

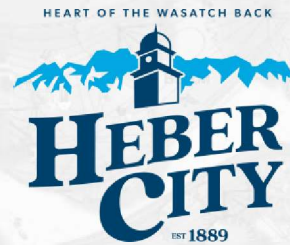
Day 2 – Saturday, January 24, 2026
8:00 a.m. to 4:00 p.m.
Heber Police Department Community Room

Time	Activity / Description	Who
7:55 a.m.	Breakfast —Working Continental Breakfast (Serving at 7:55 a.m.)	
8:00 a.m.	Welcome & Recap of Day 1 5 min	Mayor
8:05 a.m.	Public Comments	
8:10 a.m.	Strategic Topics--Presentations and Discussion ✓Envision Central Heber A) Trailhead Plaza—Terracon 1. Overview 5 min 2. Icebreaker 10 min 3. Schedule and Project Approach 10 min 4. Vision, Values, and Touchstones 10 min 5. Public Outreach Plan - Community Conversations 15 min 6. Rose, Bud, Thorn Exercise Breakout 10 min	Keri Dave/Lars/Ryan
9:10 a.m.	Break 10 min (Breakouts can Continue)	
	7. Rose, Bud, Thorn Report Back 20 min 8. Master Plan Diagrams 40 min 9. Next Steps and Wrap-Up 5 min 10. Council Comments & Questions 15 min B) Heber City “C” Street (Downtown) 30 Minutes 1. Brownfield Planning Scope of Work 2. Goals and Objectives	Dave/Lars/Ryan Dave/Lars
11:20 a.m.	Break 10 min	
11:30 a.m.	3. Downtown Parking Discussion 30 min 4. Fire Station Re-envisioned 15 min 5. Downtown City CRA- Next Steps 30 min	Tony Tony Matt
12:45 p.m.	Lunch —Working Lunch (Serving at 12:45)	
1:00 p.m.	Strategic Topics—Presentations and Discussion 1) General Traffic Discussion 60 min	Russ
2:00 p.m.	Break 10 min	
2:10 p.m.	Strategic Planning Process – Council Roundtable Discussion-- Insights for FY 26-27 Priorities 60 min 1) Presentations from Council members ✓ Identifying areas of priority & common policy interests Strategic Planning Process: Moving Forward 50 min 1) Council agreement upon policy and budget priorities for FY ‘27	Council Council
4:00 p.m.	Wrap Up / Assess the Day’s Work	Mayor

Slide 1 of 84. 145 minutes to go!

TRAILHEAD PLAZA DESIGN

COUNCIL RETREAT



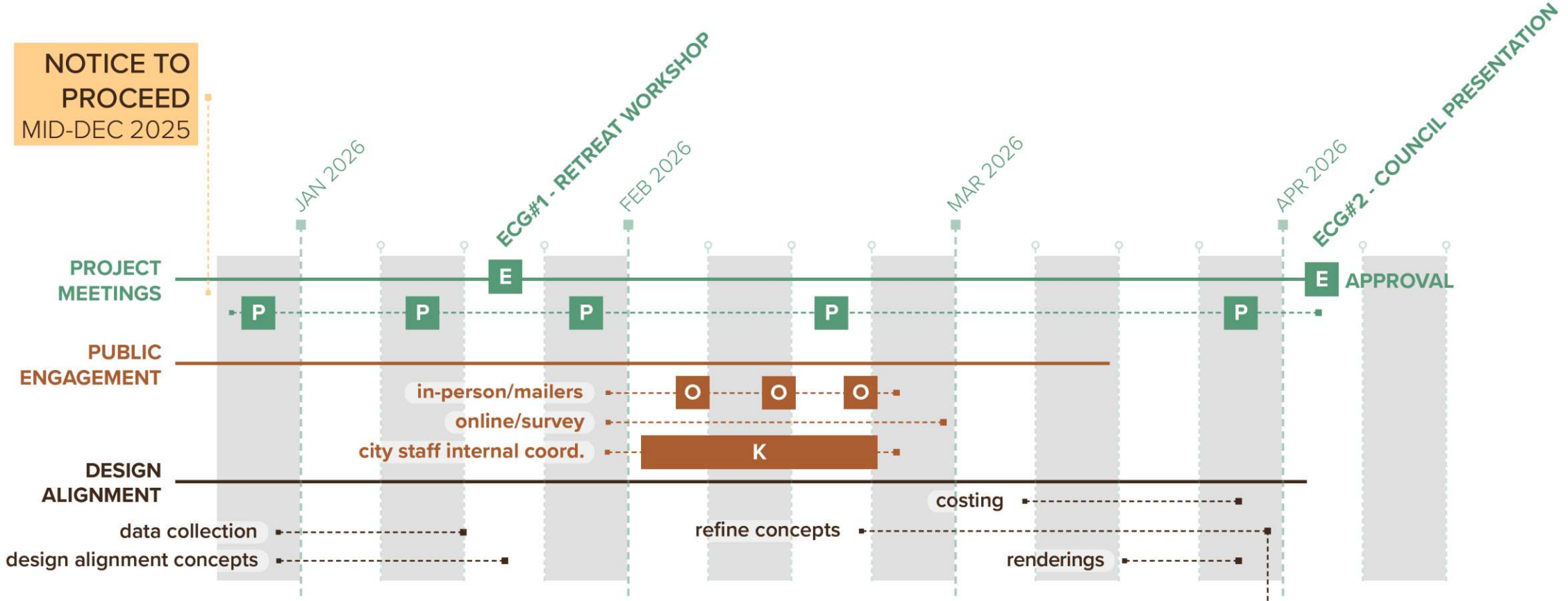
01.24.2026



GOALS AND OBJECTIVES

1. Approve Public Outreach Plan
2. Approve the three sketch plan modifications to the Roger Brooks Plan for use during the public outreach
- 3. March/April 2026 PREFERRED Master Plan and Budget With Council Approval**

PROJECT TIMELINE



MEETINGS (ATTENDEE GROUPS)

- E** ECG - EXECUTIVE COMMITTEE GROUP
- P** PMG - PROJECT MANAGEMENT GROUP

- K** CITY INTERNAL DEPARTMENTS, KEY STAKEHOLDER GROUP
- O** OPEN HOUSES 1, 2, & 3 FOR:
 - CSG - COMMUNITY STAKEHOLDER GROUP
 - GVS - GREATER VALLEY STAKEHOLDERS

PREFERRED MASTER PLAN
March 2026

COUNCIL RETREAT

01/24/26



GROUND RULES

1. Have fun!
2. We want to hear from you... how we're going to do it:
 1. Digital Polling (Mentimeter)
 2. Questions/Comment Period at the End
3. One Conversation, One Voice at a Time
4. Good ideas, off topic, get PARKED

***If you could describe Heber
City in one word,
what would it be?***

Slide 6 of 84.

Should be around 8:35 am now.

Hang in there!

VISION, VALUES, AND TOUCHSTONES

GUIDING PRINCIPLES

TODAY'S FOCUS – BIG IDEAS



COUNCIL
RETREAT

01/24/26



*"If you want to go **fast**, go alone.
If you want to go **far**, go together."*



**CITY
COUNCIL**

**CITY
STAFF**

CAMS

VOLUNTEERS



Greetings from Heber, Utah

HEBER CITY'S COMMUNITY LIVING ROOM

Trailhead Plaza is envisioned as Heber City's community living room—a **vibrant downtown hub** where recreation, commerce, and culture come together. As a signature **placemaking anchor**, it will foster **year-round activity** and **energize the heart of the city**. This thoughtfully designed space will serve as a **welcoming destination** for residents and their families, supporting local business and creating **new opportunities for connection**.

TOUCHSTONES



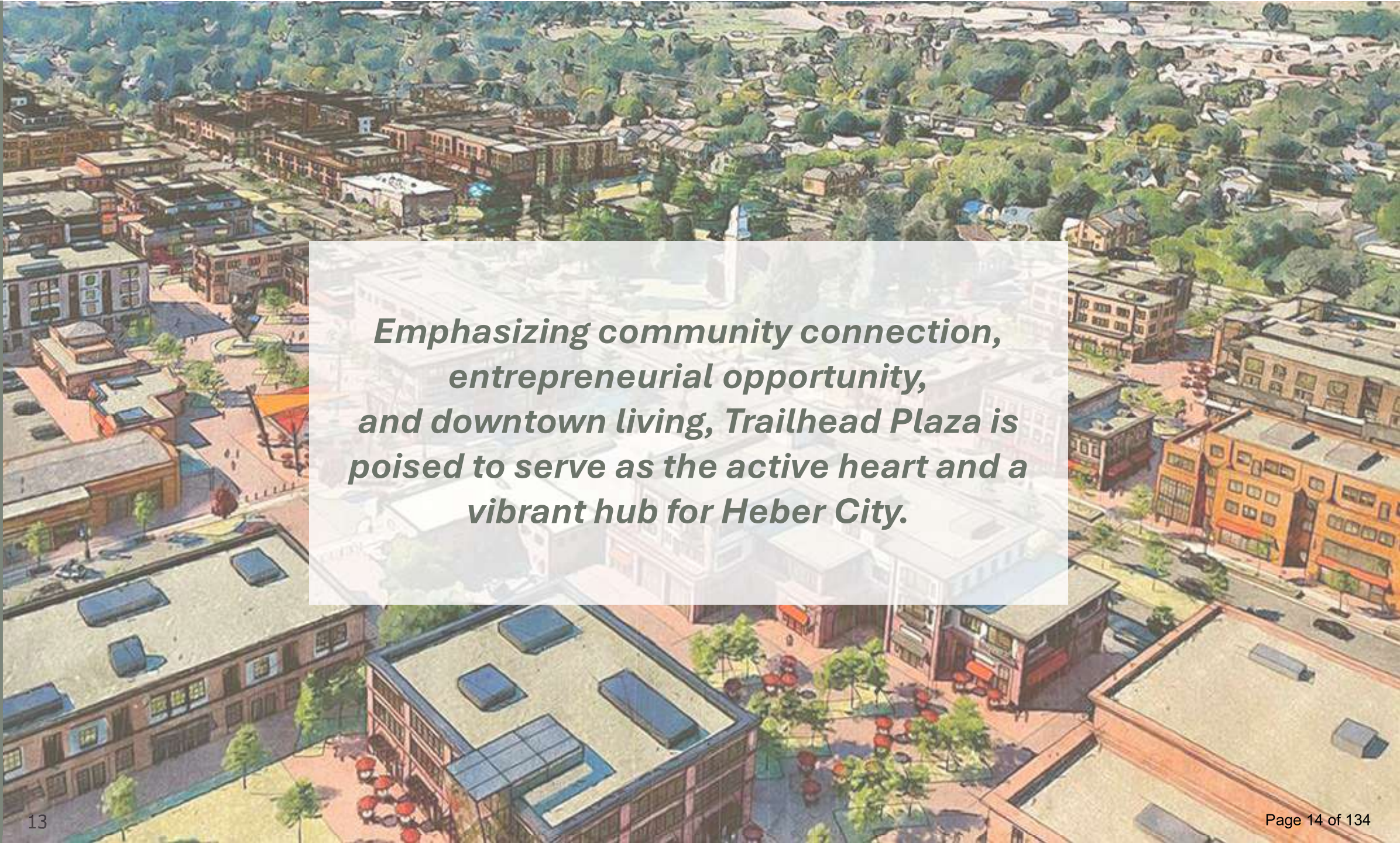
COUNCIL
RETREAT

01/24/26



*Please join Mentimeter now,
QR code provided in handout*





Emphasizing community connection, entrepreneurial opportunity, and downtown living, Trailhead Plaza is poised to serve as the active heart and a vibrant hub for Heber City.



Envisioned as Heber City's shared living room, Trailhead Plaza will be a resident-first placemaking anchor rooted in local character, reinforcing a strong, authentic sense of place in the heart of downtown.



01/24/26



Intentional design and enhanced programming will generate over 250 activity days per year, making Trailhead Plaza a destination the community can gather, play, and enjoy every season.



01/24/26



Trailhead Plaza will be a welcoming destination where locally-owned shops line Main Street, creating a lively buffer from traffic and an inviting place to explore and support Heber City's homegrown businesses.



01/24/26



Trailhead Plaza creates new opportunities for Heber City residents, their friends, and families to connect in a space designed for everyday community life and special events.



01/24/26



UNDERSTANDING COMMUNITY IDENTITY



***Where do you take guests
to experience Heber?***



What makes Heber City unique?



How would you experience the plaza... at night, in the day, in the summer, during winter?



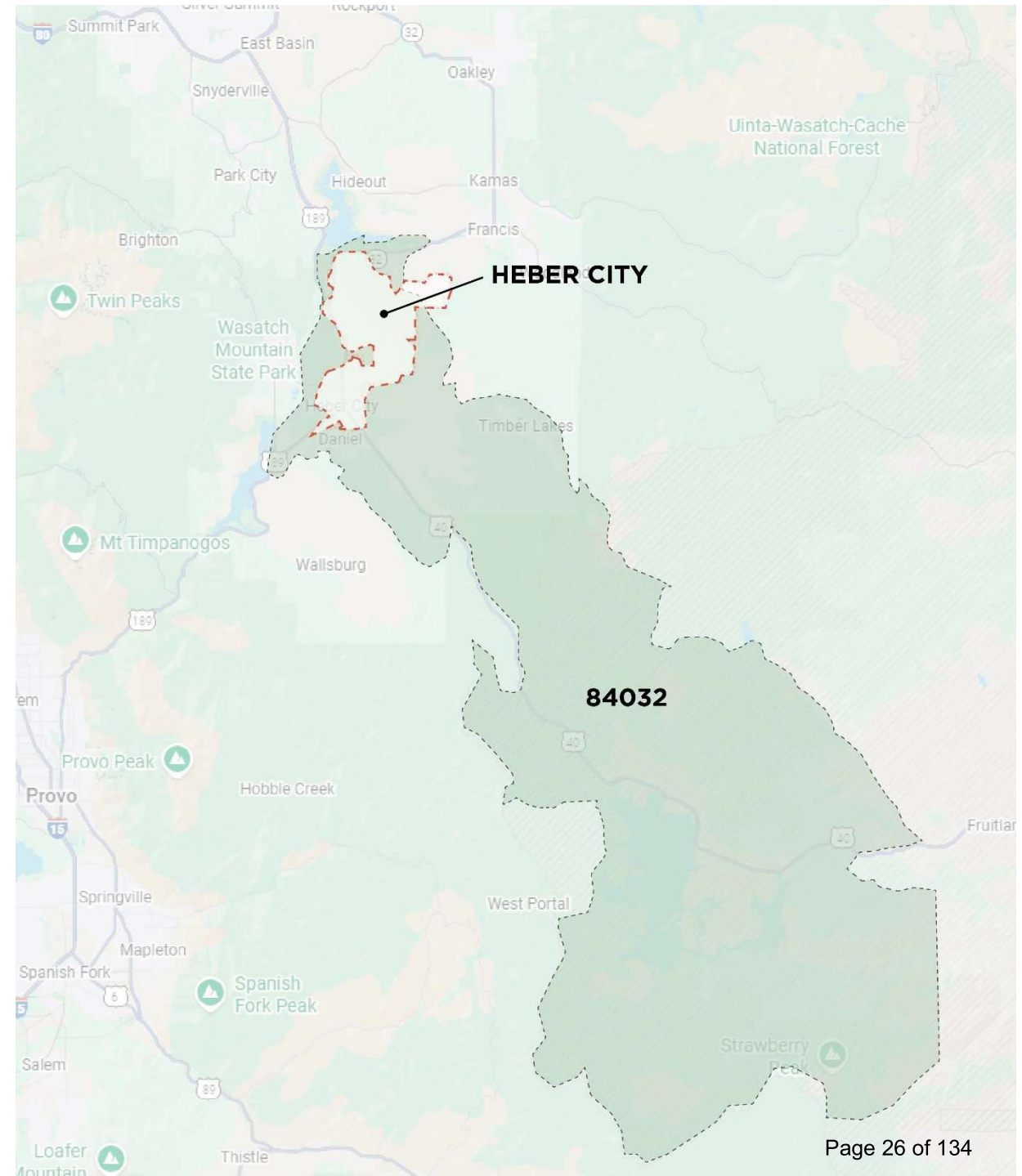
COMMUNITY ENGAGEMENT

“ Listen, Align, Design”

Strategies and Tactics

Community Engagement Intent

- **Listen** with the intent to **understand**
- **A unified experience** (in-person & online)
- Collect **consistent** information
- **Multiple opportunities** for feedback
- **Unbiased** and neutral language
- Focuses on **Heber residents**





CITY WEBSITE

- Updates through the Envision Central Heber Website
- Share ways to participate
- Frequently Asked Questions (FAQ)



ADVERTISING

- Flyers
- Direct mailers
- Share project intent
- Ways to get involved



ONLINE SURVEY

- Project context
- Provide feedback



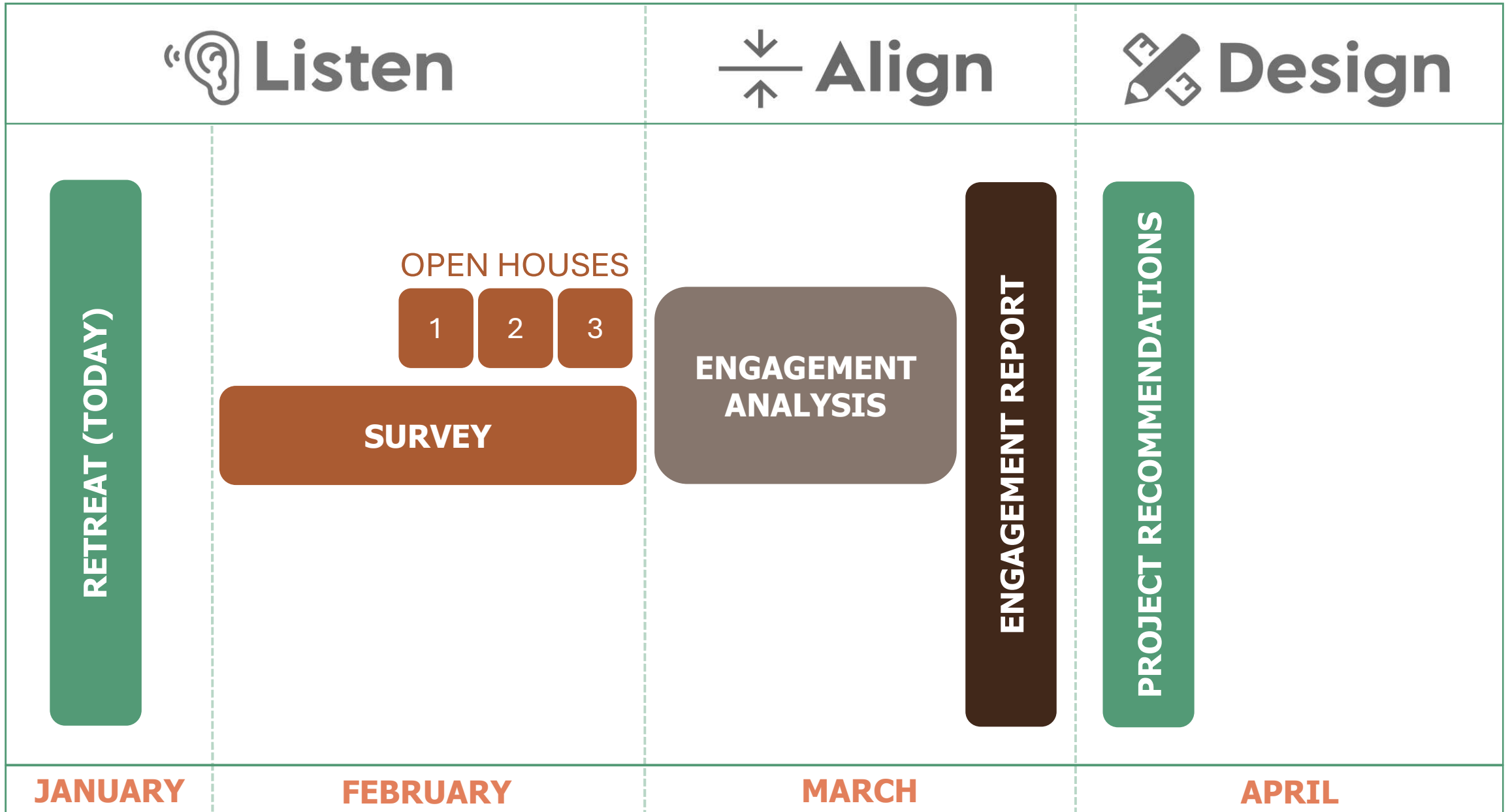
OPEN HOUSES

- 3 total open houses
- Hosted at Heber Valley Elementary

ENGAGEMENT TIMELINE

COUNCIL
RETREAT

01/24/26



INFORM

Share project updates and ways to participate

Heber Residents + Greater Valley Stakeholders (GSV)

UNDERSTAND

Gather feedback, listen, and understand

Heber Residents + Greater Valley Stakeholders (GSV)

INVOLVE

Work with to foster discussion and guide the design and recommendations

Community Group Stakeholders (CGS)

COLLABORATE

Partner directly to share expertise and guide the preferred design and strategies

Project Management Group (PMG)

EMPOWER

Help to stay informed and align decisions with community and stakeholder feedback

Executive Committee Group (ECG)



- **Open Houses:** 3
- **Dates:** February
- **Location:** Heber Valley Elementary
- **Intent:** Determine preferred diagram option
- **Notifications:** direct mail, shop window flyers, official city website / social media
- **Verify** Heber residency through a check-in form and collect all comments



Statistically-valid Survey

- **Duration:** 2 months (Feb – Mar)
- **Intent:** Determine a preferred diagram option
- **Notifications:** direct mail, shop window flyers, official city website / social media
- **Verify and prioritize** Heber residents

Process / Questions:

- Unbiased, not leading
- Provides project context
- Understand tradeoffs
- Ranking, multiple choices, open response

Survey Example



10. What do you think about each concept? Required

	I do not like the concept.	I like the layout but not the uses.	I like the uses but not the layout.	I like both the layout and uses.
Concept 1 Dino Plaza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept 2 The Basin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept 3 Town Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT STEPS

COUNCIL
RETREAT

01/24/26



	TASK	CONSULTANT	CITY
JAN	Engagement Plan	Prepare material & questions, share with City	Confirm plan and distribute
	Project Website	Prepare content	Integrate with City website
	Advertising Materials	Prepare material	Distribute
FEB	Survey	Prepare material & questions, share with City	Confirm survey, distribute, <i>notify</i>
	Open House	Prepare materials, attend	<i>Notify</i> & attend
MAR	Engagement Report	Synthesize and prepare report	Review and comment

Should be 9 am. Are we staying on task?

ROSE, BUD, THORN

ROSE: SOMETHING POSITIVE.

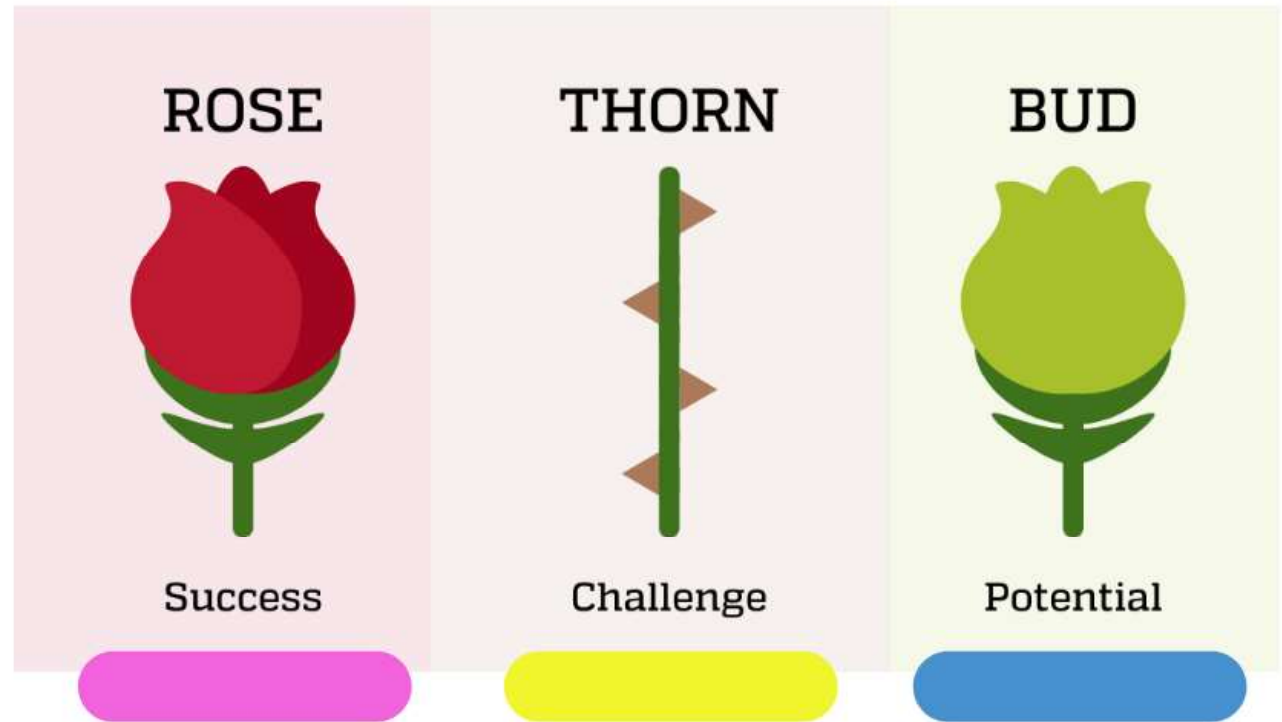
Things that need to remain or expanded upon during the planning process.

THORN: SOMETHING NEGATIVE.

Things that are not working and are problematic.

BUD: HAS POTENTIAL.

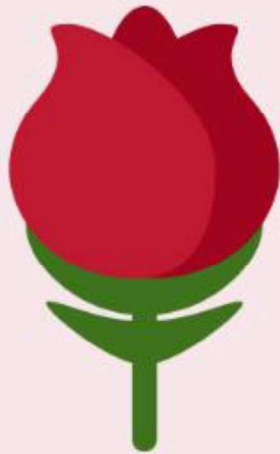
Area of opportunity or an idea that has yet to be explored.



10 MINUTES

WHAT ARE THE POSITIVES
Of the plan?

ROSE



Success



WHAT ARE THE
CHALLENGES AND
NEGATIVES

With the plan?

THORN



Challenge



WHERE IS THE POTENTIAL For the plan?



🕒 Should be 9:10 to start the break.

BREAK / BREAKOUTS Cont.

10 MINUTES

Should be 9:30 to start after the break.

ROSE, BUD, THORN

REPORT BACK (20 MINUTES)

MASTER PLAN REFINEMENT

Current Plans and New Diagrams



Heber City Council
FY '25/'26 Policy & Budget Priorities
 Established 1/18/25; Adopted 2/4/25
 Report Updated: 9/16/25

Policy/Budget Priorities					
Priorities	Description/Strategy	Operationalizing Strategy	Target	Responsible	Status
Leadership Role in 2034 Olympic Games Planning	Assume leadership role in planning and leveraging 2034 Olympic Games for the benefit of the community and to advance Council's priorities and economic opportunities for Heber City	Initial opportunities include 1) locating Soldier Hollow parking closer to downtown; 2) host a "live site" at Heber City Park during the Games; 3) advance Heber Valley Corridor design and construction; and 4) transform Hwy 40 through downtown into a walkable, pedestrian friendly atmosphere; 5) improved walkability from back of event center, over railroad tracks, to HVR. 6) Create Council committee to represent Heber and lead initiative.	Ongoing Q1	MB/CC	1)Ongoing 2)Ongoing 3)Draft expected around November '25 4)Underway: Main Street Transportation Safety Grant recently awarded; and recently passed city codes. 5)TBD 6)Need to form Council committee
Execution of Envision Central Heber Initiative	Begin taking assertive and strategic actions to realize Envision Central Heber vision	<p><u>Main Street District (MSD)</u></p> <p>Trailhead Plaza (Main Street Park)</p> <ol style="list-style-type: none"> Evaluate public input prior to adopting Roger Brooks Plaza Design, Programming and Management Plan Adopt, after final review, the Plaza Design, Programming and Management Plan Complete Phase 1 of park improvements (Main Stage and 200 S.) Commence subsequent phasing as resources permit. <p>Parking</p> <ol style="list-style-type: none"> Finalize policy and begin executing strategy for increasing parking opportunities in downtown area Utilize Roger Brooks recommendations to draft policy supporting increasing parking strategies. Leverage shared parking agreements in downtown area to increase parking opportunities. <p>C-Street Pedestrian Alley</p> <ol style="list-style-type: none"> Implement formalizing initial path for C Street between 200 S. and Center Street. Adopt policy to require redevelopment to recognize "final" C-street pedestrian avenue. Begin working with UDOT for pedestrian crossing concepts on Midway Lane between Hwy 40 and 100 W. <p>Zoning/Land Use</p> <ol style="list-style-type: none"> Complete overlay zone and supportive changes for Central Heber Overlay Zone (CHOZ) 	<p>Plaza</p> <ol style="list-style-type: none"> Q1 '25 Q2 '25 Q2 '25 Ongoing <p>Parking</p> <ol style="list-style-type: none"> Q2 '25 Q2 '25 Q2 '25 <p>C-Street</p> <ol style="list-style-type: none"> Q2 '25 Q2 '25 Ongoing <p>Zoning</p> <ol style="list-style-type: none"> Q2 '25 	<p>Plaza</p> <p>MB/CC/RB/TK</p> <p>Parking</p> <p>MB/CC/TK</p> <p>C-Street</p> <p>TK/RF</p> <p>Zoning</p> <p>TK/CC</p>	<p>Trailhead Plaza</p> <ol style="list-style-type: none"> Completed Plan Accepted in Spring '25 Completed Underway: RFQ let in August '25 <p>Parking</p> <ol style="list-style-type: none"> Underway Underway Underway-currently negotiating 2 shared parking agreements; others being assessed. <p>C-Street Pedestrian Alley</p> <ol style="list-style-type: none"> Underway Underway-CC direction received on 9/2/25 Ongoing <p>Zoning</p> <ol style="list-style-type: none"> Completed 9/2/25



Subsidies for Trailhead Plaza will likely be in the \$50,000 a year range.

The plaza and its staff will generate nearly \$750,000 a year in ancillary revenues to offset its operational costs, while leaving funds for capital improvements.



Simply put, there is nothing the city can invest in that has a greater return on investment than the development of Trailhead Plaza.

– Roger Brooks Plan

WHY A PLAZA? - A DOWNTOWN NEEDS A HEART

- Successful downtowns are built around a central place for people to gather.
- Retail districts succeed when anchored by people, not parking
- A plaza creates a central place for daily activity that downtown businesses and events can build around.

WHY A PLAZA? - YEAR-ROUND COMMUNITY VALUE

- Successful plazas are active in ALL seasons
- Winter activation is critical in mountain communities
- The plaza supports families, teens, seniors, and visitors alike

WHY A PLAZA? - PEOPLE COME FIRST

- Where people gather 250+ days per year, retail follows
- Nearly 70% of brick-and-mortar spending happens after 4:00 PM
- Evening and weekend activity is essential to downtown success

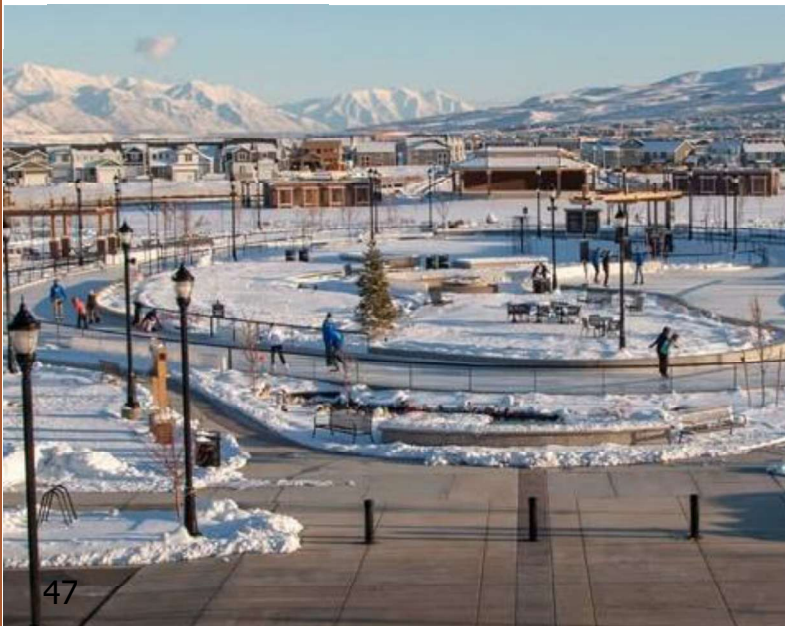
The Goldilocks Rule



Herriman Town Center Ice Ribbon at Crane Plaza:

- 1. Type: Ice Ribbon
- 2. Footprint Size: +/- 98,000 sf
- 3. Summer: Roller Skate
- 4. Splash: Yes
- 5. Playground: Yes (Nearby)
- 6. Retail adjacent: No

Fully subsidized by the city
Minimal programing and
activation



Millcreek, UT
Millcreek Common:

- 1. Type: Ice Ribbon + Sheet
- 2. Footprint Size: +/- 25,000 sf
- 3. Summer: Roller Skate
- 4. Splash: Yes
- 5. Playground: Yes (Nearby)
- 6. Retail adjacent: Yes

High revenue return

Anticipated to have little to no subsidies at full build out



REVENUE AND RESULTS

- **\$1.8 million** - Fiscal year 2025 revenue from skate rental, sponsorships, naming rights, concession rental, events, public market gross sells, .
- **30** full and part-time jobs are maintained by the City just for the public open space
- **100's** of jobs created during the re-construction and revitalization of downtown Millcreek
- **15 to 20** new retail businesses will open within the area providing for even more jobs

MILLCREEK COMMON

REVENUE AND RESULTS

- **2025 - 194 Active Classes** on Millcreek Common
- **2025 - 326 events** on Millcreek Common
- **2025 – 61,000** Followers on Instagram and Facebook

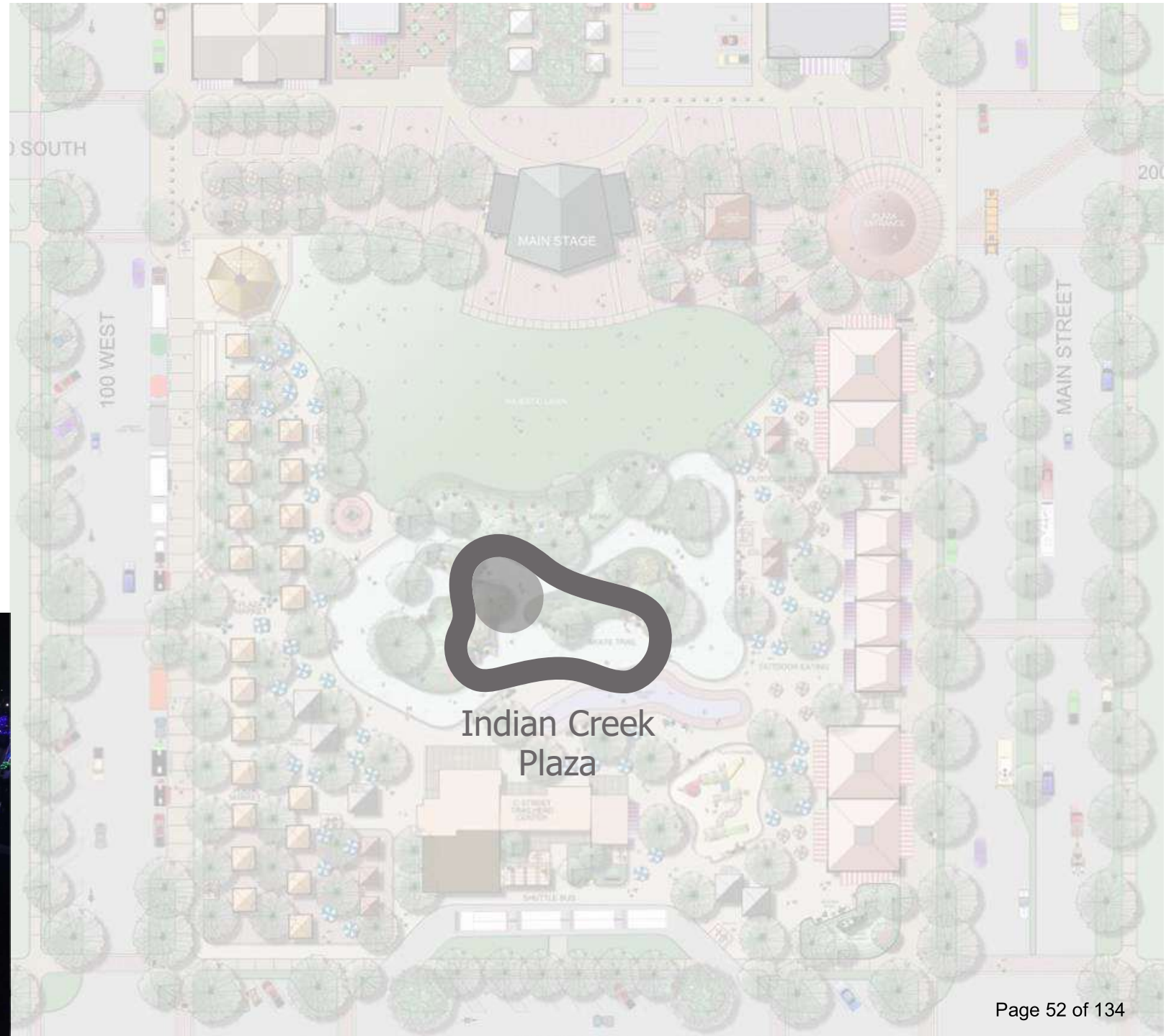
MILLCREEK COMMON

Caldwell, Idaho
Indian Creek Plaza:

- 1. Type: Ice Ribbon + Sheet
- 2. Footprint Size: +/- 22,500 sf
- 3. Summer: Roller Skate
- 4. Splash: Yes
- 5. Playground: No
- 6. Retail adjacent: Yes

High revenue return

Self funded after 1-2 years

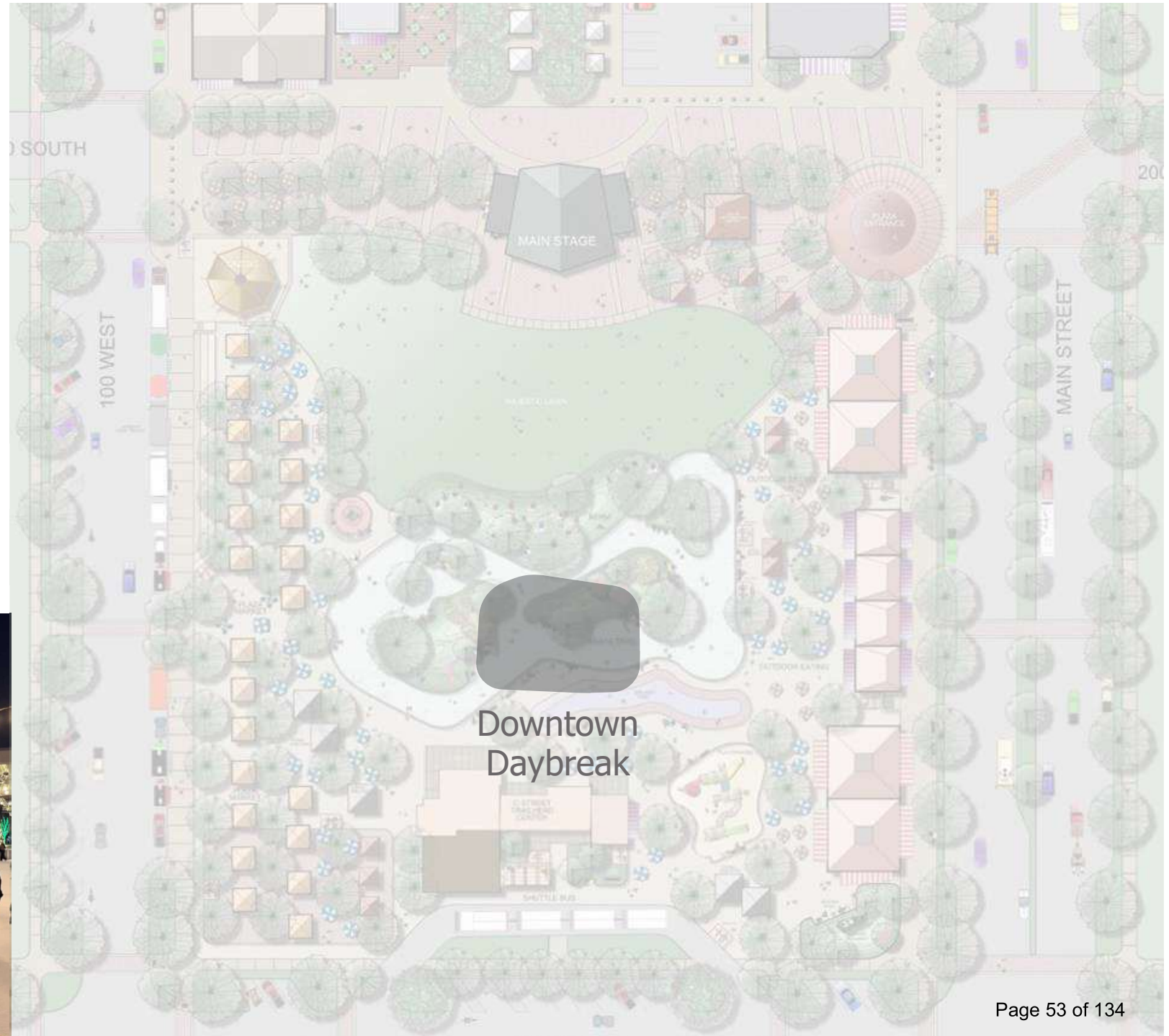


**South Jordan, UT
Downtown Daybreak:**

- 1. Type: Sheet
- 2. Footprint Size: +/- 20,000 sf
- 3. Summer: Turf Lawn
- 4. Splash: Yes
- 5. Playground: Yes (Nearby)
- 6. Retail adjacent: Yes

High revenue potential

With surrounding retail, bowling, game room, family entertainment center, baseball stadium, etc.

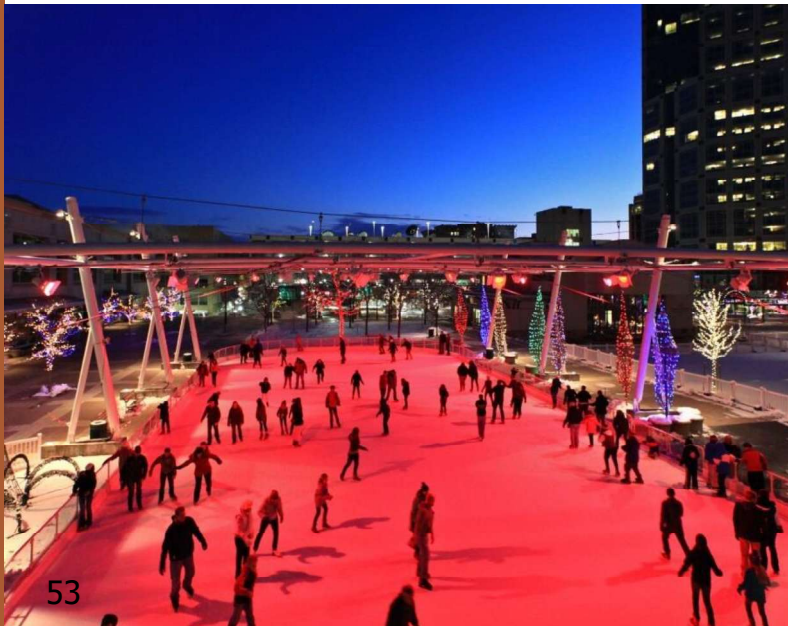


Downtown
Daybreak

**Salt Lake City, UT
Gallivan Center:**

- 1. Type: Sheet
- 2. Footprint Size: +/- 16,000 sf
- 3. Summer: Plaza Games
- 4. Splash: No
- 5. Playground: No
- 6. Retail adjacent: Yes

Medium revenue potential
With year-round activities, food trucks, concerts, etc.



Hang in there!
Comments and Questions
at 10:35!

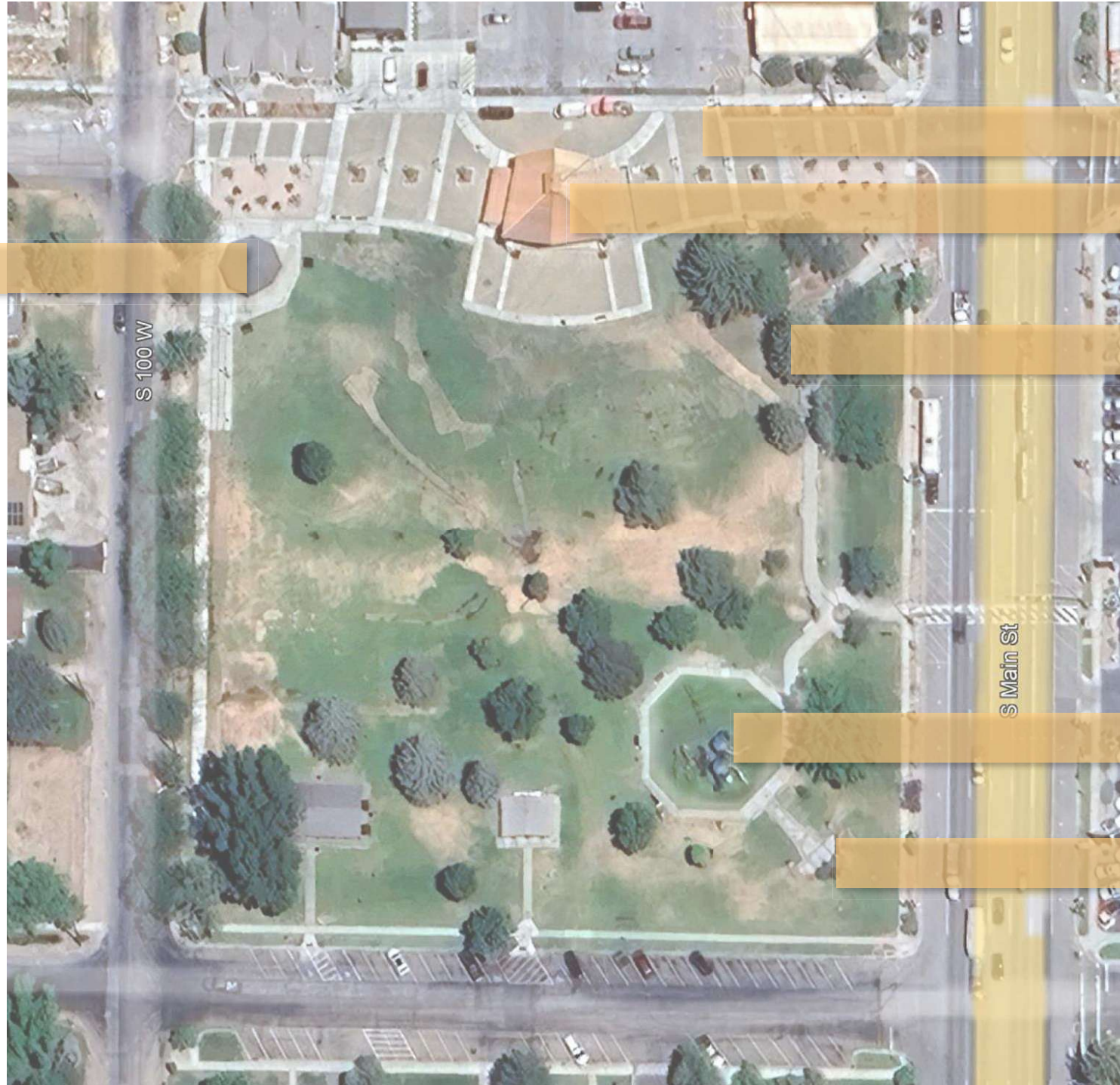
THREE MASTER PLAN DIAGRAMS

Preliminary Diagrams and Program Elements

LEGACY PRESERVATION

COUNCIL
RETREAT

01/24/26



Existing Bandshell

Festival Street

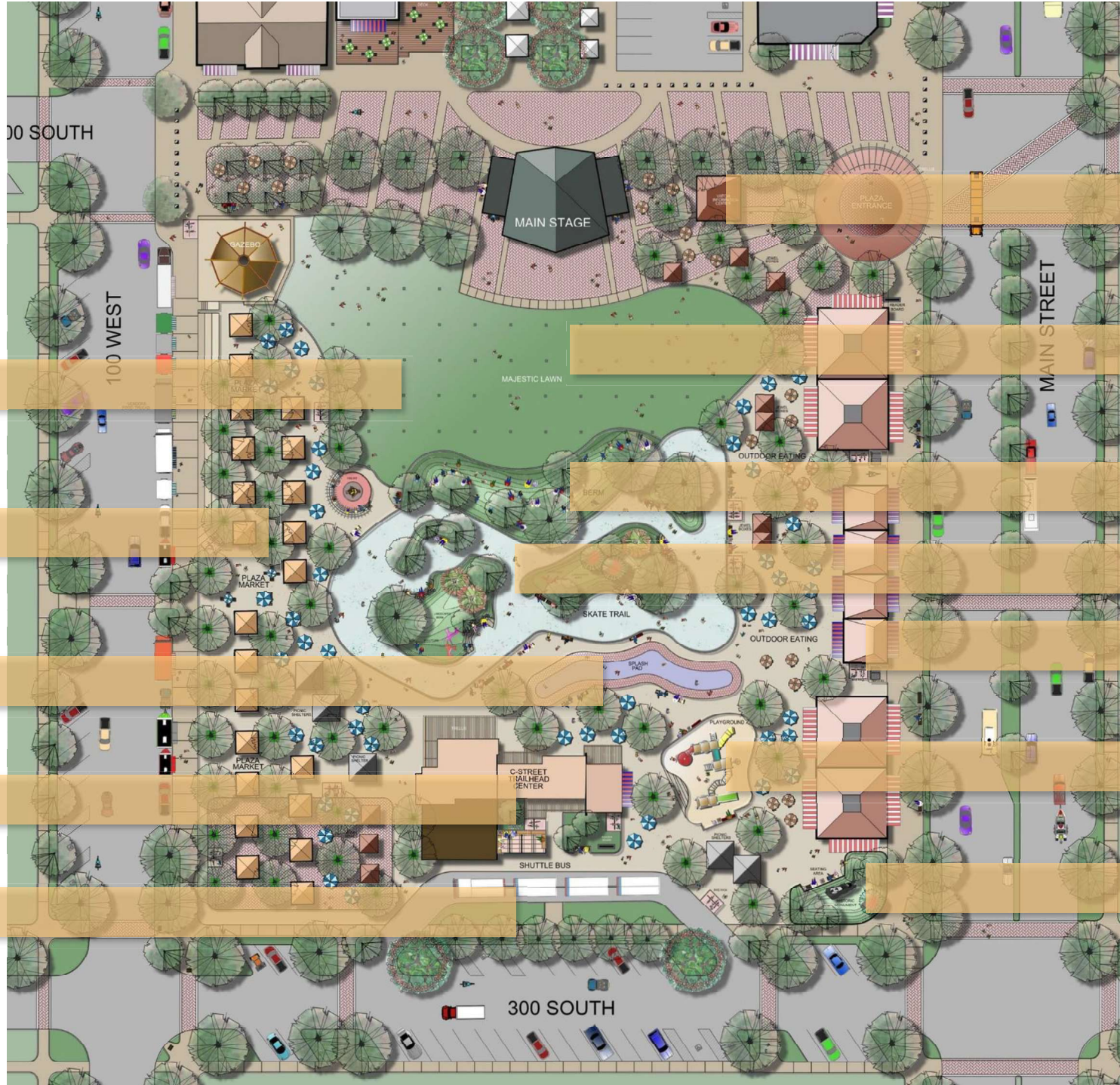
The Main Stage

Existing Legacy Trees

Existing Playground

Historic Monument

PRIMARY ELEMENTS OF THE PLAN



Tie Downs

Market Trail

Splash Pad Trail

Trailhead Center

Drop Off Zone

Jewel Box Kiosk

Majestic Lawn

Raised Berm

Ice Ribbon

Shops On Main

Existing Playground

Historic Monument

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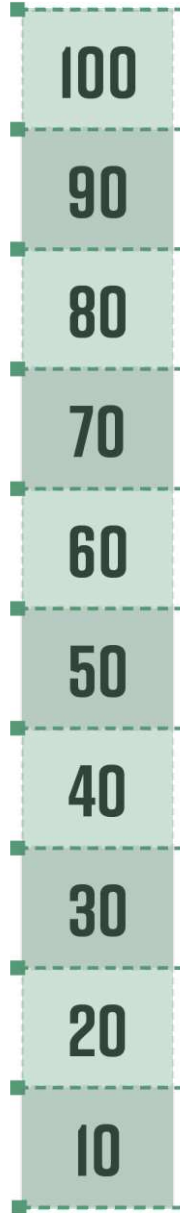
EXISTING MASTER PLAN

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MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



TRAILHEAD PLAZA DIAGRAM 1

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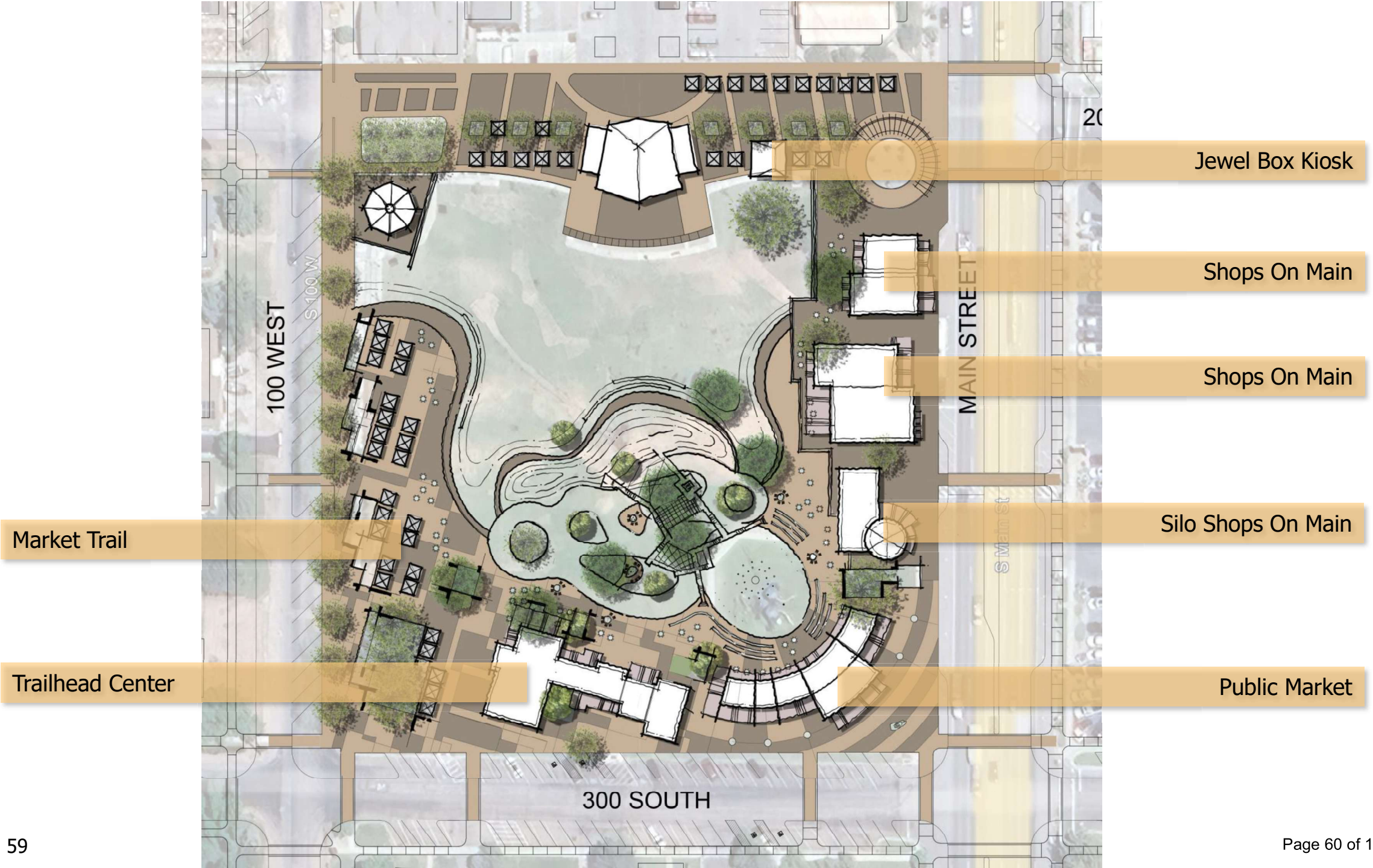


Legacy Trees

TRAILHEAD PLAZA DIAGRAM 1

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TRAILHEAD PLAZA DIAGRAM 1



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TRAILHEAD PLAZA DIAGRAM 1



Drop-off

Food Truck Location

Landscape Buffer

Landscape Buffer

Larger Majestic Lawn

Raised Berm

Historic Monument

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TRAILHEAD PLAZA DIAGRAM 1

COUNCIL
RETREAT

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Smaller Ice Ribbon

Splash Pad/Performance Oval

TRAILHEAD PLAZA DIAGRAM 1



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TRAILHEAD PLAZA DIAGRAM 1



COUNCIL
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TRAILHEAD PLAZA DIAGRAM 1

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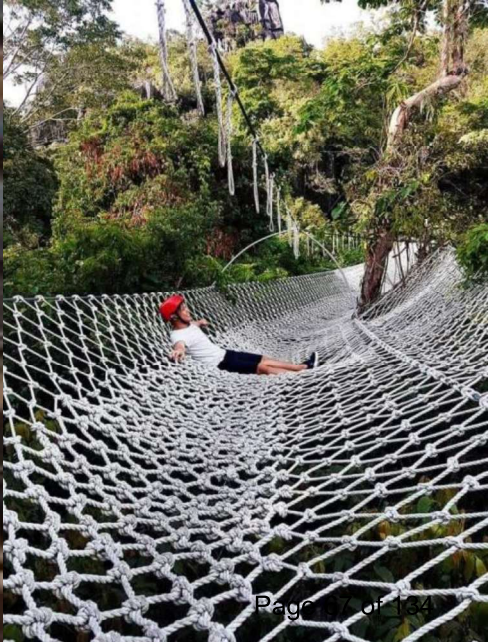


The LOFT Adventure Play

TRAILHEAD PLAZA DIAGRAM 1

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TRAILHEAD PLAZA DIAGRAM 1



COUNCIL
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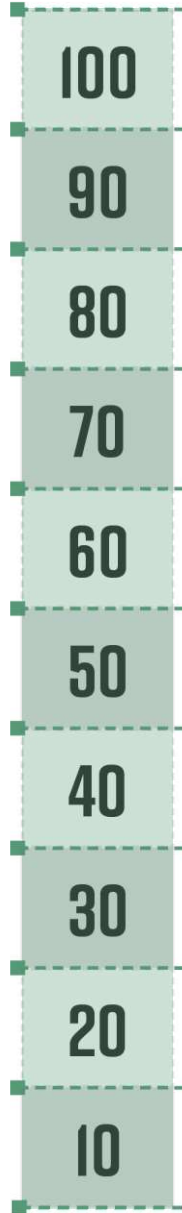
TRAILHEAD PLAZA DIAGRAM 1

COUNCIL
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01/24/26



MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



Slide 66 of 84.
Almost there!

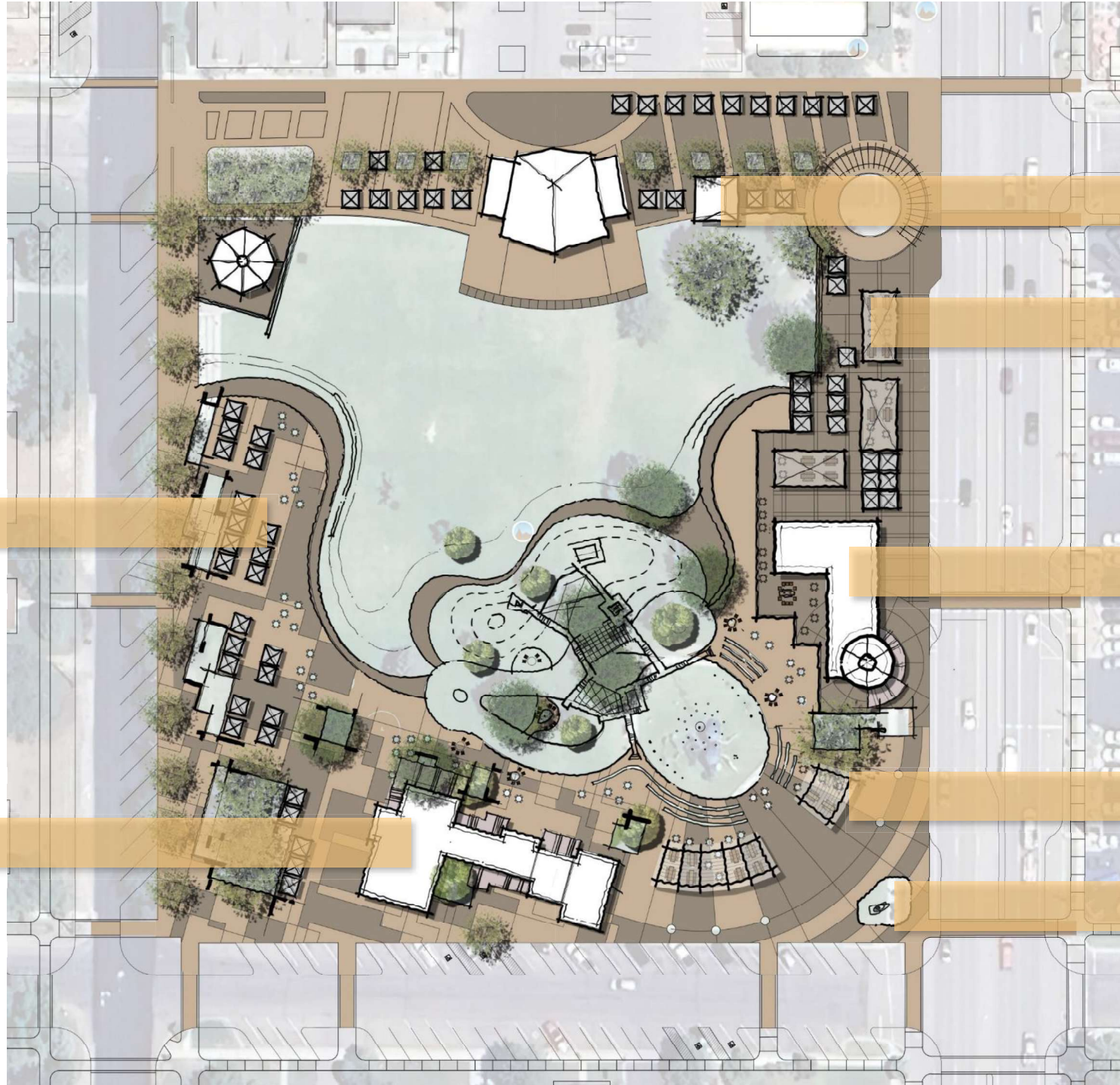
OPTION 2

Preliminary Diagrams and Program Elements

TRAILHEAD PLAZA DIAGRAM 2

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Market Trail

Trailhead Center

Jewel Box Kiosk

Jewel Box Kiosk/Pavilion

Silo Shops On Main

Shade Pavilions

Historic Monument

TRAILHEAD PLAZA DIAGRAM 2

COUNCIL
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Drop-Off

Food Truck

Landscape Buffer

Increase Majestic Lawn

Raised Berm

New Shade Trees (TYP)



TRAILHEAD PLAZA DIAGRAM 2

COUNCIL
RETREAT

01/24/26



Fire Pit Seating Area

Smaller Skate/Ice Ribbon

Interactive Splash Pad/Performance Oval



The LOFT adventure Play

TRAILHEAD PLAZA DIAGRAM 2

COUNCIL
RETREAT

01/24/26



MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



Slide 72 of 84.
Home Stretch!

OPTION 3

Preliminary Diagrams and Program Elements

TRAILHEAD PLAZA DIAGRAM 3

COUNCIL
RETREAT

01/24/26



Market Trail

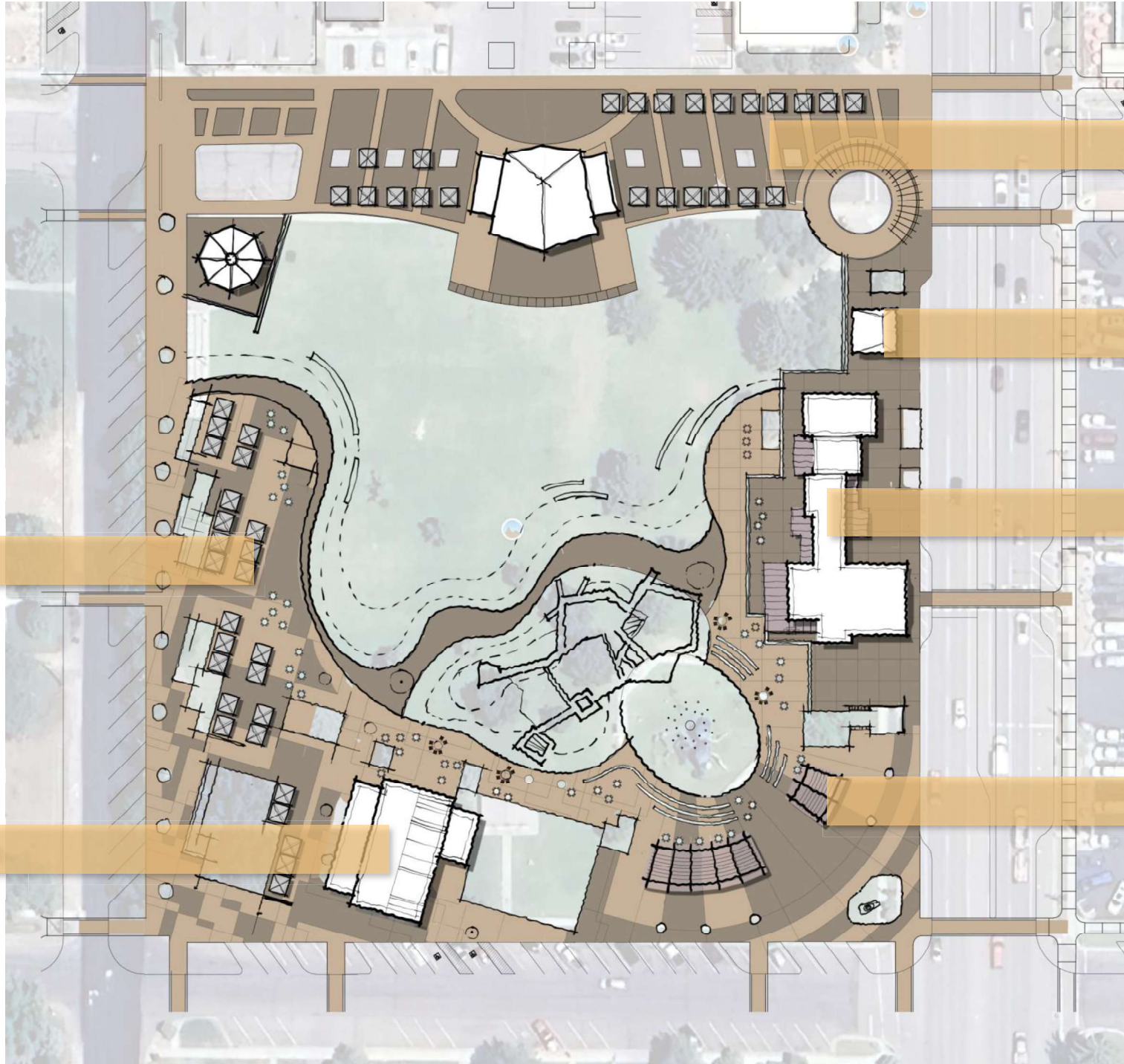
Event Facility/Lawn

Festival Street

Jewel Box Kiosk

Trailhead Center/Retail

Shade/Pavilion



TRAILHEAD PLAZA DIAGRAM 3



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01/24/26



TRAILHEAD PLAZA DIAGRAM 3

COUNCIL
RETREAT

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Landscape Buffer

Legacy Trees

Increase Majestic Lawn

Increase Raised Berm

Public Market Event Lawn



TRAILHEAD PLAZA DIAGRAM 3

COUNCIL
RETREAT

01/24/26



Fire Pit Seating

Reduce Ice Skating To Oval

Interactive Splash Pad

TRAILHEAD PLAZA DIAGRAM 3

COUNCIL
RETREAT

01/24/26



The LOFT Adventure Play

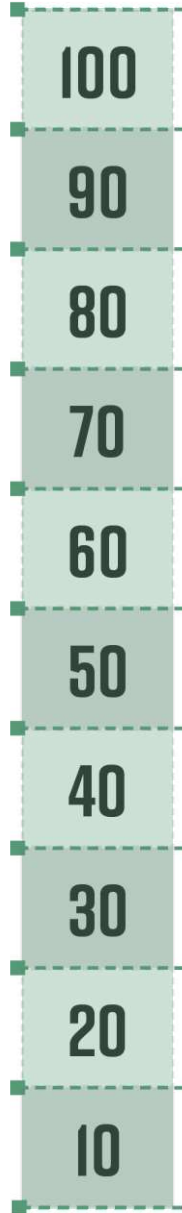
TRAILHEAD PLAZA DIAGRAM 1

COUNCIL
RETREAT

01/24/26



MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



TRAILHEAD PLAZA DIAGRAM 2

COUNCIL
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MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



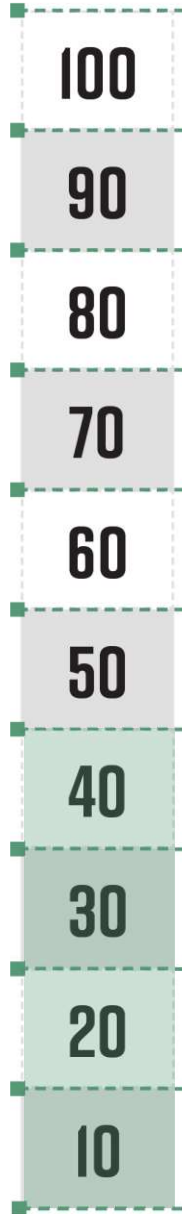
TRAILHEAD PLAZA DIAGRAM 3

COUNCIL
RETREAT

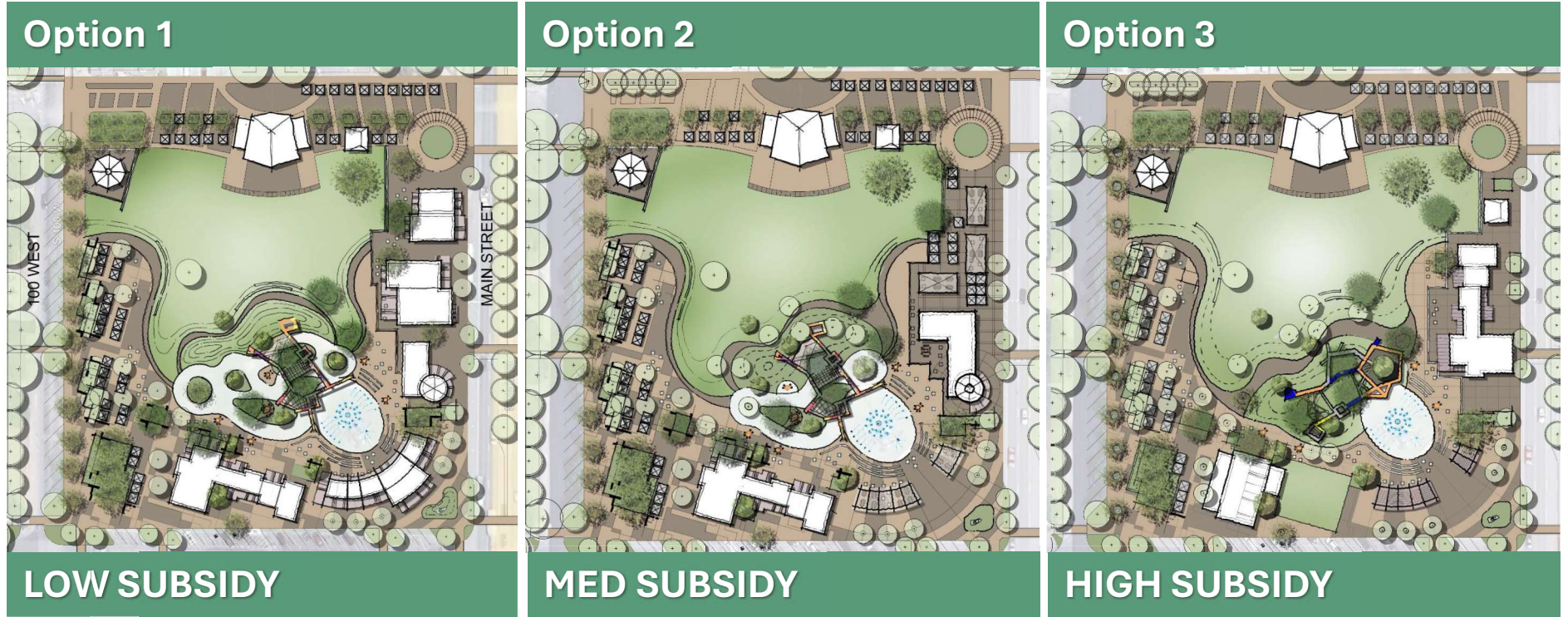
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MASTER PLAN - ANTICIPATED ROI/PROGRAMMING



TRAILHEAD PLAZA COMPARISON

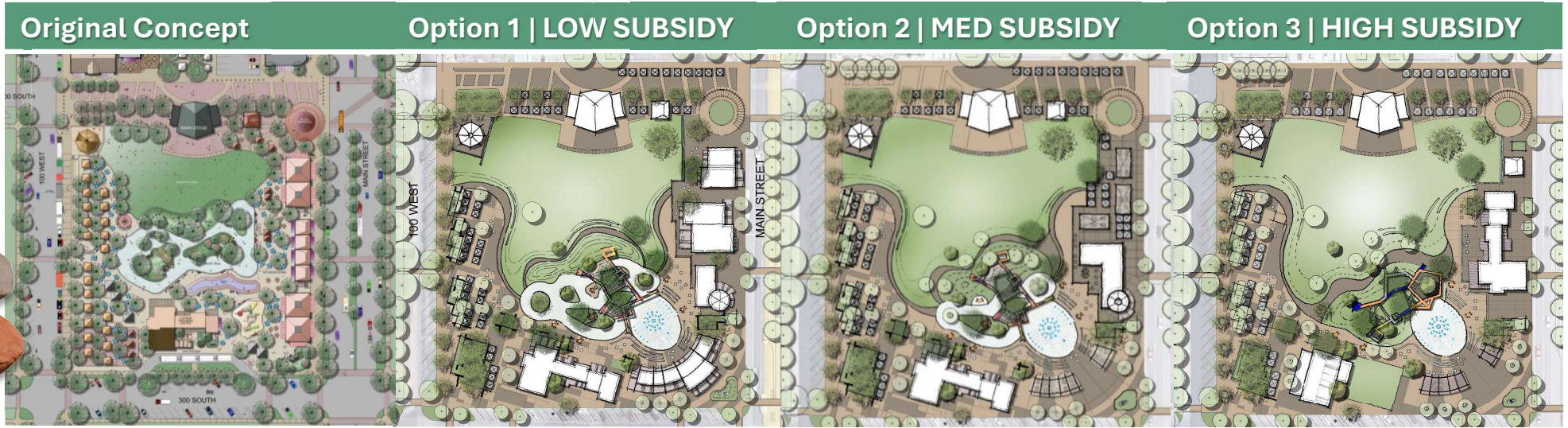


ROI

OPERATIONS

Retail	Maximized	Middle Ground	Minimized
Venue Space	Maximized	Minimal	Middle Ground
Ice Ribbon	Larger	Smaller	None (Oval Only)
Year-Round Market Building	Larger	None	Smaller
Majestic Lawn	Increased	Middle Ground	Maximized
Legacy Trees	Preserved	Preserved	Preserved

TRAILHEAD PLAZA
HOW THEY MEET THE TOUCHSTONES



	Original Concept	Option 1 LOW SUBSIDY	Option 2 MED SUBSIDY	Option 3 HIGH SUBSIDY
Vibrant Hub	Mix of year-round free & retail programmed activities	Mix of year-round free & retail programmed activities	Fewer retail activities, reduced capacity	Limited retail activities
Placemaking Anchor	Grand Entrance, Ice/Skate Splash Pad, Shops on Main	Grand Entrance, Iconic Vernacular Architecture, Preserved Legacy Trees	Limited Vernacular Architecture, Reduced Main St. Buffer, Legacy Trees	Splash/Skate Performance Oval, Event Facility/Lawn
Year-round Activity	Smaller Lawn, Large Ice/Skate Ribbon, Splash Pad, Plaza Market Space	Right Size Ice/Skate, Performance Oval/Splash Pad, Lg Market Bldg, Larger Concert Lawn, Loft Play	Further Reduced Ice Ribbon, Performance Oval/Splash Pad, Loft Play	Performance Oval/Splash Pad, Loft Play, Event Facility/Lawn
Welcoming Destination	Trailhead Center, Visitor Info Center, Shops on Main	Trailhead Center, Visitor Info Center, Shops on Main	Trailhead Center, Visitor Info Center, Kiosks	Trailhead Center, Visitor Info Center
Opportunities for Connection	Concerts, Market Space, Splash Pad, Ice Ribbon Weekly Critical Mass	Concerts, Year-round Markets, Ice/Skate Oval, Weekly Critical Mass	Concerts, Market Space, Splash Pad/Ice Oval, Smaller Ice Ribbon	Concerts, Market Space, Splash Pad/Ice Oval

GOALS AND OBJECTIVES

1. Approve Public Outreach Plan
2. Approve the three sketch diagram modifications to the Roger Brooks Plan for use during the public outreach
- 3. March/April 2026 PREFERRED Master Plan and Budget With Council Approval**

NEXT STEPS

1. Launch Public Engagement Plan | February
2. Schedule Open Houses | February
3. Integrate Engagement Feedback | March
4. Revised Master Plan - Council Presentation | April
5. Preferred Master Plan | May

We're done, Yay!

COUNCIL COMMENTS



Public Parking

2026 Annual City Council Retreat

January 24, 2026

Recently Installed Tabernacle Parking

Features

5 new stalls

“Public Parking” signs



Recently Installed Wasatch Wave Parking

Features

17 new off-street public parking stalls

3 new angled on-street parking stalls

“Public Parking” signs



100 East New Angled Parking Stalls

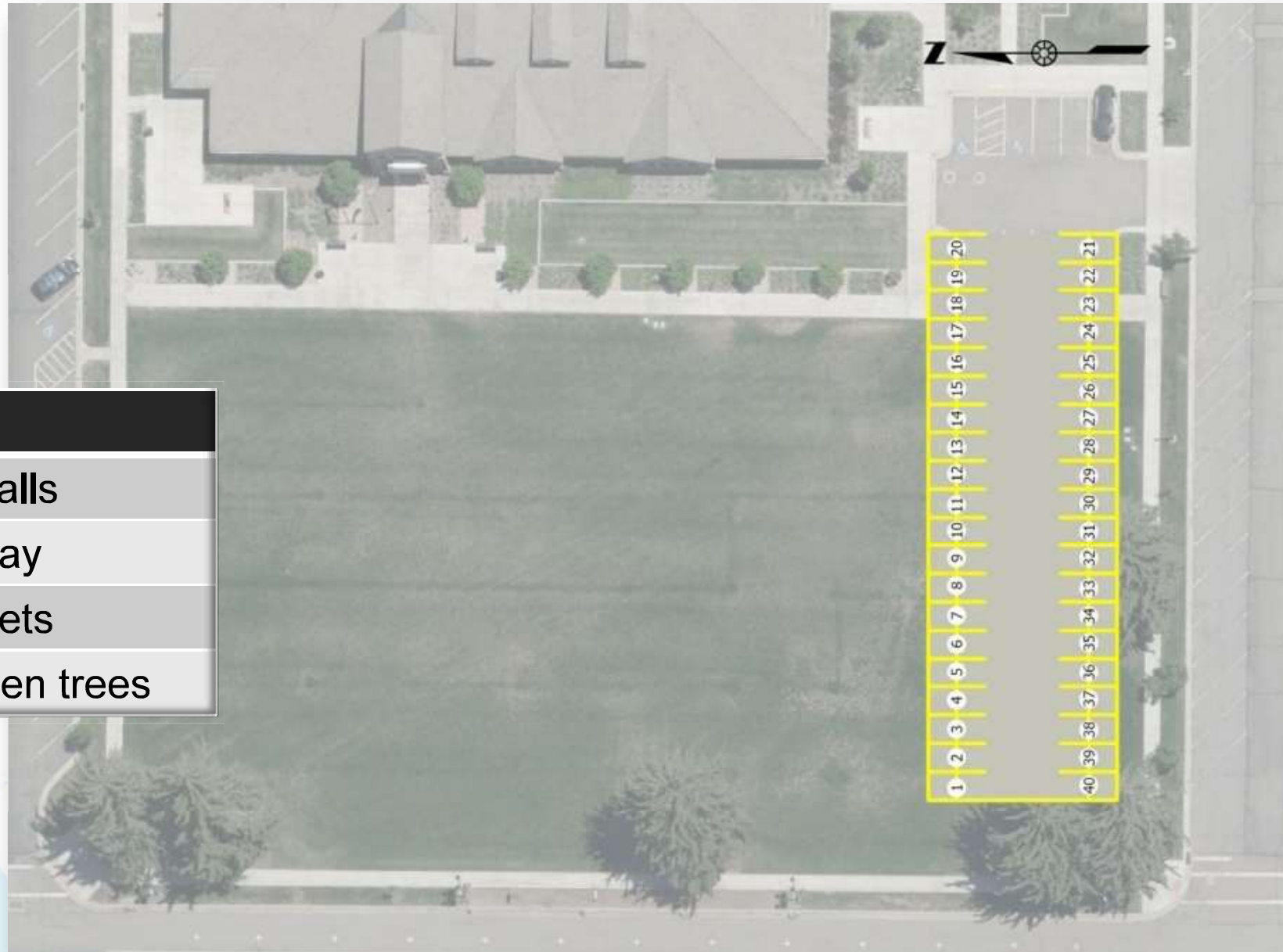


Features

103 new angled on-street parking stalls

58 net new parking stalls

Proposed Public Safety Building Parking

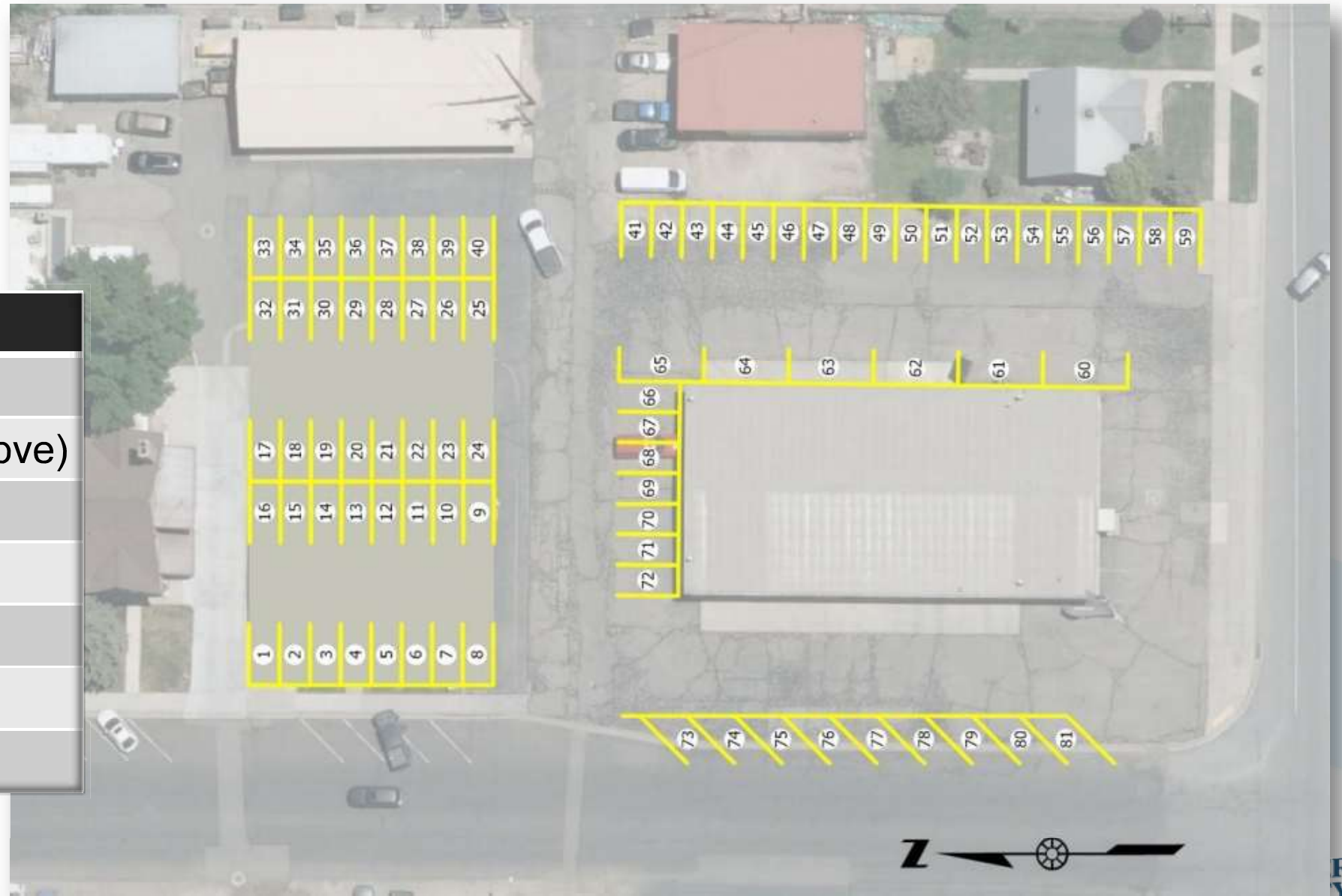


Features
34 net new parking stalls
Utilize existing driveway
Landscape along streets
Save existing evergreen trees

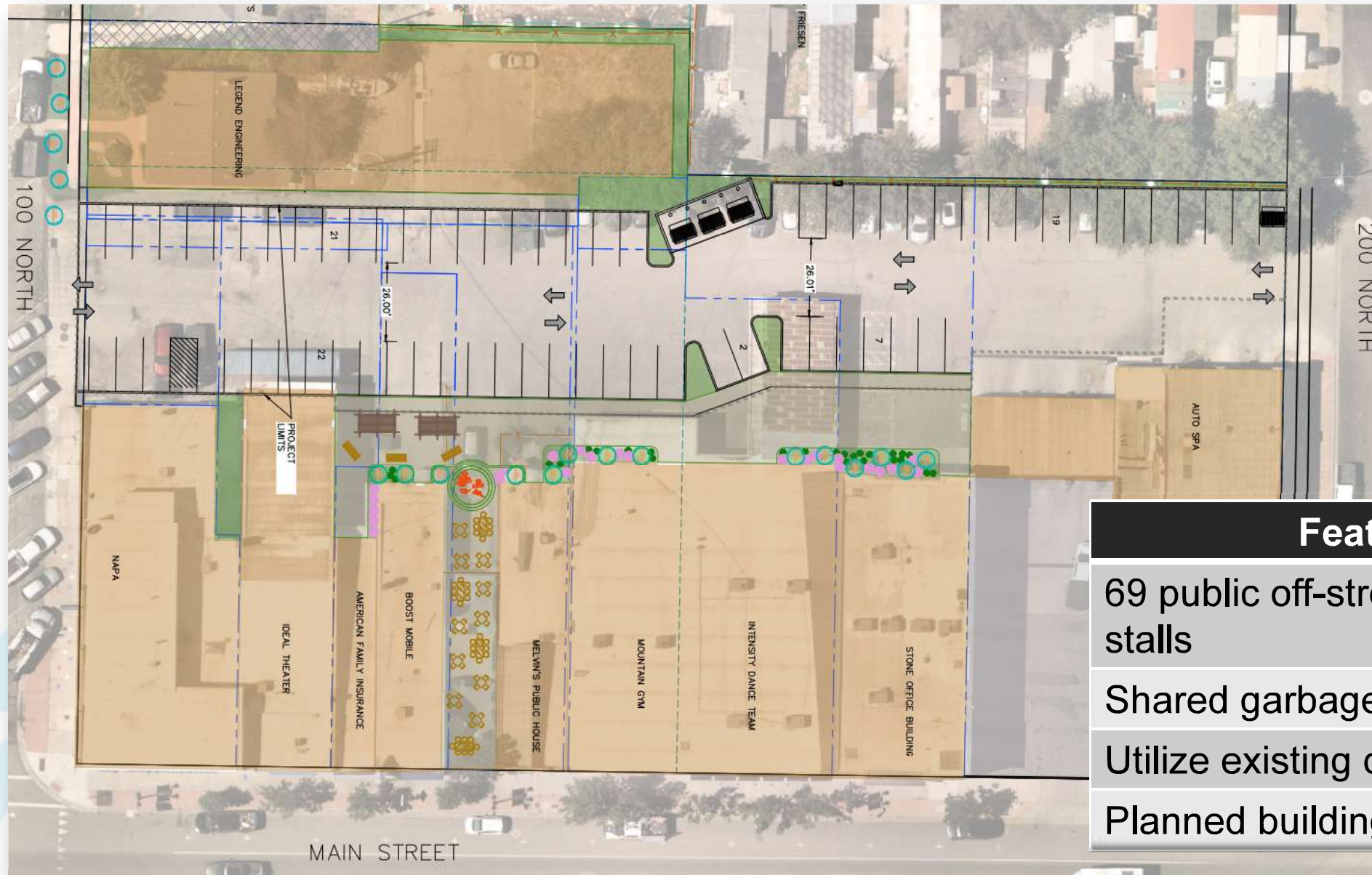
Proposed HPL & Fire Station Parking

Features

- 72 off-street parking stalls
- 6 employee stalls (inc. above)
- 9 on-street parking stalls
- Wide central driveway
- Utilize existing driveways
- No landscaping
- Off-street circulation

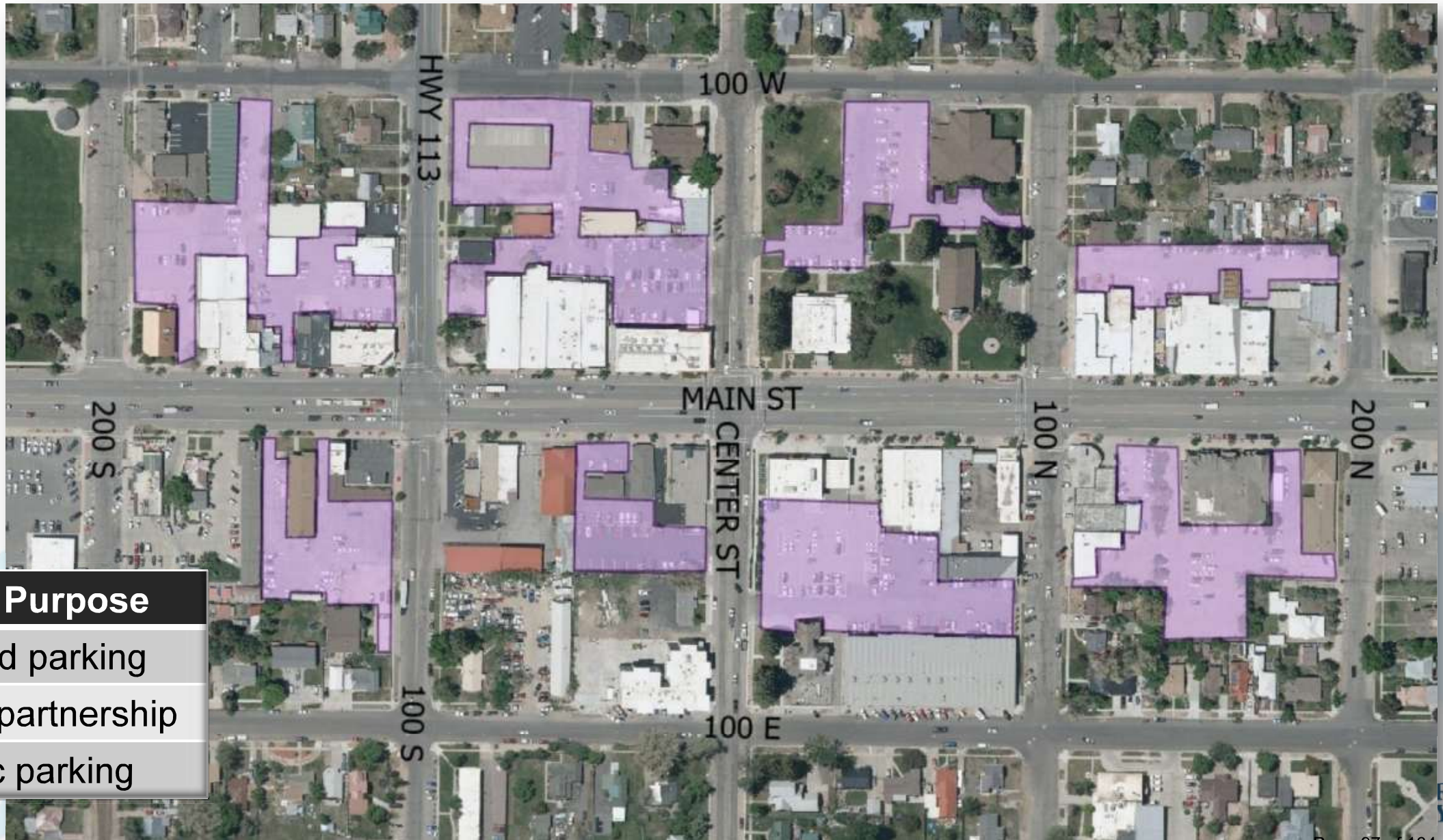


Proposed Block 103 Improved Parking Lot



Features
69 public off-street parking stalls
Shared garbage bins
Utilize existing driveways
Planned building expansion**

Potential Shared Public Parking Lots



Features & Purpose

Privately owned parking

Public-Private partnership

Off-peak public parking

Proposed Parking District

Description

Recommended by Roger Brooks

100 N to 400 S, 150 W to 150 E

Future separate parking standards

Implement Parking Fee-in-Lieu

Financing mechanism for parking



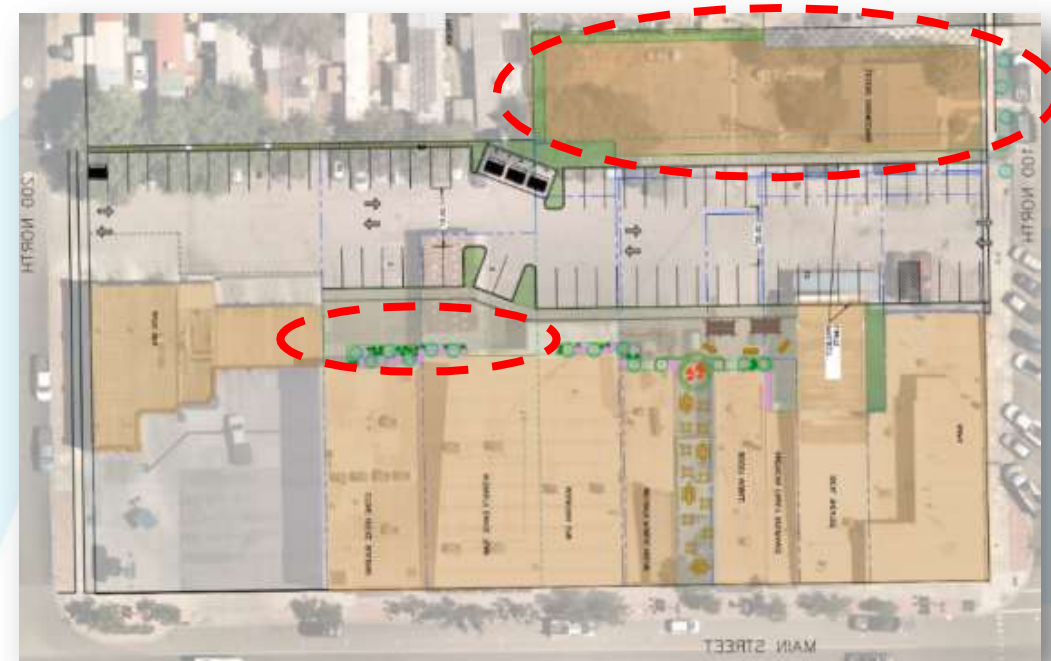
Need for City Investment in Parking

Planned Building Expansions

- Chay Dickman
- Legend Engineering
- Parking needed for each expansion
- No room to add parking
- **Building expansions cannot occur without City investing in parking**

Parking Fee-in-Lieu

- Paid by those constructing new buildings or additions
- Used to purchase properties and build parking
- Already permitted but:
- **Fee Amount is not yet set**



Establish a Parking Fee-in-Lieu

2024 cost to construct 1 parking stall: **\$8,000**, excluding land

2024 Recommended Parking Fee-in-Lieu	
Use	Fee
1 parking Stall	\$4,000

*Roger Brooks recommends charging a fee equal to 50% of the construction cost

2026 Parking Stall Costs

2026 cost to construct 1 parking stall: **\$12,000**, excluding land

Area	Land Value/SF*	Land Value	Construction**	Total Cost/Stall
300 sf	\$19/sf	\$6,000	\$12,000	\$18,000

*2025 Tax Assessor value for a vacant downtown commercial parcel, rounded to nearest \$1

**2025 estimate by Legend Engineering, rounded to nearest \$1,000

3 Different Methods to Calculate Fee-in-Lieu

Use	METHOD 1: 50% Construction Cost	METHOD 2: 50% Construction & Land Costs	METHOD 3: 100% Construction & Land Costs
1 parking stall	\$6,000	\$9,000	\$18,000

Challenges:

- If fee is too high, property owners will not invest in downtown
- If fee is too low, City won't be able to build parking

Summary of 2025 Parking Stall Improvements

Type	Stalls Created
Wasatch Wave-Tabernacle	22 off-street stalls
	3 on-street stalls
100 East	58 on-street angled stalls*
TOTAL	83 new stalls**

*103 total painted on-street angled stalls, 58 net new stalls

****7% of the City's goal for 1,200 new parking stalls.**

Recommended Parking Stall Improvements 2026

Type	Stalls Created
Public Safety Building ('26-'27)	34 on-street stalls
HPL & Fire Station ('26-'27)	72 off-street stalls
	9 on-street stalls
Block 103 ('26-'27)	69 off-street stalls
100 West ('26-'27)	TBD
TOTAL	184* new parking stalls

***15% of the City's goal for 1,200 new parking stalls. With 2025's improvements, this represents 267 total new stalls or 22% of the 1,200 goal.**

Unfinished Parking Business*

Parking Priority List

2026-2027 To Do List	Continuing & Future Steps
<ol style="list-style-type: none"> 1. Construct 100 West angled on-street parking** 2. Pursue Shared Parking Agreements** 3. Create a parking district 4. Establish a Parking Fee-in-Lieu 5. Install HPL & Fire Station Parking 6. Install Public Safety Parking 7. Improve Block 103 Parking 	<ol style="list-style-type: none"> 1. Create angled on-street parking** 2. Create 1200 new public parking spaces** 3. Acquire strategic properties** 4. Establish parking fees 5. Utilize event parking with public partners 6. Establish transit stops 7. Build 2 future parking structures

***As recommended by Roger Brooks 2024 Parking Study**

****Underway**



Discussion



Fire Station Re-Envisioned

2026 Annual City Council Retreat

January 24, 2026

Fire Station Studios in Historic Downtown Heber



- Photography
- Sculpting
- Painting

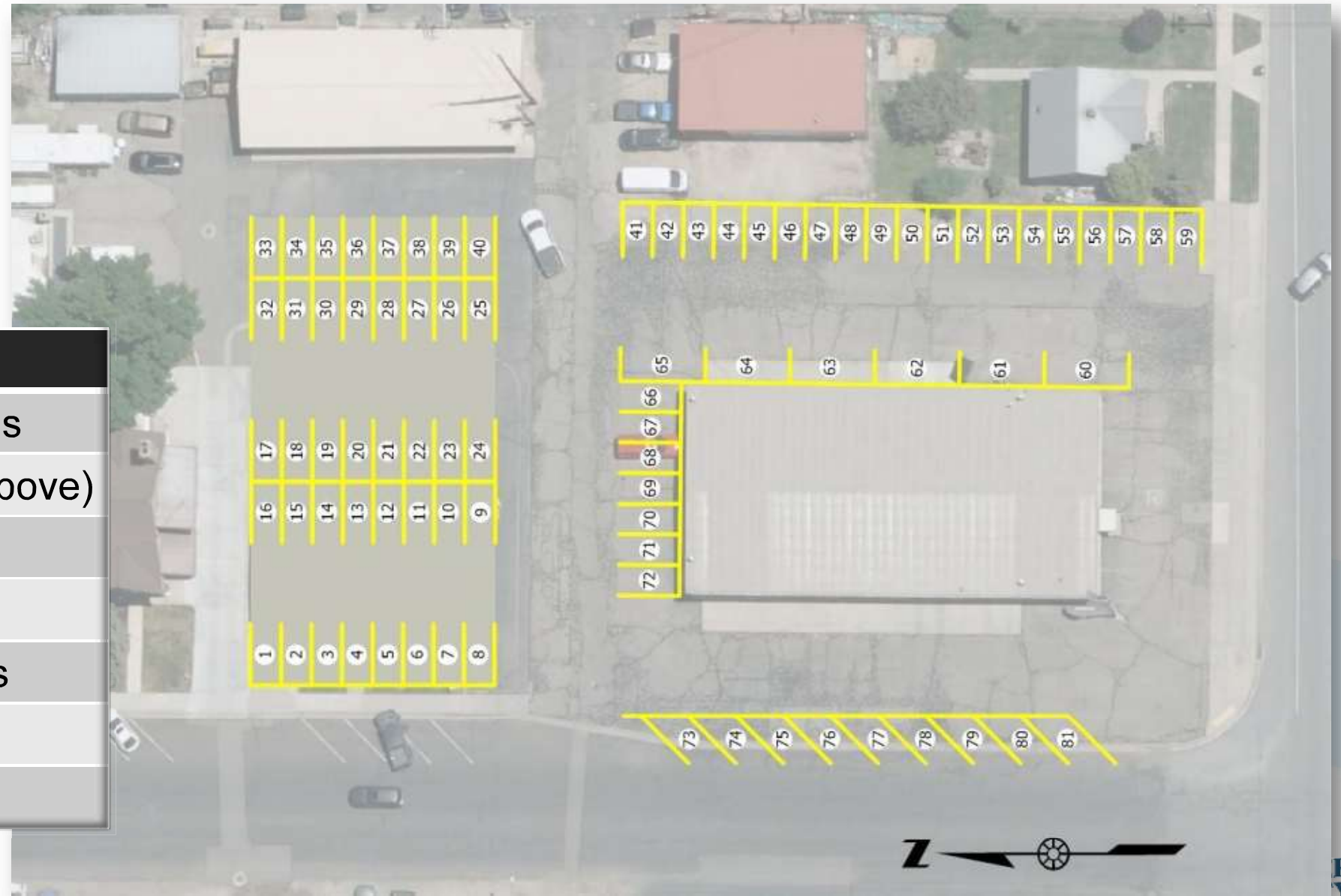


Local Precedent: Helper, Utah

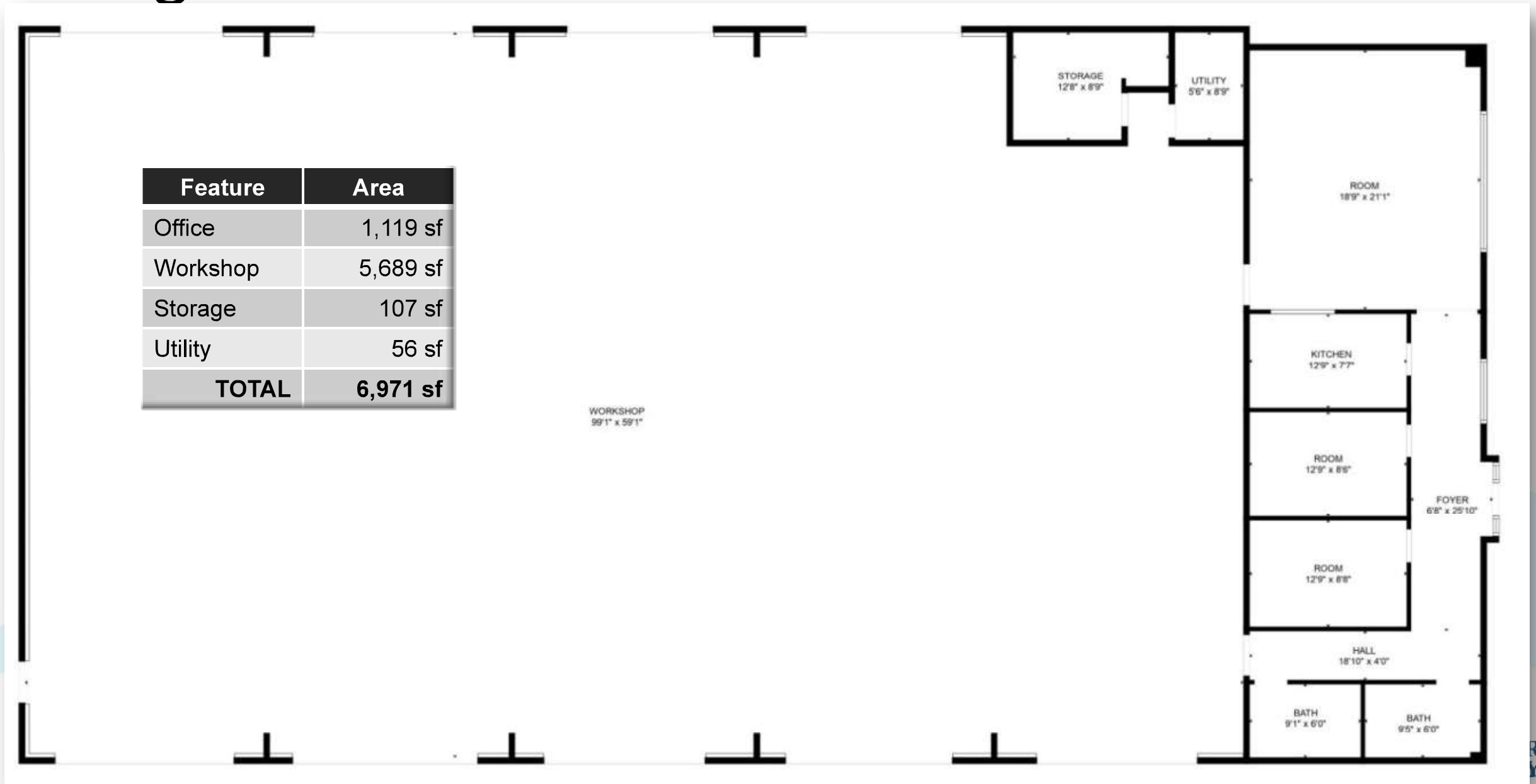


Draft Site Parking Plan

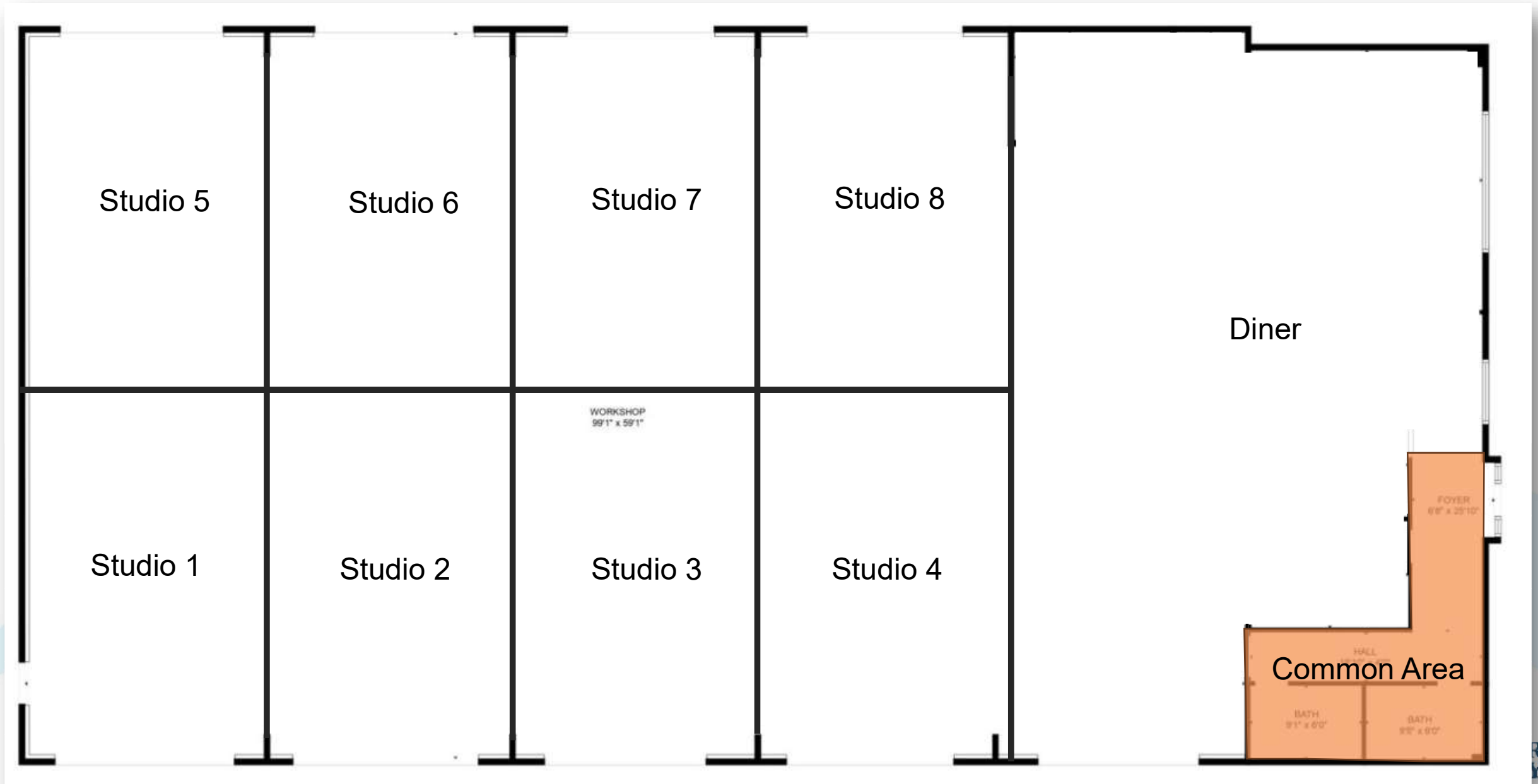
Features
72 off-street parking stalls
6 employee stalls (inc. above)
9 on-street parking stalls
Wide central driveway
Utilize existing driveways
No landscaping
Off-street circulation



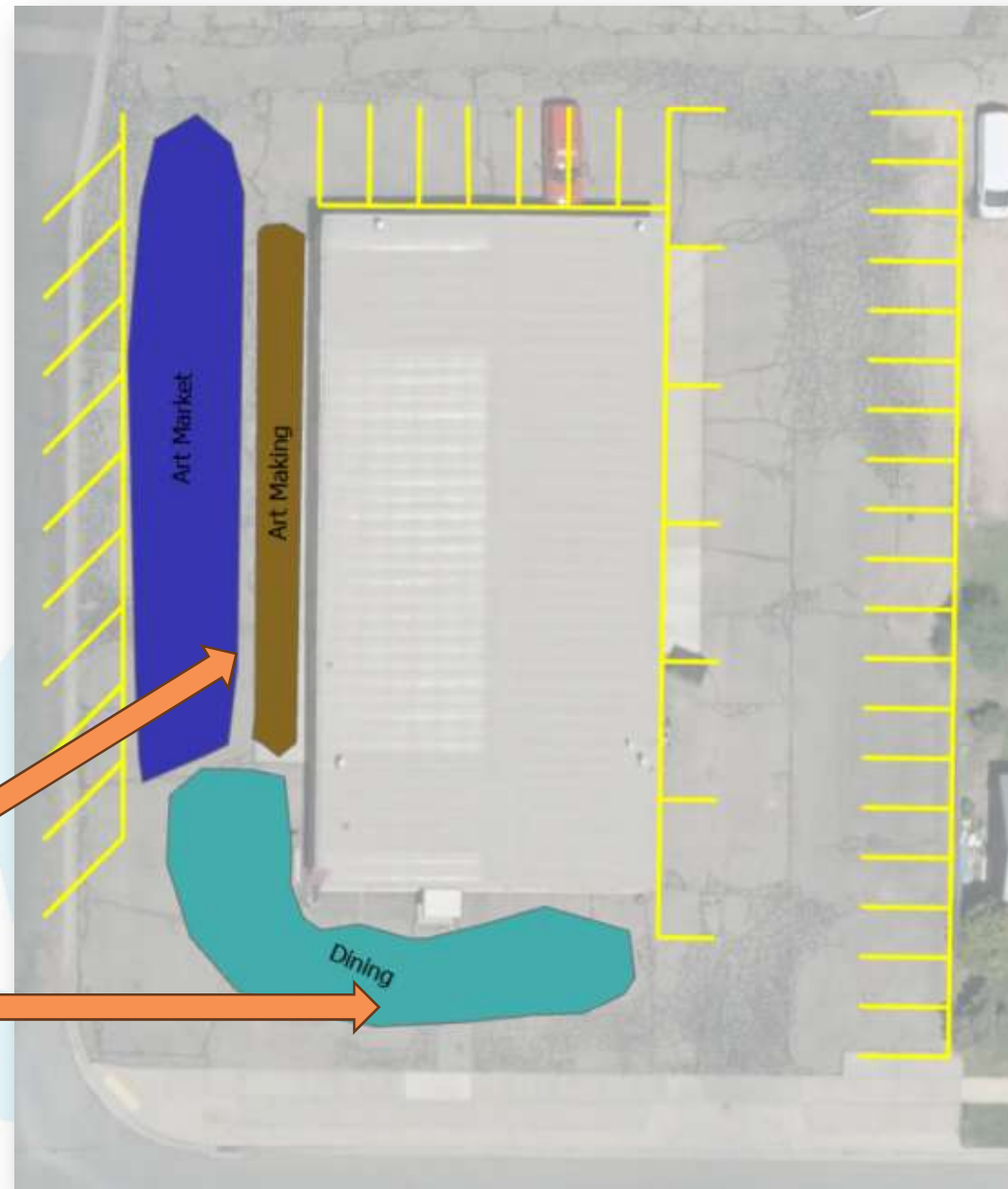
Existing Floor Plan



Fire Station Studios Revised Floor Plan



Fire Station Artist Studios Conceptual Site Plan



Potential shared parking
& multiuse areas

Existing Elevations



Re-envisioned Conceptual Elevations



Use building as-is



Minor elevation upgrades

Major elevation upgrades



Roger Brooks Recommendations

Generalized Downtown Recommendations

10 places that sell food

10 destination retail shops

10 places open after 6 pm

Specific C Street Recommendations

15 sit-down restaurants

6 casual food services (coffee, deli, confectioneries, cupcakes, gourmet foods, panini, etc.)

At least 40 specialty shops

Need them to remain open after 7 pm and on weekends



Policy Questions

- Does Council support razing the Heber Power & Light building and replacing it with parking stalls?
- Does Council support converting the Fire Station into Artist Studios with a diner and parking as proposed?



Discussion

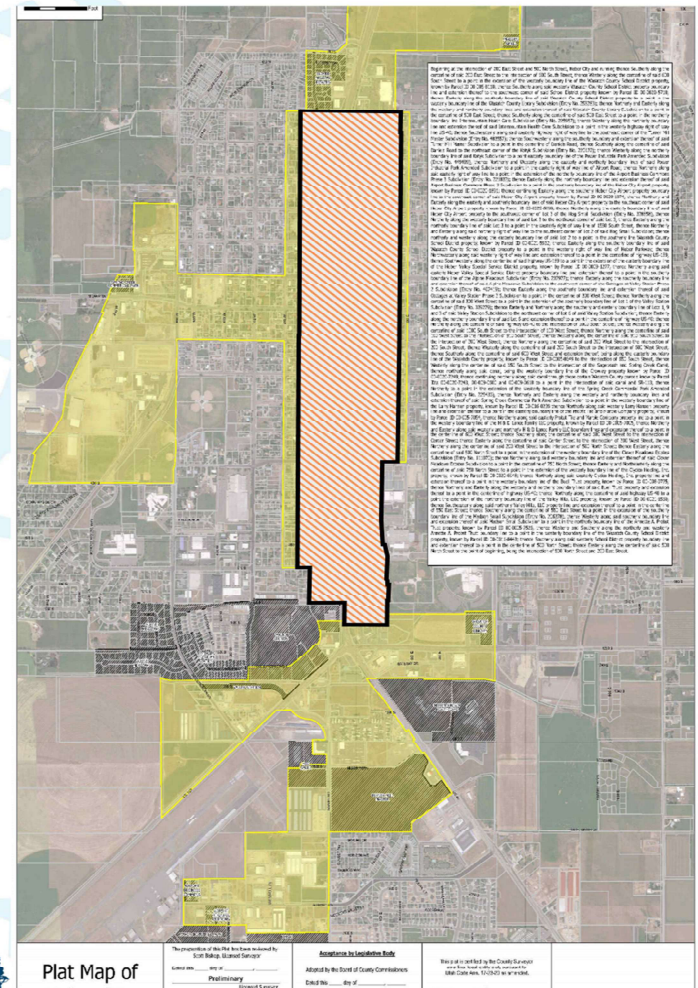
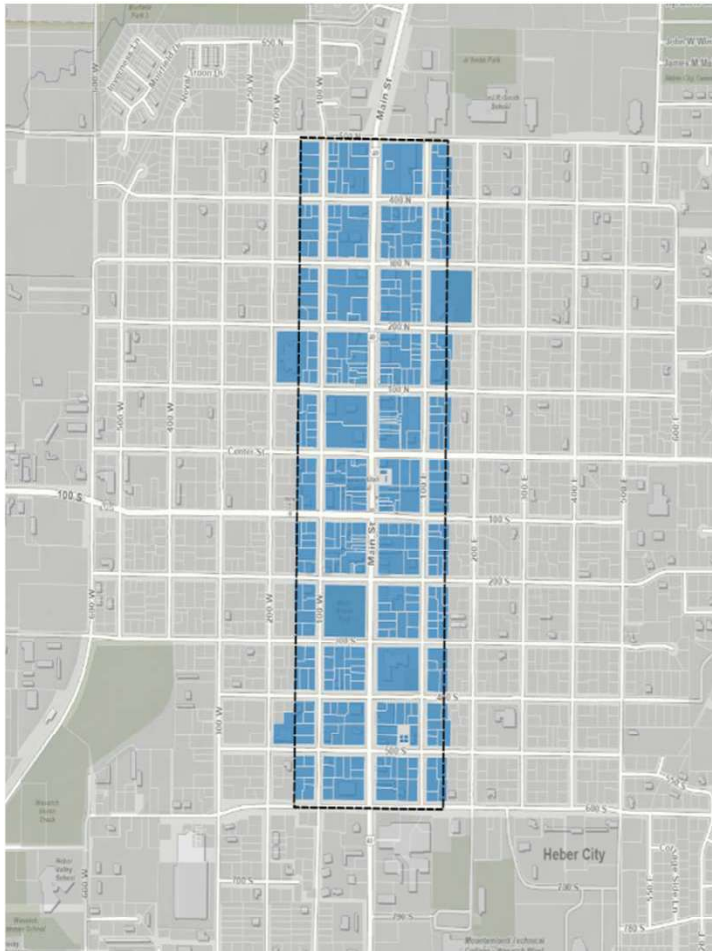
Estimated Tax Increment

(Zions Bank)

Entity	Increment to Agency	Increment to Entities	Increment to End of CRA Life	Split	Status
Wasatch County	\$3,200,000	\$1,100,000	\$4,300,000	75/25	N
Wasatch County School District	\$16,000,000	\$5,250,000	\$21,000,000	75/25	N
Heber City	\$2,000,000	\$500,000	\$2,500,000	80/20	A
CUWCD	\$1,000,000	\$325,000	\$1,300,000	75/25	A
	\$22,200,000	\$7,175,000	\$29,100,000		

A=Approved

N=Negotiating



AGENCY BUDGET

Revenues

Revenues to Agency

TOTAL	NPV
\$13,856,011	\$8,871,797

Expenditures

Administrative Percent

Administrative Costs - City RDA

(\$346,400)	(\$221,795)
-------------	-------------

Administrative Costs - County???

(\$43,039)	(\$27,557)
------------	------------

Housing Percent

Housing Costs

(\$1,385,601)	(\$887,180)
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Remaining Increment for Projects

\$12,080,971	\$7,735,265
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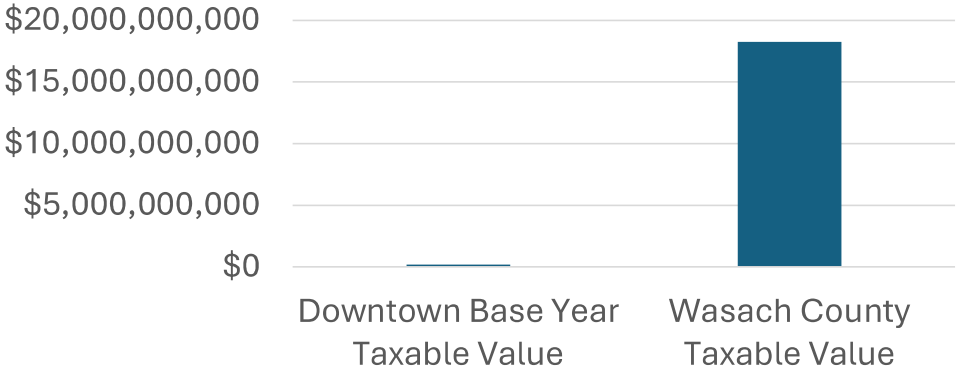


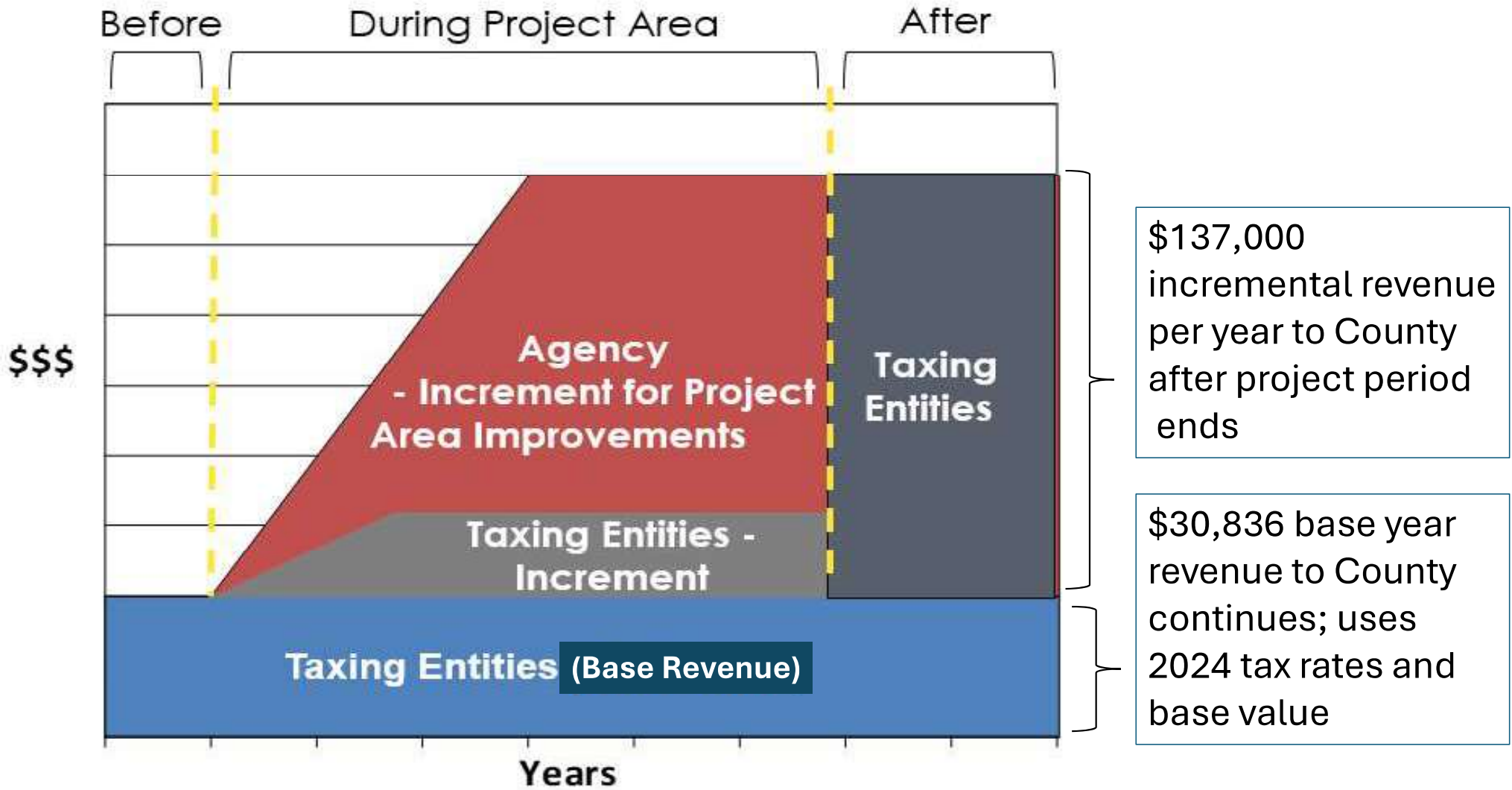
WASATCH
— C O U N T Y —

2024 Property Tax Value Comparison

Downtown Area	\$198,763,676
Wasatch School District	\$18,242,542,703
Wasatch County	\$18,242,542,703
Downtown CRA	1.09% of County

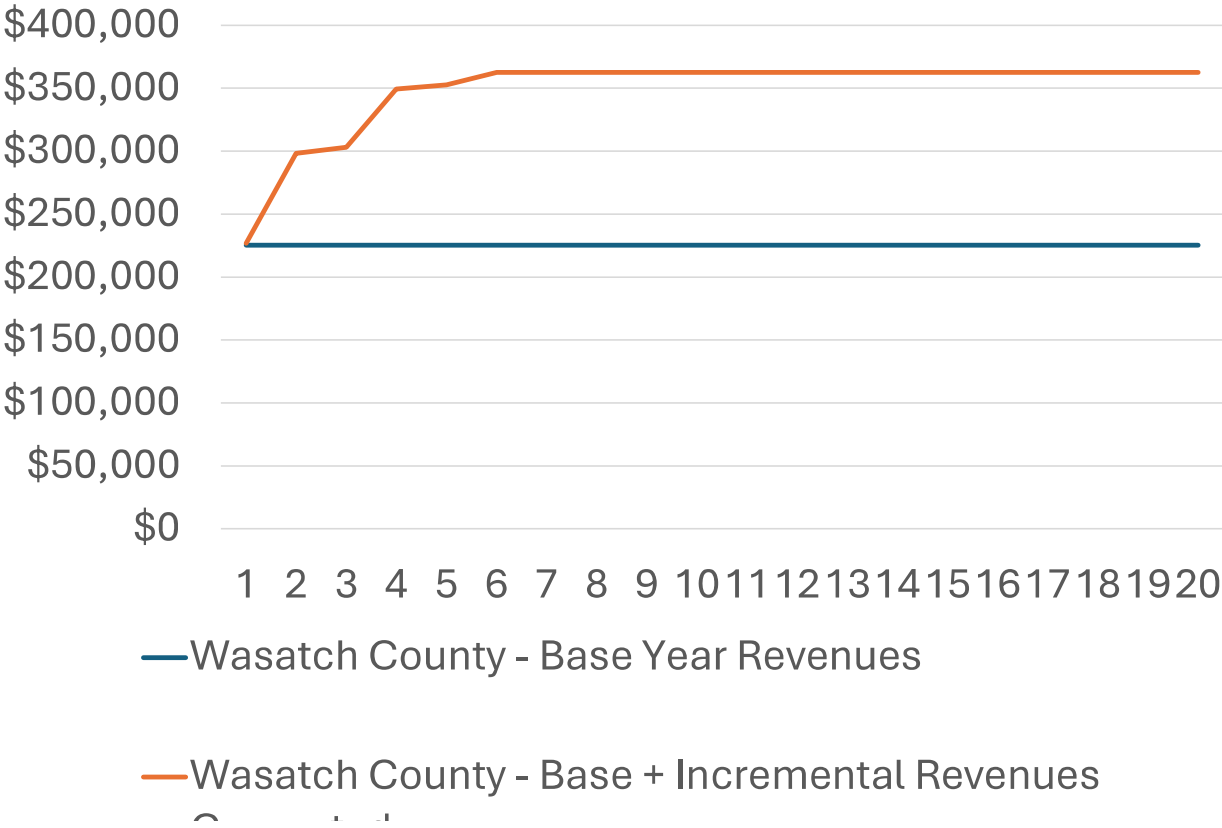
2024 Taxable Value Comparison



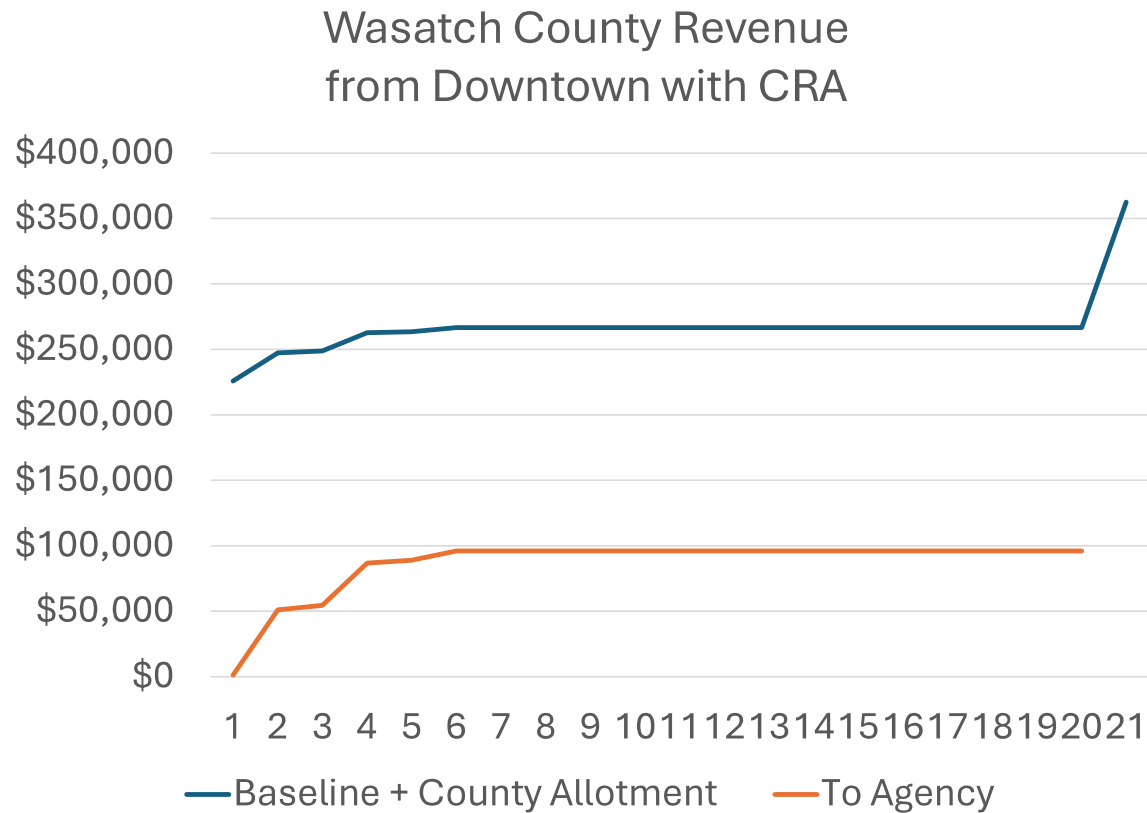


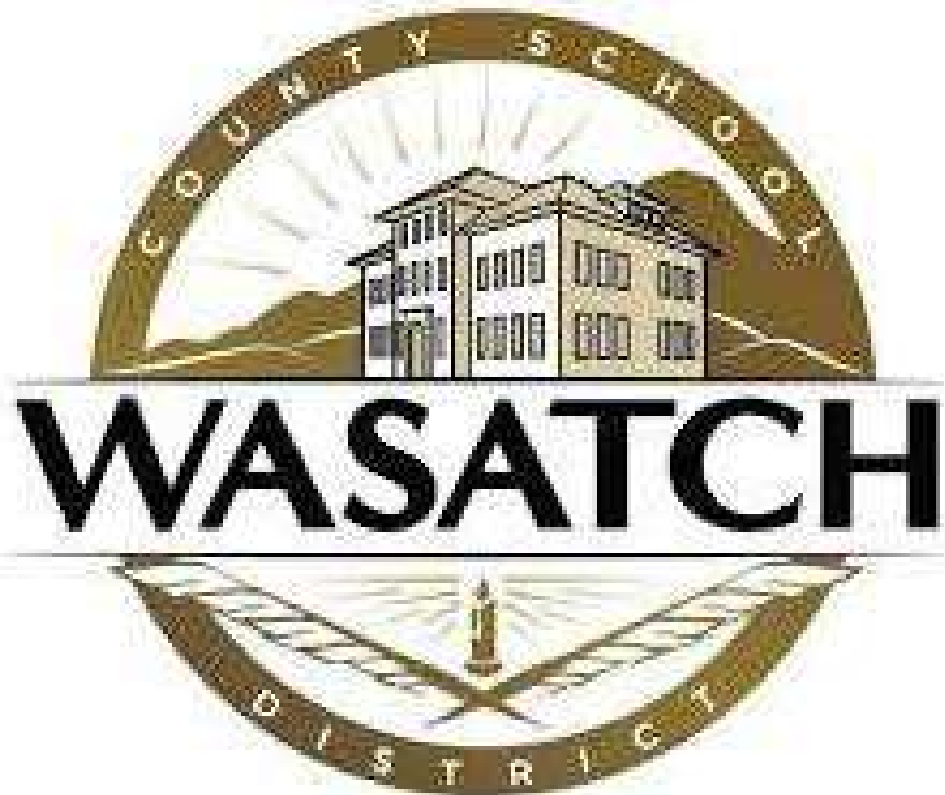
CRA Tax Revenues Generated

Wasatch County - Revenue Projections



Wasatch County Revenue from Downtown with CRA



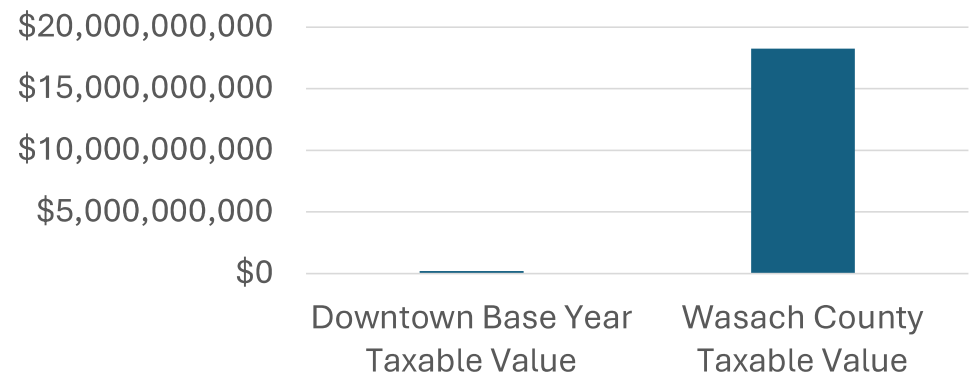


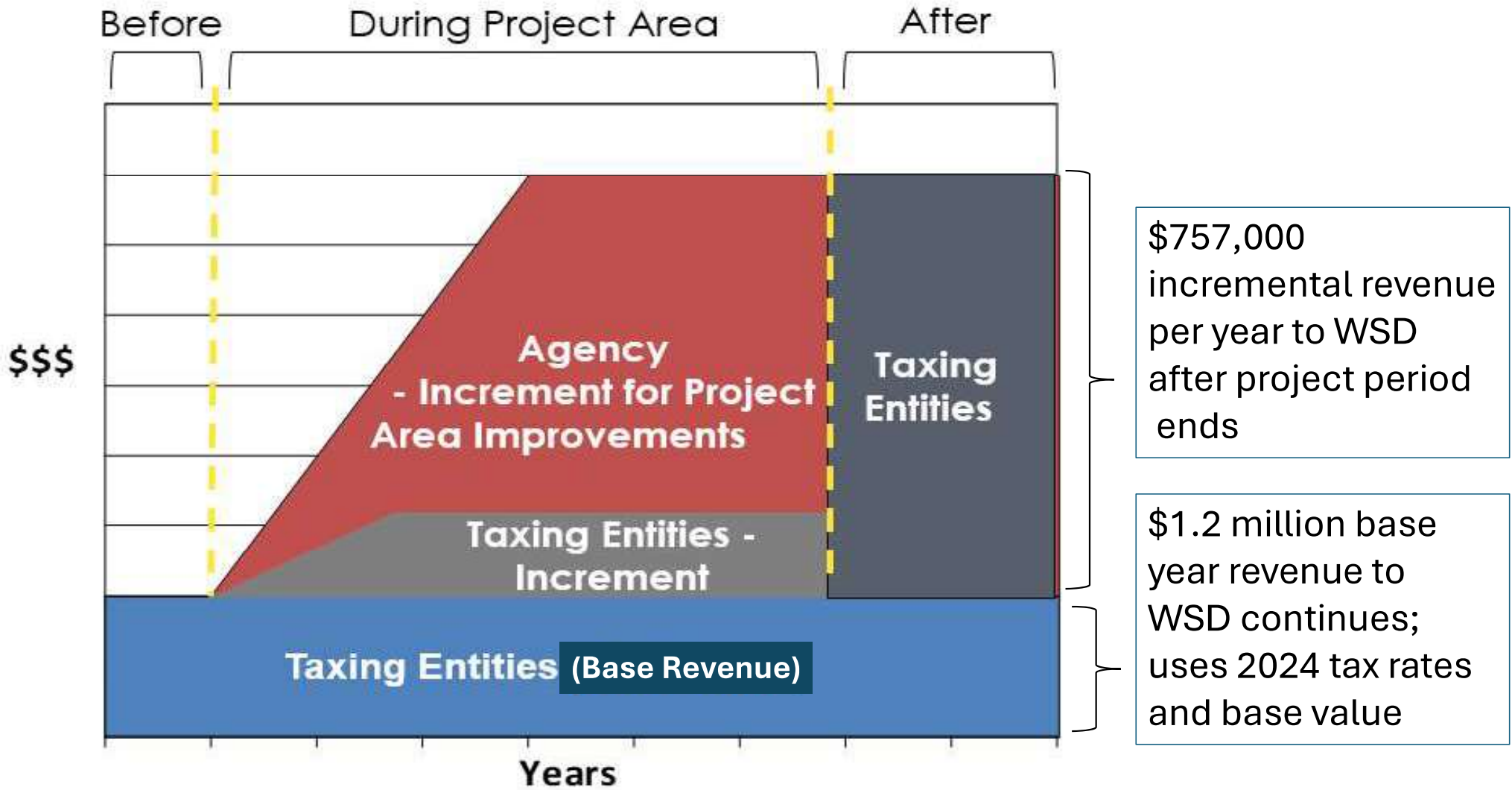
WASATCH

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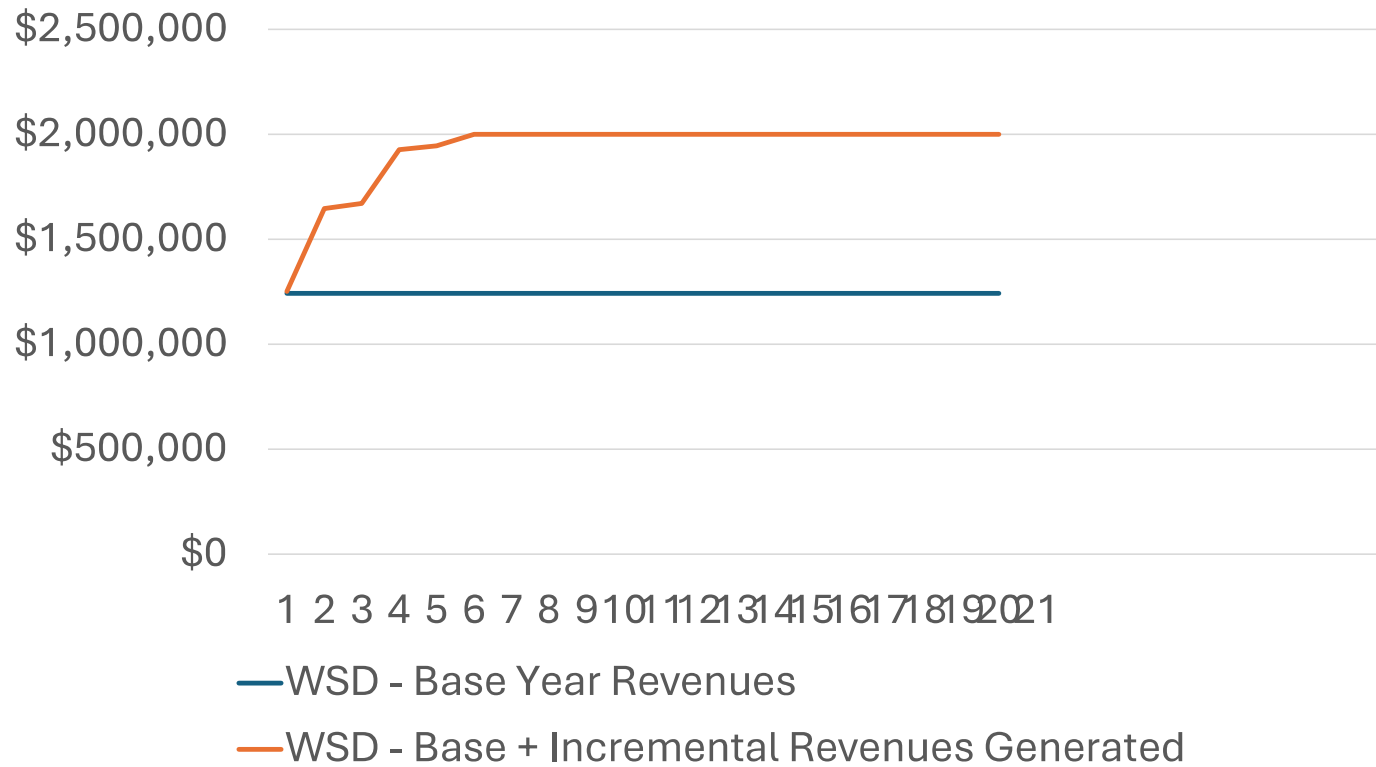
2024 Taxable Value Comparison



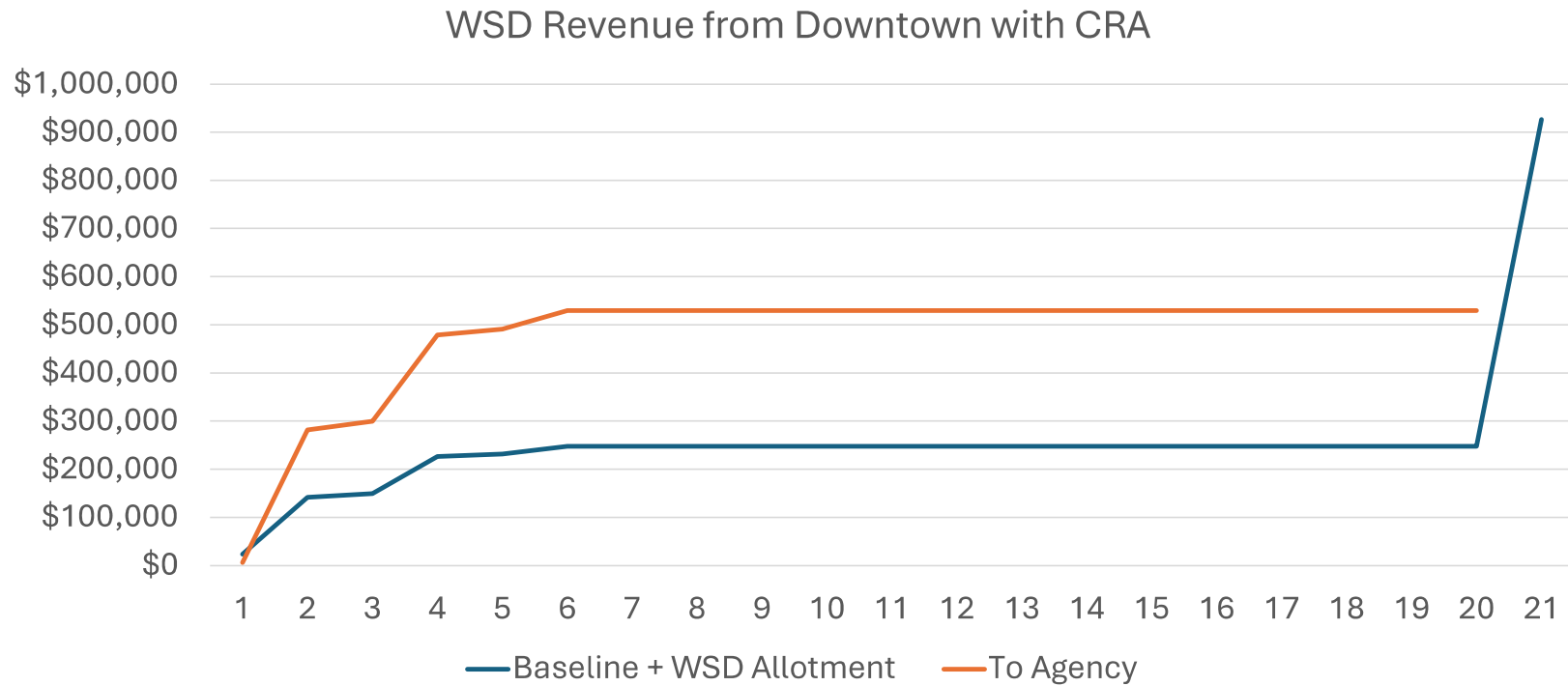


CRA Tax Revenues Generated

WSD - Revenue Projections



WSD Revenue from Downtown with CRA





Heber City Council Staff Report

MEETING DATE: 1/24/2026
SUBJECT: General Traffic Discussion | 60 min - Russ
RESPONSIBLE:
DEPARTMENT: Engineering
STRATEGIC RELEVANCE:

SUMMARY

RECOMMENDATION

BACKGROUND

DISCUSSION

FISCAL IMPACT

CONCLUSION

ALTERNATIVES

1. Approve as proposed
 2. Approve as amended
 3. Continue
 4. Deny
-

POTENTIAL MOTIONS

Alternative 1 - Approval - Staff Recommended Option

I move to **approve** the **item** as presented, with the findings and conditions as presented in the conclusion above.

Alternative 2 - Approve as Amended

I move to **approve** the **item** as amended, as follows.

Alternative 3 - Continue

I move to **continue** the **item** to another meeting on [DATE], with direction to the applicant and/or Staff on information and / or changes needed to render a decision, as follows:

Alternative 4 - Denial

I move to **deny** the **item** with the following findings.

ACCOUNTABILITY

Department: Engineering
Staff member:

EXHIBITS

None