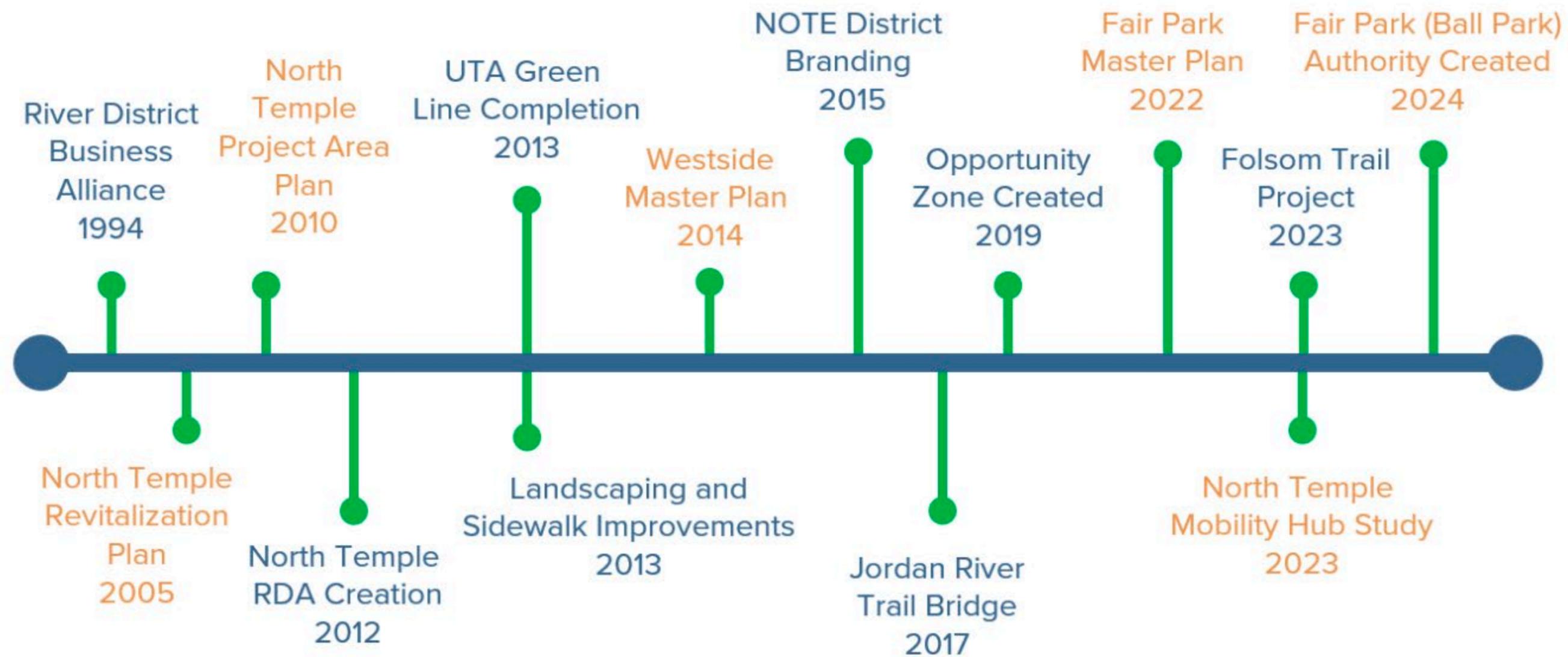




North Temple: Making a Grand Gateway



A THRIVING CULTURAL SCENE

Salt Lake City has a vibrant cultural and entertainment scene - boasting a local ballet company, opera company, symphony, Broadway-caliber performing arts theater, and NBA basketball team - that hosts millions of visitors annually as a cultural destination in its own right and as a gateway to world-class outdoor recreation. Unlike many downtowns in the nation, SLC's downtown is not in decline, it is ascending, with activity up nearly 40% over pre-pandemic levels.



139%

Increase in downtown activity between 2019 and 2023 (Mar-May), this ranks top among downtowns in the country



1,847,800 projected room nights in downtown SLC (2023)



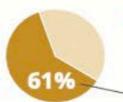
1,000 hotel rooms opened 2022/23; 220 under construction



Abravanel Hall, Capitol Theater, Eccles Theater: 279,420 tickets sold (2021)



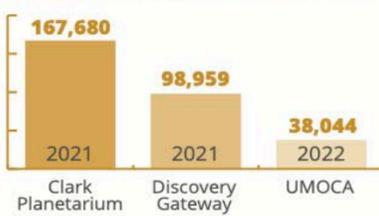
Twilight Concert Series: 21,179 tickets sold (2021)



16.6 million people came downtown (2022)
61% visitors (don't live/work downtown)

SLC & SLCo investing \$11 million dollars in a Cultural Core initiative to attract Intermountain West residents and visitors to arts & performances downtown

annual visitors



OPEN STREETS ON MAIN STREET



GREEN LOOP



ARTS, CULTURE, & ENTERTAINMENT

- A Abravanel Hall
- B Broadway Centre Cinemas
- C Capitol Theatre
- D Delta Center
- E Eccles Theater
- F Megaplex Luxury Theatres
- G Metro Music Hall
- H Plan-B Theatre Company
- I Rose Wagner Performing Arts Center
- J The Depot
- K UMOCA



DOWNTOWN ACTIVITY

- A City Creek Center
- B Clark Planetarium & IMAX Theater
- C Dave and Buster's
- D Discovery Gateway
- E Fair Park
- F Gallivan Center
- G Green Loop Pop-up Installation (May 2023)
- H Mystery Escape Room
- I Pioneer Park
- J The Complex
- K Wiseguys Comedy Club

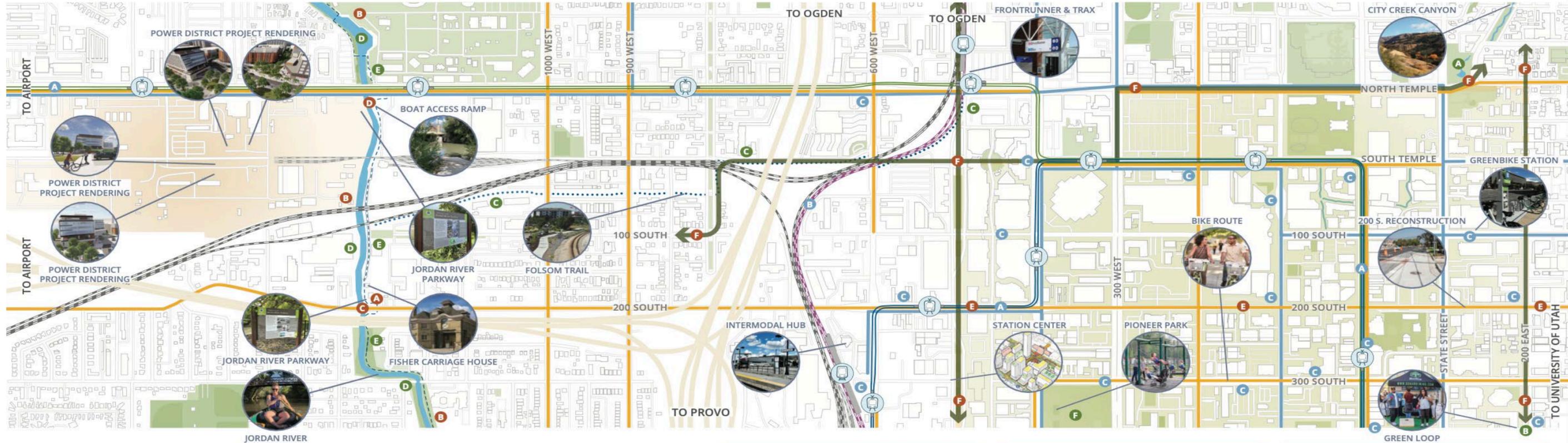


TOURISM & VISITORS

- A Delta Center
- B Fair Park
- C Folsom Trail
- D Hotels
- E Jordan River Trail
- F Restaurants and Bars
- G Rio Grande Depot
- H Salt Palace Convention Center
- I Temple Square

CAPACITY, GROWTH, & QUALITY OF LIFE

SLC has a well-connected transportation network that moves tens of thousands of people daily through (and to) the North Temple-Downtown Corridor, including domestic and international visitors coming from the fastest growing Delta hub in the nation. SLC also boasts an active transportation, parks, and open space network that includes a meandering river and is primed for public and private investment. Future visions include a linear green loop park, a pedestrian plaza, a redesigned Fair Park, and redeveloped headquarters for Rocky Mountain Power that could include a mobility hub.



108 bus and rail stops within the geography

20 different routes (bus, light rail, heavy rail) travel through geography that **connect run** from Pleasant View to Provo and Tooele to Millcreek

12,419 average riders alighting in geography (July 2023)

\$6.3M appropriated for projects in the geography since FY20 (CIP) Power District, Big League, Fair Park, Mobility Hub

ROUTE 1 connects University of Utah with Fairpark and Poplar Grove Neighborhoods

1,925 average monthly riders (Jan-July 2023)

The City invests **\$6.8M/year** to frequent (15 minute) service and late-night run times on this and three other routes.

Nexus of I-15 AND I-80

SLC INTERNATIONAL AIRPORT RECENT \$15.1 BILLION REDEVELOPMENT PROGRAM

15 minutes from downtown

20TH busiest airport in country

WITHIN A 60-MINUTE RADIUS OF DOWNTOWN:

81% of Utah population

2.72 million Workers Residents

1,625 daily dockless mobility trip destinations into target geography

41% of all the **trip destinations** in city (June-August 2023)

TRANSPORTATION

SLC has a robust and well-connected transportation network with multiple modes of transportation moving tens of thousands of people daily through (and to) the North Temple-Downtown corridor for work and play as well as an internationally connected hub with a newly expanded airport and the intersection of transcontinental interstates.

- A** TRAX
- B** FrontRunner
- C** Greenbike Stations
- Bike Routes
- UTA Bus Routes

GREEN & OPEN SPACE

SLC is investing in green and open space for its residents, passing a \$50M parks bond in 2022. With a canyon that connects to our downtown and a river that passes through the North Temple-Downtown corridor, the City is seeking to increase access to open space to all residents.

- A** City Creek
- B** Green Loop Pop-up Installation
- C** Folsom Trail
- D** Jordan River
- E** Jordan River Trail
- F** Pioneer Park

CAPITAL IMPROVEMENT PROJECTS

The City is investing in projects within this area, from infrastructure improvements to new parks and open spaces, the City wants to improve the already good quality of life in this area.

- A** Fisher Carriage House River Recreation & Community Engagement Hub
- B** A Place for Everyone: Emerald Ribbon Master Plan
- C** Bridge Rehabilitation (200 S over Jordan River)
- D** Jordan River Boat Access Ramp at North Temple
- E** 200 South Transit Complete Street Supplement
- F** Downtown Green Loop Implementation: Design for 200 East Linear Park

North Temple Economic Action Plan

Placemaking Recommendations

- **Branding:** NOTE District has not gained much traction and could be refreshed/rebranded
- **Signage:** both business signage and place-making signage
- **Public art:** including murals and sculpture
- **Streetscape:** pedestrian crossings, additional planters, lighting, street furniture, etc. Similar projects along 900 S have cost around \$180,000 per block face



Opportunities

- Over 20 new multifamily projects permitted or in development, with 2000 new residents – doubling to tripling the current number of residents in the area.
- Utah State Fairpark and Power District developments will bring thriving business, residential, and visitor activation.
- The 2027 Temple Open House will bring millions to the City, many of them traveling from the airport or the Power District to downtown.



Public Investment

- Significant public investment has already gone into the area, including the TRAX line, street trees, lighting, and multiple planning efforts.
- New trees will be planted in the current planters toward the end of 2026, to replace those lost due to herbicide in 2023.
- CRA is exploring a retail sub-leasing program to reduce expense and risk for local businesses.
- CRA and the Arts Council are launching a mural program along North Temple.
- Neighborhood Business Improvement funding could be available for businesses to improve facades and signage.

