



DEER VALLEY SNOW PARK

CUP#1 SOUTH GARAGE PRESENTATION 7.28.21





SNOW PARK TEAM

CUP#1 SOUTH GARAGE

Rich Wagner

- Deer Valley

Steve Issowits

- Deer Valley

IBI Group

- Design Lead

Cutbow Consulting

- Jurisdictional Consultant

Fehr & Peers

- Traffic Engineer

Alliance Engineering

- Civil / Platting/ Surveying



STAFF REPORT

CLARIFICATIONS

History of the Resort

Deer Valley Resort opened in December 1981, with five chairlifts, 35 ski runs on Bald Eagle and Bald Mountain, and two day lodges, Snow Park and Silver Lake. Over the years the mountain has expanded to 21 chairlifts including one gondola and 103 ski runs, three-day lodges, and over 2,800 staff members.

Deer Valley takes pride in the concept of providing an overall high-quality and customer-service-oriented resort experience. Deer Valley now includes summer activities including lift-served mountain biking and hiking, scenic chair lift rides, and summer adventure camps for children. The Snow Park Outdoor amphitheater offers regular community concerts.

No formal site plan has been established or approved for the Snow Park Village development site. Density is assigned on a parcel-by-parcel basis in the MPD.

Separately, but related, DVR had a pending MPD 13th Amendment application filed on

December 1, 2020, which was withdrawn on June 3, 2021.



STAFF REPORT

CLARIFICATIONS

Executive Summary

On April 13, 2021, Deer Valley Resort (DVR) submitted a Conditional Use Permit (CUP) application for the expansion and redevelopment of the Snow Park Base Area. The CUP application is for Phase 1 of a proposed 3 phase redevelopment plan for the Snow Park base area and surface parking lots. Specifically, the 3 phases include:

- Phase 1: Overall Site Plan, South Parcel Parking Structure, and a proposed Transit and Mobility Hub (current CUP application). The proposal includes redirecting traffic and prioritizing transit on Deer Valley Drive, separating transit from general-purpose vehicles, as well as relocating the arrival and departure experience for parking and drop-off. The applicant is also proposing the City vacate a significant portion of Deer Valley Drive West Right-Of-Way for the project, and the applicant would dedicate a new 60-foot Right-Of-Way to the City for Doe Pass Road. The new garage includes day skier parking and parking for future hotel, residential and commercial uses on four levels.
- Phase 2: South Parcel Residential and Commercial Development (future CUP for development on top of the Phase 1 South Parcel Parking Structure including hotel and residential lodging, retail, dining, and entertainment uses).
- Phase 3: North Parcel Parking Structure with Residential and Commercial Development (future CUP).



STAFF REPORT

CLARIFICATIONS

As noted earlier, there is no approved site plan associated with the Snow Park development parcels other than when the Deer Valley Sixth Amended and Restated Large Scale MPD was approved subject to the rezone of the north 1.48 acres of the Sports Facility Parcel from RD-MPD to ROS, which effectively created a pool of

Commercial Density for designated parcels and resulted in the change from Figure 2 below to Figure 1 below.

Figure 1: Snow Park Hotel Parcel after the 1991 Zone Change.

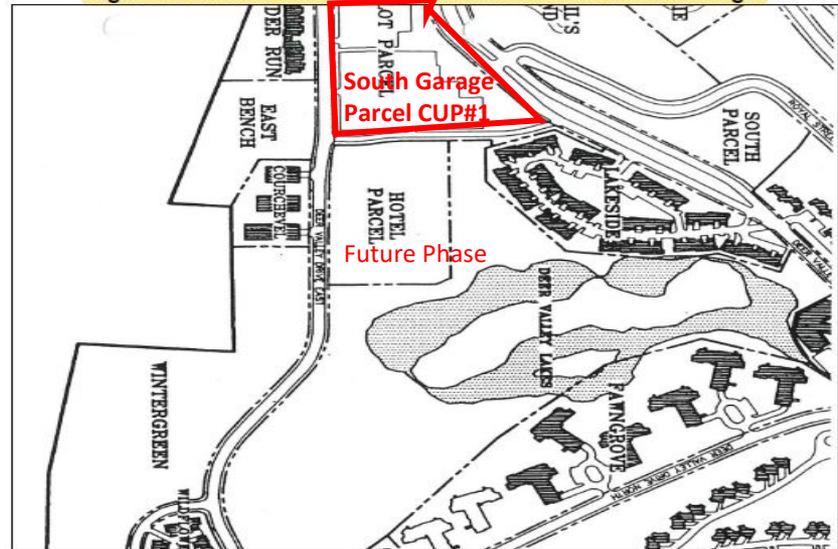


Figure 2: Snow Park Hotel and Sports Facility Parcel prior to 1991 Zone Change.



DEER VALLEY SNOW PARK

1991 REZONE ORDINANCE 91-2





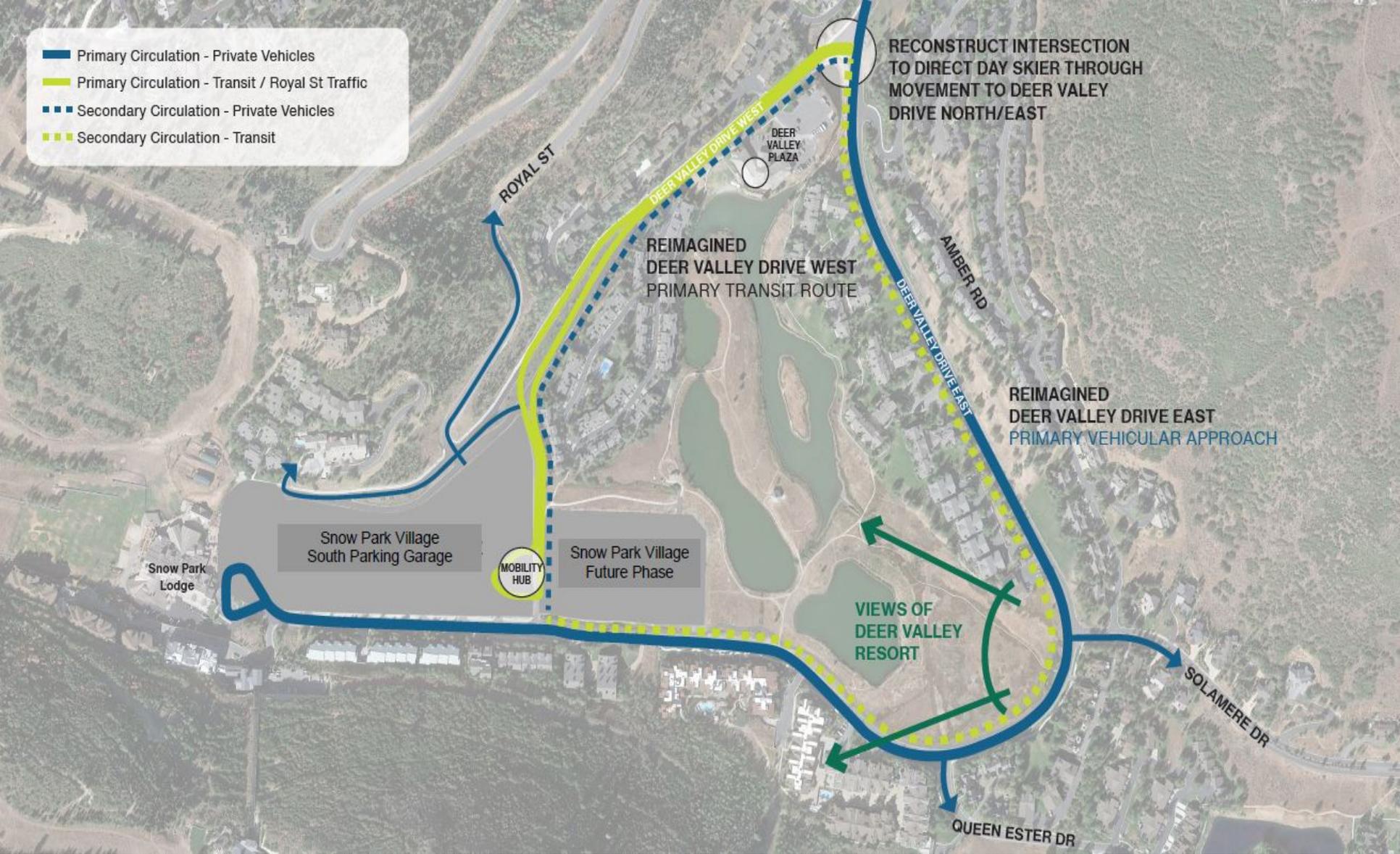
STAFF REPORT

CLARIFICATIONS

Deer Valley Drive East and West Reconfiguration

The proposed plan separates City transit, private transportation services, and general traffic. The applicant is proposing that Deer Valley Drive West will serve as the primary transit route and will also provide general traffic access to Royal Street and the Trail's End development. Deer Valley Drive east would serve as the primary vehicular access for all other vehicles looking for access to the general Deer Valley residential neighborhoods and the base area development, including the proposed parking structure for day skier parking. This is a significant change to the existing traffic circulation that must be addressed further. Improvements to the Y intersection separating Deer Valley Drive East and West are proposed.

- Primary Circulation - Private Vehicles
- Primary Circulation - Transit / Royal St Traffic
- Secondary Circulation - Private Vehicles
- Secondary Circulation - Transit



DEER VALLEY SNOW PARK

PROPOSED ARRIVAL SEQUENCE



SNOW PARK CUP PROCESS

PROPOSED STRATEGY

CURRENT CUP

- South Parking Garage
- Transit Center
- Road Improvements
- Utility Relocation

OTHER PHASES

- 3RD Party Development partner
- DV will maintain Master Developer Role
 - Operator; Not a Developer
 - Maintain Resort Based design



NO VARIANCES REQUESTED

MPD / CUP CHECKLIST

- ✓ Adhere to Allocated MPD UE Density
- ✓ Adhere to 45' Max Building Height
- ✓ Adhere to Allocated Commercial Density
- ✓ Adhere to 25' Boundary Setback
- ✓ Prioritize "Transit First"
- ✓ 60% Open Space Requirement
- ✓ Pedestrian Focused Plan
- ✓ Provide AUEs Per MPD
- ✓ Attain a Sustainable Design / Certification
- ✓ Improved Current Traffic LOS
- ✓ Utility Capacity Coordination
- ✓ Resort & Amenity Based Plan

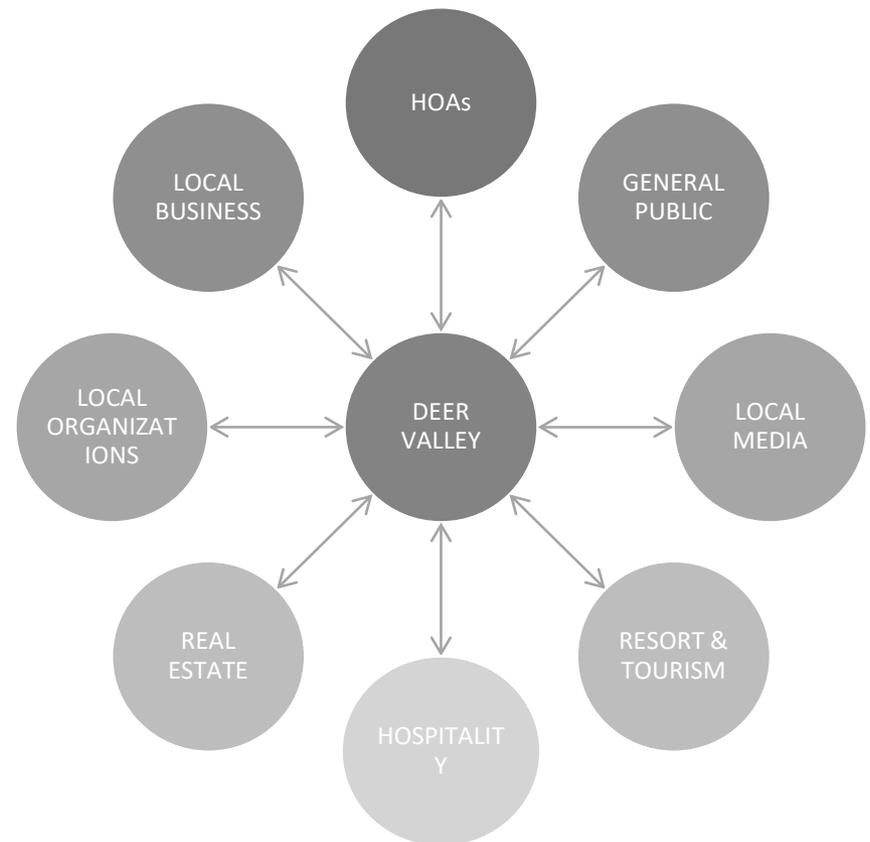
COMMUNITY OUTREACH

OUTREACH GROUPS & ORGANIZATIONS

~ Robust and Ongoing Outreach Plan to Over 150 Individuals, Organizations, and Businesses ~

NOTABLE PRESENTATIONS / INTERVIEWS

- Lower Deer Valley Coalition
- Trails End HOA
- Black Diamond HOA
- Pinnacle HOA
- Community Groups (RRAD, THINC)
- Hospitality (Montage, St. Regis)
- KPCW Radio Interview
- PCTV Interview



CUP#1:
SOUTH GARAGE
PRESENTATION



SNOW PARK @ DEER VALLEY RESORT

VISION

CREATE A **WORLD CLASS** BASE AREA
& ARRIVAL EXPERIENCE FOR
DEER VALLEY RESORT



DEER VALLEY SNOW PARK

WORLD CLASS BASE AREA



SNOW PARK @ DEER VALLEY RESORT

ENVISIONING GOALS

*Exceptional Guest Experience - **The Deer Valley Difference***

An Arrival and Front Door Worthy of Deer Valley Resort

A Natural Evolution of the Resort's Master Plan

Deer Valley Envisioned Pillars

- * *Make Snow Park A Focal Hub*
- * *Bright, Modern Food & Beverage*
- * *Next Generation Service and Accessibility*
- * *All Season Activation*
- * *Rethink the Lifts and Mobility Options*

Park City Vision 2020 Strategic Pillars

- *Environmental Leadership*
- *Transportation Innovation*
- *Sustainable Tourism*
- *Arts, Culture and Local Economy*
- *Affordability and Equity*

* Goals Created Through Envisioning Session January 2020

DEER VALLEY SNOW PARK

ENVISIONING GOALS



SNOW PARK @ DEER VALLEY RESORT

GUIDING PRINCIPLES

A DESTINATION LIKE NO OTHER...

- Create a unique resort base village to attract future generations
- Enhance the guest experience with every opportunity
- Celebrate year-round activities and amenities
- **Compact and walkable plan focused on the pedestrian (1,2,3,5)**
- Attract on-mountain residents to easily access and experience Snow Park

A FIRST AND LASTING IMPRESSION...

- Improve the arrival and departure sequence - first and last impressions
- First class dynamic parking experience with integrated technology
- **Diversify and integrate multi-modal transportation options (1,2,3,5)**
- Strategically separate skier parking from staff and residential parking
- Seamless transition from parking to plaza retail to lifts
- Expand the ski beach to lengthen the day and disperse departing traffic

ENJOYABLE GUEST EXPERIENCE...

- Minimize pedestrian and vehicular conflicts
- Optimize solar aspect for ski beach and plaza exposure
- Optimize up-mountain views
- Diversify and modernize food and beverage offerings
- **Modify and reposition lifts to optimize operations and disperse skier traffic (3,5)**
- **Convert one lift to gondola to improve mountain transportation network (2,3)**
- Strategically integrate service facilities and minimize visual exposure

BEING GOOD NEIGHBORS...

- Comply with existing entitlements with no variance requests
- Permeable and neighbor-friendly arrangement of buildings
- **Connect and expand area wide trail network (2,3,5)**
- **Integrate community benefit amenities (2,3,4,5)**

1) Environmental Leadership 2) Transportation Innovation 3) Sustainable Tourism 4) Arts, Culture and Local Economy 5) Affordability and Equity

DEER VALLEY SNOW PARK

GUIDING PRINCIPLES



SNOW PARK @ DEER VALLEY RESORT

DESIGN DRIVERS

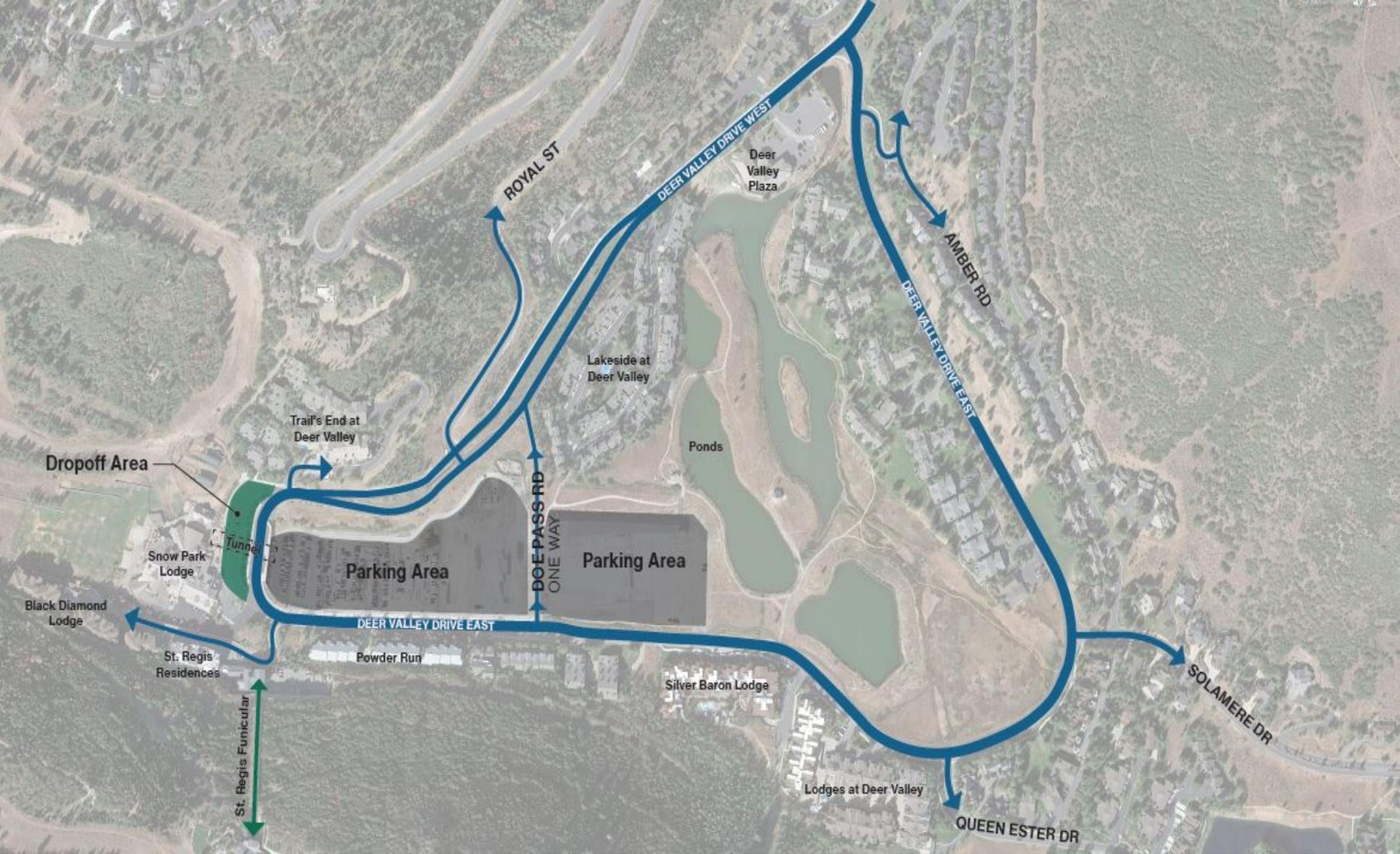
The conceptual master plan for Snow Park Village is driven by a handful of significant and strategic design moves. The combination of these decisions will trigger development potential, long-term value, enhanced guest experience and improved image and identity for Deer Valley Resort.

- ❄️ REIMAGINED ARRIVAL SEQUENCE
- ❄️ INTEGRATED TRANSPORTATION AND MOBILITY NETWORK
- ❄️ SKI LIFT RECONFIGURATION TO UNLOCK POTENTIAL FOR SKI-IN VILLAGE
- ❄️ NEIGHBOR-FRIENDLY BUILDING ARRANGEMENT
- ❄️ COMPLIMENTARY NETWORK OF AMENITIES, ACTIVITIES AND APRES SKI OFFERINGS

DEER VALLEY SNOW PARK

DESIGN DRIVERS



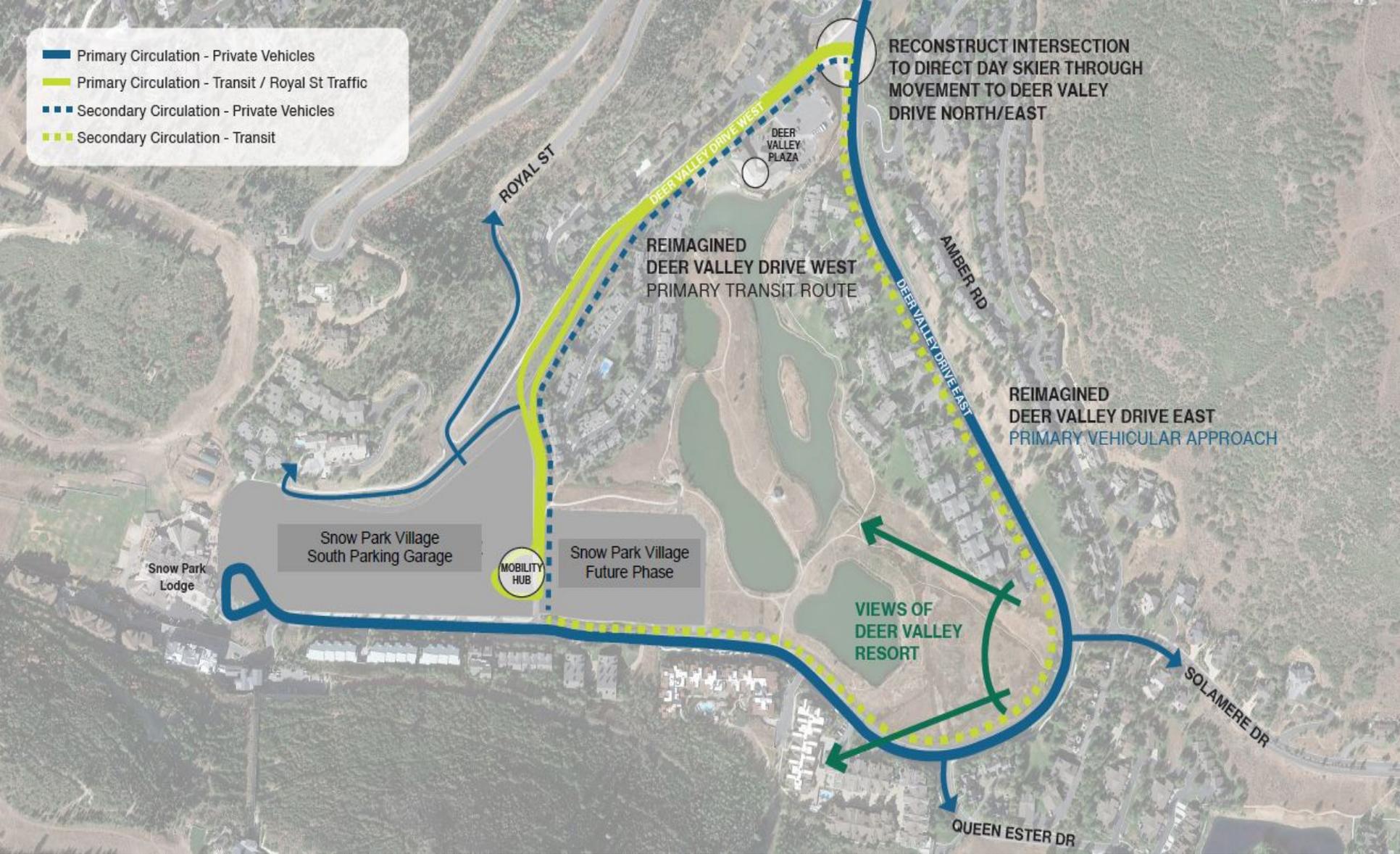


DEER VALLEY SNOW PARK

EXISTING CONDITIONS



- Primary Circulation - Private Vehicles
- Primary Circulation - Transit / Royal St Traffic
- Secondary Circulation - Private Vehicles
- Secondary Circulation - Transit



DEER VALLEY SNOW PARK

PROPOSED ARRIVAL SEQUENCE

Pickup/Dropoff Zone Users
 Day Skiers
 Ski School
 Rideshare
 Tour Buses

Parking Users
 Day Skiers
 Hotel Guests
 Residences
 Employees

Mobility Hub Users
 Electric Buses
 Hotel Shuttles
 Bike Share
 Rideshare
 Tour buses

Rideshare Zone Users
 Rideshare
 Day Skiers

Snowflake Lift *

Carpenter Express *

Silver Lake Express *

Potential Future Aerial Transit

Hotel Dropoff

Snow Park South Parking Garage

Escalator to Plaza

Elevator to Plaza

Escalator to Plaza

Elevators to Plaza

Mobility Hub

Ride Share Zone

Snow Park Village Future Phase

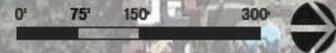
Elevator to Bridge

Pickup/Dropoff Zone

Hotel Dropoff

Primary Vehicular Route

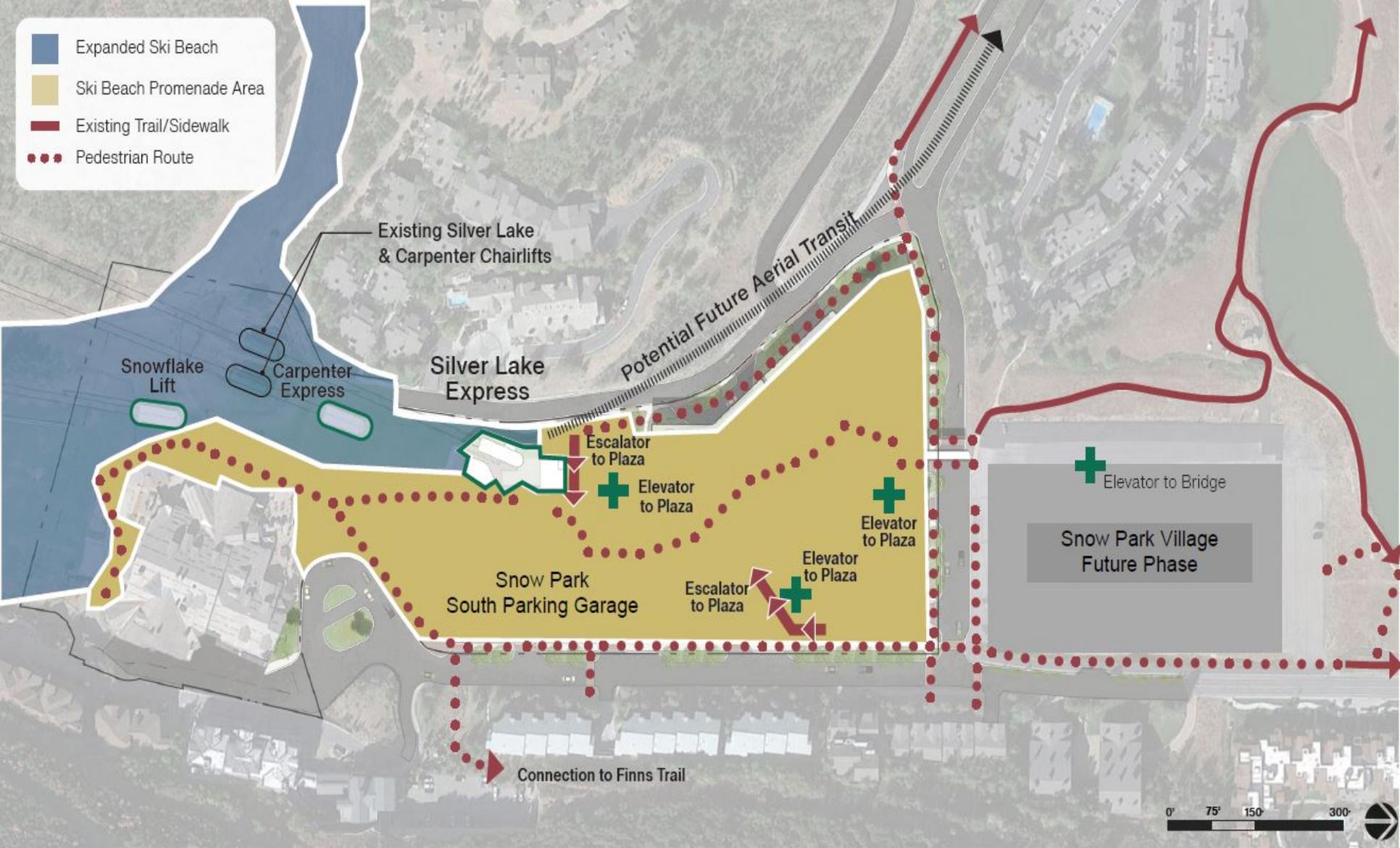
Royal St
 Primary Transit Route



DEER VALLEY SNOW PARK

PROPOSED SITE CIRCULATION





DEER VALLEY SNOW PARK

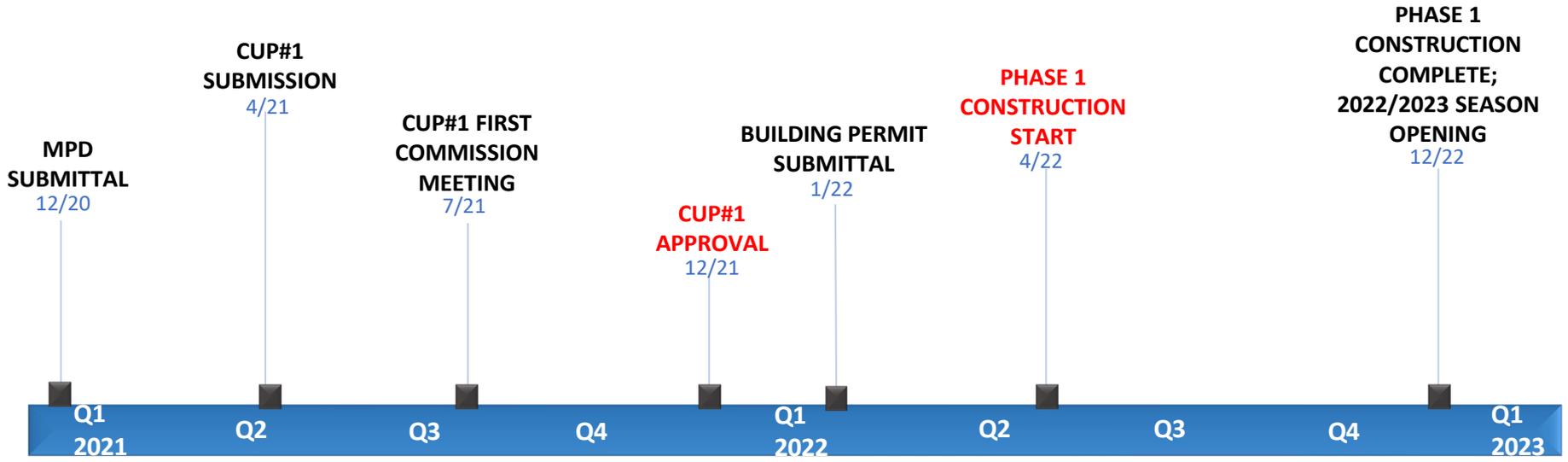
PROPOSED PEDESTRIAN FRIENDLY CIRCULATION

TIMELINE



DEER VALLEY SNOW PARK

ESTIMATED TIMELINE



CORRESPONDENCE / SUBMISSIONS

- MPD SUBMITTAL: 12.1.20
- PROVIDED AFFORDABLE HOUSING CALC TO CITY: 3.24.21
- CUP#1 SUBMISSION: 4.12.21
- REQUEST FOR CONFIRMATION OF CUP COMPLETION: 6.14.21
- RECEIVED PLANNING RESPONSE: 7.15.21
- DVR RESPONSE LETTER: 7.22.21
- STAFF REPORT ISSUED: 7.23.21
- PLANNING RESPONSE TO DVR: 7.27.21



DEER VALLEY



SUMMARY

CUP#1 SOUTH GARAGE

- Resort Based Plan
 - An investment in DV's Future
- Developed a plan within the MDP approvals already in place
- Developed a plan consistent with the Park City's Vision 2020 Plan
- Land planning focused on guest arrival experience and improving current peak traffic conditions from today
 - Proposed Transit and Road circulation
 - No more on-street parking
 - Move more arrivals to transit
- Protecting and improving the resort experience
 - Improving arrival experience, guest experience, and providing a fun, relaxing hangout
- Robust and ongoing outreach plan to over 150 individuals, organizations, and businesses



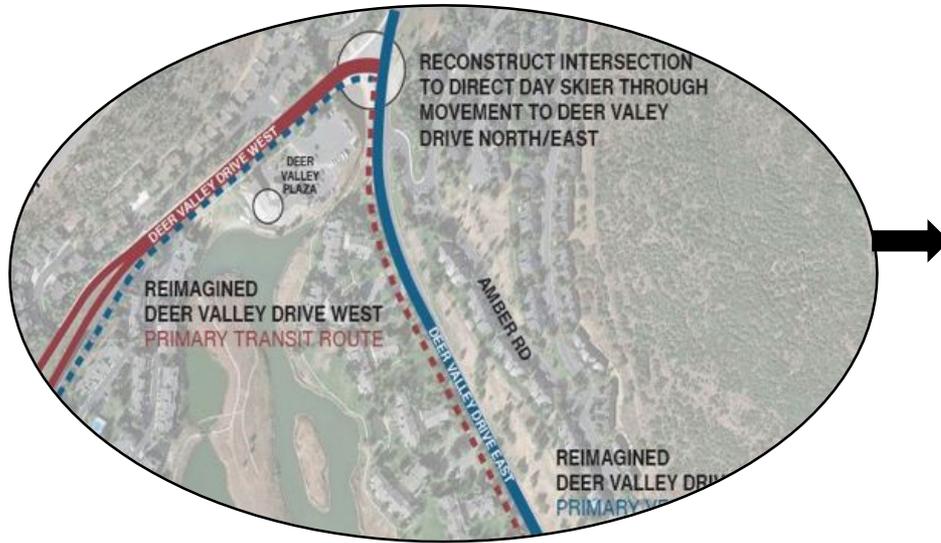
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QUESTIONS & ANSWERS



APPENDIX





SATURDAY AM/PM PEAK HOUR LOS

Intersection			Existing Background	2022 + Project Mitigated ²
ID	Location	Period	LOS & Sec/Veh ¹	LOS & Sec/Veh ¹
1	Deer Valley Dr N / Deer Valley Dr S	AM	D / 27	A / 6
		PM	E / 36	A / 7
2	Deer Valley Drive (SR-224) / Marsac Avenue / Bus Terminal	AM	B / 11	B / 13
		PM	B / 11	B / 12
3	Deer Valley Dr / Bonanza Dr	AM	B / 11	B / 12
		PM	B / 13	B / 13

Snow Park Village Transportation Analysis - Fehr & Peers - April 2021

DEER VALLEY SNOW PARK

PROPOSED IMPROVED TRAFFIC LOS