

HEART OF THE WASATCH BACK



Heber City Brand Update

September, 2024



Today's Presentation Includes 3 Parts:

- Reinforce Heber City's Established Brand
- Further Definition of the Brand
- Present Naming of Downtown Elements

Slogan:

Heart of the Wasatch Back

The heart is associated with emotions and feelings like love, kindness, and compassion. It can also represent hope and joy—the feeling that comes when we remember our history and celebrate our future. The heart is the economic center, driving growth, vitality, and connection much like how a thriving downtown serves as the pulse of a city's prosperity and community life.



The **Wasatch Back** defines our immediate sphere of influence, our proximity to our neighbors on the west-side or back of the Wasatch Mountains, and what sets us apart. Identity: Heber City is the Economic Center of the Heber Valley and the county seat of Wasatch County.



Mission Statement:

As stewards of Heber City, we are dedicated to being **fiscally responsible** and providing **exceptional services** that protects the quality of life for our community while honoring the past and planning for the future.

What is the future of Heber City's Brand?

Looking Forward:

The City Council is furthering and solidifying this brand by creating policies guided by the formally adopted General Plan and Brand Guidelines documents.

The current directives under discussion by the City Council relevant to this group and brand implementation involve:

- Downtown Architectural Guidelines
- Infill in the Central Neighborhoods
- Incentivizing the Preservation of Buildings with “Historic Charm”

Refining Our Identity Statement

- Old and New
- **History** is an identity
- **Geography** is an identity
- **Culture** is an identity. May include lifestyles, attitudes, language, ideas, beliefs, customs, codes, institutions, tools, techniques, works of art, rituals, and ceremonies.

Let's discuss Heber City's culture.



The Make-Up of Our Community

Heber City is a blend of long-term, generational residents and newer arrivals.

The generational residents, descendants of the original pioneer settlers who came to this mountain valley nearly 150 years ago, have shaped the city's culture. Their pioneer spirit—marked by grit, integrity, hard work, and a straightforward approach to life—continues to influence Heber City today.

Newer residents often move to Heber City for its natural beauty and lifestyle. They value the city's proximity to outdoor recreation and natural beauty, and appreciate the "micropolitan" life that offers conveniences unlike more rural areas.

Heber City's culture is a mix of its historical roots and its forward-thinking values, guiding the community as it looks to the future.



Furthering Our Identity

Heber City is The Heart of the Wasatch Back, the Economic Center of the Heber Valley and the county seat of Wasatch County.

Our City services, amenities, and events make Heber City a remarkable place to live, and we are the most genuine place to live and do business on the Wasatch Back.

As a late-blooming city we have a unique opportunity. A narrow Historic Main Street does not confine us. Embracing the contrast of 'old and new' together, will provide Heber City a unique chance to differentiate our identity from nearly every other, built-out city in the mountain west.

Questions to consider:

What does it mean to be the Economic Center of the Heber Valley?

How does that relate to our sphere of influence?

The Evolution of Heber City's Brand

Envision Heber 2050
2019



Envision Central Heber
2021



Heber City Rebrand
2023



Clarify Architectural
Standards for Downtown
2024



Architectural Standards



Old Firehouse Building



Timberidge Custom Homes





Olde Town Center



100 South Block of Main Street



100 South Block of Main Street



100 South Block of Main Street



300 South Block of Main Street



500 South Block of Main Street



500 South Block of Main Street



Summit Sotheby's Building – 300 North Block of Main Street



Old Town Residential Properties



Old Town Residential Properties



Old Town Residential Properties

Brick Buildings

Bricks are rich in symbolism and can represent various concepts.



1. Foundation and Stability:

Bricks are often seen as the building blocks of structures, symbolizing a strong foundation, stability, and durability. They suggest that something is built to last and can endure challenges over time.



2. Hard Work and Effort:

Bricks represent manual labor, effort, and the process of building something brick by brick. This can symbolize the value of hard work, persistence, and dedication in achieving goals.



3. Community and Collaboration:

In construction, bricks are often laid together to create a cohesive structure. This can symbolize teamwork, unity, and collaboration, highlighting how small, individual efforts combine to create something bigger.



4. Protection and Security:

Brick walls are often associated with strength and protection. They symbolize security, safety, and a barrier against external threats.



5. Transformation and Change:

As bricks are part of the process of construction and building, they can also symbolize change, growth, and transformation—moving from a single brick to a complete structure.



6. Economic Development and Business Practices:

Bricks are inherently built on right angles and straight lines. These attributes illustrate exactness, integrity, and strength – visually reinforcing that this is an excellent place to do business.



8. History and Tradition:

Bricks have been used in construction for thousands of years, often symbolizing heritage, tradition, and the preservation of culture and history.



9. Brick is a Natural Material:

Brick is made of natural materials. Elements of nature are part of our identity.

Discussion

- Downtown Architectural Guidelines
- Infill in the Central Neighborhoods
- Incentivizing the Preservation of Buildings with “Historic Charm”

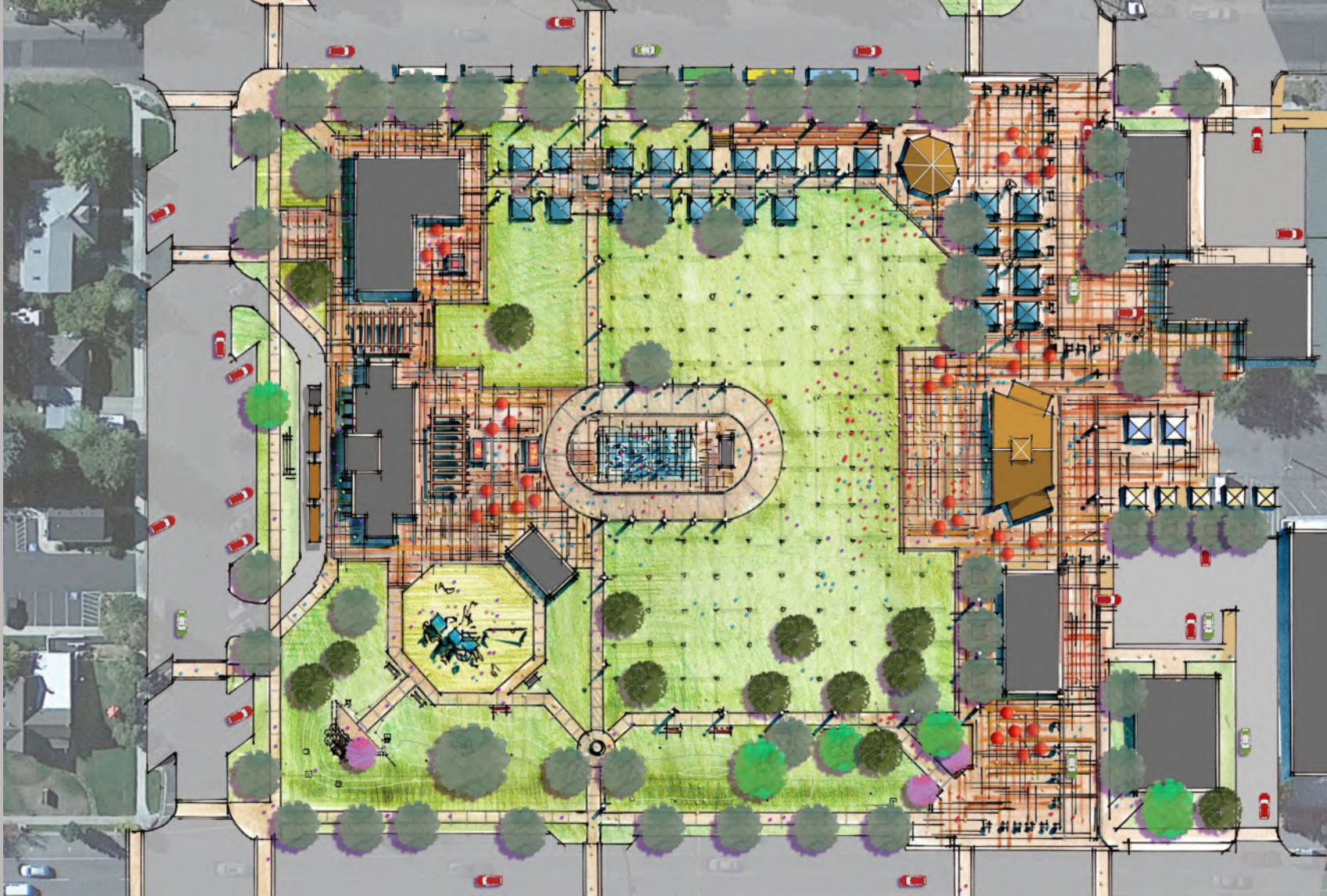
Naming of Downtown Park Elements



C Street

200 South Main

Heber C. Kimball – Heber City's namesake



C Street Plaza | currently Heber City Park



The Depot | railroad pickup/drop off

HEART OF THE WASATCH BACK



Thank you Heber City Council



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Heber City Brand Update

October 1, 2024



Today's Presentation Includes 3 Parts:

- Synopsis of Architectural Regulations set by Midway City
- Review of Visual Preferences Survey from Envision Central Heber Initiative
- Staff Recommendation for Branding of Pedestrian Corridor and 200 S Bandshell

Architectural Standards: How has Midway City Guided Its Growth?



Midway Commercial Design Standards

- Identify a specific theme
- Regulate what you want, rather than just trying to stop what you don't want
- Consistency over multiple years
- Identified key elements of the desired architecture style

- Drafted code to be specific to the expectation

- Structural Features

- Exposed beams
- Window/Door Shape
- Knee bracing
- Rooflines
- Shingles
- Materials

- Finish Features

- Flower Boxes
- Clock towers
- Fascia and soffit
- Shutters
- Railings
- Murals





Other Things Midway is Doing

- Vision Architectural Committee (VAC)
- Hiring of City Architect

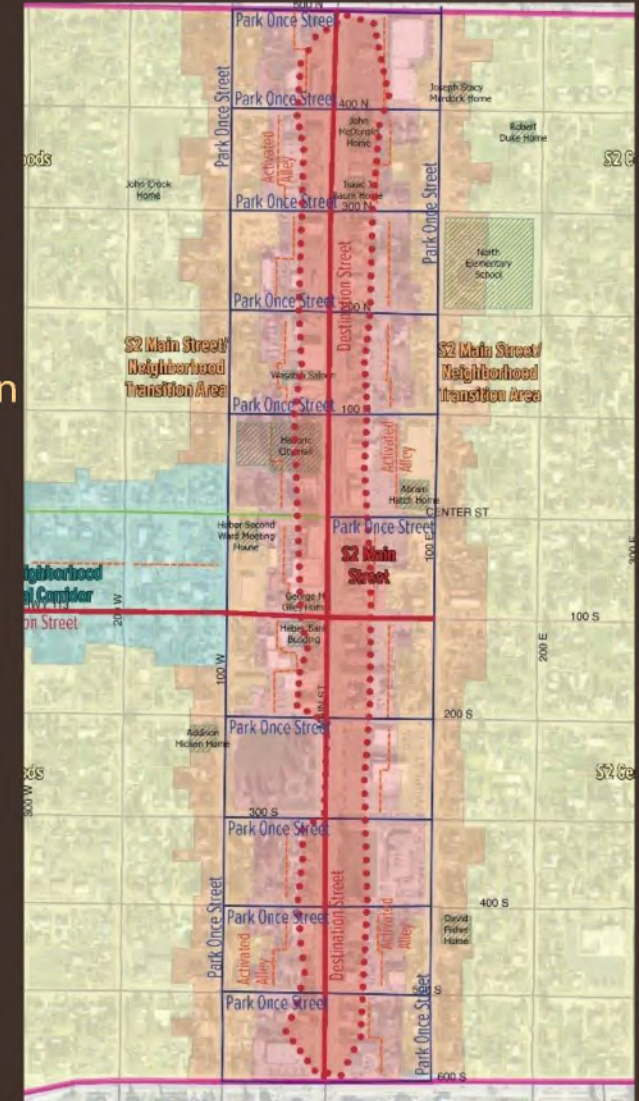
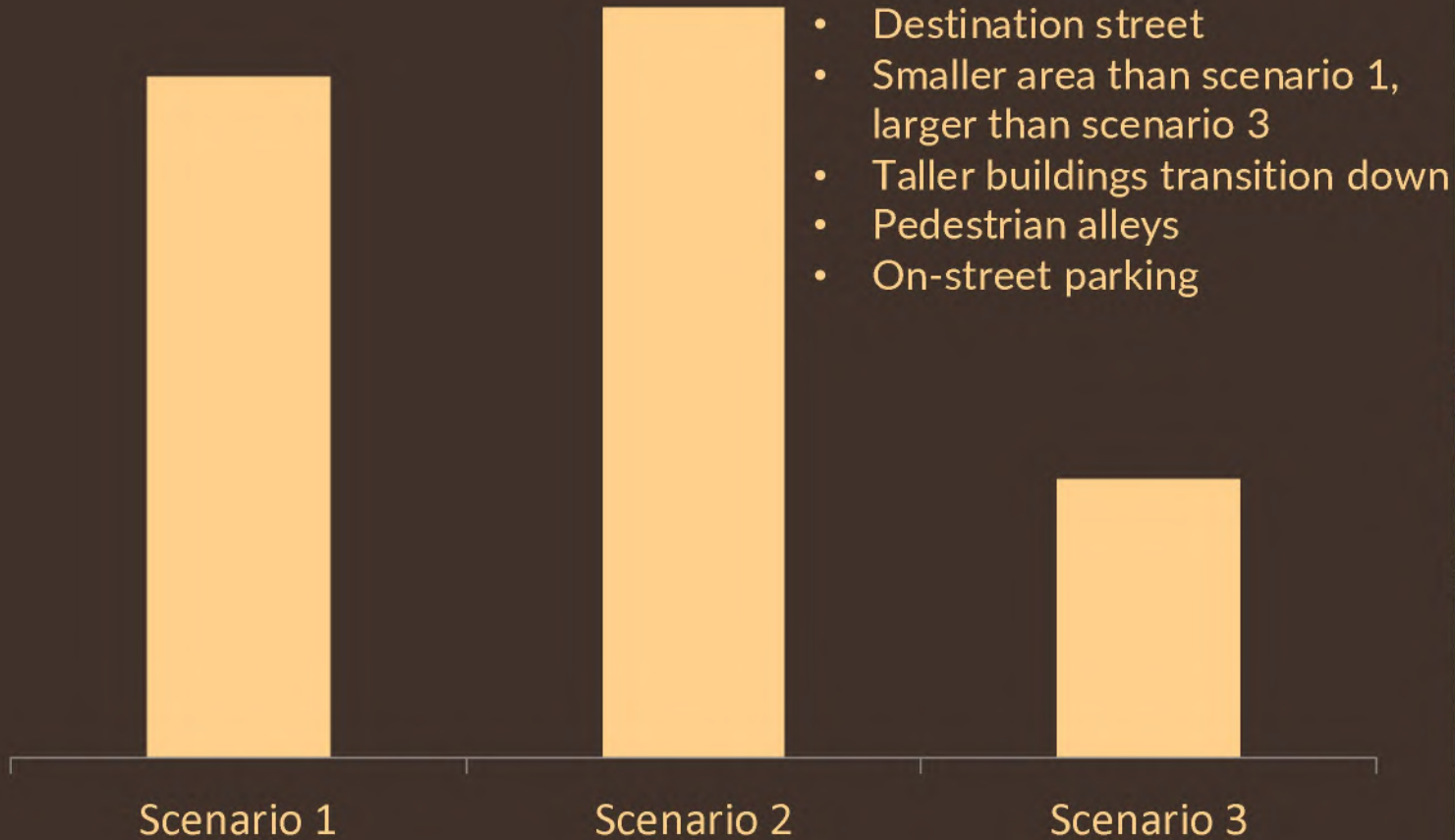
Envision Central Heber: Visual Preferences Survey Results

What did we learn from stakeholders?

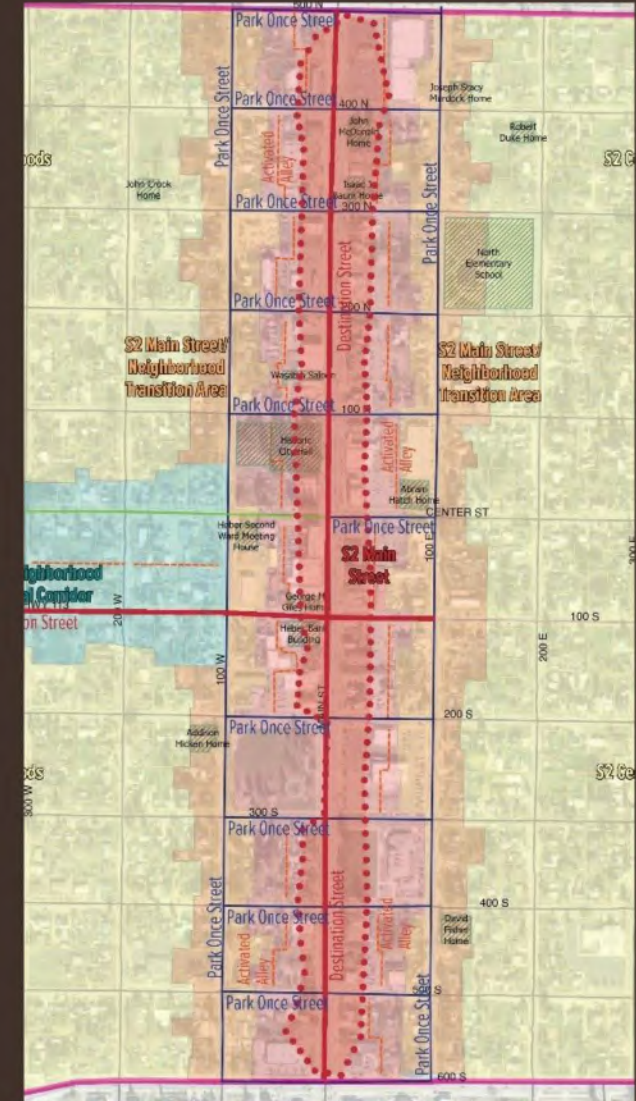
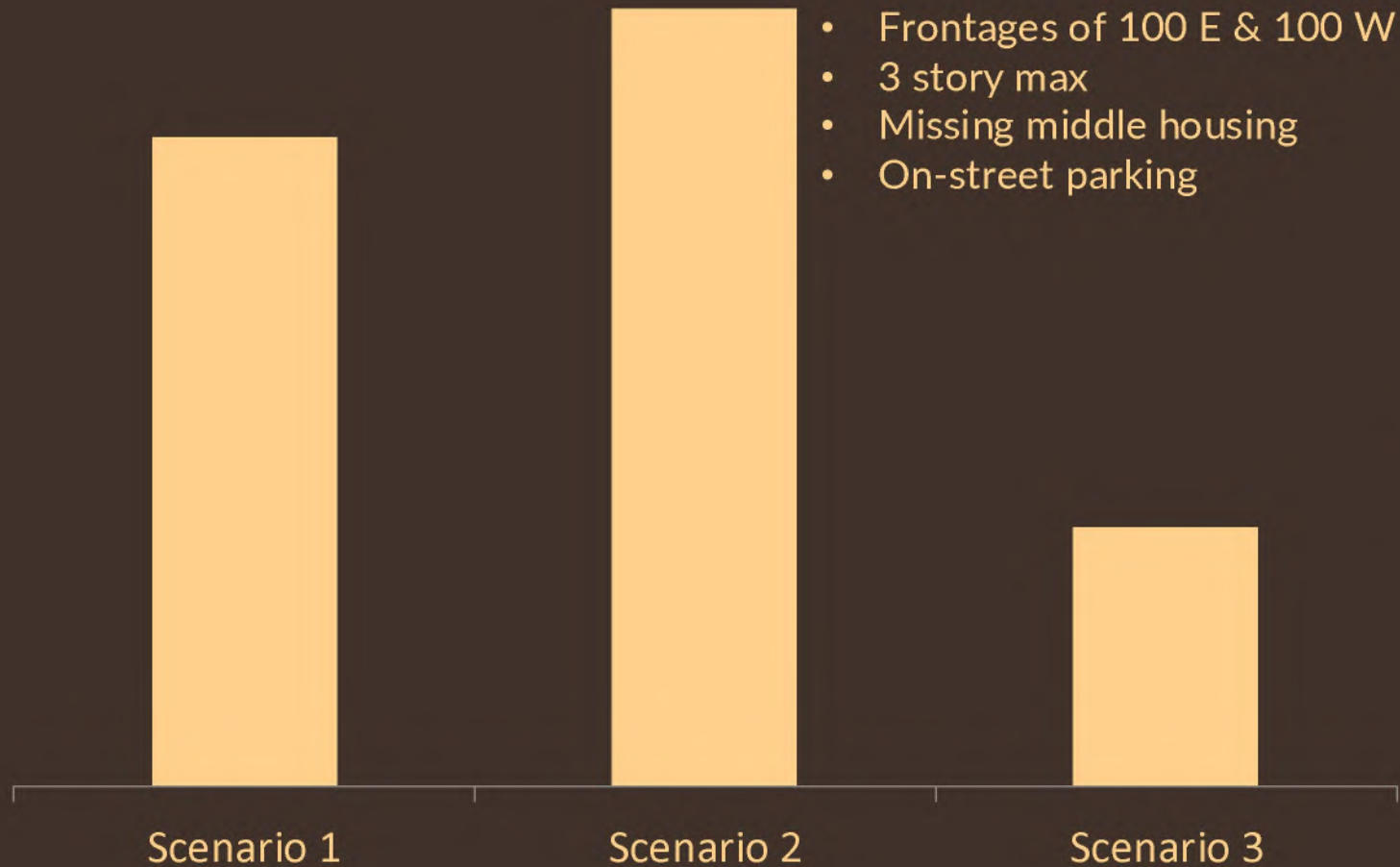
Scenarios survey

Visual preference survey

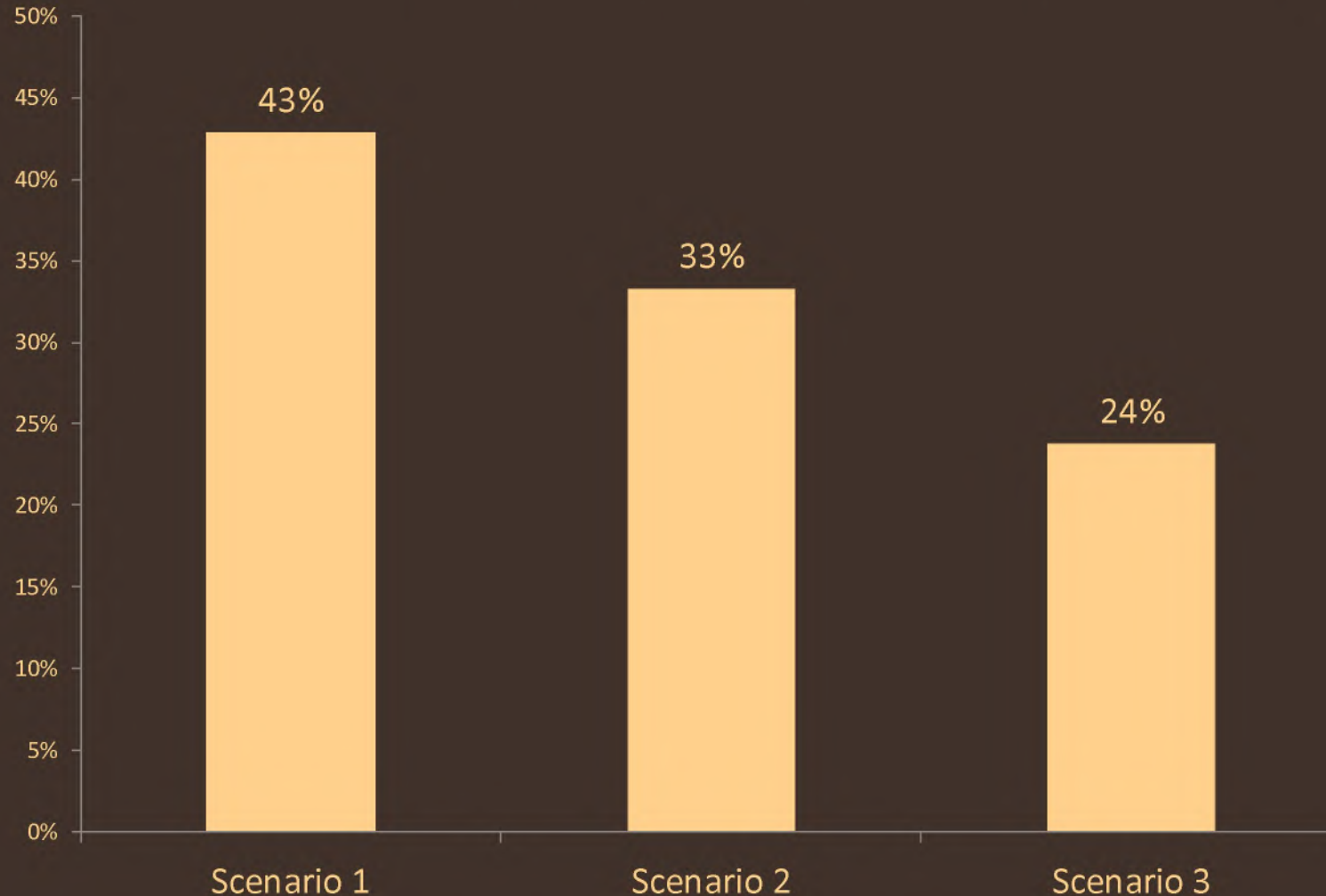
Which scenario has the best approach to the Main Street Area? (*rank*)



Which scenario has the best approach to the Main Street Transition/Main Street Gateway Area? (rank)



When considering the Main Street District as a whole, which scenario allows the best range of building stories?



Main Street



Main Street Transition



Knowing that building height is often a point of political controversy, study the various heights of the following buildings, forming your own opinion. Do not consider architectural style or use. Which do you think would help create the place that Heber needs in the future? *(check all that apply)*

Off all buildings selected...

- 24% = 2-story
- 43% = 3-story
- 20% = 4-story
- 12% = 5-story



Most selected buildings

Knowing that building height is often a point of political controversy, study the various heights of the following buildings, forming your own opinion. Do not consider architectural style or use. Which do you think would help create the place that Heber needs in the future? *(check all that apply)*

Of all buildings selected...

- 20% = 2-story
- 23% = 3-story
- 31% = 4-story
- 26% = 5-story



7-way tie for most selected building (most are 4-5 stories)

Observe the various architectural styles of buildings below. Do not consider height, size, or use. Which do you think would look good in this area in the future? *(select all that apply)*



67%



50%

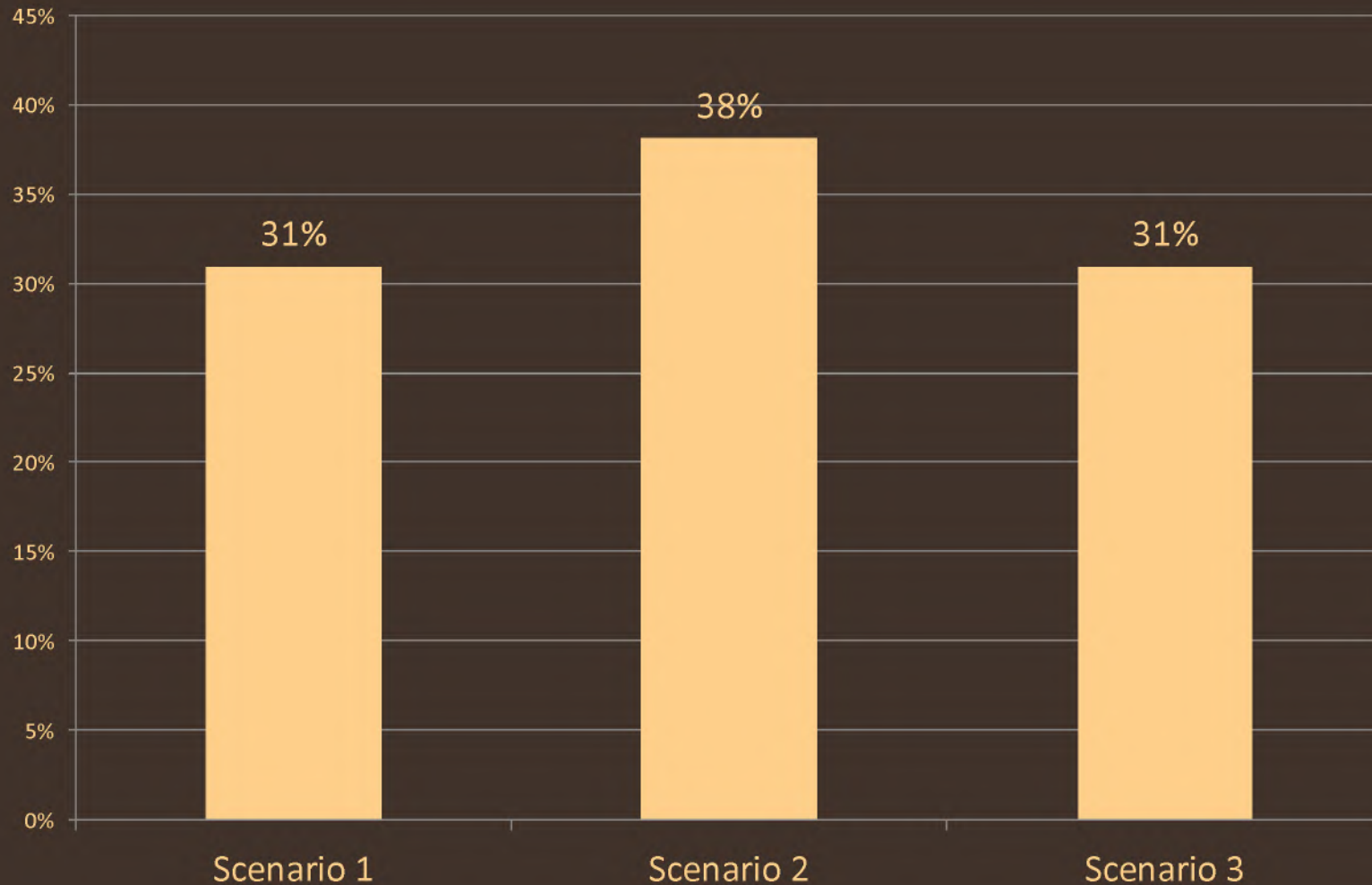


42%



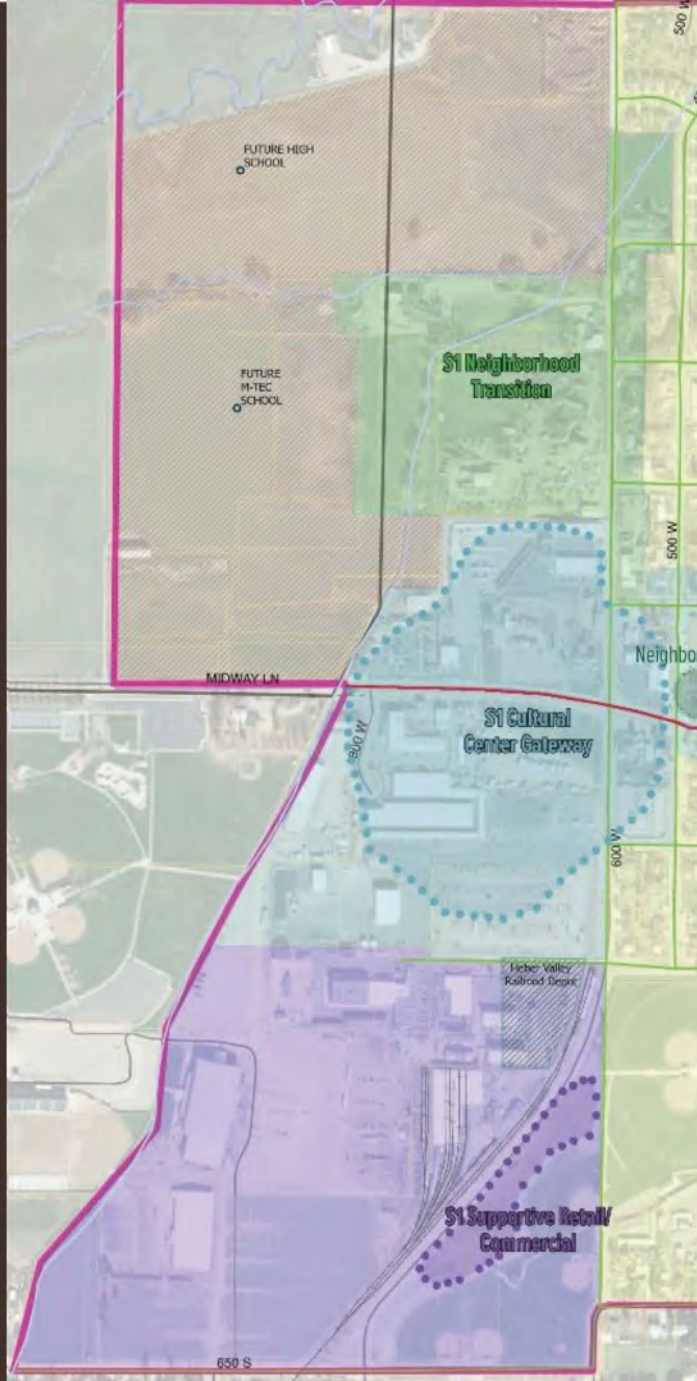
Brick | Clean | Modern | Historic | Traditional | Diverse

When considering the Main Street District as a whole, which scenario captures the best identity or sense of place?



- Reasons to go downtown
- Mixed Use: living, fun, and business
- Neighborhood vibe with activated alleys
- pedestrian focus
- History walk/historic character
- On street parking

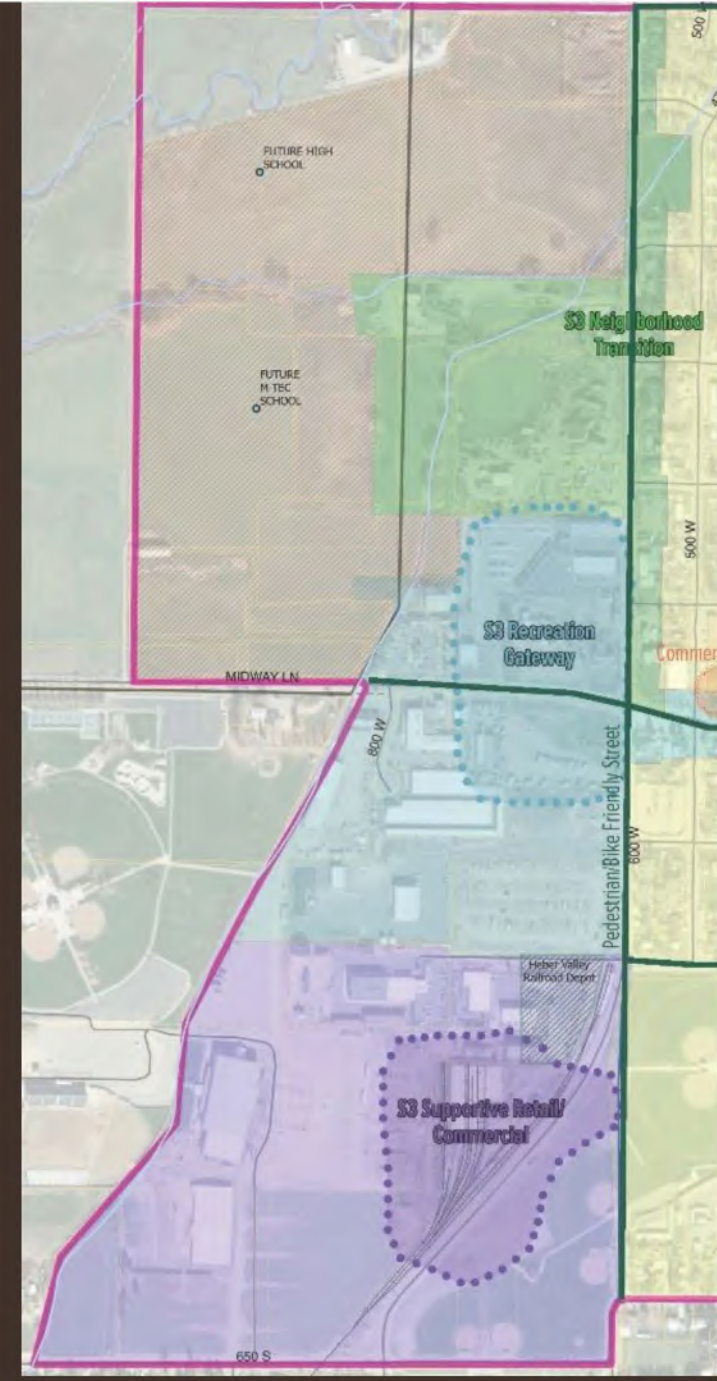
Recreation & Tourism



S1: Main Street is Open for Business, Living, & Fun



S2: Destination Heber: Stay & Play



S3: Historic Town Growing Town

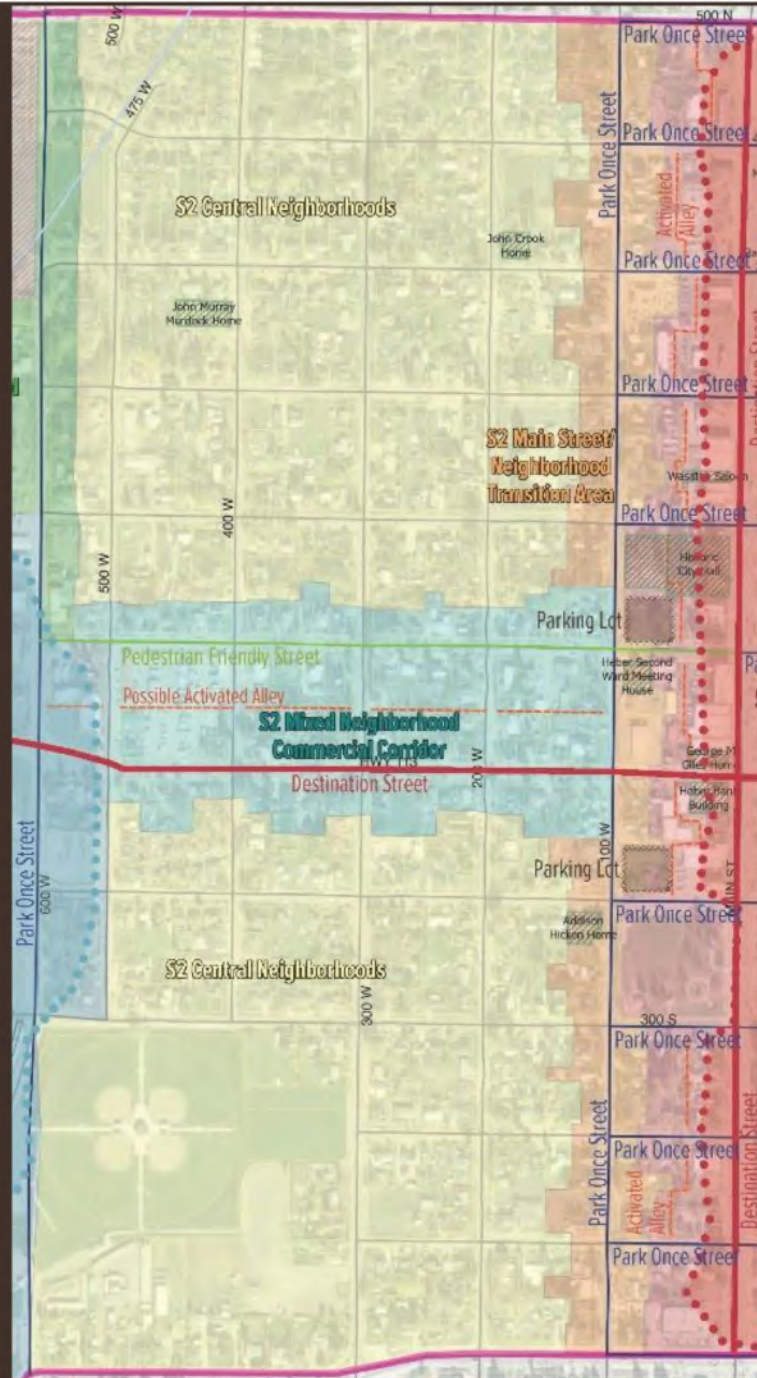
Recreation and Tourism District

- Smaller scale relative to Main Street
- West Gateway (around 600 W and Midway Lane)
 - Flexible venue (train history, performing arts)
 - Retail/restaurants/office
 - Plaza for gathering
- Trails—walkable/bikeable/trail depot/access to nature
- Railroad Area
 - Supportive retail/restaurants/office
- New School Neighborhood
 - Missing middle/multifamily



The map displays the S1 Central Neighborhoods, which are divided into several planning zones. The 'S1 Central Neighborhoods' are shown in a light green color. The 'Pedestrian Friendly Streets' are highlighted in a light blue color. The 'S1 Main Street/ Neighborhood Transition Area' is shown in a light orange color. The 'S1 Mixed Neighborhood Commercial Corridor' is shown in a light purple color. The 'Minor Destination Street' is shown in a light red color. The 'Destination Street' is shown in a dark red color. The map also includes various landmarks and street names. Landmarks include the John Murphy Murdock Home, John Crank Home, Historic City Hall, Haber Second Ward Meeting House, George H. Miles Home, Haber Bank Building, and Addison Hickes Home. Street names include 500 W, 400 W, 300 W, 200 W, 100 W, 600 W, 500 N, 400 N, 300 N, 200 N, 100 N, and HWY 113.

S1: Main Street is Open for Business, Living, & Fun



S2: Destination Heber: Stay & Play



S3: Historic Town Growing Town

Central Neighborhoods

- Neighborhood Areas
 - Residential emphasis
 - Housing change typical of older neighborhoods
 - Detached accessory dwellings
 - Walkable/bikeable streets (i.e. sidewalks, street trees)
- Mixed Use Neighborhood Corridor
 - Wider mix of uses: commercial areas (shopping, dining, office), missing middle housing



Visual Element Discussion:

- Downtown
- Tourism District
- Central Neighborhoods

Naming of Downtown Elements



Downtown Pedestrian Corridor | **C Street**



200 South Bandshell | *Main Stage*

Recommendation to Council:

Adopt Staff's Recommendation for
Naming the Following:

- Pedestrian Corridor as: ***C Street***

- Bandshell as: ***Main Stage***

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Thank you Heber City Council

