

Alpine City Main Street & Gateway Corridors Small Area Plan

Workshop #1 – Final Summary

Workshop #1 – Design Charrette, November 14 & 15, 2024 by

DESIGNWORKSHOP

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Project Overview



Project Statement

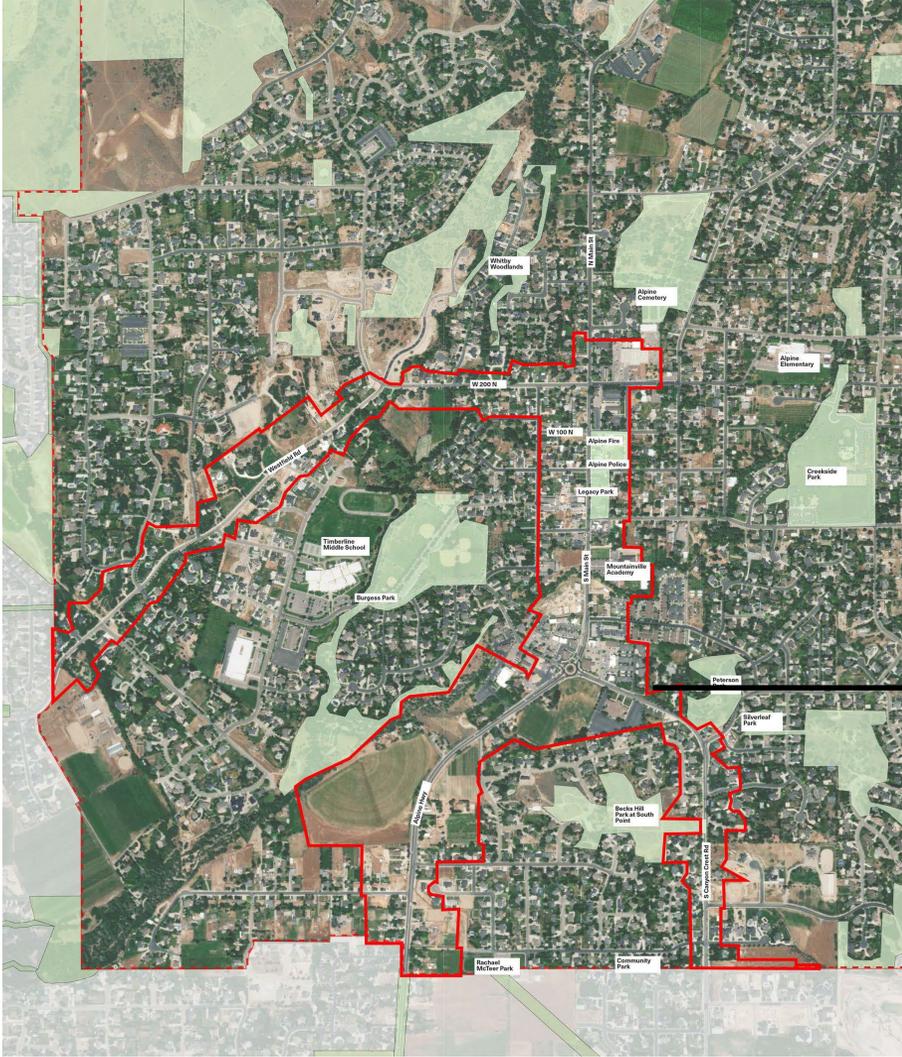
The Alpine City Main Street and Gateway Corridors Project seeks to create a community-driven plan for Alpine City's downtown and gateway corridors, enhancing the existing Historic Downtown Gateway Design Guidelines and providing a framework for future growth and development.

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



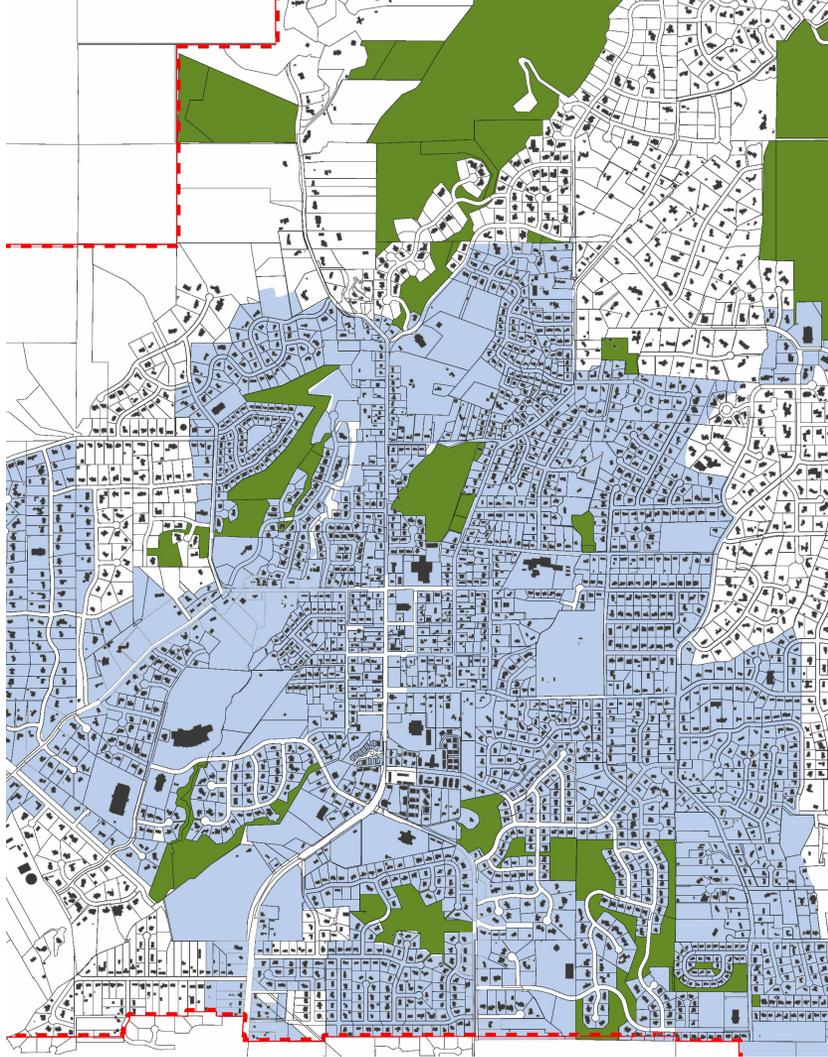
Ongoing Projects

Main Street + Gateways Small Area Plan



Project Area Boundary

Missing Middle Housing Toolkit



Plan Elements



Enhancement of Historic Character



Economic Development



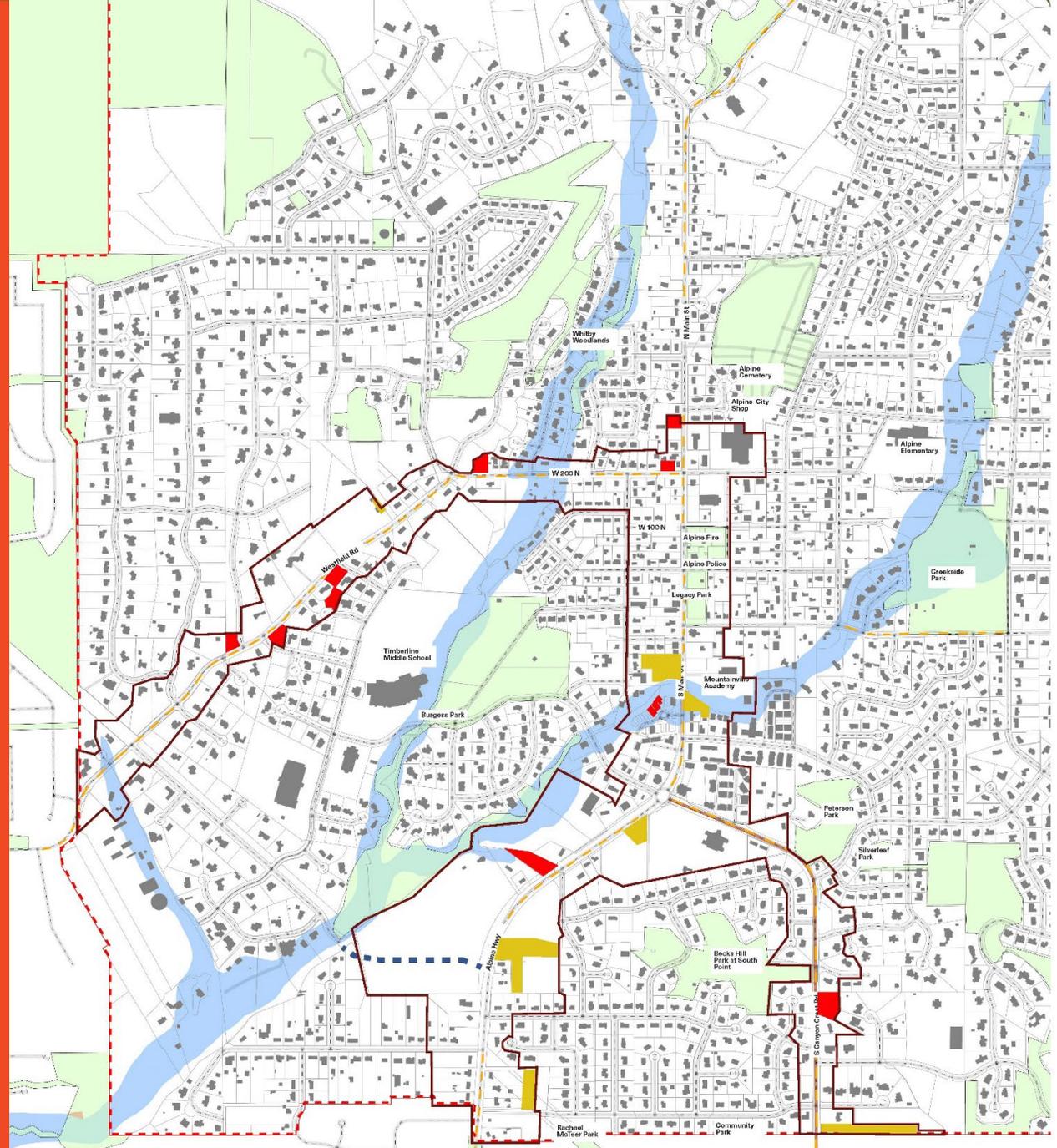
Housing Strategy



Transportation Improvements

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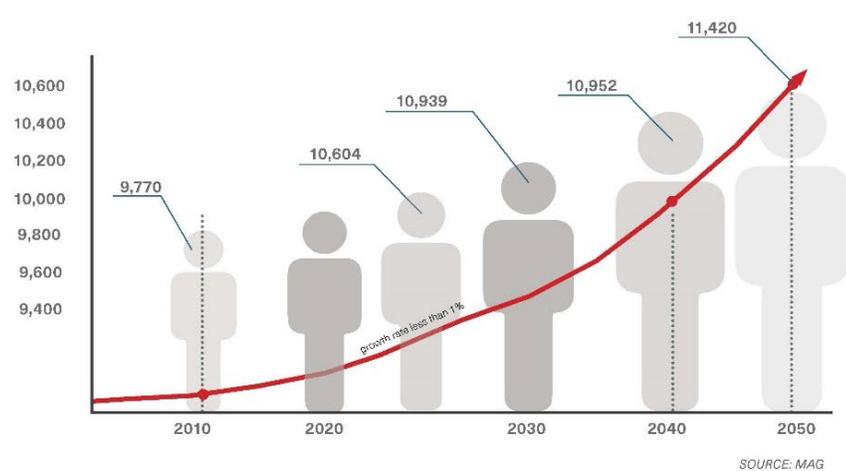
Initial Findings



Demographics & Growth Rate

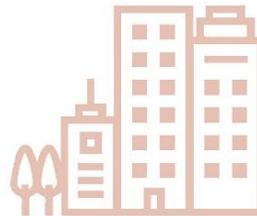
Alpine City's population grew with a rate 0.48% from 2010 to 2020. The current population is estimated at 10,604 with an expected growth rate of 0.62% by 2029, 0.01% by 2040, and 0.42% by 2050.

Population Growth

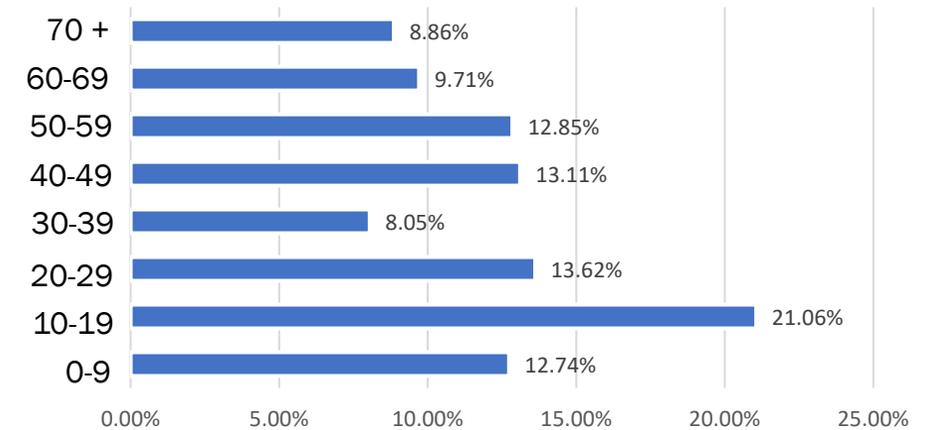


MEDIAN HOUSEHOLD INCOME

\$168,392



Age Groups



Race & Ethnicity

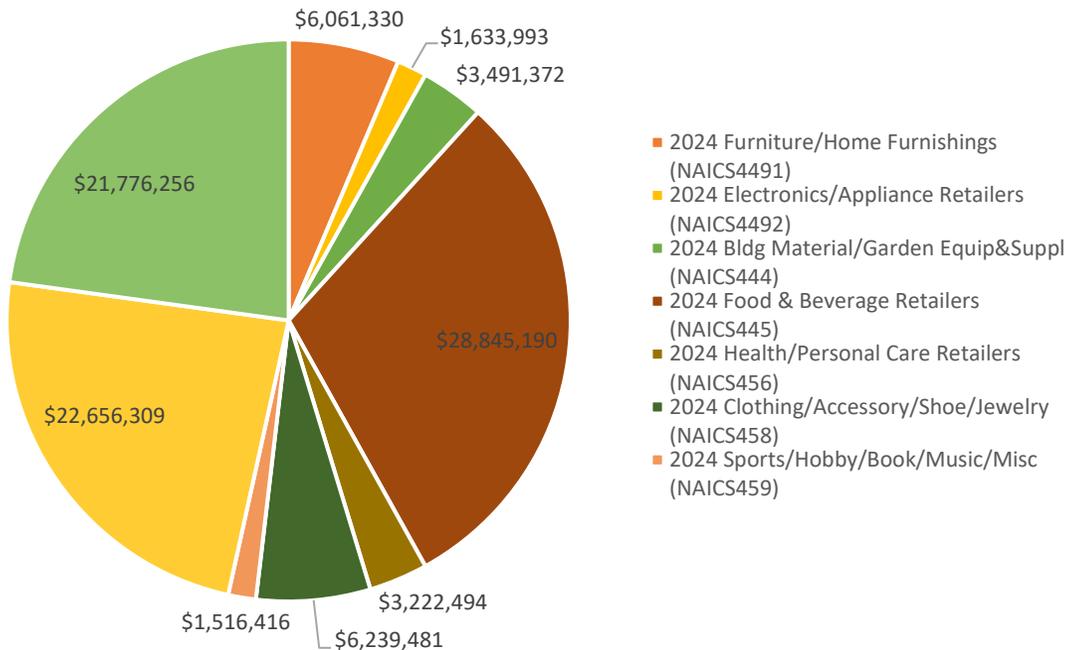
Alpine City's population is predominantly White, accounting for 90.71% of residents. Hispanic residents make up 4.55%, while those identifying as two or more races represent 5.73%.

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

Historic District Design Guidelines

Current Design Criteria

- Mimic adjacent historic buildings & character
- New development needs to go through Planning Commission approval process

Standards

1. Relation to the Surrounding Area (Massing, Scale, Orientation)
2. Height
3. Exterior Walls and Surfaces
4. Windows and Doors
5. Exterior Trim and Decorative Detailing
6. Roofing
7. Materials (Texture, Color, Finishes)
8. Streetscaping



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What we Heard

Site Tour

Design Charrette

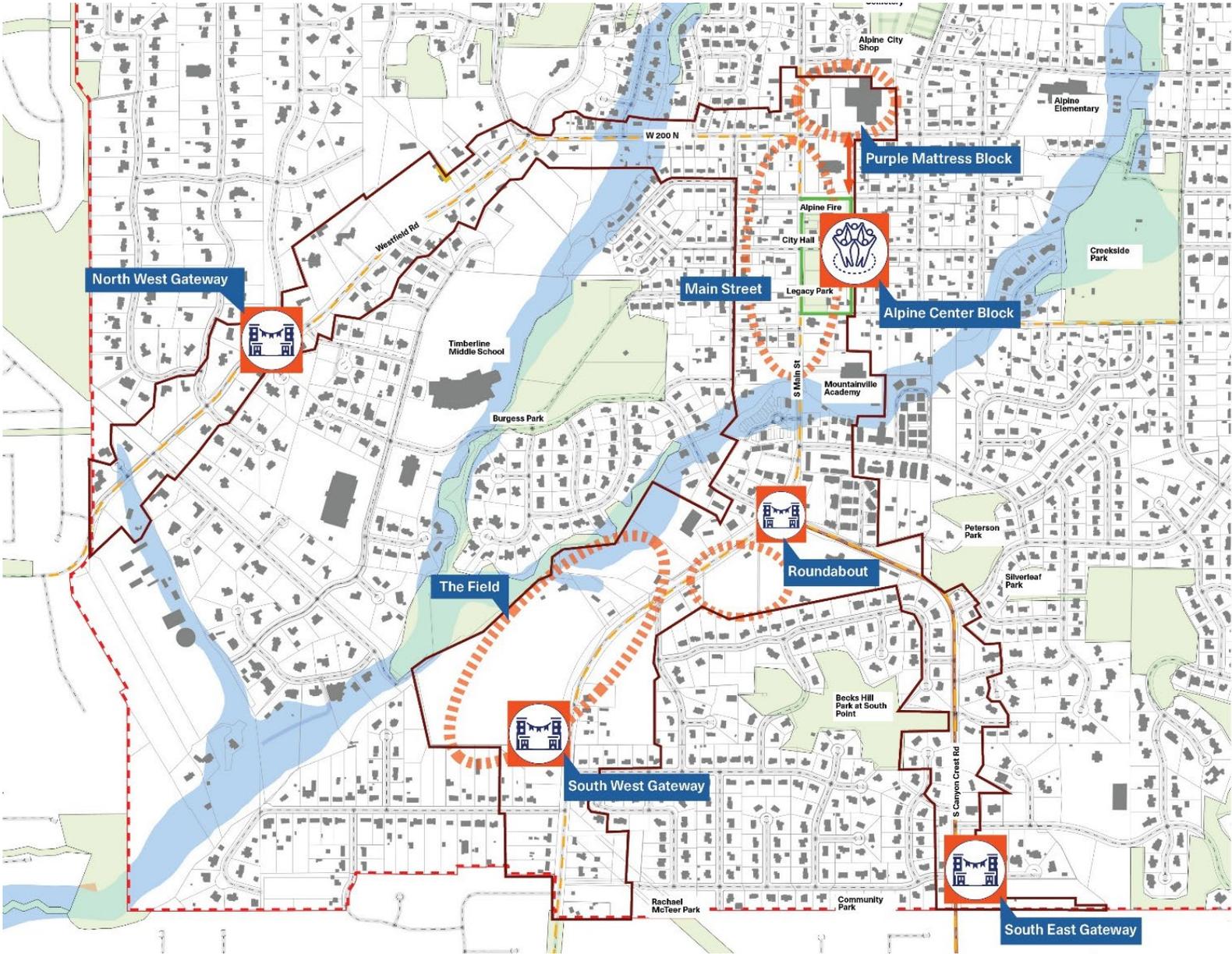
Open House



Community Values

- *History: Celebrate & Protect*
- *Active/ Outdoor Oriented Lifestyle*
- *Connected & Walkable*
- *Unique Image & Identity*
- *Agricultural Identity/ Local*
- *Small Town Feel*
- *Grow Differently*
- *Community for all Ages*
- *Family “Save the Parade”*

Opportunities



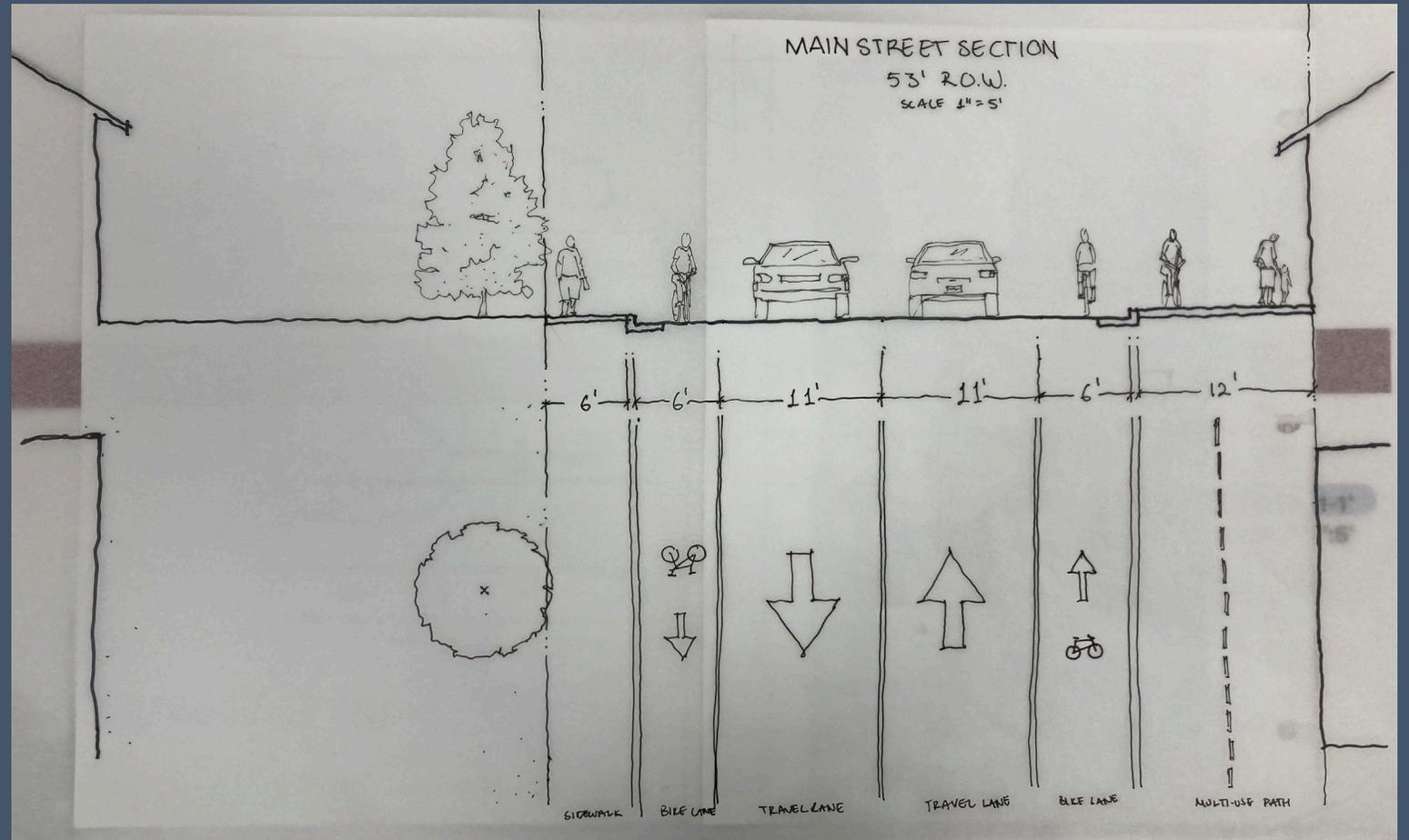
Big-Picture Connectivity + Context Framework

- Multi-modal connections
- Different contexts along Main Street
- Multiple centers of activity/centers of focus



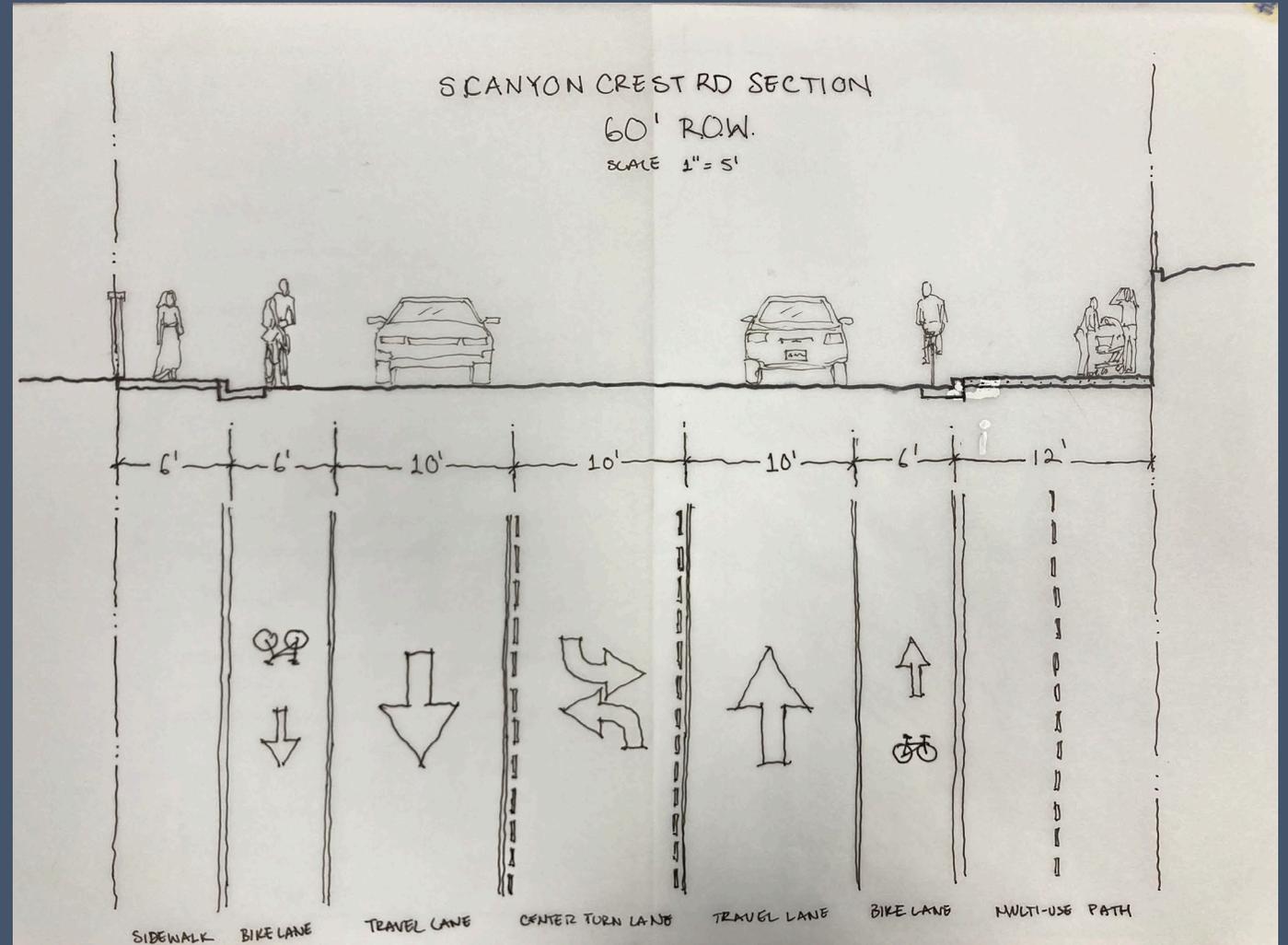
Main Street South of 100 St.

- Provides continuity of shared-use path.
- Converts parking shoulders to bike lanes.
- Requires moving east side curb.



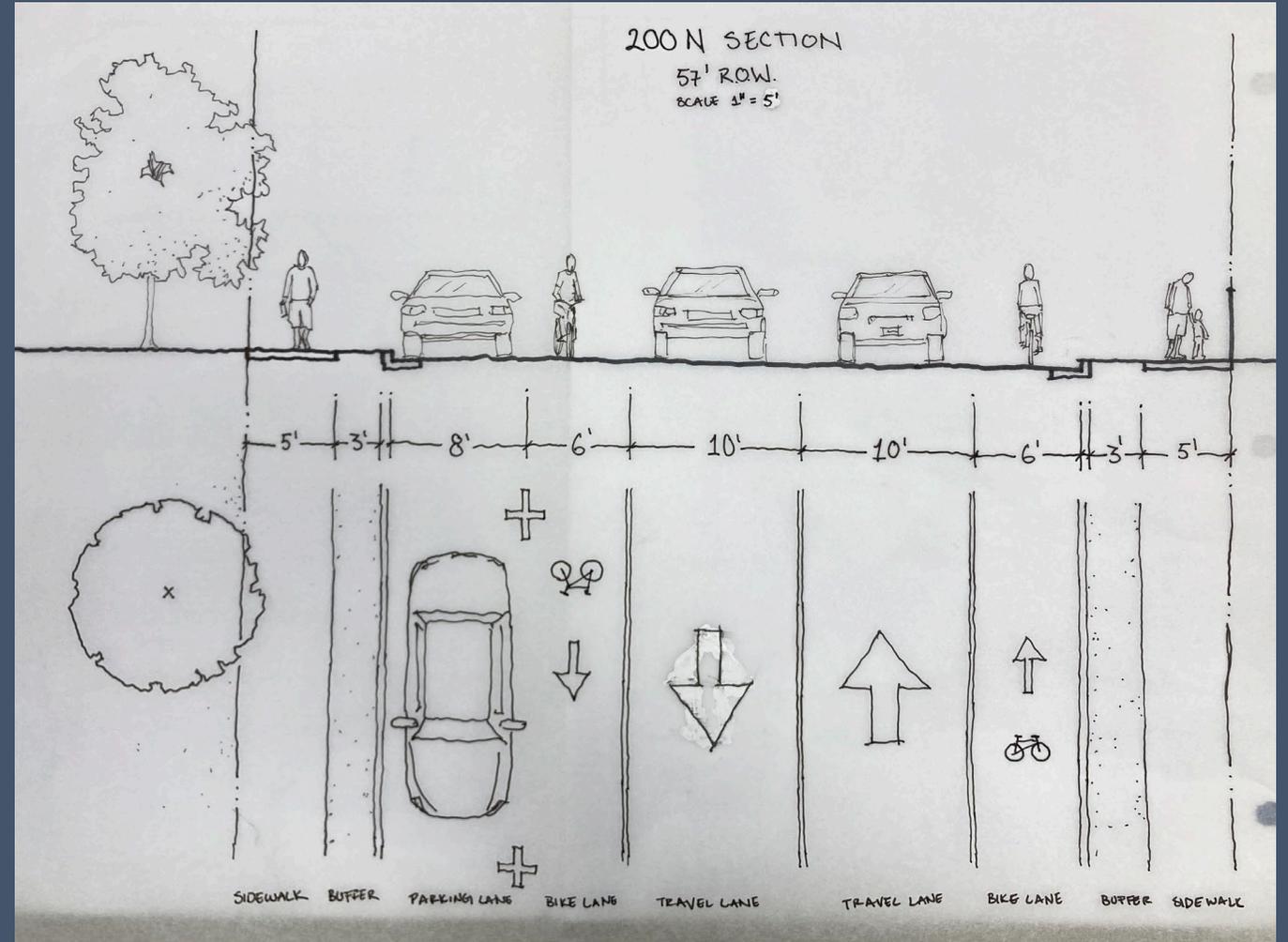
Canyon Crest Road

- Constructs shared-use path from center of Alpine to Murdock Canal Trail
- Funding scheduled for 2026 through MAG
- Requires moving east side curb



200 N St.

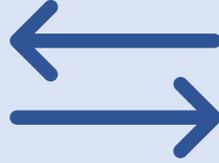
- Short-term pavement restriping
- Funded through MAG



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**

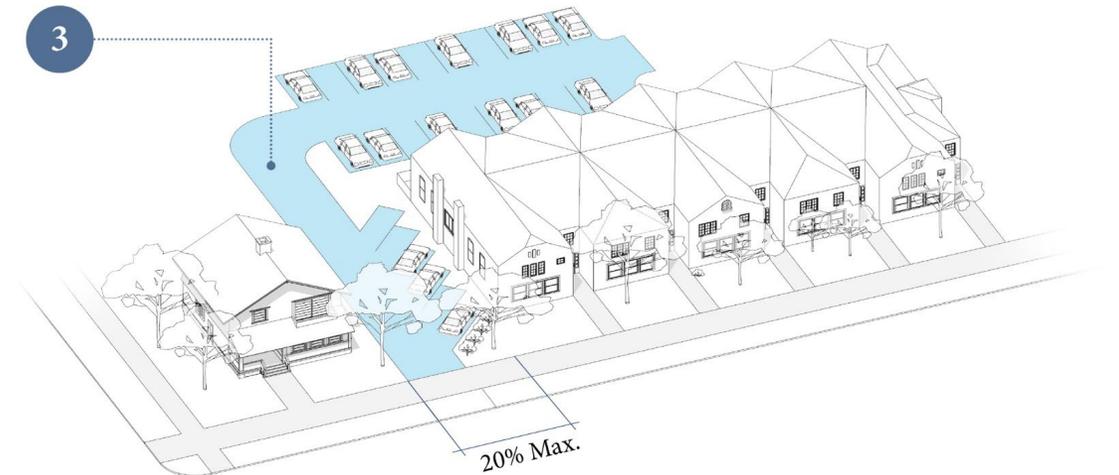
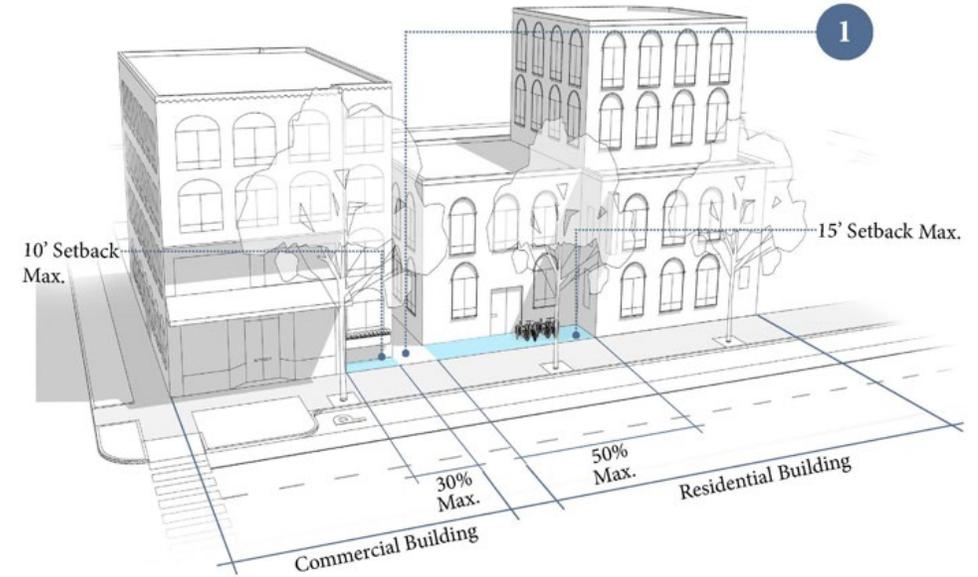


Increase compatibility with surrounding typologies by acknowledging the different areas within the business commercial zone

Historic District Design Guidelines

Considerations

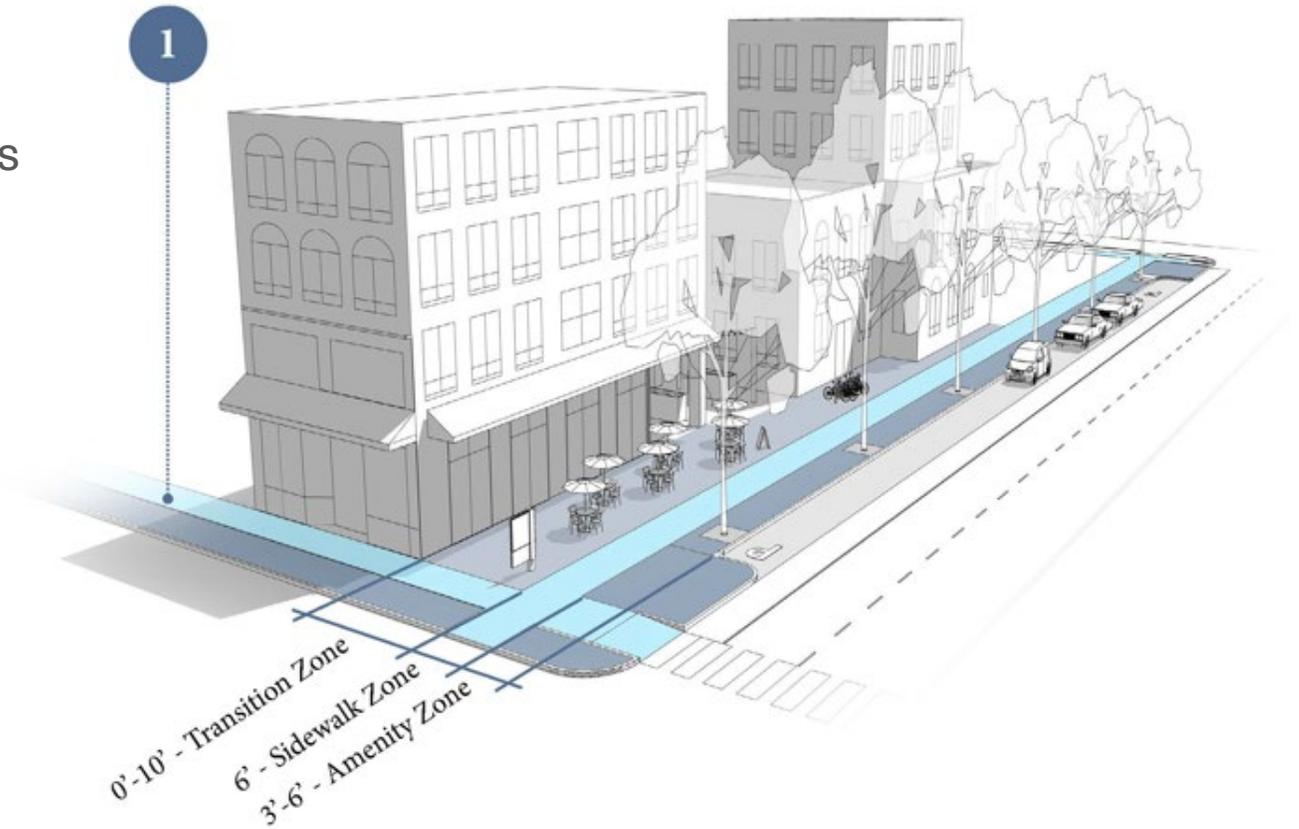
- Revise massing aspects like front yard setbacks
- Define size and location of surface-level parking lots along Main Street and historic district
- Incorporate large lot standards



Historic District Design Guidelines

Considerations

- Incorporate regulations to activate first floors (ice cream shop, post office, bank, etc.)
- Consider incentives for % of active ground floor uses
- Incorporate public realm design standards: minimum sidewalk widths, buffers, seating, etc.
- Incorporate lighting and signage standards
- A more streamlined process that does not always require a planning commission review



Housing to Serve the Community

Ageing in place

- Downsizing within the community
- Downsizing on my lot, my child's family moves into the main house

Opportunities for multi-generational living

- Maintain privacy and independence
- Build equity
- Backyard cottage/ADU

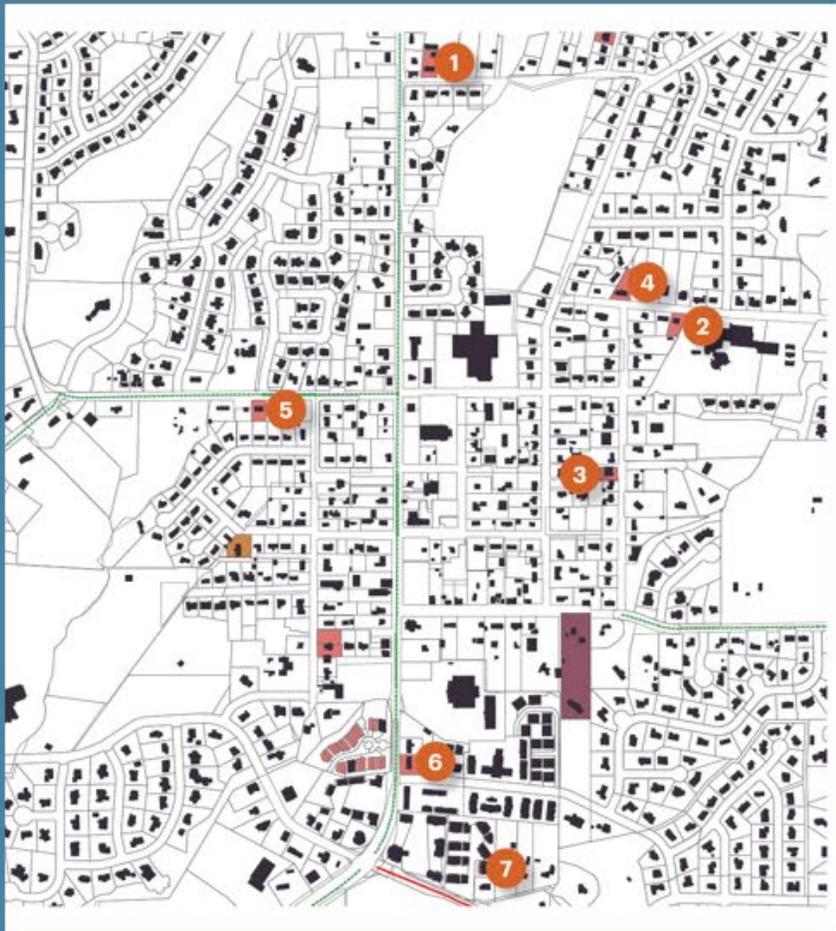
Housing for young marrieds / families

- Pricing that they can afford
- Close to amenities that young families use, ex: schools, parks

Support viability of local-serving business along Main Street

- Walkable to Main Street
- Community supports local businesses

Existing Housing Variety in Alpine Today



Duplex Side-by-Side



Duplex Side-by-Side



Duplex Side-by-Side



Fourplex



Duplex Side-by-Side



Duplex Side-by-Side

Design to Reinforce Historic Sense of Place

What stands out:

- Brick and stucco are primary exterior materials
- Gabled roofs, with gable open to front of the building
- Windows are taller than they are wide, sometimes with arched lintels above on important facades.



Thank You

