FEBRUARY 14, 2019
PLANNING COMMISSION WORKSHOP 5:00 P.M.
PLANNING COMMISSION MEETING 6:00 P.M.

City Council Chambers
217 East Center Street
Moab, Utah 84532

1. 5:00 P.M. Planning Commission Workshop

1.1. Moab Downtown Plan
Review and Discussion

Documents:

MOAB_DOWNTOWN_PLAN_REVISED - 121418.PDF
MOAB_DOWNTOWN_APPENDIX.PDF

2. 6:00 P.M. Call To Order

3. Citizens To Be Heard

4. Approval Of Minutes

4.1. December 12, 2018

Documents:

121318 PC.PDF

4.1.1. January 10, 2019

Documents:

011019 PC.PDF

4.1.1.1. January 22, 2019

Documents:

012219 PC.PDF

5. Action Item

5.1. Planning Resolution 02-2019: A Resolution Approving A Special Exception To The Off-Street Parking Regulations For The MAPS Senior Living Facility To Be Located At 354 Williams Way In The R-4, Manufactured Housing Residential Zone
6. Action Item

6.1. Planning Resolution 03-2019: A Resolution Recommending To City Council Conditional Approval Of The Minor Court Subdivision, A Minor Subdivision Of Lot 1 Of The Cottonwood Subdivision Located In The R-2, Single-Household And Two-Household Residential Zone

Documents:

PL-19-08 PC MINOR COURT MINOR.PDF
03-2019 MINOR COURT TWINHOME SUBDIVISION.PDF
MINOR COURT MINOR SUBDIVISION.PDF

7. Action Item

7.1. Planning Resolution 04-2019: A Resolution Recommending Conditional Approval Of A Hillside Development Permit For Commercial Development On Property Located 1520 North Main Street In The RC, Resort Commercial Zone

Documents:

PL-19-09 PC MY PLACE HILLSIDE DEVELOPMENT.PDF
04-2019 LEGACY DESIGN GROUP HILLSIDE DEVELOPMENT PERMIT.PDF
CHAPTER 17.55 CODE.PDF
2018 1217 SPRINGS RANCH SLOPE STUDY.PDF

8. Action Item

8.1. Planning Resolution 05-2019: A Resolution Conditionally Approving The Commercial Site Plan For The Slickrock Hotel On Property Located At 1431 North Main Street In The RC, Resort Commercial Zone

Documents:

PL-19-11 PC SLICKROCK HOTEL.PDF
05-2019 SLICKROCK HOTEL SITE PLAN.PDF
PROJECT NARRATIVE.PDF
SLICKROCK HOTEL SITE PLAN.PDF
SLICKROCK HOTEL BUILDING ELEVATIONS.PDF
SLICKROCK HOTEL PLANTING PLAN.PDF
SLICKROCK HOTEL PLANTING PLAN 2.PDF

9. Future Agenda Items

10. Adjournment
Moab Downtown Plan
A community vision for downtown Moab
ACKNOWLEDGMENTS

City of Moab
• Emily S. Niehaus, Mayor
• David Everitt, City Manager

City Council
• Rani Derasary
• Mike Duncan
• Karen Guzman-Newton
• Kalen Jones
• Tawny Knuteson-Boyd

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Steering Committee
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• Colin Fryer
• Shik Han
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• Rachel Moody
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• Cathy O’Connor
• Ben Riley
• Christina Sloan
• JJ Wang
• Becky Wells
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**INTRODUCTION**

This document was prepared for the City of Moab and the Moab Downtown Plan Steering Committee and for formal adoption by Moab City Council. Technical assistance for this community-guidance document was provided by the consultant team (referred to in this plan as “the team”) of Downtown Redevelopment Services and Avenue Consultants. The overall results of this plan are wholly driven by community residents, city staff, steering committee members, and stakeholder recommendations.

**EXECUTIVE SUMMARY**

The City of Moab is a diverse and unique community nestled in Grand County, Utah. Moab is a world-renowned destination known for its first-rate outdoor recreation and tourism experiences. The city is interested in mitigating potential future impacts to their downtown corridor as a result of their growing success. As typical with many other regional destinations, Moab’s flourishing downtown is transforming into a retail corridor that tails goods and services to visitors, but risks overlooking the needs and wants of its own residents. The City of Moab, recognizing this, set about developing a comprehensive planning exercise to identify resident’s needs and wants in the downtown area, specifically creation of a downtown that is walkable and resident-friendly. This involved gathering background information, understanding existing conditions, desired uses, necessary amenities, and working with residents directly to create a set of goals and actions in this implementable, and action-oriented downtown plan to bring about a brighter, more inclusive future for Moab.

Outlined below are highlights from each section of this plan:

**Existing Conditions Report**

This “community snapshot” is critical to understanding where Moab is today and determining where it wants to be in the long-term. Moab currently has many factors working in its favor, and by analyzing the city’s existing conditions, an assessment can be made about what the city can do to best utilize available resources to achieve its goals.

- Main Street is currently a concentrated mixture of retail along a three block corridor
  - Identified areas for additional retail expansion around the periphery of downtown
  - Rates of spending on food away from home (“Food away from home”) points to a community interested in regional destinations, Moab’s flourishing downtown is transforming into a retail corridor that tails goods and services to visitors, but risks overlooking the needs and wants of its own residents. The City of Moab, recognizing this, set about developing a comprehensive planning exercise to identify resident’s needs and wants in the downtown area, specifically creation of a downtown that is walkable and resident-friendly. This involved gathering background information, understanding existing conditions, desired uses, necessary amenities, and working with residents directly to create a set of goals and actions in this implementable, and action-oriented downtown plan to bring about a brighter, more inclusive future for Moab.

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- Main Street is currently a concentrated mixture of retail along a three block corridor
  - Identified areas for additional retail expansion around the periphery of downtown
  - Rates of spending on food away from home (“Food away from home”) points to a community interested in
- A peak travel of almost 8,000 cars per day through the intersection of Main Street and Center Street
- Above-average use of active transportation (walking, biking, etc.) in all three north to south transportation corridors: 100 East, 100 West, and Main Street
- An average road width of 80 linear feet along the Main Street corridor
- A total of 879 available parking spaces within the downtown area, with 21% (189) dedicated to parallel parking on Main Street
- Inconsistent signage along downtown corridor, a lack of cohesive appearance and branding for the community
- An eclectic and diverse building stock made up of:
  - Architectural styles typical to the American southwest, from 1910 to present
  - Assorted building setbacks ranging from 0 to 100+ feet beyond the right-of-way (ROW) line
  - Multistory buildings inclusive of varied floor heights
- High property occupancy rates
- Real estate transaction amounts akin to other regional tourism destinations

**Community Input Plan**

Residents of Moab participated in the planning process, providing valuable input and feedback throughout. There were two public surveys, the first one received 426 responses, and the second one received 225 responses from the Moab community, visitors, and other stakeholders. Additionally, there were two publicly-advertised open house meetings that were each attended by over a hundred residents and stakeholders. The community made several things clear:

- Residents want a balanced downtown corridor with local businesses and plenty of retail opportunities for both residents and visitors.
- There is a strong desire for more amenities, and opportunities for active transportation, along the Main Street corridor, including bike racks, benches, and public spaces.
- The community wants long-term traffic calming and congestion mitigation strategies.
  - Bypass construction
  - Streetscape enhancements
  - Center medians and pedestrian refuge islands
- Residents want a unified community character that reflects Moab’s uniqueness.
  - Downtown placemaking efforts
  - Branding for downtown corridor

**Recommendations**

After completion of a community snapshot, and gathering of community input, a set of detailed recommendations were created to help City of Moab to attain the goal of a more walkable and resident-friendly downtown. These recommendations are intended to be measurable, specific, and attainable, while providing an impactful change to the overall sustainability of downtown. Recommendations include:

- Move forward with construction of structured parking within downtown, utilizing available UDOT Hot Spot funding.
- Reverse the direction of angled parking on side streets to provide safer integration of active transportation
- Create a curb-separated bike trail along the west side of 100 West
- Spur economic development through land use
  - Multi-family residential uses in underutilized lots
  - Upper floor redevelopment for professional/retail spaces
- Increase retail diversity
- Developing a comprehensive set of façade guidelines
  - Funding and implementation of a citywide façade program
- Transition to Form-Based Codes (FBC)
- Creation of an Overlay District to promote mixed-use developments and protect historic structures
  - For implementation of façade program
  - For form-based code installation
  - Façade renovation program
- Creation of a Downtown Development Authority (DDA)
- Conduct a downtown placemaking and branding study
- Consider becoming a Main Street America Community

Details about these recommendations are provided in the following chapters. Cost estimates and milestones are provided for each of these recommendations at the end of their respective chapters and within the appendix section. Further community input results and existing conditions data is provided in the appendix.
OBJECTIVE

Moab is known for its outstanding outdoor recreational amenities as well as an equitable work/life balance for residents. This unique culture has made Moab a hub for people of all interests and lifestyles, resulting in rapid growth and expansion both in and around downtown. The ever-changing proportions of residents and tourists throughout the year is impacting the downtown core to the extent that available goods and services are trending towards the needs of the growing number of visitors rather than the residents. If this continues unabated, Moab's economy, unique culture, and social landscape could become vulnerable, open to uncertainty and imbalance. The objective of the Moab Downtown Plan is to address and preclude this scenario to ensure that downtown Moab is resilient, sustainable, and able to provide goods and services to meet everyone's needs for generations to come.

For this reason, it is necessary to define “downtown” in the context of Moab to understand its impact on the symbiotic relationship between residents and tourists. This deeper awareness guides informed decision-making by the city so that all current and future improvements meet Moab's vision and provide all-around enjoyment for everyone. With this, and the involvement of community stakeholders, the Moab Downtown Plan has developed into a comprehensive framework of best practices for a variety of qualitative and quantitative improvements within downtown Moab.

MOAB DOWNTOWN PLAN – STUDY AREA

Initially, the study area covered the traditional downtown along Main Street, and several key non-residential spaces adjacent to Main Street. However, during early project reviews and detailed assessments of the existing conditions, it was discovered that the true core of Moab covers a significantly larger geographical area, resulting in the expanded study area outlined to the right (figure 2). There exist numerous elements in the revised study area that impact downtown Moab and are important to include in this plan to ensure nothing is overlooked.

For several of the recommendations in this plan, success is dependent on upon the strong connections the city cultivates and maintains with all its residents, particularly those living in neighborhoods adjacent to downtown. Collaborative cultures and partnerships based in mutual respect are essential to developing the programs and policies necessary to provide a dynamic, lively, and balanced downtown.

PROCESS

The Moab Downtown Plan would not exist without the indispensable cooperation and feedback from Moab’s residents, visitors, elected officials, local property/business owners, and other stakeholders. It is essential that this plan meets community goals while balancing its unique, visitor-based economy. Planning is citizen-centric, and this approach is reflected in the plan’s process. This process was carefully crafted to create a set of attainable, measurable, and geographically-appropriate goals for implementation within the near future. Inclusivity is key, so the City of Moab hired the consultant team of Downtown Redevelopment Services and Avenue Consultants to bring a comprehensive, collaborative approach that connects stakeholders from a wide variety of perspectives and backgrounds to prepare the necessary documentation for this Plan.

The process began with the creation of the Moab Steering Committee to represent the diverse interests of Moab's stakeholders. Their primary task was to help gather community input, review the gathered information, and ensure recommendations were fair and in line with the community’s vision. This was followed by public outreach and engagement efforts, including community open houses, a series of public surveys, preliminary draft meetings with the community, and public draft review periods. The information gathered at these events became the foundation for the existing conditions and initial finding summaries that detail ways to create a safe and vibrant downtown. This process is detailed on the next page.

Fig 2: Map of the Moab Downtown Plan Study Area (map not to scale).
1. Creation of Steering Committee
To ensure the diverse needs of Moab’s residents are fairly represented, a local steering committee was created ensuring the community had a unified voice and a well-rounded group to review recommendations and address concerns. The Moab Downtown Plan steering committee included residents, business owners, and city officials all working together to gather vital community input and work with the consultant to ensure that the vision for downtown Moab is achieved. The steering committee worked with the team to evaluate current conditions and trends as well as explore alternatives and guide the direction of the initial findings. Members of this committee (listed in this plan’s Acknowledgments section), served as volunteers working towards the shared goal of creating a more livable and economically diverse downtown corridor in Moab.

2. Community Input & Information Gathering Exercises
The community must be able to participate in the planning process and provide feedback about their needs, desires, and goals for downtown. Comprehensive input was collected from residents, tourists, and stakeholders to create a local perspective. Several approaches were used to ensure that all interested parties were heard and their feedback was equally weighted in the overall planning process. This period of public outreach and engagement included community open houses, online surveys, initial findings meetings, and public plan review and revision periods.

Community open house meeting – An evening workshop forum was held early in the community input process to gather baseline information and help understand the needs and desires of the community. At this meeting, five planning stations were set up focusing on different elements of downtown Moab. This included stations focused on the streetscape, community character, development authority locations (more detail in the appendix), placemaking and branding ideas. There were hundreds of people at this meeting and everyone provided invaluable information.

Online surveys – Two online surveys were presented to Moab residents, visitors, and other stakeholders via SurveyMonkey® software. Surveys were made available to the public for a minimum of 30 days and were focused on topics to the community open house meeting. Outlined below are quick facts about the online survey process, with results provided in the Appendix.

- **Initial feedback survey:** Gathering initial thoughts and comments from residents. March 1 - Apr. 6, 2018 with 426 respondents.
- **Additional feedback survey:** Collecting resident feedback on specific improvements. Apr. 15, 2018 - May 26, 2018 with 225 respondents.

Initial findings meeting – After completing the community outreach and engagement feedback efforts, a set of initial findings was drafted. The findings helped to develop a set of potential enhancements or changes to the downtown area, ultimately working toward the goal of creating an improved downtown core to meet the community’s needs. These findings were based on a review of existing conditions, community input and feedback, all balanced with smart-growth principles to ensure that Moab remains sustainable in development trends. Below are the topics of the initial findings provided to the public at a meeting held on May 23, 2018:

- Transportation
- Streetscape
- Parking
- Placemaking/branding
- Housing
- Land Use
- Community character
- Availability, and overall suitability of amenities that are important to inviting downtown core and better balances the quantities, types, availability, and overall suitability of amenities that are important to residents as well as visitors. Findings were broken down into the following categories:

- Transportation
- Streetscape
- Parking
- Placemaking/branding
- Land use
- Housing

A copy of the findings is provided in the Appendix, outlining proposed enhancements and specific comments from the community.

3. Initial Findings
Following the community outreach and feedback period, the team prepared a summary report of the initial findings, outlining enhancements for downtown Moab. This streamlined report was focused solely on what would create a safer and more inviting downtown core and better balances the quantities, types, availability, and overall suitability of amenities that are important to residents as well as visitors. Findings were broken down into the following categories:

- Transportation
- Streetscape
- Parking
- Placemaking/branding
- Land use
- Housing

4. Community Review & Input Meeting
In order to collect feedback about the initial findings, the team and the City of Moab facilitated a community input meeting. During the meeting, details about the initial findings were presented, and stations for public comment were provided. Comments collected from meeting participants were integrated into the overall downtown plan document.

Specific written comments, comment forms and lists of attendees are provided as in the appendix. In addition to the input meeting, the community was given an opportunity to review the findings on the project website and provide targeted feedback to the team until the draft downtown plan was completed.

5. Creation of the Final Report
As a final step, a draft report of the Moab Downtown Plan was prepared. A public comment period allowed for additional comments and feedback on the plan. A total of fifteen comments were received from the community during this time. The draft report was given to the City of Moab for review and posted for public viewing on the project website. Following this period, the plan was revised and finalized draft was presented to city officials in preparation for adoption. This plan is designed to provide community guidance to city officials and serve as an amendment to the current General Plan.
Chapter 1: Community Snapshot
CHAPTER 1: COMMUNITY SNAPSHOT

This chapter provides an in-depth look at Moab, including its history, demographics, current conditions, and community character.

1.1 Moab of the Past

For thousands of years, Moab’s location, with access to the abundant water supply of the Colorado River and nearby arable lands, have made it a desirable location for many different people. The area currently encompassed by the City of Moab is believed to originally have been settled in 1200 BC by local American Indian tribes whom used the fertile valley land for agricultural uses.

It was not until April of 1855 that recorded history makes reference to settlers of the Church of Jesus Christ of Latter-Day Saints entering the valley as part of an expedition into the southern reaches of the then known areas of Utah. During this expedition, the settlers explored the valley and built their first structure, a stone fort that created the first permanent residence within the valley. While the settlers and native Indians started with an amiable relationship, their relationship was soon strained, and hostility broke out. As a result, the fort was abandoned after less than one year, and the remaining settlers moved northward back toward the Salt Lake Valley.

While several expeditions ventured into the valley over the next 20-plus years, it was not until 1876 that permanent habitation of the Moab Valley was realized. In the late 1890s, the city began to expand in terms of the number of residents and services offered, creating a regional hub and the foundation for the current City of Moab.

Fast forward to 1952 when the City of Moab would change forever after geologist Charles Steen discovered uranium within the lands surrounding the community. With this discovery, the community began to expand rapidly. It became known as “The Uranium Capital of the World” and the “Richest Town in America” for a time. Moab began attracting excavation companies and their employees, as well as thousands of miners, geologists, and hospitality workers, peaking with an unverified community population of 6,345 permanent inhabitants in 1960. This growth was cut short in 1970 when the U.S. government drastically reduced its uranium purchases. At that time, the City of Moab was left with a tough decision: either to reinvent the community or allow the level of service to decline into disrepair.

1.2 Moab Today

After the City of Moab witnessed a downturn in uranium sales, the community began a rebranding process to become a national destination known for incredible natural amenities and recreational value. In 1929, Arches National Monument was designated by the US government. Thirty years later, Canyonlands National Park was established, creating more opportunities for recreation and tourism. Rebranding efforts were heavily focused on the natural resources and recreational opportunities the region provides. After the change in focus, the community began to thrive again, becoming the world-renown biking and outdoor recreation hub for which the City of Moab remains famous for today. As the population of the City continues to grow, and the tourism-based economy witnesses rapidly expands, the community is faced with challenges to provide necessary infrastructure and amenities to meet this growing demand while still offering meaningful and valuable services to residents.
1.3 Community Statistics

Shown below are community statistics and demographic information meant to provide a snapshot of recent and current conditions within the community.

COMMUNITY DEMOGRAPHICS

Population, Age, & Education

Gender & Age

- Median Age: 41.3
- 51.5% Male, 48.5% Female

Population Breakdown

- < 10 years old: 12.1%
- 10-19 years old: 13.8%
- 20-29 years old: 12%
- 30-39 years old: 16.3%
- 40-49 years old: 14.2%
- 50-59 years old: 11.2%
- 60-69 years old: 10.6%
- 70-79 years old: 5.9%
- 80+ years old: 4%

Education

- No High School Diploma: 5%
- Some College No Degree: 32%
- College & University Degree-Holders: 33%
- High School Graduates: 29%

Households with and without children

- MOAB: 73% no children, 27% children
- UTAH: 42% no children, 58% children

CITY OF MOAB UTAH
Understanding the breakdown of owner-occupied versus renter-occupied units in the City of Moab is important to the sustainability and longevity of the local economy. In the City of Moab, these percentages have remained remarkably similar over almost the past three decades. On average, the percentage of rentals is between 35% and 40%. The figure referenced to the left depicts a municipality with a slightly higher than average percentage of long-term rentals rate. Provided figures do not account for any nightly or short-term rentals, two types of housing that are becoming more popular in the City of Moab.

Rental property websites show an average of 330 rentals are being marketed for nightly or short-term rentals within the City of Moab. This includes whole-house rentals, nightly room rentals, and other ancillary structures being rented on a short-term basis.
MOAB DOWNTOWN PLAN

AVERAGE SPENDING ON FOOD AWAY FROM HOME

Data on food spending is broken into two main areas: food at home and food away from home. Food at home are those foods bought at grocery stores and cooked at home. Food away from home are foods purchased at a restaurant.

Dining options for various occasions and tastes is critical to ensuring that the downtown corridor is thriving economically. In Moab, the total amount of money spent on food away from home is 11% higher than the national average. While specific meal restaurant types and dollars per meal are not available, the average spending on meals away from home reflects a culture that will support and encourage additional restaurant or dining options within the downtown.

AVERAGE SPENDING - RETAIL

While tourists and visitors may be responsible for much of the spending in UT Block Group 2004, average retail spending for the entire downtown project area is 26% of the average household income in the City of Moab. This percentage is 22% lower than the national average of $21,852.

RETAIL OPPORTUNITY

Like the food purchase information, retail figures are provided for UT block 2001, 2002, and 2004 which is the smallest level of data collection for the project area. Retail purchases that are considered include all non-food or service industry purchases. The information includes two distinct areas within the downtown corridors of Moab. These areas are as follows: a Main Street core with strong retail establishments, primarily serving visitors, demonstrated by a retail supply that outpaces demand (surplus) and surrounding corridors that are ready for potential development as evident by their leakage. These distinct areas provide a snapshot of town and the unique characteristics that make up the current downtown corridor within Moab.

Table 1: Average amount spent by residents on eating out in Moab by block group

<table>
<thead>
<tr>
<th>Block Group</th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Snacks</th>
<th>Dinner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>$330</td>
<td>$896</td>
<td>$250</td>
<td>$1,325</td>
</tr>
<tr>
<td>2002</td>
<td>$345</td>
<td>$953</td>
<td>$264</td>
<td>$1,401</td>
</tr>
<tr>
<td>2004</td>
<td>$286</td>
<td>$776</td>
<td>$217</td>
<td>$1,147</td>
</tr>
</tbody>
</table>

Table 2: Retail Opportunity for Downtown Moab and surrounding area

<table>
<thead>
<tr>
<th>Block Group</th>
<th>Total Retail Businesses</th>
<th>Annual Retail Sales (Supply)</th>
<th>Annual Retail Sales Potential (Demand)</th>
<th>Market Opportunity (Leakage/Surplus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>11</td>
<td>$10,327,963</td>
<td>$13,717,905</td>
<td>14 (Leakage)</td>
</tr>
<tr>
<td>2002</td>
<td>70</td>
<td>$70,792,292</td>
<td>$12,682,437</td>
<td>-70 (Surplus)</td>
</tr>
<tr>
<td>2004</td>
<td>10</td>
<td>$9,161,926</td>
<td>$16,113,727</td>
<td>28 (Leakage)</td>
</tr>
</tbody>
</table>
Chapter 2: Existing Conditions
Downtown Moab has a diverse and eclectic mixture of amenities to serve visitors and residents alike. The gap between visitor-related businesses and resident amenities prompted city officials to create a downtown plan to provide a more appropriately balanced downtown corridor. Throughout the process of creating a unified vision, it is important to clearly outline all the constraints and attributes of the downtown area that must be addressed to meet the desired vision. While the downtown business core has many elements that support the overall community vision for the area, several characteristics make it difficult to create the multiple-use downtown that Moab residents want. Below are the findings from a detailed review of the existing conditions in Moab’s downtown core, including transportation, built environment, land use, and community character.

2.1 Transportation

VEHICLE TRAFFIC

Traffic Volume

The downtown Moab commercial area is bisected by Main Street, which is a five-lane road designed to move traffic through town. The highest traffic volumes on Main Street occur in downtown between 100 South and 300 South. The City of Moab has more than two million visitors a year who come for recreation, and the traffic volumes on Main Street have a high seasonal variability. The average daily volume in May, for example, is more than twice that of January. Further traffic volume detail provided in figure 16.

The average daily traffic volume, however, is still below the peak seasonal days. On Memorial Day weekend, for example, traffic volumes grow to over 26,000 in a single day. These high volumes indicate that Main Street, and Downtown Moab is experiencing congestion that will only worsen with time. The average speed of traffic flow through the Main Street corridor is only 19 mph with a posted speed limit of 30 mph.

Truck Traffic

Main Street also has a high volume of truck traffic. Between 30% and 45% of all traffic consist of large trucks, which translates into 7,000 to 8,000 trucks on peak days. This is a disproportionately high percentage compared to other state corridors, and all these trucks are driving US-191 through the heart of downtown Moab.

Compared to Main Street, side streets carry far fewer vehicles. All other analyzed streets carry fewer than 8,000 vehicle a day during the peak travel period. The east/west roads of 100 North and Center Street have fewer than 4,000 vehicle a day during peak travel periods. The maps (figure 17 and 18) show the January off-peak and May peak daily traffic in downtown Moab.
Fig 17: Off-Peak Traffic in Downtown Moab, by Number of Vehicles

Fig 18: Peak Traffic in Downtown Moab, by Number of Vehicles
Safety

Five years of crash data - from January 1, 2013, through February 28, 2018 - were analyzed to determine safety concerns or specific concentration areas in the study area needed to be addressed. The data also were used to calculate a safety index value for Main Street north of Center Street. The results of the analysis showed that 167 crashes occurred on that stretch of roadway during the five-year period, resulting in a safety index value of 4.5 out of 10. That is fewer than one crash every eleven days for the reviewed time period. No fatalities occurred in any of the crashes, though injuries were sustained in the four crashes involving pedestrians. Figure 19 shows the reported crash locations for the reporting period.

Speed Limits

The posted speed limit on Main Street is 30 mph. The 30 mph speed limit zone starts just north of the study area, where the speed drops from 45 mph to 30 mph. This 33% change in speed results in an abrupt drop in speed limit for southbound traffic, resulting in a large number of drivers that are unable to slow down in a timely manner. Main Street is controlled by the Utah Department of Transportation and all proposed speed limit changes are subject to formal review from UDOT. The speed limit on all other downtown streets is posted at either 20 or 25 mph. These streets are controlled and maintained by the City of Moab.

Signals

Traffic signals are located on Main Street at the intersections of 100 North, Center Street, 100 South, 200 South, and 300 South. These signals were installed and are controlled by UDOT. The traffic signals are on a coordinated system designed to reduce overall traffic delays as much as possible. All traffic signals within the project area do not have a left turn arrow and do not allow for turn phasing. Left turn signals are not used at these intersections because of the heavy traffic volume on Main Street and the need to keep traffic moving north/south, versus the few numbers of vehicles that desire to turn left onto the cross-streets.

Signals along Main Street also allow pedestrians to cross the street safely. When pedestrians push the crosswalk button, a white walk signal is displayed, and the crossing cycle is adjusted to give the pedestrian enough time to cross the street safely.
PEDESTRIAN TRAFFIC

The overall transportation network is more than just streets and vehicle traffic. It includes sidewalks, trails, and crosswalks that accommodate pedestrians. In Downtown Moab the pedestrian network is especially important because of the volume of pedestrian traffic. Downtown hotels, restaurant, and shops attract hundreds of people everyday that walk on the sidewalks and crosswalks. As part of the existing conditions review, the consulting team conducted intersection counts at multiple locations throughout the corridor. These counts included pedestrian movements across Main Street and side streets. Pedestrians should only cross Main Street and the side streets when the crosswalk button has been pushed and pedestrian actuation has been triggered at the signal. Pedestrian actuation data is available from UDOT’s Automated Signal Performance Measures (ATSPM) website to calculate the average number of peak daily pedestrian crossings at traffic signals in Downtown Moab (http://udottraffic.utah.gov/atspm). A map of these crossing numbers is provided to the right.

As shown in figure 23, a significant number of pedestrian crossings occurred at all Main Street intersections in downtown. For example, 1,270 crossings occurred at the intersection of Main Street and 200 South Street and 1,160 crossings at the intersection of Main Street and Center Street. These pedestrian crossing numbers are important because pedestrians who are in the crosswalk or street right-of-way are the ones most exposed to pedestrian/vehicular conflicts. Pedestrians on sidewalks and the Millcreek Trail are separated from vehicles.

BICYCLES

Biking, specifically mountain biking, is one of the main recreational activities in and around the City of Moab and a primary reason why people come to visit the area. The world class trails in Grand County attract residents and visitors, many of whom can be seen biking on the roadways and sidewalks of downtown Moab. The team observed cyclists on the Millcreek Trail and using the bike lanes on 100 West (figure 20), which are designed for the safety of cyclists. Our team also observed many cyclists on sidewalks and in crosswalks, which are areas that cyclists are not allowed to use.

Downtown specific bicycle counts are not available. What we do have is Strava data for recorded bike rides from 2017. These are just rides recorded with the Strava smart phone app, so they are just a small sample of total bike trips, but they are representative of where generally people like to ride. More information about Strava data can be found at: www.strava.com/heatmap#8.99/-109.61578/38.72899/hot/all.
**MOAB DOWNTOWN PLAN**

**Bicycle Trends & Parking**

Strava’s recorded bicycle rides in downtown Moab for 2017 are shown in figure 24. Main Street has the most bicycle traffic of any street in the city. 100 West, which has dedicated bike lanes, has only half the number of people riding bicycles as those recorded on Main Street. Main Street has on-street vehicle parking, heavy truck traffic, and travel lanes that are easily-congested and do not accommodate bikes well.

Bicycle parking can also be an issue with few bike racks placed on sidewalks and some riders chaining their bikes to poles, trees, and other objects downtown. Improved bicycle amenities in the downtown corridor are important because Moab is has the potential and ridership numbers to support a strong bicycle network.

**VEHICLE PARKING**

Vehicle parking within the Downtown Plan area was the number one issue our team heard during the comprehensive community input process; particularly during the online surveys and open house meetings (figure 26). People were most concerned about preserving the parallel parking on Main Street, a UDOT road.

Main Street has 139 on-street parallel parking spaces and there are 874 total free public parking stalls in all of the Downtown Plan project area. Only 16% of the free public parking downtown is on Main Street, even though these are the most sought after spaces due to their proximity to destinations. Main Street is home to numerous restaurants and businesses that do not provide their own parking or have private lots. Therefore, all their staff and patrons seek public parking where available, creating areas of high demand around popular destinations.
Downtown Moab has a total of 276 legally striped angled public parking spots, with some of those stalls available on every street except Main Street. All angled parking stalls are front-in loading stalls, Figure 29 shows the available public parking in Downtown Moab a design that causes potential conflict points for pedestrians, vehicles and alternative modes of transportation.

Understanding the balance between available parking and demand is important to the long-term economic success of the downtown area. To understand this relationship, our team completed a detailed analysis of which spaces are most commonly occupied and how often vehicles are parked. This information was used to formulate parking recommendations for this plan. As part of another recent study, Avenue Consultants also collected data on typical parking duration during peak hour for on-street parking downtown.

Figure 28 below shows that parking demand is concentrated around the intersection of Main Street and Center Street. Parking occupancy rates decreases as distance from that intersection increases. In addition to parking demand, Avenue Consultants studied the average duration of parking users within the corridor. Duration for specific locations is outlined in Table 2.

<table>
<thead>
<tr>
<th>Average time a vehicle is parked in a typical parking spot in downtown Moab</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6 hours</td>
<td>City Average</td>
</tr>
<tr>
<td>1.6 hours</td>
<td>Main St., South of Center - East Side</td>
</tr>
<tr>
<td>1.6 hours</td>
<td>Main St., South of Center - West Side</td>
</tr>
<tr>
<td>2.9 hours</td>
<td>Main St., North of Center - West Side</td>
</tr>
<tr>
<td>2.1 hours</td>
<td>Main St., North of Center - East Side</td>
</tr>
<tr>
<td>2.2 hours</td>
<td>Center St. - East of Main Street</td>
</tr>
<tr>
<td>2.7 hours</td>
<td>Center St. - West of Main Street</td>
</tr>
<tr>
<td>2.5 hours</td>
<td>100 North - East of Main St.</td>
</tr>
<tr>
<td>1.8 hours</td>
<td>100 North - West of Main St.</td>
</tr>
<tr>
<td>2.7 hours</td>
<td>100 South - East of Main St.</td>
</tr>
<tr>
<td>1.6 hours</td>
<td>100 South - West of Main St.</td>
</tr>
<tr>
<td>2.6 hours</td>
<td>MIC Parking Lot</td>
</tr>
<tr>
<td>2.6 hours</td>
<td>Public Lot</td>
</tr>
</tbody>
</table>

Table 3: Downtown Parking Duration by location
2.2 Streetscape

The streetscape consists of the visual elements of a street that contribute to its overall look and feel. This character results from the quality of the design and implementation of the road, building facades, sidewalks, street furniture, trees, vegetation and open space. A street is a public place where people can engage in various activities. Streetscapes are the necessary civic space where visitors and residents interact with Main Street businesses and transportation systems. Knowing the importance of this space and the feeling or perception that it provides to people is vital to creating an attractive and inviting atmosphere while maintaining an efficient flow of traffic. Downtown Moab has multiple styles of streetscape amenities within the downtown core area, creating an inconsistent feel for people on the street, and affecting businesses within the corridor.

The applicable site infrastructure systems that will make up the downtown core are vital to providing a balanced pedestrian and vehicular transportation system within this civic space. Ensuring that both current and future transportation needs are met, our team completed a comprehensive review of the existing conditions of aboveground basic infrastructure systems within the downtown corridor. Infrastructure systems analyzed in the following sections include:

- Sidewalks
- Curbs and gutters
- Crosswalks
- ADA ramps
- Site amenities (trash receptacles, benches, bike racks)
- Site lighting

The current conditions of these items vary. Information below is structured as an outline of the current conditions witnessed within the Downtown Plan project area during multiple site visits in 2018.

Sidewalks

Currently, sidewalk surfaces within downtown Moab vary greatly in condition, color, surface texture, and accessibility. Many sidewalks are made of concrete with a smooth-broom finish for a non-slip surface. But the other sidewalks are made of a variety of other, non-standard building materials, including bituminous asphalt, concrete pavers, and stamped concrete. It is important that the city work to standardize sidewalk materials to ensure the greatest safety, accessibility, and inclusivity for Moab’s visitors and residents of different ages, backgrounds, and abilities.

Many sidewalk surfaces are currently in an acceptable condition. They are mostly flat and slip resistant. However, in some areas, the sidewalk surfaces are unsafe. The unsafe surfaces are deteriorated, damaged, or simply in sub-standard condition. During site visits to downtown Moab, the team witnessed unsafe surface areas that were not compliant with both ADA standards, and the city’s sidewalk requirements for appropriate pedestrian use. In addition to deteriorated sidewalk surfaces, some portions of the sidewalks within the Downtown Plan project area are cracked, shifting and heaving, all providing inappropriate access for buildings. These characteristics are creating unsafe walking conditions, tripping hazards, and are detracting from people’s overall use and enjoyment of the sidewalks. Many these issues are caused by lack of regular and capital maintenance (brick shifting, building settling, or tree roots).
Curbs & Gutters

Throughout the Downtown Plan project area, curbs and gutters are separate components, with freestanding curbs and asphalt gutters, in acceptable-to-good condition. Curbs and gutters on Main Street were recently replaced as part of the UDOT Main Street project. The Main Street corridor appears to be designed and constructed to meet the current demands for roadway travel and stormwater management. Currently the systems on 100 East, 100 West and the cross streets are in acceptable condition, showing some wear in areas of high usage. The wear, as illustrated in figure 41, includes several sections where the curb and gutter are deteriorating due to repeated contact by cars and bicycles. In addition to curb wear, the rain gutter running along the curb has also shifted, causing problematic pooling and puddling within localized areas.

Crosswalks

Crosswalks are an integral component of a successful streetscape - safely conveying people across the road and continuing their downtown utilization. As part of a recent UDOT project, many of the concrete crosswalks have been replaced and now exceed all posted requirements (figure 42). While many areas of the Main Street corridor have adequate crosswalks, several intersections are missing signals or pedestrian caution systems to provide the necessary safety measures for pedestrians.

Not all intersections along 100 East, 100 West, and other cross streets have striped or delineated crosswalks. Where crosswalk delineation is present in the side street corridors, it is typically in poor condition due to worn paint striping or safety warning systems. While the crossing distance on some of these side streets is shorter than on Main Street, there is still a significant amount of traffic and pedestrian interaction, demonstrating the need for adequate amenities in downtown Moab.

ADA Ramps

Within the Moab downtown core, the ADA ramps are inconsistent in their designs and overall conditions. Many ADA ramps along Main Street are in acceptable condition, showing minor wear due to vehicle traffic (figure 44). Many of these ramps were recently updated as part of the UDOT roadway project. However, many ADA ramps located on the side streets or cross streets are in poor condition (figure 43). In town, many of the ADA ramps are constructed in the “blended transition” style, allowing for cars and trucks to encroach into the pedestrian zone due to broken ramps. Evidence of this is provided in figure 44. Outside of town, ADA ramp styles are often irregular or inconsistent. While site constraints may limit the style of ADA ramp utilized in specific situations, additional styles of ramps are available that would provide a safer pedestrian environment for people of all ages and abilities.

Site Amenities

Downtown Moab has a mixture of site amenities, both on the sidewalk and in other places within the ROW. These amenities are spaced at irregular intervals and they all show wear and tear from lack of maintenance and regular use.

The street amenities lack of cohesive look/feel and standardized placement within the corridors. Trash and recycling receptacles are spaced inappropriately for the current level of site utilization, resulting in a significant amount of waste inappropriately discarded on the sidewalks and in the roadway. Along side streets and 100 East/100 West, there are insufficient waste and recycling receptacles available. However, the receptacles that do exist along the corridor are good examples of unified branding, as they are unique to Moab and incorporate characteristics of the community (figure 45). Bike racks are sporadically placed along the Main Street corridor, often near businesses or public spaces. While some bicycle parking spaces are provided, there is an additional need for bicycle parking along the Main Street corridor and side streets, as cyclists are currently utilizing ancillary structures to lock up their bicycles. Within the downtown core area, benches are the scarcest site amenity. While several are provided by local business owners, there are minimal benches within the public realm and most are not municipally owned or maintained. While minimal benches exist, the public has begun utilizing additional facilities as seats for their downtown enjoyment (figure 47). There are ample spaces available to place additional benches for seating options, such as the first five feet from the face of curbing.

Site Lighting

Lighting throughout the Main Street corridor is in acceptable-to-good condition and of a cohesive style. Many Main Street light poles are the appropriate scale for pedestrians, while providing adequate photometric figures for vehicular transportation. Artistic elements along Main Street are unique to each pole, yet have a similar theme, creating an identifier for the style of downtown lighting (figure 49). While the style of lighting is appropriate, many of the light poles in town have a yellow or orange hue of light, providing an unattractive atmosphere in spaces not directly underneath the lighting. Where lighting has been replaced with LED or white light, these issues appear to have been resolved.

Along the side streets and cross streets many areas are suffering from inadequate lighting, specifically, dark spots and lack of pedestrian safe lighting conditions. These areas are currently lit by cobra head lights and ancillary lighting fixtures mounted on buildings, which create spotty lighting for the corridors and leave environments unsafe for pedestrians.

Recycling & Trash

Along the side streets and cross streets, there are recycling and trash receptacles that do exist. These are placed along the Main Street corridor and sidewalk. These areas are provided by local business owners, there are minimal benches within the public realm and most are not municipally owned or maintained. While minimal benches exist, the public has begun utilizing additional facilities as seats for their downtown enjoyment (figure 47). There are ample spaces available to place additional benches for seating options, such as the first five feet from the face of curbing.

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City of Moab

Utah

MOAB DOWNTOWN PLAN
2.3 Built Environment & Architectural Elements

Moab’s downtown core has a variety of architectural styles and urban forms for both public and private spaces that provide amenities for both residents and visitors. It is through these structures and spaces that individuals utilize and integrate into the downtown core. Providing appropriate settings and details for all individuals is vital to the economic success of downtown. Outlined below are findings from a detailed review of the current conditions within the community core.

**FAÇADES**

Buildings within the downtown core exhibit an eclectic mixture of architectural styles and façade designs. This unique building stock, coupled with the beauty of the surrounding valley, offers quaint small-town charm. Like other regional communities that have experienced numerous population growth and decline periods across multiple decades, the downtown core has witnessed a mixture of architectural styles and densities. As stated by the public, and based upon existing a review of conditions, the uniqueness, variety of the façades and building styles within the core help residents feel connected to their community.

During the public outreach and engagement process, people were asked about architectural preferences for façades within the community. An overwhelming 74% of responses confirmed a desire for community-specific and period-correct reconstructions for future façade enhancements. While the public wanted to see a period-correct architectural style, they were also vocal about ensuring that buildings within the Moab Downtown Core were able to retain their individual character and were given adequate flexibility within potential guidelines to create uniquely identifiable buildings. Provided above in figure 51 is resident’s preferred architectural style, which meets all current maintenance and code requirements while retaining individual characteristics that set the structure apart from various other buildings.

While the uniqueness of façades within the downtown corridor was clearly described as a positive attribute for the downtown, some conditions are impacting the overall community character within the project area. In this section, we outline several façade-related issues that are impacting the overall integrity of the corridor.

**Signage**

As part of the existing conditions analysis for architectural elements, signage within the downtown corridor was studied and reviewed for utilization, lighting alternative and consistency of theme. This detailed review revealed that signage within the downtown corridor is made up of multiple styles, construction methods, and lighting systems, causing a lack of cohesive character. While properties and business owners appear to be meeting or exceeding signage standards, minimal factors provide correlation between them. The lack of cohesive signage is creating an unattractive atmosphere within the downtown core. By allowing signage within the main street corridor to remain without connecting elements or unifying characteristics, the signage is impacting business retention and potential utilization of spaces.

**Maintenance & Code Enforcement**

During the existing conditions review and on-site visits, the downtown core was identified as providing a primarily cohesive and well-maintained appearance, comprised of well-maintained or recently restored buildings. While many building façades are well maintained, several properties are not in such good condition, and are adversely impacting the overall community character and continuity. These disrepaired and/or substandard buildings are creating a break in the overall integrity of the façades within the corridor and impacting the atmosphere for residents and visitors. These individual properties are scattered throughout the downtown core, creating “eye-sore” spaces that detract from the overall architectural fabric.

**HOUSING**

Housing within the downtown core is currently limited to habitable spaces on the second and third floors of Main Street commercial buildings, as well as the remaining single-family residential spaces along 100 East and 100 West. Many spaces within the downtown core area have been transitioned into commercial or retail spaces as the downtown moves east/west to gain valuable real estate. Figure 53 shows samples of housing stock within the downtown project area.

The housing stock readily available within the downtown core area has a listing prices ranging from $550,000 to $1,700,000, averaging $379.50 per square foot. This is still significantly cheaper than other regional tourism destination downtown housing costs, such as: Durango, CO, $656.31; Jackson, WY, $527.61; and Frisco, CO, $550.25 per square foot. While housing prices are higher than the Utah average, they are likely to continue to increase, matching or exceeding similar regional destinations.

A cursory review of housing and average income revealed that residents are being forced to battle increased housing costs and potential absentee property owners (vacation homes), degrading the overall community integrity of the city. While some other regional attractors have higher per foot housing costs, the City of Moab has just initiated efforts to make income and/or deed restricted properties available for local resident. These properties for which contracts are often initiated and assisted by local municipalities, would provide valuable below-market rate properties while ensuring that the city and downtown have a sustainable supply of housing for workers.

**AVAILABLE COMMERCIAL & RETAIL SPACES**

While completing reviews of the downtown corridor, the team spoke with many of the property owners along Main Street about currently underutilized spaces. During these conversations, information was gathered about available spaces within upper floors or main floors. To supplement these discussions the team reached out to a variety of market analysis and economic development professionals in an attempt to procure a set of information for these figures. However, minimal information was readily available.

Information gathered from property owners and available databases provides a downtown utilization rate of 87.5%. This figure is heavily driven by discussions with property owners and includes data about upper floor utilization from applicable properties. While 87.5% utilization may seem an adequate amount, it illustrates that almost one eighth of the retail and commercial space within the downtown corridor is being unused or underutilized. Out of the 12.5% a total of 8% is currently undeveloped upper floors, leaving 4.5% of storefront spaces currently unused.
Limited.

To 100 North) curb cuts and pedestrian and vehicular conflict points would negatively impacting the overall safe utilization of the corridor. With a uniform about this issue, specifically an overabundance of aggressively sized curb-cuts safety integration as a primary concern. In addition to the survey questions, within the project area. A total of 40.3% identified sidewalks and pedestrian items that were potentially impacting their pedestrian realm user experience utilization of downtown. This specific question asked respondents to outline question number five (figure 45), which focused on pedestrian safety and space were further identified during the first community input survey and itemized on necessary vertical planes lining the pedestrian circulation systems. These issues pedestrian perception of the overall main street corridor due to a lack of current building distribution is creating an atmosphere that hinders the residential or commercial purposes. In addition to underutilized spaces on upper floors. Many of these spaces are currently unused underutilized spaces on upper floors. Many of these spaces are currently unused due to lack of appropriate services or amenities necessary to lease the spaces for residential or commercial purposes.

Current building distribution is creating an atmosphere that hinders the pedestrian perception of the overall main street corridor due to a lack of
necessary vertical planes lining the pedestrian circulation systems. These issues were further identified during the first community input survey and itemized on question number five (figure 45), which focused on pedestrian safety and space utilization of downtown. This specific question asked respondents to outline items that were potentially impacting their pedestrian realm user experience within the project area. A total of 40.3% identified sidewalks and pedestrian safety integration as a primary concern. In addition to the survey questions, during the two public meetings, numerous individuals outlined their concerns about this issue, specifically an overabundance of aggressively sized curb-cuts negatively impacting the overall safe utilization of the corridor. With a uniform setback and space utilization (such as the west side of Main Street from Center to 100 North) curb cuts and pedestrian and vehicular conflict points would be limited.

INFILL

Within the downtown core there is a mixture of building offsets and space utilization standards, creating an abundance of underutilized public and private spaces. Initial site visits and data recorded building offsets within the downtown core ranging from zero-foot right-of-way setbacks to 100 or more feet from the back of the sidewalk. This lack of similarity with building infill and/or space utilization has been created over time as different building styles and configurations were constructed, torn down, and reconstructed. In addition to building offsets, the massing and forming of structures have been drastically altered during buildings’ rebuild and recycle periods. Newly constructed buildings and building rehabilitations are currently leaving larger-than-necessary building setbacks for construction, creating additional space between new structures and their original counterparts. This additional space is creating dead infill zones that cannot be utilized by pedestrians or vehicles. In addition to underutilized spaces within the first floor of buildings, the downtown core area has numerous underutilized spaces on upper floors. Many of these spaces are currently unused due to lack of appropriate services or amenities necessary to lease the spaces for residential or commercial purposes.

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Land use within a downtown core varies by each community, and even by block, to meet the needs of the community. Overall the downtown core of Moab is more than 90% built out (based on land utilization calculations), creating a web of both commercial, hospitality and retail land uses. Ensuring that the downtown core has appropriate spaces and allocations for all desired land uses is vital to providing adequate amenities for residents and planning for the future.

The downtown core is primarily comprised of commercial and retail uses in a downtown, housed within small architectural form factors (figure 54). The present land use is geared primarily toward a visitor-based industry, with a plethora of retail shops and restaurants clustered along the Main Street corridor. With retail as the primary land use within the downtown core area, the resulting atmosphere is adversely affecting the qualitative components of a healthy community and lifestyle for residents. In addition, this land use pattern does not match the community’s desire to provide an adequate mixture of services and amenities to encourage equal Main Street utilization by residents and tourists.

Typically reviewed with land use is density or intensity of the current land uses. While the downtown core area is almost built out on the ground level, there is additional opportunity for increased density. Several areas within the downtown core are not built to their maximum potential, either through setbacks or vertical height, and this reduces the vital land use mixture percentages for all but retail.

2.5 Community Character

The City of Moab is located in a picturesque valley, offering a unique opportunity to create a unified community character within the downtown area. However, the core of Moab lacks cohesive character, or feeling, that is typical in a traditional downtown/Main Street corridor. This is apparent in the lack of unifying signage, building styles, landscape elements, and other amenities. Having “character” does not mean all buildings or signage must be similar. Character implies that efforts must be made to present a common theme throughout the entire community, creating a “place” for downtown.

Community feedback provided during the public input process confirmed that residents and visitors appreciated the uniqueness of the town, yet still felt it was lacking a consistent theme. This was outlined in the first online community input survey, question 8, where respondents repeatedly provided an overwhelming response that the downtown corridor is missing “character”. This overall lack of community character (perceived or real) within the downtown core is affecting the way people interact with the area and the services they expect the community to provide.
Chapter 3: Recommendations
CHAPTER 3: RECOMMENDATIONS

This section contains recommendations for critical improvements within the Moab downtown core area to help spur economic development and provide a more appropriate mixture of amenities or services to residents. All recommendations were driven by extensive community input, detailed existing conditions and case-study reviews from similar communities that have successfully completed downtown revitalization projects. The information outlined below represents a set of goals or objectives for the City of Moab to undertake, with the ultimate goal of an improved downtown core that provides adequate services for residents and visitors alike. Detailed recommendations, projected costs and critical milestones are provided at the end of each sub-chapter as well as compiled recommendations list is provided in the appendix.

3.1 Transportation

VEHICLE TRAFFIC

The traffic downtown is concentrated on Main Street. The growing volume of traffic has concerned residents for years. The high volume of truck traffic along the pedestrian heavy corridor is causing excessive noise and emissions, further hindering the enjoyment of pedestrians along the Main Street corridor. While these concerns were noted during the public participation process, they were most readily noted in question 1 of the second survey, which was initiated on April 15th, 2018, and was completed by over 426 respondents. The results of this question are shown in figure 56. While other consultant teams, and government agencies are working on solutions to remedy this problem, the most prevalent solutions appear to be construction of a bypass.

So every vehicle turning left off Main Street must wait for both lanes of on-coming traffic to clear before they turn left, this sometimes also creates a conflict with pedestrians crossing north/south in the Main Street crosswalk. This issue was mentioned dozens of times throughout the planning process. We spoke with UDOT’s signal coordinator about the signal timings and phases and adding a left turn phase to signals at 100 North, Center, and 100 South would have a detrimental impact to traffic flow on Main Street. Therefore, it is not an option.

An option that would be beneficial is installing center medians for two blocks of Main Street in downtown. This would be a raised median down the center of Main Street instead of a center turn lane. The recommended medians would be raised and constructed of concrete and highlight landscape enhancements or outdoor art exhibits (figure 58), filling the left-hand turn queue lanes for these blocks. By installing a raised median on these two blocks of Main Street pedestrians would be provided an area of increased safety through creation of pedestrian refuge islands and reduced distances to cross open traffic lanes. The median would also serve as a deterrent to people dangerously jaywalking across Main Street mid-block. A third benefit of the median is that it would reduce the total number of pedestrian/vehicular conflict points by not allowing left turn access to the six driveways on that block.

SPEED LIMITS

The current speed limit on Main Street is 30 mph. Residents have expressed concerns about that speed limit and suggested potentially lowering it to 25 mph, congruent with a more relaxed downtown feel. It would still require coordination with UDOT to explore the change and to ensure that the appropriate levels of service are maintained. Before changing a speed limit, UDOT conducts a speed study to measure the 85th percentile speed and typically changes the speed limit accordingly. To meet this community goal, it is recommended that the City of Moab work with the UDOT Region 4 representatives to complete the required analysis for speed limit reduction.

PEDESTRIANS

Creating a corridor that provides increased pedestrian safety was a primary concern of both the city and its residents. In order to achieve this, it is recommended that streetscape enhancements be completed in the high traffic corridor of Main Street, including; creation of a raised median, installation of curb bulb-outs, and reduction of travel lane widths to allow for a shorter traverse distance. A raised median in this high traffic area will protect pedestrians, provide pedestrian refuge islands in the center of traffic and allow for safe separation of pedestrian/vehicular movement systems. Other recommendations specifically designed to protect pedestrians include wider sidewalks on the west side of Main Street and curb bulb-outs at high-volume crosswalks. Through Downtown Moab on Main Street the space for on-street parking is approximately two feet wider on the west side than on the east side. The west side shoulder has parallel parking at roughly ten feet wide from the outside stripe to the curb, whereas the east side has...
approximately eight feet (the exact measure varies a bit throughout the corridor). We recommend widening the west side sidewalk by two feet, providing increased symmetry for the road while allowing for increased pedestrian corridor space (figure 60). The additional two feet on the west don’t provide a parking benefit but could allow for easier integration of site amenities and additional public interaction space. There are also occasional bicyclists on the sidewalk and the additional two feet would make it easier for pedestrians to navigate around them.

Curb bulb-outs are recommended for installation at critical pedestrian crossing intersections. The bulb-outs would extend from the curb and sidewalk into the roadway shoulder roughly seven to eight feet creating more pedestrian space and reducing the crossing distance where pedestrians are exposed in the roadway. They also allow both pedestrians waiting to cross and approaching drivers the ability to see each other more easily. Curb bulb-outs also protect on-street parking spaces and can help with traffic calming. Curb bulb-outs are already in place at several critical intersections in Moab, such as Center Street and 200 East and should be replicated in locations as outlined in figure 61.

It is important that all four corners of each intersection be considered for curb bulb-outs, but some may need to accommodate a right turn pocket on the side streets. These improvements will make crossings safer for pedestrians and, together with the center refuge island, will produce a streetscape within the downtown corridor that is conducive to economic development and increased pedestrian use.

Bicycles are a way of life for many Moab residents who utilize this alternative transportation method for daily trips and enjoyment. Throughout the planning process, we received dozens of comments on potential biking improvements in downtown Moab. Based upon the input received, it is recommended that bike lanes be added to several streets downtown. Bicycle lanes should be added on 100 West in the form of a bike trail (figure 64).

While the Strava data indicates that there are many cyclists on Main Street at different times of the day, the public was very vocal about not desiring bicycles on Main Street. These desires were rooted in protecting parking, pedestrian safety, and effective traffic management. This coupled with the fact that Main Street is not the best place for bikes, led to the recommendation of no bike lanes on Main Street.

100 East is a route that is already used by many cyclists even without striped bike lanes and it has a direct connection on the south end where the street dead-ends into the Mill Creek Trail.

Bike lanes on 100 North and 100 South will provide needed east/west connections between 100 West and 100 East, both of which will have north/south bike lanes. Both 100 North and 100 South have traffic signals at Main Street to allow for cyclists crossing. Both intersections also have high pedestrian crossing volumes so keeping the bikes out of the crosswalk is important and the bike lanes will do that.

100 West has facilitated bike lanes connecting bicycle users to the Millcreek Trail, and it has the highest volume of cyclists behind Main Street according to the Strava data, making it perhaps the most important biking corridor in Moab. On 100 West we are recommending a curb-separated bike trail route on the west side of the corridor (figure 64). A bike trail is comprised of adjacent five-foot bike lanes in both directions in a separated space buffered from vehicular traffic. As illustrated in figure 65, it is a ten-foot bike trail along the roadway.

Like the bike trail illustrated in figure 64, the proposed bike trail construction should consist of a dedicated bicycle travel system. The route is planned to have a curb separated with an additional 2-foot buffer for curb cuts to keep cyclists safely separated.

The value of placing the bike trail on the west side of 100 West is to connect directly to the Millcreek Trail on the south and Swanny City Park on the North, facilitating safe travel for students leaving Helen Knight Elementary School to travel home on the west side of the street. In addition, this bike trail recommendation is intended as part of a greater system of unbroken bike trail access connecting the existing trails north and south of Downtown.

Just as important as the installation of bicycle facilities is the necessary wayfinding signage (figure 63) to identify these and many other community amenities throughout the downtown. Our recommendation is to install wayfinding signage at critical junctures to identify parking, bike lanes, trails, etc. Wayfinding signs need to accompany bike lane enhancements, specifically the bike trail on 100 West to increase awareness and usage. The signage will encourage residents and visitors to use the designated north/south bike corridor rather than Main Street. This can be accomplished with directional wayfinding signs on Main Street both north and south of Downtown. Wayfinding signs can be more generic or custom-made to match other Moab signs with logos and maps.
PARKING

During the overall community input process, parking proximity and location were a continuous subject of comments from the residents of Moab. It is our team’s recommendation that the City of Moab move forward with its currently planned expansion of municipal parking facilities through creation of a unified parking structure on the city-owned lot west of Main Street and north of Center Street. The parking structure was recommended as part of an earlier study completed by other consultants. Further details can be found at https://tinyurl.com/arches-hotspot. Plans to fund the new parking structure are moving forward with the state recently approving funds.

There are 276 angled public parking stalls in downtown Moab; they are present on every street except Main Street. All angled parking stalls are provided as front-in stalls, with the angle facing oncoming traffic. Where bike lanes are proposed for installation our team recommends that the City of Moab flip the angle of the angled parking to be safer for cyclists and pedestrians. We recommend striping back-in parking for all angled on-street stalls on 100 North 100 South, and 100 East, a total of 172 angled stalls. The total number of parking stalls would be reduced by a total of one or two stalls throughout the entire project area, as necessary to make the shift around driveways and approaches. Below is an image showing the north side of 100 north, east of Main Street, with a new bike lane and back-in parking striping.

Back-in angled parking increases visibility between cyclists and drivers. When drivers back into a space, it is easy for approaching cyclists to see their slow-moving vehicle. As they get ready to exit a parking stall, they are looking directly at the bike lane and can easily see if a cyclist is approaching. Additionally, as people exit a parked vehicle most car doors naturally point them to the sidewalk instead of the street.

3.2 Streetscape

Providing site users with a pedestrian-scale environment that is inviting and safe is critical to ensuring adequate resident use of the downtown core. The Moab downtown is currently a mixture of architectural styles, spaces and levels of service that may be hindering resident’s and tourist’s experience if not corrected. It is recommended that the City of Moab undertake the following tasks to provide qualitative and quantitative improvements within the streetscape realm to encourage increased utilization by residents while balancing the needs of visitors.

ABOVEGROUND INFRASTRUCTURE

Currently the infrastructure conditions within the project area are in various levels of conditions, creating an atmosphere that is indistinct and lacking cohesive community character. Making minor changes to provide a more cohesive surface infrastructure would promote a common theme throughout the downtown. Recommendations include:

Sidewalk Replacement Program

It is recommended that the City undertake a comprehensive sidewalk replacement program. A strong sense of character or community will be created by unifying sidewalk widths, surfaces, colors and textures. Prior to initiation of this program, the municipality should adopt a formal plan for streetscapes to ensure that all enhancements will meet or exceed the community’s needs and limit potential redundant construction costs. Implementation of this program should be undertaken in phases, typically block by block, to reduce upfront construction costs while providing cost savings for complete projects. Sidewalk replacements should be completed to integrate similar characteristics among all blocks (figures 68 and 69), specifically:

• Colored/stamped concrete bands or inlaid sections
• Brick or paver surface integration
• Additional landscape and/or vegetation integration

Utilizing similar themes across multiple blocks will provide pedestrians with an improved corridor by delineating safe pedestrian and alternative transportation spaces as well as increasing resident interaction with local stores and businesses. If possible, it is recommended that sidewalk replacements be completed in conjunction with additional streetscape enhancements to ensure that improvement costs will not need to be duplicated. This comprehensive approach to enhancement construction will provide the greatest return on investment and limit redundant construction costs.
Curb & Gutter Replacement Program

While many of the curbs and gutters within the project area are in acceptable to good condition, it is recommended to complete spot repair and replacement of these curbs and gutters where necessary. Improvements to this system will reduce pooling and ponding at curbs for more efficient stormwater management and an improved pedestrian experience. To ensure that adequate stormwater flow is maintained, it is recommended to install integral curb and gutter with a minimum of a 20 year usable life. Replacement should be undertaken systematically, block by block, to ensure that costs are spread over multiple years.

Installation of Curb Bulb-Outs at Critical Intersections

Ensuring pedestrian safety along all corridors within the project should be the primary objective for the City of Moab. Making people feel safe and welcome to cross the streets will increase sales and drive economic initiatives within the city. To meet the goal of improved pedestrian safety, curb bulb-outs are recommended to reduce the traverse distance for pedestrians crossing the roadway surfaces. As previously discussed, bulb-outs should be constructed at the most critical locations within the downtown corridors (outlined in this section and in figure 61). It is recommended that curb bulb-outs be constructed in a manner that will maximize pedestrian safety and allow for adequate turning movements, with no impact on vehicular travel.

As shown in figure 70 and 71, curb bulb-outs should be constructed to create additional pedestrian spaces and reclaim some real estate along the roadway. Vital to creating pedestrian refuge spaces within bulb-outs is the utilization of vertical barriers (seat walls, landscaping, etc.), to provide pedestrians with a physical barrier between vehicles and pedestrian circulation. Bulb-outs are typically constructed up to seven feet past the existing curb face, but always stay within the existing parking configuration (parallel or angled). Most municipalities require bulb-out designs to meet international fire code, at a minimum, ensuring that larger vehicles can safely travel the corridor and reducing pedestrian conflicts. The outside, or face of curb, radius typically starts at 26 feet measured from tangent. When possible, blended transition ADA ramps should be avoided, and individual or dedicated ADA ramps should be created to ensure that a full-height curb is restored between potential pedestrian/vehicular conflict points. Installation of curb bulb-outs typically affect crosswalk locations as they are often lined up with the curb face creating a seamless transition with limited deviation from pedestrian walking paths. With installation of bulb-outs, crosswalks can be moved further toward the center of each block, creating an opportunity to provide perpendicular crosswalks that increase pedestrian safety and visibility for vehicles and pedestrians. Figures 71 and 72 show a sample curb bulb-out that incorporates all the above described enhancements to improve pedestrian safety.
SITE AMENITIES

A recurring theme of the public input process was respondents who were vocal about the location of site amenities, specifically about integration into the sidewalk realm (figure 73). Meeting this goal for the city's residents would encourage additional usage of this public space and potentially further use of underutilized downtown businesses. We recommend installing site amenities on the sidewalk and within close proximity of structures or high-use sites.

Site amenities are currently not uniformly placed within the downtown core area, creating undue hardship for site users looking to utilize benches, trash receptacles or bike racks. To help encourage adequate utilization of these features we recommend that amenities be spaced at adequate intervals, below:

- **Trash & Recycling Receptacles**
  - Spacing should be no more than 75 linear feet apart. Receptacles should be placed within the bulb-out or vegetative spaces, as well as in decorative concrete or brick bands to hide their visual intrusions, yet remain close enough for ease of use. Receptacles should be custom fabricated and purchased from a reputable manufacturer. Specific receptacles should be designed to meet needs within the corridor, providing the ability for a minimum of six bicycles to be locked up at any time. Bicycle racks should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life (figure 74).

  - Bicycle racks should be installed no more than 150 linear feet apart. Locations for bicycle racks can be altered to meet needs within the corridor but should be integrated into all curb bulb-outs, as this reclaimed space will not interfere with pedestrian circulation. When not placed in a curb bulb-out, it is important that benches be placed within the decorative brick band or strip of land between parallel parking and high-use pedestrian circulation areas. This location will increase usage while not hindering flow. Benches should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life. A sample bench is illustrated in figure 75.

- **Bench Rows**
  - Benches should be placed within the downtown corridor at intervals of 100 to 125 linear feet. Locations for benches can be altered to meet needs within the corridor but should be integrated into all curb bulb-outs, as this reclaimed space will not interfere with pedestrian circulation. When not placed in a curb bulb-out, it is important that benches be placed within the decorative brick band or strip of land between parallel parking and high-use pedestrian circulation areas. This location will increase usage while not hindering flow. Benches should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life. A sample bench is illustrated in figure 75.

- **Bike Racks**
  - The public was very vocal about their desired location of bike racks, specifically to be placed on the sidewalk. Since Moab is a bicycle-friendly community and residents utilize this transportation method frequently, integration of these amenities into downtown would provide an incredible benefit. Bicycle racks should be installed no more than 150 linear feet apart and, where possible, integrated into curb bulb-outs. Racks should provide the ability for a minimum of six bicycles to be locked up at any time. Bicycle racks should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life.

**SITE LIGHTING**

While much of the Main Street corridor has matching, attractive and functional site lighting, the remainder of the downtown plan area does not. It is recommended that alternations be made to the site lighting within the Main Street corridor and along the side and cross streets to provide a cohesive feel and look for the downtown project area. Recommendations are as follows:

- **Removal of Outdated Lighting**
  - On the side and back streets, it is recommended that site lighting be removed and replaced with more appropriate pedestrian-scale lighting fixtures of a similar style and character to the Main Street corridor. It is also recommended that each corridor display a specific and unique identifier on their light poles such as the Main Street corridor (Figures 76 and 77). All installed lighting is should comply with International Dark-Sky Association (IDA) lighting parameters to ensure the natural beauty of Moab can be retained while providing increased pedestrian safety in the streetscape realm. More about the IDA's lighting parameters available here: www.darksky.org/our-work/lighting.

  - Removal of Outdated Lighting
  - On the side and back streets, it is recommended that site lighting be removed and replaced with more appropriate pedestrian-scale lighting fixtures of a similar style and character to the Main Street corridor. It is also recommended that each corridor display a specific and unique identifier on their light poles such as the Main Street corridor (Figures 76 and 77). All installed lighting is should comply with International Dark-Sky Association (IDA) lighting parameters to ensure the natural beauty of Moab can be retained while providing increased pedestrian safety in the streetscape realm. More about the IDA's lighting parameters available here: www.darksky.org/our-work/lighting.

- **Installation of Additional Lighting**
  - Where photometrics show a lack of lighting overlap, it is recommended to install additional lighting to ensure that all corridors are 100% lit with little to no dark spots. Ensuring uniformity in lighting distribution will provide pedestrians with a well-lit corridor for utilization during all hours of the day. In addition, the improved lighting will help reduce pedestrian/vehicular conflicts in all corridors. Light fixtures should be spaced 60 to 85 linear feet apart. All installed lighting is recommended to comply with IDA dark sky lighting parameters.

**Where should site amenities be located?**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>On the sidewalk</td>
<td>80%</td>
</tr>
<tr>
<td>Off the sidewalk</td>
<td>20%</td>
</tr>
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</table>

**Fig 73: Results of the second community survey question on Site Amenities**

**Fig 74: Branded waste and recycling in Bryant Park, N.Y. Source: Bryant Park Corp.**
PROTOTYPE BLOCK

The City of Moab currently has numerous ongoing or upcoming projects, that will either directly or indirectly affect the downtown corridor. To ensure that the community vision is met in both the short- and long-term futures, we have designed a conceptual streetscape enhancement program that will eliminate redundant costs as the needs for the downtown corridor change. Outlined below are details for the designed prototypical block:

Street Enhancements

Providing enhancements within the downtown core is vital to improve the pedestrian atmosphere and safety. In support of this, the below recommendations should be implemented within the next two to five years.

- Installation of curb bulb-outs
- Reclaim two feet of sidewalk from the West side parking lane
- Installation of a center median from 100 South to 100 North, eliminating left-hand turns
- Installation of additional vegetation along the streetscape corridor
- Installation of additional lighting as necessary
- Retrofit all lighting to IDA dark sky approved LED fixtures

Outlined below are individual design schematics for proposed streetscape enhancements. They are outlined as follows:

- Streetscape Enhancements - Rendering (figure 79)
- Streetscape Enhancements - Plan View (figure 80)
- Streetscape Enhancements - Cross Section (figure 81)
Fig 80: Proposed Enhancements - Plan View

Plan and cross sections not to scale

Fig 81: Proposed Enhancements - Cross Section

Plan and cross sections not to scale
This chart illustrates the prioritized projects from the transportation recommendations section. Items listed in this chart are also included in the overall recommendations section provided in the appendix.

### Table 4: Prioritized Transportation Recommendations

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Location</th>
<th>Limits (Begin)</th>
<th>Limits (End)</th>
<th>Project</th>
<th>Length (feet)</th>
<th>Project Cost (in 2018 dollars)</th>
<th>Potential Funding Sources</th>
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<td>1</td>
<td>Transportation</td>
<td>Traffic</td>
<td>Main Street</td>
<td>100 North</td>
<td>100 South</td>
<td>Raised Median</td>
<td>930</td>
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<td>US-191</td>
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<td>Pedestrian</td>
<td>Main Street</td>
<td>400 North</td>
<td>200 South</td>
<td>Widen Sidewalk on West Side by 2'</td>
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<td>4</td>
<td>Transportation</td>
<td>Pedestrian</td>
<td>Main Street</td>
<td>200 North</td>
<td>100 South</td>
<td>Add Curb Bulb-outs</td>
<td>EA</td>
<td>$50,000 - $200,000</td>
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<td>Transportation</td>
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<td>100 West</td>
<td>400 North</td>
<td>100 South</td>
<td>Cycle Track</td>
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<td>Bike</td>
<td>100 South</td>
<td>100 West</td>
<td>100 East</td>
<td>Bike Lanes</td>
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<td>Bike Lanes</td>
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<td>Transportation</td>
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<td>200 North</td>
<td>Millcreek Trail</td>
<td>Bike Lanes</td>
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<td>100 East</td>
<td>Back-in parking</td>
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<td>$5,000</td>
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<td>100 North</td>
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<td>12</td>
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<td>Parking</td>
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<td>100 North</td>
<td>100 South</td>
<td>Back-in parking</td>
<td>1,020</td>
<td>$4,000</td>
</tr>
</tbody>
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**Fig 82: Map of recommended Prioritized Transportation Improvements**

**City of Moab, Utah**
3.3 Built Environment & Architectural Elements

While the Moab downtown core has buildings that are unique to Moab and remarkably intact. Outlined in this section the team is proposing several prioritized recommendations to help the city and its residents continue their economic growth, while a creating a more diverse economic corridor for residents to enjoy.

**Façades**

Façades within the downtown core are relatively intact, providing a sense of continuity for people. Recommendations for improving these façades are as follows:

**Work with local property owners to help identify and preserve significant properties**

Ensuring that property and business owners know the history of their buildings and how each fits into the overall historical context of the community is the first step for a successful façade renovation. While completing this step, the community should work with local historians and historical societies to create a detailed analysis of the downtown core buildings. Often, these analysis provide intrinsic value to buildings and help property owners better understand the original architectural character of their buildings.

**Host workshops for period-accurate and sustainable façade renovations**

To ensure that façade renovation is completed to enhance the historic character of Main Street while being sensitive to best management practices for sustainability, we recommend retaining a historical consultant to facilitate a two-day course on current façade renovation styles and techniques that personify the local character. During this course, the consultant should provide:

- Analysis and historical review techniques
- A demonstration of period-specific construction techniques
- Discussion of how to integrate necessary code upgrades and improvements into a historic structure
  - Understanding the overall process for façade renovations
  - Integrating sustainability and best management practices within buildings
- Tips and tricks for contractor and/or architect selection
- Discussion of appropriate architectural elements for buildings within the downtown core

**Create a Set of Façade Guidelines for the Downtown Core**

As a result of this meeting, property and business owners will be provided with a "bag of tricks" to help implement successful façade renovations that meet individual property goals while providing more continuity to the overall community character. Figure 84 represents educational materials utilized during workshops, help attendees understand the terminology and importance.

While the team provided a brief review of façade elements and architectural standards as part of the downtown plan, additional input is required to fully understand and implement the public vision. During the community input process, residents were very vocal about ensuring that the community was not a homogeneous atmosphere of a specific architectural style. The detailed façade guidelines would allow the City of Moab to create a stronger sense of community through unification of façade characteristics while allowing individual properties to achieve unique characteristics that are desired. Sample renderings from similar façade guidelines are provided as figure 86 and 87.

**Incentivize period accurate façade renovations to preserve character**

Incentivizing property owners to complete the work is just as important as educating them about it. We recommended creating a façade program for local business and property owners. While details of the proposed program are not specifically provided as part of this document, it is recommended to create a community-based program that will provide:

- A 50/50 match for façade improvements, up to $5,000 per property (for legally addressed properties)
- Up to ten (or as the market demands) façade renovations per year to incentivize use of façade renovation program
- A competitive application process for grant assistance
- Project and funding program parameters to ensure that renovations funds are adequately spent

Over a period of five to seven years, the City of Moab will be able to facilitate transformational changes within the corridor through façade improvements. Façade renovations within the downtown core area are the most economical and impactful improvements for a downtown revitalization, often spurring further economic impact. Minor changes
such as paint, windows, doors, signage and awnings can transform the atmosphere and character of the corridor. Façade programs completed within similar communities have spurred additional economic development and increased civic pride, providing an economic return to the city through increases in property taxes and sales taxes.

**INFILL**

Within the downtown corridor, spaces have been developed and built at varying setbacks, creating unnecessary dead or underutilized spaces. Planning and programming these spaces to ensure that similar development patterns will not be repeated is of vital importance. Outlined below are several recommendations to support the overall goal of improved space utilization within the downtown core:

**Creation of an Overlay District**

The proposed overlay district would encompass the downtown core area, specifically incorporating the areas as outlined in figure 88. Proposed boundaries would be as follows:

- 200 South (southern limit)
- 400 North (northern limit)
- 100 East (eastern limit)
- 100 West (western limit)

This district would function as an additional zoning district for enforcement of various architecture styles, infill development standards and façade standards. The proposed district is vital for meeting community goals and retaining Moab’s unique community character. While adoption of the overlay district would require formal council approval as an adaptation to current municipal zoning, it would allow for increased flexibility as necessary to spur development within the downtown core. Prior to overlay district creation, a community input and comment period should be completed to verify the finalized boundaries of the district. Creation of the overlay district should be completed prior to façade renovations or increased restrictions on development and land-use.

**Adaptation of Traditional Zoning to Form-Based Code**

Within the previously outlined overlay district, our team recommends implementation of form-based code in place of the traditional zoning currently utilized. By implementing form-based code within the district, the city can better regulate land development, including:

- Building height and setbacks
- Parking requirements
- Façade requirements
- Building/land use
- Mixed-use developments
- Building frontage directions
- Architectural configurations

With the ability to better implement these elements within the proposed overlay district (figure 88), or form-based code area, the City of Moab will be able to ensure that the downtown core character is retained, and appropriate development standards will be met. By implementing form-based code, the community will also be able to spur additional economic development within the currently underutilized properties and vacant spaces. More efficient use of readily available spaces downtown will increase density of retail and commercial opportunities for community residents and visitors.
Form-based code adaptation is a lengthy and often sensitive topic for communities within rural America. While it is a new trend in zoning regulation its principles are based on historical uses of small form factor downtowns and civic spaces. It is recommended that the City of Moab secure a consultant to guide the community through this process, ensuring that the public is adequately incorporated into the process and that all necessary milestones and objectives are met to exceed the community vision for the downtown corridor.

Completion of Developer Due Diligence Reports

It is recommended that the City of Moab complete several developer due diligence reports for key underutilized properties within the downtown core. These reports would focus on providing necessary planning exercises for significant properties or parcels, ensuring that site use is congruent with community needs/desires and contributes to the overall contextual character of the community.

A due diligence report would be prepared by city staff or a consultant, completing work as typically undertaken during the first 30-90 days of a commercial acquisition or build-out process. The goal of this work is to identify the necessary and desired development for the parcel and prepare a brief (two-sided) report outlining important information for a developer to utilize in their “go, no-go” decision. Elements typically included in a developer due diligence report are as follows:

- Average daily traffic count
- Current zoning designation
- Analysis of current structures (if applicable)
- Parking requirements
- Location quotient, outlining regionally deficient services to market
- Sample development and site plan
- Per capita income (1/4 mile, 1/2 mile, 1-mile radius)
- Household income (1/4 mile, 1/2 mile, 1-mile radius)
- Average rental rates (commercial, retail, residential)

By completing these reports, the city will be able to better prepare strategic sites for development and market them to active developers within the region, all while ensuring future development meets the needs of Moab City and its residents. After completion, these reports should be made available to the public and marketed to regional or national developers.

We recommend that the City of Moab complete a minimum of three of these reports to help start redevelopment within the downtown core. Sites selected in the first round should be for mixed use and residential projects (figure 93). This prioritization would allow for creation of much-needed affordable and multi-family housing.

Creation of a Downtown Development Authority

Ensuring that future enhancements for the downtown core have a secured funding mechanism will make the difference between desired and implemented projects. To facilitate this vital funding mechanism, the team recommends that the City of Moab create a downtown development authority (DDA) or redevelopment authority (RDA), that serves as a community or resident-based board to guide future downtown enhancements. The DDA is typically funded in majority by tax increment investments (real estate or sales) and allows funding to be spent on the following programs:

- Façade programs
- Streetscape projects
- Economic development projects
- Key parcel acquisition and development

DDA funding captured within the area boundaries would be required to be utilized within the same district boundaries, providing a direct benefit to businesses and buildings. The DDA board would primarily be focused on the area outlined in the overlay districts map (see figure 88), creating a pool of monies for allocation within the approved DDA district.

While creation of a DDA is fairly simple, it is a time-consuming process that will require coordination and approval from multiple taxing bodies. Therefore, this should be completed immediately upon approval of the overlay district.

While tax increment investments provide funding for the DDA, it may take several years for the authority to amass enough funding to become self-sufficient and/or provide significant impact to the community. During the interim time, the City of Moab or other regional authorities may need to support the DDA board with service and funds.
MAINTENANCE & CODE ENFORCEMENT

Ensuring that fewer properties are vacant or underutilized will prevent a negative impact on the overall downtown and community fabric. While many properties within the downtown core meet current building standards, several parcels have been neglected or have not completed routine maintenance customary to property ownership. In order to alleviate this issue, we recommend:

Adoption of Vacant Property Legislation

Vacant or underutilized properties (see figures 90 and 91) can become a blight on a downtown core, affecting the community character and interrupting the architectural integrity. Vacant property legislation can help ensure that all properties within the downtown core area are actively being utilized and occupied by tenants who will contribute to the overall group of services necessary to support a strong residential community. Key elements of the vacant property legislation process include:

• An extensive community input campaign
• Code adaptation
• Amended code enforcement
• A fee/citation schedule for infractions
• Timelines or milestone charts for implementation
• A solutions toolbox for working with challenging property owners

By implementing vacant property legislation, the community will be able to:

• Increase property values
• Increase private investment
• Increase civic pride
• Increase foot traffic
• Reduce blight
• Reduce crime opportunities

Vacant property legislation is critical to ensure the City of Moab is able to preserve its small-town atmosphere and improve the city’s overall quality of life for the residential base. While this legislation is sometimes controversial, it always has a positive impact on the community. This recommendation will need to be adopted by the City Council and should initially be constrained to the overlay district, gauging feedback and effectiveness before implementation city-wide.

HOUSING

Housing, specifically affordable housing, is currently a topic of great interest to residents in Moab as well as across the nation. The City of Moab is land locked on three sides, limiting areas for development. Despite this limitation it has not slowed or hindered recent development in a sprawl pattern. This style of development is providing additional housing opportunities outside of the downtown and traditional residential neighborhoods. In an effort to alleviate this, we recommend the following:

Incentivizing Mixed-Use Infill Within Unused Upper Floors

Within the downtown core area many buildings currently have underutilized spaces on upper floors. We recommended incentivizing developers and property owners to renovate or develop these spaces to meet current need for housing by:

• Providing flexibility in development regulations or codes for upper floor facilities
• Removing parking requirements for residential units within the downtown core
• Providing financial incentives to property owners/developers who offer a majority of units as affordable housing
• Streamlining the permitting and review process for upper floor renovations
• Creating an affordable housing directory hosted on Moab’s domain with marketing services for potential landlords

All of the above recommendations will greatly increase the frequency of upper floor development. To help facilitate these tasks, the team recommends that the City of Moab should create a single point of contact (SPOC) for all housing or mixed-use development projects within the community. This individual will be responsible for ensuring that all projects meet milestones, attain permits and exceed the community’s needs and desires. A position should be created for this individual in the City’s community development or planning department. By working within these departments, this employee will be uniquely situated to fill the role and facilitate the need of developers.

While these recommendations are designed to help spur potential building renovations or redevelopment of the upper floor’s spaces, many property owners or developers may still be hesitant to complete the work. In order to provide additional support, we recommend completing the following case study or ample project tasks to illustrate the economic viability of upper floor development:

• Create a detailed, pro-forma example for discussing cost-to-benefit analysis with property owners/developers
• Create a qualified contractors list
• Complete a study of potential construction costs (based on square foot)

With these tools, the City of Moab will be able to work with its constituents and property owners to ensure that upper floor spaces are fully utilized.
**Incentivize Multi-Family Housing Projects**

Young professionals and empty-nesters are no longer the only ones who choose to live in a downtown setting. Many young families are forgoing the typical suburban model and remaining downtown to raise their families, trading larger houses and living spaces for the cultural and social amenities that downtowns provide. In order to support this growing trend, the team recommends incentivizing development, or redevelopment, of vacant parcels along the periphery of the Main Street corridor to multi-family dwellings. These facilities, ranging in size from two bedroom to four bedroom and from 800 to 1,500 square feet, should be centrally located within currently underutilized parcels or otherwise unusable retail and commercial spaces. Sample locations are provided in figure 93. In addition to filling underutilized utilizing spaces the City should look into formalizing alleyways or the rear of other property lots that are currently unused due to lack of access or road frontage. These locations are perfect for urban core family residences, allowing a separation of private and public space while providing outstanding access to the downtown amenities. Developer due diligence reports should be completed for up to three properties that may be suitable for development of multi-family housing.

It is recommended that the City of Moab, through a Downtown Development Authority or Redevelopment Authority, purchase key properties that would make beneficial multi-family developments. Outlined below on figure 93 is a map outlining several potential locations for multifamily development if or when parcels come up for sale.

**Prioritized Built Environment & Architectural Elements Projects**

The chart below shows prioritized projects for the architectural recommendations section. Items shown are also included in the overall recommendations section provided in the appendix.

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Location</th>
<th>Limits (Begin)</th>
<th>Limits (End)</th>
<th>Project</th>
<th>Length (feet)</th>
<th>Project Cost (in 2018 dollars)</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Built Environ.</td>
<td>Façades</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$25,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>14</td>
<td>Built Environ.</td>
<td>Façades</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$50,000 (annual)</td>
<td>City of Moab, CDBG, HUD</td>
</tr>
<tr>
<td>15</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>Downtown Core</td>
<td>Outlined in Plan</td>
<td>Overlay District Creation</td>
<td>N/A</td>
<td>$45,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>16</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>Form-Based Code Adaptation</td>
<td>N/A</td>
<td>$90,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>17</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>N/A</td>
<td>Downtown Core</td>
<td>Developer Due Diligence Report (3)</td>
<td>N/A</td>
<td>$15,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>18</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>Creation of DDA</td>
<td>N/A</td>
<td>$25,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>19</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>Start-up of DDA</td>
<td>N/A</td>
<td>$25,000/year for first three years</td>
<td>City of Moab, Local Merchants</td>
</tr>
<tr>
<td>20</td>
<td>Built Environ.</td>
<td>Maintenance</td>
<td>City Wide</td>
<td>City Wide</td>
<td>Vacant Property Legislation</td>
<td>N/A</td>
<td>$18,500</td>
<td>City of Moab</td>
</tr>
</tbody>
</table>

Table 5: Prioritized Built Environment & Architectural Elements Recommendations

**Proposed Multi-Family Residential Development**

![Fig 93: Map of Proposed Multi-Family Residential Development Locations](image-url)
3.4 Land Use

INFILL

In recent years, the Moab downtown core has adapted to meet the needs of the tourism-based economy, causing residential amenities to become relocated to peripheral locations and corridors. While the Main Street corridor is still primarily built out and dedicated to the tourism industry, several currently vacant parcels as well as side streets can be used to provide infill development opportunities. It is our recommendation that infill development, including parcel turn-over, require a minimum percentage of available space be dedicated to residential amenities. To achieve this, we recommend a comprehensive assessment of all vacant and underutilized properties or spaces within the downtown project area, specifically:

- Underutilized buildings and parcels
- Odd spaces due to building placement
- Alley access properties

Through exploration of these properties, the City of Moab will be able to determine the correct percentage of space necessary to provide for additional residential amenities along side and cross streets as well as along the Main Street corridor. Our recommendation also notes that development in these areas should be strictly monitored to ensure that proposed uses are congruent with current community priorities, such as affordable housing, local resident shopping opportunities and additional public/park spaces.

DENSITY

Downtown Moab currently has an automotive centric, low to medium density land-use pattern. In order to improve the walkability of the downtown corridor while providing necessary amenities to retain residents, we recommend that future development provide additional density within the downtown core project area. Density should be examined for existing and proposed structures, increasing density through diversification of typical land uses. Diversification can be achieved, with minimal impact on current land uses, by exploring options for adapting second and third floor spaces for professional, office and consulting services.

By increasing density within the downtown core, the community will be provided with the benefits of a more vibrant and attractive downtown core, assisting in creation of downtown as the "hub" of Moab. A community that has increased services offered within the core experiences additional foot traffic in the immediately surrounding public spaces. In addition, the community will be provided with a more sustainable downtown due to the varied nature of services provided across multiple floors.

TYPES OF DEVELOPMENT

While the downtown core is primarily retail or hospitality (restaurants, hotels, etc.) this style of land use will not adequately supply the necessity amenities for residents or allow the City of Moab to retain its small-town character. In order to help alleviate this, our team recommends diversification of land use types within the Main Street corridor, to create integrated corridors that provide purchasing opportunities for residents and visitors alike. In the short-term, this can be achieved through increased utilization of upper floors as well as infill development of the vacant spaces along Main Street. In the medium to long-term future, properties can be diversified through active developer engagement and incentivization when downtown properties become available. This recommendation would require the City to become more proactive about property development, potentially working with local developers to outline the community needs and desires and provide necessary incentives to attract such development. Early engagement can be achieved through creation of a "qualified developers list". Such a list would furnish details about backgrounds of pre-selected developers and their desires to work within the City of Moab. This list is typically broken down by land use, i.e., residential, commercial, retail, hospitality, office, professional, etc.

For properties outside of the Main Street corridor, it is recommended to work closely with a newly created DDA to determine and complete necessary infrastructure upgrades. Providing ample spaces within the downtown core, yet outside of Main Street, will give residents additional space for retail, commercial, and professional use. It is also recommended that infill development be completed within the alley access and/or rear properties along Main Street, allowing for double frontage properties to increase value while diversifying land use types.

Identifying the exact types of retail or commercial opportunities necessary to draw residents to the downtown corridor was a challenging process because residents have a long list of desires. On the next page is a brief list of the recommended services or retail classifications to meet many community residents’ needs and desires, including specific examples for each classification. Photographic examples are shown to the right and on the next page. Opportunities are outlined in order of importance. Specific classifications are based upon market research using the ESRI Living Atlas and Business Analyst database and the detailed existing conditions analysis.
**Commercial uses:** These should occupy upper-floor or non-retail-specific locations rather than first-floor spaces.

- Professional Offices – lawyers, CPAs, Marketing and communications firms
- Design Professionals - Architects, Engineers, Planners
- Goods/Necessities stores – Convenience stores, drug stores, small grocery stores

**Retail Uses:** The following site uses are recommended for the first floor of the downtown corridor, or secondary streets, promoting adequate visibility for business success.

- Natural foods store
- Mid-grade dining ($15 - $25 per person)
- Average 1-1.5-hour attendance at restaurant
- Used book store
- Technology store (Computers, IT services)

**Civic Uses:** Current “dead space” created by varied building setbacks should be utilized for this space. Construction and maintenance of these spaces should be undertaken by the City of Moab as a primary objective.

- Mid-sized plaza
- Bike/scooter share hub
- Community fair/farmer’s market space (not on road)

All of the above outlined categories are listed for preliminary purposes only and will need further review and research prior to construction or implementation.

**FUTURE LAND USE DESIGNATIONS**

In order to meet the goal of facilitating business expansion through land use, we recommend that the City of Moab utilize the below land use designations listed in figure 101, within the Main Street corridor. The proposed land use designations legend also corresponds to the land use-map (figure 101):

**Commercial:** This land use designation is classified under a “suburban commercial corridor” level of density with a FAR of no greater than 0.5. Commercial includes, but is not limited to, retail, hospitality, dining and professional uses. It should be noted that areas designated as commercial may have additional floors other than a ground floor. These floors be reviewed individually to determine the highest and best use for each space.

**Town Houses or Duplexes:** This land use assumes a medium-density residential setting, roughly 10-12 units per acre and a FAR of 0.5. Ideally, these land uses will be provided within infill areas or oddly shaped plots that are not well situated for other uses.

**Apartments or Other High-Density Residential:** High density residential has a proposed density of 15-18 units per acre and /or a FAR of 0.6. These areas should be high visibility with adequate access to handle the potentially high flow of traffic.

**Mixed Use (Commercial/Professional/Residential):** The mixed-use land use designation is like a commercial or retail environment, offering an average of eight units per acre or a FAR of 0.6 to 0.7. This use is commonly termed “flex space”, allowing for the highest and best use to be achieved for each individual plot.

**Municipal:** This land use designates city-owned property serving a municipal purpose (e.g. courthouse, etc.).

**Parks & Open Space:** Parks and open space designates recreational areas.

Figure 101 identifies land use designations for general areas within the two areas. Often a more detailed land use map is utilized for future designation, but since form-based code implementation within the overlay zone is recommended, a more detailed map would have a limited purpose. By utilizing form-based code, the City of Moab will be able to better control development, and sub sequentially business type, by controlling building form. This style of development and land use trend will allow the City to retain its “place” characteristics, while diversifying land use types. The following maps outline a potential goal for each of the areas, while allowing the flexibility to implement form-based code.
3.5 Creation of Civic Spaces

The residents were vocal in their desire for an increased amount of community or civic spaces within the downtown core. Downtown Moab is currently approaching being “built out”, reducing the amount of spaces available for future utilization of civic purposes, making it more important that the municipality take the initiative to preserve what space is remaining. Upon review of the public comments and review of available or underutilized spaces a short list of civic space locations has been prepared. They are outlined in orange on the map (figures 102 and 103).

The proposed civic spaces outlined on the map are proposed to be utilized for the following purposes:

- Plaza
- Farmers Markets
- Festival/Event spaces

Through creation of these spaces the community will be better served with additional gathering and congregating spaces, encouraging increased integration and civic pride.

Within the downtown core of Moab, the creation of multi-use spaces will be of critical importance. Therefore, it is recommended that the City of Moab implement these spaces to allow for creation of necessary civic gathering areas within the downtown, while maintaining the current traffic and pedestrian levels of service desired. Truly successful multi-use spaces incorporate many of the elements from the sidewalk or pedestrian realm into the street, including:

- Reducing the grade difference between sidewalk and road surfaces
- Increasing vegetation throughout area
- Reducing roadway crossing distances
- Increasing density of lighting to provide adequate festival and/or pedestrian lighting

On the map below and to the right (figures 102 and 103) are two areas for multi-use civic spaces that will provide an increased pedestrian environment interaction. Examples of multi-use civic space are provided to the right.
Outlined in the below table are several catalyst projects that would help achieve the overall land-use goals for the downtown core area of Moab. The projects outlined in this table are also shown, for proximity location only, on the below map (Table 6). These projects are recommendations to meet the desired goal, yet detailed research and/or feasibility studies have not been completed to provide probable costs or site selection.

<table>
<thead>
<tr>
<th>Project</th>
<th>Location</th>
<th>Use</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Parking Garage</td>
<td>Municipally owned lot off of 100 West</td>
<td>Parking</td>
<td>Reduce need for parking on Main Street</td>
</tr>
<tr>
<td>Multi-Family Housing Development</td>
<td>Corner of 100 West and 100 South</td>
<td>Residential</td>
<td>Provide affordable housing opportunities with deed and/or income restrictions within the downtown core</td>
</tr>
<tr>
<td>Mixed Use Parcel Redevelopment</td>
<td>Northeast Corner of Main and 100 South</td>
<td>Mixed Use</td>
<td>Provide additional mixed use space, specifically professional and office up and hospitality down</td>
</tr>
<tr>
<td>Underutilized Property Redevelopment (2)</td>
<td>Main Street and Alley Street</td>
<td>Mixed Use</td>
<td>Additional professional/office space creation, Potentially co-working space</td>
</tr>
<tr>
<td>Creation of legal alley (road)</td>
<td>50 East between Center Street and 100 North</td>
<td>Roadway</td>
<td>Creation of a new alley road, offering infill development and additional store frontage</td>
</tr>
<tr>
<td>Creation of legal alley (road)</td>
<td>50 East between Center Street and 100 North</td>
<td>Roadway</td>
<td>Creation of a new alley road, offering infill development and additional store frontage</td>
</tr>
</tbody>
</table>

Table 6: Recommended Prioritized Land Use Catalyst Projects

Fig 109: Future Land Use Recommendations
**PRIORITIZED COMMUNITY PROJECTS**

The chart below shows the prioritized projects for the community character recommendations section. Items outlined in this chart are also included in the overall recommendations section provided in the appendix.

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Location</th>
<th>Limits</th>
<th>Project</th>
<th>Length (feet)</th>
<th>Project Cost (in 2018 dollars)</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>N/A</td>
<td>$22,500</td>
<td>City of Moab, Local Merchants, Chamber of Commerce, Grand County</td>
</tr>
<tr>
<td>27</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>N/A</td>
<td>$39,500</td>
<td>City of Moab, Chamber of Commerce</td>
</tr>
<tr>
<td>28</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
<td>Overlay District</td>
<td>N/A</td>
<td>$20,000</td>
<td>City of Moab, Local Merchants</td>
</tr>
</tbody>
</table>

Table 7: Prioritized Community Recommendations

**PRIORITIZED INFRASTRUCTURE PROJECTS**

The chart below shows the prioritized projects for the infrastructure recommendations section. Items outlined in this chart are also included in the overall recommendations section provided in the appendix.

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Location</th>
<th>Limits</th>
<th>Projects</th>
<th>Length (feet)</th>
<th>Project Cost (in 2018 dollars)</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Streetscape</td>
<td>Infrastructure</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>$100,000/Block</td>
<td>City of Moab, UDOT TAP</td>
</tr>
<tr>
<td>22</td>
<td>Streetscape</td>
<td>Infrastructure</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>$35,000/Block</td>
<td>City of Moab, UDOT TAP</td>
</tr>
<tr>
<td>23</td>
<td>Streetscape</td>
<td>Infrastructure</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>$800/Tree</td>
<td>City of Moab, UDOT TAP</td>
</tr>
<tr>
<td>24</td>
<td>Streetscape</td>
<td>Infrastructure</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,000/Item</td>
<td>City of Moab, UDOT TAP</td>
</tr>
<tr>
<td>25</td>
<td>Streetscape</td>
<td>Infrastructure</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,250/Pole</td>
<td>City of Moab (side street), UDOT (Main St)</td>
</tr>
</tbody>
</table>

Table 8: Recommended Prioritized Infrastructure Projects
3.6 Community Character

The character of a community is the heart and soul of what makes it a “place”. Currently, Moab has different styles within its downtown. Each style provides a distinct community character. While these individualized scenarios are suitable for residential neighborhoods, a downtown must have a cohesive feel and presence. To help the community achieve a unified character, we recommend the following:

Undertake a community based downtown branding campaign

A downtown corridor is a unique space within a municipality, specifically due to the eclectic mix of amenities provided in a walkable environment. In order to help people better understand where “downtown” is and to create a sense of place for the corridor, we are recommending a downtown branding campaign should be undertaken. This campaign would work with residents, business owners and stakeholders to better understand what exactly makes Moab feel like Moab. The following steps should be completed as part of such a campaign:

* Extensive community participation process
  - Charrettes
  - Open houses
  - Surveys/questionnaires
  - Attendance at community events (farmer’s markets, parades, etc.)
* Community brainstorming sessions
* Community-based logo and slogan campaigns
  - Allow residents and visitors alike to provide their renditions of the proposed logo/slogan
  - Work with local schools and universities for student support of designs
  - Public voting and review of draft logos and slogans
* Adoption of community branding alternatives
* Utilization of branding on various municipally owned amenities, such as:
  - Benches
  - Waste/recycle receptacles
  - Bike racks
  - Wayfinding signage and road/street signs

Ensuring that the community is heard is vital to the success of a community brand. To help achieve this, we recommend completing a community design process as part of the overall branding campaign. The design competition should be open to the public, including schools and universities, and allow anyone to provide a design for review. Once the community designs have been collected, they should be reviewed by a group of both municipal officials and residents, to determine the most desirable. The short list of branding solutions should then be provided to a design professional for polishing and finalization.

As a direct result of the branding campaign, the community would be provided with a unified vision for their downtown to implement and rally around. Our experience indicated this work is best completed by an unbiased outside consultant capable of balancing community needs and various levels of local government.

Become a Main Street Community

In addition to the placemaking and branding, we strongly recommended that the City of Moab work towards becoming an affiliate community of the Main Street America Organization and utilize their extremely successful four step approach to downtown revitalization. Their model (figure 112) would allow the downtown core to become a highly functioning and diverse area, able to be utilized by all individuals.

The four-step approach includes:

* Economic Vitality
* Design
* Organization
* Promotion

The above list is a small portion of the work to be completed, but are the typical steps completed prior to becoming an affiliate member of Main Street America. While many main street organizations are self-sufficient in terms of funding, the above outlined steps would most likely need to be sponsored by the City of Moab or other local groups, such as a chamber or authority, for several years to allow the organization to get off the ground. The City of Moab should enlist a consultant or organization familiar with the process to ensure that the program is prepared properly and has properly trained staff to fill each role. It is also recommended that this work be completed quickly upon adoption of the downtown plan document as it is a lengthy process.

More information about Main Street America® is available on their website: [www.mainstreet.org](http://www.mainstreet.org). This model would require some upfront work, but it is a worthwhile process to ensure the sustainability of downtown Moab. Typical first steps include:

* Creation of non-profit organization
* Creation and training of a Board made up of residents, business owners, etc.
  - Application creation
  - Organizational development
  - Capacity building
  - Strategic planning
  - Fundraising
* Downtown programming and marketing

The above list is a small portion of the work to be completed, but are the typical steps completed prior to becoming an affiliate member of Main Street America. While many main street organizations are self-sufficient in terms of funding, the above outlined steps would most likely need to be sponsored by the City of Moab or other local groups, such as a chamber or authority, for several years to allow the organization to get off the ground. The City of Moab should enlist a consultant or organization familiar with the process to ensure that the program is prepared properly and has properly trained staff to fill each role. It is also recommended that this work be completed quickly upon adoption of the downtown plan document as it is a lengthy process.
Chapter 4: Prioritized Recommendations
# 4.1 Moab Downtown Prioritized Projects List

While each section of the document contains a list of prioritized projects, this chart shows the compiled recommendations, anticipated costs of construction, implementation time frame and potential funding sources for implementation cost share. This chart is based on current information. Additional design/construction documentation may be necessary for more detailed cost estimating. This information is based on a conceptual level document and does not represent costs or figures based upon detailed design documentation.

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Location</th>
<th>Limits (Begin)</th>
<th>Limits (End)</th>
<th>Project</th>
<th>Length (feet)</th>
<th>Project Cost (in 2018 dollars)</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transportation</td>
<td>Traffic</td>
<td>Main Street</td>
<td></td>
<td>Raised Median</td>
<td>930</td>
<td>$1.1 M</td>
<td>UDOT TAP</td>
</tr>
<tr>
<td>2</td>
<td>Transportation</td>
<td>Traffic</td>
<td>US-191</td>
<td></td>
<td>Support bypass</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3</td>
<td>Transportation</td>
<td>Pedestrian</td>
<td>Main Street</td>
<td>400 North</td>
<td>Widen Sidewalk on West Side by 2’</td>
<td>3,228</td>
<td>$103,296</td>
<td>City of Moab</td>
</tr>
<tr>
<td>4</td>
<td>Transportation</td>
<td>Pedestrian</td>
<td>Main Street</td>
<td>200 North</td>
<td>Add Curb Bulb-outs</td>
<td>2,600</td>
<td>$100,000</td>
<td>UDOT TAP, Hot Spot Funding</td>
</tr>
<tr>
<td>5</td>
<td>Transportation</td>
<td>Bike</td>
<td>100 West</td>
<td></td>
<td>Cycle Track</td>
<td>930</td>
<td>$124,800</td>
<td>City of Moab, People for Bikes</td>
</tr>
<tr>
<td>6</td>
<td>Transportation</td>
<td>Bike</td>
<td>100 South</td>
<td></td>
<td>Bike Lanes</td>
<td>930</td>
<td>$22,320</td>
<td>City of Moab</td>
</tr>
<tr>
<td>7</td>
<td>Transportation</td>
<td>Bike</td>
<td>100 North</td>
<td>100 West</td>
<td>Bike Lanes</td>
<td>1,070</td>
<td>$47,280</td>
<td>City of Moab, People for Bikes</td>
</tr>
<tr>
<td>8</td>
<td>Transportation</td>
<td>Parking</td>
<td>City-Owned Parking Lot</td>
<td>200 North</td>
<td>Parking Garage</td>
<td>N/A</td>
<td>$76,600</td>
<td>UDOT, Hot Spot Funding</td>
</tr>
<tr>
<td>9</td>
<td>Transportation</td>
<td>Parking</td>
<td>100 North</td>
<td>100 West</td>
<td>Back-in parking</td>
<td>930</td>
<td>$6,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>10</td>
<td>Transportation</td>
<td>Parking</td>
<td>100 South</td>
<td></td>
<td>Back-in parking</td>
<td>930</td>
<td>$6,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>11</td>
<td>Transportation</td>
<td>Parking</td>
<td>100 East</td>
<td></td>
<td>Back-in parking</td>
<td>1,020</td>
<td>$4,000</td>
<td>City of Moab</td>
</tr>
<tr>
<td>12</td>
<td>Transportation</td>
<td>Parking</td>
<td>N/A</td>
<td>N/A</td>
<td>Comprehensive Façade Guidelines Preparation</td>
<td>N/A</td>
<td>$25,000</td>
<td>City of Moab, CDBG, HUD</td>
</tr>
<tr>
<td>13</td>
<td>Built Environ.</td>
<td>Façades</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>Façade Grant Program</td>
<td>N/A</td>
<td>$50,000 (annual)</td>
<td>City of Moab, CDBG, HUD</td>
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<tr>
<td>14</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>Overlay District Creation</td>
<td>N/A</td>
<td>$45,000</td>
<td>City of Moab</td>
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<tr>
<td>15</td>
<td>Built Environ.</td>
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<td>N/A</td>
<td>N/A</td>
<td>Form-based Code Adaptation</td>
<td>N/A</td>
<td>$90,000</td>
<td>City of Moab</td>
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<td>16</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>N/A</td>
<td>N/A</td>
<td>Developer Due Diligence Report (3)</td>
<td>N/A</td>
<td>$15,000</td>
<td>City of Moab</td>
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<tr>
<td>17</td>
<td>Built Environ.</td>
<td>Infill</td>
<td>N/A</td>
<td>N/A</td>
<td>Start-up of DDA</td>
<td>N/A</td>
<td>$25,000/year for three years</td>
<td>City of Moab, Local Merchants</td>
</tr>
<tr>
<td>18</td>
<td>Built Environ.</td>
<td>Maintenance</td>
<td>City Wide</td>
<td>N/A</td>
<td>Vacant Property Legislation</td>
<td>N/A</td>
<td>$18,500</td>
<td>City of Moab</td>
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<tr>
<td>19</td>
<td>Built Environ.</td>
<td>Streetscape</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>Sidewalk Replacement</td>
<td>N/A</td>
<td>$100,000/Block</td>
<td>City of Moab, UDOT TAP</td>
</tr>
<tr>
<td>20</td>
<td>Built Environ.</td>
<td>Streetscape</td>
<td>N/A</td>
<td>N/A</td>
<td>Curb/Gutter Replacement</td>
<td>N/A</td>
<td>$35,000/Block</td>
<td>City of Moab, UDOT TAP</td>
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<tr>
<td>21</td>
<td>Built Environ.</td>
<td>Streetscape</td>
<td>N/A</td>
<td>N/A</td>
<td>Vegetation Replacement/Install</td>
<td>N/A</td>
<td>$800/Tree</td>
<td>City of Moab, UDOT TAP</td>
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<td>22</td>
<td>Built Environ.</td>
<td>Streetscape</td>
<td>N/A</td>
<td>N/A</td>
<td>Site Amenity Installation</td>
<td>N/A</td>
<td>$1,000/Item</td>
<td>City of Moab, UDOT TAP</td>
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<tr>
<td>23</td>
<td>Built Environ.</td>
<td>Streetscape</td>
<td>N/A</td>
<td>N/A</td>
<td>Site Lighting Retrofit</td>
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<td>24</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
<td>N/A</td>
<td>Downtown Branding/Marketing</td>
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<td>City of Moab, Local Merchants, Chamber of Commerce, Grand County</td>
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<tr>
<td>25</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
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<td>Downtown Organization Set-up</td>
<td>N/A</td>
<td>$24,750</td>
<td>City of Moab, Chamber of Commerce</td>
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<tr>
<td>26</td>
<td>Community</td>
<td>Character</td>
<td>Downtown Core</td>
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<td>Start-up of Downtown Moab Organization</td>
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<td>$20,000</td>
<td>City of Moab, Local Merchants</td>
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</table>

Table 9: All Recommended Prioritized Projects for Downtown Moab
4.2 Roles & Responsibilities Matrix

As important as the prioritized projects is the matrix of roles and responsibilities which clearly outlines expectations and individuals or groups responsible for successful implementation of the recommendations. The table below outlines the parties or individuals whom responsible for each prioritized project. Roles and responsibilities listed here are outlined for working purposes only. Additional detailed review is necessary to determine exact parties and scope before implementation.

<table>
<thead>
<tr>
<th>Project</th>
<th>City of Moab</th>
<th>UDOT</th>
<th>DDA Board</th>
<th>County</th>
<th>Chamber &amp; Businesses</th>
<th>Foundations</th>
<th>Grants</th>
</tr>
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<tbody>
<tr>
<td>1. Raised Median</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>2. Support Bypass</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>3. Widen Sidewalk on West Side by 2'</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>4. Add Curb Bulb-outs</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>5. Cycle Track</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>6. Bike Lanes</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>7. Bike Lanes</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>8. Bike Lanes</td>
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<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>9. Parking Garage</td>
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<td>●</td>
<td></td>
<td>●</td>
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<td></td>
<td>●</td>
</tr>
<tr>
<td>10. Back-In Parking</td>
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<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>11. Back-In Parking</td>
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<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>12. Back-In Parking</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>13. Comprehensive Façade Guidelines Preparation</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>14. Façade Grant Program</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>15. Overlay District Creation</td>
<td></td>
<td>●</td>
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<tr>
<td>16. Form-Based Code Adaptation</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>17. Developer Due Diligence Report (3)</td>
<td></td>
<td>●</td>
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<td>●</td>
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<td></td>
<td>●</td>
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<tr>
<td>18. Creation of DDA</td>
<td></td>
<td>●</td>
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<td>●</td>
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<td></td>
<td>●</td>
</tr>
<tr>
<td>19. Start-up of DDA</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>20. Vacant Property Legislation</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>21. Sidewalk Replacement</td>
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<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>22. Curb/Gutter Replacement</td>
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<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>23. Vegetation Replacement/Install</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>24. Site Amenity Installation</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>25. Site Lighting Retrofit</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>26. Downtown Branding/Marketing</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>27. Downtown Organization Set-up</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>28. Start-up of Downtown Moab Organization</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>

Table 10: Roles and Responsibilities Matrix for each recommended prioritized project
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- Fig 21: A Cyclist crossing the intersection at 100 North
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- Fig 29: Downtown Parking Occupancy - Off-Peak Demand
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- Fig 32: Suitable sidewalk in good condition.
- Fig 33: Inconsistent paving materials, Moab.
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- Fig 99: Used Book Store Adaptive Re-use
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- Table 6: Recommended Prioritized Land Use Catalyst Projects
- Table 7: Prioritized Community Recommendations
- Table 8: Recommended Prioritized Infrastructure Projects
- Table 9: All Recommended Prioritized Projects for Downtown Moab
- Table 10: Roles and Responsibilities Matrix for each recommended prioritized project
APPENDIX

• Appendix A: First Survey Results, March 2018

• Appendix B: Community Input Results, Open House #1, April 2018

• Appendix C: Second Survey Results, April 2018

• Appendix D: Community Input Results, Open House #2, May 2018

• Appendix E: ESRI Business Analyst Data

• Appendix F: Additional Community Snapshot Data
Moab Downtown Plan
A community vision for downtown Moab
APPENDIX

- **Appendix A:**
  First Survey Results, March 2018

- **Appendix B:**
  Community Input Results, Open House #1, April 2018

- **Appendix C:**
  Second Survey Results, April 2018

- **Appendix D:**
  Community Input Results, Open House #2, May 2018
Appendix A
First Public Survey Responses

Moab Downtown Plan
Survey Results

There were a total 426 survey responses.

How Long have you lived in Moab?

- 20 years or more: 40.00%
- 10-20 years: 35.00%
- 5-9 years: 10.00%
- 2-4 years: 15.00%
- Less than 2 years: 0.00%
- I don’t live in Moab: 5.00%

What most needs to be addressed in Downtown Moab?

- Roads: 30.00%
- Building facades: 25.00%
- Parking: 20.00%
- Pedestrian safety: 15.00%
- Other (please specify): 10.00%

Traffic and congestion were the most mentioned written responses, but there were many other comments as well.
Q3 What is Downtown Moab's number 1 draw?

Hotels  Avoid Retail  Walking Distance  Stores  Quaint Parks  Services  Town  Dining  Restaurants  Tourism  Shops  Moab  Food  Local Businesses  Tourist  Character  Walkability  charm  Eating  draw  Main Street  Arches

Q4 What is Downtown Moab's number 1 detraction?

Turns  Downtown  Main Street  Stores  Highway  Bike  Congestion  Pedestrians  Parking  Busy  Traffic  Local  Trucks  Restaurants  Noise  Shops  Tourists  Moab  Hotels  Crowded
Q8 What is Downtown Moab missing?

- Quiet
- Affordable Housing
- Events
- Culture
- Shops
- Seating
- Turn
- Dining
- Pedestrian
- Main Street
- Locals
- Bypass
- Space
- Moab
- Parking Center
- Restaurants
- Small Town
- Community
- Plaza
- Traffic
- Charm
- Stores
- Music
- Food
- Bus Service
- Bike Lanes

What would bring you downtown more?

(Select all that apply)

- Improved parking
- Bike lanes/bike parking
- Downtown Plaza
- Improved landscaping
- Less traffic
- More restaurants
- More shopping choices
- More outdoor space
- More community events
- Older, more historic

Responses

Q9 What are three words that best describe Downtown Moab?

- Tourist
- Beautiful
- Loud
- Trucks
- Noisy
- Eclectic
- Crowded
- Highway
- Busy
- Friendly
- Congested
- Heavy Traffic
- Fun
- Touristy
- Quaint
- Noise
- Run
- Touristy
- Scenic
- Dangerous
- Beautiful
- Loud
- Turn
- Traffic
- Shops
- Crowded
- Parking
- Busy
- Friendly
- Noisy
- Artistic
- Congested
- Charming
- Tourist
- Trucks
- Hotels
- Expensive
- Dangerous
- Bike Fun
- Stressful
- Loud
- Cute Lacking
- Unfriendly
- Touristy Main Street
- Crowded
- Shops
- Noisy
- Traffic
- Expensive
- Busy
- Quaint
- Tourist
- Boring
- Congested
- Frustrating
- Friendly
- Unsafe
- Beautiful
- Season
- Parking Hotels
Q10: What are three words to describe how you would like Downtown Moab to be in the future?

Accessible, Efficient, Busy
Spaces: Green, Charming
Community: Town, Quaint, Peaceful, Local
Congested: Quiet, Calm, Friendly, Fun, Safe
Bike: Quieter, Welcoming
Traffic: Vibrant, Walkable, Classic, Inviting, Main Street, Parking
Vibrant: Natural, Inviting, Community, Shopping, Business
Traffic: Landscaping, Fun, Accessible, Local Options
Safe: Choices, Friendly, Food, Bike, Interesting
Welcoming: Town, Parking, Clean, Quiet, Variety
Restaurants: Casual, Nice, Peaceful
Enjoyable: Trees, Quaint, Quieter, Congested, Quiet
Lively: Fun, Tourists, Traffic, Inviting, Parking
Green: Friendly, Shady, Pedestrian, Street
Safe: Affordable, Community, Crowded, Clean, Shopping
Welcoming: Fun, Flowing

Moab Downtown Plan
Community Outreach

1,945 visits to the project website so far...
426 Completed Surveys
1 public meeting with 90 map comments

113 total pages of comments received so far... Comments received

Surveys | Pages of comments | Map comments
--- | --- | ---

Dozens of Ideas
Appendix B
Community Input Received

Q3 What is Downtown Moab’s number 1 draw?
Answered: 420  Skipped: 6

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<thead>
<tr>
<th>RESPONSES</th>
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<td>Retail and food</td>
<td>4/12/2018 5:46 PM</td>
</tr>
<tr>
<td>It's the only thing to do in town</td>
<td>4/7/2018 8:00 PM</td>
</tr>
<tr>
<td>There isn’t one for locals - lol - restaurants &amp; shops</td>
<td>4/6/2018 10:17 AM</td>
</tr>
<tr>
<td>tourists always want to check out ‘down-town’ of the place they visit, there is no draw for me downtown</td>
<td>4/4/2018 10:48 PM</td>
</tr>
<tr>
<td>Tough one. Either restaurants or shopping</td>
<td>4/4/2018 10:31 PM</td>
</tr>
<tr>
<td>food</td>
<td>4/4/2018 8:57 PM</td>
</tr>
<tr>
<td>The scenery</td>
<td>4/4/2018 4:11 PM</td>
</tr>
<tr>
<td>small town shops and restaurants</td>
<td>4/4/2018 4:09 PM</td>
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<tr>
<td>Shopping and Dinning</td>
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</tr>
<tr>
<td>Resteraunts</td>
<td>4/4/2018 2:26 PM</td>
</tr>
<tr>
<td>Restaurants/Retail</td>
<td>4/4/2018 1:09 PM</td>
</tr>
<tr>
<td>Restaurants</td>
<td>4/4/2018 11:11 AM</td>
</tr>
<tr>
<td>Hogan Trading Company</td>
<td>4/3/2018 6:24 PM</td>
</tr>
<tr>
<td>restaurants and groceries</td>
<td>4/3/2018 3:10 PM</td>
</tr>
<tr>
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<td>4/3/2018 12:49 PM</td>
</tr>
<tr>
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<td>4/3/2018 10:10 AM</td>
</tr>
<tr>
<td>interesting shops</td>
<td>4/3/2018 10:01 AM</td>
</tr>
<tr>
<td>Restaurants, closely followed by trinket shops</td>
<td>4/3/2018 8:54 AM</td>
</tr>
<tr>
<td>shops/restaurants</td>
<td>4/3/2018 9:46 AM</td>
</tr>
<tr>
<td>Restaurants and retail</td>
<td>4/2/2018 8:12 AM</td>
</tr>
<tr>
<td>The tourist need somewhere to eat</td>
<td>3/30/2018 10:08 AM</td>
</tr>
<tr>
<td>shopping</td>
<td>3/30/2018 8:24 AM</td>
</tr>
<tr>
<td>lots to do in short distance, can walk it all</td>
<td>3/30/2018 8:12 AM</td>
</tr>
<tr>
<td>The shops</td>
<td>3/30/2018 8:42 PM</td>
</tr>
<tr>
<td>Main blocks with the exception of one recently built hotel have lower building heights and more character than N of 400 and S of 300.</td>
<td>3/30/2018 1:28 PM</td>
</tr>
<tr>
<td>It’s eclectic character and small, interesting shops</td>
<td>3/30/2018 11:57 AM</td>
</tr>
<tr>
<td>restaurants</td>
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</tr>
<tr>
<td>It’s the only game in town for the surrounding area.</td>
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<tr>
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<tr>
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<td>3/30/2018 5:40 AM</td>
</tr>
<tr>
<td>Nothing at this time</td>
<td>3/29/2018 9:45 PM</td>
</tr>
<tr>
<td>That is where the stores are located- downtown shopping</td>
<td>3/29/2018 4:55 PM</td>
</tr>
<tr>
<td>Ambiance</td>
<td>3/28/2018 4:50 PM</td>
</tr>
<tr>
<td>The scenery</td>
<td>3/28/2018 4:11 PM</td>
</tr>
<tr>
<td>it’s the only thing to do in town</td>
<td>3/28/2018 4:09 PM</td>
</tr>
<tr>
<td>small town shops and restaurants</td>
<td>3/28/2018 4:07 PM</td>
</tr>
<tr>
<td>Shopping and Dinning</td>
<td>3/28/2018 3:31 PM</td>
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<td>Ambiance</td>
<td>3/28/2018 4:50 PM</td>
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8

<table>
<thead>
<tr>
<th>Moab Downtown Plan Survey</th>
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</thead>
<tbody>
<tr>
<td>35 Restaurants, bars, and trinket shops</td>
<td>3/29/2018 3:05 PM</td>
</tr>
<tr>
<td>36 restaurants</td>
<td>3/29/2018 2:54 PM</td>
</tr>
<tr>
<td>37 restaurants</td>
<td>3/29/2018 1:17 PM</td>
</tr>
<tr>
<td>38 retail/dining</td>
<td>3/29/2018 12:57 PM</td>
</tr>
<tr>
<td>39 Restaurants/food access</td>
<td>3/29/2018 12:06 PM</td>
</tr>
<tr>
<td>40 food</td>
<td>3/29/2018 9:39 AM</td>
</tr>
<tr>
<td>41 Restaurants</td>
<td>3/28/2018 8:32 PM</td>
</tr>
<tr>
<td>42 There's not much of a draw.</td>
<td>3/28/2018 6:01 PM</td>
</tr>
<tr>
<td>43 restaurants</td>
<td>3/27/2018 9:41 AM</td>
</tr>
<tr>
<td>44 Walkability</td>
<td>3/27/2018 9:36 AM</td>
</tr>
<tr>
<td>45</td>
<td>3/27/2018 8:10 AM</td>
</tr>
<tr>
<td>46 Mom &amp; Pop shops and civic facilities (courthouse, library, Post Office)</td>
<td>3/26/2018 7:49 PM</td>
</tr>
<tr>
<td>47 Old-time character and charm</td>
<td>3/26/2018 11:53 AM</td>
</tr>
<tr>
<td>48 Restaurants</td>
<td>3/26/2018 11:09 AM</td>
</tr>
<tr>
<td>49 MIC, nightly rentals</td>
<td>3/26/2018 9:14 AM</td>
</tr>
<tr>
<td>50 the area outside of town.</td>
<td>3/26/2018 8:53 AM</td>
</tr>
<tr>
<td>51 Moonflower Coop has benches and planters for sitting and visiting that are shady and less noisy as not right on Main Street</td>
<td>3/26/2018 4:49 AM</td>
</tr>
<tr>
<td>52 eateries</td>
<td>3/25/2018 3:26 PM</td>
</tr>
<tr>
<td>53 I don't believe there is much of a draw except restaurants,</td>
<td>3/25/2018 2:05 PM</td>
</tr>
<tr>
<td>54 Don't think there is a number 1 draw. Visitors have to go somewhere when they're not recreating. Maybe the MIC.</td>
<td>3/25/2018 12:19 PM</td>
</tr>
<tr>
<td>55 walkable; mix of businesses for locals and tourists</td>
<td>3/25/2018 11:41 AM</td>
</tr>
<tr>
<td>56 shops; I live in Castle Valley and appreciate the easy access to shopping and services.</td>
<td>3/25/2018 11:28 AM</td>
</tr>
<tr>
<td>57 Moonflower</td>
<td>3/25/2018 10:50 AM</td>
</tr>
<tr>
<td>58 the views</td>
<td>3/25/2018 8:10 AM</td>
</tr>
<tr>
<td>59 Restaurants</td>
<td>3/25/2018 7:30 AM</td>
</tr>
<tr>
<td>60 Highway 191</td>
<td>3/25/2018 6:54 AM</td>
</tr>
<tr>
<td>61 Food</td>
<td>3/25/2018 12:46 AM</td>
</tr>
<tr>
<td>62 Shops</td>
<td>3/24/2018 10:00 PM</td>
</tr>
<tr>
<td>63 Arches</td>
<td>3/24/2018 2:49 PM</td>
</tr>
<tr>
<td>64 The number of businesses available for out tourist, which helps increase revenue and jobs for our residents</td>
<td>3/24/2018 11:55 AM</td>
</tr>
<tr>
<td>65 To many tourist</td>
<td>3/24/2018 11:23 AM</td>
</tr>
<tr>
<td>66 shopping/restaurants</td>
<td>3/24/2018 9:06 AM</td>
</tr>
<tr>
<td>67 avoiding main street</td>
<td>3/24/2018 9:05 AM</td>
</tr>
<tr>
<td>68 Tourism</td>
<td>3/23/2018 10:43 PM</td>
</tr>
<tr>
<td>69 It's the only road through town</td>
<td>3/23/2018 9:50 PM</td>
</tr>
<tr>
<td>70 businesses, tourist businesses</td>
<td>3/23/2018 7:33 PM</td>
</tr>
<tr>
<td>71 arches</td>
<td>3/23/2018 7:28 PM</td>
</tr>
<tr>
<td>72 shops to shop at</td>
<td>3/23/2018 5:51 PM</td>
</tr>
<tr>
<td>Restaurants &amp; shops all within a few blocks</td>
<td>3/23/2018 5:11 PM</td>
</tr>
</tbody>
</table>
Moab Downtown Plan Survey

113 services 3/18/2018 11:20 AM
114 tourist shops 3/18/2018 10:22 AM
115 Post office 3/17/2018 10:17 PM
116 businesses/restaurants 3/17/2018 9:22 PM
117 Stores 3/17/2018 8:24 PM
118 walkability 3/17/2018 7:35 PM
119 Restaurants 3/17/2018 6:27 PM
120 Food 3/17/2018 6:19 PM
121 Stores for tourists 3/17/2018 5:39 PM
122 Walkable entertainment and food. 3/17/2018 2:17 PM
123 Shopping and food 3/17/2018 1:07 PM
124 Restaurants and shops 3/17/2018 10:14 AM
125 Walking along the street and visiting the quaint little shops on Main Street 3/17/2018 9:57 AM
126 Easy to walk around and see shops/art 3/16/2018 8:05 PM
127 Local businesses 3/16/2018 6:36 PM
128 It’s the only attractive pedestrian “boulevard” area to stroll in the evenings after backcountry activities are over. 3/16/2018 4:30 PM
129 shopping, restaurants, art 3/16/2018 4:25 PM
130 Restaurants, please keep chain restaurants out of the downtown area 3/16/2018 3:31 PM
131 Food & Shops 3/16/2018 10:48 AM
132 can’t think of one 3/15/2018 10:06 PM
133 as a local resident, none. I try to avoid it to extent possible 3/15/2018 9:25 PM
134 restaurants 3/15/2018 7:55 PM
135 There are a bunch of great businesses and restaurants to visit. It feels cozy during the day and at night. 3/15/2018 6:06 PM
136 Restaurants and shops 3/15/2018 5:27 PM
137 Curio Shops 3/15/2018 4:16 PM
138 Quaint uniqueness 3/15/2018 1:31 PM
139 December, when it’s quiet 3/15/2018 12:48 PM
140 Restaurants 3/15/2018 12:37 PM
141 Dining Options 3/15/2018 11:31 AM
142 shops! 3/15/2018 10:49 AM
143 Restaurants 3/15/2018 10:19 AM
144 shops and restaurants for tourists/local businesses 3/15/2018 10:01 AM
145 Walkable main street full of shops 3/15/2018 9:33 AM
146 Stores 3/15/2018 8:30 AM
147 Restaurants 3/15/2018 8:21 AM
148 Main Street, but more emphasis on off Main, Arttrails, other businesses is needed to spread people out. 3/15/2018 8:12 AM
149 Shops and Restaurants 3/15/2018 7:58 AM
150 it’s the gateway to amazing 3/14/2018 7:44 PM
151 Restaurants 3/14/2018 6:53 PM

Moab Downtown Plan Survey

152 Cute walkable downtown close to amazing natural features 3/14/2018 8:48 PM
153 Restaurants 3/14/2018 7:52 PM
154 Food/coffee 3/14/2018 7:23 PM
155 The parks around it 3/14/2018 6:17 PM
156 old town feel 3/14/2018 5:15 PM
157 Shops 3/14/2018 5:05 PM
158 Stores and restaurants/goods and services 3/14/2018 5:03 PM
159 Community feel, outside eating 3/14/2018 3:50 PM
160 Walkable 3/14/2018 11:48 AM
161 walk ability from most hotels 3/14/2018 9:43 AM
162 Retail shops 3/14/2018 9:22 AM
163 Shops 3/13/2018 8:53 PM
164 Restaurants 3/13/2018 8:44 PM
165 Shops 3/13/2018 8:38 PM
166 Restaurants 3/13/2018 8:37 PM
167 Stores 3/13/2018 5:59 PM
168 Restaurants 3/13/2018 5:14 PM
169 The shops 3/13/2018 12:31 PM
170 Music, restaurants, places to mingle 3/13/2018 11:36 AM
171 Unique Shops and merchandise. 3/13/2018 11:36 AM
172 Arches... 3/13/2018 10:16 AM
173 hotels and restaurants (by necessity) 3/13/2018 9:45 AM
174 Shops and restaurants 3/13/2018 8:51 AM
175 Quaint 3/13/2018 12:48 AM
176 Restaurants 3/12/2018 11:06 PM
177 The businesses, so don’t take away their parking 3/12/2018 10:35 PM
178 Outdoor activities 3/12/2018 10:30 PM
179 Shopping 3/12/2018 10:13 PM
180 Restaurants 3/12/2018 10:02 PM
181 Walkability 3/12/2018 8:50 PM
182 Shops 3/12/2018 8:10 PM
183 restaurants 3/12/2018 7:44 PM
184 Eating and shopping 3/12/2018 7:38 PM
185 access to recreation 3/12/2018 7:06 PM
186 National Parks 3/12/2018 7:04 PM
187 Food 3/12/2018 6:19 PM
188 Food and Back of Beyond 3/12/2018 6:17 PM
189 Restaurants and stores 3/12/2018 6:13 PM
190 shops 3/12/2018 5:57 PM
191 Library and ball fields 3/12/2018 4:45 PM
192 Restaurants/ hotels/ shops 3/12/2018 3:12 PM
Moab Downtown Plan Survey

193 Food and entertainment
194 amenities like stores and restaurants
195 Restaurants/shopping
196 There are no other services within 90 minutes.
197 Not enough space for all the people
198 Restaurants
199 Restaurants
200 restaurants
201 Food and shops
202 Shops and restaurants
203 Restaurants
204 Shopping
205 City Market/ its the highway and only way to get out of town
206 Shops, restaurants
207 Crappy gift shops?
208 Arches NP
209 Small town eclectic vibe, everything chill walk-around-ease
210 Arches
211 Local Businesses
212 Stores and food
213 Western casual culture
214 The shops
215 Moab Made.
216 tourism
217 Walking to shops and restaurants!
218 Grocery store
219 The only road through town!
220 A central gathering spot for parks, services for locals, visitors and pedestrians
221 Don’t know.
222 Shopping
223 Unfortunately, there is no draw. As a resident, I avoid Main Street 10 months out of the year except when necessary. The businesses offer very little for residents outside of part time, low income retail work. There are a few exceptions, but rarely worth visiting.
224 It’s the only place to shop, find a snack or sit down to a meal.
225 It’s Sew Moab!
226 City market
227 Parks
228 Arches national park. Let’s be honest, none of those people would be here without it.
229 Walking to shops and restaurants!
230 Grocery store
231 Novelty shops and restaurants

Moab Downtown Plan Survey

232 People don’t come to Moab for the town. They come to get out of town
233 Nothing. The City should have addressed parking more than a decade ago like they said they would.
234 Restaurants and shops
235 Walking the street and shops
236 Quaint tourist shop
237 Tourist hub. Shops, food, and most within a short walking distance.
238 Food
239 Restaurants
240 Shops
241 Too many hotels :(.
242 Food
243 Restaurants
244 parks
245 Food
246 Restaurants, shopping, and lodging
247 Good restaurants
248 Food and supplies
249 Food
250 Restaurants
251 Walking access to shops and restaurants
252 small town lots of outdoor activities
253 Restaurants
254 Shops, restaurants
255 Food
256 Shops
257 Shops and restaurants
258 Restaurants
259 It’s a small town feel with local businesses
260 Tourism
261 Restaurants
262 Food
263 Hotels
264 Walking through gift shops
265 walkability
266 Community Feel
267 A commons. A place to walk, people watch, etc.
268 All the shops and places to eat
269 Restaurants/shopping
270 Community/important services/food
271 stores and restaurants
In the evenings, restaurants and shops
Tourism
The only reason I visit Main St. is for restaurants and to see the light parade
shopping
The semis and big trucks passing through town on main street. Loud and smelly.
Shops
Too many hotels
nothing right now, could be a vibrant shopping/restaurant district
Shops and dining
The restaurants
The outdoors!
Shopping
Bars
Grocery store
Restaurants
outdoor sports
Small businesses
Restaurants and shop's
Shopping, restaurants
small-town historical charm
Home town stores
Arches National Park
Recreation
T-shirt's
Shopping and dining
Restaurants
Scenery
Restaurants
Walkable
conmination of shops, restaurants, galleries, etc... - a little something for everyone

Not sure
Breweries and restaurants
Restaurants, shops, WALKABILITY!
Restaurants
Shops and restaurants
Commens
Gift shops
Nothing for the locals
A wide variety of shops all within walking distance of each other.
Shopping
Restaurants
Big blank on this one. I avoid town at all costs.
Concentration of cool things all withing walking distance.
Shop
Restaurants and shops
I avoid it as much as I can.
Food
Shops
The view
Shopping
the old buildings
walkability
Restaurants
Food
Love the shops, and unique places to go. But would love to see more!!
The micro sized main street and no lefthand turns
MIC
Restaurants
walk the streets shop and eat
Restaurants
Smells and sounds... other then that, not much going on.
Walkability, if you only do a 2 to three block radius
food gifts
shops & restaurants
Corky shops, beautiful views and gorgeous weather
shops
shops, food
Shopping
3/9/2018 7:07 PM
3/9/2018 4:46 PM
3/9/2018 4:44 PM
3/9/2018 4:25 PM
3/9/2018 4:11 PM
3/9/2018 3:39 PM
3/9/2018 3:34 PM
3/9/2018 3:32 PM
3/9/2018 3:16 PM
3/9/2018 3:01 PM
3/9/2018 3:00 PM
3/9/2018 2:46 PM
3/9/2018 2:27 PM
3/9/2018 2:23 PM
3/9/2018 2:09 PM
3/9/2018 2:00 PM
3/9/2018 1:59 PM
3/9/2018 1:57 PM
3/9/2018 1:56 PM
3/9/2018 1:45 PM
3/9/2018 1:34 PM
3/9/2018 1:25 PM
3/9/2018 1:05 PM
3/9/2018 1:00 PM
3/9/2018 12:47 PM
3/9/2018 12:43 PM
3/9/2018 10:40 AM
3/9/2018 10:33 AM
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3/9/2018 9:03 AM
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3/9/2018 6:47 AM
3/9/2018 1:22 AM
3/9/2018 11:37 PM
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3/9/2018 9:16 PM
3/9/2018 9:15 PM
3/9/2018 9:11 PM
3/9/2018 8:59 PM
3/9/2018 8:58 PM
3/9/2018 8:55 PM
Moab Downtown Plan Survey

353 Food. 3/8/2018 8:52 PM
354 Shops serving both locals and tourists 3/8/2018 8:52 PM
355 Walkable access to a wide variety of points of interest and shops 3/8/2018 8:36 PM
356 It’s a small town character set in the beautiful red rock desert 3/8/2018 8:10 PM
357 Shopping would be the main attraction there a lot of businesses along Moab it would be nice that sidewalks are usually used for protection and not bicycles and skaters/it is a public safety Manor
358 outdoors 3/8/2018 7:55 PM
359 Free parking 3/8/2018 7:50 PM
360 General popularity 3/8/2018 7:35 PM
361 Local shops and restaurants 3/8/2018 7:34 PM
362 Little shops 3/8/2018 7:30 PM
363 Food 3/8/2018 7:21 PM
364 shops and park 3/8/2018 7:06 PM
365 Store and restaurants 3/8/2018 7:00 PM
366 Small tourist oriented shops and galleries 3/8/2018 6:55 PM
367 shopping 3/8/2018 6:43 PM
368 Restaurants 3/8/2018 6:59 PM
369 Eating 3/8/2018 5:55 PM
370 National parks 3/8/2018 5:47 PM
371 Restaurants places to shop to bad it’s only a 3 block Strip 3/8/2018 5:41 PM
372 4x4 off road 3/8/2018 5:23 PM
373 restaurants 3/8/2018 5:22 PM
374 Restaurants 3/8/2018 5:16 PM
375 retail shops 3/8/2018 5:15 PM
376 Shopping & places to eat 3/8/2018 5:13 PM
377 It’s buildings 3/8/2018 5:11 PM
378 Shopping and eating 3/8/2018 5:07 PM
379 Shops for tourists 3/8/2018 5:05 PM
380 Restaurants, everything within walking distance 3/8/2018 5:00 PM
381 Small town feel 3/8/2018 5:00 PM
382 The atmosphere. A small town environment with everything you need. And great views. 3/8/2018 4:57 PM
383 Old town charm 3/8/2018 4:51 PM
384 Nothing, need more restaurants and shops not for tourism 3/8/2018 4:45 PM
385 Quality restaurants and small town feel 3/8/2018 4:42 PM
386 Restaurants 3/8/2018 4:38 PM
387 Variety of shops 3/8/2018 4:31 PM
388 Restaurants & Shops 3/8/2018 4:21 PM
389 Hotels 3/8/2018 4:04 PM
390 Food 3/8/2018 4:02 PM
391 Hotels & Restaurants 3/8/2018 4:01 PM

Moab Downtown Plan Survey

392 Jeeping 3/8/2018 3:48 PM
393 The Restaurants 3/8/2018 3:37 PM
394 the quaint old local buildings that are still here 3/8/2018 3:36 PM
395 Shopping and restaurants 3/8/2018 3:30 PM
396 Too small, too busy 3/8/2018 3:14 PM
397 Shops 3/8/2018 3:10 PM
398 The accessibility to stores and restaurants 3/8/2018 3:05 PM
399 Shops and Restaurants 3/8/2018 3:04 PM
400 Restaurants 3/8/2018 3:03 PM
401 Shopping and dining 3/8/2018 3:02 PM
402 concentration of resources; most things are located in downtown 3/8/2018 2:37 PM
403 Food, parks, shopping 3/8/2018 2:34 PM
404 The tourist shops since there is nothing else there. 3/8/2018 2:25 PM
405 Shops & Restaurants 3/8/2018 2:24 PM
406 retail and restaurants 3/8/2018 2:23 PM
408 It's the ONLY place to go in Moab to go out to eat or grab a drink with a friend! 3/8/2018 2:12 PM
409 Shopping, lodging and restaurants 3/8/2018 2:05 PM
410 Dining 3/8/2018 2:01 PM
411 Restaurants 3/8/2018 2:01 PM
412 Restaurants 3/8/2018 1:59 PM
413 tourist shops 3/8/2018 1:56 PM
414 tourism 3/8/2018 1:55 PM
415 Locally owned shops. Everything is within walking distances 3/8/2018 1:55 PM
416 restaurants 3/8/2018 1:45 PM
417 Tourism 3/8/2018 1:43 PM
418 Dining 3/7/2018 4:51 PM
419 restaurants and retail 2/26/2018 5:31 PM
420 character 2/26/2018 5:14 PM
Q4 What is Downtown Moab’s number 1 detraction?

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Locals are detracted by all the tourist driven focus.</td>
<td>4/12/2018 5:46 PM</td>
</tr>
<tr>
<td>2. trucks and traffic</td>
<td>4/7/2018 8:00 PM</td>
</tr>
<tr>
<td>3. Semi trucks speeding down mainstream and the store that has been closed for 15+ years with the roof caving in - it's an eyesore - owned by Janie Walker - who is enforcing the codes for that space?????</td>
<td>4/6/2018 10:17 AM</td>
</tr>
<tr>
<td>4. everything is overpriced &amp; the stores carry the same items</td>
<td>4/4/2018 10:48 PM</td>
</tr>
<tr>
<td>8. heavy traffic and jay walkers</td>
<td>4/4/2018 8:09 PM</td>
</tr>
<tr>
<td>11. The highway</td>
<td>4/4/2018 1:09 PM</td>
</tr>
<tr>
<td>12. Loud vehicular traffic, especially semi-trucks</td>
<td>4/4/2018 11:11 AM</td>
</tr>
<tr>
<td>14. traffic congestion</td>
<td>4/3/2018 3:10 PM</td>
</tr>
<tr>
<td>15. semi trailers and huge amounts of traffic</td>
<td>4/3/2018 12:49 PM</td>
</tr>
<tr>
<td>17. lack of parking</td>
<td>4/3/2018 10:01 AM</td>
</tr>
<tr>
<td>19. heavy traffic/trucks</td>
<td>4/2/2018 9:46 AM</td>
</tr>
<tr>
<td>20. Traffic and trucks</td>
<td>4/2/2018 8:12 AM</td>
</tr>
<tr>
<td>22. semi trucks barreling through town</td>
<td>3/30/2018 11:22 PM</td>
</tr>
<tr>
<td>23. Big semi truck traffic, noise pollution from the trucks</td>
<td>3/30/2018 8:12 PM</td>
</tr>
<tr>
<td>24. Trucks!</td>
<td>3/30/2018 8:42 PM</td>
</tr>
<tr>
<td>25. Noise. Traffic and ever higher buildings competing with the landscape. And ever more lighting to brighten the night skies.</td>
<td>3/30/2018 1:28 PM</td>
</tr>
<tr>
<td>26. parking</td>
<td>3/30/2018 11:57 AM</td>
</tr>
<tr>
<td>27. traffic</td>
<td>3/30/2018 11:14 AM</td>
</tr>
<tr>
<td>28. traffic, traffic, traffic</td>
<td>3/30/2018 10:08 AM</td>
</tr>
<tr>
<td>29. traffic</td>
<td>3/30/2018 8:24 AM</td>
</tr>
<tr>
<td>30. lack parking</td>
<td>3/30/2018 5:40 AM</td>
</tr>
<tr>
<td>32. The NOISE—remember it is a highway</td>
<td>3/29/2018 4:55 PM</td>
</tr>
<tr>
<td>33. The volume of traffic</td>
<td>3/29/2018 3:35 PM</td>
</tr>
</tbody>
</table>

Note: The responses are not in chronological order and some may be repeated.

Moab Downtown Plan Survey
That Highway 191 is Main Street.

No parking

too many people

condition of sidewalks

Too many tourists & trucks due to 191 coming through downtown

Too much traffic

The fact that we can’t make a left turn due to on coming traffic

truck traffic

the back side of the buildings are falling down, metal buildings. they need to be updated as the front of the buildings are

Traffic congestion, noise and pollution

no parking, no left turn rights for vehicles, no public transit

No left turns

traffic noises/congestion

Parking

traffic noise and speeding vehicles

High traffic

Traffic

To much traffic

traffic

Parking and congestion

Trucks. Speeding trucks especially.

All the traffic, which includes the big semis and exhaust.

Semi-trucks

4 lanes of interstate traffic

Noise (from too much traffic, especially trucks, on Main), safety crossing Main, growth in numbers of hotels makes Moab less friendly and overly busy.

Big rigs, UHV's and not enough food

The semi-trucks and the general noise of the traffic

Traffic & Noise

highway going through town pedestrian friendly/congestion

traffic

tourists

When there are cars parked on Main, there is nowhere for cyclists to move about safely. So many visitors means using the right lane is out of the question (some people don't understand bike courtesy) and we can't go on the sidewalk either! Avoiding Main street is possible but sometimes inconvenient.

Heavy traffic and limited parking

Traffic especially large trucks

Traffic & parking

Speed limit is too high. If people drive slower they might actually see what is offered.

traffic!

Traffic

traffic!

Being a Highway and 4 lanes moving to two lanes north of town. This creates traffic issues, especially for locals

too many large hotels taking over space that could be available for both local and tourist interest. Large hotel infrastructures are boring.

The semi driving through downtown street

Congestion

Trucks & traffic

Nice patio patrons get to breath exhaust, speak over traffic noise.

Semi Traffic.
Moab Downtown Plan Survey

149 congestion 3/14/2018 11:44 PM
150 Semi trucks 3/14/2018 8:53 PM
151 Semi trucks and RZR noise and the sense that you’re walking along an interstate 3/14/2018 8:48 PM
152 Traffic 3/14/2018 7:52 PM
153 Cars 3/14/2018 7:23 PM
154 The crowds 3/14/2018 6:17 PM
155 Hotels 3/14/2018 5:15 PM
156 Too few outdoor cafes 3/14/2018 5:05 PM
157 Traffic 3/14/2018 5:03 PM
158 Traffic and parking congestion 3/14/2018 3:50 PM
159 Traffic/large truck noise 3/14/2018 9:43 AM
160 Traffic 3/14/2018 9:22 AM
161 No parking 3/13/2018 8:53 PM
162 Parking 3/13/2018 8:44 PM
163 Semi’s 3/13/2018 8:38 PM
164 Congestion and inadequate parking 3/13/2018 6:37 PM
165 The lack of variety in our restaurants. 3/13/2018 2:59 PM
166 Trash 3/13/2018 12:31 PM
167 Noise (trucks, ohv’s) traffic, hollow hotel fronts 3/13/2018 11:36 AM
168 Very little parking. 3/13/2018 12:48 AM
169 Walk ability and lack of restaurants 3/13/2018 11:11 PM
170 traffic and low quality downtown experience 3/13/2018 10:51 AM
171 Highway 191 3/13/2018 10:36 AM
172 Lack of safety 3/13/2018 10:09 AM
173 Semi traffic 3/13/2018 9:54 AM
174 Traffic, especially the truckers 3/13/2018 9:15 AM
175 Buildings with no character...like the Homewood Suites. A southwestern theme would be great. 3/13/2018 8:51 AM
176 Traffic noise from Semi Trucks and congestion 3/13/2018 7:44 AM
177 Traffic 3/13/2018 7:32 AM
178 Traffic and low quality downtown experience 3/13/2018 7:06 AM
179 Too much loud, unsafe motorized traffic. Not enough parks or places for people to have safe, outdoor gathering places or to walk and bike. 3/13/2018 6:51 AM
180 Too many people 3/13/2018 6:21 PM
181 Hotels 3/13/2018 6:13 PM
182 Too much traffic. It’s too many vehicles, too much noise and exhaust. 3/13/2018 6:10 PM
183 Big trucks rolling down mainstreet - and razors. 3/13/2018 6:07 PM
184 Construction 3/13/2018 6:01 PM
185 Construction, big rigs 3/13/2018 6:13 PM
186 Construction. big rips 3/13/2018 5:57 PM

Moab Downtown Plan Survey

189 Huge hotels and constant building. Also, too much Razor traffic; 3/12/2018 4:45 PM
190 Parking/ backed up traffic 3/12/2018 3:32 PM
191 Heavy traffic lack of parking 3/12/2018 2:40 PM
192 Crappy gift shops 3/12/2018 7:46 AM
193 The national Beauty of Moab, anti local 3/12/2018 11:30 AM
194 The lack of variety in our restaurants, the once very visible surrounding landscape 3/12/2018 5:29 PM
195 Too much traffic. It’s too many vehicles, too much noise and exhaust. 3/12/2018 4:36 PM
196 Tourist 3/12/2018 3:17 PM
197 Tourist 3/12/2018 2:57 AM
198 No left turn signals 3/12/2018 12:03 AM
199 Not enough variety of shops or restaurants 3/12/2018 11:30 AM
200 No left turn signals 3/12/2018 11:23 AM
201 The traffic, too many people! 3/12/2018 10:09 AM
202 Too much traffic. It’s too many vehicles, too much noise and exhaust. 3/12/2018 9:54 AM
203 Hotels 3/12/2018 9:22 AM
204 Buildings with no character...like the Homewood Suites. A southwestern theme would be great. 3/12/2018 9:15 PM
205 Heavy traffic - safety. I would love to see bike lanes & a VERY slow speed limit 15 3/12/2018 8:54 AM
206 Traffic 3/12/2018 8:53 PM
207 Traffic 3/12/2018 8:44 PM
208 Semi traffic 3/12/2018 8:43 AM
209 Too much traffic. It’s too many vehicles, too much noise and exhaust. 3/12/2018 8:38 PM
210 Traffic 3/12/2018 8:22 AM
211 Traffic 3/12/2018 8:12 AM
212 Traffic 3/12/2018 7:52 PM
213 Traffic 3/12/2018 7:44 PM
214 Truck traffic; no matter what we are a highway. Eliminating parking to try and be pedestrian friendly we not work. Still a highway! 3/12/2018 10:09 AM
215 Traffic during high periods. 3/12/2018 10:07 AM
216 Traffic, too many people! 3/12/2018 9:22 AM
217 Traffic and lack of parking 3/12/2018 9:15 AM
218 Traffic, too many people! 3/12/2018 9:02 AM
219 Traffic, too many people! 3/12/2018 8:59 AM
220 Traffic 3/12/2018 8:53 PM
221 Traffic during high periods. 3/12/2018 8:44 PM
222 Traffic 3/12/2018 8:38 PM
223 Traffic 3/12/2018 8:22 AM
224 Traffic 3/12/2018 8:12 AM
225 Traffic 3/12/2018 7:54 AM
226 Traffic 3/12/2018 7:44 AM
227 Traffic during high periods. 3/12/2018 7:32 PM
228 Traffic during high periods. 3/12/2018 7:22 AM
229 Traffic during high periods. 3/12/2018 7:12 AM
230 Traffic during high periods. 3/12/2018 7:02 AM
Moab Downtown Plan Survey

228 Too many people  3/11/2018 11:51 AM
229 Traffic noise  3/11/2018 11:07 AM
231 Parking and pedestrians. I am sick to death of jaywalkers.  3/11/2018 9:12 AM
232 Hotels  3/11/2018 8:57 AM
233 Busy streets  3/11/2018 8:06 AM
234 Lack of restaurants  3/11/2018 8:04 AM
235 Traffic congestion, lack of parking. Easier to take back streets anywhere.  3/11/2018 7:36 AM
236 Too crowded  3/11/2018 7:07 AM
237 Pedestrians and no parking  3/11/2018 1:02 AM
238 Highway  3/10/2018 11:20 PM
239 Too many hotels  3/10/2018 11:09 PM
240 Highway traffic  3/10/2018 10:30 PM
241 No parking  3/10/2018 9:54 PM
242 mainstreet traffic  3/10/2018 7:56 PM
243 Trucks & lack of parking  3/10/2018 7:53 PM
244 Main St. is a highway - the heavy traffic and semi trailers create an unsafe, noisy, and congested area that is unfriendly to locals and tourists alike. Lack of safe crosswalks and/or stop lights is also a problem. I wish there was a way to divert through traffic so that Main St. could have pedestrian sections, outdoor patios, and a more relaxed and safe vibe.  3/10/2018 5:11 PM
245 Relentless hoards of tourists.  3/10/2018 4:42 PM
246 Traffic  3/10/2018 2:53 PM
247 Gift shops everywhere  3/10/2018 2:08 PM
248 Traffic  3/10/2018 1:38 PM
249 Traffic congestion  3/10/2018 12:23 PM
250 traffic  3/10/2018 12:13 PM
251 Shabby stores  3/10/2018 11:45 AM
252 No left hand turn signals  3/10/2018 11:11 AM
253 Parking  3/10/2018 10:01 AM
254 Closed stores and rundown buildings  3/10/2018 10:01 AM
255 Main Street being a hwy.  3/10/2018 9:12 AM
256 No left turn!  3/10/2018 8:30 AM
257 Large new buildings on main  3/10/2018 8:16 AM
258 Not enough room for anything  3/10/2018 8:07 AM
259 Traffic  3/10/2018 7:06 AM
260 Tourism  3/10/2018 6:35 AM
261 Hotels  3/10/2018 6:02 AM
262 Parking and j walking  3/20/2018 11:56 PM
263 trucks  3/20/2018 11:13 PM
264 Highway Traffic  3/20/2018 11:09 PM
265 The highway blaring through. Shopping  3/20/2018 10:57 PM

Moab Downtown Plan Survey

267 Lack of walkable areas (including traffic noise)  3/9/2018 10:08 PM
268 191 traffic/lack of safety for bikes  3/9/2018 9:08 PM
269 Tourists!  3/9/2018 8:15 PM
270 Having to walk long distances along side a highway to get to a from you hotel or camping place if you don't have a small car  3/9/2018 7:07 PM
271 busy/overcrowded/traffic  3/9/2018 5:20 PM
272 Junk in Yards. Businesses not using open Year round  3/9/2018 4:55 PM
273 Vehicle traffic, especially large trucks rolling through  3/9/2018 4:46 PM
274 parking  3/9/2018 4:44 PM
275 The trucks and semis passing through town on Main Street.  3/9/2018 4:25 PM
276 Pedestrians not using crosswalks, bikes riding in the lanes of travel  3/9/2018 4:11 PM
277 I don't feel the city is taxing the tourism industry enough  3/9/2018 3:39 PM
278 the massive and busy hwy running through it  3/9/2018 3:34 PM
279 Lots of traffic mug of it loud  3/9/2018 3:32 PM
280 Parking- too many people making it not worthwhile for locals to shop in local businesses downtown.  3/9/2018 3:32 PM
281 Traffic  3/9/2018 3:16 PM
282 Semis  3/9/2018 3:01 PM
283 Traffic  3/9/2018 2:53 PM
284 Traffic on main st  3/9/2018 2:46 PM
285 Traffic  3/9/2018 2:28 PM
286 traffic  3/9/2018 2:27 PM
287 HOTELS  3/9/2018 2:23 PM
288 Parking  3/9/2018 2:20 PM
289 TRAFFIC! that includes, noise, etc.  3/9/2018 2:00 PM
290 Traffic  3/9/2018 1:59 PM
291 All the false store fronts that house nightly rental offices and not stores. Also the same stores over and over again  3/9/2018 1:57 PM
292 That one business on Main St. that the property owner refuses to maintain  3/9/2018 1:56 PM
293 Big truck traffic  3/9/2018 1:45 PM
294 Pedestrians and bicycles not paying attention.  3/9/2018 1:34 PM
295 Truck traffic  3/9/2018 1:25 PM
296 lack of parking  3/9/2018 1:05 PM
297 All of the hotels  3/9/2018 1:00 PM
298 Traffic  3/9/2018 12:47 PM
299 Run-down roads, parking availability during peak season  3/9/2018 12:43 PM
300 congestion  3/9/2018 10:40 AM
301 Bikes on road  3/9/2018 10:33 AM
302 Parking and a smooth flow of traffic  3/9/2018 10:22 AM
303 Over crowded tourist seasons  3/9/2018 10:19 AM
304 traffic  3/9/2018 10:16 AM
305 Mass amounts of people  3/9/2018 10:15 AM
306 Police
307 Store diversification
308 No green arrow on lights for left hand turns
309 Highway traffic
310 The fact that the highway (semi trucks/loud OHVs) runs right through
311 Crowded no room for visitors not enough parking
312 Crowds
313 Glut of tourists and their cars
314 Highway traffic
315 The fact that the highway (semi trucks/loud OHVs) runs right through
316 Crowded no room for visitors not enough parking
317 Noise
318 Too much traffic
319 Nothing for the locals
320 Little to no parking for anyone who doesn't live or have a hotel room downtown. This causes
tourism based parking in lots designated for private businesses.
321 Closed shops
322 Highway right through it, not walkable friendly
323 Too many hotels, lack of diverse food choices, lack of entertainment, lack of quality shopping
choices... this could take a while. Oh, how about the horror show traffic jam every Saturday?
324 Hwy 191 traffic on a way too wide street. (Main St.)
325 Lack of bike racks, benches, etc
326 Lack of parking
327 Overtly crowded. Tourist/Recreation vehicles with disregard towards local laws/safety.
328 Tourists and cars
329 Parking
330 No left turn signals
331 Traffic
332 Limited parking
333 Wide main st to many trucks
334 Tourists driving like
335 Not enough parking at all.
336 lack of safety
337 The old abandoned store on the west side of the road. Looks bad and I’m surprised it hasn’t burnt
to the ground yet, taking neighboring buildings with it. The space could easily be utilized.
338 Traffic congestion
339 no where to park - same as always
340 Semi trucks
341 Main street is congested and extremely unsafe for drivers and pedestrians. Parking on main street is
horrendous.

Moab Downtown Plan Survey

342 Moab is like a strip mall, everything is all on Main Street. Expanding viability one or two blocks
east or west or Main street would make it more viable.
343 Large trucks on main street
344 It is an interstate highway
345 Traffic and parking
346 lack of parking
347 Highway traffic
348 Traffic and parking
349 Parking
350 trucks
351 Traffic
352 Too many people.
353 Traffic and crowds
354 People’s inability to drive their vehicles within the common highway code. Freight trucks speeding
up for yellow lights.
355 New buildings that do not fit the loc a character
356 There really isn’t any distraction Main Street is pretty much straight forward it’s pretty and all the
business try to maintain the property to look good and attractive to our visitors. Quite frankly the
only distraction we have now is a construction going on but we all know that this is going to go
away soon
357 traffic
358 Lack of parking
359 How congested the roads get.
360 Inhospitable pedestrian and bicycle conditions
361 No parking
362 Traffic
363 traffic
364 Traffic and commercialization
365 Lack of parking
366 Large Motels
367 Traffic congestion
368 Truck traffic
369 Overpriced services
370 Truck traffic but what else can you do we are boxed in
371 Downtown parking
372 Traffic
373 Traffic
374 Traffic
375 Lack of parking & not enough places to eat
376 The crowded street
377 Traffic
378 Parking and pedestrian safety.
379 Left turns in a car.
### Q8 What is Downtown Moab missing?

<table>
<thead>
<tr>
<th>#</th>
<th>RESPONSES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Community focus and lack of general cohesion.</td>
<td>4/12/2018 5:46 PM</td>
</tr>
<tr>
<td>2</td>
<td>warmth &amp; community</td>
<td>4/7/2018 8:00 PM</td>
</tr>
<tr>
<td>3</td>
<td>parking</td>
<td>4/6/2018 10:17 AM</td>
</tr>
<tr>
<td>4</td>
<td>choices, the shops all offer the same items. the restaurants are too expensive &amp; have too many similar items. missing a &quot;home town&quot; vibe</td>
<td>4/4/2018 10:48 PM</td>
</tr>
<tr>
<td>5</td>
<td>I don't have any suggestions</td>
<td>4/4/2018 10:31 PM</td>
</tr>
<tr>
<td>6</td>
<td>improved connections for the pathways. if many of the social trails along mill and pack creeks are on private property, the city should consider incentives to encourage the property owners to allow easements. Better and preserved connections to downtown from all neighborhoods will benefit downtown.</td>
<td>4/4/2018 8:57 PM</td>
</tr>
<tr>
<td>7</td>
<td>Off street parking</td>
<td>4/4/2018 4:11 PM</td>
</tr>
<tr>
<td>8</td>
<td>public restrooms</td>
<td>4/4/2018 4:09 PM</td>
</tr>
<tr>
<td>9</td>
<td>Better sidewalks and nicer trees</td>
<td>4/4/2018 3:26 PM</td>
</tr>
<tr>
<td>10</td>
<td>Parking</td>
<td>4/4/2018 1:09 PM</td>
</tr>
<tr>
<td>11</td>
<td>Events</td>
<td>4/4/2018 1:09 PM</td>
</tr>
<tr>
<td>13</td>
<td>Public Restrooms</td>
<td>4/3/2018 6:24 PM</td>
</tr>
<tr>
<td>14</td>
<td>Left turn signals from Main Street and a truck bypass</td>
<td>4/3/2018 3:10 PM</td>
</tr>
<tr>
<td>15</td>
<td>needs more diverse restaurants</td>
<td>4/3/2018 12:49 PM</td>
</tr>
<tr>
<td>16</td>
<td>Traffic flow</td>
<td>4/3/2018 10:10 AM</td>
</tr>
<tr>
<td>17</td>
<td>pedestrian friendly and inviting</td>
<td>4/3/2018 10:01 AM</td>
</tr>
<tr>
<td>18</td>
<td>It lacks curb appeal, for aesthetics. Blast, ugh</td>
<td>4/2/2018 8:12 AM</td>
</tr>
<tr>
<td>19</td>
<td>Local businesses, small town charm</td>
<td>3/31/2018 8:22 AM</td>
</tr>
<tr>
<td>20</td>
<td>Parking and outdoor sitting areas not related to restaurants</td>
<td>3/30/2018 11:22 PM</td>
</tr>
<tr>
<td>21</td>
<td>live outdoor entertainment, birds, plants, fountains, sitting areas</td>
<td>3/30/2018 8:12 PM</td>
</tr>
<tr>
<td>22</td>
<td>green space and community space</td>
<td>3/30/2018 6:42 PM</td>
</tr>
<tr>
<td>23</td>
<td>Traffic re-route for trucks</td>
<td>3/30/2018 1:28 PM</td>
</tr>
<tr>
<td>24</td>
<td>trees, other than that, love it the way it is.</td>
<td>3/30/2018 11:57 AM</td>
</tr>
<tr>
<td>25</td>
<td>walking areas</td>
<td>3/30/2018 11:14 AM</td>
</tr>
<tr>
<td>26</td>
<td>a pedestrian friendly space like the Boulder mall</td>
<td>3/30/2018 10:08 AM</td>
</tr>
<tr>
<td>27</td>
<td>I suggest since the town chose to make the straightest and widest street and make the speed limit 20 mph that they should make the middle of the road into parking like the area by the library.</td>
<td>3/30/2018 8:24 AM</td>
</tr>
<tr>
<td>28</td>
<td>community feel, landscaping, plaza</td>
<td>3/30/2018 5:40 AM</td>
</tr>
<tr>
<td>29</td>
<td>non motorized space</td>
<td>3/29/2018 9:45 PM</td>
</tr>
<tr>
<td>30</td>
<td>A quiet downtown - it is not peaceful.</td>
<td>3/29/2018 4:55 PM</td>
</tr>
<tr>
<td>31</td>
<td>good mexican restaurant</td>
<td>3/29/2018 4:50 PM</td>
</tr>
<tr>
<td>32</td>
<td>A Highway bypass!</td>
<td>3/29/2018 3:35 PM</td>
</tr>
</tbody>
</table>

### Moab Downtown Plan Survey (Partial)

- **380** Too small for all the people that want to come
- **381** A growing anti-tourist sentiment and anti-growth sentiment
- **382** Homeless
- **383** Too many tourist shops
- **384** Highway runs through it
- **385** Loud traffic, especially semi's
- **386** Tourist prices
- **387** Dangerous & impossible left hand turns / PARKING / SEMI's blasting through
- **388** Lack of parking
- **389** Traffic
- **390** Congestion & Parking
- **391** Cost of living
- **392** Distraught/confused drivers - traffic
- **393** cars parking on Main street make it too hard to travel. Let's make it no parking on Main street from 200 N. to 300 S.
- **394** Traffic, congestion
- **395** Too Crowded
- **396** Tourists
- **397** The lack of parking and the width of the highway
- **398** Parking
- **399** Main Street traffic
- **400** Parking
- **401** dangerous traffic, lack of left turn lights, and parking
- **402** Parking
- **403** CROSS WALKERS!
- **404** Parking
- **405** main street is too busy/congested
- **406** Not enough parking
- **407** The number of tourist trinket shops
- **408** Overcrowded, hot, unsightly building and maintenance
- **409** Parking
- **410** Parking
- **411** need a larger downtown area - expand to North and South -
- **412** traffic/semis trucks
- **413** no parking
- **414** Busy Main Street.
- **415** traffic and parking
- **416** No parking, roads too busy
- **417** Congestion Noise
- **418** freight truck traffic
- **419** Vehicular noise
More outdoor seating and places to watch people

Community

better bars

space

Safe bike lanes and good restaurants. Everyone has a vehicle here (locals and visitors)- drive through businesses would be a huge bonus (coffee, bread/cafeteria food).

Real stores for residents

Quiet, non chaos, over crowded, over run feeling

separation of pedestrians from traffic and noise

pedestrian spaces

.  

Easy parking during the busy seasons.

Crucial landscaping and places to sit, an historic register to stop what’s left of Moab’s original Bypass

Proper Planning with residents in mind, not just tourists

restrictions on more hotels

.  

Clean gutters! Parking meters! Which would make clean gutters possible.

Definitu

Parking

- . 

A central meeting place. The Farmers Market helps but it’s so noisy and congested that it’s just not lively anymore and they really dislike the noise and the atmosphere. I work with the tourist community and we are hearing a lot of complaints about similar things that locals say. The quality of life is deteriorating here in Moab because we put so much emphasis on a specific type of tourism. Mainly, anything that makes noise and has wheels.

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An historic register to stop what’s left of Moab’s original Bypass

Proper Planning with residents in mind, not just tourists

restrictions on more hotels

.  

Crucial landscaping and places to sit, an historic register to stop what’s left of Moab’s original Bypass

Proper Planning with residents in mind, not just tourists

restrictions on more hotels

.  

Clean gutters! Parking meters! Which would make clean gutters possible.

Definitu

Parking

- . 

A central meeting place. The Farmers Market helps but it’s so noisy and congested that it’s just not user friendly. I travel a lot and people who live in New Mexico, Colorado, Arizona are telling me they no longer come here because it’s not fun anymore and they really dislike the noise and the atmosphere. I work with the tourist community and we are hearing a lot of complaints about similar things that locals say. The quality of life is deteriorating here in Moab because we put so much emphasis on a specific type of tourism. Mainly, anything that makes noise and has wheels.

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An historic register to stop what’s left of Moab’s original Bypass
Moab Downtown Plan Survey

106 traffic free walking spaces 3/18/2018 11:20 AM
107 more parking, left turn lights for vehicles, public transit, more restaurants 3/18/2018 10:22 AM
108 Everything but a attitude 3/17/2018 10:17 PM
109 pedestrian integration. Infrastructure/experience is heavily biased towards automobile traffic. Need more pedestrian access and areas rather than having people simply park cars everywhere. We are missing a pleasant pedestrian experience. 3/17/2018 9:22 PM
110 Parking 3/17/2018 8:24 PM
111 An outdoor community space with trees and benches. 3/17/2018 7:35 PM
112 Good Bakery 3/17/2018 6:27 PM
113 Dry Cleaning 3/17/2018 6:19 PM
114 Feel of home 3/17/2018 5:39 PM
115 191 reroute by portal 3/17/2018 5:14 AM
117 A unified feeling. There's east and West cut by a heavily trafficked US highway 3/17/2018 9:57 AM
118 Improved crosswalk safety 3/17/2018 9:57 AM
119 Warmth 3/16/2018 8:05 PM
120 Pedestrian areas that are pleasant to hang out in 3/16/2018 6:36 PM
121 a plaza 3/16/2018 6:30 PM
122 a bypass 3/16/2018 4:25 PM
123 An Indian restaurant, landscaping, a cool spot to sit and hang out, a cool theater 3/16/2018 3:31 PM
124 quality restaurants/variyety an enjoyable walking experience 3/15/2018 10:06 PM
125 welcoming space for locals 3/15/2018 7:55 PM
126 A community gathering space and bike lanes 3/15/2018 6:06 PM
127 Diversity in types of stores, but it's only a small town. 3/15/2018 5:27 PM
128 Drinking Fountains 3/15/2018 4:16 PM
129 Events 3/15/2018 3:11 PM
130 Affordable retail space 3/15/2018 12:48 PM
131 Not enough restaurants with liquor licenses! 3/15/2018 11:31 PM
132 Upscale Dining Options 3/15/2018 11:31 AM
133 structure and culture 3/15/2018 10:49 AM
134 Historic Signs of Old Moab 3/15/2018 10:19 AM
135 not sure exactly 3/15/2018 10:01 AM
136 Bike lanes! 3/15/2018 8:30 AM
137 Pedestrian spaces. Roads too wide. 3/15/2018 8:21 AM
138 How about affordable housing - smaller apartments upstairs, since Moab went to the 3 story building is ok regulation, and the ability for traffic to stop and let pedestrians cross every whichway at one time. Left turns still get bogged down by crossing pedestrians. 3/15/2018 8:12 AM
139 Contemporary food options/Funky 3/15/2018 7:58 AM
140 safe multimodal transportation opportunities 3/14/2018 11:44 PM
141 Stores/restaurants oriented towards community, street cafes, music/culture 3/14/2018 8:46 PM
142 Outdoor space for people on foot 3/14/2018 7:52 PM
143 Parking structure 3/14/2018 7:23 PM
144 Turn signals 3/14/2018 6:17 PM
145 misters 3/14/2018 5:15 PM
146 Less traffic, more places to sit, hang out 3/14/2018 5:05 PM
147 Infrastructure 3/14/2018 5:03 PM
148 Community street fairs, events 3/14/2018 3:50 PM
149 Vague question... not sure how to reply 3/14/2018 1:48 AM
150 outside patio dining 3/14/2018 9:43 AM
151 A bypass like red hills parkway in st george 3/14/2018 9:22 AM
152 Culture 3/13/2018 8:53 PM
153 Kind people 3/13/2018 8:44 PM
154 Not through traffic. 3/13/2018 8:38 PM
155 Affordability, adequate parking, bigger chain stores with affordable prices 3/13/2018 6:37 PM
156 Every type of food except Italian and Mexican. We need more variety. 3/13/2018 2:59 PM
157 Benches and trash cans. It's locals 3/13/2018 12:31 PM
158 LOCALS 3/13/2018 11:36 AM
159 Family friendly shops. 3/13/2018 11:36 AM
160 Sense of pride in community 3/13/2018 10:16 AM
161 evening activity 3/13/2018 9:45 AM
162 Spaces in which to stop and enjoy 3/13/2018 6:51 AM
163 Public transportation bus 3/13/2018 12:48 AM
164 Locals 3/12/2018 11:06 PM
165 A truck bypass so we could be pedestrian friendly 3/12/2018 10:35 PM
166 Affordable housing 3/12/2018 10:30 PM
167 Restaurants 3/12/2018 10:02 PM
168 High quality dining and social establishments 3/12/2018 8:50 PM
169 Great food, more places to eat (less crowds during busy season) 3/12/2018 8:10 PM
170 restaurants with healthy and delicious options, like 98 center 3/12/2018 7:44 PM
171 Public housing. Affordable housing for “resort” employees 3/12/2018 7:38 PM
172 Music/Concert Venue 3/12/2018 6:19 PM
173 Chipotle 3/12/2018 6:17 PM
174 Stores without cheap touristy stuff 3/12/2018 6:13 PM
175 nothing 3/12/2018 5:57 PM
176 Bike paths 3/12/2018 4:45 PM
177 reasonable shopping center 3/12/2018 3:12 PM
178 More nightly entertainment 3/12/2018 2:40 PM
179 i like whats there now 3/12/2018 1:18 PM
180 All of the things mentioned in question 7 3/12/2018 12:58 PM
181 A distinct feeling/vibe other than tourist kitsch. Moab has no soul. 3/12/2018 12:09 PM
182 Parking 3/12/2018 11:44 AM
183 stores for locals 3/12/2018 11:30 AM
184 metered parking 3/12/2018 10:50 AM
| 185 | community space | 3/12/2018 10:36 AM |
| 186 | bike safety! | 3/12/2018 10:09 AM |
| 187 | Community spaces, pedestrian only zones, bike lanes | 3/12/2018 9:02 AM |
| 188 | Left turn signals | 3/12/2018 8:59 AM |
| 189 | A place for locals to buy anything other than tourist junk | 3/12/2018 8:09 AM |
| 190 | Things to do besides shop and eat | 3/12/2018 7:54 AM |
| 191 | Decent restaurants | 3/12/2018 7:46 AM |
| 192 | A large green space for hanging out | 3/12/2018 6:47 AM |
| 193 | I think it’s pretty good | 3/12/2018 5:30 AM |
| 194 | Farmers market. Better galleries and stores and less cheesy merchandise | 3/11/2018 11:11 PM |
| 195 | A feel that makes everyone want to hang out, stay, linger. Places for locals amongst the tourists. | 3/11/2018 10:44 PM |
| 196 | More public concerts and events | 3/11/2018 10:18 PM |
| 197 | A bypass for through traffic. | 3/11/2018 9:15 PM |
| 198 | Community. | 3/11/2018 7:53 PM |
| 199 | Safety. | 3/11/2018 11:07 AM |
| 200 | Grass. | 3/11/2018 10:04 AM |
| 201 | A plan | 3/11/2018 9:52 AM |
| 202 | Parking enforcement | 3/11/2018 6:51 PM |
| 203 | Patios, bars | 3/11/2018 8:08 AM |
| 204 | Retail stores that are not tourist oriented. | 3/10/2018 6:02 AM |
| 205 | Light for left turns | 3/10/2018 9:12 AM |
| 206 | A soul | 3/10/2018 12:33 PM |
| 207 | Customers keep asking me for a chocolate shop and a tea house. | 3/10/2018 1:05 PM |
| 208 | Old home town feel | 3/10/2018 6:47 AM |
| 209 | Affordably restaurants | 3/10/2018 11:09 PM |
| 210 | Variety. Everything on Main Street is either geared towards a tourist sending stuff home to their family, or some rich person who is going to buy thousands of dollars in jewelry. | 3/10/2018 12:10 PM |
| 211 | A community feel. It FEELS like a tourist center with a highway in the middle | 3/10/2018 10:08 PM |
| 212 | A nice bar/lounge | 3/10/2018 11:09 PM |
| 213 | A bypass | 3/10/2018 5:36 AM |
| 214 | Street food | 3/10/2018 2:53 PM |
| 215 | Parking enforcement | 3/10/2018 12:23 PM |
| 216 | A soul | 3/10/2018 6:35 AM |
| 217 | Turning arrows on stoplights | 3/10/2018 1:01 AM |
| 218 | A nice bar/lounge | 3/10/2018 9:12 AM |
| 219 | Events | 3/10/2018 11:11 AM |
| 220 | Good restaurants. Events that happen on or right off of main. Character. | 3/10/2018 7:46 AM |
| 221 | A community feel. A place for locals to buy anything other than tourist junk | 3/10/2018 9:12 AM |
| 222 | A sense of community that you have and feel one block away from it. | 3/10/2018 10:28 PM |
| 223 | Creative use of space and to be more dog friendly | 3/10/2018 10:19 PM |
| 224 | Variety all the shops sell a lot of the same things. And a Walmart would really help even though many hate the idea | 3/10/2018 12:07 PM |
| 225 | Good restaurants. Events that happen on or right off of main. Character. | 3/10/2018 8:46 PM |
| 226 | A sense of community that you have and feel one block away from it. | 3/10/2018 9:30 AM |
| 227 | A community feel. It FEELS like a tourist center with a highway in the middle | 3/10/2018 9:07 AM |
| 228 | A soul | 3/10/2018 2:53 PM |
| 229 | Parking enforcement | 3/10/2018 11:09 PM |
| 230 | A sense of community that you have and feel one block away from it. | 3/10/2018 9:30 AM |
| 231 | Flow | 3/10/2018 11:09 PM |
| 232 | Affordable food | 3/10/2018 11:11 AM |
| 233 | Events | 3/10/2018 10:01 AM |
| 234 | A sense of community that you have and feel one block away from it. | 3/10/2018 10:00 PM |
| 235 | More public concerts and events | 3/10/2018 11:09 PM |
| 236 | Affordable restaurants | 3/10/2018 11:11 AM |
| 237 | Parking enforcement | 3/10/2018 10:08 PM |
| 238 | A soul | 3/10/2018 6:35 AM |
| 239 | Events | 3/10/2018 10:00 PM |
| 240 | A soul | 3/10/2018 11:09 PM |
| 241 | Good restaurants. Events that happen on or right off of main. Character. | 3/10/2018 11:11 AM |
| 242 | A soul | 3/10/2018 9:43 PM |
| 243 | Events | 3/10/2018 11:11 AM |
| 244 | A soul | 3/10/2018 9:43 PM |
| 245 | A soul | 3/10/2018 9:43 PM |
| 246 | A soul | 3/10/2018 9:43 PM |
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| 251 | A soul | 3/10/2018 9:43 PM |
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| 254 | A soul | 3/10/2018 9:43 PM |
| 255 | A soul | 3/10/2018 9:43 PM |
| 256 | A soul | 3/10/2018 9:43 PM |
257 parking
258 A safe, local feeling... the big loud trucks and semis make this hard
259 Restaurants with outside seating, shopping variety
260 Better traffic lights, more bike lanes, better zoning
261 pedestrian friendliness
262 Charm
263 Attractions for locals- coffee shops, stores other than novelty stores
264 Charm!
265 Quality restaurants
266 Large venue
267 Community events, more free concerts, antiques
268 Pedestrian square
269 dress up store fronts and make center street foot traffic only
270 A limit on how many hotels are built
271 Parking structures
272 A walking only Downtown. Block Main for several blocks and have only a pedestrian Downtown with no motor vehicles allowed.
273 Left turn signal lights
274 Actual stores and more restaurants
275 dedicated bike lanes
276 Selection of stores. You cannot buy a pair of Levis, shopping locally lacks, I order on line or go to Grand Junction. Need more places for breakfast, food trucks not just 2 of them. New movie theater the one we have is awful. We need a small convention center.
277 There is nothing left downtown that is geared to locals.
278 Nice pedestrian walking
279 theming
280 Kids place to hang out of all ages
281 2 hour parking limit
282 Family-friendly activities full rec center with multiple full-size basketball courts.
283 parking
284 4th of July events.. we should be proud to live here.
285 Distinct commercial areas that are pedestrian dedicated
286 Ease of access
287 There's no "there" there
288 Bus service
289 Community focus, not tourism
290 Kids attractions
291 Walk plaza
292 small park-like pedestrian zones to sit and eat ice cream in.
293 Lights something that's attracts that says this is moab for at night
294 Non-tourism businesses
295 Its soulbusy
296 Outdoor bar/restaurant seating!
297 A "town" feel. You have to fight traffic to get there, then no parking,
298 Space
299 Everything for the locals.
300 adequate parking
301 Character
302 A place/center type space, farmers market
303 Affordable homes!
304 Cuhnenessness
305 Some seriously cool art, diversity of food, Stadium or amphitheater, tables and chairs
306 Enough employees for all the restaurants and shops. The ability to turn left.
307 The customer service all over town needs to be raised a few bars. Low wages lead to bad attitudes and less skilled employees
308 Seating and a run through fountain play area
309 Affordable housing
310 LEFT TURN SIGNALS
311 the small town vibe. feels too tourusty
312 calmness
313 Public space (other than sidewalks)
314 Parking
315 More restaurants, maybe a small water park area for families when it's hot, more choices for food, and shopping. Maybe a park area, and def missing parking places
316 again...SAFETY!!!
317 Left turn signal! An Indian Resturant would also be nice
318 Appropriate infrastructure that keeps up with the motels being built
319sprite - clean it up
320 Good lighting at night
321 Art, culture, entertainment,...
322 A return to sanity. Get rid of the bike lanes
323 quiet spaces
324 a center
325 Shops that cater to residents, sufficient places to sit, chat and watch
326 parking
327 More bars / restaurants
328 Variety of food establishments
329 nighttime
330 A feeling that it belongs to the community. Now it feels like we do everything for the people who come here, not the people who live here.
331 Quiet
332 Public bus service
333 Controlled growth
Downtown Moab needs to have more welcome to all events not just a few selected ones. We are a tourist-based industry, and we need to welcome everybody not just a few places for locals to enjoy as well.

Family activities.

Safe bicycle facilities for all ages and abilities. It's the mountain biking center of the world but you can't bike on Main Street.

Small Town feel.

Bike lanes.

A heart and soul.

High end restaurants.

Traffic control, restaurants, parking. A vision besides greed.

More retail space.

A larger downtown that includes more retail and residential areas.

Leisure areas for people to sit and enjoy the park.

Parking.

Too crowded on Main Street.

High end stores.

A sense of community pride.

Central and coordinated car parking, bike lanes, more art, wider sidewalks.

A focal point, seating, more sidewalk dining, curb appeal, better parking, intimate setting, more art, walkability, texture/color changes in the walkway, landscaping.

The community feel and involvement.

Restaurants.

Pedestrian refuge islands.

Less people.

Safe travel, for bikes, pedestrians, vehicles.

Bike trail, hiking, jeep trail maps.

Charm.

THINGS FOR LOCALS! Everything is only for the tourists!

No parking on Main Street.

public parking and restrooms; some spreading out so all of Moab is not located on one street, which is also the highway.

Outdoor seating for restaurant.

Organization, style.

Public art, landscaping, parking.

Restaurants.

A larger downtown that includes more retail and residence.

Leisure areas for people to sit and enjoy the park.

parking.

Too crowded on Main Street.

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A sense of community pride.

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Focal point, seating, more sidewalk dining, curb appeal, better parking, intimate setting, more art, walkability, texture/color changes in the walkway, landscaping.

Culture.

plazas.

Regulated growth control. Locals not being considered.

Bike lanes.

Quiet.

Turning arrow signals.

It's cute and quaint.

Wal-Mart!!!!.....

A contiguous section of high quality buildings and environment. Like you'd see in Durango.

More charm.

Restaurants and shops.

Community park for sitting and people watching.

Things for locals.

A main downtown plaza and/or pedestrian only zone with patio-style restaurants and shops.

See question 7.

Walmart. Moab caters only to tourism while all of the residents suffer. Money talks!!!

the old hometown community feel.

Something for locals. It's a tourist-based.

traffic diversion, bicycle accommodations.

Caring for locals.

Again, real stores and restaurants.
Q9 What are three words that best describe Downtown Moab?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
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<td>98.00%</td>
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<tr>
<td>3</td>
<td>93.00%</td>
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</table>

1. Tourists
2. uninteresting
3. noisy
4. Noisy
5. Bustling
6. busy
7. Noise
8. crowded
9. busy
10. Traffic
11. Loud
12. loud
13. Cluttered
14. Touristy
15. touristly
16. Noisy
17. small
18. busy
19. busy
20. Noisy
21. Congested
22. semi-trucks speeding
23. retail
24. loud
25. congested
26. eclectic, diverse
27. traffic
28. congested
29. eclectic
30. desert

31. noisy
32. Loud
33. Fun
34. congested
35. North
36. Traffic
37. crowded
38. Crowded
39. noisy
40. Congested
41. chaotic
42. traffic
43. traffic
44. Quant
45. Two blocks of very good
46. quant
47. tourist town
48. too crowded.
49. Noisy
50. interesting businesses
51. Boring
52. Loud
53. left-lurn hell most of the year
54. Trucks
55. overpriced
56. Busy
57. Crowd
58. Busy
59. Beautiful
60. Congested
61. business friendly
62. Hipsters
63. Business friendly
64. Hipsters
65. Busy
66. Congested
67. Lost
68. Traffic
69. noisy
70. the stores that stay open all year
71. not
<table>
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<tr>
<th>154</th>
<th>Compact</th>
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<tr>
<td>155</td>
<td>Local charm</td>
<td>3/14/2018 9:43 AM</td>
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<tr>
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<td>Annoying</td>
<td>3/14/2018 9:22 AM</td>
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<tr>
<td>157</td>
<td>Disaster</td>
<td>3/13/2018 8:53 PM</td>
</tr>
<tr>
<td>158</td>
<td>Congestion</td>
<td>3/13/2018 8:36 PM</td>
</tr>
<tr>
<td>159</td>
<td>Congested</td>
<td>3/13/2018 6:37 PM</td>
</tr>
<tr>
<td>160</td>
<td>Crowded</td>
<td>3/13/2018 2:59 PM</td>
</tr>
<tr>
<td>161</td>
<td>Cramped</td>
<td>3/13/2018 12:31 PM</td>
</tr>
<tr>
<td>162</td>
<td>Pure tourist trap</td>
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<tr>
<td>163</td>
<td>Busy</td>
<td>3/13/2018 11:36 AM</td>
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<tr>
<td>164</td>
<td>Not cohesive</td>
<td>3/13/2018 10:16 AM</td>
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<tr>
<td>165</td>
<td>Loud</td>
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</tr>
<tr>
<td>166</td>
<td>Unique</td>
<td>3/13/2018 12:48 AM</td>
</tr>
<tr>
<td>167</td>
<td>Commercial</td>
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<tr>
<td>169</td>
<td>Touristy</td>
<td>3/12/2018 10:30 PM</td>
</tr>
<tr>
<td>170</td>
<td>Tourists</td>
<td>3/12/2018 8:50 PM</td>
</tr>
<tr>
<td>171</td>
<td>Touristy</td>
<td>3/12/2018 8:10 PM</td>
</tr>
<tr>
<td>172</td>
<td>congested</td>
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<td>Still kinda funky</td>
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<td>Traffic</td>
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<td>busy</td>
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<td>Festive</td>
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<td>Busy</td>
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<tr>
<td>182</td>
<td>Busy traffic</td>
<td>3/12/2018 2:40 PM</td>
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<tr>
<td>183</td>
<td>crowded</td>
<td>3/12/2018 1:16 PM</td>
</tr>
<tr>
<td>184</td>
<td>Busy</td>
<td>3/12/2018 12:56 PM</td>
</tr>
<tr>
<td>185</td>
<td>Overcrowded.</td>
<td>3/12/2018 12:08 PM</td>
</tr>
<tr>
<td>186</td>
<td>Depending on the time of year people</td>
<td>3/12/2018 11:44 AM</td>
</tr>
<tr>
<td>187</td>
<td>Busy</td>
<td>3/12/2018 11:30 AM</td>
</tr>
<tr>
<td>188</td>
<td>congested</td>
<td>3/12/2018 10:50 AM</td>
</tr>
<tr>
<td>189</td>
<td>unique</td>
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<tr>
<td>191</td>
<td>Noisy</td>
<td>3/12/2018 9:02 AM</td>
</tr>
<tr>
<td>192</td>
<td>Left</td>
<td>3/12/2018 8:59 AM</td>
</tr>
<tr>
<td>193</td>
<td>tourism</td>
<td>3/12/2018 8:09 AM</td>
</tr>
<tr>
<td>194</td>
<td>Busy</td>
<td>3/12/2018 7:54 AM</td>
</tr>
</tbody>
</table>

Moab Downtown Plan Survey
318 Pedestrian 3/8/2018 10:17 PM
319 Busy 3/8/2018 10:09 PM
320 traffic 3/8/2018 10:09 PM
321 busy 3/8/2018 10:07 PM
322 Tourists 3/8/2018 10:00 PM
323 Crowded 3/8/2018 10:00 PM
324 Charming 3/8/2018 9:54 PM
325 unsafe 3/8/2018 9:54 PM
326 Retail 3/8/2018 9:54 PM
327 Crowded 3/8/2018 9:52 PM
328 Noisy 3/8/2018 9:00 PM
329 Outdated 3/8/2018 9:00 PM
330 Bike lanes 3/8/2018 9:46 PM
331 great food places 3/8/2018 9:36 PM
332 noisy 3/8/2018 9:29 PM
333 Corky 3/8/2018 9:16 PM
334 quaint 3/8/2018 9:15 PM
335 traffic 3/8/2018 8:58 PM
336 Crowded 3/8/2018 8:52 PM
337 Crowded 3/8/2018 8:52 PM
338 Small businesses being forced out to build a new hotel. 3/8/2018 8:36 PM
339 Changing 3/8/2018 8:10 PM
340 Great 3/8/2018 7:58 PM
341 cluster 3/8/2018 7:55 PM
342 Free parking 3/8/2018 7:50 PM
343 Crowded 3/8/2018 7:35 PM
344 Unique 3/8/2018 7:34 PM
345 Joke 3/8/2018 7:30 PM
346 Traffic 3/8/2018 7:21 PM
347 to 3/8/2018 7:06 PM
348 Crowds 3/8/2018 7:00 PM
349 Busy 3/8/2018 6:55 PM
350 Arts 3/8/2018 5:59 PM
351 Noisy 3/8/2018 5:55 PM
352 Shit show 3/8/2018 5:47 PM
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354 Beautiful natural landscaping 3/8/2018 5:23 PM
355 Traffic 3/8/2018 5:22 PM
356 Small 3/8/2018 5:16 PM
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358 Friendly 3/8/2018 5:13 PM
359 Homey 3/8/2018 5:11 PM
360 Loud 3/8/2018 5:07 PM
361 Lively 3/8/2018 5:05 PM
362 Busy 3/8/2018 5:00 PM
363 Crazy 3/8/2018 5:00 PM
364 Views 3/8/2018 4:57 PM
365 Potential 3/8/2018 4:51 PM
366 Boring 3/8/2018 4:45 PM
367 Noisy highway 3/8/2018 4:42 PM
368 Loud 3/8/2018 4:38 PM
369 Small 3/8/2018 4:31 PM
370 Dated 3/8/2018 4:21 PM
371 Run down 3/8/2018 4:04 PM
372 Expansive 3/8/2018 4:02 PM
373 Crowded 3/8/2018 4:01 PM
374 Quaint 3/8/2018 3:48 PM
375 hectic 3/8/2018 3:37 PM
376 greedy 3/8/2018 3:36 PM
377 Congested 3/8/2018 3:30 PM
378 busy 3/8/2018 3:14 PM
379 Crowded 3/8/2018 3:05 PM
380 Quaint 3/8/2018 3:04 PM
381 cute 3/8/2018 3:03 PM
382 Congestion 3/8/2018 3:02 PM
383 busy 3/8/2018 3:01 PM
384 Fun 3/8/2018 2:34 PM
385 BUSY 3/8/2018 2:25 PM
386 Busy 3/8/2018 2:24 PM
387 eclectic 3/8/2018 2:23 PM
388 Quaint 3/8/2018 2:12 PM
389 Congested 3/8/2018 2:05 PM
390 Walkable 3/8/2018 2:01 PM
391 busy 3/8/2018 2:01 PM
392 Restaurants 3/8/2018 1:59 PM
393 diverse 3/8/2018 1:56 PM
394 friendly 3/8/2018 1:55 PM
395 Historic 3/8/2018 1:55 PM
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398 Noisy 3/7/2018 4:51 PM
399 funky 2/26/2018 5:31 PM
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Moab Downtown Plan Survey

81 Dangerous driving and crossing conditions
82 J walker congestion
83 Priced
84 loud
85 Rustic
86 Lacking pedestrian
central
87 car-centric
88 traffic-trucks
89 .
90 stil
91 stil
92 .
93 .
94 Hard to access
95 Crowded
96 intimate
97 fast
98 crowded
99 traffic
100 Busy
101 Traffic
102 To many people
103 fun
104 Tourist-driven
105 traffic
106 Busy
107 noisy
108 no-parking
109 Overpriced
110 congested
111 Hippies
112 compact
113 Crowded
114 People
115 busy
116 Walkable
117 Long
118 Noisy
119 Loud
120 Chaotic
121 linear
122 Hotels
123 Cute/Quaint
124 Loud
125 louder
126 Loud
127 Packed/Trafficked
128 Seasonal
129 Congested
130 Unique
131 bright
132 Not enough ethnic food choices
133 Congested
134 Lack of visible farmers market
135 Touristy
136 Usually avoid
137 Busy
138 lucrative
139 Flat
140 simple
141 Crowded
142 Lively
143 Loud
144 Clustered
145 Over crowded
146 small
147 International
148 Tourism
149 Touristy
150 Variety
151 Crowded
152 Great
153 No left turns
154 Busy
155 Busy
156 Tourists don't do speed limits
157 Congested and noisy
158 Narrow.
159 Noisy
160 Busy
161 Expensive rent
162 Crowded
| 163 | Trucks | 3/12/2018 10:35 PM |
| 164 | Traffic | 3/12/2018 10:30 PM |
| 165 | High traffic | 3/12/2018 8:50 PM |
| 166 | Busy | 3/12/2018 8:10 PM |
| 167 | too many new hotels | 3/12/2018 7:44 PM |
| 168 | Independent restaurants | 3/12/2018 7:38 PM |
| 169 | touristic | 3/12/2018 7:06 PM |
| 170 | Noisy | 3/12/2018 7:04 PM |
| 171 | Crappy out of town drivers | 3/12/2018 6:19 PM |
| 172 | Scenic | 3/12/2018 6:17 PM |
| 173 | Congested | 3/12/2018 6:13 PM |
| 174 | eclectic | 3/12/2018 5:57 PM |
| 175 | Artistic | 3/12/2018 4:45 PM |
| 176 | Expensive | 3/12/2018 3:12 PM |
| 177 | Too many of the same shops | 3/12/2018 2:40 PM |
| 178 | gaudy | 3/12/2018 1:18 PM |
| 179 | Noisy | 3/12/2018 12:58 PM |
| 180 | Stark | 3/12/2018 12:08 PM |
| 181 | Congestion | 3/12/2018 11:44 AM |
| 182 | Cramped | 3/12/2018 11:30 AM |
| 183 | run down | 3/12/2018 10:50 AM |
| 184 | loud | 3/12/2018 10:36 AM |
| 185 | polluted by vehicular traffic | 3/12/2018 10:00 AM |
| 186 | Over-crowded | 3/12/2018 9:02 AM |
| 187 | Turn | 3/12/2018 8:59 AM |
| 188 | traffic | 3/12/2018 8:09 AM |
| 189 | Loud | 3/12/2018 7:54 AM |
| 190 | Traffic | 3/12/2018 7:46 AM |
| 191 | Scenic | 3/12/2018 6:47 AM |
| 192 | Beautiful | 3/12/2018 5:30 AM |
| 193 | Arches park | 3/12/2018 2:57 AM |
| 194 | Noisy | 3/12/2018 12:00 AM |
| 195 | Cheesy | 3/12/2018 11:11 PM |
| 197 | Charming | 3/11/2018 10:18 PM |
| 198 | Busy | 3/11/2018 10:02 PM |
| 199 | trucks | 3/11/2018 9:15 PM |
| 200 | Congested | 3/11/2018 8:54 PM |
| 201 | Tourist based | 3/11/2018 7:53 PM |
| 202 | Hotels | 3/11/2018 7:32 PM |
| 203 | Noisy | 3/11/2018 6:51 PM |

Moab Downtown Plan Survey
Moab Downtown Plan Survey

245 Crowded 3/9/2018 11:56 PM
246 small 3/9/2018 11:13 PM
247 To much traffic 3/9/2018 11:09 PM
248 Moab-y 3/9/2018 10:58 PM
249 All for Tourist 3/9/2018 10:57 PM
250 Noisy 3/9/2018 10:06 PM
251 Dangerous 3/9/2018 9:08 PM
252 Tourists 3/9/2018 8:15 PM
253 Chaos 3/9/2018 7:07 PM
254 crowded 3/9/2018 5:20 PM
255 Mixed 3/9/2018 4:55 PM
256 Can’t turn left 3/9/2018 4:46 PM
257 car pollution 3/9/2018 4:44 PM
258 Smelly 3/9/2018 4:25 PM
259 To 3/9/2018 4:11 PM
260 Touristy 3/9/2018 3:32 PM
261 dangerous 3/9/2018 3:34 PM
262 Traffic 3/9/2018 3:32 PM
263 Motels 3/9/2018 3:32 PM
264 Inspiring 3/9/2018 3:16 PM
265 Hot 3/9/2018 3:01 PM
266 Gift shops 3/9/2018 3:00 PM
267 Expensive 3/9/2018 2:46 PM
268 Loud 3/9/2018 2:28 PM
269 a mess 3/9/2018 2:27 PM
270 Overdone 3/9/2018 2:23 PM
271 Busy 3/9/2018 2:09 PM
272 No parking 3/9/2018 2:00 PM
273 Artistic 3/9/2018 1:59 PM
274 Kitchy tourist stores 3/9/2018 1:57 PM
275 artsy 3/9/2018 1:56 PM
276 Easy to navigate small town 3/9/2018 1:45 PM
277 Tourist 3/9/2018 1:34 PM
278 Very walkable 3/9/2018 1:25 PM
279 mismatched 3/9/2018 1:05 PM
280 Many 3/9/2018 1:00 PM
281 Interesting 3/9/2018 12:47 PM
282 Vintage 3/9/2018 12:43 PM
283 charming 3/9/2018 10:40 AM
284 Bikes taking over 3/9/2018 10:33 AM
285 Lucrative 3/9/2018 10:22 AM

Moab Downtown Plan Survey

286 Over crowded 3/9/2018 10:19 AM
287 uninviting 3/9/2018 10:16 AM
288 Traffic 3/9/2018 10:12 AM
289 Concentrated 3/9/2018 9:40 AM
290 tourist shops 3/9/2018 9:35 AM
291 Exciting 3/9/2018 9:19 AM
292 traffic 3/9/2018 9:03 AM
293 Boring 3/9/2018 8:57 AM
294 traffic 3/9/2018 8:43 AM
295 Tourist 3/9/2018 8:39 AM
296 Charming 3/9/2018 8:27 AM
297 Filled with Semis 3/9/2018 8:12 AM
298 Boring 3/9/2018 6:47 AM
299 Motels 3/9/2018 1:22 AM
300 Noise 3/9/2018 11:37 PM
301 loud 3/9/2018 11:35 PM
302 Horrible parking 3/9/2018 11:34 PM
303 Too many cars 3/9/2018 11:22 PM
304 crowded 3/9/2018 11:12 PM
305 Noise 3/9/2018 11:04 PM
306 Not pedestrian friendly 3/9/2018 10:54 PM
307 Eclectic 3/9/2018 10:54 PM
308 I hope I don’t get into an accident. 3/9/2018 10:53 PM
309 Impossible to Turn Left 3/9/2018 10:50 PM
310 Repetitive 3/9/2018 10:21 PM
311 Friendly 3/9/2018 10:17 PM
312 Dangerous 3/9/2018 10:09 PM
313 traffic 3/9/2018 10:09 PM
314 loud 3/9/2018 10:07 PM
315 Noisy 3/9/2018 10:06 PM
316 ill planned 3/9/2018 10:00 PM
317 Artistic 3/9/2018 9:54 PM
318 unavailable 3/9/2018 9:54 PM
319 Noise 3/9/2018 9:54 PM
320 Motels 3/9/2018 9:52 PM
321 Dark 3/9/2018 9:46 PM
322 Congested 3/9/2018 9:46 PM
323 Bike Lanes 3/9/2018 9:44 PM
324 nice shops 3/9/2018 9:36 PM
325 busy 3/9/2018 9:29 PM
326 Tourist-based 3/9/2018 9:16 PM
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<td>355</td>
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<td>356</td>
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<td>358</td>
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<tr>
<td>359</td>
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**# 3 DATE**

1. Disorganized 4/12/2018 5:46 PM
2. boring 4/7/2018 8:00 PM
3. expensive 4/6/2018 10:17 AM
4. crowded 4/4/2018 10:46 PM
6. constrained 4/4/2018 8:57 PM
7. 18 wheelers 4/4/2018 6:11 PM
8. inconsistent 4/4/2018 4:09 PM
15. lack of character 4/3/2018 12:49 PM
16 Touristy 4/3/2018 10:10 AM
17 crowded 4/3/2018 10:01 AM
18 traffic 4/2/2018 9:46 AM
19 Dangerous 4/2/2018 8:12 AM
20 Not for locals anymore 3/31/2018 8:22 AM
21 high priced 3/30/2018 8:12 PM
22 potential 3/30/2018 6:42 PM
23 nice off season 3/30/2018 11:57 AM
24 fun and has character 3/30/2018 10:08 AM
25 traffic 3/30/2018 10:08 AM
26 traffic 3/30/2018 11:14 AM
27 noisy 3/30/2018 8:24 AM
28 busy 3/30/2018 5:40 AM
29 traffic 3/29/2018 9:45 PM
30 ugly 3/29/2018 4:55 PM
31 over priced 3/29/2018 3:35 PM
32 Semi 3/29/2018 3:05 PM
33 Busy 3/29/2018 2:54 PM
34 compact 3/29/2018 1:17 PM
35 Capitalist Bourgeoisie Yuppies 3/29/2018 12:57 PM
36 chaos 3/29/2018 12:08 PM
37 Can never turn left 3/28/2018 8:32 PM
38 over crowded 3/28/2018 8:01 PM
40 noise 3/27/2018 8:36 AM
41 Home 3/26/2018 7:49 PM
42 Everything south of Mills Creek is a planning disaster that should never be repeated 3/26/2018 11:53 AM
43 dangerous 3/26/2018 11:09 AM
44 crowded 3/26/2018 9:14 AM
45 too much through traffic/commercial traffic 3/26/2018 8:53 AM
46 View-which is quickly disappearing with Hilton and new Voodoo type development 3/26/2018 4:49 AM
47 too much traffic 3/25/2018 3:26 PM
48 Over priced 3/25/2018 2:05 PM
49 Terrible parking 3/25/2018 12:19 PM
50 not over-gentrified/corporate-ized 3/25/2018 11:41 AM
51 noisy 3/25/2018 11:28 AM
52 T-shirt shops 3/25/2018 10:50 AM
53 politically charged 3/25/2018 8:10 AM
54 Unmanaged 3/25/2018 7:30 AM
55 Annoying 3/25/2018 8:54 AM
56 Ugly 3/25/2018 4:55 PM
57 over priced 3/25/2018 3:35 PM
58 Semis 3/25/2018 3:05 PM
59 Busy 3/24/2018 10:00 PM
60 Boring 3/24/2018 2:49 PM
61 financial gain 3/24/2018 11:55 AM
62 Liberals 3/24/2018 11:23 AM
63 Growing 3/24/2018 9:06 AM
64 keep bikers off main street 3/24/2018 9:05 AM
65 Wasted chances 3/23/2018 10:43 PM
66 crowded 3/23/2018 9:50 PM
67 unattractive 3/23/2018 7:33 PM
68 can not make a left hand turn anywhere on main street 3/23/2018 7:28 PM
69 Old building faces 3/23/2018 5:08 PM
70 loud 3/23/2018 4:26 PM
71 Old sidewalk/iff 3/23/2018 2:35 PM
72 Beautiful 3/22/2018 8:53 PM
73 smalltown 3/22/2018 7:48 PM
74 Great art & galleries 3/22/2018 4:41 PM
75 Trucks 3/22/2018 3:02 PM
76 Disappointing 3/22/2018 11:32 AM
77 Not modern enough 3/21/2018 11:09 PM
78 Heavy traffic 3/21/2018 7:54 PM
79 Trinkets and garbage to sell tourist shops 3/21/2018 7:36 PM
80 Welcomeing 3/21/2018 7:26 PM
81 Linear development 3/21/2018 5:14 PM
82 uneventful 3/21/2018 2:38 PM
83 noise 3/21/2018 10:21 AM
84 Welcomeing 3/21/2018 8:25 AM
85 T-shirt shops 3/20/2018 8:09 AM
86 biff 3/20/2018 8:06 AM
87 noisy 3/20/2018 8:00 AM
88 Not modern enough 3/20/2018 7:46 AM
89 Awesome, if you get in 3/20/2018 10:27 PM
90 Noisy 3/20/2018 9:52 AM
91 lively 3/20/2018 2:44 PM
92 car-dominated 3/20/2018 2:10 AM
93 uneventful 3/20/2018 1:01 PM
94 too many tourists 3/20/2018 10:17 AM
95 Noisy 3/20/2018 8:57 AM
Moab Downtown Plan Survey

98 Pavement 3/20/2018 8:53 AM
99 Nothing for locals to do 3/19/2018 5:26 PM
100 sad 3/19/2018 12:42 PM
101 Noisy 3/18/2018 8:15 PM
102 no left-turn signals 3/18/2018 2:48 PM
103 Congested 3/18/2018 2:03 PM
104 quaint 3/18/2018 11:20 AM
105 busy 3/18/2018 10:22 AM
106 Over crowded 3/17/2018 10:17 PM
107 imbalance 3/17/2018 9:22 PM
108 Deres 3/17/2018 8:24 PM
109 disappointed 3/17/2018 7:35 PM
110 Frustrating 3/17/2018 6:27 PM
111 fun 3/17/2018 2:17 PM
112 Semittruck 3/17/2018 12:07 PM
113 Crowded 3/17/2018 10:14 AM
114 Stressful 3/17/2018 9:57 AM
115 Touristy 3/16/2018 6:36 PM
116 congested 3/16/2018 4:30 PM
117 noise 3/16/2018 4:25 PM
118 Busy (during the tourist season) 3/16/2018 3:31 PM
119 Unfriendly 3/15/2018 10:06 PM
120 more crowded 3/15/2018 9:25 PM
121 Overcrowded 3/15/2018 7:55 PM
122 Eclectic 3/15/2018 6:06 PM
123 Cute 3/15/2018 5:27 PM
124 Eclectic 3/15/2018 4:16 PM
125 Home 3/15/2018 1:31 PM
126 frenetic 3/15/2018 12:48 PM
127 Vibrant 3/15/2018 12:37 PM
128 Outdated 3/15/2018 11:31 AM
129 Beautiful views 3/15/2018 10:19 AM
130 Shrinking 3/15/2018 10:01 AM
131 Needs improvement 3/15/2018 8:30 AM
132 Pedestrian unfriendly 3/15/2018 8:21 AM
133 Crowded 3/15/2018 7:58 AM
134 adequate 3/14/2018 11:44 PM
135 Traffic 3/14/2018 8:53 PM
136 Thriving 3/14/2018 8:48 PM
137 Ok 3/14/2018 7:52 PM
138 Car-centric 3/14/2018 7:23 PM

Moab Downtown Plan Survey

139 Inefficient 3/14/2018 6:17 PM
140 friendly 3/14/2018 5:15 PM
141 Commercial (not good) 3/14/2018 5:05 PM
142 Destination 3/14/2018 5:03 PM
143 Colorful 3/14/2018 3:50 PM
144 Too busy (vehicle traffic) 3/14/2018 11:48 AM
145 Small 3/14/2018 9:22 AM
146 Diversified 3/13/2018 8:53 PM
147 Lack of community 3/13/2018 8:38 PM
148 Expensive 3/13/2018 6:37 PM
149 Main Street parking is too close to road 3/13/2018 12:31 PM
150 Unwelcoming (lacking in greenery, quiet beautiful spaces) 3/13/2018 11:36 AM
151 Expensive 3/13/2018 11:36 AM
152 Not pedestrian friendly 3/13/2018 10:16 AM
153 Charmer 3/13/2018 6:51 AM
154 Noisy 3/13/2018 12:48 AM
155 Unfriendly 3/13/2018 11:06 PM
156 Great parking on main street 3/12/2018 10:35 PM
157 Expensive 3/12/2018 10:30 PM
158 Long wait lines for restaurants in high season 3/12/2018 8:50 PM
159 Fun 3/12/2018 8:10 PM
160 Locally owned shopping 3/12/2018 7:38 PM
161 commercial 3/12/2018 7:06 PM
162 Beautiful 3/12/2018 7:54 PM
163 Construction 3/12/2018 6:19 PM
164 Sometimes loud (semis) 3/12/2018 6:17 PM
165 Congested 3/12/2018 6:13 PM
166 crowded 3/12/2018 5:57 PM
167 Loud 3/12/2018 4:45 PM
168 Beautiful 3/12/2018 3:12 PM
169 Noisy 3/12/2018 2:40 PM
170 loud 3/12/2018 1:16 PM
171 a bit trend looking 3/12/2018 12:56 PM
172 Touristy 3/12/2018 12:08 PM
173 Very dark 3/12/2018 11:44 AM
174 Noisy 3/12/2018 11:30 AM
175 noisy 3/12/2018 10:50 AM
176 unappealing 3/12/2018 10:36 AM
177 not safe for biking 3/12/2018 10:09 AM
178 Hectic 3/12/2018 9:02 AM
179 Signals 3/12/2018 8:59 AM
### Q10 What are three words to describe how you would like Downtown Moab to be in the future?

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<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<td>3</td>
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**# DATE**

1. Welcoming 4/12/2018 5:46 PM
2. fun 4/7/2018 8:00 PM
3. clean 4/6/2018 10:17 AM
4. peaceful 4/4/2018 10:48 PM
6. similar 4/4/2018 8:57 PM
8. less traffic 4/4/2018 4:09 PM
15. cute/quaint/attractive 4/3/2018 12:49 PM
16. Quiet 4/3/2018 10:10 AM
17. pedestrian-friendly 4/3/2018 10:01 AM
18. eclectic 4/3/2018 8:54 AM
19. green 4/2/2018 9:46 AM
20. Appealing 4/2/2018 8:12 AM
21. Charming 3/31/2018 8:22 AM
22. pedestrians only 3/30/2018 11:22 AM
23. unique 3/30/2018 8:12 PM
24. community oriented 3/30/2018 6:42 PM
25. less traffic 3/30/2018 1:28 PM
26. greener 3/30/2018 11:57 AM
27. quiet 3/30/2018 11:14 AM
28. walkable 3/30/2018 10:08 AM
29. eclectic 3/30/2018 8:24 AM
30 community 3/30/2018 5:40 AM
31 access to non motorized spaces 3/29/2018 9:45 PM
32 Quiet & Safe 3/29/2018 4:45 PM
33 calm 3/29/2018 3:35 PM
34 pedestrian friendly 3/29/2018 3:05 PM
35 Community 3/29/2018 2:54 PM
36 open 3/29/2018 1:17 PM
37 Calm 3/29/2018 12:57 PM
38 safe 3/29/2018 12:08 PM
39 Get a by-pass 3/28/2018 8:32 PM
40 quiet 3/28/2018 6:01 PM
41 quiet 3/27/2018 9:41 AM
42 pedestrian friendly 3/27/2018 9:36 AM
43 Home 3/26/2018 12:19 PM
44 A walking town that is far more pedestrian rather than car friendly 3/26/2018 11:53 AM
45 quaint 3/26/2018 11:09 AM
46 Residential (not tourist) 3/26/2018 9:14 AM
47 quiet 3/26/2018 8:53 AM
48 quiet 3/25/2018 8:53 AM
49 efficient 3/24/2018 12:19 PM
50 Pedestrian friendly 3/24/2018 11:28 AM
51 quaint 3/24/2018 11:00 AM
52 quieter 3/24/2018 10:50 AM
53 Less traffic--trucks, 4-wheelers, jeeps, large RVs 3/24/2018 10:41 AM
54 Quiet Outdoor Dining with edible food and good service 3/24/2018 10:31 AM
55 beautiful 3/24/2018 10:21 AM
56 Modernized 3/24/2018 10:00 AM
57 Eye catching designs 3/24/2018 9:50 AM
58 more quiet 3/24/2018 9:40 AM
59 Pedestrian friendly 3/24/2018 9:30 AM
60 Accessible 3/24/2018 9:10 AM
61 Lively 3/24/2018 9:00 AM
63 Traversable 3/23/2018 10:23 AM
64 Exciting 3/23/2018 9:05 AM
65 Safe 3/23/2018 9:00 PM
66 quiet 3/23/2018 7:33 PM
67 to make a left hand turn 3/23/2018 7:28 PM
68 a lot 3/23/2018 5:51 PM
69 Less crowded 3/23/2018 5:11 PM
70 Eye catching designs 3/23/2018 5:08 PM
71 Fun 3/22/2018 8:45 AM
72 peaceful 3/22/2018 8:40 AM
73 Street parking, an 80 year old cannot not walk two blocks to my business 3/22/2018 8:35 AM
74 efficient 3/22/2018 8:30 AM
75 Beautiful 3/22/2018 8:25 AM
76 quiet 3/22/2018 7:46 AM
77 I just spent 20 minutes on this survey to 3/22/2018 7:24 AM
78 Pedestrian friendly 3/22/2018 6:41 AM
79 Green 3/22/2018 5:32 AM
80 Modernized 3/22/2018 5:14 AM
81 Open and spacious 3/22/2018 4:14 AM
82 Less traffic and an alternate route for those passing through 3/22/2018 4:04 AM
83 Free 3/22/2018 3:36 AM
84 walking spaces 3/22/2018 3:28 AM
85 The same 3/22/2018 3:14 AM
86 Bigger 3/22/2018 2:54 AM
87 quiet 3/22/2018 2:38 AM
88 user friendly 3/22/2018 1:21 AM
89 - 3/22/2018 1:02 AM
90 sdf 3/22/2018 12:01 AM
91 sdf 3/22/2018 11:50 AM
92 - 3/22/2018 11:00 AM
93 - 3/22/2018 10:00 AM
94 - 3/22/2018 9:00 AM
95 - 3/22/2018 8:00 AM
96 Less thru traffic on highway 191 3/22/2018 7:51 AM
97 pedestrian-welcoming 3/22/2018 7:41 AM
98 diverse 3/22/2018 6:41 AM
99 no ATV traffic 3/22/2018 6:31 AM
100 Pedestrian-friendly 3/22/2018 5:41 AM
101 Bikable 3/22/2018 5:31 AM
102 Stuff for locals to do 3/22/2018 5:21 AM
103 pedestrian friendly 3/22/2018 5:11 AM
104 Pedestrian 3/22/2018 4:41 AM
105 less thru traffic on highway 191 3/22/2018 4:31 AM
106 Quieter 3/22/2018 4:21 AM
107 old town feel vs. new modern buildings 3/22/2018 4:11 AM
108 quaint 3/22/2018 4:01 AM
109 easy 3/22/2018 3:51 AM
110 Less attitude 3/22/2018 3:41 AM
111 pleasant 3/22/2018 3:31 AM
More pedestrian
noise level that allows conversation
Less traffic
more quiet
Quiet
Less expensive
Connected
Quaint
inviting
community
Flowing
Calm
Less congested
Open
Cultural
pedestrian thoroughfare
Quieter, meaning less visitors
safe
Local-friendly
organized parking
prettier
Locally-friendly
Walkable
Community
open
larger
diverse
clean
More accessible
Safe
Peaceful
bike-friendly
amazing
Family-friendly
alive
inviting
welcoming
Fun
ped/bike/auto balance
more quaint shops off of main st.
Charming and diverse shopping

trucks diverted somewhere else

new shops to the south of 400 S.

Car free zones/one lane through pedestrian areas (Boulder CO)

meandering

Efficient

Flowing

Enjoyable

Less semi trucks

Less cops

comfortable

Clean

inviting to walk main street

less people

more

Less traffic

??

Tranquil

planned development

Available parking so customers can pick their purchases up at the front door...

safe

Less Congested

intimate

bicycle-welcoming

pleasant

less tourists

Quiter

Green

Cheaper

no trucks

Uncongested

left-turn signals

Greener

similar to telluride

pedestrian friendly

fun

Less traffic

integrated

Safe

green

Safe

green

Kid and dog friendly

Quiet

More people using crosswalks

Artsy

pedestrian focused

restaurants

maintain small town feel

Diverse

enjoyable

crowded

intimate

bicycle-welcoming

quiet

Community Oriented

Safe

Local Friendly

Parking available

quiet

Thriving

Funky

fun
Seating
More parking
We are leaving.
Green space
Affordable
Less populated
Quiet
vintage
rideable
Calm
Bypass
Room for pedestrians to walk and ride and cars to park
safe
Quieter
Roomy
Friendly
Leisurely
Progressive
more landscaping
interesting
Community-centered
continuity
Landscape
Inviting
FreePublicTransport.
Electic
clean
Family friendly
Decongested
Bicycle-friendly
Quieter
easy access
In
Minimize traffic
less hotels
Great foods
Less traffic
Open space.
I'd like to see that made in Moab statue disappear it's a pile of joke
Night time downtown atmosphere for adults
Clean
Good place for biking
more choices food
Different
Bike
Relaxing
Clean
more parking
More options for children/teens
local-friendly
Quaint
Cultural
Less noise
More room for pedestrians
Less crowded
pedestrian friendlier
Open
Less traffic
Accomodating
Clean
local friendly
history
Non-Invasive
Enjoyable
Intelligent tourists
Safe
Fun
bikeable
calm
less busy & crowded
higher end shops
friendlier
Environmentally-friendly
Shady
Walking distance for everything
Parking
mixed use
semi truck free
people friendly
More small business
Less Traffic
Friendly
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<td>378</td>
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<td># 3</td>
<td>DATE</td>
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<td>4/3/2018 6:24 PM</td>
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<td>21</td>
<td>worthwhile</td>
<td>3/30/2018 8:12 PM</td>
</tr>
<tr>
<td>22</td>
<td>bikeable</td>
<td>3/30/2018 6:42 PM</td>
</tr>
<tr>
<td>23</td>
<td>better alternatives to driving?</td>
<td>3/30/2018 1:28 PM</td>
</tr>
<tr>
<td>24</td>
<td>keep its same character</td>
<td>3/30/2018 11:57 AM</td>
</tr>
<tr>
<td>25</td>
<td>pleasant</td>
<td>3/30/2018 10:08 AM</td>
</tr>
<tr>
<td>26</td>
<td>extend to surrounding blocks</td>
<td>3/30/2018 8:24 AM</td>
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<tr>
<td>27</td>
<td>less noisy</td>
<td>3/30/2018 5:40 PM</td>
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<tr>
<td>28</td>
<td>Truck Bypass</td>
<td>3/29/2018 4:55 PM</td>
</tr>
<tr>
<td>29</td>
<td>user friendly!</td>
<td>3/29/2018 3:35 PM</td>
</tr>
<tr>
<td>30</td>
<td>A place worth visiting</td>
<td>3/29/2018 3:05 PM</td>
</tr>
<tr>
<td>31</td>
<td>Walkable</td>
<td>3/28/2018 2:54 PM</td>
</tr>
<tr>
<td>32</td>
<td>nightlife</td>
<td>3/28/2018 1:17 PM</td>
</tr>
<tr>
<td>33</td>
<td>Peaceful</td>
<td>3/28/2018 12:57 PM</td>
</tr>
<tr>
<td>34</td>
<td>delicious</td>
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</tr>
<tr>
<td>35</td>
<td>Left Turn lights</td>
<td>3/25/2018 8:32 PM</td>
</tr>
<tr>
<td>36</td>
<td>community oriented</td>
<td>3/28/2018 6:01 PM</td>
</tr>
<tr>
<td>37</td>
<td>safe</td>
<td>3/27/2018 9:41 AM</td>
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<tr>
<td>38</td>
<td>landscaping</td>
<td>3/27/2018 9:36 AM</td>
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Moab Downtown Plan Survey

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<tr>
<td>39</td>
<td>-</td>
<td>3/27/2018 8:10 AM</td>
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<tr>
<td>40</td>
<td>Useful</td>
<td>3/26/2018 7:49 PM</td>
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<tr>
<td>41</td>
<td>A great place for locals and tourists alike to congregate - i.e. dining, recreational and entertainment options - not simply accommodation. Require new hotels to have commercial on ground level, street facing with parking underground or out the back</td>
<td>3/26/2018 11:53 AM</td>
</tr>
<tr>
<td>42</td>
<td>safe</td>
<td>3/25/2018 11:09 AM</td>
</tr>
<tr>
<td>43</td>
<td>fun</td>
<td>3/26/2018 8:53 AM</td>
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<tr>
<td>44</td>
<td>Preserved views?</td>
<td>3/26/2018 4:46 AM</td>
</tr>
<tr>
<td>45</td>
<td>less traffic</td>
<td>3/25/2018 3:26 PM</td>
</tr>
<tr>
<td>46</td>
<td>Peaceful</td>
<td>3/25/2018 3:05 PM</td>
</tr>
<tr>
<td>47</td>
<td>No traffic</td>
<td>3/25/2018 12:19 PM</td>
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<tr>
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<td>no increase in corporate outlets</td>
<td>3/25/2018 11:41 AM</td>
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<tr>
<td>49</td>
<td>Bike lanes on Main st and no parking there</td>
<td>3/25/2018 10:50 AM</td>
</tr>
<tr>
<td>50</td>
<td>safe</td>
<td>3/25/2018 8:10 AM</td>
</tr>
<tr>
<td>51</td>
<td>Nice</td>
<td>3/25/2018 7:30 AM</td>
</tr>
<tr>
<td>52</td>
<td>Safe</td>
<td>3/25/2018 6:54 AM</td>
</tr>
<tr>
<td>53</td>
<td>Small town</td>
<td>3/24/2018 10:00 PM</td>
</tr>
<tr>
<td>54</td>
<td>Less tourist</td>
<td>3/24/2018 11:23 AM</td>
</tr>
<tr>
<td>55</td>
<td>peaceful</td>
<td>3/24/2018 9:05 AM</td>
</tr>
<tr>
<td>56</td>
<td>Paved</td>
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</tr>
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<td>vibrant</td>
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<td>less cars</td>
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<td>parking</td>
<td>3/23/2018 5:51 PM</td>
</tr>
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<td>??</td>
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<td>61</td>
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</tr>
<tr>
<td>62</td>
<td>Fun</td>
<td>3/23/2018 3:44 PM</td>
</tr>
<tr>
<td>63</td>
<td>Cleanup streets</td>
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<tr>
<td>64</td>
<td>healthy</td>
<td>3/23/2018 11:58 AM</td>
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<tr>
<td>65</td>
<td>Clean</td>
<td>3/22/2018 8:53 PM</td>
</tr>
<tr>
<td>66</td>
<td>unique</td>
<td>3/22/2018 7:48 PM</td>
</tr>
<tr>
<td>67</td>
<td>Donor ??</td>
<td>3/22/2018 5:24 PM</td>
</tr>
<tr>
<td>68</td>
<td>Bicycle friendly</td>
<td>3/22/2018 4:41 PM</td>
</tr>
<tr>
<td>69</td>
<td>Pedestrian</td>
<td>3/22/2018 3:02 PM</td>
</tr>
<tr>
<td>70</td>
<td>Marijuana...</td>
<td>3/22/2018 11:32 AM</td>
</tr>
<tr>
<td>71</td>
<td>Convenient for local shoppers</td>
<td>3/21/2018 11:09 PM</td>
</tr>
<tr>
<td>72</td>
<td>A responsive council that actively talks and works with business.</td>
<td>3/21/2018 7:54 PM</td>
</tr>
<tr>
<td>73</td>
<td>Bike</td>
<td>3/21/2018 7:36 PM</td>
</tr>
<tr>
<td>74</td>
<td>Shady spots to get out of the sun.</td>
<td>3/21/2018 7:26 PM</td>
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<tr>
<td>75</td>
<td>Un-molested by you.</td>
<td>3/21/2018 5:14 PM</td>
</tr>
<tr>
<td>76</td>
<td>Pedestrian friendly</td>
<td>3/21/2018 4:54 PM</td>
</tr>
<tr>
<td>77</td>
<td>welcoming</td>
<td>3/21/2018 2:38 PM</td>
</tr>
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78 balanced between tourism and people who live here 3/21/2018 10:21 AM
79 . 3/21/2018 8:25 AM
80 stilt 3/21/2018 8:09 AM
81 stild 3/21/2018 8:06 AM
82 . 3/21/2018 8:06 AM
83 . 3/21/2018 7:48 AM
84 Functional 3/20/2018 10:27 PM
85 Quieter 3/20/2018 9:52 PM
86 no more big hotels 3/20/2018 2:44 PM
87 diverse 3/20/2018 2:10 PM
88 more walking/biking 3/20/2018 10:17 AM
89 Less traffic 3/20/2018 8:57 AM
90 Solar-powered 3/20/2018 8:53 AM
91 Stuff for locals to do 3/19/2018 5:26 PM
92 less noise 3/19/2018 12:42 PM
93 Local 3/18/2018 8:15 PM
94 more parking 3/18/2018 2:48 PM
95 Safer 3/18/2018 2:03 PM
96 encouraging small business 3/18/2018 12:12 PM
97 artistically rich 3/18/2018 11:20 AM
98 choices 3/18/2018 10:22 AM
99 Less catering to tourists 3/17/2018 10:17 PM
100 Healthy 3/17/2018 9:22 PM
101 Explore 3/17/2018 8:24 PM
102 tranquil 3/17/2018 7:35 AM
103 walkable 3/17/2018 2:17 PM
104 Affordable 3/17/2018 12:07 PM
105 Welcoming 3/17/2018 10:14 AM
106 Interesting 3/17/2018 9:57 AM
107 Lush 3/16/2018 8:36 PM
108 unconventional 3/16/2018 4:30 PM
109 events 3/16/2018 4:25 PM
110 unique/original 3/16/2018 3:31 PM
111 Welcoming 3/16/2018 10:48 AM
112 social 3/15/2018 10:06 PM
113 confirmed 3/15/2018 9:25 PM
114 welcoming 3/15/2018 7:55 PM
115 Eclectic 3/15/2018 6:06 PM
116 Fun 3/15/2018 5:27 PM
117 Affordable 3/15/2018 4:16 PM

22 / 28

119 Friendly 3/15/2018 1:31 PM
120 relaxing 3/15/2018 12:48 PM
121 Unique 3/15/2018 11:31 AM
122 happy 3/15/2018 10:49 AM
123 no reasons on the road 3/15/2018 10:15 AM
124 Local 3/15/2018 10:01 AM
125 Nature 3/15/2018 9:30 AM
126 Same 3/15/2018 9:21 AM
127 expanded 3/15/2018 8:12 AM
128 Interesting 3/15/2018 7:58 AM
129 adequate 3/14/2018 11:44 AM
130 Enjoyable 3/14/2018 8:53 AM
131 Walkable 3/14/2018 8:46 AM
132 Have a reason to go there 3/14/2018 7:52 AM
133 More spread out 3/14/2018 7:23 PM
134 friendly 3/14/2018 5:15 PM
135 Quaint/upscale shopping 3/14/2018 5:05 PM
136 Destination 3/14/2018 5:03 PM
137 Playful 3/14/2018 3:50 PM
138 Variety 3/14/2018 11:44 AM
139 Local Charm updated/renovated 3/14/2018 9:43 AM
140 Growth 3/14/2018 9:22 AM
141 Homely 3/13/2018 8:53 PM
142 Welcoming 3/13/2018 8:37 PM
143 Maps of town in displays 3/13/2018 12:31 PM
144 Eventful, inspiring 3/13/2018 11:36 AM
145 Kid-friendly 3/13/2018 11:36 AM
146 Safer 3/13/2018 10:16 AM
147 Unique 3/13/2018 6:51 AM
148 Pleasant 3/13/2018 12:48 AM
149 Community 3/12/2018 11:06 PM
150 Sidewalks as nice as Center Street 3/12/2018 10:35 PM
151 Mellow vibe 3/12/2018 10:30 PM
152 More spread out 3/12/2018 8:50 PM
153 Vibrant 3/12/2018 8:10 PM
154 Stilly locally owned shopping 3/12/2018 7:38 PM
155 creative 3/12/2018 8:06 PM
156 more Economical shopping choices 3/12/2018 7:04 PM
157 Sweet Music 3/12/2018 6:19 PM
158 Diverse (businesses and attractions) 3/12/2018 6:17 PM
159

23 / 28
| 324 | More restaurants | 3/8/2018 5:00 PM |
| 325 | More spread out | 3/8/2018 5:00 PM |
| 326 | traffic-free | 3/8/2018 4:57 PM |
| 327 | Restaurant | 3/8/2018 4:51 PM |
| 328 | Kid friendly | 3/8/2018 4:45 PM |
| 329 | Bike friendly | 3/8/2018 4:38 PM |
| 331 | modern | 3/8/2018 4:21 PM |
| 332 | Fun | 3/8/2018 4:04 PM |
| 333 | More parking | 3/8/2018 4:02 PM |
| 334 | Attractive | 3/8/2018 4:01 PM |
| 335 | Bike friendly | 3/8/2018 3:48 PM |
| 337 | care for locals too | 3/8/2018 3:36 PM |
| 338 | Eat | 3/8/2018 3:30 PM |
| 339 | Local Friendly | 3/8/2018 3:14 PM |
| 340 | Ethnic food | 3/8/2018 3:10 PM |
| 341 | Exciting | 3/8/2018 3:05 PM |
| 342 | Options | 3/8/2018 3:04 PM |
| 343 | nightlife | 3/8/2018 3:03 PM |
| 344 | welcoming | 3/8/2018 2:37 PM |
| 345 | better restaurants | 3/8/2018 2:24 PM |
| 346 | more natural | 3/8/2018 2:23 PM |
| 347 | Diverse | 3/8/2018 2:12 PM |
| 348 | Welcoming | 3/8/2018 2:05 PM |
| 349 | Variety | 3/8/2018 2:01 PM |
| 350 | Restaurants | 3/8/2018 2:01 PM |
| 351 | nice | 3/8/2018 1:59 PM |
| 352 | more people friendly space | 3/8/2018 1:56 PM |
| 353 | Less big business | 3/8/2018 1:55 PM |
| 354 | more parking | 3/8/2018 1:43 PM |
| 355 | Fun | 3/7/2018 4:51 PM |
| 356 | unique retail | 2/28/2018 6:31 PM |
| 357 | colorful | 2/28/2018 5:14 PM |

**MOAB DOWNTOWN PLAN Comments**

Please use the space below to provide comments on the Moab Downtown Plan.

**Name:** *Jenny Webster*

**Comments:**

- There should be more off - Main St. public parking made available.
- There needs to be a through-hillway bypass constructed somewhere above Utah 24 Above the I-70 it is still needed now.
- It would be ok to eliminate street parking on Main St. only a little ample off - Main parking is developed (that exceeds what is taken off - Main Street). Please consider a multi-level parking structure off - main. Please a wider sidewalk w/ bike lane of Main Street.

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

**Ben Levenger**
ben@levengerdevelopment.com

**Thomas McMurtry**
tmcmurtry@avenueconsultants.com

6575 South Redwood Road Suite 101 Taylorsville, UT 84123
MOAB DOWNTOWN PLAN

Comments

Please use the space below to provide comments on the Moab Downtown Plan.

Name: Theresa Ring

Comments:

It’s sidewalks & trees downtown.
Consider signs & on sidewalks of "Where the truck rolls".
Paint garbage cans & recycling containers to fit colors.

Downtown Moab is for visitors (tourists),
Not locals. Locals go to restaurants. Yes?
But downtown Main Street retail is not for everyday shopping & will not be.

Slow traffic on Main Street to 20 mph!!


Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

Ben Levenger
ben@reddevelopment.com
6575 South Redwood Road Suite 101
Taylorville, UT 84123

Thomas McMurtry
tmcmurtry@avenueconsultants.com

MOAB DOWNTOWN PLAN

Comments

Please use the space below to provide comments on the Moab Downtown Plan.

Name: Charlotte Unger (the developer, property owner of Center St.)

Comments:

The scope of this downtown review may be set, but please note a few observations.

The heart of downtown could also encompass the Center St Corridor. Moab is justly proud of its civic buildings and the corridor from Main St to 400 E could be developed to draw significant foot traffic. The City did a nice job with the block between Main and 400 W along Center. Encouraging the blocks immediately to the east would draw people into that more local vibe - the library, healthfield & businesses on Center.

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

Ben Levenger
ben@reddevelopment.com
6575 South Redwood Road Suite 101
Taylorville, UT 84123

Thomas McMurtry
tmcmurtry@avenueconsultants.com
MOAB DOWNTOWN PLAN
Comments
Please use the space below to provide comments on the Moab Downtown Plan
Name: Begane Tetzner

Comments:
"As the film commission Director of
the largest running film commission in
the world, I think we should
try to incorporate a "Hollywood" style
walk of fame with a steel or bronze
horseshoe or some other design that
has all of the hundreds of movies
that were filmed in the area.
I would love to discuss it further.
Thank you.
Begane Tetzner
Thank you to monument valley film commission
monumentvalleyfilmcommission.org, 435-259-4340, ofc

Please leave your comments with the meeting conductors or send them to Ben Leverenger or Thomas McMurry
Ben Leverenger
ben@atreddevelopment.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

Thomas McMurry
tmcmurry@avenueconsultants.com

MOAB DOWNTOWN PLAN
Comments
Please use the space below to provide comments on the Moab Downtown Plan
Name: Debra Slechta

Comments:
- May we have formal left turn arrow light at the intersection?
- Fix the broken sidewalks
- Improved street lighting for sidewalks

Please leave your comments with the meeting conductors or send them to Ben Leverenger or Thomas McMurry
Ben Leverenger
ben@atreddevelopment.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

Thomas McMurry
tmcmurry@avenueconsultants.com
MOAB DOWNTOWN PLAN
Comments

Please use the space below to provide comments on the Moab Downtown Plan.

Name: Liesel Hayns

Comments: No more hotels please all your doing is making the Moab more crowded and the people that are doing the hotels just want money. Thank you,

Liesel

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

Ben Levenger
bendadrdevelopment.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

Thomas McMurtry
1ommcemurty@avenueconsultants.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

MOAB DOWNTOWN PLAN
Comments

Please use the space below to provide comments on the Moab Downtown Plan.

Name: Angela Hayns

Comments: Please Do Not Route Traffic Down SSW W/KANE CREEK

During construction please be.

Locals appreciate having that
Athletic Access to and from school,
Grocery stores, etc. keep them (roads)
To Main Street.

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

Ben Levenger
bendadrdevelopment.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

Thomas McMurtry
1ommcemurty@avenueconsultants.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123
MOAB DOWNTOWN PLAN

Comments

Please use the space below to provide comments on the Moab Downtown Plan.

Name: Brian Hayes

Comments:
I support making Hwy 191 2 lanes from the Moab Bridge through town to improve traffic flow. Long term - 191 should be in a tunnel under where main street is now. Above the tunnel should be pedestrian biking, trees, shade, walking area. Downtown density should be increased. Keep sprawl from occurring. No so-vista on Harmo Creek. Keep traffic concentrated to 191. Thank you.

Brian Hayes

Please leave your comments with the meeting conductors or send them to Ben Levenger or Thomas McMurty

Ben Levenger
ben@developmoab.com

Thomas McMurty
lcmurty@avenueconsultants.com

6575 South Redwood Road Suite 101
Taylorsville, UT 84123
MOAB DOWNTOWN PLAN

Provide parking hubs at either end of town - with amenities like a small village - Park + Ride the Free Train -

Eliminate all traffic from downtown by using electric tram (above suggestion) in conjunction with the behind the rocks tunnel -

Plant shade trees in all the streets

Raise height restrictions / taller buildings make more shade - look at Middle Eastern construction - narrow streets make more shade - they suspend shade canopies across the buildings to shade the streets - summer

Get rid of cars - eliminates parking congestion

MOAB DOWNTOWN PLAN

Comments

Please use the space below to provide comments on the Moab Downtown Plan

Name: Liz Ballenger

Comments: I know this plan can't address the Semi's "through traffic" of Hwy 191 thru downtown, but that is our BIGGEST problem! There's a tunnel (3 mi long) for the Potash train - why can't we get one for the highway?

Also UTV's on the streets are destroying the character of the town - they should only be allowed in "bump" no areas.

As far as amenities - more + more diverse restaurants - no more hotels!

Please leave your comments with the meeting conductors or sent them to Ben Leverenger or Thomas McMurtry

Ben Leverenger
ben@kiredevdevelopment.com
675 South Redwood Road Suite 101 Taylorsville, UT 84123

Thomas McMurtry
mcmurtry@avenueconsultants.com
Comments

Name: [Redacted]
Comments: Any downtown plan needs to address the semi-truck traffic on Main Street. It is nearly impossible to have a nice, cool, safe area for downtown with semi-truck traffic on it. I'm not sure how to do it, but something needs to be done.

#1
Comments: The biggest problem we have in our town in regard to safety is the semi-trucks that travel down Main St. We need a way to slow these large vehicles. It will solve a multitude of problems.

#2
Comments: In regards to the Arches National Park possible restoration, find another solution rather than discourage tourists from seeing the rest of our beautiful area. Thank you.

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurtry.

Ben Levenger
ben@reddevelopment.com
6575 South Redwood Road Suite 101
Taylorsville, UT 84123

Thomas McMurtry
tmmcmurty@avenueconsultants.com

58
MOAB DOWNTOWN PLAN

Comments

Please use the space below to provide comments on the Moab Downtown Plan

Name: Ben Riley

Comments:

- Please incorporate as much parking evenly as possible. Take trucks off main st, parking off main street. Bus infrastructure for traffic calming. See Good Thursday, Co.
- Downtown on an angle

Thursby

Please leave your comments with the meeting conductors or sent them to Ben Levenger or Thomas McMurry

Ben Levenger
ben@adirdevelopment.com

Thomas McMurry
mcmurry@avenueconsultants.com

4675 South Redwood Road Suite 101
Taylorsville, UT 84123

Moab is my home town. It saddens me to see it abused by visitors and city planners who have no consideration for its 10,000 residents. Parking is not a problem till the Visiting is in a hurry. Not business. Should take Wrigles with outsiders. Annoyingly it’s a shame that more visitors get the more consideration than the tax-paying residents.

This is B.S. When there’s no more room build a motel. What a G硝ng do when we run out of water. ~Dean Hancock~

POCAHUTS.
Appendix C
Second Public Survey Responses
Q1 Do you support the following? (Check all that apply)

- Parallel parking on Main St.
- Curb bulb outs at intersections
- Demarking parallel parking
- Metered Parking
- Bike lanes on Main St.
- Planted median on Main St.
- A By-pass road
- Downtown transit (bus)
- A pedestrian promenade

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<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Parallel parking on Main St.</td>
<td>46.29% 81</td>
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<tr>
<td>Curb bulb outs at intersections</td>
<td>33.14% 58</td>
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<tr>
<td>Demarking parallel parking</td>
<td>17.71% 31</td>
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<tr>
<td>Metered Parking</td>
<td>28.57% 50</td>
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<tr>
<td>Bike lanes on Main St.</td>
<td>40.57% 71</td>
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<tr>
<td>Planted median on Main St.</td>
<td>37.14% 65</td>
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<tr>
<td>A By-pass road</td>
<td>66.86% 117</td>
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<tr>
<td>Downtown transit (bus)</td>
<td>37.14% 65</td>
</tr>
<tr>
<td>A pedestrian promenade</td>
<td>49.71% 87</td>
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Total Respondents: 175

Q2 How far away from your destination are you willing to park?

- 1/8 mile
- 1/4 mile
- 1/2 mile
- 3/4 mile

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<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tr>
<td>1/8 mile</td>
<td>36.69% 62</td>
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<tr>
<td>1/4 mile</td>
<td>37.28% 63</td>
</tr>
<tr>
<td>1/2 mile</td>
<td>10.06% 17</td>
</tr>
<tr>
<td>3/4 mile</td>
<td>15.98% 27</td>
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Total: 169
**Moab Downtown Improvements Survey**

**Q3 Which roads are best suited for bike lanes? (Check all that apply)**

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<thead>
<tr>
<th>Road</th>
<th>Percentage</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Main Street (SR-191)</td>
<td>30.59%</td>
<td>52</td>
</tr>
<tr>
<td>100 West</td>
<td>84.71%</td>
<td>144</td>
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<tr>
<td>100 East</td>
<td>68.82%</td>
<td>117</td>
</tr>
<tr>
<td>200 North</td>
<td>47.65%</td>
<td>81</td>
</tr>
<tr>
<td>100 North</td>
<td>61.76%</td>
<td>105</td>
</tr>
<tr>
<td>Center Street</td>
<td>56.47%</td>
<td>96</td>
</tr>
<tr>
<td>100 South</td>
<td>66.47%</td>
<td>113</td>
</tr>
<tr>
<td>300 South</td>
<td>66.47%</td>
<td>113</td>
</tr>
</tbody>
</table>

Total Respondents: 170

**Moab Downtown Improvements Survey**

**Q4 Do you prefer to bike lanes on both side of the street or two-way cycle track on one side of the street?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Lanes (Both sides)</td>
<td>76.97%</td>
<td>127</td>
</tr>
<tr>
<td>Cycle Track (Two-way on one side)</td>
<td>23.03%</td>
<td>38</td>
</tr>
</tbody>
</table>

Total: 165

**Answer Choices**

- Bike Lanes (Both sides)
- Cycle Track (Two-way on one side)
Q5 Which intersections are the best candidates for curb bulb outs? (Check all that apply)

Answered: 132  Skipped: 48

1  2  3  4  5  6  7  8  9  10

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29.55%</td>
</tr>
<tr>
<td>2</td>
<td>52.27%</td>
</tr>
<tr>
<td>3</td>
<td>73.48%</td>
</tr>
<tr>
<td>4</td>
<td>37.88%</td>
</tr>
<tr>
<td>5</td>
<td>73.48%</td>
</tr>
<tr>
<td>6</td>
<td>40.15%</td>
</tr>
<tr>
<td>7</td>
<td>69.70%</td>
</tr>
<tr>
<td>8</td>
<td>32.58%</td>
</tr>
<tr>
<td>9</td>
<td>50.00%</td>
</tr>
<tr>
<td>10</td>
<td>40.91%</td>
</tr>
</tbody>
</table>
Q6 How important are signs and wayfinding?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>AVERAGE NUMBER</th>
<th>TOTAL NUMBER</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Respondents: 173</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q7 Do you prefer to have site amenities (benches, maps, bike racks, trash cans) on the sidewalk or off?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>On sidewalk</td>
<td>73.26%</td>
</tr>
<tr>
<td>Off sidewalk</td>
<td>26.74%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
Q8 What specific site amenities would you like in downtown.

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larger sidewalks</td>
<td>37.97%</td>
</tr>
<tr>
<td>Bike racks/parking</td>
<td>62.03%</td>
</tr>
<tr>
<td>Benches</td>
<td>68.35%</td>
</tr>
<tr>
<td>Trash cans/recycle bins</td>
<td>83.54%</td>
</tr>
<tr>
<td>Additional vegetation</td>
<td>64.56%</td>
</tr>
<tr>
<td>Tables</td>
<td>22.78%</td>
</tr>
<tr>
<td>Informational/educational</td>
<td>51.30%</td>
</tr>
<tr>
<td>Street art/art exhibits</td>
<td>68.59%</td>
</tr>
</tbody>
</table>

Total Respondents: 158

Q9 What is the most important infrastructure improvement you would like to see in downtown?

Answered: 148 Skipped: 32
Q10 Which architectural Style do you prefer for Downtown Moab?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td>26.62%</td>
</tr>
<tr>
<td>Right</td>
<td>73.38%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q11 Which community vision statement do you prefer?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street Moab - &quot;Where adventure calls home&quot;</td>
<td>21.71%</td>
</tr>
<tr>
<td>Downtown Moab - &quot;The center of adventure&quot;</td>
<td>32.89%</td>
</tr>
<tr>
<td>The heart of Moab - &quot;Downtown to the outdoors&quot;</td>
<td>45.39%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Moab Downtown Improvements Survey
Moab Downtown Improvements Survey

Q12 Which branding image do you prefer?

![Brand Image Preference Chart]

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left</td>
<td>18.33%</td>
</tr>
<tr>
<td>Middle</td>
<td>13.33%</td>
</tr>
<tr>
<td>Right</td>
<td>68.33%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

What is the most important infrastructure improvement you would like to see in downtown?

- Bypass
- Bypass for trucks!!
- Traffic calming
- Turn signals
- Better traffic flow on Main Street (bypass, remote parking, etc)
- Pedestrian and bicycle friendly
- Pedestrian traverse is nice and more beautification.
- Bypass
- Traffic calming and pedestrian safety measures, i.e bump outs, visible crosswalks, street lighting, tabled intersections, bike lanes, vegetated median, left hand turn lanes where appropriate, etc.
- No parking on Main Street. Bypass for moab
- Bike lanes/Pedestrian & cyclist safety features
- Left turn signals. Cars turning left trying to find an opening are dangerous for pedestrians.
- Left turn signals on Main Street
- Truck by-pass
- Parking & Public Restrooms
- A more pedestrian and bike friendly downtown.
- Whatever is needed to help Main St thrive as a downtown with great ambience for pedestrians.
- A bypass for state highway 191 thru Kane creek and across the river
- Parking garage - off street parking
- Keep the old architecture the old Millenary building and such on Main Street as the are ,they are heritage of Moab
- Bypass
- Bike path!!!
- Walkability
- A more pedestrian and bike-friendly downtown. Imperative to this would not just be bike lanes, but also a finding a way to discourage large truck-drivers to not drive on Main St.
- Water/sewer Maintenance
- Parking
- Bike and pedestrian lanes
- Control of signage, the size and number of signs for each business
- Parking structure
- Anything to support community gathering.
- Safe crosswalks north of 100N and safe passage for bikes down Main
- A by-pass, so no tractor trailers are driving through town.
- Sending 191 thru traffic to a bypass and open up Main Street to bikes and pedestrians, with a planted median.
- This will hugely improve not only tourism experiences, but property value and quality of life for Moab residents like my family.
- Meters (with parking passes for locals), turn signals, and NO bypass through Kane Creek or above Doc Allen!!
- Wider sidewalks on Main St.
- Slowing traffic on Main St and getting rid of the idea of a bypass.
- Two way bike lane on 100 West
- Expansion of downtown business district beyond main street
<table>
<thead>
<tr>
<th>Get bikes off Main Street and create a truck bypass.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make sidewalks safer and create pedestrian crosswalks.</td>
</tr>
<tr>
<td>Add more vegetation.</td>
</tr>
<tr>
<td>Create a truck bypass.</td>
</tr>
<tr>
<td>Build midblock pedestrian alleys parallel to Main Street.</td>
</tr>
<tr>
<td>Slow traffic (bulb outs, center vegetation, wider sidewalks etc).</td>
</tr>
<tr>
<td>Repair sidewalks and replant correct trees in correct spots.</td>
</tr>
<tr>
<td>Keep parking on Main Street and remove all bikes to side streets.</td>
</tr>
<tr>
<td>Plaza area that is closed off to traffic.</td>
</tr>
<tr>
<td>Improve turn signals.</td>
</tr>
<tr>
<td>Build commercial traffic bypass.</td>
</tr>
<tr>
<td>Parking lots off Main Street and truck bypass.</td>
</tr>
<tr>
<td>No bike lanes, no bulb outs, no plants in middle of the road center street is bad enough. Don’t do it to the rest of town!</td>
</tr>
<tr>
<td>Pedestrian friendly streets.</td>
</tr>
<tr>
<td>Street entertainers.</td>
</tr>
<tr>
<td>1) Bike lanes, and 2) that parking remain free.</td>
</tr>
<tr>
<td>Better parking options.</td>
</tr>
<tr>
<td>Turn lights.</td>
</tr>
<tr>
<td>Better lighting.</td>
</tr>
<tr>
<td>Parking.</td>
</tr>
<tr>
<td>Get rid of semi trucks.</td>
</tr>
<tr>
<td>Bike lanes! Lots of them! Safe places to walk!!!</td>
</tr>
<tr>
<td>Parking structure.</td>
</tr>
<tr>
<td>Bypass truck traffic so it does not go through downtown.</td>
</tr>
<tr>
<td>No more bikes on main street.</td>
</tr>
<tr>
<td>Pedestrian cobblestone crosswalk with pedestrian controlled lights.</td>
</tr>
<tr>
<td>Left turn lights.</td>
</tr>
<tr>
<td>Less trucks.</td>
</tr>
<tr>
<td>Left turn signals at all lights. Extreme safety need for all types of traffic, whether foot, bike, or vehicles!</td>
</tr>
<tr>
<td>Limit traffic by creating a user friendly transit system with access into and through Arches National Park.</td>
</tr>
<tr>
<td>Traffic flow with pedestrians- have all sides cross at the same time and stop all traffic at all lights for that time.</td>
</tr>
<tr>
<td>Don’t remove any existing parking! We already have a parking problem without eliminate what we already have. Add don’t take away.</td>
</tr>
<tr>
<td>Get rid of main street parking.</td>
</tr>
<tr>
<td>Vegetation.</td>
</tr>
<tr>
<td>Semi trucks off of Main Street.</td>
</tr>
<tr>
<td>No more high rise buildings.</td>
</tr>
<tr>
<td>Left turn arrows.</td>
</tr>
<tr>
<td>Less hotels; locals taken care of more than tourists!!!!!!</td>
</tr>
<tr>
<td>More parking.</td>
</tr>
<tr>
<td>Full traffic lights on all intersections between 400 North and 300 South.</td>
</tr>
<tr>
<td>Parking structure, turn main street businesses around so front doors are in current allys. Keep trucks on main. Thats what it is for. No need for by-pass.</td>
</tr>
<tr>
<td>Less hotels and better bike lanes.</td>
</tr>
<tr>
<td>Better bike routes.</td>
</tr>
<tr>
<td>Get rid of the bikes on sidewalks and going wrong way on main street.</td>
</tr>
<tr>
<td>Turn lights? Turning left on any street is impossible.</td>
</tr>
<tr>
<td>Left turn arrows on street lights.</td>
</tr>
<tr>
<td>Bike lanes.</td>
</tr>
<tr>
<td>Use one lane streets to calm traffic and allow for angled parking (therefore more of it) in the downtown. Especially in congested locations like 100.</td>
</tr>
<tr>
<td>Better parking options for tourists.</td>
</tr>
<tr>
<td>A byway for any traffic just passing through along with byways for bicycles and pedestrians. Downtown is way to congested.</td>
</tr>
<tr>
<td>Getting rid of the bumpy textured crosswalks on Main Street.</td>
</tr>
<tr>
<td>Parking structure.</td>
</tr>
<tr>
<td>Direct bicycles off main to alternate route.</td>
</tr>
<tr>
<td>Wider sidewalks and safe bike access.</td>
</tr>
<tr>
<td>Public parking.</td>
</tr>
<tr>
<td>How am I seriously supposed to answer this question?</td>
</tr>
<tr>
<td>Safer pedestrian infrastructure.</td>
</tr>
<tr>
<td>Additional public restroom.</td>
</tr>
<tr>
<td>Left turn lanes/Repair the streets.</td>
</tr>
<tr>
<td>Walking street.</td>
</tr>
<tr>
<td>Pedestrian promenade.</td>
</tr>
<tr>
<td>Somehow lessen traffic. Alternative downtown? Focus more business of 191? Improve bike transport by expanding mill creek pathway to all little neighborhoods.</td>
</tr>
<tr>
<td>Semi trucks off of Main St. to facilitate a quieter, more pedestrian friendly downtown. Slower speed limit on Main Street.</td>
</tr>
<tr>
<td>Left turn lights.</td>
</tr>
<tr>
<td>Bypass for highway.</td>
</tr>
<tr>
<td>Speed limits clearly marked on every street.</td>
</tr>
<tr>
<td>More benches.</td>
</tr>
<tr>
<td>Semi truck bypass, at least to Millet Creek Dr or further.</td>
</tr>
<tr>
<td>Left turn signals for getting off Main.</td>
</tr>
<tr>
<td>Anything that improves pedestrian safety.</td>
</tr>
<tr>
<td>Repair sidewalks.</td>
</tr>
<tr>
<td>Parking garage.</td>
</tr>
<tr>
<td>Traffic calming features on Main St.</td>
</tr>
<tr>
<td>Greenspace - tree/shade.</td>
</tr>
<tr>
<td>Safe &amp; functional bicycle and pedestrian spaces.</td>
</tr>
<tr>
<td>Parking.</td>
</tr>
<tr>
<td>Bypass.</td>
</tr>
<tr>
<td>Parking structures.</td>
</tr>
<tr>
<td>Bike safety in bike lane or cycle path.</td>
</tr>
</tbody>
</table>
Leave parking on Main Street. Keep bikes off Main Street! Bikes can park off Main in bike racks and walk.

- Regular striping of crosswalks; bike route striping and signage; left turn signals; slow 191 traffic to 20-25mph
- Bike lanes
- Left hand turn signals
- Parking, safe sidewalks and pedestrian crossings
- Stupid survey, it would like me to answer questions that agree with your plans. It needs to ask do you support bike lanes, do you want parking on main etc. your survey sucks ass
- Crosswalks / no jaywalking
- Up graded sidewalks
- All buildings should look like the 1890's
- By pass for trucks
- Reduced traffic on main street
- By pass, or split one way traffic between 300 W and Main
- The local business need Main Street parking, leave the parking alone.
- By pass to remove truck traffic
- By pass
- Left turn signals
- Removal of all motels in the town
- Increased vegetation as beautification and stormwater management.
- Bike lanes, LESS accommodation for cars
- Truck bypass
- Parking Structure
- Making crosswalks shorter, more visible, etc. to slow down traffic. Intersections on Main are accidents waiting to happen.
- Large vehicle bypass route
- Left hand turning signals
- Highway bypass around downtown main st
- A parking structure
- Biking accessibility
- Crossing lights at 200 N and Main

Appendix D
Public Meeting Slides
Moab City Council Update
May 22, 2018

MOAB DOWNTOWN PLAN

Prepared by:

WHAT WE HEARD

The community has been very supportive and outspoken during the community input process for the Moab Downtown Plan. Below are some of the highlights of the aggregated information:

- Overwhelming support for the bypass
- Integration of bicycle corridors on the 100 East and 100 West corridors
- Increasing pedestrian safety with curb bulbouts and potential medians for pedestrian refuge islands
- A strong need for uniformity in signage
- Desire for increased code enforcement
- Need for increased amounts of parking within 1/8th of a mile of amenities
- No bikes in traffic lanes
- Increased amount of areas for pedestrian spaces (larger sidewalks, pedestrian malls, etc.)
Survey on-going DRAFT 4/4/18

Moab Downtown Plan

Survey Results

There were a total 426 survey responses.

- Traffic and congestion were the most mentioned written responses, but there were many other responses.

- Roads Building
- Facades
- Parking
- Pedestrian
- Safety
- Other (please specify)

What most needs to be addressed in Downtown Moab?

Responses

- What would bring you downtown more?
  - Select all that apply:
  - Quiet areas
  - Events
  - Dining
  - Shops
  - Strolling
  - Turn Dining
  - Pedestrian
  - Main Street
  - Locals
  - Bypass
  - Space
  - Moab Parking
  - Center
  - Restaurants
  - Small Town
  - Community
  - Parks
  - Traffic
  - Charms
  - Stores
  - Food
  - Bus
  - Bike Lanes

- What would make downtown more welcoming? (Select all that apply)

- What would make downtown more pedestrian friendly? (Select all that apply)
SURVEY NO. 1 RESULTS

Q6: What are three words that best describe Downtown Moab?

Tourist, Friendly, Traffic

Q7: What are three words to describe how you would like Downtown Moab to be in the future?

Accessible, Traffic, Beautiful

SURVEY NO. 2 RESULTS

Question #1

Do you support the following? (Check all that apply)

- 100% Support
- 75% Support
- 50% Support
- 25% Support
- 0% Support

Question #2

How far away from your destination are you willing to park?

- 25 feet
- 50 feet
- 100 feet
- 200 feet
- 300 feet

Question #3

Which roads are best suited for bike lanes? (Check all that apply)

- 100% Support
- 75% Support
- 50% Support
- 25% Support
- 0% Support

Question #4

Do you prefer to bike lanes on both sides of the street or two-way cycle track on one side of the street?

- 100% Both sides
- 75% One way
- 50% Two-way cycle track
- 25% None
- 0% Other
SURVEY NO.2 RESULTS

Question #5
Which intersections are the best candidates for curb bulb outs? (Check all that apply)

Question #6
How important are signs and wayfinding?

Question #7
Do you prefer to have site amenities (benches, maps, bike racks, trash cans) on the sidewalk or off?

Question #8
What specific site amenities would you like in downtown?

SURVEY NO.2 RESULTS

Question #10
Which architectural style do you prefer for Downtown Moab?

Question #11
Which branding image do you prefer?

Question #12
Which community vision statement do you prefer?
Historic Architecture & Facades of Moab

Moab has buildings representing numerous architectural styles and characters. While the survey and community input support were split among desired styles, the overwhelming theme was to ensure that historical buildings are preserved and/or restored. To achieve this, our team has provided the below initial findings:

- Preparation and adoption of a Facade guidelines for the Main Street corridor
- Preparation and adoption of architectural guidelines for the entire community, with emphasis on the Main Street Corridor
- Creation of unified signage ordinances
- Creation of a Moab specific historic preservation committee
- Creation of a Facade/Signage assistance fund, providing matching funds for business and property owners looking to undertake renovation or historical replication work.
Street Elements

The downtown core of Moab is the heart and soul of the community. Ensuring that the space is pedestrian friendly, safe and inviting was ranked as a high priority by survey respondents and meeting attendees. Below are the initial findings to meet the desired goal:

• Additional site amenities should be provided on the sidewalk to encourage more utilization of the sidewalks
• Pedestrian safety enhancements should be planned at critical intersections and road crossings
• Additional vegetation should be added to provide a year-round pedestrian friendly environment
• Efforts should be made to provide increased integration between all site amenities (i.e. common themes between trash cans, benches, street lights)
• Wayfinding signage should be integrated for key attractors within the Main Street corridor
• Site lighting should be swapped to LED to provide a more uniform lighting of Main Street, creating a more pedestrian friendly environment
• Sidewalk “parties” and events should be organized to encourage additional use of the pedestrian spaces
Housing In Moab

Moab is a growing community, currently experiencing a shortage in acceptable and affordable housing. With growth happening around the municipality periphery and sprawl starting, it is vital to better utilize currently vacant space within the downtown core. To support this, our team proposes the below initial findings:

• Utilization of upper floor space for affordable apartment and condo spaces
• Creation of legal and code compliant overnight rentals in currently underutilized spaces within the downtown core
• Provide financial incentives for second and third floor space utilization to property owners
• Amendment of current building codes and/or ordinances that would potentially create a “road block” for infill development
• Allocate space within the downtown core and periphery blocks for increased amounts of multi-family housing, creating more affordable options.

Outdated Land Use

As Moab continues to grow and develop, the current land use and zoning regulations are becoming outdated, hindering adequate growth within the downtown core. In order to meet the communities’ goal of a thriving, diverse and sustainable community core, our team proposes the below initial findings:

• Creation of an overlay district for the downtown core, with the boundaries of: 100 North (North end), 100 East (East end), 200 South (South end) and 100 West (West end).
• Potential utilization of form based code within the overlay district
• Removal of parking requirements for parcel development within the downtown overlay district
• Revision of current land uses within overlay district to allow for more flexibility in utilization for second and third floor spaces
• Revision of density requirements, allowing for increased height structures to be built, preserving pedestrian and public spaces
COMMUNITY AMENITIES

Downtown should offer amenities for residents and tourists alike

Moab has become known as an international destination location for the natural beauty and sporting amenities. Supporting this popularity has created many shops within the downtown core geared towards visitors and their specific desired amenities. During this transformation, the downtown core has lost many attractions for locals and regional residents. To remedy this, our team is providing the below initial findings:

- Integration of daily necessity amenities within the downtown core (i.e. grocery store, convenient store, etc.)
- Providing additional variety in retail services within the downtown core
- Creation of additional, and locally inspired, dining options for resident utilization
- Bring back federal or governmental services to the downtown core (i.e. post office, land bank, environmental offices, etc.)
- Provide additional pedestrian spaces for integration of residents and tourists

COMMUNITY VISION STATEMENT AND BRANDING

“The Heart of Moab, Downtown to the Outdoors”

Historic downtown Moab has a unique character and charm that sets themselves apart from all other regional and national destination locations. It is through identification and branding of the downtown core amenities that the city of Moab will be able to sustainably grow their tourism base while remaining utilized by residents for daily necessities.
Improving Transportation

Currently transportation is a large concern for survey respondents and meeting attendees. Ensuring that their concerns are met is a priority of our team. Below is a summary of our initial findings:

- Cars
- US-191 downtown bypass
- Signals and medians
- Parking
- Bikes
- Pedestrians
- Curb bulb outs
- Promenade
- Transit

US-191 Bypass

- Two Alignment Options
- Kane Creek Boulevard
- West of existing development
- New Colorado River crossing
- Potential to remove 35-45% of all vehicles and 95% of trucks
**SIGNALS/MEDIANS**

**Improving Pedestrian Safety**
- Public support for protected left-turn phases
- Not recommended due to impacts on traffic progression
- Center median considered on Main Street from 100 North to 100 South

**PARKING**

**Efficient Parking**
- Maintain parallel parking on Main Street
- Maybe enhance with delineation of parking spaces
- Maintain the same number of on-street spaces
- Two new parking structures
Sidestreet Alternatives

- Reverse angle parking to back-in recommended on bikes routes

Available Parking

- Data driven study coming
- Drone aerials capture parking every hour
- Thursday at 1pm, 60/128 parking spaces on Main Street were occupied
**BIKES**

**Alternative Transportation**
- Bike lanes not recommended on main street
- Public support to maintain parking
- High traffic volume
- Recommended bike lanes
- 100 West - buffered Cycletrack
- 100 South
- 100 East
- 100 North
- Improved Signage

**CURB BUMP-OUTS**

**Pedestrian Traverse**
- Narrow the roadway
- Provide additional pedestrian space
- Enhance pedestrian safety
- Increases pedestrian visibility
- Shortens crossing distance
- Slows turning vehicles
- Visually narrows the roadway
Additional Public Space

- Several folks asked for additional pedestrian spaces “Walking Street”, “Pedestrian promenade”
- 45% vote
- Could be a temporary space like this one
- Could possibly be a smaller permanent space as well
TRANSPORT

Reducing Traffic

- Lots of community support
- Currently running to airport
- Coming soon...Moab Hopper
- Bus up and down Main with 14 stops
- $2 per ride, card or token
- One bus, waiting for driver to launch

Appendix E
ESRI Business Analyst Data
### Business Summary

#### Moab Downtown Plan

**Geography:** Block Group 490190002.004 (490190002004) et al.

**Prepared by:** Esri

**Data for all businesses in area**

<table>
<thead>
<tr>
<th>Business Summary</th>
<th>Employment</th>
<th>Population</th>
<th>Businesses</th>
<th>Employees</th>
<th>Residents</th>
<th>Employees/Residential Population Rate (per 100 Residents)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Total 456 100.0% 3,651 100.0%</td>
</tr>
<tr>
<td>Unclassified Establishments</td>
<td>24</td>
<td>5.3%</td>
<td>26</td>
<td>0.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>9</td>
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- Services: 241

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**Date:** October 08, 2018

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**CITY OF MoAB Utah**

**MOAB DOWNTOWN PLAN**

---

**Business Summary**

#### Department of Transportation

**Geography:** Block Group 490190002.004 (490190002004) et al.

**Prepared by:** Esri

**Data for all businesses in area**

<table>
<thead>
<tr>
<th>Business Summary</th>
<th>Employment</th>
<th>Population</th>
<th>Businesses</th>
<th>Employees</th>
<th>Residents</th>
<th>Employees/Residential Population Rate (per 100 Residents)</th>
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**Date:** October 08, 2018
### Community Profile

#### Population Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>2010 Total Population</th>
<th>2018 Total Population</th>
<th>2018 Group Quarters</th>
<th>2018-2023 Annual Rate</th>
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<tbody>
<tr>
<td>2000</td>
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<td>3,173</td>
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#### Geography: Block Group

- UT(490190002004)

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#### Housing Unit Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Housing Units</th>
<th>Owner Occupied Housing Units</th>
<th>Renter Occupied Housing Units</th>
<th>Vacant Housing Units</th>
<th>Median Household Income</th>
<th>Median Home Value</th>
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<tbody>
<tr>
<td>2000</td>
<td>1,532</td>
<td>834</td>
<td>698</td>
<td>100</td>
<td>$45,963</td>
<td>$228,759</td>
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<tr>
<td>2010</td>
<td>1,580</td>
<td>1,014</td>
<td>566</td>
<td>100</td>
<td>$50,508</td>
<td>$246,025</td>
</tr>
<tr>
<td>2018</td>
<td>1,638</td>
<td>834</td>
<td>804</td>
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**Community Profile**

3 Block Groups
490190002.004 (490190002004) et al.

**Geography:** Block Group

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<td>5 - 9</td>
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<tr>
<td>85 +</td>
<td>1.4%</td>
</tr>
<tr>
<td>18 +</td>
<td>79.2%</td>
</tr>
</tbody>
</table>

### 2018 Population by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3,277</td>
</tr>
<tr>
<td>0 - 4</td>
<td>4.9%</td>
</tr>
<tr>
<td>5 - 9</td>
<td>4.7%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>5.9%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>12.2%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>14.2%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>12.3%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>12.5%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>9.7%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>5.6%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>1.9%</td>
</tr>
<tr>
<td>85 +</td>
<td>81.2%</td>
</tr>
</tbody>
</table>

### 2023 Population by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3,343</td>
</tr>
<tr>
<td>0 - 4</td>
<td>5.2%</td>
</tr>
<tr>
<td>5 - 9</td>
<td>5.1%</td>
</tr>
<tr>
<td>10 - 14</td>
<td>5.1%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>13.0%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>15.6%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>11.5%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>11.5%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>14.3%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>16.5%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>6.1%</td>
</tr>
<tr>
<td>85 +</td>
<td>2.0%</td>
</tr>
<tr>
<td>18 +</td>
<td>82.2%</td>
</tr>
</tbody>
</table>

### 2010 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>1,579</td>
</tr>
<tr>
<td>Females</td>
<td>1,594</td>
</tr>
</tbody>
</table>

### 2018 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>1,619</td>
</tr>
<tr>
<td>Females</td>
<td>1,638</td>
</tr>
</tbody>
</table>

### 2023 Population by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>1,646</td>
</tr>
<tr>
<td>Females</td>
<td>1,637</td>
</tr>
</tbody>
</table>

### 2010 Population by Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>85.5%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>0.3%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>5.1%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>1.0%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0.1%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>6.0%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2.0%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

### Diversity Index

- 2018: 40.5
- 2023: 48.8

### 2018 Population by Relationship and Household Type

<table>
<thead>
<tr>
<th>Relationship or Household Type</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>3,277</td>
</tr>
<tr>
<td>In Households</td>
<td>98.0%</td>
</tr>
<tr>
<td>In Family Households</td>
<td>70.3%</td>
</tr>
<tr>
<td>Householder</td>
<td>23.6%</td>
</tr>
<tr>
<td>Spouse</td>
<td>25.0%</td>
</tr>
<tr>
<td>Child</td>
<td>2.3%</td>
</tr>
<tr>
<td>Other relative</td>
<td>33.6%</td>
</tr>
<tr>
<td>Nonrelative</td>
<td>26.4%</td>
</tr>
<tr>
<td>In Nonfamily Households</td>
<td>28.7%</td>
</tr>
<tr>
<td>In Group Quarters</td>
<td>5.3%</td>
</tr>
<tr>
<td>Institutionalized Population</td>
<td>2.0%</td>
</tr>
<tr>
<td>Noninstitutionalized Population</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

### Data Note:

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

2018 Population 25+ by Educational Attainment

<table>
<thead>
<tr>
<th>Attainment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th Grade</td>
<td>1.3%</td>
</tr>
<tr>
<td>9th - 12th Grade, No Diploma</td>
<td>4.2%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>27.0%</td>
</tr>
<tr>
<td>GED/Alternative Credential</td>
<td>6.1%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>20.3%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>8.6%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>21.4%</td>
</tr>
<tr>
<td>Graduate/Professional Degree</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

2018 Population 15+ by Marital Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>25.6%</td>
</tr>
<tr>
<td>Married</td>
<td>48.6%</td>
</tr>
<tr>
<td>Widowed</td>
<td>5.1%</td>
</tr>
<tr>
<td>Divorced</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

2018 Civilian Population 16+ in Labor Force

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Civilian Employed</td>
<td>95.4%</td>
</tr>
<tr>
<td>Civilian Unemployed</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

2018 Employed Population 16+ by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture/Mining</td>
<td>1.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>8.7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>1.9%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>7.6%</td>
</tr>
<tr>
<td>Transportation/Utilities</td>
<td>8.4%</td>
</tr>
<tr>
<td>Information</td>
<td>0.6%</td>
</tr>
<tr>
<td>Finance/Insurance/Real Estate</td>
<td>4.2%</td>
</tr>
<tr>
<td>Services</td>
<td>57.3%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

2018 Employed Population 16+ by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>44.8%</td>
</tr>
<tr>
<td>Management/Financial</td>
<td>11.8%</td>
</tr>
<tr>
<td>Professional</td>
<td>13.2%</td>
</tr>
<tr>
<td>Sales</td>
<td>10.4%</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>13.4%</td>
</tr>
<tr>
<td>Services</td>
<td>33.2%</td>
</tr>
<tr>
<td>Blue Collar</td>
<td>17.9%</td>
</tr>
<tr>
<td>Farming/Forestry/Fishing</td>
<td>1.5%</td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>3.8%</td>
</tr>
<tr>
<td>Installation/Maintenance/Repair</td>
<td>8.1%</td>
</tr>
<tr>
<td>Production</td>
<td>1.5%</td>
</tr>
<tr>
<td>Transportation/Material Handling</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

2010 Households by Type

<table>
<thead>
<tr>
<th>Households by Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,388</td>
</tr>
<tr>
<td>Households with 1 Person</td>
<td>33.8%</td>
</tr>
<tr>
<td>Households with 2+ People</td>
<td>66.4%</td>
</tr>
<tr>
<td>Family Households</td>
<td>54.0%</td>
</tr>
<tr>
<td>Husband-wife Families</td>
<td>37.8%</td>
</tr>
<tr>
<td>Other Family (No Spouse Present)</td>
<td>13.3%</td>
</tr>
<tr>
<td>Other Family with Male Householder</td>
<td>16.1%</td>
</tr>
<tr>
<td>Other Family with Female Householder</td>
<td>4.8%</td>
</tr>
<tr>
<td>Other Family with Related Children</td>
<td>3.1%</td>
</tr>
<tr>
<td>Nonfamily Households</td>
<td>12.5%</td>
</tr>
<tr>
<td>Single Person</td>
<td>24.6%</td>
</tr>
<tr>
<td>Married</td>
<td>48.6%</td>
</tr>
<tr>
<td>Widowed</td>
<td>5.1%</td>
</tr>
<tr>
<td>Divorced</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

2010 Population By Urban/ Rural Status

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>3,171</td>
</tr>
<tr>
<td>Population Inside Urbanized Area</td>
<td>0.0%</td>
</tr>
<tr>
<td>Population Urbanized Cluster</td>
<td>95.6%</td>
</tr>
<tr>
<td>Rural Population</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Same-sex partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. \( *\) Multigenerational and unmarried partner households are reported only to the tract level. \( \text{Spouses} \) is a standard geography. Converted Census 2000 data into 2010 geography.


October 08, 2018
Page 5 of 7
Community Profile

Top 3 Tapestry Segments

1. Old and Newcomers (SF)
2. Bright Young Professionals (8C)
3. Top Tier (1A)

2018 Consumer Spending

<table>
<thead>
<tr>
<th>Category</th>
<th>Total $</th>
<th>Average Spent</th>
<th>Spending Potential Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Services</td>
<td>$2,440,018</td>
<td>$1,723.18</td>
<td>79</td>
</tr>
<tr>
<td>Education</td>
<td>$1,543,120</td>
<td>$1,089.77</td>
<td>75</td>
</tr>
<tr>
<td>Entertainment/Recreation</td>
<td>$2,220,997</td>
<td>$1,629.16</td>
<td>80</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$4,016,290</td>
<td>$2,827.90</td>
<td>81</td>
</tr>
<tr>
<td>Food Away From Home</td>
<td>$4,004,310</td>
<td>$2,486.58</td>
<td>77</td>
</tr>
<tr>
<td>Health Care</td>
<td>$6,181,737</td>
<td>$4,016.29</td>
<td>80</td>
</tr>
<tr>
<td>HH Furnishings &amp; Equipment</td>
<td>$2,307,938</td>
<td>$1,629.16</td>
<td>78</td>
</tr>
<tr>
<td>Personal Care Products &amp; Services</td>
<td>$931,466</td>
<td>$627.89</td>
<td>79</td>
</tr>
<tr>
<td>Shelter</td>
<td>$18,574,456</td>
<td>$1,240.34</td>
<td>80</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Total $</th>
<th>Average Spent</th>
<th>Spending Potential Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Services</td>
<td>$2,440,018</td>
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<td>79</td>
</tr>
<tr>
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<td>$1,543,120</td>
<td>$1,089.77</td>
<td>75</td>
</tr>
<tr>
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<td>$2,220,997</td>
<td>$1,629.16</td>
<td>80</td>
</tr>
<tr>
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<td>81</td>
</tr>
<tr>
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<td>$2,486.58</td>
<td>77</td>
</tr>
<tr>
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<td>80</td>
</tr>
<tr>
<td>HH Furnishings &amp; Equipment</td>
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<td>78</td>
</tr>
<tr>
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<td>$931,466</td>
<td>$627.89</td>
<td>79</td>
</tr>
<tr>
<td>Shelter</td>
<td>$18,574,456</td>
<td>$1,240.34</td>
<td>80</td>
</tr>
</tbody>
</table>

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.


October 08, 2018

Disposable Income Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,416</td>
<td>100.0%</td>
</tr>
<tr>
<td>&lt;$15,000</td>
<td>169</td>
<td>11.9%</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>192</td>
<td>13.6%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>212</td>
<td>15.0%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>334</td>
<td>23.6%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>287</td>
<td>20.3%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>103</td>
<td>7.3%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>64</td>
<td>4.5%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>33</td>
<td>2.3%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>22</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to total due to rounding.


October 08, 2018
### 2018 Demographic Summary

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Median Age</th>
<th>Median Home Value</th>
<th>Utility, Fuels, Public Services</th>
<th>Rent</th>
<th>Other Lodging</th>
<th>Spending Potential Index</th>
<th>Average Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>195</td>
<td>6.61</td>
<td>$49,425</td>
<td>$38,502</td>
<td>$563</td>
<td>$35,002</td>
<td>80</td>
<td>$125,677</td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>180</td>
<td>23.46</td>
<td>$67,375</td>
<td>$25,402</td>
<td>$583</td>
<td>$35,002</td>
<td>76</td>
<td>$125,677</td>
<td></td>
</tr>
<tr>
<td>25-64</td>
<td>1,025</td>
<td>42.46</td>
<td>$99,785</td>
<td>$35,402</td>
<td>$223</td>
<td>$35,002</td>
<td>76</td>
<td>$125,677</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>225</td>
<td>72.46</td>
<td>$126,425</td>
<td>$20,402</td>
<td>$533</td>
<td>$35,002</td>
<td>76</td>
<td>$125,677</td>
<td></td>
</tr>
</tbody>
</table>

### Median Home Value

- **2018 Demographic Summary:**
  - Median Home Value: $228,750
  - Median Household Income: $48,963

### Median Home Value

- **2018 Demographic Summary:**
  - Median Home Value: $228,750
  - Median Household Income: $48,963

### House and Home Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending Potential Index</th>
<th>Average Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Units</td>
<td>1,638</td>
<td>3,277</td>
<td></td>
</tr>
<tr>
<td>Rented Dwellings</td>
<td>67</td>
<td>$7,341.59</td>
<td>$10,678,892</td>
</tr>
<tr>
<td>Homeowners Insurance</td>
<td>65</td>
<td>$2,352.53</td>
<td>$3,521,952</td>
</tr>
<tr>
<td>Ground Rent</td>
<td>78</td>
<td>$57.08</td>
<td>$80,826</td>
</tr>
<tr>
<td>Maintenance and Remodeling Materials</td>
<td>60</td>
<td>$199.48</td>
<td>$30,070</td>
</tr>
<tr>
<td>Property Management and Security</td>
<td>81</td>
<td>$84.06</td>
<td>$119,033</td>
</tr>
<tr>
<td>Rental Dwellings</td>
<td>111</td>
<td>$5,483.76</td>
<td>$7,765,004</td>
</tr>
<tr>
<td>Rent</td>
<td>111</td>
<td>$5,383.30</td>
<td>$7,612,746</td>
</tr>
<tr>
<td>Maintenance and Repair Services</td>
<td>87</td>
<td>$31.04</td>
<td>$49,294</td>
</tr>
<tr>
<td>Other Lodging</td>
<td>66</td>
<td>$259.58</td>
<td>$367,571</td>
</tr>
<tr>
<td>Ownership of Vacation Homes</td>
<td>65</td>
<td>$329.89</td>
<td>$497,121</td>
</tr>
<tr>
<td>Mortgage Payments</td>
<td>70</td>
<td>$115.97</td>
<td>$164,217</td>
</tr>
<tr>
<td>Property Taxes</td>
<td>65</td>
<td>$91.93</td>
<td>$130,176</td>
</tr>
<tr>
<td>Homeowners Insurance</td>
<td>63</td>
<td>$114.03</td>
<td>$171,061</td>
</tr>
<tr>
<td>Maintenance and Remodeling</td>
<td>58</td>
<td>$88.75</td>
<td>$127,657</td>
</tr>
<tr>
<td>Property Management and Security</td>
<td>69</td>
<td>$19.20</td>
<td>$27,148</td>
</tr>
<tr>
<td>Housing While Attending School</td>
<td>70</td>
<td>$44.80</td>
<td>$65,438</td>
</tr>
<tr>
<td>Household Operations</td>
<td>79</td>
<td>$1,108.86</td>
<td>$1,236,541</td>
</tr>
<tr>
<td>Child Care</td>
<td>74</td>
<td>$379.12</td>
<td>$536,628</td>
</tr>
<tr>
<td>Care for Elderly or Handicapped</td>
<td>76</td>
<td>$48.71</td>
<td>$68,978</td>
</tr>
<tr>
<td>Appliance Rental and Repair</td>
<td>73</td>
<td>$16.03</td>
<td>$25,016</td>
</tr>
<tr>
<td>Computer Information Services</td>
<td>82</td>
<td>$445.40</td>
<td>$630,883</td>
</tr>
<tr>
<td>Home Security System Services</td>
<td>78</td>
<td>$28.76</td>
<td>$40,785</td>
</tr>
<tr>
<td>Non-APanel Household Laundry/Dry Cleaning</td>
<td>76</td>
<td>$20.79</td>
<td>$30,441</td>
</tr>
<tr>
<td>Housekeeping Services</td>
<td>76</td>
<td>$20.79</td>
<td>$30,441</td>
</tr>
<tr>
<td>Lawn and Garden</td>
<td>72</td>
<td>$306.13</td>
<td>$433,480</td>
</tr>
<tr>
<td>Moving/Storage/Freight Express</td>
<td>93</td>
<td>$60.03</td>
<td>$84,997</td>
</tr>
<tr>
<td>Installation of Computers</td>
<td>90</td>
<td>$6.45</td>
<td>$607</td>
</tr>
<tr>
<td>PC Repair (Personal Use)</td>
<td>81</td>
<td>$4.84</td>
<td>$6,052</td>
</tr>
<tr>
<td>Refrigerator/Furniture Repair</td>
<td>68</td>
<td>$5.39</td>
<td>$7,626</td>
</tr>
<tr>
<td>Termite/Pest Control</td>
<td>71</td>
<td>$24.53</td>
<td>$34,732</td>
</tr>
<tr>
<td>Water Softening Services</td>
<td>76</td>
<td>$8.16</td>
<td>$12,723</td>
</tr>
<tr>
<td>Internet Services Away from Home</td>
<td>93</td>
<td>$8.49</td>
<td>$11,960</td>
</tr>
<tr>
<td>Other Home Services (1)</td>
<td>71</td>
<td>$18.10</td>
<td>$25,626</td>
</tr>
</tbody>
</table>

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Details may not sum to totals due to rounding. Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.
### House and Home Expenditures

**Spending Potential Index**

<table>
<thead>
<tr>
<th>Item</th>
<th>Index</th>
<th>Average Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending Potential Index</td>
<td></td>
<td>Spent</td>
<td>Total</td>
</tr>
<tr>
<td>Other Household Furnishings and Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rugs</td>
<td>73</td>
<td>$17.96</td>
<td>$25,425</td>
</tr>
<tr>
<td>Household Furniture</td>
<td>78</td>
<td>$80.31</td>
<td>$113,721</td>
</tr>
<tr>
<td>Small Appliances</td>
<td>82</td>
<td>$39.79</td>
<td>$56,341</td>
</tr>
<tr>
<td>Sewing/Needlework/Quilt Material/Items</td>
<td>75</td>
<td>$9.52</td>
<td>$13,619</td>
</tr>
<tr>
<td>Window Coverings</td>
<td>71</td>
<td>$15.45</td>
<td>$21,882</td>
</tr>
<tr>
<td>Lamps/Lighting Fixtures/Recessed Fixtures</td>
<td>75</td>
<td>$30.90</td>
<td>$43,749</td>
</tr>
<tr>
<td>Infant Equipment</td>
<td>80</td>
<td>$25.48</td>
<td>$36,077</td>
</tr>
<tr>
<td>Rental of Furniture</td>
<td>116</td>
<td>$8.17</td>
<td>$11,508</td>
</tr>
<tr>
<td>Laundry and Cleaning Equipment</td>
<td>83</td>
<td>$23.29</td>
<td>$32,984</td>
</tr>
<tr>
<td>Closet and Storage Items</td>
<td>74</td>
<td>$10.09</td>
<td>$15,308</td>
</tr>
<tr>
<td>Luggage</td>
<td>79</td>
<td>$10.81</td>
<td>$15,308</td>
</tr>
<tr>
<td>Other Household Appliances</td>
<td>85</td>
<td>$144.46</td>
<td>$204,552</td>
</tr>
<tr>
<td>Misc Equipment incl. Ladders/Sheds/Etc</td>
<td>76</td>
<td>$61.59</td>
<td>$87,211</td>
</tr>
</tbody>
</table>

**Other Home Services**

- Miscellaneous home services and small repair jobs not already specified.

**Other HH Products**

- Includes paper towels, napkins, tissue paper, facial tissue, and miscellaneous household products, such as paper, plastic, and foil products.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

### Housing Profile

**Population**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3,173</td>
<td>$48,963</td>
</tr>
<tr>
<td>2018</td>
<td>3,277</td>
<td>$50,508</td>
</tr>
<tr>
<td>2023</td>
<td>3,343</td>
<td>$50,508</td>
</tr>
</tbody>
</table>

**2010-2023 Annual Growth Rate:** 0.40%

**Housing Units by Occupancy Status and Tenure**

<table>
<thead>
<tr>
<th>Census 2010</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>1,580</td>
<td>100.0%</td>
<td>1,580</td>
<td>100.0%</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>834</td>
<td>100.0%</td>
<td>834</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Owner Occupied Housing Units by Value**

<table>
<thead>
<tr>
<th>Value Range</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>47</td>
<td>5.6%</td>
<td>47</td>
<td>5.6%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>34</td>
<td>4.1%</td>
<td>34</td>
<td>4.1%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>73</td>
<td>8.8%</td>
<td>73</td>
<td>8.8%</td>
</tr>
<tr>
<td>$150,000-$199,999</td>
<td>110</td>
<td>13.2%</td>
<td>110</td>
<td>13.2%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>266</td>
<td>31.9%</td>
<td>266</td>
<td>31.9%</td>
</tr>
<tr>
<td>$250,000-$299,999</td>
<td>142</td>
<td>17.0%</td>
<td>142</td>
<td>17.0%</td>
</tr>
<tr>
<td>$300,000-$399,999</td>
<td>104</td>
<td>12.5%</td>
<td>104</td>
<td>12.5%</td>
</tr>
<tr>
<td>$400,000-$499,999</td>
<td>26</td>
<td>3.1%</td>
<td>26</td>
<td>3.1%</td>
</tr>
<tr>
<td>$500,000-$649,999</td>
<td>28</td>
<td>3.4%</td>
<td>28</td>
<td>3.4%</td>
</tr>
<tr>
<td>$750,000-$999,999</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>$1,000,000-$1,499,999</td>
<td>4</td>
<td>0.5%</td>
<td>4</td>
<td>0.5%</td>
</tr>
<tr>
<td>$1,500,000-$1,999,999</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>$2,000,000+</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Median Value**

- Census 2010: $228,759
- 2018: $246,025
- 2023: $246,025

**Average Value**

- Census 2010: $241,727
- 2018: $267,870
- 2023: $267,870

**Census 2010 Housing Units**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Urbanized Areas</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>In Urban Clusters</td>
<td>1,492</td>
<td>94.4%</td>
</tr>
<tr>
<td>Rural Housing Units</td>
<td>88</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.
### Housing Profile
3 Block Groups
490190002.004 (490190002004) et al.
Geography: Block Group

#### Census 2010 Owner Occupied Housing Units by Mortgage Status

<table>
<thead>
<tr>
<th>Owner Occupied Units by Mortgage Status</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>826</td>
<td>100.0%</td>
</tr>
<tr>
<td>Owned with a Mortgage/Loan</td>
<td>453</td>
<td>54.8%</td>
</tr>
<tr>
<td>Owned Free and Clear</td>
<td>373</td>
<td>45.2%</td>
</tr>
</tbody>
</table>

#### Census 2010 Vacant Housing Units by Status

<table>
<thead>
<tr>
<th>Vacant Housing Units by Status</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>192</td>
<td>100.0%</td>
</tr>
<tr>
<td>For Rent</td>
<td>33</td>
<td>17.2%</td>
</tr>
<tr>
<td>Owner- Not Occupied</td>
<td>3</td>
<td>1.6%</td>
</tr>
<tr>
<td>For Sale Only</td>
<td>6</td>
<td>3.1%</td>
</tr>
<tr>
<td>Sold - Not Occupied</td>
<td>2</td>
<td>1.0%</td>
</tr>
<tr>
<td>Seasonal/Recreational/Occasional Use</td>
<td>105</td>
<td>54.7%</td>
</tr>
<tr>
<td>For Migrant Workers</td>
<td>6</td>
<td>3.1%</td>
</tr>
<tr>
<td>Other Vacant</td>
<td>37</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

#### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

<table>
<thead>
<tr>
<th>Occupied Units by Age of Householder and Home Ownership</th>
<th>Owner Occupied Units Number % of Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,388 826 59.5%</td>
</tr>
<tr>
<td>15-24</td>
<td>66 11 16.7%</td>
</tr>
<tr>
<td>25-34</td>
<td>209 56 26.8%</td>
</tr>
<tr>
<td>35-44</td>
<td>224 125 55.8%</td>
</tr>
<tr>
<td>45-54</td>
<td>277 181 65.3%</td>
</tr>
<tr>
<td>55-64</td>
<td>299 224 74.9%</td>
</tr>
<tr>
<td>65-74</td>
<td>146 107 73.3%</td>
</tr>
<tr>
<td>75-84</td>
<td>130 94 72.3%</td>
</tr>
<tr>
<td>85+</td>
<td>37 28 75.7%</td>
</tr>
</tbody>
</table>

#### Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

<table>
<thead>
<tr>
<th>Occupied Units by Race/Ethnicity of Householder and Home Ownership</th>
<th>Owner Occupied Units Number % of Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,388 826 59.5%</td>
</tr>
<tr>
<td>White Alone</td>
<td>1,248 785 62.9%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>4 2 50.0%</td>
</tr>
<tr>
<td>American Indian/Akaska</td>
<td>49 13 26.5%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>12 7 58.3%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0 0 0.0%</td>
</tr>
<tr>
<td>Other Race Alone</td>
<td>60 12 20.0%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>15 7 46.7%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>106 32 30.2%</td>
</tr>
</tbody>
</table>

#### Census 2010 Occupied Housing Units by Size and Home Ownership

<table>
<thead>
<tr>
<th>Occupied Units by Size and Home Ownership</th>
<th>Owner Occupied Units Number % of Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,388 826 59.5%</td>
</tr>
<tr>
<td>1-Person</td>
<td>466 232 49.8%</td>
</tr>
<tr>
<td>2-Person</td>
<td>324 150 66.8%</td>
</tr>
<tr>
<td>3-Person</td>
<td>185 110 59.5%</td>
</tr>
<tr>
<td>4-Person</td>
<td>99 60 60.6%</td>
</tr>
<tr>
<td>5-Person</td>
<td>64 43 67.2%</td>
</tr>
<tr>
<td>6-Person</td>
<td>30 16 53.3%</td>
</tr>
<tr>
<td>7+ Person</td>
<td>20 15 75.0%</td>
</tr>
</tbody>
</table>

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

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### Key Facts
- **Population:** 3,277
- **Median Age:** 41.3
- **Average Household Size:** 2.3
- **Average Household Size:** 2.3
- **Median Household Income:** $48,963
- **Median Household Income:** $48,963
- **Per Capita Income:** $28,016
- **Median Net Worth:** $74,184
- **Median Net Worth:** $74,184

### Education
- **No High School Diploma:** 5%
- **High School Graduate:** 33%
- **Grad/Prof Degree:** 29%
- **Bachelor/Grad/Prof Degree:** 32%

### Business
- **Total Businesses:** 456
- **Total Employees:** 3,651

### Employment
- **50%** White Collar
- **18%** Blue Collar

### Income
- **Households By Income**
  - Largest group: $50,000 - $74,999 (26.1%)
  - Smallest group: $150,000 - $199,999 (1.0%)

### Income
- **Median Household Income:** $48,963
- **Per Capita Income:** $28,016
- **Median Net Worth:** $74,184

### Income
- **Medians by Income:**
  - $50,000 - $74,999: +3.5%
  - $35,000 - $49,999: +0.8%
  - $25,000 - $34,999: -0.3%
  - $15,000 - $24,999: -2.6%

**Bars show deviation from Grand County**
### Recreation Expenditures

#### Demographic Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Households</th>
<th>Median Age</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3,277</td>
<td>1,445</td>
<td>43.3</td>
<td>$40,663</td>
</tr>
<tr>
<td>2023</td>
<td>3,343</td>
<td>1,445</td>
<td>43.3</td>
<td>$40,663</td>
</tr>
</tbody>
</table>

#### Spendings Based on Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Amount (2018)</th>
<th>Average Amount (2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent in 2018</td>
<td>$29,505</td>
<td>$20.84</td>
</tr>
<tr>
<td>Spent in 2023</td>
<td>$30,248</td>
<td>$20.84</td>
</tr>
</tbody>
</table>

#### Revenue Generating Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount 2018</th>
<th>Amount 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$5,687,060</td>
<td>$7,780,003</td>
</tr>
<tr>
<td>Total</td>
<td>$5,687,060</td>
<td>$7,780,003</td>
</tr>
</tbody>
</table>

### Retail Goods and Services Expenditures

#### Demographic Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Households</th>
<th>Median Age</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3,277</td>
<td>1,445</td>
<td>43.3</td>
<td>$40,663</td>
</tr>
<tr>
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<td>1,445</td>
<td>43.3</td>
<td>$40,663</td>
</tr>
</tbody>
</table>

#### Spendings Based on Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Amount (2018)</th>
<th>Average Amount (2023)</th>
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<tbody>
<tr>
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</tr>
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<td>$30,248</td>
<td>$20.84</td>
</tr>
</tbody>
</table>

#### Revenue Generating Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount 2018</th>
<th>Amount 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$5,687,060</td>
<td>$7,780,003</td>
</tr>
<tr>
<td>Total</td>
<td>$5,687,060</td>
<td>$7,780,003</td>
</tr>
</tbody>
</table>

---

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.
### Retail Goods and Services Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value of Stocks/Bonds/Mutual Funds</td>
<td>$3,470.14</td>
<td>$4,912,716</td>
</tr>
<tr>
<td>Value of Retirement Plans</td>
<td>$1,505.31</td>
<td>$2,742,579</td>
</tr>
<tr>
<td>Value of Other Financial Assets</td>
<td>$1,255.85</td>
<td>$1,994,216</td>
</tr>
<tr>
<td>Vehicle Loan Amount excluding Interest</td>
<td>$2,205.21</td>
<td>$1,232,582</td>
</tr>
<tr>
<td>Value of Credit Card Debt</td>
<td>$453.35</td>
<td>$641,949</td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonprescription Drugs</td>
<td>$105.73</td>
<td>$149,712</td>
</tr>
<tr>
<td>Prescription Drugs</td>
<td>$277.45</td>
<td>$392,865</td>
</tr>
<tr>
<td>Eye Glasses and Contact Lenses</td>
<td>$70.77</td>
<td>$100,215</td>
</tr>
<tr>
<td>Home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mortgage Payment and Basics (11)</td>
<td>$5,765.42</td>
<td>$6,192,160</td>
</tr>
<tr>
<td>Maintenance and Remodeling Services</td>
<td>$1,252.53</td>
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<td>Furniture</td>
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Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Details may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

October 08, 2018
## 2017 Leakage/Surplus Factor by Industry Subsector

### Motor Vehicle & Parts Dealers

- **Automobile Dealers**
  - **Leakage/Surplus Factor**: 0

### Furniture & Home Furnishings Stores

- **Building Material & Supplies Stores**
  - **Leakage/Surplus Factor**: 0

### Food & Beverage Stores

- **Grocery Stores**
  - **Leakage/Surplus Factor**: 100.0

### Apparel & Accessory Stores

- **Clothing & Clothing Accessories Stores**
  - **Leakage/Surplus Factor**: 100.0

### Health & Personal Care Stores

- **Specialty Store**
  - **Leakage/Surplus Factor**: 100.0

### Motor Vehicle & Parts Dealers

- **Motor Vehicle Dealers**
  - **Leakage/Surplus Factor**: 100.0

### Other Specialty Stores

- **Other Specialty Store**
  - **Leakage/Surplus Factor**: 100.0

---

### 2017 Leakage/Surplus Factor by Industry Group

**Retail Trade Sector**

1. **Total Trade**
   - **Leakage/Surplus Factor**: 20.0

2. **Retail Trade & Food & Drink**
   - **Leakage/Surplus Factor**: 30.0

3. **Retail Trade & Motor Vehicles**
   - **Leakage/Surplus Factor**: 40.0

4. **Retail Trade & Apparel**
   - **Leakage/Surplus Factor**: 50.0

5. **Retail Trade & Health & Personal Care**
   - **Leakage/Surplus Factor**: 60.0

**Food & Beverage Stores**

- **Grocery Stores**
  - **Leakage/Surplus Factor**: 70.0

** Apparel & Accessories Stores**

- **Clothing & Clothing Accessories Stores**
  - **Leakage/Surplus Factor**: 80.0

**Other Specialty Stores**

- **Other Specialty Store**
  - **Leakage/Surplus Factor**: 90.0

---

### Summary Demographics

- **2018 Population**: 3,277
- **2018 Households**: 1,416
- **2018 Median Disposable Income**: $31,566
- **2018 Per Capita Income**: $28,016

### Data Note

Retail sales estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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### Source

Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.
Appendix F

Additional Community Snapshot Data

1.3 Community Statistics

Shown below are community statistics and demographic information meant to provide a snapshot of recent and current conditions within the community. The information is based on publicly available data from the Esri Living Atlas database and U.S. Census Bureau American Community Survey (ACS) results. Data in this section is reflective of a geographic area encompassing more than the downtown plan project area; however, the information for Utah census blocks 49019002004 (2004), 490190002002 (2002) & 49010002001 (2001) is the smallest dataset available for consideration. As the City of Moab has grown over the years, the community has seen a drastic change in numerous community statistics that reflect the need for a downtown plan for the future of the corridor.

COMMUNITY DEMOGRAPHICS

- Male/Female Breakdown: 51.5% Male, 48.5% Female
- Educational Attainment - Age 25 or Older
- Housing Tenure

![Moab Downtown Plan](https://via.placeholder.com/150)

Moab Downtown Plan

- Water/Treatment Breakdown
- Educational Attainment - Age 25 or Older
- Community Demographics
- Women Participation Breakdown
- Education Level Distribution
- Population Age Breakdown

Figure 7. Utah Block Group Map
Figure 8. Moab Gender Breakdown
Figure 9. Moab Educational Attainment, Age 25 and Older
Figure 10. Moab Housing: Rent Versus Own
Figure 11. Moab Age Distribution
Population

In the late 20th century, the population of Moab skyrocketed with the discovery of natural resources and recreational amenities, bolstering a burgeoning economy. However, this growth has not been sustained, with annual growth rates averaging 1.0225% and minimal in recent years (Figure 12). This level of growth is uncharacteristic of many communities in the State of Utah, yet it is similar to other rural and regional populations in the southwestern United States.

The average age of residents has also increased marginally from 35.5 years old in 2000 to 37.7 years old in 2012 (American Community Survey estimates). Overall, the Moab community has similar cohort age distributions in the last three decennial censuses and census data projected for 2016/2017. A stable cohort distribution typically illustrates a self-sufficient community resilient to market swings and population booms.

Employment

While employment data have shown that residents of the City of Moab have been employed in diverse occupational categories, the percentages for most categories have varied little over the past 16 years. One primary exception is the category of “Arts, entertainment and recreation; accommodation and food services” which has seen an increase from 2000-2010 (Figure 14). On the conversative side, the “Transportation and warehousing; utilities” category and the “Construction” category declined slightly, dropping 2.7% and 6.7%, respectively.

While the majority of employment-category percentages have remained similar over the past 16 years, the percentage of the population employed dropped considerably—from 80.2% employed in 2010 to 77.77% employed in 2017 (Figure 13). This drop in population, calculated with slight increases among older and younger individuals in the population, signifies a demographic change that has the potential to impact the retail and service industries in terms of not having enough people to fill lower-wage and entry-level jobs in the City of Moab.

Per Capita Income

According to publicly available 2018 Living Atlas data (Figure 15), the per capita income in the City of Moab is $28,150 for the population of 9,282. In comparison, the national per capita income is $31,950. The above average income indicates that Moab has a higher concentration of individuals and/or families with above average earnings. While the increased level of income has remained constant within the City of Moab, it has not kept up with recent real estate trends. With an average housing rental rate of $767 per month for a 1.73-bedroom unit, this above average cost represents roughly 32.69% of a resident’s gross income being expended on housing versus the state average of 24.41% of gross income.

Moab Downtown Plan

Figure 12. City of Moab Population, 1940-Present

Figure 13. City of Moab Total Employment Percentages, 2000, 2010 and 2017

Figure 14. City of Moab Employment Percentages, by Occupation Category, 2010 (source: ACS, 2010)

Figure 15. Per Capita Income Distribution for Downtown Moab and Surrounding Area, 2018

Note: Demographic information provided in this section is based on the ESRI database and Living Atlas information. Above outlined results are inclusive of downtown project area and surrounding area.
Average Household Size

The City of Moab currently has an average household size of 2.23 individuals per dwelling unit (figure 18). This is in stark contrast to the state average household size, documented as four or more individuals per dwelling unit statewide. In addition to a slight increase in the average age of its residents, the City of Moab has experienced a decrease in the number of children living in the City of Moab average household size (40).

Figure 17. Average Household Size for Downtown Moab and Surrounding Area, 2018

Figure 18. Average Household Size in the City of Moab for Utah Blocks 2001, 2002 and 2004

Figure 19. Households with Children, City of Moab and State of Utah

Household Tenure

An understanding of the breakdown of owner-occupied versus rented is essential to the City of Moab’s sustainability and development. The City of Moab has seen a slight increase in the number of rental properties over the past three decades (figure 20 & 21). On average, the percentage of rental properties and structures is between 35% and 40% and was recorded at 36%, and most recently was recorded at 36% according to the 2017 ACS survey results.

The figures referenced above depict a municipality with a slightly lower than average percentage of long-term rentals rate. These figures do not account for any nightly or short-term rentals, two types of housing that are becoming more popular in the City of Moab.

A cursory search on booking websites shows that there are over 330 rental options being marketed for nightly or short-term rentals within the City of Moab. These options include whole-house rentals, nightly room rentals, and vacation properties being rented out for a short-term stay.
Average Household Income

The average household income in this area is $64,881 and the median household income is $51,152. In comparison, the national average household income is $63,694.

Note: Demographic information provided in this section is based on the ESRI database and Living Atlas information. Above outlined results are inclusive of downtown project area and surrounding area.

Average Clothing and Accessory Spending

The downtown project area includes numerous locations that fit into the clothing and accessories spending category. These businesses cater to a high percentage of the local population and provide essential goods and services. The average clothing and accessory spending in this area is $37,500, which is significantly lower than the state average of $48,000.

Note: Demographic information provided in this section is based on the ESRI database and Living Atlas information. Above outlined results are inclusive of downtown project area and surrounding area.

Average Household Income

As reported in the ESRI Living Atlas database, the City of Moab has a total of 2,370 households, with an average household income of $64,331 annually (figure 23 & 24), roughly 2.5% below the State of Utah average annual household income of $65,977. The City of Moab's average household income is not enough to allow for the purchase of a house selling at current real-estate transaction prices. Nor is this income enough to compensate for the City of Moab's cost of living, which is 6.3% higher than the state average (due to higher costs for health care, utilities, homes and consumables).

Average Clothing and Accessories Business

The downtown project area includes numerous locations that fit into the clothing and accessories spending category. These businesses cater to a high percentage of the local population and provide essential goods and services. The average clothing and accessory spending in this area is $37,500, which is significantly lower than the state average of $48,000.

Note: Demographic information provided in this section is based on the ESRI database and Living Atlas information. Above outlined results are inclusive of downtown project area and surrounding area.
The availability of dining options for various occasions and tastes is critical to ensuring that a downtown corridor is economically thriving. An above-average amount of spending on meals away from home occurs in the City of Moab census blocks. Figure 27 shows the average dollar figures attributed to four food away from home purchase categories: breakfast, lunch, dinner and snack (figure 27). Compared to the national average, residents within the three UT Block Groups spend, on average 11% more annually on the four meal categories. While specific meal restaurant types and dollars per meal are not available, the average spending on meals away from home reflects a culture that will support and encourage additional restaurant or dining options within the downtown.

Average Spending on Food Away From Home

Average Spending - Retail

The average amount spent per household on retail goods in this area is $17,265. In comparison, the national average is $21,152. Figure 28 and Figure 29 show average household spending on retail goods in UT Block Groups 2001, 2002 and 2004. While tourist and visitors may be responsible for much of the spending in UT Block Group 2004, average retail spending for the downtown project area is $16,913.33, or 26.23% of the average household income in the City of Moab. This percentage is lower than the national average of 31.4%.
Moab Downtown Plan

Retail Opportunity

Similar to the clothing/accessory's opportunity information is the overall retail information for UT block 2001, 2002 & 2004. Retail purchases that are considered for this map include all non-food or service industry purchases. The information outlined in figure 30 & 31 outline two distinct areas within the downtown corridors of Moab. These areas are as follows: (1) a main street core with strong retail establishments, primarily serving visitors, demonstrated by a retail supply that outpaces demand (surplus) and (2) surrounding corridors that are ready for potential development as evident by their leakage. These distinct areas provide a snapshot of town and the unique characteristics that make up the current downtown corridor within Moab.
The Moab City Planning Commission held their regularly scheduled Planning Commission meeting on the above date in the Council Chambers of Moab City Offices, located at 217 East Center Street, Moab, Utah. Planning Commission Chair Kopell called the meeting to order at 6:01pm.

1. Citizens to be Heard

There were no Citizens to be heard.

2. Action Item – Approval of Minutes
   October 23, 2018
   October 25, 2018
   November 8, 2018
   November 27, 2018

Commissioner Brown made a motion to approve the minutes from October 23, October 25, November 8, and November 27. Commissioner Becnel seconded the motion. There was no further discussion. The motion passed 5-0 Aye.

3. Action Item – Planning Resolution 21-2018
   A Resolution Conditionally Approving the Commercial Site Plan for the Radcliffe Hotel on Property Located at 471 South Main Street in the C-3, Central Commercial Zone

Planning Director Reinhart gave a brief overview of Planning Resolution 21-2018. Commissioner Brown asked about the entrance to the Hotel. Director Reinhart clarified that it is right off of Main Street. There will also be an entrance from Uranium Ave. Commissioner Becnel asked where traffic was loading and unloading. Chair Kopell asked the Developers to come up to speak and answer questions. Rob Radcliffe and Corey Middleton both came up to the table to answer questions. Commissioner Brown asked if the Pedestrian crossing will turn into a true traffic light. Director Reinhart said that would be up to UDOT. Mr. Middleton said that they met with UDOT and was told that a traffic light wouldn’t replace the Pedestrian Crossing. Chair Kopell said her only problem was the increased of traffic on and off of Uranium Ave. There was discussion about the parking on Uranium Ave and the concerns of overnight parking with trailers, UTV’s and such. Commissioner Brown asked if there were any oversized parking spots in the plan. Mr. Radcliffe stated that no there was not, and there was not plans to put any

<table>
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<th>Members Present:</th>
<th>Brian Ballard, Marianne Becnel, Kya Marienfeld, Allison Brown, Jeanette Kopell</th>
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<td>Members of the Public:</td>
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</table>
in. There was questions regarding the Pool and security due to the close proximity of the Middle School. It was discussed that according to code it has to be locked. It will not just be open. Commissioner Ballard asked about the height of the entry coming off of Main Street. Mr. Middleton stated it was 11 feet 7 inches. Commissioner Ballard asked about visibility, he also asked if it was a one way road. Mr. Radcliffe said he believed it was one way in and a drop off lane so you are not exiting off of Main Street. The exit would be off of Uranium Ave. Commissioner Brown asked if the Developer was going to put in a sidewalk in. Development Services Coordinator Johnson said that there is already an existing sidewalk, she also wanted to clarify that they do meet the required parking for both the Hotel and Gear Heads. Commissioner Becnel moved to approve Planning Resolution 21-2018. Commissioner Brown seconded the motion. There was no further discussion. The motion passed 5-0 Aye.

4. Action Item – Planning Resolution 20-2018
A Resolution Recommending to City Council Conditional Approval of the Sunset Twin homes Subdivision, a Minor Subdivision of Lot 3 of the Sunrise Hills Subdivision Locate in the R-2, Residential Zoning District

Director Reinhart gave a brief overview of Resolution 20-2018. Commissioner Brown asked if there was an issue that the entrances are on Huntridge Drive when the address is McKay. Director Reinhart pointed out that the address is a Huntridge Drive address. Commissioner Ballard asked if there were any other Twin homes in the area. It was cleared up that yes there is. Commissioner Ballard asked if the neighbors have to approve if someone turns a lot into a Twin home. It was stated it does not, as Twin homes are allowed in the R-2. There was discussion amongst the Commissioners regarding the design and layout of the plans. Director Reinhart wanted to clarify one thing, that there was a condition in the packet for this Resolution. Commissioner Marienfeld motion to approve Resolution 20-2018 with the Condition as stated in the Resolution. Commissioner Ballard seconded the motion. There was no further discussion. The motion passed 5-0 Aye.

5. Action Item – Planning Resolution 19-2018
A Resolution Conditionally Recommending the Approval of the Final Plat for the Creekside Townhomes Subdivision, on Property Located at 545 Kane Creek Boulevard in the R-3, Multi-Family Residential Zone

Director Reinhart gave an overview of Planning Resolution 19-2018. Chair Kopell asked about access to irrigation on this property. Director Reinhart stated that there is a right away and an easement. Chair Kopell asked what about way back in there. Director Reinhart said there is no easement. That would have to be sorted out with the irrigation folks would have to work that out with the Property Owners. A title search would be able to answer some of those questions. Assistant City Manager Linares stated that the issues Chair Kopell is speaking of is a property rights issue between owners. Commissioner Brown asked about what the prior discussions were in regards to the future improvements of Kane Creek. Director Reinhart said that they are going to improve curb, gutter and sidewalk. They will bond for future improvements that are coming to the Kane Creek road. Commissioner Brown asked if these are overnight rentals. Development Services Coordinator Johnson stated that this zone the R-3 does not allow for overnight rental and that was explained to the Developers. Commissioner Marienfeld moved to adopt Resolution 19-2018 with the conditions stated in the Resolution. Commissioner Becnel seconded the motion. There was no further discussion. The motion passed 4-0 Aye, with Chair Kopell abstaining.

Future Agenda Items
Dark skies and overnight parking will be coming up for future discussions.

Chair Kopell adjourned the meeting at 6:58pm.
Members Present:  Brian Ballard, Kya Marienfeld, Allison Brown, Jeanette Kopell, Marianne Becnel (Arrived at 6:01pm)

Members Absent:  None

City Councilmembers:  None

City Staff:  Development Services Coordinator Sommar Johnson, Assistant City Manager Joel Linares, Deputy Recorder I Stephanie Haycock

Members of the Public:  1

The Moab City Planning Commission held their regularly scheduled Planning Commission meeting on the above date in the Council Chambers of Moab City Offices, located at 217 East Center Street, Moab, Utah. A recording of the meeting is archived at http://www.utah.gov/pmn/index.html. The meeting was called to order by Chair Kopell at 6:00pm.

1. **Planning Commission Workshop – 5:30 pm**
   
   **** No Workshop This Meeting ****

   **********************************************************************

1. **Election of Chair and Vice Chair**

   Commissioner Kopell moved for Commissioner Brown to be chair and Commissioner Marienfeld to be Co-Chair. Commissioner Ballard seconded the motion. There was no further discussion. The motion passed 4-0 Aye

2. **Citizens to be Heard**

   There were no Citizens to be heard.

3. **Public Hearing – Proposed Ordinance 2019-05**

   An Ordinance Amending Moab Municipal Code Section 17.21.020, Permitted Uses and Regulations, to Allow Drive-Ins or Drive Through Services for Eating Establishments No Larger Than One Hundred Twenty Square Feet

Development Services Coordinator Johnson gave a brief overview of Proposed Ordinance 2019-05. Commissioner Marienfeld asked for an example. Development Services Coordinator Johnson said that Wicked Brew is the closest thing to an example but it is bigger than what is being proposed. Chair Kopell opened the public hearing at 6:04pm. Jerry Beerends came up to the table to speak. He wanted to clarify what zone this was specific to. Development Services Coordinator Johnson stated that it is specific for the C-2 zone. Mr. Beerends stated that he lives by 5th west. His intent was to put in a Coffee Drive Thru but after doing his due diligence he realized that it would not be mesh with the neighborhood. He doesn’t think that allowing
Drive-Ins or Drive through Establishments are what’s best for the character of a residential neighborhood that it is not compatible. That a drive thru in that area would just increase the traffic and that is not what the neighborhood needs. Drive through Services only serve a special interest and it would be at the expense of public health, safety, and welfare.

Andrew Domenick said he didn’t do his due diligence before he filled out his application to do a Coffee Drive Through and it was approved by City Council. He stated he wishes he would have as it would have saved a lot of stress for all involved. Commissioner Marienfeld asked him to be more specific. Mr. Domenick stated that he was approved by City Council to open a Drive through Coffee shop on the corner of T & H Corner store. Commissioner Becnel asked for clarification. Development Services Coordinator Johnson stated it was a mistake made on the City’s part. Commissioner Becnel asked what is allowed or not allowed in the C-2. Development Services Coordinator Johnson stated that it excludes Drive Ins and Drive through Services. Commissioner Becnel asked if they are having a walk up window. Mr. Domenick said that is depends on the outcome of this issue. Commissioner Brown asked if in the C-2 if we allow Drive Ins is it a different issue to allow walk ups. Development Services Coordinator Johnson stated that no a walk up establishment is allowed in the C-2 as the current code reads. Commissioner Brown said we need to look at this as it could effect a lot of C-2 zones in Moab.

Theresa Butler said that everyone keeps forgetting this is a valley and for the City to continuing changing the zoning would not be good for multiple reasons. We got to work within our boundaries and stop changing the rules. That is why our four fathers set boundaries. Ms. Butler stated that overnight rentals and other changes are too much.

Public Hearing was closed at 6:26pm.

Commissioner Ballard asked what zoning is Knowles. Development Services Coordinator Johnson stated that Knowles is in the County. Commissioner Brown stated that the C-2 is the buffer zone. The decision is whether or not the Drive Ins and Drive through Services would create more traffic in those areas. Commissioner Marienfeld said that for her it is turning the C-2 into a thoroughfare. It has the potential to impact several areas. Commissioner Kopell stated that her problem is in her time she has approved a lot of these C-2’s and she has come to hate them. She hates Williams Way. She stated she knows she should be objective and she understands that but it is not what she envisioned it to be. It is not for the neighborhood. It is for everyone else but the neighborhood. She has to say on the record that she cannot believe that this went through City Council and they did not catch it. She is very disappointed. Commissioner Marienfeld the definition of the C-2 and she is trying to think of pulling in and out from the in and out on a corner store and there is a valid concern there. There was discussion about the C-2’s inside Moab City Limits and the places this would impact. Assistant City Manager Linares said that he wanted to say on the Record the City is the one asking for the change, in no way is Mr. Domenick responsible. The Commissioner’s stated that they feel like this is spot zoning. Commissioner Becnel said that the C-2 zoning should be beneficial to locals not tourists.

4. **Action Item – Planning Resolution 01-2019**

   A Resolution Recommending to City Council Conditional Approval of Ordinance 2019-05 Amending Moab Municipal Code Section 17.21.020, Permitted Uses and Regulations, to Allow Drive-ins or Drive Through Services for Eating Establishments No Larger Than One Hundred Twenty Square Feet

Commissioner Marienfeld motioned to vote on Planning Resolution 01-2019 to send this to City Council with an unfavorable recommendation. Commissioner Brown seconded the motion. There was no further discussion. 0-5 Opposed they are sending this to the City Council with and unfavorable recommendation.
5. **Future Agenda Items**  
Joint City Council/Planning Commission Workshop – January 22, 2019

Chair Kopell adjourned the meeting at 6:43 pm.
JOINT MOAB CITY COUNCIL/PLANNING COMMISSION
MEETING
:: MINUTES :: JANUARY 22, 2019 ::

Members Present: Jeanette Kopell, Allison Brown, Marianne Becnel, and Kya Marienfeld

Members Absent: Brian Ballard

City Councilmembers: Mayor Emily Niehaus, Rani Derasary, Mike Duncan, Kalen Jones, Tawny Knuteson-Boyd, Karen Guzman-Newton

Members Absent: None

City Staff: City Manager David Everitt, Assistant City Manager Joel Linares, Finance Director Rachel Stenta, City Attorney Chris McAnany, City Engineer Chuck Williams, City Treasurer Chantel Lindsay, Development Services Coordinator Sommar Johnson, Records/Project Specialist Eve Tallman, and Sustainability Director Rosemarie Russo, Police Chief Jim Winder, Administrative Assistant Kyla Lewis, Building Official Barry Ellison, Communications and Engagement Manager Lisa Church, Public Works Director Pat Dean, Assistant City Engineer Mark Jolissaint, Water Reclamation Facility Superintendent Greg Fosse, Project Specialist Eve Tallman.

The Moab City Planning Commission held a joint City Council/Planning Commission workshop on the above date in the Council Chambers of Moab City Offices, located at 217 East Center Street, Moab, Utah. A recording of the meeting is archived at http://www.utah.gov/pmn/index.html Mayor Emily Niehaus called the meeting to order at 5:01 pm.

Workshop:
Joint City Planning Commission and City Council Discussion with the State Property Rights Ombudsman’s Office:
Brent Bateman represented the Utah Property Rights Ombudsman’s Office and answered questions on a variety of topics, including allowable restrictions on sexually-oriented businesses within City limits, assured housing, water shortages, the possibility of a moratorium or ban on new overnight lodging, impact fees, state legislative limitations on local control, local legislative power regarding zoning and property rights, pending ordinances and vesting.

Citizen Bob Greenberg brought up a proposed zone change in his neighborhood. Mayor Niehaus suggested this is an example of a use for the Planned Affordable Development. Bateman pointed out this entails a zone change. Councilmember Duncan brought up overlay zones. Development agreements were discussed. Senate Bill 34 was mentioned, along with density and zoning and imminent do

Meeting was closed prior to the start of the City Council Meeting that started at 7:00pm.
Moab Planning Commission Agenda Item
Meeting Date: February 14, 2019

#: 3

Title: Review of an Application for a Commercial Parking Exception to the Off-street Parking Requirements for Property Located at 354 Williams Way in the R-4 Zone and Adoption of Planning Resolution #02-2019 to Approve the Exception

Date Submitted: January 23, 2019
Staff Presenter: Sommar Johnson, Development Services Coordinator
Attachment(s): Draft Planning Resolution #02-2019, Hales Engineering Senior Living Parking Study

Options: Approve as submitted, deny, or modify.

Recommended Motion: I move to adopt Planning Resolution #02-2019 to approve the off-street Parking Exception for the MAPS Senior Living Facility to be located at 354 Williams Way in the R-4 Zone

Background/Summary:

The City received a request for an exception to the off-street parking regulations as allowed by MMC 17.09.220, Off-street parking and loading-Number of spaces, Q, attached below. The Housing Authority of Southeastern Utah is requesting a reduction in the required number of parking spaces from 54 to 48 stalls.

The burden is on the applicant to prove that the required number of parking spaces is above what is needed for the functioning of the development and that less than the requirement will not cause any hardship to adjacent properties or the neighborhood.

MMC 17.09.220, Off-street parking and loading-Number of spaces.
"Q. Special Exceptions to the Parking Requirements. Exceptions to the above listed minimum parking requirements require planning commission approval. The applicant requesting an exception to the minimum requirements shall conduct studies, prepare a report and prove to the planning commission that a lower than minimum requirement is adequate for the off-street parking needs of a development. The report shall include, but not be limited to:

1. National parking standards such as Institute of Transportation Engineers or Urban Land Institute studies supporting fewer spaces;
2. Local studies of businesses comparable by size and type demonstrating significant parking availability with the current standard; and
3. Present business potential related to number of employees, number of customers, and turnover of customers that may support fewer parking spaces."
4. For businesses located on Main Street in the C-3 zone the applicant shall demonstrate that on-street parking is reasonably available for short-term parking. The public works director and zoning administrator shall address visibility and safety concerns.
WHEREAS, Mr. Ben Riley, Executive Director, (“Applicant”) of 321 East Center Street, Moab, Utah, 84532, representing Housing Authority of Southeastern Utah, has applied for approval of a special exception to the off-street parking regulations for property located at 354 Williams Way in the R-4, Manufactured Housing Residential Zone; and,

WHEREAS, Applicant provided the City of Moab with the necessary documents, plans and study to complete the application for the requested off-street parking exception for six parking spaces; and,

WHEREAS, the use of a multi-household dwellings is an allowed use in the R-4 Zone as established in Moab Municipal Code (MMC) Chapter 17.51.020; and,

WHEREAS, City Council has provided for special exceptions to the off-street parking regulations to be approved by the Planning Commission (Commission) as found in MMC 17.09.220 (A-P) by adopting MMC Section 17.09.220 (Q); and,

WHEREAS, the Commission reviewed the required documents, plans and study in a public meeting held on February 14, 2019, to review the application; and,

WHEREAS, the Commission, subsequent to a thorough review of the request, adopted Planning Resolution #02-2019, approving the special exception to the off-street parking regulations for the property described above; and,

WHEREAS, having considered the Staff recommendation, and review of the local study, the Moab Planning Commission does hereby find that:

1. A lower than minimum requirement is adequate for the off-street parking needs for the proposed 36 deed restricted, affordable housing units;
2. The reduction in required parking for the involved properties is agreeable to the Commission;
3. The study prepared Hales Engineering provides acceptable evidence for the Commission to grant the requested special exception of six (6) parking spaces, reducing the required parking from fifty four (54) spaces to forty eight (48) spaces; and

WHEREAS, the Commission, has determined, and declare, that all applicable provisions of the MMC have or can be met.

NOW, THEREFORE, be it resolved by the Moab Planning Commission that the request for an off-street parking exception is for the property located at 354 Williams Way, Moab, Utah, is hereby approved.

Allison Brown, Chair    Date
MEMORANDUM

Date: January 18, 2019
To: Benjamin Riley
Housing Authority of Southeastern Utah
From: Hales Engineering
Subject: Moab – Senior Living Parking Study

This memorandum discusses the parking study completed for the proposed MAPS Senior Living development located in Moab, Utah. The study identifies the Moab City parking rates and compares it with the parking demand rates identified by the Institute of Traffic Engineering (ITE) to determine if a parking reduction would be appropriate.

Project Description

The proposed MAPS Senior Living project is located at approximately 354 W. Williams Way in Moab, Utah. A vicinity map of the project site is shown in Figure 1. The proposed facility includes 36 units and a total of 48 parking stalls (36 covered stalls, 7 ADA stalls, and 5 guest stalls). This equates to a parking rate of 1.33 parking stalls per unit. A site plan of the proposed project is included in the Appendix.

Moab City Parking Code

According to Moab City Code 17.09.210, the parking regulations “are established to increase safety and lessen congestion in the public streets, to provide adequately for parking needs associated with the development of land and increased automobile usage, to set standards for off-street parking according to the amount of traffic generated by each use, and to reduce the on-street storage of vehicles” (emphasis added). Section 17.09.220 Q also states that “Exceptions to the above listed minimum parking requirements require planning commission approval. The applicant requesting an exception to the minimum requirements shall conduct studies, prepare a report and prove to the planning commission that a lower than minimum requirement is adequate for the off-street parking needs of a development.” The purpose of this report is to outline the
parking study that was conducted for the proposed senior living facility and to show the parking needs associated with the facility.

The Moab City code specifies parking rates for various land use types. According to section 17.09.220 A, the city requires 1.5 parking stalls per dwelling unit for multiple-family dwellings. Therefore, according to Moab City code, the following parking stalls are required for the proposed development:

- 36 units x 1.5 stalls / unit = 54 stalls

**ITE Parking Demand Rates**

According to the Institute of Transportation Engineers (ITE), Parking Generation, 4th Edition, 2010, the average parking demand rate on a weekday for a Senior Adult Housing - Attached (ITE land use 252) is 0.59 parking stalls per unit, with an 85th percentile demand rate of 0.66 stalls per unit.
Using the 85th percentile parking demand of 0.66 stalls per unit, the required number of parking stalls to accommodate the expected demand is as follows:

- 36 units x 0.66 stalls / unit = 24 stalls

Typically, an additional 10 – 15% is added to the expected parking demand to allow for fluctuations in parking demand and so that drivers are not circling the lot searching for an open parking stall. With a 15% increase, the expected parking demand would increase to 28 parking stalls.

**Parking Reductions**

As noted previously, Moab City code states that the standards for off-street parking are ideally set “according to the amount of traffic generated by each use”. The parking rate of 1.5 stalls per unit was set with typical multi-family residential units in mind. A senior living facility generates far less traffic and results in a much smaller parking demand than a typical multi-family residential complex. Seniors have fewer people in the home, and a higher percentage of 0 or 1 vehicle households. Therefore, since senior living facilities generate less traffic and have a lower parking demand, a reduction in required parking stalls is logical.

**Conclusions and Recommendations**

Hales Engineering makes the following conclusions and recommendations for the parking at the proposed MAPS Senior Living in Moab, Utah:

- The proposed development will consist of a 36 unit senior living facility with a total of 48 parking stalls (a parking rate of 1.33 stalls / unit).
- Moab City code requires a total of 54 parking stalls for the proposed development, based on a parking rate of 1.5 stalls per unit.
- The ITE Parking Generation data shows that the actual demand at similar sites is much less than that required by Moab City code.
  - The average parking demand rate is 0.59 stalls / unit, and the 85th percentile demand is 0.66 stalls / unit.
  - Using the 85th percentile parking demand rate of 0.66 stalls / unit, and a 15% increase, the expected parking demand would be 28 parked vehicles.
- It is recommended that the Moab City Planning Commission consider a parking reduction from a required 54 parking stalls (1.5 stalls / unit) to 48 parking stalls (1.33 stalls / unit). This equates to approximately a 13% parking reduction.
  - The requested reduction is still far more than the expected parking demand of 28 parking stalls. The proposed 48 parking stalls will be more than adequate to accommodate the anticipated demand.
APPENDIX

Site Plan
COVERED PARKING, 36 STALLS REQUIRED

GARDEN BEDS

PICKLE BALL COURT

48 PARKING STALLS TOTAL, 7 ADA FOR TYPE "A" UNITS, ONE FOR VAN, REQUIRED BY CODE

SCREENED WASTE ENCLOSURE

BICYCLE PARKING

DETENTION, LANDSCAPE BUFFER

REAR YARD SETBACK

SIDE YARD SETBACK

FRONT YARD SETBACK

MIN. FIRE APPARATUS ACCESS

150 FT. MIN. FIRE APPARATUS ACCESS

ALTERNATE TURN-AROUND FOR FIRE ACCESS, APPROVED BY LOCAL FIRE MARSHALL, COMPACTED SUBGRADE AND ROAD BASE

COMPACTED SUBGRADE AND ROAD BASE

SCREENED WASTE ENCLOSURE

717 sf

1356 sf

150' - 0" MIN. FIRE APPARATUS ACCESS

ARCHITECTURAL SITE PLAN
A1

HOUSING AUTHORITY OF SOUTHEASTERN UTAH
MAPS SENIOR LIVING
DESIGN DEVELOPMENT

Caddis Architecture
CADDIS PC

1" = 40'-0"

ARCHITECTURAL SITE PLAN
A1

12.20.2018
#1717

#1717

CADDIS PC

SITE PLAN

1" = 40'-0"
Moab Planning Commission Agenda Item
Meeting Date: February 14, 2019

#: 4

Title: Review and Consideration to Adopt Planning Resolution #03-2019, Recommending to City Council Conditional Approval of the Minor Court Two Lot Minor Subdivision of Property Located at 420 Minor Court in the R-2, Single-household and Two-household Residential Zone

Staff Presenter: Sommar Johnson, Development Services Coordinator

Attachment(s): Draft Resolution #03-2019, Final Plat

Options: Approve as submitted, deny, or modify

Applicant: Mathew Niesen

Recommended Motion: I move to adopt Planning Resolution #03-2019 to recommend to City Council the conditional approval of the Minor Court two-lot minor subdivision at 420 Minor Court with the following condition:

1. The developer’s engineer must submit a written statement to the Engineering Department that he has evaluated the existing soils for hazards, specifically the shallow, highly soluble soils as identified in the UGSA hazard maps. The statement shall indicate that there are no such soils on site or recommend mitigation measures if the soil hazards exist.

Background/Summary:
An application for this two lot minor subdivision was received from Mr. Mathew Niesen on December 13, 2018. MMC Section 16.08.020 allows for exceptions to the final plat hearing process for minor subdivisions of five lots or less. These applications must be reviewed by the Planning Commission and referred to Council with a recommendation, as noted below.

“MMC Section 16.08.020, Exceptions--Final plat, discusses the process and required documents
In subdivisions of less than five lots, land may be sold after recording of a plat, if all the following conditions are met:
A. The subdivision plan shall have been approved by the planning commission, the planning coordinator, the city engineer, the city attorney, other agencies the zoning administrator deems necessary, and the city council;
B. The subdivision is not traversed by lines of a proposed street, and does not require the dedication of any land for street or other purposes;
C. Each lot within the subdivision meets the frontage width and area requirements of the zoning title or has been granted a variance from such requirements by the appeal authority;
D. All final plat requirements shall be complied with;
E. All provisions of Chapter 16.20 of this title shall be complied with; and
F. The water supply and sewage disposal shall have been approved by the utility supervisor.

The proposed subdivision lots satisfy the dimensional requirements of the R-2 Zone; minimum lot size of six thousand (6,000) square feet for two-family (twinhome) development.

MMC Section 16.20 discusses the required improvements such as sewers, storm water, and streets that may are typically constructed to serve the property. These improvements were completed as part of the original subdivision. The City of Moab will provide water service and GWSSA is the provider for sewer utilities for the properties.
PLANNING RESOLUTION
#03-2019

A RESOLUTION RECOMMENDING TO CITY COUNCIL CONDITIONAL APPROVAL OF THE
MINOR COURT SUBDIVISION, A MINOR SUBDIVISION OF LOT 1 OF THE COTTONWOOD
SUBDIVISION LOCATED IN THE R-2, RESIDENTIAL ZONING DISTRICT

WHEREAS, Mathew Niesen “Owner” of a .21-acre parcel of land located at 420 Minor Court, Moab,
Utah, 84532, has applied for a minor subdivision; and

WHEREAS, Applicant submitted to the City of Moab the appropriate application and documents for
review and approval of the proposed two-lot minor subdivision as required in MMC Chapter 16.08.020; and

WHEREAS, the property is located in the R-2 Residential Zone and the proposed residential uses are
allowed as established in MMC 17.45.020; and

WHEREAS, Owner desires to subdivide the .21 acre (9,310 square feet) Lot 1 into Lot 1A with 4,561
square feet (.105 acres) and Lot 1B with 4,749 square feet (.109 acres) in order to construct a twin home; and

WHEREAS, the proposed lots satisfy the dimensional requirements of the R-2 Zone; and

WHEREAS, the Moab Planning Commission reviewed the application for the Minor Court Subdivision
in a regularly scheduled meeting held on February 14, 2019, to review the application and subsequently
adopted Resolution #03-2019, recommending conditional approval to the City Council in accordance with
MMC Chapter 16.08.020 that allows a minor subdivision of less than five (5) lots to be reviewed without
a public hearing; and

WHEREAS, following the consideration of the Staff recommendation and having reviewed the technical
aspects of the pertinent code sections, the City of Moab Planning Commission, pursuant to Resolution
#03-2019, hereby finds, that the subdivision can meet or exceed the pertinent code requirements.

NOW, THEREFORE, BE IT RESOLVED BY THE MOAB PLANNING COMMISSION, the
application for the Minor Court Two-lot Minor Subdivision is hereby recommended to Council with the
following condition:

1. The developer’s engineer must submit a written statement to the Engineering Department that he
has evaluated the existing soils for hazards, specifically the shallow, highly soluble soils as
identified in the UGSA hazard maps. The statement shall indicate that there are no such soils on
site or recommend mitigation measures if the soil hazards exist.

_____________________________________  _______________________________________
Allison Brown                        Date
Chair
Moab Planning Commission Agenda Item
Meeting Date: February 14, 2019

#: 5

Title: Review and Consideration to Adopt Planning Resolution #04-2019, Recommending to City Council Conditional Approval of a Hillside Development Permit for a Major Development on Property Located at 1520 N. Main Street in the RC, Resort Commercial, Zone

Staff Presenter: Sommar Johnson, Development Services Coordinator

Attachment(s): Draft Resolution #04-2018, Hillside Development Ordinance, Contour Maps, Slope Study, Site Layout

Options: Approve as submitted, deny, or modify

Applicant: Craig Larsen, Legacy Design Group

Recommended Motion: I move to adopt Planning Resolution #04-2019 recommending to City Council conditional approval of a Hillside Development Permit for a Major Development with the following condition(s):

1. All outstanding engineering comments shall be addressed to the satisfaction of the City Engineer prior to the issuance of a grading permit and/or building permit.
2. A separate site plan must be reviewed and approved upon approval of a Hillside Development permit.
3. Development is subject to the Assured Workforce Housing Ordinance and must execute a Land Use Restriction Agreement with City Council prior to the issuance of a building permit.
4. If approved, the applicant must submit revised construction drawings in compliance with required slope stabilization.

Background:
An application for this Hillside Development permit was received from Mr. Craig Larsen with Legacy Design Group on October 23, 2018. The first review by the Development Review Team (DRT) resulted in an extensive list of comments primarily from the Engineering Department. Legacy Design Group met with City Planning and Engineering staff on December 12, 2018 and worked through a number of the engineering comments. A few outstanding concerns remain and those specific items are included in the permit review criteria outlined below.

17.55.130 Permit review criteria.
A. Any permit application under this section shall be reviewed to determine compliance with the following criteria:

1. Compliance with setback, lot area, density, and height limitations contained in this chapter;
   Development complies with the setback, lot area, density, and height limitations contained in this chapter as well as the RC, Resort Commercial zone.
2. Compliance with comprehensive plan goals for the area including the development site, including all other Municipal Code provisions;
Applicant has not provided documentation as to compliance with the comprehensive plan.

3. The compatibility of the proposed development with existing land uses in the immediate vicinity of the project site, including aesthetic concerns and visual impacts;
Lodging is an allowed use in the RC, Resort Commercial zone.

4. Adequacy of the vegetation and landscaping plans, including restoration, vegetative screening, regrading and irrigation;
The vegetation and landscaping plans, including restoration, vegetative screening, regrading and irrigation have been reviewed by Planning and Engineering staff and are sufficient for the development.

5. Geotechnical suitability of the development and the potential for geologic hazards to persons or property, whether natural or man-made, including erosion, rockfall, stormwater runoff, or similar concerns;
Geotechnical suitability has for the development has been reviewed by the City Engineer.

6. The availability of adequate municipal services, including police and fire protection, schools, culinary water, sanitary sewer service, or the like;
Adequate municipal services are available in the area.

7. Suitability of the proposed drainage and reclamation plans, including the extent to which the design meets the following specific engineering standards:

a. The height of any cut or fill shall not exceed ten feet when measured vertically from the finished grade to the intersection of the slope with the natural undisturbed ground. The combined height of cuts and fill shall not exceed twenty feet unless otherwise approved by the Planning Commission and the City Council. Approval is subject to incorporating, retaining, terracing, and landscaping or other approved techniques for stabilizing cuts and fills. All excavation and fills shall conform to Appendix Chapter 33 of the Uniform Building Code (this code section has been replaced with Appendix J of the International Building Code).

Applicant proposes a forty (40) foot cut in the southeastern corner of the parking area. Planning Commission and City Council must approve cuts and fills that exceed twenty (20) feet in height. In addition, the applicant proposes to raise the parking area over a land mass with slopes in the range of 25%-40% and 40%-45%. Even with raising the parking area, applicant still proposes a forty (40) foot cut into the hillside.

The proposed cuts and fills necessary to create the driveway to the development do not exceed twenty feet.

b. All drainage systems shall be separate and independent from the sanitary sewer system. The application complies with this requirement.

c. Drainage and flood control shall be designed in conformance with the City flood control master plan where applicable.
The application complies with this requirement.

d. Property development shall not cause a natural drainage channel to be filled in, obstructed, or diverted. When modification to a natural drainage channel is proposed within the development, such changes will be addressed in the drainage study and shown on the improvement plans, and the developer may be required to dedicate right-of-way or record drainage easements for structures and/or improvements needed to carry storm runoff in the event approval is given for the proposed modifications.

The application complies with this requirement.

e. The point of location where the natural drainage channel enters and leaves the property may not be changed without the approval of the City engineer.

The application complies with this requirement.

f. All of the drainage basin upstream of the development shall be considered to be fully developed in conformance with the City’s current land use master plan. Effects on the downstream property owners relative to increased flood potential and nuisance water shall also be considered in the design, including acquisition of easements or agreements where necessary, or construction or modification of improvements where needed.

The application complies with this requirement.

g. The applicant shall provide the necessary means to assure drainage within the property being developed by making use of existing facilities or natural washes and constructing master planned improvements.

The application complies with this requirement.

h. It shall be required that each new development handle its stormwater runoff in such a manner that no net increase in storm runoff above the natural state will occur on the downstream properties. Pre-project flows must not be exceeded by the post-project flows.

The application complies with this requirement.

i. Projects shall be designed to provide that stormwater from a one hundred year frequency storm shall be adequately conveyed either within the limits of the street right-of-way or in storm drain easement without creating flood hazards to dwellings.

The application complies with this requirement.

j. When an underground pipe system is required, it shall be designed to carry a ten year storm. Major hydraulic structures shall be designed to carry a twenty-five year storm. The minimum storm drain size shall be ten inches.

The application complies with this requirement.

k. Unless specifically permitted, retention basins on hillsides shall not be allowed.

The application complies with this requirement.

l. Detention shall be allowed where it is compatible with all required reports. Detention basins shall be used for the purpose of eliminating the effects of the peak runoff of storms and releasing water flow at the pre-project, or approved rate.

The application complies with this requirement.
m. Cross-gutter drains on streets shall be avoided whenever possible. They shall not be allowed on collector and higher order streets. 

*The application complies with this requirement.*

n. Drainage design must be constructed in accordance with accepted engineering standards and must be consistent with data in other reports such as soils, landscaping, and the like.

*The application complies with this requirement.*

o. All buildings shall be constructed outside the limits of and eighteen inches above the two hundred year flood stage except on drainages subject to FEMA flood control regulations, in which case construction shall be no less than two feet from any such flood line. 

*The application complies with this requirement.*

p. Necessary measures shall be taken to prevent erosion and scour at all points throughout the development. Erosion shall be mitigated at all points of discharge and at the face of any cut or fill slope throughout the development.

*The application complies with this requirement. The development serves as erosion control.*

q. During grading or construction on any property (including off-site construction) the developer shall control both water used for construction and storm runoff in such a manner as to not affect any adjoining properties, nor add silt or debris to any existing storm drain, wash, channel or roadway.

*This item will be addressed during construction.*

r. Applications shall be evaluated for compliance with applicable state and federal environmental statutes and regulations promulgated thereunder, including, but not limited to the Federal Water Pollution Control Act.

*Not applicable.*

**Summary:**
For this development, the applicant is requesting approval by the Planning Commission and City Council for a forty (40) foot cut in the southeastern corner of the parking lot. Approval for cuts and fills that exceed twenty (20) feet in height must incorporate appropriate retaining, terracing, and landscaping or other approved techniques for stabilizing cuts and fills. If approved, the applicant will be required to conform to Appendix J of International Building Code. The geotechnical report submitted with the application and reviewed by the Engineering Department specifies a maximum slope but no other additional information has been included for slope stabilization. If approved, the applicant must submit revised construction drawings in compliance with required slope stabilization.
PLANNING RESOLUTION
#04-2019

A RESOLUTION RECOMMENDING CONDITIONAL APPROVAL OF A HILLSIDE DEVELOPMENT PERMIT FOR COMMERCIAL DEVELOPMENT ON PROPERTY LOCATED AT 1570 NORTH MAIN STREET IN THE RC, RESORT COMMERCIAL ZONE

WHEREAS, My Thirty Five One, LLC, PO Box 1692, Bountiful, Utah, 84011-1692, as the Owner of record (“Owner”) of property located at 1520 North Main Street has applied through their agent, Legacy Design Group, Craig Larsen, President, with offices at PO Box 1692, Bountiful, Utah, 84011-1692, for a hillside development permit; and,

WHEREAS, the applicant has furnished the following legal description of the property located at 1520 North Main Street, Moab Utah, 84532, more particularly described as:

BEG AT COR ON N R/W OF US HWY 191 SAID COR BEARS N 38°53'E 803.7 FT FROM S¼ COR SEC 26 T25S R21E SLB&M & PROC WITH SAID R/W N 47°40'W 697.9 FT; N 0°05'E 223.1 FT; S 89°54'E 717.3 FT; S 9°15'E 366.6 FT; S 38°18'W 420.5 FT TO POB LESS BEG AT THE N'LY R/W OF US HWY 191 SAID COR BEARS N 38°53'E 803.7 FT FROM THE S¼ COR SEC 26 T25S R21E SLMB AND PROCEEDING THENCE N 16°15'E 720.6 FT; THENCE S 9°15'E 366.6 FT; THENCE S 38°18'W 420.5 FT TO THE POB AND CONT 7.02 ACRES M-O-L

WHEREAS, the City adopted the Hillside Development regulations in order to promote the health, safety and the general public welfare of the residents of the City by establishing standards for the development and excavation of hillside and slope areas so as to minimize soil and slope instability and erosion and to preserve the visual and aesthetic character of the surrounding hillsides; and,

WHEREAS, the Owner has submitted to the Planning Commission (the “Commission”) an application for a Hillside Development Permit for possible construction of a sixty-four (64) room My Place Hotel, parking areas, landscaping, and required improvements; and,

WHEREAS, the Commission held a duly advertised meeting on the application in a regular meeting held on February 14, 2019, to review said application; and

WHEREAS, the Commission adopted Planning Resolution #04-2019, subsequent to said public meeting, and recommends that Council approve the Hillside Development Permit with certain conditions; and,

WHEREAS, having considered Staff recommendations, and discussion of the aspects of the development related to hillside development regulations, the Moab Planning Commission does hereby find, determine, and declare, that all applicable provisions of the Moab Municipal Code have or can be met;

NOW, THEREFORE, BE IT RESOLVED BY THE MOAB PLANNING COMMISSION OF THE CITY OF MOAB, UTAH, that the Hillside Development Permit for commercial development of the above described Parcel “B” with a parking lot, storm water structures, and landscaping and providing open space is favorably recommended to Council for approval with the conditions listed below:

1. All outstanding engineering comments shall be addressed to the satisfaction of the City Engineer prior to the issuance of a grading permit and/or building permit.
2. A separate site plan must be reviewed and approved upon approval of a Hillside Development permit.

3. Development is subject to the Assured Workforce Housing Ordinance and must execute a Land Use Restriction Agreement with City Council prior to the issuance of a building permit.

4. If approved, the applicant must submit revised construction drawings in compliance with required slope stabilization.

ATTEST:

______________________________  ________________________________
Allison Brown, Chair            Date
Chapter 17.55
HILLSIDE DEVELOPMENTS

Sections:

17.55.010  Purpose.
17.55.020  Definitions.
17.55.030  Areas subject to these provisions.
17.55.040  Hillside development density standards.
17.55.050  Determination of slope and slope areas.
17.55.060  Hillside development permit required.
17.55.070  Application submittals.
17.55.080  Improvements security and restoration bond.
17.55.090  Building setbacks, height, and construction materials.
17.55.100  Appeals to the appeal authority.
17.55.110  Verification of compliance.
17.55.120  Penalty for violation.
17.55.130  Permit review criteria.
17.55.140  Application fees.
17.55.150  Severability.

17.55.010  Purpose.

The City finds that the health, safety and the general public welfare of the residents of the City will be promoted by establishing standards for the development and excavation of hillside and slope areas located in the City so as to minimize soil and slope instability and erosion and the negative effects associated with construction in geologic hazard zones. In addition the City finds that the preservation of the visual and aesthetic character of the City's hillsides is an important public goal. The provisions herein are intended to supplement and amplify the City subdivision and zoning ordinances and are designed to accomplish the following:

A.  Prohibit development of uses which would likely result in a hazardous situation due to slope instability, rock falls, or excessive erosion;

B.  Provide for safe vehicular circulation and access;

C.  Encourage the location, design and development of building sites in a manner that will minimize the scarring and erosion effects of cutting, filling and grading of hillsides;

D.  Encourage preservation of open space by encouraging clusters or other design techniques to preserve the natural terrain;
E. Where hillside excavation does occur, require that buildings be located in the cut area to minimize the visual effects of scarring. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.020 Definitions.

For the purposes of this chapter, the following words and phrases shall have the following meanings:

“Cut” means land surface which is re-shaped by man through the removal of soil, rock, or other materials.

“Development” means the carrying out of any building activity or clearing of land as an adjunct of construction.

“Development parcel” means any quantity of land capable of being described with such definiteness that its location and boundaries may be established, which is designated by its owner or developer as land to be used or developed as a unit or which has been used or developed as a unit.

“Excavation” means any disturbance to the ground including but not limited to clearing, grubbing, rock removal, cutting, tunneling, drilling, or any other activity which alters the natural ground.

“Fill” means the deposit of soil, rock, or other materials placed by man.

“Geotechnical engineer” means a person with a four-year degree in civil engineering or engineering geology from an accredited university who is licensed as an engineer and who, through training and experience, is able to assure that geological factors affecting engineering works are recognized, adequately interpreted, and presented for use in engineering practice and for the protection of the public.

“Ledge” means the first substantial abrupt change in slope along the top edge of a plateau or ridge line.

“Major development” means and includes any building activity or clearing of land adjunct to construction involving subdivision of land into three or more lots; the construction of multifamily housing such as condominiums or townhouses containing three or more residential units; any residential or commercial construction which involves excavation of a surface area larger than one acre; or any excavation creating a vertical cut into a slope greater than four feet in height.

“Minor development” means and includes any building activity or clearing of land adjunct to construction involving less than three lots; construction of multifamily housing such as condominiums or townhouses containing less than three residential units; residential or commercial construction which involves excavation of a surface area of one acre or less; or any excavation creating a vertical cut into a slope four feet or less in height.

“Plateau” means a flat or predominantly flat area of land which is raised sharply above adjacent land on at least one side as illustrated in Exhibit D and designated on ridge line map attached to the ordinance codified in this chapter and on file in the City Recorder's office.

“Ridge line” means the junction of a rising steep slope on one side and a descending slope that may either be gentle or steep on the other side.
“Setback” means an area, measured as a distance from a property line or geologic boundary, in which no structure or building is allowed to be constructed.

“Slope” means a vertical rise measured over a horizontal distance, expressed as a percentage, measured generally at right angles to contour lines. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.030 Areas subject to these provisions.

Property within the City limits with slopes greater than fifteen percent. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.040 Hillside development density standards.

A. Lot size, density and site disturbance for development in lands subject to this chapter shall comply with the density schedule in this section. To the extent this density schedule is contrary to existing zoning standards the provisions of this section shall take precedence.

B. Any portion of a development parcel having a slope greater than forty-five percent shall not be included in the calculation of the area of such parcel for the purposes of determining conformity with the minimum lot parcel size and density requirements in this section.

C. Where more than two-thirds of a single family lot has a slope of twenty-five percent or less, the entire lot shall be considered as having less than twenty-five percent slope for the purpose of determining lot size.

D. Density standards:

<table>
<thead>
<tr>
<th>Percent Natural Slope</th>
<th>Dwelling Units/Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-25%</td>
<td>No change in density</td>
</tr>
<tr>
<td>26-39%</td>
<td>One d.u./acre provided the units are clustered in 30% or less of land area within this slope category. 70% of the land area of this slope category shall remain undisturbed.</td>
</tr>
<tr>
<td>40-45%</td>
<td>One d.u. per 20 acres</td>
</tr>
<tr>
<td>46% +</td>
<td>Development not permitted</td>
</tr>
</tbody>
</table>

E. A density bonus shall be available for development that transfers dwelling units from lands with a slope of twenty-six percent to thirty-nine percent to areas with a slope of twenty-five percent or less, either within the same parcel or to an adjacent parcel under the same ownership.
1. Any person transferring dwelling units as specified in subsection E of this section shall be entitled to a transfer density bonus of 0.75 dwelling units.

F. No development shall be permitted upon lots with an average slope of forty-six percent or more.

G. Where commercial rather than residential development is contemplated, density shall be calculated on the basis of each three thousand square foot increment of building construction being equivalent to one dwelling unit. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.050 Determination of slope and slope areas.

A. Slope shall be determined on an individual basis as an average percent natural slope for purposes of density limitations.

B. The contour interval maps and calculations required by this section shall be prepared in a report by a professional civil engineer or licensed surveyor and shall be submitted with applications for permits or subdivision approvals for lands subject to this chapter. Each report shall bear the certification of the engineer or surveyor as to the accuracy of the report.

C. The location of the natural fifteen percent, twenty-five percent, forty percent and forty-five percent slopes for the purposes of this chapter shall be determined using the following procedure:

1. Preparation of Contour Maps. Current contour maps shall be prepared and certified by a licensed engineer or surveyor showing contours at intervals no greater than five feet (the “contour map”) drawn at one inch equals two hundred feet scale maximum.

2. Verification Through Field Surveys. Field surveys may be required of the applicant by the City engineer or city planner to verify the accuracy of the contour lines shown on the contour map. The contour map shall identify profile lines which shall be used to verify the field survey. Profile lines shall be perpendicular to contour lines and in no case occur at intervals greater than one hundred fifty feet apart or seventy-five feet from a property line.

3. Determination of Slope Areas for Density Calculations. Using the contour maps, slopes shall be calculated in intervals no greater than forty to eighty feet along profile lines. Points identified as slopes of fifteen percent, twenty-five percent, forty percent and forty-five percent shall be located on the contour map and connected by a continuous line. That area bounded by said lines and intersecting property lines shall be used for determining dwelling unit density. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.060 Hillside development permit required.

A. All major development on slopes in excess of fifteen percent shall require a hillside development permit granted by the City Council prior to any excavation or construction activity. The Planning Commission shall first review proposed development and make a recommendation to the City Council.
B. All minor development on slopes greater than fifteen percent shall require a hillside development permit granted by the City Council prior to any excavation or construction activity. The Planning Commission shall first review the proposed development and make a recommendation to the City Council.

C. **Government Exemptions.** Exemptions to this chapter may be granted to government agencies under the following guidelines. Proposed development by the City of Moab and other government agencies, are required to submit the appropriate documentation as established in Section 17.55.070. The application shall be submitted to city staff for review and recommendation to the City Council. Subsequent to review of the proposed project by staff, City Council shall evaluate the project at the next available meeting. In granting an exemption, the City Council may prescribe appropriate reasonable conditions and safeguards to ensure compliance with the requirements of the Moab land development regulations.

Exemptions apply to necessary development of various public works and community development projects including, but not limited to, flood control structures such as dams and retaining walls, water tanks and water conveyance systems, and structures such as bridges, parking areas, and roadways for transportation projects. In the application of this section, Council shall have the authority to grant exemptions to any of the requirements of this chapter by applying the following review criteria:

1. The establishment, maintenance or operation of the proposed exemption is not detrimental or injurious to the use and enjoyment of existing uses on adjacent properties;

2. The establishment, maintenance or operation of the proposed special exception use or structure will not cause traffic hazards in the vicinity;

3. Adequate provision is made for surface water drainage, ingress and egress to the property, and off-street parking;

4. Adequate public facilities and services are available for the proposed special exception use or structure;

5. The application meets all special requirements as detailed within the zoning ordinance for the specific special exception if any apply;

6. The use will not be detrimental to the public health, safety or welfare;

7. The location, nature and height of each building, wall and fence, the nature and extent of landscaping on the site and the location, size, nature, and intensity of each phase of the use and its access streets will be compatible with the appropriate and orderly development of the district in which it is located;

8. The proposed use will not conflict with an existing or programmed public facility, public service, school, or road;

9. The proposed use has the written recommendations and comments of the public works and engineering departments;

10. The applicant has presented sufficient evidence of public need for the use.
D. Permit approval under this section shall not be required for preliminary plats that have been approved by the City Council prior to the adoption of the ordinance codified in this chapter.

E. Upon review of a permit application for either major or minor development the Planning Commission may, in addition to recommending approval or denial of the application, submit to the City Council recommendations as to conditions to be attached to the permit to mitigate specific adverse impacts associated with the application.

F. The City Council may approve the application as submitted; approve subject to conditions; or deny the permit in full where the development does not meet the standards of this chapter or other provisions of the Municipal Code. (Ord. 10-01, 2010)

**Editor's note:** Ord. No. 10-01, adopted February 23, 2010, repealed the former § 17.55.060, and enacted a new § 17.55.060 as set out herein. The former 17.55.060 pertained to similar subject matter and derived from Ord. No. 96-18, 1996 and Ord. No. 97-12, 1997.

### 17.55.070 Application submittals.

A. Any applicant for a major development on slopes greater than twenty-five percent, shall be required to submit the following technical information and reports:

1. Contour maps as provided in this section; site development plan (subsection C1); grading plan (C2); drainage control plan and report (C3); geology and soils report (C4); landscape plan (C5); other reports as required by city staff (C6); and evidence of title (C7).

B. Any application for a minor development on slopes greater than twenty-five percent, shall be required to submit the following technical information and reports:

1. Contour maps as provided in this section; site development plan (C1); grading plan (C2); geology and soils report (C4); and other reports as required by city staff (C6); and evidence of title (C7).

C. Submittals under this chapter shall contain the following:

1. **Site Development Plans.** A scaled site development drawing or plans prepared by a licensed engineer, licensed architect, or licensed surveyor containing:

   a. The proposed location and description of all buildings or structures;

   b. The proposed location and description of all landscaping, irrigation structures, and related structures;

   c. The proposed location and description of all public and private roads or driveways, street lighting, drainage structures, water, sewer, and gas lines, electric and telephone lines and related utilities;

   d. All property lines, new lot lines, existing and proposed easements, and areas dedicated to open space;
e. All other submittals otherwise required for development under the Municipal Code for lands not subject to this chapter.

2. Grading Plan. A grading and earth moving plan conforming with all requirements of Appendix Chapter 33 of the Uniform Building Code and showing existing and proposed contours and cross-sections. The grading plan shall show accurate slope conditions and contours for lands extending no less than one hundred feet outside of the application boundaries. The grading plan shall additionally show:
   a. Detailed excavation drawings showing the location and extent of all hillside cuts and fills and all excavations for structures, utilities, or roads, including a description of all methods to be employed for excavation and fill disposal;
   b. A time-table providing a schedule for all grading and construction work with starting and ending dates;
   c. Specific restoration and mitigation techniques to be employed by the developer for cut and fill areas.

3. Drainage Control Plan and Report. A drainage control plan and report prepared by a licensed civil engineer and containing a site specific evaluation of drainage issues for the site and drainage control problems generated by the proposed development, including:
   a. Detailed plans of all surface and subsurface drainage systems and facilities, retaining walls, cribbing or other drainage or erosion protection devices, to be constructed in connection with, or as part of the proposed project;
   b. A map showing the drainage area and estimated runoff calculations for the area served by any drainage systems or facilities.

4. Geology and Soils Report. A geology and soils report shall be prepared by a licensed engineer trained and experienced in the practice of geotechnical engineering, and shall contain at least the following information:
   a. Slope stability analysis: conclusions and recommendations concerning the effects of material removal, introduction of water, both on and offsite, including, where applicable, on mesa tops, seismic activity, and erosion on slope stability;
   b. Foundation investigation: conclusions and recommendations concerning the effects of soil conditions on foundation and structural stability, including bearing capacity, sheer strength, and shrink/swell potential of soils;
   c. The location and yield of springs, seeps and wetlands which shall be shown on the site plan;
   d. Structural features, including any geological hazards such as rock falls, ravines, overhangs, cliff faces or the like;
   e. Conclusions and recommendations regarding the effect of geologic conditions on the proposed development, together with recommendations identifying the means proposed to minimize any hazard to life or property, or adverse impact on the natural environment.
5. **Landscape and Vegetation Plan.** A landscape plan shall address all existing and proposed landscaping for the development site. It shall address:

   a. Vegetative or other screening in areas of high visual impact and the specific plantings to be installed by the developer, including plantings needed for restoration of cut and fill areas;

   b. Irrigation for all plantings;

   c. Buffering the development from adjoining parcels and any other site specific vegetation issues.

6. **Other Information.** Other reports, plans, and information as may be deemed necessary by the City staff or Planning Commission may be required with the application as a condition of the application process.

7. **Evidence of Title.** A current legal description for the property subject to the application including a copy of the current deed evidencing title in the applicant and a current title insurance commitment and/or abstract of title. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

### 17.55.080 Improvements security and restoration bond.

A. The City may require, as a condition for issuance of any hillside development permit or grading permit, that the applicant post adequate security to assure compliance with all permit conditions, including restoration, soil stabilization, landscaping, drainage improvements, or any other permit condition. Any security required by this section shall be an amount, as determined in the discretion of city staff, reasonably calculated to cover anticipated costs for improvements required under the permit and may take the form of the following:

   1. A surety bond or letter of credit naming the City of Moab as beneficiary or payee;

   2. A certified or cashier's check payable to the City of Moab and held in an escrow account;

   3. An improvements agreement specifying all improvements and permit conditions shall be completed prior to issuance of any certificate of occupancy or building permit for individual lots.

B. In the event the applicant fails to complete development in accordance with the permit conditions within one year from the issuance of the permit the City, upon delivering written notice to the applicant, may proceed to redeem any funds payable to it under this section for the purposes of obtaining completion of the required improvements.

   1. For good cause shown, the City Council, after receiving the recommendation of the Planning Commission, may grant such additional time extension as may be necessary to allow compliance by the applicant with all restoration or improvement conditions of the permit.

C. Where a project is to be completed in phases according to a phasing plan, the applicant can secure a proportionate partial release of any improvements security upon certification by the Zoning Administrator that all permit conditions have been complied with as to that particular phase. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)
17.55.090 Building setbacks, height, and construction materials.

A. Where a ridge line or ledge occurs, the minimum setback shall be one hundred feet measured normal (perpendicular) to the closest point of the ridge, unless a greater setback is recommended in the geotechnical report. The Planning Commission may recommend a lesser setback where the applicant can demonstrate that the one hundred foot setback makes the property unbuildable.

B. All buildings constructed upon lands subject to this chapter shall be one story only, or twenty feet maximum, in height. Height shall be measured as described in Section 17.55.020, definitions.

C. Buildings constructed upon lands subject to this chapter shall be constructed with materials appropriate to mitigate significant visual impacts. Wherever possible, buildings should be constructed of materials that closely resemble and blend in with native vegetation and hillside features. (Ord. 10-01, 2010; Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.100 Appeals to the appeal authority.

The appeal authority shall hear any appeal from staff action; request for variance; or appeal regarding the grant, denial, or conditions attached to any permit under this chapter. (Ord. 10-14, 2010; Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.110 Verification of compliance.

Compliance with all permit conditions shall be verified by the Zoning Administrator. Restoration bonds or other security shall not be released, and certificates of occupancy or building permits shall be withheld for such a development until such time as the Zoning Administrator shall certify compliance. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

17.55.120 Penalty for violation.

In addition to those penalties prescribed in Chapter 17.75 of this title, the City staff shall have the right to order a halt to construction of any improvements where, in his/her discretion, there exists a condition which violates or threatens to violate any of the provisions of this chapter. Such suspension of construction activities shall continue until the City Public Works Director or Zoning Administrator is satisfied that measures have been implemented for substantial compliance with this chapter. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)
Permit review criteria.

A. Any permit application under this section shall be reviewed to determine compliance with the following criteria:

1. Compliance with setback, lot area, density, and height limitations contained in this chapter;

2. Compliance with comprehensive plan goals for the area including the development site, including all other Municipal Code provisions;

3. The compatibility of the proposed development with existing land uses in the immediate vicinity of the project site, including aesthetic concerns and visual impacts;

4. Adequacy of the vegetation and landscaping plans, including restoration, vegetative screening, regrading and irrigation;

5. Geotechnical suitability of the development and the potential for geologic hazards to persons or property, whether natural or man-made, including erosion, rockfall, stormwater runoff, or similar concerns;

6. The availability of adequate municipal services, including police and fire protection, schools, culinary water, sanitary sewer service, or the like;

7. Suitability of the proposed drainage and reclamation plans, including the extent to which the design meets the following specific engineering standards:

   a. The height of any cut or fill shall not exceed ten feet when measured vertically from the finished grade to the intersection of the slope with the natural undisturbed ground. The combined height of cuts and fill shall not exceed twenty feet unless otherwise approved by the Planning Commission and the City Council. Approval is subject to incorporating, retaining, terracing, and landscaping or other approved techniques for stabilizing cuts and fills. All excavation and fills shall conform to Appendix Chapter 33 of the Uniform Building Code.

   b. All drainage systems shall be separate and independent from the sanitary sewer system.

   c. Drainage and flood control shall be designed in conformance with the City flood control master plan where applicable.

   d. Property development shall not cause a natural drainage channel to be filled in, obstructed, or diverted. When modification to a natural drainage channel is proposed within the development, such changes will be addressed in the drainage study and shown on the improvement plans, and the developer may be required to dedicate right-of-way or record drainage easements for structures and/or improvements needed to carry storm runoff in the event approval is given for the proposed modifications.

   e. The point of location where the natural drainage channel enters and leaves the property may not be changed without the approval of the City engineer.
f. All of the drainage basin upstream of the development shall be considered to be fully developed in conformance with the City's current land use master plan. Effects on the downstream property owners relative to increased flood potential and nuisance water shall also be considered in the design, including acquisition of easements or agreements where necessary, or construction or modification of improvements where needed.

g. The applicant shall provide the necessary means to assure drainage within the property being developed by making use of existing facilities or natural washes and constructing master planned improvements.

h. It shall be required that each new development handle its stormwater runoff in such a manner that no net increase in storm runoff above the natural state will occur on the downstream properties. Pre-project flows must not be exceeded by the post-project flows.

i. Projects shall be designed to provide that stormwater from a one hundred year frequency storm shall be adequately conveyed either within the limits of the street right-of-way or in storm drain easement without creating flood hazards to dwellings.

j. When an underground pipe system is required, it shall be designed to carry a ten year storm. Major hydraulic structures shall be designed to carry a twenty-five year storm. The minimum storm drain size shall be ten inches.

k. Unless specifically permitted, retention basins on hillsides shall not be allowed.

l. Detention shall be allowed where it is compatible with all required reports. Detention basins shall be used for the purpose of eliminating the effects of the peak runoff of storms and releasing water flow at the pre-project, or approved rate.

m. Cross-gutter drains on streets shall be avoided whenever possible. They shall not be allowed on collector and higher order streets.

n. Drainage design must be constructed in accordance with accepted engineering standards and must be consistent with data in other reports such as soils, landscaping, and the like.

o. All buildings shall be constructed outside the limits of and eighteen inches above the two hundred year flood stage except on drainages subject to FEMA flood control regulations, in which case construction shall be no less than two feet from any such flood line.

p. Necessary measures shall be taken to prevent erosion and scour at all points throughout the development. Erosion shall be mitigated at all points of discharge and at the face of any cut or fill slope throughout the development.

q. During grading or construction on any property (including off-site construction) the developer shall control both water used for construction and storm runoff in such a manner as to not affect any adjoining properties, nor add silt or debris to any existing storm drain, wash, channel or roadway.
Applications shall be evaluated for compliance with applicable state and federal environmental statutes and regulations promulgated thereunder, including, but not limited to the Federal Water Pollution Control Act. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

### 17.55.140 Application fees.

An applicant for a hillside development permit shall submit an application fee as established by resolution with the completed application. No action shall be taken on any application for a hillside development permit without payment of the proper application fee. (Ord. 06-11 (part), 2006: Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)

### 17.55.150 Severability.

If any section, subsection, sentence, clause, phrase, or portion of this chapter is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not effect the validity of the remaining portions of this chapter. (Ord. 97-12 (part), 1997: Ord. 96-18 § 2 (part), 1996)
SITE NOTES:
· LOT SIZE: 7.2 ac.
· NATURAL AVG. SLOPE:
· PROPOSED DEV'T AREA: 34%
· ENTIRE 7.2 ac. LOT: 54%
Moab Planning Commission Agenda Item
Meeting Date: February 14, 2019

#: 6

**Title:** Review and Consideration to Adopt Planning Resolution #05-2019, Conditionally Approving the Slickrock Hotel Located at 1431 North Main Street in the RC, Resort Commercial Zone

**Staff Presenter:** Sommar Johnson, Development Services Coordinator

**Attachment(s):** Draft Resolution #05-2019, Narrative, Site Plan, Building Elevations

**Options:** Approve as submitted, deny, or approve with modifications

**Recommended Motion:** I move to adopt Planning Resolution #05-2019 to conditionally approve the Slickrock Hotel commercial site plan with the following conditions:

1. All outstanding engineering comments shall be addressed to the satisfaction of the City Engineer prior to the issuance of a grading permit and/or building permit.
2. All outstanding public works comments shall be addressed to the satisfaction of the Public Works Director prior to the issuance of a grading permit and/or building permit.
3. All exterior lighting shall comply with the requirements of Moab Municipal Code Section 17.31.050.
4. All signage must comply with the requirements of Moab Municipal Code Section 17.31.040(F) and will be reviewed and approved under a separate sign permit.
5. Development is subject to the Assured Workforce Housing Ordinance and must execute a Land Use Restriction Agreement with City Council prior to the issuance of a building permit.

**Background/Summary:**
The proposal is for a new hotel located at 1431 North Main Street on undeveloped property with a gross area of approximately 3.2 acres. The project anticipates the construction of a 121 room hotel building and common areas including a pool, hot tubs, and splash pad. The buildings will consist of three stories with a height of approximately 42 feet to the top of the highest roof parapet. Moab Municipal Code Section 17.12.180 allows the parapet wall of a flat roof to extend up to two feet above the maximum height limitation.

The parking will include 121 parking spaces—including 5 ADA parking stalls and 2 bus/oversize vehicle parking stalls. Access is from Main Street (Highway 191) utilizing a UDOT approved shared driveway on the parcel to the north.

Several code sections apply to this types of development and, since the adoption of new site plan regulations in 2017, include portions of MMC Chapter 17.80, *Supplementary Regulations for Large-Scale Developments over Thirty Thousand Square Feet*. Other chapters that apply include:

- 17.31, Resort Commercial Zone;
- 17.67, Site Plan Review;

The aesthetic requirements of 17.80 apply directly to the project as a Level II review. A Level II is defined in 17.67.030, *Definitions*, as "...a site plan application for the development of seven or more residential units or the development or remodeling in excess of eight thousand square feet of finished commercial space."
The project and development requirements have met or can meet the requirements of the various Moab Municipal Code chapters.
PLANNING RESOLUTION
#05-2019

A RESOLUTION CONDITIONALLY APPROVING THE COMMERCIAL SITE PLAN FOR THE SLICKROCK HOTEL ON PROPERTY LOCATED AT 1431 NORTH MAIN STREET IN THE RC, RESORT COMMERCIAL ZONE

WHEREAS, Kirk Barker of Moab Hospitality, LLC, with offices at 560 E. 500 South, Ste. 200, Salt Lake City, Utah 84102, as “Owner” of a parcel approximately 3.2 acres in size located in the RC Resort Commercial Zone at 1431 North Main Street, Moab, Utah 84532 has applied for approval of a commercial site plan on said property that is more particularly described as follows:

BEG AT A POINT ON SW'LY R-O-W LINE OF US HWY 191; WHICH IS 1817.47 FT S 89°57'21"W ALONG SEC LINE AND 139.39 FT N 0°02'39"W FROM SE COR SEC 26 T26S R21E SLB&M (BASIS OF BEARINGS IS S 89°57'21"W 2640.28 FT MEASURED BETWEEN SAID SE COR AND S1/4 COR OF SEC 26); S 78°11'04"W 516.04 FT; N 13°31'35"W 342.84 FT; N84°37'02"E 33.59 FT TO POINT OF CURVATURE WITH A 257.26 FT RADIUS CURVE TO LEFT; TH NE'LY 166.66 FT ALONG ARC OF CURVE THROUGH CENTRAL ANGLE OF 37°07'08" (CHORD N 66°03'29"E 163.77 FT) TO TANGENT LINE; N 47°29'55"E 49.28 FT TO HWY R-O-W LINE; S 47°54'E 493.08 FT ALONG SAID HWY TO POB. 3.20 AC M-O-L; and

WHEREAS, Owner is proposing to construct a one hundred twenty one room hotel with accessory uses including a pool, hot tubs, splash pad, and adequate parking as proposed on the submitted drawings, plans and specifications kept on file in the Planning Department; and

WHEREAS, Owner provided the City of Moab with the necessary documents, plans and drawings to complete the application for review of the site plan as required in Code Chapter 17.67 and other pertinent code sections; and

WHEREAS, the City of Moab Planning Commission (“Commission”) reviewed the development in a regularly scheduled public meeting for compliance with the requirements of applicable MMC chapters on February 14, 2019; and

WHEREAS, the Commission, having discussed the pertinent aspects of the development and considered Staff and other agency recommendations, found that the proposal has met or can meet the requirements of Title 17 of the Moab Municipal Code.

NOW, THEREFORE, be it resolved by the City of Moab Planning Commission, that adoption of Planning Resolution #05-2019 conditionally approves the submitted commercial site plan of The Slickrock Hotel development with the following conditions.

1. All outstanding engineering comments shall be addressed to the satisfaction of the City Engineer prior to the issuance of a grading permit and/or building permit.
2. All outstanding public works comments shall be addressed to the satisfaction of the Public Works Director prior to the issuance of a grading permit and/or building permit.
3. All exterior lighting shall comply with the requirements of Moab Municipal Code Section 17.31.050.
4. All signage must comply with the requirements of Moab Municipal Code Section 17.31.040(F) and will be reviewed and approved under a separate sign permit.
5. Development is subject to the Assured Workforce Housing Ordinance and must execute a Land Use Restriction Agreement with City Council prior to the issuance of a building permit.
Project Narrative

Slickrock Hotel

1431 N. MAIN STREET (US 191) MOAB, UT 84532

The proposed development will be a single phase, 121-room, 3 story, 94,520 square foot boutique hotel in a RC (Resort Commercial) Zone. There will also be 18,381 square feet of exterior common areas including a pool, hot tubs, and splash pad. The hotel is set at a main level elevation of 3,995 feet ASL. The height of the hotel from its main level to the highest roof parapet is 42 feet 0 inches. The allowable height is 42 feet 0 inches. Access to the hotel will be from an existing curb cut at highway 191 at the north end of the property and through the adjacent property.

The site is currently vacant.

HOTEL SITE AREA: 3.2 ACRES (139,392SF)

REQUIRED PARKING (MASTER PLAN)

CITY OF MOAB 121 (1 PER UNIT)

HOTELS (1 per GUESTROOM) 121 STALLS
TOTAL STALLS REQUIRED 121 STALLS

PROVIDED PARKING

HOTEL 125 STALLS
TOTAL STALLS PROVIDED 125 STALLS
EXTERIOR FINISH KEY

STONE VENEER
ELDORADO STONE COURSE CUT STONE
COLOR: OYSTER

EXTERIOR INSULATION AND FINISH SYSTEM
COLOR: MATCH SW 6255 MORNING FOG

CORTEN STEEL SIDING
RUSTWALL PANEL

STEEL FASCIA
COLOR: DARK BRONZE

WOOD GRAIN SIDING
LONGBOARD FACADES
COLOR: DARK WALNUT

TRIM, WINDOW AND FLASHING
COLOR: DARK BRONZE

ST1
EFS1
CS1
MF1
WD1

ELEVATION GENERAL NOTES
1. REFER TO DOOR AND WINDOW SCHEDULES FOR MORE INFORMATION.
2. ALL ROOF DRAINS SHALL CONNECT DIRECTLY TO STORM SEWER
3. CLADDING BASIS OF DESIGN PRODUCT IS NICHIHA ILLUMINATION.
CUSTOM COLORS ARE SELECTED AND SHALL BE FACTORY APPLIED.
SUBMIT COLOR SAMPLES OF ALL SIDING PRODUCTS TO ARCHITECT PRIOR TO INSTALLATION.

MAIN LEVEL
100' - 0"

SECOND LEVEL
113' - 0"

THIRD LEVEL
123' - 0"

B.O. ROOF TRUSS
132' - 0"

MAX. BUILDING HEIGHT
140' - 0"

PARAPET 1
135' - 0"

PARAPET 2
138' - 0"

MAX. PARAPET
142' - 0"


THE RICHARDSON DESIGN PARTNERSHIP, L.L.C.
THE RICHARDSON DESIGN PARTNERSHIP, L.L.C.
CONSULTANT:

THE SLICKROCK HOTEL
1431 N. MAIN STREET (US 191)
MOAB, UT 84532

SCALE:
1/8" = 1'-0"

THE SLICKROCK HOTEL
MOAB HOSPITALITY LLC

PROJECT:
SHEET #
DATE DESCRIPTION
7/31/2018 4:26:47 PM
C:\Users\msaleh\Documents\18-127.04_SLICKROCK MOAB (V17)_msaleh.rvt
A200
EXTERIOR ELEVATIONS
SCHEMATIC DESIGN
MOAB HOSPITALITY LLC
THE RICHARDSON DESIGN PARTNERSHIP, L.L.C.
ARCHITECT
DRAWN BY:
PROJECT #:
CHECKED BY:
OWNER:
P: 801.355.6868
F: 801.355.6880
510 South 600 East
Salt Lake City, Utah 84102
1. REFER TO DOOR AND WINDOW SCHEDULES FOR MORE INFORMATION.
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CUSTOM COLORS ARE SELECTED AND SHALL BE FACTORY APPLIED. SUBMIT COLOR SAMPLES OF ALL SIDING PRODUCTS TO ARCHITECT PRIOR TO INSTALLATION.
ELEVATION GENERAL NOTES

1. REFER TO DOOR AND WINDOW SCHEDULES FOR MORE INFORMATION.
2. DOWNSPOUTS SHALL BE PRE-FINISHED ALUMINUM SIZED AS REQUIRED PER LOCAL CLIMATE CONDITIONS 3" X 4" MINIMUM
3. DOWNSPOUT BOOT AND EXPOSED PORTIONS OF UNDERGROUND STORM WATER PIPE SHALL BE PAINTED TO MATCH DOWNSPOUTS
4. ALL DOWNSPOUTS SHALL CONNECT DIRECTLY TO STORM SEWER
5. CLADDING BASIS OF DESIGN PRODUCTS ARE HARDIEPLANK LAP SIDING AND HARDIESHINGLE SIDING. CUSTOM COLORS ARE SELECTED AND SHALL BE FACTORY APPLIED. SUBMIT COLOR SAMPLES OF ALL SIDING PRODUCTS TO ARCHITECT PRIOR TO INSTALLATION.

EXTERIOR FINISH KEY

STONE VENEER
ELDORADO STONE COURSE CUT STONE
COLOR: OYSTER

EXTERIOR INSULATION AND FINISH SYSTEM
COLOR: MATCH SW 6255 MORNING FOG

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RUSTWALL PANEL

STEEL FASCIA
COLOR: DARK BRONZE

WOOD GRAIN SIDING
LONGBOARD FACADES
COLOR: DARK WALNUT

TRIM, WINDOW AND FLASHING
COLOR: DARK BRONZE


DRAWN BY:
PROJECT #:
CHECKED BY:
OWNER:
510 South 600 East
Salt Lake City, Utah 84102
P: 801.355.6868
F: 801.355.6880
THE RICHARDSON DESIGN PARTNERSHIP, L.L.C.
CONSULTANT:
THE SLICKROCK HOTEL
1431 N. MAIN STREET (US 191)
MOAB, UT 84532

PROJECT:
SHEET #:
DATE DESCRIPTION
7/31/2018 4:30:26 PM
C:\Users\msaleh\Documents\18-127.04_SLICKROCK MOAB (V17)_msaleh.rvt
MOAB HOSPITALITY LLC

SCALE: 1/8" = 1'-0"