



# **BALLPARK**

## **STATION AREA PLAN**

Prepared by Salt Lake City in partnership with Wasatch Front  
Regional Council and the Utah Transit Authority

# ACKNOWLEDGEMENTS

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# EXECUTIVE SUMMARY

Salt Lake City's Ballpark Neighborhood is home to several community assets including the Smith's Ballpark, home to the Los Angeles Angels AAA ballclub – the Salt Lake Bees, the Ballpark light rail station, several social service agencies, and the nearby Salt Lake Community College downtown campus. Throughout its history, the neighborhood has been home to the Ballpark at the corner of Main Street and 1300 South. Baseball has been a cornerstone for this area for more than 100 years. In 1993, Salt Lake City partnered with Salt Lake County and private entities to construct a new field and ballpark stadium to replace the structure that was originally built in 1915 and reconstructed in 1947 after a fire. The 1993 rebuild provided a state-of-the-art minor league stadium. A refresh and update of the stadium to current standards is now required.

The Ballpark Neighborhood is adjacent to downtown, diverse, and growing. The area, which until recent years, was characterized by older, affordable single-family neighborhoods, light industrial uses, and big box stores is experiencing considerable development pressure. The pressure is expected to increase as Salt Lake City's population and employment base continue to grow.

The neighborhood includes several major transportation, transit, and emerging trail corridors that connect the area to downtown, the rest of the city, and the region. The area benefits from proximity to downtown. Because of development pressure and the presence of regionally significant transportation infrastructure, Salt Lake City's Transportation Division sought and received a Transportation and Land Use Connection grant from the Wasatch Front Regional Council in partnership with Utah Transit Authority, to complete this station area plan. The planning area, referred to throughout the plan as the "Station Area," is between 900 South and 1700 South and State Street and I-15.

The purpose of the plan is to explore options to further integrate the Ballpark with the neighborhood, evaluate the transportation network and identify opportunities to improve transportation choices for the community, and take advantage of existing amenities and current development pressure to position the neighborhood for the future. Improved transportation choices include improved bus operations and circulation at and near the Ballpark TRAX station. The plan also recommends improved pedestrian and bicycle connections near the TRAX station, the Ballpark, and throughout the surrounding neighborhood to further improve the transportation network, better integrate the Ballpark and station into the neighborhood, and enhance livability as new development occurs.

Plan goals, strategies and recommended actions were identified through a nine-month process that began in December 2020 with the launch of a website and interactive map

in English and Spanish to generate input and ideas from the neighborhood and other stakeholders. Community engagement was ongoing throughout the planning process and included in-person, small group, and stakeholder meetings. The process also included the following studies:

- Existing conditions analysis
- Highest & best use analysis
- Case study analysis

The planning team and steering committee identified several key areas of focus for the plan.

## GROWTH & TRANSFORMATION

New residential development in the Station Area has increased significantly and is occurring throughout the area. Former industrial, commercial, or low-density residential parcels are quickly becoming mid- to high-density residential developments. This new development has increased the density of the area and added hundreds of new housing units without adding additional services and amenities to the neighborhood. This is particularly pronounced west of the TRAX line where previous land uses – light industrial, flex uses, and big box retail did not attract investment in sidewalks, trails, or neighborhood level retail and services. This is also true along 1300 South where auto-oriented uses are transitioning to higher density uses to take advantage of the TRAX station and easy connections to West Temple and major arterials. These areas are difficult to navigate without a car and provide little pedestrian-level interest or comfort. This creates a disconnection between the existing neighborhood and new development.

## CONNECTIVITY & PEDESTRIAN/BIKING ENVIRONMENT

The neighborhood has significant transportation infrastructure – a TRAX stop, two I-15 offramps (1300 South and 900 South), and several major and minor arterials. There are also offramps directly to the north and south of the project area on 2100 South and 600 South. These same transportation facilities create a challenging active transportation environment. The quickly redeveloping area west of the TRAX lines has limited access across the TRAX line to access the station, neighborhood amenities and services east of the rail line.

## PARKS, GREENSPACE & COMMUNITY FACILITIES

Salt Lake City Public Services launched Reimagine Nature SLC Public Lands Master Plan process in April 2019 with the publication of the Salt Lake City Public Lands Needs Assessment. The assessment evaluated the level of parks, open space, and trails service in each of the city's planning areas. The Station Area is in the Central City

planning area. According to the 2019 assessment, Central City's level of service is 2.8 park acres per 1,000 population, as compared to a city-wide level of service of 3.5 city-owned and managed park acres per 1,000 population. Much of the Station Area is identified as a High Need area according to the Needs Assessment. This means that additional park acres are needed in the neighborhood to serve current and future residents and visitors.

The need for community amenities including parks, open space, and other community facilities such as a library or community center was identified during the community engagement process. The community also identified a lack of service and proper maintenance in current parks, such as missing trash receptacles and benches. They indicated that expanding park amenities and maintenance is a priority for creating clean and welcoming green spaces in the neighborhood.

## SAFETY & SECURITY

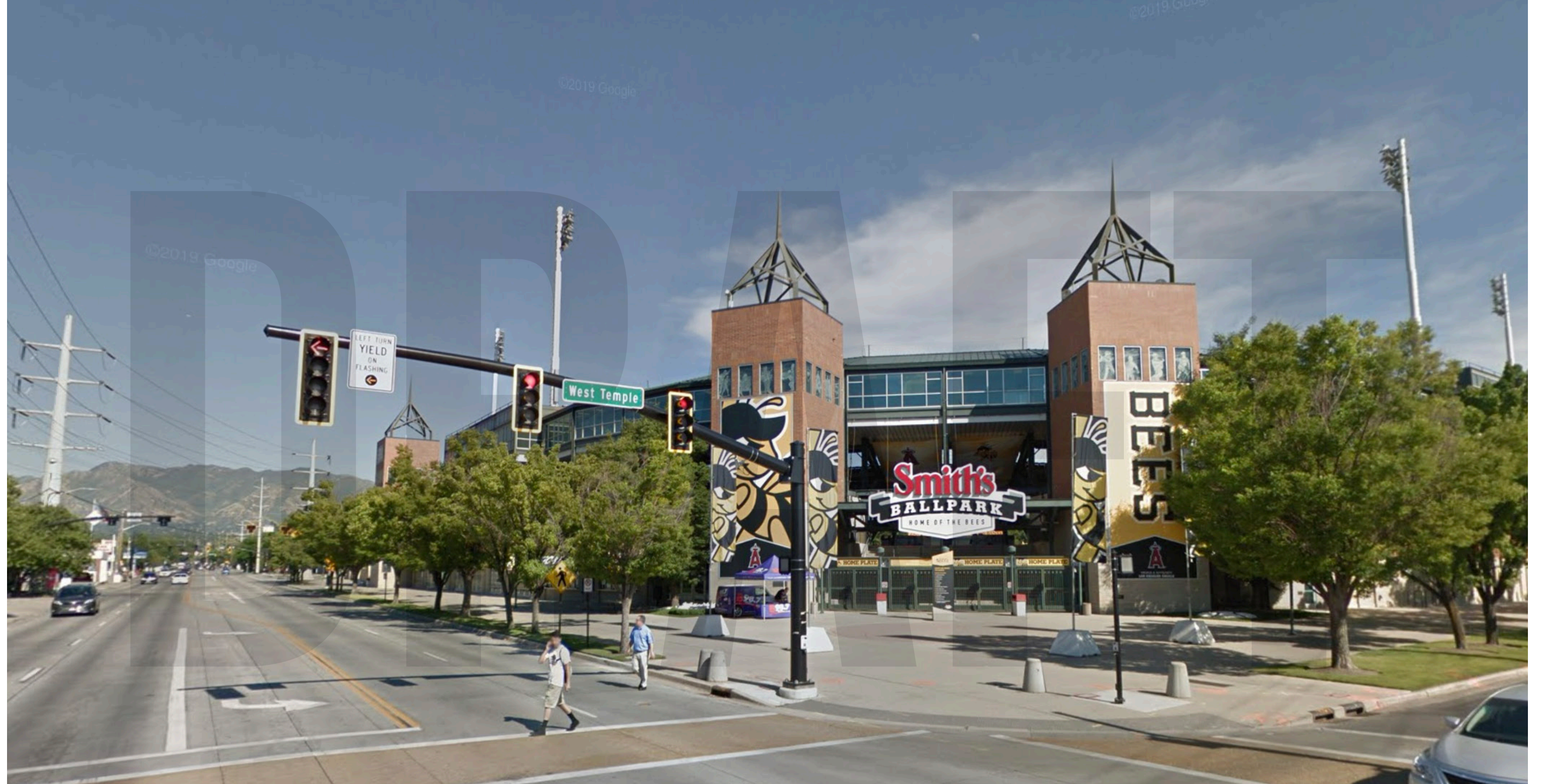
Although addressing policing and safety is not part of the scope of this plan, the success of many of the recommendations in this plan depend on perceived and actual safety of pedestrian and bicycle connections, public open space and plazas, and community events and activities. Many of the recommendations to improve connectivity and pedestrian and biking safety can also improve overall perceived and actual safety in the Station Area through improved streetscapes and placemaking.

The plan recommends goals and strategies to address the key areas identified in the planning process. The recommendations are summarized as six Big Moves.

- Create and apply a Ballpark Station Area Transit Station Area zone in the area identified as the "Heart of the Neighborhood"
- Reconfigure the Ballpark TRAX Station to improve access from the west
- Improve 1300 South for pedestrians by creating new crossing and expanding and upgrading the pedestrian realm
- Create a sense of place at and around the stadium
- Repurpose parking lots and underutilized properties to add activity to the Heart of the Neighborhood
- Invest in community amenities and green space to balance density with livability factors

The plan identifies several tools to implement the recommendations. These tools include zoning changes and infrastructure and amenity investments.





View of the Smith's Ballpark / Google Maps



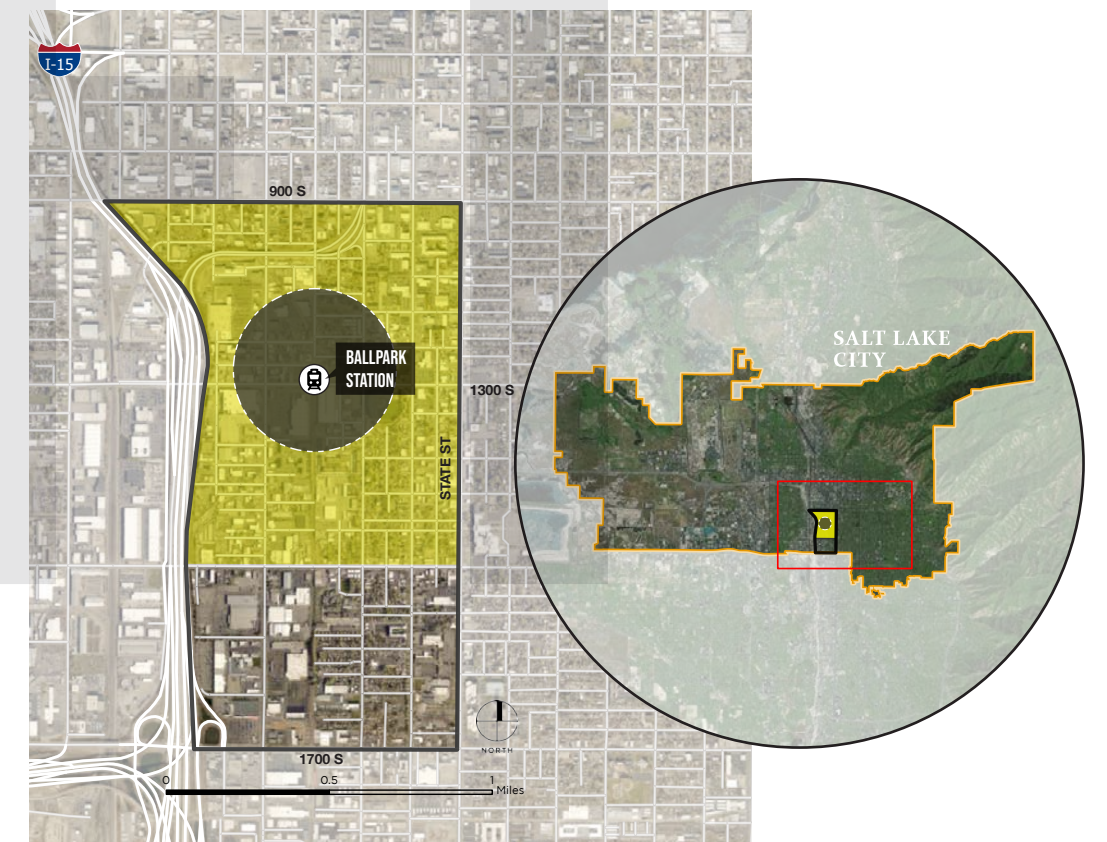
**BALLPARK**  
STATION AREA PLAN

# INTRODUCTION

## INTRODUCTION

This plan focuses on the Ballpark Station Area, defined as the area between 900 South and 1700 South and State Street and I-15. The Station Area is part of the Ballpark Community Council area, and part of Salt Lake's Central City planning area. Figure 1.1 is a map of the Station Area within the Ballpark Community Council. In addition, the plan identifies opportunities and recommendations for the area immediately around the station and stadium. This is an area identified by the community as the "Heart of the Neighborhood" and is a ¼ mile radius around the Ballpark TRAX Station.

FIGURE 1.1: THE STATION AREA, BALLPARK COMMUNITY COUNCIL AND HEART OF THE NEIGHBORHOOD BOUNDARIES



### LEGEND

- Heart of the Neighborhood
- Ballpark Station Area
- Ballpark Neighborhood Boundary



FIGURE 1.2: BUILDING AGE MAP



The neighborhood is characterized by older buildings – both residential and commercial structures built before 1970 – and is unique in its composition of small businesses and residents of all backgrounds. Nearly 77 percent of structures in the Station Area are 50 years or older at the time of this plan. Figure 1.2, illustrates the age and lot size for the Station Area. Older structures – pink, yellow, and light green – are generally on small lots. Newer structures – medium and darker green – are on larger lots, generally consolidated from original small lots or on former rail-served industrial properties. In the single-family residential areas, the homes open onto the street and include front yards and stoops. In the 300 West area, newer commercial structures are primarily big box retail stores with large parking lots. Some of the newer development in the Station Area include higher density residential and office uses. This transition to higher density housing and office is expected to continue.

**LEGEND**

**Building Age**

- Null
- pre 1950
- 1951-1960
- 1961-1970
- 1970-1980
- 1981-present



The Station Area has a higher rate of renter occupied units than Salt Lake City, Salt Lake County and the State of Utah, Table 1.1. The Station Area has, historically, been one of the more affordable neighborhoods in the city. As a result, current households reflect diverse backgrounds and a range of incomes. The median income for the Station Area is significantly lower than median income for the city and surrounding region as seen in Table 1.2.

Continued affordability in the neighborhood is a challenge as new development occurs in this rapidly transitioning area.

**TABLE 1.1: HOUSEHOLD DEMOGRAPHICS FOR THE BALLPARK STATION AREA AND SURROUNDING REGION**

	BALLPARK STATION AREA	SALT LAKE CITY	SALT LAKE COUNTY	UTAH
<b>Total Households</b>	1,854	82,259	397,918	1,050,542
Owner Households	15.3%	41.3%	61.8%	63.1%
Renter Households	78.6%	51.7%	33.2%	27.0%
Vacant Households	6.1%	7.0%	5.0%	9.9%
<b>Families*</b>	768	41,258	277,473	781,973
<b>Household Size</b>	2.20	2.41	2.99	3.13

Source: ESRI

**TABLE 1.2: 2019 ESTIMATED ANNUAL INCOME FOR THE BALLPARK STATION AREA**

	BALLPARK STATION AREA	SALT LAKE COUNTY	SALT LAKE MSA*	UTAH
Median Household Income	\$26,047	\$76,410	\$76,256	\$73,015
Average Household Income	\$44,498	\$99,988	\$99,114	\$92,612
Per Capita Income	\$19,992	\$33,095	\$32,666	\$29,227

Source: ESRI  
\*Metropolitan Statistical Area

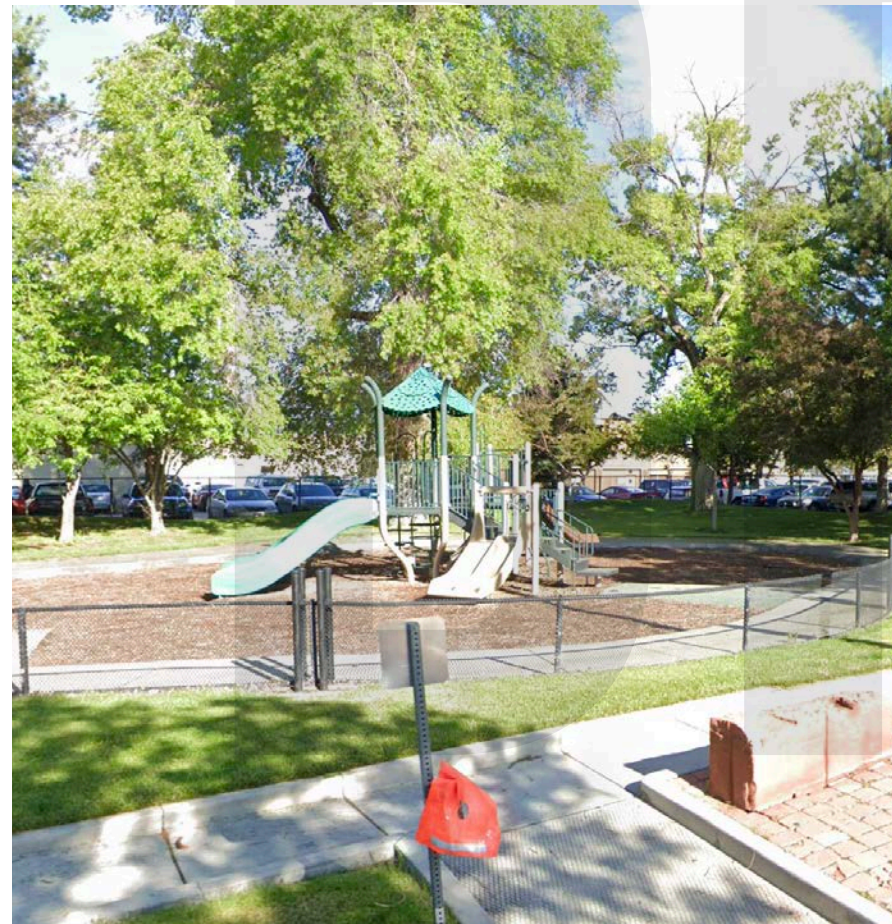
\*The U.S. Census Bureau defines family is a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together.



photo credit / caption



This plan is organized to focus on the recommended goals, strategies, and actions in Section I – The Plan with supporting analysis and information in Section II – Community Exploration & Analysis. Section II includes summaries of the public engagement process and Existing Conditions and Case Study Analyses completed as part of the planning process. Section III – Implementation Plan consolidates all goals, strategies, and actions identified in the plan with implementation time frame. A complete set of survey responses and public comments as well as the complete Existing Conditions, Case Study, and Highest and Best Use analyses, Transportation Analysis and other documents used to complete this plan are found in the Appendix.



People's Freeway Park / Google Maps

## SECTION I THE PLAN IDENTIFIES:

- The Big Moves contemplated in the plan
- Goals, Strategies and Actions to implement the plan
- A Future Land Use Map for the Station Area
- Key Strategies & Projects to:
  - + Improve the pedestrian experience
  - + Address transit and transportation needs including
    - » Connectivity
    - » Transit
    - » Parking strategy
  - + Safety and security including
    - » Street and pedestrian-level lighting
    - » Building design
    - » Landscape design
  - + Enhancing neighborhood greenspace
  - + Maximizing housing opportunity and mitigating displacement

## SECTION II COMMUNITY EXPLORATION AND ANALYSIS INCLUDES:

- Overview of the planning process
- Study area demographics
- Summary of existing conditions including
  - + Prior planning efforts
  - + Connectivity and the pedestrian and biking environment
- Summary of Station Area Case Studies including
  - + Ballparks studied
  - + Key Takeaways
- Summary of public engagement

## SECTION III IMPLEMENTATION PLAN

- Appendix
  - + Existing Conditions
  - + Highest and Best Analysis
  - + Transportation Analysis
  - + Moderate Income Housing Plan
  - + Case Study Analysis
  - + Community Engagement Materials



**BALLPARK**  
STATION AREA PLAN

# THE PLAN

## THE PLAN

The Ballpark neighborhood is the home of the Salt Lake Bees, the Los Angeles Angels AAA club. The Bees and their home field are a community-wide asset that attracts visitors from throughout the state to attend annual home games. The Ballpark and neighborhood are supported by the Ballpark TRAX Station, and a regional transportation system. The area directly around the Ballpark includes, a plaza at the corner of 1300 South and West Temple, Fire Station 8, and parking fields on Salt Lake City-, and privately-owned lots on and around 1300 South and Main Street. The Plan recommends additional investment in the immediate Ballpark area and supporting infrastructure to create a “Heart of the Neighborhood,” increase livability factors, and support continued growth in residential, office, restaurant, and retail uses.

The neighborhood is in transition from a downtown “support” neighborhood, providing housing and services outside of the core, to a more distinct urban center. The area has undergone several transformations in its history and the latest has the potential to be the most dramatic yet.. Recent development projects have added new multi-family housing in the area with densities ranging from 15 units to 60 units per acre. The neighborhood is expected to continue to play a role in meeting Salt Lake City’s demand for new housing.

Preserving neighborhood livability becomes increasingly important as density and development occur. Livability factors identified by the neighborhood during the planning process include access to services and retail, walkability and connectivity, safety and security, and open space and community amenities. This Plan recommends policies, projects, and improvements to:

- Accommodate growth,
- Expand on current community investments and assets, and
- Enhance livability throughout the neighborhood.



## THE BIG MOVES

The plan contemplates several “Big Moves” that will help transform the neighborhood. These include:

**Create and apply a Ballpark neighborhood specific Transit Supportive Zone** to the area around the Ballpark TRAX station along 1300 South from Main Street to 300 West that allows heights up to 120 feet with required enhancements to the public realm. Eligible enhancements may include pedestrian street lighting, street trees and public ground level uses such as restaurants or grocery space, retail or services. Figure 2.1 illustrates the opportunity to add density to the Ballpark site as well as the blocks to the north and west of the Ballpark. The concept also illustrates the importance of improvements, such as street lighting and wide sidewalks, to the public realm as density is added to the neighborhood.



Current UTA parking lot at the Ballpark TRAX station / GSBS Consulting

FIGURE 2.1: AERIAL VIEW OF “HEART OF NEIGHBORHOOD” CONCEPT





**Reconfigure the Ballpark TRAX station** from a “suburban” park and ride to an “urban” neighborhood integrated format. This requires a new pedestrian/transit rider connection from the platform to 200 West/Lucy Avenue on the north end of the platform and loading areas on both the east and west side of the rail line allowing for an opportunity to increase passenger access. Figure 2.2 illustrates improved platform connectivity to the west.



*Current view of west-side access to the TRAX platform / GSBS Consulting*

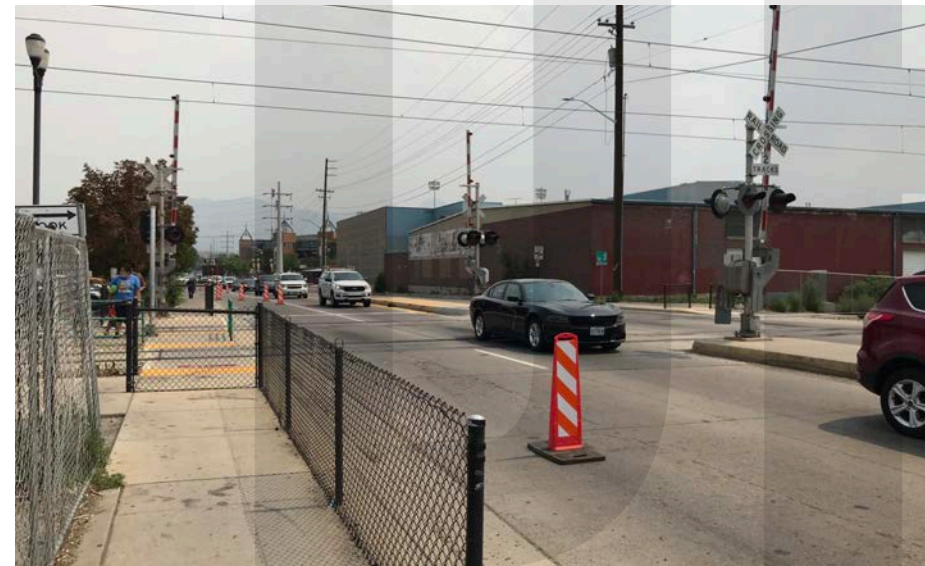
**FIGURE 2.2: EAST SIDE PLATFORM ACCESS - NORTH CONCEPT**





**Improve 1300 South for pedestrians** by creating new pedestrian crossings across 1300 South in addition to expanding and upgrading pedestrian ways to create a safe and comfortable walking environment. Figure 2.3 shows the potential for pedestrian crossings across 1300 South. Figure 2.4 shows improving sidewalks, street furniture, trees. In addition to improving sidewalks and adding pedestrian level lighting, the plan recommends the addition of street furniture, and trees. The concept contemplates the return of buses to 1300 South in accordance with the City’s Transit Master Plan. The plan recommends the 1300 South bus provide service to the Ballpark Station through an “in-line” bus stop. This means that riders making the transfer to or from the bus to TRAX would embark and disembark at stops on 1300 South and then access the platform either directly from the sidewalk for westbound buses or by crossing 1300 South for eastbound buses. Accommodating in-line bus service for riders of all abilities through a pedestrian crossing adjacent to the rail crossing arms likely requires some reconstruction on 1300 South to create a curb-less environment at the crossing.

**FIGURE 2.3: WEST SIDE PLATFORM ACCESS - SOUTH CONCEPT**



*Current north access to the Ballpark TRAX Station / GSBS Consulting*

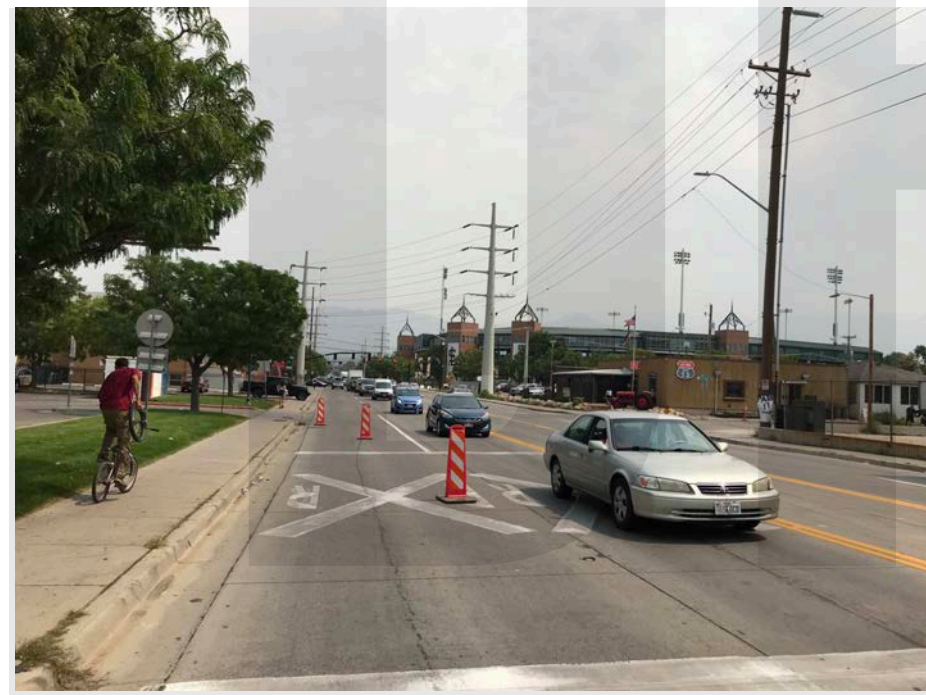




FIGURE 2.4: 1300 SOUTH IMPROVED PEDESTRIAN REALM

**Create a sense of place at and around the Ballpark.** Create a sense of place through investment in community gathering spaces, streetscapes, and uses that encourage activity and interaction. The Ballpark is surrounded by wide sidewalks and an entry plaza. As any upcoming renovation and upgrades take place, the Ballpark itself could be reconfigured with active uses on the plaza and 1300 South frontage if possible.

In addition, the plan recommends extending the opportunity for events on the sidewalk area on the west side of the Ballpark, along West Temple by investing in a “Festival Street” on West Temple from 1300 South to approximately Albermarle Avenue on the south. Figure 2.5 is a detail of the festival street concept. The festival street could be closed for special events, redirecting the traffic around the neighborhood. Such a festival street should embrace the Ballpark’s history through community art, historical interpretive fixtures, and programming.



Current east-facing view of 1300 South / GSBS Consulting





**Repurpose parking lots and underutilized properties to add activity to the Heart of the Neighborhood.** Salt Lake City and UTA own large properties on the north side of 1300 South between Main Street and the TRAX line, currently used for surface parking, which are ideally located for redevelopment into dense housing, a community amenity or service, or office space with ground floor activating uses and an improved public realm. Heights of up to 120 feet will create an urban context for 1300 South adjacent to the TRAX station and ballpark. The 1300 South, Main Street and West Temple street frontages should be activated with uses such as restaurants, bars, coffee shops, and similar uses that build on the success of existing businesses that currently call the neighborhood home. In addition to the City- and UTA- owned lots there are underutilized parcels in the immediate vicinity of the Ballpark and station that are appropriate for higher density development and enhancement of the public realm. The newly identified State Street Project Area, created by the Redevelopment Agency of Salt Lake City (RDA), has tools to help create the level of investment contemplated for the neighborhood.

**Invest in community amenities and green space to balance density with livability factors.** The Ballpark neighborhood has limited green spaces and community amenities within its boundaries. As the neighborhood grows, additional parks and open spaces are needed to serve both current and future residents and employees in the area. In addition, the neighborhood lacks community spaces for indoor and outdoor community gatherings. The Ballpark plaza and festival street can address the need for outdoor community gatherings, but space for indoor community gatherings is needed. The Station Area is undeserved for community facilities such as a library or community center. As redevelopment occurs in the Heart of the Neighborhood and at the current Public Utilities facility, a location for parks, open space, a library, community center, or combined facility should be identified and pursued.

FIGURE 2.5: FESTIVAL STREET CONCEPT



Proposed festival street location on West Temple / GSBS Consulting



## GOALS, STRATEGIES & ACTIONS

Members of the Ballpark Station Area have participated in several planning projects over the last several years that included neighborhood-wide conversations about goals for the future of the area. The goals and ideas identified in the prior planning processes were confirmed during this Ballpark Neighborhood Station Area planning process. The neighborhood identified the following goals to enhance livability and accommodate anticipated growth.

### **GOAL:** Take advantage of current development opportunities, existing services, and amenities to enhance neighborhood livability.

The Ballpark and its supporting infrastructure are at the geographic and emotional “heart” of the neighborhood. The neighborhood accommodates and enjoys the vibrancy of game days and would like to see game day vibrancy on more days of the calendar and in all seasons. Several strategies are recommended to enhance vibrancy and leverage the community’s investment in the neighborhood.

#### **STRATEGIES:**

- **Implement the goals and strategies identified in:**
  - » Life on State Implementation Plan (not adopted)
  - » Central 9th Chapter of the Downtown Master Plan
  - » 300 West Reconstruction
  - » Homeless Resource Centers Neighborhood Action Strategies
  - » State Street Project Area Plan
  - » Salt Lake City Moderate Income Housing Plan
  - » Salt Lake City Parks & Public Lands Needs Assessment
  - » Citywide Gentrification Assessment & Displacement Mitigation Plan
  - » Growing SLC
  - » The Salt Lake City Street Lighting Master Plan

- Update the city's zoning code and map, as appropriate to implement the provisions of this plan:

#### ACTIONS:

- + Amend Section 21A.26.078: TSA Transit Station Area District of the Salt Lake City Municipal Code to include the Ballpark Station Area as one of the existing TSA districts or create a new one if needed.
  - Require activation of the 1300 South frontage with restaurants, shops, street furniture and trees.
  - Implement streetscape improvements to accommodate pedestrian volumes.
  - Allow heights comparable to heights in other Urban Station Areas.
  - Protect the viewshed of the Wasatch Range from inside Smith’s Ballpark.
- + Evaluate and amend the City’s zoning code and map, as appropriate to include the urban design considerations identified in each of the character areas in this plan.
- + Evaluate and amend the City’s zoning code and map, as appropriate, to extend the existing State Street Overlay Zone to the west side of Main Street.
- + Evaluate and amend the City’s zoning code and map, as appropriate to implement the following priorities for the 300 West Character Areas:
  - Ensure that amenities, connections, and services needed to support higher density development are included in development plans for the area.
  - Require development proposals to include mid-block and other connections to break down current large commercial blocks into smaller, more walkable blocks.
  - Where appropriate, development proposals incorporate access to existing and planned TRAX crossings.

- **Identify opportunities to provide community amenities, shops, and services within the heart for year-round activation.**

- **Provide enhanced street and pedestrian lighting to improve safety and visibility.**

### **GOAL:** Create a dense urban environment and entertainment zone around the Ballpark.

#### **STRATEGIES:**

- **Invest in the station area and around the Ballpark to improve the overall neighborhood and enhance the opportunities in the Heart of the Ballpark.**

#### ACTIONS:

- + Improve east-west connectivity across TRAX to the north and the south of 1300 South. At a minimum, pedestrian/bicycle crossings should be identified to allow pedestrians and cyclists to move east to west without having to go to 1300 or 1700 South.
- + Install side-loading platforms at the Ballpark TRAX Station.
- + Consider redeveloping the TRAX station parking lot and bus turnaround for higher density uses and to provide neighborhood amenities.
- + Install pedestrian crossings east and west of TRAX on 1300 South on either side of the UTA crossing barrier.
- + Consider redevelopment opportunities for the City-owned parking lot at 1300 South and West Temple while maintaining parking in the vicinity to potentially increase density and improve the urban environment.
- + Install a festival street on West Temple and plazas adjacent to the stadium.
- + Invest in a community amenity which may include a library with the opportunity of additional public space.
- + Integrate greenspace and “green” elements into the urban landscape.

- **Enhance public space surrounding the Ballpark and include public art and references to historical elements.**



- Designate West Temple between 1300 South and Albemarle Avenue as a Festival Street for non-gameday and gameday activation including:
  - Farmers Markets
  - Community Celebrations
  - Food Truck festivals
  - Neighborhood Concerts
- Implement a district-parking strategy that utilizes unused area parking and parking garages for game days to minimize the need for parking fields in the area.
- Enhance the Ballpark’s relationship with the neighborhood by identifying opportunities to activate the West Temple and 1300 South facades of the stadium on non-game days and incorporate public green space, non-motorized connections, plazas, and similar public spaces around the stadium.
- If feasible, identify a strategy to bury power lines as development in the Ballpark Neighborhood occurs.

**GOAL: Increase connectivity in the station area.**

The neighborhood is well-connected to the regional transportation and transit networks; however, the infrastructure for that regional network also acts as a barrier to internal connectivity, which limit easy multi-modal access to the Ballpark TRAX Station, schools, and parks, and separates newly developing residential uses west of the TRAX line from the rest of the neighborhood. Strategies recommended to improve connectivity within the neighborhood and the pedestrian and biking environment are listed below.

Opportunities to improve connectivity include new connections, improvement of existing connections and reconfiguration of the TRAX station platform. Figure 2.7 is a map of opportunities to create new connections within the neighborhood.

As of the writing of this Plan the new connection across the TRAX rails to the north of the Ballpark Station platform at Paxton Avenue is planned for near-term construction by UTA. The concept includes improved connection from the existing TRAX platform to the west to improve connectivity to the new residential developments along the 300 West corridor.

**STRATEGIES**

- Improve overall connectivity and walkability in the area.

**ACTIONS:**

- + Study the potential future lane reconfiguration of 1300 South to eliminate or narrow traffic lanes and expand and improve the sidewalk.
- + Utilize existing alleyways, midblock, and truncated connections to create a system of bike and pedestrian pathways through the neighborhood.
- + Implement the planned TRAX line pedestrian crossings to the north of the current Ballpark Station.
- + Widen and enhance sidewalks to improve pedestrian comfort through the addition of street furnishings, pedestrian lighting and a buffer from moving traffic.
- + Implement pedestrian level lighting to improve safety and visibility.
- + Establish specific bicycle routes through the neighborhood according to the Salt Lake City Pedestrian & Bicycle Master Plan.
- + Reconfigure Ballpark TRAX Station to change from a suburban-style station that has northern platform access only from the east parking lot into an urban-style station that allows access from both the east and west sides of the station. This would include new access at the north end of the platform from Lucy Avenue/200 West on the west side of the TRAX rails
- + Redevelop part of the current surface parking lots to transit supportive uses that include retail, shops, and service near the Ballpark Station platform.
- + Establish a pedestrian crossing to the east and west of the UTA crossing barrier across 1300 South.
- + Study future crossings south of the 1300 South crossing at the TRAX line.

**GOAL: Increase urban design quality.**

Neighborhood identity refers to the ability of residents and visitors to distinguish a place by unique and distinct characteristics. Supporting the neighborhood as a distinguishable place involves consideration for creating a balanced mix of uses, ensuring architectural and landscape character, embracing historic character and elements, spotlighting neighborhood, and regional amenities, and considering the surrounding land use and transportation context of the area.

The Ballpark Station Area is made up of several distinct areas that have their own character as expressed by building massing, use, streetscape elements and overall design. This plan supports the distinctly different areas within the neighborhood through recommendations to preserve some elements and enhance others. The character areas are illustrated in Figure 2.6.

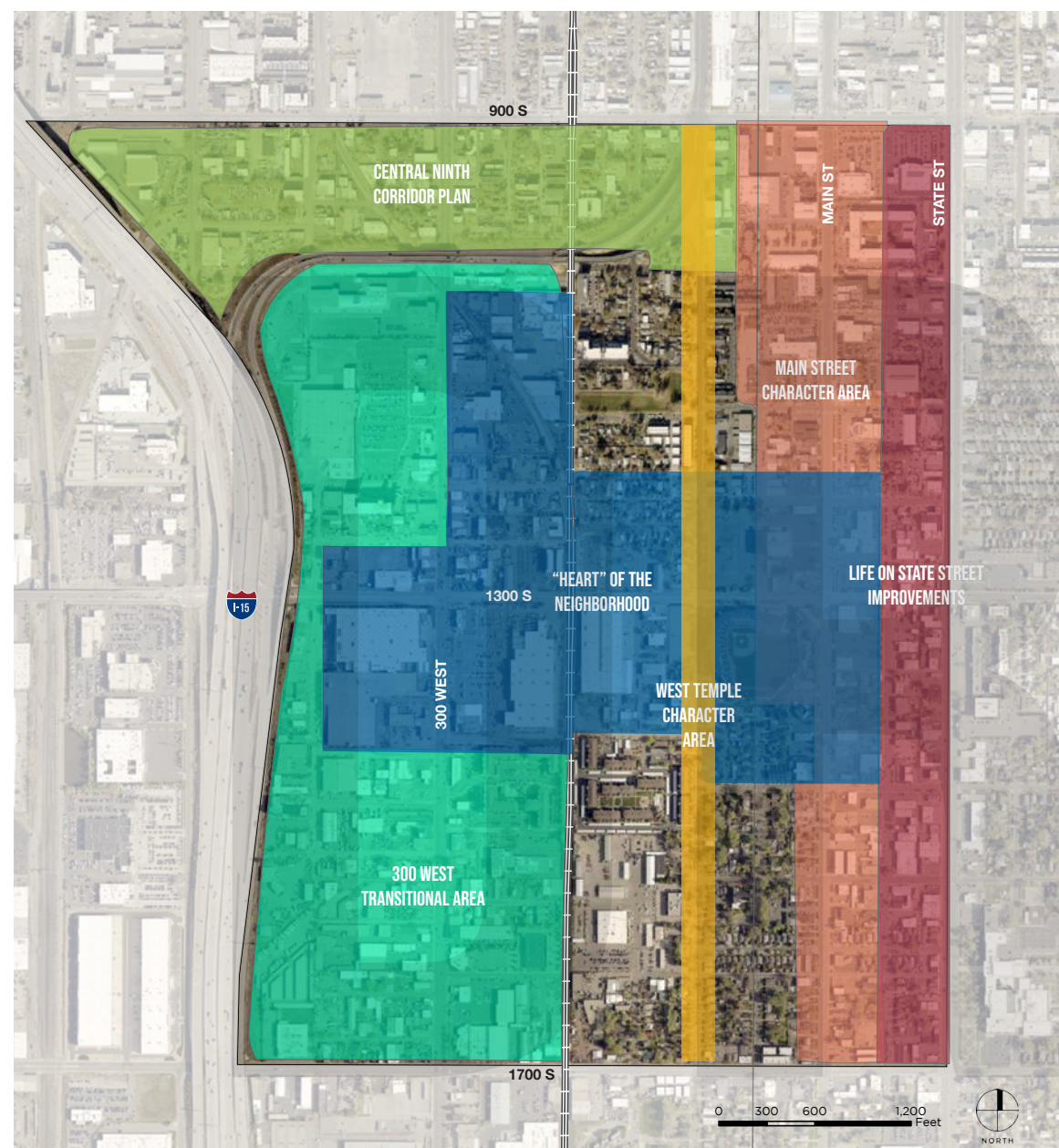


Photo: GSBS Consulting



# BALLPARK CHARACTER AREA DESCRIPTIONS

FIGURE 2.6: BALLPARK CHARACTER AREAS



## ● Main Street Character Area

The Main Street Character Area 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.

## ● West Temple Character Area

The West Temple Character Area has a mix of residential and small businesses along the corridor. It is also home to the Public Utilities facility, the Ballpark Neighborhood park, and Jefferson Park. New development should maintain the current character and scale of the area. New development adjacent to the stadium should support the installation festival street improvements adjacent to the Ballpark from 1300 South to Albemarle Avenue. This can help expand the existing plaza area, create new plaza areas, and allow for temporary closure for community and gameday events, while also providing opportunities for art and historical elements. New development should also enhance the biking and walking environment on West Temple and consider traffic calming measures in the more residential sections.

## ● State Street Character Area

The State Street Character Area is defined primarily by small businesses running the length of the station area. This area is undergoing several changes guided by the Salt Lake City Transportation Division's Life on State Bikeway Implementation project and the RDA State Street Project Area Plan.

## ● Central Ninth Character Area

The Central Ninth Character Area is defined by several small businesses and larger multifamily structures. This area is transitioning into a node with various entertainment options and services. New development in the area should maintain the current scale and massing of new development along the 900 South Corridor and implement the recommendations and strategies identified in the Downtown Master Plan – Central 9th Chapter including the 9th South Viaduct Catalytic Project.

## ● 300 West Character Areas

The entire corridor is transitioning from an industrial/major commercial to higher density mixed use. However, there are several sub areas with the 300 West corridor that are transitioning at different rates.

## East of 300 West and North of 1300 South

This area is historically characterized by smaller industrial and residential uses. Property consolidation has occurred and will continue to occur as demand for housing continues. There are large multifamily developments proposed or recently approved for the area. This area also includes an unused rail spur that is proposed for a light rail extension into the Granary District and the possibility of an adjacent trail, which is also being evaluated. Connectivity within this area and to the south to the Ballpark TRAX Station is a key consideration for this area. In addition, opportunities to add open space, public amenities, and neighborhood serving commercial should be pursued.

## West of 300 West and North of 1300 South

This area currently has a mix of big box commercial, and newer office and residential uses. The transition of smaller parcels to low- and mid-density office and higher density residential is expected to continue as is the continuation of existing big box uses.

## East of 300 West and South of 1300 South

This area is experiencing transition around several large scale, long-term uses. Lowes Home Improvement, the Gail Miller Homeless Resource Center, and the Utah State Liquor Store are expected to remain as the area transitions to include several new multi-family developments. As with the area north of 1300 South connectivity within the area and to the east across the TRAX line is a key consideration. Public amenities and neighborhood serving commercial should also be added to this area.

## West of 300 West and South of 1300 South

The Walmart big box store is in this area as well as small lot light industrial and warehouse uses. This area is expected to transition in the future. The considerations identified for the areas already transitioning should inform zoning and development considerations in this area.

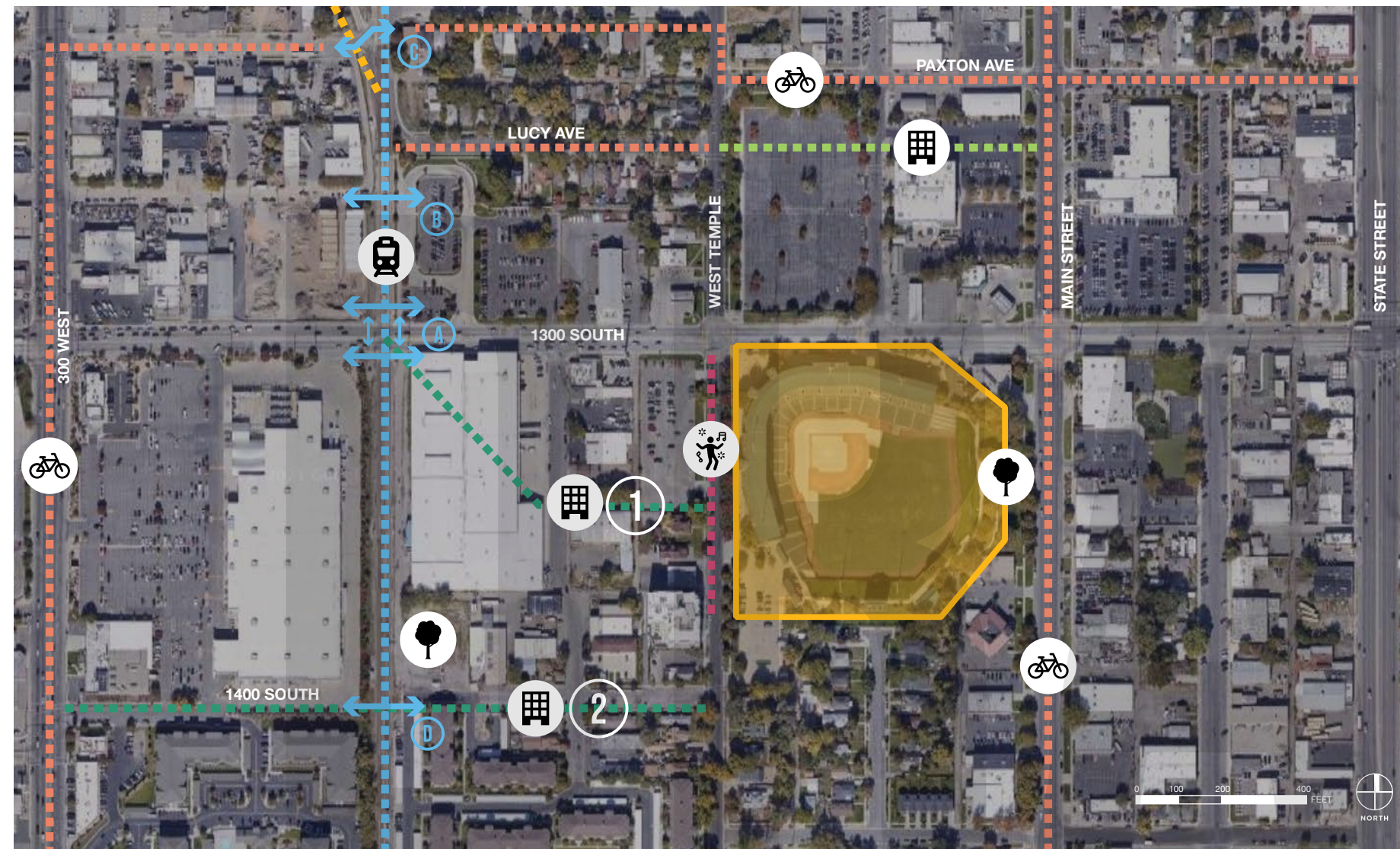
## ● "Heart" of the Neighborhood

This area is characterized by its proximity to the Ballpark Station, Smith's Ballpark, and several community organizations and businesses. This is the central hub of the neighborhood which will continue to densify as mixed-use development occurs. This area is appropriate for the highest densities allowed in Urban Station Areas. This level of density must be balanced with improvements to the public realm including an expanded sidewalk, pedestrian-focused amenities, plazas, street lighting, and street trees. A high level of visual interest and design quality is needed to balance the increased density in the area and require street activating uses on the ground floor. Illustrated in Figure 2.4.



# RECOMMENDED CONNECTIONS IN THE “HEART” OF THE NEIGHBORHOOD

FIGURE 2.7: CONNECTIVITY MAP



## PROPOSED FUTURE CONNECTIONS

- \*Potential Public Space at Ballpark
  - Proposed Bike Routes
  - \*Multi-Modal Access
  - Proposed Crossings
  - Festival Street
  - Proposed Future TRAX with Possible Adjacent Trail
  - \*Pedestrian Connection Through Future Development
  - TRAX Line
  - 🌳 Green Space
  - 🚆 TRAX Line
  - 🚲 Bikeway
  - 🚶 Festival Street
  - 🏢 Connection through Future Development
- \*Dependent on owner agreement

### Festival Street

This street will allow temporary closure to vehicle traffic and host neighborhood and ballpark events.

### Proposed Bike Routes

Several bike routes are in various stages of implementation through the heart of the neighborhood at the time of this document’s adoption.

The 300 West Reconstruction is funded and undergoing construction from 900 South to 2100 South with expected completion in 2022.

The existing designated bikeway on Main Street is undergoing an evaluation as part of the Salt Lake City Transportation Division’s Life on State Bikeway Implementation project.

The Paxton bikeway will connect State Street to 300 West.

### Multimodal Access

This opportunity is recommended to connect the bikeway on Main Street to the TRAX Platform on Lucy Avenue.

### Pedestrian Connection Through Future Development

This recommendation occurs in two locations:

1. This recommendation links the 1300 South station to the Ballpark and moves pedestrians through a private pedestrian-oriented development directly onto the proposed festival street on West Temple.
2. This recommendation connects West Temple to 300 West. This connection is dependent on a future agreement with UTA to provide a TRAX crossing on or near 1400 South.

### Potential for Future Public Space at Ballpark

Additional public space through the addition of a ballpark perimeter trail, additional plazas, and activating public uses are recommended for this area. This recommendation would help connect the greater neighborhood to the Ballpark, but should not interfere with its daily operation and events.

### Proposed Crossings

Additional crossings are recommended:

- a. directly east and west of the UTA crossings barriers on 1300 South.
- b. directly north of the 1300 South TRAX platform onto Lucy Avenue
- c. across the TRAX line at Paxton Avenue and the existing rail spur.
- d. An additional future crossing is recommended at or near 1400 South and should be evaluated for future opportunities in partnership with UTA.

An enhanced crossing is also recommended at the intersection of 1300 South and West Temple. This crossing should show clear delineation, possibly through community art or a painted crossing.

### Proposed Future TRAX with Adjacent Trail

This area is being evaluated by UTA for operating TRAX service with a possible adjacent trail. Opportunities for additional green spaces and greenery should be considered as this area is developed.

**GOAL: Improve safety.**

Throughout the planning process safety was consistently identified as a current concern and goal for the future. This plan focuses on measures taken in the built environment to improve pedestrian and bicycle safety.

**STRATEGIES**

- Improve pedestrian experience and safety.

ACTIONS:

- + Install pedestrian-level street lighting.
- + Require ground level uses in new buildings to incorporate pedestrian-level strategies.
- + Ensure adequate sidewalk width and park strips on primary walk routes, particularly around the TRAX station.
- + Improve ADA accessibility through sidewalk repair and removal of obstacles.
- + Ensure ongoing maintenance of all facilities to repair uneven sidewalks, functioning signals and frequent trash receptacles.

- Identify and implement best practices in urban design to improve neighborhood safety, including:

ACTIONS:

- + Identify opportunities for interaction,
- + Elimination of “blind corners” or areas,
- + Appropriate lighting for safety

**GOAL: Enhance social vibrancy.**

**STRATEGIES**

- Support events and placemaking efforts including community art, pop-up events, and temporary food vendors.
- Enhance greenspace in the neighborhood.

ACTIONS:

- + Explore options for additional greenspace in the heart of the neighborhood in and around the Ballpark.
- + Evaluate the opportunity for future green space on the current Public Utilities site if and when Salt Lake Department of Public Utilities moves offices to a new location.
- + Enhance the urban tree canopy in underserved areas of the neighborhood and require additional street trees and urban greenery with new development.
- + Maintain all green spaces with:
  - Trash receptacles
  - Pedestrian lighting
  - Pedestrian furniture

- Improve the quality of current and future greenspace.

ACTIONS:

- + Ensure funding for additional maintenance and staffing as additional greenspace is added.

**GOAL: Increase affordability and attainability of housing for current and future residents.**

**STRATEGIES**

- Provide a diversity of housing types and options for different incomes, familial status, age, and needs.

ACTIONS:

- + Promote a diversity in the size of new units in the neighborhood to accommodate residents in different stages of life, including families with children.

- Utilize the RDA State Street Project Area as a tool to capture reinvestment in the neighborhood and help encourage a diversity of housing types.

- Increase opportunities for home ownership in the neighborhood.

ACTIONS:

- + Explore alternative options for ownership strategies including land trusts and co-ops.
- + Provide down-payment assistance or other programs for qualifying residents

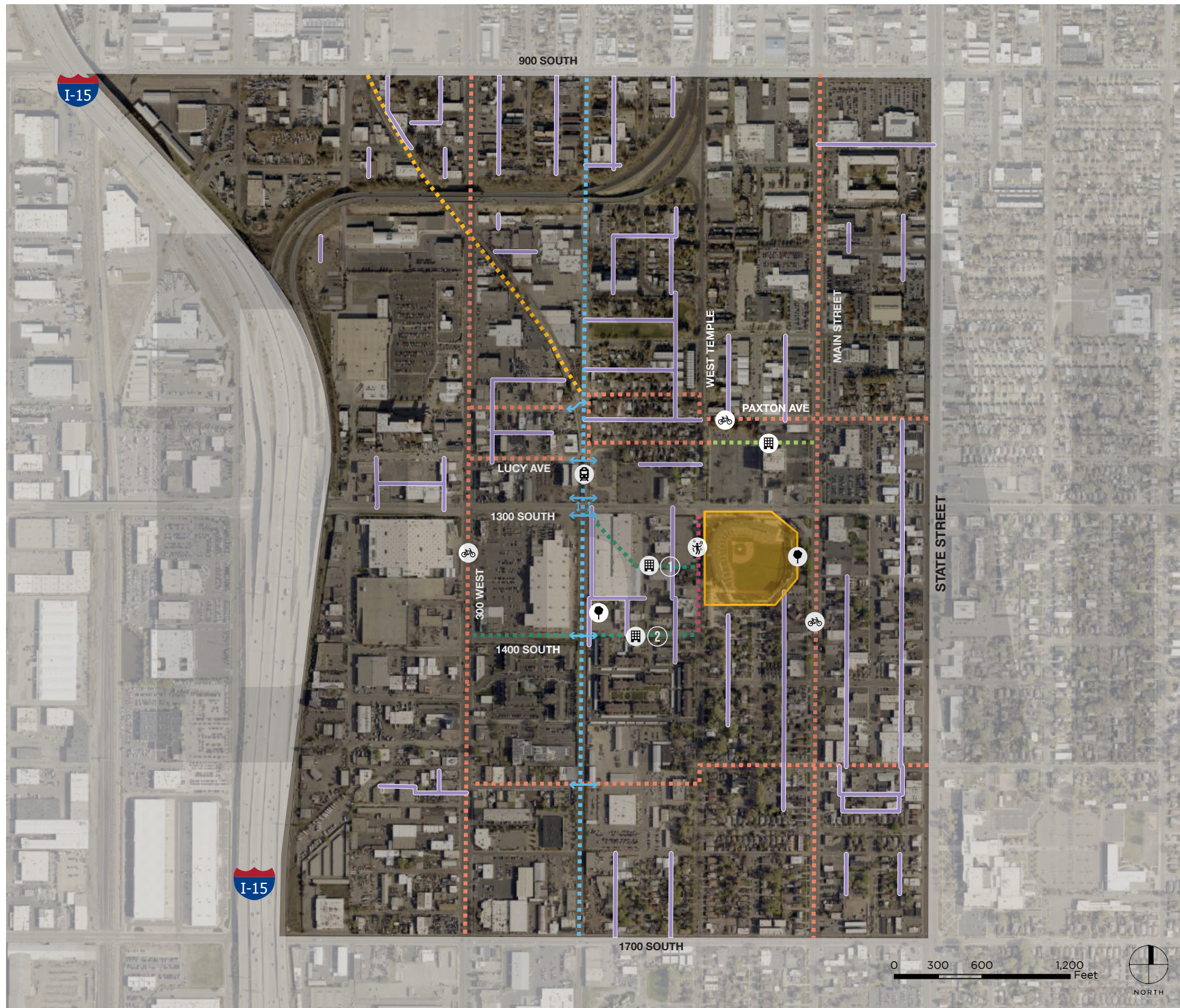
- Mitigate the negative impacts of gentrification as development occurs.

ACTIONS:

- + Continue to provide and market home repair programs for qualifying residents.
- + Provide education and renter legal assistance to help current renters stay in place.
- + Support development assistance and financing programs to maintain affordability.
- + Preserve existing social services and provide additional services as development occurs to support housing options and access to opportunity at a variety of income levels.



FIGURE 2.8: CONNECTIVITY MAP - REGIONAL CONTEXT



## PROPOSED FUTURE CONNECTIONS

- \*Potential Public Space at Ballpark
  - Proposed Bike Routes
  - \*Multi-Modal Access
  - Proposed Crossings
  - Festival Street
  - Proposed Future TRAX with Possible Adjacent Trail
  - \*Pedestrian Connection Through Future Development
  - TRAX Line
  - Proposed Future Alleyway Connections
  - 🌳 Green Space
  - 🚊 TRAX Line
  - 🚲 Bikeway
  - 🚶 Festival Street
  - 🏢 Connection through Future Development
- \*Dependent on owner agreement

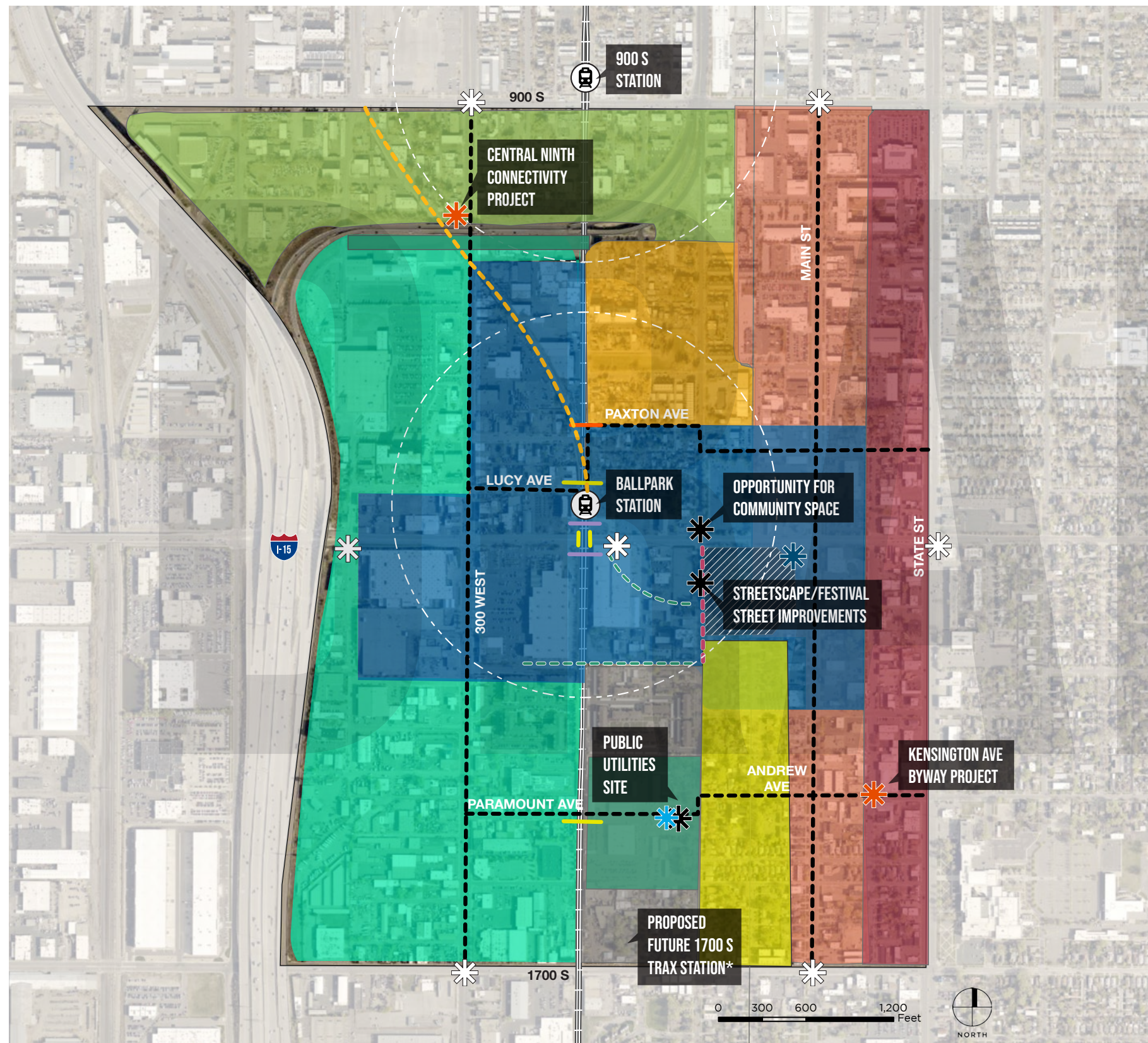
## RECOMMENDED PEDESTRIAN AMENITIES

- **Wide enough to provide 4 distinct zones:**
  - + **THE EDGE ZONE** separates the roadway from the sidewalk.
  - + **THE FURNISHINGS ZONE** provides space for street furnishings and vertical elements such as trees, benches, etc.
  - + **THE THROUGHWAY ZONE** provides a minimum of five – eight feet clear continuous pathway for ADA accessibility.
  - + **THE FRONTAGE ZONE** provides a “shy distance” between the throughway zone and building frontage/property line and entrances.
- **ADA accessible**
- **Street trees to provide a shaded pedestrian way**
- **Human scaled building frontages**
- **Pedestrian level street lighting**
- **Store fronts, office windows, and windows on homes facing the street.**
- **Encourage and allow outdoor retail displays while maintaining ADA compliant throughway zone.**
- **Use of plazas, courtyards, and squares to provide pedestrian amenities.**



# BALLPARK FUTURE LAND USE

FIGURE 2.9: FUTURE LAND USE MAP



## FUTURE LAND USE MAP

The Future Land Use Map (Figure 2.9) guides future development and land use decisions. This is a broad conceptual map. The map identifies areas for continuation of current land use, scale, and density and areas for transformation.

### LEGEND

- Site Boundary
  - Future Land Use Concept**
    - Areas with Opportunity to Integrate Additional Green Space
    - 300 West Transitional Area
    - Heart of the Neighborhood / Ballpark Entertainment Zone
    - Main Street Area
    - State Street Corridor
    - Neighborhood Areas
    - Medium Density Transitional Area
    - Central Ninth Corridor Area
    - Community Recommended Future Public Space Incorporated into the Ballpark
    - Medium Density Area
  - Connections\***
    - Proposed Bike Routes
    - Festival Street
    - Pedestrian Connection Through Future Development
    - Proposed Crossings
    - Enhanced Crossing
    - Crossing Under Construction
    - Proposed Future TRAX Line with Adjacent Trail
  - 🚊 UTA Station
  - 🚊 UTA Light Rail
  - ✳ Gateway Areas
  - Places of Interest**
    - ✳ Adopted Project Catalyst Area
    - ✳ Community Recommended Catalyst Area
    - ✳ Community Recommended Gateway Area
    - ✳ Future Community Amenity
    - 📏 1/4 Mile Station Radius
- \*DEPENDENT ON OWNER AGREEMENTS



## FUTURE LAND USE AREA DESCRIPTIONS

### ● Central Ninth Corridor Area

This area is included in the Central Ninth chapter of the Downtown Master Plan. The corridor is experiencing new development and investment consistent with that plan. The Ballpark Station Area Plan assumes continued implementation of the Central Ninth chapter. The Central Ninth neighborhood should have direct connections to the Ballpark Station Area neighborhoods where possible.

### ● State Street Corridor

This area presents opportunities to transform the State Street corridor into a mixed use, pedestrian, and bicycle friendly area through the introduction of a mix of uses, improvements to the bike and pedestrian environment and improved pedestrian crosswalks. Investments in east-west bicycle connections should be made to allow connectivity across State Street.

### ● 300 West Transitional Area

The area between the TRAX lines and I-15 from 900 South to 1700 South was, until a few years ago, characterized by big box retail, auto-oriented services, storage, and flex space. The area is transitioning, primarily with new residential development. Medium to high density housing and office uses are appropriate in this area when balanced with sidewalk, connectivity, and other pedestrian improvements. As new households are added to the area, amenities, and services to support residents will create a mixed-use space and are needed to maintain quality of life and reduce reliance on automobile travel. The 300 West Reconstruction will improve multi-modal opportunities along 300 West and will encourage growth in the area.

Opportunities to add pedestrian friendly retail and services as well as connect the 300 West area to the rest of the “Heart” of the neighborhood east of the TRAX line should be identified. These mixed-use areas should maintain a high-quality pedestrian environment to connect residents, businesses, and services.

The character of long-standing local businesses should be considered for pedestrians as new development occurs to acknowledge the history of the area.

### ● Medium Density Transitional Area

The area between the TRAX lines and West Temple south of 1400 South, which includes the current Salt Lake City Department of Public Utilities site, is appropriate for redevelopment into medium density uses. The area is characterized by a mix of housing and commercial uses that back to the TRAX line. Redevelopment of this area

should include medium density housing and commercial buildings with reduced height along the West Temple frontage adjacent to the neighborhood character area. The area also includes the Public Utilities Department offices and yard which is identified as a potential future catalytic area for community uses and open space to help support the existing neighborhood and potential future mid-density development.

### ● Neighborhood Areas

The primarily single-family neighborhood south of 1300 South was “down-zoned” to preserve the housing stock, street grid pattern, and neighborhood. The scale and density of this area should be maintained with targeted redevelopment of vacant abandoned structures with new or rehabilitated structures at a comparable scale and character as the existing housing stock. Appropriate buffers between existing single-family areas and future higher-density uses should be maintained. The system of publicly-owned alleyways through the neighborhood character areas should be evaluated for improvement to enhance overall connectivity in the area.

### ● Main Street Area

Main Street is an alternative to the heavy auto-traveled State Street to the east. Main Street from 900 to 1700 South is lower and slower than State Street making it a better pedestrian and biking environment. Main Street between 900 and 1300 South has developed into larger format commercial uses including car dealerships. Redevelopment of the automobile dealerships in this area is not likely in the next 5-10 years. Available parcels between State Street and Richards Street between 900 and 1300 South should be considered for redevelopment into a mix of market-rate and affordable housing at densities comparable to those on State Street at a scale comparable to the surrounding area.

Main Street at 1300 South is part of the Heart of the Neighborhood identified for transit supportive densities. As redevelopment of this section of Main Street occurs the viewshed of the Wasatch Range from inside of the Ballpark should be preserved by limiting the position and heights of buildings.

Main Street between the current Utah Pride Center (1380 S. Main Street) and 1700 South has retained its original scale and includes several locally owned restaurants, bakeries, and shops. The east side of Main Street is included in the State Street overlay zone which addresses the scale and placement of buildings in the area. To ensure compatible development on both sides of Main Street the overlay zone should be extended to include the properties on the west side of Main Street. The area between Major Street and the recently down-zoned residential area should be considered for redevelopment into a medium density area that utilizes current building scale and massing to guide future development. New buildings in the area should be considered for redevelopment at a scale comparable to the surrounding area with front doors on Main Street, stoops, and yards.

### ● The Heart of the Neighborhood / Ballpark Station Entertainment Zone

The area between just north of Paxton Avenue on the north and 1400 South on the south, Main Street on the east and 400 West on the west is the Heart of the Ballpark Neighborhood. This area includes Smith’s Ballpark, the Ballpark TRAX station, and several businesses and community organizations. This area is appropriate for Transit Station Area District Zoning as an Urban Station. The area is appropriate for higher densities. There are significant redevelopment opportunities in this area to enhance gameday and non-gameday activities in the area. In addition to the Ballpark and the station, the area already boasts some of the most popular local restaurants in the city. Building on this success there is an opportunity to create a vibrant entertainment zone centered on the Ballpark and serving the surrounding neighborhood as a community hub. This area could also be considered for the addition of a public service anchor such as a library with opportunity for public space. This area can support the highest intensity of use because of the transportation grid and available transit. It is recommended that streetscape elements should include additional art and interpretive historical elements, shaded pedestrian way, and visual elements directly related to the Ballpark.

### ● Community Recommended Future Public Space at the Ballpark

This area is identified by the community as having opportunity for future public space around the Ballpark facility to create year-round activation. Some examples include additional plaza space, perimeter trail or other green space. This will help activate the area but should not interfere with game day and day-to-day operations.

### \* Adopted Catalytic Areas

These are areas of planned and adopted new investment that have been approved and are awaiting implementation.

#### KENSINGTON AVENUE NEIGHBORHOOD BYWAY PROJECT

Kensington Avenue Byway Improvements including bicycle and pedestrian crossing improvements, traffic calming, wayfinding signage, and connectivity enhancements to existing bicycle and pedestrian routes.

CENTRAL NINTH CATALYTIC CONNECTIVITY The Downtown Plan recommends several improvements to this area. Phase I underpass improvements include amenities on both sides of the 900 South viaduct such as public art, pedestrian lighting, street tress, and other comfort amenities.

The Downtown Plan also proposes a Central Ninth Catalytic Connectivity Phase II TRAX extension which would run from 400 West to 900 South with adjacent active transportation trail if approved, as well as a Central Ninth Catalytic Connectivity Long Term 900 South viaduct demolition and shortening which would occur at the end of the viaduct’s structural life and be replaced with community amenities and new connections.



## \* Community Recommended Catalytic Areas

These are areas of planned or potential new investment that can leverage transformative private investment, improve neighborhood livability, and create a new, vibrant Ballpark District.

### BALLPARK ENTERTAINMENT/STATION AREA IMPROVEMENTS

The Ballpark is an anchor for both gameday and non-gameday improvements and activities. Ballparks around the country have increasingly become the centerpiece for broader entertainment areas including restaurants, bars, theaters, plazas, and community gathering spaces. Smith's Ballpark is located in a neighborhood that already offers many of these amenities. There are also vacant and underutilized parcels around the Ballpark that can be redeveloped into housing, offices, stores, and restaurants to add vibrancy. The existing public realm can be rethought to provide opportunities for community activities. Opportunities include:

- Transit supportive development in the existing Ballpark TRAX Station parking lot
- High-density mixed-use development in the City-owned parking lot north of the Ballpark
- Redevelopment of the area west of the Ballpark into a high-density mixed-use concept with pedestrian-oriented features and amenities
- Improvement of the pedestrian areas along 1300 South to address capacity and safety issues
- Creation of a Festival Street on West Temple that can be closed to traffic for special events including community farmers market, concerts, etc.
- Improved "permeability" of the Ballpark to allow non-gameday access to the team store and possibly ground level restaurants
- Expansion of the Ballpark plaza to extend to the south and east to maximize special event and gameday activity areas.
- Develop a transit supportive zone for this area that includes maximum height requirements to allow roof top decks with a view of the mountains and ballpark and minimum height requirements to create an urban experience for residents and visitors.
- Addition of an anchoring community amenity which may include options like a library with opportunities for public space.



Ballpark TRAX Station / GSBS Consulting

### Transit station upgrades in this area may include:

- Pedestrian crossings directly to the east and west of the UTA crossing barriers, and to the north and south of 1300 South.
- Elimination of the bus drop off loop
- Station-adjacent transit-supportive development of the UTA surface parking lot and to the west of the station and improve overall performance of the station in the neighborhood.
- Pedestrian/bikeways improvements to access the Ballpark Station.

### PUBLIC UTILITIES SITE

The Salt Lake City Department of Public Utilities is located at 1530 South West Temple. The Public Utilities offices and yards may relocate at some point in the future. If Salt Lake City makes an operational change, the current Public Utilities site would be a good location to add much needed community amenities to the neighborhood. Possible future uses include:

- Expanded park space to supplement the "Ballpark Playground" currently on the site
- Relocation of Fire Station #8 from next to the Ballpark, and reuse of the existing fire station location for an activating use with frontage consistent with a walkable and comfortable public space
- A community center to provide community meeting and education space, and/or recreation facilities.

### COMMUNITY RECOMMENDED 1700 SOUTH TRANSIT HUB

Long-range transportation plans recommend a future transit hub at 1700 South serving light rail and east-west bus service. This area should adopt an "urban form" including extensive "last mile" connections to surrounding neighborhoods and uses, and implementation of appropriate Transit Supportive Zoning.

## \* Community Recommended Gateways

These are areas recommended by the community to announce arrival into the Ballpark neighborhood.

## \* Future Community Amenity

Proposed locations for community amenities which may include opportunity for parks, libraries, and supportive services.



## CONNECTIVITY STRATEGIES

Enhancing the pedestrian environment is a priority for the Ballpark Neighborhood. The ability to efficiently and comfortably access the area will benefit residents, current and future businesses, and will improve both gameday and non-gameday experiences for visitors.

Movement throughout the neighborhood can be enhanced by the widening of sidewalks and pedestrian space and the enhancement of these public spaces to include street furniture, street trees and plants, and additional pedestrian-level street lighting. The pedestrian environment should be suitable and safe for all ages and abilities to ensure equitable access. This includes the improvement of existing street crossings to elevate the visibility of pedestrians and the addition of new street crossings where current options are limited.

Figure 2.10 depicts the existing street sections for 1300 South. This plan recommends an updated street profile to improve walkability within the heart of the neighborhood. Figure 2.11 shows the recommended profile for 1300 South, which includes five feet of pedestrian space within a private encroachment to occur as properties redevelop, five feet of pedestrian space with street trees and pedestrian level lighting, and a center median.

### Recommendations for a safer bike and pedestrian network include:

- Fill gaps in the sidewalk network and increase sidewalk width and buffers, prioritizing 1300 South, 300 West, 900 South, and 1700 South. The combined public sidewalk and private encroachment should have a minimum width of ten feet to allow for street trees and street lighting.
- Provide and maintain pedestrian amenities including street furniture and trash receptacles
- Improve bike lane marking, especially at major intersections
- Enhance pedestrian-level lighting and prioritize underserved areas

- Support pedestrian-level street activation including food, retail and entertainment options
- Enhance existing crossings to prioritize pedestrians
- Support mid-block crossings and alleyways to improve connectivity

## CONNECTIVITY

There are several opportunities to enhance connectivity and improve bicycle and pedestrian facilities in the neighborhood. Navigating the Ballpark Neighborhood by foot and bicycle is supported by the surrounding grid system which historically provided easy connectivity in the area. Preserving connections and enhancing and adding new midblock connections will help people move throughout the neighborhood and provide alternatives to navigating along high-volume arterials. Figure 2.8 on page 16 identifies several recommended connections to navigate through the neighborhood.

### In addition to improved connectivity, additional upgrades to bike and pedestrian facilities are recommended. These include:

- Upgraded bike parking facilities that are highly visible to decrease the risk of theft and provide a secure area to lock onto
- Traffic signaling which recognizes the presence of bicycles along designated bikeways
- Delineated or raised pedestrian crossings with crossing islands on high volume roads

## PARKING STRATEGY

Parking needs in the Ballpark Neighborhood vary between game days and non-game days. On game days, landowners adjacent to the Ballpark provide paid parking, and several on-street parking options are available on a first-come-first-serve basis. However, on non-game days the surrounding properties sit as vacant lots and lack activating uses. Optimizing a balance of parking for year-round activation helps create a pedestrian environment with opportunity for different land use strategies.

### Future considerations for parking in the heart of the neighborhood include:

- Reduce overall parking requirements through a shared parking system between different uses
- Identify surrounding businesses as potential partners in a shared parking agreement for game day events
- Increase bicycle parking options surrounding the Ballpark and at the Ballpark.
- Allow developers to substitute a predetermined percentage of automobile parking for bicycle parking
- Evaluate the need for a parking garage serving the 1300 South area as development occurs
- Include standards for parking garages and their interaction with the neighborhood in the Transit Supportive Zone
- Provide free transit access with Ballpark ticket sales
- Encourage subsidization of transit passes by businesses for employees and residents.

## ALLEYWAY SAFETY

Designated alleyways can provide connectivity options for pedestrians and bicyclists as they move throughout the Station Area. Maintaining a high level of perceived safety is important to the activation and success of these alternate routes and can be achieved by considering several activating urban design strategies to improve the health and quality of these public spaces. Tactics for creating safe and well-used alleyways include:

- Enhance alleyway identity by naming designated alleyways.
- Implement new paving, materials, and colors to indicate well caredfor places.
- Maintain the alleyways and provide space for art and activities to show that they are cared for.
- Provide frequent and lowglare pedestrian level lightning.

FIGURE 2.10: EXISTING 1300 SOUTH STREET SECTION FOR THE HEART OF THE NEIGHBORHOOD

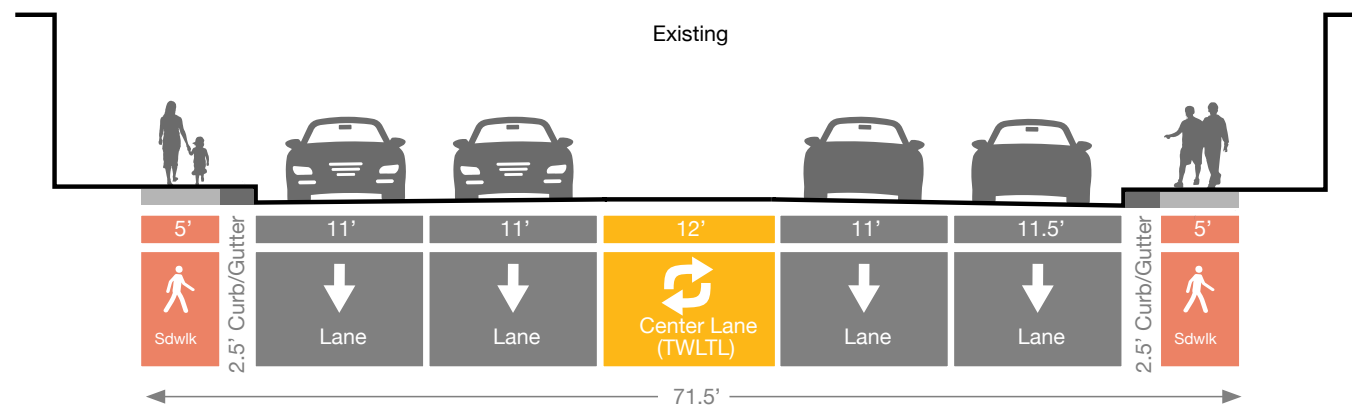
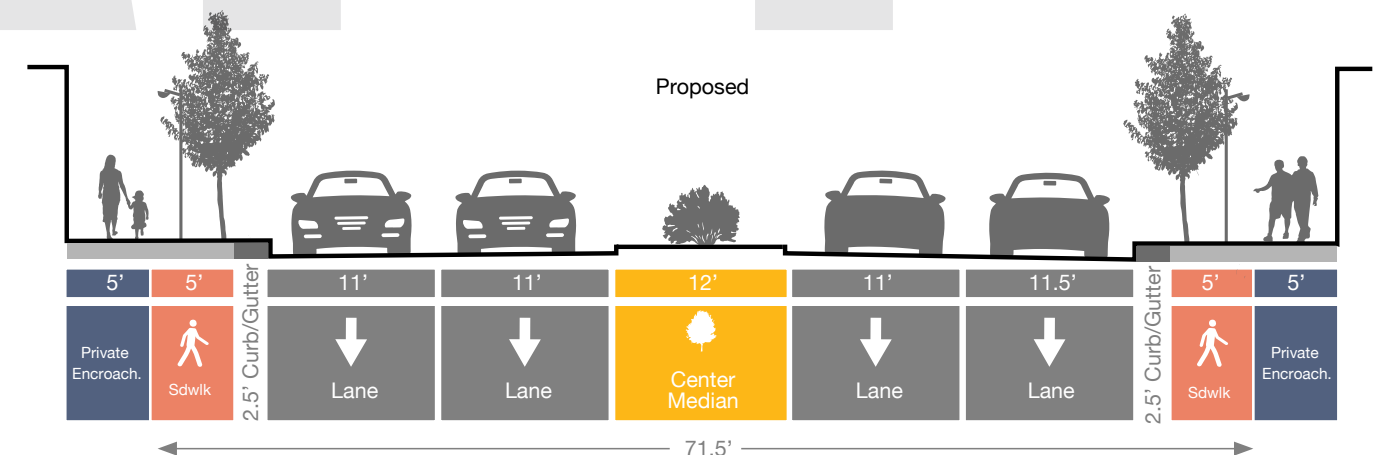


FIGURE 2.11: PROPOSED 1300 SOUTH STREET SECTION FOR THE HEART OF THE NEIGHBORHOOD

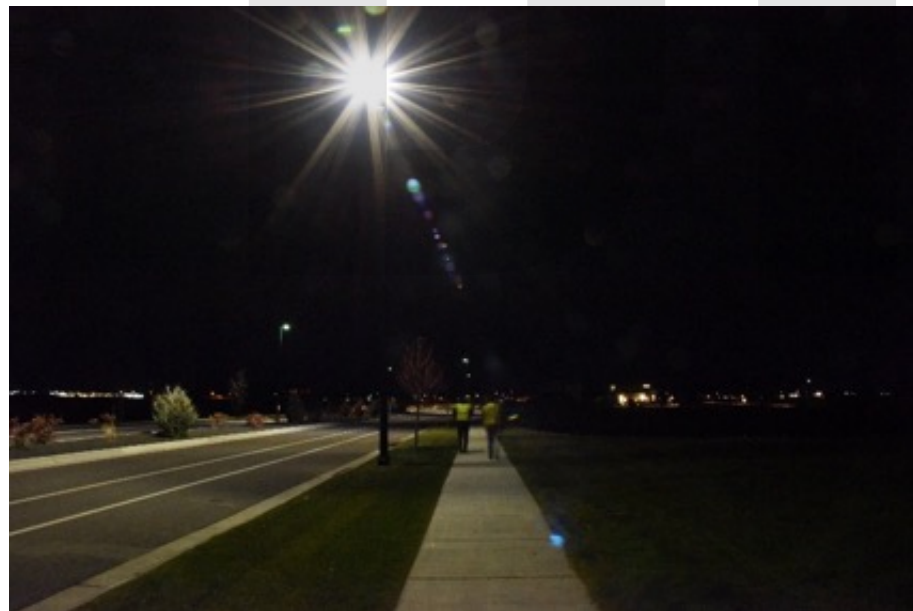




## STREET LIGHTING

Pedestrian-level street lighting is key to making a place feel comfortable and safe for people navigating the neighborhood by foot and bicycle. The Salt Lake City Street Lighting Master Plan identifies the Ballpark neighborhood as a high priority area for future street lighting because it is currently underserved and has several high potential conflict areas and schools. In addition to requiring new street lighting with new development, the neighborhood can request enhanced pedestrian-level street lighting through a process coordinated with the Salt Lake Department of Public Utilities by:

1. Submitting an initial request through the community council to Public Utilities for additional street lighting with specific locations and reasons.
2. Reviewing the surrounding street and land use character with Public Utilities to determine appropriate lighting type
3. Gather a cost estimate for the additional lighting and seek funding approval in partnership with the department.
4. Design, schedule and implement preferred option in partnership with the department.



*This lighting option has significant glare and prioritizes the vehicle right of way, creating visibility and perceived safety issues. (Source: SLC Street Lighting Masterplan)*

- Add plants and greenery, like green walls, to provide public green space while maintaining a level of transparency from private lots into the alleyway.
- Embrace alleyways as part of the city network rather than “backside” spaces hidden from sight.

## SAFETY & SECURITY

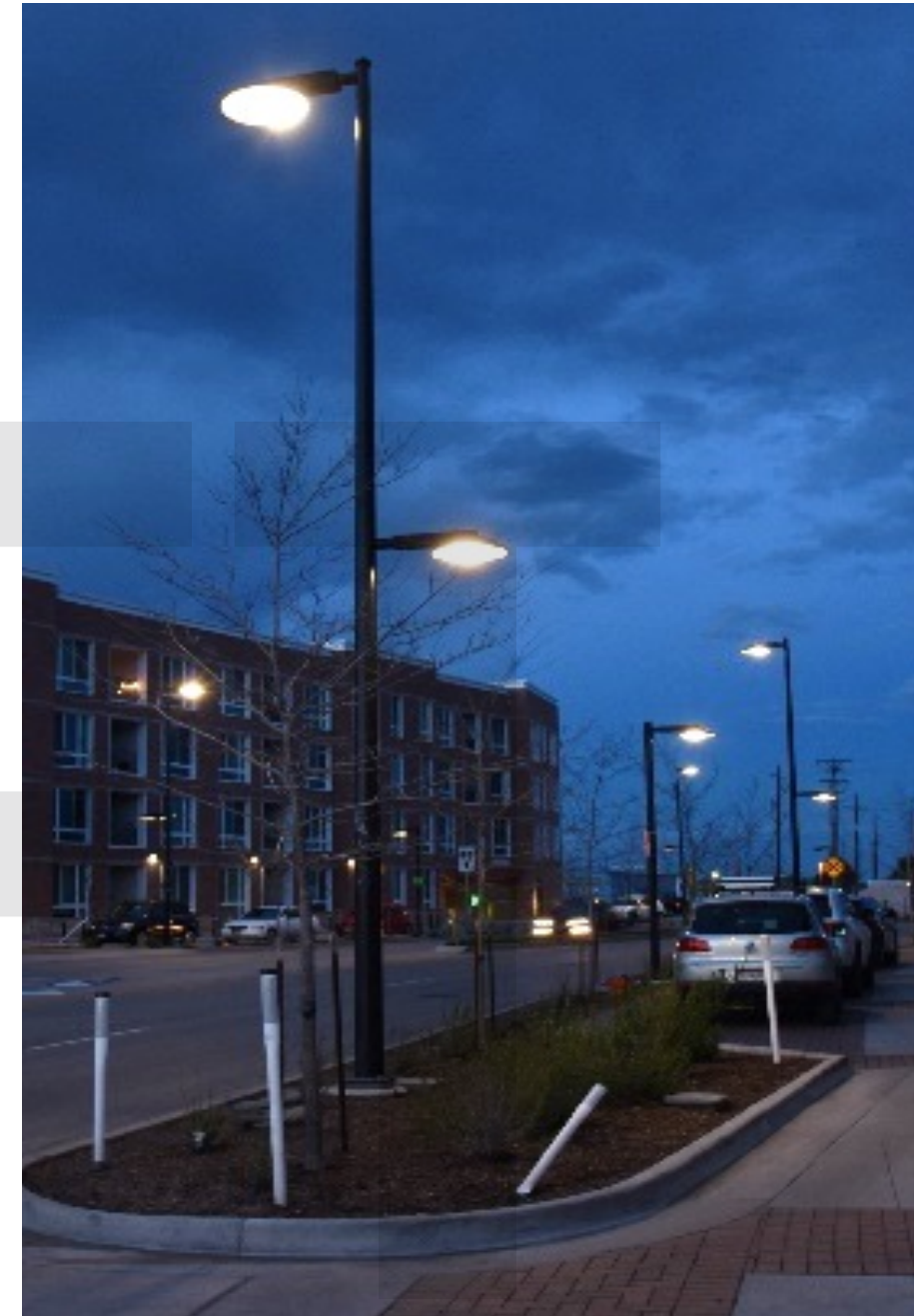
Safety is a priority to the Ballpark community. While this plan does not directly address crime, there are measures that can be integrated into the physical elements of the neighborhood to improve perceived safety.

### Appropriate Lighting

Appropriate pedestrian level lighting should directly light the pedestrian-way at a height that maintains a pedestrian-scaled walkway. It is recommended that future development include pedestrian-scale lighting with a priority on underserved areas, street crossings, and transit stops. A definition of priority areas can be found in the Salt Lake City Street Lighting Masterplan.

Appropriate pedestrian lighting should:

- Be pedestrian scaled
- Have a lighting pole height of 13-16 feet
- Maintain color accuracy
- Be coordinated according to surrounding land use and context



*Lights with low glare provide more comfortable streets and public spaces, providing light where it is needed without annoying nearby residents. Source: (SLC Street Lighting Master Plan)*



### Transparent Building Fronts and Visibility

Aside from adding visual interest to a street, transparent building fronts increase the number of “eyes on the street” by allowing people inside buildings to have direct view of what is happening outside. This increased interaction between the inside and outside decreases the likelihood for crime in these areas, especially when well lit.

### Landscaping and Visibility

Visually permeable landscaping provides another opportunity to improve the perceived safety of an area. Tall, view-obstructing fences and landscaping inhibit visibility of what is happening in an area. Areas with little visibility often experience criminal activity which can be hidden behind visual barriers. Prioritizing good visibility, especially in and around public spaces, inhibits the ability to conduct crime out of sight.

## ENHANCING NEIGHBORHOOD GREENSPACE

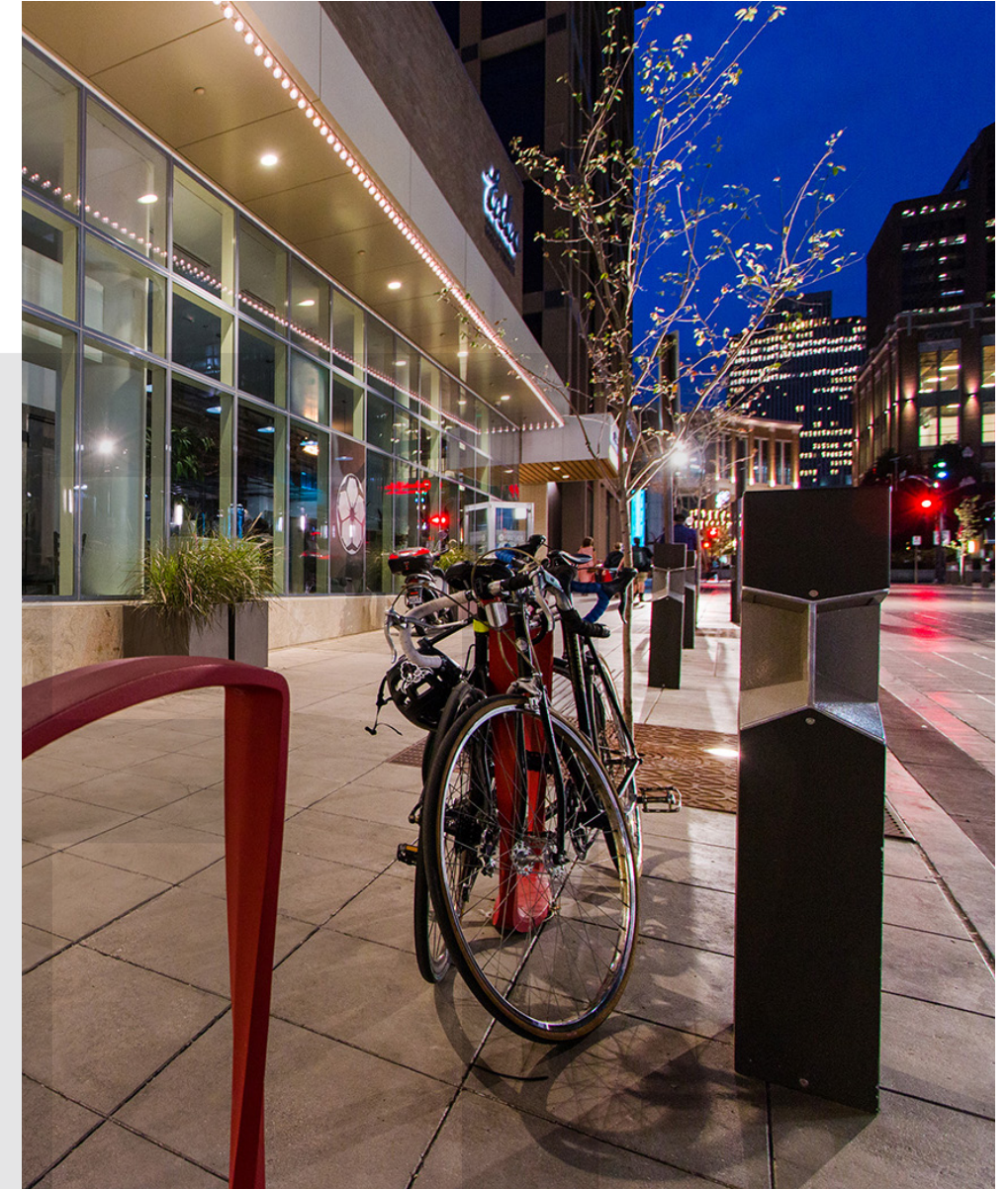
The station area is served by two parks, Jefferson Park and the Ballpark Playground. Jefferson Park includes a playground and a multi-use field, and also acts as a stormwater retention area for the City. Jefferson Park is maintained by the City and offers 3 acres of green space. The Ballpark Playground, which was recently renamed from Peoples Freeway Park in 2020, is 0.4 acres and is maintained by the Salt Lake Department of Public Utilities.

The Salt Lake City Parks & Public Lands Needs Assessment identifies the neighborhood as an area of greater need for green space. This area is likely to receive much of the City’s future growth, yet has the lowest level of service for parks in the city at 2.8 park acres per 1,000 population compared to a city-wide level of service of 3.5 city-owned and managed park acres per 1,000 population.

This Plan’s recommendations for future opportunities for green space, identified in the Future Land Use Map, include the area just south of the 900 South freeway access ramp and the current Public Utilities site. As the Public Utilities department outgrows this location, the site should be evaluated for additional community green space. The proposed festival street, identified on the Future Land Use Map, should also incorporate green landscaping elements such as planters, street trees and landscaped areas.



The Ballpark Playground provides a greenspace oasis within the neighborhood



This example of Regent Street shows transparency between the street and inside the adjacent building help increase the perceived safety of an area.



The Salt Lake City Parks & Public Lands Needs Assessment identifies ten “big ideas” for the future of green space in the City, shown in figure 2.12. These ideas were developed through an extensive community outreach effort to identify what residents want to see in the future city-wide green space.

Another opportunity for additional greenspace arises in future development of the neighborhood. This plan recommends that the City require additional green space as a requirement for new private development outlined in the recommended Transit Supportive Zoning for the heart of the neighborhood. New development should incorporate “green” features including additional street trees, planted medians and park strips, and strategic landscaping to provide pinpricks for greenery throughout the neighborhood. Drought resistant landscaping is recommended to support the city’s overall goal of creating an urban ecosystem that integrates parks, plazas and the urban forestry identified in the Downtown Plan. Creating successful public open space in the neighborhood can be achieved through several urban design recommendations. These include:

- Treating public space as an object to work towards rather than “leftover space”
- Integrating public space into community facilities like schools, libraries, and service centers
- Lining public spaces with public uses to improve safety and accessibility
- Considering the design of adjacent streets and their use of bulb outs, furniture, paving, and improvements to create a pleasant and desirable place
- Creating pedestrian and bicycle routes which serve both transportation and recreational purposes.

## HOUSING OPPORTUNITY & MITIGATING DISPLACEMENT

The Ballpark’s identity as an affordable area is quickly changing. While there are strong residential pockets within the neighborhood, a majority of new residential development has been mid-rise apartment style rental units.

The community has identified three priorities to assist current and future residents in finding attainable and affordable housing regardless of their income, age, familial status, and background. These priorities include:

- Providing clean, safe, and equitable housing options for all residents.
- Providing opportunities for home ownership for a diversity of income levels
- Mitigating the negative effects of gentrification as development occurs

## Anti-Displacement Strategies

As this area continues to grow and change, households that spend more than 30 percent of their income on housing are at a greater risk for getting priced out of the neighborhood and being involuntarily displaced. The city is required by the state and WFRC to submit an annual report which highlights an estimate of moderate-income housing needs and review moderate income housing implementation progress outlined in Growing SLC, Salt Lake’s 5-year housing plan. In addition, at the time of writing, the City is conducting a Gentrification Assessment & Displacement Mitigation Study, which will include models of current and future gentrification pressures and provide recommendations to avoid involuntary displacement. Recommendations from that study should be followed in the Ballpark neighborhood as applicable.

FIGURE 2.12: TEN “BIG IDEAS” FOR THE FUTURE OF GREEN SPACE IN SLC

## TEN “BIG IDEAS” FOR THE FUTURE OF GREEN SPACE IN SLC

### FUTURE PUBLIC SPACE SHOULD:

1. INCLUDE A WAYFINDING AND SIGNAGE CAMPAIGN THAT MAKES IT EASIER TO EXPLORE NEARBY PARKS, TRAILS AND PUBLIC SPACES
2. COMPLETE MISSING LINKS IN REGIONAL TRAILS AND INVEST IN GREENWAYS TO ENHANCE NATURE AND CREEKS WITHIN THE CITY
3. TRANSFORM PARKS INTO VIBRANT COMMUNITY SPACES THAT EMPOWER RESIDENTS TO CONTRIBUTE TO THEIR NEIGHBORHOOD IDENTITY
4. HELP OUR PARKS, LARGE AND SMALL, COME ALIVE WITH ACTIVITIES AND EVENTS THROUGHOUT THE YEAR
5. INVEST IN PROJECTS AND MAINTENANCE ALONG THE JORDAN RIVER PARKWAY THAT WILL PROMOTE EQUITY, ACCESS, SCENIC BEAUTY, DIVERSE RECREATION, AND HEALTHY ECOLOGY ALONG THE PARKWAY
6. REVEAL PAST AND PRESENT STORIES FROM OUR DIVERSITY OF EXPERIENCES THAT HAVE SHAPED THIS VALLEY, GIVING FOCUS TO UNDERREPRESENTED AND INDIGENOUS PEOPLE. EXPRESS THESE STORIES THROUGH LANDSCAPES, STRUCTURE, AND PLACEMAKING
7. INCREASE THE PROVISION OF GREEN AND ACTIVE SPACES DOWNTOWN THAT WILL CONTRIBUTE TO LIVABILITY AND ECONOMIC VITALITY
8. BUILD PUBLIC AWARENESS TO SUPPORT NEW TREES STEWARDSHIP THAT ALLOWS URBAN FORESTRY TO PLANT TREES IN ALL PUBLICLY OWNED LANDSCAPES
9. INVITE APPROPRIATE ALTERNATIVE USE OF OUR PUBLIC GOLFCOURSES FOR GREATER BENEFIT
10. CULTIVATE MORE BIOLOGICAL DIVERSITY IN PARKS AND NATURAL AREAS

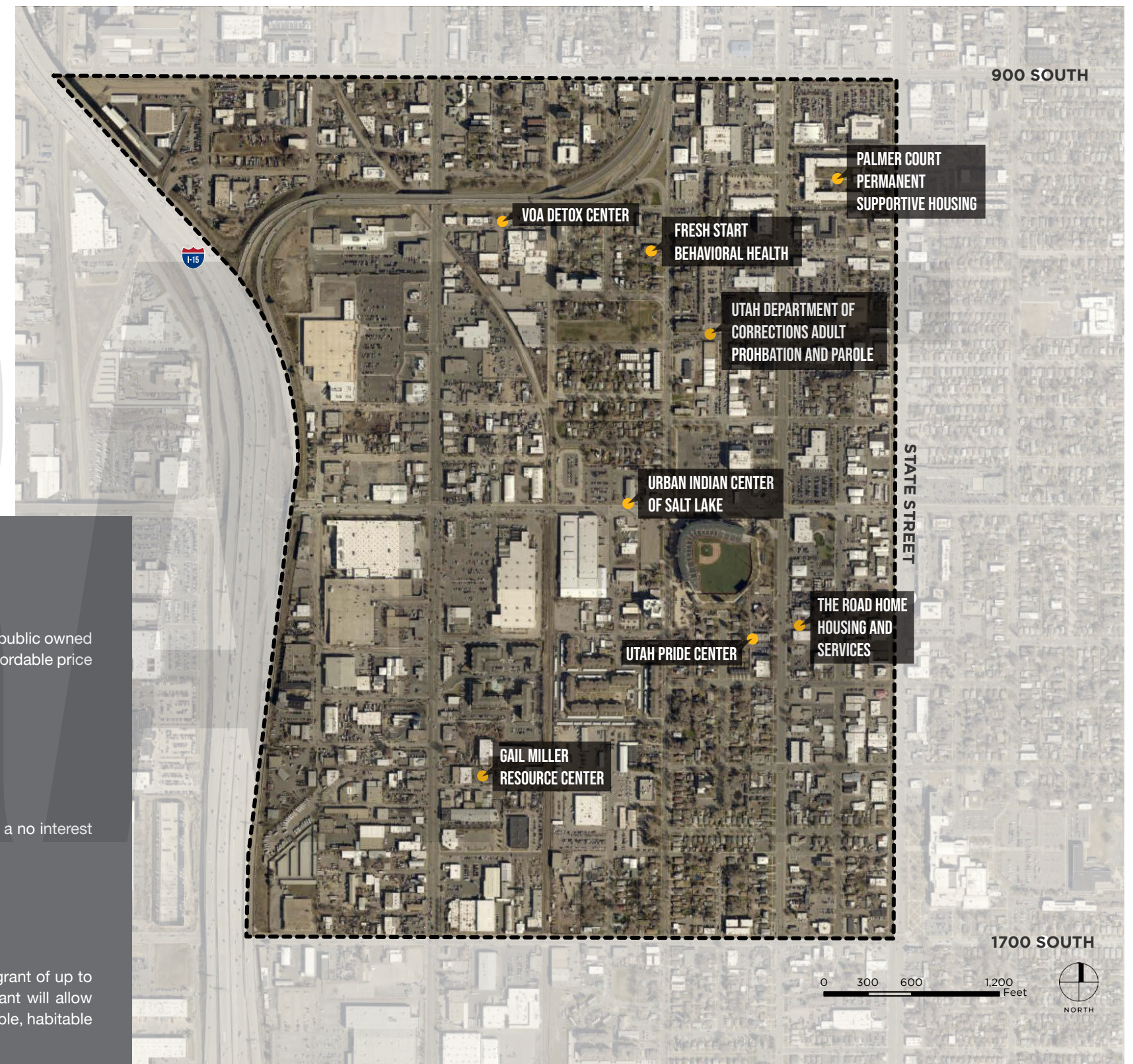
Source: Salt Lake City Public Lands



To reduce the negative impact of gentrification in the primarily renter occupied neighborhood, the city should work with local organizations and services to provide legal support, education, and outreach to residents. Existing community-based organizations can provide tenant services and homeowner assistance to support residents. Educating the community is an immediate step to mitigate displacement and includes education on tenants' rights, understanding lease agreements, financial literacy, the risks of predation on vulnerable homeowners, and relocation assistance to help stabilize changing housing situations. The city should also support development assistance and financing to offer technical assistance to help low-income renters and owners in the area to identify increased rental opportunities for ADUs and financing strategies.

Since the neighborhood is also home to a large number of the city's unhoused residents, prioritizing the retention of outreach social services and case managers to help support the existing unhoused population in the neighborhood will likely improve health and safety outcomes for all residents. In addition, the equitable distribution of social services, case managers and housing options for individuals making under 30 percent of the area median income should be coordinated on a county-wide/regional level. Figure 2.13 shows a map of existing services and nonprofit organizations which provide support to much of Salt Lake County. Focus should be placed on connecting these county-wide services with improved public transit to improve overall access.

FIGURE 2.13: COMMUNITY SERVICES AND NON-PROFIT ORGANIZATIONS MAP



## HOUSING RESOURCES AND OPPORTUNITIES

### Condo-Based Community Land Trust

*How it works:* This program allows development of owner-occupied condos on appropriate private and public owned land through an ongoing lease. This reduces the purchase price of each unit and requires resale at an affordable price with a limit to appreciation to maintain affordability.

*Examples of where this has worked:* Burlington, VT, Austin TX, Oakland, CA

*Target Outcomes:* Increases opportunity for ownership, increases affordability

### SLC Home Repair Program

*How it works:* The program allows owner-occupied households with moderate income to obtain either a no interest loan or a low interest loan to address health, safety and structural issues in their homes.

<https://www.slc.gov/hand/city-housing-programs/home-repair-program/>

### SLC Targeted Repair Program

*How it works:* Very Low-Income households (50% and below AMI) can apply for a lifetime maximum grant of up to \$50,000 to repair major structural and/or mechanical component deficiencies in their home. This grant will allow homeowners, who have no other funding options, access the funds needed to keep their homes accessible, habitable and safe.

<https://www.slc.gov/hand/city-housing-programs/salt-lake-city-hand-targeted-repair-program/>



# COMMUNITY EXPLORATION & ANALYSIS

## COMMUNITY EXPLORATION & ANALYSIS

### PLANNING PROCESS

The planning process began by working with the community to establish an understanding of current and planned assets and challenges in the neighborhood, followed by the study of transformational changes that can be made to enhance livability and opportunities in the area. At each step in the planning process, the ideas, information, and recommendation were reviewed and improved by the community through online and in-person outreach.

The process began with an analysis of existing conditions that identified:

- Current and projected population, employment, and other development in the area
- Current and projected socio-economic factors
- Current and planned transportation, transit, and multi-modal infrastructure
- Prior plans and initiatives
- Planned Ballpark improvements

In addition to analysis of existing conditions the plan includes the findings of a Ballpark Area Case Study analysis and an economic Highest and Best Use Analysis. Those complete reports can be found in the appendices.



*Neighborhood playground in at Jefferson Park / GSBS Consulting*



## STUDY AREA

The Ballpark neighborhood in Salt Lake City is directly south of downtown and has, over its history, transitioned from a first ring suburb characterized by single family residential development to a downtown support area characterized by industrial, distribution and similar uses to the southern boundary of Salt Lake City's downtown with bars and restaurants. The neighborhood retains evidence of all these roles resulting in an eclectic and diverse mix of land uses.

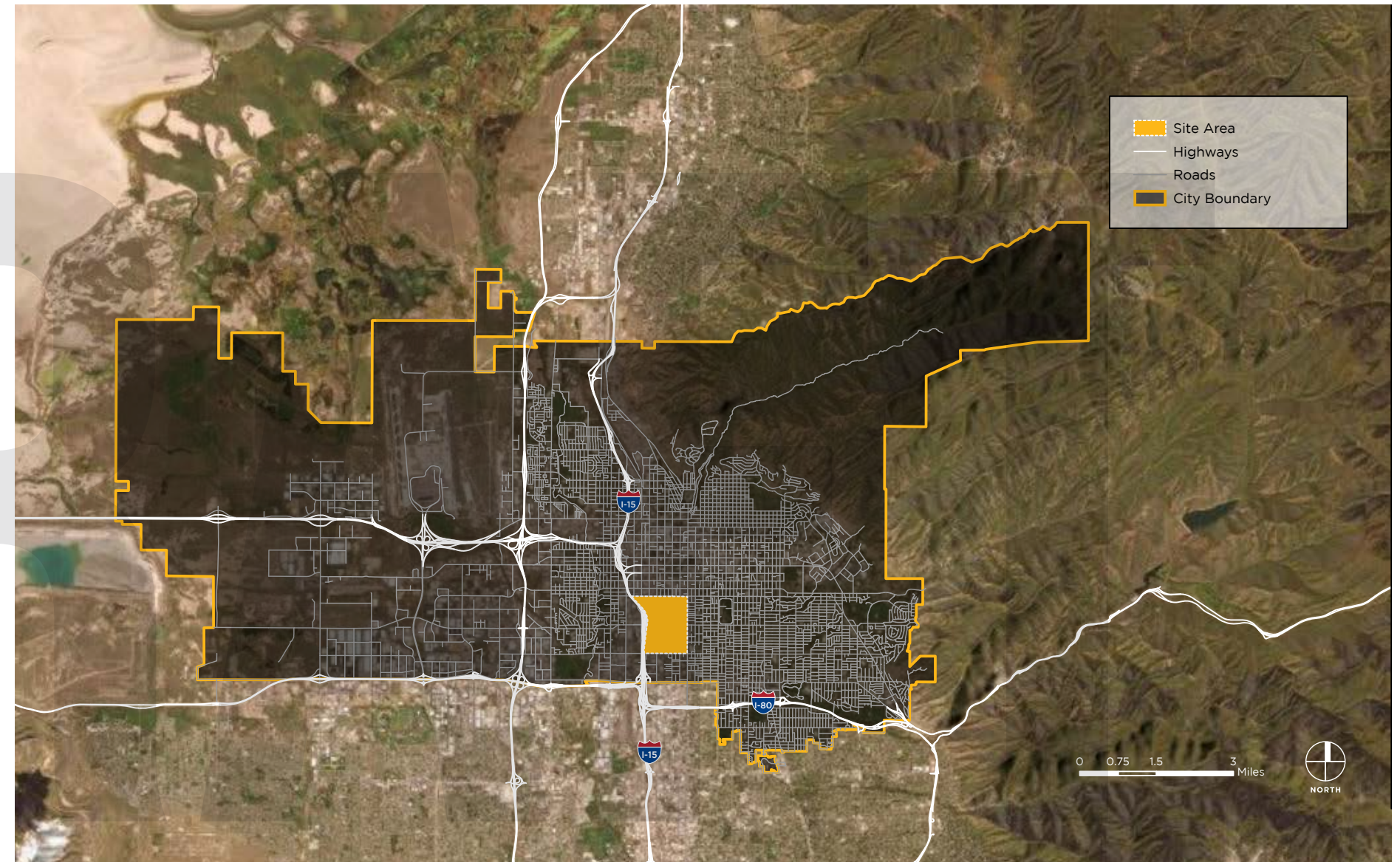
The study area for this plan does not include the entire Ballpark Community Council area. The southern boundary of the study area is 1700 South.

The Ballpark neighborhood is characterized by a mix of uses near downtown Salt Lake and is easily accessible via TRAX light rail and major transportation corridors including I-15 and I-80, Figure 3.1. One of the key benefits identified by residents of the neighborhood is proximity to downtown. However, the transportation corridors also pose barriers to connectivity within the neighborhood. The presence of both I-15 and the UTA light rail lines inhibit east-west movement by acting as physical barriers and posing several safety issues for pedestrians and bicyclists navigating the area.



Smith's Ballpark / GSBS Consulting

FIGURE 3.1: BALLPARK REGIONAL CONTEXT MAP





## Demographics

Ballpark neighborhood households are:

- smaller,
- younger, and
- more likely to rent

than households in the rest of Salt Lake City, the County, and the State of Utah.

There are an estimated 4,131 people living in 1,854 households within the study area boundaries. WFRC projects an increase to approximately 10,021 people by 2040. At current household sizes this is an additional 1,100 dwelling units in the next 20 years. Based on availability of developable land and the mix of land uses, actual growth could be even higher.

Ballpark residents have a median age of 32.6 years with a larger population of young children (0 – 14) compared to Salt Lake City. However, study area has a smaller portion of the population ages 15 – 25, as well as elderly population (65+).

The Ballpark area is diverse, with some similarities to Salt Lake City, with a greater percentage of Caucasian population, and those residents who identified as Some Other Race. The study area is also home to a high percentage of Hispanic residents, Table 3.1.

The diverse population in the Ballpark area can prove to be an asset in terms of employment, as oftentimes employers will seek a diverse workforce to fill roles. Having a diverse population and skills available to employers can be leveraged as an asset for the community.

To further understand the diversity of the Ballpark area, an analysis of Simpson's Diversity Index was conducted to measure the diversity of a population in which members belong to a unique group. The analysis measures the racial and ethnic homogeneity of an area. The Ballpark area has Diversity Index scores of 0.38 and 0.34, respectively. Compared to the other block groups in vicinity of the study area, the Ballpark area has a higher level of diversity. This also means that while there aren't large ratios of diverse populations in the study area, there are a high number of unique races and ethnicities within the community.

An analysis of spoken languages was conducted and shows an increased level of languages spoken throughout the study area compared to Salt Lake City. Data provided by Liberty and Whittier Elementary, which includes languages of families, indicate that the majority of alternate languages spoken in the schools in the area

**TABLE 3.1 RACE AND ETHNICITY IN THE BALLPARK STATION AREA AND SALT LAKE CITY**

RACE	BALLPARK STATION AREA %	SALT LAKE CITY %
Caucasian	72.6%	70.9%
African American	2.4%	3.5%
American Indian & Alaska Native	0.0%	1.3%
Asian	4.6%	6.2%
Native Hawaiian & Other Pacific Islander	0.6%	2.1%
Some Other Race	18.2%	11.7%
Two or More Races	1.5%	4.3%
<b>TOTAL</b>	<b>99.9%</b>	<b>100.0%</b>

ETHNICITY		
Hispanic Origin	22.2%	24.0%

Source: 2019 American Community Survey 5-Year Estimates, ESRI

include Spanish, Arabic, Burmese, Karen, Somali.

The average size of households in the study area is significantly smaller at 2.2 people per household compared to the average household size of 3.13 observed throughout Salt Lake City and Utah. The Ballpark study area consists primarily of renter-occupied housing (78.6%) much higher than in surrounding municipalities, Salt Lake County and in Utah, Table 3.2. More information on housing in Salt Lake City can be found in the Moderate Income Housing Plan.

As shown in Table 3.3, the incomes within the study area are significantly lower than the incomes throughout Salt Lake City or the state of Utah. According to the 2019 U.S. Census Bureau ACS 5-year estimates, over 32 percent of households in the study area make less than \$15,000 annually. In contrast, only 6.3 percent of households throughout the state earn less than \$15,000. A large portion (22 percent) of households within the study area make between \$50,000 and \$75,000 annually, but only 12 percent of total households make more than \$75,000.

**TABLE 3.2: OWNERSHIP AND RENTERSHIP RATES IN THE BALLPARK STATION AREA AND SURROUNDING REGION**

	BALLPARK STATION AREA	SALT LAKE CITY	SALT LAKE COUNTY	UTAH
<b>Total Households</b>	1,854	82,259	397,918	1,050,542
Owner Households	15.3%	41.3%	61.8%	63.1%
Renter Households	78.6%	51.7%	33.2%	27.0%
Vacant Households	6.1%	7.0%	5.0%	9.9%
<b>Families</b>	768	41,258	277,473	781,973
<b>Household Size</b>	2.20	2.41	2.99	3.13

Source: 2019 American Community Survey 5-Year Estimates, ESRI

**TABLE 3.3: INCOME IN THE BALLPARK STATION AREA AND SURROUNDING REGION**

	BALLPARK STATION AREA	SALT LAKE COUNTY	SALT LAKE MSA	UTAH
Median Household Income	\$26,047	\$76,410	\$76,256	\$73,015
Average Household Income	\$44,498	\$99,988	\$99,114	\$92,612
Per Capita Income	\$19,992	\$33,095	\$32,666	\$29,227

Source: 2019 American Community Survey 5-Year Estimates, ESRI



## SUMMARY OF EXISTING CONDITIONS

### Prior Planning Efforts

Several plans have been completed on areas adjacent too or within the Ballpark Neighborhood over the past decade. Many of the recommendations from these prior plans are incorporated into this Station Area Plan.

#### Existing Plans for the Area Include:

##### Adopted City Plans:

- Downtown Master Plan / Central 9th
- Central Community Plan
- State Street Reinvestment Plan
- Growing SLC
- Plan Salt Lake
- Salt Lake City Street Lighting Master Plan (undergoing adoption)

##### Not Adopted:

- Life on State 2010
- Life on State Implementation
- Student Ballpark Master Plan Project
- Homeless Resource Centers Neighborhood Action Strategies
- Salt Lake City Parks & Public Lands Needs Assessment

#### CENTRAL COMMUNITY PLAN – 2005

The most recent official plan for the Ballpark Neighborhood is the Central Community Plan adopted in 2005. The plan identified goals, strategies, and future land use for each of the neighborhoods within the Central Community Planning District.

The plan identified four fundamental goals for the Central Community:

- Livable communities and neighborhoods
- Vital and sustainable commerce
- Unique and active places
- Pedestrian mobility and accessibility

#### LIFE ON STATE - 2010

Life on State is a multi-jurisdictional vision document sponsored by Wasatch Front Regional Council that identified several goals for State Street/Highway 89 as it passes through the Salt Lake Valley.

#### LIFE ON STATE IMPLEMENTATION PLAN - 2018

In April 2018, Salt Lake City and South Salt Lake City completed a Life on State Implementation Plan that built on the vision and goals of the Life on State Vision plan to identify the specific elements and strategies to transform State Street to a “Signature Street.”

#### DOWNTOWN MASTER PLAN/CENTRAL NINTH NEIGHBORHOOD - 2016

The Central Ninth neighborhood immediately to the north of the Ballpark Neighborhood is part of the Downtown Planning District.

The Downtown Master Plan identified a catalytic project to connect the Central Ninth Neighborhood to the Ballpark Neighborhood through the area occupied by the I-15 900 South viaduct, Figure 3.2. This initiative identifies improvement of existing underpasses to enhance pedestrian and bicycle safety and experience, improve unused right-of-way for community greenspace, and eventually remove the viaduct to add community space to the neighborhood.

FIGURE 3.2: CATALYTIC PROJECT: CONNECTING CENTRAL NINTH TO BALLPARK

The 900 South Viaduct separates the Central Ninth neighborhood and the Ballpark neighborhood to the south. The two neighborhoods should be better connected to provide both neighborhoods with housing options, access to open space, and provide opportunities to walk to transit, shops, dining, etc.

The connections could be improved by addressing the West Temple and 900 South viaduct. As the viaduct ages and comes closer to the end of its structural life, City Hall should work with area residents and business owners, UDOT, and UTA (who owns the abandoned rail corridor that passes under the viaduct) to study alternatives that improves the connectivity between the neighborhoods.

Improving underpasses and adding amenities on both sides of the viaduct will help improve the connectivity and desirability of both neighborhoods. This may include the addition of public art, pedestrian lighting, street trees, and other pedestrian comfort amenities along the north-south streets.



Source: Salt Lake City Downtown Masterplan

#### HOMELESS RESOURCE CENTERS NEIGHBORHOOD ACTION STRATEGIES – 2020

Salt Lake City completed a plan to assess the impacts of two new Homeless Resource Centers in the Central Community. The Gail Miller Homeless Resource Center is located within the study area and provides beds for 200 unhoused men and women. The Geraldine King Resource Center is located two blocks north of the study area and provides beds for 200 unhoused women. The plan identified the following key strategies:

1. Commit to long-term investments in the physical and social infrastructure in neighborhoods around the new homeless resource centers.
2. Lead efforts to secure funding support from other non-City sources for investments in HRC neighborhoods.
3. Prioritize and fast-track planned City projects in the Capital Facilities Plan in neighborhoods supporting the HRC facilities.
4. Foster community driven efforts to improve quality of life in neighborhoods near resource centers.



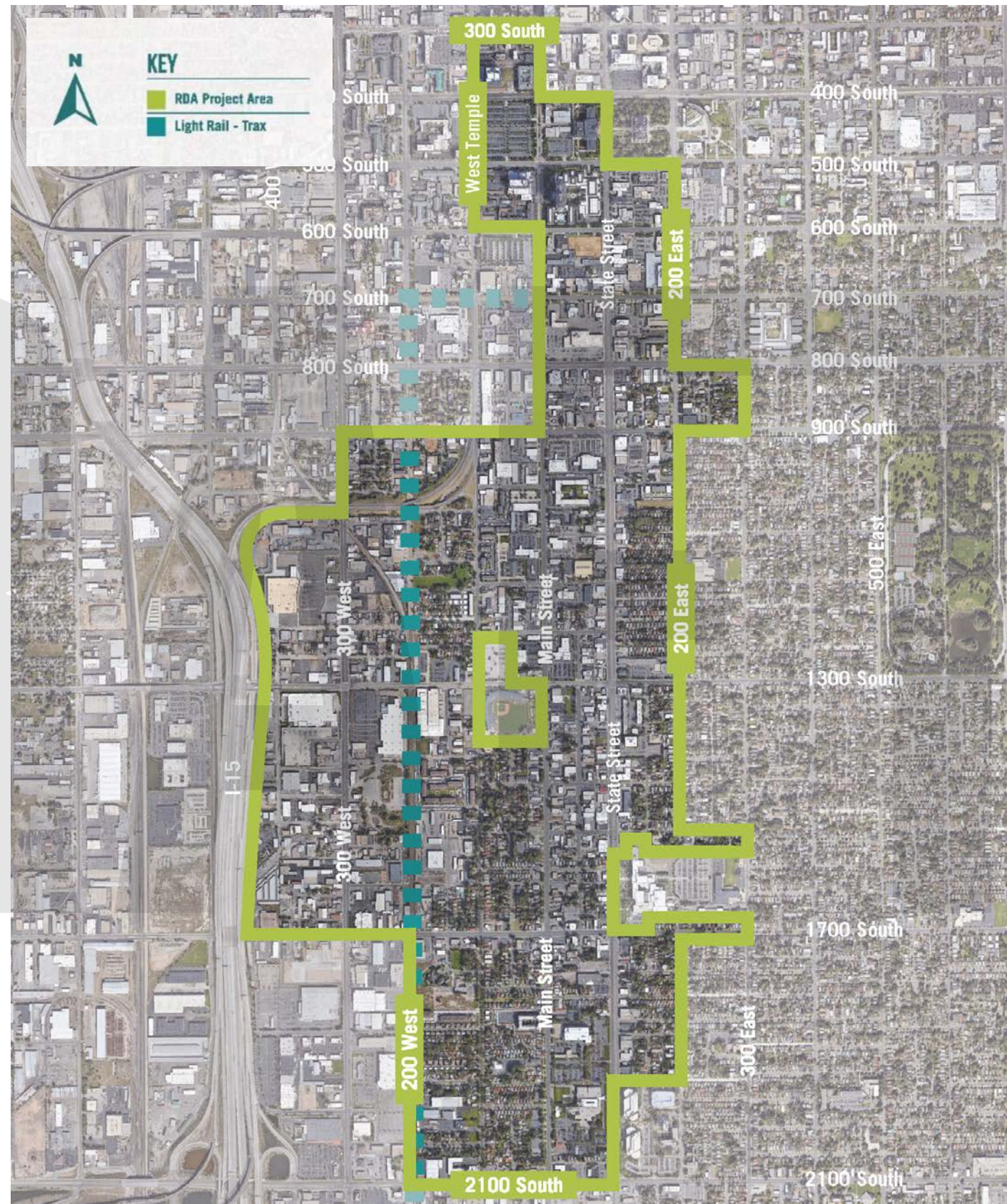
The plan also identified near-, mid-, and long-term projects in the neighborhoods surrounding each of the HRCs in the Central Community to help mitigate the impacts of the centers. Many of the projects identified are City-wide projects such as improvements to transit access and housing policies and investments. The infrastructure improvement projects identified for the Ballpark Neighborhood, within ½ mile of the Gail Miller HRC include:

- **Near Term**
  - + 300 West rebuild and ADA-accessibility improvements
  - + Construction of a pedestrian crossing on 1300 to the Ballpark TRAX
  - + Main Street Cycle Track
  - + Street Lighting updates
  - + Greenbike station at Ballpark TRAX Station
- **Mid Term**
  - + Construction of a neighborhood byway
- **Long Term**
  - + Multi-modal transportation improvements on State Street
  - + Protected bike lanes on 300 West, 1700 South, 200 West, and West Temple
  - + Improved bus facilities

**STATE STREET PROJECT AREA PLAN- 2019**

The Redevelopment Agency of Salt Lake City created the State Street Project Area Plan to further the economic development goals of the City and community, including land use and connectivity. The Plan includes the Ballpark Station Area Planning boundaries with the exception of a “carve out” for the Ballpark property and the City-owned parking lot to the north, incorporates the community vision and land use plans established by the Downtown Master Plan and the Central Community Master Plan, and provides funding and investment tools to help leverage private investment in the neighborhood. As seen in Figure 3.3, the project area extends along State Street from 300 South on the north to 2100 South on the south.

FIGURE 3.3: STATE STREET PROJECT AREA MAP





### SALT LAKE CITY PUBLIC LANDS NEEDS ASSESSMENT - 2019

In 2019 the city identified existing natural lands needs for urban and non-urban areas of Salt Lake City. The plan identifies level of service for the city's seven planning areas and identifies community goals for the Parks & Public lands system as it grows.

### SALT LAKE CITY GENTRIFICATION ASSESSMENT AND DISPLACEMENT MITIGATION PLAN (EXPECTED COMPLETION 2022)

A plan to assess gentrification pressures and risk of involuntary displacement in Salt Lake City's neighborhoods is expected to be completed in 2022. The effort will involve extensive community engagement, address inequities in the community, and provide recommendations for programs, policies and strategies to help residents stay in place and benefit from neighborhood investments.

### SALT LAKE CITY STREET LIGHTING MASTER PLAN (MOVING THROUGH ADOPTION PROCESS)

The Salt Lake City Department of Public Utilities created a Street Lighting Master Plan to identify areas of high priority for additional street lighting through out the city and to define proper placement and light levels for all city street lighting. The Street Lighting Master Plan

The Master Plan archives all existing light poles and provides design and placement recommendations according to surrounding land use and ecological health.

### GROWING SALT LAKE CITY – A FIVE YEAR HOUSING PLAN

Growing Salt Lake City is a five-year housing plan for the city from 2018 to 2022 and was published in January 2018 by the Department of Community and Neighborhoods. The Plan contains several topics including updates to zoning code, preservation of affordable housing, and equitability, fair housing, and transportation. Another key point of the plan is the close relationship of transportation, transit-oriented development, affordable housing.

The plan focuses on how to make the city affordable so that more individuals and families can find housing there. With the anticipated increase in population comes transportation strains. The plan states that the need to create viable pedestrian, bicycle, and transit options is paramount as the City's population grows. The Ballpark neighborhood has seen a large share of this growth since the adoption of this plan in 2018, primarily in new multifamily development.

### PLAN SALT LAKE

Plan Salt Lake was adopted in December 2015 and gives a vision for the city through the year 2040. The plan gives a framework to prepare the city for the growth that is anticipated to come in future years.

### STUDENT PROJECT BALLPARK NEIGHBORHOOD MASTER PLAN, UNIVERSITY OF UTAH – 2020

A group of students from the University of Utah's Department of City and Metropolitan Planning worked with members of the Ballpark Neighborhood Council to complete a neighborhood master plan. The plan identified a vision statement for the neighborhood:

The Ballpark Neighborhood is a safe, vibrant, diverse, connected, and accessible neighborhood that welcomes new growth while preserving the existing sense of community.

Safe – Residents will feel safe in their homes and throughout their community, and the neighborhood will be perceived as a safe area of the city.

Vibrant – The Ballpark Neighborhood will be a destination for culture, arts, and entertainment that will be economically thriving and attractive to new businesses and visitors.

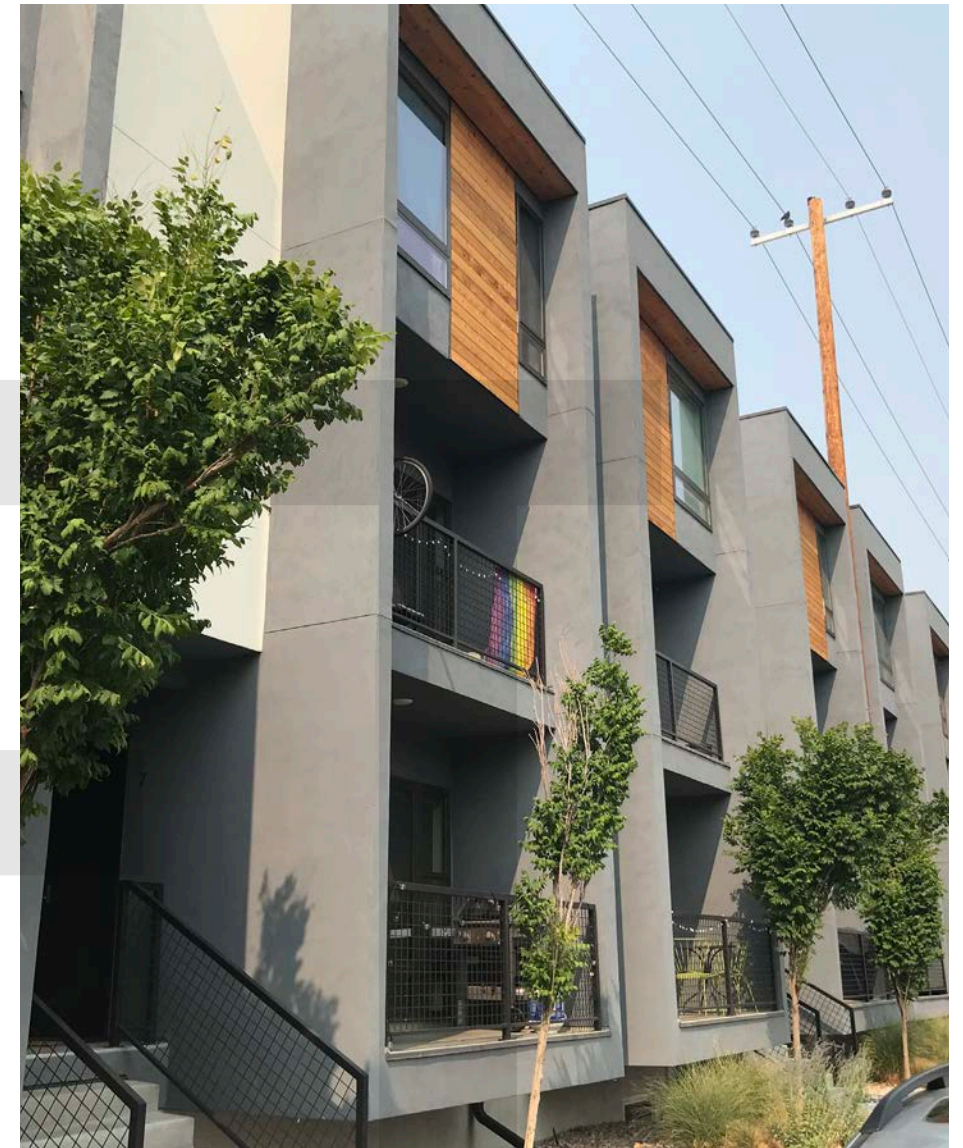
Diverse – The neighborhood will include a wide variety of land uses, amenities, and housing types to serve the needs of its diverse residents.

Connected and Accessible – The Ballpark Neighborhood will be a “gateway to the City” that feels both physically and socially connected to the rest of the City as well as internally.

Balanced – The neighborhood will welcome new growth while preserving the existing sense of community.

In addition, the plan identified five focus areas to help guide the future of the area.:

- Reimagining Main Street
- Creating Housing Opportunities for Current and Future Neighbors
- Increasing Mobility Options
- Greening Ballpark
- Creating Vibrant Transit Station Areas



*Ballpark Neighborhood condominiums / GSBS Consulting*



## CONNECTIVITY AND THE PEDESTRIAN & BIKING ENVIRONMENT

The Ballpark's central location along several major regional transportation routes, proximity to transit, and transitioning urban landscape offer opportunities for enhanced pedestrian and bicycle connectivity. Figure 3.4 shows the existing location of bike, pedestrian and transit facilities in the neighborhood. As the area continues to develop, enhancing multimodal connectivity should be a priority to preserve existing connections and create a safe and efficient area to navigate for all ages and abilities.

The Ballpark neighborhood has several high-volume roadways. 1300 South serves a high volume of east-west traffic from State Street to I-15, with 900 South and 1700 South also carrying notable traffic volumes. State Street and 300 West carry high volumes of vehicles moving north-south.

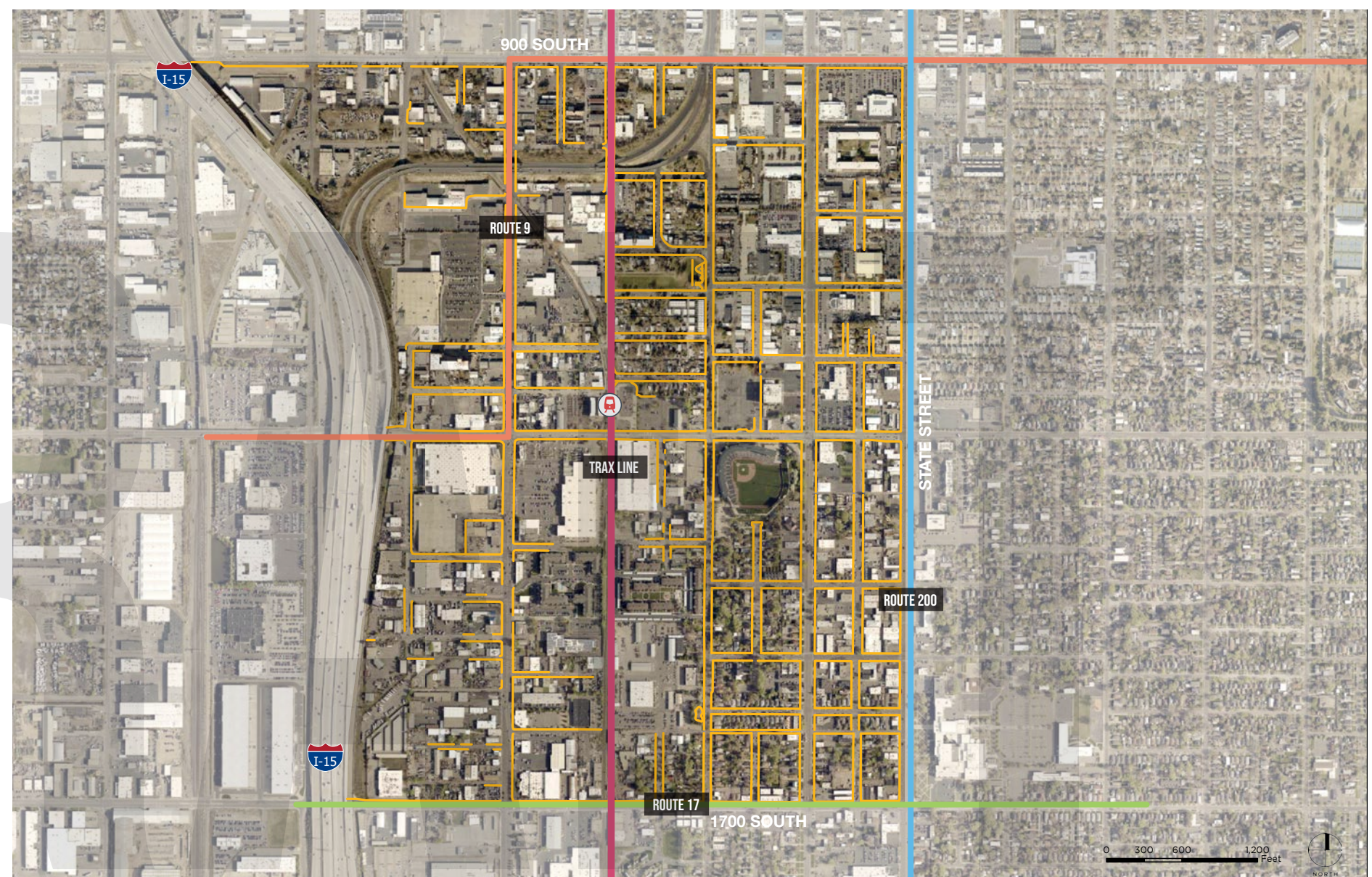
The neighborhood is served by three TRAX light rail lines which run through the heart of the neighborhood, Figure 3.4. The area is also served by two frequent bus lines, the 9 (900 South) and the 200 (State Street) as well as the 17 (1700 South) which runs at a 30 minute frequency.

The area has several existing bike routes connecting through the area. Main Street is identified as a bikeway and has a designated striped bike lane. The section of 900 South from I-15 to 300 West will have a buffered bike lane, and a marked shared roadway is planned to connect Paxton Avenue to the 1300 South underpass.



photo credit / caption

FIGURE 3.4: SIDEWALK AND TRANSIT MAP



### LEGEND

- Site Boundary
- Sidewalks
- A Ballpark Station



Sidewalks are mostly complete in the study area although there are large gaps south of 1300 South between 300 West and West Temple, and in the north-west area of the project area. The existing sidewalk network needs repair along many of the major roadways and often provides limited width and space for movement alongside fast-moving vehicle traffic. Other obstacles, like light poles and uneven surfaces, present barriers for those using mobility devices and force pedestrians to navigate around them.

Overall, east-west connectivity for pedestrians and bicycles is limited due to several roadways and rail lines which inhibit ease of movement through the area. Pedestrians and bicycles within the neighborhood must cross the TRAX line at either 900 South, 1300 South or 1700 South resulting in frequent illegal and dangerous crossings at points along the rail line. Several roadways with infrequent signalized crossings also act as barriers for navigating the neighborhood, such as 1300 South and 300 West, which have infrequent crossings and require pedestrians to extend their travel distance to cross at the nearest stoplight or cross illegally.

# DR



Local business in the Ballpark Station Area.



## SUMMARY OF STATION AREA CASE STUDIES

Creating thriving and inclusive neighborhoods in areas surrounding major and minor league ballparks is a goal that cities strive to achieve through a variety of infrastructure and non-infrastructure investments. However, achieving this goal is often a challenge. Ballpark architecture and design plays a role in how well it integrates and enhances the surrounding community, and there are several other factors extending beyond the Ballpark itself that could help accelerate or facilitate economic and community vibrancy and integrate these otherwise disparate land uses.

This exploration of case studies from ballpark areas across the country provides the planning team and the community examples of ballpark design and ballpark district activation strategies and outcomes to understand and identify lessons learned from similar ballparks that might support the vision and goals for the Smith's Ballpark area. An initial list of case studies were selected based on those ballpark areas that are similar in urban scale and context to Smith's Ballpark, including proximity to high quality transit, and community activation/integration. The full case study summary can be found in Appendix x. The selected case studies included:

### Major League Baseball Ballparks

- Boston, MA
- Chicago, IL

### Minor League Ballparks

- Memphis, TN
- Oklahoma City, OK
- El Paso, TX

The Major League examples informed decision making by providing examples of ballparks with longstanding success. The Minor League case studies provide a comparison of areas facing similar opportunities and challenges as Salt Lake City. Table 3.4 shows a comparison between the three Minor League case studies in comparison to Smith's Ballpark.

TABLE 3.4: SUMMARY OF BALLPARK CASE STUDIES

	CASE STUDIES			
	SALT LAKE CITY BALLPARK NEIGHBORHOOD	CHICKASAW BRICKTOWN BALLPARK	SOUTHWEST UNIVERSITY PARK	AUTOZONE PARK
LOCATION	Salt Lake City, UT	Oklahoma City, OK	El Paso, TX	Memphis, TN
OPENING DATE	-	April 1998	April 2014	April 2000
STADIUM CAPACITY	-	13,066	9,500	14,320
<b>SURROUNDING AREA (1 MI) FACTS</b>				
Population (2020)	15,587	4,532	14,994	12,210
Population Growth (2010 to 2020)	+15%	+60%	+11%	+1%
Median Household Income (2020)	\$43,166	\$56,927	\$16,713	\$25,195
Occupied Housing Units (2020)	64% Rented/36% Owned	90% Rented/10% Owned	84% Rented/16% Owned	89% Rented/11% Owned
<b>BALLPARK AREA FEATURES</b>				
Identified in an area plan or Comprehensive Plan		✓	✓	✓
Pedestrian-only infrastructure		✓	✓	
Multimodal Connectivity (bike share, bike lanes, shared mobility)		✓		✓
Accessible by high quality transit	✓	✓	✓	✓
Parks/green spaces within the area	✓	✓	✓	✓
Diverse surrounding land uses	✓	✓	✓	✓
Adaptive reuse of existing buildings		✓		✓
Special zoning regulations for the area		✓	✓	✓
Ballpark hosts other events (sporting and non-sporting)		✓	✓	✓
Supports community events within the Ballpark area		✓	✓	✓



## CASE STUDY | MAJOR LEAGUE EXAMPLES

### BOSTON — FENWAY PARK

LOCATION: Boston, MA

CITY POPULATION: 694,583

STADIUM CAPACITY: 37,305

OPENING DATE: April 1912

#### Key Takeaways

Fenway Park is one of the most iconic ballparks and ballpark areas in the MLB because of its history, design, and the activity and draw of the surrounding neighborhood. Some of these themes are hard to replicate, mainly because the neighborhood has grown up around the ballpark. Additionally, in the past 10 years, the neighborhood has seen millions of dollars in new development, creating an area that attracts students, young professionals, and families alike to both live and visit. However, there are some strategies that could be implemented to help recreate some of Fenway's success, including:

- Celebrate what makes a ballpark and its surrounding area unique. Some of Fenway's most memorable elements have been engineered away in other more modern ballparks. Irregularities in design and layout should be celebrated to foster a unique sense of place.
- Extend the ballpark atmosphere beyond the ballpark. Fenway Park's gameday atmosphere spills out into the surrounding streets for multiple blocks, partly due to the limited space inside the ballpark. While that may be hard for other ballparks to replicate, the ballpark atmosphere is possible to foster and create outside the ballpark by creative use of right of way (closing/reusing streets) and special building regulations (zoning and design guidelines)

### CHICAGO — WRIGLEY FIELD

LOCATION: Chicago, IL

CITY POPULATION: 2,693,976

STADIUM CAPACITY: 41,649

OPENING DATE: April 1914

#### Key Takeaways

Like Fenway, Wrigley's age and history play a huge role in elevating the ballpark to one of the most beloved in all of baseball. However, there are some applicable strategies that can be applied to the SLC Ballpark area to help recreate some of what makes Wrigley so special including:

- Having an open dialogue between ballpark and neighborhood. The incredibly close integration of ballpark and neighborhood has created several challenges through the years. The partnership between the two has been rocky at times but having both an open dialogue through a neighborhood council, along with a formalized agreement in place, have helped the two navigate disputes and thrive together.
- Blur lines between ballpark and neighborhood. There is perhaps no better example of this takeaway than Wrigley Field. Surrounding businesses have taken advantage of the low walls in the outfield and built bleachers that can see into the stadium, becoming some of the most iconic elements of the stadium experience. While there are logistical challenges to implementing some of these elements at modern ballparks, creative ideas should be explored to help create a more permeable relationship between the ballpark and its surroundings.
- The Chicago Cubs established a Neighborhood Preservation Fund in 2021 to invest in the surrounding neighborhood through street lighting, paving and infrastructure work around the ballpark.



© Yards of Summer



© Twitter (@BobVorwald)



## CASE STUDY | MINOR LEAGUE EXAMPLES

### OKLAHOMA CITY — CHICKASAW BRICKTOWN BALLPARK

LOCATION: Oklahoma City, Oklahoma

CITY POPULATION: 551,789

\*Table 3.4 shows comparison to Salt Lake Ballpark Neighborhood



© TripAdvisor



OKC Dodgers Baseball Game (© nbykzs168.com)

Viewed as one of the most successful ballparks in the minor league, Bricktown Ballpark was part of the larger Bricktown redevelopment plan that helped energize the surrounding area while generating \$238 million dollars in housing and mixed-use development. This case study highlights practices and lessons learned in supporting economic development, community-driven design and activation, and how the ballpark and surrounding area have blended development and culture.

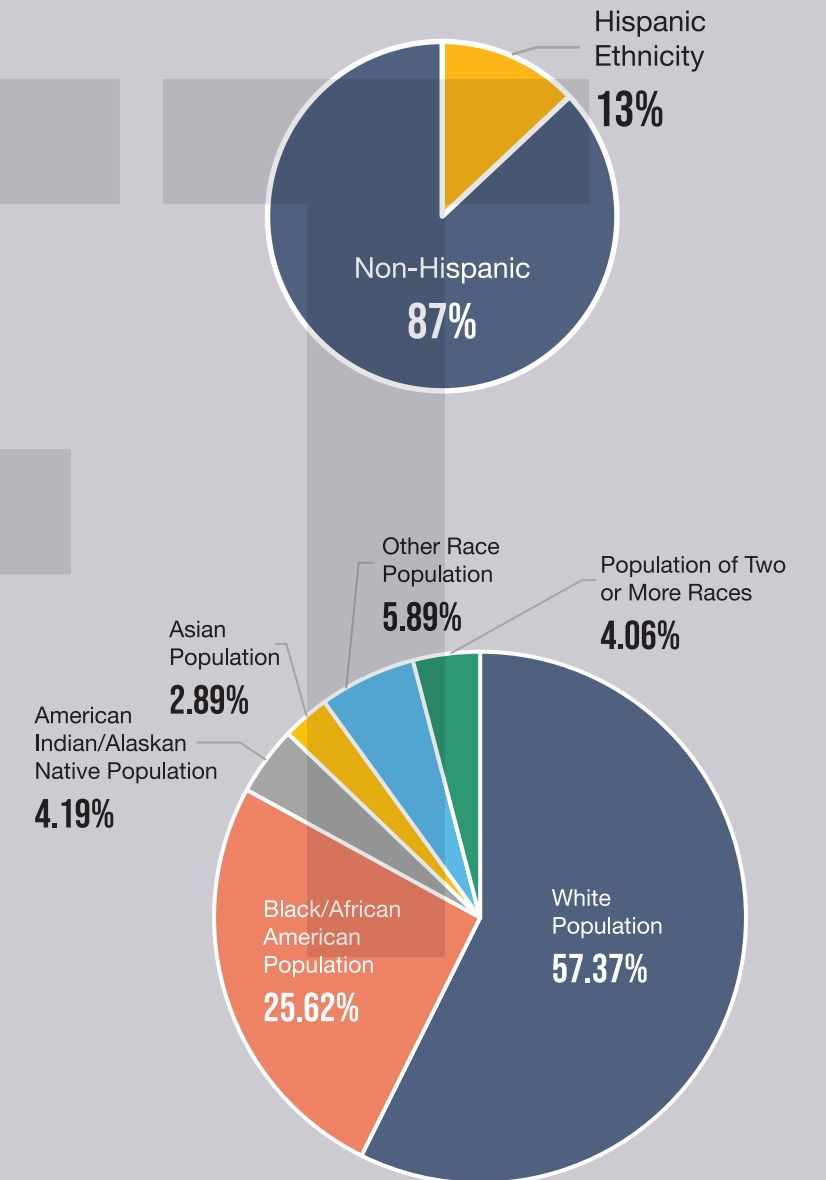
#### Key Takeaways

- Look to create additional drivers beyond the ballpark. While a ballpark can help define an area and be the primary attractor, other community serving destinations can help create a more year-round destination and help to activate the area on non-gamedays.
- Make multimodal connectivity safe and efficient, on gamedays and non-gamedays. While most visitors may still drive to the game, providing safe and convenient options for people to walk, bike, and take transit can benefit both gameday traffic operations and the neighborhood on non-gamedays.
- Adaptive Reuse of existing infrastructure. Thinking creatively about existing infrastructure can help add to an area's sense of place by adding an element of originality to an area. Projects can include the reuse of existing ROW or other urban utility infrastructure.



Winter Festival at Bricktown Ballpark

#### COMMUNITY PROFILE





## EL PASO — SOUTHWEST UNIVERSITY PARK

LOCATION: El Paso, Texas

CITY POPULATION: 682,669

\*Table 3.4 shows comparison to Salt Lake Ballpark Neighborhood



© TripAdvisor

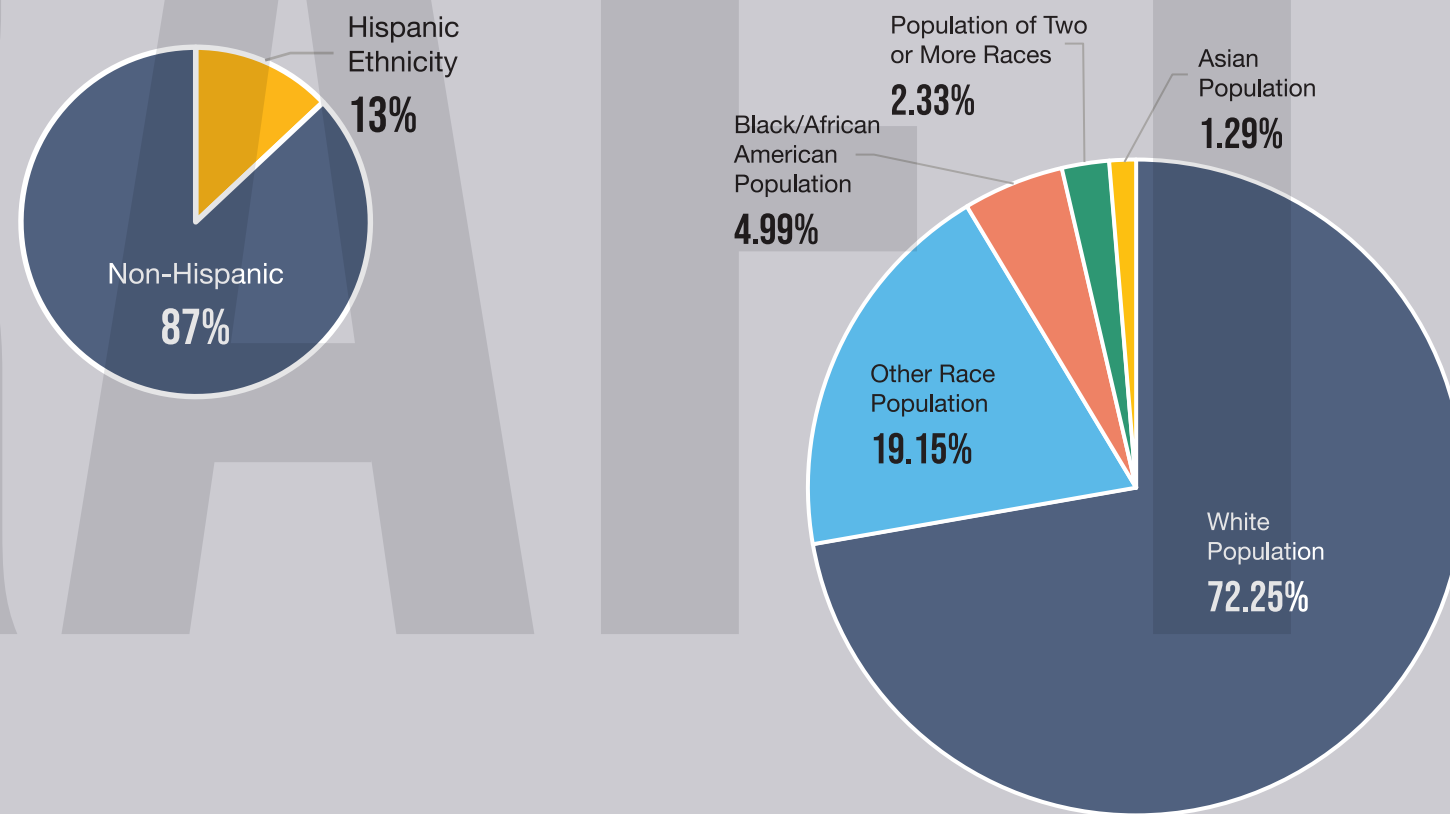
Opened on the edge of the Downtown area, El Paso's ballpark case study highlights successes in integrating and celebrating the community's culture through public art and activated public spaces. The ballpark is also on a challenging site, segregated from the surrounding neighborhoods by a freeway and heavy rail lines, causing the City and its partners to think creatively how they enhance the gameday experience of getting to the stadium, while also improving neighborhood mobility.

### Key Takeaways

- A ballpark is not enough. From an economic development and redevelopment perspective, Southwest University Park confirms what many other Cities have encountered when building a new sports facility: that while it can help kick start or accelerate economic development, in and of itself the ballpark is not enough to be the sole driver for an area's revitalization.

- Strategic connectivity investments can go a long way. The connectivity of the area surrounding Southwest University Park suffers from a range of transportation barriers such as freight rail tracks and a major freeway. The City has focused on improving a few strategic connections to the ballpark, rather than improving every street in the area. The Durango Street overpass and the Missouri Road shared street are two examples of those strategic investments to enhance immediate ballpark connectivity.

### COMMUNITY PROFILE





## MEMPHIS — AUTOZONE PARK

**LOCATION:** Memphis, Tennessee

**CITY POPULATION:** 650,618

**POPULATION RACE & ETHNICITY:**

*\*Table 3.4 shows comparison to Salt Lake Ballpark Neighborhood*



Memphis AutoZone Park (© Stadium Journey)

Home of the Memphis Redbirds, the AutoZone ballpark is renowned for its retro design, borrowing design elements from the surrounding historic architecture, and the efforts to integrate with and enhance the surrounding neighborhood. The ballpark won a Congress for the New Urbanism (CNU) Charter Award for the way in which the ballpark laid the groundwork for kickstarting community revitalization and the creation of a ballpark district. The Ballpark District was a recipient of an Urban Land Institute (ULI) Award for Excellence in 2002 as Downtown Memphis developed into an enhanced neighborhood.

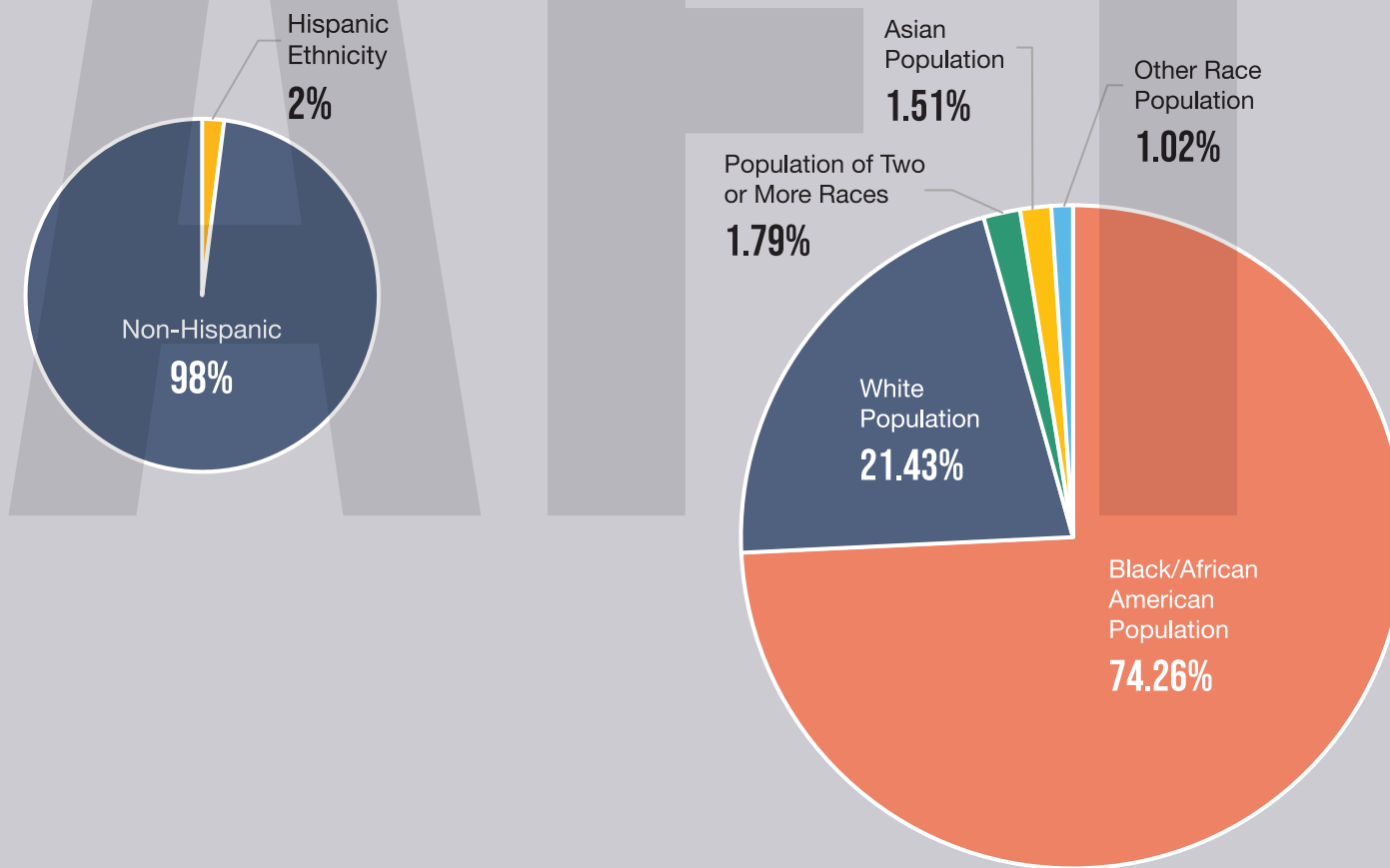
### Key Takeaways

- Not a ballpark, a ballpark district. What makes AutoZone Park a standout is that it was not designed simply as a ballpark. The ballpark was conceived as a “Ballpark District” including dense multifamily development, new office buildings, a minor league baseball museum, a public elementary school (important for attracting families with children to downtown), and the adaptive reuse of the upper stories of an old YMCA building to lofts, along with the reuse of other historic buildings.
- Ballpark as public space. The entry plaza, diagonally across an intersection from the landmark Peabody Hotel, provides a place for people to enjoy music,

food, and entertainment before and after baseball games, and it functions as a gathering place at other times. The baseball team and the city both work to activate these spaces on gamedays and non-gamedays alike.

- Parking as an activator. Rather than rely on a massive parking structure/lot, fans can find about 6,000 parking spaces within four blocks of the ballpark. The parking strategy works well as people can find less expensive parking further from the ballpark and as they stroll to and from the game they help to animate the streets.

### COMMUNITY PROFILE





## SUMMARY

The three case studies highlight different design, policy, and program initiatives that have helped activate, connect, and integrate ballpark areas and the neighborhoods and communities that surround them. The following key takeaways were inferred from the case studies research:

- Strategically interconnecting diverse forms of transportation, including “first and last mile” options, is important in creating an accessible ballpark and surrounding neighborhood for both gameday mobility, and neighborhood connectivity on non-gamedays.
- Establishing connected, accessible, and pedestrian-oriented land uses and facilities creates a vibrant and engaging experience for visitors and residents in the area.
- Holding multiple types of events, including community-driven events within a ballpark area, such as community movie nights, concerts, or festivals can help engage the surrounding community and enhance surrounding neighborhoods.
- Reusing existing buildings and infrastructure can reduce infrastructure costs, enhance the sense of place, maintain neighborhood history, and character, and integrate ballpark design and uses with a surrounding neighborhood.
- Establishing unique goals, policies, and regulations can help develop a ballpark neighborhood that complements the area’s desired character.

While a ballpark can help spur initial development and investment in an area, development or redevelopment efforts will often require additional supportive policies, financing, programs, and initiatives in order to truly maximize the investment in the Ballpark itself.



Mural outside of the Urban Indian Center on 1300 South / GSBS Consulting



## SUMMARY OF PUBLIC ENGAGEMENT

### Overview

Over the course of nine months, the Ballpark Community developed the Ballpark Station Area plan through a consultant-guided process. Because of the constraints of the COVID-19 pandemic, the process was completely virtual except for the final community event. The process included engagement on several levels through live virtual events, one-on-one Stakeholder meetings, small group Steering Committee meetings and online outreach including an interactive map and a bilingual survey. The Community gave input on a future land use strategy and design considerations. The project area is centered on Smith's Ballpark and the Ballpark TRAX station, an area considered the "Heart" of the Ballpark Neighborhood. The Plan includes guidelines and a vision for the future of the Ballpark neighborhood from I-15 to State Street, 900 South to 1700 South and into the surrounding community.

### Community Council

The public-facing part of the process began in December 2020 with a presentation about the Ballpark Station Area Planning process to the Ballpark Community Council and Ballpark Community. The Consulting team shared the schedule and engagement tools with the community and answered questions, addressed concerns, and provided information to promote community involvement throughout the process. Members from the project team attended the monthly community council meetings to better understand what community members in the Ballpark neighborhood experience and to gain a better understanding of the needs of the area. The draft Station Area Plan and supporting strategies were then presented to the Community during the X, XXXX Community Council Meeting for review and before finalizing the project recommendations and concepts.

### Steering Committee

A steering committee was formed to help guide the process, review material, and to act as ambassadors for the Station Area Plan. The four Steering Committee meetings occurred on the evenings of February 4th, March 11th, April 8th, and May 13th, 2021. Steering Committee members were invited from a diverse list of community members provided by the Community Council leadership as well as individuals recommended by other Steering Committee members and the project management group. The Steering Committee included residents, business owners, representatives from Smith's Ballpark, and local non-profit and community organization leaders.

The Steering Committee was responsible for:

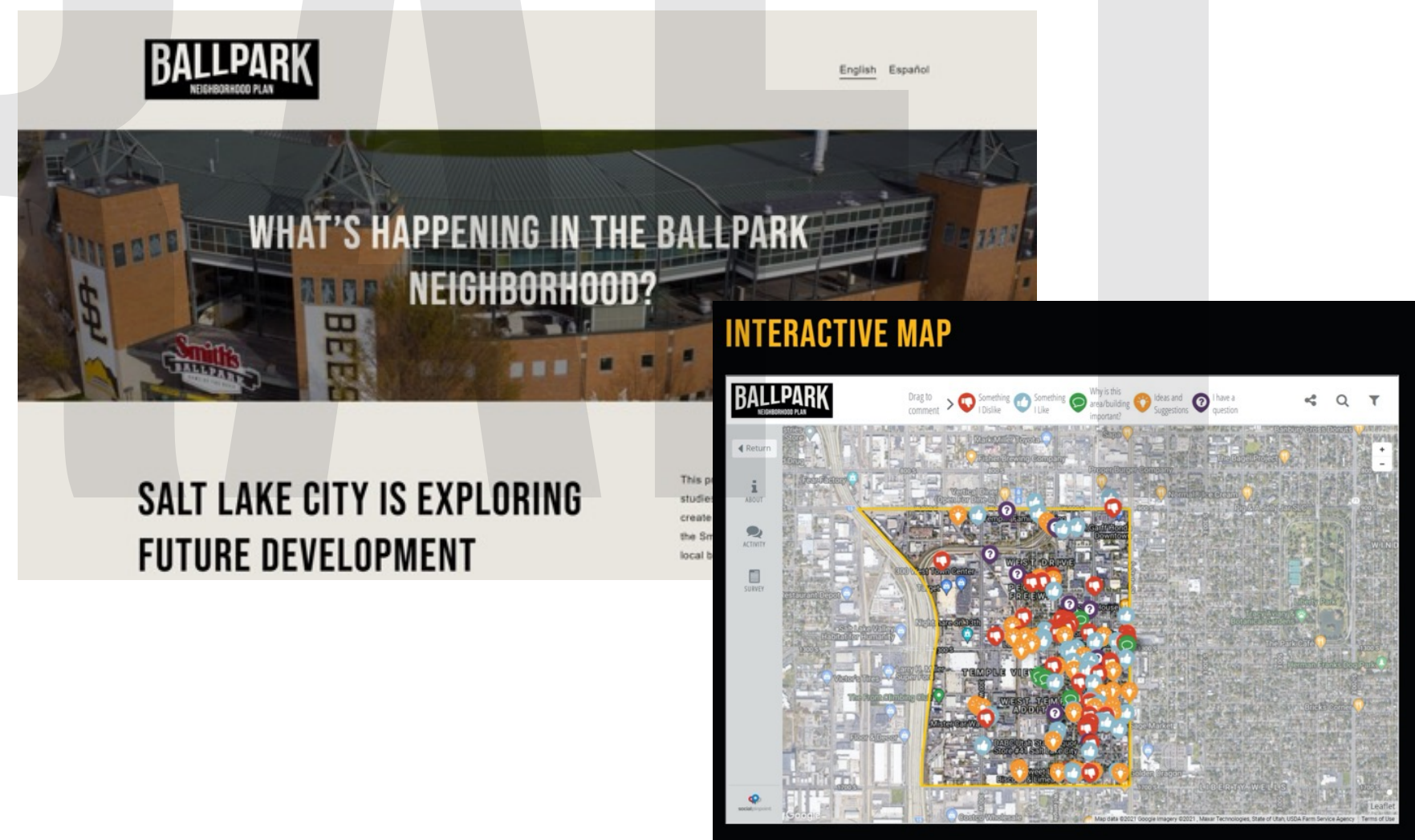
- Refining the goals and vision for the area
- Reviewing case studies for other ballparks
- Reviewing existing conditions and help identifying neighborhood needs
- Reviewing draft material before Community events and plan finalization

### Online Outreach

#### PROJECT WEBSITE

Several online outreach efforts accompanied the small group Steering Committee meetings, Stakeholder meetings, and community events during the process. A bilingual project website was created as a platform to provide information, alert the community of upcoming events, and to guide participants to an interactive map and idea board, Figure 3.5. The interactive map and idea board encouraged community members to share what they like, dislike, and specific ideas about their neighborhood on a collaborative discussion-based format, Figure x. Comments posted on the interactive map were included in the development of the neighborhood vision and goals as well as in the recommendations developed during the process.

FIGURE 3.5: INFORMATION PAGE ON THE PROJECT WEBSITE AND INTERACTIVE MAP





**COMMUNITY POSTCARD AND SURVEY**

A bilingual community survey was distributed online to gather values, emerging ideas, and identify the needs of the community. A postcard was sent in February 2021 to every address within the project area and to every address within three blocks outside the project area boundary advertising the Ballpark project and survey, Figure 3.6. The postcard invited community members to the website and provided a call to action to help guide future development in the neighborhood. The City promoted the survey on their social media platforms in addition to the post card.

The Ballpark survey received more than 530 responses in the month that it was active. All survey respondents were over the age of 21 with the largest group of participants being between 31 and 40, which is representative of the largest age group in the project area. Demographics for the area show a high number of young children ages 0-14 in the neighborhood, but this number significantly drops in the 15-19 cohort which may account for the lack of response from that group. Figure 3.7 illustrates how residents responded when asked what they like about they neighborhood.

**FIGURE 3.7: SURVEY RESULTS SHOWING WHAT THE BALLPARK COMMUNITY LIKES IN THEIR NEIGHBORHOOD**



**FIGURE 3.6: PROJECT POST CARD**





## Area Stakeholders

Several stakeholders were identified during the process and invited to two one-on-one meetings to review their experience in the neighborhood, their vision for the area, and to review the draft Plan. Stakeholders included:

- The Utah Transit Authority (UTA)
- The Salt Lake Bees
- An educator small group session
- Colmena Group
- Nate Wade Subaru
- The Housing Authority of Salt Lake City
- The Redevelopment Agency of Salt Lake City
- CW Urban and Defy Colab
- Salt Lake City Parks and Public Lands Department
- The Salt Lake City Department of Public Utilities
- The Salt Lake City Planning Division
- Salt Lake City Housing Stability Division
- Salt Lake City Transportation Division

## Community Events

The Community was invited to two Community Events during the process.

### COMMUNITY EVENT 1

**DATE:** March 20, 2021

**LOCATION:** Zoom

The first event explored Growth & Economic Development opportunities for the neighborhood, case studies of other ballparks identified in the Case Study element of this document, and barriers and big ideas for transportation and connectivity for the neighborhood. Participants were invited to interact with the Consulting team to develop key ideas and terms for the vision for the future of the Ballpark Area and to identify key public and private actions to achieve the vision.

### COMMUNITY EVENT 2

**DATE:** May 22, 2021

**LOCATION:** Smith's Ballpark and Watchtower Coffee and Comics

The second community event was an in-person open house and provided an opportunity for the community to review and comment on the draft future land use vision.



Screenshot from the first virtual community event.



Second community event at Watchtower Coffee & Comics.



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**BALLPARK**  
STATION AREA PLAN

# IMPLEMENTATION PLAN

DRAFT



# IMPLEMENTATION PLAN

STRATEGIES	IMPLEMENTATION PERIOD			
	IMMEDIATE	2-5 YEARS	5+ YEARS	ONGOING
<b>Take advantage of current development opportunities, existing services, and amenities to enhance neighborhood livability.</b>				
<i>Implement the goals and strategies identified in the Central 9th Chapter of the Downtown Master Plan, 300 West Corridor Redesign, State Street Project Area Plan, Homeless Resource Centers Neighborhood Action Strategies, Salt Lake City Moderate Income Housing Plan, Salt Lake City Parks &amp; Public Lands Needs Assessment, Citywide Gentrification Assessment &amp; Displacement Mitigation Plan, Growing SLC and the Salt Lake City Street Lighting Master Plan.</i>				✓
<i>Update the city's zoning code and map, as appropriate to implement the provisions of this plan.</i>				✓
Amend Section 21A.26.078: TSA Transit Station Area District of the Salt Lake City Municipal Code to include the Ballpark Station Area as one of the existing TSA districts or create a new one if needed. This may include requiring activation of the 1300 South frontage with restaurants, shops, street furniture and trees, implementing streetscape improvements to accommodate pedestrian volumes, allowing heights comparable to heights in other Urban Station Areas, and protect the viewshed of the Wasatch Range from inside Smith's Ballpark.	✓			
Evaluate and amend the City's zoning code and map, as appropriate to include the urban design considerations identified in each of the character areas in this plan.				✓
Evaluate and amend the City's zoning code and map, as appropriate, to extend the existing State Street Overlay Zone to the west side of Main Street.		✓	✓	
Evaluate and amend the City's zoning code and map, as appropriate to implement the priorities for the 300 West Character Areas by ensuring that amenities, connections, and services needed to support higher density development are included in development plans for the area, that development proposals include mid-block and other connections to break down current large commercial blocks into smaller, more walkable blocks and that where appropriate, development proposals incorporate access to existing and planned TRAX crossings.		✓	✓	
<i>Identify opportunities to provide community amenities, shops, and services within the heart for year-round activation.</i>		✓		
<i>Provide enhanced street and pedestrian lighting to improve safety and visibility.</i>		✓		
<b>Create a dense urban environment and entertainment zone around the Ballpark.</b>				
<i>Invest in the station area and around the Ballpark to improve the overall neighborhood and enhance the opportunities in the Heart of the Ballpark.</i>				
Improve east-west connectivity across TRAX to the north and the south of 1300 South. At a minimum, pedestrian/bicycle crossings should be identified to allow pedestrians and cyclists to move east to west without having to go to 1300 or 1700 South.	✓			
Install side-loading platforms at the Ballpark TRAX Station.			✓	
Consider redeveloping the TRAX station parking lot and bus turnaround for higher density uses and to provide neighborhood amenities.	✓			
Install pedestrian crossings east and west of TRAX on 1300 South on either side of the UTA crossing barrier.		✓		
Consider redevelopment opportunities for the City-owned parking lot at 1300 South and West Temple while maintaining parking in the vicinity to potentially increase density and improve the urban environment.		✓	✓	
Install a festival street on West Temple and plazas adjacent to the stadium.			✓	
Invest in a community amenity which may include a library with the opportunity of additional public space.		✓	✓	
Integrate greenspace and "green" elements into the urban landscape.				✓



ACTION	IMPLEMENTATION PERIOD			
	IMMEDIATE	2-5 YEARS	5+ YEARS	ONGOING
<i>Enhance public space surrounding the ballpark and include public art and references to historical elements.</i>	✓	✓		
<i>Designate West Temple between 1300 South and Albemarle Avenue as a Festival Street for non-gameday and gameday activation including farmers markets, community celebrations, food truck festivals and neighborhood concerts.</i>	✓			
<i>Implement a district-parking strategy that utilizes un-used area parking and parking garages for game days to minimize the need for parking fields in the area.</i>	✓			
<i>Enhance the ballpark's relationship with the neighborhood by identifying opportunities to activate the West Temple and 1300 South facades of the stadium on non-game days and incorporate public green space, non-motorized connections, plazas, and similar public spaces around the stadium.</i>	✓			
<i>If feasible, identify a strategy to bury power lines as development in the Ballpark Neighborhood occurs.</i>	✓			

<b>Increase connectivity of the neighborhood.</b>				
<i>Improve overall connectivity and walkability in the area.</i>				✓
Study the potential future lane reconfiguration of 1300 South to eliminate or narrow traffic lanes and expand and improve the sidewalk.				
Utilize existing alleyways, midblock, and truncated connections to create a system of bike and pedestrian pathways through the neighborhood.		✓	✓	
Implement the planned TRAX line pedestrian crossings to the north of the current Ballpark Station.	✓			
Widen and enhance sidewalks to improve pedestrian comfort through the addition of street furnishings, pedestrian lighting and a buffer from moving traffic.				✓
Implement pedestrian level lighting to improve safety and visibility.	✓			
Establish specific bicycle routes through the neighborhood according to the Salt Lake City Pedestrian & Bicycle Master Plan.	✓	✓		
Reconfigure Ballpark TRAX Station to change from a suburban-style station that has northern platform access only from the east parking lot into an urban-style station that allows access from both the east and west sides of the station. This would include new access at the north end of the platform from Lucy Avenue/200 West on the west side of the TRAX rails.			✓	
Redevelop part of the current surface parking lots to transit supportive uses.				✓
Establish a pedestrian crossing to the east and west of the UTA crossing barrier across 1300 South.	✓			
Study future crossings south of the 1300 South crossing at the TRAX line.			✓	



ACTION	IMPLEMENTATION PERIOD			
	IMMEDIATE	2-5 YEARS	5+ YEARS	ONGOING
<b>Increase urban design quality.</b>				
<b>Improve safety.</b>				
<i>Improve pedestrian experience and safety.</i>				
Install pedestrian-level street lighting.	✓	✓		
Require ground level uses in new buildings to incorporate pedestrian-level strategies.	✓			
Ensure adequate sidewalk width and protection strips on primary walk routes, particularly around the TRAX station.		✓	✓	
Ensure ongoing maintenance of all facilities to repair uneven sidewalks, functioning signals and frequent trash receptacles.				✓
Improve ADA accessibility through sidewalk repair and removal of obstacles.				✓
<i>Identify and implement best practices in urban design to improve neighborhood safety.</i>				
Identify opportunities for interaction.	✓			
Eliminate “blind corners” or areas.		✓	✓	
Implement appropriate lighting for safety.				✓
<b>Enhance social vibrancy.</b>				
<i>Support events and placemaking efforts including community art, pop-up events, and temporary food vendors.</i>				
<i>Enhance greenspace in the neighborhood.</i>				
Evaluate the opportunity for future green space on the current Public Utilities site if and when Salt Lake Department of Public Utilities moves offices to a new location.	✓			
<i>Explore options for additional greenspace in the heart of the neighborhood in and around the ballpark.</i>				
Enhance the urban tree canopy in underserved areas of the neighborhood and require additional street trees and urban greenery with new development.		✓		
Maintain all green spaces with trash receptacles, pedestrian lighting and pedestrian furniture.				✓
<i>Improve the quality of current and future greenspace.</i>				
Ensure funding for additional maintenance and staffing as additional greenspace is added.	✓			



ACTION	IMPLEMENTATION PERIOD			
	IMMEDIATE	2-5 YEARS	5+ YEARS	ONGOING
<b>Increase affordability and attainability of housing for current and future residents.</b>				
<i>Provide a diversity of housing types and options for different incomes, familial status, age, and needs.</i>				
Promote a diversity in the size of new units in the neighborhood to accommodate residents in different stages of life, including families with children.				✓
<i>Utilize the RDA State Street Project Area as a tool to capture reinvestment in the neighborhood and help encourage a diversity of housing types.</i>				
<b>Increase opportunities for home ownership in the neighborhood.</b>				
Explore alternative options for ownership strategies including land trusts and co-ops .	✓			
Provide down-payment assistance or other programs for qualifying residents.	✓			
<b>Mitigate the negative impacts of gentrification as development occurs.</b>				
Continue to provide and market home repair programs for qualifying residents.				✓
Provide education and renter legal assistance to help current renters stay in place.				✓
Support development assistance and financing programs to maintain affordability.				✓
Preserve existing social services and provide additional services as development occurs to support housing options and access to opportunity at a variety of income levels.				✓



