



MHTN
ARCHITECTS

Downtown Vernal

Main Street Placemaking on a UDOT Highway

APAUT 2022



TODAY'S PRESENTERS



Quinn Bennion
City Manager
Vernal City



Ryan Wallace
Director of Urban Design
MHTN Architects



Dan Smith
Rural Planning
MHTN Architects



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Landscape Architect
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PURPOSE OF DOWNTOWN PLAN

EXISTING CONDITIONS



32,000 ADT truck traffic, creates a noisy downtown and the feeling of being unsafe when getting out of a parked car or crossing the street.



Historic buildings, like the Vernal Theater, give downtown Vernal charm and character.



Inconsistent and cracked paving makes the Downtown appear uninviting to pedestrians.



The hanging flowers and flower pots are a beloved part of Vernal Downtown.



EXISTING CONDITIONS



Vacant Storefront



Abandoned and underutilized lots with razor wire fences and graffiti



Underutilized Lamplighter Hotel block



Back/side buildings with miscellaneous parking within the Zions Block



OVERVIEW OF DOWNTOWN PLAN

“If you want to go **fast** go alone.
If you want to go **far** go **together**.”

+ VERNAL AREA CHAMBER
OF COMMERCE

+ UINTAH COUNTY

+ VERNAL CITY

+ UDOT

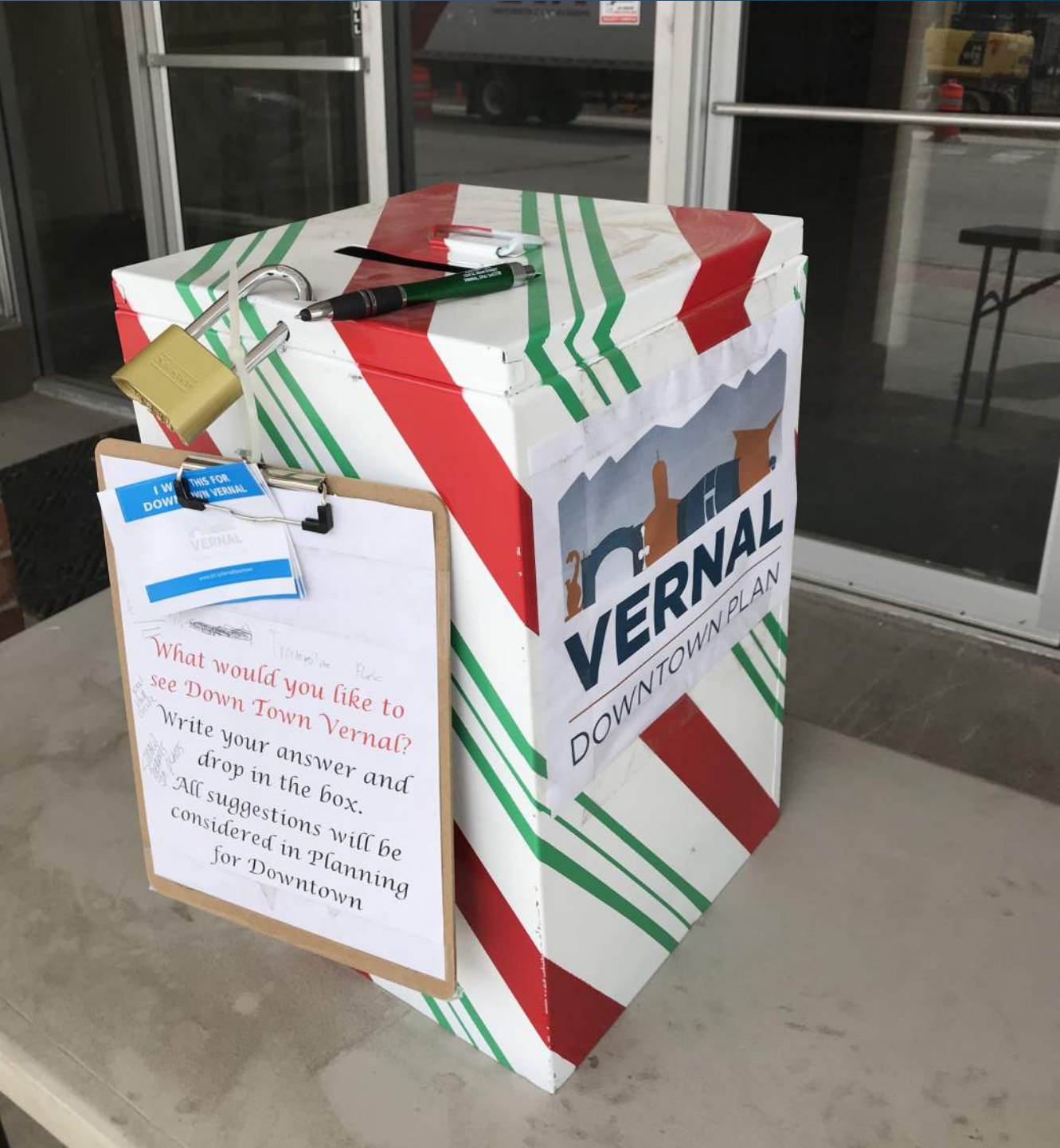
+ DOWNTOWN VERNAL
ALLIANCE

+ BUSINESS OWNERS

+ RESIDENTS

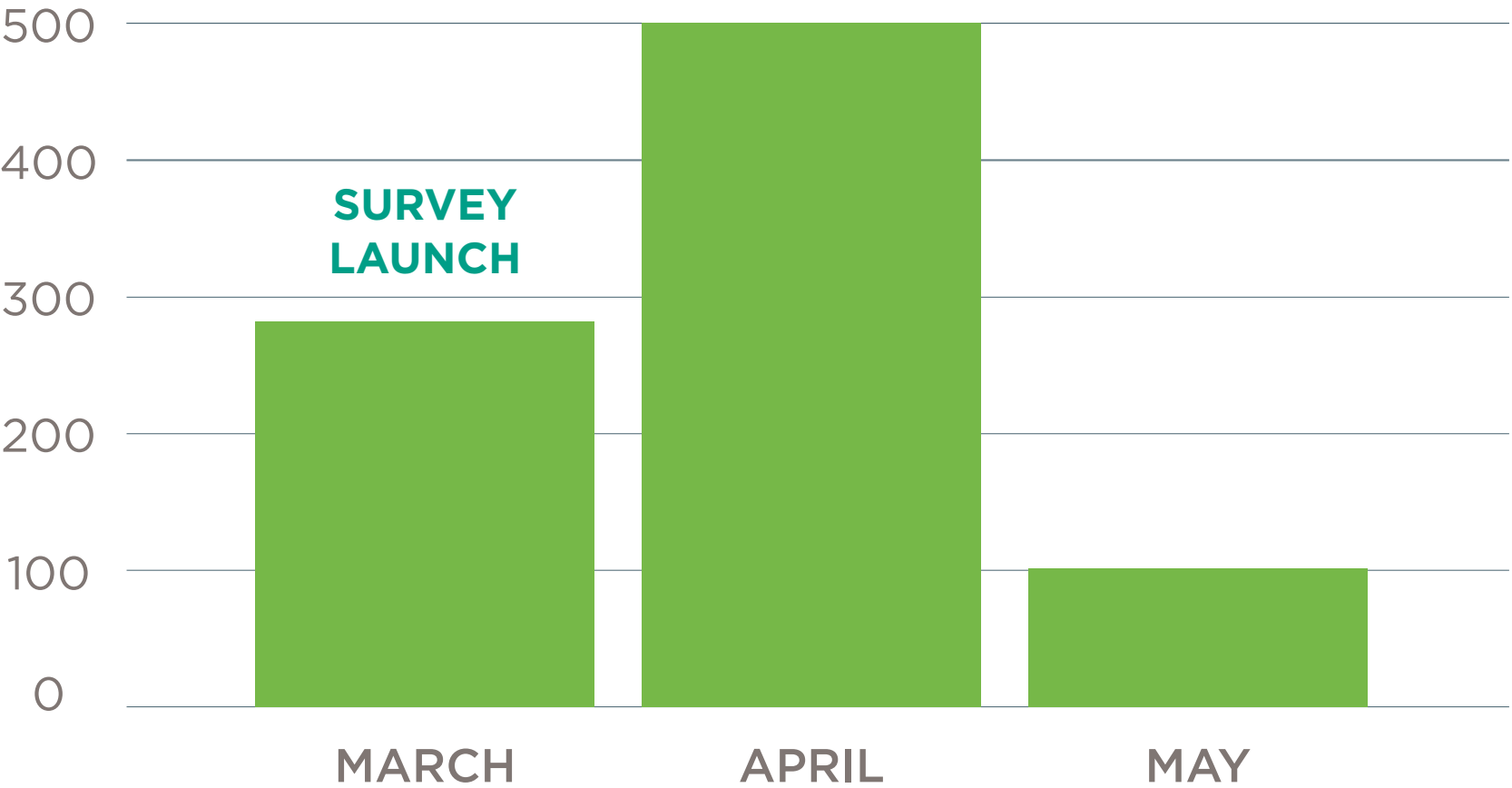


PUBLIC ENGAGEMENT PROCESS | Stickers



903

responses collected



STEAMBOAT SPRINGS



CASPER

PUBLIC ENGAGEMENT PROCESS | Design Workshop



PUBLIC ENGAGEMENT PROCESS | Downtown Walking Tour



WE WANT TO KNOW:

HOW WOULD YOU MAKE DOWNTOWN VERNAL BETTER?

VERNAL
DOWNTOWN PLAN

VERNAL
DOWNTOWN PLAN

IF DOWNTOWN VERNAL WERE A COFFEE DRINK, WHAT WOULD IT BE?

VERNAL
DOWNTOWN PLAN

IF DOWNTOWN VERNAL WERE AN ICE CREAM FLAVOR, WHAT WOULD IT BE?

VERNAL
DOWNTOWN PLAN

IF DOWNTOWN VERNAL WERE A SONG, WHAT WOULD IT BE?

WE WANT TO KNOW:

WHAT'S YOUR FAVORITE MAIN STREET U.S.A.?

VERNAL

WHERE DO YOUR KIDS PLAY IN DOWNTOWN VERNAL?

VERNAL
DOWNTOWN PLAN

WE WANT TO KNOW:

WHAT WOULD YOU BRING BACK FROM OLD DOWNTOWN VERNAL?

VERNAL
DOWNTOWN PLAN



GUIDING PRINCIPLES

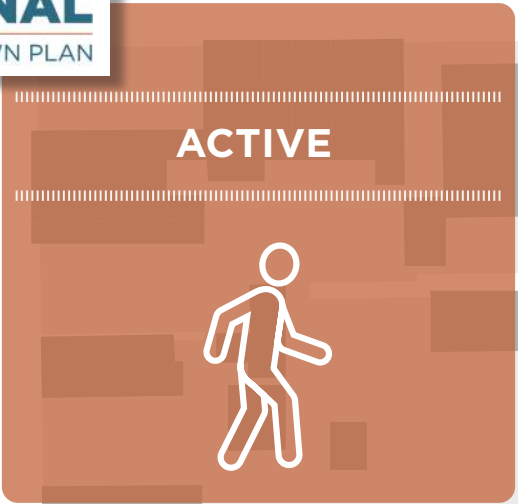
Downtown Vernal is a destination that reflects its local and regional assets, past, traditions, and heritage. It's unique identity is present throughout downtown.



Downtown is the central Hub for business in Vernal and will expand economic opportunities for all. It will retain and enhance existing businesses and be inviting for new businesses.



Downtown attracts locals and visitors with places for people to gather, build community, and experience Vernal's unique culture. It fosters social connections 18 hours a day, 7 days a week, 365 days a year, and keeps people coming back again.



Downtown Vernal supports an active lifestyle through its streets, outdoor spaces, events, and recreation opportunities.





Building Setbacks



Mid-Block Design



Walking Boulevards



Pedestrian-Oriented Streets



Facade Material & Treatment



Side & Rear of Building Improvement



Building Height Requirements & Use



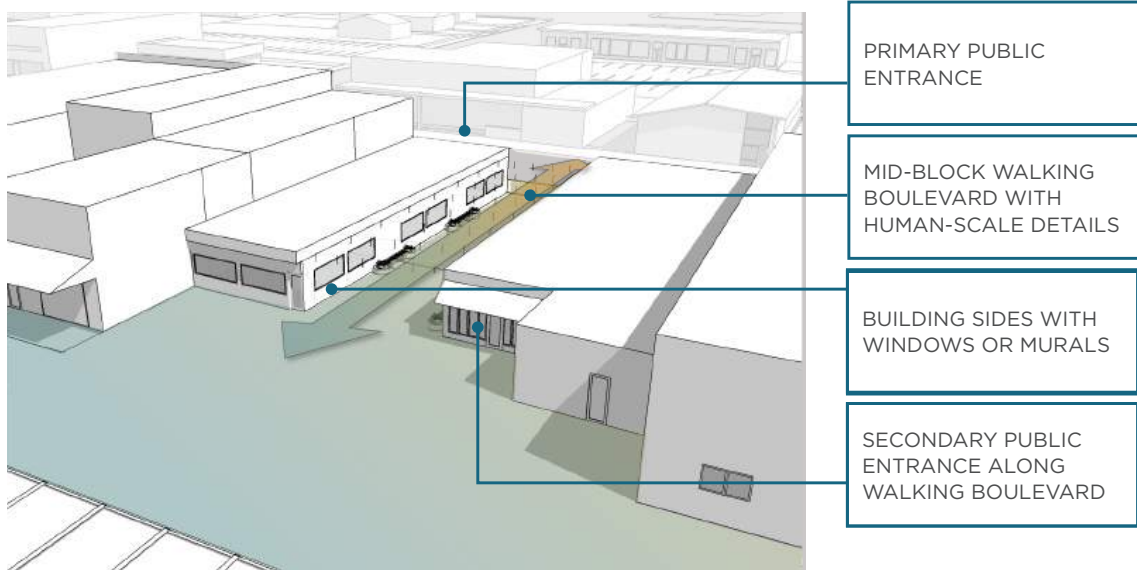
Awnings & Shade

A2 SIDE AND REAR OF BUILDING IMPROVEMENT

The side and rear of building in Downtown Vernal necessitates design guidelines due to the Plan’s mid-block design. Consideration of the awnings, window treatment, signs, and vertical separation between the upper floors and first floor of building is therefore necessary.

With the Plan’s mid-block design, the pedestrian experience is extended to other sides of the buildings. In addition to the façade improvements, areas to the side and rear also need a cohesive design, public art, and other forms of beautification.

It can also be activated as a destination spot and place for gathering. Therefore, mid-block spaces are recommended to draw in people traveling along the walking boulevards and serve as engaging connection points throughout the area.



Casper, WY



Little B's, Vernal, UT





Planting



Signs and Lighting



Sidewalk Design



Surface Parking Lots

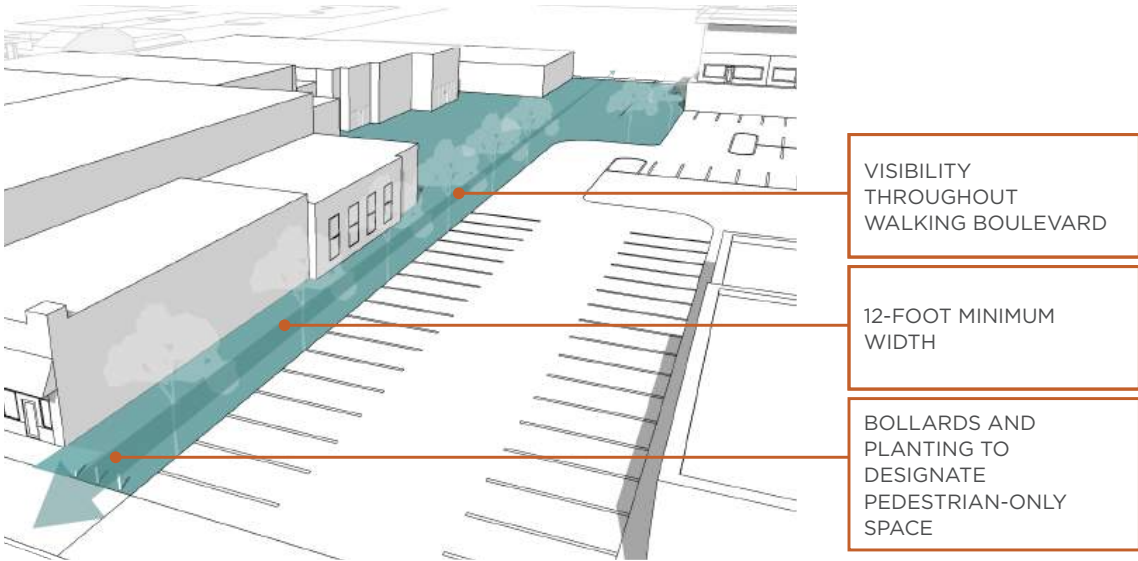


S3

WALKING BOULEVARDS

A walking boulevard is a pedestrian passageway that acts as a mid-block connection between the main sidewalks. They add to the pedestrian interest and overall quality of the downtown, while also expanding retail opportunities with spaces for restaurants and cafes. 100 E between Vernal Ave. and 100 N and S will have the option to be designated pedestrian-only for special events.

- >> Twelve foot minimum unless not possible due to parcel size and ownership.
- >> Maintain visibility through the Walking Boulevard from adjacent buildings.
- >> Design elements for boulevard include seating, potted plants, shallow/recessed store windows, vines for color and interest, fin signs, lighting, banners for color, kiosks, awning and clear pedestrian through-way.
- >> Bollards, removable signs and roll-curbs along 100 E allows for pedestrian-only designation.



Block Party, Vernal, UT



Grand Junction, CO.

SOURCE: COLORADO TOURISM OFFICE

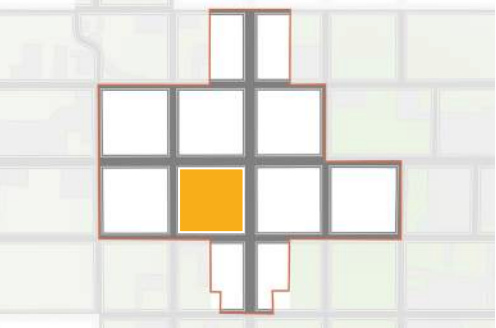
SOURCE: COLORADO TOURISM OFFICE



VERNAL DOWNTOWN PLAN



ZIONS



This design considers how redevelopment can include both a mixed-use product and residential, most likely in the form of town homes.

GOALS

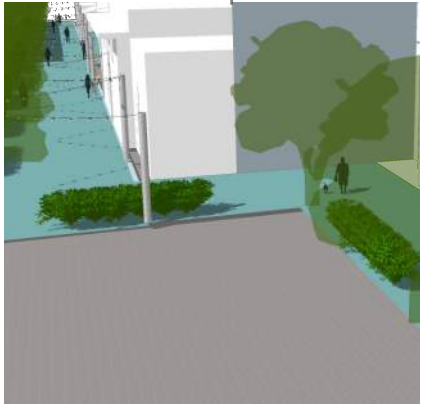
ICONIC AND MEMORABLE	G 2	Leverage side streets to provide sidewalk dining & shopping and resolve parking challenges
ICONIC AND MEMORABLE	G 3	Celebrate the historic nature of Vernal's Downtown by encouraging a welcoming, walkable district
PLACE FOR PEOPLE	G 1	Support infill development, redevelopment and streetscape improvements to create a consistent and lively Downtown experience.
SUPPORT LOCAL BUSINESS	G 1	Support local business parking needs by creating intuitive signage and access and improving conditions at existing parking lots.
SUPPORT LOCAL BUSINESS	G 3	Encourage new business ventures in vacant storefronts and empty parcels to create a thriving district.
ACTIVE AND CONNECTED	G 3	Create an inviting transition between the Downtown commercial district and nearby residential areas.



MIXED USE BUILDING



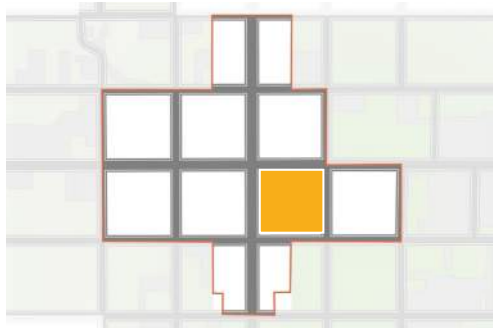
HOUSING



WALKING BOULEVARD - EAST



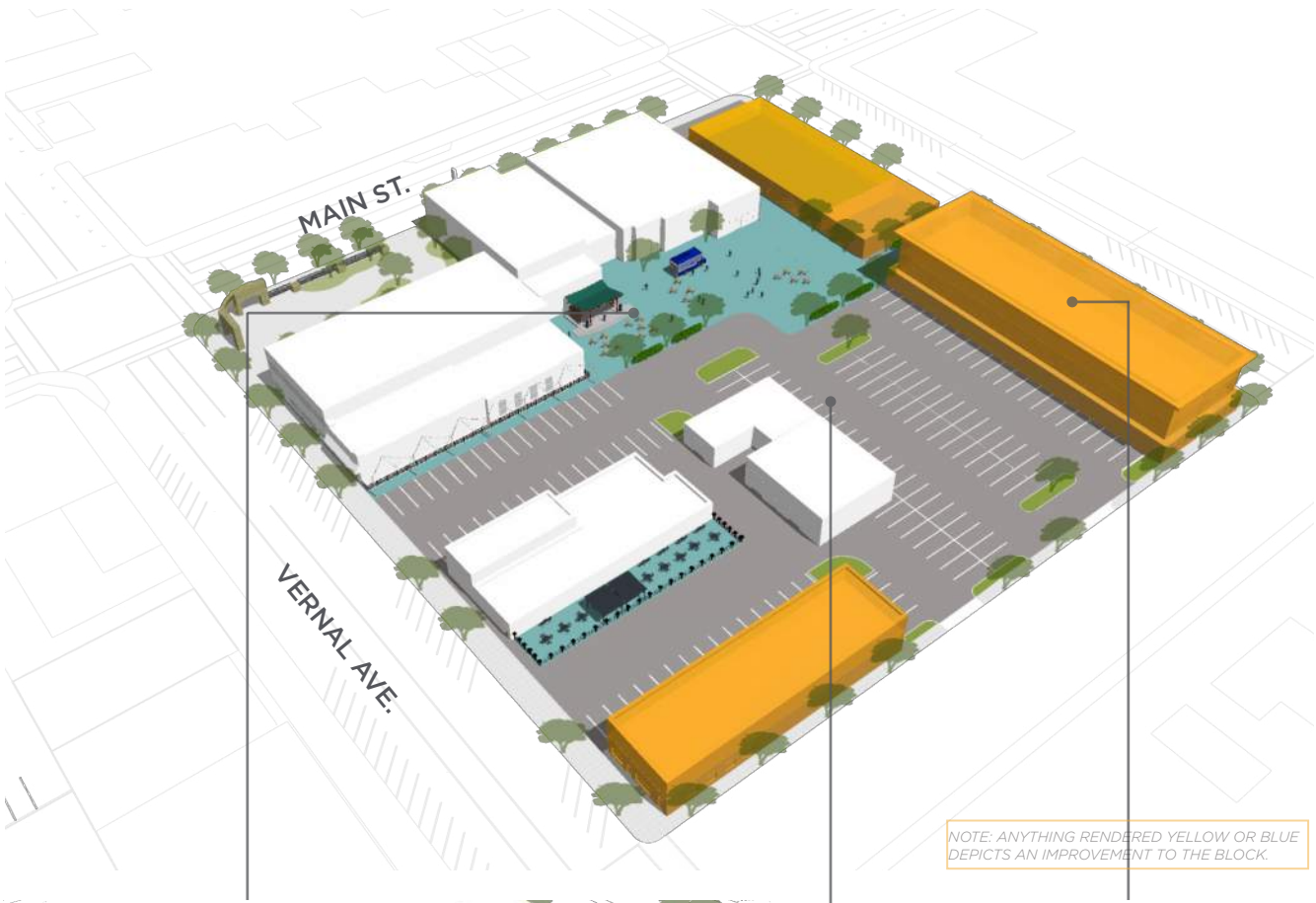
COBBLE ROCK



Cobble Rock block holds many exciting mid-block opportunities from outdoor performances by the Vernal Theater Company to patio dining. This block holds great potential to be a vibrant place to visit.

GOALS

ICONIC AND MEMORABLE	G 1	Build upon and expand the "Dinosaurland" brand theme for Downtown Vernal with Complementary themes of natural resource amenities and outdoor recreation.
ICONIC AND MEMORABLE	G 2	Leverage side streets to provide sidewalk dining and shopping and resolve parking challenges.
ICONIC AND MEMORABLE	G 3	Celebrate the historic nature of Vernal's Downtown by encouraging a welcoming, walkable district
PLACE FOR PEOPLE	G 2	Focus on creating destinations throughout downtown to encourage exploration, discovery, & experience
SUPPORT LOCAL BUSINESS	G 1	Support local business parking needs by creating intuitive signage and access and improving conditions at existing parking lots.
ACTIVE AND CONNECTED	G 1	Prioritize safety & comfort for people walking and biking.



PLAZA



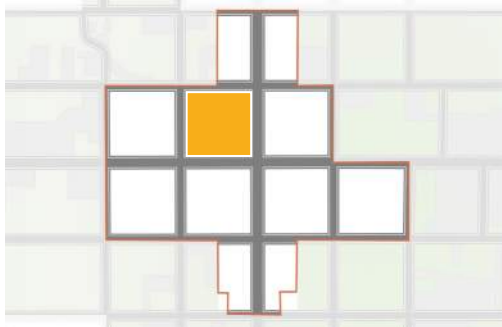
PARKING



INFILL DEVELOPMENT



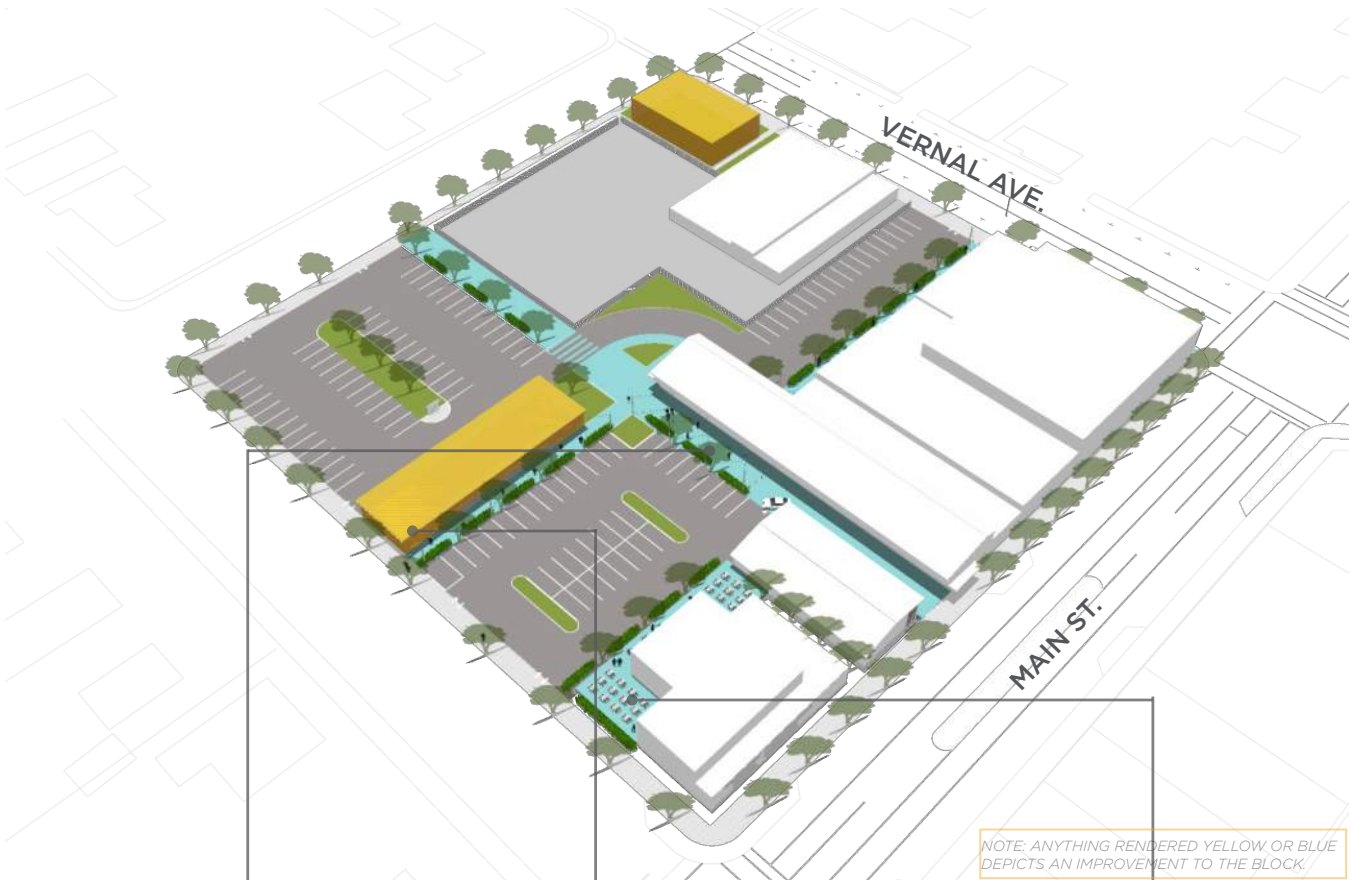
SAGE HOTEL



The Sage Block shows a pedestrian connection from Main St. to the mid-block that is shared with vehicular traffic. There is also a small connection made between the parking lots on the west and east side of the block. Additionally, this block proposes infill development.

GOALS

- | | | |
|------------------------|-----|--|
| ICONIC AND MEMORABLE | G 2 | Leverage side streets to provide sidewalk dining & shopping and resolve parking challenges |
| ICONIC AND MEMORABLE | G 3 | Celebrate the historic nature of Vernal's Downtown by encouraging a welcoming, walkable district |
| PLACE FOR PEOPLE | G 1 | Support infill development, redevelopment and streetscape improvements to create a consistent and lively Downtown experience. |
| SUPPORT LOCAL BUSINESS | G 1 | Support local business parking needs by creating intuitive signage and access and improving conditions at existing parking lots. |
| ACTIVE AND CONNECTED | G 1 | Prioritize safety & comfort for people walking and biking. |



WALKING BOULEVARD



INFILL DEVELOPMENT



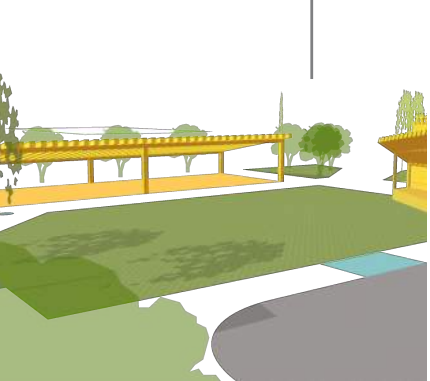
OUTDOOR SPACE / DINING

PUBLIC SPACE

This concept for four acres of public space shows a Visitor Center, restaurant, hotel, outdoor recreation opportunities, skate ribbon, a flexible paved area that could host food trucks, and an event space with a stage and great lawn. This could fit in a number of areas within the downtown and could occupy either one entire block or pieces of neighboring blocks.

GOALS

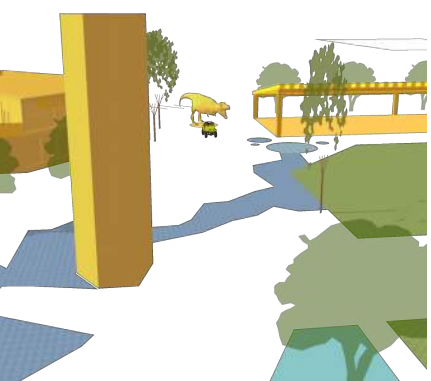
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SUPPORT LOCAL BUSINESS	G 3	Support new business ventures in vacant storefronts and empty parcels to create a thriving district.
ACTIVE AND CONNECTED	G 1	Prioritize safety & comfort for people walking and biking.
ACTIVE AND CONNECTED	G 2	Support outdoor recreation and activities in Downtown.



GREAT LAWN

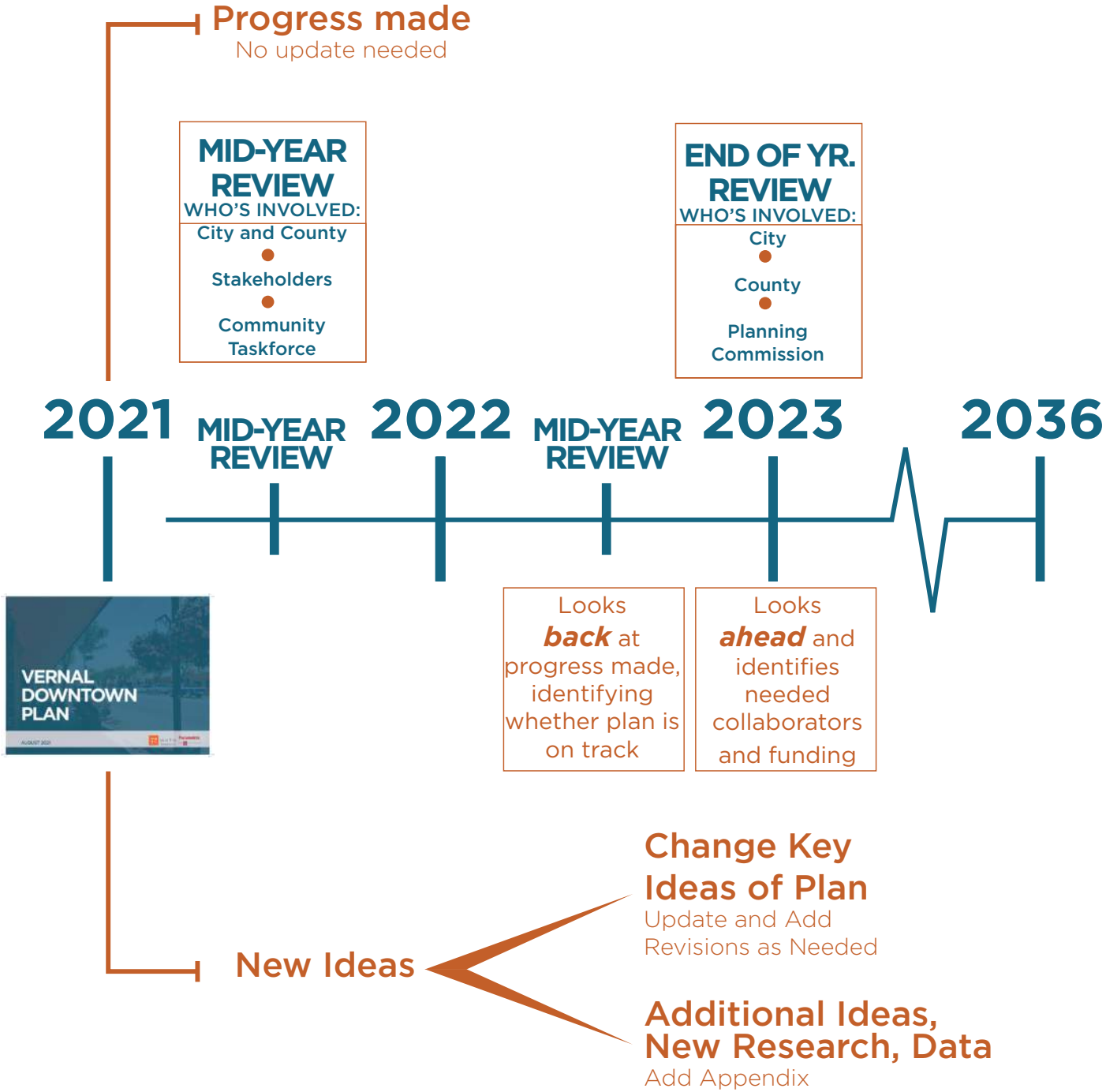


SKATE RINK AND PARKING



CLIMBING WALL AND DINOSAUR SCULPTURE





PROGRESS OF ZIONS BLOCK

VERNAL DOWNTOWN PLAN



FUTURE ZIONS BLOCK DEVELOPMENT



FUNDING

DOWNTOWN VERNAL FUNDING

DOWNTOWN VERNAL PLAN		March 2022
		Estimated
FUNDING SOURCES		
City general / reserves / street		\$2,800,000
UDOT grants		\$1,800,000
City ARPA		\$740,000
Rural Econ Dev grant - Part A		\$175,000
CDBG residential street		\$190,000
Rural Econ Dev grant - Part B		\$275,000
Revitalization funds		\$2,000,000
County ARPA		\$2,000,000
CRA Loan		\$2,400,000
Special Assessment Area (SAA) parking lots		
CIB loan		\$2,000,000
CIB grant		\$3,000,000
Federal earmark		\$1,200,000
Brownfield grant (targeted sites)		
LWCA grant		\$1,200,000
EDA tourism grant - Denver		\$1,100,000
Utah Outdoor Rec grant		\$500,000
Redeveloping grant		\$1,100,000
Rural Econ Dev grant - Part A2, Part A3		\$300,000
Rural Econ Dev grant - Part B2, B3		
CDBG residential street		\$200,000
Utah Outdoor Rec grant - Part B		
Redeveloping grant - Part B		
Utah Main Street funds - Tier 2 cities		
		\$22,980,000
* listed in order of probability & ability to designate funds		
** Sub-total of funds that are secured: \$15,580,000		

FUNDS ARE SECURED/
WITHIN LOCAL DECISION

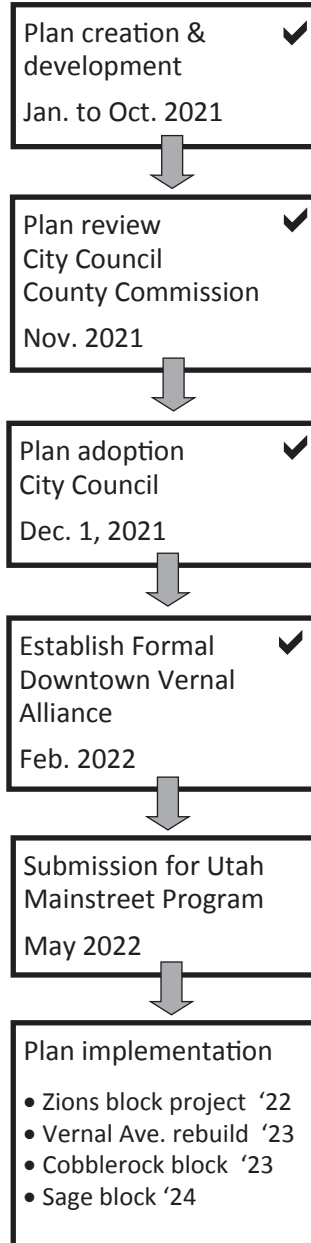


Timeline			
	Project	Year	Category
1	Small Business Incentives	2022	Built Environment
2	Façade Improvement Incentives	2022	
3	Building Demolition Incentives	2022	
4	Historic Sign Incentives	2022	
5	Recreational Opportunities	2022-'23	Community
6	Pickleball Courts	2022	
7	Rock Climbing Wall	2023	
8	Ice Skating Rink / Spray Pad	2023	
9	Mountain Bike Pumptrack	2023	
10	Public Space	2022-'24	Built Environment
11	Property Acquisition, Public Space Construction	2022, 2023-'24	
12	Vernal Information Center	2023	
13	Walking Boulevards and Public Parking	2022-'26	Streetscape
14	Zions Block	2022	
15	Cobblerock Block	2023	
16	Sage Block	2024	
17	7-11 Block	2025	
18	Chamber Block	2026	
19	Farm Exchange Block	2026	
20	Road Improvements	2023-'26	Transportation
21	Vernal Avenue	2023	
22	Main Street	2023	
23	100 East	2024	
24	100 West	2026	
25	Streetscape, art, and sculptures	2023-'25	
26	High Profile Tourist Attraction	2024	



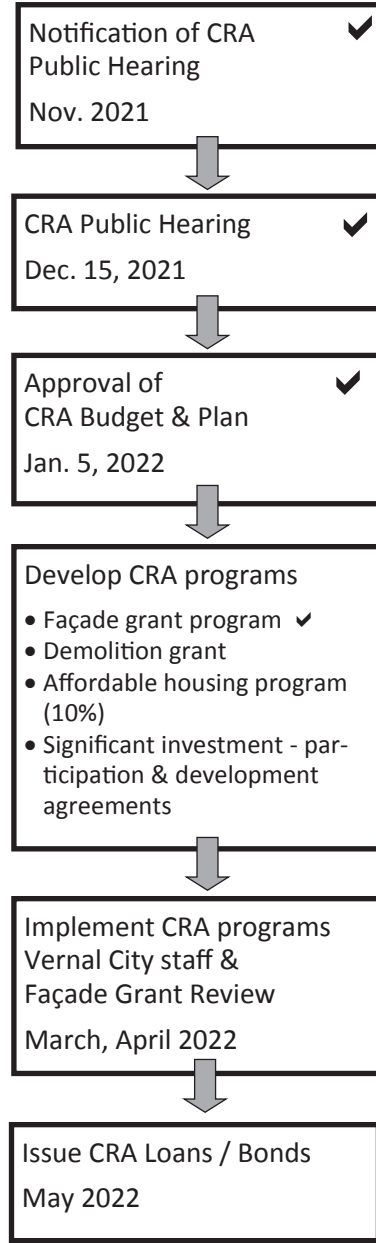
Vernal Downtown Plan Implementation

Downtown Plan



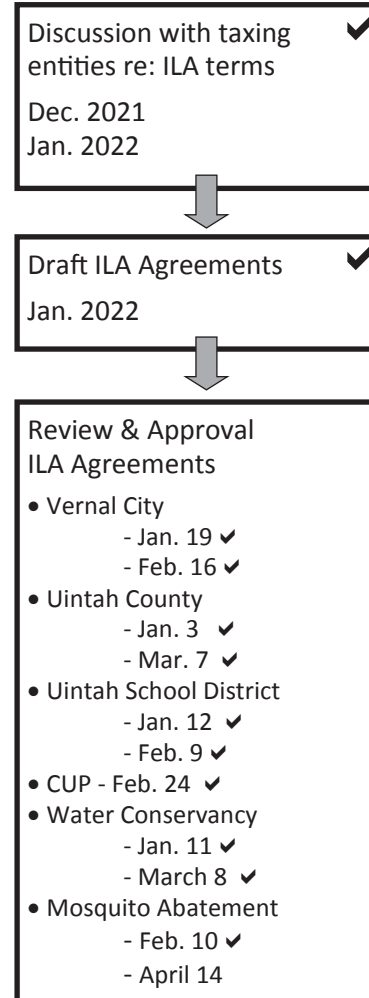
Downtown CRA

(Community Reinvestment Area)



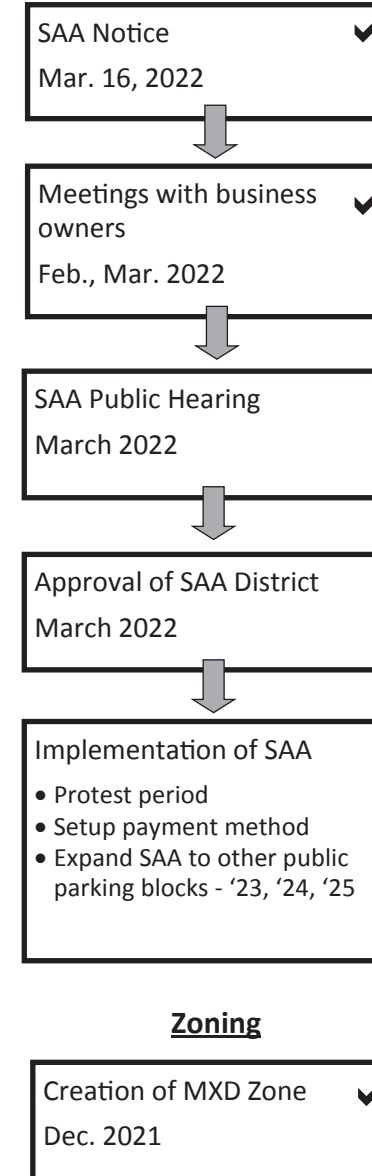
ILA with Agencies

(Inter-local Agreement)



SAA Parking District

(Special Assessment Area)



Grants / Funding

- Grant applications
- UDOT small urban grant - Jan. 2021 ✓ \$1.5M
 - CDBG residential street - Jan. 2021 ✓ \$190k
 - Community Project Funding ✓ - May 2021 \$1.2M
 - Part A County Economic grant - Oct. 2021 ✓ \$150k
 - Part B County Economic grant - Dec. 15, 2021 ✓ \$275k
 - CIB grant / loan - Feb. 1, 2022 ✓
 - EDA ARPA Tourism grant ✓ - Jan. 31, 2022
 - City ARPA designation ✓ - Feb. 2, 2022 \$746,000
 - Outdoor Recreation ✓ - Mar. 2022
 - County ARPA funds
 - County Revitalization funds
 - Redeveloping grant - Apr. 2022
 - RMP recharging station
 - LWCA grant - May 2022
 - CRA Loan - May 2022
 - Safe Streets - May 2022
 - Part B County Economic grant - Oct. 2022
 - CDBG grant - Jan. 2023

All actions require simple majority.

Updated: Mar. 18, 2022



LESSONS LEARNED

LESSONS LEARNED



THANK YOU