



# PROJECT SCOPE

## PROJECT UNDERSTANDING

The Town of Alta is at a crossroad, where today's decisions can lead to significantly different futures. In order to ensure that the best possible decisions are made toward establishing Alta as a complete community and place, it is critical that a clear vision is established, identifying where the town is headed, so that local preferences can be expressed as part of regional planning initiatives. This effort will focus on defining, articulating and ultimately establishing a “Commercial Core” and Town Center, which will help advance the Town of Alta as an important voice regarding its own future and that of Little Cottonwood Canyon.

### ***The key objectives of this project include:***

- Define a viable, sustainable, and livable Town Center that provides opportunities for year-round activity and economic growth, community interaction and gathering, employee housing, and additional recreational opportunities
- Make good use of the already ample public sentiment regarding the future of the Town of Alta
- Build on the work that has already been done including massing studies, preliminary concepts, and articulated public comment
- Maintain the unique qualities of the mountain resort community with a friendly, small town atmosphere
- Enhance the Town of Alta’s ability to shape Mountain Accord outcomes by formalizing a baseline of current conditions and pursuing consensus on issues like economic growth, local transportation problems, and conservation.

### ***Opportunities inherent in this process include:***

- An established community that:
  - Is vested in the process and its outcomes
  - Has a desire to become a year-round community with recreational and commercial opportunities throughout the four seasons
- The experience of committed team members with direct experience in:
  - The Mountain Accord process
  - Maintaining a critical dialog between Alta Ski Area, the Forest Service, and the Town of Alta
  - Planning for the future for the Town of Alta

### ***Constraints inherent in this process include:***

- Limitations on the amount of water available and consideration of other utility systems
- Unique and sensitive environmental conditions, including avalanche hazard, steep slopes, watershed/alpine ecology, and others
- Uncertainty regarding the use of adjacent Forest Service lands and their availability for a land swap
- Unknown outcomes of the Mountain Accord process

### ***Key Issues:***

- Land uses and economic viability
- Resolution of the transportation issues
- Balancing development and growth with community integrity

- Integrating all of the ideas, issues, concerns, and opportunities into a realistic, obtainable future for the Town of Alta

## PROJECT APPROACH

As detailed below, we propose a five-prong process for developing the Commercial Core Plan.

### 1. RESEARCH AND STRATEGY DEVELOPMENT

#### TASK A. Current Conditions and Background Memorandum

The Landmark Design Team (Team) will assemble all of the available information regarding land use, planning, and public involvement activities to date. This will include a review of the existing General Plan, zoning ordinances, and summaries from the extensive public workshops and visioning sessions completed by the Town. We will summarize relevant aspects of the Mountain Accord which apply to the Town and any recommendations and/or statements that should be considered in the development of a Commercial Core Small Area Plan.

Additionally, the Team will begin a dialog with the Alta Ski Area to fully understand their needs, aspirations, and goals for continuing to grow and thrive within the Town boundary. We will meet with them specifically to discuss how they can be engaged in the process and to request all available information regarding their future plans and ambitions.

#### ***Deliverables:***

- *Background Memorandum of Current Conditions and Implications*

#### TASK B. Alternative Concepts

Based on the documentation and analysis of Existing Conditions described in Task A, we will work closely with Town staff to strategize a methodology for developing alternative concepts for consideration. We envision two to three alternatives will emerge, although additional concepts will be addressed as necessary. Each will address the needs of the area comprehensively, including the following specific considerations:

***Land Use and Economics:*** Landmark Design and ZBPF will jointly address appropriate and viable land uses that can complement and support a Town Center, and the public gathering spaces and activity areas that the community desires. We will specifically explore commercial/retail uses, housing types (including employee housing), and recreation-related enterprises with a goal toward sustainability – economically, socially, and environmentally. Together we will review all available information offered previously, and through this process, by Town residents and Administration regarding both winter and summer uses and activities, economic opportunities, and coordination with the Ski Area and the Forest Service.

***Architectural Style:*** We have engaged Sparano + Mooney to explore architectural styles and concepts that are appropriate to the mountain setting and the vision of the Town. Their work will begin once a final concept is determined.

***Transportation:*** While the transportation element of Mountain Accord is not yet finalized, the time is ripe for the Town of Alta to express its preference through this Town Center Commercial Core planning process. Parametrix (InterPlan Company) will work closely with our land use and economic planners to

assure that transportation alternatives support the Town's goals, while respecting the unique qualities of this small mountain community.

**Regulation/Implementation:** The Team will determine what is necessary from the regulatory process to properly implement the desired concept. This may include recommendations to both the Planning Commission and Town Council regarding land use changes, zoning modifications, and design guidelines that will assure the desired goal is achieved.

**Open Space and Trails:** We will investigate the existing open spaces and trails within the Town and on surrounding Forest Service lands, and integrate them into the development of alternative concepts by illustrating locations within the Town Center where these amenities may be accessed and their value strengthened.

**Utilities:** Ensign Engineering will utilize existing culinary water and sewer infrastructure sizes and locations to determine total and excess capacity within the existing system. Ensign will rely on the knowledge of Town staff to generate demand models to understand the capacity within the existing system, and will provide a report which summarizes the areas of potential capacities or the areas which need improvements.

**Coordination with Alta Ski Area:** It is our intent to work closely with Alta Ski Area to blend the Town's desires and needs with those of the Ski Area. We are confident that a compatible, feasible, and desirable outcome is not only possible, but is also very exciting.

**Deliverables:**

- *Comprehensive Alternative Concepts*
- *Selection of a Preferred Alternative for the Commercial Core Plan*

## **2. STAKEHOLDER ENGAGEMENT METHODS**

We propose a thoughtful, organized, and innovative five-tier approach to public involvement that has the ability to yield the very best results for the project, as follows:

**Plan Advisory Committee:** We propose the assembly of a **Plan Advisory Committee** that will actively work with our Team and provide overall guidance to the plan process. The Committee will meet at key stages of the planning process and will be made up of Town Staff and representatives from the Planning Commission and the Town Council. Landmark Design will work closely with town staff in the assembly of a fully representative group.

**Project Web Page/Social Media Participation & Information Exchange:** Project web pages are the cornerstone of our planning projects. In addition to establishing and maintaining a dedicated web page for this project, we will link it with the **Town of Alta Website**.

**Public Scoping Meeting:** The purpose of this meeting is to present, review and confirm a summary of previous public surveys, workshops, and activities. As a general rule, all of these activities to date have resulted in similar findings, principally a desire:

- For a vital, engaging Town Center
- To maintain a small town atmosphere

- To respect and preserve the natural environment
- To facilitate strategic economic growth

The Team will develop and present several general concepts or ideas including those initially prepared by Logan Simpson Design, the massing studies, and new ideas generated by the Team. These will provide a starting point for discussion and give those in attendance something tangible to relate to and consider.

**Alternative Futures Public Charrette:** Based on information from the Public Scoping Meeting, we will conduct a workshop that will provide an opportunity for property owners, residents and community stakeholders to roll up their sleeves and help the Team identify new ideas and concepts. These inputs will help to identify and refine the Alternative Concepts described previously.

**Public Open House Meeting to Review the Draft Commercial Core Plan:** Once a preferred planning direction has been identified, a Draft Commercial Core Plan Review Meeting will be held to allow members of the public to review the plan and provide additional public input prior to finalization and adoption. The Team will explore ideas on how to treat this as a special event to encourage as much participation as possible.

***Deliverables:***

- *Regular meetings with City Staff*
- *Briefings with the Planning Commission and Town Council as required*
- *Stakeholder outreach as required*
- *Establishment of a Project Web Page*
- *Establishment of a Plan Advisory Committee*
- *A minimum of three Plan Advisory Committee meetings*
- *Three Public Meetings/Workshops: Scoping/Alternative Futures/ Draft Plan Open House*

**3. USE OF WASATCH CHOICE 2040 TOOLBOX**

Our Team will thoroughly integrate the Wasatch Choice tools into our process. Much of the utility of these tools will be during our community and stakeholder outreach process. In particular, we see the two “centers” tools – Implementing Centers and Envisioning Centers – as valuable tools during the process of engaging stakeholders and working through differing opinions and values. Also, because of the Town’s extreme environmental sensitivity, the Green Infrastructure tool will help identify opportunities and constraints of natural systems and how to use them to the plan’s advantage.

***Deliverables:***

- *Incorporation of Wasatch Choice 2040 Toolbox as appropriate*

**4. DOCUMENT PRODUCTION AND REVIEW**

All of the plan elements identified in section 1. *Research and Strategy Development* will be fully documented and detailed in the Draft and Final document. The document will include rich graphics wherever possible to accurately portray and convey the Town of Alta Commercial Core conceptual land use and development plan.

***Deliverables:***

- *Draft Alta Commercial Core Plan in PDF format*
- *Final Alta Commercial Core Plan in PDF Format*

## **ADOPTION**

The Team will work with Town staff to actively engage the Planning Commission and Town Council throughout the planning process. This will include ensuring adequate representation on the Plan Advisory Committee which will meet regularly, making periodic briefings before both bodies or in joint meetings, and being available to assist with working the plan through the adoption process.

### ***Deliverables:***

- *Periodic briefings of Planning Commission and Town Council*
- *Presentations and support as part of the Adoption Process*