



February 3, 2022

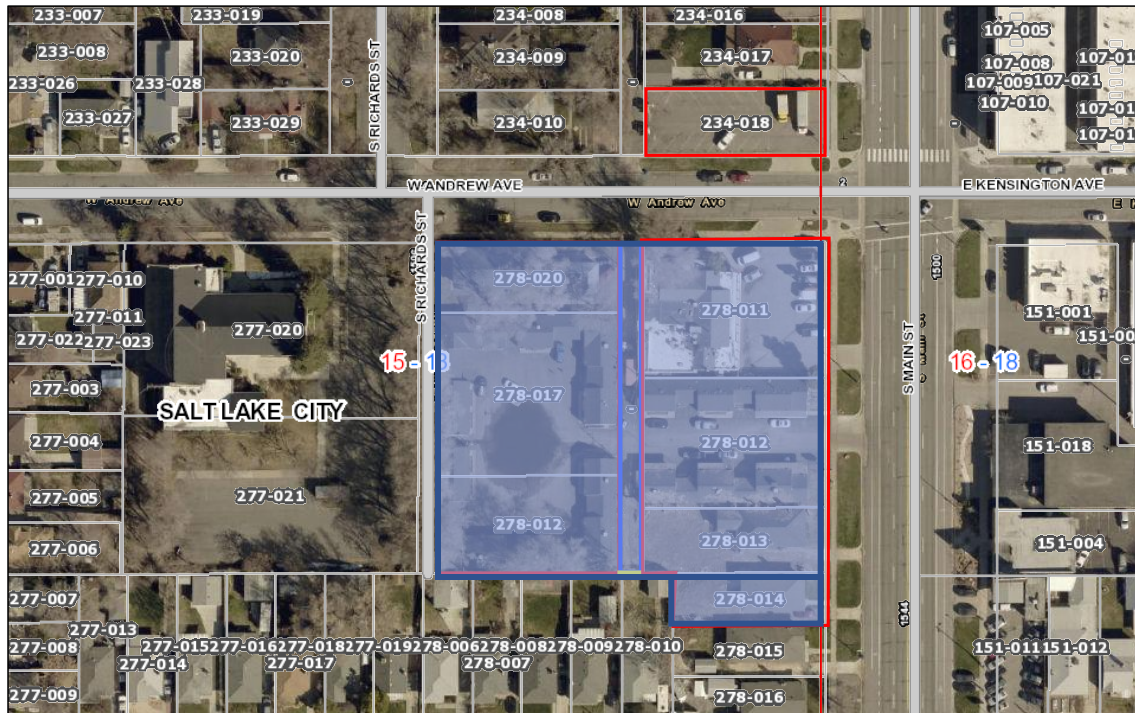
**RE: 1) Zoning Text Amendment; 2) zoning map amendment; and 3) master plan amendment for 1550 South Main Street Assemblage**

**Summary**

- Urban Alfandre (UA) is the contract purchaser of an approximately 2 acre site with direct frontage on Main Street and Andrew Avenue (exact parcel numbers shown below).
- UA is requesting to re-zone these parcels from CC to FBUN-2 and to be listed in Table 21A.27.050.C as a property that can achieve up to five stories and 65' in height, with a voluntary development agreement to add off-street parking within the building and massing that is sensitive to the adjacent parcels and neighborhood.
- We believe FBUN-2 parcels that are listed in Table 21A.27.050.C is the appropriate zone for the following reasons:
  - The height of the proposed zone (65 ft) allows for maximum flexibility to achieve the following design goals: 1) add sufficient off-street parking in the building; 2) design ground floor retail with appropriate height;
  - It is where we should be adding density – located within a 10 minute walk to the 1300 S TRAX station which allows residents to enjoy transportation optionality and not be dependent on a car
  - It conforms with the proposed Ballpark master plan of activation, retail, and density near transit and on major corridors
- The current CC zone limits the height of our intended use to 45 ft which is insufficient for off-street parking and retail on the ground floor.
- The current use of the Main Street Motel is one that brings significant and recurring crime to the neighborhood. The neighborhood stakeholders have all expressed strong desire to see this use go away. Our intended use of a mixed-use residential and retail building will activate the street and help make the entire neighborhood safer.

## Report

We are pleased to submit this application to amend the current zoning from CC to FBUN-2 with additional height at the properties highlighted below in blue, located at approximately 1550 S Main Street, which is currently the Main Street Motel.



The parcel numbers are: 15132780200000, 15132780170000, 15132780120000, 15132780110000, 15132780120000, 15132780130000, 15132780140000 and the city-owned alley bifurcating these parcels.

The purpose of this amendment is to redevelop this blighted, crime-ridden property into a mixed-use project that would add housing not typically found in this neighborhood and neighborhood-scaled commercial to this portion of Main Street, a major commercial thoroughfare, just blocks from downtown and a ½ mile to the Ballpark TRAX.

A description of the proposed use of the property being rezoned is as follows:

Our vision for this property is to rezone it from Commercial Corridor (CC) to FBUN-2 Corner Lot for the following reasons:

- 1) Proximity to TRAX and location on a prominent corner of Main St — a major corridor connecting into downtown. This property is within a ½ mile from the Ballpark TRAX stop, categorizing this location as a Transit-Oriented Development (TOD). The following are benefits of successful Transit-Oriented Developments:

- Create compact development within an easy walk of public transit and with sufficient density to support transit ridership
- Establish a hierarchy of transportation which places the pedestrian first, bicycle second and auto third.
- Create active places and livable communities that service daily needs and where people feel a sense of belonging and ownership.
- Incorporate retail into a development if it is a viable use at the location. Ideally drawing customers both from both the TOD and a major street.
- TOD strengthens urban development but also helps manage future regional growth by encouraging growth to occur where the existing infrastructure is best suited to address it. The benefits of this type of development include:
  - More residents living close to commercial areas to support a strong, local oriented economy.
  - This reduces the overall cost of development and reduces negative environmental impacts on air and water quality while creating community oriented public places.
- By optimizing land use and accessibility, Transit-Oriented Development decreases traffic congestion, improves air quality and public health, lowers the cost of living, and makes opportunities more accessible. (<http://tod.org/>)
- Encourage the stabilization and revitalization of existing neighborhoods, as new uses are designed to support existing neighborhood characteristics
  - The stabilization of these parcels is an important part of making this neighborhood safer to walk and take transit.

- 2) To add density and a mix of uses, in an appropriate scale, that contemplates future growth of adjacent properties within the current zoning. Five-story, well designed mixed-use buildings which are massed correctly, are appropriate for these parcels which are situated on a prominent corner of Main Street which is a major commercial corridor connecting the densest part of downtown, which is just a couple blocks away, to the heart of the Ballpark neighborhood.

The neighborhood recently went through a zoning change to preserve single family homes on the interior streets to accommodate more density on the main corridors of Main Street and 1700 South. This proposal is compatible with this neighborhood objective.



(Image 1)

Image 1 shows the transition of Main Street from Downtown, where our City's densest buildings are found, just a couple of blocks north, to past 2100 South and the start of South Salt Lake. FBUN-2 will serve as a transition zone of gentle density between Downtown, the Ballpark Area which will become much more dense, according to the Ballpark Area Plan (Draft), and downtown South Salt Lake.

The purpose of a Transition Area as described by the Salt Lake City TOD Documents is:

- to provide a moderate level of land development intensity that incorporates the principles of sustainable transit oriented development. The transition area is intended to provide an important support base to the core area and transit ridership as well as buffer surrounding neighborhoods from the intensity of the core area. These areas reinforce the viability of the core area and provide opportunities for a range of housing types at different densities. Transition areas are generally located within a one-half (1/2) mile from the station platform, but may vary based on the character of the area. Transition areas typically serve the surrounding neighborhood; include a broad range of building forms that house a mix of compatible land uses. The minimum desired density is ten (10) dwelling units per acre. Commercial uses may include office, retail, restaurant and other commercial land uses that are necessary to create mixed use neighborhoods. Commercial uses can be clustered around intersections and along block faces to create neighborhood nodes.

The zoning along this portion of Main Street is currently Commercial Corridor which allows up to 45' in height through a Planned Development approval. With the growth trajectory of our city and the lack of housing options it is only a matter of time before adjacent properties are redeveloped to 45'.



- 3) Extra height creates more livability and housing opportunities: The current CC zoning allows up to 45' through a Planned Development process. A rezone to FBUN-2 Corner Lot is only one story taller than what is currently allowed, however, the extra story and height allows for much more flexibility to add more housing types not typically found in this neighborhood, adequate onsite parking, and ground floor commercial with the appropriate ceiling heights to attract desired local retail tenants, while also creating a vibrant pedestrian experience.



(Slate, a project our team developed in the Central 9<sup>th</sup> neighborhood in the same FBUN-2 zone, has off-street parking and appropriate ceiling heights for ground floor active commercial space

The current zoning of CC isn't the best fit for this portion of Main Street for the following reasons:

1. A maximum height of 45' doesn't allow the flexibility to add a material amount of housing units not typically found in the neighborhood, with proper ground floor ceiling heights for commercial space and provide enough off-street parking.
2. Setbacks are much larger than the east side of Main St causing an irregular urban wall and public realm.

This zoning amendment will achieve the 'Central Community's Master Plan' vision by:

- 1) Creating more livable communities and neighborhoods through the appropriate transition of multi-family housing and mixed land uses in designated areas
  - a) This zoning amendment would achieve this by redeveloping this detrimental use into a multi-family, mixed-use project on Main Street, which is a major thoroughfare for automobiles, but also denser multifamily housing and commercial space, which would also make this neighborhood more livable for a wider range of people.

- 2) To have pedestrians use transit and walk comfortably to services, shopping and recreational opportunities.
  - a) It is important to leverage parcels on major thoroughfares to create smart density to support TRAX and BRT transportation systems. This site is a 10 minute walk to the 1300 South TRAX stop and is considered a transit-oriented site. This zoning amendment is appropriate to this location and will achieve city-wide master plan, housing and TOD goals by redeveloping it in a mixed-use, contextually sensitive way that promotes walkability and vibrancy along a major commercial thoroughfare just blocks from downtown.
- 3) To increase pedestrian accessibility by creating housing that supports the employment center of the downtown area.
  - a) Leveraging this location, which is a 10 minute walk to TRAX, through creating more housing will increase pedestrian accessibility and transit accessibility that will support the employment center of downtown.
- 4) An enhanced built environment that encourages employees to work and live in the Central Community
  - a) Adding housing types not typically found in this neighborhood, in a mixed-use setting, that creates a more vibrant and walkable streetscape, while providing more services within walking distance, creates a vibrant built environment which will attract more people to live and work in this neighborhood.

This zoning amendment will achieve Salt Lake City Housing Affordability Priorities by:

- 1) Removing barriers which limit housing density, prohibit needed housing types or create excessive developer burden.
  - a) This zoning amendment would achieve this by redeveloping this detrimental use into a multi-family, mixed-use project on Main Street and provide units that are not typically found in the neighborhood.





The above photos of recently delivered projects, Moda on Main and The Edith, which are larger townhome units, comprise most of the new housing stock in this neighborhood. The rezone would allow for something different — more efficient residential units above ground floor retail, which will deliver a more varied housing stock to the neighborhood.

- 2) Support the development of new or underutilized housing types that meet the unique needs of the City's diverse population and improve housing choices into the future.
  - a) The proposed rezone would provide more housing types not typically found in this neighborhood and in so doing, increase housing choices for a wider range of people in this neighborhood.
- 3) Promote transit-oriented development, walkable communities and models that decrease the need for cars or parking stalls.
  - a) Leveraging this TOD site into a mixed-use project that increases the walkability of Main Street would accomplish this Priority.

### **Ballpark Area Plan (Draft)**

- While we understand that the Ballpark Area Plan has not been officially adopted yet, we believe it's important to plan for the future. This project is in the 'Main Street Character Area' of the recently released draft Ballpark Station Area Plan, of which is defined by the presence of small local businesses, a generally pleasant pedestrian and bike environment, and medium-density residential buildings. New development should focus on maintaining the scale, walkability and bikability of the neighborhood.
  - This project will implement the intent of the Main Street Character Area by:
    - Creating ground floor commercial space for local businesses
    - Creating a vibrant pedestrian experience through activation and design including:
      - Street trees
      - ADA accessible
      - Human scaled building frontages

- Pedestrian level street lighting
- Store fronts, office windows, and windows on homes facing the street
  - Enhancing the walkability and bikability of Main Street through design, gentle density and a mix of uses.
- The Ballpark Area Plan (Draft) also calls out for reduced setbacks on the west side of Main Street to be equal with the setbacks on the east side of Main Street to create a more uniform urban wall and public realm.

Our team is interested in executing a Development Agreement with the City to ensure the public benefits of off-street parking, human scaled street frontages and ground floor commercial space are incorporated in the new project.

This request, if approved, will amend the zoning map, future land use map in the master plan and amend the text of the zoning ordinance.

Kindest regards,



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The above is a precedent image to show an example of street activation and sensitivity to massing.