



STATE STREET CORRIDOR MASTER PLAN

Recapturing Our Community Corridors

Planning Commission Meeting



IBI GROUP

October 21, 2015

Resident input was gathered through questions on Mindmixer and in Public Workshops. This input was used to define a Vision, Goals, and Objectives that guide the Plan.

As plan objectives were developed based on this input, residents were able to comment and provide feedback, which continued to shape and define the plan throughout the process.

Mindmixer Stats

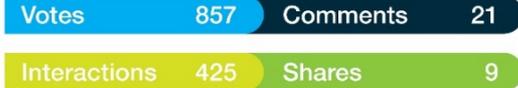
35,000
Page Views

11,000 Unique
Visitors

800 Active
Participants

Sample of Respondents

Engagement



Participation

76% of People Participated

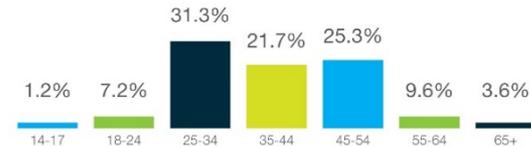


94% More than Your Average and
1404% More than the MindMixer Average

Gender Breakdown



Age Breakdown



6 Public Open Houses / 25 Mindmixer Topics /
Neighborhood and Interest Group Presentations

The public feedback identified these general issues about the current condition of State Street:

Mobility - There is interest in making the corridor more pedestrian friendly and adding more options for biking and alternative modes of transit.

Aesthetics - The corridor is full of visual clutter and unattractive with too many signs, lack of trees, old buildings and storefronts and generally in need of beautification.

Identity - The corridor is a long commercial strip lacking identity, community character, sense of place and an identifiable center.

Safety - The street is difficult to cross as a pedestrian, unfriendly to bicycles and mixes slow moving and turning local traffic with fast moving through traffic.

Economics - Much of the current development on State Street was constructed in the mid-1900's, and is now reaching the end of its lifespan. Enhancements need to have a clear, long-term, sustained plan and funding for maintenance.

VISION STATEMENT

Create a dynamic and incremental framework to guide future growth throughout the State Street Corridor resulting in economic development initiatives, transportation solutions and enhanced community image and identity. The State Street Corridor will promote a family-friendly culture while becoming an attractive, urban lifestyle alternative for residents, businesses and visitors.



DESIGN PRINCIPLES



safety & mobility

State Street will utilize its extensive right-of-way in an efficient and functional way to create a people-friendly street that provides viable transportation options for pedestrians, bikes, transit and vehicles. The addition of new streets between State Street and Orem Boulevard will enhance walkability, traffic flow and improve building frontage.



responsible land-use

A redeveloped, people-friendly State Street will allow and encourage a range of desired land-uses. Growth nodes will be identified and developed at key areas, in coordination with transit stops, which will become unique districts with a distinguished character that will act as catalysts for private investment throughout the corridor.



family friendly urban design

The right mix of mobility and land-use will provide an opportunity to create a “place” and significantly increase the quality of life along State Street and throughout Orem. A network of parks, plazas, and other community space will be strategically located throughout the corridor and link to existing gathering spaces. The aesthetic appearance of State Street will be greatly improved by locating buildings along the street, minimizing visual impacts of parking lots and signage and unifying the streetscape.

MASTER PLAN GOALS

- Provide regional, local and multi-modal transportation solutions
- Lateral approach to a linear corridor connecting adjacent neighborhoods east and west
- Increase building frontage real estate through finer grain street and block network leveraging development opportunities between State Street and Orem Boulevard
- Concentrate density nodes around potential transit system station areas
- Create a complimentary network of character districts to establish sense of place
- Enhance open space system to encourage walkability, community gathering, healthy living and active storefronts
- Improve the aesthetic appearance of the corridor
- Redefine development standards and policies to manage growth
- Maintain bedroom community character while embracing critical and strategically located mixed-use density to preserve existing neighborhoods
- Build on Orem's promise of being the best place in America to raise families

PLAN OBJECTIVES

 Mobility

- 1 Create a Boulevard on State Street
- 2 Provide Flexibility to Incorporate Future Transit
- 3 Develop a Safe and Complete Bikeway along State Street
- 4 Connect State Street to Orem Boulevard

 Land Use

- 5 Develop Unique and Strategic Growth Areas
- 6 Create an Identifiable Downtown and Center for the Community

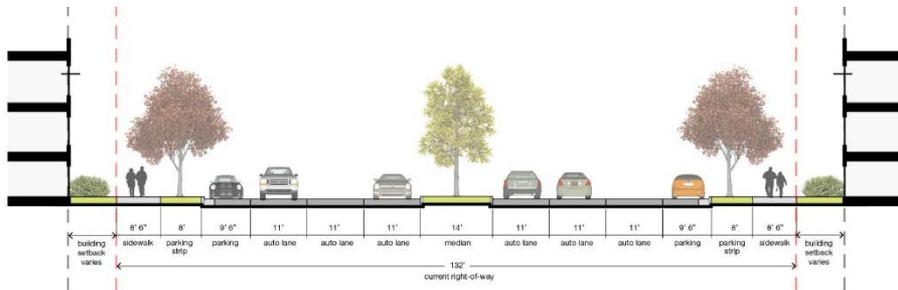
 Urban Design

- 7 Develop a Strong Open Space Network along State Street
- 8 Preserve and Connect Existing Neighborhoods

 Culture

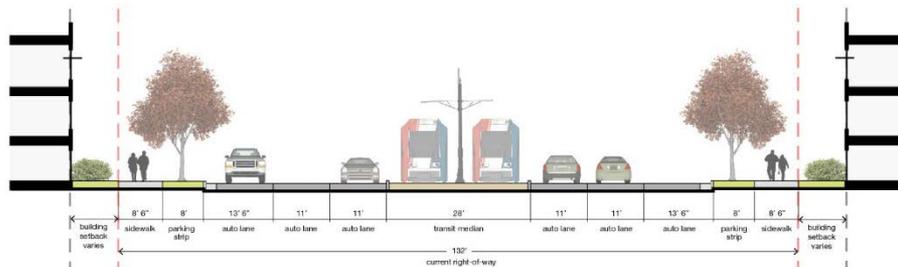
- 9 Create a Family-Oriented Environment
- 10 Encourage Economic Development

1. Create a Boulevard on State Street



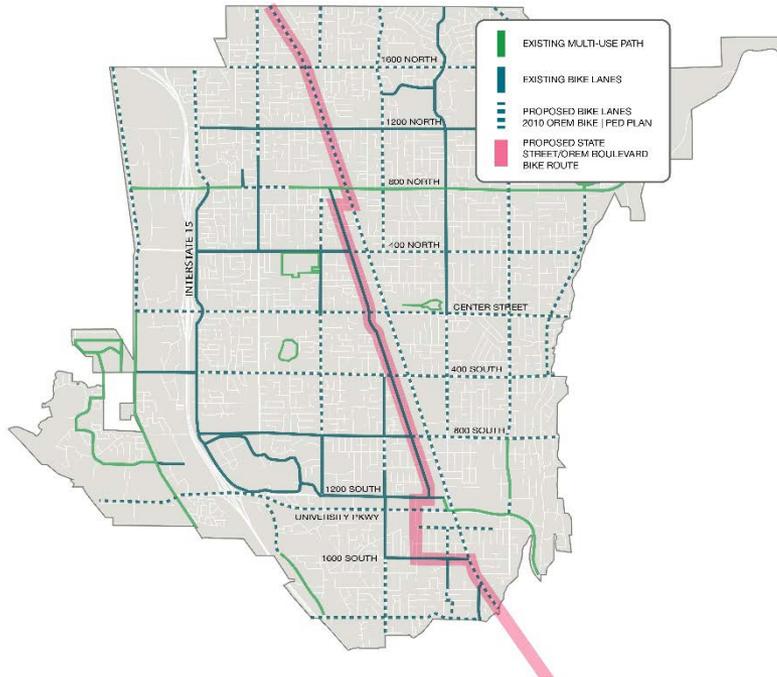
- To maintain current traffic capacities
- To become more pedestrian friendly and walkable
- To beautify the corridor
- To increase the safety of corridor through raised medians and separated sidewalk
- To improve the image and identity of the City
- 79% of Respondents believe State Street needs improvements
- When residents were asked if they could change one thing about State Street, the most common response was to make it more attractive, followed by improving the pedestrian experience, improving the transportation experience, and creating a sense of place.

2. Provide Flexibility to Incorporate Future Transit

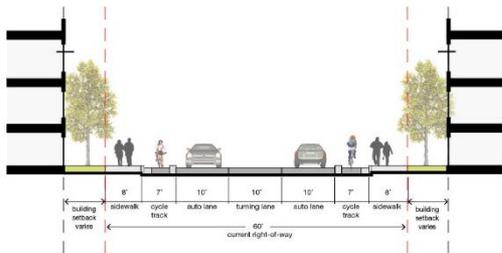


- To provide the option for bus rapid transit, light rail, or other modes of dedicated transit
- To connect the heart of Orem to major employment and education centers, the rest of Utah County, and the Wasatch Front through dedicated transit
- To further the goals outlined in this Master Plan by encouraging density around identified growth areas and transit stations
- Move the needle with MAG/UTA light rail routing to State Street
- Support establishing east/west circulator system and routes
- 69% of Respondents support future light rail on State Street

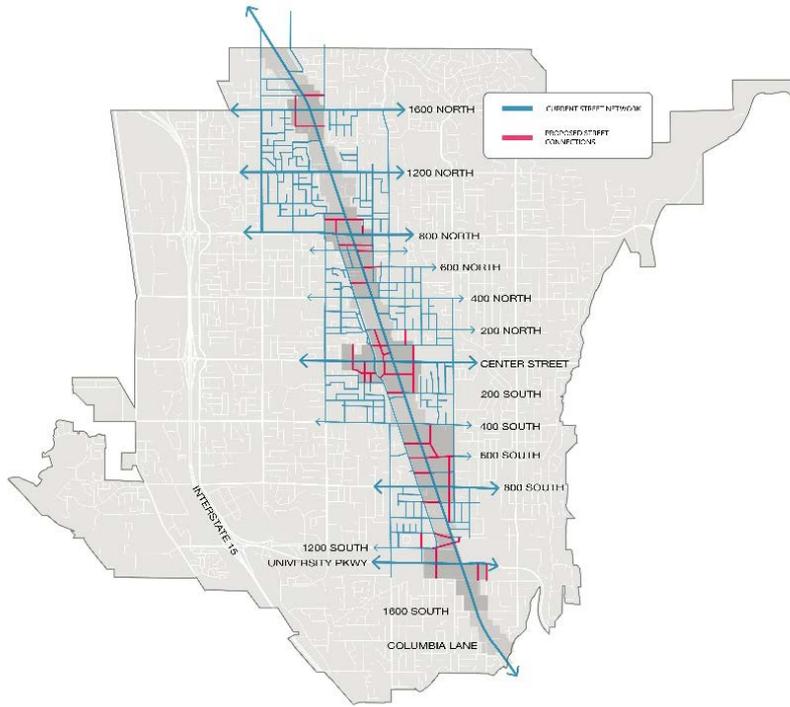
3. Develop a Safe and Complete Bikeway Along State Street



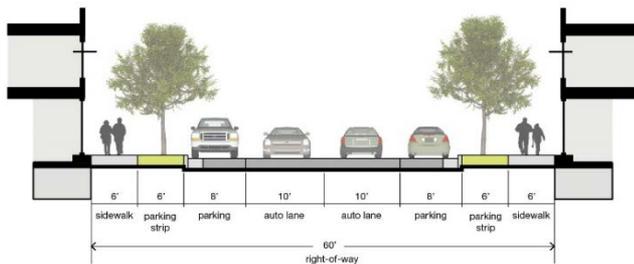
- To create a bike route along the primary transportation corridor in Orem
- To separate bikes from fast moving traffic on State Street with a cycle track or buffered bike lane, where possible
- To leverage Orem Boulevard as a bike route, where it parallels State Street, as a more bike friendly street
- 78% of Respondents try to avoid using State Street to walk or bike



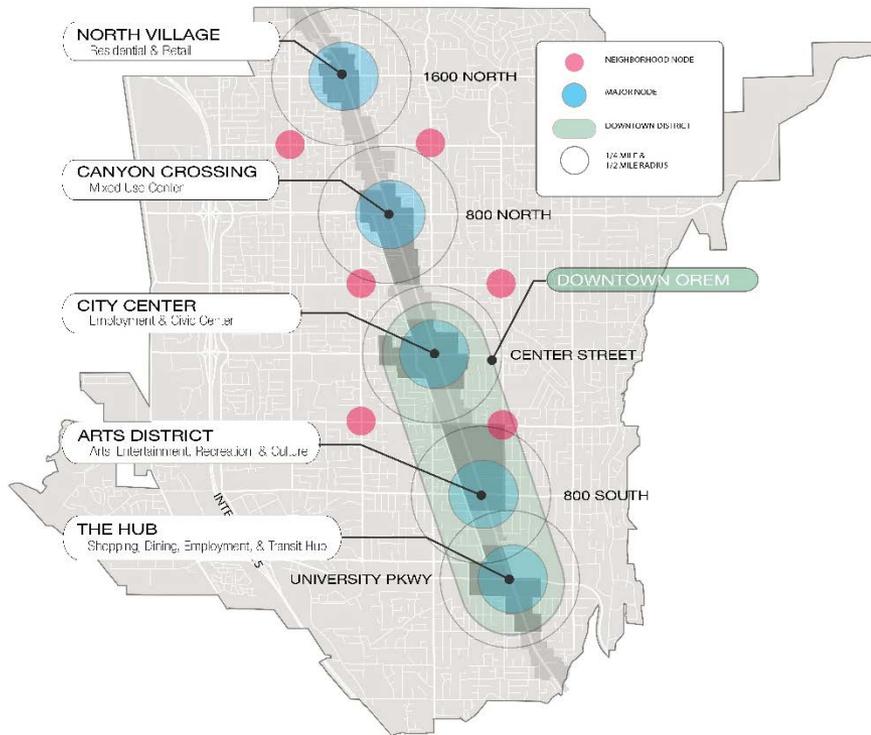
4. Connect State Street to Orem Boulevard



- To create smaller, more walkable block pattern where possible throughout the corridor and within Growth Areas
- To establish a grid between Orem Boulevard and State Street improving vehicular and pedestrian circulation
- To create building street frontage on streets that are more pedestrian friendly than State Street and improve property values
- Add two signalized intersections at 200 South and 600 South
- 91% feel unsafe crossing State Street

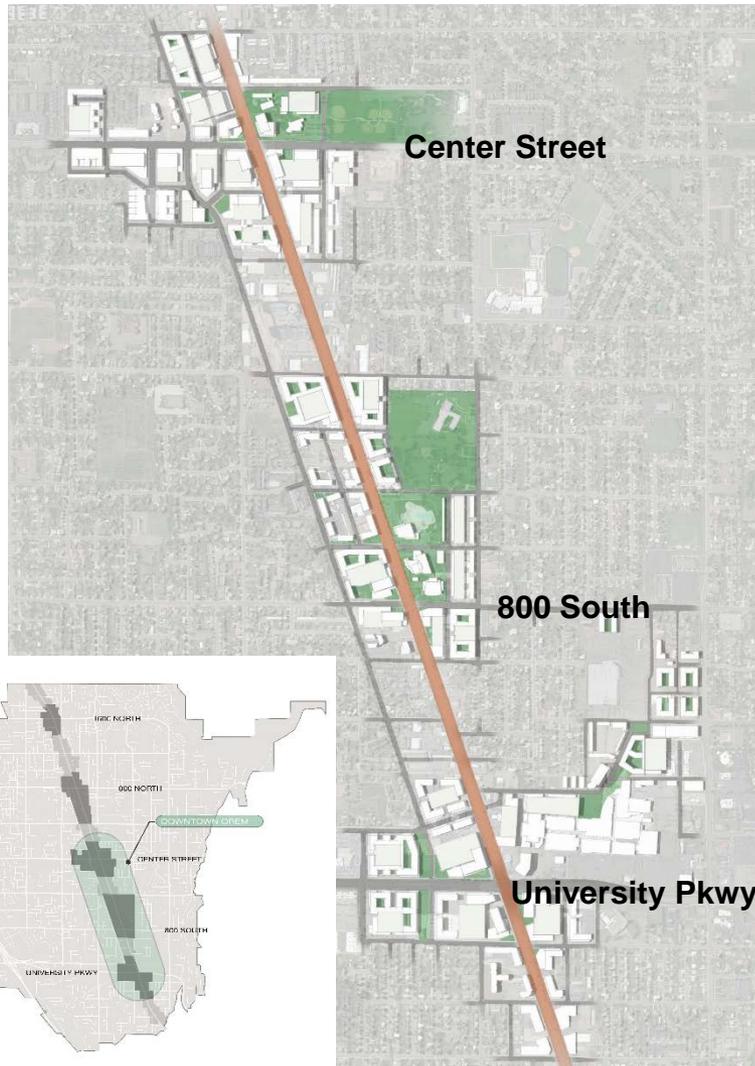


5. Develop Unique and Strategic Growth Areas



- To create growth areas around key intersections and future transit stations to focus development intensity and create “place”
- To develop districts that will have unique, yet complementary characters
- To develop growth areas with a targeted, strategic mix of land-uses
- To allow the areas between nodes to maintain traditional development patterns, and current market conditions
- 58% of respondents voted for an enhanced mixed-use retail and residential buildings along State Street

6. Create an Identifiable Downtown and Center for the Community



- To give Orem a “Center” and make it a destination
- To build upon the synergy of the current assets along State Street, including the City Center, Arts District, and The Hub (retail center)
- To anchor the downtown core on the north with civic/employment, on the south with dining/shopping and tie it all together with the arts and culture of the Arts District
- Clearly define this area with differentiating uses, treatments, and amenities to identify and celebrate it as Downtown Orem

Comments from Public Workshop (11-6-14)

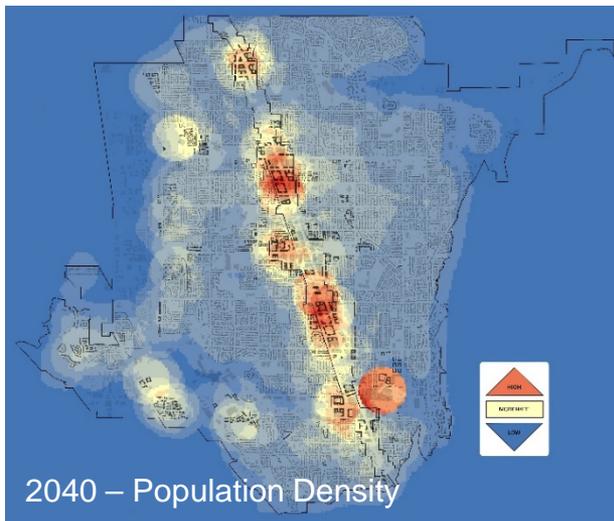
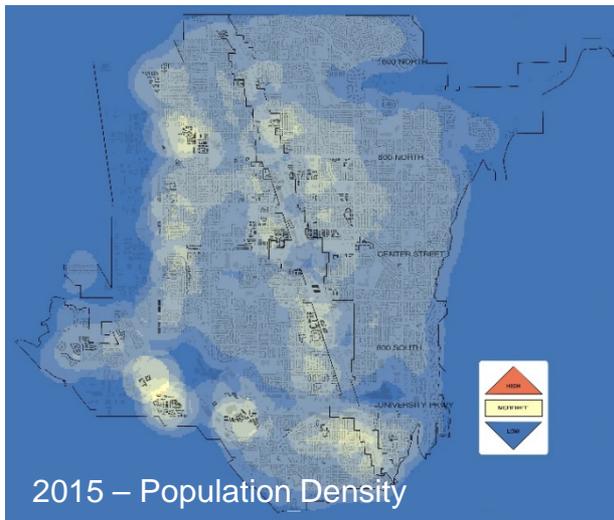
- No “center,” “downtown” or “sense of place”
- “Where’s Downtown Orem?”
- “Lack of identity”

7. Develop an Open Space Network



- To build upon and connect people to the two major city parks in the corridor (City Center Park and SCERA Park)
- To provide a combination and variety of open space sizes and types including plazas, pocket parks, event venues and signature gathering spaces
- To utilize a combination of both public and privately-owned open space
- To improve pedestrian safety and connectivity throughout the corridor
- To add more family-friendly activities and gathering opportunities
- When asked what type of land uses residents would like to see more of on State Street, most respondents selected Parks and Open Space

8. Preserve Existing Neighborhoods



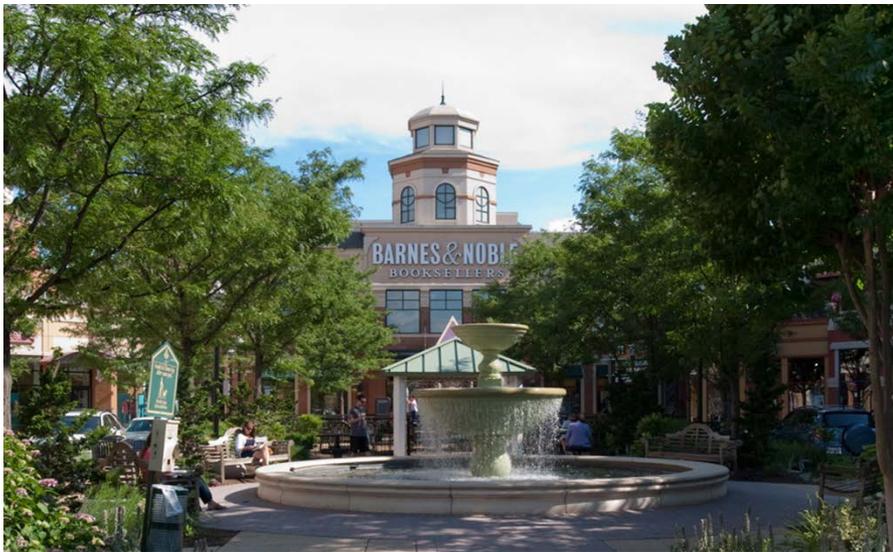
- To preserve the integrity of Orem’s many residential neighborhoods, by channeling projected future growth into growth nodes along the State Street Corridor
- To create high-quality urban places that can accommodate high-density multi-family developments, which can become a long-term asset to Orem City
- To add mix of uses and complimentary neighborhood services to improve the connection between State Street and adjacent residents

9. Create a Family-Oriented Environment



- To create centers and gathering places along State Street that will act as exciting, vibrant places for both people living along the State Street Corridor, as well as for residents of the surrounding neighborhoods
- To create high-quality multi-family living options for young families who want to live in Orem, who are not yet able to purchase a single-family house, or who choose to live in a more walkable, compact environment
- To create an urban environment that strategically accommodates families, by providing open spaces and play spaces for children, safe streets, community event spaces, and other amenities
- To create communities that are inclusive and friendly to people with a variety of backgrounds and incomes
- When asked what residents would like Orem to be known for, the top response was “family friendly and safe”

10. Encourage Economic Development



- To re-invent State Street and make it an attractive place for private investment
- To help Orem compete with surrounding cities for the regions premier jobs
- To provide a long term home for Orem's many successful start-ups
- To better utilize the land area along State Street to increase land values and diversified tax revenue
- To compliment and implement goals and policies outlined in Orem's Economic Development Strategic Plan
- 58% of respondents voted for an enhanced mixed-use retail and residential buildings along State Street



STATE STREET CORRIDOR MASTER PLAN

Mobility

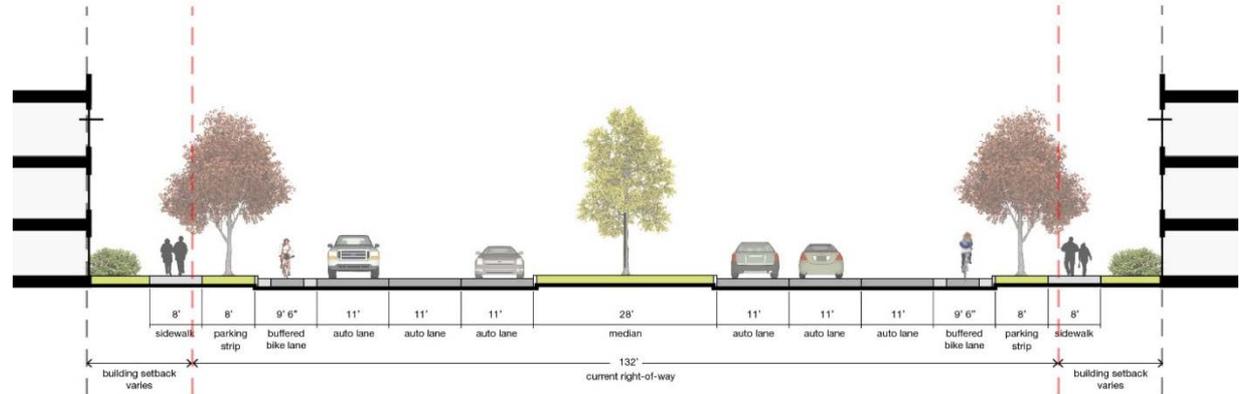
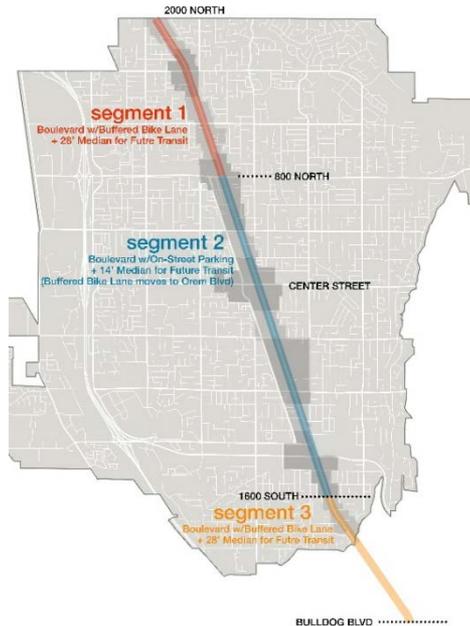


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Mobility Summary

- Create a boulevard that is safer, multi-modal, more pedestrian friendly, and more aesthetically pleasing
- Prepare for future light rail line on State Street, with stations located at strategic growth nodes
- Create a bikeway along State Street that utilizes Orem Boulevard
- Link Mobility to land-use and encourage redevelopment



Standard Boulevard Photo Simulation





STATE STREET CORRIDOR MASTER PLAN

Land Use Plan



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Existing Uses (2015)

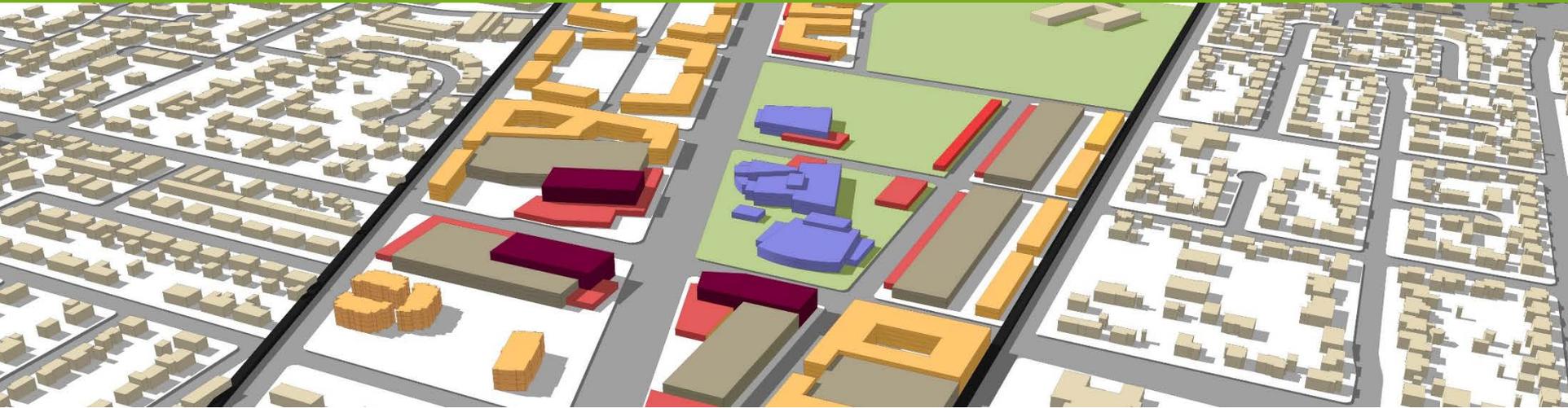
- Total Parcels 677 acres (80%)
- Total Streets 167 acres (20%)
- Total Area 844 acres (100%)

Growth Node	Single Family Residential GSF (Gross Square Footage)	%	Multi Family Residential GSF	%	Office GSF	%	Retail/ Commercial GSF	%	Industrial GSF	%	Subtotal	%
1600 North	37,472	9%		0%	-	0%	312,223	79%	44,941	11%	394,636	9%
800 North	118,700	13%	98,493	10%		0%	721,357	77%		0%	938,550	22%
Center Street		0%	52,453	5%	42,099	4%	900,609	83%	95,709	9%	1,090,870	25%
800 South	71,118	10%	76,053	11%	133,923	19%	336,848	47%	104,409	14%	722,351	17%
University Parkway*	20,089	2%		0%	208,270	18%	903,682	80%		0%	1,132,041	26%
Total for Node Areas	247,379	6%	226,999	5%	384,292	9%	3,174,719	74%	245,059	6%	4,278,448	100%

Proposed Uses (2040)

- Total Parcels 599 acres (71%)
- Total Streets 245 acres (29%)
- Total Area 844 acres (100%)

Growth Node	Residential GSF	%	Office GSF	%	Retail/Commercial GSF	%	Subtotal	%
1600 North & State Street	1,352,000	87%	30,000	2%	175,000	11%	1,557,000	11%
800 North & State Street	2,368,000	65%	762,000	21%	536,000	15%	3,666,000	25%
Center Street & State Street	1,720,000	45%	1,511,500	40%	573,500	15%	3,805,000	26%
800 South & State Street	2,393,500	82%	280,000	10%	243,500	8%	2,917,000	20%
University Parkway & State Street*	1,583,000	57%	675,000	24%	525,000	19%	2,783,000	19%
Total For Node Areas	9,416,500	64%	3,258,500	22%	2,053,000	14%	14,728,000	100%
Total For Entire Corridor	9,737,056	59%	3,492,160	21%	3,315,569	20%	16,544,785	100%



Tax Generation Comparison

NODE	Existing Taxable Value	Future Taxable Value	Percent Increase	Existing Taxable Sales	Future Taxable Sales	Percent Increase
1600 North	\$29,856,277	\$82,037,637	174.78%	\$16,437,237	\$43,750,000	166.16%
800 North	\$72,574,066	\$234,394,696	222.97%	\$73,036,381	\$134,000,000	83.47%
Center Street	\$68,213,268	\$275,728,542	304.22%	\$80,082,488	\$143,375,000	79.03%
800 South	\$73,140,070	\$157,326,978	115.10%	\$30,696,014	\$60,875,000	98.32%
University Parkway	\$82,159,856	\$197,239,248	140.13%	\$180,678,741	\$183,750,000	1.7%
Total	\$325,943,537	\$946,781,101	190.47%	\$380,930,861	\$565,750,000	48.52%
Orem City Annual Tax Revenue	\$4,013,669	\$11,658,662	190.47%	\$1,904,654	\$2,828,750	48.52%



What are the impacts?

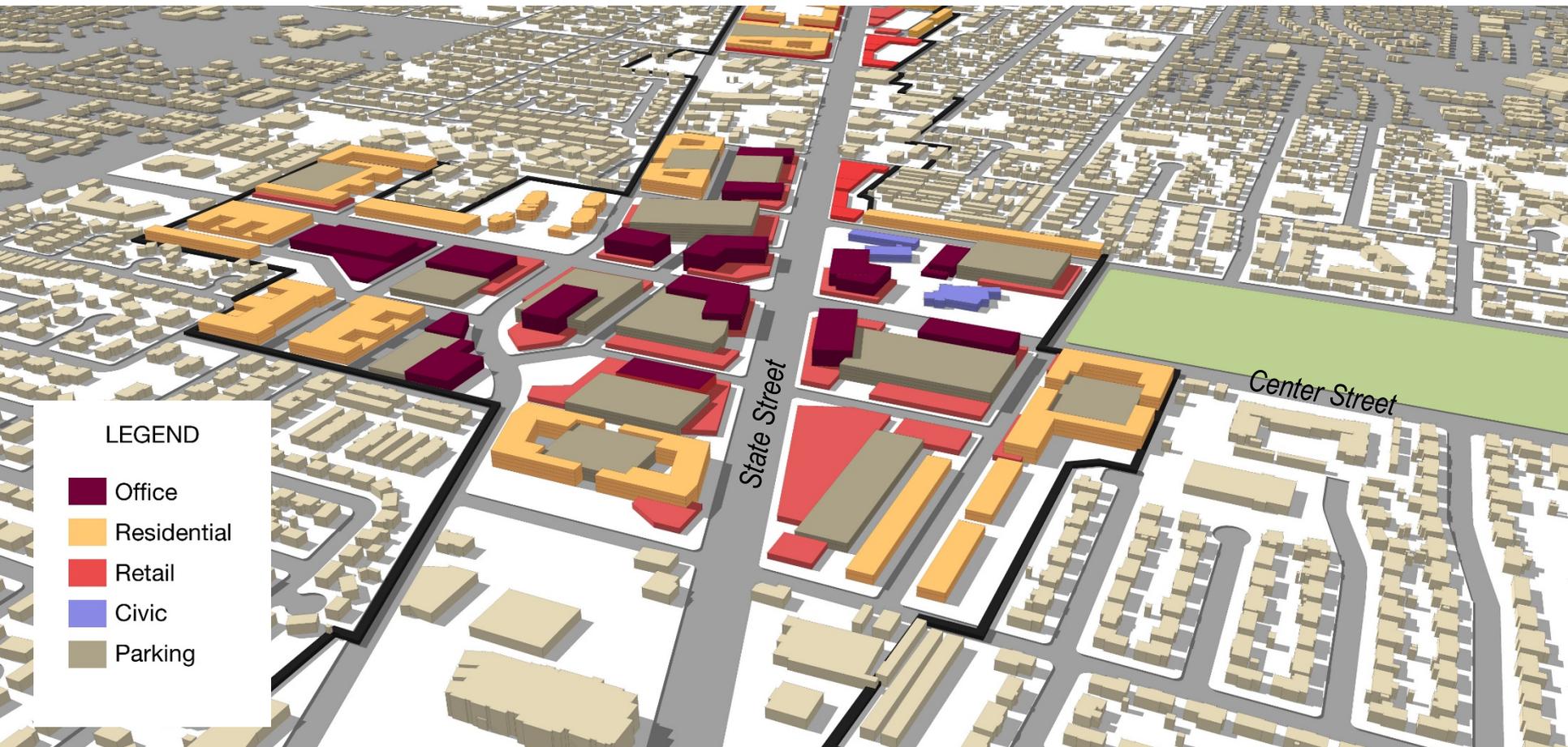
- Addition of up to [9,400] residential units
 - At an average of two residents per unit will add up to [18,800] residents to the population.
 - If projected growth in Orem is [25,000] by 2040, the State Street corridor could absorb more than [75%] of this growth.
- Addition of up to [4,300] jobs in new office development.
- [48%] increase in taxable sales, despite [35%] reduction in overall retail square footage through shift to more compact and walkable boutique retail users within growth nodes. Maintain existing retail land use pattern between growth nodes.
- [140%] increase in tax revenue



LEGEND

- Office
- Residential
- Retail
- Civic
- Parking





LEGEND

- Office
- Residential
- Retail
- Civic
- Parking



STATE STREET CORRIDOR MASTER PLAN

Urban Design Plan



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- Create a streetwall along State Street and other streets in the corridor by locating parking behind, or to the side of buildings
- Further develop the open space system in the corridor
- Develop refined signage plan to reduce visual clutter along State Street
- Increase function, livability, and walkability in corridor by increasing streetscape amenities
- Add landscape in medians and parking strips, with an emphasis on water-wise planting



STATE STREET CORRIDOR MASTER PLAN

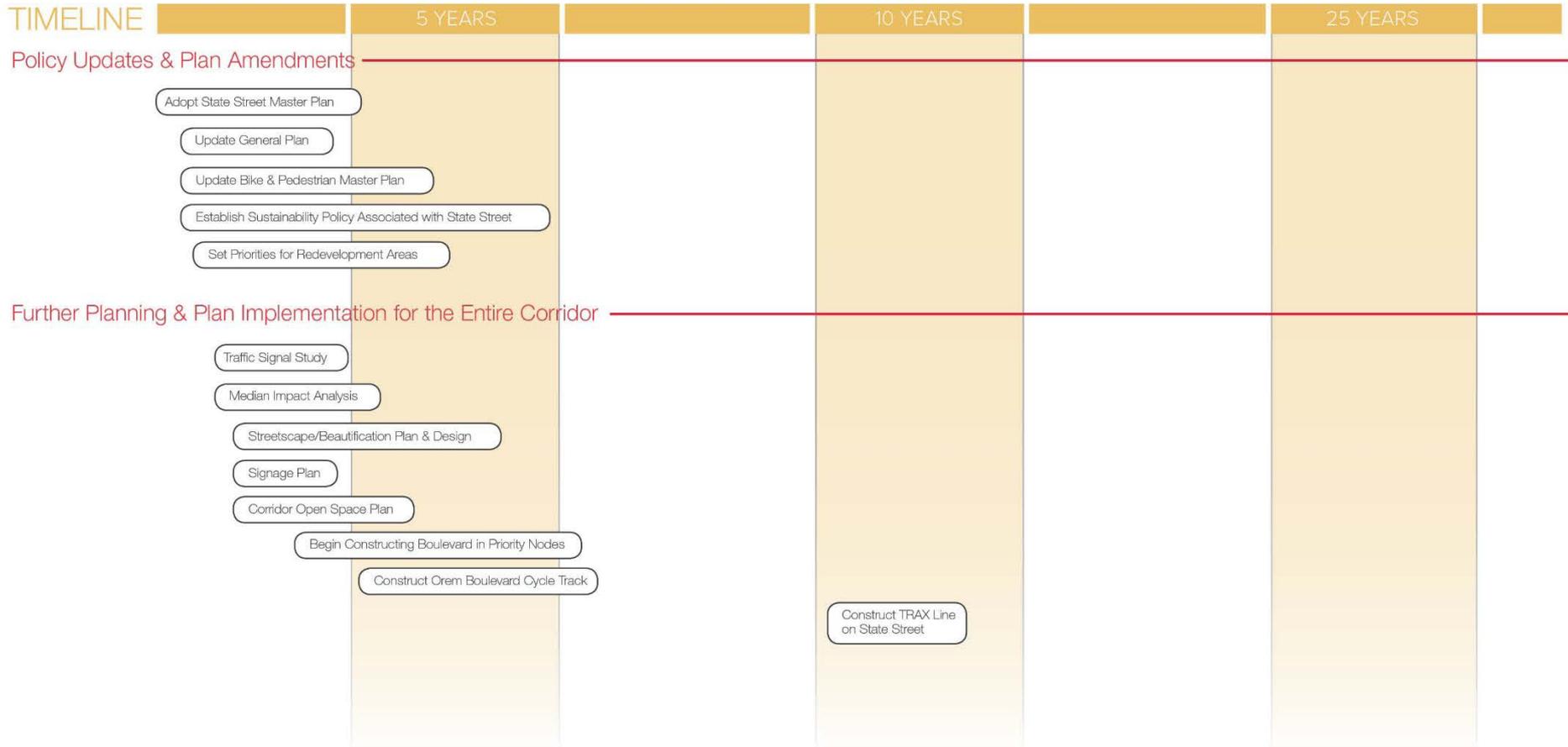
Implementation



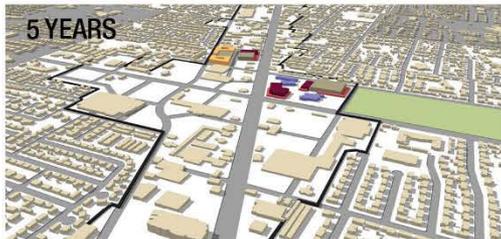
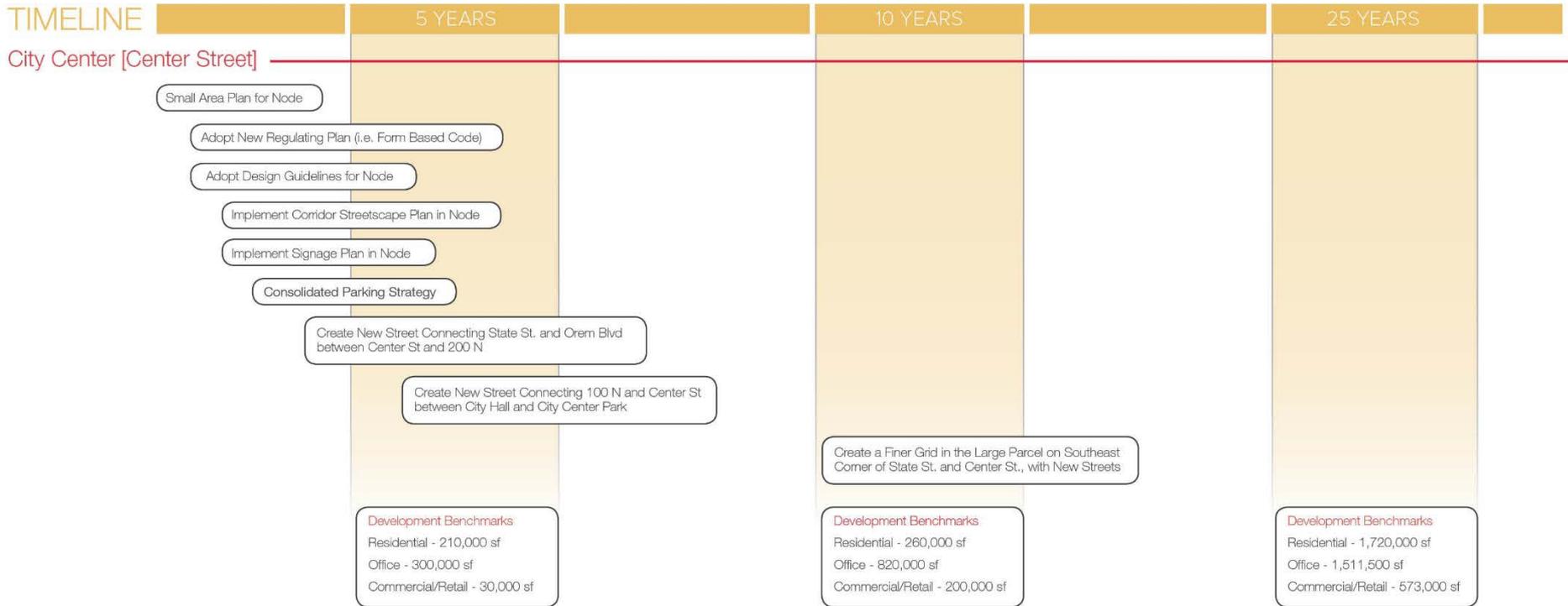
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Short term and long term implementation steps have been identified



Short term and long term implementation steps have been identified





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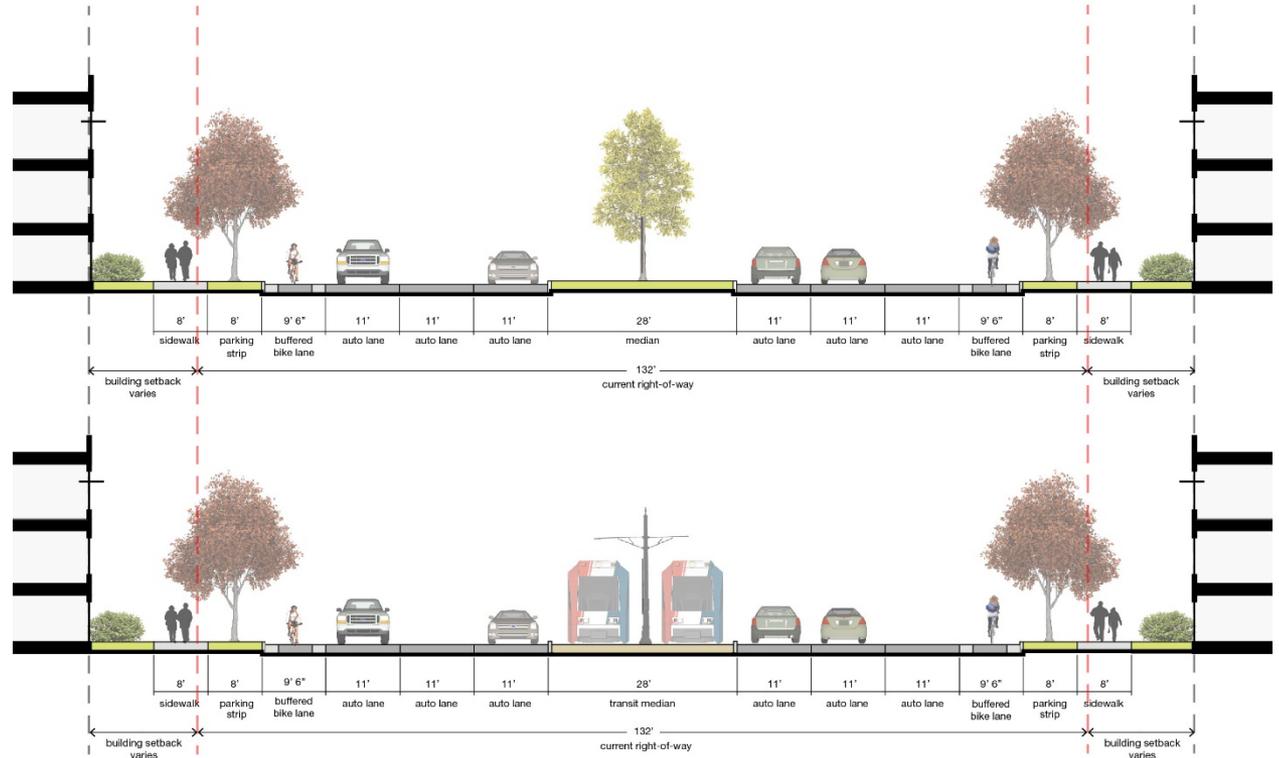
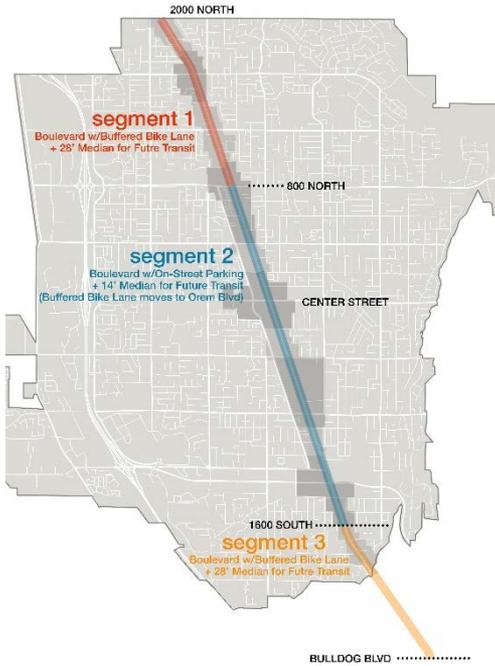
Mobility



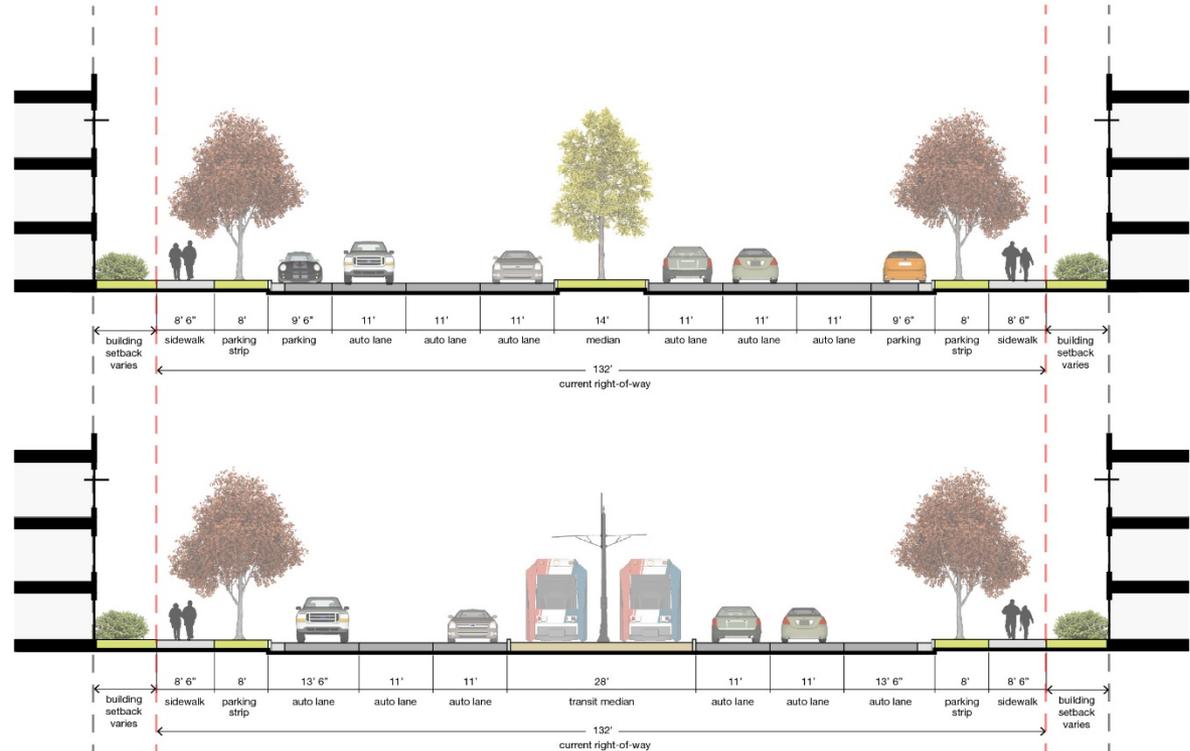
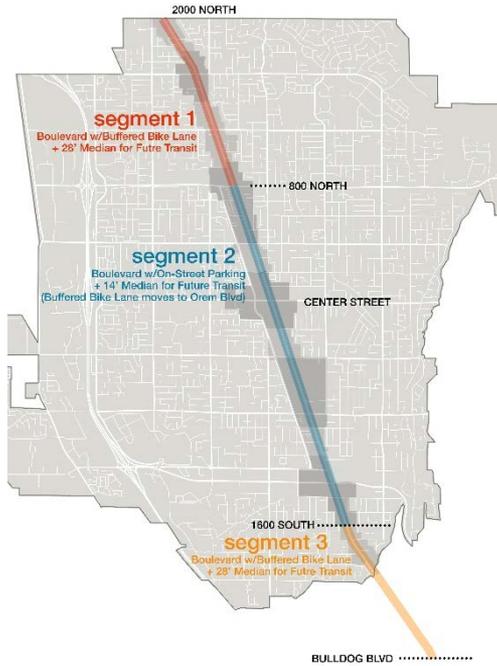
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March 12, 2015

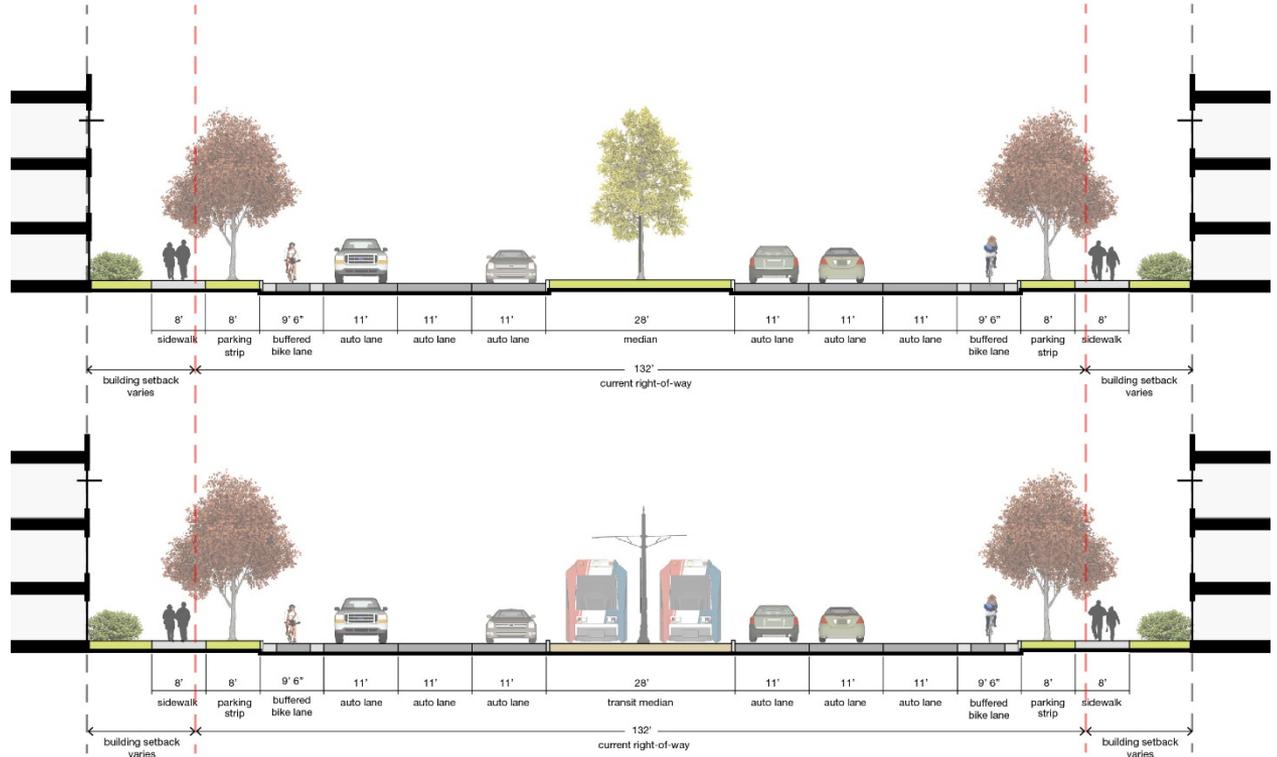
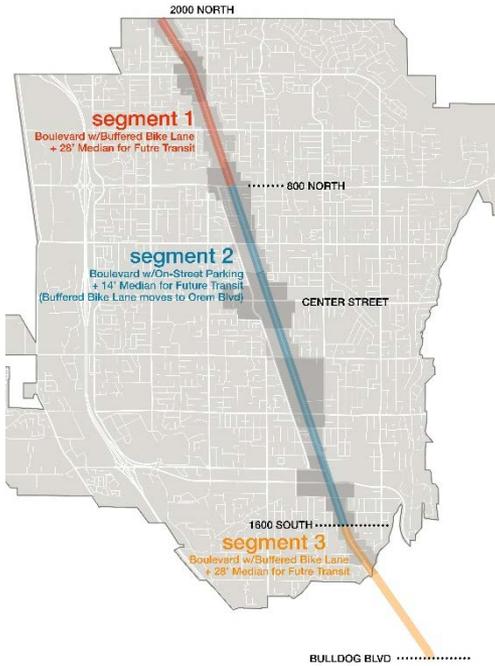
Boulevard Segment 1



Boulevard Segment 2



Boulevard Segment 3



Standard Boulevard Photo Simulation





STATE STREET CORRIDOR MASTER PLAN

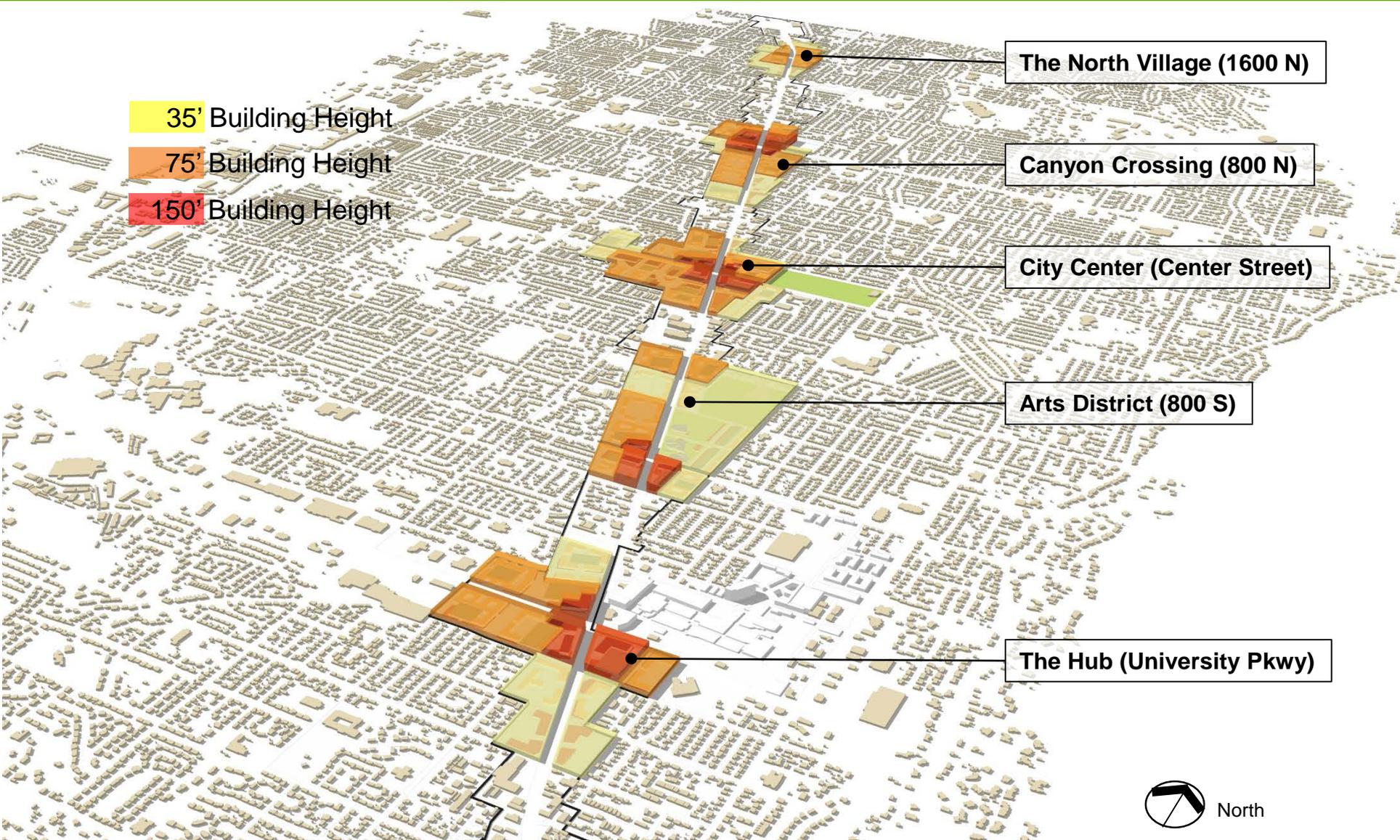
Land Use Plan

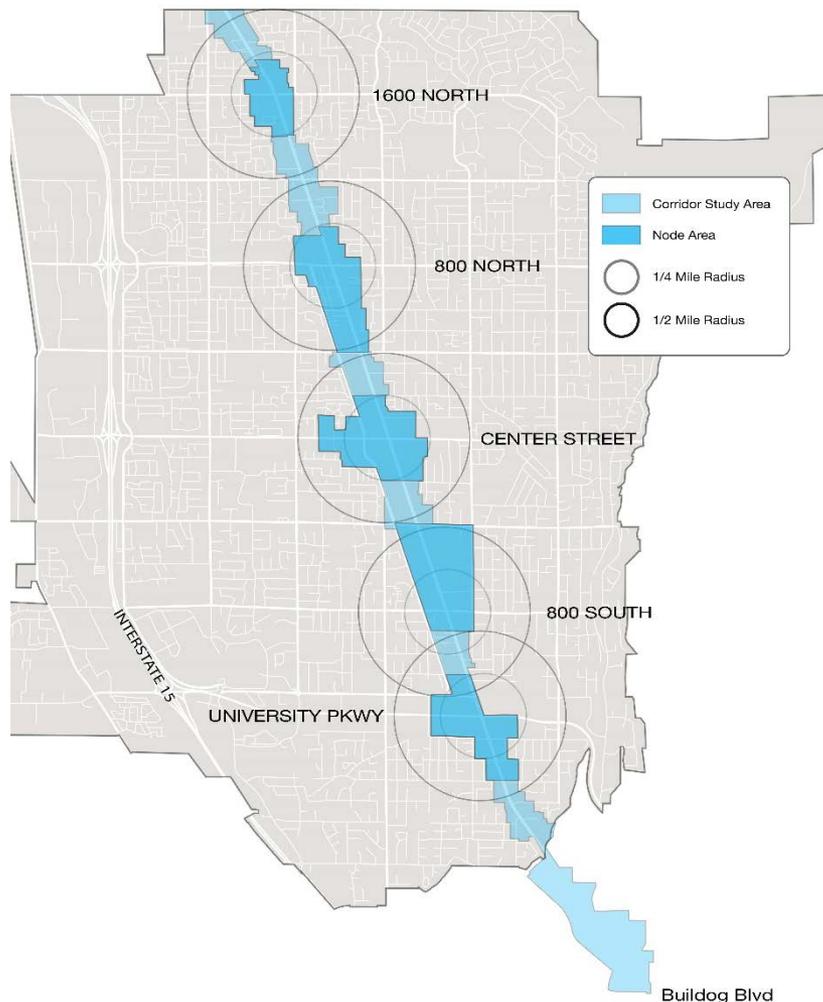


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Land Use – Nodes/Districts



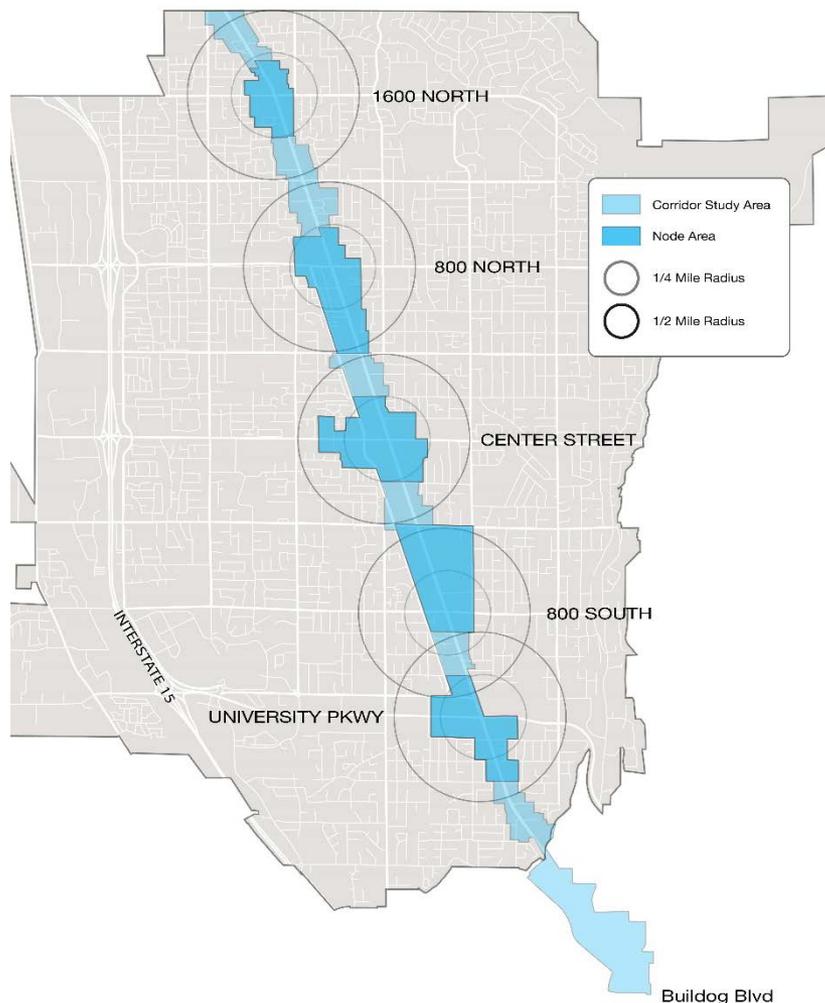


Study Area Statistics

- 1600 North 62 acres
 - 800 North 121 acres
 - Center Street 134 acres
 - 800 South 143 acres
 - University Parkway 105 acres
 - Other 278 acres
 - Total Study Area 844 acres
-
- Total Parcels 575 acres (76%)
 - Total Streets 177 acres (24%)

Existing Use

- Residential 13%
- Office 7%
- Commercial/Retail 68%
- Civic 3%
- Vacant 9%



Study Area Statistics

- Total Parcels 575 acres (76%)
- Total Streets 177 acres (24%)
- Total Area 752 acres (100%)

Existing Parcel Breakdown

- Building Footprint 142 acres (25%)
- Parking/Driveways 402 acres (70%)
- Other 31 acres (5%)

The current makeup of the corridor study area is underutilized, with 70% of land area dedicated to parking lots, driveways, buffer zones and residual open space.

The North Village (1600 North)



Existing Uses (2015)

- Total Parcels 52 acres (84%)
- Total Streets 10 acres (16%)
- Total Area 62 acres (100%)

- Residential 37,472 sf (9%)
- Office 0 sf (0%)
- Comm./Retail 312,223 sf (79%)
- Industrial 44,941 sf (11%)
- Total 394,636 sf (100%)

Proposed Uses (2040)

- Total Parcels 46 acres (74%)
- Total Streets 16 acres (26%)
- Total Area 42 acres (100%)

- Residential 1,352,000 sf (87%)
- Office 30,000 sf (2%)
- Comm./Retail 175,000 sf (11%)
- Total 1,557,000 sf (100%)

The North Village (1600 North)



Canyon Crossing (800 North)



Existing Uses (2015)

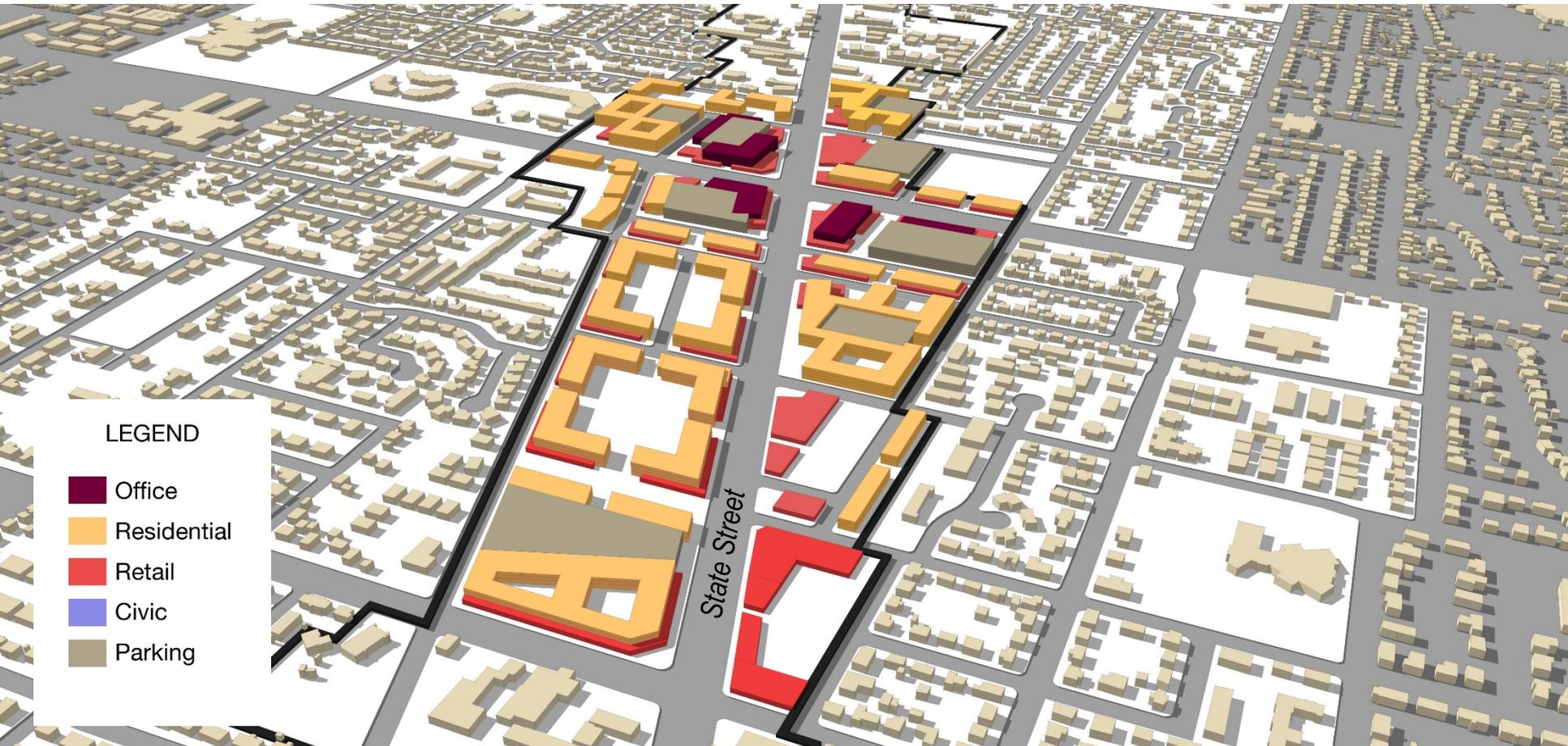
- Total Parcels 96 acres (79%)
- Total Streets 25 acres (21%)
- Total Area 121 acres (100%)

- Residential 217,193 sf (23%)
- Office 0 sf (0%)
- Commercial/Retail 721,357 sf (77%)
- Total 938,550 sf (100%)

Proposed Uses (2040)

- Total Parcels 81 acres (74%)
- Total Streets 40 acres (26%)
- Total Area 121 acres (100%)

- Residential 2,368,000 sf (58%)
- Office 762,000 sf (26%)
- Commercial/Retail 568,000 sf (16%)
- Total 3,666,000 sf (100%)



City Center (Center Street)



Existing Uses (2015)

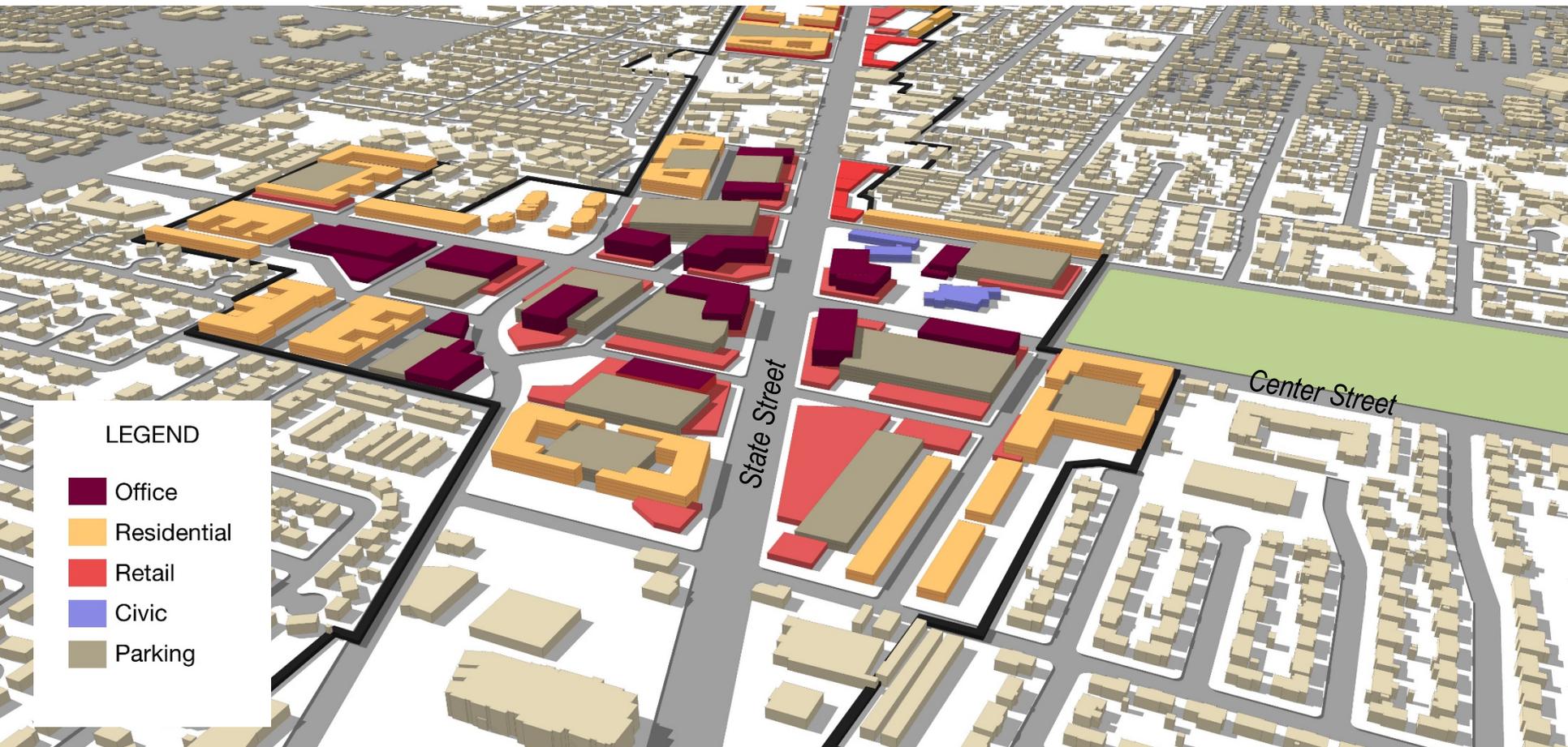
- Total Parcels 113 acres (76%)
- Total Streets 21 acres (24%)
- Total Area 134 acres (100%)

- Residential 52,453 sf (0%)
- Office 42,099 sf (6%)
- Comm./Retail 900,609 sf (82%)
- Industrial 95,709 sf (12%)
- Total 1,090,870 sf (100%)

Proposed Uses (2040)

- Total Parcels 94 acres (?%)
- Total Streets 40 acres (?%)
- Total Area 134 acres (?%)

- Residential 1,720,000 sf (31%)
- Office 1,511,500 sf (49%)
- Comm./Retail 573,000 sf (20%)
- Total 3,805,000 sf (100%)



Arts District (800 South)



Existing Uses (2015)

- Total Parcels 121 acres (76%)
- Total Streets 22 acres (24%)
- Total Area 143 acres (100%)

- Residential 147,171 sf (30%)
- Office 133,923 sf (28%)
- Comm./Retail 104,409 sf (22%)
- Industrial 95,709 sf (20%)
- Total 481,212 sf (100%)

Proposed Uses (2040)

- Total Parcels 106 acres (75%)
- Total Streets 37 acres (25%)
- Total Area 143 acres (100%)

- Residential 2,393,500 sf (78%)
- Office 280,000 sf (9%)
- Commercial/Retail 243,500 sf (8%)
- Civic 150,000 sf (5%)
- Total 3,067,500 sf (100%)

Arts District (800 South)



LEGEND

- Office
- Residential
- Retail
- Civic
- Parking

The Hub (University Parkway)



Existing Uses (2015)

- Total Parcels 83 acres (79%)
- Total Streets 22 acres (21%)
- Total Area 105 acres (100%)

- Residential 20,089 sf (2%)
- Office 208,270 sf (18%)
- Comm./Retail 903,682 sf (80%)
- Total 1,132,041 sf (100%)

Proposed Uses (2040)

- Total Parcels 77 acres (74%)
- Total Streets 28 acres (26%)
- Total Area 105 acres (100%)

- Residential 1,483,000 sf (58%)
- Office 675,000 sf (26%)
- Commercial/Retail 410,000 sf (16%)
- Total 2,568,000 sf (100%)

