



2 Community Character

Taylorsville is a forward thinking City with a rich history. The City will work diligently to preserve it's historic assets and enhance our close-knit community of neighborhoods. Well designed and thoughtfully integrated business districts, gateways, corridors and streetscapes will reinforce our community pride and identify us as an attractive place to live, learn, work, play and retire.



“The Greatest Asset a City or Neighborhood can have is Something Different from Every Other Place.”

Jane Jacobs (1916-2006)

Author

Jane Jacobs was an author and urban theorist most famous for writing *Death and Life of Great American Cities*, published in 1961. *Death and Life of Great American Cities* is widely considered the most important book ever written on cities and urbanism. Urban planning website, Planetizen, named Jacobs as the “most influential urbanist” of all time.



Taylorsville General Plan

Chapter 2: Community Character

Chapter 2 Contents:

2.1 Components of Community Character

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2.3 Community Vision

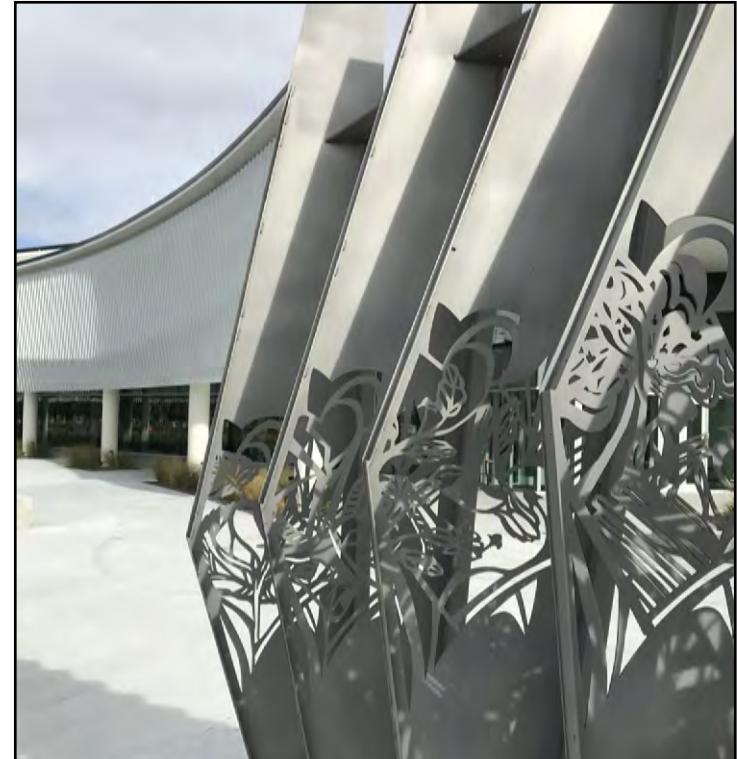
2.4 Measuring Success

Community Character Goal: The City of Taylorsville will strive to be a distinctive community that enhances civic pride and economic development by placing special emphasis and focus on enhancing elements of community identity, livability, and by creating a unique sense of place.

Taylorsville residents have expressed a strong desire to create a community with a clear and unique identity. The identity of a community—that combination of elements that give it a sense of place all its own—is often referred to as its “community character”.

Community character is broadly defined as the natural, visual, emotional, and cultural characteristics belonging to a particular place. In general, community character is generated by many factors, such as historic settlement patterns, local architectural styles, streetscapes, public art, neighborhoods, geographic features, and community landscapes. Beyond its emotional pull, community character is also important to the economic well-being of the community, and influences locational decisions of both residents and businesses.

Taylorsville is an established community that embraces continuous improvement. The quest for continued economic viability, civic pride, and quality of life inspires Taylorsville to strengthen its culturally diverse and multi-generational neighborhoods, enhance its commercial centers through strategic redevelopment, and proactively integrate open space assets to create a rich and vibrant community and strong community image.



100 Items by Tooza Design.

Mid-Valley Performing Arts Center.

To promote these objectives, Taylorsville must strive for development that is of high quality, reinforces valued aspects of the City, and demonstrates respect for the public realm. Implementing higher expectations for design and maintenance for both public and private development will ensure each new project will add value and long term stability to the community.

Although very little vacant land remains in Taylorsville, continued rapid growth of the Salt Lake Metropolitan Area will ensure that change and opportunities for improvement will continue for many years to come. The City must continue to evolve and pioneer new ways to improve the character of the community by steering new forward thinking economic investment to older commercial properties that are ready for redevelopment, improving uninviting streetscapes and other public spaces, and stabilizing neighborhoods through infrastructure and other investment.

Taylorsville must also actively continue to explore strategies to enrich social engagement, including community gatherings, recreational activities, and celebrating our shared history. Taylorsville's traditions of seasonal cultural events are treasured by its citizens. Community events, such as Taylorsville Dayzz, Starry Nights, and Plaza+Art are very important to residents, and are representative of a great quality of life. All of these elements reinforce Taylorsville's positive image as a great place to live and work.



Illustration 2.0.1
Centennial Plaza.

Opened in 2021, Centennial Plaza contributes to Taylorsville's "community character" by providing a unique setting for the city's "community living room". Not only is this community asset different from every other place, it also provides a community gathering place where residents can meet their fellow citizens and enjoy a richly fulfilling sense of community.

2.1 Community Character Components of Community Character

With the formulation of the City's first General Plan in 1997, and through subsequent updates, Taylorsville has sought to prioritize establishing a unique sense of community to help bond the citizens of the City and create a sense of civic pride. Having been primarily developed under the jurisdiction of Salt Lake County prior to the city's incorporation, little effort was given to creating a unique sense of place to this area and the policies and rules that governed development of Taylorsville were virtually identical to other unincorporated areas of the county. This latest update to the Taylorsville General Plan continues to prioritize *sense of place* and recognizes that community character is achieved primarily through attention to design details.

The concept of *community character* is a broad subject that can cover many topics depending on geography, local politics, priorities, history, settlement patterns, as well as other matters. What may be important or applicable in one community may have little relevance in another. Taking that into account, the Taylorsville General Plan has narrowed the discussion of community character to the following eight general categories based on subject matter particularly applicable to this community:

1. Streetscapes
2. Building design and orientation
3. Site design and landscaping
4. Public art
5. Celebrating community
6. Gateways and wayfinding
7. Community branding
8. History and historic preservation

Each of these topics vary in terms of complexity, cost, and difficulty to define and quantify. Some are primarily physical while others are social. It is important to understand, however, that there is no "silver bullet" that will single handedly enrich community character. Rather, community character happens incrementally and often progresses as a community evolves and matures. Opportunities to implement important community character enhancements may occur as private redevelopment and land use changes happen over time while others may be large or small public improvement projects.



"A great city is one that engages all our senses, sparking emotions and creating memorable experiences."

▪ Kevin Lynch

2.2 Community Character Existing Conditions

Streetscapes

Beginning in the early 20th century, escalating after World War II, and continuing today, the nation's predominant form of transportation is the automobile. One of the results of the nation's emphasis on automotive transportation is that most Americans experience communities, and form their perceptions and opinions of communities, by what they witness from within a vehicle. Another result is that many streets in the country have become increasingly focused singularly on moving cars, with little regard to other traditional aspects of the street such as social interaction, pedestrian activity, and aesthetics. Perhaps more than any other singular element of a city, community character and the image of a city is defined by that collection of features that can be observed from a street corridor, often referred to as streetscapes. However, despite much of our national wealth being entwined in the nation's network of local, regional, and interstate roads and streets, many transportation corridors contribute nothing towards the quality of the community beyond traffic circulation.

Streetscapes involve many different community elements, including components of the public realm, such as sidewalks, parkstrips, street lighting, street furnishings, street trees/landscaping, utility infrastructure, and sometimes even the street itself. In addition, elements of the private realm can also have a profound impact on a streetscape quality, including architectural value, how buildings address the street, parking lots, signage, fencing, and private landscaping. A city of ugly streets will generally be perceived by outsiders as an unattractive and undesirable community—primarily because the street is where most people will experience the community.

Streetscapes Existing Conditions

Since incorporation, the City has made significant progress in improving streetscapes in the community by planting street trees, replacing dilapidated fences with higher quality concrete walls, and rebuilding entire streets to be more efficient and aesthetically pleasing. However, there is still much work to be done. Some streets located within Taylorsville remain visually unattractive and often create harsh and uninviting spaces.

Many of the region's busiest surface streets are located within the City, and in many instances automotive functionality has been prioritized over pedestrian needs and aesthetic quality. Major streets within the City, including 4700 South, 5400 South, Redwood Road, 6200 South, and Bangerter Highway all have significant stretches with poor streetscape quality.

Successful streetscapes are generally integrated designs incorporating several aspects of the streetscape into a comprehensive system. In 2006 the City completed a comprehensive streetscape and access management project on Redwood Road between 5400 South and I-215 to help solidify the commercial viability of this important retail district of the city. The Redwood Road project increased automotive throughput by consolidating driveways, improving drive



Illustration 2.2.1

Redwood Road Streetscapes.

Two vastly different streetscapes, both on Redwood Road in Taylorsville, clearly demonstrate the importance of streetscape features in defining a city's image and sense of identity.

approaches, and constructing bus turn outs while simultaneously greatly enhancing the visual quality of the road by widening park strips, planting street trees, installing landscaped street medians, installing decorative lighting, and placing overhead utility wires underground. This project demonstrated that increasing auto efficiency and aesthetics aren't mutually exclusive.

The city has also made significant investments over the last 15 years in replacing dilapidated and mismatched fencing on many of its major streets, including significant stretches of 5400 South, Redwood Road, 4100 South, 4700 South, 2700 West, and 3200 West (see illustration 2.3.1). The new walls have been constructed of high quality durable materials utilizing consistent colors to help unify different locations within the city.

In 2023, the city in partnership with the Utah Department of Transportation, implemented partial streetscape improvements on Redwood Road between 4100 South and 5400 South. Most significantly was the burial of prominent and obtrusive overhead power lines. 2025 will bring improvements to the Taylorsville Expressway east of Redwood Road by planting hundreds of new street trees, constructing new multi-use trails, and other streetscape improvements as part of the new Mid-Valley Express bus rapid transit project.

Numerous other, smaller, streetscape improvements have been implemented by the city over the last two decades. However with all the work that has been completed, there are still significant streetscape deficiencies throughout the community.

Building Design and Orientation

Like streetscapes, architectural value has a profound impact on the perceived quality of a community. Less appreciated, however, is building orientation and how a building addresses the street. How a building is oriented impacts the quality of the public realm and how we perceive our communities. Buildings that turn their backs to the street or have a poor relationship to the street send the not so subtle message that the public realm is not important or deserving of respect. Buildings that face the street, but are set behind large parking lots create an environment where streets are shaped and defined by asphalt rather than architecture, and that cars, not pedestrians, are the priority. Generally, the most appropriate way to design buildings within an urban environment is to not only focus on architectural quality, but also the building's relationship to the public street.

Building Design and Orientation Existing Conditions

Commercial structures in Taylorsville are generally constructed in one of three different scenarios: 1) the building faces towards the public street set behind a parking lot, 2) the building is pulled towards the front of the lot and oriented towards the street with parking to the side and/or rear, or 3) the building pulled to the front of the lot and turned backwards or sideways towards a parking lot located to the rear/and or side of the building. Taylorsville has numerous examples of each situation, however the majority of commercial buildings constructed in the city



Illustration 2.2.2

Building Orientation.

How buildings address the street greatly affects the quality and perception of the public realm. Designing a building so that it addresses the public street greatly enhances the perception of the street (above). Turning a building backwards to the street sends the message that the public street is not important (below).

are oriented towards the street but set behind a parking lot (option #1 above). This option is generally the most auto oriented scenario as it places building entrances adjacent to parking areas. Although this orientation is more desirable than structures that are turned backwards to the street, it diminishes walkability, streetscape quality, and connectivity to the public realm.

Site Design and Landscaping

Site design, landscape design and maintenance play a very important role in how a place is perceived. Regardless of land use, site design generally plays an important role in the perception of a place. As water usage becomes increasingly scrutinized, water conservation and efficiency will become progressively important. Understanding drought tolerant design, xeriscaping, and efficient irrigation will be imperative in the coming decades.

Site Design and Landscaping Existing Conditions

With approximately 37% of the land coverage in Taylorville made up of grass, tree canopy, and other plantings¹, landscaping obviously plays a significant role in the overall character of the city. Landscaping plays a key role in the aesthetic value of both commercial and residential districts and significantly affects property values, desirability, and community pride. Streetside landscaping in many commercial parts of the city has been impacted by repeated road widening projects to the point where there are many locations in the community that have little to no landscaping between parking lots and street right-of-ways. Most newer developments have landscape setbacks composed primarily of grass, shrubbery, and small trees. As water conservation continues to be stressed by local leaders, many properties in the city have converted to xeriscape style landscapes featuring drought tolerant designs. Although well conceived xeriscape plans can add great beauty and value to a place, poorly designed xeriscapes that feature very little living material or high maintenance designs can have detrimental aesthetic impacts.

Public Art

Public art is art in any media whose form, function, or meaning are created for the general public and located, or viewable, from a public place. Public art can play a meaningful role in a community's objective of creating a *unique* sense of place as most artwork is distinctive and often tailored to a place's particular circumstances.

Public Art Existing Conditions

Over the last 15 years Taylorsville has made significant progress towards the goal of establishing more public art in the community. Taylorsville City Hall, Mid-Valley Performing Arts Center, and Centennial Plaza have all initiated new art installations in the previous decade. Coincidentally, however, virtually all public art within the community is located within a very small geographical



¹ Source: i-Tree Canopy Cover Assessment and Tree Benefits Report, 12-2-24.

Illustration 2.2.3

Landscaping

Landscaping clearly impacts perceived quality and sense of place.

**Remembering Those Who
Remembered Us**

Taylorsville Veterans Memorial

Taylorsville City Hall, 2009

Designed by Justin Wilson

Sculpted by Brad Taggart



ADAGIO

Mid-Valley Performing Arts
Center [interior], 2021

Designed by Daniel Roney



Plaza+Art

Annual Revolving Art Program

Centennial Plaza, 2021

Annual art display sponsored by
the City of Taylorsville featuring
xx individual pieces rotated
annually.



Stone Crescent

2460 West 5400 South, 2006

Designed by MGB+A Urban
Design Studio.

Map 2.2.4: Existing Public Art In Taylorsville

area within or adjacent to Taylorsville City Center [see Map 2.2.4. Existing Public Art in Taylorsville].

Existing Public Art Installations in Taylorsville:

- **Remembering Those Who Remembered Us (Veterans Memorial).** 2600 West Taylorsville Blvd. Designed by Justin Wilson and dedicated November 11, 2009, the Taylorsville Veterans Memorial is adjacent to the main entrance of Taylorsville City Hall. Titled "Remembering Those who Remembered Us", Justin Wilson's design pays homage to the home front and the reunification of families.
- **Rock Crescent.** 5400 South/Harvey Heights Drive. Designed by the MGB+A Urban Design Studio and installed in 2006 on a remnant property created by a reconfiguration of the intersection of 5400 South and Harvey Heights Drive. Rock Crescent is comprised of 11 individual stone steles placed in a crescent shape mimicking the curvature of the adjacent roadway.
- **One Hundred Items.** Mid-Valley Performing Arts Center (exterior). 2525 West Taylorsville Blvd. Designed by Tooza Design and installed on the plaza outside the Mid-Valley Performing Arts center. One Hundred Items is comprised of custom metal etchings reflecting the Taylorsville community and constructed as part of the Salt Lake County Percent for Art program which reserves one percent of capital improvement project funds to the commission, purchase, and installation of public artworks at County facilities
- **Adagio.** Midvalley Performing Arts Center (lobby). 2525 West Taylorsville Blvd. Designed by New York artist Danielle Roney, Adagio is comprised of 1,343 polished stainless steel spheres attached to a linear frame. Adagio's shape was inspired by the movement of a dancer and was also installed as part of the County's Percent for Art program.
- **Plaza+ART at Centennial Plaza.** 2600 West 5400 South. Established in 2021, the Plaza+ART series is a revolving art program comprised of 19 individual locations within Centennial Plaza. The program entails the installation of privately owned exterior art pieces at each location within the Plaza. Each piece remains at Centennial Plaza for a period one year with new pieces rotated in annually.

Celebrating Community

Although community events and celebrations don't necessarily have a direct relationship with the physical development of a community, indirectly celebrations can have a profound impact on community character by raising an appreciation of civic pride, sense of place, neighborhood identity, and the image of a city. The City of Taylorsville is a community that values its heritage, its citizens, and its sense of community, and in an effort to strengthen community identity, the City has continued to establish new places and traditions to celebrate its unique heritage and culture. Celebrating the City strengthens residents' understanding and appreciation of



Illustration 2.2.4 Concerts at Centennial Plaza

Community events and celebrations, like this free concert at Centennial Plaza, contribute to civic pride, sense of place, and strengthen neighborhood identity.

themselves and their community by reminding them of their traditions and values. Community celebrations also build new relationships and strengthen existing relationships within the City.

Celebrating Community Existing Conditions

In October 2021, Taylorsville City opened Centennial Plaza at Taylorsville City Center to act as Taylorsville's "community living room" to host community events and celebrations. Phase one of Centennial Plaza's development included a live performance stage, amphitheater, open spaces, pavilions, public art pedestals, and various other smaller gathering places to dine and interact. Since its opening in 2021 the Plaza has hosted numerous community events and celebrations including Starry Nights (movies in the park and live musical performances), the Taylorsville Farmers Market, Night Out Against Crime, food truck gatherings, Plaza+ART revolving art show, and various other community events. Future phases of the Centennial Plaza master plan include playground spaces, outdoor skating, and shaded gathering areas.

Adjacent to Centennial Plaza at City Center is the Mid-Valley Performing Arts Center (PAC), a state-of-the-art facility featuring proscenium and black box theaters that host local and regional performances. The Mid-Valley PAC also opened in 2021 and is operated by Salt Lake County Arts and Culture.

Within easy walking distance of Taylorsville City Center is the Gary C. Swensen Valley Regional Park, home to the city's premier community celebration, Taylorsville Dayzz. 2024 marked the 28th annual Taylorsville Dayzz celebration which draws thousands of visitors from throughout the community and region. Taylorsville Dayzz features a local parade, carnival rides, food booths, concerts, and the county's most famous fireworks show.

Gateways and Wayfinding

Although Taylorsville is a long established community located in the heart of Salt Lake County, the City has largely developed as a traditional suburban community within the larger Salt Lake metropolitan area with few distinguishing or defining boundaries that identify where Taylorsville begins or ends. Due to this pattern of continuous development, Taylorsville tends to "blend" together with these adjacent communities. Residents have expressed concern that despite being in the center of the Salt Lake Valley, many visitors to the City often do not know where Taylorsville starts and ends.

Gateways and Wayfinding Existing Conditions

To help address this issue, in April, 2015, the Taylorsville City Council adopted the *Taylorsville Signage Master Plan* establishing recommendations to complete a unified system of public signage. The plan identifies signage strategies at key locations within the city such as gateways into the community, parks, trails, and important community buildings. The plan identifies recommendations for massing, scale, materials, colors, etc. Following adoption of the plan, the city has constructed signs at numerous gateway and park locations (see map 2.2.6) throughout



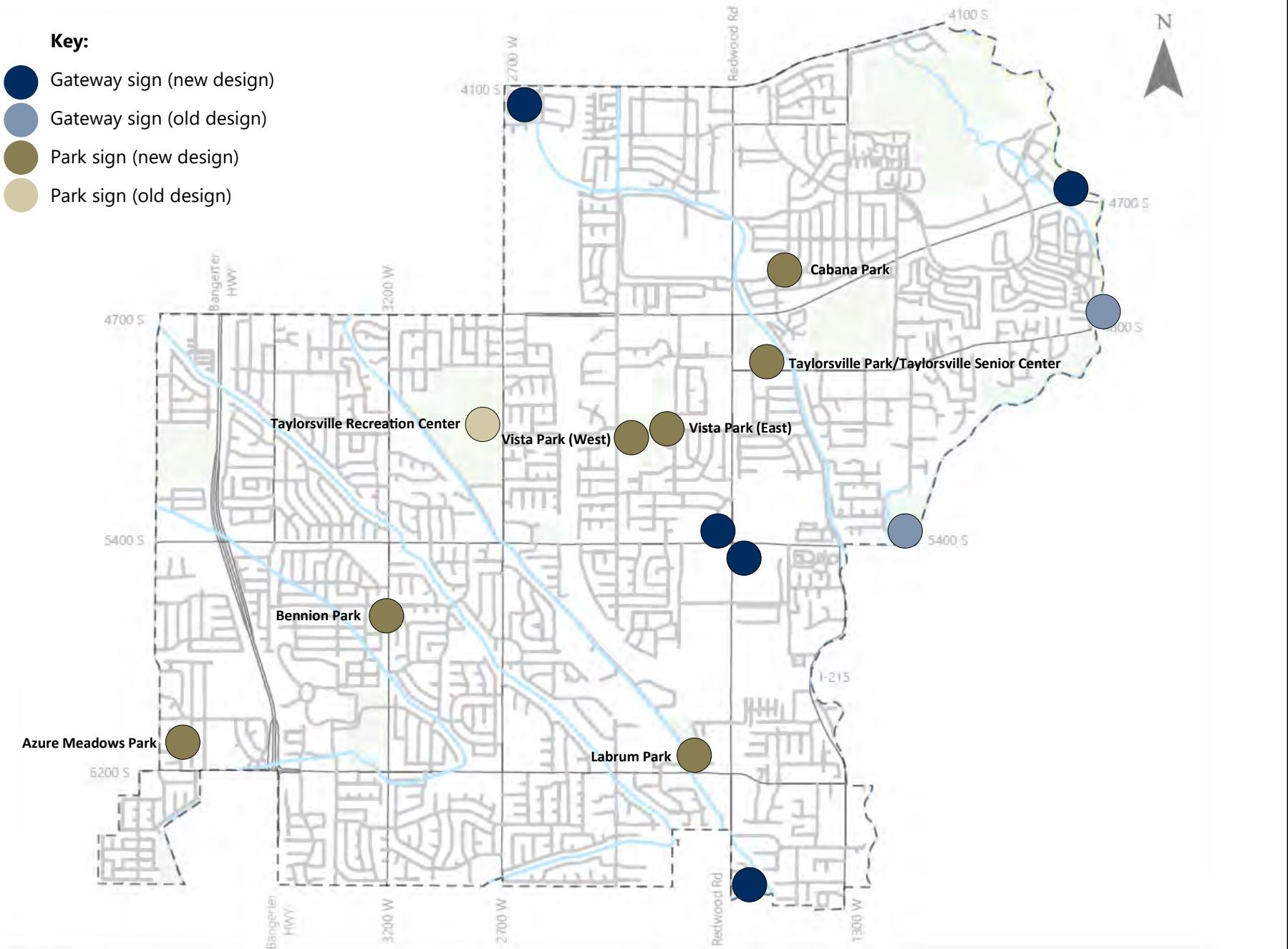
Illustration 2.2.5 Centennial Plaza

Taylorsville's Family Room.

Since its opening in 2021, Centennial Plaza has hosted numerous community events and celebrations including Starry Nights (movies in the park and live musical performances), the Taylorsville Farmers Market, Night Out Against Crime, food truck gatherings, Plaza+ART revolving art show, and various other community events.

Key:

- Gateway sign (new design)
- Gateway sign (old design)
- Park sign (new design)
- Park sign (old design)



Map 2.2.6: Existing Gateway and Community Signage

the community. Since construction, however, some of the signs have suffered from vandalism, lack of maintenance, and deteriorated landscaping.

In addition to the gateway and location signs, the community could also benefit from a wayfinding signage program, particularly on the city's trails system. Although there is no wayfinding program currently in place, a well thought out system could help bring positive aspects to the community enhancing community character with signage illustrating historical information, educational markers, information about recreation programs, maps, marketing, etc.

Community Branding

A method for bringing unique character, uniformity and congruent design to the community is through an urban design “branding” strategy. As cities in Salt Lake County have continued to expand, wall to wall cities now exist in most parts of the county making it difficult to recognize where one community starts and another ends. Prior to incorporation in 1996, little effort was made by Salt Lake County to bring a unique sense of place to Taylorsville. Most county building standards and regulations for Taylorsville were identical to other unincorporated areas of the county at the time such as Holladay, Kearns, Cottonwood Heights, Magna, and Millcreek. Following incorporation the City formally and informally began efforts to carve out a unique sense of community through the use of consistent colors and building materials in various public improvement projects.

“Branding” is an integral concept in the business, public relations, and advertising world. It is much less applied from a community or urban design perspective. Branding is loosely defined as the promotion of a product or company by means of a distinctive design. Business branding strategies typically involve such elements as logos, colors, fonts, taglines, corporate architecture, etc. Likewise, a communities branding strategy might involve logos, fonts, colors and taglines, but also additional elements of the built environment such as the color and style of street lights and other street furnishings, building materials, and community signage.

Community Branding Existing Conditions

Taylorsville began it's urban design branding strategy with the construction of Taylorsville City Hall in 2003. Designed in the *Arts and Crafts* style to acknowledge the City's agrarian past, traditional materials and colors were carefully selected that would the represent the history and geography of Taylorsville and the Salt Lake Valley while also giving a nod to the present and future with the subtle use contemporary colors and materials. The Salt Lake region's mid-western roots are represented with the use of red brick, the stone earth tones symbolize the earth and soil that was the life blood of the early residents of the community, and finally the more contemporary brushed silver and gray details represented today and the optimism of the future. City Hall was so well embraced by the community that it became an archetype for many future city improvements and became the palette of the community's urban design branding strategy.



Illustration 2.2.7 Urban Design Branding

City Hall: A Palate for the Taylorsville “Look”.

Materials and colors from Taylorsville City Hall, such as the tan stone work, gray trim, and brushed aluminum window frames, have been applied to the design and construction of various other public improvements in the City to help bring a cohesive look and feel to the City.

Soon after the completion of City Hall in 2003, the City began the design and construction of the Taylorsville Senior Center located in Taylorsville Park. It was decided that the new building would again be designed in the same style as City Hall utilizing similar colors and materials. The end result was a building very reminiscent of City Hall and the 'Taylorsville Look' had unofficially taken roots. Subsequent projects informally utilizing this canvas of materials and colors included the Redwood Road Streetscape and Access Management Project (5400 South to Interstate I-215), pedestrian crosswalks over 6200 South, and beautification walls spread throughout the community. In 2015 the City took it's first formal step in applying the design theme when it adopted the *Taylorsville Gateway and Community Signage Master Plan*. The plan established basic design standards for new signage at gateway locations, community buildings, and open spaces. The plan also identified an additional palette of colors to provide contrast and vibrancy for selected types of signs. Since the adoption of the plan numerous signs have been constructed at various locations throughout the City [see Map 2.2.6]. Additionally several projects have been completed using the design strategy including Plymouth Fire station #117 at 4965 South Redwood Road and Centennial Plaza at 2600 West 5400 South (see Illustration 2.2.8). Improvements associated with the Mid-Valley Express BRT currently under construction will also utilize the branding strategy.

Illustration 2.2.8:

Taylorsville Branding

These images illustrate various examples of Taylorsville's urban design branding efforts. Consistent colors and materials have been utilized to help bring congruency throughout the community. **Clockwise from top: UFA Plymouth Station #117** (4965 South Redwood Road). Tan stone and brushed aluminum window frames reflex the Taylorsville material palate while the use of red on the garage doors and arbor structures signify the unique use of the building; **Centennial Plaza Arbor** (2600 West 5400 South). Tan stone utilized on arbor and planters and brushed aluminum streetlights and other street furnishings used throughout the site; **Beautification walls** (5400 South and other locations throughout the community). Concrete walls painted to mimic tan stone; **Redwood Road Streetscape** (Redwood Road between 5400 South and Interstate 215). Tan stone retaining walls with brushed aluminum street lights, bus shelters, and other street furnishings; **Park Sign** (5049 South 2200 West and throughout community).



History and Historic Preservation

Preservation of historic structures and sites helps current and future generations to experience a community's unique story and heritage. Continuing to identify, preserve, and respect important sites and buildings will provide a link to the City's roots as it builds into the future.

Architecture of the Recent Past

Perhaps less understood and appreciated than the architecture of the late 19th and early 20th centuries is the architecture of the "recent past". Although the history and historic structures built by the early inhabitants of Taylorsville is locally important, Taylorsville also played a role in one of the most significant and dramatic "events" in human history; one that fundamentally changed the way most Americans now live: the suburbanization of America. Indeed, most Americans prior to World War II lived in rural or urban settings. Following World War II, however, with newer and emerging technologies such as the automobile, telephone, and television, Americans were more able than ever before to leave urban and rural locations and settle in quiet areas like Taylorsville, just outside the central city. Through the first half of the 20th century, Taylorsville was primarily a rural community. But in the late 1950s, just over a decade after the war, Taylorsville began to see the first movement towards suburbanization into this area. Over the next three decades, Taylorsville fundamentally evolved into a completely different type of community.

Is the architecture and history of these early suburban inhabitants important and worthy of preservation?

What is Recent Past Architecture?

Although the original pioneer settlements that eventually emerged as the community of Taylorsville happened about 175 years ago, the vast majority the built environment within the city today was constructed within the past 65 years, beginning in the late 1950s. During this period of rapid growth, local architectural vernacular and land development patterns across the country often embodied the aspirations, priorities, challenges and successes of the times. For example, societal trends of the 1950's and 60's could be seen in the rapid development of suburban neighborhoods, corner gas stations with sweeping awnings that reflect the image of the jet age, commercial signage with designs inspired by the space race, and even the auto oriented commercial strip malls. These structures and building patterns, which represent the idealism and societal norms of the "modern" era, are referred to as the architecture of the "recent past."

Why is Recent Past Architecture Important?

Like other elements of modern society, most recent past architecture and land development patterns have become dated and unappreciated. Such unfashionable structures usually generate little sympathy when abandoned or demolished within a neighborhood. Interestingly, many "historic" forms of architecture, such as Victorian or Arts & Crafts were at one time considered as

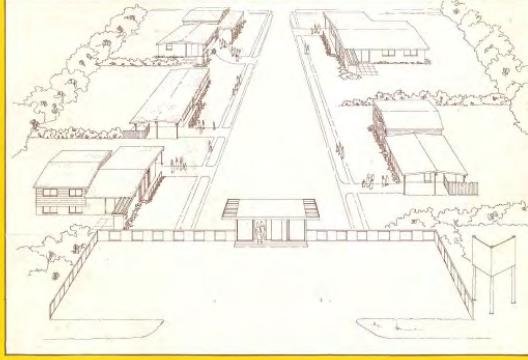
outdated and undesirable, however those that survived are now important and desirable places within our communities.

But the story of the recent past cannot be told through such iconic architecture alone. Other, less prominent places are also important to a community's identity and history. The National Center for Cultural Resources has recently stated that, "Now is the time to reassess the marginal value currently placed on buildings from the recent past, and to work toward their continued use and sensitive rehabilitation. While much has been lost already, a wealth of creative examples survive to remind us of who we were and how we lived during the past century. The characteristics of these buildings, the features and qualities that make them unique to their time are a benefit not a burden."

A WONDERFUL PLACE TO LIVE

WESTGLENN

AWARD HOMES NEWEST PLANNED COMMUNITY
OF DESIGN INNOVATED HOMES



See the Fabulous
PARADE OF "AWARD HOMES"
OPEN 9:00 A.M. TO 9:00 P.M. DAILY
At
52nd SO. and REDWOOD ROAD
Sales Office: AM 6-8762

AWARD HOMES

Illustration 2.2.9:

Sales Brochure from an early 1960s Taylorsville Subdivision

subdivision development. Although these "recent past" homes aren't considered architecturally significant today, these early suburban developments illustrate one of the most significant changes in the way people live in American history.

AWARD HOMES BRING YOU QUALITY AND PRESTIGE

WITH NEW YEARS AHEAD HOME DESIGN, EXCLUSIVE CUSTOM HOME FEATURES . . . ALL AT A PRICE YOU CAN AFFORD

NEW SLIDING GLASS DOORS TO FINISHED PATIO

Step inside the elegant living room of an Award Home and you will appreciate the elegant setting provided by the quality all-aluminum sliding glass doors. Looking out the six-foot glass opening, you'll see the squared patio, magnificently private from the street by the block wall which is projected from the house. This combination makes the living room appear larger and more expansive. The view causes the outdoor landscaping to become almost an extension of the living room. Gaze about the living room and you will appreciate the "open" feeling provided by exclusively engineered open beam construction and the custom effect of the fully paneled walls in your choice of English Walnut, Salem Cherry, Maple, or Oak. And all of Award Homes' exclusive features are included at no additional cost. The delightful divider entryway is just one more new innovation that makes an Award Home . . . THE HOME you've been looking for!

NEW MULTIPLE BATH ARRANGEMENTS

This wonderfully new bathroom idea is designed to enhance custom home planning for more than moderately priced Award Homes. Yet the new 1961 Award Home is providing the de luxe feature of no extra cost. Actually in the two vanities you have a full eight feet of built-in space. All eight feet is covered by durable and high-style formica. Two full vanity tops have its own de luxe chrome circular basins. Two full width plate glass doors are also included. The lower cabinet area is accessible from both the main bath area and the master bedroom. This unique three-door arrangement gives you all the facilities of a multiple bath home.

Custom individual lighting is used in the main bath. Three light units are covered in translucent glass. This result is a dramatic effect with perfectly diffused light. This custom feature was designed for Award Homes selling in excess of \$20,000. Now, Award Homes superior building and planning know-how brings you another truly "expensive" feature at a price you can afford.

PLUS THESE NEW
AWARD HOMES BONUS FEATURES

- Custom Hardwood Paneling
- Wallpaper decor in both
- Enclosed Outside Entries
- Full Width Plate Glass
- Finished carpet included
- Located within 20 minutes of Salt Lake City
- All Improvements paid

NEW DE LUXE HOTPOINT RANGE AND OVEN

Magnificent Hotpoint ranges and ovens for 1961 provide Award Homes the finishing touch for a genuine custom kitchen. The new Hotpoint units are available in Turquoise Green, Sonburst Yellow, Petal Pink, Woodstone Brown, Classic White, Silver Satin and Fashion Finish Copperette - tell the dreamer in you. Drawings do not true when you select the perfect Hotpoint color to match your Award Home Kitchen.

And to keep that dream alive Hotpoint has added these features for 1961!

(1) And also new for 1961 is Hotpoint's pushbutton control tower which offers fast, cool, clean heat as accurately measured as your recipe ingredients. Each calrod surface unit is color-keyed to its own control buttons on the tower, so you don't have to guess.

(2) Note the automatic timing clock. It turns the oven on and off, prepares dinner for the hour set . . . even while you are away. And, Mother, please note that all Hotpoint oven and surface unit control areas are well out of reach of "little fingers."

(3) Your new Hotpoint built-in oven has a lift-off door. No bending, no twisting, no reaching - just open the door to broil position and lift off for easy, safe handling. And the 1961 Hotpoint oven gives you better browning and baking with ventilation design that circulates more even heat over every inch of oven.

Historic Preservation Existing Conditions

Prior to the late 1950s Taylorsville was largely a dispersed agrarian community and consequently had relatively few structures. Unlike many small towns, Taylorsville also didn't have a significant downtown or commercial center. Other than a small node near 4800 South and Redwood Road anchored by Joseph S. Lindsey and Company (later the Taylorsville Mercantile), no significant commercial buildings were constructed in the City. Today, no commercial buildings exist in Taylorsville constructed prior to the 1949.

Much of what remains of Taylorsville's agrarian past are residential buildings found within the Taylorsville 4800 South Historic District generally located on 4800 South between 1130 West and 1625 West [see Map 2.2.12]. Several notable and well preserved buildings remain within the District including Taylorsville's only two structures listed on the National Register of Historic Places: Taylorsville-Bennion Heritage Center (Gerrard House aka Jones Dairy) 1488 W 4800 S, and the Alrasool Islamic Center of Utah, (Taylorsville LDS Ward Meeting House) 1247 W 4800 S.

Recent Past.

Very little commercial architecture from the early periods of Taylorsville suburban development still exist today. In fact, only two commercial buildings constructed prior to 1960 still exist, next door neighbors at 4768 South Redwood Road (1949) and 4772-4778 South Redwood Road (1955). Neither of these structures are architecturally significant beyond their ages. Perhaps the most architecturally significant building remaining from the early days of suburban Taylorsville is the former Safeway/Albertsons building located at 4860 South Redwood Road (currently True Value Hardware) constructed in 1963. Although typical of early suburban grocery store design, the building has seen only minor modifications over the years and features a mid-century modern design with a glass store front and vaulted roof. The remaining shopping center adjacent to True Value was constructed in 1964 and 1967.

Unlike commercial architecture, hundreds of residential structures built in the 1950s and 1960s still exist in the City. Most of these early suburban neighborhoods are generally in the northeast quadrant of the city and were constructed as starter homes. Although many of these homes have been remodeled and altered, most still exist in mostly original condition. Some of the schools in these neighborhood also still stand and feature mid-century modern designs.



Illustration 2.2.10:

Taylorsville's Oldest Commercial Architecture .

Although not architecturally significant, these two neighboring structures are the oldest commercial buildings in the city, 4772-4778 So Redwood (left) constructed in 1955, and 4768 So Redwood (right) constructed in 1949 .

Source: Salt Lake County Assessor



Illustration 2.2.11:

Safeway/Albertson's.

Perhaps Taylorsville's most architecturally significant remaining mid-century commercial building is the 1963 True Value (former Safeway and Albertson's) Hardware store at 4860 South Redwood Road.



Map 2.2.12: Taylorsville 4800 South Historic District

2.3 Community Character Community Vision

The overall character of a place has a profound influence on behavior towards that place. Ugliness and monotony breeds contempt while beauty and individuality promotes respect and civic pride. A city's image—the perceived form or mental representation of a place—is significantly impacted by community character and influences economic development, quality of life, and community investment/reinvestment.

Taylorsville is characterized by its location in the heart of the Salt Lake Valley. The past decade in Taylorsville has seen considerable progress towards enhancing the city's distinctive community identity and sense of place with the construction of several iconic places and buildings including the Mid-Valley Performing Arts Center, Summit Vista Retirement Community, Centennial Plaza, and the Taylorsville Temple. Additionally, numerous community events and celebrations have commenced, such as Plaza+Art, Starry Nights, and the Taylorsville Farmers Market at Centennial Plaza. Recently announced plans to renovate the historic Alrasool Islamic Center of Utah (Taylorsville LDS Ward Meeting House) on 4800 South will further enhance Taylorsville's unique sense of history.

Taylorsville will continue to honor and establish its unique character as redevelopment occurs, demographics shift, and events shape our lives.

Streetscapes

In a city like Taylorsville, where roads and roadways occupy such a prominent position within the community, significant importance should be placed on the overall quality of the streetscape, including:

- Safety for all users of the street
- Aesthetics
- Multiple-use (complete streets)
- Lighting and street furnishings
- Accommodation and minimizing impacts of utilities
- Trees and landscape
- Overall maintenance
- Access to adjacent properties
- How buildings address the street
- Efficiency

In the past, community character improvements such as street tree plantings, enhanced pedestrian facilities, mass transit facilities, and other streetscape enhancements have often been considered less important than street improvements for motor vehicles. Taylorsville should develop policies that require a balance between street capacity improvements and streetscape quality. This can be done by applying context sensitive design strategies for all street projects.

Continuation of the city's beautification wall program should proceed (see illustrations 2.2.8 and 2.3.1) until all applicable areas in the city have been addressed. Established in the early 2000s, this program has replaced many dilapidated and mismatched fences in the city and brought a higher level of aesthetics and safety to many double frontage neighborhoods. A comprehensive evaluation by the City Engineering and Planning Departments should be completed to identify all remaining areas of the City that would benefit from new wall construction. Additionally, city code should be amended to clearly require any new double frontage development to utilize city standard walls.

Community Character Objective 2.1: Improve community image, economic development, property values, and neighborhood stability by enhancing streetscapes throughout the city.

Recommendations, Strategies and Actions

- 2.1-A:** Identify, develop and prioritize new streetscape plans. Develop street specific streetscape plans for key locations in the City.
- 2.1-B:** Establish new drought tolerant landscape standards for parkstrips, other landscaping within the public right of way, and landscaping in commercial districts adjacent to public streets. New standards should emphasize aesthetics, maintenance, and irrigation methods.
- 2.1-C:** Update the city's beautification wall plan.
- 2.1-D:** Improve landscaping and maintenance at city gateway and high visibility locations.
- 2.1-E:** Strengthen existing architectural design standards to improve building design and relationship to public streets.
- 2.1-F:** Establish policies and development standards that require quality streetscape design and construction.
- 2.1-G:** Plant new street trees as a standard practice for new streetscape and roadway projects.
- 2.1-H:** Improve maintenance and maintenance funding for new and existing streetscapes in the city.
- 2.1-I:** Examine all capital improvement street projects for potential "betterments" that will enhance the aesthetic value of the streetscape.
- 2.1-J:** Continue to improve streetscapes that promote walkability and provide transportation alternatives to citizens of various physical abilities.
- 2.1-K:** Promote an understanding among all applicable groups, departments, and agencies that transportation decisions fundamentally affect and influence community character.

Street Lighting

Street lighting plays a key role in the overall character of a community's streetscapes. Not only does street lighting provide an important safety element, the personality of a street is greatly



Illustration 2.3.1

Replacing dilapidated fences and walls.

Many dilapidated fences and walls, such as this one at 5000 South Redwood Road [top], have been replaced by the city's beautification wall program [bottom].

influenced by the style, color, and scale of light poles and fixtures. Coordination and consistency of street lighting throughout an area, district, or community can greatly enhance the appeal and character of the place. Currently the City has a combination of singularly utilitarian street lights and decorative street lights. Many street lights within the community have exceeded their expected lifespans and are ready to be replaced. As new lights are installed and existing lights are replaced, it is important to consider the scale, function, and character of the applicable street to ensure the highest value of this significant public investment.

Community Character Objective 2.2: Establish a comprehensive streetlighting plan for all street types within the community that will improve visibility and community aesthetics.

Recommendations, Strategies and Actions

2.2-A: Establish a formal design consistency strategy for all street lights in the City that considers the following elements:

- Style and color
- Scale
- Spacing and location
- Brightness uniformity
- Construction quality

2.2-B: The city's lighting strategy should establish standard designs for local/neighborhood streets, collector streets, and arterial streets. For ease of maintenance and design uniformity, consistent parts should be utilized for different types of lights.

2.2-C: Allow unique lighting districts that include distinct pole and fixture designs that respect and complement the character of unique places in the city (e.g. within a historic district).

2.2-D: All lighting designs should be scalable to ensure compatibility with all places in the community.

2.2-E: Install street banner hardware on light poles in key places throughout the city. Banners should be of an appropriate scale for the applicable street and reinforce the sense of place for their particular locations.

2.2-F: Incorporate dark sky and reduced light pollution provisions within all new street



Architecture and Building Orientation

Architecture is the art form most present in our every day lives. Architecture defines our homes, our streets, our neighborhoods, and virtually every facet of our community existence. How buildings relate to a human environment greatly impacts the perception of a place. Although great architecture may be difficult to define, how a building relates to its surroundings and the

**"We Shape our Buildings;
Thereafter they Shape Us."**

- Winston Churchill

public realm greatly impacts the appeal of a city. New buildings in the city should be designed with a "civic conscience" by respecting the public realm and providing physical and visual connectivity. This type of "community oriented" architecture will reinforce sense of community and the importance of streets.

Architecture and Building Orientation Community Vision

Architectural design should reinforce the community goal of creating a unique sense of place and high quality living environment. Buildings should respect the public realm by defining the street and designed with a sense of permeability. New buildings should be unique to Taylorsville and complement neighboring structures or elevate the condition of an area by using high quality materials that ensure the long-term sustainability of a building.

Community Character Objective 2.3: Enhance architectural quality within the city.

Recommendations, Strategies and Actions

- 2.3-A:** Continuously analyze and update architectural design standards. New buildings should continuously represent the best design of their time in history.
- 2.3-B:** Develop new architectural design standards particular to new development in transit oriented, high density residential, and mixed use environments. New standards should reinforce pedestrian importance and walkability by giving special attention to street level design.
- 2.3-C:** New public buildings in the community should establish a standard of high architectural quality.

Site Design and Landscaping

Landscaping quality and maintenance plays a key role in how most places in suburban environments are perceived. As this region continues to transition from more traditional water reliant landscapes to more drought tolerant designs, the way that we approach site design and landscaping will fundamentally change. Lawn heavy designs have been popular over the last several decades based on their appearance, low cost, and ease of maintenance; but they are heavy consumers of water, and will therefore become much less prevalent. Landscapes that rely on the concepts of xeriscape and the use of native plant species will become the norm for most places. The transition from heavy water to drought tolerant landscaping may be a challenging one as designers and property owners struggle to learn the proper application of xeriscape.

Site Design and Landscaping Community Vision

The primary goal of Taylorsville, like many communities in the region, will be to make an easy transition to drought tolerant landscaping practices. Design, as well as maintenance, will be fundamentally different than how we've addressed landscaping in the past. Irrigation systems will also need to evolve, as inefficient overhead systems are phased out in favor of more efficient

practices such as drip systems. Many new and existing drought tolerant designs overly rely on rock mulch with little living plant material. Often these designs lack aesthetic quality, radiate heat, and are sometimes difficult to maintain as weeds and debris materialize in landscaped areas. As the city transitions to these new styles of landscaping, much attention needs to be paid to proper methods of design and long term maintenance. Trees, especially newly planted trees, will also struggle with reduced watering. Specific attention needs to be given to the needs of trees and the irrigation of trees with new landscape regulations and practices.

For more information regarding street trees and Taylorsville's urban forest, please refer to Chapter 9—Environmental Stewardship.

Community Character Objective 2.4: Improve site design standards to recognize higher design quality and water conservation.

Recommendations, Strategies and Actions

- 2.4-A:** Update landscape design standards to address drought tolerant landscapes.
- 2.4-B:** Evaluate commercial landscape setback standards. Emphasis should be placed on landscape quality rather than quantity.
- 2.4-C:** Establish incentives for high quality drought tolerant designs and efficient irrigation systems
- 2.4-D:** Establish a contract relationship with a landscape architect to assist the City in updating landscape design regulations, tree planting standards, and site plan review.
- 2.4-E:** Establish a contract relationship with a professional arborist to administer the city's urban forest.
- 2.4-F:** Review and amend the City's development standards for fencing, signage, street lighting, landscaping and streetscape requirements for residential and commercial areas to promote consistent quality and unity in site design and community appearance.
- 2.4-G:** Establish specific standards for the irrigation of trees within the community.
- 2.4-H:** Maintain all City-owned properties and facilities to a high standard to set the bar for

Public Art

Taylorsville has taken significant strides in the establishment of public art in the previous decade. Existing locations, however, are concentrated within a very small geographic area in the City. Beyond the limited area around Taylorsville City Hall, Centennial Plaza, and Mid-Valley Performing Arts Center, public art has virtually no presence in the City. The Taylorsville General Plan recommends continued expansion of the city's public art programs to a more diverse footprint by expanding to more locations within the City. The presence of public art in a larger

area will expose more residents and visitors to the positive qualities of public art and enhance the desirability and character of additional places in the city.

Public Art Community Vision

Public art can help establish community identity and create a deep sense of belonging. Art contributes to placemaking and should be spread throughout the community to clearly demonstrate that all areas of the city are deserving of artistic celebration. Several options exist that could facilitate additional art in the city including partnering with other agencies and entities, providing incentives to private development for the inclusion of art within public gathering places, and commissioning or purchasing art for specific locations in the city. In addition to stand alone artwork, the city should look for opportunities to integrate art with traditionally utilitarian features of the community, like bridges, streetscapes, transit improvements, road medians, playgrounds, and utility boxes and pedestals (see illustration 2.3.2).

Community Character Objective 2.5: Broaden Taylorsville's public art strategy.

Recommendations, Strategies and Actions

- 2.5-A:** Establish a formal public art policy that addresses community standards, liability, maintenance, annual funding requests, selection processes, etc.
- 2.5-B:** Seek annual funding for a permanent art installation or fund.
- 2.5-C:** Establish locations for permanent art installations that address Taylorsville history, culture, and public service.
- 2.5-D:** Identify locations and place types for new art installations such as road medians, freeway interchanges, public facilities, parks, plazas, etc..
- 2.5-F:** Establish a 1% for Art program for all new Taylorsville public facilities.
- 2.5-G:** Establish permanent art facilities at all stations on the Mid-Valley Express bus rapid transit system.
- 2.5-H:** Examine all capital improvement projects for potential "betterments" that will facilitate the installation of public art.
- 2.6-I:** Work with UDOT for the installation of dual purpose gateway/public art on 4700 South and Redwood Road Interstate 215 interchanges.
- 2.7-J:** Install permanent art pieces dedicated to public safety at the Centennial Plaza Central Plaza.
- 2.8-K:** Establish an annual budget line item that will enable the city to annually or periodically purchase a Plaza+Art piece for placement somewhere within the city.
- 2.9-L:** Encourage/incentivize public art at high intensity mixed use and residential developments.



Illustration 2.3.2

Art in non-traditional places.

Infrastructure as public art [above].

Even infrastructure such as this bridge in Westminster, Colorado can enhance community character through the use of "betterments" for public art.

Is it public art or playground equipment [below]?

Many forms of public improvement are also opportunities to establish public art within the community such as this beautifully designed playground equipment.

Image: Berliner Play Equipment

Celebrating Community

The benefits of celebrating community through events and community gatherings are many, including building relationships, promoting civic pride, social and cultural development, civic engagement, public participation, and building a sense of community. Events such as farmers markets, movies in the park, block parties, community clean-ups, and sporting events can be a fun way to connect with others and support local causes.

Celebrating Community Community Vision

In an effort to be inclusive of all residents, Taylorsville should continue to support, promote and encourage community events and celebrations. In addition to entertainment oriented events, community focused events, including community cleanup campaigns, tree plantings, and other events that focus on enhancing the community will engage citizens and promote civic pride, ownership and responsibility. Collaborating with other organizations and looking for synergistic relationships with other community partners can further augment Taylorsville's objective of engaging the community through events and celebrations. For instance, partnering and coordinating with events at the Mid-Valley performing arts center or sports organizations such as Taylorsville High School teams or Little League Baseball can help enhance events and convey local flavor. Aggressive and strategic marketing is also important to ensure attendance.

Community Character Objective 2.6: Engage all citizens in the events and activities in the City.

Recommendations, Strategies and Actions

- 2.6-A:** Identify and celebrate the qualities, character, and diversity of the community that make Taylorsville a unique and desirable place to live. Encourage the involvement of residents, visitors, and the business community in celebrating Taylorsville and its culture and identity.
- 2.6-B:** Expand community sponsored events to promote Taylorsville as a desirable place to live, work and play.
- 2.6-C:** Look for opportunities to partner with other community organizations in local events and celebrations.
- 2.6-D:** Explore opportunities for winter celebrations to enable four seasons of community celebration.
- 2.6-E:** Complete deferred improvements at the city's primary gathering place, Centennial Plaza, including synthetic skating rink, playgrounds, shaded plazas and additional furnishings.
- 2.6-F:** Promote community events and celebrations to ensure residents are aware of all

Gateways and Wayfinding

Given that gateway locations represent the “first impression” of the community, it is important that these areas be aesthetically attractive and routinely maintained to enhance the image of the City. The design of these areas must create a positive impression of the community and provide a “signature” statement for Taylorsville. Gateway signs should utilize common design elements while being adaptive to specific sites and responsive to neighborhood character. Gateway signs must be accentuated by attractive and well-maintained landscaping.

Gateways and Wayfinding Community Vision

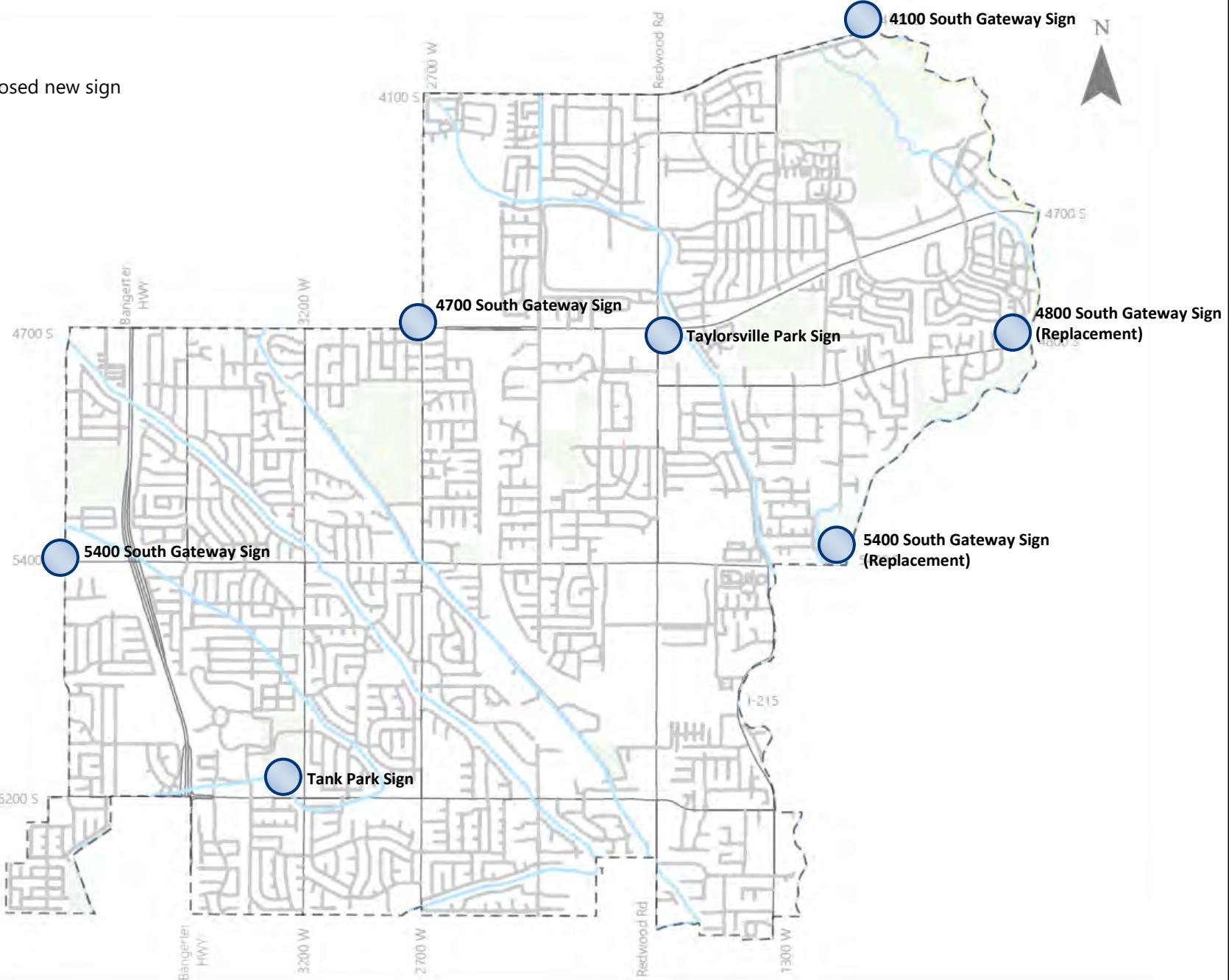
Map 2.3.3 illustrates proposed new gateway and public facility signage. Before embarking on any new locations, however, it is recommended that the *Taylorsville Gateway and Community Signage Master Plan* be updated to reflect more economical and easier to construct and maintain designs. Additionally, some proposed locations for new signage will be part of a comprehensive redevelopment scheme that will likely require a customized design that is based on the particular circumstances of the location.

Recommended new signs include:

- **Millrace Park.** The current sign located at the entrance of Millrace Park on 5400 South represents both a park entrance and gateway sign. The existing sign was installed in the early 2000s and based on an earlier design style that utilized a former Taylorsville logo design. It is recommended that the sign be replaced with a new sign based on the latest Taylorsville branding strategy.
- **Taylorsville Park.** Taylorsville Park has an existing park entrance sign at the south entrance on 4800 South. The main entrance to the park however, is on Redwood Road. The park also includes a highly visible location at the corner of 4700 South and Redwood Road. It is recommended that a new park sign be installed at the main park entrance and/or at the corner location.
- **Summit Park.** Summit Park is a new community park currently under construction that has no current signage. It is recommended that a new park sign be installed at the main entrance of the new park on 3200 West.
- **4100 South/Jordan River Gateway.** The gateway location on 4100 South at the Jordan River represents one of the most prominent gateway locations into the city. Currently no sign exists at this location. This location is complicated by the fact that the north side of the street is located in West Valley City. It is recommended that a new gateway sign be installed on the southside of the street that is viewable by west bound travelers (northern lanes).
- **4800 South/Jordan River Gateway.** An existing old style gateway sign in poor condition is located east of the river outside of the Taylorsville boundary. It is recommended that the old sign be removed and replaced with a new sign on 4800 South within the City boundary.
- **5400 South (Westpoint District) Gateway.** The Westpoint District located at 5400 South and 4000 West is listed as a priority redevelopment area within the City. Currently there is no

Key:

● Proposed new sign



Map 2.3.3: Proposed Community Signage

acceptable location at the intersection that would accommodate a new sign. It is recommended that as redevelopment occurs at the corner location that a space be reserved for a new sign that is architecturally compatible with future redevelopment that would act as a gateway and also assist in marketing efforts for the new center. It is also recommended that the City work with the Kearns community to create a four corner gateway monument to celebrate the historic connections between the two communities.

- **4700 South/2700 West/I-215 District Gateway.** This location is also listed as a priority redevelopment area. With the proximity of the I-215 interchange on 4700 South, this is also one of the most prominent gateway locations in the City. It is recommended that as redevelopment occurs at the corner location that a space be reserved for a new sign that is architecturally compatible with future redevelopment that would act as a gateway and also assist in marketing efforts for the new center. A gateway sign at the freeway interchange should also be considered.

Community Character Objective 2.7: Make a positive statement about the community and community locations by constructing attractive gateway and entrance signage at city boundaries, community facilities, and other key locations within the City.

Recommendations, Strategies and Actions

2.7-A: Update the *Taylorsville Gateway and Community Signage Master Plan*. The new plan should establish standards for signage that are more economical, easier to construct, and easier to maintain. New standards should be developed by a design professional and address basic construction methods. Designs should incorporate features from existing signs to ensure compatibility with previous investments by the City.

2.7-B: Establish drought tolerant landscape standards for community sign locations within the city. New standards should address recommended plantings, spacing, site preparation, mulching materials, and irrigation.

2.7-C: Improve, update, and install landscaping and appropriate irrigation systems as necessary and appropriate at each existing gateway and community signage location.

2.7-D: Install new signage at the following locations (see Map 2.3.3):

- 4100 South/Jordan River Gateway Sign.
- 4800 South/Jordan River (replacement sign).
- 5400 South Gateway/Millrace Park.
- Taylorsville Park (4700 South Redwood Road intersection).
- Summit Park Sign.
- 5400 South/Westpoint Redevelopment Area.
- 4700 South Gateway.

Taylorsville Public Facilities Urban Design Branding Standards Guide¹



Featured Exterior Material:

The primary exterior building material is rustic tan stacked stone.

Central Plaza Arbor at Centennial Plaza



Lights and Street Furnishings:

Lights, street furnishings and, where appropriate, windows and other metal features should be silver, brushed aluminum, stainless steel or similar finish. Individual letters on signs should be either silver (dark background) or oil rubbed bronze (light background) depending on the circumstances.

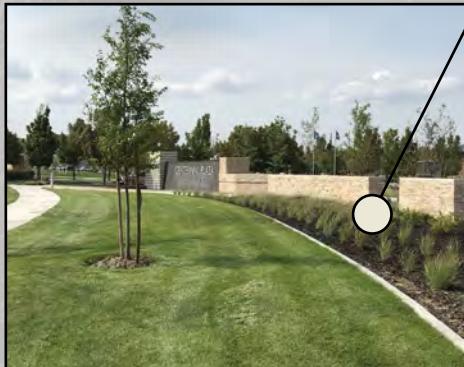
Redwood Road Streetscape 5620 South
Taylorsville City Hall Windows and Flag Pole [inset]



Secondary Exterior Materials:

Additional exterior materials may be used depending on circumstances, including exposed smooth buff colored concrete, black or dark gray panels or surfaces, rust or Corten steel, or exterior grade wood or simulated wood (such as Knotwood®).

UFA Plymouth Station #117



Landscaping:

Structures should be highlighted and softened by landscaping. Drought tolerant plantings should be utilized from a consistent plant list. All landscape areas should include irrigation and receive consistent maintenance.

Centennial Plaza Gateway Structure



Context Materials:

In some situations, additional alternative materials or colors may be utilized to ensure facilities are compatible with the context in which they are constructed. For example, the brick utilized in the pavilion at Centennial Plaza matches the brick utilized on the adjacent Mid-Valley Performing Arts Center [inset].

Main Pavilion Centennial Plaza



Metal Signs:

Where appropriate, colored signs providing wayfinding or other information may be attached to structures.

Colors [RGB]:

Dark Blue:	R-1; G-101; B-165
Medium Blue:	R-0; G-158; B-221
Light Blue:	R-138; G-197; B-235
Dark Green:	R-112; G-180; B-63
Medium Green:	R-164; G-206; B-133
Light Green:	R-210; G-229; B-194

Vista Park 2200 West Entrance;
Cabana Club Park [inset]

¹ Additional Resources: 1] Taylorsville Logo Standards Guide, 2] Taylorsville Signage Master Plan—Landmark Design 2014

Community Branding

Branding through urban design is an effective way to create a unique sense of place for Taylorsville within the 20+ communities in Salt Lake County. Specific design standards that identify such things as materials, colors, landscape products, fonts, etc. can help identify Taylorsville as a distinct place while being bounded on all sides by other communities. Although most of the improvements utilizing the city's urban design strategy have happened informally without a formally adopted procedure, over 20 improvements have been completed citywide using the scheme. Explanations and examples of the urban design branding strategy are illustrated on page 2-30.

Community Branding Community Vision

To ensure continued success and growth of the nearly two decades old urban design strategy, the Taylorsville General Plan recommends formalizing and maturing the design theme to include a formal color scheme, landscape standards, and specific materials lists to assist architects and designers. In order for the design strategy to avoid seeming dated, it should be continuously reviewed and updated with intentional flexibility built in to ensure creativity and design flexibility.

Community Character Objective 2.8: Formalize and continue the city's urban design branding strategy.

Recommendations, Strategies and Actions

- 2.8-A:** Establish formal design standards for the Taylorsville Urban Design Strategy. New standards should include applicability, primary construction materials, secondary constructions materials, colors, graphics, fonts, etc. Standards should include flexibility to address unique and notable places within the community.
- 2.8-B:** Establish formal design standards for the style and color of street furnishings, including trash receptacles, benches, bollards, landscape planters, railings, street lights, street signs, bus shelters, etc.
- 2.8-C:** Establish formal landscape standards for public places within the community. Standards should focus on well designed drought tolerant plantings, native species, and irrigation systems.
- 2.8-D:** Continue to utilize the Taylorsville branding strategies at all applicable public places, including new buildings, streetscapes, signs, parks, infrastructure, etc.
- 2.8-E:** Improve landscape maintenance funding and practices at all public places.

History and Historic Preservation

Very few things define a community's identity more than a place's history or the buildings that represent the community's place in time. Historic buildings serve as links to our past, advancing a sense of place and continuity. Taylorsville is particularly challenged in this area in that very few buildings still exist from the city's first 100 years of existence. That being the case, those

remaining historic resources in the city, particularly those constructed prior to the mid-twentieth century, should be strongly protected, preserved, and emphasized. Protecting and preserving Taylorsville's limited historic cultural assets should be a priority action of the city.

Even though little physical evidence exists today of the city's original settlement and agrarian history, the city's past should still be honored and recognized in other ways in addition to architectural preservation. Community features such as historical markers and place names can effectively maintain curiosity of a place's past.

Taylorsville's current settlement patterns reflect the suburbanization of the area as initiated in the late 1950s and proceeding through today. Although few people view suburban communities through the lens of history and historic preservation, Taylorsville was, in fact, an early participant in perhaps the most significant change in the way most Americans live today.

History and Historic Preservation Community Vision

The community vision for history and historic preservation combines preservation of historic buildings, enhancing the 4800 South streetscape, recognizing historic places, people, and events through the naming of public places, establishing new historical markers, and recognizing the recent past. The Taylorsville Historic Preservation Committee should play an active role in new policies, development plans, and recognition of the City's architectural heritage and history. The city should engage the Committee for input and formal recommendations for the following primary elements of the plan:

1. Preservation of historic buildings in the City.
2. Development of an appropriate streetscape on 4800 South.
3. Naming of public places within the city based on historic locations, events, persons.
4. Recognition of the recent past.

Community Character Objective 2.9: Recognize and preserve the history, historic buildings,

Recommendations, Strategies and Actions

2.9-A: Strengthen and enhance existing historic preservation policies and programs intended to preserve and renovate historic buildings.

2.9-B: Establish basic architectural design standards for historic building renovation and new construction within the 4800 South Historic District.

2.9-C: Develop a 4800 South streetscape plan that establishes the street as an important location within the city. The streetscape plan should address overhead power lines, signage, historic markers, street lights and other street furnishings.

2.9-D: Promote Taylorsville history by recognizing and naming community features after important and noteworthy places and people from Taylorsville history, including parks, buildings, trails, streets, districts, public facilities, etc.



Illustration 2.3.4

Architecture of the Recent Past.

As Taylorsville began to move from an agrarian to a suburban community in the late 1950s and early 1960s, structures such as this mid-century *modern* elementary school were constructed to serve the growing and evolving community. Although these buildings of the "recent past" often don't receive the recognition or appreciation of buildings built in the 19th and early 20th centuries, they do represent a dramatic time of change within the United States.

John C. Fremont Elementary, constructed in 1963.

Community Character Objective 2.9: Recognize and preserve the history, historic buildings, and historic sites of the community. [continued]

Recommendations, Strategies and Actions

2.9-E: Task the Taylorsville Historic Preservation Committee with making a recommendation to the Taylorsville Planning Commission and City Council on how best to recognize the recent past and Taylorsville's place in the suburbanization

2.9-F: All demolition and building permits within the historic district should require planning review as part of the permit workflow.