



Bonanza Park

Small Area Plan

June 5, 2024 DRAFT



Bonanza Park

Small Area Plan

This vision for Bonanza Park represents thousands of ideas, comments, and conversations we conducted through this process. We thank Parkites for their passion and engagement.

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Executive Summary 4

01

Introduction 8

The Purpose of this Plan 10
Process & Schedule 12
Plan Alignment 14
History of Bonanza Park 20

02

Bonanza Park Today 22

Existing Conditions 24
Community Engagement 36
Vision Statement and Project Goals 48

03

Bonanza Park Tomorrow 52

Mixed Use 54
Local 66
User-Friendly 70
Inclusive 78
Green 82
Cultural 86

04

Bonanza Park in Action 90

Implementation 92
Implementation Matrix 96

Stand-Alone Mobility Component Separate Document

Executive Summary



Mixed Use



Local



User-Friendly



Inclusive



Green



Cultural

A community-driven vision for Bonanza Park

The Bonanza Park Small Area Plan is a long-term vision that builds on the area's rich history and its meaningful place in the community.

With community engagement at its core, this plan re-imagines Bonanza Park as a more walkable, mixed-use, and livable community that continues to serve and be home to Parkites of all ages, incomes, and backgrounds. With a vision statement, six project goals, and 19 recommendations, this plan will guide public and private investment in Bonanza Park for the next ten years.

More than 1,500 Park City voices helped shape the ideas and concepts in this plan. The planning process

included three community meetings, two online surveys, 12 stakeholder roundtables, a project website with interactive features, and additional in-person engagement such as walking tours, coffee and pastries events, and meetings with students. The planning process was led by Park City Staff, with multiple touchpoints between the planning team, Planning Commission, and City Council at the culmination of three phases of community engagement. The process was advised by a 14-member Advisory Group including community leaders, business owners, and residents, that met four times through this process at key milestones to provide feedback to the planning team.

The plan's engagement set the foundation for a

1,500+

Park City Voices Engaged

3 Community Meetings
(500+ Attendees)

2 Online/Paper Surveys
(970 Responses)

12 Stakeholder Roundtables
(62 Stakeholders)

4 Advisory Group Meetings
(13 Members)

Ongoing Project Website

Additional In-Person Engagement

Vision Statement & Project Goals

Bonanza Park is a neighborhood where Parkites gather to shop, dine, and express local art and culture. The Bonanza Park of tomorrow will build on this vibrancy to become a more walkable, connected, livable, and inclusive community for current and future Parkites of all ages.

project vision statement that helped synthesize the community's hopes, needs, and expectations for the future of Bonanza Park. This statement, along with the results from the first phase of engagement, set the framework for the development of six project goals. These goals establish desired outcomes for Bonanza Park that are supported by the community and create the topic areas by which the plan's recommendations are organized. The goals were introduced to the community at the second community meeting, and were revised, refined, and added to following community feedback. The goals, listed below and shown in the accompanying graphic, build on what Parkites described as the future for Bonanza Park:

- **Bonanza Park is Mixed Use:** The Bonanza Park of tomorrow will be a mixed use neighborhood with livability in mind.
- **Bonanza Park is User-Friendly:** The future Bonanza Park will be a safe haven for pedestrians, cyclists, and transit riders.
- **Bonanza Park is Local:** Bonanza Park will continue to be a locals neighborhood that serves Parkites through and through.
- **Bonanza Park is...Inclusive:** Bonanza Park will remain attainable to Park City's workforce.
- **Bonanza Park is Green:** Bonanza Park will add community gathering spaces and new sustainable development.
- **Bonanza Park is Cultural:** Bonanza Park will weave arts and culture into the community fabric.



Mixed Use

Create a mixed use neighborhood with livability in mind.



Local

Support locally-owned business & entrepreneurship.



User-Friendly

Create a safe & intuitive network for pedestrians, cyclists, and transit users.



Inclusive

Expand the availability of affordable and workforce housing units.



Green

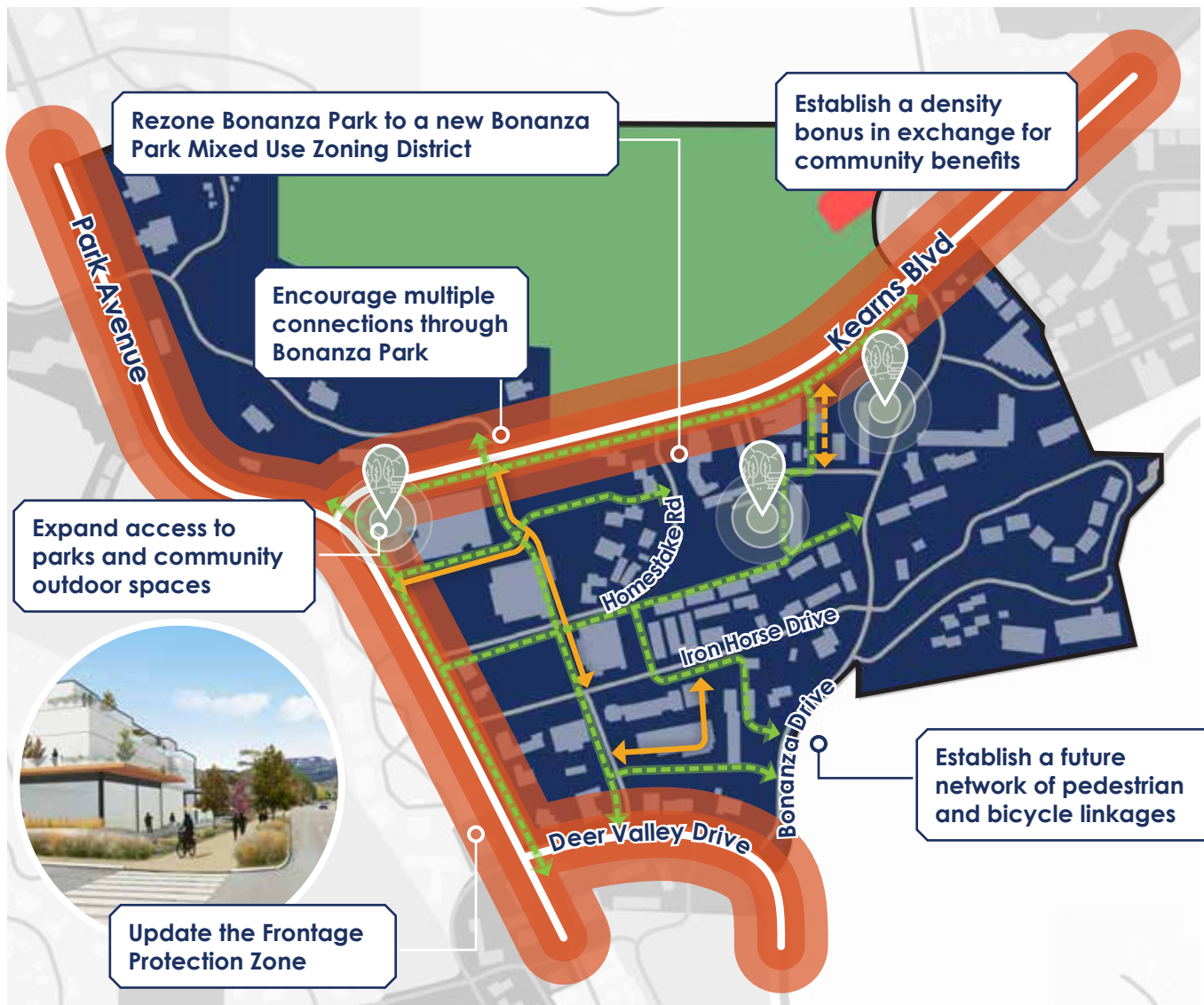
Create a more welcoming and sustainable community.



Cultural

Weave arts and culture into the community fabric.

Key Recommendations



One of the plan's key recommendations, and a major tool in ensuring that Bonanza Park grows into a more vibrant neighborhood, is the creation of a new Bonanza Park Mixed Use Zoning (BPMX) District to replace the current outdated and more commercial- and auto-driven zoning. This future BPMX is an umbrella recommendation that will enable and overlap with many of the concepts and ideas in many of the plan's goals. The BPMX will not only establish a zoning tool that is appropriate for the area's existing conditions, but it will also guide

growth and development for key redevelopment sites in Bonanza Park. The BPMX does so by encouraging a mix of uses and providing a path toward increasing building heights to 45-feet through the addition of a density bonus in which developers provide significant community benefit in return for increased density.

Understanding that this additional density, while largely supported by the community, will impact viewsheds in Park City's scenic corridors, the plan also recommends updating the Frontage Protection Zone (FPZ). Updates to the FPZ will ensure

- Bonanza Park Mixed Use Zoning
- ROS - Recreation Open Space
- Frontage Protection Zone
- Potential Future Connections
- Potential Future Bike/Ped Links
- New park/outdoor space

that development along these key corridors will honor Park City's scale and character and will ensure that any increases to allowable building heights with community benefits, are stepped back to protect mountain views.

The plan also has a clear and definitive focus on improvements to the public realm to support this additional density and create an environment in which Parkites can safely walk, bike, and ride transit. The plan's User-Friendly goal ensures that all streets in Bonanza Park include basic pedestrian facilities, such as sidewalks and marked crossings at intersections, and all current sidewalk gaps identified in this plan are addressed. As well, the plan recommends potential future pedestrian and trail connections within the neighborhood to fix a connectivity gap between the nearby Rail Trail, the McLeod Creek Trail, and Poison Creek Trail.

The plan also includes recommendations to ensure that Bonanza Park remains a "locals' neighborhood," such as policies to limit chain businesses, creating new community gathering spaces, and working with the development community to build more affordable and workforce housing. As the home for the Kimball Art Center, Bonanza Park is also a significant hub for Park City's art scene. Through recommendations in the Cultural goal, this plan builds on this momentum to encourage new public art and placemaking elements throughout the neighborhood.

Combined, these recommendations will facilitate the vision for Bonanza Park and create the community that Parkites desire.



Mixed Use	Create a mixed use neighborhood with livability in mind
MU1	Create a Bonanza Park Mixed Use District
MU2	Update the Frontage Protection Zone
MU3	Establish development guidelines for new multifamily and mixed-use buildings
Local	Support locally-owned business & entrepreneurship
L1	Limit nightly rentals, hotels, and timeshares
L2	Limit conventional chain businesses
L3	Cap commercial square footage per building
User-Friendly	Create a safe & intuitive network for pedestrians, cyclists, and transit users
UF1	Establish a future network of pedestrian and bicycle linkages through Bonanza Park
UF2	When considering development proposals, encourage multiple connections through Bonanza Park
UF3	Leverage future developments to fund and implement mobility improvements
UF4	Create a vibrant pedestrian-oriented neighborhood
Inclusive	Expand the availability of affordable and workforce housing units
I1	Work with the development community to build more affordable and workforce housing
I2	Establish bold affordability metrics to guide decision-making
I3	Work with residents and property owners to preserve naturally occurring moderate income housing
I4	Ensure that new housing and public spaces in Bonanza Park follow Universal Design Principles.
Green	Create a more welcoming and sustainable community
G1	Ensure that all current and future Bonanza Park residents are within a safe and comfortable 10-minute walk to a park
G2	Provide examples of publicly accessible green spaces or outdoor community spaces
G3	Incentivize sustainable development within Bonanza Park
Cultural	Weave arts and culture into the community fabric
C1	Use public art and placemaking elements to inspire, delight, and enliven public spaces and streets in Bonanza Park.
C2	Ensure that public art is meaningfully incorporated into development proposals



The background of the page is a dark blue aerial map of a residential area, showing streets, buildings, and green spaces. The map is centered and covers the entire page.

01

Introduction

This Chapter Includes:

Plan Purpose

Process & Schedule

Plan Alignment

History of Bonanza Park

The Purpose of this Plan

The Bonanza Park Small Area Plan addresses the planning needs and policy goals of residents, business owners, and stakeholders.

Located just north of Old Town, Bonanza Park is considered by many a “local’s” neighborhood. Home to hundreds of residents and businesses, the area is where Parkites come to shop, run errands, recreate, and visit local destinations.

Over the last five years, Bonanza Park and its nearby areas have continued to welcome new visitors and residents. Within its boundary, current and proposed developments will bring in new residential units, restaurants, hotel rooms, and retail.

As such, Bonanza Park is at the crux of a transformation. With more redevelopments on the horizon, the neighborhood may experience a significant shift in its character and scale. From a redevelopment of the five acre site at the intersection of Kearns Boulevard and Bonanza Drive, to a potential redevelopment

of the DoubleTree Hotel site, the future Bonanza Park and Iron Horse District will likely include hundreds of new residents, businesses, and destinations.

With walkability and livability in mind, the time to plan for the future of Bonanza Park is now.

This plan is an opportunity to reflect on the past, examine current trends, and chart a future for this expected growth. As redevelopment occurs, this plan sets a vision to align improvements with the needs and expectations of Parkites.

This plan does so by engaging the Park City Community to establish a long term vision for the neighborhood, and outline recommendations that get the community closer to this vision. Through community meetings, online surveys, walking tours, stakeholder roundtables, and one-on-one engagement with community groups, this

plan represents the ideas, aspirations, and optimism of more than 1,500 Park City voices engaged through this process.

Their vision for the future of the neighborhood is distilled through a single vision statement for the future of the community, followed by six project goals outlining focus areas. A series of recommendations are introduced under each goal in the third chapter of this document, Bonanza Park Tomorrow.

Together, this vision, the goals, and the recommendations will help steer Bonanza Park toward a more walkable, connected, livable, and inclusive community for current and future Parkites.



Bonanza Park

Small Area Plan

A Small Area Plan for Bonanza Park to address the planning needs and policy goals of residents, business owners, and stakeholders.

Identify community priorities

Describe the vision for Bonanza Park

Craft a Land Use Element

Develop a stand-alone Connectivity and Mobility Element

Identify implementation recommendations

Process & Schedule

Launched in May of 2023, the 14-month process was divided into six major project tasks from project kickoff to plan adoption.

The Bonanza Park Small Area Plan was led by Park City Municipal Corporation (PCMC) Planning Staff, in collaboration with a consultant team composed by planning and design firm MKSK, engagement specialists FutureIQ, and mobility and transportation experts Fehr and Peers. Between May of 2023 and June of 2024, this planning team engaged with the Park City community and steered this process from kickoff through plan adoption.

The planning process was guided by a Project Management Team (PMT) composed of PCMC Staff, meeting biweekly with members of the planning team. This PMT reported on progress to Park City's Planning Commission and City Council.

As seen on the graphic on the adjoining page, the first three tasks of this process, from May to July of 2023, consisted of project initiation and understanding, and included the first phase of community engagement. Starting with a kickoff meeting with the Advisory Group on May 23 and a Community Kickoff Meeting on July 19, 2023, and culminating with an update to City Council to share engagement results on August 29, 2023, the first phase of engagement provided initial direction for the plan's vision and goals.

The plan's second phase of engagement occurred in Task 4, between August and November of 2023, overlapping with the development of the plan's land use and connectivity frameworks. This second phase, which

included a third meeting with the Advisory Group and a second Community Meeting on October 18, 2023, culminated with an update to Planning Commission on January 10, 2024 and City Council on January 11, 2024, to share Phase 2 Engagement results.

Tasks 5 and 6 oversaw the third and final phase of engagement, and the creation of this final document outlining the plan's process and recommendations. This third phase of engagement included a fourth Advisory Group Meeting on February 14 and a third and final Community Meeting on April 9, 2023. Following this meeting, the plan's adoption process, including meetings with Planning Commission and City Council, occurred between May and July of 2024.

Community Engagement Phase 1

Task 1: Define plan timetable and existing conditions [May 2023]

Existing Conditions Assessment
Plan Alignment

Advisory Group Meeting 1
(May 23, 2023)



Task 2: Develop a community engagement plan [June 2023]

Project Website Launch
Stakeholder Roundtables

Stakeholder Roundtables
(July 20, 2023)



Task 3: Develop neighborhood vision & plan goals/objectives [July 2023]

Plan Goals and Objectives
Vision Statement

Advisory Group Meeting 2
(July 19, 2023)

Community Meeting 1
(July 19, 2023)

Task 4: Develop plan components [August 2023 - January 2024]

Land Use Component
Stand-Alone Mobility Component

Advisory Group Meeting 3
(October 18, 2023)

Community Meeting 2
(October 18, 2023)



Task 5: Develop an implementation plan [January 2024 - April 2023]

Land Use and Mobility Component Refinement
Implementation Strategy



Task 6: Develop Final Report and Plan Adoption [January - June 2024]

Final Document

Advisory Group Meeting 4
(February 14, 2024)

Community Meeting 3
(April 9, 2024)

Adoption Process

Community Engagement Phase 2

Community Engagement Phase 3

Community

Community

Plan Alignment

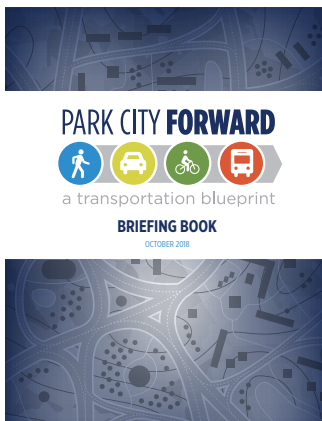
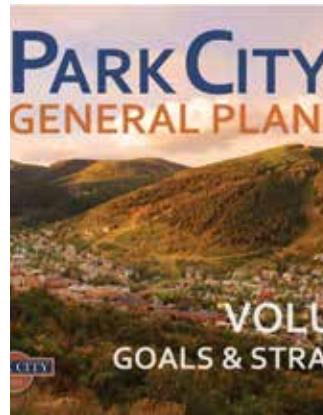
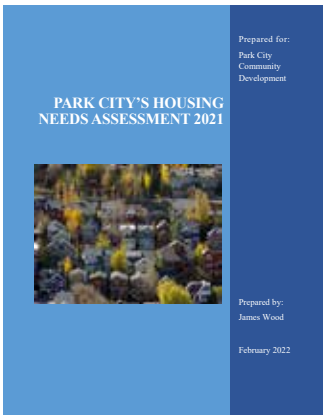
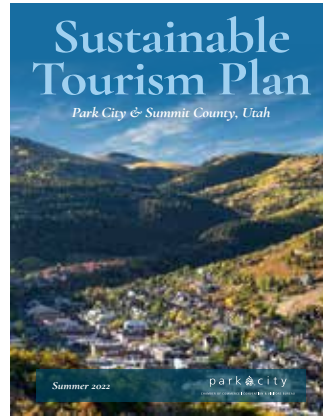
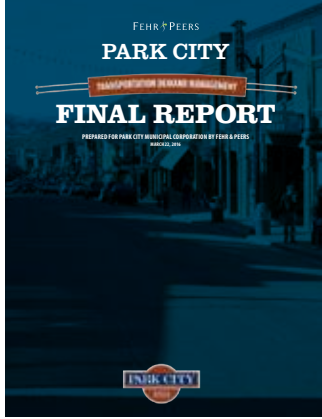
An analysis of previous and ongoing planning efforts in Park City that overlap with the site boundaries of this project

Throughout the last decade, Park City has engaged its residents in various planning processes. These plans, studies, and visioning documents establish a strong foundation for the Bonanza Park Small Area Plan. The plans touch on issues and themes relevant to Bonanza Park and this plan, from housing and transportation needs, to citywide goals and visioning.

At the onset of this planning process, the planning team conducted a review of the most recent and applicable studies, listed to the right. These studies were examined through the lens of their applicability to Bonanza Park to help understand the study area from a regional and citywide perspective. Their inclusion into this study honors and respects the thousands of Parkites engaged through these plans.

Plans Reviewed:

- Draft Bonanza Park Plan (2012, Not Adopted)
- Park City General Plan (2014)
- Transportation Demand Management Report (2016)
- Arts + Culture Master Planned Development Submittal (2020)
- Affordable Housing Assessment (2021)
- Park City Vision 2020 (2021)
- Sustainability Plan (2022)
- Rail Trail Master Plan (2022)
- Moderate Income Housing Plan (2022)
- Park City Forward - Long Range Transportation Plan (2022)
- Park City Forward Vision Summary (2022)
- Short-Range Transit Plan (2016 and 2023 Update)
- 5-Acre Site Feasibility Study (2023-2024, concurrent)



Park City Vision 2020

Through Vision 2020, Park City established a community-supported future of 'Embracing Bold Action'.

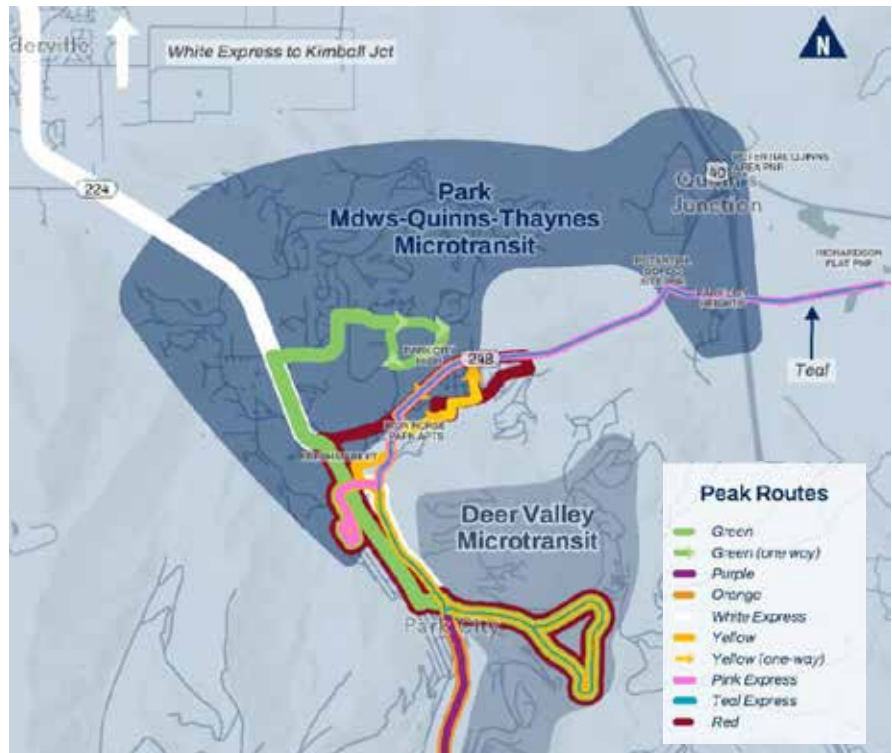
- **Regional Approach:** The scale of development occurring around Park City threatens to dwarf and overwhelm local efforts to manage growth and change.
- **Social Fabric:** Park City residents are concerned about neighborhoods turning over to nightly rentals, lack of affordability and displacement of locals.
- **Living laboratory:** Experimenting and testing new approaches to solve key challenges.



Transportation Plans (2016-2023)

Various transportation plans have identified priority projects around Bonanza Park.

- Improve sidewalks and crossings and develop multimodal improvements in the Bonanza District along Bonanza Drive, Park Avenue, Kearns Boulevard, and Deer Valley Drive (Park City Forward)
- SR-248 (Kearns Boulevard) has pronounced AM and PM peaks year-round, though they are more pronounced in the winter (TDMR).
- The 2023 Short Range Transit Plan recommends improvements to the SR-248 Corridor via new express routes with 15-20 minute peak frequency and longterm BRT (bus rapid transit) infrastructure.

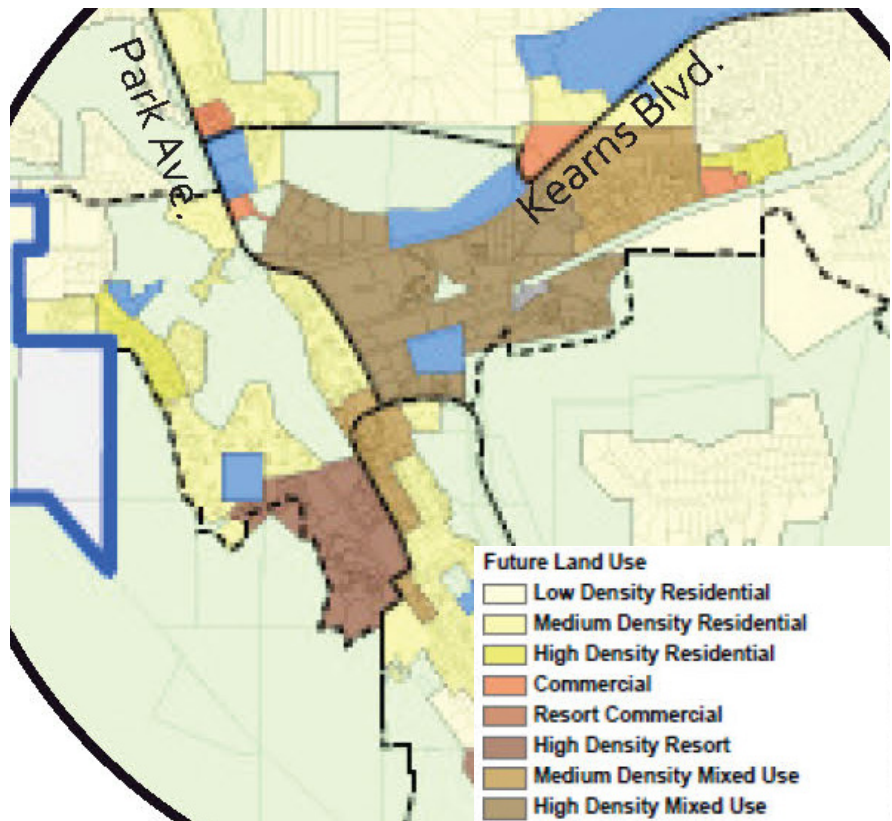


2023 Short-Range Transit Plan
2022 Park City Forward - Long-Range Transportation Plan
2016 Transportation Demand Management Report (TDMR)

Park City General Plan (2014)

The General Plan identifies Bonanza Park as a potential future compact, mixed-use center along a priority transit corridor.

- Future land uses for the neighborhood show a concentration of mixed use to replace commercial land uses.
- There is an opportunity to expand the Transfer of Development Rights (TDR) program for Bonanza Park to receive density from “sending zones.”
- Establish a neighborhood economic development tool for the Bonanza Park District to utilize increased tax revenues into the redevelopment area.



Evolution of Place (2012) & General Plan (2014)

The General Plan described Bonanza Park and Snow Creek as “A mixed use neighborhood in which locals live and work.”

- Gentrification is one of the greatest threats to the neighborhood’s affordability.
- Light Industrial zoning is within walking proximity of residential units.
- Multifamily residential uses should be concentrated within the Bonanza Park redevelopment area to provide more Life-cycle Housing.
- Establish a limit on nightly rentals to protect the area as a locals neighborhood.

Images in the General Plan Neighborhoods Section reference the 2012 Bonanza Park - The Evolution of Place (2012, draft plan not adopted)



Housing Studies (2021 - 2022)

Both housing studies identified a need for affordable housing units in Park City.

- Park City has an inventory of 650 affordable housing units with a 99% occupancy rate, with 600 units planned for development by 2026 (Housing Needs Assessment).
- The city's affordable inventory meets the housing needs of about 6% of the workforce. The 600 units planned would bring the share to 11%, about 400 units short of the 15% goal.
- Park City will need to add 800 to 1,000 new units in the next five years, adding both rental and for-sale (80-20 ratio) to the inventory with rental units targeted to households at 63% or below AMI (Moderate Income Housing Plan).

Affordable Housing Assessment (2021) Moderate Income Housing Plan (2022)



Arts & Culture District (2020)

A previous planning study and development proposal for the 5-acre site included the following:

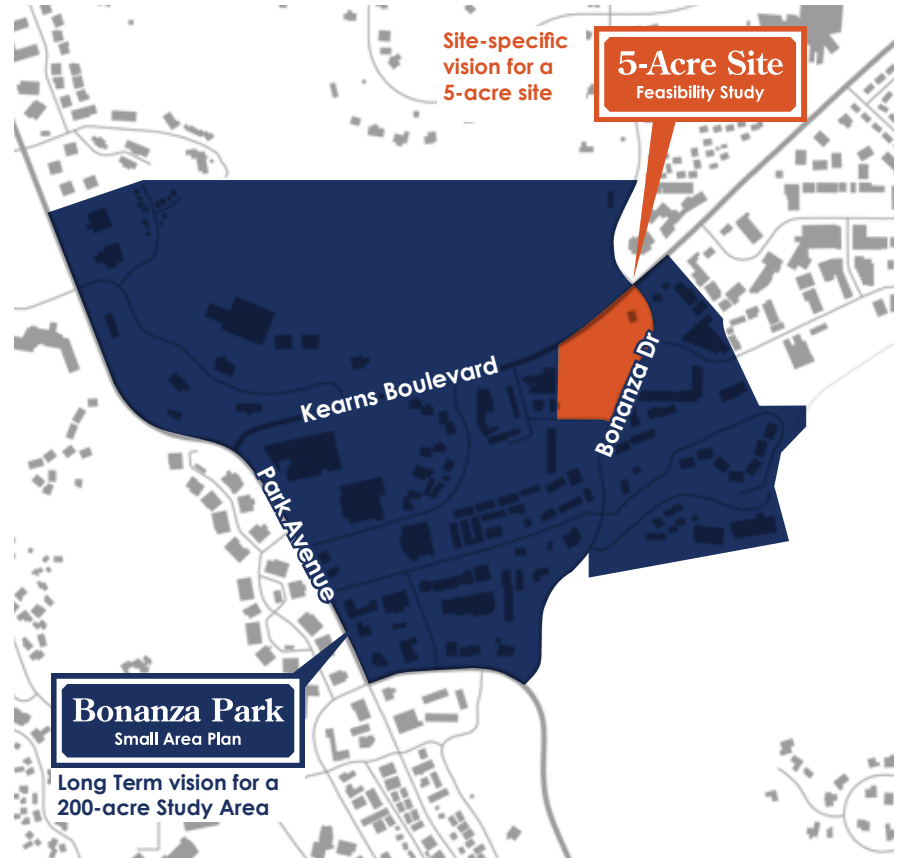
- Two cultural anchors - a permanent location for the Kimball Art Center and Utah offices for Sundance Institute.
- 50 rental units, ranging in size from 400 square feet to 900 square feet. Rents proposed as restricted workforce or otherwise affordable stock, with 8 restricted to artist-in-residency programs and 12 unfinished co-op spaces available to rent.
- A food hall with an anchor tenant as well emerging food purveyors.
- Creative spaces like classrooms, artist exhibition space, and event spaces.



5-Acre Site Feasibility Study (2023-2024, concurrent)

Running concurrently to this process and sharing engagement events, the 5 Acre Site Feasibility Study will craft a community-supported vision for the city-owned property at the intersection of Kearns Boulevard and Bonanza Drive. This feasibility plan, which shared engagement meetings with the Bonanza Park Small Area plan, focused entirely on the 5-acre site and included its own activities, presentation slides, and informational displays. This feasibility study:

- Identified best practices for community-based redevelopment.
- Engaged the community to understand and quantify support for various land uses and densities.
- Identified market and economic feasibility for development scenarios.
- Provided strategic recommendations for implementation next steps.



Bonanza Park History

**Looking back to understand
Bonanza Park's history and
background, and how that will
help us shape its future.**

Bonanza Park served as Park City's northern entry corridor for nearly 100 years. While Old Town developed with commerce along Main Street and residences tucked within the Old Town canyons, Bonanza Park provided vast undeveloped land on the outskirts of town for small farms, pastures, and community gathering spaces like baseball fields and land for the circuses and carnivals that passed through town.

When rail came to town in the 1880s, two lines converged in Bonanza Park with support uses providing a much-needed link from the mines to the markets. When the first of Ford's "Tin Lizzies" arrived in Park City by rail in 1909, within a few years one of the neighborhood's major roads, Kearns Boulevard,

was under construction to connect Park City with the broader region by car.

As more people passed through the neighborhood by car, in the 1930s, local Pop Jenks opened a popular restaurant at the corner of Park Avenue and Kearns Boulevard. In the 1940s, Coffee John's and Fred Ealy's gas station were built alongside.

Also in the 1940s, the open acreage in Bonanza Park became a dumping ground for Pacific Bridge, the company that reprocessed mill tailings, and properties within the neighborhood are now part of the Soils Ordinance Boundary to remediate the soils.

In the 1960s, as Park City transformed from a mining town to a resort town with the opening of Treasure Mountain



*Historical rail lines in Bonanza Park
(Park City Museum)*

Resort in 1963, Bonanza Park developed into a commercial and residential neighborhood, and a selling point was plenty of parking at a location away from congested Old Town.

Today, Bonanza Park is a neighborhood many call home and continues to be an area for local gathering, and a neighborhood that will transform in the coming decade through redevelopment.



Anderson Lumberyard
(current location of Boneyard).



Pop Jenk's Cafe was a popular restaurant on the NE corner of Park Avenue and Kearns Boulevard. Subject to a fire, the location is now home to the Roadhouse Grill.



An early structure in Bonanza Park



Bonanza Park in 1938 (Source: Utah Geological Survey)



Construction of the Rail Trail



Bonanza Park in 1978 (Source: Utah Geological Survey)



02

Bonanza Park Today

This Chapter Includes:

Summary of Existing Conditions

Community Engagement Results

Vision Statement and Project Goals

Summary of Existing Conditions

Located at the geographical center of Park City, Bonanza Park is home to hundreds of residents, businesses, and daily visitors.

Bonanza Park is a diverse Park City neighborhood located just north of Old Town, centered around the intersection of Kearns Boulevard and Park Avenue. Bonanza Park is long considered where locals live, shop, and dine.

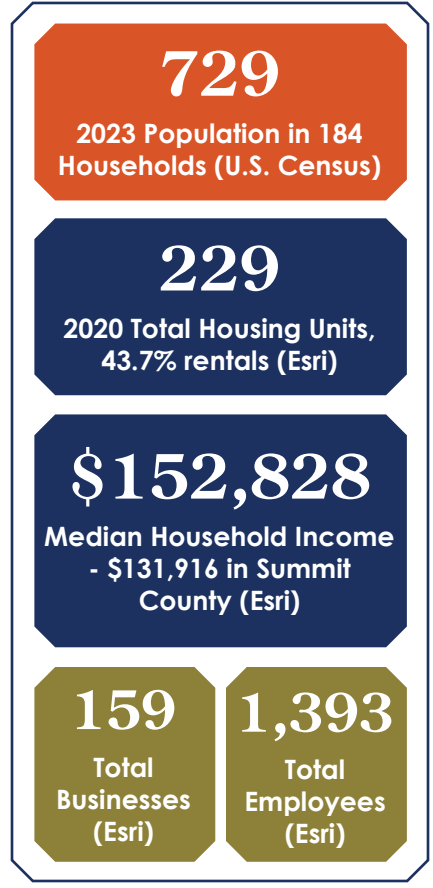
For the purposes of this plan the planning team focused on a 200-acre study area boundary established in Park City's 2014 General Plan, shown on the map in the adjacent page. Generally bound by Park Avenue to the west, Deer Valley Drive to the south, Bonanza Drive and Prospector to the east, and the Park City Cemetery toward Snow Creek Drive to the north, the study area encapsulates much of what Parkites anecdotally described Bonanza Park in the engagement process.

The neighborhood is largely composed of retail,

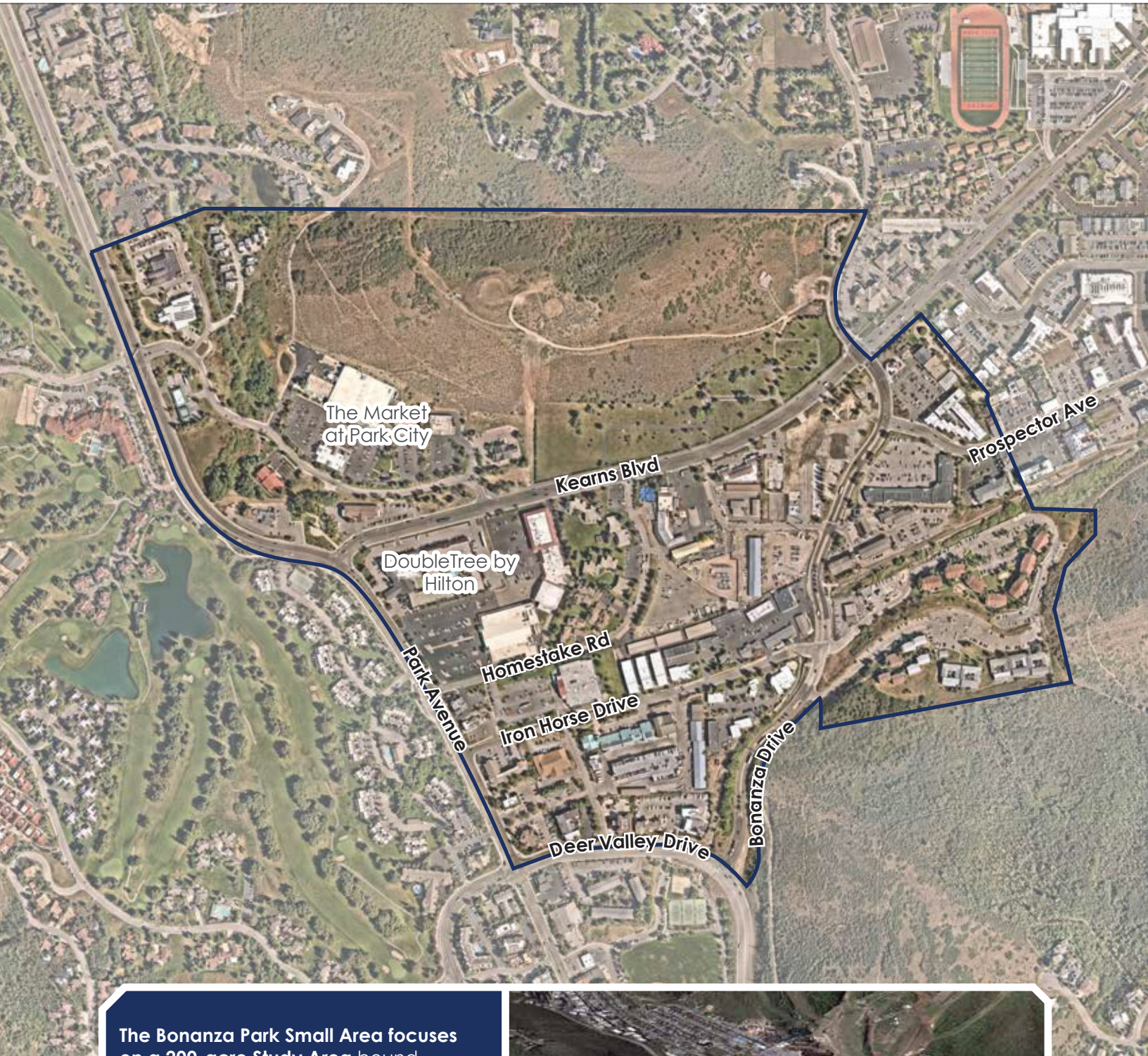
commercial, and municipal uses, as well as large surface parking lots. With 159 businesses employing 1,393 workers (Esri, 2023), Bonanza Park is vital to Park City's local economy. The neighborhood is home to vital services and shopping destinations, such as two full-size groceries, banks, coffee shops, and a variety of restaurants.

Nonetheless, Bonanza Park continues to serve as one of Park City's residential neighborhoods, and is home to a 2023 population of 729 full time residents in 229 housing units (U.S. Census). Bonanza Park is mostly a plan where Parkites rent to live in their residence - a majority, or 54.1%, of the 181 households living in Bonanza Park rent their home, with 45.9% owning their home (Esri, 2020).

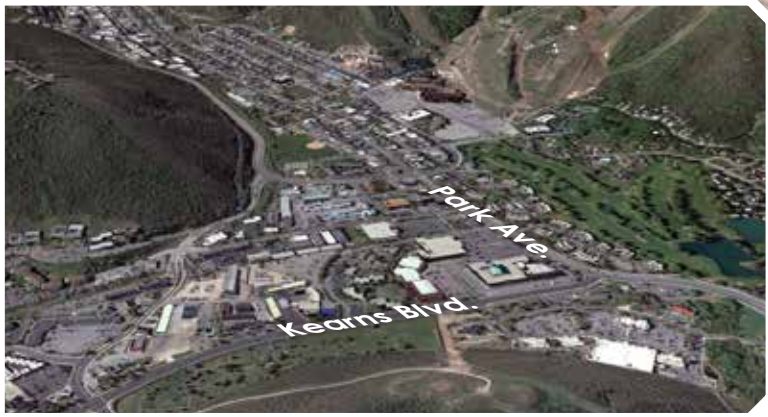
Demographics At a Glance



Bonanza Park Study Area



The Bonanza Park Small Area focuses on a 200-acre Study Area bound by Park Avenue, Deer Valley Drive, Bonanza Drive, Prospector Square, and the Park City Cemetery toward Snow Creek Drive. Nonetheless, the Area Plan considered the neighborhood's connections and transitions to its nearby communities, as well as its positioning within Park City.



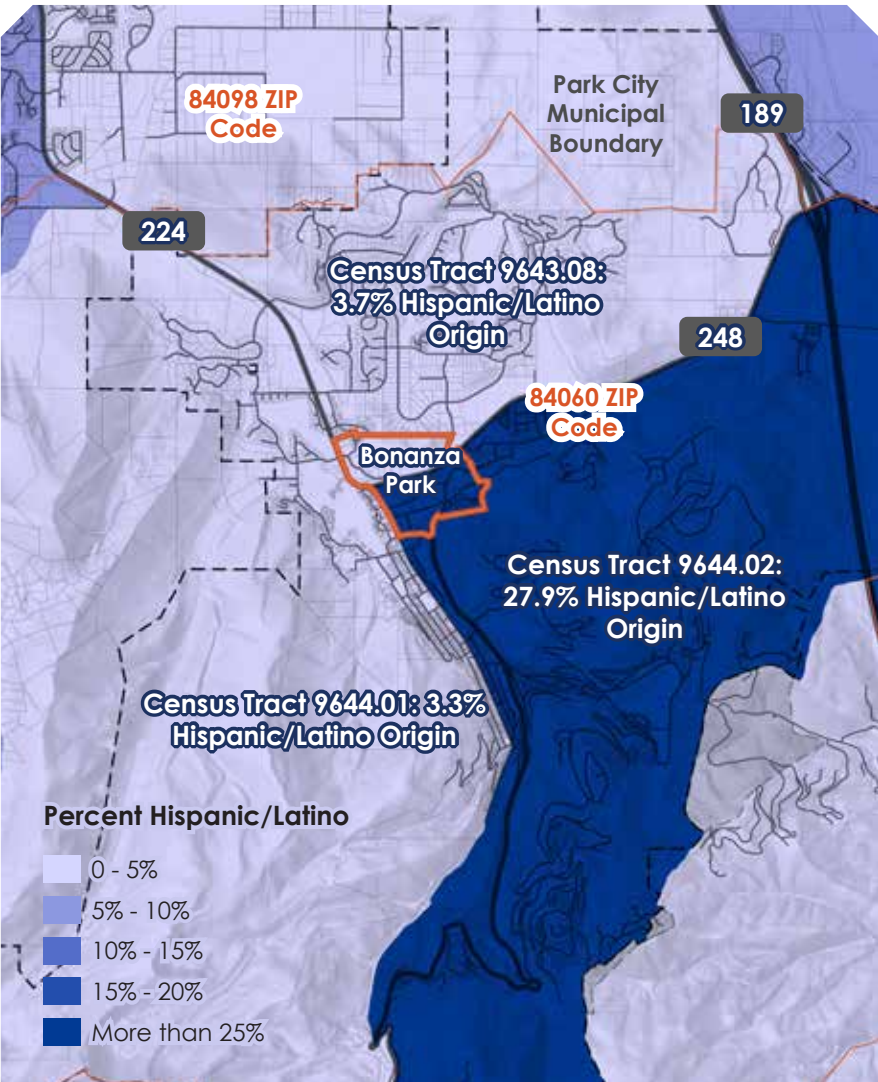
Percent Hispanic/Latino

Of its 2022 estimated citywide population of 8,374 residents, 15.3% are of Hispanic/Latino origin. As a hub for Park City's Latino community, Bonanza Park's 200-acre boundary has 44.3% of its population identifying as having Hispanic/Latino origin. This is a higher number than its surrounding census tracts, as shown on the map to the right (U.S. Census).

Bonanza Park is significant gateway into Park City. Its two main roadways, Park Avenue and Kearns Boulevard, funnel vehicular traffic into and out of the city from nearby State Route 189 and Interstate 80, respectively. As such, many tourists, residents, and commuters experience these corridors and move through Bonanza Park when heading toward Old Town and Park City's ski resorts.

As a geographical center for the city, Bonanza Park sits between vibrant residential and commercial communities. Nestled between the charming residences of Park Meadows, the mixed use character of Prospector, and the picturesque and world-renowned Old Town, Bonanza Park has the opportunity to connect the city.

Despite this centrality, and its location at the crux of various vibrant neighborhoods, Bonanza Park remains a neighborhood where many drive through, but few walk toward. Its auto-oriented physical nature, exacerbated by auto-oriented land uses and development patterns, both challenge connectivity and create an opportunity for this plan to explore.

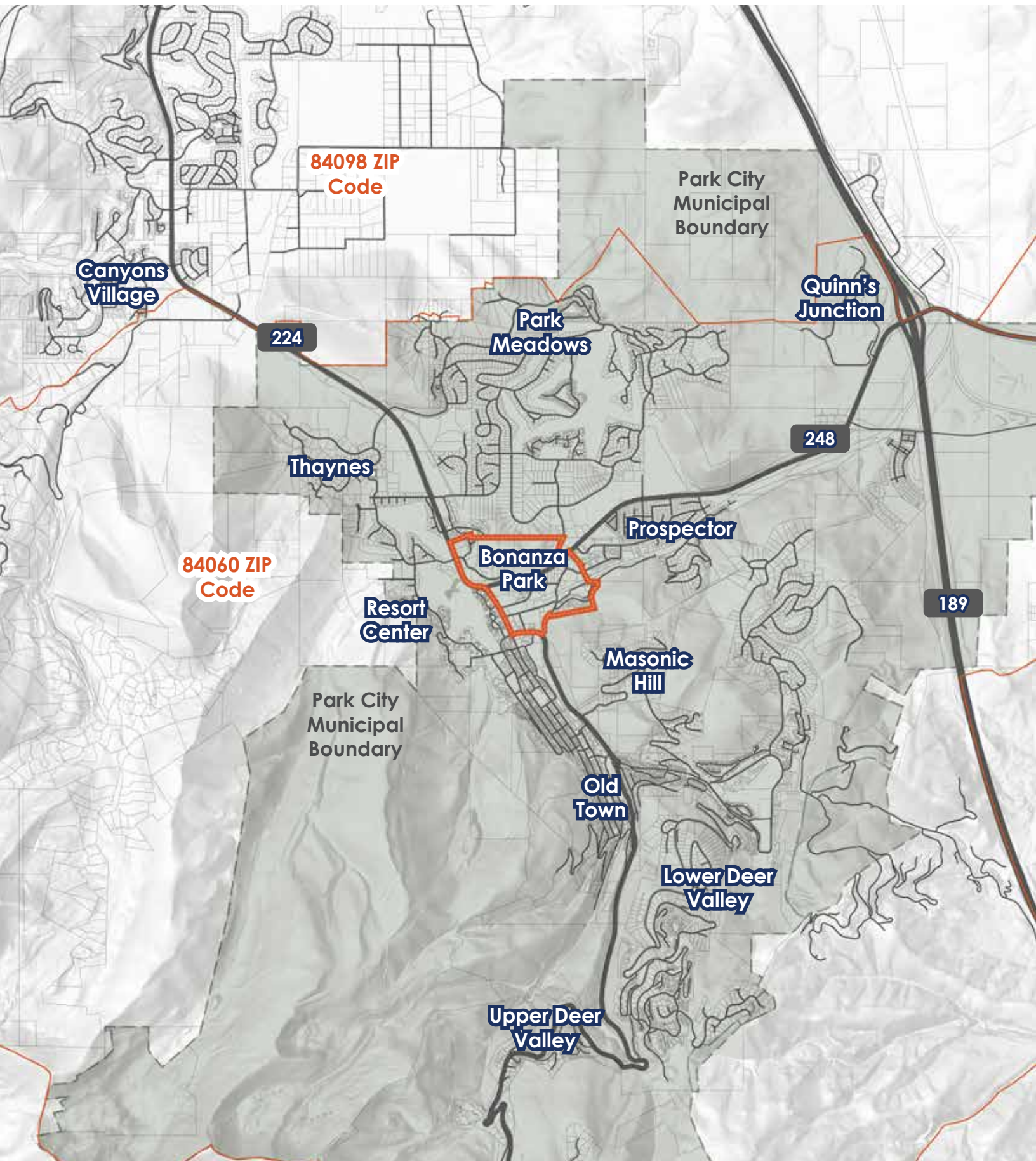


**Bonanza Park Boundary
2023 Population by Race/
Ethnicity (Esri)**

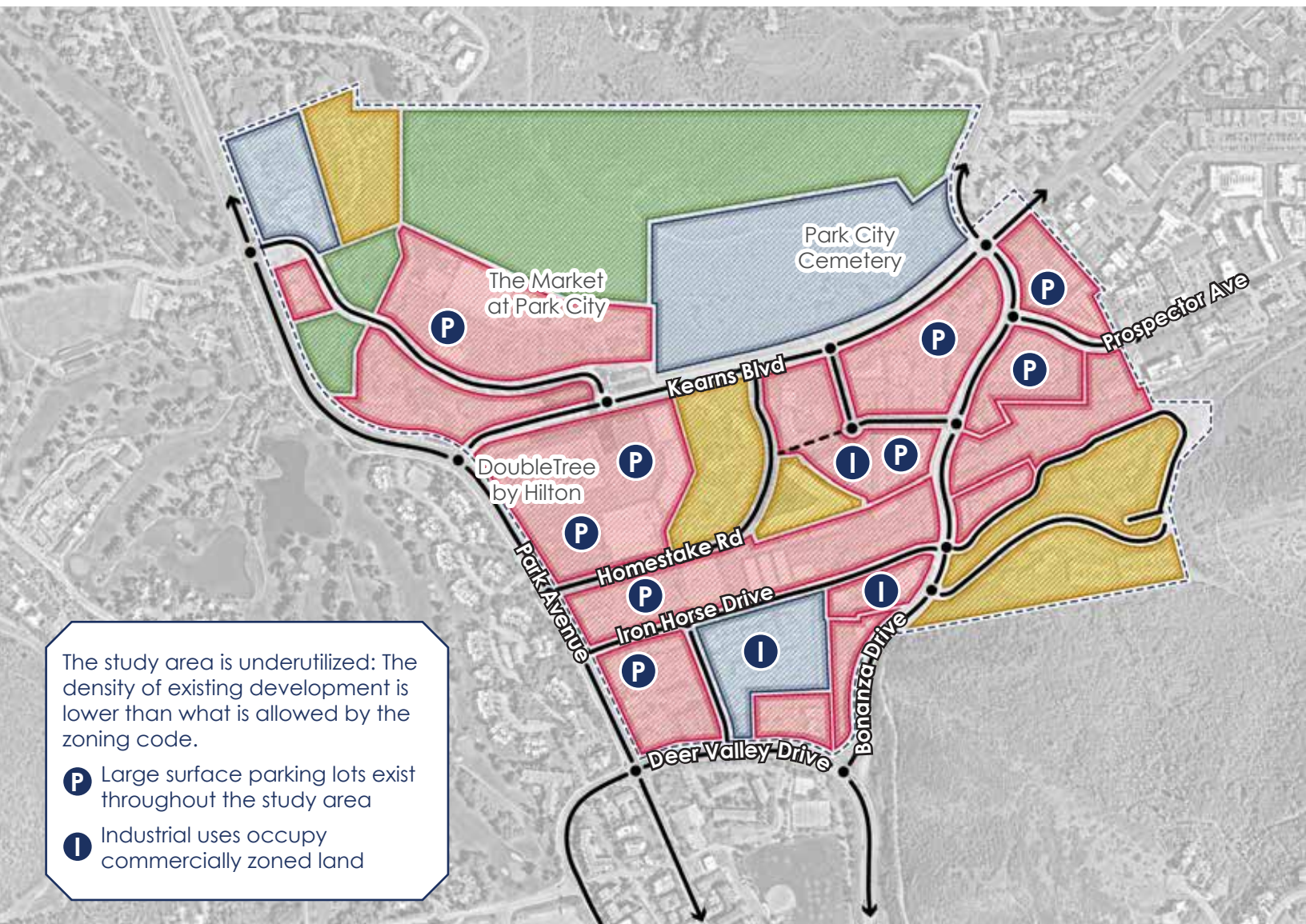
White	53.7%
Black	0.8%
American Indian	0.4%
Asian	2.9%
Pacific Islander	0.0%
Some Other Race	28.8%
Two or More Races	13.3%

44.3%
Bonanza Park
Hispanic Origin of
2023 Population
(Esri)

Bonanza Park Regional Context



Existing Land Uses & Underutilized Areas



Bonanza Park is primarily composed of commercial and retail uses. Home to two grocery stores, a hotel, restaurants, and shops, the neighborhood is a significant shopping and dining destination for Parkites. As shown on the map, many of these commercial properties were designed with car users in mind, many featuring large surface parking lots along major roads and wide setbacks.

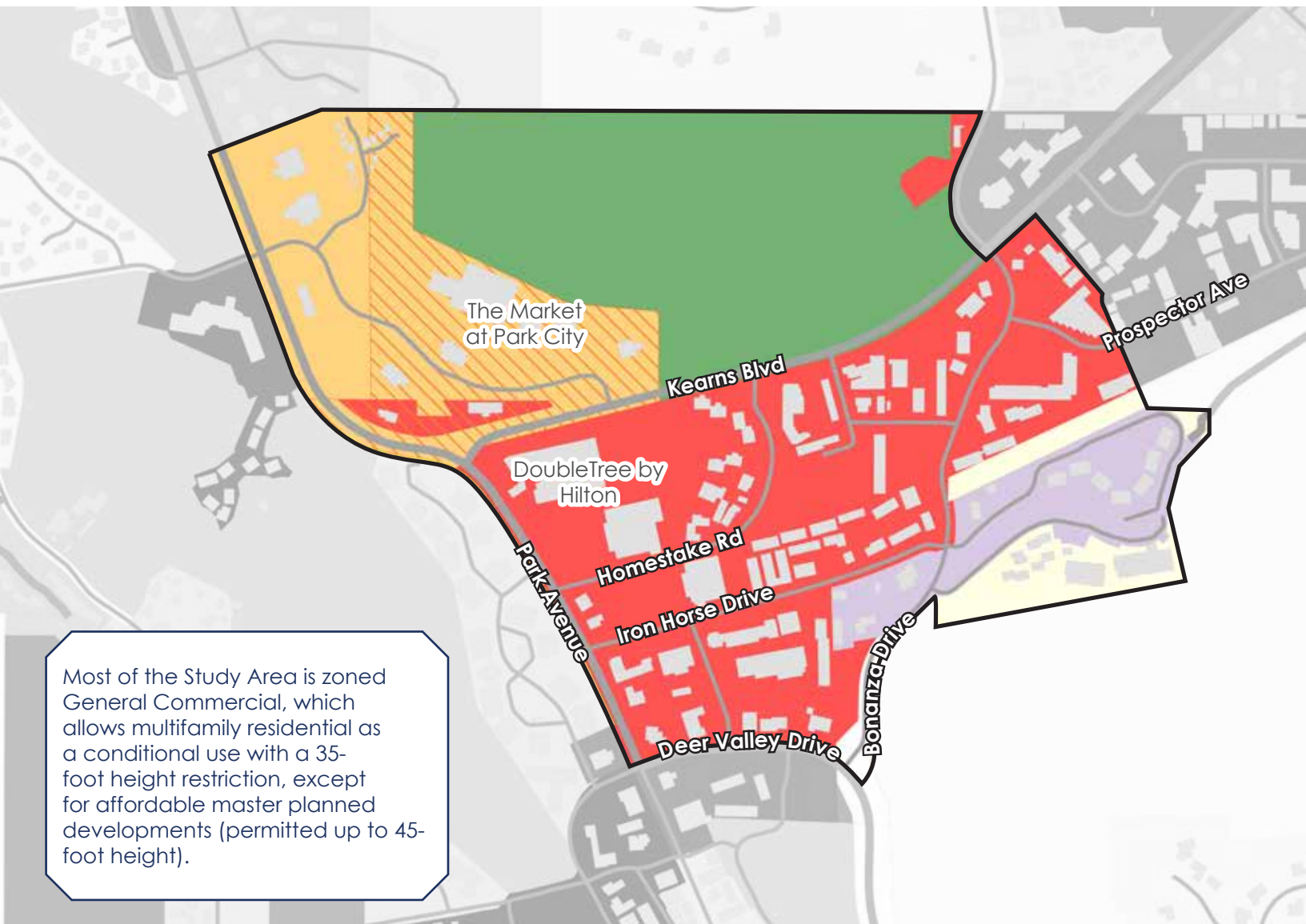
Once considered the “outskirts” of town, Bonanza Park also includes municipal uses often found at the perimeter of a community, not in its

geographical center. These include a public works facility, a recycling center, storage facilities, gravel parking areas and storage yards, and an electric substation. These legacy industrial and commercial uses sit adjacent to residential areas, which include multifamily condos, apartments, and affordable cottages.

Much of the 200-acre boundary is dedicated to preserved green spaces with sensitive slopes north of Kearns Boulevard, and the Park City Cemetery.

- Institutional
- Commercial
- Residential
- Open Space

Existing Zoning Districts



Most of the Study Area is zoned General Commercial, which allows multifamily residential as a conditional use with a 35-foot height restriction, except for affordable master planned developments (permitted up to 45-foot height).

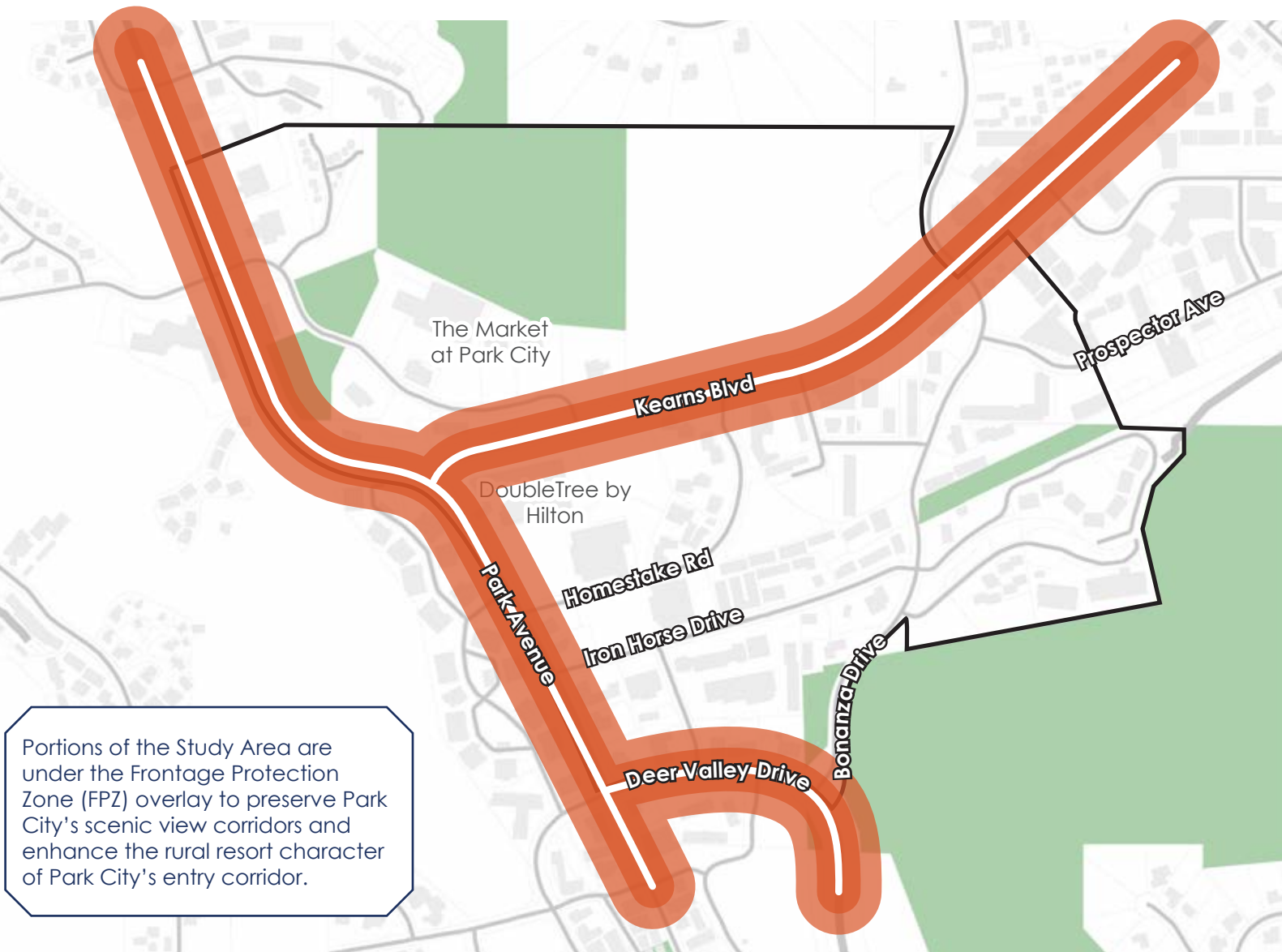
Reflecting the commercial and industrial character of its current land uses, much of the 200-acre study area is currently zoned General Commercial (GC). This zoning district focuses on commercial retail, dining, and hospitality uses by-right, allowing for residential uses as a conditional use. Density is restricted via setback requirements, and a building height limit of 35-feet for most structures, which is approximately three stories. Buildings that qualify for an Affordable Master Plan Development (AMPD) may have a total building height of 45 feet, or approximately four stories.

Reflecting the study area's history as an industrial sector outside the core, much of the eastern portion of the study area is zoned Light Industrial (LI), though the majority of the uses in these parcels are residential apartments.

North of Kearns Boulevard, outside of protected open spaces, much of the study area is zoned Medium Density Residential Development (RDM) with a Regional Commercial Overlay (RCO). This is consistent with the area's main tenant, The Market retail shopping plaza, which includes retail commercial uses.

- GC - General Commercial
- RDM - Res. Development - Medium Density
- RCO - Regional Commercial Overlay
- ROS - Recreation Open Space
- E - Estate
- LI - Light Industrial

Frontage Protection Zone



Bonanza Park's key corridors fall under the citywide Frontage Protection Zone (FPZ) Overlay. Within Bonanza Park, the FPZ includes properties with frontage on, and within one hundred feet (100') of the Right-of-Way line of Kearns Boulevard, Park Avenue, and Deer Valley Drive.

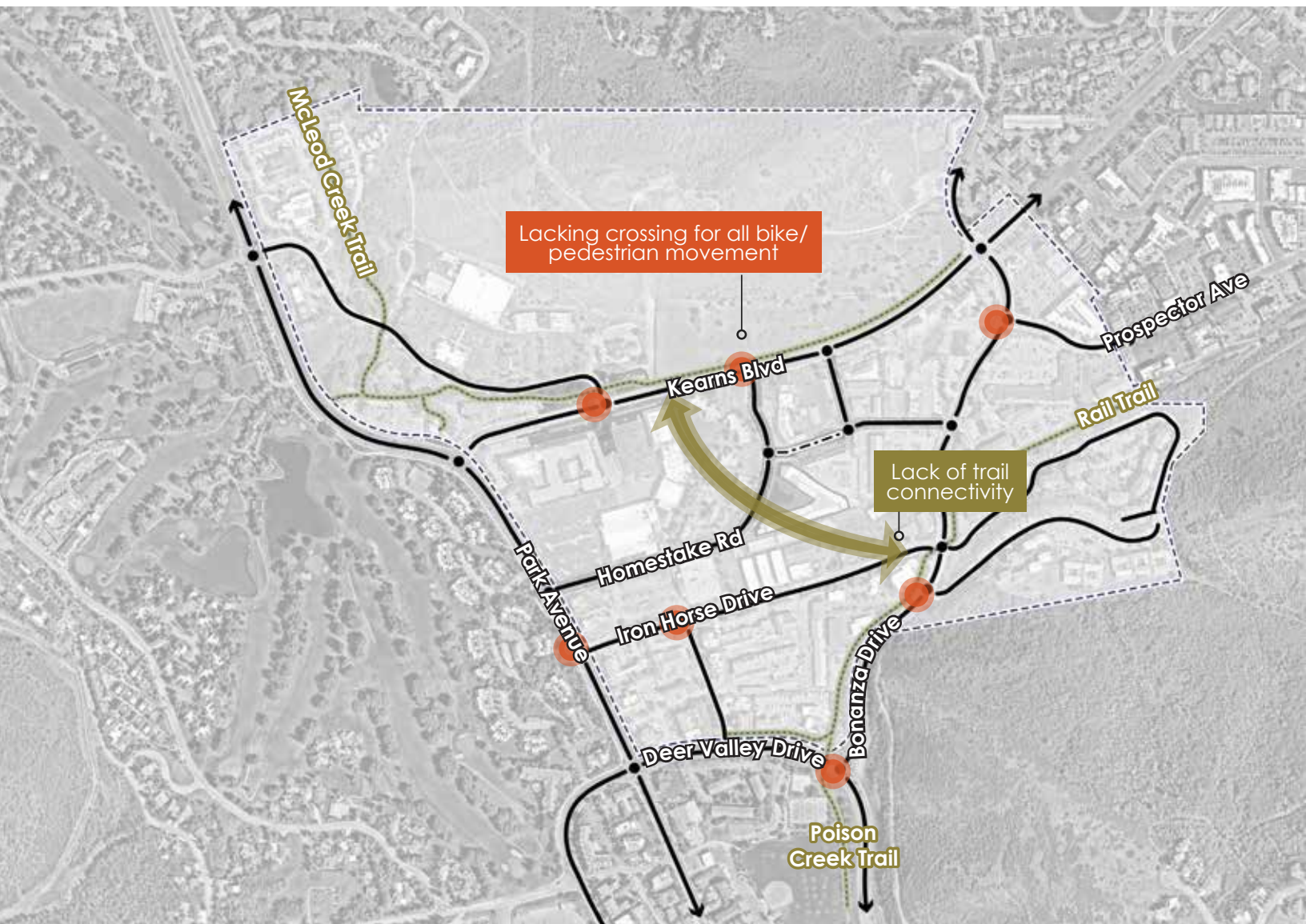
The FPZ restricts any new structures, including buildings or signs, within the first thirty feet (30') of the nearest Right-of-Way along these three corridors. Sidewalks or trails with pedestrian amenities may be built within this setback, with city review and authorization.

All construction activity, including permanent signs, in the Setback Area between thirty feet (30') and one hundred feet (100') from the nearest Right-of-Way line requires a Conditional Use permit.

The FPZ is intended as a regulatory tool to protect scenic view corridors for those coming into Park City, enhancing the area's rural resort character. The wide setback requirements along these corridors protect vistas of surrounding mountains and hills for drivers entering and leaving the city.

 Frontage Protection Zone






Bike and Pedestrian Facilities and Connectivity Issues



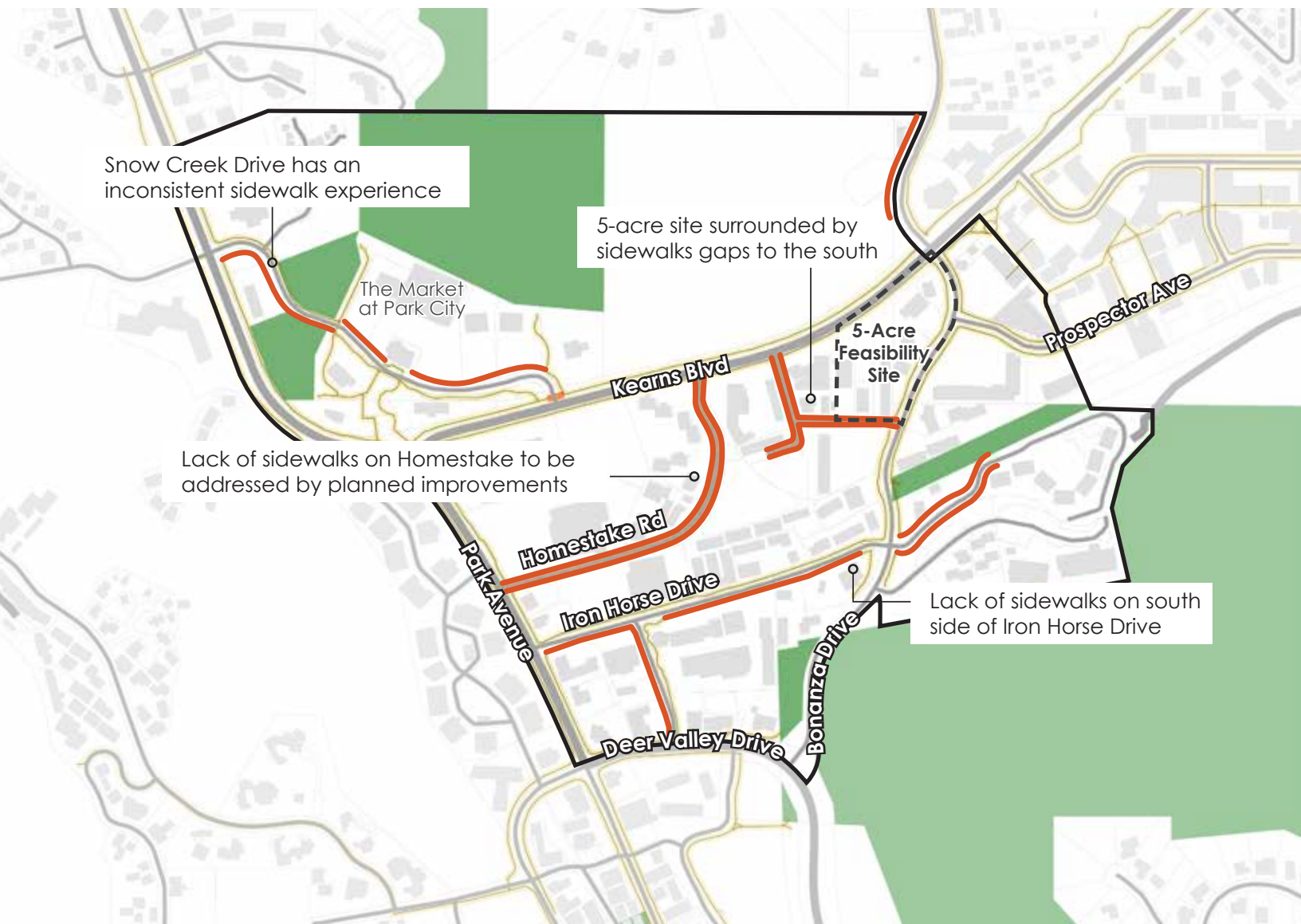
Bonanza Park is home to three regional trail networks - the McLeod Creek Trail north of Kearns Boulevard and along Snow Creek Drive; the Historic Union Pacific Rail Trail running from Bonanza Park to Echo Reservoir; and the Poison Creek Trail running along Park City's eastern edge toward Old Town. Despite their convergence in Bonanza Park, these trails remain disconnected through the interior portions of the neighborhood. Pedestrians and bike users wishing to move between the Rail Trail/ Poison Creek Trail toward the

McLeod Creek Trail are met with a maze of sidewalk gaps, intersections lacking crossings for all bike/ped movement, and a disjointed street network that hinders all connectivity.

As such, moving through Bonanza Park as a cyclist, runner, or pedestrian can be an arduous task requiring cutting through private parking lots, and crossing wide streets with little to no pedestrian infrastructure.

-  Existing Street
-  Planned Connection
-  Existing Trail
-  Existing Intersection
-  Intersection Lacking Crossings for all Bike/ Ped Movement

Sidewalk Gaps



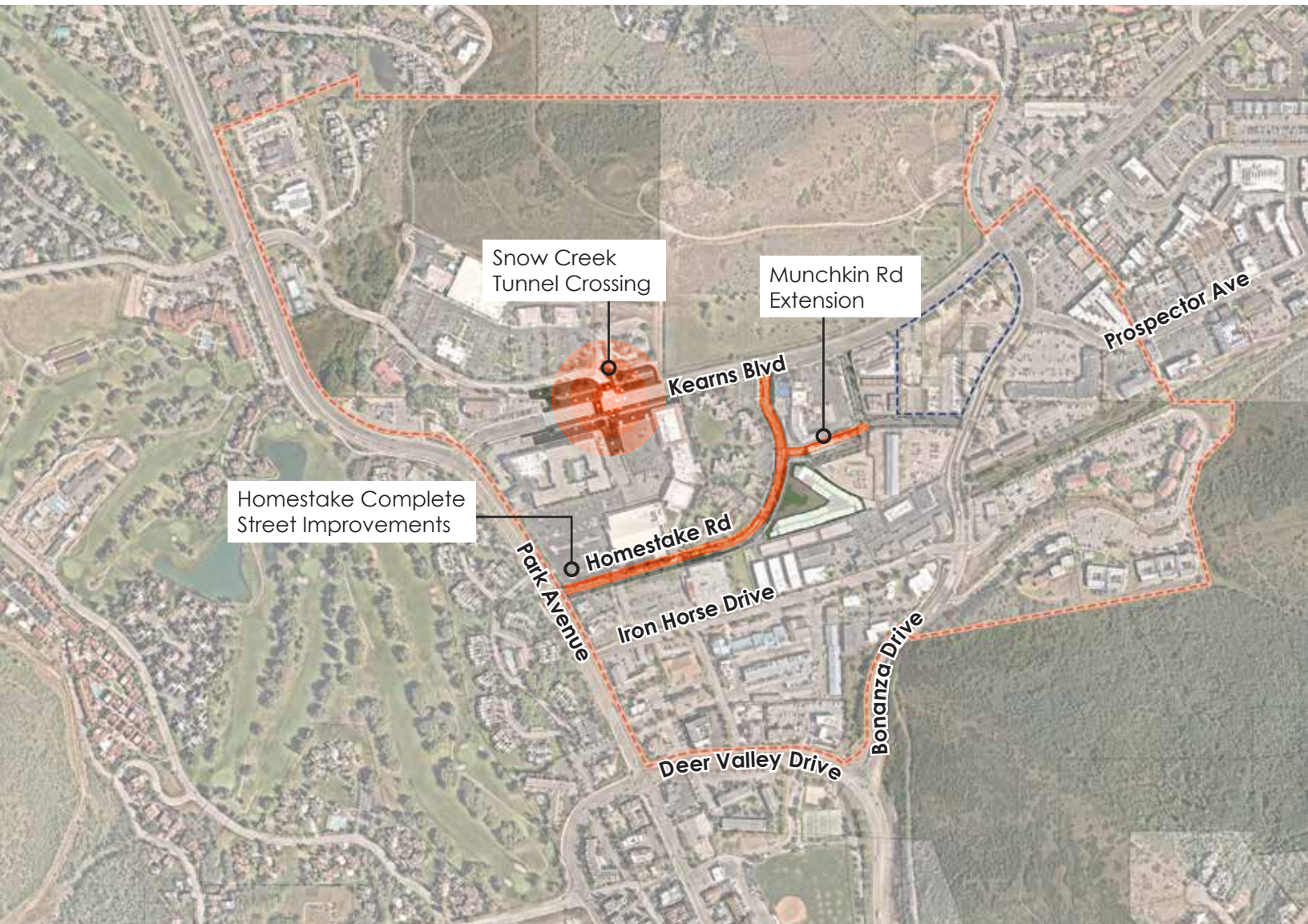
Bonanza Park's pedestrian network is hindered by a widespread prevalence of sidewalk gaps. When walking through the neighborhood, Parkites face challenging conditions as key streets, moving in both east-west and north-south directions, have significant segments lacking sidewalk facilities.

Some of these gaps will be addressed through planned improvements to the street network, detailed in the following page. These include the complete street redesign of Homestake Road, and the

Munchkin Road extension. Nonetheless, other key streets remain with sidewalks, such as Iron Horse Drive, which is missing key segments of sidewalk along its south-facing side at a critical juncture toward the rail trail. Likewise, Snow Creek Boulevard lacks sidewalks on segments along both sides of the street at a critical connection between retailers at The Market at Park City shopping center and the McLeod Creek Trail.

- Sidewalk Coverage
- Sidewalk Gaps

Planned Improvements



Some of the sidewalks and connectivity gaps described earlier in this section will be addressed or improved through the following projects, shown in the map above and detailed below. The descriptions of these projects and their improvements reflect the planning team's understanding as informed by the Plan Alignment described in the first section of this document. They include:

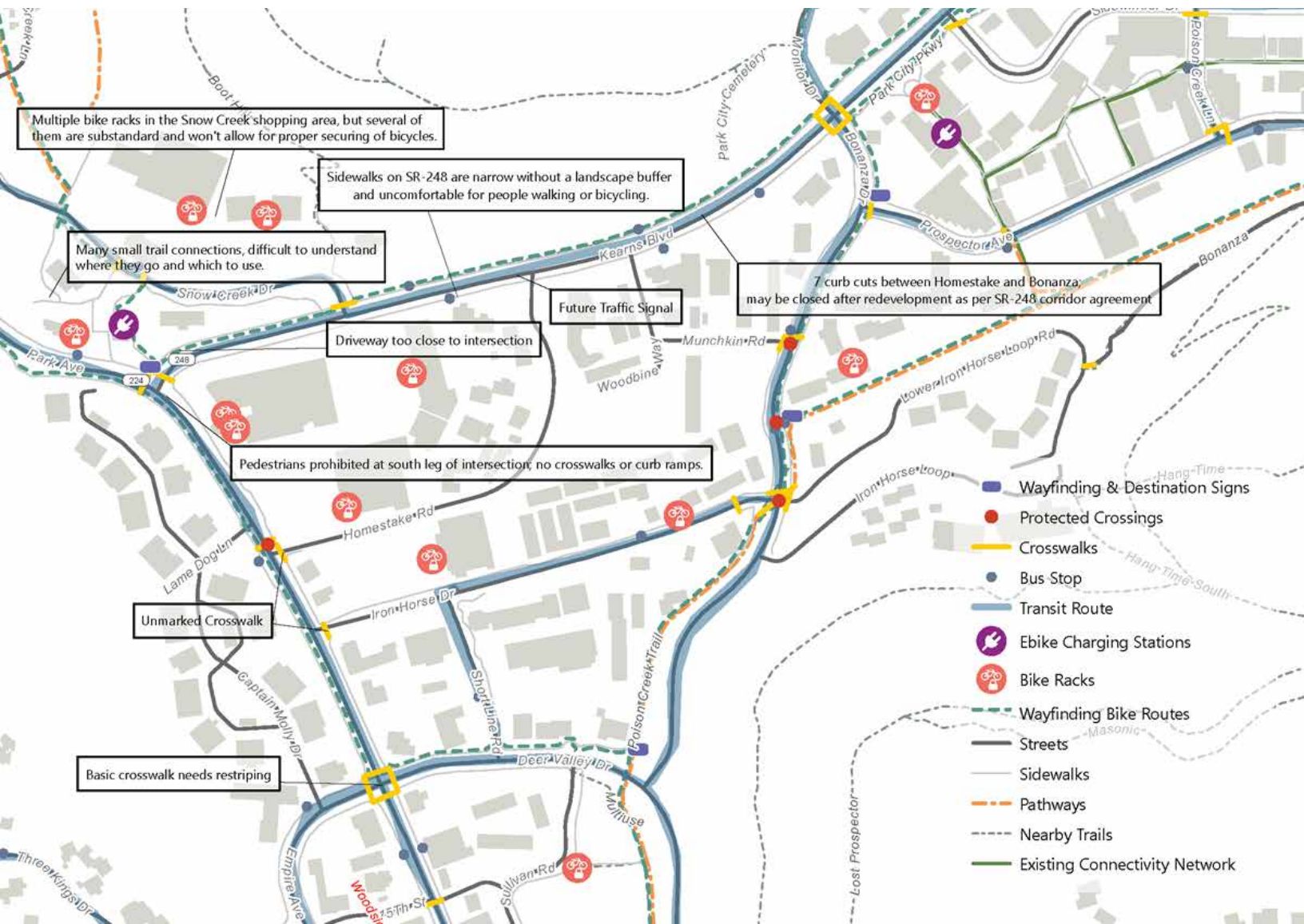
- **Homestake Complete Street Improvements:** Currently functioning as a curbless drive, the future Homestake

Road will include sidewalks on both sides, curbs, on-street parking, and marked crossings.

- **Snow Creek Tunnel Crossing:** A potential tunnel crossing may connect under Kearns Boulevard at the intersection with Snow Creek Drive. The tunnels could ease pedestrian travel between The Market at Park City and the McLeod Creek Trail toward the heart of Bonanza Park.
- **Munchkin Road Extension:** The east-west extension of Munchkin Road will connect Homestake Road eastward

with Bonanza Drive. Through the addition of sidewalks, and improvements and a one-way conversion of Woodbine Way, this key connection will allow for additional east-west travel through Bonanza Park. The project will require the relocation of the Recycle Utah facility.

Transportation and Mobility Overview

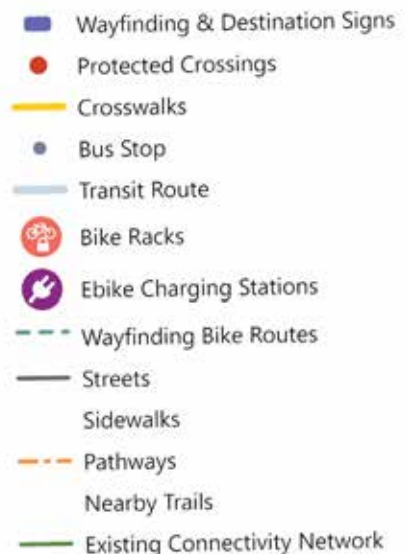


As an appendix to this document, the engineering firm Fehr & Peers conducted a detailed study of existing conditions, modeling the traffic impacts of some of the infill development envisioned in this small area plan. As part of this examination, the planning team included a summary of Bonanza Park's key mobility observations, concerns, and considerations, including the following key take-aways:

- Bonanza Park has a strong multimodal network that is nonetheless hindered by incomplete sidewalks,

missing crossings, and limited wayfinding.

- Existing crossings are limited on Park Ave and Kearns Blvd.
- The sidewalk network is incomplete on Snow Creek Drive and Iron Horse Boulevard.
- Wayfinding signage is too infrequent throughout the study area.



Intersection Level of Service



The map above shows Level of Service (LOS) for the PM peak hour traffic conditions. LOS is a term that describes the operating performance of an intersection or roadway. LOS is measured quantitatively and reported on a scale from A to F, with A representing the best performance and F the worst. Typically, LOS D or better is considered acceptable during peak hours.

LOS RATING	Description
A	Free Flow/ Insignificant Delay
B	Stable Operations / Minimum Delays
C	Stable Operations / Acceptable Delays
D	Approaching Unstable Flows / Tolerable Delays
E	Unstable Operations / Significant Delays Can Occur
F	Forced, Unpredictable Flows / Excessive Delays

INTERSECTION	CONTROL	LOS (2023)
SR 224 & Snow Creek Dr	Signal	A
SR 224 & SR 248	Signal	C
SR 224 & Homestake Rd	WB Stop	F
SR 224 & Iron Horse Dr	WB Stop	E
SR 224 & Deer Valley Dr	Signal	F
SR 248 & Snow Creek Dr	SB/NB Stop	C
Homestake Rd & SR 248	NB Stop	C
Woodbine Way & SR 248	NB Stop (right in right out)	C
Bonanza Dr & SR 248	Signal	F
Sidewinder Dr & SR 248	NB Stop	E
Bonanza Dr & Prospector Ave	EB/WB Stop	F
Bonanza Dr & Munchkin Rd	EB/WB Stop	E
Bonanza Dr & Iron Horse Dr	EB/WB Stop	F
Deer Valley Dr & Bonanza Dr***	Signal	B
Woodbine Way & Munchkin Rd	WB/EB Stop	A

***During some days in the winter, queues from SR 248 & Bonanza and SR 224 & Park Avenue frequently spill back through this intersection, sometimes reaching as far back as Aerie Drive. This capacity analysis reflects conditions for Friday, February 17, 2023, though operations on other days may appear to be worse than the conditions shown.

Community Engagement

The planning process included robust engagement that brought more than 1,500 Park City voices into the conversation.

The Bonanza Park Small Area Plan represents the ideas, comments, and aspirations of the more than 1,500 Parkites that participated in the process. Their passion and dedication to the future of Bonanza Park is evident in the thousands of comments reviewed by the planning team. This Small Area Plan shared much of the engagement events with the concurrent 5-Acre Site Feasibility Study, though topic areas and activities were kept separate. The information and take-aways in this document focus entirely on the Bonanza Park Small Area Plan.

Through three community meetings with more than 500 attendees, two online surveys with almost 1,000 responses, 12 stakeholder roundtables, and a variety of other in-person events, the plan reached all segments of Park City's community. The process was

guided by an Advisory Group of 14 individuals with vested interests in the neighborhood, including residents, land owners, business owners, and institutional partners. This group, meeting four times through the process, advised the planning team to ensure that the plan's ideas were effectively communicated, and provided a sounding board for the planning team.

The plan's engagement was divided into three distinct phases, each culminating with a presentation and update to City Council for reflection and direction on next steps. The plan's phases included:

- **Phase 1 Engagement:**

This phase included the launch of a project website, stakeholder roundtables, the first community meeting, an online survey, two Advisory Group meetings, and an update to City Council to review engagement results.

- **Phase 2 Engagement:** The second phase included the development of a vision statement, project goals, and initial recommendations. These materials were presented to the Advisory Group at a second meeting, followed by a second community meeting and an online survey. Likewise, the planning team hosted a walking tour with residents, engagement with high school students, and engagement with young families. This phase culminated with an update to Planning Commission and City Council.

- **Phase 3 Engagement:** The third and final phase of engagement included the development of plan recommendations, shared at a fourth Advisory Group Meeting and a third community meeting. This phase culminated with the plan's Adoption Process.



3 Community Meetings
(500+ Attendees)

12 Stakeholder Roundtables
(62 Stakeholders)

1,500+
Park City Voices Engaged

Online/Paper Surveys
(970 Responses)

Ongoing Project Website

Methods

Meetings

Surveys

Advisory Group

3 Community Meetings

2 Online Surveys
(English & Spanish)

Project Website

Community Site Tour

12 Stakeholder Roundtables

Additional Outreach in Spanish

Engagement with Young Families and High School Students

Advisory Group

The Advisory Group represents a broad spectrum of Park City residents, advocates, employers, institutional partners, landowners, and other key stakeholders. The group's key roles and responsibilities through this process included:

- Meet throughout the process at project milestones to review materials that will be shared with the larger Park City community.
- Support and augment the community engagement process by sharing project event information.
- Provide feedback to help the team craft a vision.
- Once the plan is implemented, serve as a partner in the implementation of the plan's concepts and recommendations.

The Advisory Group met four times throughout the process, with the addition of a fifth special meeting to preview phase 1 engagement results prior to being shared with City Council. This additional meeting was requested by Advisory Group members during their second meeting. At the onset of the planning process, members of the Advisory Group, together with City Staff, were invited to join visits and tours of three vibrant cities with examples of successful neighborhoods. These included Toronto, Columbus, OH, and Washington, D.C.

- **Meeting 1:** Occurring virtually on May 23, 2023 this first meeting provided an opportunity for the planning team to meet the group's members, share information about their expected roles and responsibilities, and provide an overview of the planning process to come.



Members of the Advisory Group were invited to join Park City Leaders and City Staff on trips to Toronto, Columbus, OH, and Washington, D.C. to reflect on the successes of other cities.

- **Meeting 2:** The second meeting occurred in-person on July 19, 2023. A consultant presentation provided the result of the Plan Alignment, and an overview of transportation existing conditions. The presentation was followed by a preview of the first community meeting, and a discussion centered around the Advisory Group members' tours of three cities.
- **Special Meeting:** Hosted virtually on August 7, 2023, the planning team provided a preview of the phase 1 engagement results and takeaways to the Advisory Group, followed by discussion.
- **Meeting 3:** Held in-person on October 18, 2023 a day prior to the second community meeting, the consultant team shared the draft vision statement, project goals, and initial land use and connectivity ideas and concepts. The presentation was followed by a discussion that resulted in presentation edits for the second community meeting.
- **Meeting 4:** The fourth and final meeting with the Advisory group was conducted on February 14, 2024. This meeting included a presentation introducing the plan's recommendations, followed by a discussion on how to best refine these prior to sharing with the community at a third and final community meeting.

Stakeholder Roundtables

During the first phase of engagement, the planning team conducted roundtables with Parkites invested in the future of Bonanza Park. These meetings occurred on July 18, the day prior to the first Community Meeting.

Grouped by topic theme, the 15 stakeholder roundtables brought together representations including land owners, residents, transportation experts, hotel operators, economic development officials, local artists, and arts and culture institutions. This engagement was concurrent with the 5-Acre Site Feasibility Study. As such, the city-owned site was also discussed, though this document focuses on the portions of these discussions centered around the Bonanza Park study area.

Through various conversations with stakeholders, the following common themes emerged:

- **Bonanza Park is a “locals neighborhood”** where restaurants and businesses serve locals more than tourists.
- **There is a strong need for additional housing**, especially affordable housing - not enough people live near the site and in Bonanza Park.
- **Bonanza Park lacks walkable connections**, especially on major streets like Bonanza Park and Kearns Boulevard.
- **Future improvements should focus on transportation**, as this is critical to redevelopment. The area has to be convenient for locals to move their way through.

12

Stakeholders
Roundtables

62

Stakeholders
Interviewed

Feasibility Study: Site Boundaries



Park City and Area
Residents

(5 Stakeholders)

City and Regional
Transportation

(8 Stakeholders)

Tourism and Hospitality

(8 Stakeholders)

Employers, Economic
Development, Developers,
and Businesses

(13 Stakeholders)

Local Artists and Makers

(5 Stakeholders)

Advocacy Groups and
Spanish Speakers

(4 Stakeholders)

Bonanza Park and Snow
Creek Restaurants

(3 Stakeholders)

Housing and Developers

(6 Stakeholders)

State and County
Agencies, Utilities, and
Infrastructure

(4 Stakeholders)

Arts and Culture
Institutions

(6 Stakeholders)

Community Meetings

Community Meetings are an invaluable method for the planning team to share ideas with the community, engage in conversations about how Bonanza Parks works today and what needs to be improved, and collect feedback on how to best move forward in the planning process.

The Bonanza Park Small Area Plan included three community meetings, one in each phase of engagement, attracting more than 500 Parkites. The meeting results are cataloged as part of the engagement phase summaries at the end of this section. The first two meetings were held in tandem with the 5-Acre Site Feasibility Study, while the third and final meeting focused solely on this plan. Meetings were advertised via online and paper flyers, email lists, radio interviews, a printed postcard distributed to all property owners in the city, and support from the Advisory Group.

- **Community Meeting 1:** Held at the DoubleTree Hotel on July 19, 2022, this meeting focused on learning and listening from the community. With an open house format, Parkites were asked to share their vision for Bonanza Park, and participate in activities about the types of uses and connections they would like to see happen in the future.
- **Community Meeting 2:** Held at the Park City Library on October 18, 2023 this meeting included a presentation and an open house introducing the project vision statement and goals, and initial land use and connectivity concepts.
- **Community Meeting 3:** The final meeting was held on April 9, 2024 at the Park City Library and included a presentation and open house introducing the plan's recommendations.



250

people attended the first community meeting on July 19 at the Doubletree by Hilton Park City.



150

people attended the second community meeting on October 18, at the Park City Library.



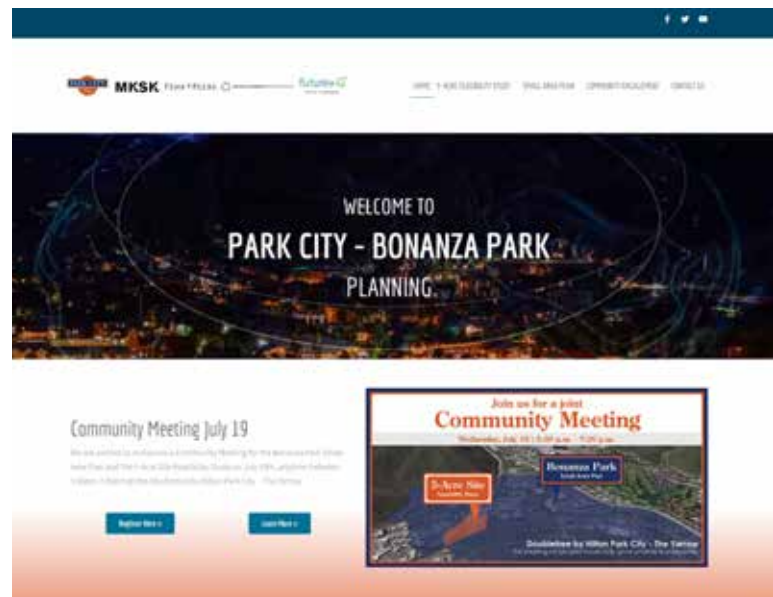
100

people attended the third community meeting on April 9, at the Park City Library.

Online Engagement

Though community meetings are a crucial method to collect feedback and share information, dedicating one's evening to attend a meeting is a challenging task for many. As such, the plan's engagement was amplified through a project website and two online surveys, ensuring that the Parkites unable to participate in-person had a means to share their input and ideas. This plan's online survey results are embedded in the engagement phase summaries at the end of this section. The plan's online presence included:

- **Online Website:** Launched at the beginning of the planning process, the project website www.bonanzapark.com served as a repository of all project information, presentations, updates, and information about upcoming events. The website was continuously updated with new content and featured video interviews with meeting attendees, links to other relevant plans, and interactive tools to visualize online survey results.
- **Online Surveys:** The planning team shared two online surveys during the first two phases on engagement, focusing on gathering input around the content developed for the first and second community meeting. The online surveys gathered 970+ responses total. The results were displayed in the project website, which also included a download link for the raw survey results.
- **Social Media:** Throughout the process, Park City's Communications Department shared all meeting and survey notices via the city's official social media accounts.



The planning team launched two online surveys for the Bonanza Park Small Area Plan during the first and second phases of engagement.

The survey was promoted via Park City's Social Media accounts, distributed via email, publicized in English/Spanish flyers (digital and print), and shared by project partners via email.

721

Total responses to the **first online survey** between July 19 and August 4 of 2023.

67%

of all survey responses were from the 84060 ZIP Code.

250

Total responses to the **second online survey** between October 30 and November 22 of 2023.

73%

of all survey responses were from the 84060 ZIP Code.

Nontraditional Engagement

To ensure an equitable planning process, the project team committed to engaging with Parkites from all backgrounds, with a focus on reaching groups traditionally underrepresented in a planning process. This effort acknowledges that while many Parkites are comfortable attending in-person events or sharing their input via an online survey, many feel left out of the decision-making, or are unable to fit the plan's engagement activities into their busy schedules.

As such, following each phase of engagement, the planning team reviewed engagement results to identify portions of the community that were not being adequately represented in the process up to that moment in time. As a result, the planning team, in collaboration with City Staff, devised an engagement strategy to better advertise to, and reach, these groups. The events and activities below were pivotal in reaching these communities where they live, work, or attend school.

• Spanish-Language Engagement:

To engage with Park City's Spanish-speaking population, the planning team hosted a coffee and pastry event at the Park City Library on August 29, 2023. Additionally, the project website included a dedicated Spanish-language page and a full translation of the entire site, with both online surveys made available in Spanish. All meeting flyers and social media graphics were likewise posted both in English and in Spanish, for all phases of engagement.



Engaging with Park City's Spanish-Speaking Community

The planning team provided various project materials in Spanish, including online/paper surveys, informational flyers, and the project website.



• Engaging with Young Parkites:

To better understand the needs and hopes of Park City's younger residents, the planning team hosted two engagement sessions with students from Park City High School on October 17, 2023. These sessions centered around a discussion about the strengths, issues, and opportunities in Bonanza Park.

• Engaging with Young Families:

Park City planning staff hosted two roundtable discussions with Park City's young families to understand their needs and wants for the future of Bonanza Park.

• Community Site Tour & Walk:

Prior to the second community meeting, the planning team hosted a walking tour of Bonanza Park and the city-owned 5-acre site during the afternoon of October 18, 2023. Attended by more than 50 Parkites, including various members of the Advisory Group, the tour included stops at several neighborhood locations including the Kimball Art Center, the under-construction EngineHouse development, the site of the proposed Park+Kearns development at the current DoubleTree Hotel, and Prospector Square.

Engaging with Young Parkites

The planning team hosted an engagement session with Park City High School Students on October 17, 2023 to discuss their vision for Bonanza Park.



Engaging with Young Families

The planning team facilitated two roundtable sessions with young families in Park City to understand their concerns and vision for the future of this community.

Community Site Tour & Walk

The planning team hosted a community site tour on October 18, through the Bonanza Park Neighborhood, attended by approximately 50 Parkites.



Phase 1 Engagement

The first of three community meetings kicked off phase 1 engagement, where the planning team listened to Parkites voice the strengths, weaknesses, and opportunities for the neighborhood. Stakeholder roundtables were also conducted to group individuals by expertise for more focused conversations around challenges and opportunities in the neighborhood. An online survey that included visuals and prompts from the community meeting was likewise circulated in both Spanish and English for residents who were not able to attend the meeting in person. The feedback received through these means of engagement resulted in the following key takeaways:

- **Bonanza Park is a “Locals’ Neighborhood”.** Unlike Main Street, which mostly caters to tourists, Bonanza Park is where Parkites shop, dine, and gather.
- **Parks and open spaces are a community priority.** There is a need and desire for additional green spaces where locals can come together as a community.
- **Future redevelopment and infill should focus on creating a destination for locals.** New businesses and destinations should be local and authentically Park City.
- **The 5-acre site cannot alone meet the city’s goals.** Whatever happens on the 5-acre site can influence its surroundings, and be complementary to the character of Bonanza Park.
- **The community would like to see arts and culture woven into the neighborhood fabric.** There are opportunities for

Community Meeting: Places Parkites Love



The top 3 favorite places included (1) Kimball Art Center, (2) Restaurants/ Shops on Iron Horse Drive, and (3) the Rail Trail.

Community Meeting: Places Parkites Want Changed or Improved



The top 3 improvements included (1) Finding a new home for the Kimball Art Center, (2) adding more affordable housing, and (3) improving multi-modal connectivity

public art, housing for artists, and galleries or exhibit spaces.

- **The Kimball Arts Center (KAC) is one of Bonanza Park's top assets** and needs a permanent home. The KAC is a cherished destination that should remain in the neighborhood.
- **Moving through the study area should be safer and more intuitive.** Transportation improvements should focus on wide streets and unsafe intersections.

- **The Study Area lacks walkable and bikeable connections.** Improving connectivity to the rail trail and addressing sidewalk gaps are a priority.
- **Bonanza Park is the right place for density** and building height. As the area redevelops, mixed use buildings should embrace walkable streets.
- **Bonanza Park needs more affordable and workforce housing.** For there to be a critical mass, there needs to be a strong resident base.

Favorite Things about the Study Area

Top 5 Mentions (460 Written Responses)

Restaurants: Mentioned 160+ times

Rail Trail: Mentioned 50 times

Proximity/Location: Mentioned 40 times

Kimball Art Center: Mentioned 39 times

Recycle Utah: Mentioned 32 times

Key findings from the first phase of engagement

Bonanza Park is a "Locals' Neighborhood."

Parks and open spaces are a community priority.

Future redevelopment and infill should focus on creating a destination for locals.

The 5-acre site cannot alone meet the city's goals.

The community would like to see arts and culture woven into the neighborhood fabric.

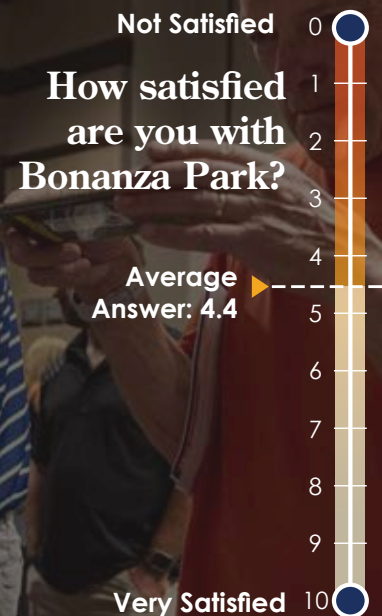
The Kimball Arts Center is one of Bonanza Park's top assets and needs a permanent home.

Moving through the study area should be safer and more intuitive.

Bonanza Park is the right place for density and building height.

The Study Area lacks walkable and bikeable connections.

Bonanza Park needs more affordable and workforce housing.



"This is a big and rather underrated area - I think through denser developments we could accommodate more housing while also boosting the creative arts community. Walkability here will be key!"

Phase 2 Engagement

During the second phase of engagement, a second community meeting was held to introduce the vision statement, the six project goals, and initial ideas for improving the area's land use and connectivity. The community meeting was accompanied by an online survey in both Spanish and English for those who were not able to attend the meeting.

Prior to the meeting, a walking tour of Bonanza Park took place to give residents the opportunity to discuss neighborhood focus areas directly with the planning team. An engagement session at Park City High School was also conducted to include a youth perspective in the vision for the neighborhood. Through the means of engagement detailed above, the following takeaways were formed around the priorities for future development of Bonanza Park:

- **Additional Density:** While there is support for additional building heights and density in some parts of Bonanza Park,

Our Phase 1 Engagement Results highlighted a community desire for greater building heights and density in Bonanza Park - what types of regulatory revisions, if any, do you support to set this goal? (Select all that apply)

Additional mixed use buildings (69%)

Additional density in multifamily residential (49%)

Additional building heights than those currently allowed (47%)

No change from current standards (10%)

Other (10%)

Parkites expect to trade these off with community benefits, such as affordable housing, or public realm improvements.

- **Prioritizing Connectivity:** Parkites would like to prioritize as many long-term connections as possible in Bonanza Park. New connections should be geared toward pedestrians and cyclists, and limit cars. There is a clear priority on improving sidewalks.

- **Local for Locals:** Future uses should focus on serving the needs of locals. There is lack of support for any future hotels, but widespread support for more restaurants/dining, retail, open space, and multifamily residential.

Key findings from the second phase of engagement

1

Parkites expect to trade off additional density with community benefits, such as affordable housing, or public realm improvements.

Where: Key catalyst sites and long term infill sites

2

Parkites would like to prioritize pedestrian and cyclist connections in Bonanza Park.

Where: Across the entire neighborhood boundary

3

Future uses, such as restaurants/dining, retail, open space, and multifamily, should focus on serving the needs of locals.

Where: Anywhere where redevelopment occurs in the community

Key answers from the third phase of engagement

Phase 3 Engagement

The third phase of engagement focused on introducing draft recommendations for the Bonanza Park Small Area Plan that support the vision and goals for the neighborhood as expressed by Parkites during the first two phases of engagement. The recommendations were presented during the third and final community meeting, where attendants were given the opportunity to evaluate if anything was missing through interactive activities, a comment card, and one-on-one conversations directly with the planning team. Feedback obtained through community meeting 3 formed the following takeaways:

- **Additional density:** Support was expressed for additional building heights in parts of Bonanza Park in return for community benefits, with connectivity and affordable housing ranking as the most important. Meeting participants expressed widespread support for buildings at four stories, with some supporting more than five stories with exceptional community benefit.
- **Building setbacks:** Parkites expressed that updating the Frontage Protection Zone is a necessary step to protect the mountain views that make Park City unique.
- **Support a neighborhood for locals:** The comments received showed that Parkites supported limiting the amount of new nightly rentals, hotels, and timeshares in Bonanza Park. Many expressed that commercial square footages should be capped (with the exception of grocery stores) to support local businesses as ground floor tenants.

Support for additional building heights (51 Comment Cards, 40 Post-Its - 91 Total)

No Changes, keep at 3 stories: 29%
(26 Responses)

4 Stories and trade-off for community benefit: 29%
(26 Responses)

More than 4 Stories with exceptional community benefits: 42%
(39 Responses)

What Community benefits are most important to you? (209 Total Stickers, 3 stickers per participant)

1. Connectivity (38)
2. Affordable Housing (37)
3. Outdoor Community Areas (34)
4. Community Facilities (27)
5. Underground Parking (22)
6. Transit Oriented Development (21)
7. Net-Zero Development (20)
8. Transit Stop Improvements (8)
9. Bike Share Station (2)

- **Prioritize pedestrian safety:** When establishing future connectivity network, safety features must be included in the design of the road network for pedestrians and bicyclists. Participants overwhelmingly noted that the connectivity framework shared as part of this plan matched their vision for the neighborhood.
- **Connect with adjacent neighborhoods:** The Connectivity network established for Bonanza Park should not only support the neighborhood internally, but also work externally with adjacent neighborhoods, such as Prospector.
- **Establish affordability metrics:** In order to create an inclusive neighborhood, Bonanza Park must work with the development community to build more affordable and workforce housing.
- **Parks and outdoor community spaces are a priority.** There is a need and desire for additional outdoor community gathering spaces where locals can come together.
- **Incorporate art in development and open space design:** Art, especially created by local artists, should be included in the neighborhood and in open spaces whenever possible. Parkites strongly supported the addition of new murals and sculptures.

Vision Statement and Project Goals

This plan is guided by vision and goals established through the planning process.

The recommendations in this plan represent hundreds of voices engaged through community meetings, online surveys, and one-on-one conversations. Through these engagement activities, the planning team asked Parkites to describe the Bonanza Park of today, and to outline their vision for the Bonanza Park of tomorrow.

The result from these comments, ideas, activity results, survey responses, and roundtable conversations are encapsulated in the vision statement and project goals introduced in this section.

Vision Statement

The vision statement is a simple and succinct series of sentences that summarize the community's vision for the future of Bonanza Park. This statement represents a community

voice that is authored by the hundreds of comments, ideas, concerns and messages received and reviewed through the plan's engagement. The vision statement was introduced to the community at the second community meeting for their feedback, after which it was refined to reflect the community's priorities.

The vision statement gives clarity to the plan's intent and guided the development of the plan's recommendations. As such, the statement is both descriptive and aspirational - it describes how Parkites perceive Bonanza Park today, and establishes an aspiration for its future. From this vision statement, the planning team developed and refined project goals that guide a series of recommendations under each goal.

This plan is organized through the following three pillars:





Descriptive: Bonanza Park Today



Vision Statement

Bonanza Park is a neighborhood where Parkites gather to shop, dine, and express local art and culture. *The Bonanza Park of tomorrow will build on this vibrancy to become a more walkable, connected, livable, and inclusive community for current and future Parkites of all ages.*



Aspirational: Bonanza Park in the Future



Project Goals

The Bonanza Park Small Area Plan and its recommendations are guided and organized by six project goals developed by the planning team using results from the first phase of engagement. The purpose of these goals is twofold - they establish broad desired outcomes for Bonanza Park that are supported by the community, and they create the topic areas by which the plan's recommendations are organized. In the following section of this report, each project goal is explored with a greater amount of detail, and each goal is supplemented by recommendations that establish concrete strategies to achieve their corresponding goal through specific projects, policies, or programs.

The goals were introduced to the community at the second community meeting. At this meeting and in a follow-up online survey, Parkites were given an opportunity to revise, refine, and add to the project goals. The goals were met with widespread enthusiasm and support, with only minor revisions to language suggested by Parkites, and the suggestions that the goals incorporate environmental sustainability and resilience.

The plan's project goals, introduced below and in the following page, build on what Parkites described as the future for Bonanza Park:



- **Bonanza Park is Mixed Use:** The Bonanza Park of tomorrow will be a mixed use neighborhood with livability in mind. Bonanza Park is an appropriate place for additional density, where more compact development can continue to reflect Park City's small town and resort character.
- **Bonanza Park is Local:** Bonanza Park will continue to be a "locals' neighborhood" that serves Parkites through and through. As development and growth occurs, policies should reflect a commitment to encouraging local businesses that reflect the community's authenticity over national chains.
- **Bonanza Park is User-Friendly:** The future Bonanza Park will be a safe haven for pedestrians, cyclists, and transit riders, while considering vehicular traffic flow. Improvements to existing streets and intersections, and the addition of future connections, will create a safe & intuitive network for current and future users.
- **Bonanza Park is Inclusive:** Home to much of Park City's naturally-occurring affordable housing, Bonanza Park must remain attainable to Park City's workforce. As such, programs and partnerships should expand the availability of affordable and workforce housing units in the neighborhood.
- **Bonanza Park is Green:** Bonanza Park will replace its myriad of surface parking lots and paved areas community gathering spaces, pervious surfaces, and new and sustainable development that welcome new residents.
- **Bonanza Park is Cultural:** As the home to the Kimball Arts Center, Bonanza Park is an emerging hub for Park City's local arts scene. The neighborhood needs to better reflect this energy and activity and weave arts and culture into the community fabric.



Project Goals: Bonanza Park is...



Mixed Use

Create a mixed use neighborhood
with livability in mind.



Local

Support locally-owned business &
entrepreneurship.



User-Friendly

Create a safe & intuitive network
for pedestrians, cyclists, and
transit users.



Inclusive

Expand the availability of
affordable and workforce housing
units.



Green

Create a more welcoming and
sustainable community.



Cultural

Weave arts and culture into the
community fabric.



03

Bonanza Park Tomorrow

This Chapter Includes:



Mixed Use



Local



User-Friendly



Inclusive



Green



Cultural



Bonanza Park is...

Mixed Use

Create a mixed use neighborhood
with livability in mind.

Through the community engagement process, Parkites described a future Bonanza Park where autocentric development would make way toward a more mixed-use and compact development pattern at a pedestrian scale. At community meetings and online surveys, Parkites reiterated that Bonanza Park is an appropriate place for additional density and building heights. Its central location, proximity to Old Town, transit connectivity, and access to regional trail systems, were noted as various factors that contributed to the neighborhood's readiness for mixed-use development.

Across the neighborhood, the development community has recognized the market opportunity in Bonanza Park for additional retail, residential, and hospitality. Proposed developments and active

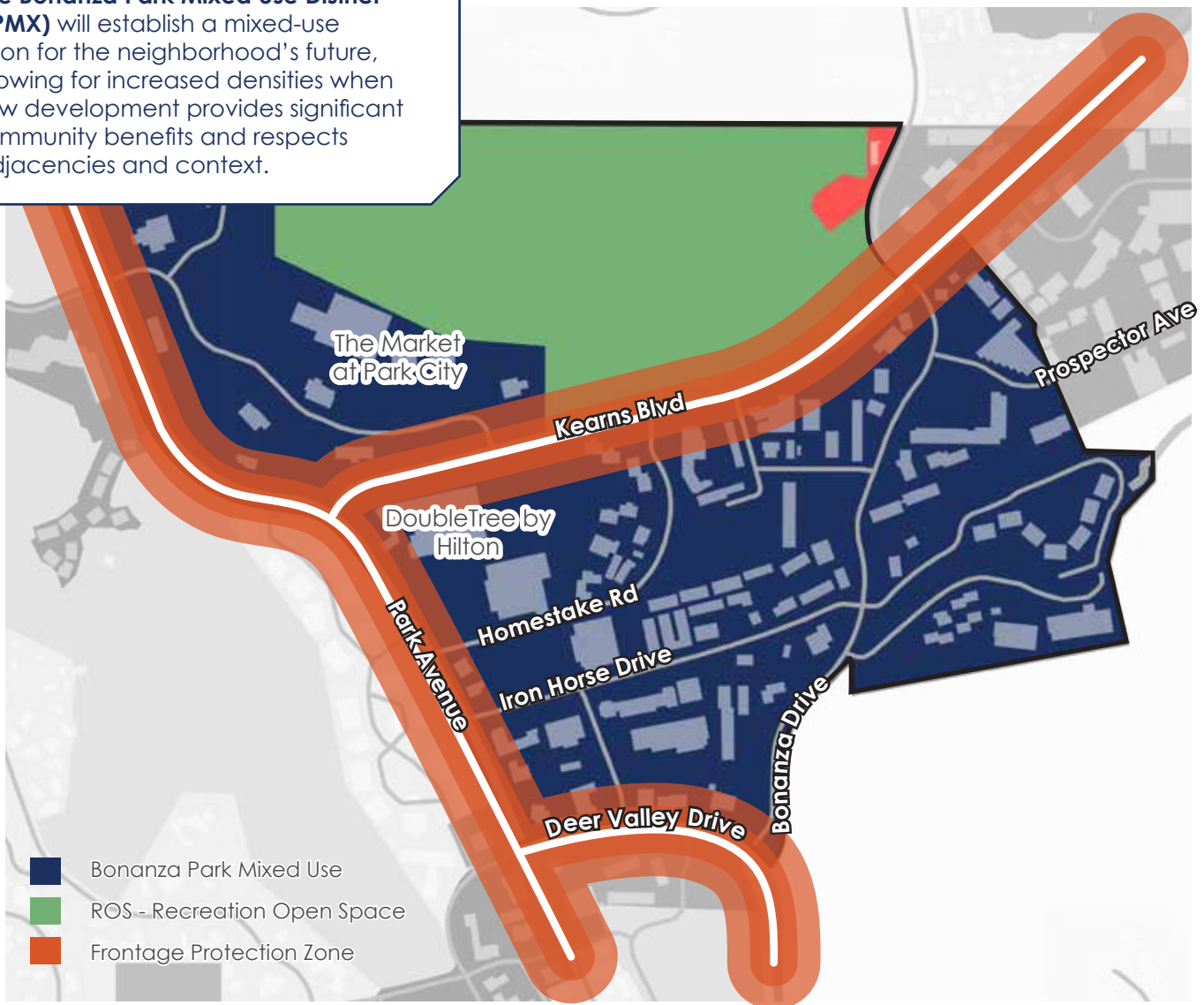
applications, such as the Park + Kearns redevelopment of the DoubleTree Hotel, or the potential redevelopment of the Iron Horse District, will add new housing units and commercial retail to Bonanza Park. As well, a future potential redevelopment of the city-owned 5-acre site on Kearns Boulevard and Bonanza Drive into a mixed-use district with housing, retail, and an arts center, has the potential to transform a landmark corner and gateway into the neighborhood. As such, Bonanza Park is poised to transform – the time to plan and accommodate this growth is now.

This section explores strategies for how to capitalize on this momentum to re-think suburban development patterns and make Bonanza Park a more livable, walkable, and mixed-use community. This section

does so through three key recommendations, each explored with greater detail in the following pages:

- **MU1:** Create a Bonanza Park Mixed Use District that allows for increased densities when new development provides significant community benefits.
- **MU2:** Update the Frontage Protection Zone to ensure that Park City's entry corridors remain scenic and awe-inspiring.
- **MU3:** Establish development guidelines for new multifamily and mixed-use buildings to create walkable, human-scale, development that is contextual and sensitive to its environments.

The Bonanza Park Mixed Use District (BPMX) will establish a mixed-use vision for the neighborhood's future, allowing for increased densities when new development provides significant community benefits and respects adjacencies and context.



MU1: Create a Bonanza Park Mixed Use District that allows for increased densities when new development provides significant community benefits.

A future rezoning of Bonanza Park into a new Bonanza Park Mixed Use District (BPMX) will establish regulatory tools to ensure that future growth in the neighborhood reflects a more walkable, mixed-use, and human scale. This potential district, to be written following this plan's adoption

with additional and robust community engagement, is a proactive approach to growth management. Understanding that Bonanza Park will continue to attract development activity, the neighborhood's existing zoning districts of General Commercial (GC), Light Industrial (LI), and Medium Density Residential (RDM), are ill-suited to properly guide this growth in the manner that Parkites described through the plan's engagement. The current zoning reflects legacy uses at times no longer in place, allows for autocentric

development patterns, and heavily leans toward single-use commercial development with ample surface parking.

The future BPMX District can likely utilize the existing boundary of this Small Area Plan, with the exception of parcels currently zoned as Recreation Open Space (ROS). The latter are properties with protected green space, cemeteries, or trail connections that will not be subject to future redevelopment. The remaining properties in the study area boundary can be rezoned into a new BPMX District

featuring the following potential concepts, to be refined with additional engagement following this process:

- More residential uses by right:**
 The new BPXM District should encourage additional housing in Bonanza Park by making residential uses by right, rather than as a conditional use (as is the case currently through the GC Zoning District). Additionally, a rezoning is an opportunity to expand allowed housing types in Bonanza Park to include housing typologies commonly associated with Missing Middle Housing. These may include townhomes, duplexes, triplexes, quad apartments, and cottage courts.
- Vertical Zoning Standards:**
 To ensure an active ground level where buildings engage the street and sidewalks, a future BPMX can require active ground level uses as part of vertical zoning standards. These uses should draw pedestrians, cyclists, and transit riders in active streetscapes, and may include commercial retail, restaurants/dining, coffee shops, hardware stores, and childcare/daycare.
- Building Heights:** To protect the existing scale, character, and charm in Park City as described by those who engaged in this planning process, a future BPMX District is recommended to maintain the existing by-right building height of 35-feet already included in the GC District. Nonetheless, recognizing that many Parkites expressed that there is a desire and need for additional density in Bonanza Park, a BPMX can establish a framework where developers can apply for density bonus in exchange for a community benefit.

Proposed Concepts in a future Bonanza Park Mixed Use Zoning District (BPMX)

More residential uses by right




- Residential uses noted as conditional uses in the General Commercial (GC) district are proposed to be by right in a new BPMX.
- Encourages Missing Middle housing.

Vertical Zoning Standards



- Active ground level uses required.
- Policies to encourage a walkable neighborhood.

Building Heights



- Base height of 35' (unchanged from General Commercial).
- Opportunities for a density bonus.

Establishing a Density Bonus for Community Benefits

A Density bonus is a zoning tool that permits developers to build more housing units, taller buildings, or more floor space than normally allowed in exchange for providing a defined public or community benefit. Cities across the country have enacted density bonuses, many in exchange for the types of benefits that Parkites described and supported through the engagement process. These community benefits range from affordable housing units, outdoor community spaces, improvements to the site or area's overall connectivity, to more site-intensive benefits like providing underground parking to mitigate the visual impacts of surface parking lots or parking garages.

The types of community benefits to consider as part of a density bonus are listed below and should be determined via additional engagement with the community, and be further defined by Park City Staff following this process. The process of how community benefits translate into a density bonus is similarly a next step implementation item.

- **Publicly-accessible outdoor community spaces** suitable for year-round use, and of a high design quality with gathering spaces, seating areas, play structures, and public art.
- **Affordable/Workforce housing** that goes above and beyond what is requirement by code for a master planned or affordable master planned development (currently 20% affordable units for an MPD; 50% for an AMPD) and help meet desired affordability goals for Bonanza Park.

What is a Density Bonus?

Density bonuses are a zoning tool that permits developers to build more housing units, taller buildings, or more floor space than normally allowed in exchange for providing a defined public benefit. The means of providing a density bonus for Bonanza Park can be through:

Example 1

Reducing setback requirements from 25 feet (unless in the Frontage Protection Zone).



Example 2

Reducing parking requirements for mixed-use buildings.



Example 3

Increasing building heights to 45' with community benefits.



Examples of community benefits supported by the Parkites we engaged in this process:

Community Benefits will be weighed into points-based tiers that reflect their relative value and investment



Outdoor Community Spaces



Affordable/Workforce Housing



Transit/Mobility Hub



Connectivity



Underground Parking



Art and Placemaking



Community Facilities



Transit Oriented Dev.

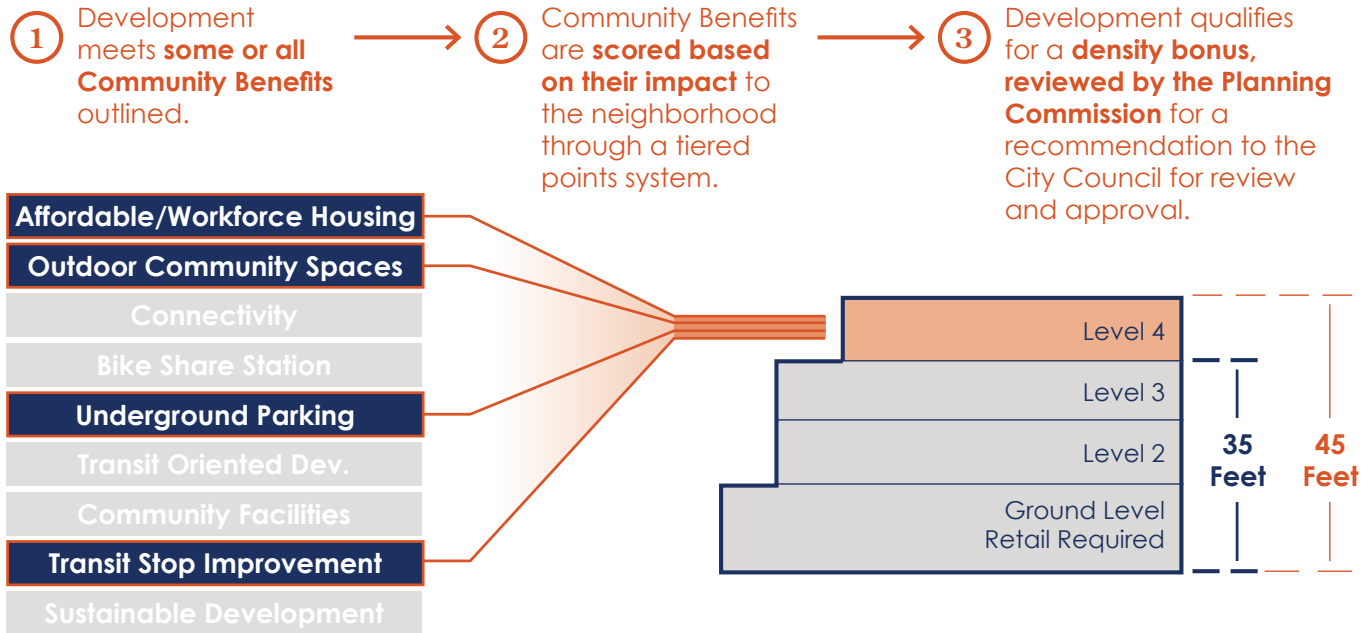


Net Zero Development

- **Transit/Mobility hub** where users can access multiple types of transport modes (bike share, transit, etc.) in a single location. A desired location in Bonanza Park for a transit hub is the Park Avenue transit stop by the Fresh Market. A future hub in this location could include a heated enclosed structures, public restrooms, and other transit amenities.
- **Connectivity improvements**, such as new pedestrian paths or streets that create walkable and connected development patterns and break up existing superblocks, or major improvements such as pedestrian tunnels to nearby neighborhoods.
- **Underground parking** for a significant portion of spaces provided, to mitigate the visual impact of a large parking structure in the neighborhood.
- **Art/Placemaking elements**, such as murals, lighting, and signage that reflect the identity and character of Bonanza Park.
- **Community facilities**, such as daycare or essential services that support a livable residential neighborhood for Parkites.
- **Transit Oriented Development** where higher densities are located near a high frequency transit line.
- **Sustainable Development** that meets or exceeds Park City's net-zero goals.
- **Undergrounding of overhead utilities** to increase the developable area within a single site, make existing sites more attractive, and improve the appearance of new development.

The need for a density bonus in Bonanza Park is more pressing than ever. The development community has

Establishing a Density Bonus for Community Benefits: How does it work?



taken notice of the market opportunity in Bonanza Park and have submitted or proposed redevelopments of key properties in the area. Nonetheless, increased land costs, higher labor costs in construction, and a need for affordable or workforce housing has led the development community to submitting development application with buildings that exceed the allowed heights in the current zoning.

Without regulatory tools in place, the City is forced to negotiate these variances on a case-by-case basis, leading to uncertainty in the development market, and running the risk of not maximizing the community benefit received in exchange for the increased density.

The means of providing a density bonus for Bonanza Park, in exchange for a community benefit, can be through a points-based or score-based system in which the development community has predictable and quantifiable metrics to include in a

development application. **As a next step implementation item, Park City Staff should develop a categorization system with tiers that reflect the relative value and investment of each community benefit.**

This point system can be applied through a review by the Planning Commission for a recommendation to the City Council for review and approval before the Planning Commission reviews the project.

A notable example to follow is the city of Colorado Springs, CO, where a form-based code for their downtown includes a points-based system of community benefits and a point exchange rate table. In Bonanza Park, the community expressed strong support for this trade-off, with a majority of Parkites in the third community meeting supporting the exchange of a community benefit with one or more of the following examples:

- **Example 1:** Reducing setback requirements from 25 feet

unless the property falls within the Frontage Protection Zone.

- **Example 2:** Reducing parking requirements for mixed-use buildings, as detailed later in this report in the User Friendly Goal, under the UF4 recommendation.
- **Example 3:** Increasing maximum allowed building height to 45-feet, from the current 35-foot maximum recommended for the BPMX District and within the current GC Zoning.

Increasing maximum building height to 45-feet is consistent with requirements for those applying for an Affordable Master Plan Development (AMPD), in which a developer meets affordability metrics. This recommendation expands this notion even further, through which a developer has additional flexibility to increase building heights, while the Bonanza Park community is able to trade off this impact through a menu of desired community benefits.

Density Bonus Case Studies:

How other communities use this regulatory tool



Colorado Springs, CO

Colorado Springs, Colorado uses density bonuses that allow building elements that exceed zoning requirements in exchange for the inclusion of amenities that benefit the greater community. Density bonus opportunities are split into eight (8) categories:

1. Pedestrian alley improvements
2. Public art and cultural amenities
3. Market rate housing units
4. Affordable housing units
5. Green building design
6. Historic Preservation
7. Underground Parking
8. Bicycle Storage

Each density bonus category describes the amenity and the level of improvement that must be achieved in order for the improvements to count toward a density bonus. Points are awarded for each category meeting the minimums, and points are exchanged into additional height allowances. Exchange limits are listed within the Code and all point exchanges are approved through either the Downtown Review Board and/or the City Council.

Seattle, WA

Seattle, Washington uses incentive zoning that allows additional floor area and/or height that exceeds the zoning requirements in exchange for public amenities. Incentive zoning opportunities are split into five (5) amenities options:

1. Affordable Housing
2. Childcare
3. Open Spaces
4. Transferable Development Potential and Rights (TDP/TDR)
5. Regional Development Credits (RDC)

Seattle uses three (3) incentive zoning programs, one specifically to satisfy the requirements for affordable housing within residential developments that allows additional floor area, one voluntary program that offers amenities in exchange for additional floor area and building height and one specifically for Downtown that allows additional floor area. Each incentive option must follow the requirements listed within the zoning code, including but not limited to agreements with the city, review by state and human services director, duration requirements, size/distribution/rent requirements, location requirements, and minimum amenities included.



MU2: Update the Frontage Protection Zone to ensure that Park City's entry corridors remain scenic and awe-inspiring.

The Frontage Protection Zone (FPZ) is an existing overlay that protects viewsheds along Park City's entry corridors through a 100-foot zone. Within Bonanza Park, the FPZ impacts Kearns Boulevard, Park Avenue, and Deer Valley Drive. Currently, as outlined in the existing conditions section of this report, no structures, including signs, are allowed within thirty feet (30') of the nearest highway Right-of-Way. All construction activity, including permanent signs, proposed in the area between thirty feet (30') and one hundred feet (100') from the nearest Right-of-Way line requires a Conditional Use Permit. Through the plan's engagement, Parkites expressed widespread support for the FPZ's role in enhancing and preserving Park City's character. Nonetheless, Parkites also supported improving the FPZ to better align with their vision for Bonanza Park. These improvements, noted below, are recommended to be considered as an overall update to the FPZ language:

- **Maintain Planning**

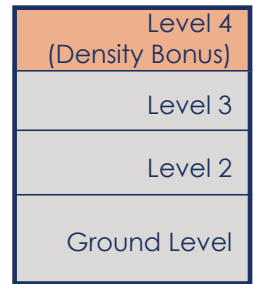
- **Commission discretion within the Frontage Protection Zone**

- to ensure that site-specific criteria can be considered when evaluating buildings within the 30- to 50-foot setback of the FPZ. For instance, the Commission may consider designated vantage points, corner lot considerations, site depth, adjacent land uses, desired pedestrian connections, etc.

Require trail and sidewalk amenities in the first 30-feet of the FPZ



35 Feet



30 Feet

100 Feet

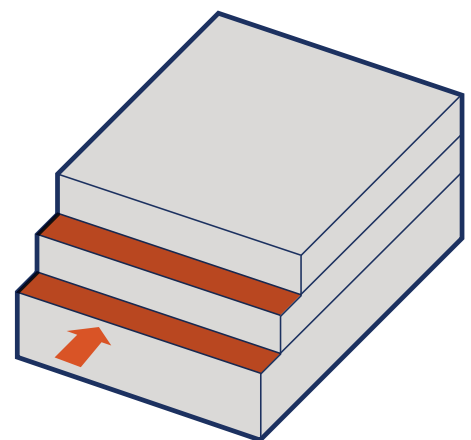


Restrict building heights to 35' in the FPZ to protect views

Require Upper Story Stepbacks (in 10' increments) for buildings within the first 50' of the FPZ



- **Restrict building heights to 35-feet within the FPZ** to mitigate the visual impact of additional development and density on Park City's entry corridors. Building heights along the entirety of the 100-foot FPZ should be restricted to 35-feet, regardless of the underlying zoning or any additional density bonus. Mechanical equipment and elevator shafts should be screened from street visibility.

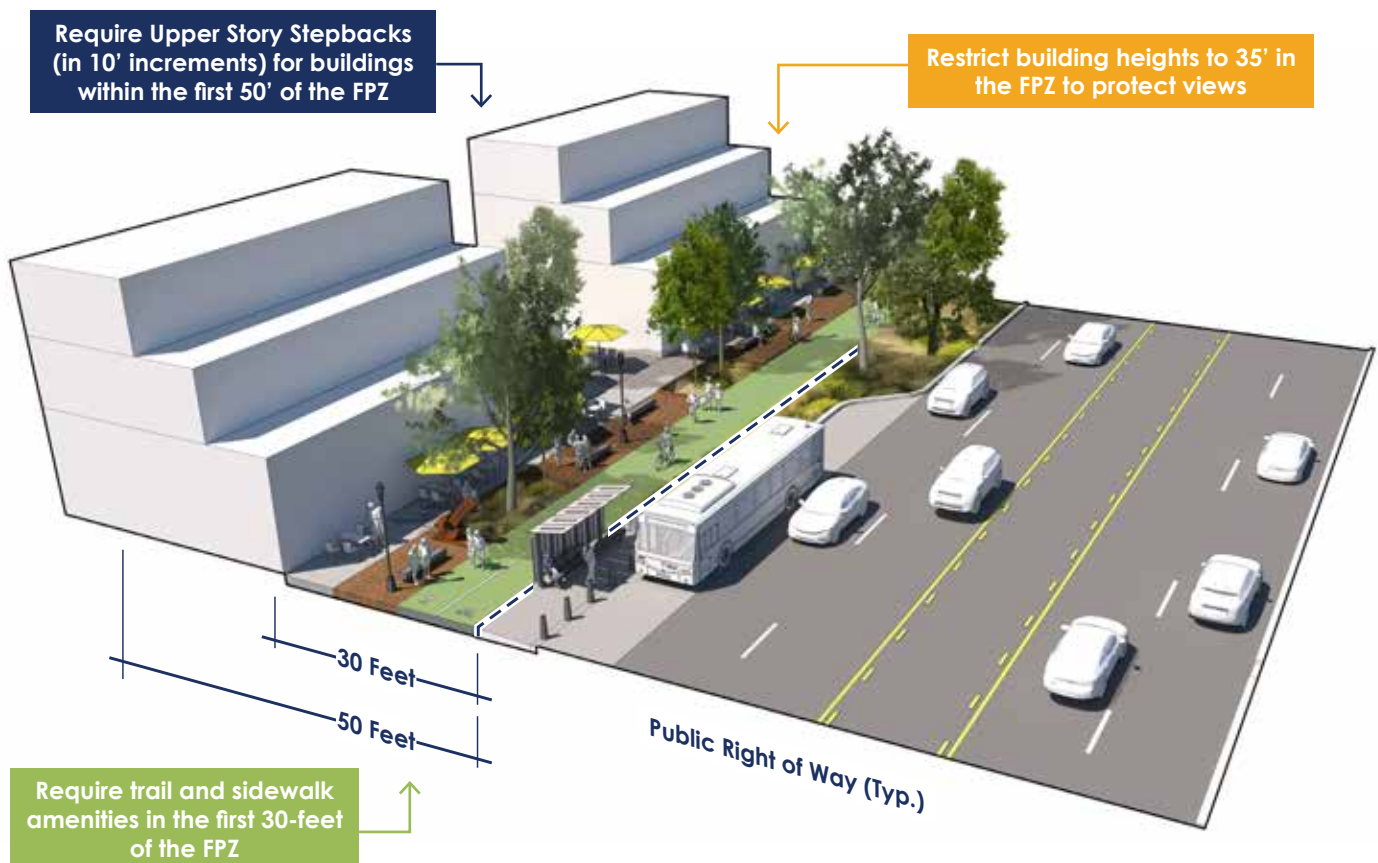


- **Allow for exceptions that prioritize good design in small or challenging sites.** In corner sites or small sites where the FPZ occupies a majority or a significant portion of the developable area, the Planning Commission is recommended to have discretion to make exceptions that prioritize site-specific designs.
- **Require trail and sidewalk amenities in the first 30-foot of the FPZ** to treat this section as a linear green. While sidewalks and trails are allowed within the first 30-feet of the FPZ, there is an opportunity to ensure that the first 30 feet of the FPZ setback is treated as a linear green with ample sidewalks, multi-use trails, street trees, landscaping, seating, transit facilities, and pedestrian-scale lighting. The design of these linear greens should prioritize the pedestrian and cyclist

experience, encouraging the undergrounding of overhead utilities. These new linear greenspaces in the Frontage Protection Zone should be woven into the site design as a means of breaking up superblocks and creating welcoming spaces that invite people into the neighborhood from the perimeter.

- **Allow for arts and culture elements** within the first 30-feet of the FPZ. These may include sculptures, supergraphics, decorative or artistic lighting, play elements, or neighborhood gateway elements.
- **Require Upper Story Stepbacks:** For buildings proposed within the first 50 feet of the FPZ, require upper story stepbacks (in ten-foot increments) along facades facing corridors in the FPZ to preserve mountain views and reduce the visual impact of additional development.

The graphic below depicts the impact of these improvements of the Frontage Protection Zone to new development on the entry corridors in Bonanza Park. New buildings will meet the street with linear greens, gathering spaces, artistic elements, and improved transit infrastructure.



Front Yards
Entrances & Porches
Landscaping & Trees
Windows & Doors
Block Patterns & Sizes
Roofs
Fences
Parking Placement

As part of a Bonanza Park Mixed Use District, ensure that new multifamily and mixed use buildings reflect human scale design for a walkable community by regulating design elements. Excludes single and two-family dwellings.



MU3: Establish development guidelines for new multifamily and mixed-use buildings to create walkable, human-scale, development that is contextual and sensitive to its environments.

With Bonanza Park poised for additional growth, the neighborhood's character, scale, and architectural quality will continue to evolve as new buildings and uses replace surface lots and underutilized parcels. For instance, recent developments like the affordable housing-focused Engine House on Homestake Road, bring in new residents and street life to what was otherwise a surface parking lot. As this development momentum continues, Parkites expressed through this plan's engagement process that new buildings must reflect the charm, architectural quality,

and design sensitivities that have made Park City an international destination and a place with high quality of life for residents. To protect this architectural authenticity, it is recommended that Bonanza Park establish development guidelines for new multifamily and mixed-use buildings proposed within the Bonanza Park study area, whether as a stand-alone regulatory document or as part of a new Bonanza Park Mixed Use District. These guidelines, per state statute, would exclude single and two-family dwellings. Similarly, new design guidelines are not intended to mandate a specific architectural style or preclude from innovative design. Instead, development or design guidelines focus on ensuring good quality design that is human scaled, reflects a walkable setting, and is sensitive to its context and surroundings. Unlike a Form-Based Code or form-based regulations, development or design standards thus focus on building aspects that are more

qualitative in nature to ensure a high design quality in new construction. For instance, they typically address, but are not limited to, aspects like building articulation, site design and orientation, placement or parking lots and structures, location and orientation of yards, entrances, and windows, and location and specifications for landscaping and trees. As well, they can regulate overall development patterns and encourage breaking down Bonanza Park's superblocks into a more compact and connected street grid, where key corridors are activated at the ground level and delivery/trash/recycling areas are consolidated and screened from view, accessed via alleys or service drives. Their application into an existing community adds predictability to the development process and signals the quality of design expected of the development community.

How these Recommendations can Shape Development

Taken together, these improvements to the base zoning, FPZ, and the addition of development guidelines will shape development. As growth occurs, the recommendations in this section will preserve and enhance viewsheds and ensure that new buildings contribute to Park City's charm and character.

To illustrate this opportunity, the following example graphics demonstrate how improvements to the FPZ would regulate building form along key corridors in Bonanza Park. The developments shown in these graphics are purely hypothetical massing studies along Park Avenue, Kearns Boulevard, and Bonanza Drive. It should be noted that the massing study along Iron Horse Boulevard and Bonanza Drive is outside the FPZ and illustrates how development elsewhere in Bonanza Park may incorporate these regulations as part of a Bonanza Park Mixed Use District.

Kearns Boulevard & Homestake Road

Conceptual 4-Story Development



Existing Conditions



Park Avenue & Woodbine Way

Conceptual 4-Story Development



Existing Conditions



Iron Horse Boulevard and Bonanza Drive

Conceptual 4-Story Development



Existing Conditions





Bonanza Park is...

Local

Support locally-owned business & entrepreneurship.

At community meetings, walking tours, roundtables, and online surveys, Parkites described Bonanza Park as “locals’ neighborhood”- a place where Parkites live and go out to dine, shop, and run errands. This was in contrast to Old Town and the Main Street corridor, which many of the Parkites we engaged described as catering toward tourists and out of town visitors. For instance, Parkites described the charm of the Boneyard Saloon and Roadhouse Grill, and how they would likely run into neighbors when dining out. These impromptu meetings, where neighbors converse and can comfortably and naturally gather, create and foster a strong sense of community and belonging. Their happening is not exclusive to the venue in which they occur, but instead enhanced by the

authenticity of the venue and how it feels representative of the community’s values. As such, Parkites expressed a desire that new businesses and establishments that come into the neighborhood as development and growth occurs continue to reflect the personality and authenticity of Bonanza Park.

Similarly, the Parkites we engaged expressed the value of Bonanza Park being a true neighborhood where Parkites live, work, and recreate. The neighborhood is already home to more than 700 residents and is expected to continue to add residents with new development proposals. As an internationally renowned tourist destination, Park City’s appeal is widespread and highly desirable. While the tourism-based economy creates economic opportunities and

supports the overall community, it also creates pressures on land values and the housing market through the addition of hotels, timeshares, and nightly rentals. Preserving the neighborhood’s character as a place for Parkites continues to be a key community priority. This section does so through the following recommendations:

- **L1:** Limit nightly rentals, hotels, and timeshares to grow the residential base for Bonanza Park, and ensure that new dwellings are supporting a neighborhood for locals.
- **L2:** Limit conventional chain businesses to prioritize locally owned and unique retailers/restaurants in Bonanza Park.
- **L3:** Cap commercial square footage per building, with exceptions for grocery stores, to incentivize mixed use development.



“No overnight, short-term rentals, or hotels. Place local residents first!”

L1: Limit nightly rentals, hotels, and timeshares to grow the residential base for Bonanza Park, and ensure that new dwellings are supporting a neighborhood for locals.

Bonanza Park is a neighborhood by locals, for locals. As growth occurs, Parkites engaged through this process supported a future land use vision centered around additional mixed-use development that brings in more full-time residents and provides homes for Park City’s workforce, and limits the addition of hotels, nightly rentals, and other hospitality uses. With this goal and outcome in mind, there is an opportunity to limit nightly rentals, hotels, and timeshares in the neighborhood.

Limiting Future Hotels

With the exception of the DoubleTree Hotel at the corner of Park Avenue and Bonanza Park and the Park Regency Resort on Prospector Avenue, Bonanza Park is largely commercial in nature with some pockets of residential condos and apartments. Through a rezoning of the neighborhood into a future Bonanza Park Mixed Use District, there is an opportunity to classify major hotels, or those with more than fifteen hotel rooms, as a conditional use. Currently, both major and minor hotels are uses allowed by right in the General Commercial (GC) zoning district. This rezoning will establish an additional check on whether any proposed hospitality uses will impact the overall character of Bonanza Park, providing an opportunity for potential new hospitality

uses to establish compatibility standards with the remainder of the neighborhood.

Limiting Nightly Rentals

In the last decade, nightly rentals have disrupted and transformed the hospitality industry, and as a consequence, the neighborhoods where they are located. While they provide visitors additional choice beyond a traditional hotel and may even introduce new visitors and economic activity to an otherwise residential community, their presence is not without negative impacts to housing affordability and impacts to the character of a neighborhood. According to AirDNA, the world leader in nightly rental intelligence data, nightly rentals in the United States, on average, increased home values between 1 to 4 percent over the last four years – though this percentage may be as high as 17 to 20 percent in very specific touristic areas. * Thus, while limiting nightly rentals alone will not fix housing supply shortages and erase affordability concerns, when heavily concentrated in a community, they may have a significant impact. As such, cities with tourism-driven local economies have enacted strategies to limit nightly rentals both citywide, and within specific neighborhood boundaries.

Park City already regulates nightly rentals citywide through zoning and a licensing process. Anyone with the intent to offer paid lodging for a period of under 30 days, if within one of the allowable zoning districts, must apply for a nightly rental license to operate. The entirety of Bonanza Park is within zoning districts that allow nightly rentals. However, with the exception of portions zoned



L2: Limit conventional chain businesses to prioritize locally owned and unique retailers/ restaurants in Bonanza Park.

Parkites responding to surveys and attended meetings described Bonanza Park's current retailers, dining establishments, and shops and one of their top "favorite things" about the neighborhood. Many of Bonanza Park's commercial properties are indeed home to local businesses with local or regional ownership, many of which attended stakeholder roundtables conducted by the planning team in the first phase of community engagement. These owners are highly invested in the success of the community, and champion improvements to the area.

As new businesses move into the area, in both existing commercial buildings, or as part of a redevelopment, there is an opportunity to ensure that new tenants reflect the richness, authenticity, and character of the community. A key strategy for such is to limit conventional chain businesses from operating in Bonanza Park. Park City already defines a conventional chain business through the Land Development Code, as a commercial storefront substantially identical to more than ten (10) other businesses, regardless of ownership or location, based on standardized menu, merchandise, apparel, or architectural design or decor. Strategies to limit chain businesses in Bonanza Park include:

- Limit the total number of chain businesses allowed in the Bonanza Park neighborhood, either as

Light Industrial (LI), lockout units, or dwellings with separate exterior access that include a bathroom but no kitchen, require a Conditional Use Permit.

Strategies to limit nightly rentals in Bonanza Park may include a menu of options, to be considered by City Council as a next step implementation item. These may impact the Bonanza Park study area directly, as either additions to the Regulation Of Nightly Rentals section of the Land Development Code, or as part of a future Bonanza Park Mixed Use District. These may include:

- Establishing a total cap or quota on the total number of nightly rentals in Bonanza Park, as a percentage of the total housing units in the neighborhood, or as a number influenced by the number of nightly rentals currently permitted in Bonanza Park.

- Limiting the number of tenants who can stay in a nightly rental per single stay, to prevent "party houses" in established residential areas.
- Establishing a policy limiting investor-owned nightly rentals, or owners who own and operate multiple nightly rental licenses, while still allowing licenses for homeowners wanting to operate a nightly rental from their primary residence.
- Adopting a full-time resident requirement for nightly rental license holders impacting absentee landlords or out-of-town owners.

These nightly rental policies, however, only work effectively through appropriate enforcement and monitoring of the supply of rentals in the community. It is recommended that any updates to policies impacting nightly rentals in Bonanza Park are evaluated by their ability to be properly enforced.

part of a prohibited use in a new Bonanza Park Mixed Use District, or as an addition to the General Commercial (GC) Zoning District. The Park City municipal code already does so for two zoning districts - the Historic Recreation Commercial (HRC), where no more than seven chain businesses are permitted, and the Historic Commercial Business (HCB) District, where no more than 17 chain businesses are permitted.

- Limit the size of allowed square footage for a chain business to no more than 5,000 square feet to discourage "big box" retail users.
- Limit the proportionate amount of square footage a conventional chain business may occupy within a single building. For instance, a future policy may outline that chain businesses must not occupy more than 30% of the total commercial space in a single building.



L3: Cap commercial square footage per building, with exceptions for grocery stores, to incentivize mixed use development.

In order to incentivize mixed use development over single use commercial development, a future Bonanza Park Mixed Use Zoning District can include regulations that cap the maximum allowable commercial square footages for a single development, building, or application. These recommendations can carve exceptions for potential uses that require a higher total square footage, and are associated with a livable community, such as a full-service grocery store, institutional uses such as an art center or museum, or municipal and civic uses. These terms need to be further defined by Park City Staff following this process, for clarity. For instance, Park City's Land Management Code and its definitions do not currently distinguish a grocery store from other major retail and service commercial uses.

The potential regulations to be considered include the following:

- Limit the allowable commercial square feet for a single building to no more than 15,000 to 29,000 square feet, to ensure that building massing remains at the same scale as the surrounding neighborhood.
- Limit the size of allowed square footage for all commercial uses to no more than 5,000 square feet for a single tenant, to discourage "big box" retail users.
- Require that at least 50% of the total square footage for mixed use buildings that include commercial uses at the ground level are dedicated to residential or commercial office uses.



Bonanza Park is...

User-Friendly

Create a safe & intuitive network for pedestrians, cyclists, and transit users.

From the very first engagement session, Parkites reiterated their support for a more connected, walkable, bikeable, and transit-rich Bonanza Park. At community meetings and stakeholder roundtables, Parkites described moving through the neighborhood as a confusing and often challenging endeavor.

The Mixed Use goal of this plan envisions a more mixed use, compact, and livable Bonanza Park. In order for this type of development vision to thrive, Bonanza Park will require significant investments to its network of streets, sidewalks, and to its overall connectivity. At the neighborhood scale, livability begins and ends with user-friendliness for all users, from pedestrians to cyclists, transit users, and lastly, for those driving a personal car. As such, this section

focuses on improvements to the neighborhood's existing infrastructure, and outlines policy recommendations to ensure that new development supports a more connected mobility network, through four key recommendations:

- **UF1:** Establish a future network of pedestrian and bicycle linkages through Bonanza Park to connect with regional trails and improve the area's connectivity.
- **UF2:** When considering development proposals, encourage multiple connections through Bonanza Park to create a more walkable and interconnected block system.
- **UF3:** Leverage future developments to fund and implement mobility improvements, such as traffic calming, crosswalk

improvements, transit hubs, and tunnels to surrounding neighborhoods.

- **UF4:** Create a vibrant pedestrian-oriented neighborhood by restricting autocentric uses, lowering parking minimums, and incentivizing underground parking structures.

Understanding that additional development may impact vehicular traffic, a stand-alone mobility component was developed as part of this planning process. This separate report includes a more detailed existing conditions analysis and includes the results of a traffic model measuring impacts to intersection Levels of Service. This technical document was prepared by Fehr and Peers, in collaboration with the planning team.

Potential Bike/Ped Connection Typologies

UF1: Establish a future network of pedestrian and bicycle linkages through Bonanza Park to connect with regional trails and improve the area's connectivity.

To become a more walkable and connected neighborhood, Bonanza Parks needs to focus on building its network of pedestrian and bicycle linkages. This plan recommends doing so through a focus on addressing sidewalk gaps, and an investment into high quality trails, noted as Signature Trails.

Improving Sidewalk and Pedestrian Connectivity

Pedestrian connectivity begins with basic infrastructure – sidewalks. Every street within Bonanza Park must include, at the very least, sidewalks on both sides of the street that meet or exceed Park City's standards. Sidewalk gaps within the neighborhood include the south side of Iron Horse Boulevard, both sides of Shortline Road, and both sides of Homestake Road, though this will be addressed via a complete street redesign of the street. Additionally, there is an opportunity to add sidewalk/trail linkages within the neighborhood core to add mid-block connections in otherwise large superblocks. These interior connections are noted in the accompanying map and include connections between the Rail Trail on Bonanza Drive to Iron Horse Drive and Shortline Road, potential future connections within the superblock at the intersection of Park Avenue and Kearns Boulevard, and internal connections near the city-owned site at Kearns Boulevard and Bonanza Drive.



Neighborhood Street



Shared Street "Woonerf"



Alley or Service Drive



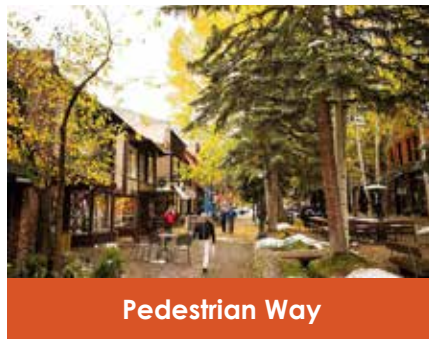
Retail Street



Off-Street Trail



On-Street Bike



Pedestrian Way



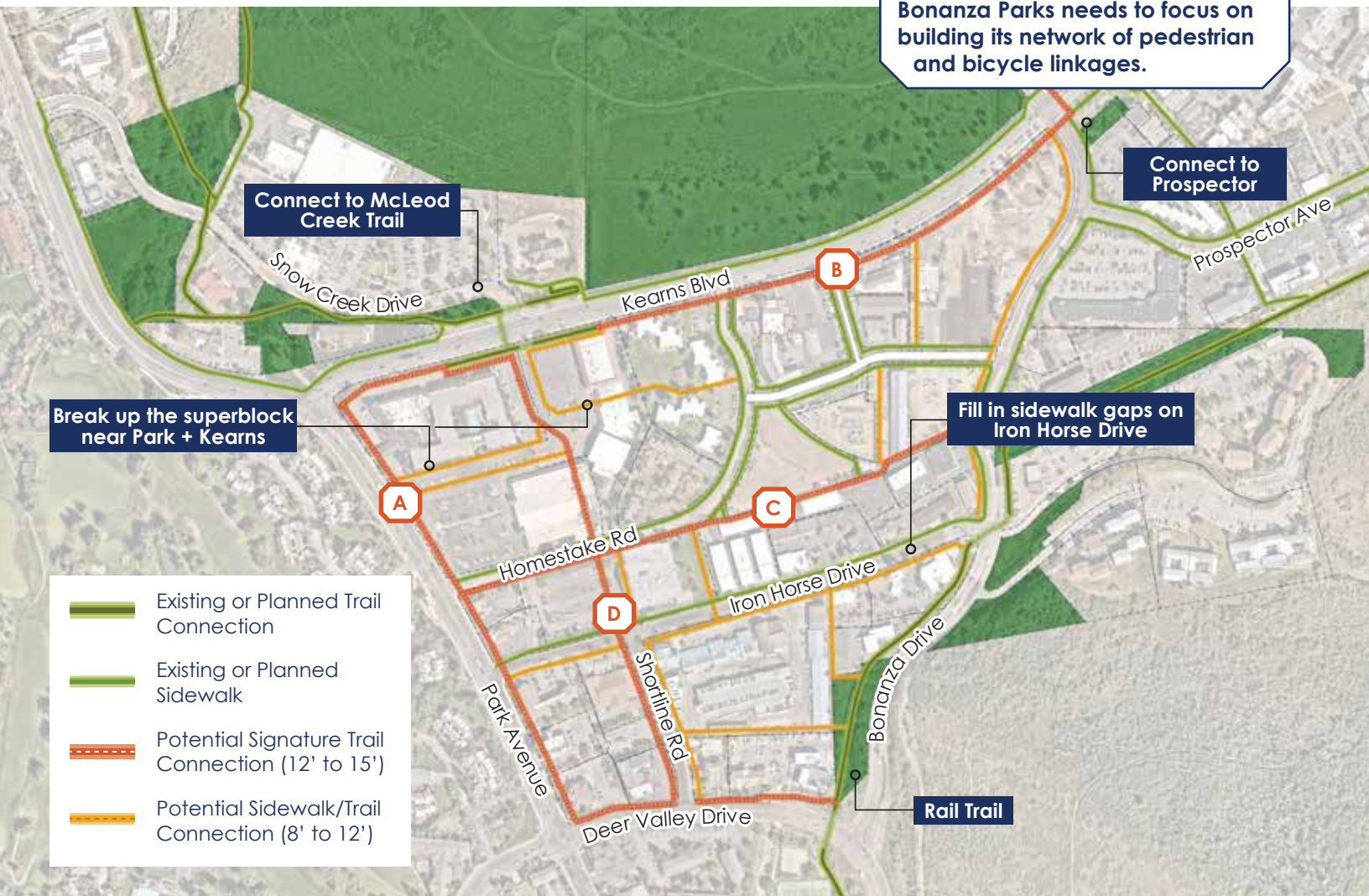
Linear Green

Intersections within the neighborhood core and those between local streets, such as the intersection of Iron Horse Drive and Shortline Road, must prioritize marked pedestrian crossings. At neighborhood thresholds and gateways to nearby communities, such as the connection to Prosperator,

pedestrian tunnels can provide a more seamless and safe crossing. Park City is already making a similar investment with a tunnel under Kearns Boulevard toward Snow Creek Drive.

The Connectivity Vision for Bonanza Park

To become a more walkable and connected neighborhood, Bonanza Parks needs to focus on building its network of pedestrian and bicycle linkages.



Investing in Signature Trails

Bonanza Parks also sits near three regional trail systems of high quality – the Historic Union Pacific Rail Trail to the east, the McLeod Creek Trail to the north, and the Poison Creek Trail to the south. While the rail trail and the Poison Creek trail are seamlessly connected along Bonanza Drive through various pedestrian tunnels, this network remains cut off from the McLeod Creek Trail. Moving from one trail to the other through the neighborhood involves walking along streets missing sidewalks, cutting through surface parking lots, or walking along narrow sidewalks that lack street trees

or pedestrian crossings. As such, this plan recommends investing in Signature Trails, or trails matching or exceeding existing regional trail standards, such as 12- to 15-foot widths, landscaped edges, consistent wayfinding and signage, bicycle repair stations, seating areas, and trailheads at key intersections. Trail and trailhead design should also prioritize comfort during the winter months through pedestrian/bicyclist amenities that are seasonal, such as covered bicycle parking, outdoor seating areas/benches, etc.

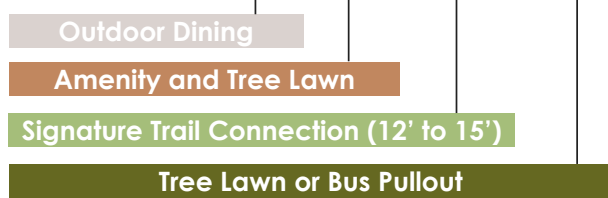
The addition of these trails is a significant investment in Bonanza Park's future, though

may be challenged by a limited amount of space within the existing right of way. As a way to prioritize pedestrian and cyclist movement, future revisions to the Frontage Protection Zone should consider requirements for corner lots and additional setbacks to allow for pedestrian/cyclist movement and circulation through Bonanza Park.

Potential routes for signature trails in Bonanza Park include:

- A** Park Avenue, between Deer Valley Drive and Kearns Boulevard.
- B** Kearns Boulevard, along its south side between Park Avenue and Bonanza Drive.

Example of a Signature Trail

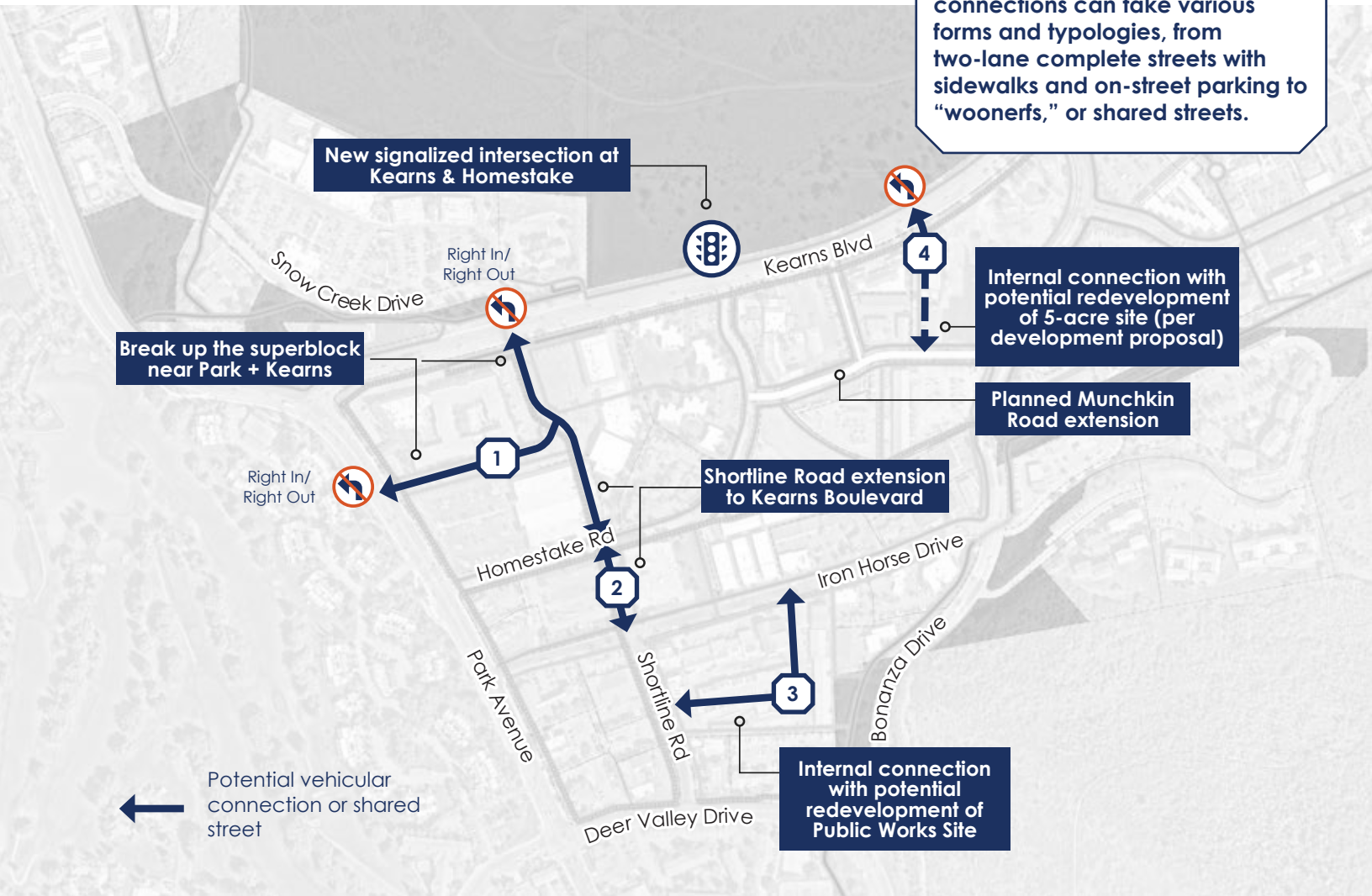


C A new east-west connection between Park Avenue and the Rail Trail, through the south side of Homestake Road and within portions of the Iron Horse District.

D A new north-south connection between Deer Valley Drive and Kearns Boulevard, along Shortline Road, the Walgreens property, and through a future redevelopment of the Fresh Market site toward the proposed Snow Creek Drive Tunnel under Kearns Boulevard.

Breaking down Superblocks with Redevelopment

New internal streets and connections can take various forms and typologies, from two-lane complete streets with sidewalks and on-street parking to “woonerfs,” or shared streets.



UF2: When considering development proposals, encourage multiple connections through Bonanza Park to create a more walkable and interconnected block system.

Through the years, Bonanza Park’s development patterns has resulted in a disjointed network of overly sized superblocks where internal pedestrian and vehicular connections are often lacking. As redevelopment occurs within these superblocks, there must be a focus on breaking

down this superblock pattern into more compact, walkable, and connected blocks. New internal streets and connections can take various forms and typologies, from two-lane complete streets with sidewalks and on-street parking to “woonerfs,” or shared streets, where streets are designed to slow down vehicular traffic and prioritize pedestrian and cyclist movement. The internal street network connections to consider as redevelopment occurs are as follows:

- 1 Superblock between Park Avenue, Kearns Boulevard, and Homestake Road: A future redevelopment of the commercial properties in this

area should prioritize created new east-west and north-south connections. Streets connecting to Park Avenue or Kearns Boulevard should remain as right-in/right-out intersections, to lessen impacts to regional traffic.

- 2 Extension of Shortline Road: With a redevelopment or improvement of the Walgreens site, Shortline Road can be extended toward Homestake Road, eventually connecting with a new north-south connection toward Kearns Boulevard.

Example of a Vehicular and Trail Connection



3 Public Works Site: In the case of a future redevelopment of the Public Works facility on Iron Horse Drive, a new east-west and north-south connection can create a more compact block size near the Rail Trail.



4 City-Owned 5-Acre Site: In a future redevelopment of the city-owned site at the corner of Park Avenue and Bonanza Drive, a new internal connection should be considered between Munchkin Road and Kearns Boulevard.





Traffic Calming Measures



Crosswalk Improvements



Mobility Hubs



Pedestrian Connections

UF3: Leverage future developments to fund and implement mobility improvements, such as traffic calming, crosswalk improvements, transit hubs, and tunnels to surrounding neighborhoods.

The improvements described in this section are ambitious and will require significant funding. Understanding that municipal funds are limited in accomplishing these goals, there is an opportunity to leverage future developments to fund and implement some of the mobility improvements

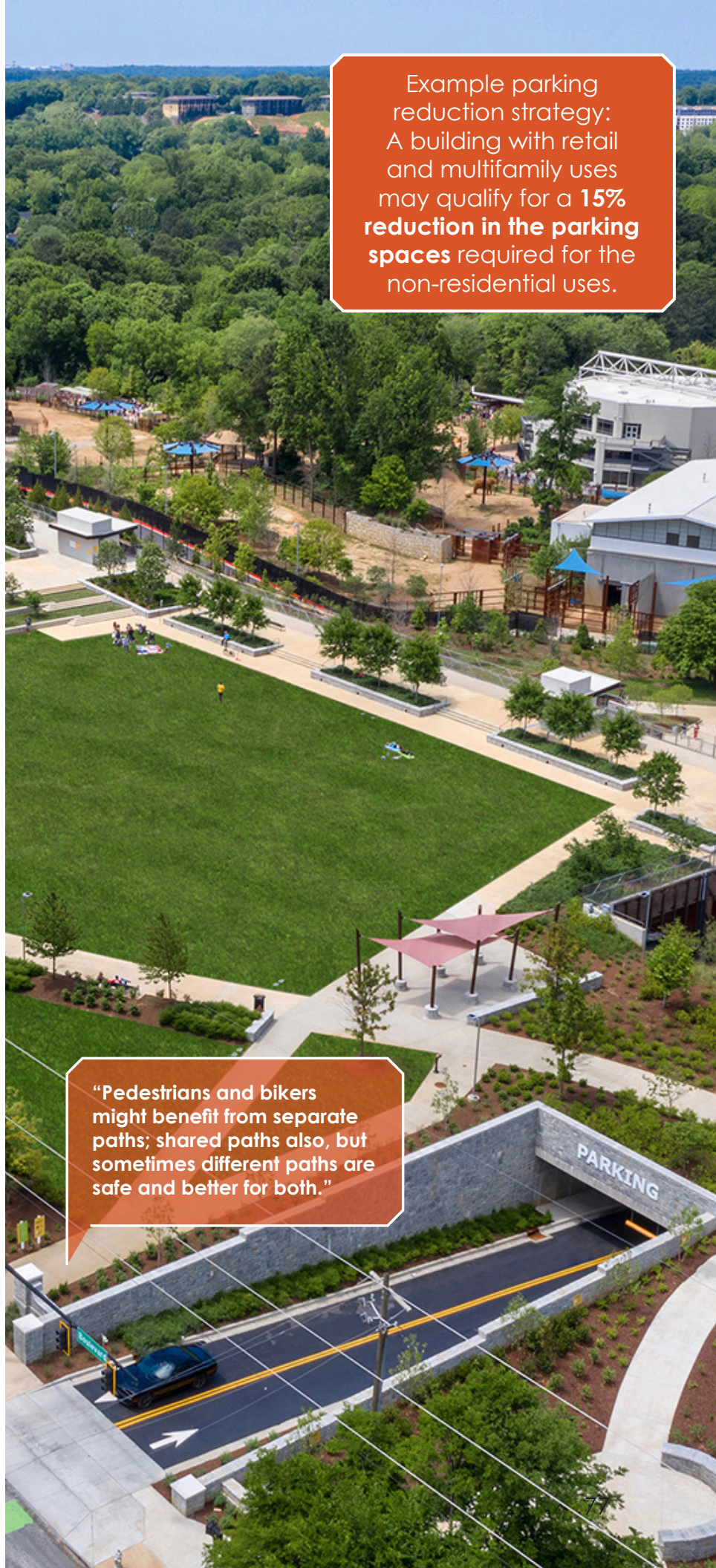
most needed in Bonanza Drive. While these are investments in the public realm, they may help make Bonanza Park a more vibrant and walkable place, benefiting both existing residents and future residents brought in through new buildings. In collaboration with Park City, developers can choose to provide some of these as a community benefit when applying for a density bonus, as described in the Mixed Use goal, or may choose to pay a fee-in-lieu into a mobility improvement fund. The potential improvements to be considered as high priorities for Bonanza Park include:

- **Traffic calming measures:** Bump-outs at intersections, on-street parking as part of a complete street design, parklets, sidewalks, signage, and street trees.
- **Crosswalk improvements:** Clearly marked crosswalks and pedestrian signage.
- **Mobility Hubs:** Bus shelters (with lighting, seating, cover, and signage), bus pullouts, and access to last-mile connectivity, such as bike share or micro-mobility.
- **Pedestrian Connections:** Continuing to invest in connectivity to the surrounding area, with a focus on creating tunnel or bridge connections with adjacent neighborhoods.

UF4: Create a vibrant pedestrian-oriented neighborhood by restricting auto-centric uses, lowering parking minimums, and incentivizing underground parking structures.

As part of a new Bonanza Park Mixed Use District (BPMX), Park City may consider the following strategies to shift the development paradigm in Bonanza Park and ensure that new development supports a walkable environment:

- **Restrict car-centric uses:** In a future BPXD Zoning district, auto related retail, drive-up windows, and gas stations, may be considered as potential prohibited uses.
- **Significantly lower parking minimums for all shared uses:** Lower required parking minimums for mixed use developments, boutique hotels, complementary uses in a single development, or when in close proximity to transit. A shared parking strategy should be developed as an implementation next step. For instance, a building with retail and multifamily uses may qualify for a 15% reduction in the parking spaces required for the non-residential uses, following a parking impact study submitted as part of the development application.
- **Incentivize underground parking:** Included as a community benefit within the proposed BPMX, underground parking should be encouraged and incentivized through a parking reduction. For instance, peer communities have included a 5% reduction of the required parking minimum for parking space included below grade.



Example parking reduction strategy: A building with retail and multifamily uses may qualify for a **15% reduction in the parking spaces** required for the non-residential uses.

“Pedestrians and bikers might benefit from separate paths; shared paths also, but sometimes different paths are safe and better for both.”



Bonanza Park is...

Inclusive

Expand the availability of affordable and workforce housing units.

The Parkites engaged throughout the planning process described a future Bonanza Park where folks of all backgrounds and incomes have access to attainable housing, eco-friendly spaces, improved air quality, and a vibrant local economy built around local businesses. When housing is adequate, other essential elements of community fall more easily into place including healthcare, education, and job opportunities. The common myth that affordable and workforce housing will negatively impact the economy or social qualities of a community is a harmful narrative to communities. Communities flourish when homes are reasonably priced by way of steady rental rates, increased spending power, less stress, more available jobs,

and increased tax revenue that can be used to improve infrastructure, educational facilities, and other vital community resources. The U.S. Department of Housing and Urban Development defines affordable housing as housing on which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities. From tenant-based rental assistance to project-based affordable housing, there are multiple options that cities can utilize and incentivize to facilitate the development and preservation of affordable housing. Shortages of affordable and workforce housing are a long-standing challenge throughout the country and in Park City.

In an effort to promote community sustainability, housing has been a focus

of Park City since the early 1990's, adopting the first housing policies as early as 1993 intended to create and preserve affordable housing. As a resort town that attracts thousands of visitors every winter season, seasonal workers are an essential part of the workforce with a need for affordable housing, that make it possible for the city to flourish during peak tourism periods.

Park City's Inclusionary Housing Ordinance requires that Master Planned Developments provide affordable units for 20% of the residential units. In 2023, the Five-Year Moderate Income Housing Plan inventoried 651 moderate-income homes citywide, with 439 rental units

and 212 owner-occupied units. Currently this equates to approximately 20% of the total units in Park City, meeting the minimum goal for affordable units citywide. As future development is anticipated within the Bonanza Park and Snow Creek study area, it is critical to continue to incentivize affordable and workforce housing so that Park City's minimum target of units citywide doesn't drop below the 20% threshold. Ideally, future affordable units in Bonanza Park would increase the percentage beyond 20%.

In order to promote a more inclusive Bonanza Park and expand the availability of affordable and workforce housing units, this study provides four recommendations:

- **11:** Work with the development community to build more affordable and workforce housing in Bonanza Park and help meet citywide goals.
- **12:** Establish bold affordability metrics to guide decision-making and track short- and long-term success.
- **13:** Work with residents and property owners to preserve naturally occurring moderate income housing already existing in the neighborhood.
- **14:** Ensure that new housing and public spaces in Bonanza Park follow Universal Design Principles.

Affordable Housing Case Study: The Martha | Boise, ID



The Martha is a 2- to 3- story apartment building in Boise, Idaho developed by the Capital City Development Corporation (CCDC), Boise's redevelopment and urban renewal agency. A follow up to the West Downtown Neighborhood Plan, The Martha is the result of a Request for Proposals (RFP) for the redevelopment of CCDC-owned property. The RFP process resulted in a development agreement in 2021, and the project broke ground at the end of 2021, and was completed in 2022.

The development includes 48 mixed-income units with 21 studios, 14 one-bedroom units, and 13 two-bedroom units. All units are affordable to residents earning between 60-120% of Boise's Area Median Income (AMI). The building was designed to reflect the area's historic architecture and scale, and is LEED Silver Certified.

Affordable Housing Case Study:

Union Flats | St. Paul, MN



The Union Flats development includes 217 workforce housing units to a neighborhood in St. Paul, MN with little to no affordable options. Built on a formerly contaminated site, the development team used a funding strategy that employed the Low Income Housing Tax Credit Program (LIHTC), among other taxable bonds. The development includes resident amenities like courtyards, a pool and deck, a bike lounge, and proximity to nearby regional rail.

As a LIHTC property, rental rates are designed to be under the St. Paul's AMI, with income restrictions in place.

Source: The National Affordable Housing Management Association

EngineHouse Affordable Housing in Bonanza Park: 99 new deed-restricted units targeting Area Median Incomes (AMI) from 40-80%. Expected to be completed in spring 2025. (Source: Park City Municipal)



I1: Work with the development community to build more affordable and workforce housing in Bonanza Park and help meet citywide goals.

Park City has the most aggressive local inclusionary affordable housing obligation in the State of Utah at 20%. Per the City's affordable housing policies, private development providing more than 10 residential units must meet this 20% obligation through one of the following six tools:

1. Building the affordable units on site
2. Build affordable units within City limits
3. Deed restrict existing units
4. Build affordable units outside city limits but within the Park City School District Boundary
5. Convey land to the city within the Park City School District Boundary
6. Pay an in-lieu fee, currently \$389,700 per Affordable Unit Equivalent

In addition to these tools, this study recommends exploring additional development agreement options that would ensure that developments seeking public investment align with the needs of the broader Bonanza Park and Park City community, such as providing important community benefits as a part of the overall development. Public incentives combined with private funding can also provide private sector technology and innovation, and potentially spread the cost of infrastructure over a more extended period, freeing up public funds that could be applied to areas where private investment is not appropriate or impossible. Lastly, encouraging the construction of various unit sizes and types including micro-units, apartments, townhouses, and condominiums may lead to multiple price points offered within Bonanza Park.



Condos on Homestake Road in Bonanza Park

\$1,045,455
 2024 Median Housing Value in Bonanza Park (ESRI, 2024)

I2: Establish bold affordability metrics to guide decision making and track short and long-term success.

By setting targets for the number of affordable and workforce units that should be built in Bonanza Park and the desired AMI level, Park City will be able to monitor affordability that will help assess progress and determine if changes to the strategy are necessary. Policy objects such as increasing the affordability of rental housing or expanding affordable housing goals within Bonanza Park. By establishing bold affordability metrics that are specific and measurable, Park City will be able to determine to what extent progress is being made in achieving affordability goals. Specific housing goals provide the detail for effective measurement of success rather than vague goals that simply “promote” affordable housing opportunities. Establishing a baseline that begins in a given year and setting a goal for new housing in a five-year period would be an example of a measurable goal for short-term affordable housing.

I3: Work with residents and property owners to preserve naturally occurring moderate income housing already existing in the neighborhood.

With the addition of the EngineHouse affordable housing development coming online in 2024, Bonanza Park will provide a significant percentage of Park City’s 2024 affordable and workforce housing target. Identified as rental housing that is affordable without the use of public subsidies, Naturally Occurring Affordable Housing (NOAH) occupies the space between market-rate units and government-assisted subsidized units. Opportunities to preserve naturally occurring moderate income housing include innovative financing strategies, providing tools to mission driven owners like reliable acquisition financing and mixed-income approach, capital and incentives for responsible NOAH owners, and rental assistance for tenants are a few examples.

I4: Ensure that new housing and public spaces in Bonanza Park follow Universal Design Principles.

Universal design are principles through which public and private spaces are designed to have equal access by people of all ages and abilities, with little or no need for adaptation or specialized design. A key aspect of design that allows for aging-in-place, universal design follows guidelines developed with the American with Disabilities Act (ADA) in mind.

To continue to be a welcoming community for all Parkites, especially those with special requirements or limited mobility, new housing must incorporate elements commonly associated with universal design. These include no-step entries, appropriate widths for doors and hallways, non-slip surfaces on floors and bathtubs, and housing options that include single-story units.



Bonanza Park is...

Green

Create a more welcoming and sustainable community.

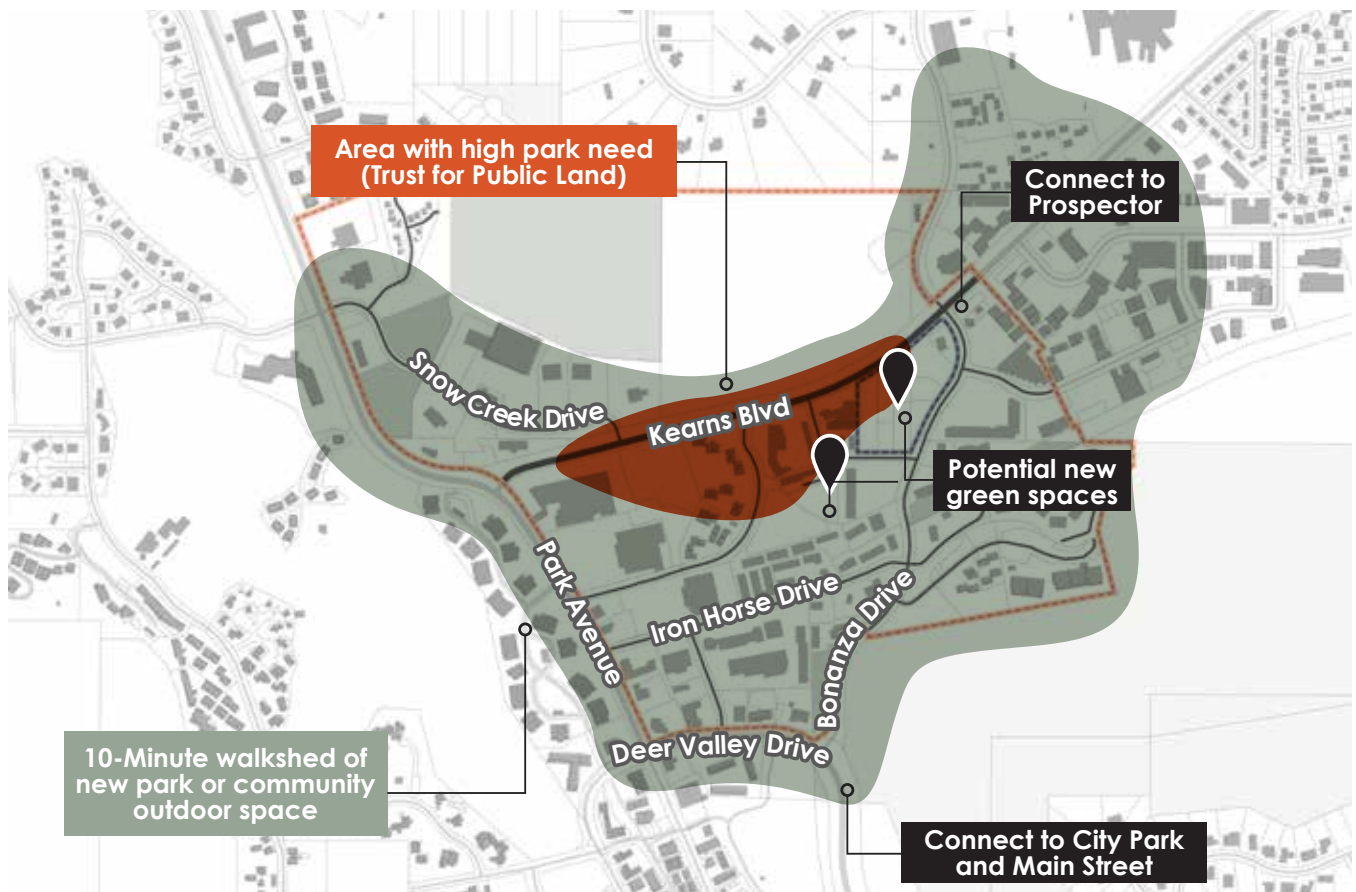
As Park City and the Bonanza and Snow Creek neighborhoods continue to grow and develop, promoting a greener and more sustainable community that allows people to connect with nature is more important than ever. Sustainable communities provide a wealth of benefits including improved air quality, reduced heat island effects, improved mental and physical health, reduced energy costs, and increased biodiversity. Parks and outdoor community spaces also strengthen social cohesion within a community by offering a range of activities that provide opportunities for people to come together at events like festivals, concerts, and markets. These spaces also promote long-term economic growth by driving tourism, generating income for local

businesses, and attracting new residents and businesses to the study area. Finally, community gathering spaces and sustainable development promotes biodiversity and combats the impacts of climate change through vegetation that absorbs carbon from the atmosphere and improves air quality, regulates ecological processes such as pollination and pest control, and serve as conservation areas to protect wildlife and important habitat.

Throughout the arch of the study process including community meetings and online and paper surveys, the incorporation of green and community spaces in future development within the Bonanza and Snow Creek study area received overwhelming community support. Support for a greener,

more resilient Bonanza Park is explored through three key recommendations:

- **G1:** Ensure that all current and future Bonanza Park residents are within a safe and comfortable 10-minute walk to a park, outdoor community space, or trail connection.
- **G2:** Provide examples of publicly accessible green spaces or outdoor community spaces as part of a Bonanza Park Mixed Use District to ensure that those added as part of a community benefit are of high quality.
- **G3:** Incentivize sustainable development within Bonanza Park to meet Park City's net zero goals, reduce vehicle trips, and improve access to transit.



G1: Ensure that all current and future Bonanza Park residents are within a safe and comfortable 10-minute walk to a park, outdoor community space, or trail connection.

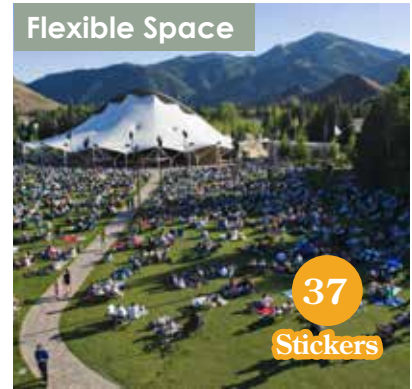
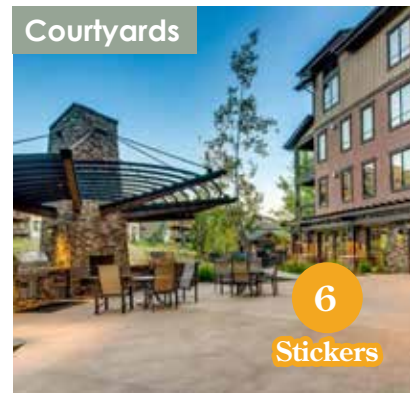
The addition of new parks and trails within Bonanza Park would provide an opportunity for nearly 1,000 nearby residents to be within a 10-minute walking distance of critical community open space and promote a more sustainable environment for the entire community. Future development should be incentivized to provide new outdoor community spaces through public-private partnerships or development agreements. There is also the opportunity to create a

new neighborhood outdoor community space in the heart of Bonanza Park with the potential relocation of the utility substation or as part of the redevelopment of the 5-acre site at the corner of Kearns Boulevard and Bonanza Drive. Finally, a focus on trails and pedestrian connections will ensure that biking and walking to a park or trail is safe and comfortable.

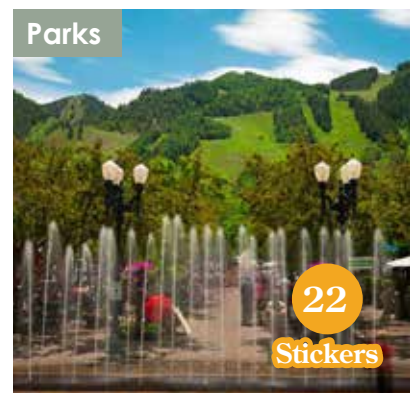
G2: Provide examples of publicly accessible green spaces or outdoor community spaces as part of a Bonanza Park Mixed Use District to ensure that those added as part of a community benefit are of high quality.

While providing a wealth of ecological, economic, social, educational benefits to a community, the appearance, scale, and programming of green spaces and outdoor community spaces may vary widely from project to project. Urban plazas, pocket parks, courtyards, parks, and community gardens are a few examples of green community spaces that have the opportunity to offer high quality community benefit, provide environmental and ecological benefits, and promote social cohesion. Careful consideration should be given to each project within Bonanza Park to offer complementary outdoor spaces and experiences throughout the neighborhood and foster a more sustainable and greener community.

These green space typologies should be formalized as a menu of options available to the development community applying for a density bonus within Bonanza Park as part of a new Bonanza Park Mixed Use (BPMX) District, or when proposing development within the Frontage Protection Zone. For each typology, in a future BPMX or elsewhere, the design of these spaces should be guided by supporting language describing their intended use and context, example imagery of best practices, and recommendations for how to best integrate these spaces with a surrounding development.



At the third community meeting, Parkites were asked to share what types of green spaces elements they would like to see in Bonanza Park. Those who participated in this activity were given three stickers and were asked to distribute them among the green spaces shown.



G3: Incentivize sustainable development within Bonanza Park to meet Park City’s net zero goals, reduce vehicle trips, and improve access to transit.

The impact of our buildings and infrastructure on our environment is significant and overarching, both economically, socially, as well as environmentally. The construction industry and new development is a significant contributor to climate change, which poses a threat to overall public health and has significant impacts on our overall environment and the air that we breathe. By incentivizing greener and more sustainable development, Bonanza Park can contribute to a healthier community for all Parkites and can become a more resilient neighborhood.

Park City has a goal to be a net-zero community by 2030, running on 100% renewable energy. As of 2016, buildings within Park City accounted for 60 percent of all carbon emissions, well above the national average. Investing in green technologies and renewable energy resources like solar, wind and geothermal the Bonanza neighborhood can significantly reduce greenhouse gas emissions. Additionally, green infrastructure such as green roofs, parks, bike paths, and public transit can help reduce air pollution and promote a healthier environment, and future development should be incentivized to include these sustainable features. Finally, future developments should incorporate convenient access



Park City has a goal to be a net-zero community by 2030, running on 100% renewable energy. As of 2016, buildings accounted for 60 percent of carbon emissions, well above the national average.

to transit routes to encourage reduced dependency on personal vehicles.

Following this process, Park City Staff must further defines what constitutes a “sustainable development.” This may be conceived in various forms, such as looking at a development for its total contribution to carbon emissions, its inclusion of sustainable site design elements, or its adherence to existing guidance on sustainable development. For instance, since 2017, Park City’s municipal buildings are required to follow net-zero energy performance requirements. These requirements have as a purpose to “balance

the annual energy use of all buildings and facilities with on-site renewables, or as close to the site as possible.” For private developments, or developments with public-private partnerships, similar or equal standards may be considered to be classified as a sustainable development.

“I do feel that creating nature based spaces is important; the feel of the neighborhood will be more welcoming.”



Bonanza Park is...

Cultural

Weave arts and culture into the community fabric.

Quality of life and caring about community are at the core of embracing arts and culture within the places we inhabit. Providing a way for people to engage in public life, successful placemaking incorporates arts and culture at the center of thriving cities and neighborhoods. Arts and culture have the capacity to transform space into place, and the public realm is a perfect example of spaces that have the potential for us all to relate to place and weave art, programming, and activation into our communities as a civic benefit for everyone. Ranging from murals and sculptures to dance performances and orchestras in the park, public and community art have the ability to promote dialogue

with the community, especially when the community is engaged in the inception and creation of the expression. Public art also provides economic benefits including job creation and tourism and has the potential to foster youth development in the arts through apprenticeships and education.

The multi-phased engagement approach for the Bonanza Park and Snow Creek Area Plan identified arts and culture as a priority and a goal that should be embraced and encouraged throughout the community, weaving through all aspects of the neighborhood ranging from public infrastructure to new development. This plan does so through the following recommendations:

- **C1:** Use public art and placemaking elements to inspire, delight, and enliven public spaces and streets in Bonanza Park.
- **C2:** Ensure that public art is meaningfully incorporated into development proposals and their community outdoor spaces.

C1: Use public art and placemaking elements to inspire, delight, and enliven public spaces and streets in Bonanza Park.

Current and future improvements and redevelopment within Bonanza Park should incorporate the transformation of space to place by reimagining and reinventing public spaces as the heart of the development or community. By focusing on access & connectivity, sociability, uses & activities, and comfort and image, the community-driven process of incorporating public art and placemaking strategies capitalizes on Bonanza Park's local assets and results in the creation of authentic public spaces that contribute to overall health, happiness, and well-being.

Bonanza Park has the unique opportunity to allow art installations within the Frontage Protection Zone when approved through the Public Arts Advisory Board process and dedicated to the city. There are many examples throughout the country of cities and districts incorporating public art within the streetscapes and traffic calming measures, such as creative crosswalks, wayfinding, and neighborhood signage. Additionally, public art, such as sculptures and murals, could enhance trails and gateways at key neighborhood entrances and thresholds. The existing Rail Trail should be enhanced with public art, interactive placemaking strategies, and creative district signage.



Use public art and placemaking elements to inspire, delight, and enliven public spaces and streets in Bonanza Park





Require public local art to be incorporated into Master Planned Developments

Require public art be meaningfully included in the design of community outdoor spaces created with new development

Incorporate murals, supergraphics, and color to break up building facades

“Public art as a core principle is the most cost effective way to get lots of art incorporated into our community. Make every new development provide art.”

C2: Ensure that public art is meaningfully incorporated into development proposals and their community outdoor spaces.

The inclusion of public art within future development projects received overwhelming public support throughout the planning and engagement process for this project. This goal recommends requiring public and local art to be incorporated into Master Planned Developments, to be reviewed and approved through the Public Arts Advisory Board process. It also recommends that community outdoor spaces be created as part of a new development including public art and colorful, creative, and comfortable seating areas. Lastly, the incorporation of murals, supergraphics, and color serves to break up building facades and reflect the neighborhood's identity.

Community Meeting 3 Engagement Results:

What types of placemaking elements would you like to see?

Creative Intersections



Murals



Swings and Creative Seating



Sculptures



At the third community meeting, Parkites were asked to share what types of placemaking elements they would like to see in Bonanza Park. Those who participated in this activity were given three stickers and were asked to distribute them among the placemaking elements shown.

Play Elements



District Signage & Gateways



Wayfinding



Creative Lighting







04

Bonanza Park in Action

This Chapter Includes:

Implementation

Implementation Matrix

Implementation

The community-driven vision of the Bonanza Park Small Area Plan will require additional engagement and public-private partnerships.

In the first public meeting, Parkites who chatted with the planning team stressed the importance of having this plan implemented. Following years of unrealized visions in Bonanza Park, **the community is ready for, and is expecting, action.**

The ideas introduced in this document include capital improvement projects and policy recommendations. The Parkites we engaged passionately advocated for each of the six goals and 19 recommendations in this plan. While every recommendation in this plan is feasible, the reality of implementation is that some must be prioritized over others to efficiently allocate resources, and to set up subsequent recommendations for success. As with all municipalities, Park City has limited funding and City Staff has to prioritize their time and expertise.

As such, this plan recommends that the following key recommendations are prioritized as the first enabling steps in implementation:

- **Draft the new Bonanza Park Mixed Use Zoning (BPMX) language:** The BPMX is an umbrella recommendation that will enable and overlap with many of the concepts and ideas in many of the plan's goals. The BPMX will not only establish a zoning tool that is appropriate for the area's existing conditions, it will also guide growth and development for key redevelopment sites in Bonanza Park, such as the city-owned site at the corner of Kearns Boulevard and Bonanza Drive.
- **Update the Frontage Protection Zone (FPZ):** Updates to the FPZ will ensure that development along these key

corridors will honor Park City's scale and character. The update is equally important to the rezoning of Bonanza Park to a new BPMX, as it will ensure that any increases to allowable building heights with community benefits, are stepped down toward these scenic corridors.

- **Ensure that all streets in Bonanza Park meet a baseline standard:** All streets in Bonanza Park should include basic pedestrian facilities, such as sidewalks and marked crossings at intersections. The initial focus should be on addressing all sidewalk gaps identified in this plan.

Key first steps in implementing this vision

1

Draft the new Bonanza Park Mixed Use Zoning (BPMX) language, and share with the community through additional engagement prior to rezoning the Bonanza Park study area.

How: Formalize the concepts shared in this document into draft zoning language, after which share with the community via additional engagement. Use the engagement conducted in this process to guide initial considerations on density.

2

Update the Frontage Protection Zone (FPZ) to guide future development in Bonanza Park along parcels impacted by this overlay, and parcels expected to redevelop in the next 5 years.

How: Formalize the ideas introduced in this document into draft ordinance language, after which share with the community via additional engagement. Use the engagement conducted in this process to guide initial considerations on scale.

3

Ensure that all streets in Bonanza Park include a baseline of sidewalks, street trees, lighting, and safe crossings. Work with partners to ensure that transit stops include shelters and seating.

How: Focus on key sidewalks gaps, with a priority on Iron Horse Boulevard and completing the Homestake Road improvements. Work with Prospector Square stakeholders to establish long term connectivity solutions.

Funding Strategy

As Park City considers these implementation priorities, City Staff should continue to explore multiple funding sources and mechanisms. Many of the recommendations in this document, such as addressing sidewalk gaps, investing in trails, improving streetscapes, supporting local businesses, creating affordable housing, and adding outdoor community gathering spaces, are noted as community benefits supported by Parkites. The funding for these improvements is commonly achieved through citywide funds, such as direct financing from the City's General Fund. However, this type of funding is often tightly allocated. As such, improvements can also be achieved through funding mechanisms that leverage private investment and development in Bonanza Park. These funding methods include:

- **Tax Increment Financing (TIF):** Infrastructure improvements are funded through future increases in property values as spurred by redevelopment. TIFs in Utah are flexible and allow for cities to pay for economic development activities, such as site cleanup or utility undergrounding.
- **Community Reinvestment Agency (CRA):** Also called Redevelopment Agencies (RDAs) or Community Development and Renewal Agencies (CDRAs), a CRA is created by a municipality or county to stimulate redevelopment. The CRA is governed by the legislative body creating the entity, such as a City Council, and is authorized to create a project area. The CRA raises funds to help pay for



infrastructure improvements, affordable housing, or other development projects. The funding mechanism for a CRA may include Tax Increment Financing (TIF).

- **Public Infrastructure District (PID):** A PID is created by cities or counties to finance public infrastructure for new development and redevelopment. PIDs have the authority to issue debt repayable from property taxes or assessments on the property owners within a district boundary. PIDs are designed to complement other funding strategies, such as Tax Increment Financing (TIF) or assessment areas and bonds, and require the consent of 100% of the property owners and voters within the proposed district boundary.

- **Private-Public Partnerships (PPP):** For improvements near or within city-owned land, a PPP establishes a long term agreement between the City and a private sector entity. A PPP can be leveraged to improve infrastructure in return for incentives.
- **Community Land Trust (CLT):** A CLT is an effective tool in building and maintaining affordable housing. A CLT may act as a development arm, acquiring land and maintaining its ownership to ensure affordable pricing.



Funding Mechanism Options:

Tax Increment Financing (TIF)

Community Reinvestment Agency (CRA)

Public Infrastructure District (PID):

Private-Public Partnerships (PPP)

Community Land Trust (CLT)

Implementation Matrix

The following matrix is a tool to guide the plan's implementation. The matrix suggests timeframes, partners, and establishes priorities.

The planning team has crafted the following matrix to guide the plan's implementation process. The matrix is organized by project goal, listing the recommendations under each goal as introduced in the Bonanza Park Tomorrow chapter of this document.


Following plan adoption, Park City staff will begin the process of making the ideas in this plan a reality. Recognizing that the bold ideas in this plan will require cooperation with private and public entities and organizations, the matrix includes potential partners that will need to collaborate on implementation.



As well, the matrix suggests an implementation timeline for each recommendation, based on the planning team's understanding of staff resources, allocated funding, and general support from the


plan's engagement process. The timelines suggested in the matrix are listed below:

- **Quick Wins:** Policies and projects that can begin right away, and completed in less than six months to a year.
- **Short Term:** Policies and projects that can begin right away or within less than a year, and may take up to one year to complete.
- **Medium Term:** Policies and projects that may need other items to be implemented first, and could take 2 to 5 years to complete.
- **Long Term:** Policies and projects that are long term efforts or ongoing, and will take more than 5 years to commence and/or complete.

This matrix is a dynamic tool intended to be evaluated on a yearly basis. Upon every year, city staff is recommended to check in on each goal's status to evaluate the implementation's success and to identify needed adjustments or changes. As recommendations are completed, others might be added due to unforeseen or unexpected follow-up needs. Likewise, City Staff is expected to leverage and capitalize on funding as it becomes available, or to speed up certain recommendations if community priorities shift. As such, this implementation matrix ensures accountability, keeping both Park City and the Parkites that will partner in these ideas on track and on schedule.

	Recommendations	Timeline	Potential Partners
	Mixed Use: Create a mixed use neighborhood with livability in mind		
MU1	Create a Bonanza Park Mixed Use District that allows for increased densities when new development provides significant community benefits.	Short Term	Park City Municipal, Bonanza Park residents
MU2	Update the Frontage Protection Zone to ensure that Park City's entry corridors remain scenic and awe-inspiring.	Short Term	Park City Municipal, Bonanza Park residents
MU3	Establish development guidelines for new multifamily and mixed-use buildings to create walkable, human-scale, development that is contextual and sensitive to its environments.	Medium Term	Park City Municipal, Bonanza Park residents, area developers
	Local: Support locally-owned business & entrepreneurship		
L1	Limit nightly rentals, hotels, and timeshares to grow the residential base for Bonanza Park, and ensure that new dwellings are supporting a neighborhood for locals.	Short Term(as part of BPMX Process)	Park City Municipal, Visit Park City, Bonanza Park residents and hotel operators
L2	Limit conventional chain businesses to prioritize locally owned and unique retailers/ restaurants in Bonanza Park.	Short Term(as part of BPMX Process)	Park City Municipal, Bonanza Park residents and business leaders
L3	Cap commercial square footage per building, with exceptions for grocery stores, to incentivize mixed use development.	Short Term(as part of BPMX Process)	Park City Municipal, Bonanza Park residents and business leaders
	User-Friendly: Create a safe & intuitive network for pedestrians, cyclists, and transit users		
UF1	Establish a future network of pedestrian and bicycle linkages through Bonanza Park to connect with regional trails and improve the area's connectivity.	Medium Term	Park City Municipal, Bonanza Park residents, Utah DNR, UDOT
UF2	When considering development proposals, encourage multiple connections through Bonanza Park to create a more walkable and interconnected block system.	Medium Term	Park City Municipal, Bonanza Park residents and business leaders

	Recommendations	Timeline	Potential Partners
UF3	Leverage future developments to fund and implement mobility improvements, such as traffic calming, crosswalk improvements, transit hubs, and tunnels to surrounding neighborhoods.	Long Term	Park City Municipal, Bonanza Park residents, area developers
UF4	Create a vibrant pedestrian-oriented neighborhood by restricting autocentric uses, lowering parking minimums, and incentivizing underground parking structures.	Short Term(as part of BPMX Process)	Park City Municipal, Bonanza Park residents, area developers
	Inclusive: Expand the availability of affordable and workforce housing units		
I1	Work with the development community to build more affordable and workforce housing in Bonanza Park and help meet citywide goals.	Long Term: Ongoing Effort	Park City Municipal, Bonanza Park residents, area developers, local housing trusts
I2	Establish bold affordability metrics to guide decision-making and track short- and long-term success.	Quick Win	Park City Municipal, Bonanza Park residents, area developers, local housing trusts
I3	Work with residents and property owners to preserve naturally occurring moderate income housing already existing in the neighborhood.	Long Term: Ongoing Effort	Park City Municipal, Bonanza Park multifamily housing residents, multifamily property owners, local housing trusts
I4	Ensure that new housing and public spaces in Bonanza Park follow Universal Design Principles.	Short Term	Park City Municipal, Bonanza Park residents, area developers
	Green: Create a more welcoming and sustainable community		
G1	Ensure that all current and future Bonanza Park residents are within a safe and comfortable 10-minute walk to a park, outdoor community space, or trail connection.	Short Term	Park City Municipal, Bonanza Park residents
G2	Provide examples of publicly accessible green spaces or outdoor community spaces as part of a Bonanza Park Mixed Use District to ensure that those added as part of a community benefit are of high quality.	Short Term(as part of BPMX Process)	Park City Municipal, Bonanza Park residents, area developers

	Recommendations	Timeline	Potential Partners
G3	Incentivize sustainable development within Bonanza Park to meet Park City's net zero goals, reduce vehicle trips, and improve access to transit.	Medium Term	Park City Municipal, Bonanza Park residents, area developers
	Cultural: Weave arts and culture into the community fabric		
C1	Use public art and placemaking elements to inspire, delight, and enliven public spaces and streets in Bonanza Park.	Quick Win	Park City Municipal, Bonanza Park residents, Park City and Summit County Arts Council, Summit County Public Art Advisory Board, local art community
C2	Ensure that public art is meaningfully incorporated into development proposals and their community outdoor spaces.	Medium Term	Park City Municipal, Bonanza Park residents, area developers, Park City and Summit County Arts Council, Summit County Public Art Advisory Board, local art community



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