

Planning Commission Staff Report



Subject: Bonanza Park Small Area Plan
Application: PL-24-06026
Author: Rebecca Ward, Planning Director
Date: May 22, 2024
Type of Item: Legislative

Recommendation

(I) Review the draft Bonanza Park Small Area Plan (Exhibit A), (II) open a public hearing; and (III) continue the discussion and public hearing to June 12, 2024.

Description

Applicant: Planning Department

Reason for Review: The Planning Commission conducts a public hearing and forwards a recommendation to the City Council for adoption of modifications to the General Plan.¹

LMC Land Management Code

Terms that are capitalized as proper nouns throughout this staff report are defined in LMC [§ 15-15-1](#).

Summary

Bonanza Park was the City's northern entry corridor until the 1970s, when the area began to transform from agricultural and industrial rail uses to uses that supported the developing resort community. In the 1970s, the first few developments—a mortuary, a lumber yard, a restaurant, and a grocery store—advertised the advantage of their location on the outskirts of town – no traffic and plenty of parking. However, as the City's boundary expanded over the decades, Bonanza Park eventually became the City's geographic core and the City's key intersections—Kearns Boulevard and Park Avenue, Bonanza Drive and Park Avenue, Deer Valley Drive and Park Avenue, and Bonanza Drive and Deer Valley Drive—intersect this central neighborhood. As a result, the neighborhood is impacted by not only local traffic, but traffic passing through.

Long-range planning initiatives for the Bonanza Park neighborhood [started in 2010, but ultimately, in 2015, were discontinued](#). Since that time, much has changed. The City purchased the five-acre site at the southwest corner of Kearns Boulevard and Bonanza Park (formerly the Arts + Culture District), the Planning Commission approved the EngineHouse Affordable Master Planned Development—the City's first ever public-private partnership in the development of affordable units—in the center of the neighborhood with 99 affordable and 24 market-rate units, and many property owners

¹ Utah Code [Section 10-9a-404](#)

have applied to redevelop their sites, including:

- 1800 Park Avenue, Park and Kearns Master Planned Development
- 1100-1255 Iron Horse Drive, Iron Horse Master Planned Development
- 1555 Lower Iron Horse Loop, Deer Valley's Ski Rail Affordable Master Planned Development

Now is the time to solidify the community vision for the future of this local neighborhood through the Bonanza Park Small Area Plan so that the Planning Commission can then begin the important work of implementing the vision for the built environment through Land Management Code amendments. The Bonanza Park Small Area Plan is a high-level guiding document. For the document to have any impact on future development, it must be codified.

On March 2, 2023, the City Council approved a contract with [MKSK](#) and subconsultants [Fehr & Peers](#) and [Future IQ](#) to complete the Bonanza Park Small Area Plan ([Consent Agenda](#)). The planning process included substantial community engagement, as well as work sessions with the Planning Commission and City Council:

- July 19, 2023 Community Meeting I
- July 19, 2023 Survey I Issued ([Phase I Survey Data](#))
- August 29, 2023 City Council Work Session ([Agenda](#); [Minutes](#), p. 1)
- October 18, 2023 Neighborhood Tour
- October 18, 2023 [Community Meeting II](#) ([Presentation](#))
- October 18, 2023 Survey II Issued ([Phase II Engagement Summary](#); [Phase II Survey Data](#))
- January 10, 2024 Planning Commission Work Session ([Agenda](#); [Minutes](#), p. 29)
- January 11, 2024 City Council Work Session ([Agenda](#); [Minutes](#), p. 3)
- April 9, 2024 [Community Meeting III](#) (Phase III [Engagement Summary](#))

Executive and Planning team members conducted additional community outreach, including the Senior Center, Historic Park City Alliance, the lodging and restaurant associations, the Prospector Square Property Owners Association, the Chamber, Park City High School students, young families, and community members who speak Spanish.

The Mayor selected [an advisory group](#), representing a broad spectrum of residents, advocates, employers, partners, property owners, and key stakeholders, to meet four

times throughout the process to support and augment the community engagement process, to provide feedback, and to serve in a partner in the implementation of the plan's concepts and recommendations. The 13-member advisory group includes:

- Seth Adams
- Veronica Monroy Alvaro
- John Burdick
- Craig Dennis
- Mark J Fischer
- Elyse Kats
- Casey Metzger
- Angela Moschetta
- Deborah Rentfrow
- Brian Richards
- Joel Shine
- Teri Whitney
- Charlie or Mary Wintzer

The draft Bonanza Park Small Area Plan incorporates extensive community, advisory group, Planning Commission, and City Council input. Staff requests the Planning Commission thoroughly review the draft Bonanza Park Small Area Plan and provide detailed input. The plan will be updated for the Planning Commission's June 12, 2024 review and public hearing for a potential recommendation to the City Council.

Analysis

The community description of what Bonanza Park is today and what it can become is captured in the Bonanza Park Vision Statement:

Descriptive: Bonanza Park Today



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 Tomorrow

The draft Small Area Plan is centered around six goals to make this vision a reality:



The draft Small Area Plan outlines the recommendations to implement the six goals. The consultants will walk through the draft with the Commission for input and direction.

Department Review

The Planning Department, Executive Department, and City Attorney's Office reviewed this report.

Exhibits

Exhibit A: Bonanza Park Small Area Plan
Attachment 1: Mobility Component