INTRODUCTION

The East Downtown Neighborhood is within the Central Community area of Salt Lake City. It is located between South Temple and 600 South and 300 East and 700 East (see Map 1). East Downtown is part of the Central City Community Plan Area, one of seven planning districts within the City.

This area is part of the oldest residential neighborhood in Salt Lake City. It is immediately adjacent to the Central Business District (CBD) and is part of the original ten acre block grid system established by the early Mormon settlers. Third South was the historic route from Emigration Canyon to the first settlement of the Salt Lake Valley and served as the primary East to West artery for entry into the valley from the East.

Salt Lake City has a long, well-known tradition of planning dating back to the original Salt Lake City Plat and the first zoning ordinance of 1927. The first master plan efforts date back even earlier to 1919. In 1942 the first comprehensive plan was adopted and in 1967 a detailed plan identified the various neighborhoods or planning districts. Throughout all these planning efforts the East Downtown Neighborhood has been identified as the medium to high density housing area and it should be preserved as such.

In recent years a great deal of pressure has been placed on the area to change from its original medium and high density residential character to commercial/office use. This pressure is felt because of its proximity to downtown, less expensive land value and its attractive setting with landscaped park strips and wide tree-lined streets.

East Downtown is part of the Central City Community Area.

Many of the older original apartment buildings and most of the lower density residential units have been removed and replaced with commercial office structures. Nevertheless, this area still exists as a viable neighborhood with 3,000 dwelling units and over 4,000 permanent residents (1989). The recent accelerated rate of erosion and demolition of housing units is threatening the residential viability and character of this area.

The purpose of this plan is to:
1. Stop the erosion of the residential character of the area of East Downtown Neighborhood.
2. Preserve and enhance the neighborhood's unique character and viability.
3. Suggest several courses of action that will develop the East Downtown as a high density residential neighborhood and create a vibrant, strong, integrated mixed use urban neighborhood or village, with a blend of residential and economic, or employment needs, and components.

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East Downtown's Future Envisioned

w envision East Downtown as Utah's premier, vibrant, diverse, and mixed-use urban neighborhood. A high density residential area that provides a wide variety of activities and opportunities in the heart of the metropolitan community.

A neighborhood where goods and services are provided and opportunities for economic development, recreational, social and cultural resources are close at hand.

Here are found structures and places of historic and architectural significance surrounded by new compatible developments where design carefully reinforces the special identity and character of the area. Small parks and playgrounds, historic medians, plazas and public art give identity and a sense of community and serve as a "magnet" to attract population of downtown residents and developments to build a diversity of housing from live/work lofts, to family room apartments, with shops, restaurants and services that they will need.

Tree lined walks, and major transportation corridors provide shade and relief that reinforce and provide safe and efficient transportation linkages. This natural setting is augmented with buildings, open spaces and streets which blend with the surrounding mountains creating a dramatic backdrop for an attractive and reasonable place to live. Feel secure and where beauty is a product of design and not an afterthought.

It is a place where human scale, natural and built features are linked together to form a unique mixed use urban village or neighborhood, with a blend of residential, shopping and economic, or employment needs and components.

Executive Summary

uring the development of the East Downtown Neighborhood Plan our goal was to address specific issues and recommendations were identified in a public participation effort sponsored by the Salt Lake City Planning Division. In many instances these issues could be consolidated into single statements. Most of these statements of concern were worked into Action Plans of the major subject areas. Generally, these issues can be condensed into the following four general categories:

1. A New Emphasis on Housing and Housing Coordination.

Salt Lake City needs a new emphasis on housing. There needs to be a housing coordinator whose responsibilities would be to work with all agencies and developers with housing plans and see that all goals and objectives to and serve as the clearing house for housing needs are met. To do this the goals of the Housing Coordination Office would be to 1) Introduce programs that preserve and enhance viable existing housing; 2) Develop new housing that will add residential population to Salt Lake City; 3) Enhance a mixed economic and cultural residential base for the East Downtown Neighborhood; and 4) Institute financing and incentive programs to accomplish these goals.

2. Improve the Design and Preserve the Character and Amenities of the East Downtown Neighborhood.

Of great importance is the improvement and preservation of the character and amenities that will support a diversified, revitalized community and make this neighborhood a place of pride and desirable environment. This can be accomplished through neighborhood character improvement such as landscaped buffers between residential and other uses, new parks and recreation facilities, improved landscaping of public right-of-ways, and the addition of pedestrian linkages to activity centers. Neighborhood identity design elements such as reestablished street medians, street parks and furniture, along with other design features will aid in neighborhood stabilization, revitalization and regeneration. There needs to be a greater emphasis on the quality of design, historic preservation and restoration of both residential and commercial structures so that they are compatible with the existing character of the neighborhood.


Economic re-centering involves the development of policies and actions by the City to reestablish the CBD as the economic, social, and cultural center of Salt Lake City.

The Stratten Apts. provide housing with historic character.

East Downtown provides one of the most important elements in this re-centering process. It is the urban neighborhood or high density residential area immediately adjacent to the CBD and provides many supportive functions and roles. In recent years, changes in population, transportation orientation and economic restructuring have pushed the economic center ofgravity to the south and east of the CBD. The result has been that parts of the East Downtown Neighborhood have become attractive for commercial activities that would be more appropriately located in the CBD. This has eroded the neighborhood's important residential function and threatens the delicate balance between the CBD and the East Downtown Neighborhood.

It should be noted that unless these current trends are changed, the residential character of the East Downtown will continue to deteriorate. Further, revitalization will not happen naturally but will require a great amount of effort from the City in adapting and establishing a policy of preserving and developing the East Downtown as a vital urban neighborhood.

4. New and Restructured Ordinances.

It is essential that Salt Lake City restructure many of its planning ordinances, especially the conflicting commercial zoning of East Downtown. Adoption of a new residential host mixed use zone to reinforce East Downtown as the urban high density mixed use residential neighborhood is necessary. New ordinances should also place a major emphasis on design, and on maintaining the character of East Downtown. It is also important that these ordinances specifically address new development. Additional efforts should strengthen and broaden historic preservation, including a proposed 900 East Historic Parkway District.

Population

Core Policy

Substantially increase the population of people living in East Downtown and provide a quality living environment that meets the needs of a culturally, economically, and socially diverse population.

The East Downtown Neighborhood in 1970 was a residential district with a population of 7,374. By 1980 it had been reduced to 6,797. The loss of population base in the East Downtown is due to demolition of housing units for new office growth, the increasing vacancy rates caused by the over building of multifamily units in Salt Lake County and the deteriorated condition of many of the housing units. Under current policies, long term population forecasts indicate continuing decline in East Downtown.

Population projections were made using several techniques. The baseline for East Downtown represents the present trend brought about by the removal of housing stock, the deteriorated condition of older apartment units and dramatic changes in the characteristics of the income levels of the population of the East Downtown. Projections also show the aging of the population and the influx of two and three member households with single member households. Following are key issues from the public participation recommendations regarding population for East Downtown:

1. An emphasis is to draw families back into the East Downtown Neighborhood by providing more 3 and 4 bedroom units and public recreational amenities, especially for children.

2. Provide viable housing for the elderly, through the protection and renovation of apartments along with a high degree of amenities, services and security.

3. Performance and public benefit rations should be developed for new office development and commercial projects with a provision for new or renovated housing that would increase the resident population. New housing units should be provided for every three new office employees and one housing unit for every five retail or service jobs.

4. A mixed economic and culturally diverse resident population of 7,000 should be reestablished in the area by the year 2010.

5. Resident median capacity or residential population should be used as a performance measurement in place of housing units, and new development should be required to replace any loss in housing units somewhere within the East Downtown Neighborhood or in immediate areas.

6. Developers should be encouraged to provide new housing units and/or older apartment restorations through tax credits or tax increment financing.

Population Age

Unlike trends in the County and the State, the elderly population in East Downtown will probably decreased. The population structure projections, by age groups (cohorts), indicates a lack of aging residents to replace them. Fertility rates in the East Downtown area are very low, and the household types that are moving to the area will not change this. Without immigration, the East Downtown will not maintain current population levels.

Employment

Most employment growth in East Downtown has been from office development. Retail sales are declining and consequently so is retail employment, indicated by a 4.1% employment to population ratio. The only sectors of retail that are growing are food services, health clubs and retail sales to business.

Under present policies and trends East Downtown office employment will grow to 6,000 by the year 2010. The employment forecasts that total employment will grow from about 7,000 in the year 1988 to over 23,000 by the year 2010. Employment of residents in East Downtown, however, projects that the labor force will approximately 200 during the next 20 years to a local labor force of 1750 employees in the year 2010.

Key issues from the public participation recommendations regarding employment are:

1. Encourage the development of a wide range of employment opportunities targeted to the residents of East Downtown and Central City.

2. Provide retail shopping targeted to community and neighborhood shopping needs, i.e., grocery stores, discount stores and other low cost stores targeted to middle and low income families. These stores should be geared to serving the resident population and providing services to the daytime employment base.

3. Promote the 34 hour population concept within the East Downtown. Encourage shared use of parking facilities requiring a 24 hour use plan in all new development which do not include on site residential parking.
Land Use Policies

According to the document, there are approximately 455 acres in the target area. The largest single land use is commercial at approximately 172 acres. The next largest acreage is transportation with approximately 143 acres. The next largest use is residential with 67 acres followed by institutional with 36 acres then 7 acres that are industrial, 5 acres utilities, 1 acre parks and recreation, and last 33 acres of vacant or uncategorized land.

Housing Conditions

- Residential: 24.3%
- Commercial: 1.58%
- Industrial: 9.29%
- Transportation: 1.24%
- Institutional: 1.42%
- Utility: 1.15%
- Parks and Rec: 33.02%
- Vacant & Uncat: 1.02%

Although land use refers to the manner or predominant use in which land is utilized, the relationship between the uses or compatibility of uses should also be considered. Office or commercial service areas generally are not compatible with residential uses. The eight-to-five pattern of office uses is not compatible with the residential character and the need for twenty-four-hour population protection to the safety and security of the residents of East Downtown.

But the Central Business District (CBD) cannot be isolated from the surrounding East Downtown (ED) Neighborhood. Safe, convenient and attractive connections to ED can be provided by special pedestrian connections. Streets which separate the CBD from the ED should receive special attention with respect to ways of blending retail/commercial development with residential development. Retail/commercial development should incorporate design elements to provide a sensitive transition between the CBD and ED.

Key land use issues in East Downtown are:
1. The City needs to develop a clear policy that promotes East Downtown as a vital urban neighborhood and change its zoning ordinance, implementation and enforcement process to reflect this policy.
2. The Planning Commission and Board of Adjustment should follow the City neighborhood plans and recommendations and refrain from diverting them from their primary issue.

The planning commission, S.L. City Council, Study Group, and Planning Commission, Redevelopment Agency are needed to develop a Public Benefits Feature Bonus Ratio program to ensure Downtown becomes a viable, creative mixed-use community.

Housing

Core Policy

Transport East Downtown into a viable urban neighborhood by providing a range of housing to meet the needs and life-style of an economically and socially balanced population. The primary issue in the East Downtown area of Salt Lake City is the provision of housing. Affordable, safe, quality housing is not only important to the residents of the area but it is essential to the overall growth and vitality of the City. East Downtown is the closest residential center to the Central Business District and provides many supportive functions. The demolition or loss of housing and the deterioration in the condition of housing units threaten to disturb this balance and the essential role that the area provides to the overall downtown and the City as a whole.

Housing Conditions

Housing units are conditioned dramatically since the 1980 Census of Housing. Satisfactory housing conditions have decreased from 38% in 1980 to 10% in 1988 (Salt Lake City Housing Department Annual Survey). Housing units needing minor repairs have dropped from 25% to 4%. Units needing major repair have increased from 2% in 1980 to 8% in 1988.

Housing Conditions 1980 1988

- Satisfactory: 2.08% 22.35%
- Minor Repair: 20.39% 17.10%
- Major Repair: 30.64% 7.00%
- Mold Repair: 32.71% 4.00%
- Sewt. Recon: 17.10% 54.25%
- 27.56%

Land Use Action Plan

Proposal For Action Implementing Entity

1. Adopt a clear policy that articulates its concern that East Downtown remain a vital urban mixed use neighborhood.
   Planning Commission, S.L. City Council
   Immediately N/A

2. Develop new mixed use zones in Residences, Shopping, and Commercial mixed use. Planning Commission
   1990 N/A

3. Establish tax increment districts in the Downtown area for housing, local infrastructure improvements and public amenities.
   Planning Commission, Redevelopment Agency
   1991 N/A

4. Develop a Public Benefits Feature Bonus Ratio program to ensure Downtown becomes a viable, creative mixed-use community.
   Planning Commission, S.L. City Council
   Immediately N/A

Land Use Projections

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential</th>
<th>Commercial</th>
<th>Industrial</th>
<th>Transportation</th>
<th>Institutional</th>
<th>Utility</th>
<th>Parks and Rec</th>
<th>Vacant &amp; Uncat</th>
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</thead>
<tbody>
<tr>
<td>1980</td>
<td>80</td>
<td>68</td>
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<td>1985</td>
<td>127</td>
<td>131</td>
<td>152</td>
<td>164</td>
<td>174</td>
<td>182</td>
<td>195</td>
<td>209</td>
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<td>1990</td>
<td>4</td>
<td>6</td>
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<td>7</td>
<td>7</td>
<td>8</td>
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<td>1995</td>
<td>5</td>
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<td>2000</td>
<td>23</td>
<td>54</td>
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<td>18</td>
<td>6</td>
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Housing Units and Vacancy Rates

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<tr>
<th>Year</th>
<th>Housing Units</th>
<th>Vacancy Rates</th>
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<tbody>
<tr>
<td>1980</td>
<td>5255</td>
<td>10.0%</td>
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<tr>
<td>1985</td>
<td>3900</td>
<td>14.0%</td>
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<td>1988</td>
<td>2057</td>
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<td>12.0%</td>
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<td>2000</td>
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<td>10.0%</td>
</tr>
<tr>
<td>2005</td>
<td>2005</td>
<td>7.0%</td>
</tr>
<tr>
<td>2010</td>
<td>2010</td>
<td>7.0%</td>
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Vacancy Rate

The 1988 vacancy rate in East Downtown was approximately 12%. This decrease from 18% in 1986. This decrease in the vacancy rate is not the result of increased occupancy but is the result of the demolition of housing units in the area. Based on this trend and under present policies, it is projected that 448 housing units will be eliminated from the area by 2010 and that vacancy rates will decrease to about 7%. It is anticipated that vacancy rates will stabilize at this level.

Following are key housing needs for the East Downtown neighborhood:
1. The first priority for East Downtown is to stop the loss of viable housing units.
2. Existing housing units have deteriorated considerably since 1980. The City should develop an aggressive housing rehabilitation and maintenance program that emphasizes upgrading and not merely preserving existing housing units.
3. The City should also provide various incentives and programs necessary to implement such a program. It should investigate the feasibility of a housing conservation code, tax in investment financing targeted for housing rehabilitation, and the use of transfer of development rights. The City should also vigorously prosecute those who neglect and deliberately let properties decay.
4. The City should establish a Housing Coordinator position to work with all housing programs and to implement the City's Housing Policy.
5. If the population of East Downtown is to stabilize or even increase, new housing units, with an emphasis on family units, must be developed using creative financing and bonus programs. The City should identify and promote infill sites for new housing particularly in the interior of blocks.

Examples of possible sites are the interior blocks between 300 South and 400 South and between 500 East and 700 East.

4. The City needs to develop incentives for banks and other lending institutions to invest in housing.
5. The City needs to establish new public/private partnerships to develop encourage housing ownership.
6. The Salt Lake City Redevelopment Agency (RDA) needs to put greater emphasis on housing projects.
7. The RDA needs to establish a new set of housing projects to 50 per cent commercial projects in this area.
8. The City should identify and encourage preservation and renewal of the old apartment units in East Downtown for rental or home ownership.

Examples of possible sites are the interior blocks between 300 South and 400 South and between 500 East and 700 East.

The City should strongly support the establishment of a Community Development Corporation which will focus efforts towards developing Housing programs.

The City should establish a new set of housing projects to 50 per cent commercial projects in this area.

The City should identify and encourage preservation and renewal of the old apartment units in East Downtown for rental or home ownership.

(See Appendix A, page 11)

The City should strongly support the establishment of a Community Development Corporation which will focus efforts towards developing Housing programs.

The City should support legislation for a Uniform Landlord/Tenant Act.

The City should support the parking lots in residential zones to essential neighborhood facilities and encourage shared usage.
Housing Action Plan

Proposal For Action Implementing Entity | Timing | Estimated Cost
--- | --- | ---
Preservation Of Existing Housing
1. Establish a Housing Coordinator to work with all housing related programs. **Comm. & Econ. Dev. or Mayor’s Office** | Immediately | $90,000
2. Develop aggressive housing rehabilitation and maintenance programs. **Building & Housing Capital Planning** | 1990 | N/A
3. Develop conservation cedes to emphasize health and safety while adding flexibility for older units. **S. L. City Council Building & Housing Planning Commission** | Immediately | N/A
4. Preserve and rehabilitate apartment units for rental or home ownership. **City & State Historical Society, Historic Landmark Commission, Heritage Foundation** | Immediately | N/A

Proposal For Action Implementing Entity | Timing | Estimated Cost
--- | --- | ---
Develop New Housing
1. Promote 550 new units for a Private/Public Partnership, a diverse economic and cultural mix. | 2010 | N/A
2. Develop incentive programs; TIF, T.D.R., Enterprise zones, tax credits, public/private partnerships, and public benefit bonuses. **Mayor, S.L. City Council** | 1992 | N/A
3. Encourage the development of family units to reestablish base population. **Mayor, S.L. City Council** | Immediately | N/A
4. Support Community Development Corporation, **Mayor S.L. City Council** | 1990 | $200,000
5. Redevelopment Agency should target 50 per cent housing and 50 per cent Redevelopment Agency commercial. | 1990 | N/A
6. Identify opportunity for new housing, block infills and redesigns, and negotiations with developers. **S.L. City Council Planning Commission** | Immediately | N/A

Neighborhood Character

Core Policy

Neighborhoods must be preserved and restored to an optimum condition that creates a sense of place and exhibits community pride. Commercial areas must be consistent and supportive with neighborhood character and development requests that might disturb this stability must be examined critically. A residential neighborhood should look and feel like a residential neighborhood with landscaping, urban design elements and utilities that enhance the environment. The residential neighborhood should have land uses that denote its residential environment. If there are conflicting uses, there needs to be special emphasis on buffers, transition zones or insulation. Design elements should be used to provide a sensitive transition between conflicting uses. Provisions must be made for the necessary services and amenities of the residential population. If special population requirements are denoted, such as East Downtown has for the elderly and handicapped, appropriate facility design should be present.

Following are some key neighborhood issues of the East Downtown neighborhood:

1. Character identification, particularly in residential neighborhoods, should include the reestablishment of medians in historic areas. Reduced street width and street park elements should be introduced in residential neighborhoods.
2. Incentives for the redevelopment of interior blocks and infill designs should be targeted for residential development. Buffering through landscaping, fencing and essential facility installations such as needed parking, must be part of the infill plan for residential projects.
3. Parking lots in residential areas should be excluded except for conditional use for churches and other neighborhood type institutions; but not to support adjoining commercial uses.
4. The R7 zone should be amended deleting offices as a conditional use.
5. Affordable, supportive retail and commercial services should be required to be in scale with the character of the existing neighborhood and should not be aimed at larger regional markets.

Neighborhood Character Action Plan

Proposal For Action Implementing Entity | Timing | Estimated Cost
--- | --- | ---
1. Develop strategies to reduce intersection widths and introduce residential design elements. **Public Works, Planning Commission** | 1995 | N/A
2. Remove offices as a use in the R7 zone. **Planning Commission** | 1990 | N/A
3. Develop a landscaping and tree planting along 200 East, 200 South and 400 South schedule for public right of way. **Parks and Recreation, Planning Commission** | 1992 | N/A
4. Require new development to reflect the character of the neighborhood and develop city wide design criteria to insure such compatibility. **Planning Commission** | 1991 | N/A

Proposal For Action Implementing Entity | Timing | Estimated Cost
--- | --- | ---
5. Establish a View Corridor and Height Limitations Ordinance to protect scenic vistas such as the City/County Building, the State Capitol and Cathedral of the Madeleine. Maximum heights should support the urban design elements of Salt Lake and views of the surrounding mountains. **Planning Commission** | 1991 | N/A
6. Establish height limitations for each of the sub areas. **Planning Commission, S.L. City Council** | 1991 | N/A
7. Install pedestrian oriented lighting. All private and public developments | ongoing | N/A
Historic Preservation

Core Policy

East Downtown is one of the most historical and unique areas of the City. The City must encourage preservation of historic and architecturally significant structures and sites.

The East Downtown area has the oldest neighborhoods in Salt Lake City, and consequently many historic buildings. Of particular importance are the old brownstone apartment buildings as well as other housing units. The large tree-lined streets and the center street medians are also historic features of East Downtown. These combine to add a special character and flavor to the neighborhood and should be preserved, enhanced and reestablished.

Following are historic preservation issues of East Downtown:
1. The 600 East corridor should be designated an Historic District.
2. Other areas in East Downtown should be investigated for designation as historic districts or conservation neighborhoods.

Historic Preservation Action Plan

<table>
<thead>
<tr>
<th>Proposal for Action Implementing Entity</th>
<th>Timing</th>
<th>Estimated Cost</th>
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</thead>
<tbody>
<tr>
<td>1. Designate 600 East as an Historic District, Historic Landmark Commission, Planning Commission</td>
<td>1990</td>
<td>N/A</td>
</tr>
<tr>
<td>2. Strengthen Demolition Ordinance, Planning Commission</td>
<td>1990</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Construct center street medians in historic brownstone apartment Salt Lake City neighborhoods, specifically on 400 East between South Temple and 600 South.</td>
<td>ongoing (per block)</td>
<td>$30,000</td>
</tr>
<tr>
<td>4. Pursue all strategies for preservation and renovation of older apartment complexes. Salt Lake City Housing</td>
<td>ongoing</td>
<td>N/A</td>
</tr>
<tr>
<td>5. Identify historic districts with monuments and signage. Historic Landmark Commission</td>
<td>1994</td>
<td>$10,000</td>
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Open Space and Recreation

Core Policy

Create a urban open space system in East Downtown that enhances visual and aesthetic qualities and creates a sense of unity. This will be achieved by building on the existing framework of park strips, historic medians and view corridors as well as providing pedestrian linkages to the Downtown area and other adjacent areas.

The high cost of land and its intense use in East Downtown makes it difficult to find suitable land parcels for large multiple use recreational areas. High priority should be placed on private and public recreational opportunities. Designs for safety and multiple use should be considered as important elements.

Open Space and Recreation Action Plan

<table>
<thead>
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<th>Proposal for Action Implementing</th>
<th>Timing</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop a park on Block #56 in conjunction with Y.W.C.A. Parks and Recreation</td>
<td>1991</td>
<td>$145,000</td>
</tr>
<tr>
<td>2. Require consideration of parks and recreation elements in all new developments. Parks and Recreation Planning Commission</td>
<td>Immediately</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Encourage multiple use of parking lots and structures for recreational uses. Planning Commission</td>
<td>Immediately</td>
<td>N/A</td>
</tr>
<tr>
<td>4. Develop street parks or reduce street widths entering urban residential Neighborhoods. Planning Commission, Public Works</td>
<td>1999</td>
<td>N/A</td>
</tr>
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Following are key opens space and recreation issues identified:

1. All new developments in East Downtown should consider open space and recreation elements in their design.
2. Elements such as parking lots, the large street setbacks, and other features should be investigated for the feasibility of recreational use.
3. Additional or required recreational uses for retail/commercial developments should not be at the expense of existing residential units, but should be accommodated on vacant land or redeveloped commercial uses including underutilized surface parking.
4. Street parks, pedestrian linkages and other open space elements should be utilized to identify urban residential neighborhoods and to discourage high speed traffic.
5. The abundance of trees and large landscaped setbacks from the street to the sidewalks are essential elements of East Downtown and should be protected and enhanced.
6. The City should adopt and regularly evaluate the Open Space element of the City master plan.
7. Consideration should be given to recreational and commuter bike paths and jogging routes, as well as other provisions made for scenic tours and related activities.
8. A park should be developed on Block #56 behind the Y.W.C.A. with an entrance on 300 East.
Public Facilities

Quality environment should be supported with essential public facilities such as water, sewer, storm drains, sidewalks, street lights and other essential features. These features need to be appropriately designed to help highlight the character and establishes the predominant uses of the East Downtown neighborhood.

Much of the East Downtown infrastructure was constructed in the early 1900s. Maintenance and rehabilitation is an ongoing problem for the City. The infrastructure along the major streets is adequate for present demands but because historically the East Downtown has had a much larger population. The major problem areas are the interior blocks and subdivisions. These interior residential subdivisions were developed around the turn of the century and are where most of the serious deficiencies exist.

Curb, Gutter and Sidewalks

In 1948-1985 improvements were made to the major blocks in the East Downtown area. A few blocks still contain the historic components of highebacked sandstone curb. While curb and gutter systems are adequate in East Downtown, serious deficiencies exist in the interior blocks such as Denver Street, Stanton and Hawthorne Avenues.

Culinary Water

The majority of water lines in East Downtown were installed prior to 1900 and many are substantiated. The City, therefore, has embarked on a major effort to replace all old iron and lead water lines with copper lines. Salt Lake City is utilizing six inch lines as the smallest minimum size to provide fire flow and pressure. Many of the major lines are of adequate size but are made of substandard materials. Many of the interior blocks have undersized standard two and four inch lines, serving interior dwellings.

Sewer

Like water, the sanitary sewer system of East Downtown is old with a majority of the sewers predating the 1920s. A large part of the system includes clay pipes with mortar joints which leak considerably. An ongoing program using video remote inspection and sealing is recommended, as is the replacement of sewer lines during construction of private and public projects.

Storm drains

The recent Mid-City Storm Drain Master Plan identifies many inadequacies in this East Downtown area. At present the possibility of flooding is probable. A major trunk line collector along 600 East to Liberty Park and major capacity expansions of 400 South and 800 South as well as expansions of collectors that feed into these main lines area are proposed.

Transportation

Core Policy

Develop an effective multi-modal transportation system that serves East Downtown and provides essential linkages between adjacent areas and minimizes adverse impacts on East Downtown’s residential character. Almost half of all daily trips made by residents of East Downtown are pedestrian or public transit trips. Forty percent of the households in East Downtown do not own cars; therefore, it is critical that improvements be made to the public transportation system. There is a serious deficiency in school time bus service, no bus service on Sunday, and no service north between 400 South and South Temple.

Most of the traffic in East Downtown is traffic moving through the neighborhood. East Downtown acts as a transportation corridor to and from the Central Business District (CBD). Any traffic modifications for East Downtown must be sensitive to the need for adequate access to the CBD.

Several streets in East Downtown are at or near capacity in peak periods. These streets are essential to the regional transportation network. These vital streets are 500 East, 400 West, 500 South, and 600 South. Other roads that are essential to the city-wide transportation network are 100 South, 200 East and 500 East.

Transportation systems developed in other parts of Salt Lake City are a major contributing factor to the conflicts in East Downtown. As the center of population and employment in the City has shifted to approximately 700 West and 500 South (economic development), increased pressure to develop offices and regional commercial activities in this neighborhood has occurred.

The wide streets throughout East Downtown are also attractive to commercial enterprises and this commercial traffic has reduced the residential quality of East Downtown neighborhoods. At present public right of way in East Downtown occupies 140 acres, with an additional 100 acres used for parking and incidental access. Therefore, one half of the land area of East Downtown is in use for transportation or parking.

Following are key transportation issues that have been identified:

1. Re-centering the economic critical mass of the City back to the CBD is essential to the residential survival of the East Downtown neighborhood. Transportation linkages to the downtown particularly for the western side of the CBD

Police and Fire / Public Safety

The East Downtown area is part of the Eastside Precinct of the Salt Lake City’s Police Department located at 200 South, 300 East.

Fire protection is provided by Fire Station #1 located on 100 South and 200 East immediately adjacent to East Downtown. It should be noted, that because of the population structure (namely the number of elderly and handicapped) of East Downtown, that extra pressure will be placed on law enforcement agencies to provide services to this neighborhood.

Following are public facilities issues:

1. The perception of crime and an unsafe environment is a major concern for the residents of East Downtown and a major impediment for prospective residents. Of particular concern is the increasing drug problem, the increased numbers of vagrants and transients, and the increase of unemploy, low-income, single occupants. Public safety, particularly in the areas of law enforcement and fire protection, are of high priority to the citizens of East Downtown.

2. Most public facilities in the East Downtown area are in adequate condition, except in the interior blocks. Public improvement should be targeted to these interior blocks where a large number of older residential structures still exist.

3. Handicapped accessibility for the elderly and handicapped individuals should be upgraded.

Public Facilities Action Plan

1. Improve and expand the existing city-wide capital improvements program, including greater public input.

2. Prioritize and schedule major capital improvement projects on a three year, five year, and long term priority basis. (Specific capital improvement projects are contained in Action Plans at the end of each section of this plan.)
Economic Development

Core Policy

East Downtown’s economy is inseparably linked to Downtown’s economy. The availability of jobs and easy access to affordable shopping is a particularly essential element of East Downtown’s mixed use urban neighborhood.

The Central Business District should be the center of Salt Lake City. However, central place studies conducted as part of the economic analysis of East Downtown indicate the area of 700 East and 500 South is more central to the population and employment of Salt Lake City. This is the primary finding of the East Downtown study and should be a matter of concern to City policy makers. Unless East Downtown is reestablished as a medium/ high density residential neighborhood and improved transportation linkages, particularly to the growing west side, are established, the prevailing economic forces of the marketplace will continue to direct economic activities into the East Downtown neighborhood.

To achieve the goal of this vital urban neighborhood careful and deliberate objectives must be pursued. The area should be considered as a integrated unit much like a village which denotes a small compact self contained unit or social and economic system, operating appropriately and supportive with other systems to maintain an overall metropolitan environment. This village concept is a popular new idea that suggests a broader concept than merely a neighborhood.

Following are key economic development issues:

1. Encourage affordable retail shopping targeted to the specific needs of East Downtown residents.
2. Promote the CBD for more high density commercial uses. Develop activities and policies to create a dynamic CBD.
3. Develop tax increment financing districts in East Downtown and target the taxes to serve as incentives to encourage residential development and revitalization and improve public amenities.
4. Encourage more effective use of land through the development of residential and recreational uses of parking lots.
5. Job creation, particularly targeted to the employment needs of the East Downtown population, is an important consideration and should be encouraged, but not at the expense of viable residential units. Greater sensitivity in the future should be given to balancing these two important considerations.
6. Develop a neighborhood identity program by designating theme tours through the diverse neighborhoods of East Downtown. This area has a history that is unique but mostly unexplored and unrecorded. The best way to build identity is to identify the theme areas and develop tours with signage to promote them.

Trolley Square is a proposed East Downtown theme area.

Economic Development Action Plan

Proposal For Action Implementing Entity Timing Estimated Cost

1. Develop Tax Increment Districts to fund residential development and revitalization, and to improve public amenities. Redevelopment Agency 1993 N/A
2. Modify City ordinances to encourage effective use of land by discouraging surface parking lots. Planning Commission 1990 N/A
3. Develop theme tours. S.L. City Council 1990 N/A

The following are proposed theme areas:

Theme 1. Trolley Square
This is the only theme in the East Downtown portion of Salt Lake that most residents of the City can identify. The old Trolley works and adjacent blocks could provide a strong historic theme to the southeast corner of East Downtown away from the CBD.

Theme 2. The Religious District
Most of Salt Lake is unaware of the diversity of religious activities found directly east of the downtown area. Much splendor and an improved image of diversity could be added to the City by tours of the churches, synagogues and public buildings in Salt Lake’s Religious District. This area is generally from 400 East and South Temple to 200 East and 600 South.

Theme 3. The Brownstones District
Two beautiful areas of the historic Brownstone Apartments era can be found within East Downtown neighborhoods. One area is at 100 South 300 East, and the other along 300 South.

Theme 4. The 600 East Neighborhood
This is an area that has historic homes and center grass medians to define it as a residential neighborhood. This district is extremely important and should be preserved and enhanced by sensitive redevelopment and refurbishment.

Theme 5. The Institutional District
This district consists of blocks on both sides of 500 South from 500 East to State Street, including the IRS/Social Security Building and City Library and Metropolitan Hall of Justice.

Theme 6. 400 South Commercial District
This is a retail/ commercial strip from 300 East to 600 East along the highly traveled 400 South corridor.

Theme 7. Mixed Use Neighborhood District
This area from 300 East to 500 East provides local services to residents of East Downtown.

Theme 8. The Corporate Utilities District
This area, an expansion of the Central Business District, has essentially become part of the CBD between 200 East and 300 East from 200 to 400 South and 300 East to 100 South.
Zoning Effects

Athough Salt Lake City has the reputation of being one of the pioneers in city planning, East Downtown has not had a firm policy concerning its direction and development. While general statements of concern about the increase in the amount of commercial activities into the high density residential areas of East Downtown were mentioned in the comprehensive plans of 1941, 1967 and again in 1974, the situation has continued to erode and no firm policy or implementation strategies have effectively addressed it.

It is understandable that in 1927 the City's first zoning ordinance zoned the area from 250 to 500 East and from 500 South to South Temple as commercial. This was the only way the City could facilitate the supportive commercial services for the high density apartment complexes being developed at that time. Eventually, 400 South became a major thoroughfare between Downtown and the University and a retail commercial strip developed along this thoroughfare.

From the 1950s through the 60s large scale office projects were intruded upon the residential uses of this area. Zoning has only served to facilitate the erosion of these areas in spite of early warnings from almost every planning effort to date.

A firm policy needs to be developed to preserve the East Downtown neighborhood from further deterioration and to assure that the whole downtown environment retains its vitality and diversity. A key recommendation of the plan is to introduce a series of mixed use zones, for East Downtown, with the primary zone being a mixed use residential/host zone with the following features:

1. Residential linkages requiring residential use in the mixed use residential/host zone.
2. Height limitations.
3. Incentives for public benefit programs.
4. A mechanism for transfer of development rights.

Additionally, a mixed use business (retail) and a mixed use office zone with string residential linkages should be also developed in the area between 400 and 500 South. Another key zoning recommendation is to remove office as a conditional use in the R-7 zone, or remove the R-7 zone entirely from East Downtown. The following is the proposed application of these zones.

Proposed Zones

- MU-RH Mixed Use Residential Host
- MU-BH Mixed Use Business Host
- MU-O Mixed Use Office
- T-C Theme Commercial

The Sub Area Plans

I

n analyzing East Downtown there are seven sub areas each having different characteristics. Each of the sub areas will be described in a proposed plan format using five general plan components.

1. Desired Future Character (future land use), which describes the future desired character of the sub area.
2. Built Form, which involves the density, height, scale, and setting of urban design elements in the sub areas.
3. Environmental Amenities, which includes pedestrian and street features including historic, public facilities, open space and recreation.
4. Movement or Circulation, which includes pedestrian, vehicle, and transit services.
5. Existing and Proposed Land Use.

Sub Area 1: Office District

1. Desired Future Character

Sub area 1 is a small area that represents an extension of the Central Business District. It is mainly along 300 South between 200 and 300 East. The area should be designated for intensive office and commercial service developments. Character of the area should include well landscaped, high rise office buildings with plazas and adequate pedestrian linkages to the Central Business District along with accommodative services such as parking and street level retailing, etc.

2. Built Form

TheVerdict urban development and built form of this area should be similar to the core or Central Business District and should provide appropriate transitions to adjoining districts.

Height: The maximum height should be no more than 14 stories or 300 feet.

3. Environmental Amenities

Development in this area should focus on a pedestrian scale at the street level with required setback and plaza areas designed at a human scale. These would include amenities for outdoor seating sheltered by plant materials or appropriate structures to accommodate pedestrian leisure activities. Ground level retail should be encouraged. Blank building walls should be prohibited, and scenic vista areas should be protected, including a view of the mountains and key land mark structures. Signage should be limited to purely informational, unobtrusive, small scale signs and should represent good commercial graphic design.

4. Movement and Circulation

Second South is a primary east/west street. Designs that impede proper circulation of both pedestrians and vehicles should be prohibited. Bus stops and loading zones should be specifically sited to avoid creating hazardous conditions.

5. Existing and Proposed Land Use (Acres)

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Sub Area 2: Brownstone-Apartment Mixed Use Area

1. Desired Future Character

The Brownstone area should remain as the high density apartment residential service district immediately adjacent to the Downtown area. This should be the primary urban neighborhood for the Central Business District. The historic apartments with their intensive landscaped, tree lined, wide streets should be retained. Commercial activity in this area should be focused on providing services to the area and not competing with the Central Business District. Center street medans from South Temple to 200 South along 200 and 300 East should be reestablished. Mixed use developments involving commercial and residential activities should be required to blend harmoniously with the existing character of the area. Emphasis should be placed on a variety of textures, colors, and shapes compatible with existing environments with a special emphasis on safety. Street level pedestrian activities should be conducive with the existing large landscaped, open space character of the area. High rise building walls should be set back
and encouraged to be terraced down to the street level. Highly reflective or metallic building materials are not conducive to the character of this area.

**2. Built Form**

Development should be primarily high density residential with pedestrian walkways and ground floor commercial activity. Any development should reinforce the unique grid layout of this area and enhance the architectural character of the area. Any development should not result in the loss of residential units or residential amenities.

Height: The maximum height should be eight to ten stories or 125 feet. The exception would be along South Temple at 55 feet and 100 South at 45 to 75 feet, the areas bordering the historic districts and the medium to low density residential areas. This height restriction is imposed along South Temple and 100 South to preserve the "feel" and vistas of this corridor.

**3. Environmental Amenity**

The primary use of this area is high density residential with a limited commercial ratio of 1 square foot of commercial use to 2 square feet of residential use. The historic architectural character of the buildings of the area should be preserved. (See Historic Preservation Appendix A, page 13). The 25 foot wide, tree-lined park strips should not only be preserved but improved to reinforce the original design character. All new developments should preserve these landscape features. The wide sidewalks that facilitate safe pedestrian activities should be preserved. Street level restaurants may choose to integrate these sidewalks into their outdoor seating areas, areas provided safe circulation is maintained. Signs should be limited to purely informational, non-intrusive, small scale and non-protruding designs and should represent good commercial graphics. Billboards and free standing signs should be prohibited. Design elements decorative in nature of the area should be required of all developments. There is a potential for a small park with frontages on both 300 South and 300 East. The YWCA building. Joint agreement with the YWCA and the City should be entered into to provide a single recreational component.

**4. Movement and Circulation**

Because of the high density residential nature of the area, pedestrian safety should be paramount. Designing that impede proper circulation of pedestrians and vehicles should be prohibited. Bus stops and loading zones should be specifically sited to avoid creating hazardous conditions.

**5. Existing and Proposed Land Use (Acres)**

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**Sub Area 3: Bryant Residential**

**1. Desired Future Character**

The development in sub area 3 should remain medium density, high quality residential with its large distinctive, late nineteenth century residential structures. Its setting on a gentle landsed slope from South Temple with wide public right of way and public tree lined streets should also be encouraged. The fast moving traffic on the wide streets is a major impediment to the residential character of the area. Street parks and reduced widths would reinforce the residential character and discourage the through route nature of some streets, which is a threat to safety in residential areas. The area should be exclusively residential in character without any commercial office uses and only existing neighborhood commercial support services.

**2. Built Form**

Development should enhance the pedestrian residential character of the area. Buildings are permitted where they are compatible with adjoining development in respect to scale, siting, use, and character.

Height: The maximum height should be two to three stories or 45 feet.

**3. Environmental Amenity**

The large historic homes in the area are a major component of its character. The 600 East Historic District should involve a large part of this area and considerations for additional historic district designations should be investigated. Landscaped buffering and pedestrian sidewalks are needed to ease the transition from commercial activities to residential uses. Plant materials should be reintroduced in the medians of 700 East. Signs and billboards should not be allowed in this sub area.

The Thomas Wimmer House is part of the Bryant Residential District

**4. Movement and Circulation**

The traffic management technique should be harmonious with the pedestrian character of the sub area. Pedestrian safety should be the primary in issues dealing with circulation through and within this sub area.

**5. Existing and Proposed Land Use (Acres)**

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**Sub Area 4: 400 South Commercial**

**1. Desired Future Character**

The existing commercial activity along 400 South should be maintained at the level and scale of existing commercial facilities which are predominantly retail, fast food, service commercial, and office facilities. The strip commercial nature of the area should be discouraged and limited to the three block area from 300 East to 600 East that has direct access.

**2. Built Form**

The present design and character of 400 South should be improved with medium scale commercial buildings to serve the adjoining neighborhoods of East Downtown and Central City. The commercial strip should be replaced with more diverse and pedestrian oriented activities with a mixture of retail, entertainment and restaurants.

Height: The maximum height should be five to six stories or 75 feet.

**3. Environmental Amenity**

Development in this area should be focused at a pedestrian scale and at the street level with required set-backs and plaza areas designed on a human scale. These would include amenities for outdoor seating sheltered by plant materials or appropriate structures to accommodate pedestrian leisure activities. Blank building walls should be prohibited and scenic vistas areas should be protected including a view of the mountains and key landmark structures.

**4. Movement and Circulation**

500 and 600 South are primary arteries between Downtown, the University of Utah and the East Bench area. It is vital that safe vehicular traffic be maintained. Bus stops should be carefully planned and sited along this major artery. Parking lot entrances and exits should be carefully designed to avoid creating hazardous traffic conditions.

**Sub Area 5: Theme Commercial**

**1. Desired Future Character**

The Trolley Square Development dominates this sub area. This unique late nineteenth century historic architectural style should be the dominant design theme for all development in this sub area including mixed-use and commercial activities. Commercial activities should be restricted to theme commercial, recreational entertainment and this sub area should not be allowed to develop into a regional shopping center. The maximum height of both commercial and residential buildings in this sub area should not exceed the existing five to six story structures.

**2. Built Form**

The development should be diverse with a lively mixture of entertainment, restaurants and retailing. The scale should predominate with low level developments which reinforce the historic character of the district.

Height: The maximum height should be 75 feet or five to six stories.

**3. Environmental Amenity**

Development in this area should be focused at a pedestrian scale and at the street level with required set-backs and plaza areas designed on a human scale. These would include amenities for outdoor seating sheltered by plant materials or appropriate structures to accommodate pedestrian leisure activities. Blank building walls should be prohibited and scenic vistas areas should be protected including a view of the mountains and key landmark structures.

**4. Movement and Circulation**

500 and 600 South are primary arteries between Downtown, the University of Utah and the East Bench area. It is vital that safe vehicular traffic be maintained. Bus stops should be carefully planned and sited along this major artery. Parking lot entrances and exits should be carefully designed to avoid creating hazardous traffic conditions.
5. Existing and Proposed Land Use (Acres)

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Sub Area 6: Summer Residential

1. Summer Residential

The Summer Residential area is the northern portion of the larger central city neighborhood area which extends to approximately 500 South. In recent years this sub area has seen intrusions by commercial and office activities. The area is impacted significantly by the major transportation arteries of 500 and 600 South. There should be no further erosion of the residential character of this area. The north/south streets should be redesignated with street parks, reduced widths, and the maintenance of the 600 East roadlanes. A balance of residential development—low, medium and high density, should be maintained. Special efforts should be taken to support and encourage interesting infrastructure such as parking and subdivision particularly along Deer Street, Hawthorne Avenue and the Stanton Avenue area. The Towne Park development is a good example of high density housing with good design, security and amenity sought for this area.

2. Built Form

All development should conserve and enhance the residential character. Existing school building structures are permitted and all development should be compatible with the scale and setting of the existing low to medium density residential character. Height: The maximum height should be 35 feet or two to three stories. In general, street wall setbacks should be a minimum of 35 feet or two to three stories.

3. Environmental Amenities

Increased emphasis should be placed on landscaped and other buffering. Interior block redesign to ease the transition from less compatible to residential uses in recent years is strongly recommended. The 500s between 300 South and 600 South and 600 East, should be rezoned to residential. Public facilities, such as sidewalks, curb, gutter, tree planting, and utilities should be upgraded in the interior blocks.

4. Movement and Circulation

The major conflicts are between the residential uses and the high volume traffic on 500 and 600 South. The State Route 24A, or locally known as 600 South and 600 East, should be rezoned to residential. Public facilities, such as sidewalks, curb, gutter, tree planting, and utilities should be upgraded in the interior blocks.

5. Existing and Proposed Land Use (Acres)

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Sub Area 7: Mixed Use Retail and Commercial

1. Desired Future Conditions

This mixed use area extends from the City County Complex east to the Trolley Retail area and is characterized by a mixture of office buildings, commercial, retail, and state and federal agencies and the City/County complex. The ground level parking lots in this area should be targeted for mixed-use projects to maximize the value of the land with parking provided in a well designed structure interior to the blocks. Further development should include consideration of medium density residential units in combination with retail and commercial uses. Mixed use projects should be developed together with public benefits such as pedestrian linkages, plazas and other facilities designed to facilitate art and the performing arts. Larger building sets backs, attractive architectural style and other provisions are required. Street level pedestrian oriented landscaping is vital to preserving the environment for its various uses. Plazas, footpaths and pedestrian malls linking existing and future uses should be required.

2. New development in this sub area should have a significant residential strategy either: (a) residential uses in the development or (b) through the use of transfer of development rights, developing new residential units in the East Downtown or Central City area in conjunction with commercial development or (c) utilizing tax increment financing for the residential improvements such as the CDC or other efforts designed to improve housing and the residential environment of East Downtown and the adjoining Central City.

A properly scaled neighborhood or Community service/retail shopping area should be appropriate in this area. However, this should not be a regional center (See Appendix B, page 1) designated for both neighborhood and commercial retail centers). It should be developed as a mixed used project involving a combination of uses and densities specifically tailored for the residential needs of East Downtown and the adjoining Central City.

Trolley Square Development has a distinctive architectural character. This historic design coupled with the new proposed 600 South Historic Parkway District should guide development in this mixed use retail/commercial area.

3. Built Form

Development should be low to medium intensity with a mixture of residential, commercial and retail compatible uses. Commercial activities should strengthen the residential amenities and provide convenient activity sites for the district population.

4. Movement and Circulation

300 and 600 South should continue as the primary transportation arteries between Downtown and the East Bench area. It is vital that a main Durch traffic arterial be maintained. Bus stops should be carefully planned and sited along this major artery. Parking lot entrances and exits should be carefully designed to avoid creating hazardous traffic conditions. Signs should be limited in all areas and be unobtrusive and sensitively designed, scaled and located to preserve the character of the area.

5. Existing and Proposed Land Use (Acres)

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<tr>
<th>Land Use Type</th>
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<th>Proposed</th>
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<tr>
<td>Gen. Commercial</td>
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<td>Low Density Resid.</td>
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<td>Vacant</td>
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Implementation Strategy

The concept of East Downtown as an urban neighborhood appears to be almost unanimously accepted by the neighborhood or residential advocates who are considering the alternatives. Even the economic realists and developers are beginning to catch the vision. However, that direction in making East Downtown a success is a very critical test of "market conditions" and the ability of a vital and diverse urban neighborhood in more effectively linked to the downtown work or "What is stopping the urban neighborhood from working naturally?"

In many of our discussions there appears to be a concern over "market conditions" and the potential needed for this urban neighborhood. Some are concerned that we may not succeed in transforming this area into a real neighborhood until we need to look at the market conditions. It is due to a market condition in which most of the land between 300 East and 600 North is zoned commercial or R7? No! We suggest you then need to have a zoned existing use creating a false market condition and has frustrated the ability of the residential character of this area. We need to look realistically at the whole situation and realize East Downtown exists today because of both the political and market conditions that have been made. Furthermore, the successful strategy for achieving what we desire must involve both. We need a real vision of the future of both (1) Political policies and (2) Wise decisions that are market driven.

What makes this urban neighborhood? It is the wise application of both political and economic decisions. It is a place where people can live and work (this means jobs, not just exporting the economic potential but benefiting from it as well). An environment where residents can play, shop and feel safe and secure. Further, this urban neighborhood would be a place where residents would have access, probably greater than any other area, to a diversity of social, cultural, and economic activities. In biology this type of integrated system is called an ecosystem. In an urban environment we choose to call it an Urban Neighborhood or Village where economic, social and cultural components in the system operate to perpetuate it.

How do we implement this concept? In the various sections of the report there are specific action plans which are important. They include time frame, estimated cost, implementation agency and are to be considered an intricate part of the implementation strategy.

The following seven specific strategic objectives are proposed to focus and prioritize the implementation strategy.

1. Mixed Use Zones: The city should adopt a series of mixed use zones, the primary one being a residential host zone, the others dealing with retail and office mixed uses. These zones would include the following features: strong residential linkages, height limitations, incentives for public benefit bonus programs and a mechanism for transfer of development rights.


3. Adopt 600 East Historic Parkway District and list all Brownstones on the City Register of Cultural Resources.

4. Establish a Housing Coordinator for the City to work with the newly formed CDC and all other housing related programs in developing financing and other mechanisms, especially for new housing development and redevelopment, with a major emphasis on adding population to the City.

5. Transportation Linkages: Improved transportation linkages are needed to Downtown, particularly for the west side of the CBD. This will provide improved access to the growing western part of the City and also reduce congestion on traffic pressures in East Downtown. Improved north/south bus service from South Temple to 400 South is also needed.

6. Economic Development: Develop a full gallery of economic development strategies, particularly, targeting existing districts and revolting loan funds in East Downtown that support residential development at the residential and commercial level, development and job creation, public amenities and neighborhood character enhancement. Also, encourage affordable housing in shopping center locations. Specific needs of the East Downtown residents with the consideration of potential jobs for Central City citizens.

7. Market East Downtown as a vital Urban Neighborhood or Village and encourage both public and private investment through public and private amenities such as: safe neighborhoods, good schools, availability of a variety of employment opportunities, convenient and affordable shopping, recreational, social, cultural and art facilities.
Acknowledgments

East Downtown Neighborhood Plan

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