PARK CITY COUNCIL MEETING MINUTES
445 MARSAC AVENUE
PARK CITY, SUMMIT COUNTY, UTAH 84060

November 16, 2017

The Council of Park City, Summit County, Utah, met in open meeting on November 16, 2017, at 2:00 p.m. in the City Council Chambers.

Council Member Gerber moved to close the meeting to discuss property, personnel and litigation at 2:04 p.m. Council Member Henney seconded the motion. Voting Aye: Council Members Beerman, Gerber, Henney, and Worel. Council Member Matsumoto was excused.

CLOSED SESSION

Council Member Gerber moved to adjourn from Closed Meeting at 3:00 p.m. Council Member Worel seconded the motion. Voting Aye: Council Members Beerman, Gerber, Henney, and Worel. Council Member Matsumoto was excused.

WORK SESSION

Discuss the Proposed 3Kings Water Treatment Facility Project Concept Plan and the Proposed Golf Maintenance Facility Location and Concept Plan:
Roger McClain, Water Manager, explained the water treatment plant should be completed by 2023 and the Golf maintenance building should be completed by 2020. He asked if Council supported not including housing on the site, and if the concept plan and the Golf maintenance facility concept plan were consistent with the Council's vision for the site.

Dave Kaselak with Zehren and Associates stated the goal was for the plant to be a good neighbor to the golf course and residential areas and noted the efforts made, including the addition of noise controls and avoiding view corridors. He discussed the architectural design as well. Kaselak displayed the concept plan for the Golf maintenance facility and noted there would be a living roof to complement the driving range around the building.

Mayor Thomas felt the second tower on the water treatment plant was unnecessary, but the mass and scale of the facility was well done. Council Member Beerman agreed and felt the esthetics fit well with the neighborhood. Council Member Henney was pleased on the work to scale down the facility and liked that new ground was not being disturbed. He asked Clint Daley, Golf Maintenance Manager, about the vehicle access to the Golf maintenance facility. Daley stated that mostly lawn mowers would be using the right-of-way and perhaps one vehicle per day. Council Member Henney asked if there was any concern expressed from neighbors. Daley stated there was a buffer of aspen trees but outreach hadn't been scheduled yet. McClain stated the outreach date would be set upon approval from Council tonight.

Council Member Worel liked the berms and asked if they would be high enough to hide the facility from the homes. McClain stated the neighbors would see the maintenance facility's green roof over the berm. Council Member Gerber felt it was functional and sustainable and stated additional money didn't need to be spent on unnecessary features.

Bruce Erickson, Planning Director, stated this project had been going on for a year and he felt it was headed in the right direction. Council Member Beerman requested that the neighbors be contacted and more trees planted to increase the buffer.

The Council was in favor of the concept plans as presented and gave direction to move forward.

Joint Work Session with the Historic Preservation Board (HPB) to Review and Discuss Proposed Amendments to the Historic District Grant Program:
Kjersti Monson, Consultant with Duval Development, reviewed the history of the Historic District Grant Program. The original goal of promoting revitalization in the district was achieved; jobs had grown, property values had grown, and tourism had boomed. She discussed eight takeaways that she found from her study of the program: the primary objective of the grant is the restoration of historic property, the program is perceived as valuable to users, public awareness of the program should be expanded, users don't want to lose the opportunity to apply year-round, the buying power of grant dollars has remained fairly constant, the grant could be designed to encourage better-than-minimum compliance outcomes, applicants desire clarity, and training and education will enhance outcomes.

Monson recommended addressing fiduciary concerns in the grant design, using the grant to incentivize contributions to City goals and priorities, increasing awareness and buy-in through outreach efforts, increasing education and training to enhance outcomes, and designing a competitive grant with multiple annual deadlines.

Monson listed questions for the HPB and Council to consider: what is the primary mission of the grant program, what values should guide us, what should the primary outcome of the grant be, can it be measured, should enhanced outcomes be sought, and what principles and criteria should be the basis for determining the eligibility of an applicant or project.

When asked to define the primary issue, comments given included saving historic homes and buildings from neglect. Council Member Henney expressed concern about investors who were buying the run down miners' shacks to build and profit on the property, and asked where the grant fit into that equation. Alex Weiner stated there was no lack of buyers today, which had been the problem in the early 1980s. It was noted that the grant funds were in the operating budget and not in the Capital Fund, and the question arose if there was a better purpose for these funds.

Council Member Beerman asked what the need was and also asked if the money could be used to preserve mine structures as well. Anya Grahn stated there were residents that would use the grant money for repairs, to lift structures to pour a new foundation, etc. Mayor Thomas thought the applicants should be required to be primary residents.

Monson felt the values that guide the program should contribute to the complete community. Council Member Worel indicated she received an email from a person wanting to repair her grandfather's home. Randy Scott felt the grant would enable people who couldn't afford repairs to be able to make improvements to their properties. Monson felt each year could be different as far as applicants and the funds requested. Other values mentioned were affordability and making a difference. Monson noted that addressing the mining structures could fall under the value of "telling your story."

Answers to what the primary outcome of the grant program should be included a restoration that creates an authentic visual, to make sure that all the eras were represented, and that the outcomes reflect the above mentioned values.

Council Member Beerman felt the City could be proactive by approaching and offering grants to the older residents with deteriorating residences in order to help them. Council Member Worel stated historic preservation was not just for the wealthy and the grant could help. Monson added that tourists were drawn to areas with character.

There was discussion on easements placed on the properties that received the grants. Grahn explained the easements that had been placed on these properties and the easement changes over the years.

Many in the group favored giving preference to primary residents when considering applications for the historic grants. Others felt restoring the structure regardless of use or occupant was important. Monson stated the feedback had been useful and recommendations would be forthcoming.

STUDY SESSION

Summit County Strategic Plan, Projects and Facilities Update and 2018 Budget, Revenue and East Side Code Presentation:
Members of the County Council were present as well as the County Finance Director.

Roger Armstrong was excused. Kim Carson updated the Council on Summit County's goals, including transportation and congestion, workforce housing, environmental stewardship, refining the County general plans and development codes, mental wellness, and the budget.

The County wanted to increase education and broaden people's perspectives with regard to mental health, as well as provide services regardless of ability to pay for the services. It was noted the Health Department estimated $230,000 for next year's budget.

Carson indicated transportation coordination between the County and City for 2018 included the E-bike share, the electric buses on SR 224, the Kamas Transit Route and the Mountain Accord Study. The 2018 bond would be for $25 million and would fund SR 248 improvements, the Jeremy Ranch interchange, remote parking lots, and Kilby Road improvements.

Carson reviewed the County Council adopted Climate Action goals including Net Zero Energy, in conjunction with Park City, Salt Lake City, Moab and Rocky Mountain Power. The Summit Community Power Works was a continued coordination between entities, as well as the solar installation at the Kimball Junction Transit Center.

The County was in the process of raising taxes and had issued a truth in taxation notice. They would have public meetings to educate the County residents on the need for the increase and also wanted to receive feedback from residents. It was noted that the increase would build up depleted reserves and provide residents increased services. Council Member Henney asked about the sales tax revenues. It was indicated those revenues were good at present, but they couldn't be consistently depended on. The County also commented that Summit County's current tax rate was the lowest in the state.

With regard to the potential Olympic bids, it was indicated the County looked forward to working with the City and the exploration committee.

Council Member Henney talked about affordable housing and felt it was important to have neighborhoods, rather than isolated projects, noting neighborhoods contributed to overall wellness. There was some discussion that affordable housing could be another area where the County and the City worked together.

REGULAR MEETING

I. ROLL CALL

Attendee Name	Title	Status
Jack Thomas	Mayor	Present

Andy Beerman	Council Member	Present
Becca Gerber	Council Member	Present
Tim Henney	Council Member	Present
Cindy Matsumoto	Council Member	Excused
Nann Worel	Council Member	Present
Diane Foster	City Manager	Present
Mark Harrington	City Attorney	Present
Matt Dias	Assistant City Manager	Present
Michelle Kellogg	City Recorder	Present

II. COMMUNICATIONS AND DISCLOSURES FROM COUNCIL AND STAFF

Luke Cartin, Environmental Sustainability Manager, stated Celia Peterson received an award on behalf of the City from the Association of Energy Engineers, which recognized the City for its energy conservation efforts.

Staff Communications Reports:

- **Quarterly Update of the City Council Critical and Top Priorities**

- **2017-18 Winter Trails Update**

III. PUBLIC INPUT *(ANY MATTER OF CITY BUSINESS NOT SCHEDULED ON THE AGENDA)*

Mayor Thomas opened the meeting for those who wished to address the Council on items not listed on the agenda.

Randy Barton, Egyptian Theatre, stated he purchased the lower level of the Parkite building and would be moving the Youtheatre there, as well as building a black box theatre and event space in the basement. He commented it was nice to have a performing arts complex downtown. He also expressed appreciation for the City's support in this discussion of acquiring this space. He requested funding from the City to help with this project, and indicated many partners were necessary in creating arts locations. He gave a letter of the funding request to Mayor Thomas.

Leigh Ann Warnock, Utah Municipal Clerks Association (UMCA) Board, came to present a plaque to Michelle Kellogg, who received her Master Municipal Clerk (MMC) Certification. Mayor Thomas praised Kellogg for her efforts in performing her job duties.

Mayor Thomas closed the public input portion of the meeting.

IV. CONSENT AGENDA

Council Member Worel moved to remove Item One from the Consent Agenda. Council Member Henney seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

1. Request to Approve the Special Service Contract in a Form Approved by the City Attorney's Office with Method Studio, Inc., in the Amount Not to Exceed $1,500,000 for Architectural Design Services for 1875 Homestake and Woodside Park Phase II Affordable Housing Projects:

Council Member Worel understood that there had already been some design done on Woodside Park Phase II. Jason Glidden, Affordable Housing Manager, said another firm and done some conceptual drawings and some massing in order to get an idea for types of units and size of units that the property could accommodate. Council Member Worel asked if the City paid for those drawings. Glidden indicated the City paid for the drawings and noted it was very conceptual and not a design. This contract was for design and construction.

With regard to 1875 Homestake, Council Member Worel felt the City needed a bigger picture of how the whole parcel would be developed before developing one little piece. Bruce Erickson, Planning Director, stated the General Plan and LMC guided this need and he was not worried. Also, Planning and Transportation Planning were onboard with the development. Foster stated there was a connection from Recycle Utah to this piece. Anne Laurent was connected to the project and aware of all the pieces.

Council Member Gerber moved to approve the special service contract in a form approved by the City Attorney's Office with Method Studio, Inc., in the amount not to exceed $1,500,000 for architectural design services for 1875 Homestake and Woodside Park Phase II Affordable Housing Projects. Council Member Beerman seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

IV. CONSENT AGENDA

2. Request to Approve the Following Special Event Temporary Alcoholic Beverage License Applications for Operation During the 2017 Sundance Film Festival:

3. Request to Approve the Following Convention Sales License (CSL) Applications for Operation During the 2017 Sundance Film Festival:

4. Request to Authorize the City Manager to Execute a Non-Exclusive Communication/Fiber Optic Franchise Agreement with Zayo Group, LLC, in a Form Approved by the City Attorney:

5. Request to Authorize the City Manager to Execute a Construction Agreement, in a Form Approved by the City Attorney, Beck Construction and Excavation for the Park Meadows East Pond Outlet Upgrades Project for an Amount Not to Exceed $127,500.00:

6. Request to Authorize the City Manager to Enter into a Five (5) Year Licensing, Support, and Hosting Services Agreement with Granicus, Inc., Not to Exceed an Amount of $45,395.52, to Purchase a Professional Meeting Management Software Solution in a Form Approved by the City Attorney:

7. Consideration to Authorize the City Manager to Execute the Award for RFP for Historic Preservation Consulting Services to SWCA Environmental Consulting in an Amount Not to Exceed $29,000 in a Form Approved by the City Attorney:

8. Consideration to Approve the New City Service Agreement with Triple Crown Sports (TCS) in a Form Approved by the City Attorney:

Council Member Beerman moved to approve Items Two through Eight of the Consent Agenda. Council Member Gerber seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

Council Questions and Comments:
Council Member Henney attended the Live PC Give PC fundraiser and noted they exceeded their fundraising goal. He attended the noise ordinance fieldtrip as well. He also attended a Mountainlands Community Housing Trust meeting, where upcoming affordable projects were discussed.

Council Member Worel met with the chief of staff to Congressman Bishop, and attended the Public Art Advisory Board (PAAB) meeting and indicated they were ready to issue two RFPs for murals in tunnels. She attended the Leadership class with Council, presented dictionaries with other Rotary members to McPolin Elementary students, and attended the Project ABC Summit. She attended the Library board meeting, where parking was discussed and noted an RFP was being issued on the coffee shop. She also attended the Regional Recreation Committee meeting.

Council Member Beerman attended the Leadership class with Council. He attended the SR248 UDOT meeting, and noted there appeared to be misinformation on the new bus routes. He requested more outreach with Knotts and Fonnesbeck. Foster stated staff was working on a date for an outreach meeting.

Council Member Gerber attended the Leadership class as well as the Regional Recreation Committee meeting, the SR 248 meeting, and the noise fieldtrip. She also attended the Special Events Advisory Committee (SEAC) meeting, where they discussed an overview of the Main Street Plaza.

Mayor Thomas met with Congressman Rob Bishop's office chief of staff, attended a leadership training for Rocky Mountain Power, attended the PAAB meeting, and attended the Project ABC Summit.

V. OLD BUSINESS

1. Consideration to Approve Ordinance No. 2017-53, an Ordinance Amending Title 6, Health, Nuisance Abatement, Noise; Chapter 3, Noise, of the Municipal Code of Park City, Utah:

Michelle Downard, Deputy Building Official, Captain Phil Kirk, Tricia Lake, Assistant City Attorney, and Sgt. Jay Randall, presented this item. Captain Kirk stated the Police Department wanted the ordinance amended because it was subjective and they thought a decibel reader would be more objective. The officer responding to complaints would still have the discretion to give warnings or education to first time offenders and borderline offenders. Sgt. Randall discussed the enforcement aspects of the ordinance. He stated ordinances that needed enforcement came down to education. As police evaluated complaints, they could gain an understanding of the situation and then make a determination to issue a citation or warning. In the past, it was difficult to issue citations because of the subjectivity of the current ordinance. He also thought a pamphlet could be distributed to offenders, with a citation given to subsequent infractions. He supported these amendments.

Lake stated a criticism of the proposed ordinance was its complexity. She indicated the goal was to make the code objective. Downard reviewed the outreach efforts and also noted she had compared the City's noise ordinance to other cities' noise ordinances. She hoped Council would approve this ordinance, and indicated she would conduct code enforcement training as well as ongoing outreach in the community. They would also track complaints to see successes and areas of improvement.

Council Member Henney asked Sgt. Randall if he supported the new ordinance. He said yes and things could be changed as experience was gained. Council Member Henney knew it was important to have an ordinance that could enforce violations, but he wanted the Police Department to use discretion in their duties. His intent was not to use this ordinance to prosecute.

Council Member Worel expressed concern over the complexity of the ordinance and hoped it could be simplified for people to understand. She asked if the pamphlet would be the outreach tool. Randall affirmed that the pamphlet would be a great outreach tool. He felt the first offense would not include the decibel reader, but the officer would have a conversation and distribute the pamphlet to educate the offender. Then subsequent violations would necessitate the decibel reader. Council Member Worel asked if the pamphlet would be bilingual to which Sgt. Randall responded affirmatively.

Council Member Beerman thought the ordinance looked good. Council Member Gerber thought the pamphlet was a good idea, but felt the decibel reader should be used with the first offense as part of the education. She liked the 65 and 55 decibel limits, and thought it would protect the businesses. She also thought the DBC and the bass should be discussed further.

Mayor Thomas opened the public hearing.

Mike Sweeney stated he took the tour with staff and Council and he thought the proposed ordinance was the appropriate course. In the definition, he noted noise disturbance was not defined. Lake stated the definition was in Paragraph P. Sweeney said it would be easy to follow this procedure.

Mayor Thomas closed public hearing.

Council Member Gerber moved to approve Ordinance No. 2017-53, an ordinance amending Title 6, Health, Nuisance Abatement, Noise; Chapter 3, Noise, of the Municipal Code of Park City, Utah. Council Member Henney seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

VI. NEW BUSINESS

1. Consideration to Approve Resolution No. 32-2017, a Resolution of the Board of Canvassers Certifying the Official Canvassers' Report of the November 7, 2017, Municipal General Election for Park City, Utah:

Council Member Worel moved to approve Resolution No. 32-2017, a resolution of the Board of Canvassers certifying the Official Canvassers' Report of the November 7, 2017, Municipal General Election for Park City, Utah. Council Member Gerber seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

2. Consideration to Approve the Level Three Special Event - Early Season Park City Mountain Concert, to be Held Saturday, December 2, 2017, in a Form Approved by the City Attorney:
Tommy Youngblood stated this event was geared for the local community, and he didn't expect a lot of traffic. He indicated the fee waiver request was out of the timeframe so a special exception was made. Potential City fees would be 2,360.00. He added there were no comments from SEAC concerning the event because of its local nature and the traffic mitigation procedures in place alleviated any traffic concerns.

Council Member Worel asked why the application wasn't filed timely. Youngblood indicated the idea for the event came up after the deadline. Council Member Gerber asked where the stage would be located. Youngblood stated it would be at the Eagle Plaza next to the ticket area.

Mayor Thomas opening the public hearing. No comments were given. Mayor Thomas closed the public hearing.

Council Member Worel moved to approve the Level Three Special Event - Early Season Park City Mountain Concert, to be held Saturday, December 2, 2017, in a form approved by the City Attorney. Council Member Beerman seconded the motion.

RESULT: APPROVED
AYES: Council Members Beerman, Gerber, Henney and Worel
EXCUSED: Council Member Matsumoto

VIII. ADJOURNMENT

With no further business, the meeting was adjourned.

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Michelle Kellogg, City Recorder

Update and Conversation With Summit County Council

Strategic Plan Update

- Transportation and Congestion
- Workforce Housing
- Environmental Stewardship
- Refine County General Plans and Development Codes
- Mental Health/Substance Abuse and Access to Services

Mental Health/Substance Abuse and Access to Services

- Need for more psychiatrist medication management and proscribes
- Increase parent education on issues of mental health & substance abuse
- Address overall stigma surrounding mental health & substance abuse within the community
- Ensure the same level of services and programs for Spanish-speaking community members
- Establishment of a central “hub” in which people in crisis can turn to for information, referrals, and scheduling

Transportation Coordination for 2018

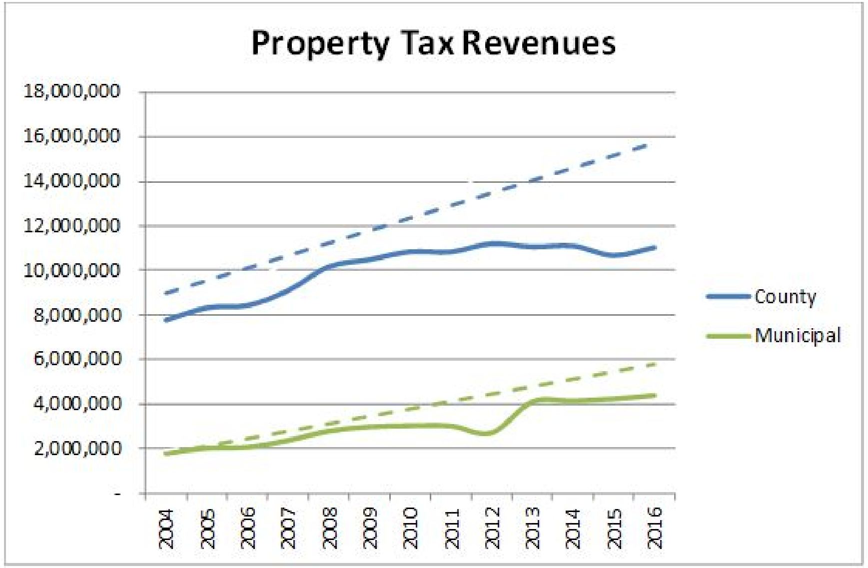
- Transit and Transportation Management
  - Ebike share, Electric Express on SR 224, Kamas Transit Route
- 2018 Bond
  - Approximately $25 million
  - SR 248 improvements in PC, Jeremy Ranch Interchange, Remote Parking, Kilby Road Improvements
- Mountain Accord Study

SUMMIT COUNTY UTAH

Future Coordination on Climate Action

- County Council Adopts Climate Action goals including Net Zero Energy
  - working together with PC, SLC and Moab and RMP
- Summit Community Power Works continued coordination
  - What we can accomplish after Georgetown Energy Prize
- Solar install on KJ Transit Center – shared the cost

2018 Budget and Revenue



**Municipal Services Fund held Truth in Taxation hearing 2013*
Average CPI change from 2004 – 2016: 2.0%

2018 Budget and Revenue

- Taxes remain flat even with appreciation
- Cost of services have gone up with inflation
- Demand for services has increased as a result of new development and increased expectations
- In order to NOT raise taxes, we have exhausted our reserves and deferred maintenance

SUMMIT COUNTY UTAH

2018 Budget and Revenue

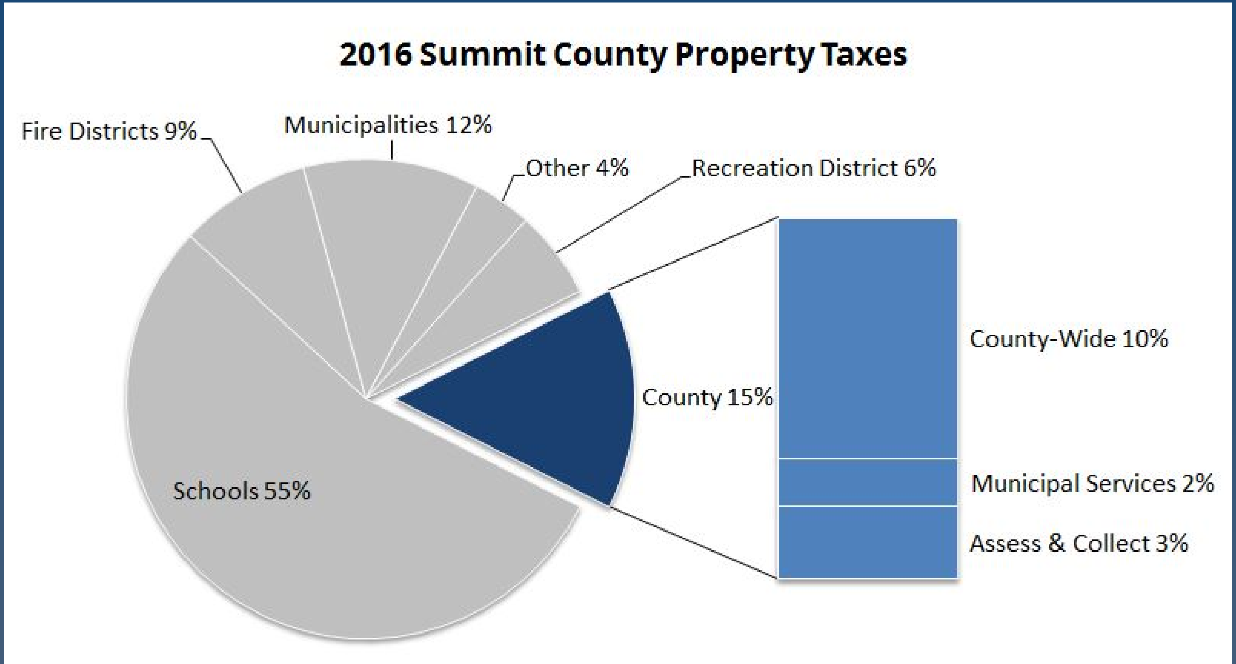
“From the time Utah’s Truth in Taxation law was enacted in 1985 to end runaway property taxes, the Utah Taxpayers Association has said that – since the certified rate under Truth in Taxation does not provide for inflationary growth – it is reasonable for a governing body to exceed the certified rate every seven to ten years to restore tax revenues lost to inflation. The Utah Taxpayers Association appreciates the transparent public outreach Summit County leaders have undertaken through the current Truth in Taxation process.”

-Howard Stephenson, Utah Taxpayers Association President

SUMMIT COUNTY UTAH

UTAH TAXPAYERS ASSOCIATION YOUR TAX WATCHDOG SINCE 1922

2018 Budget and Revenue



Olympic Bids

- Looking forward to working with all involved with the exploration committee

- If the bid route is taken, we need to work closely together to the mutual benefit of our constituents
  - Many great opportunities to advance our strategies

Questions, Concerns

- Chris Robinson, Chair
  cfrobinson@summitcounty.org
- Kim Carson, Vice-Chair
  kcarson@summitcounty.org
- Roger Armstrong
  rarmstrong@summitcounty.org
- Doug Clyde
  dclyde@summitcounty.org
- Glenn Wright
  gwright@summitcounty.org

Historic Grant Study

Welcome to the Workshop!

PARK CITY
1884

CIVIC STUDIO DUVAL

Agenda

Introductions & Overview
Who’s Here? Name, Constituency, Objectives
Overview of Study & Draft Recommendations
[20 minutes]

Workshop
Mission, Principles & Outcomes
[70 minutes]

Historic Grant Study

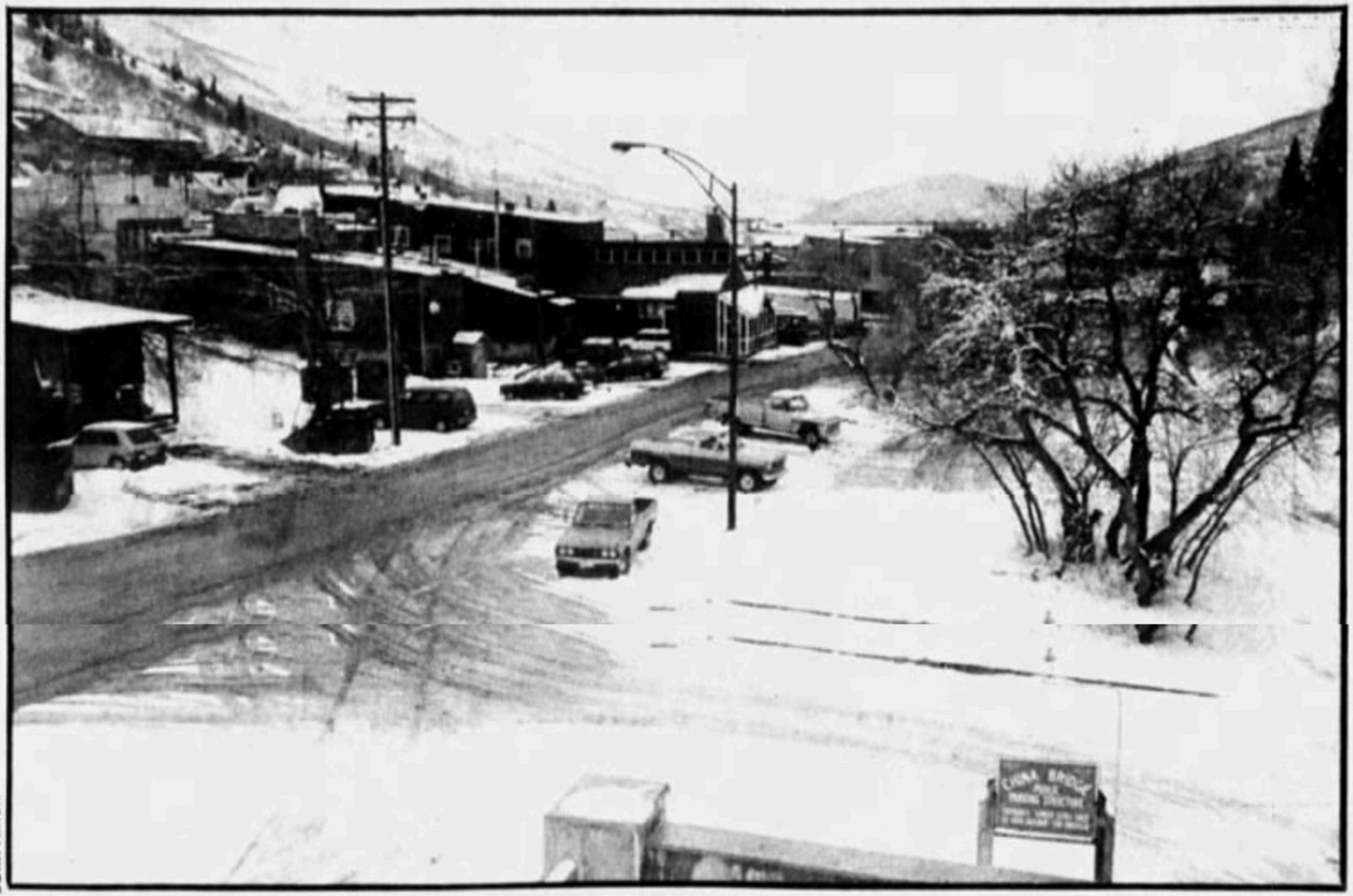
RDA funds may revitalize downtown

by JOHN KINCH
Record contributing writer

Within the next three years Park City must spend some $2 million of Redevelopment Agency Funds for the revitalization of the "blighted" downtown area. At city council work session Thursday the council will review some proposals by the Historic District Commission through the planning department for a portion of the monies available.

Funds that could be used for the Historic District would come in the form of financial incentives for commercial and residential property owners, according to Nora Seltenrich, senior city planner. Approximately $325,000 in Redevelop-
proximately $325,000 in Redevelop-
ment funds will be requested to be used for the Historic Distric Incentives Program.

These funds break down into three categories: public awareness, residential loans and grants, and commercial loans and grants. Feedback from a recent survey distributed to nearly 300 Historic



John Kinch

Swede Alley is an area that may be targeted for Redevelopment Agency funds, which

Historic Grant Study

photos by Heidi West

An historic city facelift...

by HEIDI WEST
Record staff writer

Much of Park City's "sense of place" comes from its mining heritage and the buildings which reflect that heritage.

But the buildings are old, and many of the owners were unable ... d the dollars it would take ... vate them. The Historic ... Commission knew that, ... exploring options on how best to help as much as a year ago. Funding was a problem, though, until the HDC found it might be able to design a program to take advantage of the recently passed $3 million redevelopment bond.

The commmissioners directed their staff person, city planner Suzanne McIntyre, to put together a renovation program which was simple, straightforward, and which would involve matching grants from the city for exterior improvements. "The point was to make it seem like no red tape was involved," says McIntyre.

The application form was one-page long. The conditions of the grants were simple— a $5,000 residential limit and $10,000 commercial limit; the city's portion to be used for physical improvements to the outside of the building so all residents would benefit; all work to be complete by the end of January, 1988.

No one knew if it would work, but the response was overwhelming. The planning staff was beseiged with requests— funding them all would have involved much more money than the

She "has worked really closely" with all those chosen this year, and monitors the colors they use, the molding selected, the roofing materials and all the phases of each of the 33 renovations.

"It's very staff intensive," notes McIntyre.

Administering the project was a choice McIntyre made, according to her boss, planning director Myles Rademan. Her interest in historic renovation comes from summers spent as a child with her family driving to the old mining towns of her home state— Colorado. "I've spent a lot of time traveling to communities and seeing what makes them special," she says. In Park City, it's the enthusiasm people have for their mining history.

"It gives the town a sense of place," she says.

Now, with the January deadline approaching, McIntyre's involvement with the program has increased even more so. Of the 33 projects selected, less than half are complete as of this date. Expecting almost 90 percent of the homes and 100 percent of the businesses to be renovated by the end of next

Planners win APA awards

Park City planners won two out of three of this year's American Planning Association achievement awards for Utah with their Historic District Grant Program and Main Street Program.

The historic grant program began last year with a $145,000 allocation from redevelopment agency money. With it, and matching grants from each of the participants, 33 historic structures were renovated.

The Main Street beautification program included creating several pocket plazas, entryways into downtown Park City, signs, art in public spaces, landscaping and the old mill site.

TOP: Planner McIntyre is proud of the HDC grant program and the signs which

Historic Grant Study

Grants awarded to 47 projects

by JENNIFER MADGIC
Record staff writer

Expect to see lots of little blue RDA signs sprouting on Old Town homes within the next month. Dubbed as Park City's most successful preservation program, the third round of Redevelopment Agency matching grants were awarded by Historic District Commissioners on Wednesday.

Helping to distribute over $300,000 to over 70 Old Town homes and businesses during the past two years, 47 projects were added this year and over $150,000 in grants—marking the largest number of projects funded within a given year.

"We received more applications this year than the first two years," said city planner Suzanne McIntyre, noting the city received "many worthy projects."

Less than two weeks ago, the city council gave the Historic District approval to distribute $100,000 in Redevelopment Agency funds to exterior restoration projects in Old Town. The commission received and reviewed 21 commercial project applications and 59 residential applications.

Projects were individually screened during three HDC meetings held since the application due date on May 15. Commissioners rated projects on four specific criteria: significance of structure, efforts to return the structure to its original appearance, amount spent on exterior work, and preservation necessary.

"A great deal of time and care went into the selections," said McIntyre. "The HDC deserves the credit for this program. They spent many long hours."

Commissioners Allen Roberts, Harry Reed, Ron Whaley, Jacquie

RESIDENTIAL

ANCHOR AVENUE
1. 15 Anchor- Peterson/Drapkin

DALY AVENUE
2. 279 Daly- Joanne Calnori

EMPIRE AVENUE
3. 923 Empire- John Whiteley

GRANT AVENUE
4. 270 Grant- Bob Caldwell

HILLSIDE AVENUE
5. 27 Hillside- Peter Marth

MAIN STREET
6. 170 Main- Jim Carr

MARSAC AVENUE
7. 334 Marsac- Dedek/Harries

NORFOLK AVENUE
8. 824 Norfolk- Dean Brown
9. 843 Norfolk- Laura Fisher
10. 902 Norfolk- Pamela Hainsworth
11. 933 Norfolk- John Helton
12. 945 Norfolk- Gardner
13. 962 Norfolk- Wichmann
14. 1102 Norfolk- Mawhinney
15. 1135 Norfolk- Steinmetz

PARK AVENUE
16. 161 Park- Colvin
17. 306 Park- Martz
18. 416 Park- Jack & Romona Meyer
19. 657 Park- Lee/Steiner
20. 703 Park- Watts
21. 949 Park- Lee/Steiner
22. 959 Park- Holt
23. 1015 Park- Hart
24. 1124 Park- Holt
25. 1125 Park- Buehler
26. 1128 Park- Holt

PROSPECT AVENUE
27. 14 Prospect- Woods/McGee
28. 25 Prospect- McIntosh/Parry

WOODSIDE AVENUE
29. 139 Woodside- Terry
30. 308 Woodside- Petrie
31. 424 Woodside- Peek
32. 606 Woodside- Walter
33. 733 Woodside- Larremore
34. 829 Woodside- Sigg
35. 1057 Woodside- Affiliated Industries

COMMERCIAL

MAIN STREET
1. 405 Main- Don Higginson
2. 406 Main- Mon. Tops T-Shirt
3. 436 Main- Quality Interior
4. 465 Main- Anderson Apts.
5. 541 Main- Graybill
6. 550 Main- Park City Elks
7. 558 Main- Leather & Lace
8. 562 Main- Nipa Furs/Wasatch Trading
9. 586 Main- Edwin Thomas/P.C. Tops

PARK AVENUE
10. 525 Park- St. Luke's
11. 610 Park- Scott Becker
12. 651 Park- Lowell Brown

Historic grants awarded

In the past three years, Historic District Commissioners have helped distribute nearly $400,000 to more than 100 property owners in the Park City's Old Town Historic District. This year City Council has again given approval for $100,000—$50,000 from the Redevelopment Fund, and $50,000 from next year's budget—to be distributed through the Historic District Grant Program.

In the spring of 1987, as part of a large-scale redevelopment program, the council evaluated the condition of many of the historic structures and the need for assistance to property owners, and allocated over $400,000 in Redevelopment Funds as rehabilitation incentives. These funds were distrubuted to commercial and residential buildings through a program of matching grants.

—In 1987, nine commercial and 23 residential buildings were renovated for a total of 32 projects and $126,175 city funds spent.

—In 1988, eight commercial and 23 residential buildings were renovated for a total of 31 projects and $111,912 city funds spent.

—In 1989, 10 commercial and 32 residential buildings were renovated for a total of 42 projects and $147,650 city funds spent.

—Total city funds spent—$385,737.

This year, 55 applications were

Historic District Grants 1990-91

RESIDENTIAL GRANTS

142 Daly
173 Daly
180 Daly
314 Daly
841 Empire
5 King Road
115 Main
122 Main
508 Marsac
307 Norfolk
933 Norfolk
317 Ontario
323 Ontario
343 Park Ave.
610 Park Ave.
811 Park Ave.
817 Park Ave.
943 Park Ave.
1043 Park Ave.
232 Woodside
564 Woodside
655 Woodside
905 Woodside
1013 Woodside
1101 Woodside
1162 Woodside

WAIT LIST

143 Grant
1124 Park Ave.
901 Woodside

COMMERCIAL GRANTS

201 Heber Ave.—Utah Coal & Lumber
312 Main Street—Rock & Silver
350 Main Street—Black Pearl
550 Main Street—Elks Lodge
543 Park Ave.—Washington School

$5,000 and five to commercial structures for amounts from $1,350 to $10,000.

Each project was reviewed individually by the Commission based on

•the structure's historical significance,

•the efforts to return the structure to its original appearance,

•the amount spent on exterior work

•the preservation necessity

The five-member Commission—Chairman Harry Reed, Ron Whaley, Jacquie Cote, Hank Louis, and Fred Moore—looked at the present condition of the building and the types of improvements proposed.

Some "great applications" were

manage to fund a bunch of projects."

"The results are great," Reed said, commenting on the current appearance of Old Town.

All grant recipients will match the grant amounts "dollar for dollar." The city's portion of the grant may be used strictly for facade improvements or exterior improvements, including everything from new coats of paint to major reconstruction.

Grant recipients will receive payment only after all work has been documented, completed, inspected and approved. Work must be completed on or before Jan. 31, 1991.

More of those blue RDA signs will be sprouting on Old Town buildings

Historic Grant Study

Overview

History of the Grant Program

1981 - Historic District Commission is created by ordinance

1987 - Historic District Grant launched as part of a 3-year initiative of the RDA to revitalize downtown

1991 - 100+ total projects, focused on exteriors, "for the benefit of all residents"; large response ensures grant is institutionalized

1997 - 250+ total projects, focus has shifted to critical structural & foundation work

2003 - Upheaval; HDC is dismantled & replaced with HPB, authorities are split between staff and Board, & annual award cycle becomes year-round application cycle

Historic Grant Study

Overview

History of the Grant Program (cont'd)

2014 - Capital Improvement Project (CIP) funds are found to no longer be an eligible source for projects or assets the City does not own.

2015 - Material Deconstruction review authority granted to the HPB

2016 - Assessment of grant program to define goals for next phase.

Historic Grant Study

Overview

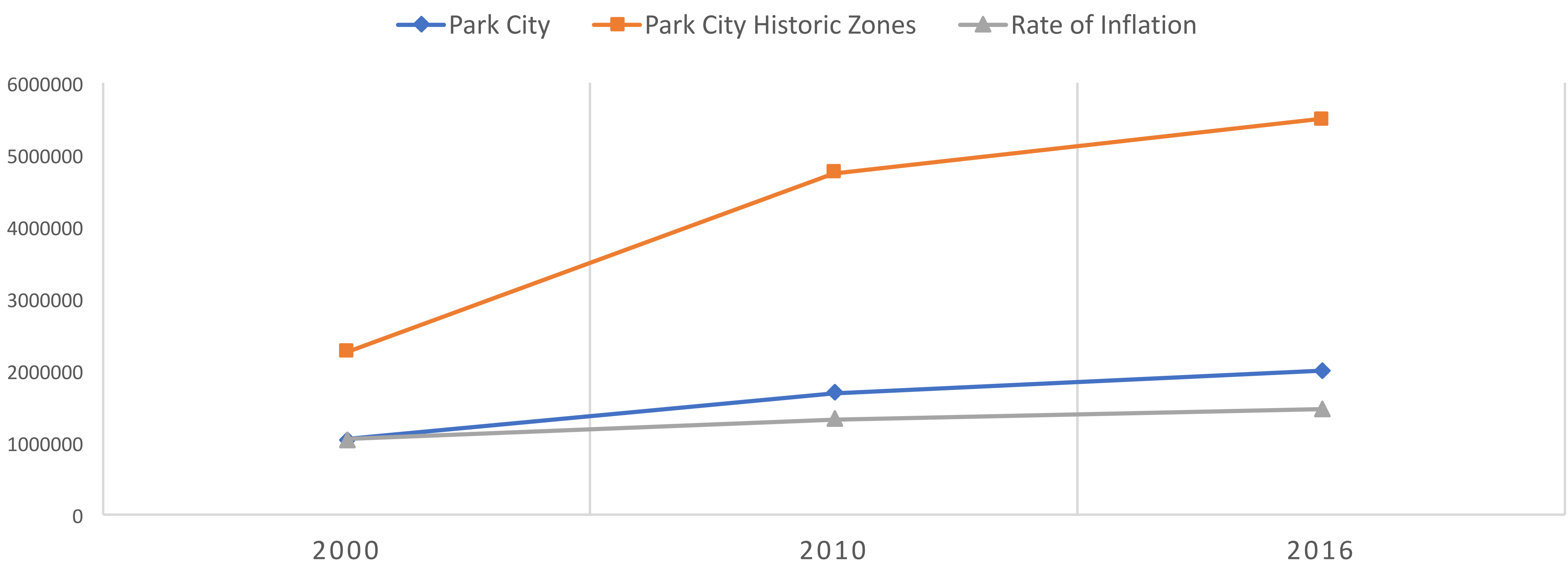
The original goal of downtown revitalization was achieved. *It was the original purpose that drove the RDA & HDC to pursue public investment in both infrastructure and heritage preservation in the 1980s.That initiative transformed Park City. Millions of dollars of private investment has been spurred.*

Jobs have grown *along with businesses, events, and resorts in Park City, and the City's investment in heritage resources like Main Street has contributed to that.*

Property values have grown *in Park City in part due to heritage investments, with values in historic zones around 10 times as valuable as the City average.*

Tourism has boomed *in Park City; natural resources and character-building heritage resources are both major contributors to Park City's appeal as a destination.*

Historic Grant Study

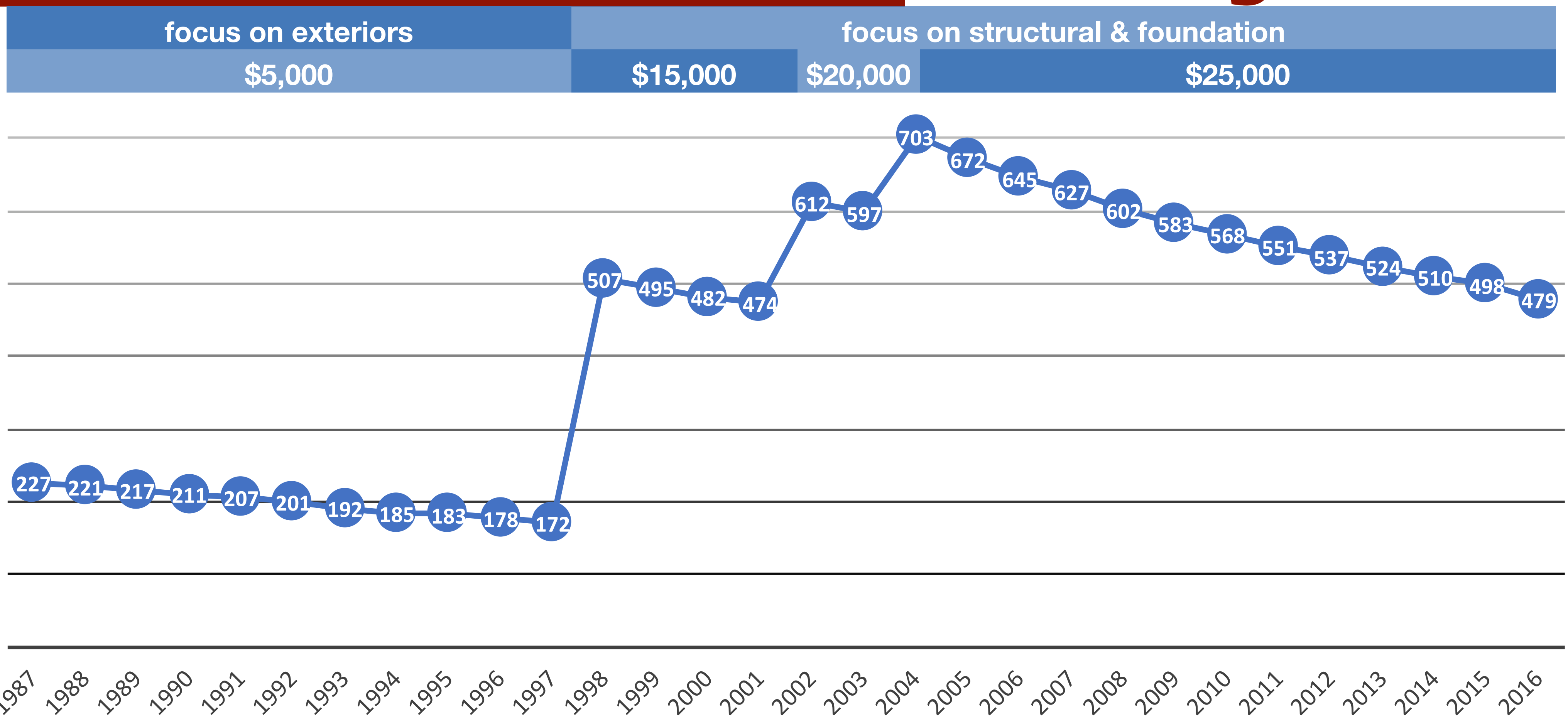


Land Value per Acre

The value of land in historic districts has risen at a greater rate than the value of land citywide.

On average, 5.6% of homes in the U.S. are second homes. In Summit County, it's over 50%.

Historic Grant Study



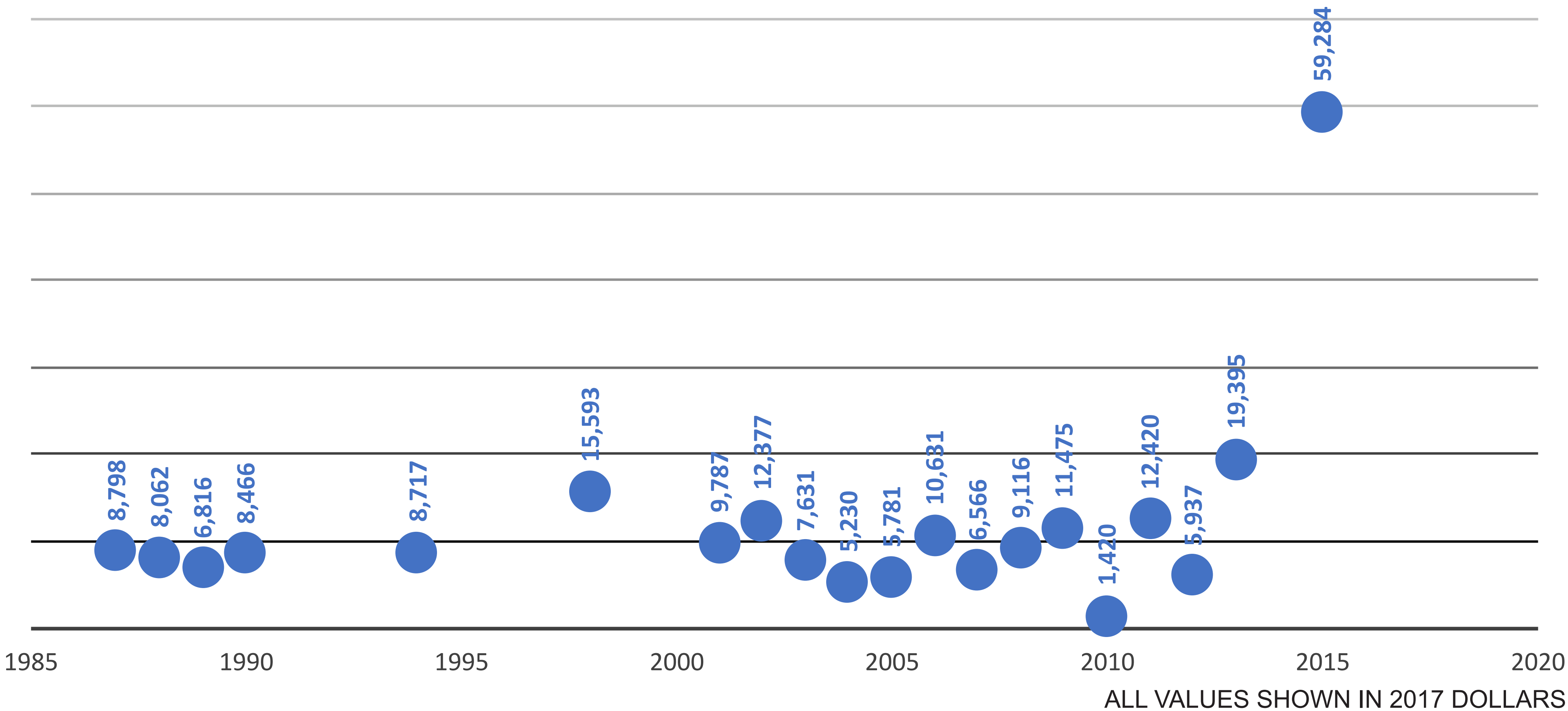
BUYING POWER = CCI UNITS OF LABOR + MATERIALS THAT MAXIMUM GRANT CAN BUY

Buying Power of the Residential Grant

PARK CITY 1884

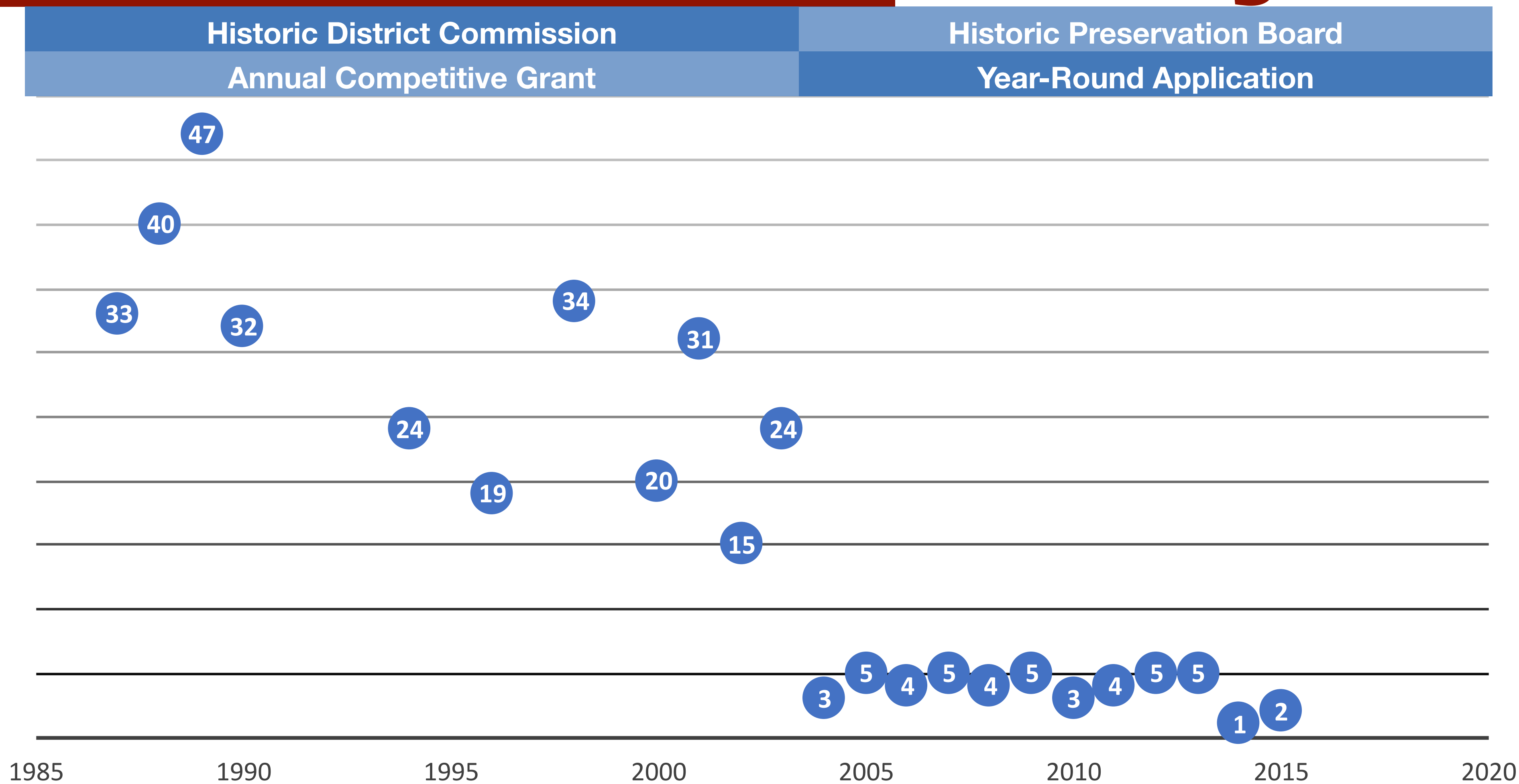
CIVIC STUDIO DUVAL

Historic Grant Study



Average Grant Size

Historic Grant Study



Total Number of Grants Awarded Annually

Historic Grant Study

Overview

Takeaways & Lessons Learned
From Research, Data Analysis, and Engagement

1) THE PRIMARY OBJECTIVE OF THE GRANT IS THE RESTORATION OF HISTORIC PROPERTY.

2) THE GRANT PROGRAM IS PERCEIVED AS VALUABLE TO USERS.

3) PUBLIC AWARENESS OF THE GRANT SHOULD BE EXPANDED.

4) USERS DON'T WANT TO LOSE THE OPPORTUNITY TO APPLY YEAR-ROUND.

Historic Grant Study

Overview

Takeaways & Lessons Learned (cont'd)
From Research, Data Analysis, and Engagement

5) THE BUYING POWER OF GRANT DOLLARS HAS REMAINED FAIRLY CONSTANT.

6) THE GRANT COULD BE DESIGNED TO ENCOURAGE BETTER-THAN-MINIMUM-COMPLIANCE OUTCOMES.

7) APPLICANTS DESIRE CLARITY.

8) TRAINING & EDUCATION MAY ENHANCE OUTCOMES.

Overview

Draft Recommendations

Address fiduciary concerns in grant design.

Staff are concerned that current eligibility requirements may not provide specific tools to ensure that grant dollars are not subsidizing projects that don't need assistance or would happen anyway as a matter of course with existing regulations.

Staff want to ensure that funds are used wisely, in a targeted fashion, to implement City goals. This will require a more robust framework governing eligibility. Options include specific criteria that target funds, potential means testing, scoring for enhancements, and even adopting the practice of promoting and implementing an annual theme or "investment target" for that year's grant cycle.

Historic Grant Study

Overview

Draft Recommendations

The grant should incentivize contributions to City goals and priorities.

The grant should be aligned with city goals. For instance, could assistance with the cost of renovation help to preserve naturally occurring affordable housing by mitigating cost and allowing rents to remain low?

“Bid enhancement goals” like contributing to affordability could be identified, and encouraged at Design Review, through a checklist, and - in a competitive grant environment - with a scoring system that rewards required elements as well as including the opportunity to earn bonus points for enhanced outcomes.

Overview

Draft Recommendations

Increase awareness and buy-in through public relations & communications.

Preservation awareness and grant participation is enhanced by news and public relations. The number of grants applied for and granted dropped in 2003 and remained low thereafter. It can be hypothesized that lower engagement was due to lower awareness.

In the first part of the grant's life, the grant program was administered in an annual cycle, with one grant deadline per year. The deadline, and the awards announcement that followed, created a clear news cycle.

Historic Grant Study

Overview

Draft Recommendations

Introduce training & education to enhance outcomes.

Education and training on multiple fronts will enhance the success of the program and its outcomes:

a) ***ADMINISTRATIVE.*** Continue on-boarding training for Historic Preservation Board members on the Board's authorities, and policy standards to apply in making decision to approve or not approve a project.

b) ***BUILDING PROFESSIONALS.*** Training & certification or "preferred vendor status," with regular renewals, for contractors and building professionals, on policies and practices in historic construction.

c) ***COMMUNITY.*** Community education about the impacts of historic preservation (cultural, economic, & environmental), policies & standards, and criteria for decision-making.

Historic Grant Study

Overview

Draft Recommendations

Design a competitive grant with multiple annual deadlines.

A competitive grant necessitates deadlines, which should occur more than once a year (for instance quarterly) considering the fluidity of project starts.

A regular cycle of deadlines and decisions would have multiple benefits. (1) It would be easier for staff to administer; (2) it would lead to applications competing on merits and incentivized to be responsive to City goals; (3) it would create newsworthy milestones and therefore give the city an opportunity to communicate on a regular basis about its goals and successes.

Workshop

Mission, Principles, & Outcomes

Mission	What is the primary mission of the grant program? What values should guide us?
Outcomes	What should the primary outcome of the grant be (based on the primary mission)? Can it be measured? Should enhanced outcomes be sought?
Principles & Criteria for Eligibility	What principles and criteria should be the basis for determining the eligibility of an applicant or project?

Worksheet: Historic District Grant

Mission, Principles & Outcomes

Please use this worksheet as a reference during our working session. You may wish to use it to make notes during the discussion. (Please be aware that if you do, your notes will be collected and become part of the public record for this meeting.) We will be inviting your participation in a values-based discussion about the **mission, principles, and desired outcomes** of the Historic District Grant. You may wish to utilize the provided topical **RESOURCE SHEETS** to inform specific aspects of your recommendations. Please write clearly so that your notes are legible.

YOUR NAME & AFFILIATION:

QUESTION 1: Mission

Define the *primary mission* of the grant program, and create a bullet pointed list of the values that should be considered in shaping the mission of the grant. For example:

"The Historic District Grant Program is the tool in our municipal toolkit that best supports Park City's objective(s) to ________."

"The primary mission of the grant must be informed by values such as ______."

QUESTION 2: Outcomes
What should the *primary* outcome of the grant be (based on the mission)? Is the outcome measurable?

Should enhanced outcomes be sought? If yes: Write down Park City goals or priorities that could be incentivized through a bid enhancement strategy (e.g. economic impacts, resident retention, tourism, cultural heritage, and so on).

"The primary outcome of the grant should be _______."

"Pursuing enhanced outcomes for the Historic District Grant *makes sense/does not make sense* because _________."

"The grant could help Park City meet these additional city goals: _________."

QUESTION 3: Principles & Criteria for Eligibility
What principles and criteria should be the basis for determining the eligibility of an applicant or project? Stakeholders and staff have discussed several values-based criteria including applicant means-testing, an express focus on distressed property, and applying other targeted investment criteria.

"Determinations for applicant eligibility should include consideration of _________."

"The best way to make sure that we are targeting investment in areas consistent with our mission is to apply criteria such as _________."

ADDITIONAL RECOMMENDATIONS?

You may have ideas about mission and values that go beyond the three topics provided. Please share them here!

Takeaways & Lessons Learned

The following are a summary of takeaways and lessons learned throughout the study, which included a review of the grant's history (as documented in news archives), trends discernible in an analysis of City and County data, and themes identified through engagement with staff and stakeholders.

1) **THE PRIMARY OBJECTIVE OF THE GRANT IS THE RESTORATION OF HISTORIC PROPERTY.** The grant should focus primarily on what it was designed for: restoration of historic properties; but because there is a strong desire for public dollars to contribute to adopted City priorities and goals[1], the application process could reward applications that contribute to other City values through use of a scoring system.
2) **THE GRANT PROGRAM IS PERCEIVED AS VALUABLE TO USERS.** The grant is perceived as valuable by those who have participated in the program, and should continue to be made available.
3) **PUBLIC AWARENESS OF THE GRANT SHOULD BE EXPANDED.** There is low awareness of the grant compared to what is evidenced in the early years; note that the grant became much less visible (both as a news item and in terms of the number of awards given) after the restructuring in 2003 when the HDC was disbanded. Strategies such as hosting public information sessions, soliciting news coverage to report on metrics or highlight subject properties and owners, and giving annual awards, could be re-introduced.
4) **USERS DON'T WANT TO LOSE THE OPPORTUNITY TO APPLY YEAR-ROUND.** The grant shifted from being a once-per-year application and award program to being open to applications year-round in 2003. Consensus from applicants is that it should continue to be available year-round, but staff feel that this creates administrative challenges.
5) **THE BUYING POWER OF GRANT DOLLARS HAS REMAINED FAIRLY CONSTANT.** The buying power of the maximum residential award today exceeds the buying power of the maximum residential award in the first decade of the grant's life, calling into question the prevailing assumption that more funds were available per project in the past. However, the number of total grants awarded annually has dropped.
6) **THE GRANT COULD BE DESIGNED TO ENCOURAGE BETTER-THAN-MINIMUM-COMPLIANCE OUTCOMES.** The grant is not perceived to meet the "but for" test for renovation. It will not be a significant factor for homeowners deciding *whether a renovation happens or doesn't happen*, but it could influence certain design and construction decisions; for instance, choosing details and finishes that are higher quality than minimum standards require when those elements are eligible types of work for grant support.
7) **APPLICANTS DESIRE CLARITY.** There is a need for more clarity during the process, especially on:
    a) Available Funding at any given time
    b) Detailed criteria for approval (HPB, City)
8) **TRAINING & EDUCATION WILL ENHANCE OUTCOMES.** Education and training on multiple fronts could enhance the success of the program and its outcomes:
    a) ADMINISTRATIVE. On-boarding training for Heritage Preservation Board members: (1) the Board's authorities, and (2) policy standards to apply in making decision to approve or not approve a project.
    b) BUILDING PROFESSIONALS. Training & certification with regular renewals for contractors and building professionals on policies and practices pertinent to preservation and historic construction. And: a way to inform applicants about these professionals.
    c) COMMUNITY. Public education about the impacts of historic preservation (cultural, economic, & environmental), and about the history of Park City.

[1] City Council Priorities and Goals can be reviewed at http://www.parkcity.org/government/city-council/city-council-priorities-and-goals

Draft Recommendations

1. ADDRESS FIDUCIARY CONCERNS IN GRANT DESIGN.

Staff are concerned that current eligibility requirements may not provide specific tools to ensure that grant dollars are not subsidizing projects that don't need assistance or would happen anyway as a matter of course with existing regulations.

Staff want to ensure that funds are used wisely, in a targeted fashion, to implement City goals. This will require a more robust framework governing eligibility. Options include specific criteria that target funds, potential means testing, scoring for enhancements, and even adopting the practice of promoting and implementing an annual theme or "investment target" for that year's grant cycle.

2. THE GRANT SHOULD INCENTIVIZE CONTRIBUTIONS TO CITY GOALS & PRIORITIES.

The grant should be aligned with city goals. For instance, could assistance with the cost of renovation help to preserve naturally occurring affordable housing by mitigating cost and allowing rents to remain low?

"Bid enhancement goals" like contributing to affordability could be identified, and encouraged at Design Review, through a checklist, and - in a competitive grant environment - with a scoring system that rewards required elements as well as including the opportunity to earn bonus points for enhanced outcomes.

3. INCREASE AWARENESS & BUY-IN THROUGH PUBLIC RELATIONS & COMMUNICATIONS.

Preservation awareness and grant participation is enhanced by news and public relations. The number of grants applied for and granted dropped in 2003 and remained low thereafter. It can be hypothesized that lower engagement was due to lower awareness.

In the first part of the grant's life, the grant program was administered in an annual cycle, with one grant deadline per year. The deadline, and the awards announcement that followed, created a clear news cycle.

4. INTRODUCE TRAINING & EDUCATION TO ENHANCE OUTCOMES.

Education and training on multiple fronts will enhance the success of the program and its outcomes:

ADMINISTRATIVE. Continue on-boarding training for Heritage Preservation Board members on the Board's authorities, and policy standards to apply in making decision to approve or not approve a project.

BUILDING PROFESSIONALS. Training & certification or "preferred vendor status," with regular renewals, for contractors and building professionals on policies and practices in historic construction.

COMMUNITY. Community education about the impacts of historic preservation (cultural, economic, & environmental), policies & standards, and criteria for decision-making.

5. DESIGN A COMPETITIVE GRANT WITH MULTIPLE ANNUAL DEADLINES.

A competitive grant necessitates deadlines, which should occur more than once a year (for instance quarterly) considering the fluidity of project starts.

A regular cycle of deadlines and decisions would have multiple benefits. (1) It would be easier for staff to administer; (2) it would lead to applications competing on merits and incentivized to be responsive to City goals; (3) it would create newsworthy milestones and therefore give the city an opportunity to communicate on a regular basis about its goals and successes.

Workshop Supplement

RESOURCE SHEET: Contractor Certification

Contractor Certification Can Enhance Outcomes and Control Costs. The City of Aspen has followed the example of the federal government in requiring contractor certification for work on historic properties. From the city's website:

"The City of Aspen Community Development Department requires a certification process for individuals involved with construction on a historic building. This manual is the primary educational source for the certification program. The successful applicant will receive a Historic Specialty Contractor license, which must be renewed. The Certification Exam is administered through the Community Development Department. All information included in the Certification Exam can be found either within this document, or in the "Required Readings" listed…"

Further explanation from the Aspen website about certification:

> ***How it works***
> *• Prepare building owners, architects, contractors and tradespeople for proper rehabilitation planning.*
> *• Inform contractors of alternative technical options in the rehabilitation process.*
> *• Enlighten historic building owners as to the standards they should expect from contracted tradespeople.*
> *• Clarify specifications in building rehabilitation contracts.*
> *• Direct building owners, architects and contractors to information resources that will help facilitate appropriate rehabilitation procedures*
>
> ***What are the benefits***
> *Benefits of Preservation Training & Qualification Standards Currently it can be difficult for tradespeople to acquire the necessary skills to work on historic buildings. There are significantly more educational programs oriented towards consultants and designers in the preservation field. This has created a situation where there are ample professionals to plan and specify fine restoration work, but a shortage of qualified workers to complete the restoration work.*
>
> *By ensuring that skill, quality and experience, not low cost and speed, are the factors that determine who in the preservation trades gets a job, it is easier to maintain a higher caliber work-force. If low cost and speed are the determining factors, skilled craftspeople and preservation contractors cannot compete against unskilled contractors in the preservation field. A system of qualification standards increases the public's ability to understand the skills required amongst trades people in the preservation industry.*

Contractor certification is also required for rehabilitation loans from the federal government. Although these are not specifically for historic structures, there are still lessons to be learned from the administration of the loan program. FHA 203k loan applicants must use a 203K Approved Contractor with a stipulated sum agreement.

From the 203k loan information page:

> ***Becoming a 203k Approved Contractor***
> *Most 203k lenders have a standard procedure to assess a contractor's eligibility. A 203k contractor is required to submit cost estimates along with references, credentials and financial data. The license documentation along with a copy of the commercial liability insurance policy needs to be submitted for approval.*
>
> *An agreement is reached with the contractor to complete the work at the agreed price within the stipulated timeframe. An IRS w-9 form must also be collected for the 203k contractor and also for any other vendors involved in the completion of the renovation work. This step is necessary prior to release of any fund advance to the contractor for initiation of the repair work.*
>
> *A FHA 203k contractor is expected to complete the proposed work in accordance with the details outlined in the written estimate, homeowner/contractor agreement and approved change orders. All the repair work and improvements should be completed under the applicable local codes and ordinances. A number of permits which are necessary must be secured prior to beginning any concerned work. All payments required for permits will generally be listed in the 203k contractor's bid sheet.*

Workshop Supplement

RESOURCE SHEET: Construction Cost

Grant Buying Power Has Outpaced the Cost of Construction
The average cost of construction nationally, according to the ENR Construction Cost Index (CCI), has risen by 2.37 times from the time of the grant's launch in 1987 to the current day, meaning in short that it has become more expensive to build things. In 1987, the CCI was $4,406 and by 2016 the CCI had risen to $10,443.[1]

Many stakeholders identified rising construction costs as a reason for the diminished perceived relevance of the grant program. However, the rise in construction costs over time was matched and exceeded by a more significant rise in the buying power made possible by maximum allowable grant awards over time. An analysis of historically maximum grant amounts, converted to Construction Cost Index buying power over time, demonstrates that the buying power of the maximum grant declined over the first decade, but then rose at a higher rate than construction costs due to rising maximum grant awards.[2]

For approximately the first decade of the grant's life, residential awards were capped at $5000 and commercial at $10,000. Both residential and commercial caps were raised to $15,000 in 1988, then raised again in the early 2000s to $20,000. The current maximum award that the HPB can approve is $25,000, though larger awards can be given with approval of Council. The buying power[3] generated by these "raises" over time have enabled residents to buy more labor hours and materials in the latter life of the grant than they could in the early years - even accounting for the rising cost of construction.

---

[1] The ENR Construction Cost Index was utilized for this analysis, which is based on the cost of 200 hours of common labor at the 20-city average of common labor rates, plus 25 cwt of standard structural steel shapes at the mill price prior to 1996 and the fabricated 20-city price from 1996, plus 1.128 tons of portland cement at the 20-city price, plus 1,088 board-ft of 2 x 4 lumber at the 20-city price.

[2] Maximum grant awards and dates of change to those maximums were derived from news coverage in the *Park Record*.

[3] "Buying power" is defined as the units of *labor + materials* that the maximum grant award could buy, which is calculated based on each given year's ENR Construction Cost Index value. The ENR Construction Cost Index assigns a cost based on 200 labor hours + materials. Using the CCI, it is possible to calculate the buying power of the grant each year.

Workshop Supplement

RESOURCE SHEET: Economic Impact

Heritage Preservation has Economic Value

PlaceEconomics, with the University of Pennsylvania, prepared a study for the Advisory Council on Historic Preservation (AHCP) in 2011 (updated in 2013) called *Measuring Economic Impacts of Historic Preservation*. The study proposes metrics for use in placing economic value on heritage preservation, including:

- Jobs/Household Income
- Property Values
- Heritage Tourism
- Environmental Measurements
- Downtown Revitalization

The study outlines the definition and purpose of such metrics, as well as potential methods of analysis and reasoning for recommended approaches to developing the metrics. Detailed work on the subject of economic impact is beyond the scope of this study, and yet the economic impact of heritage preservation has been a substantial part of Park City's story and is important to observe in this context.

Leadership may wish to pursue the development of such metrics for Park City to guide future policy and to test several hypotheses that can be made based on a more casual analysis of the facts:

- Jobs have grown along with businesses, events, and resorts in Park City, and the City's investment in heritage resources like Main Street has contributed to that.
- Property values have grown in Park City in part due to heritage investments, with values in historic zones around 10 times as valuable as the City average.
- Tourism has boomed in Park City; natural resources and character-building heritage resources are both major contributors to Park City's appeal as a destination.
- Restoration of older properties contributes to environmental goals; it has building efficiency benefits as well as compact development benefits. Specific metrics for environmental/heritage preservation outcomes could be developed by Park City.
- Downtown revitalization was the original purpose that drove the RDA and HDC to pursue public investments in both infrastructure and heritage preservation in the 1980s. That trajectory has transformed historic Park City and created economic value.

Workshop Supplement

RESOURCE SHEET: Property Values

Property Values in Park City Have Risen Faster than Inflation – Especially in Historic Zones

Property values have risen significantly in Park City, and they have risen more and at a faster rate in historic zones than in the city generally. Data from 1990 was too incomplete to analyze, but the trend of a widening gap is legible in an analysis of data from 2000-2016. Currently, the value of land in historic zones is nearly 10 times as valuable as the City average value of land per acre.

The City completed a housing assessment and plan in 2012 aimed at addressing growing challenges of affordability, and these issues have been raised by both City staff and stakeholders as an important consideration in determining how to shape and administer the grant. Park City's investments in heritage preservation, as well as the benefit it has seen as a ski and resort destination, have created lasting value and appeal. Land value in Park City has outpaced the rate of inflation over decades, and land values in historic zones has risen at an even greater rate than Citywide.

Workshop Supplement

RESOURCE SHEET: Public Relations & Communications

<u>Preservation Awareness and Grant Participation is Influenced by News & Public Relations</u>
The number of grants applied for and granted dropped in 2003 and remained low thereafter. It can be hypothesized that lower engagement was due to lower awareness.

In the first part of the grant's life, the grant program was administered in an annual cycle, with one grant deadline per year. The deadline, and the awards announcement that followed, created a clear news cycle.

Leading up to the annual deadline, informational forums were held and publicized, and the accomplishments of the last year's recipients revisited in human interest news stories featuring resident quotes and photographs of properties. When decisions were made and the grants were awarded, a story would run about which properties received grants, and the newspaper would provide additional flavor to the tabulation by providing commentary on which streets in town had the greatest participation and investment. Particularly significant properties may merit fuller coverage citing their significance to the history of Park City. Additionally, preservation organizations got into the action by creating their own annual awards for best projects, which were covered by the newspaper.

Although the prevailing wisdom by grant stakeholders now is that year-round applications are far preferable to a single annual award, staff feel that year-round applications are difficult to administer. There should be consideration of a more regular cycle of deadlines that solve administrative challenges, allow applications year-round, and create a news and public relations framework in the next iteration of the grant program.

Workshop Supplement

RESOURCE SHEET: Second Homes

Policymakers Consider Secondary Homeownership to be a Factor for Consideration in the Grant
The City and the Heritage Preservation Board have directed that *ownership type* should inform levels of eligibility for grant support.

Two themes pertinent to second home ownership rates have been specifically identified through outreach and engagement. One is about maintaining housing affordability so that Park City remains a complete community with a strong sense of local identity. The other is about ensuring that the City retains its authenticity and unique character through the viability of locally owned and operated businesses. If the owners of these vibrant establishments can no longer afford to be a resident of Park City, they could be lost and replaced by franchise establishments with less motivation to embrace and project local identity.

The National Association of Home Builders (NAHB) estimated from American Community Survey data that in 2014, the share of second homes among the entire U.S. housing stock was 5.6%. In a 2011 analysis, the Summit County Assessor found that more than half the homes in the County were in non-primary ownership. This places Summit County in company with other major second home markets, though still not breaking into the range of the top ten counties which range from 62% (Dukes County, Massachusetts) to nearly 80% (Hamilton County, NY) second homes.

For those areas with robust second home markets like Summit County, there are pros and cons to having a much higher rate of non-primary owners. According to the Assessor, the tax benefits garnered by the presence of second home owners are desirable, but are countered for some by a sense of diminishing community cohesion.