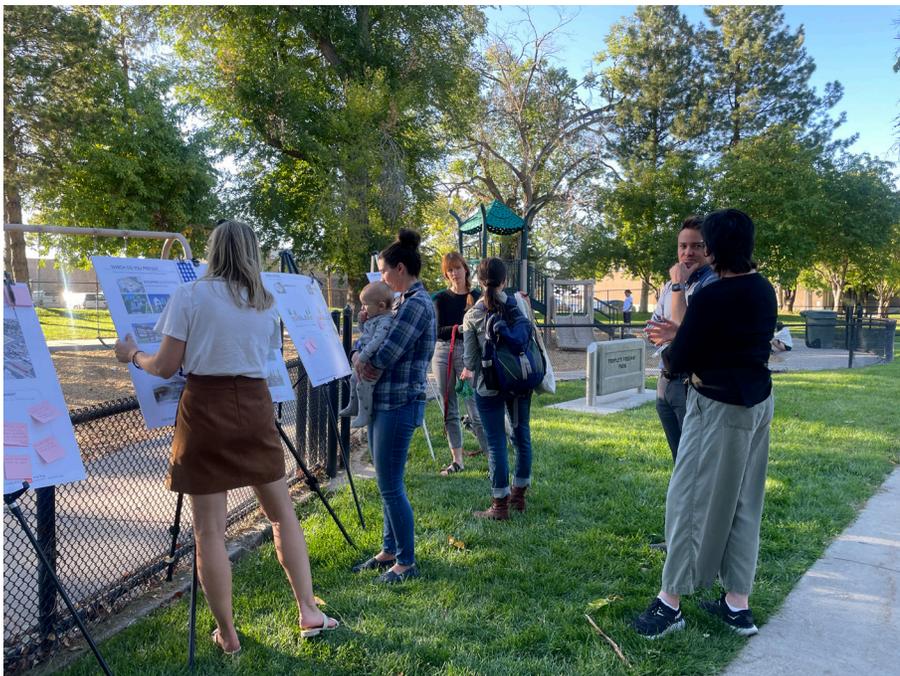


03

PUBLIC ENGAGEMENT SUMMARY

SUMMARY OF COMMUNITY ENGAGEMENT

The project team held multiple public engagement events to collect feedback from community members to help shape the vision outlined in this plan. The comments received during the engagement events are summarized in this section.



Public Engagement Event



Figure 33: Public Engagement Timeline

ENGAGEMENT WINDOW 1

This engagement window focused on understanding key issues and opportunities in the study area. The team completed a series of targeted engagement conversations with local businesses and technical experts. An online mapping activity provided the larger community an opportunity to identify areas and ideas for infrastructure changes.

Focus Group Meetings

A series of technical focus group and individual stakeholder meetings were held at the beginning of the project. The team met with interdepartmental staff and officials from Salt Lake City, Utah Transit Authority (UTA), Utah Department of Transportation (UDOT), Wasatch Front Regional Council (WFRC), and South Salt Lake.

Some of the key topics that were discussed in these meetings included:

- Housing and Density
- Streetscape
- Mobility and Safety
- Connectivity
- Economic Development and Sustainability



Figure 34: Pedestrian and Bicycle Connectivity

Focus Group Meetings Key Takeaways

Participants agreed that the area has the potential to help provide more housing options, including affordable housing and missing middle housing, such as townhomes, duplexes, and low-scale apartments. Transitioning from the current low-density residential development with light industrial and big box uses to transit-oriented development was seen as an overarching goal by focus group meeting attendees. They also agreed on the importance of maintaining some light industrial uses in this area, but also creating a neighborhood that has character and visual appeal. The current lack of trees and landscaping in the study area make it uncomfortable for people walking and biking, especially in the summer heat, and focus should be given to incorporating more green spaces as well as shade.

Pedestrian and bicycle connectivity was identified as an issue at 2100 South and 300 West, where there is high vehicle traffic and an unsafe intersection. Attendees also discussed the overall lack of east-west connectivity in the area. Some key opportunities that were identified included the Central Pointe station and its high ridership, attracting many people to the area, potential for additional bus stops on 300 West, and a future station at 1700 South.

Community Interviews

As part of the public engagement process twenty-four residents, business owners, and landowners were selected in or adjacent to the project area for in-person and phone one-on-one interviews.

Questions sought to understand the perceptions of the area, challenges living or operating a business in the area, vision and priorities for public improvements, and future plans for living or doing business in the area. While interviews were guided by a set list of questions, participants were encouraged to engage in open dialogue to allow participants to share their candid thoughts.

KEY TAKEAWAYS

- Create a green, vibrant, and economically diverse neighborhood
- Support mixed-use development
- More parks and open spaces
- Beautify the community, address safety, and elevate the quality of future developments
- Area provides affordable commercial and warehouse space that is important to support local business and avoid displacement
- Need for more housing options and increased density

MAJOR CONCERNS

- Problem of homelessness and the perception of safety
- Dissatisfaction with the quality and design of recent constructions
- Desire for a more diverse housing strategy that encompasses various income levels
- While most interviewees supported more development in the area, there was a concern regarding the quality of new development

"More permanent home solutions with street-side business. Islands of green spaces between to tie the residents together. Those little oases to bring people together make the space feel accessible and desirable."

- 300 W Engagement Participant

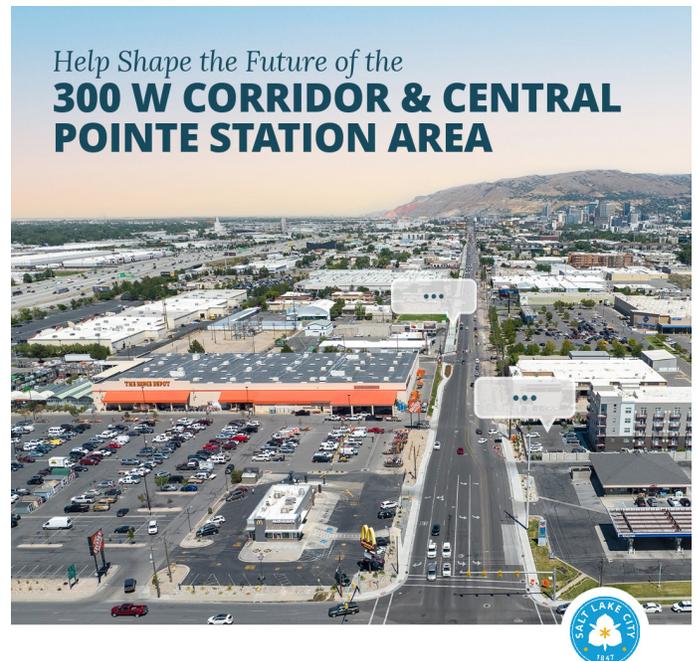
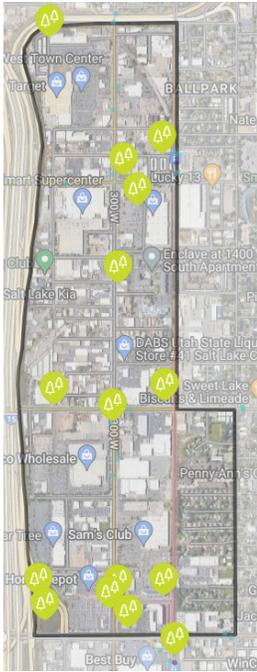
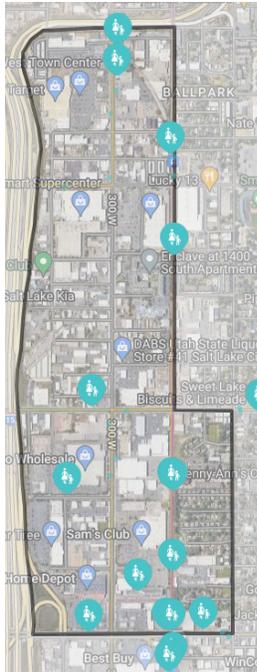


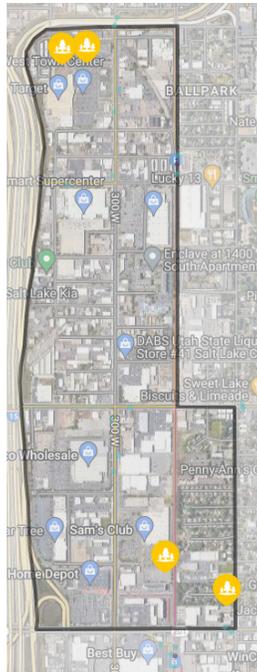
Figure 35: Image of Corridor



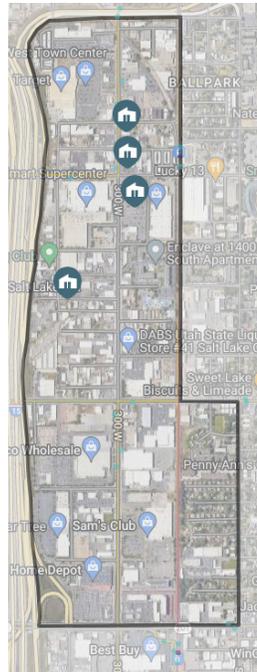
More Trees



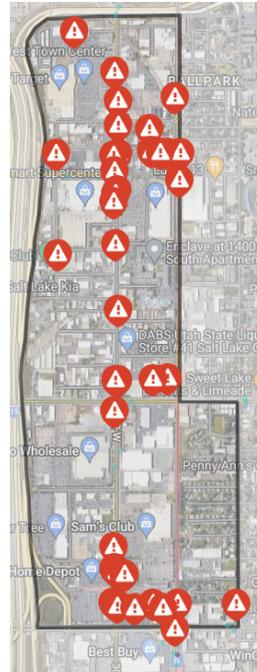
New Pedestrian Crossings



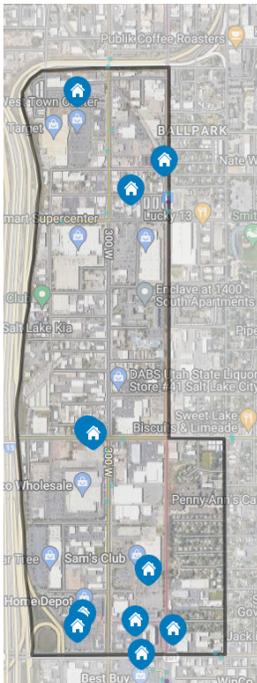
New Public Open Spaces



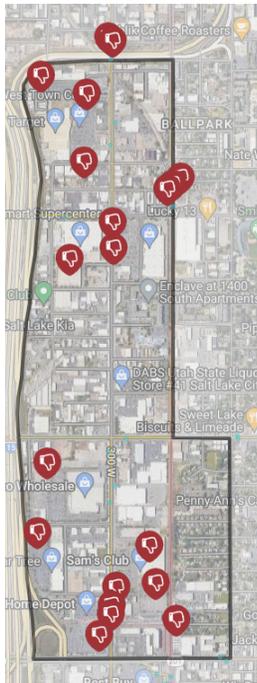
New Stores / Dining Options



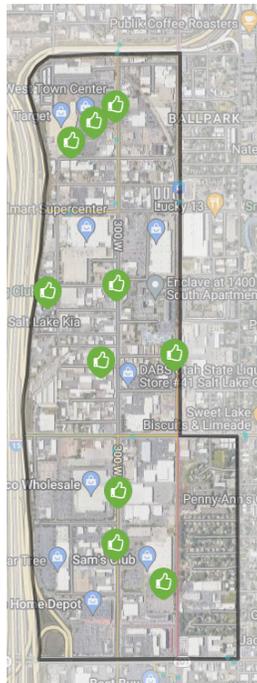
Pedestrian or Bicyclist Safety Concerns



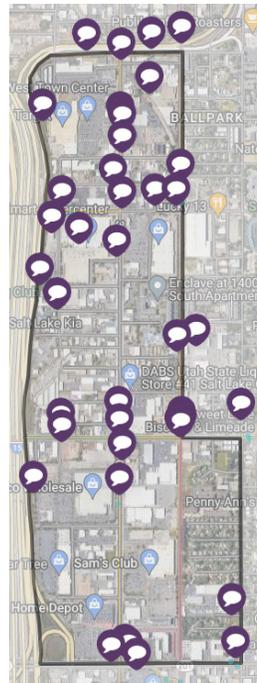
New Housing



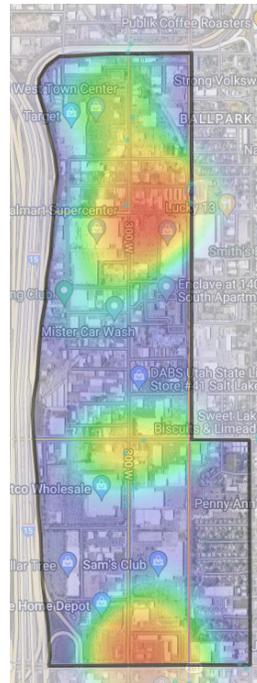
Something I Dislike



Something I Like



Suggestions / Other



Heat Map of areas most commented on

Figure 37: Locations of participants' comments on the Social Pinpoint map.

ENGAGEMENT WINDOW 2

Engagement Window 2 focused on preparation of scenarios to test with the community. A series of work sessions with City staff helped to narrow the different ideas that were presented in Engagement Window 3.

During these conversations, the team worked with WFRC, UDOT, UTA, South Salt Lake City, and city departments to ensure the scenarios reflected opportunities and constraints from existing codes and requirements.

ENGAGEMENT WINDOW 3

This engagement window included two different development scenarios, which are discussed below. The community was asked to provide feedback on these ideas in order to refine them into the final scenario tested in Engagement Window 4.

Evaluating Scenarios

Participants were asked to select their preference between two proposed scenarios. Some participants mentioned that townhomes are preferred in existing residential areas, while a mix of medium and higher density housing is preferred for commercial areas.

The majority of respondents choose Scenario #2 – Reconnect, that included more housing options, higher densities, and overall redevelopment of the area into a mixed-use neighborhood. When asked about rating key design strategies in level of importance, creating a walkable district with dining and shopping options had the highest average rating.



Community members engaging at during the Window 4 event.

PROPOSED SCENARIOS

Scenario 1: Repurpose: Scenario 1 prioritizes re-purposing existing buildings and encourages new development within already developed sites, like the parking lots around buildings. It also proposes to create a new east-west connection at approximately 1940 South.

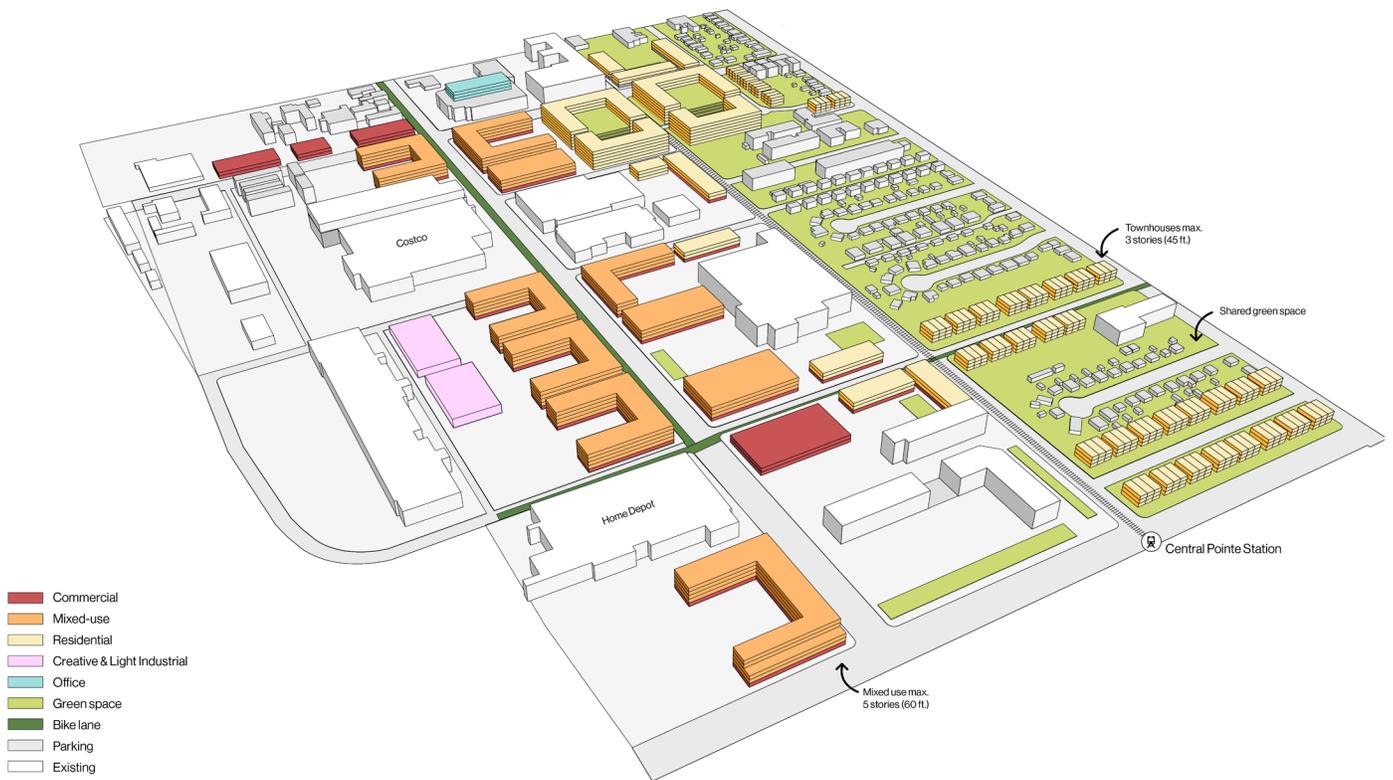


Figure 38: Scenario 1 Map - Low Density

Scenario 2: Reconnect: Scenario 2 would allow for redevelopment that is fairly more intensive than could be built today. In addition to the new east-west connection proposed in Scenario 1, this scenario proposes to create several new streets near Costco to break up the large block into several smaller blocks. This scenario would allow the area to become a Housing and Transit Reinvestment Zone, which would allow the City to use all new property tax generated by new developments for improvements within the project area that would benefit the entire community.

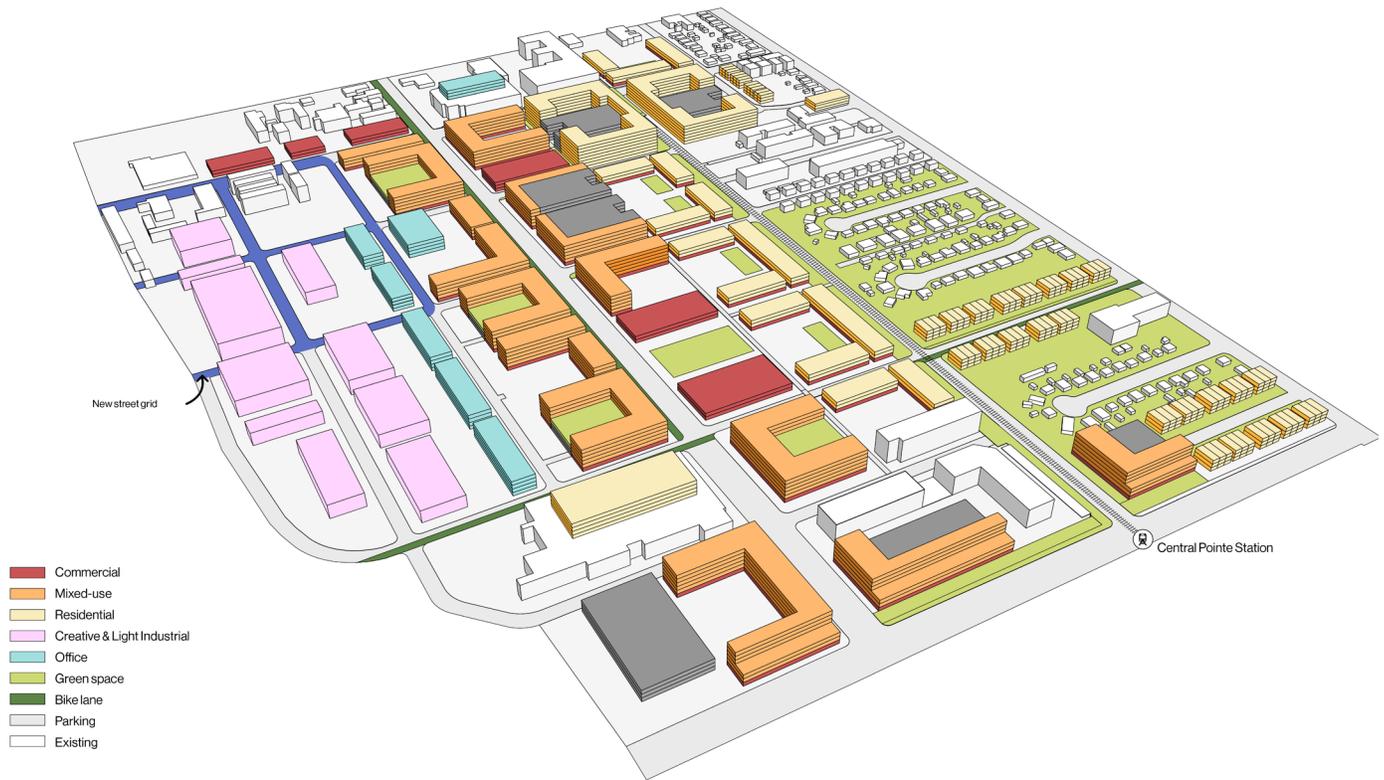


Figure 39: Scenario 2 Map - High Density

LAND USE: Both scenarios envision a mix of residential, light industrial, office, and commercial uses. The density and intensity of uses varied by scenario, as well as the areas where specific land uses will be located.

CONNECTIVITY: Both scenarios recommend east-west street connectivity, pedestrian infrastructure across 2100 South, and the completion of the multi-use path along 300 West from the Central Pointe Station to 1700 South. They also proposed the extension of some streets to create smaller blocks and a more connected grid. One of the scenarios also recommended new north-south connections west of 300 West.

OPEN SPACES: Given the lack of publicly owned parcels or vacant land that could be used to implement new open or green spaces in the area, the scenarios focused on creating public places within the right-of-way and close to the TRAX station area. The preferred scenario explores the opportunities to incorporate recommendations in the code to incentivize the incorporation of green public spaces as part of new development.

SCENARIO 1		SCENARIO 2	
Potential Name / Description		Potential Name / Description	
<i>Repurpose</i>		<i>Reconnect</i>	
Scenario 1 prioritizes repurposing existing buildings and encourages new development within already developed sites, like the parking lots around buildings. This scenario would accommodate fewer new residential units than Scenario 2 and overall would allow for only slightly more intensive development than what could be built today. This scenario proposes to create a new east-west connection at approximately 1940 South.		Scenario 2 would accommodate more housing than Scenario 1. This scenario would allow for redevelopment that is fairly more intensive than could be built today. In addition to the new east-west connection proposed in Scenario 1, this scenario proposes to create several new streets near Costco to break up the large block into several smaller blocks. This scenario would allow the area to become a Housing and Transit Reinvestment Zone, which would allow the City to use all new property tax generated by new developments for improvements within the project area that would benefit the entire community.	
Land Use		Land Use	
Residential	<ul style="list-style-type: none"> Townhomes, duplexes in and adjacent to single-family (up to 3 stories) Retain existing housing Condos, apartments adjacent to stations Affordable units: 10% 	Residential	<ul style="list-style-type: none"> Condos, apartments; mixed use Townhomes and duplexes east of 200 West (up to 3 stories) Affordable units: 15-20%
Commercial / Mixed Use	<ul style="list-style-type: none"> Adaptive re-use of industrial and big box Infill and retention of big box Mixed use up to 5 stories/60 ft. 	Commercial / Mixed Use	<ul style="list-style-type: none"> Redevelopment Higher adjacent to stations and 1700 South Mixed Use up to 8 stories/90 ft.
Industrial	1 to 3 stories	Industrial	Multi-story with office
Mobility			
No HTRZ District		Enables HTRZ District for full project area	
Transit	<ul style="list-style-type: none"> Bus stop amenities 	Transit	<ul style="list-style-type: none"> 1700 S. infill station
Roadway	<ul style="list-style-type: none"> East-west connections 	Roadway	<ul style="list-style-type: none"> East-west and north-south connections
Bike and Ped	<ul style="list-style-type: none"> 200 West / 2100 South at grade crossing 	Bike and Ped	<ul style="list-style-type: none"> 200 West / 2100 South structured crossing Multi-modal path on 200 West (adjacent to TRAX)

Table 6: Scenario comparisons.

Public Open House

The first open house event was held on September 26 from 5-7 p.m. at the Ballpark Playground. Twenty-eight people attended, and most were residents who lived nearby and were visiting the park with their family or walking through the neighborhood and happened upon the event. The location was ideal for interacting with residents who otherwise may not attend a public meeting, including parents of small children. Attendees spent anywhere from a few minutes to an hour or more reviewing the exhibit boards and interacting with the staff.

The second event was held at Central Pointe TRAX station on September 27 from 7-9 am. It was intended to reach people who might not otherwise attend a public event by meeting them during their morning commute. The same information was presented at both events. Seventeen people participated in the engagement and postcards with a project summary and link to the project website were handed out to dozens of commuters who did not have time to stop.

Key Takeaways

Visual preference boards were provided to seek feedback on different approaches to housing choices, economic development, transportation

investments, and neighborhood character. These approaches aligned with the two potential scenarios for the area. Participants were asked to place stickers on the choices that they felt were most appropriate or needed in the area. Participants were not limited in the number of stickers they could place on the board.

General Comments and Concerns

Several participants were in favor of increasing housing density and commercial development in the area. Participants advocated for ADUs, increasing the percentage of affordable housing, more apartments, and focusing multifamily development on 2100 South.

Participants noted that an increase in housing, commercial development, and more amenities is necessary. More specifically, participants noted that an increase in the height limit in existing commercial zones as well as the density of retail would increase walkability.

When it comes to transportation, many participants were interested in a TRAX station at 1700 South, a FrontRunner stop at Central Pointe station (between Murray and Salt Lake Central), and focusing 300 West and 2100 South on pedestrian and cyclist use including bike lanes and a multiuse path that connects to Parleys Trail.



People engaging during the Public Open House at the Ballpark Playground

Open House 2

The second open house event was held on March 26, 2024 from 5-7 pm at the Ballpark Playground. Fourteen people attended, and most were residents who lived nearby and were walking through the area. Some people had also heard about the Open House and came specifically to participate and learn about the project. Attendees spent anywhere from a few minutes to an hour or more reviewing the exhibit boards and interacting with the staff.

Participants were asked to provide their feedback on the draft project principles and draft concepts for different character areas. Overall, participants were supportive of the concepts shared, particularly the addition of green spaces throughout the area and safer connections to the Central Pointe Station. Local business owners and commercial property owners were also in attendance, and indicated support for the framework that includes mixed use developments with additional heights along 300 West, 1700 South, and 2100 South. Participants shared concern regarding the lack of green spaces in the area and the need to incorporate these as redevelopment occurs.

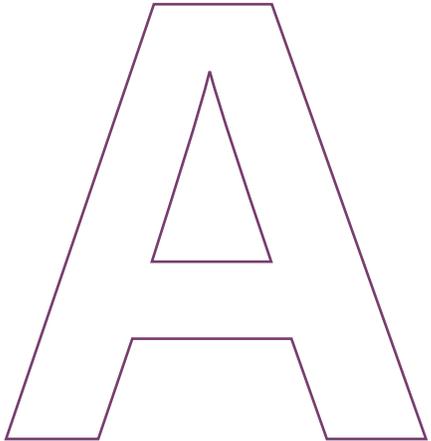


Figure 42: Interactions during Open House 2



Figure 43: Open House 2 Engagement Board

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APPENDIX 

**ADDITIONAL
PLAN REVIEW**

PLANNING CONTEXT - SALT LAKE CITY AND SOUTH SALT LAKE

Several Salt Lake City plans provide policies and guidance directly or indirectly related to the study area and immediately adjacent areas. The study area is adjacent to South Salt Lake, which has a few different plans that cover the area. Salt Lake City's and South Salt Lake's plans that affect the area are discussed below.

Plan Salt Lake

Plan Salt Lake is the City's Citywide general plan. The plan establishes general policies that are intended to be implemented throughout the City. The plan includes policies related to housing, transportation, sustainability, economic development, and recreation. Most of the policies in the plan can be applied to any area of the City and are focused on preparing the City for growth, while being sustainable and maintaining and improving livability in the City's neighborhoods. The policies are intended to guide the City toward the plan's long-term vision for the City in 2040. The plan provides a framework for all neighborhood, community, and element plans, and that framework also applies to the forthcoming *300 West Corridor* and *Central Pointe Station Area Plan*.

There are several "2040 Targets," or long-term goals, from the plan that are applicable to this planning effort. Examples include:

1. **Neighborhoods:** Community amenities (parks, natural lands, libraries, schools, recreation centers) located within 1/4th mile walking distance of every household
2. **Housing:** Increase diversity of housing types for all income levels throughout the City
3. **Growth:** Increase Salt Lake City's share of the population along the Wasatch Front
4. **Transportation:** Reduce single occupancy auto trips
5. **Parks:** Parks or open space within walking distance of every household.
6. **Air Quality:** Reduce emissions.
7. **Beautiful City:** Pedestrian oriented design standards incorporated into all zoning districts that allow residential uses.
8. **Equity:** Decrease combined cost of housing and transportation
9. **Government:** Increase public participation

Housing SLC - 2023 to 2027

The City recently adopted a new Citywide housing "element" or plan, titled *Housing SLC - 2023 to 2027*. This plan builds on the prior City housing plan *Growing SLC - 2018 to 2022* and was structured to comply with recent State requirements for each Utah City to create a "moderate income housing plan" that "provides a realistic opportunity to meet the need for additional moderate income housing within the municipality during the next five years."

The State defines moderate income housing as "housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80% of the median gross income for households of the same size in the county in which the housing is located." Within the plan, Cities are required to choose from a selection of specific State required "strategies" to help meet the city's need for moderate income housing.

The plan establishes three key goals with metrics intended to track those goals. These are:

Goal 1: Make progress toward closing the housing gap of 5,500 units of deeply affordable housing and increase the supply of housing at all levels of affordability.

Metric:

- A. Entitle 10,000 new housing units throughout the City.
 - 1. Minimum 2,000 units deeply affordable (30% AMI or below)
 - 2. Minimum 2,000 units affordable (31% - 80% AMI)

Goal 2: Increase housing stability throughout the City.

Metrics:

- A. Track, analyze, and monitor factors that impact housing stability in the City.
- B. Assist 10,000 low-income individuals annually through programs funded to increase housing stability by the City.
- C. Dedicate targeted funding to:
 - 1. Mitigate displacement
 - 2. Serve renter households
 - 3. Serve family households
 - 4. Increase geographic equity
 - 5. Increase physical accessibility

Goal 3: Increase opportunities for homeownership and other wealth and equity building opportunities.

Metric:

- A. Provide affordable homeownership and wealth and equity building opportunities to a minimum of 1,000 low-income households.

The City is required to choose from a number of State established "strategies" to accomplish the

moderate-income housing goals. Many of the strategies apply Citywide and could have some level of impact to this area; however, strategies more directly related to this area include:

Strategy E: Zone or rezone for higher density or moderate income residential development in commercial or mixed-use zones near major transit investment corridors, commercial centers, or employment centers

- 2023 Action: Adopt zoning or land use ordinance to increase density limits in the Ballpark neighborhood of the City
- 2024 Action: Monitor response to increased density in the Ballpark neighborhood through annual reporting on number of new permits, number of units created, etc. (ongoing)

Strategy G: Amend land use regulations to allow for higher density or new moderate income residential development in commercial or mixed-use zones near major transit investment corridors

- Action: Increase building height limits in compatible areas of the City

Strategy J: Implement zoning incentives for moderate income units in new developments

Strategy P: Create a housing and transit reinvestment zone pursuant to Title 63N, Chapter 3, Part 6, Housing and Transit Reinvestment Zone Act

- Action: Establish at least one housing and transit reinvestment zone (HTRZ) in the City
- 2023 Action: Redevelopment Agency to engage in conversations with interested parties
- 2024 Action: Work through details and application to establish an HTRZ
- 2025 Action: Establish HTRZ

Strategy V: Develop and adopt a station area plan in accordance with Section 10-9a-403.1

- 2024 Action: Planning staff work with Planning Commission, City Council, and the public to develop new SAPs for station areas where such SAPs are needed

Strategy W: Create or allow for, and reduce regulations related to, multifamily residential dwellings compatible in scale and form with detached single-family residential dwellings and located in walkable communities within residential or mixed-use zones

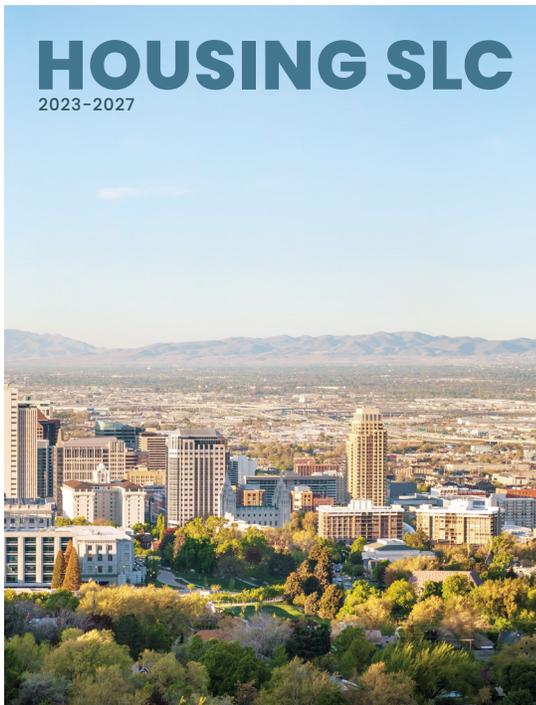


Figure 44: The *Housing SLC* cover page.

Thriving in Place

The City recently adopted a plan intended to help mitigate housing displacement and prevent the loss of existing affordable housing in the City, titled *Thriving in Place*. The plan includes a wide range of policies intended to limit displacement. These include policies aimed at the creation of new regulations to prevent displacement and creation of tenant rights information and assistance resources. Most of the policies relate to the creation of Citywide programs to support the plan's goals. Policies more directly related to the subject area include:

Strategic Priority 3C: Facilitate Creation of More Diverse Housing Choices

- Create More Diverse Housing Choices in All Areas so that people can find housing that meets their needs in locations that work for them.
- Adopt and implement additional middle housing policies and programs as part of the Housing SLC plan and in conjunction with other Thriving in Place actions to ensure a diversity of also include the ADU policies, tools, and resources described in Strategic Priority 3B.

Strategic Priority 3E: Prioritize Long-Term Affordability, Integrated Services, and Transit Access

- Prioritize Long-Term Affordability, Integration of Support Services, and Access to Transit and Other Amenities to create stable living environments where lower income families and residents can thrive.



Figure 45: The City's *Thriving in Place* plan includes policies to help mitigate housing displacement

Community Preservation Plan – (Historic Preservation Policy Plan)

The City's *Community Preservation Plan*, adopted in 2012, provides goals and policies generally related to preservation of historic buildings and neighborhoods. There are a wide range of policies that cover items such as historic preservation regulations and administration of those regulations, narrowing the focus of new historic districts to preserving significant history rather than just character preservation, encouraging adaptive reuse of historic structures, and encouraging historic structure preservation as a means of meeting City sustainability goals.

There are no location specific policies that apply to the study area. There are a limited number of historically significant buildings identified in City materials and datasets within the study area; however, there may be other historically significant properties that could be identified with a historic survey. Please see the discussion of existing historic resources on page 81 of the Existing Conditions chapter in the Appendix.

Urban Forest Action Plan

The *Urban Forest Action Plan*, adopted in February 2023, contains policies related to growing and protecting the City's urban forest. A large amount of the plan focuses on identification of the existing urban forest condition and conditions or policies that may be negatively impacting the urban forest.

The plan includes maps showing tree coverage (both private and public trees) by census tract (Figure 4). The census tract that covers the study area extends from 900 South to 2100 South and from I-15 to State Street. The plan notes that the census tract has "1 – 11%" tree coverage. This compares to the highest coverage rates in the City of "27 - 36%" found generally in or near highly single-family residential areas, such as

Sugar House, East Bench, Avenues, and parts of Capitol Hill.

The plan also includes a map of surface temperatures by Census Tract for a specific date – July 31, 2020. The census tract covering this area notes a range of 118 – 121 degrees Fahrenheit. This area of the City is more commercial than other areas of the City and those commercial uses generally do not have yards with vegetation, including trees, and often do not have enough park strip space to include street trees. These factors contribute to the low tree canopy rating and higher average surface temperatures in the area.

The Urban Forest Action Plan outlines several key goals, objectives, and actions to enhance the City's urban environment. Most of these are general and apply Citywide, but some that relate more specifically to this planning effort include:

Goal: Incorporate the urban forest into all of Salt Lake City's planning and project implementation efforts to mitigate environmental impacts.

Mid-Term Action: Incorporate canopy cover (or tree stocking) goals into all new master and area plans.

Goal: Improve growing conditions for the urban forest in challenging sites

Objective: Amend the City code to strengthen tree protection and codify ecosystem service value.

Near-Term Action: Recommend changes to the zoning code to increase trees where they will mitigate environmental impacts.

Goal: Protect trees on City-owned land and in the right of way

Objective: Incorporate Mitigation Techniques into Urban Forestry's Planting Strategies

SALT LAKE CITY CENSUS TRACT ANALYSIS

2019 AMERICAN COMMUNITY SURVEY (ACS) TRACT DATA

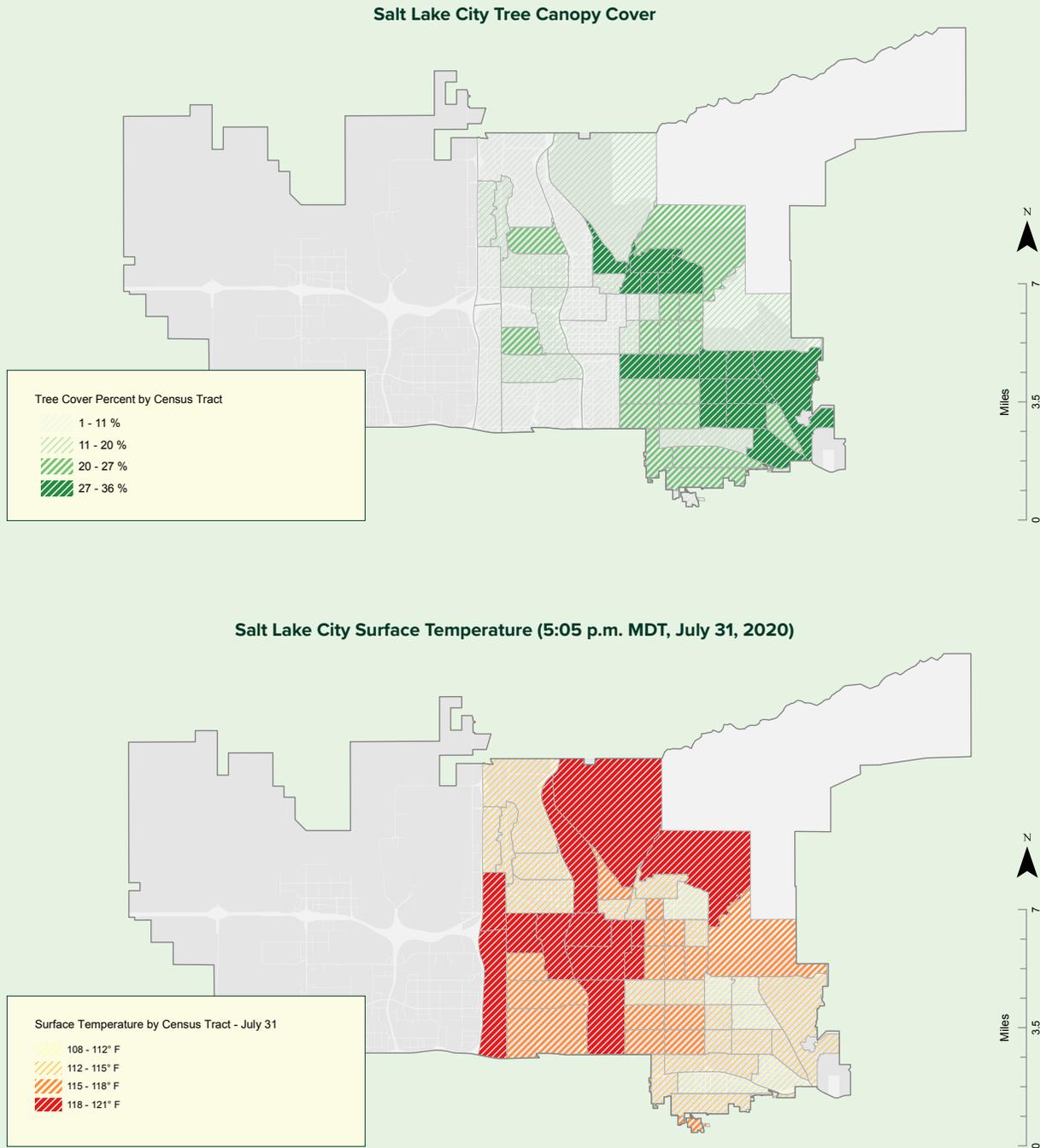


Figure 46: Map from the *Urban Forestry Action Plan* showing the percentage of land covered by tree canopy per census tract.

Near-Term Action: Identify and prioritize large park strips that would give ample space for large trees, even allées (double rows) of trees.

Near Term Action: Plant large evergreens property bordering freeways to mitigate air pollution.

Long Term Action: Plant deciduous trees on the north and east sides of streets to conserve energy (blocking the southern and western sun in the summer and allowing it to passively warm buildings in the winter).

Goal: Coordinate with Regional Agencies and neighboring municipalities on urban forest planning and expansion to improve air and water quality. Partner with neighboring municipalities to add trees to high-volume traffic corridors, or other shared areas with poor air quality.

Objective: Create framework for partnerships between municipal and state agencies, nonprofits, and volunteers to equitably preserve and grow the urban forest.

Long Term Action: Partner with neighboring municipalities to add trees to high-volume traffic corridors, or other shared areas with poor air quality.

Long Term Action: Planning to create policies and incentives to expand the urban forest on private land, including parking lots, using existing regulations in the City code), including amendments to the City Code where feasible.

Goal: Implement equity through irrigation distribution

Objective: The City assumes irrigation responsibility for all park strip trees, beginning in the most impacted neighborhoods.

Mid-Term Action: Assume responsibility for watering park strip trees in locations

where local urban heat island effects are greatest.

Goal: Plan for equitable urban forest expansion in neighborhoods and business districts

Near Term Action: Plant trees to create microclimates that increase access to summer shade and winter sun.

Near Term Action: Plant trees to strategically provide shade on roadways to increase asphalt lifespan.

Goal: Rethink row to allocate more space for trees and pedestrians

Objective: On streets with low traffic volumes, create a strategy to reduce vehicle lanes, and lane widths, where supported by future traffic projection data.

Goal: Enhance City's image and livability through incorporating pedestrian-first streetscape design.

Objective: Amend zoning code to introduce new urban design criteria for spacing and scale of trees

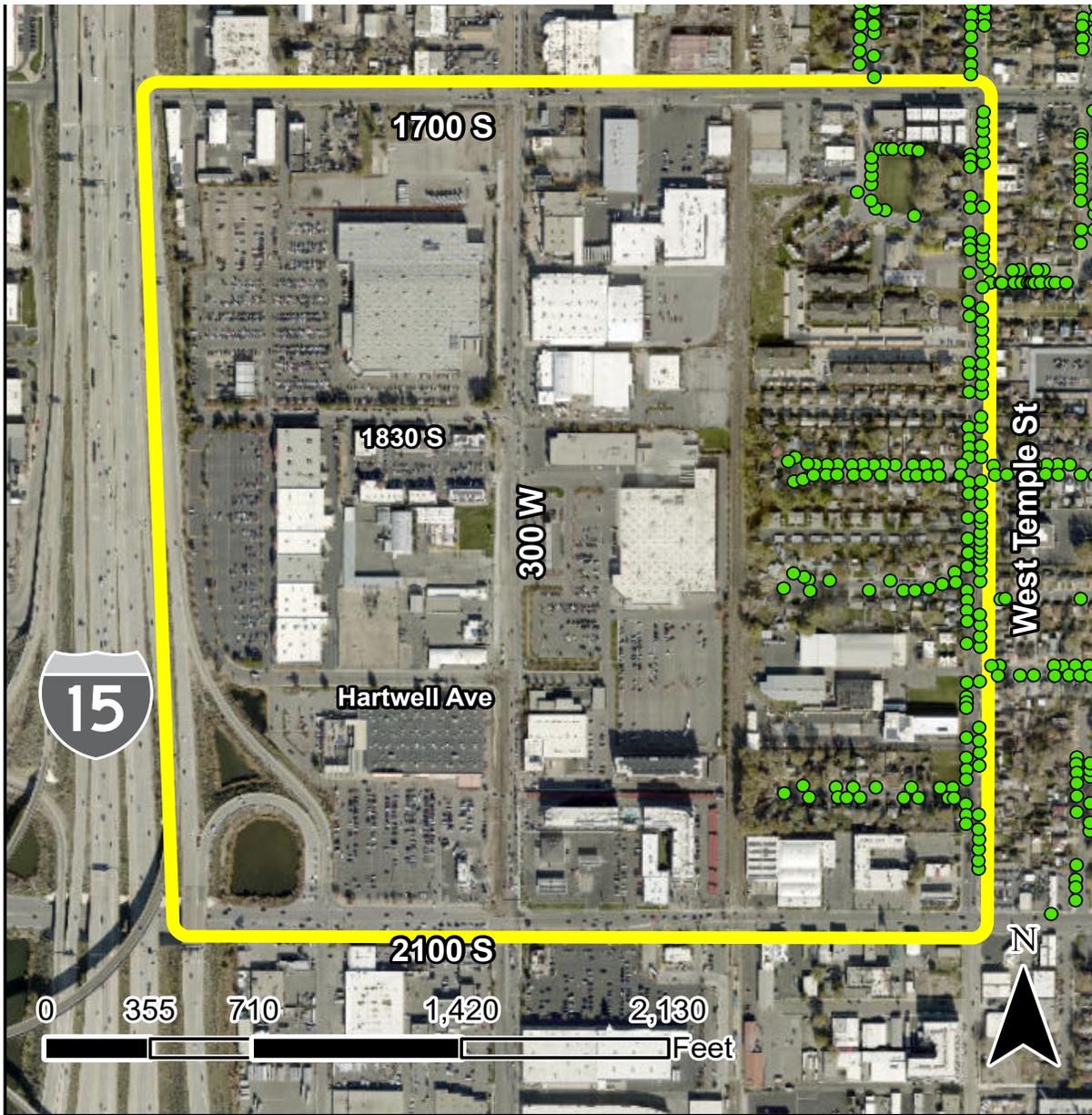
Near Term Action: Recommend new tree spacing requirements based on environmental benefit and urban design criteria.

Near Term Action: Recommend tree height and scale at maturity requirements based on average heights in zoning districts.

Near Term Action: Recommend including shade on all active transportation routes in the City's revised Complete Streets ordinance.

Near Term Action: Require additional trees at transit stops and along transit routes.

Goal: Develop urban forest districts throughout residential and commercial areas to enhance



 Plan Study Area **Street Tree Inventory - 2019**
 Street Tree

Figure 47: Map showing the location of street trees in the study area. The data is from 2019 and does not reflect the tree plantings done along 300 West in 2023.

Public Lands General Plan – Imagine Nature

The City recently adopted a new plan focused on City public lands, titled *Reimagine Nature*. Though there isn't a specific public lands improvement identified in the study area, the plan has several general policies and "action items" applicable to the area and this small area planning effort. These include the following:

- **Central City Near Term Investments**

(Policies)

- Identify opportunities for separated bike lane/multiuse paths
 - Encourage developers to create park space as part of their development for their residents, at a minimum.
 - Look for community garden and pocket park opportunities
- **Action 1.3B** Engage the community and the Planning Division to develop or update holistic Community/Neighborhood Master Plans which include community priorities for park and public space investment and redesign, and which manage the impacts park renewal can

have on the immediately adjacent community (i.e. gentrification) by developing innovative partnerships (such as with housing providers), considering impacts, using a community-led approach to design and management, and advocating for planning and policy that reduces displacement.

- **Action 1.2D** Engage with the Planning Division, Housing and Neighborhood Development, Economic Development Department, and other City entities to further community goals for housing, business development, community health and livability through collaboration with Public Lands.
- **Action 1.3A** Modify City development codes to simplify park improvement projects and mitigate technical obstacles like inaccurate park zoning or internal property subdivisions within park spaces.
- **Action 1.3C** Integrate the work of Planning and Public Lands; actively engage Public Lands staff in future Area and Neighborhood Master Plans, and engage Planning staff in future park master plans and improvement plans.

LEGEND

NEAR-TERM CAPITAL IMPROVEMENT PROJECTS

- HIGH EQUITY PRIORITY
- MEDIUM EQUITY PRIORITY
- LOW EQUITY PRIORITY

TRANSFORMATIVE PROJECTS

- HIGH EQUITY PRIORITY
- MEDIUM EQUITY PRIORITY
- LOW EQUITY PRIORITY
- PROPOSED TRAILS

EXISTING ELEMENTS

- PARKS AND NATURAL LANDS
- GOLF COURSES
- CEMETERY
- EXISTING TRAILS
- STUDY AREA

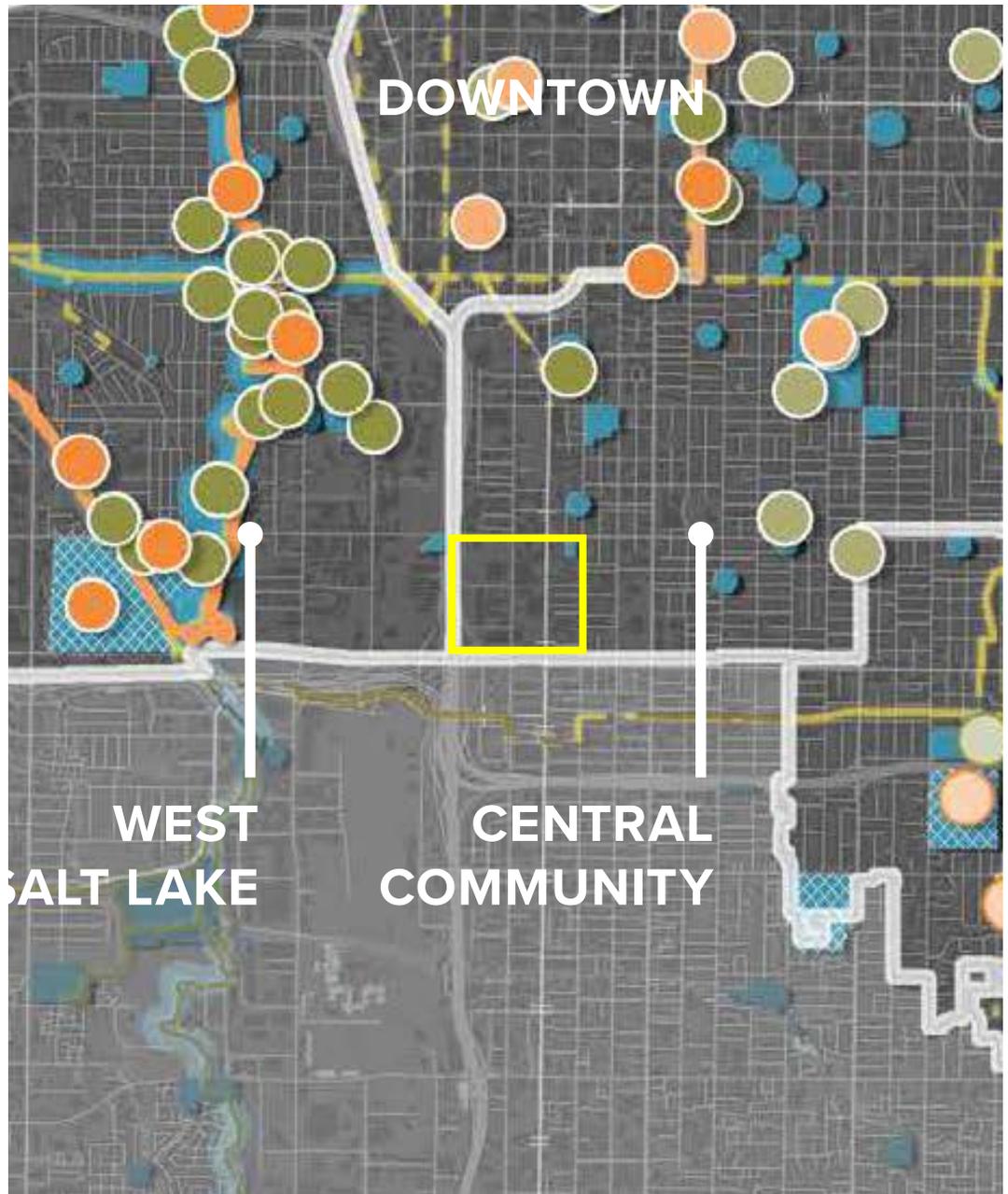


Figure 49: Map from the Public Land plan showing near term and transformative project sites near the study area.

Lighting Master Plan

The Salt Lake City *Lighting Master Plan* was adopted in 2021. The plan provides guidance on transitioning the City's lighting to LED based lighting and balancing lighting needs with energy use and environmental (light pollution) concerns.

The plan prioritizes lighting improvements in areas underserved by existing lighting, that are in or near "high priority conflict areas" defined as areas where there is increased pedestrian or bicycle activity. These "conflict areas" include bus

stops, light rail stops, and neighborhood byways (pedestrian and bicycle priority corridors identified in the City *Bicycle and Pedestrian Plan* discussed in a following section). The plan includes a map showing streetlight locations and the subject area does not appear to be underserved in general. However, there may be small areas, such as along the 1700 West bike route near 300 West, that may warrant being prioritized based on the plan's direction.

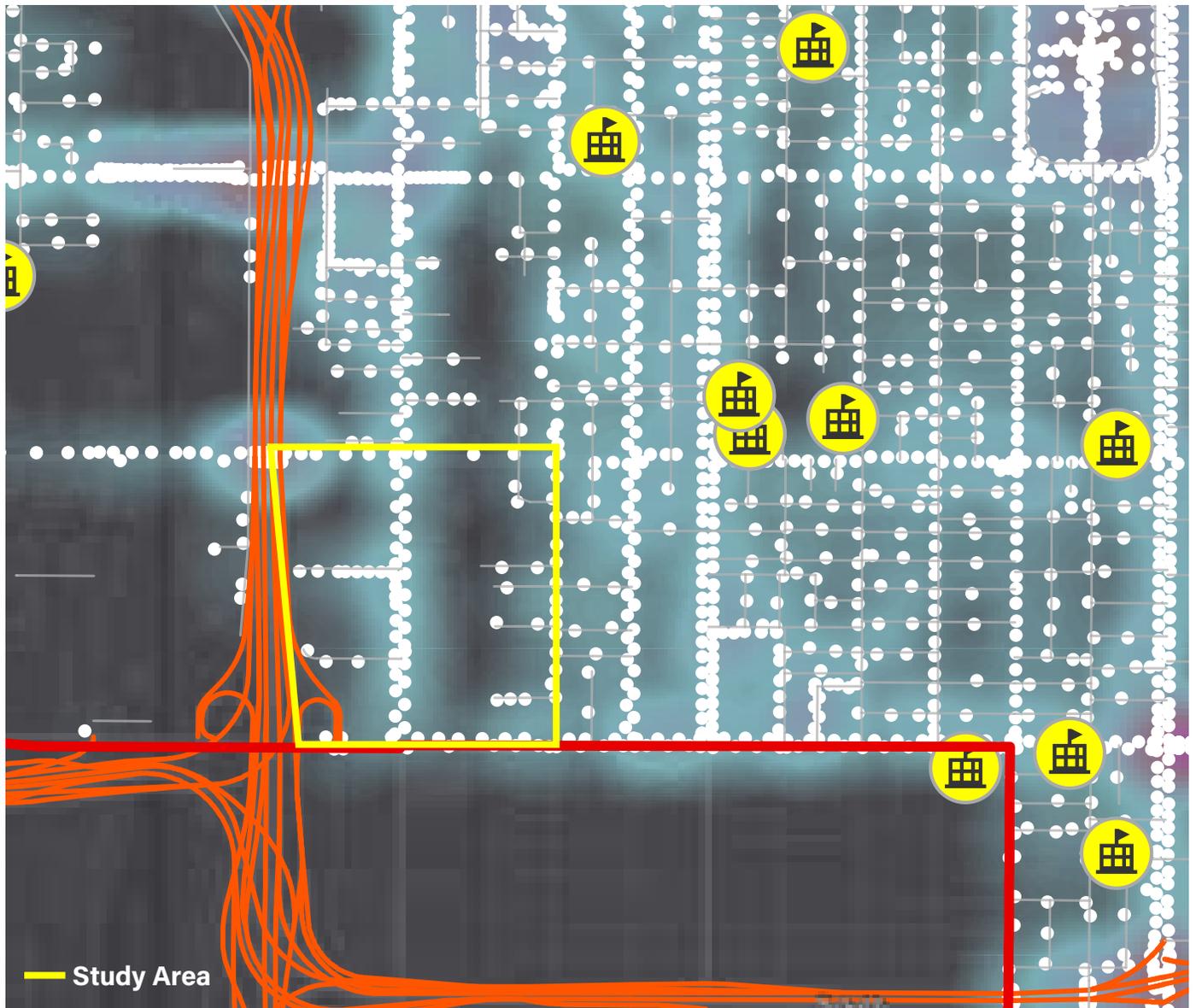


Figure 50: Map of streetlight density from *Lighting Master Plan*

Salt Lake City Transit Plan

The *Transit Master Plan*, adopted in 2017, primarily discusses goals, policies, and priorities related to the City's "Frequent Transit network" (FTN). The FTN is a set of "designated transit corridors that offer frequent, reliable service connecting major destinations and neighborhood centers seven days a week and in the evenings." The network is divided into Tier 1 and Tier 2 lines, intended for near- and medium-term implementation and longer-term implementation based on future conditions and community input, respectively.

There is one FTN Tier 1 bus route in the project area on 2100 South. The next nearest FTN bus route is on State Street, two blocks to the east of the project area. The plan also identifies the TRAX line on 200 West as a Tier 1 FTN line. Although not identified as an FTN route, 300 West is currently served by bus route 17 between 1700 South and 2100 South.



Figure 51: Map of the Frequent Transit Network plan from the *Transit Master Plan* along with current bus routes by frequency.

The plan also priorities specific corridors for moderate or high levels of investment. The nearest corridor identified as a high priority is on State Street and is designated for a moderate level of investment.

The plan includes a map identifying “transit propensity” by census block group. The “propensity” level is based on the combined densities of low-income households, zero vehicle households, seniors aged 65 and older, and the disabled population. The blocks in this area are shown as being somewhere near the middle of the higher end of the spectrum.

The *Transit Master Plan* explains that the plan does not include any specific land use or zoning recommendations; rather it provides information for coordination of land use plans to ensure that growth is supportive of goals in the plan. The plan discusses several goals that are intended to improve connections to transit.

The following goals and policies from the plan are applicable to the *300 West Corridor* and *Central Pointe Station Area Plan*:

- Create economically vibrant, livable places that support use of transit. Align transit investments with transit-supportive land use policies and development.
- Land use density and transit service should be developed in concert to ensure their mutual benefit and success. High-quality transit modes that provide frequent service and a high-level of amenities require supportive land use to generate enough riders to be cost-effective.
- The *Transit Master Plan* does not dictate priorities for land use plan updates; rather it provides information for coordination of land use plans, to ensure that future land

development patterns are supportive of *Transit Master Plan* goals.

- Pages 85 and 141 of the plan provide guidelines for transit service upgrades based on density, such as development density around Central Pointe Station.
- Create pedestrian and bicycle routes using mid-block crossings and passageways, wide sidewalks, and signage;
- Designate a well-connected network of multiuse paths; buffered and protected bike lanes; neighborhood byways; and regular bike lanes that provide direct connections to local destinations
- Provide interior block connections, mid-block crossings, and a pedestrian and bicycle network that connects to destinations and transit stops

Pedestrian and Bicycle Master Plan

The City adopted a plan focused on bicycle and pedestrian improvements in 2015 titled the *Salt Lake City Pedestrian and Bicycle Master Plan*. The plan establishes recommended routes for enhanced pedestrian and transportation improvements, such as trails, wide multi-use paths, or enhanced bicycle lanes.

The plan recommends that West Temple be a “neighborhood byway” with a timeframe for any needed improvements to fully realize this designation to be completed in the next 10-20 years. The plan defines neighborhood byways as the following and notes the types of improvements intended for these:

Neighborhood byways are multi-modal linear facilities on streets with low traffic volumes and speeds. Additionally, intersection improvements that allow bicyclists and pedestrians to cross

large or busy streets are critical to their utility. Wayfinding signage and shared lane markings are also important components. Traffic diversion and calming measures are often used when traffic volumes or speeds are higher than desirable.

A proposed network of “neighborhood byways” taps quiet neighborhood streets and formalizes them into transportation corridors designed to crisscross the City and link to key destinations including neighborhood retail areas and corridors, parks, schools, and transit stations. Few changes are needed on the quiet streets themselves; the network is realized by providing for safe, often signalized crossings at the major barrier streets, and reducing traffic volumes to make walking safer and more enjoyable. “Neighborhood

byways” is a term recognizing that these corridors create a network for both pedestrians and bicyclists.

The plan identifies 1700 South as an “East-West Pedestrian Priority Corridor” targeted as a priority for pedestrian improvements. 1700 South currently includes a striped bike lane, separated by vehicle traffic by a single lane striping. The plan recommends buffered or protected bike lanes on 1700 South from State Street to just west of I-215 as a long term (10-20 year) recommendation. The City is considering near term changes to some of this section of 1700 South, including within the plan study area, to implement this.

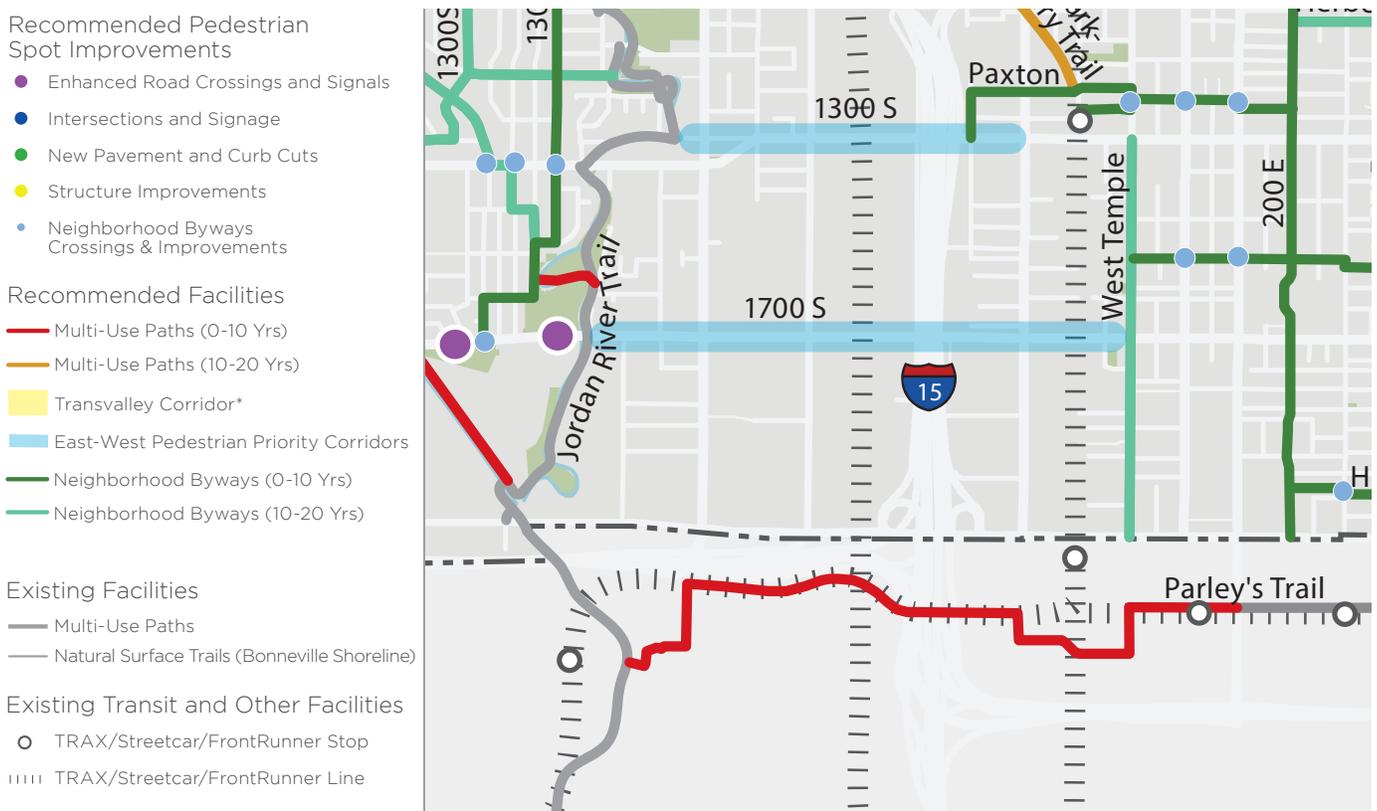


Figure 52: Multi-use trails, neighborhood byways, and enhanced pedestrian crossing map from the *Pedestrian and Bicycle Plan*.

300 West is also identified for the same “buffered or protected bike lane” improvements as another long term recommendation. These were implemented with fully separated, raised bike lanes (separated from vehicle traffic by curb and park strip) constructed on the west side of 300 West, with the City’s reconstruction of 300 West in 2023. The lanes end short of 2100 South at Hartwell Avenue (1940 S), so future opportunities could be explored by the City to fully link the path to South Salt Lake’s bicycle path on the south side of 2100 South.

State-owned and is planned and maintained by the State; however, the City has ownership and responsibility for improvements outside of the vehicle roadway behind the curb, such as park strips and sidewalks.

The plan also includes several general policies that apply Citywide that are intended to help encourage bicycling and walking and promote its safety. Examples include intersection improvements, signal light timing changes, improved bike lane maintenance, wayfinding, event promotion, and safety enforcement efforts.

There are no specific improvements identified for 2100 South. This section of 2100 South is

Recommended Bikeways

- Multi-Use Paths
- Buffered or Protected Bike Lanes
- Bike Lanes
- Neighborhood Byways
- Neighborhood Byways Crossings & Improvements
- Shared Roadways*
- Bikeways Proposed in Univ. of Utah Bicycle Master Plan
- Requires Further Study
- Transvalley Corridor**

Existing Bikeways

- All Existing Bikeways
- Natural Surface Trails (Bonneville Shoreline)

Existing Transit Facilities

- TRAX/Streetcar/FrontRunner Stop
- |||| TRAX/Streetcar/FrontRunner Line

*Includes marked & signed shared roadways

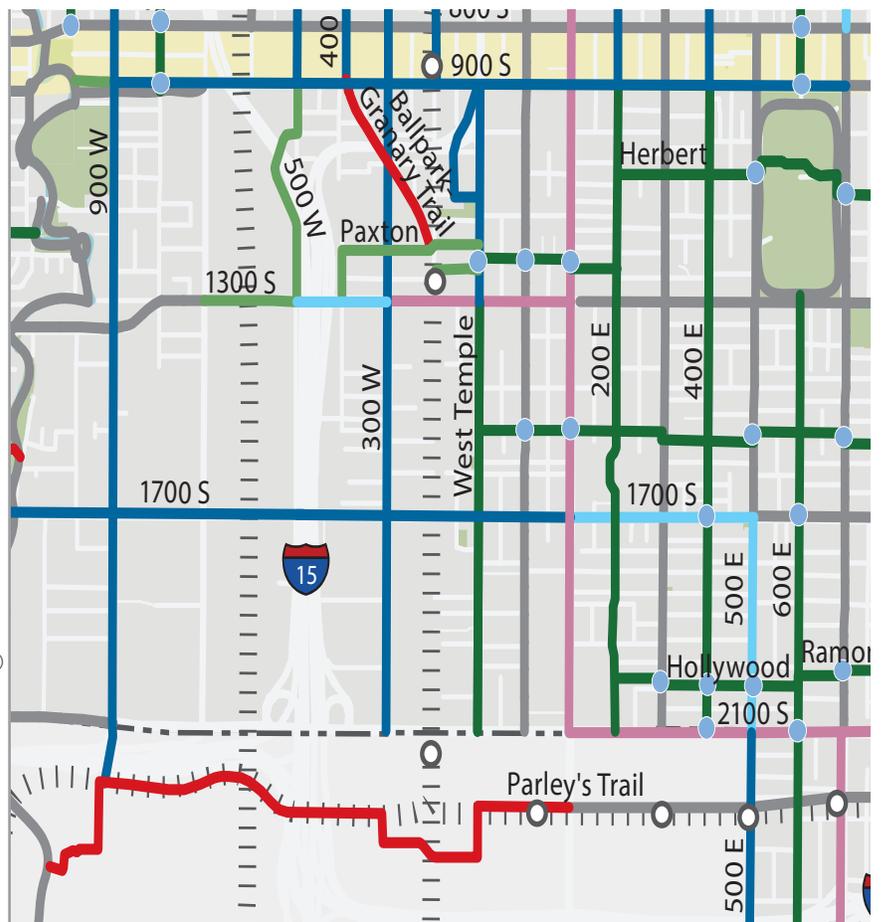
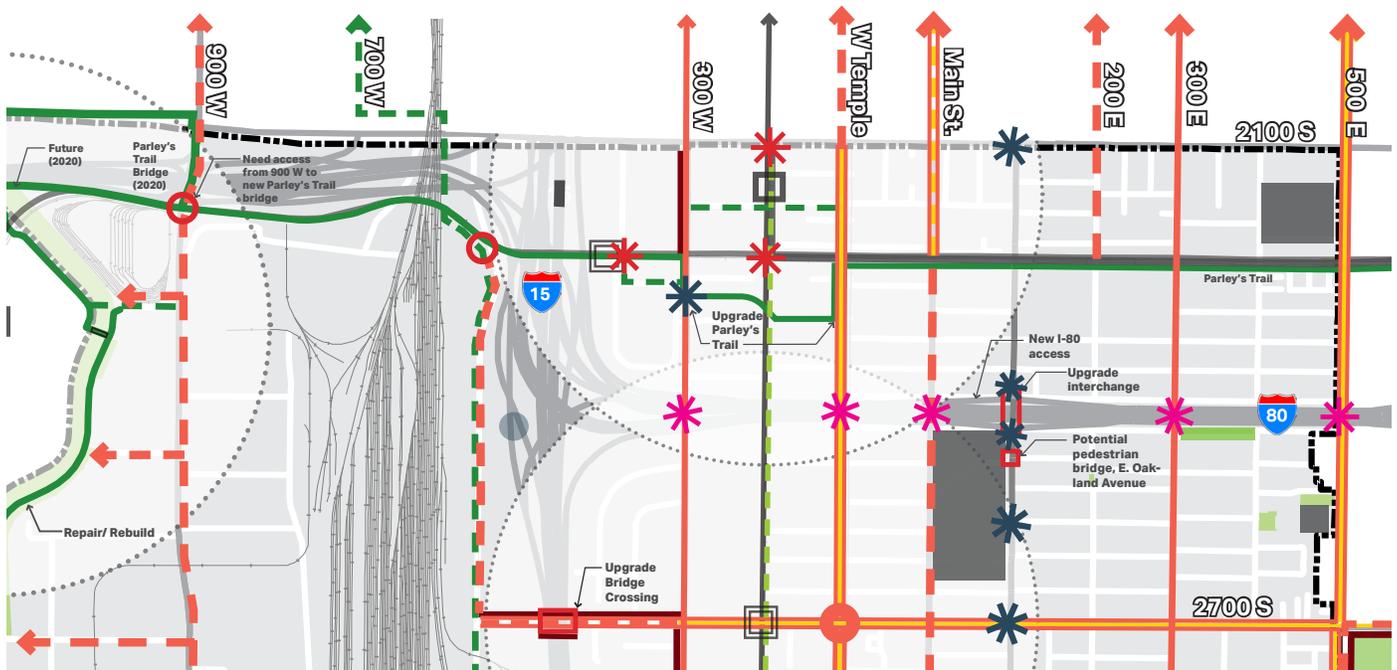


Figure 53: Bicycling Network Existing Conditions and 20 Year Vision Map from the *Pedestrian and Bicycle Master Plan*.

South Salt Lake Bike Lane Context

South Salt Lake's portion of 300 West, south of 2100 South, currently does not have any specific bicycle improvements within about a block of 2100 South, similar to Salt Lake City on the north side. However, a block south of 2100 South, the road layout includes a narrow, unprotected bike lane within the shoulder of the road. There is an unsigned, segment of striped shoulder that may function as a bike lane on the west side of 300 West that extends from about 2100 South to Andy Ave/TRAX line.

South Salt Lake's portion of West Temple has bike lanes that extend all the way to the 2100 South intersection. The lanes are a mix of conventional on road bike lanes, both buffered (with buffer striping) and simply striped. The street is identified in *South Salt Lake's Strategic Mobility Plan* as a "Proposed high comfort bike route on (an) existing bike lane."



Legend

- Existing Trail
- - - Proposed Trail
- Existing Bike Route
- - - Proposed Bike Route
- TRAX and Streetcar
- Proposed Greenway/Trail
- - - Future Bike Route
- Proposed high comfort bike route on existing bike lane
- - - Proposed high comfort bike route on proposed bike lane
- Sidewalk and bicycle facility improvements
- Schools
- Sidewalk Improvement or add new sidewalk
- Parks and Open Space
- ✳ Improve Existing Pedestrian Crossing
- ✳ Proposed Pedestrian Crossing
- ✳ Increase ped/bike safety/comfort at highway underpass crossings
- Pedestrian access needed
- 1/2 mile radius
- Existing TRAX Station
- Proposed / Future TRAX Station
- Bike Crossing/ Intersection
- Proposed Bridge Crossing

Figure 54: Map from the *South Salt Lake Strategic Mobility Plan* showing existing and proposed bicycle and pedestrian improvements within the study area.

Trails

Nearby existing and planned trails include the Parley's Trail, located generally along the east-west running S-line (east of 200 West) and TRAX lines (west of 200 West, heading west to West Valley) in the area.

South Salt Lake Context

The *South Salt Lake Strategic Mobility Plan* identifies a trail corridor along Interstate 15, proposing that it be located either on the east or west side of that freeway and continuing north into Salt Lake City.

Crossings

The *Pedestrian and Bicycle Master Plan* doesn't identify any specific crossing improvements within or adjacent to the study area boundary.

South Salt Lake Context

The *South Salt Lake Mobility Plan* calls for a crossing on 2100 South at the TRAX line at approximately 200 West.

Major Street Plan (Part of the City's Transportation Master Plan)

The City has an adopted *Major Streets Plan* (last amended in 2018) that identifies the location of existing and future planned City streets. It also classifies streets by type, which provides guidance for the width and type of improvements that should be constructed within the street, such as the number of vehicle lanes, park strips, and sidewalk requirements, that a street should include.

The *Major Streets Plan* identifies the following streets and designations in the plan area:

- West Temple – Collector Street

- 300 West - Arterial City Street
- 1700 South – Arterial City Street
- 2100 South – Arterial State Route
- All other streets are local streets.

The plan describes these streets as the following:

Arterial State Routes: These are State Highways operated and maintained by the Utah Department of Transportation. State Routes typically operate as Arterial streets.

Arterial City Streets: These streets facilitate through traffic movement over relatively long distances such as from one end of the City to the other and from neighborhood to neighborhood. Arterials are generally Multi-Lane streets carrying high traffic volumes at relatively high speed limits. These are commuter streets and typically offer controlled access to abutting property.

Collector Streets: Collector streets provide the connection between Arterial and Local streets. Collectors can be Multi-Lane but are meant to carry less traffic at lower speeds and for shorter distances than Arterials. They provide direct access to abutting property and carry a mix of local traffic and commuter traffic headed for nearby destinations.

There are no new streets proposed for the study area in the *Major Streets Plan*. As the guiding document for the location of new City streets, if new streets are proposed within a new general plan, the *Major Streets Plan* should be amended to reflect those.

Utah Unified Transportation Plan (2023 - 2050)/WFRC Regional Transportation Plan

The *Utah Unified Transportation Plan* is a statewide transportation plan, representing a collaboration among the state's metropolitan planning organizations (MPOs), the Utah Department of Transportation (UDOT) and the Utah Transit Authority (UTA). These organizations come together to compile and prioritize a variety of transportation projects or improvements across the state. These are categorized into one of three phases or priorities - 2023 to 2032 (phase 1), 2033 to 2042 (phase 2), and 2043 to 2050 (phase 3). The projects identified in the plan area come from the *Regional Transportation Plan* managed by the Wasatch Front Regional Council, the MPO that covers the study area.

The most recent version of the plan (2023-2050) identifies three future bicycle related improvements (shown in the associated map as "AT" or Active Transportation projects) on the edges of the study area. These include a bicycle lane on 300 West from Hartwell Avenue (1940 S) to the Central Pointe TRAX Station, an at-grade pedestrian crossing at 300 West across the 2100 South intersection, and new buffered bike lanes on 1700 South from 300 West to Redwood Road.

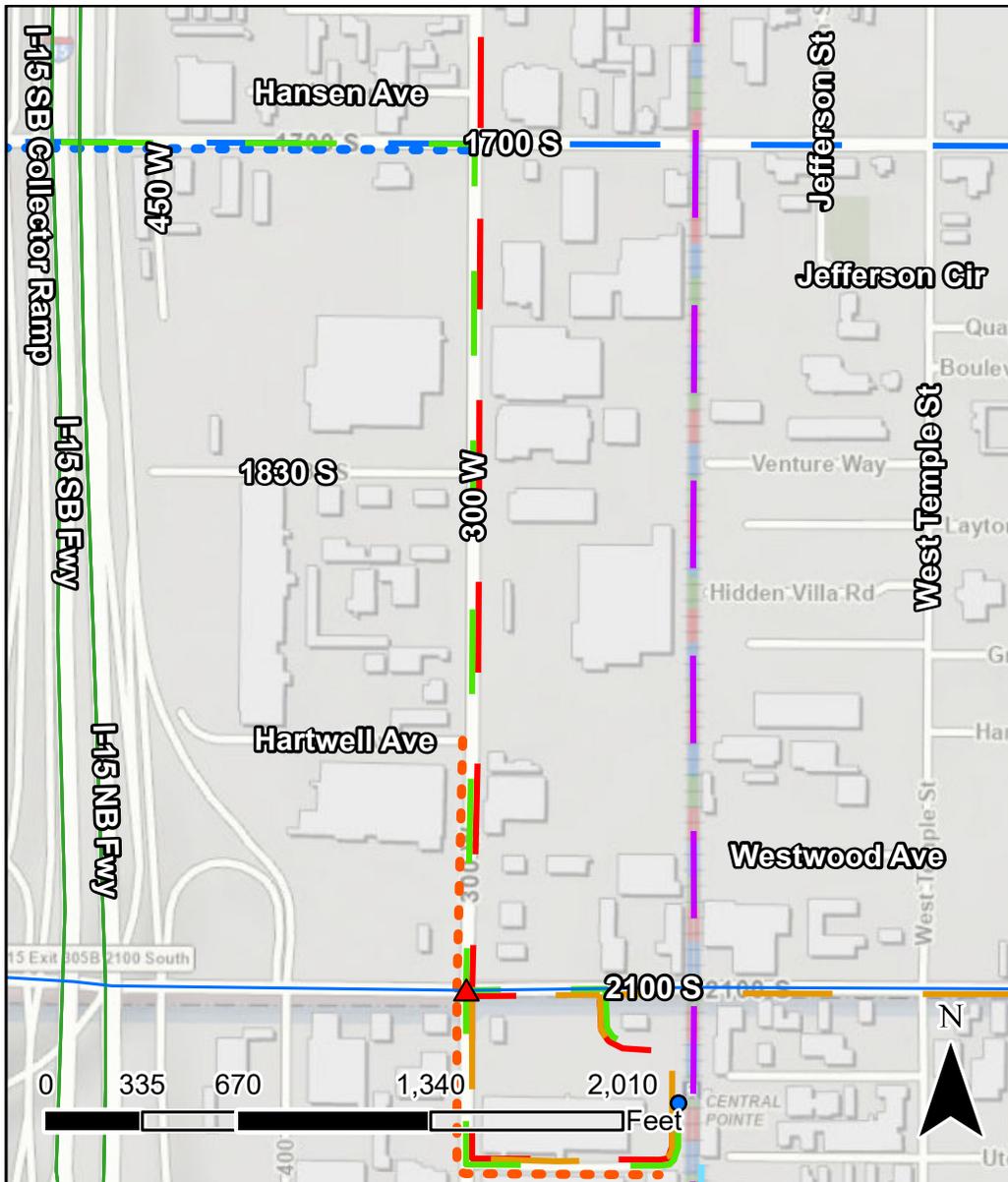
For context, currently the bike lanes on 300 West stop about one block short of the 2100 South intersection, on both the South Salt Lake (south) and Salt Lake City (north) sides of the street. The proposed improvements would connect those two routes. The buffered bike lanes proposed for 1700 South may be implemented by the City with forthcoming restriping to 1700 South (Figure 14).

For automobile related improvements, the plan identifies general 2100 South "operational improvements" from I-15 to State Street as a phase 1 improvement. The plan also identifies the following improvements to I-15:

- Managed motorways implementation – *Phase Needed 1*
- Variable Pricing Implementation (I-15 Variable-Priced Freeway Lanes Operations from Davis County Line to Utah County Line) – *Phase Needed 2*
- Freeway Widening, I-15 (Northbound) Widening from 400 South to I-215, *Phase Needed 1*
- Freeway HOT Lanes (I-15 Dual HOT Operations from Davis County Line to Utah County Line) – *Phase Needed 3*

The plan also identifies the following transit improvements:

- 300 West Corridor Core Route (10 min service) from North Temple FrontRunner Station to Central Pointe TRAX Station – *Phase 1*
- Foothill Drive - 2100 South Core Route (10 min service) from University South Campus TRAX Station to Central Pointe TRAX Station – *Phase 1*
- Lake Park Core Route (15 min service) from 5600 West to Central Pointe TRAX Station – *Phase 2*



Highway

- 2100 South Operations from I-15 to State Street
- I-15 Improvements

Active Transportation

- 1700 South Buffered Bike Lane from Redwood Road to 300 West
- 300 West Protected Bike Lane from Hartwell Avenue to Central Pointe TRAX Station via Utopia Avenue

Transit

- 1700 South Core Route (15 min service) from Redwood Road to Foothill Drive
- 300 West Corridor Core Route (10 min service) from North Temple FrontRunner Station to Central Pointe TRAX
- Foothill Drive - 2100 South Core Route (10 min service) from University South Campus TRAX Station to Central
- Lake Park Core Route (15 min service) from 5600 West to Central Pointe TRAX Station
- Mainline TRAX Improvements from 1300 South to I-80
- S-Line Street Car Double Tracking from Central Pointe S-Line Station to Highland Drive

Site Specific Improvements

- ▲ 300 West At-Grade Pedestrian / Bike Crossing @ 2100 South
- Central Pointe Station Transit Hub @ 2100 South and TRAX

Figure 55: Transportation improvements identified in the 2023-2050 Unified Transportation Plan.

Adjacent Jurisdiction Plans – South Salt Lake

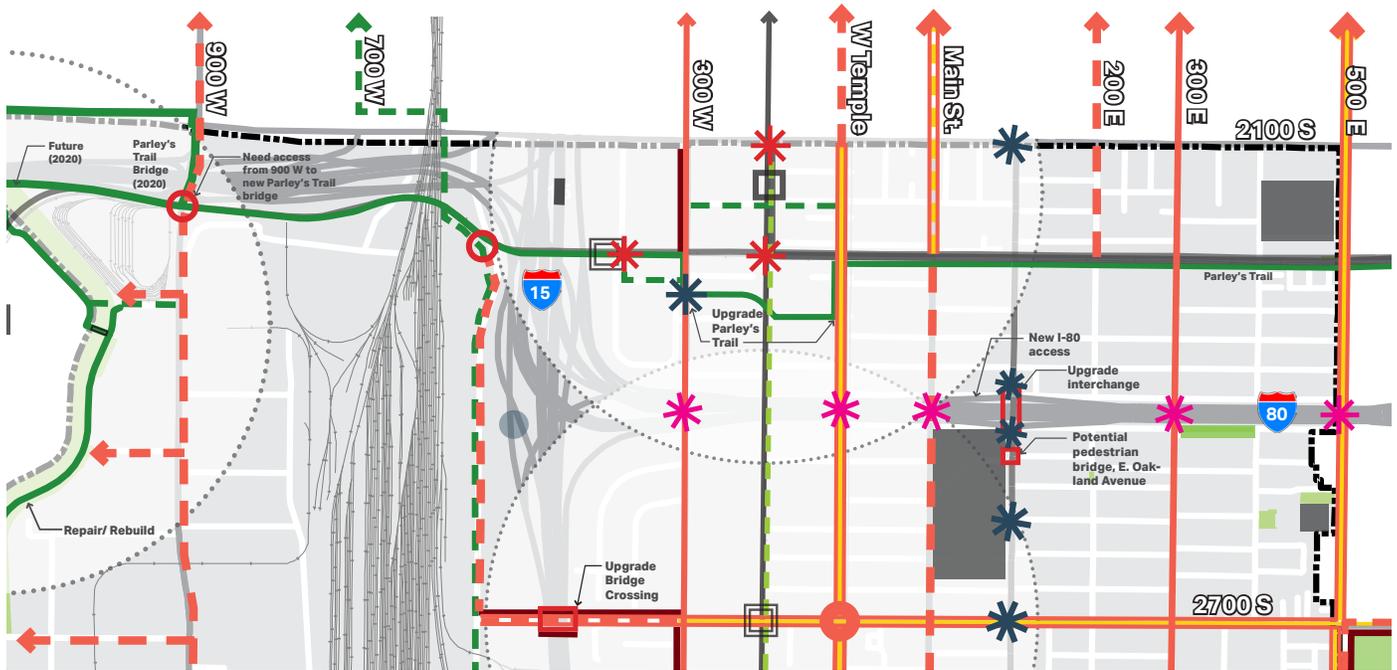
The plan’s study area is located on the south edge of the City boundary, which for this area is 2100 South. The neighboring jurisdiction is South Salt Lake. Their future plans may impact Salt Lake City’s plans and vice versa. It’s important to coordinate planning efforts to help ensure the area functions cohesively.

Although South Salt Lake’s current plans are cited here, South Salt Lake is in the process of creating a new small area plan that will provide

new guidance for the area around Central Pointe Station, so the policies cited here may change in the near term.

South Salt Lake Mobility Plan Context

South Salt Lake has an adopted transportation element plan titled the *South Salt Lake Strategic Mobility Plan*. The plan includes policies that cover all forms of transportation including walking, bicycling, and driving. The plan identifies 300 West as an “existing bike route” and calls for



Legend

- | | |
|--|---|
| Existing Trail | Schools |
| Proposed Trail | Sidewalk Improvement or add new sidewalk |
| Existing Bike Route | Parks and Open Space |
| Proposed Bike Route | Improve Existing Pedestrian Crossing |
| TRAX and Streetcar | Proposed Pedestrian Crossing |
| Proposed Greenway/Trail | Increase ped/bike safety/comfort at highway underpass crossings |
| Future Bike Route | Pedestrian access needed |
| Proposed high comfort bike route on existing bike lane | 1/2 mile radius |
| Proposed high comfort bike route on proposed bike lane | Existing TRAX Station |
| Sidewalk and bicycle facility improvements | Proposed / Future TRAX Station |
| | Bike Crossing/ Intersection |
| | Proposed Bridge Crossing |

Figure 56: Map from the *South Salt Lake Strategic Mobility Plan* showing existing and proposed bicycle and pedestrian improvements within the study area.

“Sidewalk and bicycle facility improvements” to the section of 300 West located between 2100 South and the S-Line Corridor/Parley’s Trail. Other related policies from the plan are discussed in the context of the *Salt Lake City Bicycle and Pedestrian Plan* on page 68.

South Salt Lake General Plan and Future Land Uses

The *South Salt Lake General Plan*, adopted in 2021, identifies the area south of 2100 South between I-15 and State Street as the “Downtown South Salt Lake Area” with the area divided into the “Core” and “Transition” areas. The plan’s discussion of these areas is below:

This area is divided into subareas based on distance from the station platforms. This area should be considered for a future civic center with a community gathering area for public use. The core subarea is 1/4 mile from the station platform. The transitional subarea is the remaining area of the Neighborhood.

Core Area: This area is the closest to transit and supported by access to major arterials and the I-15 interchange. This area can support the highest densities in the City.

- Within 1/4 mile of TRAX or Streetcar Station
- Density is not limited. Buildings must meet minimum and maximum setback, height minimum, and parking requirements only
- Retail and service uses existing or planned in the immediate area
- Public realm improvements to enhance the pedestrian environment, provide connectivity to community amenities and services and encourage community interaction
- Installation of pedestrian amenities on primary street frontages to create walkable

and human-scaled environments that encourage walking, bicycling, and transit use.

- Street trees and landscaping

Transition Area: This area is beyond the 1/4 mile distance from the transit station, but is within the Downtown South Salt Lake Neighborhood. This area can support high densities.

- Within the Downtown South Salt Lake Neighborhood
- More than 1/4 mile from transit station
- Density is not limited. Buildings must meet minimum and maximum setback, height minimum and maximum, and parking requirements
- Retail and service uses existing or planned in the immediate area
- Public realm improvements to enhance the pedestrian environment, provide connectivity to community amenities and services, and encourage community interaction
- Installation of pedestrian amenities on all street frontages to create walkable and human-scaled environments that encourage walking, bicycling, and transit use
- Street trees and landscaping

The plan also identifies “Community Gateways” where special improvements should be made. One of these is at 2100 South around 300 West. The plan describes these areas and what kinds of improvements should be made with the following:

These areas mark primary access points to South Salt Lake, the areas where people are coming into the community from adjacent jurisdictions. Urban design standards, streetscape treatments, and monument and wayfinding signage will increase the visibility of South Salt Lake in the region.

FIGURE III-10: FUTURE LAND USE MAP

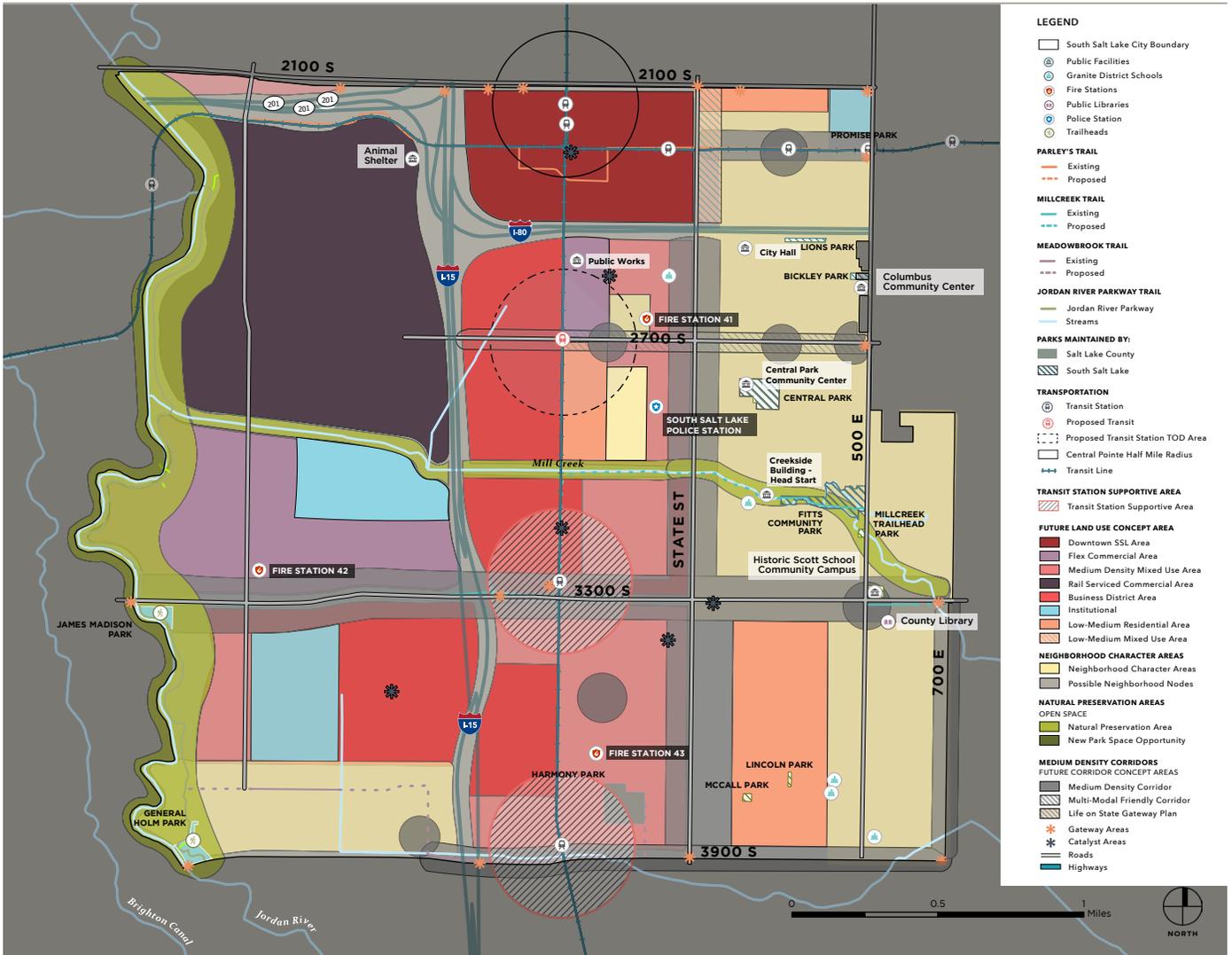


Figure 57: Future land use map from the *South Salt Lake General Plan* showing the proposed future land uses near the study area.

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APPENDIX

B

**EXISTING
CONDITIONS**

PROJECT AREA DESCRIPTION

Boundaries

In addition to Salt Lake City and Salt Lake County, this analysis references the study area, which is bounded by 1700 South, I-15, 2100 South, and West Temple (Figure 1). The majority of the corridor is automobile-oriented and includes several big box stores such as Home Depot, Sam's Club, and Costco. There are seven multifamily developments in the study area, including an affordable housing development managed by the Housing Authority of Salt Lake City (HASLC). The eastern edge of the study area along West Temple is a mix of single-family, multi-family uses, and commercial uses. The Central Pointe TRAX station anchors the area on the south.

LAND USE AND ZONING

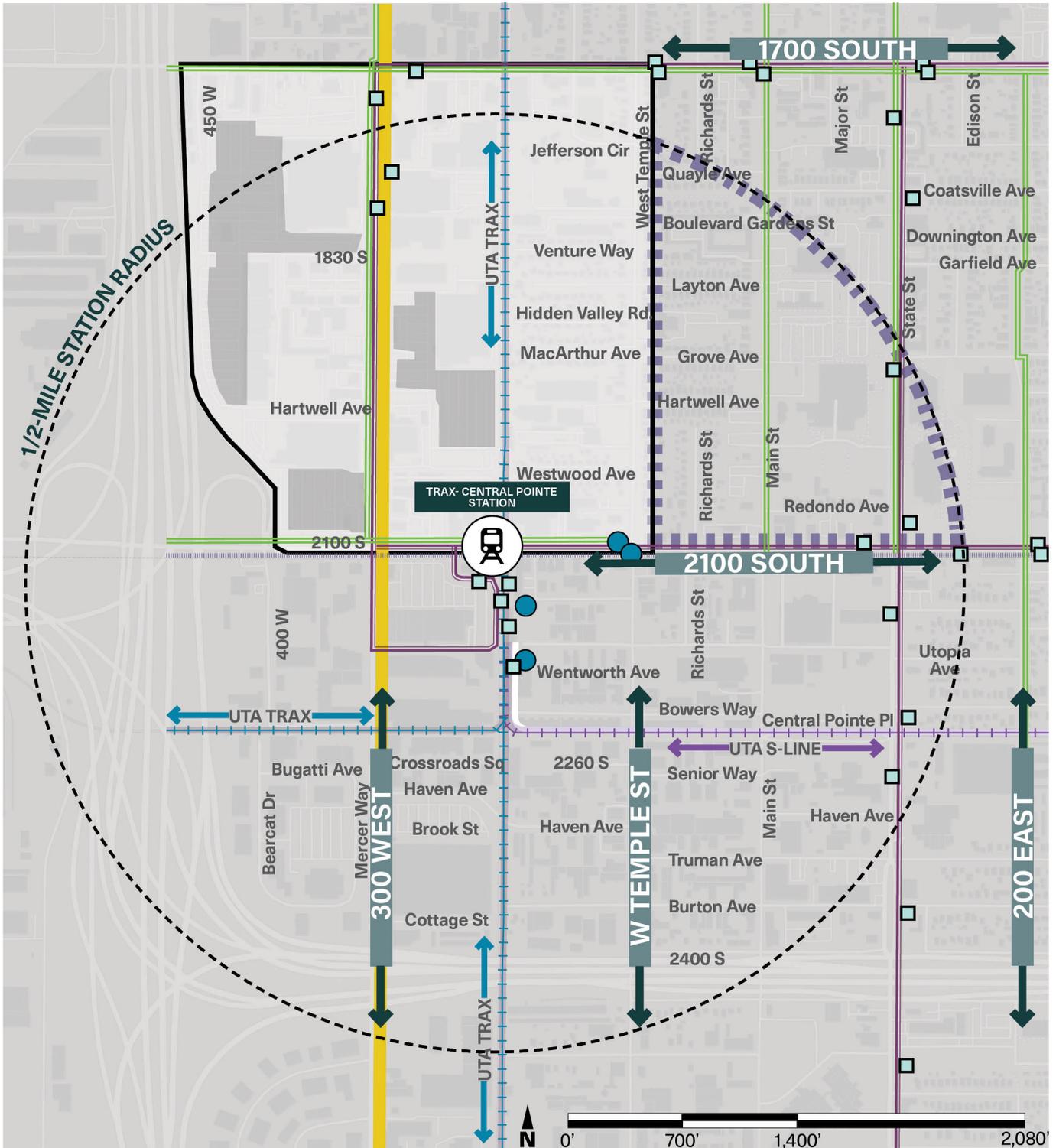
Existing Land Uses and Zoning

The area between 1700 South and 2100 South and 200 West to I-15 is within the General Commercial (CG) zoning district (Figure 2). There is a mix of zoning districts between West Temple and 200 West, including Residential Office (RO), Moderate Density Multifamily (RMF-35 and RMF-45), Corridor Commercial (CC), Community Business (CB), General Commercial (CG), and Single-Family Residential (R-1/5000).

The General Commercial district allows for a variety of commercial uses including retail, entertainment,

office, residential, heavy commercial, light manufacturing, and warehouses. Recent code updates from the Downtown Building Heights and Pedestrian Space Code project included increasing the maximum height in this district from 60 feet to 75 feet and decreasing the minimum front yard setback from 10 feet to 5 feet. Developments that implement a maximum setback of 10 feet are required to provide seating, landscaping, or weather protection. Additionally, projects in the CG Zone are required to provide a midblock walkway if a midblock walkway on the subject property has been identified in a master plan that has been adopted by the City. The 300 West Corridor and Central Pointe Station Area Plan presents an important opportunity to advance recommendations for mid-block walkways to promote pedestrian connectivity in the project area.

The single-family residential district is the second most prevalent land use, which allows for single-family dwellings on lots that are at least 5,000 square feet in size. The other districts allow for single-family and two-family dwellings, office, and small-scale commercial services; higher density housing is allowed in the moderate density multifamily (RMF-35 and -45) and residential office (RO) districts. The maximum height in these districts ranges from 35' to 75'.



Legend

- Bus Stops
- UTA Rail Stops
- ▬ 300 West
- ▬ Bus Route
- ▬ UTA TRAX: Red, Blue, and Green Lines

- ▬ UTA S-Line
- ▬ Bike Lane
- ▬ Surface Parking
- ▬ Project Area Boundary
- ▬ Salt Lake City Boundary
- ▬ Future State Street Corridor Focused Plan

See Central Community Plan
 - To be Addressed in Future State Street or Streetcar Station Area Plan

Figure 58: Study Area

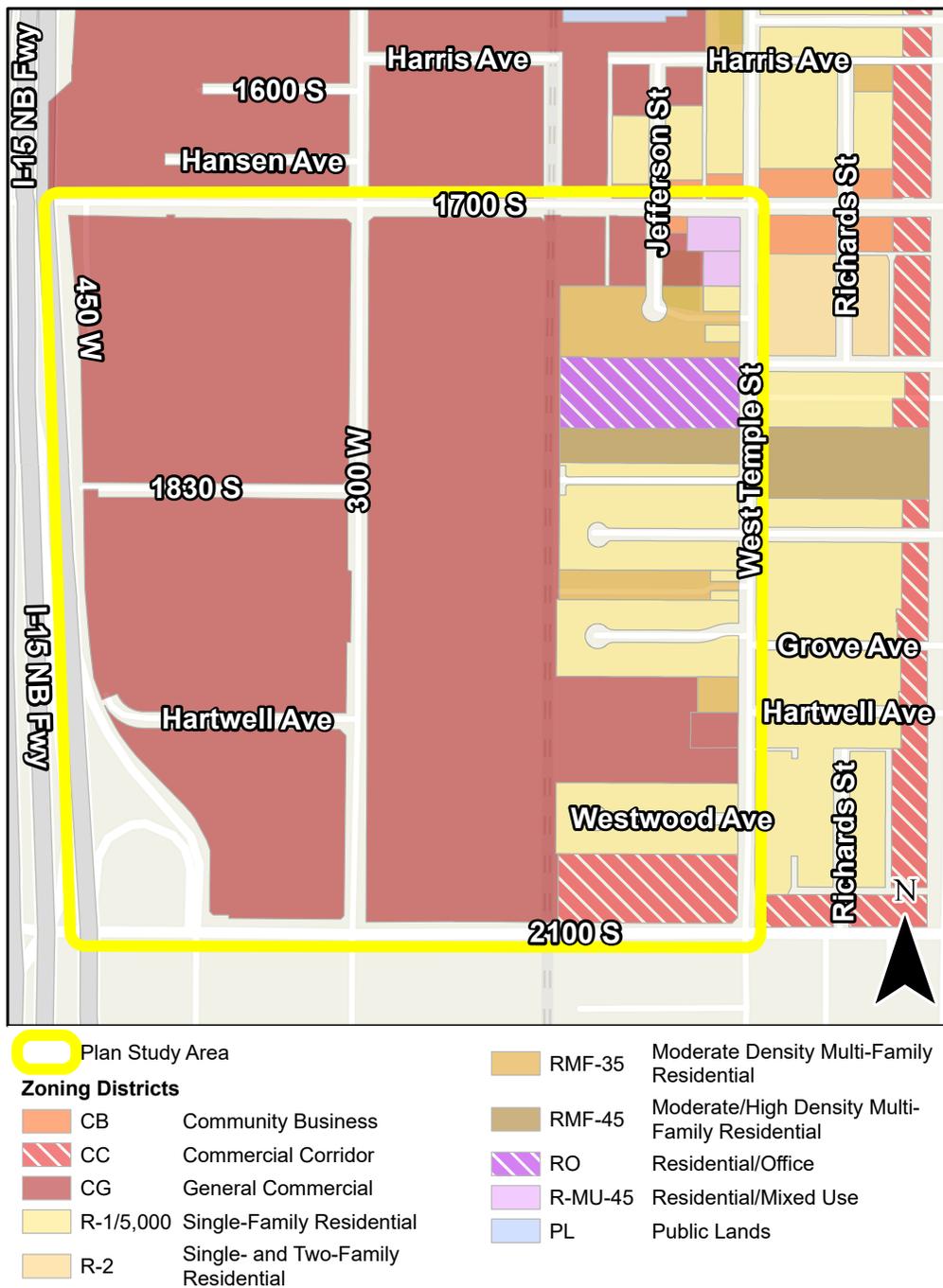


Figure 59: Study Area Zoning. Source: Salt Lake City Zoning Map

PREVIOUS PLAN REVIEW

Two relevant plans were reviewed by the project team in order to build upon and progress relevant planning efforts that have occurred within and adjacent to the 300 West Corridor and Central Pointe Station project area:

- Ballpark Station Area Plan (2022)
- Central Community Master Plan (2005)

The City has several other general plans with policies that cover the area. Please see appendix A for a review of those plans and policies. The following is a brief summary that highlights key takeaways and other information deemed to be relevant to the 300 West Corridor and Central Pointe Station Area planning effort.

The Ballpark Plan

The Ballpark Plan was completed in 2022 and is considered a guiding document for portions of the 300 West project, as it establishes general policies for the area along 300 West that may apply to the portions of 300 West in the study area as well. The Ballpark Plan contains several “big moves” for the future. These address light rail connectivity and integration into the neighborhood, better utilizing parking lots and vacant properties, and placemaking. A bike path is recommended on 300 West, the majority of which has already been built.

The plan illustrates a desire for the project area to support pedestrian

activity through a redeveloped urban interface and pedestrian focused uses throughout the study area. These plans include redesigning the urban streetscape to promote pedestrian safety from vehicular traffic. This includes a streetscape design that incorporates bike lanes, medians, and pedestrian lighting.

Character Areas

The plan identifies several character areas, one of which is the “300 West Transitional Area.” This is described as a corridor that is transitioning from an industrial and major commercial area to one that supports higher density mixed use. The plan separates the 300 West Transitional Area into four Character Areas. The area east of 300 West and south of 1300 South is noted as experiencing transition around several large scale, long-term uses. Long-term tenants that are anticipated to remain are Lowes Home Improvement, the Gail Miller Homeless Resource Center, and the Utah State Liquor Store. The plan recommends adding multifamily housing, public amenities, and neighborhood serving commercial uses. The Plan promotes commercial uses on the ground floor as a way to transition from big box retail to desired multifamily development throughout the area. The area west of 300 West and south of 1300 South is also expected to transition; the plan recommends using the properties that have transitioned as a guide for future zoning updates.

The “Heart of the Neighborhood” character area also overlaps with



Figure 60: Ballpark Plan Character Areas. Source: Ballpark Station Area Plan, 2022.

the project area, from 1300 South to Hope Avenue. The plan recommends applying “Transit Station Area District Zoning” to support higher densities, entertainment uses, and redevelopment. Multi-modal access is recommended through existing properties and parking lots to the east on 1400 South (dependent on owner agreement). The plan recommends that streetscape elements include art and historic interpretation, shaded

pedestrian corridors, and visual elements that relate to the Ballpark neighborhood.

The plan includes a discussion regarding a future “transit hub” at 1700 South serving both light rail and east-west bus service. Although not formally in any City transportation plans, members of the community recommended a future transit station. The plan notes that the City “should

adopt an “urban form” including extensive “last mile” connections to surrounding neighborhoods and uses and implementation of appropriate “Transit Supportive Zoning.”

Utilities facility property is included in the “medium density” area, the property is identified more specifically as a “future catalytic area for community uses and open space.”

Along 1700 South between the TRAX line and West Temple, the plan identifies the future land use as the “Medium Density Transitional Area.” The plan identifies the area for redevelopment that “should include medium density housing and commercial buildings with reduced height along the West Temple frontage adjacent to the neighborhood character area.” Although the current Public

Property on the east side of West Temple at 1700 South is designated as “Neighborhood Areas.” The plan notes that these areas were “down-zoned” and that 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.



Figure 61: Map of the Ballpark Plan future land use designations for properties located near the boundary of the plan study area.

The Ballpark Station Area plan was adopted in 2022 and included a number of policy and action items that relate to transportation and housing. Table 1 identifies these policies. Additional implementation and progress is anticipated over the life of the plan.

Table 7: Ballpark Station Area Plan Review Matrix

POLICY / ACTION	STATUS
Land Use	
FLUM and Future Specific Plans	
Invest in a public library within the station area that can serve as a neighborhood anchor and public amenity space or a community center to provide community meeting and education space, and/or recreation facilities.	Underway
Residential Land Use	
Promote a diversity in the size of new units in the neighborhood to accommodate residents in different stages of life, including families with children.	Underway
Explore alternative options for ownership strategies including land trusts and co-ops.	Not Yet Started
Provide down-payment assistance or other programs for qualifying residents	Underway
Provide education and renter legal assistance to help current renters stay in place.	Underway
Commercial Land Use	
Need for public amenities and neighborhood serving commercial should be added to this area	Underway
Institutional Land Use	
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.	Not Yet Started
Parks, Open Space and Recreation	
Include a wayfinding and signage campaign that makes it easier to explore nearby parks, trails and public spaces	Underway
Access and Mobility	
Install pedestrian crossings east and west of TRAX on 1300 South on either side of the UTA crossing barrier.	Underway
Where appropriate, development proposals incorporate access to existing and planned TRAX crossings.	Not Yet Started
Study the potential future lane re-configuration of 1300 South to eliminate or narrow traffic lanes and expand and improve the sidewalk.	Not Yet Started
Utilize existing alleyways, mid-block, and truncated connections to create a system of bike and pedestrian pathways through the neighborhood.	Not Yet Started
Widen and enhance sidewalks to improve pedestrian comfort through the addition of street furnishings, pedestrian lighting and a buffer from moving traffic.	Not Yet Started
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	Not Yet Started
Redevelop part of the current surface parking lots to transit supportive uses that include retail, shops, and service near the Ballpark Station platform.	Not Yet Started

POLICY / ACTION <i>(continued)</i>	STATUS
Establish a pedestrian crossing to the east and west of the UTA crossing barrier across 1300 South.	Underway
Study future crossings south of the 1300 South crossing at the TRAX line.	Not Yet Started
Utilize 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.	Underway
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.	Not Yet Started
Urban Design	
Require activation of the 1300 South frontage with restaurants, shops, street furniture and trees.	Not Yet Started
Implement streetscape improvements to accommodate pedestrian volumes.	Not Yet Started
Allow heights comparable to heights in other Urban Station Areas.	Not Yet Started
Require development proposals to include mid-block and other connections to break down current large commercial blocks into smaller, more walkable blocks.	Not Yet Started
Integrate green space and “green” elements into the urban landscape.	Ongoing
Identify a strategy to bury power lines as development in the Ballpark Neighborhood occurs.	Not Yet Started
Environment	
Enhance the urban tree canopy in under-served areas of the neighborhood and require additional street trees and urban greenery with new development.	Underway
Maintain all green spaces with trash receptacles, pedestrian lighting and pedestrian furniture.	Not Yet Started
Ensure funding for additional maintenance and staffing as additional green space is added.	Not Yet Started

Table 8: Central Community Master Plan Review Matrix

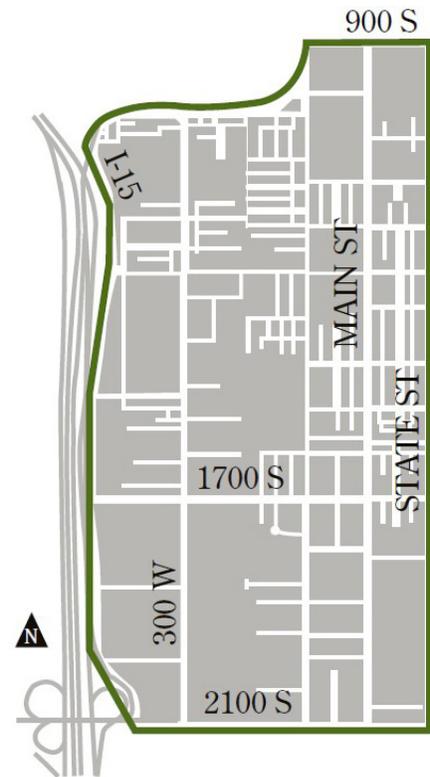
POLICY / ACTION	STATUS
Land Use	
<i>FLUM and Future Specific Plans</i>	
"Review the zoning district map and initiate and process appropriate zoning petition changes to make the zoning district map consistent with the Future Land Use map of the Central Community Master Plan."	No progress
"Mitigate impacts relating to the adjacency of residential and non-residential / heavy commercial land uses."	No progress
Improve infrastructure and landscaping of commercial and industrial areas.	Underway
"Retain the current lower density zoning south of 1700 South to preserve the character of this area."	Implemented
Residential Land Use	
Continue and develop programs that assist development of rental and owner-occupied affordable housing, residential rehabilitation and neighborhood improvement programs.	Implemented
Evaluate distribution and spacing of independent senior, assisted and elderly care residential facilities. Such facilities should be located near accessible commercial retail sales and service land uses and mass transit stops or stations.	Unknown
Consider site-specific land use studies and plans for residential infill development areas including targeting specific residential areas for block redesign and/or infrastructure improvements.	No progress
Create a separate TOD zoning district that includes residential land use and urban design regulations to support transit and pedestrian developments.	Underway
Commercial Land Use	
"Evaluate neighborhood commercial nodes to determine appropriate design guidelines and amend zoning regulations and maps appropriately. Implement a neighborhood commercial node program that addresses land use, design, infrastructure, funding assistance and boundaries relevant to neighborhood commercial and residential growth patterns."	No progress
Evaluate and amend City ordinances to encourage the use of transfer of development rights, first right of refusal (City authority), and density bonus incentives.	Underway
Institutional Land Use	
Review zoning regulations to allow institutional, cultural and entertainment facilities within Transit Oriented Development areas to create destinations and increase accessibility.	Implemented
Parks, Open Space and Recreation	
Support a long-range park construction schedule to implement a Parks and Recreation Master Plan for the Central Community.	Underway
Encourage Community Councils to implement public participation programs that include plant-a-tree, playground equipment placement, and park maintenance.	No progress
Support the proposed trail system that will serve the Central Community	No progress
Transit-Oriented Development	
Create Transit Oriented Development zoning regulations and apply to the transit areas depicted on the Future Land Use map.	Underway
Develop pedestrian amenities in high-density areas near light rail stations.	No progress
Access and Mobility	

POLICY / ACTION <i>(continued)</i>	STATUS
Improve circulation so it is safe for residents and children who must cross busy roadways to get to school or other public services.	Underway
Develop ways to address the isolation between major roadways and improve pedestrian orientation.	Underway
Incorporate the Transportation Master Plan policies during the site plan review process.	Unknown
Incorporate the Bicycle and Pedestrian Master Plan policies during site plan review of development applications. Continue to develop bike paths and trails on 300 East, 800 and 1300 South, and 200 West.	Unknown
Encourage interior mid-block access corridors for more convenient pedestrian and non-motorized circulation through the City's 10-acre block neighborhoods.	Underway
Coordinate with the Utah Transit Authority on the location of bus stops and transfer points to support the community land use patterns.	Underway
Provide improved and safer pedestrian corridors connecting People's Freeway to the residential areas east of State Street, especially for school children.	Implemented/Ongoing
Evaluate City policies for the conversion of private streets to public streets for roadways that do not comply with standard City street specifications.	Implemented
Investigate the use of shared parking between day and evening land uses to encourage off-street parking.	Implemented
Historic Preservation	
Investigate ways to assist property owners in maintaining or rehabilitating historic properties to satisfy design guidelines. Evaluate a grant or matching loan program to assist residential and commercial property owners in the maintenance and renovation of historic properties.	Implemented
Urban Design	
Consider creating a compatibility ordinance for new construction (infill), renovations, and restorations in some areas or neighborhoods.	No progress
Support design guidelines that support neighborhood and community development in Transit Oriented Development districts with emphasis on pedestrian and residential spaces and the public realm.	Implemented
Consider the use of CPTED principles of all public parks, open space and recreation facilities.	Implemented
Encourage the relocation of overhead utilities underground during new construction and when replacing outdated facilities.	No progress
Provide street trees and replace dead or damaged trees in parks and open space areas.	Implemented
Environment	
Review all building permits to determine if sites are located in 100-year floodplains. Require that buildings in a floodplain be designed to resist flooding.	Implemented
Develop programs and literature to help educate citizens about the importance of groundwater protection and appropriate handling and disposal of potential contaminants.	Underway
Consider policies to promote further conservation and decrease water waste.	Underway
Develop transportation and parking policies that favor use of mass transit and non-motorized transportation methods in order to help reduce cumulative air emissions.	Implemented/Ongoing

Central Community Master Plan

The Central Community Plan (2005) encompasses a broader area than the Ballpark Plan, including all of Downtown, the Gateway, the Granary, Central City, 9th and 9th, Liberty Wells, and the project area (referred to as “People’s Freeway neighborhood planning area” Figure 4). The plan identifies issues of mitigating impacts related to incompatible land use, transitioning to transit-oriented development, improving infrastructure and landscaping of commercial and industrial areas, and retaining lower density zoning south of 1700 South. The plan also identifies challenges of pedestrian circulation due to interspersed residential land uses and major roadways.

High Density Transit-Oriented development is proposed between 200 West and 300 West, from Paxton Avenue to High Avenue (the TRAX line and stops had just been constructed). This land use emphasizes a mix of land uses with pedestrian access, including residential, retail, office, cultural, institutional, open space, and public uses. The other portion of the project area (High Avenue to 2100 South) is identified as regional commercial/industrial. This land use is characterized as attracting large volumes of traffic from customers and employers and would attract tenants such as automobile dealers, light manufacturing, assembly, and “big box” and “superstore” retailers. The future land use map reflects these land use policies (Figure 6).



People's Freeway Neighborhood

Figure 62: People's Freeway Neighborhood. Source: Central Community Master Plan (2005)

Policy/Action Implementation Tracking

Relevant policies and actions that are recommended in these two plans are provided via the matrix in Table 2. It provides an understanding of the City's progress on policy topics the General Plan update is expected to address:

- Land use
- Access and mobility
- Historic preservation
- Urban design
- Environment
- Public utilities and facilities

Amendments to the Central Community Plan

After the Central Community plan's original adoption, there were four amendments to the future land use designations of properties within the study area. The changes are reflected in the map in Figure 6. Each of the future land use designation amendments also included changing the zoning to a similar designation. The amendments and the properties they impacted are listed below:

Ordinance 79 of 2008 - This amended the property at 1812 S West Temple from low density residential (1-15 dwelling units an acre) to Medium High Density Residential (30-50 dwelling units an acre.) This amendment supported the building of a new multifamily development by the Salt Lake City Housing Authority.

Ordinance 14 of 2016 - This amendment was part of a City effort that affected several properties throughout the broader Ballpark neighborhood. Within the study area, it impacted five properties near 1746 S West Temple and two properties near 1888 S West Temple. The amendment changed their designation from Medium Density Residential (30 to 50 dwelling units an acre) to Low Density Residential (1 to 15 dwelling units an acre). The amendments were intended to stabilize housing in the neighborhood by encouraging investment in existing homes and to keep the development intensity compatible with the lower scale neighborhood.

Ordinance 23 of 2017 - This changed the designation of property at 1978 S West Temple from Medium Density Residential to Medium Residential/ Mixed Use. This change supported the expansion of an existing office building.

Ordinance 66 of 2023 - This changed the designation of property at 1720 and 1734 S West Temple from Low Density Residential (1 to 15 dwelling units an acre) to Medium Density Residential (30 to 50 dwelling units an acre.) The change was intended to support new residential development. The property was previously amended by Ordinance 14 of 2016, discussed previously in this section.



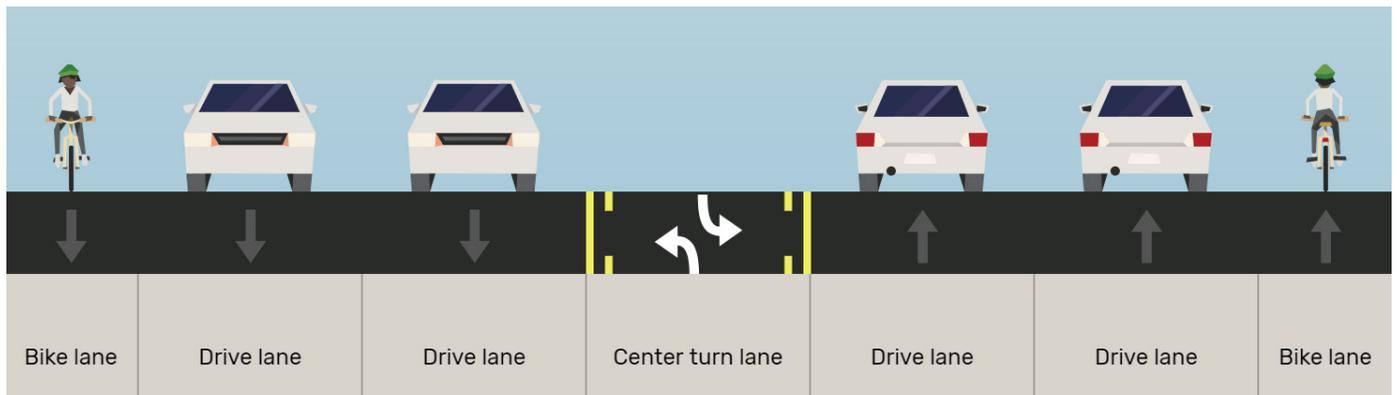
Figure 63: Map showing the future land uses designated in the Central Community Plan. The amendments to the plan since its adoption are also highlighted.

FUTURE NEAR TERM TRANSPORTATION IMPROVEMENTS

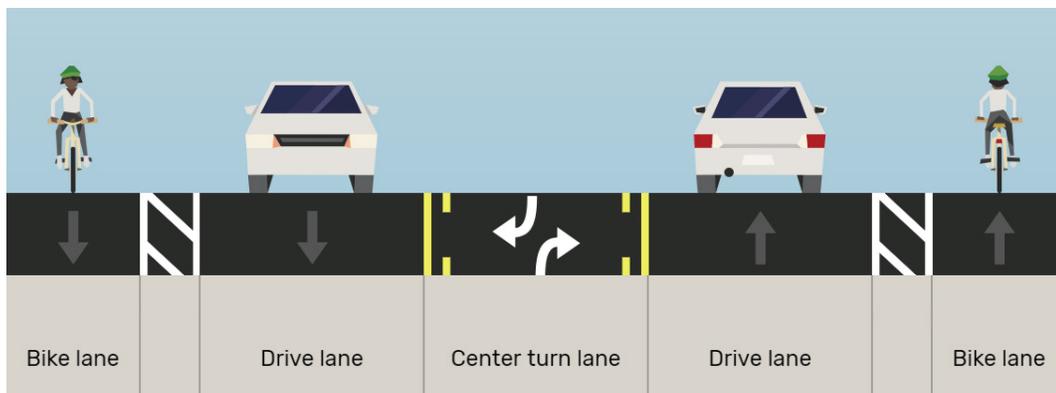
1700 South, from 300 West to Redwood Road is slated for resurfacing the summer of 2024. As part of this resurfacing, the lanes between 300 West and 900 West may be reconfigured. The Transportation Division has created a concept for the stretch between 300 West and 900 West that removes one vehicle travel lane in each direction while also creating wider and more comfortable buffered bike lanes. These changes are

meant to improve safety and east-west connections for people riding bicycles, since bike lanes will go from relatively narrow spaces at the edge of the roadway to much wider, paint-buffered lanes that are only next to one lane of vehicles. The Transportation Division has analyzed traffic volume data for the full project extent and is confident that one vehicle travel lane in each direction will support the relatively low vehicle traffic volumes on this corridor.

Figure 64: Cross-sections of 1700 South showing existing (four travel lanes) and proposed (two travel lanes) conditions.



Existing



Proposed

300 WEST PUBLIC UTILITIES EXISTING CONDITIONS

Water

There is an existing 8" water main on the east side of 300 West, installed in 1995. This main is undersized and will need to be upsized to 12" to accommodate additional densification and fire demands. The City's Department of Public Utilities requires developers to upsize water, sewer, and storm drain mains to serve new development projects at their own expense when current capacity is insufficient.

There is an existing 12" water main on the west side of 300 West, installed in 2021 with the roadway reconstruction project. This main is adequate in size and does not need any upgrades/improvements.

Sewer

There is an existing 21" sewer main down the center of 300 West, installed in 1939. This sewer main underwent repairs during the roadway reconstruction project. There are no current plans to address any other repairs/upsizes/improvements with this sewer main by Public Utilities. Based on Public Utilities' modeling of existing conditions, there appears to be adequate capacity for future development. The pipe is approximately 10% to 25% full in this area. Public Utilities analyzes the proposed sewer flow of every development that applies for building permits and requires upsizing when the sewer main reaches 75% capacity.

Various factors make it difficult to anticipate how long the available capacity will last. This information is only accurate with the existing conditions (as of September 2023) - each new development, redevelopment, or change of use has the potential to decrease the available capacity. This applies to all work within the entire sewer shed that contributes to this line, not just development along the 2100 South corridor.

Storm Drain

There is a new storm drain in 300 West, installed in 2022 with the roadway reconstruction project, as well as an old (1898) storm drain that was not upgraded with the roadway project. The storm drain should be sufficient, as long as all developments are held to the 0.2 cfs/acre discharge requirements of Public Utilities. Public Utilities reviews each project that applies for building permits for conformance with this standard.

Floodplain

A portion of the study area is within the 500-year (0.2%) and 100-year (1%) flood zones.

Source: ArcGIS

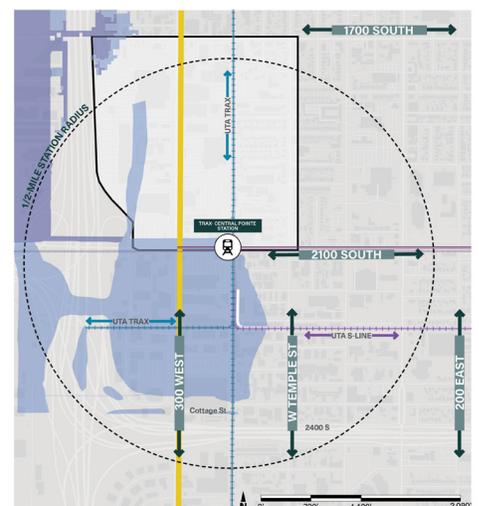
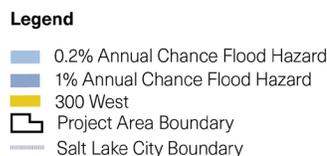
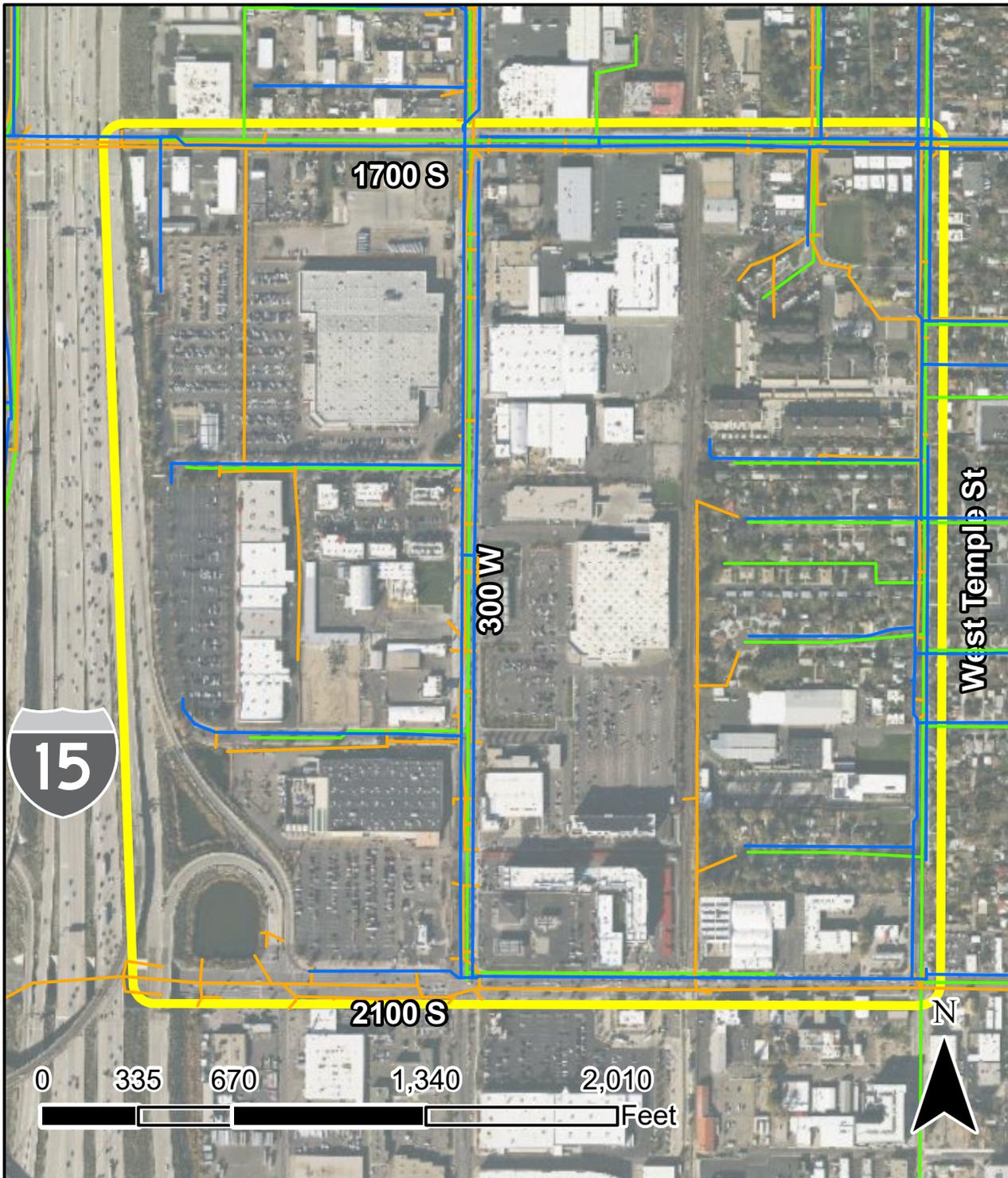


Figure 65: Map of water, sewer, and storm drain lines within the plan study area.



-  Plan Study Area
-  Water Main
-  Sewer Main
-  Storm Drain

SOCIOECONOMIC CONDITIONS

This section describes the socioeconomic conditions of the study area (Figure 9) including population and growth projection, age, race and ethnicity.

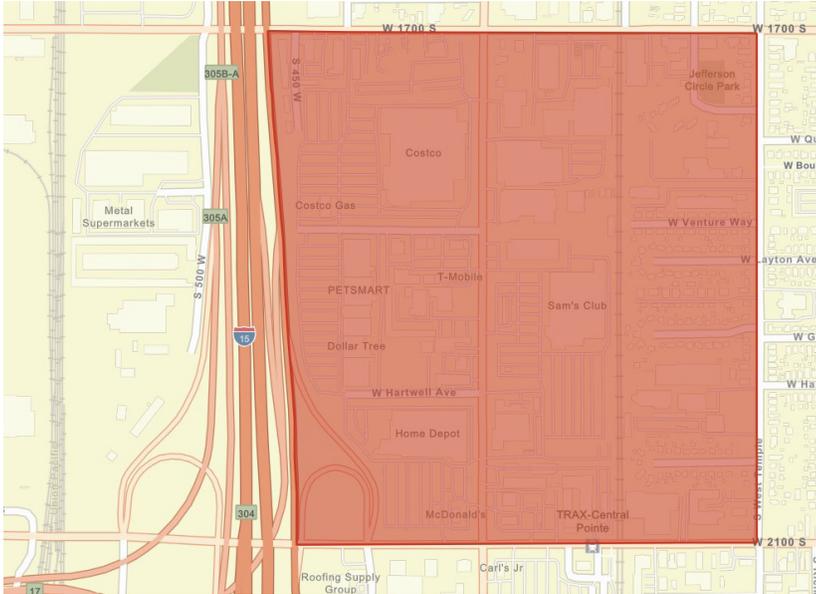


Figure 66: Socioeconomic Conditions of Study Area.
Source: ArcGIS Business Analyst

Household and Growth Projections

There are 465 households in the study area, compared to 86,737 in the City and 420,281 in the county. Between 2020 and 2022, the study area experienced a significantly higher growth rate, 15.10%, than the City (2.83%) and the county (3.71%). This is likely a result of the construction of new multifamily apartment buildings in the study area. The annual growth rate between 2022 and 2027 is projected to be 4.95%, which is more in line with the City at 5.42% and the county at 4.14%.

The average household size for the study area (1.75) is smaller than both the City (2.26) and county (2.86). This suggests that there are fewer families with children in the study area and a higher percentage of single-income households, which could also be a product of the type of housing currently available.

Population and Growth Projections

Between 2020 and 2022, the population in the study area grew from 668 to 829, a 24.10% growth rate, significantly higher than the City (2.11%) and county (3.37%) (Table 1). This may be due to the recent construction of multifamily buildings, including 21Lux (204 2100 S) and @2100 Apartments (1977 S 300 W). Projected growth for the study area between 2022 and 2027 is projected to be 3.98%, which is closer to the City (4.06%) and county (3.63%).

Age

The median age for the study area is 36.2, which is higher than both the City (33.1) and county (33.0). The population of residents from the Baby Boomer generation (born between 1946 and 1964) is higher for the study area than for the City and county. This suggests a higher population of people who are retired and on fixed incomes. Taylor Gardens and Taylor Springs are 55+ senior apartment communities owned and managed by HASLC within the study area. These two apartment complexes most likely account for the high proportion of Baby Boomers.

Table 9: Population and Growth

POPULATION	STUDY AREA	SALT LAKE CITY	SALT LAKE COUNTY
2010 Total Population	582	186,411	1,029,629
2020 Total Population	668	199,723	1,185,238
2010-2020 Growth Rate	14.8%	7.1%	15.1%
2022 Total Population	829	203,928	1,225,168
2020-2022 Growth Rate	24.10%	2.11%	3.37%
2027 Total Population	862	212,210	1,269,661
2022-2027 Growth Rate	3.98%	4.06%	3.63%
2030 Projected Population	-	243,898	-
2040 Projected Population	-	263,717	-
2050 Projected Population	-	277,920	-

Source: ESRI

Table 10: Average Household Size and Annual Growth Rate, 2010-

HOUSEHOLDS	STUDY AREA	SALT LAKE CITY	SALT LAKE COUNTY
2010 Households	291	74,547	342,613
2020 Households	404	84,349	405,229
2010-2020 Annual Growth Rate	38.83%	13.15%	18.28%
2022 Households	465	86,737	420,281
2020-2022 Annual Growth Rate	15.10%	2.83%	3.71%
2027 Households	488	91,442	437,683
2022-2027 Annual Growth Rate	4.95%	5.42%	4.14%
2010 Average Household Size	2.00	2.44	2.96
2020 Average Household Size	1.62	2.27	2.88
2022 Average Household Size	1.75	2.26	2.87
2027 Average Household Size	1.74	2.24	2.86

Source: ESRI

The proportion of people under 18 is projected to decline and the proportion of those over 70 is projected to increase between 2022 and 2027. There is also growth projected in the 20 to 29 age range, likely due to the newer construction of multifamily units in the area that may attract students and young adults.

Area Median Income

The median income for the study area (\$39,758) is significantly lower than both the City (\$70,189) and county (\$85,944) (Table 5). The 2022-2027 projected growth rate in median incomes is 13.34%, which is also lower than the City (25.44%) and county (19.35%). More than one-third of residents in the study area (37.63%) earn less than \$25,000, compared to the City (17.72%) and county (9.97%). The distribution of households earning \$100,000 or more is lower in the study area (6.24%) than both the City (33.39%) and county (42.19%). This may be due in part to the higher percentage of the population above age 60 and the prevalence of public housing.

\$39,758

Study area median income (ESRI)

Area Race and Ethnicity

The racial makeup of the study area is similar to the City and county, with a majority white population (Table 6). The distribution is slightly higher for Black/African American (3.98%) American

Indian/Alaska Native populations (2.29%) Other Race Population (11.58%) and Population of Two or More Races (11.82%) than the City and county. The diversity index for the study area is 71.6, compared to the City (67.4) and the county (63.7). The ESRI Diversity Index is a measure of diversity that includes race and ethnicity – from 0 (no diversity) to 100 (complete diversity). When the index is closer to 100, an area’s population is more evenly divided across all racial and ethnic groups.

EMPLOYMENT AND COMMERCE

Employment Population

The total daytime population in the study area is 2,464, a 197% increase from the total residential population of 829 (Table 7). The daytime population of workers is 2,015, an 81.78% increase. The unemployment rate in the study area is 4.9%, more than double the City (2.1%) and county (1/9%) unemployment rates.

Business Profile

The study area is primarily a commercial corridor with food and dining accounting for a quarter of businesses followed by retail at 22.03% of businesses¹. There are anchor tenants occupying pad sites with large parking lots including Costco, Sam’s Club, and Home Depot. Food and beverage businesses include fast food and fast casual national chains

¹ Accommodation/Food Services (NAICS 72) and Food Services and Drinking Places (NAICS 722) account for 12.72% of businesses each in the study area. Source: ESRI, July 2023.

Table 11: Median Household Income and Income

HOUSEHOLD INCOME	STUDY AREA	SALT LAKE CITY	SALT LAKE COUNTY
2022 Median Household Income	\$39,578	\$70,189	\$85,944
2027 Median Household Income	\$44,856	\$88,045	\$102,572
2022-2027 Annual Growth Rate	13.34%	25.44%	19.35%
<\$15,000	23.01%	10.82%	5.48%
\$15,000-\$24,999	14.62%	6.90%	4.49%
\$25,000-\$34,999	5.16%	7.33%	5.26%
\$35,000-\$49,999	18.49%	10.23%	8.99%
\$50,000-\$74,999	13.98%	17.19%	17.53%
\$75,000-\$99,999	18.49%	14.15%	16.05%
\$100,000-\$149,999	4.09%	17.31%	22.28%
\$150,000-\$199,999	0.00%	7.42%	10.79%
\$200,000+	2.15%	8.66%	9.12%

Source: ESRI

Table 12: Racial Distribution

RACIAL DISTRIBUTION	STUDY AREA	SALT LAKE CITY	SALT LAKE COUNTY
White Population	66.10%	67.87%	71.22%
Black/African American Population	3.98%	2.99%	2.03%
American Indian/Alaska Native Population	2.29%	1.49%	1.13%
Asian Population	3.62%	5.69%	4.43%
Pacific Islander Population	0.60%	2.11%	1.84%
Other Race Population	11.58%	9.79%	9.35%
Population of Two or More Races	11.82%	10.07%	10.02%
2023 Hispanic Population	296	2,479	247,622
2023 Hispanic Population (%)	27.85%	17.24%	20.16%
2022 Diversity Index	71.6	67.4	63.7

Source: ESRI

Table 13: Employment

EMPLOYMENT	STUDY AREA	SALT LAKE CITY	SALT LAKE COUNTY
Total Population	829	203,928	1,225,168
Total Daytime Population	2,464	354,099	1,302,595
Daytime Population: Workers	2,015	265,978	741,325
Daytime Population: Workers (%)	81.78%	75.11%	56.91%
Daytime Population: Residents	449	88,121	561,270
Daytime Population: Residents (%)	18.22%	24.89%	43.09%
Civilian Population Age 16+ in Labor Force	408	120,140	682,155
Employed Civilian Population Age 16+	388	117,625	669,524
Unemployment Rate (%)	4.9%	2.1%	1.9%

Source: ESRI

including McDonald's and Jimmy John's, as well as local restaurants, including Beans and Brews, Squatters and Wasatch Taproom, and Kathmandu II. Many of the businesses are auto oriented, such as autobody and repair shops.

HOUSING

What is Moderate Income Housing?

Moderate income households are considered by the State of Utah to be those making less than 80% of the area median income (AMI). AMI is determined by the county in which the City is located. Other targeted income groups are defined as those making less than 50% and 30% of AMI (identified as very low-income and extremely low-income respectively). According to the U.S. Department of Housing and Urban Development (HUD), the affordable monthly housing payment for either mortgage or rent should be no more than 30% of gross monthly income (GMI) and should include utilities and housing costs such as mortgage, property taxes, and hazard insurance. To calculate affordability in relation to household size, HUD estimates median family income (MFI) annually for each metropolitan area and non-metropolitan county.

It is not clearly stated in the Utah Code whether those of moderate income must be able to purchase a home, so the allowance is applied to both rental rates and mortgages. Affordable housing is any housing

option that accommodates the targeted income groups and meets the payment requirements. Per HB462, if a municipality intends to apply for Housing and Transit Reinvestment Zone (HTRZ) funding for station areas, then greater than or equal to 20% of the housing units must meet the definition of moderate income housing units.

Area Median Income

The area median income (AMI) is the midpoint of a region's income distribution—half of the households in the region earn more and half earn less. AMI is important because each year HUD calculates the median income for every metropolitan region in the country and this statistic is used to determine whether families are eligible for certain affordable housing programs.

HUD focuses on the entire region, not just the City, because families searching for housing are likely to look beyond the City itself to find a place to live. AMI is typically distinguished between three types of households. Per HUD, low-income is defined as households earning less than 80% of the AMI. Very low-income is defined as households earning less than 50% of the AMI. And extremely low-income is defined as households earning less than 30% of the AMI.

Note: Moderate income housing, as defined by the State of Utah, is "housing occupied or reserved for occupancy by households with a gross household

income equal to or less than 80% of the median gross income for households of the same size in the county in which the City is located.”

Salt Lake City’s 2023 Housing Plan includes the goal of entitling 10,000 new housing units throughout the City, with a minimum 2,000 units that are deeply affordable (30% AMI or below) and a minimum 2,000 units that are affordable (31-80% AMI).²

HUD Area Median Income Limits

The area median income (AMI) for a family of four in the Salt Lake City MSA is \$106,000. Table 9 shows the distribution of income levels for a family of four. Two-thirds of households in the study area are classified as low or extremely low income, with 48.80% of those being extremely low income.

Because AMI thresholds outlined by HUD do not exactly match the distribution of households by income bracket as recorded by the U.S. Census Bureau, which is the source for ESRI data, the estimated number of households within each income level are matched as closely as possible with their corresponding income bracket. Therefore, the number of households within each AMI threshold should be considered an approximation.

Housing Stock Existing Conditions

Single vs. Multifamily Housing

There are 137 single-family units in the study area, which are primarily located on the eastern edge of the study area, between the railroad tracks and W Temple Street. There are 559 existing multifamily units in the study area³. The neighborhood has seen a dramatic population increase due to the construction of multifamily buildings between 2016-2023. Additionally, there is one planned development of 47 units slated for 2023. The recent and planned construction includes luxury studio, 1- and 2-bedroom units, including a 160-unit market rate development at 1967 S 300 W. Four of the existing multifamily complexes are owned by the Housing Authority of Salt Lake City (HASLC), one caters to seniors and another houses Veterans. All four provide affordable housing.

Total Occupied Units and Average Housing Tenure

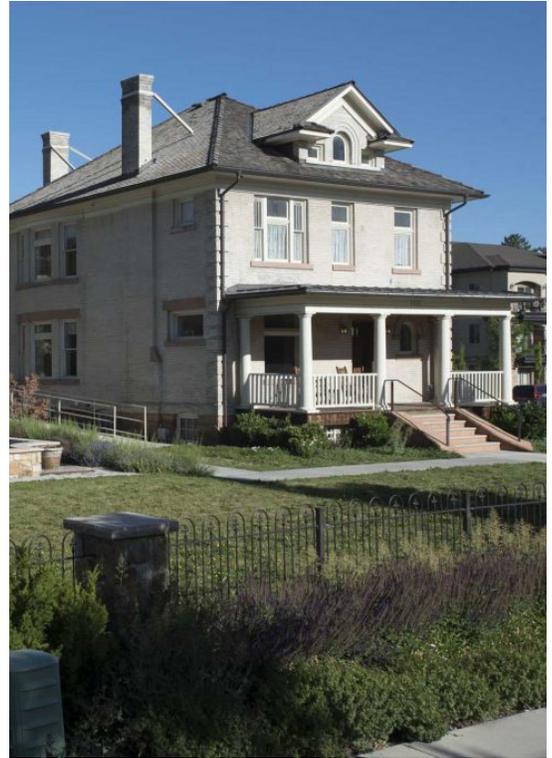
The study area has a higher percentage of renter occupied housing than the City and county. There is also a higher percentage of vacant housing units in the study area than in the City and county. Vacancy is defined as any housing unit that is neither owner- nor renter-occupied. For example, short-term rental (i.e., Airbnb) properties are included in the vacancy rate. Projections for the area include 29.30% owner occupied housing and 70.70% renter occupied housing in 2027, with

² https://www.slc.gov/can/wp-content/uploads/sites/8/2023/05/Housing-SLC-Plan_No-Appendices.pdf

³ HASLC, CoStar

10.95% vacancy . Rental housing generally indicates apartments.

The percentage of renter-occupied housing within the study area has steadily increased over the past 12 years. While this isn't necessarily a negative, generally it is preferred to see more of a balance between renter and owner-occupied housing because of the ability to cater to different household types and individuals. A wide variety of rental and for-sale homes can help to create economically and demographically diverse neighborhoods. For example, due to the existing housing stock of smaller rental units within the study area, it would be difficult for a growing family to stay in this neighborhood because of the lack of larger homes for purchase.



Taylor Springs is one of two 55+ affordable housing developments in the study area. Source: HASLC

Affordability Monthly Allowance for Rental and For-sale Products

Table 10 illustrates the monthly allowance for rental and for-sale products based on the household size. An extremely low-income household with one person, which is 42.80% of the study area population, should pay no more than \$558 per month in housing expenses ($\$22,300/12 \times 30\% = \558). These numbers are based on the assumption that households spend no more than 30% of their income on housing, which includes rent and expenses such as utilities and insurance.

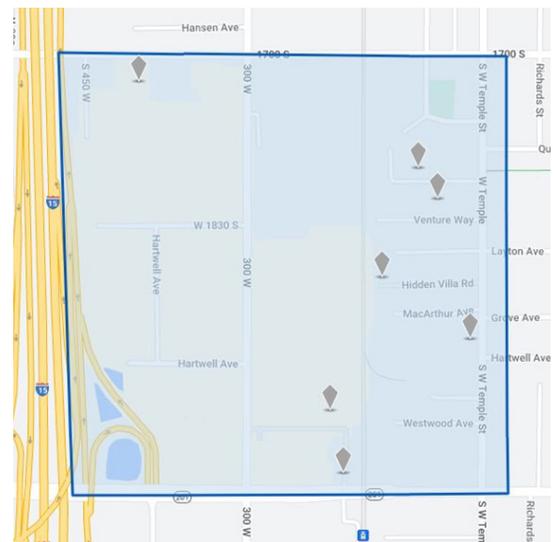


Figure 67: Location of multifamily buildings in the study area. Source: CoStar

Table 14: Distribution of Household Income

INCOME LEVEL	INCOME CLASSIFICATION	AMI THRESHOLD FOR A FAMILY OF FOUR	ESTIMATED HOUSEHOLDS	PERCENTAGE
<30% of AMI	Extremely Low Income	\$31,800.00	199	42.80%
30% to 50% of AMI	Low Income	\$31,800 - \$53,000	86	18.49%
50% to 80% of AMI	Moderate Income	\$53,000 - \$84,800	65	13.98%
80% to 100% of AMI	N/A	\$84,800 - \$106,000	86	18.49%
100% to 120% of AMI	N/A	\$106,000 - \$127,200	19	4.09%
>120% of AMI	N/A	>\$127,200	10	2.15%

Source: ESRI, HUD

Table 15: Area Median Income by Household Size

INCOME CATEGORY	PERSONS IN HOUSEHOLD							
	1	2	3	4	5	6	7	8
Extremely Low Income (30% AMI)	\$22,300	\$25,450	\$25,650	\$31,800	\$35,140	\$40,280	\$45,420	\$50,560
Very Low Income (50% AMI)	\$37,100	\$42,400	\$47,700	\$53,000	\$57,250	\$61,500	\$65,750	\$70,000
Low Income (80% AMI)	\$59,400	\$67,850	\$76,350	\$84,800	\$91,600	\$40,280	\$105,200	\$111,950
Median Family Income (100% AMI)	\$74,200	\$84,800	\$95,400	\$106,000	\$114,500	\$123,000	\$131,500	\$140,000
Above Median Income (120%)	\$89,040	\$101,760	\$114,480	\$127,200	\$137,400	\$147,600	\$157,800	\$168,000

Source: HUD

Table 16: Affordability Monthly Allowance for Rental and For-Sale Products

INCOME CATEGORY	PERSONS IN HOUSEHOLD							
	1	2	3	4	5	6	7	8
Extremely Low Income (30%)	\$558	\$636	\$641	\$795	\$879	\$1,007	\$1,136	\$1,264
Very Low Income (50%)	\$928	\$1,060	\$1,193	\$1,325	\$1,431	\$1,538	\$1,644	\$1,750
Low Income (80%)	\$1,485	\$1,696	\$1,909	\$2,120	\$2,290	\$1,007	\$2,630	\$2,799
Median Family Income (100%)	\$1,855	\$2,120	\$2,385	\$2,650	\$2,863	\$3,075	\$3,288	\$3,500
Above Median Income (120%)	\$2,226	\$2,544	\$2,862	\$3,180	\$3,435	\$3,690	\$3,945	\$4,200

Source: HUD

Table 17: Multifamily Properties in the study area

PROPERTY ADDRESS	PROPERTY NAME	NUMBER OF UNITS	YEAR BUILT
1977 S 300 W	@2100 Apartments	82	2020
385 W 1700 S	SUR17 Townhomes ⁺	47	2023
204 W 2100 S	21Lux	206	2021
1790 S West Temple	Taylor Gardens Senior Apartments*	112	2016
1812 S West Temple	Taylor Springs*	95	1901
1882 S West Temple	Hidden Villa Apartments	32	1965
1926-1934 S West Temple	Cedar Crest*	12	1967
1750 S Jefferson Circle	Jefferson Circle Apartments*	20	-
Total number of Units		606	

Source: CoStar, HASLC

⁺Under Construction

*Indicates HASLC complex

REAL ESTATE TRENDS

Retail

Retail exists mostly along the 300 West corridor and includes big box stores like Home Depot, Costco, and Sam's Club. Of the 847,000 square feet of retail along the corridor, 98.1% is leased and occupied. The 1.9% vacancy rate indicates that the retail in the study area is performing well. There has not been new retail constructed in the last decade, suggesting demand and opportunity to develop, especially with the existing low vacancy rate.

Office

Many of the office buildings are located along West Temple on the eastern edge of the study area (Figure 10). There is 83,500 square feet of office space in the study area with a 0% vacancy rate. The area has not seen new office space created since 1997 (Table 13). The negative net deliveries in the 2010s indicate demolition of two office buildings (Figure 11). The 100% lease rate indicates an opportunity for more office space.

Market Rent per square foot for office space within the study area has steadily increased since 2013, with current rental rates at \$20.40 per square foot. Rental rates have increased annually, often keeping pace with inflation. Over the past ten years rental rates have increased on average between 0.5% and 6.6% annually.

Class C office space is the lowest commercial rental option. They are often older buildings with lower quality finishes and few amenities. Class A and B buildings are newer, in premier locations, and feature amenities such as on-site parking, security, bike storage, valet, gyms, private outdoor space, and daycare centers.

Industrial

The study area includes 35 industrial properties, many of which are clustered along 1700 S on the northern edge of the study area, near the I-15 on/off ramp. Industrial space in the study area has a vacancy rate of 5.0% (35,000 square feet) (Figure 12).

Table 18: Office properties in the study area

PROPERTY ADDRESS	BLDG. CLASS	YEAR BUILT	STORIES	PARKING SPACES	PARKING RATIO
1719 S 300 W	C	1979	1	-	-
2005 S 300 W	C	1976	2	30	4.74
140 W 2100 S	C	1975	2	84	2.89
1776 S West Temple	C	-	1	45	3.73
1978 S West Temple	B	1997	2	55	2.15

Source: CoStar

Net Absorption, Net Deliveries & Vacancy

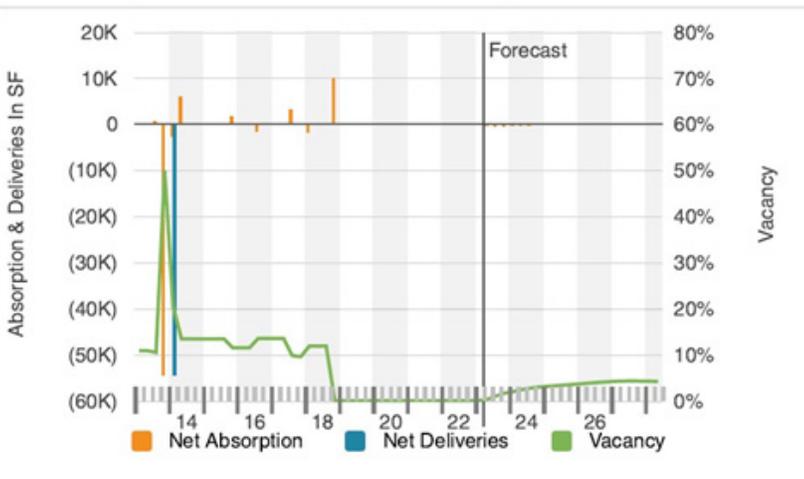


Figure 69: Office Net Absorption, Net Deliveries, and Vacancy. Source: CoStar

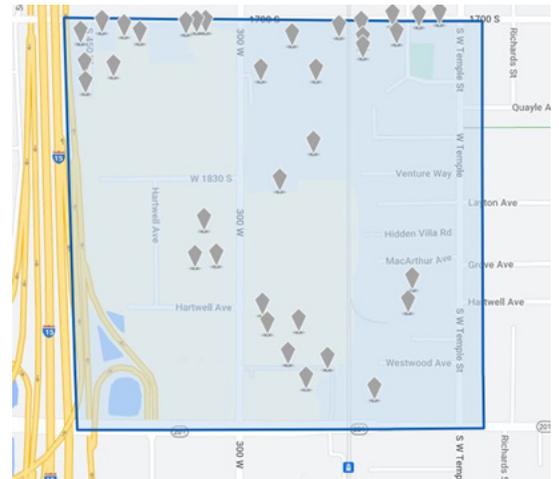


Figure 70: Industrial Locations. Source: CoStar

Retail

Retail exists mostly along the 300 West corridor and includes big box stores like Home Depot, Costco, and Sam’s Club. Of the 847,000 square feet of retail along the corridor, 98.1% is leased and occupied. The 1.9% vacancy rate indicates that the retail in the study area is performing well (Figure 13). There has not been new retail in the last decade, suggesting demand and opportunity to develop, especially with the existing low vacancy rate.

Net Absorption, Net Deliveries & Vacancy

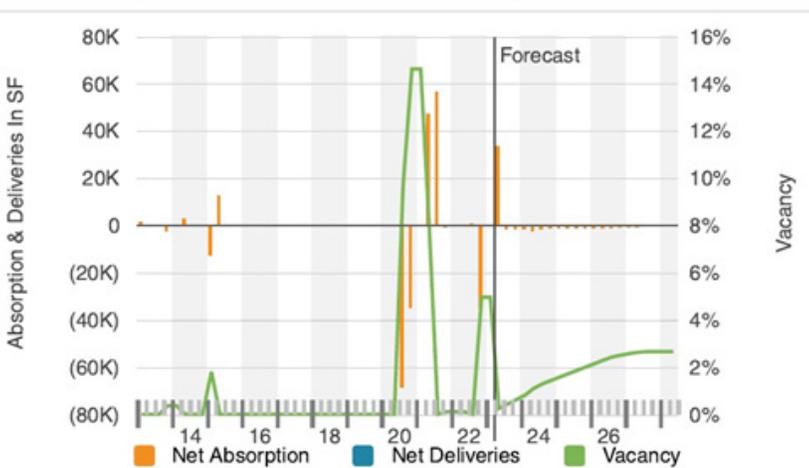


Figure 71: Retail Net Absorption, Net Deliveries, and Vacancy. Source: CoStar



View of 300 West looking east. Source: Design Workshop.

Real Estate Glossary of Terms

Net Absorption: For existing buildings, the measure of total square feet occupied less the total space vacated over a given period of time. Lease renewals are not factored into net absorption. However, in a lease renewal that includes the leasing of additional space, that additional space is counted in net absorption. Pre-leasing of space in non-existing buildings (Planned, Under Construction or Under Renovation) is not counted in net absorption until actual move in, which by definition may not be any earlier than the delivery date.

Absorption: Refers to the change in occupancy over a given time period. Lease renewals are not factored into absorption unless the renewal includes the occupancy of additional space. (In that case, the additional space would be counted in absorption.) Pre-leasing of space in non-existing buildings (e.g., Proposed, Under Construction, Under Renovation) is not counted in absorption until the actual move-in date.

Delivery Assumption: In context of Property Professional analytic forecasting, a user-entered variable for projecting vacancy rates. This assumption variable is for net deliveries and can be entered as a fixed or variable rate.

Vacancy Rate: Expressed as a percentage - it identifies the amount of New/Relet/Sublet space vacant divided by the existing rentable building area. This can be used for buildings or markets.

ADDITIONAL NON-PLAN EXISTING CONDITION ITEMS

South Salt Lake Current Zoning

To the south of the project area is South Salt Lake's Downtown MPMU (Master Planned Mixed Use) district (Figure 16). Zoning regulations for this district can be found in the Downtown South Salt Lake Form Based Code and Design Standards. Within this district are three subdistricts which abut the project area on 2100 South: Mixed Use, Retail Destination, and Station. These subdistricts

allow for most commercial uses that are allowed in other commercial zones, although auto-oriented and high-intensity uses are prohibited in the station subdistrict. The minimum building height is 50' in the Station subdistrict, 32' in the Mixed Use subdistrict, and 26' in the Retail Destination subdistrict. There is no maximum building height.

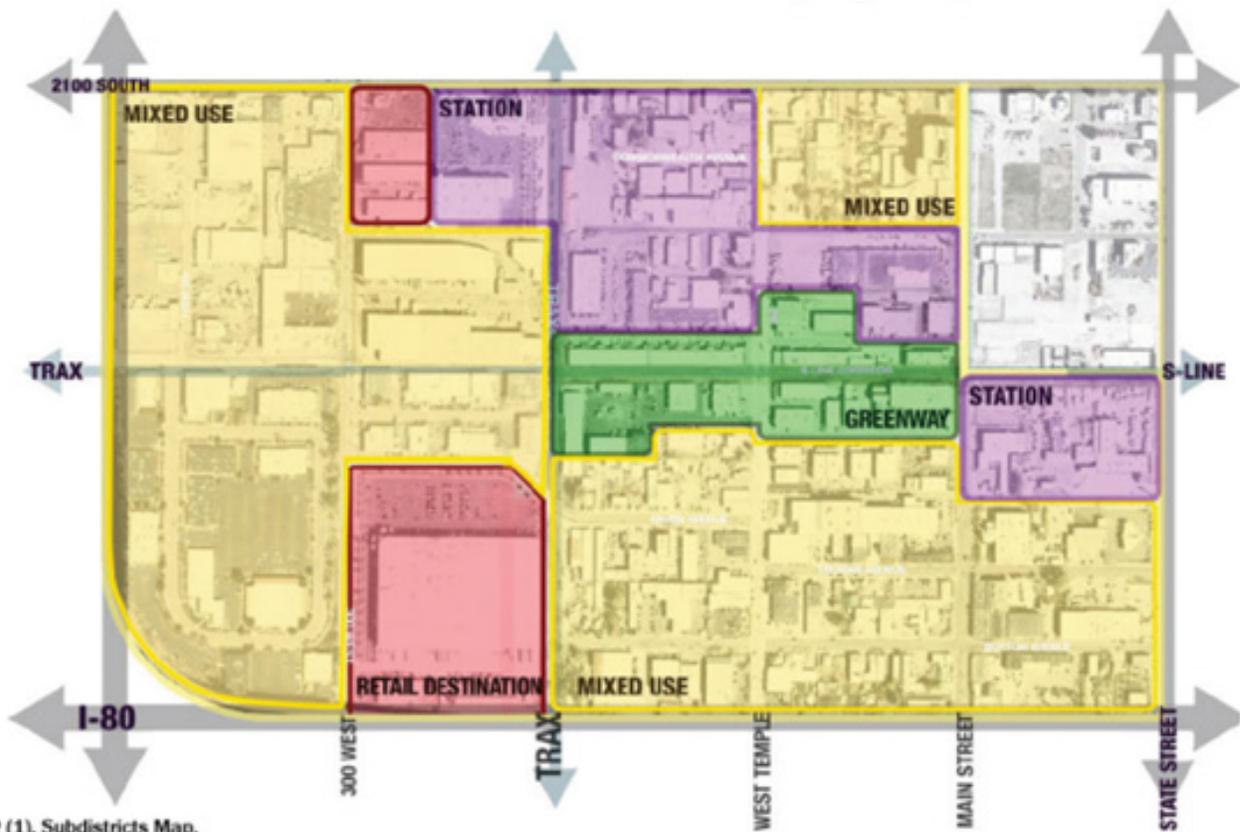


Figure 3.2 (1). Subdistricts Map.

Figure 72: Map of the South Salt Lake zoning subdistricts in the MPMU zone.

State of Utah Transit Station Area Plan Requirements Context

The Utah legislature has adopted a requirement for municipalities to adopt “Station Area Plans” around transit stations. The plan being developed for this study area is intended to satisfy those requirements.

Station area plans are required to promote the following objectives:

- i. Increasing the availability and affordability of housing, including moderate income housing;
- ii. Promoting sustainable environmental conditions;
- iii. Enhancing access to opportunities; and
- iv. Increasing transportation choices and connections.

The requirements also provide guidance on actions the City may consider implementing as part of the station area plan to promote each of the above objectives. These include:

Objective (i)

- A. Aligning the station area plan with the moderate income housing element of the municipality’s general plan;
- B. Providing for densities necessary to facilitate the development of moderate income housing;
- C. Providing for affordable costs of living in connection with housing, transportation, and parking; or
- D. Any other similar action that promotes the objective.

Objective (ii)

- A. Conserving water resources through efficient land use;
- B. Improving air quality by reducing fuel consumption and motor vehicle trips;
- C. Establishing parks, open spaces, and recreational opportunities; or
- D. Any other similar action that promotes the objective.

Objective (iii)

- A. Maintaining and improving the connections between housing, transit, employment, education, recreation, and commerce;
- B. Encouraging mixed-use development;
- C. Enabling employment and educational opportunities within the station area;
- D. Encouraging and promoting enhanced broadband connectivity; or
- E. Any other similar action that promotes the objective.

Objective (iv)

- A. Supporting investment in infrastructure for all modes of transportation;
- B. Increasing utilization of public transit;
- C. Encouraging safe streets through the designation of pedestrian walkways and bicycle lanes;
- D. Encouraging manageable and reliable traffic conditions;
- E. Aligning the station area plan with the regional transportation plan of the applicable metropolitan planning organization; or
- F. Any other similar action that promotes the objective.

Preservation and Historic Resources

There are no national or local historic districts and no local or national landmarks within the study area. One national historic district, Boulevard Gardens, abuts the study area on the east side of West Temple at about 1791 S West temple. One building within the study area that isn't covered by a landmark designation, but that has some historical significance is the Stanley F Taylor Home, located on the Salt Lake Housing Authority property at 1812 S West Temple. The building was required to be preserved as part of a development approval process for the multifamily housing that surrounds it. Although the Stanley F Taylor Home subsequently went through a landmark designation process, it ultimately was not designated as a landmark by the City due in part to building alterations done after its original construction. There may be other buildings or properties that warrant a historic designation in the study area; however, no historic surveys have been done within the study area.

Environmental Hazards

The Utah Department of Environmental Quality (DEQ) maintains a database of facilities or sites that may have the potential for environmental impacts, such as fuel tanks, or that are associated with existing environmental contamination (Figure 17). Contaminated sites identified and regulated under the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA) are commonly known as Superfund sites. There are no Superfund sites identified in the DEQ database in this area. There are a number of fuel tanks within the planning area, generally associated with existing or former gas stations. There is one site within the area on the department's air emissions inventory and that is a printing company with large printing presses. There is a site on the north end of West Temple associated with the department's voluntary cleanup program whereby the property owner

has agreed to actions to prevent exposure to the existing contamination. This was done as part of a redevelopment of the property for a large multifamily housing development.

Traffic Counts

The Utah Department of Transportation (UDOT) maintains annual average daily traffic data for their streets and higher traffic City streets that intersect their streets. UDOT defines this as:

The total volume of vehicle traffic of a highway or road for a year divided by 365 days. It is meant to represent traffic on a typical day of the year.

UDOT maintains data for 2100 South, West Temple, 300 West, and 1700 South. Traffic counts for these routes from the most recent 11 years is shown in the graph (Figure 18).

300 West saw a gradual increase in traffic between 2013 and 2019. 1700 South remained relatively stable from 2010 to 2019, declining by about 1,000 vehicles from 2010 to 2013, and then gradually increasing back to a peak of 12,232 in 2019. For West Temple, the data shows a jump from 3,490 to 5,180 from 2010 to 2011 and saw a gradual increase to a peak of 5,804 in 2019. For 2100 South, the data shows yearly increasing levels of traffic from 2013 to 2019, but then a drop in 2020. All the 2020 traffic counts are lower than the 2019 counts, likely due to COVID-19's impact on travel that year.

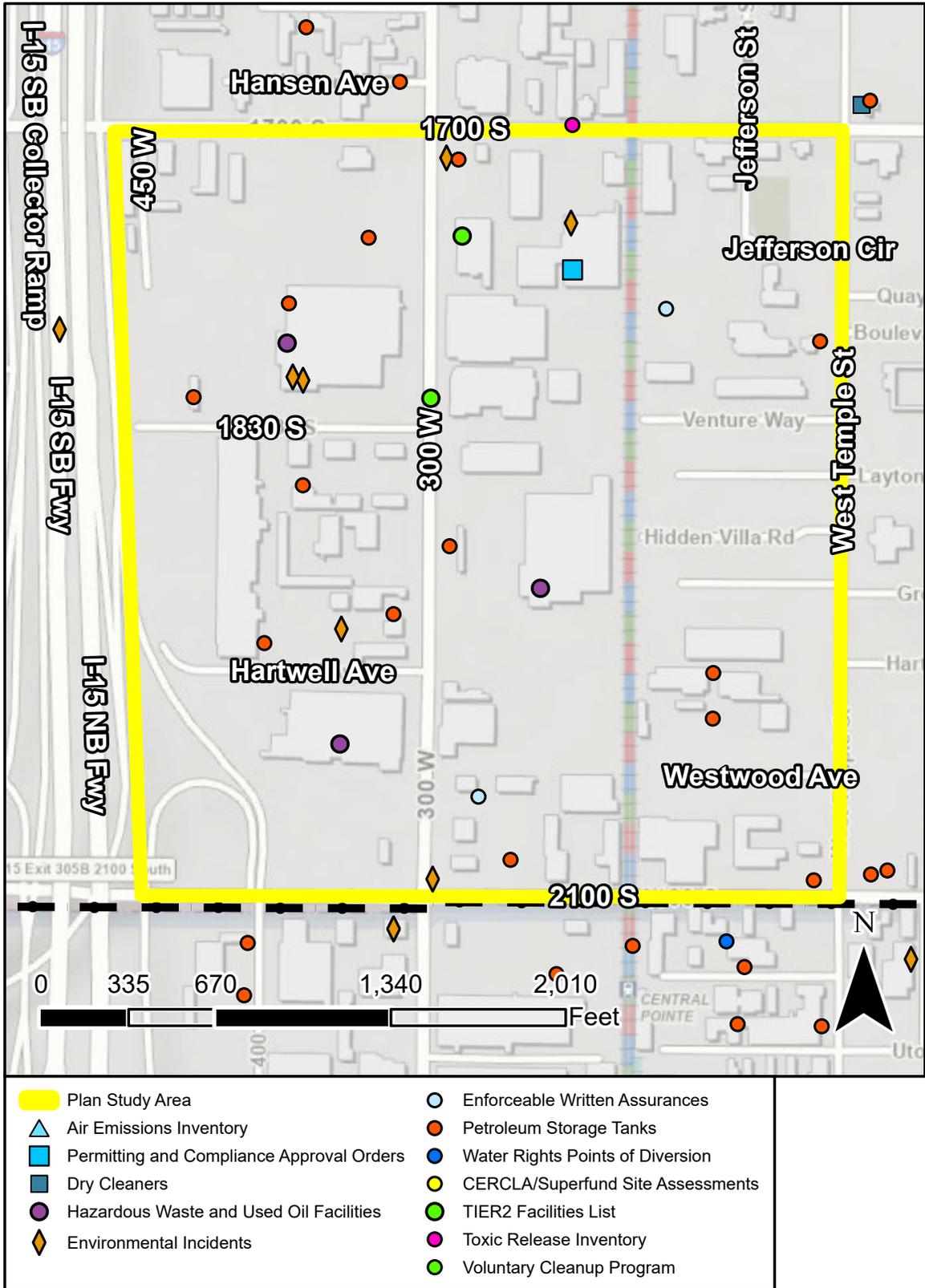


Figure 73: Map showing DEQ data points in the area.

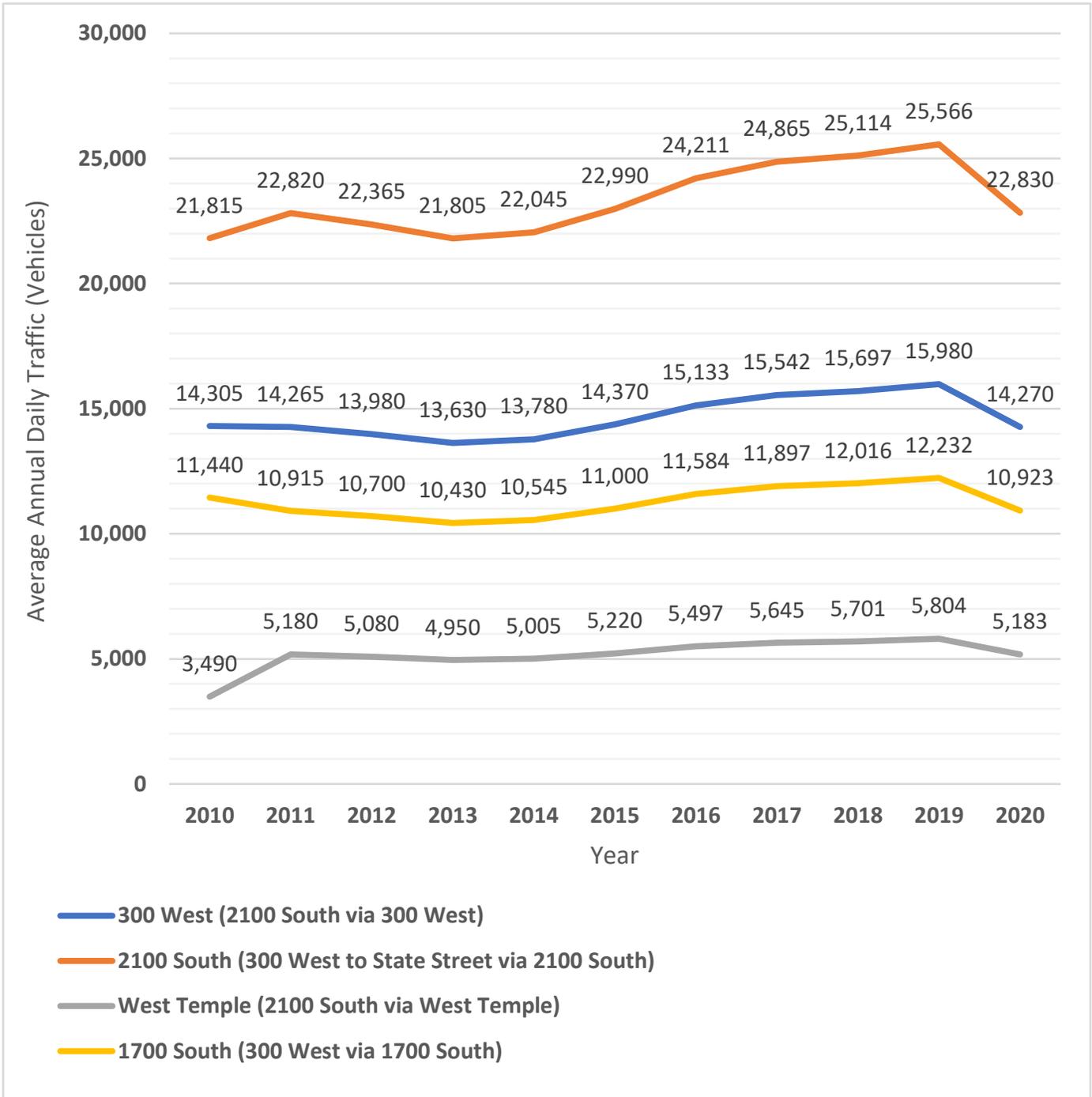


Figure 74: Average annual daily traffic for routes within or along the study area for the period from 2010 to 2020, excluding Interstate 15. The numbers from 2020 are lower due to declines in traffic related to COVID-19.

Public Facilities

Public facilities include things like parks, fire stations, police stations, community centers, and libraries. There are no such facilities within the study area, but there are some facilities just outside the boundary of the area.

There is one small City park located at 1560 S West Temple known as Ballpark Playground (previously named People’s Freeway Park.) The recently adopted Ballpark Plan also identifies the existing Public Utilities facility that surrounds this playground as a future larger park site if the facility moves locations.

There is a greenspace identified on some online mapping services as Jefferson Circle Park, located at about 1750 S Jefferson Circle. However, this is a private green space associated with the Salt Lake Housing Authority’s residential development and not a public park.

There is a fire station located at 77 W 1300 S on the north-east corner of the baseball park property (City owned) and the ballpark stadium building itself currently houses a police substation that was added in 2022. The City is also planning to build a new public library at approximately 1410 S West Temple.

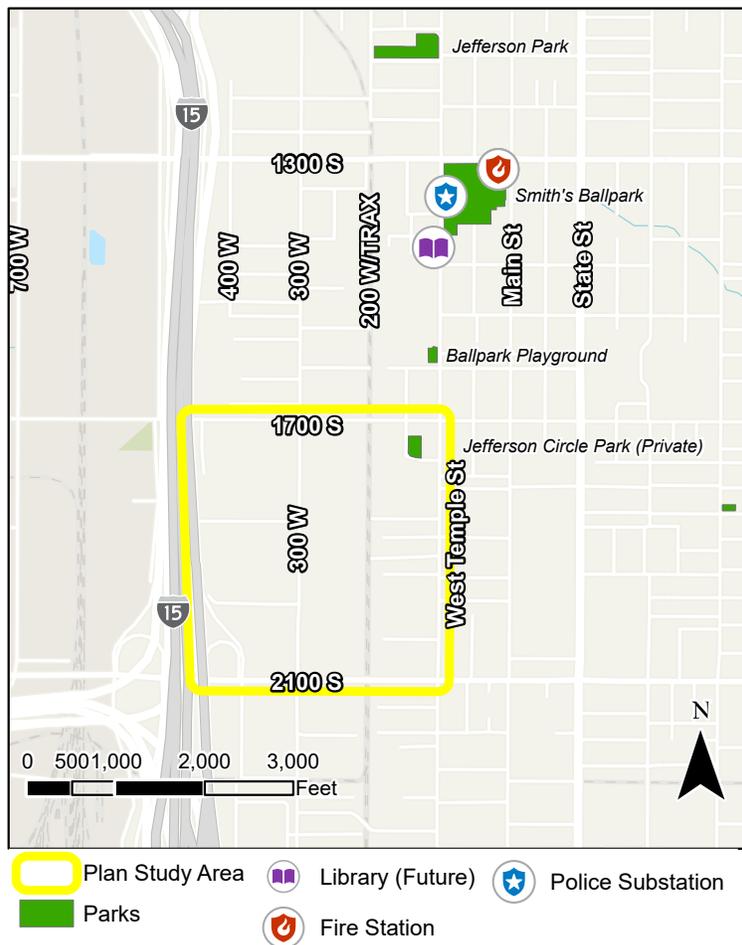


Figure 75: Map showing the location of public facilities near the study area.

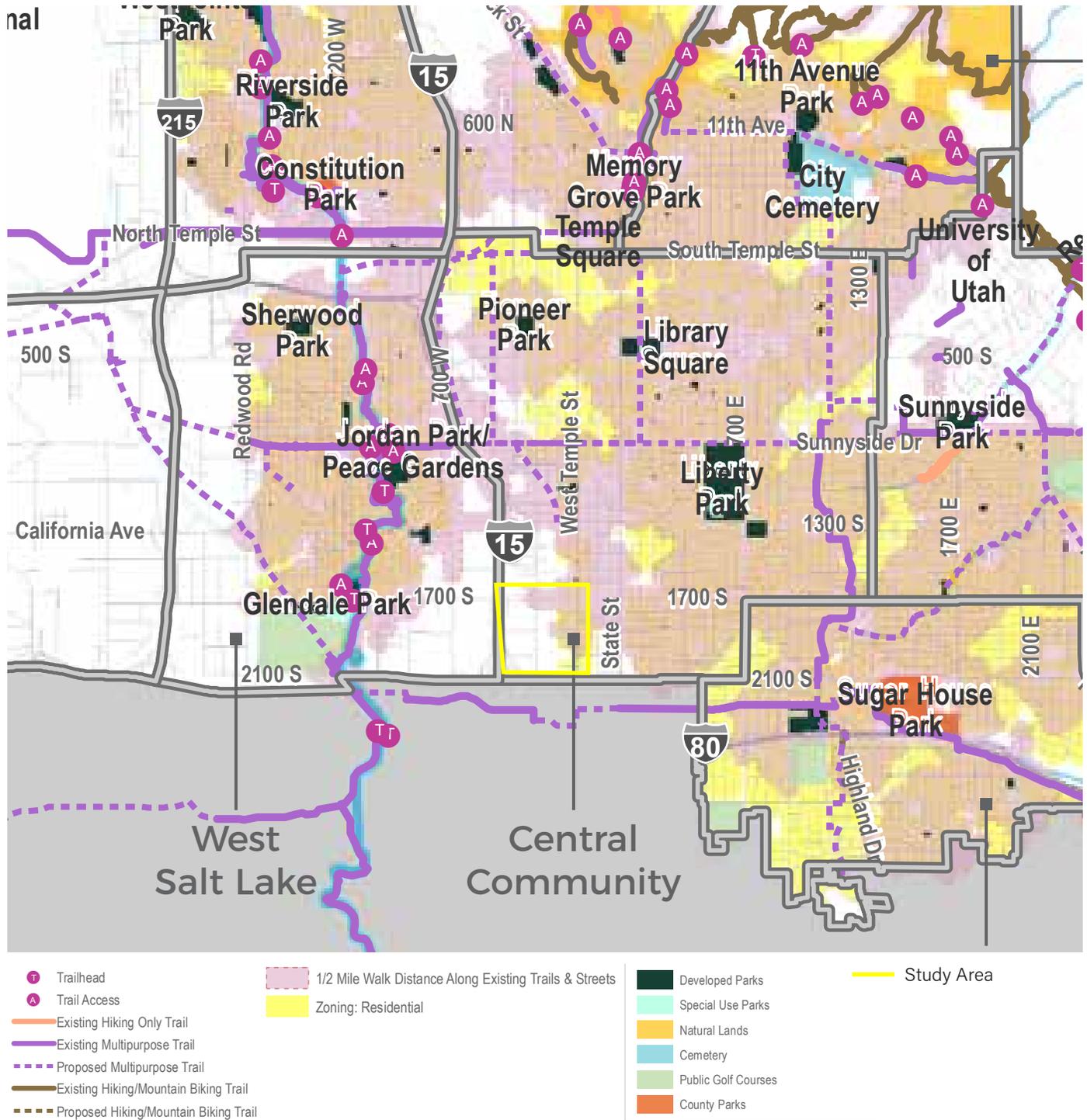
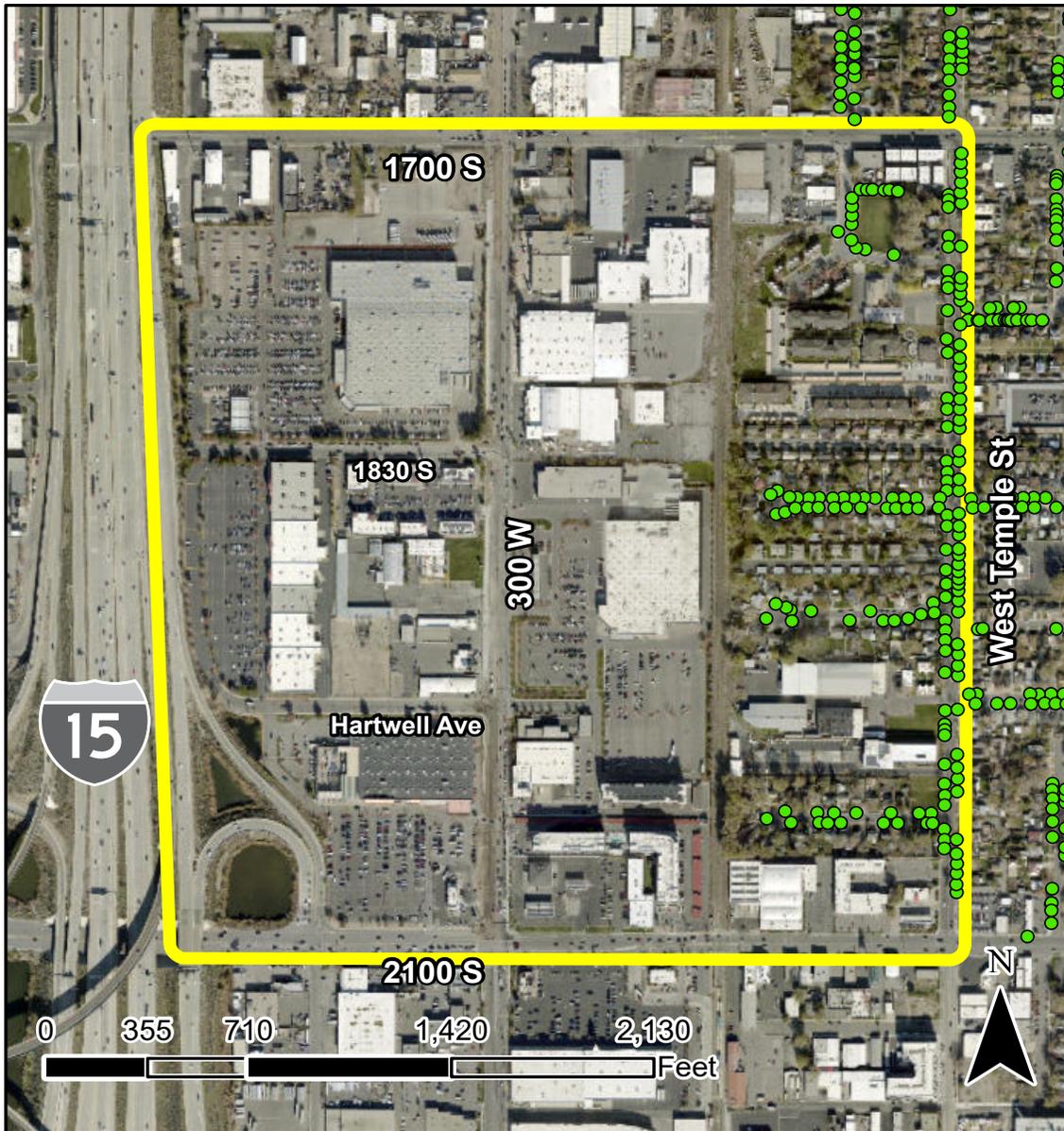


Figure 77: The report identifies areas within 1/2 walking distance to a park, showing much of the study area not being within 1/2 mile walking distance of a park.

Public Street Trees

The City has an inventory of existing public street trees. The inventory does not reflect the most recent tree planting efforts along 300 West. However, in general there is a lack of street trees in the study area, outside of the more residential areas on West Temple Street. Streets such as

1700 South and 2100 South have little or no park strip and the addition of street trees would require modifications to the curb line in some cases.



 Plan Study Area **Street Tree Inventory - 2019**
 Street Tree

Figure 78: Map of street trees in the study area. The map does not reflect recent tree planting done by the City along 300 West.

Geological Hazards

Faults: There are no fault lines that run through or immediately adjacent to the study area.

Flood Hazards: Most of the study area is not within a flood hazard zone based on Federal Emergency Management Agency (FEMA) flood hazard maps. A small area toward the north-west corner is shown as being in an area with a 1% annual chance of a flood hazard, with the edges of that showing a 0.2 annual chance of a flood hazard. There is also a strip shown in the south-west corner showing a 1% flood hazard, but the strip may reflect an older topographic condition prior to the developments that currently exist on the property.

City Neighborhood Business Improvement Program (NBIP) Façade Grants

The Neighborhood Business Improvement Program (NBIP) is a resource offered by Salt Lake City's Housing Stability Division to help strengthen the City's neighborhoods. Housing Stability utilizes federal funding to support local for-profit businesses by offering up to \$50,000 in grants to improve their façades. The program boundary currently includes buildings and properties in the study area, but there have been no recipients within the study area since being expanded to cover the area in 2021.

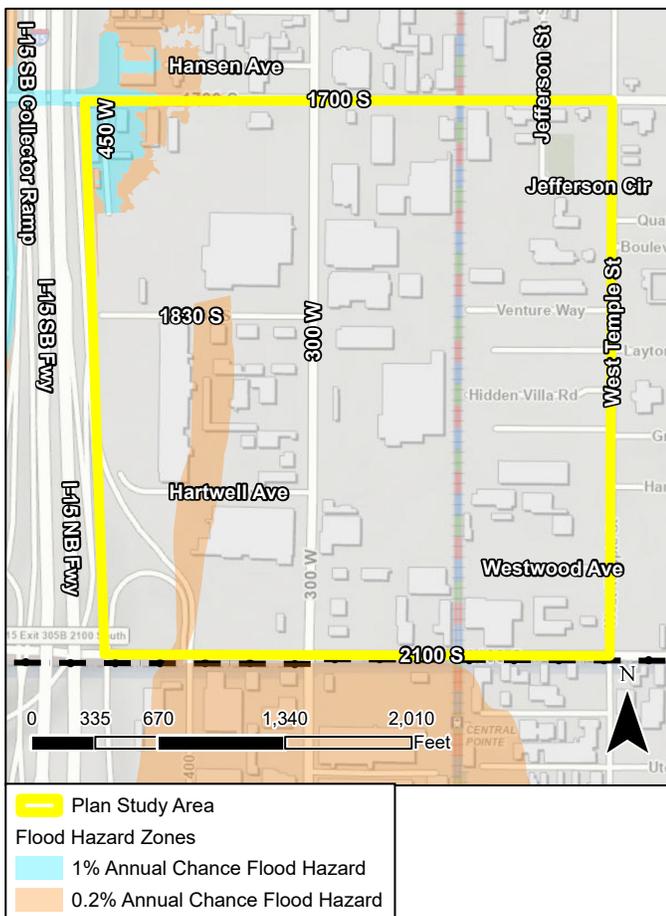


Figure 79: Flood hazard map from FEMA showing limited flood hazards in the study area.

APPENDIX

C

**PUBLIC
ENGAGEMENT
RESULTS**

PUBLIC OPEN HOUSE

The first event was held on September 26 from 5-7 p.m. at the Ballpark Playground. Twenty-eight people attended, and most were residents who lived nearby and were visiting the park with their family or walking through the neighborhood and happened upon the event. The location was ideal for interacting with residents who otherwise may not attend a public meeting, including parents of small children. Attendees spent anywhere from a few minutes to an hour or more reviewing the exhibit boards and interacting with the staff. Of the 28 attendees, 12 live with their families, 2 live alone, and 2 are currently experiencing homelessness. The image below shows where residents live (in green) and work (in blue).

Event Summary

Two public events were held on September 26th and 27th, 2023. Both events were advertised via mailed flyers and on the project website. Both were held outdoors with interactive exhibit boards that allowed people to come and go as they pleased. Staff were on-hand to facilitate and answer questions.



Attendees placed a green sticker on a map of Salt Lake City to indicate where they live and a blue dot to indicate where they work.

The second event was held at Central Pointe TRAX station on September 27 from 7-9 am. It was intended to reach people who might not otherwise attend a public event by meeting them during their morning commute. The same information was presented at both events, though the morning event included fewer in-depth conversations as folks were often rushing during their morning commute. Seventeen people participated in the engagement and postcards with a project summary and link to the project website were handed out to dozens of commuters who did not have time to stop and chat.

Many participants live just northeast of the project site, near the intersection of 1700 S and West Temple St and work near the intersection of 400 S and State Street and at least one participant was currently experiencing homelessness.

SUMMARY OF RESULTS

A visual preference board was provided to seek feedback on different approaches to housing choices, economic development, transportation investments, and neighborhood character. Participants were asked to place stickers on the choices that they felt were most appropriate or needed in the area. Participants were not limited in the number of stickers they could place on the board. The below summary combines comments from both (morning and evening) engagement sessions into common themes and highlights any outlier comments.

Scenario 1: Repurpose Preference Voting

Scenario 1 received 34 preference votes (Figure 2) and more comments compared to Scenario 2.

Preferences related to **housing choices in Scenario 1** included:

- Retaining existing housing - 4 stickers
- Condos and apartments that are proximate to the TRAX station and 1700 S. - 4 stickers
- Townhomes and duplexes in and adjacent to existing single-family homes - 3 stickers

Preferences related to **economic development in Scenario 1** included:

- Adaptive reuse of the big box stores and industrial buildings - 6

- Retain and infill the big box stores - 2

Preferences related to **transportation in Scenario 1** included:

- On-street crossing with HAWK signal to the TRAX line - 4
- East-west bike lanes and new side roads - 4
- Bus stop amenities on 300 West - 1

Preferences related to **character in Scenario 1** included:

- Network of small pocket parks - 5
- Eclectic mixed uses - 1

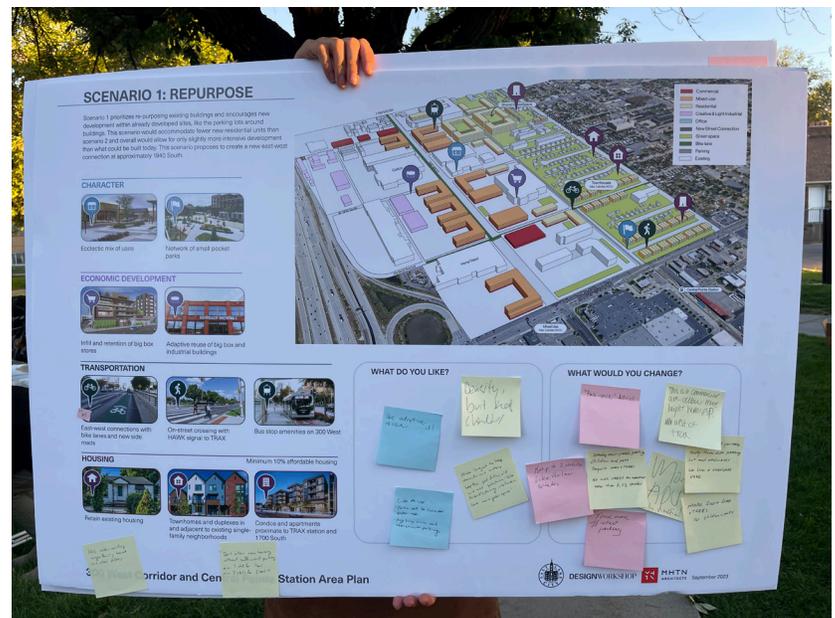


Figure 80: Scenario 1 Preference Survey Results

Streetscape Feedback

Participants commented on the street sections with positive comments in support of additional street trees and the 15-foot setback amenity zone with a 10-foot multi-use path and 7-foot green buffer. One participant raised concerns about parking areas abutting sidewalks without a curb due to previous instances of vehicles parking and driving on the 300 West bike path.

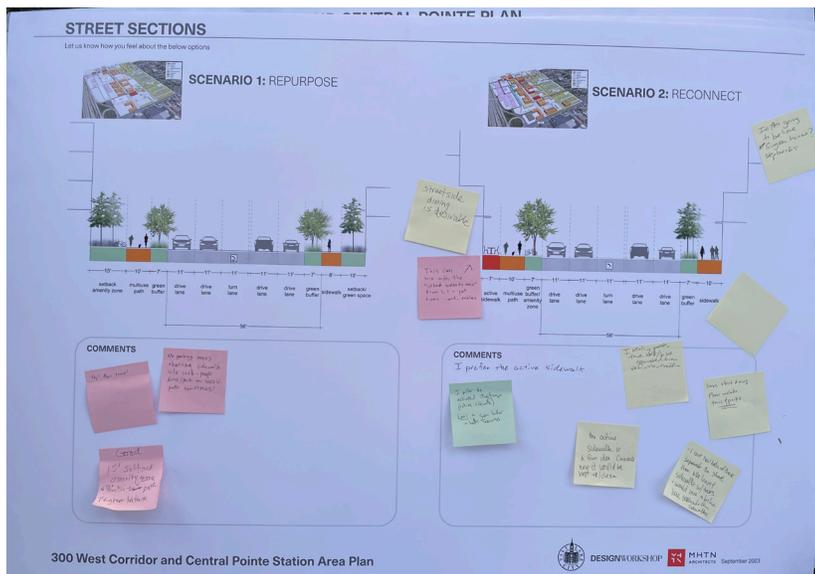


Figure 81: Street Section boards with participant comments after evening event on 9/26/23.

General Comments and Concerns

Some participants voiced concern about adding housing density. Concerns included the challenge of keeping the character of the area while adding density, and some participants suggested limiting apartments to two and a half stories or less while retaining single-family homes, while others advocated for allowing ADU's with fewer restrictions. However, many participants indicated support for zoning regulations that would require additional off-street parking spaces. Some participants suggested requiring the same number of parking stalls as the number of bedrooms in a new development. Conversely, one participant suggested the creation of a "park once" district, which implies creating flexibility for shared parking standards.

For commercial spaces, participants were concerned about losing a hardware store if Home Depot left. Participants generally liked adaptive reuse as some are frustrated with the new high-rises and were concerned about keeping the character and history of the area.

When it came to green spaces, participants echoed that local children and pets need more green space. Concerns about green space include the consideration of water use in the design. Participants suggested the neighborhood should be walkable like Sugarhouse, and that pedestrian and cyclist amenities should be added.

Scenario 2: Reconnect Preference Voting

Scenario 2 received 27 preference votes and fewer comments compared to Scenario 1.

Preferences related to **housing choices in Scenario 2** included:

- Preference for mixed use development with an activated ground floor
- Gentle infill in existing neighborhoods – 1
- Multifamily housing developments with amenities – 0

Preferences related to **economic development in Scenario 2** included:

- Redevelopment to mixed-use buildings – 8
- New office space – 0

Preferences related to **transportation in Scenario 2** included:

- Multi-use path adjacent to the TRAX line on 200 West – 5
- Structured pedestrian crossing across 2100 S. – 4
- East-west and north-south street connectivity – 2

Preferences related to **character in Scenario 2** included:

- Walkable district with shopping and dining options – 2
- Linear park spaces/"green streets" – 1

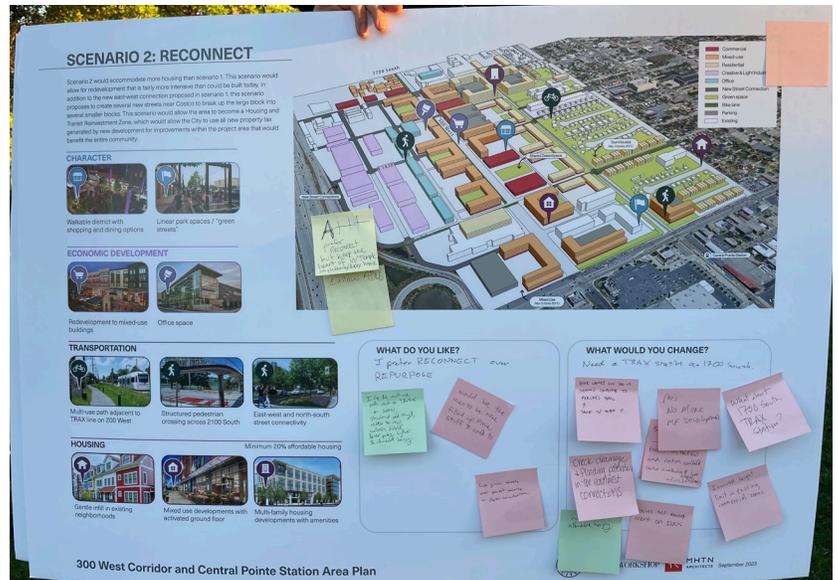


Figure 82: Scenario 2 with stickers and comments.

Streetscape Feedback

Comments on the Scenario 2 streetscape were positive. Four participants stated that streetside dining is desirable. Other comments noted a preference for an activated sidewalk and streetscape, the green buffer in both scenarios, and separation between pedestrians and cyclists and vehicles. Some participants raised questions such as how the streetside dining would be maintained and cleaned, how the buildings would step back (similar to Sugarhouse), and how streetside dining might be combined with the setback amenity zone in Scenario 1. Participants also suggested adding parks and trees between the streetside dining areas, as well as bike lanes that are separated from vehicular traffic.

General Comments and Concerns

Several participants were in favor of increasing housing density and commercial development of the area. Participants advocated for ADUs and increasing the percentage of affordable housing, more apartments, and focusing multifamily development on 2100 South. One participant would like to limit multifamily development in the heart of West Temple and would prefer single-family homes and duplexes.

Participants noted that an increase in housing, commercial development, and more amenities is necessary. More specifically, participants noted that an increase in the height limit in existing commercial zones and additional businesses in the area would increase walkability. One participant noted disbelief that retail could survive on the ground level of mixed-use buildings due to costs for business owners and not enough consumer activity.

Many participants were interested in a TRAX station at 1700 South, a FrontRunner stop at Central Pointe station (between Murray and Salt Lake Central), and prioritizing bike and pedestrian access on 300 West and 2100 South by improving bike lanes and constructing a multiuse path that connects to Parleys Trail.

Other comments included checking the flooding potential of new east-west connections, concerns about homelessness, and preferring green streets over pocket parks in relation to water consideration.

Which Scenario do you Prefer:

Participants were asked to select their preference between the two proposed scenarios. Some participants mentioned that townhomes are preferred in existing residential areas, while a mix of medium and higher density housing is preferred for commercial area.



Figure 83: Participant comments on the scenario comparison board.

Location of Desired Amenities Feedback:

Participants were asked to vote using a dot sticker on which amenities they would prefer to see and where in six categories: transit stops, safe crossing/crosswalks, bike lanes, elevated pedestrian bridge, news streets, and open space/parks. The results are below.

Preference Voting

- For new transit stops, nine participants located a new TRAX station at 1700 South. One participant located a bus stop at 2100 South and 300 West.
- Safe crossings and crosswalks were located at the intersection of 2100 S and the TRAX line (5 stickers), 1830 South and the TRAX line, 2100 South and 300 West (2 stickers), and 2100 South and West Temple (1 sticker).
- Bike lane locations were located along 2100 South, 1700 South, and West Temple St (1 sticker each).
- Elevated pedestrian bridges were located at the intersection of 300 West and 1830 South, 200 West (TRAX line) and 1830 South, 200 West (TRAX line) and 2100 South, and one on the TRAX Line between 2100 South and 1830 South.
- Two new streets were identified, one that is a north-south connection between the west end of Hartwell Ave through 1830 South and the west end of 1700 South parallel to Interstate 15. The other new street would connect 1830 South across the TRAX line to Venture Way.
- The southern parking lot at the west end of 1830 South was identified for new parks and/or open space.



Figure 84: Desired amenities within the project area with stickers and comments.

General Comments and Concerns

Participants noted concerns about existing development patterns, such as parking lots that are typically only 25 percent full and could be repurposed as green spaces, or the vacant northwest corner of 1300 South and 300 West (outside the study area) that could be made more attractive in the long term. Other comments indicated that more bike lanes should be added and that the Ballpark area should be focused on people / smart growth and maintaining the charm of the area along with transit.

There were varying opinions regarding additional transit service within the project area. Some stated that there should be a TRAX station at 1700 South while others stated that there should be no new TRAX stations and no new transit. One participant suggested turning the 1700 South TRAX land into a shopping retail area with stores like GNC or Baskin Robbins.

Anything We Missed?

Participants were asked to provide feedback on items they want to see included in the planning process and plan documents. Many participants suggested creating connections via multiple travel modes. For example, comments noted a potential connection between the bike path along 300 West to Parley's Trail in South Salt Lake, the need for pedestrian crossings across the TRAX line between 1700 South and 2100 South, a new TRAX station at 1700 South, increasing general bike safety and creating a designated space for scooters, improving north-south bicycle and pedestrian connections across 2100 South, and bus connections along 2100 South and 300 West that have stops at essential services. One resident noted that people who need to access different types of related services (a parole office and regular drug testing) take this route often and could benefit from bus service.

Some participants commented negatively on the current conditions of major streets, such as 1700 South and 2100 South being too dangerous to bike down with children and West Temple being too narrow for drivers.

More comments focused on parking and density, such as the lack of parking stalls for medium-high density housing, the need for increased parking on the street, wanting more economic development while preferring fewer high-density units, and concerns about increasing crime rates with new high-density units.

Other participants want to create more services for people who are currently unsheltered, suggesting police presence is more threatening than helpful, the creation of a program to help integrate people into housing, and focusing efforts on creating housing and services rather than public green spaces.

General comments included wanting more local character and green spaces, more trees, appreciation for the new 300 West improvements, utilizing parking lots for other uses like green space, concerns over UTA's expansion in the valley, specifically when it comes to acquiring properties, and how the Public Utilities campus will be integrated into future development. Participants suggested additional amenities that the current scenarios do not specify such as skate parks, dog parks, an indoor pool, vending machines with snacks and water near Central Pointe Station, and more retail stores on the east side.

COMMUNITY INTERVIEWS

The purpose of this report is to provide firsthand perspectives of the community around the 300 West corridor between 1700 South and 2100 South. Twenty-four residents, business owners, and landowners were selected in or adjacent to the project area for one-on-one interviews (over the phone and in-person).

Questions were selected to understand the perceptions of the area, challenges living or operating a business in the area, vision and priorities for public improvements, and future plans for living or doing business in the area. The first seven questions were consistent across interviews, with three additional questions varying by stakeholder group. While interviews were guided by a set list of questions, participants were encouraged to engage in open dialogue to allow participants to share their candid thoughts.

The goal of this report is to start the process of cultivating community consensus by establishing a foundation of shared values that can inform decision-making for the 300 West Corridor and Station Area Plan.

Interviewees

Land Holders and Developers

- Steve Price, Price Reality
- Chris Zarek, Cowboy Partners
- Whit Hamlin, Market Place at 18th
- Mark Isaac, Pinyon8 Consulting (with BVD)
- Jeff Vitek, Boulder Ventures Development
- John Flemin, Boulder Ventures Development
- Alec Taylor, Boulder Ventures Development
- Joni Linton, Boulder Ventures Development
- Marty Biljanic, Boulder Ventures Development

Business and Landowners

- Paul Pasquali, Accordions International
- Bill Davi, GBR Enterprise and former Ballpark Community Council Chair
- John Krueger, Krueger Automotive
- John Margetts, DynaPac Rotating Company

Business Operators

- Melanie, Thompson, The Front Climbing Gym
- Matty Coles, The Front Climbing Gym
- Kate Lubing, HK Brewing
- Hannah Hendrickson, HK Brewing

Residents

- Kevin Claunch, Resident

Emerging Community Values

Through the analysis of the interview responses, common threads emerged that transcended specific issues or political leanings and pointed towards overarching themes and values shared by the community. These communal aspirations and shared goals can serve as the underpinning for future initiatives.

- Enhancing the perception of safety
- Increase cleanliness and repair infrastructure
- Build additional green space and public space
- Establish a neighborhood identity
- Improve side street streetscape
- Preserve commercial identity
- Promote service and entertainment-oriented businesses to support incoming residents and attract visitors
- Transition or adapt outdated buildings
- Encourage quality development design, materiality, amenities, and orientation to the public realm
- Bold infrastructure improvements
- Enhance pedestrian comfort and create new connections for walkability

Summary of Findings

The overall vision by the residents, landowners, and business owners of the future of the 300 West Corridor is of a green, vibrant and economically diverse neighborhood. The community desires parks and open spaces and the idea of a mixed-use neighborhood that integrates residential, commercial, and even light industrial elements resonates. The area's robust transportation links are seen as a unique strength and as a catalyst for future growth. There's a call for beautifying the community, addressing safety, and elevating the quality of future developments. Business owners and landowners are keen to contribute positively to the neighborhood and are generally open to thoughtful redevelopment.

While the community broadly agrees on the need for development, some residents champion the preservation of single-family homes, and some see the area as the last vestige of affordable commercial and warehouse spaces for budding local businesses. Others argue for heavy redevelopment with higher-density housing and new commercial spaces. Some believe the area has a unique character worth preserving and there are those who see it as outdated or generic.

How the neighborhood evolves will depend on its ability to balance these varied interests and concerns. Creative solutions can build community consensus by understanding the aforementioned shared community values.

The following is a narrative summary of the community interviews:

How do you envision the future of the area in terms of growth, development, and planning?

There's a shared appetite for green spaces and aesthetic improvement — people want parks and open space that enrich community life. Another strong point of agreement is the need for mixed-use spaces, incorporating both residential and commercial elements, and some light industrial to keep the area vibrant and economically diverse. There's also a collective acknowledgment that the area has significant growth potential, thanks in part to its large streets and established transportation links. Community members seem to agree that well-planned change is not only inevitable but could also be beneficial.

Contradictions do exist, particularly when it comes to the type and scale of development. While some residents advocate for preserving single-family homes, others see higher-density housing as the way forward. Similarly, opinions diverge on the role of commercial spaces, ranging from a desire to maintain a commercial character to others who prioritize residential development.

In your opinion, what are the biggest challenges the area faces in terms of managing growth, development, and planning?

A recurring concern for all community members interviewed is the problem of homelessness and the perception of safety. Additionally, frustrations around trash, camping, and cleanliness near freeways, bike lanes, and transit stations create a strain on the neighborhood.

In terms of development, there's a dissatisfaction with the quality and design of recent constructions. Many express that these perceived low-quality builds not only degrade the community aesthetically but may also have long-term repercussions for neighborhood stability. Many expressed the desire for a more diverse housing strategy that encompasses various income levels.

While there's general enthusiasm for walkability, biking, and public transit, these amenities are viewed through the lens of existing challenges such as homelessness, traffic congestion, poor maintenance of side streets, and limited parking spaces.

Contradictions surface mainly around the issue of development and its effects. While some view new constructions and businesses as catalysts for improvement and beautification, others express concern that this development is haphazard and lacks thoughtful planning. Some see the influx of new development as a solution to crime, safety and the creation of a vibrant neighborhood, while others argue it exacerbates these issues.

Which existing qualities or strengths of the area do you believe should be emphasized or leveraged in future growth, development, and planning efforts?

The community views the 300 West Corridor as having a unique strength in terms of strong transportation infrastructure. Its proximity to transit options and major roadways is one of its greatest assets. Many see value in preserving the commercial and industrial identity of the area, viewing it as essential to its unique, funky character. The community believes that the existing retail landscape not only supports the current residential makeup but could also encourage further housing developments.

Some community members believe that the industrial aspects will naturally fade, making room for a more commercial or mixed-use identity. Others see an opportunity for high-end manufacturing that would coexist with other forms of commercial and residential development in an eclectic neighborhood.

How do you envision a successful balance between new development and preserving the area's existing character and strengths?

Many community members are concerned with the increase of high-density housing its impact on the neighborhood.

Some expressed unease about the future of local businesses—from small retail shops to unique warehouse and manufacturing businesses—viewing the corridor as a place for affordable commercial and warehouse spaces for start-ups and niche businesses, with few alternative locations in the City. There's an appetite for mixed-use zoning and the adaptive reuse of old buildings, particularly warehouses. Flexibility in land use is also seen as a compromise that could provide room for future adaptability.

Not everyone agrees on the value or even the existence of a "neighborhood character" worth preserving. While some see the current buildings and businesses as integral to the community's identity, others regard them as outdated or too generic to warrant preservation.

What specific types of amenities do you believe are needed to support the neighborhood?

One of the most prominent themes is the interest in more public spaces, including pocket parks, children's playgrounds, green spaces, and plazas that offer places to rest, socialize, and stay in the

area. The idea of creating linear green space along the TRAX line is a frequent comment.

The addition of a TRAX station at 1700 South is thought to be a pivotal addition that could catalyze community growth. Most see an opportunity for improvements in the public right of way for more pleasant and safe pedestrian and bike connections, particularly to the TRAX stations as well as across the TRAX corridor, creating new connections through the neighborhood.

The neighborhood's identity is also on the community members' minds. There's a shared feeling that the area lacks a sense of place and must develop its own unique character. Many feel that there is a need for more entertainment uses, such as theaters, bars, and essential retail spaces including grocery stores and coffee shops, to draw people into the neighborhood and create a place where residents want to stay.

While there's a strong call for amenities and services that support a higher-density population, the existing lack of such amenities raises questions about how to strike a balance between development and livability.

What barriers or challenges do you perceive when it comes to engaging the community in discussions about neighborhood growth and planning? | How can communication, transparency, and trust between the City and community be improved, and ensure that the community concerns and feedback are genuinely heard and addressed in decision-making processes? What strategies or approaches would you recommend?

A consistent recommendation is that localized leadership--such as a business improvement district--should take an active role in both strategy and communication. Many believe that there needs to be a bigger, more compelling vision for

the community's future that is communicated very effectively and often. This would involve not just telling, but "selling" the benefits of projects and plans to the community.

Some highlight the inadequacy of current communication channels, stressing the importance of direct outreach. Some also note that existing networks, e.g. neighborhood councils, are good platforms that are underutilized and could be better promoted for effective engagement. Perceptions of effectiveness vary among community members, possibly pointing to a lack of awareness or understanding about the platforms currently in place.

By Stakeholder Group

Landowners

Most property owners interviewed are looking to expand or upgrade their facilities, aiming to contribute positively to the neighborhood's aesthetic and function. Landowners who also operate businesses on their properties intend to stay in the neighborhood for the foreseeable future. They are open to the possibility of redevelopment, particularly multifamily development in the right circumstances and timing.

Landowners who are developers have more immediate plans. They are actively looking to build multifamily residential units. Challenges in implementing these plans include outdated utility infrastructure, incomplete side streets, road connectivity, and limiting zoning. Many expressed a desire for zoning regulations to be more flexible, enabling creative and efficient use of space. Parking and vehicular accessibility also emerged as common concerns, especially as the area becomes more dense.

There is some tension between the desire for residential mixed-use development and maintaining established light industrial businesses, but there is a shared enthusiasm for improvements to the neighborhood.

Business Owners

Business owners discussed the general need to beautify the neighborhood, increase overall cleanliness, and the addition of green space and trees in the neighborhood.

Many noted issues with pedestrian access, particularly for those coming from the local TRAX station. Currently, pedestrians find it challenging to navigate across busy roads, often resorting

to jaywalking. Safe and pleasing road and rail pathways were discussed as essential for attracting more foot traffic to local businesses.

Vehicular access is seen as a strength of the neighborhood for existing businesses and they stated a desire to maintain ease of access.

Despite some challenges, a willingness exists among the business owners to not only continue their operations but to consider expanding operations.

Residents

Few residents within the project area responded to interview requests. Please see the selected interview quotes below.

Selected Interview Quotes

Part 1: General

1. How do you envision the future of the area in terms of growth, development, and planning?

"For the time being I hope this little corner stays where it is... kind of commercial"

"I'd like to see more green. I mean, it's nice having those little green strips next to the bike lane. Yeah. It's not like usable green space like gardens or parks"

"A general transition to more residential. Making use of access to interstate provides great access to jobs"

"Older warehouse and wholesale uses might not have a long life. Finding users right for the scale of existing buildings is a challenge. The corridor has a strong big box retail character. How do you transition from the car-centric commercial zone near the interstate to a more multimodal, multifamily and light mixed use on the east"

It all developed organically it was close to downtown and had access how about reinvesting into this area, and it'll actually have a multiplier effect. "

"I think it's going to be more of the same, more commercial development, hopefully better design. They are going to see a bunch of residential. You can't have a vibrant neighborhood without residential."

"If this turns into this vibrant urban neighborhood with a big warehouse in the middle of it. What do people do with but then you start like talking to people and it's amazing the ideas that small business people come up with."

"The City has a plan, and they obviously want a lot of apartments here. I don't know that I love that, but I see it, I think that's what they're gonna do no matter what."

"Salt Lake City just dumped a ton of money into redoing the street here along 300 West, which we appreciate. And it does have the potential for growth...it seems like residences primarily is where the growth is gonna be in this area but I don't think manufacturing is a main thrust of area of the City anymore."

"We felt like this neighborhood was in the path of progress. The area is so primed for growth with huge streets, rail, and a bike corridor. It just needs the right zoning."

"I anticipate that we are going to over-densify. If I had a say in the matter, I would want it to stay a single-family area. I'd love for it to remain a place where families could raise their kids. It's a major

housing area for our area for our part of the City probably need to stay that way, and probably need to have single-family homes as much as we also need higher-density options. We need services, it would be great to see some services coming into our area.”

“There’s a lot of advantages to our area. There’s a lot of room, a lot of people, a lot of room for services to bring people into the area. But that doesn’t work if we continue to attack the roads.”

“I can see this area getting more dense with restaurants. I could see this area becoming a vibrant spot.”

“Thriving, lively, active, desirable, and car-free. Bars for socializing, restaurants, etc.”

“More permanent home solutions with street-side business. Islands of green spaces between to tie the residents together. Those little oases to bring people together make the space feel accessible and desirable.”

“We believe densification near and around stations is good for the community, for people. TOD zoning makes a tremendous amount of sense. And if we’re bonused, by doing more accouterments the City determines is mutually beneficial, we would entertain that. We would like to do more and be good stewards and partners with the City’s vision.”

“Having creative license within the area to do what the market will bear is probably the best circumstance for the City, rather than them arbitrarily deciding what we can and can’t do in an area. This is one area that maybe fosters that creative license.”

2. In your opinion, what are the biggest challenges the area faces in terms of managing growth, development, and planning?

“Homelessness is a problem during summer months. A lot of times, those are the frustration I have with our neighbor, UDOT Homeless people will live on the side of the freeway, and it’s like a landfill behind us.”

“I feel like we have a pretty significant problem with the unsheltered.”

“Homelessness and crime. Some of that is a function of the location, the community is mostly dark and has a lot of vacant places for people who need a place to be. There are no eyes on the street. That’s a real challenge for developers and residents to pioneer when that is something they will have to face.”

“There are a lot of environmental challenges that require expensive treatment or may exclude residential on the ground level. It’s challenging to find uses that activate the street level.”

"Rezoning it properly, let's be proactive about zoning, there is transit and everything else. Let's look at the commercial zoning and try to do some big rezoning like Transit Oriented Zoning and RMU"

"If you do nothing, you just gonna get this hodgepodge of development. you have developers coming in saying, let's just do a big rectangular building, with poor design, no activation... So to me, the worst thing that can happen, do nothing. Just let things happen."

"The TRAX station right around 2100 South, that is going to be a challenge because it's such a busy street. You are starting to see that development around the TRAX Station, but how do you connect?"

"The City feels less safe. It's more walkable and bikeable but it's less safe"

"We are building all this housing, inexpensive, poorly built, not even a brick façade"

"These are functionally obsolete buildings for what you need today [for warehouse and manufacturing]. They need lots of things for these businesses to work."

"There are these are short blocks and long blocks with tons of orphan alleys. The number of orphan alleys down there with and without easements is staggering. Also, this whole area is polluted."

"You've got to have someone like us willing to invest. But you've got to remove every barrier, every single barrier that you have to get through the City digestive track you've got to remove, it's not a zoning issue, you have to make sure you have a speed for businesses to want to relocate."

"We need the business ombudsman. You need someone in the City and economic development that can get shit done. You've got to get the businesses open and quick and you want them here."

"I have to run guys with tents off the new bike lane, and I've always got more transients, now that it's [300 West bike lane] done. That's been frustrating. There's all kinds of stuff that I pick up. I always just come in Monday and clean up from the weekend and then get to work. The homeless is the biggest problem for sure. No question. No question."

"The street flows really well. Some of the side streets are awful, they need to come in and like fix them just in maintenance, but I don't think there's like traffic congestion. But I would love to not have that happen here."

"All that stucco and stick garbage stuff that they are building. Everything is cheap as you can build it That's just not it's not going to be a long-term thing for a neighborhood that's going to make it better there needs to be a standard brick or something that's more visually appealing maybe side yards and things like that."

"[Hanson Ave] is not equipped to handle any more traffic going in and out of it. Making sure that traffic can be routed and can get in and out of those areas."

"I know there's talk of people wanting to put in a TRAX station at 1700. South, if at all possibility I would be in favor of that as well, it would just make it easier for employees for people to take transit to work currently."

"I support the idea that of encouraging, biking, transit, walking, I actually highly support that. And I'm in favor of it."

"I am worried about the ongoing issues with crime and homelessness in the immediate area surrounding the homeless center, and how it's going to affect business owners. I think that there are people on both sides of that fence who are ready to sell and get out. And some that are wanting a better solution. So I am in the I want a better solution camp. I'm not ready to sell and get out yet."

"My belief is that bringing in new construction and new housing and new developments is only going to help the cause of increasing the standards and the beautification of the neighborhood."

"What could make it even better is nighttime activity. This is a daytime market because there aren't any rooftops around."

"I don't see any [challenges]. There was a homeless issue but it's not as bad. There has been some crime. Honestly the more new development, the less there is going to be."

"People are coming in and we need to have places for them to live. And arguing against it, it's kind of a losing argument. But there has to be a balance in terms of the services available to them. Otherwise, we have these huge residential sectors filled with people and nothing for them to do."

"It is very contained by vehicular barriers, creating a micro-ecosystem within that space."

"The biggest roadblock is a fair amount of crime. We have a lot of car break-ins in our parking lot."

"Parking is a pretty big issue. We are looking to expand parking across the street."

"An issue is the amount of low-income housing and its effect on the space. It is important to have a mixture of incomes for housing."

"You've got a focus area that's bifurcated by a rail with no East-West cross access between 1700 South and 2100 South."

3. Which existing qualities or strengths of the area do you believe should be emphasized or leveraged in future growth, development, and planning efforts?

"It's got some of the best bike infrastructure in the City right now"

"I think the areas that got to remain sort of commercial. And that's how I would envision it staying."

"I actually love the area here. We're a specialty business. So, it's not like we need to be high profile, but certainly because of Costco, lots of people see us here. [I] Feel safe here for the most part."

"I think that it stays easy to access by cars. That's very important. I don't know if you know how much an accordion weighs, but they are like 30-35 pounds. This is not something that you go on a bicycle with or on TRAX"

"I think the ballpark District is so funky and fun and we should capitalize on it keeping the industrial history of the place while keeping it chic and fun and people wanting to come"

"The Ballpark has a definitive identity. There is a lot there to tap into. If it develops in the right way, people will attach to it and give it life. The drivers are there, great access to transit, interstate, and emerging multimodal. People can get there and the big box retail generates activity."

"The fact that there is a commitment to the infrastructure pieces I appreciate that people will be able to cross safely to get to a multimodal path. I wish they had gone a little further and separated the bike lane. The transportation department needs to be a bit bolder"

"The reason people want to be there is jobs. These smaller buildings and smaller lots are going to be harder to redevelop. Opportunity is there for higher-end manufacturing, some way to support that in City policy and create jobs that pay well and are stable. Creating a live-work neighborhood."

"The big thing, they've already done it, they redid third west, you know, bike lanes managing the traffic flow"

"Maintaining the history of the area in terms of its commercial and industrial history, I think is important"

"I would say the next 10 years or so, it's going to be, I'll call it mixed use. I think the manufacturing pure industrial was probably going to go away. But I think that the commercials gotta stay"

"We can't have those big box stores leave"

"The accessibility of the off ramps on 13th and 21st"

"I do think that probably is a good place for housing. I like the CG zone, it's good that you can have somebody come in and do kind of whatever they want with the land. It leaves options for auto shops, or manufacturing, there's a lot of dead-end side streets that butt up against I15. And it's like those are great side streets to have a little manufacturing plant or something down at the end."

"I liked that it has kind of a unique makeup meaning like you've got everything from an insulation company to now there's some new housing developments."

"The dedicated bike lane is great infrastructure that should have residential everywhere you can."

"We welcome as much residential in the neighborhood. There is plenty of retail in the neighborhood to support it."

"We were a working-class community. People come into our community, they work, they grow their socio-economic status. We're very close to a major tax base. We are very close to major corridors. We are a great location. A great location to live and to leave."

"The central point station is the busiest station on the Wasatch Front. So there's a strategic opportunity for us with our real estate investment in that location. Pedestrian connectivity from the north side to the South Side [of 2100 South] is pretty critical to us."

"If you can build a residential setting where people can come home and park and walk to the grocery store I think that's a big part of why Sugar House is so attractive. We have lots of grocery stores and lots of amenities, for people to come home, park, stay out of their car and have a big life. This area has the ability to have the same kind of intensity."

"I think it's convenience of circulation. Anybody on the Wasatch Front, can get here quickly via the freeway system, and now rail. You got to preserve the functionality of circulation. Because I think that's what makes this most appealing. The adjacency of services with rail and mass transit will continue to become more and more important. We shouldn't be trying to develop the City with more vehicular circulation, but also there are areas that their economic engines are 100% reliant on vehicular circulation."

4. How do you envision a successful balance between new development and preserving the area existing character and strengths?

"I hope we don't see a lot more high-density housing here"

"There is not enough parking for them (on site), so then they end up demanding that they have part of the streets to park on"

"Don't just flood it all with houses. Maybe there's some like incentives to not ripping things down."

"If warehouse and small manufacturers, and retail don't own their space, it might be difficult to protect specialty shops. It would be great to fill in businesses moving out with high-end manufacturers and start-ups. We want to encourage those retailers and servicers within Salt Lake City. They provide a unique opportunity, and this is the right place for that. Not everything needs to be pushed to the northwest quadrant."

"The incubators [space] it's going away. I don't know of any available and it's going away quick"

"I don't know how much character the neighborhood has"

"I would argue for the preservation of a manufacturing space in that area, and could it continue as mixed use. That's what I would propose that we do. I think that'll be a disservice overall to the community [to zone out manufacturing]. Because there are a lot of businesses in that area"

"You've got businesses who have been in our area for 40 plus years, most of them are small businesses, so they don't necessarily have anywhere to go. I would argue for a continued mixed-use zoning in our in our area."

"Maybe the answer is to allow a backyard cottage. I think allowing the [single-family residential] neighborhoods to sit out on change is not realistic."

"All these neighborhoods have mandated ground-floor retail with not a lot of flexibility. You end up with a lot of empty retail. Structured parking kills the neighborhood feel and pedestrian environment. So, there should be a required occupied uses on the ground floor but there should be flexibility. The ground floor should be required to be 15' to structure regardless of use to be adapted in the future, including parking structures."

"People are coming in and we need to have places for them to live. And arguing against it, it's kind of a losing argument. But there has to be a balance in terms of the services available to them. Otherwise, we have these huge residential sectors filled with people and nothing for them to do."

"There is a lot of opportunities for those buildings [warehouses] to be repurposed. There does seem to be an opportunity for these old buildings to take on entrepreneurial risk. To repurpose for local or new businesses"

"I don't see much character or identity in the area. I see it as unnamed old buildings that are sometimes vacant, the Walmart/Target area. I don't see a lot of Identity to preserve."

5. What specific types of amenities do you believe are needed to support the neighborhood?

"If there could be maybe a little small park and more greenery"

"I do like wider sidewalks. It makes no sense to me the narrow sidewalk right up to the units... And I just hope we see no more of that."

"Put in a little park like there's a tiny kids playground, there's a place to fill up your water, and a couple of seats having those little pockets would be awesome."

"There's not really any public space, it would be great to have more of those spaces. It's something you have to do. Long-term there are not a whole lot of public spaces to do community building. It is a place to drive in and drive out. Whatever zoning is settled on it needs to focus on the public realm, on the edges. Pocket parks would be great. Right now, it is a scenario where the public way is completely devoted to getting people in and out."

"I think that to develop a neighborhood it has to have an identity. It has to have a sense of place"

"A transit amenity that would be really good is a TRAX station on 1700 South, for sure"

What are we doing with the public utilities land let's make it a park. How many opportunities in the downtown core to make a major urban park, not very many of them, but this is one"

"If you do an S-Line type train here [to delta center] it changes things"

"We've got to have arts districts arts, we've got to have a reason to bring people"

"There's a whole TRAX line. Why did they not put the bike lane right there? It would have been perfect It's totally safe. It's totally already laid out, you know where you're going especially from 33rd down to 9th south or something."

"What's a little bit lacking in the neighborhood is entertainment. If you're going to put a high density of people in the area, you don't have movie theaters, there aren't any bars, or joints where people can hang out in the evening." "I am personally very concerned about climate change. I am for anything you can do to require developers to build more sustainable buildings."

"Making sure there is a mix of incomes. Housing prices are currently reasonable. Trying to get ahead of housing affordability."

"If you are going to put in a bunch of housing people need places to congregate. Kids need grass to run on. The market can fix a lot of that."

"There is no way to get from single-family homes to the west. It is walled off from all this great retail. [A pedestrian crossing] would be a benefit for those neighbors."

"We need places to eat, we need things that will draw people into our neighborhood."

"For members [of the Front] , there isn't a reason for people to stay in the neighborhood. We have a few thousand members from across the valley. We've created a microsystem within the gym. A grocery store or a coffee shop might convince people to stay in the area. There is limited desirability in the area."

"Since it's an Industrial area, our courtyard is a little oasis that brings a lot of life and character. The more green space with public access would bring a lot. A dog park would be cool."

6. What barriers or challenges do you perceive when it comes to engaging the community in discussions about neighborhood growth and planning?

"We'd like to probably see more follow through and have everybody on the same page. It feels like everybody has these great ideas, but are we executing it collaboratively?"

"It would have been cool to have some sort of committee or liaisons like actually physically going into the businesses that are around 300 West and being like, how are things going?"

"It almost needs a business improvement district and to have Ballpark leadership is engaged."

"I think have a bigger overall vision and just start talking about it in a positive way. More often and frequently. They need to sell the idea, you need to talk about the benefits"

"The City has a good network set up that I wasn't really aware of until recently, with the Neighborhood Council and the homeless center council, I think those are good ways to communicate. That's the only thing I'd suggest just promoting neighborhood council meetings."

"I don't see a lot of effort put out to engage the community. And when it is, it's through channels that are just insufficient"

"It's been hard to get involvement or engagement in these projects. The lack of engagement is due to a lack of ownership or understanding of their potential impact."

7. How can communication, transparency, and trust between the City and community be improved, and ensure that the community concerns and feedback are genuinely heard and addressed in decision-making processes? What strategies or approaches would you recommend?

"I think as long as we're all notified and have a voice"

"Transparency requires an intention to be transparent. And I don't quite see that a lot of things are kind of held back. It would be great if there's an effort to publicize those things."

Selected Interview Quotes

Part 2: By Stakeholder Group

Landowner

1. What is your vision for the future of your property?

"I want to remain as a commercial industry property that it's an asset to the neighborhood"

"I just purchased a building on 300 West. I want to get it up to the standard of what 300 West has, I want it to look nice on the outside, and I want it to be nice on the inside."

"We're planning to continue to operate in the neighborhood. We are planning to expand which we are in the process of expanding right now. We actually purchased another company, and we're going to be moving that company from Pennsylvania to Salt Lake City."

"We are currently expanding our location to the north of us, nearly doubling our capacity. We are currently at capacity membership-wise. With that expansion, we look to improve our facilities and expand our offerings."

"It's likely residential, perhaps, with some mild variants of mixed-use. Densification would be helpful given the massive amount of really well-planned infrastructure at the station. We think that's a wonderful opportunity. That's why we bought it. So we'd like to be able to be sensitive to our neighbors, but be able to go much higher than 45 feet."

2. Do you have any plans for changes or redevelopment of your land in the near or distant future?

"Increase Security"

"We are building 200 family-focused units. On our ground level, we will have amenity space, a significant daycare, and a playground to serve those residents. We anticipate it to be long-term residents with large multigenerational families."

"We are really trying to set a tone. It's the gateway to the ballpark. We are hoping to do something that creates a center of gravity. We want it to be distinguished. The neighborhood right now is a little gritty."

"I like what I do. So, I don't plan on making any changes. I keep my property up pretty good. I don't think I'm going to do anything for at least a few years. I did look at possibly doing some apartments here. I just didn't feel like it was time. I may redevelop it at some point, but not for a while, and I'd probably do housing"

"If a land developer came in and offered enough money, I would consider selling and setting up shop somewhere else. But that would not be for at least five years. I want to stay if I can"

"The buildings [Marketplace at 18th] are 15 years old and have a lot of economic life. I don't think I am a candidate for redevelopment for decades."

"Flexibility around ground-floor retail is something that should be considered. There are times and places where it's really suitable. And there are other types of places where, frankly, it just is gonna fail. It's gonna be empty, and it's gonna cost more. You can activate the streetscape without having being required to have blanket retail."

"If we have flexibility with regards to layout and design and site circumstances, we can be far more creative, and far more efficient in space planning. When developing [new zoning], offering some subjective, well-thought-out alternatives, would be very, very helpful. And achieve a wonderful result."

3. What challenges do you anticipate in managing your land or implementing your plans?

"We will see how the utilities go since there isn't a lot of updated infrastructure in place and may need to upgrade capacity."

"This is a difficult market to be developing in. In the short term, it will be a difficult neighborhood to develop as it cost as much as downtown without the same market rents."

"How do you keep this area from becoming North Temple? The infrastructure was invested in, and people came and built the shittiest product. And it will be there for decades. That's the face of the neighborhood right now. It may benefit the City to retain zoning that requires some design review to control quality development... That's a reasonable check to make sure that things that are getting put in are making the most of the City investment."

"Investing in it it's gonna appeal to tenants that want to be there because it's a vibrant neighborhood"

"The only challenge I see as the neighborhood gets denser and there is more traffic it may get harder to get to my property."

"Parking and accessibility. In order to bring in more members we will need more parking."

SOCIAL PINPOINT SUMMARY

Below is a description of the Mapping Activity and Instructions for the Social Pinpoint.

Social Pinpoint Project:

Social Pinpoint-SLC300West ([LINK TO THIS](#))

Project Timeframe:

27 May 2023 MST to 14 Sept 2023 MST

Social Pinpoint Project Description:

[The 300 West Corridor and SLC Central Pointe Station Area Plan](#)

Mapping Activity

Welcome to the 300 West Mapping Activity! Use the online commenting on the map to tell us your ideas for opportunities or improvements along the 300 West corridor from 1000 South to 2100 South.

Leer en español

Cambie de idioma haciendo clic en el icono de la barra superior derecha.

Google Translate is enabled on the map at the top right, so users can switch languages.

Instructions

- **STEP 1:** Review the Comment Icons from the left side bar—New public open spaces, new stores/dining options, add or keep parking, new housing, more trees, and pedestrian or bicyclist safety concern.
- **STEP 2:** Click on the “Add a Comment” button at the top of the screen. A pop-up with a markers/icons will appear based on the Core Category you clicked on.
- **STEP 3:** Once you’ve added your comments, go to the “Activity Tab” in the sidebar to see what others in the community have said. Feel free to “like” or “dislike” the comments you review in addition to your own.
- **STEP 4:** Share with your friends!

Your input will help guide Salt Lake City's new plan and zoning for the area. For more information about those planning efforts please go to the main project webpage.

Overall Summary:

*(Some information is provided by Google Analytics and as such may be inaccurate due to end user ad blockers, disabled access to Google or data sampling.)

There were 1886 Total Visits (The number of times this project was loaded or reloaded in a browser*.)

765 Unique Users (The total number of uniquely identified visitors*.)

With Users spending and Avg Time (min) of 2:34 (Average amount of time that visitors spend on a page in the project*.)

Of those, 65 have provided 163 Comments.

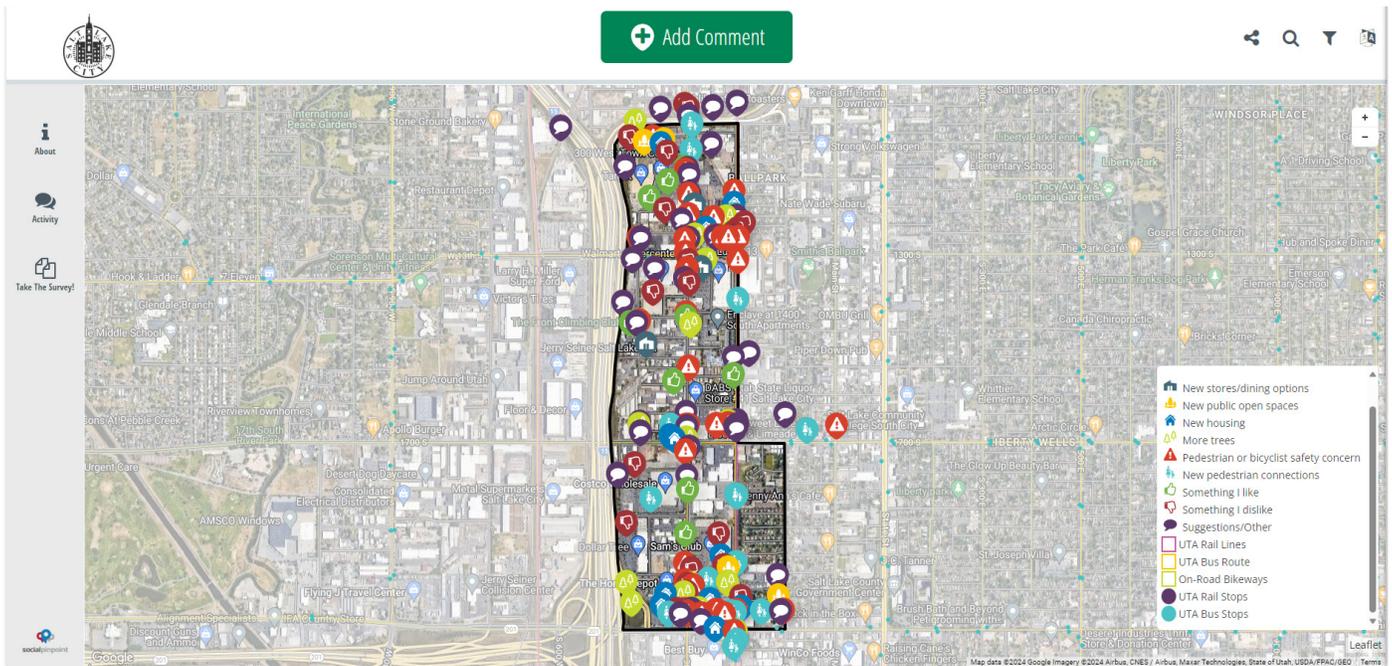


Figure 85: Social Pinpoint Map Views as of January 2, 2024.

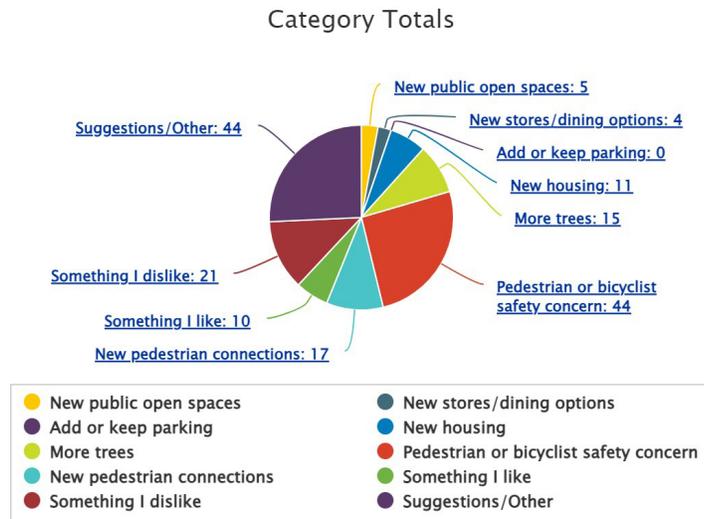


Figure 86: Comment Type Percentage and Category Totals.

Comment Type Percentages and Category Totals

For overall Comment Types users were able to input comments regarding a desire or need for new stores/dining options, new public open spaces, new housing, more trees, pedestrian or bicyclist safety concerns, new pedestrian connections, input something they “like” or “dislike” about existing conditions, as well as add suggestions/other comments within the 300 West Social Pinpoint study area boundary between I-15, 900 S*, 1400 S, 1700 S, West Temple St, and 2100 S. Most users had comments or added markers regarding Pedestrian and/or Bicyclist Concerns and had Additional/ Other Suggestions (which can be found in a separate spreadsheet.) Little to no comments were found regarding Adding or Keeping Parking.

44 additions to the map were Suggestions/Other comments, 44 were Pedestrian or bicyclist safety concerns, 21 additions were areas that users found Something they disliked, 17 additions were areas where users requested New pedestrian connections, 15 additions were from users that found places that needed More trees, 11 additions were areas users wanted New housing, 10 additions from were Something they liked, 5 additions were regarding the need for New public open spaces, 4 additions were a request for New store/dining options. No (0) users placed a marker on the map to Add or keep parking.

The top two comment types were Pedestrian or bicyclist safety concerns and Suggestions/other, both with 25.7% each. New pedestrian connections had 9.9% of votes, a request for More trees throughout the site area had 8.8%, and New housing had 6.4%. New stores / dining options and New public open spaces were both the lowest at 2.3% and 2.9% respectively.

Something I dislike received 12.3% of votes while Something I like received 5.8%, suggesting that users overall would like to see improvement on the site.

Additional Social Pinpoint Comments

"This whole corridor is extremely car centric. Any public spaces that can be offered will be a vast improvement."

"This parking lot is rarely full. Surely there is a better use than a heat island?"

"A rare opportunity for a community space??"

"This lot seems like a great opportunity for affordable housing?"

"This row of buildings with no side setbacks would make a perfect dining, bar, and entertainment option"

"How bout f**king finishing the road first?"

"this street is so dangerous for pedestrians— can we add cross walks along 13th at the TRAX"

"there are little to no trees in this area. more would be great!"

"Getting a safer/more consistent bike and ped connection at this intersection would be a game changer. Central Pointe has some of the best transit service in the City, and it would be great to have a safer/more comfortable connection to all of the businesses on the northwest side of the intersection."

"Can we encourage a grocery store in this area? Walmart is not a grocery!"

"The sudden right turn here for vehicles into the Home Depot parking lot is intense and somewhat unsafe."

"Trees please!"

"Every property within 1/2 mile of all TRAX stops should allow a significant amount of housing. There is way too much strip commercial on the north side of 2100 South"

"The new bicycle signals at the intersections here are great!"

"So many people cross here illegally because there is no safe north/south pedestrian and bicycle crossing. It seems like people are going to/from the Ballpark TRAX stop to businesses to the south, like Lowes."

"Are you coordinating this plan with South Salt Lake? It seems like they have big plans for this area. Nothing should be proposed without conversations with SSL."

"Could this become an S-line-like multi-modal corridor?"

"if housing is built along 1300 s it needs more set back. the new apartment building doesn't have enough sidewalk and no green space. and the grass between it and the TRAX station is a new danger zone w rodents in the unmowed grass!"

"It would be great to have a north/south pedestrian and bicycle crossing right here."

"17th South is a defacto bicycle byway. It would be nice to have an improved connection from the 3rd West trail to the east-west route here."

"This has the potential to be a much better cyclist-friendly intersection, maybe with bike boxes, bicycle crossing signals, etc."

"Generally not in favor of isolating higher-density housing by itself in commercial areas, and so close to a major freeway."

"It would be really cool to have a pedestrian bridge somewhere in this area."

"Some great businesses in this area. Worth making sure they can continue functioning and offering their services to the City."

"Great to have more EV charging options like the ones here!"

"Improving the pedestrian and bicycle connections to/from Central Pointe is essential. They could be improved in so many ways, even if it will be difficult."

"It seems like there shouldn't be so much parking so close to a TRAX station. You don't need a car to get here, so we shouldn't need so much parking. Surely we can use this space better"

"It appears (let me know if I'm wrong) that the City is just making the West side of 300 East travel friendly. I'm unsure as to why that was the chosen side - does it have more foot traffic? It seems like that wouldn't be the case with the train/housing being on the East side of 300 West. This area of sidewalk is absolute trash andamp; so dangerous. Turning here is SUPER dangerous. Please urge the City to focus on this portion."

"Sam's Club may do less business than Costco, but parking is needed especially during the Holiday Season. I can't imagine going to Sam's Club via TRAX and purchasing a bale of Toilet Paper and Paper Towels and transporting them home via TRAX. Leave this area alone"

"With the volume of traffic on 2100 South, Bicycles should be banned from using this street. SLC seems to be creating more bottlenecks by narrowing heavily traffic streets with Bicycles. Somehow enforcement needs to teach cyclists how to obey traffic rules. There are hundreds on near misses between bicycles and motor vehicles each day. SLC should designate bicycle routes and free some streets from bicycle traffic altogether."

"Anywhere people live - apartment buildings, spaces zoned residential - should have tree cover and shade. Otherwise this becomes a highly unpleasant heat island."

"The residential apartments here should open onto a tree-lined street."

"More trees near high-density housing."

"The bike lanes on 300W are great but they need to connect with the ones on 1300S. Right now there is a gap between State St and 300W in bicycle connectivity on 1300S that really limits the usefulness of the bike lanes on both 300W and those on 1300S"

"300 West is an important thoroughfare for cars and for access to businesses. Restrictions on cars could cause major access problems for residents, consumers, and businesses and would not be an improvement."

"While public input is always useful, I hope Salt Lake City officials understand that this is not a scientific (i.e., random-sample) survey and that the results are not necessarily representative of City residents. On this survey, responses are coming from a self-selecting sample, and therefore the validity of the survey is dubious."

"No easy access to apartments, restaurants, businesses and gas station from southbound traffic causing more congestion at various other points."

"SO CLEARLY THIS HAS ALL BEEN PLANNED OUT BY THE CITY AND WITH INVESTMENT GROUPS TO BUY UP ALL THE LAND AND PUSH OUT ALL THE OLD BUSINESSES EITHER BY MOVING OUT OR PUTTING OUT OF BUSINESS, WE WOULD ALL GLADLY LEAVE IF YOU WOULD ALL HELP US RELOCATE."

"I HAVE NOT SEEN A SINGLE PERSON USE THE BIKE YET."

"Pedestrian crossing is desperately needed. People cross here now and they always will."

"This freeway ramp is not necessary and it divides this area. Re-purpose it as park/trail space."

"The rock climbing gym is a great destination for the area. However, there are too many cars going in and out searching for parking. It would be nice to connect it better to the 300 West Trail."

"Many cyclists and pedestrians cross under the freeway here, but it is dangerous, and the sidewalk is the only safe option for cyclists. A multi-use trail north of Wal-Mart would be a great investment."

"Put a TRAX station here"

"YEAH THAT'S GOOD LETS PUT IN AS MANY TREES AS WE CAN, SINCE WE DON'T LIVE IN A DESERT OR ANYTHING"

"The 1700 S corridor between I15 and the TRAX line should have less lanes of traffic and more trees"

"THE HOMELESSNESS IS AN REAL ISSUE IN THIS AREA. NOT GOOD FOR STARTING FAMILIES KIDS, WELL LETS BE HONEST 300 WEST IS A CESSPOOL, AND LETS GET THIS STRIAGHT IT IS ALL CAUSE BY THE CITY, THEY ARE 100% TO BLAME."

"Access into the train station off of 2100 South is too limited. It should be as easy as possible to roll your bike (or walk) off of the platform and toward whatever direction you're choosing to go."

"The 300 West Cycle Track is a great connection to Central Point, but the trail stops one block short. If we can't extend the trail then turning lanes should be reduced to create room on the road for cyclists heading to TRAX"

"Mid-block crossing needed for Grid City and other retail destinations and transit connections."

"Good location for a people-only modal filter crossing."

"Please build another train station at 1700 South! This is a critical east-west corridor and we need to lay the groundwork now for what it will become."

"Mid-block crossing needed to calm traffic and access TRAX"

"A pedestrian-only crossing here would create more vibrancy between the different residential pockets while enhancing access."

"Huge pedestrian crossing area with incredibly dangerous conditions."

"Build a multi-use trail from here into the Granary and jumpstart the 4th west rail extension"

"Make this a multi-use trail crossing, similar to the S-Line, in anticipation of future TRAX extensions to 400 west."

"Connect 400 West and Paxton Avenue as a Byway Route to the back side of the big box stores and new housing."

"Create a cut through here so residents on Lucy Ave don't have to go out and around on 1300 S to access the TRAX station."

"This entire intersection should be made much more pedestrian and cyclist friendly. Raised crosswalks, maybe even a fully raised intersection or traffic circles. Huge convergence point that is much too favorable to cars, even with the trail addition"

"Lucy Ave could be a great cycling street into and out of Ballpark station but this crossing is hostile and it dead ends at the tracks."

"Great modal filter and pedestrian cut through but currently designed with an invisible curb that presents a hazard to cyclists"

"We need as much mixed-use density around the train station as possible. Shops, houses, everything. Upzone the spot out of it."

"This parking lot suffocates the train station. Needs to be dramatically reconfigured."

"As much mixed-use density around the train station as possible. Upzone!"

"It should be illegal to build this much surface parking in Salt Lake City"

"Break up this ocean of asphalt. Anything is better than surface parking."

"More pubs near housing!"

"300 West would be a great spot for a new TRAX line. Let's lay the groundwork now."

"The 300 W bike corridor ends several blocks short of the Parleys trail as well! This is a really unfortunate oversight and makes for a dangerous few blocks of sidewalk riding!"

"Need more trees along 300 W here (and everywhere). The home depot parking lot is a serious heat island."

"Pedestrian cross needed here. Why was a center median placed here? People cross here from the Walmart and it should be safely accommodated rather than making them cross live traffic. It's a clear desire line that needs to be addressed instead of making people walk to these absurdly spaced out intersections."

"Excellent bike path! Keep this up."

"Crosswalks badly needed in this area."

"Traffic calming needed at driveways. Drivers are flying through stop signs and not yielding to people on the sidewalk and cycle path."

"Not sure how the City and state failed to connect the 300 West bike lane to the S-Line, but this was a huge missed opportunity that should be rectified to unlock the power of the 300 West cycle track."

"This street was built for industry but is now home to a super popular climbing gym plus new apartments going up. Street needs to be redesigned for safety for all modes. Cars parked at corners/intersections and driveways reduce visibility and make it less safe."

"The City needs to stop ignoring 1700 South as a pedestrian and bicycle priority corridor. There are no safe routes on 1300 South or 2100 South. 1700 South fills this need, but it is not safe infrastructure. The City knows this, yet neglects prioritizing the work to make improvements. Now is the time."

"Building Salt Lake wrote a story about how there is enough density in this area to support an urban transit stop here. The City should engage UTA to add a station."

"Why did the City put flat curbs at all four legs of this intersection? Someone waiting to cross the street will almost certainly be killed by a truck."

"CostCo appears to be land-banking this section of land. Is there a way the City could work with the company that would lead to market-rate housing being added here?"

"Please don't put more bike lanes along this area on Third West. There are so many places around the City where bike lanes have been installed and are never used. These unused bike lanes simply impede the flow of traffic."

"Third West is a major route to businesses. Please don't make it difficult for customers to access these businesses."

"It would be great to add more public or green spaces to the area."

"Who is receiving this survey? I question the validity of these public input opportunities because I suspect the audience is narrowly defined. You're probably not getting a wide enough sample of comments."

"Need more trees to lower heat throughout the area. Feels like a concrete jungle that is hotter than the rest of the City."

"These large open parking lots are a waste of space and cause temperatures to increase during summer. Why can't parking lots in this area be required to be underground and/or stacked?"

"Why can't these large warehouse buildings and parking lots have some sort of solar powered panels or possibly private/public greenspace?"

"A pedestrian/bike bridge or tunnel would be great in this high traffic area."

"HAS EVERY ONE ON THE THIS CHAT LOST THEIR MINDS ON THE PARKING GARAGE. HAS ANYONE BEEN IN THE WALMART GARAGE ON 1300 IT'S LIKE THE WALKING DEAD IN THERE"

"HAS ANYONE ACTUALLY BEEN TO CALIFORNIA IN THIS CHAT. APARTMENT COMPLEX UPON APARTMENT COMPLEX WITH HOMELESS EVERYWHERE. I FEEL LIKE I'M THE ONLY ONE THAT SEES WHATS GOING ON HERE. THE City HAS SEEN TEAMED UP WITH DEVELOPERS AND FORCED ALL THE LOCAL BUISNESSES OUT."

"We need a TRAX station here!"

"While it's outside of the study area, South Salt Lake needs guidance to help complete a better route for the Parleys Trail through this area."

"At the June Central 9th Community Council meeting, the representative from UDOT expressed interest in working with the community to enhance this underpass space and make it a safer, more walkable space. Let's aggressively pursue this!"

"Currently this area is automobile-oriented, which makes sense as it is close to four freeway exits. Perhaps the investment in pedestrian amenities should be directed elsewhere."

"I've seen multiple drivers blow through the pedestrian crossing signal here when I was trying to cross. Not sure if they were confused by construction, but maybe there is a a different option that would make it more clear that they have to stop?"

"We frequent Home Depot, Costco and PetSmart. Currently, there is no reason to walk since there is nothing to see between one parking lot and the next. The items we purchase are usually large and heavy, so we need our car. We also have our car serviced at Kia. If shade trees and interesting shops lined the sidewalk, we could be enticed to walk along 300 West while we wait."

"The exit/entrance into Walmart is not great for bike and pedestrians. This entrance should be closed."

"Look for ways to add more north/south connections or walkways to reduce all types of traffic on 300 W."

"This area of amazing retail businesses on 1700S all the way from W Temple over to State are terrific and could/should absolutely have a more accessible and protected pedestrian/bike thoroughfare, similar to the Central 9th neighborhood."

"Many pedestrians and bikes cross here. Currently it's difficult to press the push button, especially by bike. Needs traffic calming and leading pedestrian interval."

"While it's great that there are bike signals, they currently don't add information the walk signal does not. They should stay lit until a bike cannot feasibly cross (like when cars get a yellow). These also should activate automatically along the entire corridor. Why should we have to stop at a green light, push a button, and wait an entire cycle? We should be encouraging walking and biking to reduce traffic and pollution."

"1700 south is an important bike ped connection between east and west side. This can and should be safer and more comfortable to bike along."

"A pedestrian/bike pathway here would be nice so that you can get from The Marq Townhomes without walking all the way to 300 W first or climbing through a gap in the fence."

"A bike path right next to the freeway. Add entrances to The Front Climbing Gym, The Marq Townhomes , and other businesses. Connect 400 W with 1300 S"

"A bike path right next to the freeway. Add entrances to The Front Climbing Gym, Walmart, and other businesses. Connect 1300 S with 1700 S"

"I've never seen this parking lot full. Cars drive through the parking lot at high speeds to avoid the speed bumps on the west side."

"more trees"

"more trees"

"Bike path right next to the freeway"

"A bike path here would be awesome. connect 300w with 400w"

"A bike path here would be awesome. connect 200w with 300w"

"Why is the crossing median placed directly in front of Paramount? First responders and delivery vehicles can't access GMRC or neighboring businesses. This is a safety concern."

"Why are none of the new medians/cutouts safety striped with reflective paint?
The cement disappears at dark.
Does the City only care about bikes?
HUGE safety issue for all people using 300 W"

"THE CONES ON 300 WEST IS OUT OF CONTROL. ITS LIKE A MAZE. PLEASE DO SOMETHING ABOUT THIS. THE CONTRACTOR IS MILKING THIS PROJECT AND WE ARE PAYING FOR IT."

"There needs to be a City street placed at the end of Hansen Avenue connecting it to 1700 south. There is a large apartment complex planned to be built between Hansen Ave. and 1700 south. The traffic from Hansen Ave. to 300 West will be highly increased causing problems there. It would greatly help to alleviate traffic congestion along 300 W and allow more housing to be built at the same time."

"This intersection is difficult to enter/exit. There is a large housing complex being planned to be built between 1700 south and Hansen Ave. Please purchase land at the west end of Hansen Ave. to allow for a second inlet/outlet to this street off 1700 south. It will greatly reduce the traffic problems at this intersection."

"Please station more trash cans throughout all of 300 west. The place looks like a landfill."

"UTA Transit Police officers should ticket people who J-Walk. I have often had to slam on my brakes to avoid hitting homeless and TRAX users who unlawfully J-Walk. I recommend (Yes, I know how much a Pedestrian Bridge costs) installing a Pedestrian bridge right by the TRAX line to stop people from J-Walking. Much safer if a Pedestrian Bridge is installed."

"Remove some of the grass by the utility pole and pour a concrete pad so the homeless people begging for money can have a safe place to stand. They are always there and I don't see them going away."

"No need to do anything about the traffic here. Yes, cars will exit this street rapidly because they NARROWED the road by one lane. Therefore, when you see an opportunity to turn right, you have to go like a bat out of hell. REMEMBER, it is the PEDESTRIAN'S responsibility to watch for traffic."

"It is a ROAD for cars! Of course it is favorable to cars. The problem isn't the road. The problem is pedestrians."

"Fix this intersection. Widen the road in the Northbound direction so as to add a dedicated Left Turn Lane into Target. Please add a cue when striping. People turning left into Target cause back ups on the Northbound Through Lanes."

"Serious problem with jay walking!!!! Increased potential of vehicle/pedestrian accidents. Suggest installing barriers to prevent illegal crossing. SLC has constructed more cross walks across 300 West

but that DOES NOT SOLVE THE PROBLEM!! Jay walkers live outside of the law without any fear of any consequence, and so far SLC has chosen to ignore the serious problem."

"We need another train/TRAX station at 1700 S. The two stations north and south are four blocks away and 1700 is closer to much more populated areas."

"Rail trail that completes the connection between central pointe and 300 w bike lane"

"blinking crosswalk here would be great - there is a lot of traffic coming in and out of the gas station but occasionally people cross between the shopping centers and it would be nice to have a safe place to cross"

"more trees in all parking lots please"

"This area belongs to "The Treasure Bin" but is totally neglected, it's full of garbage, homeless and workers go there, they drink and they leave their beer cans and garbage, it's now a landfill full of random garbage."

"There should be more patrolling, and law enforcement in all TRAX stations but specifically at Ballpark, I've seen people smoking crack at the station, Heck I've seen people sucking smoke out of heating a piece of aluminum paper inside the Train, who knows what that was, I got off the train right away."

"This station is full of homeless tripping on drugs quite uncomfortable and unsafe."

"I'm actually really happy with the new bike lane and side walks, it really make walking much nicer and improved the whole area."

"You ask how you could make the area more pedestrian and family friendly? How could you incentivize people using public transportation? Well you would need to make people feel safe and how do you do that you may ask ? Well first and foremost you take care of the homeless, the people tripping, screaming and yelling, that sure does not make me feel safe."

"I don't have a car, I use TRAX often and it can be quite disturbing at times."

"Please paint the bicycle lane here. Residents of the new apartments are using it as a parking strip."

"This area here becomes a traffic concern. There are people trying to turn into the Colony B apartments while people are trying to turn into Lowes. Unfortunately this is so close to a traffic light that putting a stop sign here might back up traffic."

"contrary to other comments, this bottom right corner of sams club parking is ALWAYS empty, even during the busiest hours and holidays."

"i think more trees, grass, or even a small dog park would be great here because the people living in the apartments next door have only a tiny strip of grass to take their dogs out to."

"so you build a nice new bike lane and then just give it up as it hits one of the most dangerous intersections around at 21st S and 300 W.? I understand it transitions to SSL after 21st and the City of South Salt Lake is almost completely devoid of bike planning but you could at least create some sort of system on the SLC side to get us through the intersection of death."

"A GreenBike station at or near the climbing gym would be very helpful as a last mile solution for commuting from Downton. A station at Ballpark and Central pointe would increase the usefulness."

"New bars, restaurants and entertainment options would make the climbing gym a central part of a larger new district similar to RiNo in Denver"

"1700s needs a remodel, this street would benefits from improved pedestrians and bicyclists access. Creating a connection from 17th South River Parkway to Wasatch Hollows would be ideal."

"It is time this highway overpass be rerouted onto 300w! Or at the very least rerouted!"

"More trees needed generally in this area. Like others have said, it's absurdly hot in the summers due minimal buildings and tons of concrete"

"I am super happy with the new protected bike lane. I hope the City continues to build lanes just like this throughout the City. If our roads are wide enough to turn and oxcart they are wide enough to add protected bike lanes.
For future designs, I would like to see raised dive ways out of business to slow traffic coming in and out of business to increase safety, instead of the bike lane dipping down."

"There is a BEAUTIFUL bike lane all the way to Home Depot, then it disappears and anyone not in a car has to risk their life crossing 21st South. Then they need to navigate a block south and two blocks west to connect to the Parleys trail.
This zone of improvement should be expanded south to the Parleys trail to add a connection. The lack of connection greatly impeds bike access from the Parley's trail along third south. A fluid connection MUST be built."

"There is a big missed opportunity to create a bicycle network, instead of another bicycle path. The fantastic Kensington byway hopefully coming next year will only go to West Temple. If it were to be extended just two blocks west the City would move closer to a complete bicycle network. I know there is the TRAX line and businesses, so maybe adding better lanes and crossing at 17th South and 13th South for pedestrians and bicyclists."

"I love the bike and pedestrian path on the West side of the street, but the pedestrian access is dangerous on the East side. Equal human treatment on both sides of the street will also improve business access on the East side. I love the bike lanes, but please mirror them in future designs."

"hate target, hate costco, hate samsclub, like me trees, like me housing, like me rail lines"

"The new median here allows only cars to turn west into Home Depot if headed north bound. i.e. there is only one turn lane coming from the north bound lanes. I often see cars ignoring the right turn only signage here including UTA police vehicles. Additionally this has become a hassle getting to the apartments safely on the east side while traveling south on 300w."

"Dog park and trees"

"More trees"

"Trees beautify this rough housing"

"The S-Line path/Parley's trail MUST connect to the Central Pointe platform. We shouldn't have to walk all the way around up to 2100 S to get from the path to the TRAX station."

"there should be a mid block crossing here. this block is incredibly uncomfortable to walk"

"making the Sline to bus connection easier would be so nice"

"this station has no shade at any time of day more trees or more shade structure would go a long way. being in a best buy parking lot is not doing the station any favors"

"No need to have these large parking lots here. These could be repurposed as great townhomes/row houses. We need more housing in SLC not apartments. This area should not just be for retail box stores with massive parking lots."

"Same comment as over at best buy There is absolutly no need to have these large parking lots here. These could be repurposed as great townhomes/row houses. We need more housing in SLC not apartments. This area should not just be for retail box stores with massive parking lots."

"This massive parking lot is overkill! Same comment as over at best buy, there is no need to have these large parking lots here. These could be repurposed as great townhomes/row houses. We need more housing in SLC not apartments. This area should not just be for retail box stores with massive parking lots."

"Unpopular opinion, but there really needs to be more East-West corridors on TRAX and Frontrunner. Why not make another S-line type train that runs up 1300E to 700E and out toward the west to serve our underserved west side of I-15. With the Bees leaving the area this gives great opportunities"

"Remove a lane on each side and create a protected bike lane. Streets are meant for all, not just cars!"

"This massive parking lot is overkill! Same comment as over at best buy, there is no need to have these large parking lots here. These could be repurposed as great townhomes/row houses. We need more housing in SLC not apartments. This area should not just be for retail box stores with massive parking lots."

"While outside the study area this right of way marks a very important piece of our past and future. This is the old Rio Grande Westers line meant to serve the Rio Grande Depot. This right of way is CENTRAL to the Rio Grande Plan which will establish a good central station in downtown. This plan MUST be done!"

"This back entrance to Costco crossed the new bikeway and could use better signage for drivers to watch for cyclists coming from both directions. I worry there will be a collision here based on the speed that drivers turn right when traveling south."

"The south end of this HD lot is seldom used for anything legitimate and it attracts criminal activity. A proposal should be made to the land owner to split this lot and add apts with first floor businesses; ideally a grocery to support all the new housing in this food desert part of town."

"Current design does not emphasize that you cannot turn right onto 9th after getting off the freeway. Many drivers turn right through the pedestrian / bike path in a dangerous manner."

"West Temple is being used to circumvent 300 W. The speeds are very fast. Around 40. Speed bulbs to slow traffic on this residential street would be preferred."

"It would be good if the plan could envision a better pedestrian/cyclist connection between Central Pointe and the Parley's Trail/S-Line greenway. It's quite confusing right now. Personally, I know this is a SSL issue, but they should be involved with this. A 12' path on West Temple from the train to Parley's would be ideal. Even better if it cuts through the commonwealth room straight to the platform."

"Please continue the 300 West separated bike path all the way to the TRAX station. (If that's not already in the works)"

"the fencing around the TRAX entrance/boarding zone makes it difficult to get to the train, it's a lot of walking inefficiently to make the train. very easy to miss the train because of the fencing blocking the way"

"walk signs should automatically turn when the light turns for cars, i should not have to race while walking to touch a button in time for the light"

"I acknowledge your efforts to enhance the neighborhood, and while the project appears promising, as a resident in the area, I would suggest focusing on addressing smaller issues initially, such as improving cleanliness and addressing the safety concerns related to the homeless population. The vicinity around the "Treasure Bin" has become quite unsightly, with a persistent garbage problem, giving it the appearance of a landfill."

"As a resident of this neighborhood, I believe that the primary concern is ensuring our safety. Presently, the homelessness issue in the area has escalated, and a significant portion of the homeless population here struggles with mental health issues or addiction, which can make their behavior unpredictable and unsettling for us. Our building has experienced multiple break-ins by homeless individuals seeking shelter from the cold. Don't get me wrong, I empathize with their struggles, but when it"

"Our building has experienced multiple break-ins by homeless individuals seeking shelter from the cold. Don't get me wrong, I empathize with their struggles, but when it comes to our property, I want to have the assurance that my family, including my kids and wife, will be secure."

Sentiment Totals:

The overall "Sentiment Totals", or how Users felt by ratings on comment markers about the corridor as it exists today, was mostly Negative or Neutral with a total of 171 votes; 63 of those votes were Negative, 50 were Neutral, 35 were Positive, and 23 were Mixed.

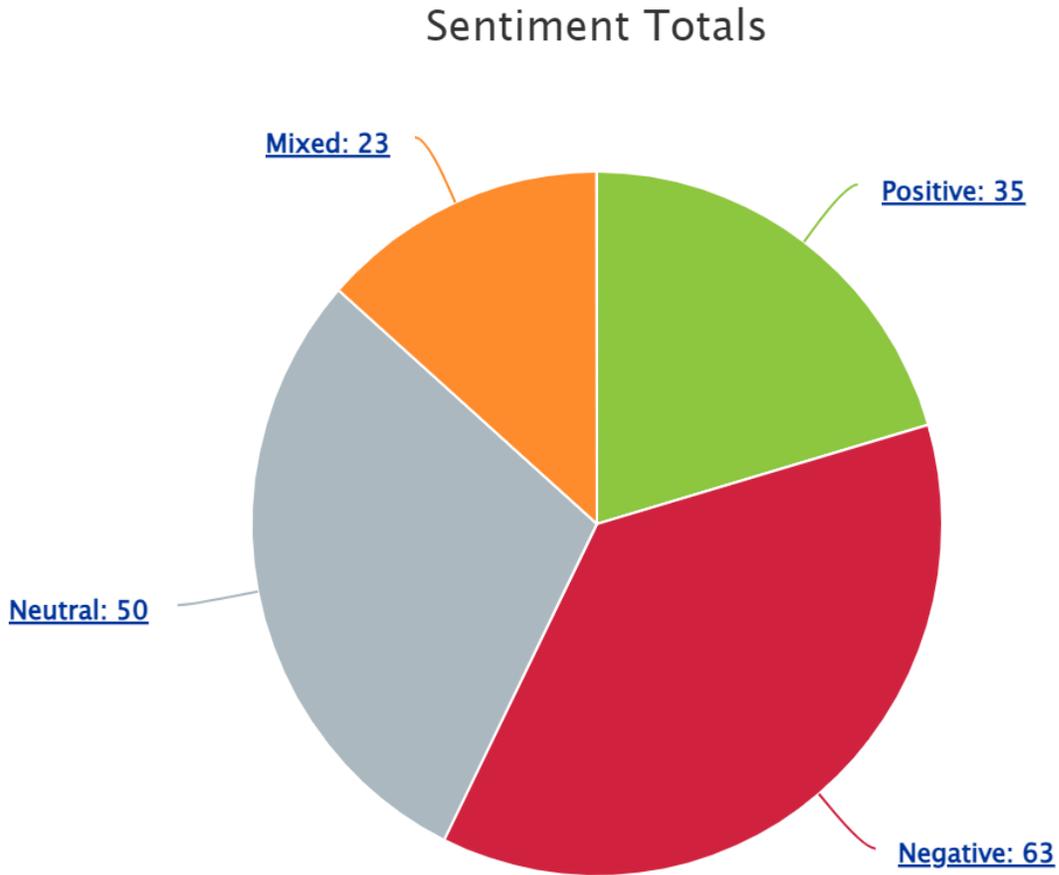
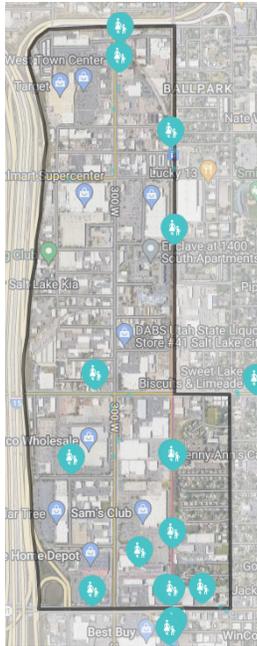


Figure 88: Sentiment Totals Chart showing the percentages of Users' feelings towards the existing site.



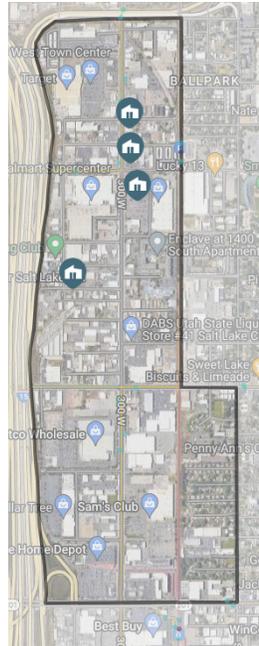
More Trees



New Pedestrian Crossings



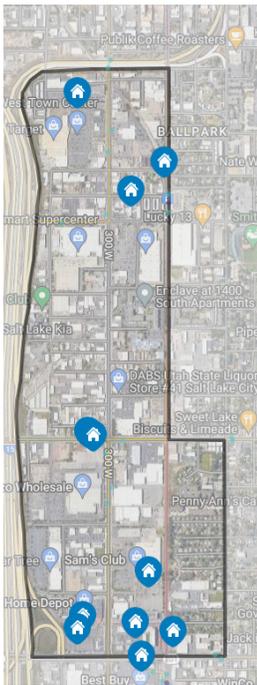
New Public Open Spaces



New Stores / Dining Options



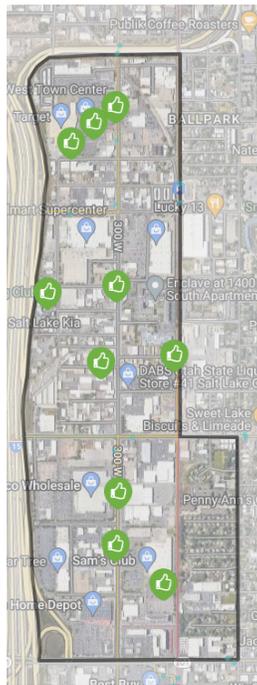
Pedestrian or Bicyclist Safety Concerns



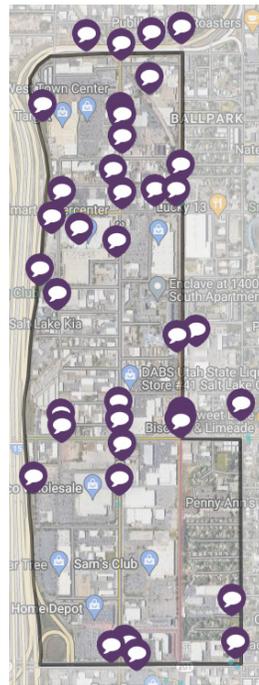
New Housing



Something I Dislike



Something I Like



Suggestions / Other

Online Surveys

As part of the engagement process, two on-line surveys were hosted. Online Survey #1 during Engagement Window 3 and Online Survey #2 during Engagement Window 4.

The first survey received over 400 responses and was focused on understanding community preferences on proposed scenarios and specific streetscape improvements along the 300 West corridor. In early 2024, a second online public survey was hosted, which received over 275 responses and asked for community feedback regarding project principles and specific design strategies.

Survey #1 Demographics

Majority of respondents were in the 25-34 age group (30% of respondents)
Majority of respondents were male (56.5% of respondents)
Majority of respondents were white (82.6% of respondents)
Majority of respondents shop or visit the project area (60.3% of respondents)

Survey #2 Demographics

Majority of respondents were in the 25-34 age group (29.8% of respondents)
Majority of respondents were male (50.9% of respondents)
Majority of respondents were white (72.7% of respondents)
Majority of respondents shop or visit the project area (63.6% of respondents)

Some key outcomes from Survey #1 were:

When it came to choosing one preferred scenario, the majority of respondents choose Scenario #2 – Reconnect, that included more housing options, higher densities, and overall redevelopment of the area into a mixed-use neighborhood.

When asked about rating key design strategies in level of importance, creating a walkable district with dining and shopping options had the highest average rating.

Some key outcomes from Survey #2 were:

Most respondents strongly agreed with the project principles of promoting mixed-use development, walkability, incorporating density, and creating a system of public and private green spaces.

They also supported extending the bike path along 300 West to the south and improving pedestrian crossings at 2100 South.

They would like to see existing residential neighborhoods preserved and only allow for low scale infill in those areas.

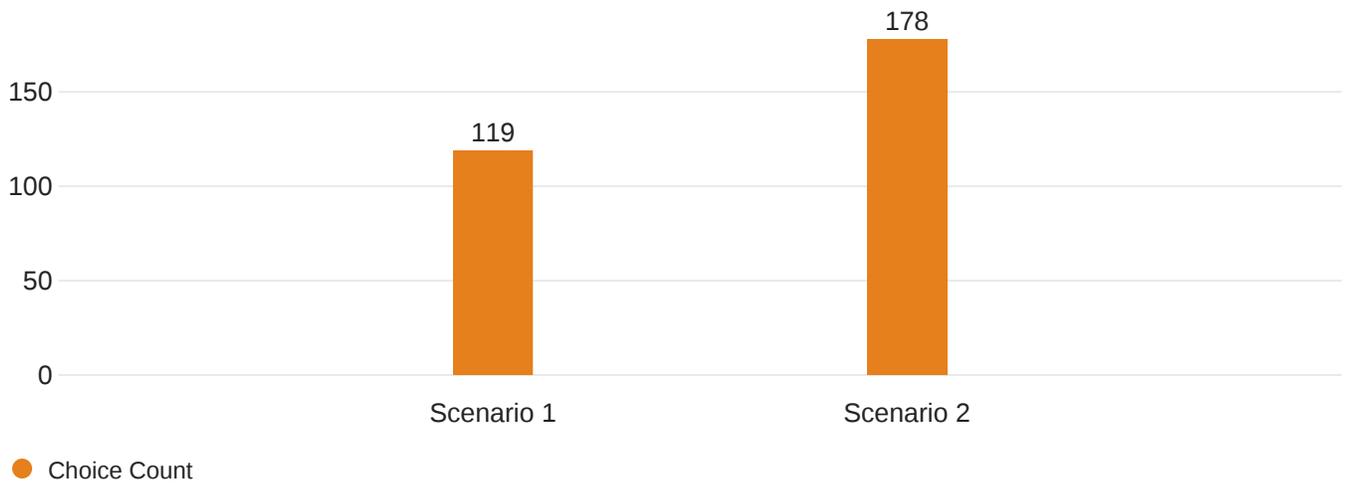
Q21 - Do you like Scenario 1 or 2 overall?

306 Responses

Field	Mean	Standard Deviation	Variance	Responses
Scenario 1: Repurpose	6.39	2.54	6.43	286
Scenario 2: Reconnect	7.12	2.82	7.96	282

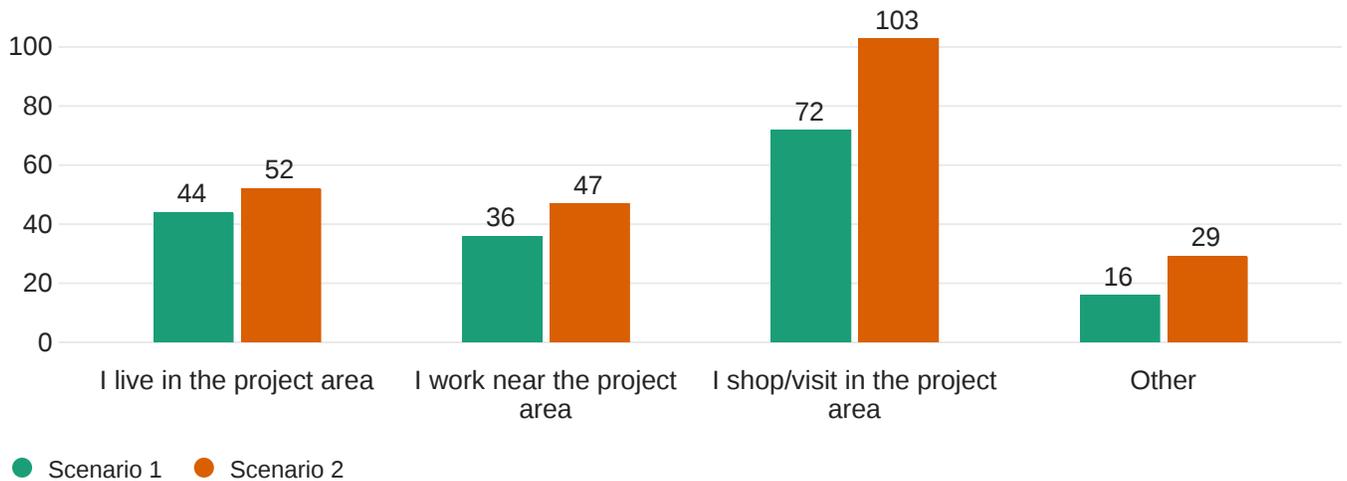
Which streetscape do you prefer?

297 Responses



Which streetscape do you prefer by Relationship to project area.

291 Responses



Rate how important each concept is to you.

Field	Mean	Standard Deviation	Variance	Responses
Walkable district with dining and shopping options	8.11	2.69	7.23	297
Multi-use path adjacent to the TRAX line	7.45	2.74	7.51	299
East-west and north-south street connectivity	7.16	2.71	7.36	280
Mixed use developments with activated ground floor	7.08	2.94	8.65	294
Ecclectic mix of uses	7.05	2.79	7.78	290
Linear park space ("green streets")	7.01	2.81	7.92	289
Condos and apartments proximate to TRAX stations	6.94	2.96	8.75	293
Structured pedestrian crossing over 2100 South	6.67	3.18	10.12	289
Townhomes and duplexes in and adjacent to existing single-family neighborhoods	6.62	2.98	8.88	293
Redevelopment to mixed-use buildings	6.59	2.68	7.17	294
Retain existing housing	6.51	2.97	8.80	283
Multi-family housing developments with amenities	6.48	2.95	8.71	294
On-street crossing with HAWK signal at 2100 South	6.47	2.99	8.95	268
Network of small pocket parks	6.40	2.72	7.39	298
Bus stop amenities along 300 West	6.28	2.69	7.25	286
Adaptive reuse of big box and industrial buildings	6.07	2.81	7.89	282
Infill and retention of big box stores	5.16	3.13	9.81	274
Office space	3.63	2.32	5.36	266

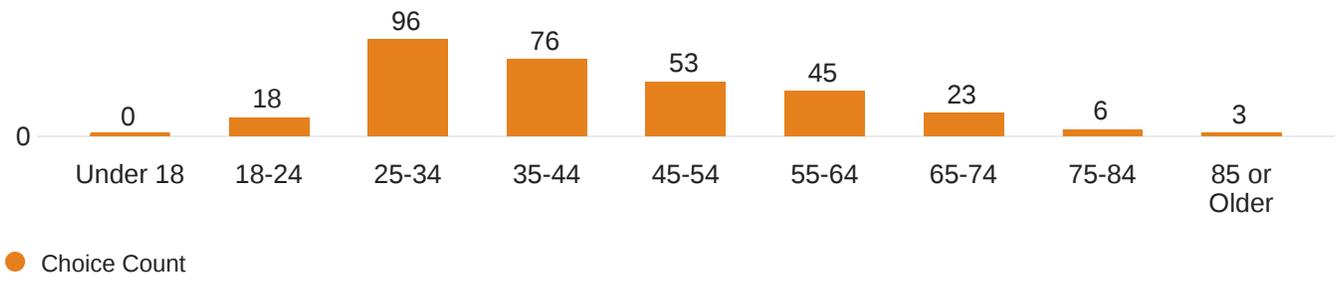
Q14 - What did you see in the concepts that is most appealing, and what we may have missed as an opportunity for the station area?

189 Responses



Q3 - What is your age?

320 Responses



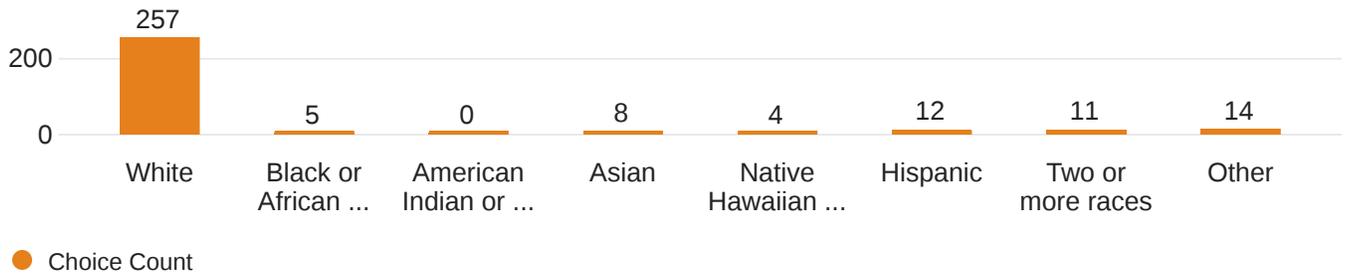
Q4 - What is your gender? - Selected Choice

320 Responses



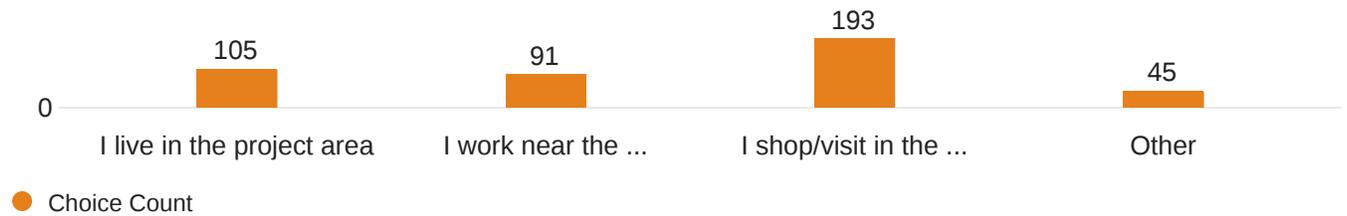
Q5 - What is your race/ethnicity? - Selected Choice

311 Responses



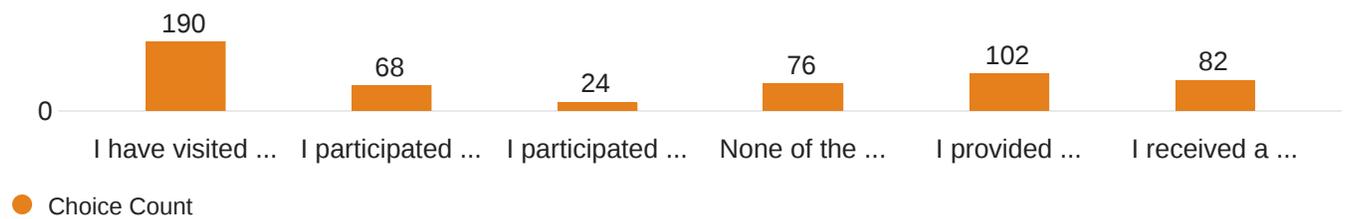
Q6 - What is your relationship with the project area (select all that apply)?

320 Responses



Q2 - So far, I have participated in the following events related to the 300 West Corridor & Station Area Plan (select all that apply)

313 Responses



Q14 - What did you see in the concepts that is most appealing, and what we may have missed as an opportunity for the station area?

What did you see in the concepts that is most appealing, and what we may have missed as an opportunity for the station area?

Green spaces, preserving current homes, and walkability to restaurants! and stores! coffee shops! less apartments, more family housing, pedestrian and bicycle safety, reduction of traffic on 2100s w providing connected roads. But the walkability to good restaurants and retail shopping would be very exciting! more green spaces and less people. apartment dwelling wreaks havoc on residential communities by increasing traffic and reduction of parking availability, also it lessens the community ability to buy a single family home to some big money that only one person gains benefit from, the apartment owner. bad! single family homes, condos and townhouses and low income housing for students and service workers.

We need to protect existing residents and businesses without sacrificing our neighborhood to giant scale development

We need MUCH more affordable housing with home ownership (or townhouse, condo, etc) as an ultimate goal
Owner occupied housing should be a priority.
Are we no longer welcoming families with children?

What is being done for those with limited mobility? The elderly?
Not all SLC residents are able to rely on bikes, particularly in this area with our asthma rates

Go big or go home! There is no reason to be "gentle" with density at UTA's highest-ridership station. This is the most connected location for public transit and land use should be maximized.

Create a large indoor Trax train station as a hub, especially in the winter months.

This is the main area people living downtown and in the avenues go for their big box store needs. Yes, housing is needed in the city but if you remove those big stores entirely, you'll force buying dollars online or out of the city.

You can not get rid of Costco. It is the closest and best grocery store for many of us in 84104 other than the worlds worst smiths store (at 800 s 900 w) otherwise we have to go to downtown slc to shop.

I prefer a walkable eclectic mix of uses with green streets. The retention of the big box stores provides multiple benefits to the neighborhood including retaining sales taxes, employment opportunities, an access to fresh and healthy food. They attract other SLC residents to the area for shopping, dining, and entertainment as well.

We favor the most density possible

IKt would be nice to see you reuse the existing, Building new, taller, more dense apartments is already the norm.
Take a break from more bigger, denser, buildings.

We need housing for the shelterless. Not more development to keep the pockets fat of the wealthy. This city sucks at being community driven.

Wider sidewalks

Trees, pocket parks and setbacks. The item that wasn't discussed is pedestrian level lighting which I believe is extremely important for the entire area and City

Higher percentage of affordable housing, more density and mixed use to accommodate our predictable birth rate and population growth

The more green plants that can be included in the landscape, the better for all scenarios. Our air quality in the Salt Lake Valley is questionable, at best. Plants will help clear the air and keep summer temperatures a tad cooler.

make it easier to get from trax station to bike lanes

Building condos/apartments that do not have room for a business underneath is going to have negative consequences over time. We should only allow new multi-family housing structures to be made with room for stores/restaurants/etc underneath them, as that feeds into walkability being a useful or desirable thing for residents vs walking past many blocks of nothing but housing.

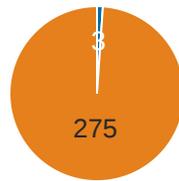
This is a commercial and industrial area, not a place for walking the "neighborhood," going out to eat, or taking kids to a park. No one rides their bike or walks to Costco and Home Depot. Our access to these retailers has already been reduced by unnecessary bike lanes. The traffic on 2100 South from the freeway to Main Street is already super heavy. This area is BUSY!!! Let's be practical and not create a fantasy land with bike paths, sidewalks, and parks in an area ill-suited for this type of stuff. The only thing I like about this plan is the sky bridge over 2100 South to help keep pedestrians safe from the traffic.

Moving the area from car dominated big box shopping to bike and ped friendly fully activated neighborhood with housing and restaurants etc.

As much green space as possible.

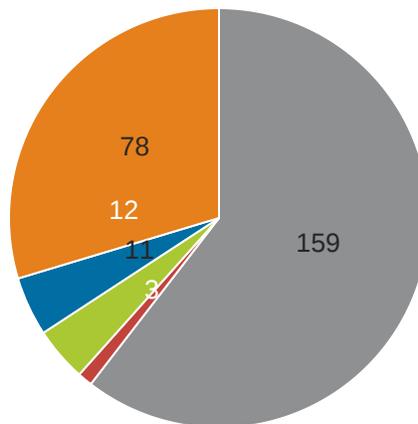
Leave the big-box corridor on 300 West but create connectivity for bikes and pedestrians. Allow high-density housing around TRAX station.

Q1. What is your primary language?



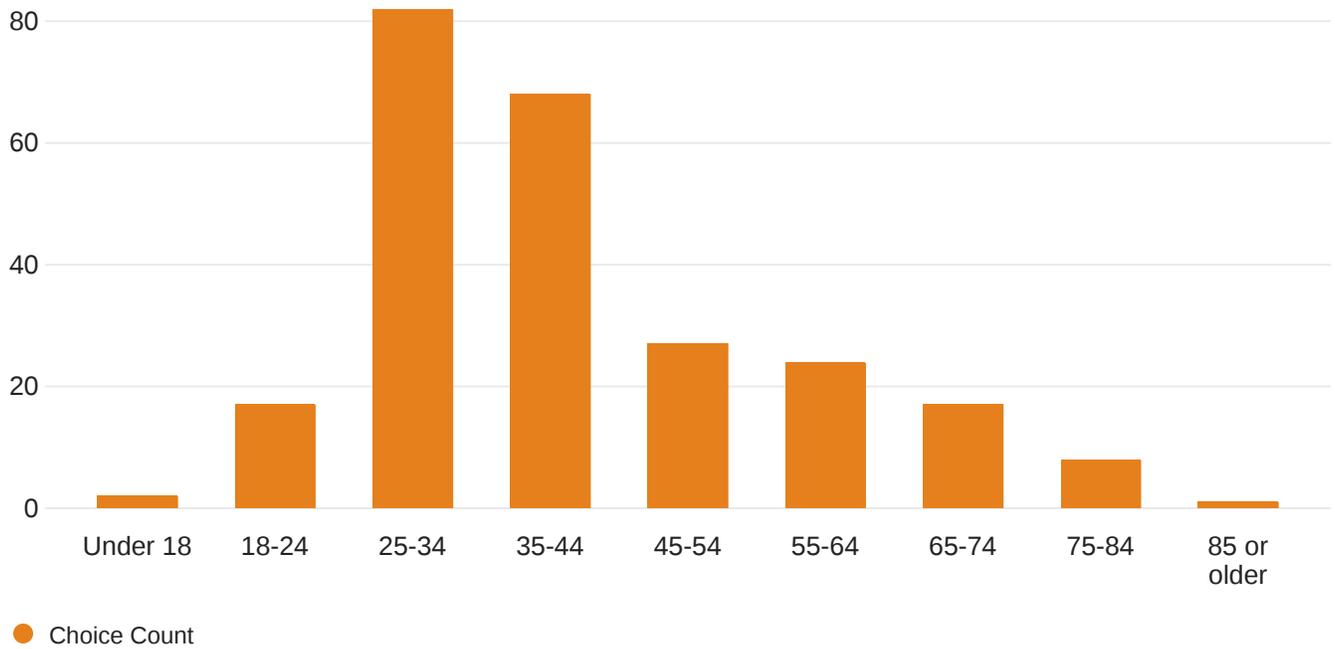
● Spanish ● English

Q2. So far, I have participated in the following events related to the 300 West Corridor & Station Area Plan (select all that apply)

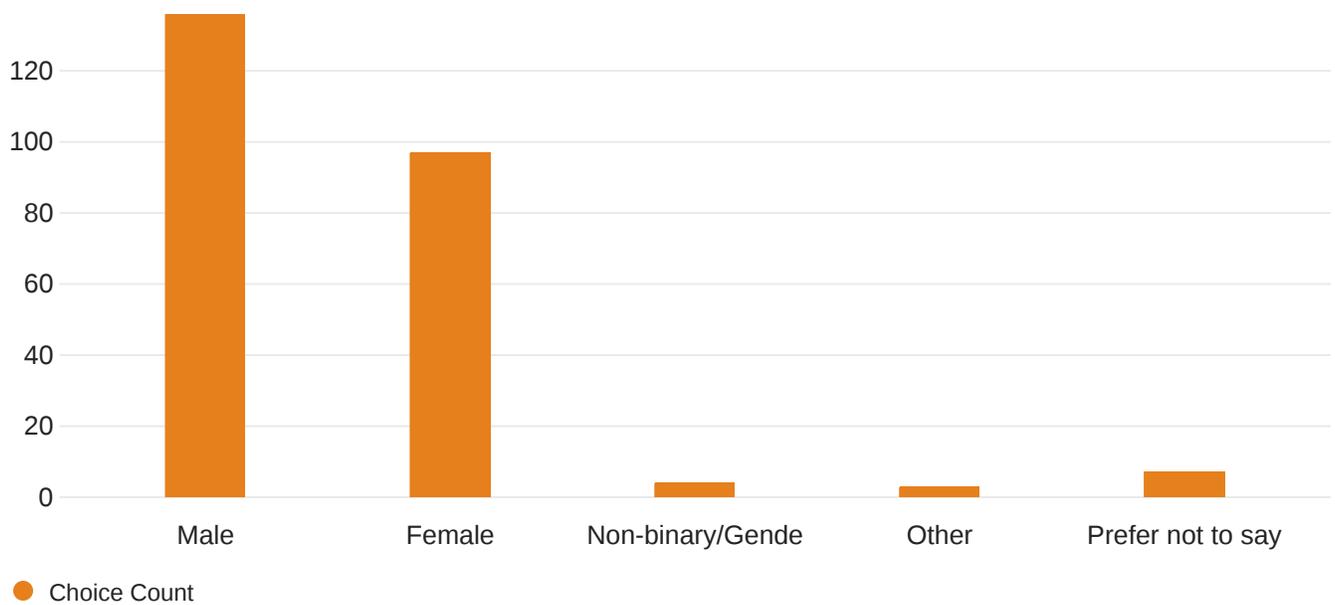


● None of the above. This is my first introduction to the project ● I participated in a focused Stakeholder meeting
● I participated in the Open House ● I participated in the Social Pinpoint activity
● I participated in the previous online survey

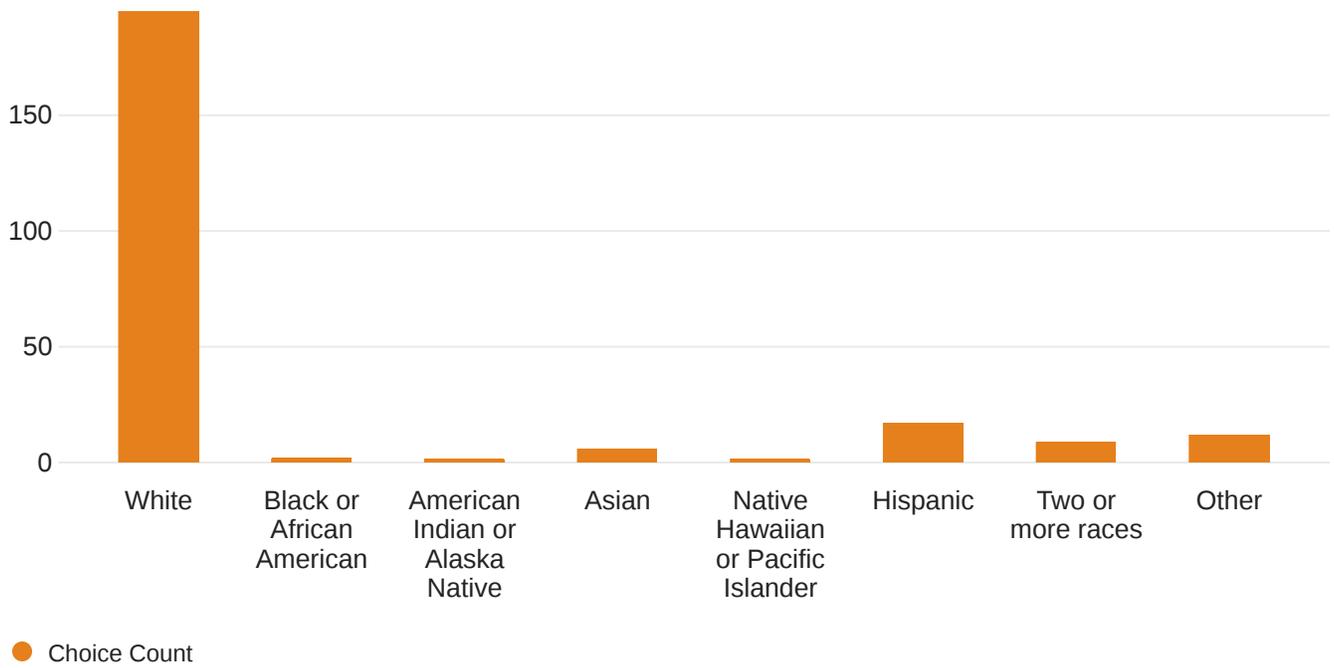
Q3. What is your age?



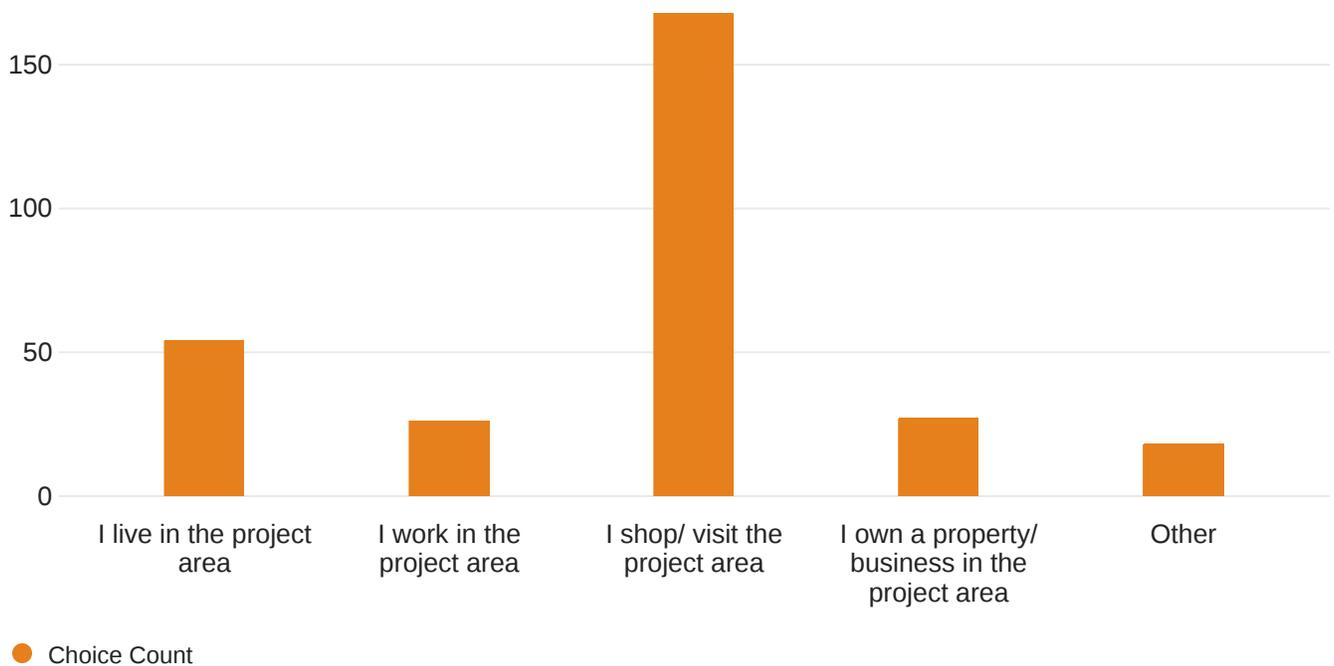
Q4. What is your gender?



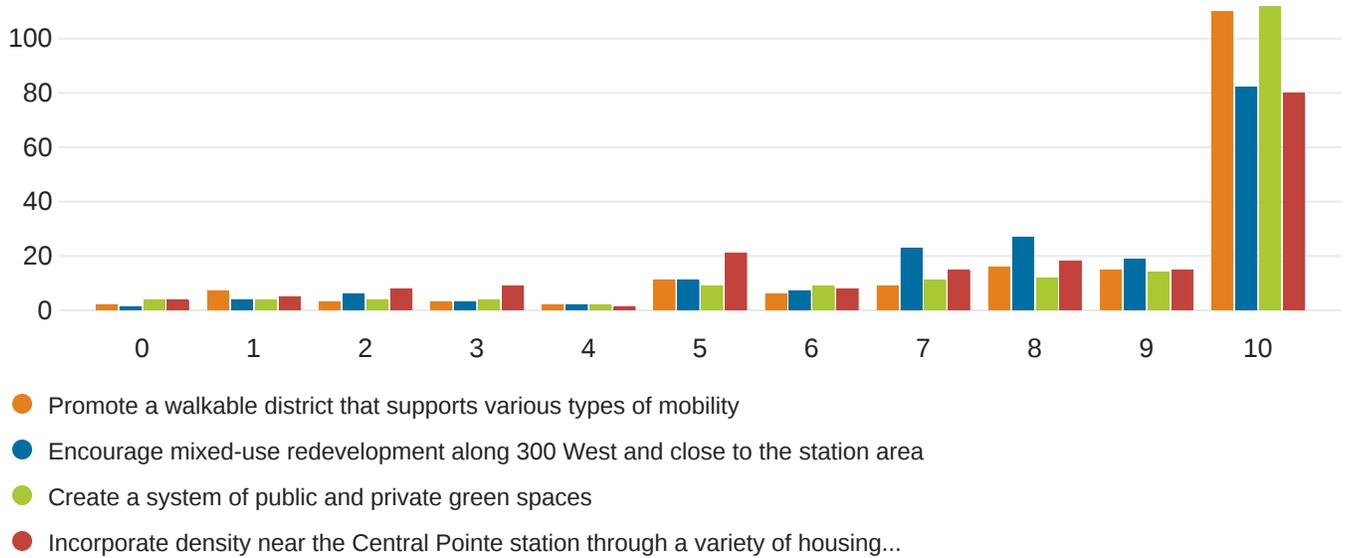
Q5. What is your race/ethnicity?



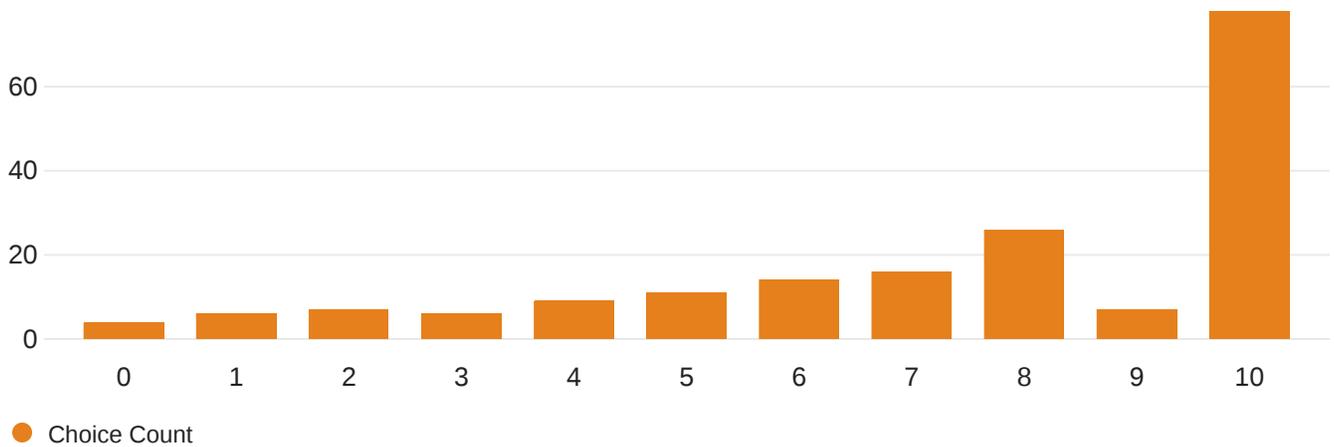
Q6. What is your relationship with the project area (select all that apply)?



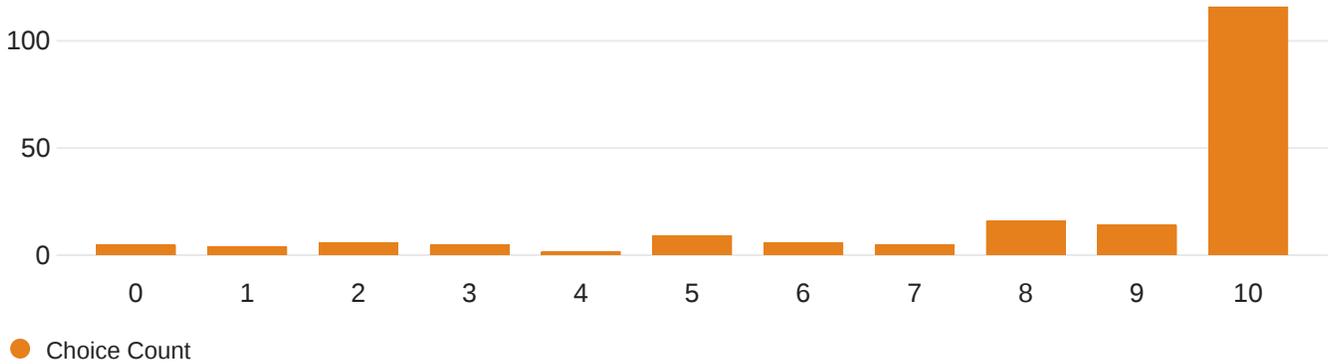
Q7. The final plan is based around the following project principles. How much do you agree with each one of these principles?



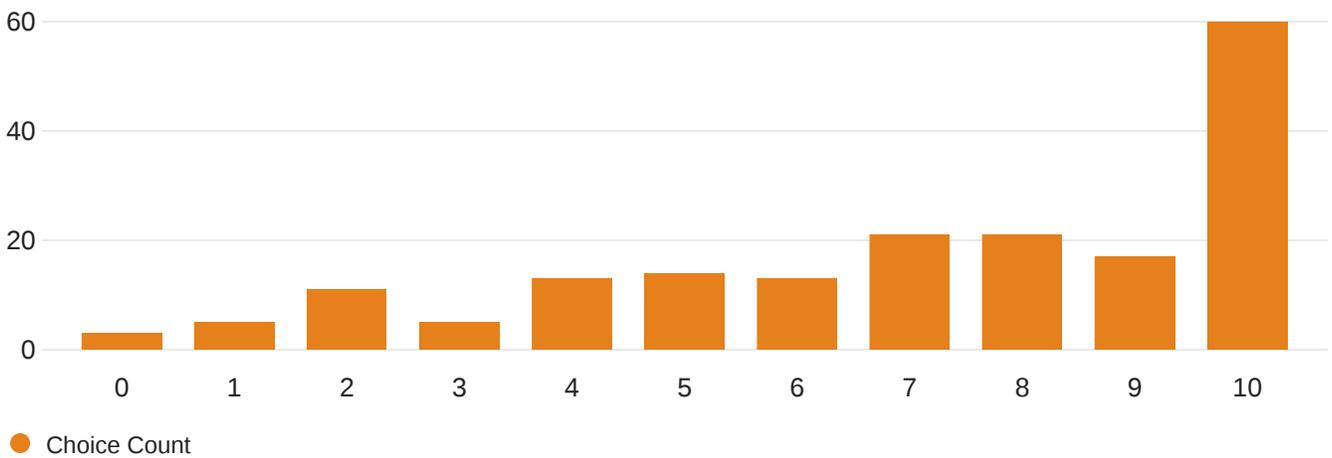
Q8. The proposed plan focuses on mixed-use redevelopment along 300 West and 2100 South, and increased residential density, especially at the intersections of 2100 South and 1700 South. In a scale of 1 to 10 how much do you agree with this direction?



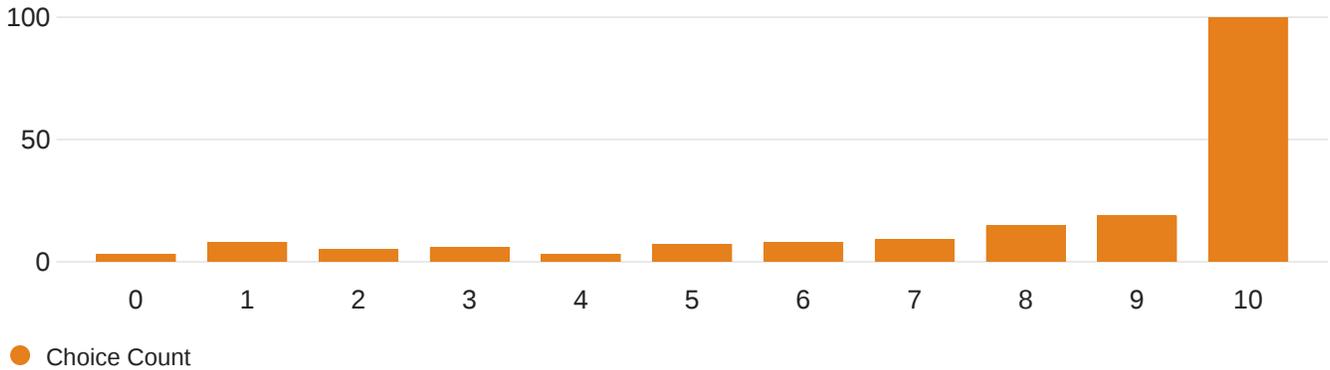
Q9. The plan contemplates additional trees on streets, pocket parks on private development, and a linear green space along the TRAX line. In a scale of 1 to 10 how much do you agree with this direction?



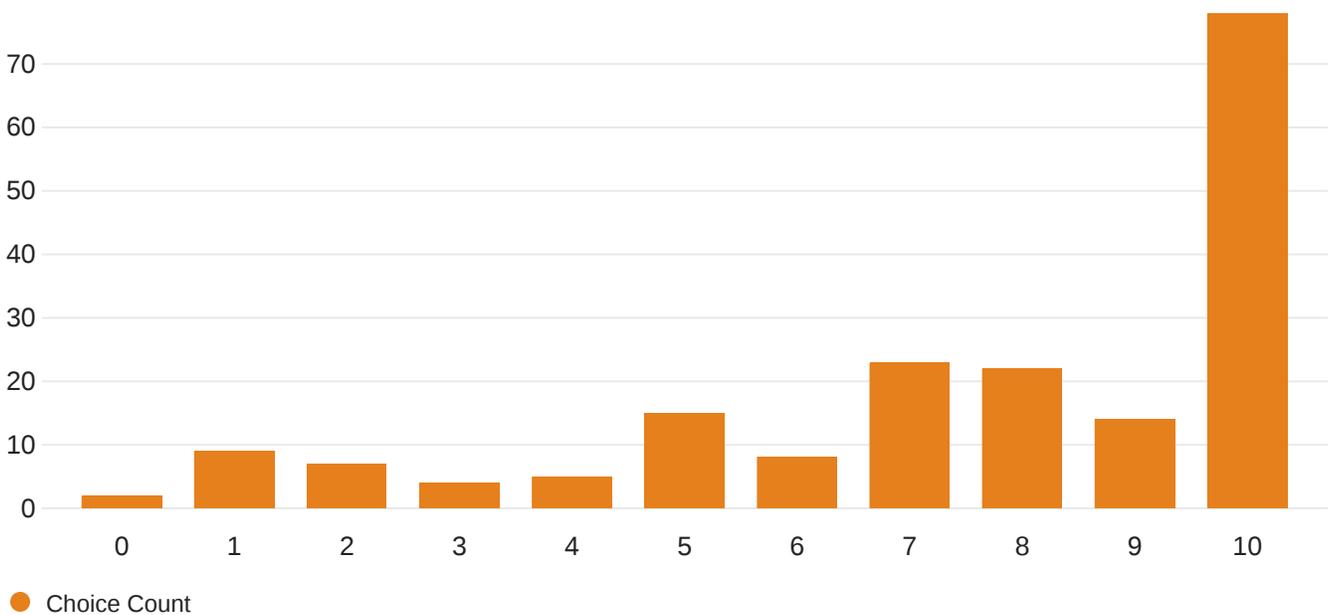
Q10. The current plan accommodates some of the big-box retailers along 300 West to stay and continue to serve the area, while allowing for potential redevelopment in the future. In a scale of 1 to 10 how much do you agree with this direction?



Q11. To support pedestrian activity and vibrancy, the plan proposes extending the bike path along 300 West, creating a new pedestrian crossing at the intersection of 300 West and 2100 South, and creating new street connections both east-west and north-south, to allow for smaller blocks and a more walkable district. In a scale of 1 to 10 how much do you agree with this direction?



Q12. We heard from the community that existing residential neighborhoods should be preserved, while allowing for infill development. To respond to this vision, the plan allows for pockets of townhomes and multifamily housing in the low scale residential character area with a maximum height of three stories. In a scale of 1 to 10 how much do you agree with this direction?



300 West Survey #2 Results

Are there any opportunities for the project area that we may have overlooked? ⓘ

Can we please extend the 300 W bike one northward to pioneer park as well?

wider sidewalks! Everywhere! Sidewalks should be able to accommodate 4 people walking shoulder to shoulder at a minimum. I hope the 10 foot setback is done properly. It should be essentially a 15 foot pedestrian walkway. I hope that's what you have in mind. All of the most walkable cities have wide sidewalks!!! PLATT OF ZION: make a living and breathing block that is based off the platt of Zion, utilizing farmable green space in the center of the block and mixed use residential along the outside. It could serve as a tourist attraction and be a completely functional block. It's a brilliant design. Otherwise think this plan looks great.

If allowing for townhome development, zoning requirements for design guidelines need to be incorporated for better exterior materials to be used. Stucco & EIFS should not be allowed on townhomes or 5 over 1 developments. Stucco & EIFS in general should not be an accepted building material.

Just making sure there is a safe way for bikers to get from 300w to central pointe and then ride east safely on/ parallel to 2100s to the S Line trail

It doesn't seem the bike lane will physically connect to central pointe station? Nor to the sline/parlays trail in south salt lake

APPENDIX

D

TAX REVENUE SUMMARY

TAX REVENUE SUMMARY

HTRZ Overview

In 2021, Utah introduced Senate Bill 217, known as the Housing and Transit Reinvestment Zone (HTRZ) Act, as part of its innovative approach to tackle housing and transportation challenges arising from rapid population growth. This legislation provides municipalities with the authority to establish HTRZs around specific public transit facilities. The primary goal of these zones is to encourage the development of mixed-use, multifamily, and affordable housing within a certain radius of a public transit station. The HTRZ requirements and specifications for each type of station are classified in the table below.

Figure 1: HTRZ Requirements and Specifications¹

	Commuter Rail	Light Rail, TRAX	BRT
% of affordable housing required on developable acres	12%	12%	12%
Residential % of developable land	51%	51%	51%
# Dus per acre	>=50	>=51	39-49
Mixed-use development required	Yes	Yes	Yes
Reasonable % of Dus > 1 bdrm required	Yes	Yes	Yes
Radius from station	<= 1/3 mile	<= 1/4 mile	<= 1/4 mile
Maximum acres (noncontiguous)	125	100	100
Property tax increment capture	80%, 25 yrs max per parcel, 45-yr period	80%, 15 yrs max per parcel, 30-yr period	60%, 15 yrs max per parcel, 30-yr period
Sales tax increment capture	15% to TTIF	15% to TTIF	15% to TTIF

Central Pointe Station must adhere to the requirements outlined in the Light Rail/Trax section. The scope of this HTRZ is defined by certain parameters; TRAX HTRZs are limited to 100 acres and are applicable to both existing and future TRAX locations spanning from Ogden to Provo. The overarching objectives of the legislation include addressing the housing affordability crisis along the Wasatch Front, improving transit infrastructure and investment, and fostering transit-oriented development through mechanisms such as tax increment financing and integrated planning.

A key feature of the HTRZ Act is the utilization of tax increment financing, allowing for the capture of a portion of incremental tax revenue growth over time to support housing and development costs. Municipalities are empowered to propose development plans around TRAX stations, with the potential to capture up to 80% of incremental local property tax revenue growth for financing development endeavors.

The establishment process for an HTRZ involves municipalities creating comprehensive plans for the designated area, featuring at least 50 units per acre (including 12% designated for affordable housing) and a mix of uses. These proposals undergo scrutiny by the Utah Governor’s Office of Economic Opportunity,

¹ [HTRZ White Paper Updated 082322.pdf \(wfrc.org\)](https://www.wfrc.org/HTRZ-White-Paper-Updated-082322.pdf)

where independent financial analysis verifies the required public financing and tax increment capture. Final approval rests with an HTRZ committee comprising relevant public entities, taxing bodies, and transportation agencies.

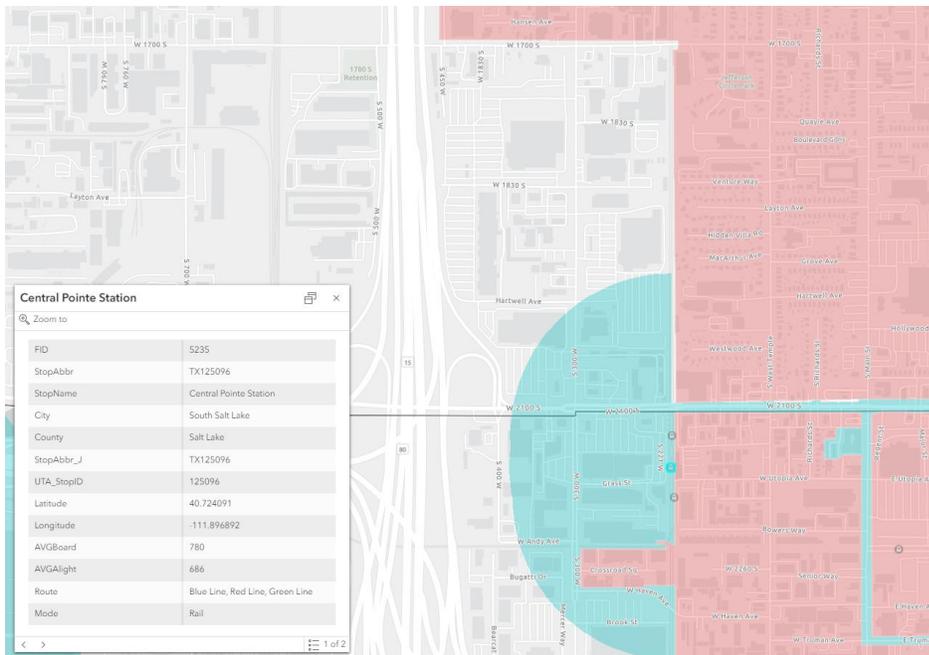
State participation in the HTRZ initiative is marked by a contribution equivalent to 15% of the incremental growth in State sales tax, directed to the Transit Transportation Investment Fund (TTIF). Projects within HTRZs receive priority consideration for TTIF funds, emphasizing the state's commitment to supporting transit-oriented development.

Crucially, revenue generated from tax increment financing must be used exclusively for the direct benefit of the HTRZ. This includes funding for housing, parking, development, construction, land purchase, and the various costs associated with creating and administering the HTRZ. Overall, the HTRZ Act in Utah represents a comprehensive strategy to promote public transportation usage, increase affordable housing availability, conserve resources, improve air quality, and enhance overall community development in major transit corridors.

300 West HTRZ

Central Pointe Station is located south of 2100 South and East of 300 West. The 1/4-mile radius HTRZ zone, shown in Figure 2, includes 5 parcels included in the 300 West redevelopment plan. These parcels include parcels 19-23.

Figure 2: Central Pointe Station HTRZ Radius²



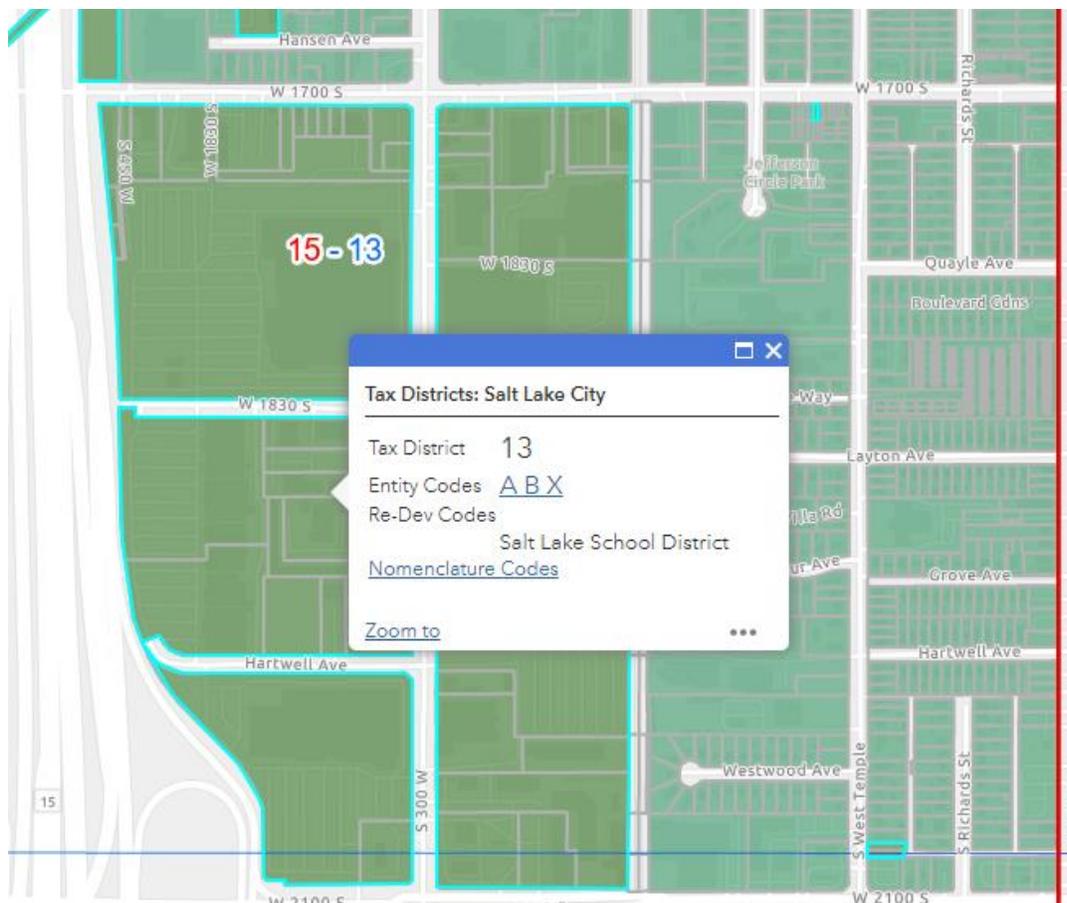
² [SB217 HTRZ Transit Station Buffers, CDA Tax Entities, & Parcels \(arcgis.com\)](#)

The State “adopted Senate Bill 217, the Housing and Transit Reinvestment Zone Act, which allows municipalities to create HTRZs to capture tax increment revenue around certain public transit facilities. This builds on existing TRZ legislation, enabling municipalities to create mixed-use, multifamily, and affordable housing developments within a 1/4-mile radius of the State’s 15 Utah Transit Authority TRAX commuter rail stations”³. By this definition, funding for development can only be used on parcels within the 1/4-mile radius.

Tax District/Rates

The 300 West redevelopment corridor is located in tax district 13.

Figure 4: 300 West Tax District⁴



2023 Tax Rates within tax district 13 are as follows. The total tax rate of 0.009886 was utilized for calculations.⁵

³ [Housing, Transit, and Transportation Reinvestment Zones, Utah \(dot.gov\)](https://legislature.utah.gov/committees/transportation/Housing_Transit_and_Transportation_Reinvestment_Zones_Utah_dot_gov)

⁴ [Tax Districts of Salt Lake County \(arcgis.com\)](https://arcgis.com)

⁵ [2023 Tax Rates by Area \(utah.gov\)](https://tax.utah.gov)

Figure 5: Tax District 13 Tax Rate 2023

		Auditor's Certified Rate	Proposed Rate	Final Adopted Tax Rate
6060 JORDAN/CANYON SCHOOL DISTRICT DEBT SERVICE AREA				
Tax Area 013 - 0000				
1010	SALT LAKE	0.001394	0.001394	0.001394
1015	MULTICOUNTY ASSESSING & COLLECTING LEVY	0.000015	0.000015	0.000015
1020	COUNTY ASSESSING & COLLECTING LEVY	0.000155	0.000155	0.000155
2010	SALT LAKE CITY SCHOOL DISTRICT	0.003907	0.003964	0.003964
3070	SALT LAKE CITY	0.002975	0.003012	0.003012
3071	SALT LAKE CITY LIBRARY	0.000580	0.000587	0.000587
4010	METROPOLITAN WATER DISTRICT - SALT LAKE	0.000200	0.000200	0.000200
4020	SALT LAKE CITY MOSQUITO ABATEMENT DISTRICT	0.000159	0.000159	0.000159
4185	CENTRAL UTAH WATER CONSERVANCY DISTRICT	0.000387	0.000400	0.000400
Total for Tax Area 013 - 0000		0.009772	0.009886	0.009886

Potential Tax Revenue

To calculate potential tax revenues of the developments of the 300 West corridor, comparable properties were analyzed to determine the value of the potential developments. The criteria used for multi-family properties included that they were constructed after 2010, were low- or mid-rise developments, and were within a certain range of gross building area that was relevant to the proposed development. The mixed-use multifamily comparable properties utilized this criteria as well as that the properties had ground floor retail use. Industrial and office comparable property criteria included that the properties were built after 2010 and had a gross building area within 10,000 square feet of the proposed development. Utilizing the Salt Lake County Assessor's page, 2023 property values were obtained for these comparable properties. An average property value was calculated to use for the analysis. These values were multiplied by the tax rate of 0.009886 to calculate the potential annual tax revenue for each parcel.

Figure 6: Potential Tax Revenue Per Block – 300 West Corridor

Block Number	2023 Tax Rate	Projected Annual Tax Revenue	80% Increment to HTRZ	15 Year Period
1	0.009886	\$ 499,989	\$ 399,991	\$ 5,999,868
2	0.009886	\$ 637,346	\$ 509,877	\$ 7,648,150
3	0.009886	\$ 409,331	\$ 327,465	\$ 4,911,969
4	0.009886	\$ 742,685	\$ 594,148	\$ 8,912,225
6	0.009886	\$ 483,210	\$ 386,568	\$ 5,798,523
7	0.009886	\$ 632,615	\$ 506,092	\$ 7,591,376
8	0.009886	\$ 632,615	\$ 506,092	\$ 7,591,376
9	0.009886	\$ 499,989	\$ 399,991	\$ 5,999,868
10	0.009886	\$ 499,989	\$ 399,991	\$ 5,999,868
12	0.009886	\$ 561,707	\$ 449,365	\$ 6,740,482
12	0.009886	\$ 242,180	\$ 193,744	\$ 2,906,157
14	0.009886	\$ 574,960	\$ 459,968	\$ 6,899,517
15	0.009886	\$ 469,620	\$ 375,696	\$ 5,635,442
16	0.009886	\$ 469,620	\$ 375,696	\$ 5,635,442
17	0.009886	\$ 156,868	\$ 125,494	\$ 1,882,413
18	0.009886	\$ 167,726	\$ 134,181	\$ 2,012,708
11, 20	0.009886	\$ 810,904	\$ 648,723	\$ 9,730,848
5,13	0.009886	\$ 2,275,880	\$ 1,820,704	\$ 27,310,564
Total		\$ 10,767,233	\$ 8,613,787	\$ 129,206,798

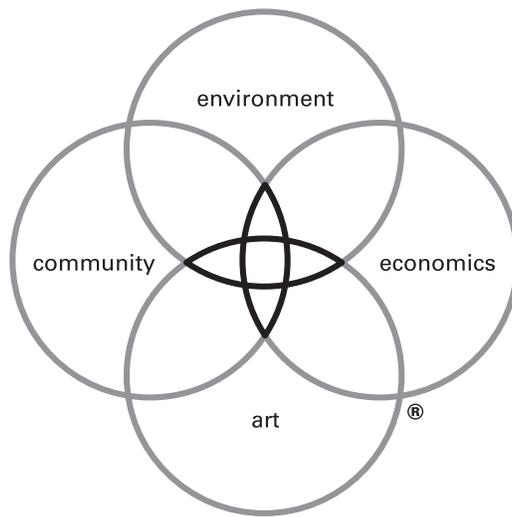
Figure 7: Potential Tax Revenue Per Block – Central Pointe Station HTRZ

Block Number	2023 Tax Rate	Projected Annual Tax Revenue	80% Increment to HTRZ	15 Year Period
19	0.009886	\$ 121,090	\$ 96,872	\$ 1,453,079
9	0.009886	\$ 558,735	\$ 446,988	\$ 6,704,823
17	0.009886	\$ 156,868	\$ 125,494	\$ 1,882,413
4	0.009886	\$ 742,685	\$ 594,148	\$ 8,912,225
10	0.009886	\$ 683,939	\$ 547,151	\$ 8,207,270
11, 20	0.009886	\$ 810,904	\$ 648,723	\$ 9,730,848
Total		\$ 3,074,222	\$ 2,459,377	\$ 36,890,658

Conclusions

Based on the calculations, the Central Pointe Station HTRZ can reasonably be expected to generate an estimated \$3 million annually. Based on the HTRZ required increment of 80%, approximately \$2.46 million is available for HTRZ redevelopment funding. It is important to note that in order to qualify for the HTRZ, the developments must follow certain requirements including:

- At least 12% of all housing units must be “affordable.”
- There must be an average density of 50 units per acre on 51% of the developable land within ¼ mile of the station.
- Mixed uses must be allowed.
- There must be a diversity of bedroom and unit types that would ensure a “reasonable percentage” of units have more than one bedroom.
- There can be no more than 100 noncontiguous acres within the ¼ mile radius.



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