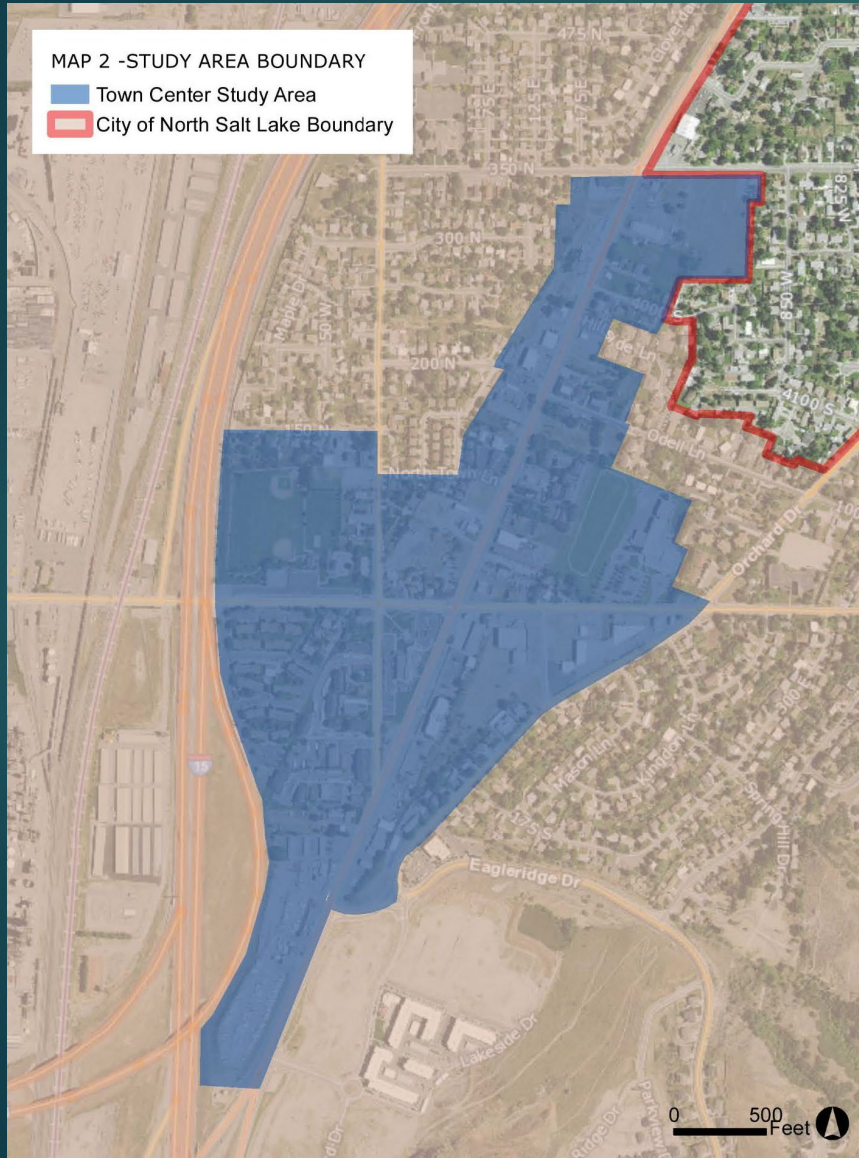


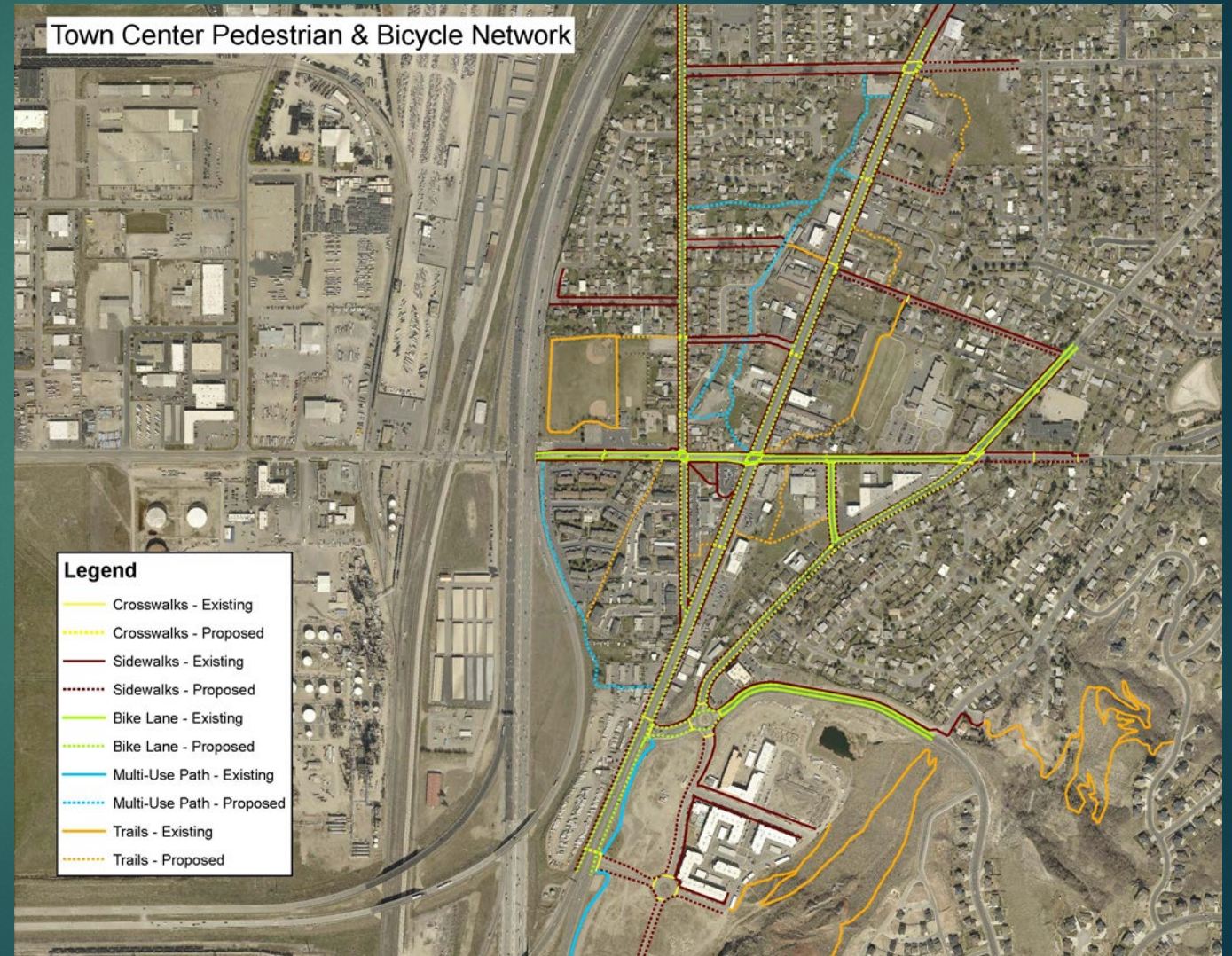
NSL TOWN CENTER

TOWN CENTER MASTER PLAN

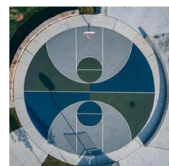


- Walkable
 - Urban trail system
 - Active transportation/bike lanes
 - Pedestrian-focused design
 - Pedestrian comfort crossing Hwy 89
- Gathering spaces
 - Hatch Park expansion (2025)
- Transit on Highway 89
 - Stations @ Hwy 89/Center & Village Center
- Redevelopment
 - Architectural standards
 - Market Study (*ongoing*)
 - Traffic Circulation Study (2022)
 - Freeway interchange (2028?)
- Public art and themed signage
 - Branding & Wayfinding (2021)

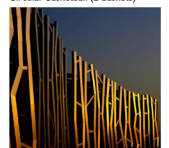
TOWN CENTER MASTER PLAN



Hatch Park Expansion



Circular Basketball (2 Baskets)



Sculptural Elements Along Sound Wall



Deck Platform Overlooking Pond



Modern Pond Feature



Play Element Along Pickleball Courts



Net Along Pond Feature



Tubular Table Tennis



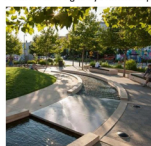
Hillside Play



Stepped Waterfall Feature



Banked Path Edge Adjacent to Slopes



Meandering Stream Feature



Shipping Container Stage



Bridge/Boardwalk



Fire Place/Outdoor Seating



Garden / Plantings



Sculptural Focal Point

- DESCRIPTION
- SOUTH PARK ENTRANCE
- PICKLEBALL COURTS
- BENCHES
- GORIC WALLKILLA VERTICAL PLAY STRUCTURE
- TOP LOT SPINAL PLAYGROUND
- ORIENTAL FENCE (BUFFER BETWEEN ROAD)
- PARKING
- TRIO-BLOCK CROSSWALK CONNECTION
- RESTROOM & PAVILION
- PLAZA - FARMERS MARKET/EVENT SPACE
- PAVING PATTERNS TO REINFORCE ARCHING PATTERN
- TREES w/ TREE GRATES
- GROUP PAVILION
- PARK TYPIC SIGN
- BOARD WALK ACROSS POND
- MODERN STREAM FEATURE
- PETAL GRATE OVER STREAM FEATURE
- GARDEN ORNAMENTAL PLANTINGS
- TABLE TOP CROSSWALK
- CITY CHRISTMAS TREE
- COMMUNITY CENTER
- COMMERCIAL SPACE (ICE CREAM SHOPS/DRINKS)
- SHIPPING CONTAINER STAGE
- TALL SCULPTURE
- FIRE FEATURE BUILT INTO HILLS
- SCULPTURAL BENT
- WATER FALL FEATURE (RUNNEL DOWNY DEEPS)
- MODERN POND FEATURE
- CORN HOLE & TABLE TENNIS
- SIDE PLATFORM OVERLOOKING POND FEATURE
- SMALL PICNIC SHELTERS
- WALKING PATHS (TYP.)
- SCULPTURAL ELEMENTS PART ALONG I-8 SOUND WALL
- FITNESS/PARKOUR
- MULTI-USE/OPEN LAWN
- SOFTBALL FIELD (OUTFIELD 275 FT.)
- BASKETBALL (ONE HANDED)
- DESTINATION PLAYGROUND INTEGRATED INTO HILLSIDE
- REC CENTER
- LAP POOL (INSIDE BUILDING)
- PLAY POOL
- PERGOLA SHADE STRUCTURE
- EXISTING RESIDENTIAL PROPERTY
- EXISTING SOUNDMALL
- EXISTING CITY HALL

CONCEPT ONE

Feb 8th, 2022



Rec Center Northwest View



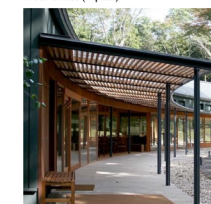
Rec Center Southeast View



Trees in Plaza



Trees Grates (in plaza)



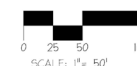
Arched Pergola (in plaza)

Hatch Park

50 W Center St.
North Salt Lake, UT

G. BROWN: DESIGN INC
SITE LANDSCAPE ARCHITECTS

678 East Vine Street, Ste 10
Murray, Utah 84107
p. 801.575.6066 f. 801.575.6166
www.gbrowndesign.com

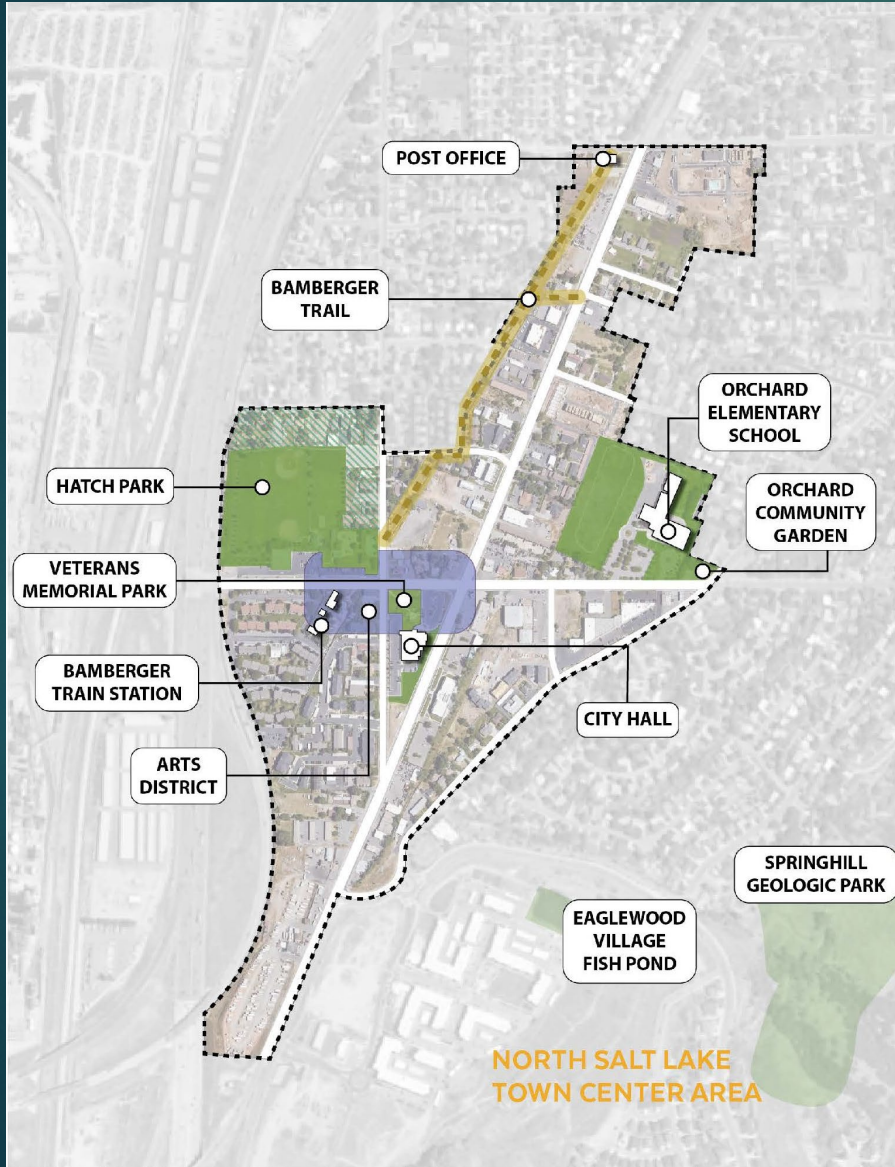


SCALE: 1" = 50'



NORTH

Branding & Wayfinding



BRAND GUIDEPOSTS

Brand guideposts are descriptors that can be revisited anytime new elements of the Town Center come along. These descriptors are broad, but also important to ensure that there is consistency in how the brand is implemented.

North Salt Lake's Town Center Guideposts can be summarized with the following list:

- Established
- Historic influence
- Contemporary
- Connected to nature
- Familiar

ESTABLISHED: the Town Center will feel like an established center that contains timeless elements common to long-standing Utah Town Centers.

HISTORIC INFLUENCE: Elements of the Town Center will reflect the unique history of North Salt Lake, without feeling too rigidly "historic" in style.

CONTEMPORARY: Elements of the Town Center should reflect that contemporary development patterns are largely modern in style and simple in form.

CONNECTED TO NATURE: North Salt Lake's Town Center's location between the foothills of the Wasatch Mountains and the shores of the Great Salt Lake provide the brand with many natural elements to draw from.

FAMILIAR: Quality, comfortable urban design elements will reflect the familiar elements of Town Centers in our region.

BRAND TOUCHPOINTS

Touchpoints are the interactions that exhibit the brand identity of the area to residents, visitors, shoppers, and potential investors. Examples include public spaces, architecture, landscape, furnishings, public art, and signage. Each touchpoint offers a positive way to impact the target audience and affects the way they feel about the North Salt Lake Town Center.

ARCHITECTURE

- » Human-scale, contemporary feel
- » Forward facing
- » Specific elements connect to history
- » Durable materials
- » Clear architectural direction



A modern architectural style with a comfortable feel will foster a friendly atmosphere for both visitors and residents. New construction should be built on a human scale and can vary in building height, facade articulation, and materials in an effort to contribute to a welcoming environment.



A fresh design and materials conveys the center's brand while promoting a friendly message.



Architecture can blend old and new: stone and timber frame mixed with smart design and energy conservation.

PUBLIC SPACE

- » Wide variety of material options
- » Unique look showcasing creativity and adventure
- » Clear connections between city & nature
- » Can mix historic and modern features
- » Durable materials



Traditional elements of public space can communicate a connection to history.



Public space can utilize natural material and forms, or focus on elements such as water and stone.



A modern approach can give a clean and welcoming look to public spaces

FURNISHINGS

- » Wide variety of material options
- » Style can convey brand quickly
- » Can mix historic and modern features
- » Durable materials
- » Quality furnishings can create a comfortable space for the public



Furnishings can be simple, strong elements using stone, wood, and metal.



Using modern furnishings while also introducing diversity in surface materials helps to communicate the modern brand identity.



Furnishings can also be used as opportunities for art.



PUBLIC ART

- » Unique in the local market
- » Wide range of potential features
- » Encourage color and creativity
- » Connects to growing demographic
- » Focus on materials and forms
- » Broad representation from many groups



Traditional bronze sculptures can relay historical context while conveying the brand essence.



Modern style murals can convey artistic elements without being representational.



Temporary public art installations can create community building events around art expression.

SIGN STYLES

- » Clear connections between city & nature
- » Unique look showcasing creativity and adventure
- » Can mix historic and modern features
- » Durable materials
- » Clean, simple contemporary look



District entry signage can set the tone for brand.



Storefront signage should use traditional materials and be constructed at a pedestrian scale.



Welcoming wayfinding signage directs visitors in a clear and simple manner.

STYLE GUIDE &

ADVERTISING MATERIALS

PRIMARY LOGO

The primary use and application of the Town Center logo should use the graphic below. Presence of the full text below the logo should be used in a majority of applications. Color variations must stay within specified colors in this guide.



NORTH SALT LAKE
TOWN CENTER

SECONDARY LOGO

The secondary logo for the Town Center branding should be used when the primary logo is inappropriate. The text around the circle element must be included. Color variations must stay within specified colors in this guide.



Print ready files for signs are found in the folder accompanying this document.

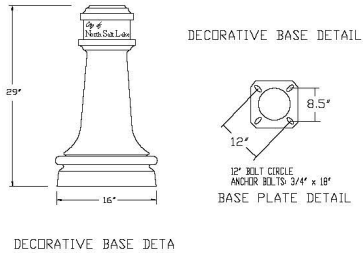
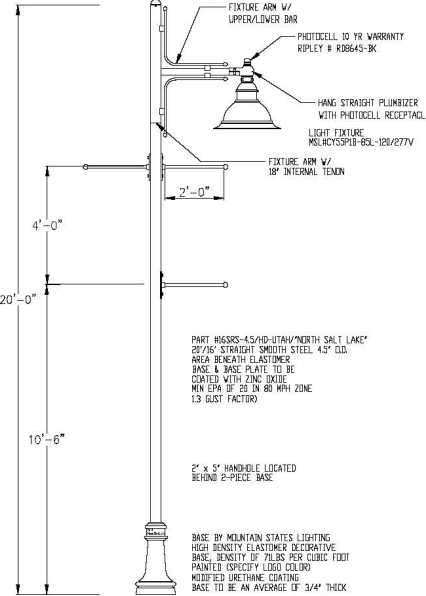


TOWN CENTER FURNISHINGS

LIGHTING

Furnishings, like the architecture, can express brand for the Town Center area. Type, frequency, and material of furnishings can provide a comfortable place for the public to linger in the Town Center and set the tone for a place for gathering.

Town Center furnishings should feel relatable. Having familiar amenities, furnishings, and materials in public facing spaces will contribute to the overall appeal. Modern style furnishings will create a welcoming environment and support a feeling of newness and growth. Furnishings that match the modern style of new construction in the area will to promote the brand identity. Furnishings should be of durable materials, with metal and wood accents when appropriate.



BENCHES & SEATING

BENCH



Source: Landscape Forms

Parkview Bench

Color: Black

SEATING & TABLES



Source: Landscape Forms

Parc Centre Chair

Color: Black



Source: Landscape Forms

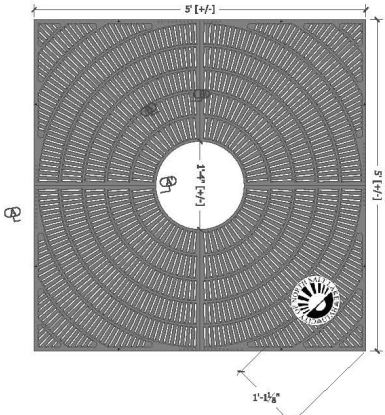
Parc Centre Table

Color: Black



OTHER FURNISHINGS

TREE GRATE



Custom Tree Grate for NSL Town Center

OTHER FURNISHINGS

BOLLARDS



Source: Landscape Forms

Guide Bollard

Color: Black

OTHER FURNISHINGS

BIKE RACKS



Source: Landscape Forms

Key Bike Rack

Color: Black

OTHER FURNISHINGS

WASTE BINS



Source: Landscape Forms

Chase Park Litter Bin

Color: Black



TOWN CENTER PUBLIC ART

Traditional types of public art can include commemorative or architectural sculptures, murals, or unique landscape design. Traditional materials such as bronze can also compliment this style as well as the character of the area.

Public art can also highlight the connections to nature in personality of installations: casual, organic, creative, re-purposed, approachable. Nature can be celebrated for the true joy and wonder it brings to everyone.

Modernity in form and style can also connect with a more contemporary feel for the Town Center. Simple forms and colors bring a more contemporary look and feel.

Connecting new art installations in the Town Center to the brand guideposts is essential. The guideposts are broad, but give the artists proposing art some input on what the Town Center brand entails:

ESTABLISHED

HISTORIC INFLUENCE

CONTEMPORARY

CONNECTED TO NATURE

FAMILIAR

When engaging new artists for commissions in the North Salt Lake Town Center, artists should be encourage to connect their concepts to one or more of these guideposts, but not necessarily all guideposts.

Connecting to one or two guideposts is recommended, and should be required in the request for proposals.

PUBLIC ART

- » Unique in the local market
- » Wide range of potential features
- » Encourage color and creativity
- » Connects to growing demographic
- » Focus on materials and forms
- » Broad representation from many groups

PLAN FOR PUBLIC ART

Within the Town Center area, the city should craft a simple plan for types and locations for public art. A small group of stakeholders could identify key locations for public art that will either be funded by the city itself, or required as a component of new developments.

Potential public art locations recommended:

Key viewpoints/corridors along Highway 89

Landmark art at major intersections

Mural program for on-going art additions

Main entries to key destinations

Plaza and park spaces

A public art plan can be something as simple as a map with potential locations or buildings, with the addition of types to be encouraged at each. This plan can help elected and appointed officials budget for public art to begin the process of commissioning new art for the Town Center.

Each piece of art should be inspired and influence by the brand identity of the Town Center.





Mural art can reference historic Town Center elements or tell stories unique to North Salt Lake.



Traditional bronze sculptures can relay historical context while conveying the brand essence.



Sculptural art can feel historic and connect the history of train travel in the Town Center to the new branding.



With strong ties to the train network of the Wasatch Front, historic art can also feel experimental and contemporary.



Successful public art is engaging, and can be a simple interpretation of every-day elements.



Public art can also engage the user and invite them to interact with the piece.



Framing of natural features and views can also bring engagement with public art in the Town Center.



Murals can tell stories and bring awareness of important people in the history of the Town Center.



Public art can also successfully use the literary arts to tell the unique story of a place.



Connecting art to nature and local history is encouraged.



Iconic murals and signs can impact the Town Center brand.



Connecting art to nature and local history is encouraged.

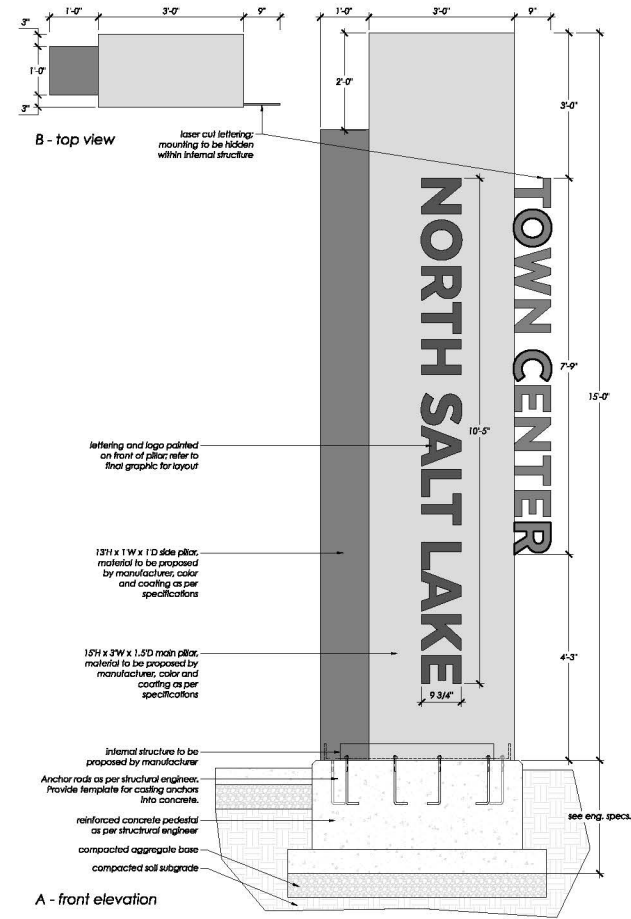




Town Center Signage

- Gateway
- Trail
- Auto
- Map
- Pedestrian

01 GATEWAY SIGN



1 Gateway sign - elevation and plan detail
1" = 2'

SPECIFICATIONS

Gateway sign with new fabricated metal sign cabinet with primed and painted finish and clear coat.

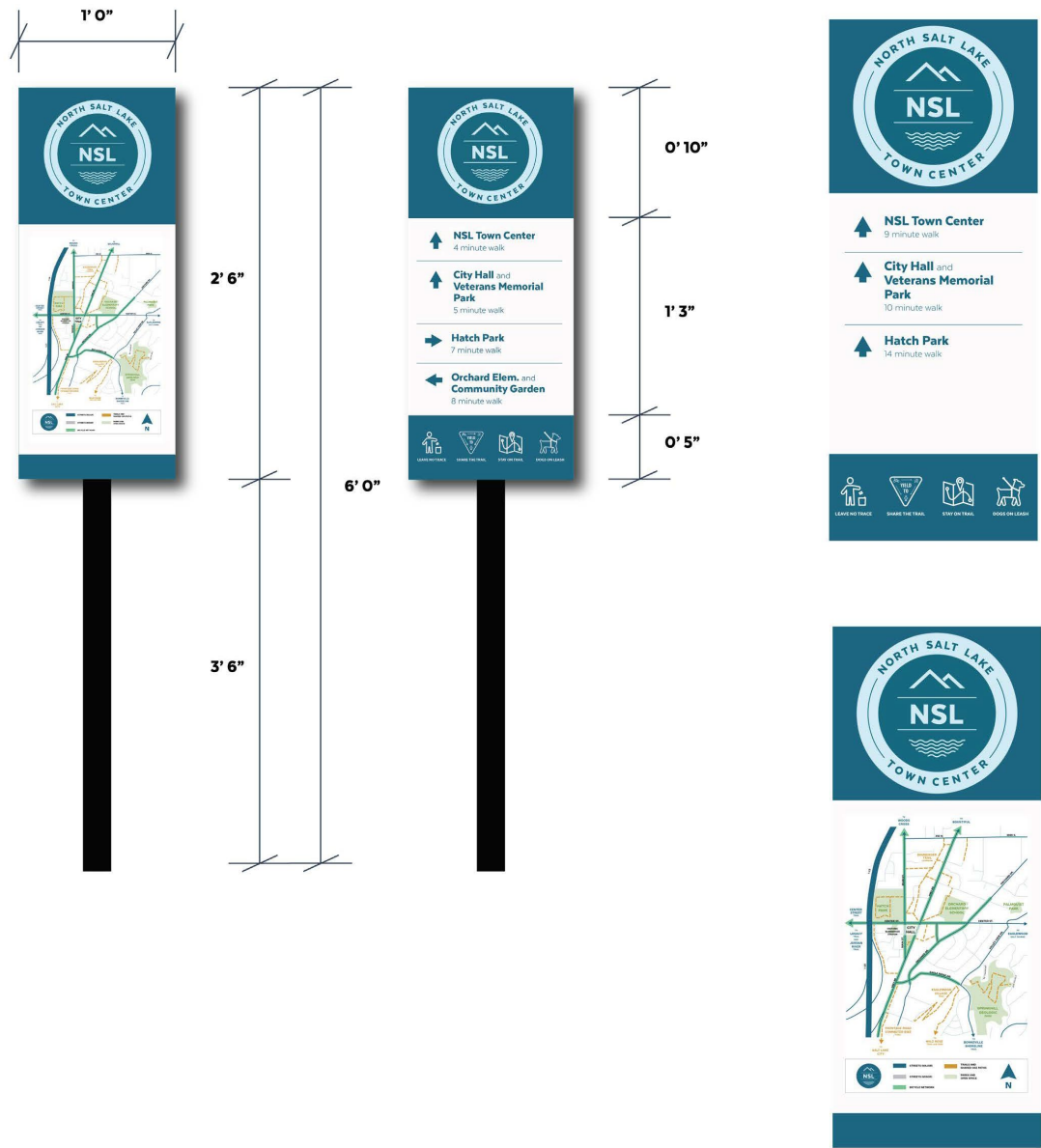
- SIGN CABINET:** New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
- STRUCTURE:** The sign support structure including the interface with the footing/foundation shall be designed by the structural engineer in coordination with sign Fabricator. Coordinate with Owner for final location.
- BASE:** Raised pad at base. Provide sub-grade concrete foundation as required.

- GRAFFITI COATING:** Apply graffiti-resistant coating to all exposed surfaces.
- MESSAGES, MEASUREMENTS & LOCATION:** Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
- Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.

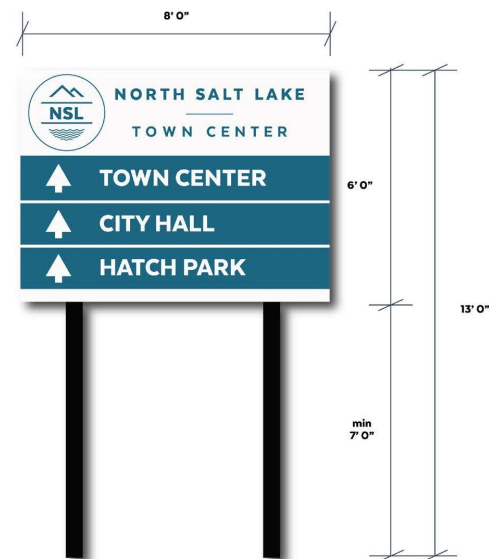


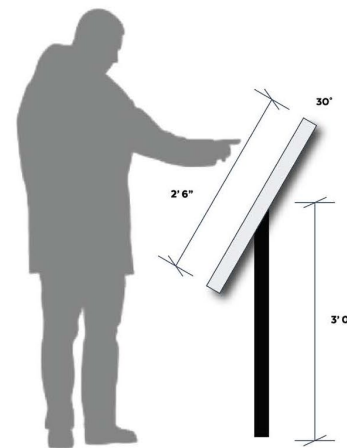
2 Gateway sign - front graphic and perspective
nts

O2 TRAIL SIGN



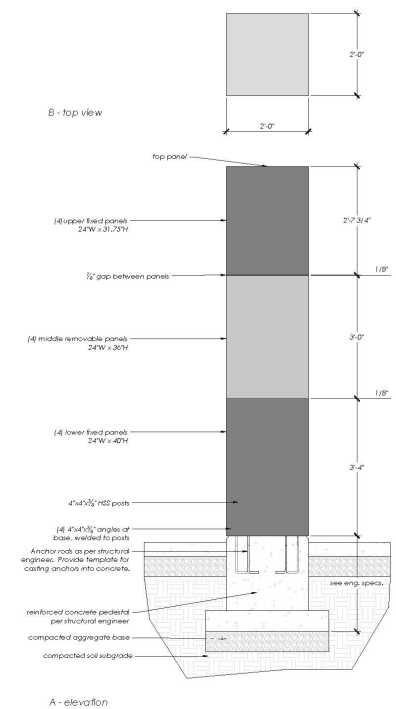
03 AUTO SIGN





All five map sign will be the same. A "You are Here" sticker will be placed on each map to show location.

08 PEDESTRIAN SIGN



1 Pedestrian sign - elevation and plan detail
1" = 2'

SPECIFICATIONS

Pedestrian sign with new fabricated metal sign cabinet with primed and painted finish and clear coat. Sign to have four faces.

1. SIGN CABINET: New fabricated aluminum sign cabinet with primed and painted finish and clear coated.
2. STRUCTURE: The sign support structure including the interface with the footing/ foundation shall be designed by the structural engineer in coordination with sign fabricator. Coordinate with Owner for final location.
3. BASE: Raised pad at base. Provide sub-grade concrete foundation as required.
4. GRAFFITI COATING: Apply graffiti-resistant coating to all exposed surfaces.
5. MESSAGES, MEASUREMENTS & LOCATION: Sign fabricator to confirm all messages, field verify all measurements, and determine final sign location with Owner. This information shall be included in the shop drawings to be submitted for review and approval.
6. Fabricator's drawings shall include any approved fabricator requirements. Inspections will be required by the registered design professional in responsible charge.



2 Pedestrian sign - front elevation and perspective
nbs

NSL Town Center

City Hall and Veterans Memorial Park

Hatch Park and Bamberger Trail

Orchard Elem. School and Community Garden

Hatch Park and Bamberger Trail

City Hall and Veterans Memorial Park

Post Office

Early History of North Salt Lake

As the first settlers came into the Salt Lake Valley in 1847, Brigham Young sent many to surrounding areas to settle. Pennington Sessions, his family, and a few others were sent North to find orange land and make settlements.

Pennington Sessions took about 25 families and settled in the North Canyon area, just a few miles north and east of North Salt Lake. They raised crops and sheep, taking the wool to the hot springs to wash it after shearing. They established several molasses mills.

Highway 89 and about 700 North, also known as Cherry Canyon. The old school building, built in 1908, can be seen on the right. The school was built in 1908 and stood until the South Branch School was built in the north.

Map of North Salt Lake area showing various locations and landmarks.

26 BANNERS

