7505 South Holden Street
Midvale, UT 84047
(801) 567-7200
www.midvalecity.org

REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
OCTOBER 17, 2023

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **17th day of October, 2023** as follows:

Electronic & In-Person City Council Meeting
This meeting will be held electronically and in-person. **Public comments may be submitted electronically to the Board for consideration at www.Midvalecity.org/government/contact-us by 5:00pm on October 16th and will be included in the meeting record.**

The meeting will be broadcast on the following: **You Tube: www.MidvaleCity.org/YouTube**

6:30 PM OR IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING

I. GENERAL BUSINESS
A. WELCOME AND ROLL CALL

II. PUBLIC COMMENTS
Any person wishing to comment on any item not otherwise scheduled for public hearing on the agenda may address the Redevelopment Agency of Midvale City Board at this point by stepping to the microphone and giving his or her name for the record. Comments should be limited to not more than three (3) minutes unless additional time is authorized by the Redevelopment Agency of Midvale City Board. Citizen groups will be asked to appoint a spokesperson. This is the time and place for any person who wishes to comment on non-hearing items. Items brought forward to the attention of the Redevelopment Agency of Midvale City will be turned over to staff to provide a response outside of the Redevelopment Agency meeting.

III. CONSENT AGENDA
A. Consider Minutes of October 3, 2023 ***[Rori Andreason, HR Director/City Recorder]***

IV. ACTION ITMES
A. Consider ***Resolution No. 2023-16RDA*** Adopting the Midvale Main Street Concept Plan ***[Kate Andrus, RDA Project Manager]***

V. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working days' notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City's website at www.midvalecity.org and the State Public Notice Website at http://pmn.utah.gov. Board Members may participate in the meeting via electronic communications. Board Members' participation via electronic communication will be broadcast and amplified so other Board Members and all other persons present in the Council Chambers will be able to hear or see the communication.

DATE POSTED: OCTOBER 12, 2023

RORI L. ANDREASON, MMC
City Recoreder

REDEVELOPMENT AGENCY MEETING
Minutes
Tuesday October 3, 2023

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Marcus Stevenson

BOARD MEMBERS: Board Member Heidi Robinson
Board Member Paul Glover
Board Member Dustin Gettel
Board Member Quinn Sperry
Board Member Bryant Brown

STAFF: Matt Dahl, City Manager; Nate Rockwood, Assistant City Manager; Rori Andreason, City Recorder; Garrett Wilcox, City Attorney; Mariah Hill, Administrative Services Director; Adam Olsen, Community Development Director; Glen Kennedy, Public Works Director; Kate Andrus, RDA Program Manager; Chief Randy Thomas, UPD; and Juan Rosario, Systems Administrator.

Chair Stevenson called the meeting to order at 7:45 p.m.

I. GENERAL BUSINESS

A. Roll Call - Board Members Dustin Gettel, Quinn Sperry, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call.

II. PUBLIC COMMENTS

There were no public comments.

III. CONSENT AGENDA

A. CONSIDER MINUTES OF SEPTEMBER 19, 2023

MOTION: Board Member Paul Glover MOVED to approve the consent agenda. The motion was SECONDED by Board Member Dustin Gettel. Chair Stevenson called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown Aye
Board Member Dustin Gettel Aye
Board Member Paul Glover Aye
Board Member Quinn Sperry Aye
Board Member Heidi Robinson Aye

The motion passed unanimously.

PENDING

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2023-15RDA APPROVING PROPOSED AMENDMENTS TO THE MAIN STREET FAÇADE IMPROVEMENT PROGRAM

Kate Andrus said on December 6, 2022, the RDA Board approved the Main Street Façade Improvement Program. The goal of the program is to improve the exterior of buildings within the Main Street area as a tool to attract new businesses, maintain existing businesses, and make Main Street a desirable place to work, live, and shop.

Since its adoption, there has been ample interest in the program, but no actual participation. In speaking with those interested, potential applicants stated that the extent of the renovations desired, and the associated higher cost of construction has continued to prohibit many from moving forward with improvements, despite the funding incentives provided by the program. Furthermore, staff has received feedback that the requirement to convey an easement to be held in perpetuity to the RDA has posed as a large deterrent to applicants, especially those hoping to provide more minor yet, costly improvements like that of installing new windows and/or adding exterior paint. In response, staff is requesting the approval of the following amendments to this program. These amendments will help to overcome the higher cost of construction and provide more flexibility for the RDA Board and staff when matching easement terms to the type of improvements being made. One of the key goals of the program is to make meaningful improvements to the street that benefit all owners and tenants of the street and to put available funding to use now.

Façade Eligibility:
Eligibility limited to facades facing public streets or public parking areas.

Maximum Grant Award Amount:
Increase in the maximum grant award amount from $30,000 to $50,000 per property for façade projects.

Corner Lot Provision:
Additional $25,000 award for buildings on corner lots with two prominent facades facing a public road or public parking lot.

Easement Terms:
Easement terms to be determined by the RDA Board.
Recommendations will be provided by the Advisory Board.

FISCAL IMPACT:
Due to the increased grant amount, staff is requesting an increase in the Main Street Façade Program budget, from $105,000 to $175,000 for this fiscal year. If the RDA Board approves the recommended program amendments, staff will return to the board with a budget amendment.

PENDING

Main Street Façade Improvement Program
Program Update

- Lots of interest in the program, but no participation.
- Proposed amendments addressing feedback provided by potential applicants include:
    - Increased cost of construction has prohibited many from moving forward on their project.
    - Increase max award amount from $35,000-$50,000
    - Provide an additional $25,000 for buildings with two prominent facades facing a public road or parking lot.
- The easement held in perpetuity is a large deterrent for projects that are less extensive.
    - Easement terms to be determined by the RDA Board and will be based on the type of improvements being made.

FISCAL IMPACT:
Due to the increased grant amount, staff is requesting an increase in the Main Street Façade Program budget, from $105,000 to $175,000 for this fiscal year. If the RDA Board approves the recommended program amendments, staff will return to the board with a budget amendment.

Program Terms: What has changed

- Maximum grant award of $35,000 is permitted per project.
    - Maximum grant award of $50,000 is permitted per project. Additional $25,000 award for buildings on corner lots with two prominent facades facing a public road or public parking lot.
- The grant award amount shall not exceed 50% of the total cost of the improvements to the façade(s).
- Grant awards are provided as a reimbursement
- Documentation will need to show proof of prior payments, including the release of any liens held by contractors.
- Awardees agree to maintain and keep in good re pair the façade or improvement
- Conveyance of a façade easement to the RDA to be held in perpetuity is required.
    - Easement terms to be determined by the RDA Board. Recommendations will be provided by the Advisory Board and will be based on the type of improvements being made. Easement terms could be anywhere from 5-10 years to being held in perpetuity.
- The City of Midvale and RDA assume no liability for any work that is done pursuant to this program.
- If the building is currently vacant, the applicant has 12 months from the date of project completion to arrange a tenant.

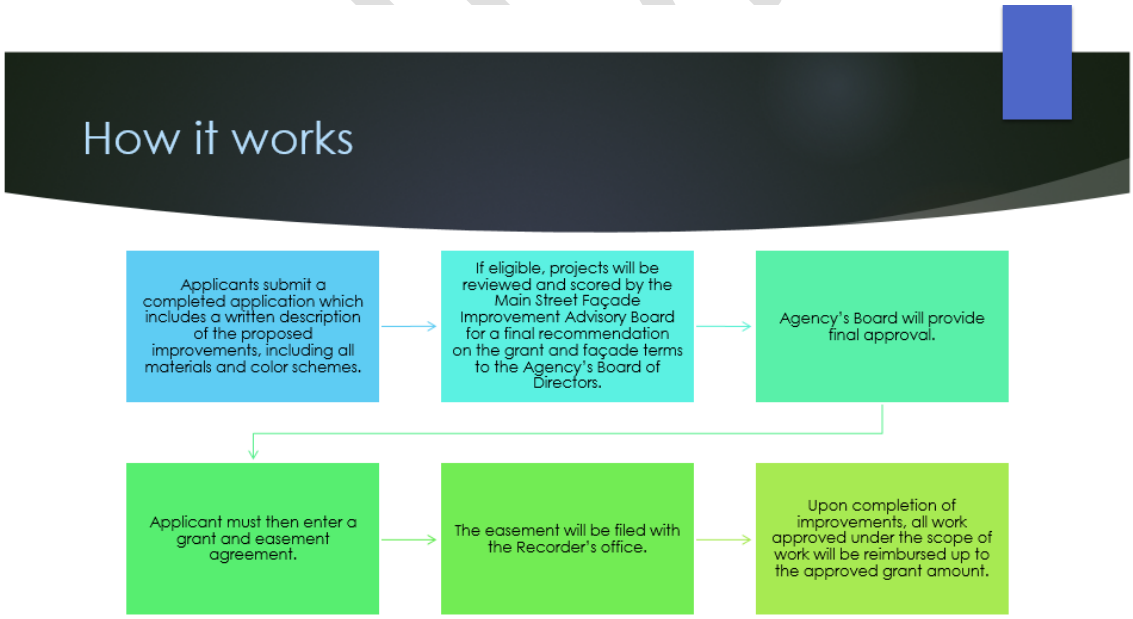
PENDING

Research
Façade Improvement Programs have resulted in the following economic benefits:

- Attraction of new businesses
- Increased customer base
- Increased sales figures
- Properties are often converted to a perceived better use.
- Nearby businesses often initiated their own storefront improvements.
- Increased property values
- Gains in community pride and civic appreciation

Main Street CDA

- Objectives:
  - Promotion of development that enhances economic and quality of life bases.
  - The stimulation of associated business and economic activity
- Tools to achieve the objective:
  - Support developers and other stakeholders to invest in preserving the Main Street District and create economic development opportunities while utilizing the City's renewable resources.
  - Offer incentives, as may be appropriate to encourage development within the Project Area.



MOTION: Board Member Dustin Gettel MOVED to adopt Resolution No. 2023-15RDA approving amendments to the Main Street Façade Improvement Program. The motion was SECONDED by Board Member

Heidi Robinson. Chair Stevenson called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown Aye
Board Member Dustin Gettel Aye
Board Member Paul Glover Aye
Board Member Quinn Sperry Aye
Board Member Heidi Robinson Aye

The motion passed unanimously.

V. ADJOURN

MOTION: Board Member Paul Glover MOVED to adjourn the meeting. Board Member Dustin Gettel SECONDED the motion. Chair Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 8:00 p.m.

_____

Rori L. Andreason, MMC
City Recorder

Approved this day of October 17, 2023.

PENDING

REDEVELOPMENT AGENCY OF MIDVALE

Meeting Date: October 17, 2023

ITEM TYPE: Action Item

SUBJECT: Consider Resolution 2023-16RDA Adopting the Midvale Main Street Concept Plan.

SUBMITTED BY: Kate Andrus, Redevelopment Agency Program Manager

CITIZEN'S AGENDA: The Redevelopment Agency of Midvale City is requesting the adoption of the Midvale Main Street Concept Plan. This plan provides guidance on future streetscape and parking improvements.

SUMMARY:

On March 15, 2022, the Redevelopment Agency of Midvale City ("Agency") was awarded funds by the Wasatch Front Regional Council ("WFRC") to conduct the Midvale Main Street Urban Streetscape and Lighting Design study. In partnership with WFRC, the Agency enlisted the services of Design Workshop to develop a plan that provides the Agency with guidance on future additions of streetscape elements, wayfinding signs, lighting, and parking.

Since December 2022, the Agency has been working closely with Design Workshop in crafting the proposed Midvale Main Street Concept Plan ("Concept Plan"). The concept plan was developed after assessments of existing conditions, stakeholder interviews, and both in-person and online community outreach efforts. These proposed concepts are designed to transform Midvale Main Street into an inviting and distinctive area along the Wasatch Front. The desired outcome is for Main Street to reinvigorate its sense of identity within the community, realizing the community's visions for a vibrant downtown that encourages social interactions, safe walking and biking, and ease of access to businesses.

On August 8, 2023, the Agency presented an overview of the project goals, vision, and proposed concept plan to the Board of Directors for feedback. The feedback was taken into consideration, and the final Midvale Main Street Concept Plan is now being presented to the Board for adoption.

FISCAL IMPACT:

This project will be a phased approach, beginning with the implementation of festival lighting. The funds needed for this phase are $387,700. The Agency was awarded a $200,000 grant from Salt Lake County, and $187,000 will be contributed by the Agency to cover the remaining costs. The Agency's contribution was approved as part of the Fiscal Year 2024 budget. The implementation and consideration of Agency funds for future phases will be considered at a later date.

RECOMMENDED MOTION:

I move that we adopt Resolution 2023-16RDA adopting the Midvale Main Street Concept Plan

ATTACHMENTS:

Resolution No. 2023-16RDA
Midvale Main Street Concept Plan

THE REDEVELOPMENT AGENCY OF MIDVALE CITY
RESOLUTION NO. 2023-16RDA

A RESOLUTION ADOPTING THE MIDVALE MAIN STREET CONCEPT PLAN

WHEREAS, the Redevelopment Agency of Midvale City ("Agency") was created to transact the business and exercise the powers provided for in the Utah Redevelopment Agencies Act; and

WHEREAS, on November 17, 2015, the Agency adopted Resolution 2015-13RDA approving the CDA Project Area Plan for the Midvale Main Street CDA Project Area ("CDA"); and

WHEREAS, on December 4, 2018, the Agency adopted Resolution 2018-13RDA adopting the Midvale Main Street Small Area Plan; and

WHEREAS, the Agency and Midvale City seek to revitalize and preserve the CDA; and

WHEREAS, the Agency believes that the Midvale Main Street Concept plan will assist in the revitalization of the Main Street CDA; and

WHEREAS, the Agency solicited public input on proposed concept designs for Midvale Main Street through an online survey and open house; and

WHEREAS, the Agency, in partnership with Design Workshop, has prepared the Midvale Main Street Concept Plan based on public input and best practices; and

WHEREAS, the Agency believes that the Midvale Main Street Concept plan will assist in achieving the key strategies of urban design called out in the Midvale Main Street Small Area Plan;

WHEREAS, the Agency seeks to incorporate the Midvale Main Street Concept Plan as Agency policy for the purpose of guiding future streetscape and parking improvements.

NOW THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, that the Board of Directors does hereby approve and adopt the Midvale Main Street Concept Plan for the purpose of guiding future streetscape and parking improvements within the Midvale Main Street Community Development Project Area.

Passed and Adopted by the Board of Directors of the Redevelopment Agency of Midvale City, State of Utah, this _____day of _____, 2023.

_____
Marcus Stevenson,
Chief Administrative Officer

_____
Matt Dahl
Executive Director

ATTEST:

_____
Rori L. Andreason, MMC
Secretary

Voting by the Board:	"Aye"	"Nay"
Quinn Sperry	_____	_____
Paul Glover	_____	_____
Heidi Robinson	_____	_____
Bryant Brown	_____	_____
Dustin Gettel	_____	_____

MIDVALE MAIN STREET CONCEPT PLAN

Prepared for Midvale City, Utah
October 10, 2023



Prepared by
DESIGNWORKSHOP
22860 Two Rivers Road, Suite 102 | Basalt, Colorado 81621 | 970.925.8354

ACKNOWLEDGEMENTS

Midvale City | Mayor Marcus Stevenson

Quinn Sperry, District 1

Paul Glover, District 2

Heidi Robinson, District 3

Bryant Brown, District 4

Dustin Gettel, District 5

Nate Rockwood, Assistant City Manager

Adam Olsen, Community Development Director

Wendelin Knobloch, City Planner

Cody Hill, Economic Development Manager

Kate Andrus, RDA Program Manager

Design Workshop | Landscape Architecture and Planning

Fehr and Peers | Traffic Analysis

Colvin Engineering Associates | Lighting Design

Funded by | Wasatch Front Regional Range

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PROJECT OVERVIEW

- Project Background
- Vision for Main Street



Caption: 100 Block Main Street

PROJECT BACKGROUND

INTRODUCTION

Past planning efforts and successful events on Midvale's Main Street have positioned the City to begin planning for improvements to this historic street. The focus area is bounded by Center Street to the south and Holden Street to the north. Additionally, the study considers potential changes to areas immediately east and west of Main Street bounded by I-15 to the east and Holden Street to the west. With so few traditional main streets remaining within Utah, Midvale has an opportunity to express its history and appeal to what people enjoy about its small-town charm. Historic buildings are undergoing renovations including the Pearl on Main Theater, and the old Midvale State Bank. Recently, artists have been drawn to express themselves through public mural displays and opening businesses in this corridor. Community events in this location are increasingly popular and draw people from the surrounding areas and the diverse ethnic and age-mix of residents. Midvale City is seeking to capitalize on this interest and improve the street and public space for a future of even more vibrant community life rich in experiences that benefit the local community.

PROJECT PROCESS

To kick off the project, a site assessment was completed, followed by community engagement outreach and conceptual plan developments, and ending with the final conceptual design and cost estimates. The project builds upon previous efforts like The Small Area Plan and celebrates both the historic feel and recent additions to the streetscape. The plan establishes guidelines for streetscape elements like bulb-outs, street art and furniture, street trees and landscaping, outdoor lighting, and wayfinding and signage. It also considers activation and programming opportunities to enliven spaces and flexibility in how the spaces can transform for community events and celebrations.

Community input is a valuable tool that increases our understanding of issues and empowers the community to have a say over what the future Main Street will look like. The Midvale Urban Design Plan took a unique public engagement approach offering multiple ways for people to participate and methods for attracting their interest. Both online and in-person engagement methods were utilized to develop an understanding of opportunities and issues, collect input, and increase interest in Main Street. The Midvale community has a high Hispanic population and to encourage everyone to participate, all documents were translated to Spanish.

PROJECT GOALS

ENVIRONMENT

- Improve street lighting and safety on Main Street and connecting alleyways
- Improve wayfinding and signage to help direct people to the area and support parking management efforts
- Incorporate places for events and informal gathering
- Incorporate various seating options along Main Street

COMMUNITY

- Encourage community engagement and participation in the planning process
- Celebrate and strengthen the existing historic character and architecture of Main Street
- Create a liveable urban space that attracts visitors from adjacent communities
- Incorporate under utilized city-owned property into open space for pedestrian activities and gatherings

ECONOMICS

- Increase pedestrian traffic to encourage street shopping
- Fill empty buildings with new shops
- Incentivize business owners to improve window displays
- Establish a framework that can help drive economic development to the area

ART

- Create a distinct, active and inviting Main Street to support an Arts District
- Add interactive art features
- Highlight mural locations and artist through wayfinding and lighting
- Rebrand Main Street with a character theme

PROJECT LOCATION



Exhibit 1: Map of Midvale

PROJECT BACKGROUND

PROJECT CONTEXT

The goal of this project is to provide guidance for streetscape elements, wayfinding, lighting, activation strategies and parking that describe desired and public realm improvements to create an inviting and distinctive Main Street. The surrounding area around Midvale City consists of a mix of residential neighborhoods, commercial zones, and natural landscapes. Below is an overview of the surrounding areas:

- Residential Neighborhoods: Main Street is bordered by several neighborhoods. These neighborhoods include a mix of single family homes, townhouses, and apartment complexes. Residents of these areas often frequent Main Street for shopping, dining, and entertainment. Some of the surrounding neighborhoods are more established and have historically been low and middle income.
- Commercial and Retail: The surrounding area includes various commercial and retail districts. These areas feature shopping centers, grocery stores, restaurants, and businesses that cater to the local population. Increasingly, the Main Street corridor is attracting arts, design, culture, and personal care service industries.
- Public Service: The surrounding area includes public facilities such as schools, parks and community centers.
- Transportation Infrastructure: Major roadways, including Interstate 15 and State Route 71, are easily accessible from this area, making it convenient for both residents and visitors to commute to and from the surrounding regions, including Salt Lake City which is approximately 10 miles to the north. There are local bus routes around Main Street for easy access and close proximity to the TRAX station.
- Natural Features: The natural landscape surrounding Midvale Main Street includes the scenic backdrop of the Wasatch Mountains to the east and the Jordan River to the west which includes the 40-mile Jordan River Parkway Trail.

Overall, the surrounding area is a diverse and dynamic mix of residential, commercial, and natural elements, making it a central hub within the city.

SURROUNDING NEIGHBORHOOD

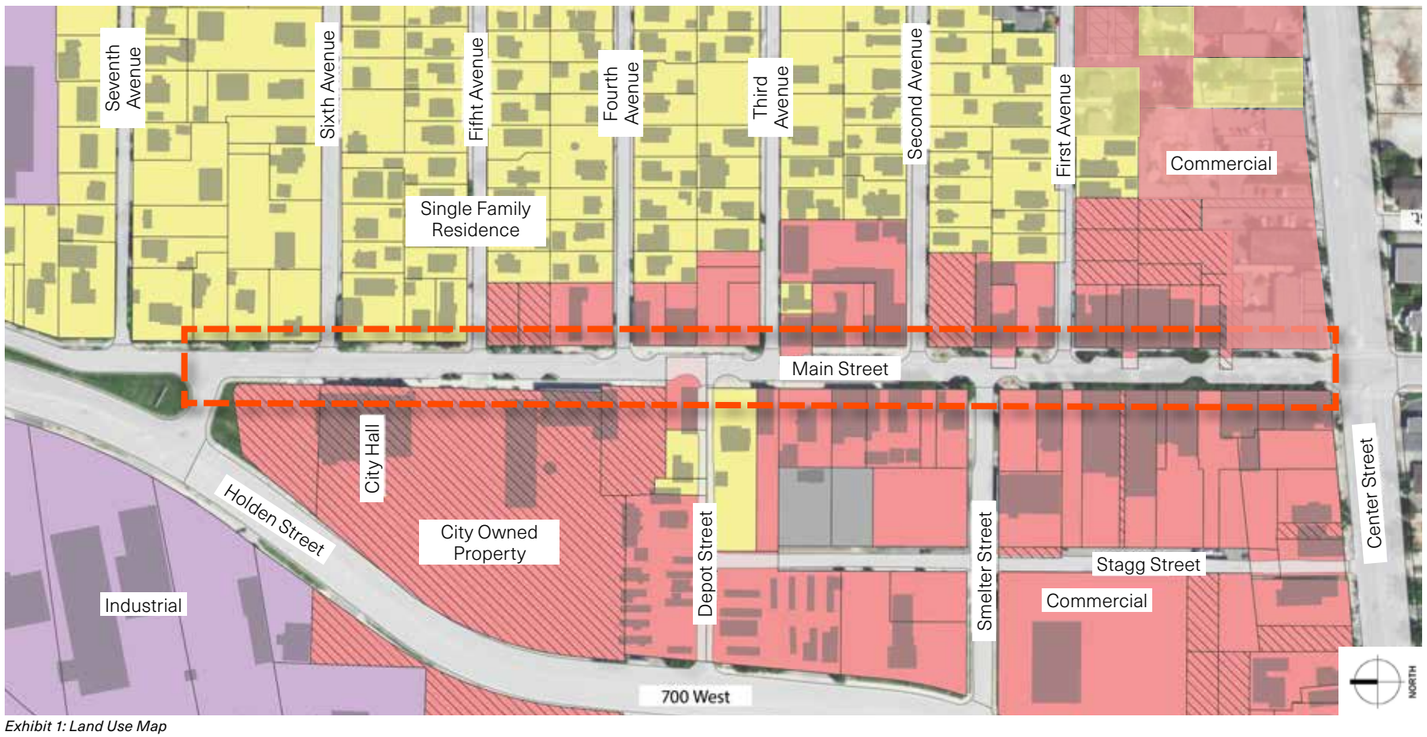


Exhibit 1: Land Use Map



Neighborhood Street Adjacent to Main Street



Historic section of Main Street lined with businesses

VISION FOR MAIN STREET



Exhibit 1: Open Space Plaza Perspective

PROPOSED MAIN STREET URBAN DESIGN CONCEPT



Exhibit 2: Proposed Conceptual Plan

PROJECT VISION

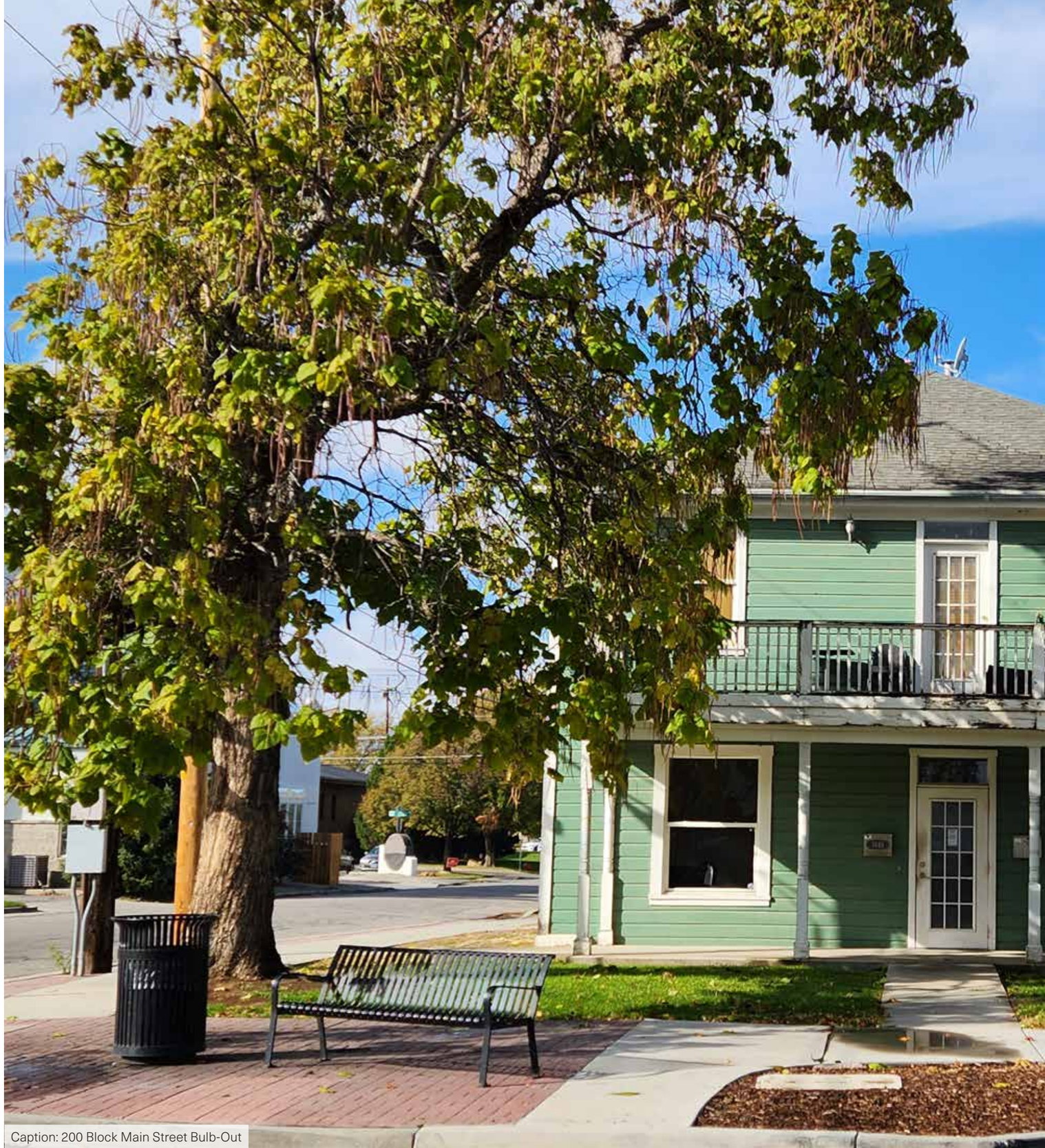
The plan for Midvale's historic Main Street is intended to reinvigorate its sense of identity within the community, translating the community's visions for a vibrant downtown that encourages social interactions, safe walking and biking, and ease of access to businesses.

The existing conditions of the corridor begin to set the stage for improvements, such as utilizing bump-outs, planters, street trees and vegetation, furnishings and lighting to define the space. These areas represent opportunities for demonstration projects to test new ideas, for example installing temporary bulb-outs or activating alleyways to create a space for businesses to expand their offerings. The desired outcome is for Main Street to be enlivened as a local destination that is authentic and celebrates both the historic feel and recent additions such as murals and a food truck event. To accomplish these goals, six proposed framework topics are outlined below:

- Reinvigorate the street's sense of identity with art and interaction
- Celebrate history and community culture through placemaking
- Improve safety and connectivity for all modes of transportation
- Elevate the visibility of businesses and parking
- Activate the corridor with events and public spaces
- Invest for a sustainable future
- Create a new public space for gathering and events along Main Street

EXISTING CONDITIONS ANALYSIS

- Location, Context, and History
- Historical Character
- Assets and Opportunities Map



Caption: 200 Block Main Street Bulb-Out

LOCATION, CONTEXT, AND HISTORY





HISTORIC AND REGIONAL CONTEXT

Midvale Main Streets a historic and culturally significant area that reflects the city's rich history and the broader regional context of the American West. Located in the central part of the Salt Lake Valley, and next to the Jordan River, Midvale was an early target for settlers in Utah. Mormon pioneers migrated west as early as the 1850s. The late 19th century and early 20th century saw a mining boom in the area, with valuable minerals like silver, lead, and copper actively mined. The mining activity led to the establishment of Midvale in 1909 and Main Street became a hub for commerce and social activities for the growing population in the Avenues neighborhood. During World War II, Midvale industrial facilities played a crucial role in supporting the war effort. The town's population grew, and Main Street thrived as a center for both wartime production and community life. Midvale underwent a transition after the war. The decline in mining and changes in the industrial landscape led to economic challenges.

Before the construction of I-15, Main Street was a vital part of the regional north-south route for motorists traveling through the valley, attracting residents from across the region as a shopping destination. However, with the advent of the freeway, Main Street lost its viability as a thoroughfare. Additionally, the freeway created barriers, cutting off access to Main Street from the expanding eastern part of the city. As a result, Main Street experienced a decline in both foot and vehicular traffic, leading to vacant buildings and parcels. Despite these challenges, recent investments such as City Hall and the County Senior Center at the north end of Main Street have generated momentum for revitalization efforts, signaling a potential for a more vibrant future with renewed public and private investment. The opportunity of smaller commercial spaces has attracted entrepreneurial investment in start-up businesses, and Main Street is increasingly growing as a hub for creative industries. Today, Midvale stands as a testament to the region's history, blending its pioneer heritage, industrial past, and evolving cultural diversity.



Photo Credits: Utah State Historical Society

REGIONAL MAP

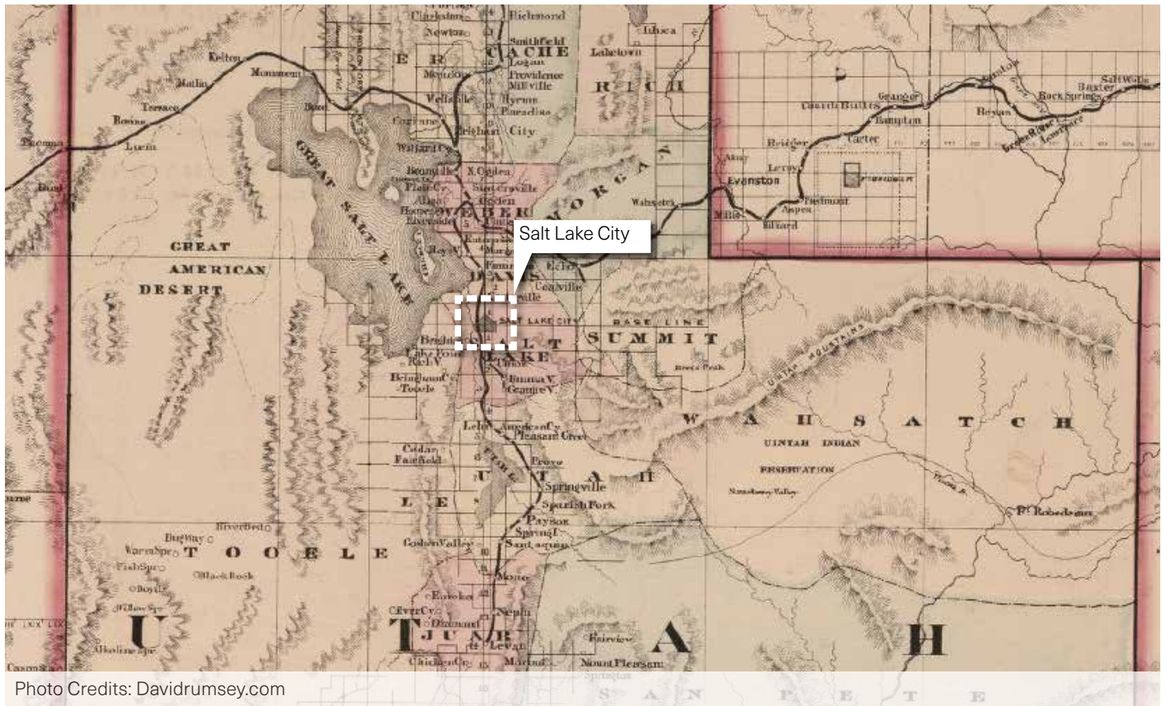


Photo Credits: Davidrumsey.com

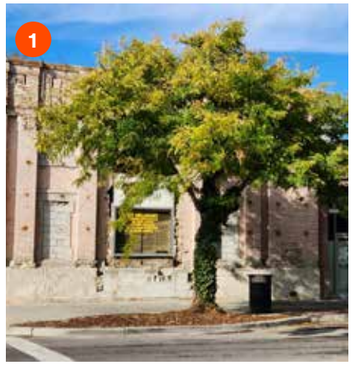
HISTORICAL CHARACTER

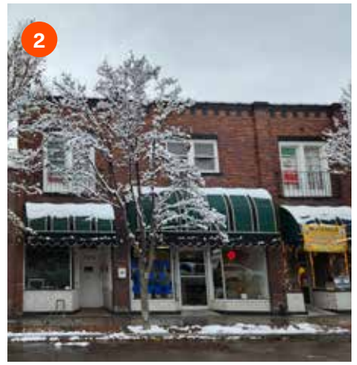
HISTORIC STRUCTURE MAP

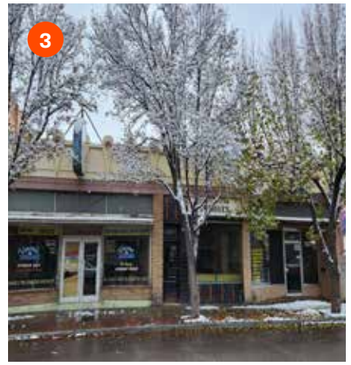


Exhibit 1: Historic Building Locations

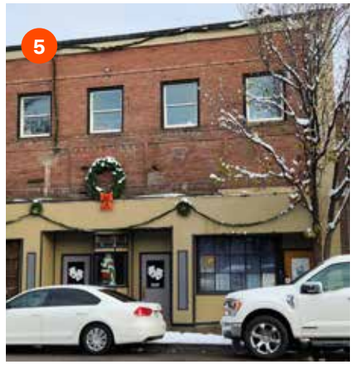
Along Main Street several buildings have been identified as having historic characteristics from various decades.







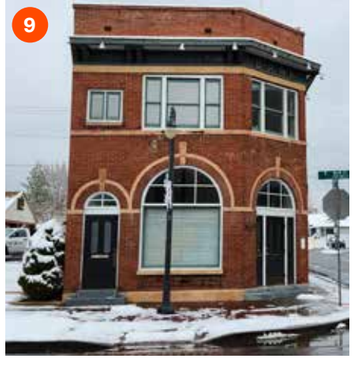


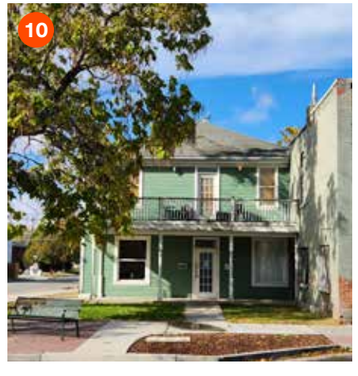












LEGEND

- Parcel Boundary
- Building with Historical Signifiance
- Streetscape Improvement Area

MURALS

MURAL LOCATION MAP

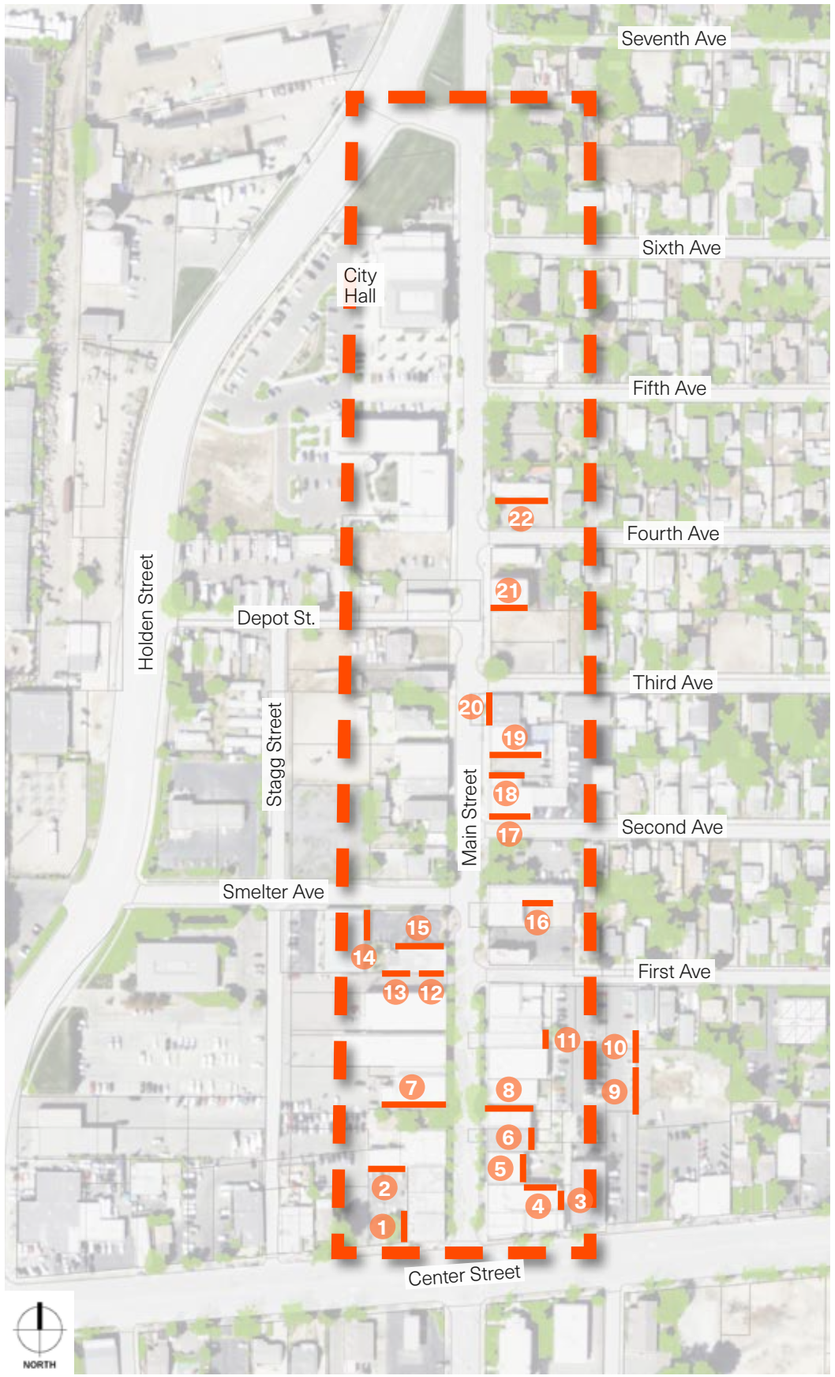
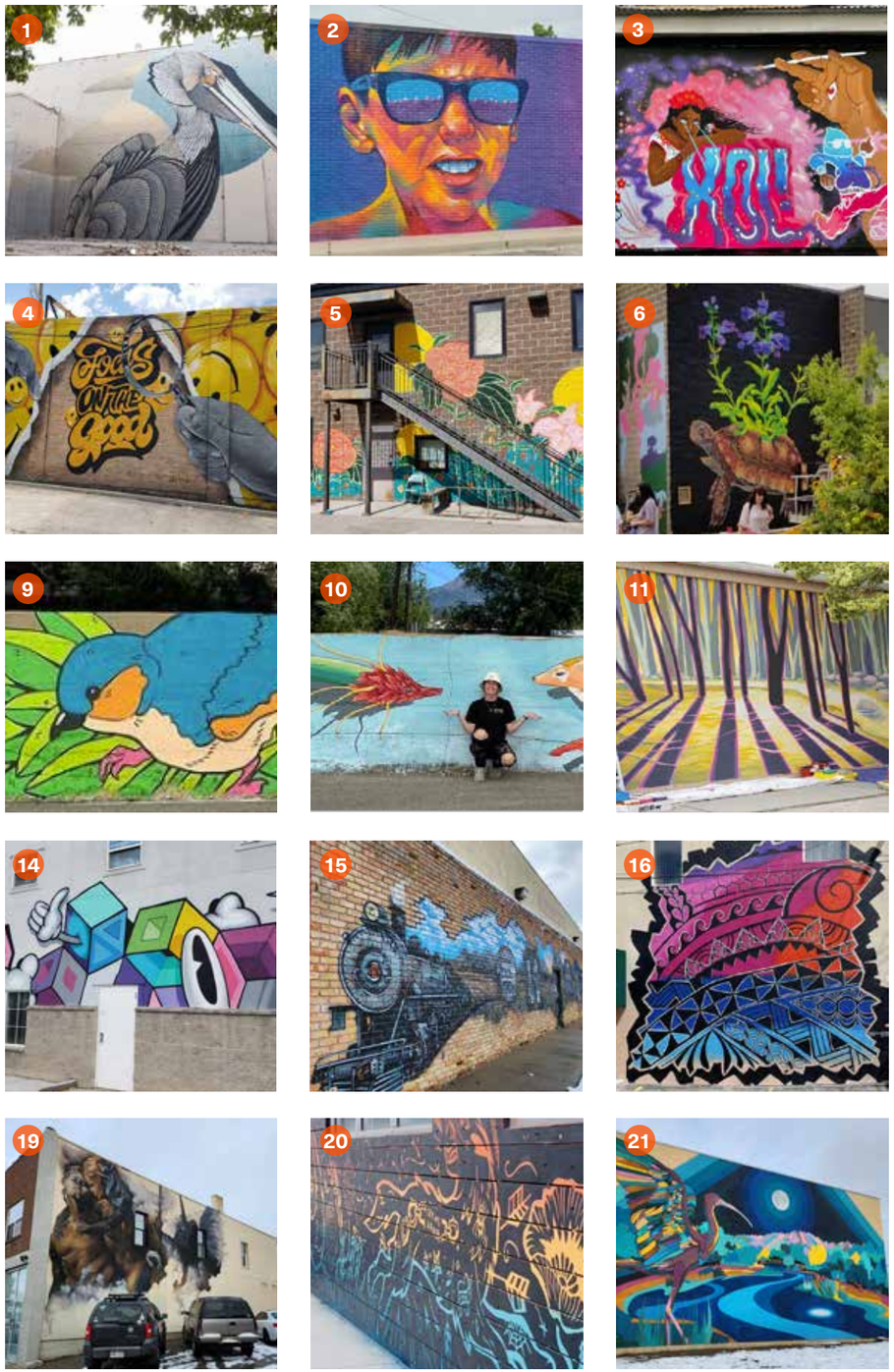


Exhibit 1: Mural Locations Map



Public Art is an important way to represent Midvale's past history and current culture. There are over 23 wall murals along Main Street within the project boundary with more added every year. These wall murals contribute to the unique character of the area and support a potential future Arts District designation.

LEGEND

- Parcel Boundary
- Mural Location
- Streetscape Improvement Area

OPPORTUNITIES AND CONSTRAINTS

After analyzing the study area and assessing the existing conditions, traffic movements, signage and current infrastructure and streetscape elements, the following challenges and opportunities for changes were identified:

- Pedestrian crossings are not well marked along Main Street
- Vehicle speeds are higher than desired and have caused fatal accidents mostly from vehicles impacting pedestrians
- Change of character and lack of vegetation past Second Avenue
- Various nodes along Main Street that could become gathering spaces
- Opportunities for future connections to proposed parking areas/parking structures
- Historic character between Center Street and Second Avenue
- Gateway opportunities for future connections to proposed parking areas/ structures
- Opportunity of creating a new gathering space for Midvale and neighboring residents

LEGEND

- Parcel Boundary
- Community Facility
- Streetscape Improvement Area
- Unsafe Crossing
- Pedestrian Accident Locations
- Future Planned Developments
- Plaza / Green Space Opportunity
- Future Developments In Progress
- Gateway Opportunity
- Future Connections
- Bus stop

SITE ANALYSIS MAP

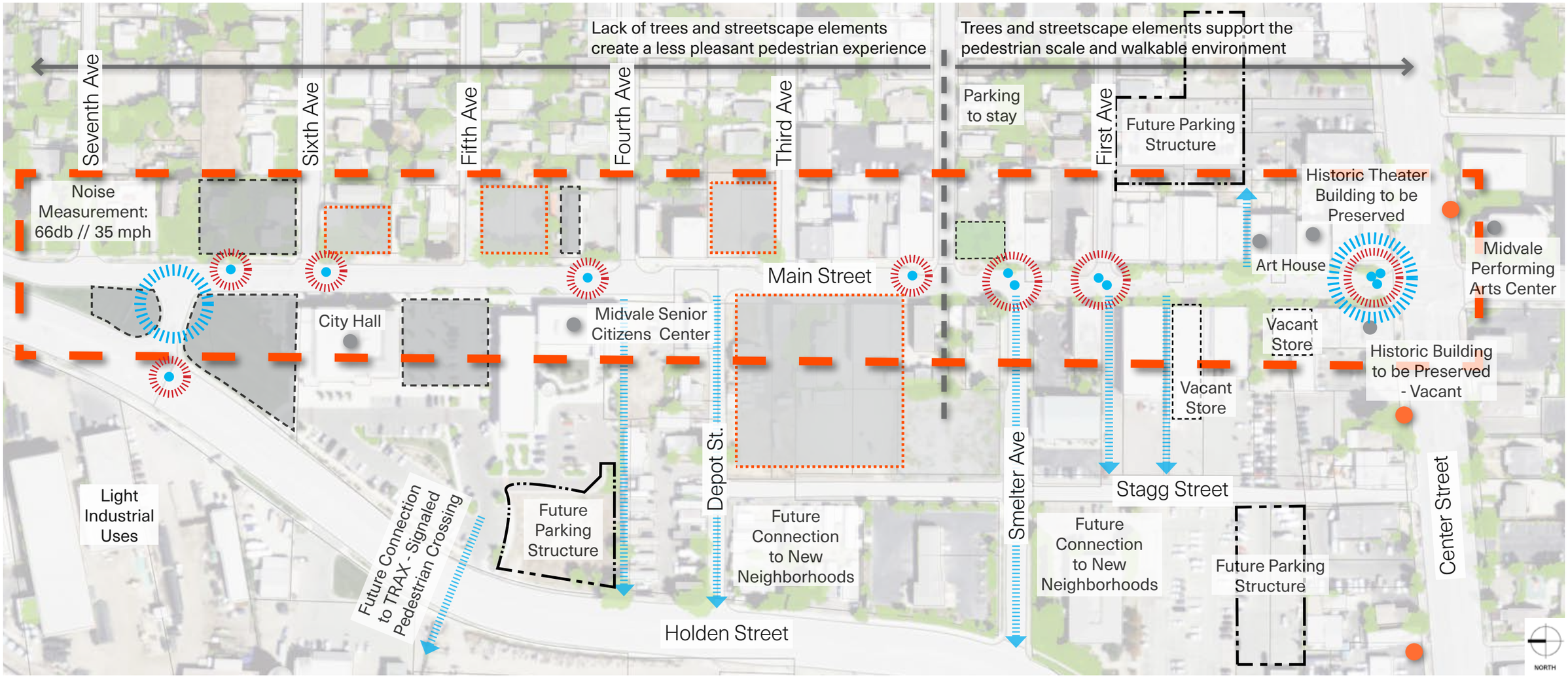


Exhibit 1: Existing Site Analysis Diagram

COMMUNITY ENGAGEMENT

- Summary of Community Engagement
- Stakeholders and Survey Results
- Concept Alternatives Exploration



Caption: Back to the Future Engagemnet Event

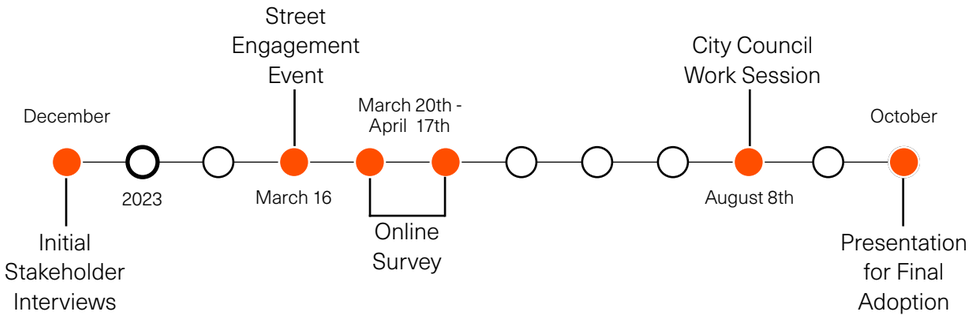
SUMMARY OF COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT STRATEGY

Community input is a valuable tool that increases our understanding of issues and empowers the community to have a say over what the future Main Street will look like. Specific outreach efforts targeted involvement of the local business community, Main Street tenants and property owners. The community engagement process included creating a dedicated Engage Midvale Project webpage to share project updates and allow the community to provide input. The project website was well visited for information, and social media platforms were used to promote engagement opportunities including an online survey. Informational fliers where distributed throughout Main Street and at community events. All these materials where prepared in English and Spanish in order to encourage participation of the Hispanic community.

Multiple methods of engagement and creative approaches were used to reach the diversity of community members and users of Main Street. This included conducting an online survey, one-on-one interviews with various business owners along Main Street, Stakeholder meeting, a City Council work session, and hosting a public meeting that featured a free movie screening at The Pearl historic theater to incite attendance from those that have not been involved in traditional public meetings. The movie “Back to the Future” was shown and this theme encouraged attendees to dress in costume. Attendees responded to questions projected on the movie screen to provide responses to the survey questions. This creative meeting method provided inspiration about the street’s past, encouraged discussion of current issues, and drew out creativity of what the street could become in the future.

COMMUNITY ENGAGEMENT TIMELINE



18

Stakeholder Interviews





54

People attended the engagement event

168

Survey responses



584

Project website views



Back to the Future Engagment Event





KEY FINDINGS

COMMUNITY ENGAGEMENT FINDINGS

STAKEHOLDER INTERVIEWS

At the beginning of the project, the Design Workshop team spent some time visiting various business along Main Street and talking with their owners. Ten businesses and property owners were interviewed. Some of the primary concerns regarding Main Street were related to safety and lack of visibility. People agreed that there is a lot of potential to enhance Main Street and create an attractive place, and that the city was taking great steps in activating the space with events and celebrating the murals. However, there is still a need for aesthetic improvements and incorporating strategies to create a more welcoming and walkable environment. The small-town charm, nostalgia for the era of architecture, and small size of spaces perfect for startup businesses were common elements that attracted these businesses to Main Street.

PUBLIC MEETING

Some of the key findings from the polling that took place before the screening of “Back to the Future” related to concerns around speeding and safety, insufficient street lighting, unsafe alleys and parking areas, the need to improve the visual appeal of the street and incorporating more spaces to gather.

When asked about the current visual appeal of the street, most participants agreed that is somewhat visually appealing, recognizing the value of the historic buildings and streetscape on the south end of the street.

In response to questions about desired themes for the overall aesthetic of the street, participants felt that a mix of Historic/Industrial and Playful/Eclectic was the desired alternative, while prioritizing interventions in the segment between First and Third Street.

ONLINE SURVEY

The online survey was available for four weeks in late March/ April of 2023 and received about 157 responses. It was available in both English and Spanish, with only three responses in Spanish and 18% of total respondents identifying as Hispanic or Latino. Participants represented the city’s mix of ages, duration of residency, and a wide-range of interests.

Some of the key findings from the online survey were:

- People would like to see more market-type events on Main Street, as well as food-based events and holiday events
- The mobility and safety issues that people are most concerned about the lack of parking, drivers speeding, uneven sidewalks, unsafe alleys, and insufficient street lighting
- Key things to improve are the visual appeal of the street and increasing public hang-out spaces and attractions
- Most respondents (62%) felt that the street had little visual appeal and the character theme people preferred for the future of Main Street was a combination of historic south of Second Street and playful and eclectic north of Second Street
- People chose improving seating and outdoor dining spaces as a key design issue that needs to be addressed, and they supported converting on-street parking to incorporate more dinning spaces, as well as more trees and planting areas

OVERALL SUMMARY

As an overall summary, the community is both concerned about the safety of Main Street and also the visual appeal of the area. They strongly support improvements that would allow for more gathering spaces and activation of the space, and in general wanted to see a more vibrant Main Street that attracts visitors from the region while preserving the unique character of the area.



Employee at a local tatoo shop along Main Street

SURVEY RESULTS

Q - What is your relationship to Midvale Main Street? (Select all the apply)

I am a patron of businesses	**36%**
I attend events	**35%**
I live in the neighborhood	29%
I work on/near Main Street	18%
Recreation uses	17%
My friends/family live here	15%
I own a business or property here	13%
I do not typically visit Midvale Main Street	13%
Other	4%

Q - The mobility issues that concern me the most on Midvale Main Street are..? (Select your top three)

Lack of parking	**50%**
Drivers speeding	33%
Uneven, broken sidewalks	23%
Lack of signals for crossing the street	16%
I do not have any mobility concerns	15%
Lack of bicycle accessibility	15%
Poor connection to transit	13%
Missing or non-accessible crosswalks	10%
To many curb cuts	2%

KEY FINDINGS

SURVEY RESULTS

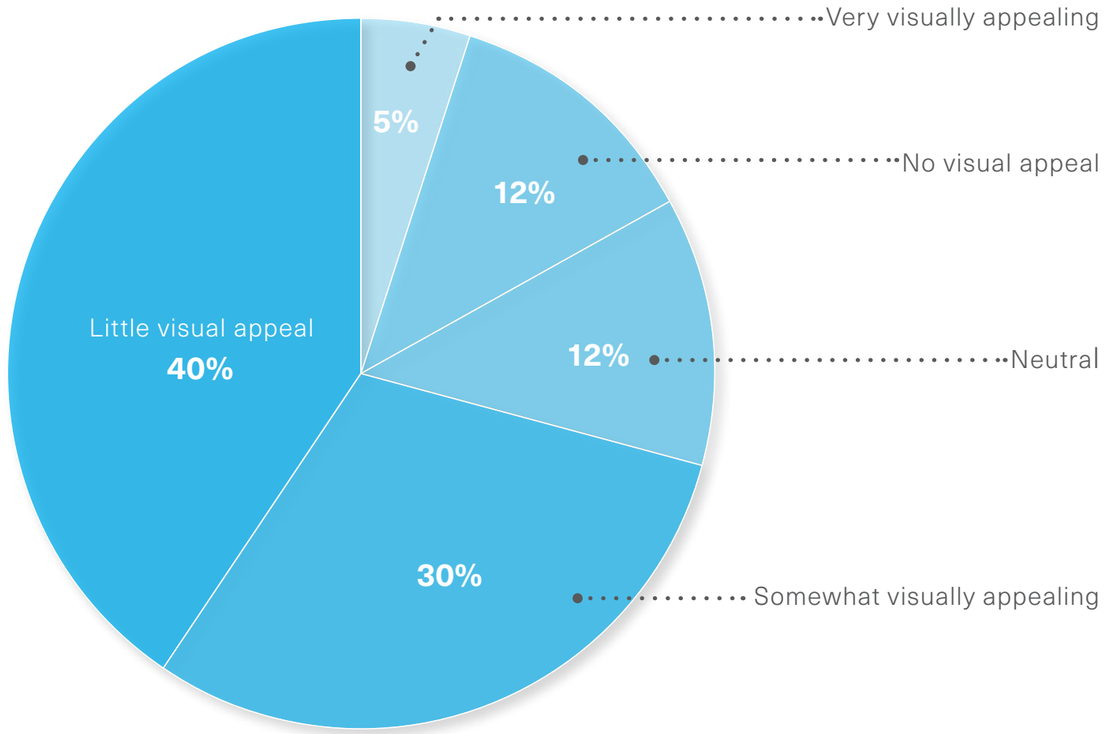
Q - The most important issues to improve for Main Street are...? (Select your top three)

- **Improve the visual appearance of the street 59%**
- **Increase public hangout spaces 61%**
- Improve lighting 26%
- Improve access to businesses 21%
- Improve pedestrians pathways 20%
- Reduce vehicle speeds/improve safety 17%
- Maintain all parking spaces on Main Street 17%
- Improve connectivity to transit 10%
- Improve wayfinding and signage 7%
- Other 7%

Q - Which of these design features should be explored for enlivening and drawing people to Main Street? (Select all the apply)

- **Improve seating and outdoor dining 77%**
- Design the street to better host events 50%
- Incorporate more trees and planting 49%
- Add gateway features and visual attractions 48%
- Include play features and interactive art 38%
- Other 5%
- None of the above 2%

Q - How do you rate the current visual appeal (aesthetics) of Main Street streetscape? (Select one response)



Q - If there are opportunities to convert some on street parking to other uses, what ideas do you support? (Select all that apply)

- **On-street dining spaces 56%**
- More trees and planted areas 38%
- Arts and sculpture 32%
- Do not reduce on-street parking 26%
- Bike/scooter/motorcycle parking 23%
- Public parks 21%
- I do not know, I would like to learn more 5%
- Other 4%

Q - How would you like to see this city property along Main Street utilized? (Select all that apply)

- **Outdoor market 78%**
- Seating 57%
- Garden 47%
- Art display/interaction 37%
- Outdoor games/interactive 32%
- Small stage for events 29%
- No change 4%
- Other 2%

CONCEPT ALTERNATIVES EXPLORATION

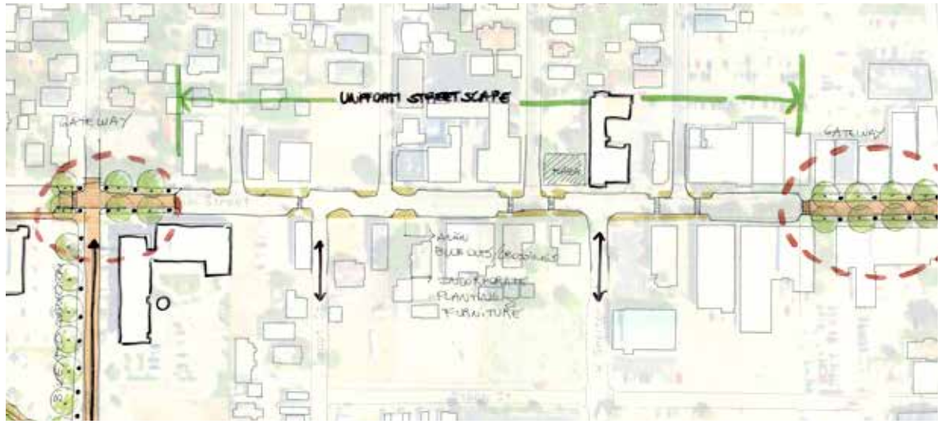
DEVELOPMENT PROCESS

During the exploration process it became evident that a new public space along Main Street would be a great asset for the city and create new instances for gathering and socializing, while also allowing for flexible event use. As part of the design process, the Design Workshop team embarked on a comprehensive exploration of various conceptual alternatives, both for Main Street and for the new Plaza space.

The Design Workshop team prepared three initial conceptual alternatives for Main Street that were reviewed and discussed before finalizing one preferred option. By exploring various alternatives and involving community members and city staff in the decision-making process, the final conceptual design is well informed and rooted in the values and needs of the community.

The design of the new Plaza space, near the Second Street intersection and the health clinic, was also explored through various initial concepts and rounds of revisions that landed in the final conceptual design presented in this document. Public input indicated the most desirable use of this space is for an outdoor market, art display/interaction, seating, and garden.

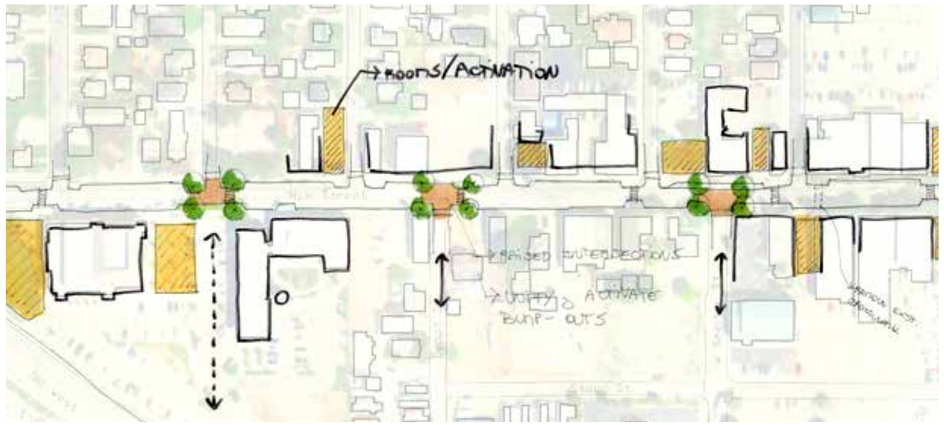
END GATEWAYS CONCEPT



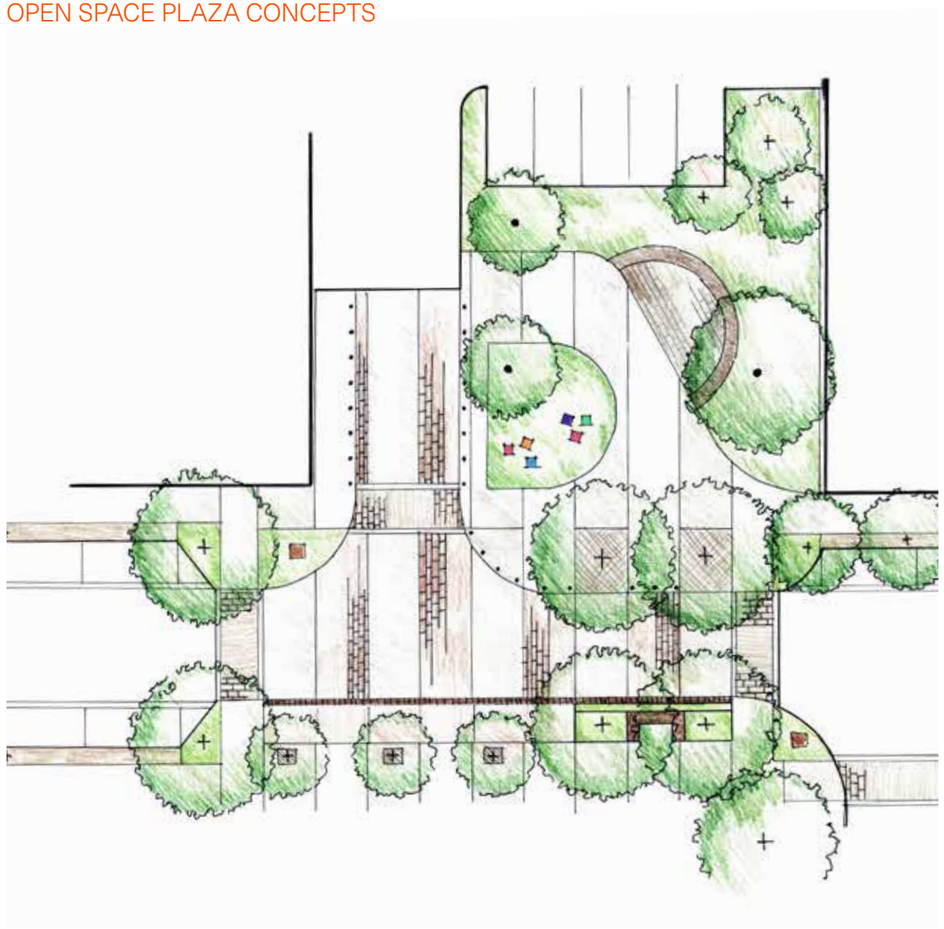
CENTRAL FLEXIBLE SPACE CONCEPT



ACTIVE ROOMS CONCEPT

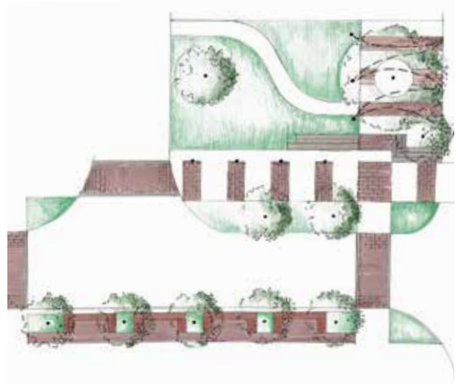


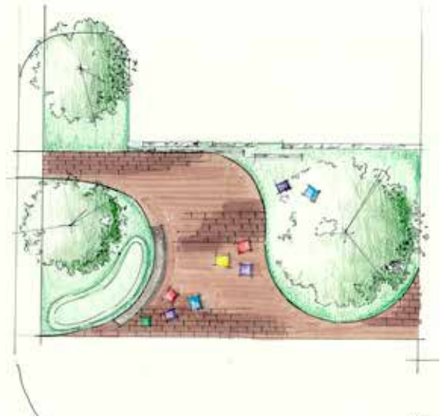
OPEN SPACE PLAZA CONCEPTS



TYPICAL INTERSECTION CONCEPT







MAIN STREET PLAN

- Plan Framework
- Conceptual Design
- Conceptual Design - Focus Areas
- Plaza Design
- Plaza Perspectives
- Lighting Plan
- Signage and Wayfinding
- Mobility and Parking Strategies



Caption: 300 Block of Main Street

PLAN FRAMEWORK

The recommendations for Midvale Main Street Urban Design Plan are organized into six framework topics that provide long-term strategies to create a unique and identifiable streetscape that supports the future redevelopment of the area while celebrating its cultural and historic origins. This framework provides guiding principles and an overall vision for Main Street and gives direction to the proposed design strategies and streetscape elements that are part of this plan.

A. REINVIGORATE THE STREET'S SENSE OF IDENTITY WITH ART AND INTERACTION

- As an upcoming Arts District, Main Street Midvale has great potential to become a regional destination in the Wasatch Front. Embracing the addition of murals and preserving the area's rich historic character, the streetscape plan will be a catalyst for transforming this district into a captivating and vibrant hub of creativity and culture.
- The 2021 Midvale Downtown Arts District Market Study demonstrated that investing in the overall identity and aesthetics of the public realm will have a positive impact on marketability and value creation, while creating a recognizable image for Main Street. Central to this new identity, lighting will play a key role in redefining the space and creating a safe and inviting pedestrian environment.



Source: Pinterest

PLAN FRAMEWORK

B. CELEBRATE HISTORY AND COMMUNITY THROUGH PLACEMAKING

- Enhance the sense of community by strategically designing spaces that foster interaction and informal gatherings, including lounge, play, and outdoor dining.
- Embrace and celebrate the Hispanic heritage within the area, creating flexible spaces that allow for outdoor community events and help bring people together in Midvale.



Source: Design Workshop

PLAN FRAMEWORK

C. IMPROVE SAFETY AND CONNECTIVITY FOR ALL MODES OF TRANSPORTATION

- Improving existing pedestrian crossings at First, Second, and Fifth Streets, and incorporating new designated crossings in key areas like Third and Fourth Streets will be key to enhance overall pedestrian safety and accessibility.
- Incorporate design strategies that will help reduce vehicle speeds and create an overall slower street, like changes in paving materials, raised crossings and the incorporation of new bulb-outs at key locations.
- Improvements along east-west streets like Smelter, Depot, and the extension of Tuscany View will allow for more permeability and new connections to Holden Street and the Bingham Junction station area.



Source: Land Design

PLAN FRAMEWORK

D. ELEVATE VISIBILITY OF BUSINESSES AND PARKING

- New parking areas to the east and west of Main Street are being incorporated to support the future vision of the area as a destination for the Wasatch Front. To allow for improved access to these areas, sidewalk connections are being enhanced and new lighting proposed in side streets and alleys.
- Provision of wayfinding and district identity elements will direct to key spaces along Main Street as well as parking areas, and a new gateway element will welcome visitors along Center Street.
- A new gateway element at the intersection of Main Street and Center Street will help to define “Midvale Main” and support the concept of a “place” rather than a thoroughfare.



Source: Design Workshop

PLAN FRAMEWORK

E. ACTIVATE THE CORRIDOR WITH EVENTS AND PUBLIC SPACES

» A new central space along Main Street (Second Street Plaza) will serve as a flexible space for both daily activities and special events. Designing the entire intersection as a curbless space will allow for easy closure of this section of the street and create a new activity node on the southern historic portion of Main Street. The new Main Street Plaza will be designed to accommodate various uses, encouraging people to play, gather and interact, while its design allows for easy transformation on special event days.



Source: Design Workshop

PLAN FRAMEWORK

F. INVEST FOR A SUSTAINABLE FUTURE

» As part of the overall streetscape concept we will increase the permeable areas and incorporate more planting and tree canopy that also recognizes the arid nature of our climate and need for water-wise solutions. By doing so, we can help manage stormwater runoff from existing and future impervious surfaces and create a more green aesthetic, specially for the north end of the street. Trees assist in the process of cooling down the streetscape and permeable material options can be considered for on-street parking and Plaza materials.



Source: Design Workshop

CONCEPTUAL DESIGN

The overall streetscape concept focuses on creating a cohesive experience along Main Street, while recognizing the historic character of the area between Second Street and Center Street. The proposed design focuses on the following elements:

- Organizing bulb-outs for a more consistent and intentional purpose and incorporating more defined pedestrian crossings
- Identifying areas for additional planting and trees, especially on the north side of the street
- Incorporating a new gateway element just north of Center Street that will create a defined “entrance” to Main Street
- Re-purposing vacant city property to become a new plaza along Second Street becomes a central gathering space that can also serve as an activity node when the street is closed for events. We will review the design of this Plaza and intersection in a bit more detail later in the presentation
- Proposing a large defined intersection with enhanced paving materials south of City Hall on the future intersection of Main and the extension of Tuscany View with a signalized pedestrian crossing at Holden Street
- Enhancing east-west streets that connect with Holden Street and the TRAX station area
- Incorporating pedestrian connections to new parking areas and future parking garages

LEGEND

1. Proposed gateway feature
2. Festival street lighting
3. Proposed pedestrians route to future parking
4. Enhanced bulb out treatment
5. Improved sidewalk connection to future parking
6. Redesigned open space plaza
7. Extended bulb out plaza
8. Propsed outdoor seating
9. Enhanced raised intersection
10. Tuscany View connection- signalized pedestrian crossing

CONCEPT DESIGN WITH RAISED CROSSWALK IDENTIFIED



Exhibit 1: Proposed Conceptual Design

CONCEPTUAL DESIGN - ENLARGEMENT

FIRST AVE AND SMELTER ST



LEGEND

1. Open space plaza
2. Relocated enhanced crosswalk
3. On-street parking
4. Ornamental Tree
5. Raised crosswalk
6. Enhanced bulb-out with seating
7. Enhanced brick band
8. Festival street lighting
9. Proposed trees
10. Existing trees

NORTH

0 5 10 20
ORIGINAL SCALE: 1"=10'-0"

DESIGNWORKSHOP

PLAZA DESIGN - ENLARGEMENT



LEGEND

1. Sidewalk with enhanced brick band
2. Festival street lighting
3. On-street parking
4. Raised open space plaza with enhanced paving material
5. Raised on street parking
6. Enhanced bulb-out with seating
7. Projection light fixture
8. Low lighting bollards
9. Light up seating cubes
10. Flexible-use lawn
11. Seating wall
12. Stage with seating wall
13. Multi use plaza space
14. Tree grate
15. Ornamental trees
16. Proposed trees
17. Existing trees

NORTH

0 5 10 20

ORIGINAL SCALE: 1"=10'-0"

As part of the design process, the Design Workshop team embarked on a comprehensive exploration of various conceptual alternatives, both for Main Street and for the new Plaza space. The goal was to create a space that is flexible to be used for events and gatherings (such as an outdoor market) that might include temporary closure of the street, and also function as a place to spend time outdoors and interact when no programmed activities are occurring. Midvale lacks many public outdoor spaces in this part of the city and the new City Hall plaza and this new plaza help to fill a need. Raising the street to be on the same level as the plaza helps to slow traffic and signals that this space has other intended purposes, functionality for event setup and circulation, and to maximize the size of this hub location. This space creates a visual transition from the southern part of Main Street that includes more historic design and structures and the northern more eclectic and modern parts of the street

CONCEPTUAL DESIGN - ENLARGEMENT

THIRD AVE AND FOURTH AVE



LEGEND

1. Tres Gatos seating
2. Enhanced brick crosswalk
3. On-street parking
4. Interactive art element
5. Signage/wayfinding location
6. Existing parking lot
7. Festival street lighting
8. Enhanced bulb-out with seating
9. Proposed ornamental tree
10. Raised crosswalk
11. Existing trees
12. Proposed trees
13. Sidewalk
14. Enhanced paving sidewalk

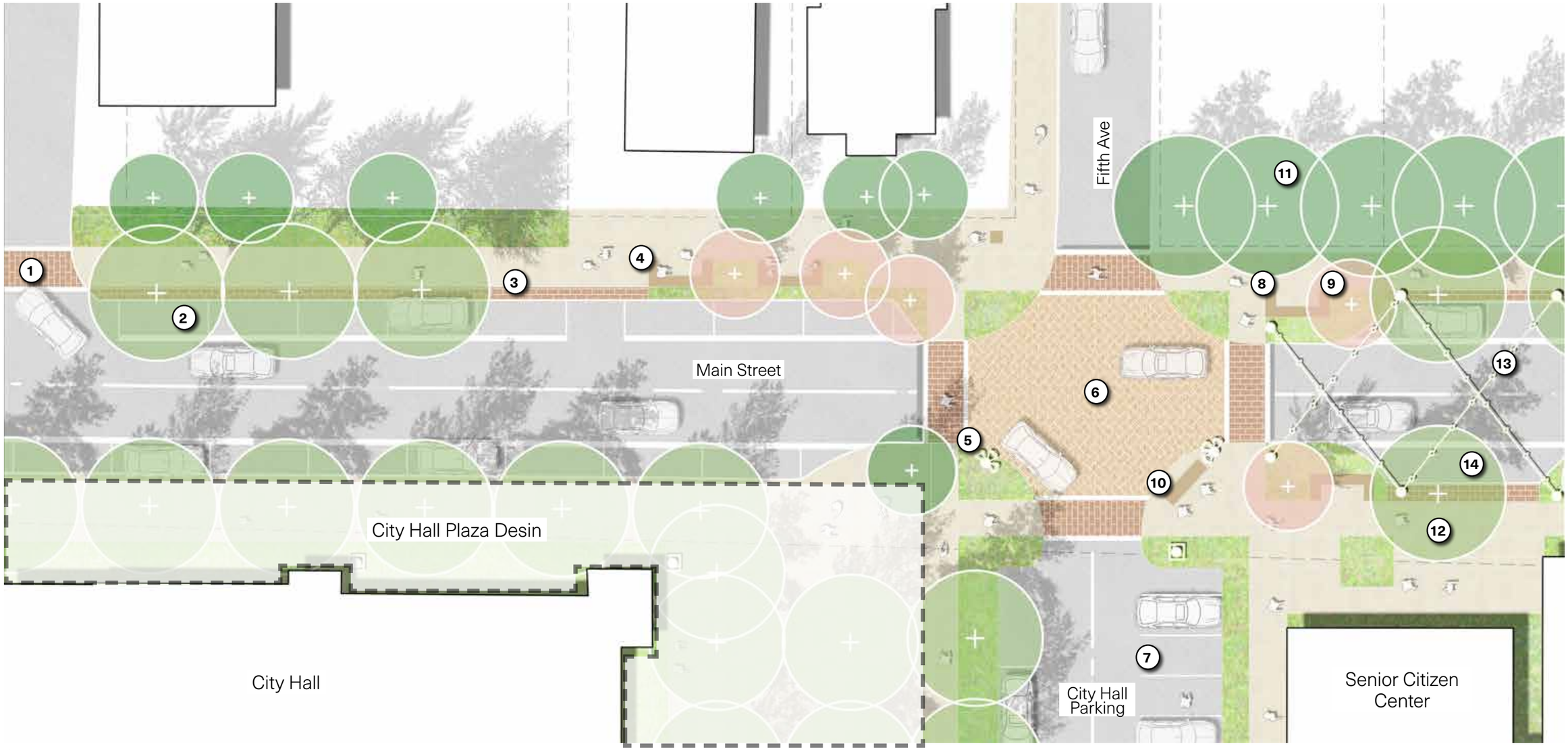
NORTH

0 5 10 20
ORIGINAL SCALE: 1"=10'-0"

DESIGNWORKSHOP

CONCEPTUAL DESIGN - ENLARGEMENT

CITY HALL AND FIFTH AVE



LEGEND

1. Enhanced brick crosswalk
2. On-street parking
3. Sidewalk with enhanced brick band
4. Seating area with ornamental trees
5. Projection lighting
6. Raised intersection with enhanced pavement
7. Existing City Hall parking
8. Enhanced bulb-out with seating
9. Proposed ornamental tree
10. Interactive art element
11. Existing trees
12. Proposed trees
13. Festival street lighting
14. Drop-off location

NORTH

0 5 10 20
ORIGINAL SCALE: 1"=10'-0"

PLAZA PERSPECTIVES

2ND STREET PROPOSED PLAZA - TYPICAL DAY USE



Exhibit 1: Plaza Perspective

PLAZA PERSPECTIVES

2ND STREET PLAZA - STREET CLOSURE FOR EVENT USE



KEY MAP

Exhibit 1: Plaza Perspective

PLAZA PERSPECTIVES

MAIN STREET VIEW OF 2ND STREET PLAZA - TYPICAL DAY USE



KEY MAP

Exhibit 1: Plaza Perspective

PLAZA PERSPECTIVES

2ND STREET PLAZA - TYPICAL DAY USE



Exhibit 1: Plaza Perspective

KEY MAP

CONCEPTUAL LIGHTING DESIGN

LIGHTING DESCRIPTION

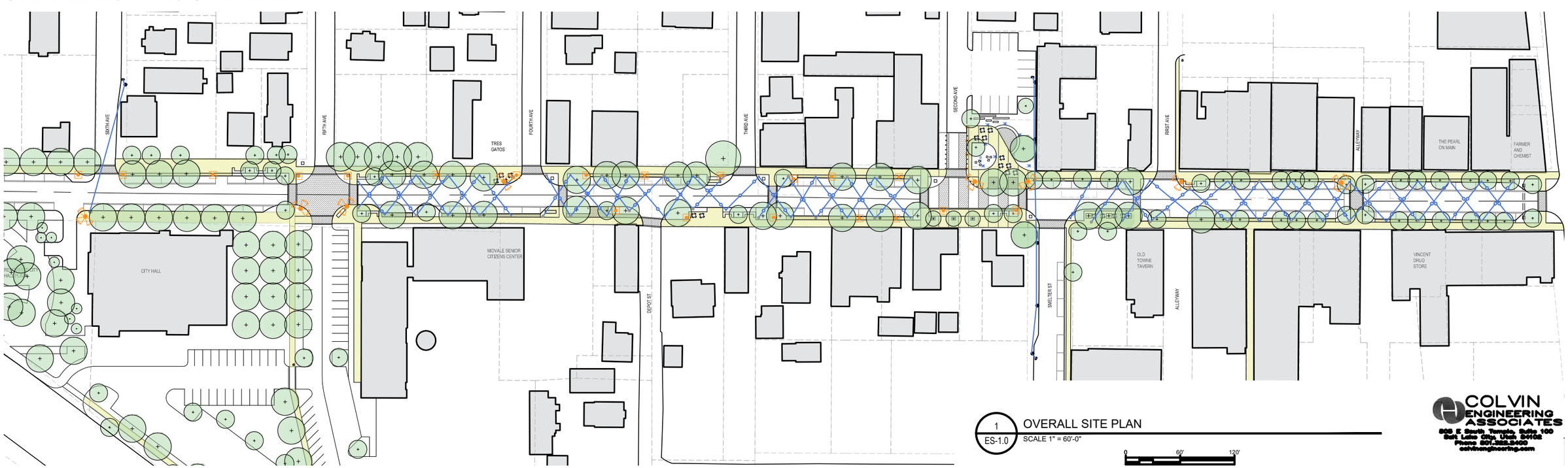
New lighting will be a large part of Midvale Main Street consisting of festival lighting and street and mural lighting. The current street lighting along Main Street, from Center Street up to Seventh Avenue, is a combination of different lighting types. The light fixtures located from Center Street and ending at Second Avenue are handsome, pedestrian scaled, historical pieces located approximately 45' apart. Larger scaled, utilitarian streetlights, commonly referred to as "cobra heads" are sporadically located along Main Street from 2nd Ave north to Seventh Ave. While these systems generally provide adequate light levels on the street and sidewalk surfaces, Main Street still appears to be dim and uninviting to visitors. The poor presentation of the Street is mainly due to a lack of vertical illumination on facades, store window and trees. To enhance the nighttime perception and activate the street will require lighting these vertical elements.

The proposed festival lighting is a catenary style lighting that will span across Main Street in selected areas. The catenary system will be accomplished through support poles installed along the street in strategic locations. The tensile cabling will span between the poles, the height of the cabling will be above 14'-0" to allow delivery trucks to clear the lighting. The actual festoon light will be selected at the time of full design. The second part of the festival lighting will include pole mounted fixtures for projection/image mapping. The style of image can range from seasonal/holiday images to patterns that mimic light through a tree canopy. It is proposed to add lighting on these poles to highlight existing murals in locations that are close to the murals.

The proposed street lighting considers the existing lighting, the acorn style fixtures on the South end of Main Street hold the historic feel to the streetscape. The acorn style fixtures can be reconfigured to an LED source, with a 2700-3000 Kelvin color temperature, with 90+ CRI. As the street progresses to the North, the historic feel transitions to a more modern feel. New area lighting may be installed to bring light to the street, and transition from the historic acorn to a newer post top area light. The mural lighting, in the areas that have the pole mounted projection/image mapping lights, will be lit from spot lights that can be mounted on the same pole as the projection/image mapping lights. Murals that cannot be lit from these poles can be lit from wall mounted wall grazing fixtures that are mounted above the mural, this will direct the light down and restrict any unwanted uplight. Artistic landscape lighting is proposed for areas like the park/plaza. The proposed lighting resembles trees, and has different styles that could be used. This will bring light to the space, as well as visual interest. Lighted landscape seating is another suggestion, bringing light and a place to sit.

- Midvale City is in the works of developing a City sponsored program to help interested building owners to get the building facades lit along Main Street.
- Catenary pole design/layout will be completed during the engineering phase
- Circuiting and power design will be completed during the engineering phase
- Catenary/festoon lighting will match the North Plaza design

OVERALL LIGHTING SITE PLAN



1 / ES-1.0 OVERALL SITE PLAN
SCALE 1" = 60'-0"

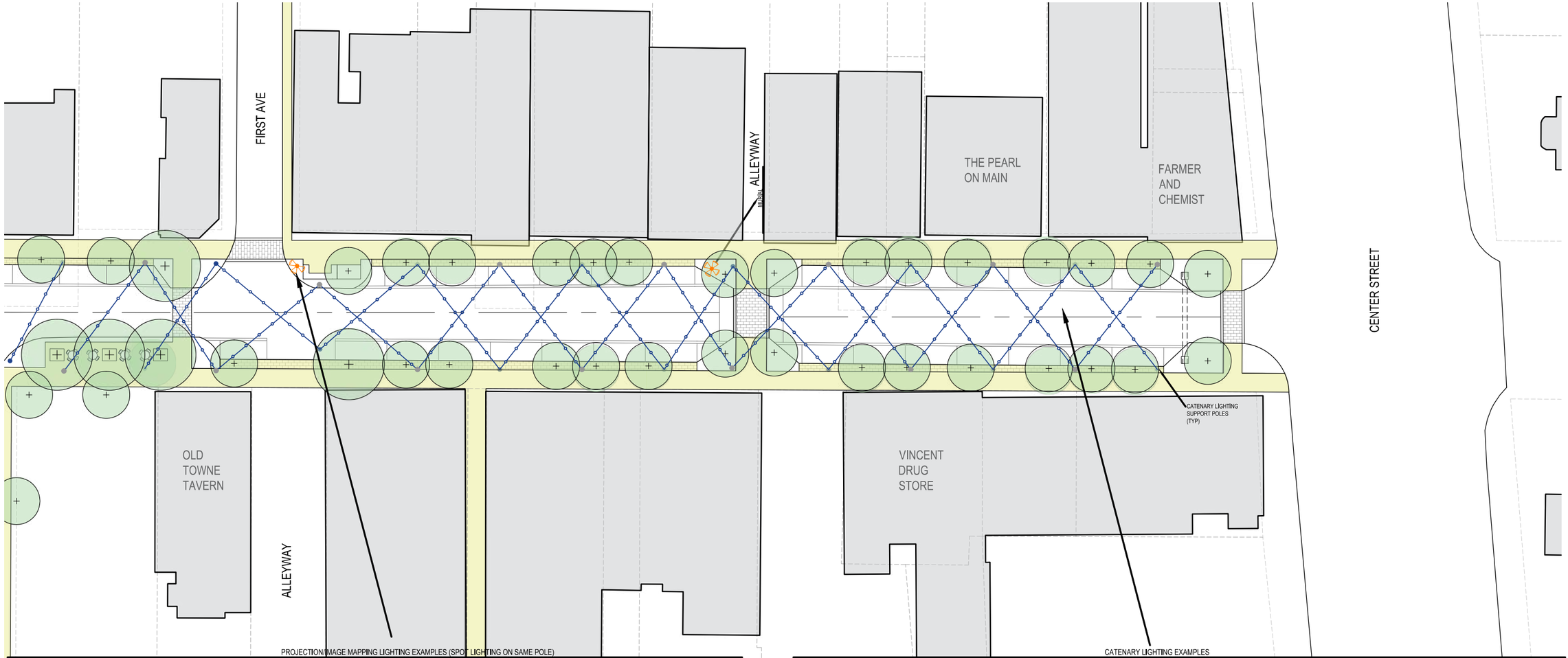
0 60' 120'

COLVIN ENGINEERING ASSOCIATES
909 E. South Temple, Suite 100
Salt Lake City, Utah 84102
Phone 801.328.8400
colvinengineering.com

LIGHTING DESIGN

ENLARGEMENT OF LIGHTING PLAN

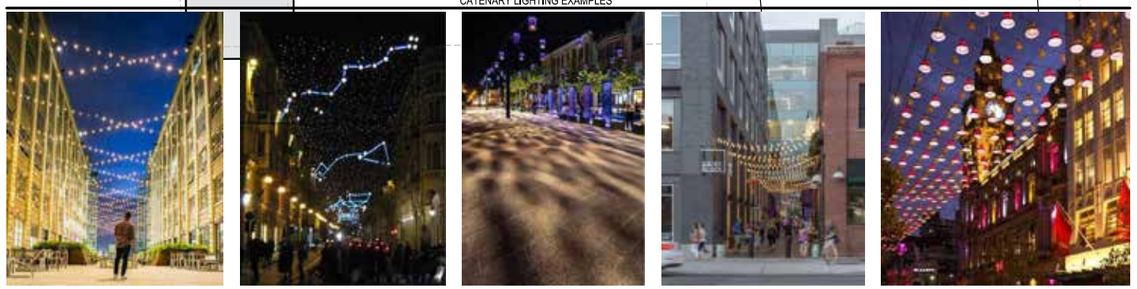
CENTER ST. TO SMELTER ST.



PROJECTION/IMAGE MAPPING LIGHTING EXAMPLES (SPOT LIGHTING ON SAME POLE)



CATENARY LIGHTING EXAMPLES



1 ES-1.1 SITE PLAN

SCALE 1" = 20'-0"

0 20' 40'

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LIGHTING DESIGN

ENLARGEMENT OF LIGHTING PLAN

SMELTER ST TO FOURTH AVE





LIGHTED BOLLARD EXAMPLES

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ADDITIONAL AREA LIGHTING EXAMPLES



LANDSCAPE SEATS / LIGHTING EXAMPLES







ARTISTIC LANDSCAPE LIGHTING EXAMPLES









1 ES-1.2 SITE PLAN

SCALE 1" = 20'-0"

0 20' 40'

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LIGHTING DESIGN

ENLARGEMENT OF LIGHTING PLAN

FOURTH AVE TO CITY HALL



1 ES-1.3 SITE PLAN

SCALE 1" = 20'-0"

0 20' 40'

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CONCEPTUAL WAYFINDING AND SIGNAGE PLAN



Exhibit 1: Wayfinding Diagram

OVERVIEW

Navigating the Midvale Main Street is a simple and straightforward effort. Along its many blocks, businesses, public services, and amenities are readily visible to drivers and pedestrians, alike. However, there are wayfinding opportunities to consider which will enhance the experience of Main Street with a minimal, but functional, family of signs to help visitors take advantage of all Main Street has to offer.

This conceptual sign plan shows the location of several of these wayfinding opportunities. Signage at the north and south ends of Main St, at Holden Street and at Center St., use gateway features to boldly identify principal entries to the district. Secondary access from Holden Street at Depot and Smelter would each feature vehicular-scale directional signage that would identify the district to automibiles. This type of signage would also be positioned along Main, itself, directing visitors to the many off-street parking facilities, both existing and planned. The parking facilities would be identified with freestanding signage at their entries. To enhance the pedestrian experience, a freestanding directory sign will be placed in the Plaza, with an updatable map and list of businesses, services, amenities, and mural locations.

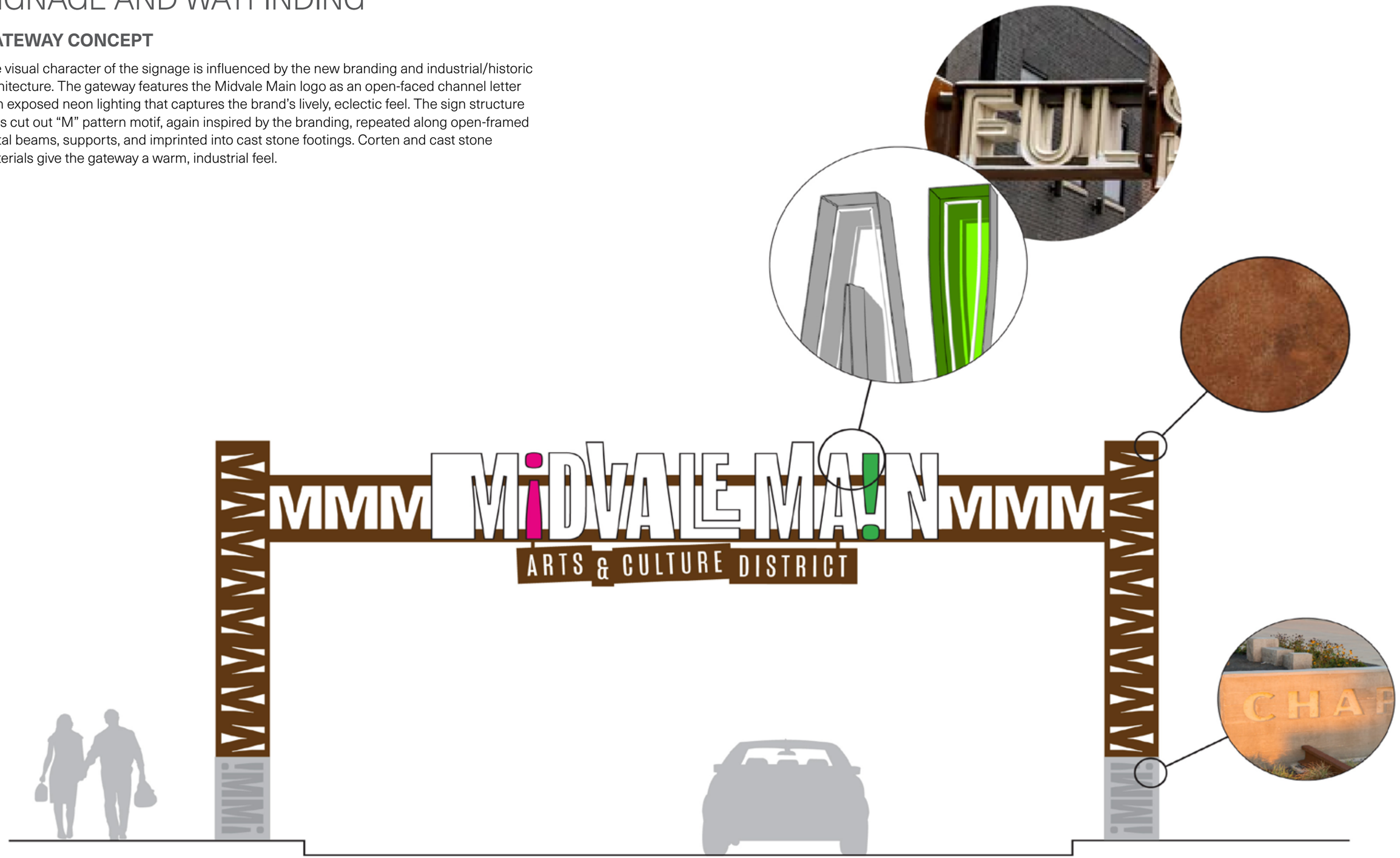
LEGEND

- Proposed Vehicular Directional
- Proposed Parking Identity
- Proposed Gateway Opportunity
- Proposed Freestanding Directory (pedestrian scale, with map of businesses and murals)
- Future Monument Artwork
- Existing Parking Directional

SIGNAGE AND WAYFINDING

GATEWAY CONCEPT

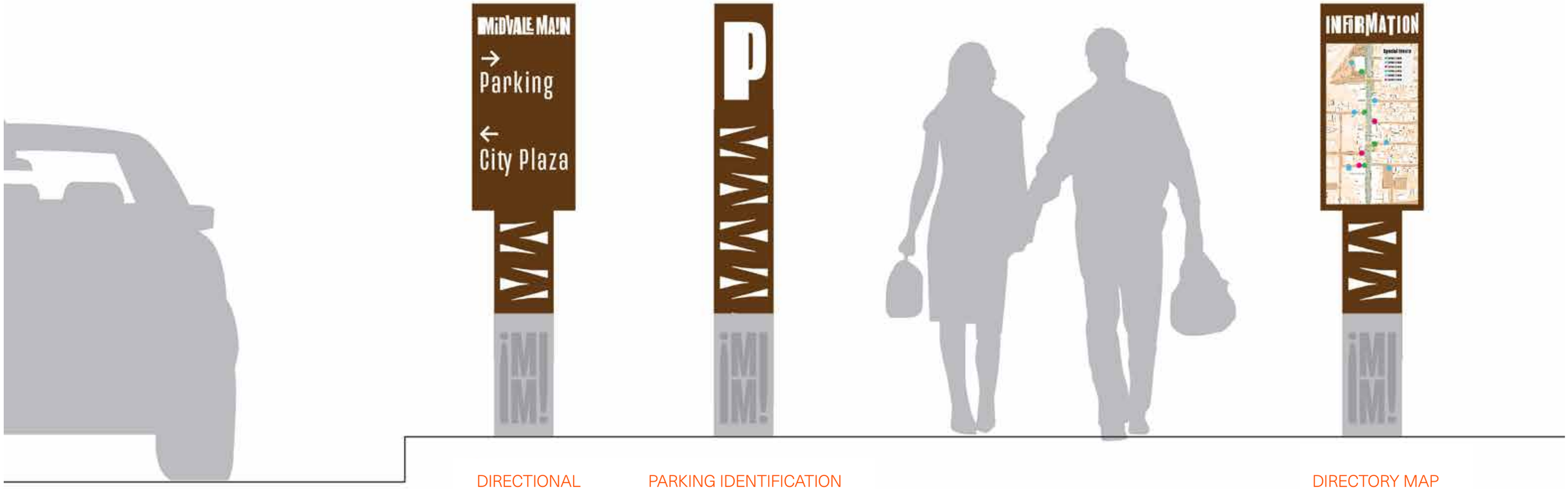
The visual character of the signage is influenced by the new branding and industrial/historic architecture. The gateway features the Midvale Main logo as an open-faced channel letter with exposed neon lighting that captures the brand's lively, eclectic feel. The sign structure uses cut out "M" pattern motif, again inspired by the branding, repeated along open-framed metal beams, supports, and imprinted into cast stone footings. Corten and cast stone materials give the gateway a warm, industrial feel.



SIGNAGE AND WAYFINDING

DIRECTIONAL SIGNAGE CONCEPT

These freestanding elements, a directional sign for vehicles, parking identification sign and pedestrian directory, all use the same materials and forms as used in the gateway, giving the sign family a visual unity. Each features a minimal footprint and impact to the streetscape with a recognizable visual character but integrated with the larger master plan. This holistic approach which blends branding, planning and signage will help create an engaging experience for Midvale.



DIRECTIONAL PARKING IDENTIFICATION DIRECTORY MAP

SIGNAGE AND WAYFINDING

ALTERNATIVE 1 - GATEWAY CONCEPT

Consider, an alternative approach to the gateway design that is more modern looking and refined. The steel in this version has a blackened or powder-coated finish. The arch is elegantly rounded with a cut-though “M” pattern motif that has a bolder graphic presence. The logo sign, still an open-faced, exposed neon, is a fun counterpoint the refined arch. The footing treatments are also the same as the first option, cast stone with imprinted letter M’s from the branding. This concept has an industrial feel appropriate to the district, with a refined elegance and touch of eclectic charm.





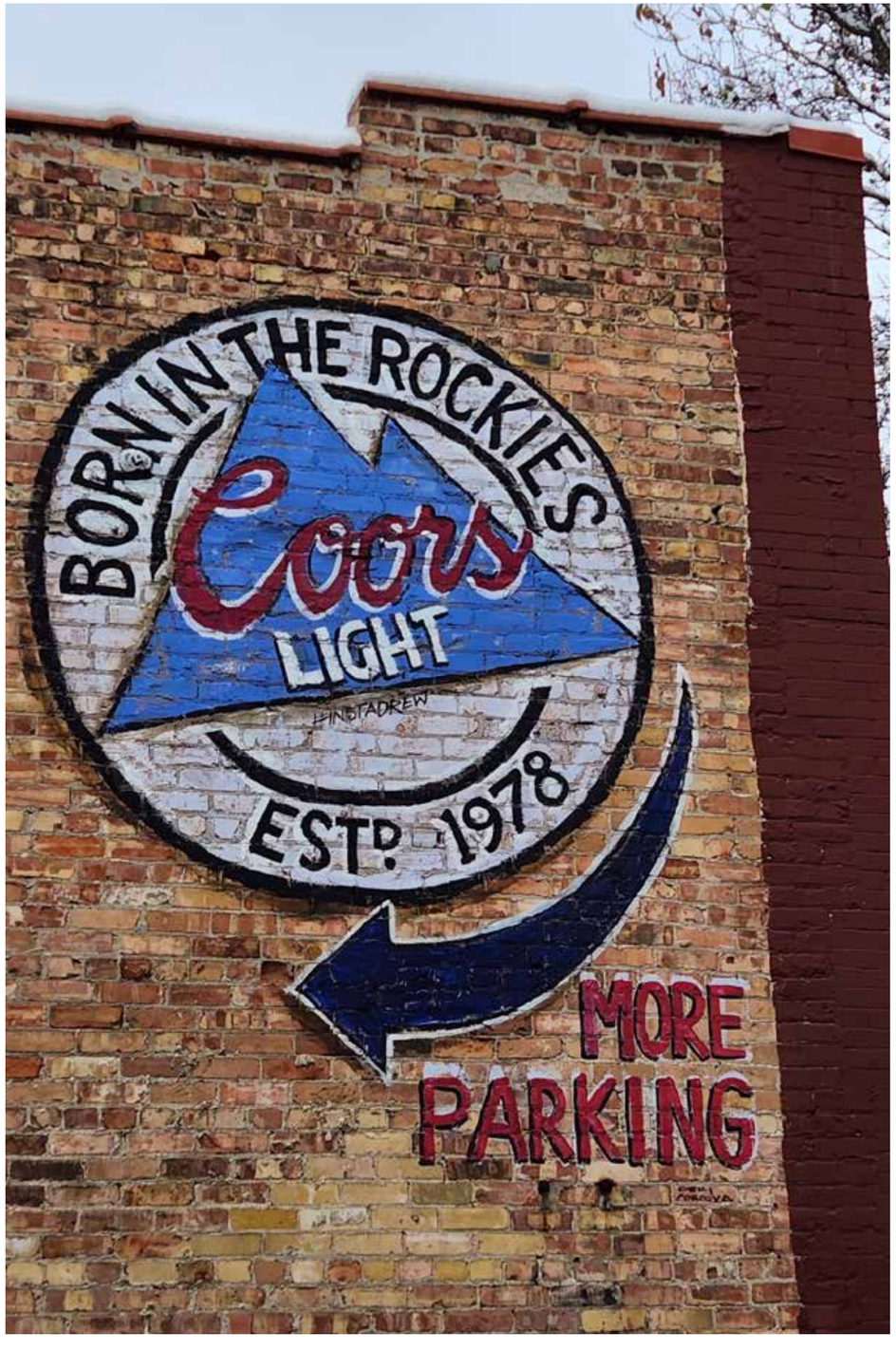
SIGNAGE AND WAYFINDING

ALTERNATIVE 2 - GATEWAY CONCEPT

This third option is a hybrid of materials and styles found in the previous two concepts. This gateway uses a brick-clad footing with a capstone and cast-stone base. The base itself features an inset double-M icon, a motif adapted from the branding palette of graphics. Twin square posts, powder coated black, rise to support a deck arch which spans the width of the street. The posts are capped by a pair of illuminated finials. Instead of struts, multi-colored metal M's fill the archway, giving it a festive vibrancy and nod to the brand's color palette. The district logo sits on top of the arch as a jumble of chunky metal letters, lit from within by exposed neon. A secondary sign is suspended by chains under the arch and features a jauntily shaped metal panel with the logo's tagline punched through and blackened finish to match the posts.



OVERALL MOBILITY STRATEGIES



Following its redesign, Main Street within the study area will be transformed from a corridor serving north-south vehicle travel to a destination for people arriving by all modes while still providing vehicular access to the residential neighborhood immediately to the east. To successfully accomplish this, three high-level strategies should be pursued:

- Calm traffic along Main Street to make it a more welcoming place for all visitors
- Enhance multi modal facilities on and connecting to Main Street
- Improve parking facilities, and access to those facilities, near Main Street

While some of these strategies fall outside of this study's purview, maintaining a long-term goal of improving regional connections to UTA Light Rail, the Jordan River Trail, and the ever-evolving cycling network in and around Midvale will be essential to Main Street's success.

TRAFFIC CALMING

One of Main Street's greatest assets is its size; unlike so many streets in Salt Lake County, it presents a relatively narrow cross-section that makes it a more appealing place to walk. However, to support Main Street's transition to becoming an comfortable, walkable destination, additional traffic calming that supports multiple goals is necessary.

Given Main Street's size and interest from the community in more and better pedestrian crossings along Main Street, this plan includes regular raised elements within the study area. Raised crossings (mid-block between Center Street and First Avenue) and raised intersections (at Fifth Avenue) both improve the pedestrian environment through better sight distance between pedestrians and drivers and reduce grade changes across Main Street. Beyond the improvements these raised elements will bring to the pedestrian experience along Main Street, they will also slow drivers while still allowing full access for all modes, addressing multiple goals for the corridor.

MULTIMODAL FACILITIES

While other planning efforts have suggested that Main Street be updated with an on-street bicycle lane, the width of the street prohibits the inclusion of dedicated cycling facilities, and the expected uses along Main Street suggest that focusing on pedestrian facilities aligns best with the long-term vision for the street. Multimodal improvements along Main Street should include standardizing of sidewalks and pedestrian crossings.

For adjacent streets within the area covered by Midvale's Main Street Form-Based Code, efforts should be made to match minimum sidewalk widths of four feet as described in the recently released Public Right-of-Way Accessibility Guidelines (PROWAG). Given the constrained rights of way within the form-based code area, any street redesigns or reconstructions will need to be evaluated on a case-by-case basis.

Outside of the form-based code area, other planning efforts in Midvale should aim to improve connections between Main Street and regional multimodal connections. This likely takes the form of simplifying connections for all modes between UTA Light Rail at Bingham Junction Station and Main Street, and establishing comfortable, off-street connections to the Jordan River Trail.

PARKING FACILITIES

People visiting Main Street will mostly arrive by car, and the success of businesses on Main Street will depend heavily on the availability of convenient parking. This will require better management of on-street parking stalls and enhancing off-street parking facilities to serve the expected increase in visitation. A broader parking strategy for Main Street is described in the subsequent section of this Plan.

Community feedback clarified that existing off-street parking options feel unsafe, owing largely to lighting, and the success of the broader mobility strategy for Main Street relies on elevating off-street parking as a more appealing and comfortable option. Well lit connections to these off-street facilities matched with consistent wayfinding will increase use of off-street parking and support businesses and events on Main Street.

OVERALL PARKING STRATEGIES

STRATEGIES

Managing parking along Main Street will focus on making better use of existing assets and advancing opportunities to improve facilities to keep pace with parking demand. Much like the broader approach to Main Street's redesign, parking management in downtown Midvale should follow a phased approach.

PHASE 1 - ENFORCEMENT

There are time-limited parking regulations on Main Street today, but enforcement of those regulations is rare. Starting with enforcement of existing parking regulations will make better use of existing capacity by encouraging long-duration parkers to look for other locations.

Parking enforcement usually involves a non-peace officer writing and issuing parking citations relating to the violation of codes, laws, regulations, and validation programs pertaining to parking on city streets. If Midvale intends to stringently enforce time limits, sufficient public notice should be provided prior to initiating enforcement, and working with existing Main Street businesses would allow for ongoing collaboration.

PHASE 2- INCREASE CAPACITY

If parking demand on Main Street increases in such a way that additional parking supply is needed, Midvale should explore ways to increase parking supply through structured parking in place of existing surface parking lots. The size of the parking facilities will be dependent on the anticipated demand and available funding. The location of existing surface lots allows for access from Center Street, and the proposed parking structure adjacent to the Midvale Senior Citizens Center would be accessed from Holden Street, allowing for most parking-generated traffic to avoid Main Street itself.

As stated in the mobility strategy section, all parking (surface lots or eventual parking structures) should be well signed and comfortable for all users, focusing particularly on well-lit pedestrian accesses.

PHASE 3 – IMPLEMENT PAID PARKING

Charging for parking is a key element in encouraging drivers to use parking efficiently, by directing long-term parking to less convenient spaces and gaining the most productivity from the most desirable spaces. There are many alternatives for collecting parking charges, including traditional parking meters, centralized parking machines, and mobile application-based options.

Charging for parking should be considered for parking facilities that experience parking demand utilization above 80% - 90% for most of the hours the parking facility is operating. Parking charges should be set to maintain the 80% - 90% parking utilization in the facilities. If charging for parking shifts parking demand to a nearby facility, then charges should be considered at that facility when parking demand utilization is above 80% - 90% for most of the hours the parking facility is operating.

This strategy should only be pursued if parking availability is a major concern for the most desirable spaces along Main Street, and should be considered without public and stakeholder input. Charging for parking is often controversial and that cost to the City must be considered.





OVERALL PARKING STRATEGIES

The City has identified three locations for off-street parking supply to support Main Street's transformation, with the ability to increase parking as demand grows. Off-street parking is intended to serve longer-duration visits to Main Street, both for patrons and employees. The final parking supply at each will be determined as parking structures are designed following detailed engineering and design.

1. 5 levels, 225 public spaces
2. 4-5 levels, about 200 to 250 stalls
3. 2 levels, about 100 to 150 stalls



Exhibit 1: Parking Diagram

STREET SECTIONS

RECOMMENDED STREET SECTIONS

This Plan focuses on Main Street, but acknowledges that other streets within the Downtown Form-Based Code area will likely evolve as Main Street transforms over time. As a result, the conceptual street sections below are intended to balance the City's vision for downtown, the overall mobility strategy for downtown, federal access regulations (PROWAG), and the constrained rights of way on many adjacent streets. All street reconstructions in the downtown area should only be implemented after substantial engineering and design.

DEPOT STREET

Depot Street will provide an alternative east-west route through downtown and is expected to serve as parking access and back-of-house access for businesses on the west side of Main Street. As a result, 11' travel lanes should be provided along with on-street parking and consistent sidewalks.



Exhibit 1: Street Section - Depot Street

FEHR PEERS

STREET SECTIONS

MAIN STREET

Consistent with its current form and overall mobility goals, Main Street will continue to provide one vehicle, on-street parking and consistent, comfortable sidewalks.



Exhibit 1: Street Section - Main Street

STREET SECTIONS

STAGG STREET

Assuming a 36' right of way, Stagg Street should continue to provide one travel lane in each direction, some on-street parking and sidewalks on each side of the street. If on-street parking is determined to not be needed along Stagg Street, that space should be reallocated to wider sidewalks.



Exhibit 1: Street Section - Stagg Street

FEHR PEERS

STREETSCAPE DESIGN GUIDELINES

- Streetscape Guidelines
- Typical Dimensions and Layouts
- Bulb-Out Treatments
- Materials Palette
- Planting Palette



Caption: 200 Block of Main Street

STREETSCAPE GUIDELINES

The following section illustrates design principles to guide the configuration and appearance of the public realm along Main Street. These guidelines focus on typical solutions for the different components of the public realm and are intended to complement the street guidelines that are part of the Main Street Form Based Code. A major goal of these guidelines is to allow for a cohesive aesthetic along Main Street, while providing a safe and accessible pedestrian experience.

These guidelines align with the initial objectives and over arching framework outlined in this plan and provide a more detailed perspective on design concepts that contribute to realizing the project's vision.

It is important to clarify that these guidelines are not construction documents in themselves but serve as a foundation for city review and approval of individual public realm enhancements along Main Street. The review process should ensure a consistent use of materials and planting species, as outlined in the Planting Palette and Materials Palette section of this document.

The overall intent of these guidelines is to create a public realm that is:

- Accessible to all
- A walkable environment to support a vibrant Main Street
- A flexible design to allow for street closures and activation
- A design that allows for easy maintenance

ELEMENTS OF THE GUIDELINES

TYPICAL INTERSECTION

Intersection treatment needs to respond to both safety and accessibility aspects, while creating a series of well-defined crossings where pedestrians can feel safe. New intersections are proposed along Main Street to create more frequent east-west crossings. These should include ADA design standards for accessibility and maintain a cohesive aesthetic and dimensions along the street. Materials for intersections include regular concrete, brick and concrete bands.

RAISED PEDESTRIAN CROSSING

The implementation of raised pedestrian crossings along Main Street is a key component of our overall strategy to enhance pedestrian safety and encourage slower vehicle speeds. A series of raised crosswalks is strategically located at various points along the street, and while their dimensions might vary, materiality and overall design principles should stay consistent. These raised crossings are designed to serve as visual and physical cues for drivers to reduce their speed and yield to pedestrians in the area.

TYPICAL SIDEWALK

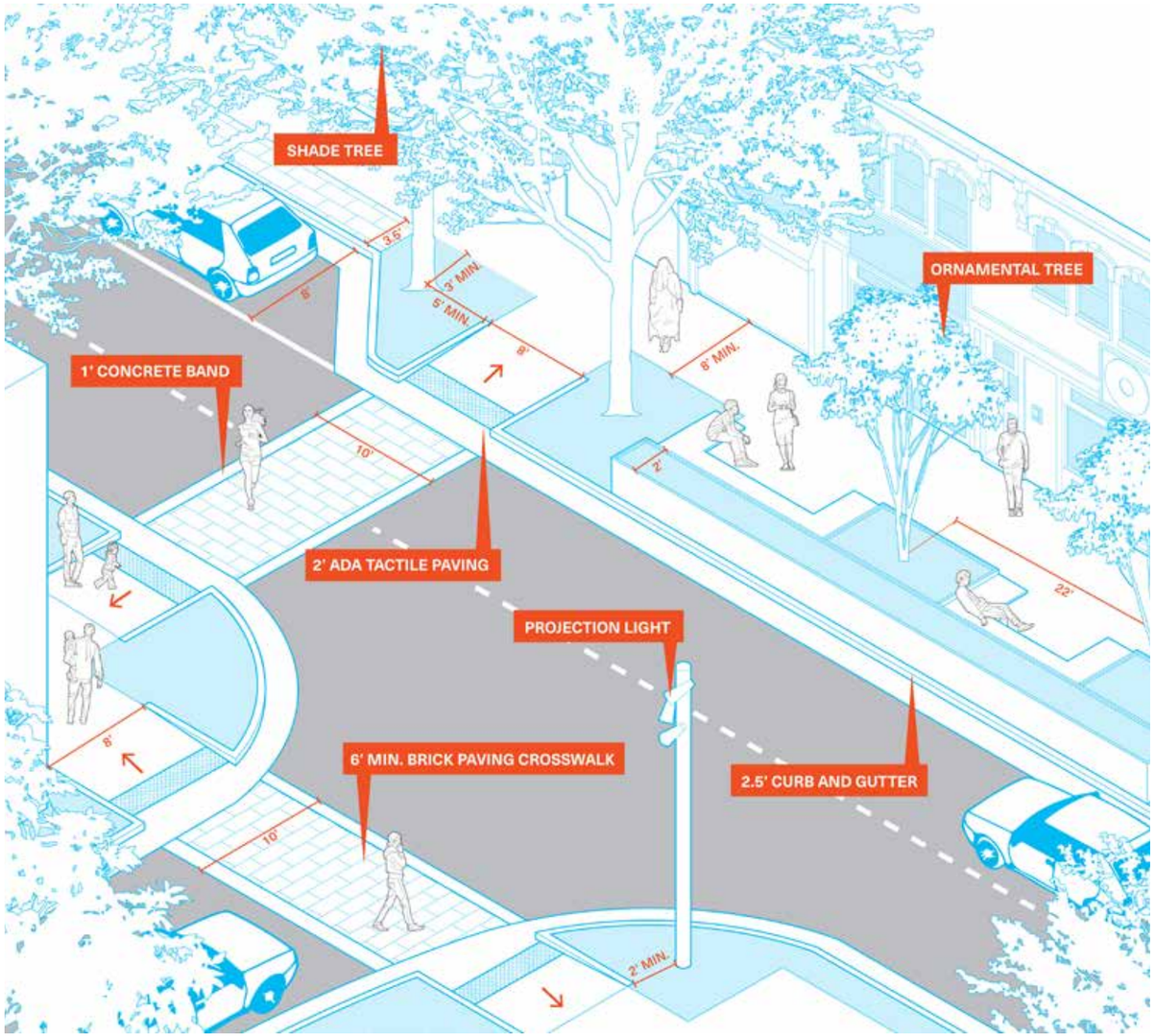
A major goal of the sidewalk guideline is to create a continuous and accessible sidewalk section that incorporates some enhanced paving materials, street trees where possible, and new streetscape and festival lighting. This will provide the physical framework for people to feel comfortable walking along Main Street and spending time in the area. The proposed sidewalk elements and dimensions extend the existing configuration of the southern most portion of the street to the north towards City Hall. Incorporating more street trees north of Second Street will allow for more shaded sidewalks and therefore a more comfortable experience for pedestrians, supporting future activation and event programing. Sidewalk materials should be regular concrete, and brick.

TYPICAL BULB-OUT AND TYPICAL BULB-OUT ALTERNATIVE

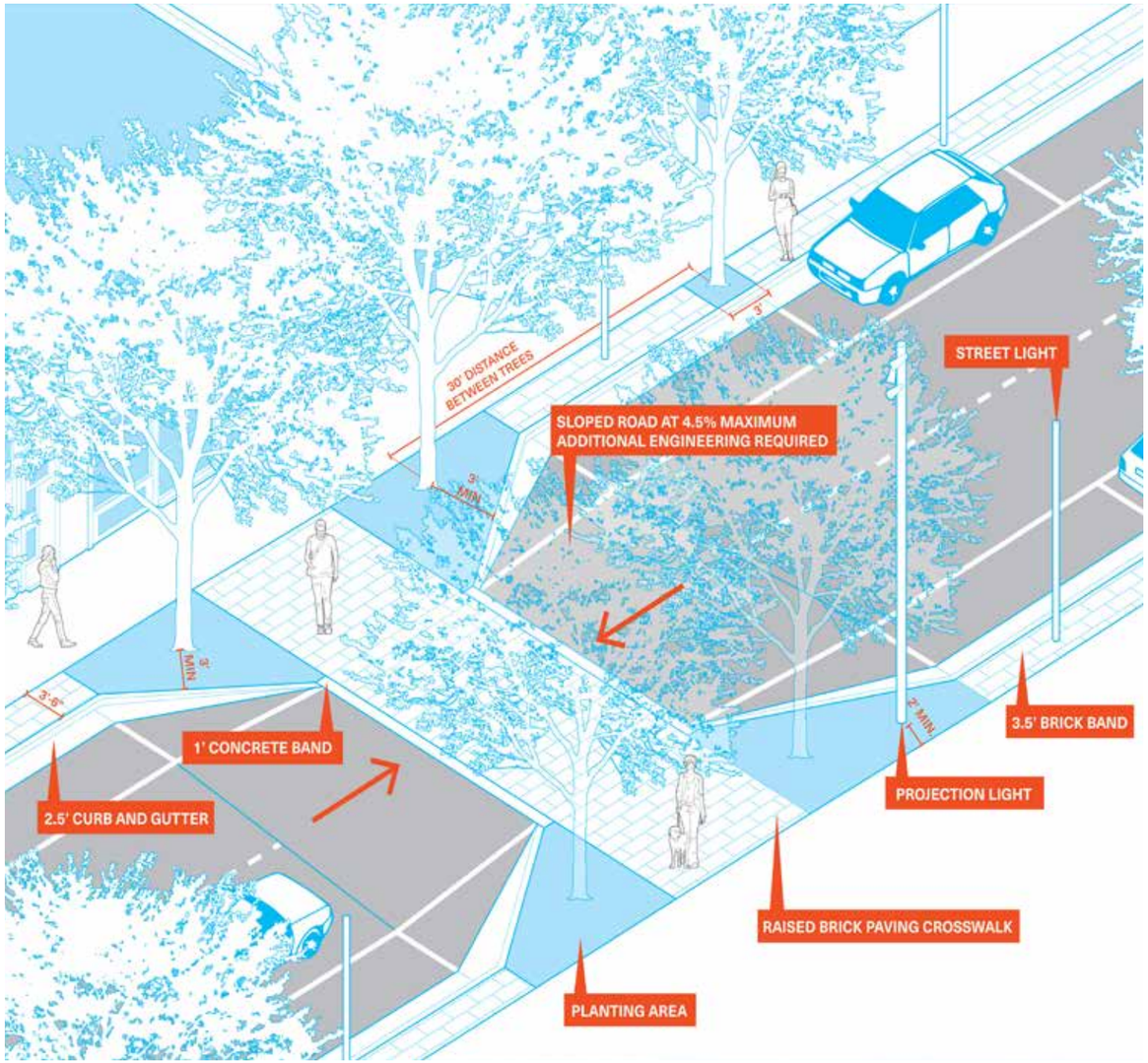
Bulb-outs can be created as part of private redevelopment along the street but should follow common design guidelines and align on an east-west axis to allow for designated pedestrian crossings. The overall Main Street Plan illustrates locations where bulb-outs should be prioritized to create new defined pedestrian crossings. Depending on adjacent land-uses and size of the bulb-out, these can take various forms following the proposed "rooms" as part of this chapter. Bulb-out materials should include regular concrete (same as sidewalk), enhanced concrete (exposed aggregate), and brick.

TYPICAL DIMENSIONS AND LAYOUT

TYPICAL INTERSECTION

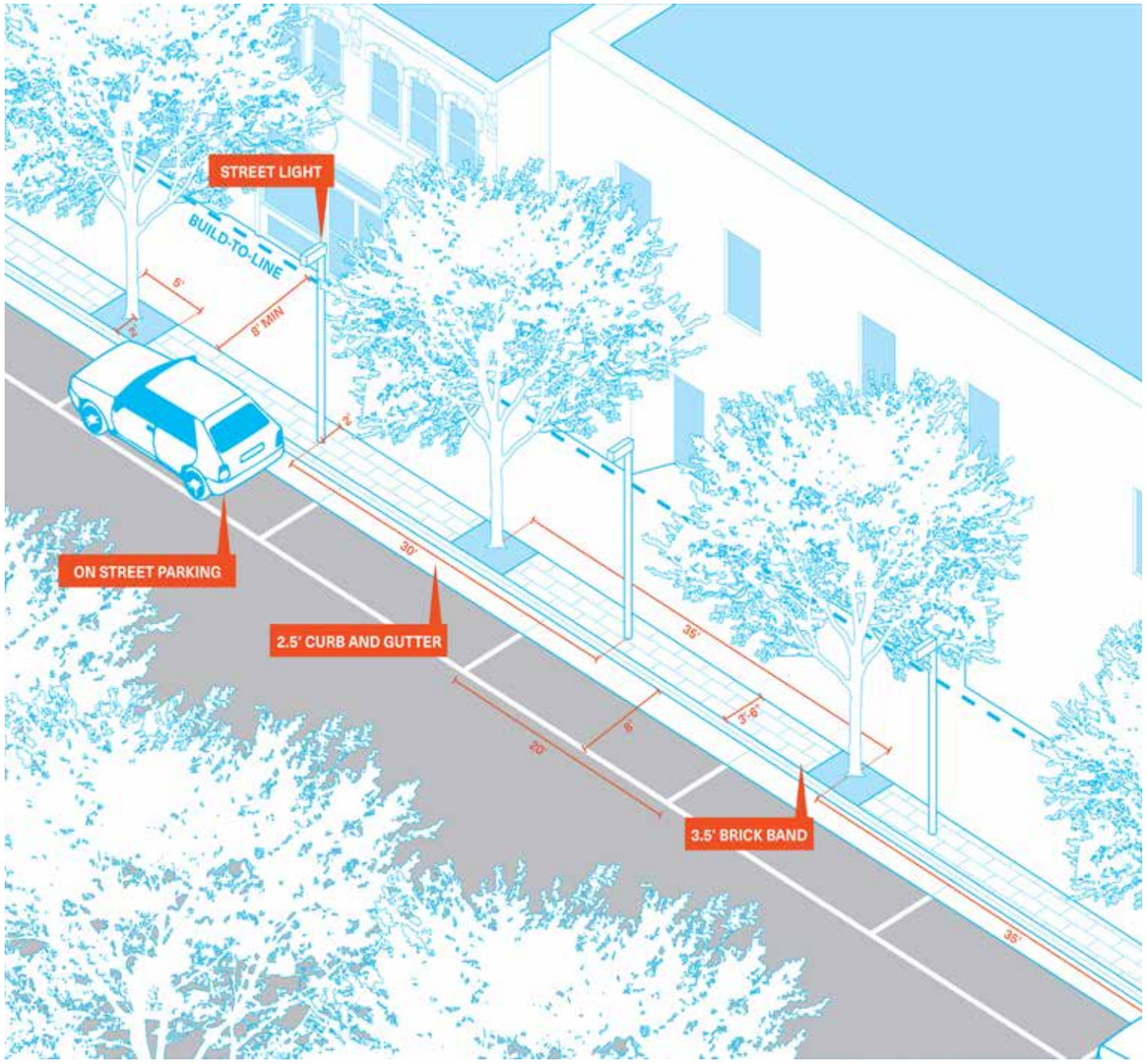


RAISED PEDESTRIAN CROSSING

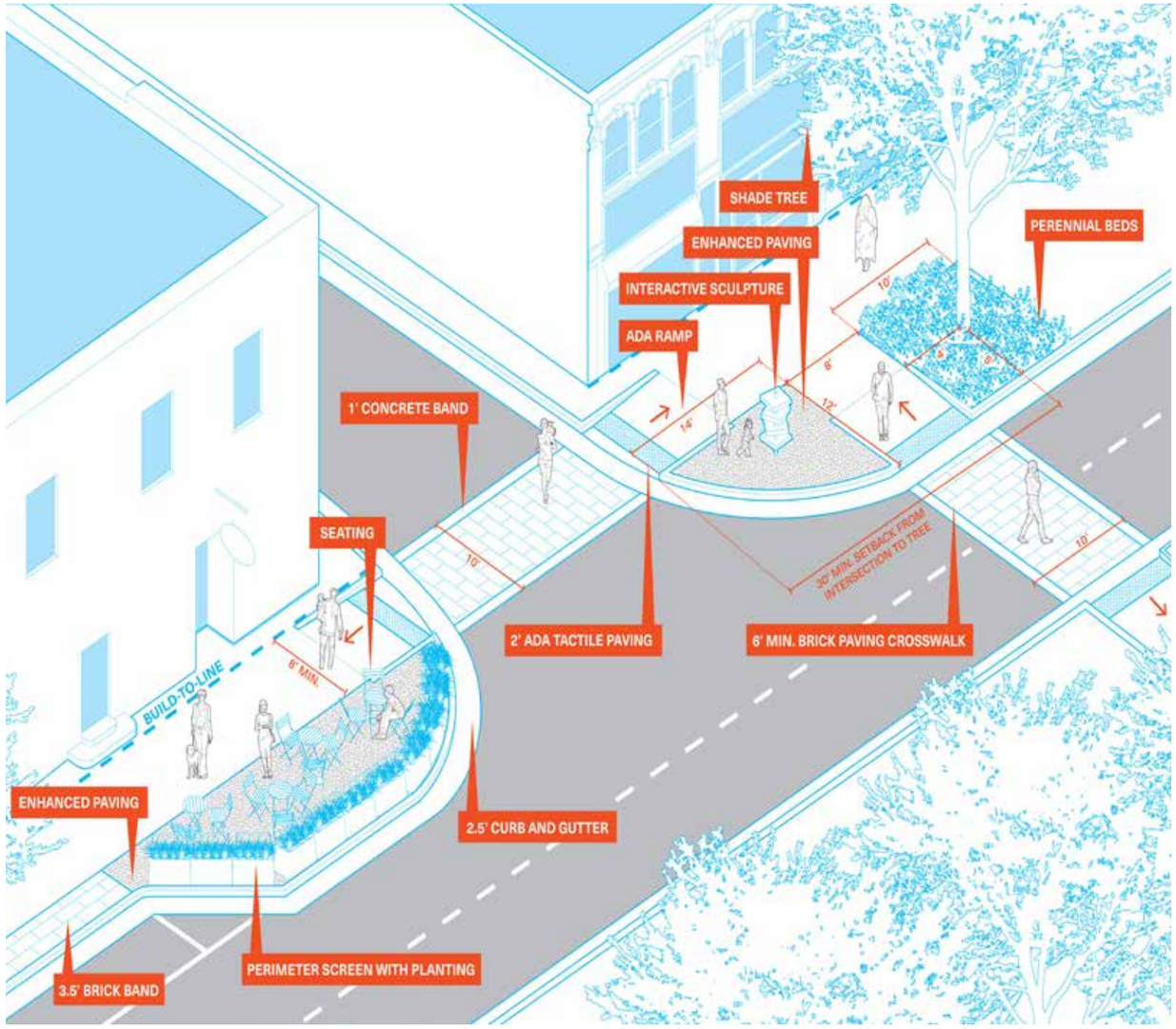


TYPICAL DIMENSIONS AND LAYOUT

TYPICAL SIDEWALK

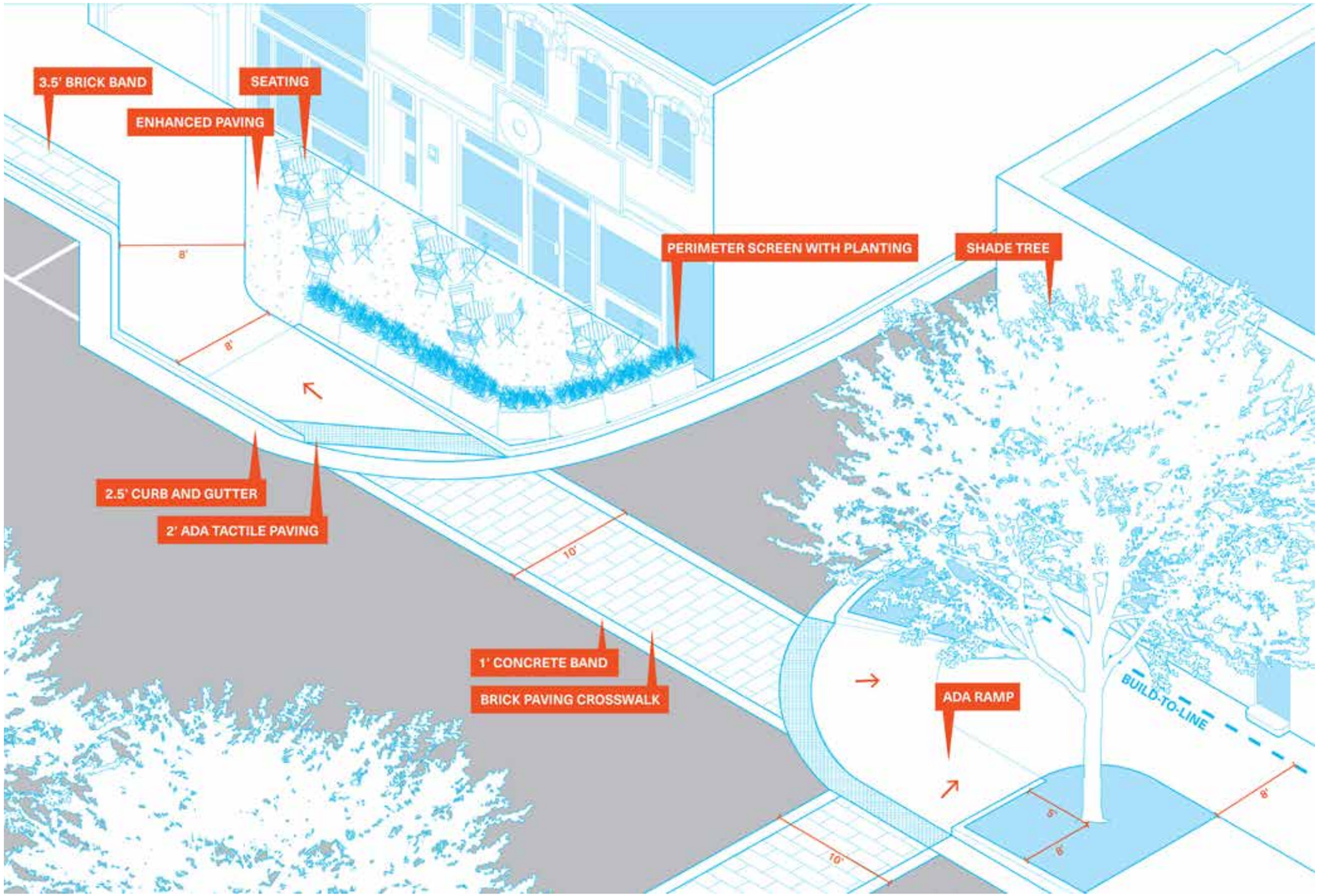


TYPICAL BULB-OUT



TYPICAL DIMENSIONS AND LAYOUT

TYPICAL BULB OUT ALTERNATIVE



BULB-OUT TREATMENTS

Midvale has been incentivizing the construction of bulb-outs as part of new redevelopment projects along the street. These guidelines establish basic design principles for new bulb-outs, and also look at activation strategies to turn these spaces into places where the community can gather, lounge, eat, or play. The concept of “rooms” is introduced as a framework to define the use of each bulb-out and incorporate various elements along the street. Each one of the four rooms will be uniquely themed, offering a different experience and purpose, and responding to the design goals that were established at the beginning of the project. The “rooms” will allow for increased seating space, gathering areas, as well as more green and planted space. They will also become spaces for small art installations, that can be interactive in character and complement the existing murals and help reinforce the art district designation of the street.



DINE

Designed for larger bulb-outs that are located in close proximity to restaurants or cafes, the “Dine” room incorporates an enhanced paving treatment that serves as a visual demarcation from the sidewalk and helps create a unique character for these spaces. Additionally, a sleek planting element that can include grasses offers a flexible and movable means of spatial separation from the street and passing traffic.



VEGETATION

In line with the goal of increasing tree canopy and permeable areas along Main Street, particularly in the northern portion beyond Second Street, we suggest a strategic transformation of certain bulb-outs in planted areas, with a combination of grasses, shrubs and street trees. Incorporate this strategy at regular intervals along Main Street, will allow to extend the continuous tree canopy all the way towards City Hall and allow for a much more comfortable and pleasant pedestrian experience, while improving overall aesthetics and human comfort.



LOUNGE

Our recommendation suggests the integration of a custom-designed seating and planter element along Main Street, strategically located in areas to allow gathering and lounging. It will also offer the opportunity to include vegetation in the planters, and small ornamental trees that can provide shadow and incorporate visual interest to the street. This element would be a modular design and therefore adaptable to various spaces and bulb-out dimensions.

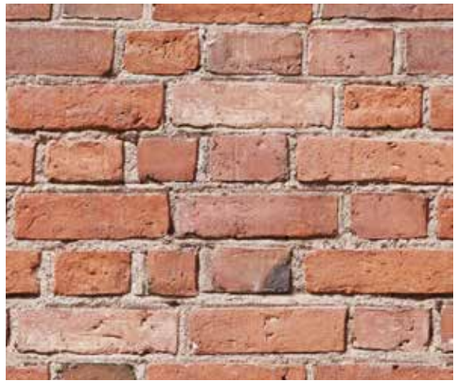


INTERACTIVE ART

To activate smaller bulb-outs we suggest incorporating interactive art elements, that could be permanent or temporary in character, and would help reinforce the identity of Main Street as an Arts District. These elements could encompass a diverse range of experiences, such as interactive play installations for children, musical elements, or visual displays. They could align with events in the area and help infuse the sense of creativity all along Main Street.

MATERIALS PALETTE

HARDSCAPE ELEMENTS



Brick Paving



Exposed Aggregate Concrete



Enhanced Sand Brick Paving



Regular Concrete



Colored Concrete - San Diego Buff

PREFERRED FURNITURE OPTIONS



Tree Grate



Bench



Storm Drain



Low Lighting Bollards



Raised Planter Seating

PLANTING PALETTE

GENERAL STREET TREES



Skyline Honey Locust



Velvet Ash

ORNAMENTAL TREES FOR PLANTERS



Paperbark Maple



Fruitless Crabapple



Spring Flurry Serviceberry

BULB-OUT



Catmint



Sage King



Pacific Blue Juniper



Mountain Lover



Indian Rice Grass



Prairie Dropseed



Utah Holly



Greenleaf Manzanita

PERENNIALS FOR RAISED PLANTER BEDS AND AREAS OF INTEREST



Lavender



Coneflower



Fleabane



White Yarrow



Sedums

AREAS OF INTEREST



Indian Grass



Pink Muhly Grass



Russian Sage



Rubber Rabbitbrush

IMPLEMENTATION

- Project Phasing and High Level Cost Estimates
- Activation Strategies
- Metrics



Caption: 100 Historic Block of Main Street

PROJECT PHASING AND HIGH LEVEL COST ESTIMATES

MAIN STREET
PRIORITY PROJECT

PHASE 1: FESTIVAL AND STREETSCAPE LIGHTING



The Midvale Main Street Urban Design plan offers a path to create a safe and livable streetscape that supports a vibrant downtown. This multi-faceted vision considers the street and context in a comprehensive way responding to the plan's goals and overall framework.

The following chapter will provide implementation guidance, including proposed phasing, high level cost estimates, and funding opportunities. The phasing plan is intended to support meaningful and sustainable change along Main Street, focusing on key areas as catalyst projects, and following a logical sequence that can be implemented over the next five to ten years. Implementation should rely on on-going collaboration between the City of Midvale and the private sector and stakeholders. Before the physical implementation of this plan can begin, initial efforts should focus on developing partnerships and securing potential funding for each one of the proposed phases.

FESTIVAL AND STREETSCAPE LIGHTING

The Midvale community can benefit from immediate action related to installation of new street and festival lighting along Main Street, leveraging the secured funds from the lighting grant. This initial step will generate momentum and elevate the street's visual appeal, setting the stage for future change and providing a framework for events and activation.

LIGHTING IMPROVEMENTS BETWEEN CENTER STREET AND CITY HALL

OPINION OF PROBABLE COST

FESTIVAL, PROJECTION, AND MURAL LIGHTING	**$562,971 - $844,456**
STREETSCAPE IMPROVEMENTS	**$48,079 - $72,118**

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC) of the high level conceptual design drawings.

PROJECT PHASING AND HIGH LEVEL COST ESTIMATES

MAIN STREET
PRIORITY PROJECT

PHASE 2: GATEWAY



GATEWAY AT CENTER STREET

The establishment of a district gateway will reinforce the district's brand and welcome visitors to Main Street Midvale. As a key placemaking strategy, the proposed gateway on the south end of Main Street will be highly visible from Center Street, reinforcing the new identity and attracting passing visitors.

GATEWAY IMPROVEMENTS AT CENTER STREET AND MAIN STREET

OPINION OF PROBABLE COST

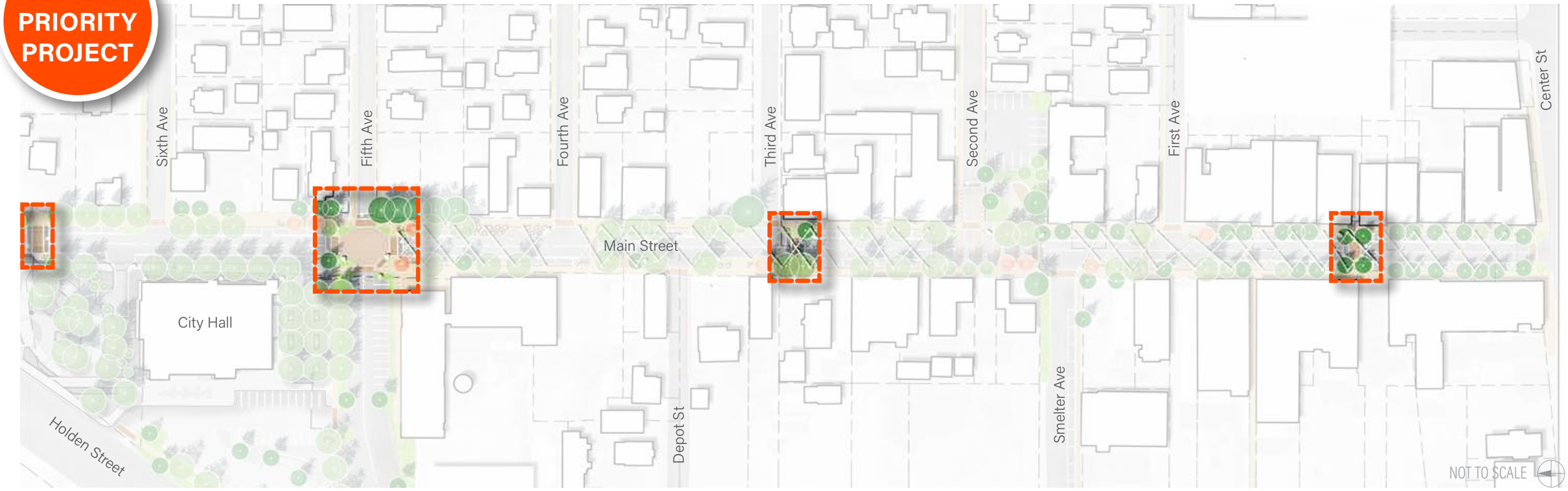
STREETSCAPE IMPROVEMENTS	**$243,720 - $283,720**

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC) of the high level conceptual design drawings.

PROJECT PHASING AND HIGH LEVEL COST ESTIMATES

MAIN STREET
PRIORITY PROJECT

PHASE 3: RAISED INTERSECTION AND CROSSWALKS



RAISED INTERSECTIONS

The incorporation of a series of raised intersections and crosswalks along Main Street will establish a recognizable pattern that will define the street and help slow down traffic.

ONE RAISED INTERSECTION AND THREE CROSSWALKS ALONG MAIN STREET

OPINION OF PROBABLE COST

STREETSCAPE IMPROVEMENTS **$442,954 - $512,954**

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC) of the high level conceptual design drawings.

PROJECT PHASING AND HIGH LEVEL COST ESTIMATES

MAIN STREET
PRIORITY PROJECT

PHASE 4: PLAZA AND SECOND STREET INTERSECTION



PLAZA AND SECOND STREET INTERSECTION

The construction of the new Plaza space and raised intersection at Second Street will serve as a catalyst project and the first step in reshaping the overall streetscape character. This flexible and multifunctional space will become a vibrant activity hub along Main Street, allowing for a variety of programing opportunities and smaller events that can be hosted on a regular basis.

PLAZA SPACE AND SECOND STREET INERSECTION

OPINION OF PROBABLE COST

STREETSCAPE IMPROVEMENTS	**$567,344 - $637,344**

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC) of the high level conceptual design drawings.

PROJECT PHASING

MAIN STREET
PRIORITY PROJECT

PHASE 5: OVERALL STREETSCAPE IMPROVEMENTS



OVERALL STREETSCAPE IMPROVEMENTS

Phase four projects include long-term streetscape improvements, centered around the strategic development of bulb-outs and the integration of green spaces and street trees throughout the entirety of Main Street. This final phase is critical in establishing a unified aesthetic and planting scheme, and creating a welcoming and pedestrian friendly environment that encourages visitors to linger and enjoy the area.

OVERALL STREETSCAPE IMPROVEMENTS FROM CENTER ST TO HOLDEN STREET

OPINION OF PROBABLE COST

STREETSCAPE IMPROVEMENTS	**$1,020,859 - $1,130,859**

The estimated cost for streetscape improvements is based on an Opinion of Probable Cost (OPC) of the high level conceptual design drawings.

ACTIVATION STRATEGIES

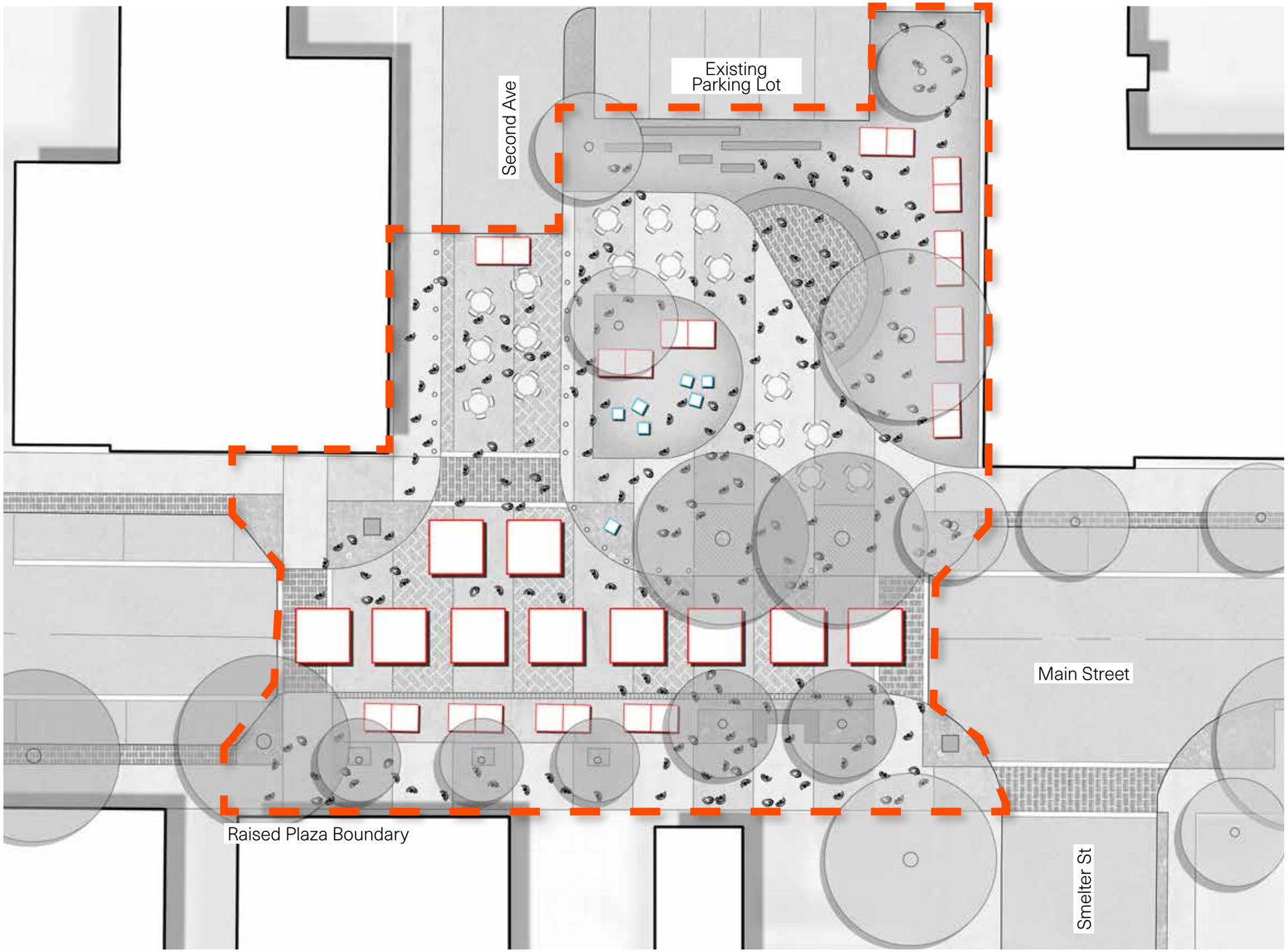
MATRIX OF SEASONAL ACTIVITIES

Along Main Street there are several seasonal activities. The matrix below outlines the activities as you move through the streetscape. Activation is broken up into three parts, the plaza and Second Avenue Intersection, the bulb-outs, and the streetscape as a whole.

Project Area	Potential Programming & Activation	Time of Day		Season				Potential User Groups			
		Day	Evening	Spring	Summer	Fall	Winter	Downtown Residents	Visitors	Work Force	Youth
Plaza	Interactive Play Elements (i.e. cubes, swings)	●	●	●	●	●	●	●	●	●	●
	Music Performances	●	●	●	●	●		●	●	●	●
	Small Booths	●	●					●	●	●	●
	Smaller Community & Cultural Events	●	●	●	●	●	●	●	●	●	●
	Interactive Mural	●		●	●	●	●	●	●	●	●
	Lawn Games	●		●	●	●		●	●	●	●
	Pop-Up Yoga or Fitness Classes	●		●	●	●		●		●	●
	Picnics/Lunch Gatherings	●		●	●	●		●		●	●
	School Activities	●		●	●	●		●			●
Plaza & 2nd Street Intersection	Farmers Market	●		●	●	●		●	●	●	
	Smaller Community & Cultural Events	●	●	●	●	●		●	●	●	●
	Movable Dining Tables	●	●	●	●	●		●	●	●	●
	Outdoor Music Concerts and Performances	●	●	●	●	●		●	●	●	●
	Holiday Events	●	●	●	●	●	●	●	●	●	●
	Small Booths	●	●	●	●	●		●	●	●	
	Outdoor Board Games (i.e., chess)	●	●		●			●	●	●	●
Bulb-Outs	Interactive Art	●	●	●	●	●	●	●	●		●
	Seating and Gathering	●	●	●	●	●		●	●	●	●
	Outdoor Dinning	●	●	●	●	●		●	●	●	
	Bicycle Racks			●	●	●	●	●	●	●	●

ACTIVATION STRATEGIES

PLAZA SPACE - ACTIVATION DIAGRAM



The multi-use open space was designed to create a versatile and adaptable space that can accommodate a wide range of events and activities. Flexibility in design is essential to maximize functionality and utility. This design focuses on integrating moveable furniture, a flexible open lawn, open floor space to accommodate several tents, shade trees and interactive lighting components.

Programming within the boundary:

- Groups of ten people - 26 groups (260 people)
- 5’ x 10’ market booths - 24
- 10’ x 10’ booths - 10
- Shade trees - 12

LEGEND

- Grouping of 10 People
- Shade Tree
- 5’ x 10’ Market Booth
- Dining/Lounge Seating
- 10’ x 10’ Market Booth
- Lighting Features

METRICS

Metrics are quantitative measurements of performance aspirations. They are used in identifying a goal for design concepts and communicating proof of outcomes related to the six plan framework topics. Some metrics are recommended to be used post-construction in measuring how the implemented full vision plan compares to pre-construction conditions (suggested list below). The metrics on the right of the page document quantifiable measurements of improvements this concept plan achieves.

RECOMMENDED FOR MEASUREMENT POST-CONSTRUCTION AFTER ALL PHASES ARE COMPLETE:

- Number and severity of pedestrian safety incidents
- Vehicle speeds on Main Street and number of reported incidents
- Number of pedestrians and bicyclists
- Community survey rating of visual appeal of Main Street
- Number of businesses retained
- Building occupancy rates and number of vacant lots
- Amount of sales tax collected within the corridor
- Property values within the corridor
- Number of visitors (non-event) to the corridor
- Number of event visitors and number of vendors
- Number of events hosted within the corridor
- Average duration visitors spend within the corridor
- Regional recognition for arts, culture, and historic character
- Pavement heat levels
- Increase of Main Streets public perception
- Street lighting contrast ratios (lowest light levels, highest light levels and how they compare to each other and to the average illumination levels along the corridor)

CONCEPT PLAN METRICS:

INCREASE THE URBAN FOREST

In addition to visual appeal trees provide, the protective and cooling effects of their shade significantly benefits the pedestrian environment, especially during the summer heat.

46
existing trees

90
proposed trees

INCREASE OF NATIVE VEGETATION AND DROUGHT TOLERANT PLANTS

100% of the plants recommended for Main Street are native to Utah landscape using less water and more resilient to drought.

73%
increase of vegetation along Main Street including planters, bulb-outs, and new street trees

FOSTER INTERACTIONS AND GATHERINGS

Redesigning the street to better accommodate pedestrians, outdoor dining, events and every-day social interactions.

51%
increase in square feet of usable sidewalk, bulb-outs and open space

MAINTAIN PARKING

In addition to three new parking lots and new off-street public parking planned on Smelter Street, on-street parking close to businesses are sustained for ease of access.

90
existing designated parking spots

98
proposed parking spots

INCREASE THE AMOUNT OF CROSSWALKS AND DECREASE THE DISTANCE

Shorter crosswalk distance correspond with an increase in pedestrian safety by minimizing conflicts between pedestrians and cars at intersections throughout the street. Increasing the amount of crosswalks along the street will improve pedestrian foot traffic. Crosswalks are proposed at **every block** along Main Street.

Existing crosswalks >8

Proposed crosswalks <19

INCREASE SEATING OPPORTUNITIES

Seating is an important part of vibrant public spaces. It allows pedestrians to rest, socialize, read and people-watch.

6
existing benches

31
proposed benches

ADDRESSING COMMUNITY DESIRES

Roughly three percent of the Midvale population participated in the project and represented the diversity of Main Street stakeholders. Responsiveness to their top issues and desires is demonstrated in the proposed concept plan.

100%
of the plan accommodates the most popular options selected by the public

INCREASE OF STREET LIGHTING

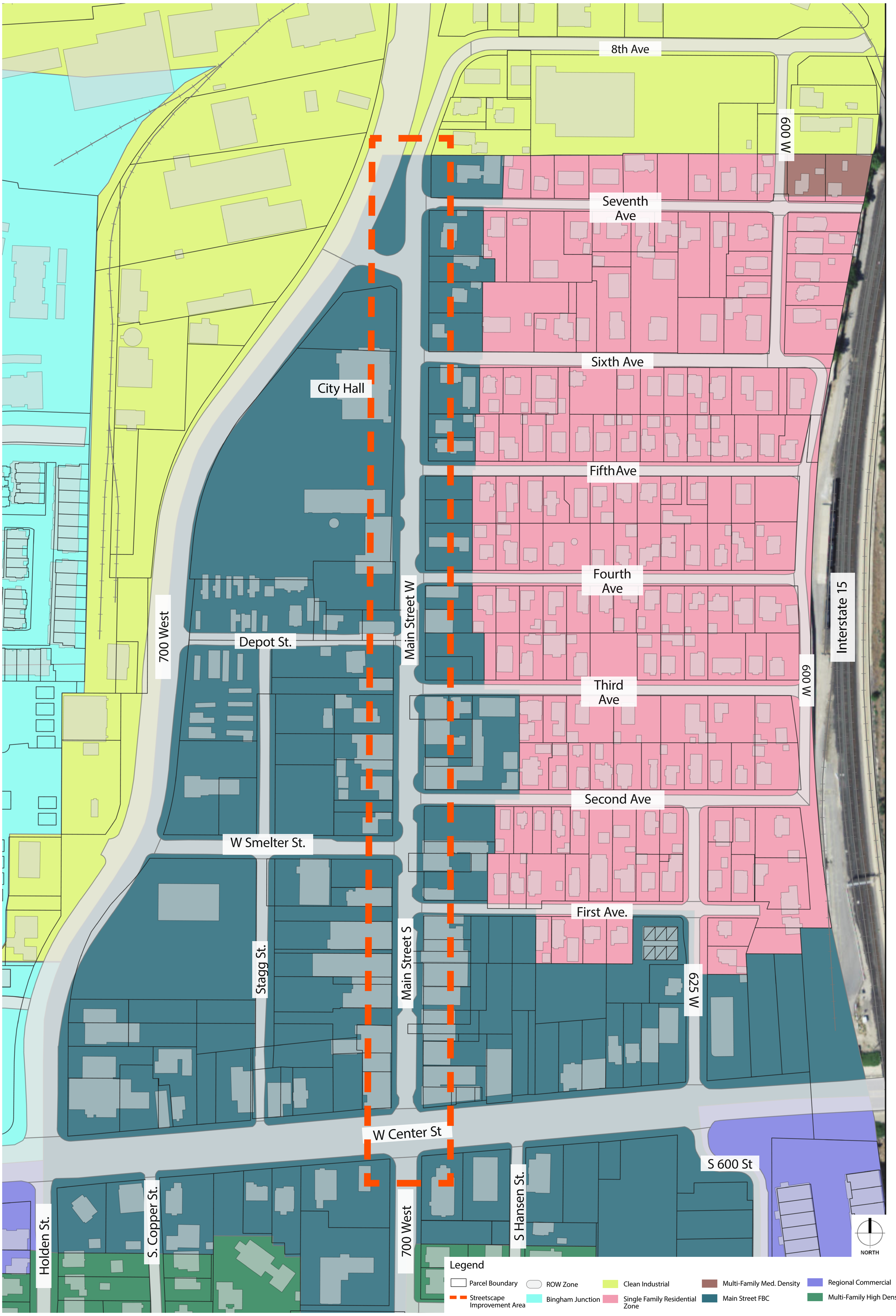
Increasing the visibility of the street improves pedestrian safety and security for road users of all ages and abilities.

148%
increase in lighting fixtures along Main Street

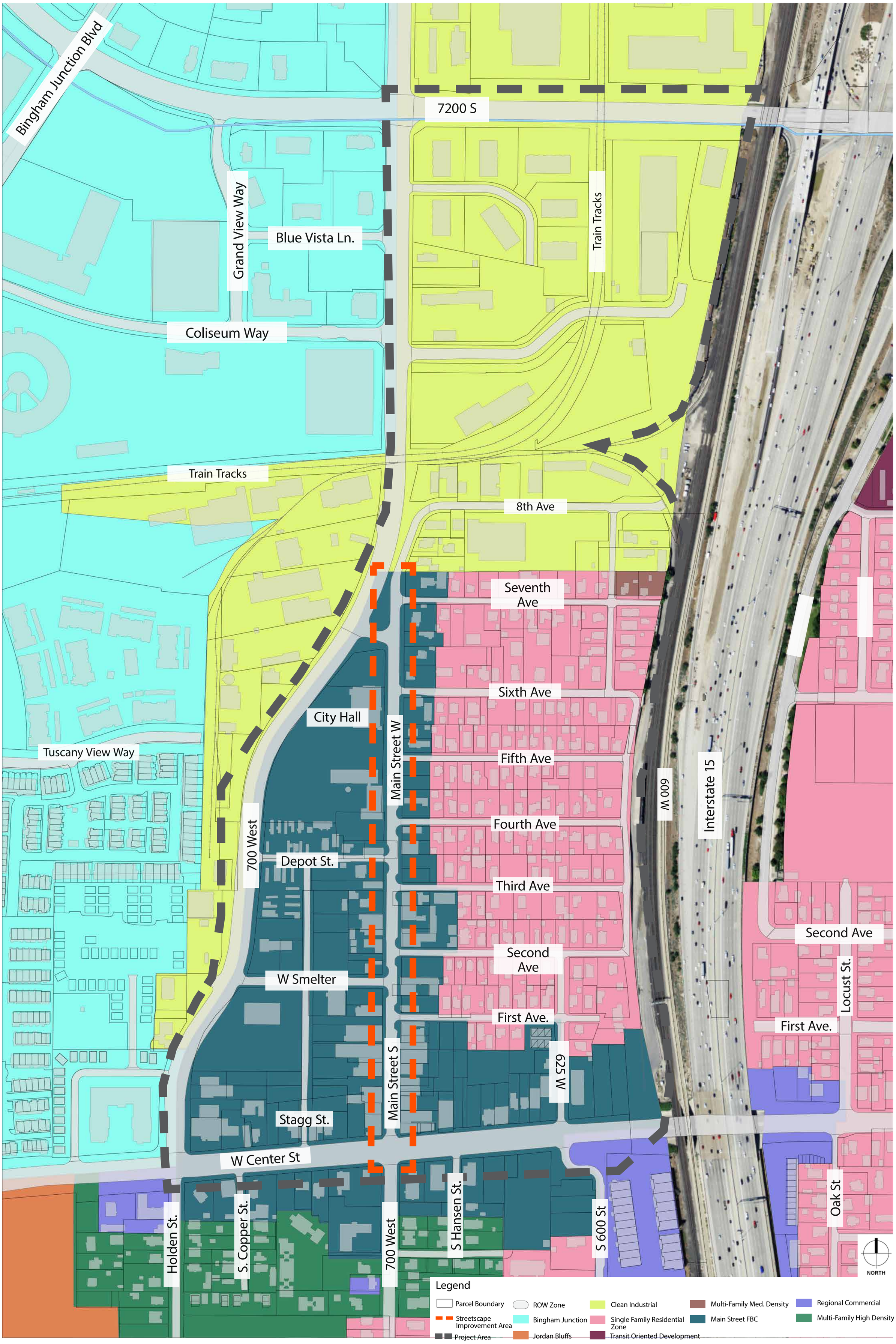
3,500
feet of festival lighing along Main Street

APPENDIX A

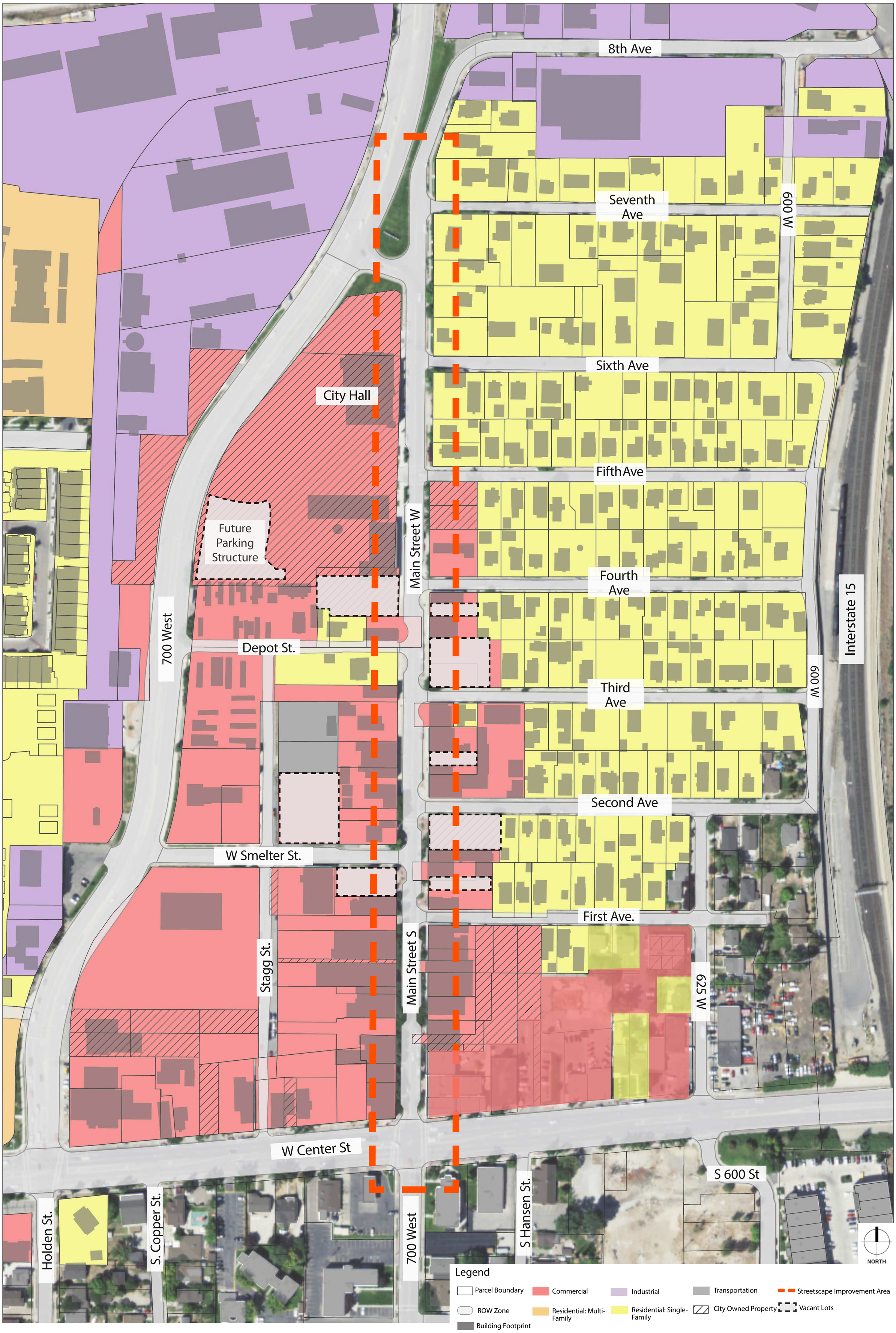
» Project Analysis



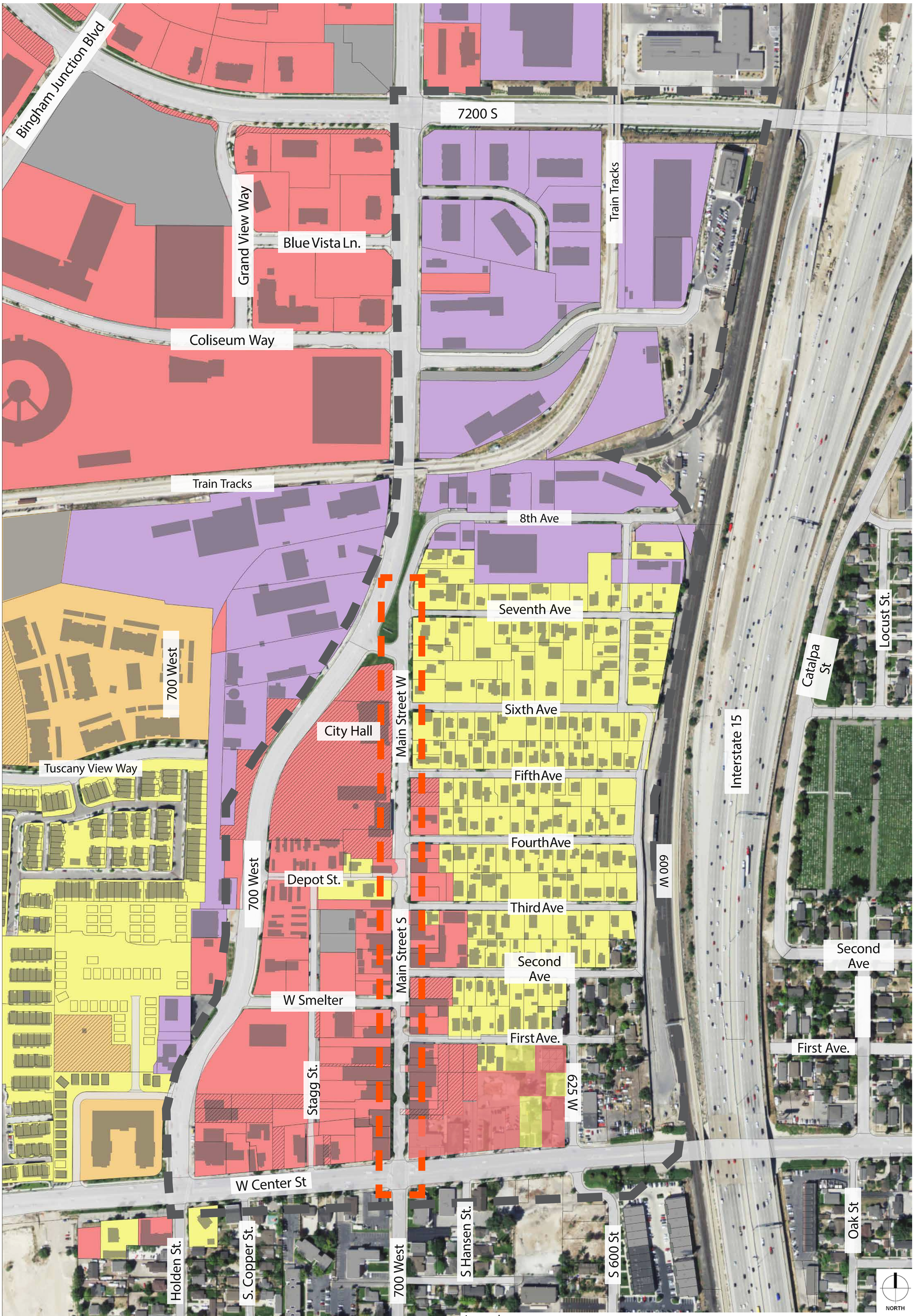
Midvale Main Street | MAIN STREET ZONING MAP



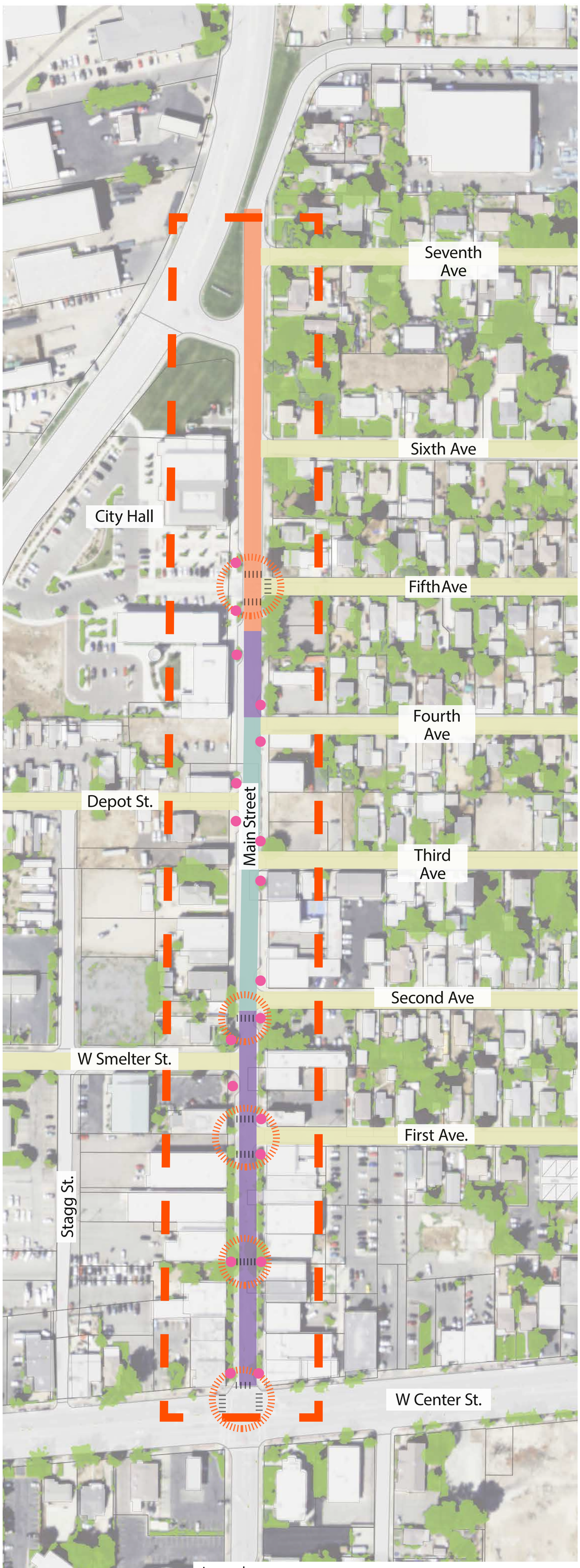
Midvale Main Street | ZONING CONTEXT MAP



Midvale Main Street | MAIN STREET LAND USE MAP

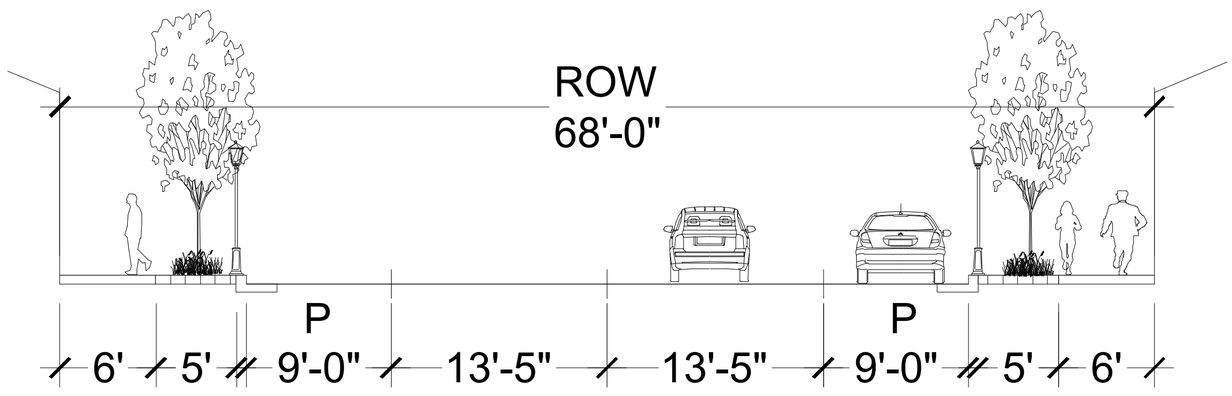


Midvale Main Street | LAND USE CONTEXT MAP



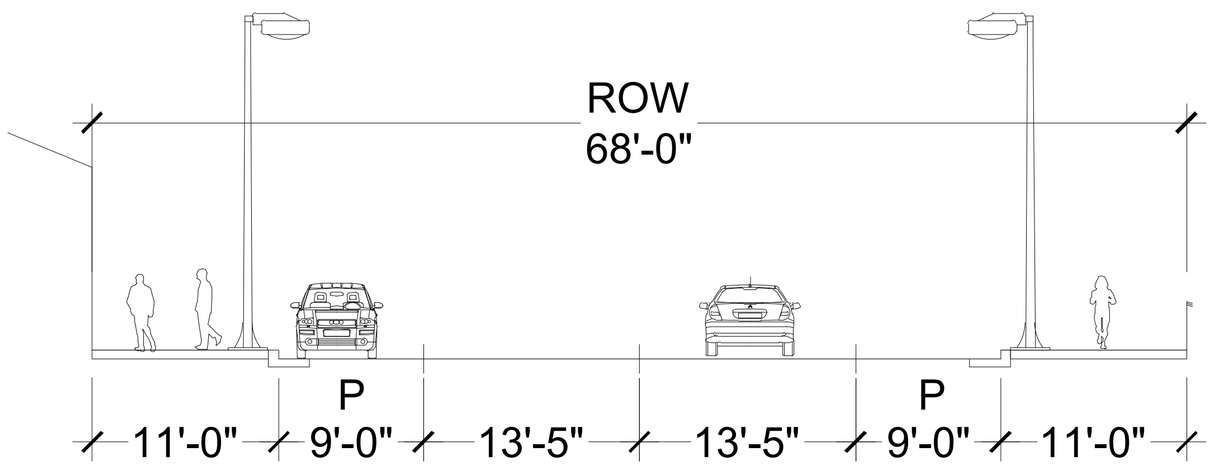
Street Sections and Classifications

Street Type 1: Tree Buffer



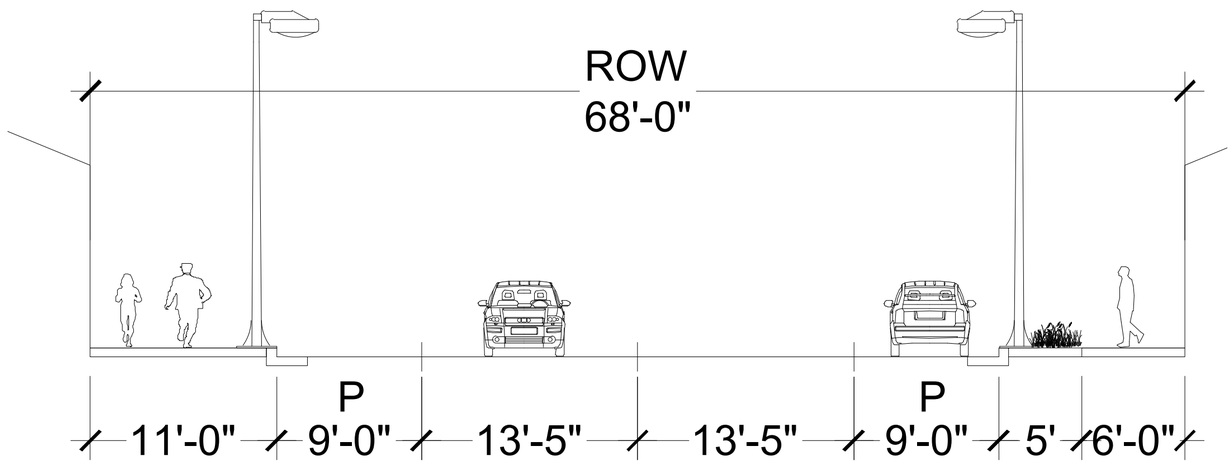
Street Type 1: Includes pedestrian friendly elements such as a green buffer with a street tree located every 25' along the road. Old pedestrian sclae street lights that compliment the historic feel of Main Street. The sidewalk on either side of the road is eleven feet wide which includes a pavement change from six feet of concrete to 5 feet of brick paving where the street trees are located. Main Street includes a 68' right-of-way with street parking on either side of the road. A small portion near City Hall includes this street type with detached sidewalks and a vegetative buffer.

Street Type 2: Attached Sidewalk



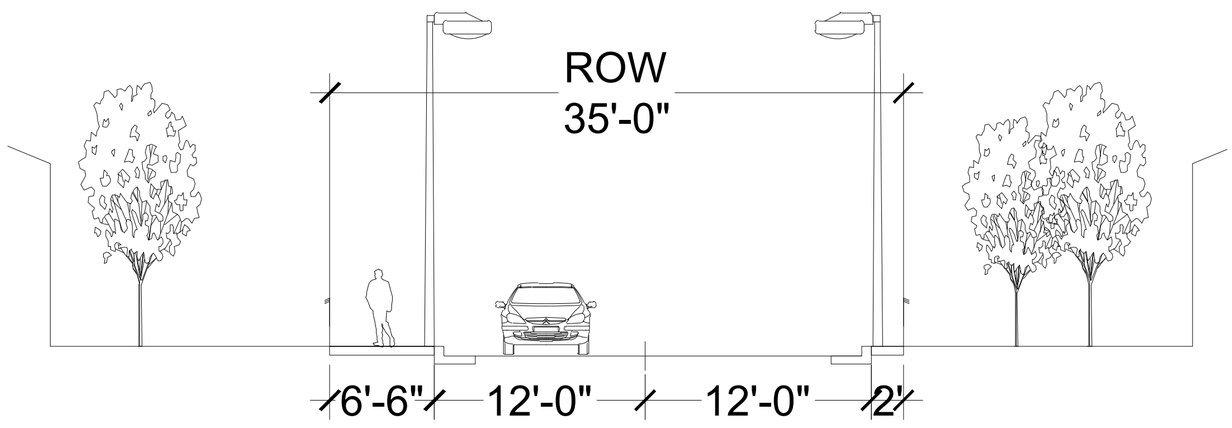
Street Type 2: Includes eleven foot attached sidewalks on either side of the road with no vegetative buffer from the street. The street lights change to oversized lighting. Street parking is located on either side of the road with occasional bump outs located on the corners at intersections. The bump outs located closer to Fifth Avenue have some vegetation. This street type caters to vehicular traffic rather than prioritizing the pedestrian experience.

Street Type 3: Attached Sidewalk + Detached with Green Buffer



Street Type 3: This street type begins around City Hall and ends where Main Street meets Seventh Avenue. This street type has minor variations. Along City Hall the five foot green buffer is located on the City Hall side of the street with street trees placed ten feet apart with an attached sidewalk on the right side of the road. The intersection at Sixth Avenue changes to from commercial buildings to residential and moves the green buffer on the left side of the road. There are no bulb-outs located along this street type.

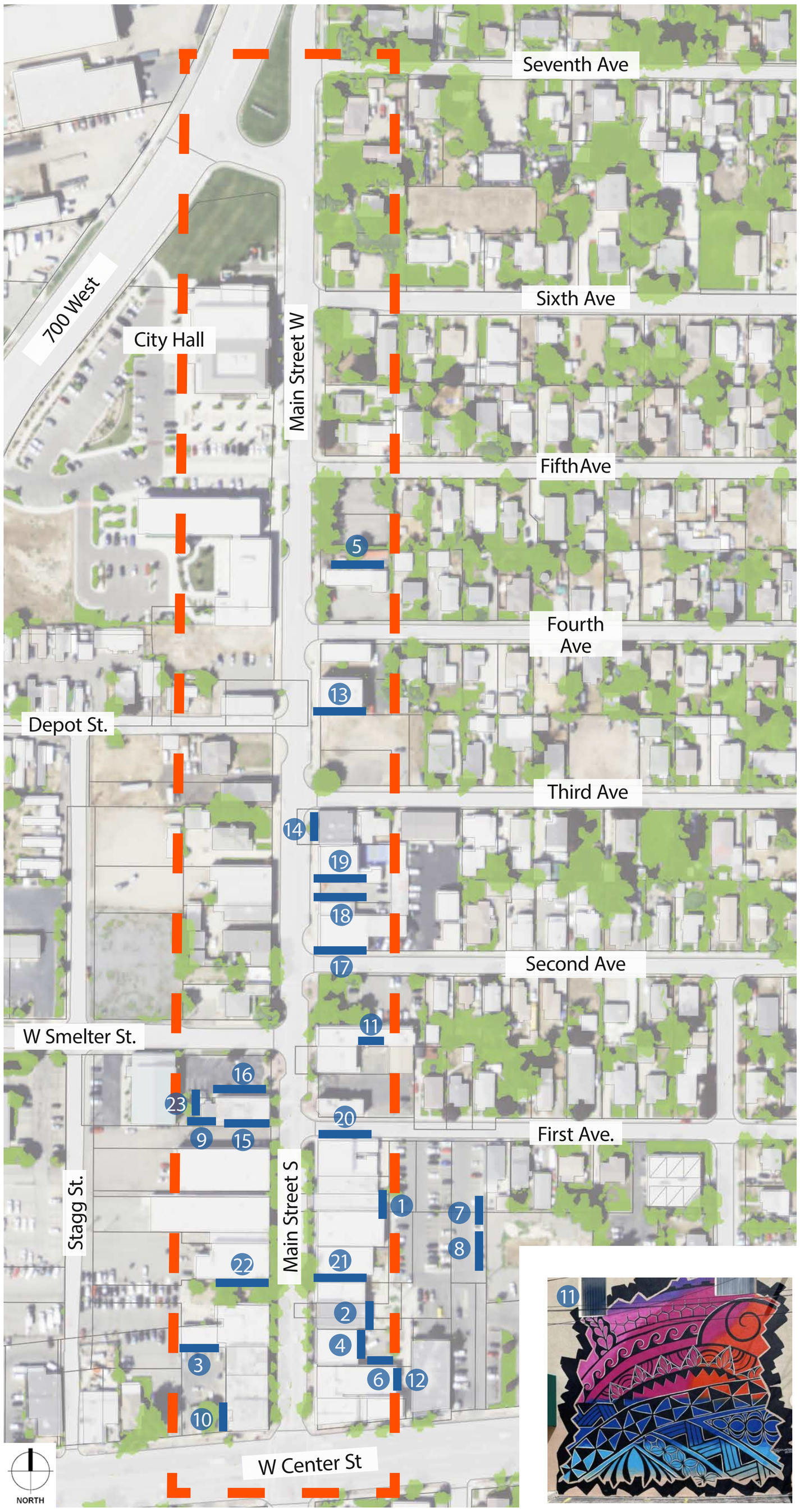
Street Type 4: Residential One Sided Pathway



Street Type 4: Typical street section for the residential roads connecting to Main Street. These streets are walkable with a one-sided six foot sidewalk and no crosswalks. The lighting is oversized for the scale of the streets. Each lane is twelve feet wide, however residents use part of this to park on the street leaving room for only one car to pass. The right-of-way for residential streets is 35'.



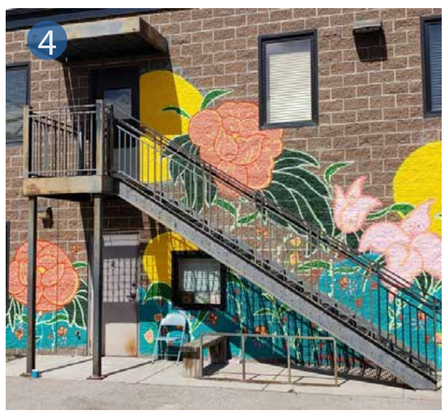
Midvale Main Street | TREE CANOPY MAP





























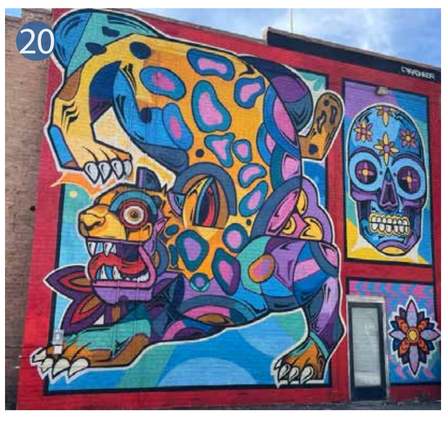


















Midvale Main Street | MURAL LOCATIONS

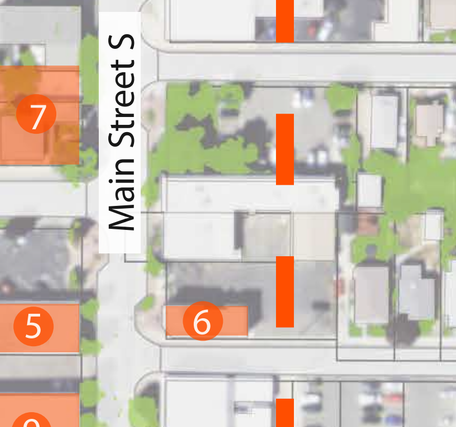
Seventh Ave
600 W
Sixth Ave
City Hall
Main Street W
Fifth Ave
Fourth Ave
700 West
Depot St.
Interstate 15
600 W
Third Ave
Second Ave
Main Street S
W Smelter St.
First Ave.
Stagg St.
625 W
W Center St
NORTH

Legend

Historical Significance Building





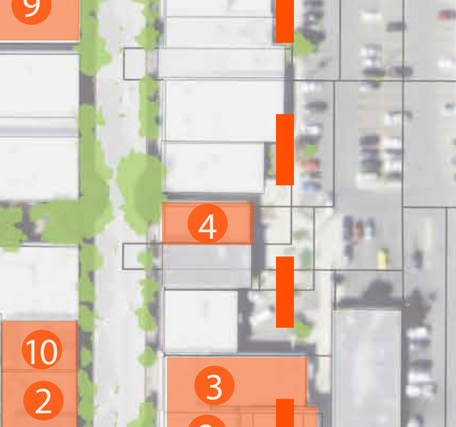
















Midvale Main Street | LOCATIONS FOR BUILDINGS OF HISTORIC SIGNIFICANCE





Street Lighting: Vehicular Scale



Street Lighting: Pedestrian Scale



City Hall: Parking Lot Lighting



City Hall: Building Light



City Hall: Pathway Lighting

Midvale Main Street | LIGHTING LOCATION AND CLASSIFICATION



Midvale Main Street | WAYFINDING AND SIGNAGE LOCATIONS

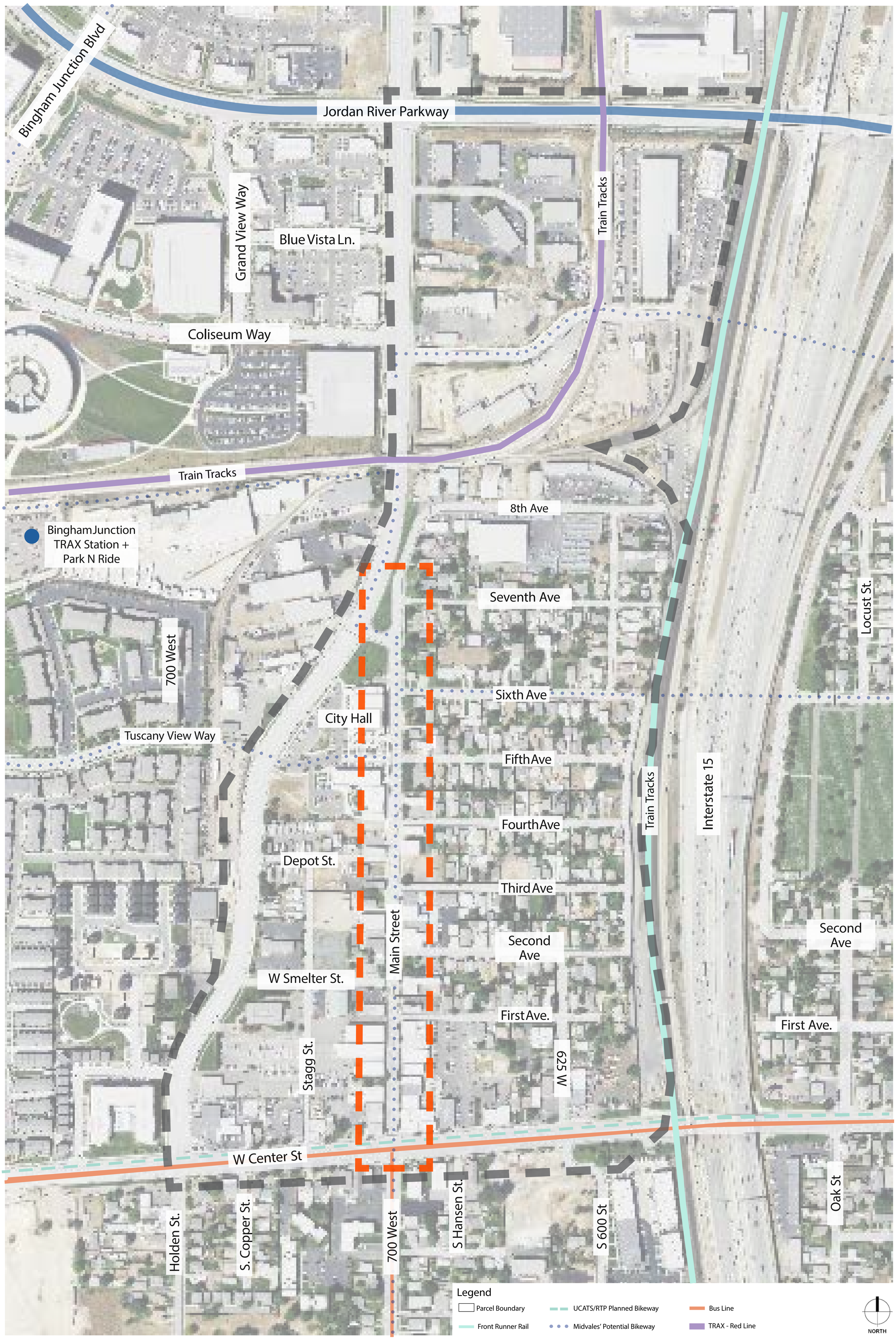
8th Ave
Seventh Ave
600 W
Sixth Ave
Train Tracks
City Hall
Fifth Ave
600 W
Main Street W
Fourth Ave
Depot St.
700 West
Train Tracks
Third Ave
Second Ave
W Smelter St.
First Ave.
Stagg St.
625 W
Bus Stop
W Center St
S 600 St
Holden St.
S. Copper St.
700 West
S Hansen St.

Legend

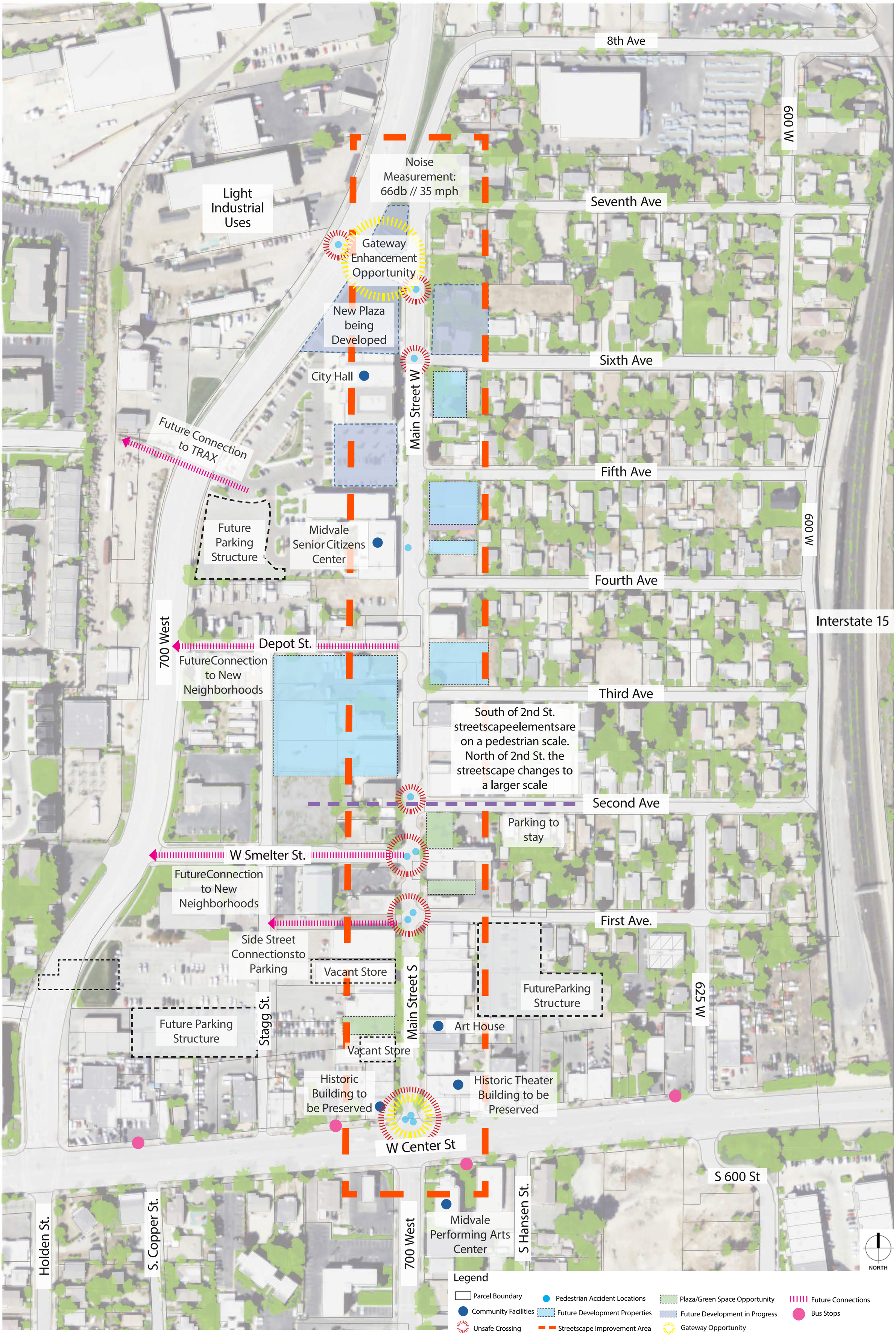
Parcel Boundary
UCATS/RTP Planned Bikeway
Bus Line
Front Runner Rail
Midvales' Potential Bikeway
Midvales' Existing Trail

NORTH

Midvale Main Street | MAIN STREET TRANSPORTATION MAP



Midvale Main Street | TRANSPORTATION MAP



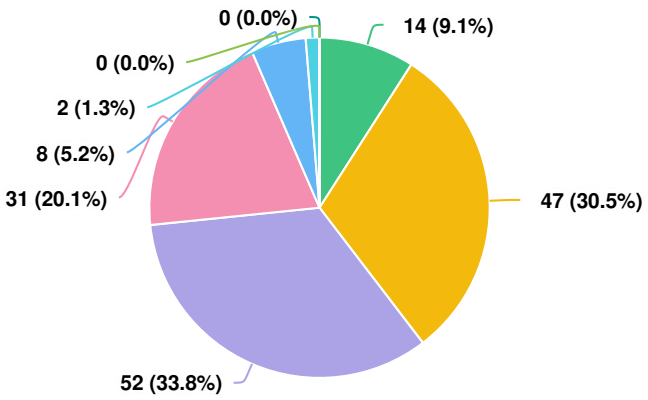
Midvale Main Street | ASSETS, OPPORTUNITIES, AND ISSUES MAP

APPENDIX B

» Survey Results

SURVEY QUESTIONS

Q1 What is your age? (select one response)

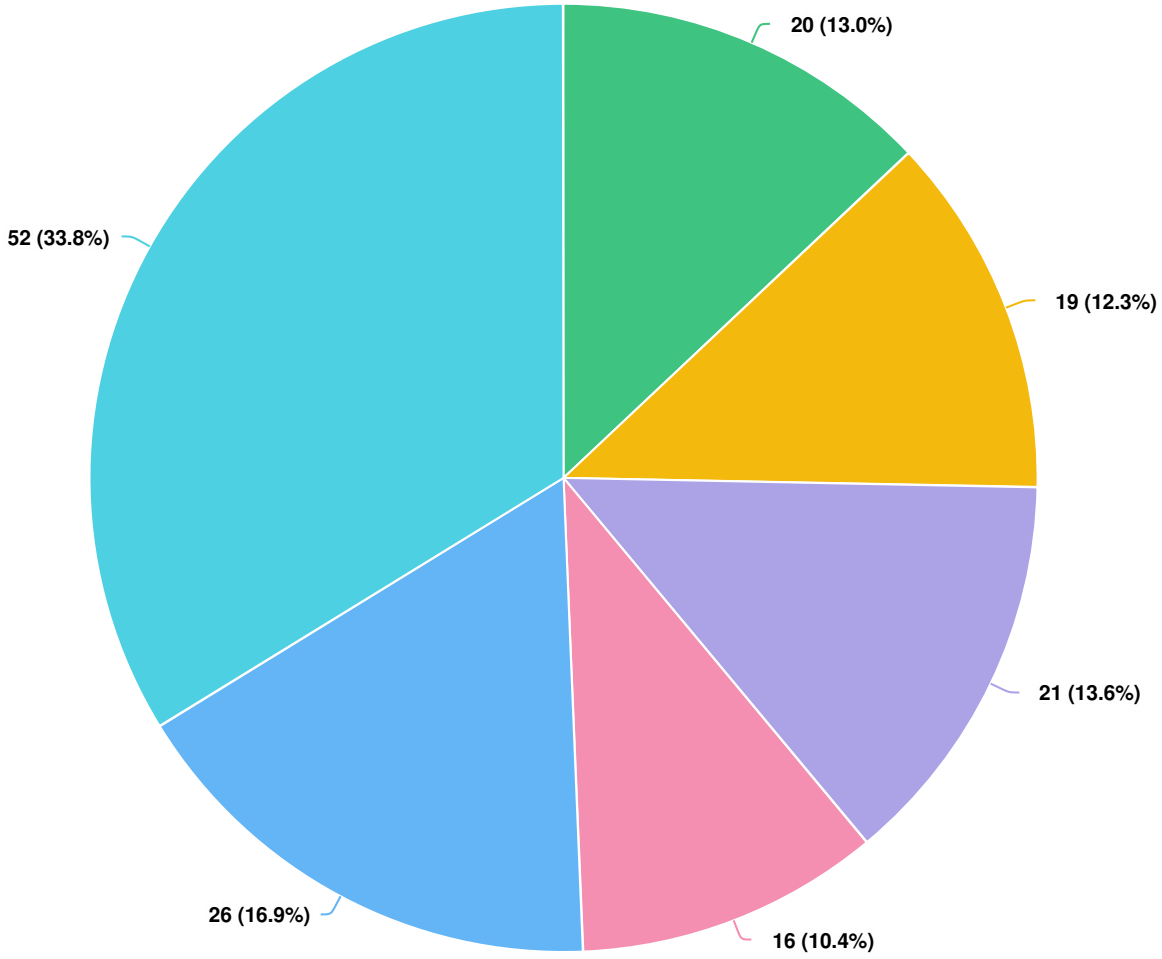


Question options

17-25 26-35 36-50 51-65 66 or more I would prefer not to answer this question Under 10 11-16

Mandatory Question (154 response(s))
Question type: Radio Button Question

Q2 I have lived in Midvale for... (select one response)

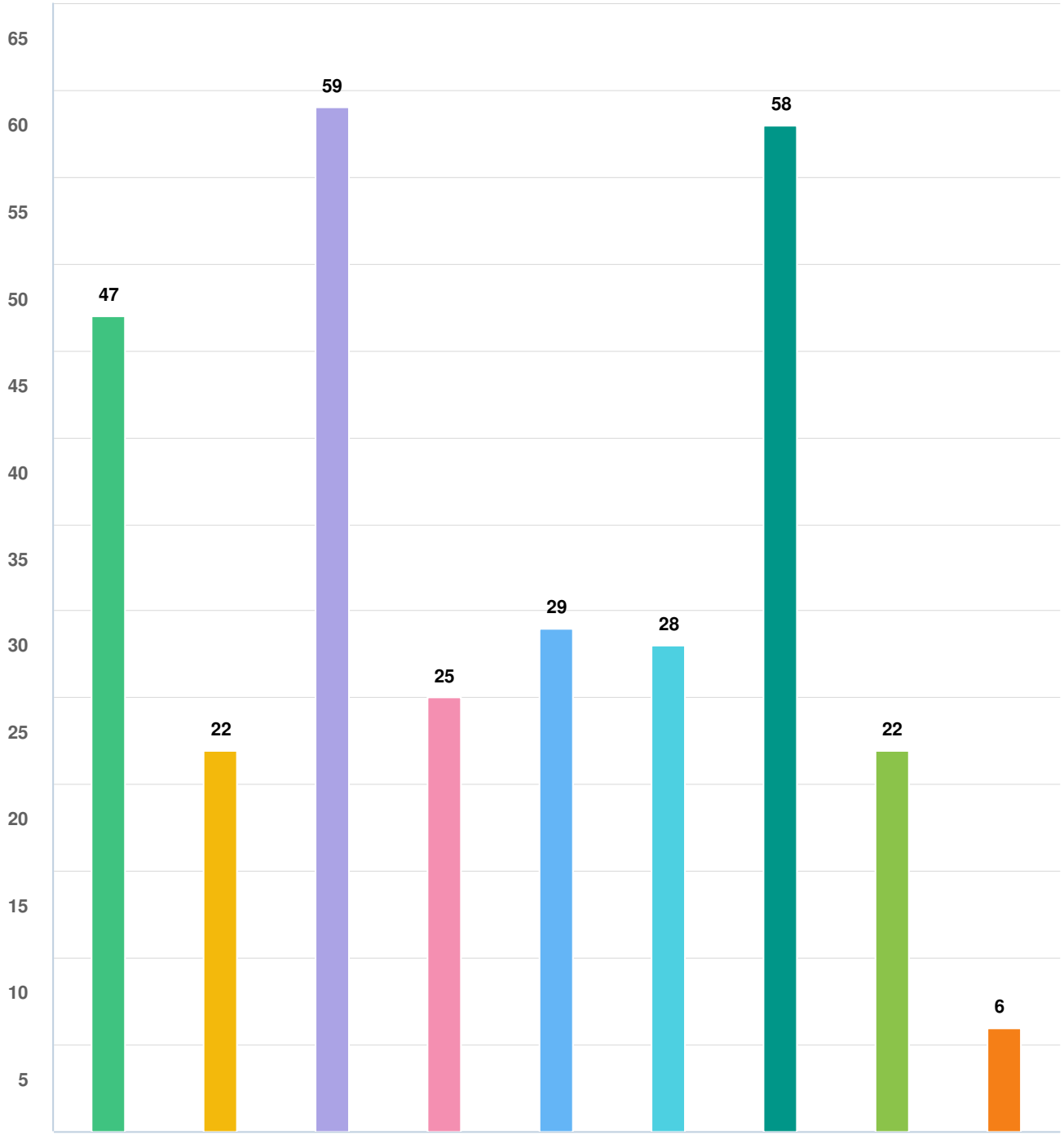


Question options

Less than 3 years | 3 to 5 years | 6 to 10 years | 11 to 20 years | 21 years or more | I do not live in Midvale

Mandatory Question (154 response(s))
Question type: Radio Button Question

Q3 What is your relationship to Midvale Main Street? (select all that apply)

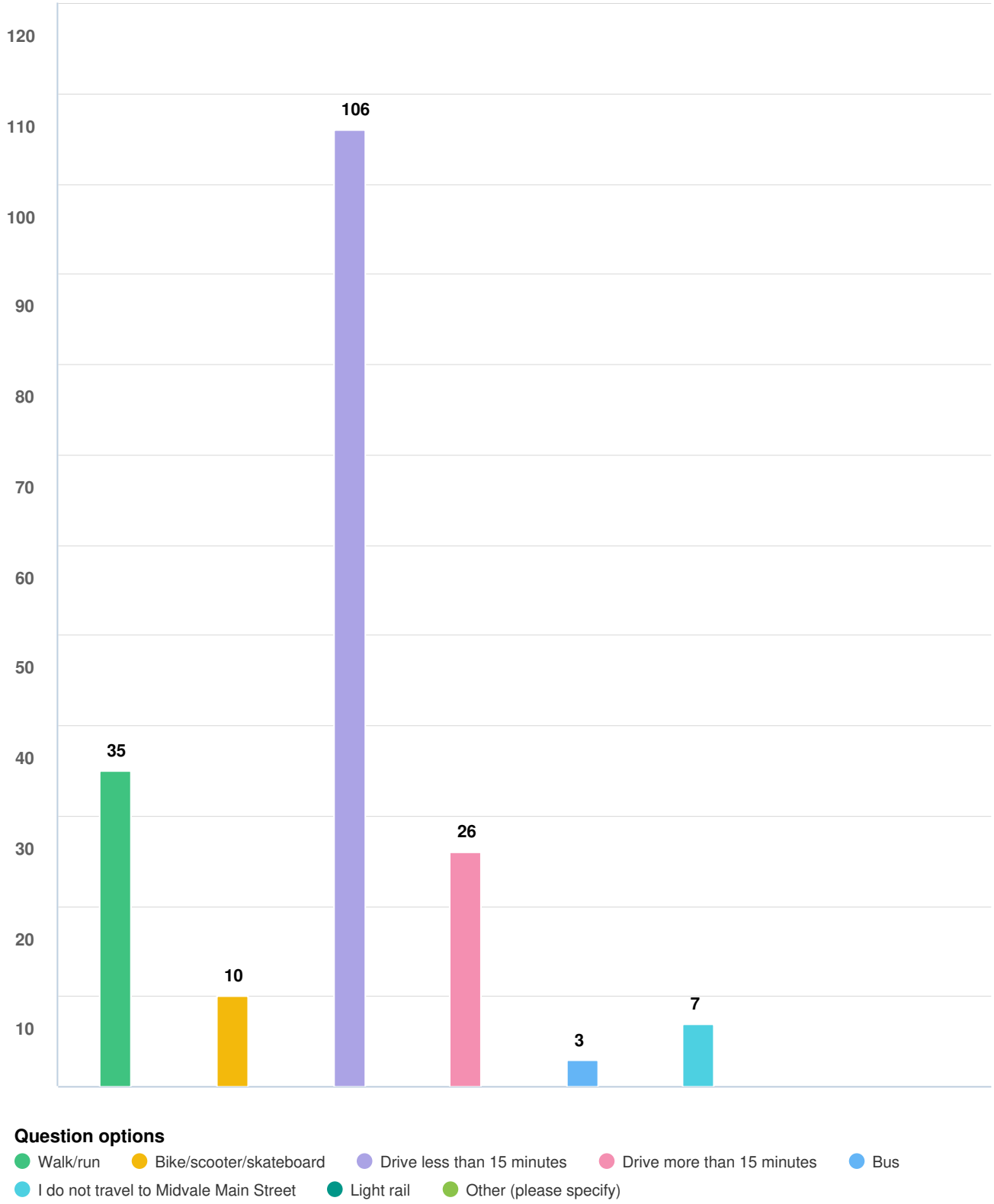


Question options

- I live in the neighborhood
- I own a business or property here
- I am a patron of businesses (shop, drink, eat, services)
- My family/friends live here
- I work on/near Main Street
- Recreation (walking, jogging, cycling, etc.)
- I attend events
- I do not typically visit Midvale Main Street
- Other (please specify)

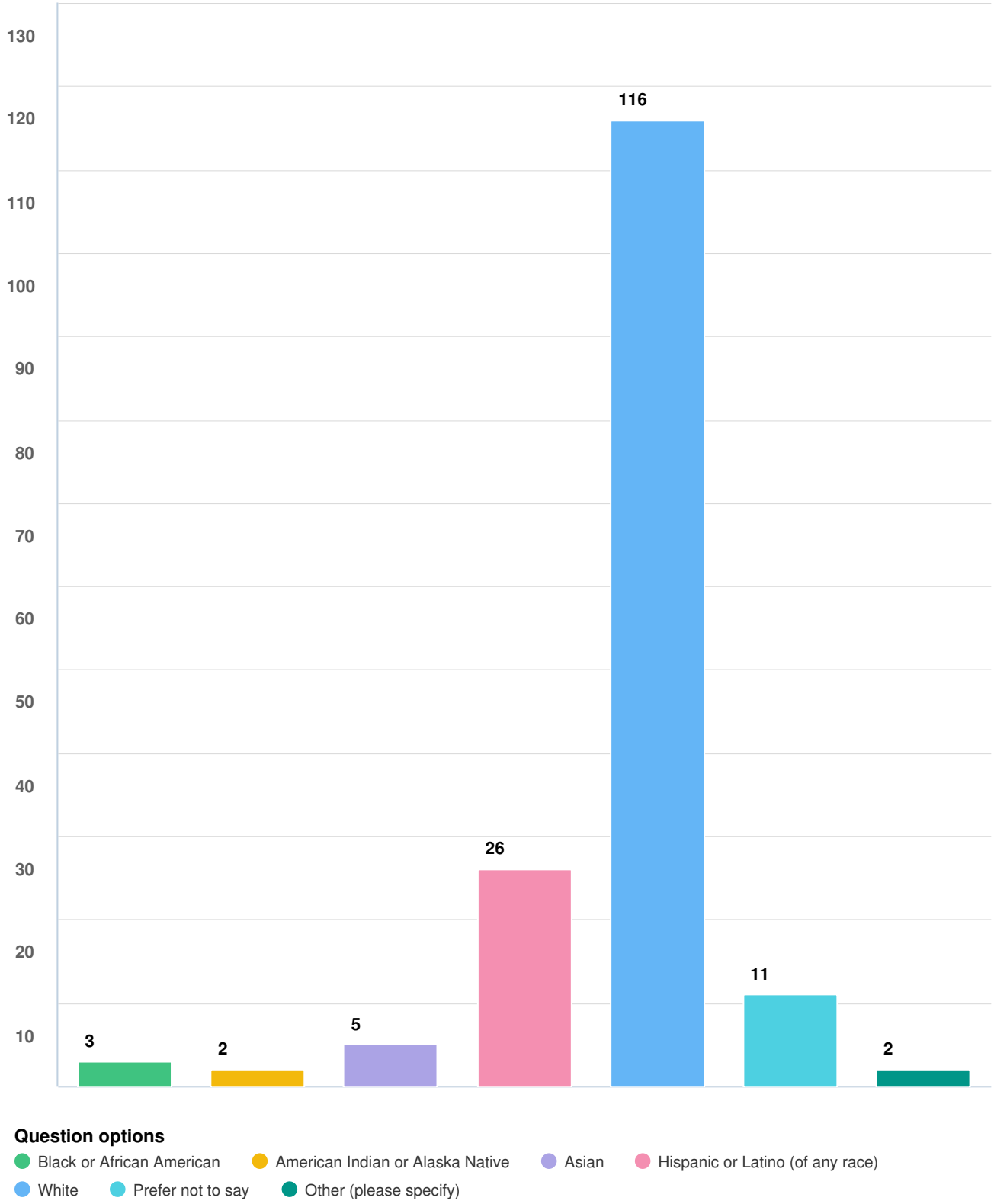
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q4 How do you typically travel to Midvale Main Street? (select up to two responses)



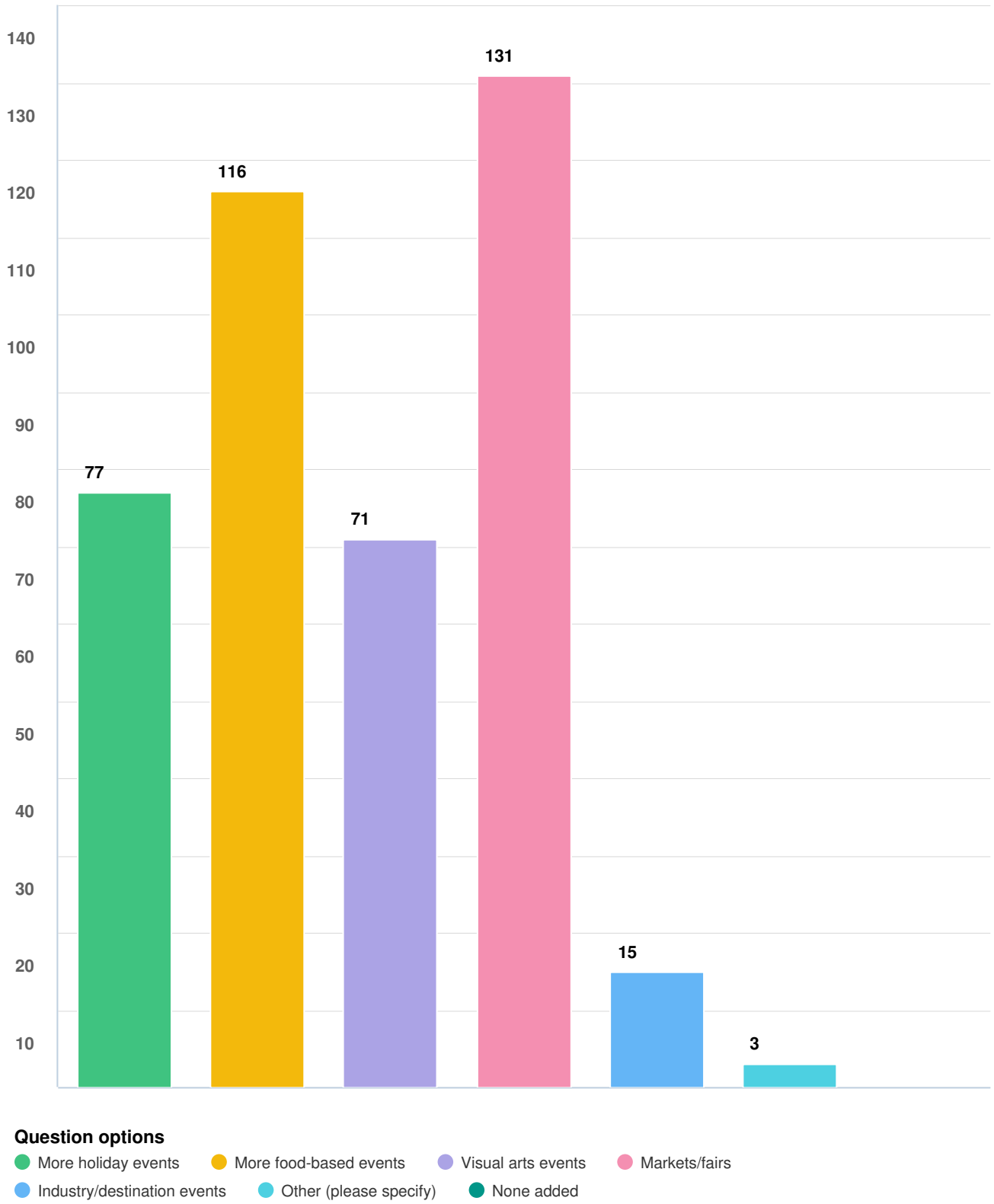
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q5 What is your race or ethnicity? (select all the apply)



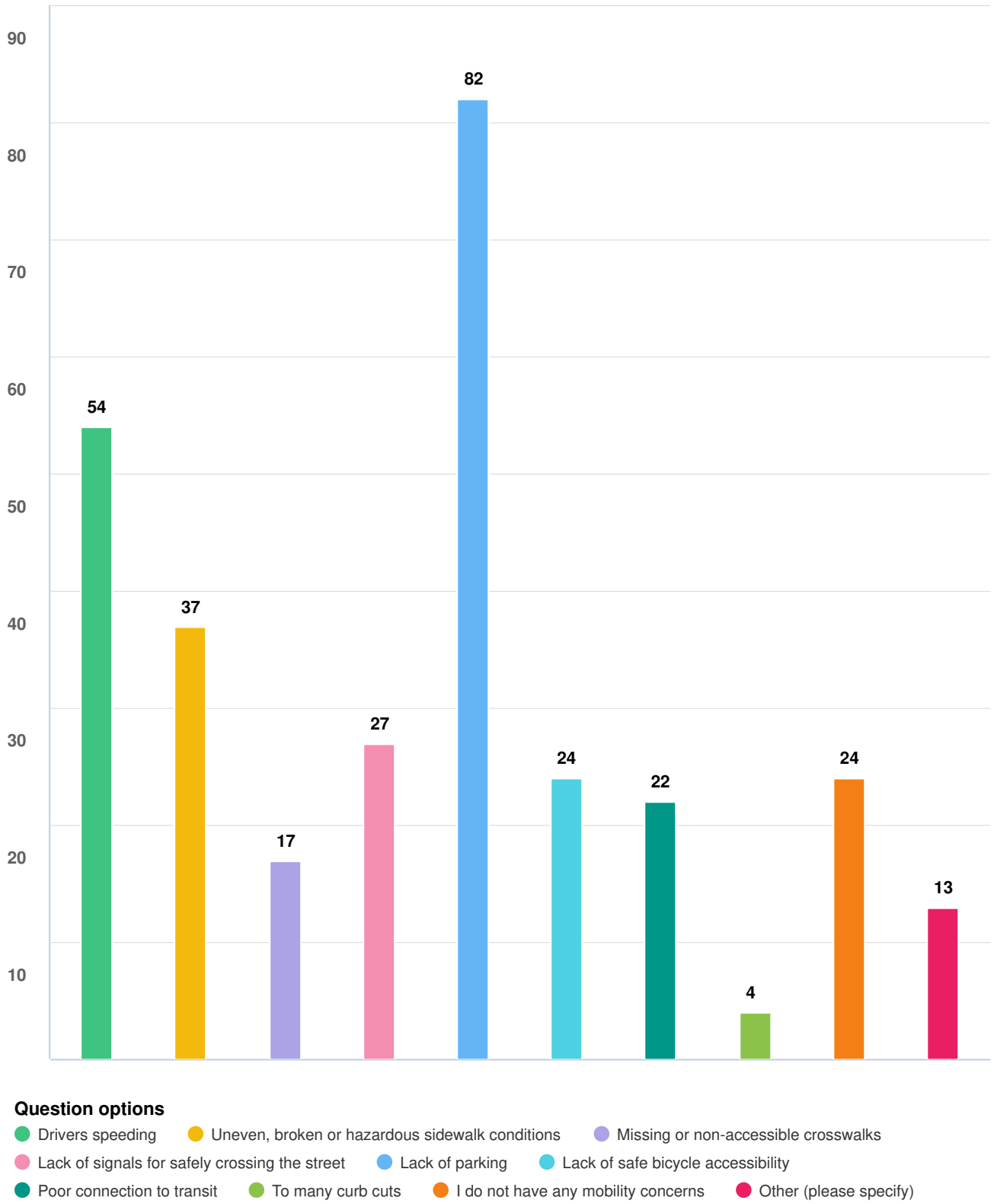
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q6 What kind of events in the street would you like to see added to the current offerings.... (select your top three)



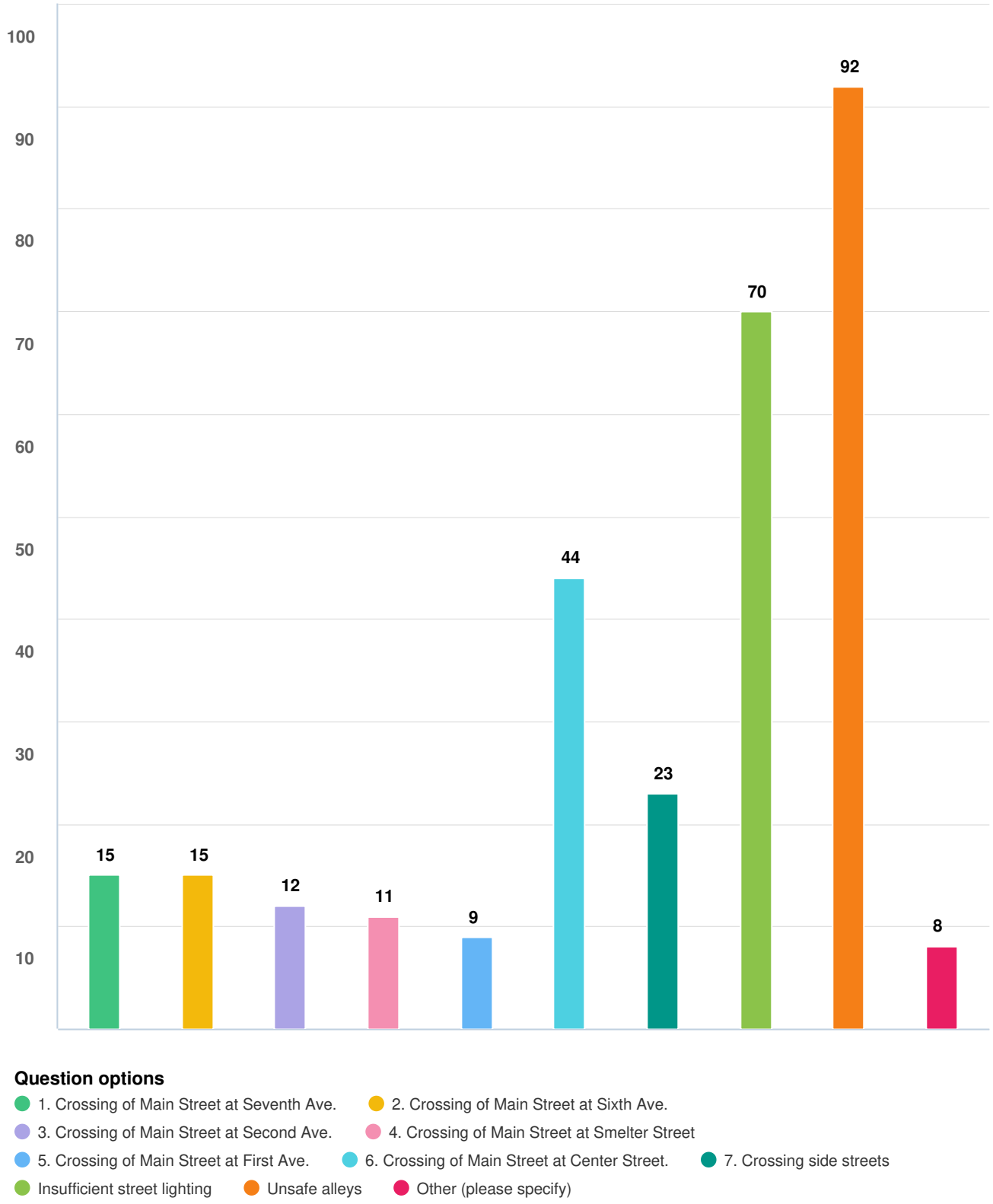
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q7 The mobility issues that concern me most on Midvale Main Street are…. (select your top three)



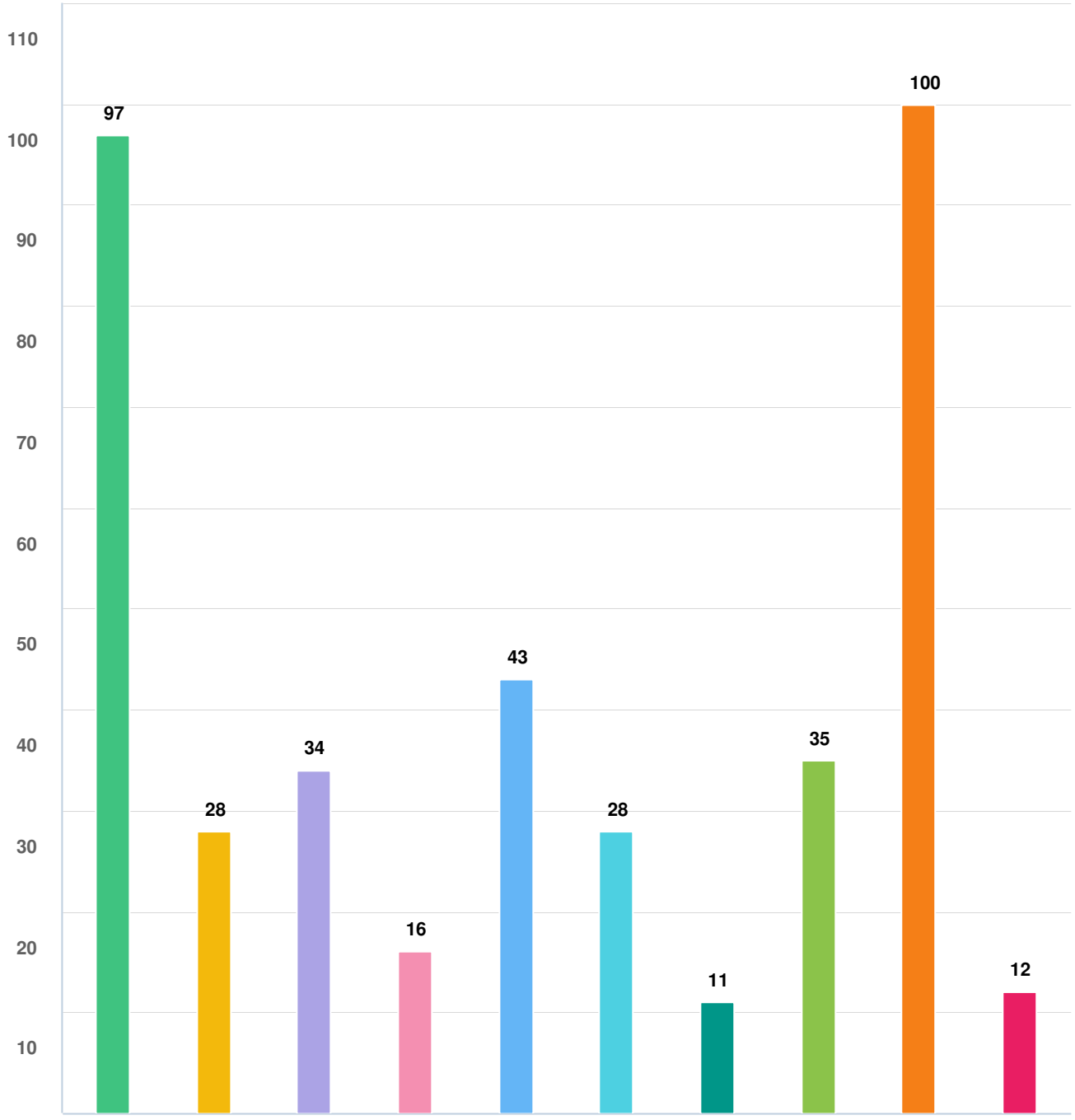
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q8 When walking around Midvale Main Street, the safety issue that concerns me the most are… (select your top three) See map below.



Mandatory Question (154 response(s))
Question type: Checkbox Question

Q9 The most important issues to improve for Main Street are…. (select your top three)

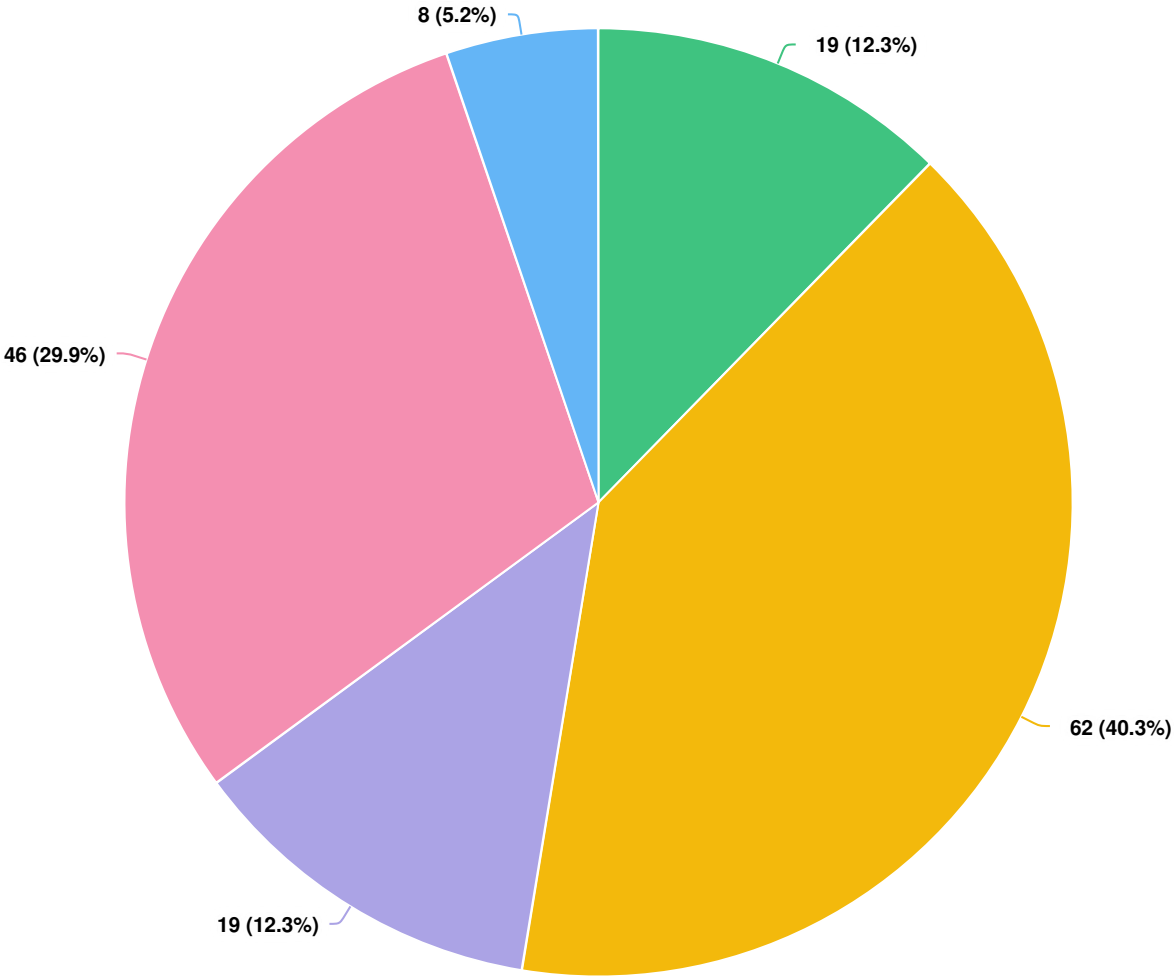


Question options

- Improve the visual appeal of the streetscape
- Reduce vehicle speeds and improve safety
- Improve pedestrian and bicycle pathways
- Improve connectivity to transit
- Improve lighting
- Maintain all parking spaces on Main Street
- Improve wayfinding & signage
- Improve access to businesses
- Increase public hang-out spaces and attractions
- Other (please specify)

Mandatory Question (154 response(s))
Question type: Checkbox Question

Q10 How do you rate the current visual appeal (aesthetics) of Main Street streetscape? (Select one response)

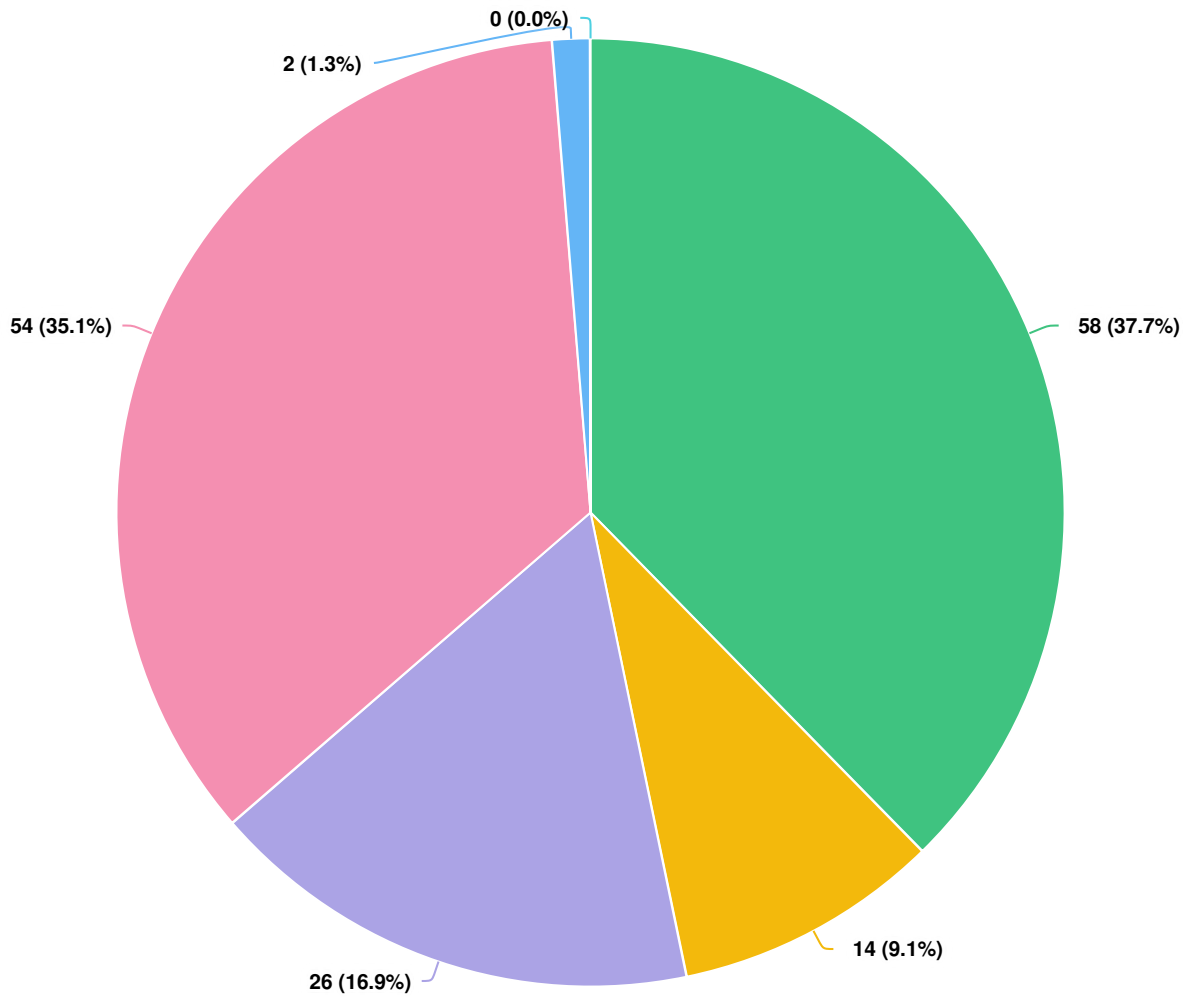


Question options

No visual appeal | Little visual appeal | Neutral | Somewhat visually appealing | Very visually appealing

Mandatory Question (154 response(s))
Question type: Radio Button Question

Q11 **Which Character Theme for the "look" of Main Street do you prefer? (select one response). See sample images above.**

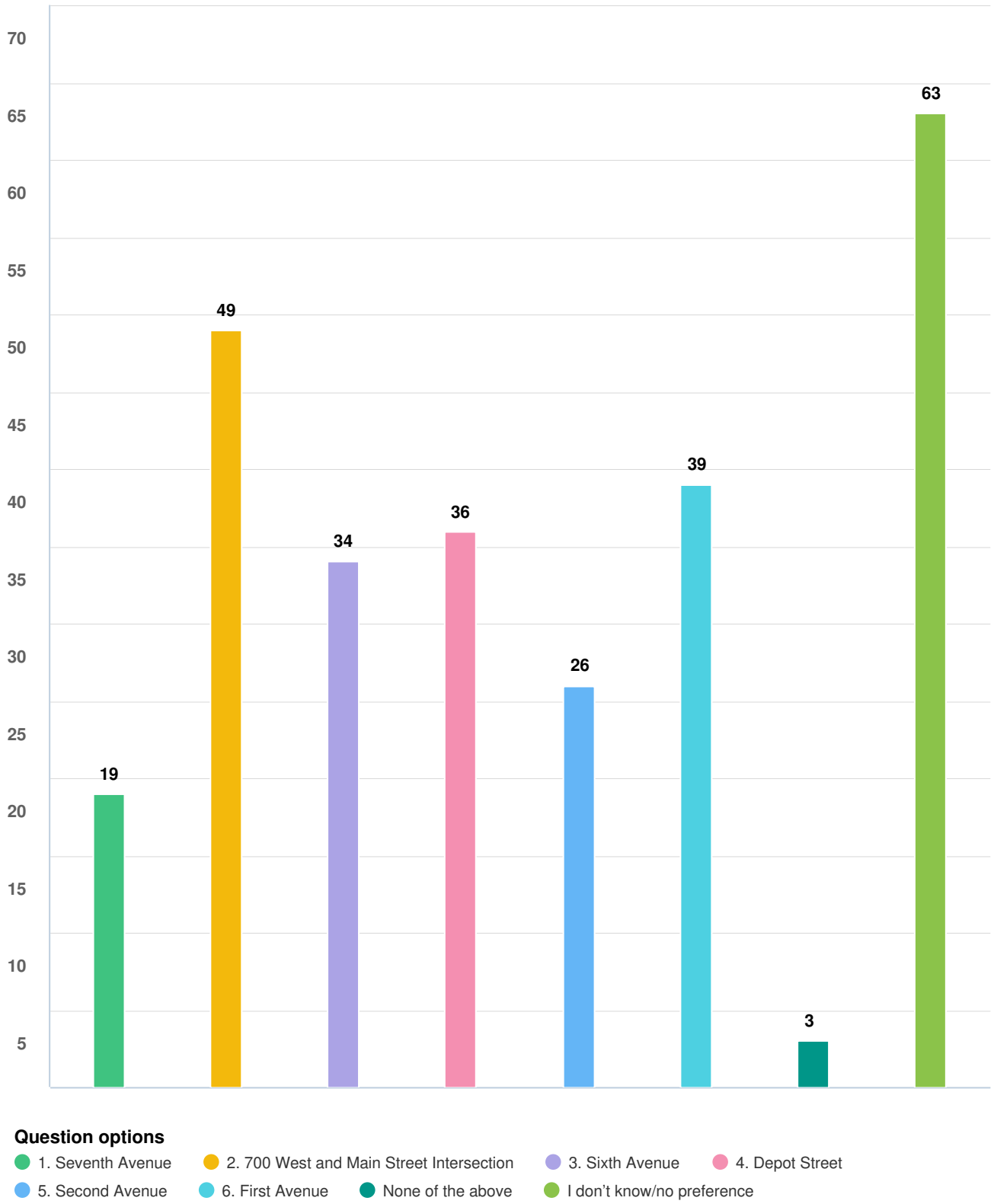


Question options

- Industrial/Historic
- Playful
- Eclectic
- Combination of Industrial/Historic south of 2nd Ave, and Playful or Eclectic to the north
- I don't know/no preference
- None of the above

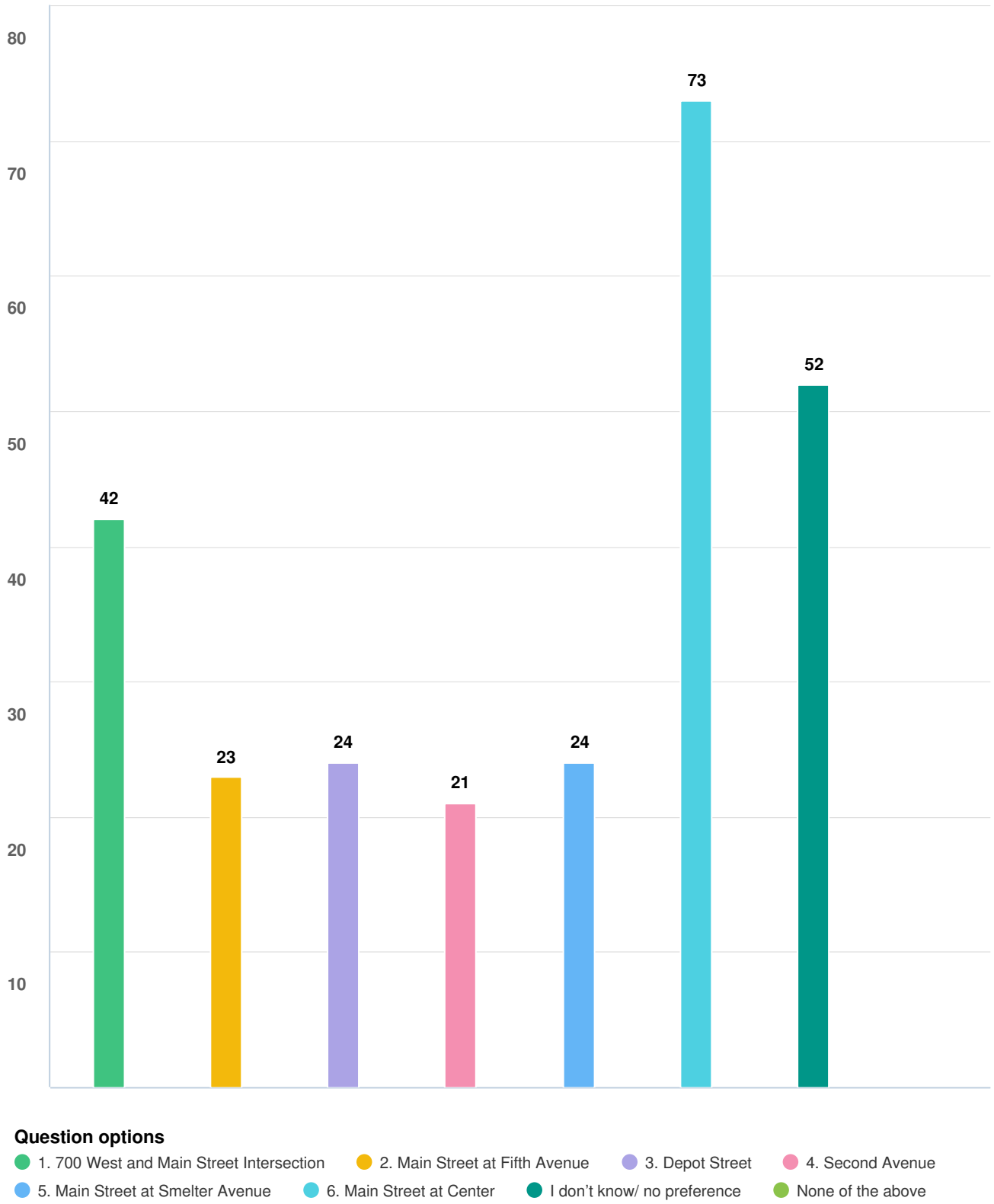
Mandatory Question (154 response(s))
Question type: Radio Button Question

Q12 What is your preference for locations to prioritize pedestrian crossing improvements? (select up to 3) See map below.



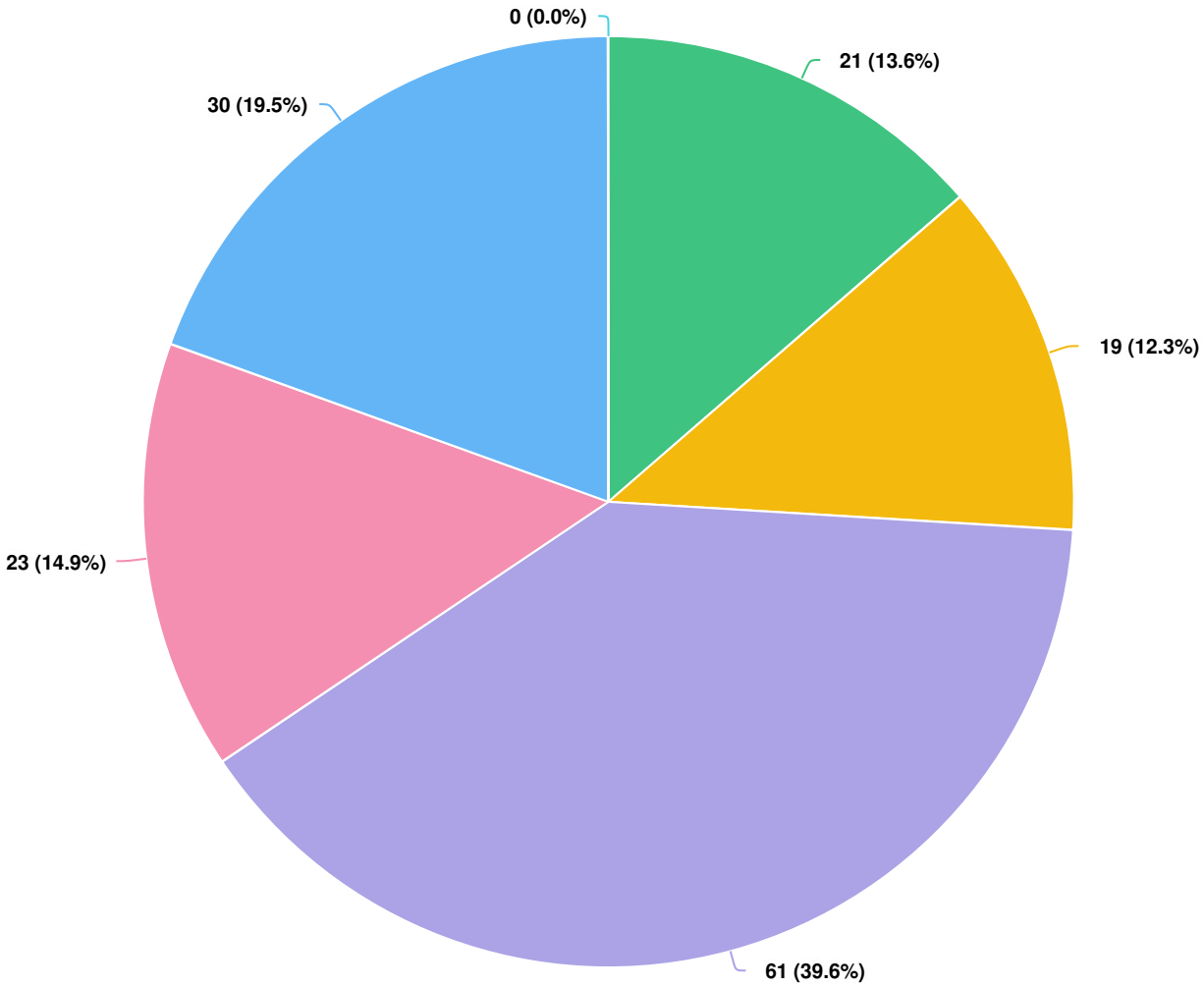
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q13 What is your preference for locations for primary gateway element along Main Street? (select up to three) See map below.



Mandatory Question (154 response(s))
Question type: Checkbox Question

Q14 **If streetscape improvements need to be prioritized due to funding, which area should have the highest priority? (select one) See map below.**

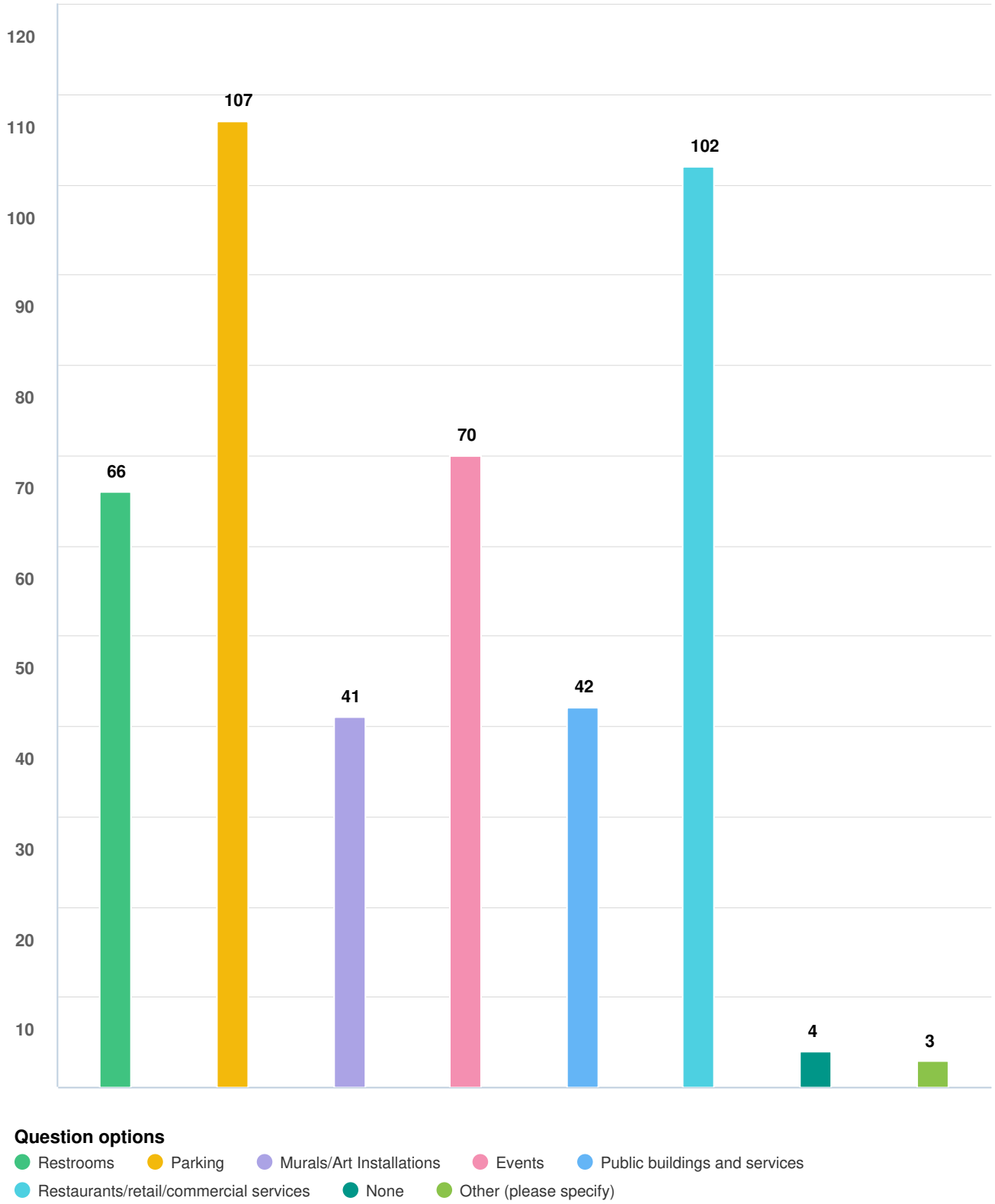


Question options

Area A | Area B | Area C | Minimal improvements spread equally | I don't know/no preference | None of the above

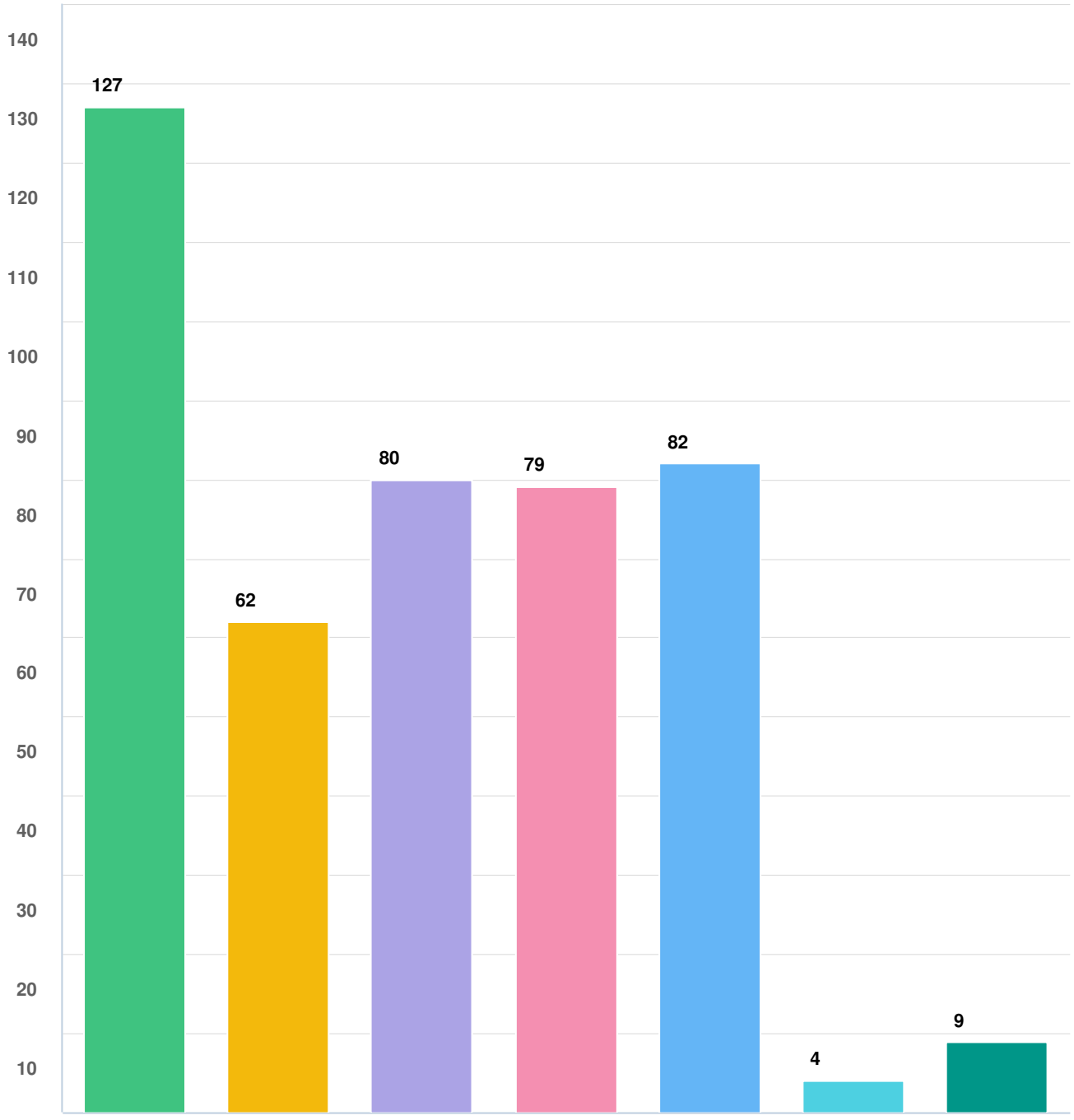
Mandatory Question (154 response(s))
Question type: Radio Button Question

Q15 Which are the most important destinations to direct to with signage and wayfinding? (select all that apply)



Mandatory Question (154 response(s))
Question type: Checkbox Question

Q16 **Which of these design features should be explored for enlivening and drawing people to Main Street? (select all that apply) See images below.**

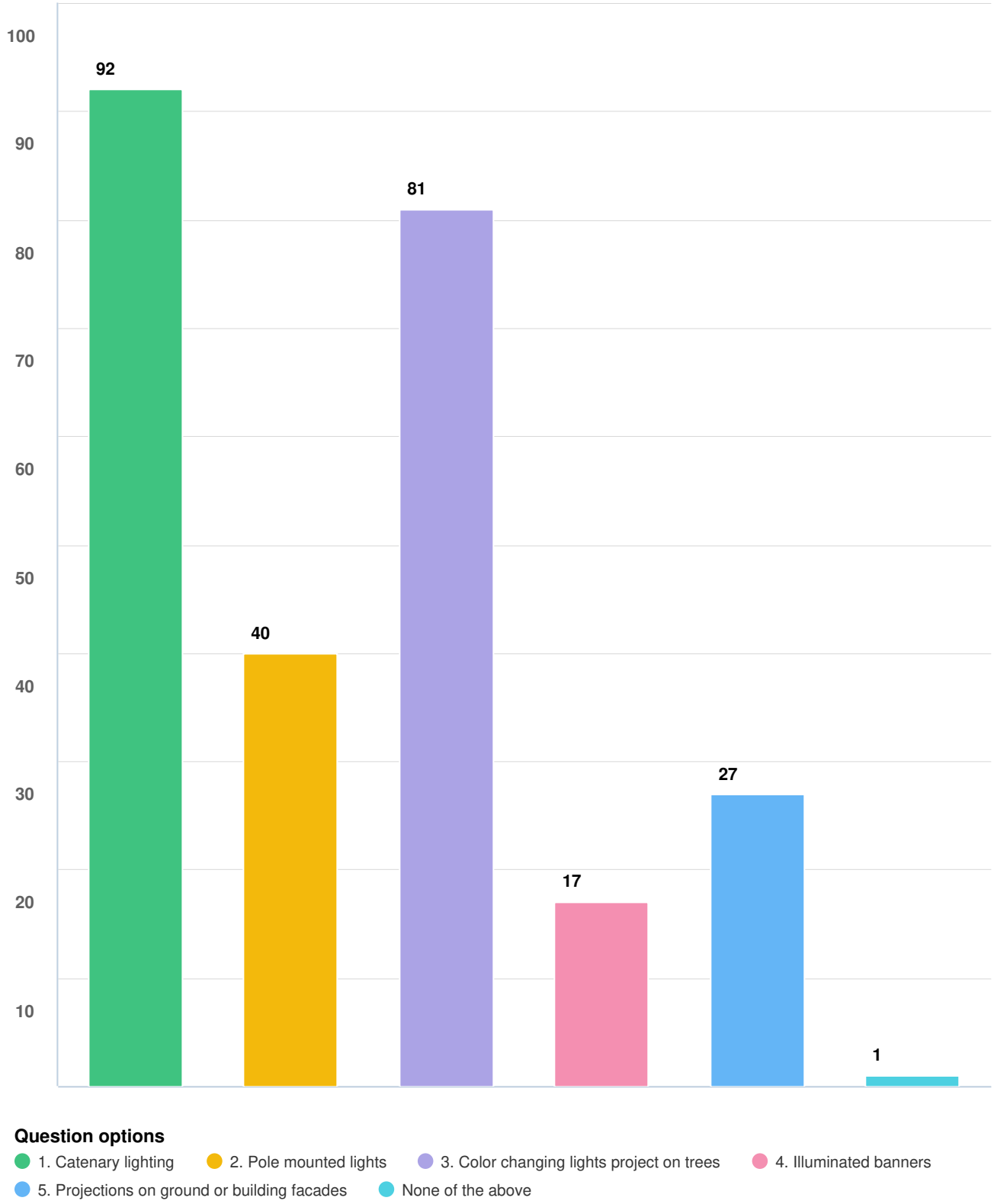


Question options

- Improve seating and outdoor dining options
- Include play features and interactive art
- Incorporate more trees and planting
- Add gateway features and visual attractions
- Design the street to better host events (electrical, reduce tripping hazards, etc.)
- None of the above
- Other (please specify)

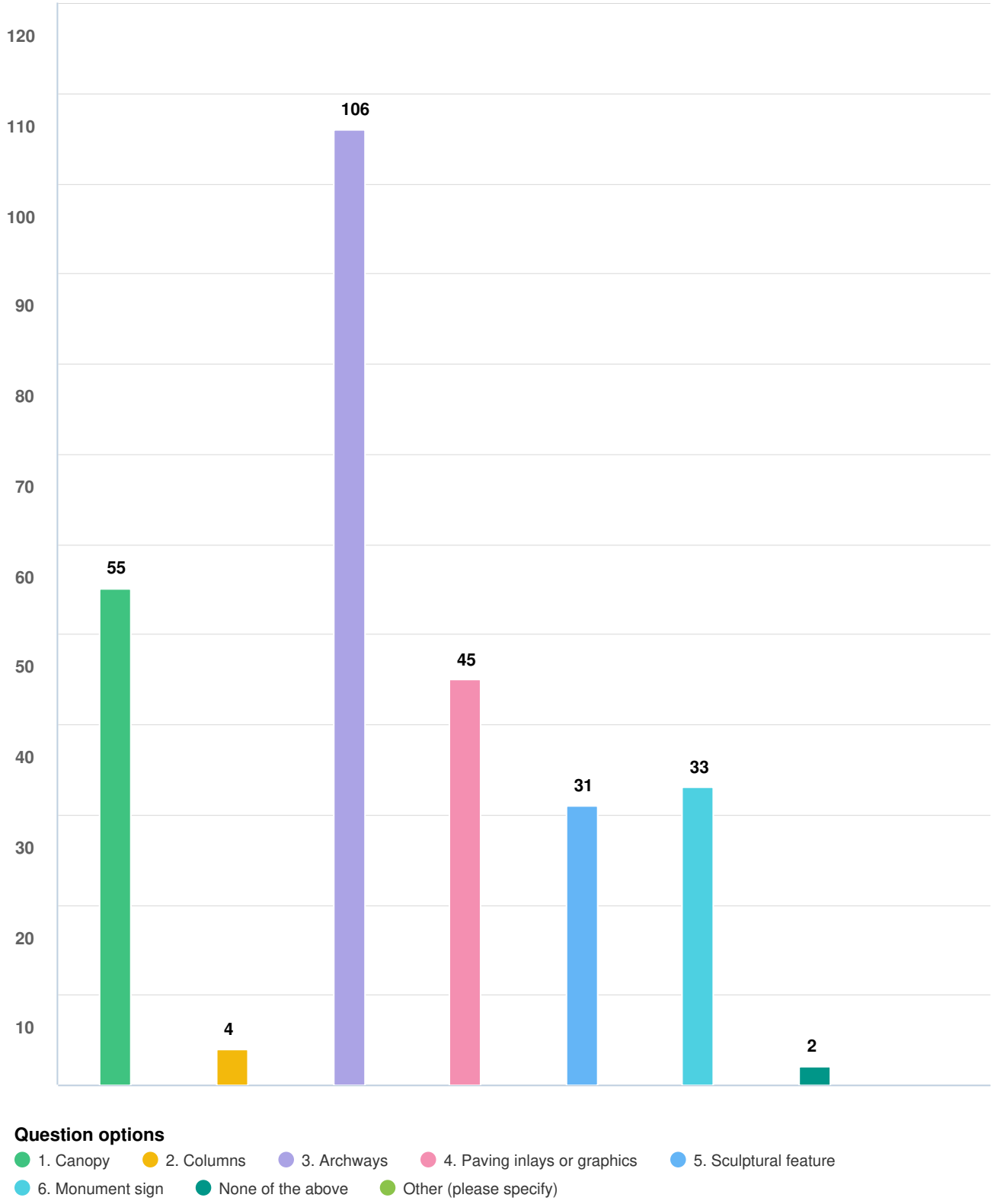
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q17 What type of festival lighting do you prefer? (select up to two) See images below.



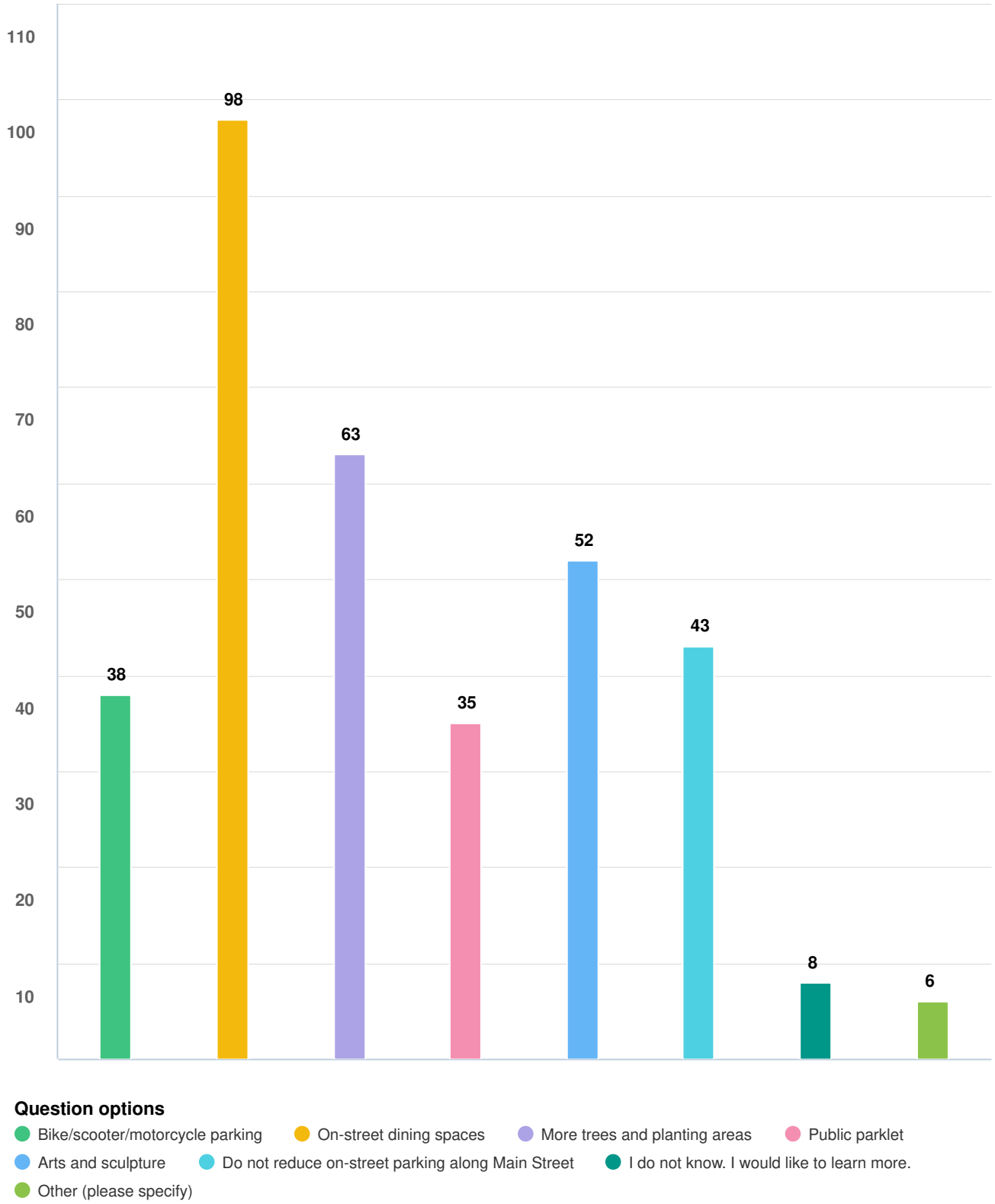
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q18 What type of gateway elements do you prefer? (select up to two) See photos below.



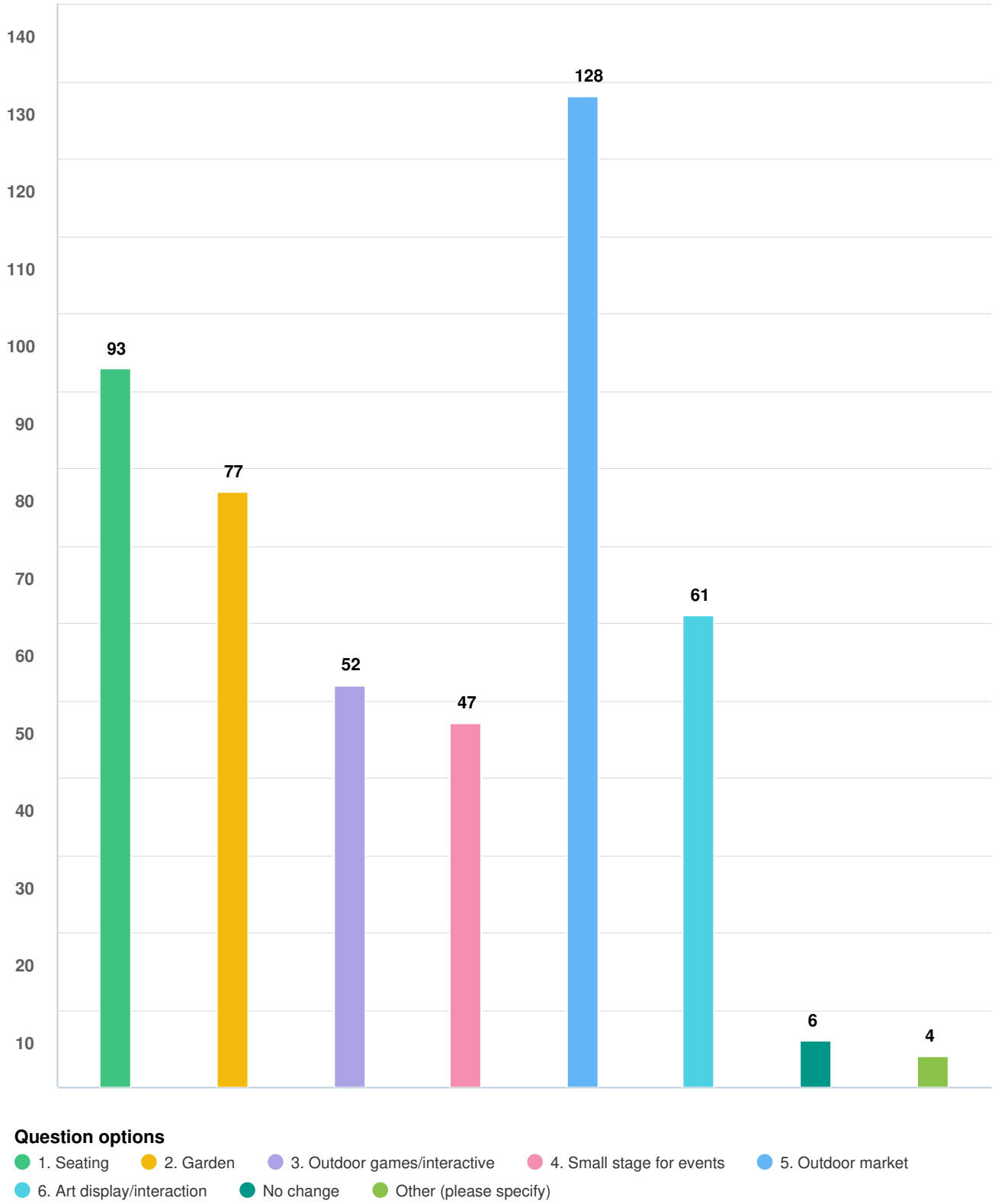
Mandatory Question (154 response(s))
Question type: Checkbox Question

Q19 **If there are opportunities to convert some on-street parking to other uses, what ideas do you support? (select all that apply) See images below.**



Mandatory Question (154 response(s))
Question type: Checkbox Question

Q20 How would you like to see this city property along Main Street utilized? (select all that apply) See images below.



Mandatory Question (154 response(s))
Question type: Checkbox Question

Q21 What other topics or ideas would you like the design team to consider as they develop a Streetscape concept for Main Street? (Include response below)

Anonymous 3/17/2023 03:31 PM	The canopies would be great for events during the summer!
Anonymous 3/17/2023 06:28 PM	What about having the model trains again in the old museum. Kids and people in general loved that. They talked of making a model of Midvale's Main Street too! That was nice like a free event we can do on main.
Anonymous 3/17/2023 06:48 PM	I think we should keep the historic feel. (We have all seen that amazing picture taken in the 50s from the South end) we need more stores and reasons to come to Main Street. There is no draw right now for many people to come spend time there.
Anonymous 3/17/2023 09:12 PM	Safe bike routes connecting Midvale to Main Street.
Anonymous 3/17/2023 10:27 PM	Include the whole Main Street district. Start incorporating elements to the west. There is vast untapped potential at Bingham Junction
Anonymous 3/18/2023 07:00 AM	The issue with safety is a big concern, you can't walk around Main St without fearing being robbed. -The abandoned buildings makes it feel like a ghost town, why is the city allowing these owners to have those buildings in such poor condition?
Anonymous 3/18/2023 01:53 PM	Bring in more restaurants and entertainment
Anonymous 3/19/2023 07:54 AM	A lot of the businesses look rundown or closed - it would be helpful if there were more buildings being utilized for things that attract people like restaurants or pet supply stores or a place for getting locally made gifts. There are a lot more, but those are just some examples I can think of off the top of my head.
Anonymous 3/19/2023 01:24 PM	Main Street needs to be more walkable. The area feels direction less. There are no significant appeals to going to Main. Unfortunately parking makes me not want to bother. When i think of what i can get

	on main, it's alcohol, Mexican food and coffee. Those things aren't bad but there needs to be a bigger NEED. Trendy restaurants? Maybe turn the theater into an independent film location (Sundance?) More night life (dancing, nightclub, music, concerts)
Anonymous 3/20/2023 09:13 AM	I would like to see a Traffic Circle at Center and Main Street, better signage advertising the attractions on Main Street from 72nd, Center, etc
Anonymous 3/20/2023 09:26 AM	Look at 3rd street promenade in Santa Monica. Pretty cool shopping/street experience
Anonymous 3/20/2023 09:37 AM	Holding property owners accountable for negligence to buildings, providing no-cost grants to business owners for facade improvements. Regular monthly meetings on a regular schedule (first wednesday, etc) for stakeholders to talk about and be kept aware of and included in the changes and events on the street. Regular farmers market in the spring/summer/fall. A safe bike and pedestrian path that connects main street to apartment complexes in the surrounding neighborhood. Slower speeds in the areas surrounding main street (apartment complexes and connecting roads). Neighborhood trolley that takes folks from apartment complexes/surrounding neighborhoods to main street (or just for markets)
Anonymous 3/20/2023 02:44 PM	None
Anonymous 3/21/2023 12:04 PM	Work on getting the vacant buildings occupied. This will bring in more people and create a more active downtown environment.
Anonymous 3/21/2023 05:39 PM	Focus on walkability, bikes, skateboards, local businesses and people - not the cars. Midvale Main Street has great bones - just create the community gathering spaces and free public amenities, and hopefully the vibrant Main Street follows.
Anonymous 3/22/2023 07:52 AM	Excited to begin seeing changes on main street!
Anonymous 3/22/2023 10:41 AM	Do something about the buildings that aren't being used. Clean up the area! How many signs does a business need on their windows. Have

	store owner's organize their window displays better. Wash their windows. Remove all clutter from their property. Remove some of the trees and install planter boxes. The street is small but doesn't need to be cluttered with overgrown trees
Anonymous 3/22/2023 10:50 AM	My biggest issue with Main St is almost none of the above. The old, dilapidated, boarded-up buildings are a huge eyesore, make the street feel 'ghetto' and unsafe, and IMO are the primary contributor to Main not feeling welcoming. And some extra dog poop trashbag stations would be nice too. :)
Anonymous 3/22/2023 01:41 PM	Allow the buildings to add a second level so they can have living or commercial on the second floors
Anonymous 3/22/2023 04:17 PM	One of the biggest challenges with Main Street is all the abandoned buildings.
Anonymous 3/22/2023 05:30 PM	Maybe also improve cleanliness and more access ability to garbages like a few cemented trash cans / recycling.
Anonymous 3/22/2023 06:12 PM	I love tattoo shops, but Please please no more tattoo shops and barbers. How many could one street need?
Anonymous 3/22/2023 06:20 PM	Help the small businesses be more modern and improve aesthetics. If that’s not possible then get rid of them and try again. Use the space for trendy bakeries, a deli like Caputo’s, and improve the bars. Also get rid of the fake church’s or get rid of the rule so we can have a bar, brewery or brunch spot. That would seriously help the area and the things there currently are harming and worsening the development and interest for investors.
Anonymous 3/22/2023 07:35 PM	We need to clean Main Street of trash and glass and fix up the buildings that are all broken down! Also a dog park would be nice :)
Anonymous 3/22/2023 09:10 PM	Do something about the old Walker Bank building. It's shameful and it's the main building that is seen on main and center
Anonymous 3/22/2023 10:01 PM	Don’t force out long term residents or the Hispanic people/ businesses they are what have drawn people to Midvale for many

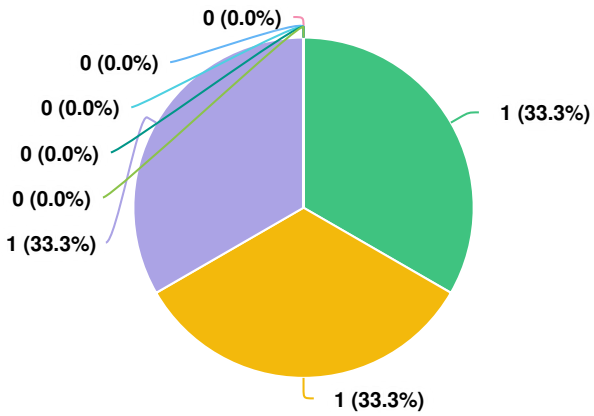
	decades
Anonymous 3/22/2023 11:19 PM	Affordable housing for low income families
Anonymous 3/23/2023 12:18 AM	I would disapprove of gentrification of the center street, but i needs improvement. Maybe upgrading current businesses there, like the outside of their shops (tax businesses and Spanish shops). Having outside flea market would be fun. And the fixing the light on center st and main st to work fast. And maybe upgrading the gas station there? The main and center st intersection holds a lot of traffic, so upgrading that spot would entice drivers.
Anonymous 3/23/2023 03:17 PM	It should be classy with easy access for all and parking.
Anonymous 3/23/2023 10:25 PM	N/A
Anonymous 3/24/2023 07:47 AM	We need more trees on the north end of main street. We used to have some and they were removed several years ago.
Anonymous 3/24/2023 09:12 PM	Take into consideration the large Latino/people of color population
Anonymous 3/25/2023 02:11 PM	Open a restaurant bar.
Anonymous 3/26/2023 10:27 PM	Restaurants that have visual signage with outdoor seating for warmer months
Anonymous 3/28/2023 07:50 AM	I think Vincent's drugstore could be a huge draw if it was actually turned into a vintage drugstore that sold baseballs. People like visiting movie sets and it could be a good gimic. I know you don't have much control over the businesses but cleaning up their window dressing would be a good start. We went to the Christmas market this past year and I was dissapointed at the lack of lighting, it was really dark. Loved the idea but it has to be lit up. Also would love to see the food truck event be on main street, not at City Hall. A monthly street fair would be cool, I would just like to see more reasons to get over there. I love Tres Gatos, but that seems like the only reason to go to main street, Adding some safe seating and garden scape would

	encourage people to hang out there but you need some attractive businesses. Incentivize if you have to. It needs a couple of new restaurants, some retail, and some more lights! Thank you for doing this, I love seeing my city improve and become a safe place I can go for a bike ride with my family. Thank you!
Anonymous 3/31/2023 10:43 AM	All the businesses need face lifts to look cuter/more attractive. It would help the area look safer as well. Leases need to be reasonable so the businesses are all full. Empty businesses look like squalor. The sidewalk all need redoing for safety reasons. There should be no on street parking as this is a safety risk for pedestrians and the street is too narrow as it is.
Anonymous 4/10/2023 01:43 PM	Lights to get attention
Anonymous 4/11/2023 10:26 AM	The streetscape idea is cool, but doesn't help retail business. Please prioritize the retail shops that bring people to Main St
Anonymous 4/11/2023 10:33 AM	Better parking
Anonymous 4/11/2023 10:35 AM	The overall improvements to Main Street would be amazing but we worry that parking will not accommodate the changes. And Main Street parking should be used for customers not business owners.

Optional question (40 response(s), 114 skipped)
Question type: Essay Question

SURVEY QUESTIONS

Q1 ¿Cuál es su edad? (Seleccione una respuesta)

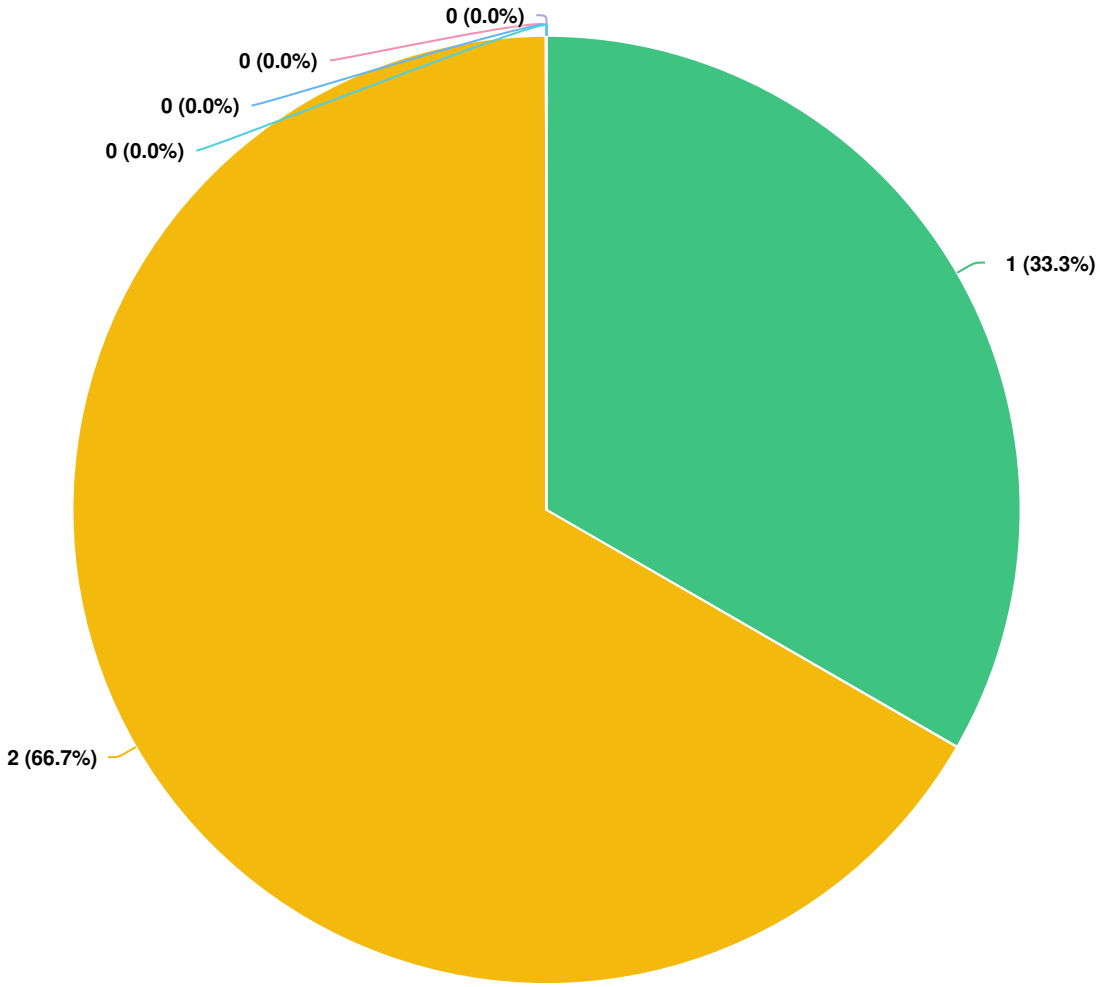


Question options

De 17 a 25 años
De 26 a 35 años
De 51a 65 años
Menor a 10 años
De 11a 16 años
De 36a 50 años
66 o más años
Preferiría no responder a esta pregunta

Mandatory Question (3 response(s))
Question type: Radio Button Question

Q2 He vivido en Midvale por… (Seleccione una respuesta)



Question options

Entre 3 y 5 años
Entre 11 y 20 años
Menos de 3 años
Entre 6 y 10 años
21 años o más
Yo no vivo en Midvale

Mandatory Question (3 response(s))
Question type: Radio Button Question

Q3 ¿Cuál es su relación con Midvale Main Street? (Seleccione todas las que correspondan)

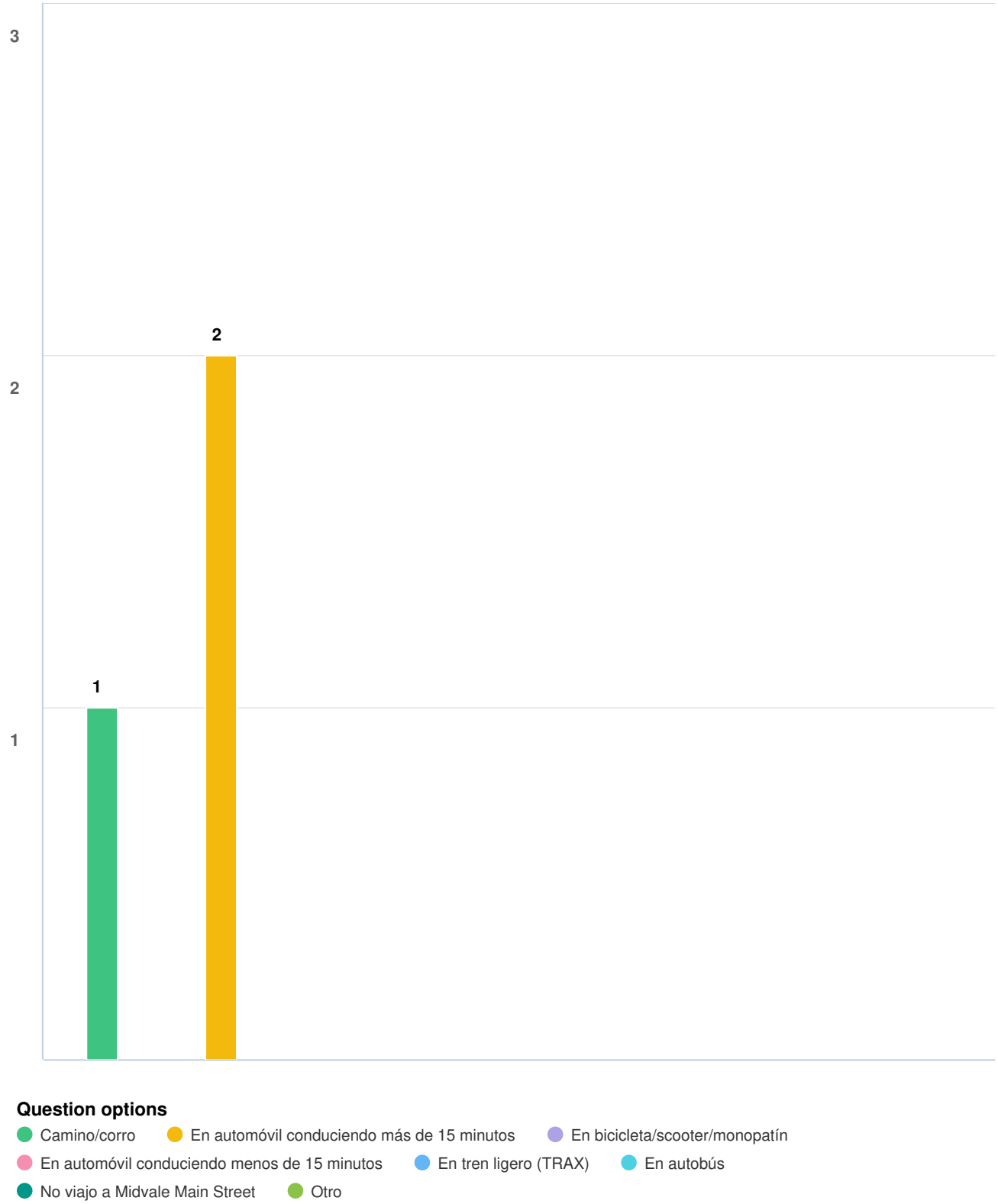


Question options

- Vivo en el barrio
- Trabajo en/cerca de Main Street
- Soy dueño de un negocio o propiedad aquí
- Soy dueño de un negocio (mercado, comida, servicios)
- Mi familia/amigos viven aquí
- Recreación (caminar, trotar, andar en bicicleta, etc.)
- Asistir a eventos
- Normalmente no visito Midvale Main Street
- Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q4 ¿Cómo suele viajar a Midvale Main Street? (Seleccione hasta dos opciones)

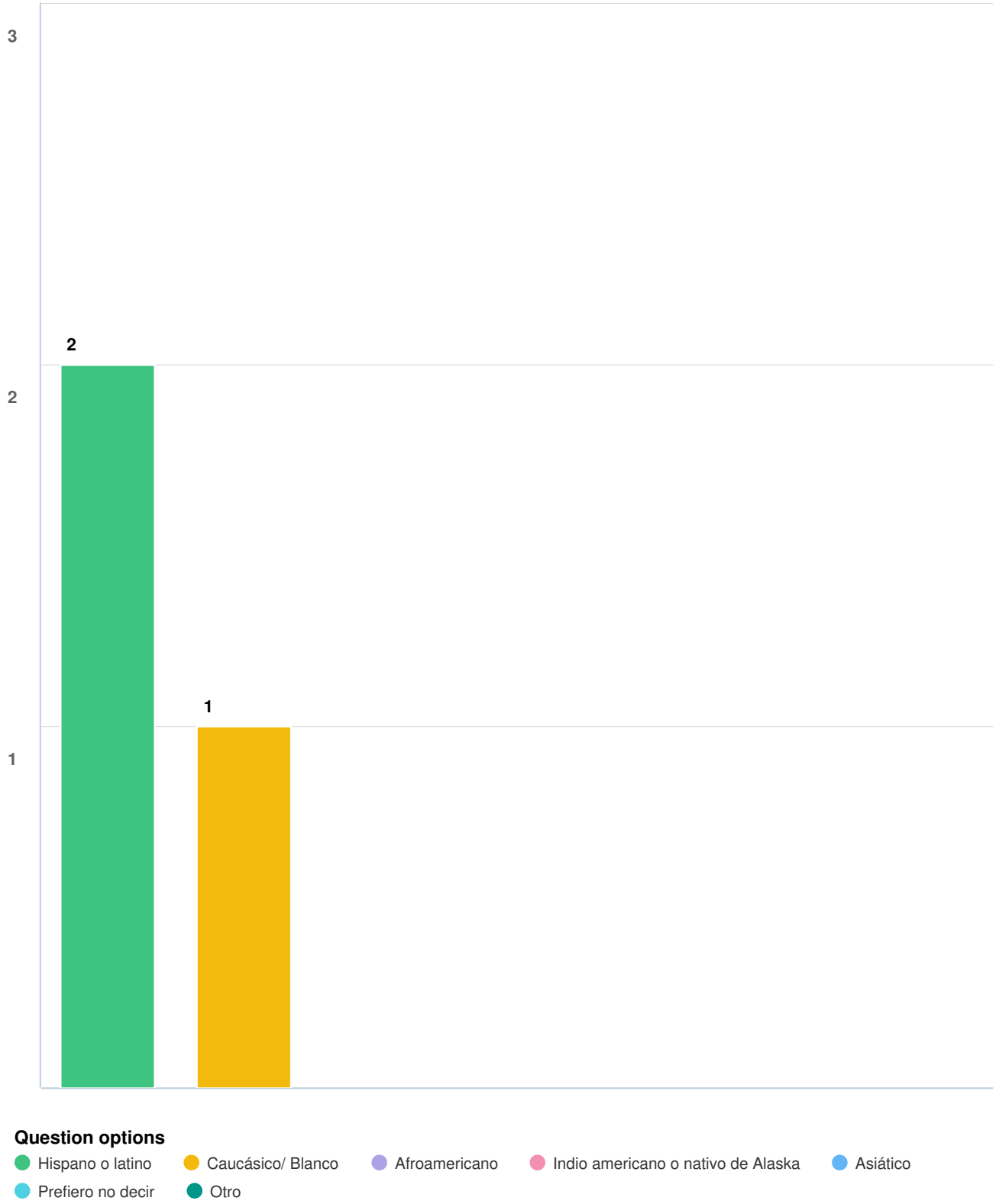


Question options

Camino/corro
En automóvil conduciendo más de 15 minutos
En bicicleta/scooter/monopatín
En automóvil conduciendo menos de 15 minutos
En tren ligero (TRAX)
En autobús
No viajo a Midvale Main Street
Otro

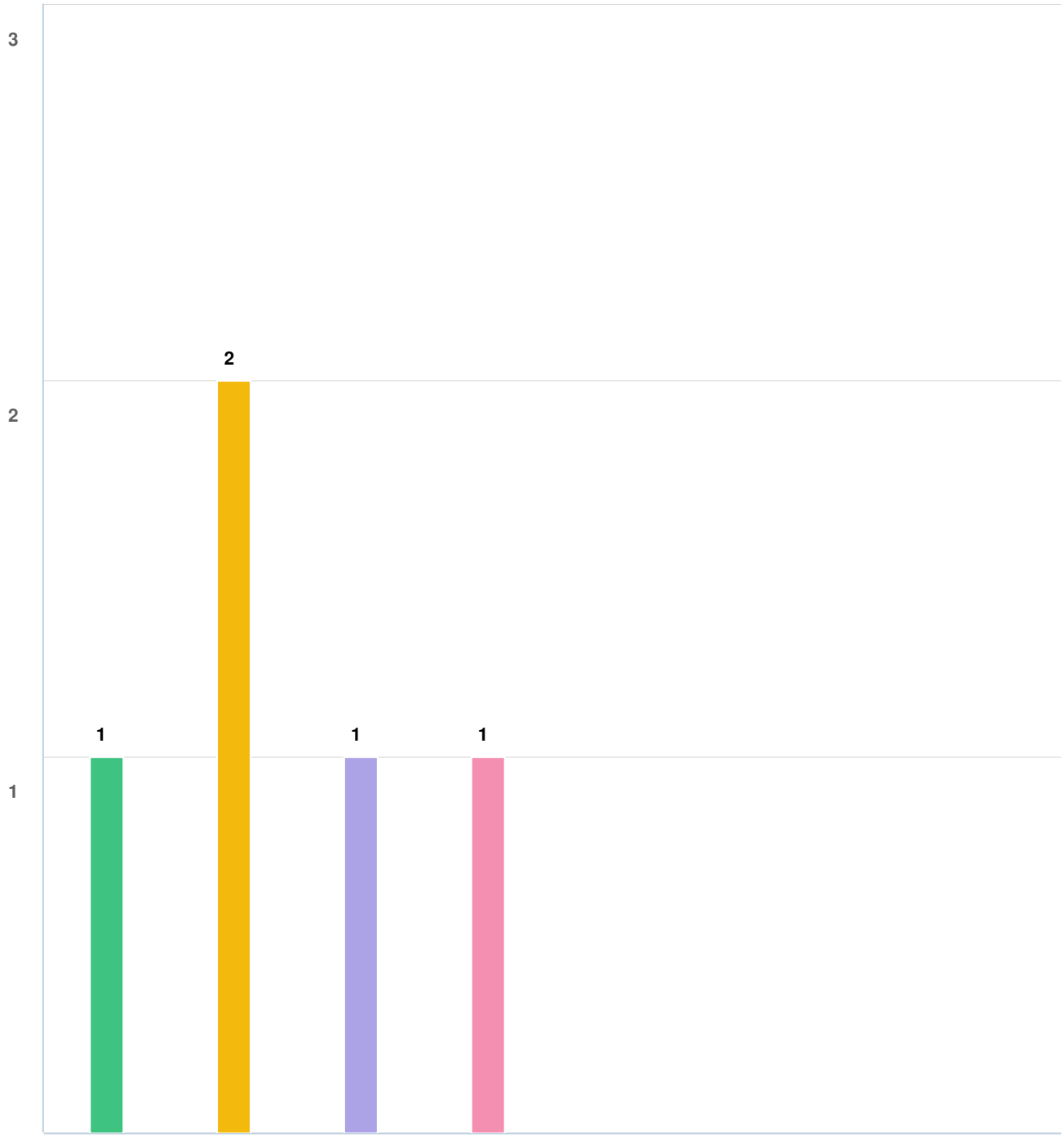
Mandatory Question (3 response(s))
Question type: Checkbox Question

Q5 ¿Cuál es su raza o etnia? (Seleccione todas las que correspondan)



Mandatory Question (3 response(s))
Question type: Checkbox Question

Q6 ¿Qué tipo de eventos que se realizan en la calle le gustaría se agregaran a las ofertas actuales? (Seleccione hasta tres primeras opciones)

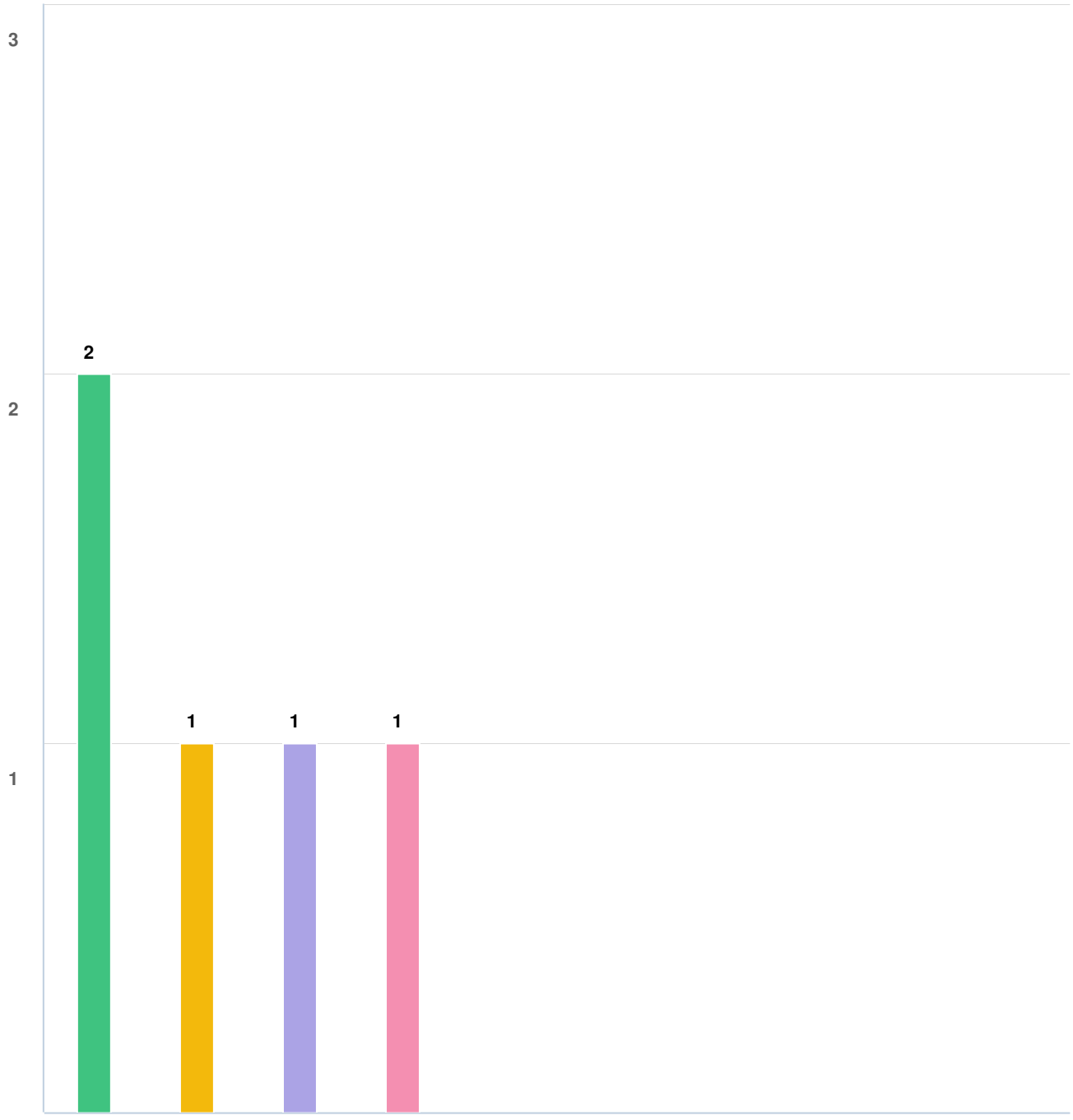


Question options

- Más eventos basados en comida
- Eventos de artes visuales
- Eventos de música y actuación
- Mercados/ferias
- Más eventos relacionados con festividades
- Eventos relacionados a áreas específicas de la industria
- No se necesitan más eventos
- Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q7 Los problemas de movilidad que más me preocupan en Main Street Midvale son…. (Seleccione sus tres primeras opciones)

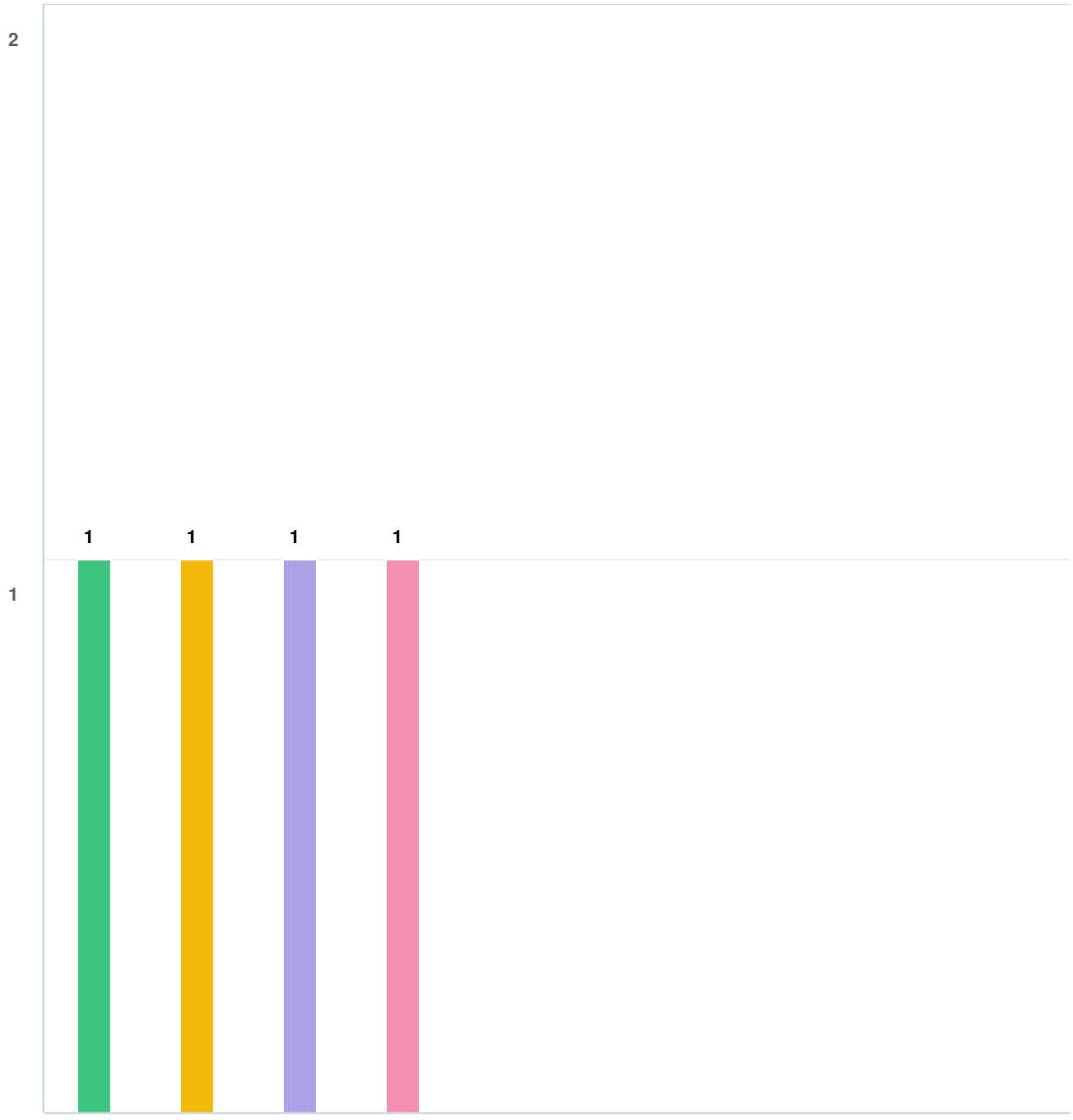


Question options

- Conductores manejando a exceso de velocidad
- Condiciones de las aceras irregulares, rotas o peligrosas
- Falta de cruces peatonales
- Falta de estacionamientos
- Falta de señales para cruzar la calle con seguridad
- Falta de acceso seguro para bicicletas
- Mala conexión con los recorridos de buses
- Muchos cortes de acera
- No me preocupan los problemas de movilidad
- Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q8 Al caminar por Midvale Main Street, los problemas de seguridad que más me preocupan son… (Seleccione sus tres primeras opciones)

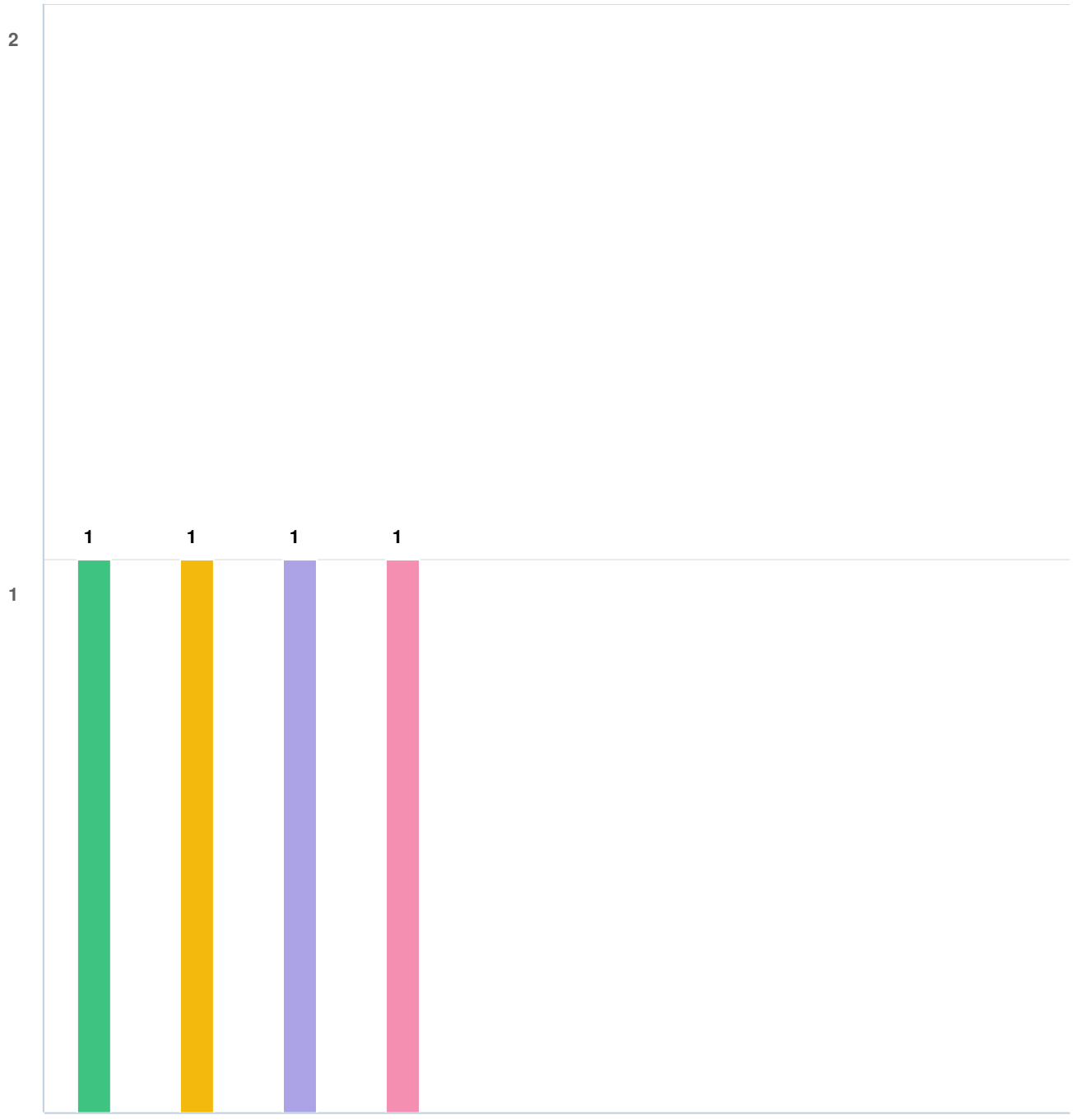


Question options

1. El cruce de Main Street con Seventh Ave.
3. El cruce de Main Street con Second Ave.
5. El cruce de Main Street con First Ave.
7. Cruces con calles laterales
2. El cruce de Main Street con Sixth Ave.
4. El cruce de Main Street con Smelter Street
6. El cruce de Main Street con Center Street.
Alumbrado público insuficiente
Callejones inseguros
Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q9 Las cosas más importantes para mejorar en Main Street son…. (Seleccione sus tres primeras opciones)

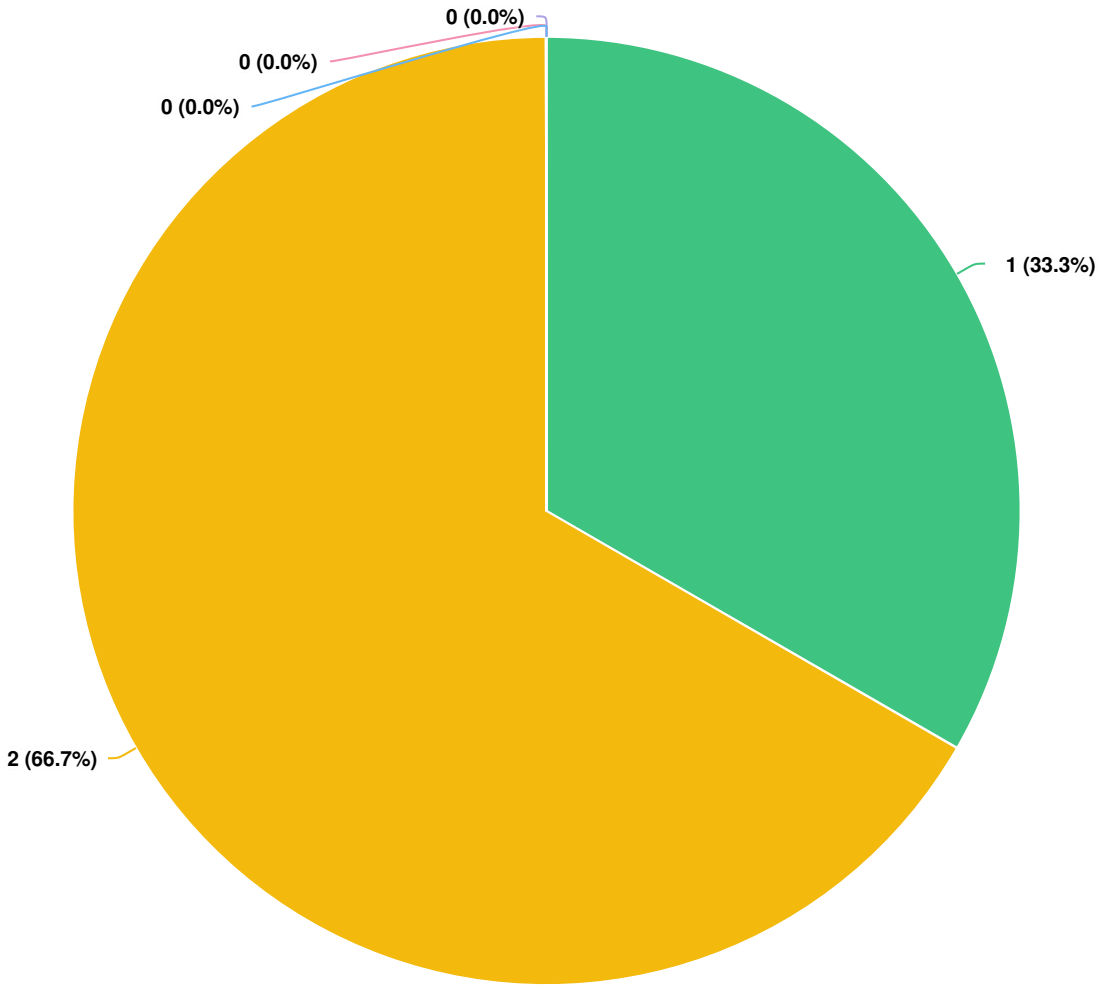


Question options

- Mejorar el atractivo visual de la calle
- Reducir la velocidad de los vehículos y mejorar la seguridad
- Mejorar la iluminación
- Mejorar el acceso a los negocios
- Mejorar las aceras para peatones y bicicletas
- Mejorar las conexiones con los recorridos de buses
- Mantener todos los espacios de estacionamiento en Main Street
- Mejorar los letreros y la señalización
- Aumentar los espacios públicos para pasar el rato y las atracciones
- Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q10 ¿Cómo califica el atractivo visual actual (estética) de Main Street? (Seleccione una respuesta)

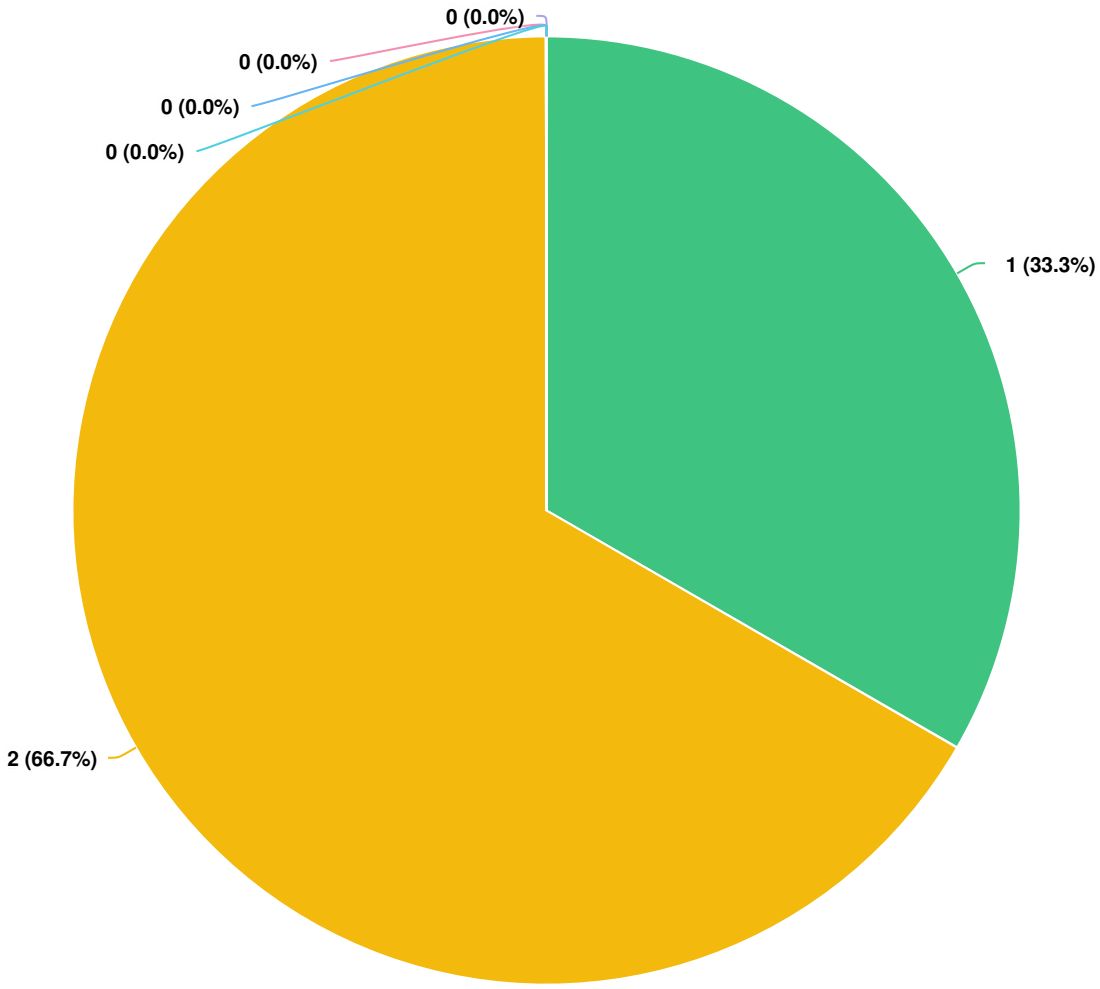


Question options

No tiene atractivo visual
Neutro
Tiene poco atractivo visual
Es algo atractivo visualmente
Es muy atractivo visualmente

Mandatory Question (3 response(s))
Question type: Radio Button Question

Q11 ¿Cuál de las siguientes opciones prefiere para estética e imagen general de Main Street? (Seleccione una respuesta)

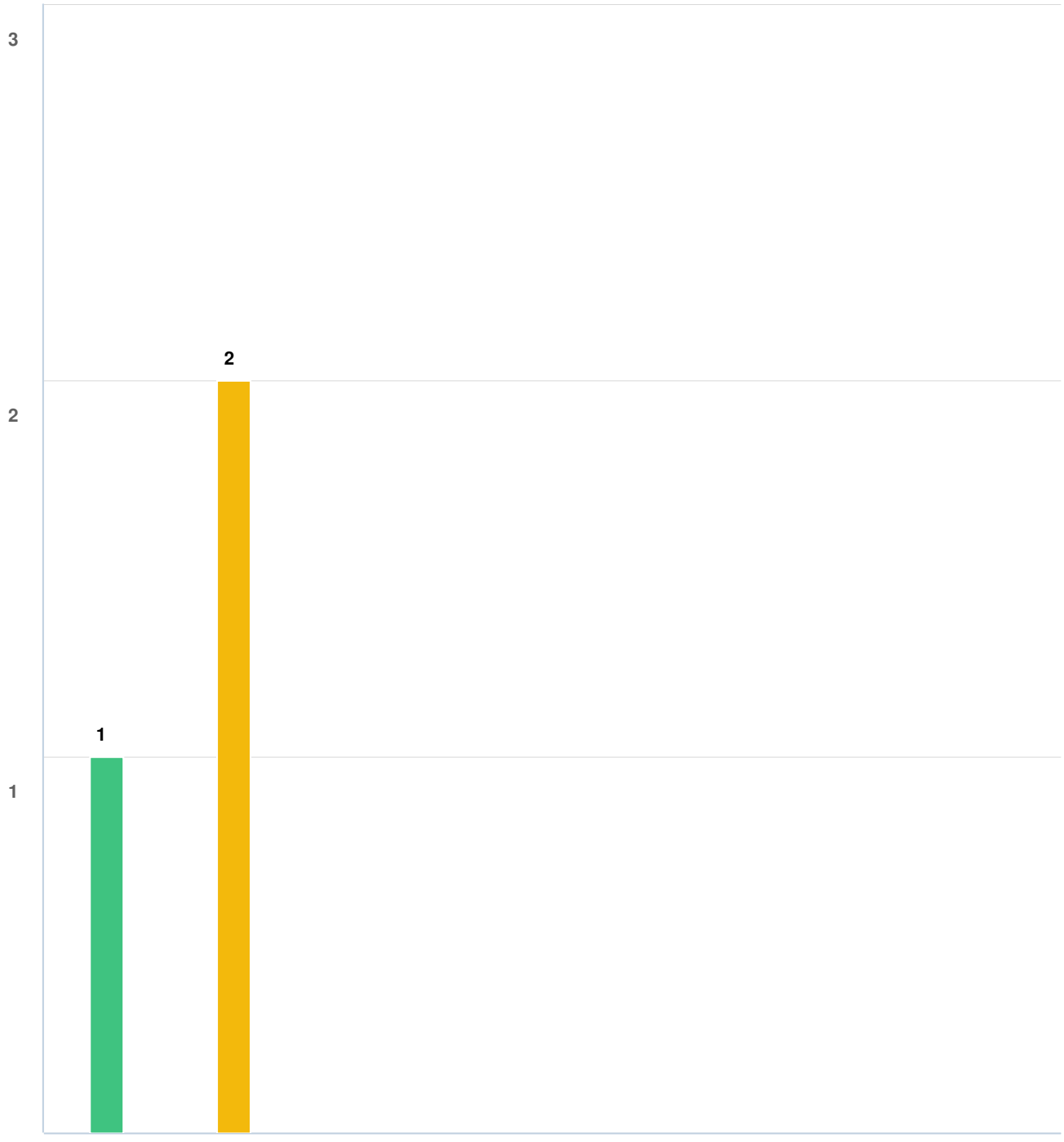


Question options

- Industrial/Histórico
- Ecléctico (combinación de histórico y contemporáneo)
- Lúdico
- Transición de Industrial/Histórico al sur de Second Ave, y Lúdico al norte de Second Ave.
- Ninguna de las anteriores
- No sé/sin preferencia

Mandatory Question (3 response(s))
Question type: Radio Button Question

Q12 ¿Cuáles de las siguientes intersecciones se deberían priorizar para mejorar los pasos peatonales? (Seleccione hasta tres opciones) Ver mapa a continuación.

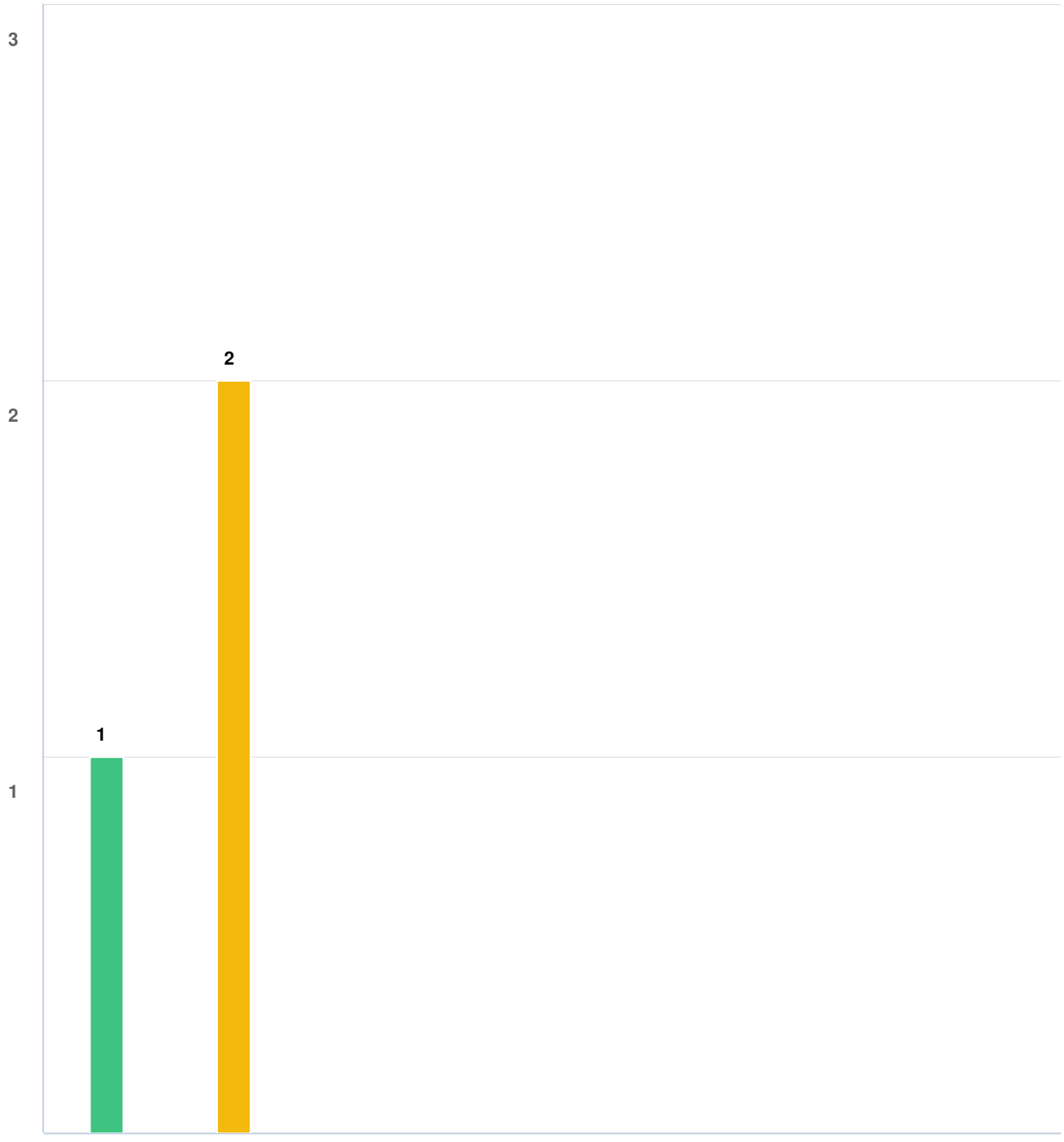


Question options

1. El cruce de Main Street y Seventh Ave.
No sé/ No tengo preferencia
2. El cruce de 700 West y Main Street
3. El cruce de Main Street y Sixth Ave.
4. El cruce de Main Street y Calle Depot
5. El cruce de Main Street y Second Ave.
6. El cruce de Main Street y First Ave.
Ninguna de las anteriores

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q13 ¿Cuál es su preferencia para ubicar un portal/elemento de entrada lo largo de Main Street? (Seleccione hasta tres opciones) Ver mapa a continuación.

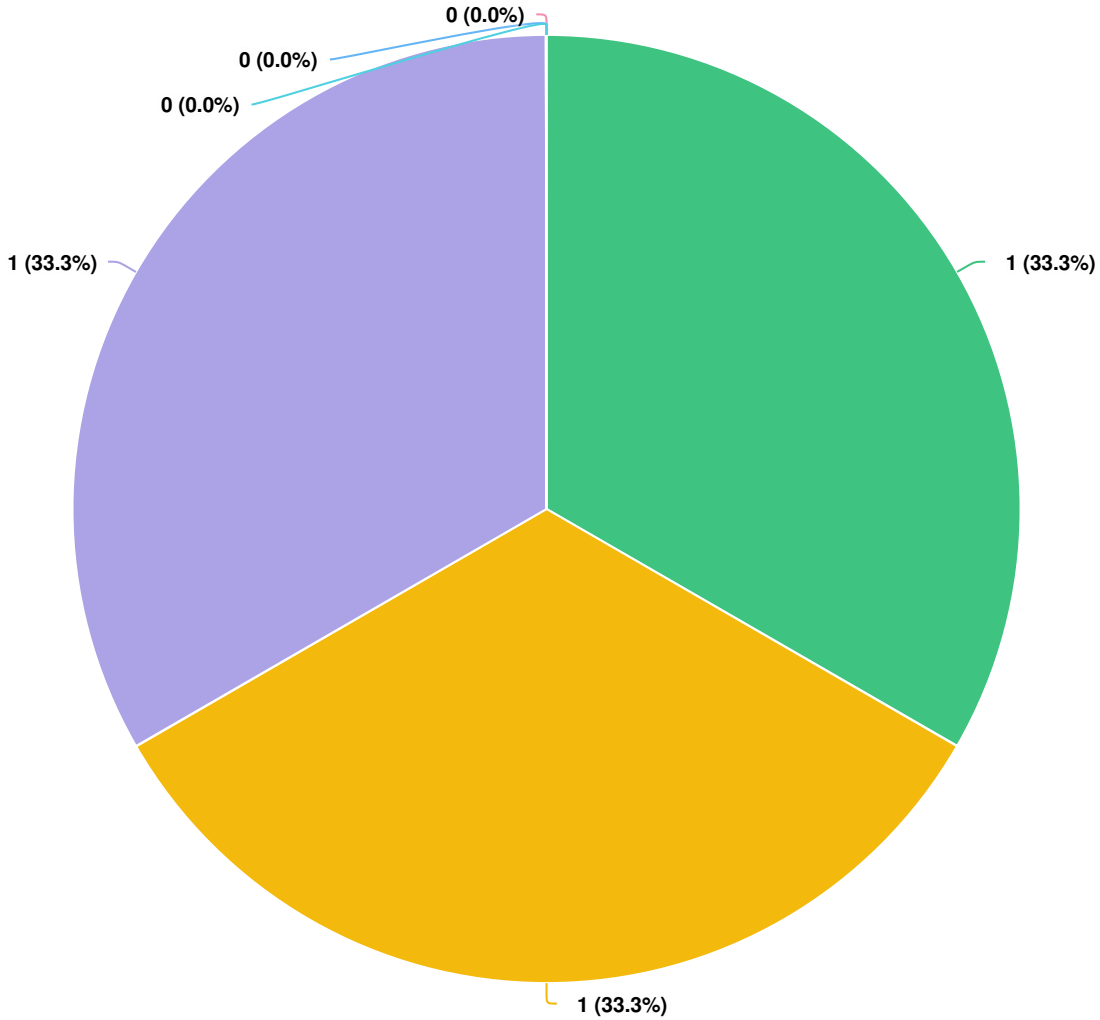


Question options

- 2. Main Street con Fifth Ave.
- 6. Main Street y Center
- 1. Intersección de 700 West y Main Street
- 3. Calle Depósito
- 4. Second Avenue
- Main Street y Smelter Street
- Ninguna de las anteriores
- No sé / No tengo preferencia

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q14 **Si debido a los recursos económicos disponibles es necesario priorizar las mejoras a lo largo de Main Street ¿qué área debería tener la primera prioridad? (Seleccione una opción) Vea el mapa a continuación**

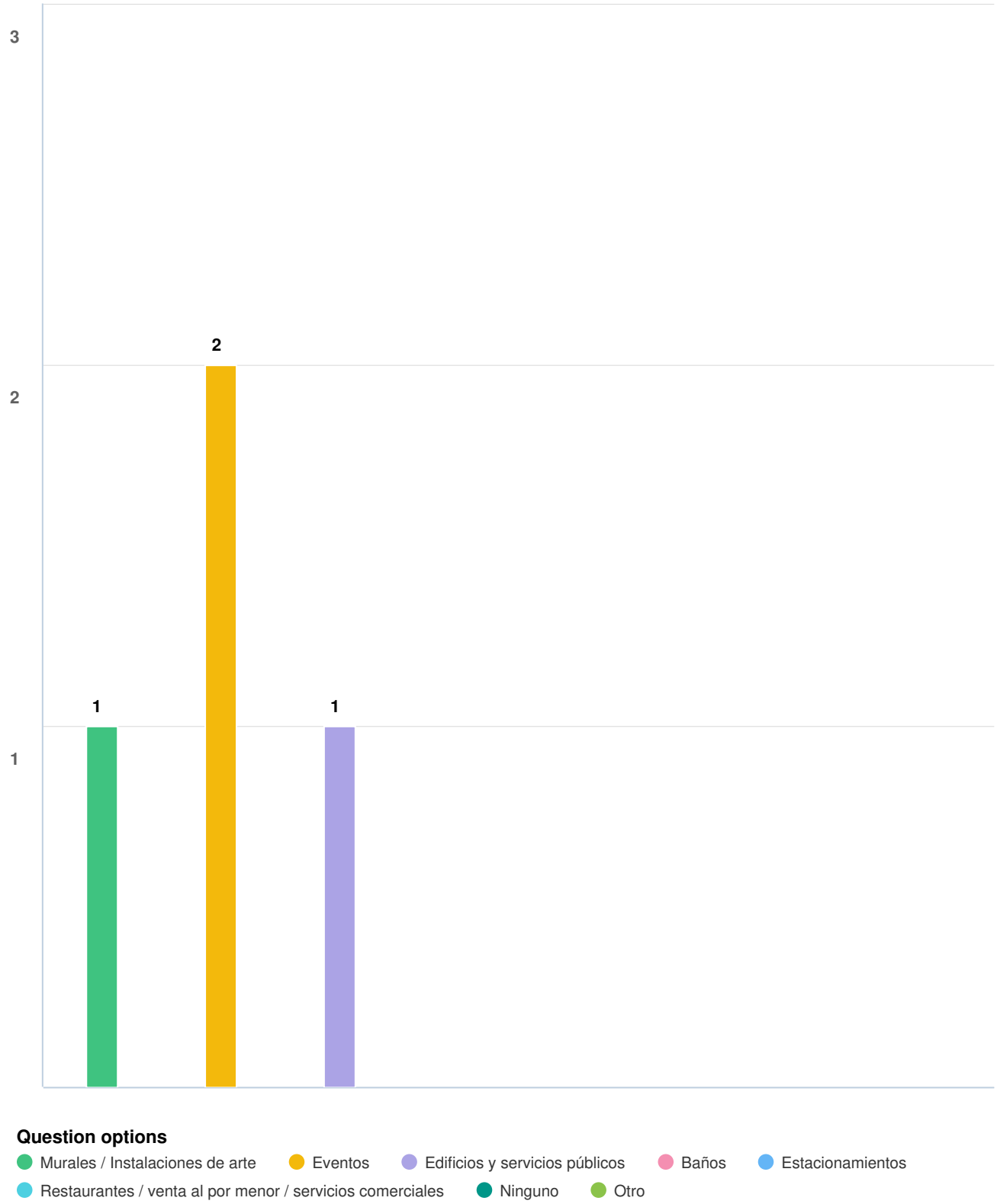


Question options

Área A · Área B · Mejoras mínimas distribuidas a lo largo de toda la calle · Área C · Ninguna de las anteriores · No sé/ No tengo preferencia

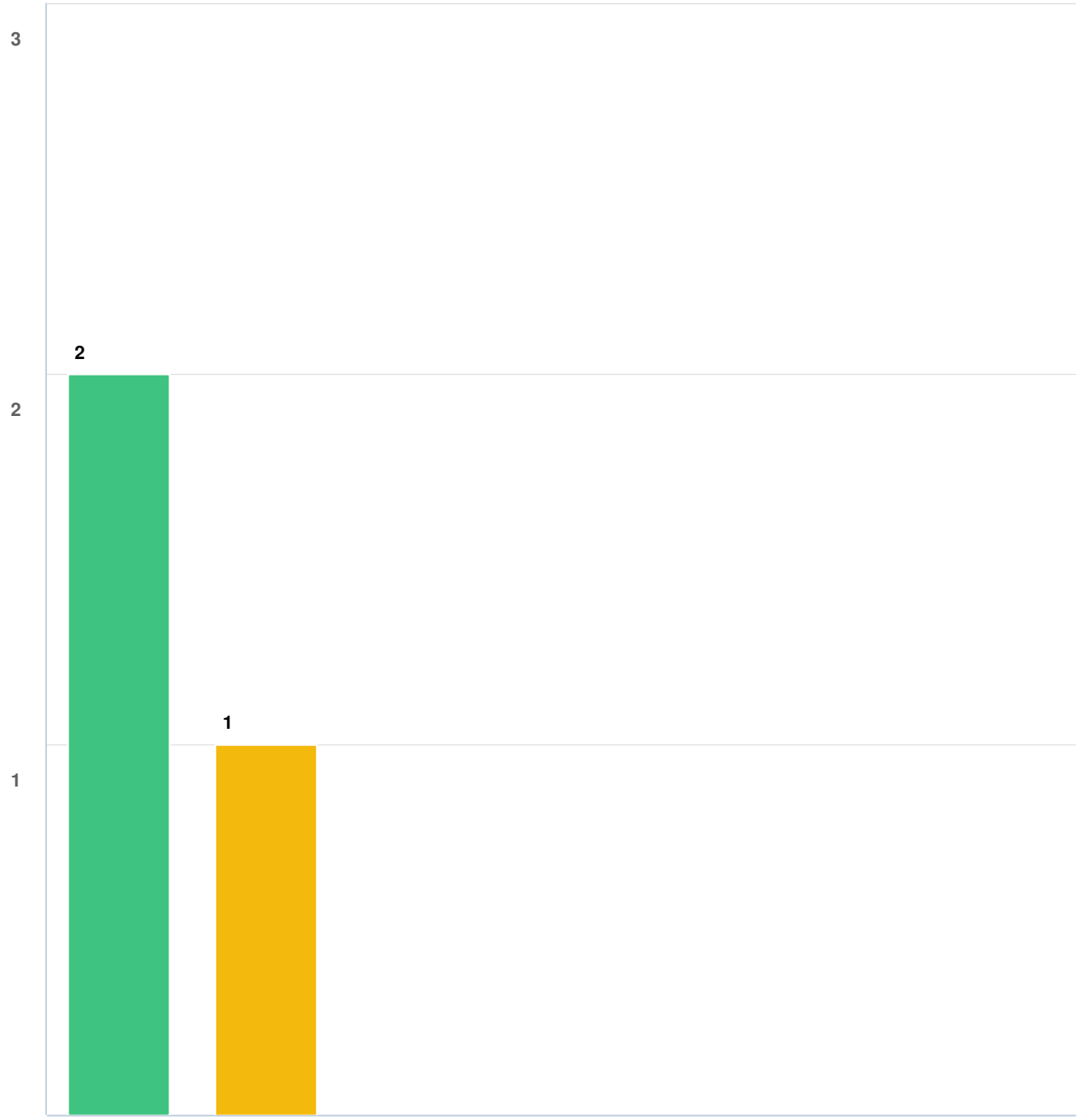
Mandatory Question (3 response(s))
Question type: Radio Button Question

Q15 ¿Cuáles son los destinos más importantes a los que debe dirigir la nueva señalización a lo largo de Main Street? (Seleccione todas las que correspondan)



Mandatory Question (3 response(s))
Question type: Checkbox Question

Q16 **¿Cuáles de las siguientes estrategias de diseño deben explorarse para atraer más gente a Main Street? (Seleccione todas las que correspondan) Vea las imágenes de muestra a continuación.**



Question options

- Incorporar más árboles y áreas verdes
- Diseñar la calle para que pueda albergar eventos (incorporar instalaciones eléctricas, reducir los riesgos de tropiezos, etc.)
- Mejorar las opciones para sentarse y cenar al aire libre
- Incluir áreas de juego y arte interactivo
- Agregue un portal/elemento de entrada y atracciones visuales
- Ninguna de las anteriores
- Otro

Mandatory Question (3 response(s))
Question type: Checkbox Question

Q17 ¿Qué tipo de iluminación especial prefiere? (Seleccione hasta dos opciones) Vea las imágenes de muestra a continuación.

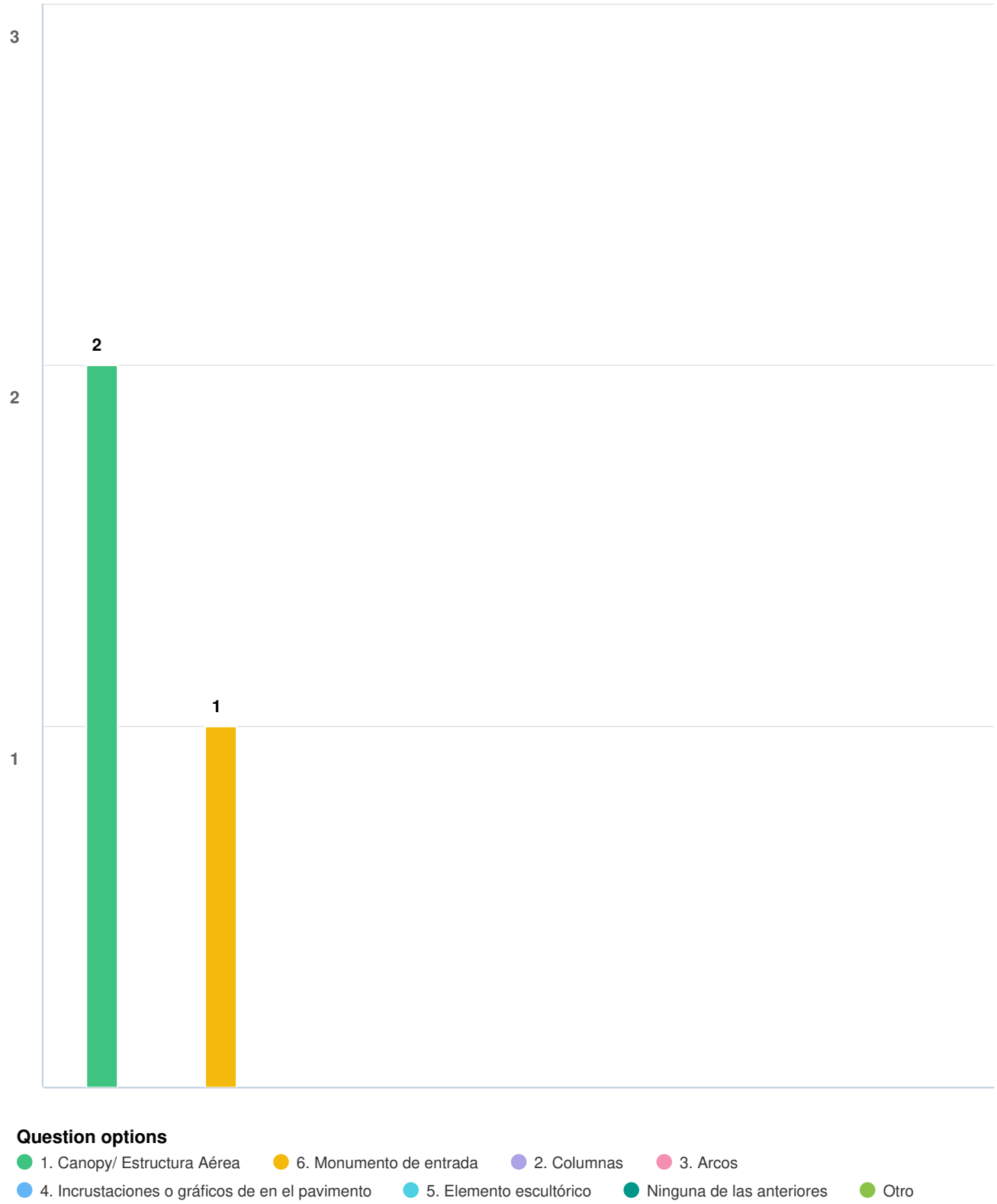


Question options

1. Luces colgando sobre la calle
2. Luces montadas en postes
4. Letreros iluminados
5. Proyecciones en suelo o en fachadas de edificios
3. Luces proyectadas en los árboles que cambian de color
Ninguna de las anteriores

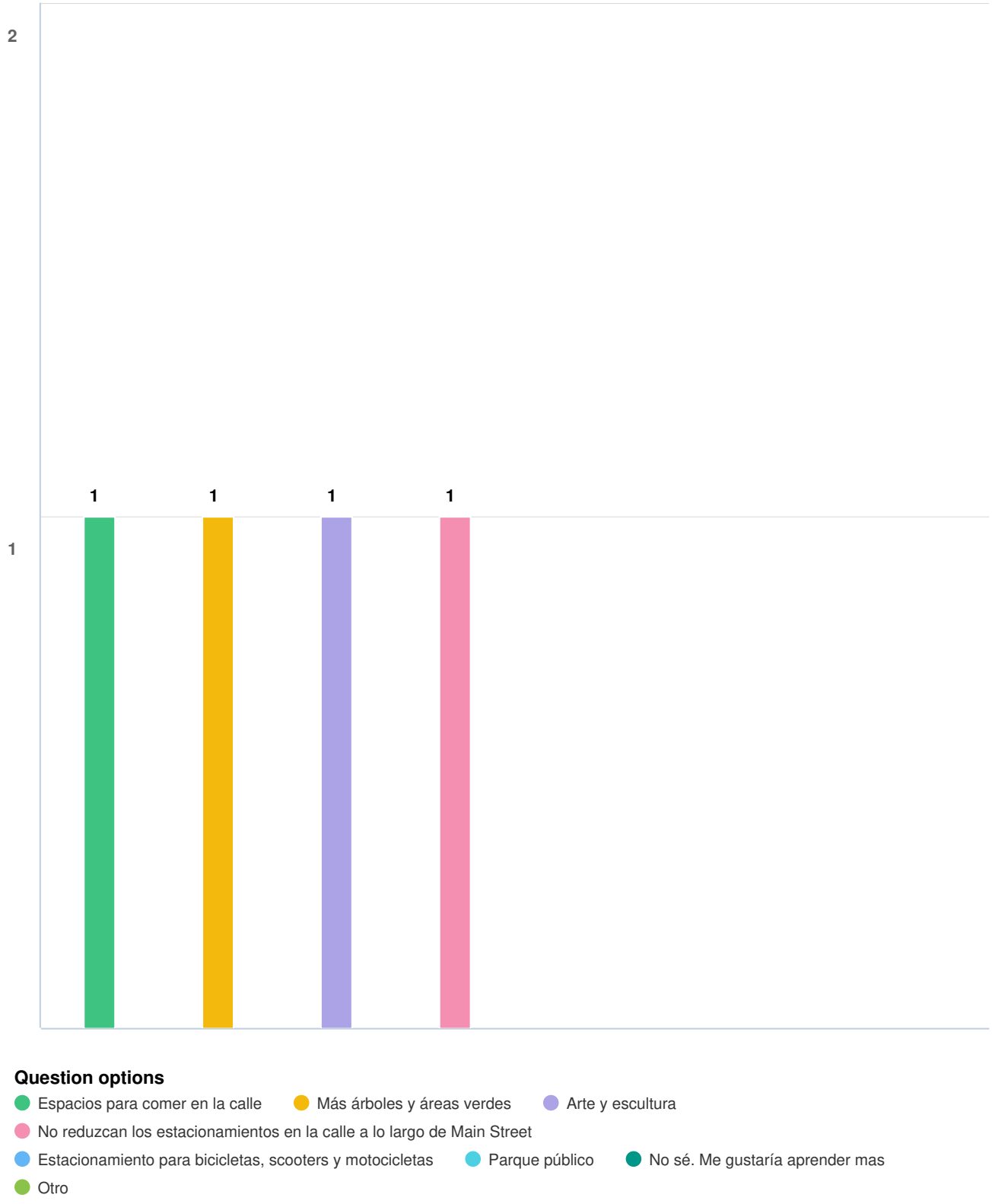
Mandatory Question (3 response(s))
Question type: Checkbox Question

Q18 ¿Qué tipo de elemento prefiere para un portal/ elemento de entrada a Main Street? (Seleccione hasta dos opciones) Vea las imágenes de muestra a continuación.



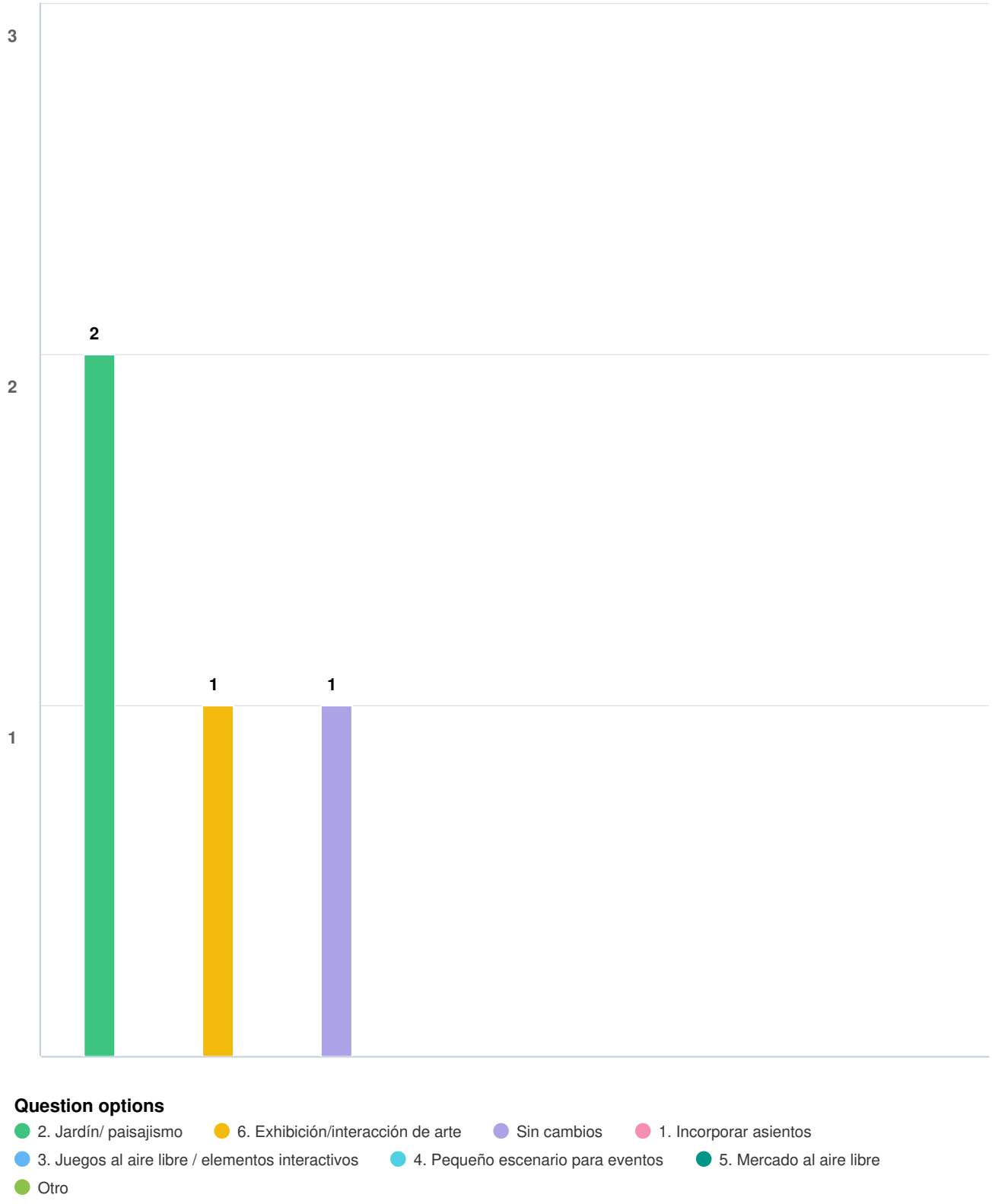
Mandatory Question (3 response(s))
Question type: Checkbox Question

Q19 **Si hay oportunidades para convertir algunos estacionamientos en la calle a otros usos, ¿qué ideas apoyaría? (Seleccione todas las que correspondan) Vea las imágenes de muestra a continuación.**



Mandatory Question (3 response(s))
Question type: Checkbox Question

Q20 **¿Cómo le gustaría que se utilizara esta propiedad ubicada en el cruce Main Street y Second Ave? (Seleccione todas las opciones que correspondan) Vea las imágenes a continuación.**



Mandatory Question (3 response(s))
Question type: Checkbox Question

Q21 ¿Qué otros temas o ideas le gustaría que el equipo considere al desarrollar un diseño para Main Street?) (escriba en blanco)

Anonymous 3/24/2023 02:39 PM	I think things should be painted white and yellow. (Not fluent in Spanish.)
Anonymous 4/10/2023 01:32 PM	‘
Anonymous 4/10/2023 01:32 PM	Hacer eventos artisticos mas regularmente

Optional question (3 response(s), 0 skipped)
Question type: Essay Question

APPENDIX C

» Planning Review Document

DESIGNWORKSHOP
Landscape Architecture
Planning
Urban Design
Strategic Services

120 East Main Street
Aspen, Colorado 81611
970.925.8354
designworkshop.com

MEMORANDUM

To: City of Midvale: Kate Andrus

From: Design Workshop: Marianne Stuck and Anna Laybourn

Date: 1/27/2023

Project Name: Midvale Main Street Urban Design

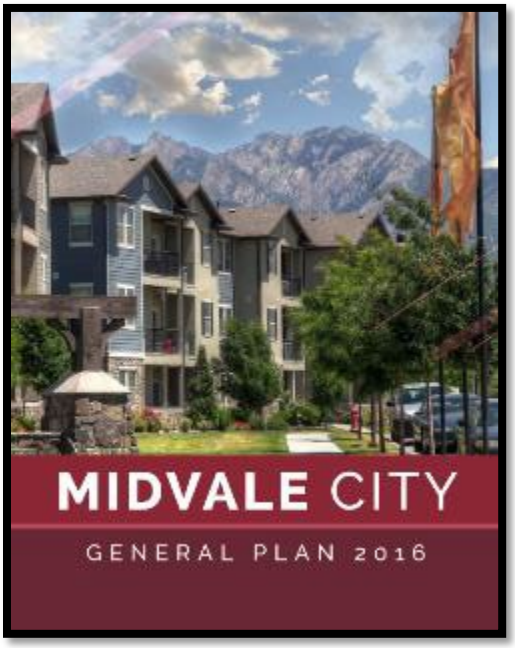
Project #: 7016

Subject: Previous Relevant Documents Review Summary

The following memo includes a review of documents that have been identified by the City of Midvale as having content relevant for urban design of Main Street:

- Midvale City General Plan, 2016
- Midvale Downtown Arts District Market Study Report, 2021
- Midvale Main Street Small Area Plan, 2018
- Form Based Code, updated 2022
- Midvale Redevelopment Agency: Main Street Project Area (budget and impact report), 2020
- Main Street Community Development Project Area Plan, updated 2021
- West Main Street Area Infrastructure Study, updated 2021

The following information has been extracted from these documents to highlight considerations for proposing design strategies related to streetscape improvements, materials, and overall character for Main Street.



Document Name:	Midvale City General Plan 2016
Department Issuing:	City of Midvale

Publication Year:	2016
Summary:	This 2016 Midvale General Plan establishes a vision for the future of the City and serves as a policy document for decision-making for the development of Midvale over the next 8-10 years. The Plan identifies goals for six plan elements: land use; housing and demographics; commercial and economic development; transportation and mobility; public facilities and services; and parks, recreation, and open space. The Plan also includes recommendations for short- and long-term implementation of the goals of the General Plan.
Key takeaways:	**Chapter 1: Our Vision** • Vision statements were developed for six aspects of living and working in Midvale – land, housing, demographics, commercial and economic development, transportation and mobility, and parks, recreation, and open space. • Build on what is currently there, don't destroy the character of the street **Chapter 2: Our Foundation** • History: The Main Street area of Midvale began as a center of milling and industry. Pioneer families arrived in 1851 to start the settlement, which blossomed in the 1870s. The area was then known as Bingham Junction and was an important midpoint along the rail line. • Population of Midvale City is projected to increase by 13,243 residents by 2030. • Midvale now encompasses 3,068 acres extending from the Jordan River on the west, to modern Fort Union on the east, and from I-215 on the north to approximately 8600 South on the south. • Land Uses: Residential land use forms the largest use of land in Midvale. 44% of the total acreage of the city is a mix of single-family and multifamily residential land uses. Midvale is largely built out, with only 8.5% of its land area still vacant. (Existing Land use and zoning maps pgs. 19-20) • Midvale has 11,792 housing units and a population of approximately 34,000. 51% of Midvale's homes are valued at $200,000 or less. • There are opportunities for better east-west connectivity by ensuring that new developments have good connections to existing developed areas. ▪ As space for transportation is limited, planning must not only identify opportunities for merging compatible transportation modes, but also ensure complementary uses of different streets and transportation routes. (Vehicular Network maps pg. 27-28) • Midvale is currently home to three UTA TRAX stations as well as five bus routes and two flex shuttles (Map on pg. 33) however the connections from Main Street need to be improved. • Midvale's current formal bicycle infrastructure is minimal (Map pg. 32), but opportunities for enhancing existing networks are available. The biggest challenges for bicycle transportation in Midvale are the physical barriers that transect the City at several locations. Bicycle routes will likely need to be contained within existing street rights-of-way. • The City of Midvale has the potential to be a much more walkable city. The area's TRAX stations provide an important non-vehicular access route to the region. The area of Midvale east of I-15 contains many pedestrian destinations barricaded by high-volume, fast-moving traffic. Redevelopment of these areas will provide opportunities to improve walkability, especially near TRAX stations. A more direct

	connection could be made from the Main Street area to the Bingham Junction TRAX station. (Existing and Planned Pedestrian Network map pg. 37) Chapter 3: Our Plan- Goals • Goals for Land Use: preserve and build on the character, provide and implement new bike routes to complete transportation system, connect Main Street to surrounding neighborhoods, connect Main Street with Bingham Junction through the extension of Tuscany View Road • Goals for Transportation: ▪ Regional connections/local streets: enhance the 7200 South/Fort Union Boulevard Ski Corridor, encourage through traffic to stop and shop in Midvale, work to maintain and improve the function of major streets and the capacity of signalized intersections in Midvale. ▪ Public Transportation: enhance east to west vehicle connectivity and area pedestrian connectivity to TRAX stations. ▪ Bicycle Travel: Improve and encourage the use of active transportation as an alternative to vehicular travel, explore opportunities to overcome physical barriers to bicycling in Midvale, act on bicycle lane striping projects on key streets before future traffic capacity issues rule them out as possibilities, explore the protentional for adding additional trails along the branch TRAX corridoes, the Jordan River and Salt Lake City Canal ▪ Pedestrian Travel: enhance pedestrian accessibility to Midvale's three TRAX stations by establishing through connections on the streets leading to them, Support improvements to the pedestrian environment on State Street and 7200 South with walkways and more pedestrian amenities, support improved pedestrian access within and between Midvale neighborhoods, connect disconnected sidewalk segments and pedestrian ways. • Goals for Public Facilities, Services, and Amenities: ▪ Provide high quality design for streetscapes and other public spaces, provide and maintain attractively landscaped and designed City gateways, maintain and improve the Midvale urban forest. • Goals for Parks, Recreation and Open Space: ▪ Mini-park development on vacant or underutilized land, improve non-motorized access to parks, Improve community connections to the Jordan River Parkway, such as the connection to Murray to the north and Jordan River Boulevard. Appendix B: Transportation Assets, Challenges, and Opportunities • Bicycle: Midvale has very little existing formal bicycle infrastructure. However, Midvale does have several streets that are compatible with cycling, opportunities for bicycle-supportive neighborhoods, and a stretch of the Jordan River Parkway.

	Other assets include existing plans for bicycle improvements from UCATS and the WFRC RTP. ▪ The biggest challenge for bicycle infrastructure is the major barriers which transect the city at several locations. These barriers, such as I-15 and State Street, do not provide usable corridors and are difficult to cross conveniently and safely. • Pedestrian: Midvale has the potential to be a much more walkable city. The city's walkable historic downtown, its neighborhoods and their parks and schools and churches, and the infusion of TRAX stations are the assets upon which the City can build upon for its pedestrian network. ▪ Currently, walking to and among Midvale's pedestrian destinations is challenged by significant barriers, which are primarily at-grade and grade-separated roads such as I-15, State Street and 7200 South. Most of these barriers, apart from 7200 South, run north-south, pedestrians should be able to access Main Street, Bingham Junction, Fort Union, Family Center, State/Center and the southern state street corridor by foot. Appendix C: Neighborhood Assessment - Main Street • Area Description: The Southwestern section of Midvale, which is bordered by I-15 to the east and the southern portion of Bingham Junction to the west. • Include Historical Main Street the new city hall, and senior center • Historic but stable housing stock • Small local retail on Main Street • TRAX stop located just outside of the neighborhood, but access to the stop is an issue • Influencing Trends: Strategic location and redevelopment of City Hall and Senior Center • Opportunity Areas: enhance primary corridors, trails and open space connecting area with Bingham Junction and Jordan River Trail, implement new bike routes to complete transportation system, connect Main Street to Old Town and Bingham Junction



Plan / Document Name:	Midvale Downtown Arts District Market Study Report
Author:	Webb Mgmt
Publication Year:	August 16th, 2021
Summary:	Study done by Webb Mgmt, a management consulting practice for the development and operation of cultural affairs. This study determines whether there is a market opportunity to create a new downtown arts district in and for the community.
Key Takeaways:	The City of Midvale can and should consider the development of the Arts District along the southern portion of Main Street in downtown Midvale, for the following reasons: • Arts districts represent a proven model for the redevelopment of Main Street areas towards the pursuit of goals that have been established by the City of Midvale. • There is a dearth of arts facilities in the city and thus the opportunity to recruit programs and facilities to the community within the context of district development. • Midvale residence are active arts participants likely to respond positively to programs and events offered in their downtown area. • There are already a number of arts facilities and programs at the south end of Main Street, and these groups and facilities are enthusiastic about the possibility of being included within a more active area that is branded as a district. • The experience of other communities that have developed arts districts confirms that the city of Midvale could achieve significant returns on only moderate investments in preparing Main Street for the district concept. • Market area was defined as a local (36,000 people in 2025) and 15-mile radii regional (1.4 million 2025). Market segments are described as

younger and diverse in income (though relatively low) and ethnicity (Hispanic).

- In this market area, people are more likely to be active arts participants rather than passive ones. That is to say they are more likely to take a class or go out for karaoke as opposed to attending a classical music concert or a theatre production.
- Midvale is home to a half-dozen tattoo studios, with a concentration on Main Street. They are the most prevalent type of arts-business in the downtown and showcase artists in a multitude of ways. Dance Studios are the second most prevalent.
- Arts facilities can and should work within existing historic buildings given the importance of that character and authentic feel for creative activities. Galleries, studios and other types of arts facilities do not overly burden historic structures with heavy loads and traffic.
- Comparable Arts Districts: Casper-Wyoming, Tieton- Washington, Boise-Idaho, Culver City- California, Rino and Santa Fe Districts Denver-Colorado, Santa Fe- New Mexico,

Recommendations

- Examples: Some cities have been successful by being very intentional about the development of an arts district, while other districts have been developed in a much more organic fashion, with limited investments and influence on the part of public sector planners.
- The question for City of Midvale leadership is how and to what degree should they drive the development of an arts district along Main Street.
- Recommendation that the city take an aggressive role in promoting the further development of the district, with the following initial steps:
    - Develop a committee that includes Main Street artists, arts organizations and property owners to be partners and advisers on the further development of the district.
    - One of the first steps of that committee should be to establish ways and means to attract and support more events, festivals and parades in the district area.
    - Ensure that zoning and other city planning guidelines will support the development of the district.
    - Develop a marketing campaign to attract targeted artists, organizations and disciplines within Salt Lake County to an arts district in Midvale.
    - Work with local property owners and businesses to develop a fair and equitable means to fund programs, events, promotion, and the maintenance of the district.

	▯ Initiate a branding and marketing plan for the slow incremental development of the district. ▯ Conduct research on fair and equitable ways to protect artists and arts organizations in their potential role as urban pioneers. • Finally, the challenge of successful districts is finding ways to protect the artists and arts organizations who give it an identity, avoiding the displacement that can occur when property values increase, and development pressure builds. Property owner, local government and district residents must all be able to work together to protect the creativity and identity of the area.



Plan Name:	**Midvale Main Street Small Area Plan**
Author:	VODA Landscape + Planning
Publication Year:	December 2018
Summary:	The purpose of the Small Area Plan is to take advantage of existing opportunities to strengthen the City's economic base through the revitalization of the Main Street area. The goals of this planning document are built on City goals from the Midvale General Plan, the Redevelopment Agency, and the Economic Development Department.
Key takeaways:	• The project area is approx. 117 acres. About 8,000 households in a 1-mile radius of Main Street • Key themes for plan; attract new investment, support existing businesses, strengthen residential areas, improve connectivity, improve neighborhood identity • Current conditions include; aging infrastructure, vacant properties, poor connections to adjacent neighborhoods • Demographics of Main Street; younger than city/county average, less educated than average, smaller household sizes, less finically secure, more ethnically diverse

- Improve the streetscape and neighborhood character by encouraging building renovations
- Attract new investment, support existing businesses, strengthen residential areas, improve connectivity, improve neighborhood identity
- Currently 319 public parking spaces near Main Street

Area Recommendations

- Transportation and multi-modal connectivity issues are largely due to the surrounding infrastructure that encloses the neighborhood. Need to address pedestrian and bicycle network gaps
- Historic preservation and facade improvement
- Current urban design and public realm diminish the quality and experience of Main Street - improve the experience by creating a sense of place and improving neighborhood experience
- Growing interest in more walkable, urban residential development

Transportation and Connectivity

- Transportation assets include close proximity to a TRAX rail station, arterial roadways, and nearby access to I-15. A central location in the valet is also a significant asset that should be amplified for business expansion.
- Main Street needs to improve connection to TRAX station and Jordan River Parkway
- Existing pathways connecting Main Street and parking areas are subpar

Street Improvements

- With narrower car lanes and other features introduced, neighborhood streets of Midvale could become more friendly to pedestrian and bicycle use

Urban Design & the Public Realm

- New projects should design more active and public facing uses for key frontages along public streets in the area.
- The streetscape elements along Main Street should be consistently implemented along the corridor. The south end of Main Street has the highest concentration of complete street elements.
- Future Streetscape Improvements include: Street trees, planters, paving, striping, bump outs (new ones should match existing bump outs), street furniture, lighting, signage.
- Most existing parking lots in the commercial area would benefit from an upgrade. Trees and landscape improvements in the parking areas will further communicate support of a high-quality urban environment.
- There is a lack of public space in the Main Street area. The only existing public space is a paved area for basketball and tennis. Providing additional public space will meet the needs of local businesses, residents, and consumers. It will also be useful for increasing visitor numbers and visit time.
- Midblock connections are an effective way to increase pedestrian connectivity within a neighborhood. There is currently one midblock connection on Main Street located halfway between Center Street and 1st Avenue. Increasing visibility will help pedestrians locate the connection. It can be made more pedestrian friendly with new amenities such as upgraded landscaping and benches.

Public Outreach

	• Stakeholders were identified, selected, and invited to participate in the planning process for the Midvale neighborhood. The overall level of public participation was relatively high, indicating a healthy degree of public interest and engagement. A public outreach strategy was used to both gather and distribute information to the public. ▪ Engaged the public through social media, poll public opinion with a survey, conduct two open houses

Plan / Document Name:	Form Based Code
Department Issuing:	City of Midvale
Publication Year:	Most recent updates effective November 1, 2022
Summary:	City of Midvale Land Use Code outlining development allowances and requirements. Chapters reviewed: Main Street neighborhood, form districts, uses, street types, frontage, building types, open space, landscaping, parking, signage, administration, definitions
Key takeaways:	17-7-11.2 Form Districts – B. Main Street (MS) District • The primary purpose of the MS district is to preserve and promote the building forms, historic character, and experience of the traditional main street • The district boundary is drawn to include all land parcels that are adjacent to the Main Street right-of-way. This boundary allows the form of the entire street to be guided by the same form standard • Shared bike lanes along Main Street introduce additional connections and people. • The primary frontage along Main Street ensures that buildings front directly on the street 17-7-11.4 Street Types • B. General Street Types Standards: 1. – Street Types - The city may require changes to the right-of-way, pavement width, or additional street elements depending on unique site characteristics. • C. General Street Layout Requirements: - 2. – Intersections ▪ Intersections with on-street parking on both streets shall have a ten-foot curb radius. ▪ Intersections with on-street parking on one or neither of the streets shall have a twenty-five-foot curb radius. ▪ Crosswalks shall be a minimum of 6'. The bulb-outs shall be constructed at all intersections and mid-block crossings – depth of the bulb should match the depth of the adjacent on street parking lane

- 3. Street Lighting
    - Streetlights shall be placed at intersections and at a frequency no less than one streetlight per every one hundred fifty feet of roadway, rounded up to the next whole number. Streetlight locations shall alternate sides of the street to the greatest extent possible.

- D. Main Street
    - Measurements shown in the standards may need to be adjusted to actual dimensions. The installation of new streetscapes elements should be cohesive with the existing look of the southern blocks of MS

Table 4.02. Main Street Requirements

Vehicular Realm		
Typical Right-of-Way		68'
Travel Lanes		2 lanes, 10.5' wide, striped
Center Lane	Median	None
	Left Turn	None
On-Street Parking		8' wide lane, striped on both sides of the street
Bicycle Lane		Sharrow-marked shared bike lane (13' min. width)
Truck Loading Space		Required – size and location(s) to be determined by community development director and/or streetscape plan
Bulb-Outs		Required at all intersections and mid-block crossings
Pedestrian Realm		
Sidewalk		9' sidewalk on both sides of the street
Park Strip	Width	4' park strip on both sides of the street
	Street Trees	Evenly spaced at 30' on center
	Streetlights	Evenly spaced to achieve desired light coverage and per fixture manufacturer's guidelines; streetlight spacing should be coordinated with street trees where possible

Table 4.02. Main Street Requirements

	Landscape Zone	**Required:** at-grade planters, street trees located in planters, water-efficient low-maintenance ornamental plants, streetlights, no lawn
		As Needed: street signage, utilities, public art, bollards
	Furnishings Zone	**Required:** trees in tree wells with grates, seating, bike rack, garbage can, lighting
		As Needed: street signage, utilities, public art, bollards
	Zone Spacing	The Main Street park strips are predominantly furnishings zones with landscape zones limited to all bump-outs. The frequency/spacing of furnishings, trees, and streetlights are to be defined in a streetscape plan.

17-7-11.5 Frontages

- B. Primary Frontage
  - Main Street is 100% Primary Frontage meaning buildings are located very close to the right-of-way, creating a consistent street wall and prioritizing walkability.
  - See Table 5.01 for Primary Frontage Requirements (pg. 38-40)

17-7-11.7 Open Space

- Pocket parks, town square, and parks are permitted along Main Street. BTZ ped space limited by building frontage type
- B. Pocket Parks
  - Min Area .20 acres – Max Area .25 acres
  - Minimum Access – 1 ped entry to right of way for every 20' of frontage
  - Playground permitted
  - Min Paving Total Area 15% - Max Paving Total Area 30%
  - Max Impervious Area 20%
  - Seating – 1 per 500 sq ft
  - Lighting – required, 16' max fixture height

	- Landscaping – 50% min. live plant coverage in planted areas at maturity, excluding trees - Bikes – 1 rack per 1200 SF, min. 3. 1 bike repair station at 10,000SF • D. BTZ Pedestrian Space - Extension of the pedestrian realm public space. These small pedestrian spaces provide distinction to individual buildings and act as functional outdoor spaces for activities like cafes, seating and displays. - Min. Depth: BTZ Depth – Min. Width: None - Permitted frontage types: Primary - Permitted Building Types: General, Limited Bay, Civic - Permitted Structure: Monument, sculpture, water feature - Minimum Paved Area: 1 walkway per pedestrian entrance, 1 driveway per vehicular entrance - Lighting, Seating, Bicycle Facilities: Permitted • E. Park Requirements - No min or max area - Min. Dimension: 80' - Minimum Access – 25% of perimeter open to street frontage - Playground and sports courts permitted - Min Paving Total Area 10% - Max Paving Total Area 25% - Max Impervious Area 15% - Seating – 1 per 500 sq ft - Lighting – required, 16' max fixture height - Landscaping – 50% min. live plant coverage in planted areas at maturity, excluding trees. Trees 1 per 1000 SF - Bikes – 1 rack per 1200 SF, min. 3. 1 bike repair station at 10,000SF plus 1 additional station for each additional acre 17-7-11.8 Landscaping • Planting beds may include shrubs, ornamental grasses, ground cover, vines, annuals, or perennials. Min of 50% area coverage not including tree canopies. Must provide adequate visibility in the sight distance triangle • Street Trees min clear branch height is 8'. Street tree selection shall be selected according to the conditions of the park strip and in compliance with Table 8.01-8.05 (pg. 88-90). Street trees must be protected with grates. Street trees are in the public ROW. Spacing is defined by street type 17-7-11.10 Signage

- E. Monument Signs

Table 10.04. Monument Sign Requirements

1.	Permitted Districts	TCC
2.	Sign Area	50 SF max. area per sign face.
3.	Total Size	6' height by 10' width by 3' depth, including sign face(s) and all support structures.
4.	Location	Primary street and side street BTZ.
5.	Placement	1 max. per street frontage. When placed at the intersection of two street frontages, the sign shall not obstruct the sight distance triangle.
6.	Quantity	1 max. per street frontage.
7.	Internal Illumination	Permitted for individual letters and logos
8.	Materials	Solid wood, metal, masonry, and glass are permitted. Plastic and synthetics are permitted only as separate alphanumeric characters or logo elements. All structural supports shall be made of metal or wood.

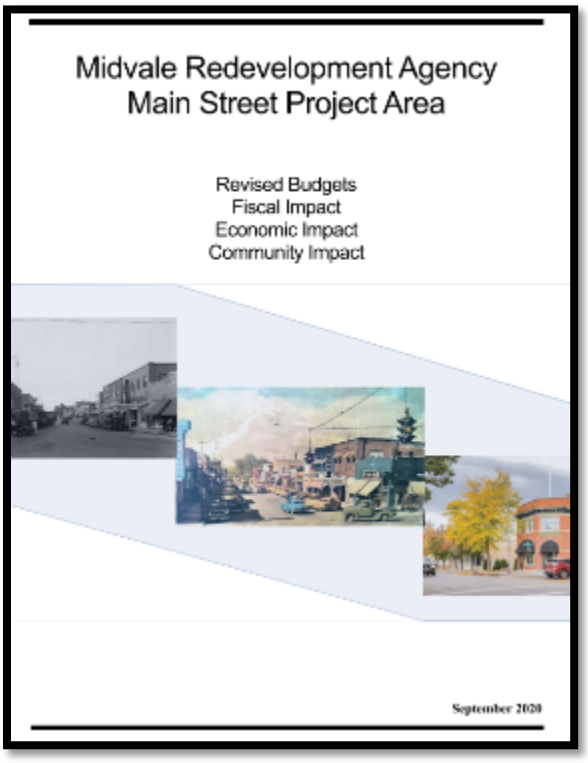
Figure 10.04. Monument Sign Example



- F. Free Standing Signs

Table 10.05. Freestanding Post Sign Requirements

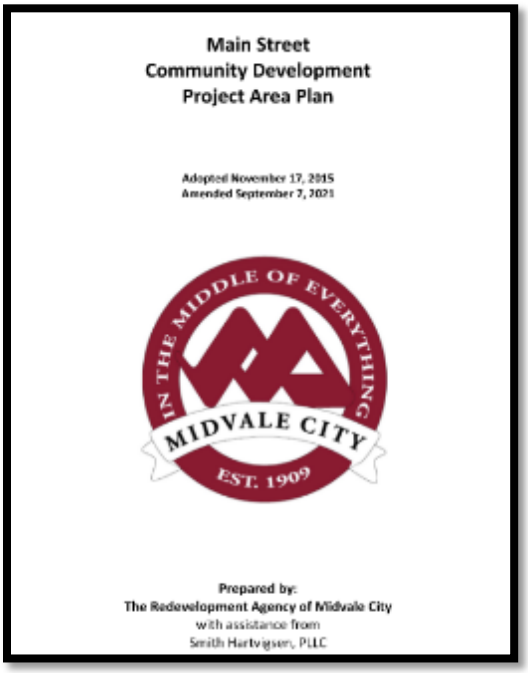
1.	Permitted Districts	MS, TCC
2.	Sign Area	8 SF max. area per sign face
3.	Height	8' max. for signs mounted or hanging on a single pole; 5' max. for signs mounted on a double set of poles.
4.	Pole Size	4" by 4" max. pole cross-section
5.	Location	Primary street and side street BTZ
6.	Placement	Pole setback 2' min. from right-of-way property lines; property line overhangs are not permitted.
7.	Quantity	1 max. per primary facade bay (cumulative across all permitted sign types)
8.	Internal Illumination	Not permitted
9.	Materials	Solid wood, metal, masonry, and glass are permitted. Plastic and synthetics are permitted only as separate alphanumeric characters or logo elements. All structural supports shall be made of metal or wood.



Plan / Document Name:	**Midvale Redevelopment Agency: Main Street Project Area (budget and impact report)**
Department Issuing:	The Redevelopment Agency of Midvale City
Publication Year:	September 2020
Summary:	Midvale City has a unique and historic Main Street. Because very few cities in Utah still have a historic Main Street corridor, Midvale City is seeking to improve and leverage this asset. One goal, as stated in the Midvale Main Street Small Area Plan, is to redevelop Main Street in such a way as to create a sense of place for the City. The Midvale Redevelopment Agency believes that it can support the City develop a stronger and more defined sense of place through redeveloping the historic Main Street.
Key takeaways:	Section I: Executive Summary: The Agency will actively pursue and promote initiatives that will support increasing the density within the Midvale Area. Based on historic growth rates, it is safe to assume that the Main Street CDA is unlikely to redevelop in any significant way without some intervention. **Establish Sense of Place:** The Agency's primary motivation for redeveloping the Main Street Area is to support placemaking efforts within the City. This means preserving, enhancing, and celebrating the historic nature of Midvale's Main Street. It means creating an environment that attracts people to gather, recreate, shop, dine, and build lasting memories. To create a more vibrant, attractive, and welcoming environment along

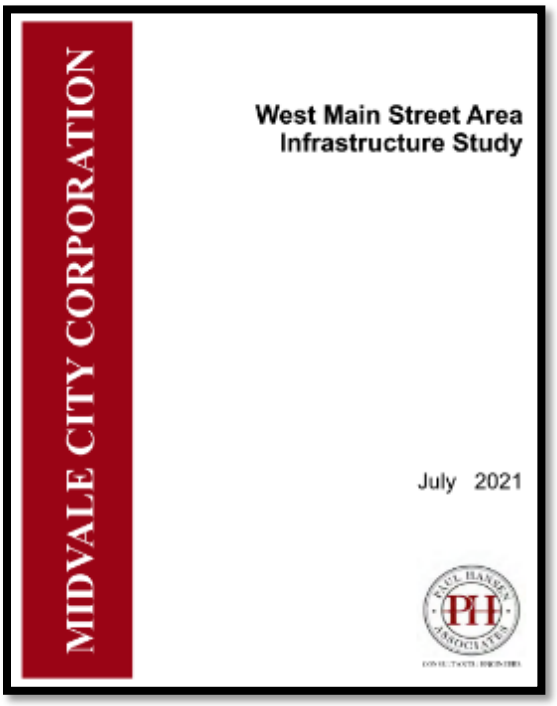
	Main Street, the Agency will actively support the development and enhancement of local artists and art. Actions/Initiatives: • Supporting parking garages adjacent to Main Street, between the 4th Depot Street and Center Street. The Agency anticipates a 25 percent increase in commercial space within the Area. • Increase density and add additional business space in the Area involves the Agency actively supporting businesses' efforts to renovate their buildings and add additional square footage. • Repurpose the Midvale Museum site to serve as an arts center. • Promote and support façade improvements • Sponsor and support events and improve connectivity to and throughout the Area Benefits of supporting the redevelopment of the Main Street Area: • Tax: Net fiscal benefit to the taxing entities, including the School District, County, and City. • Jobs: The Project Area budgeting model projects an additional 25 percent commercial space created through redevelopment. Jobs are anticipated to be in t commercial retail sales and service sectors, including food and beverage sales and services, clothing and other consumer goods sales, and providers of personal services. The additional commercial space is further projected to induce the creation of an additional 203 jobs. • Affordable Housing: The Agency has and will continue to generate significant tax increment revenues earmarked for affordable housing. The Agency plans to use housing funds from the Main Street CDA and the other two redevelopment areas to directly incentivize the development of mixed-use space along Main Street. Section II: Introduction: The Agency and City believe that with the support of the local taxing entities, the Main Street area can be redeveloped to increase the assessed value of the area, provide more spaces for businesses, create more jobs, increase the stock of affordable housing and enhance the arts. Section III: Main Street Community Development Area Revised Budget: The Agency will budget 77% of the tax increment revenues it receives toward redevelopment activities. Assuming 20 years of participation, the Agency will collect $15,242,750 and allocate $11,736,917 toward redevelopment activities. Section VI: Community Impact Study:

	• Supporting and enhancing the arts is a key and critical component to the Agency's strategy for redeveloping the Area and establishing a sense of place. • Nearly $1.9 million will be allocated to public art, The agency will look for and seize opportunities to promote and preserve public art within the area: covering utility boxes with artistic coverings and commission murals within the area. • Successfully developing a sense of place will be the Agency's crowning achievement in the area. It means that efforts to redevelop commercial and residential properties were successful, the support for the arts shaped the Area and inspired the people, and that a rare historic Main Street corridor was revitalized. Exhibit B: Main Street Redevelopment Case Studies (pg.30-37) - Park City, Utah - Provo, Utah - Casper, Wyoming - Campbell, CA



Plan / Document Name:	Main Street Community Development Project Area Plan
Department Issuing:	The Redevelopment Agency of Midvale City with Smith Hartvigsen, PLLC

Publication Year:	Adopted Nov. 17, 2015 – Amended September 2021
Summary:	Community Development Project Are Plan is for a project located entirely within the boundaries of Midvale City. The plan offers the opportunity to encourage redevelopment in the heart of the City that will attract private capital investment, contribute to the economic vitality and prosperity of Midvale. Fundamental economic and other circumstances may influence the actual impact.
Key takeaways:	Community Development Project Area Boundaries • The project area is located within Midvale City, Utah and is approximately 117 acres Summary of Existing Land Use, Principal Streets, Population Densities and Building Intensities • The zoning of the land included in the Project Area was amended in 2019. The area is now governed by the Main Street Form Based Code (MS-FBC) as well as the Single-Family Residential Zone (SF-2) and Clean Industrial zones • To maintain the historic look and feel of Main Street, the Midvale City Council adopted a new zoning ordinance for the historic Main Street District • Reasons for Selection of Project Area: High number of vacant or underutilized parcels and ability to create a competitive retail, commercial, and light industrial business area • Midvale City has a higher-than-average poverty rate and a median household income nearly 20 percent below the Utah median income. Significant businesses within the Project Area include auto repair businesses, a credit union, and several restaurants. CDAs encourage development in areas that are underutilized, blighted, or under economic stress. Purpose: • Project will benefit the tax base of the community and will encourage other economic development in Midvale City and Salt Lake County. As development occurs within the Project Area, the value of real and personal property within the area will increase and property tax revenue will correspondingly increase. The project will likely spill over into surrounding areas, providing further benefit to the community. • Support Parking Solutions: Currently lack of street parking, proposed parking lots will be in key positions on the east and west of Main Street. • When needed, public parking can be used to divert vehicular traffic away from Main Street and on to side roads leaving Main Street free for pedestrians for special events.



Plan / Document Name:	West Main Street Area Infrastructure Study
Department Issuing:	The Redevelopment Agency of Midvale City with Smith Hartvigsen, PLLC
Publication Year:	Adopted Nov. 17, 2015 – Amended September 2021
Summary:	The intent of this document is to further advance the goals and objectives contained within the Small Area Plan, which will enable the City and the Redevelopment Agency, hereafter referred to as the "City", to plan for sufficient infrastructure to satisfy the requirements of future development. The following sections will discuss zoning and land development, existing land ownership and available rights of way, and existing and future infrastructure guidance.
Key takeaways:	Chapter 2: Zoning and Land Development • The Main Street District (MS) and the Town Center Core District (TCC) were the subject of this study. The primary distinction between the two districts will be the allowed height of structures. The MS District will be limited to two (2) to three (3) stories in height, while the TCC District will have a maximum height limit of six (6) stories. • For identification purposes, the land within the District was divided into 21 separate blocks, which comprise nearly 25 acres in land surface area. • Total Estimated Residential Units calculated within the 21 blocks: 1,120 units • The greatest number of parking spaces will be required for residential use. There is some limited on-street parking on Main Street, Holden

	Street and Center Street (7800 South) during the day. Multi-level parking structures may be constructed at either location which could add some additional capacity. The maximum number of residential units per block is calculated as: Min 1212 spaces - Max. 1391 spaces. Approx. 32% of the available land coverage. • The City anticipates approx. 50% of the land within the study area to have redevelopment activity within the next 5 years Chapter 3: Infrastructure • Agencies involved: Midvale City (Streets, water, sewer, and storm drain), Rocky Mountain Power (electrical), Dominion Energy (natural gas), Dominion Energy (natural gas), Comcast/Xfinity, First Digital and Utopia. • Midvale City Public Works maintains all existing roadways within the study area. • Main Street has a ROW of 68' – portions of Main Street ROW are still being studied • Minor Commercia Streets have a 50' ROW • On street parking is only permitted on major commercial and Main Street • The Form Based Code says all 3rd party and City owned utilities must be placed within the ROW

APPENDIX D

» Land Use and Zoning Code Review

Zoning Code Review

General Description of surrounding property:
The area to the immediate west of the Project Area consists of multi-family residential, an office business park with some retail, commercial, and light industrial uses. The area to the north of the Project Area is a combination of commercial (including several retail businesses) and light industrial. Interstate 15 forms the east boundary of the Project Area. To the south of the Project Area is a mix of residential (primarily single-family) and commercial areas.

Population Density in the Project Area:
Estimated that approximately 400 residents live within the project area.

Building Density in the Project Area:
The Project Area is almost entirely developed, although a few vacant parcels exist that may be suitable for some sort of development. Some parcels in the Project Area, though developed, are likely underutilized and/or blighted and could be candidates for demolition and then new redevelopment.

The current zoning plan in Midvale currently includes Commercial, Industrial, Single-Family and Multi-Family Residential areas. The current zoning plan has physical implications to the existing and future built environment.

The study area as focused on the Midvale corridor is comprised of the following zoning designations:

1. MS-FBC – Main Street Form Based Code
2. RC – Regional Commercial
3. CI – Clean Industrial
4. SF-2 – Single-Family Homes
5. RM-12 - Residential Multi-family 12
6. RM-25 - Residential Multi-family 25

MS-FBC, Main Street Form Based Code
This district is concentrated along Main Street and Center Street. It requires development to contribute to and preserve the historic character of Main Street. This is accomplished by requiring development to continue the visual character and scale of the existing historic Main Street through appropriate design elements and materials and to minimize the visual impacts to automobiles and parking on the historic buildings streetscapes. The Main Street FBC is broken into two districts: Main Street District and the Town Center Core District.

RC, Regional Commercial
The Regional Commercial district spread out at the southwest, southeast, and northwest sides of the Main Street commercial area. It allows for a wide range of commercial and retail trades and uses, as well as offices, business and personal services, that contribute to the positive character of the city, buffer adjacent residential neighborhoods, and maintain pedestrian access with links to neighborhoods, and other commercial developments. No minimum lot sizes and no setbacks. The maximum height for the zone is forty-five feet.

CI, Clean Industrial
The industrial area is all zoned as Clean Industrial (CI). It is a contiguous area (not including streets) located at the north end of the Project Area. Current adjacent land uses include industrial to the north and southwest, Bingham Junction to the west, residential to the south, and the rail/I-15 corridor

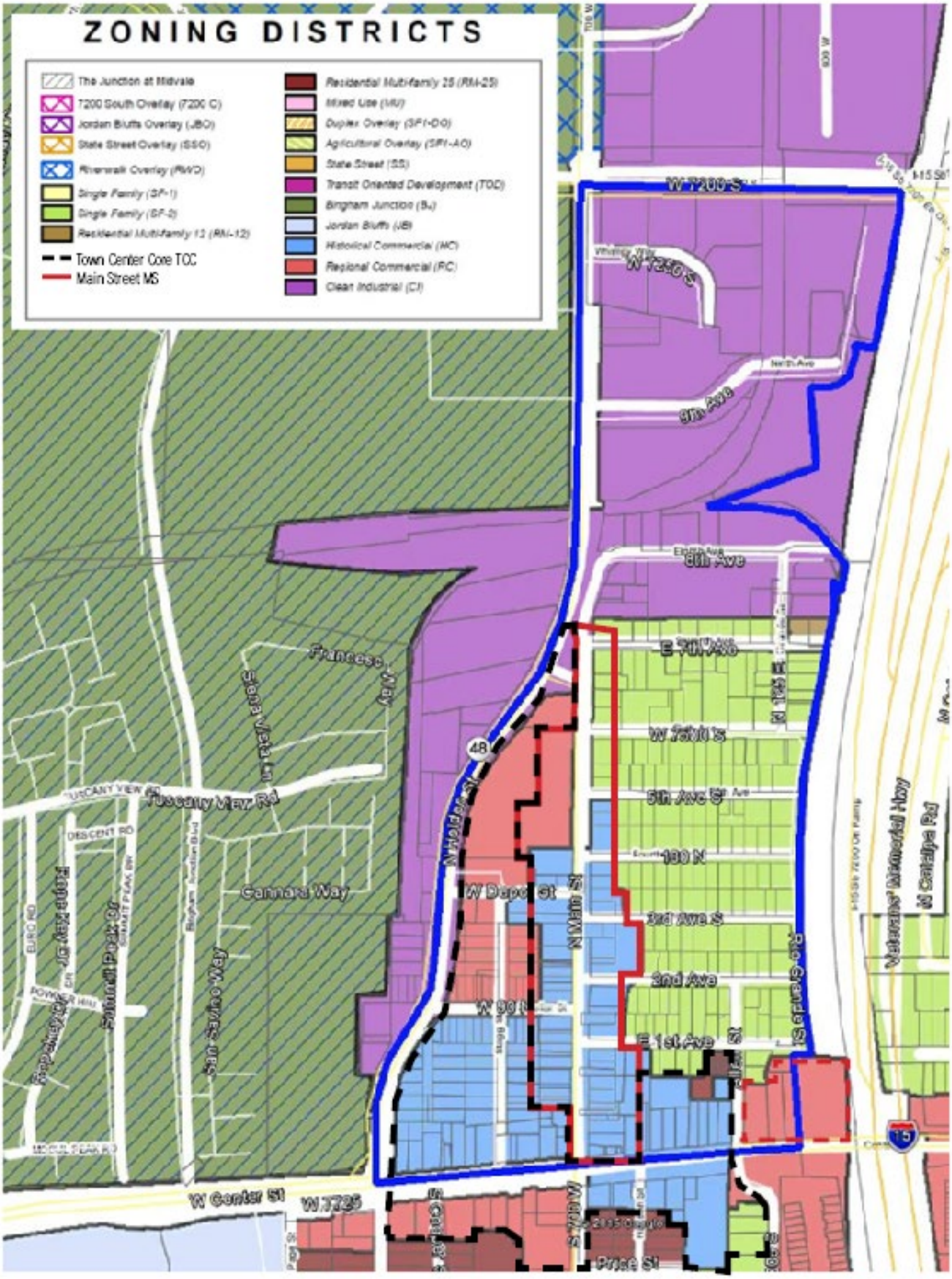
to the east. The purpose of this zoning designation is to accommodate complimentary and supporting uses such as light manufacturing, services, storage, retail, offices, and parking. These are limited to uses the prevent traffic hazard, noise, dust, waste disposal, etc. which is why the industrial use is labeled as 'clean'. No minimum lot size. Impervious surface should cover no more than fifteen percent of a required front yard setback. Minimum front setback is twenty feet. No side or rear setback requirement. The maximum height for the zone is forty-five feet for sloped roof or forty-two feet for flat roof.

SF-2, Single Family Residential

The purposes of the SF-2 zoning designation is to maintain the existing, predominately single family detached residential neighborhood, and allow for new single-family development. It also allows for neighborhood commercial uses that are compatible with the existing neighborhood. Maximum lot size is 5,000 sf. The width of lot is fort-five feet, depth of lot is ninety feet, frontage is forty-five feet. Front setback is twenty-five feet, side setback is five feet, rear setback is fifteen feet. Max height is twenty-eight feet to midpoint, twenty-five feet to cornice.

RM-12, Residential Multi-family 12 and RM-25, Residential Multi-family 25

In the project area, two parcels are zoned as RM-12 and one parcel is zoned as RM-25. The purposes of the RM-12 and RM-25 zoning designations is to provide opportunities for variation in architectural design and housing types, allow appropriate neighborhood commercial and recreational activities, and promote pedestrian connections within and between residential developments. The only difference between the two zoning designations is that RM-12 allows for up to 12 dwelling units per acre and RM-25 allows for up to 25 dwelling units per acre.



Source: Main Street Community Development Project Plan (The Redevelopment Agency of Midvale City)

To maintain the historic look and feel of Main Street, the Midvale City Council adopted a new zoning ordinance for the historic Main Street district along Main Street and Center Street. This area is now governed by the MS-FBC or the Main Street-Form Based Code. The MS-FBC establishes development standards that will ensure that new growth within the Project Area will hit the targeted density desired by the City and Agency.

The zoning included in the project area was amended in 2019. The MS-FBC consist of:

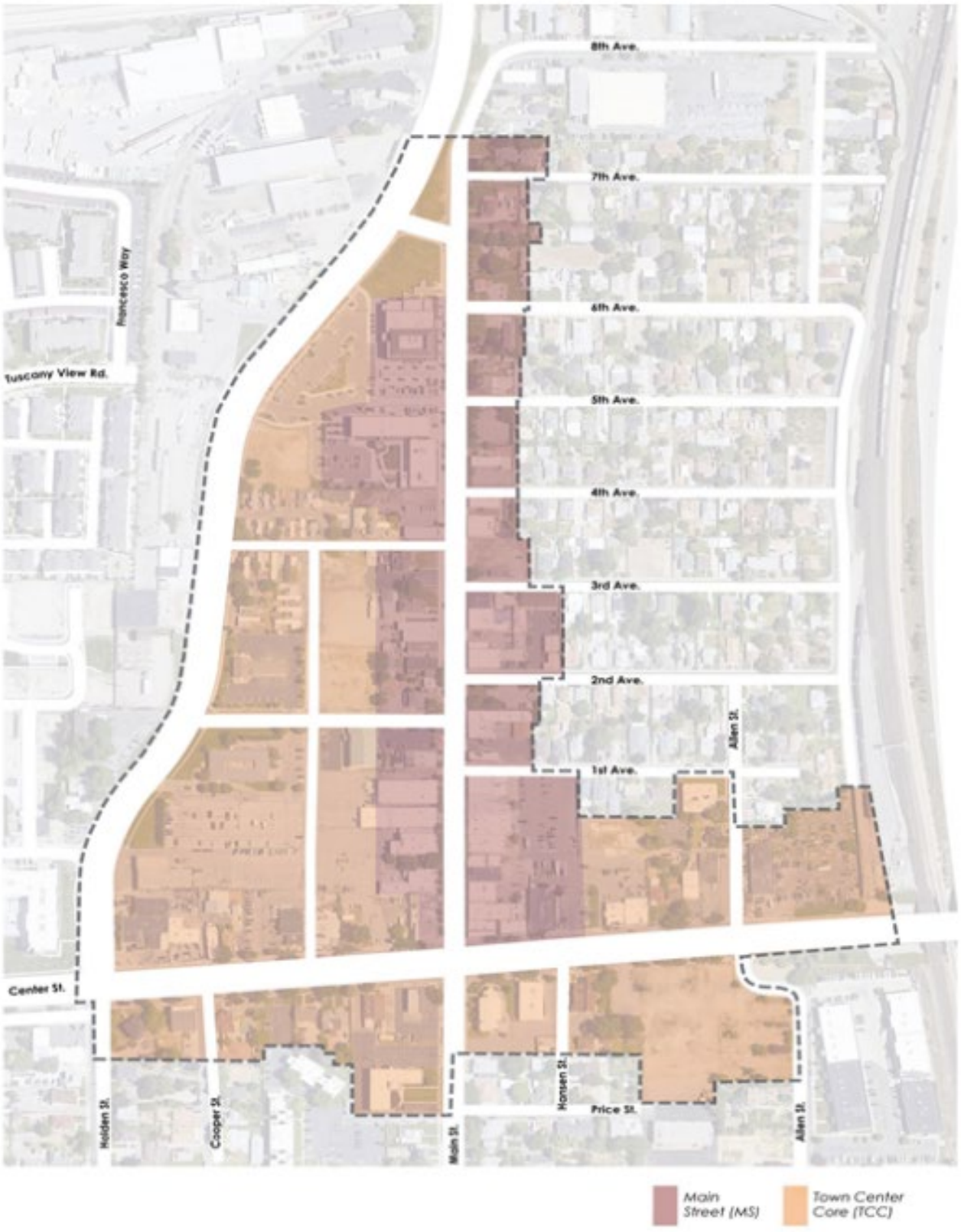
1. **Main Street District (MS)** – Parcels adjacent to Main Street between 7th Avenue and Center Street
2. **Town Center Core District (TCC)** – All other parcels within the Main Street CDA

MS, Main Street District
The unique character of Midvale's Main Street distinguishes it from the other streets in both the neighborhood and the city. Because of these distinctions, the goals for the MS form district differ from the other districts. The primary purpose of the MS district is to preserve and promote the building forms, historic character, and experience of the traditional main street.

TCC, Town Center Core District
The primary purpose of this district is to guide development and redevelopment that will provide the physical and spatial forms that support a walkable, vibrant, and attractive town center. This expands the town center style development from Main Street to the greater neighborhood. The TCC district is the largest district in the FBC area. The boundary is drawn to include properties along the major streets (Holden St./700 W., and Center St.) and parcels adjacent to those street-fronting properties.

Development in both districts is anticipated to include a mixture of residential and lodging, civic, retail, service, office and industrial uses. The primary difference between the districts will be the allowed height of structures.

Figure 2.01. Form District Map



Source: West Main Street Area Infrastructure Study (Paul Hansen Associates)

APPENDIX E

» Demographics Board

MIDVALE DEMOGRAPHICS SNAPSHOT

POPULATION:

Quick Facts

- Midvales population is younger on average
- Lower average for college degrees
- Smaller household sizes
- Less financially secure
- More ethnically diverse than the surrounding county/city
- 8,000 households are within 1 mile of Midvales Main Street

Current Population

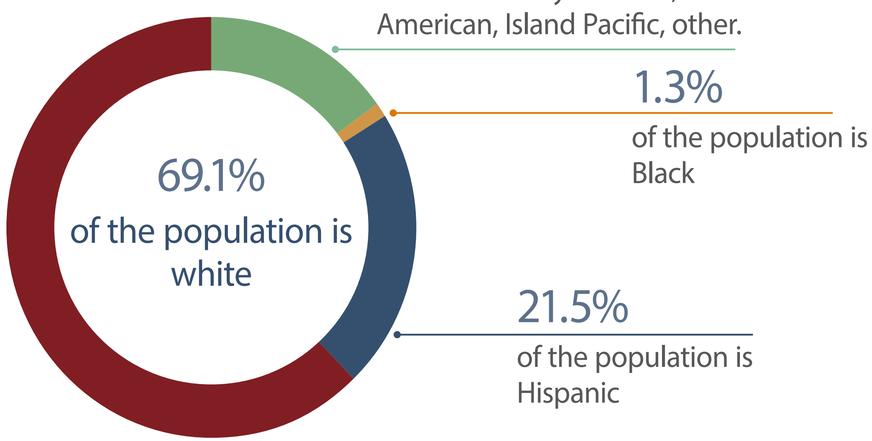
33,708
people live in Midvale, that's projected to reach 36,000 by 2025

Age

The median age in Midvale is
31

Millennial's make up the largest age group along with children under 14 years of age

Race & Ethnicity



Midvale has a large white and Hispanic population, with a third of the residents being Hispanic and speaking Spanish

HOUSEHOLDS, EMPLOYMENT & EDUCATION

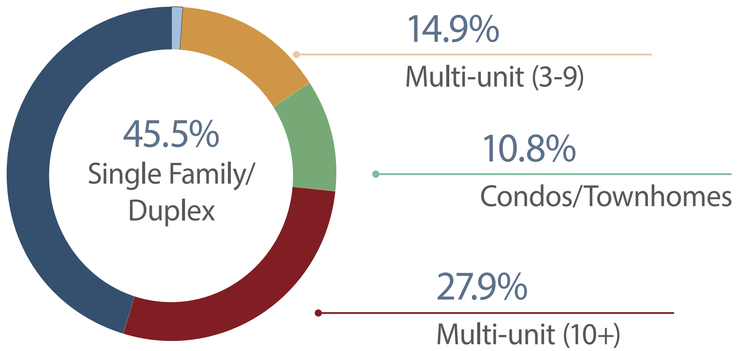
Median Household Income

$50,000 - $75,000

Is the Median income range for Midvale residents. Households in Midvale are currently in the poor to middle income bracket for household incomes Salt Lake City.

Housing Types

- Midvale has many smaller, affordable homes as well as multiple condominiums, apartments and town homes, and houses with larger lots
- Multiple residential options makes the city of Midvale more attractive to all income levels and ages



Housing Occupancy

73.4%
of residents rent

21%
of residents own their homes

Land Use

- 44% of Midvale is made up of Residential use
- 13% is for Commercial use
- 17% makes up the streetscapes
- 8% is vacant lots

Employment

16.2%
Office and Administrative Support

The largest employment sector is Office and Administrative Support (16.2%) followed by Retail and Sales (9.78%).

Transportation

5%
of residents rely on public transportation

- The average commute time in Midvale is 21 minutes
- In 2020, 73% of workers drove alone to work, followed by those who carpooled to work (11.5%) and those who worked at home (5.62%).

Sources: City of Midvale General Plan, Midvale Market Study, ESRI 2022, Midvale Main Street Small Area Plan, 2021 Census

APPENDIX F

» Lighting Concepts - Big Ideas

DESIGNWORKSHOP
Landscape Architecture
Planning
Urban Design
Strategic Services

120 East Main Street
Aspen, Colorado 81611
970.925.8354
designworkshop.com

To: City of Midvale

From: Design Workshop

Date: 03/29/23

Project Name: Midvale Main Street Urban Design

Project #: 7016

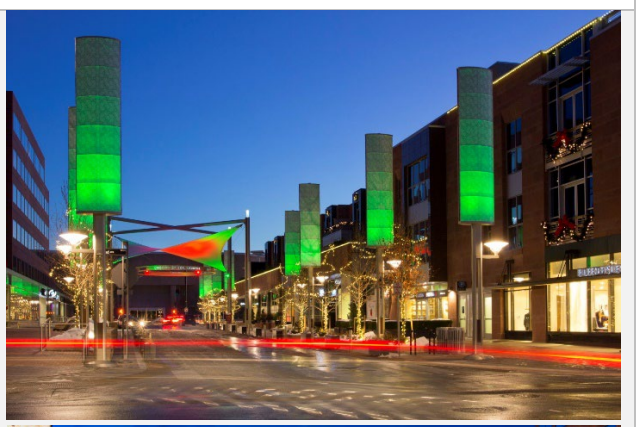
Subject: Lighting Concepts

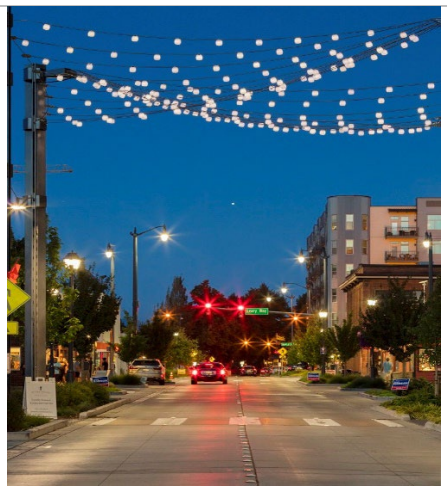
The current street lighting located along Main Street starting from Center Street up to Seventh Avenue is a combination of different lighting types. The lighting located from Center Street ending at Second Avenue are primarily pedestrian scale, historical light fixtures located approximately 45' apart. Vehicular scale lighting is sporadically located along Main Street ending at Seventh Ave. The current level of light being produced is okay and the quality and perception of lighting is lacking along Main St. This lighting concept will help improve and enhance the experience for visitors on Main Street.

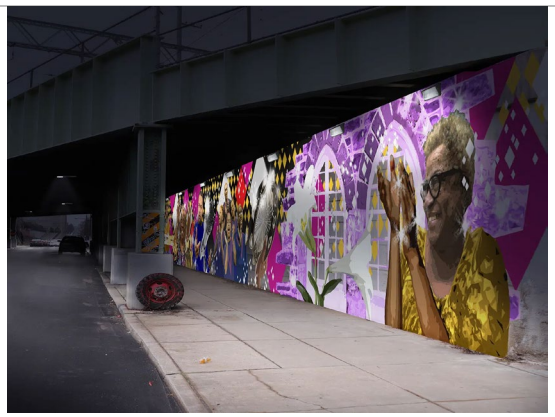
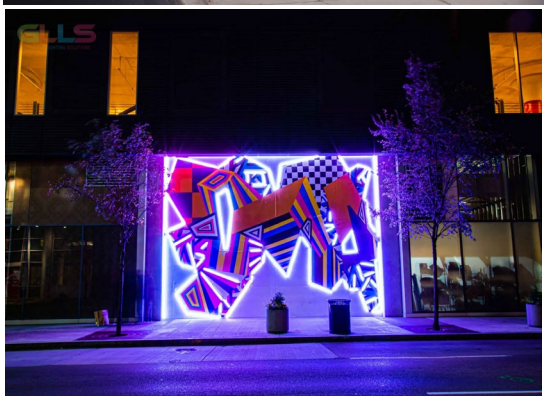
This lighting concept will look at existing lighting issues, opportunities for new elements, and big ideas for future lighting along Main Street.

- Issues
  - Existing light fixtures are in decline
  - Main Street needs a more continuous feel of lighting elements
  - Is there enough room in the right-of-way for larger fixtures and increase street trees?
  - How will new modern lighting combine with the existing historic lighting?
  - Are the historic buildings able to support facade lighting? Festoon string lights?
    - Festoon lighting and projection lighting need to be attached to an existing building or will need a new fixture installed to hold these
  - Street trees may not be healthy enough to hold lights – currently not enough to light up Main St.
  - Need to deal with 'no man's land' – lack of lighting between Second Ave. and Fourth Ave.
  - Need to ensure the street is reinvigorated for festoon lighting
  - Cross walks and intersections are not being emphasized
- Opportunities
  - Repeating the historical lighting fixture along the rest of Main Street – gives a cohesive feel (is this a big idea?)
  - Light up the street trees from Center to Second Ave. – Tivoli style lights
  - Keep historical lighting up to Second Avenue, create a 'transition area' between center and Second Ave. to reference the new lighting being placed past Second Ave
    - Pocket Park for transition area?
  - Begin a window display initiative for business owners along Main Street

        - Ask business owners to utilize the window displays and keep lights turned on after store hours
        - Opportunity for Midvale City to help offset cost of lighting bill for business owners
        - Inexpensive way to light up the street and show off the local businesses after hours
    - Light up the buildings – adding light on the back side of the existing historical fixtures to face the building facade
        - Color changing lights
    - Create blank easels for future murals to be lit
    - Most lighting fixtures come with outlets for festival use and street events

Big Ideas	Description	Images
Merge the gateway elements and the street lighting	• Gateway can be lit up to match the street lighting • Tends to be expensive	 

Light up 'no man's land'	• Intermittent use of festoon lighting up and down the street – can be tuned to budget • Opportunity to light up cross walk locations and/or intersections	 
Projection lighting	• Project lighting displays on building facades and/or street	 

Focus on Murals	• Focus lighting efforts on showcasing the murals along and adjacent to Main Street	 
Interactive lighting	• Interactive lighting activity located in proposed Pocket Park	 

Cross walk lighting	• Focus on lighting up crosswalks	 
Tivoli style tree lighting	• Currently not enough street trees for this • ROW too small to add trees and accomplish this along the whole length of Main St.	

APPENDIX G

» Lighting Memorandum

COLVIN ENGINEERING ASSOCIATES

MIDVALE MAIN STREET URBAN DESIGN
Lighting Basis of Design
July 7, 2023

General

Project Description

Lighting will be a large part of the Midvale Main Street Urban Design. There will be two parts to the lighting concepts. The first concept will be the “festival” lighting, the second concept will be street and mural lighting.

Festival Lighting

The proposed festival lighting is a catenary style lighting that will span across Main Street in selected areas. The catenary system will be accomplished through support poles installed along the street in strategic locations. The tensile cabling will span between the poles, the height of the cabling will be above 14’-0” to allow delivery trucks to clear the lighting. The festoon style of light will have many options, the actual festoon light will be selected at the time of full design.

The second part of the festival lighting will include pole mounted fixtures for projection/image mapping. The style of image can range from seasonal/holiday images to patterns that mimic light through a tree canopy. It is proposed to add lighting on these poles to highlight existing murals in locations that are close to the murals.

Street/Mural Lighting

The proposed street lighting considers the existing lighting, the acorn style fixtures on the South end of Main Street hold the historic feel to the streetscape. The acorn style fixtures can be reconfigured to an LED source, with a 2700-3000 Kelvin color temperature, with 90+ CRI. As the street progresses to the North, the historic feel transitions to a more modern feel. New area lighting may be installed to bring light to the street, and transition from the historic acorn to a newer post top area light. The color of the light will maintain 2700-3000 Kelvin color temperature, 90+CRI. The existing “cobra head” style street lighting may remain to contribute lighting, ultimately the “cobra head” lighting would be removed and the lighting accomplished by the new area lighting, but the construction budget would need to be considered for this task.

The mural lighting, in the areas that have the pole mounted projection/image mapping lights, will be lit from spot lights that can be mounted on the same pole as the projection/image mapping lights. Murals that cannot be lit from these poles can be lit from wall mounted wall grazing fixtures that are mounted above the mural, this will direct the light down and restrict any unwanted uplight.

Artistic landscape lighting is proposed for areas like the park/plaza. The proposed lighting resembles trees, and has different styles that could be used. This will bring light to the space, as well as visual interest. Lighted landscape seating is another suggestion, bringing light and a place to sit.

Power Distribution

The existing street light power circuit will need to be researched for location and capacity. The existing street lighting circuit will be used as much as possible. New circuits will be added where necessary. The festival lighting circuits will be kept separated from the street lighting circuits. Keeping the circuits separate will allow for the festival lighting to be turned off while maintaining street lighting.

Lighting Controls

Lighting controls using contactors and timeclocks will allow for the user to set times for each lighting zone. For example; all lighting could come on at dusk, the festival lighting could turn off at 11:00pm while the street lighting can maintain on until dawn. The timeclocks will have astronomic capability so they will be able to track sunset/sunrise at this exact location. The timeclock will have several control sequences to allow the user to program different times for weekday, weekend, holiday, etc. The system will also have an override where the user may choose to turn on/off the lighting for special reasons. The control will be locked away from the public and only the city personal will have access.

APPENDIX H

» Existing Transportation Conditions

FEHR PEERS

Memorandum

Date: January 27, 2023

To: Kate Andrus and Nate Rockwood, Midvale
Marianne Stuck, Design Workshop

From: Dan Cawley, Fehr & Peers

Subject: Midvale Main Street Urban Design – Existing Transportation Conditions

UT23-2410

This memorandum summarizes the existing transportation conditions surrounding Main Street in Midvale, Utah. The City of Midvale is pursuing a revitalization of Main Street, between Center Street (to the south) and S. 700 West (to the north). The analyses and observations summarized in this memorandum will inform next steps in that process.

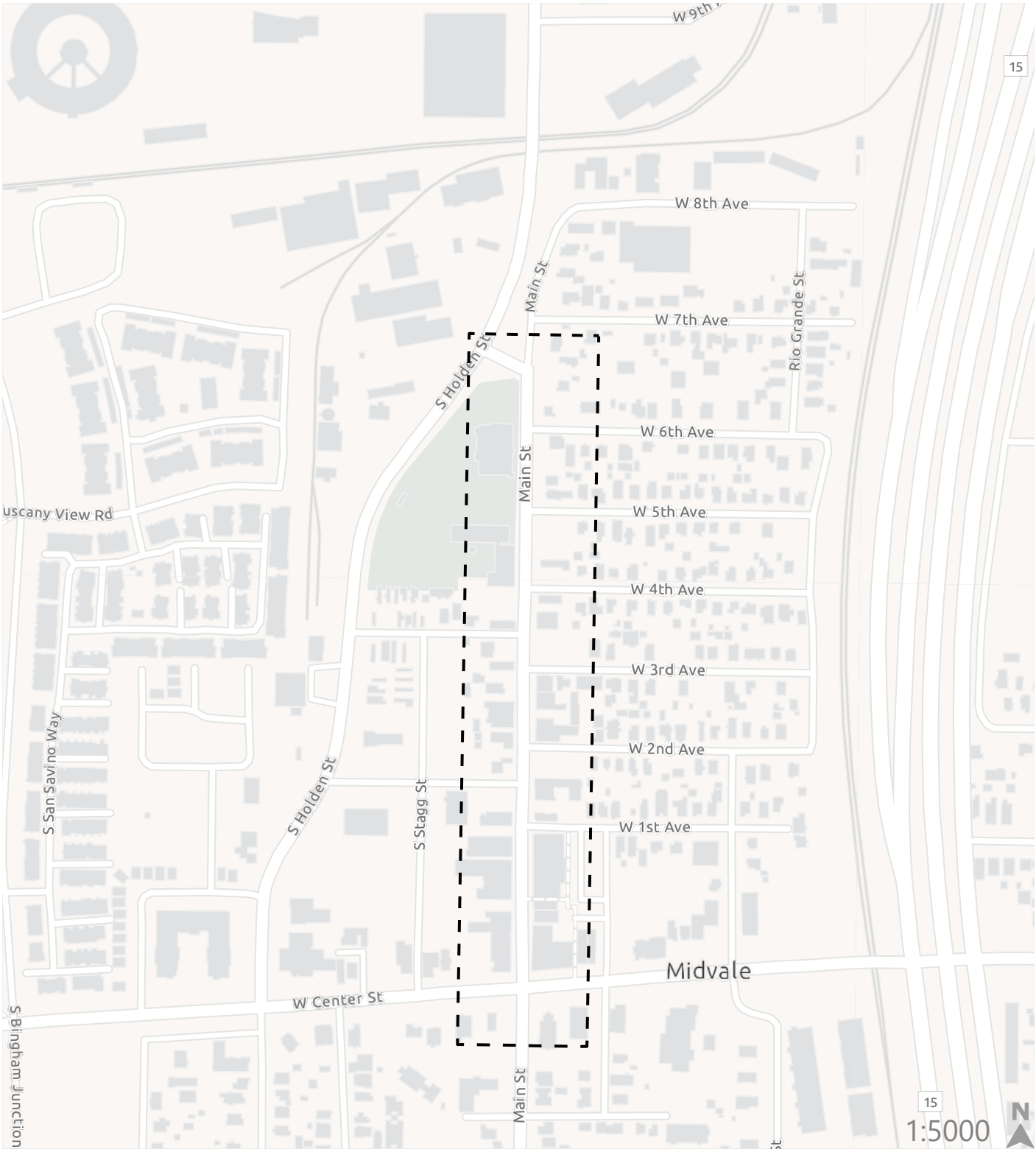
Study Area

The primary focus of this study is Main Street, bounded by Center Street to the south and S. 700 West to the north. Additionally, the study will consider potential changes to areas immediately east and west of Main Street, roughly bound by I-15 to the east and S. 700 West to the west. The study area, referred to as the Main Street Neighborhood in some City documents, is presented in **Figure 1**.

Throughout the study area, Main Street provides one travel lane in each direction with on-street parking provided on both curbs. Pedestrian sidewalks are provided throughout the study area, ranging in width from approximately 4' to more than 10' adjacent to select recent developments. Within the study area, there are no traffic controls (stop signs or traffic signals) along Main Street, though uncontrolled crossings are provided at the following locations:

- Main Street / 1st Avenue
- Main Street / 2nd Avenue
- Main Street / 5th Avenue
- Main Street between 1st Avenue and Center Street, midblock

A signalized crossing is provided at the intersection of Main Street / Center Street. The posted speed limit is 25 miles per hour. Curb extension ("bulb-outs") are prevalent within the study area on both sides of Main Street.



- - - Project Study Area

Figure 1

Study Area

Existing Plans

Three planning documents were reviewed as the relate to transportation on and around Main Street:

Main Street Small Area Plan (2018)

The *Main Street Small Area Plan* laid the groundwork for this current planning effort, and covered a broad range to topics connected to Main Street and its future. For transportation, the *Main Street Small Area Plan* identified several key barriers in surrounding Main Street and the need for improved access across those barriers. The Plan also identified the need for an improved connection to Bingham Junction Station, and that a comprehensive parking development and management plan needs to be established.

Main Street Form Based Code (2022)

The *Main Street Form Based Code* includes recommended typical street sections that aim to address the stated goal of accommodating all travel modes on area streets. The primary focus of these typical sections is providing a preliminary conceptual design for both Center Street and S. 700 West, including the provision of on-street bicycle lanes and parking. Additionally, the Code establishes parking requirements for uses in the Main Street neighborhood, and eliminates minimum parking requirements for some land uses.

Mid-Valley Active Transportation Plan (2022)

The *Mid-Valley Active Transportation Plan* establishes primary ("backbone") and secondary multimodal improvements through a large swath of Salt Lake County including Midvale. The plan, which primarily examines potential improvements from a regional perspective, recommends implementing continuous on-street bicycle lanes on Center Street, S. 700 West, and Main Street within the Main Street neighborhood.

Street Network

In addition to Main Street, which is described in the introduction of this memorandum, the following area roadways are crucial to the transportation network in the study area:

- **Center Street** is a four-lane arterial roadway, oriented east-west, that provides two through-travel lanes in each direction with a two-way left turn lane in the center of the roadway within the study area. At intersections, Center Street provides left-turn pockets and dedicated right-turn pockets. On-street parking is provided on both curbs where right-turn pockets do not exist. The posted speed limit is 35 miles per hour. Center Street, which transitions to 7720 South the east, and 7800 South to the west, does not provide access to I-15. Sidewalks are provided on both sides of Center Street.

- **S. 700 West**, also known as Holden Street, generally runs north-south and forms the western edge of the study area. 700 West provides two through-travel lanes in each direction, as well as left-turn pockets at intersections. 700 West includes a raised, paved median throughout the much of corridor, however it is designed in such a way that it is easily mountable. There are paved shoulders on either side, serving as de-facto bicycle lanes. Sidewalks are provided on both sides of 700 West immediately adjacent to the study area, however, north of the study area there is a sidewalk gap on the east side of 700 West.

Bragg Street, Smelter Street, and the Avenues between Main Street and I-15 generally provide residential and back-of-site access to assorted land uses throughout the study area. These roadways are lower volume, narrower, and presumably see lower volumes of traffic. There are many gaps in the sidewalk network along these roads.

Multimodal Facilities

Multimodal facilities in the study area generally include sidewalks, bicycle facilities, and transit routes.

Pedestrian Infrastructure

In and around the study area, pedestrian infrastructure generally includes sidewalks, crosswalks, and a handful some shared-use paths. Sidewalks are generally provided along at least one curb of all roadways in the study area, however notable gaps exist. Similarly, pedestrian connections to Bingham Junction Station are circuitous and not uniformly accessible. Existing pedestrian infrastructure (denoted as "footways") and associated gaps are shown below in **Figure 2.**

Cycling Network

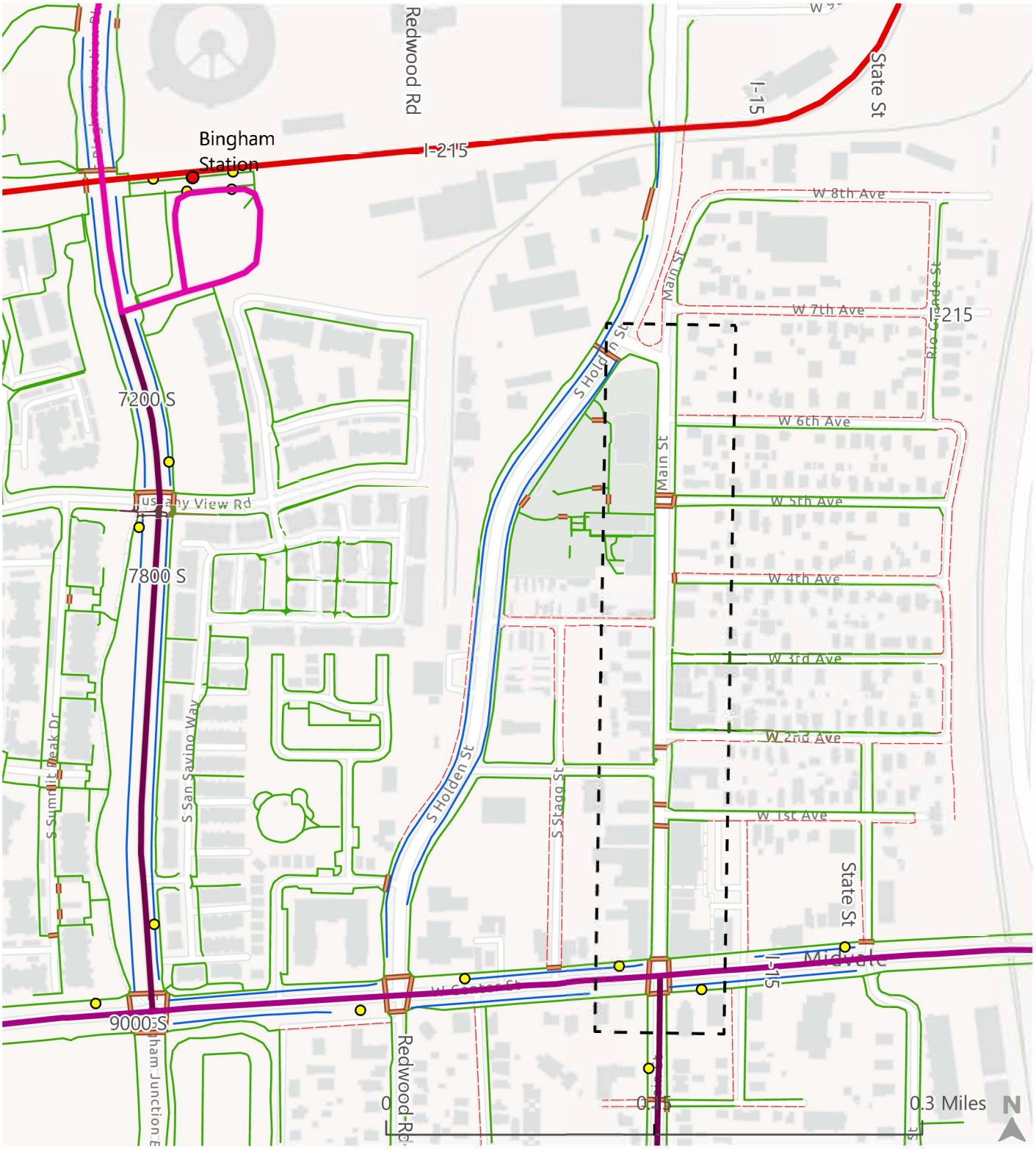
Cycling infrastructure in the study area is primarily comprised of on-street, unmarked, paved shoulders that provide space for cycling along Center Street and S. 700 West. Using these facilities for bicycling can often be complicated by the presence of parked or standing vehicles, particularly on Center Street. There are no comfortable cycling connections from Main Street to either Bingham Junction Station or the Jordan River Trail. The Cycling Network in the study area is shown below in **Figure 2.**

Transit Network

Transit service in the study area is provided by the Utah Transit Authority (UTA), and is comprised of fixed-route bus service and light rail transit, known as TRAX. Bus service in the study area operates on the periphery, with routes on Center Street and outside of the study area to the west on Bingham Junction Boulevard. Bus routes in the study area include:

- **F570**, providing service between Midvale Fort Union Station (UTA TRAX Blue Line) and Jordan Landing
- **F578**, providing service between Midvale Center Station (UTA TRAX Blue Line) and Redwood Road at 7800 South
- **F202**, providing service between Bingham Junction Station (UTA TRAX Red Line) and Sandy Civic Center Station (UTA TRAX Blue Line)

Transit service in the study area is shown below in **Figure 2**.



Crossing
Footway
Pedestrian Gap
Shoulder Bike Lane
Bus Stops
F570 Bus
F578 Bus
F202 Bus
TRAX Red Line
Project Study Area

Figure 2

Multimodal Facilities

Safety

The Utah Department of Transportation (UDOT) maintains a statewide database of traffic crashes, known as Numetric. For the purposed of this study, crashes recorded as occurring between January 1, 2018 and December 31, 2022 were included in this safety analysis.

Of all recorded crashes during the five-year reference period, 19 crashes involved injuries. Of those 19 crashes, one crash involved a pedestrian, and no crashes involved cyclists. Recorded crashes by mode are presented below in **Table 1**.

Table 1: Recorded Injury Crashes on Midvale Main Street by Mode and Year, 2018-2022

Year	Pedestrian-Involved Crashes	Cyclist-Involved Crashes	Automobile Crashes	All Modes
2018	1	0	4	5
2019	0	0	3	3
2020	0	0	4	4
2021	0	0	2	2
2022	0	0	5	5
Total	**1**	**0**	**18**	**19**

Source: Utah Department of Transportation, 2023.

For all recorded crashes, UDOT includes data on crash severity. Of the 19 reported injury crashes between 2018 and 2022, there were no fatal crashes and 18 crashes were recorded as "suspected minor injury" or less severe. Crash severity for reported injury crashes in the study area is presented below in **Table 2.**

Table 2: Recorded Crashes on Midvale Main Street by Severity and Year, 2018-2022

Severity	Crashes
Possible Injury	8
Suspected Minor Injury	10
Suspected Serious Injury	1
Fatality	0

Source: Utah Department of Transportation, 2023.

Lighting conditions often contribute to crashes, with visibility limitations affecting safety outcomes for users of all modes. UDOT records lighting conditions at the time of reported crashes. Lighting conditions for reported crashes in the study area are presented below in **Table 3**.

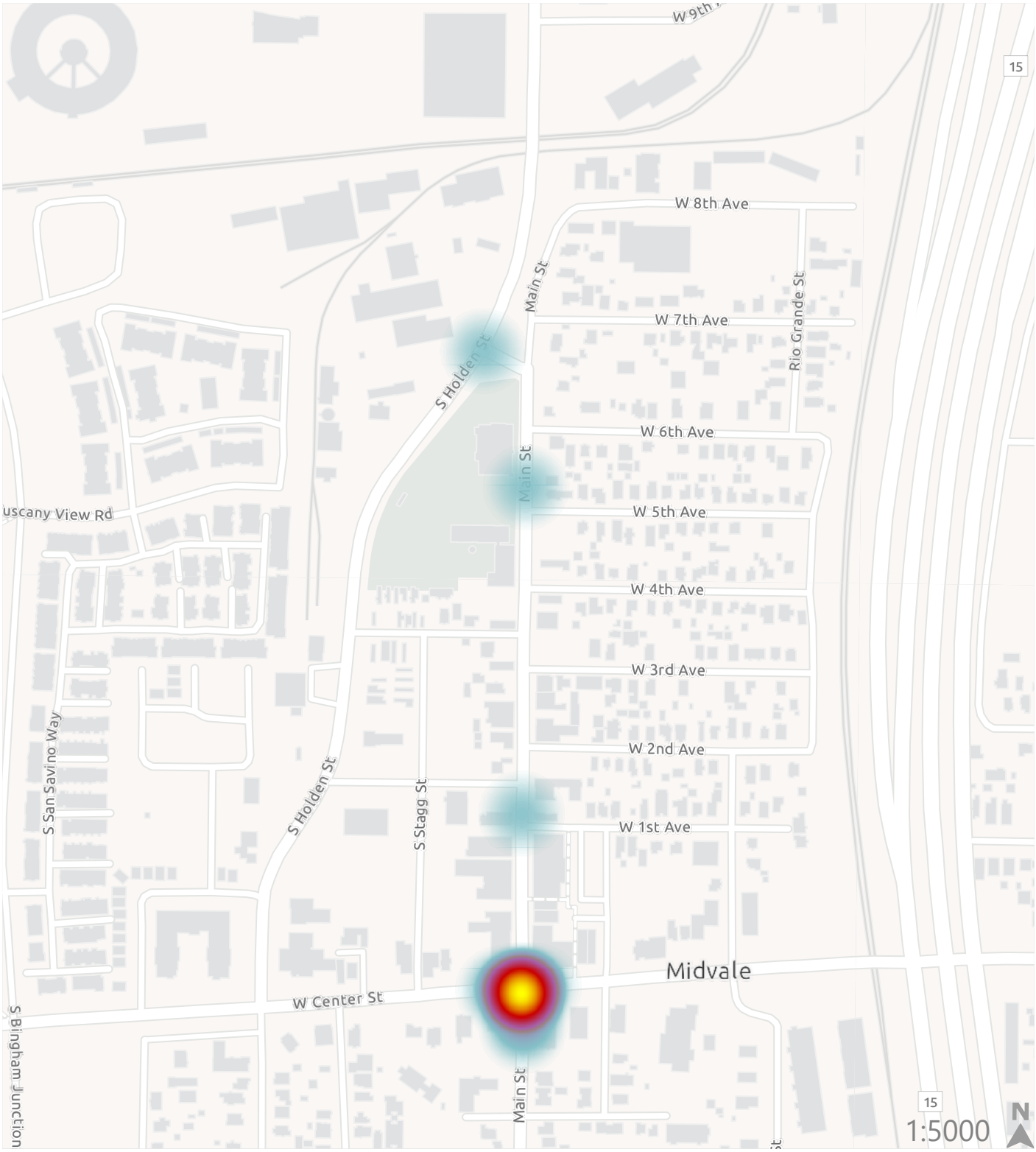
Table 3: Recorded Crashes on Midvale Main Street by Lighting and Year, 2018-2022

Lighting Conditions	Crashes
Daylight	10
Dawn	1
Dark - Lighted	8

Source: Utah Department of Transportation, 2023.

While no crash and resulting injury should be minimized, there are relatively few recorded crashes on Main Street during the period of 2018 to 2022. All crashes are shown below in **Figure 3**. A heat map of recorded crashes during that same period is shown in **Figure 4**. Crash history on Main Street does not suggest any clear trend other than that the density of crashes at the intersection of Main Street / Center Street warrants further evaluation.

If vehicle speed data is made available during this effort, that information will be added to the existing safety data that has been reviewed thus far.

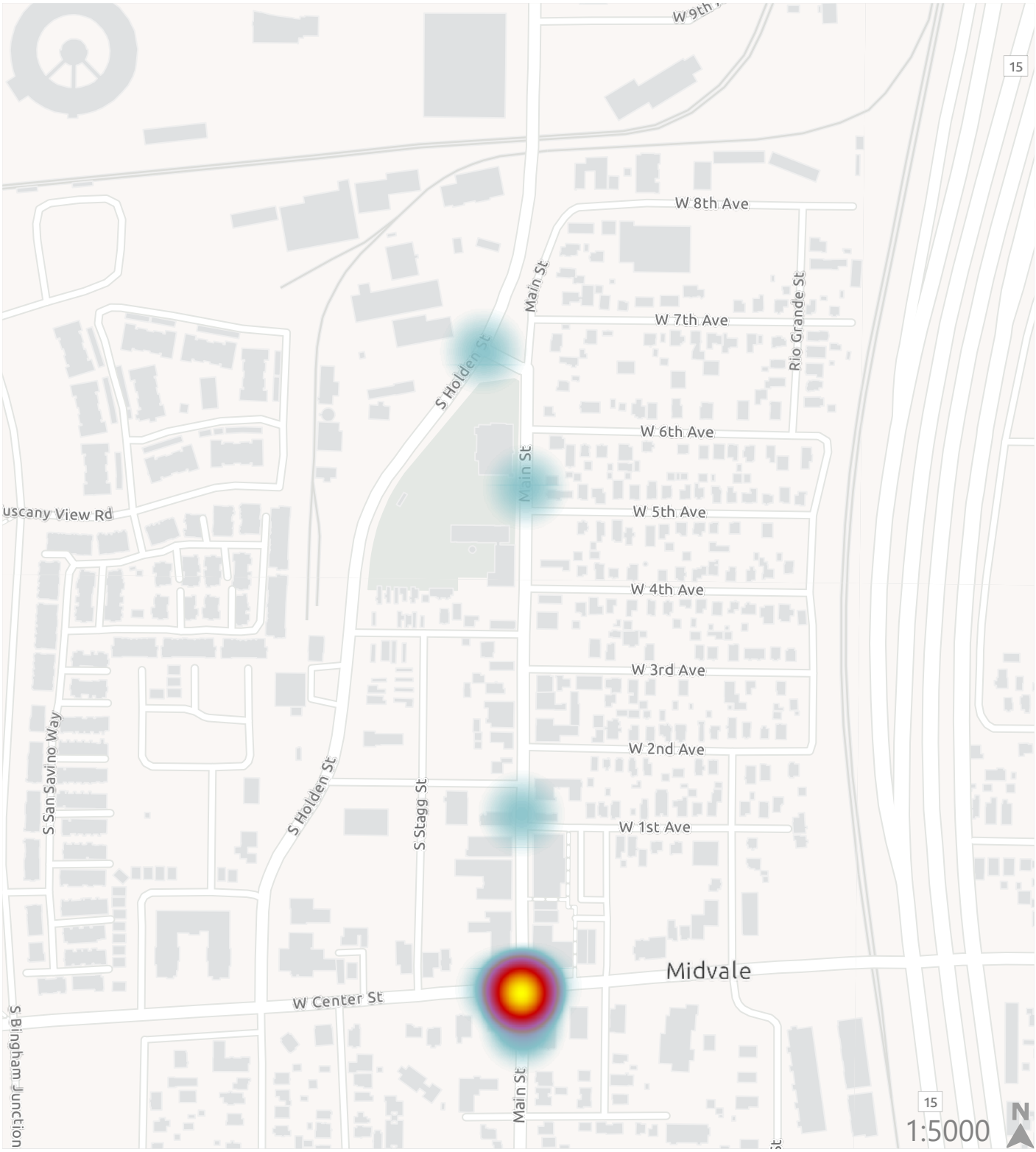


Sparse

Dense

Figure 4

Crashes Heat Map



Sparse

Dense

Figure 4

Crashes Heat Map

Parking

Successful parking management, including providing an appropriate supply of parking for existing uses, is essential to a successful main street. On-street parking is provided along Main Street in free, parallel parking stalls that are officially limited to two-hours per use. However, anecdata suggests that parking is not strictly regulated and turnover is not enforced.

According to data provided by the City, on-street parking along Main Street and adjacent side streets accounts for approximately 285 stalls (assuming 22.5' per stall), and there are an additional 100 stalls provided at an off-street parking lot east of Main Street just north of Center Street. According to the City's calculations, this exceeds the number of parking stalls required by code for commercial uses on and around Main Street. However, discussions with business owners and employees on Main Street suggests that while parking is available, more parking that is closer to the businesses generating the most demand is desirable for sustaining economic activity.

Off-street parking is also provided at Midvale City Hall, however these stalls are not included in code calculations and are primarily used by employees and patrons of Midvale City Hall and Midvale Senior Citizens Center.

City staff have identified potential locations suitable for the development of off-street parking facilities that would both make parking more accessible (without relying on Main Street for access) and more conducive to a "park once" visit.

Constraints

The following constraints were identified through this review of existing conditions:

- Substantial barriers reduce connectivity to Main Street from adjacent neighborhoods, including I-15 to the east, Center Street to the South, 700 West (Hold Street) to the west, and the railroad tracks to the north
- Connections to the Bingham Junction TRAX station, a primary non-automobile mode for of travel in Salt Lake County, are indirect and complicated by the presence of additional rail lines
- Main Street is not directly connected to any multimodal facilities, such as bicycle lanes or the Jordan River trail, despite relative proximity
- This section of Main Street does not serve as a through street which could provide connections to area destinations, ceding traffic to nearby north-south connections that provide greater utility as transportation corridors
- An uneven network of side streets leads to several staggered, offset intersections throughout the study area

Opportunities

The following opportunities were identified through this review of existing conditions:

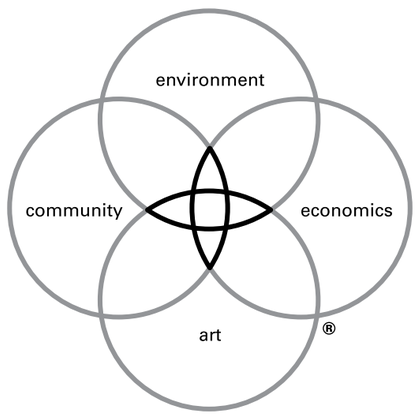
- Recognizing that Main Street does not function as a through street, it can and should be treated as a destination rather than a pass-through, attracting visitors to stay on Main Street
- The UTA Red Line at Bingham Junction Station and the Jordan River Trail provide thus far untapped regional connections by non-automobile modes
- A possible redesign of the intersection of Main Street / Center Street to both improve safety outcomes and act as a gateway for historic Main Street would accomplish multiple goals
- Improvement of off-street parking facilities could allow for the repurposing of on-street parking stalls for other uses, such as dining or gathering spaces
- Back-of-site access for potential redevelopments along Main Street allows for the prioritization of Main Street as a street serving local traffic and Main Street visitors rather than commercial vehicles
- Relatively low traffic volumes with limited likelihood of increased through-traffic allows for more pedestrian and commercial friendly street designs

Next Steps

To bolster this existing conditions evaluation, additional data should be collected in the form of traffic volumes on Main Street, turning movement counts at key intersections, and traffic speeds along Main Street. This will benefit potential intersection improvements and dictate the need for traffic calming in the study area.

To strengthen multimodal connectivity between Main Street and the surround neighborhoods, connections to Bingham Junction Station and the Jordan River Trail should be explored. Similarly, the recommendation of adding on-street bicycle lanes to Main Street, as identified in the Mid-Valley Active Transportation plan (2021) should be revisited.

As identified in the 2019 Midvale Main Street Small Area Plan, a comprehensive parking management strategy should be developed that both benefits Main Street businesses and is supportive of a park-once destination.



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Legacy Design is the defining element of our practice. It is our commitment to an elevated level of design inquiry to arrive at the optimal solutions for clients. The process ensures that our projects reflect the critical issues facing the built environment and that they deliver measurable benefit to clients and communities. It is the foundation of the firm's workshop culture and guides all projects.

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