



## ALPINE CITY PLANNING COMMISSION MEETING

**NOTICE** is hereby given that the **PLANNING COMMISSION** of Alpine City, Utah, will hold a **Public Meeting** on **Tuesday, January 20th, 2026 at 6:00 p.m. at City Hall, 20 North Main Street, Alpine, Utah.**

The public may attend the meeting in person or view it via the Alpine City YouTube Channel. A direct link to the channel can be found on the homepage of the Alpine City website, [alpineut.gov](http://alpineut.gov).

### **I. GENERAL BUSINESS**

- A. Welcome and Roll Call: Alan MacDonald
- B. Prayer/Opening Comments: By Invitation
- C. Pledge of Allegiance: Susan Whittenburg

### **II. REPORTS AND PRESENTATIONS**

- A. None

### **III. ACTION/DISCUSSION ITEMS:**

- A. **Action Item:** Review of Draft Main Street & Gateway Corridor Master Plan

### **IV. COMMUNICATIONS**

### **V. APPROVAL OF PLANNING COMMISSION MINUTES:** January 6<sup>th</sup>, 2026

### **ADJOURN**

Chair Alan MacDonald  
January 16, 2026

**THE PUBLIC IS INVITED TO ATTEND ALL PLANNING COMMISSION MEETINGS.** If you need a special accommodation to participate in the meeting, please call the City Recorder's Office at 801-756-6347 ext. 5.

**CERTIFICATION OF POSTING.** The undersigned duly appointed recorder does hereby certify that the above agenda notice was posted at Alpine City Hall, 20 North Main, Alpine, UT. It was also sent by e-mail to The Daily Herald located in Provo, UT a local newspaper circulated in Alpine, UT. This agenda is also available on the City's web site at [www.alpinecity.org](http://www.alpinecity.org) and on the Utah Public Meeting Notices website at [www.utah.gov/pmn/index.html](http://www.utah.gov/pmn/index.html).



## PUBLIC MEETING AND PUBLIC HEARING ETIQUETTE

Please remember all public meetings and public hearings are now recorded.

- All comments **must** be recognized by the Chairperson and addressed through the microphone.
- When speaking to the Planning Commission, please stand, speak slowly and clearly into the microphone, and state your name and address for the recorded record.
- Be respectful to others and refrain from disruptions during the meeting. Please refrain from conversations with others in the audience as the microphones are very sensitive and can pick up whispers in the back of the room.
- Keep comments constructive and not disruptive.
- Avoid verbal approval or dissatisfaction with the ongoing discussion (i.e., booing or applauding).
- Exhibits (photos, petitions, etc.) given to the City become the property of the City.
- Please silence all cellular phones, beepers, pagers, or other noise-making devices.
- Be considerate of others who wish to speak by limiting your comments to a reasonable length and avoiding repetition of what has already been said. Individuals may be limited to two minutes and group representatives may be limited to five minutes.
- Refrain from congregating near the doors or in the lobby area outside the council room to talk as it can be very noisy and disruptive. If you must carry on a conversation in this area, please be as quiet as possible. (The doors must remain open during a public meeting/hearing.)

### Public Hearing vs. Public Meeting

If the meeting is a **public hearing**, the public may participate during that time and may present opinions and evidence for the issue for which the hearing is being held. In a public hearing, there may be some restrictions on participation such as time limits.

Anyone can observe a **public meeting**, but there is no right to speak or be heard there - the public participates in presenting opinions and evidence at the pleasure of the body conducting the meeting.

# **ALPINE CITY PLANNING COMMISSION AGENDA**

**SUBJECT:** Proposed Main Street & Gateway Corridor Master Plan Draft

**FOR CONSIDERATION ON:** January 20th, 2026

**PETITIONER:** City Staff

**ACTION REQUESTED BY PETITIONER:** Review Proposed Draft.

**Review Type:** Legislative

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## **BACKGROUND INFORMATION:**

Alpine City received a grant from the Mountainland Association of Governments (MAG) to create a master plan focused primarily on the Gateway Corridors (Alpine Highway, Canyon Crest Road, and Westfield Road) and Main Street. The consulting firm Design Workshop was selected to help the city in this process. A steering committee which included members of the city council and community members also were heavily involved in this project.

The purpose of this plan is to create a long-term visioning document that establishes a shared vision and framework for how the Main Street and Gateway Corridor areas should grow and develop over time. Its role is to help guide elected and appointed officials in making decisions in this designated area so that individual projects align with community goals and values. This is not considered code, and should be viewed as a recommending vision oriented document. The plan focuses on the following topics

- Project vision, purpose, and planning framework
- Community engagement and public outreach process
- Community values and guiding principles
- Existing conditions analysis (land use, zoning, and development patterns)
- Gateway corridors overview and character assessment
- Main Street and downtown planning strategy
- Character areas and land use concepts
- Transportation and mobility planning (pedestrian, bicycle, and vehicular safety)
- Traffic management and corridor design strategies
- Placemaking, public spaces, and civic amenities
- Historic preservation and updated design guidelines
- Economic and market analysis, including retail demand and leakage
- Gateway identity, wayfinding, and signage concepts
- Land acquisition strategy and policy framework
- Implementation strategy and action matrix
- Phasing, coordination, and long-term plan administration

As discussed in the document, the consultant hired to work with the city to develop this plan based on best practice principles and incorporating feedback received from residents.

The Planning Commission as included in the motion from the January 6th meeting would like to view this plan one section at a time, with a focus on those sections pertaining to

the Commissioners role. **The Chapter for review on this agenda is titled Alpine City Main Street and Gateway Corridors Small Area Plan on pages 23-35.**

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**GENERAL PLAN REFERENCE:**

- *Encourage and maintain a safe, convenient and inviting atmosphere for pedestrians within commercial areas by applying the Gateway Historic District Design Guidelines. (Policy 1.4 page 5)*
- *Preserve and beautify the three gateways into the City so that it is clear that you are entering Alpine. (Policy 1.5 page 5)*
- *Land zoned as B-C (Business Commercial) shall consist of professional office, retail and other commercial uses serving the community and situated within an environment which is safe and aesthetically pleasing. Limited residential shall be permitted as set forth in the Alpine City Development Code. (Policy 2.2 Page 7)*
- *Land zoned as TR-10,000 (Town Residential – 10,000 square foot minimum lot size) shall include the area generally located within the originally settled town center of Alpine that is considered appropriate for higher density residential development. (Policy 2.3 page 7)*
- *Land zoned as CR-20,000 (Country Residential – 20,000 square foot minimum lot size) shall include, but is not exclusive to, traditional agricultural land and land located at a lower elevation that is considered appropriate for medium density residential development. These areas should provide for the perpetuation of the rural and open space image of the City. (Policy 2.4 page 7)*
- *Land zoned as CR-40,000 (Country Residential – 40,000 square foot minimum lot size) shall include, but is not exclusive to, land generally located around the periphery of the City center considered appropriate for low density residential development. These areas should provide for the perpetuation of the rural and open space image of the City. (Policy 2.5 page 7)*
- *The Gateway Historic District Overlay Zone should maintain a high character of community development by regulating the exterior architecture characteristics of structures that are developed in the center of Alpine City (See Gateway Historic District Design Guidelines). (Policy 3.1 page 9)*
- *Promote safe and efficient traffic circulation by following the Street Master Plan. Pedestrian safety shall also be a key focus of the traffic circulation plan. (Policy 1.1 page 12)*
- *Promote the use of roundabouts or other traffic flow options to prevent the need for stop lights therefore maintaining the historic small-town rural atmosphere. (Policy 1.5 page 12)*
- *Seek to attract stable retail businesses that will stimulate economic growth and attract other likeminded businesses to the community. (Policy 1.2 page 28)*
- *Seek to attract new low-impact businesses that fit the character and scale of Alpine City. (Policy 1.3 page 28)*

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**CITY CODE REFERENCE:**

- Alpine Development Code 3.07 Business Commercial Zone
  - Alpine Development Code 3.02 TR-10,000 Zone
  - Alpine Development Code 3.03 CR-20,000 Zone
  - Alpine Development Code 3.04 CR-40,000 Zone
-



**PUBLIC NOTICE:**

This item has been scheduled for a public hearing to take place, and has been noticed according to State and City requirements.

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**STAFF RECOMMENDATION:**

Staff recommends that the Planning Commission review the proposed draft of the Main Street & Gateway Corridor Master Plan and provide any desired edits or feedback through a formal motion.

Staff anticipates incorporating the Planning Commission's comments and recommends tabling the item, if necessary, to allow time for staff and the consultant team to make revisions. If the Planning Commission determines that any requested changes are minor, the Commission may recommend approval of the plan to the City Council with those changes noted.



# **ALPINE CITY MAIN STREET AND GATEWAY CORRIDORS SMALL AREA PLAN**

November 2025



# ACKNOWLEDGEMENT

## PREPARED FOR

Alpine City Mountainland Association of Governments

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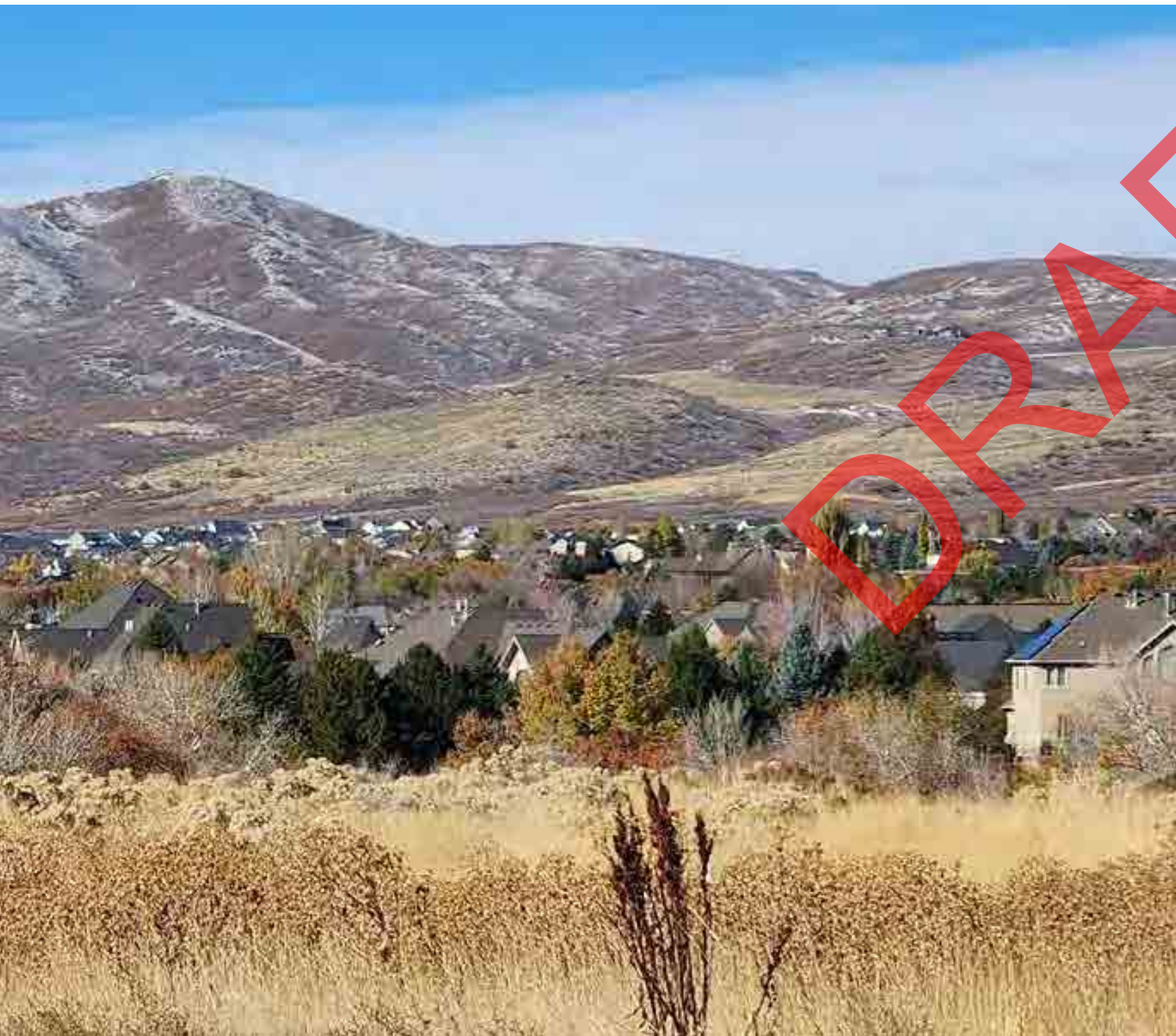
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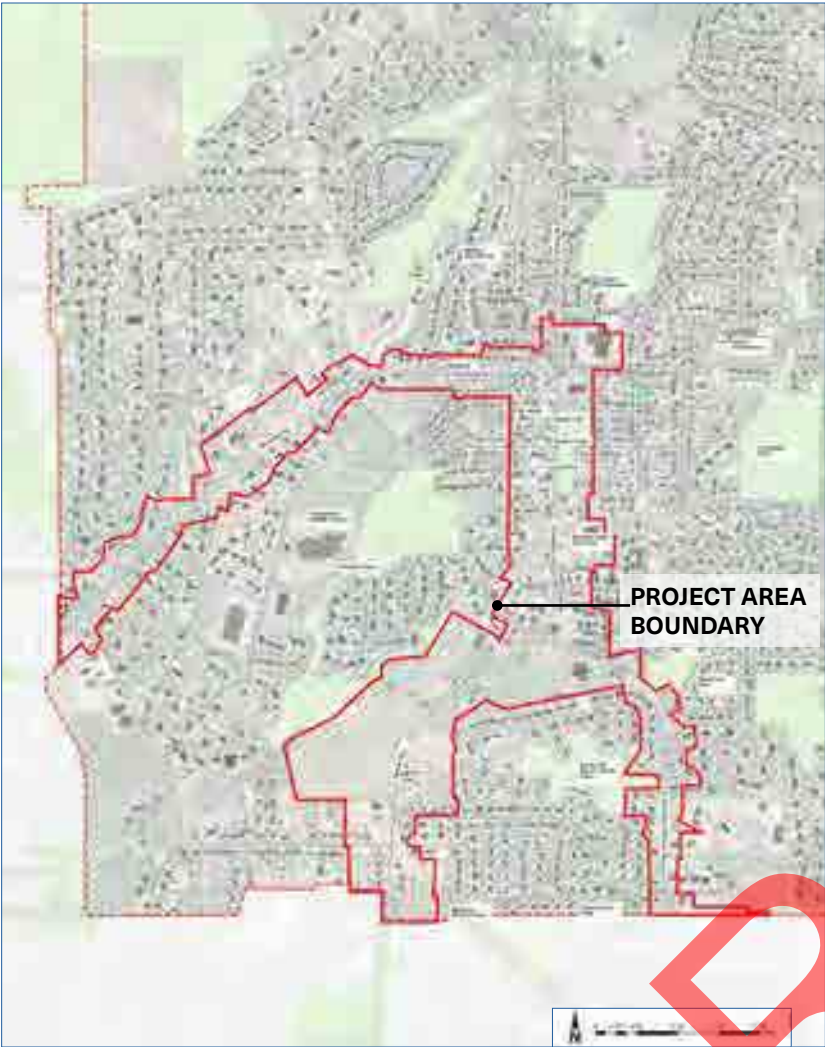
*Aerial View of Alpine City*

## **A VISION FOR ALPINE CITY'S GATEWAY CORRIDORS**



# PROJECT OVERVIEW

The Alpine City Gateway Corridors Small Area Plan enhances three primary gateways to the city, along with the Main Street and downtown districts, to strengthen accessibility, design quality, and community character. The plan integrates revisions to the Historic District Design Guidelines, aligning them with current urban design goals and development needs within the Business Commercial zone. With a multidisciplinary team, this effort includes a comprehensive review and update of design standards and zoning recommendations to support cohesive growth, preservation, and revitalization in these key areas of the City, while addressing traffic management and mobility. The plan establishes a unified framework to guide development, improve connectivity, and reinforce the city's distinctive identity.



## PROJECT VISION

This project creates a community-driven plan for Alpine City's Downtown and Gateway Corridors, enhances the existing Historic Downtown Gateway Design Guidelines, and provides a framework to guide growth and development. A key focus involves establishing a safe, multi-modal transportation network that emphasizes pedestrian and cyclist-friendly infrastructure.

## INTRODUCTION

Alpine City is a small, picturesque community located in northern Utah County, nestled at the foot of the Wasatch Mountains. Characterized by its scenic natural setting and proximity to major recreational destinations like American Fork Canyon, Tibble Fork Reservoir, and the Lone Peak Wilderness, Alpine City offers residents immediate access to hiking, biking, and outdoor activities while maintaining a distinctly rural and small-town atmosphere. The city is located roughly 30 miles south of Salt Lake City, providing convenient access to the broader Wasatch Front metro area, yet Alpine retains a close-knit, family-oriented community identity with a strong focus on historic preservation, local agriculture, and an active outdoor lifestyle. The Main Street area and Gateway Corridors embody Alpine's commitment to a walkable, connected downtown that blends historic character with thoughtful, community-driven growth. As a primarily residential city with limited commercial corridors, Alpine places a high value on maintaining its distinct image and village-like charm amidst measured, planned development.

# PURPOSE OF THE PLAN

## PURPOSE

The plan provides a comprehensive framework for the growth and development of Alpine City's Main Street and Gateway Corridors, integrating community vision to balance historic preservation, economic vitality, and quality of life. It addresses land use, transportation, housing—including missing middle options—and economic strategies to create a vibrant, accessible, and sustainable downtown and gateways.

Aligned with this over arching vision, the updated Design Guidelines will provide clear, actionable standards rooted in best practices to guide development within the Business Commercial zone. The guidelines clarify language by incorporating dimensional standards to enhance usability and user-friendliness, and introduce graphics that effectively communicate the intended character and desired outcomes. Preservation of the historic character is supported through thoughtful modifications to requirements such as setbacks and parking lot standards.



## PLAN ELEMENTS



### ENHANCEMENT OF HISTORIC CHARACTER

The plan updates and expands the existing Historic Downtown Gateway Design Guidelines, to preserve and enhance the area's historic character while supporting appropriate development.



### ECONOMIC DEVELOPMENT

The plan incorporates a Main Street economic opportunity assessment, aiming to stimulate economic growth and vitality in the downtown area.



### HOUSING STRATEGY

The plan develops a housing strategy that addresses diverse housing needs and promotes a range of housing options within the area.



### TRANSPORTATION IMPROVEMENTS

The plan establishes a safe, multi-modal transportation network with a strong emphasis on pedestrian and cyclist-friendly infrastructure, supporting a walkable and accessible downtown environment.

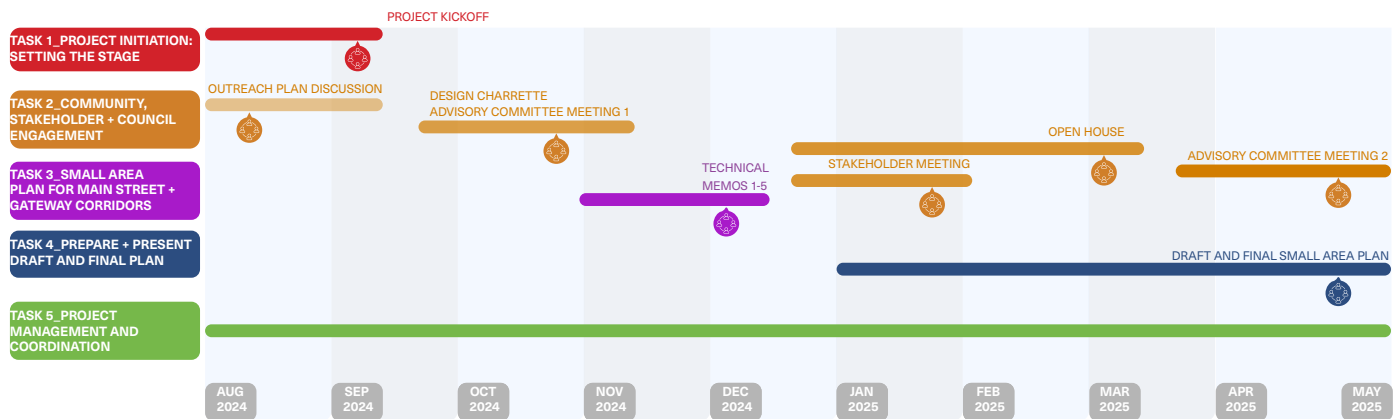
# PROJECT PROCESS

## OVERALL PROCESS

The Alpine City Gateway Corridors Small Area Plan development actively engaged the Alpine City community through diverse, inclusive methods such as a hands-on Workshop, focus group meetings, site visits, and two Open Houses. The community first gathered at a Design Charrette, providing broad input on key topics, including transportation, public spaces, and growth, fostering meaningful participation and dialogue.

The Workshop refined feedback and built consensus around the vision for Main Street and the Gateway Corridors. This iterative, transparent process ensured that community values and priorities directly shaped the plan, strengthened stakeholder ownership, and enabled equitable, informed decision-making.

### TIMELINE



The Alpine City planning process engaged residents and stakeholders through a series of focused events. It began with a two-day Design Charrette, held as part of Workshop 1 on November 14th–15th, continued with a dedicated Stakeholder Meeting on January 30th, and culminated in an Open House on March 12th. Each milestone fostered hands-on collaboration, transparent dialogue, and direct community feedback to guide future planning, ensuring that the outcomes reflect Alpine’s priorities and distinct character.



### WORKSHOP 1 STAKEHOLDERS AND TECHNICAL ADVISORY COMMITTEE MEMBERS BREAKOUT SESSIONS: MAIN STREET AND CORRIDORS

- 1 TRANSPORTATION AND MOBILITY
- 2 CATALYTIC SITES AND HOUSING
- 3 LAND USE AND DEVELOPMENT OPPORTUNITIES
- 4 PLACEMAKING AND PUBLIC SPACE DESIGN

## WORKSHOP 1: ASSESS COMMUNITY PRIORITIES

Workshop 1 was a two-day, in-person Design Charrette held in November 2024 that actively engaged the Alpine City community in the visioning process for the Alpine City Gateway Corridors Small Area Plan. It promoted broad participation through meetings, presentations and Open House with the design team.

Day 1 featured Stakeholder and Technical Committee focus group meetings, a walking tour, and an evening community Open House. Existing conditions and initial concept ideas were presented, and interactive visioning exercises helped establish design goals and priorities. Day 2 involved developing design concepts and gathering community feedback through a mid-point pinup, and a closing presentation. The team collaboratively produced preliminary urban design, placemaking, and multi modal transportation frameworks and illustrative plans which were refined based on community input.

Active listening and robust participation revealed diverse opinions and helped identify shared community values. Guided exercises addressed challenges and aspirations related to transportation, public spaces, catalyst sites, and growth. Multiple feedback loops allowed iterative revisions to build consensus. All outcomes were compiled into a Community Priorities Memo summarizing key findings and values.

This process followed best practices for charrettes, which included intensive, collaborative workshops that unite stakeholders, experts, and community members to rapidly co-create design solutions through cycles of proposing, listening, and refining. It enhanced community trust, helped visualize complex issues, and translated ideas into actionable plans efficiently and inclusively.

In summary, Workshop 1 combined structured stakeholder engagement and public participation through hands-on design activities and iterative feedback, resulting in a shared community vision and initial design frameworks for the Alpine City Gateway Corridors Small Area Plan.

### KEY TAKEAWAYS:

Workshop 1 focused on four key areas to understand community values and priorities for the Alpine City Gateway Corridors Small Area Plan. Stakeholders participated in the following breakout sessions and gave feedback on the following key areas: Transportation and Mobility, Catalytic Sites and Housing, Land Use and Development Opportunities, and Placemaking & Public Space Design. Interactive mapping and prioritization activities highlighted a strong community preference for focusing development in the southwest Gateway area, alongside infill housing and retail along Main Street. Transportation priorities emphasized enhancing multimodal connections, including bike lanes, shared-use paths and intersection improvements to boost safety and efficiency. Additionally, participants stressed the importance of preserving natural landscapes while accommodating growth.

In terms of placemaking, attendees identified opportunities to improve public spaces by adding shade structures, creating a local library, and developing nature play areas within the Gateway Corridors. Overall, Workshop 1 fostered collaboration and accelerated consensus-building among participants, establishing a clear, community-grounded foundation for the Alpine City Gateway Corridors Small Area Plan. This collaborative process set the stage for thoughtful, inclusive growth that balances development with Alpine’s distinct character and sense of place. The outcomes from Workshop 1 provided a strong framework to guide subsequent planning phases and community engagement efforts.



COMMUNITY VALUES

Based on feedback received during the Workshop 1, the Project Team distilled the following Community Values to guide further refinement of the Alpine Main Street + Gateways Plan.

These community values represent key priorities that residents want reflected in the plan. They include celebrating and protecting the history of Alpine City, fostering an active and outdoor-oriented lifestyle, preserving family traditions, encouraging thoughtful and distinctive growth, maintaining a distinct image and agricultural identity, creating a community for all ages, supporting connectivity and walkability, and preserving the small-town feel.



STAKEHOLDER MEETING WITH ALPINE HIGHWAY RESIDENTS

This focused Stakeholder meeting engaged Alpine Highway residents in an in-depth discussion on existing roadway conditions and opportunities to enhance safety, character, and accessibility along the corridor. The conversation centered on shaping a street that feels safer and more connected while maintaining Alpine's small-town character.

Residents identified critical issues such as limited crossing opportunities, high vehicle speeds, and unsafe conditions for children, pedestrians, and cyclists. While recent widening and turn-lane improvements were appreciated, participants expressed a preference for a more context-sensitive cross section that accommodates all users without further expansion. They supported designs that visually slow traffic and reinforce a neighborhood-scale environment.

The group identified the southern approach as a key gateway opportunity, recommending that it begin nearer to the city boundary. Desired design elements included reduced speed limits, dark-sky-compliant lighting to improve visibility and safety, and distinctive "Welcome to Alpine" signage. Lighting improvements were considered especially important given frequent nighttime activity by cyclists and runners.

Residents also voiced openness to limited rezoning—allowing accessory dwelling units, lot splits, and small-scale commercial uses—provided that new development respects existing character. Maintaining the area's eclectic mix and promoting adaptive reuse over demolition were recurring themes. Participants supported closing sidewalk gaps but preferred minimizing park strips requiring homeowner maintenance.

Additional discussions included potential for a roundabout near the future Ranch Drive connection, resolution of nonfunctional irrigation ditches, and ensuring equitable city investment across neighborhoods. Overall, the meeting revealed strong alignment around creating a safer, more cohesive, and distinctly Alpine corridor identity.

**HISTORY: CELEBRATE AND PROTECT**

Preserve and honor Alpine's unique historical character and heritage.

**ACTIVE/OUTDOOR-ORIENTED LIFESTYLE**

Support a lifestyle embracing outdoor activities and wellness while preserving the small-town rural character amid thoughtful growth.

**FAMILY ORIENTED**

Prioritize family-friendly traditions and events that strengthen community bonds.

**GROW DIFFERENTLY**

Encourage thoughtful, community-aligned development that respects local character.

**UNIQUE IMAGE AND AGRICULTURAL IDENTITY**

Protect and promote Alpine's agricultural roots and preserve natural open spaces.

**COMMUNITY FOR ALL AGES**

Ensure amenities and activities serve residents across all age groups.

**CONNECTED AND WALKABLE**

Develop safe, convenient, and accessible pedestrian and bike networks.

**SMALL TOWN FEEL**

Foster a welcoming, close-knit community atmosphere.

**KEY TAKEAWAYS:**

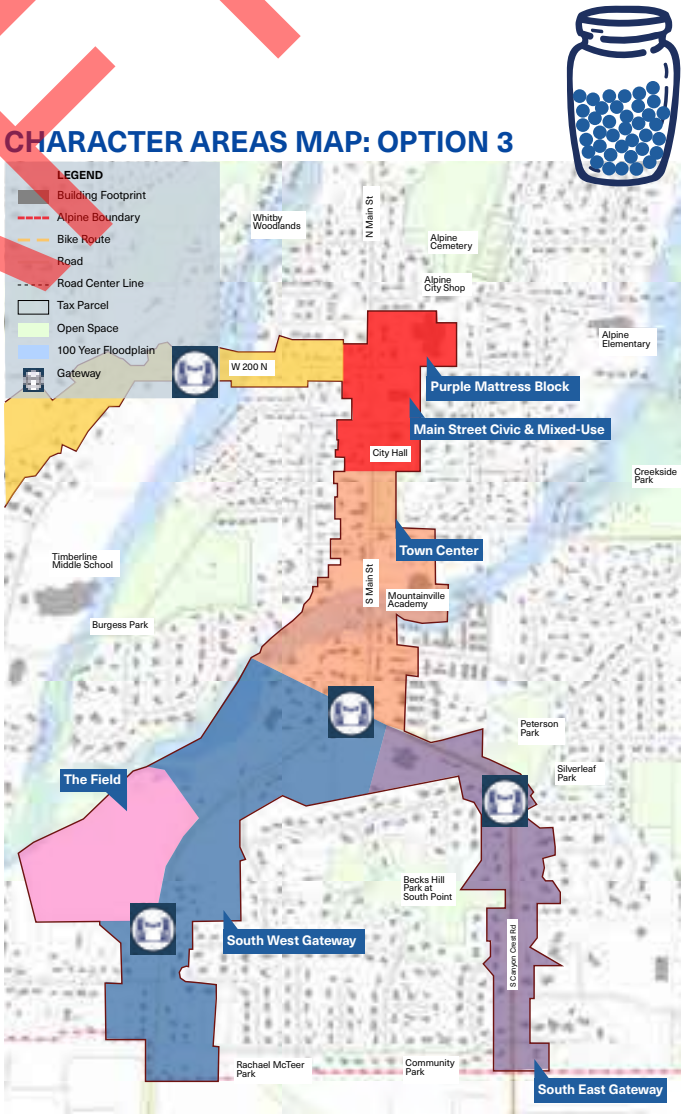
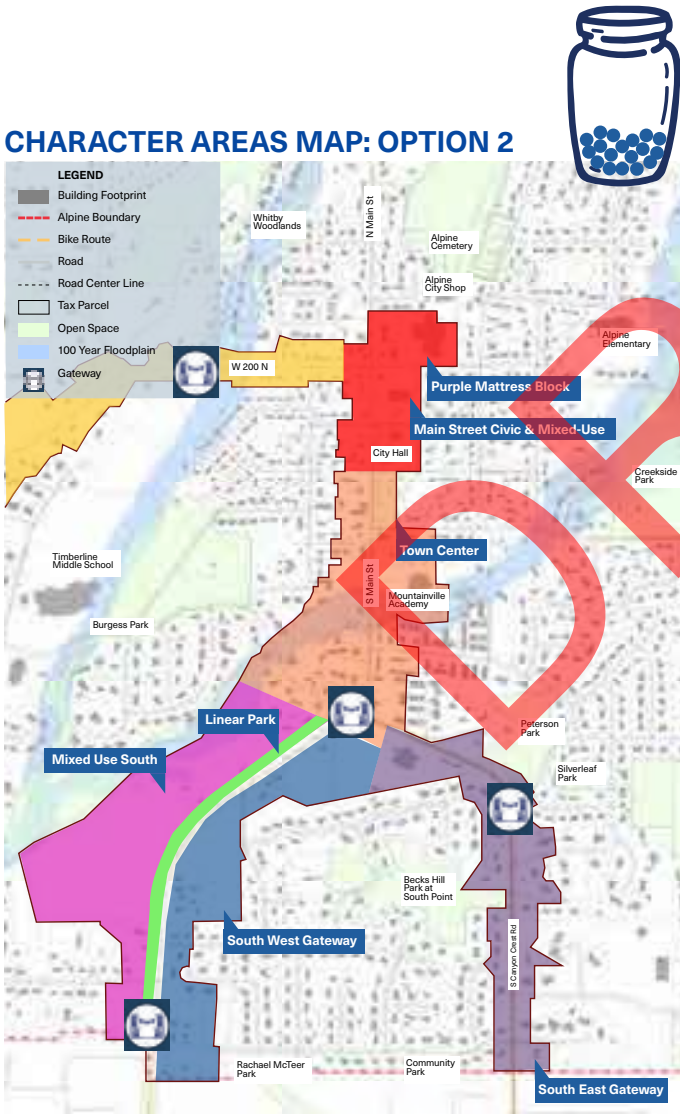
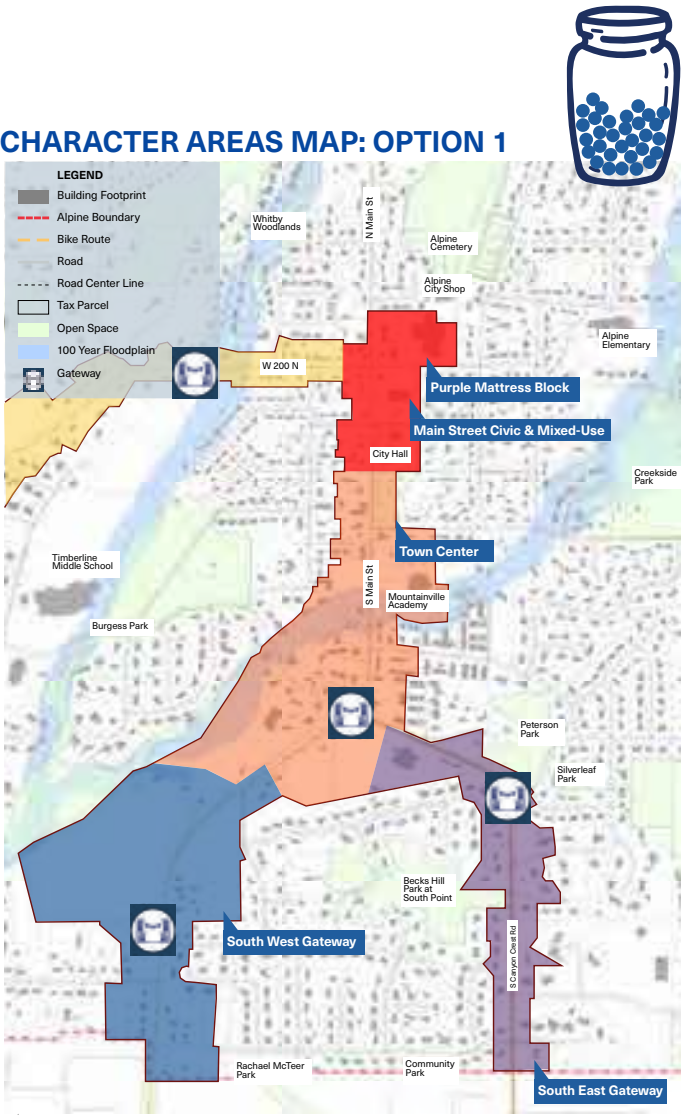
- » Desire to reduce travel speeds to better reflect neighborhood context and improve safety for all users.
- » Interest in a more balanced street design that maintains existing width while reallocating space for pedestrians, cyclists, and local access.
- » Support for defining a stronger southern gateway with coordinated landscaping, lighting, and signage elements.
- » Openness to limited rezoning for ADUs, lot splits, and small-scale commercial uses that complement existing character.
- » Preference for maintaining the unique, eclectic mix of homes and adaptive reuse of older properties.
- » Concern about pedestrian safety and lighting at night, particularly given increased e-bike and runner activity.
- » Recognition of the need for equitable city investment and sensitivity to community diversity along the corridor.



# OPEN HOUSE: COMMUNITY CONSENSUS BUILDING

This second community engagement event held in March 2025 included an evening public presentation and a daytime Open House featuring informational boards that allowed community members to drop by, review materials, ask questions, and provide feedback directly to the team. This format encouraged broad participation and in-depth discussion. The Open House focused on a vision and goals, defined character areas, enhanced mobility and connectivity strategies, a growth strategy that is unique to Alpine city and an updated approach to Utah's Missing Middle housing initiatives.

These elements collectively established a framework to sustain Alpine City's unique identity while promoting walkable, mixed-use, and accessible downtown and Gateway Corridors. The workshop also provided a crucial opportunity to build consensus around the vision for Main Street and the Gateway Corridors, incorporating feedback received during Workshop 1. This process helped refine and finalize the Alpine City Gateway Corridors Small Area Plan to reflect community values and priorities effectively.



Three character area options were presented, and attendees were asked to choose their preferred one. Each option outlined different spatial and development considerations.

Option 1 delineated five distinct character areas responding to existing conditions, including the Main Street Civic & Mixed Use area as a transition zone, a Town Center as the commercial core, Southwest and Southeast Gateways that preserve agricultural character and pedestrian infrastructure, and a Northwest Gateway focused on residential and connectivity improvements.

Option 2 retained the five areas from Option 1 but added a sixth character area called Mixed-Use South along the southwest corridor. This new area

introduced opportunities for mixed-use development with cultural, retail, commercial, and medium-density residential uses. A linear park was proposed to buffer between Alpine Highway and the new mixed-use area, while agricultural preservation continued east of Alpine Highway.

Option 3 was similar to Option 2 but refined the Southwest character area into a smaller new area called The Field. This gateway to Alpine City is characterized by broad views, a mix of low to medium-density residential lot types (single-family, duplex, townhome), and limited retail/services.

The exercise to gather feedback on these options resulted in Option 3 being chosen as the preferred one, reflecting community preference for including The Field as a key gateway area while maintaining a focused Town Center core north of the roundabout and balancing development with preservation.

## KEY TAKEAWAYS:

Residents were interested in maintaining the character of Alpine Highway, but many understood that change may come and the community should describe a vision before hand rather than react to proposals that weren't informed by public input during this process.

There is support for community services and human comfort elements along Main Street to build on the character of the town center.











# ALPINE CITY GATEWAY CORRIDORS TODAY

# EXISTING CONDITIONS

## ZONING

Alpine City’s current zoning map identifies the Main Street area as the major commercial district in the city, with three residential areas that vary in density surrounding the core. Below are the key zoning districts that are part of the Alpine City Gateway Corridors Small Area Plan project boundary:

### RESIDENTIAL:

The vast majority of land in Alpine City is zoned for residential purposes, mainly low-density single-family homes. There are specific zones such as CR-20,000 (half-acre lots), CR-40,000 (one-acre lots), and CE-5 (five-acre lots) that specify minimum lot sizes and densities. There is limited multi-family housing, with multi-family dwellings making up only a very small portion of land use.

### BUSINESS COMMERCIAL:

Alpine has some areas designated for commercial uses including retail, offices, and services, but this category is relatively limited compared to residential and agricultural uses. Business Commercial zones are typically clustered in designated business areas, serving community needs without dominating the city’s land area.

### SENIOR HOUSING OVERLAY:

The Senior Housing Overlay is established to provide opportunities for housing specifically designed for seniors within Alpine City, while preserving the city’s predominantly residential character. This overlay allows for thoughtfully integrated senior living developments, such as independent living, assisted living, or age-restricted communities, within designated areas that are otherwise zoned for residential use.

### ACCESSORY AND MIXED USES:

Properties may include accessory dwelling units and other permitted secondary uses as defined by code, especially within residential zones. There are also conditional uses where the Planning Commission may grant special permission, subject to compatibility reviews.

### TOWN RESIDENTIAL:

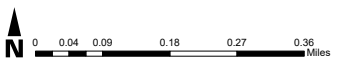
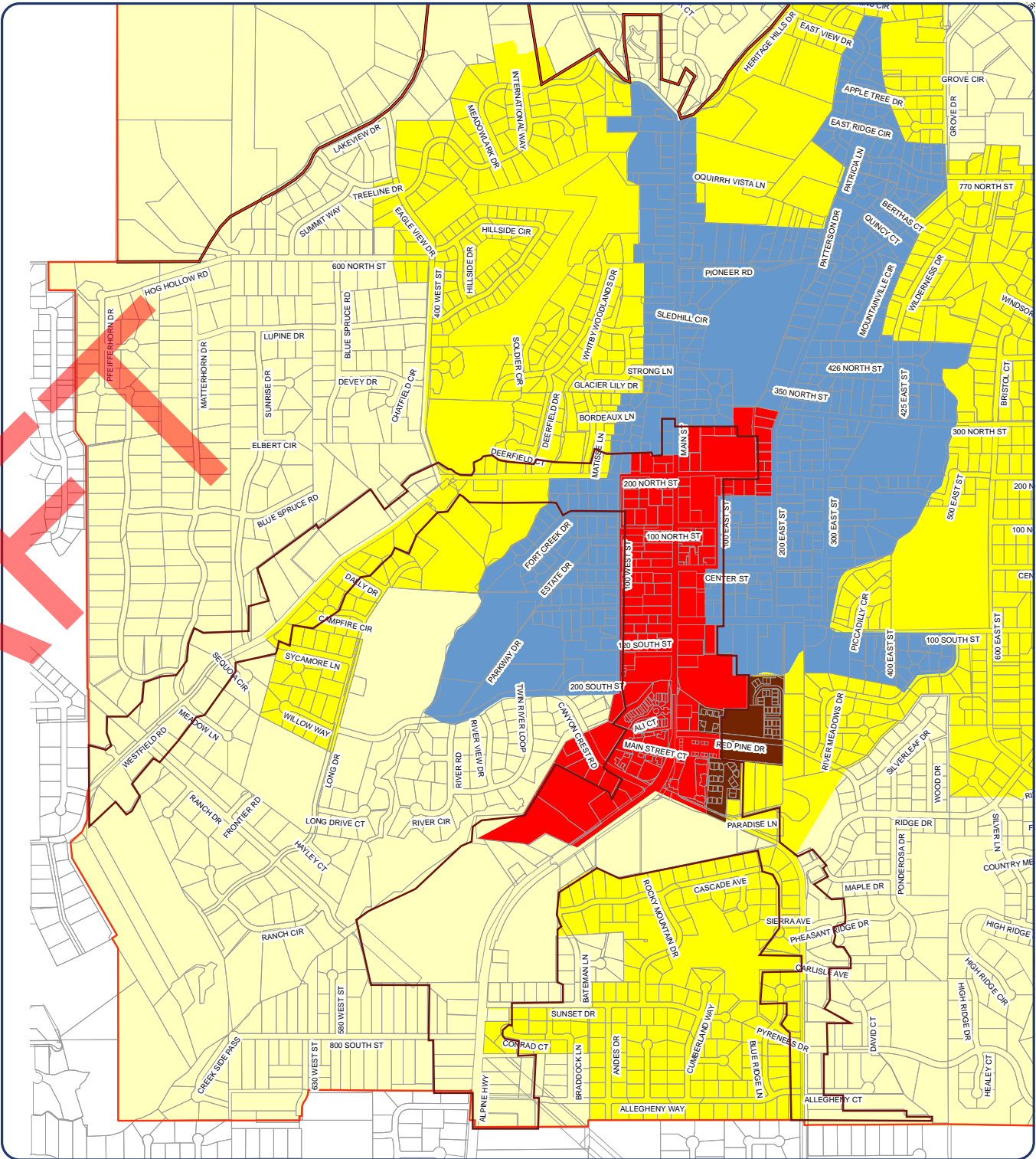
The TR-10,000 zone in Alpine City, Utah, is a Town Residential district with a minimum lot size of 10,000 square feet, front setbacks of 40 feet, rear setbacks of 10 feet, and side setbacks of 5 feet, designed for higher-density single-family residential development in the historic town center area.

## LAND USE ALLOCATIONS



The largest land allocations as measured by area are for residential and agricultural uses, which together make up over 90% of total land in Alpine City.

Source: Alpine, Utah Zoning Map and Land Use Data - Zoneomics





LAND USE MAP

The Alpine City land use plan is a comprehensive framework guiding current and future development while preserving the city’s character and quality of life. Incorporated within Alpine’s 2021–2041 General Plan, it is implemented through zoning ordinances and development codes.

The plan features a detailed Land Use Map designating areas for residential, commercial, industrial, agricultural, recreational, public, and open space uses, each with specific goals for density, building form, and neighborhood character. These designations reflect Alpine’s community values, geography, and lifestyle, shaping how different parts of the city function and grow over the long term.

NEIGHBORHOOD LIVING

Most of Alpine is comprised of established neighborhoods with spacious homes, quiet streets, and mature landscaping. The community’s layout emphasizes privacy, scenic views, and an overall suburban-rural feel, with houses often surrounded by natural open space or agricultural lands. Multi-family housing is rare, so the city retains a distinctive low-density character.

RURAL LANDSCAPE AND HERITAGE

Much of Alpine’s land supports low-density agriculture, hobby farms, orchards, and gardens, often interwoven with residential areas. These green spaces create buffers between neighborhoods, preserve the city’s rural roots, and sustain habitats for local wildlife.

RECREATION AND OUTDOOR ACCESS

Open space in Alpine is not merely preserved; it is actively utilized. The city is well known for its trails, parks, and access points to mountains and creeks. Residents benefit from a network of walkable green corridors connecting neighborhoods, playgrounds, sports fields, and hiking/biking trails that extend into the foothills or toward Main Street.

COMMUNITY GATHERING SPACES AND COMMERCE

While business districts are modest, they serve as important gathering places. Main Street and select areas host local shops, and services that provide essentials and create community hubs, particularly for social events and small-town celebrations.

CIVIC AND EDUCATIONAL ANCHORS

Schools, city buildings, and churches are integrated into the fabric of Alpine, acting not just as functional facilities but as centers of civic life. These institutions host community events, youth activities, and emergency services, fostering a strong local identity.

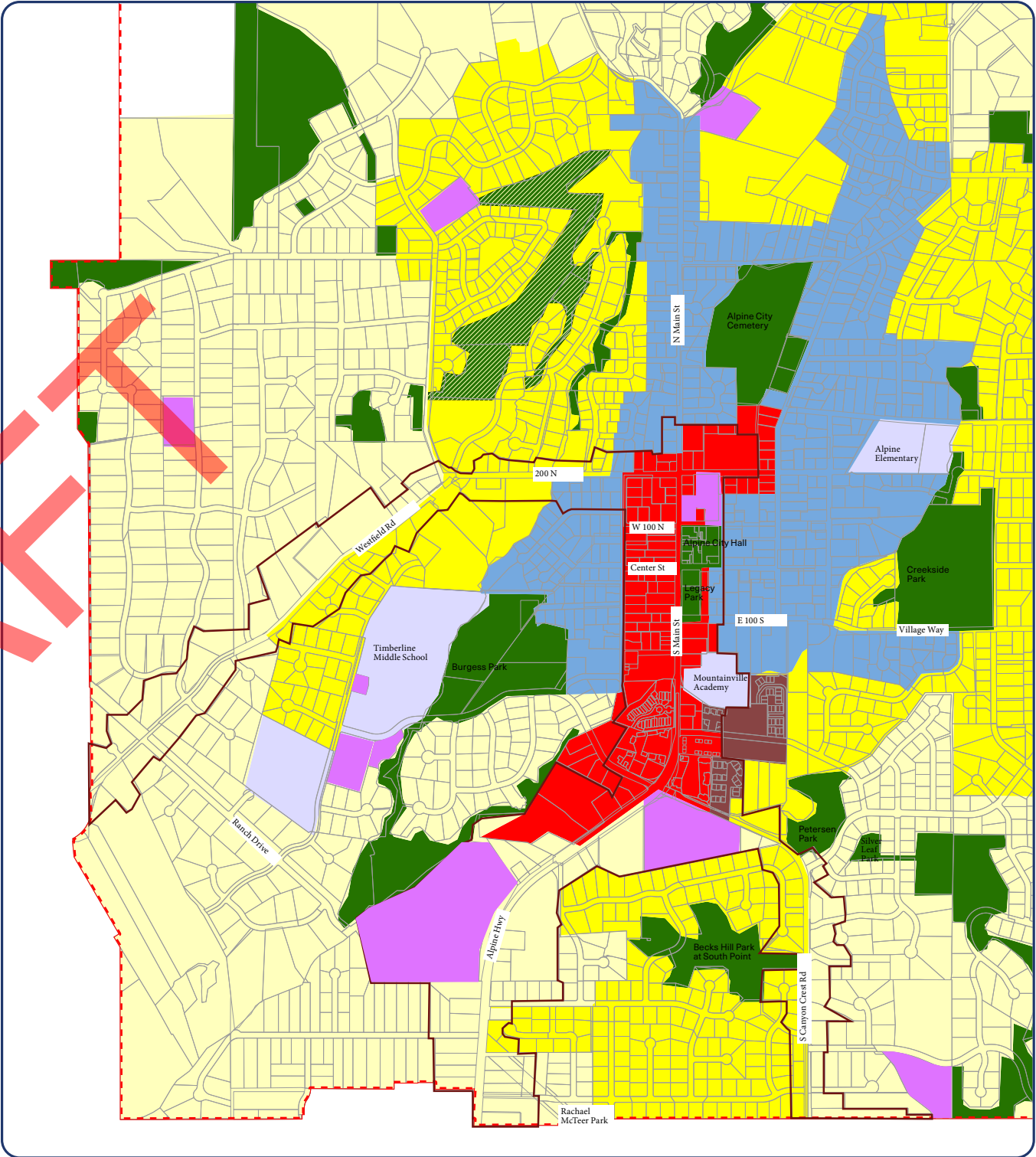
PRESERVED NATURAL FEATURES

Alpine’s land use deliberately protects creeks, hillsides, and view corridors. Sensitive environmental areas, like floodplains and steep slopes are left undeveloped or incorporated into the open space network, enhancing resilience and natural beauty.

EMERGING TRENDS

The city is gradually enhancing walkability and bike access, with new paths planned to connect homes to Main Street and other community destinations, addressing evolving mobility patterns while ensuring growth remains in harmony with Alpine’s established character.

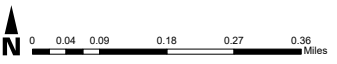
In summary, land use in Alpine goes far beyond regulatory zoning. It’s about how land supports community life, rural heritage, outdoor living, low-density commerce, and environmental stewardship—all working together to define what makes Alpine unique.



LEGEND

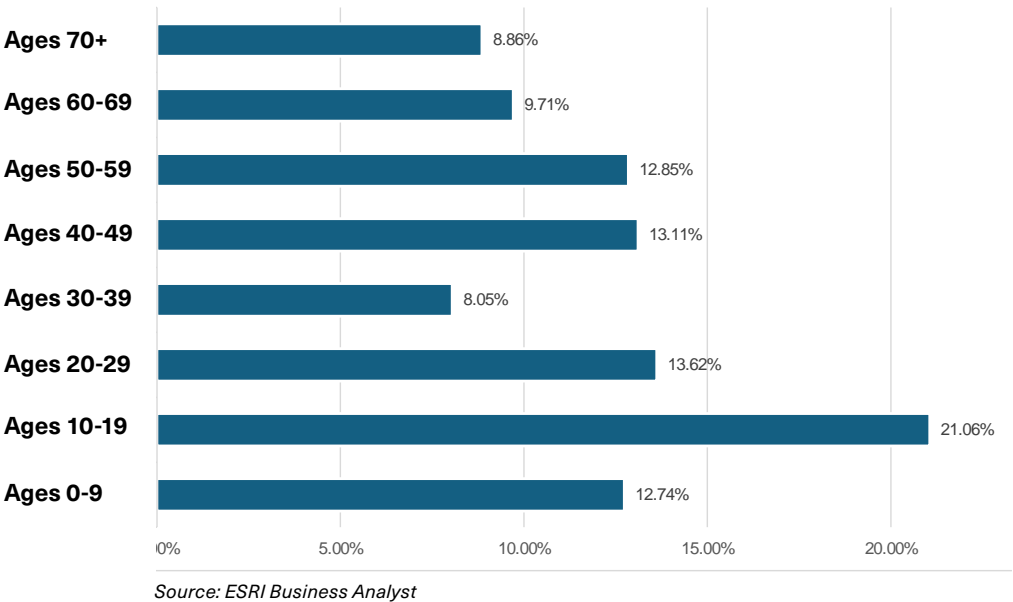
- Alpine City Boundary
- Tax Parcel
- Low Density Residential (1acre)
- Medium Density Residential (1/2 acre)
- High Density Residential (1/4acre)
- Project Area Boundary
- business Commercial
- Public Open Space
- Private Open Space
- Church Properties
- Senior Housing Overlay Zone
- School Properties

LAND USE MAP



DEMOGRAPHIC ANALYSIS

Alpine City’s demographic profile reveals a young population, with the largest age groups falling between 10–19 (21%) and 20–29 (13.6%), reinforcing the community’s family-oriented character. The concentration of children, teenagers, and young adults suggests a stable base of active households with consistent needs for recreation, education, and family services.



2024 RACE AND ETHNICITY

Alpine City's population is predominantly White, accounting for 90.71% of residents. Hispanic residents make up 4.55%, while those identifying as two or more races represent 5.73%.

MEDIAN HOUSEHOLD INCOME

\$168,392



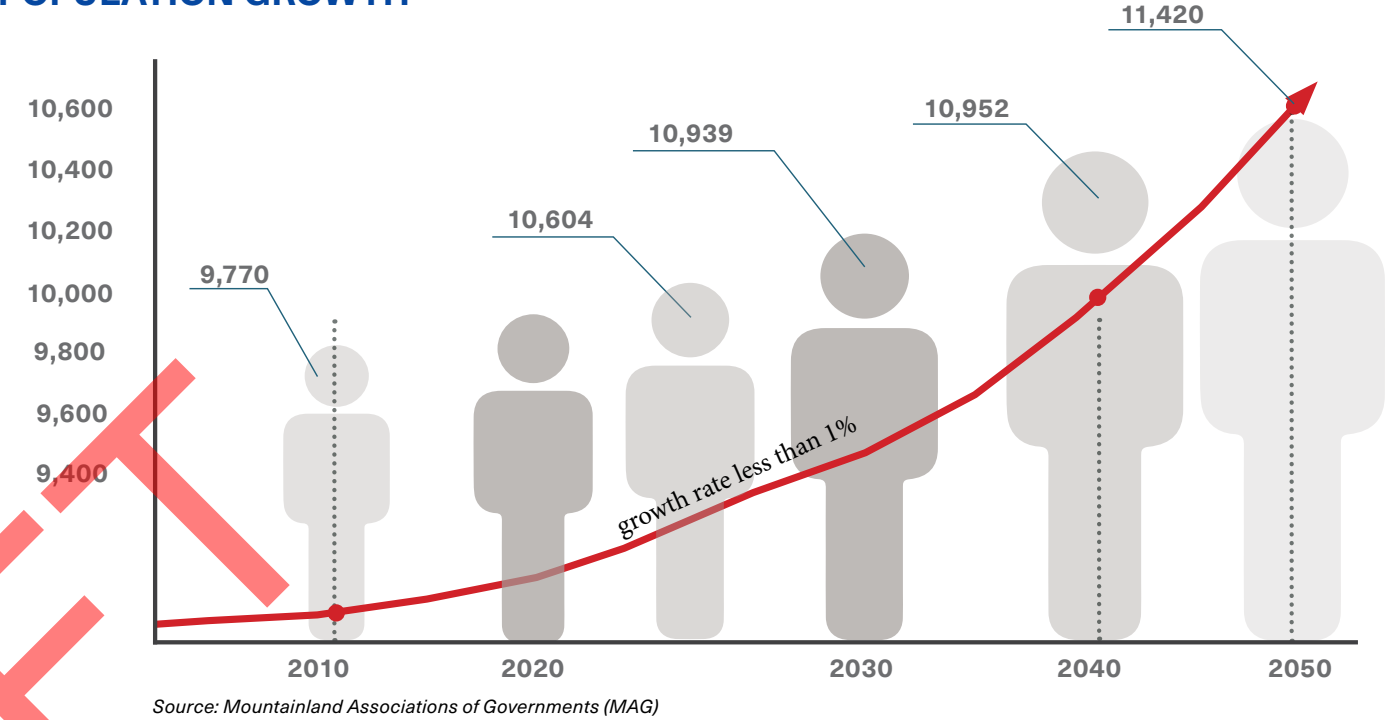
Alpine City’s median household income is \$168,392, significantly higher than Utah County’s median of about \$100,617 and the state median. This indicates a notably affluent community with strong purchasing power supporting upscale retail demand.

OVER 135,000 SF  
RETAIL CAPTURABLE DEMAND  
(60%)



Based on current leakage of nearly \$95.4 million, Alpine City could realistically support at least 137,990 square feet of new retail space even at a conservative 60% capture rate. This indicates clear market potential for well-planned retail development that aligns with the city’s demographics and consumer preferences.

POPULATION GROWTH



Alpine City’s population growth is slow but steady, increasing from 10,604 residents in 2024 to a projected 11,420 by 2050, with an annual growth rate of less than 1 percent. This pace indicates that while the community continues to experience stable household formation, it will not face rapid or expansive development pressures.

KEY TAKEAWAYS:

The city’s demographic patterns should inform future planning and guide the inclusion of amenities that cater to families and youth, such as safe and accessible pedestrian routes, informal gathering areas, playground elements, and a variety of casual dining and recreation options. Similarly, gateways should project a welcoming, community-centered identity that reflects Alpine’s family-focused environment. Design elements that highlight parks, schools, trail systems, and outdoor amenities can help reinforce this sense of place and communicate the city’s values to residents and visitors alike.

The current economic profile supports a downtown environment that prioritizes high-quality materials, refined architectural character, and thoughtful aesthetics. It also indicates market capacity for upscale retail, boutique shops, quality dining, and lifestyle-oriented services.

As a result of population growth projections, planning efforts should emphasize quality over quantity, focusing on timeless design, durable materials, walkable environments, and a human-scale built form. With limited growth opportunities, each development parcel becomes especially significant in shaping the city’s long-term character and identity.

Alpine City is an affluent, family-centered, steadily growing community with substantial unmet retail demand. Therefore, the Small Area Plan should emphasize quality, identity, walkability, and experiences rather than rapid density or large-scale expansion. Gateways should provide strong visual cues about Alpine’s character, and downtown should evolve into a vibrant, upscale community core.



RETAIL ANALYSIS

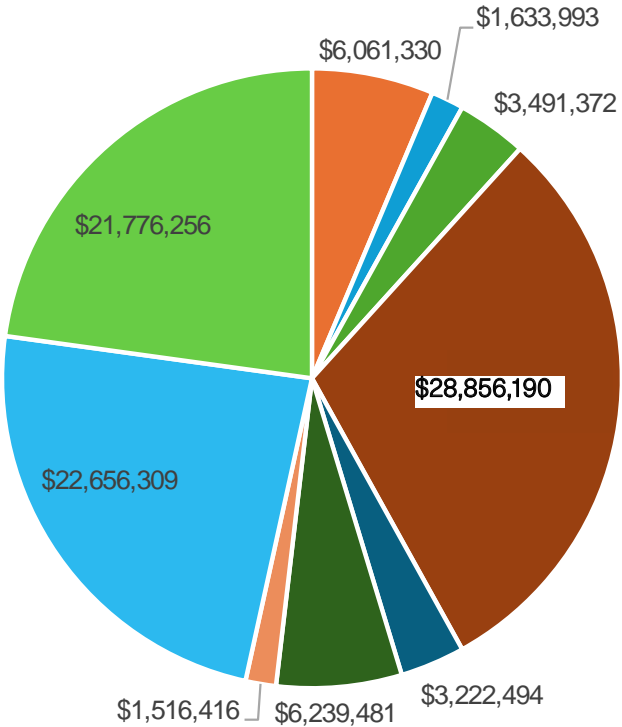
Alpine City, situated in Utah County along the Wasatch Front, remains predominantly residential, with limited commercial zoning and only a small collection of retail and restaurant establishments. This constrained commercial footprint has resulted in significant retail leakage—an estimated \$95M annually—as residents frequently shop in neighboring cities due to insufficient local options. With only \$9M in annual retail sales retained in the city, Alpine loses both economic activity and potential sales-tax revenue that could otherwise support local services and improve community vitality.

Retail Leakage Findings & Demand Potential

The city’s Business Commercial District contains just 12 retail and businesses, creating a mismatch between local demand and available offerings. Analysis shows the highest leakage occurring in:

- General Merchandise (\$22M)
- Food & Beverage (\$28M)
- Food Services & Drinking Places (\$21M)
- Health/Personal Care (\$3M)

Based on standard capture rates, Alpine could reasonably support approximately 137,000 SF of retail space, demonstrating a strong capacity to absorb new retail development.



ANNUAL RETAIL SALES:  
\$9M

ANNUAL RETAIL  
LEAKAGE: \$95M

RETAIL SF CAPTURABLE  
DEMAND (60%) :  
137,000 SF

The market study (see Appendix x) identifies a variety of potential tenants suited to either an experiential retail environment or as stand-alone destinations. Experiential retail—defined by a mix of restaurants, boutiques, services, and activity-oriented tenants—requires a large, cohesive footprint that allows complementary uses to co-locate. This collocation benefits businesses by encouraging longer dwell times, cross-shopping, and creating an environment where residents can accomplish multiple activities in a single trip.

- Furniture/ Home Furnishings
- Electronics/ Appliance Retailers
- Building Material/ Garden Supplies
- Food and Beverage Retailers
- Health/ Personal Care Retailers
- Clothing/ Accessory/Shoe/ Jewelry
- Sports/ Hobby/ Book/ Music
- General Merchandise Retailers
- Food Services and Drinking Places

Source: ESRI Business Analyst, CoStar

Given the scale of retail space Alpine could support, the city has a realistic opportunity to pursue a 100,000+ SF experiential retail development. Two areas within the city’s commercial district stand out as strong candidates for redevelopment:

1. FORMER PURPLE MATTRESS FACTORY PROPERTY

If not converted to housing, this aging industrial site offers a large footprint with the potential to be repurposed into a mixed-tenant experiential center. Its existing scale makes it suitable for redevelopment without requiring significant parcel consolidation.

2. SOUTHWEST GATEWAY PARCELS

This cluster presents one of the most compelling opportunities for a master-planned retail destination. Some of the potential benefits include:

- Existing commercial zoning, minimizing entitlement hurdles
- Visibility and access from Alpine Highway, drawing customers from outside the city
- No added traffic burden on S. Main Street
- The ability to connect parking lots to neighboring office properties, enabling improved circulation and an additional access point on W Canyon Crest Road



Dentist in Alpine City



Gym in Alpine City



*Aerial view of Alpine City looking toward S Main Street*

# ALPINE CITY MAIN STREET AND GATEWAY CORRIDORS SMALL AREA PLAN



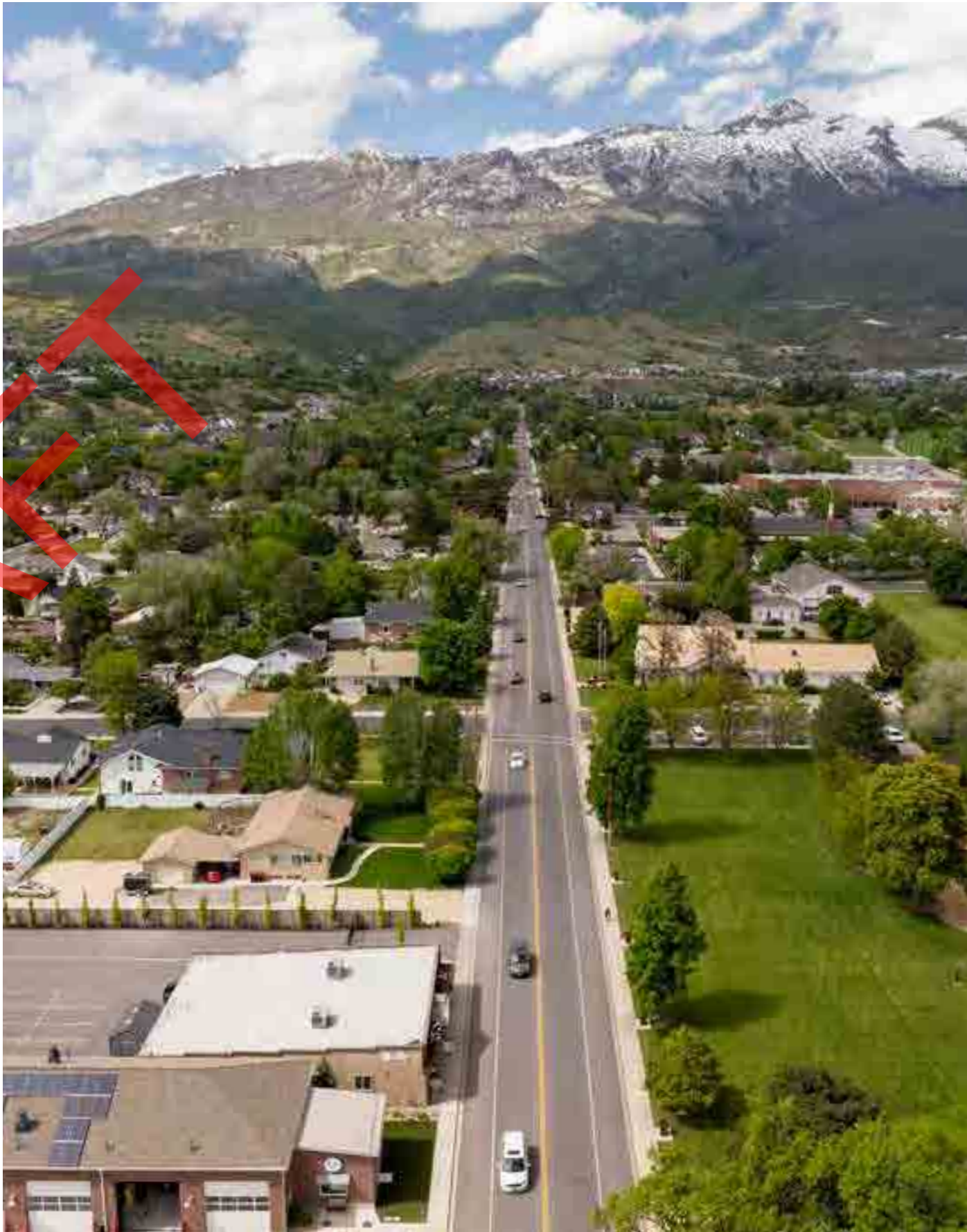
# INTRODUCTION

Alpine City envisions a future that celebrates its rural roots, historic character, and strong community identity, while thoughtfully guiding growth to meet future needs. The Alpine Gateways Project Plan is defined by six distinct Character Areas that respond to existing conditions and create new opportunities to create a walkable and diverse community.

The following recommendations provide a strategic framework to guide the growth and development of Alpine City’s Gateways. They are the product of an iterative public engagement process, with recommendations that clearly reflect the values, priorities, and concerns expressed by residents throughout Workshop 1, stakeholder meetings, and the citywide Open House. From the earliest phases of outreach, the planning team centered community participation as the guiding force in shaping the plan’s development, and the resulting strategies closely mirror the themes that emerged from this dialogue.

During Workshop 1, residents and stakeholders articulated a set of core community values that created the foundation for the plan’s direction. These values emphasized protecting Alpine’s historic and agricultural character, maintaining the small-town feel, promoting an active and outdoor-oriented lifestyle, supporting family traditions, and encouraging distinctive, thoughtful growth. Additionally, participants stressed the importance of enhancing walkability, improving multi modal transportation options, and strengthening community connectivity. The project team distilled these themes into a series of Guiding Principles:

- Context-Sensitive Design: new development will respond to the scale, form, and character of surrounding areas.
- Walkability and Connectivity: sidewalks, trails, and bike infrastructure will connect all character areas and provide multi modal transportation alternatives.
- Gateway Identity: each entrance Corridor to the city will offer a unique experience, focusing on identity and placemaking to create recognizable gateways.





RECOMMENDATIONS

1. SUPPORT BALANCED GROWTH IN A NEW MIXED-USE CHARACTER AREA (THE FIELD)

The new Mixed-Use South area introduces a strategic development opportunity along the southwest corridor of Alpine Highway. It will encourage a blend of medium-density housing, neighborhood-serving retail, and cultural venues, while creating an identifiable gateway to the city. Walkable design will be prioritized, complementing existing neighborhoods and green infrastructure can be incorporated along Alpine Hwy, including a low-impact stormwater system and bike lanes. This area will complement Town Center and create a smaller activity node within the city.

2. STRENGTHEN THE ROLE OF THE TOWN CENTER AREA

As the primary commercial heart of the city, Town Center will expand its offerings focusing on small business and community-focused retail, including mixed-use development with residential units above ground-floor retail or office spaces. Placemaking initiatives such as public art, event spaces, and pedestrian-friendly streetscapes should be prioritized.

3. ENHANCE MAIN STREET CIVIC AND MIXED-USE AREA

This area remains as the key civic and cultural core of Alpine City and creates a transition zone between the Town center commercial area and residential neighborhoods to the north. Historic structures and character should be maintained, and new development will follow the revised Design Guidelines being consistent with Alpine’s traditional character. A mix of housing options should be promoted to support housing diversity. Civic programming should be encouraged to activate the area year-round and strengthen Alpine’s community identity.



4. PRESERVE THE AGRICULTURAL AND OPEN SPACE CHARACTER OF THE SOUTHWEST GATEWAY

This area should celebrate and protect Alpine’s agricultural roots, maintaining open space and low density development. New development should focus on residential uses and be sensitive to the existing rural character. Opportunities for community gardens, local markets, or agricultural education spaces can be explored that can complement the new Mixed-Use South area.

5. MAINTAIN EXISTING CONDITIONS IN THE NORTHWEST GATEWAY AND THE SOUTHEAST GATEWAY

These areas should be maintained, and limited change is proposed. As transition zones from the city’s core to suburban neighborhoods, opportunities for connectivity improvements should be considered (such as new bike lanes) that provide easy access to nearby destinations and public spaces. Any future development along these two Corridors should respect the current scale and use and align with the community’s vision. A new gateway feature should be considered at the west end of 200N and the south end of S Canyon Crest Rd.

6. ENHANCE THE AESTHETICS AND CHARACTER OF ALPINE HIGHWAY AS THE MAIN CORRIDOR INTO THE CITY CORE

A new Linear Park along Alpine Hwy will create an inviting and visually pleasing entrance to the city, where a cohesive planting palette can provide a special character and opportunities for public art can be explored. Native landscaping, shade trees, benches, and lighting can make this park a new feature of Alpine City while incorporating a continuous multi-use trail that connects key areas across the city

7. IMPLEMENT A UNIFIED WAYFINDING AND GATEWAY IDENTITY SYSTEM

Across all gateway areas signage, branding, and wayfinding elements should be developed that reinforce Alpine’s identity and enhance navigation. Gateway features like monuments, landscaping, and public art should be prioritized at the key entry points and the roundabout.



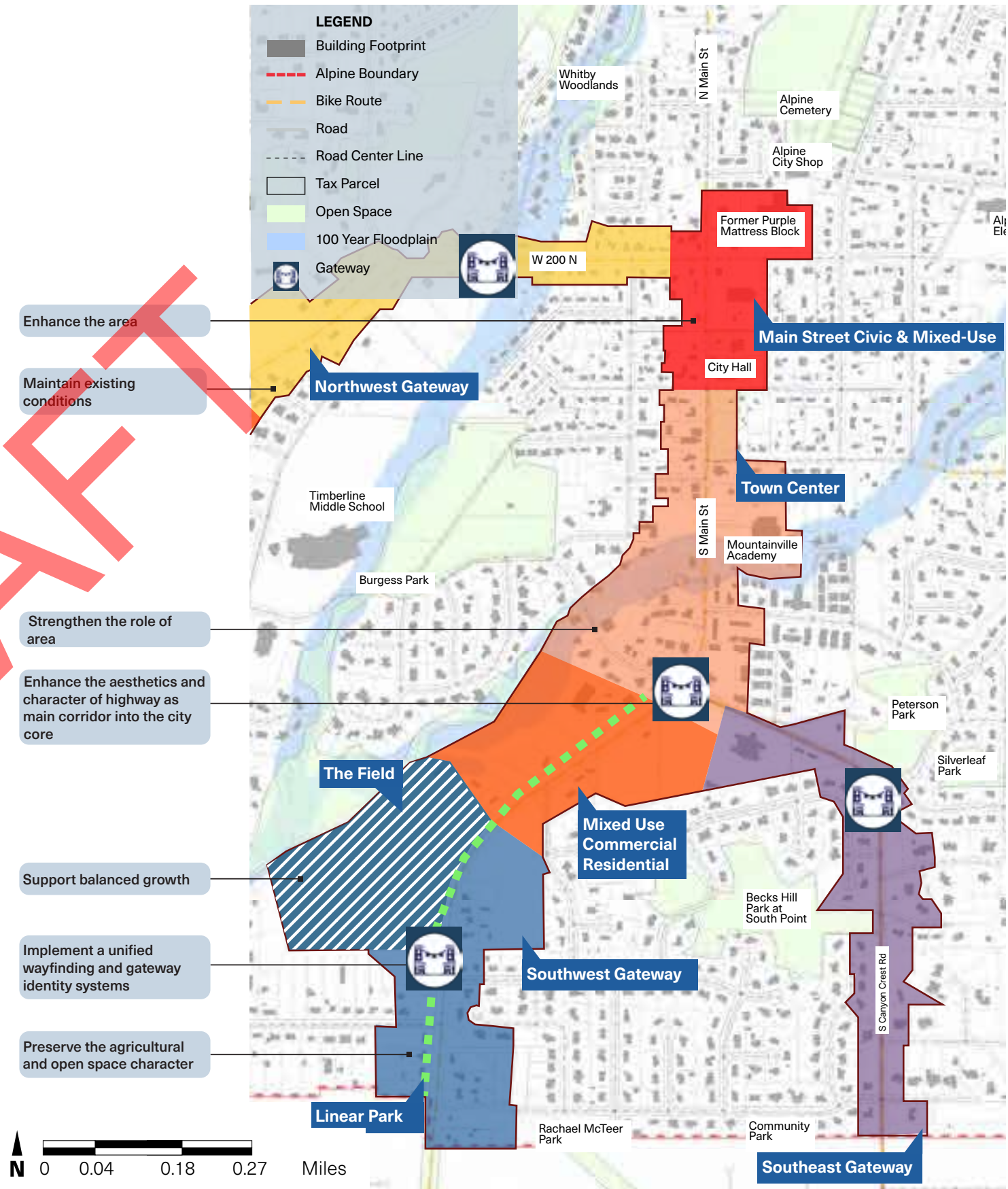


PREFERRED CONCEPT - CHARACTER AREAS MAP

The Guiding Principles shaped the development of the Character Areas, each of which corresponds strongly to feedback gathered during mapping exercises and breakout discussions. Public input consistently highlighted the Southwest Gateway as a preferred location for accommodating new growth, particularly if the area could maintain its rural character and transition sensitively into surrounding residential neighborhoods. This direction is reflected in the plan’s characterization of the Southwest Gateway as a low-density, agriculturally influenced entry corridor with expanded green buffers, detached sidewalks, and sensitive residential infill. Concerns about pedestrian and cyclist safety, repeated throughout Workshop and Stakeholder sessions, shaped mobility and public-realm recommendations across all Character Areas. The Southeast and Northwest Gateways emphasize safer crossings, trail linkages, and traffic calming, reflecting residents’ priorities for improving daily mobility and creating safer routes to school. In the Town Center and along Main Street, the plan strengthens walkability, plaza spaces, and street activation to support community gathering and local businesses.

Community feedback also underscored the importance of preserving Alpine’s historic identity and enhancing family-oriented amenities. Residents voiced strong support for protecting historic buildings, maintaining Main Street’s traditional scale, and preserving mountain views, which directly influenced the Main Street Civic and Mixed-Use recommendations. Similarly, desires for civic gathering areas shaped the Town Center strategy, resulting in proposals for enhanced public spaces, community events, public art, and small-scale commercial offerings that reinforce Alpine’s community-first character.

DRAFT





## CHARACTER AREAS

The proposed character areas for the Alpine Gateways project define distinct zones reflecting Alpine City's current scale, land uses, and historic identity to guide balanced growth and preservation. Core areas include: Town Center; Main Street Civic and Mixed Use; Mixed Use Commercial Residential; The Field; Southwest Gateway; Southeast Gateway; Northwest Gateway

### MAIN STREET CIVIC AND MIXED USE

This area acts as the civic and cultural core of the city, creating a transition between the more traditional residential neighborhoods in the north and the commercial/mixed-use core in the south. Development in this zone should include a mix of housing types and civic and cultural uses that provide a Main Street experience that aligns in character with the scale and cadence of historic development patterns.

#### KEY ELEMENTS:

- Land Use Mix: Mix of housing types, low-density retail, civic buildings, and community-oriented cultural uses.
- Built Form: Smaller blocks, buildings close to the street with pedestrian-scale setbacks; storefronts, porches, and civic facades oriented towards the sidewalk.
- Overall Character: Reflective of Alpine's historic development—pitched roofs, traditional materials, and articulated façades.
- Public Realm: Pedestrian-friendly design with enhanced streetscapes, potential incorporation on planted buffers and street trees.
- Key Feature: Purple Mattress opportunity site and proximity to public facilities.
- Development Goal: Maintain small town scale, enhance connectivity, and preserve architectural consistency.



## CHARACTER AREAS

### TOWN CENTER

Along Main Street and as part of the downtown core, this area is intended to serve as the commercial and social heart of Alpine, promoting vibrancy and gathering. It will strengthen its role as a dynamic, walkable district with a mix of cultural, civic, and commercial spaces. It will also include medium-density residential development.

#### KEY ELEMENTS:

- Land Use Mix: Retail, restaurants, office spaces, services and potential for vertical mixed-use development.
- Built Form: Compact development, first-floor activation, street-oriented buildings, public gathering spaces.
- Overall Character: Alpine's Town Center is a walkable, vibrant hub for retail, dining, and community gathering, defined by activated streetscapes and a welcoming gateway feature.
- Public Realm: Wider sidewalks that support first floor activation, street trees, traffic calming at intersections and enhanced pedestrian crossings, bicycle parking
- Development Goal: Enhance placemaking, encourage mixed-use infill, and support year-round activity.
- Wayfinding & Identity: Gateway element at the roundabout that reinforces this area as the recognizable "town center" of Alpine.



CHARACTER AREAS

TEXT FOR MIXED USE COMMERCIAL RESIDENTIAL

MIXED USE COMMERCIAL RESIDENTIAL

XXXXX

KEY ELEMENTS:

- XXXX
- XXXX
- XXXX

CHARACTER AREAS

THE FIELD

Taking advantage of a large opportunity site, The Field represents the gateway to Alpine City, with broad vistas to the Wasatch range beyond. With topography that falls from Alpine Highway towards the river, it preserves the existing character of the Alpine Highway frontage while allowing for additional infill development on the western portion of the property. Low to medium density development is anticipated, making room for missing middle housing typologies as well as some retail. This area is envisioned as a rural-inspired entrance to the city that protects open views and farming heritage.

KEY ELEMENTS:

- Land Use Mix: Clustered development, medium density housing and local-serving retail.
- Built Form: Clustered development, larger setbacks from roads; emphasis on preserving mountain views and low-profile structures.
- Overall Character: Fields and open space preserved along roadways; potential for community gardens or heritage farms.
- Public Realm: Residential roads with large green buffers and detached sidewalks, street trees, bike paths. Integrate a trail system along the edge and connect to the downtown area and other destinations in Alpine City.
- Development Goal: Incorporate housing diversity and some density while respecting the natural and agricultural character of Alpine City.
- Wayfinding & Identity: Rustic signage, native landscaping, and rural fencing to create a distinct entry into Alpine.





## CHARACTER AREAS

### SOUTHWEST GATEWAY

The Southwest Gateway defines one the main entrance to the city, preserving and celebrating its agricultural character, with open spaces and broad development setbacks reinforcing Alpine's traditional development pattern. New residential development could include single-family or divided entry twin homes.

#### KEY ELEMENTS:

- Land Use Mix: Large-lot single-family homes.
- Built Form: Homes oriented towards the street, garages minimized in front setbacks.
- Overall Character: Traditional residential neighborhood with agricultural character.
- Public Realm: Large green buffers and detached sidewalks, street trees, bike paths.
- Development Goal: Emphasis on single-family development and large lot development.
- Wayfinding & Identity: Cohesive planting palette along the Corridor including large street trees. Gateway monument at the future intersection of Ranch Drive and Alpine Hwy.



## CHARACTER AREAS

### SOUTHEAST GATEWAY

The Southeast Gateway will continue existing development patterns respecting the low-density residential character, while enhancing neighborhood connectivity with pedestrian- and bike-friendly infrastructure.

#### KEY ELEMENTS:

- Land Use Mix: Single-family residential, infill development that matches existing single-family scale, opportunities for townhomes and accessory dwelling units (ADUs).
- Built Form: Driveway to adjacent neighborhoods, homes oriented towards the street, garages minimized in front setbacks.
- Overall Character: Traditional residential neighborhood.
- Public Realm: Detached sidewalks, green buffers, street trees, safe crossings, and traffic calming to support walking and biking. Pocket parks and gathering areas are integrated into new development. Trails connecting the Corridor with adjacent parks.
- Development Goal: Emphasis on low-density, single-family development and limited infill development.
- Wayfinding & Identity: Gateway element at the south end of the Corridor.



### NORTHWEST GATEWAY

This area will maintain its residential identity, focusing on improved walkability and bike access to Main Street. Emphasis will be placed on walkability, trail linkages, and residential development that responds to existing scale and typologies.

#### KEY ELEMENTS:

- Land Use Mix: Single-family residential.
- Built Form: Larger lots, detached houses, larger setbacks.
- Overall Character: Low density traditional residential neighborhood.
- Public Realm: New or improved trail and sidewalk networks linking neighborhoods to schools, parks, and Main Street. Dedicated bike lanes and safe routes for children to schools or recreational areas.
- Development Goal: Emphasis on single-family development that celebrates the neighborhood character and identity.
- Wayfinding & Identity: Gateway element at the west end of the Corridor.







Aerial View of Alpine City

# LAND ACQUISITION POLICY

# LAND ACQUISITION POLICY

The Land Acquisition Strategy is a fundamental component of urban planning designed to systematically identify, prioritize, and secure land parcels that support the community’s long-term vision and development objectives. By adopting a structured and proactive approach, the strategy ensures that land purchases align with community growth and revitalization priorities, enabling future development opportunities that benefit the entire area. Establishing clear goals across short-, mid-, and long-term horizons provides guidance for implementation, accountability, and progress measurement. This approach also facilitates the prioritization of properties, identification of funding mechanisms, and cultivation of relationships with property owners, setting the stage for successful acquisition and development readiness. Underpinning this strategy, tools like a land acquisition matrix enable decision-makers to evaluate properties against transparent criteria reflecting strategic alignment, cost, feasibility, market demand, economic impact, environmental considerations, and regulatory factors, thereby promoting informed, consistent, and sustainable land procurement decisions

## GOALS

The Land Acquisition Strategy aims to establish a structured, proactive approach to identifying and securing land parcels that align with the community’s long-term vision and land use objectives. By strategically purchasing key properties, the program supports future development opportunities consistent with the community’s growth and revitalization goals. While the overarching intent centers on aligning land purchases with community priorities, defining clear short-, mid-, and long-term goals helps guide implementation, ensure accountability, and measure progress. These goals provide a roadmap for prioritizing properties, identifying funding mechanisms, and advancing toward acquisition and development readiness.

### SHORT-TERM GOAL:

- a. To identify a short list of highest priority properties to purchase
- b. Identify funding mechanisms to help with the purchase of these priority properties (i.e. increase sales/lodging tax by fraction of %) ,
- c. Begin building relationship with priority property owners and demonstrate interest

### MID-TERM GOAL:

- a. Implementing new funding mechanisms as needed
- b. Identifying potential planning/development partners for various planned projects

### LONG-TERM GOAL:

- a. Execute the purchase of priority properties
- b. Begin preparing development application materials

## LAND ACQUISITION MATRIX

This land acquisition matrix was developed for Alpine City as a tool to guide decision-making in the acquisition of land parcels for redevelopment. As opportunities arise to revitalize the town’s urban areas, it becomes essential to evaluate potential land purchases systematically to ensure they align with broader community goals. The matrix helps prioritize acquisitions that support city objectives and ensures that decisions are not made arbitrarily but based on consistent, transparent criteria that reflect long-term benefits and feasibility.

## CRITERIA

The matrix evaluates each property based on seven key criteria, each addressing an aspect of successful redevelopment. These include:

- **Strategic Alignment (20%):** Assesses how well the acquisition supports existing city plans and priorities.
- **Cost of Acquisition and Infrastructure (20%):** Evaluates if the price and required site work are within acceptable limits.
- **Development Potential and Feasibility (15%):** Considers zoning, infrastructure access, and overall ease of development.
- **Market Demand (15%):** Analyzes the need for the proposed use based on current market conditions.
- **Economic Impact (10%):** Measures the ability to generate tax revenue, jobs, and economic stimulation.
- **Environmental Constraints (10%):** Identifies potential environmental risks that may raise costs or limit development.
- **Regulatory and Political Feasibility (10%):** Considers the ease of obtaining necessary approvals and potential for community support or opposition.

## WEIGHTED SCORE

Each criterion is assigned a percentage weight based on its importance to Alpine City’s redevelopment goals. When evaluating a property, each criterion is scored on a scale from 1 to 3, where 3 is excellent, 2 is neutral, and 1 is poor. The weighted score is calculated by multiplying each criterion’s score by its weight and summing the results. This approach ensures that more critical factors have a larger influence on the final decision.

## WHAT EACH SCORE MEANS

The final weighted score helps categorize the property’s potential for acquisition:

### 2.5 OR HIGHER:

**Recommended for Purchase.** The site offers high value with minimal challenges and aligns well with city goals.

### 2.0 TO 2.5:

**Case by Case.** The property may be viable depending on project-specific factors or if mitigations are possible for noted challenges.

### BELOW 2.0:

**Not Recommended.** The site has significant drawbacks or costs that likely outweigh its potential benefits.



# LAND ACQUISITION POLICY

CRITERIA	WEIGHT (%)	SCORE(1-3)	WEIGHTED SCORE
<b>Strategic Alignment</b> Does the acquisition align with the city's comprehensive/master plan, economic development strategy, housing goals, or needs?	20%	0	0
<b>Cost of Acquisition and Infrastructure</b> Purchase price is within 10% of market value/ acre, limited demolition, remediation, or other site preparation costs	20%	0	0
<b>Development Potential and Feasibility</b> Suitability for intended use, including zoning, infrastructure availability (roads, utilities, etc.), and ease of site development.	15%	0	0
<b>Market Demand</b> Need for the type of development (housing, commercial, industrial, parks) based on market trends and demand analysis.	15%	0	0
<b>Economic Impact</b> Potential to create jobs, increase tax revenue, stimulate investment, or support local businesses.	10%	0	0
<b>Environmental Constraints</b> Lack of presence of wetlands, floodplains, contaminated land, or other environmental issues that could increase costs or limit development.	10%	0	0
<b>Regulatory and Political Feasibility</b> Likelihood of securing necessary approvals, permits, rezoning, or overcoming community opposition.	10%	0	0
<b>Total Score</b>	<b>100%</b>	<b>0</b>	<b>0</b>

**Score**  
3 = Excellent (high value, minimal challenges)  
2 = Neutral  
1 = Poor (significant challenges, high costs, or low impact)

**Weighted Score**  
2.5 + = Recommended for Purchase  
2.0 - 2.5 = Case by Case  
< 2.0 = Not Recommended

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## IMPLEMENTATION MATRIX

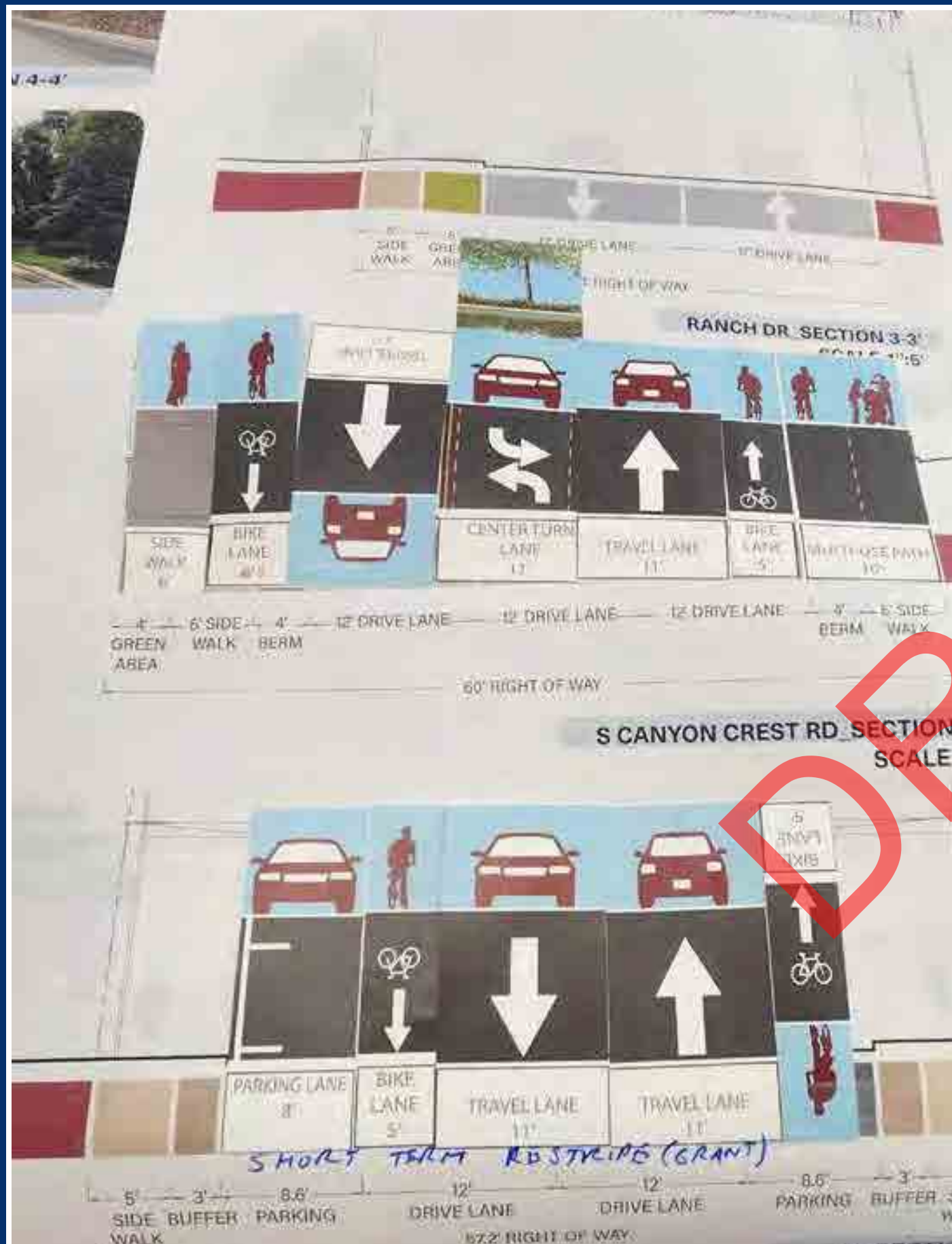
# IMPLEMENTATION MATRIX

This chapter establishes a clear roadmap for transforming Alpine City’s Gateway Corridors and Main Street vision into measurable outcomes. The Implementation Matrix that follows outlines priority actions and investments—covering gateway enhancements, streetscape and mobility improvements, historic preservation updates, and public realm projects—needed to fulfill the plan’s objectives. Each action is organized by implementation phase and identifies responsible parties and potential funding sources. By coordinating public, private, and community initiatives, the matrix serves as a practical tool to guide city decision-making, allocate resources effectively, and phase improvements in alignment with Alpine’s long-term vision and community values.

PHASE	ACTION ITEM	RESPONSIBLE PARTY	FUNDING/ FINANCING	RELATED RECOMMENDATIONS	UTA / OTHER PARTNERS
Policy and Regulatory Actions					
1	Adopt Land Use Acquisition program into city’s code.	Alpine City		1, 4	
1	Map priority view corridors along Alpine Hwy. to preserve open space and agricultural views.	Alpine City		4, 6	
1	Adopt updated Historic Main Street Design Guidelines.	Alpine City		3	
1	Evaluate zoning revisions for the different Character Areas area to align with proposed land uses and development patterns (i.e. clustered development in the Southwest Character Area)	Alpine City		4, 5	
2	Prepare development framework for the Mixed-Use South area integrating neighborhood-scale retail and medium-density housing.	City Economic Development, Property Owners	TIF (CRA), Private Investment	1	Property Owners
3	Review zoning for Town Center area to include requirements for public space amenities	Alpine City		2	
3	Evaluate long-term opportunities for redevelopment of underutilized parcels along Gateway Corridors.	City Council, Planning Dept.	Private Investment, EDA Grant	2, 5	EDA
Traffic Operations and Safety Measures:					
1	Implement restriping on Main Street to create bike lanes by narrowing travel lanes and removing on-street parking.	Alpine City, UDOT	TAP	3	X
1	Install raised median and left-turn restrictions at Mountainville Academy to address peak-hour congestion and safety.	Alpine City, UDOT	Safe Routes to School	X	X
1	Conduct feasibility study for gateway corridor enhancements, including traffic calming and landscape improvements along key entries to Alpine City.	Alpine City, UDOT	Transportation Alternatives (TAP), WFRG TLC	6, 7	X
2	Construct mini-roundabout at Main Street and 100 South to manage turning movements and improve flow.	Alpine City, UDOT	CMAQ, General Fund	3	X
Land Acquisition and Open Space:					
1	Acquire easements as needed along Alpine Hwy. for trail connectivity and new Linear Park	Alpine City		4, 6	

PHASE	ACTION ITEM	RESPONSIBLE PARTY	FUNDING/ FINANCING	RELATED RECOMMENDATIONS	UTA / OTHER PARTNERS
Street and Pedestrian Infrastructure Improvements:					
1	Evaluate and upgrade non-compliant curb ramps and sidewalks on Main Street.	Public Works	CDBG, State ADA Grants	3	–
1	Add bike lane markings on recommended streets by TMP	Alpine City		3	
1	Improve pedestrian crossings along Main Street and Canyon Crest Rd. per TMP recommendations	Alpine City		3	
1	Identify missing sidewalk links along Main Street, Alpine Hwy., Canyon Crest Rd., 200 N to improve walkability and access	Alpine City, UDOT, Utah Trail Network	Transportation Alternatives (TAP), State Parks Partnership	3	X
2	Add marked crosswalks and RRFBs at high-volume intersections along Main Street	Public Works	TAP, Safety Grants	3	X
3	Implement streetscape improvements for Main Street, including ADA enhancements, lighting, and street furniture.	Alpine City, Public Works	TIF (CRA), WFRG TLC	3, 7	–
3	Build shared use path on east side of Main Street and west side of Alpine Highway for bicycle and pedestrian access.	Alpine City, UDOT	Transportation Alternatives, CID	3, 6	X
3	Construct linear park improvements along Alpine Highway, including sidewalks, wayfinding, and native landscaping.	Alpine City, UDOT	Federal Recreational Trails Program (RTP), CID	6, 7	X
Maintenance and Program Actions:					
2	Develop design concept for gateway monument at Ranch Dr. and Aline Hwy.	Alpine City, Local Artists	Community Improvement District (CID), General Fund	7	Arts Council
2	Develop facade improvement program to support small businesses along Main Street.	Alpine City, Chamber of Commerce	Community Reinvestment Area Funds, General Fund	2	Chamber
3	Establish corridor maintenance program to ensure landscape, signage, and pedestrian infrastructure upkeep.	Public Works, City Volunteers	General Fund, Volunteer Partnerships	6, 7	X





# TRAFFIC MANAGEMENT PLAN

This chapter builds on other studies and documents for the Alpine City, including the Alpine Transportation Master Plan (January 2023) and the Alpine and Highland Active Transportation Plan (May 2023). However, this traffic management plan provides a more focused look at Main Street and the three Gateway Corridors (Alpine Highway, Canyon Crest Road, and Westfield Road), providing more specificity and detailed recommendations to manage motor vehicle traffic while supporting and encouraging safe and accessible active transportation.

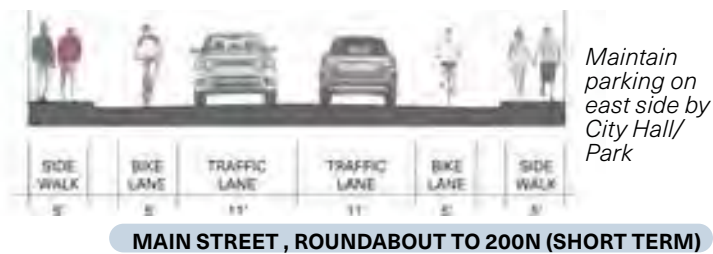
The traffic management plan recommendations are organized around four main areas within the project boundary: 1. Main Street; 2. Alpine Highway.; 3. Canyon Crest Road; and 4. Westfield Road and 200 W. For each area, recommendations are grouped in the various types of mobility: bicycles, pedestrians, cars, and intersection improvements.

## 1. MAIN STREET

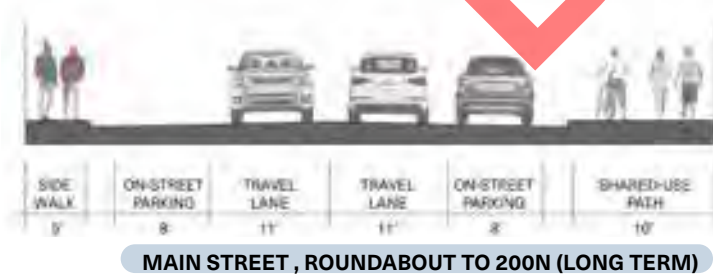
Main Street is a two-lane undivided street with paved shoulders, classified as an arterial street between the existing roundabout and 200 North and as a collector street between 200 North and Fort Canyon Road, where Main Street becomes Heritage Hills Drive. It currently has lane widths 12' wide and variable width shoulders that are sometimes used for on-street parking. Between the existing roundabout and 200 North, the curb-to-curb width varies from 42' to 44', with paved shoulders varying from 9' to 10'. Between 200 North and Fort Canyon Road, the curb-to-curb width is 38', with shoulders 7' wide. The Transportation Master Plan indicates that Main Street has approximate daily traffic of 13,300 vehicles per day between the roundabout and 100 South, 10,000 vehicles between 100 South and 200 North, and 5,400 vehicles north of 200 North.

### BICYCLE FACILITIES

The Alpine and Highland Active Transportation Plan recommends on-street bicycle facilities on Main Street in the form of bicycle lanes. The city has funding programmed to restripe Main Street for bicycle lanes. Therefore, the short-term recommendation is to restripe to create bicycle lanes by narrowing lane widths to 11' and eliminating parking on the west side of the street. Bicycle lane widths would vary from to eight feet wide between the roundabout and 200 North and five feet wide between 200 North and Fort Canyon Road.



Based on the public involvement conducted for the Alpine City Gateway Corridors Small Area Plan, the long-term recommendation for Main Street is to construct a shared use path 10' wide on the east side of Main Street between the roundabout and 200 North. The proposed short-term bicycle lanes would remain north of 200 North. The shared use path would be provided by moving the curb on the east side of the street, thereby narrowing the curb-to-curb width to 38' would allow travel lanes 11' wide and parking lanes eight feet wide. This design would restore parking on both sides of the street to be consistent with the redevelopment proposed in this Alpine City Gateway Corridors Small Area Plan.



Recreational road cyclists and some bike commuters will continue to use the roadway instead of the shared use path, sharing the travel lanes with motorists; this use is compatible with target speeds of 20 to 25 miles per hour, as discussed below under speed management.

### PEDESTRIAN FEATURES

The existing sidewalks on Main Street provide adequate space for walking. Long-term, the shared use path on the east side would provide additional width, albeit shared with some bicyclists. Most curb ramps and driveway approaches along Main Street are not compliant with the Americans with Disabilities Act (ADA). An evaluation of all sidewalks along Main Street is recommended to identify and catalog all non-compliant features to inform a future project to bring Main Street into compliance with the ADA.

There are existing marked crosswalks across Main Street at some intersections along Main Street, but typically only one crosswalk per intersection, except at the all-way stop at 200 North. Marked crosswalks are recommended across Main Street on both sides of the minor street at four-way intersections and at least one side of the minor street at T intersections. At the offset intersections of Main Street with 120 South and 100 South, the existing marked crosswalk on the south side of 120 South is recommended to remain, along with a new marked crosswalk on the north side of 200 South. For most of Main Street, the volumes and speeds are anticipated to be low enough such that additional crosswalk enhancements such as flashing beacons are unnecessary; However, rectangular rapid flashing beacons (RRFBs) are recommended at the crosswalks at 120 South and Red Pine Drive, due to higher motor vehicle volumes and heavier use by pedestrians.

As part of the long-term project to install a shared use path on the east side of the street, curb extensions are recommended at the intersections along Main Street from Red Pine Drive to 200 North. These curb extensions would push the curb and gutter out to the edge of the parking lane at crosswalks, reducing crossing distance and opening up sight lines between pedestrians and motorists, which are otherwise restricted by parked vehicles.

### MANAGING MOTOR VEHICLE TRAFFIC

#### MOUNTAINVILLE ACADEMY

During the public involvement process, traffic issues on and around Main Street related to the arrival and dismissal times at Mountainville Academy were regularly mentioned as the most significant traffic congestion and traffic safety concern within Alpine. Some of the issues described or observed are as follows

- Cars queued on the northbound shoulder of Main Street, waiting to turn into the school, blocking bicycle travel and creating sight-distance issues.
- A long queue of northbound vehicles at the crosswalk at 120 South; the queue often extends past the main entrance to the school, creating a double row of stopped vehicles at the school entrance.
- A queue of southbound vehicles waiting to turn left into the school; this queue sometimes extends into and beyond the crosswalk at 120 South.
- Left-turn movements from southbound Main Street to the school turning between stopped vehicles in the northbound queue; these vehicles present a potential danger to pedestrians on the east sidewalk, since sight lines are blocked by the queued northbound vehicles.
- Left-turn movements from the school to southbound Main Street are challenging for motorists, due to the northbound and southbound queues mentioned above.
- With queues of traffic in both directions, the school crossing at 120 South can be challenging for children to use, even with the presence of the crossing guard.



PROHIBITION OF LEFT TURN MOVEMENTS

Previous traffic studies have recommended prohibiting left-turn movements in and out of the school during arrival and dismissal times. However, it is difficult to enforce time-of-day signs unless there is a police presence at all arrival and dismissal times.

A full-time prohibition of left-turn movements is recommended at the driveways to Mountainville Academy, including the main driveway as well as the smaller driveway to the north. The prohibition would need to be physically enforced by a raised median. In the short term, a plastic or rubber curb or traffic separator with flexible delineators is recommended, as shown below.



Flexible delineator with rubber curb

Flexible delineators alone would be even easier to implement, as shown below.



Flexible delineator with rubber curb

Prohibiting left-turn movements will force vehicles accessing Mountainville Academy to adjust their routes within Alpine. Since most drivers dropping or picking up students tend to go back to where they started their trip, drivers entering Mountainville Academy from the south will need to turn right to

the north, then find a way to head back to the south. Similarly, drivers accessing Mountainville Academy from the north will need to find a way to turn around and access the school from the south. Some drivers will attempt to make U-turns on Main Street, which is legal under Utah Traffic Code if the U-turn can be made safely and without interfering with other traffic. Other drivers will filter through other streets within Alpine, increasing traffic volumes on some local streets in Alpine. By using temporary curbs and/or delineators, the City of Alpine can test the left-turn prohibition and make a determination as to whether increased U-turns and traffic on other streets is a reasonable trade off for reducing congestion and increasing safety on Main Street near the school.

PARK AND WALK

During dismissal times at Mountainville Academy, a significant number of school children were observed walking to Legacy Park, where they would meet parents and other caregivers parked on the streets adjacent to the park. This activity is an example of a school area congestion management strategy called “park and walk”. Park and walk is most useful during afternoon dismissal, as it allows caregivers to arrive early, park their vehicles, and relax, rather than waiting in a queue of idling vehicles. Meanwhile, their students enjoy a few minutes’ walk and fresh air, often including socializing with friends and family in the park before heading home. The fact that so many families naturally utilize this strategy is a testament to the friendly, neighborhood feel of Alpine.

Afternoon school congestion is typically worse than morning congestion because caregivers must wait until students are dismissed in large groups; therefore, park and walk is most beneficial in the afternoon, as it is being used already. However, park and walk during school arrival can also help reduce morning traffic congestion while providing students the benefits of fresh air and exercise. As an additional strategy to reduce traffic congestion on Main Street, Alpine could encourage more park and walk activity during both arrival and dismissal, via outreach to the school and its families, or by sponsoring or encouraging small events or activities in the park.

INTERSECTION IMPROVEMENTS

Except as it relates to Mountainville Academy traffic as discussed above, intersections along Main Street experience minimal congestion or other issues. However, there are some recommendations that could help manage school traffic and improve intersections overall.

MAIN STREET AT 100 SOUTH AND 120 SOUTH

These two T-intersections are less than 90’ apart, edge to edge. During school arrival and dismissal, both streets are used by drivers dropping off and picking up students. If left-turn movements are prohibited at the school entrances, these two streets will likely be most impacted by additional traffic, as they are the closest streets north of the school leading west and east.

At 120 South, the City of Alpine may want to consider prohibiting northbound left-turn and U-turn movements on Main Street at 120 South during school arrival and dismissal times. When all vehicles are forced to turn right out of the school, many drivers will want to turn left on 120 South. These left-turn movements, combined with the school crossing at the intersection, may create enough congestion to cause gridlock in front of the school. In addition, vehicles making this left turn would end up on Canyon Crest Road not far from Timberline Middle School, possibly contributing to congestion there. However, without southbound vehicles attempting to enter Mountainville Academy, it is possible that the existing congestion at 120 South will be diminished. For the initial prohibition of left-turn movements at Mountainville Academy, left-turn movements are recommended to be permitted at 120 South; however, the Main Street and 120 South intersection and nearby streets should be monitored during arrival and dismissal times to evaluate whether a part time turn prohibition is useful.

A mini-roundabout should be considered for the intersection of Main Street and 100 South; a roundabout would manage the intersection’s traffic and provide a convenient location for drivers accessing Mountainville Academy from the south to make U-turn movements. The existing footprint of the intersection will accommodate a roundabout with an inscribed circle diameter of approximately 60’, which would allow for U-turn movements by passenger vehicles and package delivery trucks. One concern is

that school traffic could back up into the roundabout, causing the roundabout to fail. However, with no left turns to the school, the primary remaining source for this backup is the school crossing at 120 South; the fact that this crosswalk has a crossing guard should help mitigate the potential for roundabout blockages. It is possible to build mini-roundabouts using temporary materials such as rubber or plastic curbs and separators, to reduce costs and expedite implementation. However, care must be taken when using temporary materials for roundabouts; as the aesthetics of these materials have sometimes proven to be off-putting, resulting in public discontent with the installation.

MAIN STREET AT 200 NORTH

The all-way stop at this intersection works well to control existing flows of traffic and interrupt potential speeding traffic on Main Street, because the traffic volumes on all four legs are reasonably well balanced. However, as the city continues to grow and redevelop, this intersection should be monitored for increased congestion; a primary consideration is potential redevelopment of the vacant parcel one block east of the intersection. A mini-roundabout could be a good long-term solution at this intersection; an inscribed circle diameter of 70 to 75’ fits within the existing intersection footprint.

SPEED MANAGEMENT

The current posted speed limit for Main Street is 30 miles per hour between the roundabout and 200 North, and 25 miles per hour north of 200 North. The recommended target speed for Main Street is 25 miles per hour, or perhaps 20 miles per hour in the core area after redevelopment, due to additional retail businesses and denser on-street parking. The “target speed” is the preferred speed for motor vehicles to travel on a street; ideally posted speed matches target speed. For Main Street, the primary speed management recommendation is narrow lanes with bike lanes (short-term) or on-street parking (long-term), as shown in the cross sections above. Narrower travel lanes encourage slow speeds and provide space for other cross-sectional elements, while still sufficient for the mix of traffic in Alpine. These lane widths may feel uncomfortably narrow to some drivers; however, this design is intentional, as the reduced width encourages slower vehicle speeds, particularly in area adjacent to on-street parking.

The curb extensions described above for pedestrian crossing also contribute to speed management. During some times of day, parking densities might be light, negating the narrow feel created by 11-foot travel lanes and 8-foot parking lanes. Curb extensions maintain the constrained environment even when few or no vehicles are parked. Curb extensions should be placed at all intersections and other pedestrian crossing locations; on long blocks, curb extensions could also be placed mid-block to provide continuity of the road narrowing while doubling as a place for street trees, other landscaping, hardscape, or street furniture like bike racks, signs, and benches.

The proposed mini-roundabout at 120 South would also provide for traffic calming, restricting speeds to approximately 15 to 20 miles per hour at the intersection.

## 2. ALPINE HIGHWAY

Between the city limit and the existing roundabout, Alpine Highway is a two-lane undivided street with a center turn lane and paved shoulders, classified as an arterial street. Alpine Highway is under Utah Department of Transportation (UDOT) jurisdiction; it has generous lane and shoulder widths for a roadway within a city, with travel lanes 12 to 13' wide, a 14-foot center turn lane, and 10-foot shoulders, for approximately 60' total width. The Transportation Master Plan indicates that Alpine Highway carries approximately 14,900 to 15,800 vehicles per day within the Alpine City limits, making it the highest-volume gateway.

### BICYCLE FACILITIES

The shoulders of Alpine Highway are marked as bicycle lanes, with approximate 10-foot widths and bicycle lane symbols spaced at approximately 1000' or at each intersection. Because Utah law previously did not prohibit parking in bicycle lanes, vehicles have historically been parked in the bicycle lanes, especially on the east side of the roadway. The Alpine and Highland Active Transportation Plan recommends an off-street bicycle facility on Alpine Highway. Building on this recommendation, a 12' wide shared use path is recommended to be constructed on the west side of Alpine Highway; this can be accomplished by using the existing right-of-way between the curb and the property line, and by working with UDOT to reduce travel lane and shoulder widths. In addition, restriping Alpine Highway is recommended to create buffered bike lanes.

While it may seem redundant to have both buffered bike lanes and a shared use path on Alpine Highway, these facilities are for different user groups. The buffered bike lanes would be used by recreational road cyclists, especially those in groups, as well as some commuters; the shared use path would be used by children and families traveling to school and other nearby destinations, or for more relaxed recreational riding.

A shared use path crossing of Alpine Highway is recommended on the north side of 800 South, with a raised median providing a refuge for path users. This location will connect directly with the future

Power Line Trail, as recommended in the Alpine and Highland Transportation Plan.

### PEDESTRIAN FEATURES

Alpine Highway has intermittent sidewalks within the City of Alpine. On the east side, the sidewalk is nearly continuous, except for a short segment at the south end, between the city limit and the power line. On the west side, there are shorter segments of sidewalk, which are recommended to be widened and connected to construct the shared use path recommended for that side of the street.

There are currently no marked pedestrian crosswalks across Alpine Highway, except the crosswalk at the existing roundabout. Additional marked crosswalks are recommended to assist pedestrians with crossing the street, as follows:

- As discussed under bicycle facilities, a raised median with shared use path crossing is recommended on the north side of 800 South. The median and crosswalk could be a short-term improvement to provide a pedestrian crossing prior to the construction of the shared use path. Raised median refuges split the crossing task into two steps, so pedestrians only need to be concerned with one direction of travel at a time; additionally, medians have been shown to reduce pedestrian crossing crashes by about 40 percent. Rectangular rapid flashing beacons (RRFBs) are recommended at this crosswalk.
- As discussed in more detail below, a roundabout is recommended at the location where the extension of Ranch Drive would connect to Alpine Highway.

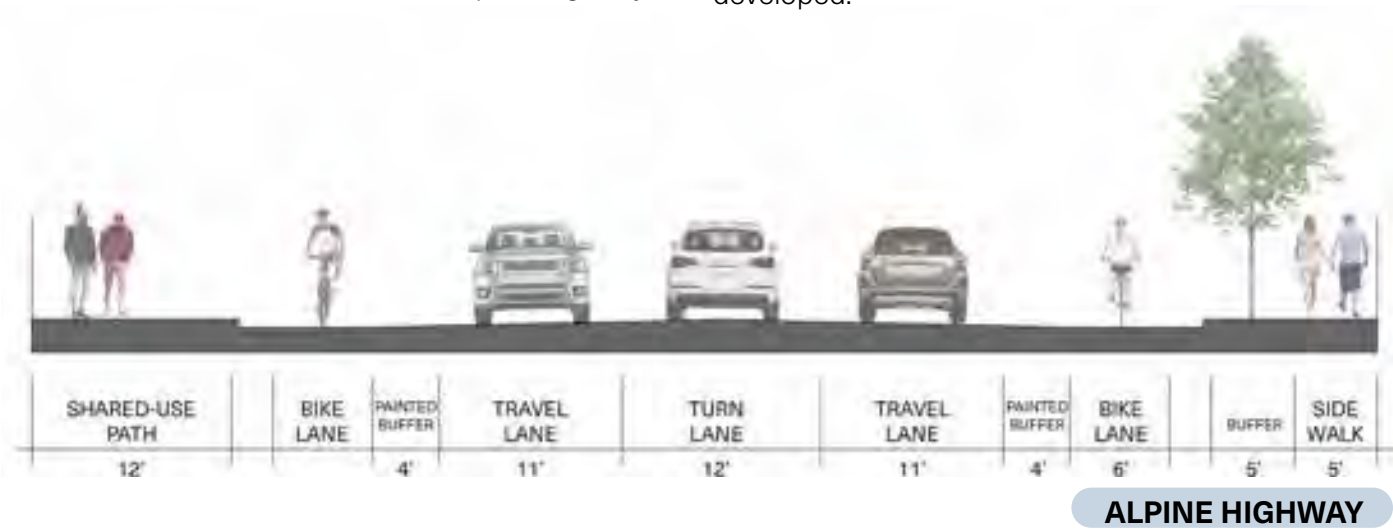
Marked crosswalks should be installed across all legs of this new roundabout, including both legs of Alpine Highway. Crosswalks at roundabouts are typically very safe and convenient for pedestrians, due to the slow travel speeds through the roundabout and splitter islands that act as pedestrian refuge islands.

- To provide additional crossing opportunities for pedestrians, another crosswalk is recommended at Bateman Lane. This crosswalk would provide pedestrian access between the neighborhoods served by Bateman Lane and the Alpine Art Center and nearby businesses. This crosswalk could be placed on either the north or south side of Bateman Lane; the north side would be more convenient for pedestrians, while the south side could include a median refuge, enhancing safety without blocking the left-turn lane to Bateman Lane. RRFBs are recommended at this crosswalk.

### MANAGING MOTOR VEHICLE TRAFFIC

#### INTERSECTION IMPROVEMENTS

As shown in the Alpine Transportation Master Plan, Ranch Drive is intended to be extended across the existing agricultural parcel to Alpine Highway. A roundabout is recommended for this future intersection, to control turning movements, reduce speeds along Alpine Highway, improve safety, and provide an enhanced gateway to Alpine. Extension of Ranch Drive and construction of this roundabout is a long-term recommendation, intended to be implemented when the agricultural parcel is developed.





SPEED MANAGEMENT

The current posted speed limit on Alpine Highway is 45 miles per hour at the south city limit, dropping to 40 miles per hour midway between 800 South and Sunset Drive. These speeds make it challenging to provide a safe and comfortable environment for people walking and biking and are inconsistent the type of development anticipated by this Alpine City Gateway Corridors Small Area Plan. However, reducing speed limits alone is unlikely to have a measurable effect on how fast people drive on Alpine Highway, without also implementing speed management techniques.

The construction of a roundabout where Ranch Drive will connect to Alpine Highway is by far the best tool to manage speeds through this corridor, since travel speeds through roundabouts are typically 15 to 20 miles per hour. With this new roundabout and the existing roundabout bookending most of Alpine Highway within the City, a target speed of 30 to 35 miles per hour should be achievable, consistent with the development recommendations of the Alpine City Gateway Corridors Small Area Plan. However, since this roundabout is a long-term solution that won't happen until the agricultural parcel is developed, other solutions should be considered.

Because Alpine Highway is a UDOT facility, speed management will be more difficult to implement than on other streets in the City. However, UDOT would likely allow narrowing travel lanes from 12' to 11' and narrowing the center turn lane from 14' to 12'. While lanes of this width won't manage speeds as well as narrower lanes, there should be some benefit. Lane width reduction will also facilitate implementation of improved pedestrian and bicycle facilities, as discussed above. When Alpine Highway is next resurfaced, lane widths could be restriped to those shown in the cross section above, perhaps using a wider buffer for the bike lanes to use up the additional space.

Available online imagery shows that vehicles are occasionally parked along Alpine Highway, usually on the east side, apparently associated with activities at the nearby orchard and antique store. Recent State

legislation prohibits parking in bicycle lanes, making this parking illegal. The properties along Alpine Highway all appear to have ample adequate space for parked vehicles.

Raised medians or short median islands are recommended to replace the center turn lane at locations where there are no left-turn movements from Alpine Highway to driveways and minor streets. Medians or islands are an effective speed management technique due to their narrowing effect, especially within curved roadways or when introduced as gateways. The following locations are recommended for consideration of raised medians or islands.

- At the north side of 800 South, extending approximately 110' north, ending before the first driveway. This median island is the best location to serve as a gateway to Alpine; it is adjacent to the existing Alpine 1850 sign; similar signage and other hardscape or landscape features could be used in the median to highlight this primary entrance to the City. As mentioned above, this median would also serve as a refuge for pedestrians crossing the street here, as well as for users of the future Power Line Trail.
- From approximately 550' north of Sunset Drive to Bateman Lane. An opening in the median would need to be provided for the private driveway that serves 526 through 542 Alpine Highway. Left-turn pockets would need to be provided for that driveway and the southernmost driveway serving Burgess Orchards. Because this median would cover most of the long curve in Alpine Highway, it would be especially effective at reducing travel speeds. At Bateman Lane, this median could also serve as a refuge for pedestrian crossings.



3. CANYON CREST ROAD

Canyon Crest Road is a two-lane undivided arterial street with paved shoulders; from the city limit to Ridge Drive, it also has a two-way left-turn lane. Canyon Crest Road has lane widths varying from 11.5 to 13' and shoulder widths varying from 4.5' to 8'. The total curb-to-curb width is 44' south of Ridge Drive and 36' northwest of Ridge Drive; additional width is provided for turn lanes approaching Ridge Drive and Main Street. The Transportation Master Plan (2023) indicates that Canyon Crest Road carries nearly as much traffic into and out of the City as Alpine Highway, with daily traffic volumes of 14,800 at the City limit, 11,700 between Healey Boulevard and Ridge Drive, and 8,500 between Ridge Drive and Main Street. All intersections along Canyon Crest Road within Alpine have one- or two-way stop control, except for the roundabout at Main Street.



BICYCLE FACILITIES

The Alpine and Highland Active Transportation Plan recommends an off-street shared use path on Canyon Crest Road, and funding for a path is being provided through MAG. The recommended width for the shared use path is 12' as measured from the back of curb, allowing necessary obstructions such as signs to be placed near the curb without making the path too narrow. Paved shoulders marked as bike lanes are also recommended, to accommodate cyclists who want to travel at higher speeds and are comfortable riding closer to motor vehicle traffic. The bike lanes will also buffer the sidewalk and shared use path from motor vehicles.

PEDESTRIAN FEATURES

The existing sidewalks on Canyon Crest Road provide adequate space for walking, and the proposed shared use path will enhance the pedestrian environment. The proposed shared use path will also fill the current pedestrian facility gap on the northeast side of the street between Ridge Drive and Paradise Cove Lane. Like Main Street, many of the curb ramps and driveway approaches along Canyon Crest Road are not ADA-compliant. Reconstruction of ramps and driveways to achieve ADA compliance is recommended with the shared use path project.

Between the city limits and Main Street, the only marked crosswalks across Canyon Crest Road are the crosswalk at the roundabout and a crosswalk at Ridge Drive. The crosswalk at the roundabout appears to be well-designed, ADA-compliant, and easy for pedestrians to use due to the low speeds and pedestrian refuge inherent at roundabouts. However, the existing crosswalk at Ridge Drive is in the middle of a curve, which limits sight distance. In addition, the lack of additional marked crosswalks makes it challenging for people to cross Canyon Crest Road. Away from signalized intersections, pedestrians are legally allowed to cross streets at any location, as long as they first yield to vehicular traffic on the roadway. However, at 8,000 to 15,000 vehicles per day, it can be challenging to find sufficient gaps in traffic. By law, motorists are required to yield to pedestrians at unmarked crosswalks, which exist at intersections along Canyon Crest Road. However, yield rates by motorists are significantly lower at unmarked crosswalks than marked crosswalks.

A sight distance study for the crosswalk at Ridge Drive is recommended. Ideally, the study would look at both the stopping sight distance for eastbound motorists to the crosswalk, as well as decision sight distance for pedestrians waiting to cross. At 35 miles per hour, the necessary stopping sight distance per the American Association of State Highway and Transportation Officials is 250'. Measurements in Google Earth indicate that the sight distance between the eye location of a southeast-bound driver and a pedestrian waiting at the west curb to cross the street is approximately 225'. A physical measurement by an engineer would likely confirm sight distance that is less than desirable, which is potentially a significant safety issue.



The recent installation of rectangular rapid flashing beacons (RRFBs) at this intersection helps with the sight distance concern: when a pedestrian on the west side of Canyon Crest Road activates the flashing beacons, the beacon on the east side of the intersection is in the line of sight for southeast-bound drivers well before the pedestrian is in the line of sight. The beacon warns drivers to look for pedestrians, but this leaves plenty of room for driver error. An advance warning sign with an additional RRFB is recommended on Canyon Crest Road northwest of the intersection with Ridge Drive, located approximately at the beginning of the curve. The RRFB would supplement the existing sign and plaque.

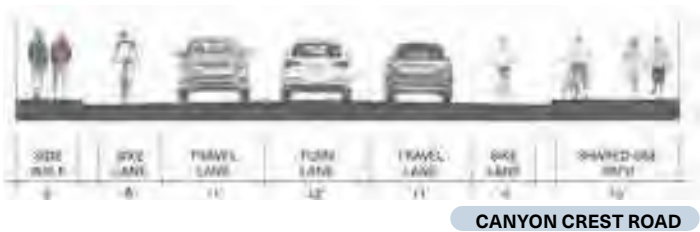
The sight distance problem at this crosswalk would also be addressed by installation of a roundabout or all-way stop control, as discussed below under intersection improvements.

Marked crosswalks are recommended at other locations on Canyon Crest Road within Alpine, to be implemented as part of the funding available through MAG. Crosswalk locations are best determined by identifying intersections that serve a larger number of houses and any other pedestrian-generating land uses, then confirming that no sight distance or other safety issues preclude a crosswalk. At T intersections south of Ridge Drive, median refuges could be provided to improve safety and ease of crossing for pedestrians. The following locations should be considered for possible marked crosswalks:

- Healey Boulevard serves a significant amount of housing and other land uses; a median refuge could be installed on the south side of the intersection, although this might make left turn movements from Healey Boulevard to Canyon Crest Road more difficult.
- A marked crosswalk was formerly located at Carlisle Avenue, but it was removed due to concerns about sight distance and vehicle speeds. A marked crosswalk just south of Carlisle Avenue would serve people that use the trail network in Beck’s Hill Park, as well as residents of Carlisle Avenue and Pheasant Ridge Drive. The hill crest in this area limits sight distance, but sight distance is better at Carlisle Avenue than it is at Pheasant Ridge Drive. A median refuge could be installed at this crosswalk, which would mitigate the potential sight distance concerns. RRFBs could also mitigate

the sight distance concerns and could be mounted higher than the minimum mounting height to ensure continuous visibility of the beacons for approaching motorists. A sight distance study should be conducted prior to marking this crosswalk, to measure the actual physical sight distance between motorists and pedestrians.

- Paradise Cove Lane may also be a good location for a crosswalk. Paradise Lane provides pedestrian access to Petersen Park and the church likely generates additional pedestrian traffic.



## MANAGING MOTOR VEHICLE TRAFFIC

### INTERSECTION IMPROVEMENTS

#### CANYON CREST ROAD AT RIDGE DRIVE

Based on field observations and discussions with City staff and residents, this T-intersection represents one of the more challenging traffic concerns in Alpine. At times, the left-turn movement from Ridge Drive to Canyon Crest Road is challenging to make, resulting in delays and queued traffic. In addition, as mentioned above, the sight lines are limited for pedestrians crossing from the west side of Canyon Crest Road.

In the short term, there are two possible recommendations for this intersection:

Option 1 is to provide a left turn merge lane on Canyon Crest Road for vehicles turning left from Ridge Drive, creating a “high-T” intersection, which allows drivers to make the left turn in two stages, yielding first to northbound vehicles on Canyon Crest Road, then yielding separately to southbound vehicles before merging. While drivers can currently use the two-way left-turn lane for this purpose, many drivers are waiting for gaps in both directions of travel before starting their turns. Marking channelizing lines through the intersection will encourage more drivers to use the turn lane, reducing delay. Flexible delineators or plastic curbs with delineators can be added to the channelizing lines to further encourage this movement. The image below shows this option, along with restriping the lanes on Canyon Crest Road to 11’ lane widths and marking bicycle lanes on Canyon Crest Road.



*Proposed high-T design at Canyon Crest Road and Ridge Drive with left-turn merge lane and restriping*



Option 2 is to convert the intersection to an all-way stop. The poor sight lines for pedestrian crossings would be one of the primary reasons to make this conversion. Traffic counts should first be conducted to see if the intersection meets all-way stop warrants; even if the traffic volumes don't warrant an all-way stop, the sight distance concerns may make this a reasonable option. The drawing below shows an all-way stop with narrowed lanes and marked bicycle lanes on Canyon Crest Road.

Long term, a roundabout should be considered for this intersection. From the Transportation Master Plan, the estimated average daily traffic at this intersection was 11,800 in 2023, with 12,600 estimated in 2030; these volumes would easily be managed by a roundabout, eliminating nearly all delay for Ridge Drive. A roundabout would improve safety for all users, mitigating the safety concerns caused by the roadway curvature and pedestrian sight distance concerns. Given that the City has purchased the property on the northeast corner of the intersection, one option is to build a full-size roundabout by utilizing that parcel. A roundabout with an inscribed circle diameter of 130' is shown below. A roundabout of this size fits well in the recently purchased lot, and the the approach roadways are well-aligned for a roundabout centered as shown. However, with its large footprint, a roundabout of this size would have a relatively high cost. It would also be possible to install a mini-roundabout within the existing intersection footprint at a much lower cost, with an inscribed circle diameter of approximately 70'. This is relatively small for a mini-roundabout, so there would be concerns about turning movements by large vehicles, and other geometric challenges; for example, it may be difficult to achieve the desired speed control at the roundabout. However, at approximately 13,000 vehicles per day, a mini-roundabout would have excellent traffic operations. If the City decides to pursue a roundabout at this location in the future, a design with an inscribed circle diameter of 105' to 110' should be evaluated as a means to balance cost, usability by large vehicles, safety, and traffic operations.



All-way stop intersection

### CANYON CREST ROAD AT HEALEY BOULEVARD

The Healey Boulevard intersection carries more vehicular traffic than the Ridge Drive intersection; the estimated average daily traffic at this intersection was 15,400 in 2023, with 16,000 estimated in 2030. Similar to the Ridge Drive intersection, drivers can currently use the two-way left-turn lane to make left turns from Healey Boulevard to Canyon Crest Road in two stages. In the short term, marking a dedicated left turn merge lane to create a high-T intersection here would similarly encourage two-stage turns and reduce delay. However, a high-T intersection would eliminate the possibility of adding a median refuge for pedestrians at this intersection, as discussed above.

Long term, this intersection is another candidate for a mini-roundabout. A full-size roundabout with a non-mountable central island is not feasible without taking significant property. A mini-roundabout with

an inscribed circle diameter of 60 to 65' would be possible within the existing footprint of the intersection. At this size, it would be difficult to achieve speed control for southbound vehicles and turn movements by trucks would sweep across most of the roundabout. As an alternative, property could be obtained from the existing residential parcels on the northeast and southeast corners of the intersections. If the amount of property outside of the existing wall on the property on the southeast corner ("corner clips") were taken from both parcels, a mini-roundabout with an inscribed circle diameter of approximately 90' would be feasible. At this size, speed control would be more achievable, trucks would be able to turn more easily, and roundabout operations would be improved.



Proposed roundabout at Canyon Crest Road and Ridge Drive



SPEED MANAGEMENT

The current posted speed limit on Canyon Crest Road within Alpine is 35 miles per hour. There are several locations with limited sight distance on Canyon Crest Road, including pedestrian crossing sight distance at Ridge Drive as described earlier, as well as intersection and pedestrian crossing sight distance at several intersections due to a hill crest between Carlisle Avenue and Pyrenees Drive. Slower speeds result in reduced sight distance needed for safe turning movements and street crossings. If motorists travel slower, the required sight distance is shorter and safety is improved for all users, reducing both crash likelihood and crash severity, especially for vulnerable users such as pedestrians and bicyclists. Given regular use by pedestrians and bicyclists, a target speed of 30 miles per hour is recommended for Canyon Crest Road. However, lowering the speed is unlikely to have a measurable effect on how fast people drive on Canyon Crest Road, without also managing speeds through physical measures.

Travel lanes 11 feet wide encourage slower speeds while providing sufficient space for occasional large vehicles. However, narrow lanes created only by paint are only partially effective.

Roundabouts at the intersections of Canyon Crest Road with Ridge Drive and Healey Boulevard, as discussed above under intersection improvements, would be the most effective speed management tool for Canyon Crest Road. By design, roundabouts restrict speeds to approximately 15 to 20 miles per hour.

Raised medians are recommended on Canyon Crest Road south of Ridge Drive, within the existing center turn lane, at locations where there are no turning movements that need to use the turn lane. Ideally, these raised medians would be constructed in concrete, with landscape or hardscape features to make them more visible and improve speed reduction. However, temporary features like plastic curbs or flexible delineators could be used in the short term at less cost. As discussed above under pedestrian features, raised medians could be used at potential marked crosswalk locations to both reduce travel speeds and provide pedestrian refuge. The following are possible locations for raised medians on Canyon Crest Road:

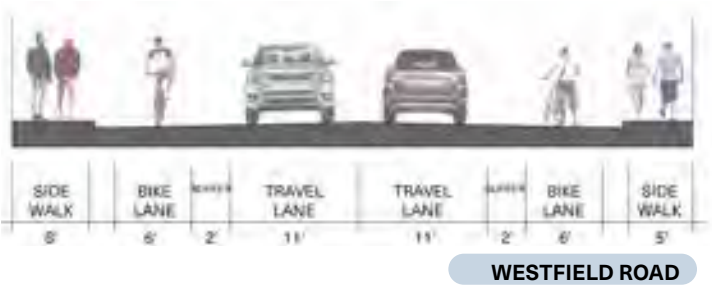
- North of Sierra Avenue, for about 100’ to the nearest driveway.
- At the south side of the intersection with Carlisle Avenue, serving as a pedestrian refuge and continuing south approximately 250’.
- North of Pyrenees Drive, for about 100’ to the nearest remaining driveway.
- South of Healey Boulevard; this median could serve as a pedestrian refuge, but this would need to be weighed against the installation of a designated merge lane for left-turn movements from Healey Boulevard. Alternatively, there would be room for a short section of raised median midblock between Healey Boulevard and Allegheny Way.
- From the south city limit to a point approximately 100’ north, south of the left turn lane for Allegheny Way. This location could serve as a gateway to Alpine.

4. WESTFIELD ROAD AND 200 NORTH

Westfield Road is a two-lane undivided collector street with paved shoulders. Parking is not currently prohibited but will be prohibited when bikes are added on Westfield Road, but there are typically no parked vehicles. The curb-to-curb width of Westfield Road varies from 38’ to 40’, with travel lanes 11’ wide. Approximately one mile from the city limit, Westfield Road intersects 200 North, which extends this Gateway Corridor to Main Street. 200 North has a curb-to-curb width of 38’, with lane widths 11’ to 12’ wide. Vehicles are regularly parked on the shoulders of 200 North, especially on the south side. This is the least-used Gateway Corridor in Alpine, with daily traffic volumes of 4,700 on Westfield Road and 5,400 on 200 North, according to the Transportation Master Plan (2023). There is an existing all-way stop at the intersection of Westfield Road, 200 North, and 400 West.

BICYCLE FACILITIES

The Alpine and Highland Active Transportation Plan recommends an off-street shared use path on Westfield Road and on-street bicycle lanes on 200 North. There appears to be enough street right-of-way to construct a shared use path on Westfield Road, especially on the northwest side of the street. However, Westfield Road could easily be restriped with buffered bike lanes, while focusing funds for shared use paths at other locations, for example the proposed Power Line Trail and along Canyon Crest Road, Alpine Highway, and Main Street. Buffered bike lanes are recommended for Westfield Road, with travel lanes 11’ wide, bicycle lanes six feet wide, and painted buffers two to three feet wide. Delineators or other separators could be used to increase comfort for cyclists, provided that maintenance equipment is available to sweep the bicycle lane if physically separated.



On 200 North, traditional marked bicycle lanes are recommended, while retaining parking on the south side of the street.

PEDESTRIAN FEATURES

The existing sidewalks on Westfield Road and 200 North provide adequate space for walking; in some locations there is a planting strip between the roadway and the sidewalks, improving comfort for pedestrians and making it easier to comply with the Americans with Disabilities Act. Like other streets, many of the curb ramps along Westfield Road and 200 North are not compliant. Where there is a planter strip, driveway approaches on Westfield Road appear to be ADA-compliant, but where there is no planter strip, Westfield Road driveways are mostly non-compliant. On 200 North, most driveways appear to be ADA-compliant, both at locations with and without planter strips.

Along Westfield Road, there are existing uncontrolled marked crosswalks at Ranch Drive and Sycamore Lane as well as marked crosswalks across all four legs of the four-way stop at the intersection of Westfield Road and 200 North. There are no marked crosswalks across 200 North between Westfield Road and Main Street. A marked crosswalk is recommended across Westfield Road at Dally Drive, improving the network of crossing opportunities. A marked crosswalk is recommended across 200 North at the west side of its intersection with 100 West; this crosswalk would improve pedestrian access between neighborhoods north of 200 North and Burgess Park, Timberline Middle School, and Westfield Elementary School.

The crosswalk at Sycamore Lane is the primary crosswalk serving Timberline Middle School, so it is already equipped with rectangular rapid flashing beacons (RRFBs). The crosswalk at Ranch Drive is good future candidate for RRFBs, given its proximity to Westfield Elementary School and as a crossing for the Power Line Trail. Given the relatively low vehicular volumes on Westfield Road and 200 North, high-visibility markings with appropriate warning signs are sufficient for the proposed uncontrolled crosswalks at Dally Drive and 100 West. As traffic volumes continue to increase within Alpine, these crosswalks should be monitored to determine whether rectangular rapid flashing beacons should be implemented.

MANAGING MOTOR VEHICLE TRAFFIC

INTERSECTION IMPROVEMENTS

In the short term, no intersection improvements are recommended for Westfield Road or 200 North. However, as Alpine continues to grow, some intersections should be monitored for possible improvements. First, the intersection of Westfield Road and 200 North could be converted to a mini-roundabout in the future. An inscribed circle diameter of 70’ could fit within the existing intersection, or a larger roundabout could be constructed by using property corner clips on each corner.

When Ranch Drive is extended to connect to Alpine Highway as part of the development of the large agricultural parcel, the intersection of Westfield Road and Ranch Drive is likely to experience significantly more traffic volume and turning movements. The traffic impact analysis for the development should analyze future conditions at this intersection and recommend possible improvements to be implemented as part of the development, including installation of all-way stop control or a roundabout. Within the existing intersection footprint, a mini-roundabout would have a diameter of just 60’. A traditional roundabout could be constructed by utilizing the power line right-of-way and possibly small amounts of property from the two adjacent properties west and south of the intersection.

SPEED MANAGEMENT

The lane widths of 11’ recommended above under bicycle facilities will help control speeds on Westfield Road and 200 North. A possible future roundabout at Ranch Drive would also act as a gateway to Alpine and set the tone for speeds along Westfield Road in the City of Alpine.

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*Aerial view of Alpine City looking toward S Main Street*

# ALPINE CITY HISTORIC MAIN STREET DESIGN GUIDELINES



# ABOUT THE DESIGN GUIDELINES UPDATE

The following Design Guidelines replace the existing Gateway Historic Design Standards and direct the development of properties to ensure that new projects result in high quality public realm and architectural character that is aligned with the vision of Alpine's City Main Street. The updated Design Guidelines build upon the existing standards while expanding their content to reflect a more comprehensive urban design vision for the Gateway Historic District. Much of what defines Alpine's character remains central, including the preservation of historic building forms, materials, and architectural features, as well as a continued emphasis on creating a pedestrian-friendly environment. These long-standing priorities are a key component of the updated Guidelines that provide a framework for developers and property owners on expected character and ensure that new development remains compatible with Alpine's historic context while supporting a walkable, human-scaled public realm. These Guidelines are also framed by the Main Street and Gateway Corridors Small Area Plan that moves beyond a purely preservation-based approach to embrace a broader, multi modal and mixed-use urban design structure that can better shape future growth. The revised Guidelines introduce clear dimensional standards, including setbacks, articulation intervals, build-to lines, and parking placement requirements, to provide clearer direction and greater consistency in how development supports the community's vision.

## DEFINE ALPINE'S CITY CHARACTER

Defining the character of Main Street Alpine City by developing Design Guidelines will provide future development with form based measures that are easily understood and graphically communicated. The following Design Guidelines are intended to provide clear standards that encourage new buildings to sensitively respond to their context, local aesthetics, and existing patterns of development, while promoting consistency, structure, and character that is unique to Alpine's City Main Street area.

## DESIGN GUIDELINES ARE TOOLS

Design Guidelines are tools used to ensure that development meets the intended vision for Alpine City Main Street, and that new buildings meet the performance metric of a successful town core environment. They provide clear standards for

creating strong neighborhoods, setting expectations for the quality and character of the public realm and the way in which buildings interface with it. Perhaps most importantly, Design Guidelines are a way of protecting investment and the desired character of a community.

## DESIRED OUTCOMES

Design Guidelines are recommended for Alpine City Main Street for a number of reasons. When properly followed and administered, they can preserve and enhance the qualities that make the town center a beloved place in the eyes of Alpine residents and a desirable destination for visitors. They can enhance property values and improve the quality of new development, and Guidelines can protect the Alpine Historic Main Street area from development that is incompatible with the goals of this Plan. These Design Guidelines encourage limited increased density when compared to surrounding residential areas of the city in the town center and are aligned with the vision for limited growth established by the Master Plan. They strive to take the qualities of the best historic buildings as a point of reference for future development. They encourage building design and massing that reflect and enhance the qualities of the built environment to which Alpine residents feel deeply connected.

## HOW TO USE THESE GUIDELINES

The Design Guidelines are based on an overlay of two character areas that serve to complement the current zoning. These districts describe the character and use of different areas of downtown based on current use or function, desired type of new or redevelopment, and the way in which the scale of downtown transitions to adjacent neighborhoods. Associated illustrations are provided below to describe the character, density, and development type for each district. The Guidelines are organized in a simple matrix format that allows landowners and developers to easily discern what requirements and characteristics are associated with the particular character areas that their property occupies.

*Disclaimer: Building forms shown in the following pages are not characteristic of allowed building forms. They are used simply to illustrate the features being specified in the drawing.*





# DESIGN GUIDELINES MATRIX

DISTRICTS			
		MAIN STREET CIVIC AND MIXED USE	TOWN CENTER
DESIGN GUIDELINES SECTIONS	BUILD FORM AND MASSING		
	Horizontal Setback - Front	20' min / 35' max  If adjacent structures have a smaller setback, try to match  North of 200 N: 25'-30' min	15' min. / 20' max. (build-to-line)  30' max for residential uses
	Horizontal Setback - Side	10' min  Corner side yards: 20' min	6'-8' min. If same ownership min. 0'  Corner side yards: 20' min
	Building Length	Max. 60' for individual buildings at front lot line	Max. 80' for individual buildings at front lot line
	Building Articulation	Required. Maximum length of blank wall: 20'  Provide variation in building articulation a minimum of every 20'	Required. Maximum length of blank wall: 15'-20' on street side  Provide variation in building articulation a minimum of every 30'
	Activated Ground Floor	Allowable ground floor uses: cultural, professional and personal services, office, residential, retail and restaurants	Allowable ground floor uses: retail, restaurants, cultural, civic, office.  Residential: max 40% at front lot line
	Building Entries	Ground floor entries at max. every 40' on retail/ commercial frontages	Ground floor entries at max. every 30' on retail/ commercial frontages

## MAIN STREET MIXED USE FRONT AND SIDE SETBACK

The Horizontal Setback for the Front in Main Street's Civic and Mixed Use district ranges from 20 to 35', adjusted to match smaller adjacent setbacks, with a minimum of 25 to 30' north of 200 N. Side setbacks require a minimum of 10', and corner side yards have a 20-foot minimum.

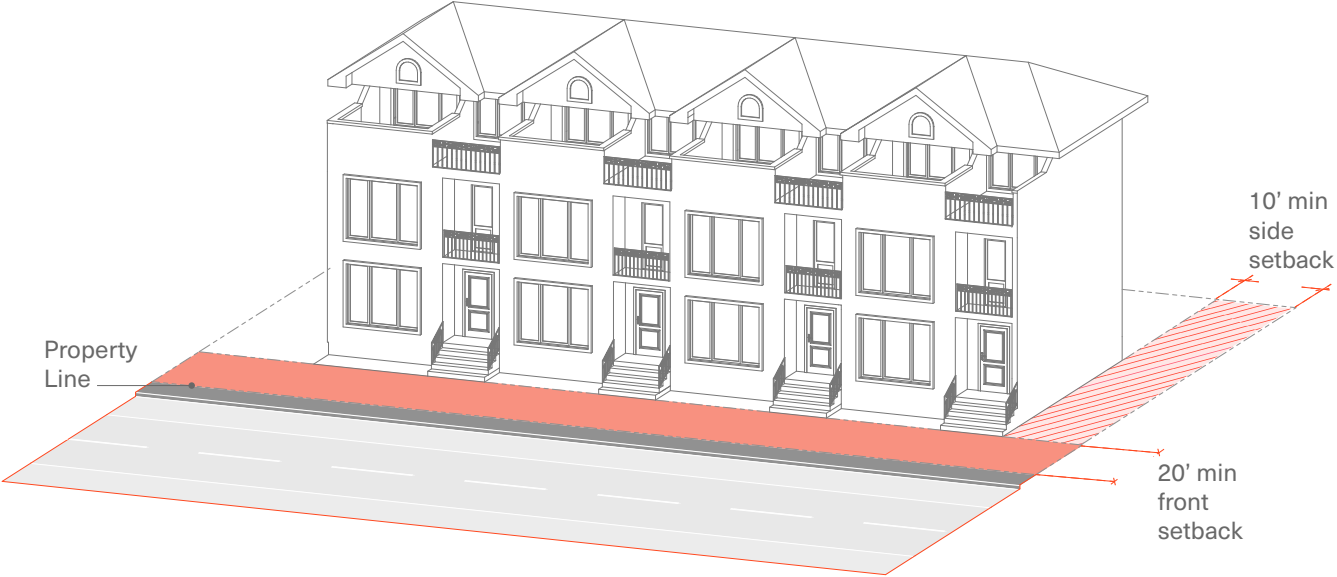
These setback requirements are part of the broader built form and massing standards intended to create a cohesive streetscape that aligns with surrounding development patterns and ensures appropriate spacing between buildings for both aesthetic and functional urban design.

### WHAT REMAINS THE SAME

- Respect for adjacent building scale, massing, and orientation.
- Orientation towards the street.
- Avoid large uninterrupted building widths.

### WHAT CHANGES

- Precise front and side setbacks by Character Area
- Building Length & Articulation requirements: Max building length at front lot line/ Required articulation
- Maximum distance between building entries



## TOWN CENTER FRONT AND SIDE SETBACK

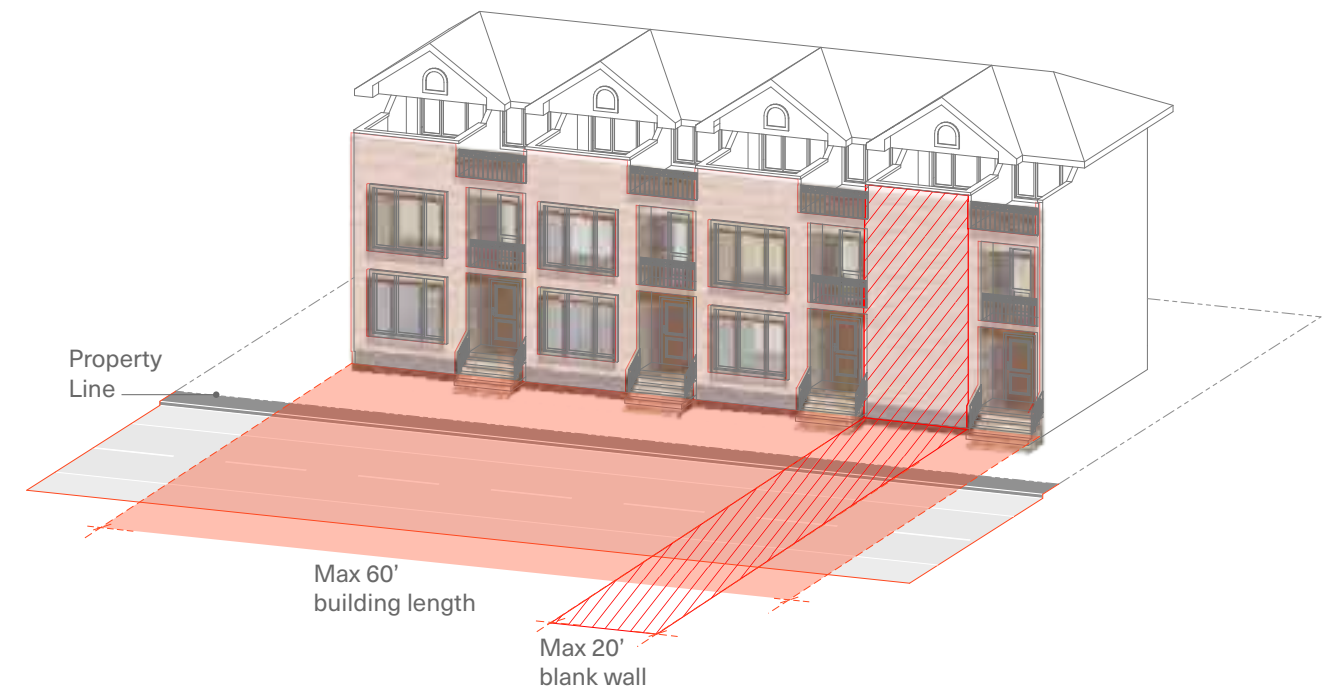
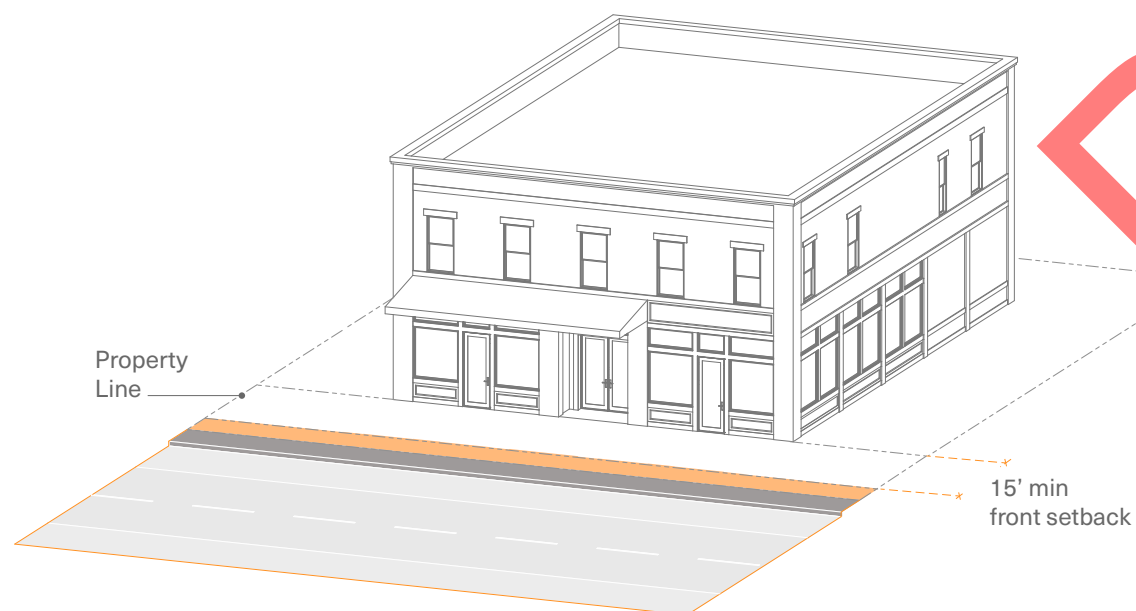
The Horizontal Front Setback in Town Center district ranges from 15' to 20', with a build-to-line approach allowing up to 30' for residential uses. Shared ownership can reduce the minimum front setback to zero; otherwise, it's six to eight feet. Side setbacks require at least 20' for corner side yards to ensure spacing.

These standards support overall building form and massing, fostering a unified streetscape that respects adjacent development and provides appropriate separation for visual appeal and functional design. These guidelines also promote pedestrian-friendly environments and enhancing street-level interaction.

## MAIN STREET MIXED USE BUILDING LENGTH AND ARTICULATION

The maximum building length at the front lot line in Main Street's Civic and Mixed Use district is limited to 60' for individual buildings. In addition, building articulation is required to ensure that no blank wall exceeds 20' in length, with variations in building articulation provided at a minimum every 20'.

These guidelines create a cohesive streetscape with proper rhythm and scale, enhancing pedestrian comfort and promoting a vibrant, human-scale public realm. They foster social interaction and community vitality by creating accessible, attractive, engaging public spaces that support a strong sense of place.

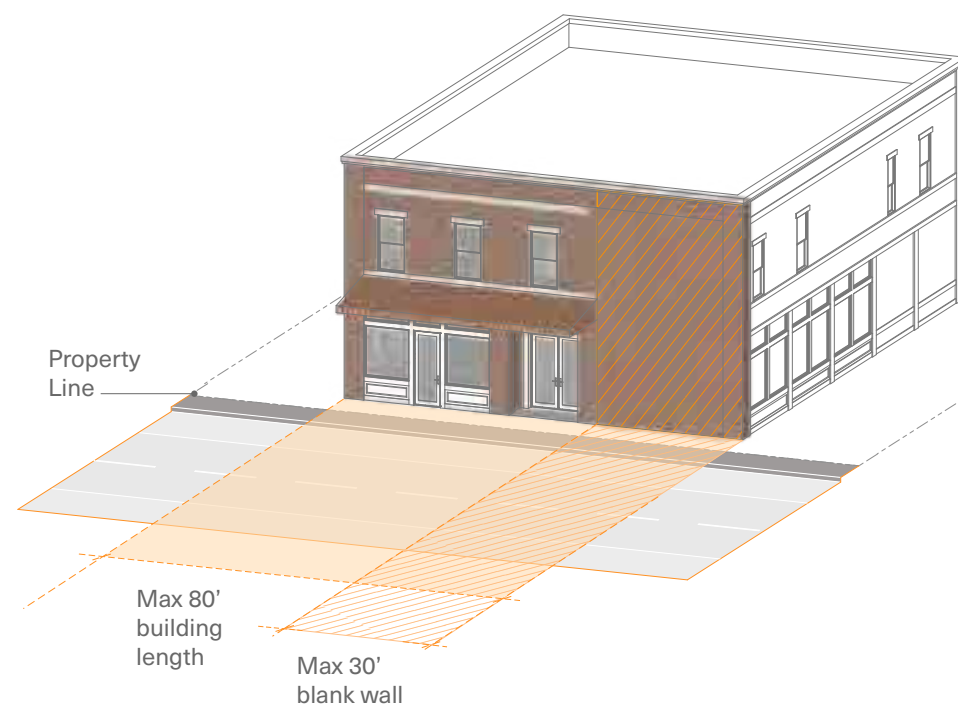




## TOWN CENTER BUILDING LENGTH AND ARTICULATION

The maximum building length at the front lot line in the designated area is limited to 80' for each building. Building articulation is mandatory, with no blank wall exceeding 15 to 20' along the street-facing side. Additionally, variations in articulation must appear at least every 30'.

These standards establish a harmonious streetscape rhythm and scale, improving pedestrian comfort and contributing to a lively, human-scaled public environment. This approach encourages social engagement and strengthens community identity by creating inviting, accessible, and dynamic public spaces.



## MAIN STREET MIXED USE BUILDING ENTRIES

Ground floor entries must be provided at intervals no greater than every 40' along all retail and commercial frontages.

This spacing ensures active pedestrian engagement, encourages interaction between buildings and the street, and promotes a vibrant streetscape. Consistent and frequent access points support accessibility and create a welcoming environment that enhances the urban experience. Such entry placement fosters social interaction, increases business visibility, and contributes to a dynamic public realm benefiting pedestrians and the surrounding community.

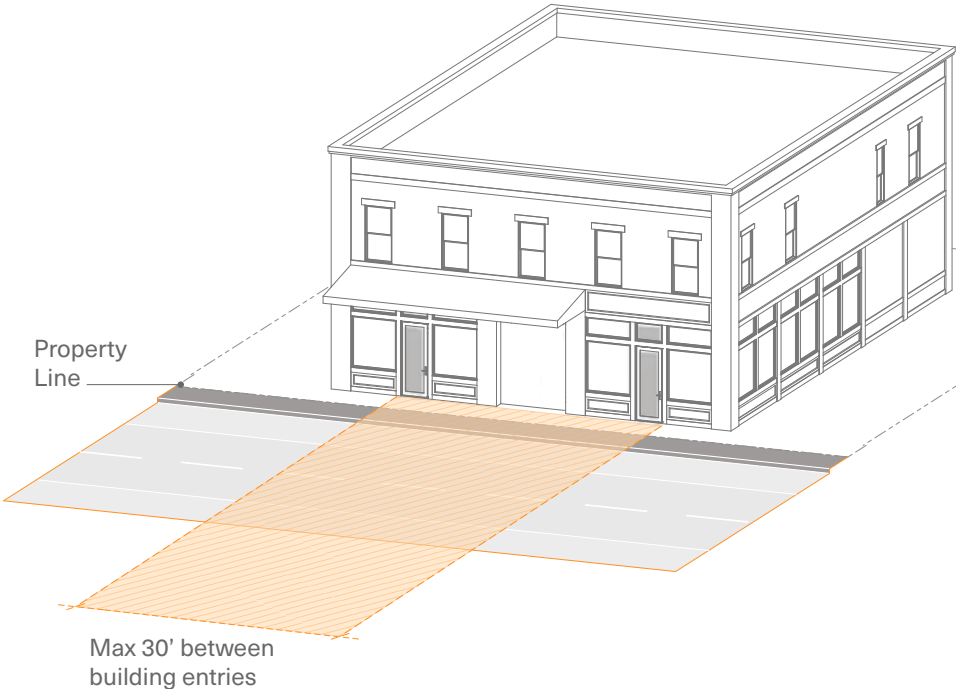


DESIGN GUIDELINES MATRIX

TOWN CENTER BUILDING ENTRIES

Ground floor entries shall be provided at intervals not exceeding 30' along all retail and commercial frontages.

This spacing is intended to promote active pedestrian engagement, enhance the connection between buildings and the street, and cultivate a vibrant, pedestrian-friendly streetscape characteristic of a thriving town center. Well-positioned entries foster social interaction, boost business visibility, and contribute to a dynamic public realm that supports a lively community and encourages walking, gathering, and commerce throughout the town center.



DISTRICTS			
		MAIN STREET CIVIC AND MIXED USE	TOWN CENTER
	HEIGHT		
	Maximum Height	34' - 3 stories  Min. 6' step back after 2nd story	34' - 3 stories  Min. 6' step back after 2nd story
	EXTERIOR WALLS AND SURFACES (INCLUDES MATERIALS)		
	Primary Materials	Wood, masonry, brick, stone	Wood, masonry, brick, stone, glass for storefronts
	Secondary Materials	Glass, architectural concrete	Glass, metal panels, architectural concrete
	Prohibited Materials	NA	Stucco, EIFS, siding
	Glazing (Reflective Glass)	Ground floor: none allowed  Upper floors: none allowed	Ground floor: none allowed Non-reflective glass storefronts encouraged  Upper floors: 25% max
	Mechanical Equipment Requirements (Screening)	Required. Mechanical equipment to be placed on roof tops, side, or back of buildings	
	WINDOWS AND DOORS		
	Ground Floor Transparency	Minimum 40% for non-residential	Minimum 60% for non-residential
Fenestration	Punched window openings required  Arched windows allowed	Match cadence and height of fenestration with adjacent buildings	
Balconies	Recessed balconies allowed on front or side. Projecting balconies allowed on rear. Balconies may not extent into the ROW. Minimum depth of 5' and width of 6' required for balconies		

WHAT REMAINS THE SAME

- New construction should respect surrounding historic building heights
- Same primary materials encouraged

WHAT CHANGES

- Height tied to Character Areas as part of build-form expectations
- Primary and secondary materials introduced/ fenestration requirements



### MAIN STREET MIXED USE BUILDING HEIGHT

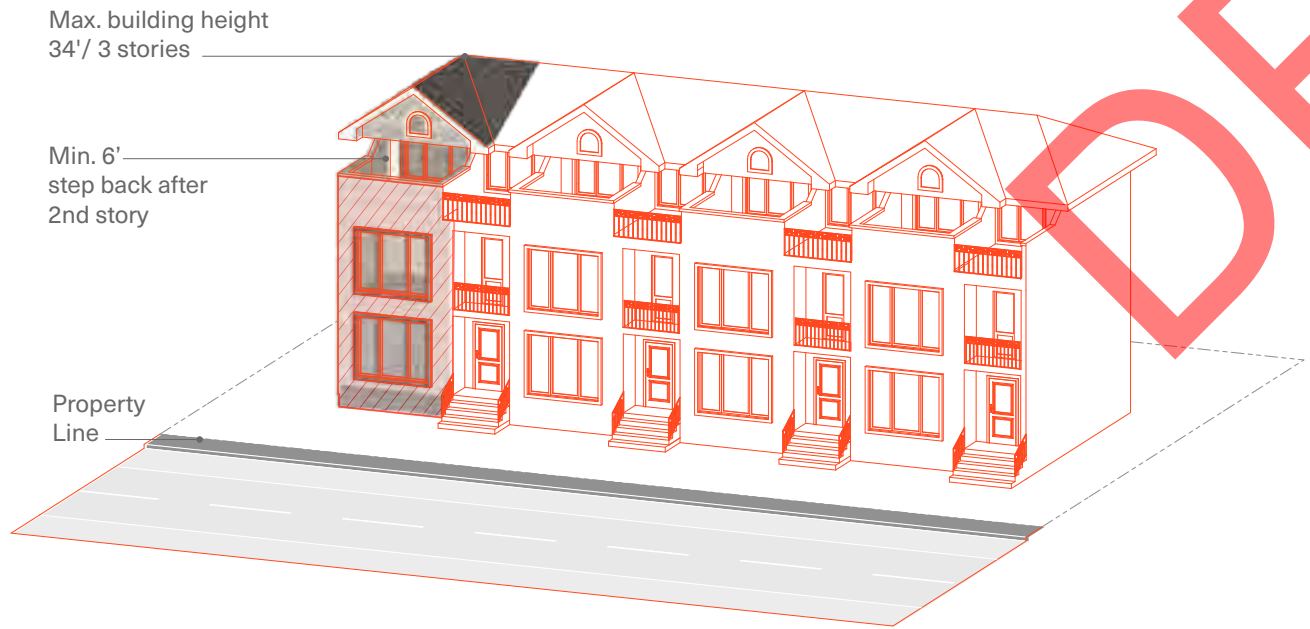
Buildings along retail and commercial frontages have a maximum height of 34' (3 stories). A minimum 6-foot step-back is required after the second story to reduce visual bulk and maintain a human-scale streetscape.

These height and step-back standards improve sunlight and air circulation at street level, creating a more comfortable and inviting urban environment. Together, they contribute to a balanced streetscape that supports both functional and aesthetic urban design goals, enhancing the overall pedestrian experience and neighborhood character.

### TOWN CENTER BUILDING HEIGHT

Buildings along retail and commercial frontages in the Town Center district are restricted to a maximum height of 34' (3 stories). This reduces visual bulk and maintain a human-scale streetscape.

These height and step-back requirements ensure ample sunlight reaches the street level while promoting natural airflow, resulting in a comfortable and welcoming atmosphere for pedestrians. This design strategy cultivates a cohesive streetscape that carefully balances practical functionality with visual appeal, enriching the pedestrian experience and strengthening the unique character of the district.

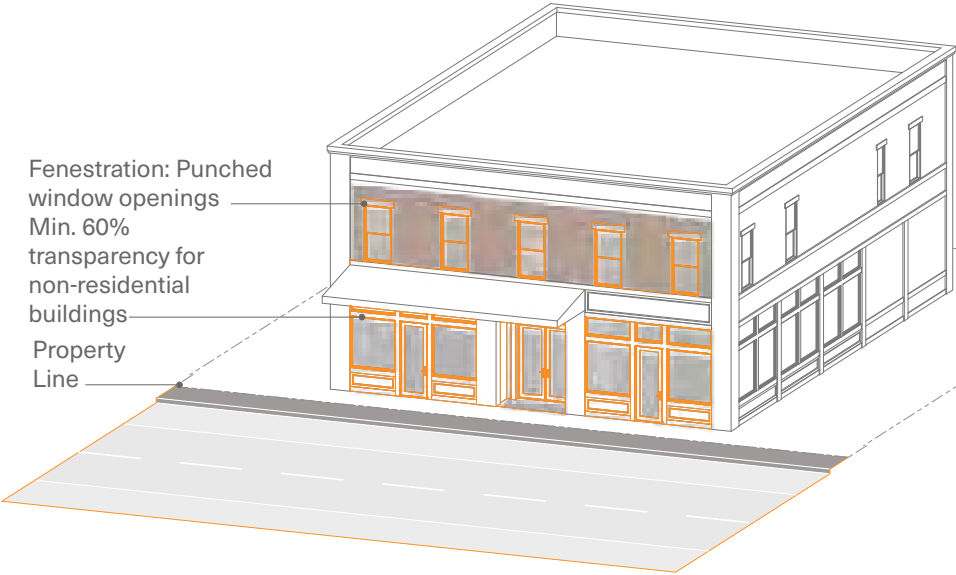


DESIGN GUIDELINES MATRIX

TOWN CENTER GROUND FLOOR TRANSPARENCY AND FENESTRATION

The Town Center district design prioritizes ground floor transparency of at least 60% for non-residential spaces to foster visual connections and active street engagement. Windows and openings align with the rhythm, height, and proportions of adjacent buildings, ensuring architectural harmony.

This strategy creates a cohesive urban fabric, enhances the pedestrian experience, and supports vibrant commercial activity, demonstrating a balance between transparency and aesthetic integration in the district.



DISTRICTS			
		MAIN STREET CIVIC AND MIXED USE	TOWN CENTER
	ROOFING		
	Roof Types	Gabled roof forms	Gabled roofs encouraged for commercial and mixed-use buildings  Flat roofs allowed only for commercial buildings. Cornice required for flat roofs
	PUBLIC REALM STANDARDS		
	Sidewalks (* see street sections for dimensions)	Min. 6'/ When possible include a 4' planted buffer	Min. 6'/ When possible include a 4' planted buffer or amenity zone
	Trees	When possible include at max. 30' O.C.	Required at max. 30' O.C. for all land use types
	Landscaping	Turf grass not allowed	Turf grass not allowed
	ACCESSORY DWELLING UNITS		
	ADU's	Allowed. Detached ADU's to be considered when aligning with MMH study and guidelines	Allowed. Detached ADU's to be considered when aligning with MMH study and guidelines
	Setbacks from Primary Structure	20' min	30' min
	Maximum ADU Height	14' - 1 story	24' - 2 stories
	Maximum Size	800 sf	800 sf  Larger ADU's allowed as long as sf is less than 70% of principal dwelling unit
	LARGE LOT STANDARDS (LARGER THAN 2 ACRES)		
	Required Development	For lots larger than acres (2) acres in size the entire site should be developed. However, if an applicant is not prepared to develop the entire site at one time, the buildings shall be clustered to one portion of the lot to ensure the street wall is maintained, and to leave a portion of the lot available for potential additional phases of development	
	Setbacks	10' min	15' min

WHAT REMAINS THE SAME

- Requirement for streetscape elements (planters, furniture, trees).
- Encouragement of gathering spaces

WHAT CHANGES

- Public Realm standards introduced with district specific requirements
- ADU standards/ Large Lot standards introduced



### MAIN STREET MIXED USE ROOFING

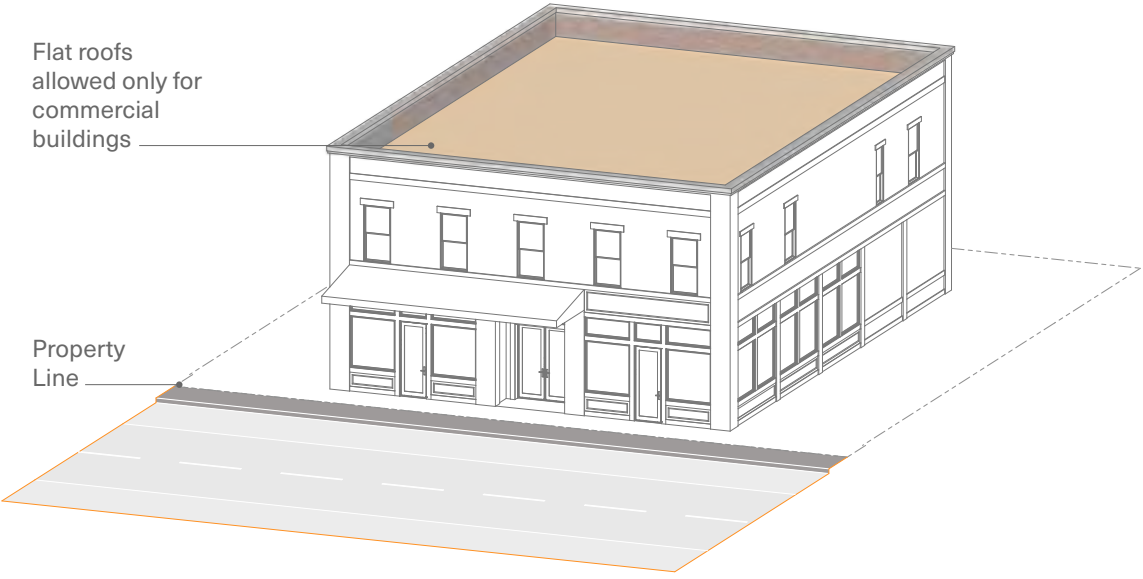
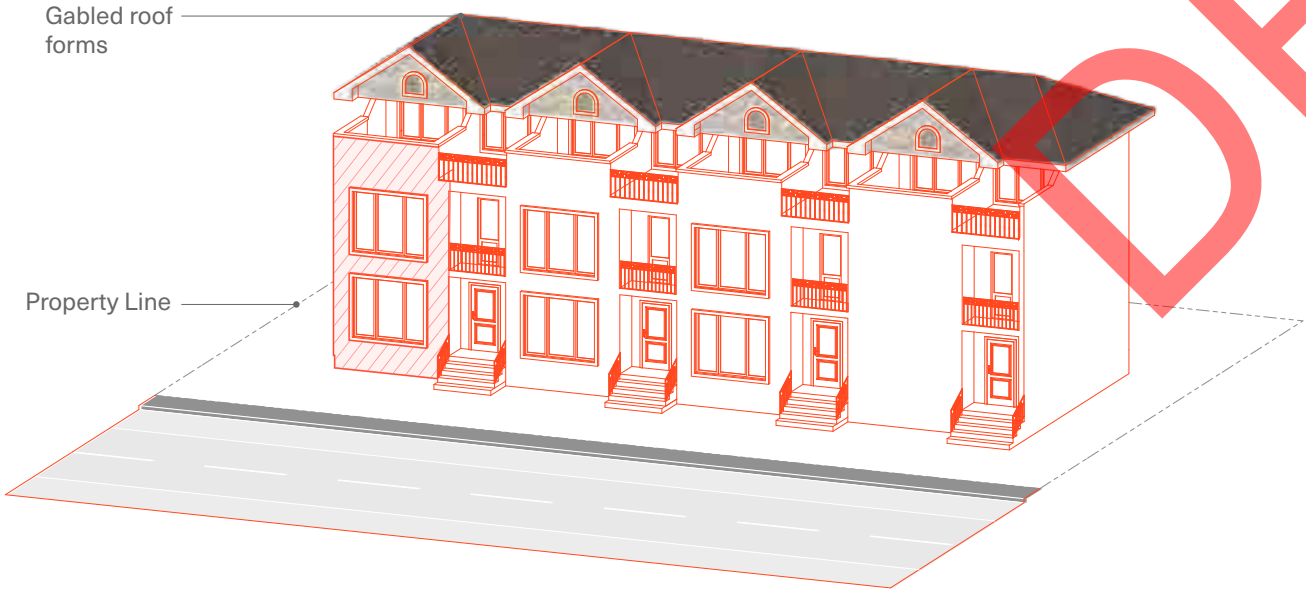
In Main Street's Civic and Mixed Use district, buildings with gabled roofs greatly enhance the architectural character and pedestrian experience.

Their classic pitched forms create an engaging roofline that adds rhythm and variety to the streetscape. Gabled roofs establish a welcoming frontage that encourages pedestrian activity. They also provide flexible upper-level spaces often used for residential or office purposes above retail, supporting the mixed-use nature of the area. Overall, gable roofing fosters a balanced urban environment with visual interest, human scale, and functional diversity.

### TOWN CENTER ROOFING

In the Town Center district, both gabled and flat roofs are allowed on commercial and mixed-use buildings for their significant contribution to the area's architectural character and pedestrian-friendly environment. Flat roofs can make commercial buildings easy to identify and allow for more floor heights and therefore flexible use.

The timeless pitched form of gabled roofs brings rhythm and visual interest to the streetscape, fostering an inviting and dynamic frontage that supports active pedestrian engagement. These roof styles also create adaptable upper-floor spaces, ideal for residential or office uses above ground-floor retail, reinforcing the district's mixed-use objectives.



**MAIN STREET MIXED USE  
SECONDARY DWELLING  
UNITS**

In designated zones permitting Secondary Dwelling Units (ADUs), detached ADUs will be considered following alignment with the MMH study and established guidelines.

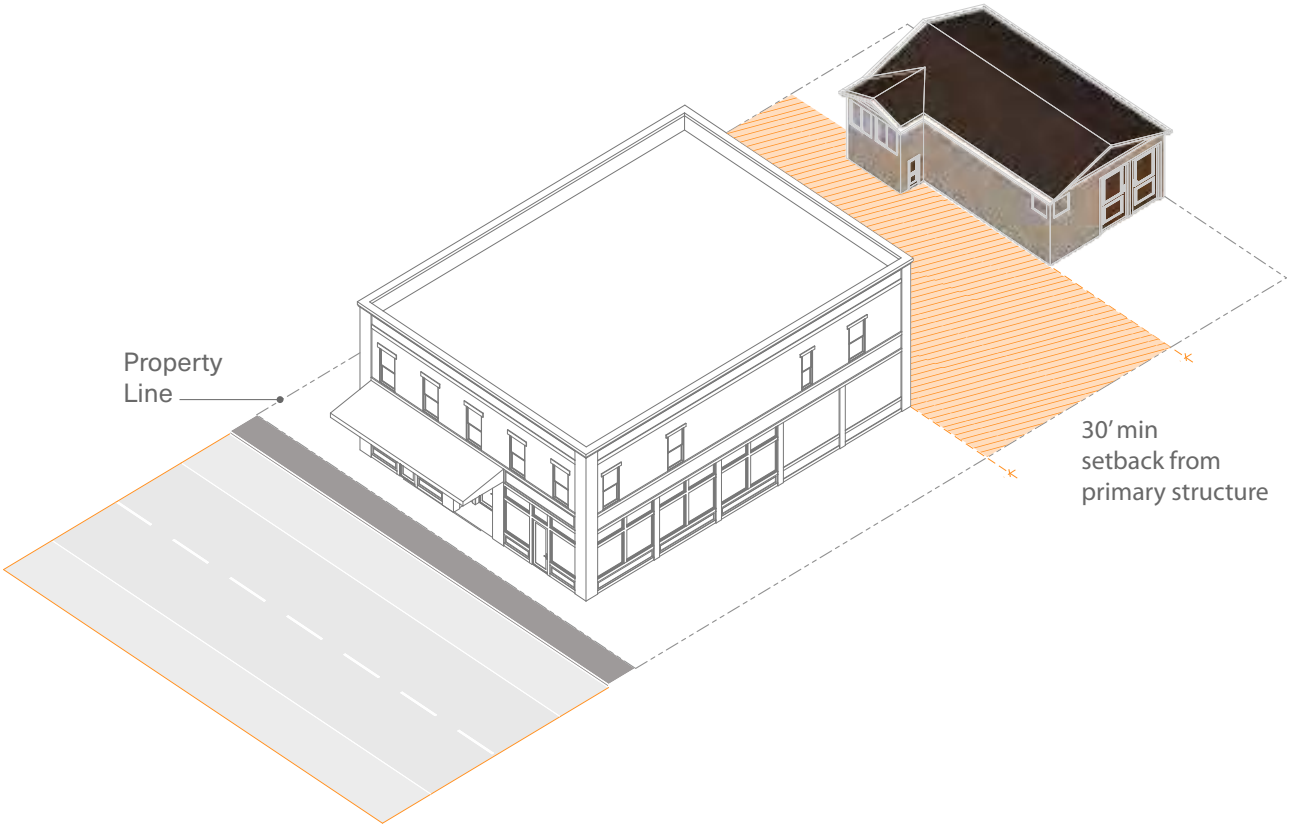
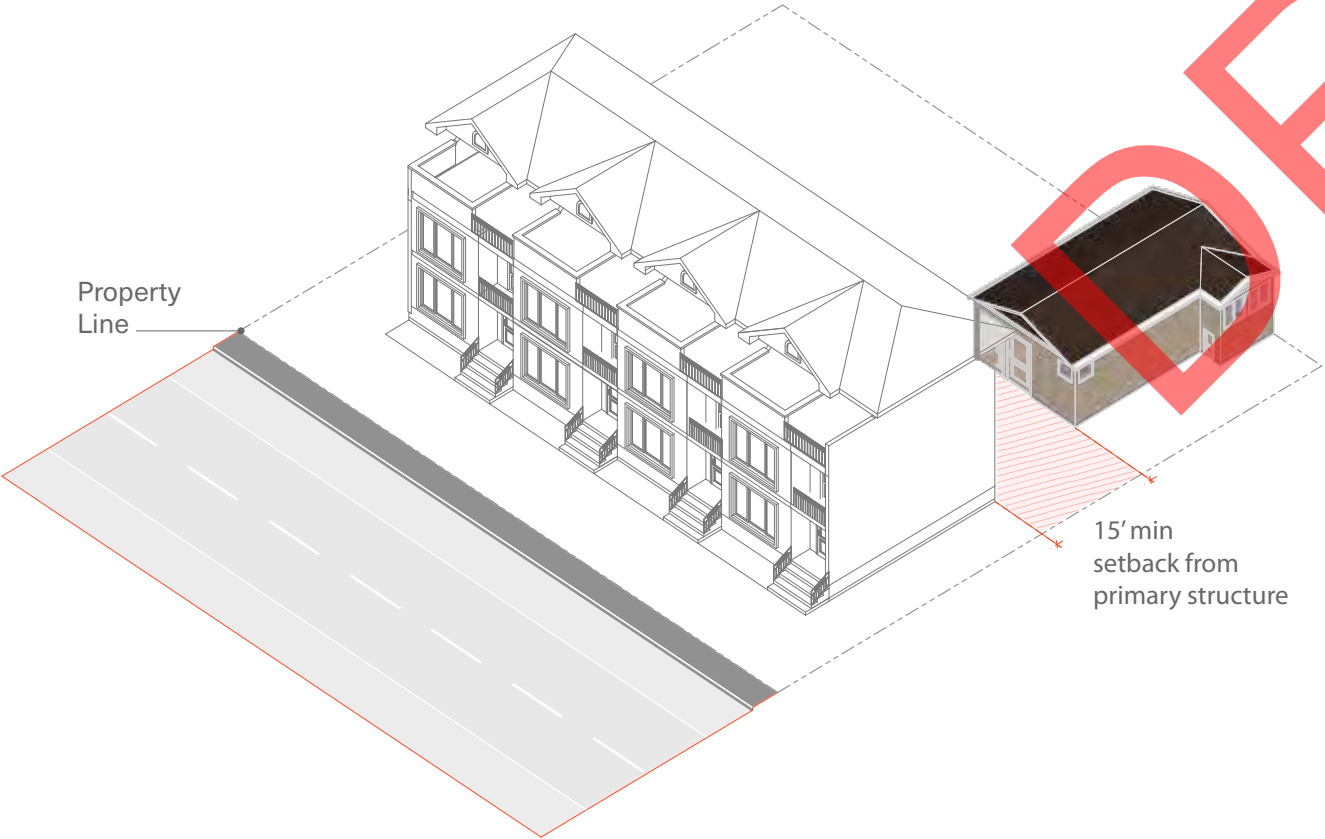
A minimum setback of 15' from the primary structure is required to ensure adequate separation, privacy, and safety. These provisions support diverse housing options while maintaining neighborhood character and community values effectively. Detached ADUs contribute to increased density and offer flexible, affordable, and sustainable living arrangements.

**TOWN CENTER  
SECONDARY DWELLING  
UNITS**

In designated zones permitting Secondary Dwelling Units (ADUs), detached ADUs will be considered following alignment with the MMH study and established guidelines.

A minimum setback of 30' from the primary structure is mandated to ensure adequate separation, privacy, and safety. These requirements promote a variety of housing options while maintaining the character and values of the town center community. Detached ADUs enable increased density without sacrificing open space, supporting flexible, affordable, and sustainable living solutions.

DRAFT





DESIGN GUIDELINES MATRIX

MAIN STREET MIXED USE  
LARGE LOT STANDARDS

For lots larger than two acres, development standards require the entire site to be developed, but if not done all at once, buildings must be clustered in one area to maintain a consistent street wall and preserve space for future phases.

This clustering enhances urban design by ensuring a cohesive street front that improves pedestrian experience and visual continuity while allowing adaptability. For Main Street Mixed Use district large lots, a minimum 40% lot coverage ensures efficient land use without sacrificing flexibility, balancing walkability, growth potential, and a unified streetscape.



DISTRICTS			
		MAIN STREET CIVIC AND MIXED USE	TOWN CENTER
	PARKING		
	Location	Should be placed on the side or behind buildings  No surface parking allowed at front lot line	Should be placed on the side or behind buildings.  Max. 35% surface parking allowed at front lot line
	Driveways	Maximum 15' wide on one side of lot	Maximum 24' wide on one side of lot
	Setbacks and Screening	Follow existing code	Min. 15' planted buffer from adjacent sidewalk or street
	SIGNAGE AND WAYFINDING		
	Materials	Sign materials should be sturdy and generally match the materiality and character of the building. Wood is encouraged. Plastic, vinyl, and similar materials are prohibited  Allowed	
	Aesthetics	Signage is to be developed with a pedestrian focus; should be aesthetically pleasing; and support the overall character of Alpine City's Main Street district.	

WHAT REMAINS THE SAME

- New construction should respect surrounding historic building heights
- Same primary materials encouraged

WHAT CHANGES

- Height tied to Character Areas as part of build-form expectations
- Primary and secondary materials introduced/ fenestration requirements

# MAIN STREET MIXED USE PARKING

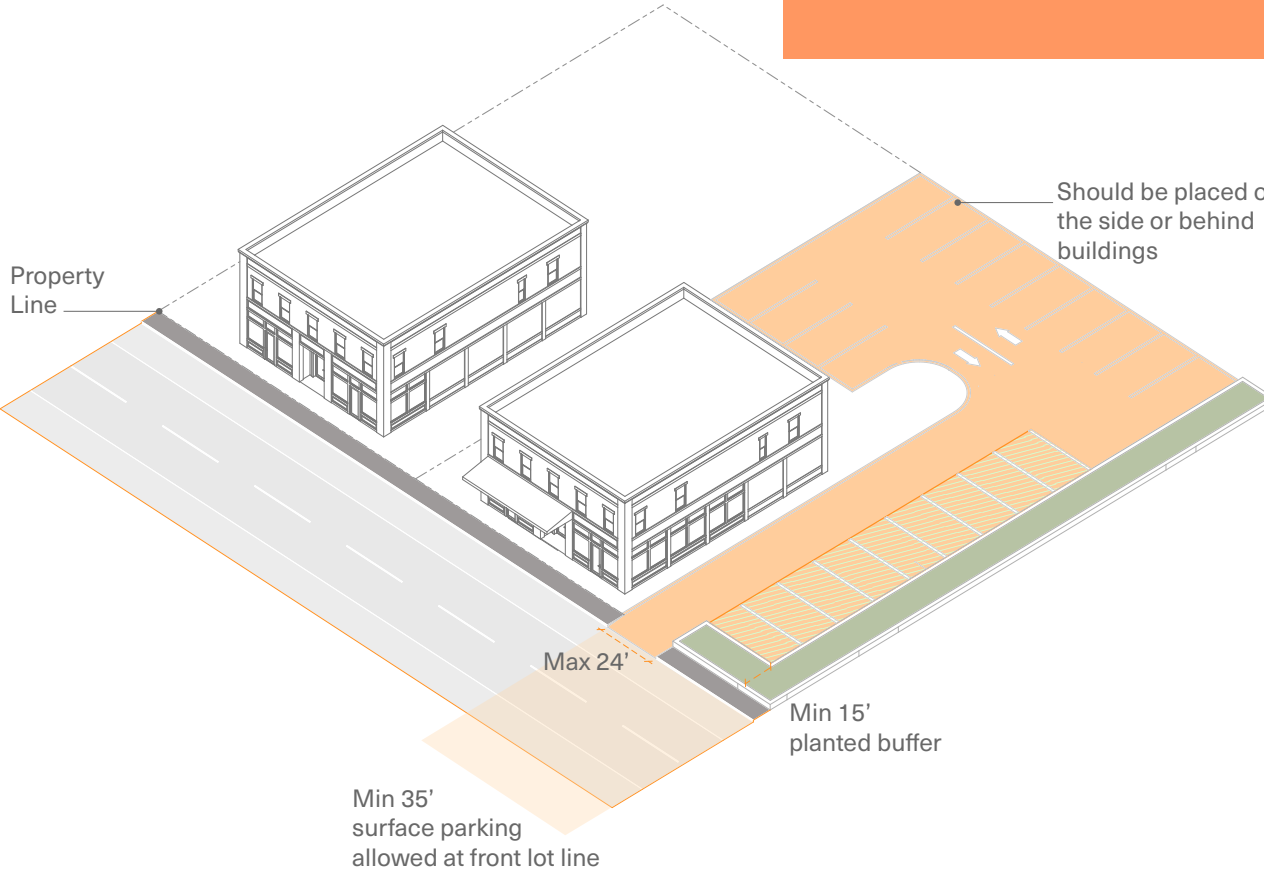
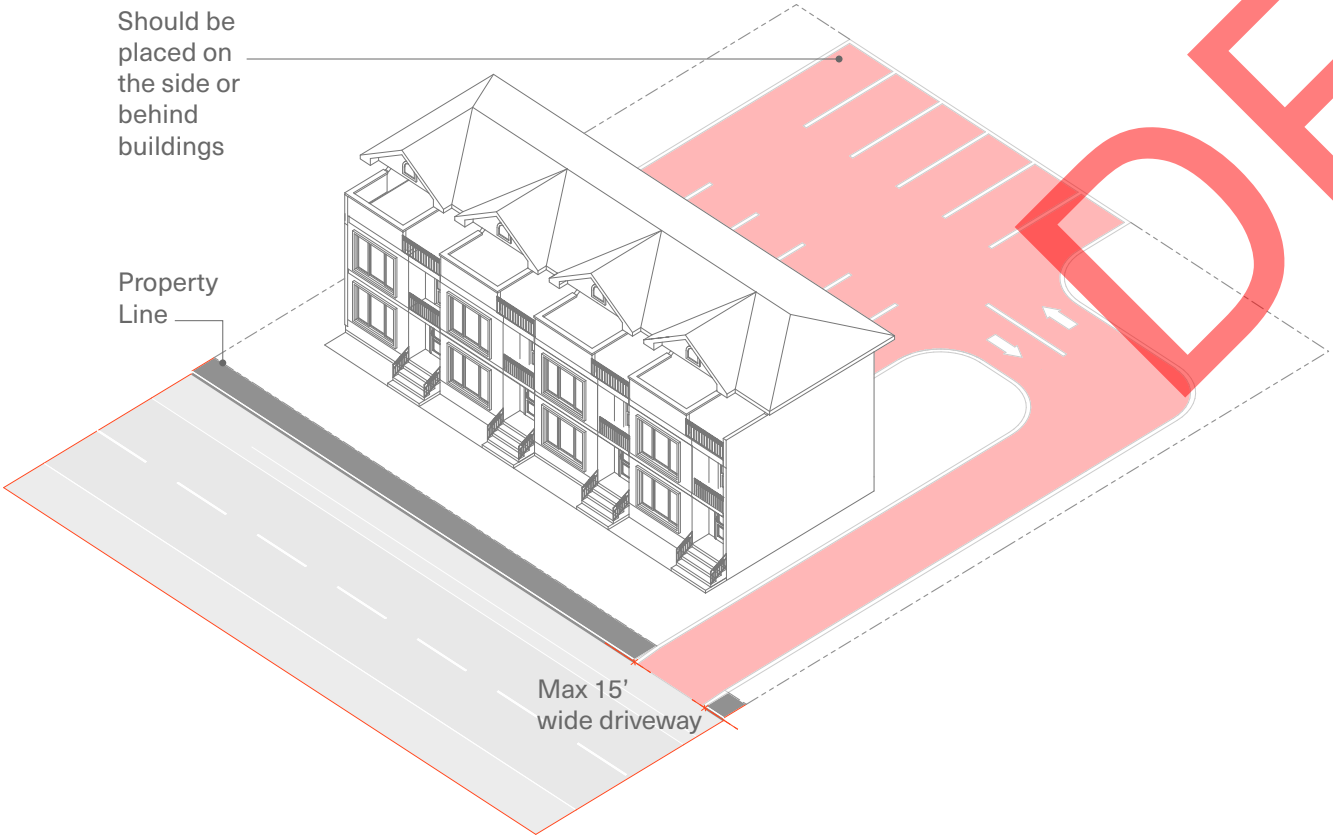
The parking approach for Main Street Civic and Mixed Use District emphasizes placing surface parking on building sides or rear, with no parking at the front lot line, and limiting driveways to 15' on one side. Setbacks and screening follow existing codes.

This enhances urban design by prioritizing pedestrian-friendly streetscapes, reducing visual clutter and pedestrian-vehicle conflicts. Avoiding front parking encourages active building frontages and safer, attractive urban environments, supporting sustainable, mixed-use development. This design promotes better access, aesthetics, and functionality in urban planning.

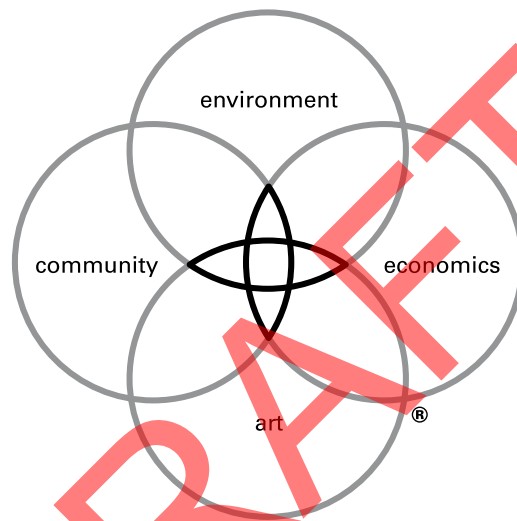
# TOWN CENTER PARKING

The Town Center district parking approach locates surface parking to the side or rear of buildings, limiting front lot line parking to 35% or less. Driveways are restricted to 24' wide on one side. A minimum 15-foot planted buffer separates parking from sidewalks or streets, following setback and screening requirements.

This design reduces visual clutter and pedestrian-vehicle conflicts, enhances active building frontages, and creates safer, more attractive public spaces, fostering a vibrant, functional urban environment that encourages community interaction and improves overall streetscape quality.







DW LEGACY DESIGN®

Legacy Design is the defining element of our practice. It is our commitment to an elevated level of design inquiry to arrive at the optimal solutions for clients. The process ensures that our projects reflect the critical issues facing the built environment and that they deliver measurable benefit to clients and communities. It is the foundation of the firm's workshop culture and guides all projects.

# **APPENDIX A - MARKET ANALYSIS MEMO**

DRAFT



## DESIGNWORKSHOP

Landscape Architecture  
Planning  
Urban Design  
Strategic Services  
Environmental Graphic Design

1390 Lawrence Street  
Suite 100  
Denver, Colorado 80204  
303.623.5186  
designworkshop.com

## MEMORANDUM

To:

From: Design Workshop

Date: 11/01/2024

Project Name: Alpine City Main Street and Gateway Corridors

Project #: 8316

Subject: Alpine City Retail Analysis

Copy To:

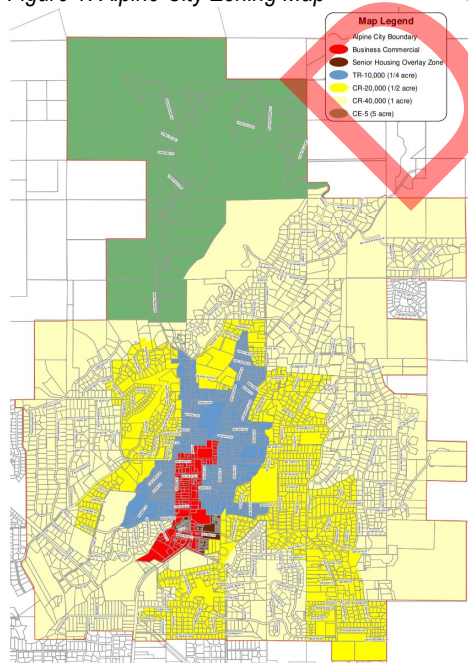
### Introduction

Alpine, Utah is located in Utah County against the slopes of the Wasatch Mountain Range. It is located approximately 32 miles southeast of Salt Lake City, about a 35-minute drive via I-15, and is located about 20 miles north of Provo, providing easy access to both urban centers. The majority of the land within the city is zoned for residential use at varying densities ranging from 1/4 acre lots to 5 acre lots. The Business Commercial District has a small footprint compared to the Residential District and only has 12 retail and restaurant businesses serving the Alpine population. Figure 1 displays Alpine City's zoning map.<sup>1</sup>

Retail leakage occurs when residents of a community spend money outside their local area due to insufficient local retail options. In Alpine, Utah, the limited availability of business and commercial spaces has resulted in notable retail leakage. With few retail stores or service options available locally, residents often travel to nearby cities to fulfill their shopping needs. This not only means lost sales for potential local businesses but also impacts the local economy, as sales tax revenue that could circulate within the community flows outward instead.

The purpose of this study is to quantify the extent of Alpine's retail leakage by assessing the spending that is currently going elsewhere. This data will then guide recommendations for the amount and type of commercial space that could be supported by Alpine's population, aiming to recapture some of this spending. By analyzing the demographics of the city, the study will also identify potential retail tenants that could be successful in Alpine City. This approach seeks to address unmet local demand, improving the city's economic vitality and reducing the need for residents to shop outside the community.

Figure 1: Alpine City Zoning Map



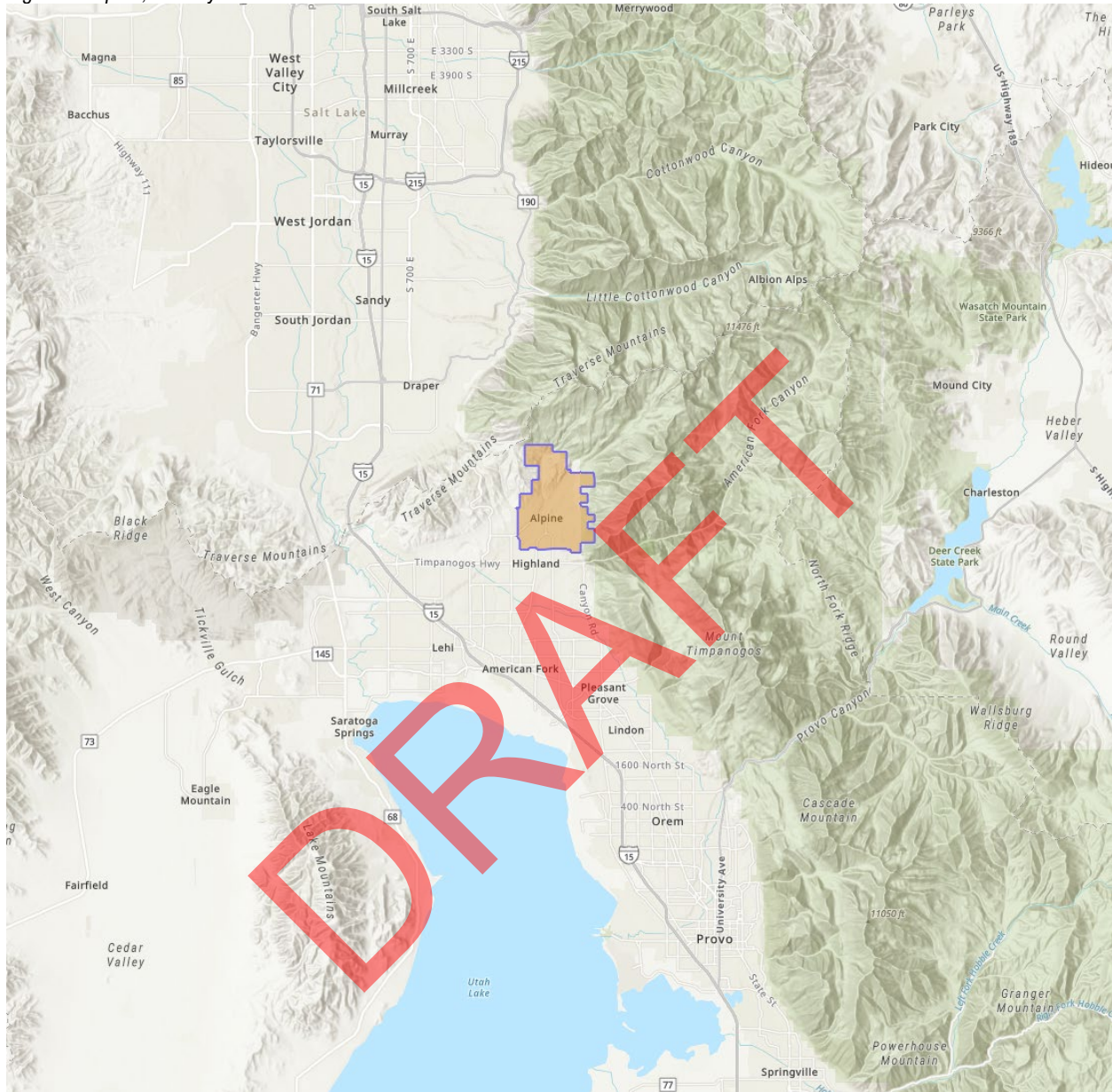
Source: Alpine Planning and Zoning Department

<sup>1</sup> [Zoning.mxd](#)

## Identification of Study Area

For the purpose of this study, demographics, existing retail performance, and retail leakage calculations all utilized Alpine City boundaries to remain consistent with one another. Figure 2 outlines the study area.<sup>2</sup>

Figure 2: Alpine, UT City Boundaries



Source: ESRI Business Analyst

## Demographics

The area's demographics provide essential insights into the characteristics and trends of the local population. Analyzing population trends can forecast future demand for services or products, guiding investment decisions. Income and employment data can assess the area's purchasing power, helping determine the products and services in line with residents' financial capabilities. The following sections outline the population, age, income, and race and ethnicity statistics in the selected study area.

---

<sup>2</sup> ESRI Business Analyst



### Population<sup>3</sup>

Between 2010 and 2020, Alpine City's population grew modestly from 9,770 to 10,251, with a compound annual growth rate (CAGR) of 0.48%. This growth rate increased slightly in the following years, with a projected CAGR of 0.80% from 2020 to 2024, bringing the population to an estimated 10,604 by 2024. Looking ahead to 2029, the population is expected to reach 10,939, growing at a CAGR of 0.62% from 2024 to 2029. By 2040, population is projected to increase to approximately 10,952 and increase to 11,420 by 2050.

Table 1: Population Trends

Population	Alpine City, UT
2010 Total Population	9,770
2020 Total Population	10,251
2010-2020 Population: Compound Annual Growth Rate	0.48%
2024 Total Population	10,604
2020-2024 Population: Compound Annual Growth Rate	0.80%
2029 Total Population	10,939
2024-2029 Population: Compound Annual Growth Rate	0.62%
2040 Total Population	10,952
2029-2040 Population: Compound Annual Growth Rate	0.01%
2050 Total Population	11,420
2040-2050 Population: Compound Annual Growth Rate	0.42%

Source: ESRI Business Analyst

### Age<sup>4</sup>

Alpine City's population is predominantly young, with 12.74% of residents under age 10 and 21.06% in the 10-19 range, indicating a strong presence of children and teenagers. Young adults aged 20-29 make up 13.62% of the population, while those in their 30s represent 8.05%. Middle-aged adults are well-represented, with 13.11% of residents aged 40-49 and 12.85% aged 50-59. Older adults, including 9.71% aged 60-69 and 8.86% aged 70 and above, constitute a smaller portion. This demographic mix highlights a youthful community with a large presence of families.

Table 2: Age Distribution

Age	Alpine City, UT
2024 Total Population Age 0-9 (%)	12.74%
2024 Total Population Age 10-19 (%)	21.06%
2024 Total Population Age 20-29 (%)	13.62%
2024 Total Population Age 30-39 (%)	8.05%
2024 Total Population Age 40-49 (%)	13.11%
2024 Total Population Age 50-59 (%)	12.85%
2024 Total Population Age 60-69 (%)	9.71%
2024 Total Population Age 70+ (%)	8.86%

Source: ESRI Business Analyst

<sup>3</sup> ESRI Business Analyst

<sup>4</sup> Ibid

### Income<sup>5</sup>

Alpine City has a high median household income of \$168,392. The median household income is projected to increase to \$184,636 by 2029. 38.3% of households earn \$200,000 or more, while 21.51% have incomes between \$150,000 and \$199,999. Households with incomes from \$100,000 to \$149,999 make up 14.39%, and those earning \$75,000 to \$99,999 account for 6.77%. Lower-income households are less common, with only 5.31% earning under \$15,000, and similarly small percentages in other low- and mid-range brackets. This income distribution suggests a largely affluent community with a concentration in the upper-income tiers.

Table 3: Income Distribution

Income	Alpine City, UT
2024 Median Household Income	\$168,392
2029 Median Household Income	\$184,636
2024 Household Income less than \$15,000 (%)	5.31%
2024 Household Income \$15,000-\$24,999 (%)	0.80%
2024 Household Income \$25,000-\$34,999 (%)	3.81%
2024 Household Income \$35,000-\$49,999 (%)	3.74%
2024 Household Income \$50,000-\$74,999 (%)	5.38%
2024 Household Income \$75,000-\$99,999 (%)	6.77%
2024 Household Income \$100,000-\$149,999 (%)	14.39%
2024 Household Income \$150,000-\$199,999 (%)	21.51%
2024 Household Income \$200,000 or greater (%)	38.30%

Source: ESRI Business Analyst

### Race and Ethnicity<sup>6</sup>

Alpine City's population is predominantly White, accounting for 90.71% of residents. Hispanic residents make up 4.55%, while those identifying as two or more races represent 5.73%. Other racial groups have smaller representations, including 1.21% Asian, 0.50% Black or African American, 0.31% Pacific Islander, and 0.25% American Indian or Alaska Native.

Table 4: Race and Ethnicity

Race and Ethnicity	Alpine City, UT
2024 White Population (%)	90.71%
2024 Black/African American Population (%)	0.50%
2024 American Indian/Alaska Native Population (%)	0.25%
2024 Asian Population (%)	1.21%
2024 Pacific Islander Population (%)	0.31%
2024 Other Race Population (%)	1.28%
2024 Population of Two or More Races (%)	5.73%
2024 Hispanic Population (%)	4.55%

<sup>5</sup> Ibid

<sup>6</sup> Ibid



## Tapestry Groups<sup>7</sup>

Psychographics, or the study and classification of people according to their behaviors other psychological criteria, can be used to determine preferences and habits of groups of people. Using a blend of demographic data, ESRI has developed behavioral groups, called Tapestry Segments, which can be used to assess characteristics, spending habits, lifestyle choices, and other preferences of these specified groups of people. Table 5 provides an overview of the tapestry groups that exist within Alpine City. The Professional Pride group accounts for 57% of the Alpine City population, the largest of the five. The Top Tier, Savvy Suburbanites, and Pleasantville groups account for approximately 17%, 11%, and 12%, respectively. The following section provides an overview of these tapestry groups.

Table 5: Tapestry Group Distribution

Tapestry	Alpine City, UT
2024 Top Tier (1A) Tapestry Adult Population (%)	17.37%
2024 Professional Pride (1B) Tapestry Adult Population (%)	57.27%
2024 Savvy Suburbanites (1D) Tapestry Adult Population (%)	11.44%
2024 Pleasantville (2B) Tapestry Adult Population (%)	12.23%

Source: ESRI Business Analyst

### Top Tier

The residents of the Top Tier demographic are affluent, highly educated professionals who have achieved significant career success and financial security, with an average net worth exceeding \$3 million. They tend to be older, and many have transitioned to consulting roles or own their own businesses. With incomes more than triple the US average, they enjoy a lifestyle centered on luxury, from upscale home maintenance and high-end personal care to frequent, extravagant vacations. Their spending reflects a commitment to comfort, convenience, and quality, indulging in amenities that enhance their well-being and highlight their success.

These Top Tier consumers prioritize quality, exclusivity, and convenience in their spending. They favor high-end retailers and are willing to pay full price for items that reflect their status and taste, often shopping at stores like Nordstrom and Macy's, as well as online at Amazon. Their spending habits include frequent use of personal services, from day spas and upscale salons to professional housekeeping and property maintenance. Leisure and travel are key interests, and they indulge in luxury accommodations and premium travel services, including limousines and rental cars for comfort and convenience. With a preference for brands that offer a refined experience, they are loyal to companies that match their lifestyle, whether that's in fashion, home goods, or entertainment. Their choices are guided by a desire for high-quality, reliable, and luxurious products that complement their affluent, sophisticated lifestyle.

### Professional Pride

Professional Pride consumers are well-educated, dual-income families who have achieved financial stability through diligent work and smart investments. With an average net worth of \$1.6 million and household incomes over twice the national average, these families enjoy a comfortable, upscale suburban lifestyle. Despite their busy work schedules and long commutes, they prioritize their children's needs and maintain well-organized routines. They are financially savvy, investing for the future through retirement accounts and securities, and they protect their assets with comprehensive insurance coverage. Their homes are newer and frequently updated, reflecting pride in their achievements and a commitment to creating an ideal living environment.

These consumers are practical yet willing to invest in quality, particularly when it comes to their homes, where they take on smaller DIY projects but contract out major renovations. They shop heavily online, with Amazon as a go-to, and are careful credit users, spending on cards but typically paying off balances. Technology is seamlessly integrated into their lives, with the latest devices for every family member, and they actively use them for reading, fitness, and entertainment. Professional Pride families are also wellness-focused, outfitting their homes with gyms and regularly visiting salons and spas. Their spending choices are purposeful, driven by a desire to balance convenience, quality, and long-term value as they continue to build and enjoy their secure, well-rounded lifestyle.

### Savvy Suburbanites

Savvy Suburbanites are well-educated, financially secure families, often made up of empty nesters or parents with adult children still at home. Living in established neighborhoods outside urban centers, they enjoy a comfortable suburban lifestyle that blends a love for home improvement and outdoor activities. These residents are invested in maintaining and enhancing their homes, frequently engaging in DIY remodeling projects and gardening, though they're not averse to hiring contractors when needed. They

<sup>7</sup> Ibid

appreciate cultural experiences, fine food, and wine, often seeking out organic and natural products for cooking at home, embodying a mix of suburban comfort with a taste for urban amenities.

These consumers are active and health-conscious, engaging in sports like skiing and golf and spending on quality sports equipment and fitness gear. Financially, they are informed and resourceful, actively investing while managing various forms of debt, including mortgages and home equity lines. They favor practical, family-oriented vehicles such as SUVs and minivans, and rely on personal services like housekeeping to support their busy lives. With a preference for quality and sustainability, they're thoughtful spenders who value both function and lifestyle, making investments that enhance their comfort, health, and long-term well-being.

#### Pleasantville

Pleasantville residents are established, financially secure suburban homeowners, mostly located in older neighborhoods in the Northeast and parts of California. These slightly older, settled couples often live in single-family homes, many of which require ongoing maintenance and upgrades. With higher incomes and a substantial net worth, they prioritize maintaining their homes through home improvement and remodeling projects, frequently hiring contractors to handle the work. Their suburban lifestyle is balanced by a mix of leisure activities, from sports and gardening to enjoying movies and cultural events.

In terms of retail spending, Pleasantville consumers prefer quality and convenience. Their shopping habits are diverse, spanning from high-end retailers to discount stores, with a significant amount of purchases made online. They invest in quality home services, opting for bundled TV, internet, and phone packages, and often subscribe to premium entertainment channels like HBO and Showtime. Financially savvy, they use the internet for paying bills, managing investments, and online shopping. They value both practicality and indulgence, frequently spending on gardening supplies, event tickets, and travel, including beach visits and theme parks. Their spending habits are marked by a commitment to comfort, quality, and maintaining a well-rounded, enjoyable lifestyle.

#### **Existing Retail Inventory and Tenancy<sup>8</sup>**

Alpine City has 45,400 square feet of retail space across 9 properties. All retail properties are centrally located along N Main St within the commercial district. Eleven tenants occupy these spaces across various industries including Finance and Insurance, Services, Health Care, Retail, and Arts, Entertainment, and Recreation. Tenants include banks, finance and insurance companies, a donut shop, gas stations, and a supermarket. Approximately 1/3 of existing retail space is Class B while the remaining 2/3 is Class C. Existing retail buildings have an average year built of 1976. The existing inventory is old and outdated and lacks modern amenities to attract new and exciting businesses and tenants.

Class B buildings offer more utilitarian space without special attractions. It will typically have ordinary architectural design and structural features, with average interior finish, systems, and floor plans, adequate systems and overall condition. It will typically not have the abundant amenities and location that a class A building will have. This is generally considered to be more of a speculative investment. They therefore attract a wide range of users with average rents.

Class C buildings are generally older buildings that offers basic space. These properties have below-average maintenance and management, mixed or low tenant prestige, and inferior mechanical/electrical systems. As with Class B buildings, they lack prestige and must depend chiefly on lower prices to attract tenants and investors.

*Table 6: Existing Tenant Overview*

Address	SF Occupied	Industry	Secondary Type	Store Type	NAICS
113 S Main St	4,773	Finance and Insurance	Bank	Bank	Commercial Banking - 522110
400 S Main St	3,583	Retailer	Service Station		
416 S Alpine Hwy	2,296	Health Care and Social Assistance	Freestanding		
60 W Main Street Ct	2,200	Health Care and Social Assistance	Health Club		
15 E 200 N	1,765	Finance and Insurance		Finance Company	Securities Brokerage - 523120
416 S Alpine Hwy	1,263	Retailer	Freestanding	Donut Shop	Baked Goods Stores - 445291
40 W Main St	1,250	Finance and Insurance		Insurance	Direct Property and Casualty Insurance Carriers - 524126
400 S Main St	1,000	Retailer	Service Station	Gasoline Station	Other Gasoline Stations - 457120
62 S Main St	N/A	Services	Freestanding		
375 S Main St	N/A	Arts, Entertainment, and Recreation	Storefront Retail/Office		Amusement and Recreation Industries - 713990
400 S Main St	N/A	Retailer	Service Station	Supermarket	Convenience Retailers - 445131

Source: CoStar

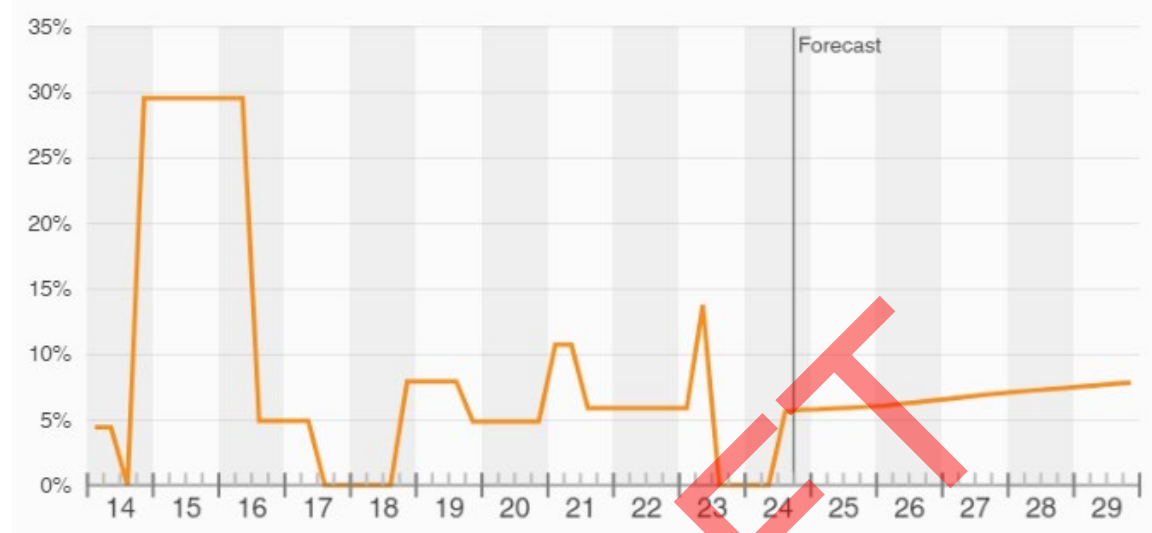
<sup>8</sup> CoStar



### Existing Retail Vacancy Trends<sup>9</sup>

Vacancy rates for retail space within Alpine City have typically ranged from between 4.85% and 21.21% over the last ten years with an average of 11.55%. Given the small size of the market, vacancy rates are volatile and experience drastic shifts when tenants vacate properties. Vacancy rates nearly reached 30% between 2014 and 2016 before dropping to nearly 0%, since then, rates have remained below 15%, dropping to 0% in 2023. It is projected that vacancy rates will remain steadily below 10% over the next five years.

Figure 3: Existing Retail Vacancy Trends

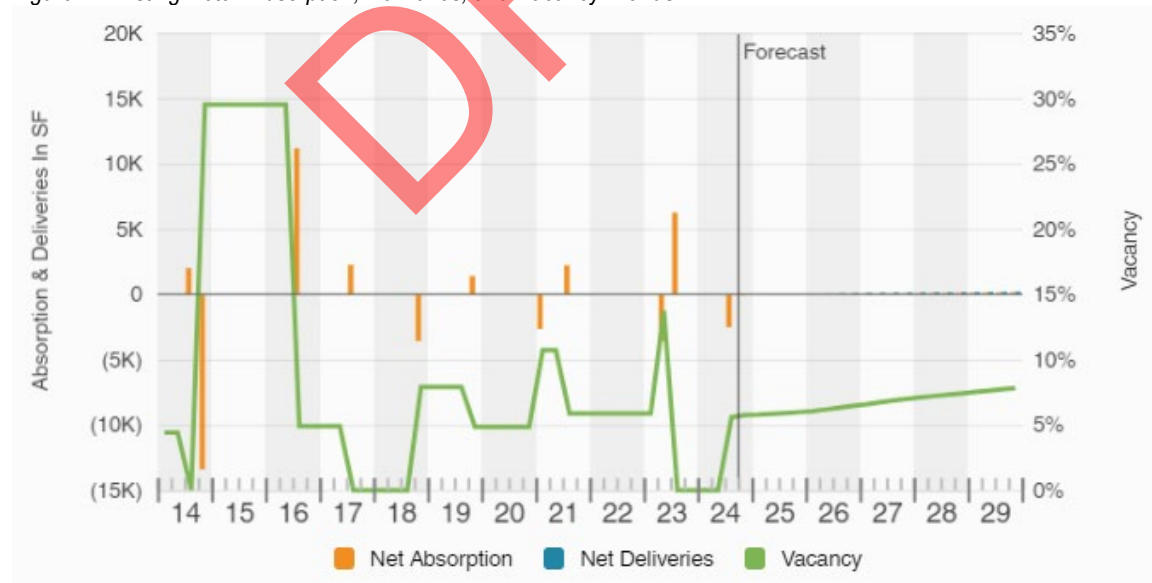


Source: CoStar

### Existing Retail Absorption, Deliveries, and Vacancy Trends<sup>10</sup>

Absorption of retail space has typically ranged from (6,113 SF) to 6,198 SF annually. This means that almost all space that was vacated annually was reabsorbed by another tenant entering the space within the same year. Alpine City has not experienced any new deliveries since 2014, indicating a stagnant retail market that has not grown to meet the demands of the population. Turnover rates are low for the existing space as exemplified by an average tenancy of 8 years for current tenants in the market.

Figure 4: Existing Retail Absorption, Deliveries, and Vacancy Trends



Source: CoStar

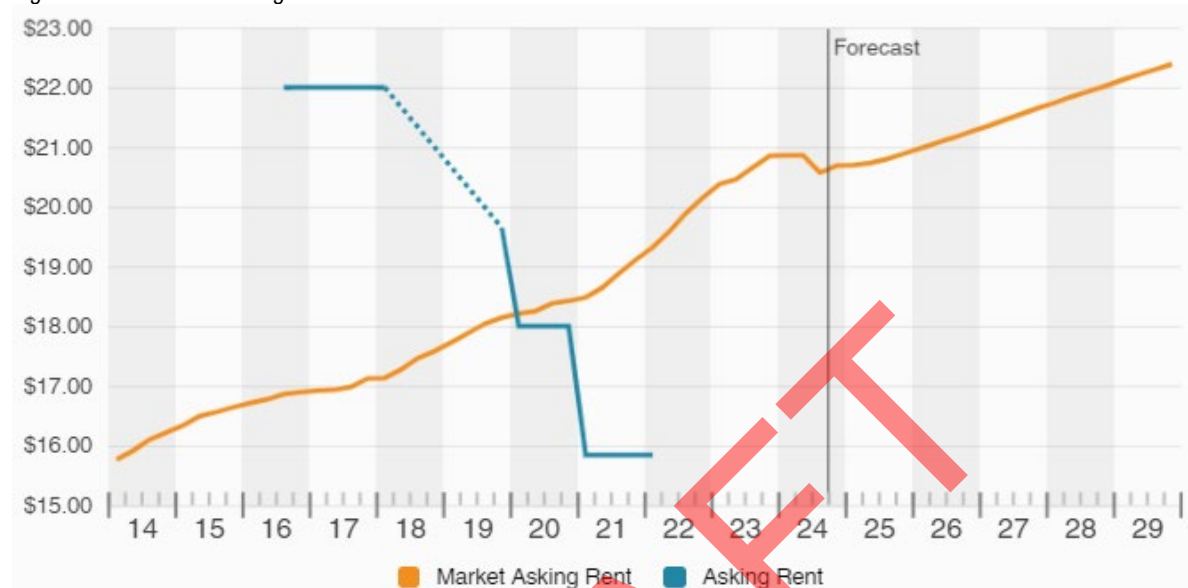
<sup>9</sup> Ibid

<sup>10</sup> Ibid

### Existing Retail Market and Asking Rental Rates<sup>11</sup>

Market rental rates have increased by 31% since 2014 from \$15.76 per square foot to current rates of \$20.64 per square foot. Market rental rates are expected to continue to rise to approximately \$22.50 per square foot by 2029. Available asking rental rates were measured from 2016 to 2022 where they dropped from \$22 per square foot to \$15.84 per square foot. This decline in asking rates is likely due to landlords offering rent concessions to tenants to incentivize occupying the space. This is a sign of an unattractive market from a tenant perspective that may not experience suitable customer traffic.

Figure 5: Market and Asking Rental Rates



Source: CoStar

### Retail Leakage Analysis<sup>12</sup>

As previously mentioned, retail leakage occurs when residents of a community spend money outside their local area due to insufficient local retail options. To measure the leakage in Alpine City, sales and expenditure data from the NAICS was utilized. The NAICS (North American Industry Classification System) code is a standardized classification system used in the U.S., Canada, and Mexico to categorize businesses by industry for the purpose of collecting, analyzing, and publishing economic data. The following retail classifications were utilized for this study:

- 2024 Furniture/Home Furnishings (NAICS4491)
- 2024 Electronics/Appliance Retailers (NAICS4492)
- 2024 Bldg Material/Garden Equipment & Supply (NAICS444)
- 2024 Food & Beverage Retailers (NAICS445)
- 2024 Health/Personal Care Retailers (NAICS456)
- 2024 Clothing/Accessory/Shoe/Jewelry (NAICS458)
- 2024 Sports/Hobby/Book/Music/Misc (NAICS459)
- 2024 General Merchandise Retailers (NAICS455)
- 2024 Food Service & Drinking Places (NAICS722)

Example store types of each NAICS code are shown in Table 7.

<sup>11</sup> Ibid

<sup>12</sup> NAICS



Table 7: Example Stores by NAICS Code

NAICS Code	
2024 Furniture/Home Furnishings (NAICS4491)	2024 Health/Personal Care Retailers (NAICS456)
Furniture Stores	Health and Personal Care Stores
Home Furnishings Stores	Pharmacies and Drug Stores
Floor Covering Stores	Cosmetics, Beauty Supplies, and Perfume Stores
Window Treatment Stores	Optical Goods Stores
2024 Electronics/Appliance Retailers (NAICS4492)	Food Supplement Stores
Electronics and Appliance Stores	2024 Clothing/Accessory/Shoe/Jewelry (NAICS458)
Household Appliance Stores	Clothing Stores
Electronics Stores	Clothing Accessories Stores
2024 Bldg Material/Garden Equip&Suppl (NAICS444)	Shoe Stores
Home Centers	Jewelry Stores
Paint and Wallpaper Stores	Luggage and Leather Goods Stores
Hardware Stores	2024 Sports/Hobby/Book/Music/Misc (NAICS459)
Lawn and Garden Equipment and Supplies Stores	Sporting Goods Stores
Outdoor Power Equipment Stores	Hobby, Toy, and Game Stores
Nursery, Garden Center, and Farm Supply Stores	Sewing, Needlework, and Piece Goods Stores
2024 Food & Beverage Retailers (NAICS445)	Musical Instrument and Supplies Stores
Grocery Stores	Book Stores
Supermarkets	2024 General Merchandise Retailers (NAICS455)
Convenience Stores	Department Stores
Specialty Food Stores	Florists
Meat Markets	Gift, Novelty, and Souvenir Stores
Fish and Seafood Markets	Pet Stores
Fruit and Vegetable Markets	Art Dealers
Baked Goods Stores	2024 Food Srv & Drinking Places (NAICS722)
Confectionary and Nut Stores	Drinking Places (Bars)
Beer, Wine, and Liquor Stores	Restaurants

Source: NAICS

An analysis was conducted of the sales data of each existing retail business located in Alpine City within these NAICS categories to determine the total sales volume of each NAICS category in 2024. With that, spending data was collected for residents of Alpine City to understand the total expenditure volume within each NAICS category. The expenditure volume was then subtracted from the sales volume to determine the retail leakage for each category. Table 8 provides a summary of the sales, expenditures, and leakage for each NAICS category in Alpine City.

Table 8: Retail Leakage by NAICS Code

NAICS Code	Retail Sales	Retail Expenditures	Retail Leakage
2024 Furniture/Home Furnishings (NAICS4491) Sales	\$0	\$6,061,330	\$6,061,330
2024 Electronics/Appliance Retailers (NAICS4492) Sales	\$0	\$1,633,993	\$1,633,993
2024 Bldg Material/Garden Equip&Suppl (NAICS444) Sales	\$5,072,000	\$8,563,372	\$3,491,372
2024 Food & Beverage Retailers (NAICS445) Sales	\$382,000	\$29,227,190	\$28,845,190
2024 Health/Personal Care Retailers (NAICS456) Sales	\$704,000	\$3,926,494	\$3,222,494
2024 Clothing/Accessory/Shoe/Jewelry (NAICS458) Sales	\$0	\$6,239,481	\$6,239,481
2024 Sports/Hobby/Book/Music/Misc (NAICS459) Sales	\$981,000	\$2,497,416	\$1,516,416
2024 General Merchandise Retailers (NAICS455) Sales	\$0	\$22,656,309	\$22,656,309
2024 Food Srv & Drinking Places (NAICS722) Sales	\$1,981,000	\$23,757,256	\$21,776,256
<b>Total</b>	<b>\$9,120,000</b>	<b>\$104,562,841</b>	<b>\$95,442,841</b>

Source: ESRI Business Analyst

Total retail sales for all sectors amount to \$9,120,000, while total retail expenditures reach \$104,562,841, resulting in a substantial retail leakage of \$95,442,841. This leakage indicates potential for retail expansion to capture consumer spending that currently occurs outside the area. The sectors with the highest retail leakage are General Merchandise Retailers (\$22,656,309), followed by Food & Beverage Retailers (\$28,845,190), Food Services & Drinking Places (\$21,776,256), and Health/Personal Care Retailers (\$3,222,494). This data suggests that all NAICS categories that were analyzed have significant unmet demand locally, presenting potential opportunities for investment and expansion in the region.

### Supportable Retail Footprint<sup>13</sup>

To quantify the retail leakage into a square footage demand value, an average sales value for the United States was calculated using data from both ESRI Business Analyst and CoStar. The average sales volume per square foot in the United States according to these sources is approximately \$415 per square foot. Retail leakage was divided by the constant sales per square foot value to arrive at an approximate square footage of demand for each NAICS category. Total retail demand based on leakage is approximately 230,000 square feet.

**Table 9: Total Retail Square Footage Demand**

NAICS Code	Retail Leakage	Average Sales Per SF	Retail SF Demand
2024 Furniture/Home Furnishings (NAICS4491) Sales	\$6,061,330	\$415	14,606
2024 Electronics/Appliance Retailers (NAICS4492) Sales	\$1,633,993	\$415	3,937
2024 Bldg Material/Garden Equip&Suppl (NAICS444) Sales	\$3,491,372	\$415	8,413
2024 Food & Beverage Retailers (NAICS445) Sales	\$28,845,190	\$415	69,506
2024 Health/Personal Care Retailers (NAICS456) Sales	\$3,222,494	\$415	7,765
2024 Clothing/Accessory/Shoe/Jewelry (NAICS458) Sales	\$6,239,481	\$415	15,035
2024 Sports/Hobby/Book/Music/Misc (NAICS459) Sales	\$1,516,416	\$415	3,654
2024 General Merchandise Retailers (NAICS455) Sales	\$22,656,309	\$415	54,594
2024 Food Srv & Drinking Places (NAICS722) Sales	\$21,776,256	\$415	52,473
<b>Total</b>	<b>\$95,442,841</b>	<b>\$415</b>	<b>229,983</b>

Source: ESRI Business Analyst, CoStar

A Market Area is the geographic area in which a development can be expected to draw the majority of users from. Market areas are generally divided into two geographic regions, a primary market area and secondary market area. A primary market area is where the development can expect to draw 60%-80% of users from, while a secondary market area is where the development can expect to draw from 20%-40% of users. In this analysis, Alpine City is the primary market for new retail space being introduced to the market. As a result, it is likely that new retail offerings within Alpine City will likely only be able to capture 60%-80% of the retail leakage. Alpine City can likely support between 137,990 square feet and 183,986 square feet of retail space based on the percentage of total demand that can be captured.

**Table 10: Supportable Retail Square Footage Based on Capturable Demand**

NAICS Code	Retail SF Demand	Primary Market (60% Capture Rate)	Primary Market (80% Capture Rate)	Capturable Retail Square Footage
2024 Furniture/Home Furnishings (NAICS4491) Sales	14,606	8,763	11,684	8,763 - 11,684
2024 Electronics/Appliance Retailers (NAICS4492) Sales	3,937	2,362	3,150	2,362 - 3,150
2024 Bldg Material/Garden Equip&Suppl (NAICS444) Sales	8,413	5,048	6,730	5,048 - 6,730
2024 Food & Beverage Retailers (NAICS445) Sales	69,506	41,704	55,605	41,704 - 55,605
2024 Health/Personal Care Retailers (NAICS456) Sales	7,765	4,659	6,212	4,659 - 6,212
2024 Clothing/Accessory/Shoe/Jewelry (NAICS458) Sales	15,035	9,021	12,028	9,021 - 12,028
2024 Sports/Hobby/Book/Music/Misc (NAICS459) Sales	3,654	2,192	2,923	2,192 - 2,923
2024 General Merchandise Retailers (NAICS455) Sales	54,594	32,756	43,675	32,756 - 43,675
2024 Food Srv & Drinking Places (NAICS722) Sales	52,473	31,484	41,978	31,484 - 41,978
<b>Total</b>	<b>229,983</b>	<b>137,990</b>	<b>183,986</b>	<b>137,990 - 183,986</b>

Source: ESRI Business Analyst, CoStar

### Tapestry Preference Summary<sup>14</sup>

ESRI's tapestry groups were utilized to provide a list of potential successful tenants that could be included with the development of new retail space. The Top Tier, Professional Pride, Savvy Suburbanites, and Pleasantville groups represent affluent, well-educated households living in comfortable suburban environments, each with preferences that reflect their success and values. Top Tier consumers are high-net-worth individuals who indulge in a luxurious lifestyle, focusing on exclusive experiences, premium travel, and high-end services that highlight their achievements. Professional Pride families, often dual income, prioritize financial stability and well-being, investing in quality home improvements, technology, and wellness to enjoy a balanced, upscale lifestyle. Savvy Suburbanites, many of whom are empty nesters or parents with adult children, blend suburban comfort with a taste for urban amenities, spending on DIY home projects, outdoor activities, and sustainable, high-quality products. Pleasantville residents, mostly in settled neighborhoods, maintain their homes through upgrades and enjoy a mix of practical and indulgent purchases, including leisure activities, travel, and cultural experiences. Across all groups, there is a shared commitment to comfort, quality, and a lifestyle that balances practicality with enjoyment, each aligning their spending with values of security, sophistication, and well-being.

<sup>13</sup> Ibid

<sup>14</sup> ESRI Business Analyst



## Experiential Retail Opportunity

Alpine City's affluent and well-established demographic provides an ideal opportunity for experiential retail offerings, catering to consumers who seek immersive, high-quality shopping experiences. Retail clustering, the strategic grouping of stores with complementary or diverse offerings in a concentrated area, creates a vibrant shopping environment, drawing customers with a mix of brands and experiences. Experiential retail, which focuses on engaging customers through events, interactive displays, and personalized service, goes beyond traditional shopping by creating experiences that create social engagement. Together, retail clustering and experiential retail can create a lively, high-end shopping destination tailored to the tastes of Alpine City's sophisticated clientele. The following trends can be considered when developing experiential retail offerings in seasonal communities.

- **Identity:** Experiential retail centers should have an identifiable image. The identity should be reinforced by providing for consistency in quality of signage, store fronts and merchants.
- **Sense of Place:** Create ambiance through effective lighting and seating strategies and the creation of a "sense of place".
- **Variety of Stores:** Successful retail districts provide variety in terms of stores and the merchandise or services provided by various stores. The degree of retail variety will greatly impact the quality of the visitor experience.
- **Retail as Entertainment:** The retail environment and opportunities should be fun and entertaining. Retail centers may introduce elements of entertainment through the design of the physical space as well as the inclusion of specific entertainment-oriented tenants, such as shops that show how products are made or bakeries that have a visible kitchen for customers to watch the process.
- **Save the Best for Food:** The best locations, in terms of pedestrian traffic, visibility and convenience, should be identified for restaurants and bars. Food drives retail.
- **Make It Special:** Offer ongoing special events and activities. Create reasons for visitors and the public to explore.
- **Reflect Demographic Profile:** The tenant mix must meet the consumer demands of its customers.

If Alpine City intends to attract luxury and high-end tenants that align with the demographic profile of the city, high-quality and heavily trafficked spaces that create a memorable retail experience must be provided. The abovementioned trends can help to guide experiential retail developments.

## Potential Experiential Retail Tenants

Experiential retail tenants within Alpine City should reflect the spending habits and preferences of the local population. A creative mix of tenants, good merchandising and comfortable ambiance drives experiential retail in successful retail developments. Tenants should address the needs and interests of each market segment including year-round residents and tourists. Offerings should include both common retail purchases as well as indulgences which offer special opportunities that shoppers cannot easily find. Common resident groups prioritize quality, natural products, and home improvement. They also favor quality and classic fashion and focusing on home projects. The most affluent groups enjoy an active, well-funded retirement, investing in health and luxury products. To reflect these spending preferences and opportunities for retail experiential retail and retail clustering, a list of relevant retail offerings and potential tenants was curated. These offerings provide a well-rounded mix of tenants that aim to provide opportunities for customers to spend time at multiple stores or restaurants during their visit. Table 11 provides an overview of these potential tenants.

Table 11: Potential Experiential Retail Tenants

Potential Experiential Retail Tenant Examples			
Tenant Group / Example Tenants	Approximate SF Footprint	Tenant Group / Example Tenants	Approximate SF Footprint
2024 Furniture/Home Furnishings (NAICS4491)	8,763 - 11,684 SF	2024 Health/Personal Care Retailers (NAICS456)	4,659 - 6,212
Pottery Barn	10,000 SF	Med Spa	4,500 SF
Crate & Barrel	12,000 SF	Ulla Beauty	5,000 SF
West Elm	8,500 SF	Local Apothecary	2,000 SF
Anthropologie	10,000 SF	Local Eyewear Store	3,000 SF
2024 Food & Beverage Retailers (NAICS445)	41,704 - 55,605 SF	2024 Clothing/Accessory/Shoe/Jewelry (NAICS458)	9,021 - 12,028
Whole Foods	40,000 SF	Patagonia	5,000 SF
Tader Joes	12,000 SF	Lululemon	5,000 SF
Total Wine & More	20,000 SF	Tiffany & Co	2,000 SF
Sprouts Farmers Market	25,000 SF	J. Crew	5,000 SF
2024 Food Srv & Drinking Places (NAICS722)	31,484 - 41,978	2024 Sports/Hobby/Book/Music/Misc (NAICS459)	2,192 - 2,923
Local Fine Dining Restaurants	4,000 SF	Local Bookstore / Café	5,000 SF
Gourmet Delis	2,500 SF	Local Music Store	5,000 SF
Artisan Bakeries	3,000 SF	Local Ski and Gear Shop	3,000 SF
Wine Bar / Cocktail Lounge	5,000 SF	Local Florist	2,500 SF

Source: Design Workshop

### Relevant Stand-Alone Tenants

Alpine City's leakage within the Electronics/Appliance, Building Material/Garden Equipment and Supply, and General Merchandise NAICS categories present opportunities for additional relevant retail offerings. Given the required footprint for these tenants and their inapplicability to experiential retail developments, these potential retail offerings have been categorized as stand-alone retail opportunities. The potential tenants and retail offerings remain relevant to the demographic profiles and spending habits of Alpine City residents. Table 12 provides an overview of these relevant stand-alone tenants.

Table 12: Potential Stand-Alone Retail Tenants

Potential Stand-Alone Tenant Examples			
Tenant Group / Example Tenants	Approximate SF Footprint	Tenant Group / Example Tenants	Approximate SF Footprint
2024 Electronics/Appliance Retailers (NAICS4492)	2,362 - 3,150 SF	2024 General Merchandise Retailers (NAICS455)	32,756 - 43,675
Apple Store	3,000 SF	Target	40,000 SF
Best Buy	2,500 SF	Costco Wholesale Club	80,000 SF
Micro Center	3,000 SF	Big O Tires	10,000 SF
Bose or Sonos Stores	2,000 SF	Car Dealership	25,000 SF
2024 Bldg Material/Garden Equip&Suppl (NAICS444)	5,048 - 6,730 SF		
Home Depot Garden Center	5,000 SF		
Lowes Garden Center	6,000 SF		
Ace Hardware	6,000 SF		
Tractor Supply Co.	6,500 SF		

Source: Design Workshop

### Potential Sales Tax Revenue<sup>15</sup>

Alpine City's sales tax rate as of 2024 is 7.45%, 1.11% of which comes directly from Alpine City. If new retail offerings are able to capture between 60% and 80% of retail spending from residents of Alpine City, the city could likely receive between \$635,000 and \$850,000 annually in sales tax revenue.

### Conclusions

Alpine City's retail leakage analysis highlights an opportunity for new retail development to capture a significant portion of local consumer spending currently directed outside the area. With \$95.4 million in unmet demand, particularly in the general merchandise, food and beverage, food services, and health and personal care sectors, there is a clear need for a modernized retail footprint. This demand translates into an estimated need for 230,000 square feet of retail space, of which Alpine City could realistically support between 138,000 and 184,000 square feet. Targeted tenant selection, aligned with the preferences of affluent, quality-focused consumer segments identified through ESRI's tapestry groups, can further enhance the appeal of new retail offerings. By addressing these gaps, Alpine City has potential to revitalize its retail sector and meet the evolving needs of its residents.

<sup>15</sup> Alpine City



# **APPENDIX B - DESIGN GUIDELINES REVIEW MEMO**

DRAFT

## DESIGNWORKSHOP

Landscape Architecture  
Planning  
Urban Design  
Strategic Services  
125 S Clark St  
Suite 660  
Chicago, IL 60603  
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## MEMORANDUM

To: Alpine City  
From: Design Workshop  
Date: December 2, 2024  
Project Name: Main Street & Gateways Corridor  
Project #: 8316  
Subject: Historic District Design Guidelines Review Analysis

This report is the first step in the update of the existing Historic Main Street Design Guidelines. It is intended to provide a review of the existing regulations and identify opportunities for improvement.

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# I. Introduction

## Project Overview and Purpose

Alpine City utilizes their current Historic District Design Guidelines to guide future development along Main Street in the current Business Commercial zone. The Design Guidelines establish high level standards for development along Main Street and have not been updated since being adopted in November of 2015.

Design Workshop is preparing a small area master plan for the Gateways Corridor area that includes Main Street, and has completed a review of the existing Design Guidelines, which is intended to inform how Alpine City should update this document and how this could be incorporated into future zoning updates.

Along with these recommendations, the analysis also considers other suggested updates to improve usability for the general public, applicants, and decision makers.

## Overall Process

As part of the 2024 Alpine City Main Street & Gateway Corridors Small Area Plan, the city is including a revision to their Historic District Design Guidelines. This update will create a framework to direct future development in the area and align with the vision from the community for Main Street and the Historic District. The opportunity was provided for the community to share feedback on existing conditions and effectiveness of the current Design Guidelines, and how to create a document that will help achieve the goals and vision for Alpine City.

## Guiding Principles

In addition to seeking to incorporate the community's direction from the Main Street & Gateway Corridors Small Area Plan into the updated Design Guidelines, the following seven principles should guide this revision. These are based on best practices for codes and policy documents:

1. Strengthen the existing Design Guidelines based on a strategic vision for Alpine City and the Gateways Corridor area that preserves and enhances the existing character of Main Street.
2. Create a document with clear language and standards that do not require interpretation.
3. Include graphics to effectively communicate desired outcomes.
4. Provide clear processes that do not over-complicate reviews & allow for a more streamlined application and approval process.
5. Build off the Small Area Plan engagement and community feedback - do not duplicate those efforts.
6. Consider incentives to advocate for Design Guidelines standards implementation and support from the development community.



Clarification of the guidelines language by including dimensional standards to aid user-friendliness



Inclusion of graphics to effectively communicate intent & desired character



Preserve the historic character through modification of requirements, including setbacks and parking lots



Standards added to incentivize public benefits for bonus development



Adjustments to emphasize walkability, pedestrian interest, and human-scale development



Increase compatibility with surrounding typologies by acknowledging the different areas within the business commercial zone

## **Integrate the Gateways Corridor Small Area Plan**

As the Design Guidelines update is part of the larger Alpine City Main Street & Gateways Corridor project, the ideas that will guide the plan should be included in the proposed revisions, focusing specially on Main Street and the desired character the community wants for this historic area. This will include recommendations both for the build form and the public realm.

Incorporating the Small Area Plan through purpose statements or even direct quotes is one way to ensure the specific direction of this document is included and linked to different requirements.

## **Add New Graphics**

The current Historic District Design Guidelines include a few graphics to help articulate provisions and desired outcomes. Many graphics are pictures of existing buildings and do not appear to have been created specifically for this document. As part of modernizing these regulations, the revised Design Guidelines should utilize graphics to illustrate dimensional relationships, building and site planning concepts, and even environmental considerations to help explain standards that are sometimes difficult for casual or non-technical users to understand.

## **II. High Priority Topics**

Through discussions with city staff, local leadership, and initial community feedback, a recommendation to include the following key topics when updating the Design Guidelines document has been identified:

**Incorporate dimensional requirements to Build Form & Massing standards**

**Clarify Building Placement standards (maximum front yard setbacks)**

**Incorporate Surface Parking Lot standards**

**Incorporate active First Floor Uses standards**

**Clarify Public Realm standards**

**Incorporate standards for Secondary Dwelling Units/ ADU's**

**Incorporate Large Lot standards**

**Incorporate Lighting, Signage & Wayfinding standards**

## **III. Current Design Guidelines Sections**

The purpose and intent of the Gateway Historic District Design Guidelines is to create a “village of mixed uses, promote a pedestrian friendly atmosphere, provide excellence in landscaping and architecture, in a setting that honors and preserves the past while promoting the future”. While this shows a clear vision of what the character of the Gateway Historic District should be, the eight criteria established in the document lacks clear direction on how this intent can be achieved and relays heavily on mimicking and matching existing buildings. On the other hand, the current approval process requires all projects to go through a Planning Commission review, which requires a longer application time and leaves decision making to the criteria of Planning Commission members.

The design criteria defined in the current Guidelines includes:

**Relation to the Surrounding Area (Massing, Scale, Orientation)**

**Height**

**Exterior Walls and Surfaces**

**Windows and Doors**

**Exterior Trim and Decorative Detailing**

**Roofing**

**Materials – Texture, Color, Finishes**

**Streetscaping**

## **IV. Design Guidelines Update Suggestions by Section**

It is anticipated that a complete revision of the Gateway Historic District Design Guidelines may be needed. While certain sections, definitions, and standard recommendations will remain, a full reorganization is recommended. In this portion of the analysis, each individual section is summarized with a focus on opportunities to update the content. The proposed reorganization will be completed as part of the updated outline that will be provided in a future deliverable.

### **Section 1: Relation to Surrounding Area**

This section provides high-level recommendations for new construction related to massing, scale and orientation. In general, these standards refer to compatibility with surrounding buildings, scale and character, but lack clear dimensional standards and graphics to communicate desired outcomes.

#### **Options to Consider for Guidelines Update**

1. Redefine this section as Build Form & Massing standards.
2. As surrounding buildings can change, incorporate dimensional standards that reflect the community vision for the Alpine City Main Street and Historic District area.
3. Define maximum setbacks, maximum blank wall dimensions, horizontal building articulation, and building entries on primary facades.
4. Incorporate a section on Activated Ground Floor, with recommended uses and a required %. Consider incentives for additional ground floor uses that generate pedestrian activity and bring vibrancy to the area.
5. Incorporate a new section that establishes guidelines for surface parking lots, regulating location in the parcel and establishing a maximum percentage allowed at the front lot line. Consider incorporating landscape buffering requirements when a parking lot partially faces Main Street.
6. Dimensional flexibility for new development can be incorporated when needed to retain a historic resource on a parcel, or flexibility in land uses to enable the adaptive re-use of a historic structure. This could be written as an administrative review or a variation reviewed by the Planning Commission.

### **Section 2: Height**

Section 2 refers to maximum heights established by zoning regulations and recommends compatibility of new buildings with historic structures. It does allow “creative historic design elements” to be considered.



#### Options to Consider for Guidelines Update

1. Clearly define maximum heights in floors and feet.
2. Consider incorporating height incentives when complying with a large number of guidelines.

### Section 3: Exterior Walls and Surfaces

This section encourages the use of stone, wood, or stucco as a primary exterior material, while prohibiting vinyl and CMU products.

#### Options to Consider for Guidelines Update

1. Define desired primary and secondary materials.
2. Consider incorporating glazing standards and screening standards.
3. Update images to communicate desired materials aesthetics.
4. Review other potential prohibited materials and incorporate to list.

### Section 4: Windows and Doors

Section 4 defines overall desired orientation and character of windows and incorporates one standard related to ground floor transparency. It also encourages the use of awnings or canopies over doors if buildings have no front yard setback.

#### Options to Consider for Guidelines Update

1. Consider defining desired window proportions to assure a vertical orientation versus a horizontal one.
2. Incorporate standards on type of opening (for example "punched" versus "non-punched")
3. Define % for minimum ground floor transparency for retail uses.
4. If awnings and canopies are encouraged when a build-to-line situation exists, define maximum encroachment allowed over the ROW.
5. Study the regulation of curtain walls or large transparent surfaces.

### Section 5: Exterior Trim and Decorative Detailing

This section defines very high-level standards and does not provide clear direction on desired aesthetic or minimum requirements when it comes to exterior trims and decorative detailing.

#### Options to Consider for Guidelines Update

1. Consider incorporating more defined recommendations and include a series of images that represent desired trimming and decorative detailing.

## Section 6: Roofing

Section 6 defines desired rooflines as “traditional” and gable roofs (for smaller structures) while also allowing flat roofs when appropriate. It also includes standards on mechanical equipment location and primary façade horizontal articulation.

### Options to Consider for Guidelines Update

1. A clearer definition should be considered on the desired type of roof that aligns with the preservation of the desired character of Main Street.
2. Mechanical equipment requirements should be moved to Section 1 or 3.
3. Horizontal articulation standards should be defined and moved to Section 1 or Section 3.
4. Include more images and graphics that communicate the desired roof aesthetics, type, and proportions.

## Section 7: Materials – Texture, Color, Finishes

This section defines desired color palettes as well as texture and finishes for new constructions. It includes a requirement on cornices, window frames, ornamental details, signs, and storefronts.

### Options to Consider for Guidelines Update

1. Standards on signage should be moved to a different section.

## Section 8: Streetscaping

Section 8 includes a requirement to include a street feature every 30' feet and defines what those features can be. It also encourages the installation of plazas or gathering spaces, planters with trees or shrubs, and benches in strategic areas.

### Options to Consider for Guidelines Update

1. Define clear public realm standards, with minimum dimensions and desired sidewalk zones.
2. Define public realm materials.
3. Incorporate standards on tree planting, green areas, and irrigation.
4. Incorporate standards on standard streetlight fixture type and desired spacing.

## New Proposed Sections

### Secondary Dwelling Units

Consider incorporating a section on Secondary Dwelling Units and ADU's and include language on applicability, property egress, setbacks from primary structure, maximum size, and lot size.

### Large Lot Standards

Define dimensional requirements like setbacks, minimum lot coverage, accessibility, entrances, etc. for lots larger than 5 acres.

## **Parking Standards**

Define overall parking standards in order to reduce or prevent traffic congestion and address the need for on-street parking areas, off-street parking and loading facilities. The standards should outline applicability, location, dimensional requirements for spaces, maneuvering space requirements, surfacing, parking lot-run-off, accessible spaces, required parking space minimums, and credits for multiple-use parking facilities and/or mixed-use development. They should also include parking lot landscaping standards. A future policy update could include revising parking minimums and incorporating parking maximums.

## **Signage & Wayfinding Standards**

Define standards for signage to be appropriate in the Main Street context, including materials, overall aesthetics, and maximum allowed signs per building or tenant. The city should consider developing wayfinding standards for public directional signage and incorporate these into the revised Historic District Design Guidelines.

## **V. Conclusion and Next Steps**

The current Historic District Design Guidelines provide very loose direction for development and leave all of the provisions to the criteria of Planning Commission review. All sections require significant updates to meet current best practices and align with the overall vision for the Gateways Corridors Small Area Plan.

Clearly defining requirements and dimensional standards in the Design Guidelines is one way to ensure the values identified as being important by the community apply to new development.

The existing zoning overlay to which the Design Guidelines apply, should be revised and potentially refined in sub-areas that better aligned with existing uses, future development opportunities, and unique character of each one of the Corridors and sections of Main Street.



# **APPENDIX C - COMMUNITY PRIORITIES MEMO**

DRAFT

# Main Street + Gateway Corridors Plan

Alpine, UT | November 22, 2024

## Workshop 1 Community Priorities Memo

### Executive Summary

Workshop 1 provided an opportunity for initial engagement of project stakeholders and the Alpine community at large. During the workshop, Project Team members emphasized listening, and good community participation surfaced a diversity of specific opinions. The workshop provided a venue to dig deeper to identify shared values that make Alpine unique. Workshop 2 will be an important opportunity to build consensus around the vision for Main Street and Gateway Corridors based on the feedback received over the course of Workshop 1. Workshop 1 proceedings are detailed below, and an overview of community values and priorities surfaced at the workshop are described in this memo.

### Project Statement

The Alpine City Main Street and Gateway Corridors Project seeks to create a community-driven plan for Alpine City's downtown and gateway corridors, enhancing the existing Historic Downtown Gateway Design Guidelines and providing a framework for future growth and development. A crucial element is creating a safe, multi-modal transportation network emphasizing pedestrian and cyclist-friendly infrastructure.

## Overview of Workshop 1

### Day 1: Thursday, November 13

#### Walking Tour



*Figure 1 Walking tour participants pause to discuss traffic challenges along Main Street.*

Starting from City Hall, the Project Team, City staff, Technical Advisory Committee and key Stakeholders walked along Main Street south to Bateman Lane, and along Canyon Crest to Petersen Park before returning to city Hall to regroup via Red Pine Drive. During the tour the group paused at

multiple locations to discuss challenges and opportunities within the project area. Sharing knowledge and ideas, along with documenting the project area through photography, were important outcomes of the Walking Tour.

#### Design Charrette with Stakeholders and Technical Advisory Committee

Stakeholders and Technical Advisory Committee members were split into topic-specific breakout groups facilitated by Project Team members with expertise in the topic assigned to that group. These breakout groups provided an informal venue to gather initial feedback on key issues, opportunities, and potential design strategies for Main Street and the Corridors. Breakout group topics included:

- Transportation and Mobility
- Catalytic Sites and Housing
- Land Use and Development Opportunities
- Placemaking and Public Space Design



## Combined Alpine Main Street + Gateway Corridors and State Missing Middle Housing Toolkit Open House



Figure 2 Community members spoke with the Project Team and participated in interactive exhibits during the Open House on Day 1 of the Workshop.

Community members were welcomed to an informational open house from 5-7pm to learn about the project, review outputs from the earlier Design Charrette and share their vision for Main Street. The open house format was used to make it convenient for community members to drop in at their convenience. To avoid “planning fatigue,” the open house included content from both the Alpine Main Street + Gateway Corridors project and the State’s Missing Middle Housing Toolkit project. Project Team members from both projects were in attendance to engage with

the community, answer questions, and gather input. The Missing Middle Housing Toolkit was explained through a series of posters onto which community members were invited to attach Post-it notes with comments. The Main Street + Gateway Corridors project engaged community members using a variety of hands-on exhibits including:

- “Re-Imagine the Right-of-Way,” where community members were invited to use cards showing different street design elements to create their ideal design for Main Street.
- A pinboard map where community members were invited to place color-coded flags corresponding to land uses and placemaking features they would like to see in specific locations along project corridors.
- Voting for public space design and programming elements by placing dots on photos of features that the community would like to see in public spaces within the Project Area.
- Building type “playing cards” that community members were invited to place within catalytic opportunity sites to show what sort of development intensity and uses would be desirable were those sites to develop in the future.

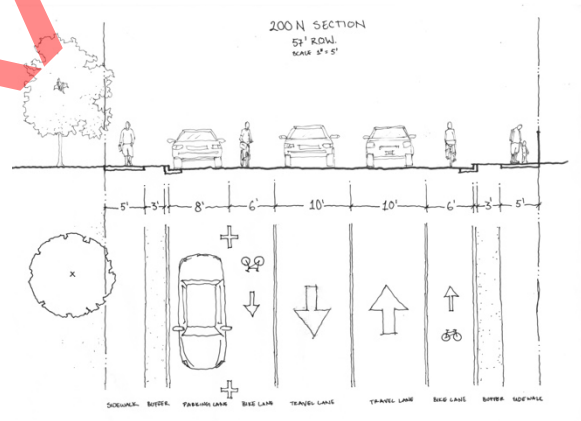


Figure 3 A proposed alternative cross section for Main Street developed by the Project Team based on a configuration created using the “Re-Imagine the Right-of-Way” exercise.

## Day 2: Friday, November 14

### Mid-Point Pinup

Attendees of the Walking Tour and Charrette on Day 1 were invited back to review community feedback from the Open House and to discuss specific issues with the Project Team. Members of the Project Team continued to develop initial concepts in a “design in public” setting, while materials from the Open House and some initial concepts developed by the Project Team were set out for the Pinup.

### Final Presentation and Recap

Members of the Project Team presented a slideshow documenting feedback received over the course of Workshop 1. The presentation described outcomes of each activity and provided a summary of the Workshop, including a list of Community Values distilled from feedback received so-far.

### Community Values

Based on feedback received over the course of the two-day workshop, the Project Team has distilled the following Community Values that can be used to guide further refinement of the Alpine Main Street + Gateways Plan.

- History: Celebrate and Protect
- Active/Outdoor-Oriented Lifestyle
- Connected and Walkable
- Unique Image and Identity
- Agricultural Identity/Local
- Small Town Feel
- Grow Differently
- Community for All Ages
- Family / “Save the Parade”

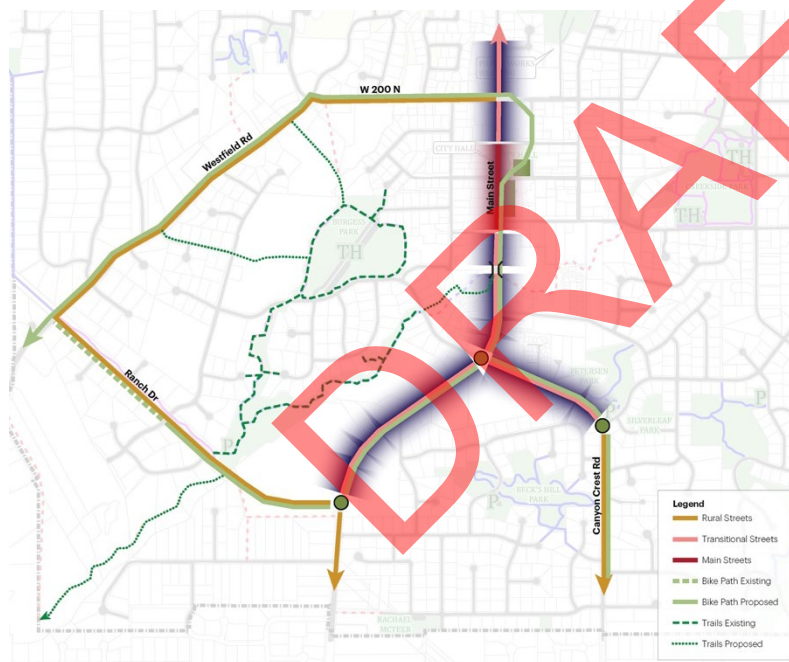
## Community Priorities for Main Street

Based on feedback received over the course of the two-day workshop, the Project Team has distilled the following Community Values that can be used to guide

**Create an environment where everyday community interactions occur organically.**

Community members and stakeholders expressed a strong desire for a greater sense of community in Alpine. Events such as Alpine Days and Trick or Treat on Main Street bring the community together, but outside those occasions there are few opportunities for casual encounters and community togetherness. Attractions along Main Street such as opportunities for shopping and dining could provide for more spontaneous encounters among community members and could help to define a focal point where community gatherings can occur throughout the year.

**Provide a comprehensive, connected network of sidewalks, paths, and bike lanes to give people convenient, safe alternatives to automobile travel.**



*Figure 4 This conceptual diagram shows how a comprehensive network of multi-modal streets and pathways can provide better access to Main Street for people walking and riding bikes. The diagram additionally shows how different context zones along Main Street and the Gateway Corridors could inform variations in street design, placemaking approaches, and building form and style.*

Alpine is an active community that values outdoor-oriented lifestyles. While many residents enjoy walking and biking for recreational or athletic purposes, a lack of dedicated facilities in town keep people from walking and biking for everyday transportation. Longtime residents remembered when children were able to get around on foot safely but note that the automobile-oriented design of many Alpine streets could make this dangerous today. Modifying street designs to create a network of complete streets will make getting around on foot and by bike safer and more convenient and will improve access to Main Street from nearby neighborhoods.



## Create opportunities where small, local, community-serving businesses can thrive.

Many workshop participants expressed a desire for dining options in Alpine, such as a coffee shop, café, and/or diner. Many of these same participants also expressed an understanding of the challenges faced by past Alpine businesses which have closed. Some of the priorities identified in this section, such as establishing a cohesive identity for Alpine and creating a strategic vision for infill were identified as possible means by which to support small businesses in Alpine. Successful businesses not only provide amenities and services to Alpine residents, but can also bolster the city's tax base and reduce "leakage," whereby residents of Alpine spend money in other communities.

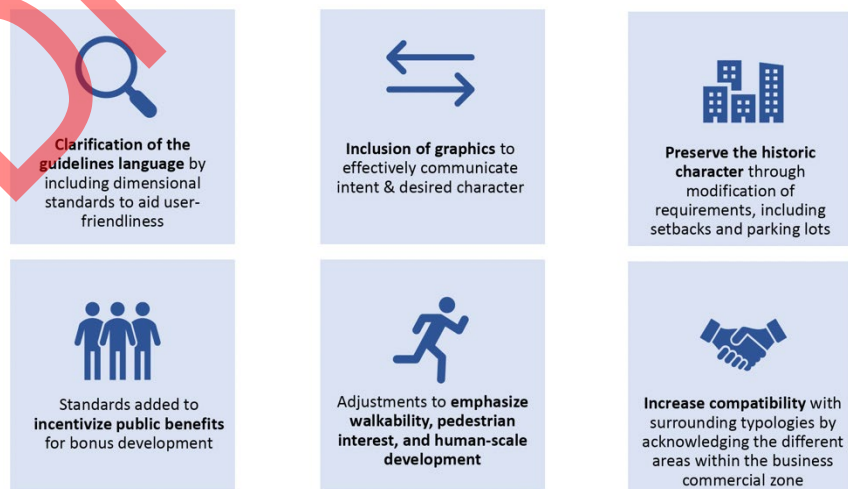
## Use wayfinding, branding, signage, and design guidelines to establish a cohesive identity for Alpine that reflects community values.

Existing gateway signage does not express the qualities that make Alpine a unique and special place. Other signage, such as temporary event signage, street signs, etc. are not designed in a cohesive manner and don't reinforce a consistent brand for the community. Gateway monuments and informational and wayfinding signage are an effective way to establish a consistent visual identity throughout Alpine that can use design elements to express qualities that are core to Alpine's identity. Coupled with more robust Design Guidelines that provide more specific guidance for building design, these strategies strengthen Alpine's "sense of place."

## Create a strategic vision and update zoning regulations and design guidelines to guide infill and redevelopment to deliver housing options and amenities for Alpine residents.

When current landowners decide to sell or redevelop their property, existing zoning standards and design guidelines may not lead to the type of development that the Alpine community wants for Main Street. Workshop participants expressed a desire for any new development to reinforce Alpine's small town, agricultural character. Additionally, new development should

provide access to housing, services, and amenities that do not already exist in Alpine to prevent community members from having to leave town.



*Figure 5 Strengthening the existing Design Guidelines based on a strategic vision and identity for Alpine can help to guide infill and redevelopment so that it is consistent with community values.*

Coordinate public and private investment around the City Hall block to create a center of activity and civic life that anchors the northern end of Main Street.

The City Hall block includes important historic buildings and serves as a center of civic life in Alpine. As such, it forms a natural anchor for the northern end of Main Street. Future public investment in and around the City Hall block should consider how it can catalyze private investment nearby that will serve the Alpine community by providing for community needs and supporting the City's tax base. Investments made to facilities and open spaces on the City Hall block should be used as an opportunity to

### Next Steps

The Project Team will continue to review input gathered during the first workshop, as summarized in this document. In February, members of the Project Team will return to Alpine for a second workshop focused on community consensus building. Based on feedback received over the course of the project, the Project Team will create a draft plan document and updated Design Guidelines for Main Street and the Gateway Corridors. Following additional feedback, the draft plan will be finalized into a Final Plan Document. Amendments to the General Plan Land Use and Development Code will be drafted as needed, according to the vision articulated in the plan.

**ALPINE CITY PLANNING COMMISSION MEETING**  
**Alpine City Hall, 20 North Main, Alpine, UT**  
**January 6, 2026**

**I. GENERAL BUSINESS**

- A. Welcome and Roll Call:** The meeting was called to order at 6:00 p.m. by Co-Chair Jeff Davis.  
The following were present and constituted a quorum:

Chair: Alan Macdonald (online)

Commission Members: Troy Slade, Michelle Schirmer, John MacKay, Greg Butterfield, Susan Whittenburg, Jeff Davis

Excused:

Staff: Ryan Robinson, Marla Fox

Others: Lynette Walker, S. Walker, Dan Jimenez, Chandler Weeks, Sheryl Dame, Mike Glauser, Suzanne Peterson, Christina Larsen

- B. Prayer/Opening Comments:** Susan Whittenburg

- C. Pledge of Allegiance:** Troy Slade

**II. REPORTS AND PRESENTATIONS**

Planner Ryan Robinson reviewed the Public Meeting & Hearing Etiquette Guidelines. He said the meetings are recorded and on record forever. He asked that everyone speak clearly in the microphone at the podium and not from the audience. He asked that you state your name for the record and to be respectful and constructive in your comments and keep them to three minutes. Please do not boo or clap and keep your phone on silent. When your action item is finished, and you exit the room, please move conversations outside as the meeting continues.

Planner Ryan Robinson said all meetings are public, even though all meetings are not public hearings. Remember staff are here trying to do their job and we ask that you be respectful. Jeff Davis said the Planning Commission members go out of their way to hear the residents and what they have to say.

**III. ACTION ITEMS**

**A. Action Item: Review of Commercial Building Sign for Alpine Gold Exchange**

Planner Ryan Robinson introduced the item, explaining that Alpine Gold Exchange has submitted an application for a commercial building sign located at 375 S Main Street. The sign will be located on the North side of the building and be a total of 13.38 square feet and take up less than 15% of the side of the building. The sign itself has a white background with black lettering.

Staff have reviewed the application and find that, as proposed, it meets the applicable provisions of the Alpine City Code. Specifically, DCA 3.25.080 which outlines the following standards for approval:

1. Signs shall be painted on, attached to, or erected on the building that houses the business or on the property occupied by the business. A maximum of one (1) sign is allowed per business.
2. Internally illuminated signs that shine through the sign and project light outward are prohibited. Signs may have lighting positioned behind them to create a halo or outline effect.
3. The illuminance of a sign shall not increase ambient lighting conditions by more than 3.3 lumens when measured perpendicular to the sign face at the distance specified in the code.



4. All signs attached to a building must meet Alpine City approval to ensure compliance with applicable building and electrical codes.
5. The total area of all signs on any one building shall not exceed 15% or 60 square feet of the building side where a sign is displayed, whichever is smaller.
6. The area of a sign shall be construed as the area of the overall background. Signs without a background (e.g., individual letters or numbers) shall be assumed to be attached to a background depicted in the application rendering.
7. The color, size, number, lighting, and placement of business signs are subject to Planning Commission approval, consistent with the Gateway/Historic District guidelines.

The Planning Commission is responsible for reviewing the color, size, number, lighting, and placement of the proposed sign to ensure it aligns with the Gateway Historic District guidelines.

Planner Ryan Robinson said the sign will be a basic white sign with no lighting. It will be the only sign on that side of the building. Troy Slade asked if there are certain material requirements. Ryan Robinson said he didn't think we were looking at material but at the aesthetics and how it looks. Greg Butterfield said there are other white signs in the city.

**MOTION:** Planning Commissioner member Greg Butterfield moved to approve the Commercial Building Sign Application for Alpine Gold Exchange at 375 S Main Street, finding that the proposed sign meets the standards outlined in the Alpine City Code and the Gateway Historic Design Guidelines.

Susan Whittenburg seconded the motion. There were 7 Ayes and 0 Nays (recorded below). The motion passed.

**Ayes:**

Alan Macdonald  
Michelle Schirmer  
Troy Slade  
Susan Whittenburg  
John MacKay  
Greg Butterfield  
Jeff Davis

**Nays:**

**Excused**

**B. Public Hearing: Proposed Code Amendment to Section 3.20.040 Bulk and Massing Standards for Schools.**

Planner Ryan Robinson explained that Utah State Code 10-20-304 allows a municipality to apply standards to school facilities related to setbacks, building height, bulk and massing, off-site parking, curb cuts, traffic circulation, and construction staging. Alpine Development Code 3.20 Schools establishes standards addressing each of these requirements.

The purpose of bulk and massing standards is to ensure that a school building is appropriately scaled to its site and surrounding land uses. These standards are intended to minimize potential negative impacts related to building size, height, and overall building presence, while supporting safe circulation, land use compatibility, and orderly development. Under the current code, the maximum height for a school is 34 feet, excluding ancillary structures not intended for human occupancy. Required setbacks are not less than 50 feet for front and rear yards and 40 feet for side yards.

Currently, the bulk and massing standard is based on the building footprint of a proposed structure. This approach does not take into account additional stories and the resulting increase in building intensity and

1 visual impact. The proposed code amendment would instead consider the total square footage of a  
2 building, rather than solely the building footprint.

3 By making this adjustment, the Planning Commission and City Council would have a more accurate  
4 understanding of the overall impact a proposed school building may have on a given lot.

5 This section of the Development Code already includes a provision allowing the Planning Commission to  
6 recommend an exception to these standards to the City Council when such a request is submitted by an  
7 applicant.

8 Susan Whittenburg asked how this would work with micro-schools in people's homes. Ryan Robinson  
9 said we could take a look at micro-schools, but they are a different entity with different rules.

10 Commissioner Jeff Davis opened the Public Hearing.

11 Dan Jimenez, said he is on the Mountainville Academy school board. He said if we're going to update  
12 the bulk and massing code, we need to do it right. He said Alpine City is not calculating like other  
13 municipalities do. He said we are four times more restrictive on our calculations than other cities. He said  
14 we need to change the limit from 1.5 because it is too restrictive.

15 Mike Glauser, who works for Mountainville Academy, said this amendment is being changed to control  
16 height and the city already has height restrictions. He said this is the most restricted code he has ever  
17 seen. He said if we applied this new calculation, then this building we are in wouldn't comply. He said  
18 this is interesting timing in all of this.

19 Chandler Weeks, resident, said this code has nothing to do with micro-schools in someone's home and is  
20 only applicable to the schools here in Alpine and mostly for Mountainville Academy.

21 Commissioner Jeff Davis closed the Public Hearing.

22  
23 Ryan Robinson said we would not require schools to tear parts of their buildings down. This new ordinance  
24 would be for future building.

25  
26 Greg Butterfield said the advantage for going with square footage

27  
28 John MacKay said it sounds like only allowing 15% is pretty restrictive. He said we need to get that up to  
29 40%.

30  
31 Troy Slade asked if this has been a problem in the past and where this is coming from.

32  
33 Alan Macdonald said we have a 34-foot height restriction and will have a considerable bulk and massing if  
34 there is a three-story building vs a one-story building. He said large cities have a small piece of land with  
35 a three or four-story building. He said we are a small rural town and would like to see smaller buildings  
36 with grass and fields around them to create an open feel. He said it is appropriate to look at the bulk and  
37 massing for Mountainville Academy. He said he would be interested in tabling this issue to see what other  
38 cities do that are similar to our city with a rural feel.

Susan Whittenburg said the setting is important and Mountainville Academy is right on Main Street where it is already congested.

Greg Butterfield said we have safety and traffic issues. He would like to take into account if these other cities, bus their students, are their students coming from out of town like Mountainville Academy.

Michelle Schirmer said she would like to be conservative because this is a unique situation with the location of the school.

Alan Macdonald asked if we knew what the bulk and massing ratio was with the other schools in the city. Ryan Robinson said he would have to research that. Alan Macdonald said we can't compare a residential home with a school. A school is a different animal with 25-30 students per classroom two stories high. He said we have bulk and massing that work with our other schools as far as traffic and safety. He said we have traffic and safety issues already with Mountainville Academy just with the location. Whole neighborhoods can't get out during school start and ending times.

Ryan Robinson said we have always looked at these buildings with their square footage.

**MOTION:** Planning Commission member Greg Butterfield moved to recommend Tabling the proposed amendment to Alpine City Development Code 3.20 Schools related to bulk and massing standards to give us time to research these issues:

1. Check the bulk and massing for other schools in Alpine.
2. Create a formula to include traffic, safety, and parking.
3. Check the bulk and massing for schools in adjacent communities.

Troy Slade seconded the motion. There were 7 Ayes and 0 Nays (recorded below). The motion passed.

**Ayes:**

Michelle Schirmer  
Susan Whittenburg  
John MacKay  
Troy Slade  
Greg Butterfield  
Alan Macdonald  
Jeff Davis

**Nays:**

**Excused**

**C. Public Hearing: Review Draft of Main Street & Gateway Corridor Master Plan.**

Planner Ryan Robinson explained that Alpine City received a grant from the Mountainland Association of Governments (MAG) to create a master plan focused primarily on the Gateway Corridors (Alpine Highway, Canyon Crest Road, and Westfield Road) and Main Street. The consulting firm Design Workshop was selected to help the city in this process. A steering committee which included members of the city council and community members also were heavily involved in this project.

The purpose of this plan is to create a long-term visioning document that establishes a shared vision and framework for how the Main Street and Gateway Corridor areas should grow and develop over time. Its role is to help guide elected and appointed officials in making decisions in this designated area so that individual projects align with community goals and values. This is not considered code, and should be viewed as a recommending vision oriented document. The plan focuses on the following topics

- Project vision, purpose, and planning framework
- Community engagement and public outreach process



- Community values and guiding principles
- Existing conditions analysis (land use, zoning, and development patterns)
- Gateway corridors overview and character assessment
- Main Street and downtown planning strategy
- Character areas and land use concepts
- Transportation and mobility planning (pedestrian, bicycle, and vehicular safety)
- Traffic management and corridor design strategies
- Placemaking, public spaces, and civic amenities
- Historic preservation and updated design guidelines
- Economic and market analysis, including retail demand and leakage
- Gateway identity, wayfinding, and signage concepts
- Land acquisition strategy and policy framework
- Implementation strategy and action matrix
- Phasing, coordination, and long-term plan administration

As discussed in the document, the consultant hired to work with the city to develop this plan based on best practice principles and incorporating feedback received from residents.

Jeff Davis said he would really like to hear from the residents and hoped they would come tonight and give input.

Greg Butterfield said we are leaking business and wanted to know how much sales tax we receive. Ryan Robinson said our biggest tax revenue is from Amazon.

Commissioner Jeff Davis opened the Public Hearing.

Suzanne Peterson, resident, said her neighborhood has watched a large garage and a pool with a lazy river built and said it didn't fit the area. She asked why we permit these monstrosities and ruin views of other residents. She said she would like to see more of the middle size homes built to accommodate those who would like to live here.

Lynette Walker, resident, said her concept of a rural feeling is different from what others view it is. She said the traffic and the speed limit is too much and needs to be slowed down to get back to the rural feel.

Sheryl Dame, resident, said this document is very difficult to understand. She said it needs to be broken up with bullet points, so it is more helpful. She said she would like to see walkable areas created, with green spaces that are not ballfields. She said she would also like to see smaller homes with green open spaces for families.

Dan Jimenez said we need to do this as a team and work with Mountainville Academy. He said he wants to put their land to the best use and wants to do it the right way.

Christina Larsen said she cares a lot about Alpine and wants to be involved in the community. She said she is familiar with rural communities and would like to see the city stay rural with safe walkable areas and green spaces. She would like areas preserved for wildlife. She said local shops will keep us closer together as a community. She would like to see more affordable homes for our children in the future and not just cater to one group. She said when looking at the school bulk and masing, we need to ask other schools if they bus their students and how their parking and pick-up work.

Commissioner Jeff Davis closed the Public Hearing.

1 Susan Whittenburg said she loves her lifestyle here in Alpine and doesn't want to mess it up. She said  
2 she loves the input from the residents.

3 Troy Slade said he thought the document was good and something to work from and move forward with.  
4 He said overall he is excited about it and said it had some good ideas.

5 Michelle Schirmer said she said her area of town was addressed with ugly barriers, a round-a bout, and  
6 traffic. She said she feels like her area is picked on and wants the mixed-use neighborhoods to feel like  
7 they are part of the discussion. She would like to see lower speeds, some trees planted to beautify their  
8 area, and she didn't think medians, or a roundabout were needed.

9 John Mackay said this document will be a check we look at but is not granular or meaningful.

10 Greg Butterfield said it seems like we are trying to do too much in too small of a footprint. He said the  
11 consultants who wrote this probably haven't lived here for thirty years like he has, which makes it  
12 difficult to get everything how we want it.

13 Alan Macdonald said there has been a lot of work on this and thinks this is a pretty good guiding  
14 document. He said there is a timing issue with this because this is a broad document and can't be done in  
15 one night. He said the comments have been all over the place so going forward, is there a timeline that  
16 the Planning Commission needs to be done with this. He said we need to divide the plan and look at  
17 different sections for the next five or six meetings to come up with a document that has been thoroughly  
18 reviewed by the Planning Commission.

19 Jeff Davis said every page says draft on it and said he doesn't see us recommending a document that is  
20 still in draft form and difficult to read. He said there is a lot of good information and would like to break  
21 it down, so we have a good guiding document going forward.

22 Jeff Davis said the seven recommendations affect us as a Planning Commission. He said we need to  
23 understand the land acquisition and the sections on how to implement all of this. He said we should  
24 review this once a quarter and make recommendations to the City Council. He said the traffic control  
25 information is helpful as well as the design guidelines.

26 Greg Butterfield asked what the timeline was on this. Ryan Robinson said there is no timeline, but the  
27 consultants would like us to get something back to them. Jeff Davis said he would like to put a shorter  
28 timeline on giving comments back but thinks discussions on this could go on for years.

29 Alan Macdonald said we should whittle this down to the small number of things that affect the Planning  
30 Commission and the decisions that we have to make. What are the two or three areas that we could focus  
31 on at each meeting to fine tune our recommendations to the City Council. Let's identify the things that  
32 are relevant to the Planning Commission, work on those things, and take them to the City Council.

33 John MacKay said the Planning Commission is not the responsible party for any of these things and  
34 doesn't think what Alan Macdonald is saying holds water. He said we have ordinances that we consider  
35 for zoning issues and our recommendations will happen in due course. John MacKay asked if we would  
36 send items to the City Council in order of priority.

Alan Macdonald said we should have robust input on the southeast and southwest quadrants of the city. It is the entrance to the city, and he said the Bangerter property will probably come into play at some point. He said he knows that a lot of this is not on us, but in some areas we do have input, and would like to take a few meetings to work on them and send one good package up to the City Council.

Ryan Robinson asked the Planning Commission to rank in order of importance what they want to work on and he will bring them back to future meetings.

Jeff Davis asked to give more notice to the residents so they can provide more comments to help with the process.

**MOTION:** Planning Commission member John Mackay moved to recommend Tabling the proposed Main Street & Gateway Corridor Master Plan for future meetings to gather more information.

1. Provide topic sections of the plan and rank them in order before our next meeting so they can be discussed further.

Michelle Schirmer. seconded the motion. There were 7 Ayes and 0 Nays (recorded below). The motion passed.

**Ayes:**

**Nays:**

**Excused**

Michelle Schirmer  
Susan Whittenburg  
Troy Slade  
Greg Butterfield  
Alan Macdonald  
Jeff Davis  
John MacKay

**IV. COMMUNICATIONS**

None

**V. APPROVAL OF PLANNING COMMISSION MINUTES: December 2, 2025**

**MOTION:** Planning Commissioner Susan Whittenburg moved to approve the minutes for December 2, 2025, as written.

Michelle Schirmer seconded the motion. There were 7 Ayes and 0 Nays (recorded below). The motion passed.

**Ayes:**

**Nays:**

**Excused:**

Michelle Schirmer  
Troy Slade  
Susan Whittenburg  
John MacKay  
Greg Butterfield  
Alan Macdonald  
Jeff Davis

**MOTION:** Planning Commission member John MacKay moved to adjourn the meeting.



Susan Whittenburg seconded the motion. There were 7 Ayes and 0 Nays (recorded below). The motion passed.

**Ayes:**

**Nays:**

**Excused:**

Michelle Schirmer  
Troy Slade  
Susan Whittenburg  
John MacKay  
Greg Butterfield  
Alan Macdonald  
Jeff Davis

The meeting was adjourned at 8:20 p.m.