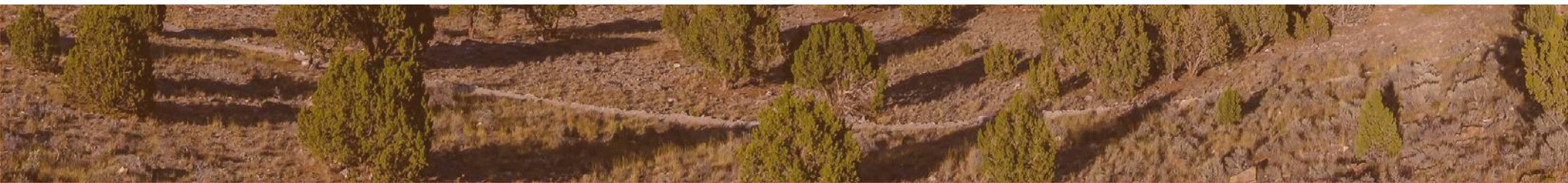




EAGLE MOUNTAIN

DOWNTOWN PLAN

4 MAR 2025
DRAFT

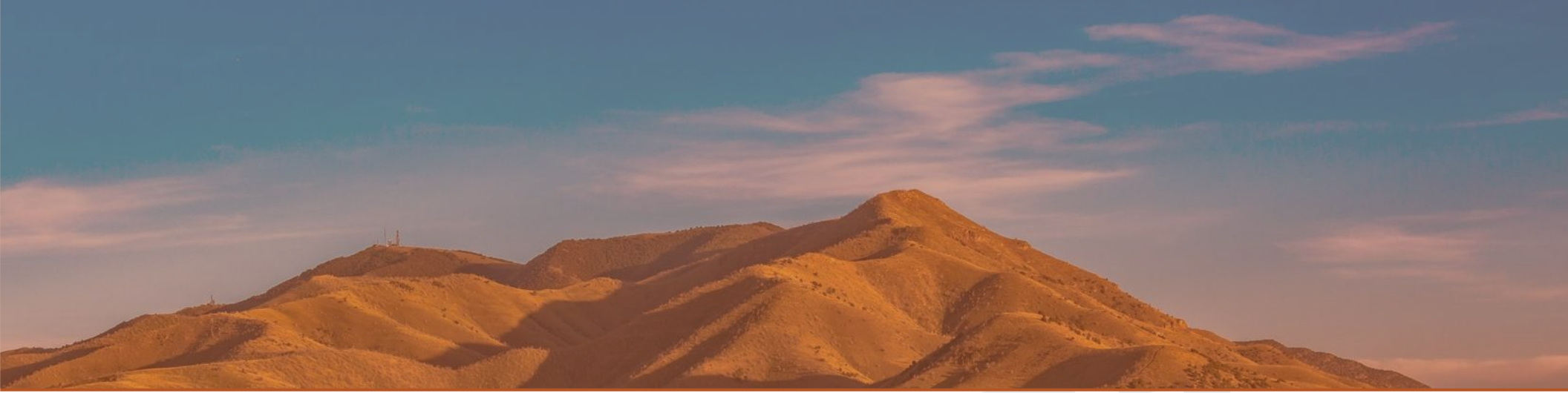




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- 02** Downtown Site Context
- 03** Engaging the Community
- 04** Preferred Downtown Concept
- 05** Architectural and Streetscape Design Guidelines
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- 07** Infrastructure & Utilities
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- 09** Implementation

- AP** Appendix A: Public Engagement
Appendix B: Foundations Report



ACKNOWLEDGMENTS

The following contributed to the Eagle Mountain Downtown Plan:

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GLOSSARY

Basecamp Plaza: a welcoming, people-first space that reflects Eagle Mountain's unique identity through distinctive signage, paving, and landscaping. Trees, shade structures, and surrounding buildings create a comfortable, enclosed environment, while a variety of permanent and temporary seating ensures an enjoyable gathering place for all.


Civic Center: refers to a proposed building project shown within the Civic Gateway District as outlined in the preferred plan in this document. It is expected to house Eagle Mountain's civic and administrative functions, public library, and other municipal services, with dedicated parking provided on-site.

Dark Skies: an Eagle Mountain initiative that prioritizes dark sky-friendly design such as downward-directed lighting, to preserve night sky views and keeping the stars bright.

Downtown: includes gathering spaces, small businesses, restaurants, and is family-centric and walkable. Its density is relatively higher than other parts of the city.

Festival Walk: a pedestrian-focused environment that is lined with one-to-two story buildings focused on local businesses anchoring the west end of the downtown, connecting Basecamp Plaza to Pony Express Parkway.





The Nest: a vibrant, family-friendly gathering space designed for year-round outdoor experiences. Highly flexible and lively, 'The Nest' will feature amenities such as outdoor lighting and fireplaces with protection from the wind. This will draw residents and visitors downtown to support businesses, markets, and seasonal activities year-round.

Planning Area: the project site area.

Walkability: defined by Eagle Mountain City as "accessibility, safety, nature, beauty, outdoors, community connections. Accessibility for those who are unable to operate vehicles (due to

health related reasons). An opportunity for those who wish to find a healthy and safe way to enjoy the outdoors. It is giving people options and connecting neighborhoods and various parts of the city through trails and walking paths. Few areas would be almost completely walkable such as a downtown area."



EXECUTIVE SUMMARY

01

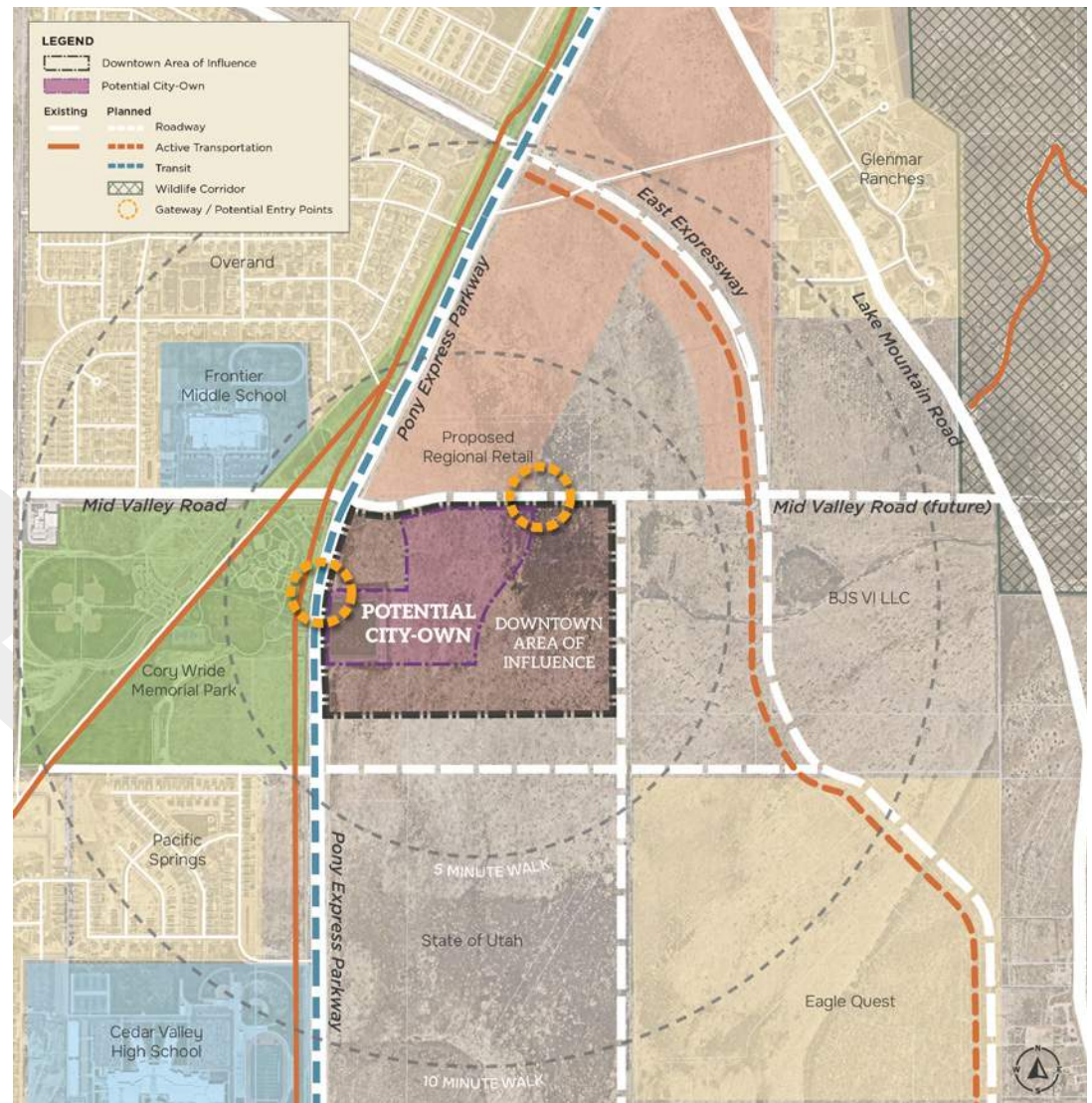


INTRODUCTION

The Eagle Mountain Downtown Plan supports Eagle Mountain City in envisioning a vibrant downtown and guides future conversations with the community and stakeholders. The project team examined the site, identified future programming and uses, and explored high-level concepts and recommendations for the downtown. A series of surveys, open houses, and other in-person events were hosted to facilitate these discussions throughout the planning process.

This will become the home of expanded city facilities, and transportation plans indicate that this area will be a major node of the city that naturally works as the downtown. Furthermore, there are nearby anticipated developments, and existing assets like Cory Wride Memorial Park that help to ensure the long-term success of a downtown.

The geographic boundaries may adjust over time based on landowner agreements, implementation strategies, and overall feasibility.



Eagle Mountain Project Area and the Area of Influence

PROJECT VISION STATEMENT

Eagle Mountain's downtown will be a charming, family-friendly destination where residents and visitors come together to enjoy the beauty of nature and connect with one another. Downtown will have something for everyone by creating an outdoor experience, supporting local businesses, and building a memorable, rustic downtown that is active year-round.

VISION AND GUIDEPOSTS

Vision and guideposts are general statements used by the project team and city staff as guides for the planning process and design decisions for the downtown. These are developed based on themes obtained from meetings with the city staff, City Council, Planning Commission, community feedback, and existing plans.

The vision statement and guideposts help identify characteristics of success and determine when a vision is realized. From these statements, specific objectives and recommendations are outlined in the downtown plan.

GUIDEPOSTS

- Creating a Community Cultural Hub
- Supporting Local Business and Economic Viability
- Integrating Nature and Outdoor Recreation
- Creating a Year-Round, Multi-Use Destination



GUIDEPOSTS



Creating a Community and Cultural Hub

The downtown is intended to be more than just a commercial space; it aims to become a central gathering place for the community, incorporating essential civic functions such as City Hall and other civic facilities alongside recreational and cultural activities, fostering a sense of local identity and togetherness.



Supporting Local Business and Economic Viability

Encouraging small business growth and creating a healthy economic environment are core goals. The downtown plan focuses on creating a unique destination downtown for local businesses, shops, and a mix of developments that attract both residents and visitors, ensuring long-term economic health and vitality.



Integrating Nature and Outdoor Recreation

Preserving and promoting access and views to nature is a priority. Downtown acts as a hub for access to and celebration of outdoor spaces, trails, and plentiful recreational opportunities that align with Eagle Mountain's identity. The downtown will seamlessly balance the built environment with natural landscapes, encouraging outdoor activities and a community integrated with nature.



Creating a Year-Round, Multi-Use Destination

The downtown area aims to remain active all day and throughout the year, offering amenities and activities for residents of all ages. This includes creating flexible spaces for family-oriented events and recreational activities to ensure the downtown is lively and engaging in all seasons.

SITE ANALYSIS

TRANSPORTATION

Pony Express Parkway serves as the primary access road into Eagle Mountain and its proposed downtown, with 22,000 daily vehicles in 2023 and plans to expand to five lanes to accommodate future growth. In the future, traffic volumes on Pony Express Parkway may increase through 2042 to 26,000 vehicles per day just south of Mid Valley Road. From 2042 to 2050, they will likely decrease to 16,000 vehicles per day as a new regional high-capacity roadway is constructed and traffic is distributed to it.

Pony Express Parkway was recently expanded based on the 2019 Regional Transportation Plan to have five vehicle lanes and designated bike paths.

The portion of Mid Valley Road that is adjacent to the downtown area is on MAG's 2023 RTP, in fiscally constrained phase 2 (2033-42).

There are currently no transit services into the downtown area. UTA's 5-year service plan includes an extension of Route 806, which will be renamed to Route 860, continuing past its current terminus by Nolen Park in Eagle Mountain. The future Route 860 will pass directly adjacent to the town center site.

UTILITIES

This section explores at a high level the impact of the proposed improvements including utilities and drainage. Information presented herein is based on publicly available data gathered from Eagle Mountain City, Rocky Mountain Power, and Enbridge Energy.



Transportation Network: Overview of Study Area Roadways



COMMUNITY ENGAGEMENT

The project started in September 2024, beginning with looking at the regional and local context. Understanding the existing conditions of the project site informed the Steering Committee, City Council, and Planning Commission to develop a vision of the downtown. In October, the design team informed the community of the project with an open house and launched a survey, asking for feedback on the project vision and guideposts. In addition, the community was asked what amenities and facilities they would like to see in the downtown.

Once the community and City officials had provided their input, the design team developed concepts with the Steering Committee and City Council in November and December, the concepts were shared with the community at Christmas Village and an Open House. Lastly, the concepts were narrowed down for refinement for the plan.

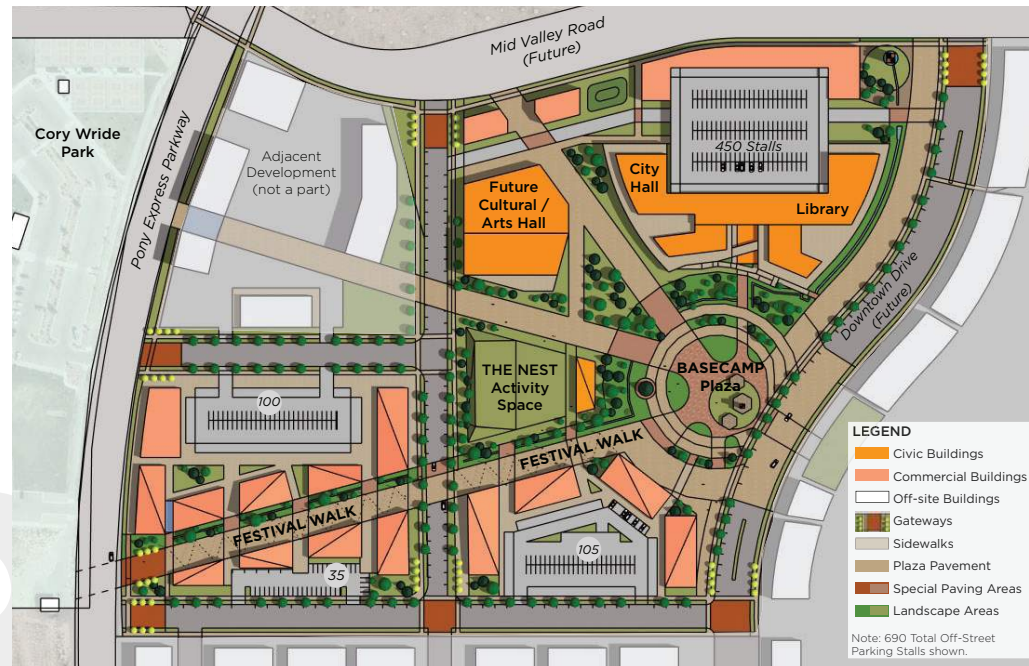
Survey results and other public engagement details can be found in **Appendix A** at the end of this document.

PREFERRED DOWNTOWN CONCEPT

BASECAMP

Drawing inspiration from the surrounding mountains, nature, and recreation opportunities, this concept envisions a downtown connection that evokes the organic flow of hiking trails. The primary roads function as shared streets, prioritizing pedestrians while allowing vehicle access.

At the heart of downtown lies an open space designed to frame and enhance mountain views. This central plaza is surrounded by intimate commercial spaces that host dining, shopping, and community activities.



Preferred Downtown Concept Plan

- Optimizes views of the mountains both east and west
- Mimics trail network with organic pavement
- Integrates with nature



A basecamp for residents and visitors to gather and be active



An internal trail network is integrated while maintaining views of the mountains



Residents and visitors can shop, dine, and recharge in the downtown



The center plaza and garden offer opportunities for events all year round



DOWNTOWN SITE CONTEXT

02



SITE CONTEXT

Analyzing the existing conditions for Eagle Mountain's downtown is crucial to creating a vibrant, functional hub that meets the community's needs as the city continues its rapid growth. By examining current infrastructure, land use, demographics, and transportation patterns, we gain critical insights into how to best develop a downtown that serves as a central gathering place, stimulates economic growth, and fosters a sense of belonging. With Eagle Mountain poised for significant expansion in both population and industry, understanding its present conditions enables the creation of a forward-thinking downtown that enhances quality of life while preserving the city's unique character.

Starting from the center of the downtown project site, this Foundation Report examines a half-mile radius from its center referred to as the area of influence. A half-mile distance offers a comfortable walking range, providing both convenience and accessibility to services. The downtown and neighboring facilities influence each other to create a regional community gathering space.



Eagle Mountain Project Area and the Area of Influence

LAND USE

The downtown project site is a mixed-use town center, with various adjacent land uses. The north includes additional mixed-use development with the potential for big-box retail. To the west is Cory Wride Memorial Park, with schools and residential neighborhoods nearby.

Together, these elements position the downtown as a centralized hub for community gatherings and events, fostering a sense of belonging for residents.



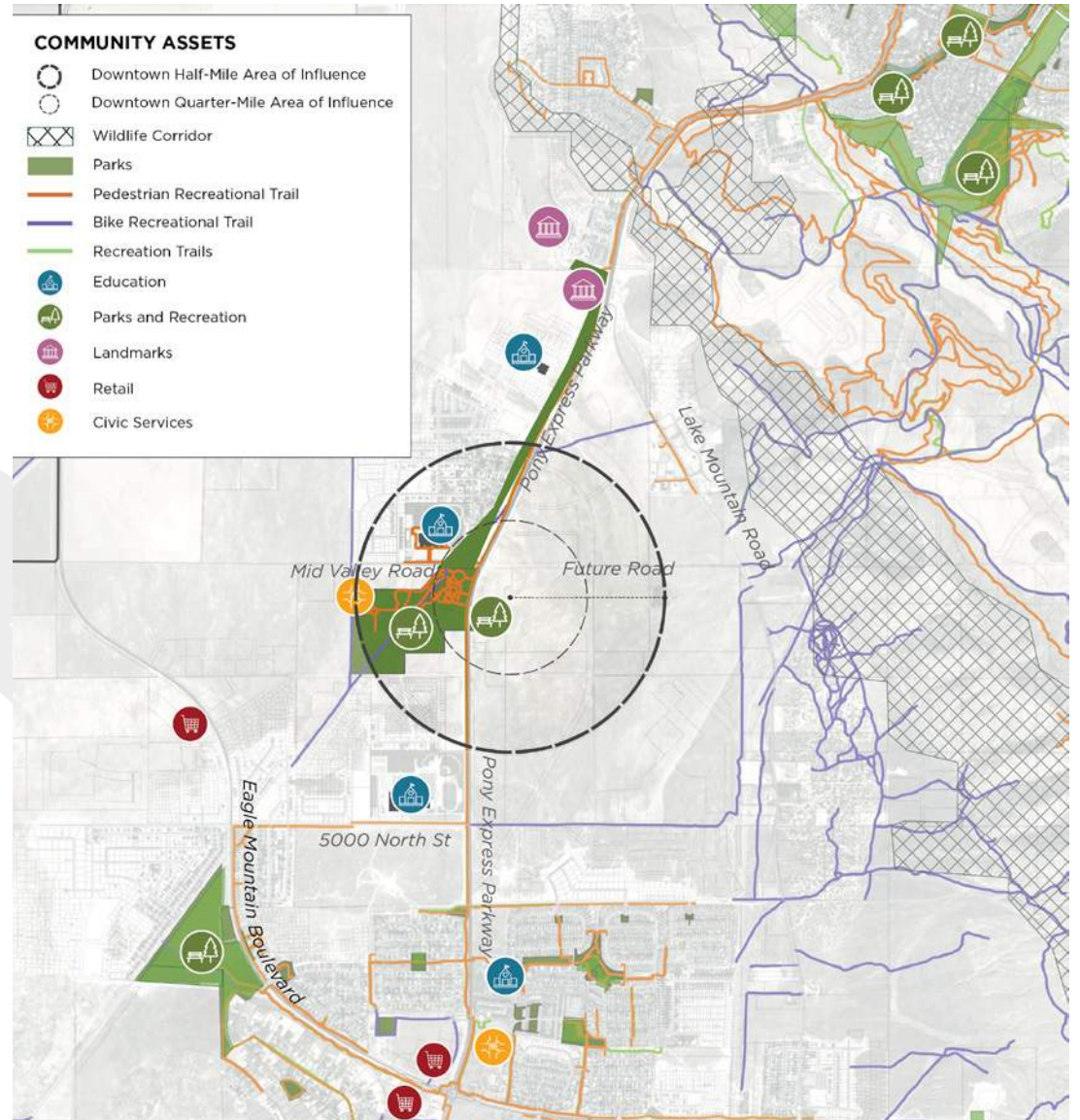
Land Use



COMMUNITY ASSETS AND RECREATIONAL AMENITIES

The project team explored the surrounding assets that contribute to the area’s appeal. To the northeast, there are recreational opportunities such as trails for biking, hiking, and motorized activities with multiple parks such as Nolen Park and Smith Ranch Regional Park. These recreational amenities are connected by the Pony Express Historic Trail to Cory Wride Memorial Park and reaches to the southwest part of the City. To the west, Cory Wride Memorial Park is the current home for city-wide festivals and Pony Express Regional Park includes the rodeo grounds and skate park.

Schools lining Pony Express Parkway are assets in the area creating connections for young families and youth to travel to the downtown. Civic services such as the Unified Fire Authority Station are located near Cory Wride Memorial Park, and the Eagle Mountain City Library is situated to the south. Commercial centers are spread across the southern and far western areas. One notable gap is the absence of healthcare facilities nearby, with only a few urgent care centers available up north. The closest urgent care is located 5.6 miles from downtown.



Community Assets and Recreation Amenities

VIEWSHEDS

Another asset to optimize is the stunning mountain views from the downtown area. To the northeast lies Turtle Hill, the Lake Mountains rise to the southeast, and Flat Top Mountain stands majestically to the west. Together, these features create a breathtaking panoramic view of the surrounding mountains and natural landscape, adding to the area's rustic charm and appeal.



Viewshed and Direction of View Points



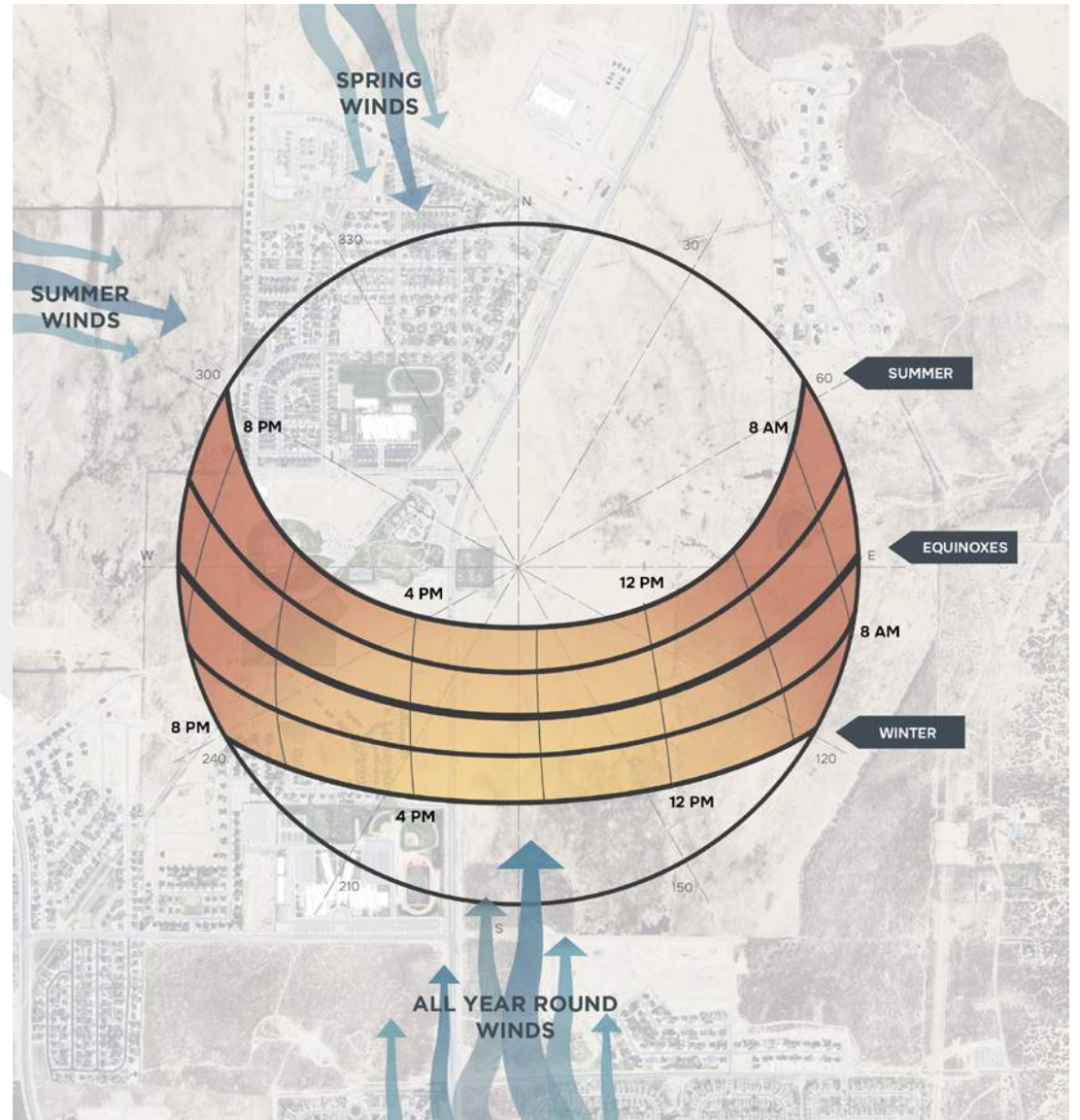


SUN & WIND

Understanding solar paths and angles as well as wind patterns is essential for creating comfortable and functional environments. These factors inform building orientation and the placement of open spaces, allowing optimal use of daylight while providing protection from wind and sun.

In the summer, the solar path is high in the sky, close to the zenith at around 60 degrees with sun rise around 6:30 a.m. and sun set around 9:15 p.m. In contrast, the winter solar path follows a more acute angle, with the sun rising later, around 8 a.m., and setting earlier, at approximately 6:30 p.m. For the spring and fall solstices, the sun rises around 7:15 a.m. and sets around 7:30 p.m.

The predominant wind direction throughout the year is from the south, though in spring, winds occasionally come from the north and west.



Solar Path and Prevailing Winds

TRANSPORTATION ANALYSIS

PONY EXPRESS PARKWAY

Pony Express Parkway serves as the main road into Eagle Mountain and the proposed downtown area. The only road with available traffic data, Pony Express Parkway, recorded an average daily traffic (ADT) of 22,000 vehicles per day in 2023 near the downtown site. In the future, traffic volumes on Pony Express Parkway may increase through 2042 to 26,000 vehicles per day just south of Mid Valley Road. From 2042 to 2050, they will likely decrease to 16,000 vehicles per day as a new regional high-capacity roadway is constructed and traffic is distributed to it.

NEW STREETS

New streets through the proposed downtown area will offer direct access points and opportunities for through traffic. Old Airport Road is planned to be improved to a five-lane road, providing an alternative to Pony Express Parkway. Traffic on Old Airport Road is projected to increase, particularly once Airport Road is extended to create a west leg. By 2050, the section of Old Airport Road east of the site is expected to handle 41,500 vehicles per day, while traffic south of Mid Valley Road is projected to reach 22,000 vehicles per day. The improvements to Old Airport Road will include a shared-use path, enhancing accessibility for both pedestrians and cyclists. Mid Valley Road is anticipated to connect east to Saratoga Springs in the future.

LAKE MOUNTAIN ROAD

Lake Mountain Road, located east of the downtown site, could provide additional access to the area, but this would first require the construction of Mid Valley Road. Currently, there are no plans for road expansion or improvements to Lake Mountain Road, and traffic volume data is unavailable.

However, projections for 2050 estimate that Lake Mountain Road will accommodate around 1,100 vehicles per day.

From the south, the downtown area is currently accessible by SR-73, Pole Canyon Boulevard, and Pony Express Parkway.



Transportation Network: Overview of Study Area Roadways



PUBLIC TRANSPORTATION

There are currently no transit service into the downtown area. UTA’s five year service plan includes an extension of Route 806, which will be renamed to Route 860, continuing past its current terminus by Nolen Park in Eagle Mountain. The future Route 860 will pass directly adjacent to the downtown site.

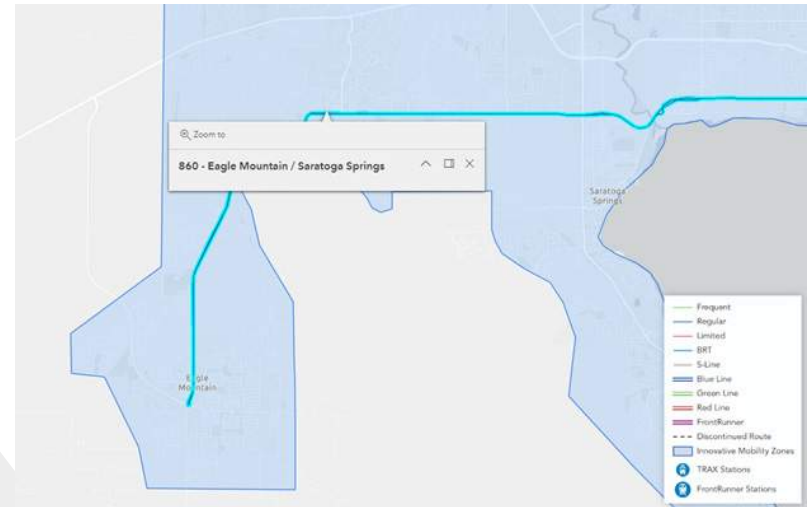
By 2026, the anticipated Route 860 will connect Saratoga Springs and Eagle Mountain and will extend to the South Town mixed use/commercial center. The route will provide an all-day service to both cities and include a new park and ride, which will be connected to American Fork Station. Regional transit discussions are ongoing to plan for future transit options.

PEDESTRIAN AND BIKE PATHS

Old Airport Road (new road through/along east side of town center) is expected to include a shared-use path as part of new road construction.

Pony Express Parkway was expanded based on the 2019 Regional Transportation Plan to be a five-lane highway with designated bike lanes. The project is included in Phase 1 (2019-2030).

The Pony Express National Backcountry Byway extends 133 miles. Most of the route is classified as rangeland and managed by the Bureau of Land Management. Within Eagle Mountain, the byway has been improved to a paved shared use path running parallel to Pony Express Parkway.



Planned UTA Route 860, an extension of Route 806
Source: Five-Year Service Plan Interactive Map, Utah Transit Authority

Pony Express National Historic Trail



Historic Pony Express Byway
Source: U.S. Department of the Interior, Bureau of Land Management

UTILITIES ANALYSIS

This section pertains to the utilities and general site considerations for the proposed master planned area. This document explores at a high level the impact of the proposed improvements including utilities and drainage. Information presented herein is based on publicly available data gathered from Eagle Mountain City, Rocky Mountain Power, and Enbridge Energy. The information provided will require further revision and refinement by the design team and owner prior to plan development being completed.

A topographical and feature survey or utility locations have not yet been completed for the project site. The information presented in this section is based upon data that was obtained from the public utility agencies and their provided mapping.



Elevation and Grade surrounding the Downtown Project Area



SEWER

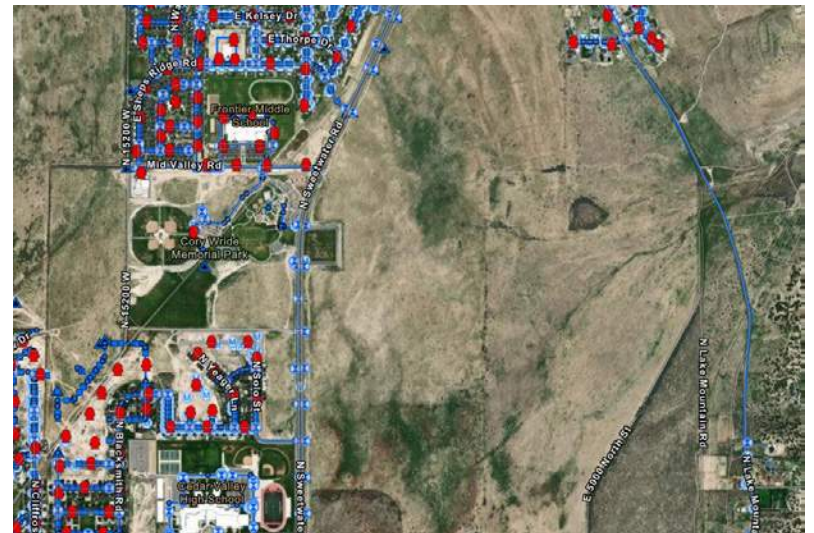
Based on the available utility map data, the closest sanitary sewer infrastructure is located in Pony Express Parkway. The elevation of the project site is generally higher than Pony Express Parkway so it is likely that gravity sewers will be feasible. At the south end of the downtown area, the sewer infrastructure in Pony Express Parkway transitions from 12” mainline to 24” mainline. This diameter is likely sufficient to provide the required sewer capacities needed for this area. Flows from this area should generally be directed southwest until it can be inlet into the Pony Express Parkway mainline. Eagle Mountain City should analyze and determine if there are any downstream restrictions that could impact feasibility of projects in this area.

WATER

Based on the available utility map data for domestic water, the closest water infrastructure is located in Pony Express Parkway on the west side, and Lake Mountain Road on the east side. The mainline in Pony Express Parkway is shown as 12” PVC while the mainline in Lake Mountain Road is shown as 16” PVC. Either of these mainlines should have sufficient capacity for this project assuming that the supply is not limited elsewhere in the network. If the two mainlines are in the same pressure zone, loops between the two lines should be considered through the development to increase the reliability of available flows. If the pressure zones are different, pressure relief valves (PRV) may be installed to manage the pressure differential. Eagle Mountain City should analyze and determine if there are any downstream restrictions that could impact feasibility of projects in this area.



Sewer Utilities around the Downtown Project Area



Water Utilities around the Downtown Project Area

GAS

Based on the available utility map data for natural gas, the closest natural gas infrastructure is located in Pony Express Parkway. There is a 6" transmission line on the east side of Pony Express Parkway, and a 6" distribution line on the west side of Pony Express Parkway. It is expected after coordination with Enbridge that the 6" distribution line will provide adequate supply for the study area.

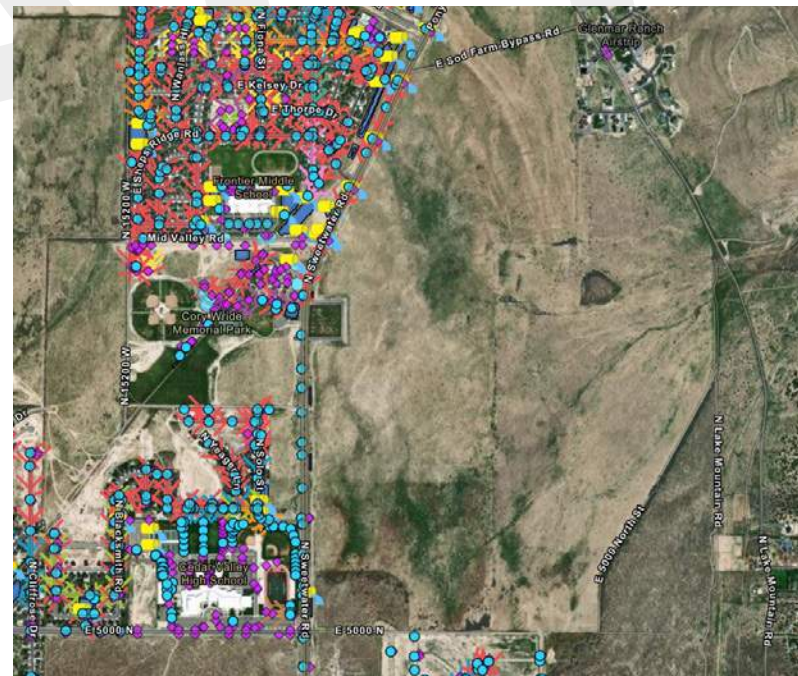
STORMWATER

Based on the available utility map data for stormwater, there does not appear to be significant stormwater improvements nearby that could be utilized for this area. The only improvements are in Pony Express Parkway and they appear to be a series of inlets, sumps, and small localized detention basins running linearly along the roadway. This area should anticipate regionalizing drainage to the west edge of the property, with an ideal stormwater storage facility being located in the southwest corner of the area. Plans for these systems should follow the approved stormwater design criteria as established by Eagle Mountain City. These areas might be preserved as part of the downtown plan to be open space or other green space.

Alternatively, more significant and expansive off site stormwater improvement projects may be considered, but these should be completed ahead of this development to capitalize on available land.



Gas Lines around the Downtown Project Area



Stormwater Utilities around the Downtown Project Area

POWER

Based on the available utility map data for power, there are aerial lines as shown by the power poles placed in the image below. Additionally, three phase power is buried underground in Pony Express Parkway. Power capacities are expected to be sufficient for this development. This development should consider the burying of the aerial lines on the north and east perimeter of the study area as a part of the project.

COMMUNICATIONS

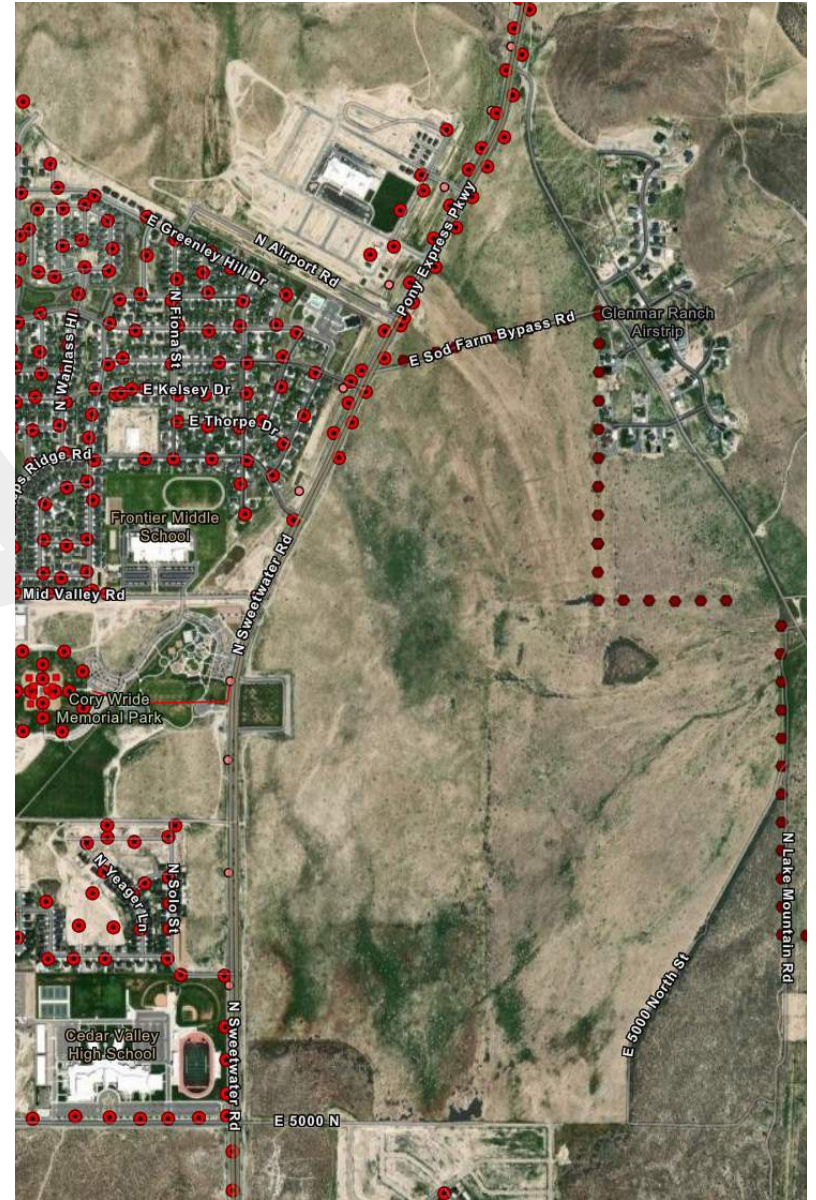
Based on the available utility map data for communication, there are lines in Pony Express Parkway along the length of the project. It is believed that these lines could provide service to the study area.

IRRIGATION

There is not a public secondary pressurized irrigation system that exists on or near the study area. It is understood at this point that all irrigation requirements for this area would be provided by the domestic water system, accompanied by the appropriate backflow assemblies.

GRADING

The project site generally slopes down from the east to the west and from the north to the south. The proposed site at full build out should generally follow these same drainage patterns. For maximum efficiency with stormwater regionalization, the areas ultimate low point(s) should be on the southwest portions of the development. Slopes of the existing grades are increasingly steep further north and east within the study area.



Power Lines and Utilities around the Downtown Project Area

GUIDING DOCUMENTS

The Eagle Mountain Downtown Plan builds on past guiding documents and planning efforts. These documents will inform the downtown plan and integrate established goals, lessons learned, and site analyses important to the design and development of the downtown area.



Facilities Master Plan (2024)

- The plan evaluates the City’s existing municipal infrastructure and long-term future needs for facilities. It explores the challenges associated with growth and examines available space, age of current facilities, and demands for service.



CityPOV Survey (2024)

- A city-wide survey that aimed to measure the direction of the City. The survey gathered feedback from residents about the importance of facilities, development, growth, safety, recreation, transportation, housing, and operation issues within Eagle Mountain.



Brand & Marketing Playbook (2024)

- A foundation and guideline for consistent branding, messaging, and marketing for Eagle Mountain City that increases residents and businesses connection to the City identity.



Eagle Mountain Definitions (2024)

- Guidance on the usage of terms related to density, best practices, rurality and urbanization, destination, walkability, downtown, sustainability, entertainment, and culture/identity.



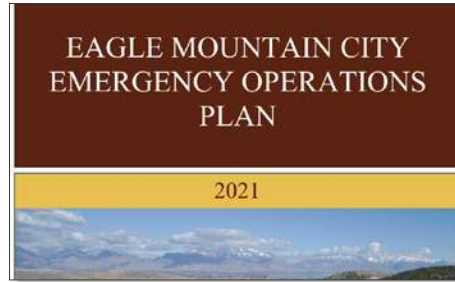
Transportation Master Plan (2023)

- This plan outlines the City’s transportation goals for local and regional facilities maintained by UDOT, UTA, Utah County, and neighboring communities.



Economic Development Master Plan (2022)

- Focuses on understanding challenges and opportunities related to Eagle Mountain’s growth and economic outlook as it relates to employment, housing, key industries, market conditions, and land use.



Emergency Operations Plan (2021)

- Plans and outlines strategies to prevent or reduce emergencies, mitigate damages, assess capabilities and procedures for protecting citizens, respond effectively to emergencies, and provide recovery efforts after an emergency. Prevention, Protection, Mitigation, Response, Recovery.



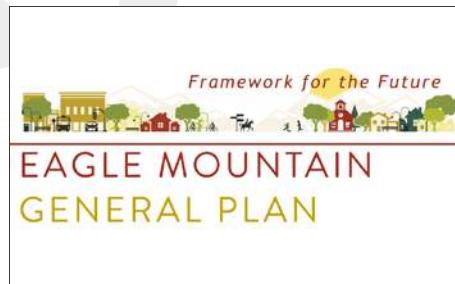
Parks, Trails, & Open Space Master Plan (2020)

- This plan will help ensure the City has a clear vision for maintenance and enhancements to its current parks, trails, and open space, and provide guidance on future development so that its system meets the community’s needs.



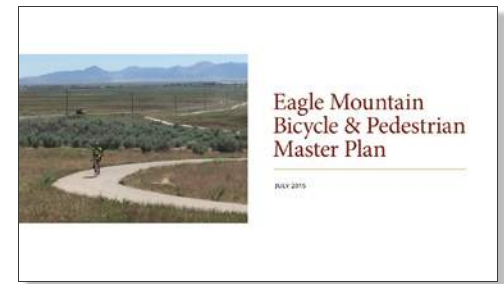
Water Conservation and Management Plan (2020)

- Plan used to address rapid growth and water needs in EMC and identifies current conservation measures and recommends new measures designed to educate water users and reduce water use per capita.



General Plan (2018)

- The plan includes short-, mid-, and long-term planning strategies that will impact the City’s character, land use, businesses development, transportation, services, and overall quality of life.



Bicycle & Pedestrian Master Plan (2015)

- The 2015 Eagle Mountain Bicycle & Pedestrian Master Plan formalizes a vision for a safe, efficient, and connected network of sidewalks, bikeways, paths, and trails that will grow with the City and improve quality of life for all residents.



COMMUNITY ENGAGEMENT

03



MEETING PEOPLE WHERE THEY ARE INFORM

Informing, engaging, and iterating input from the public, stakeholders, and City officials are essential components of a successful downtown plan. Open communication ensures stakeholders are well-informed about the goals and vision, fostering transparency and trust.

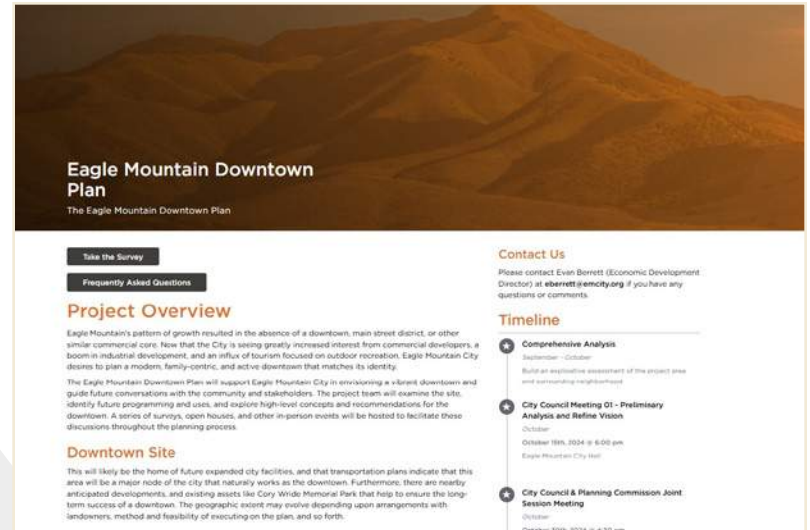
By regularly sharing updates and addressing concerns, this approach encourages meaningful dialogue and ensures that decisions reflect the needs and priorities of the City, public, and stakeholders.

ENGAGE

Engaging the public through in-person and virtual engagement methods like open houses, surveys, and focus group meetings allow for diverse perspectives, creating a sense of ownership and inclusivity.

ITERATE

Iterating based on feedback ensures the plan remains flexible and responsive, addressing community needs while balancing long-term objectives. This collaborative approach builds a shared vision that informs the downtown area's design, vibrancy, and functionality.



Social Pinpoint Project Site



Christmas Village Event Activity



FOCUS GROUP INTERVIEWS

The project aimed to engage stakeholders by understanding their perspectives and aspirations for the downtown site. The focus group interviews identified potential challenges, barriers, and opportunities to ensure an inclusive and informed planning process.

FOCUS GROUPS

Youth

Education and Library

Wildlife, Parks, and Recreation

Economic Development

Developers

CITY COUNCIL + PLANNING COMMISSION MEETINGS

Collaborating with the city council and planning commission is crucial to the success of the downtown plan. These officials play a pivotal role in shaping policies, approving strategies, and ensuring the plan aligns with the community's vision and regulatory requirements.

TAKEAWAYS

The City Council and Planning Commission provided key insights about the Eagle Mountain community and informed the engagement efforts and development of the downtown plan throughout the planning process. The project team presented at several public meetings, which included project updates and a facilitated visual preference activity. The visual preference activity asked participants to identify images of building styles and public spaces that best connect with the character and identity of Eagle Mountain. The results helped the project team to further understand building styles, uses, and amenities that were desired in the downtown. Their feedback was documented and used to guide the conceptual designs and plan development.



COMMUNITY FEEDBACK BOARDS

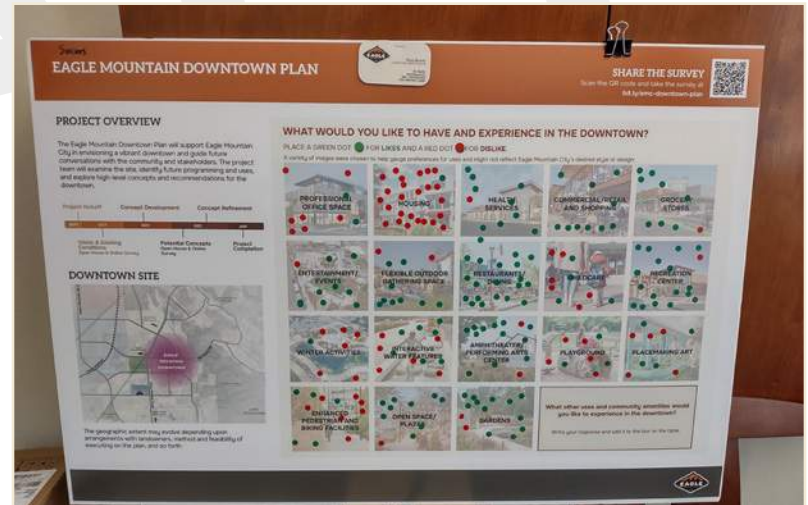
Boards were placed in key locations to gather feedback from diverse age groups in the community. This approach encouraged people to envision the downtown area and preferences for uses and other amenities and programming elements. Drawing pages were used for elementary students to share their ideas.

TAKEAWAYS

Survey responses from residents highlight a range of priorities for the downtown area, including recreation centers, dining options, winter activities, retail shopping, gardens, biking/walking facilities. Additional interests include improved libraries, indoor recreation and entertainment facilities, reflecting diverse community needs. Residents generally preferred the downtown to not include additional housing, office spaces, and playgrounds, as to not duplicate those efforts in other parts of Eagle Mountain. Placemaking art was desired but participants' interest depended on what it would be or how it would represent the City and residents.

LOCATIONS

- Maceys Grocery Store
- Cedar Valley High School
- Rockwell Charter High School
- Pony Express Elementary School
- Eagle Mountain Senior Center



Community Feedback Board Example

OPEN HOUSE #01

The open house provided a space for residents to share their thoughts, explore ideas, and address concerns about the downtown plan. The event offered an opportunity for residents to provide input, participate in a hands-on visioning activity and discuss ideas that reflect their goals.

TAKEAWAYS

The project team learned from residents that the downtown center should be reflective of Eagle Mountain's values and provide a place where residents can connect with their families and community. Over twenty attendees shared their priorities for the downtown plan, emphasizing low-scale building heights, environmental mindfulness, and water conservation education. They highlighted the need for dining, entertainment, community centers, a central library, and diverse experiences for teens and young adults. Suggestions included creating all-ages activity spaces, improving transportation, connecting schools to downtown, integrating trails for various users, and preserving dark skies.



Open House Visioning Activity



Open House Visioning Activity



ONLINE SURVEY #01

This survey aims to understand Eagle Mountain residents' thoughts, priorities, and vision for the future downtown area. Survey results and comments will then be used to inform and guide the planning process for concept development.

TAKEAWAYS

Participants mentioned restaurants and dining, entertainment, commercial/retail, and outdoor gathering spaces to be important uses for the downtown. Other desired amenities mentioned were open space and plazas, enhanced walking and biking facilities, water features, and winter activities.

What makes a successful downtown in Eagle Mountain?

Various businesses	Connection with nature
All-ages	Culture
	Family-Friendly
Options	Trails
	Unique to Eagle Mountain
Places that bring people together	Better transportation and access
Balanced	Destinations to walk and bike to

824 Survey Responses

Over 60% between the ages of 30-50

Majority of responses from participants in households between 2-5 people

- 80% Drive
- 39% Work from home
- 9% Walk
- 6% Carpool
- 5% Bike
- 4% Drive to Transit
- 4% Other (Retired/No Work)

CHRISTMAS VILLAGE

The project team attended the Christmas Village event and spoke to over 70 residents of all ages about downtown concept options and design preferences. Residents provided feedback that would inform the development of a preferred site concept, architectural styles, and other programming recommendations.

TAKEAWAYS

Feedback highlighted a preference for the Basecamp Concept, but preferred features like the shared street and amphitheater space from other concept options. Opinions varied on the amount of commercial space, but there was strong support for local-focused businesses and visible perimeter parking. Concerns included road noise near the amphitheater and the need for safer crossings to Cory Wride Park. Desired uses included a community arts center, recreation center, larger library, coworking spaces, dog park, and adaptive recreation. Residents emphasized creating walkable destinations and maintaining a “small-town, historic, cozy, timeless” feel with diverse, yet not overly modern, elements.



Project Updates and Conversations at Christmas Village



Visual Preference Activities and Concept Option Feedback



EAGLE MOUNTAIN DOWNTOWN PLAN

SHARE THE SURVEY

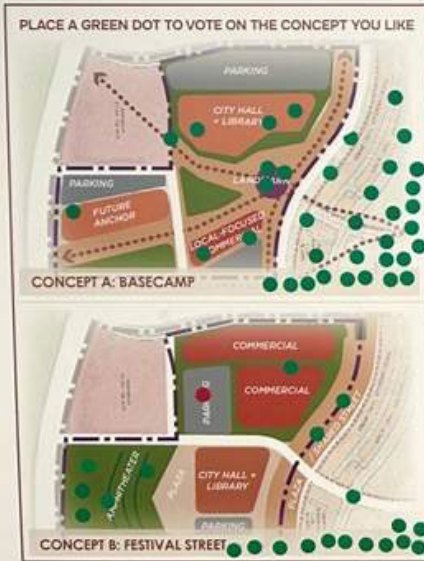
Open through December 11th - 23rd
Scan the QR code or take the survey at
bit.ly/emc-downtown-plan



INTENT OF VISUAL PREFERENCE

A variety of images were chosen to help gauge residents' style preferences for buildings and outdoor gathering spaces to further reflect Eagle Mountain City's desired aesthetic. These images are meant to get residents thinking about their likes, dislikes, and the experience within the downtown area.

- Place green dots on images you like
- Place red dots on images you dislike



ARCHITECTURAL STYLE



GATHERING SPACE + STREETScape



VISUAL PREFERENCE



OPEN HOUSE #02

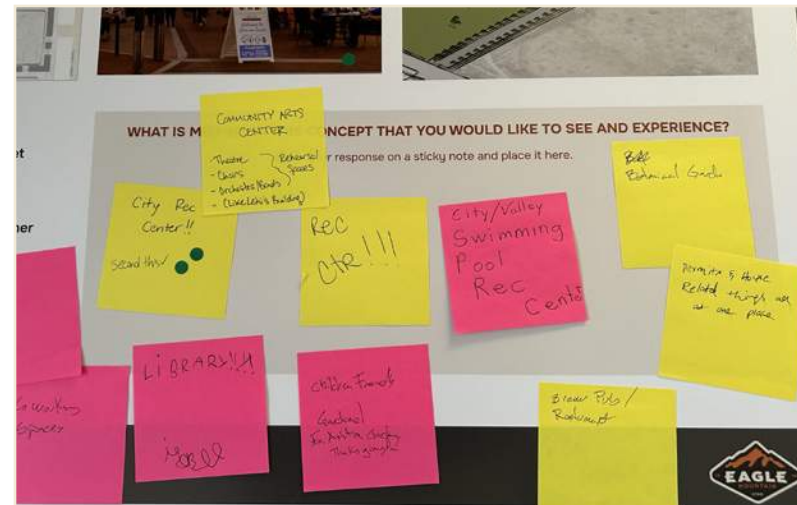
At the public open house, the project team engaged with residents to discuss downtown concept options and design preferences. Attendees shared valuable feedback that will guide the development of a preferred site concept, architectural styles, and programming recommendations.

TAKEAWAYS

Opinions varied on the concepts, but residents generally preferred the Basecamp Concept and liked the idea of a central community space for gathering and performances. Creating an engaging environment through flexible spaces, festival walkways with small shops, and places that accommodate activities throughout all seasons were highlighted. Residents also mentioned the importance of improving crossings to the site and making the space unique to Eagle Mountain. Additional desired uses that were mentioned were areas for indoor performing arts rehearsal spaces, flexible event spaces, coworking spaces, recreation opportunities, a larger library, and placemaking art opportunities.



Open House at Eagle Mountain City Hall



Concept Feedback



ONLINE SURVEY #02

This survey aims to understand Eagle Mountain residents' design, style, and concept preferences for the future downtown area. Survey results and comments will then be used to inform and guide the planning process for concept development.

DESIRED ELEMENTS FROM THE CONCEPTS

- Local businesses options
- Nature-centered**
- Festival street**
- Organic layout
- Community gathering spaces**
- Preserve Trails
- Places to walk
- Optimizing views of the area**
- Adequate parking
- Landmarks
- Balancing transportation access for all modes**
- Amphitheatre

170 Survey Responses

Majority of responses from participants between the ages of 30-50

DESIRED LOOK OF THE DOWNTOWN

- Classic
- Old town with a modern twist
- Timeless
- Rustic
- Local and charming
- Earthy and warm
- Connected to nature
- Variation



PREFERRED DOWNTOWN CONCEPT

04

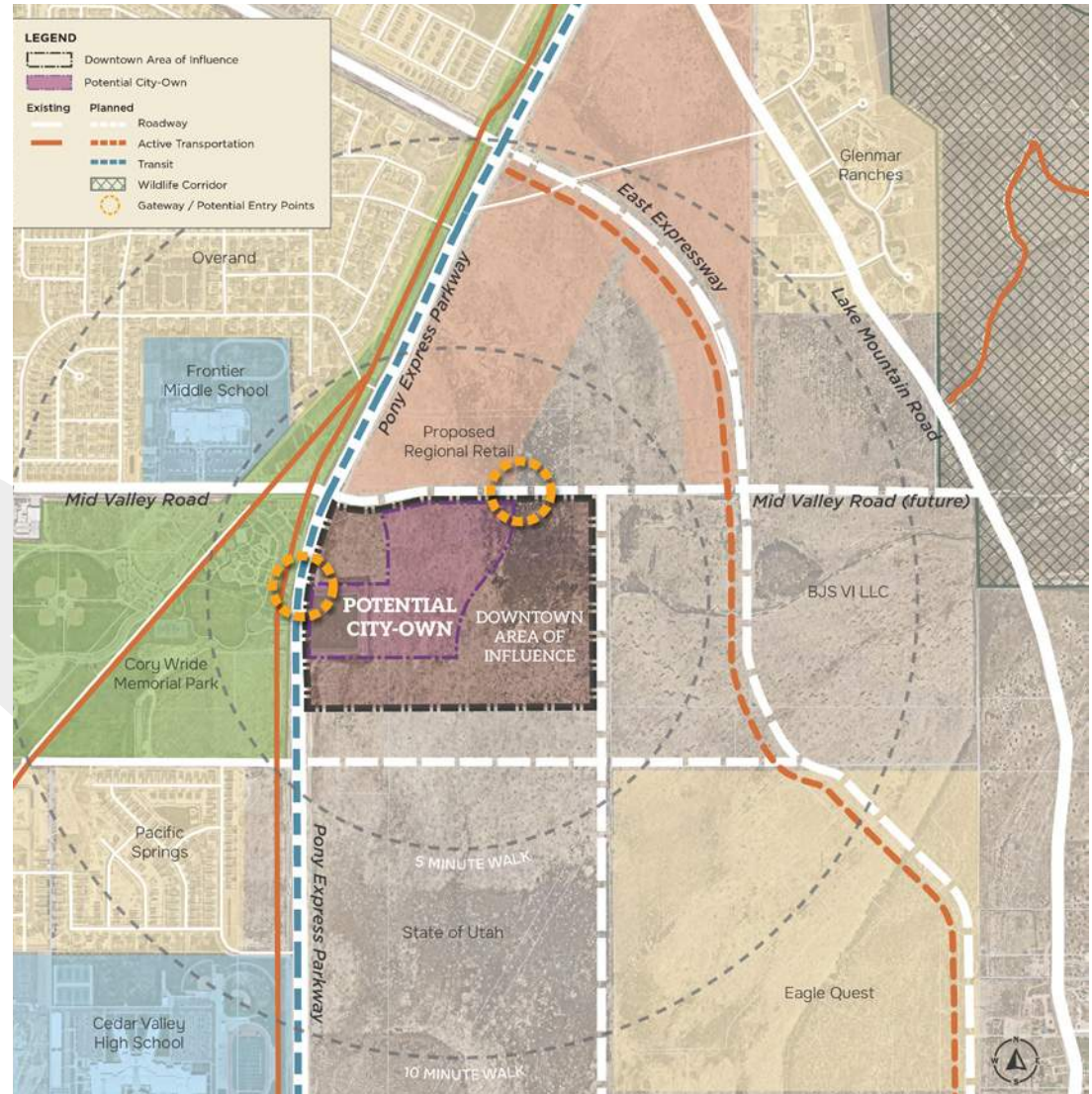


BACKGROUND

This will likely be the home of future expanded city facilities, and transportation plans indicate that this area will be a major node of the city that naturally works as the downtown. Furthermore, nearby anticipated developments and existing assets like Cory Wride Memorial Park help to ensure the long-term success of a downtown.

The boundaries may evolve based on landowner agreements, implementation feasibility, and other planning considerations.

Concept options presented in the online survey and public open house explored land use, public space, and circulation within the city-owned site. These ideas have since been refined into a preferred concept plan, incorporating feedback from City staff, elected officials, and residents.

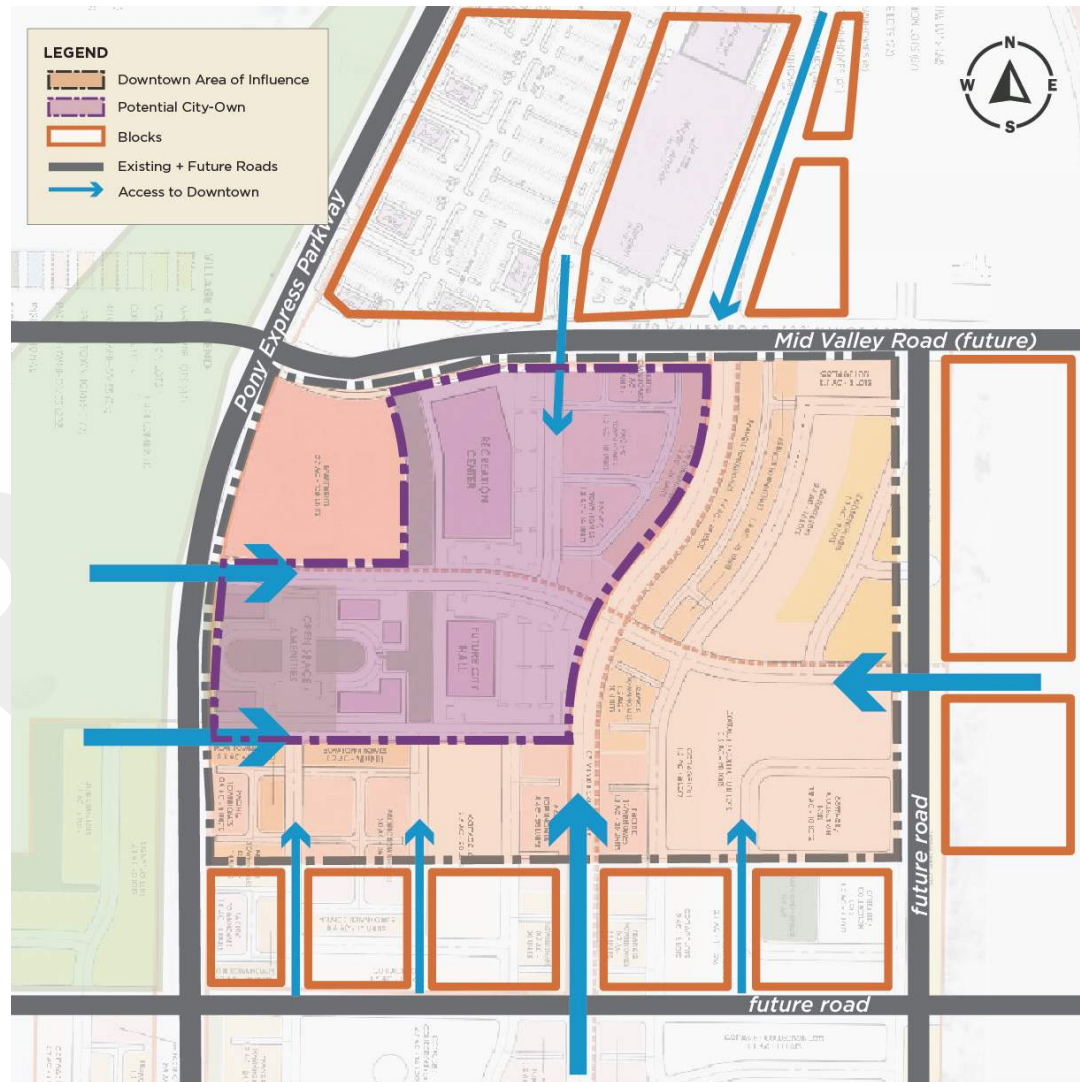


Eagle Mountain Project Area and the Area of Influence

DOWNTOWN EDGES

The edges of downtown act as key transition zones, seamlessly connecting the City Center to surrounding neighborhoods and future adjacent developments.

The downtown plan should prioritize seamless transportation access, ensuring that streets, pedestrian pathways, and bike lanes extend cohesively beyond the central blocks to integrate with adjacent growth areas. Thoughtful development at the downtown's periphery should foster a sense of continuity, that encourages movement throughout the downtown.



Basecamp Concept with Adjacent Conceptual Future Developments



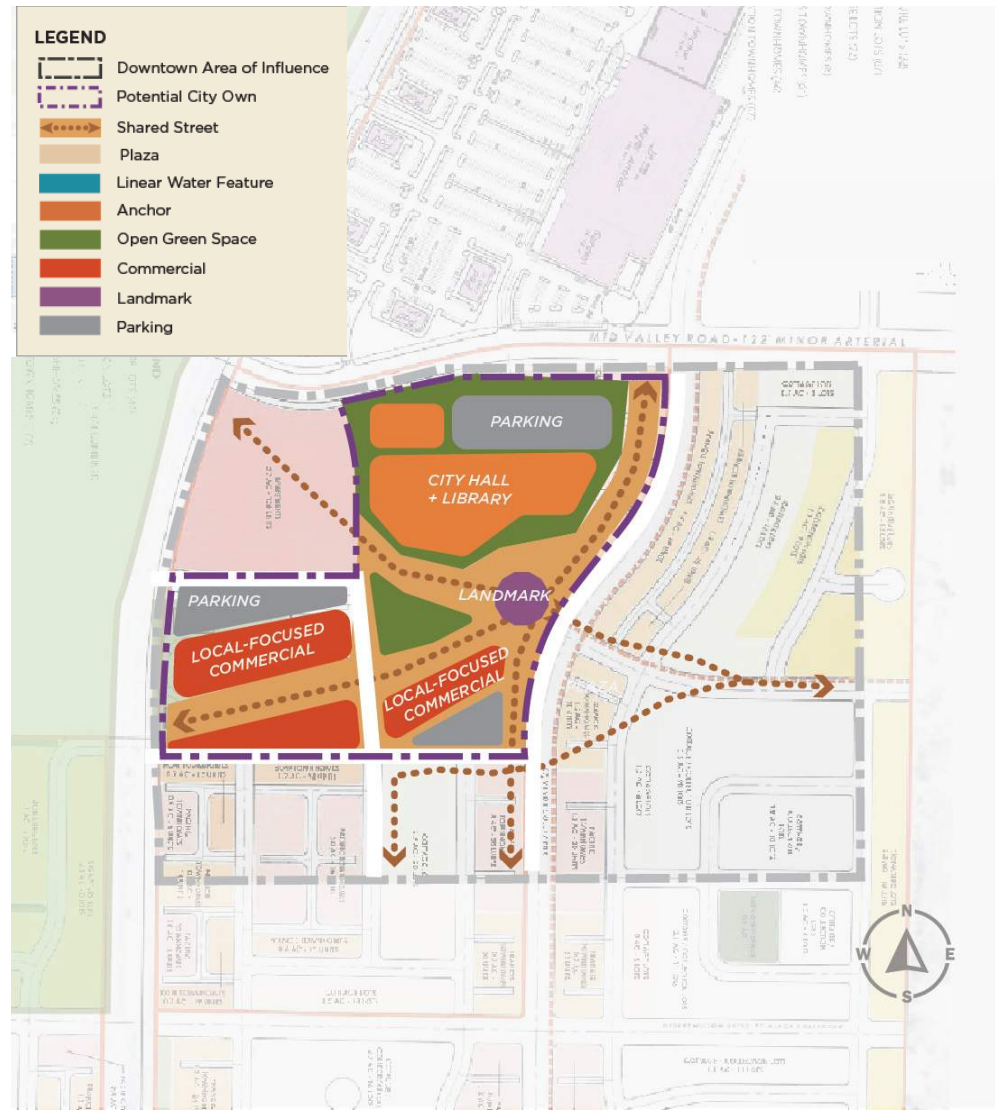
PREFERRED DOWNTOWN CONCEPT

Drawing inspiration from the surrounding mountains, nature, and recreation opportunities, this concept envisions a downtown connection that evokes the organic flow of a hiking trail. The primary roads function as shared streets, prioritizing pedestrians while allowing vehicle access.

At the heart of downtown lies an open space designed to frame and enhance mountain views. This central plaza is surrounded by intimate commercial spaces that host dining, shopping, and community activities.

- Optimizes views of the mountain both east and west
- Mimics trail network with organic pavement
- Integrates with nature

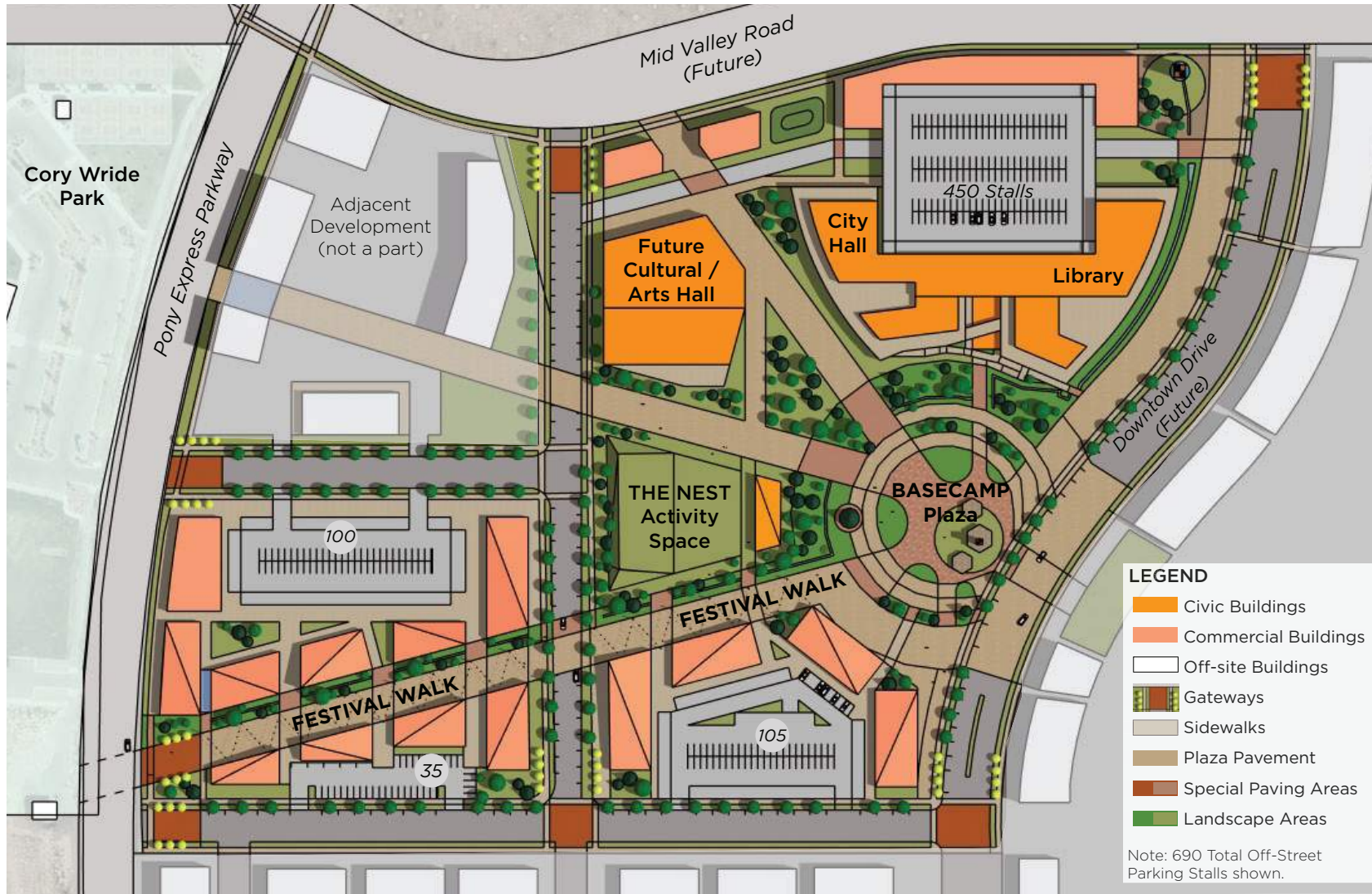
The Eagle Mountain downtown will play an important role in the community as a gathering place and as an extension of its citizens' homes by offering numerous services and activities such as shopping, food & beverage options, recreation, civic functions, and as a link to other off-site trails and destinations. Its form should embody a positive sense of community that symbolizes a landmark within the downtown and throughout the city.



Basecamp Concept with Adjacent Conceptual Future Developments



DOWNTOWN CONCEPT PLAN



Downtown Concept Site Plan



BASECAMP PLAZA



View of the central Basecamp Plaza with a prominent landmark and bouldering wall in the center near civic facilities

BASECAMP PLAZA

Outdoor Experience and Community Hub

- Bouldering walls at the center of the plaza acting as landmark and functional art piece
- A recreational activity space for people of varying ages and climbing levels
- Landmark as an opportunity for Eagle Mountain City branding and defining element of the downtown core
- A central destination providing additional pathways to key areas throughout the downtown resembling a hub and spokes
- Connections to nature with views oriented to the mountains and trees dispersed throughout the space
- Potential buildings oriented to the activities happening at core of plaza



Multi-Use and Flexible Spaces

- Flexible spaces for food trucks, event booths and tents, and other temporary event attractions
- Convenient access and parking for food trucks within the downtown
- Flexible gathering spaces with ample places for seating and rest
- Connections to nature with views oriented to the mountains and trees dispersed throughout the space
- Paving styles that feel natural and harmonious with the landscape





FESTIVAL WALK



View facing east of the Festival Walk that highlights a pedestrian-focused environment that connects residents to the landscape, mountain views, and local businesses.

FESTIVAL WALK

Activated Walkways and Engaging Local Businesses

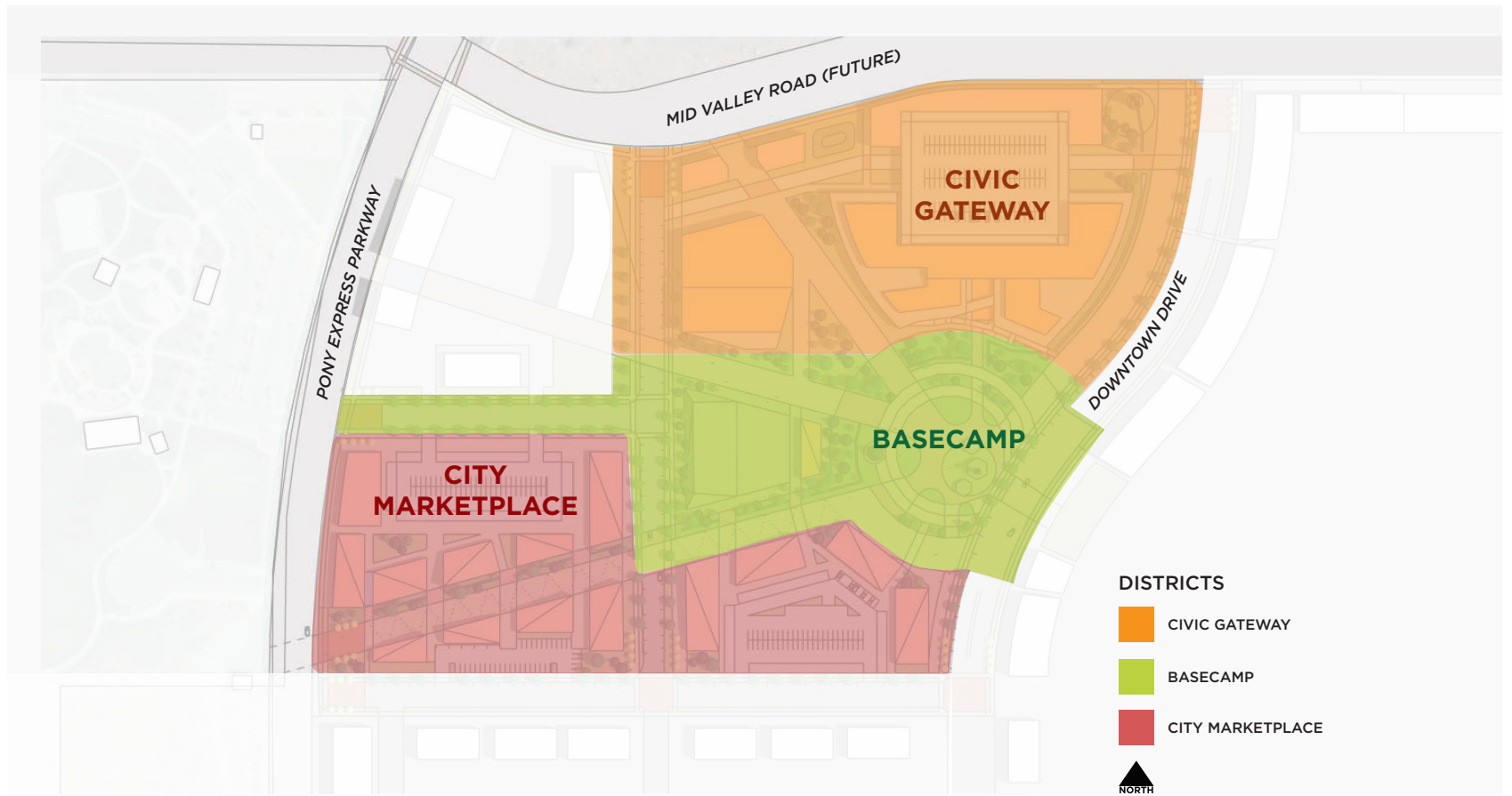
- Permanent and temporary spaces to highlight local business and drive economic interest in the area
- Festival experience within the downtown focused on pedestrian experiences and destinations along the walkway
- Visually-engaging walking paths and storefronts
- Flexible circulation zones that can accommodate temporary outdoor dining, event tents and booths, or outdoor performances at the edges
- Ambient lighting and seating throughout the the path to increase comfort and interest throughout the day and night



Connection to Nature

- Distinctive natural paving styles that further define the pedestrian-centered spaces
- Dry wash, gardens, and landscaped green belt connector along Festival Walk and throughout the downtown aimed to manage stormwater detention
- Views oriented to the mountains
- Ample areas for trees, shade, and places to sit
- Building and site furnishing materials that feel natural, timeless, and reminiscent of the surrounding landscape





DOWNTOWN FRAMEWORK

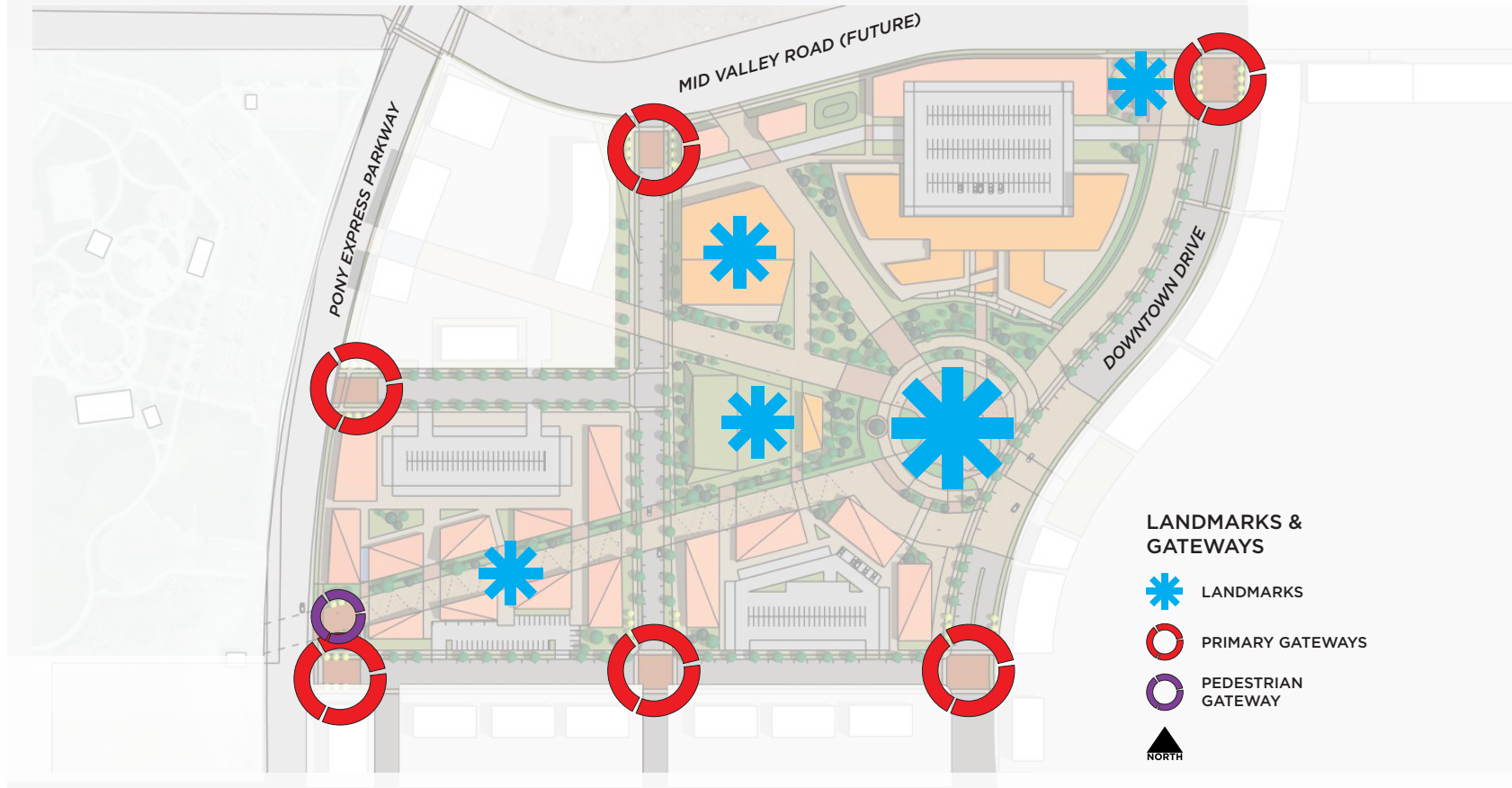
DOWNTOWN DISTRICTS

The Downtown Plan has three unique districts that serve the residents and visitors in unique ways.

Civic Gateway—area to the north that consists of city hall and library (likely combined), future arts & event center, and other public facilities.

Basecamp District – the outdoor amenity area including the Basecamp Plaza and The Nest activity and events outdoor gathering space.

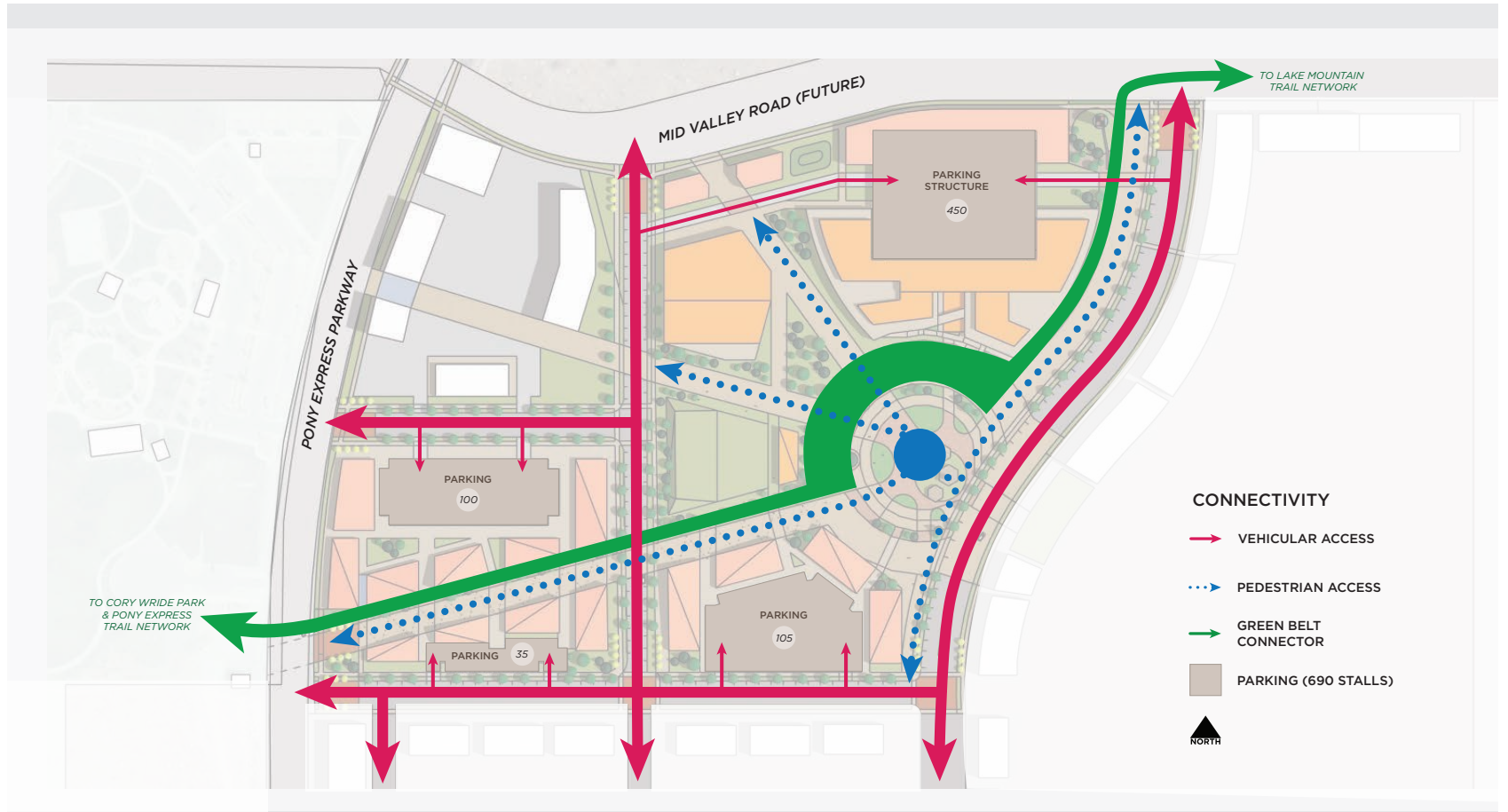
City Marketplace—a walkable, local-focused experiential outdoor shopping district developed along a pedestrian boulevard known as the Festival Walk.



GATEWAYS AND LANDMARKS

Gateways act as indicators that a person is entering a new space. For the Downtown Plan, these gateways act as welcoming thresholds to the public who are coming to shop, visit city hall, or attend a hosted event. Gateway indicators will include signage to welcome and orient visitors, as well as material and paving changes that give the space a unique character that is apart from the surrounding area.

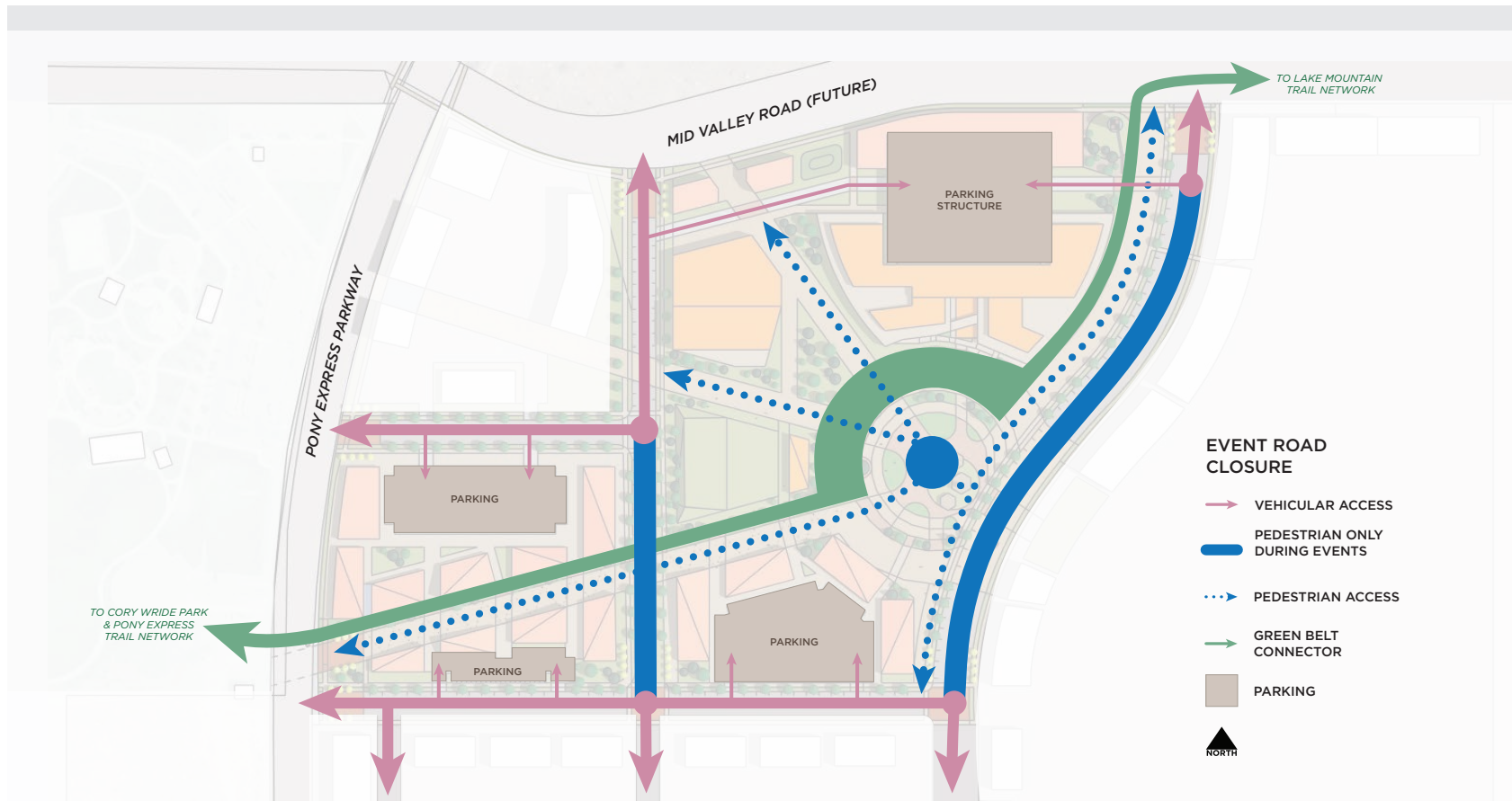
Landmarks provide unique, recognizable features that aid navigation and create gathering spaces like The Nest or Basecamp Plaza. Strategically placing them throughout the site will enhance wayfinding and make downtown Eagle Mountain a memorable place to gather.



CIRCULATION

A layered transportation network prioritizes circulation within downtown, seamlessly connecting various modes of travel both today and in the future. The street grid is designed to integrate with the surrounding context while prioritizing pedestrians at the downtown core. Additionally, a regional trail system facilitates walking and biking citywide, while a planned circulator loop will support future micromobility options for convenient downtown travel.

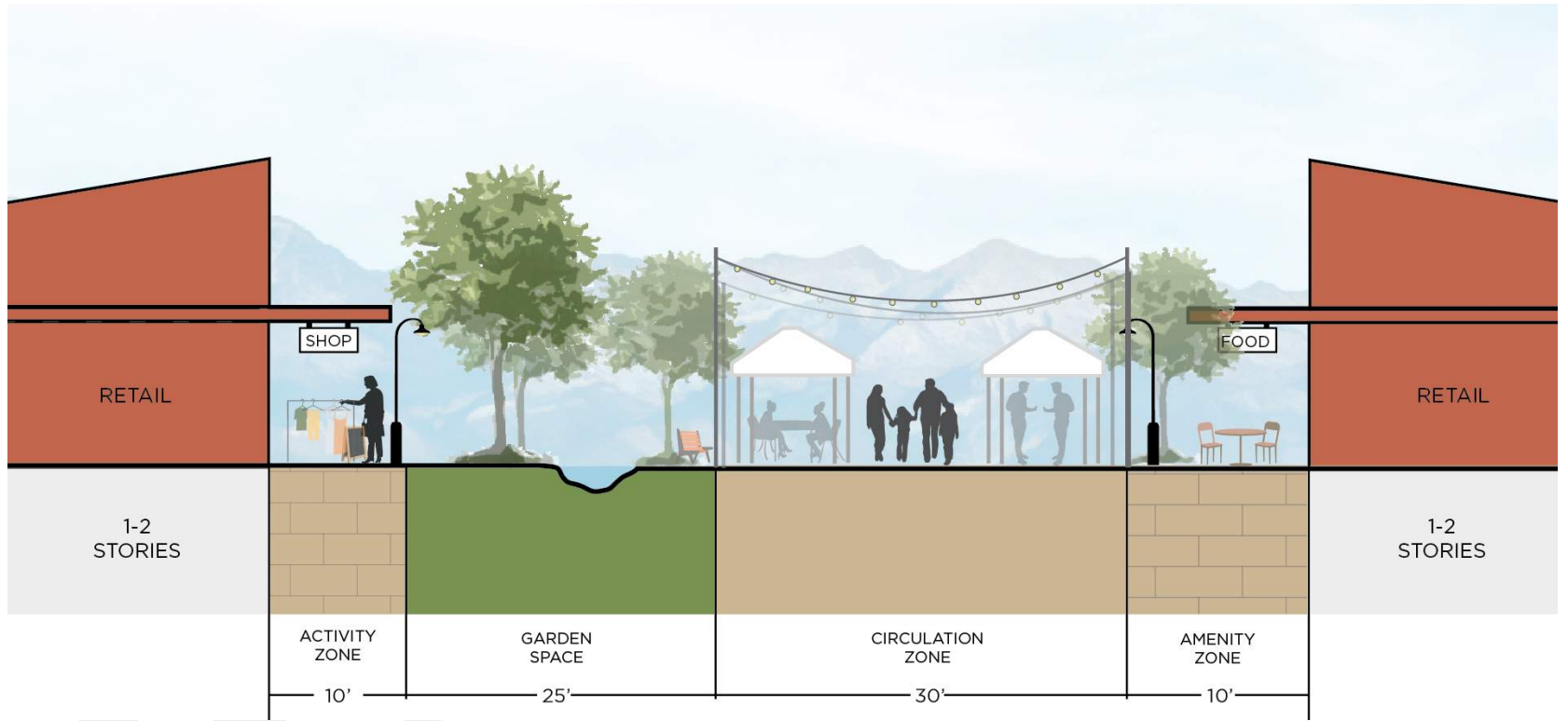
Parking is strategically placed at the downtown perimeter, allowing drivers to access designated areas before transitioning to pedestrian-friendly pathways. Multiple access points ensure easy vehicular connections to adjacent neighborhoods. This ‘park once’ approach encourages exploring downtown on foot or by bike, reinforcing a people-first atmosphere in the heart of the development.



TEMPORARY EVENT STREET CLOSURES

A carefully planned street grid forms the foundation of circulation in the new Eagle Mountain downtown. This network integrates the regional trail system for walking and biking, along with a planned circulator loop for future micromobility options, ensuring convenient movement throughout the core. The grid also allows for closing two roadways during large events, enhancing the pedestrian experience while maintaining essential access.

Parking is strategically placed at the downtown perimeter, remaining accessible even during event closures. Two access points to all major parking areas ensure the “park once” approach functions seamlessly, supporting pedestrian-oriented exploration. Additionally, the street network maintains access to loading zones, delivery areas, and designated routes for public safety vehicles, even when the downtown core is closed to regular traffic for special events.



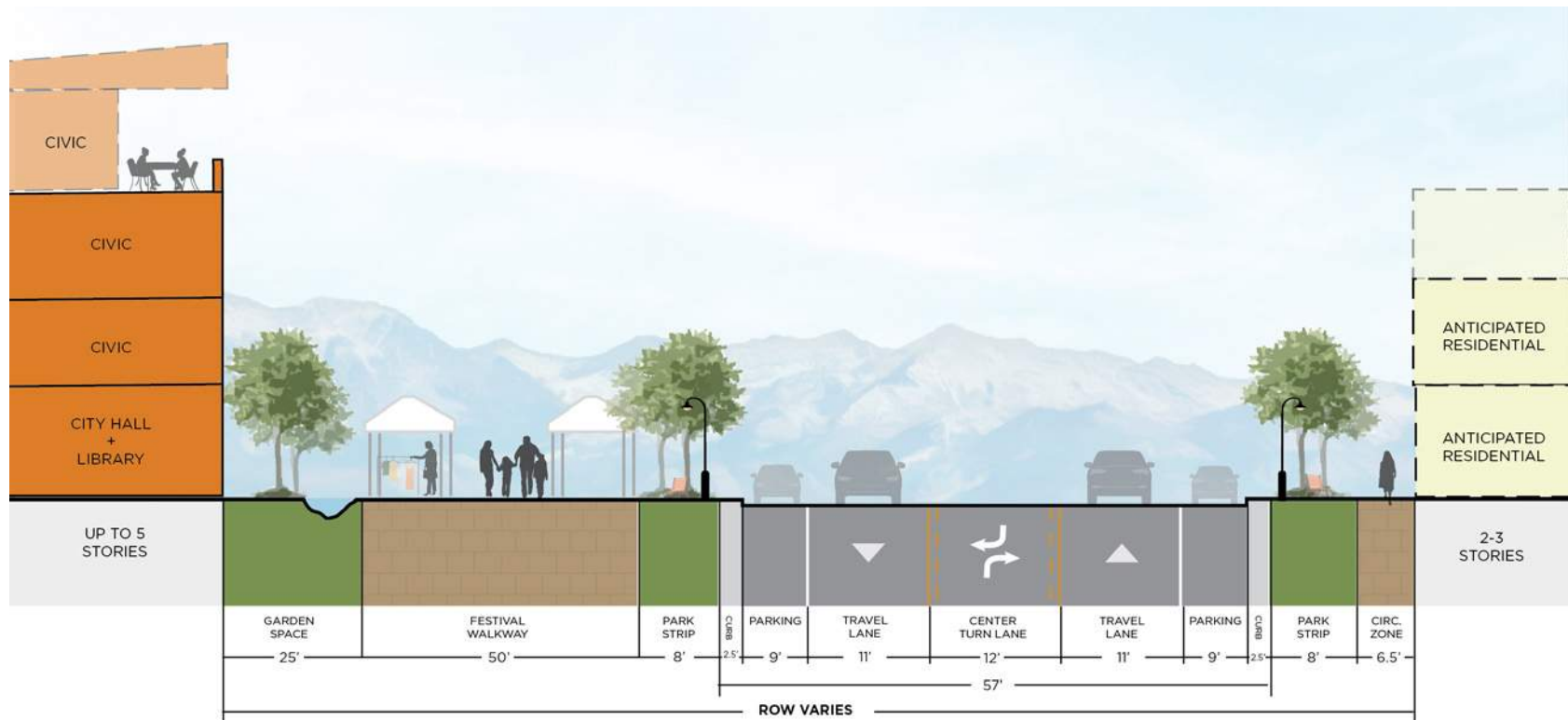
Festival Walk Cross-Section

FESTIVAL WALK

The Festival Walk is a pedestrian-focused space lined with one- to two-story buildings housing local businesses. Both activity and circulation zones feature temporary and permanent amenities, including event tents, seating, activated restaurant patios, and store displays that add visual interest for pedestrians. Visitors can stroll comfortably beneath string lighting, take in mountain views, and engage with the landscape and gardens, enhancing their connection to nature.



Downtown Key Plan



Downtown Drive Cross-Section



Downtown Key Plan

DOWNTOWN DRIVE

Downtown Drive serves as a key entry route on the eastern edge of the Civic Center. To the west, it is lined with low- to mid-rise civic buildings and a festival gateway walk, while anticipated two- to three-story residential developments are to the east. This corridor supports significant vehicular movement and offers potential for on-street parking. To ensure adequate parking availability, a parking study, along with a Market and Retail Feasibility Study, is recommended in coordination with adjacent developments.



DOWNTOWN ACTIVATION

Downtown activation is essential for fostering community identity, driving economic growth, and enhancing quality of life for residents of all ages, abilities, and interests. Encouraging activation requires the right blend of temporary and permanent infrastructure and equipment. Successful downtowns offer various experiences that cater to human needs and desires, encouraging people to linger and interact. Basecamp Plaza, The Nest, and Festival Walk create a network of dynamic spaces that transition seamlessly between seasons, offering something for everyone.

Drawing on the principles shared by Jan Gehl in his seminal book, *Cities for People*, the following principles have been developed into this Downtown Plan to create an active downtown year-round for Eagle Mountain:

Diversity of experiences: offering a range of activities for all ages and interests, from concerts and markets to ice skating and sledding.

Comfort and delight: providing ample shade, comfortable seating, fire pits, and windbreaks to ensure a pleasant experience for all users.

Human scale: creating spaces that are inviting and comfortable for people and groups of all sizes to gather and interact.

Year-round activation: ensuring that the downtown remains a vibrant destination throughout the year, offering a variety of activities for all seasons.

Social interaction: fostering community engagement and a sense of belonging through events and activities that bring people together.

By incorporating these principles, the network of downtown gathering spaces will become an authentic, experiential downtown environment and community asset for all residents and visitors alike.

The downtown area should be flexible especially during the busy times of the year for events and other celebrations. Over 300 event tents (10'x10') can be accommodated along Festival Walk, Basecamp Plaza, and the Festival Gateway Walk. Over ten food trucks can utilize the plaza space further activating the space, enhancing the presence of local vendors, and increasing the capacity for food services during large events.



Proposed Areas for Booths and Food Trucks for Temporary Events



SUMMERTIME ACTIVATION

Downtown activation is essential for creating a thriving community, especially during the warmer months. Eagle Mountain experiences a long, hot summer, with strong winds and long days. Thoughtful design of outdoor gathering spaces including The Nest, Festival Walk, and Basecamp Plaza plays a vital role by offering a variety of activities and amenities. The incorporation of deciduous trees, shade structures, buildings for enclosure and comfortable varieties of permanent and temporary seating will ensure an enjoyable space for everyone.

In the summer, The Nest and Festival Walk will come alive with concerts, markets, and outdoor games, while Basecamp Plaza will feature bouldering, food trucks, and other temporary events and activities. It is recommended that the city may consider the addition of temporary water features for residents to enjoy and cool off during the peak heat of summer.



WINTERTIME ACTIVATION

Downtown activation is vital for fostering a vibrant community—especially during colder months—if the downtown is to remain active and support local businesses. The intent is to create a variety of activities to keep downtown active and lively year-round with a mix of permanent and temporary uses. By creating inviting spaces like ‘The Nest’ with features such as outdoor lighting, fireplaces, and wind protection, ample opportunities for winter season activities can encourage residents to visit downtown and patronize businesses year-round.

‘The Nest’ will transform into a winter wonderland, offering ice skating, sledding, and winter markets, creating a unique and enjoyable experience for residents and visitors alike, even in the face of cooler temperatures and shorter days. Eagle Mountain has the opportunity to collaborate with the state on creating an Olympic legacy and participation space that would tie the residents into the spirit of the forthcoming 2034 Winter Olympics.



ARCHITECTURAL AND STREETScape DESIGN GUIDELINES

05



DOWNTOWN IDENTITY

OUTDOOR EXPERIENCE • FAMILY-ORIENTED • SMALL-TOWN • RUSTIC • TIMELESS



BRANDING AND AESTHETICS

The Downtown should have a consistent brand and aesthetic that identifies it as a distinctive destination. This branding should highlight the unique attributes of Eagle Mountain and emphasize the City’s “Ascend Together” slogan. Natural, aesthetic elements such as trees (wood), creeks (water), and mountains (stone) should be present. These themes should be repeated throughout the civic center in its public spaces, streetscapes, architecture, and in wayfinding, and could also be incorporated in the village centers identified in the City’s General Plan as well.



ARCHITECTURAL BUILDING DESIGN

BUILDING FORM

Height

Height is often the physical attribute of new development that most concerns existing residents, especially when world-class view corridors of pristine mountains and valleys are at stake. For this reason, the height of new buildings should be carefully planned to avoid obstructing these views.

Scale

While related to height, scale pertains more to the feeling of being in a place, especially as a pedestrian. Buildings may be large and tall but can have a “human scale” if the ground floor isn’t too tall, uses setbacks to frame the street, and creates a comfortable space relative to a person’s height. Scale can also be enhanced by varying shapes and sizes of vegetation, like trees and shrubbery. Ideally, the scale throughout the Downtown districts should never make people in open spaces feel overwhelmed or out of place. The key to creating a unified feeling between the different scales in the area is to break down building scale through the clustering of buildings and spaces.

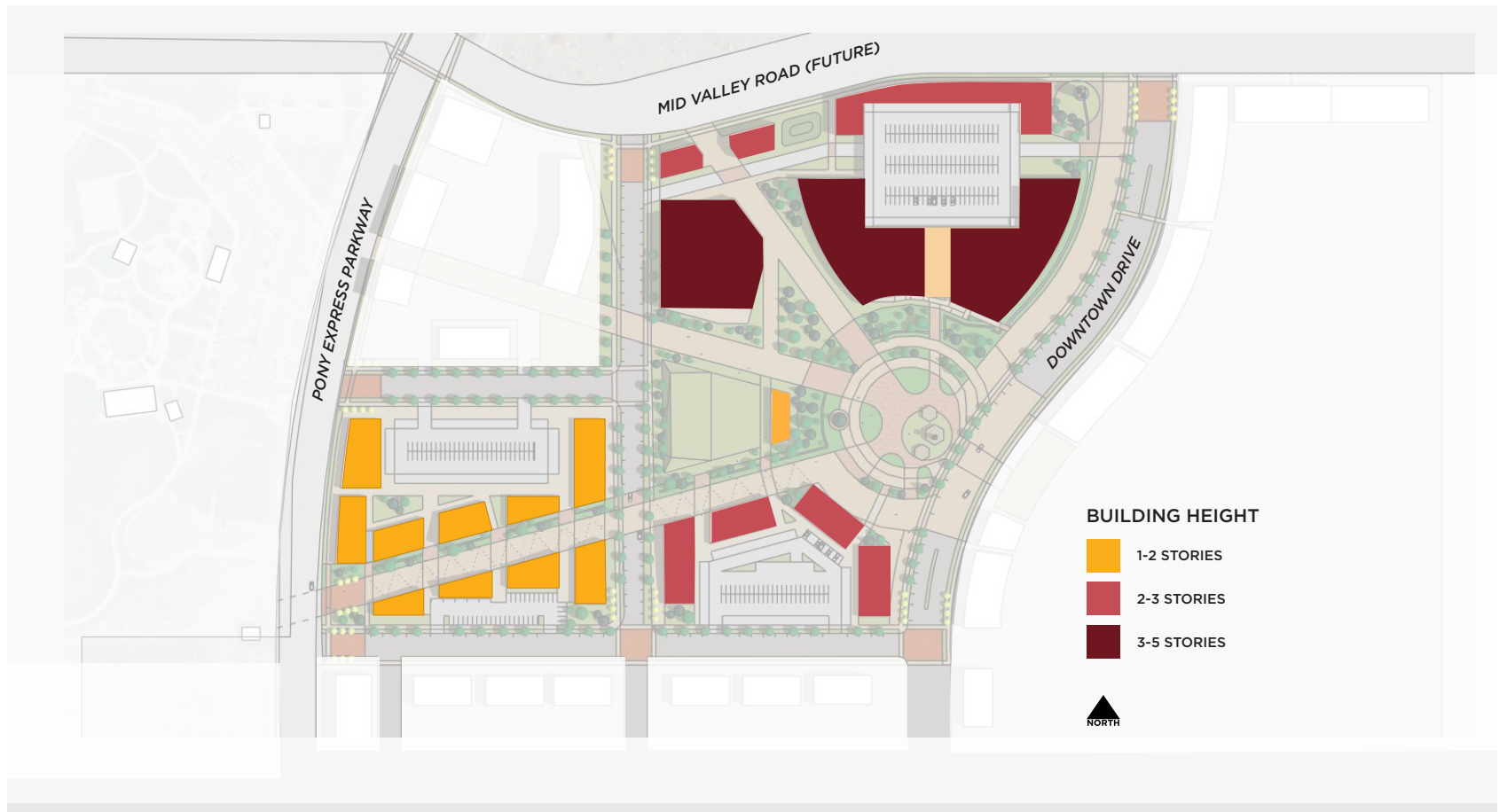
Mass

Mass refers to the volume of buildings. Similar to height, buildings may have a large mass but can use strategies to obscure their true size. Deliberately articulating the ground floor facade’s dimensions will be key in achieving the right scale. Amending the current code will help facilitate the use of thoughtfully placed windows, visible stories, cornices, and entry features to achieve this goal.



Width

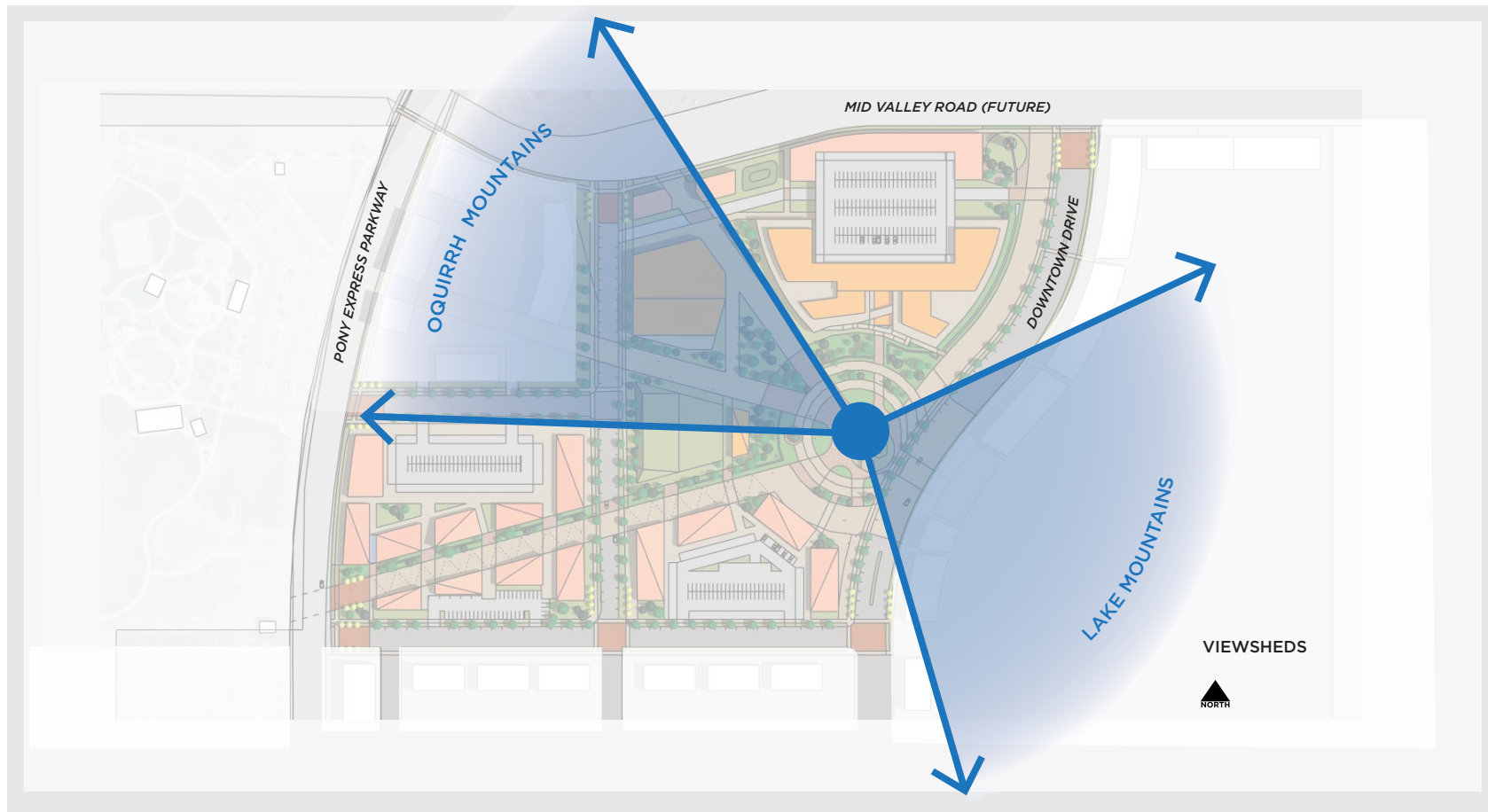
Spaces, whether streets, sidewalks, or plazas, can be too wide or not wide enough to support a vibrant public realm. Streets that are too wide can be difficult and dangerous to cross, while plazas that are too large never feel fully activated, even with many people. Conversely, narrow plazas and sidewalks can make it difficult for people to stop and gather, as they feel cramped. Building widths will be encouraged to break up visually in a vertical fashion, creating the impression of an organic series of smaller buildings or developments. This approach supports a more active pedestrian realm than long, monotonous buildings.



BUILDING HEIGHTS

Thoughtful consideration of building heights is essential to maintaining an open, inviting atmosphere while preserving key views of the landscape. Strategic locations, height transitions, and step-backs can help prevent obstructions and ensure that new development enhances rather than overwhelms the surrounding landscape and community character.

Buildings between three to five stories are reserved for specific civic uses and at key locations within the downtown core and north edge. All other buildings to the west are recommended to be between two to three stories.



ORIENTATION & VIEWS

Building orientation in the downtown plays a crucial role in maximizing natural light, enhancing the pedestrian experience, and framing key views—especially to the mountains. Thoughtful design ensures that buildings are positioned to preserve and highlight scenic views to the Lake Mountains and Flat Top Mountains, creating a strong visual connection between

the built environment and the natural landscape. Prioritizing mountain views in site planning, street layouts, and building heights helps maintain a unique connection to the surrounding environment.

ARCHITECTURAL MATERIALS

To cultivate a truly rustic downtown experience that reflects Eagle Mountain's heritage, material selection is paramount. Drawing inspiration from the historic Simpson Springs Station along the Pony Express route, the plan emphasizes the use of durable, natural materials. Rough-hewn timber evokes the spirit of early settlements and log cabins, while weathering steel (sometimes known as COR-TEN) adds a contemporary yet rustic touch, recalling the weathered appearance of the historic buildings' metalwork aging over time. Brick masonry, a timeless material, provides a sense of permanence and solidity, reminiscent of early settlements in Cedar Valley and throughout Utah. Finally, the incorporation of natural stone, sourced locally whenever possible, grounds the downtown in the surrounding landscape, creating a harmonious and authentic connection to the region's unique character.

The specific materials pallet is intended to emphasize the following principles in the downtown:

Authenticity: emphasizes the connection to the region's history.

Rustic Aesthetic: focuses on materials that evoke a sense of age, craftsmanship, and natural beauty.

Placemaking: connects the material choices to the local environment and the desire to create a unique downtown identity.

Variety: includes a range of materials to add visual interest and depth.

Durability: materials have been selected for regional availability and durability in Eagle Mountain's climate to reduce maintenance and replacement.



Timber Reference Image



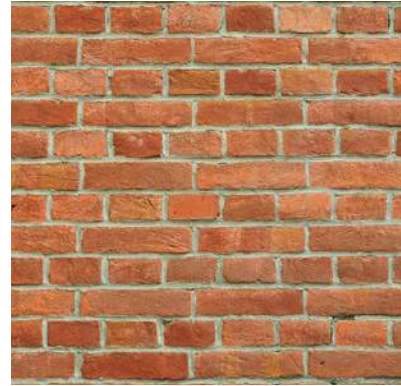
Stone and Brick Masonry Reference Images



Simpson Springs, Eagle Mountain

Masonry

Brick masonry provides a sense of permanence and solidity and should be one of the primary building facade materials throughout the downtown. As a natural material, its warm tones and textured surface add visual interest and handcrafted charm. Colors should be focused on reds, browns, and tan shades with minimal use of extremely dark or light shades. Varied use of bonding, stack orientation, and face treatment to the brick should be limited to provide a simple, consistent, and highly durable material throughout the downtown.



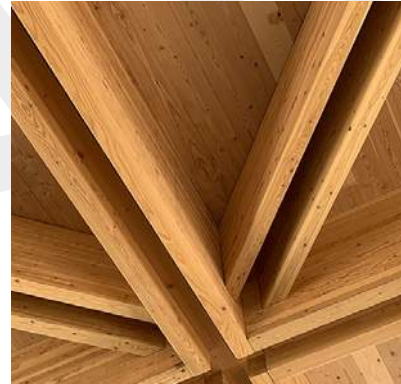
Masonry



Natural Stone Veneer

Natural Stone Veneer

Sourced locally whenever possible, natural stone grounds the downtown in the surrounding landscape, creating a connection to the region's unique character. It is intended as an accent or exterior material for the facade when appropriate. It evokes a sense of permanence and solidity, reminiscent of the natural environment that has shaped Eagle Mountain. Colors should focus on tan and brown shades, with red tones used sparingly as accents. Natural stone veneer is highly preferred over cultured stone, which should be permitted only on a case-by-case basis as approved by the City.



Rough-Hewn Timber



Painted, powder-coated, or weathering steel (dark brown color)

Rough-Hewn Timber

Reminiscent of early settlements and log cabins, rough-hewn timber brings a rustic warmth and authenticity to the downtown. Expressed primarily as building structure it will accentuate building facades, canopies, and overhangs. Its natural irregularities and variations in texture create a unique and inviting atmosphere and are encouraged to carry the rustic feel. Mass timber and cross-laminated timber are also encouraged as primary building structure or finish material.

Metal Panel and Weathering Steel

COR-TEN or weathering steel adds a contemporary yet rustic touch, recalling the weathered appearance of the historic buildings' metalwork over time. Its warm, earthy tones and ever-changing patina contribute to the overall rustic aesthetic, while also being a durable material with limited maintenance needs.



GROUND FLOOR ACTIVATION

SIDEWALK & ENVIRONMENT

Activity & Building Frontage

Activity zones will be primarily used for walking, dining, and shopping. There should be high visibility and transparency into storefronts. Retail stores should have beautiful and interesting displays that cause people to stop and look.

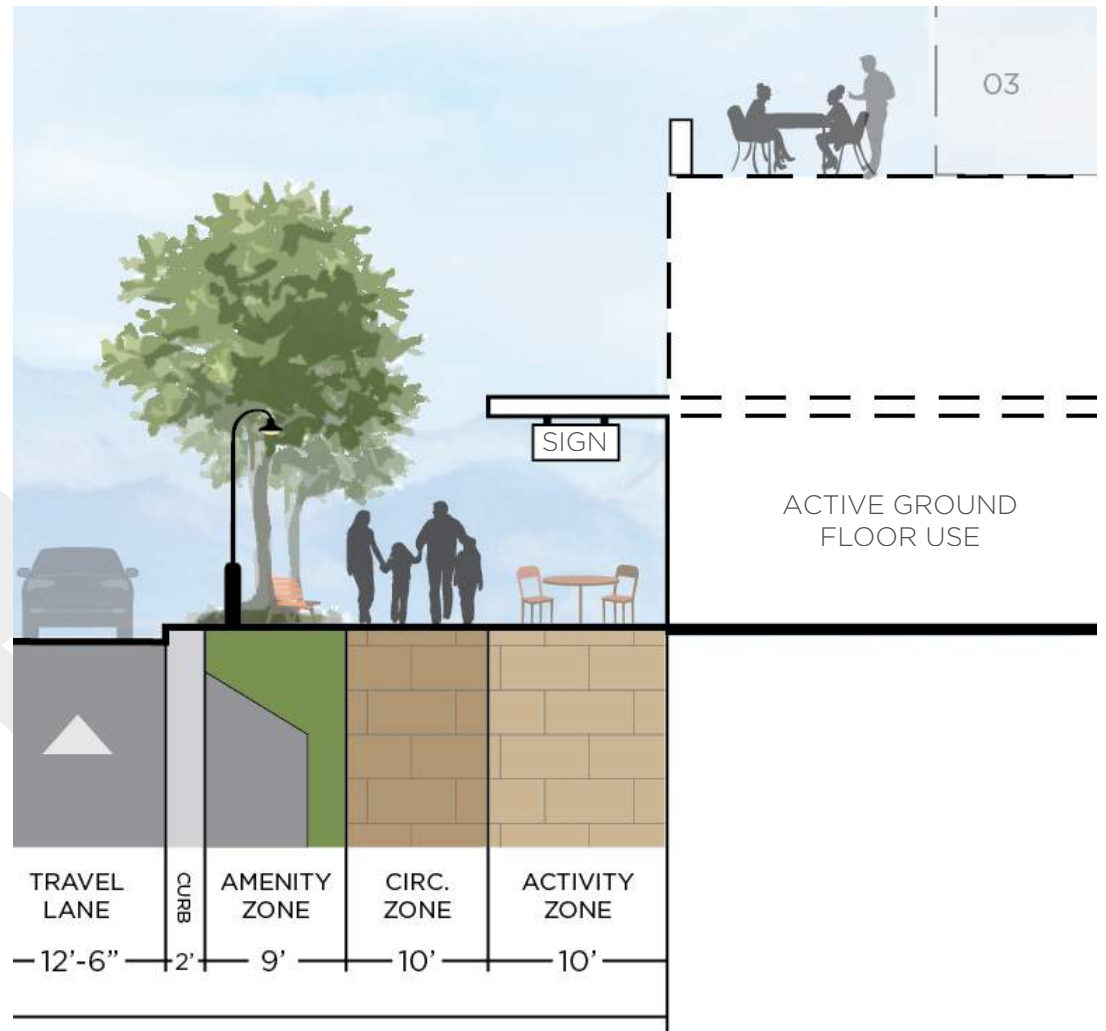
Building stepbacks may be considered for balcony dining/seating and mitigate the size of taller buildings on the pedestrian level. Activity on the upper level stepback is encouraged.

Circulation

Sidewalks should be present on every street in the Downtown. Pathways should remain clear of obstacles for ease and accessibility. Crosswalks will be available at every intersection.

Amenity

Amenity zones will have an abundance of trees and landscape, benches, public art, trash receptacles, unique lighting, on-street parking, and other street furniture to make the spaces inviting.



General Street Cross-Section

GATEWAY & SIGNAGE

The design and materials of all signage should reflect the desired rustic, family-friendly aesthetic, creating a cohesive and inviting atmosphere. Signage forms the first impression for visitors and helps establish downtown's identity, reinforcing its placemaking goals. This requires careful consideration of materials, colors, and fonts that complement the downtown's overall character. Consistency with the City's 2024 Branding Guide is essential, as is alignment with existing design elements, such as those at Cory Wride Memorial Park. To maintain uniformity throughout downtown, a comprehensive Signage & Wayfinding Master Plan is recommended once the Downtown Plan implementation begins.

Gateway Signage

Gateway signage will play a crucial role in welcoming visitors to the downtown and establishing a strong sense of arrival. These prominent signs should celebrate the unique rustic character of Eagle Mountain Downtown and guide visitors towards key entry points. Signage should be oriented for people driving, walking, and biking.

Arrival and Confirmation Signage

Arrival signage at key destinations will provide confirmation ensuring that visitors feel oriented within the downtown environment and should be focused on people walking. Signage at key landmarks such as The Nest, Festival Walk, and Basecamp Plaza should be consistent but unique for these important landmarks. Blade signs are recommended throughout the Festival Walk to enhance the character and navigability of this distinct district within the downtown.



Signage and Wayfinding Examples

Wayfinding

Wayfinding signage will be essential for seamless navigation throughout the downtown, directing visitors to various landmarks, destinations, and points of interest. Clear and intuitive signage will ensure that visitors can easily find their way, enhancing their overall experience.



SITE FURNISHINGS

STREET FURNITURE

Street furniture like bistro table sets with movable chairs provide the infrastructure for lively activity and can accommodate larger groups. These can be set out near office buildings so people can come out and enjoy their breakfast or lunch outdoors year-round. They can function as meeting spots, work stations, and more. To tie in with the modern feel of the benches, stainless steel or metal materials are recommended and will be more durable in weather rain or snow. The City should also create a strategy for taking in the street furniture at night or using a tasteful solution to chain it together to prevent theft.

SEAT WALLS

Seat walls are multifunctional design elements that provide both seating and structural benefits in a downtown space. They define areas, create gathering spots, and enhance aesthetics. By incorporating durable materials and thoughtful placement, they contribute to a welcoming and functional built environment. Wood, stone, or concrete materials can further emphasize the design and its connection to nature.



Outdoor Table and Chair Set Example



Stone Seatwall Example



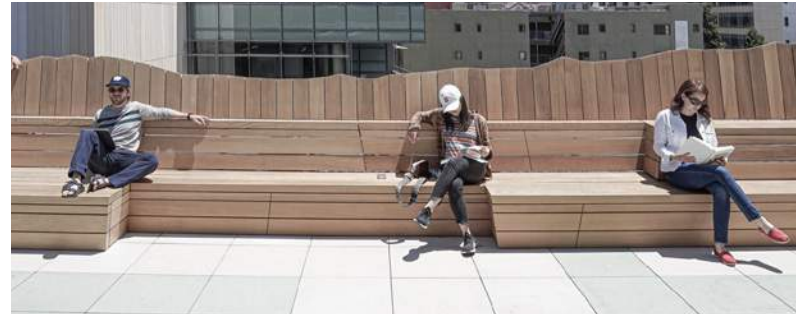
Integrated Seatwall Examples

BENCHES

Great spaces provide excellent places for people to pause and relax. Benches in the City Center will be in areas where people might naturally wait or sit to enjoy the outdoors. The look and feel of these public realm amenities will reflect and reinforce the overall identity of the Downtown as a place that connects with nature. Steel, durable benches with a simple design are recommended. This material can stand up against the elements especially in Utah's four-season climate. Wood accents can tie in the character of the area and can be added to create more warmth and comfort during cold weather. These bench styles draw on the connected by nature character of the City, while the more modern metallic elements make them feel contemporary.

BIKE RACKS & REPAIR STATIONS

Transportation infrastructure such as bike racks can go a long way in encouraging and making it possible for people to realistically use this alternative form of transportation. Furthermore, the design and shape of bike racks are flexible enough that they can further translate Eagle Mountains brand and identity. The shapes can take on an organic or adventurous spirit and add vibrancy to the streetscape. For added functionality, bike repair stations should be located in strategic areas near destinations and by bike parking.



Multi-level Seating Example



Bench Seating Examples



Bike Racks Example and Repair Stations



Bollard Examples

BOLLARDS

Bollards are recommended in key parts of the downtown where there might be conflict between drivers and pedestrians. These can be used at key locations where separating modes of transportation is needed. Clean, stainless steel bollards evoke a contemporary feeling, while also being easy to install and be removed if needed. In addition to metal bollards, geometric-shaped stone bollards and barriers can provide a similar effect.



Trash and Recycling Receptacle Examples

TRASH & RECYCLING RECEPTACLES

Trash cans and recycle bins are a necessary part of any clean, vibrant public space. Beyond their utility, they can be an opportunity to promote the City’s brand even further. This might be through the use of similar natural materials like wood, or it might incorporate the City’s logo and slogan.



Landmarks that are multi-functional and visually unique



Functional and interactive art amenities



Example of engaging public art with cooling features

PUBLIC & COMMUNITY ART

Public art and placemaking are essential to a vibrant downtown, creating identity, fostering community, and enhancing public spaces. Art installations, murals, interactive features, and multi-functional amenities can help distinguish between areas within the downtown and transform areas into cultural landmarks, encouraging social interaction from all different ages. Placemaking elements create ideal photo spots for social media, attracting visitors and residents, further promoting the downtown spaces.

Art within the Civic Center should work cohesively with the City’s Branding Guide from 2024 and provide opportunities to collaborate with local artists, making public spaces more dynamic and unique to Eagle Mountain.

LIGHTING

STREET LIGHTS AND LAMPS

Having consistent street and plaza lighting is important to create the sense of a coherent downtown. Lighting can often unify an area across several blocks and signify that you are in a particular district or part of the City. Drawing on the theme of classic and natural, lamps that are Dark Sky-friendly should be considered. In certain areas, full cutoff or lights that have zero light distribution above an angle of 90 degrees above nadir (sun angle), should be used. As the Downtown becomes a place for people to gather on summer evenings, providing safe well-lit spaces, while preserving the ability to see the stars can create a unique public space.

Lamps that have the ability to have two heads attached will be helpful for illuminating foot paths that may be crossing or intersecting. They can also provide broader more vertical light projection to plazas and terraces so people can see each other at night. A warm light tone of 3000 to 3500 Kelvin is recommended for bulbs or LEDs. Smaller areas can benefit from lamp styles that can also stand alone. It is recommended to use a modern, simple style of lamp that blends well with natural elements like landscaping and trees, but also that correspond with increased development of taller buildings.

The style should also allow the City to attach signage to lamp posts about upcoming local events or branding that announces the City Center area.



Lamp lighting examples



Catenary Lighting Example

FESTIVAL WALK & STREET FESTOON LIGHTING

Overhead festoon lighting is recommended for the Festival Street and Festival Walk. Not only will this create a photo moment to share on social media, but it will also visually cue visitors that they are at the hub of activity. The lighting overhead will provide adequate lighting along the festival area. The same lines of lighting can incorporate seasonal art or signage overhead for more visual interest.



Catenary lights over a festival street

LANDSCAPING

TREES

Street Trees

Street trees create a lush overhead experience that protects pedestrians and defines roads and pathways. They increase comfort in outdoor spaces encouraging pedestrian activity and decreasing the heat-island effect. These trees should be pruned up to provide a tall canopy and clear visibility. Special care to species selection is necessary to select trees with strong dense limbs that avoid breakage commonly seen in faster growing weak trees.

Large Park Trees

Park trees are crucial to the definition and enjoyment of park spaces. These trees provide the necessary shade and cooling on hot sunny days. These same trees drop their leaves in the colder months opening these spaces up to the warming sun. Such trees as sycamores, lindens and oaks could be considered.

Small Ornamental Trees

Ornamental trees tend to be smaller and more showy, their seasonal blooms and bright fall foliage colors create interest for pedestrians and park users at different times of the year. A number of native and low-water use trees are available and include redbuds and maples.





Native flower garden



Pink muhly grass



Water-wise landscape



Dry stream bed planting



Dry stream bed planting with large rocks

PLANTINGS

Native Shrubs and Perennials

Native shrubs and perennials will tie the flora of surrounding foothills, grasslands and washes to the Downtown. Smart native low water use planting solutions require fewer natural resources to maintain and help create an identity of place. These plants could include sages, serviceberry, yarrows and penstemons.

Dry Stream Bed and Water Feature

Planted streambeds enhance the natural beauty of an area. Healthy streambeds with lots of vegetation can help slow down floodwaters, reducing the risk of damage to property and infrastructure. Appropriate selected plants act as natural filters, absorbing pollutants and excess nutrients from runoff before they reach the stream. This helps keep the water clean and healthy for wildlife. These plants help water soak into the ground, replenishing groundwater supplies that are essential for many ecosystems and human uses.



Ornamental Grasses

Grasses provide a timeless natural look that pairs well with traditional and contemporary architectural styles. A selection of water-wise grasses provide year-round interest when they are kept long during the winter and cut back in early spring. Grasses like regal mist and Karl Foerster should be considered.

Ground Covers

Native ground covers will provide several vital functions to the overall landscape. Their root systems help stabilize soil and prevent erosion, especially on slopes. They can outcompete weeds, reducing the need for herbicides and manual weeding. Native plants are adapted to the specific climate and soil conditions of your region, making them vital for supporting local insects, birds, and other wildlife

Mulches

Stone mulch can effectively suppress weed growth by creating a barrier that prevents weed seeds from germinating. Unlike organic mulches that decompose and need replenishing, stone mulch is very durable and can last for many years with minimal upkeep. It is less attractive to pests like insects and rodents compared to organic mulches. Local sources of stone mulch should be given priority as they will allow the creation of unique and visually appealing landscape that tie to the surrounding native landscapes.



Ornamental Grasses



Small sandstone chips mulch



Standstone chips mulch



Ground cover



Medium standstone chips mulch



TREE GRATES AND GUARDS

Tree grates and tree guards are essential elements in plazas and streetscapes, offering a range of benefits that contribute to the health and aesthetics of these public spaces.

Tree grates act as a physical barrier, preventing people from walking or driving over the tree's root system, which can cause damage and hinder growth. They add a decorative touch to the landscape and can be customized to complement the design of the plaza. They create a safer environment for pedestrians by preventing them from tripping over exposed roots.



In addition, they can improve drainage in areas prone to waterlogging, ensuring the tree's roots remain healthy.

Tree guards shield the tree trunk from damage caused by vandalism, vehicles, and accidental impacts. They can provide support for young trees as they establish themselves. Tree guards can be designed to enhance the visual appeal of the tree and its surroundings.



PAVEMENT AND PAVING

Natural elements should be incorporated into pavement materiality. Textures, colors, and form should embody the natural environment that surrounds Eagle Mountain.

Colored Concrete

For durability, longevity and ease of maintenance, concrete should be used as the main pavement for pedestrian areas. Colored concrete can be used in other accent areas like crosswalks and gathering areas to add artistic flair and to promote safety.

Pavers

Concrete unit pavers can be used as accents in plazas and on sidewalks. They can be set on a sand bed, with a 4” concrete sacrificial slab beneath to prevent differential settling, protecting them against freeze-thaw cycles of subsurface moisture and changes in soil pressures and bearing capacities.

Crushed Aggregate (Decomposed Granite)

Crushed aggregate is a popular choice for plazas due to its unique blend of aesthetic appeal, affordability, and environmental benefits. It offers a natural, rustic look that complements various architectural styles and landscapes. It comes in a range of earthy tones, creating a visually pleasing surface. It is a more budget-friendly option for plaza construction. It allows water to filter into the ground, reducing runoff and erosion and reflects less heat than paved surfaces, making it more comfortable to walk on during hot days.



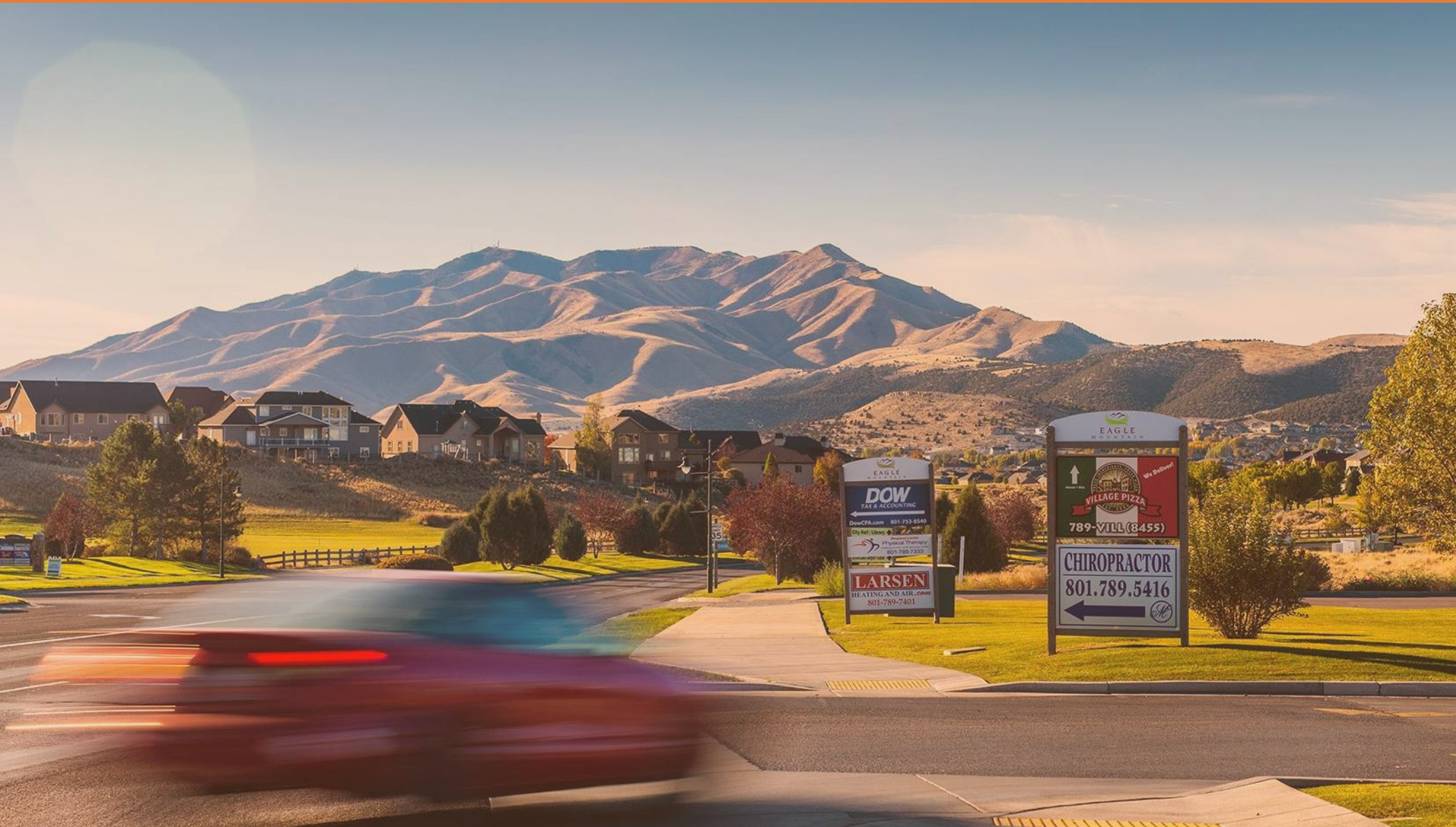
Colored Concrete



Concrete unit pavers



Pavers and Crushed Aggregate



TRANSPORTATION

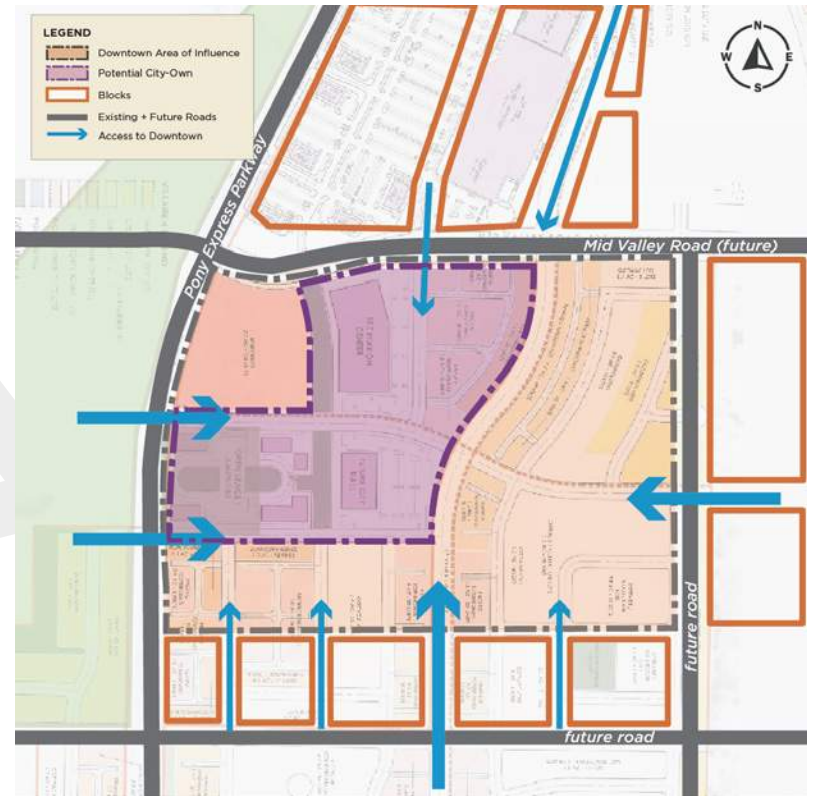
06



SITE ACCESS

Access into the downtown area will primarily be from Pony Express Parkway and the future extension of Mid Valley Road. To create ease of movement for ingress and egress into the downtown, connections have been identified on all four sides of the downtown area as shown at right. While plans by private development are still being finalized at the time of the Downtown Plan adoption, the connections implied in the framework diagram to the right are intended to be aligned as implementation of development occurs for mutually beneficial outcomes between the downtown and adjacent, supportive development.

A layered transportation network for people driving, walking, or biking is intended to link the City Center with surrounding neighborhoods and future blocks adjacent developments around it. The downtown plan should prioritize seamless transportation access, ensuring that streets, pedestrian pathways, and bike lanes extend cohesively beyond the central blocks to integrate with adjacent growth areas. While no public transportation access is currently anticipated, Downtown Drive would be the logical location for future connections as downtown develops.



Site Access and Road Network Connection

PEDESTRIAN CROSSING COUNTERMEASURES EXAMPLES



Site Access and Road Network Connection



Site Access and Road Network Connection



Site Access and Road Network Connection



Site Access and Road Network Connection



Site Access and Road Network Connection

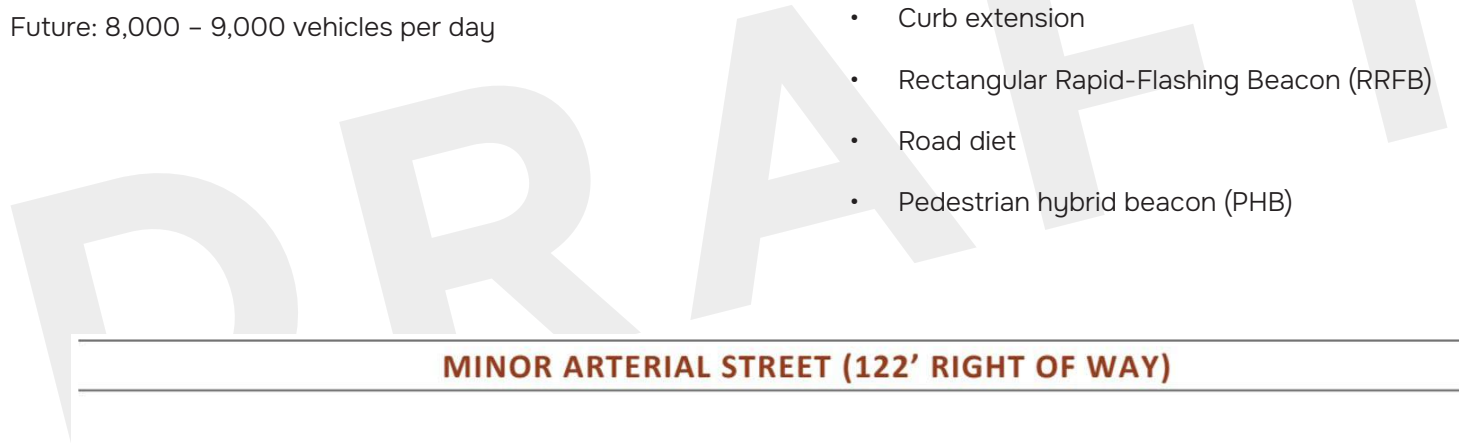


POTENTIAL MIDVALLEY ROAD PEDESTRIAN CROSSING

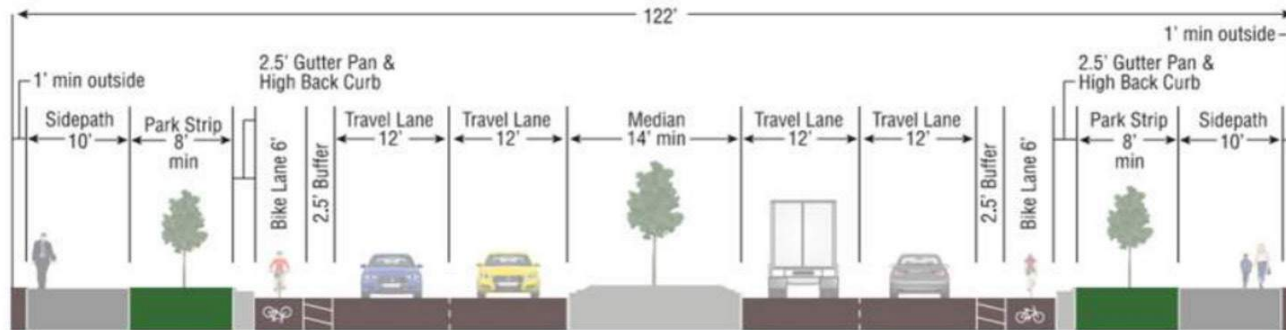
- Connection to proposed regional retail.
- Functional Classification: Future Minor Arterial
- 35 mph assumed posted speed limit (similar to other Minor Arterials)
- Four lanes with a center curbed median
- Future: 8,000 – 9,000 vehicles per day

PEDESTRIAN COUNTERMEASURES

- HAWK signal, high-visibility crosswalk markings, parking restrictions on crosswalk approach, adequate nighttime lighting levels, and crossing warning signs.
- Advance “Yield Here To (or “Stop Here For”) Pedestrians” sign and yield (or stop) line
- Curb extension
- Rectangular Rapid-Flashing Beacon (RRFB)
- Road diet
- Pedestrian hybrid beacon (PHB)



MINOR ARTERIAL STREET (122' RIGHT OF WAY)

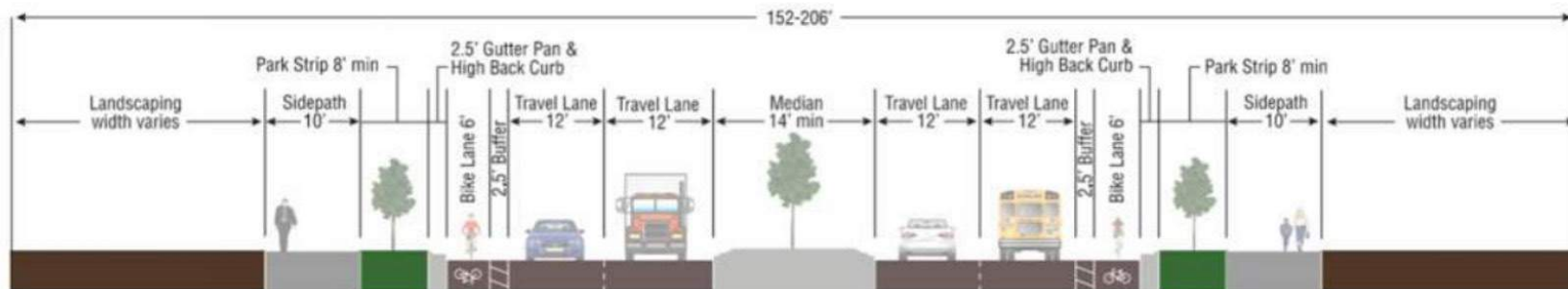


Site Access and Road Network Connection

POTENTIAL PONY EXPRESS PARKWAY PEDESTRIAN CROSSING

- Connection to Cory Wride Memorial Park, Cedar Valley High School, and Frontier Middle School
- Functional Classification: Parkway
- 2022: 22,000 vehicles per day
- Posted Speed Limit: 40 mph
- Acceptable level of service (existing)
- Future (2032): 30,000 vehicles per day
- HAWK signal, high-visibility crosswalk markings, parking restrictions on crosswalk approach, adequate nighttime lighting levels, and crossing warning signs.
- Advance “Yield Here To (or “Stop Here For”) Pedestrians” sign and yield (or stop) line
- Curb extension
- Road diet
- Pedestrian hybrid beacon (PHB)

PARKWAY (152'-206' RIGHT OF WAY)



Site Access and Road Network Connection

GRADE SEPARATED CROSSING DESIGN CONSIDERATIONS

Planning and design for a pedestrian overpass involves several key considerations to ensure safety, functionality, and integration with the surrounding context. General considerations for a potential pedestrian underpass or overpass across Pony Express Parkway or MidValley Road in Eagle Mountain is as follows.

SITE ANALYSIS

Traffic Volume and Patterns: assess current and projected traffic volumes on Pony Express Parkway to confirm necessity for the overpass.

Pedestrian Routes and Demand: identify key pedestrian routes and destinations to provide the most direct access to schools, parks, and commercial areas. When constructing a bicycle/pedestrian structure over a roadway, at-grade connections are needed between the bikeway and the adjacent roadway. The roadway represents a potential access point for pedestrians or bicyclists. Structures are less likely to be used if the user perceives the at-grade crossing to be more direct, take less time, and require less physical effort. Structures should minimize deviations from direct travel and provide access to both sides of the roadway.

Topography: evaluate the terrain to identify optimal location.



OVERPASS

Width: design the overpass to be sufficiently wide to accommodate both pedestrians and cyclists. The minimum horizontal clearance should be 10 feet, plus an additional 2-3 feet of shy distance. Wider bridges are recommended to accommodate increased pedestrian and bicyclist demand. Consider emergency and maintenance vehicle access.

Vertical Clearance: ensure the overpass meets a minimum vertical clearance of 16.5 feet over Pony Express Parkway to allow for vehicle passage below. Design the overpass to accommodate additional pavement layers over time, consistent with roadway maintenance practices.

UNDERPASS/TUNNEL

Vertical Clearance: tunnels or underpasses often require less total vertical clearance than a bridge structure over the roadway. Adjacent topography and approach elevations are important factors.

Visual Impact: tunnels and underpasses have less visual impact on the surroundings. However, a bridge can provide an opportunity for a gateway feature.

Security: tunnels and underpasses can result in security concerns if not well-utilized. A perceived or actual safety risk is introduced when bicyclists or pedestrians feel isolated and vulnerable to crime. Tunnels or bridges should not include places for people to hide out of view. Additional lighting or surveillance cameras may be necessary to improve personal security. Incorporate natural light into the tunnel design by daylighting sections where possible. Tunnel width should be approximately 1.5 times the height, with a minimum vertical clearance of 10 feet. Additional height is required if equestrian use is anticipated.

Lighting: ensure lighting in tunnels provides a basic level of illumination for users to see the paved surface ahead, identify others around them, illuminate walls and fixed objects, reduce the sense of enclosure, increase security, and discourage vandalism. Underpasses greater than 80 feet are also considered tunnels.

Drainage: tunnels and underpasses can have more drainage challenges than bridges/overpasses

Aesthetics and Integration: the design should complement the local architecture and landscape, enhancing the visual appeal of the area.

ADA Compliance: ensure the overpass is accessible to all users, including those with disabilities. This includes ramps, elevators, or other means to accommodate wheelchairs and strollers.

Signage: provide clear and informative signage to guide pedestrians.

HIGH-LEVEL COST RANGES

Pedestrian Overpass: \$5M +/-

Pedestrian Underpass: \$3M +/-

POTENTIAL PHASING

These crossing improvements will need to be phased in to accommodate for travel throughout the transition to a grade-separated crossing option.

Phase 1: Pedestrian Hybrid Beacon

Phase 2: Grade separation (bridge or underpass)



INFRASTRUCTURE AND UTILITIES

07



PROPOSED UTILITY CORRIDORS

WATER

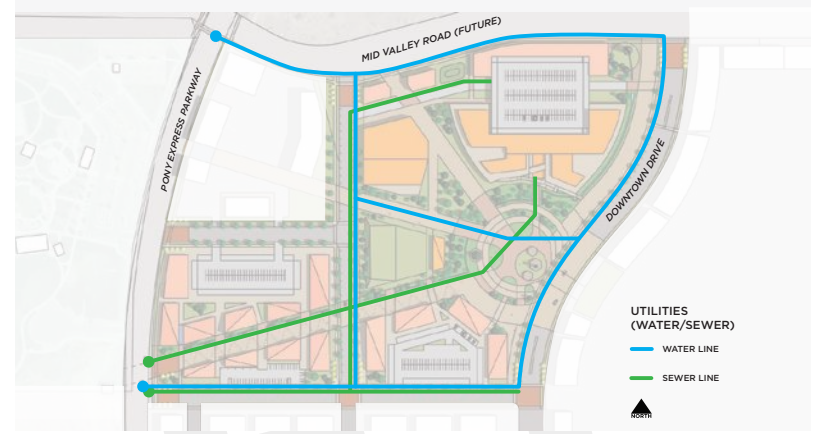
Assuming that the two mainlines are in the same pressure zone, loops between the two lines could be considered through the development to increase the reliability of available flows. As this would be a long-term project, the short-term solution should consider installing looping infrastructure through the proposed site off of the mainline in Pony Express Parkway. The image to the right shows how the mainline might be oriented to adequately provide service to all areas within the project boundary. This is generally expected to be 8" infrastructure throughout.

SEWER

Flows from this area should generally be directed southwest until it can be inlet into the Pony Express Parkway mainline. Eagle Mountain City should analyze and determine if there are any downstream restrictions that could impact feasibility of projects in this area. Sewer mains can be consolidated in Festival Street and the southern Gateway Street as shown in the image below. It is expected that mainline would consist primarily of typical 8" infrastructure throughout the project area, with selected convergences upsizing to 12" infrastructure nearer to Pony Express Parkway.

IRRIGATION

It is understood that all irrigation requirements for this area would be provided by the domestic water system, accompanied by the appropriate backflow assemblies. A dedicated secondary water supply system is not expected at this project site at this time. Mainline and lateral systems are expected to be developed in various zones as the project site develops. Standard irrigation infrastructure is expected.



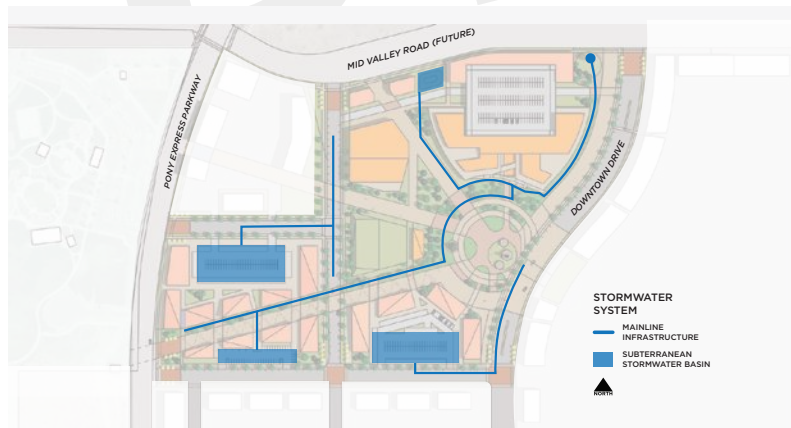
Proposed Water and Sewer Utility Lines

STORMWATER

This area should anticipate regionalizing drainage to the west edge of the property, with an ideal stormwater storage facility being located in the southwest corner of the area. Design for these systems should follow the approved stormwater design criteria as established by Eagle Mountain City. These areas might be preserved as part of the downtown plan to be open space or other green space. Alternatively, stormwater features could be positioned under parking lots or other areas with minor surface improvements.

Additionally, more significant and expansive off site stormwater improvement projects may be considered, but these should be completed ahead of this development to capitalize on available land.

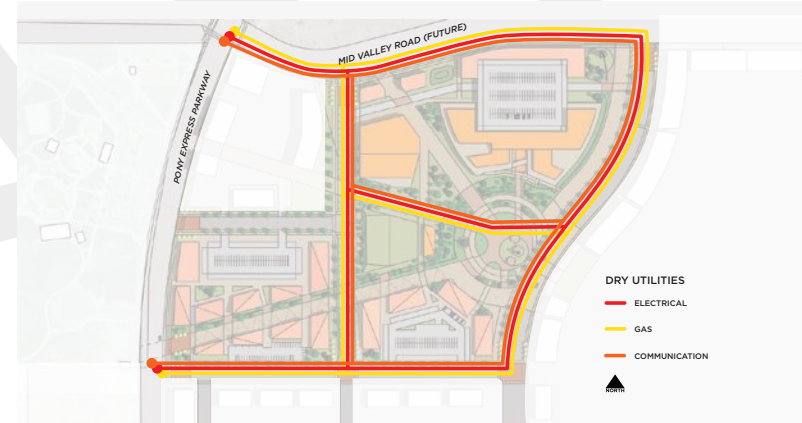
While additional studies will be required during design to analyze soil and drainage characteristics, a master stormwater scheme will be similar to what is shown in the image below. All storage areas would be stored subterranean and mainline infrastructure would likely be 15-24 inches in size.



Proposed Stormwater Utility Lines and Detention Areas

DRY UTILITIES

Dry utilities consisting of natural gas, power, and communication infrastructure are all near the project site. It is not believed that there are any stubs which exist specifically for this area. Dry utility designs are produced and analyzed by the providers. While it is believed that there will not be supply issues with supplying dry utilities to the project site, it is recommended that the city take a proactive role in early coordination with the various providers.



Proposed Dry Utilities



MARKET & ECONOMIC POTENTIAL

08

OVERVIEW

The following market analysis is part of a larger Eagle Mountain Downtown Master Plan. The overall purpose of this analysis is to provide a summary of existing demographic and commercial conditions in Eagle Mountain City and the immediate vicinity of the downtown project area.

CONTENTS

This analysis prepared by Leland Consulting Group (LCG) uses a combination of American Community Survey, LEHD, CoStar, Placer.ai, and Eagle Mountain economic development data to provide an overview of key trends and statistics. Additional details can be found in the in **Appendix B: Foundations Report**. The report includes the following elements:

Demographics Conditions

- Population trend
- Age distribution
- Housing/household characteristics
- Employment characteristics

Commercial Conditions

- Sales leakage
- Key commercial nodes
- Planned commercial development sites



Small Local Business in Eagle Mountain



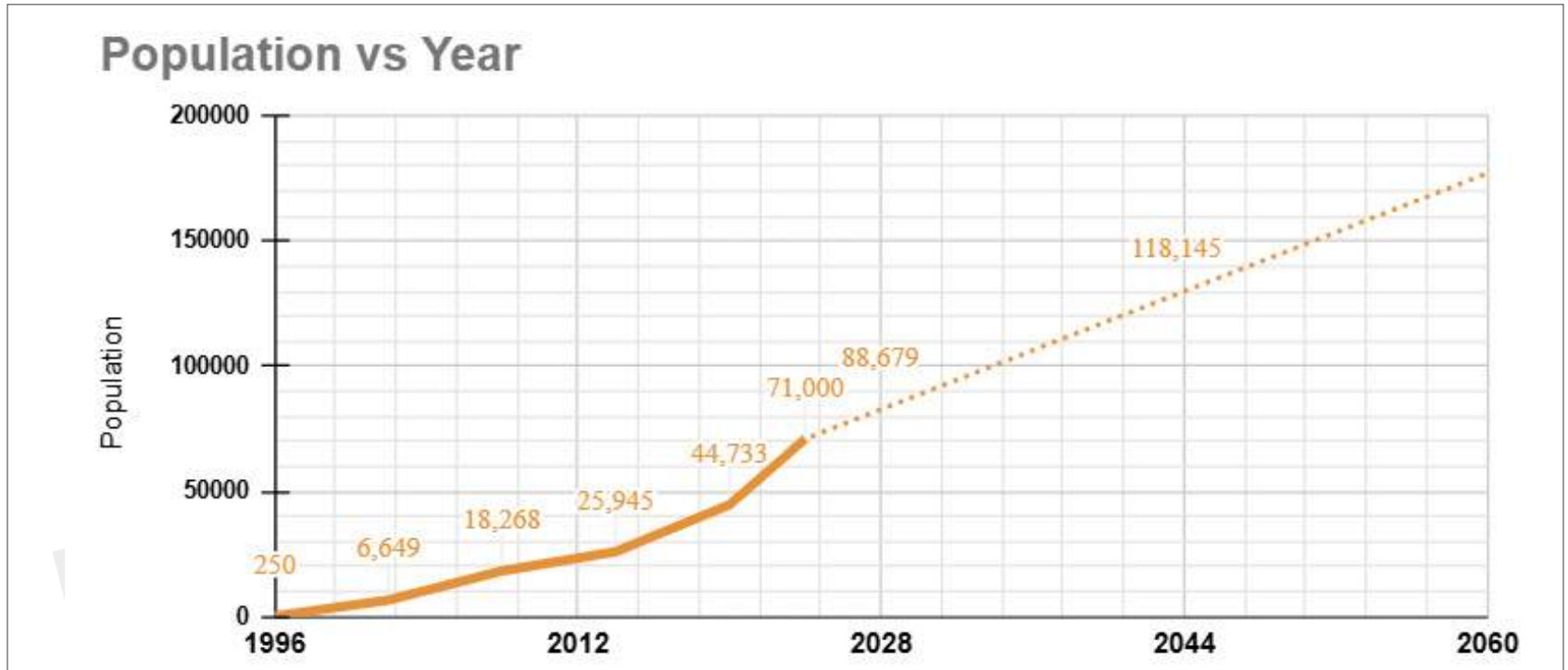
Demographics Key Findings

- **A fast-growing population.** Eagle Mountain's population has grown at an average of 21.9 percent every year for the last 28 years, exceeding both the state and the county's growth rates.
- **The population is young.** Almost one of every 3 Eagle Mountain residents is below the age of 10, indicating an abundance of young families. Eagle Mountain's median age is 10 years younger than Utah's median age.
- **Large, single-family homes prevail.** The average household in Eagle Mountain has more than 4 people and has grown since 2013. The county and state have lower average sizes and have both declined since 2013. While single family housing remains dominant, multi-family units have a slightly higher share of planned developments especially toward the north.
- **Homes prices are rising but remain moderate.** The median Eagle Mountain home value is cheaper than in Utah County, but more expensive than the state median. Eagle Mountain also has the lowest vacancy rate of the three geographies. Eagle Mountain is evidently popular among young families seeking large homes to grow.
- **Eagle Mountain is a bedroom community.** In 2021, of the 22,000 workers who lived and/or worked in Eagle Mountain, 84 percent lived in Eagle Mountain and commuted out to work. 30 percent of Eagle Mountain jobs employed Eagle Mountain residents.
- **1 in 5 residents is in education/health care.** Moreover, 50 percent of employed residents are either in the education/healthcare, professional services, or retail trade industries.
- **1 in 4 jobs in Eagle Mountain is in construction.** The construction industry is the most common job located in Eagle Mountain, thanks to the city's rapid growth. The next 3 leading industries match the top 3 resident industries. This alignment between resident jobs and local jobs reveals an opportunity for the city to capture commuter outflow.

- **Data centers and industrial plants are growing sources of jobs and investment.** Meta and Tyson, at peak capacities, employ roughly 1,100 total people who can spend money in Eagle Mountain.

Commercial Key Findings

- **Eagle Mountain has significant sales leakage.** The city has captured only 24 percent of resident sales, particularly missing out on Motor Vehicle and Parts Dealers, Food Services and Drinking Places, and Building Material sales. This leakage—worth \$600 million annually—is typical of fast-growing communities like Eagle Mountain and signals commercial opportunity.
- **Four retail nodes near the downtown project area.** Prairie Gate, Porter's Crossing, and Parkway Crossroads are to the north, while the Marketplace at Eagle Mountain Town Center is to the south. Existing anchor tenants are Ridley's grocery store at Porter's Crossing, and Macey's grocery store at the Marketplace.
- **Four key commercial development sites in the northern part of the city.** These sites represent 35 acres of planned or proposed commercial development.
- **Four key commercial development sites surround the downtown project area.** These sites include retail, office, and industrial construction plans. There are more than 200 total acres of available or recently-sold land across these four sites, making the downtown well-situated to contribute and benefit from local development momentum.
- **Four key technology center sites in the southern part of the city.** This location represents a cluster of data center development. Meta's recent expansion, Google's land acquisition, Tract's land acquisition, and QTS' planned data center have amounted to over 1,000 acres of recent and tentative development.



Eagle Mountain Population Growth, 1996-2060 (projected)

Source: Eagle Mountain Economic Development

DEMOGRAPHIC CONDITIONS

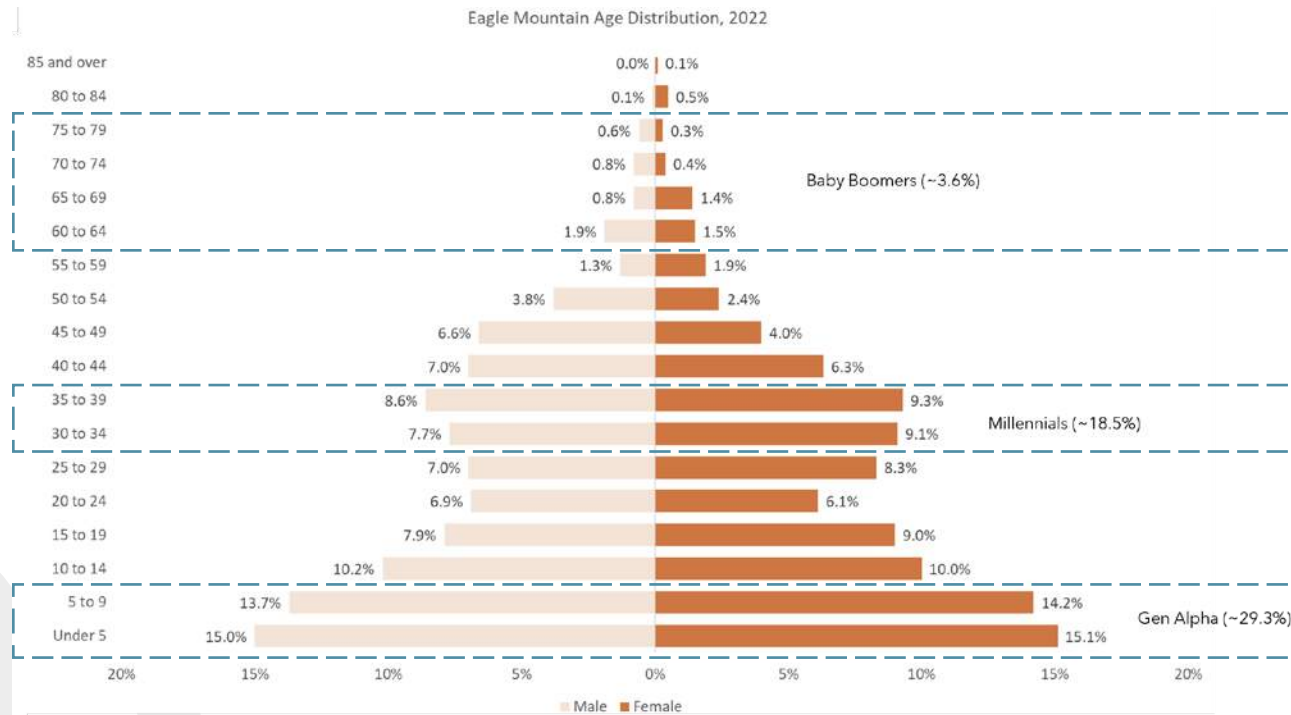
A FAST-GROWING CITY

Since 1996, Eagle Mountain has experienced rapid growth, expanding from a population of just 250 people to 71,000 in 2024. Looking ahead, the city anticipates continued expansion, with the population expected to reach 177,078 by 2060, adding approximately 3,000 new residents each year.

<5 percent of the population is above the age of 60.

82 percent of the population is below the age of 40.

1/3 of the city is between 0-9 years of age.

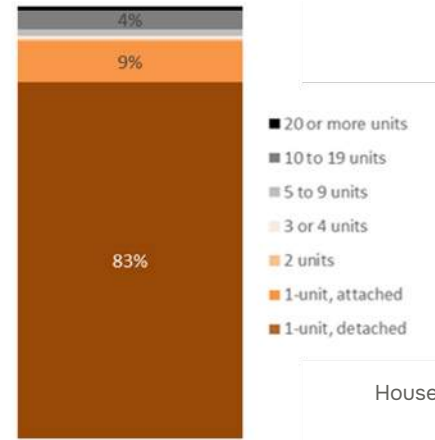


Eagle Mountain Age Distribution, 2022

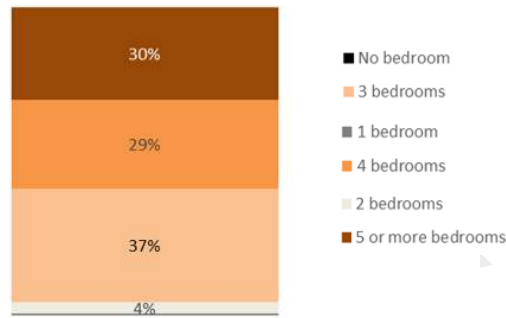
Source: ACS 2022

THE POPULATION IS YOUNG

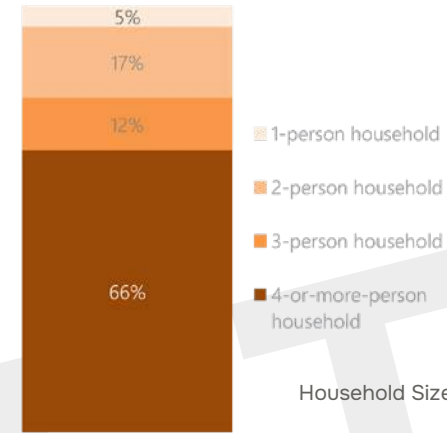
Eagle Mountain’s population is notably young, with a median age of 22, which is 10 years younger than Utah’s median age and 3 years younger than the median age in Utah County. Less than 5% of the population is over the age of 60, while a striking 82% of residents are under 40. Additionally, one-third of the city’s population falls within the 0-9 age group. These findings highlight a predominantly youthful demographic, with a significant portion of the community in their early years of life.



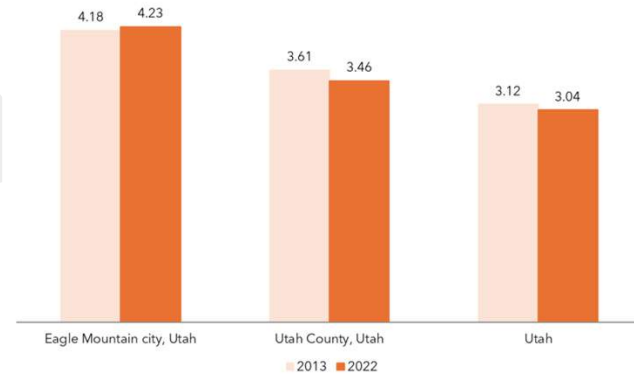
Household Type, 2022
Source: ACS 2022



Household by Bedrooms, 2022
Source: ACS 2022



Household Size Distribution, 2022
Source: ACS 2022

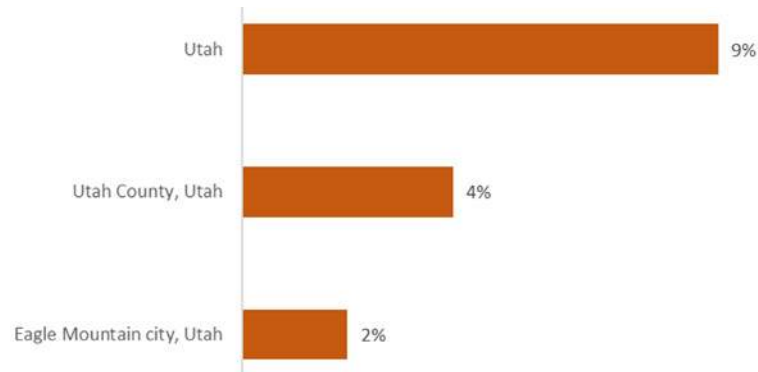


Median household size comparison, 2013 vs 2022
Source: ACS 2022

HOUSEHOLD TYPE AND SIZE

Eagle Mountain is primarily focused on single-family housing, catering to large families. Currently, 83% of the city's homes are single-family detached units, with recent and planned developments following a 75/25 split between single-family and multi-family homes. In the northern service area, 69% of planned homes are single-family, slightly lower than the 77% rate in the southern area. Additionally, 59% of all Eagle Mountain households have four or more bedrooms.

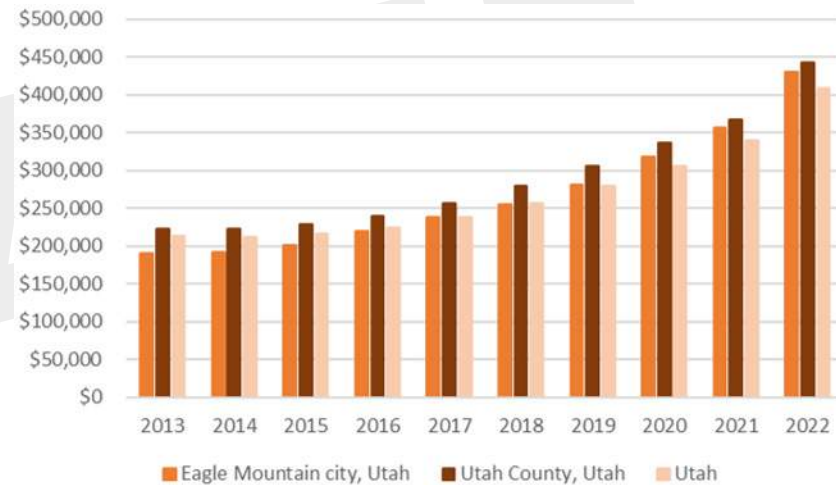
In 2022, the average household in Eagle Mountain consisted of over 4.23 people, compared to 3.5 in Utah County and about 3 in Utah overall. While household sizes in Utah County and the state have generally decreased from 2013 to 2022, Eagle Mountain has experienced growth in household size over this same period. Notably, 66% of households in Eagle Mountain are occupied by four or more people, reflecting a trend toward larger family sizes within the city.



Vacancy Rate Comparison, 2022
Source: ACS 2022

VACANCY RATE

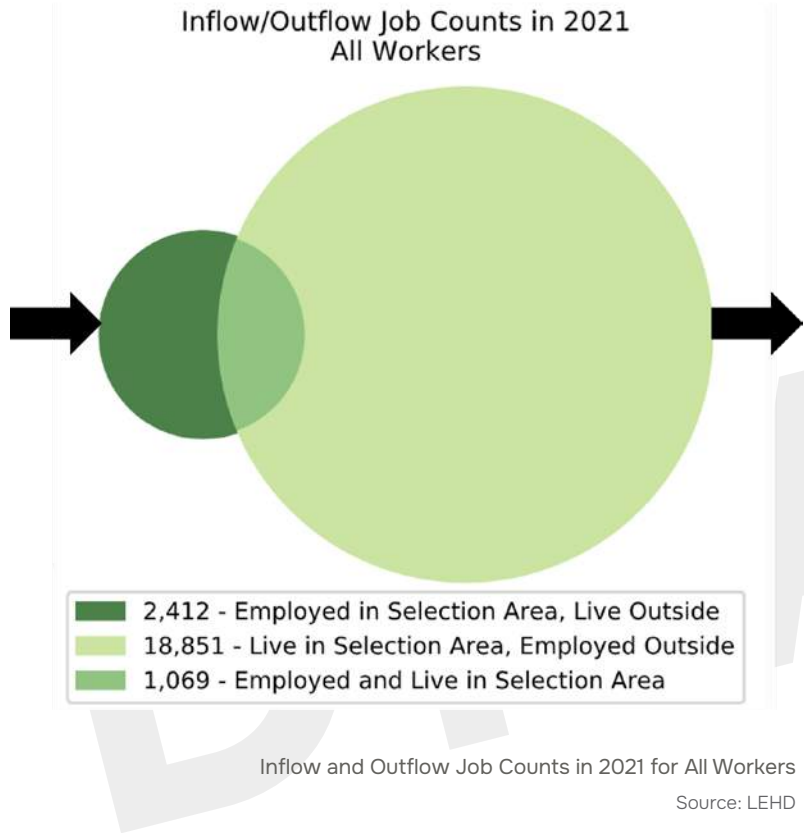
Eagle Mountain’s vacancy rate is 2 percent, lower than Utah County’s 4 percent and Utah’s 9 percent.



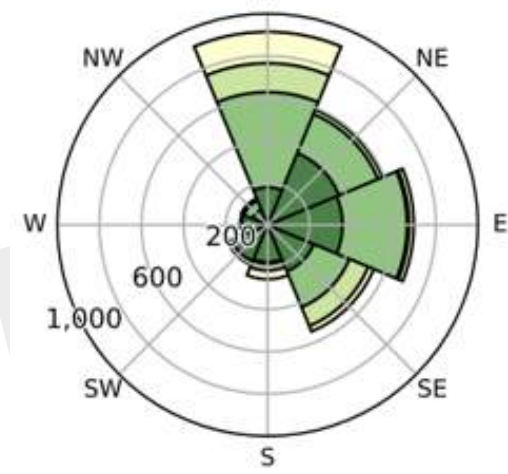
Median Home Value Comparison, 2013-2022
Source: ACS 2013, 2022

MEDIAN HOME VALUE COMPARISON

Though prices have risen in ten years, Eagle Mountain remains middle-of-the-pack for county-wide and statewide home prices: attractive to young, growing families looking for large homes at a more affordable price in the county.



Job Counts by Distance/Direction in 2021
All Workers



Jobs by Distance - Work Census Block to Home Census Block

	Count	Share
Total All Jobs	3,481	100.0%
Less than 10 miles	1,703	48.9%
10 to 24 miles	1,194	34.3%
25 to 50 miles	312	9.0%
Greater than 50 miles	272	7.8%

Job Counts by Distance/Direction in 2011 for All Workers

Source: LEHD

INFLOW AND OUTFLOW OF WORKERS

Eagle Mountain is largely a bedroom community, where most residents commute to nearby cities for work. Of the approximately 22,000 workers living in the city, 84% travel outside the area for employment. Although Eagle Mountain offers some local job opportunities, only 30% of these jobs are held by its residents, reinforcing the City’s role as a residential hub where people primarily live, while working and spending much of their time in other areas.

Approximately half of Eagle Mountain residents commute less than 10 miles for work, while about a third travel between 10 and 24 miles. For 17% of residents, however, jobs require a commute of over 25 miles. These commuting patterns highlight the range of employment distances for residents, with most working within a relatively short distance while a smaller portion travels longer distances.



EMPLOYMENT INDUSTRIES IN EAGLE MOUNTAIN

The top industries for residential employment in Eagle Mountain are:

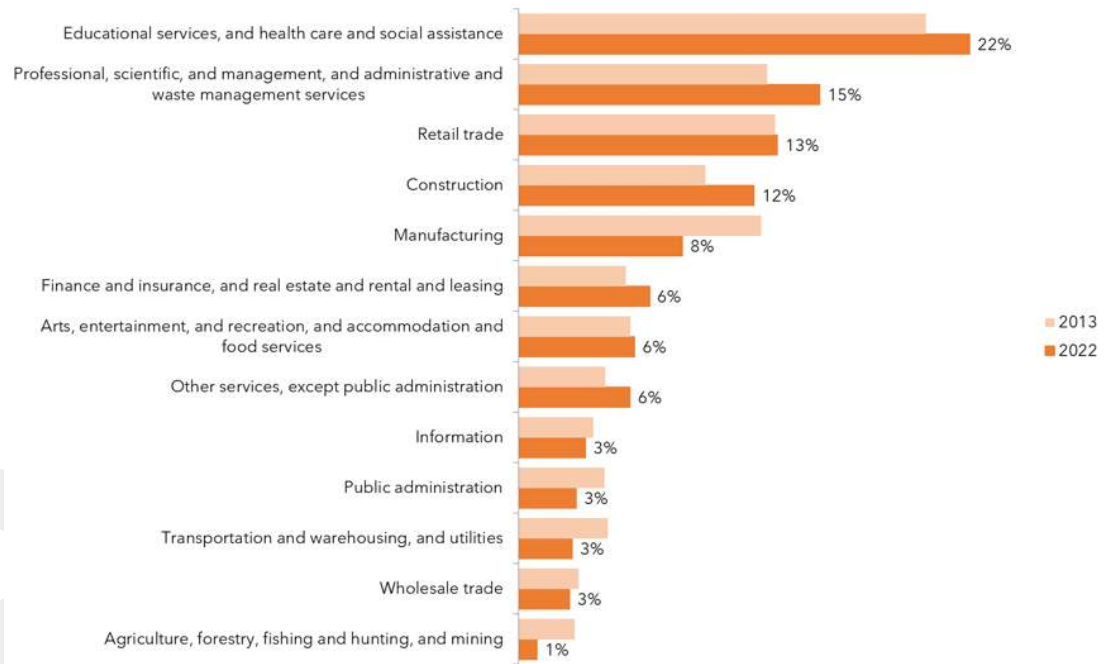
- Educational services and health care/social assistance
- Professional services
- Retail trade
- Construction
- Manufacturing

These industries have also been growing in share since 2013.

The bottom industries for residential employment in Eagle Mountain are:

- Agriculture
- Wholesale trade
- Transportation and warehousing
- Public administration
- Information

These industries have been shrinking in share since 2013.



Resident Employment Distribution, 2013 vs 2022

Source: LEHD

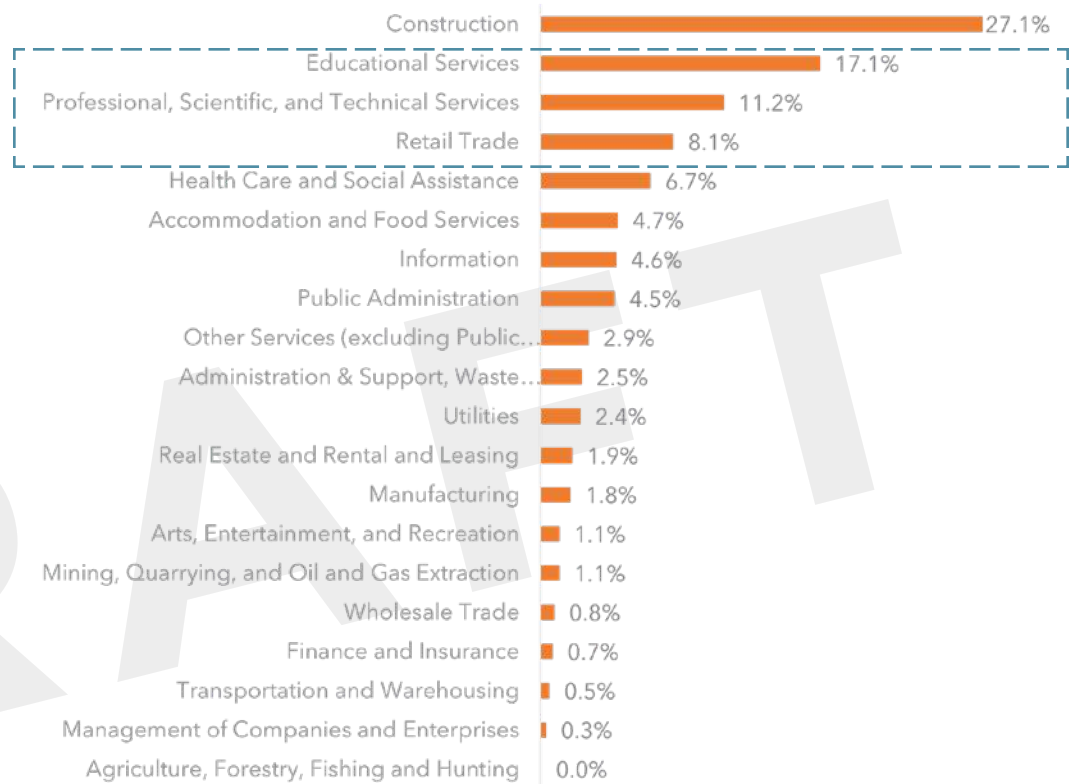


JOBS IN EAGLE MOUNTAIN

Over one-fourth of jobs in Eagle Mountain are in the construction industry.

Following construction, the next 3 leading local industries are also the top 3 most common resident industries.

Since there is close alignment between resident jobs and local jobs—yet 84% percent of worker-residents commute out of Eagle Mountain—there is opportunity for the city to capture commuter outflow.



Local jobs by sector, 2022
Source: ACS 2022



META EAGLE MOUNTAIN DATA CENTER

Pony Express Pkwy / 1000 N

Meta anticipates 300 permanent, operational jobs following \$750 million investment in 2022.

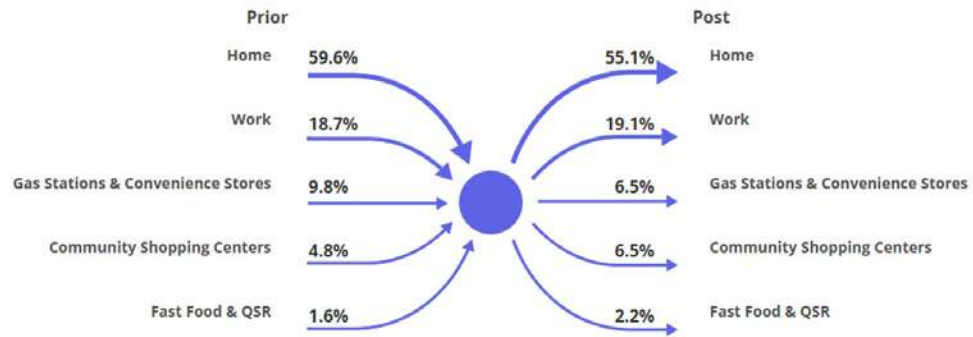
The top destinations for Meta data center workers before and after work are gas stations/convenience stores, community shopping centers, and fast food.

The most common commute route bypasses the future downtown area by commuting via Eagle Mountain Boulevard/Pony Express Parkway.



Source: Salt Lake Tribune

Meta Eagle Mountain Data Center Visitor Journey (Employees)



Meta Eagle Mountain Data Center Visitor Journey (Employees)

Source: Placer.ai



TYSON CASE READY PLANT

North Tyson Pkwy

\$300 million plant opened in 2021, employing about 800 people at full capacity.

Introduced major industrial park to the city upon completion.

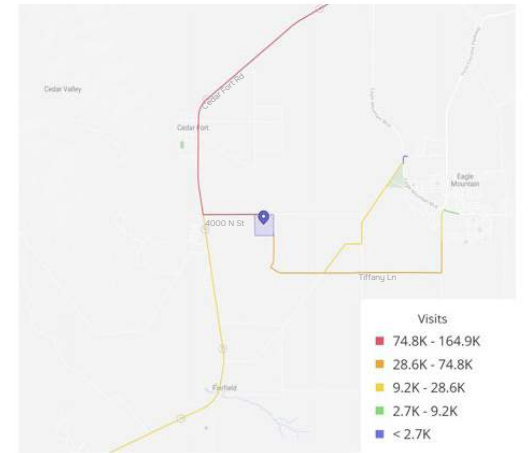
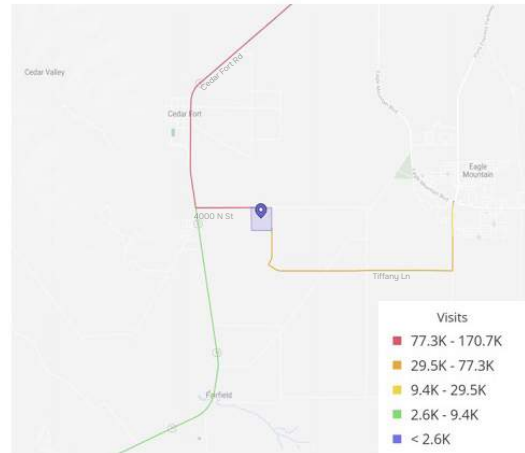
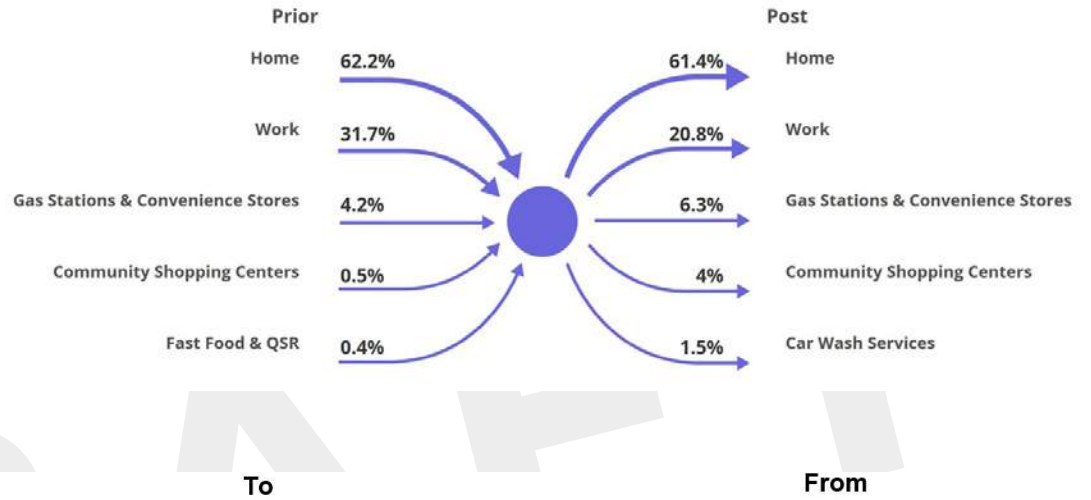
Workers typically visit gas stations, community shopping, and fast food on the way to work; after work, car washes are more popular than fast food.

Worker commutes typically bypass downtown Eagle Mountain via SR-73 through Cedar Fort.



Source: Food Engineering Mag, Eagle Mountain Master Economic Development Plan

Tyson Visitor Journey (Employees)



Tyson Visitor Journey (Employees)
Source: Placer.ai

COMMERCIAL CONDITIONS

SALES LEAKAGE

Eagle Mountain has significant sales leakage in nearly all retail categories. This is typical of fast-growing communities.

Eagle Mountain had a total capture rate of 24 percent of resident sales, indicating that the city is capturing less than its fair share of retail sales relative to nearby communities.

Over \$600 million in sales annually is lost to other communities. Categories with sales leakage greater than \$10 million is highlighted at right.

Categories with orange arrows are especially suitable for downtown commercial growth.

NAICS Code Categories	2021 Leakage	2021 Capture Rate
Nonstore Retailers	\$ 3,987,541,000	104.40%
Museums, Historical Sites, and Similar Institutions	\$ (931,589)	0.03%
Performing Arts, Spectator Sports, and Related Industries	\$ (1,544,647)	1.64%
Personal and Laundry Services	\$ (4,299,073)	18.76%
Gasoline Stations	\$ (7,753,654)	64.41%
Health and Personal Care Stores	\$ (7,870,529)	16.69%
Electronics and Appliance Stores	\$ (10,102,192)	48.93%
→ Amusement, Gambling, and Recreation Industries	\$ (11,535,636)	2.86%
Repair and Maintenance	\$ (17,689,667)	17.92%
Sporting Goods, Hobby, Book, and Music Stores	\$ (18,688,859)	13.08%
→ Furniture and Home Furnishings Stores	\$ (18,695,083)	7.21%
→ Miscellaneous Store Retailers	\$ (21,383,641)	32.53%
→ Clothing and Clothing Accessories Stores	\$ (25,084,834)	21.92%
→ Accommodation	\$ (33,895,369)	0.92%
Food and Beverage Stores	\$ (53,699,357)	31.03%
Building Material and Garden Equipment and Supplies Dealers	\$ (72,414,824)	10.96%
→ Food Services and Drinking Places	\$ (79,160,502)	7.28%
General Merchandise Stores	\$ (109,347,200)	5.32%
Motor Vehicle and Parts Dealers	\$ (126,426,076)	1.23%
TOTAL	\$ (616,535,192)	23.95%

Sales Leakage in 2021

Source: Eagle Mountain Economic Development Master Plan



Retail Nodes in North Benches, Ranches Gateway, and South Town

1 | PRAIRIE GATE BUSINESS PARK Ranches Pkwy / Cedar Fort Rd



2 | PORTER'S CROSSING Pony Express Pkwy / Porters Crossing Pkwy



3 | PARKWAY CROSSROADS Pony Express Pkwy / Ranches Pkwy



4 | THE MARKETPLACE AT EAGLE MOUNTAIN TOWN CENTER

Pony Express Pkwy / Eagle Mountain Blvd



Downtown project area located between four retail nodes

RETAIL NODES

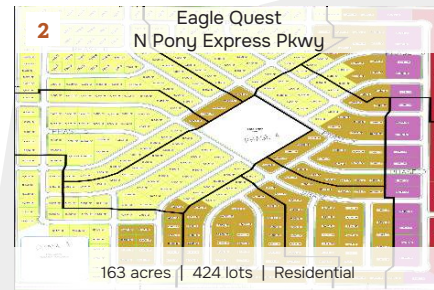
Four retail nodes are spread across the city. Prairie Gate, Porter's Crossing, and Parkway Crossroads are north of downtown, and the Marketplace at Eagle Mountain Town Center is south. Existing anchor tenants are Ridley's grocery store at Porter's Crossing, and Macey's grocery store at the Marketplace.

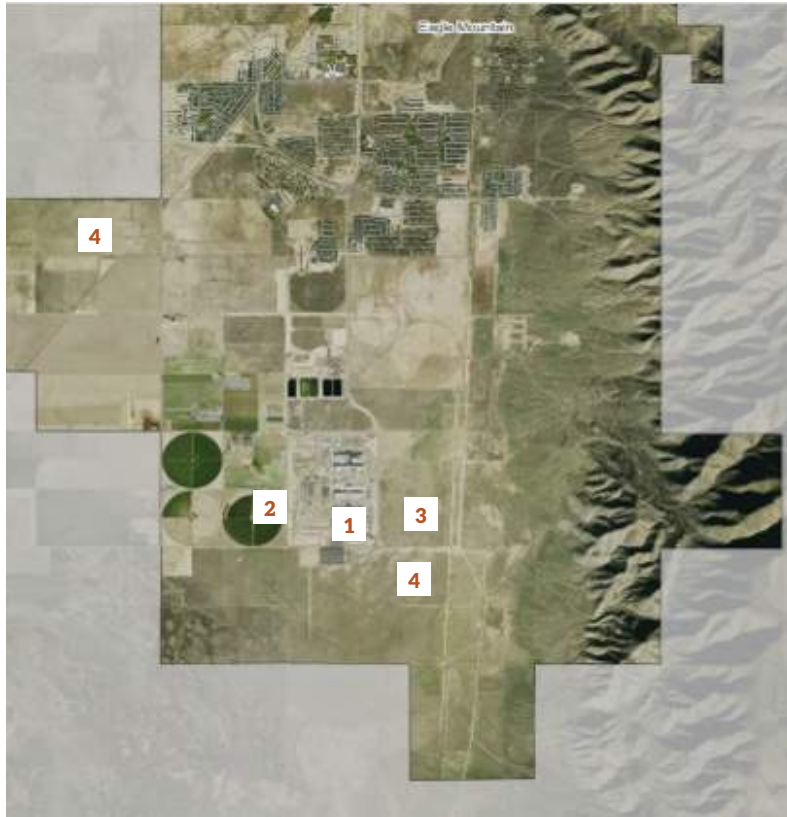


South Town Mixed Use/Commercial Center Area and Surrounding Developments

KEY DEVELOPMENT SITES

Six developments (excluding the project site) surround the downtown project area. The commercial developments represent about 200 acres of planned and proposed retail and industrial space alone, including expansion of the existing Marketplace shopping center. The analysis identifies 14 key development sites around the city.





Tech Campus in southern part of Eagle Mountain



1 Meta Eagle Mountain Data Center Expansion
Community Circle



2 QTS Salt Lake City 1 Data Center
Plan | Community Circle



3 Google Data Center Land Acquisition
Community Circle



4 Tract Data Center Land Acquisition
Unknown address

DATA CENTER CLUSTER

Started in 2021, Meta’s five-phased Eagle Mountain project has brought \$1.5 billion capital investment to the city. In 2022, Meta invested \$750 million and +2 million SQ FT in the campus. Meta promised 300 permanent, operational jobs following that expansion.

In early 2024, Tract announced the acquisition of 668 acres of land southeast of Meta’s campus and east of Tyson’s plant in Eagle Mountain. Tract buys and prepares land to sell to data center companies.

In 2021, Eagle Mountain announced Google had acquired 300 acres of land that may host a future data center.



IMPLEMENTATION

09



DEVELOPMENT CONSIDERATIONS

The City should decide the preferred path as a property owner and how development should be structured on the site. Two potential scenarios may be considered for implementation.

CITY AS THE MASTER DEVELOPER

One path for City-owned site development is where the City acts as the master developer. In this capacity, Eagle Mountain would be responsible for management of development end-to-end, including preparing infrastructure and managing design. The benefits of this path include exerting more control over the development process and attracting developers with shovel-ready sites that could either be sold or leased (with conditions to ensure that what is built is consistent with the downtown vision). The downsides are that this path is more capital-intensive for the City and demands more in-house expertise for the different facets of the development process.

DEVELOPER AS THE MASTER DEVELOPER

A second path for City-owned site development is where the city partners with a private developer who acts as the master developer. In contrast to the “City as master developer” path, this path relieves technical burden from the City, requires less staffing, and is less capital-intensive (the developer would presumably bring capital for up-front infrastructure development). Specific details of the roles, responsibilities, and financial structure would be negotiated through a public-private partnership with the selected developer. Possible downsides to this approach include less control over the development over the long term, especially under changing economic conditions or if city priorities change. Some of this can be mitigated by negotiating terms in a development agreement, but that, in turn, could make the project less attractive to private investment.

MASTER DEVELOPER ROLE

- Horizontal development
- Infrastructure
- Manage design
- High risk/control
- Capital intensive
- Delivers buildable parcels

CITY AS THE MASTER DEVELOPER

- Staffing
- Up-front capital
- Recruit one or more developers
- Sell or lease parcels

DEVELOPER AS THE MASTER DEVELOPER

- RFQ to select partner
- Less city staffing needed
- Full-service solution

PRIVATE DEVELOPMENT ON CITY LAND

One path for private development on City land is where a developer acts as owner. This would mean a developer buys sites and manages the buildings. This reduces the City's responsibility and costs associated with the sites, but also reduces the City's control over tenants, design, and potentially long-term vision. To ensure that the private development is consistent with the vision, the City could negotiate conditions on development as part of the purchase and sale agreement.

DEVELOPER AS LESSEE

Another path for private development on City land is where the City leases land to developers on a long-term basis. As with a sale, the leases would likely include certain conditions for site design, tenants, and other management considerations. The lessee typically is responsible for all ongoing maintenance expenses. This path allows the City to retain some control over the site, generates ongoing revenue, and provides the opportunity to retain control of the land at the end of the lease (which is typically a minimum of 50 years).

CITY AS OWNER

A third path involves the City acting as the long-term owner of land and buildings. While the City retains control over all aspects of design, tenancing, and management, the City is also effectively playing the role of developer, which increases its financial risk and requires ongoing maintenance and retail leasing. Financial risk could come from changing market conditions that lead to declining rents and increased vacancy, rising costs for capital improvements and maintenance, and the need to hire staff to manage the development phase and ongoing property management.

OPTIONS

- Developer as owner: Developer buys sites and owns/manages commercial buildings
- Developer as lessee: Long-term ground leases with conditions
- City master lease spaces
- City as owner

CONSIDERATIONS

- Curate tenant mix
- Control design and quality
- Market flexibility
- Risk
- Ongoing maintenance
- Retail expertise



Pedestrian-Focused Street Example at Larimer Square in Denver, CO



FESTIVAL STREET COORDINATION

The Festival Street and other streets shared between the City and adjacent developments will require a management structure to ensure that they are well maintained in perpetuity. Moreover, the level of service for street cleaning, snow removal, lighting, marketing (banners, advertising, etc.), and other functions is typically higher in a downtown than in other districts of a city.

To address this, a downtown organization, property owners association (e.g., HOA), and service contracts (e.g., trash removal, landscape maintenance) can be implemented to ensure that the downtown remains a clean, safe, and attractive district.

MANAGEMENT AND OPERATIONS

- Marketing
- Events
- Lighting
- Safety
- Cleaning
- Landscaping
- Snow removal
- Construction phasing
- Shared parking

MANAGEMENT AND OPERATIONS

- Development agreement(s)
- Easements
- Parking agreements
- HOA/POA



Wholesale and retail market hall example at Borough Market in London, England

PHASING AND IMPLEMENTATION

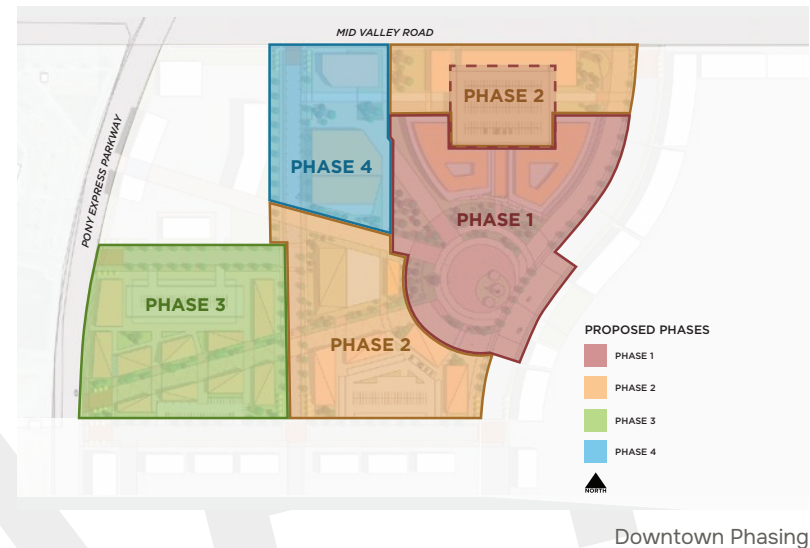
DEVELOPMENT REGULATIONS

Implementing the full scale of the Eagle Mountain Downtown Master Plan will take time, but the development of individual sections or elements can occur incrementally to achieve the vision established in this Plan. To ensure development occurs in alignment with this Plan, the City must review and update its development regulations to ensure they align with this Downtown Plan. The intention is to identify specific details of how the concepts presented in this plan can be realized through specific placemaking design standards such as building form.

Recommendation: Review current development regulations and compare them to the Downtown Plan to align these regulatory components.

DEVELOPMENT INCENTIVES

The **Chapter 8 Market and Economic Potential** of this document outlines the current development interest which is relatively significant and trending in a positive direction for Eagle Mountain. To catalyze growth and development at an expedited pace, the City will need to identify economic development incentives to create additional growth, specifically with uses identified within the Downtown Plan.





CREATION OF PUBLIC SPACE

The City should prioritize completing improvements to public spaces downtown to set the standard for future developments and show the greater development community the City's commitment to realizing the vision in this Plan. This approach helps create projects and places that Eagle Mountain citizens can get behind right away which can lead to support of other projects down the road. Early opportunities for creating public space with a high impact and low initial investment will be important. The creation of the Basecamp Plaza is the first recommended example to encourage community members to begin thinking about the Downtown area as a place where the community gathers.

Low-Cost and Temporary Approaches

Implementing small-scale, low-cost improvements can be an effective way to enhance a downtown area and test ideas before making long-term investments. Features like temporary street parking options, pop-up bike facilities, and other on-site strategies can help create more intuitive and accessible public spaces. These short-term interventions provide valuable insight into how people interact with their environment, allowing for adjustments based on community feedback. Spring or summer events may build community consensus and excitement for a potential project or improvement within the downtown.

BRANDING AND MARKETING

Eagle Mountain's "Ascend Together" slogan strengthens much of the vision in this plan. It should be carried forth and reinforced in all the City's actions. Continued branding campaigns or marketing strategies would ensure citizens of Eagle Mountain fully understand the City's vision for their downtown and agree with the methods for implementation. Social media and other digital means are powerful tools to publicize the vision for the downtown and highlight future events and activities. The City should aim to take on a robust process of building community identity around the new downtown, beginning with small-scale, community-focused events with which Eagle Mountain residents will identify.

Educational signage throughout the downtown about City's history, native plantings, water conservation, or other content related to the Eagle Mountain's culture and landscape can provide additional opportunities for learning and reinforcing the City's brand.

RECOMMENDED STUDIES AND PLANS

Implementing the full scale of the Eagle Mountain Downtown Plan will take time, but the development of individual sections or elements can occur incrementally to achieve the vision established in this Plan. To ensure development occurs in alignment with this Plan, recommended studies could be undertaken prior to the associated phase. The intention is to identify details of how the concepts presented in this plan can be realized through specific placemaking design standards.



THE FIRST 100-DAY ACTION PLAN

Eagle Mountain should consider a series of low investment high impact projects and actions early on to create excitement and build support for the larger Downtown vision. Successful implementation often happens with small changes, which interest local community members and in turn spur greater interest over time. These catalytic projects and actions pave the way for more significant projects requiring greater investment and more time, but which are important to implementing the long-term plan for the Downtown.



Festival Walk

- Coordination with local businesses and vendors
- Building and maintenance of the walkway
- Parking analysis as part of the Market and Retail Study



Civic Center

- Determine Potential Relocation Areas for City Departments and other Civic Facilities
- Develop key private and public partnerships for adjacent facilities and structured parking



Basecamp Plaza

- Consider stormwater management and retention center in the downtown site
- Plans for programming the space
- Planning for landscape and dry wash amenity maintenance



The Nest

- Consulting from experts in outdoor facilities and ice rink design to determine anticipated costs
- Planning for maintenance and landscaping

Task	Category	Projects, Policies, Programs
1	Project	Finalize land purchase
2	Project	Update City website with the final plan and Frequently Asked Questions document
3	Program	Determine potential relocation areas for City departments and other civic facilities
4	Program	Undertake event programming strategies for Civic Center
5	Policy	Review current development regulations and compare them to the Downtown Plan to align these regulatory components
6	Policy, Program	Determine zoning modifications, development Incentives, and design standards for downtown
7	Program	Contact potential developers
8	Project	Intiate a RFPs for the Civic Center facilities and parking garage design
9	Project	Intiate a RFP for the Downtown Stormwater Capacity Master Plan
10	Project	Initiate a RFP for Basecamp Plaza Site Design
11	Project	Initiate a RFP for The Nest Feasibility Study
12	Program	Create a Downtown Programming and Marketing Plan
13	Project, Program	Intiate a Downtown Gateway & Signage Study



Key projects identified on the Impact vs. Public Investment Matrix

PRIORITIZED INVESTMENT

The matrix above illustrates the relationship between impact and investment and how Eagle Mountain might balance project implementation over the next ten years and beyond. City staff and the community can use this framework to build consensus around its future and to identify projects outlined within this Plan that will have the greatest potential community impact with best value for the money spent.

Four projects (Basecamp Plaza, Festival Walk, Civic Center, and The Nest) are placed on the matrix to give an example of how all projects may be analyzed when making decisions for implementation of the Downtown Plan. This matrix is intended to provide a framework for sound decision making. It provides flexibility to make the decisions as opportunities arise for implementation of the Downtown vision. Initially projects with the highest impact should be targeted to provide best value to the community.



10-YEAR IMPLEMENTATION PLAN

Phase	Project	Public Sector Cost	Impact	Coordination/ Partnerships	Near Term Considerations (1-3 years)	Medium Term Considerations (3-5 years)	Long Term Considerations (5-10 years)
PHASE 1							
1.a	Construct a section of Mid Valley Road and pedestrian crossing	Medium	High	MAG, Public Works	Initiate RFP for Design and construction. Complete design. Construct.	Maintain	Maintain
1.b	Construct Downtown Drive	Medium	High	Public Works, Developers	Initiate RFP for Design and construction. Complete design. Construct.	Maintain	Maintain
1.c	City Hall / Library	High	High	City Departments	Initiate RFP for Design and construction. Complete design. Construct.	Maintain	Maintain
1.d	City Hall Surface parking lot	Medium	High	Public Works	Initiate RFP for Design and construction. Complete design. Construct.	Maintain	Maintain
1.e	Library	High	High	City Departments, Community Groups, Public/Private	Initiate RFP for Design and construction. Complete design. Construct.	Complete construction, maintain	Maintain
1.f	Basecamp Plaza	Medium	Medium	City Departments, Parks and Recreation	Initiate RFP for Design and construction. Complete design. Construct.	Complete construction, maintain	Maintain
PHASE 2							
2.a	Construct the road to the south	Medium	Medium	Developers, Public Works	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct	Maintain
2.b	Construct south commercial area and parking	Medium	Medium	Community Groups, Public Works, Public/Private partnerships	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Start construction.	Finish construction and maintain
2.c	Remove City Hall surface parking and replace with parking garage	High	Medium	Public Works	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Start construction.	Finish construction and maintain
2.d	Construct east portion of the Festival Walk	Medium	Medium	Parks and Recreation	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Start construction.	Finish construction and maintain
2.e	The Nest activity areas	High	High	Parks and Recreation	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Start construction.	Implement and maintain



10-YEAR IMPLEMENTATION PLAN (CONTINUED)

Phase	Project	Public Sector Cost	Impact	Coordination/ Partnerships	Near Term Considerations (1-3 years)	Medium Term Considerations (3-5 years)	Long Term Considerations (5-10 years)
PHASE 3							
3.a	Crossing on Pony Express Parkway connecting to Cory Wride Park	Medium	High	MAG, Public Works	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct.	Finish construction and maintain
3.b	West portion of Festival Walk	Medium	High	Parks and Recreation	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct.	Finish construction and maintain
3.c	Construct south and west interior streets	High	High	Public Works	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct.	Maintain
3.d	Construct the commercial areas to the west	Medium	High	Community Groups, City Departments Public/Private partnerships	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct.	Finish construction and maintain
PHASE 4							
4.a	Construct the north portion of the interior street	Medium	Medium	Public Works	-	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct
4.b	Construct the Community Conference Center/ Performance Hall	Medium	Medium	Community Groups, City Departments Public/Private partnerships	-	Initiate RFP for feasibility study	Initiate RFP for Design and construction. Complete design. Construct

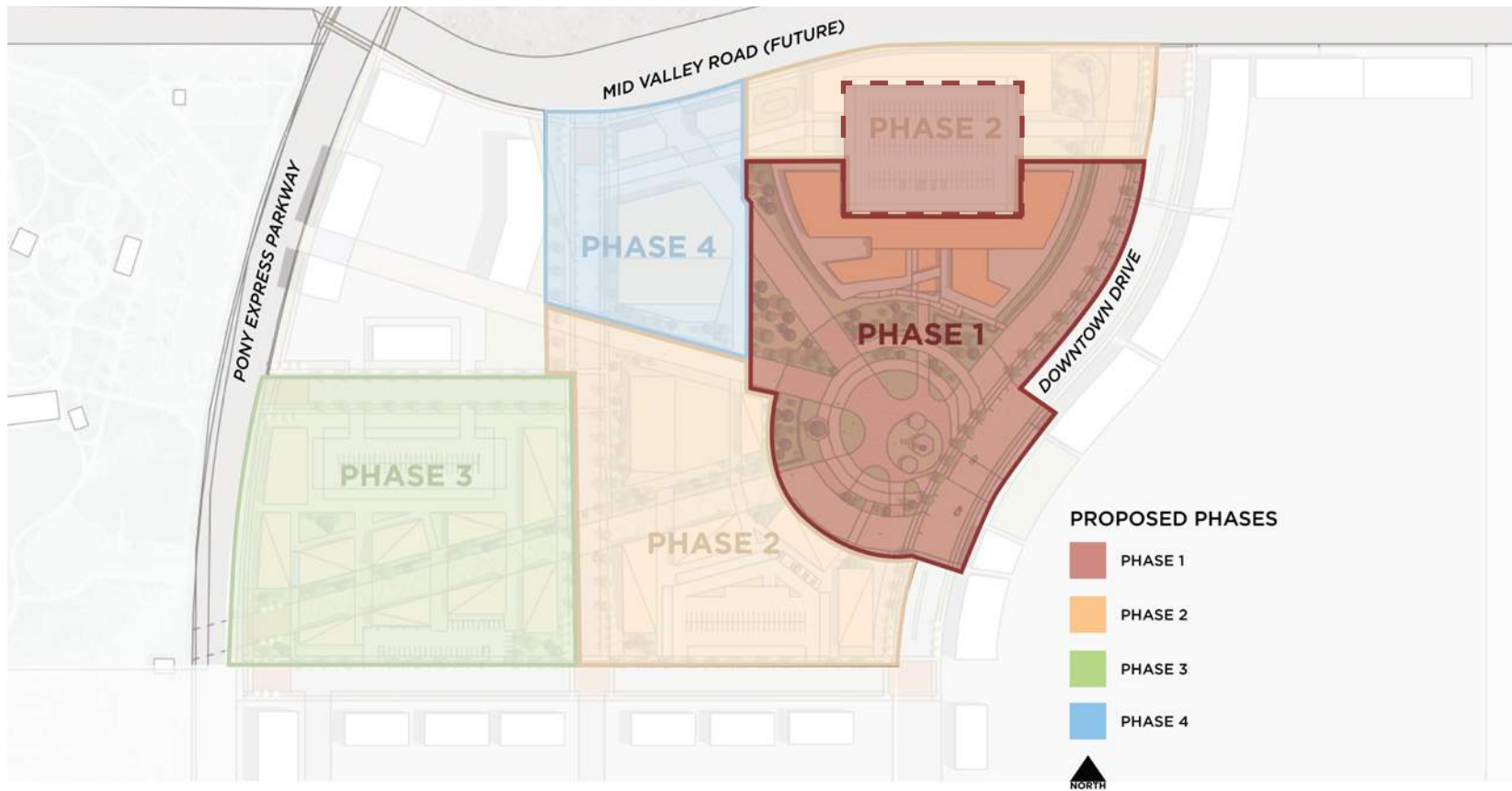
FUNDING STRATEGIES AND RESOURCES

Potential Transportation Funding

- **Local:** Development impact fees, public/private partnerships, bond and tax measures
- **Regional:** MAG Transportation Improvement Program (TIP)
- **State/Federal:** UDOT Local Government Program Assistance, USDOT Active Transportation Funding and Finance Toolkit

Potential Downtown Funding

- **Tax Increment Financing (TIF):** Facilitated through an RDA, CDA, or EDA, mainly for capital construction (applicable for Festival Walk)
- **Downtown BID:** For ongoing funding of downtown programming and marketing
- **Parks and Recreation:** For public recreational areas within Basecamp Plaza and The Nest

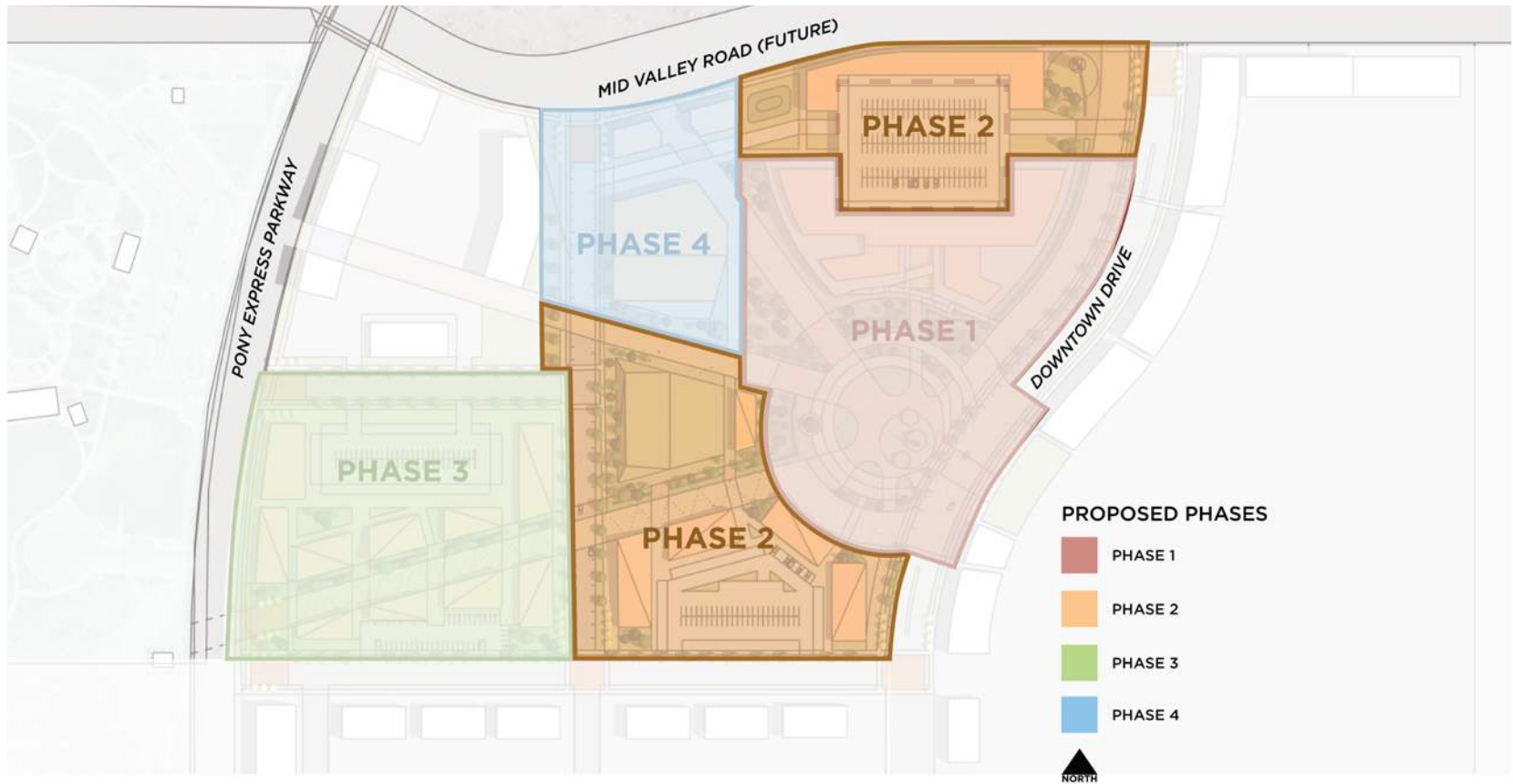


PHASE 1

Phase 1 focuses on the heart of the Downtown Plan with the development of the Basecamp Plaza and adjacent civic buildings including a City Hall and Library. These projects have the opportunity of encouraging the rest of the district to further develop and to set the standard for the quality of development that is desired. This project will have a substantial cost; however, its benefits are crucial to realizing the vision for the Downtown Plan.

Phase 1 Site and Landscape Projects:

- Construct Mid Valley Road between Pony Express Parkway and Downtown Drive
- Construct Downtown Drive
- City Hall and surface parking (parking structure to be implemented in Phase 2)
- Library
- Basecamp Plaza

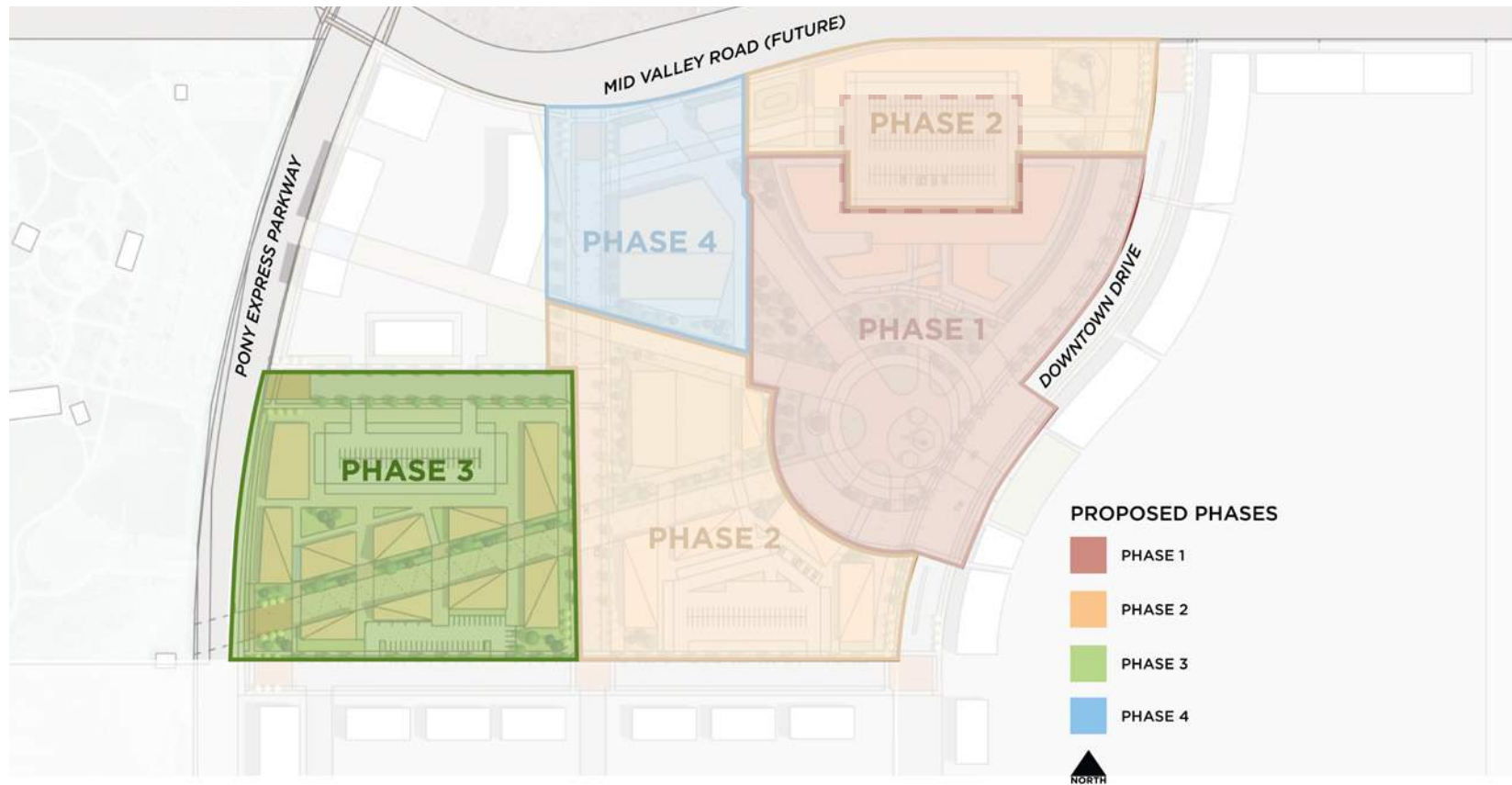


PHASE 2

Investments in Phase 2 could be more costly and have the potential for broader impact. This phase will likely require a combination of public and private funding sources to be negotiated as development continues within the downtown. Investments will span development of mixed-use buildings and street and pedestrian enhancements. Conversations with agencies like WFRC, UTA, UDOT, and Utah County may support how to leverage investments from region-wide planning goals.

Phase 2 Site and Landscape Projects:

- Construct the road to the south
- Construct the south commercial area and parking
- Remove City Hall surface parking and replace with a parking garage
- Construct The Nest activity area

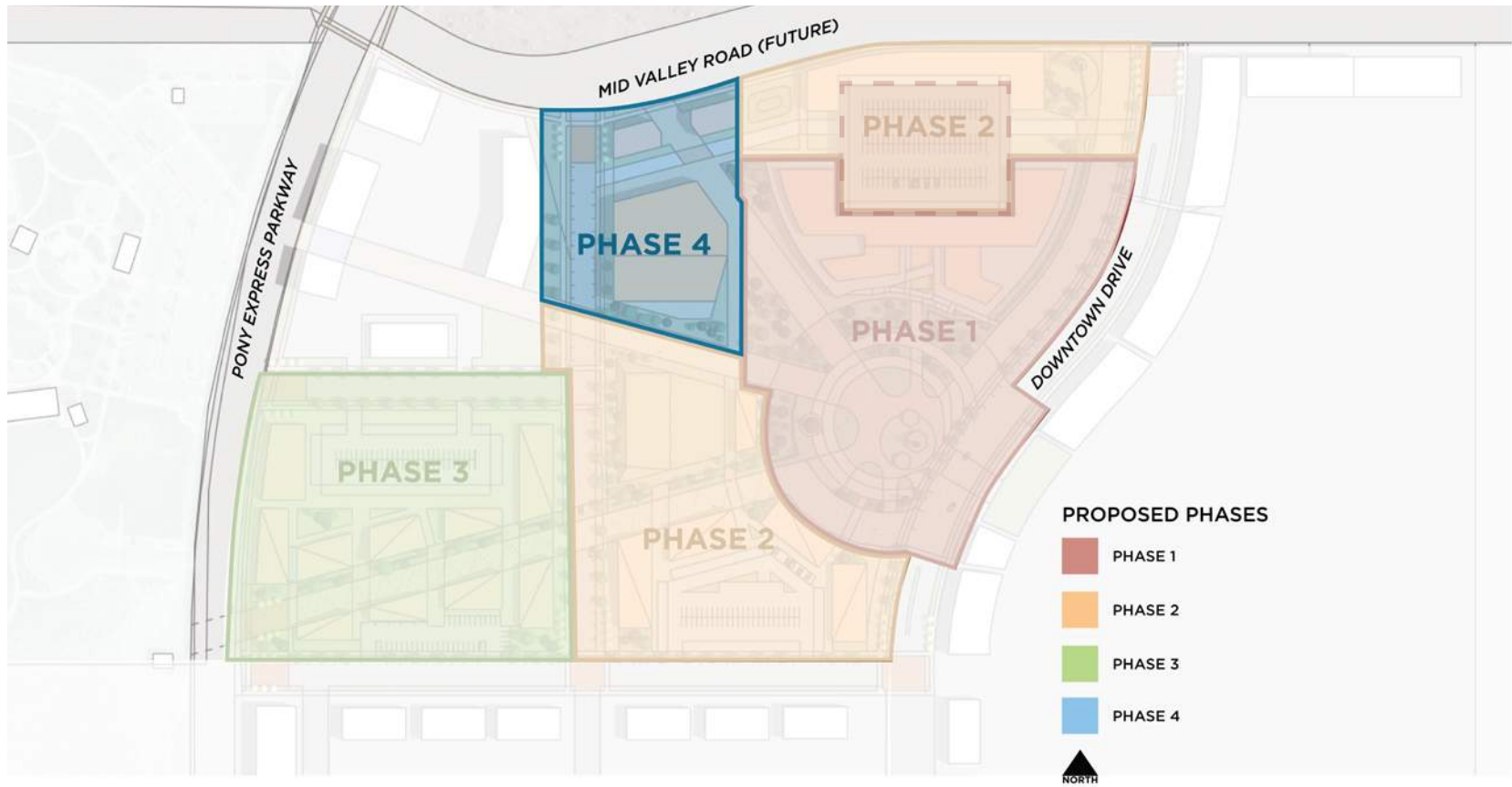


PHASE 3

Phase 3 of the implementation plan includes continued development of Phase 2 to the west towards Pony Express Parkway. This phase involves adding more commercial buildings, extension of Festival Walk to the Parkway, additional off-street parking, and street improvements within downtown. Other major landscaping and stormwater enhancements may be implemented during this time and well as

Phase 3 Site and Landscape Projects:

- Construct pedestrian crossing on Pony Express connecting to Cory Wride Park
- Build west portion of Festival Walk
- Construct south and west interior streets
- Construct the commercial areas to the west



PHASE 4

Phase 4 of the implementation plan includes the development of final infill pieces of downtown that have not been targeted by other development or earlier phases. This phase involves adding a future cultural performing arts hall and other potential civic related uses such as educational or cultural uses in the northwest zone of downtown. These are considered long-term items because they are expensive and will require significant time and partnership for implementation and thus have been categorized as higher cost and lower immediate impact.

Phase 4 Site and Landscape Projects:

- Construct the north portion of the interior street
- Construct the Community Conference Center/ Performance Hall
- Implementation and maintenance of all facilities