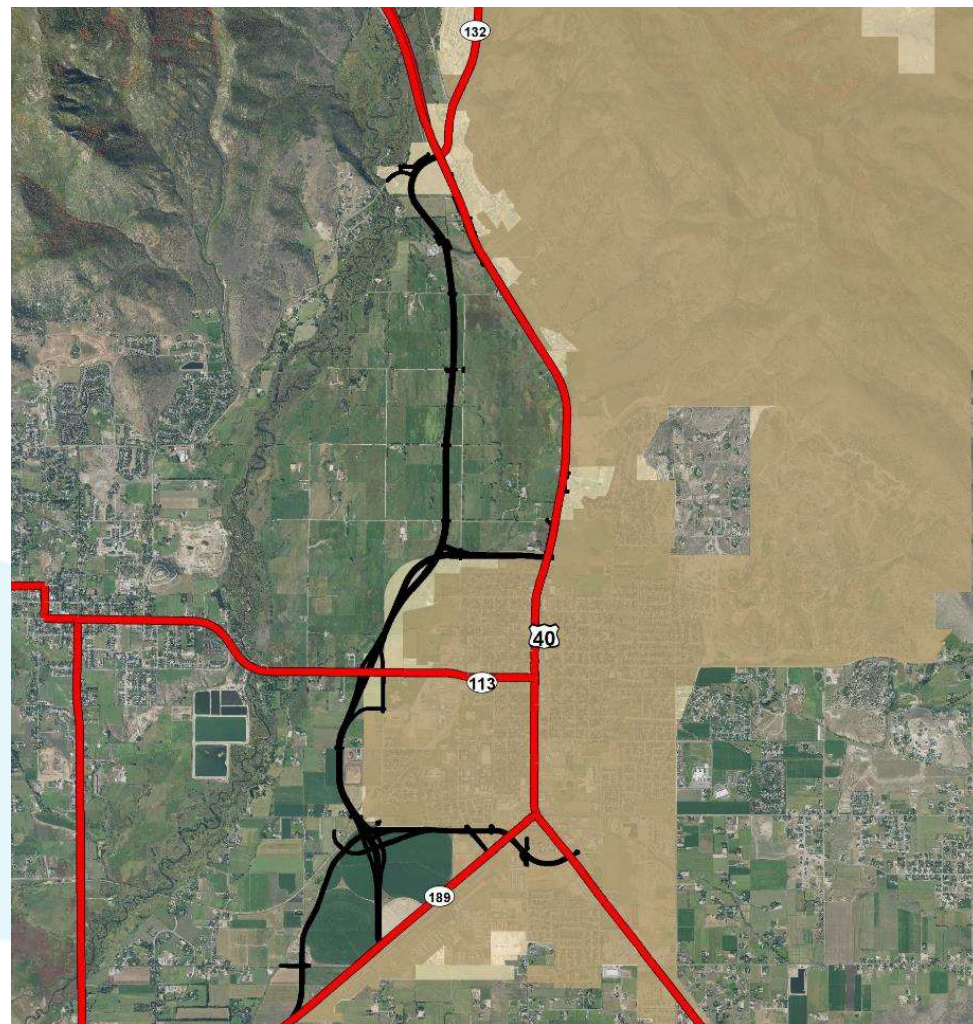
## Common Goals

- North Fields Preservation
- No Annexation in North Fields

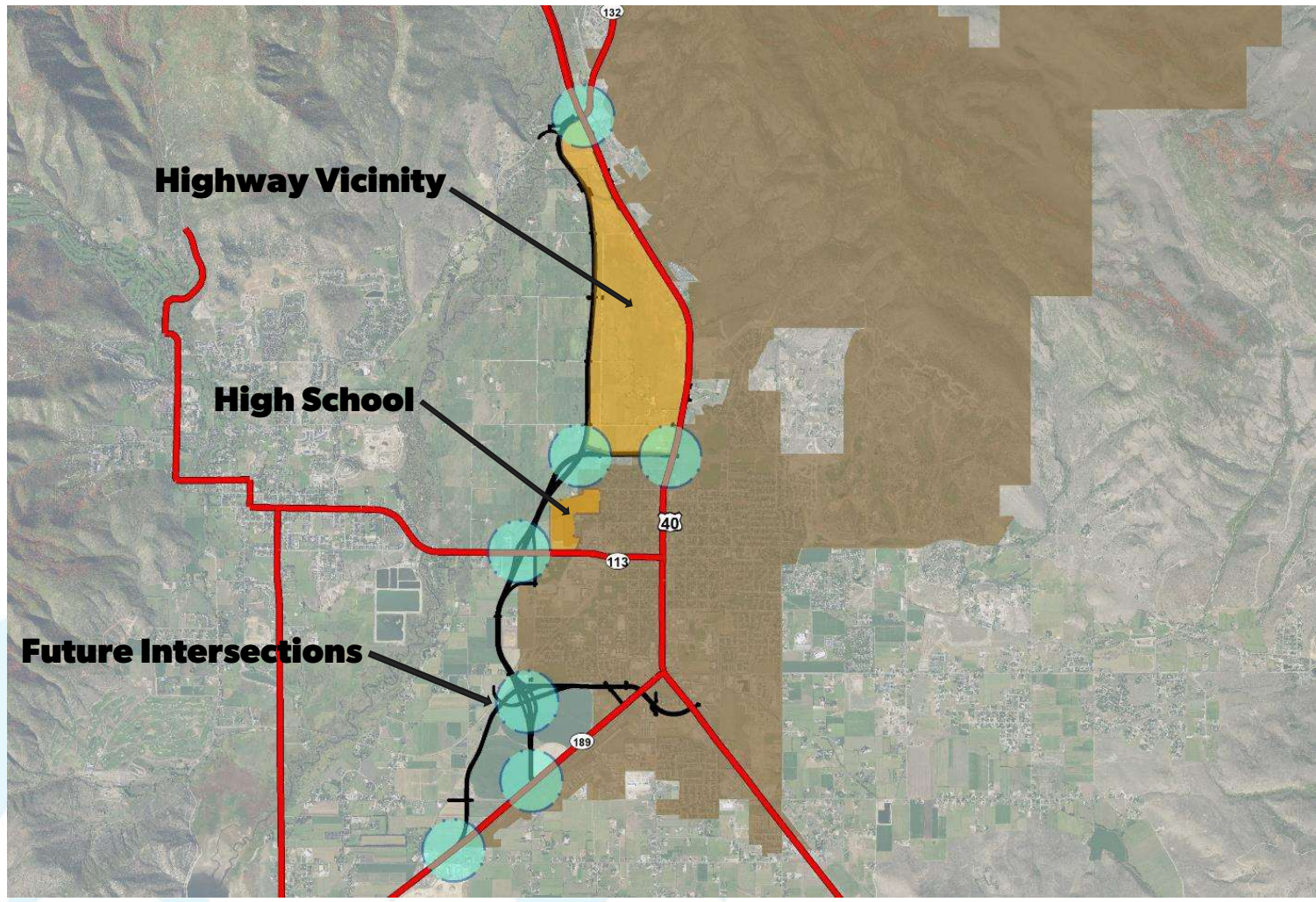
## Objective

- Define Urban Service Boundary relative to future bypass

Only 8 slides to go!



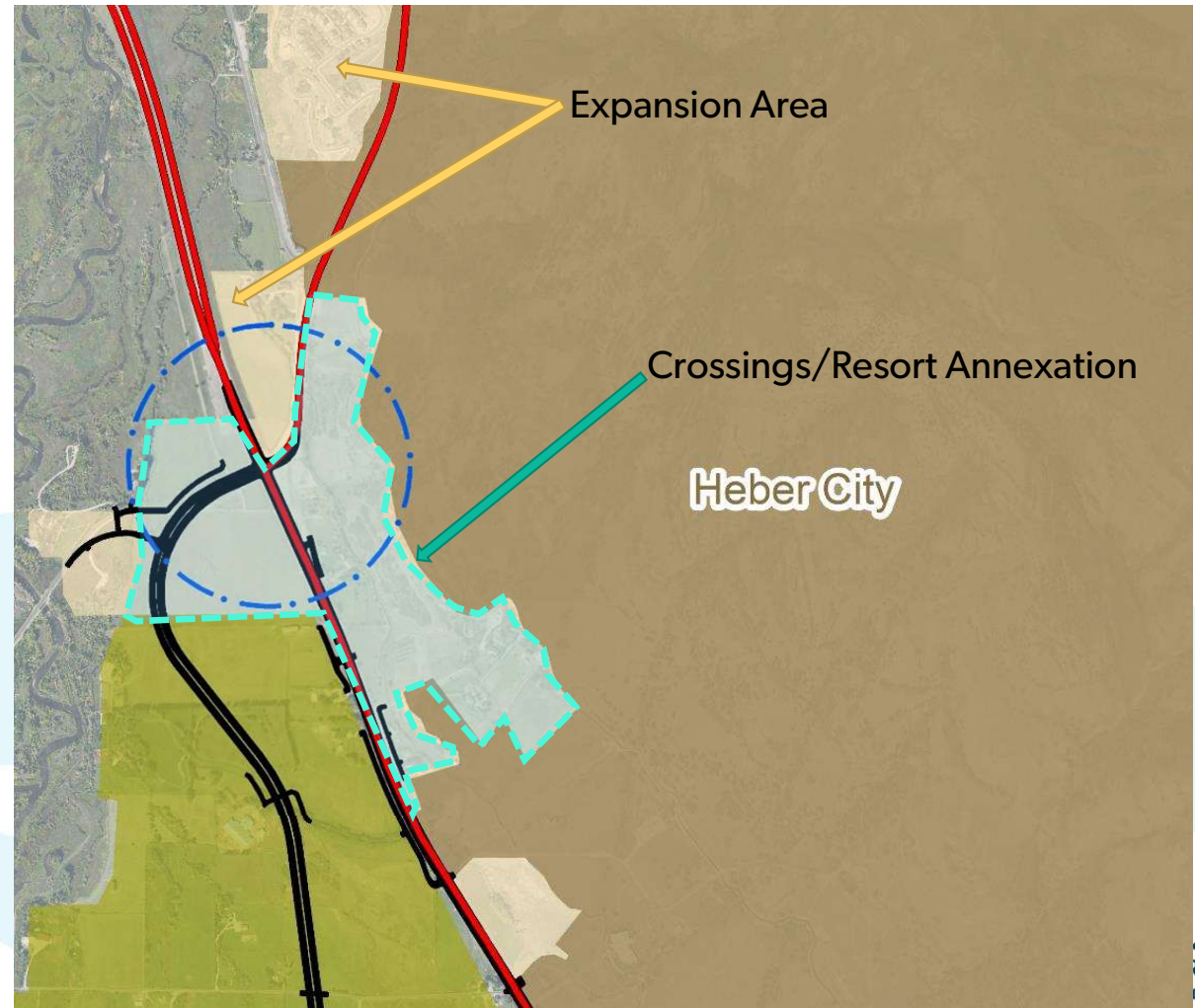
# Future Growth Pressures



# Crossings Annexation

## Proposed Development

- A County MDA exists for the following:
  - Retail
  - Services
  - Fuel Station
  - Hotel & Resort
  - Multi-Family Dwellings
- An annexation request with Heber City on hold



# North Fields Area

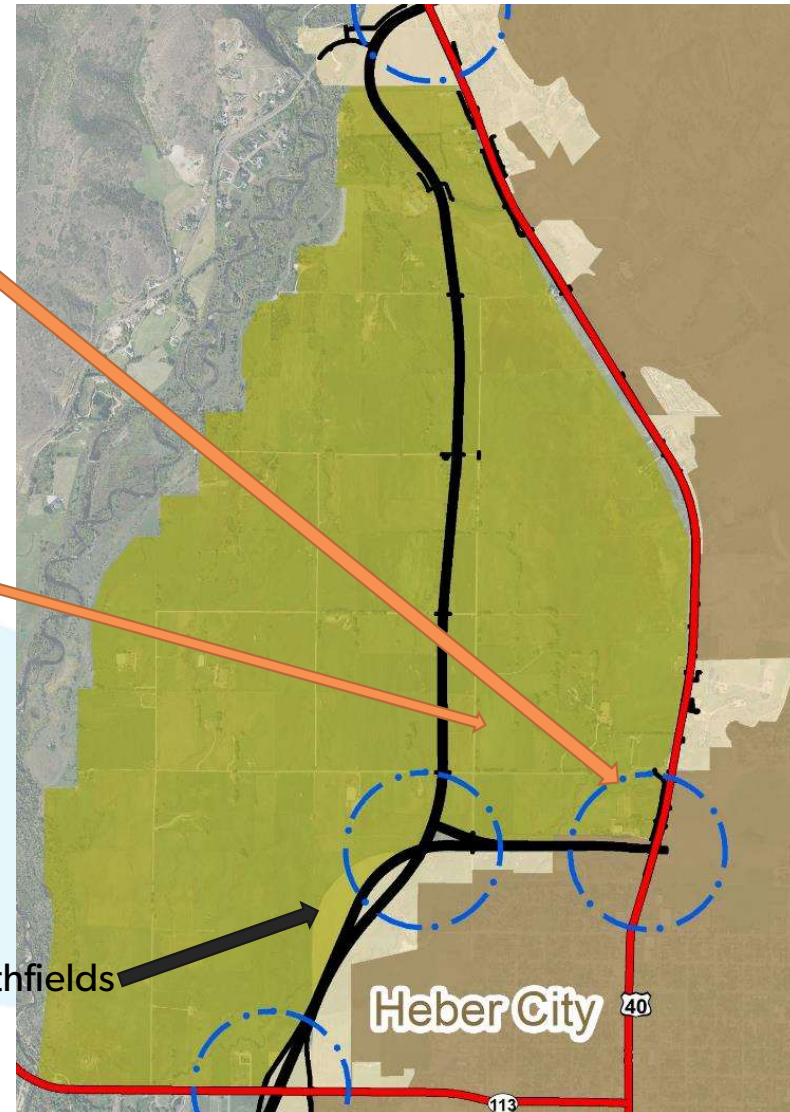
## New Intersections Attract Growth

- Big Box Retail
- Retail & Services
- Fuel Stations

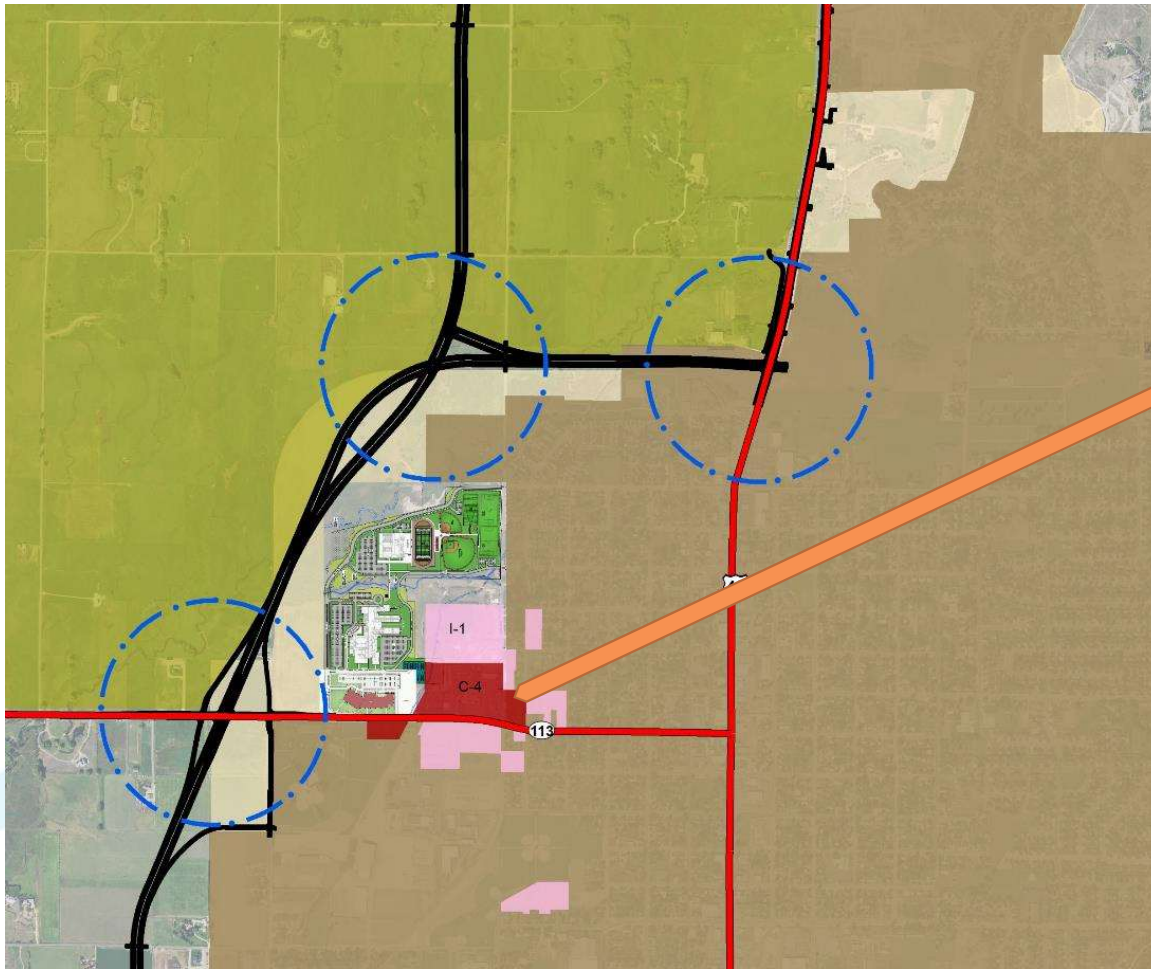
## Areas Nearby Attract Growth

- Multi-family Dwellings
- Single Family Dwellings
- Big Box Retail
- Manufacturing, Warehousing

Overlap with Northfields



# High School Vicinity



## High School Area

- Fast Food & Drive-Thru's

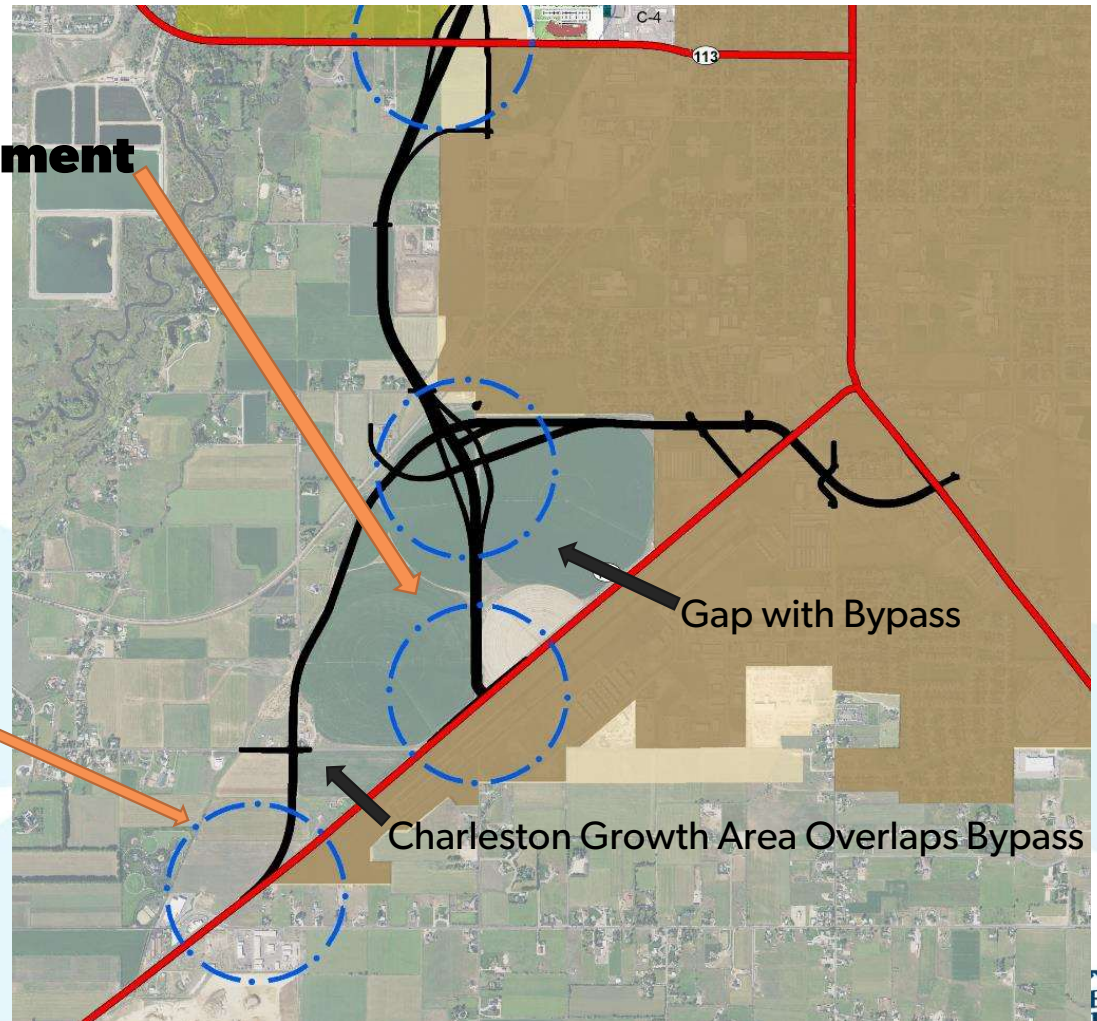
# South-West Heber

## Highway Vicinity Attracts Development

- Big Box Retail
- Fuel Stations
- Manufacturing, Warehousing
- Commercial Storage
- Golf Courses
- Resorts

## Intersection Attracts Growth

- Big Box Retail
- Hotels
- Manufacturing, Warehousing
- Multi-family Dwellings



# Vision for Bypass Adjoining Land Uses



## **Promote:**

- Landscaping berm
- Trail
- Branded facilities
- Open lands



**Avoid:**  
Sprawling commercial

# Why?

- School District desires a closed campus
- Envision Heber 2050:
  - City to be surrounded by open space
  - Landscaping, Berm & Trail along Bypass
- Driveways & Local Street connections slow Bypass traffic
- North Fields Preservation Efforts

# Recommendations

- **Land Use Partnerships**

- UDOT, Was. Co., Midway, Daniel, Charleston & MAG
- Implement Corridor Preservation Tools
- Bypass Access Management Agreement
- Land Use/Annexation/Services Agreement
- Landscaping, Berm & Trails along Bypass

- **School District**

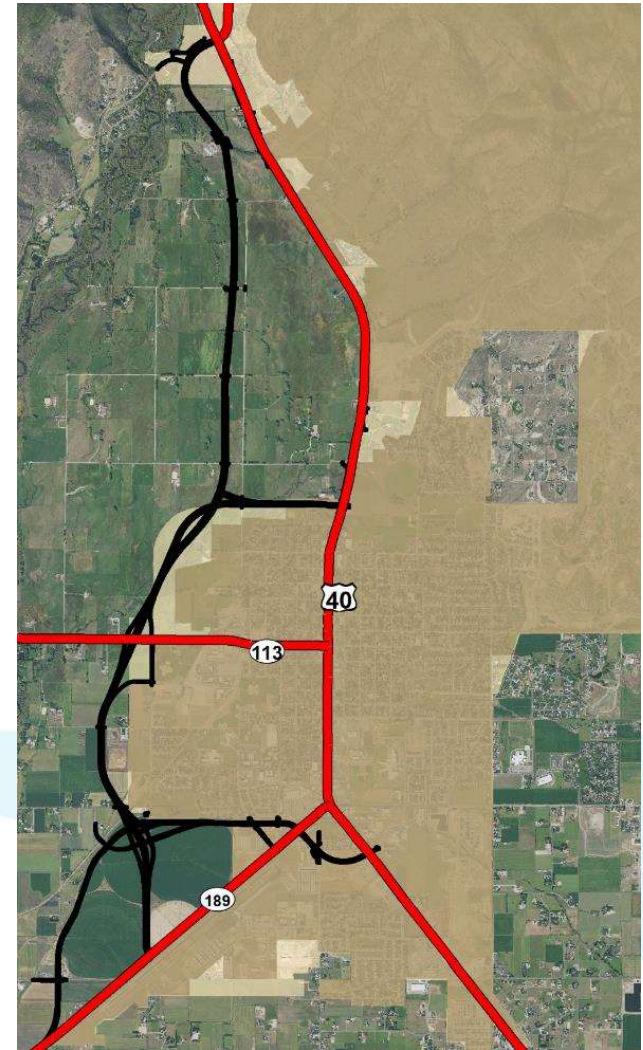
- Permitted Use/Zone Changes

- **Annexation Policy Plan**

- Line up expansion area with Bypass
- Avoid North Fields

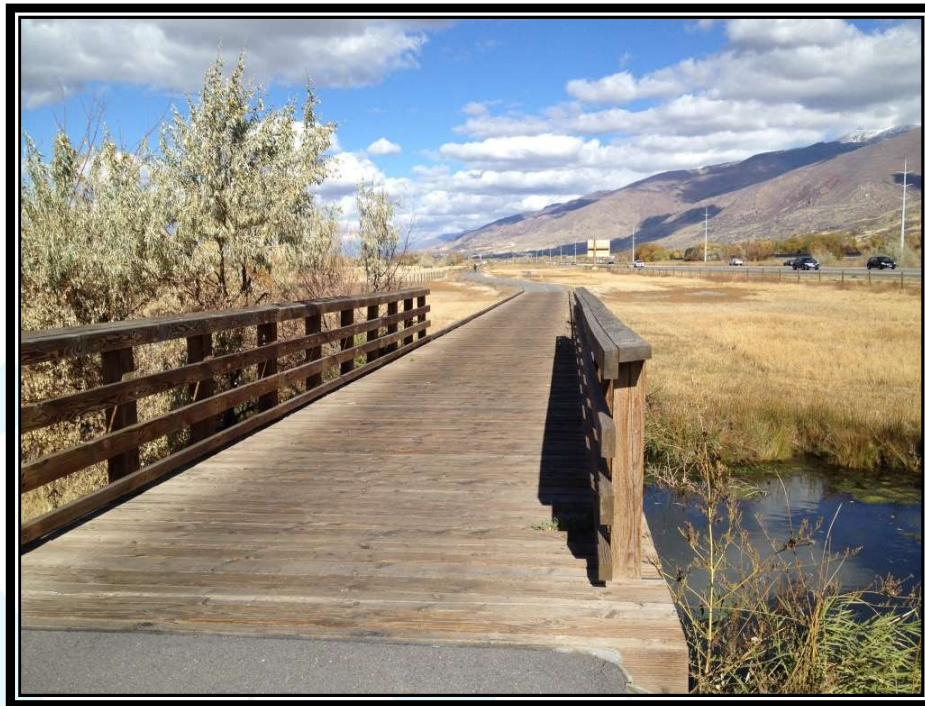
- **City Standards Along Bypass**

- Setbacks, Fencing & Access along Bypass
- North Fields Preservation Funds Priorities



# Legacy Highway Playbook

- UDOT purchased ground running contiguous with the highway as conservation easements
- Potential partnership UDOT/Heber/WOLB/USDA



# Discussion

- Questions
- Next Steps
- Debate