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Echo Canyon: Building a community that reflects the spirit of Moab
My View

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[By Craig Weston](#)

Moab is a place people feel deeply connected to, and I understand why. My family has been in Utah for five generations, and my wife's family settled in Moab in the 1950s. I was born in Utah and have been fortunate enough to stay. That matters because every home, business and road in Grand County exists today because someone before us welcomed newcomers and believed this community was worth investing in.



Photo caption: The Colorado River flows next to Kane Creek Boulevard in Moab on Thursday, July 27, 2023. File photo by Trent Nelson/The Salt Lake Tribune

What concerns me most about Moab today is that the people who keep it running — teachers, police officers, EMTs, service workers, young families — increasingly can't afford to live here. That's not a talking point for me. It's personal. I believe people who want to build a life in a community should have a real shot at doing so.

Echo Canyon won't solve all of Moab's challenges, but it's designed with many of those people in mind. The project is intended to become a real community — a variety of units across multiple price points, including significant workforce housing. That mix is intentional, so full-time residents aren't competing with the vacation market for a place to live. It will also create construction jobs and long-term employment that strengthen Moab's economy beyond seasonal tourism.

New property tax revenue, including from second homes, will help fund schools, libraries, emergency services and healthcare without placing additional burden on existing residents. The economic case is straightforward: increased tax revenue from those who aren't consuming many of those same resources.

We take concerns about water seriously. Echo Canyon includes a closed-loop wastewater system sited above existing infrastructure, and the project is designed to consume less water per unit than the county average. We're also committing to support invasive species removal along the river corridor — not exploring it, doing it.

Moab is already surrounded by protected public land, which has led to a shortage of housing and opportunity. The question isn't whether growth will happen on the limited private land that remains, it's whether that growth is guided by people who care about this place or left to chance. I'd rather it be guided, and I'd rather it serve the community.

I know not everyone sees it the same way, and honest debate makes communities stronger. Echo Canyon is part of that conversation, not dictating the future but contributing to it alongside the people who call Moab home.

Craig Weston is a developer of Echo Canyon, a planned development in the Kane Creek area of Moab.