

NORTH TEMPLE ECONOMIC ACTION PLAN

Economic Conditions | Summary of Previous Plans | Targeted Recommendations

December 2024



DEPARTMENT of
ECONOMIC
DEVELOPMENT

ACKNOWLEDGMENTS

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Burger King: Gary Moore, Chad Harris, Kathy Burgess

El Asadero Restaurant: Margarita Parra

Everyday Conveniences and Temple Tattoo: Gary Barnes

Kia Thai: Connie Kaykeo

KOA: Brent Menlove, Preston Menlove, Angie McIntire, Nicole Larsen, Ashley Ogden

McDonalds: Aaron Acosta, Elias Guevara

Mestizo Coffee House: David Galvan

Midnimo Restaurant: Faduma Ismial

Rancho Market: Eli Madrigal

Red Iguana: Lucy Cardenas, Bill Coker

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Mural created by first-generation Colombian American artist Jessica Sabogal on the façade of the Furst Construction Company headquarters at 700 West and North Temple. the mural features an image of community activist Ella Mendoza and the declaration, "Este Barrio No Se Vende" ("This Neighborhood is Not For Sale").

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ACTION PLAN SUMMARY

EXECUTIVE SUMMARY

THE NORTH TEMPLE CORRIDOR

North Temple is more than just a street, it is a multi-modal corridor that connects Utah's largest airport to downtown Salt Lake City, and showcases the rich cultural diversity of the area. It is home to the State Fairpark, the Rocky Mountain Power site, and the heart of the Jordan River Trail.

By some measures, the corridor is prospering. Public investment in a TRAX light rail line in 2013 combined with the adoption of an Opportunity Zone in 2019 have led to several new transit-oriented multifamily developments, with more on the way. Future plans also include a potential MLB stadium development. As a result, there is much interest in the area and property values have never been higher.

Despite this, the area faces unique economic and social challenges. Stakeholders, local businesses,

and residents are concerned about the loss of local retail options, safety and security issues, and the perceived lack of amenities.

THE PURPOSE OF THIS PLAN

The Wasatch Front Regional Council (WRFC) and Salt Lake City have joined efforts to study the economic issues facing the North Temple area and provide recommendations. To accomplish this, the project team and stakeholders were guided by the following goals:

- Review all previous and current plans
- Listen to and understand the needs of local businesses and residents
- Help the City know where to make strategic and meaningful public investments
- Provide recommendations focused on local, small businesses

PREVIOUS AND CURRENT PLANS

The North Temple corridor has seen a variety of plans over the years focused on revitalization, housing, public space improvement, and transportation. The project team reviewed and built upon these plans. This plan contains a summary of their work and the appendix contains all of the a detailed goals and recommendations.

These plans include the following:

- North Temple Revitalization Plan, 2005
- North Temple Boulevard Plan, 2010
- North Temple Project Area Plan, 2010
- Westside Master Plan, 2014
- Plan Salt Lake, 2015
- Fairpark Master Plan, 2022
- North Temple Mobility Hub Study, 2023
- Housing SLC, 2023
- Thriving In Place, 2024

The project team also coordinated with City staff and stakeholders to ensure that major current and on-going plans were taken into consideration.

These plans include the following:

- 600/700 North Corridor redesign and reconstruction
- Emerald Ribbon Master Plan
- 900 West and Folsom River Trail plan and developments
- North Temple Public Safety Task Force
- HUD Thriving Communities Technical Assistance Study
- Power District Development Plan (Ballpark Development)
- Power District Transportation Study
- Salt Lake City Economic Strategic Plan
- Reconnecting Communities Plan

TARGETED PUBLIC ENGAGEMENT

At the beginning of the planning process, a public engagement plan was presented to City staff and stakeholders for input. The plan outlined a strategy to ensure that the public, particularly businesses and residents, had an opportunity to participate in the formulation of recommendations. The project team was advised to be sensitive to “engagement fatigue”, a weariness among Westside residents

resulting from too much public engagement and redundant inquiries without a sense of resolution.

Considering this feedback, the public engagement plan was refined in an effort to be more targeted, utilize existing events, and focus on interviewing property and business owners on-location. A survey and website were also created to ensure all had an opportunity to provide input and results could be made public. In addition, event, survey, and website materials were provided in Spanish as well as English.

FOCUS ON LOCAL BUSINESSES

An early challenge recognized by the project team and stakeholders was whether the focus of this economic plan should be wide or targeted.

Given the unique challenges of the North Temple area and recognizing the existence of several previous plans with relevant recommendations, the project team and stakeholders supported focusing this economic plan on supporting local businesses. While this plan acknowledges many of the issues facing North Temple, the focus of this plan is to provide recommendations aimed at supporting local businesses amidst the immense change the area is facing.

DEVELOPED RECOMMENDATIONS

Building upon the previous planning work and recommendations as well as current input from stakeholders, businesses, property owners, and residents, the project team developed the following key recommendations anchored to three areas within the City’s ability to implement:

Communication

- Development Task Force

Promotion

- Special Assessment Area
- Retail Sub-leasing Program

Placemaking

- District Focus and Branding
- On-Street Parking



A view of the corridor looking east towards Downtown





EXISTING CONDITIONS

This chapter provides an overview of previous and current plans as well as a snapshot of the economic and land use conditions for the North Temple area. The study area for this project encompasses the North Temple corridor with I-15 as the east side boundary, I-215 as the west side boundary, 400 North as the north side boundary,

and I-80 as the south side boundary. The data provided in this section represents the entire study area for context, including the residential neighborhoods. However the focus of this plan and the recommendations contained herein deal primarily with the commercial areas located on or directly adjacent to the North Temple corridor.

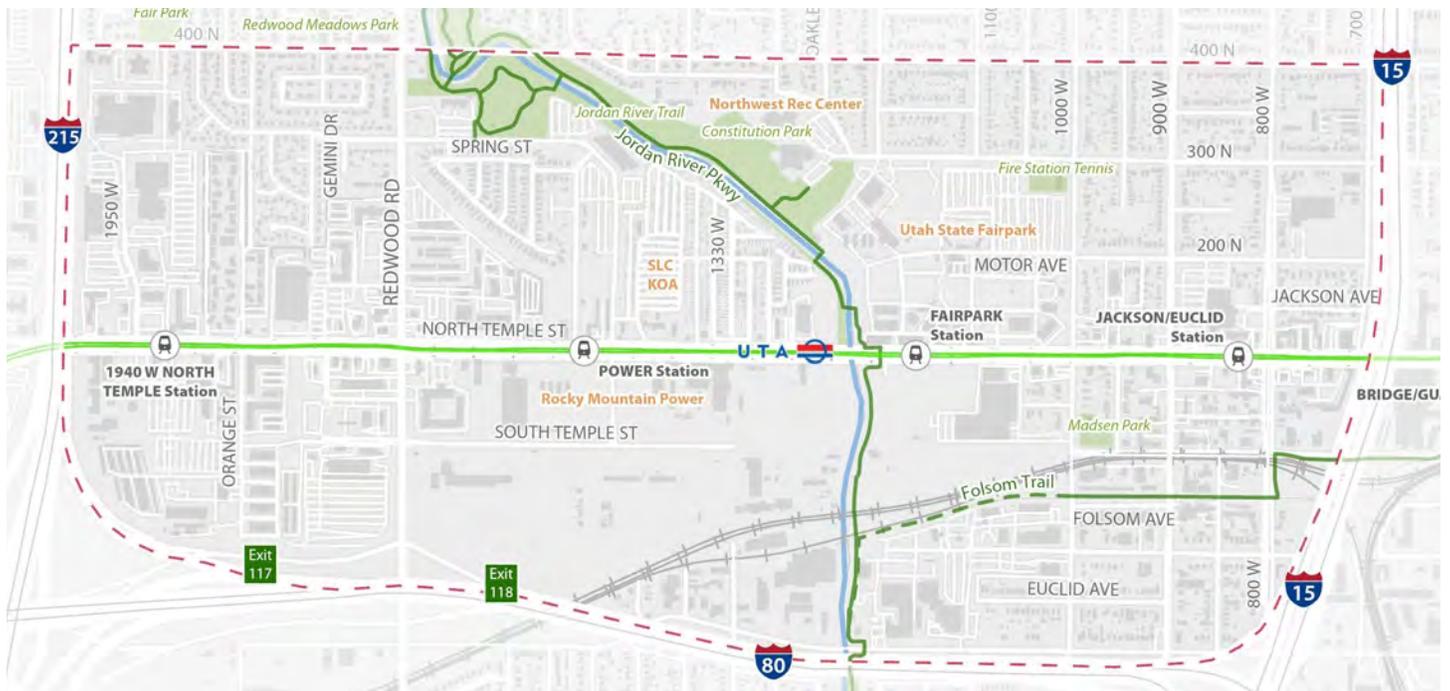


Figure 1.1 Project study area

SUMMARY OF PLANS

PREVIOUS PLANS

The North Temple corridor has seen a variety of plans over the years focused on revitalization, housing, public space improvement, and transportation. Notable previous plans include the following:

- North Temple Revitalization Plan, 2005
- North Temple Boulevard Plan, 2010
- North Temple Project Area Plan, 2010
- Westside Master Plan, 2014
- Plan Salt Lake, 2015
- Fairpark Master Plan, 2022
- North Temple Mobility Hub Study, 2023
- Housing SLC, 2023
- Thriving In Place, 2024

The following is a summary of each plan as well as key recommendations that are relevant to the development of the North Temple corridor. The appendix of this plan contains a complete assembly of all previous plan recommendations.

North Temple Revitalization Plan: Completed in 2005, this economic plan focuses on transforming North Temple corridor into a master planned,

mixed-use corridor. The plan emphasizes the development of housing, commercial spaces, and public amenities to foster economic growth and improve the quality of life for residents. The plan also promotes community involvement in the redevelopment process, ensuring that local voices are heard in shaping the area’s future. Key recommendations include:

- Transit and rezone for transit oriented development
- Creation of an Redevelopment Area (RDA)
- Public and public-private focus on revitalization
- Designate the corridor as a “Gateway” for visitors coming from the airport

North Temple Boulevard Plan: Completed in 2010, this plan outlines a comprehensive strategy for revitalizing the North Temple corridor. It aims to create a pedestrian-friendly environment that enhances connectivity and accessibility. Key elements of the plan include the promotion of mixed-use development, affordable housing, and improved public transit options, particularly through making better connections to TRAX light rail. The plan also emphasizes the importance of green spaces, public art, and community amenities to foster a strong sense of place. Key recommendations include:

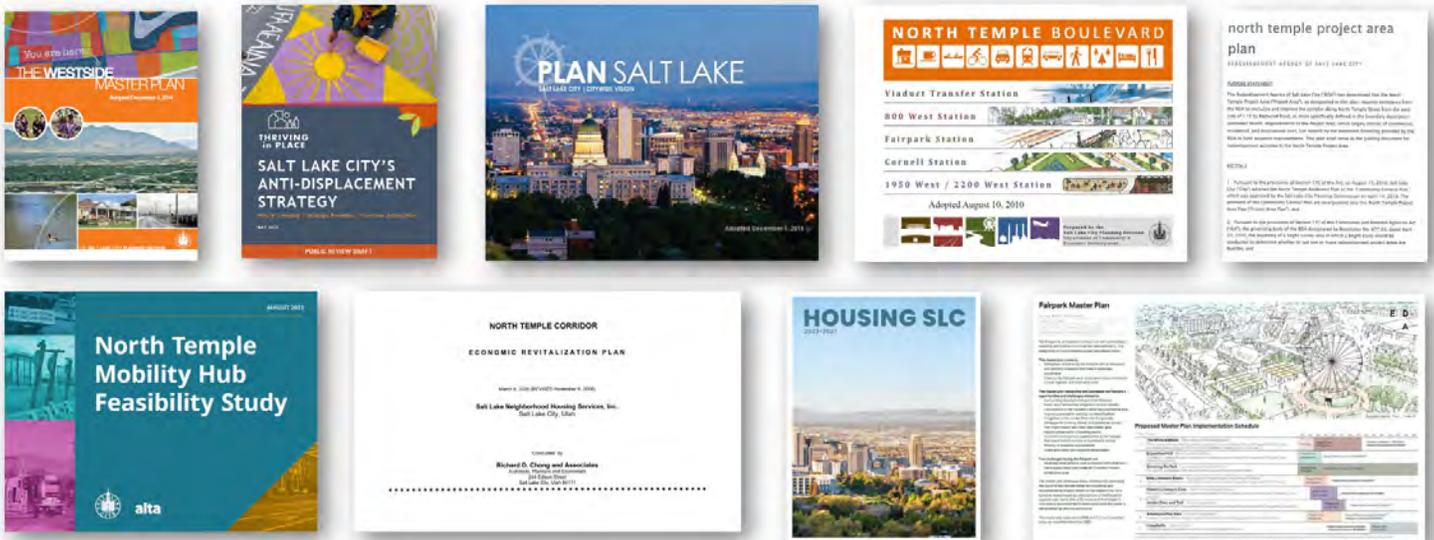


Figure 1.2 Previous plans that impact the North Temple corridor

- Improved wayfinding
- Connected open space network and more complete infrastructure for all modes
- Invest in the Jordan River Trail as a key amenity
- Intensify mix of uses around 800 West station
- Investments along Folsom Ave, daylight the creek
- Increase residential densities
- Increase densities around all stations

North Temple Project Area Plan: Adopted in 2010, this plan was a required element of establishing an RDA where revitalization dollars could be spent within the boundaries of the North Temple RDA. This plan envisions the North Temple corridor into a vibrant, pedestrian-friendly area that enhances connectivity between downtown Salt Lake City and the airport. The plan emphasizes mixed-use development, improved public transit options, and the creation of inviting public spaces. Key components include wider sidewalks, bike lanes, and green spaces, all designed to encourage walking and cycling. Additionally, the plan promotes sustainable development practices and seeks to attract businesses while ensuring that the corridor remains accessible and appealing to residents and visitors alike. Key recommendations include:

- Encourage transit oriented development
- Extend City Creek corridor along Folsom Avenue and connect to Jordan River Trail
- Redevelop Utah State Fairpark with more uses
- Create and renovate open/public spaces
- Promote growth in housing, population, and mixed-use development

Westside Master Plan: Adopted in 2014, this plan outlines a comprehensive vision for the western neighborhoods of Salt Lake City, focusing on enhancing livability, sustainability, and economic development. The plan prioritizes the creation of vibrant, mixed-use communities by promoting affordable housing options and improving public amenities such as parks and recreational facilities. It emphasizes the importance of transportation, advocating for better public transit access and pedestrian-friendly infrastructure. Community

engagement was a key component, with input from residents helping to shape the vision. Key recommendations include:

- Utilize Westside Coordination Group (Westside Coalition) for implementation of plans and redevelopment goals
- Promote infill development including small lot homes and smaller multifamily projects
- Require buffering of new commercial development when adjacent to existing residential
- Allow accessory dwelling units (ADUs)
- Encourage local business expansion
- The intersection of 900 South and 900 West should be the focus of a special redevelopment program
- Improve wayfinding
- Encourage community policing efforts
- More investment in the Jordan River
- Enhance public spaces

Plan Salt Lake: Adopted in 2015, this document serves as a comprehensive framework for guiding the city's growth and development over the next two decades. It emphasizes sustainability, community engagement, and inclusivity while addressing key issues such as housing affordability, transportation, and environmental stewardship. The plan outlines specific strategies for enhancing neighborhoods, improving public spaces, and promoting economic vitality. It advocates for mixed-use developments and improved transit options to connect various parts of the city effectively. Additionally, the plan incorporates feedback from residents and stakeholders, ensuring that community voices shape future policies and projects. Key recommendations include:

- Locate new development in areas with existing infrastructure and amenities, such as transit and transportation corridors
- Promote infill land redevelopment of underutilized land
- Enable moderate density increases within existing neighborhoods where appropriate
- Create a complete circulation network and ensure convenient equitable access to a variety of transportation options

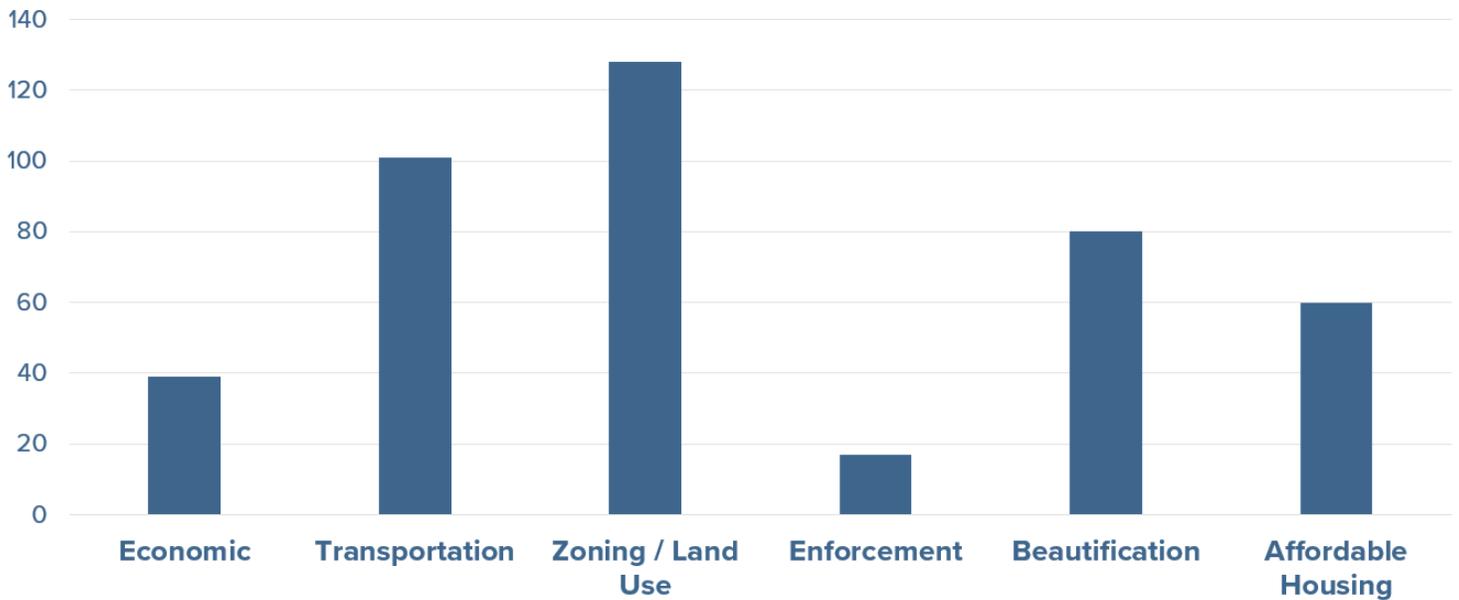


Figure 1.3 Breakdown by category of the 300+ recommendations from previous plans

Fairpark Master Plan: Completed in 2022, this plan outlines a vision for the redevelopment and enhancement of the Utah State Fairpark, aiming to create a vibrant community hub that supports events, recreation, and community engagement. The plan focuses on improving facilities, enhancing the visitor experience, and increasing accessibility through better transportation options and pedestrian pathways. Key components include the development of multi-purpose spaces, upgraded amenities, and green areas that promote outdoor activities and community gatherings. The plan also emphasizes sustainability and seeks to integrate the Fairpark into the surrounding neighborhood, fostering a sense of connection and community pride. Key recommendations include:

- Increase the Fairpark’s event hosting capacity, starting with a new Exposition Hall
- Engage the natural environment with better access to the Jordan River
- Improvements that support the growth of opportunities for new jobs, restaurants, and more year-round activity

North Temple Mobility Hub Study: Completed in 2023, this study explores strategies to enhance transportation options and connectivity by developing a mixed-use mobility hub on the

corridor. The study identifies key strategies and best practices for mobility hubs, including the integration of multiple transit modes, connections and investments for light rail, buses, biking, and walking pathways, and creating a seamless mobility experience for residents and visitors. It emphasizes the importance of designing a mobility hub that is accessible and user-friendly, supporting both local and regional transit needs. Key recommendations include:

- Acquire property on the North Temple Corridor that integrates a mobility hub with mixed-use development
- Strengthen connections to the immediately adjacent transportation network and businesses and services
- Improve the experience accessing transit and transitioning between travel modes

Housing SLC: Adopted in 2023, this plan outlines Salt Lake City’s strategic approach to addressing housing challenges over the next five years. It emphasizes the need for affordable housing solutions to meet the diverse needs of residents, including low-income and marginalized populations. The plan includes goals to increase housing supply, promote inclusive neighborhoods, and enhance housing stability through various

initiatives. Key strategies involve collaborating with community partners, incentivizing affordable housing development, and implementing policies that support equitable access to housing. Additionally, the plan emphasizes the importance of community engagement and data-driven decision-making to inform housing policies and investments. Key recommendations include:

- Entitle 10,000 new housing units throughout the city, with 2,000 units deeply affordable (30% AMI or below) and 2,000 units affordable (31% - 80% AMI)
- Assist 10,000 low-income individuals annually through programs funded to increase housing stability by the City
- Provide affordable homeownership and wealth and equity building opportunities to a minimum of 1,000 low-income households

Thriving In Place: Adopted in 2024, this plan focuses on enhancing housing stability and community well-being in Salt Lake City, particularly for vulnerable populations. It emphasizes creating inclusive, affordable housing options that cater to diverse needs, promoting policies that prevent displacement and support long-term residents. The plan outlines strategies to strengthen neighborhood connections and improve access to essential services, transportation, and public spaces. Additionally, it highlights the importance

of community engagement, encouraging resident involvement in decision-making processes. Key recommendations include:

- Develop a tenant relocation assistance program to help those impacted by new development
- Invest in community land trust models and utilize publicly owned property to leverage land assets in support of long-term affordability and equitable development
- Support the creation of accessory dwelling units (ADUs) as a strategy for infill housing in existing neighborhoods

PUBLIC INVESTMENT

In addition to the previous plans and studies, the area has seen significant investment, most notably the creation of the RDA in 2012 and the construction of the UTA TRAX green line in 2013 and the corridor redevelopment which included new lighting, street trees, 10 foot sidewalks, and painted bike lanes.

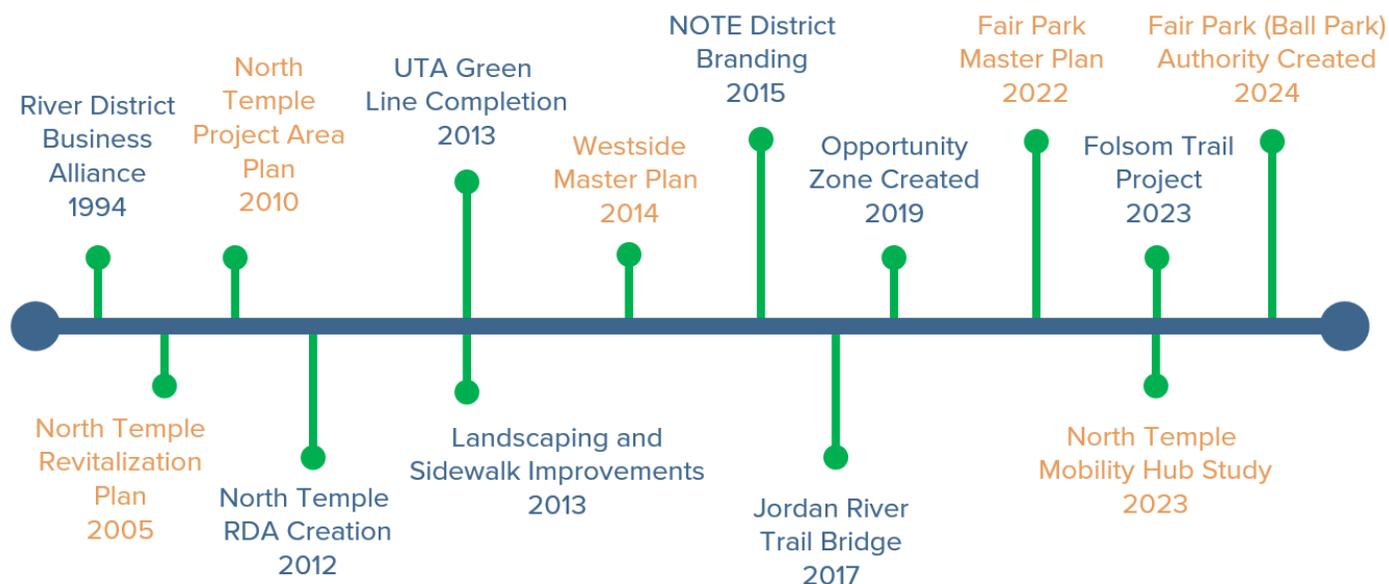


Figure 1.4 Timeline of notable planning & public investments in and near the North Temple corridor

CURRENT PLANS

For the development of the North Temple Economic Action Plan, the project team coordinated with City staff and stakeholders to ensure that major current and on-going plans were taken into consideration. These plans include the following:

- 600/700 North Corridor redesign and reconstruction
- Emerald Ribbon Master Plan
- 900 West and Folsom River Trail plan and developments
- North Temple Public Safety Task Force
- HUD Thriving Communities Technical Assistance Study
- 2024-2029 Economic Strategic Plan for Salt Lake City
- Power District Development Plan (Ballpark Development)
- Power District Transportation Study
- Salt Lake City Economic Strategic Plan
- Reconnecting Communities Plan

North Temple Public Safety Task Force: Security and crime issues are currently among the top concerns voiced by North Temple stakeholders, property owners, business owners, and nearby residents. In 2024 a task force was formed with

participation from the Community Councils, local business owners, Salt Lake City staff, local and state law enforcement, and other stakeholders. Project team members also participated in Task Force meetings to ensure any recommendations of this plan considered this issue.

Power District Plan: The Rocky Mountain Power site is currently under Phase 1 development with the construction of a new office structure to replace existing offices. The original Phase 2 plan was to be a mixed-use site with transit adjacent multifamily of roughly 300 units and a few hundred thousand square feet of additional office and other commercial uses.

In 2024, the Larry H. Miller Group announced a \$3.5 billion dollar investment into the Power District site with the potential to build a Major League Baseball stadium with a much larger mixed-use development than originally planned for the site. Because specific plans are still in development for the roughly 100 acres of the Power District site, the Project Team utilized the 2018 Tampa Bay Rays development to provide a comparable scale of potential development. That development plan encompassed 86 acres and included roughly 6,000 residential units and over two million square feet of new mixed-use commercial development.



Figure 1.5 Concept rendering of the potential ballpark development at the Power District site

DEMOGRAPHIC TRENDS

POPULATION GROWTH

Population within the entire study area experienced a modest increase from 2010 to 2020. Growth within the study area has largely been focused along the North Temple corridor, a function of increased development of multifamily residential structures concentrated in this area. This trend is likely to continue as additional residential development occurs along the corridor.

| GEOGRAPHIC LEVEL | 2010 | 2020 | INCREASE | 10-YEAR AAGR |
|-----------------------|----------------|----------------|---------------|--------------|
| Study Area | 6,217 | 7,170 | 953 | 1.4% |
| One-Block Radius | 2,302 | 3,500 | 1,198 | 4.3% |
| Abutting Parcels | 1,272 | 2,414 | 1,142 | 6.6% |
| Salt Lake City | 186,440 | 199,723 | 13,283 | 0.69% |

Source: Census Block-level data for Decennial Census years 2010 and 2020
 Population determinations were made at three geographic levels: the entire study area, a one-block radius of North Temple, and the area directly abutting North Temple.

Table 2.1. Population growth in the study area

The data above, as well as the demographic data at the Council District level (next page), indicate a geographic shift in population distribution within the study area. While the study area has experienced a population increase, District 1 and District 2 have a net population loss from 2010 to 2020, likely due to an average decrease in household sizes. Future residential development in the study area will likely eclipse these losses and lead to overall growth in District 1 and 2.



Figure 1.6 New multifamily development on the corridor with ground floor retail

| | Salt Lake City | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 | District 7 |
|--|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Total Population (2020) | 199,723 | 28,032 | 26,395 | 28,572 | 33,153 | 26,936 | 28,767 | 27,868 |
| Total Population (2010) | 186,411 | 27,505 | 27,306 | 26,302 | 26,716 | 25,904 | 26,546 | 26,132 |
| Absolute Population Change (2010-2020) | 13,312 | 527 | (911) | 2,270 | 6,437 | 1,032 | 2,221 | 1,736 |
| % Population Change (2010-2020) | 7.1% | 1.9% | -3.3% | 8.6% | 24.1% | 4.0% | 8.4% | 6.6% |
| Total Housing Units (HU, 2020) | 92,169 | 9,614 | 8,463 | 16,293 | 20,844 | 12,896 | 10,839 | 13,220 |
| Total Housing Units (HU, 2010) | 13,088 | 1,413 | 313 | 2,591 | 6,608 | 825 | 520 | 1,547 |
| Absolute HU Change (2010-2020) | 79,081 | 8,201 | 8,150 | 13,702 | 14,236 | 12,071 | 10,319 | 11,673 |
| % HU Change (2010-2020) | 14.2% | 14.7% | 3.7% | 15.9% | 31.7% | 6.4% | 4.8% | 11.7% |
| Occupied Housing Units (HU, 2020) | 84,349 | 9,158 | 8,063 | 14,380 | 18,210 | 12,131 | 10,053 | 12,354 |
| Vacant Housing Units (HU, 2020) | 7,820 | 456 | 400 | 1,913 | 2,634 | 765 | 786 | 866 |
| % Population Under Age 18 (2020) | 18.6% | 26.6% | 28.4% | 13.8% | 8.7% | 17.4% | 19.9% | 17.7% |
| % Population Under Age 18 and Older (2020) | 81.4% | 73.4% | 71.6% | 86.2% | 91.3% | 82.6% | 80.1% | 82.3% |

Source: University of Utah Policy Institute Salt Lake City Data Book, 2020 Decennial Census Redistricting Data. For reference, the Study Area lies dually within Salt Lake City Council Districts 1 and 2. The portions of the Study Area that are located east of 1000 West, as well as the area south of North Temple and bounded by Redwood Road and 1000 West, are located in District 2. The remainder of the Study Area is located in District 1.

Table 2.2. Population and housing growth in Salt Lake City Council Districts

EMPLOYMENT STATISTICS

The proportions of the labor force in both geographies are distributed among major job categories, with office employment comprising the strongest majority, followed by industrial employment. Employers with large offices in the study area include Rocky Mountain Power and the State of Utah.

| | SALT LAKE CITY | | STUDY AREA | |
|--------------|----------------|------------|---------------|------------|
| | TOTAL | % OF TOTAL | TOTAL | % OF TOTAL |
| Retail | 39,700 | 10.9% | 833 | 8.1% |
| Office | 227,665 | 62.7% | 6,329 | 61.4% |
| Industrial | 66,868 | 18.4% | 1,932 | 18.7% |
| Nontypical | 28,885 | 8.0% | 1,212 | 11.8% |
| TOTAL | 363,118 | | 10,305 | |

Table 2.3. TAZ Employment statistics, Salt Lake City & study area (2020)

ZONING & LAND USE

ZONING

The zoning along the North Temple corridor is primarily Mixed-Use Transit Station (TS-MU), Special Purpose Transit Station (TS-SP), and Urban Center Transit Station (TS-UC). These zones are intended to promote transit-oriented development that is compatible with the surrounding neighborhoods and that supports the light rail and bus services. The permitted uses in these zones include a variety of residential, commercial, office, civic, and institutional uses, as well as some light industrial and manufacturing uses. Most new projects being built in the area fall under these zones, and are being developed as high-density housing due to multiple factors, including economic conditions and land availability for sale.

A large portion of the southern part of the study area (around the railroad tracks) is zoned Light Manufacturing (M-1). This zone is intended to accommodate light industrial uses that are compatible with adjacent uses and that minimize adverse impacts on the environment.

The permitted uses in these zones include manufacturing, warehousing, distribution, wholesale, and recycling facilities, as well as some limited commercial and office uses.

The large State-owned Fairpark in the center of the study area is zoned Public Lands (PL). This zone is intended to accommodate public and quasi-public uses that provide essential services, facilities, and open space for the community. It is most known for being the location of the Utah State Fair, which hosts roughly half a million visitors annually. The permitted uses in this zone include parks, recreation, education, health, safety, utility, and cultural facilities, as well as some accessory uses. The density, use, and parking requirements vary depending on the specific use and the location of the property.

Single-Family residential zones (R-1/5000, R-1/7000, and RMF-35/45) are located on the northern portion of the project area. These zones are intended to preserve and enhance the character and quality of low-density single-family neighborhoods. The permitted uses in these zones include single-family dwellings, accessory dwelling units, home occupations, and some civic and religious uses.

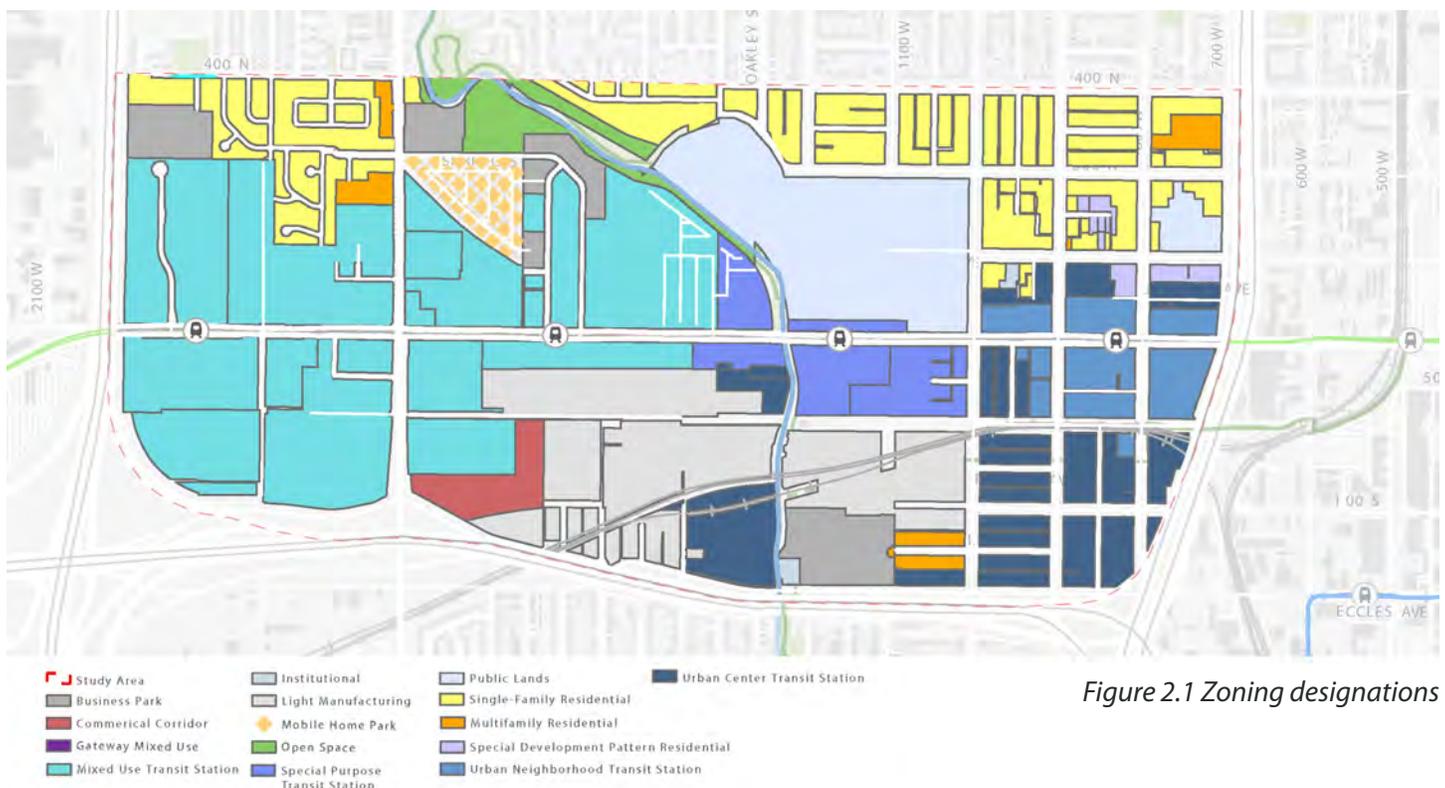


Figure 2.1 Zoning designations

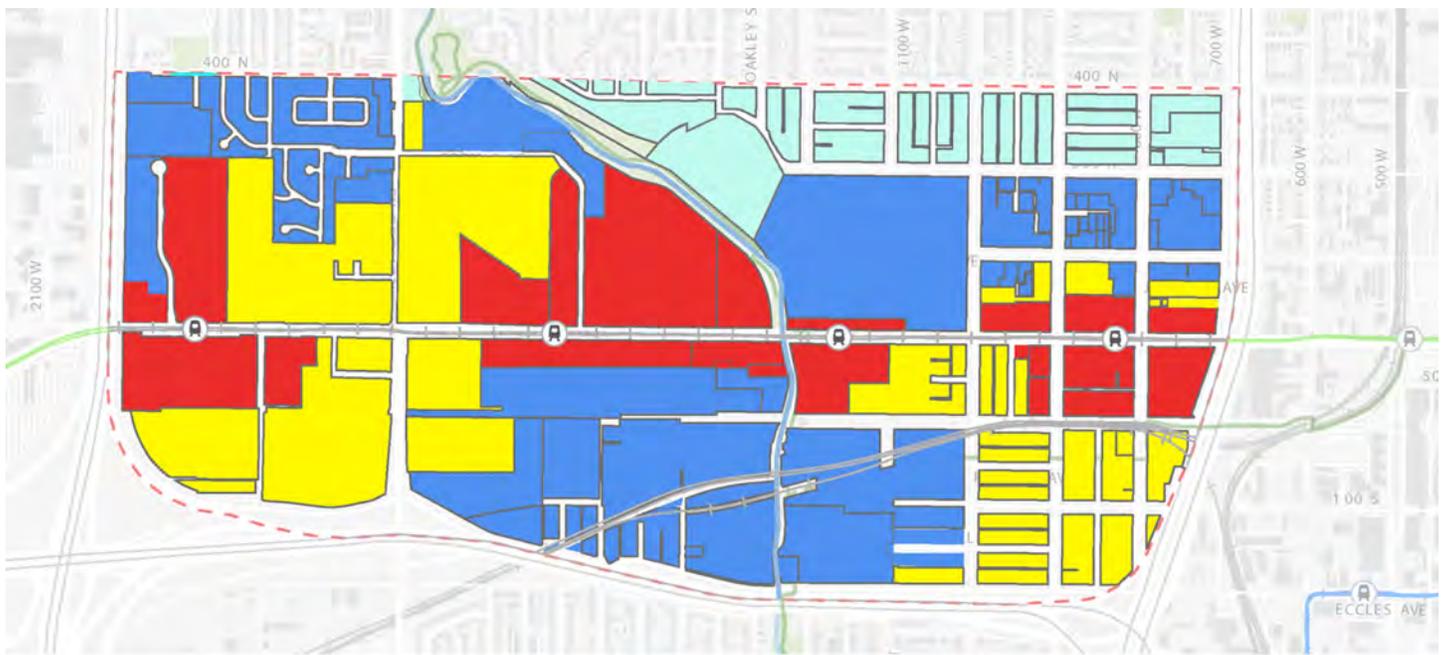
LAND USE

The Land Use categories in this area were established in the 2010 North Temple Boulevard Plan. The 2010 plan established three land use categories that are present in our study area: “Core”, “Transitional”, and “Stable”. These categories reflect the desired level of change and intensity of development along the North Temple corridor.

Most of the land directly adjacent to North Temple is categorized as “Core”, with some “Transitional”. These areas are expected to accommodate the majority of the new growth and development in the area, and to create compact, walkable, and transit-oriented neighborhoods around each transit station. The large industrial areas around the Rocky Mountain Power Plant are designated as “Stable”, though with the possibility of the site becoming a future location of a Major League Baseball stadium, a reassessment of that category is worthwhile. Such a major project could have significant impacts on the land use, transportation, and economic conditions of the area, and would require a comprehensive planning and public engagement process.

There are other areas that if continued to be designated “Core” will likely face redevelopment pressure, such as the Salt Lake City KOA campground and mobile home park near the Fairpark. It is worth assessing if this category is still desired by the city as that will likely give cause for the area to redevelop in the future. The mobile home park is one of the few affordable housing options in the area, and the KOA provides a unique service for visitors and residents alike.

The Fairpark itself is designated “Stable” but the 2022 Fairpark Masterplan does call for new development of the site. The Fairpark is a valuable public asset that hosts the Utah State Fair and other events throughout the year, and contributes to the cultural and recreational amenities of the area. The single-family residential areas to the north defer to underlying zoning for future land use, and no change is planned for those zones. These areas are intended to preserve and enhance the character and quality of low-density single-family neighborhoods, and to provide a buffer between the higher-intensity uses along North Temple and the adjacent communities.



North Temple Boulevard Plan (2010)

Figure 2.2 Land use categories

- Study Area
- Core - Intense level of transit-oriented zoning is appropriate.
- Transitional - These areas are appropriate for mixed use and less intensive transit-oriented zoning.
- Stable - Areas where little change is expected or desired or where zoning allows for the desired future land uses and intensities.
- Zoning is the same as Future Land Use

ECONOMIC TRENDS

From 2010 to 2023, multifamily residential development has significantly outpaced single-family development in the City. Through this entire period, a total of 666 single-family units worth \$268,980,738 and a total of 22,767 multifamily units worth \$3,524,944,149 were constructed. What is true for the City as a whole is also true for the study area, where the vast majority of residential development has been multifamily in nature.

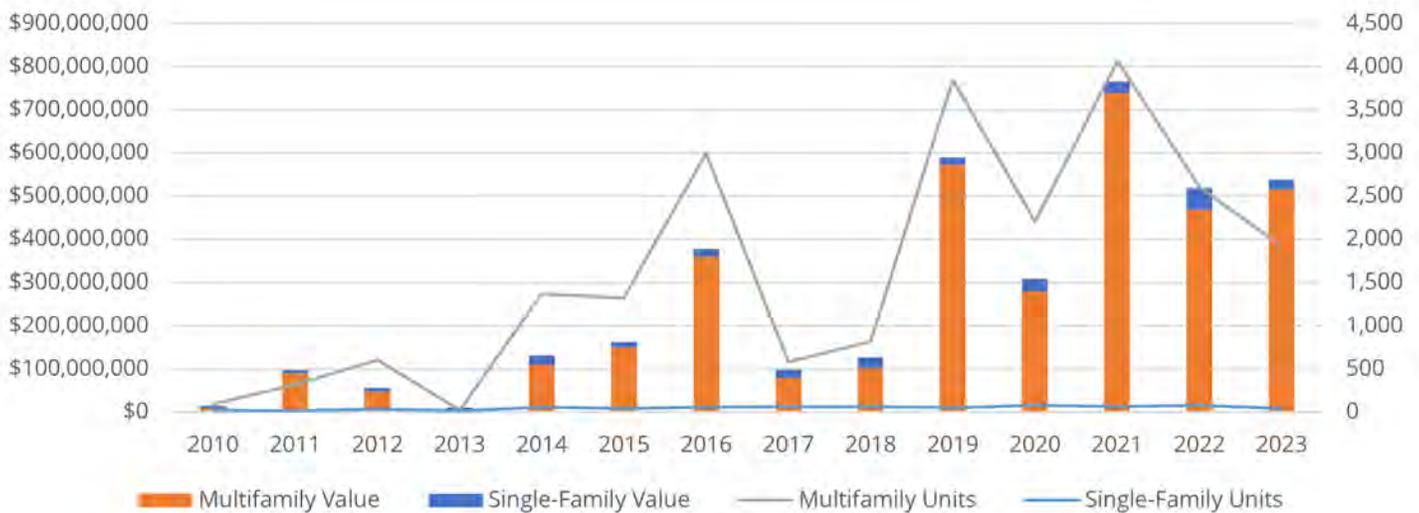


Figure 2.3 Historic residential building permits

Growth in retail-focused new construction throughout the City has been relatively slow through the period of analysis and generally consistent year-over-year. New retail development peaked in 2017 with nine permits worth \$37,458,366 and was at its lowest in 2013, when no new development occurred. New retail development since 2019 has been slower on average compared to the earlier years of this period but has nonetheless remained consistent. While this reflects new retail development, retail expansion has occurred in Salt Lake City and in the study area historically, where buildings have been re-purposed from industrial or commercial uses to retail uses.

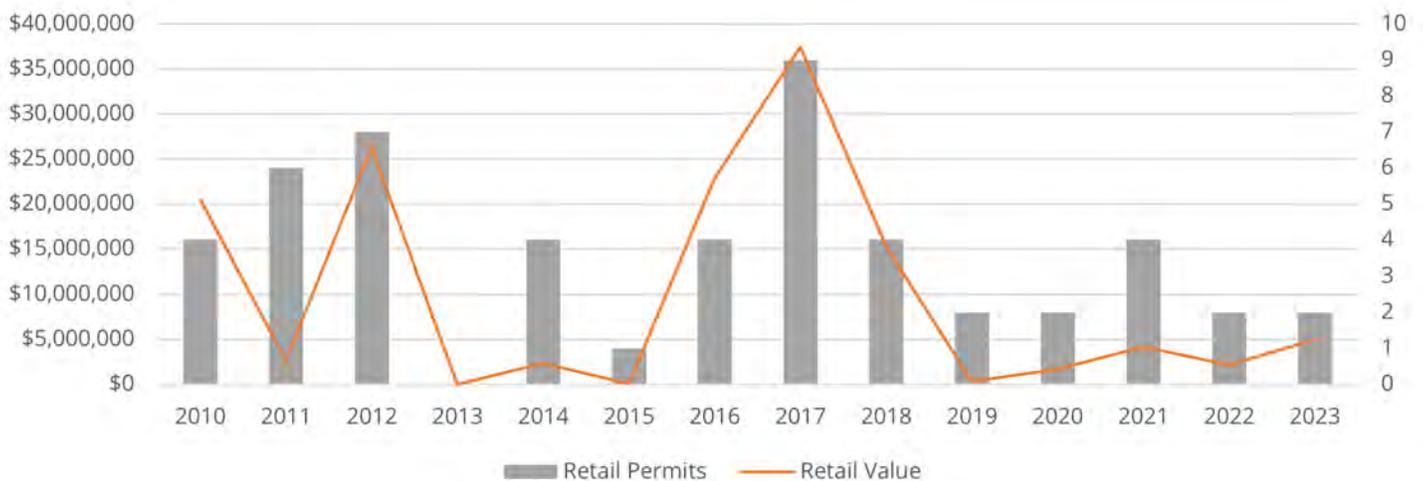


Figure 2.4 Historic retail building permits

Taxable sales, which reflect retail strength, have rebounded since COVID, increasing by 40 percent from 2020. Salt Lake City’s capture rate is 150 percent (income-adjusted) compared to the state average. Food services, durable goods, and manufacturing represent the largest retail categories in their respective categories. However, food services have experienced a decline from 2018.



Figure 2.5 Salt Lake City taxable sales

According to the Newmark 2023 Salt Lake City Real Estate Market Report, the northern Utah retail market lease rates have reached \$21.90 for NNNs as of mid-year 2023, with vacancy below average three percent. The Newmark Report also highlighted additional development trends affecting the region as a whole.

Development Trends: Office

- Permitting of office structures has been consistently muted since 2010, with exception to 2011 and 2013.
- Office vacancy is at a 15-year high of 16.3 percent (Q3 2023), compared to a 15-year average of 11.2 percent.
- It is expected that vacancy will rise over the following quarters as the economy slows and tenants commit to smaller footprints.
- It is also expected that landlords will offer concessions and tenant improvements to maintain building occupancy.

Development Trends: Industrial

- Permitting of industrial structures has been consistent from 2010 to 2023, except for low points in 2013 and 2023.
- Industrial vacancy increased to 4.6 percent (Q3 2023), up from the 13.5-year average of industrial vacancy at 4.0 percent.
- It is expected that vacancy will level out over the following quarters as new deliveries and construction begin to taper and the market reaches equilibrium.

LOCAL RETAIL DEMAND INCREASING

Online retail has significantly impacted brick-and-mortar stores, driving many consumers to prefer the convenience of shopping from home. However, the effects are not uniform across all retail types. While larger regional retailers, especially those with extensive parking lots, are struggling to compete with the prices of online retailers, local, smaller-footprint retailers are often thriving.

Local retailers tend to focus on niche markets and offer unique products or services that cater to community needs. Local retailers are often less reliant on large parking spaces and auto-dependent shopping patterns, which helps keep costs down. They offer a more walkable, accessible shopping experience, often situated in more urban neighborhoods where foot traffic is higher.

A crucial advantage for local retail is its service-oriented nature; many local businesses provide personalized services, experiences, and products that cannot be replicated online. From salons to restaurants, these services add to a neighborhood's identity and often drive repeat visits.

In contrast, regional retail, often designed around a more traditional shopping model, is finding it increasingly difficult to attract customers who are shopping solely based on selection and lower prices. The vast parking lots and sprawling spaces

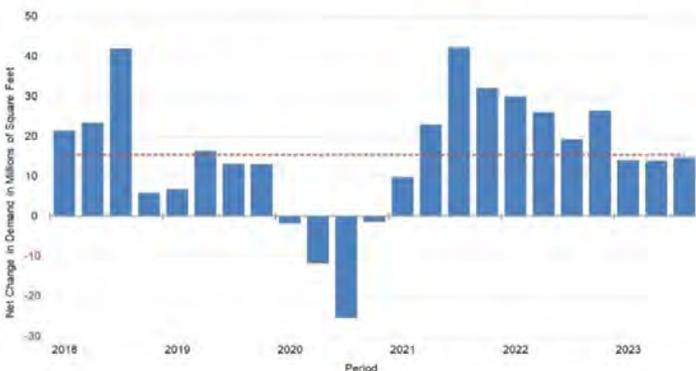
required for larger stores become a liability due to increased costs in a very competitive market. Because online retailers now offer a greater selection at comparable or even lower prices, they are absorbing market share from larger big box type retailers.

Data from the CoStar Group, a national commercial real estate information and analytics firm, demonstrates this trend. It should be noted that while this data is national, it is driven by (and applies most directly to) high growth markets like Utah.

The chart on the bottom left shows that since 2018, except during the height of the pandemic, every year saw a net increase in demand for retail space. However, the chart on the bottom right makes clear that not all types of retail have seen gains. Year over year from November 2022 to November 2023, that vast majority of retail demand is for "freestanding" and "neighborhood center" retail types. These types of retail are predominately local in nature. At the same time, regional retailers have seen minimal gains or even net decreases in demand as is the case for malls.

These trends are important to understand in relation to the study area where housing and population are increasing, and the demand for local retail that supports this new population will also increase.

Tenants Continue To Fill Retail Space Across the US



Vast Majority of Demand Flowing Into Two Retail Types

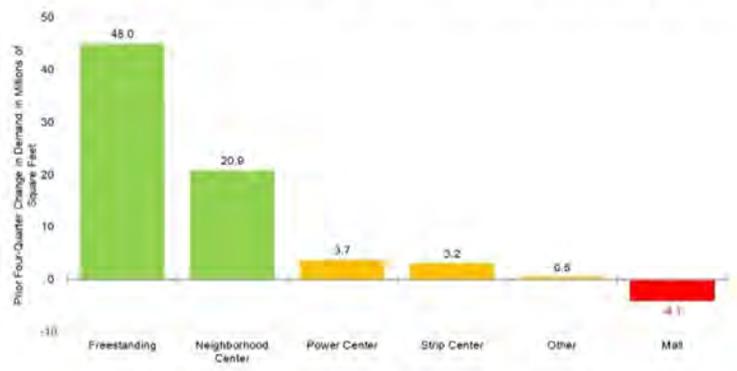


Figure 2.6 National CoStar data demonstrating increasing demand for local retail

STUDY AREA DEVELOPMENT

STUDY AREA BUILDINGS

In terms of building square footage, multifamily uses account for the largest proportion at 25.1 percent. It should be noted that parcels with structures presently under construction will contribute toward parcel acreage but not to building square footage. Thus, it is likely that building square footage attributable to multifamily land use will continue to increase proportionately within the study area.

A significant amount of acreage in the study area is dedicated to the Utah State Fair Park and the Rocky Mountain Power campus, with parcels associated with these two entities accounting for 17 percent of the entire study area's acreage.

| % OF TOTAL | ACRES | % | PARCEL COUNT | % | BUILDING SF | % | MARKET VALUE | % |
|---------------|------------|-------|--------------|-------|------------------|-------|------------------------|-------|
| Single Family | 128 | 14.3% | 884 | 50.7% | 1,376,186 | 20.3% | \$265,293,090 | 16.4% |
| Multifamily | 140 | 15.7% | 117 | 6.7% | 1,705,920 | 25.1% | 474,683,980 | 29.3% |
| Commercial | 56 | 6.2% | 87 | 5.0% | 557,563 | 8.2% | \$100,417,590 | 6.2% |
| Office | 16 | 1.8% | 17 | 1.0% | 184,262 | 2.7% | \$20,104,080 | 1.2% |
| Industrial | 75 | 8.4% | 76 | 4.4% | 1,235,117 | 18.2% | \$82,509,060 | 5.1% |
| Vacant | 31 | 3.5% | 92 | 5.3% | 60,412 | 0.9% | \$23,560,260 | 1.5% |
| Other | 446 | 50.0% | 471 | 27.0% | 1,670,436 | 24.6% | \$652,926,270 | 40.3% |
| TOTAL | 891 | | 1,744 | | 6,789,896 | | \$1,619,494,330 | |

Table 2.4. Study area parcels distribution of selected attributes

NORTH TEMPLE ABUTTING PARCELS

Closer to North Temple, the concentration of multifamily housing, commercial, and other building square footage is more pronounced. Among parcels located directly along North Temple, the trend of decreasing single-family acreage continues, with no parcels within this geography attributable to that use. Note the large increase in the share of building square footage attributable to "Other" property types. This increase is attributable to the inclusion of the Utah State Fair Park and Rocky Mountain Power campus (which has office buildings but also several utility type buildings).

| CATEGORY | ACRES | % | PARCEL COUNT | % | BUILDING SF | % | MARKET VALUE | % |
|--------------|------------|-------|--------------|-------|------------------|-------|----------------------|-------|
| Multifamily | 81 | 30.7% | 15 | 17.0% | 758,644 | 35.3% | 251,235,980 | 51.4% |
| Commercial | 31 | 11.7% | 43 | 48.9% | 337,615 | 15.7% | \$55,075,650 | 11.3% |
| Office | 4 | 1.3% | 3 | 3.4% | 38,855 | 1.8% | \$3,306,000 | 0.7% |
| Industrial | 15 | 5.6% | 5 | 5.7% | 264,450 | 12.3% | \$17,590,800 | 3.6% |
| Vacant | 10 | 3.9% | 9 | 10.2% | 36,030 | 1.7% | \$9,023,500 | 1.8% |
| Other | 123 | 46.8% | 13 | 14.8% | 714,348 | 33.2% | \$152,953,100 | 31.3% |
| TOTAL | 264 | | 88 | | 2,149,942 | | \$489,185,030 | |

Table 2.5. Abutting parcels distribution of selected attributes

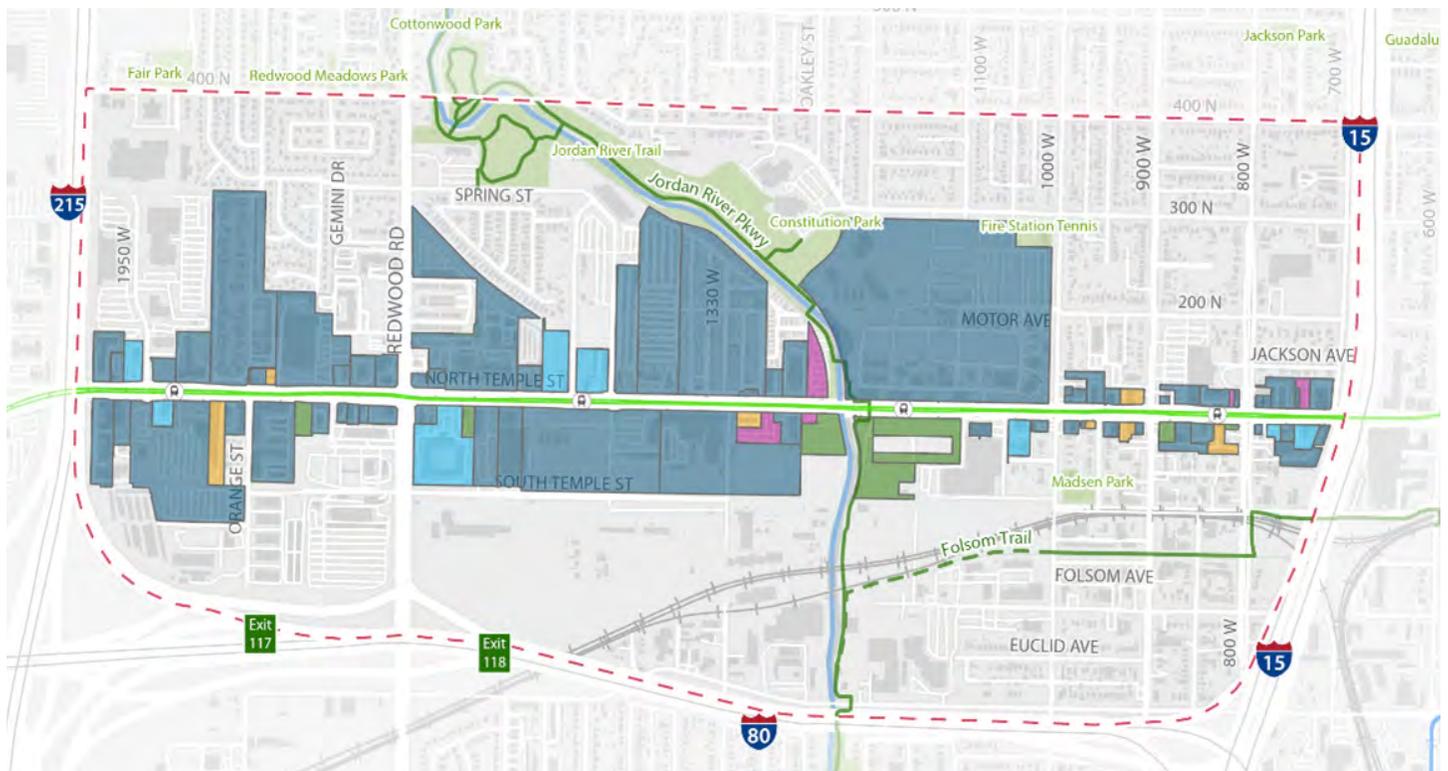
SURVEY OF PROPERTY OCCUPANCY

An evaluation of occupied acres and building square feet illustrates a vacancy rate of 3.3 percent, similar to the Northern Utah average of three percent. Occupied parcels comprised just over two-thirds of those within the study area. However, since the abutting parcels are characterized by larger and fewer parcels, a comparison of acreage shows that the area has limited vacant land, with approximately five percent of the acreage considered vacant. It is likely this area will continue to be influenced by redevelopment initiatives.

| CATEGORY | SQUARE FOOTAGE | % OF SF | ACREAGE | % OF ACREAGE |
|---------------------|------------------|---------|--------------|--------------|
| Occupied | 1,950,843 | 90.7% | 227.7 | 86.3% |
| Vacant Structure | 70,329 | 3.3% | 4.8 | 1.8% |
| Vacant Lot | 11,340 | 0.5% | 12.2 | 4.6% |
| Under Construction* | 117,430 | 5.5% | 15.0 | 5.7% |
| Parking lot | - | 0.0% | 4.0 | 1.5% |
| TOTAL | 2,149,942 | | 263.8 | |

*Represent Salt Lake County Assessor's parcel data. Subject to change based on completed development.

Table 2.6. Abutting parcels occupancy



- Occupied
- Vacant structure
- Vacant lot
- Under construction
- Parking lot

Figure 2.7 Survey area occupancy map

DISTRIBUTION OF ECONOMIC ACTIVITY

Economic activity along North Temple is varied, with notable commercial activity in the discount warehouse, distribution warehouse, lodging, retail, and fast food categories. Having such a wide mix of uses is consistent with the corridor’s history as a nexus between the airport and downtown, where many of the services are oriented to those passing through. These variable uses present a unique challenge when trying to establish a cohesive identity for marketing and place-making purposes, as previous plans have recommended.

| TYPE | BUILDING SQUARE FOOTAGE | % OF TOTAL | TYPE | BUILDING SQUARE FOOTAGE | % OF TOTAL |
|-------------------------|-------------------------|------------|---------------------|-------------------------|---------------|
| 10-19 Unit Apt | 31,643 | 1.5% | Neighborhood Ctr | 9,928 | 0.5% |
| 20-49 Unit Apt | 30,950 | 1.4% | Office | 9,767 | 0.5% |
| 99+ Unit Apt | 495,616 | 23.1% | Office / Warehouse | 29,088 | 1.4% |
| Church | 4,661 | 0.2% | Other Exempt | 245,627 | 11.4% |
| Commercial / Other | 31,981 | 1.5% | Public | - | 0.0% |
| Condo Industrial | 18,957 | 0.9% | Res Improv. On Comm | 1,298 | 0.1% |
| Convenience Store | 6,920 | 0.3% | Restaurant | 16,203 | 0.8% |
| Discount Warehouse | 100,000 | 4.7% | Retail Mixed | 3,785 | 0.2% |
| Distribution Warehouse | 108,963 | 5.1% | Retail Service | 1,830 | 0.1% |
| Duplex | 2,336 | 0.1% | Retail Store | 21,380 | 1.0% |
| Fast Food Restaurant | 24,071 | 1.1% | Service Garage | 2,070 | 0.1% |
| Gov Bldg. / Land | 464,060 | 21.6% | Storage Warehouse | 18,586 | 0.9% |
| Hotel | 82,617 | 3.8% | Strip Center | 14,524 | 0.7% |
| Industrial – Light Mfg. | 36,901 | 1.7% | Trailer Park | 20,015 | 0.9% |
| Laundromat | 5,616 | 0.3% | Used Car Lot | 856 | 0.0% |
| Low-Inc-House-TC | 157,829 | 7.3% | Vacant Land - Comm | 10,332 | 0.5% |
| Mini Lube | 2,176 | 0.1% | Vacant Lot - MH | 25,698 | 1.2% |
| Motel | 113,658 | 5.3% | Grand Total | 2,149,942 | 100.0% |

Table 2.7. Distribution of economic activity along North Temple



Figure 2.8 Small retail center on the corridor

NEARBY COMMERCIAL DEVELOPMENT

To provide a comparison for the North Temple area, we included an analysis of nearby commercial development in four areas (two of which are inside the study area). This comparison is helpful when considering the potential for commercial development along North Temple given that the nearby options for businesses (especially local businesses) to locate.

| | 600 N/1200 W | | | 700 N/Redwood Road | | |
|---------------|--------------|----------------|---------------------|--------------------|----------------|---------------------|
| | ACREAGE | BUILDING SQFT | MARKET VALUE | ACREAGE | BUILDING SQFT | MARKET VALUE |
| Single Family | 5.4 | 53,618 | \$10,741,500 | 11.0 | 124,713 | \$22,651,100 |
| Multifamily | 3.7 | 76,466 | \$14,838,900 | 8.6 | 121,375 | \$23,897,200 |
| Commercial | 7.0 | 64,348 | \$7,910,000 | 15.3 | 153,650 | \$24,158,600 |
| Office | - | - | - | - | - | - |
| Industrial | - | - | - | - | - | - |
| Vacant | - | - | - | 5.6 | 60,088 | \$2,357,600 |
| Other | 1.2 | 1,670 | \$923,600 | 5.2 | 23,703 | \$7,719,390 |
| Total | 17.2 | 196,102 | \$34,414,000 | 45.6 | 483,529 | \$80,783,890 |

Table 2.8. Adjacent market areas

| | 900 W CORRIDOR | | | REDWOOD ROAD CORRIDOR | | |
|---------------|----------------|----------------|----------------------|-----------------------|----------------|----------------------|
| | ACREAGE | BUILDING SQFT | MARKET VALUE | ACREAGE | BUILDING SQFT | MARKET VALUE |
| Single Family | 24.2 | 277,994 | \$52,172,890 | 7.5 | 76,577 | \$14,303,800 |
| Multifamily | 2.7 | 84,335 | \$24,379,080 | 19.1 | 370,132 | \$127,874,400 |
| Commercial | 12.2 | 127,491 | \$22,229,340 | 21.9 | 147,527 | \$29,711,600 |
| Office | 1.0 | 17,034 | \$1,897,500 | 0.3 | 5,399 | \$454,800 |
| Industrial | 5.7 | 136,353 | \$10,699,640 | 12.1 | 17,543 | \$5,960,700 |
| Vacant | 3.9 | 7,386 | \$3,768,060 | 1.6 | 7,510 | \$1,431,000 |
| Other | 3.6 | 12,714 | \$4,803,300 | 37.6 | 240,641 | \$74,555,100 |
| Total | 53.2 | 663,307 | \$119,949,810 | 100.1 | 865,329 | \$254,291,400 |

Table 2.9. Adjacent market areas (Cont.)



Figure 2.9 Adjacent Market Areas



Figure 1.7 A view of the corridor looking west towards the airport

REDEVELOPMENT AREA

The study area has an active redevelopment area (RDA), which is a designated zone within Salt Lake City targeted for revitalization and improvement. The goal of the RDA is to stimulate economic growth, improve the quality of life for residents, and attract new businesses and investments.

The City adopted an RDA project area for North Temple with the more specific goals of promoting transit-oriented development using loan and tax increment reimbursement programs, making street improvements, and transforming unsafe properties into mixed-use developments.

Currently the RDA is developing the SPARK project (1500 W North Temple), with plans for a mixed-use property containing affordable and market-rate units with ground-floor retail. The RDA has also recently acquired a property along the Folsom Trail where additional future acquisitions will be focused.

RDA staff were involved in all stakeholder meetings as part of this plan, and additional special meetings were held to discuss plan recommendations that dealt specifically with RDA activities. The RDA is shown in blue in the map below.

U-FAIR DISTRICT

In February 2024 the Utah State Legislature passed H.B. 562 Utah Fairpark Area Investment and Restoration District (U-FAIR), creating a new state district to protect the State Fairpark, rehabilitate the Jordan River, remediate an environmentally sensitive industrial site, and revitalize the long-neglected westside of Salt Lake City. The five-member U-FAIR district board established under this legislation will be empowered to determine land use, recruit businesses, ensure public safety, and leverage growth in tax increment and sales within the zone to finance the improvements within the district. The district will also have the authority to contract for services within the zone, including law enforcement, to ensure public safety.

The approximate boundaries of the U-FAIR District are shown below outlined in orange. There will likely be impacts to the operations of the RDA as well as to the municipal operations of the City. Included in these impacts are the prohibition of impact fees, the use of tax increment, and the final approving authority on infrastructure changes.

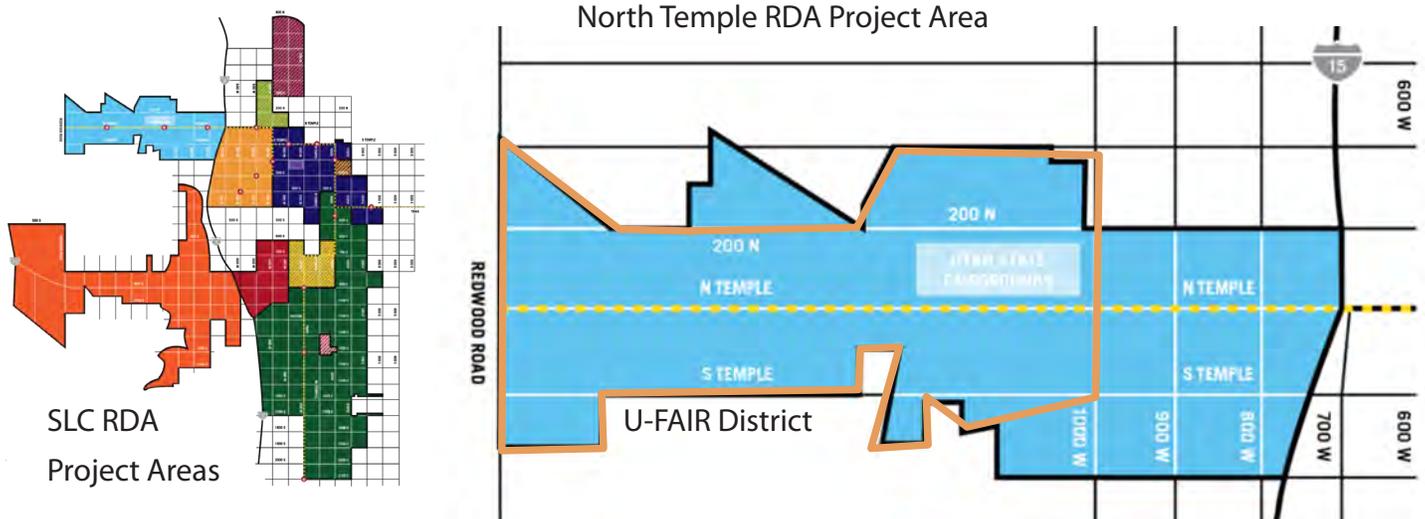


Figure 2.10 North Temple RDA (blue) & Utah Fairpark Area Investment and Restoration District boundaries (orange)

OPPORTUNITY ZONES

Opportunity Zones are made up of designated Census Tracts in the where investors can receive tax incentives for investing in economically distressed communities. Established by the Tax Cuts and Jobs Act of 2017, these zones aim to spur economic development by encouraging long-term investments in real estate and businesses.

In Utah, Opportunity Zones have led to increased multifamily development by attracting both local and out-of-state investors seeking to benefit from tax breaks, such as deferrals on capital gains and potential tax exclusions on new gains. Utah is among the top States with Opportunity Zone investment given the high demand for housing. This demand ensures that new multifamily developments will have a high occupancy, making the projects especially profitable.

Three qualified census tracts overlap to cover nearly the entire study area. With the incentives of the Opportunity Zone combined with the zoning already in place allowing for multifamily development, the study area has seen a large number of redevelopment projects for high density housing (as the next section on new residential development will demonstrate).

Another key factor is that the transit oriented zoning requirements in the study area have minimal parking requirements due to the existence of TRAX along the corridor. Providing on-site parking can be expensive for developers, making the study area a more attractive location for investment.

Additionally, this area of Salt Lake City had relatively affordable land costs, adding another reason redevelopment projects were attractive. However, with the surge in demand related to multifamily development and the announcement of a future potential ballpark, this is no longer the case. Properties currently listed in the study area are among the highest \$/sqft in the City.

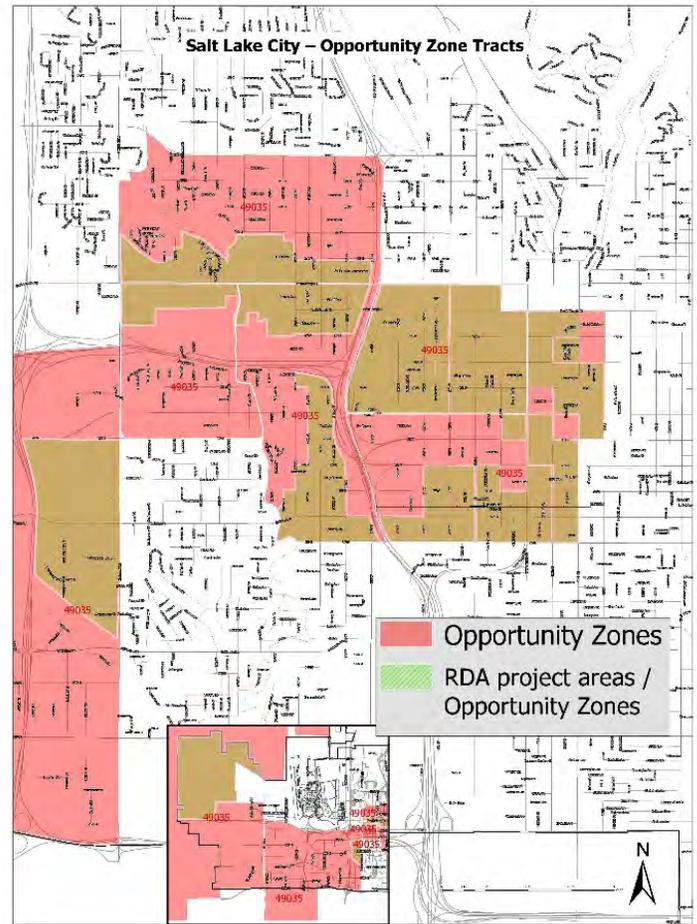


Figure 2.11 SLC Opportunity Zones

NEW RESIDENTIAL DEVELOPMENT

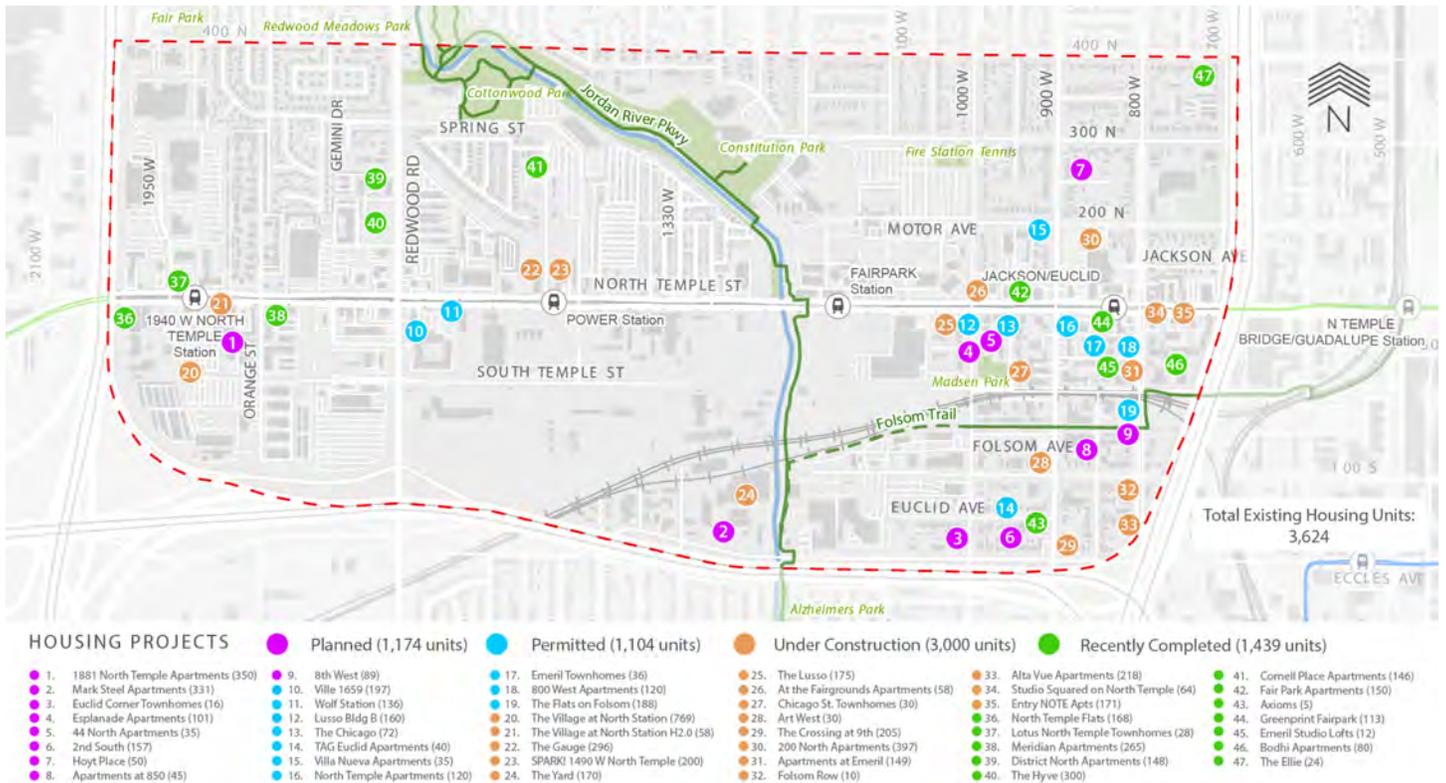


Figure 2.12 Current and future housing projects

The North Temple area has experienced significant changes in its housing market in recent years, as new development has increased the supply and diversity of housing options in the area. However, these changes have also raised concerns about the potential impacts of gentrification and displacement of the existing residents and businesses, especially those local businesses that are leasing in properties being redeveloped.

RECENTLY CONSTRUCTED

According to the Salt Lake City building permit system, there have been 1,439 residential units recently completed (within the last five years) in the North Temple study area. Several of these units were built in the western portion of the study area, where large parcels of vacant or underutilized land were available for redevelopment, and a few have also been completed of the east side of the study area along the corridor. The majority of these units are multi-family residential, such as apartments,

townhomes, and condominiums, with an average density of 35 units per acre. Some of these projects also included mixed-use components, such as retail, office, other commercial space, to create more vibrant and walkable neighborhoods.

UNDER CONSTRUCTION

There are currently 3,000 units under construction in the study area, which are expected to be completed by 2025. These projects are mostly located in the eastern side of the study area and to the south, by single-family residential neighborhoods. These projects are also predominantly multi-family residential, with an average density of 40 units per acre. Some of these projects are part of larger master-planned developments, such as the Rocky Mountain Power Campus and the Spark! Development, which aim to transform the area into a mixed-use, transit-oriented, and sustainable community.

PERMITTED

There are 1,104 units permitted units for the study area, which are from projects submitted by developers and have been issued building permits. These projects are entitled, meaning that they have received the necessary approvals from the city, but the developers have not yet started construction. There are also 1,174 “planned” projects in the study

area. These are projects that have been submitted to the City and made public, but have not been issued a building permit and in some cases have been voided by the developer. These projects are considered speculative, but still could come to fruition in the future.

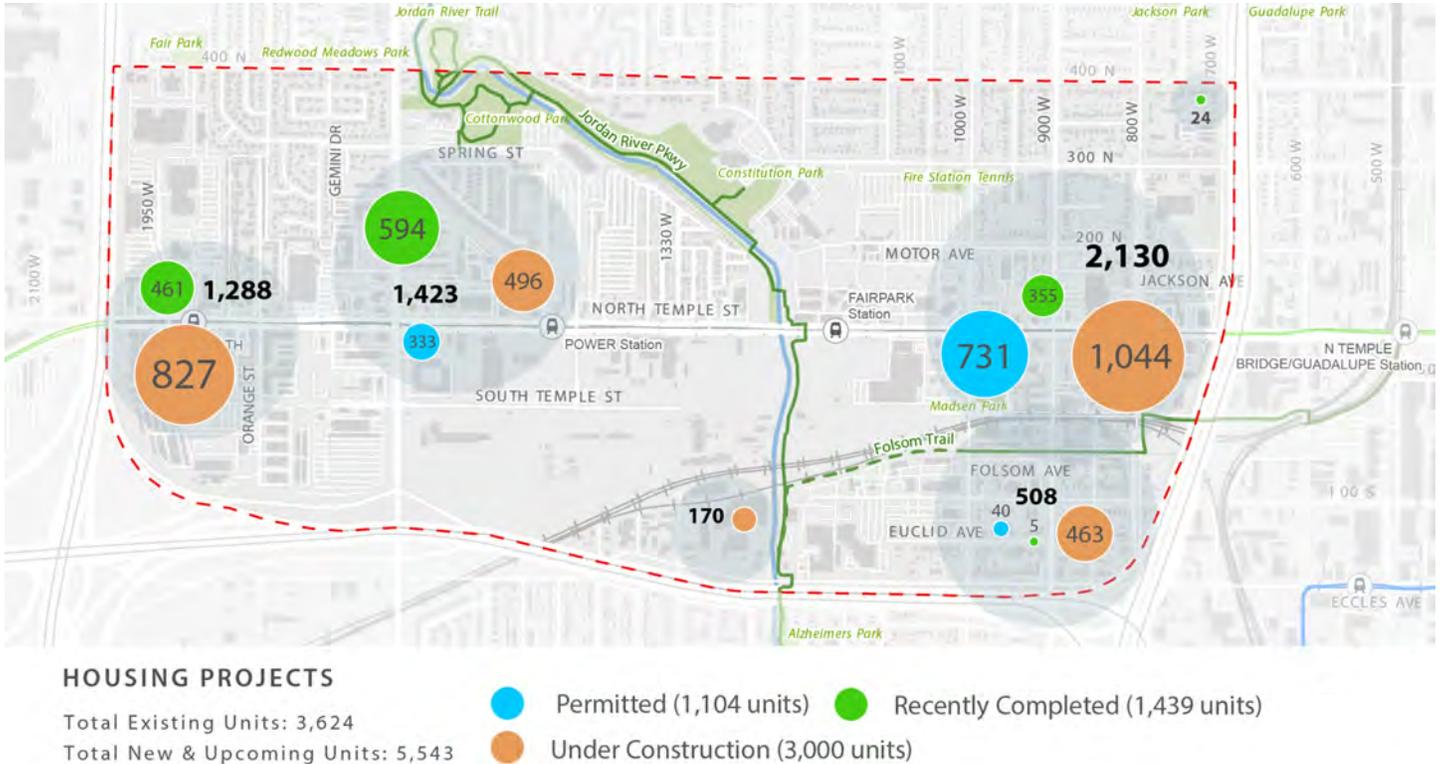


Figure 2.13 Clustered housing projects

TOTAL NEW UNITS

The total amount of new units in the area has many residents concerned, as it represents a significant increase in the population and density of the area. If all permitted projects were built, the study area would have 5,543 additional units. This represents more than double the existing units in the study area (currently at 3,624), and although household sizes are generally getting smaller, the sheer amount of new units in the area will likely correlate with a around a doubling (perhaps tripling) of the local population in the next few years.

Of note, the vast majority of these new units are concentrated on the east side of the study area and along North Temple itself, where the city has designated a Transit Station Area (TSA) zone to encourage higher-density and mixed-use development near the TRAX line. The map above clusters the housing projects in the study area for a general snapshot of where the new units are being planned and constructed.

CHALLENGES AND BENEFITS

The rapid pace of residential development in the North Temple corridor has created both challenges and benefits. On the one hand, new multifamily developments on the corridor have increased property values and rents, making it difficult for some residents and businesses to afford to stay in the area. The new housing may also change the social and cultural dynamics of the area, which may create conflicts or tensions between the new and long-term residents.

On the other hand, new multifamily developments have increased the availability and affordability of housing in the City, which is facing a severe housing shortage and rising housing costs. The new developments have also diversified the housing stock and the population of the area, attracting more residents of different ages, incomes, and backgrounds.

Most relevant to this economic plan, the new housing will support increased economic development and revitalization of the area. With

thousands of additional households there will be an increased demand for retail and commercial uses to support these households. This will create more jobs, businesses, and amenities for residents and visitors.

The city recognizes the need to balance the benefits and costs of housing development in the North Temple corridor, and to ensure that the area remains a diverse, inclusive, and livable place for all. The city has initiated several efforts to understand and mitigate the effects of gentrification and displacement in the area, such as the Thriving in Place plan. The city has also adopted and implemented various policies and programs to support and protect the existing and future residents and businesses in the area, such as the Housing Trust Fund, the Renter Mitigation Program, the Neighborhood Building Improvement Program, and the Community Land Trust. The city is committed to working with the stakeholders and partners in the area to create a shared vision and a collaborative action plan for the future of the North Temple corridor.

OPEN SPACE

Open space is a critical part of any vibrant and livable community. This is especially true in a dense, mixed-use or transit-oriented development. Multi-family and townhome housing offers residents less private open space per capita compared to traditional low-density, single-family housing. While higher density, mixed-use development is critical to the future economic growth of the North Temple corridor, these development patterns also need to be balanced with a corresponding development of open space amenities to create a truly livable neighborhood where people will want to be.

Currently, the area around the North Temple corridor is served by a number of public parks, trails and open space amenities. Most of these amenities are along the Jordan River, which runs north/south

through the middle of the study area. The Jordan River Parkway is the main trail system in the area and on the west side of Salt Lake City in general and runs alongside the Jordan River.

Alongside the river and trail are two parks, Cottonwood and Constitution Park, both of which contain a number of amenities such as an off-leash dog park and sports fields. Constitution Park is also home to the Northwest Recreation Center, which has a fitness center, indoor pool and indoor basketball courts and is open to the public.

Within the study area, east of the Jordan River there are popular public amenities including Madsen Park, the Folsom Trail, which will connect the Jordan River Trail with downtown, and the fields at Mary Jackson Elementary.

The western side of the study area lacks public open spaces, but the area does have private open spaces. These are typically found within apartment complexes and examples of private amenities include swimming pools, playgrounds, and clubhouses. These amenities can help meet the recreation needs of the residents, but they don't provide any of the additional benefits of public parks and open spaces. They don't activate the streetscape, provide community gathering spaces, or help bring visitors and foot traffic to local shops and restaurants. Areas with only private open space exclude people who live in or visit the area that may not have access to one of these amenities. Private open spaces are not bad in and of themselves, but they need to be accompanied by public parks and open spaces.

Overall, the North Temple corridor provides several high-quality open space amenities that serve the residents of the area well and help to contribute to quality of life. However, the east/west divide along North Temple continues to manifest itself with the east side having better access to open space compared to the west side. While the city has done well to require developers to include amenities as part of new housing developments, ensuring new residents moving to the area have at least some access to open space, private amenities is not enough to meet the open space needs of the area. Finding a way to provide some public parks, trails or open space on the west side of the Jordan River would significantly improve the quality of life for residents and the economic vitality of the area as a whole.



Figure 2.14 Public (light green) and private (dark green) open space amenities

What Places Matter to You?

WEST SIDE TESOROS

& QUÉ LUGARES TE IMPORTAN?

TE IMPORTANTAN?



Figure 2.15 Map at Mestizo Coffee House showing popular west side attractions

PUBLIC AMENITIES GAP ANALYSIS

The North Temple area has many amenities that provide services, facilities, and open space for the residents and visitors of the area. However, there are gaps that limit the availability and accessibility of these amenities, and affect the quality of life and the economic potential of the area. These include the following key gaps:

Open Space: The areas south of North Temple and west of Redwood Road have a lack of open space and greenspace when compared to other areas of Salt Lake City. These areas are dominated by industrial and airport-related uses that occupy a large portion of the land. These areas also have few or no parks, trails, public open spaces that can offer recreational and environmental benefits for residents and visitors to the area. This gap reduces the livability and attractiveness of the area, and discourages new development and investment.

Local retail amenities: The area has a shortage of locally focused retail amenities that serve the existing neighborhoods and new residential development. The retail in the area is currently focused primarily on regional traffic, with fast food, gas stations, and airport support services. These businesses are low intensity and not in-line with the transit oriented, mixed-use vision for the area. This gap forces the residents and visitors of the area to travel farther away to access the amenities they want or services they need, and increases their transportation costs and time. It also reduces the convenience and satisfaction of the residents and visitors of the area, and affects their health and well-being.

Entertainment options: The area has a lack of entertainment options, such as movie theaters, arcades, skate parks, playgrounds, bowling alleys, and other fun and leisure activities. The area currently has few amenities that can offer entertainment and social opportunities for the residents and visitors of the area, especially for

youth and families. These options can increase the activity and vitality of the area, and create a more vibrant and livelier urban environment. They can also enhance the culture and identity of the area, and foster social interaction and inclusion. This gap reduces the appeal and attractiveness of the area, and affects the happiness and satisfaction of the residents and visitors of the area.

Multi-Use Trails: The area does not have multi-use trail access that extends west of the Jordan River Parkway, and more trails in general are needed throughout the study area. The area currently has limited pedestrian and bicycle facilities, such as sidewalks, crosswalks, bike lanes, and trails, that can provide safe and comfortable access to the rest of the area and the city. These facilities can improve the connectivity and mobility of the area, and encourage the use of public transit and active transportation modes. They can also improve the health and well-being of the residents and visitors of the area, and promote environmental awareness and stewardship. This gap reduces the accessibility and sustainability of the area.

Mid-block Connections: The area has limited connectivity between many destinations and nearby multi-family developments, especially mid-block. The area currently lacks regular mid-block connections, especially along North Temple, where there are long and deep blocks with few or no access points. This lack of connection reduces the permeability and walkability of the area, and creates a monotonous and uninviting streetscape. It also reduces the visibility and exposure of businesses and affects their performance and value. This gap limits the potential for creating more diverse and mixed-use development patterns that can create a more vibrant and livable urban environment.

OPPORTUNITIES AND CONSTRAINTS

CONSTRAINTS

The North Temple area faces constraints which limit the ability of previous plans to be fully realized. These constraints include:

Regional Uses: The area still has many regionally oriented (and airport focused) uses, such as hotels, motels, gas stations, car rentals, and fast food restaurants, that occupy much of the commercial land in the area. While clearly profitable, these uses have lower density and intensity, and generate comparatively lower tax revenues and employment. They also have lower aesthetic and architectural quality. These uses are generally not compatible with the transit-oriented future vision for the area, and inhibit the development of a more mixed-use, locally focused, and walkable corridor. However, it is important to state again that these businesses and uses are profitable and as such are under no pressure to leave. Zoning or other municipal tools cannot compel these uses

to vacate. The most likely scenario is that the value of land for denser redevelopment will exceed the profitability of the current uses. While this is beginning to occur (particularly on the east side of the study area), it should be understood that this will likely take many more years to happen across the entirety of the corridor.

Dominant Institutional Uses: The North Temple corridor is currently dominated by several institutions including the Fairpark, the Rocky Mountain Power site, and several State buildings. These uses are mostly focused in the middle of the corridor and are characterized by large lots that have the appearance of inactivity. This presents a challenge trying to establish a cohesive identity across the entire corridor, which is already difficult given the wide variety of uses on the corridor.

Large Roads: The western part of the study area, located west of Redwood Road, is dominated by freeways and major roads that create significant challenges for connectivity and walkability. This

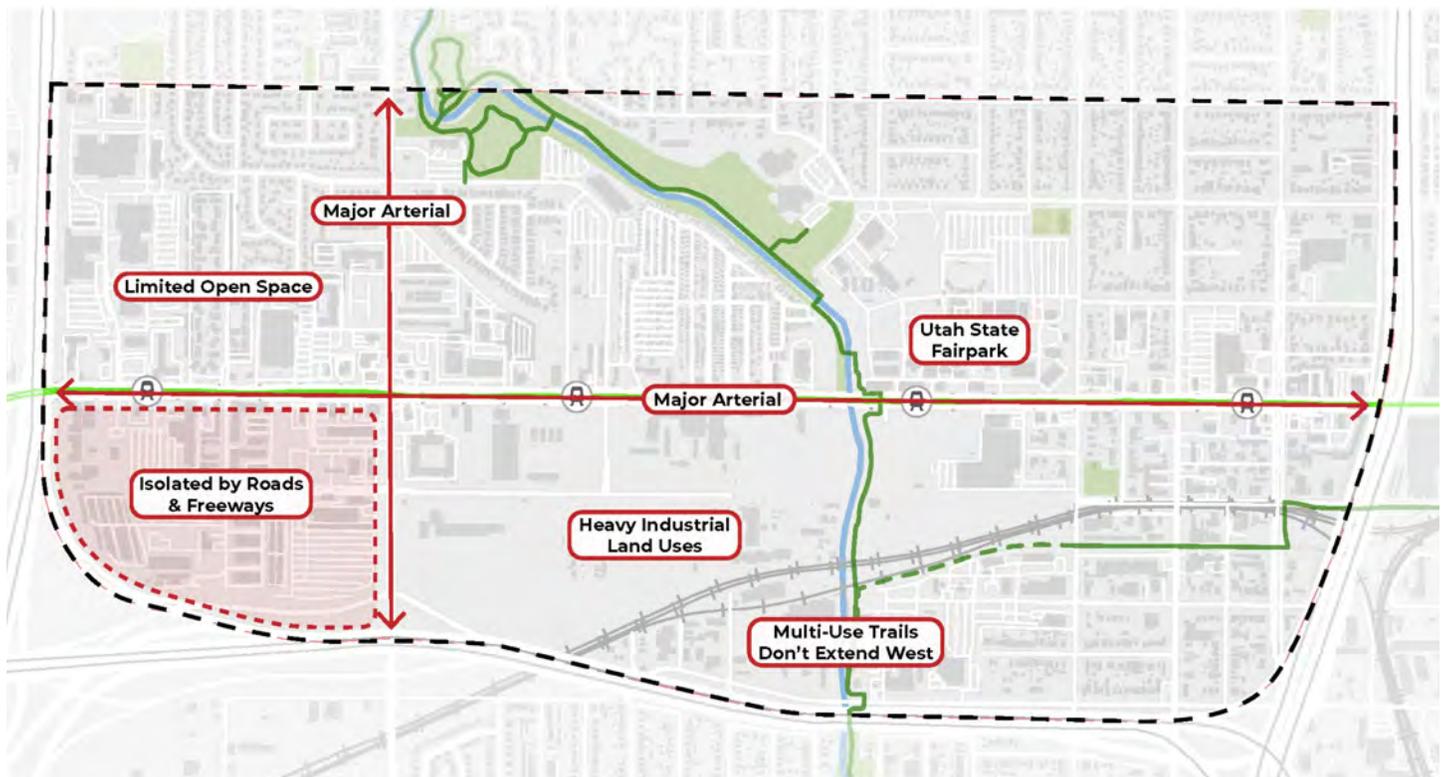


Figure 2.16 Constraints in the study area

area is bounded by Interstate 215 to the west, Interstate 80 to the south, and Redwood Road to the east. These create physical and noise barriers for the residents and businesses in the area. The area also lacks adequate pedestrian and bicycle facilities, such as sidewalks, crosswalks, bike lanes, and trails, that can provide safe and comfortable access. These factors reduce the livability and vitality of the area, and discourage smaller scale developments that are not auto focused.

Crime and Security: In recent years the Jordan River Trail has become a focus of activity for loitering, drug use, and camping. This has led to crime and security issues, raising concerns from local businesses and residents who are disproportionately impacted. These activities also deter visitors to the area, and some local businesses have reported a drop in patronage that they attribute directly to this issue.

Rail Lines: While the light rail brought new public investment to the area, it also created a physical barrier between the north and south sides of the corridor. Additionally, the freight rail that runs through the study area also causes delays and disruptions for traffic. The railroad also generates noise and safety concerns for the residents and businesses nearby, affecting their overall comfort and satisfaction. These factors reduce the connectivity and mobility of the area, and create a negative impact on the environment and the quality of life.

Heavy Industrial land uses: The area has many heavy industrial land uses, such as the Rocky Mountain Power Plant, the electrical substation, and the large power lines, that occupy a large portion of the land in the area. These uses have high environmental and social impacts, such as air

pollution, water pollution, noise pollution, visual pollution, and health risks. They also have low compatibility and synergy with the adjacent uses and the transit-oriented, mixed-use development vision for the area. They also limit the development potential and the economic activity of the area, and create a negative image and identity.

Irregular Lots and Block Configurations: In some parts of Salt Lake City, land ownership is neatly divided along typical lot lines and with regular blocks. In the study area, there are massive parcels that span several blocks as well as many small and irregular lots with several owners and interests. This irregularity and fragmentation creates challenges for coordination and collaboration among the owners and the developers, and hinders the implementation of a comprehensive and cohesive plan for the area. It also increases the cost and complexity of the development process, and reduces the feasibility and viability of development projects.

Multi-use trail access: The study area generally has good trail amenities that run north and south, but not many that run east and west. Part of the challenge is that on the west end towards Redwood Road and I-215, there are large areas of undeveloped and underutilized land, creating challenges for trail development. This lack of access limits the potential for creating a continuous and connected trail network that can link the area to the rest of the city and the region. It also reduces the connections to open space and recreational amenities.

OPPORTUNITIES

The North Temple area has unique opportunities which can be built upon and help catalyst future plans for the corridor. Key opportunities include:

New residential and mixed-use development:

The area is experiencing a surge of new development, especially along the North Temple corridor, where several high-density residential and mixed-use projects are under construction or planned. These projects can increase the population, diversity, and activity of the area, and create a more vibrant and livable urban environment. Most of these will have ground floor retail spaces that can potentially serve local businesses and add amenities to the area.

Rocky Mountain Power site: The Rocky Mountain Power site, also known as the Power District, is located in the southern portion of the study area, and is the potential location for a new Major League Baseball team and stadium expansion for Salt Lake City. This could be a transformative opportunity for the area, as it could generate significant economic and social benefits, such as

increased tourism, employment, revenue, and civic pride. It could also create a new destination and identity for the area, and catalyze further development and investment around the site.

State Fairpark: The Fairpark, located in the center of the study area, is a valuable public asset that hosts the Utah State Fair and many other events throughout the year, including the Kilby Court Festival, the Utah Arts Festival, the Craft City festival, and the Utah Pride Festival. Collectively these events attract hundreds of thousands of visitors to the area, and contribute to the cultural and recreational amenities of the area. They also showcase the diversity and creativity of the community, and foster social interaction and inclusion. In addition to this current activity, the Fairpark Masterplan envisions additional future investments that will help activate the site year round, including opening up the Fairpark to North Temple access for retail businesses and restaurants. Recent discussions between the Fairpark and the Power District open up the opportunity for these projects to collaborate.



Figure 2.17 Opportunities in the study area

Jordan River Trail: The Jordan River trail, located along the eastern edge of the study area, is a regional trail that connects the area to the rest of the city and the region. The trail offers a scenic and natural setting for walking, biking, and other outdoor activities, and provides access to the Jordan River and its wildlife. The trail also enhances the health and well-being of the residents and visitors, and promotes environmental awareness and stewardship. Integration between the trail, the river, and access to North Temple and the surrounding neighborhoods has improved over the years and except for the relatively recent issues with security on the trail, the amenity has been well used by residents and visitors to the area.

Folsom Trail: The Folsom Trail, located in the eastern portion of the study area, is an off-street, paved walking and bicycling path that was completed in 2022. It connects 1000 West to 500 West and the North Temple FrontRunner Station. Future phases may connect the trail to the river, and the City and the RDA will continue to study and design a potential City Creek daylighting north of the trail.

Cottonwood Park and Northwest Community Center: The park and community center, located along the Jordan River corridor, are public facilities that provide recreational and educational opportunities for the residents and visitors of the area. The park offers a variety of amenities, such as playgrounds, picnic areas, sports fields, and walking paths. The community center offers a range of programs and services, such as classes, fitness equipment, events, and a pool. These facilities enhance the quality of life and the sense of community in the area, and provide a place for social gathering and learning.

TRAX and Bike lanes: TRAX and bike lanes along North Temple support the transit-oriented development of the area. The TRAX is a light rail line that connects the area to the SLC airport and downtown, and offers frequent and reliable service.

The bike lanes are dedicated lanes for cyclists that provide a safe and comfortable way to travel along the corridor. These infrastructure improvements contribute to the accessibility and sustainability of the area, and reduce the dependence on cars and need for large parking facilities.

Vacant parcels: Vacant or underutilized parcels offer opportunities for infill development and revitalization of the area. These parcels can accommodate a range of uses and densities, depending on the zoning and land use designations. The RDA has an active program in the North Temple project area to acquire and activate vacant and underutilized parcels, with recent projects including the Spark development and Folsom Trail.

Transit Access: The area has easy transit access to downtown and the airport, thanks to the TRAX and the bus rapid transit services that run along North Temple. This access enhances the convenience and attractiveness of the area, and makes it a desirable location for residents, businesses, and visitors. It also increases the exposure and visibility of the area, and creates a positive image and reputation for the neighborhood.

Underutilized buildings: The area has many existing buildings and vacant parcels that are underutilized and are primed for redevelopment. These buildings and parcels can be renovated, reused, or redeveloped to create more efficient and modern spaces that meet the current and future needs and preferences of the market. They can also preserve and enhance the historic and architectural character of the area, while building upon and enhancing North Temple's unique and distinctive identity.



PUBLIC ENGAGEMENT

At the beginning of the planning process, a public engagement plan was presented to City staff and stakeholders for input. The plan outlined a strategy to ensure that the public, particularly businesses and residents, had an opportunity to participate in the formulation of recommendations. The project team was advised to be sensitive to “engagement fatigue,” a weariness among Westside residents resulting from too much public engagement and redundant inquiries without a sense of resolution.

Considering this feedback, the public engagement plan was refined in an effort to be more targeted, utilize existing events, and focus on interviewing property and business owners on-location. A survey and website were also created to ensure all had an opportunity to provide input and results could be made public. In addition, event, survey, and website materials were provided in Spanish as well as English.

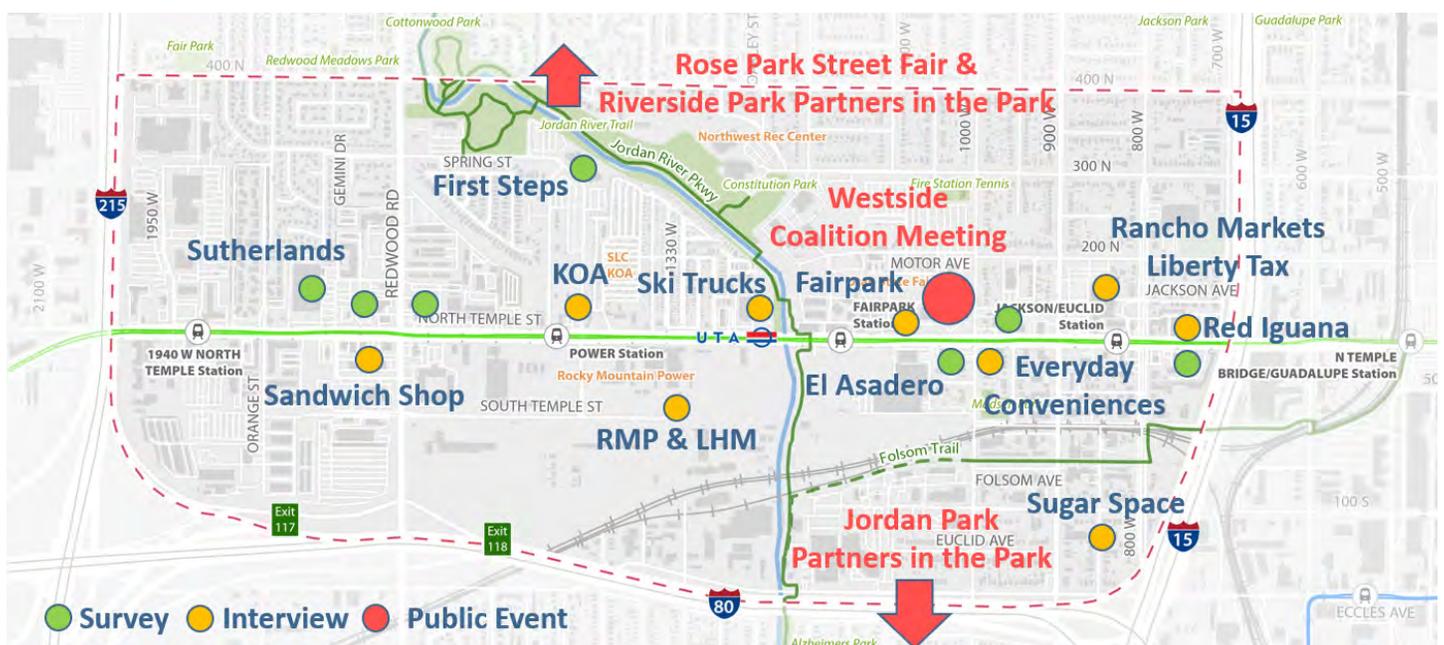


Figure 3.1 Outreach events and stakeholder interviews in and near the study area

STAKEHOLDER ENGAGEMENT

STAKEHOLDER MEETINGS

The project team held a series of stakeholder meetings with the objective of providing information and developing recommendations with input from those most familiar with the conditions in the study area. The list of stakeholders included City staff from various departments as well as representatives from the following organizations:

- Comunidades Unidas
- Jordan River Commission
- Neighborhood Development Alliance
- Neighborworks
- North Temple Community Improvement
- River District Business Alliance
- Salt Lake City School District
- University Neighborhood Partners
- Utah State Fairpark
- Westside Coalition
- Wasatch Front Regional Council
- Utah Department of Transportation
- Utah Transit Authority
- Fairpark Community Council
- Poplar Grove Community Council
- Glendale Community Council
- Rose Park Community Council

The first stakeholder meeting was held at Mestizo Coffee House and the remaining meetings were held at the Fairpark, with both venues donating the space for the meetings. Each meeting had a unique focus, with special meetings held for local businesses, developers, and the Community Councils. The meetings were as follows:

- Project kickoff meeting
- Existing conditions meeting
- Community Councils meeting
- Study area developers meeting
- Local businesses meeting
- Recommendations meeting

STAKEHOLDER INTERVIEWS

In addition to being invited to stakeholder meetings, local businesses and property owners in the study area were given an opportunity to provide input through interviews conducted primarily in-person and on-location at sites throughout the study area. The project team utilized City business license data to identify over 100 businesses in the study area. Invites to participate were sent via email and delivered in-person. The list of businesses providing their direct input includes the following:

- Affordable Rent A Car
- Burger King
- El Asadero Restaurant
- Everyday Conveniences
- Temple Tattoo
- Kia Thai
- KOA
- Larry H Miller Company
- McDonalds
- Mestizo Coffee House
- Midnimo Restaurant
- Rancho Market
- Red Iguana
- Rocky Mountain Power
- Sabor Latino
- Ski Trucks
- Star of India
- Sugar Space
- Utah State Fairpark

In addition to these interviews, input was also received through an online survey. Survey participants included both residents and additional businesses who were not available for in-person interviews.

The input collected through the survey and interviews directly shaped the recommendations of this plan.

EVENTS AND OUTREACH

While the recommendations of this economic plan focus on local businesses in the study area, it was important to the project team that residents be involved and their input also collected. This was accomplished through the survey, website, Community Council outreach, and by participating in already planned community events.

At these community events, the project team provided materials in English and Spanish describing the purpose of the plan, providing

study area information, sharing preliminary recommendations, and encouraging residents to complete the survey. The project team setup a booth at the following events:

- Rose Park Street Fair
- Westside Community Coalition Meeting
- Partners in the Park, Jordan Park
- Partners in the Park, Riverside Park



Figure 3.3 Study area bike tour



Figure 3.4 Community Council stakeholder meeting



Figure 3.2 Project booth at the westside coalition meeting



Figure 3.8 Recommendations stakeholder meeting



Figure 3.6 Study area developers meeting

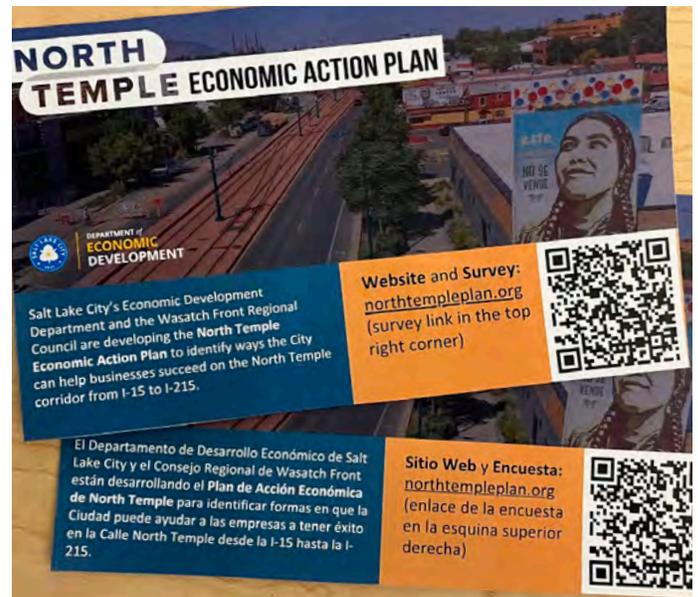


Figure 3.7 Information leaflets for partners in the park



Figure 3.5 Project booth at the Rose Park Street Fair

BUSINESS & RESIDENT SURVEY

SURVEY PURPOSE AND DESIGN

The project team worked with City staff and stakeholders to create and promote a bi-lingual community survey with the following objectives:

- Get feedback on economic action strategies from prior plans
- Identify potential new strategies
- Identify priority strategies and options for implementation
- Allow for open-ended public comment

The survey consisted of nine questions, the first four determining the survey taker's relationship to the North Temple area. The survey was not released City-wide, but targeted those who live or work in the study area. Of the 53 replies, 18 own or manage businesses on or near North Temple. Of the residents, the majority live in the Fairpark and Rose Park neighborhoods. The next four questions allowed survey takers to rank economic goals, public priorities, and desired amenities. The final question was open-ended.

The survey was released in February 2024 and remained open until July 2024 when the public outreach effort for this plan was concluded.

STUDY AREA CHALLENGES

Throughout the public outreach effort, residents and business owners widely agreed that for economic conditions to improve along North Temple, safety and security issues in the area must be addressed first.

One question dealt directly with study area challenges, allowing survey takers to rank issues by their level of concern. Top issues ranked by "very concerned" were 1. "Trash / degradation of landscaping" 2. "Decline of Jordan River Parkway" and 3. "Addressing needs of unsheltered." Notably, "Inadequate street lighting" ranked the highest by "concerned." These survey responses correspond with feedback received from business interviews, stakeholder meetings, and public events.

To collaborate on these concerns, project team members participated in a North Temple task force that was formed with participation from the Community Councils, local business owners, Salt Lake City staff, local and state law enforcement, and other stakeholders. While the work of that task force will continue, the feedback received on this issue from residents and businesses has shaped the plan's recommendations.

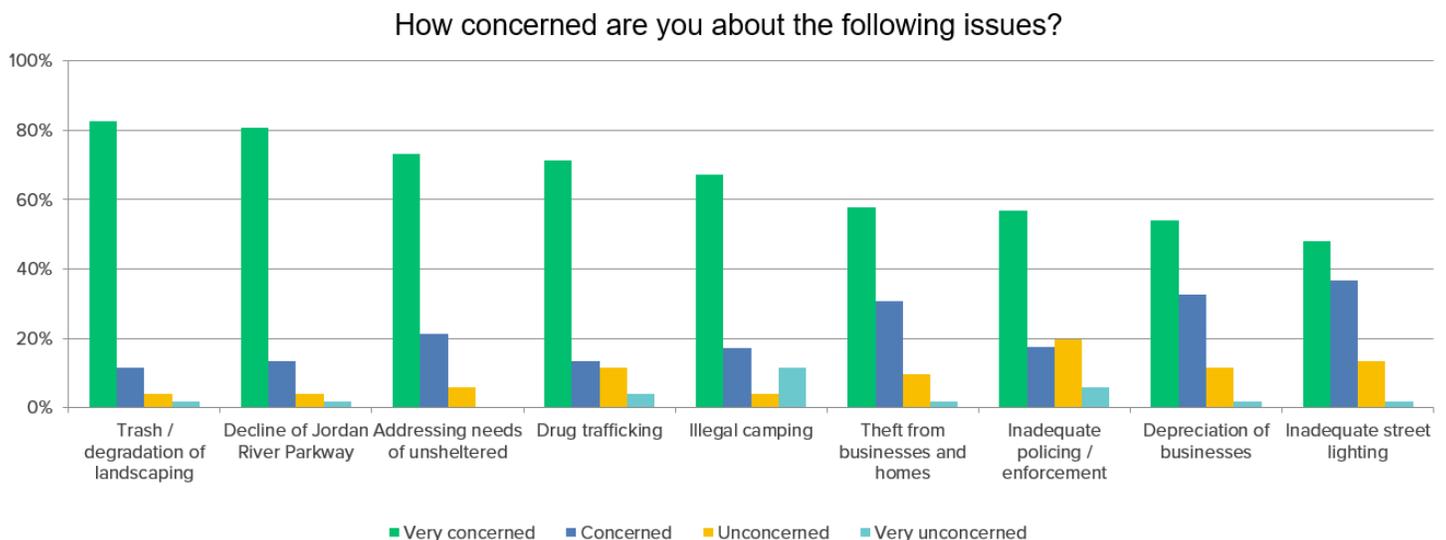


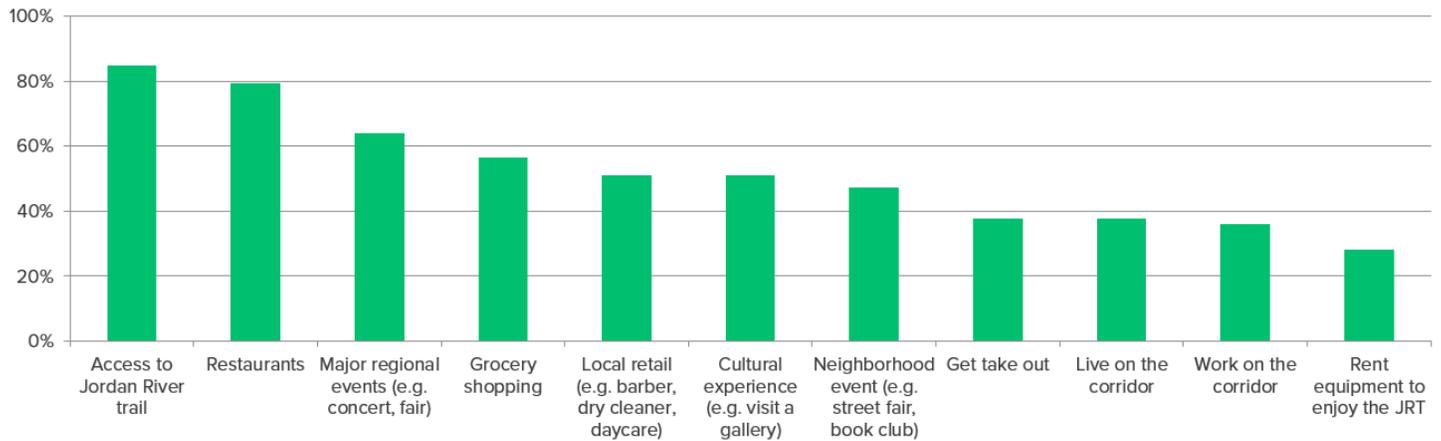
Figure 3.9 Selected survey question and response related to study area challenges

STUDY AREA OPPORTUNITIES

Survey takers were asked which top amenities should be encouraged. The first, second, and third responses were 1. "Access to Jordan River trail", 2. "Restaurants", and 3. "Major regional events (e.g. concert, fair)" (85%, 79%, and 64% respectively). This aligns with the existing conditions analysis which suggests that top draws for the area include the Fairpark events, the accessibility and recreational quality of the Jordan River trail, and the local restaurant scene. Survey takers rightly identified these study area strengths.

Survey takers were also asked to imagine when spending time on North Temple, how should the area feel. The first, second, and third responses were 1. "Walkable", 2. "Safe", and 3. "Vibrant" (83%, 79%, and 43% respectively). The desire for increased safety is understandable given the current crime issues. The desire for walkability speaks to a corridor vision that transitions from a major arterial dominated by auto-centric uses to a more locally oriented street with improved connections, better integration with TRAX, and where North Temple serves as a bridge across neighborhoods instead of a barrier.

Top Amenities to Encourage



How Should North Temple Feel

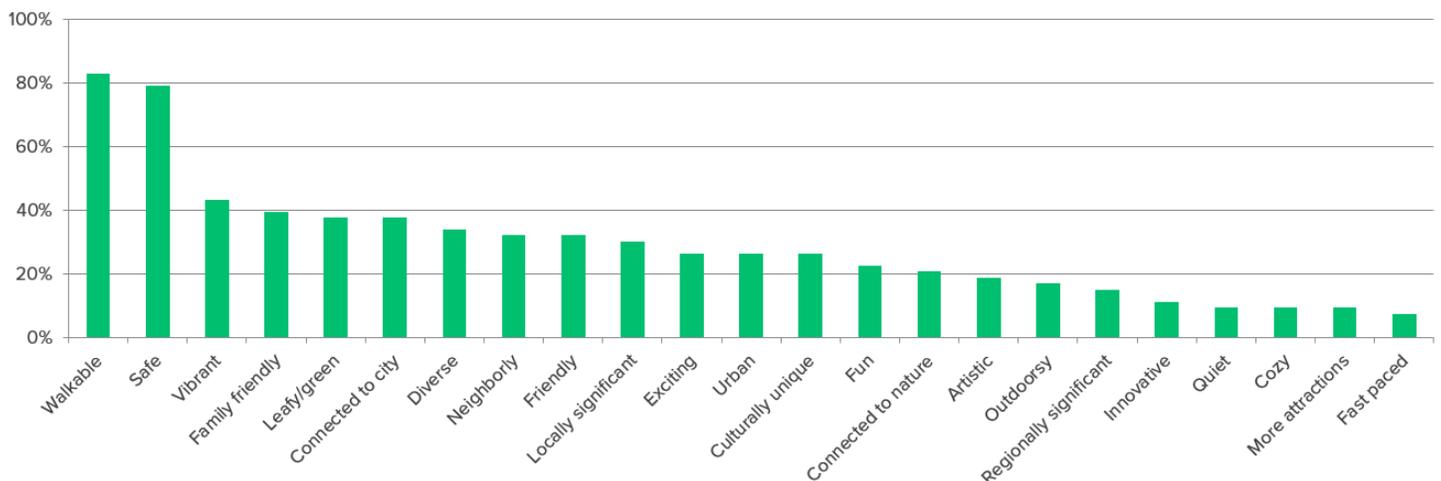
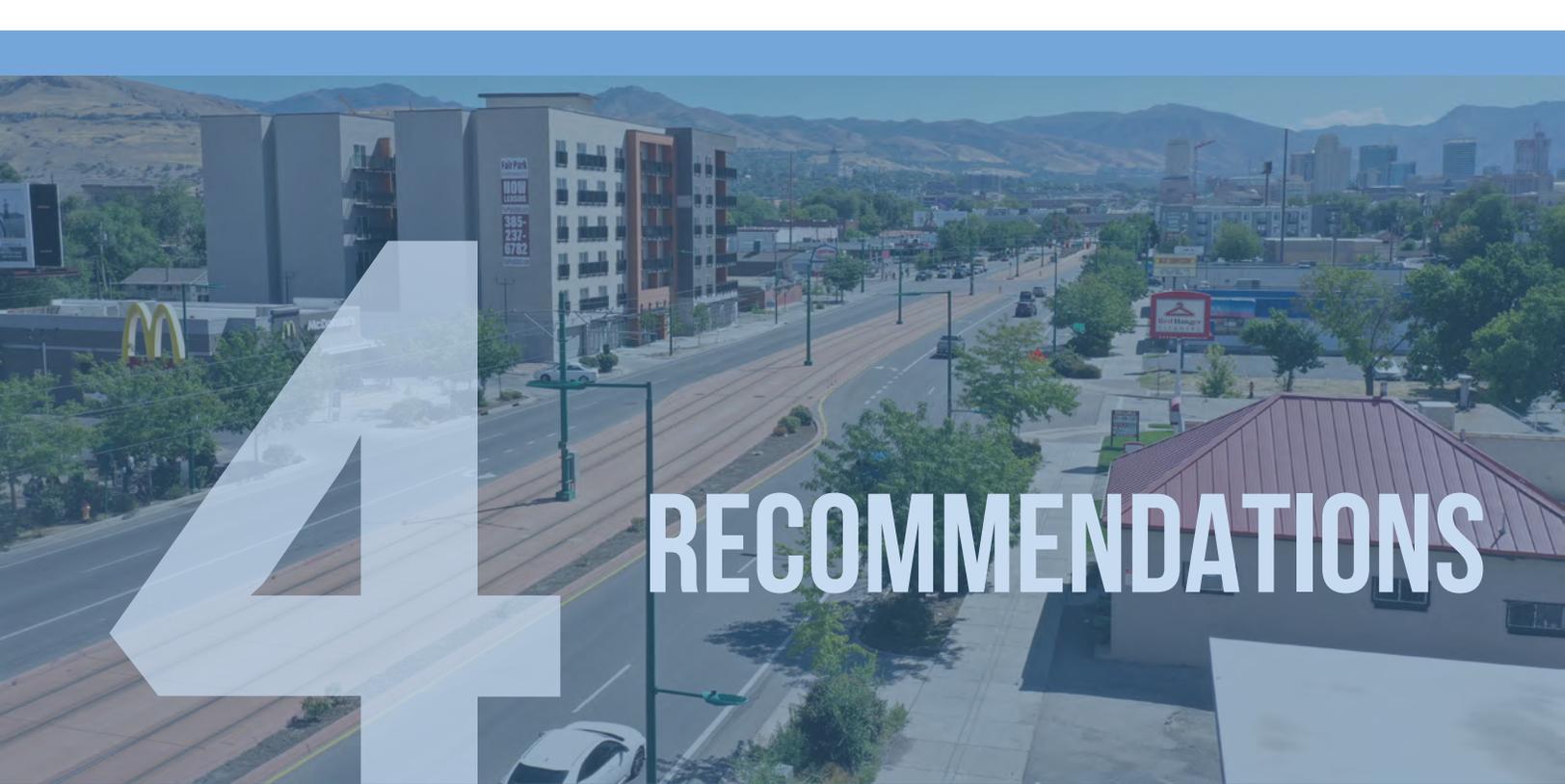


Figure 3.10 Selected survey questions and responses related to study area opportunities



OVERVIEW

THE PLANNING PROCESS

To develop recommendations for this plan, the project team followed the process outlined below. The first step was to prioritize previous plans and public input. As can be seen in Chapter 2, there are hundreds of prior recommendations which apply to the study area, many of which remain relevant. The project team utilized stakeholder meetings,

public events, surveys, and business interviews to understand which goals for the North Temple area are most important to stakeholders and residents.

Building on previous plans, the project team then identified key recommendations for this plan. These recommendations were shared with and refined by business and property owners in one-on-one interviews. Afterwards, the project team met with various City departments to ensure the recommendations provided were feasible and able to be implemented. The final step was to present these developed recommendations back



Figure 4.1 Steps taken to develop recommendations for this plan

to Stakeholders and elected officials for approval. Along the way, the project website was continually updated in order to keep the public informed and ensure the process was transparent.

FOCUS ON LOCAL BUSINESSES

An early challenge recognized by the project team and stakeholders was whether the focus of this economic plan should be wide or targeted.

By some metrics, the North Temple area is thriving. Property values have never been higher, redevelopment is underway, vacancy rates are low, and interest in the area is growing with the announcement of a future ballpark. At the same time, safety and security issues are serious and local businesses who lease instead of own their property are being displaced by new development.

Given these facts and the existence of several previous plans with relevant recommendations, the project team and stakeholders supported focusing this economic plan on supporting local businesses. While this plan acknowledges many of the issues facing North Temple, the focus of this plan is to provide recommendations aimed at supporting local businesses amidst the immense change the area is facing.

KEY RECOMMENDATIONS

Building upon the previous planning work and recommendations as well as current input from stakeholders, businesses, property owners, and residents, the project team developed the following key recommendations anchored to three areas within the City's ability to implement:

Communication

- Development Task Force

Promotion

- Special Assessment Area
- Retail Sub-leasing Program

Placemaking

- District Focus and Branding
- On-Street Parking



Figure 4.2 Looking west down the North Temple sidewalk

COMMUNICATION

CHALLENGE

The North Temple corridor is a rapidly growing area within the City, with over 5,000 dwelling units already planned and permitted, and more with the potential development plans of the Power District.

While this new development represents an opportunity for most businesses (as it increases the number of potential patrons represented by new residents, area employees, and area visitors) it also brings the following challenges:

- Businesses are being adversely affected by ongoing private and public construction
- Developers don't feel a responsibility to alert businesses of development activities
- The anticipated timelines for public projects are often different than actual timelines
- While the City has this development information, it may not always be widely shared
- Businesses don't know where to go or who to talk with when there's a problem.

DEVELOPMENT TASK FORCE

Purpose and Process: To keep property and business owners updated on current development and potential interruptions in service and access, the City can create a development task force focused on the North Temple area. The City already has a process in place to keep businesses apprised of development activities and impacts in high growth areas.

The process includes a liaison dedicated to construction mitigation with knowledge of the current construction activities and active connections with the impacted property and business owners. The liaison hosts biweekly City construction mitigation meetings which include key individuals from various City departments and divisions, including engineering, public utilities, planning, building services, the RDA, public services, transportation, the mayor's office, and economic development.

The City's liaison shares needed information with the business community and acts as a



Figure 4.3 Construction at North Temple and 1000 West temporarily impacting vehicle access

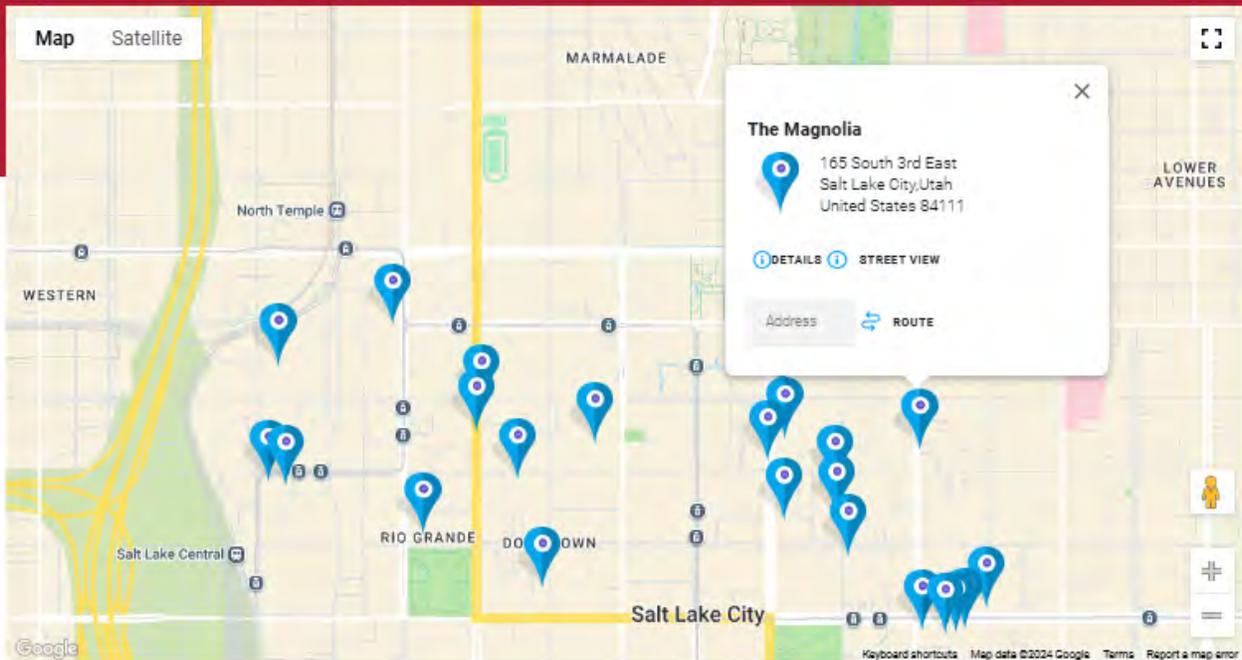
communication bridge between the businesses and those working on construction projects.

Recommendations: Given the level and intensity of current and planned development in the North Temple area, the same effort should be applied as in other high growth areas in the City. The North Temple Development Task Force should include the following aspects:

- Identify a liaison to serve the North Temple corridor who has knowledge of the local business community as well as developers,
- and contractors currently active in the area.
- The liaison should participate in biweekly construction mitigation meetings.
- The liaison should share needed information with the business community and acts as a communication bridge, when needed, between the businesses and those working on construction projects.
- The liaison should have language skills or access to language resources to ensure clear and meaningful communication with all community members.

Stay up to date with upcoming downtown construction projects, street closures and more. If you have any questions regarding construction mitigation please contact info@downtownslc.org

Development Projects



200 E 300 S
Residential



255 SOUTH STATE STREET
Residential, Retail



95 STATE
Office

Figure 4.4 Development tracking tool maintained for the downtown area by the City's Downtown Alliance

PROMOTION

CHALLENGE

As demonstrated in the existing conditions analysis, there is a growing demand for neighborhood level retail in Salt Lake City, and especially within the study area given the growth in residential units. Despite this, the North Temple area has experienced a net loss in retail space over the last 10-15 years. This is due primarily to new development replacing existing buildings that were occupied by retail tenants. The study area has added new potential retail spaces in the form of ground floor commercial in recently constructed

multifamily buildings, but these spaces are experiencing high vacancy rates.

A survey of local businesses suggests the need for additional investments and services to support local businesses and reverse the loss in retail spaces in the North Temple area. Two tools that can help address the study area's challenges are the creation of a Special Assessment Area and the development of a retail sub-leasing program to be managed by Salt Lake City's Redevelopment Authority (RDA).

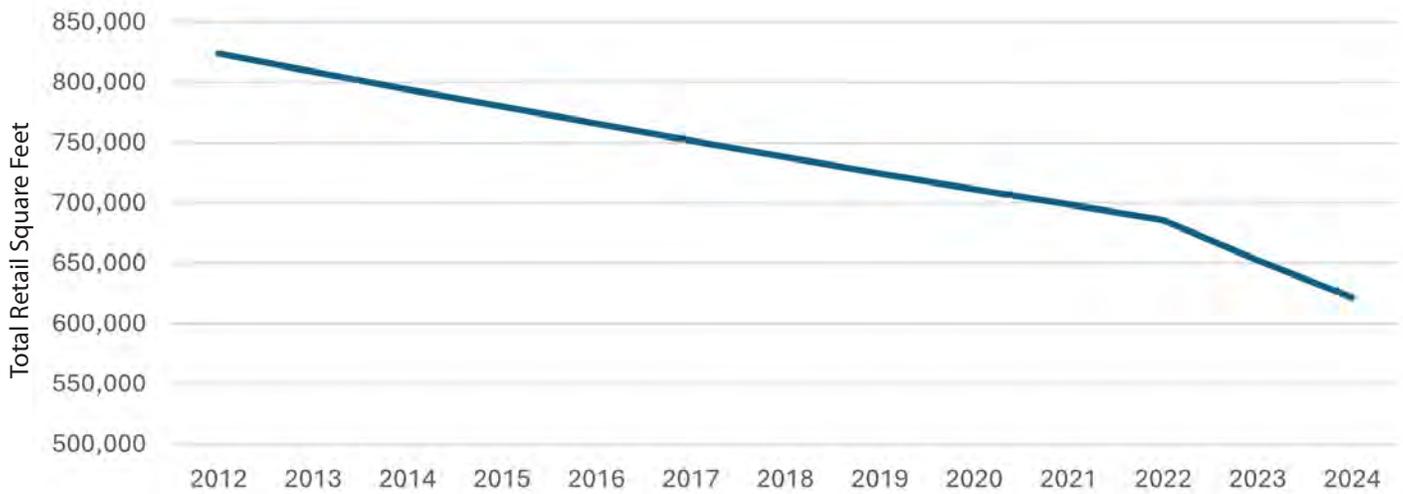


Figure 4.5 Decline in retail commercial space in the North Temple Area

SPECIAL ASSESSMENT AREA

Purpose and Process: A special assessment area (SAA) is a designated geographic area where local governments can levy special assessments on commercial property owners to fund public improvements or provide services that benefit those properties. SAA key features include:

- Purpose: SAAs are established to finance infrastructure improvements as well as provide on-going services such as economic promotion activities and additional security.
- Assessment Process: Commercial property owners within the contiguous boundaries are

assessed fees corresponding to infrastructure and services provided. The assessment is based on a set rate typically proportional to property values.

- Creation: Local governments must follow specific procedures to create a SAA, which includes public hearings and notifications to impacted property owners.
- Financing: The funds raised through these assessments can be used to issue bonds for upfront financing of improvements, with assessments serving as a revenue source for repayment.

- Duration: SAAs may be long-term or temporary, covering the duration of the project financing, and are included in property tax bills for collection.
- Dispute Mechanism: Property owners have the right to challenge assessments if they believe they are unfair or incorrectly calculated.

The City currently has one active SAA for the downtown area and is evaluating two additional SAAs, one for the Sugar House area and one for the Granary District. An SAA was recommended in the 2010 North Temple Boulevard Plan, and preliminary steps were taken towards its creation for North Temple, but the effort did not have the required support to move forward.

When the creation of an SAA was discussed again as part of this plan, business and property owners widely supported the proposal, as long as the rate of assessment was comparable to the City’s other SAAs. One reason for the change in sentiment is perhaps related to the success of the downtown SAA. While a decade or more ago its value may have been less apparent, the downtown SAA is now seen as an example to model in other parts of the City.

SAA Potential Boundaries: One of the reasons for the previous failure to create an SAA in the North Temple area was because at the time the proposed SAA boundaries were too large and included too many property owners who were not supportive. The North Temple corridor from I-15 to I-215 is roughly two miles in length and includes hundreds of properties with varying land uses. By contrast, a successful SAA is relatively small and the commercial properties within the boundaries share common interests and concerns.

With this in mind, the boundaries for SAA option 1 are strategically focused around the intersection of 9th West and North Temple. Here there is a cluster of local retail spaces that share similar interests and concerns and would collectively benefit from the shared investments and services offered by an SAA. Additionally, the marketing efforts of an SAA would be more successful when focused on a smaller node where a sense of place can more easily be established (see the ‘District Node and Branding’ recommendation).

Option 2 would include all of option 1 and add interested properties directly associated with and adjacent to the Power District. In initial conversations with Rocky Mountain Power and the

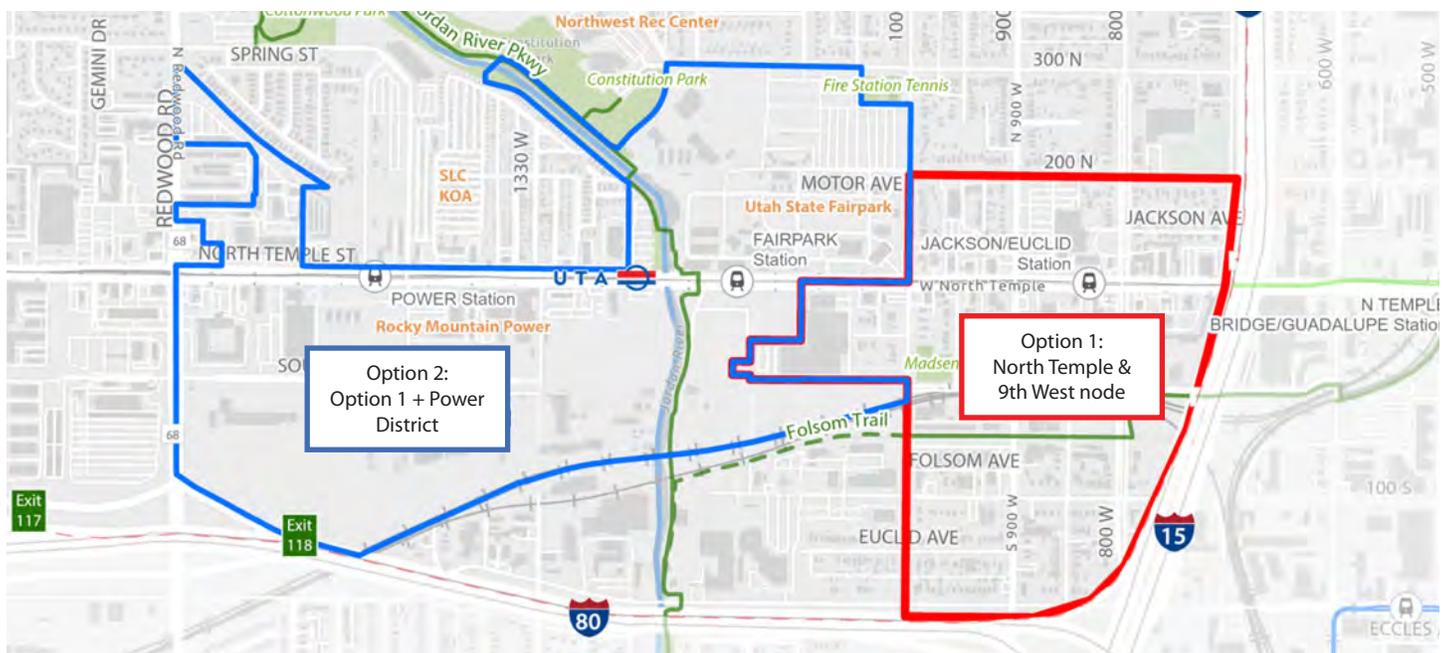


Figure 4.6 Potential SAA Boundaries

Larry H. Miller Company (the two main interests of the Power District), both stated they were interested in exploring participation in a North Temple SAA. One of the expressed desires of the Power District is to add to the surrounding area and not be walled off from it. Participating in an SAA would provide a mechanism for the Power District to be connected to and contribute to the broader North Temple area.

Initially, the SAA may start small, allowing for manageable development, but it is possible to grow over time, particularly westward along the corridor past Redwood Road. The SAA would have the flexibility to evolve and incorporate additional areas in the future, including the Folsom Trail area. Future phases may extend the SAA to encompass the entire North Temple corridor, providing opportunities for enhanced infrastructure and community integration.

Potential Assessment Rate and Revenue: The table below provides a potential assessment rate and annual revenue generated using a similar levy as the proposed Sugar House SAA. While the calculation is only an example, it illustrates the potential to generate meaningful revenues to promote economic activity in the study area. An assessment rate of .00225 equals \$2,500 annually on a commercial value of \$1M, or approximately \$200 per month. The vast majority of businesses and property owners who were interviewed stated they would support an SAA if the monthly

assessment was less than a few hundred dollars per month.

Potential SAA Activities: Examples of economic promotion programs and initiatives that could be supported in a North Temple SAA may include the following:

- Promotional events such as festivals, markets, walking tours, and seasonal activities
- Additional security or a program similar to the Ambassador Program utilized by the Downtown Alliance
- Enhanced lighting, signage, wayfinding, landscaping, trash receptacles, litter cleanup, and other beautification strategies
- Publications and marketing campaigns to advertise the businesses in the SAA

Adoption Process: The creation of an SAA is led not by the City but by advocates and property owners within the proposed SAA boundaries. The City recommends that commercial property owners and/or community leaders interested in creating an SAA first contact the five largest property owners in their area to discuss the possibility. For an SAA to be adopted, 60% or more of commercial property owners must agree to a self-assessment. The adoption process requires multiple steps and typically requires roughly two years. Salt Lake City’s Economic Development Department can provide more details on the exact steps and process to interested property owners.

| Potential Base Rate Scenarios – SAA Option 1 | | (Without the Power District) |
|---|--|---------------------------------------|
| Commercial Taxable Value | | \$92,118,498 |
| Assessment Rate | | 0.00225 |
| Annual Assessment Amount Generated | | \$207,267 |
| 3% Reserve Withheld/Contingency | | \$6,218 |
| | | |
| Potential Base Rate Scenarios – SAA Option 2 | | (Including the Power District) |
| Commercial Taxable Value | | \$306,518,498 |
| Assessment Rate | | 0.00225 |
| Annual Assessment Amount Generated | | \$689,667 |
| 3% Reserve Withheld/Contingency | | \$20,690 |

Note: Power District taxable value assumes 1M SF of commercial building assessed at \$200 per SF according to comparative data using City Creek and Gateway parcel data.

Figure 4.7 Potential assessment revenue from a North Temple SAA

RETAIL SUB-LEASING PROGRAM

RDA North Temple Project Area: Salt Lake City’s Redevelopment Agency (RDA) has established a project area for North Temple and is actively implementing and considering various strategies to support the area’s economic health. Key initiatives include land development projects like the SPARK Development, which is a transit-oriented, mixed-use structure planned near the TRAX Power Station, designed to enhance connectivity and community engagement.

Another significant project is the redevelopment of Schovaer’s Electronics, a former industrial site adjacent to the Folsom Trail, which presents opportunities for reuse and activation of the trail.

To further facilitate these developments, the RDA offers a loan program that provides gap financing for projects that align with the goals outlined in the project area plan, serving as a primary lender in select situations.

Additionally, the Tax Increment Reimbursement

(TIR) Program allows eligible costs—such as new construction, rehabilitation, and emergency efficiency upgrades—to receive reimbursements, incentivizing projects that advance the objectives of the North Temple area plan.

While the RDA is pursuing strategies in the North Temple area, a 2023 Survey of local businesses illustrated some of the additional challenges new businesses face when trying to establish a brick-and-mortar locations in the City. When asked what the primary roadblocks are to this objective, respondents selected from the following:

- I have had a hard time finding space that suits my business needs.
- I have had a hard time finding space where I could afford the lease or mortgage payment.
- I don’t know how to design or build out the interior of a space to suit my business needs.
- I am unable to get loan approvals or other financing to make the necessary building improvements.
- I cannot afford to take on additional debt to make the necessary building improvements.



Figure 4.8 Example of vacant ground floor retail spaces on the North Temple

The most common reported roadblock among respondents is not knowing how to design and build out the interior space to match their needs, followed by challenges finding affordable leases. Additionally, stakeholder outreach in the North Temple area highlighted the following concerns:

- Multifamily developers are required to construct ground floor commercial spaces, but marketing these spaces to potential retail businesses is not their specialty.
- Developers are willing to construct retail space along with multifamily developments, but they are unsure how to attract businesses; traditional incentives through tenant improvements and reduced rents are often ineffective in attracting tenants.
- There is a perception that commercial real estate agents are unwilling to market small spaces, as these spaces are not profitable.
- The easiest path for developers is to finish the ground floor commercial spaces as office space, for which there is less demand. The result is these ground floor commercial spaces have higher vacancy rates.

RDA Retail Sub-Leasing Program: The RDA has been exploring a retail sub-leasing program that activates ground floor commercial spaces in multifamily buildings in the North Temple project area. Through this program the RDA would enter into a long-term (5 to 10 year) lease with multifamily property owners for their ground floor commercial spaces. These leases could potentially be negotiated at a discounted rate because they would significantly reduce the property owner's risk on this space by reducing tenant turnover and removing their expense related to listing the space when turnover occurs. With a long-term lease in place, the RDA could then sub-lease the spaces to local businesses who qualify for the program, passing down the savings to the business. While the RDA would assume the risk of turnover, it would be providing a benefit to the community by supporting local retail. Recommendations for the adoption of this program include:

- The program will be limited to the boundaries of the North Temple RDA project area.
- Within the project area, the RDA should

prioritize leasing ground floor retail spaces that add to the activity of the North Temple and 9th West node.

- Secondly, the RDA should consider ground floor retail spaces along the Folsom Trail corridor.
- Local businesses who have been displaced by new development in the study area should be given preference. West side residents who want to start a new business should also be given preference.
- Revenue collected from sub-leasing should be reinvested into the program, with the intent of growing the program and adding additional retail spaces.
- Once the initial lease between the RDA and the multifamily property owner has expired, the current sub-leasing tenant should be given the opportunity to sign a lease directly with the property owner, thereby graduating from the program.

Sub-Leasing Examples: This tool has been utilized in other communities with varying success. The following examples illustrate various strategies employed by local governments to support businesses and foster economic development through structured leasing agreements.

- **Gallivan Center, Salt Lake City:** While not a direct subleasing example, the Gallivan Center serves as an example of effective investment made by the RDA in promoting retail space and public benefit. According to the City, the Gallivan Center's creation was a complex effort that spanned decades, starting with the acquisition of the property to the construction of the three-acre public space. Phases II and III followed, including public art projects, performance stage and amphitheater, ice rink, green space for outdoor recreation, wayfinding, and retail storefronts on the adjacent, mid-block Gallivan Ave. Private and public event rental opportunities are available. Revenue from rentals and the ice rink pays for Gallivan-sponsored public events, most of which are free of charge. Today, the Gallivan Center is one of the few properties of which the RDA maintains ownership, with regular

Figure 4.9 The Gallivan Center is a successful example where the RDA manages retail space leases



maintenance of the plaza and its amenities paid for by property assessments from the commercial entities on the block as well as rental fees and programming revenue.

- **Las Vegas, NV:** In Las Vegas, Heligenics, Inc., a biotech company, leases 1,300 square feet from the Las Vegas RDA, which subleases from the City of Las Vegas. The RDA offers a five-month free rent period, after which rent is set at \$1.00 per square foot, totaling \$1,300 monthly. The sublease lasts for 18 months, with an option for a six-month extension. Following the extended term, the lease transitions to a month-to-month arrangement.
- **Pittsburgh, CA:** In Pittsburgh, the Community Access Department, a municipal entity, subleases 3,800 square feet from the Pittsburgh RDA, which leases 8,106 square feet in the Railroad Gateway mixed-use development. The rent starts at \$1.00 per square foot for the first year, increasing to \$1.15 in the second year and \$1.25 thereafter.

The sublease terminates with the RDA's master lease or the project area's termination.

- **Signal Hill, CA:** In Signal Hill, Delius Restaurant faced financial difficulties during the 2008 recession and sought assistance from the Signal Hill RDA. To support the restaurant's viability, the RDA assumed Delius's lease for 18 months, charging a fee based on six percent of the restaurant's gross receipts minus \$5,000, which went toward construction debt. After 18 months, the RDA is set to reassess Delius's need for support.
- **Pompano Beach, FL:** The Pompano Beach Community Redevelopment Agency (CRA) has subleased space to various businesses, including nonprofits. The CRA reviews and solicits proposals for sub-tenants, enforcing leases with extension options and periodic rent increases. Businesses are required to contribute to state taxes and assessments, ensuring compliance with local regulations while promoting economic activity within the community.

PLACEMAKING

CHALLENGE

Stakeholders, businesses, and residents desire a greater sense of identity for the North Temple area. They see the benefit that branding efforts have provided downtown, Sugar House, 9th and 9th, and the Granary District. Stakeholders want to capitalize on regional attractions such as the Airport, the State Fairpark, and Red Iguana, all which bring many visitors to the area. However, providing a greater sense of identity for the North Temple area has the following challenges:

- North Temple from I-15 to I-215 is roughly two miles in length and includes hundreds of properties with varying land uses.
- Large lots with low-intensity uses dominate the middle of the corridor
- North Temple is a four lane arterial and when combined with TRAX creates a perceived barrier between north and south
- Branding efforts such as the NOTE District have been attempted in the past but do not have wide support

DISTRICT FOCUS AND BRANDING

Placemaking: The process of intentionally developing public spaces to cultivate a strong sense of identity is known as placemaking. This effort benefits commercial uses by creating “places” that draw more people, increase foot traffic, and stimulate economic activity. By enhancing public spaces, fostering community engagement, and promoting safety and comfort, placemaking encourages local spending, attracts new businesses, and strengthens the area’s identity. This leads to higher sales for businesses, greater investment opportunities, and a sense of pride and ownership among residents.

Creating a District Focus: While the placemaking recommendations can be applied universally throughout the North Temple area, focusing branding and improvement efforts initially in a small geographic area and expanding outward over time is recommended. Trying to create a unifying sense of identity along the length of North Temple is unlikely to succeed given the wide range



Figure 4.10 NOTE District installation at North Temple and the I-15 underpass

of land uses and interests. Focusing on 9th West and North Temple builds on the redevelopment activity already occurring at this node (with over 2,000 new housing units permitted and planned within walking distance) and aligns with the City’s plans to improve pedestrian amenities along 9th West and provide a better north-south connection to adjacent neighborhoods. Pairing this with the recommendation to create an SAA will provide a revenue source for improvements.

Branding: In 2015, the district underwent a branding effort led by volunteers and students from the University of Utah. They came up with the name “NOTE District”, which stands for North Temple, and created a mural and an entry sign with this logo. The goal was to highlight the district’s unique identity and potential as a transit-oriented

and mixed-use area. However, the branding effort did not gain much traction or support from the businesses and the community. The website for the NOTE District is no longer active, and only one development project has adopted this name. The branding effort seems to have stalled and lost its relevance. Therefore, we recommend that the city reconsider the effectiveness and suitability of the NOTE District brand and explore the possibility of refreshing or re-branding it based on the current needs and public input. Some of the factors that could inform this decision are the feedback from the stakeholders, the alignment with the city’s vision and goals, and the marketability and attractiveness of the brand to potential investors and residents.



Figure 4.11 9th West and North Temple is recommended as node or district to begin branding efforts

Streetscape: One way to significantly improve the streetscape around 900 West and North Temple is to install bulb-outs at the corners of each crosswalk, especially across 900 West. Bulb-outs shorten the crossing distance for pedestrians, increase their visibility, and calm traffic. Bulb-outs are an important safety measure for pedestrians, and can be found in several other successful intersections throughout Salt Lake City, such as 300 S. & Main St., 700 S. & 900 W., and 600 N. & 800 W.

Additionally, built-in planters can be added to the bulb-outs to provide a safety buffer from vehicles, added greenery, stormwater management, and combat the urban heat island effect. Low-lying landscape elements such as rocks, shrubs, grasses, and flowers should be utilized within build-out areas and should be maintained so as to not create a safety hazard by obstructing the view between pedestrians and vehicles.



Figure 4.13 Planters in downtown SLC

Decorative treatments on street furniture, such as benches, trash cans, bike racks, and light poles should be chosen with careful consideration. Keeping a consistent design language between street furniture, lighting, signage, and other infrastructure, whether its through color, materials, art, or other design motifs can enhance the visual appeal and identity of the area, as well as create a sense of place and comfort for visitors.



Figure 4.14 Outdoor seating on North Temple

Finally, seating areas should be placed in highly-visible areas in both outward and inward facing configurations along the street and especially in front of businesses with high pedestrian traffic (restaurants, shops, studios, etc.) Seating helps to encourage social interaction and fosters street life. The more “eyes on the street” the safer and more welcoming an area becomes for one to stay in, not simply pass through. A welcoming environment supports local commerce, and attracts people from all age ranges and demographics.

Signage: Another way to improve the streetscape and the image of the area is to integrate signage in an intentional and cohesive way that easily conveys information, identity, and community character. Signage can take various forms, such as murals, wall signs, blade signs, and entry signs.

Murals can add color, creativity, and culture to the walls, and reflect the history, values, and vision of the community. They can also serve a practical use by helping orient the visitor to nearby destinations and parking.

Wall signs can be mounted on the building surface or project outward, and can use different materials, styles, and lighting to create contrast and interest. Wall signs can be regulated with design standards and zoning requirements

Blade signs can be perpendicular to the building façade and can be visible from both directions of the street, and can use shapes, colors, and symbols to attract attention and communicate the nature of the business.

Entry signs are visual markers that announce the arrival to a distinct area and create a sense of place and identity for the community. They can be located at major gateways or intersections, and can incorporate different features, such as landscaping, lighting, art, or typography, to convey the character and theme of the area.

Entry signs can also help visitors navigate and orient themselves within the city, and highlight the unique assets of an area. For example, some areas in Salt Lake have entry signs reflect well the history, culture, and values of the area, such as the Rose

Park sign that incorporates the rose motif and the slogan “A community in bloom” or the 9th and 9th sign that showcases the eclectic and vibrant nature of the business district.



Figure 4.15 An example of a mural on 900 S in SLC



Figure 4.16 An example of a blade sign on 300 W in SLC



Figure 4.17 The Rose Park entry sign

Lighting: Another way to enhance the urban environment and attract more visitors is to install pedestrian-oriented light fixtures that create a sense of place and ambiance. Light fixtures can be adorned with banners to advertise local events or hanging plants for enhancing the visual appeal of the street. For example, at 9th and 9th, the city has installed distinctive purple pedestrian light fixtures along the street, creating a festive and inviting atmosphere.

Pedestrian lighting can also improve safety and visibility for both walkers and drivers, especially during the winter months when it gets dark early. By providing adequate and attractive lighting, the city can encourage businesses to extend their hours and offer more options for nighttime activities.

Public Art: Murals and public art are another way to make the urban environment more attractive and distinctive. They can showcase the culture and heritage of a community, as well as foster a sense of pride and identity among its residents. Art can also convey messages and values that resonate with the local context, such as social justice, environmental awareness, or diversity.

There are many examples of great murals and art pieces throughout the area and the city, such as the iconic “Este Barrio No Se Vende” piece on the corridor, which expresses the resistance and solidarity of the Latino community. Murals offer great opportunities to engage with the public directly and allow for creative expressions of community identity that can take on a life of their own (i.e. the 9th and 9th Whale sculpture).

Landscaping: Well-planned and implemented landscaping can significantly enhance the pedestrian experience on North Temple. By incorporating native and water-wise species that thrive in the local climate the streets can be adorned with beautiful, resilient plants that require minimal maintenance. These plants not only add aesthetic value but also support local biodiversity.

Thoughtful landscaping can also include shaded walkways, seating areas, and visually appealing plant arrangements that invite pedestrians to



Figure 4.18 Decorative lighting near 9th and 9th in SLC



Figure 4.19 The No Se Vende Mural on North Temple

linger and enjoy their surroundings. Integrating green spaces within the urban fabric helps to soften the hard-scape, reduce urban heat island effects, and provide a more pleasant and inviting atmosphere for residents and visitors alike.

Wayfinding: Wayfinding signage is an effective tool to guide visitors and residents to various destinations in a city, such as shopping, dining, entertainment, or cultural venues. Salt Lake City can utilize wayfinding signs to increase the flow of people between different parts of the city, such as between North Temple and Downtown. Simple directional arrows are generally easier to read and follow than large maps.

Wayfinding for parking areas are key to the economic viability of businesses on the corridor. One innovative approach is the use of smart parking signs that display the number of available stalls in real-time. These signs can be strategically placed at key decision points, such as entrances and intersections, to guide drivers to the nearest available parking. Incorporating digital displays that update dynamically based on real-time data can further enhance the user experience. Other innovative methods include using mobile apps that provide parking availability information and integrating sensors in parking lots to monitor and communicate space occupancy. By combining these technologies, visitors can be assured of parking availability and ease of access, reducing the time spent searching for a spot and circling the blocks looking for available spots.

Another good example of wayfinding are the Main Street kiosks funded and managed by the Downtown Alliance. Arts and cultural organizations in the downtown Salt Lake area have the opportunity to utilize the kiosks to display posters in four prominent locations along Main Street. Space is available on a first-come-first-served basis, free of cost to the organization. Key locations to place such wayfinding Kiosks along North Temple would be where visitors frequent, near Red Iguana and the State Fairpark. This would inform visitors to the area of other North Temple businesses and attractions to see.



Figure 4.20 An example of drought resistant plantings



Figure 4.22 Directional sign in downtown



Figure 4.21 Main Street kiosk by Downtown Alliance

District Focus and Branding Examples: Salt Lake City has been successful at creating and branding multiple districts within the City outside of its downtown core. The key to each example has been the focusing of each district on a small area and, often times, a primary intersection. This approach works because it concentrates public improvements and programming efforts to create a strong sense of identity that is highly visible and recognizable to locals and visitors. A less effective approach is to spread branding and programming efforts over a larger area, giving a lot of businesses a minor improvement in front of their location but in effect creating nothing unique or identifiable.

The following three examples are models for the potential 9th West and North Temple district:

- **Central 9th District:** The Central 9th District is a vibrant urban village known for its unique identity and successful placemaking elements. The neighborhood, centered around 200 West 900 South, has flourished due to urban zoning, city incentives, and rich transit access. Placemaking efforts have included the development of outdoor dining and gathering spaces, authentic construction, and purpose-driven design, all of which contribute to the area's walkability and appeal. Notable projects include the C9 Market, which brought a mix of restaurants, shops, businesses, and non-profits to the neighborhood, and the Spynop Youth Media Arts Center, which supports local youth in digital media arts. The addition of an urban street tree canopy, multi-modal lanes, and parking improvements has further enhanced the streetscape, making it more inviting and accessible. These efforts have successfully created a sense of place, attracting both residents and visitors, and fostering a thriving community.
- **Granary District:** The Granary District is an up-and-coming neighborhood that has successfully transitioned from its industrial roots to become a thriving hub of creativity and local businesses. Known for its eclectic street art, craft breweries, and diverse culinary scene, the district has become a popular destination for both locals and visitors. Placemaking efforts in the Granary District have included large-scale mural projects that add color and character to the area, as well as the development of outdoor dining spaces and gathering spots. These initiatives have not only enhanced the aesthetic appeal of the district but also fostered a sense of community and increased foot traffic, contributing to the local economy. The district's transformation has been supported by the Salt Lake Redevelopment Agency, which has played a key role in funding and promoting placemaking projects. Overall, the Granary District stands as a testament to the power of thoughtful urban planning and community engagement in revitalizing urban spaces.
- **9th and 9th:** The 9th and 9th district is a popular commercial center known for mix of architecture types and its high quality pedestrian and bicycle facilities. Centered around the intersection of 900 South and 900 East, this area boasts a variety of local shops, diverse dining options, and art and fashion galleries. Placemaking elements such as colorful murals, outdoor seating areas, and active transportation investments have significantly contributed to the district's appeal. The neighborhood hosts an annual street festival, which brings together residents and visitors to celebrate the local culture and businesses. These efforts have successfully created a sense of place that has radiated blocks away from the 9th and 9th intersection, leading to reinvestment in the surrounding neighborhoods and along 8th South. This district is a prime example of how starting small can mature into successful placemaking for a larger area.



Figure 4.23 An image of the Central 9th district redesign



Figure 4.25 9th & 9th Festival behind the whale sculpture

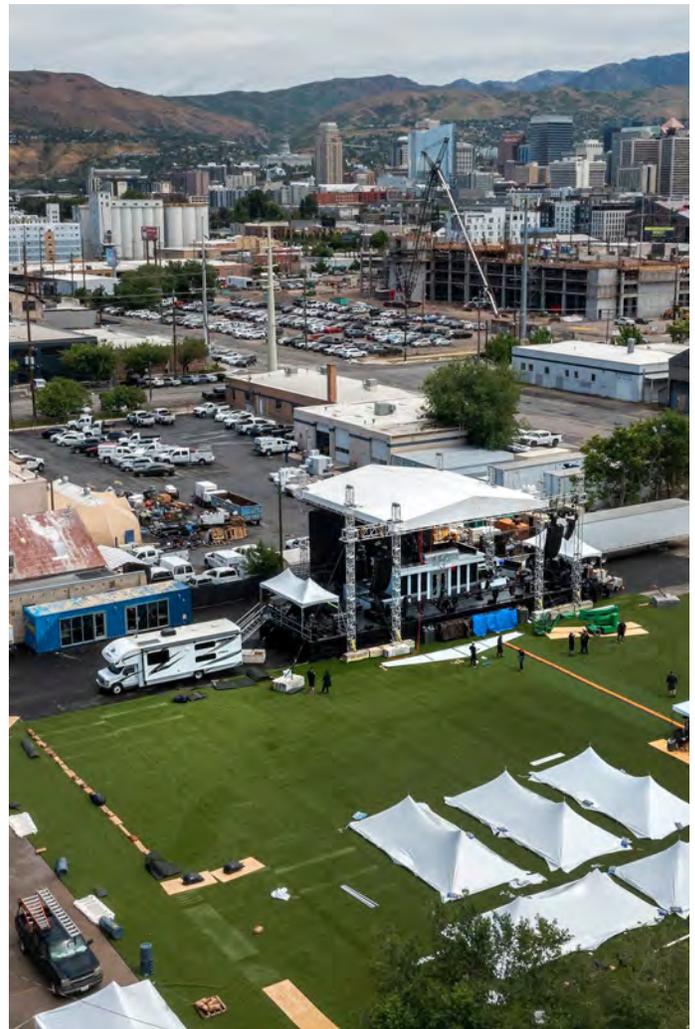


Figure 4.24 New music venue in the Granary District

Future of North Temple & 9th West: Within walking distance of this future potential district, there are currently over 20 multifamily developments permitted and planned accounting for over 2,000 new households. Within the next five to 10 years, this area will see significant change.

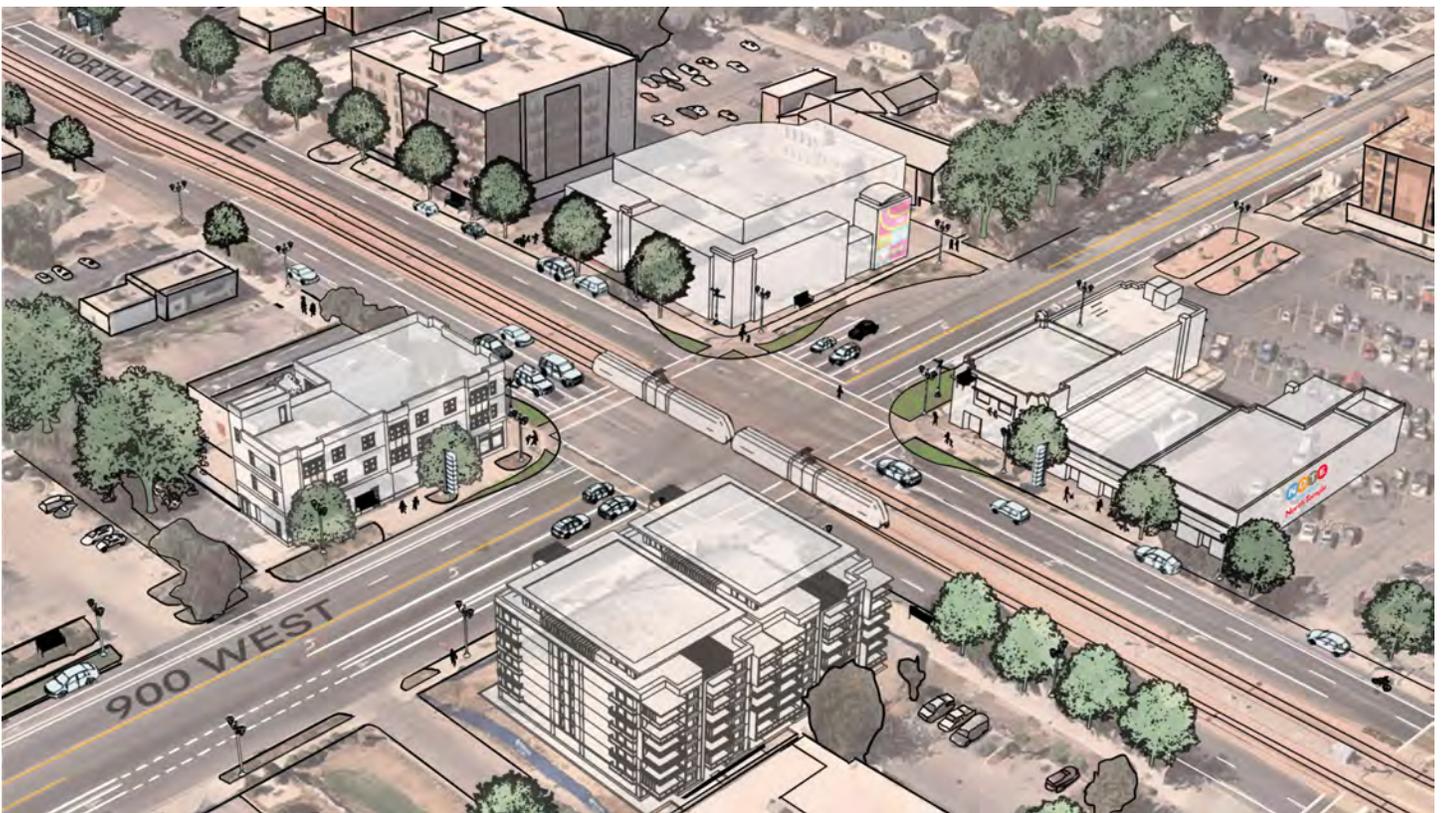


Figure 4.26 A view of North Temple and 9th West today and in the future

ON-STREET PARKING

Perceived Lack of Available Parking: As discussed previously, the North Temple area has been losing retail spaces. New ground floor commercial spaces in multifamily structures represent an opportunity for new retail, but vacancy rates have been high. One of the main reasons for these vacancies has been the perceived lack of parking, especially for those buildings directly abutting North Temple where on-street parking is currently prohibited.

Although the City does require off-street parking, these parking requirements are minimal for many of these developments given they are classified as transit-oriented developments within proximity of the TRAX line. The parking that is provided is often placed underneath or behind the structure (as with the example below), creating a perception that there is no available parking for potential customers. Businesses evaluating these spaces as potential locations understand that the majority of

their customers will arrive by car, even in a transit zone with relatively high numbers of pedestrians. This fact makes these spaces less marketable, and as a result building owners have struggled to attract and retain tenants.

Adding On-Street Parking: To add on-street parking along North Temple would require reducing the number of travel lanes, with potentially wide-ranging impacts. To explore this recommendation further, the project team had discussions with all stakeholders, including the City’s Transportation Division, UDOT, and property owners on North Temple. With their input, several factors were evaluated.

Traffic Congestion: The main concern with most stakeholders was whether a lane reduction would lead to traffic congestion. To evaluate this concern, the project team assessed current and future traffic conditions. Current traffic conditions are based on current traffic counts while future traffic conditions

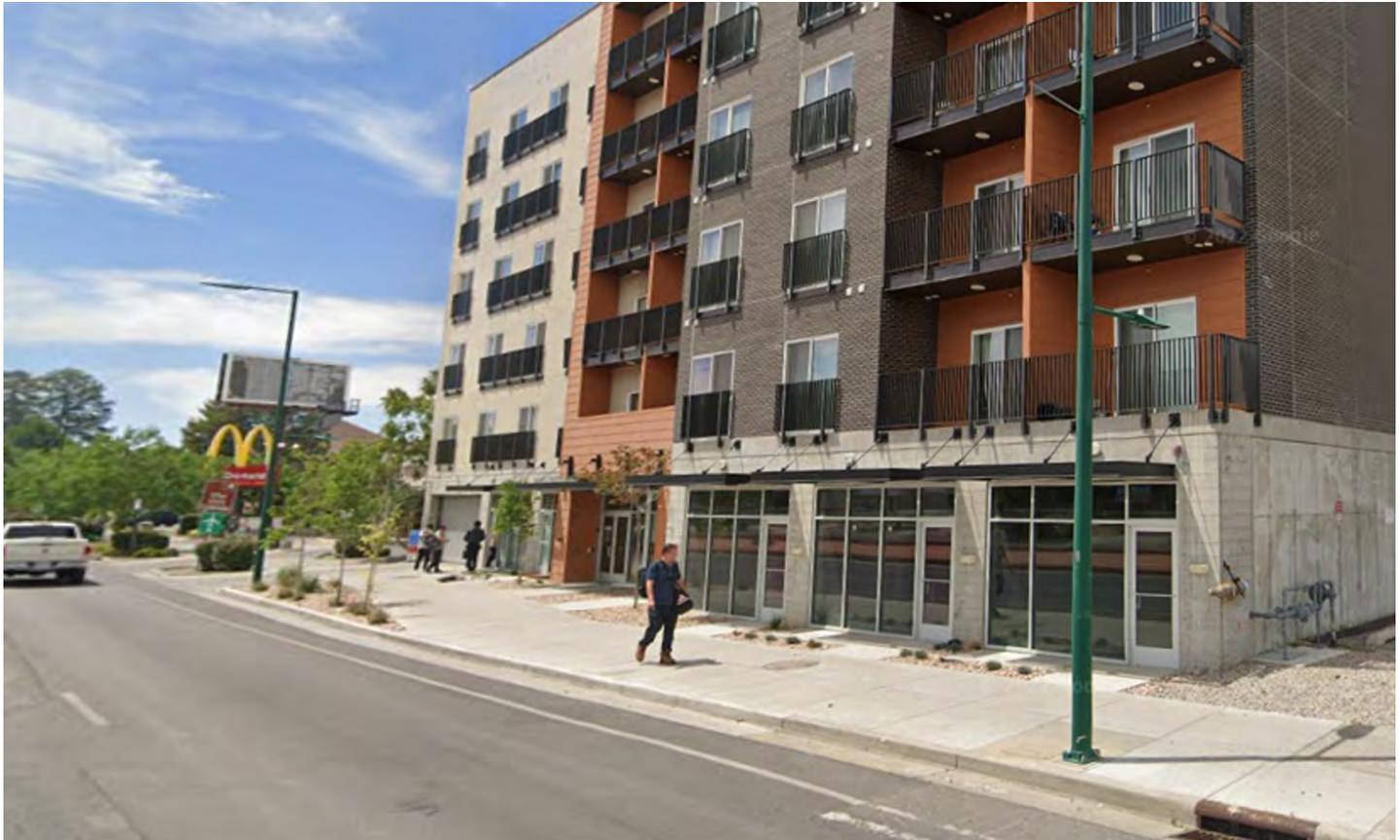


Figure 4.27 Example of vacant ground floor retail spaces and the perceived lack of retail parking

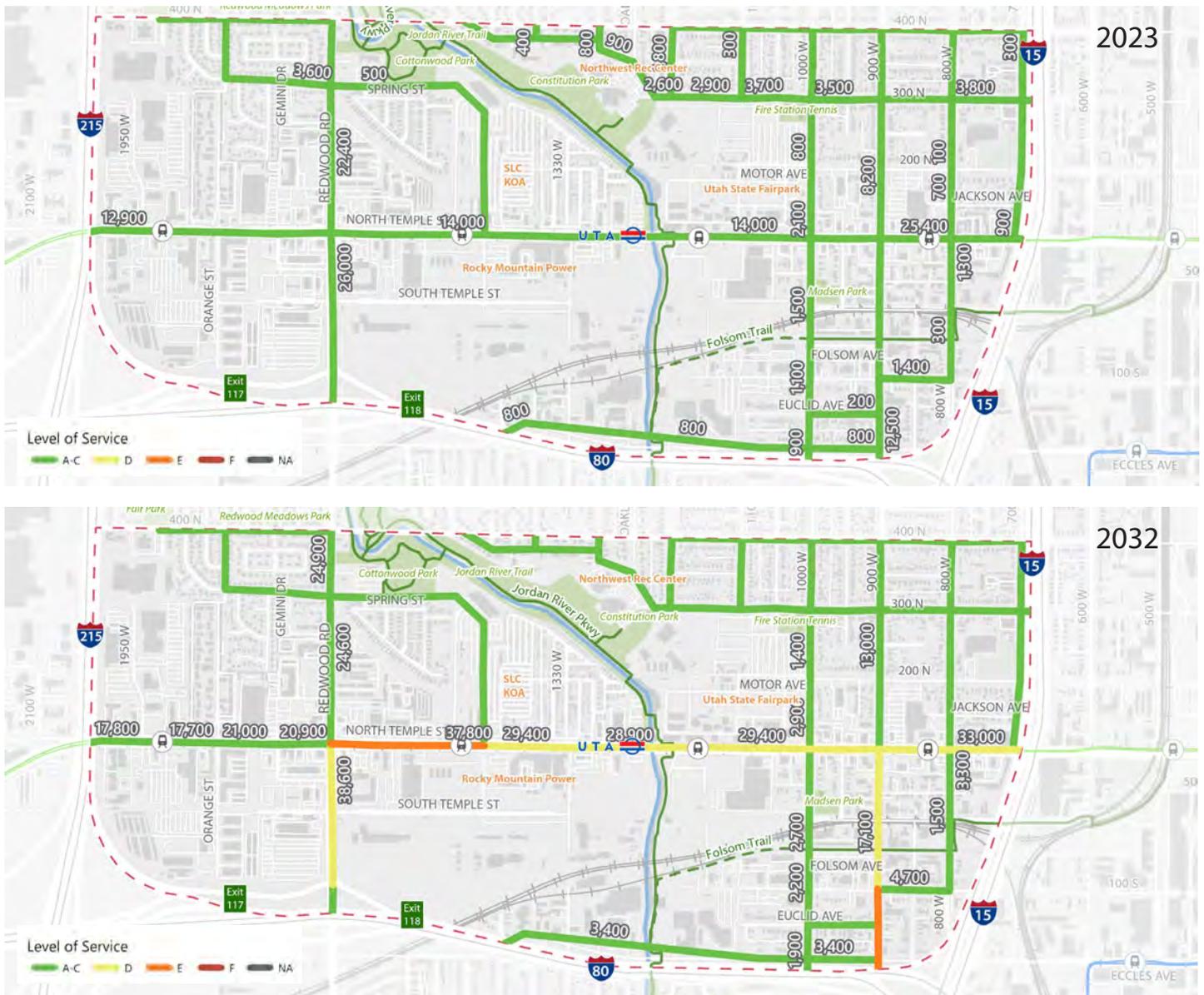


Figure 4.28 2023 and 2032 ADT volumes and level of service based on existing, planned, and potential development

consider regional growth plus the planned and potential development for North Temple outlined in chapter 2 (including the potential development of the Power District). The maps above display the average daily traffic (ADT) and level of service conditions in 2023 and 2032.

It is generally accepted that if a road’s ADT exceeds 20,000 vehicles per day, then four lanes are needed, while under 20,000 is acceptable for two lanes. Given current conditions, a lane reduction on North Temple could be considered. However, there would be issues during the weekday afternoon when traffic levels peak. By 2032, traffic on North Temple

is expected to increase significantly, especially near the Redwood Road intersection with the potential development of the Power District.

Given the growth in traffic, the possibility of on-street parking on North Temple does not seem feasible. However, two considerations leave the possibility open. First, Salt Lake City allows non-peak hour parking on some of its streets, allowing vehicles to park on-street during non-peak hours while restricting parking during the busiest times of the day. Second, the development of the Power District site will likely change the street network. The possibility of enhancing South Temple and

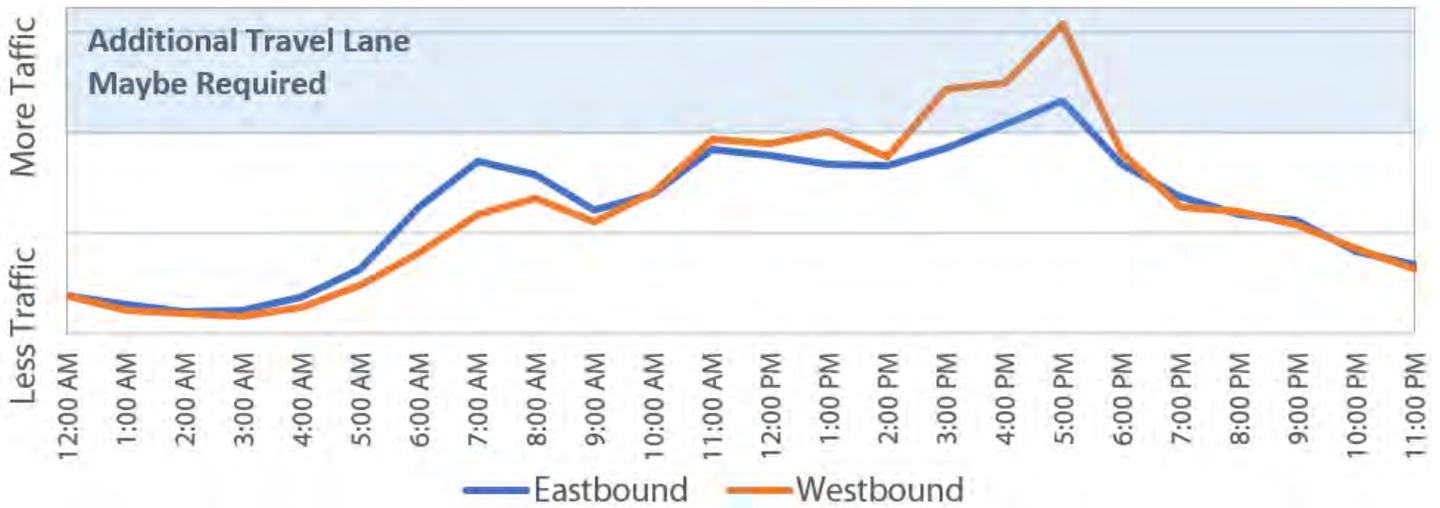


Figure 4.29 2023 Weekday Traffic Volumes on North Temple

the I-80 / Redwood Road interchange could mitigate the traffic impact of the Power District development to North Temple.

Non-Peak Hour On-Street Parking: With these considerations, the project team moved forward with the recommendation of non-peak hour on-street parking. As this would require only minimal changes to the current road configuration, it may allow the City an effective way to evaluate the possibility of a permanent lane reduction for North Temple without the cost of a complete redesign and reconstruction of the road. Based on current data, the project team would recommend allowing

parking on North Temple during business hours except for the weekdays from 3 PM to 6 PM.

Parking Location and Supply: With existing and pending development focused in the eastern section of the study area, non-peak hour parking should be applied to North Temple only from I-15 to a block west of 1000 West. Doing so would add potentially 191 new parking stalls, doubling the existing nearby parking supply of 206 stalls on 800 W, 900 W, and 1000 W.

Adding non-peak hour parking to the entire North Temple corridor would not be recommended at this time, but could be considered in the future



Figure 4.30 2023 Existing and potential parking on and near North Temple

when the Power District begins to take shape and more commercial spaces are added west of 1000 West.

Parking Duration: Time restrictions should be considered to enhance parking turnover and maximize the number of stalls available throughout the day. The North Temple corridor, predominantly has a mix of commercial and food service land uses, and would benefit from on-street parking with moderate to high turnover rates. To achieve this, areas near commercial establishments should have shorter parking durations of 1 to 2 hours, while areas adjacent to restaurants and residential uses should allow for 2-hour parking to accommodate dining and social visits.

No location along the corridor should permit parking for more than 2 hours to ensure turnover and prevent use by employees and residents. The 2-hour parking restrictions would be located at the east and west ends where most restaurant and office land uses are found. The higher turnover areas with most existing and planned retail are in the center of the corridor and would be signed for 1-hour parking as shown in the figure below.

Overnight Parking: The primary purpose of allowing on-street parking would be to support local retail businesses. Therefore, allowed parking times should be during general business hours. Overnight restrictions on parking are recommended due to the existing neighborhood context and stakeholder feedback. These restrictions would prevent the corridor from being used to supplement parking for residential tenants in nearby multifamily building (such as the Walgreen’s development on 900 W & 200 N which has 397 units with 723 bedrooms but only 409 parking stalls).

Overnight restrictions would also help deter future developers and renters from relying on North Temple’s on-street parking as part of their parking supply. Additionally, these restrictions would allow for the enforcement of vehicles loitering in the late night hours, a growing concern related to the security issues on the corridor (especially at the Jordan River Trail and North Temple intersection).

Loading Zones and Events: Other considerations include the establishment of loading zones and event-related restrictions. Future studies will be necessary to identify specific locations for

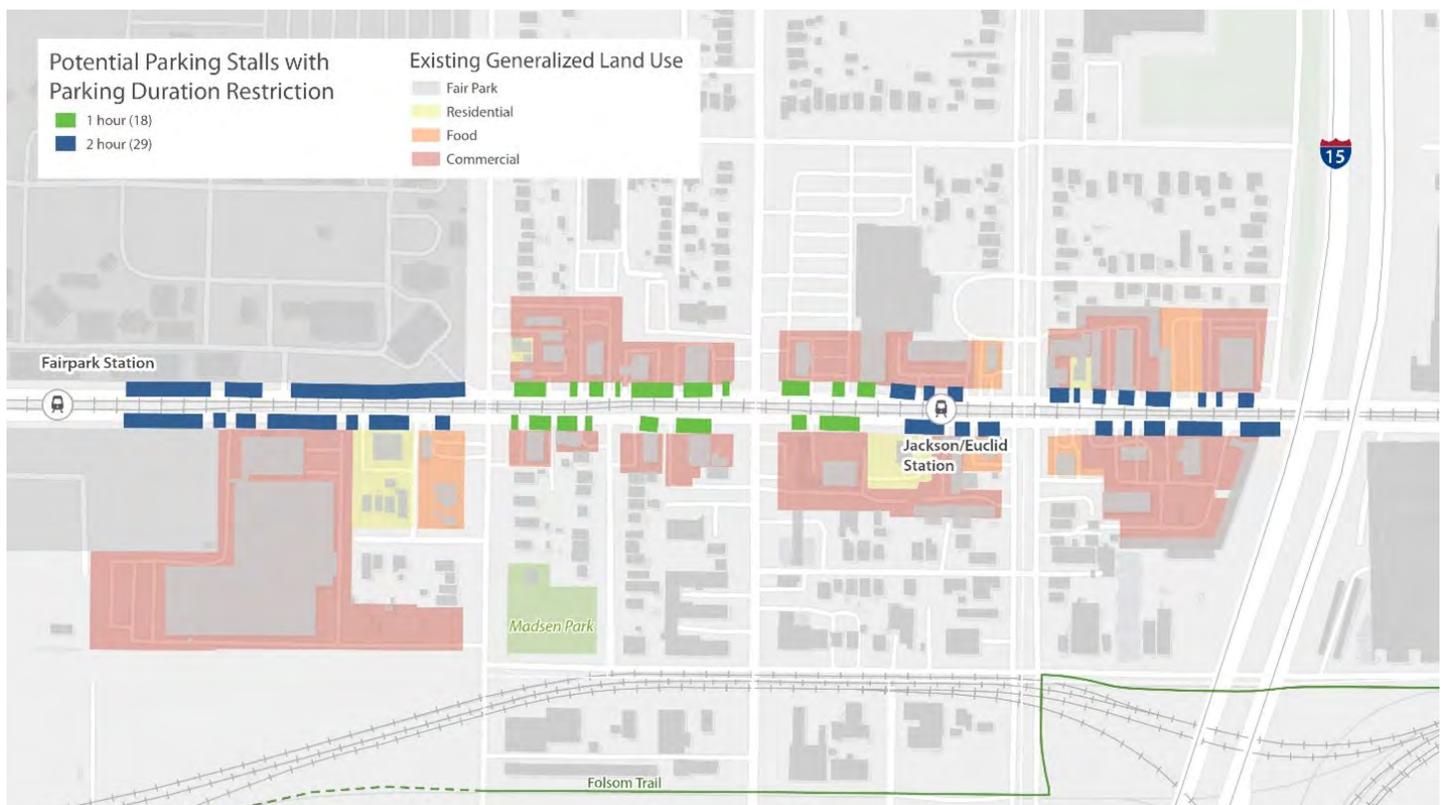


Figure 4.31 Map of recommended parking durations and adjacent land uses

ride-share drop-off and pick-up areas, ensuring convenient and efficient access for users. Additionally, freight loading zones must be determined through further conversations with business owners along the corridor to meet their logistical needs.

It is also recommended that on-street parking be restricted on days when large events occur. The Utah State Fair drew 320,967 attendees in 2023, with over 77,000 people attending on the second Saturday alone. To accommodate event day traffic and facilitate ingress and egress to the Fairpark, four lanes of vehicle capacity would need to be maintained. A future MLB stadium would also warrant the same treatment for game days.

Consideration for Bike Lanes: One of the more challenging aspects of allowing on-street parking on North Temple is the question of what to do with the painted bike lanes.

According to active transportation design best practices, providing less than a three foot wide bike lane is considered sub-standard. Good design does not include the gutter pan in this calculation. Considering this, the bike lanes on North Temple do not provide cyclists the width necessary for a high-level of comfort. While placing parked cars next to the bike lanes would provide a buffer,

unfortunately the inadequate width of the bike lanes would create conflicts between people exiting their vehicles and cyclists in the lane. Some possible solutions that would need to be further studied include the following:

- Vehicle lane widths could be reduced and re-striped in order to create a painted buffer and add sufficient spacing to keep the bike lanes and also allow for on-street parking. The challenge with this approach would be the high number of trucks (HGVs) that utilize North Temple and need wider lanes.
- The bike lanes could be removed where on-street parking is added and the sidewalk could be striped and signed as a shared-use path for both pedestrians and cyclists. While not ideal, in practice the sidewalk is being used this way already (as seen below). Typically 8 feet is considered the minimum for a shared use path under certain conditions, so the width and the possible removal or relocation of obstructions would need to be evaluated.
- Bike lanes could be removed and an alternative east west route for cyclists could be designated.

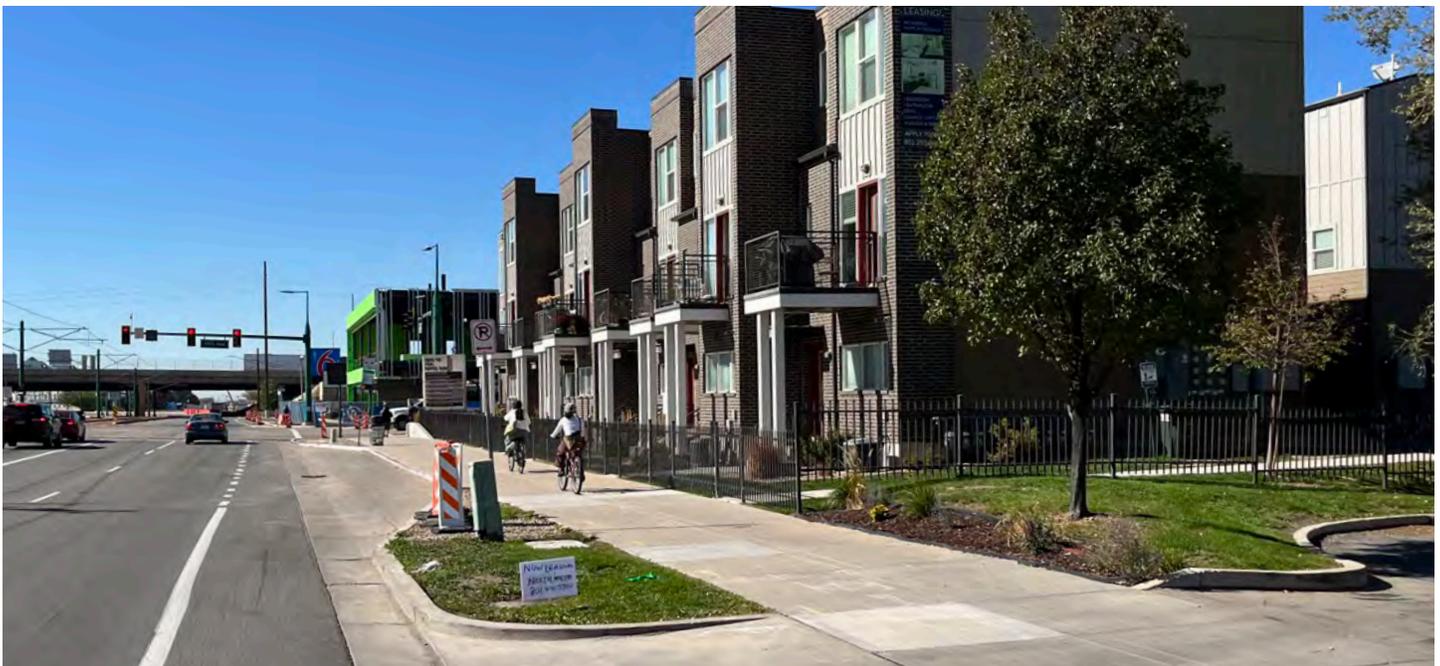


Figure 4.32 Cyclists utilizing the pedestrian path on North Temple instead of the bike lanes

Potential Road Diet: In Salt Lake City’s 2018 transportation plan, North Temple was designated as an arterial, a road meant to move a high volume of vehicles. In 2023 the City completed its most recent transportation plan, and did not include roadway classifications. Rather, an emphasis was placed on moving people utilizing all popular modes of transportation.

Feedback from stakeholders in the North Temple area supports this approach. In the survey completed by local businesses and residents, “Walkable” was the number one response provided when survey takers were asked how North Temple should feel. In discussions with stakeholders, “walkable” was described as more than simply having wide sidewalks, it was also about the speed and volume of traffic on North Temple. Local businesses and residents want North Temple to operate more like 9th South and 200 West, where residential and local retail mix with pedestrians, transit, and slower moving vehicles.

With changing development patterns and the potential adjustment to the street network being considered as part of the Power District site plan,

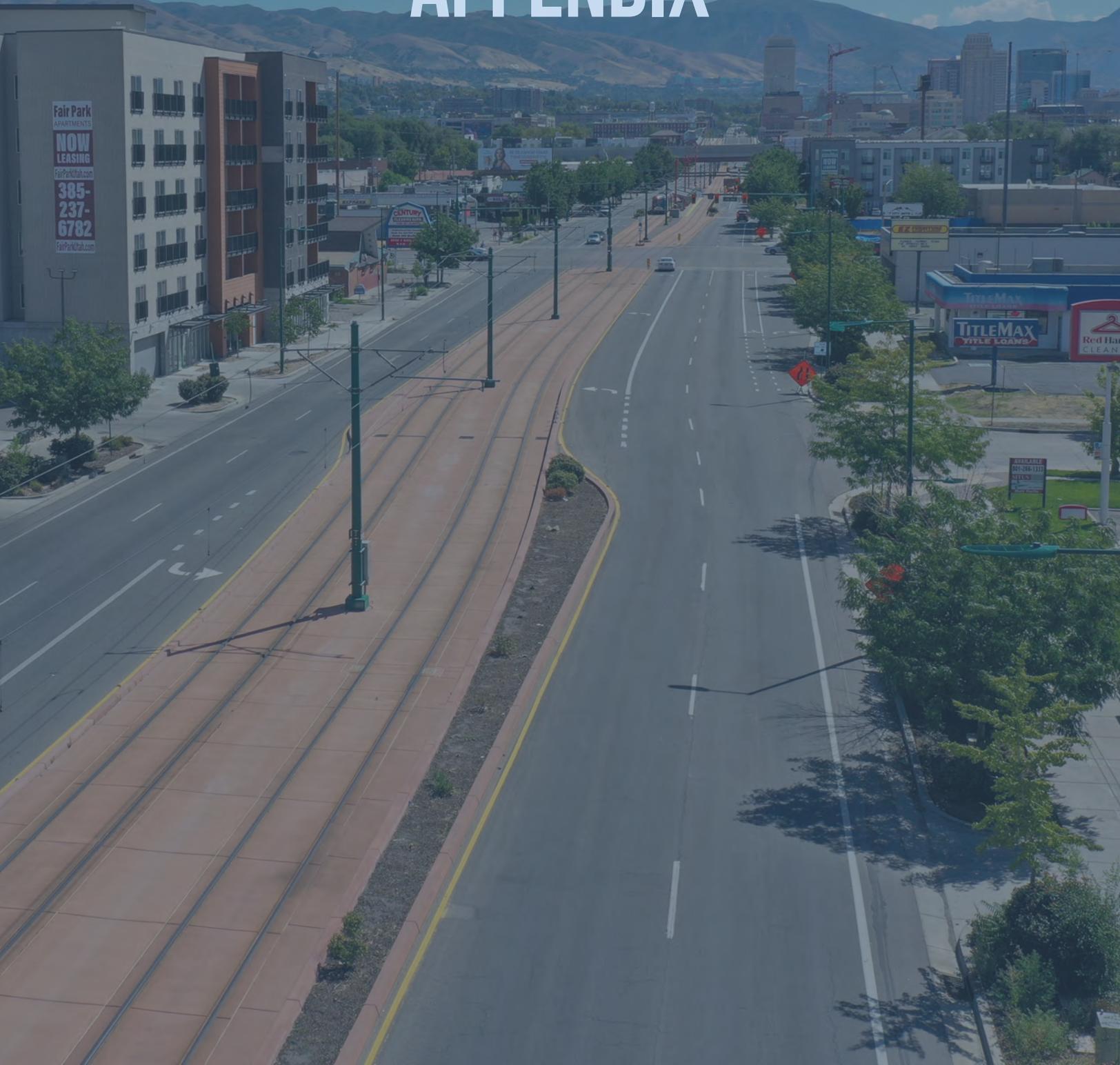
there is an opportunity to rethink how North Temple operates. While this plan recommends studying the possibility of non-peak hour on-street parking to support local retail spaces, stakeholders have also voiced support for a permanent lane reduction for North Temple. As shown below, the future vision for North Temple could be more like 200 West, which is a great example of a walkable, multi-modal corridor where local retail thrives.

The Role of the U-FAIR District: As discussed in Chapter 2, the state legislature created the Utah Fairpark Area Investment and Restoration district (U-FAIR). It should be noted that the enabling legislation for the U-FAIR district seems to grant final approval authority on most public improvements to the district’s board. Changes to infrastructure which fall within the District’s boundaries will likely need their support. With that said, all the recommendations in this plan were reviewed by representatives from UDOT, Rocky Mountain Power, and the Larry H. Miller Company, and had their support (including the recommendation to further study on-street parking and a possible future lane reduction).



Figure 4.33 A side by side comparison of North Temple & 900 West vs. 900 South & 200 West

APPENDIX

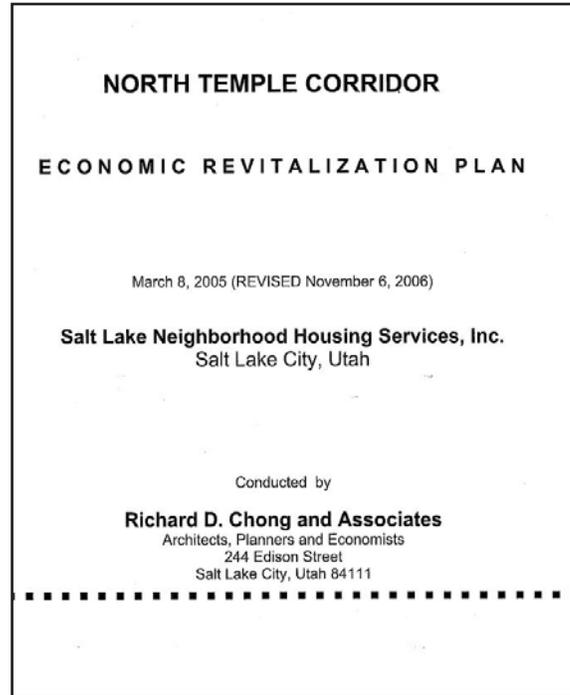




North Temple Economic Revitalization Plan:

Completed in 2005, this economic plan focuses on transforming North Temple corridor into a master planned, mixed-use corridor. The plan emphasizes the development of housing, commercial spaces, and public amenities to foster economic growth and improve the quality of life for residents. The plan also promotes community involvement in the redevelopment process, ensuring that local voices are heard in shaping the area's future. Key recommendations include:

- Transit and rezone for transit oriented development
- Creation of an Redevelopment Area (RDA)
- Public and public-private focus on revitalization
- Designate the corridor as a "Gateway" for visitors coming from the airport



| North Temple Economic Revitalization Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Promote "The Corridor's" potential by economic development groups and real estate professionals through innovative, creative and progressive marketing activities. | 12 | ● | | | | | |
| Create public-private sector partnerships whose goal is revitalization. | 12 | ● | | | | | |
| Increase Salt Lake economic development groups' and current business owners 'awareness of "The Corridor's" potential to capture office, retail and special use sector development. | 12 | ● | | | | | |
| Establish a "sense of identity" through planned common features, such as landscaping, lighting, consistent streetscapes and building design. | 12 | | | | | ● | |
| Create a premier corridor feature, such as a regional park along the Jordan River at North Temple, to act as a catalyst defining there a's identity. | 12 | | | ● | | ● | |
| Reduce actual and perceived strip and piecemeal development by establishing, encouraging and coordinating appropriate compatible uses through adopting a "Master Plan" for development. | 12 | | | ● | | | |
| Adopt a Revitalization District designation and establish a clear, focused identity for the area. | 12 | ● | | | | | |
| Build upon the existing assets, investments, and businesses already in place in the Corridor. | 14 | ● | | | | | |
| Transit Oriented development around Light Rail or Bus Rapid Transit Stations. | 14 | | ● | ● | | | |
| Mixed use, pedestrian oriented development along the North Temple corridor. | 14 | | ● | ● | | | |

| North Temple Economic Revitalization Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| Reinforce and develop an urban wall of storefronts on the street and establish a pedestrian setback for buildings on North Temple to energize the street. | 14 | | | ● | | | |
| Develop action strategies based on nodes of development, each of which has a distinct economic function or role in "The Corridor". The strategies for each economic development node should seek to strengthen and complement that node's primary function, and its anchors or major elements. | 14 | ● | | ● | | | |
| Corridor businesses must carefully identify and satisfy demands of residents and daytime population--i.e., employees in office and industrial areas--for goods and services. Any leakage of this potential commerce outside "The Corridor" should be viewed as a challenge to be met by local business entrepreneurs. | 14 | ● | | | | | |
| Critical to reversing negative perception is the adoption and enforcement of urban design guidelines in the corridor, especially along North Temple and at key its intersections, including 900 West, Jordan River, and Redwood Road. | 14 | | | ● | ● | | |
| Viable nearby residential neighborhoods are a critical element in the economic success of "The Corridor". From such neighborhoods come steady, long-term consumer demand for corridor goods and services, and a reliable labor pool for corridor businesses. | 14 | | | ● | | | ● |
| Build upon the existing assets of the State Fairpark and the Jordan River as major community corridor activity centers and destination points for recreation, business and retail sales for the community. The State Fairpark and the Jordan River Parkway can and should become major elements of the community that add to the economic vitality, public image, recreational opportunities and neighborhood assets of the area. If these assets are developed properly and well integrated into the North Temple corridor, they could provide the bridge between the downtown central city and the west North Temple Corridor. From an economic development point of view, it could expand the market for the North Temple area to enrich the potential of attracting visitors from the surrounding counties. | 14 | ● | | ● | | | |
| The city has already designated 1-80 from the Salt Lake International Airport to 1-15 as one of the City's "gateways", and as such will have special additional urban design and landscaping. North Temple Street should be included in this gateway improvements program. | 16 | | | | | ● | |
| The greatest opportunity for revitalization of the area is transit oriented development based on the addition of extension of light rail or bus rapid transit to the Airport. | 16 | | ● | ● | | | |
| The introduction of the light rail extension or the bus rapid transit system enhances the accessibility and mobility for workers and residents of the North Temple corridor. This presents economic opportunity with respect to residential and office development. In order to maximize the economic development potential of additional transit stations, there are several key principles that are important to successful transit oriented developments. | 16 | | ● | ● | | | |

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| A clear, precise, vision followed up with implementation strategy, to develop objectives and opportunities and maximize not only transit ridership, but to guide the economic opportunities of the area that best serve the neighboring community. | 16 | | ● | | | | |
| To employ the power of public-private partnerships. A successful partnership relies on the strengths of each partner. The public sector has the power to resolve land assembly problems, ensure that site development is ready, ease entitlement process and contribute land infrastructure costs, and add the proper development guidelines and zoning to enhance and encourage a transit oriented development. | 17 | | | ● | | | |
| The mixed-use concept is paramount to the success of transit oriented development, as is the intensity and density of that development. Private developers bring real estate expertise, contacts with end users, and an understanding of financial resources. They are encouraged when they are working in conjunction with the public sector as opposed to in other cases, working in conflict with the local community and neighborhood or the governing agencies. The power of a partnership brings the public and private sector resources to a community vision that is based on market reality. Mutual expectations and shared risks must be defined and agreed upon. The process of a visioning plan and a framework for transitory development is to make sure the outcome becomes a successful win-win situation. | 17 | | | ● | | | |
| Encouraging and guiding development ensures that the project and its changes to land use patterns will, in fact, mitigate negative impacts, encourages the development objectives that benefit the community, the private sector, the public sector and adjacent neighborhoods reap the benefits of increased land value and the creation of opportunities that transit brings to an area so that the benefits are achieved by all. In order for transit oriented development to be feasible, there needs to be in the neighborhood of 23 residents per acre, and there should be at least 125 plus employees per acre in order to be a destination stop. | 17 | | ● | ● | | | |

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| <p>One of the opportunities is to decrease the parking requirements for transit oriented developments, because it is assumed a measured share of the uses of that development would, in fact, be using transit to either arrive or to get to their destinations. This allows lower development costs, but those savings could then be put into pedestrian and neighborhood enhancements and mitigations that further enhance the transit oriented development districts and nodes. It is recommended that any support parking, not only for parking but the surrounding uses be moved away from the stations so that it is not immediately adjacent. This allows the parking to have multi-faceted uses, both for transit and for the surrounding land uses. It also adds transit users walking through more intense developments: retail, office, and community as a part of their transit experience, and allows the support of the surrounding developments. It also brings more people in the area with eyes on the street and on the pedestrian ways from people using the stores, public facilities, and surrounding residential uses; therefore, making the area safer during the day and in the evening. It should be remembered that the land nearest the stations is the best land for development, so using it for parking means a lost opportunity. Placing parking a 5 to 7 minute walk from the station opens prime real estate for development.</p> | 17 | | ● | ● | | | |
| <p>The next aspect for development is to create shared parking strategies for development mix so that the various patrons use it at different times of the day or week as an excellent way to minimize space devoted to parking.</p> | 18 | | ● | | | | |
| <p>Provide structured parking. Structured parking is more expensive, but sharing it with the private sector as well as public sector, transit uses could share the burden of that cost; decreasing its number also enhances the development performance of the project. In this particular case of the North Temple Corridor it is absolutely important that North Temple be given back to the pedestrians. It is now merely a vehicular corridor. The development along the corridor must provide store front operations and visual interest and activities all along North Temple so that first floor of all development should, in fact, be pedestrian oriented types of development with windows, shops, etc. We also suggest that a 15' setback be placed on buildings on the first floor. This would be semi-public space that adds to the side walk right of way allowing for sidewalk cafes, outdoor sales, benches and so forth, that enhance the pedestrian experience and draws pedestrians to the area. The land would still remain in private ownership. The upper floors, in fact, could overhang this setback to the property line.</p> | 18 | | ● | ● | | | |

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| <p>The object of transit oriented development at the stations is to create a place, not just a project. It should have as much meaning to the surrounding community as it does to the transit system. Transit oriented development presents an opportunity not only for a project at the station, but for a full-fledged transit oriented community, with all the attended economic and cultural benefits. The creation of a generally transit centered community requires attention to scale and to design. It is essential to engage all principle stake holders in the planning and execution of the community center. The transit stops should be centered on the neighborhood rather than on its periphery, keeping in mind that, yes, it needs to make multi-modal transfers to other busses or to park'n'rides that we may serve in the area. Design and position of the station should foster the creation of an activity center that surrounds the station on all sides. The station design must be of high quality and reflect the character of the surrounding community. This includes engaging public spaces that are safe and attractive with street furnishings and public art.</p> | 18 | | ● | ● | | | |
| <p>Public space is important in the creation of a space. Among other things, it allows for events, concerts, markets, exhibits, and celebrations or merely an informal gathering place on a small scale. It should not be a desolate stop on a busy street with no relation to the surrounding neighborhood, but merely a stop in the road. Transit stations and projects should be viewed as portals to the community. It is extremely important that transit stations have well-developed pedestrian connections to the surrounding neighborhood. This is one of the largest detriments to the North Temple Corridor. There are large parcels that separate and block the community from getting to North Temple; and therefore, has been a disconnect from the neighborhoods and the North Temple Corridor. This must be alleviated by making pleasant, comfortable, safe, well-marked pedestrian connections from the surrounding neighborhoods and the North Temple Corridor, particularly to serve the transit stations. The appeal of a pedestrian environment creates a sense of space and supports retail spending.</p> | 19 | | ● | ● | | | |
| <p>Another aspect to be encouraged is to create attractive landmarks and gateways to the development; and to, as much as possible, encourage and expand to round-the-clock activity and encourage a variety of residential uses. It is believed that enhancing and stabilizing the residential character of the corridor will encourage existing residents to invest in their homes. Landlords will be encouraged to invest in their rental properties, and new, young families will be interested incoming into an area that is affordable with respect to starter homes. As a result, there will be a variety of residents in the area, further adding to the vitality and desirability of the neighborhood that is already benefiting from its now perceived close proximity to the heart of downtown Salt Lake City.</p> | 19 | | | | | ● | |

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| <p>It is always important to remember that retail development is market-driven and not transit-driven. Though the transit station can focus on an already existing unserved market, it cannot create a retail market. Also, the close proximity to the downtown, Gateway leads to an emphasis on retail that is service oriented with respect to the neighborhoods that surround the area, treating North Temple as a corridor that tries to capture vehicular traffic for retail sales is also not a successful scenario. We propose the encouragement of neighborhood oriented retail along the corridor except as discussed later about the regional node of North Temple and Redwood Road.</p> | 20 | ● | | ● | | | |
| <p>We are recommending mixed uses of the transit stations and transit oriented development, as a key factor to transit oriented development. This does not necessarily mean that it all has to occur at the same place. A good mix of uses generates a vibrant assortment of people going about their business at many hours of the day, but a creation of an attractive community does not require uses be mixed on the same site or everyone along the corridor equally. Integrated mixed use projects is difficult to finance and complex to build, but if you look at the entire corridor as a mixed use development and that those developments would change as they go out further than a quarter mile (more toward a half a mile) from the station, these activity nodes can be differentiated and have identity of their own based on the opportunities that exist within the corridor. They, in fact, rather than competing with each other, work together to enhance the entire corridor as a desirable place to live, work, recreate, and shop. The accessibility of the variety of uses along the corridor will render it attractive and the diverse kinds of trips generated by the activity nodes may help prevent the typical peak demand patterns that are common to transit (i.e., to and from work).</p> | 20 | | | ● | | | |
| <p>Any consideration for the market of mixed uses in this corridor should take into account the two-way nature of the transit corridor. It should encourage travel in both directions throughout the day, making the most efficient use of the system. If some of the activity nodes that we are proposing become successful, then the Jordan River Marina, the possible neighborhood node with the already renowned Red Iguana Restaurant, which has a large following, could bring daytime and weekend traffic to the area of transit. If we were to add education facilities, as well as events at the Fair Park, trips to the airport and a denser office development (anchored by the State Office buildings), there could be a lot of daylong activity and transit use in the North Temple Corridor.</p> | 20 | | | ● | | | |
| <p>If done properly and if the transit stations for a bus rapid transit system are near the level of investment in community infrastructure that the light rail station is, then there should be very little difference in terms of the transit oriented development and the impact that a bus rapid transit system could have on the North Temple Corridor.</p> | 21 | | | | | | |

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| <p>Encourage every price point to live around a transit station. Some of the more successful new transit cities have discovered what Boston, New York, and Washington D.C. have known for years: just as people from every part of the economic spectrum ride transit, people from every part of the economic spectrum like to live near transit. Urban living has undergone a resurgence in recent years, and the quest for diversity is one of the drivers for that resurgence. Young workers often choose to live in urban neighborhoods, even if their jobs are in suburban areas. Living near a transit station can satisfy the desire for community, independence, opportunity and convenience. Creating new transit oriented development areas offers an opportunity to put forward a mix of upscale market and assisted housing in a homogenous compatible way, linked by a variety of mixed use and pedestrian paths and plazas.</p> | 21 | | | | | | ● |
| <p>It is not the intent of the North Temple Revitalization Plan to "genderfy" in and around the North Temple Corridor, but to enhance their liability, stability and loan-ability, whether its to purchase or to remodel. The existing seniors in the surrounding neighborhoods, as well as soon-to-be seniors will find it more desirable to remain in the neighborhood if it is not declining and has vitality and nearby services and security.</p> | 21 | | | | | | ● |
| <p>One of the major aspects of strategies for the revitalization of the North Temple Corridor is the creation of jobs for local residents and the ability, through greater transit accessible mobility, to allow residents in and around the corridor to have better access outside the area. The combination of both strategies would hope to enhance the household incomes of those neighborhoods in and around the North Temple Corridor. This enhanced accessibility, and the availability of developed lots are, in fact, something that should be promoted to companies requiring large floor plates and large numbers of employees, and are seeking more affordable office rents than those in the heart of downtown. We encourage an aggressive marketing effort on the part of the community and the city to those who fit this profile.</p> | 21 | ● | | | | | |
| <p>Differentiate the various use districts and activity nodes along the corridor, so they have their own image as a destination and activity center, and they are identifiable as destination points for those who live in the area and those who come to visit and shop within the area.</p> | 22 | | | ● | | | |
| <p>Well defined guidelines must be established to direct the new and redevelopment efforts of the area. These guidelines should clearly and concisely address issues specific to the revitalization district, such as zoning, signage, environmental and design element, which have not proven themselves in the past to be the correct components or tools to redirect this area into a more positive direction.</p> | 22 | | | ● | | | |

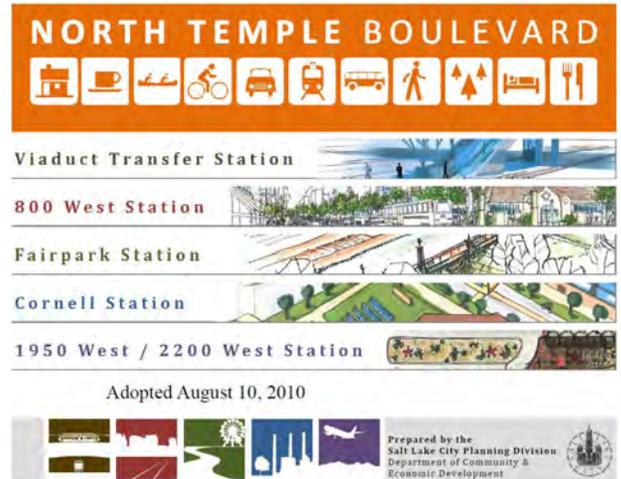
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| "The Corridor's" development/redevelopment guidelines need to introduce restrictions and controls beyond those provided in other already adopted planning and development tools. To effectively promote private sector development activity, the restrictions imposed must not be perceived by the development community as a net competitive disadvantage when compared to opportunities offered in other areas. The guidelines should make good development sense. One example is to quickly conform all signage in the area to a lower scale. Another may suggest some "Activity Centers" component which varies from other adopted general plans, such as the recommended materials mix in an area landscape plan. The Revitalization District should require "project specific approval." | 22 | | | ● | | | |
| The Revitalization District must be strongly supported by the State. The largest area component, and one which contributes weakly to the overall positive physical aspects of "The Corridor" is the State of Utah; specifically, the Utah Department of Transportation (UDOT). UDOT has control of all major roadways and right-of way areas in "The Corridor." The City must be the coordinating factor for the Revitalization District, but the State must be a partner. Benefits for the State are due to the major presence they have in the area as an employer and major land owner. However, development in this part of the state, especially near its major airport, will be an incredible benefit to Utah's overall prosperity. | 23 | ● | | | | | |
| Establishment of a Revitalization District will need to be addressed, approved and adopted by the City of Salt Lake. The State will also need to address the District, and confirm its acceptance of concept and criteria, especially in terms of street improvements, Fairpark improvements and Jordan River Parkway improvements. | 23 | ● | | | | | |
| Implement a new zoning plan that reflects an opportunity for Salt Lake City to capture low and medium density office development, outside of the CBD, in amenity oriented planned business parks. | 23 | | | ● | | | |
| Encourage formation of development partnerships to respond to today's funding environment and build-to-suit needs. | 23 | ● | | | | | |
| Establish means to further promote the area to airport service and small office use companies. This type of development would complement the light industrial and warehouse space found at Salt Lake International Center and the major service companies surrounding the airport. | 23 | ● | | | | | |
| Through zoning, encourage amenity oriented planned business space projects. | 23 | | | ● | | | |
| Promote and encourage in-place project developers to consider additional features and amenities attractive and highly desired by today's tenants and their employees. | 23 | ● | | | | | |

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| Encourage all future development in "The Corridor" to address adjacent uses and, where applicable, provide for interaction with the uses, especially if the such use can provide beneficial services. | 23 | | | ● | | | |
| Each development should be accomplished by one organization; strong master plan guidelines could direct all development to an envisioned end product. | 24 | | | ● | | | |
| Emphasis should be on attracting international business, airport oriented service companies and satellite downtown support services. For both areas, the master plan should reflect a marketing plan to attract users with similar business types and needs to provide additional spin off services to the tenants. | 24 | ● | | | | | |
| Consideration should be given to promote: 1) The fiber optic system in "The Corridor", 2) Proposed emphasis on efforts to attract international business, as mentioned in the draft of the Salt Lake City's "City Vision and Strategic Plan", 3) A highly accessible location between the Salt Lake City CBD and the Salt Lake City International Airport, and 4) The efforts of Salt Lake International Center as a higher use industrial park. | 24 | ● | | | | | |
| Discourage commercial "strip zoning" along West North Temple Street and North Redwood Road. | 24 | | | ● | | | |
| Create a zoning plan for "The Corridor" which accommodates complementary and integrated uses in nodal development areas. | 24 | | | ● | | | |
| Salt Lake City communities include many "people" or "gathering" places. A potential for "gathering" space exist in the Northwest area. | 24 | | | ● | | | |
| Jordan River Marina as a multi-faceted destination node building on multi-activity special event and education center at the Fairpark and intense mixed use development to the west. | 24 | | | ● | | | |
| Strong pedestrian linkage from neighborhoods, work centers and recreation venues to the major pedestrian spine of North Temple. This includes at least one pedestrian path through the Fairpark. With all of the proposed new extended day activities at the Fairpark, security will not be a issue. | 24 | | ● | | | | |
| Major pedestrian linkages including bikes, roller blades, boards, etc. shall be developed along the Jordan River and the newly day Green space Plan lighted City Creek. A pedestrian bridge over the railroad tracks allows the continuation of the Jordan River Parkway and linking the City Creek trail. The pedestrian bridge should be a subtle community landmark that could be seen for miles. | 24 | | ● | | | | |
| In this area, development of the Jordan River State Parkway has mainly taken place without including the beneficial offerings of the river or fully incorporating the river into the design of the project area. Recent area real estate development has been out of "relating distance" from the Jordan River. The one exception is the rarely used amphitheater at the Utah State Fairpark. | 25 | | | ● | | ● | |

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| We believe that the requirements for the first floor development be further refined for the North Temple Corridor to enhance pedestrian oriented activities both retail, service, professional office, FIRE, to recast the North Temple streetscape as an urban wall with pedestrian and activity nodes all along its corridor. We also would encourage the requirement of a first floor setback and dedicated pedestrian way, which could be used for street activities such as restaurant patio dining, etc., along the corridor. | 25 | | | ● | | | |
| The R-MU residential/mixed use district should be employed along the North Temple Corridor, at least as an overlay to encourage transit oriented development at the transit stations and along the proposed urban wall street frontage along North Temple. Densities for housing are generally those recommended in the R-MU district. This allows the maximum building height of 75' and 125' as conditional use. We propose that the area west of the Jordan River, referred to in this plan as the Jordan River Marina Development, encourage the appropriate densities for 125' high developments for hotel and mid-rise residential units. | 26 | | | ● | | | |
| Office oriented development is "The Corridor's" second strongest future development opportunity. | 26 | | | ● | | | |
| Focused development building on existing state office buildings | 26 | | | ● | | | |
| Secondary office development node at private development at west end of corridor. | 26 | | | ● | | | |
| Mixed use development in corridor frontage | 26 | | | ● | | | |
| Open space, landscaping, and planned gathering places would be an important part of the master plan design, as well as incorporation of access to and appreciation of the already established adjacent uses. Consideration should be given to eating establishments, banking, children's day care, proposed recreation and already functioning service oriented businesses. | 26 | | | ● | | | |

North Temple Boulevard Plan: Completed in 2010, this plan outlines a comprehensive strategy for revitalizing the North Temple corridor. It aims to create a pedestrian-friendly environment that enhances connectivity and accessibility. Key elements of the plan include the promotion of mixed-use development, affordable housing, and improved public transit options, particularly through making better connections to TRAX light rail. The plan also emphasizes the importance of green spaces, public art, and community amenities to foster a strong sense of place. Key recommendations include:

- Intensify mix of uses around 800 West station
- Investments along Folsom Ave, daylight the creek
- Increase residential densities
- Increase densities around all stations



North Temple Boulevard Plan Goals

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| "800 West Station Area: 1. Mobility: Improve the pedestrian environment to create a walkable transit-oriented neighborhood. 2. Mix of Uses: Intensify the mix of uses around the 800 West Station. 3. Placemaking: Create safe, vibrant and useful public spaces. 4. Residential Density: Increase the residential density around the 800 West Station." | 47 | | | ● | | | ● |
| "Bridge Barriers: Existing infrastructure creates physical barriers that prevent people from easily travelling outside of the station area, particularly to the Gateway Development, City Creek Center, LDS Campus and the Guadalupe neighborhoods to the east and the State Fairpark and Jordan River Parkway to the west. Improve the streets, sidewalks, bicycle lanes and pathways between the 800 West Station Area and the destinations on the periphery of the station area. Utilize wayfinding signs to mark convenient and safe pathways into and out of the station area." | 56 | | ● | | | | |
| Connect the Open Space Network: Bringing City Creek to the surface along the abandoned Folsom Avenue rail line and creating an associated trail system would improve the overall connectivity of the Station Area, Downtown and the Jordan River Parkway. | 56 | | ● | | | ● | |

| North Temple Boulevard Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
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| Public Improvements: Ensure that all streets have complete infrastructure, including bicycle lanes, park strip where space allows, curb, gutter and sidewalk. Innovative techniques and designs for such things as collecting storm water should be used where appropriate. | 56 | | ● | | | ● | |
| "Fairpark Station Area: 1. Mobility: Improve the pedestrian environment to create a walkable transit-oriented neighborhood. 2. Mix of Uses: Intensify the mix of uses around the Fairpark Station and the Jordan River. 3. Placemaking: Create safe, vibrant and useful public spaces. 4. The Jordan River: Transform the Jordan River into a centerpiece of the corridor." | 72 | | ● | ● | ● | ● | |
| Make Connections: Existing development at the Fairpark and a lack of development south of North Temple create a sense of isolation. Create a pedestrian route through the Fairpark between 300 North and North Temple. Utilize wayfinding signs to mark convenient and safe pathways into and out of the station area and to station area destinations, such as the Jordan River. | 79 | | ● | | | | |
| Complete the Open Space Network: The Jordan River Parkway is a significant trail system that has a missing link in Salt Lake City between 200 South and North Temple. This link should be made so the open space network is more complete and people are connected to other parts of the City and the valley. | 79 | | | | | ● | |
| Public Improvements: Ensure that all streets have complete infrastructure, including sidewalk, park strip where space allows, curb, gutter and bicycle lanes. Innovative techniques and materials should be used where appropriate. | 79 | | ● | | | ● | |
| Adjacencies: Connect the Fairpark and Euclid Neighborhoods to the station area with pedestrian connections and signage. | 79 | | ● | | | | |
| "Cornell Station Area: 1. Mobility: Improve the pedestrian environment to create a walkable transit-oriented neighborhood. 2. Compact Mix of Uses: Allow for a more intense, compact mix of uses around Cornell and 1460 West streets. 3. Placemaking: Create safe, vibrant and useful public spaces." | 90 | | ● | ● | ● | | |
| Mobility: The spread out nature of the existing land uses, large parcel sizes, and the lack of connections make moving around within the station area difficult because there are few options. Place new buildings closer together to promote walking and a more efficient use of land. Create new connections between the station platform, the station area and the neighborhoods beyond the station area. Acquire adequate right of way as properties redevelop to install an 8 foot wide park strip and 10 foot wide multi-use pathway. | 99 | | ● | ● | | | |

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| Connect the Community: Due to the lack of connectivity, creating new connections is required. Adding new sidewalks and pathways, bicycle lanes, and street networks where appropriate, will improve the overall connectivity and functionality of the station area and adjacent areas to the north, west and east. | 99 | | ● | | | | |
| Public Improvements: Public Improvements should be made throughout the station area, including streets, sidewalks and bicycle paths as well as improvements to public utilities and public amenities. | 99 | | ● | | | ● | |
| "1950 West & 2200 West Station Area: 1. Mobility: Improve the overall connectivity around the station area. 2. Compact Mix of Uses: Intensify the mix of uses around the 1950 West Station and the future 2200 West Station. 3. Placemaking: Create safe, vibrant and useful public spaces. 4. Integrating Redwood Road: Improve the area between Redwood Road and the 1950 West Station." | 110 | | ● | ● | | | |
| "Mobility. Improve the public ways between the Station Area and the destinations on the periphery of the Station Area. Improve the design and safety of the I-215 underpass to better connect the station areas. Create a street network in the area south of North Temple. Utilize wayfinding signs to mark convenient and safe pathways into and out of the station area. Install a traffic signal at 300 North and Redwood Road. Identify the mechanism that will trigger the completion of the 2200 West Station. Improved access routes to the neighborhood to the north." | 118 | | ● | | | | |
| Public Improvements: Improve the streetscape by adding functional elements. Incorporate the elements of the North Temple Boulevard Design book throughout the station area. | 118 | | | | | ● | |
| "Open Space Network: Improve the green ways throughout the corridor Enhance the landscaping where the light rail enters the 2200 West station area. Enhance the landscaping along the Interstate embankments." | 118 | | | | | ● | |

North Temple Project Area Plan: Adopted in 2010, this plan was a required element of establishing an RDA where revitalization dollars could be spent within the boundaries of the North Temple RDA. This plan envisions the North Temple corridor into a vibrant, pedestrian-friendly area that enhances connectivity between downtown Salt Lake City and the airport. The plan emphasizes mixed-use development, improved public transit options, and the creation of inviting public spaces. Key components include wider sidewalks, bike lanes, and green spaces, all designed to encourage walking and cycling. Additionally, the plan promotes sustainable development practices and seeks to attract businesses while ensuring that the corridor remains accessible and appealing to residents and visitors alike. Key recommendations include:

- Encourage transit oriented development
- Extend City Creek corridor along Folsom Avenue and connect to Jordan River Trail
- Redevelop Utah State Fairpark with more uses
- Create and renovate open/public spaces
- Promote growth in housing, population, and

mixed-use development

- Intensify mix of uses around 800 West station
- Investments along Folsom Ave, daylight the creek
- Increase residential densities
- Increase densities around all stations

north temple project area plan

REDEVELOPMENT AGENCY OF SALT LAKE CITY

PURPOSE STATEMENT

The Redevelopment Agency of Salt Lake City ("RDA") has determined that the North Temple Project Area ("Project Area"), as designated in this plan, requires assistance from the RDA to revitalize and improve the corridor along North Temple Street from the west side of I-15 to Redwood Road, as more specifically defined in the boundary description contained herein. Improvements to the Project Area, which largely consist of commercial, residential, and institutional uses, can benefit by tax increment financing provided by the RDA to fund property improvements. This plan shall serve as the guiding document for redevelopment activities in the North Temple Project Area.

RECITALS

1. Pursuant to the provisions of Section 17C of the Act, on August 10, 2010, Salt Lake City ("City") adopted the North Temple Boulevard Plan as the "Community General Plan," which was approved by the Salt Lake City Planning Commission on April 14, 2010. The elements of the Community General Plan are incorporated into this North Temple Project Area Plan ("Project Area Plan"); and

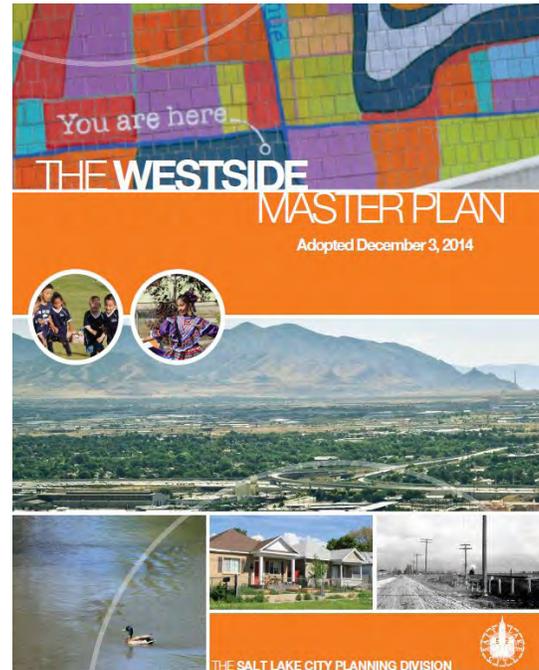
2. Pursuant to the provisions of Section 17C of the Community and Renewal Agencies Act ("Act"), the governing body of the RDA designated by Resolution No. 677.03, dated April 20, 2010, the boundary of a blight survey area in which a blight study would be conducted to determine whether or not one or more redevelopment project areas are feasible; and

| North Temple Project Area Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Encourage Transit-oriented Development: Encourage transit-oriented development along the North Temple Boulevard corridor that benefits by and complements new light rail transit line. The type and scale of the development shall be consistent with the North Temple Boulevard Plan. | 9 | | ● | ● | | | |
| Participate in Creating a Walkable Community: Help create developments that encourage a walkable environment with connections to and from transit stops, and surrounding neighborhoods. | 9 | | ● | | | | |
| Create Extension of City Creek Corridor: In partnership with Salt Lake City, establish a City Creek Corridor extension originating from 800 West to be carried along Folsom Avenue and connect to the Jordan River Trail. Provide opportunities for new development that surrounds public bike and pedestrian trail. | 9 | | ● | ● | | | |

| North Temple Project Area Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| Preserve Existing Residential Neighborhoods and Encourage Positive Connections: Encourage development on and near the North Temple corridor that is beneficial to the community, while maintaining the historic character of existing single-family residential neighborhoods. | 9 | | | ● | | | |
| Redevelop State of Utah's State Fairpark: Provide assistance to the State of Utah to redevelop the State Fairpark in a manner that maintains the historic integrity while increasing the active uses of the site, providing a community benefit and increasing connectivity to the surrounding area. | 10 | | | ● | | | |
| Assist in Improving Environmental Conditions along North Temple Boulevard: Encourage new development on environmentally-challenged properties that simultaneously creates active uses and promotes a healthy environment. | 10 | | | | | ● | |
| Create and Renovate Open Spaces for the Community: Encourage the creation and renovation of open spaces for the community that complement neighboring developments. | 10 | | | | | ● | |
| Promote Sustainable Practices: Encourage and promote sustainable practices in all redevelopment activities | 10 | | | | ● | | |
| Design for Excellence and Cost Effectiveness: Encourage the highest aesthetic standards possible using durable materials while at the same time providing the greatest possible public value that meets current and future needs. | 10 | | | ● | | | |
| Create Safe, Vibrant and Useful Public Spaces: Encourage placemaking by identifying key elements of desirable public spaces that can contribute to the unique character of the area and enhance connections between development and the street. | 10 | | | | ● | ● | |
| Promote Population Growth and Stability: Encourage population growth and stability by providing opportunities for commercial, housing, and mixed use development while stabilizing existing neighborhoods. | 10 | | | ● | | | |

Westside Master Plan: Adopted in 2014, this plan outlines a comprehensive vision for the western neighborhoods of Salt Lake City, focusing on enhancing livability, sustainability, and economic development. The plan prioritizes the creation of vibrant, mixed-use communities by promoting affordable housing options and improving public amenities such as parks and recreational facilities. It emphasizes the importance of transportation, advocating for better public transit access and pedestrian-friendly infrastructure. Community engagement was a key component, with input from residents helping to shape the vision. Key recommendations include:

- The intersection of 900 South and 900 West should be the focus of a special redevelopment program
- Improve wayfinding
- Encourage community policing efforts
- More investment in the Jordan River
- Enhance public spaces



Westside Master Plan Goals

| | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Promote reinvestment and redevelopment in the Westside community through changes in land use, improved public infrastructure and community investment to spur development that meets the community's vision while maintaining the character of Westside's existing stable neighborhoods. | 4 | ● | | ● | | | |
| Protect and encourage ongoing investment in existing, low-density residential neighborhoods while providing attractive, compatible and high density residential development where needed, appropriate or desired. | 4 | | | ● | | | ● |
| Recognize, develop and foster opportunities for unique, mixed use neighborhood and community nodes in the Westside that reflect the diverse nature of the community and provide resources to allow for their growth. | 4 | | | ● | | | |
| Recognize, develop and foster opportunities for regional nodes that strengthen the community's employment base while providing large-scale commercial retail and services for residents and employees of the Westside. | 4 | ● | | ● | | | |

| Westside Master Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| Make the Westside a destination synonymous with recreation, trails, open space and the outdoors by celebrating and spotlighting the Jordan River, the Jordan River Parkway, the 9 Line and the community’s parks and natural spaces. | 4 | | | | | ● | |
| Enhance and expand the internal network of assets, nodes and resources ensuring that all residents and employees in the Westside have access to goods, services and activities and the opportunity to walk or bicycle safely to them. | 4 | ● | ● | | | | |
| Strengthen the connections both within and between the Westside and other parts of Salt Lake City by improving the community’s gateways and corridors and strengthening the transportation network for all modes of travel. | 4 | | ● | | | | |
| Maintain the stability of the industrial districts and the employment base in the community while incorporating appropriate land use buffers and urban design features to soften the transition between them and adjacent neighborhoods. | 4 | | | ● | | | |
| Create a beautiful community with a system of guidelines to create and strengthen public spaces that will foster community interaction and pride and catalyze ongoing redevelopment and growth. | 4 | | | | ● | ● | |
| Local Business Expansion. The Salt Lake City Economic Development Division should focus its local business development efforts to make existing and potential business owners aware of the benefits of being located at neighborhood nodes. These nodes should be highlighted as potential locations for relocation or establishment of those businesses. | 88 | ● | | | | | |
| Wayfinding and Orientation. The Community and Economic Development Department should consider a pilot program for wayfinding and orientation between the identified community nodes in the Westside. Due to the layout of nodes in the Westside and the need to encourage healthier activities such as walking and bicycling in the community, the program should establish a “tour of the community” that informs residents and visitors of the distances between nodes and assets in the area and makes use of the Jordan River Parkway and the 9 Line. | 89 | | ● | | | ● | |
| "Establish more connections between the Jordan River Parkway and the community. All efforts to finalize and construct the missing section of the Jordan River Parkway between 200 South and North Temple should be made. Completion of the trail will provide the Westside residents with direct bicycle and pedestrian access between the neighborhood and community nodes on 900 West and the Fairpark TRAX station." | 94 | | ● | | | | |

| Westside Master Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| <p>Make the Jordan River safer for everyone. Community Policing. Residents should be encouraged to participate in the Salt Lake City Police Department’s SLCPD Volunteer Corps and the Community-Oriented Policing Program. Trail Lighting. The Salt Lake City Parks and Public Lands Division should install light fixtures in parks and open spaces that are more resistant to vandalism. Ensure these light fixtures are context-sensitive and sited to maximize light at high traffic areas, narrow corridors and road crossings while reducing spillover into the sensitive habitat areas. Parallel Trails. Consider installation of an additional trail made of a durable non-asphalt material where there is room for the addition. Alternately, pavement striping that separates the uses can be added to the existing trail. Each options can provide safer conditions for different types of users (such as seniors or families with children as opposed to bicyclists, runners or skateboarders).</p> | 96 | | | | ● | | |
| <p>"Expand the opportunities for recreation through the addition of new facilities in existing parks. New Facilities. The Salt Lake City Planning and Parks and Public Lands divisions should work with the community to identify recreational needs in the Westside and determine potential locations for those needs. Opportunities already identified by the community include splash pads, a public, outdoor swimming pool and additional fields for activities such as soccer matches."</p> | 100 | | | | | ● | |

Plan Salt Lake: Adopted in 2015, this document serves as a comprehensive framework for guiding the city’s growth and development over the next two decades. It emphasizes sustainability, community engagement, and inclusivity while addressing key issues such as housing affordability, transportation, and environmental stewardship. The plan outlines specific strategies for enhancing neighborhoods, improving public spaces, and promoting economic vitality. It advocates for mixed-use developments and improved transit options to connect various parts of the city effectively. Additionally, the plan incorporates feedback from residents and stakeholders, ensuring that community voices shape future policies and projects. Key recommendations include:

- Enable moderate density increases within existing neighborhoods where appropriate
- Create a complete circulation network and ensure convenient equitable access to a variety of transportation options



Plan Salt Lake Goals

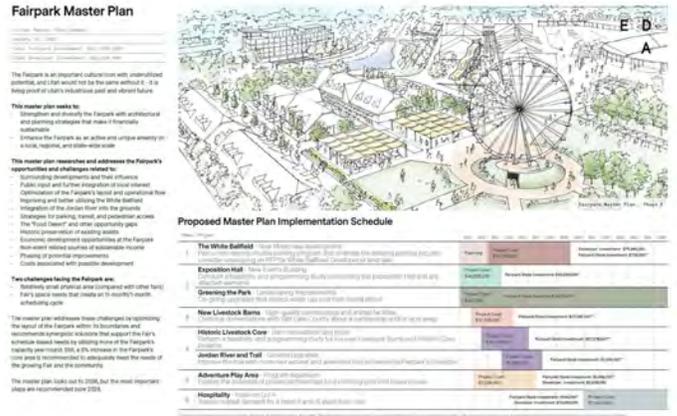
| | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Neighborhoods - Maintain neighborhood stability and character. | 17 | | | ● | | | |
| Neighborhoods - Support neighborhoods and districts in carrying out the City's collective Vision. | 17 | | | ● | | | |
| Neighborhoods - Create a safe and convenient place for people to carry out their daily lives. | 17 | | | | ● | | |
| Neighborhoods - Support neighborhood identity and diversity. | 17 | | | ● | | | |
| Neighborhoods - Support policies that provides people a choice to stay in their home and neighborhood as they grow older and household demographics change. | 17 | | | | | | ● |
| Neighborhoods - Incorporate artistic elements and support cultural events on a neighborhood scale to reinforce neighborhood character and identity. | 17 | | | | | ● | |
| Neighborhoods - Promote accessible neighborhood services and amenities, including parks, natural lands, and schools. | 17 | | | | | ● | |
| Neighborhoods - Encourage and support local businesses and neighborhood business districts. | 17 | ● | | | | | |
| Neighborhoods - Provide opportunities for and promotion of social interaction. | 17 | | | ● | | | |

| Plan Salt Lake Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Neighborhoods - Improve the usefulness of public rights-of-way as usable public space. | 17 | | ● | | | ● | |
| Neighborhoods - Improve green infrastructure (including parks, natural lands, green-ways, and urban forestry) in neighborhoods by incorporating best management practices for our parks and streetscapes. | 17 | | | | | ● | |
| Neighborhoods - Support west side business nodes. | 17 | ● | | | | | |
| Growth - Locate new development in areas with existing infrastructure and amenities, such as transit and transportation corridors. | 19 | | ● | ● | | | |
| Growth - Encourage a mix of land uses. | 19 | | | ● | | | |
| Growth - Promote infill land redevelopment of underutilized land. | 19 | | | ● | | | |
| Growth - Preserve open space and critical environmental areas. | 19 | | | | | ● | |
| Growth - Reduce consumption of natural resources, including water. | 19 | | | | | ● | |
| Growth - Accommodate and promote an increase in the City's population. | 19 | ● | | | | | |
| Growth - Work with regional partners and stakeholders to address growth collaboratively. | 19 | | | ● | | | |
| Growth - Provide access to opportunities for a healthy lifestyle (including parks, trails, recreation, and healthy food). | 19 | | | | | ● | |
| Housing - Ensure access to affordable housing citywide (including rental and very low income). | 21 | | | | | | ● |
| Housing - Increase the number of medium density housing types and options. | 21 | | | | | | ● |
| Housing - Encourage housing options that accommodate aging in place. | 21 | | | | | | ● |
| Housing - Direct new growth toward areas with existing infrastructure and services that have the potential to be people-oriented. | 21 | | | ● | | | |
| Housing - Enable moderate density increases within existing neighborhoods where appropriate. | 21 | | | | | | ● |
| Housing - Promote energy efficient housing and rehabilitation of existing housing stock. | 21 | | | | | | ● |
| Housing - Promote high density residential in areas served by transit. | 21 | | ● | | | | ● |
| Housing - Support homeless services. | 21 | | | | | | ● |
| Transportation & Mobility - Create a complete circulation network and ensure convenient equitable access to a variety of transportation options by: • Having a public transit stop within 1/4 mile of all residents. • Expanding pedestrian and bicycle network sand facilities in all areas of the City. • Providing incentives for the use of transit. • Increase the frequency and service hours of transit in neighborhoods. • Enhancing the regional transportation network. • Creating a system of connections so that residents may easily access employment, goods and services, neighborhood amenities, and housing. | 23 | | ● | | | | |

| Plan Salt Lake Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| Transportation & Mobility - Prioritize connecting residents to neighborhood, community, regional, and recreation nodes by improved routes for walking, biking and transit. | 23 | | ● | | | | |
| Transportation & Mobility - Prioritize connecting nodes located throughout the City to each other with improved walking, biking and transit. | 23 | | ● | | | | |
| Transportation & Mobility - Reduce automobile dependency and single occupancy vehicle trips. | 23 | | ● | | | | |
| Transportation & Mobility - Make walking and cycling viable, safe, and convenient transportation options in all areas of the City. | 23 | | ● | | | | |
| Transportation & Mobility - Prioritize maintenance of existing infrastructure (enhancing quality of life, safety, sustainability, and mobility). | 23 | | ● | | | | |
| Transportation & Mobility - Encourage transit-oriented development (TOD). | 23 | | ● | ● | | | |
| Transportation & Mobility - Support and enhance the Salt Lake International Airport as a regional and international amenity (including freight). | 23 | | ● | | | | |
| Transportation & Mobility - Collaborate with regional partners to relieve congestion and enhance rights-of-way for alternative modes of transportation. | 23 | | ● | | | | |
| Transportation & Mobility - Enhance rights-of-way to join, rather than segregate, adjacent neighborhoods. | 23 | | ● | | | | |
| Transportation & Mobility - Incorporate green infrastructure into our rights-of-way and transportation network. | 23 | | ● | | | | |
| Transportation & Mobility - Incorporate pedestrian oriented elements, including street trees, pedestrian scale lighting, signage, and embedded art, into our rights-of-way and transportation networks. | 23 | | ● | | | | |
| Air Quality - Reduce greenhouse gas emissions. | 25 | | | | | ● | |
| Air Quality - Reduce individual and citywide energy consumption. | 25 | ● | | | | | |
| Air Quality - Increase mode-share for public transit, cycling, walking, and carpooling. | 25 | | ● | | | | |
| Air Quality - Minimize impact of car emissions. | 25 | | | | | ● | |
| Air Quality - Protect and enhance the existing urban forest, including street trees. | 25 | | | | | ● | |
| Air Quality - Support and promote renewable energy sources. | 25 | ● | | | | | |
| Air Quality - Encourage energy efficiency citywide. | 25 | ● | | | | | |
| Air Quality - Incorporate climate adaptation strategies into City planning processes. | 25 | ● | | | | | |
| Air Quality - Ensure local industries meet stringent environmental standards. | 25 | | | | | ● | |

Fairpark Master Plan: Completed in 2022, this plan outlines a vision for the redevelopment and enhancement of the Utah State Fairpark, aiming to create a vibrant community hub that supports events, recreation, and community engagement. The plan focuses on improving facilities, enhancing the visitor experience, and increasing accessibility through better transportation options and pedestrian pathways. Key components include the development of multi-purpose spaces, upgraded amenities, and green areas that promote outdoor activities and community gatherings. The plan also emphasizes sustainability and seeks to integrate the Fairpark into the surrounding neighborhood, fostering a sense of connection and community pride. Key recommendations include:

- Increase the Fairpark’s event hosting capacity, starting with a new Exposition Hall
- Engage the natural environment with better access to the Jordan River
- Improvements that support the growth of opportunities for new jobs, restaurants, and more year-round activity



| Fairpark Master Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|------|----------|----------------|-----------------|-------------|----------------|--------------------|
| Strengthen and diversify the Fairpark with architectural and planning strategies that make it financially sustainable | 1 | | | ● | | | |
| Enhance the Fairpark as an active and unique amenity on a local, regional, and state-wide scale | 1 | | | ● | | | |
| Increasing the Fairpark's event hosting capacity, starting with a new Exposition Hall | 2 | ● | | | | | |
| Developing White Ballfield with assets that complement the Fairpark and contribute new revenue streams | 2 | ● | | | | | |
| Reorganizing the layout of Fairpark into districts to improve the visitor experience, operational efficiency, parking, pedestrian access, and transit options | 2 | | ● | ● | | | |
| Enhancing the character of the grounds as an amenity that spurs economic growth, preserves history, and encourages higher daily use | 2 | ● | | | | | |
| Engaging the natural environment with better access to the Jordan River and landscaping enhancements | 2 | | | | | ● | |
| Conducting improvements that support the growth of opportunities for new jobs, restaurants, and more year-round activity | 2 | ● | | | | | |

| Fairpark Master Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| New Rocky Mountain Power Headquarters - Maximize customer, community, and shareholder benefit by more efficiently utilizing a portion of the site for a new company headquarters | 7 | ● | | | | | |
| New Rocky Mountain Power Headquarters -Sustainable - RMP desires to create a flagship community as an economic and ecological example for healthy urban development. | 7 | ● | | ● | | | |
| New Rocky Mountain Power Headquarters -Catalytic - The Power District should become a destination for the community, business, recreation, and leisure. Highlights should include: Greenspace, river access, retail, dining, and places for gathering. | 7 | ● | | | | | |
| New Rocky Mountain Power Headquarters - Transit Forward - A new development should facilitate a multi-modal community that is convenient and safe for bikes, pedestrians, cars, scooters, rail, and other innovative modes of transportation. | 7 | | ● | | | | |

North Temple Mobility Hub Study: Completed in 2023, this study explores strategies to enhance transportation options and connectivity by developing a mixed-use mobility hub on the corridor. The study identifies key strategies and best practices for mobility hubs, including the integration of multiple transit modes, connections and investments for light rail, buses, biking, and walking pathways, and creating a seamless mobility experience for residents and visitors. It emphasizes the importance of designing a mobility hub that is accessible and user-friendly, supporting both local and regional transit needs. Key recommendations include:

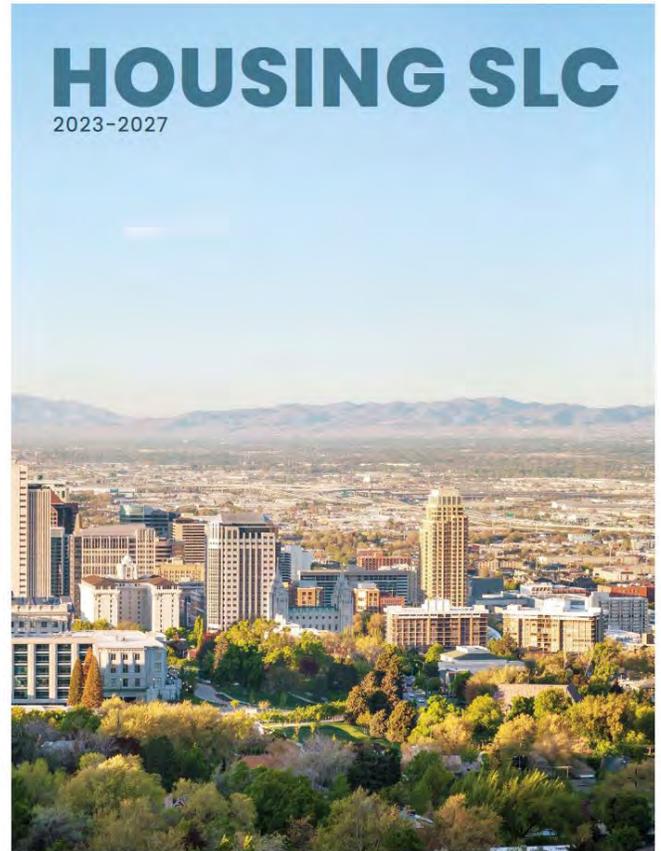
- Strengthen connections to the immediately adjacent transportation network and businesses and services
- Improve the experience accessing transit and transitioning between travel modes



| North Temple Mobility Hub Feasibility Study Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| The hub design reflects priorities determined by the community. Listen to those most affected and document transparency and responsiveness. Add new value that is easily recognizable to area residents and businesses. Make it popular from day one. | 35 | | ● | | | ● | |
| The hub design is feasible based on a current understanding of potential partners and available resources. Maintain clarity and honesty in the planning process. Set realistic community expectations. | 35 | ● | | | | | |
| The hub expands people’s ability to access daily needs and participate in the area’s economy. Advance public transit plans and priorities. Reduce mobility barriers, particularly for accessing jobs and education. Strengthen connections to the immediately adjacent transportation network and businesses and services. | 35 | | ● | | | | |
| The hub connects modes of transportation to offer more ways for people to get where they need to go. Improve available non-SOV (single occupant vehicle) trip options. Create flexibility for more and new mobility options. Provide the information needed for daily travel decisions. | 35 | | ● | | | | |

| North Temple Mobility Hub Feasibility Study Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|--|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| The hub reduces stress and adds joy for nearby residents and local commuters who use it. Plan for all ages and abilities and families. Create a welcoming space that’s easy to navigate. Improve the experience accessing transit and transitioning between travelmodes. | 35 | | ● | | | ● | |
| The hub contributes to the community’s health, safety, and quality of life . Promote active transportation and improve traffic safety . Limit air quality impacts . Support broader efforts to address social challenges on North Temple. Achieve multiple objectives with every decision. | 35 | | | | | ● | |
| The hub improves the environmental health and climate resilience of the surrounding community . Design for low-impact modes of travel and low impact development. Consider climate mitigation and adaptation strategies, including new community resources. | 35 | | ● | | ● | ● | |

Housing SLC: Adopted in 2023, this plan outlines Salt Lake City’s strategic approach to addressing housing challenges over the next five years. It emphasizes the need for affordable housing solutions to meet the diverse needs of residents, including low-income and marginalized populations. The plan includes goals to increase housing supply, promote inclusive neighborhoods, and enhance housing stability through various initiatives. Key strategies involve collaborating with community partners, incentivizing affordable housing development, and implementing policies that support equitable access to housing. Additionally, the plan emphasizes the importance of community engagement and data-driven decision-making to inform housing policies and investments. Key recommendations include:

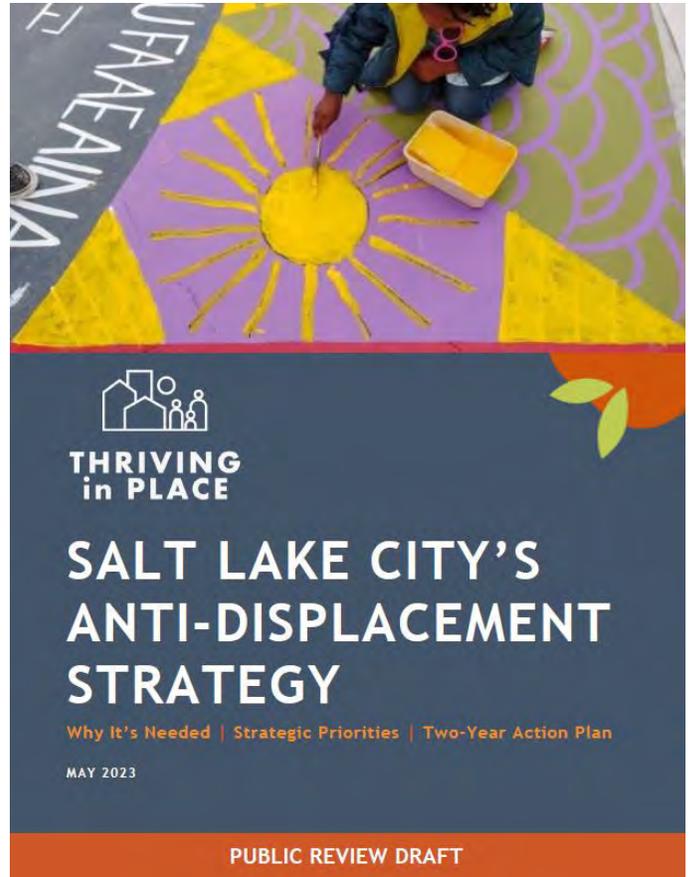


- Entitle 10,000 new housing units throughout the city, with 2,000 units deeply affordable (30% AMI or below) and 2,000 units affordable (31% - 80% AMI)
- Assist 10,000 low-income individuals annually through programs funded to increase housing stability by the City
- Provide affordable homeownership and wealth and equity building opportunities to a minimum of 1,000 low-income households

| Housing SLC Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| Make progress toward closing the housing gap of 5,500 units of deeply affordable housing and increase the supply of housing at all levels of affordability. Entitle 10,000 new housing units throughout the city. 1. Minimum 2,000 units deeply affordable (30% AMI or below) 2. Minimum 2,000 units affordable (31% - 80% AMI) | 7 | | | ● | | | |
| Increase housing stability throughout the city. A - Track, analyze, and monitor factors that impact housing stability in the city. B - Assist 10,000 low-income individuals annually through programs funded to increase housing stability by the City. C - Dedicate targeted funding to: 1. Mitigate displacement 2. Serve renter households 3. Serve family households 4. Increase geographic equity 5. Increase physical accessibility | 7 | | | ● | | | |
| Increase opportunities for homeownership and other wealth and equity building opportunities. Provide affordable homeownership and wealth and equity building opportunities to a minimum of 1,000 low-income households. | 7 | | | | | | ● |

Thriving In Place: Adopted in 2024, this plan focuses on enhancing housing stability and community well-being in Salt Lake City, particularly for vulnerable populations. It emphasizes creating inclusive, affordable housing options that cater to diverse needs, promoting policies that prevent displacement and support long-term residents. The plan outlines strategies to strengthen neighborhood connections and improve access to essential services, transportation, and public spaces. Additionally, it highlights the importance of community engagement, encouraging resident involvement in decision-making processes. Key recommendations include:

- Develop a tenant relocation assistance program to help those impacted by new development
- Invest in community land trust models and utilize publicly owned property to leverage land assets in support of long-term affordability and equitable development
- Support the creation of accessory dwelling units (ADUs) as a strategy for infill housing in existing neighborhoods



| Thriving in Place Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| "1 PROTECT the most vulnerable from displacement 1A Develop a Tenant Relocation Assistance Program 1B Adopt a Displaced Tenants Preference Policy 1C Improve and Expand Tenant Resources and Services 1D Create a Tenant Resource Center and Navigation Service 1E Help Tenants Become Owners 1F Promote Affordable Living and Better Jobs" | 20-33 | ● | | | | | ● |
| "2 PRESERVE the affordable housing we have 2A Develop and Adopt a Community Benefit Policy 2B Acquire and Rehabilitate Unsubsidized Housing 2C Invest in Community Land Trust Models 2D Address Short-Term Rentals' Impacts on Housing" | 34-43 | ● | | ● | | | ● |

| Thriving in Place Plan Goals | Page | Economic | Transportation | Zoning/Land Use | Enforcement | Beautification | Affordable Housing |
|---|-------------|-----------------|-----------------------|------------------------|--------------------|-----------------------|---------------------------|
| "3 PRODUCE more housing, especially affordable housing 3A Adopt the Affordable Housing Incentives Policy 3B Make ADUs Easier and Less Expensive to Build 3C Create More Diverse Housing Choices in All Areas 3D Utilize Publicly Owned Property 3E Prioritize Long-Term Affordability, Support Services, and Transit Access" | 44-53 | | ● | ● | | | ● |
| "4 EXPAND CAPACITY for tenant support + affordable housing 4A Develop New Funding Sources and Leverage Existing Resources 4B Define Indicators to Track Displacement and Develop Data Systems to Track Progress 4C Strengthen the City's Capacity to Enforce Deed-Restricted Housing Commitments" | 54-61 | ● | | | | | ● |
| "5 PARTNER + COLLABORATE to maximize impact 5A Form a City Implementation Team 5B Work with Partners to Convene a Regional Anti-Displacement Coalition 5C Launch an Ongoing Community Partnership to Coordinate Action + Investment in the Highest Risk Areas" | 62-65 | | | | | | ● |
| "6 ADVOCATE for tenants at the state level 6A Work to Advance Tenant Rights and Affordable Housing at the State Level" | 66-67 | | | | | | ● |