

# Steering Committee Meeting

WELCOME! Thank you for participating!

October 19, 2022



# Steering Committee Meeting

Video....



# Agenda

1. Introductions
2. Role of the Envision Central Heber Steering Committee
3. Visioning and Planning – why it matters | process
4. Trends and projections
5. Discussion and sharing
6. Preview of next meeting
7. Save the dates

# Introductions

30 seconds:

- Name
- Affiliation
- One thing you love about Central Heber

# Who is the Steering Committee?

- Respected, trusted, and well-known citizen leaders
- Committed to an honest, open, and fair evaluation of the issues
- Affected by the outcome of the process
- Can help implement the outcome of the process
- Love your community

# Who is the Steering Committee?

- Respected, trusted, and well-known citizen leaders
- Committed to an honest, open, and fair evaluation of the issues
- Affected by the outcome of the process
- Can help implement the outcome of the process
- Love your community

*...not a coalition with a common agenda but a collaboration of residents who represent a variety of perspectives and ideas but share a love for their city...*

# What is the Role of the Steering Committee?

- Delivers and honest and open process
- Provides a reality check
- Builds participation and awareness
- Builds cooperation

# Boundaries and Ground Rules

- Participate fully – and allow others to do so (step up, step back)
- Respect – listen open-mindedly to others' ideas
- Offer constructive insights; be solution-oriented (parking lot)
- Seek consensus or compromise – focus on what we can AGREE on
- Community vision—stakeholders of the process
- Speaking on behalf of the Steering Committee



# What is Envision Central Heber?

We don't have a crystal ball...



# What is Envision Central Heber?

But it looks like we will continue to grow...



# What is Envision Central Heber?

Economic opportunity  
& quality of life

Attractive to our kids  
and to newcomers

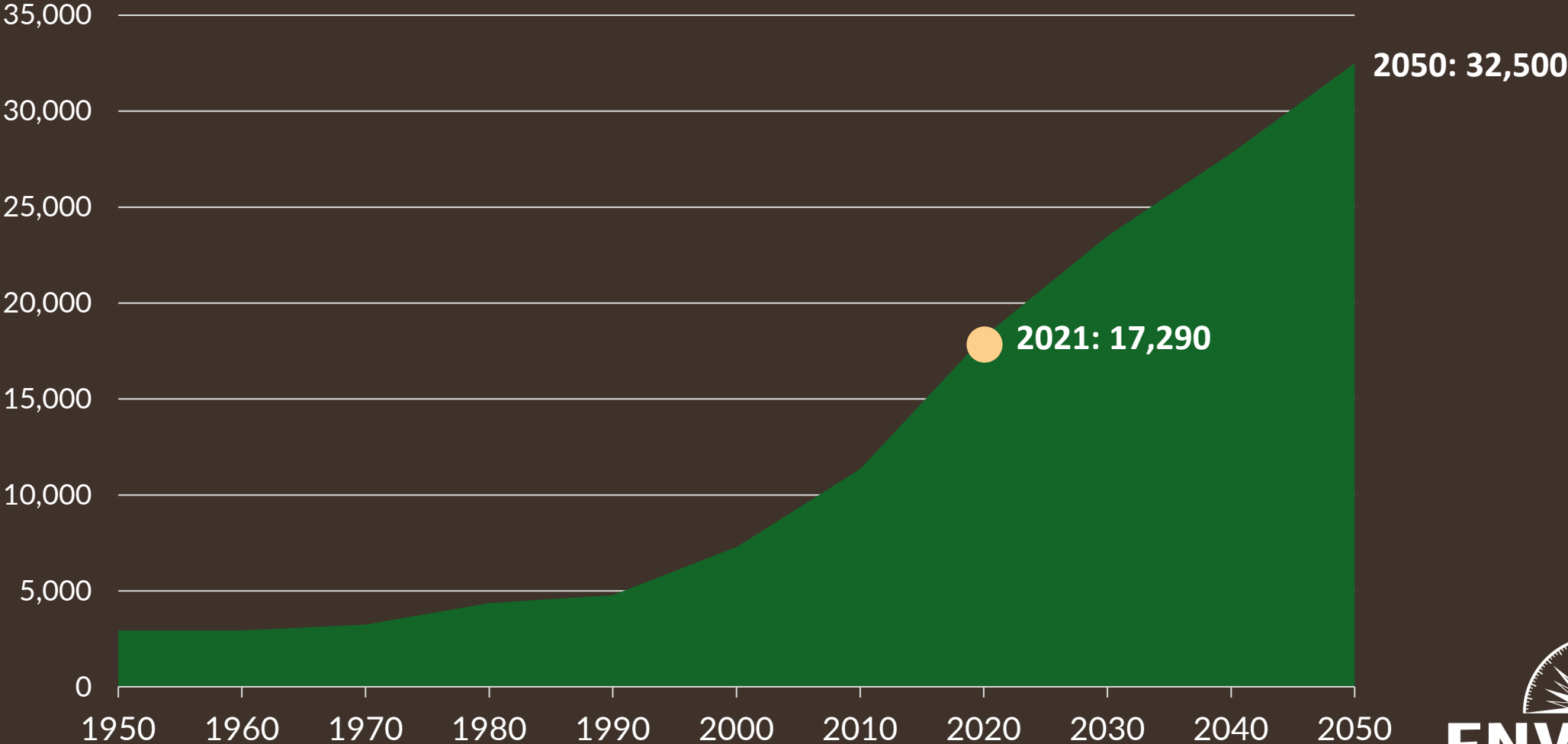


# What is Envision Central Heber?

An opportunity to identify, together, our hopes for Central Heber in a context of growth



# Heber City: A History and Future of Growth



Source: MAG, Census Estimates, <https://mountainland.org/mag-population-projections/#Population%20Projection%20Downloads>; <https://www.mountainland.org/img/Data/Historic/PopulationHistoricUtahMunicipalitiesUnincorporatedAreas.pdf>



If you don't know where  
you're going, then any  
old road will do.



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# Why do visioning?

To help the public and today's decision makers understand the long-term consequences of the choices they make now.



# Why Envision Central Heber?

- Central Heber is a **regional center**, so what happens there matters...to those who live there, to those who do business there, and to those who shop/work/eat/play there.
- The Envision Central Heber process is an opportunity for stakeholders and the public to share their ideas, and for the City to listen and learn.





# Why Envision Central Heber?

Desired result: a broadly supported long-term vision and plan with enough detail to implement supportive policy.



# Process and Roadmap



# A Public Stakeholder Process

1. Provides research and information to stakeholders and the public
2. Seeks broad input
3. Builds plans directly from input
4. Uses transparent methods
5. Builds momentum for implementation





# Envision Heber 2050 Workshop

What do you value?  
What do you imagine?



*As we grow, what do we need to hold on to?  
How shall we accommodate anticipated growth?*



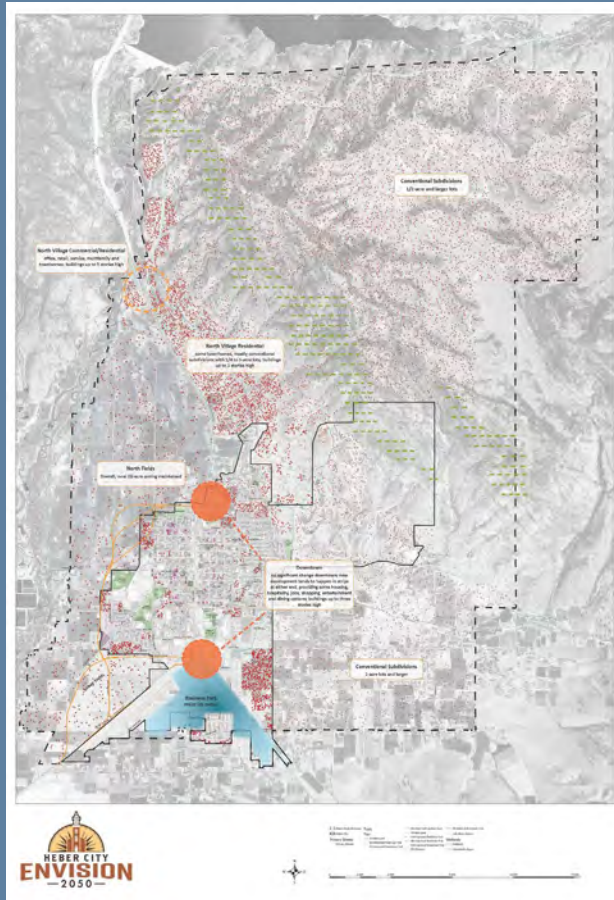
# 25 Maps Created by Groups of Citizens



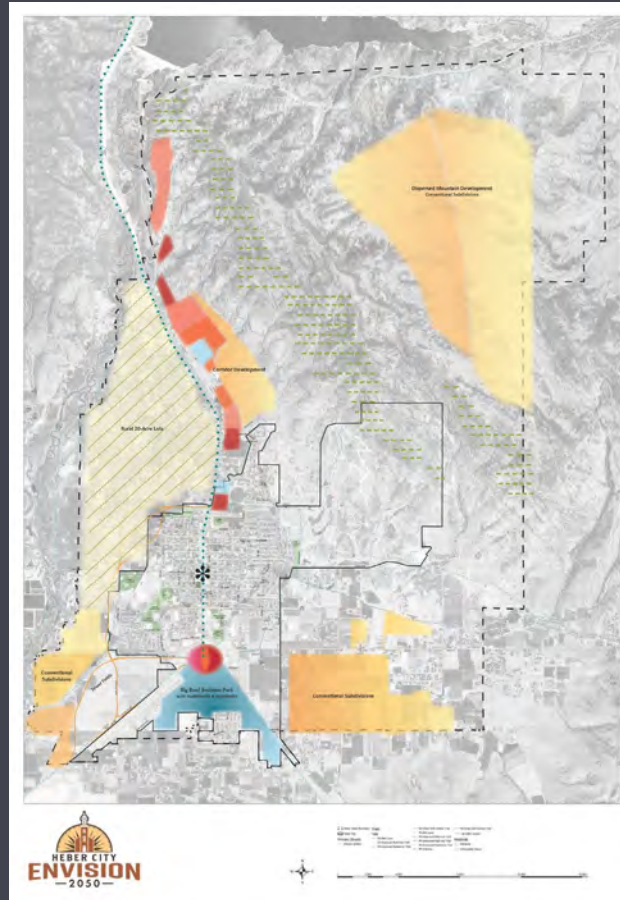


# Trend Scenario

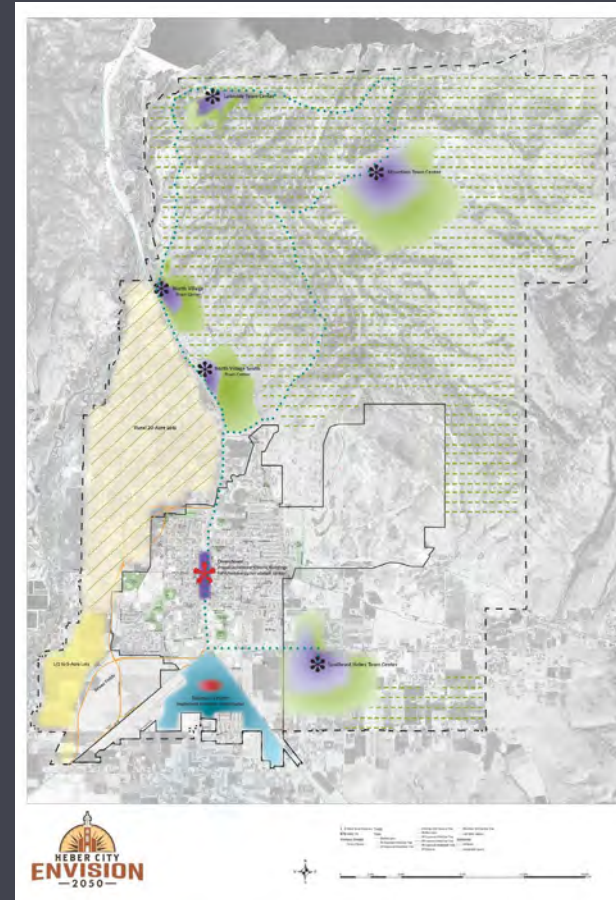
# Scenarios Created with Ideas from the Public



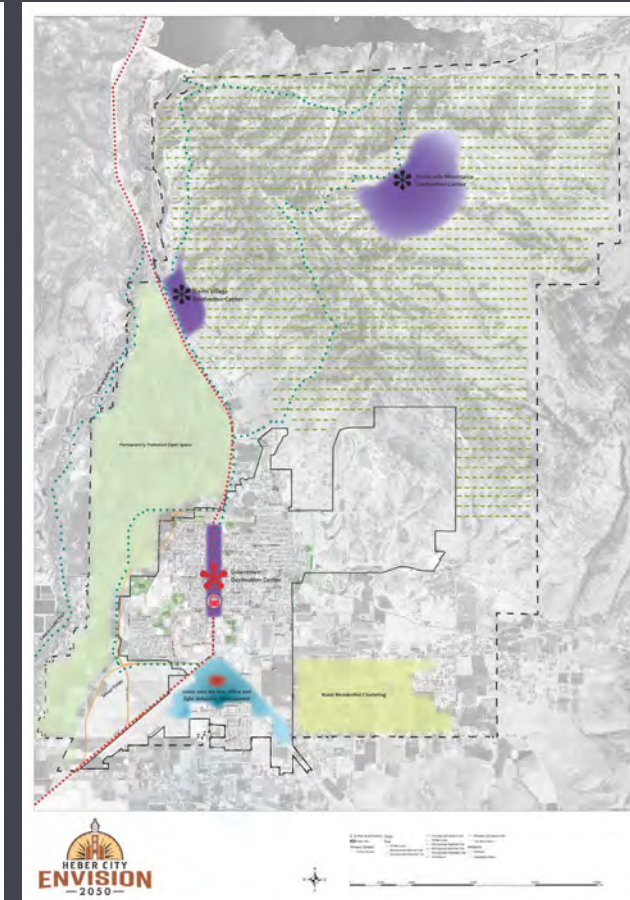
Scenario A:  
Bedroom Community (Baseline Projection)



Scenario B:  
Corridor Focus



Scenario C:  
Town Centers with Neighborhood Open Space



Scenario D:  
Destination Centers with Rural Open Space



# Heber City Envision 2050

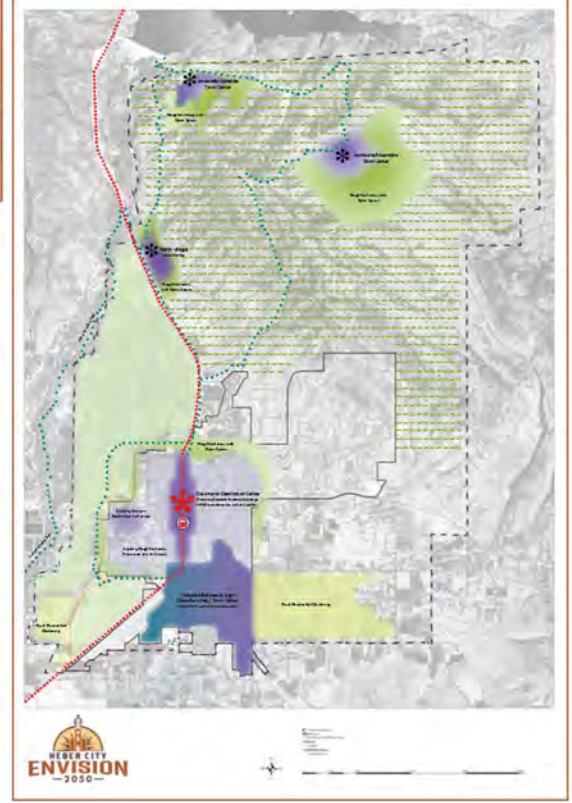
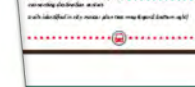
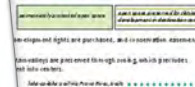
**General Plan**  
Adopted March 17, 2020



## City Vision Map

Illustrates one plausible way the vision could be applied between now and 2050.

Heber, brimming with historic agricultural uses, the beautiful Provo-Pleasanton Mountains, and the beautiful views of the Wasatch-Cache National Park, is a place where the past meets the future. Our residents value the beautiful views and the sense of community that has grown and nurtured our city together. We want to surround us with homes, jobs, shopping, and recreation and to be a place where the past meets the future. We want to be a place where the past meets the future. We want to be a place where the past meets the future.



# Envision Central Heber Process

1

**Workshop  
(Brainstorm)**

Analysis/Scenario Development

2

**Town Hall Meeting  
(Test: This, Not This)**

Draft Vision Development

3

**Vision Celebration  
(Consensus)**

Vision Statement  
Vision Map  
Guiding Principles

4

**Implementation  
(Ready, Set, Action!)**

Addition to General Plan  
Policy/Code Updates



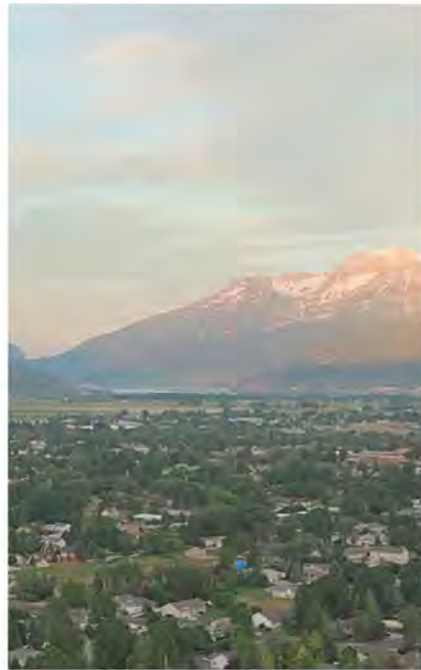
# Heber City Envision

## General Plan

Adopted March 17, 2020



## 2: HEBER CITY VISION



### Heber City Vision

**Heber City** is nestled in a green valley, brimming with **historic agricultural** uses, the **beautiful Provo River**, and unmatched views of the **Wasatch Mountains**. Our residents value this **beautiful and unique setting** and are committed to **preserving its character** while **growing and nurturing** our City. **Together**, we desire to:

- preserve the **beautiful open lands** that surround us;
- create **friendly neighborhoods and centers** that focus homes, jobs, shopping, and recreation into places where we gather and interact regularly;
- **enhance and strengthen downtown—the heart of our community;** and
- grow, promote and diversify our **recreational opportunities**.

By **focusing our growth** in specific areas, we **foster a vibrant community** and a **quiet countryside**—a place residents and visitors alike will **enjoy for generations to come**.



# Heber City En

## General Plan

Adopted March 17, 2020



## 10: GENERAL PLAN PRIORITIES



### Higher Priority Strategies

All of the strategies in the various chapters are important, but the sheer number of potential strategies becomes unwieldy for City staff to determine where to start and how to measure progress. Some strategies can be postponed and included in later initiatives, but there are priorities that should be addressed more quickly.

The Steering Committee helped set the priorities that follow, along with the City's staff and planning consultant. Higher priority strategies are those in which there is consensus about addressing the strategy as soon as possible. Lower priority strategies are important but have less consensus about their urgency.

### Quality Neighborhoods

1. Consider areas for mixed use housing and mixed housing types, especially adjacent to the downtown and in emerging centers.
2. Consider land use changes to grow the tourism

hub at 600 West and 400 South and connect it to Main Street along 100 South corridor.

3. Open space amenities should be a central feature in a neighborhood and may include parks, plazas, trails, community gardens, small plot farms or other space that can be used by residents. Quality open space amenities include long-term management and maintenance plans.
4. As part of a new zoning ordinance, create incentives or new zones to enable rural and mountain residential clusters that permanently designate open space for agricultural, natural, passive recreation or shared equestrian uses.
5. In new neighborhoods at Jordanelle Mountain, Lakeside, North Village, and Utah Valley University Village create walkable, compact neighborhoods with significant natural open space and mountain-themed town centers.
6. Consider an incentive-based system with a base lot size that can be reduced by achieving city goals for open space, walkability, trails,



# Heber City En

## General Plan

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# Heber City Envision

**General Plan**  
Adopted March 17, 2020

## CENTERS AND GATHERING PLACES

### What Could Downtown Become?

The Main Street area has the potential, as the hub commercial district for the entire County, to become the vibrant downtown that residents once enjoyed before the influx of significant traffic. Excellent shopping experiences, new streetscapes and activated gathering areas will, over time, provide the Main Street that the community desires. Features may include:

- Substantially more opportunities for living and working, along with main floor shopping and dining—while preserving historic buildings
- Pedestrian-friendly streetscapes, including wide sidewalks, mid-block crossings, street trees, plantings and public art/branding
- Numerous public gathering areas, including outdoor dining, plazas, etc.

Downtown Concept



### Downtown Concept: Zooming In

It's helpful to zoom in, to get a better feel for the ideas embedded in the downtown concept. The aim is to create a vibrant and well-recognized place for residents and visitors to enjoy, while providing options for employment and living.



# Envision Central Heber

It's time to look at all of this,  
together, in more detail...





# Study Area

households: 1,395  
residents: 4,066  
businesses: 280  
employees: 2,239

500 North

500 East

600 South

- Legend
- Roads
  - Parcels\_Wasatch
  - EnvisionCentralHeberStudyArea
  - Heber City Boundary
  - core\_expanded1Singlepart
  - StreamsNHDHighRes
  - Railroads

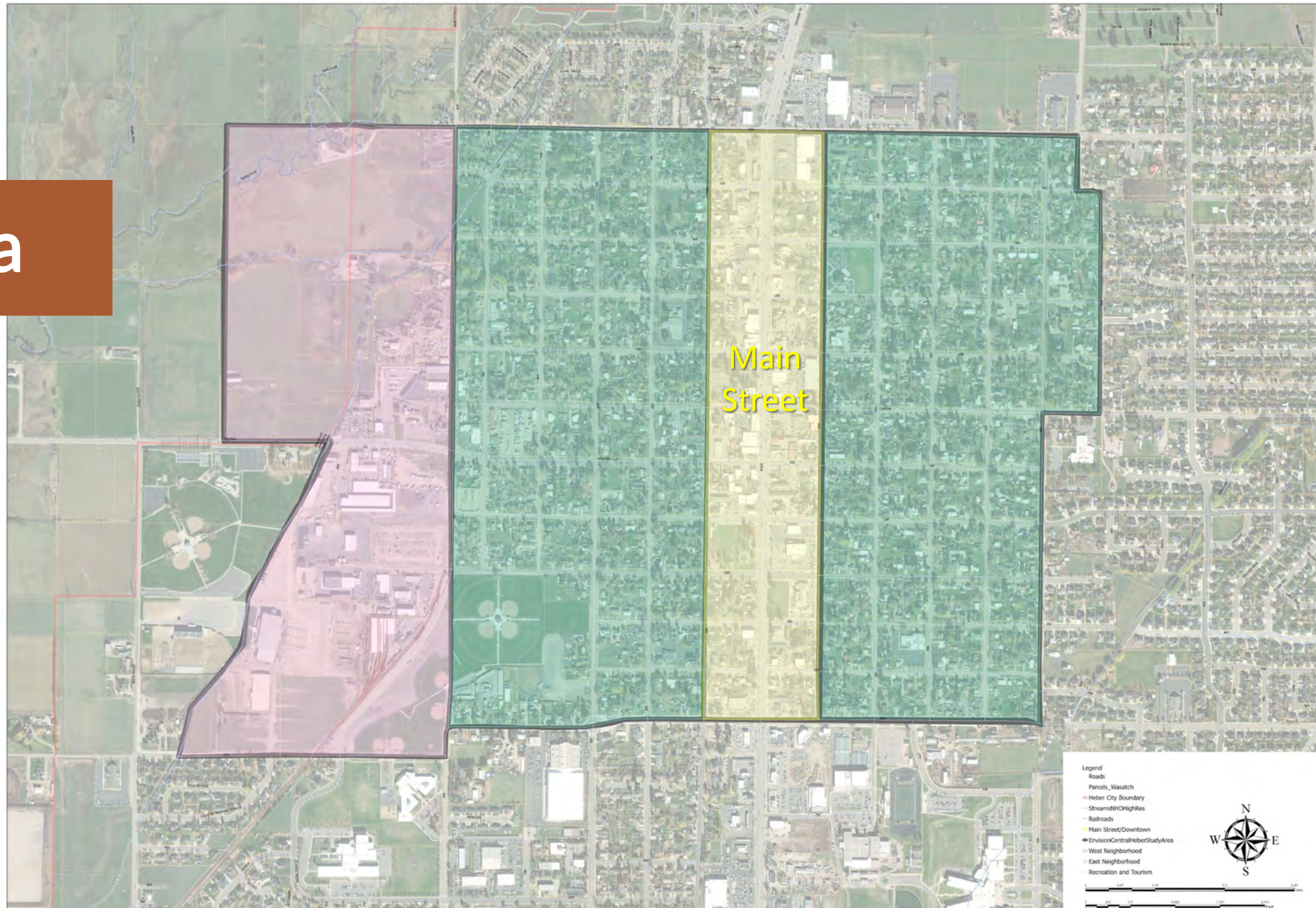


0 0.05 0.1 0.2 0.3 0.4 Miles



# Study Area

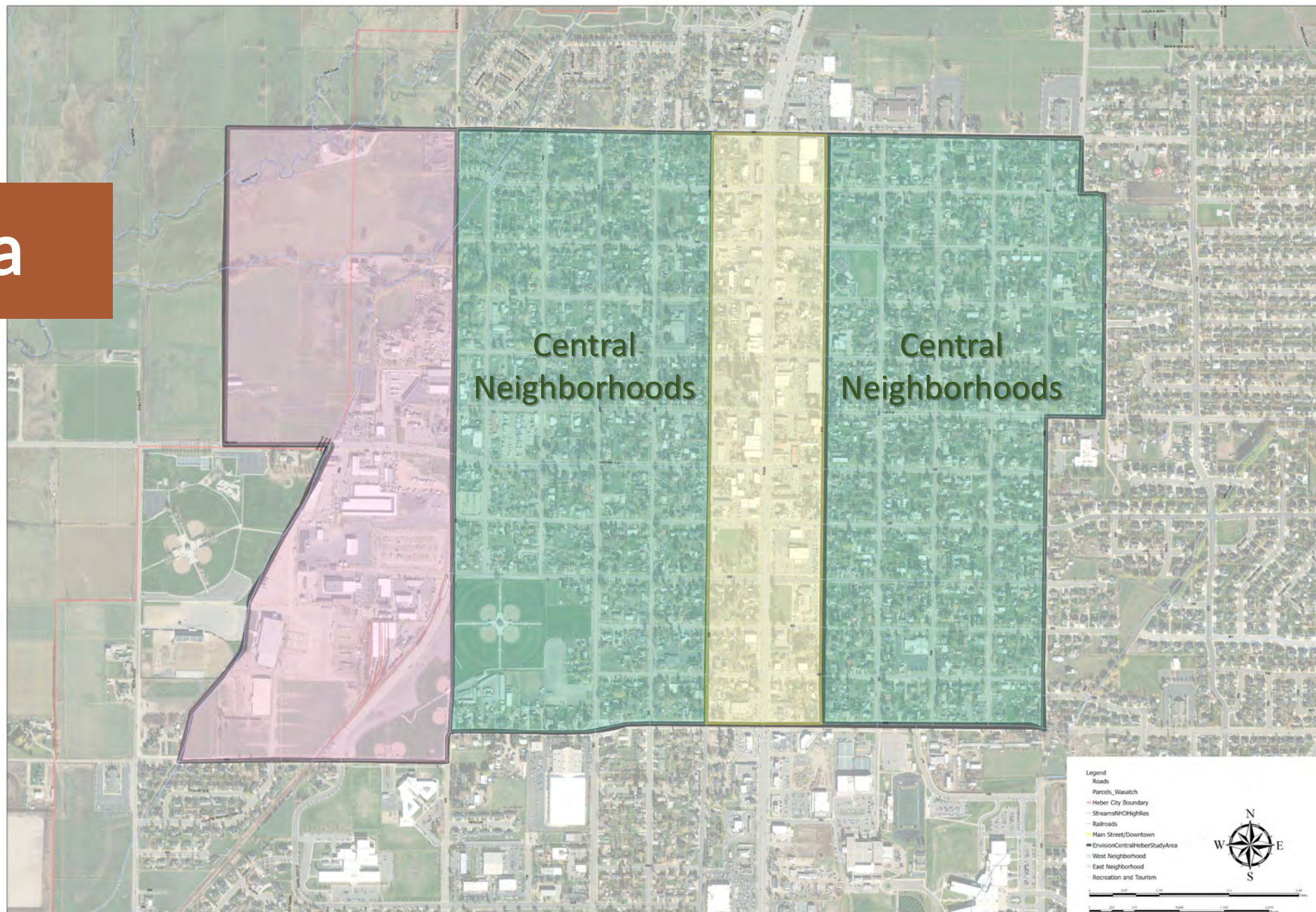
Rough subareas





# Study Area

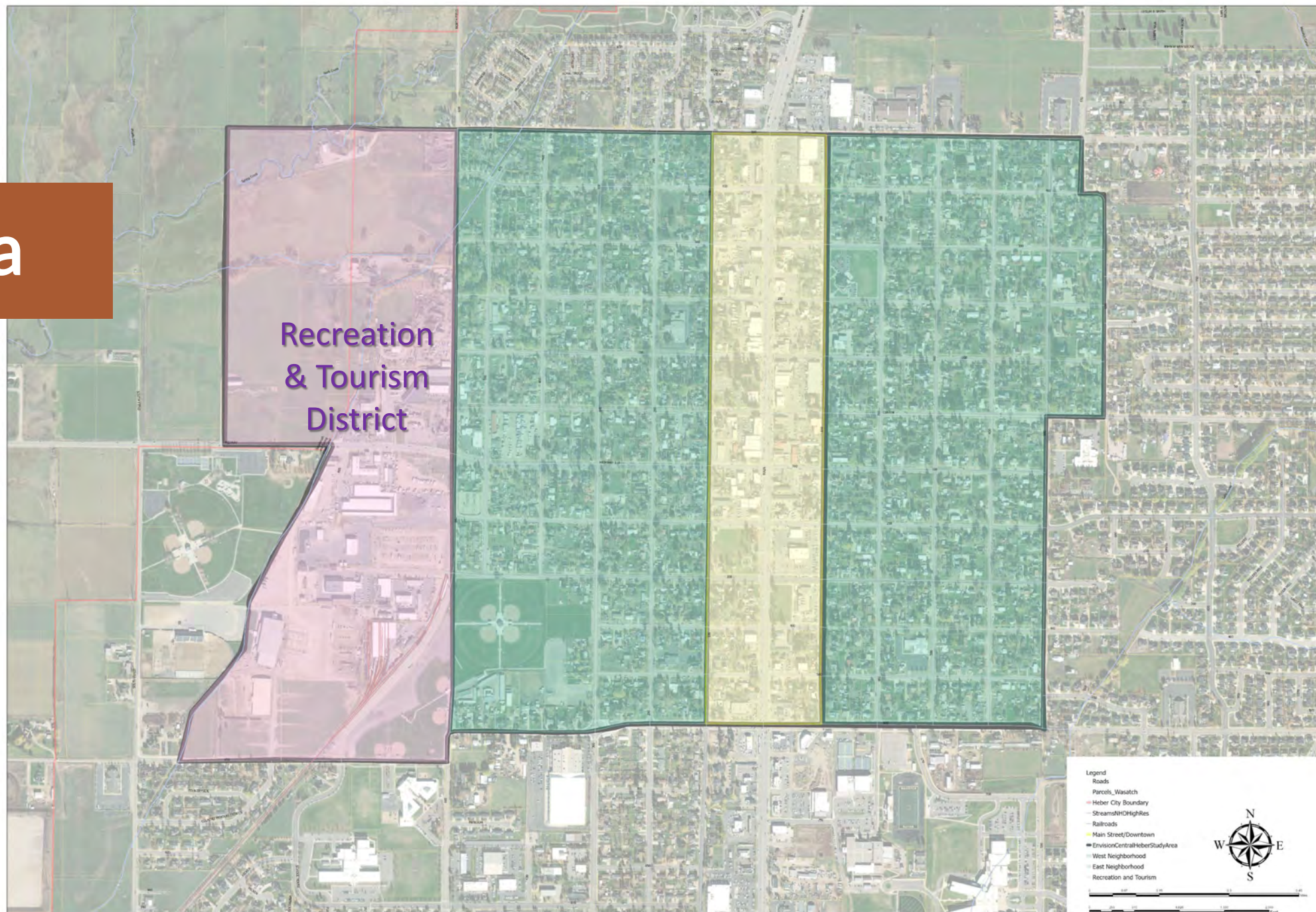
Rough subareas





# Study Area

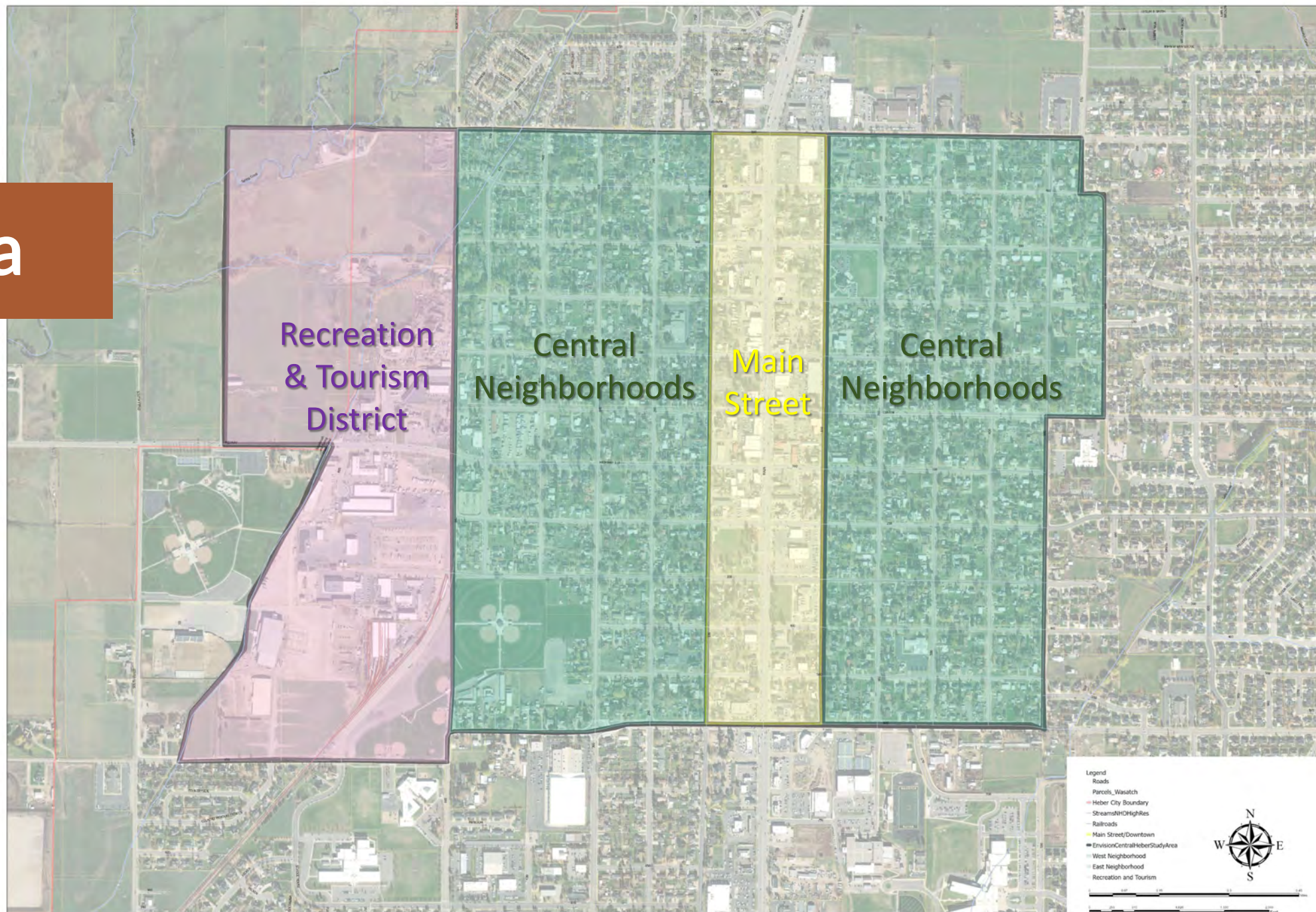
Rough subareas





# Study Area

Rough subareas



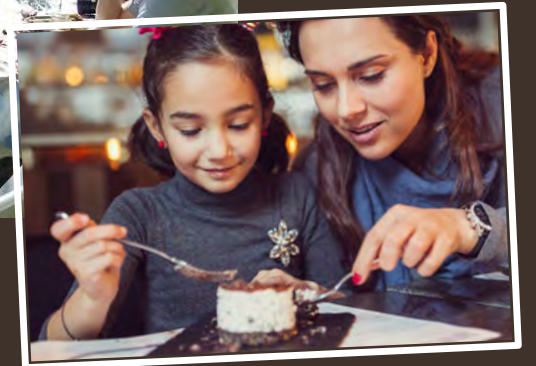


# Next Step: 2050 Projection

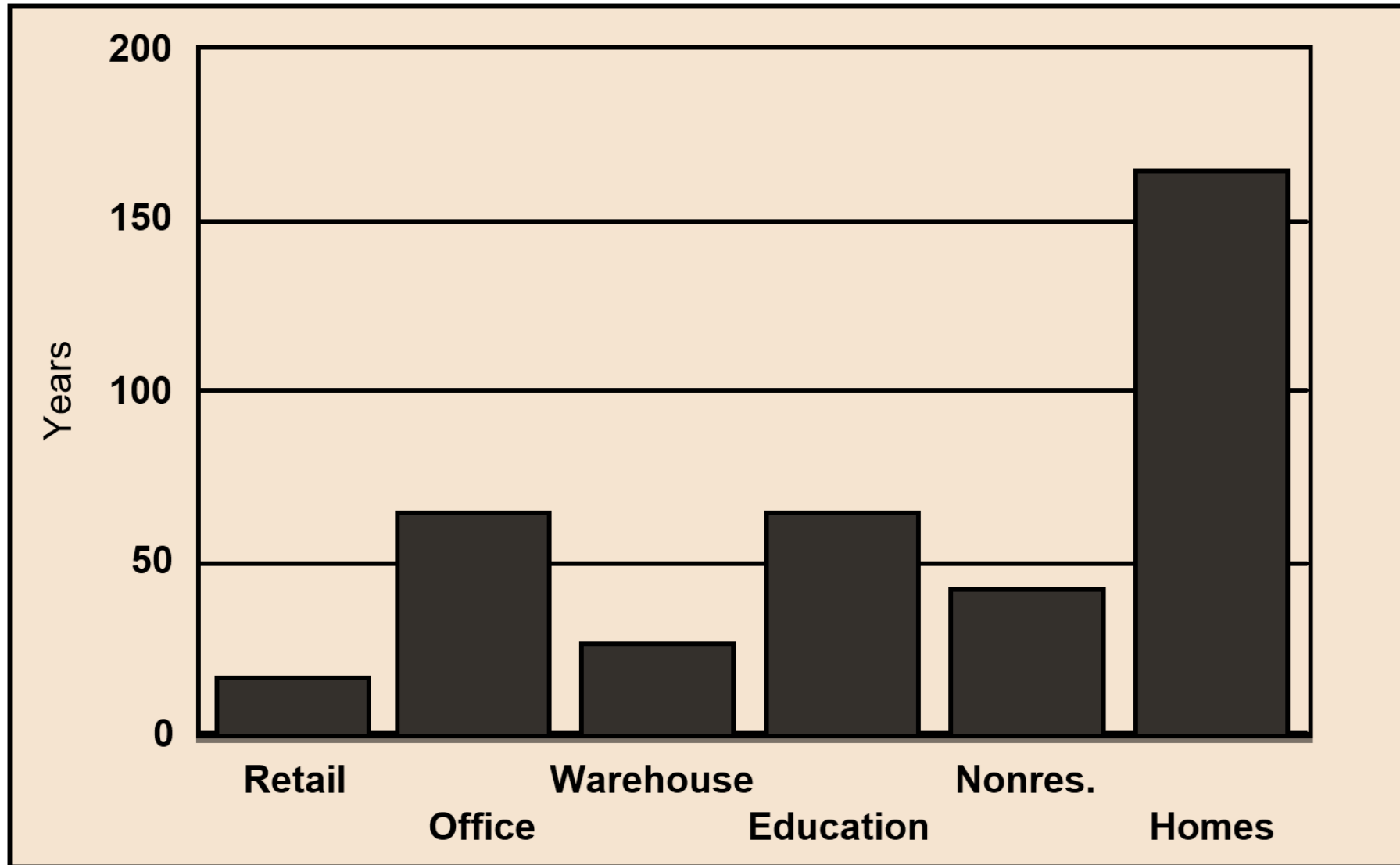
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How much new growth possible in study area?

What are we planning for?



# How long do buildings last?



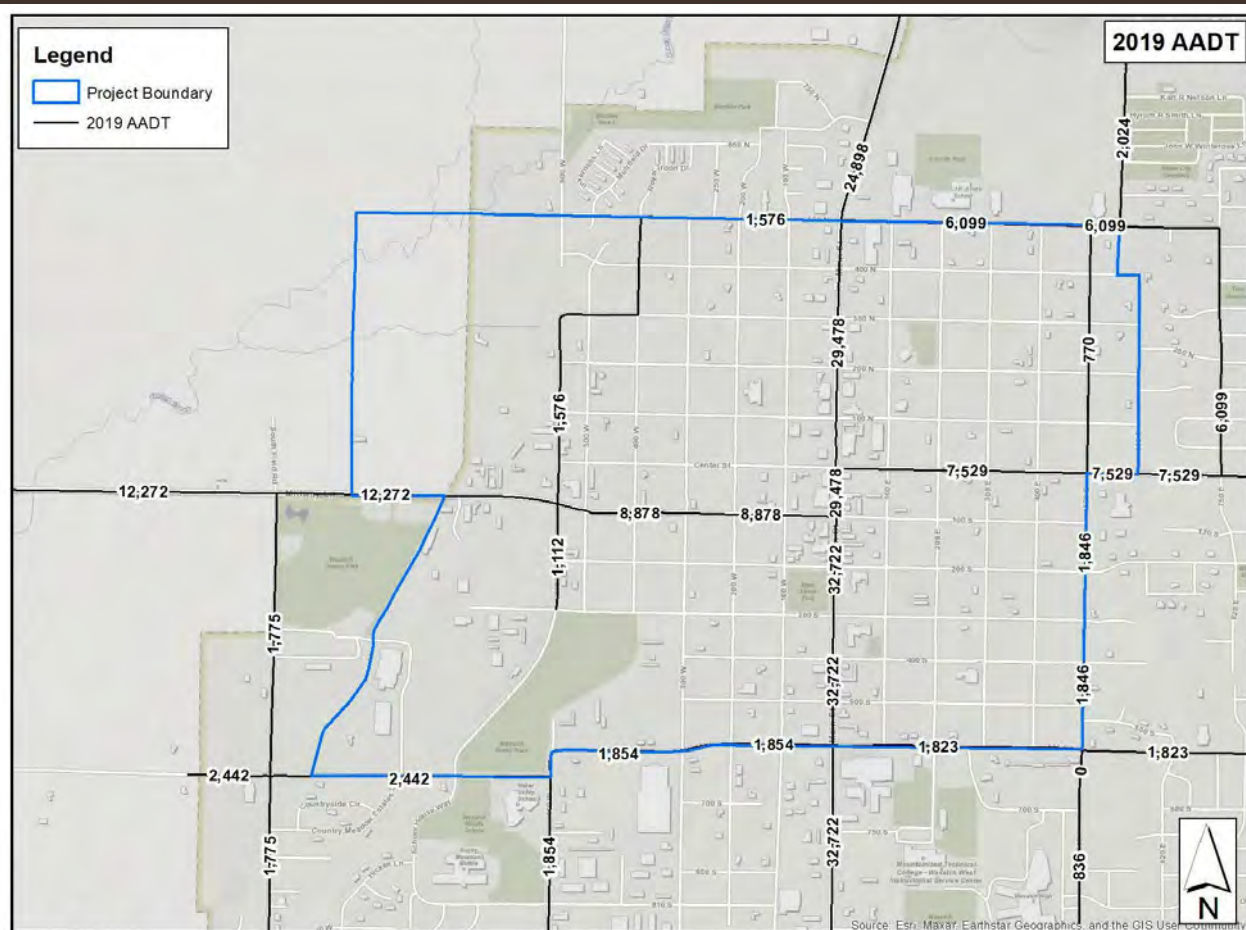
# Retail Capture

“Wasatch County has exceptionally healthy retail sales due to its rapid population growth and high levels of tourism. **Heber City currently captures about 171 percent of retail sales**, indicating that many visitors are coming into the area to recreate and make purchases. Wasatch County currently captures approximately 109 percent of retail sales indicating that Heber City is the regional retail hub.”

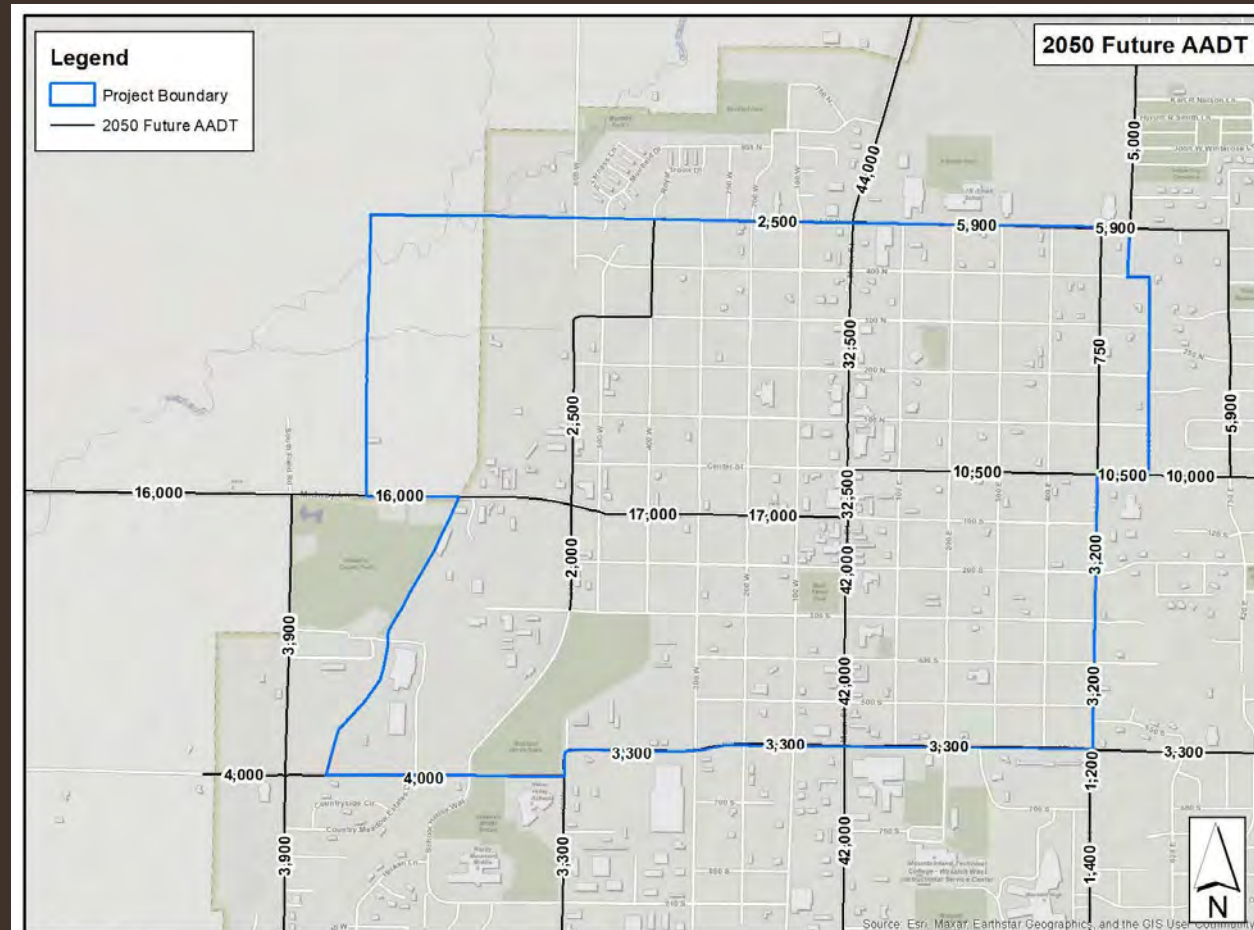
# Retail Capture

- Wasatch County anticipates 80+ new retail acres
- Central Heber should capture 10-20% (10-18 acres)

# Retail Capture – average daily trips



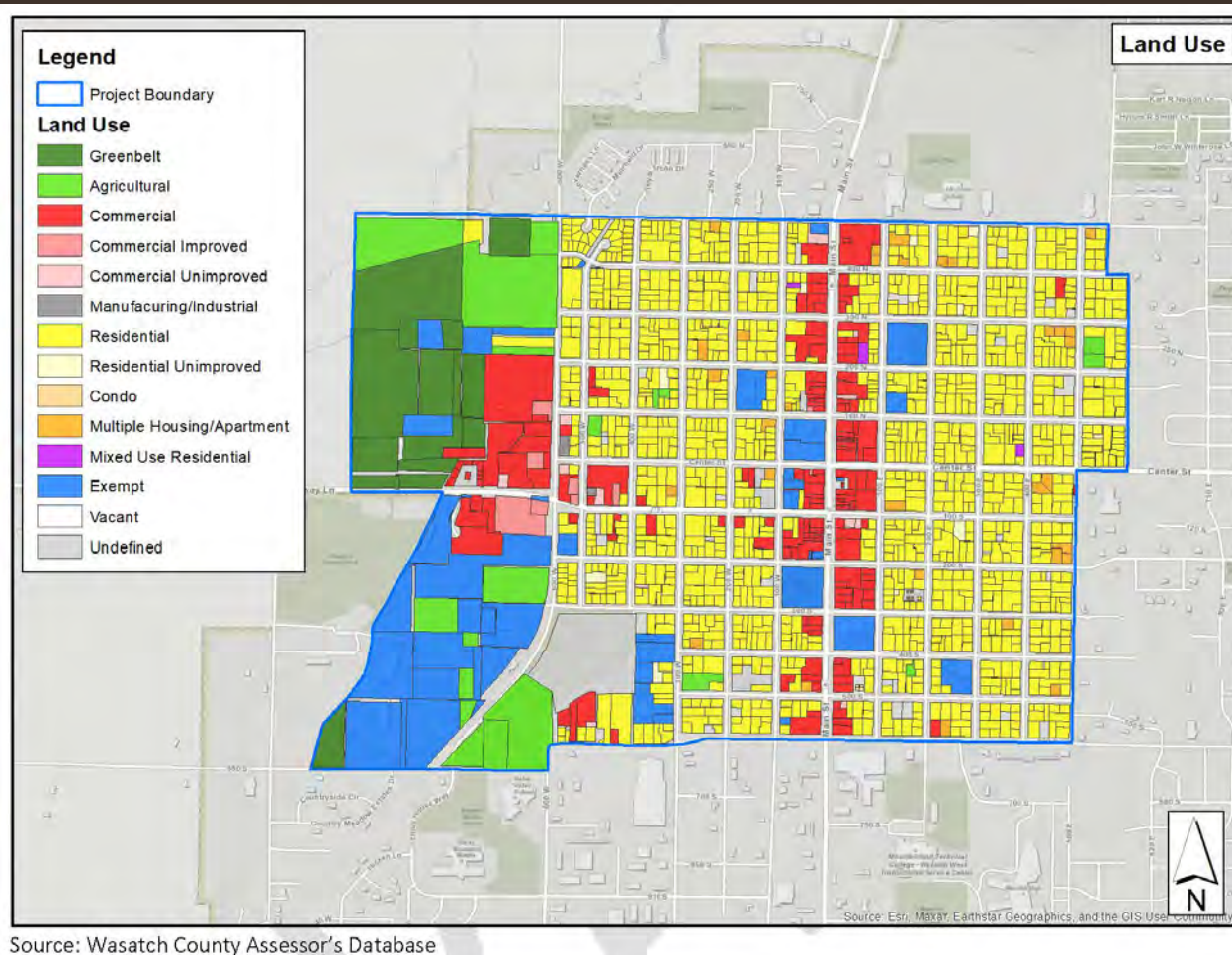
Source: UDOT



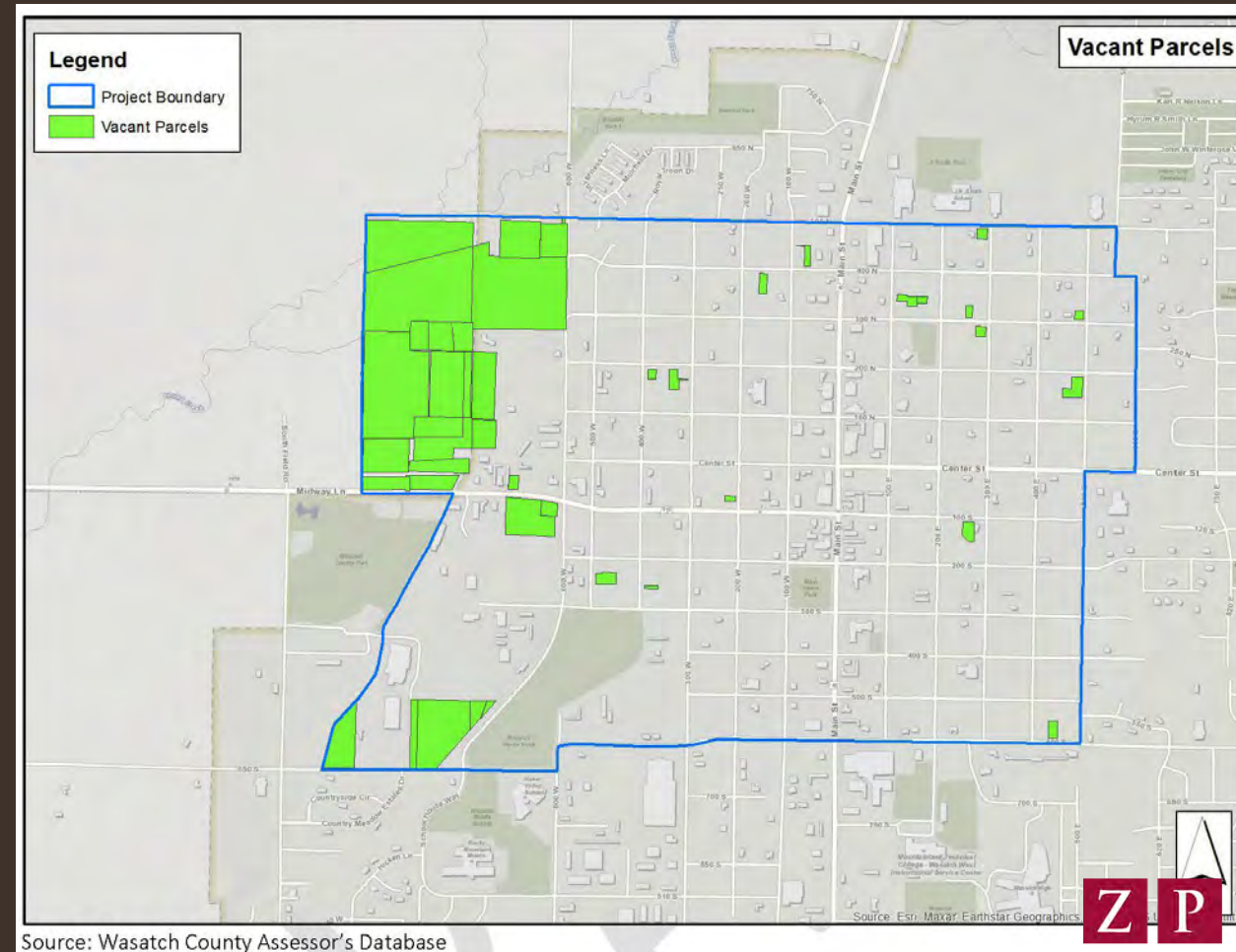
Source: UDOT



# Retail Capture – land use and vacant parcels



Source: Wasatch County Assessor's Database



Source: Wasatch County Assessor's Database



# Amount of retail captured downtown depends on...

- Competitiveness of other retail sites
  - Traffic counts
  - Availability of vacant land
  - Retail clusters upon which to build
  - Cost of land and development (redevelopment costs in downtown could be an impediment)
- Appearance, attractiveness and visual appearance of neighboring properties
- City policies and economic development financing tools, such as tax increment, to offset some of the added costs of infill/redevelopment vs. greenfield development

# Office

A niche in flux!

Decreasing square feet per employee

More people work from home

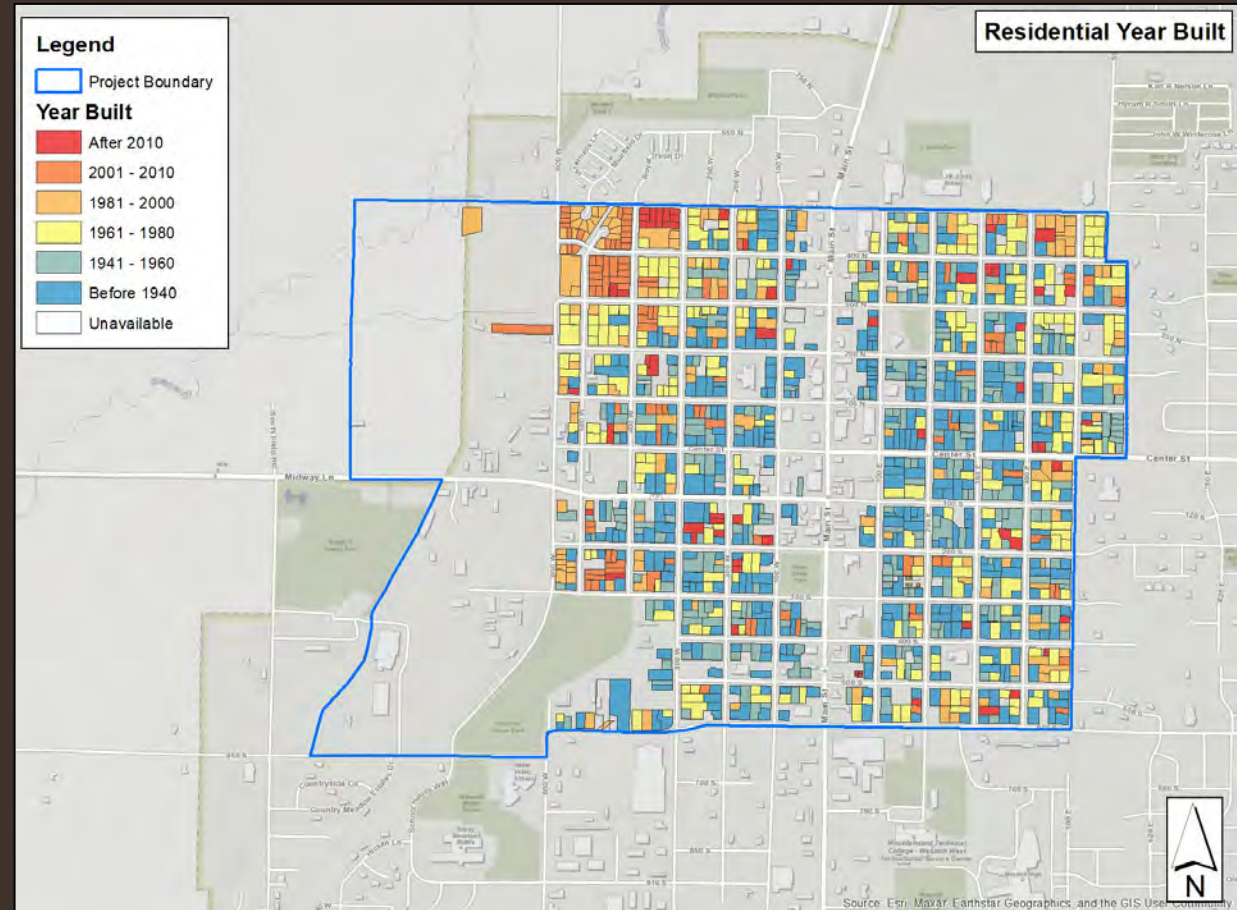
Increase in shared/co-working spaces

As population grows, likely more demand for jobs closer to home



# Housing

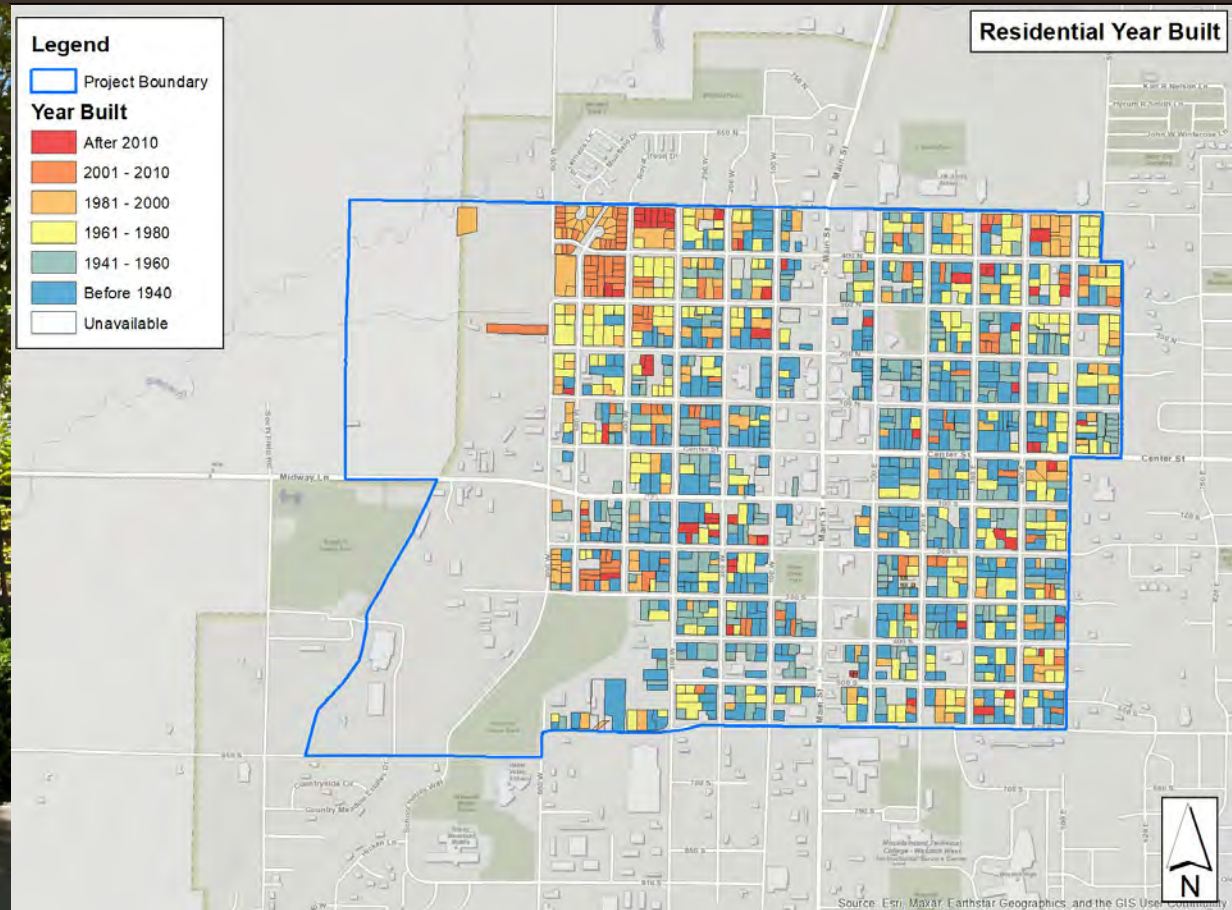
10-25% of housing built before 1925 may be ripe for reinvestment or redevelopment, with incentives



Source: Wasatch County Assessor's Database



# Housing

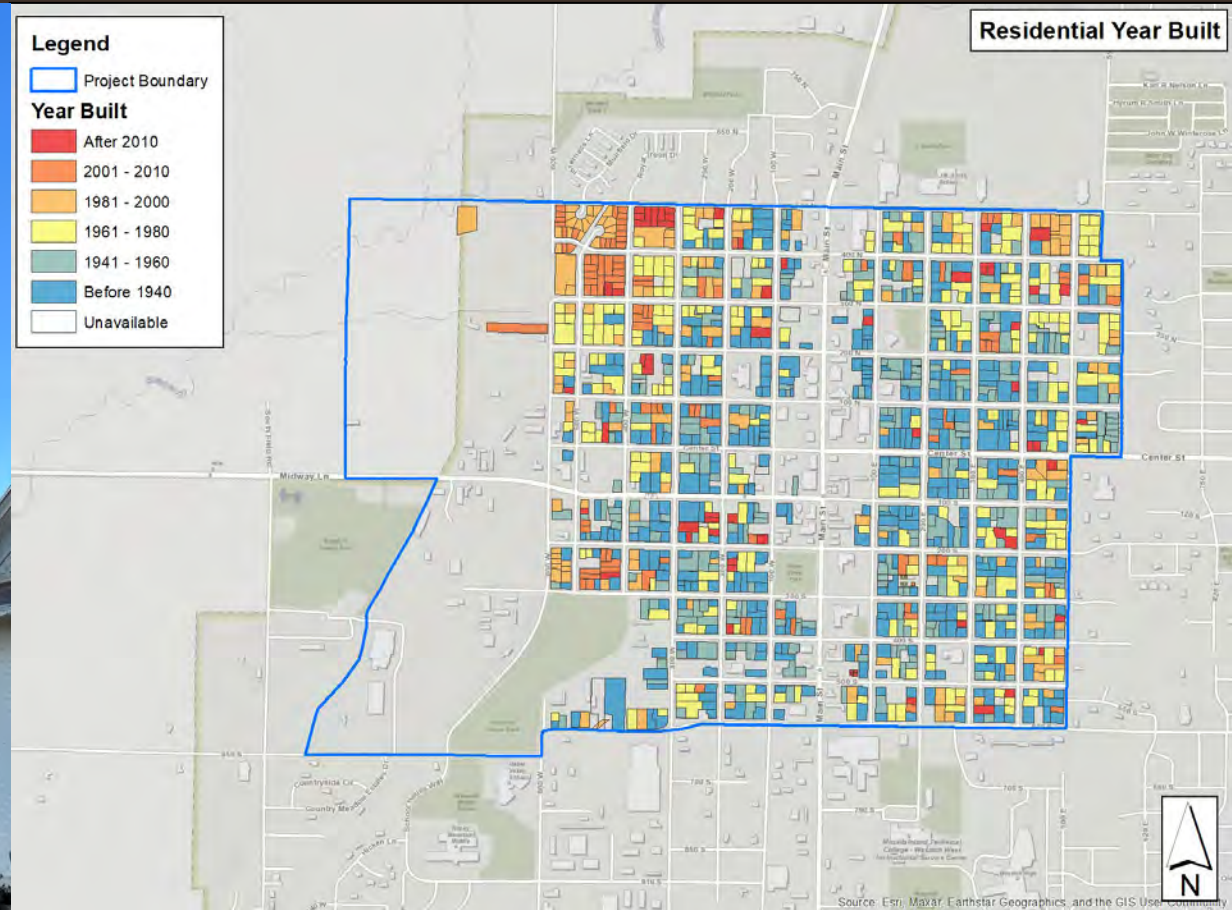


Source: Wasatch County Assessor's Database



# Housing

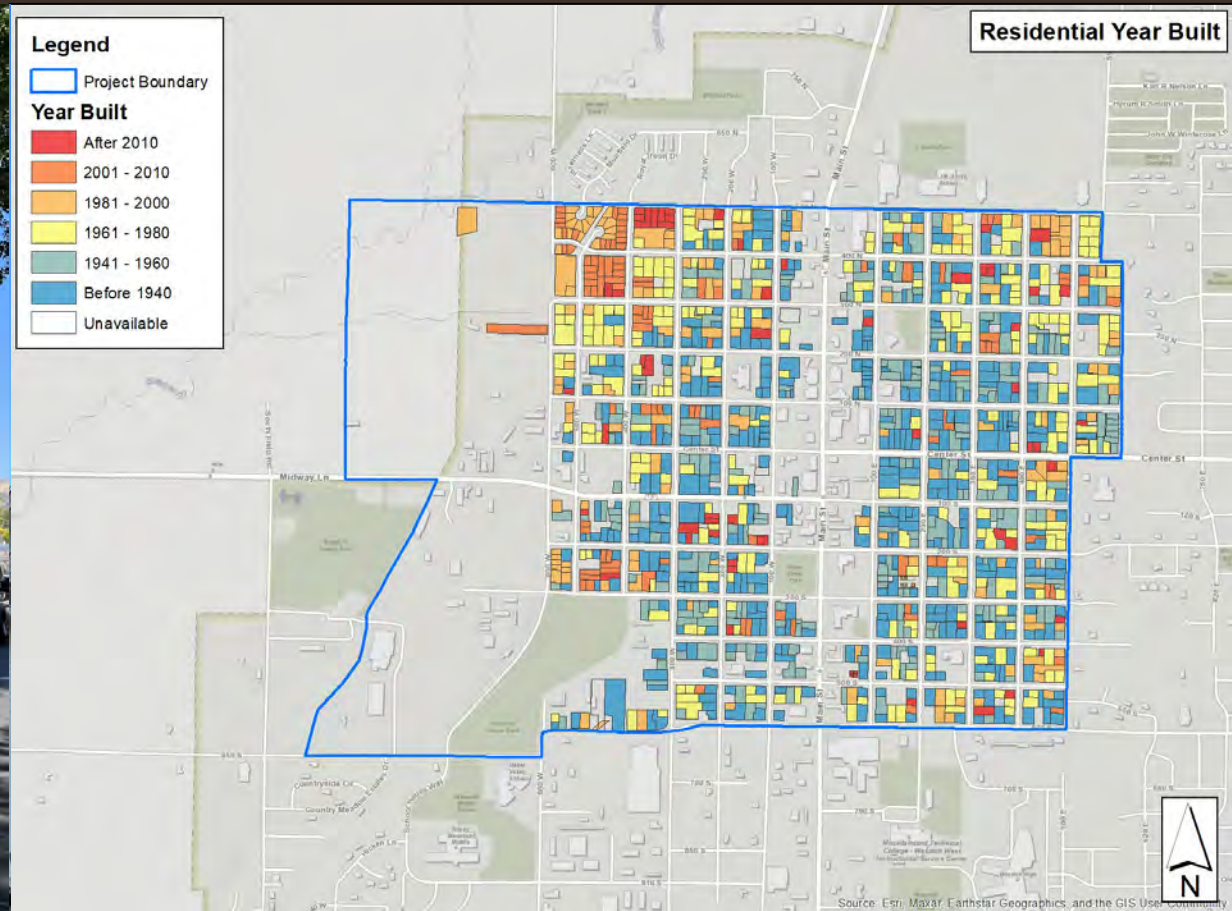
10-25% of housing built before 1925 may be ripe for reinvestment or redevelopment, with incentives



Source: Wasatch County Assessor's Database



# Housing



Source: Wasatch County Assessor's Database

# How Much Growth is Possible in Central Heber by 2050?

- 900 New households

*double MAG 2050 projection, consistent with housing redevelopment assumption (roughly 20% of pre-1925 housing would see redevelopment by 2050)*

- 550 New office employees

*8.5 new acres (double MAG 2050 projection); assumes City support for strong downtown*

- 700 New retail employees

*18 new acres (120% capture rate of new buying power in Heber overall; 25% capture rate downtown)*



# If not growth in Central Heber...?

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

- Edges of town attract almost all investment (land is easier to develop)
- Main Street deteriorates (as focus is elsewhere)
- Little reinvestment in central neighborhoods/housing stock as new neighborhoods develop (Central Heber becomes undesirable)
- The city as a whole loses its heart (Central Heber declines)





# Values Small Group Discussion & Full Group Sharing

# Values Discussion

3 sub area groups: Main Street, Central Neighborhoods, Recreation & Tourism District

1. What do you love about your sub area?
2. What would you like to change or improve in this area?
3. What would you like residents to be able to do in this area?
4. What are the big questions we need to answer? Challenges?  
Opportunities?

\*What synergies do you see between your sub area & other sub areas?



# Workshop Preview

(Next Steering Committee Meeting is the “Dry Run”)



# Tasks for the Workshop

- Identify general values and ideas about growth
- Explore where and how growth should unfold

## Activities:

1. **Survey**
2. **Mapping**
3. **Sharing**



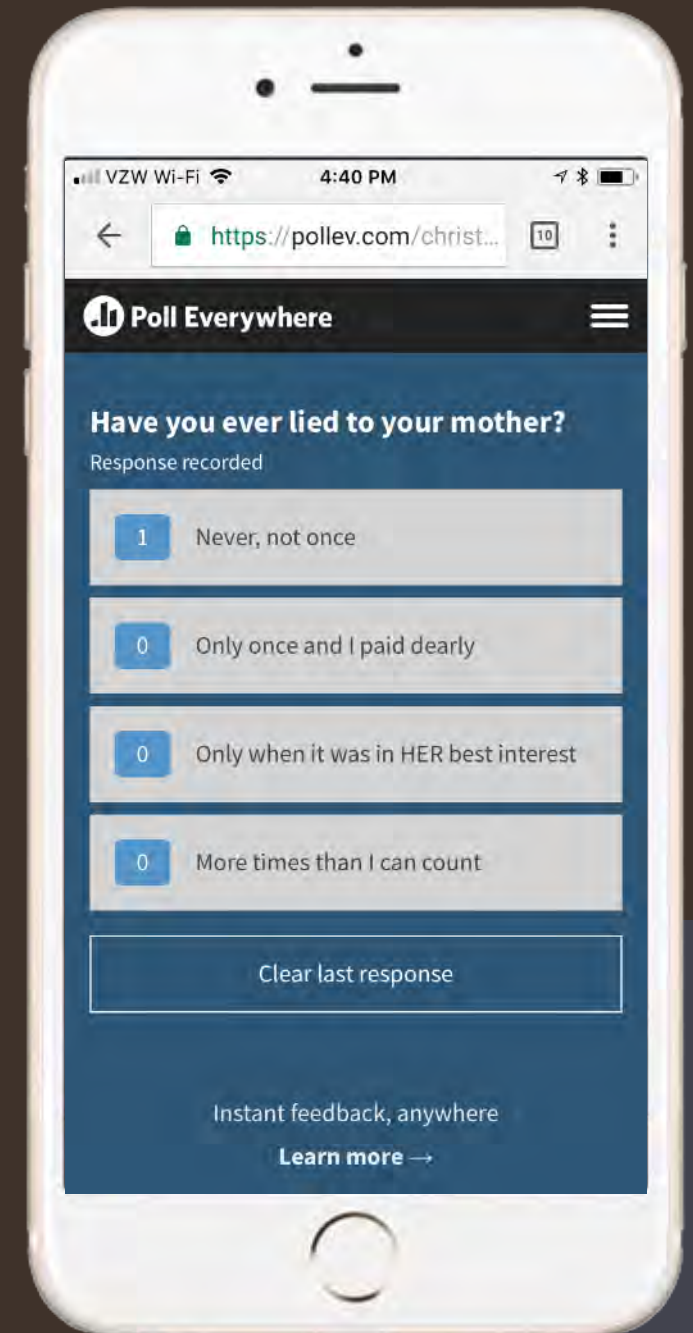
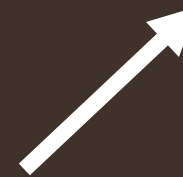


# Everyone gets a vote

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Select one by tapping  
on your choice



# A warm up question to see some common ground...

## In one word, what do you like best about your city?





# Tasks for Tonight's Workshop

- Identify general values and ideas about growth
- Explore where and how growth should unfold

## Activities:

1. Warm Up Survey
2. Mapping
3. Sharing



# Growth & Placemaking

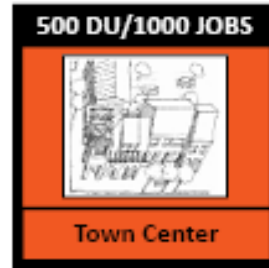
## Ask:

- What kinds of places should be created?

Identify preferred patterns:

- Place chips
- Hit growth projection  
12,900 households  
12,900 jobs

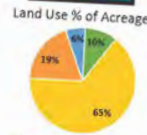
## Places that contain housing and jobs...



### Compact Neighborhood with Open Space



- Features:
- Park and trails
  - Traditional design with street trees and sidewalks
  - Small to medium residential lots and townhomes



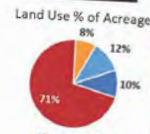
Open Space 1/5 Acre Lots 1/9 Acre Lots = Townhomes



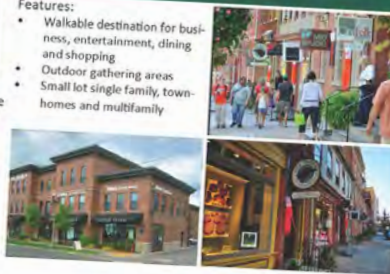
### Downtown District



- Features:
- Walkable destination for business, entertainment, dining and shopping
  - Outdoor gathering areas
  - Small lot single family, townhomes and multifamily



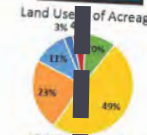
1/5 Acre Single Family Townhomes Multifamily Office/Shopping/Dining



### Neighborhood Center with Gathering Area



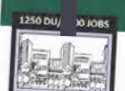
- Features:
- Gathering plaza near shops and dining, parks and trails
  - Small to medium residential lots as well as townhomes and multifamily
  - Traditional design with street trees and sidewalks



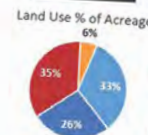
Gathering Area 1/5 Acre Lots 1/9 Acre Lots = Townhomes Multifamily Shopping/Dining



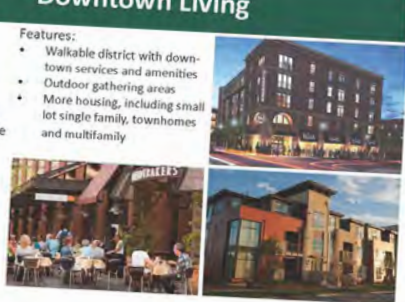
### Downtown Living



- Features:
- Walkable district with downtown services and amenities
  - Outdoor gathering areas
  - More housing, including small lot single family, townhomes and multifamily



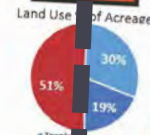
1/5 Acre Single Family Townhomes Multifamily Office/Shopping/Dining



### Town Center



- Features:
- Walkable destination for business, entertainment, dining and shopping
  - Outdoor gathering areas
  - Townhomes and multifamily



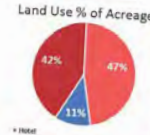
Open Space 1/5 Acre Lots 1/9 Acre Lots = Townhomes



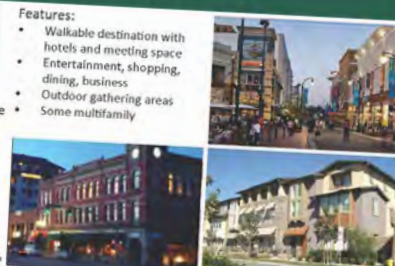
### Hospitality District



- Features:
- Walkable destination with hotels and meeting space
  - Entertainment, shopping, dining, business
  - Outdoor gathering areas
  - Some multifamily



Open Space 1/5 Acre Lots 1/9 Acre Lots = Townhomes





# 25 Maps Created by Groups of Citizens






# Group Sharing

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1. What do you like about your map?
2. What priorities or principles guided your decisions?
3. What issues did you struggle with?
4. What solutions did you see?



  
Group Sharing Worksheet: Table # \_\_\_\_\_  
*Each table should answer the following questions with one brief sentence.*

1. What do you like about your map?  
\_\_\_\_\_
2. What priorities or principles guided your decisions?  
\_\_\_\_\_
3. What issues did you struggle with?  
\_\_\_\_\_
4. What solutions did you see?  
\_\_\_\_\_



# Steering Committee Volunteers

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- Familiar, trusted faces for workshop participants
- Set up/clean up
- Welcome/sign in
- Map activity facilitators
- Creates transparency



# Workshop Preview

(Next Steering Committee Meeting is the “Dry Run”)

## Questions?





# Save the Dates

Steering Committee Meeting #2 (2.5+ hrs): 4 pm, November 2, Police Dept.

Workshops: November 30

- Recreation and Tourism District: 8:00 am-10:30 am, November 30, Senior Center at the Library
- Main Street: 11:30-2:00 pm, November 30, Senior Center at the Library
- Central Neighborhoods: 6:30-9:00 pm, November 30, Senior Center at the Library

Steering Committee Meeting #3: 4 pm, January 11, Police Dept.

[www.envisionheber.com](http://www.envisionheber.com)

# Steering Committee Meeting

Thank you for participating!

October 19, 2022

