



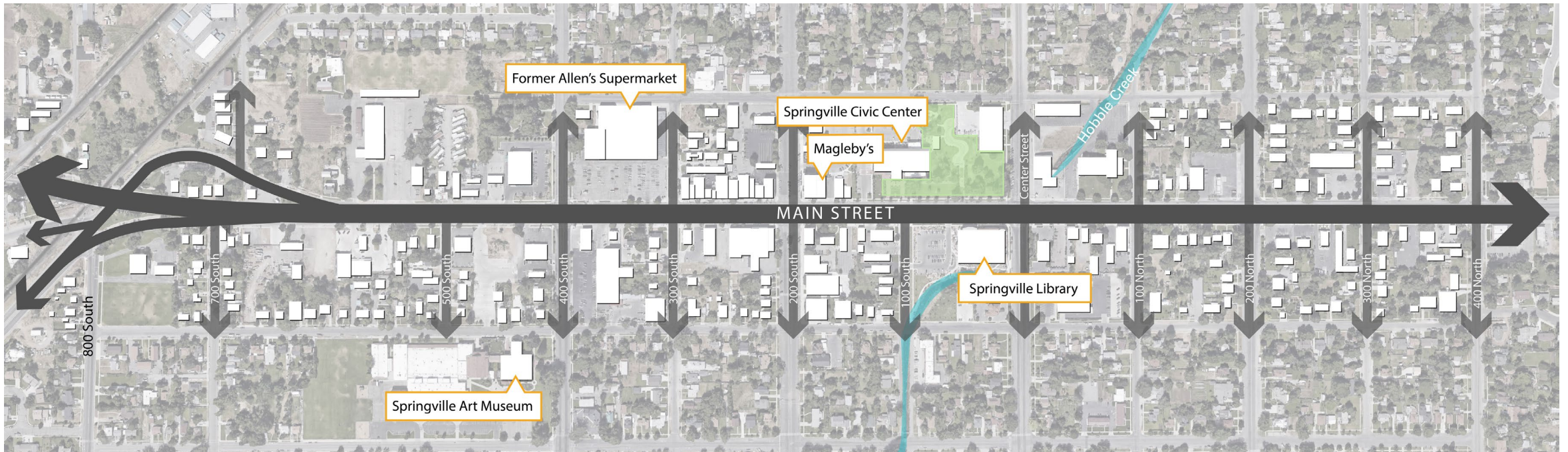
REFRAMING DOWNTOWN

SEPTEMBER 19, 2023



WHAT IS REFRAMING DOWNTOWN?

- Downtown Main Street Plan
 - 800 South - 400 North
 - 100 East - 100 West





WHAT IS REFRAMING DOWNTOWN?

- Downtown Main Street Plan
 - 800 South - 400 North
 - 100 East - 100 West
- Guides future growth
- Preserves Springville's cultural identity
- Strategizes economic resilience
- From a downtown thoroughfare to a vibrant place

CRITICAL SUCCESS FACTORS

- 1** Reinforce and expand on *Art City* identity.
- 2** Build community and support economy around food.
- 3** Contribute to social engagement & vibrancy on Main Street.
- 4** Build upon historic architecture & land use.
- 5** Reestablish Downtown as the social hub of Springville.
- 6** Create a vibrant pedestrian experience.



PROJECT TIMELINE





PUBLIC ENGAGEMENT

- 5 Stakeholder meetings
 - 35 Stakeholders
 - 6 Focus Groups
 - 3 Walking Tours
- General Public Outreach
 - 1 Pop-Up Event @ Farmers Market
 - 3 Public Meetings
 - 1,380 Survey Responses

CHARACTER

Character refers to what makes a place and can be difficult to describe or name. Things that contribute to the character of Main Street include the built environment including the style of architecture, how wide the roads are, the lighting fixtures, and the landscaping. It also includes things like the level of maintenance and care, the types of businesses, and the people.

CHARACTER AS HISTORY, HERITAGE & PRESERVATION

HISTORY & HERITAGE



The physical elements of the downtown corridor make Springville special and unique.

PRESERVE & RESTORE



Preserving the history of place while updating outdated elements is important to maintaining the personality, look and feel.

CHARACTER AS COMMUNITY & SENSE OF PLACE

VISION



Nostalgia, charm, and small-town feel are important elements of the character of a historic Main Street. Modern amenities and imaginative updates can enhance the personality of a place and improve user experience.

COMMUNITY



Parks, trees, and open public spaces with comfortable amenities are important for gathering and building community.

SENSE OF PLACE



Landmarks contribute to the overall character of Main Street. To be a destination, Main Street needs a variety of reasons to visit such as shopping, dining, and entertainment.

PRIDE



Landscaping, ongoing maintenance, and façade improvements are important for providing a cohesive and enjoyable experience throughout residential, commercial, public, and civic spaces. Well cared-for public spaces enhance pride and social cohesion among all community members.

CHARACTER AS SAFETY, COMFORT, & WELFARE

ACCESSIBILITY



Multi-modal streets with walkable, bikeable and ADA accessible amenities are important infrastructure for places to be safe, welcoming, and inclusive of all community members.

TRAFFIC + PARKING



Fast, busy roads can create unsafe, noisy, and unappealing conditions for pedestrians, limiting the potential for a place to serve as a destination. Appropriately-distributed parking spaces are important for local businesses to meet the needs of customers and employees.

SAFETY & COMFORT



Elements that provide comfort and safety such as shade structures, trees, covered bus stops, seating and places to rest, and adequate lighting are important for users' comfort, actual and perceived feelings of safety, and overall well-being in public spaces.

ART

Art is important to the identity of Springville. As the "Art City" of Utah and home to the oldest art museum in the state, there is a precedent of prioritizing art. We often heard that outside the walls of the museum and apart from Art City Days, art is missing from the fabric of the city. The collection of bronze sculptures around downtown feels limited. We heard calls for murals, installations, interactive playscapes and more opportunities for music and the performing arts.

ART AS PLACE IDENTITY

Springville is artistic, artsy, creative, eclectic, vintage, off-beat, and funky, which contribute to the city's shared place identity as the "Art City".

WHAT IS PLACE IDENTITY?

- How we differentiate one place from another
- The meaning or significance we give to a place based on our experience there
- A collective identity held by the inhabitants and users of a place



ART AS PERMANENT INSTALLATION

Springville enjoys the public art on Main Street, identifies with the tagline "Art City", and would like to see more art and a greater variety of types of art downtown.

There are more than 50 sculptures throughout Springville and most of them can be found downtown.

ART AS EVENTS AND EXPERIENCES

Art-related events are important to build community, ignite creativity, and reinforce the Art City brand.

Murals enhance the vibrancy of places and can be an opportunity for the community to tell their story.

How could different art contribute to Springville's identity?



FOOD

One of the most common themes we heard was about food! There's nothing that brings people together quite like sharing a meal. Going out to eat is one of the top reasons you visit downtown Springville and you want more local dining and entertainment options. According to the public survey, the Farmer's Market is one of your favorite attractions. Historically, downtown Springville has been home to local grocers and fresh food. How can food play a part in Springville's identity and fit within the overall downtown corridor plan?

FOOD AS EXPERIENCE

A range of restaurant and dining options, across cuisines, prices points, and styles, are important for Main Street to be a destination and gathering place.

QUANTITY & CAPACITY



Having the right amount of restaurants and eateries to give patrons choices increases the appeal of Main Street and builds economic resilience.

VARIETY



Options for a diversity of ages, tastes, and price points, such as date-night spots, teen-hangouts, grab-and-go, and family-friendly places make Main Street a place for everyone.

DAY & TIME



Locations with earlier and later open hours meet a broader range of needs, such as breakfast meetings and family celebrations and increase opportunities for people to choose Main Street over alternative locations.

SPECIALTY EXPERIENCE



Places with unique offerings add to the character and charm of downtown, such as dessert bars, soda shops, and ice cream parlors.

FOOD AS HEALTH & WELLNESS

Access to healthy and affordable food options, and opportunities for residents to participate in the food system, create stability and trust between community members.

WHAT IS SOCIAL VIBRANCY?

Inviting and planning for social spaces encourages vibrant community interaction and give residents plenty of opportunity to get to know one another.

- A focus on local, organic development
- Linking people beyond infrastructure
- Creating pride, identity, ownership
- Creating a sense of place through gathering

SHOP LOCAL & EVENTS



Farmer's markets and food-related events, such as food truck festivals, benefit local vendors and provide the community with access to local goods. They also bring more business to shops downtown and strengthen community by creating opportunities for people to gather.

CONVENIENCE & AFFORDABILITY



Having grocery stores near where people live helps to ensure residents have access to healthy and affordable food options, including residents who don't or can't drive like teens, elders, and people with disabilities.

RENEWED FOCUS



Vacant lots, such as the old Allen's Market, create opportunities for new uses and community visioning. Large spaces have the potential to become vibrant, mixed-use areas with amenities for a range of purposes.

REFRAMING DOWNTOWN



1850 Before European arrival, what is today downtown Springville was inhabited by the Ute and Shoshone peoples. The area was used for hunting, gathering, and as a trading post for early settlers.

1881 Springville is connected to Salt Lake City via the Denver and Pacific Railroad. The town is founded.

1882 An accident on Main Street led to the closure of the town's primary business hub, leading to a period of economic decline.

1902 Commercial buildings in Springville and the town's primary business hub.

1903 Springville Art Museum is founded with a collection of local and regional art.

1909 The building that houses the SOS (Springville Office of the State) is constructed. The building is now the Springville Art Museum.

1916 The town's primary business hub is destroyed by a fire.

1920 The town's primary business hub is destroyed by a fire.

1927 Springville is named the "Art City" of Utah.

1936 Construction of a park and other public works is completed.

1941 The town's primary business hub is destroyed by a fire.

1948 The town's primary business hub is destroyed by a fire.

1964 The town's primary business hub is destroyed by a fire.

1966 The town's primary business hub is destroyed by a fire.

1976 The town's primary business hub is destroyed by a fire.

2009 The town's primary business hub is destroyed by a fire.

2011 The town's primary business hub is destroyed by a fire.

2018 The town's primary business hub is destroyed by a fire.

2020 The town's primary business hub is destroyed by a fire.

2022 The town's primary business hub is destroyed by a fire.



RECOMMENDATIONS

- To, Not Through
- An Intact Downtown
- Build on Civic Assets
- Lean Into Art City





TO, NOT THROUGH

1. East/West Pedestrian Connections
2. Connect to Hobbie Creek

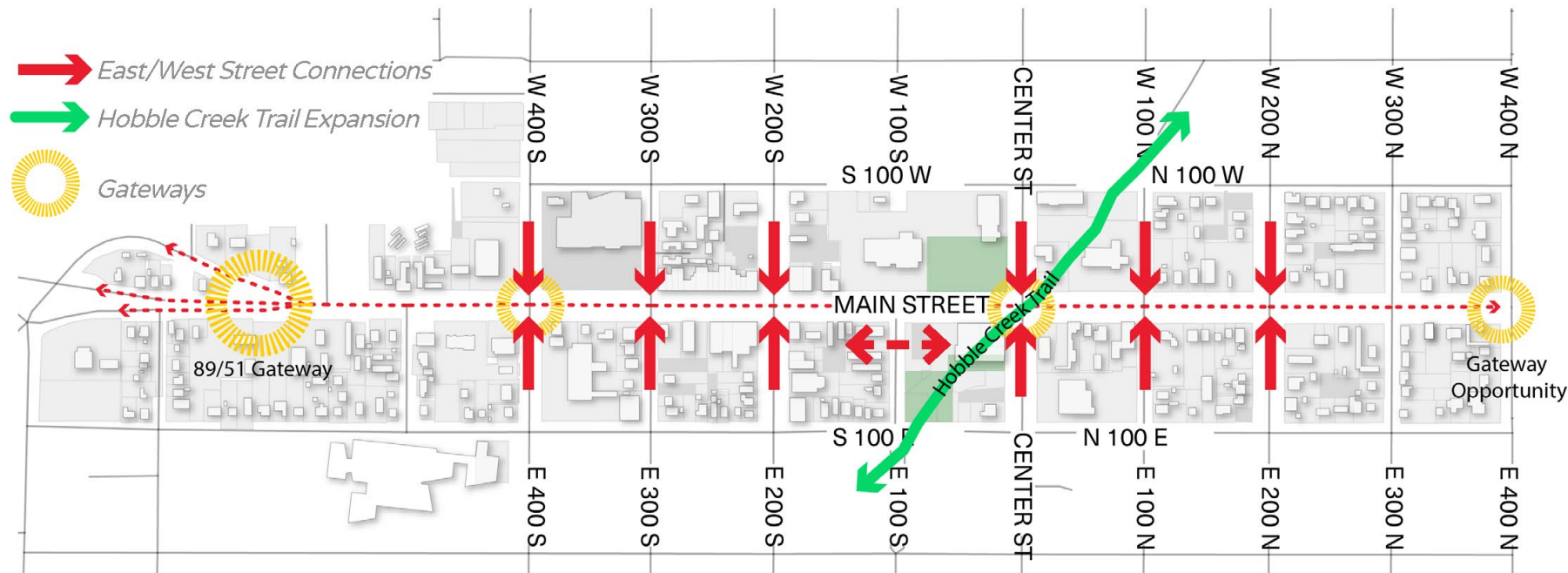


Figure 22: Main Street is envisioned with four main gateways, one at an expanded Hobbie Creek Trail, and improved east-west connectivity through redesigned intersections.

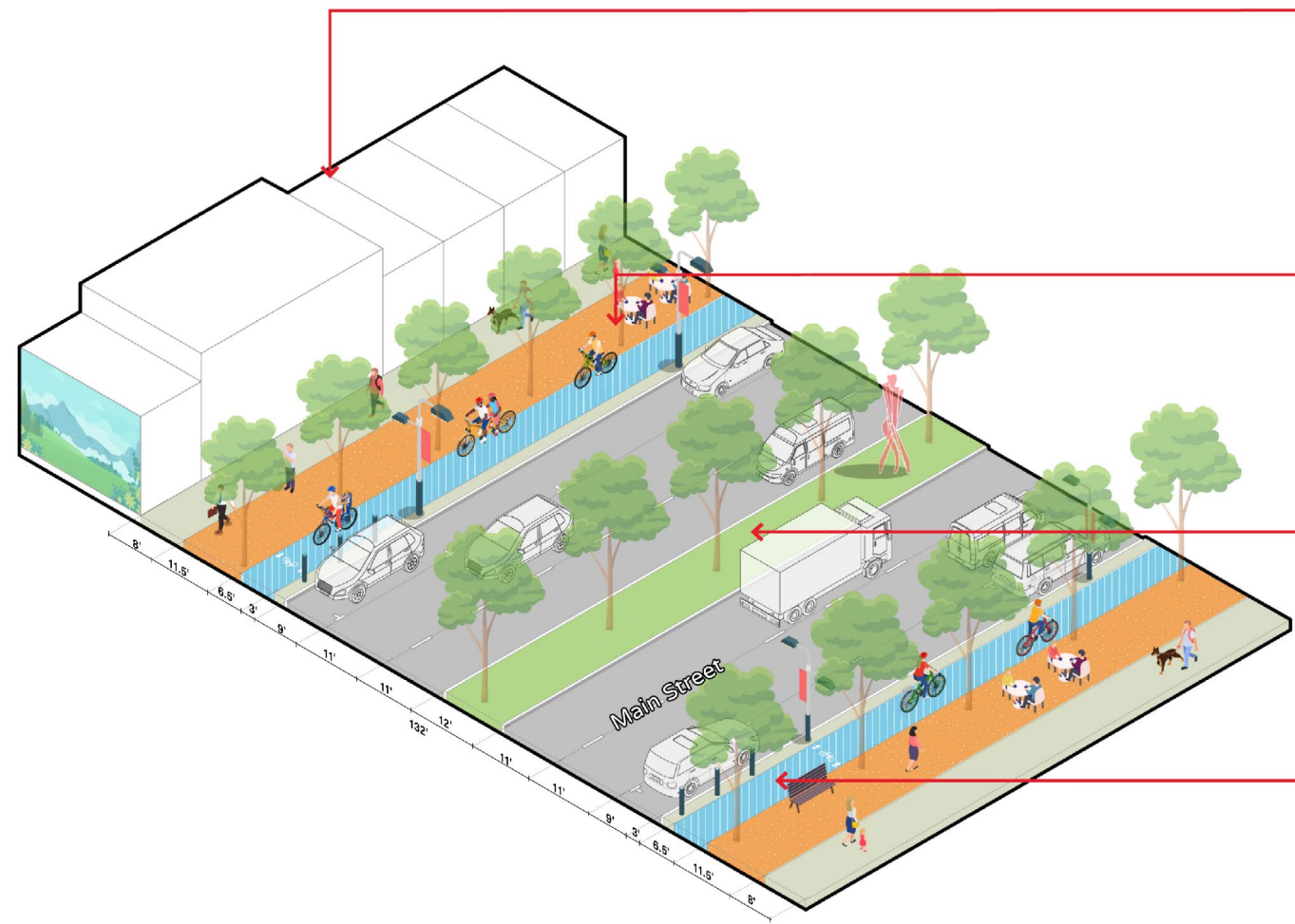


TO, NOT THROUGH

1. East/West Pedestrian Connections
2. Connect to Hobble Creek
3. Multimodal Infrastructure
4. Parking District
5. Festival Streets
6. Main Street Improvements

TO, NOT THROUGH PROJECTS

MAIN STREET CORE



INTACT CORE



EXPANDED PEDESTRIAN REALM



MEDIAN WITH ART & PEDESTRIAN REPRIEVE



PROTECTED BIKE LANES



MAIN STREET CORE

The Main Street core (700 S to Hobble Creek) will transform from an auto-focused environment with 5 lanes of traffic, to a multi-modal, tree-lined street. Protected bike lanes abut wide sidewalks and are protected from traffic by a parking lane. Four lanes of traffic are bisected by a planted median to provide drivers with the visual cue that this is a place to slow down and drive like there are people around. The trees and amenities such as benches, planter pots, and art installations create a pleasant environment for pedestrians, increasing the desire to walk and linger in a beautiful, shady space.

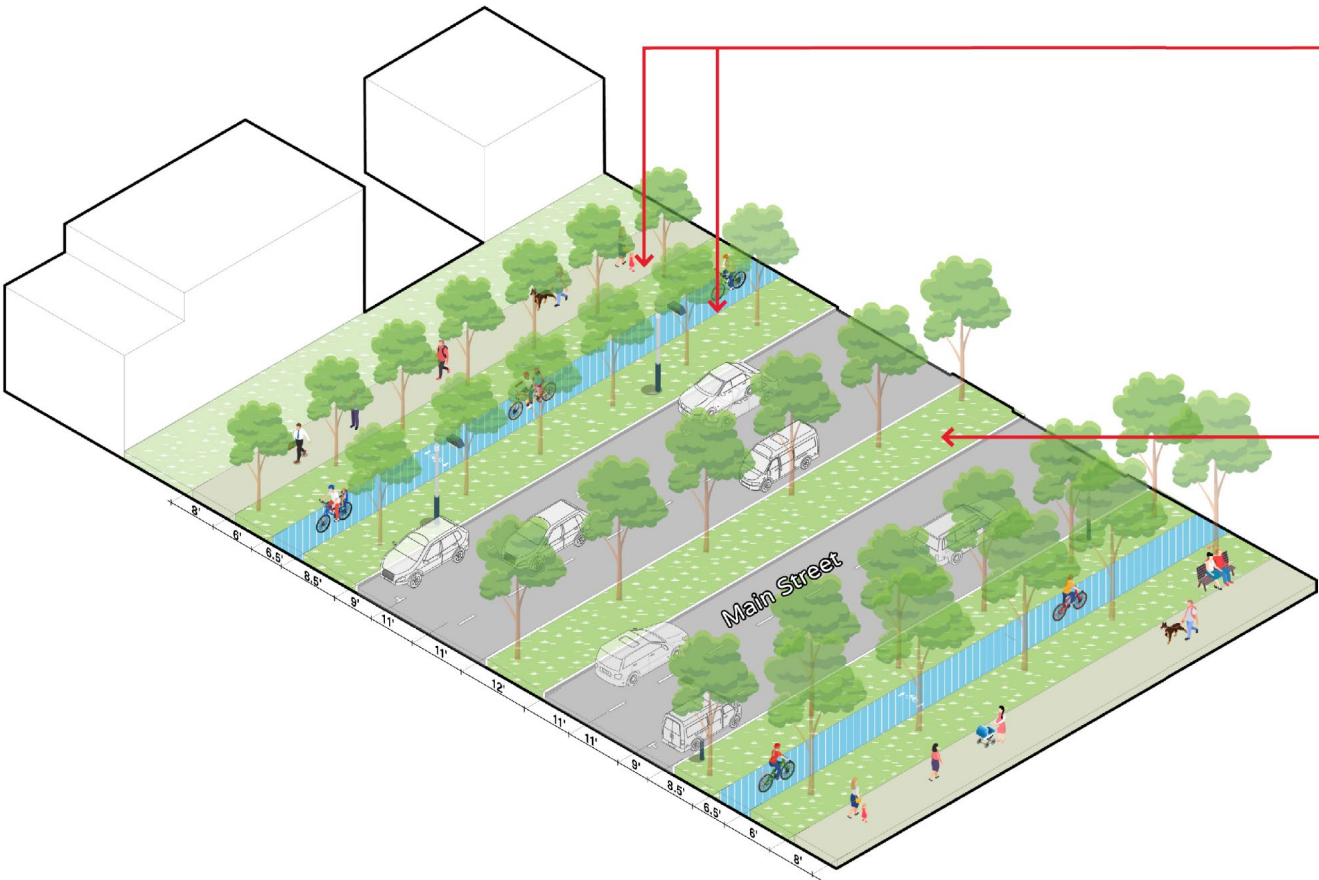
KEY



Figure 23: A redesigned Main Street streetscape includes wider sidewalks with amenity space, bi-directional bike lanes protected from moving traffic by bollards and a parking lane, and two travel lanes in each direction, separated by a planted median.

TO, NOT THROUGH PROJECTS

MAIN STREET TRANSITION ZONE



SEPARATED PEDESTRIAN AND BICYCLE PATHS



PLANTED MEDIAN WITH GATEWAY SIGNAGE



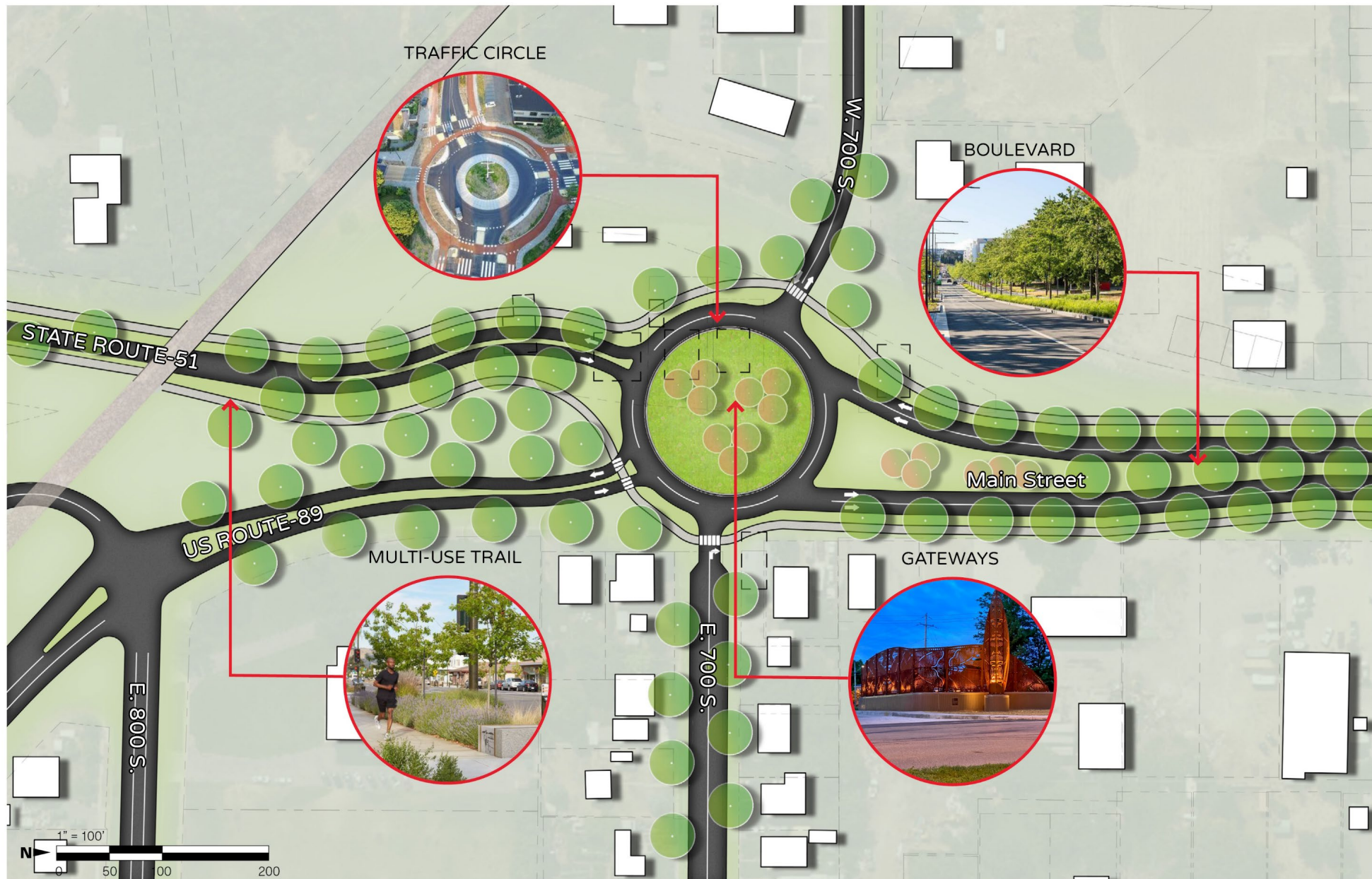
MAIN STREET GATEWAY

The Main Street Gateway zones are the north and south transitions to and from the Main Street Core. The proposed improvements would create a sense of arrival including opportunities for welcome signage, art and wayfinding. The gateway zones include wider buffer zones and separations between the pedestrian bicycle paths. It should be noted that with the existing residential development patterns north of Center Street, curb cuts on Main Street should be limited to no more than one for any individual property, and combined where there is common access between adjacent properties. Visual cues should indicate the intersection of bike paths and driveways.

KEY



Figure 24: The redesign of Main Street expands north and south from the retail core and includes wider sidewalks, a separated bike path and gateway elements such as signage, art and wayfinding.



89/51 INTERSECTION

The junction of US Route 81 and State Route 51 is an important gateway to and from Springville. Its existing condition currently results in confusion, excessive speeds, and lacks a sense of arrival.

The proposed traffic circle would simplify the intersection of Route 81 and 59, reconnect 700 South, create an improved multi-purpose path, and provide an opportunity for gateway signage and art.

KEY



Figure 25: A redesigned Main Street streetscape includes improvements at the 89/51 intersection to improve safety and comfort.



INTACT DOWNTOWN

1. Entrepreneurial Support
2. Incentivize High-Quality Infill Development

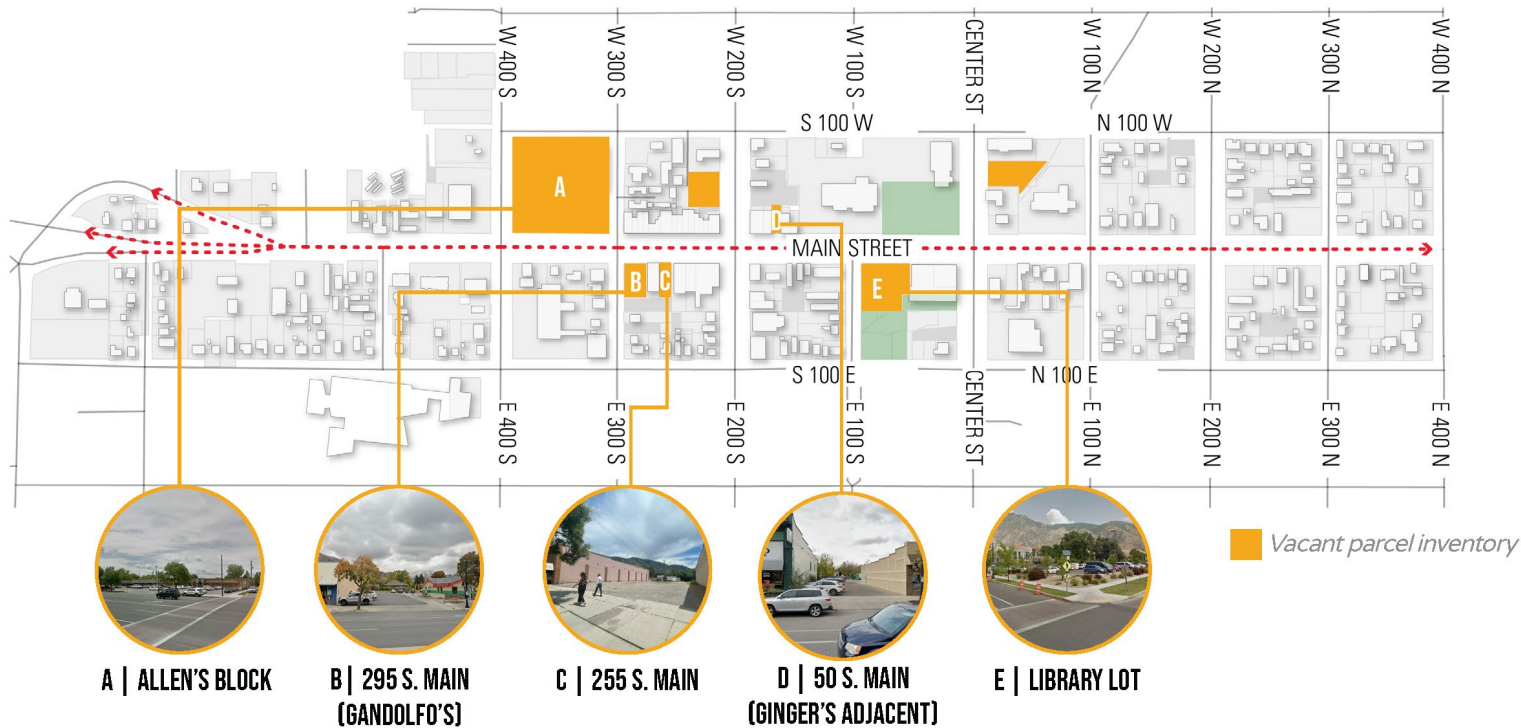


Figure 26: An intact downtown starts with public and private-led development at five catalytic sites along the corridor.



INTACT DOWNTOWN

1. Entrepreneurial Support
2. Incentivize High-Quality Infill Development
3. Empower Community Reinvestment Areas
4. Facilitate Historic Preservation





INTACT DOWNTOWN

1. Entrepreneurial Support
2. Incentivize High-Quality Infill Development
3. Empower Community Reinvestment Areas
4. Facilitate Historic Preservation
5. Extend Main Street South Gateway Zone
6. Transition Uses for Catalytic Sites



BUILD ON CIVIC ASSETS

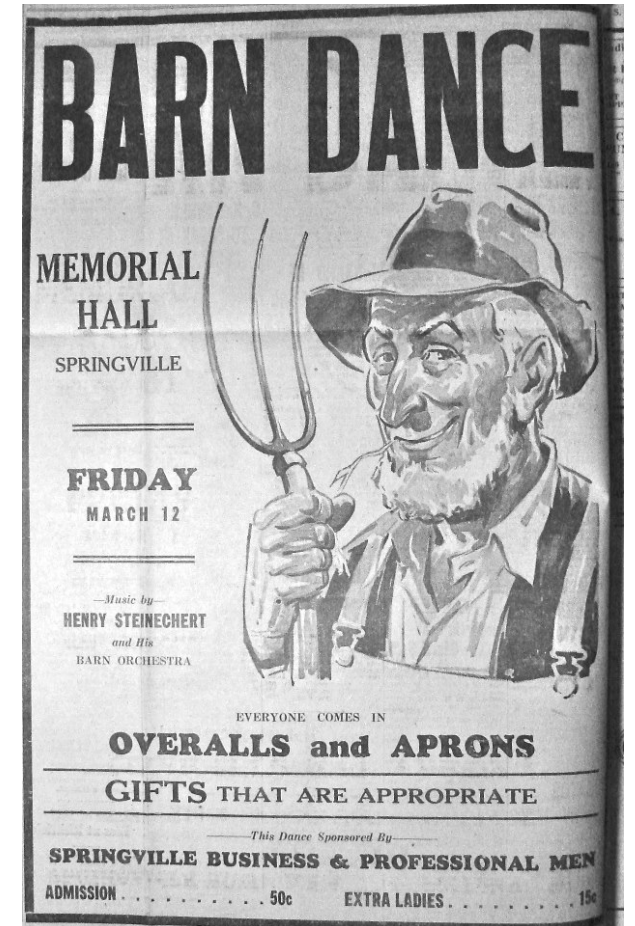
1. Carnegie Library and Memorial Hall





BUILD ON CIVIC ASSETS

1. Carnegie Library and Memorial Hall



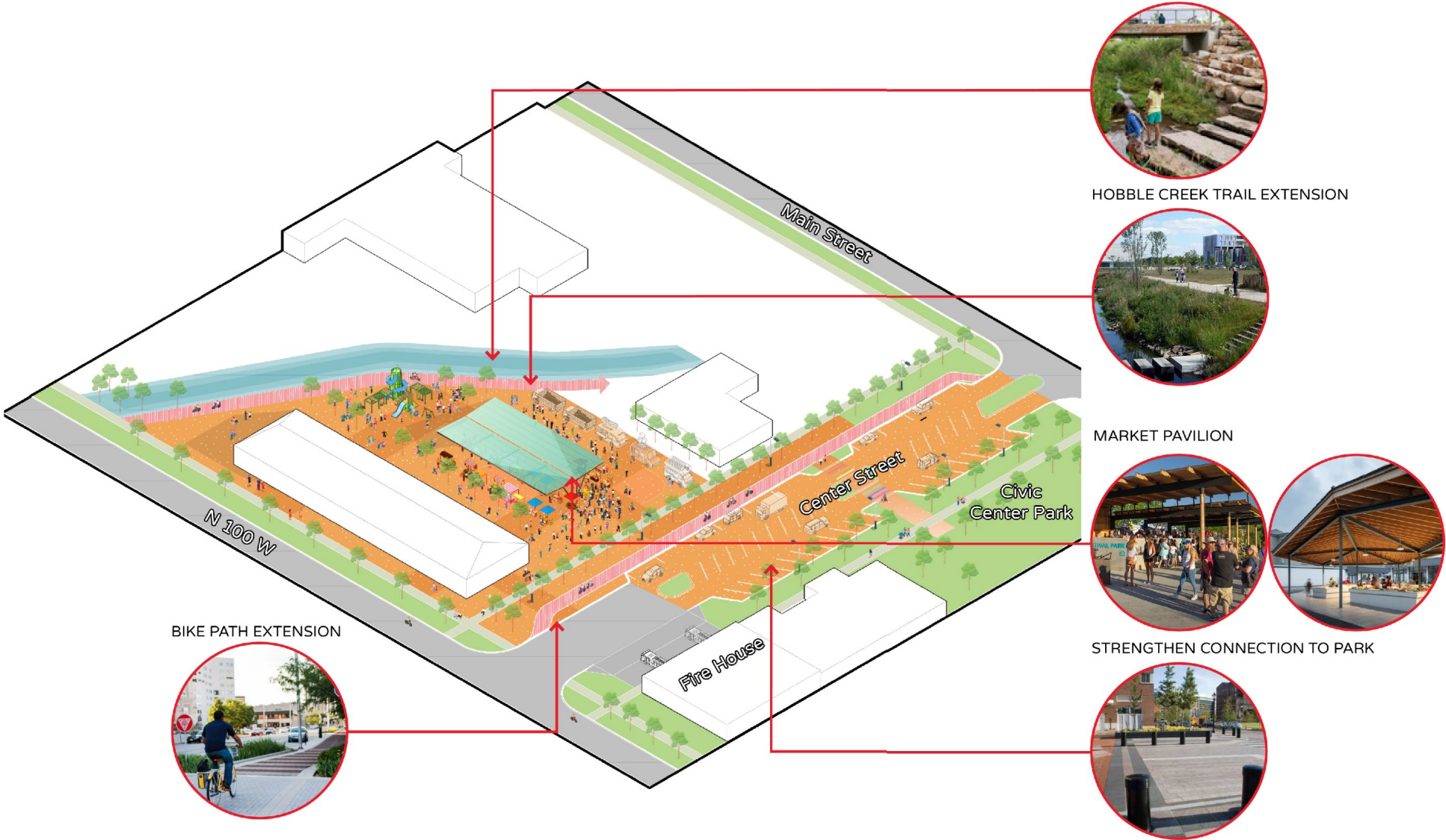


BUILD ON CIVIC ASSETS

1. Carnegie Library and Memorial Hall
2. Center Street Market

BUILD ON CIVIC ASSETS

CENTER STREET MARKET



CENTER STREET MARKET

The Center Street Market is envisioned as a central gathering space for regular events such as the popular weekly farmers market and frequent events such as concerts and festivals. It would create space for more dining options, including outdoor dining, and opportunities for play and connection to nature through creek restoration.

The idea builds on the success of the library and splash pad, expanding the area where families can spend time downtown.

Key Features:

- Event pavilion
- Ghost kitchen
- Stage/performance
- Farmers market location
- Connection to creek

KEY



Figure 28: Center Street Market would provide a central gathering space for regular events such as farmers markets and concerts, as well as additional dining options.



BUILD ON CIVIC ASSETS

1. Carnegie Library and Memorial Hall
2. Center Street Market
3. Connect Museum and Main Street
4. Catalytic Site at Springville Library
5. 100 South Promenade

BUILD ON CIVIC ASSETS

100 SOUTH PROMENADE



100 SOUTH PROMENADE

The 100 South Promenade proposal envisions re-connecting Hobble Creek to daily life through creek restoration and the construction of a creek side pedestrian promenade celebrating the civic and cultural resources that define the intersection of 100 S and Main.

The path improves east-west connectivity, while creating more space for families to recreate together. This may be done by extending to Main Street the current closure of west-bound traffic that exists between 100 W and 200 W.

CREEK RESTORATION & MULTI-USE PATH



PUBLIC PLAZA SPACE



KEY

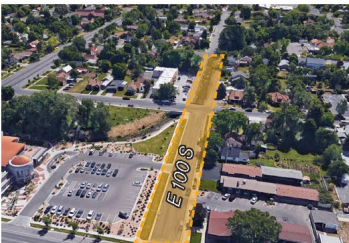


Figure 29: 100 South Promenade extending from the library catalytic site



LEAN INTO ART CITY

1. Integrate Art into Springville

PUBLIC ART





LEAN INTO ART CITY

1. Integrate Art into Springville
2. Define Art Walk

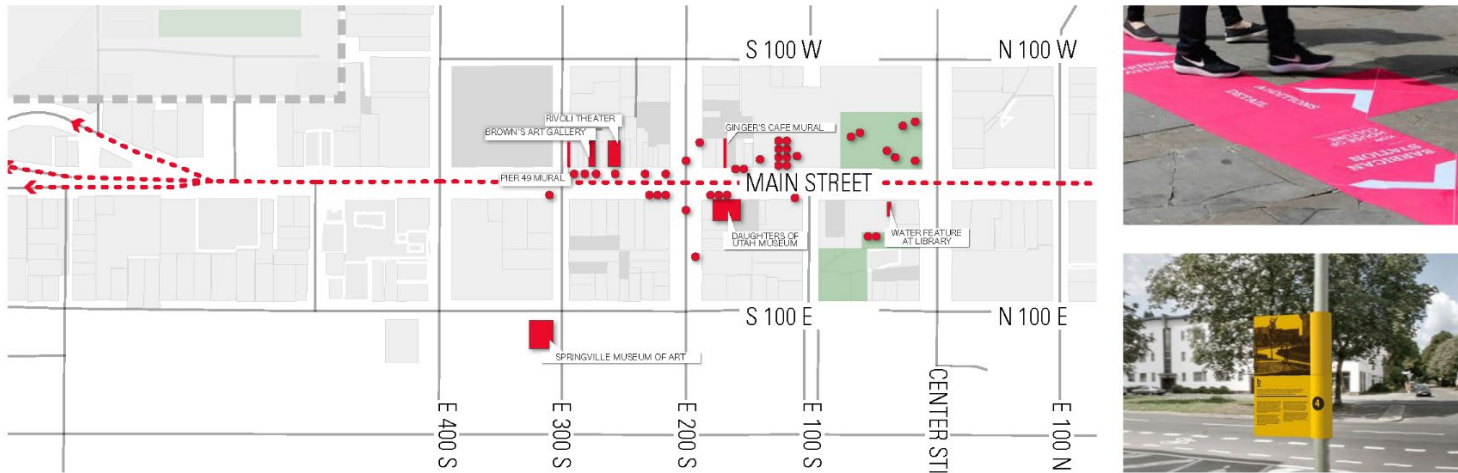


Figure 30: A physical art walk would connect Springville Museum of Art with Main Street and highlight the many public art pieces along and adjacent to the corridor. Interactive wayfinding and signage would connect art pieces and amenities around Downtown Springville.



LEAN INTO ART CITY

1. Integrate Art into Springville
2. Define Art Walk
3. Improve the Rivoli Theater
4. Art & Culinary-Focused retail
5. Art & Culinary-Focused programs & events

PUBLIC ART



BRANDING & WAYFINDING



ARTS PROGRAMMING





MEASURING SUCCESS

- An 18-Hour Downtown
 - Energetic
 - Attractive Amenities
 - Strategic Growth
 - High Quality of Life
 - Diversity of Uses and Functions
 - Nourishes Community
 - Economically Sustainable

HOW TO ACTIVATE AN 18-HOUR DOWNTOWN



Glass frontage creates visual transparency, creating connection between people inside and out.



Integrating play and art into downtown adds to quality of life.



A specialty grocer, market, or bodega would bring convenience to local residents.

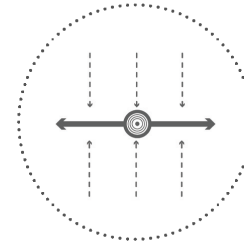


An active public realm relies on the presence of people walking, sitting, enjoying the space.



MEASURING SUCCESS

- An 18-Hour Downtown
 - Energetic
 - Attractive Amenities
 - Strategic Growth
 - High Quality of Life
 - Diversity of Uses and Functions
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TO, NOT THROUGH

- » Increase in the lineal feet of paved sidewalk connecting to Main Street
- » Increase in lineal feet of creek frontage accessible to pedestrians
- » Increase in transit ridership accessing downtown
- » Number of city-managed parking spaces
- » Number of street trees on Main Street
- » Decrease in average traffic speeds along Main Street
- » Decrease in crash incidents downtown
- » Increase in Walk Score



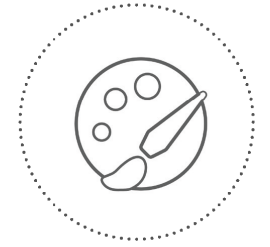
AN INTACT DOWNTOWN CORE

- » Number of businesses open after 6:00 pm
- » Variety of businesses by Standard Industrial Classification (SIC) code
- » Number of new development applications and permits within downtown
- » Increase in residents living downtown
- » Increase in property values
- » Increase in tax receipts
- » Increase in private investment downtown
- » Decrease in vacant land and buildings



BUILD ON CIVIC ASSETS

- » Number and frequency of events in downtown
- » Redevelopment of vacant or underutilized city-owned property for tax or visitor generating purposes



LEAN INTO ART CITY

- » Diversification of art installations
- » Increase in art-focused businesses
- » Increase in art-focused festivals and events
- » Increase in visitors