

Parking Solutions & Downtown Business Mix

Fall/Winter 2024



Heber City, Utah
Envision Central Heber 2050
Implementation
Planning



CONTENTS

Introduction	4
Business mix research	8
The Perfect Business Mix	9
C Street Trail (Pedestrian-oriented retail district)	11
Zoning recommendations	13
Parking study	13
Parking solutions - long range, short range	16
Parking fees	17
Development fees & transit services	18
Event parking and shuttles	18

The 20 Ingredients of an Outstanding Downtown



1 Razor sharp focus
Food, art, entertainment, antiques, wine, nightlife...



2 The Action Plan
Your to-do list from A to Z. It takes a whole community to win.



3 Critical mass
10 eateries, 10 retail shops, 10 open after 6, in three blocks.



4 Anchor tenants
Shops, restaurants, activities people will travel for.



5 Consistent hours
Businesses open common days and hours.



6 Living, staying downtown
Condos, loft apartments, hotels, and inns.



7 Pioneers with vision
And patient money, who take the chance and make the investment.



8 Just one block
Concentrate on creating one awesome block. Your demonstration project.



9 Four hour parking
Better yet, all-day parking within two blocks.



10 Public restrooms
Relieved shoppers and visitors spend more. Open after 5:00!



11 A Programmed Plaza
250 days of activity a year. Retailers will follow - in droves.



12 Community gateways
First impressions are critical. Add directions to downtown.



13 Wayfinding system
Vehicular & pedestrian wayfinding, pole banners, visitor info kiosks.



14 Downtown gateways
Create a sense of place and sense of arrival. You're here!



15 An Intimate setting
Just one traffic lane each direction and crosswalks every half block.



16 Blade signs
Retail signs perpendicular to traffic. Consistent height and width.



17 Sidewalk cafe dining
Beautification, umbrellas, lighting = incredible ambience.



18 Curb appeal
70% of first-time sales come from curb appeal. Beautification pays!



19 Constant activity
Activities and entertainment. Bring downtown to life!



20 Give downtown a name
A name makes it a destination, not a geographic designation.



QR code to watch the video

ROGER BROOKS
International

www.RogerBrooksInternational.com

INTRODUCTION

The future of cities is changing dramatically as the U.S population is increasingly mobile, and for several reasons:

1. For the first time in American history, jobs are going where the talent is, or where the talent wants to be. This means that community development, or quality of life, is leading economic development.

2. In recent research where thousands of Millennials (those in their 30s and 40s and the largest generation in U.S. history) were asked about their priorities when it comes to putting down roots.

Surprisingly, nine of the top ten priorities were quality of life. In fact, having a secure job was number nine on their list.

The Millennials, and now Generation Z following them, are looking for the perfect place to live and raise a family. Not surprisingly, their top five priorities include good schools, clean air and water, a sense of place (downtown), recreation, and health care and affordability.

Out of their ten highest priorities, Heber City easily has eight of the ten, which is difficult for ANY city of achieve. The two challenging ingredients are affordability and a sense of place: a true downtown.

While affordability is a tough topic to tackle, creating a true "downtown" is achievable. Completed and adopted by Heber City in late 2023 was the Envision Central Heber 2050 plan, designed specifically to address the creation of a real sense of place - a true, pedestrian-friendly downtown.

INTRODUCTION

This research and plan is meant to be among the first implementation steps to creating a desirable and economically feasible downtown.

The first two projects implemented in the 2050 Plan include the fountain at City Hall, and the Main Stage at the City's upcoming Trailhead Plaza.

The third project is the development of Trailhead Plaza - Heber's Community Living Room, which will finally create a hub and a true sense of place for the City and its citizens.

Following that is the creation of a pedestrian-friendly, intimate, downtown shopping, dining and entertainment district, with an orchestrated business mix. For the time being we are referring to this district as the "C Street Trail."

Tied to that is solving parking demands tied to making downtown a better gathering place for local residents and their visitors.

Both of these issues are addressed in this Plan. In essence, these five projects (City Hall Fountain, Main Stage, Trailhead Plaza, C Street Trail, and parking) make up the first five years to implementing the 2050 plan.

Nearly all of the major initiatives after that revolve around private-sector investment into "Central Heber" - your "new" downtown.

In the following pages you'll see the initial plans of how the C Street Trail may evolve and why it's important. We will detail the perfect business mix, making downtown Heber City one of Utah's best downtowns - in a city that currently doesn't have a true downtown core.

Downtowns are now about people, not cars and traffic. It was a painful exercise to have to tell city officials that Heber will never have a successful, vibrant downtown core area along Main Street.

Why? Because it impossible to encourage outdoor dining, walking and gathering areas where you can have a normal conversation, when you have tanker trucks roaring by every twenty seconds, almost twenty-four hours a day and tens of thousands of other vehicles coming through downtown from dawn to dusk.

Successful downtowns are places you go to, not through. In fact, the most successful downtowns have either no vehicles (except emergency and delivery vehicles) or have one lane each direction, with average speeds of less than 20 miles an hour.

We've often wondered how many people traveling through central Heber even know that in just a block or two you have several restaurants, a fly fishing shop, a bike shop, theater, home accents and furnishings, and other great shops.

And if they know they are there, how often do they decide it's not worth the hassle to visit them.

Over a seven year period, the Destination Development Association (DDA) conducted one of the largest research projects, ever, on what makes a great downtown. The DDA researched 2,000 downtowns and downtown districts across the U.S. and Canada, found 400 of the most successful, and from those, found the twenty most common ingredients that lead to their success. See the poster developed from that research on the opposite page.

The good news: With the implementation of this plan, Heber City will end up with 18 of these 20 ingredients.

This plan provides the focus, the action plan, the critical mass (clustering of like businesses), anchor tenants, consistent hours (with the help of property owners), and the creation of lodging and living units downtown.

To make this work will take "pioneers with vision" and patient money, but it only takes one block to make this a success.

Parking and public restrooms are addressed in this plan, the programmed plaza is on the way.

Community and downtown gateways, along with wayfinding will be one of the follow-up projects to this plan.

Creating a pedestrian-only district will provide an intimate setting, merchants will have excellent signage, sidewalk dining, great curb appeal, and programming of Trailhead Plaza AND downtown will keep it active and vibrant.

Welcome to downtown Heber City and to the up and coming C Street Trail - your shopping, dining and entertainment district that will be the envy of communities across the country, let alone Utah.

This is part of the road map to making this a reality. You are very lucky to have a forward-thinking city council and staff that are looking to the future and finding ways to make Heber City an even better place to live, work, invest in, and visit.



DOWNTOWN BUSINESS MIX

BUSINESS MIX RESEARCH



Over the past twenty years, a major transformation has been taking place in downtowns across the country.

Downtowns are now where locals go after work and on weekends. In fact, according to the National Retail Federation, nearly seventy percent of bricks-and-mortar shopping now takes place after 6:00 pm.

With the advent of Amazon, and the fact that more than fifty percent of all American households pay to be Amazon Prime members, downtown shops have shifted to Etsy-style shops: small, locally grown specialty shops offering goods that are typically impulse buys or offering goods and services you can't easily find on Amazon or in big box stores.

Nearly two-thirds of the basic, utilitarian, suburban malls across the country have now closed. The successful malls that still remain and do well tend to concentrate on higher-end retail goods and are more experiential: going there is an experience, not just a collection of stores under a single roof.

Even outlet malls are struggling in the face of so many online discount retailers.



Because downtowns often include dozens separate property owners, each with their own ambitions and priorities, they've slow to catch on to what works and what doesn't. Because of this came the advent of Lifestyle Retail Centers.

A perfect example would be Station Park in nearly Farmington, Utah.

A visit to Station Park and you'll find narrow streets with parking behind the retail core, extensive and beautiful landscaping along the street-fronts and in common areas.

They also have "anchor tenants." These are the businesses customers will go out of their way, making a special trip for. The Apple Store in Station Park is an example of an anchor tenant. Sometimes it can be a signature restaurant, or another major draw to the development.

At Station Park, and other lifestyle retail centers, find wide sidewalks making it pedestrian-friendly, a small ice rink in the winter and large fountains during the summer months, with outdoor seating areas, music, food vendors, restaurants with outdoor dining areas, shade trees every thirty feet or so - the ingredients required to create a sense of place. This is the art of Placemaking.

The word "Lifestyle" is key to making the visit experiential. And it's a key to any downtown development project.

While these faux downtowns provide inspiration for "real" downtowns, they are filled primarily with chain eateries and retail shops. And because they are manufactured, they little in the way of authenticity.



THE PERFECT BUSINESS MIX

Heber City has its own challenges. The city, over the years, became a hodge-podge mix of businesses that want Highway 40 exposure. Both north and south of the downtown core area, the city has dozens of big box retailers, fast food joints, chain restaurants, auto and related dealerships, and strip malls.

Downtowns, on the other hand, are about people, not cars. Successful downtowns are pedestrian-friendly, if not pedestrian-only, and offer a beautiful intimate setting.

There is zero chance of creating this in Heber City where Main Street is a major highway.

In our research, we asked two primary questions:

1. Where could a downtown be developed?
2. What would be included there?

These are the same questions asked during the Envision Central Heber 2050 planning process. The answer was clear and make total sense: use the 50 West alleyway half a block behind Main Street, currently dubbed C Street Trail. This way retailers have the benefit of both Main Street exposure, and access via a pedestrian-oriented district that can be programmed with activities and entertainment, making it experiential.

This plan answers the second question, “what would be included there?”

Over several years, the Destination Development Association (DDA) studied more than 400 successful downtowns, of every size, detailing the retail mix in each - by population size.

Within a three-mile radius of Main Street and 100 South, the current population is approximately 16,000. If you go out seven miles, the population is nearly 21,000 - Heber's primary service area.

In one of Utah's fastest growing areas, that number may be closer to a 45,000 service-area population in short order.

Based on a population of 25,000, here are the local businesses that would be a perfect fit along the C Street Trail:

- Timber Knives
- E-Power Bike and Boards
- Local Grind
- Lee Music
- Midway Bakery
- Chick's Cafe
- Heartland Bread Company
- The Pretzel Connection
- Johnny Adolphson Photography
- Innovative Custom Jewelry
- Roonies Ice Cream
- Ritual Chocolates and Coffee Shop
- Five Penny Floral
- Wigglish Toy Store
- Fish Heads Fly Shop
- Trek Bikes Heber City
- Avon Theater
- Corner Treats
- Mountain Wellness Bar
- Taquaria Los Hermanos Mexican Restaurant
- Wonderwall Gallery and Framing

All of these business already exist in Heber City and would increase their sales by moving to, or remaining along, the C Street Trail.

Other shops that would be ideal - and should be recruited to the C Street Trail include:

- Outfitter (hiking, climbing, outdoor gear)
- Butcher shop
- Home Accents, candles, hand-crafted items
- Clothing shops
- Quilting, Stamping, other hobby shops
- Shoes
- Cupcake shop, additional bakery
- Wine shop
- Kitchen Store
- Olive oil and specialty seasonings
- Additional galleries
- Micro-brewery (with food)
- Confectionery
- Frozen yogurt
- Tea gallery
- Ethnic sit-down restaurants
- Market fresh foods

In the three-block C Street Trail, there should be:

- At least fifteen sit-down dining restaurants (including those already in place)
- At least six casual and take-out food services such as coffee shops, delis, confectioneries, cupcakes, gourmet foods, Panini shop, etc.
- At least forty specialty shops

There will be an immediate fear that bringing in “competition,” such as more restaurants will kill restaurants already in place. This is simply not true and has been proven to be a wrong assumption hundreds of times. If C Street Trail was home to 30 sit-down restaurants, each one a different ethnicity or specialty, people would drive from Salt

THE PERFECT BUSINESS MIX

Lake City just to have dinner in Heber City.

The more you have of something, the more all will do even better. This is why you see auto malls. Why would Toyota want to be right next to Subaru, Ford and Nissan dealerships? Because they do seven-times the business when clustered together. The same with antique malls, food courts, furniture “districts,” etc.

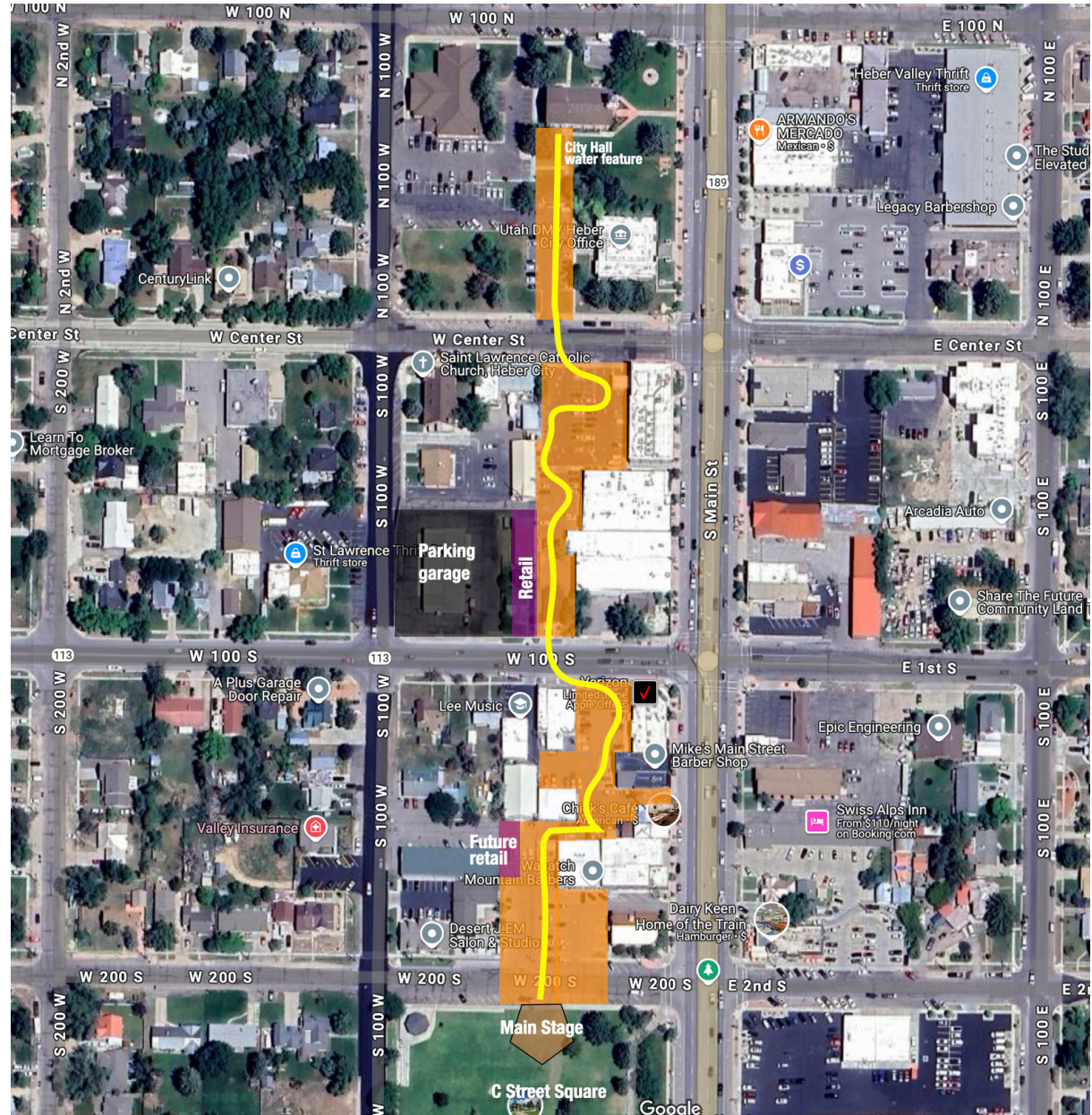
A novel idea promoting restaurants is to put a 14' flagpole in front of the establishment, showcase a flag of the country they specialize in. A Thai, Mexican, Brazilian, Japanese, American, German, and Swiss flags. This would make C Street Trail an outstanding international cuisine district.

All in all, C Street Trail, when fully developed, should contain approximately eighty specialty shops and dining establishments.

Many of these may be as small as 200 to 400 square feet up to about 2,500 square feet, with full-service restaurants in the 5,000 square foot range.

Every district, like C Street Trail, needs to have at least one “anchor tenant,” a business that, by itself, makes downtown worth a special trip. There are several businesses in Heber that already Anchor Tenants to the city: Dairy Keen, The Hub, and Back 40 Ranch House Grill quickly come to mind. There may be others as well. Having several of these along the C Street Trail will be very important for its long-term success.

Upper floor businesses are perfect for mixed-use professional service businesses and residential units.



C STREET TRAIL

Downtown hotels command higher average daily rates than do highway hotels and having limited service lodging along the C Street Trail would be a boon to the city and to C Street retailers and restaurants.

C STREET TRAIL

The C Street Trail - Heber City's pedestrian-only retail shopping, dining and entertainment district - is just in the very beginning of the planning process.

As the Envision Central Heber 2050 plan was being developed, the rendering (below right) showed how this district would look and feel.

It shows street trees, vendor booths, outdoor dining areas, a food truck, fire pit, retail awnings, soft overhead lighting, down-facing street lights - all in a very pedestrian-friendly setting.

Many saw the buildings as a future removal of all existing buildings in order to create new buildings along the lines of what is shown in the rendering. That couldn't be further from the truth unless private property owners want to embark on a project like what is shown.

The overhead view (opposite) is more in line with how the C Street Trail would be developed.

As you can see, only one building has been removed, and perhaps could be relocated. And that's the E-bike shop along 100 South. This is a business that is perfect in the C Street Trail so there's no intention of removing them, but perhaps over time, they could be accommodated in one of the shops along the trail.

The area colored in orange would become the "pedestrian mall." The yellow line or "trail" simply shows how pedestrians could access all of the shops and eateries in this three-block district.

The C Street district would be anchored at the north end by City Hall and the Timpanogos Valley Theatre and the Main Stage at Trailhead Plaza.

On the corner of W 100 S, plans call for the development of a 450+ public parking garage, with ground floor retail facing C Street Trail.

This alleyway is largely privately-owned with some public access along the route. The private properties are currently used for parking and, in total, include about 185 parking spaces.

The goal is to have local businesses and property owners convert this space to beautification, patio dining, water features, and event space. In exchange, staff and customers would use the parking garage, which gives them covered parking and only a one-block walk to any of the businesses along the Trail.

The Trail would be open each morning for delivery access (typically before 10:00 AM) and for emergency vehicle access. Bollards would be placed at each cross street, and these can either be manually or electronically lowered and raised as needed.

Property owners would be encouraged to develop the "backs" of their buildings facing C Street so they have front door access on both Main and C Street. This is exactly what they did in Caldwell,



C STREET TRAIL

Idaho so that downtown businesses could front their Main Street and Indian Creek Plaza.

In order to encourage property owners and local businesses to make these changes, the city, working with CAMS (Community Alliance for Main Street) to program C Street with a varieties of activities in a beautifully landscaped setting - basically extending Trailhead Plaza activities throughout downtown.

While this is very early in the actual planning process for C Street Trail's development, the goal is

to work with private-sector property owners and investors, as well as local businesses to make this a win-win for them.

The city would create a great public-access atmosphere while the private-sector would develop the retail, restaurants, facades, and on-site amenities and activities.

The ultimate goal is to create a central gathering place that is lined with small shops, cafes, and restaurants away from the noise of tanker trucks and heavy traffic in a safe, inviting and appealing

setting, like you see in the photo, below.

This is coming to downtowns across North America, and how it's been for centuries throughout Western Europe.

A plus for the C Street Trail is rather than having a straight row of shops, the Trail will actually meander around some shops making it far more interesting with something new to discover around each corner or around each collection of shops.

There are some businesses already in this area that would not be part of the "highest and best use" of these properties.

All of these businesses are wanted, and needed, in Heber City, but over time they might decide to locate in upper-floor spaces or in other areas more suitable to their business.

Sometimes this includes "rearranging the business mix" so that destination retail is placed along C Street Trail, and neighborhood retail (banks, pharmacies, shoe repair, etc.) are in another well-defined area of Heber City.

This has worked well in cities like Park City; Jackson, Wyoming (Jackson Hole); and Sisters, Oregon.

Roger Brooks was working in Jackson, Wyoming as they focused on becoming one of the largest arts towns in the U.S., with a focus on Native American and Western art, including western furnishings and home accents.

One of the existing businesses in the core downtown area happened to be an insurance agency and they owned the building. He, and other similar businesses, had no intention of moving and



ZONING RECOMMENDATIONS

none were forced to do so.

Over time, downtown became home to more than eighty-five galleries and western living shops, and the insurance agency realized they could lease their property to a “destination retail” shop, which commands a higher rent, and then move to another part of town (just a couple of blocks away) where other like “local” businesses were located.

As C Street is developed, the business mix will organically shift to meet the needs of the customers that are in front of their buildings.

ZONING

It is recommended that the C Street District have a zoning overlay that does not allow for chains and franchises along the C Street Trail.

This keeps the Trail organic to Heber City with local shops and eateries.

Remember that the Trailhead Plaza is a business incubator with the goal of helping grow businesses on the plaza in small kiosks and retail spaces, and then move into inline permanent locations along the C Street Trail or in other areas of downtown Heber City.

This district should also have strict design standards, blade signs in a uniform height and size, no backlit signage (a neon open sign would be allowed in shop windows), and other ordinances specific to the district.

Awnings should be encouraged and other elements and guidelines encouraged. This can be done by creating a “C Street Trail Guidelines and



Options” book with photographic examples that include seasonal decor, window displays, exterior facade treatments, extension of window displays to exterior spaces, sidewalk cafe seating, benches, pots and planters, etc.





PARKING

PUBLIC PARKING

LONG TERM SOLUTIONS

The old model of so many parking spaces per square foot of office or retail no longer applies in high-density shopping, dining and entertainment districts - core downtown areas. In fact, that model has, for the most part, been out of date for more than twenty years.

And with downtowns finally focusing on people instead of cars and parking, great solutions are now in play.

Typically, the city will build parking structures (often they are privately developed in large urban cities) and new development projects pay an in lieu fee to help offset the cost of providing public parking.

This way development can concentrate on the highest return on investment, which includes retail, office, lodging, food services, and entertainment venues instead of taking up valuable space for parking lots.

The Envision Central Heber 2050 plans call for high-density development with a focus on a mix of uses in a beautiful, pedestrian-friendly environment.

In reviewing the 2050 plan, the types and quantities of businesses that will, over the next twenty-five years, be developed in downtown Heber, and then including public parking already in place (primarily street-front parking), there will be a need for an additional 1,200 parking spaces.

This is in addition to the approximately 380 city-owned street-side parking spaces along Main

Street, on each side street one-block east and west from 100 N to 400 S. This does not include any public parking along the E 100 and W 100 blocks throughout the district.

This would serve the core high-density district, which would have its own “parking district” and set of rules that differ from traditional surface parking lots both north and south of the core business district. The Central Heber Parking District (see map, opposite) would encompass the blocks from 100 North to 400 South along Main Street and, from west to east would include 150 West to 150 East.

Should properties along 100 W and 100 E be zoned for commercial use, in the future, then those properties would fall under the Central Heber Parking District.

The district includes ten square blocks, and over time, this Parking Plan includes the development of three 400+ space parking structures, two on the West side of Main, and one on the East side of Main.

Each of these would include ground floor retail where they face Main Street or the C Street Plaza and would have decorative screening so that they aesthetically pleasing.

Location ideas have been discussed, but no determinations have been made, at this point. The first, and primary structure, will be located on publicly owned land (see yellow square, opposite), but the other two sites may be developed on privately-held properties.

SHORT TERM SOLUTION

The goal is to create the first parking structure in 2026, with 2025 set aside for property acquisition, architecture and engineering, fundraising, permitting, site clearing and prep, etc.

Because this structure will open onto the future C Street Trail, retail frontage will be placed on the street level of the parking garage. This could extend up two stories, as they did (opposite far right) in downtown Boulder Colorado.

If you look at the large photo on Page 14, you'll see retail on the ground floor, office space on the second floor, and if you look closely, you can see the parking structure behind these frontage uses.

The recommended parking structures would include three parking decks, plus ground floor parking behind the retail shops, providing four levels of parking, including the roof level.

Each of the parking garages would likely be a public-private partnership with the private-sector ownership and development of the retail and upper floor uses (if any). Some of the spaces within the garage would be condominium parking stalls for the use of those tenants and property owners.

This should still allow for more than 300 public-use parking spaces in the structure.

Once C Street Trail has been developed, the businesses along the trail would use the parking structure (185 spaces when every space is full), still leaving well over 100 spaces for customers.

The other two parking structures will need spaces in each to accommodate retail as part of the struc-

PUBLIC PARKING



ture, but wouldn't need to offset the loss of parking in the C Street Trail district.

PARKING FEES

To help offset the cost to develop these structures, there would be a charge to use the parking garage. The trick is to make the parking "worth the cost." If you ever attend an NFL game or other major sporting event, or a major event you'll find parking fees range from \$10 to \$30 and attendees are often willing to pay that for the convenience. A good chunk of attendees will take public transit, Uber, Lyft or micro-transit to attend these.

A good model for Heber City would be a fee along the lines of \$1 per hour, up to a maximum of \$5 per day, with no time limits in each 24-hour period.

To have covered parking during the hot summer months and icy winter months (except for the roof level) makes this a valuable, and worthwhile expense.

By charging no more than \$5 also incentivizes customers to stay longer. After all, after the first five hours, it's free. This also is a benefit to workers who might use a parking space for nine hours each day (including lunch period).

If a 450 spaces garage averaged seventy-percent occupancy, and accommodated two turns (a person for five hours, and a second person in the same spot

for an additional five hours), the garage would generate \$3,150 per day or \$1,134,000 a year in parking fees. This is conservative at both seventy-percent and only ten hours of use each day, so revenues would likely be higher than this.

While most parking structures are now automated, there will typically be at least one of two people assigned to work in each garage for security, maintenance, and customer assistance. Other costs include insurance and capital costs.

But that should still provide about \$500,000 per year to offset the cost of development.

Depending on the arrangement with retail development at each structure, additional revenues would be realized to help offset the cost of development. Particularly the full cost of developing the spaces they would "own."

The photos, left, show three examples of parking with first, floor retail and decorative facades.

CITY-OWNED STREET-FRONT PARKING

The city (and county) currently is home to 380 on-street parking spaces along Main from 100 North to 400 South, and one block east and west from Main. This does not include parking along E 100 and W 100 blocks.

Initially, we recommend that no parking fees be charged for use of these spaces, but that a three-hour time limit be strictly enforced to encourage parking beyond three hours in the garages where not time limits are imposed.

PUBLIC PARKING



18 Heber City, Utah

DEVELOPMENT FEES

For each new development within the Central Heber Parking District, for every 350 square feet of retail or office space, the developer would pay an in lieu fee of \$4,000 to help offset the cost of a parking structure.

Current city ordinances call for three parking spaces per 1,000 square feet. This is in keeping with that ratio.

The average cost of develop a single surface parking space, not including land acquisition, is approximately \$8,000. So this fee should not be an impediment, at all, and is actually great incentive to develop high-quality retail, office, restaurant, or living/lodging spaces within the district.

The average cost of developing a multi-level parking garage is typically \$30,000 to \$35,000 per space, with attractive screening.

No business within this zone would be required to provide parking.

With reagrds to upper level lodging or residential the in lieu fee would be as follows:

Hotel rooms	\$4,000 per room	(1 space)
Studio living	\$4,000 per unit	(1 space)
One bedroom	\$6,000	(1.5 spaces)
Two bedroom	\$8,000	(2 spaces)
Three bedroom	\$12,000	(3 spaces)

These figures also accommodate guest and staff parking.

HIGH VALLEY TRANSIT

Wasatch County recently passed a levy that allows for expanded High Valley Transit services throughout the county.

The Trailhead Center will be a transit stop, and we recommend that four other easy-to-identify stops, with covered shelters be located at or near:

- 1) The Timpanogos Valley Theatre (serving it as well as the city and county offices)
- 2) At the current Heber Valley Tourism offices (500 N and Main)
- 3) At or near the police department building
- 4) At or near Dairy Keen or the Swiss Alps Inn.

The photo, opposite top left, shows one of the “Trolley Stops” used in Gatlinburg, Tennessee. The photo below that shows the trolley stop in Springdale, Utah.

Schedules, QR codes, and other information should be posted at each location, along with contact information for Micro-Transit services.



PUBLIC PARKING



EVENT PARKING & SHUTTLES

For large-scale events (about thirty each year), off-site parking would be accommodated with shuttles running every 20-minutes between the parking and event location (typically Trailhead Plaza).

The goal is to provide event parking on the west side of town near the fairgrounds, ballfields, rodeo grounds, and future high school. We took the liberty of showing the parking next to the county ball-fields, if it were paved with a transit stop to see how many spaces it can accommodate (see lower right concept). There are 480 spaces here. The goal is to not have competing events at the

same time. For major sporting events, it would be beneficial to provide shuttles between the sporting facilities (and the scenic railroad across the street) to Trailhead Plaza and downtown.

Then during Trailhead Plaza events, the shuttles would offer rides from parking on the West side to downtown.

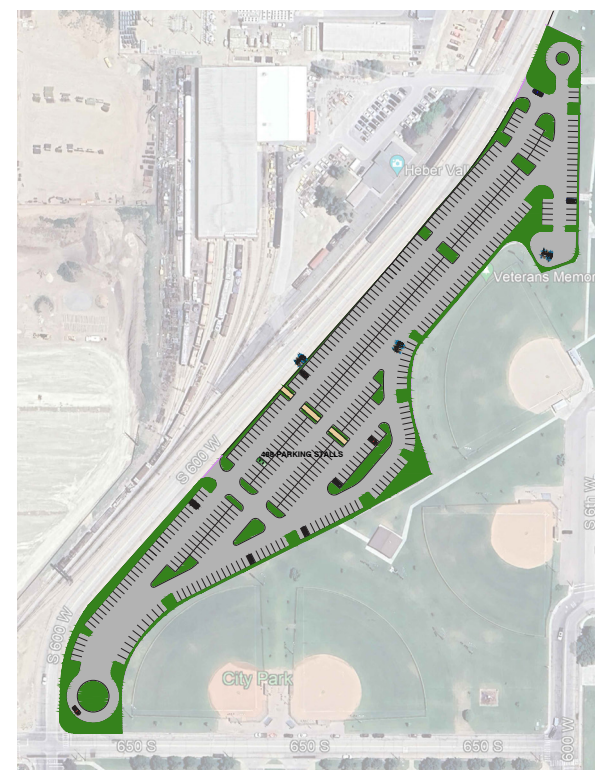
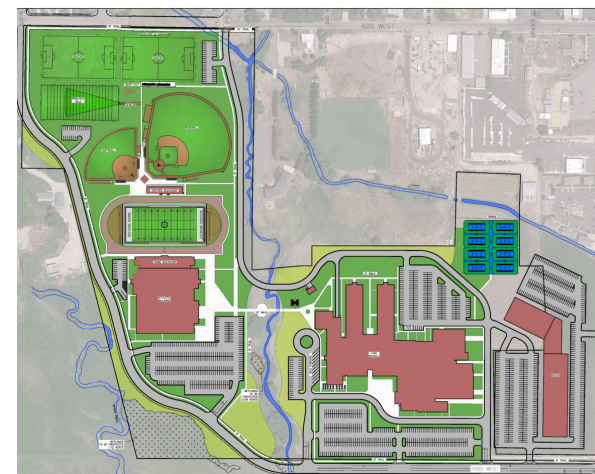
There will be more than a thousand parking spaces in the Depot and Old Town Heber area once the high school is built.

During weekends, and during the summer months, perhaps an arrangement can be made with the school district to also utilize its parking areas larger downtown events.

And the same could be done with the fair and rodeo grounds - and other parking areas in this part of town.

Over time, and by the time the Winter Olympics take place (2034), Heber City may decide to purchase two or three rubber-tire trolleys (top right photo) and provide its own shuttle service, every 15-minutes between the west side of town and downtown.

Studies have shown that event guests will typically wait up to 15 minutes to catch a shuttle. Otherwise they will simply drive.





Contact Information

Destination Development Association
5919 Hwy. 291 Suite 1-187
Nine Mile Falls, WA 99026
(206) 241-4770

Email: Becky@DestinationDevelopment.org
www.DestinationDevelopment.org

 **Destination Development
Association**

Copyright © 2024 Destination Development Association. All rights reserved. No part of this material may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, microfilming, recording, or otherwise without written permission from Roger Brooks International