



Application for Master Plan Amendment – Project Description

Address: 1815 + 1791 S State Street

118 + 120 E Coatsville Ave

Salt Lake City, Utah 84115

Proposed Master Plan Amendment

This is a request for a future land use amendment for the four parcels located at 1791 and 1815 South State Street and 118 and 120 East Coatsville Avenue. Currently, 1791 is designated as Community Commercial. 1815 is split-zoned as Community Commercial along State Street and its rear parking lot is designated as Low Density Residential. Both parcels on Coatsville are designated as Low Density Residential. We request that these parcels be amended to High Mixed Use to allow for a denser, more urban development pattern.

Master Plan Amendment Purpose

The requested change is in conjunction with a request for the parcels to be rezoned to Residential Mixed Use (RMU). These changes will better integrate the residential interests and commercial potential of the site. The consolidation and updated land use designation of said lots would rectify the existing split-zoning and establish a more natural boundary between the commercial and residential areas. The parcels being divided into differing zones - and the fact that the residences have commercial uses both to the side and behind them - creates unfavorable conditions for both properties and contribute to their disrepair and abandonment. Our belief is that the High Mixed Use land use would promote “population growth and stability by providing opportunities for housing, mixed-use development and appropriately scaled commercial developments while stabilizing existing neighborhoods.”¹

High Mixed Use land use would allow for the consolidation and redevelopment of said lots into a new mixed-use complex (referred to hereinafter as Maven State). Maven State will combine much needed housing with small commercial retail space, restaurants and collaborative office space. The complex will consist of two primary structures, one being the adaptive reuse of the abandoned furniture store into a mixed commercial/office space serving makers, artists and other creatives. The other will be a new apartment building with ground floor commercial space which wraps the existing building, creating large outdoor plazas for dining, markets and events.

The Maven State development is a joint venture by ColMaven LLC, a partnership between Colmena Group and Maven. Colmena Group is a Salt Lake City based development company that supports the

¹ State Street CRA Plan

City's Life on State plan. Colmena wants to bring more residential and commercial uses to State Street. Maven's mission in Salt Lake has been to build accessible retail and office spaces for under-represented founders. Maven attracts mostly first time entrepreneurs and believes in removing as many barriers to entry for this population as possible. Small starter offices and retail options ranging from 100-2000 sf is our target. This mission has grown Maven from a single property to a thriving community of 70+ locally owned businesses, 75% of which are female owned.

This partnership was born from a mutual desire to serve small business owners, and a shared vision of the tremendous potential at this site. Our intention is not only to develop these properties, but to create a node within Salt Lake City; a place for community members to work, live, and play. We prioritize development that breathes life into neighborhoods and entices public engagement. We emphasize great urban design, architecture and inclusivity.

The objective of the land use amendment is to better align the redevelopment potential of this site with the City's vision as expressed in its planning documents and master plans. This analysis is based upon four main documents which collectively portray the future intent for the area. These include the Central Community Master Plan (2005), Plan Salt Lake (2015), Life on State Plan (2018) and the Community Reinvestment Area Plan (2022). Two of these are officially adopted city Master Plans, one is not officially adopted but is a visioning document specific to this street, and the fourth is the documentation creating an RDA community reinvestment area for State Street. The evolution of these documents traces the history of the City and its growing awareness of both the condition and importance of State Street.

- The Central Community Master Plan emphasizes a need for growth, while protecting the character of residential areas². The plan also treats the two sides of State Street as separate entities, with one side a part of the People's Freeway neighborhood, while the other is part of the Liberty Neighborhood.
- The vision for Sustainable Growth & Development laid out in Plan Salt Lake recognizes the tremendous growth pressure on the city and emphasizes Placemaking, Density and a Diverse Mix of Uses as essential to a balanced expansion.³
- The Life on State Plan presented in 2018 recognizes that "decades of change and benign neglect have compromised this in many stretches, but a spirit of revitalization and preservation, as well as a booming economy, are driving a call for elevating State Street's role in the region."⁴ It recognizes the cultural prominence of State Street, and highlights the importance of viewing it as a region in its own right, rather than just a transitional border between neighborhoods. It also recognizes the tremendous potential and untapped resource of State Street.
- The recently adopted Community Reinvestment Area Plan is the City's most recent endeavor to rehabilitate State Street, representing the needs and desires of various community

² Central Community Master Plan

³ Plan Salt Lake

⁴ Life on State

stakeholders. The CRA Plan speaks clearly to the hopes of current residents, and shows tremendous support for the renovation of derelict structures, increased housing, pedestrian-friendly commercial space, and neighborhood revitalization.⁵

There are four recurrent themes throughout these documents that pertain to this Master Plan amendment: Housing, Commerce, Equity and Placemaking.

Housing

State Street is ideally positioned to help alleviate some of the extreme housing pressure on Salt Lake City, but remains under zoned for multi-family use. The scale, prominence, infrastructure and public transit along State all support greater housing density, but only 3% of the area between 500 and 2100 South from Main Street to 200 East is zoned for Multi-Family residential, with an average density of fewer than 4 housing units per acre⁶. Maven State's thoughtful design will improve State Street, integrate with existing public transit and create a more pedestrian friendly, walkable neighborhood.

Commerce

The large-scale retail that dominates State Street conflicts with the residential character of the surrounding neighborhood. It increases auto traffic, discourages walkability, and focuses on regional commerce rather than offering goods and services to the immediate community, and promoting locally owned businesses. It emphasizes single purpose retailers and large surface parking lots, which are only active for short periods of time throughout the day.

High Mixed Use land use creates a more urban development pattern, blending residential and commercial interests. It promotes mixed-use developments with retail on the ground floor, or interspersed throughout. These types of shops and services offer community amenities and create jobs in the service, creative and professional industries. They also create ecosystems which are active at all times of the day, contributing to the street life and vibrancy of the neighborhood.

The success of the existing Maven District attests that small accessible spaces for small businesses to grow is a key element to successful mixed-use development. Maven State offers space to live, space to work, space to create, and space to sell. The development will lease to small local businesses and artisans, with an emphasis on artists and makers. We see this site as a base for Salt Lake's creators and brick and mortar business owners to achieve their goals and contribute to the local economy.

Equity

Equity is a crucial component to the successful growth of our City and touches on every aspect of development and design. It includes a commitment to affordable housing by providing equitable living opportunities; improving safety and livability; utilizing existing infrastructure where possible; and sensitivity to the rights and character of existing communities.

A High Mixed Use land use would help realize these ideals, providing new affordable housing, business opportunities, and improving the quality of life for current residents. Taller, denser housing leads to

⁵ State Street CRA Plan

⁶ State Street CRA Plan

more cost-effective construction typologies and economies of scale; In turn, this leads to less expensive housing costs. In addition, Maven State will contribute greatly to its immediate neighbors and the surrounding community. It will offer new amenities and dining options to existing residents, while creating a beautiful, walkable space. The site encourages public interaction through public art, events and interesting architecture. Public safety will be improved with the greater foot traffic, and the rehabilitation of existing nuisance properties.

Placemaking

There is a clear desire for State Street to be a signature street, a symbol for Salt Lake City, but existing land use, height restrictions, and neglect have instead made it notorious. Placemaking is a delicate task - blending history and character with possibility, while injecting a new spark of life. We see this block as the seed to grow a new artistic commercial district and a challenge to others to raise the bar for development, community resource and public art. A space for artists and those perfecting their craft is exactly what is needed to liven up a stagnant portion of State Street in a way that community members can feel safe and welcome.

Maven State will be a retail destination, and bastion of the arts, helping State Street to reclaim its erstwhile place as the signature street of Salt Lake City. It will create new homes, new businesses and new spaces to be in community, all within the neighborhood. It will integrate green space, outdoor plazas and local art installations to complement the existing neighborhood.

Conclusion

Our core belief is that through transforming existing spaces we can improve the viability of a neighborhood, honor its history, and create space for the people who make our community vibrant and unique. State Street has long remained an underutilized asset of Salt Lake City and is ripe for renewal. A High Mixed Use land use designation at this location could integrate the commercial and residential interests in the area, to the benefit of all. It would help rehabilitate a rundown, unsafe block while bringing outdoor space, fresh businesses and housing to an area of State Street brimming with opportunity.

Declare why present Master Plan Requires Amendment

- The adopted Central Community Master Plan treats the East and West sides of State Street as separate entities, instead of a unified whole.
- Existing zoning has contributed to this prominent site remaining abandoned for 20+ years.
- State Street has the utility and transportation infrastructure to support high density residential development, which is currently limited by the land use.
- Community Commercial land use does not address the urban design impact of those portions of State which are located between sprawling campus complexes (O.C. Tanner, SLCC, Salt Lake County Building).

- Residents and business owners identified State Street between 1700 S and 1900 S as the number 2 priority for redevelopment in the area.⁷
- The Life on State plan analyzed the zoning on State Street and found that it is “too permissive, allowing low-intensity, less urban styles of development.”⁸ Maven State would support a more dense, urban development pattern.
- Suggested amendments to the zones along State Street include increased building height limits and removing front and side setbacks.⁹
- The existing land use limits building heights to 30’, which is insufficient for the project’s proposed density and ample parking. Directly across the street, the max height is 90’. RMU zoning on the East side of State Street will allow for a more consistent development and design pattern for this area.
- Though the adjacent parcels to the east are a low density residential zone, the scale of State Street itself makes higher building heights appropriate. State Street is 130’ wide, while RMU heights are 75’. This width to height ratio is more appropriate for a more urban context, and pedestrian experience.

Land Use Map

The affected parcels are listed below:

Parcel 16-18-306-001	1791 S State Street
Parcel 16-18-306-028	1815 S State Street
Parcel 16-18-306-006	118 E Coatsville Ave
Parcel 16-18-306-007	120 E Coatsville Ave

There is no amendment to the Master Plan text

⁷ State Street CRA Plan

⁸ Life on State Plan

⁹ Life on State Plan