



**Alpine City Main Street & Gateway
Corridors Small Area Plan**

OPEN HOUSE

March 12, 2025 by

DESIGNWORKSHOP

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Project Overview



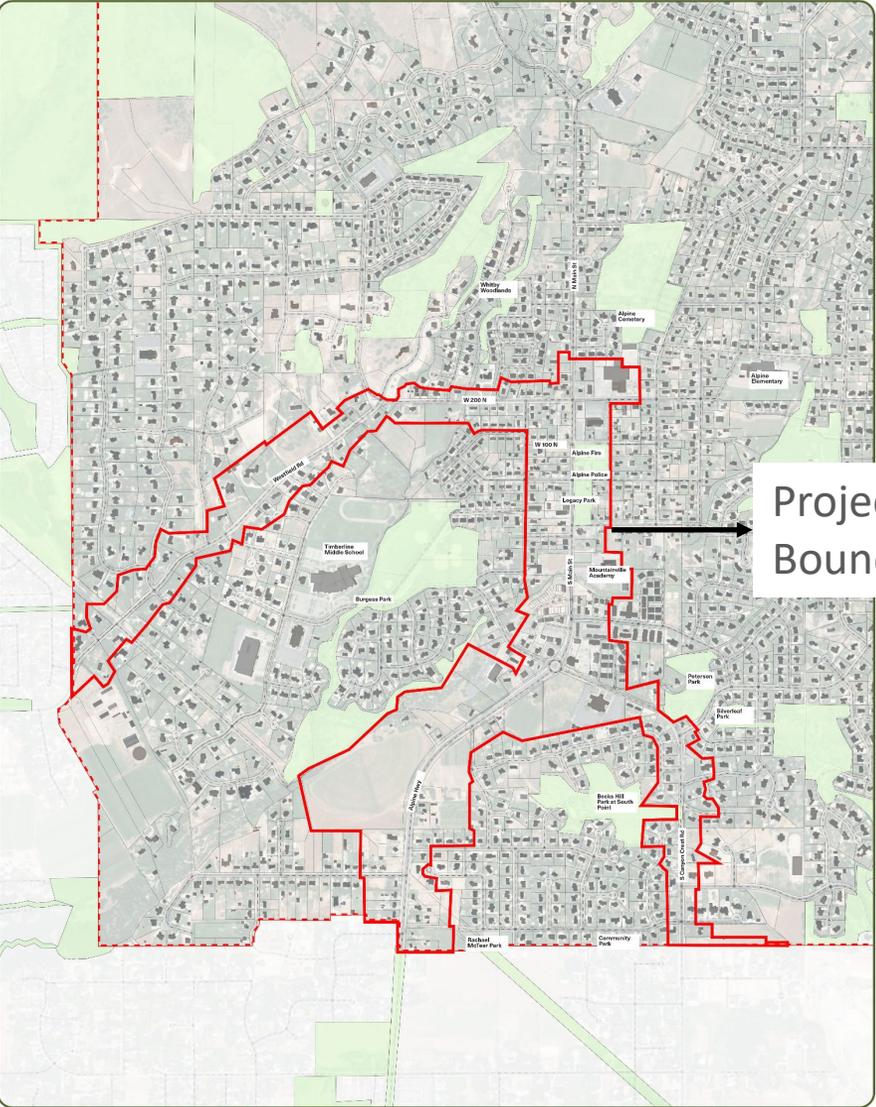
Project Statement

The Alpine City Main Street and Gateway Corridors Project seeks to create a community-driven plan for Alpine City's downtown and **Gateway Corridors**, enhancing the existing **Historic Downtown Gateway Design Guidelines** and providing a framework for future growth and development.

A crucial element is creating a **safe, multi-modal transportation network** emphasizing pedestrian and cyclist-friendly infrastructure.



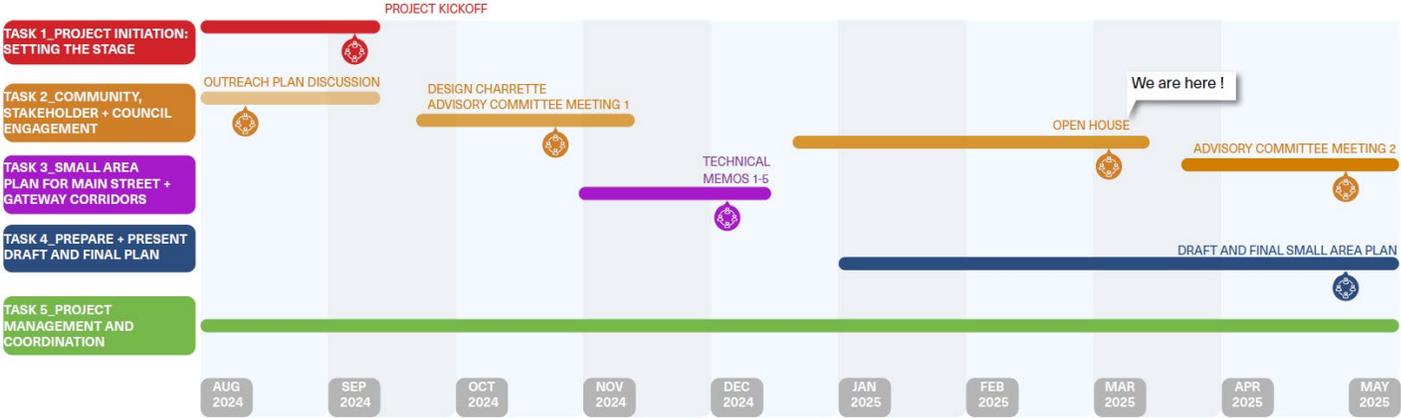
Project Area



Project Area Boundary



Project Timeline



Plan Elements



Enhancement of Historic Character

A key goal is to update and expand the existing Historic Downtown Gateway Design Guidelines, focusing on preserving and enhancing the area's historic character while allowing for appropriate development



Economic Development

The plan includes a Main Street economic opportunity assessment, indicating a goal to stimulate economic growth and vitality in the downtown area



Housing Strategy

Developing a housing strategy is part of the plan, addressing affordable housing needs and promoting diverse housing options in the area

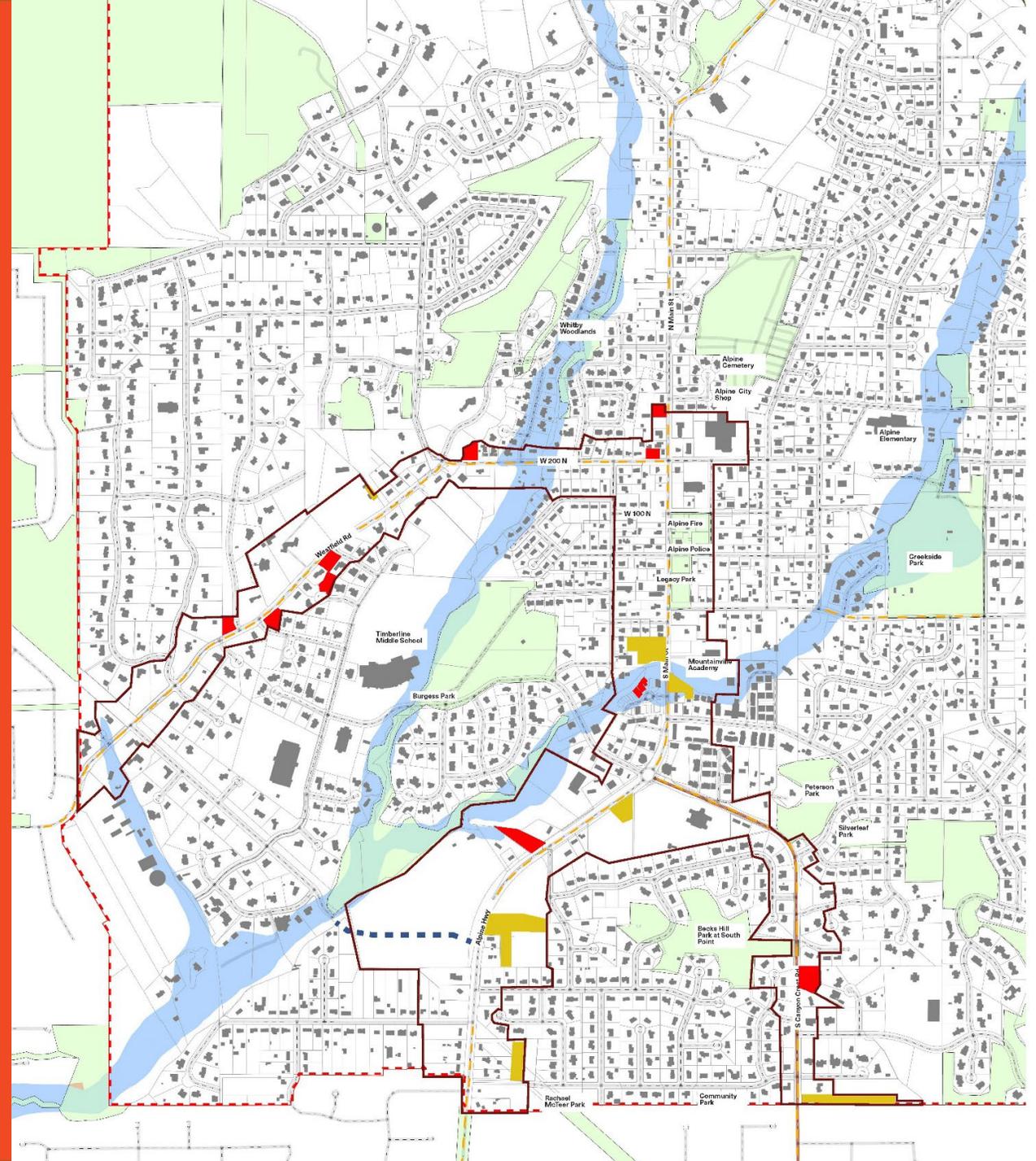


Transportation Improvements

A crucial element of the vision is to develop a safe, multi-modal transportation network with an emphasis on pedestrian and cyclist-friendly infrastructure, aligning with the goal of creating a more walkable and accessible downtown area

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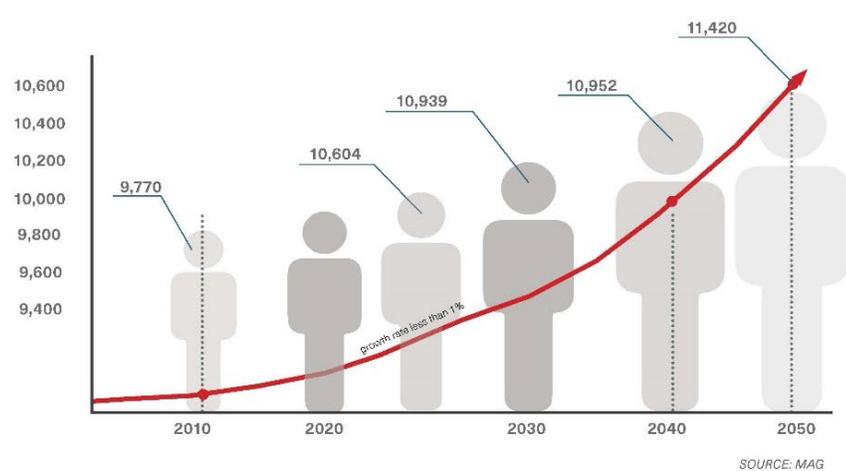
Initial Findings



Demographics & Growth Rate

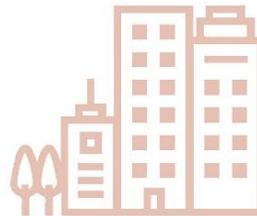
Alpine City's population grew with a rate 0.48% from 2010 to 2020. The current population is estimated at 10,604 with an expected growth rate of 0.62% by 2029, 0.01% by 2040, and 0.42% by 2050.

Population Growth

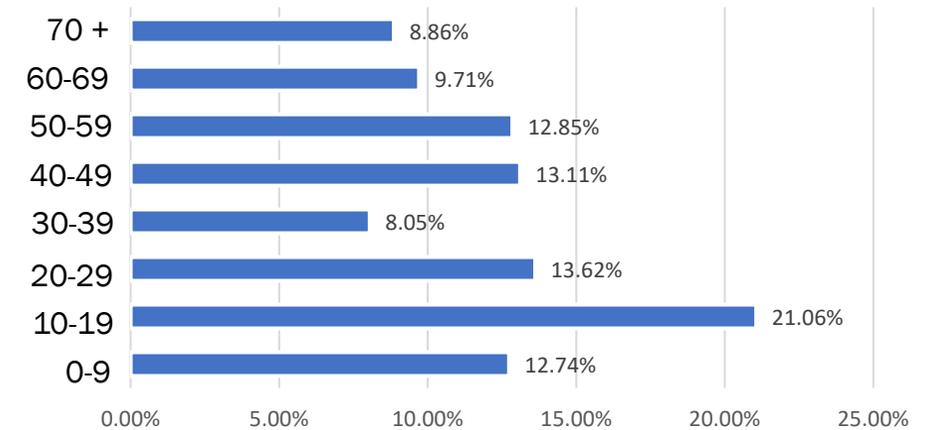


MEDIAN HOUSEHOLD INCOME

\$168,392



Age Groups



Race & Ethnicity

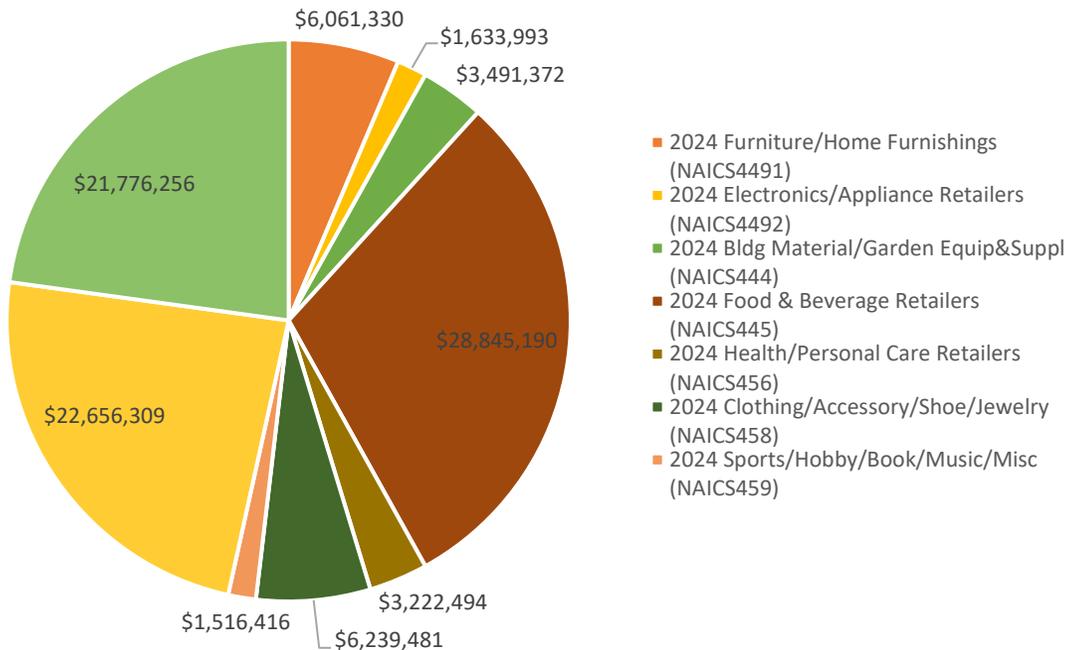
Alpine City's population is predominantly White, accounting for 90.71% of residents. Hispanic residents make up 4.55%, while those identifying as two or more races represent 5.73%.

Market & Leakage Analysis

Retail leakage occurs when residents of a community spend money outside their local area due to insufficient local retail options.

In Alpine the limited availability of business and commercial spaces has resulted in notable retail leakage.

This not only means lost sales for potential local businesses but also impacts the local economy, as sales tax revenue that could circulate within the community flows outward instead.



Annual Retail Sales **\$9M**

Annual Retail Leakage **\$95M**

Sectors with highest retail leakage: **General Merchandise (22M), Food & Beverage (28M), Food Services & Drinking Places (21M), Health/Personal Care (3M)**

Retail SF Capturable Demand (60%)

137,000 SF

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What we Heard

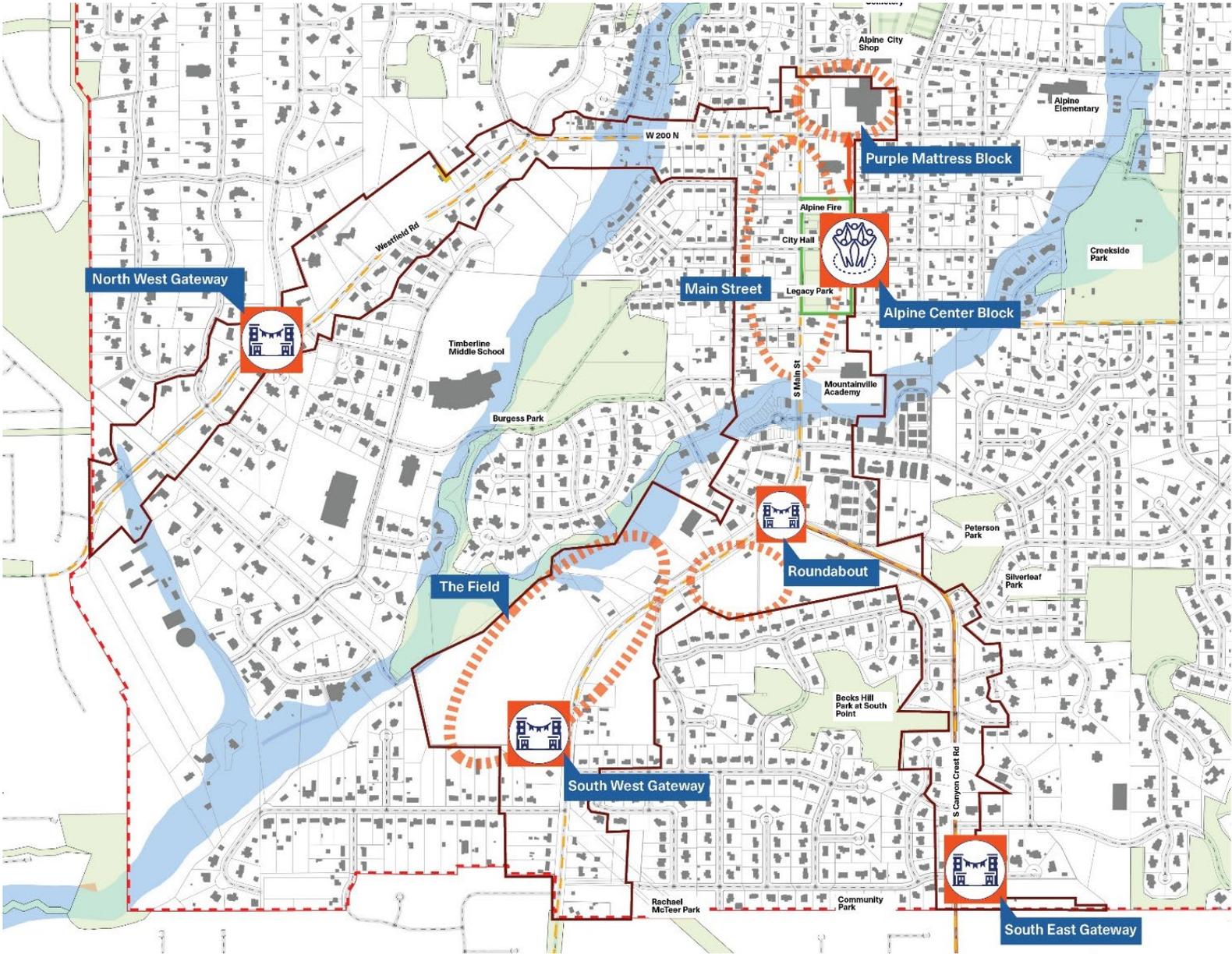
Site Tour

Design Charrette

Open House



Opportunities

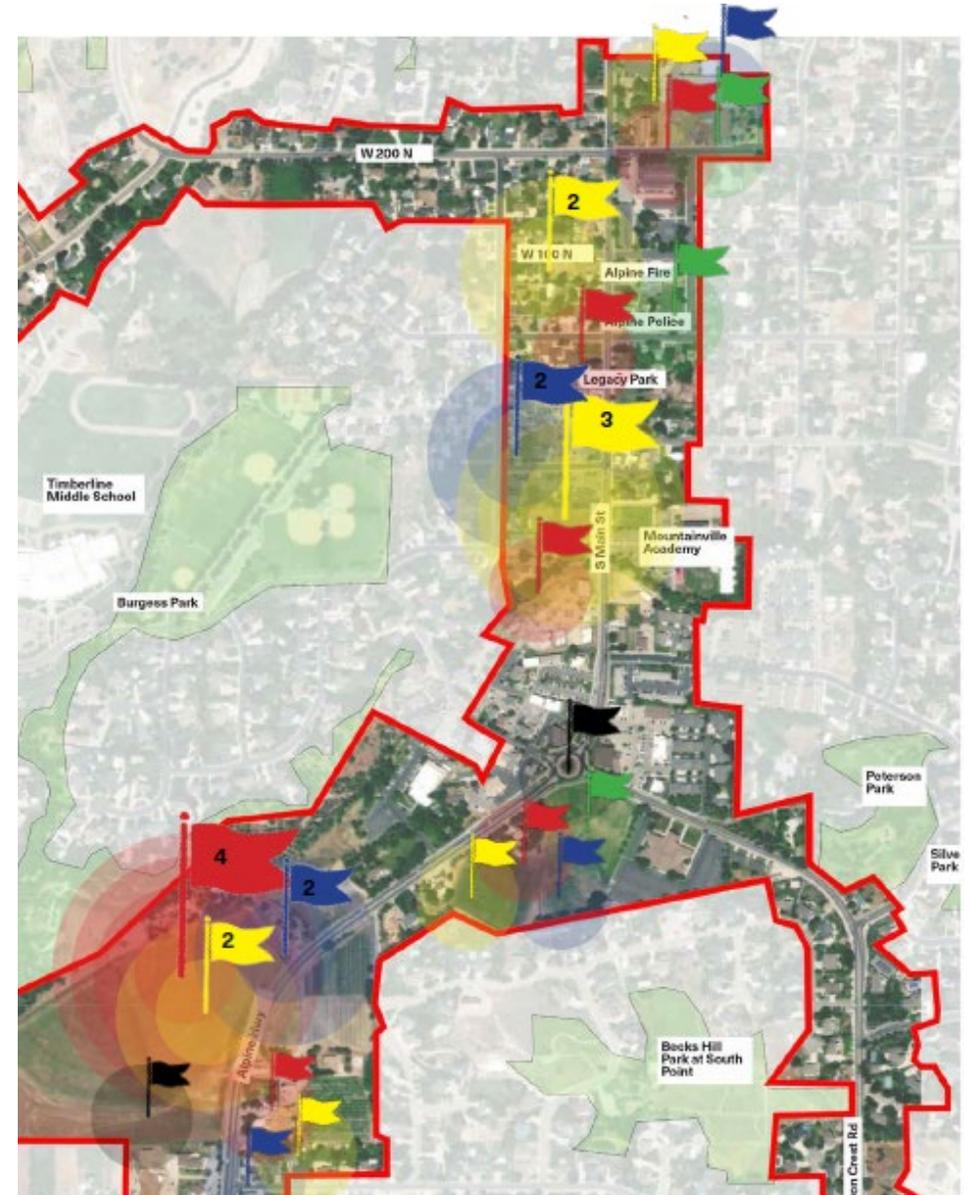
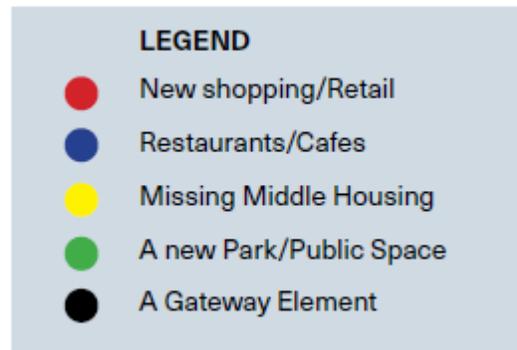


Key Takeaways from Initial Engagement

Land Uses

During our first engagement, stakeholders and the community participated in a “pin game” exercise to identify preferred land uses along the Gateway Corridors.

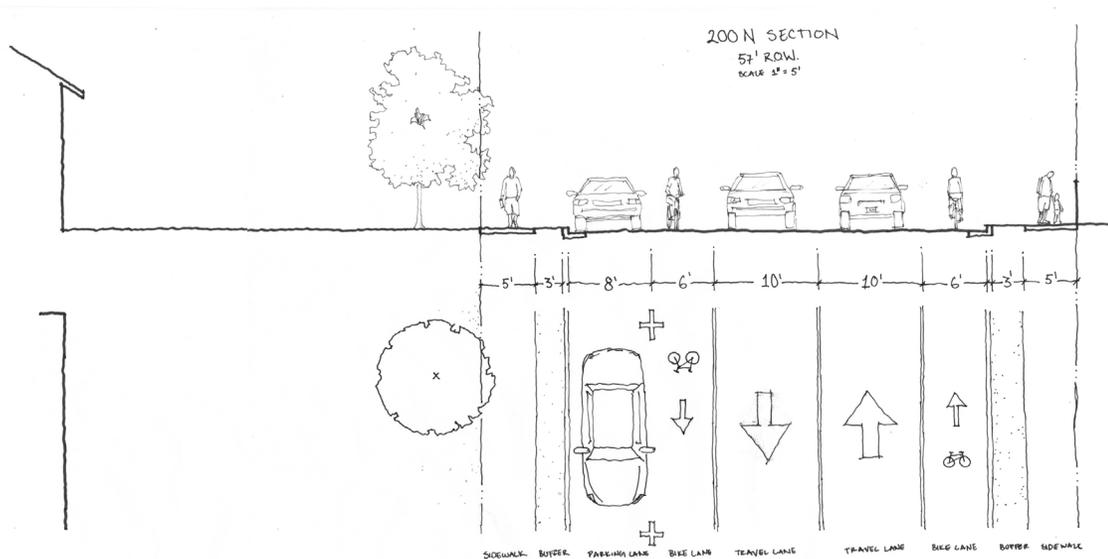
The feedback emphasized development opportunities in the south-west Gateway, as well as potential infill housing and small-scale retail along Main Street.



Key Takeaways from Initial Engagement

Transportation & Mobility

- Multimodal Connections
- Centers of Activity/ Interest
- Incorporate bike lanes
- Shared-use path from center of Alpine to Murdock Canal Trail
- Potential intersection improvements



Key Takeaways from Initial Engagement

Placemaking & Public Spaces

The community was asked to weigh in on desired public space improvements and placemaking opportunities.

Shade, a library, and nature play were identified as key opportunities to consider in the Gateway Corridors Small Area plan.



Library



Ice Rink



Bike Path



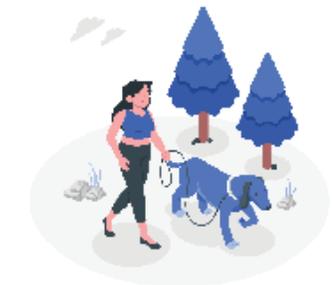
Disc Golf



Community Center



Tree Shade



Dog Park



Playground

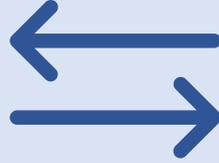


Nature Play

Design Guidelines



Clarification of the guidelines language by including dimensional standards to aid user-friendliness



Inclusion of graphics to effectively communicate intent & desired character



Preserve the historic character through modification of requirements, including setbacks and parking lots



Standards added to **incentivize public benefits** for bonus development



Adjustments to **emphasize walkability, pedestrian interest, and human-scale development**



Increase compatibility with surrounding typologies by acknowledging the different areas within the business commercial zone

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Today's Open House – 4 Stations

1. Vision & Goals
2. Character Areas
3. Mobility & Connectivity
4. UT Missing Middle Housing Update



Thank You

