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SALT LAKE CITY
DOWNTOWN COMMUNITY PLAN

STORY OF OUR FUTURE

DRAFT: APRIL 14, 2014

FORWARD

*This community master plan
tells the story of the future of
Downtown Salt Lake City.*



PROJECT TEAM

Wilf Sommerkorn, *Planning Director*
Nick Norris, *Planning Manager*
Michaela Oktay, *Planning Manager*
Molly Robinson, *Project Manager*
Doug Dansie, *Senior Planner*
Michael Maloy, *Principal Planner*
Daniel Echeverria, *Principal Planner*
Tracy Tran, *Principal Planner*
Amber Beale, *Intern*
Richard Decker, *Intern*
Matthew Gray, *Intern*
Tyler Smithson, *Intern*
Lance Tyrrell, *Intern*
Brendan Willig, *Intern*
Xi Wang, *Intern*

WORKING GROUP

Nichol Bourdeaux, HAND
Matt Dahl, RDA
Tammy Hunsaker, HAND
Jason Mathis, Downtown Alliance
Jesse Dean, Downtown Alliance
Colin Quinn-Hurst, Transportation
Julianne Sabula, Transportation
Brad Stewart, Public Utilities
Michael Stott, Mayor's Office
Nick Tarbet, Council Office
Jessica Thesing, Economic Development
Russell Weeks, Council Office

TECHNICAL COMMITTEE

Mike Akerlow, HAND
Alene Bentley, Rocky Mountain Power
Alden Breinholt, Public Services
Larry Butcher, Building Services
Kelsey Ellis, Arts Council
Robin Hutcheson, Transportation
Edward Itchon, Building Services
Jack Hammond, AIA Utah
Karen Krieger, Arts Council
Debbie Lyons, Sustainability
Joanne Milner, Mayor's Office
Nancy Monteith, Parks & Public Lands
Jeff Niermeyer, Public Utilities
Michelle Ross, Public Safety
Andrew Riggle, Disability Law Center
Bill Rutherford, Public Services
Bianca Shreeve, Mayor's Office
Jeff Snelling, Engineering
Brad Stewart, Public Utilities
Kim Thomas, YouthCity
Joyce Valdez, Mayor's Office
Russ Wall, Salt Lake County
Thomas Ward, Public Utilities
Russell Weeks, Council Office
Rolen Yoshinaga, Salt Lake County
Kevin Young, Transportation
Renee Zollinger, Sustainability

ADVISORY GROUP

Earl Arnoldson, Salt Lake City School District
Stacy Bare, Sierra Club
Karla Bartholomew, Salt Lake County Health Dept
Scott Beck, Visit Salt Lake
Allison Beddard, Cushman Wakefield
John Bennett, Governor's Office
Jake Boyer, The Boyer Company
Angela Dean, SLC Planning Commission
Nichole Dunn, Salt Lake County Mayor's Office
Jorge Fierro, Rico Brand and Frida Bistro
Michael Fife, SLC Planning Commission
Maria Garcia, Neighborworks
Mark Gibbons, LDS Church, PRI, City Creek
Andrew Gruber, Wasatch Front Regional Council
Christian Harrison, Downtown Community Council
Lynnette Hiskey, State of Utah Arts Council
Kirk Huffaker, Utah Heritage Foundation
Mike Iverson, Central Neighborhood Council
David Lang, Goldman Sachs
Michael Larice, College of Architecture + Planning, University of Utah
Nathan Lee, Utah Department of Transportation
Jason Mathis, Downtown Alliance
Matt Minkevitch, The Road Home
Flor Olivio, University of Utah Student
Christie Oostema, Envision Utah
Jim Olson, Utah Jazz
Mark Peach, City Presbyterian
Jason Perry, University of Utah
Vasilios Priskos, Internet Properties Inc.
Karamea Puriri, Craft Lake City, SLUG Magazine
Robert Rendon, Hispanic Chamber
Matt Sibul, Utah Transit Authority
Alice Steiner, Citizen (At-Large Member)

PHOTO CREDITS

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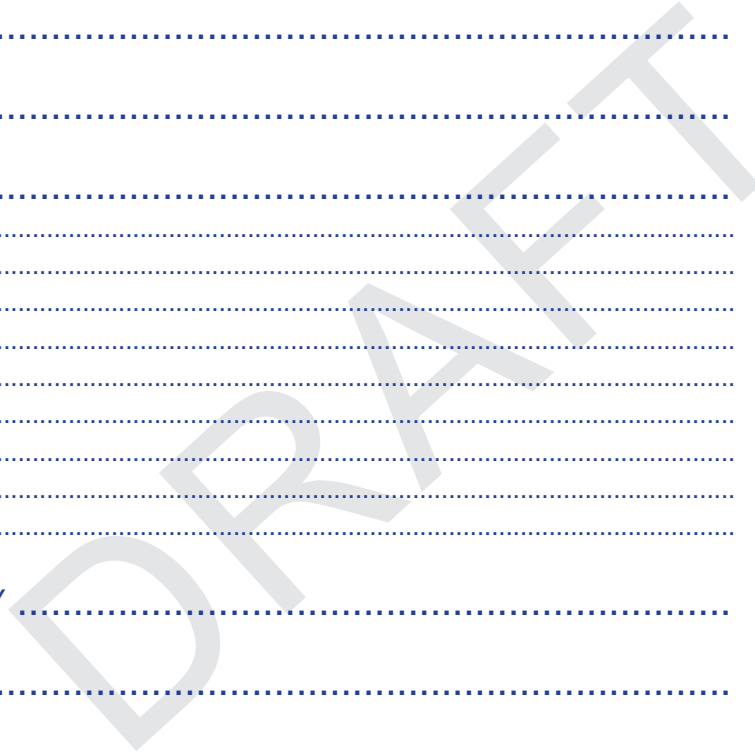
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EXECUTIVE SUMMARY

Photo credit: Lance Tyrrell

SALT LAKE URBANISM

THE DOWNTOWN COMMUNITY PLAN IS A 25-YEAR VISION AND IMPLEMENTATION PLAN THAT WILL GUIDE FUTURE GROWTH AND DEVELOPMENT IN DOWNTOWN

Salt Lake City has aspirational goals to be a model of urbanism for Utah and the Country. A great downtown is essential to achieving this vision.

Planning for Downtown's future starts with regional initiatives like the Wasatch Choice for 2040. This is a regional strategy to determine where and how growth should happen along the Wasatch Front. Our City's vision, Plan Salt Lake, further guides Downtown's future. This plan is a shared citywide vision drawn on already established, adopted City plans & policies. It creates a framework for more focused plans like the Downtown Community Plan. Plan Salt Lake recognizes that to achieve the greatest benefit, focused efforts will deliver the greatest possible outcome for Salt Lake City and Utah.

The transformation of the downtown is essential to providing a premier center for urban living, commerce, and culture in Utah, and makes an essential contribution to our economic growth.

The Downtown Community Plan is a new community master plan that provides the roadmap for this transformation. It replaces the Salt Lake City Downtown Plan of 1995. Since 1995, the Downtown has grown tremendously. The introduction of TRAX and the new Frontrunner vastly improved transit to the Downtown and broadened access throughout the region. In 2002, the City hosted the Winter Olympics, launching Salt Lake onto an international stage with the likes of Lillehammer, Nagano, and now Turin, Vancouver, and Sochi. The introduction of bike lanes, increase in the number of Downtown residents (up 59% from 1990 to 2010), and major new commercial and residential developments like the Gateway and City Creek all change how we use our Downtown.

Looking forward, the city must be strategic in its siting of downtown development, including the proposed convention center hotel. Changing technology continues to impact how we interact with each other and our public spaces and our infrastructure needs. National trends in Downtown housing

development reflect a renewed interest in Downtown living, particularly among Millennials and retirees. A neighborhood is more than just housing. As the national trends reflect, they are dynamic, walkable places with easy access to jobs, transit, activities, and services for all ages.

These changes impose new pressures on the built environment and public spaces.

The Downtown Community Plan answers questions related to future growth and development, program and design of Downtown, and provides a contextual understanding of the unique character and history of the place. It addresses Downtown as a major destination for culture, civic, and commercial activities, and as a growing neighborhood of day-to-day activities, seeking to resolve tensions that may arise from it being both.

The planning process was based on the need to address development and growth objectives and a desire to create a vision for a Downtown that supports the analysis of future demographics and growth trends, public vision, common goals and priorities, and establishes an approach to implementation. The Plan provides a new direction for the Downtown and a chance to take a fresh, holistic look at Downtown and its surroundings. The Plan also supports and balances land use, transportation, housing, development, social, and sustainability goals.

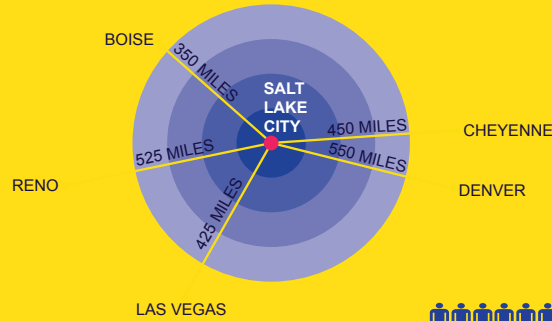
DOWNTOWN SALT LAKE CITY NOW...

As a major job center, religious and cultural center, and historic core, Downtown has a role in the region larger than just the downtown for Salt Lake City. It is the downtown for the entire Wasatch Front.

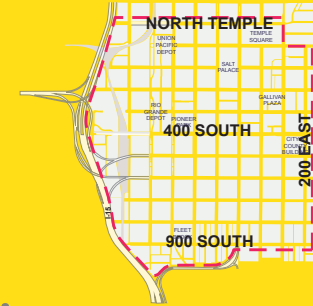
In fact, because Salt Lake City is the largest city within several hundred miles, Downtown can be considered the Downtown for the Intermountain West. Salt Lake City still maintains the largest geographic and economic hinterland of any city its size in the continental United States. It is a major center for medicine, education and entertainment. Salt Lake City enjoys a symphony, ballet, and opera that are the envy of cities much larger in size, largely due to a long tradition of support for arts and culture.

Despite the concentration of business and activity, Downtown's population was approximately only 5,000 people in 2010. Though the population is growing quickly --adding over 250 new housing units annually over the last five years-- the overall population density is only about 3 people per acre. Male residents outnumber women in the downtown almost 2:1, which indicates an unequal gender distribution. Homelessness is an ongoing issue. More than a third of all developable land in the downtown is vacant or underutilized. Of the 43,000 people who work Downtown, only 1% actually live and work within the downtown study area. Housing density, not accounting for new construction since the 2010 Census, is comparable to outlying suburban neighborhoods with only 3 units per acre overall. Housing options are limited; 88% of all units are in buildings with 10 or more units in the building, while quads, stacked townhouses, and duplexes represent 1% each of the housing stock.

REGIONAL CENTER



STUDY AREA



GENDER BIAS

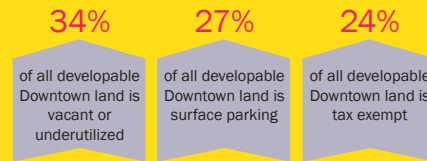
Men outnumber women in the downtown almost 2:1



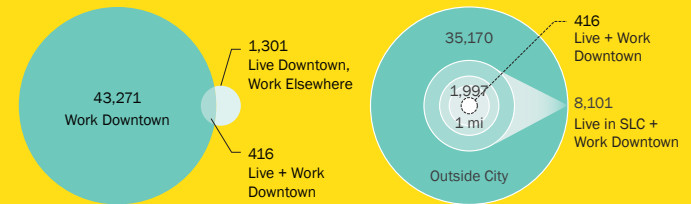
HOMELESSNESS

20% of the 4,961 residents are homeless
3 of 10 children living Downtown are homeless
Downtown serves the Region's homeless

LAND USE + DEVELOPMENT

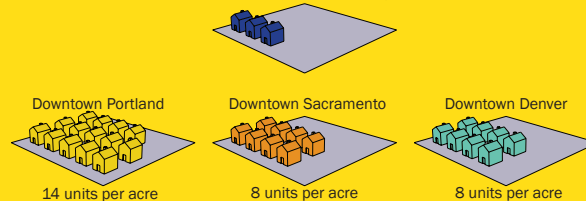


DOWNTOWN WORKERS

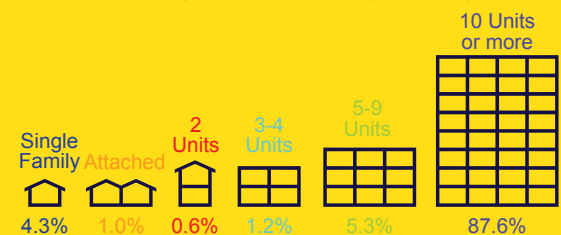


HOUSING DENSITY

Downtown Salt Lake City has 3 dwelling units per acre



HOUSING OPTIONS



...AND IN THE FUTURE

The downtown of the future

BASEMAP

OUR ASSUMPTIONS

This master plan is based on a series of critical assumptions around the future development of the downtown and the region over the next 25 years. These assumptions are:

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THE BIG PICTURE

THE DOWNTOWN AND THE WASATCH FRONT

DOWNTOWN SALT LAKE CITY IS THE ECONOMIC AND CULTURAL HUB OF THE REGION. EVERYTHING WE DO IN THE DOWNTOWN RECOGNIZES ITS PLACE IN THE REGION AS A WHOLE.

Economic role
Economic output
Top employers: State, City, Goldman Sachs,
High-value sectors: Downtown has a comparative advantage in a number of high-value sectors including finance, law, software, ...
Capital city:
Transportation hub

Social and Cultural role
Annual events
Visitors
Residents
Diversity of residents
International arrivals

Development
Number of new housing units
Grocery and market
Restaurants, bars, and cafes
Outdoor dining opportunities
Transit usage
Bikeshare use

THE GEOGRAPHY OF THE MASTER PLAN

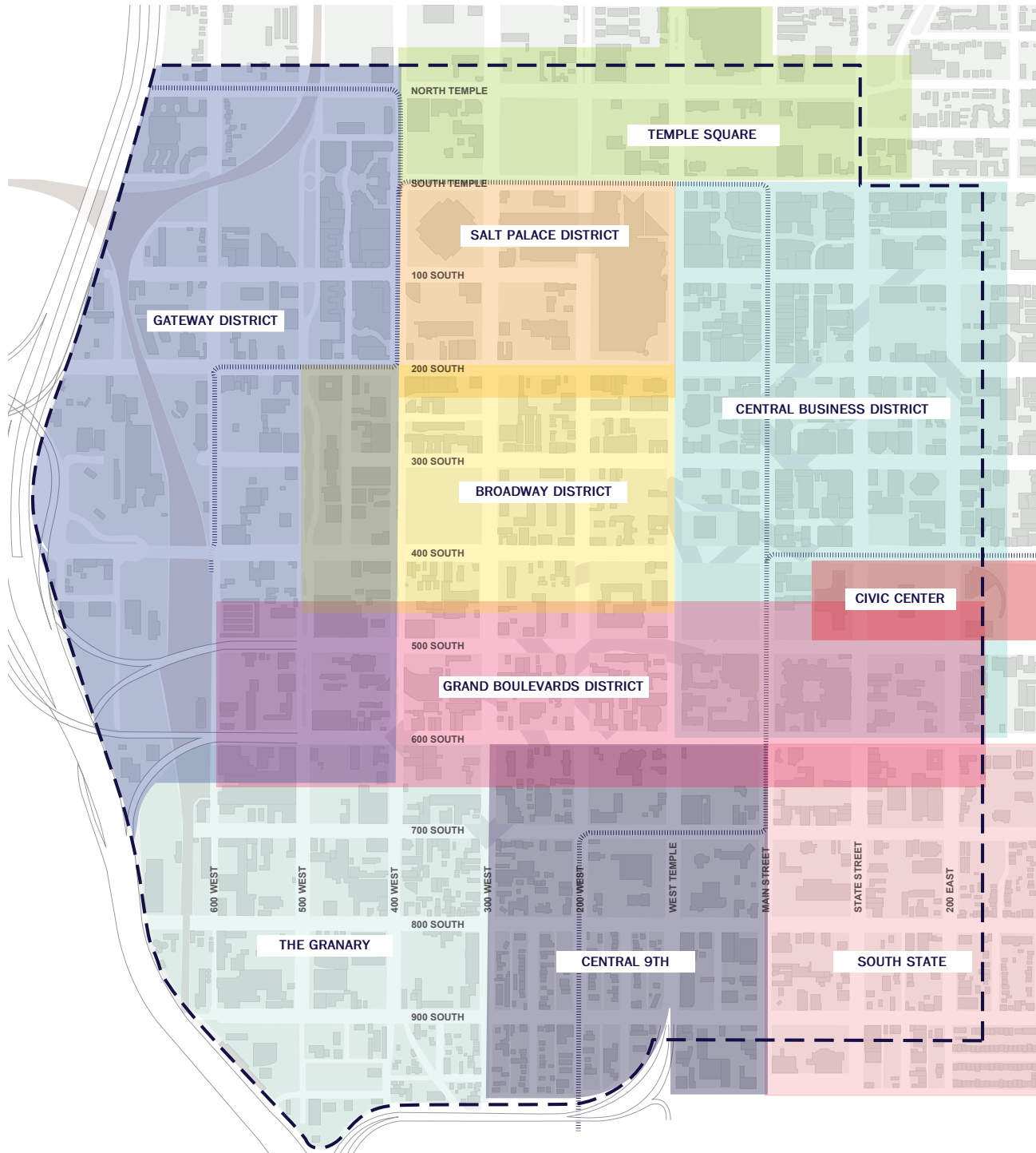
THE DOWNTOWN COMMUNITY PLAN RECOGNIZES TWO INTERDEPENDENT PLANNING AREAS: THE DOWNTOWN AS A WHOLE BOUNDED BY NORTH TEMPLE, 200 EAST, 900 SOUTH, AND I-15; AND TEN SMALLER DISTRICTS OR NEIGHBORHOODS WITHIN THE DOWNTOWN.

The Central Business District is generally understood to be “the downtown,” but this plan addresses an area much larger to be the downtown.

The Vision and Principles chapter explores the vision for the entire Downtown. This section suggests a series of metrics that are intended to measure our progress towards achievement of the Vision. The Downtown Community chapter details the goals and action items applicable to some or all of the ten districts and are more universal in nature. This aspect of the master plan focuses on increasing the number of workers and residents in the downtown by making it a more accessible and attractive place to live and work. Vibrant cities are about the exchange of ideas and new ways of doing things. The more people there are, the greater the chance of this exchange, leading to more innovation and higher productivity. Five catalytic projects are identified in the Downtown Community chapter that will spur development throughout the downtown.

The master plan also recognizes the need for greater levels of connectivity between the CBD and surrounding districts, including East Downtown and West Salt Lake. Each of the ten districts are defined and explored in the Districts chapter. At least one catalytic project is identified for each district. These projects vary in scale from major public realm investments to individual development projects to district-wide zoning changes. They are anticipated to unlock the potential of each individual district and contribute to the growth and success of the downtown, Salt Lake City, and the Wasatch Front.

The catalytic projects were identified through the public process, exploration of past planning efforts, and recognition of existing opportunities.



DISTRICTS



HOW THE DOWNTOWN IS STRUCTURED

STRUCTURE
MAP

THE DOWNTOWN COMMUNITY PLAN IN BRIEF

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VISION – TO GUIDE US TO 2040

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PRINCIPLES - TO DEFINE OUR PATH AND MEASURE OUR PROGRESS

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DISTRICTS – MORE DETAILED ACTIONS THAT WILL DEFINE THE CHARACTER OF EACH DISTRICT

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CATALYTIC PROJECTS – THAT WILL UNLOCK THE POTENTIAL OF THE DOWNTOWN



DOWNTOWN'S JOURNEY TO TODAY

SOME OF THE PLACES, FACTORS, AND EVENTS THAT HAVE BUILT THE CITY WE KNOW AND LOVE.

IMAGE

OPPORTUNITIES – DOWNTOWN’S IMPORTANT ATTRIBUTES

BELOW ARE THE DOWNTOWN’S MAIN OPPORTUNITIES, BUT THE LIST IS NOT EXHAUSTIVE

1. SETTING

2. SENSE OF PLACE, HERITAGE
AND CHARACTER

3. A HIGHLY ACCESSIBLE PLACE –
CONNECTION TO UNIVERSITY

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4. CULTURAL PROMINENCE

5. SEAT OF ECONOMIC AND
POLITICAL POWER

6. GROWING REGIONAL
POPULATION

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7. DESIRE FOR DOWNTOWN LIVING

8. LOCAL AND INTERNATIONAL DESTINATION

CHALLENGES – DOWNTOWN’S MAIN CONSTRAINTS

THE DOWNTOWN FACES A NUMBER OF CHALLENGES THAT THIS MASTER PLAN SEEKS TO ADDRESS.

1. PLANNING FOR GROWTH

2. POOR CONNECTIONS WITHIN THE DOWNTOWN AND TO ADJACENT NEIGHBORHOODS

3. AN AUTO-DOMINATED PUBLIC REALM

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4. SOCIAL EQUITY CHOICES

5. DESTINATIONS TOO FEW AND FAR BETWEEN

6. LOSS OF OUR HERITAGE

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7. PHYSICAL INFRASTRUCTURE
LIMITATIONS

8. ENVIRONMENTAL
SUSTAINABILITY

9. REGIONAL RELEVANCE

IMAGE

THE MAYOR'S LIVABILITY AGENDA

SETTING & DELIVERING PRIORITIES

The master plan identifies a strong place-based focus for the development and growth of the downtown, and is organized around 10 districts and 10 catalytic projects. These are the projects the City will set as priorities for investment in terms of its financial resources and skills, and it is expected that the private sector will lead investment within these priorities.

THE FOCUS WILL BE ON DOING A FEW THINGS WELL

In this context not all catalytic projects will be advanced at the same time, but delivered in a number of broad, overlapping phases. This ensures they are complementary and have maximum impact.

The Implementation chapter suggests the effort required to execute each of the action items, including the catalytic projects, in terms of time, coordination, and financial needs.

Recognizing that delivering the catalytic projects needs to be in step with demand for development, the catalytic projects will happen as and when the private sector responds or opportunities arise. For example, the Convention Center Hotel may create the impetus and funding opportunities for upgrading adjoining public areas.

Other opportunities identified in the master plan will fall into place around these broad phases, according to the market.

“URBAN DESIGN SUCCESS
SHOULD BE MEASURED BY
ITS ABILITY TO SUPPORT
HUMANITY.”

-Nan Ellin. [Integral Urbanism](#). 2006.



VISION & PRINCIPLES

Photo credit: Lance Tyrrell

THE VISION

DOWNTOWN SALT LAKE
SEEKS TO BE THE PREMIER
CENTER FOR SUSTAINABLE
URBAN LIVING, COMMERCE,
AND CULTURAL LIFE IN THE
INTERMOUNTAIN WEST.

COORDINATION WITH PLAN SALT LAKE

Our core values form a vision for Downtown that balances local and regional interests. Downtown's sense of purpose is derived from its current role as the primary destination for culture and entertainment, the center of commerce, the seat of government for the State of Utah, and as an international center for a worldwide faith. Development of Downtown as the center for dense urban living—comprised of housing, parks, local serving retail, and community services—will dominate Downtown's identity as a vibrant neighborhood. Downtown will offer intimate spaces, outdoor adventure, and moves with a distinctive energy that reflects our culture. It will be diverse and eclectic—a creative mix of neighbors and collaborative partners committed to pioneering Downtown's future. Underscoring the whole vision is the concept that sustainable development that responds to regional ecological conditions and is supportive of local business and entrepreneurship will be accessible to all people throughout the social and economic spectrum of our community.

The vision for Downtown reflects the citywide vision outlined in Plan Salt Lake, which emphasizes the neighborhood as an important unit towards supporting community wellbeing. Plan Salt Lake identifies individual and household choice—particularly in terms of transportation and housing—as critical to enhancing quality of life. Upholding commitments to sustainable use of natural resources, protection and provision of parks and open space, and preservation of historic resources are also identified. Social equity and education are key components of citywide goals. Plan Salt Lake also emphasizes Salt Lake City's role and commitment to cultural and economic prowess in the region.

The Downtown Master Plan is built on, and will help implement, the policies and direction from Plan Salt Lake by:

- Identifying how the Downtown will specifically address citywide goals;
- Recommending changes to Downtown policies to be consistent with Plan Salt Lake and other citywide thematic plans;

- Referencing current City initiatives that influence land use and planning, including: Downtown in Motion, the Ten-Year Comprehensive Housing Plan, various redevelopment plans, XXX;
- Determining which citywide performance indicators are applicable to the Downtown;
- Creating Downtown-specific performance indicators that will help advance citywide policies;
- Creating a Downtown community vision consistent with Plan Salt Lake;
- Recommending a series of action items to be implemented through various tools (i.e. zoning changes, design guidelines, performance standards, redevelopment areas, capital improvement funding);
- Recommending amendments to the policy and regulatory framework for Downtown (i.e. 1995 Downtown Master Plan, Gateway Master Plan, Zoning ordinance, and various design guidelines) to create a better climate for the development of the type of development desired by the community, while providing the broader community with a level of comfort about the character of development;
- Recommending modifications to City processes and procedures related to development application review, agreements and approvals processes; and
- Identifying the characteristics of appropriate growth that will advance citywide growth while protecting adjacent neighborhoods.

PLAN SALT LAKE GUIDING PRINCIPLES

Neighborhoods that have identity and diversity while providing a safe environment, opportunity for social interaction, and services needed for the wellbeing of the community therein.

Managing growth and providing choice. Growing in the right places and in the right way, Salt Lake City provides people with choices about where they live, how they live and how they get around.

Access to a wide variety of *housing* types for all income levels, that provide the basic human need for safety and security and are responsive to changing demographics.

A *transportation and mobility* network that provides real choices to residents and visitors that is safe, accessible, reliable, affordable and sustainable, connecting people with places.

Responsible use of resources. Habits and patterns that use what is minimally needed for our generation so resources are readily available and, where possible, replenished for future generations.

The right to breathe *clean air* and drink *clean water*.

Recreation and open space preservation. A balance between access to open space and the need to protect and manage our natural resources.

Urban design and a built environment that *enhances our quality of life* and reflects a commitment to high quality materials, building standards and makes people the focus of development.

Preserving our past to create places that tell our story and help make Salt Lake City unique.

Social equity. Embrace and encourage diversity while treating all people equitably with fairness, justice and respect.

An *education* system that provides opportunities and *access for all people* and contributes to the fabric of our City.

Vibrant, diverse and accessible artistic and cultural events that showcase the community's long standing *commitment to a strong art and entertainment culture*.

A balanced economy that is the *economic center of the region* while promoting access to quality jobs and fostering an environment for local businesses to thrive.

A local *government that is trustworthy and transparent*.

DOWNTOWN PRINCIPLES

Principles are big ideas that support the Vision. They provide a framework for the Master Plan. They reflect the community's values --what we heard from the public in Phase 3A Visioning. Each principle was established through exploration of community values; they form the backbone of the master plan. The principles are big ideas that support the Vision. There are ten principles, which reflect the citywide guiding principles developed in Plan Salt Lake.

Nested below each principle are metrics that will measure the City's achievement towards the Vision over time. The proposed metrics are subject to further development, including engagement with relevant stakeholders to ensure baseline data can be sourced. A monitoring framework technical report will be produced by XXXX, with recommendations for sign-off by the Downtown Plan Advisory Group and the Planning Commission.

We value a Downtown that...

IS VIBRANT & ACTIVE

Values: Community, neighborhood vibe, people, gathering place

Density of people is critical to a dynamic downtown that pulses with a neighborhood vibe, is the gathering place for Wasatch Front community life, and has the best people-watching in the valley. Downtown will be the place where happenstance meetings become regular events.

- METRIC: number of residents and demographic breakdown
- METRIC: % of City residents who live downtown
- METRIC: number of parks and plazas
- METRIC: increase tree canopy cover
- METRIC: number of conventions and conferences
- METRIC: increased average length of stay
- METRIC: improved perceptions of downtown
- METRIC: increase retail expenditure
- METRIC: number of business licenses
- METRIC: number of pop-up shops
- METRIC: number of public and private events occurring in the public realm and in public facilities
- METRIC: number of public events in each season

PROVIDES HOUSING CHOICE

Values: Affordable housing, family-friendly options, all ages and abilities

Downtown neighborhoods are characterized by the housing choices available. Downtown housing will meet the diverse needs of the people of the Salt Lake Valley in a form that responds to our environment. A downtown neighborhood that provides a variety of housing options, including affordable and family-oriented homes, gives people of all social and economic backgrounds the opportunity to live in a truly urban setting.

- METRIC: number of families
- METRIC: number of children
- METRIC: number of 3+ bedroom units
- METRIC: number of schools and daycares
- METRIC: number of playgrounds
- METRIC: number of "missing middle" housing types
- METRIC: percent private or semi-private outdoor spaces
- METRIC: number of live/work units
- METRIC: percent affordable units
- METRIC: perceptions of homeless concentration
- METRIC: number, type and distribution of live/work units
- METRIC: number of repurposed buildings for housing
- METRIC: number of units created in repurposed buildings
- METRIC: number of renovated units older than 30 years

IS PROSPEROUS

Values: Local business, large and small employers, vital commerce, commercial importance, supportive of entrepreneurs

Downtown business is personal. An authentic and prosperous downtown has an economic culture that starts with people. It supports entrepreneurship and innovation, businesses that provide opportunity for employees, and a fine-grained urban environment that caters to residents and visitors alike. As the center of Utah's capital city, Downtown will continue to be the commercial heart of our state.

- METRIC: See Mayor's Livability Agenda
- METRIC: daily needs met within 1/4-mile of all downtown residents
- METRIC: number of schools and daycares
- METRIC: number of small and large groceries
- METRIC: number of parks
- METRIC: wi-fi enabled
- METRIC: increase in median household income
- METRIC: number of jobs above the City median income
- METRIC: number of corporate headquarters
- METRIC: number of jobs
- METRIC: educational attainment of downtown workforce
- METRIC: percent of all jobs in creative class industries
- METRIC: learning opportunities offered
- METRIC: research funding
- METRIC: number new Science-Technology-Engineering-Mathematics-Arts (STEMA) businesses launched
- METRIC: permit processing time
- METRIC: number of completed projects annually
- METRIC: increase retail occupancy
- METRIC: number of cafes
- METRIC: number of collaborative business spaces
- METRIC: number of business incubators
- METRIC: diverse mix of shops and restaurants by district
- METRIC: number of older buildings repurposed
- METRIC: number and location of new public realm amenities

CELEBRATES DIVERSITY

Values: Diversity of culture and background, respect of tradition, difference and acceptance, international, gathering place, belonging, all ages and abilities

The legacies, voices, foods, lifestyles, and beliefs of diverse cultures need a downtown that celebrates difference in a way that transcends acceptance and leads to a sense of belonging for all. Downtown will be the gathering place for people of all backgrounds and enables everyone to be "at home." The capacity of a city to attract international populations and to enable them to contribute to the future success of the city is integral to the success of the downtown.

- METRIC: age distribution
- METRIC: gender equity
- METRIC: ethnic diversity
- METRIC: economic diversity
- METRIC: number of minority-owned businesses
- METRIC: number of women-owned businesses
- METRIC: number of refugee and immigrant-owned businesses
- METRIC: number of cultural events
- METRIC: number of celebrated historical sites
- METRIC: amount of space for cultural activities
- METRIC: culturally-specific public art pieces and events
- METRIC: refugee services

IS ARTFUL & UNIQUE

Values: Unique experiences, nightlife, dining, intimate spaces, sports, art and music, history, fashion, entertainment, funky/innovative/creative spaces

A downtown that embodies its role as the cultural and economic heart of the Intermountain West will be artful, innovative, intimate, stylish, charismatic, powerful, and provide unique experiences and opportunities that profoundly expands your understanding of the world.

- METRIC: percentage of new housing starts (all types) citywide
- METRIC: density per acre by district
- METRIC: proximity to amenities
- METRIC: desirability
- METRIC: number of artist live/work units
- METRIC: number of bars, clubs, and restaurants
- METRIC: number of cultural venues
- METRIC: number of district-based events
- METRIC: iconic skyline
- METRIC: street enclosure
- METRIC: number of public art pieces
- METRIC: number of large-scale public art pieces
- METRIC: distribution of public art
- METRIC: number of art-related events
- METRIC: community participation
- METRIC: number of free events
- METRIC: number of outdoor retailers
- METRIC: number of exercise clubs and groups (i.e. running groups, mountain biking groups)
- METRIC: number of outdoor recreation events originating in the downtown
- METRIC: number of sport and recreation facilities
- METRIC: distance to a park or recreation facility

IS CONNECTED

Values: Transportation options, convenient mass transit, local circulation, bike friendly, hassle-free parking

Our region flows to, through, and within a downtown that makes transit convenient and world-class, biking safe and friendly, and offers a hassle-free transportation experience. Transportation options that serve Downtown connect people to destinations efficiently improve accessibility for all.

- METRIC: ridership of Salt Lake City residents travelling downtown
- METRIC: ridership of downtown employees and visitors travelling downtown
- METRIC: mode split
- METRIC: transit ridership
- METRIC: percent biking to work
- METRIC: percent on-street parking availability
- METRIC: direct transit and bicycle links to major job, neighborhood, and activity centers
- METRIC: distance to transit
- METRIC: frequency of service
- METRIC: use of off-street paid parking percent on-street parking availability
- METRIC: perceptions of parking availability
- METRIC: bikeshare use
- METRIC: pedestrian counts
- METRIC: allocated funding for wayfinding/directional signage

IS WALKABLE

Values: Pedestrian-oriented places, interesting, comfortable, open 7-days

Walkability builds community. A walkable downtown is a vibrant place, one that prioritizes the human experience, inviting life and providing comfort and safety, interest, activity, transparency, and harmony. Walkability is more than supplying the basic pedestrian facilities of sidewalks, crosswalks, and curb ramps. It means the provision of a comfortable and pleasant walking environment that stimulates the senses, provides route choice, and urges discovery.

- METRIC: intersection density
- METRIC: linear feet of public mid-block walkways (Class 1 and Class 3)
- METRIC: pedestrians per hour
- METRIC: intersection density
- METRIC: number of public seating options (movable and fixed)
- METRIC: number of shade trees planted
- METRIC: percent tree canopy coverage
- METRIC: number of pedestrian-activated mid-block signals (i.e. Hawk lights)
- METRIC: human-scale street enclosure
- METRIC: allocated funding for pedestrian lighting
- METRIC: number of public drinking fountains
- METRIC: number of universally accessible pedestrian crossings
- METRIC: average pedestrian crossing distance (curb-to-curb)
- METRIC: number of pedestrian-involved crashes
- METRIC: perceptions of safety
- METRIC: number of crimes occurring in the public realm
- METRIC: amenity density
- METRIC: land use diversity
- METRIC: ground floor transparency
- METRIC: visual complexity
- METRIC: number of dogs per household
- METRIC: number of dog parks
- METRIC: number of pet stores and services
- METRIC: number of private spaces designed for dogs

IS WELCOMING & SAFE

Values: Safe, clean, welcoming, neighborhood pride, places for children, healthy, maintained, well-lit, pet-friendly

A welcoming place is a safe and healthy place. Community safety is supported by a social environment that is active, educated, playful, and maintained. Downtown's neighborhoods will be celebrate their heritage and uniqueness and promote healthy living in an urban setting.

- METRIC: pedestrian counts
- METRIC: active street frontages
- METRIC: number of dogs
- METRIC: crime activity
- METRIC: number of children living downtown
- METRIC: number of schools and daycares
- METRIC: number of public and private child-oriented events and spaces
- METRIC: number of playgrounds
- METRIC: miles of protected or off-street bikeways
- METRIC: number of red air days (high alert)
- METRIC: number of yellow air days (moderate) number of mid-size and large businesses
- METRIC: public investment funding allocated for downtown infrastructure
- METRIC: perceptions of cleanliness and maintenance
- METRIC: number of visitors annually
- METRIC: perceptions of friendliness

UNITES CITY & NATURE

Values: Neighborhood parks, views to the mountains, clean air, direct access to nature, urban agriculture

A downtown that celebrates its relationship with Nature connects people to the wonders of the Wasatch region and the beauty it offers, the changing seasons, and outdoor adventure.

- METRIC: parks within a ¼-mile of all downtown residences
- METRIC: Miles or acres of park space, medians, and landscape features
- METRIC: number of clear sightlines to Wasatch Front, parks, and natural elements
- METRIC: number of red air days annually
- METRIC: number of water features
- METRIC: direct public realm links to City Creek (Napopah) and the Jordan River

IS BEAUTIFUL

Values: Quality architecture, mountain views, diversity of building types, history, memorable

A person's sense of place is derived from their physical and emotional experience Downtown. Our setting along the Wasatch Front and our distinctive history lend character and beauty to a downtown that honors the past, praises quality design and craft, and shares a cohesive aesthetic contributing to a bold and powerful image.

- METRIC: number of landmark buildings
- METRIC: number of buildings built before 1940
- METRIC: percent vacant and underutilized land
- METRIC: percent surface parking
- METRIC: urban heat island
- METRIC: percent shade
- METRIC: tree canopy coverage
- METRIC: number of LEED-certified buildings
- METRIC: number of SITES-certified landscapes
- METRIC: number of award-winning projects
- METRIC: special lighting districts
- METRIC: number of unique lighting projects
- METRIC: number of protected view corridors



DOWNTOWN GOALS

Photo credit: Lance Tyrrell

DOWNTOWN-WIDE GOALS & ACTION ITEMS

THE GOALS BEGIN TO ILLUSTRATE HOW WE WILL WORK TOWARDS THE VISION.

They direct the City's decision-making –from policy decisions to capital improvement funding to zoning changes. The goals and associated Action Items are organized by the ten principles of the vision.

THE ACTION ITEMS DESCRIBED IN THIS CHAPTER REPRESENT THE POLICY DIRECTION FOR THE WHOLE DOWNTOWN COMMUNITY PLANNING AREA.

An action item is a course of action, strategy for achieving the vision, or a specific project, such as a new building or transit line.

IS VIBRANT & ACTIVE

GOAL: A residential population Downtown of 20,000 residents or more by 2040 to build a 24/7 downtown (ALT: Downtown will accommodate XX% of the residential growth predicted for the Wasatch Front region). A residential population of 20,000, or roughly 13-14 people per acre, can effectively activate downtown by patronizing downtown businesses, enlivening the public realm, and visiting its parks and public spaces both day and night throughout the year.

- ACTION ITEM: Establish a downtown population that mirrors the Salt Lake City population in terms of age, ethnicity, and income.

GOAL: Unique places for different age groups, interests, and needs within each downtown district.

- ACTION ITEM: Establish child-friendly spaces on every block, both public and private.

GOAL: An active public realm that supports a vibrant downtown experience.

- See Urban Design Element on ground floor transparency. Consider increasing % transparent to 60% throughout all downtown zoning districts.
- Keep the permitting process simplified for outdoor dining (See 1995 DT Master Plan).

GOAL: Downtown as a unique destination for visitors.

- Address state-level issues related to alcohol sales to enable development of entertainment or tourism districts.

GOAL: Opportunities for new shops and alternative retail.

GOAL: An active calendar of public and private events occurring in the public realm and public facilities (i.e. Main Library, Salt Palace, Gallivan Center) throughout the year.

- Streamline the events permitting process and establish reasonable fees to encourage more individuals to host events in the public realm. Create a one-stop-shop at City Hall for events and revocable permits.

- Develop “shoulder event” programs to capture activity before and after a game or show.
- Identify, organize, and promote a single prominent “information clearing house” for Downtown events. (Probably managed by a private or public group that already exists.)

PROVIDES HOUSING CHOICE

GOAL: A model for sustainable, urban living that accommodates families, enabling them to choose Downtown living, if they desire. Downtown residents should be a cross-section of the larger Salt Lake City population, representing all ages, stages, and socio-economic backgrounds.

- ACTION ITEM: Develop housing in a mix of prices and luxury to appeal to a broad market.
- ACTION ITEM: Require 30% affordable housing in all new developments with a residential component so that units are affordable to a population segment relative in income distribution and family size to those working in the downtown core (typically a household earning up to 80% of the area median income)(option to pay into a fund for affordable housing development). ALT: Provide at least XX% of the affordable housing units needed citywide.
- ACTION ITEM: Assist developers in applying for low interest loans and other financing programs available to implement affordable housing near transit including the City's Housing Trust Fund, Wasatch Front Transit-Oriented Development Loan Fund, Olene Walker Housing Loan Fund, Tax Increment Financing, Low Income Housing Tax Credit, and New Markets Tax Credit.
- ACTION ITEM: Create additional loan tools, land purchase, and ground lease opportunities for the development of market-rate units.
- ACTION ITEM: Explore housing program alternatives that allow development of units affordable to people at middle-incomes to enable market-rate developers to create greater amounts of housing affordable to working households (up to 150% of Salt Lake City median income).
- ACTION ITEM: Encourage development of rooftop gardens.

GOAL: 5,000 new dwelling units or more to downtown in 10 years; an additional 4,000 units or more in the following 15 years to accommodate a minimum downtown residential population of 20,000 by 2040.

- ACTION ITEM: Investigate incentive programs (i.e. tax abatement or rebates) for development of high density market-rate housing downtown. Should incentives be expanded for all high density, market-rate housing?
- ACTION ITEM: Evaluate and address regulatory process, including permitting and fees, to encourage new housing development downtown.
- ACTION ITEM: Evaluate construction permit process for efficiency and speed.
- ACTION ITEM: Encourage developers to include public or private outdoor space for residents through a points-based or incentive program.
- ACTION ITEM: Develop design guidelines or form-based regulations that encourages quality construction that provides a sense of place and allows for resident personalization.

GOAL: Integrated homeless services into the neighborhood fabric for minimized impact.

- ACTION ITEM: Provide single room occupancy units for low income residents.
- ACTION ITEM: See Homelessness Strategies Report.

GOAL: A high density of live/work units of different types, sizes, and locations.

- ACTION ITEM: Allow live/work units by right in all downtown zoning districts.

GOAL: Repurpose and renovate older building stock for housing.

- ACTION ITEM: Develop a process to encourage renovation of older existing apartments.
- ACTION ITEM: Incentivize adaptive reuse of older building stock, particularly character-contributing buildings, for repurposing as housing. See Community Preservation Plan and Community Housing Plan
- ACTION ITEM: Continue offering housing rehabilitation programs to provide low-interest loans for housing rehabilitation to low and moderate-income households.

IS PROSPEROUS

GOAL: Elevated quality of life for all downtown residents.

- ACTION ITEM: Work with Salt Lake City School District, private daycares, and private schools to locate facilities in the downtown.
- ACTION ITEM: Encourage location of local services in the downtown: doctors, dentists, veterinarians, ophthalmologists, chiropractors, acupuncture, massage therapists, physical therapists, legal services, accountants, daycares, laundry and dry cleaning, music lessons, dance schools, art centers.

GOAL: Recognized globally significant center for business and the number one choice to locate a corporate headquarters in Utah.

- ACTION ITEM: Develop programs to attract major businesses to Downtown.

GOAL: Higher education has a dominant presence downtown in coordination with a successful innovation district.

- ACTION ITEM: Grow and support an educated workforce downtown by introducing more student housing, community, and educational spaces downtown to instill a commitment to urban living at a young age.
- ACTION ITEM: Grow and support creative industries downtown.

GOAL: A helpful government permitting environment for businesses and developers looking to grow downtown.

- ACTION ITEM: Address infrastructure needs and develop a city plan for infrastructure investment (i.e. don't rely on private development alone to upgrade infrastructure).
- ACTION ITEM: Evaluate the permitting process for inefficiencies and streamline the process where appropriate.
- ACTION ITEM: Investigate per square foot fee structures citywide that favor high density development downtown over low density development on the fringe of the city.

GOAL: A thriving local business and a celebrated entrepreneurial environment that supports the economic and cultural development of the region.

- ACTION ITEM: Create economic development programs, tools and services to help small businesses. See Spaceworks Tacoma, Community Development Corp, crowd funding
- ACTION ITEM: Support small businesses moving into the downtown area through a small business development corporation.
- ACTION ITEM: Create storefront investment programs for façade and building improvements for existing businesses in any building type to improve retail visibility, presence, and success.
- ACTION ITEM: Create strong inclusionary opportunities, including a business incubator, for economic development for minority-owned, women-owned, and disadvantaged businesses.

GOAL: Independently identified downtown districts characterized by an interesting mix of shops, restaurants, cultural institutions, parks and public spaces, amenities, historic buildings, and architectural character.

- ACTION ITEM: Incentivize preservation and reuse of character-contributing buildings.

CELEBRATES DIVERSITY

“By the early 1900s, the west side of the City had evolved into several ethnic neighborhoods that were home to Syrian, Italian, Japanese and Greek immigrants. Once a bustling and lively area, western downtown provided a safe sanctuary to the diverse populations entering the City. Immigrants settled in “colonies” for support and familiarity, created close-knit communities with boarding houses, bakeries, newspapers, churches, coffeehouses, and other specialty stores that welcomed immigrants to their new home and reminded them of their homelands.”

GOAL: Diversity of ages, genders, ethnicities, abilities, household sizes, and socio-economic backgrounds of downtown residents that mirrors Salt Lake City demographics.

- ACTION ITEM: Improve and expand recreation and education facilities to support residents of all ages in a growing community.
- ACTION ITEM: Improve and increase childcare facilities to support families with children living downtown. Encourage childcare facilities in locations that will ease pick-up and drop-off for parents, particularly along TRAX and commercial corridors and areas of high employment.
- ACTION ITEM: Enable aging-in-place through housing and services programs.
- ACTION ITEM: Develop an inclusionary housing policy that encourages development of a range of housing types, sizes, tenure type (i.e. owned, rented, co-op, condo, etc.), and costs to support a more diverse population (high cost of living can lead to less diversity).

GOAL: A diverse mix of successful ethnic restaurants and markets Downtown that reflects the international reach of the larger community.

- ACTION ITEM: Create financial incentives for diverse businesses (ex. Detroit, Dayton).

GOAL: A culturally inclusive neighborhood that celebrates diversity and history of our city and state.

- ACTION ITEM: Explore opportunities to collaborate with Native American groups to identify sites and tell the story of their continued presence in the community.
- ACTION ITEM: Recognize Downtown Salt Lake as the cultural center of Utah and the Intermountain West by upgrading and increasing space for cultural activities.
- ACTION ITEM: Recognize Downtown Salt Lake as the cultural center of the LGBTQ community in Utah and celebrate it through public art and events.
- ACTION ITEM: Promote uniqueness of culture through refugee services, cultural events, and supportive business opportunities. (EXAMPLE SPICE KITCHEN)

IS ARTFUL & UNIQUE

GOAL: The number one choice for true urban living in Utah -a unique option in the region.

- ACTION ITEM: Support “storefront studios” that connect artists with street life and enable live/work unit development.
- ACTION ITEM: Encourage high density residential development in many forms that capitalizes on views to the Wasatch Front, Oquirrh Range, and the Great Salt Lake.
- ACTION ITEM: Encourage mixed-use development.

GOAL: A distinctive, imagable and identifiable downtown with international appeal comprised of independently identifiable subdistricts.

- ACTION ITEM: Define the character and build the image of Downtown as a collection of unique experiences (brand – ex. Chattanooga).
- ACTION ITEM: Establish a system for areas to incorporate as unique (business) districts defined by building character, land use, key features, and events. Provide grant programs for district-based street furniture, banner, tree planting, paving, public art, and other unique features.
- ACTION ITEM: Maintain the Indian Head lamps as a unifying feature of the entire downtown. (DIAGRAM)

GOAL: A downtown known for its collection of public art, performance art and art-related events, and tactical urbanism.

- ACTION ITEM: Establish interactive art areas for hands on exploration of art and culture.
- ACTION ITEM: Create whimsical and playful public art, benches, and lighting in each district around activity nodes.
- ACTION ITEM: Establish a micro-loan fund for artists and arts organizations. Identify multi-division strategies and funding mechanism.
- ACTION ITEM: Create opportunities for creative public expression through tactical urbanism processes like Paint-the-Pavement, utility box painting, gorilla gardening, and parklets.

GOAL: Outdoor recreation is a key feature of the region and the downtown’s offerings.

- ACTION ITEM: Develop a sports and recreation program implemented throughout the downtown that features training activities for sports celebrated throughout Utah (i.e. climbing, biking, hiking, skiing).
ALT: Create opportunities for local exercise groups to use public spaces.

CATALYTIC PROJECT - CULTURAL CORE DEVELOPMENT

In 2011, Salt Lake City and Salt Lake County signed Cultural Arts Interlocal Agreement that creates a sales tax-based fund to be spent on the marketing, branding, development and improvement of arts and cultural activities in Salt Lake's Cultural Core. These investments in placemaking, promotion, and program have specific physical implications that can be directed by the Downtown Community Master Plan. Enhancing wayfinding, activating underutilized storefronts, and leveraging “in-between” spaces for public amenity are priorities.

DIAGRAM

IS CONNECTED

GOAL: Double transit ridership by 2020 and double it again by 2040. ALT: Support a regional increase in transit use. See UTA Board goals

- ACTION ITEM: Encourage development of Transit Oriented Development (TOD) through form-based codes and allowed increased density within a 10-minute walk of TRAX and a 5-minute walk of any bus or streetcar stop.
- ACTION ITEM: Construct a downtown streetcar that improves local transportation through the downtown.

GOAL: Mode share that favors alternative transportation over single-occupancy vehicle use.

- ACTION ITEM: Develop more bike friendly roads and parks.
- ACTION ITEM: Create safe options for biking with children to and around Downtown.
- ACTION ITEM: Time lights for speed of bikes along bike routes.
- ACTION ITEM: Work with the Downtown Alliance to grow the bike-share program.

GOAL: Balanced transportation access across travel modes.

- ACTION ITEM: See Downtown In Motion

GOAL: Connections to major job, neighborhood, and activity centers (i.e. Airport, University of Utah, Sugar House Business District, State Capitol) have strong and frequent transit and bike facilities (called "destination accessibility").

- ACTION ITEM: Extend the Red Line along 400 S directly to Central Station from the University of Utah.

GOAL: Signage and wayfinding for all travel modes that is a model for other cities and neighborhoods.

- ACTION ITEM: Identify ways to encourage novice users and visitors to use the transit and bikeshare systems.
- ACTION ITEM: Analyze parking equity and balance needs accordingly.

CATALYTIC PROJECT - DOWNTOWN STREETCAR

A streetcar is a neighborhood-serving transit service that shares lanes with auto traffic, travels at slower speeds, makes frequent stops, and uses smaller, single-car vehicles. The Downtown Streetcar will provide supplemental service within Downtown and to East Downtown. The proposed route will be a local circulator, linking Central Ninth, the Granary, Grand Boulevards, Gateway District, Broadway District, Salt Palace District, and the Central Business District. The project was initially proposed in the 2008 Downtown in Motion plan.

CATALYTIC PROJECT - 400 SOUTH TRAX EXTENSION

Extension of the TRAX Red Line along 400 South from Main Street to 600 West and the Intermodal Hub will complete an inner loop of rail circulation in Downtown. This is a priority project identified in the 2008 Downtown in Motion plan.

DIAGRAM

DIAGRAM

IS WALKABLE

GOAL: A mid-block walkway network that prioritizes pedestrians over other modes.

- ACTION ITEM: Carefully manage future development of new mid-block walkways to encourage pedestrian prioritization, a unique pedestrian experience, and strong physical connections.
- ACTION ITEM: Improve the pedestrian amenity and safety of alleys and mid-block walkways that provide necessary service and access functions while maintaining efficient vehicular movements.
- ACTION ITEM: Establish new and improved crosswalks at midblock crossings to complete pedestrian connections across main streets.
- ACTION ITEM: Prioritize location of mid-block crossings in coordination with mid-block streets and walkways. Consider mid-block crossings every half-block or where appropriate.
- ACTION ITEM: Address pedestrian safety and comfort issues with regularly planted trees, shortened crossing distances, tighter curb radii, hawk or other pedestrian-activated signals, pedestrian lighting, and regularly spaced benches and seating.

GOAL: A complete pedestrian network that makes walking downtown convenient and comfortable.

- ACTION ITEM: Develop a public street or walkway through every block downtown through land acquisition and easements or other innovative tools.
- ACTION ITEM: Carefully manage future development in and adjacent to mid-block walkways to protect their significant character and function.
- ACTION ITEM: Identify opportunities for the acquisition and development of new mid-block walkways to increase pedestrian connectivity.
- ACTION ITEM: Protect and enhance the built form, character and function of laneways and the mid-block walkway system as a significant determinant of the City's built form, and distinguish them from other larger streets.

- ACTION ITEM: Protect and enhance the mid-block walkway system as a significant element of the pedestrian network and public realm.
- ACTION ITEM: Provide wayfinding devices that effectively communicate the mid-block walkway system as an interconnected network.

GOAL: A safe, walkable downtown environment.

- ACTION ITEM: Increase safety at mid-block crossings through signal, refuges, and reduced vehicular speed.
- ACTION ITEM: Inventory, assess, and categorize streets by level of walkability and address low-hanging fruit first.

GOAL: An urban pedestrian experience that is dynamic and stimulating.

- ACTION ITEM: Enable citizen-led design interventions to take root on mid-block walkways as a way to empower citizens and foster imaginative and artful iterations of the mid-block walkway.
- ACTION ITEM: Develop a naming system for mid-block walkways to enable the development of their identity and image.
- ACTION ITEM: Activate mid-block walkways with both passive and active land uses, depending on location and surrounding density. In some cases, low-to-mid-rise housing is appropriate at the ground level.
- ACTION ITEM: Develop a program to activate vacant properties with pop-up shops, community gardens, public art, food trucks, and other uses that stimulate the senses.
- ACTION ITEM: Encourage businesses to open onto mid-block walkways and streets through incentive programs. (EXAMPLE: Melbourne)
- ACTION ITEM: Continue special pedestrian paving patterns to identify different districts.

GOAL: Neighborhood-serving retail and services within a 5-minute walk of every downtown resident.

GOAL: A dog-friendly downtown.

- ACTION ITEM: Establish "curb your dog" ordinance.

IS WELCOMING & SAFE

GOAL: A public realm that is looked after 24/7.

- ACTION ITEM: Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]
- ACTION ITEM: Develop storefront design guidelines for all ground floor commercial spaces.
- ACTION ITEM: Increase police and ambassador foot and bicycle patrols throughout Downtown.
- ACTION ITEM: Continue implementation of pedestrian lighting throughout Downtown.

GOAL: A child-friendly downtown.

- ACTION ITEM: Increase the miles of protected or off-street bikeways.
- ACTION ITEM: Locate playgrounds near housing or require their integration into new housing projects to support family-oriented activity.
- ACTION ITEM: Increase the number of child-friendly activity centers (museums, play centers, camps, after school programs) throughout downtown.

GOAL: Recognized as the first choice for new businesses to locate in the valley.

- ACTION ITEM: Create a program to address infrastructure needs comprehensively.

GOAL: A downtown known for its well-maintained public realm.

- ACTION ITEM: Encourage property owners and purveyors to sweep or clean sidewalks daily throughout the year.
- ACTION ITEM: Strengthen ordinances requiring snow removal to insure compliance, particularly for absentee landlords.

GOAL: A downtown that caters to visitors, residents, and workers alike.

- ACTION ITEM: Develop a signage and wayfinding system that directs pedestrians and motorists alike.
- ACTION ITEM: Increase the tree canopy for greater shade and improved pedestrian comfort through the summer months.
- ACTION ITEM: Increase the number of benches downtown for improved pedestrian comfort and public gathering.

UNITES CITY & NATURE

GOAL: Locate parks to serve existing and future downtown residents: within a ¼ mile of all homes.

- ACTION ITEM: Develop a parks and open space strategy to serve all downtown residents.
- ACTION ITEM: Establish places for active recreation throughout downtown.
- ACTION ITEM: Increase opportunities for residents to grow and access healthy foods close-to-home.
- ACTION ITEM: Explore opportunities for new pocket parks in underserved areas throughout Downtown.

GOAL: A linear park system downtown that connects major parks and open spaces through and across downtown.

- ACTION ITEM: Explore options for the Range-to-River trail system from Memory Grove to the Jordan River through Downtown.
- ACTION ITEMS: Continue expansion of the 500 West park blocks to the south.

GOAL: Views to nature from all buildings.

GOAL: Zero red air days per year.

- ACTION ITEM: Address air quality concerns through a multi-approach process that addresses transportation, building form and condition, and industry contributions.
- ACTION ITEM: Address poor air quality downtown by incentivizing building energy audits and upgrades.
- Incentivize green roofs.

GOAL: A strong physical and cultural connection to water throughout downtown.

- ACTION ITEM: Continue reduced-cost transit pass program (Hive Pass) for Salt Lake City residents.

CATALYTIC PROJECT - GATEWAY COMMONS PARK

The development of Gateway Commons Park along the eastern edge of I-15 will provide an opportunity to connect Downtown with West Salt Lake and fulfill a critical need for park space along the west side of Downtown. The park will be a major resource for the Gateway District. Potential programming ideas include a skate park, unique lighting under I-15, running and cycling trails, and optimal plantings to address air quality along the highway's edge.

DIAGRAM

IS BEAUTIFUL

GOAL: Preserve all historic and character-contributing buildings whenever possible.

- ACTION ITEM: Investigate feasibility of local and national historic districts throughout downtown.
- ACTION ITEM: Initiate building evaluation of older buildings prior to demolition.
- ACTION ITEM: Prioritize development of vacant or underutilized sites over sites with viable building structures.
- ACTION ITEM: Incentivize preservation through tax credits at local levels.

GOAL: A densely-developed downtown core.

- ACTION ITEM: Encourage infill development.

GOAL: A significant tree canopy that can effectively shade the public realm and reduce urban heat island effect.

- ACTION ITEM: Establish a street tree canopy that covers at least 10% of the right-of-way within ten years.
- ACTION ITEM: Develop a tree planting program for the downtown that has urban qualities, but encourages tree health. Street trees should be uniform (by street) and continuous along all primary streets through Downtown.

GOAL: Quality architecture and construction practices.

GOAL: Districts that are uniquely defined by their building character, street furniture, plantings, public art, and other elements.

GOAL: Protected view corridors to key landmarks and key peaks of the Wasatch.

- ACTION ITEM: Shape building height allowances to maintain views to key landmarks and peaks of the Wasatch Front.



Photo credit: Lance Tyrrell

DISTRICT ACTION ITEMS & CATALYTIC PROJECTS

DOWNTOWN HAS A CLUSTER OF DISTINCT AREAS, EACH WITH ITS OWN CHARACTERISTICS AND USES. THESE AREAS WILL CONTINUE TO BE REINFORCED AND PROMOTED THROUGH DISTRICT-LEVEL PLANNING.

Downtown is comprised multiple smaller districts each with their own unique character and identity. Often a district's character is defined by its architecture or urban form. Sometimes a district is understood by specific land uses in the area. Occasionally, a district is identified by a major landmark. Salt Lake City's downtown districts provide for local quality of life each in a distinct way, offering a different set of amenities and means for achieving local livability.

The strategy of this master plan is place-based and involves defining ten individual districts in the downtown. Each district has a list of specific action items some of which are solely unique to that district while others may be common among multiple districts but not all. These action items may be considered transformational actions or involve catalytic projects that support the larger principles of the master plan.

The Existing Conditions Report recognized that Downtown's districts would benefit from added definition and emphasis on development of each district's image and identity. The future of the downtown's overall image and identity is dependent on district development. District image is defined as the mental picture you have or make of a place and is based on your personal experience, attitude, memory, and senses. The image of a place is related to, but altogether different from identity. Three basic components of identity are: the physical surroundings, the activities or program, and the meaning that results; the fusion of these components is the identity.

The following descriptions and action items will contribute to district development. They focus on building the image and identity of each district in a unique way.

The catalytic projects have been identified for their ability to progressively unlock the potential of each district and the downtown as a whole. They will contribute to the goals of the master plan by:

1. Adding greater depth and choice to the retail, visitor, cultural, and residential offering

2. Developing a compelling value proposition and climate for individuals and business to invest in the downtown.
3. Utilizing Salt Lake's wide rights-of-way for green pedestrian routes that connect districts
4. Creating a clear mid-block pedestrian system that breaks up the large blocks
5. Celebrating the assets and attributes of particular districts
6. Supports commercial activity with regional reach
7. Grows the downtown population, supporting an active place 24/7
8. Allowing innovation and creative culture to grow and touch all aspects of Downtown
9. Creates welcoming entries to the downtown
10. Enlivening the public realm

CENTRAL BUSINESS DISTRICT

The Central Business District will continue to be defined by Main Street shopping, large office buildings, and arts and cultural institutions. As a growing residential community, the CBD will be home to those seeking the ultimate urban experience that Utah has to offer. Dense apartment and condo-style living in a variety of unit types and sizes will be supported by local serving retail and community services within walking distance. Job opportunities abound with multiple corporate headquarters and small and mid-size companies. Each street in the CBD will have its own unique character and form:

- State Street - the commercial and institutional spine characterized by tall buildings, corporate headquarters, and
- Main Street - the premier shopping street and historic heart of Salt Lake City
- West Temple - a secondary commercial street punctuated with high-density residential
- 200 East - a linear parkway
- South Temple - a prominent view corridor from east to west, terminating at the Union Pacific Depot
- 100 South - a secondary view corridor, terminating at the Salt Palace
- 200 South - a primary transit corridor with streetcar and bus service
- 300 South - the arts and culture street, defined by numerous restaurants, galleries, shops, and entertainment
- 400 South - a primary transit corridor connecting Downtown to the University of Utah

IMAGE

CATALYTIC PROJECT - SOUTH ANCHOR

The block bounded by 400 South, Main Street, 500 South, and West Temple is entirely surface parking and represents a major opportunity for new development downtown. The property is owned by PRI, the development arm of the LDS Church. The redevelopment potential of this site is tremendous, given its proximity to the Courthouse TRAX station and as the southern anchor to the Central Business District's commercial activity. This block should be highly programmed with active, low security uses to interject life into the area between the state and federal courthouses. Possible redevelopment opportunities include:

- A future Global Exchange Place, a facility that would exemplify Utah's international reach with an international mediation center, a language translation facility, and education center.
- An extension of the Civic District to include a major civic space for public gatherings, events, and entertainment.
- High-density, family-oriented residential and mixed-use development that exemplifies a new model for urban living in Utah.

CONCEPT

CATALYTIC PROJECT - GREEN STREETS

Downtown's wide rights-of-way—typically 132-feet wide—offer an incredible opportunity to weave linear park space into the urban form. Parkways that are anchored to one side of the street have the potential for greater use and programmability than center-aligned medians. The Downtown Rising Plan proposed a parkway along 200 East and a continuation of the park blocks along 500 West. Through the CBD, the 200 East parkway will serve as the principle recreation spine linking to Memory Grove and City Creek Canyon (Napopah). The well-shaded linear park will feature a procession of public art and play spaces. Anchored to the eastern side of the right-of-way, trees will be more effective at shading western facades, leading to reduced energy use and increased sustainability. Lined with mixed-use residential and commercial buildings, development will follow a mid-rise development pattern with stepbacks between three-to-six stories.

SECTION

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Improve the signage and wayfinding system. Compel people to walk by creating a downtown that is interesting and invokes a sense of discovery.	•									
Enable street performers.	•									
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Create small, intimate spaces for the community to act and interact.	•									
Allow businesses to operate in park spaces (ex. Bryant Park).	•									
Increase the number of parks and plazas downtown. Consider adding linear parks to the urban design framework.	•									
Create a recreation plan that adds amenities for residents and appeals to outdoor enthusiasts with bike paths, climbing walls, skate parks, running trails, etc.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Explore expansion potential of university student housing in the downtown.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Develop a sign program in which the City provides the structure for individual business signs along mid-block walkways and preferred pedestrian routes to support business development and encourage discovery throughout the pedestrian network. (EXAMPLE MELBOURNE)			•							
Develop programs to attract major businesses to Downtown Salt Lake.			•							
Enlarge the World Trade center SLC as proposed in Downtown Rising.			•							

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Establish district "curators" to negotiate affordable rents for local businesses, distributed mix of retail types within a particular district, and provide general business development assistance.			•							
Recognize Downtown Salt Lake as the culturally and historically important hub of various ethnic and cultural groups such as the Greek community, Japanese community, and the Church of Jesus Christ of Latter Day Saints among others.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Encourage sidewalk art and performance ("busking"), particularly during events and festivals.					•					
Develop a signage and wayfinding plan to help brand downtown and add charm.					•					
Encourage retail spillover onto the sidewalk, particularly on festival and event days.					•					
Encourage development of pop-up/temporal (spontaneous) dining experiences.					•					
Establish a Pioneer trail (like Boston's Freedom Trail) that physically links historical and cultural landmarks throughout the downtown.					•					
Concentrate the First Friday Gallery Stroll program to individual districts on a rotating basis. Encourage neighboring businesses to participate. Invite musical entertainment, and utilize streets for celebration.					•					
Complete Cultural Core Plan to "encourage catalytic long-term development; promote maximum impact and activation of the Cultural Core; encourage new participation; and explore and activate new arts-related revenue-generating opportunities." (SIDEBAR: Definition and task of Cultural Core)					•					
Commit to hosting one free arts events per month downtown.					•					
Complete new Utah Performance Center and open for events by 2016.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Analyze parking equity and balance needs accordingly.						•				
Incrementally take back ownership and maintenance of streets from UDOT.						•				
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Restrict or eliminate right on red in select locations downtown.							•			

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Develop a linear park or greenway system that links activity centers to encourage walking.							•			
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]								•		
Require a minimum interior display zone of 2'6" and site lines into the tenant area for retail frontages to encourage visual transparency from sidewalk into stores and vice versa.								•		
Keep trees and plantings in good health throughout the year. Consider evergreen plants or plants with short dormancies for Main Street planters.								•		
Locate public restrooms throughout downtown.								•		
Extend airport line operating hours for early morning and evening travelers.								•		
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Investigate feasibility of daylighting City Creek (Napopah).									•	
Develop a landscape and urban design framework for linear parks in downtown that connect to canyons and the Jordan River. ("Range to River" in Downtown Rising)									•	
Develop a skyline-shaping strategy to enable light and views to natural elements (mountains, trees, parks) from all occupiable spaces.									•	
Develop a design review process for projects of special significance (i.e. new or rehabilitated structures of 100,000 sf; projects with special urban design significance to the City; civic projects involving changes to parks, civic or cultural centers or monuments; district design guidelines).										•
Develop signage and building design review process.										•

BROADWAY DISTRICT

The Broadway District is the center of the city's entertainment district, with a mix of restaurants, clubs, and theaters. It is animated by its dynamic street life, which is active late into the evening. Artist workspace and housing, older warehouse buildings, and small, local businesses lend the district its unique character. Pioneer Park, the oldest park in Utah, is an important open space in the area and home to the weekly summer farmer's market and Twilight Concert Series. Mid-block streets are activated by a new model of dense housing that steps back above three stories, allowing sunlight to penetrate to the smaller streets and walkways. Some streets, like Pierpont, are more commercial in nature and host to bars, restaurants, and shops. The Broadway District is a place of discovery where unique experiences can be found around every corner.

IMAGE

CATALYTIC PROJECT - MID-BLOCK WALKWAY NETWORK

Expansion of the mid-block walkway network in the Broadway District is critical to improving the pedestrian environment. This requires a focused effort on the creation of a connected network of streets and walkways that prioritizes pedestrians. XXX new walkways and mid-block streets are identified and a process for land acquisition and development of public easements should be studied further.

CATALYTIC PROJECT - UNDERUTILIZED PROPERTY DEVELOPMENT

Facilitated transition of vacant and underutilized parcels into entertainment and housing development is critical to the success of the Broadway District. Density of development is necessary to activate the whole of the district and provide a vibrant link between the Gateway District and the Central Business District.

MBLWNN

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Improve the signage and wayfinding system. Compel people to walk by creating a downtown that is interesting and invokes a sense of discovery.	•									
Enable street performers.	•									
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Create small, intimate spaces for the community to act and interact.	•									
Allow businesses to operate in park spaces (ex. Bryant Park).	•									
Make Downtown Salt Lake the most dog-friendly downtown in the U.S. (i.e. increase number of pet services, dog parks, pet shops, full service Veterinarians, and housing that allows dogs).	•									
Establish a year-round farmer's market.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Improve the signage and wayfinding system. Compel people to walk by creating a downtown that is interesting and invokes a sense of discovery.	•									
Enable street performers.	•									
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Create small, intimate spaces for the community to act and interact.	•									
Allow businesses to operate in park spaces (ex. Bryant Park).	•									
Make Downtown Salt Lake the most dog-friendly downtown in the U.S. (i.e. increase number of pet services, dog parks, pet shops, full service Veterinarians, and housing that allows dogs).	•									
Establish a year-round farmer's market.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Evaluate options for better integration of homeless services into the downtown community and urban fabric.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Develop a sign program in which the City provides the structure for individual business signs along mid-block walkways and preferred pedestrian routes to support business development and encourage discovery throughout the pedestrian network. (EXAMPLE MELBOURNE)			•							
Recognize Downtown Salt Lake as the culturally and historically important hub of various ethnic and cultural groups such as the Greek community, Japanese community, and the Church of Jesus Christ of Latter Day Saints among others.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Encourage sidewalk art and performance ("busking"), particularly during events and festivals.					•					
Develop a signage and wayfinding plan to help brand downtown and add charm.					•					
Encourage retail spillover onto the sidewalk, particularly on festival and event days.					•					
Encourage development of pop-up/temporal (spontaneous) dining experiences.					•					
Establish a Pioneer trail (like Boston's Freedom Trail) that physically links historical and cultural landmarks throughout the downtown.					•					
Concentrate the First Friday Gallery Stroll program to individual districts on a rotating basis. Encourage neighboring businesses to participate. Invite musical entertainment, and utilize streets for celebration.					•					
Complete Cultural Core Plan to "encourage catalytic long-term development; promote maximum impact and activation of the Cultural Core; encourage new participation; and explore and activate new arts-related revenue-generating opportunities." (SIDEBAR: Definition and task of Cultural Core)					•					
Commit to hosting one free arts events per month downtown.					•					
Respond to needs of the arts community (including creative commercial manufacturers and suppliers to artists and cultural organizations) by developing subdistrict-level targets for arts programs and assets.					•					
Support the establishment of live music venues and all-ages shows.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Analyze parking equity and balance needs accordingly.						•				
Extend the Red Line along 400 S directly to Central Station from the University of Utah.						•				
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Restrict or eliminate right on red in select locations downtown.							•			
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]								•		
Require a minimum interior display zone of 2'6" and site lines into the tenant area for retail frontages to encourage visual transparency from sidewalk into stores and vice versa.								•		
Keep trees and plantings in good health throughout the year. Consider evergreen plants or plants with short dormancies for Main Street planters.								•		
Locate public restrooms throughout downtown.								•		
Establish downtown as a dog-friendly neighborhood with housing that allows pets and dog-oriented amenities in the public realm to increase pedestrian activity downtown throughout the day and night.								•		
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Develop a design review process for projects of special significance (i.e. new or rehabilitated structures of 100,000 sf; projects with special urban design significance to the City; civic projects involving changes to parks, civic or cultural centers or monuments; district design guidelines).										•
Develop signage and building design review process.										•
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•
Identify public viewing axes and make them publically accessible (not just by private automobiles).										•

SALT PALACE DISTRICT

The Salt Palace District welcomes and hosts Downtown's visitors graciously. Active street fronts cater to our guests' every need, drawing them from their convention and trade activities to the doors of shops, theaters, restaurants, and venues that are unique to Utah. The new convention center hotel is always a buzz of activity for visitors and Utahans seeking high-style hospitality.

DE
IMAGE

CATALYTIC PROJECT - CONVENTION CENTER HOTEL

Development of an 850-1,000 room convention hotel within 1,000 feet of the Salt Palace Convention Center is vital to the future of Utah's convention industry. The following design criteria outline the community's desire for a convention hotel and convention center that is an asset for the industry and the state, but also stands as a true urban component of the downtown.

- Hotel engages the public realm continuously
- Mid-block walkways are created to break-up the block and allow pedestrian access through the block
- Skybridges are limited to 200 W between 200 S and South Temple
- Improvements to the Salt Palace should address and activate the public realm, particularly along 200 S and West Temple
- Benching of any hotel tower should be avoided and a stepped or shaped massing is preferred

ANALYSIS

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Improve the signage and wayfinding system. Compel people to walk by creating a downtown that is interesting and invokes a sense of discovery.	•									
Enable street performers.	•									
Develop a convention center hotel to attract larger and more frequent conventions. 800+ rooms.	•									
Address deficiencies in convention/exhibit hall space in the Salt Palace.	•									
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Recognize Downtown Salt Lake as the culturally and historically important hub of various ethnic and cultural groups such as the Greek community, Japanese community, and the Church of Jesus Christ of Latter Day Saints among others.				•						
Provide services for refugees and other international immigrants.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Analyze parking equity and balance needs accordingly.						•				
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]								•		

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Require a minimum interior display zone of 2'6" and site lines into the tenant area for retail frontages to encourage visual transparency from sidewalk into stores and vice versa.								•		
Keep trees and plantings in good health throughout the year. Consider evergreen plants or plants with short dormancies for Main Street planters.								•		
Locate public restrooms throughout downtown.								•		
Extend airport line operating hours for early morning and evening travelers.								•		
Develop water management program to capture and reuse stormwater and groundwater for landscape irrigation.									•	
Develop a design review process for projects of special significance (i.e. new or rehabilitated structures of 100,000 sf; projects with special urban design significance to the City; civic projects involving changes to parks, civic or cultural centers or monuments; district design guidelines).										•
Develop signage and building design review process.										•
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•

GATEWAY DISTRICT

The Gateway District's significance is derived from its location as the northern entrance to Downtown and the entrance through which most visitors from outside the region arrive by air or rail. Rail is a primary characteristic of the Gateway District, which includes the Rio Grande and the Union Pacific depots, the consolidated rail lines along the I-15 corridor, and the Intermodal Hub. It is also defined by the Gateway Mall and surrounding development, including the Energy Solutions Arena. Recent redevelopment investments have added significantly to the residential component of the Gateway District.

IMAGE

CATALYTIC PROJECT - DEPOT DISTRICT DEVELOPMENT

The Redevelopment Agency owns 9.63 acres between the historic Rio Grand Depot and the Intermodal Hub. The redevelopment plan for this property and adjacent properties calls for XXXX square feet of new or repurposed residential and commercial space, a festival street along 300 South, and space for a year-round farmer's market. With Frontrunner, TRAX, Greyhound and added connectivity to Downtown via the streetcar, the vision for the Depot District is authentic transit oriented development.



DEPOT
PLAN

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Increase the number of parks and plazas downtown. Consider adding linear parks to the urban design framework.	•									
Create a recreation plan that adds amenities for residents and appeals to outdoor enthusiasts with bike paths, climbing walls, skate parks, running trails, etc.	•									
Make Downtown Salt Lake the most dog-friendly downtown in the U.S. (i.e. increase number of pet services, dog parks, pet shops, full service Veterinarians, and housing that allows dogs).	•									
Establish a year-round farmer's market.	•									
Explore potential locations for a major sports venue with good transit connections.	•									
Develop a skateboard park along the eastern edge of I-15.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Explore expansion potential of university student housing in the downtown.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Evaluate options for better integration of homeless services into the downtown community and urban fabric.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Establish a business incubator focused on science and technology as part of an innovation district.			•							
Recognize Downtown Salt Lake as the culturally and historically important hub of various ethnic and cultural groups such as the Greek community, Japanese community, and the Church of Jesus Christ of Latter Day Saints among others.				•						
Serve diverse community needs by encouraging and supporting a wide range of food choices: groceries, ethnic markets, restaurants, cafes.				•						
Address barriers between West Salt Lake and Downtown through public realm, transit, and development improvements.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Encourage sidewalk art and performance ("busking"), particularly during events and festivals.					•					
Connect across physical barriers (i.e I-15, railroad lines, bridges) using art and lighting.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Analyze parking equity and balance needs accordingly.						•				
Extend the Red Line along 400 S directly to Central Station from the University of Utah.						•				
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Develop a linear park or greenway system that links activity centers to encourage walking.							•			
Encourage development of small neighborhood service nodes.							•			
Provide tax incentives for small retail, neighborhood retail (i.e. coffee shops, book stores, bodegas, small grocery stores).							•			
Establish new dog park facilities in key locations near housing.							•			

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]								•		
Require a minimum interior display zone of 2'6" and site lines into the tenant area for retail frontages to encourage visual transparency from sidewalk into stores and vice versa.								•		
Extend airport line operating hours for early morning and evening travelers.								•		
Establish downtown as a dog-friendly neighborhood with housing that allows pets and dog-oriented amenities in the public realm to increase pedestrian activity downtown throughout the day and night.								•		
Locate schools near housing to encourage family living Downtown.								•		
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Establish a significant urban forest along the edge of I-15 to address immediate emissions issues and mask it from view.									•	
Develop a design review process for projects of special significance (i.e. new or rehabilitated structures of 100,000 sf; projects with special urban design significance to the City; civic projects involving changes to parks, civic or cultural centers or monuments; district design guidelines).										•
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•
Identify public viewing axes and make them publically accessible (not just by private automobiles).										•

DRAFT

TEMPLE SQUARE

Temple Square is a major landmark in the downtown and includes many properties owned by the LDS Church both historic and new. Redevelopment of surface parking lots and other underutilized land into an expanded ecclesiastical, educational, and support services campus reinforces Temple Square's legacy downtown. Temple Square continues to act as a buffer between the commercial activities downtown and the residential neighborhoods of Capitol Hill and Marmalade to the north. Continuation of the east-west mid-block connection from 1st Avenue to 400 West is a key organizing feature of the district.

IMAGE

CATALYTIC PROJECT - STUDENT HOUSING

The City supports the development of the Church of Jesus Christ of Latter Days Saints' institutional campus, including buildout of the LDS Business College and any associated student housing. An increase in resident population will enhance the social vitality and security of the entire district and the surrounding districts, particularly if coupled with student life facilities that are open to the larger community. The addition of commercial spaces, restaurants and dynamic student life on North and South Temple will activate the district, creating a vibrant corridor that thrives as a rich, 24/7 urban environment.

CONCEPT

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Explore expansion potential of university student housing in the downtown.		•								
Establish a research campus in association with a major university.			•							
Recognize Downtown Salt Lake as the culturally and historically important hub of various ethnic and cultural groups such as the Greek community, Japanese community, and the Church of Jesus Christ of Latter Day Saints among others.				•						
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Extend airport line operating hours for early morning and evening travelers.								•		
Investigate feasibility of daylighting City Creek (Napopah).									•	

DRAFT

GRAND BOULEVARDS

The Grand Boulevards District is a major point of arrival to the downtown and is suitably designed to welcome and excite visitors. Its panoramic views of the city skyline with the backdrop of the Wasatch Mountains is well-framed by mid-rise buildings, large street trees, and iconic lighting. The redevelopment opportunities in this district include mid-rise residential, innovation and research development, and additional office development. As an innovation district, the Grand Boulevards fosters collaboration and entrepreneurship in the knowledge-based economy. A diverse range of companies in various sectors and at different scales find support for the production of new ideas, new services, and new products. The creation of a public innovation center provides the social capacity for new ideas, while the proximity to traditional economic infrastructure in the Central Business District provides important financial capital. Transit options are easily accessed via TRAX and the Downtown Streetcar. Partnerships with local universities link research and workforce development in a central location, celebrating Downtown Salt Lake as a national powerhouse for launching new businesses.

DEVELOPMENT
IMAGE

CATALYTIC PROJECT - GRAND BOULEVARD PROJECT: 500 S AND 600 S

Creating two multi-way boulevards along 500 South and 600 South as grand entries to and from Downtown is the primary objective of this project. Burying the electrical transmission and distribution lines on 600 South is critical to the success of the project, as well as, addressing the billboards located along the corridors. The Grand Boulevards Corridor Plan outlines the preferred strategies for this project in greater detail. The Grand Boulevards Project was initially identified in Downtown Rising, a vision plan prepared by the Salt Lake Chamber of Commerce and the Downtown Alliance. This project represents an enormous opportunity to create a memorable and inspiring experience for those entering and exiting the capital city. They also have the power to spur redevelopment and economic growth in underdeveloped locations. The City should consider establishment of a new RDA project area to help finance the public realm investments.

SECTION

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Explore potential locations for a major sports venue with good transit connections.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Explore expansion potential of university student housing in the downtown.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Develop programs to attract major businesses to Downtown Salt Lake.			•							
Establish a business incubator focused on science and technology as part of an innovation district.			•							
Establish a research campus in association with a major university.			•							
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Develop a signage and wayfinding plan to help brand downtown and add charm.					•					
Develop a theme monument or landmark at the south end of downtown (See 1995 Master Plan).					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Develop an ambassadors program to direct visitors to landmarks, new restaurants, events, public restrooms, etc.								•		
Extend airport line operating hours for early morning and evening travelers.								•		

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Support the creation of business districts that wish to improve neighborhood aesthetics with flowers, trees, and other plantings.								•		
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•

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CIVIC CENTER

The Civic District is the heart of Salt Lake City public life. As a civic campus, its role as a place for citizens to exercise their rights is paramount to daily life. Its outdoor public spaces, particularly on Library Square, are reimagined with daily use in mind and programmed for year-round activity. Continuation of the east-west mid-block connection from Washington Square to 400 East is a key organizing feature of the district. A new headquarters for the Salt Lake County District Attorney's Office anchors the northeast corner of 500 South and Main Street, extending the Civic District west to include more of the Matheson Courthouse block. The project's proximity to both the state and federal courts are ideal for state agencies.

The block immediately west of the Civic Center district (bounded by 400 S, Main Street, 500 S, and West Temple) is recognized as a catalytic project for the Central Business District. It may also play a role as part of the Civic Center, if a major community sports and fitness center were located on this block. As the "flagship public gymnasium" for the region, it might feature an outdoor climbing wall, zip lines, swimming pools, and other amenities for outdoor enthusiasts to practice their skills on a daily basis before heading for the mountains and enjoying all that Utah has to offer. This project was identified in Downtown Rising and fulfills a need for a major facility since the closing of the Deseret Gym.

IMAGE

CATALYTIC PROJECT - REIMAGINING PUBLIC SPACES

The public spaces throughout the Civic District would benefit from greater programmatic use and redesign. From the mid-block axis on Washington Square and Library Square, the views to the Wasatch Front are a tremendous asset that can be celebrated. Library Plaza could be improved with shade structures to make the plaza more comfortable throughout the summer months. Additionally, permanent structures, such as tensile structures, an arcade, or stage, would provide infrastructure for hosting regular markets and festivals. Enclosure of active spaces would help intensify the use of those spaces, frame views, and frame the street, particularly along 300 East and the eastern side of the Library Square block.

SKETCH

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Improve the signage and wayfinding system. Compel people to walk by creating a downtown that is interesting and invokes a sense of discovery.	•									
Create small, intimate spaces for the community to act and interact.	•									
Incrementally take back ownership and maintenance of streets from UDOT.						•				
Utilize curb extensions (bulb-outs) for all crosswalks at mid-block crossings to ensure better sightlines for pedestrians and motorists.							•			
Restrict development of skybridges to concentrate pedestrian activity at the ground level.							•			
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Develop water management program to capture and reuse stormwater and groundwater for landscape irrigation.									•	
Develop a design review process for projects of special significance (i.e. new or rehabilitated structures of 100,000 sf; projects with special urban design significance to the City; civic projects involving changes to parks, civic or cultural centers or monuments; district design guidelines).										•
Develop signage and building design review process.										•
Identify public viewing axes and make them publically accessible (not just by private automobiles).										•

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THE GRANARY

New business incubator space mixed with low and mid-rise housing and small local-serving retail make the Granary a complete neighborhood. It is characterized by low-rise warehouse buildings, light industrial and manufacturing activities, remnants of rail-dependent industries, a thriving creative industry, and a diverse residential community. The Granary's historic grit and modern refinement coalesce, forming a unique place in the downtown. The redevelopment of the Fleet Block, a 7.5 acre parcel owned by Salt Lake City, and the shortening of the 900 South off-ramp are model projects, demonstrating the best of urban family living. Zoning changes support desired development, including townhouses, adaptive reuse, and mid-rise development. The neighborhood is highly served by transit with both TRAX and the Downtown Streetcar. Infrastructure improvements to 400 West promote redevelopment opportunities along that corridor further linking the Granary to the rest of Downtown.

DEVELOPMENT
IMAGE

CATALYTIC PROJECT - FLEET BLOCK DEVELOPMENT

The City-owned Fleet Block, a 7.5 acre parcel located between 800 S and 900 S and between 400 W and 300 W, represents a major opportunity for the development of family housing and associated amenities in the downtown. Housing options should include a variety of unit types and sizes, including 3 and 4 bedrooms, private or semi-private outdoor space, and adequate storage space. By promoting opportunities for housing for a range of income group and family types, housing diversity and equity is supported. In addition, the development should include local serving retail and service amenities, including usable public space for area residents, a childcare center, and grocery store. A more nuanced street and pedestrian network should provide access through the block. Development should support the future build-out of the Downtown Streetcar with stops at community and commercial locations. The Fleet Block should be sustainably developed, incorporating environmental, social, and economic criteria.

PLAN

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Increase the number of parks and plazas downtown. Consider adding linear parks to the urban design framework.	•									
Make Downtown Salt Lake the most dog-friendly downtown in the U.S. (i.e. increase number of pet services, dog parks, pet shops, full service Veterinarians, and housing that allows dogs).	•									
Explore potential locations for a major sports venue with good transit connections.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Develop programs to attract major businesses to Downtown Salt Lake.			•							
Establish a business incubator focused on science and technology as part of an innovation district.			•							
Establish a research campus in association with a major university.			•							
Serve diverse community needs by encouraging and supporting a wide range of food choices: groceries, ethnic markets, restaurants, cafes.				•						

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Address barriers between West Salt Lake and Downtown through public realm, transit, and development improvements.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Respond to needs of the arts community (including creative commercial manufacturers and suppliers to artists and cultural organizations) by developing subdistrict-level targets for arts programs and assets.					•					
Connect across physical barriers (i.e I-15, railroad lines, bridges) using art and lighting.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Develop a linear park or greenway system that links activity centers to encourage walking.							•			
Encourage development of small neighborhood service nodes.							•			
Provide tax incentives for small retail, neighborhood retail (i.e. coffee shops, book stores, bodegas, small grocery stores).							•			
Establish new dog park facilities in key locations near housing.							•			
Establish downtown as a dog-friendly neighborhood with housing that allows pets and dog-oriented amenities in the public realm to increase pedestrian activity downtown throughout the day and night.								•		
Locate schools near housing to encourage family living Downtown.								•		
Support the creation of business districts that wish to improve neighborhood aesthetics with flowers, trees, and other plantings.								•		
Reinforce the importance of landscaped medians on key streets: 200 East, South Temple, 400 West, 500 West, 900 South (9-Line). ("Range to River" in Downtown Rising)									•	
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Develop a landscape and urban design framework for linear parks in downtown that connect to canyons and the Jordan River. ("Range to River" in Downtown Rising)									•	
Establish a significant urban forest along the edge of I-15 to address immediate emissions issues and mask it from view.									•	
Develop a "garden model" for block redevelopment to locate gardens interior to the block and on rooftops for food production and aesthetic enjoyment.									•	

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Develop a district-based program that is centered around a central park space and replicate throughout the downtown.									•	
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•

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CENTRAL NINTH

Pleasant, quiet streets and affordable urban living characterize the Central Ninth neighborhood. Older single family homes clustered on half-size blocks provide gracious living opportunities in an intimate setting. They are mixed with low and mid-rise housing with higher densities along main streets, commercial corridors, and around the 900 South TRAX station. Transit-oriented development is exemplified in Central Ninth and made easy using the form-based code. Transit connections are many as TRAX, the Downtown Streetcar, and the 900 South Streetcar connect Central Ninth to adjacent neighborhoods and beyond. East-west mid-block connections are well-defined and intimately scaled to promote neighborly interactions and pedestrian activity. Health and recreation opportunities abound with community gardens and the 9-Line extension and oxbow.

DA
IMAGE

CATALYTIC PROJECT - VIADUCT SHORTENING: 9-LINE OXBOW

Shortening the I-15 viaduct from West Temple to 300 West provides a tremendous opportunity for new park land in Central Ninth. As an arm of the 9-Line, the Oxbow project creates XX acres of new park space and links Central Ninth to the Ballpark neighborhood. The new park would add tremendous value to the adjacent neighborhoods and the downtown as a whole. As an extension of the 9-Line, the park links Central Ninth, the Granary, and Ballpark to the Jordan River, greatly increasing resident access to significant recreation and nature opportunities.

CONCEPT

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Create places for seniors to socialize and recreate.	•									
Continue to advance the development of the parklet design guidelines.	•									
Increase the number of parks and plazas downtown. Consider adding linear parks to the urban design framework.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping main streets commercial in the CBD, Broadway District, Gateway District, and Central 9th.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Serve diverse community needs by encouraging and supporting a wide range of food choices: groceries, ethnic markets, restaurants, cafes.				•						
Develop district-level branding based on major destinations, notable venues, key landmarks, and crossing places (ex. 9th & 9th, 2nd & 2nd),.					•					
Respond to needs of the arts community (including creative commercial manufacturers and suppliers to artists and cultural organizations) by developing subdistrict-level targets for arts programs and assets.					•					
Connect across physical barriers (i.e I-15, railroad lines, bridges) using art and lighting.					•					
Build a downtown streetcar route that improves local transportation through the downtown. See Downtown in Motion						•				
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Develop a linear park or greenway system that links activity centers to encourage walking.							•			
Encourage development of small neighborhood service nodes.							•			
Provide tax incentives for small retail, neighborhood retail (i.e. coffee shops, book stores, bodegas, small grocery stores).							•			
Establish new dog park facilities in key locations near housing.							•			
Establish downtown as a dog-friendly neighborhood with housing that allows pets and dog-oriented amenities in the public realm to increase pedestrian activity downtown throughout the day and night.								•		
Locate schools near housing to encourage family living Downtown.								•		
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Develop a landscape and urban design framework for linear parks in downtown that connect to canyons and the Jordan River. ("Range to River" in Downtown Rising)									•	
Develop a "garden model" for block redevelopment to locate gardens interior to the block and on rooftops for food production and aesthetic enjoyment.									•	
Develop a district-based program that is centered around a central park space and replicate throughout the downtown.									•	
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown.										•

SOUTH STATE

South State is a quickly urbanizing district. This growing community is defined by well-designed mid-rise buildings. New housing and job opportunities improve the pedestrian environment, the look of the street, shopping opportunities, and transit service for community residents. Ethnic restaurants, grocers, and bars and clubs make South State a destination for a variety of interest groups, creating an authentic experience. The reurbanization of South State within the existing fabric makes good use of existing infrastructure and services and contributes to the creation of a livable urban community. South State accommodates and supports new development without disrupting the integrity of adjacent neighborhoods. South State has a functional role for district residents --providing for their daily needs-- while fulfilling a symbolic role as Utah's main street. The character of growth along State Street recognizes its relationship to adjacent neighborhoods through a development form that is moderate in scale and reflects high quality design and materials. The redevelopment of a 2.3 acre parcel on State Street at 600 South currently owned by Salt Lake County serves as a model for mid-rise development in the district and the entire State Street corridor to the south.

IMAGE

CATALYTIC PROJECTS - ZONING CHANGES AND PERFORMANCE STANDARDS

Changes to the zoning code to reflect community desires for a more beautiful and urban State Street is the primary driver of redevelopment in the South State district. Buildings should be moderate in height and no taller than the right-of-way is wide. Stepbacks at three-to-six stories provide a pedestrian scale environment at the street level and enable scale transitions to adjacent neighborhoods. Sidewalks are wide to include and support street trees and generate a lively pedestrian culture. Ground floor uses are generally active, particularly at the corners. The public realm should be protected and enhanced by limiting vehicular access from north-south streets, encouraging shared access, and maintaining and introducing a mid-block street or alley system that is accessed from east-west streets. Streetscape and building design reflects excellence in sustainability, urban design, and architecture, recognizing the important public role of State Street in defining the quality of life for the region. Performance Standards will guide the design of South State mid-rise buildings and ensure they are responsive to both their existing and planned context.

SECTION

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Encourage businesses to stay open in evening at first through events (bands, music, block parties, gallery strolls) then through larger events (Outdoor Retailer, Arts Fest, Sundance) and eventually as normal operating hours. Explore partnership with Local First Utah.	•									
Activate the ground floor of all developments whenever possible by encouraging the development of habitable and occupiable spaces with transparency between sidewalk and interior space. Consider allowing live/work units to fulfill ground floor retail requirement.	•									
Increase the number of parks and plazas downtown. Consider adding linear parks to the urban design framework.	•									
Utilize interior streets and walkways for townhouse development to activate interior of blocks while keeping State Street primarily commercial.		•								
Balance percentage distribution of dense housing types (attached/townhouse, duplex, small multi-unit, large multi-unit) so an appropriate mix of housing types exists in all downtown districts. (DIAGRAM HOUSING MIX BY DISTRICT)		•								
Allow live/work units to fulfill ground floor retail zoning requirements, where appropriate along State Street.		•								
Provide housing options and choice for all household types and sizes, including unit sizes of 3 and 4 bedrooms, units with private or semi-private outdoor space, and adequate storage space.		•								
Encourage development of/Create incentives for family housing, as part of identifiable neighborhood areas, in ground-oriented or low-rise dense developments and close to open space, schools, childcare centers, community facilities and other amenities designed for children; and smaller suites should be in towers and/or in spaces above busy commercial areas.		•								
Identify districts/nodes and create regulations to support the development of their image through form-based codes, character conservation districts, local and national historic districts, wayfinding and street furniture, lighting, public art, and public spaces.			•							
Provide services for refugees and other international immigrants.				•						
Serve diverse community needs by encouraging and supporting a wide range of food choices: groceries, ethnic markets, restaurants, cafes.				•						
Develop district-level branding based on notable venues like the State Room or land uses like the many tattoo parlors.					•					
Encourage retail spillover onto the sidewalk, particularly on festival and event days.					•					
Respond to needs of the arts community (including creative commercial manufacturers and suppliers to artists and cultural organizations) by developing subdistrict-level targets for arts programs and assets.					•					

ACTION ITEMS	Vibrant & Active	Housing Choice	Prosperous	Diversity	Artful & Unique	Connected	Walkable	Welcoming & Safe	Unites City & Nature	Beautiful
Develop a theme monument or landmark at the south end of downtown (See 1995 Master Plan).					•					
Incrementally take back ownership and maintenance of streets from UDOT.						•				
Utilize the Redevelopment Agency to assemble land and re-parcel to create new mid-block streets and walkways within the standard 10-acre downtown block.							•			
Encourage development of small neighborhood service nodes.							•			
Provide tax incentives for small retail, neighborhood retail (i.e. coffee shops, book stores, bodegas, small grocery stores).							•			
Establish new dog park facilities in key locations near housing.							•			
Eliminate blank walls by requiring non-reflective glass over 60% minimum of building frontage at pedestrian level on retail streets (State Street) and mid-block walkways and 40% minimum of building frontage everywhere else. [INSERT DIAGRAM OF 60% AND 40%]								•		
Require a minimum interior display zone of 2'6" and site lines into the tenant area for retail frontages along State Street to encourage visual transparency from sidewalk into stores and vice versa.								•		
Establish downtown as a dog-friendly neighborhood with housing that allows pets and dog-oriented amenities in the public realm to increase pedestrian activity downtown throughout the day and night.								•		
Locate schools near housing to encourage family living Downtown.								•		
Support the creation of business districts that wish to improve neighborhood aesthetics with flowers, trees, and other plantings.								•		
Reinforce the importance of landscaped medians on key streets: 200 East. ("Range to River" in Downtown Rising)									•	
Create a linear park system downtown utilizing the wide rights-of-way on less-travelled streets.									•	
Develop a "garden model" for block redevelopment to locate gardens interior to the block and on rooftops for food production and aesthetic enjoyment.									•	
Develop a district-based program that is centered around a central park space and replicate throughout the downtown.									•	
Commit to burying powerlines along major streets and corridors, particularly at entrances to the downtown like at 900 South and State Street.										•



IMPLEMENTATION

Photo credit: Lance Tyrrell

DELIVERING THE PLAN

THE DELIVERY FRAMEWORK FOR THE MASTER PLAN IS BASED ON FOUR RESOURCES: STAFF EFFORT, FINANCIAL RESOURCES, TIME, AND COMMUNITY COMMITMENT.

No vision or master plan can become a reality without someone taking the steps necessary to make it happen. As a popular saying goes “Vision without action is a daydream. Action without vision is a nightmare.” Master plans often fall into the daydream category, while cities often spend a lot of time and money correcting actions that were done without consideration of the future.

Identifying who can do it, what is needed and how to do it are all necessary prior to making anything happen. In Salt Lake City, implementing master plans includes:
Identifying what needs to be done,
Figuring out who can get it done,
Providing the resources necessary to get it done, and
Getting it done!

When setting priorities, these factors should be considered so that the complexity of the task matches the time and resources necessary to get it done. This chapter outlines the input needed to complete each action item so that implementers can understand the staff effort, financial resources, basic timeframe, and community commitment necessary to get the task complete. This helps set priorities and establishes realistic expectations.

The goal of the implementation section of this plan is to help implementers and decision makers set priorities when it comes to tasks, allocating resources and determining the success of a master plan.