Exhibit C-1 Design Guidelines Illustrations

As submitted 10/30/26



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01
Introduction

The Salt Lake City Downtown Sports, Entertainment, Culture and Convention District Design Guidelines establish a framework for the future development of the District, communicating its intended character, and overall design aspirations. The guidelines describe how the District is envisioned to look, feel, and function, providing direction for an active, vibrant mixed use development that supports entertainment, hospitality, commercial, residential, and civic uses.

The guidelines illustrate the intended character and activation of streets, spaces, storefronts, and building frontages. They describe activation strategies, ground-floor design expectations, and the types of uses envisioned to animate the district. Together, these elements establish a vision for a cohesive district identity and an engaging experience for residents and visitors.

The concepts and recommendations contained within these guidelines are intended to be illustrative rather than prescriptive. The District will evolve through an integrated design process that responds to project-specific opportunities, regulatory requirements, urban design considerations, and dynamic market conditions. As such, these guidelines should be understood as a flexible and adaptive framework that establishes the District's design objectives while allowing for innovation, refinement, and future evolution. Ultimately, the guidelines communicate the long-term aspirations of the District while supporting the creation of a thriving urban environment that reflects the character and energy of downtown Salt Lake City.

These illustrative guidelines are intended to be used to guide the development, evaluate compliance of Development Applications with the intent of the Zoning applicable to the Project as modified by the MDA.



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02
Project Vision



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Salt Lake City's Downtown District is envisioned as a vibrant place of connection that brings people together through sports, entertainment, culture, convention and shared experiences. As a new mixed-use district in the heart of downtown, it will reconnect the east and west sides of downtown Salt Lake City while creating an authentic urban experience. The District will connect residents and visitors to world-class sports and entertainment in a dynamic environment, inspired by what makes Salt Lake City great today while looking forward toward the future.

Development Plan

Tract 1 - Hotel

Tract 2 - Commercial

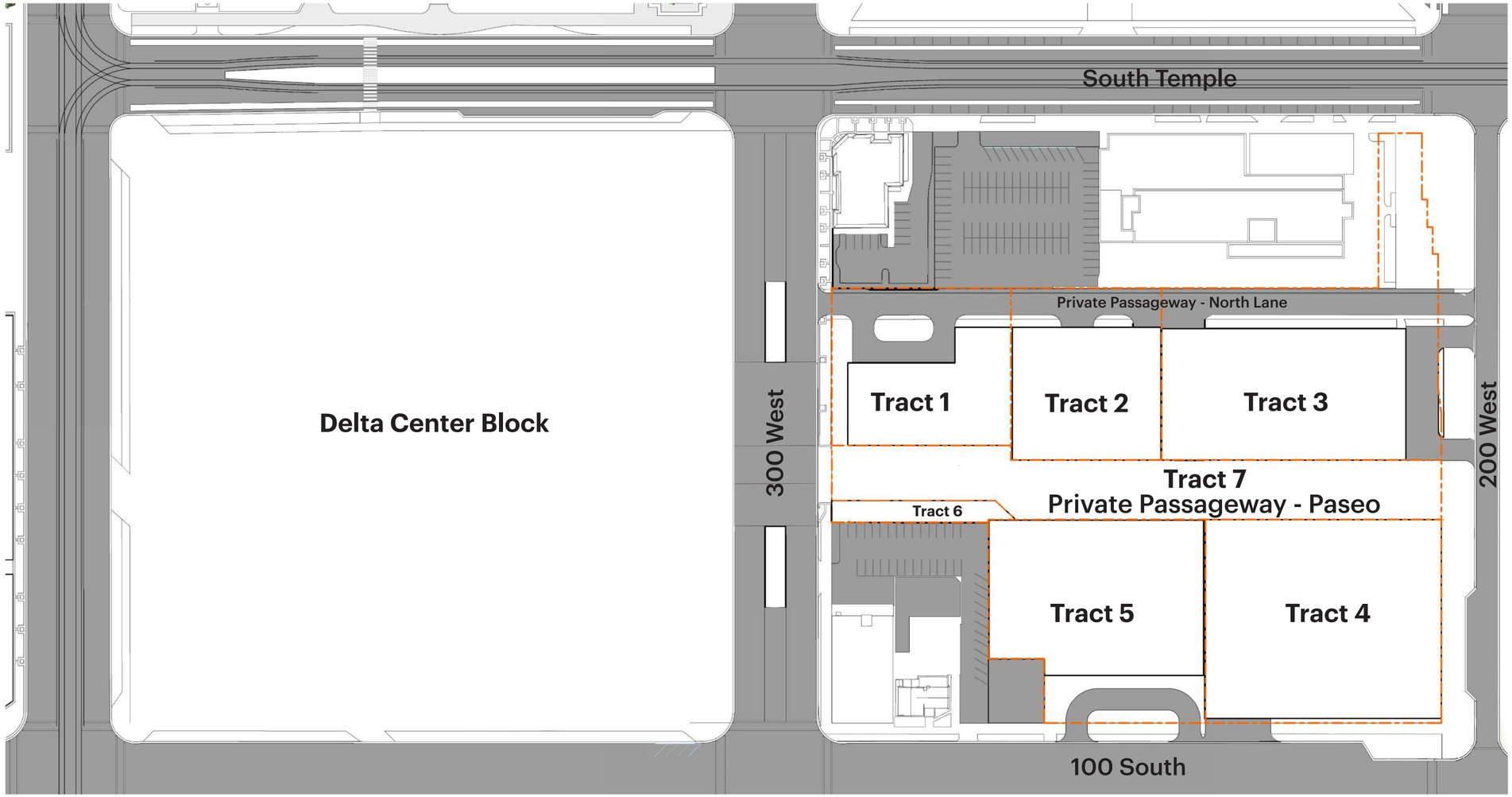
Tract 3 - Residential

Tract 4 - Performance Venue

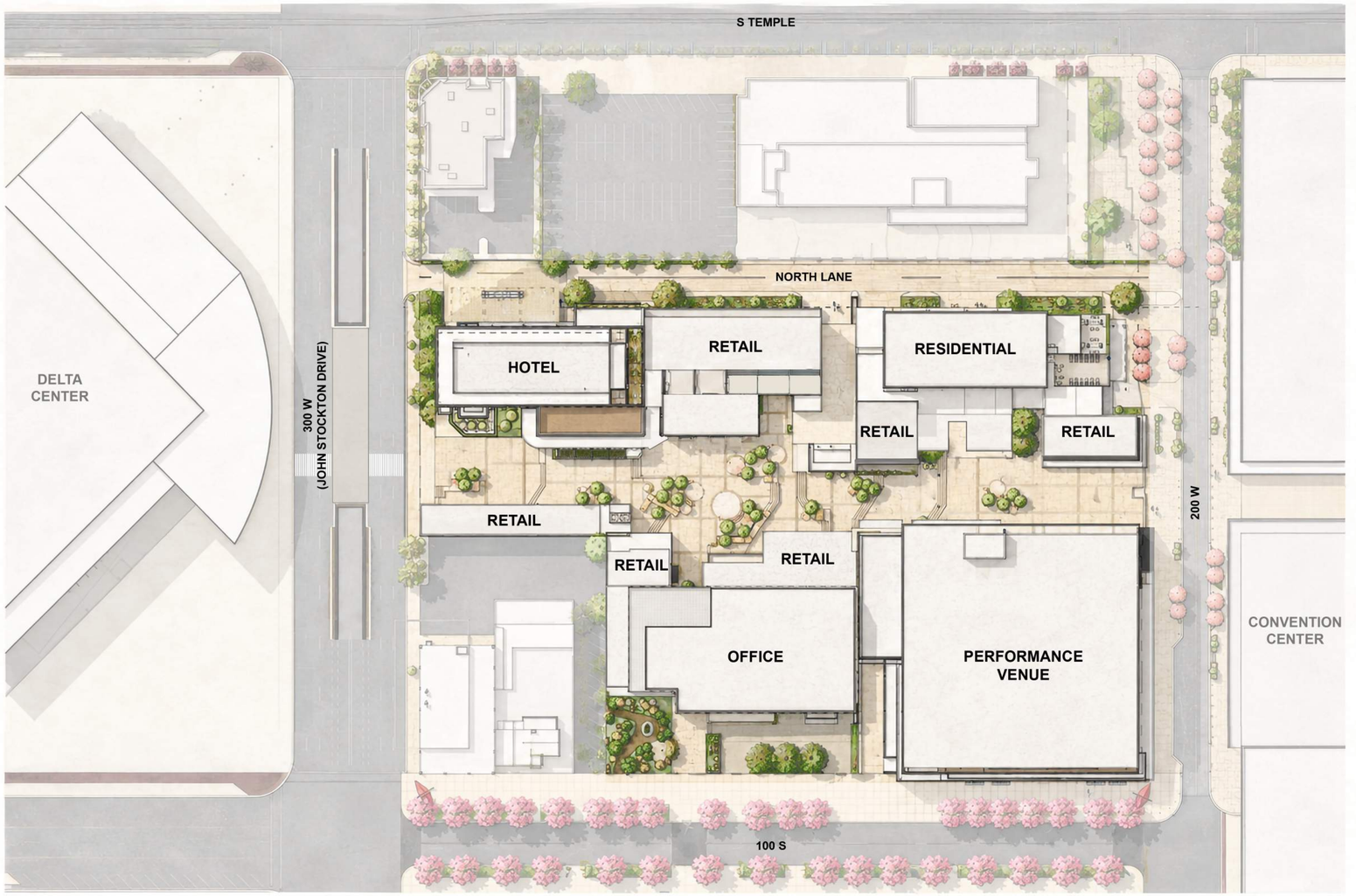
Tract 5 - Commercial

Tract 6 - Commercial

Tract 7 - Paseo



Illustrative Development Plan



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Illustrative Paseo Plan



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District Look & Feel

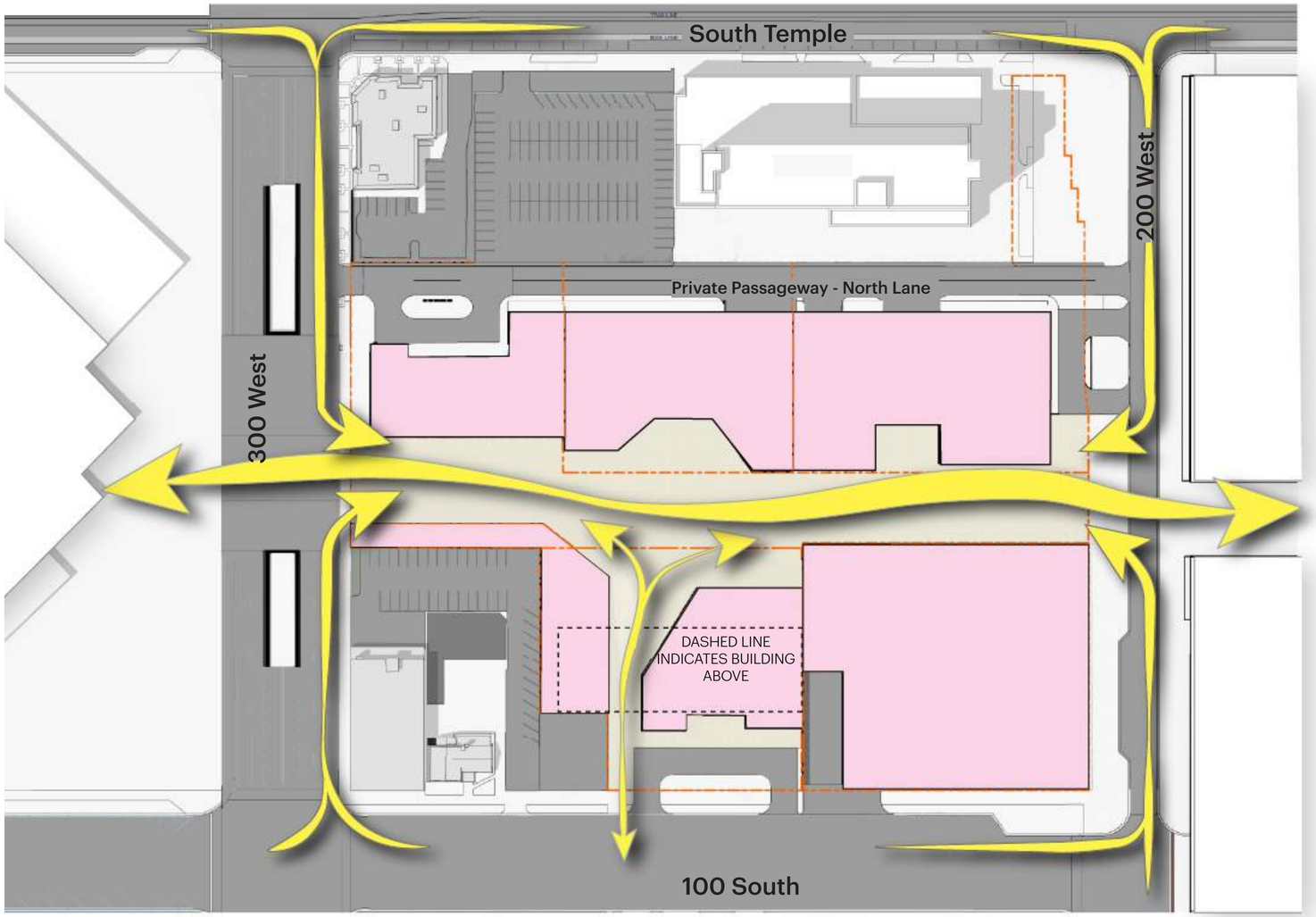
The Downtown District will be defined by an authentic urban character that blends architecture with pedestrian-oriented design to create a vibrant and connected neighborhood experience. Drawing inspiration from some of Salt Lake City's most iconic districts, including 9th & 9th, 2nd & 2nd, Regent and Main Street, the District will emphasize walkability, storefronts, and a network of spaces that support activity throughout the day and year. A variety of experiences, ranging from intimate gathering spots to larger entertainment destinations, will create a dynamic and layered urban environment, streetscape design along public streets and the Paseo will prioritize pedestrians and accommodate special events and programming. Human-scaled design, durable materials, architectural variety, and year-round activation will foster a comfortable, approachable, and distinctly Salt Lake City experience that is rooted in place while looking toward the future.



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Ground Level Pedestrian Connectivity

The District's pedestrian network is organized around a central Paseo connecting 300 West and 200 West, complemented by a pedestrian walkway extending north from 100 South into the heart of the District. Together, these ground level connections restore pedestrian routes disrupted by the development of the existing Salt Palace Convention Center, improving connectivity and daily access across downtown. The Paseo is envisioned as an active space lined with commercial, food and beverage, and entertainment uses that animate the District throughout the day and evening. As part of the District's transformation, 200 West will be reconstructed at grade as a shared-use, woonerf-style street inspired to some extent by Regent Street, while 300 West will be redesigned to accommodate underground parking access and enhanced crossings, along with streetscape improvements that increase pedestrian safety, comfort and connectivity.



Ground Level Uses

Hospitality Frontage

The hotel frontage will establish a refined arrival experience along 300 West, combining a lobby presence with food and beverage, amenity, and guest-oriented uses at the ground level along the 300 West frontage which will contribute activity and/or visual interest to the street while supporting hospitality operations.

Commercial Storefronts

Commercial storefronts will provide pedestrian-oriented frontages that help define the District's street life. Food and beverage uses, retail, commercial, lobby spaces, and experiential concepts, will create activity, visual interest, and a vibrant urban atmosphere through transparency and frequent entrances designated with integrated and compatible signage.

Residential Frontage

Residential uses will provide a daily neighborhood presence that supports activity beyond event hours, with lobby spaces and other front of house uses helping create a complete mixed-use district that remains active year-round. Front of house uses do not include loading and trash areas, separate mail or parcel delivery rooms, storage areas, and other similar supportive uses.

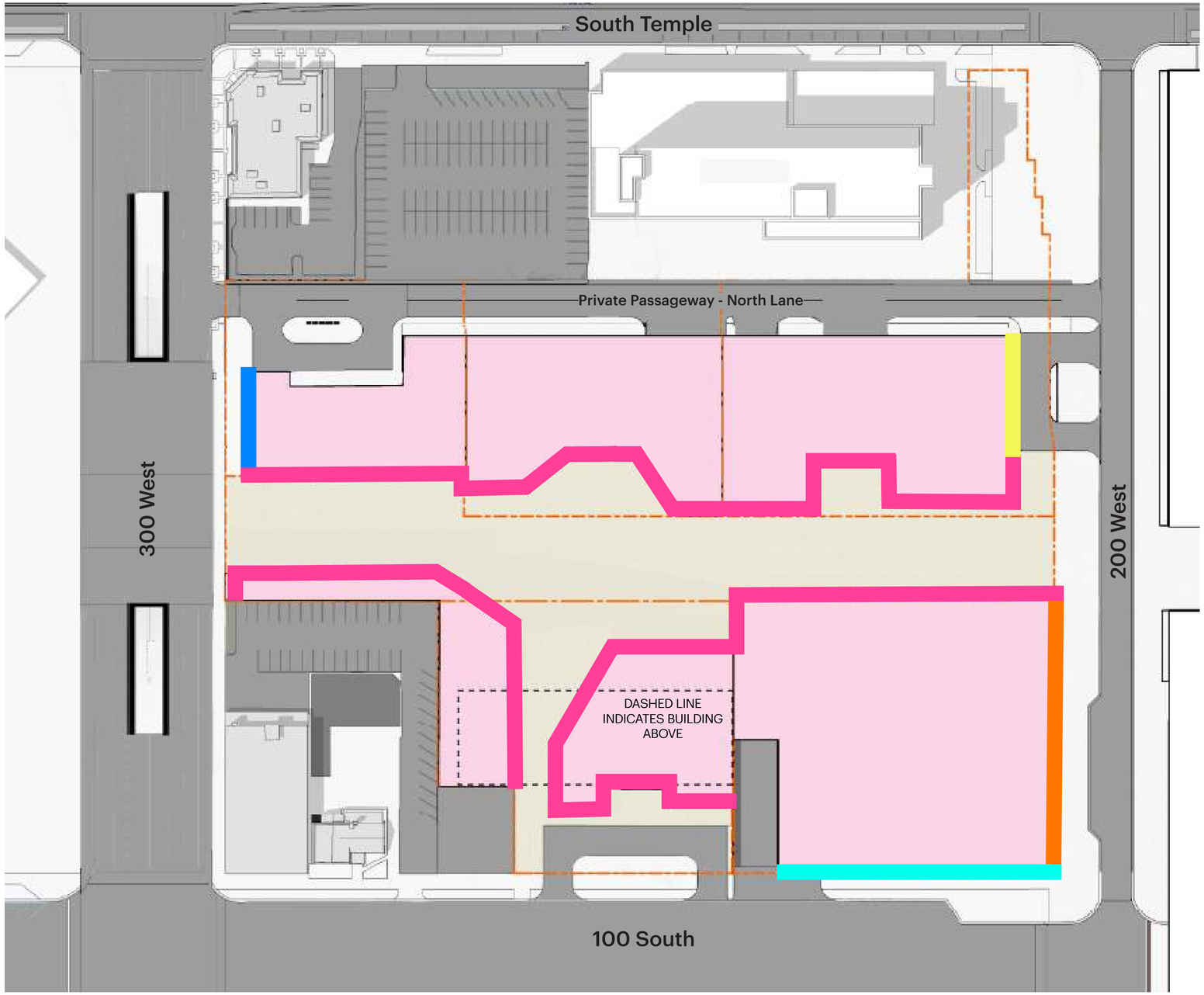
Entertainment Venue East Frontage

The Entertainment Venue's frontage along 200 W will bring energy to the public realm through design elements that create visual interest and pedestrian comfort, which may include such things as modulations in texture, pattern, color, material, plane, lighting, signs, and/or event related visuals.

Entertainment Venue South Frontage

The Entertainment Venue's frontage along 100 S will bring energy to the public realm through design elements that create visual interest and pedestrian comfort, which will include some commercial space of at least 1,000 square feet at the sidewalk level and may include such things as modulations in texture, pattern, color, material, plane, lighting, art, historical markers, retail space, and/or event related visuals.

General Note: Outdoor dining and/or café seating may be placed throughout the Paseo or in front of storefronts where appropriate.

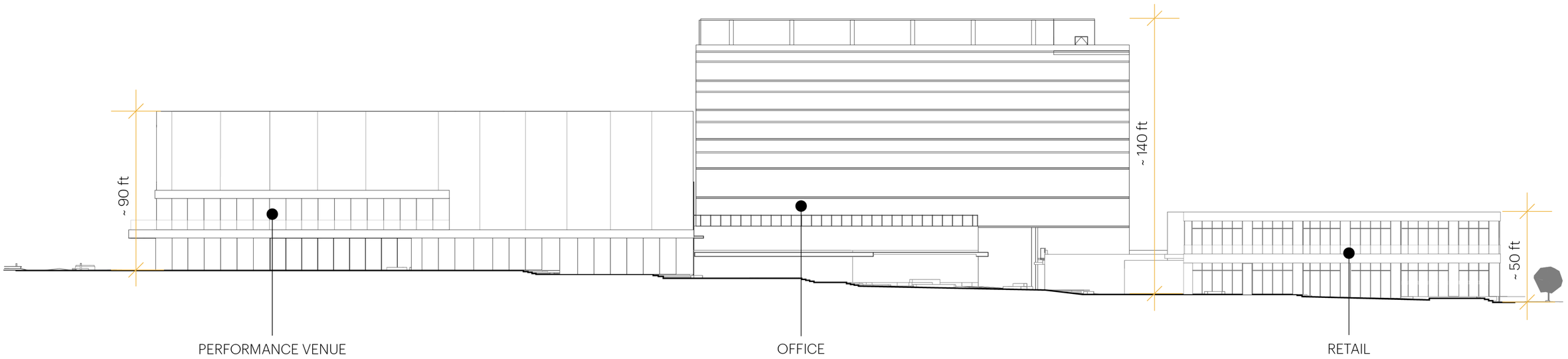


03
Building Massing & Facade Design



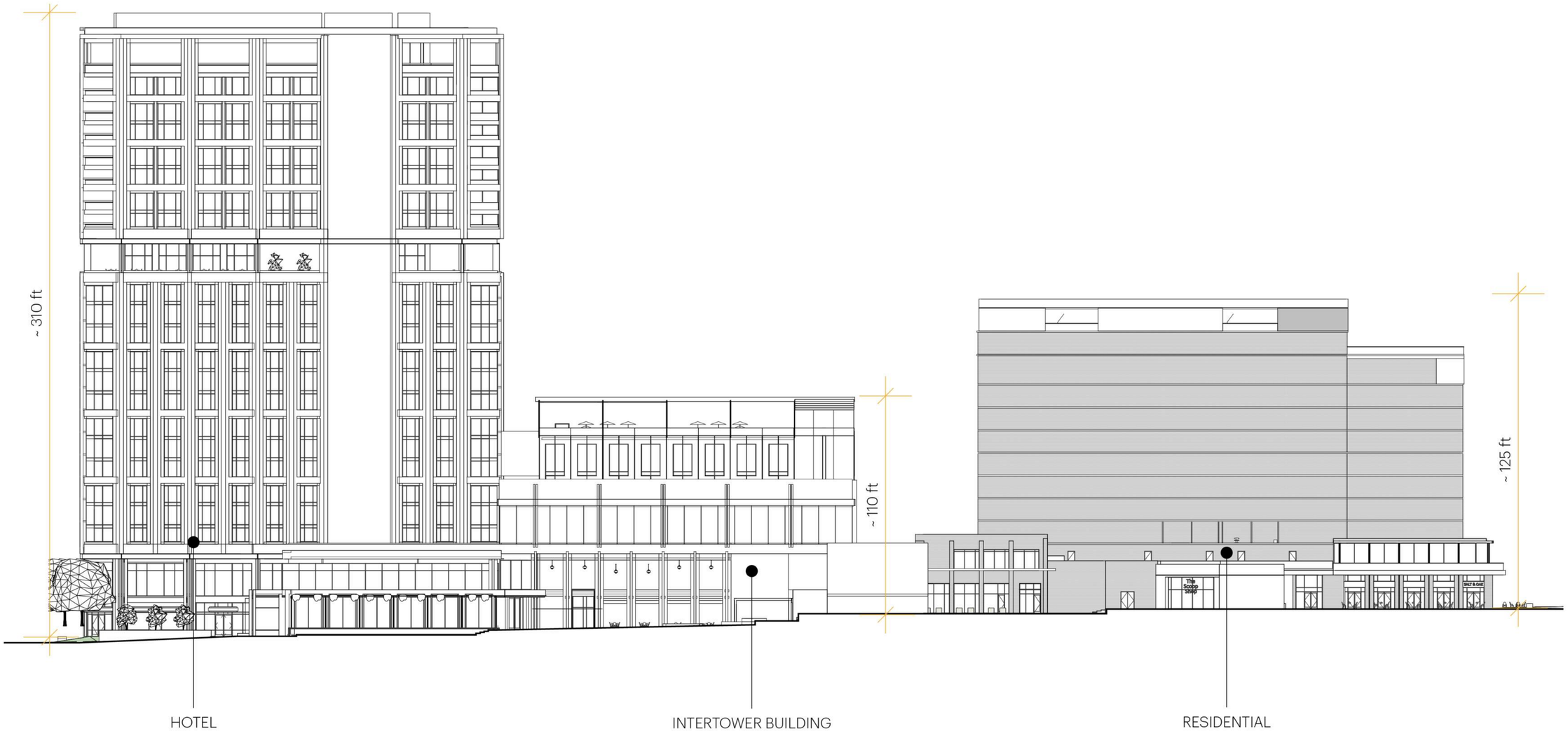
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Massing Study
Paseo Facing South



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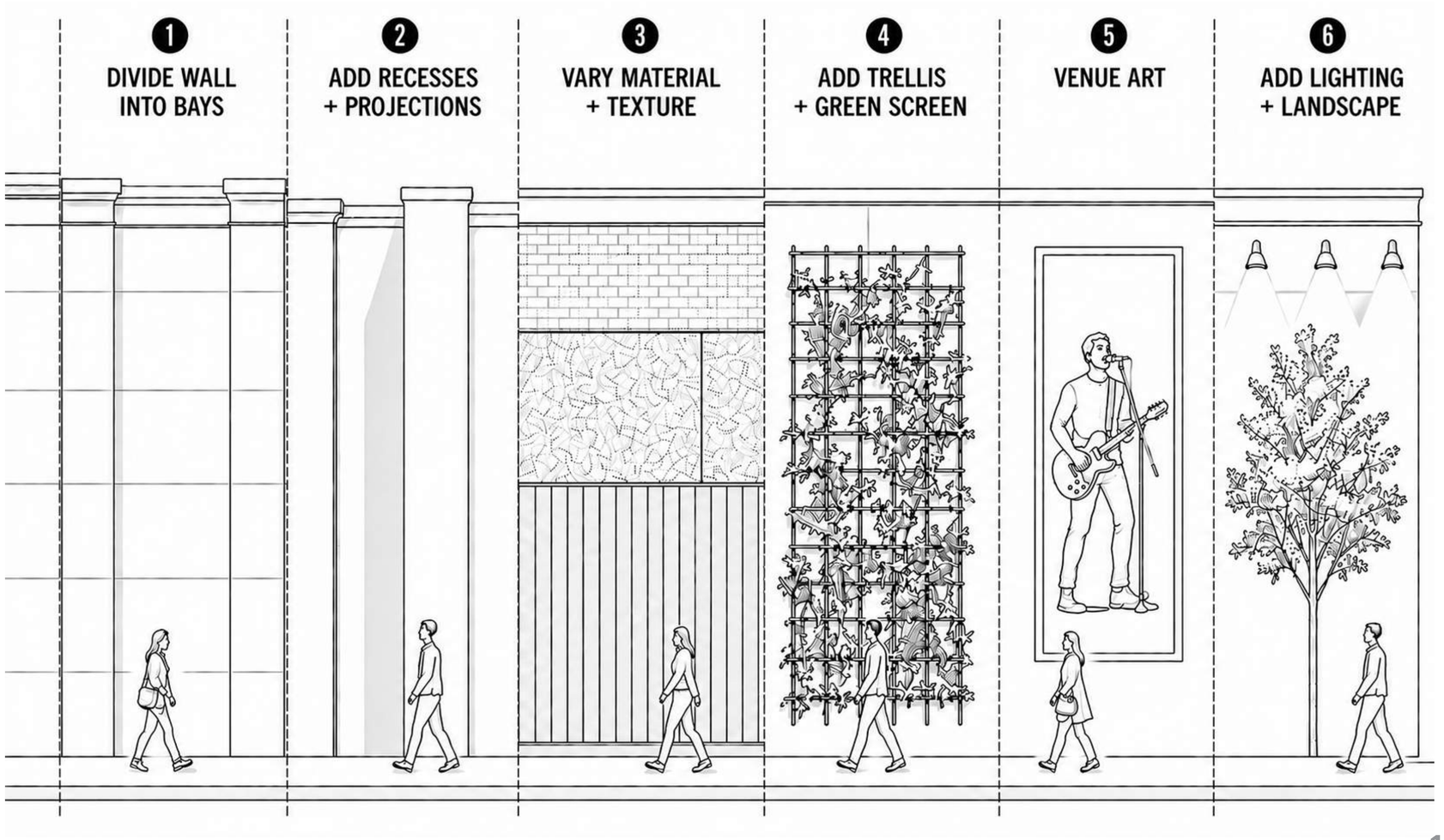
Massing Study
Paseo Facing North



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Facade Design Elements

Illustrated on this page are examples of facade design elements to be used in place of enhanced active uses as described in the design guidelines. The employment of these elements shall take into consideration the nearby uses and shall be sensitve to the context of those uses.



Architectural Character

The architectural character of the Downtown District will be defined by authenticity, texture, and a distinctly urban neighborhood feel. Drawing inspiration from iconic Salt Lake City neighborhoods, the District will reflect a character that is rooted in place rather than formulaic or theme-driven. Buildings and public spaces will emphasize human-scaled design, durable materials, architectural variety, and frontages that create a comfortable and approachable environment. At the same time, the District will embrace an eclectic mix of architectural expressions and contemporary design approaches. These elements will foster a vibrant urban district that feels uniquely Salt Lake City, enduringly authentic, and that is representative of the city's next generation of urban places.

Storefronts



Facade Articulation







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Architectural Character

Indoor / Outdoor Connection





Structural Expression





Eclectic Storefronts





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Architectural Character

Human Scale





Texture





Materiality





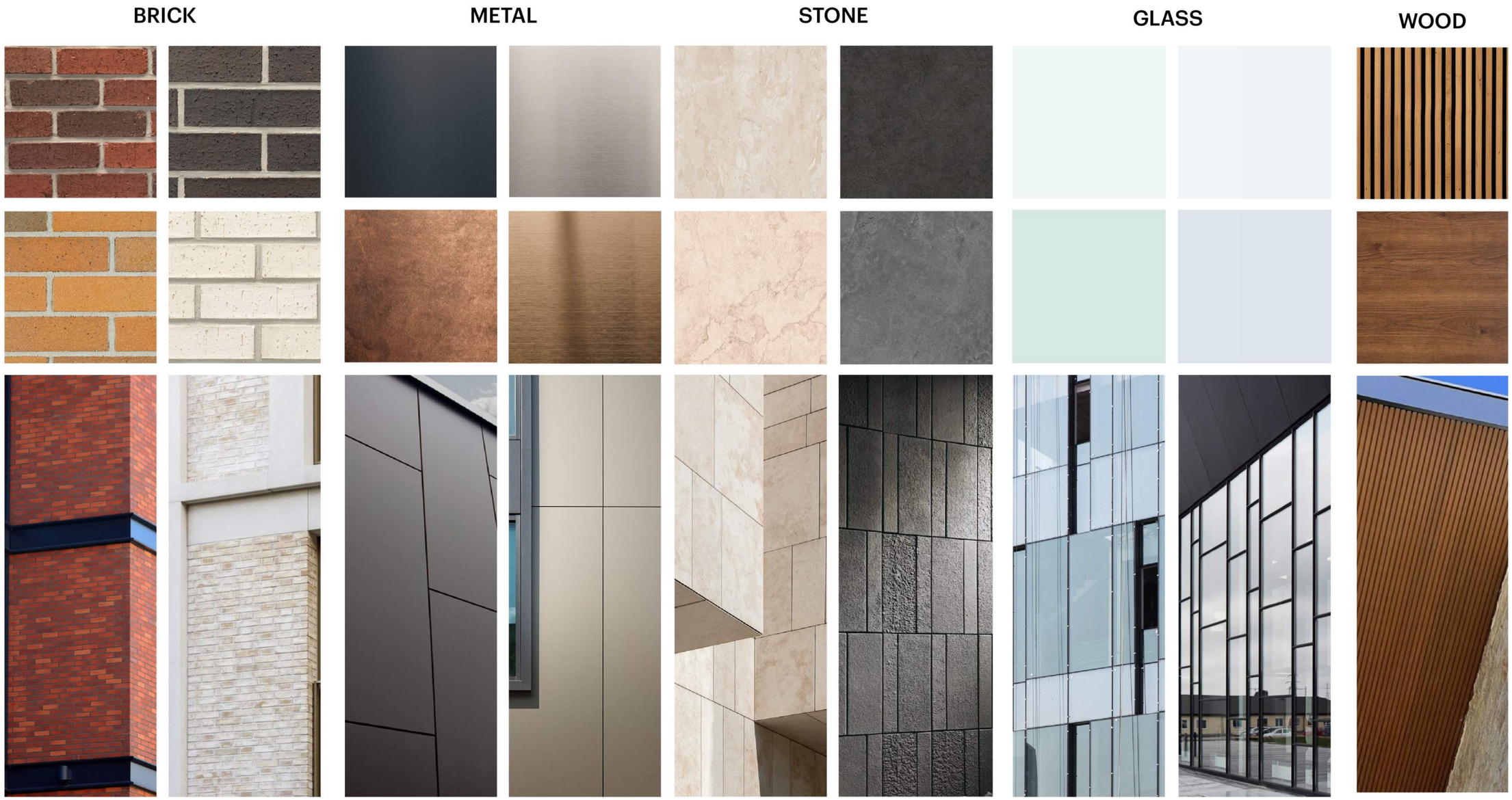
Iconic Signage





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Material Palette



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Residential Materials



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Hotel Materials



Stone

Window Wall

Metal Panel

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Office Materials



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D4 Zoning Code Compliance & Exceptions

The Downtown District is designed with the existing D-4 Downtown Secondary Central Business District zoning standards, which provide a strong framework for creating a high-quality, pedestrian-oriented urban environment. The District's master plan embraces the intent of the D-4 Design Standards and supports the development of a vibrant, walkable, and well-designed mixed-use district. A limited number of targeted modifications are proposed to accommodate specific operational requirements associated with entertainment, hospitality, and event-related uses that are integral to the District's long-term vision and function. The following section and accompanying Exhibit C – Design Guidelines, identify and describe these exceptions and strategies to achieve the intent of the D-4 Zoning District.

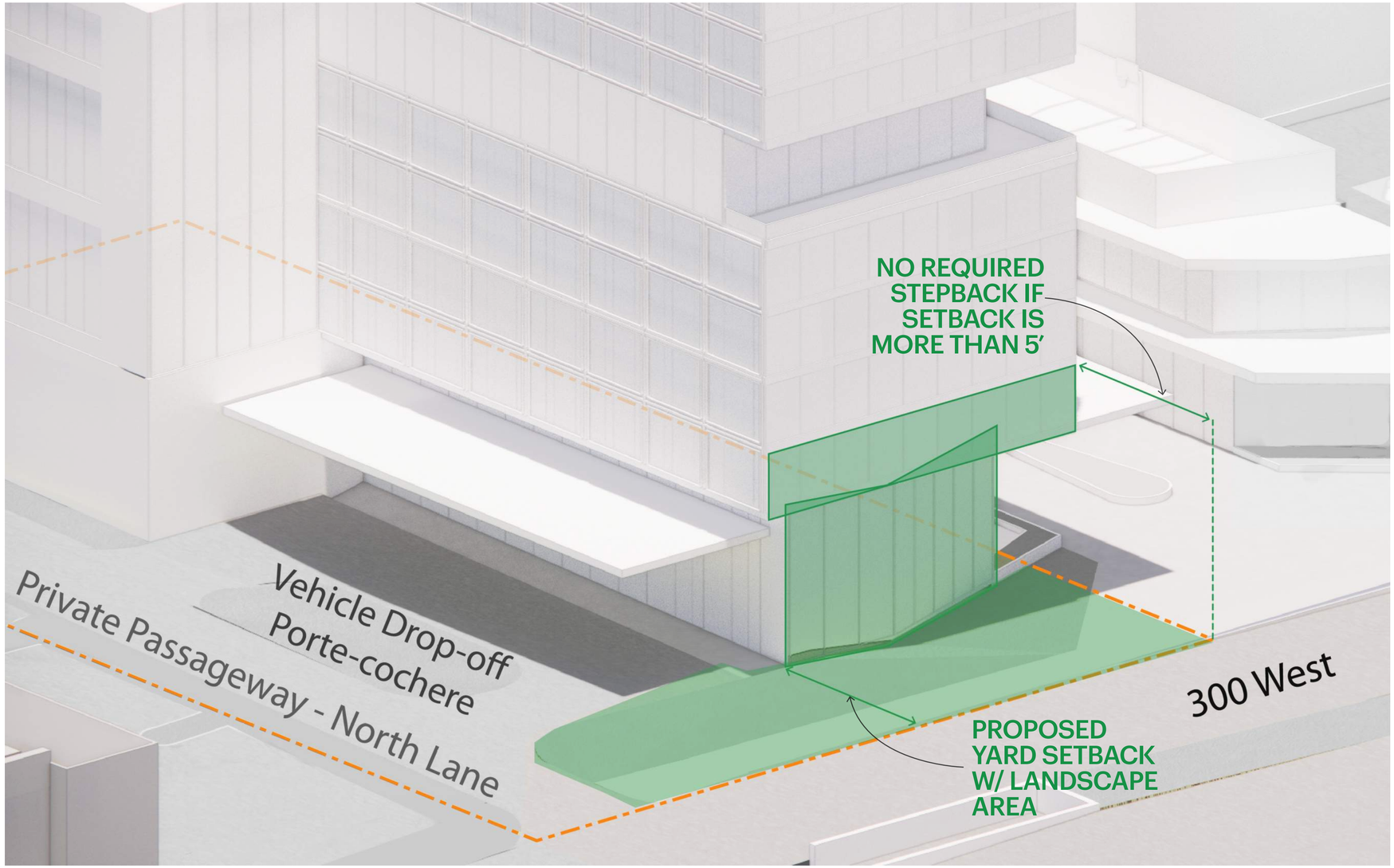


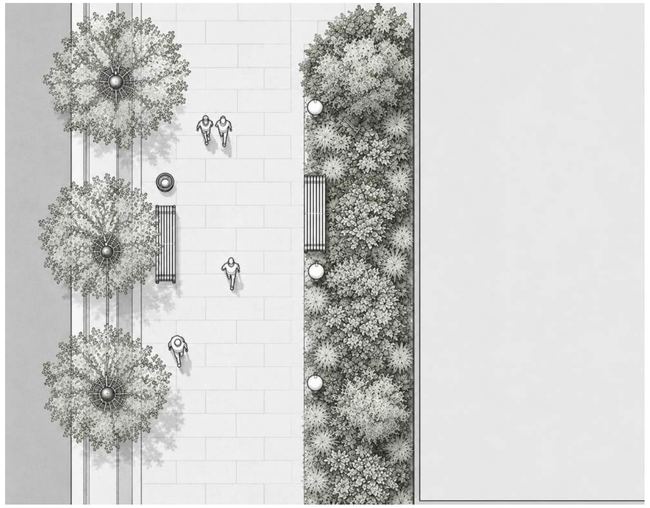
Tract Zoning Review - Tract 1
Illustration #1f for Section 21A.30.045.D1 & 21A.30.045.E2.c of Code

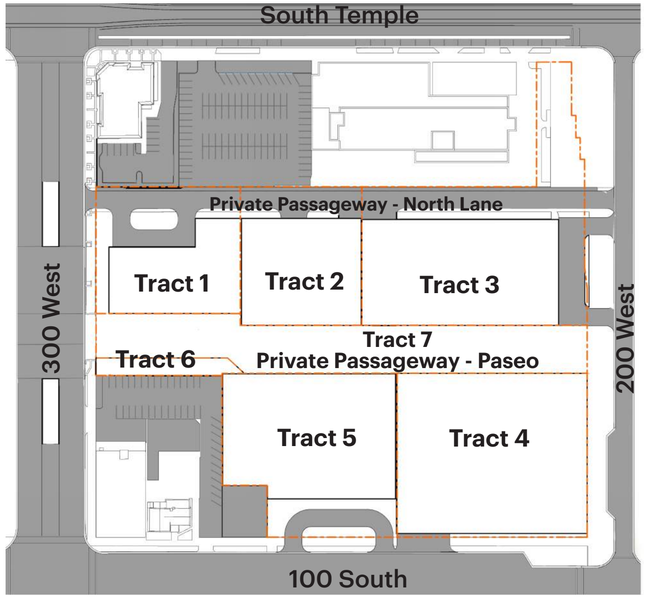
CONCEPTUAL - FOR ILLUSTRATIVE PURPOSES ONLY

- Proposed Standard:

No required stepback if building setback is greater than 5'.



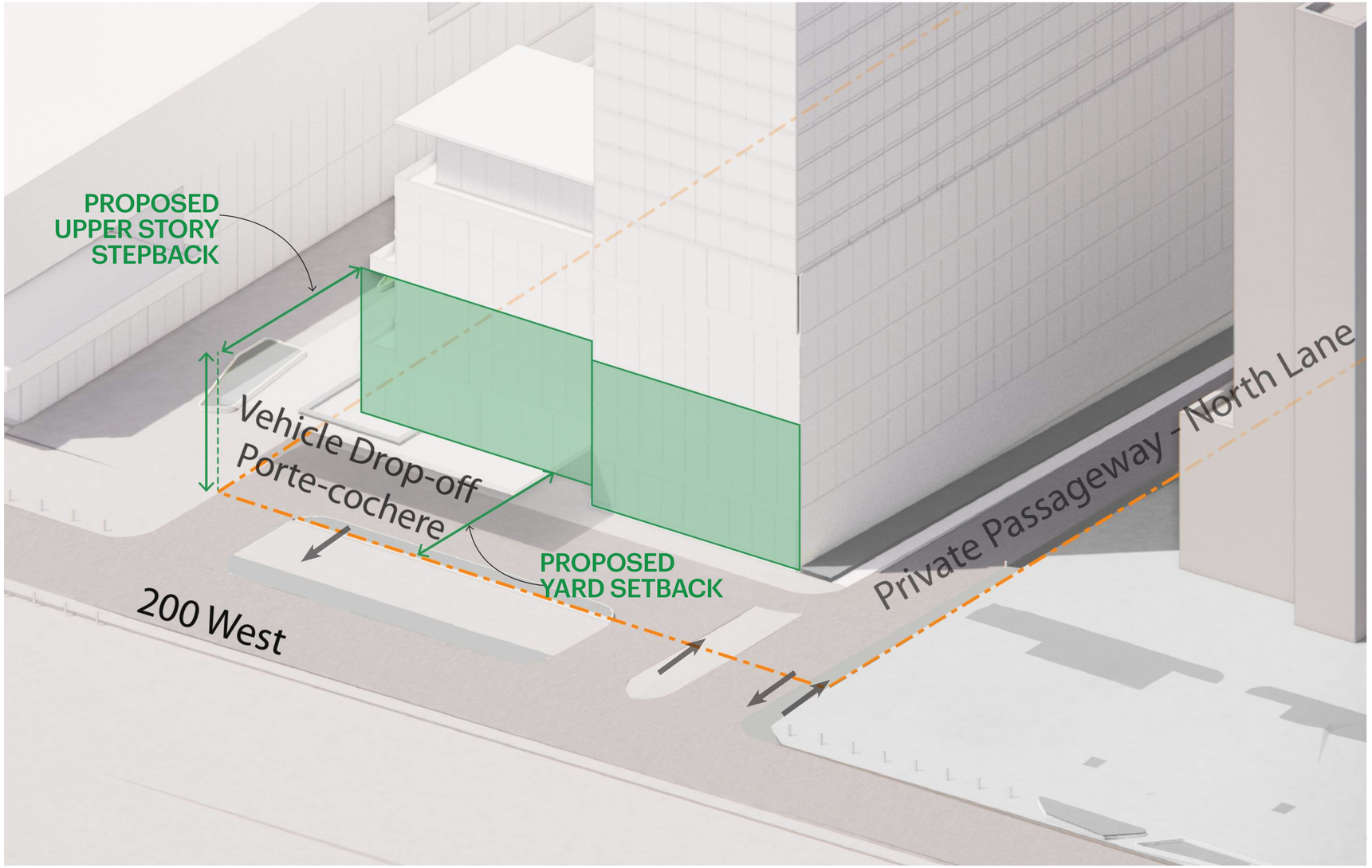




Proposed Standard

Tract Zoning Review - Tract 3
Illustration #1d for Section 21A.30.045.D1 & 21A.30.045.E2.c of Code

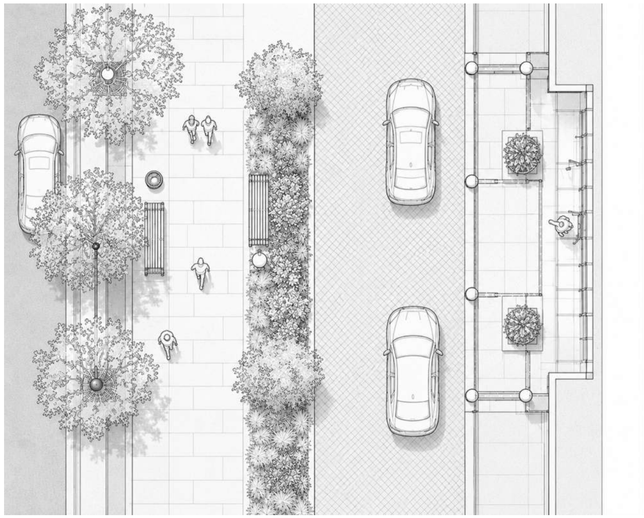
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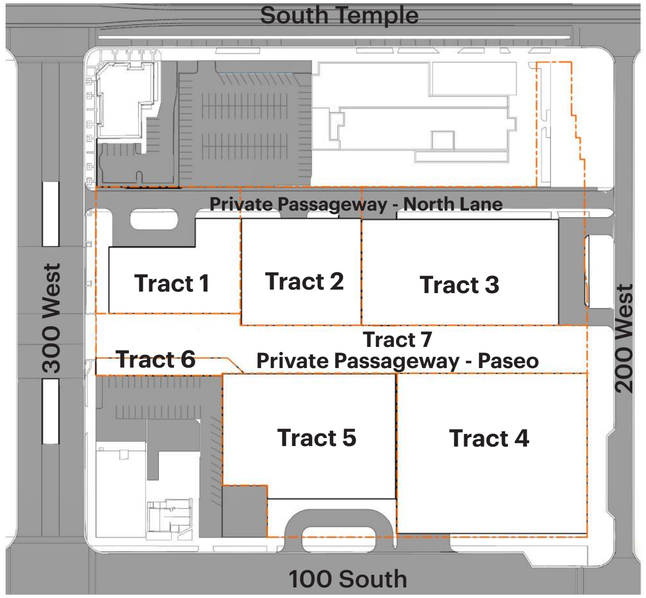


Proposed Standard

- Proposed Standard:

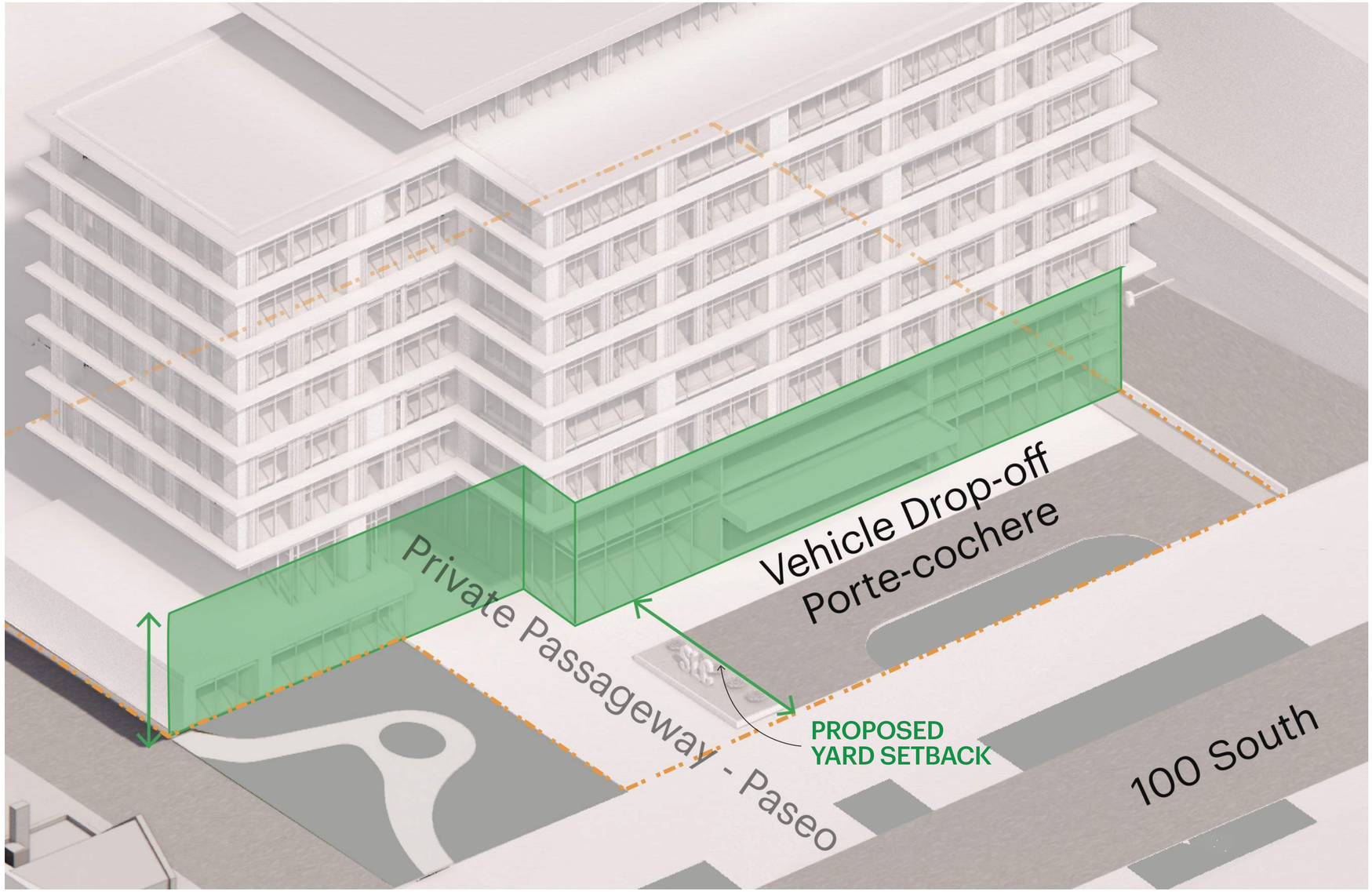
No maximum yard setback or upper story stepback for buildings that include vehicular drop-offs, porte-cochere's.





Tract Zoning Review - Tract 5
Illustration #1b for Section 21A.30.045.D1 & 21A.30.045.E2.c of Code

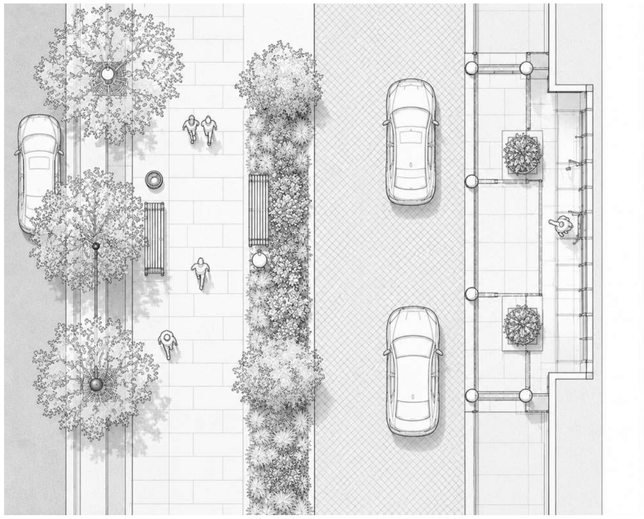
CONCEPTUAL - FOR ILLUSTRATIVE PURPOSES ONLY

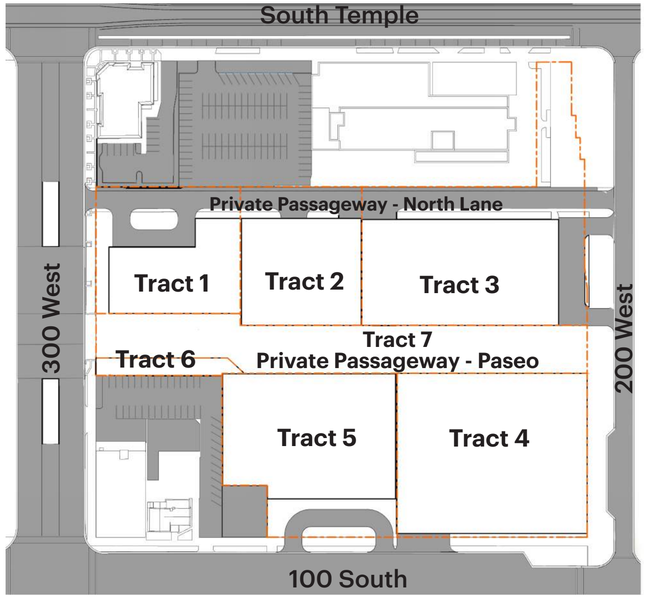


Proposed Standard

- Proposed Standard:

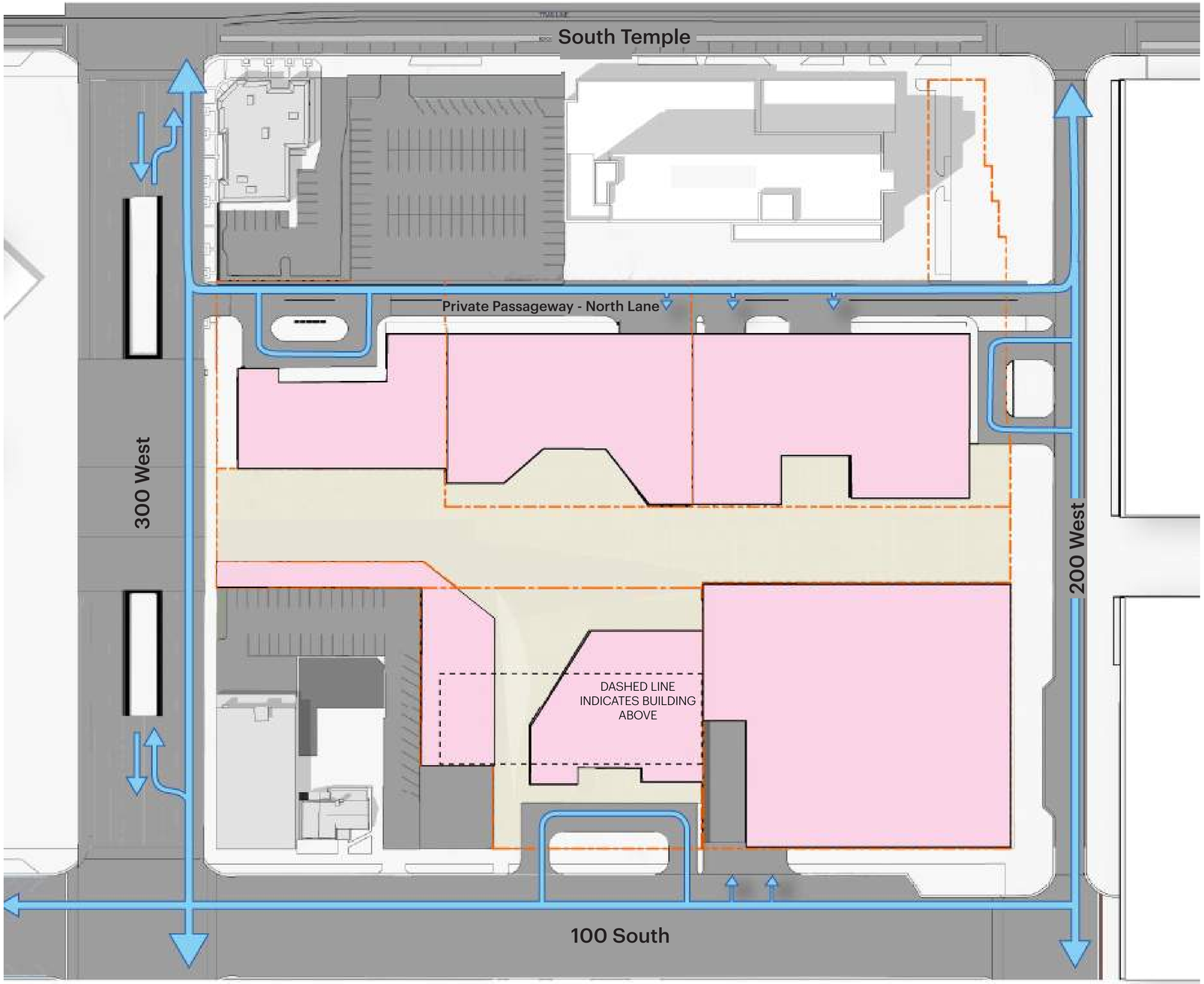
No maximum yard setback or upper story stepback for buildings that include vehicular drop-offs, porte-cochere's.

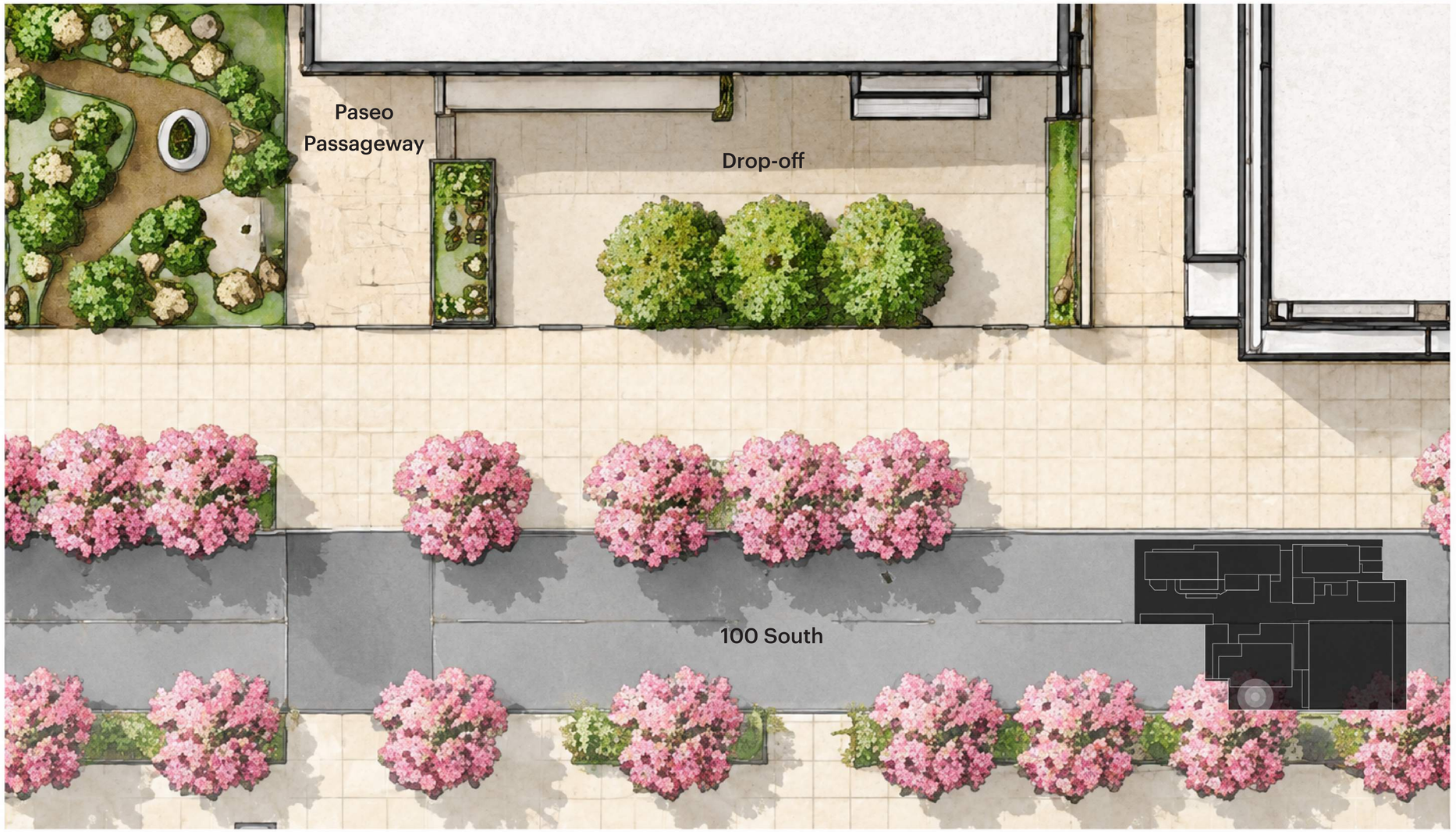




04
Parking & Vehicle Circulation

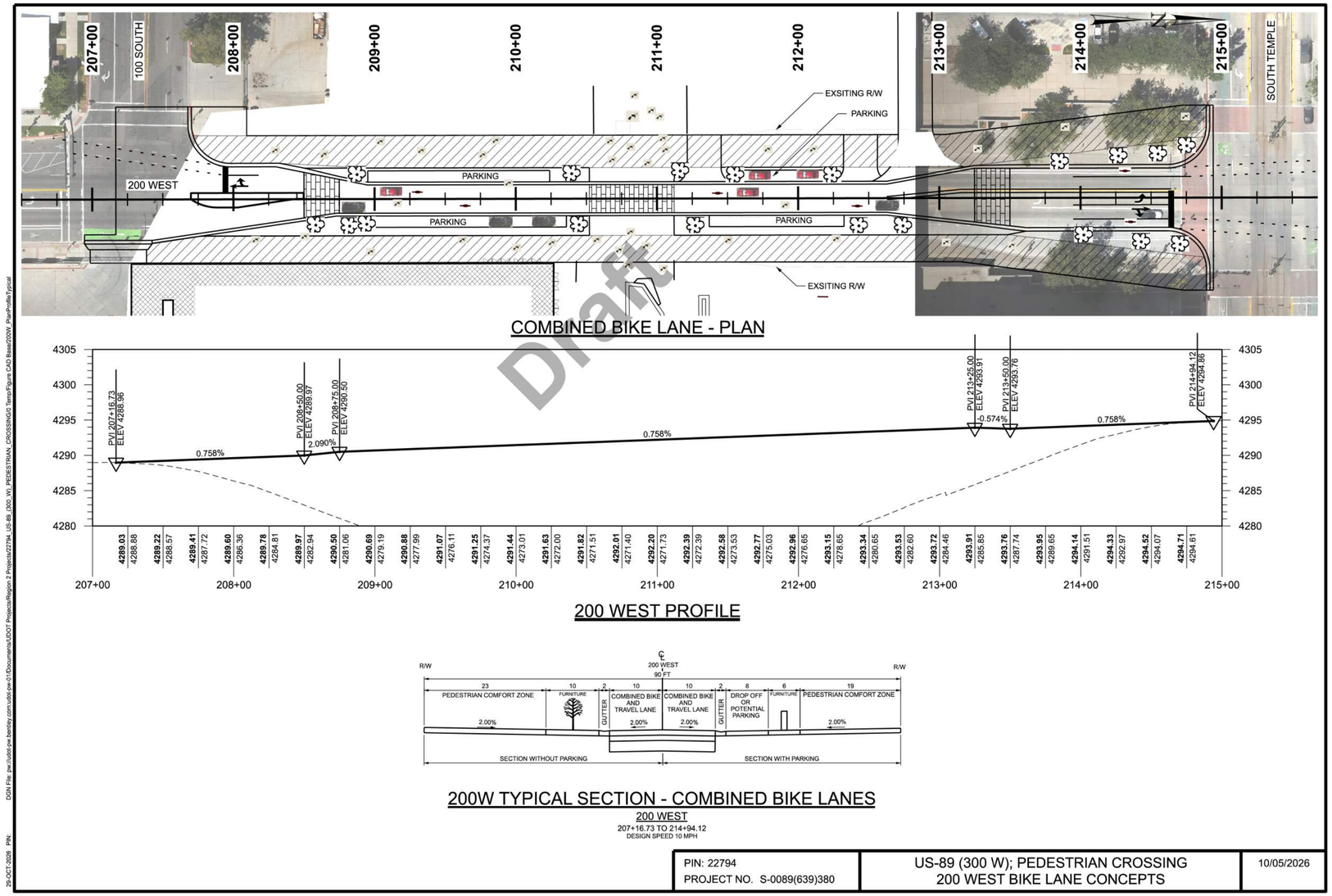
The District's circulation strategy is designed to prioritize the pedestrian experience while accommodating efficient vehicular access, parking, and service operations. The circulation strategy recognizes and accommodates that visitors to the Project may also arrive by other modes of transportation including by public transportation (bus or Trax) or bicycle. All parking will be located below grade, with garage access provided from 100 South, 300 West, and the North Lane to minimize conflicts with primary pedestrian areas within the District. Tracts 1, 3, and 5 will include pull-through porte cochères accessed from the North Lane, 200 West, and 100 South to support hospitality, residential, and commercial uses. Service and loading functions for the northern development Tracts will be accommodated from the North Lane, while loading for the Performance Venue and Tract 5 will be accessed from 100 South.





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200 W Street Section



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