SUBDISTRICTS | WEST

S2 CONVENTION & HOSPITALITY BOULEVARD

Anchored by a large hub at 600 West and Midway Lane on the north and the train station on the south, this subdistrict features a hotel/ convention center and hospitality amenities, supported by retail, office, and housing. The area features a pedestrian-friendly park once boulevard connecting the train station area and the Midway Lane/600 West hotel/convention area.

Intensity Relative to Other Scenarios: High

Building Uses | Types
- Residential & Lodging
  - Hotel | up to 4 story
  - Hotel | mixed use with retail, up to 5 story
  - Hotel | mixed use building with workforce housing, up to 5 story
  - Housing | mixed use building, 3 story
- Civic
  - Convention center/hotel & convention center | up to 4 story
- Retail/Restaurant/Office
  - Neighborhood retail/restaurant | mixed use building, 3 story
  - Neighborhood service | mixed use building, 3 story
  - Office | mixed use building, 3 story
  - Office | 3 story

Open Space
- Active plaza
- Pocket park

Accessory Uses
- Parking lot

Street Types
- Destination street (100 South)
- Park once street (600 West)

S2 NEIGHBORHOOD TRANSITION

Neighborhood transition areas provide missing middle and workforce housing options nearby other community or business uses. While residents in these areas benefit from convenient access to day-to-day needs, education, and other opportunities, the neighborhood transition area also provides a comfortable transition from predominantly single family neighborhoods to other parts of the city, with less intense building types adjacent to single family neighborhoods and more intense building types supporting other adjacent land uses (e.g. convention and mixed use center, high school).

Intensity Relative to Other Scenarios: High

Building Uses | Types
- Residential & Lodging
  - Mansion home | 2-3 story
  - Townhome | 2-3 story
  - Multifamily | 3-4 story
  - Multifamily 5 story
- Civic
  - None
- Retail/Restaurant/Office
  - None

Open Space
- Neighborhood park

Accessory Uses
- Parking lot

Street Types
- Park once street (600 West)

S2 MIXED NEIGHBORHOOD/COMMERCIAL CORRIDOR

The mixed neighborhood commercial corridor connects Main Street to the recreation and tourism district and includes blocks along Center and 100 South that connect Main Street and 600 West. The area features a strong destination street on 100 South and a pedestrian street along Center Street. This area provides a mix of retail, commercial, hospitality, and housing, before blending into surrounding neighborhoods, with less intense building types adjacent to single family neighborhoods.

Intensity Relative to Other Scenarios: High

Building Uses | Types
- Residential & Lodging
  - Mansion home | 2-3 story
  - Townhome | 2-3 story
  - Housing | mixed use building, 2-3 story (3 story on 100 S frontage only)
  - Hotel | up to 3 story (3 story on 100 S frontage only)
- Civic
  - None
- Retail/Restaurant/Office
  - Neighborhood retail/restaurant | mixed use building, 2-3 story (3 story on 100 S frontage only)
  - Neighborhood service | mixed use building, 2-3 story (3 story on 100 S frontage only)
  - Office | 2-3 story (3 story on 100 S frontage only)

Open Space
- Pocket park
- Neighborhood park

Accessory Uses
- Parking lot

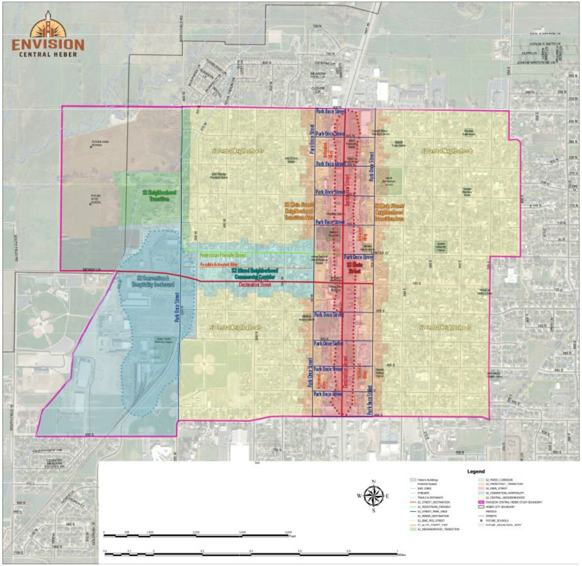
Street Types
- Destination street (100 South)
- Pedestrian friendly street (Center Street)
- Activated alley (possible between 100 South and Center, for quiet dining /shopping spots)

SCENARIO 2: DESTINATION HEBER: STAY AND PLAY

The recreation and tourism district receives the most growth in this scenario, with a hotel/convention center anchor and related neighborhood retail/restaurant/commercial that supports tourism associated with the train and regional recreational opportunities and events. This area also provides significant housing opportunities, with both missing middle and workforce options.

The Main Street district receives significant growth, again with a major focus on growing the business and housing uses that support shopping and dining opportunities and public gathering areas along a destination street. The tallest buildings in this area are on Main Street and then transition down to provide a comfortable shift to quiet residential areas. An alley running north and south behind parts of Main Street provides quieter space for outdoor dining opportunities.

In central neighborhoods, changes to housing is typical of older neighborhoods: maintaining and enhancing existing homes, rebuilding those that owners deem are no longer satisfactory, and adding attached accessory dwelling units. This scenario also includes detached accessory dwellings as a way to provide more neighborhood housing options. In this scenario, the 100 South corridor running through Heber's west side central neighborhoods is more intense than in other scenarios, with ample new places to live, work, eat, and shop.



SUBDISTRICTS | EAST

S2 MAIN STREET

Located along the two blocks on either side of Main Street from 500 North to 600 South, this subdistrict is characterized by a vibrant business environment supported with surface parking lots and ample housing opportunities. New buildings are 3-4 stories, with 4 story on Main Street frontage only. Interesting shops, restaurants, destination parks (e.g. Main Street Park) and small plazas with lots to do (e.g. skating, food trucks, fire pit, performing arts) make the area a strong destination for residents and visitors. Alleys off Main Street as well as streets bisecting Main provide quieter spaces for shopping and dining. The area features Main Street destination branding and beautification.

Intensity Relative to Other Scenarios: Middle

Building Uses | Types
- Residential & Lodging **4 story on Main Street frontage only*
  - Hotel | up to 4 story*
  - Housing | multifamily building, 3-4 story*
  - Housing | mixed use building, 3-4 story*
- Civic **4 story on Main Street frontage only*
  - Cultural assembly, performance and/or museum | 3-5 story*
- Retail/Restaurant/Office **4 story on Main Street frontage only*
  - Neighborhood retail/restaurant | mixed use building, 3-4 story
  - Neighborhood service | mixed use building, 3-4 story
  - Office | 3-4 story

Open Space
- Destination plaza
- Destination park
- Pocket park

Parking Strategy
- On-street 45 degree parking (approx. 575 stalls, approx. $228,000 paint striping cost)

Street Types
- Destination street (Main Street)
- Activated alley (Between Main and 100 West)
- Park once street (streets bisecting Main)

S2 MAIN STREET/NEIGHBORHOOD TRANSITION AREA

This transition area provides missing middle housing options nearby other community or business uses. While residents in these areas benefit from convenient access to day-to-day needs and other opportunities, the neighborhood transition area also provides a comfortable transition from predominantly single family neighborhoods to other parts of the City, with less intense building types adjacent to single family neighborhoods and more intense building types supporting other adjacent land uses (e.g. Main Street).

Intensity Relative to Other Scenarios: Low

Building Uses | Types
- Residential & Lodging
  - Mansion home | 2-3 story
  - Townhome | 2-3 story
- Civic
  - None
- Retail/Restaurant/Office
  - None

Open Space
- Pocket park
- Neighborhood park

Accessory Uses
- None

Street Types
- Park once street (100 W and 100 E)

S2 CENTRAL NEIGHBORHOODS

This subdistrict emphasizes maintaining and enhancing existing homes, rebuilding those that owners deem are no longer satisfactory, and allowing detached accessory dwellings. [General note: Older neighborhoods in beloved cities tend to change a lot as new residents adapt them to meet today's needs. Old homes can receive a variety to treatments. Some are well maintained through the decades, some see significant reinvestment, remodels, and additions. Some become unlivable and are replaced. Blocks in older neighborhoods can also change, adding accessory dwellings, flag lots, cottage developments, and other types of infill or redevelopment. Streets in older neighborhoods can also change, transitioning from those with strict vehicular emphasis only to those that better support walking and biking.]

Intensity Relative to Other Scenarios: Middle

Building Uses | Types
- Residential & Lodging
  - Single family | 1-3 story
  - Single family with attached accessory dwelling unit | 1-3 story (attached ADUs permitted by State law)
  - Single family with detached accessory dwelling unit | 1-3 story home; 1 story detached ADU
- Civic
  - None
- Retail/Restaurant/Office
  - None

Open Space
- Neighborhood park (existing)

Accessory Uses
- Home-based business
- Attached accessory dwelling units (allowed per State law)
- Detached accessory dwelling units

Street Types
- Pedestrian friendly streets (some)

DEFINITIONS

Missing Middle Housing: a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes. Examples include town homes and mansion homes.

Workforce Housing: a type of home that aims to provide affordable, safe, and comfortable living spaces for workers and their households. Examples include multiplex or stacked housing (apartments or condos).

Building Height Transition Area: a change in building heights, generally with taller buildings on more intense streets, with shorter buildings as the transition area nears single family homes

Building height transition, Logan, Utah

Destination Street: street with extra-wide sidewalk, street trees, seating/eating space, on-street parking

Park Once Street: street with angled parking, supports short walks to many destinations; includes pedestrian friendly street features

Pedestrian Friendly Street: street with wide sidewalk, street trees, on-street parking

Activated Alley: extra-wide sidewalk or shared pathway, street trees, seating/eating space

Main Street Branding: "Brand" is an expression of an area's character. Branding often includes a theme or style expressed along a street through lighting, art, signage, or other features.