



## PROJECT TASKS

### Outreach:

Downtown Exchange	4 monthly (approx) meetings with business leaders
Property Ombudsman	Bill Knowles-personal contact with 140 businesses
Focus Groups	40 participants, summary report available
Public Survey	326 responses from people who live, work, play in SSL
Town Hall Meeting	28 residents attended

### Master Plan:

Land Use (Residential, commercial, civic, jobs)  
Transportation, Parking and Complete Streets  
Station Area Plan for Central Pointe Station  
Economics: Revenue, Fiscal Impacts, Improvement Costs

### Zoning:

Form Based Code: Streets, Building Form, Uses, Open Space

### Projects:

Arts District	Film and Digital Media Center or Arts Center
Civic Spaces	Greenway and Parley's Trail, Parks, Plazas, City Hall
Transportation	I-80, Central Pointe Station, S-Line loop, State St.

## OUTREACH RESULTS



## DOWNTOWN VALUES

- Downtown should be for everyone. There is enough space for a wide mix of businesses, housing shopping, arts and housing. We are diverse and our options should be, too.
- Downtown should be a true destination. It should draw people out locally and from around the region, with attractions found only here (such as an event, a cultural center or a great plaza) as well as a good mix of interesting local restaurants and shops.
- Downtown should be beautiful and high quality development. Do not compromise or it will suffer long term.
- Downtown should be safe, walkable, bikeable, but should still be easy to drive to and park.
- Downtown should be a place locals can go more frequently than Downtown Salt Lake.
- Downtown should be sustainable. It should promote healthy living, encourage walking and transit, reduce Vehicle Miles Traveled and vehicle emissions, save and generate energy, and reduce resource consumption and environmental impacts.



## SURVEY SAYS...

- About half of those who work in SSL are generally happy with that situation. We did not ask those who aren't happy if it has more to do with their particular job or employer, or if it is related to working in SSL.
- About 40 percent of those who live in South Salt Lake are happy. Those who aren't happy or are looking to move most often cited crime and safety as reasons to leave. People who are looking to move into the city are most interested in SSL's convenient location and affordable housing costs.
- Quality restaurants, shopping, and more recreational opportunities are things people want to see more of in SSL.
- People want a walkable downtown
- People want nature and, or bike trails through the downtown area
- Restaurants and shopping at small local businesses were the two most often mentioned things people would like to see in downtown
- Homelessness and lack of interest in the events and attractions are the main reasons people said they wouldn't visit downtown. Concern for personal safety was the third most often mentioned reason.
- An arts district/arts center tested fairly low at this early stage.
- People in the focus groups often mentioned a common area/gathering place/outdoor concert venue. This should be considered and included in any future surveys. Such an area was not a choice in any of the survey questions. Parks was a choice in one question, but what was described in focus group is more specific than open space/parks.

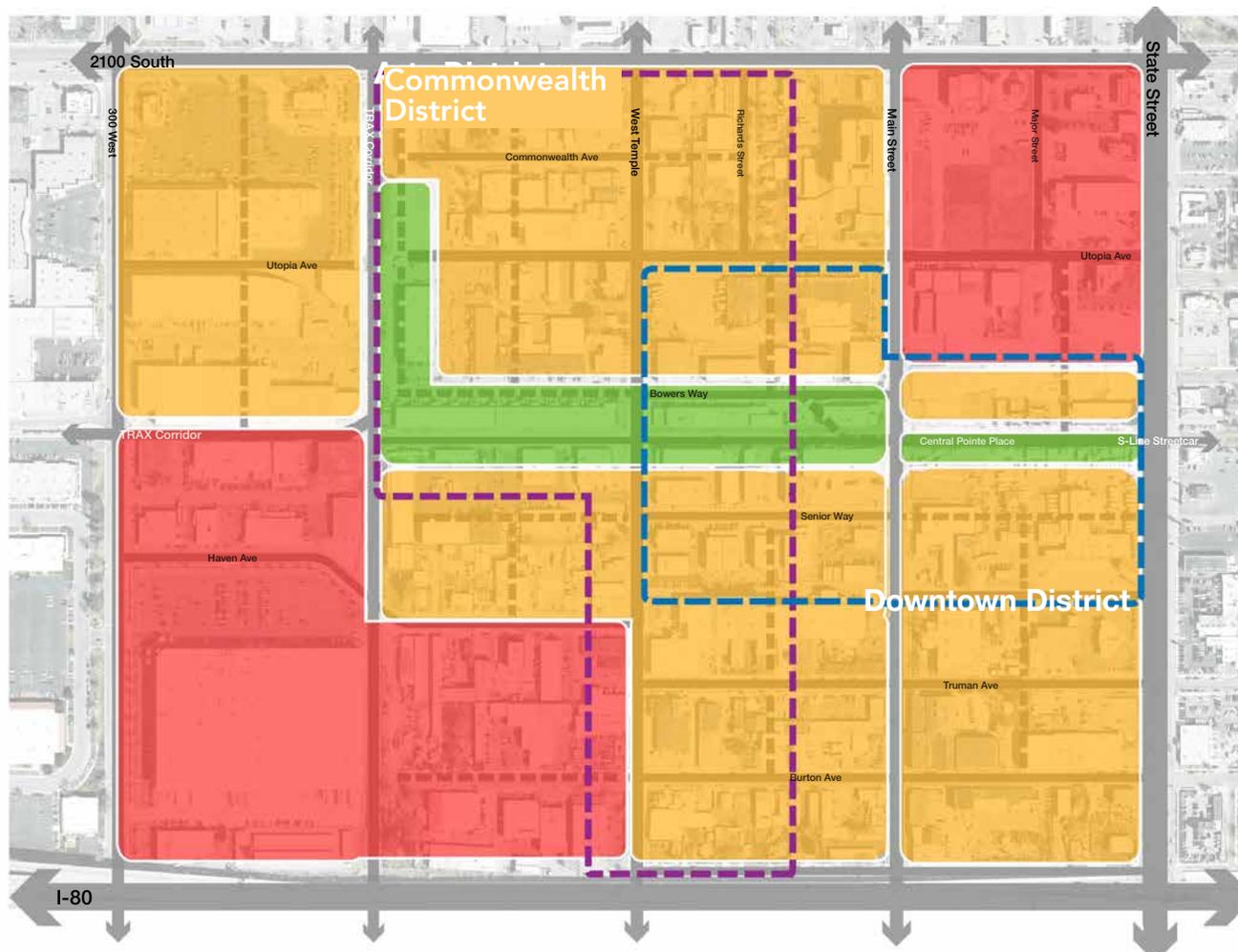
### Recommendations:

Focus on the desire for small local businesses and fine dining for this area. Planning should include clustered, walkable areas of shops and restaurants, Lighting and other techniques to promote safety should be emphasized.



# DOWNTOWN SOUTH SALT LAKE

## MASTER PLAN





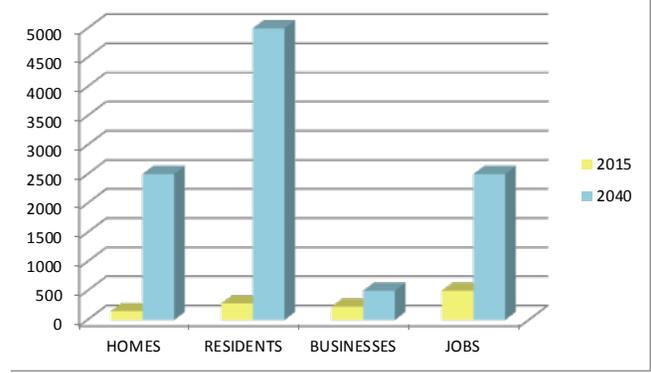
# DOWNTOWN SOUTH SALT LAKE

## BY THE NUMBERS

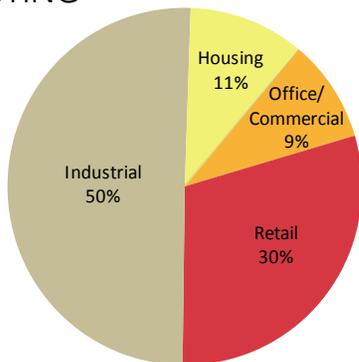
To create a complete community downtown and economic opportunity for all of South Salt Lake, significant construction of retail, commercial/office and housing are proposed. An additional goal is to attract more residents, more jobs, and more businesses to the neighborhood. Some of this growth will replace existing businesses, so actual new construction and growth is higher.

type	measure	2015	2040	growth
RETAIL	square footage	600,000	1,500,500	250%
OFFICE	square footage	200,000	700,000	350%
HOUSING	square footage	225,000	3,750,000	1667%

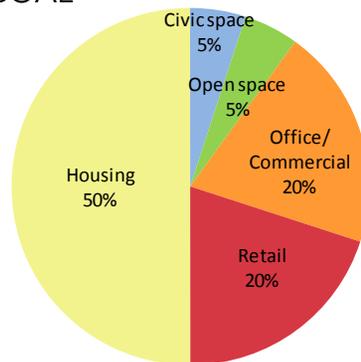
type	measure	2015	2040	growth
HOMES	units	150	2,500	1667%
RESIDENTS	people	280	5,000	1786%
BUSINESSES	units	227	500	220%
JOBS	people	500	2,500	500%



2015 EXISTING



2040 GOAL





## BIG IDEAS

1

### A DESTINATION DOWNTOWN

South Salt Lake has always wanted to build a city center that people could identify as a landmark and embrace as the heart of their community. A successful city center should be a destination for:

- Jobs, education and training
- Doing business
- Residents housed in a variety of home types
- Shopping and personal services
- Entertainment, food and drink
- Coming together to be a part of the community
- Showcasing talent on the world's stage

A destination downtown area will have high density, mixed-use development. Ground floor commercial and retail businesses are strongly encouraged in order to keep streets lively and walkable.

A critical ingredient in this mix is "third places." These are places where people go outside their home or workplace. This includes cafes, bars, coffee shops, outdoor dining areas, parks, sidewalks, plazas and gyms. These generate the lively activity and encounters that many people seek in urban living.

2

### INNOVATION CLUSTER

An innovation district is an "area where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators. They are physically compact, transit-accessible, and technically-wired and offer mixed use housing, office and retail." (*Brookings*). This neighborhood should seek to be a home for an innovation cluster as a tool to transform our economy, education and jobs while spurring more urban development.

There are few locations in the state that offer such an opportunity for building an innovation district and for building the idea urban setting for it. South Salt Lake and Salt Lake County are exploring the possibility for an innovation district that could become a hub for digital media in Utah. This could include space for creating media art, presenting it, and incubating businesses involved in this industry. This would complement the SLCC Digital Media Center and support the work of local film and digital media ventures and non-profits.

The most important ingredients of such a district are strong partners and social connections, as well as an amenity-rich urban framework that fosters these interactions. Adding innovation to the mix in downtown South Salt Lake is just adding another layer of richness and diversity to the neighborhood, and a built-in market for what it will offer.

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### CREATIVE AND CULTURAL HUB

Quite a few artists, designers, inventors, culinary and creative industries call this neighborhood home. Creative are proven catalysts for economic development and a valuable neighborhood asset. These businesses should be encouraged to stay and grow. Currently, this neighborhood includes:

- Artist studios and galleries
- Arts services, including framing, welding, and supplies
- Restaurants
- Food and beverage manufacturing (brewery, winery, specialty foods)
- Live music venues
- Recording studio
- Small, local manufacturers (outdoor products, custom furniture, eye wear)
- Design services (architects, engineers, interior design)
- Construction and remodeling services (contractors, tile, flooring, appliances)

Ideas for enhancing this as a creative district are:

- Branding/marketing an arts/creative district
- Pursuing a Film and Digital Media Center and public or private arts spaces
- Encouraging housing for artists
- Supporting working artists with artist opportunities
- Offering downtown cultural events, such as performances, art strolls and openings
- Providing events and opportunities for networking and chance encounters

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## RETAIL DESTINATION

Shopping is an important part of community life and local economies. They give residents a place to gather, purchase goods and services. They also provide jobs and generate sales tax dollars for the city.

South Salt Lake has a shortage of retail businesses in its city boundaries to support all its needs and experiences significant “retail leakage,” i.e. local dollars being spent outside city boundaries. Also, while several large regional retail stores (such as Best Buy) bring shoppers into the neighborhood today, there is little to keep shoppers exploring beyond their original destination.

South Salt Lake should aim for a wide variety of retailers to appeal to different residents and to provide a little of everything on every shopping trip. This creates a more economically diverse and sustainable destination.

Large-format retail makes sense adjacent to the high-traffic corridors of the highways, State Street, 2100 South and 300 West. These areas may attract additional large, and regionally unique retailers.

Smaller format retail, local businesses and shops within mixed-use buildings are important complements to larger retailers and to serve downtown residents. They also help build a shopping destination and a livelier neighborhood.

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## NEW IDEAS IN OLD BUILDINGS

Old buildings are important to new economies and to new ideas. Adaptive reuse of some existing buildings in downtown will help create a more diverse and unique neighborhood.

This downtown neighborhood currently has a healthy variety of building ages, sizes, construction type and uses. Many of the most distinctive and interesting businesses here today have simply reused an old building, however modest or grand. This gives the neighborhood some character, but more importantly, gives it opportunity. The investment has been made instead on individualizing the building or in the creative work that takes place inside. The low cost of entry has opened doors to highly creative industries and workers. And it welcomes a diversity of endeavors that would likely never be located in the same new building or block otherwise. Old buildings are also the greenest buildings, requiring far less energy and materials to restore than new construction.

This is a very good thing for a new downtown. In fact, it is often proven that artists and creative industries are the best starting point for neighborhood-level economic development.

Not every old building in this neighborhood will find a suitable new use or owner, and not all of them are really worthy. However, given the high cost of property here, many buildings may be given a second chance, and it is important to keep these options open.

6

## REGIONAL TRANSIT HUB

Central Pointe station is key to our downtown redevelopment. It is a regionally significant station as it is the only UTA rail station with all three TRAX lines: Airport, West Valley and the North-South line and also the S-Line streetcar station. It is in a prime location, only two blocks from the intersection of I-80 and I-15 and in the “hinge” between downtown Salt Lake City and Sugar House. This should be one of the premier stations in the system, but it currently has serious shortcomings and limited access from several directions. A new Station Master Plan will be jointly developed as a part of this plan with UTA, South Salt Lake, Salt Lake County and WFRC participating.

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## STATE STREET REVITALIZATION

State Street should be a welcoming front door to our city, not an uncomfortable eyesore. The *Life on State* pointed out key improvements, which will take both local and regional effort to achieve. These include:

- Improved bus service and station to connect to downtown Murray and Salt Lake City.
- Landscape, streetscape and pedestrian improvements
- Buildings framing and facing the street to create a more urban gateway



## PROJECT FUNDING 2015-16

### 1. PLANNING AND ZONING

WFRC / SL County grant:	\$62,800
UTA Station Area Plan match:	\$30,000
SSL Local match:	\$15,700

### 2. ARTS DISTRICT STUDY

SL County Cultural Facilities	\$20,000 (request)
SSL Local match:	\$20,000

## PROJECT SCHEDULE

1. Outreach	February - September 2015
2. Master Plans	May - September 2015
3. Zoning	June - December 2015
4. Projects	varies