CENTRAL POINTE STATION AREA PLAN

STATION AREA PLAN | SEPTEMBER 2025 DRAFT

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TRANSPORTATION AND LAND USE CONNECTION

Funded by a Wasatch Front Regional Council ***Transportation and Land Use Connection Program*** Grant

CENTRAL POINTE STATION AREA PLAN

STATION AREA PLAN | 2025

CHAPTERS AND SECTIONS

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01 EXECUTIVE SUMMARY

INTRODUCTION

The 300 West corridor is currently identified in City plans and functions as a "regional commercial/ industrial" area that supports big box and auto-centric development patterns. Recent and planned improvements to the streetscape aim to make the corridor more pedestrian, bike, and transit friendly. These investments, along with new housing developments, are changing the nature of land uses along the corridor.

The *Central Pointe Station Area Plan* establishes a plan of action for Salt Lake City and its partners, private developers, and other stakeholders to reimagine the area and define a framework that can direct change over the next two decades and beyond. The plan envisions a walkable and mixed-use district with new public spaces and a variety of housing types, including moderate- and affordable-income housing options. It also ensures that future developments and public improvements complement and support the use of the 300 West bike path and Central Pointe TRAX Station.

The plan promotes additional housing by providing for densities that support the development of a variety of housing types and moderate income housing in the area. It also supports new and existing businesses that provide important services to the neighborhood and wider area. The promoted mixed-use development will help increase vibrancy along 300 West while responding to housing needs and affordability goals. The plan also serves to help the City meet citywide goals, including those established in *Plan Salt Lake* and the *Housing SLC* plan, as well as State-adopted goals for transit station areas.

The plan increases transportation choices and connections by establishing better pedestrian amenities and incorporating new multi-use trails, and will increase the utilization of public transit by creating better connections to the Central Pointe Station. It also promotes sustainable environment conditions by increasing the tree canopy on most streets, and promoting the development of new public green spaces by the City and as part of private redevelopment through incentives.

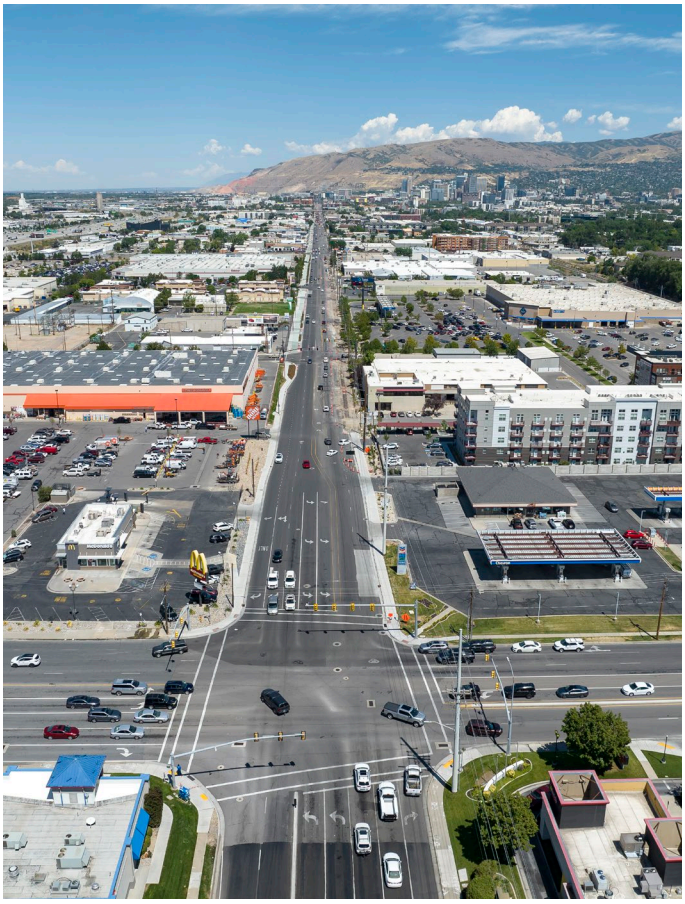


Figure 1 | *A view of the plan area from 2100 South, looking north*

The plan serves as both a "corridor plan" for 300 West as well as a "Station Area Plan" as it is within the 1/2-mile radius of the Central Pointe Station.

WHAT IS A STATION AREA PLAN?

A station area plan is a plan that examines the area approximately 1/2 mile from a fixed guideway transit station, focusing on the relationship between station access and new development, while optimizing connections and promoting transit-supportive land uses to create neighborhoods where people can access a diversity of housing, employment, and entertainment options without the use of an automobile.

HOUSE BILL 462

The Utah Housing Affordability Amendments bill (House Bill 462) was adopted in June 2022, following a collaborative effort among numerous stakeholders, including the Commission on Housing Affordability, the Utah League of Cities and Towns, Wasatch Front Regional Council and Mountainland Association of Governments, Property Rights Coalition, Division of Housing and Community Development, the Utah Transit Authority, and various other public and private sector organizations. The bill aims to help Utah to address its significant challenges on housing availability and affordability.

Per Utah House Bill 462 (HB 462), cities with fixed-guideway public transit stations such as FrontRunner, TRAX, or BRT, are required to develop a station area plan for each station with the intent to advance shared goals by maximizing development potential around transit stations through a collaborative planning approach. The goals of HB 462 are to increase the availability and affordability of housing, including moderate income housing; promote sustainable environmental conditions; enhance access to opportunities; and increase transportation choices and connections.

The bill also allows cities to create new Housing and Transit Reinvestment Zones (HTRZs) to help capture tax revenues from new development and reinvest those in the area. It also sets minimum affordable housing creation goals for HTRZs. This plan supports striving to maintain or exceed the minimum 12% of affordable housing product required for HTRZ funding across redevelopment phases, while also encouraging an economically diverse neighborhood. In this way, the plan provides a framework to make a significant impact on the provision of affordable housing in Salt Lake City.

Figure 2 | *Utah State Capitol*

STATION AREA PLAN OBJECTIVES

Station Area Plans are required to promote four specific objectives. Those objectives are listed below. Cities can choose from several implementation actions to support these objectives or may utilize alternatives that similarly promote the objectives. The general actions supported by the plan to promote those objectives are identified below.

INCREASE THE AVAILABILITY AND AFFORDABILITY OF HOUSING, INCLUDING MODERATE-INCOME HOUSING

- The plan aligns with the City's moderate-income housing element, by supporting densities and development incentives near transit that would facilitate and encourage moderate-income housing.
- Detailed policies in support of this objective are located in the "Housing and Redevelopment Strategies" section.

PROMOTE SUSTAINABLE ENVIRONMENTAL CONDITIONS

- The plan supports improving air quality by reducing fuel consumption and motor vehicle trips by supporting new housing near significant transit and bicycle infrastructure.
- The plan supports establishing new parks, open spaces, and recreational opportunities in the plan area.
- See the "Housing and Redevelopment Strategies" and "Parks and Public Space Strategies" sections for additional plan policy details.

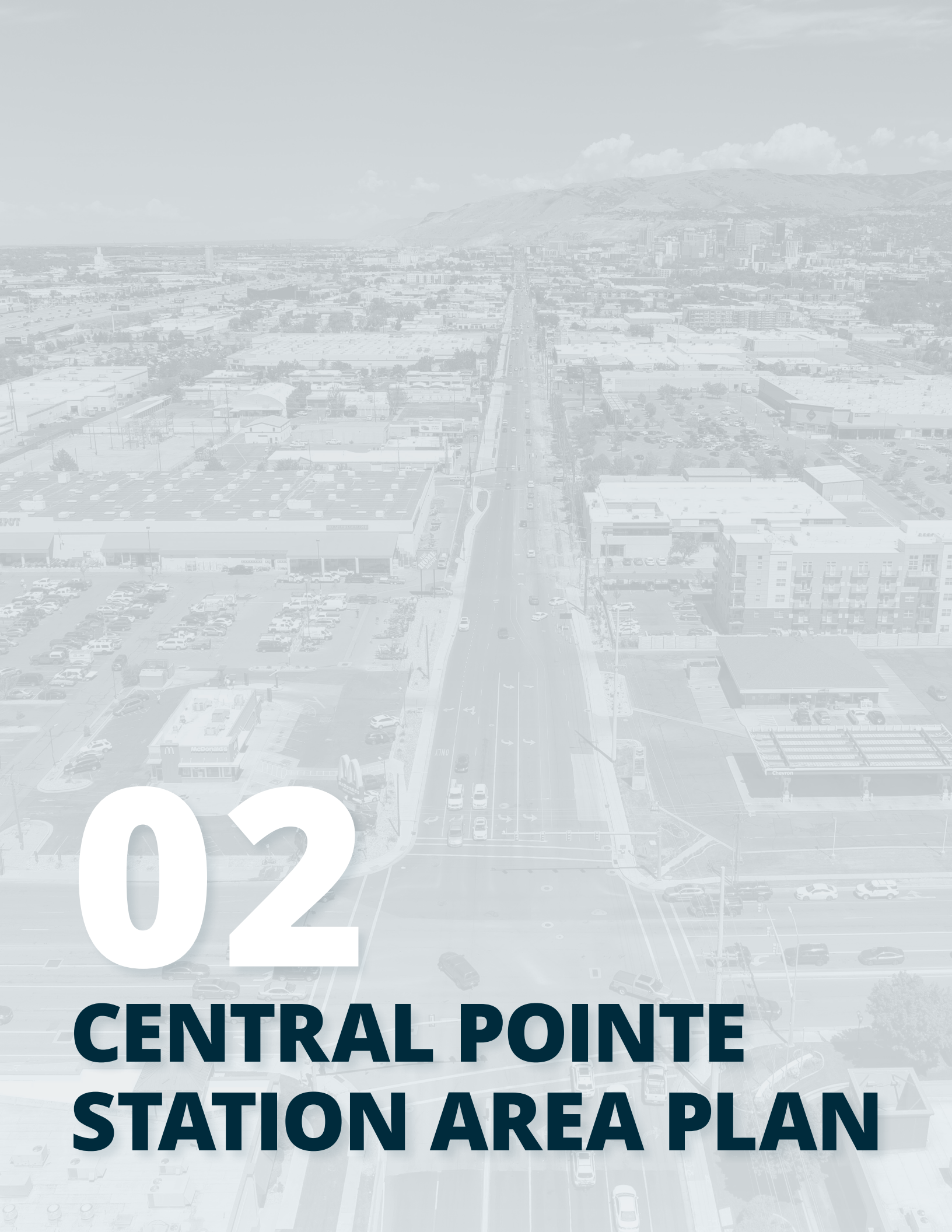
ENHANCE ACCESS TO OPPORTUNITIES

- The plan encourages mixed-use development in key locations in the plan area.
- The plan supports employment opportunities in the area, with close access to alternative transportation options and housing options.
- See the "Housing and Redevelopment Strategies" and "Transportation, Connectivity, and Mobility Strategies."

INCREASE TRANSPORTATION CHOICES AND CONNECTIONS

- The plan supports increasing utilization of alternative transportation options, including public transit and bicycling, by supporting additional housing and employment near a significant transit facility - Central Pointe Station - and bicycle infrastructure - the 300 West Bike Path.
- See the "Housing and Redevelopment Strategies" and "Transportation, Connectivity, and Mobility Strategies."

Figure 3 | *View of the northern end of the plan area, looking south on 300 West at 1700 South*



02

CENTRAL POINTE STATION AREA PLAN

CENTRAL POINTE STATION AREA PLAN

VISION

The *Central Pointe Station Area Plan* establishes a plan of action for Salt Lake City and its partners, private developers, and other stakeholders to reimagine the area and define a framework that can direct change over the next two decades and beyond. The plan envisions a walkable and mixed-use district with new public spaces and a variety of housing types, including moderate- and affordable-income housing options. It also ensures that future developments and public improvements complement and support the use of the 300 West bike path and Central Pointe TRAX Station.

The plan promotes additional housing in the area to respond to housing needs, while also supporting new and existing businesses that provide important services to the neighborhood and wider area. The ideas in this plan will help increase vibrancy in the area while responding to housing needs and affordability goals. The plan also serves to help the City meet citywide goals, including those established in Plan Salt Lake and the Housing SLC plan, as well as State-adopted goals for transit station areas.

PLAN OVERVIEW

The plan includes recommendations on land uses, massing, density, heights, open spaces, and circulation. This plan is described in more detail in the following pages and presents a framework for change in the future. The plan focuses on mixed-use redevelopment and higher residential densities throughout the area, particularly along 300 West and especially at the intersections of 2100 South and 1700 South. It also maintains key commercial properties in the area and incorporates new open spaces and a trail along the rail line connecting 1700 South to the Central Pointe Station. Proposed streets connecting both east to west and north to south will create a more walkable grid and smaller blocks that will support the goal of creating a more pedestrian-friendly district.

Figure 4 | *Plan Principles*

PLAN PRINCIPLES

The following principles offer a framework to inform the proposed plan recommendations and specific design strategies that are part of the Station Area Plan.

PROMOTE A WALKABLE NEIGHBORHOOD THAT SUPPORTS VARIOUS TYPES OF MOBILITY

Creating a pedestrian-friendly neighborhood that supports all types of mobility and offers alternatives to auto-centric development will promote future redevelopment. The current scale and spatial configuration of the area, with large blocks, large-scale commercial, and a lack of pedestrian infrastructure, make this area feel uninviting and unsafe for pedestrians. To support the concept of transit-oriented communities and capitalize on the City's recent investment of the new bike path along 300 West, the plan focuses on pedestrian scaled development and urban design recommendations that incorporate pedestrian amenities, safety, and multimodal transportation.

ENCOURAGE MIXED-USE REDEVELOPMENT ALONG 300 WEST AND CLOSE TO THE STATION AREA

A mix of commercial, office, creative industrial, and residential uses will create a vibrant and attractive place along 300 West. Prioritizing active ground floor uses along 300 West and close to the Central Pointe Station will help create a place that is inviting and attracts people to meet, socialize, and explore the area. It will also support new multifamily residential redevelopment and utilization/ activation of the bike trail. Incentivizing commercial ground floor uses will help bring vibrancy to the area while providing needed services to residents.

CREATE A SYSTEM OF PUBLIC AND PRIVATE GREEN SPACES

The creation of more green areas and public spaces is something that was indicated by the community as one of the key aspirations for this area. A new linear park along the TRAX lines will provide an amenity for visitors and residents and help connect the Central Pointe Station to the neighborhoods to the north. A new linear plaza along 2100 South and close to Central Pointe Station will provide new active open space and serve as a gateway to the corridor. In addition, new private developments and public park spaces will help increase overall vegetation and tree canopy in the area with new open spaces.

ENCOURAGE NEW HOUSING NEAR TRANSIT, INCLUDING AFFORDABLE HOUSING AND A VARIETY OF HOUSING OPTIONS

Taller building heights and higher density development in key areas of the 300 West corridor, particularly those areas close to Central Pointe Station, will incentivize residential development with convenient alternative transportation options access. New affordable housing, developed through zoning incentives or Housing and Transit Reinvestment Zone (HTRZ) development requirements, will help achieve City housing and affordability goals. There are also several opportunities to reposition under-utilized parking areas into housing through infill development. New lower scale residential in-fill development along West Temple and the TRAX line will help provide additional new housing options, such as "missing middle" housing types.

EXISTING CONSTRAINTS AND OPPORTUNITIES FOR DEVELOPMENT

There are several constraints and opportunities for new development given the existing conditions in the area. The detailed plan strategies within this plan acknowledge these constraints and provide options, as well as build on the opportunities identified here.

CONSTRAINTS

One major constraint on new development is that the area is already nearly entirely developed, with a large portion of the area occupied by several successful businesses and a smaller portion occupied by an existing residential neighborhood. These businesses provide important services to both the local area and region. It may not be feasible for these to redevelop in a way that provides more residential density while maintaining these businesses, which could prevent new development or lead to business displacement.

Similarly, the existing residential in the area is generally in good condition on the relatively narrow and low traffic street West Temple, where substantially higher intensity or scale may not be compatible with the existing lower residential scale. The zoning in much of that lower scale residential area generally reflects the existing development density and so would not support much new development.

Infrastructure costs can be a major constraint on development. Most infrastructure in the area is in good condition, but some utility infrastructure may need to be upsized to support new development in certain areas, such as a water line along the east side of 300 West. This may disincentive new development on the east side of 300 West.

OPPORTUNITIES

Despite these constraints, there are several opportunities for new development in the area, These are discussed in more detail in the goals or policies of the focused sections of the plan and include high levels of surface parking, density supportive zoning, and well developed public infrastructure.

Due to the existing auto-centric development patterns in the area, there is a high amount of surface parking in the area that could be redeveloped for new buildings. Those surface parking lots could be consolidated into structured parking with smaller footprints.

Additionally, most of the existing zoning for the area supports a high level of density, generally allowing structures up to 75 feet by right and taller structures through a discretionary public process. This supports significant density in the area without requiring major rezoning.

Major improvements to the 300 West right-of-way were recently completed, reducing some potential infrastructure cost barriers for new development along the street and providing new bicycle and pedestrian infrastructure for new residents and businesses.

PLAN STRUCTURE

The plan is divided into the following sections.

- **Conceptual Plan Model and Character Areas**

  This section provides an overall vision of the plan area. It divides the plan area into six sub-areas and describes the key characteristics and future land uses supported in each area.

- **Housing and Redevelopment Strategies**
- **Transportation, Connectivity, and Mobility Strategies**
- **Parks and Public Space Strategies**
- **Urban Design and Public Realm Strategies**

  These sections are focused on goals and policies to help implement the vision, divided into general topic areas.

- **Dimensional and Design Standards**

  This section details development standards that could be adopted to implement the plan vision.

- **Implementation Strategies**

  This section consolidates the key implementation strategies from the prior sections into one place for ease of reference.

CONCEPTUAL PLAN MODEL

The plan is visualized with a conceptual model that represents a potential overall development scenario if the framework and guidance of the plan are followed. Specific building shapes and spaces will vary from the plan as parcels redevelop, but the overall framework will direct the type of development, mix of land uses, as well as general massing and public realm improvements.

NOTE

» *It is important to note that the ideas in this plan establish the framework for private landowners to redevelop their property. Nothing in this plan requires a business or property owner to adjust their current land uses or previously permitted development. If, in the future, a business or property owner chooses to redevelop, the ideas in this plan should serve as a guide.*

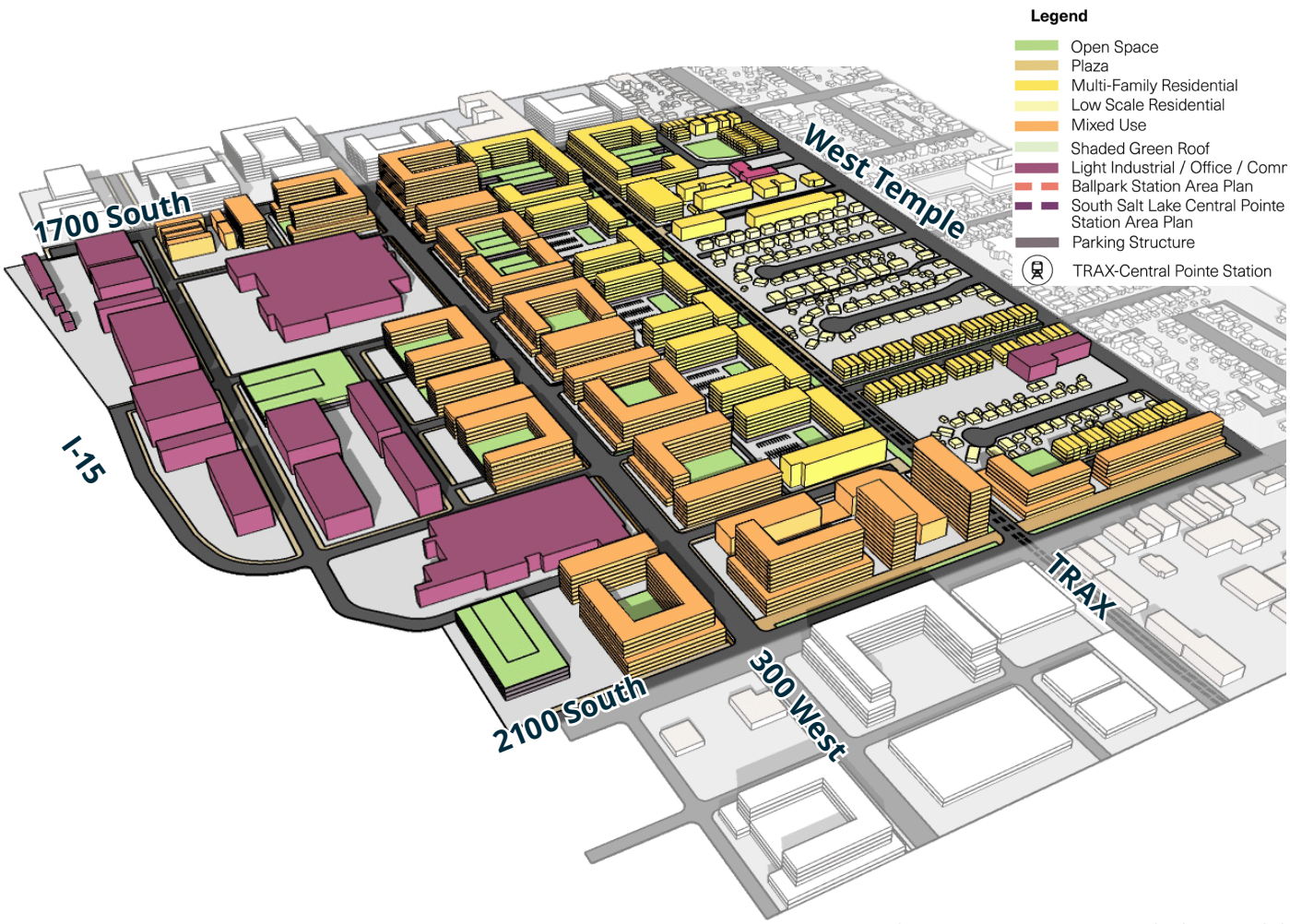


Figure 5 | *3D Conceptual Plan Model*

CHARACTER AREAS

The plan defines six different character areas based on their land use composition, building scale, desired density, and overall public realm characteristics. The character areas serve as the "future land use" areas for the plan and their corresponding general future land use designations are shown in italics on the map.

The character areas are:

- *Central Pointe Transit-Oriented Development (TOD)*
- *300 West Commercial Mixed Use*
- *1700 South Residential Mixed Use*
- *Transition Edge*
- *300 West Commercial Edge*
- *Low Scale Residential*

The vision for each of these character areas is conceptually illustrated and described in more detail in the following section. Each character area description also includes the scale intended for the area and an approximate density possible with that scale. The conceptual model does not always illustrate the maximum density or scale noted. Specific urban design strategies applicable to each area are also illustrated on the streetscape renderings within this plan starting on page 38.

The character area boundaries are not intended to be hard lines and are intended to provide general guidance for future land use decisions. Additionally, height ranges noted for future land use categories do not include additional height allowed through potential affordable housing bonuses.

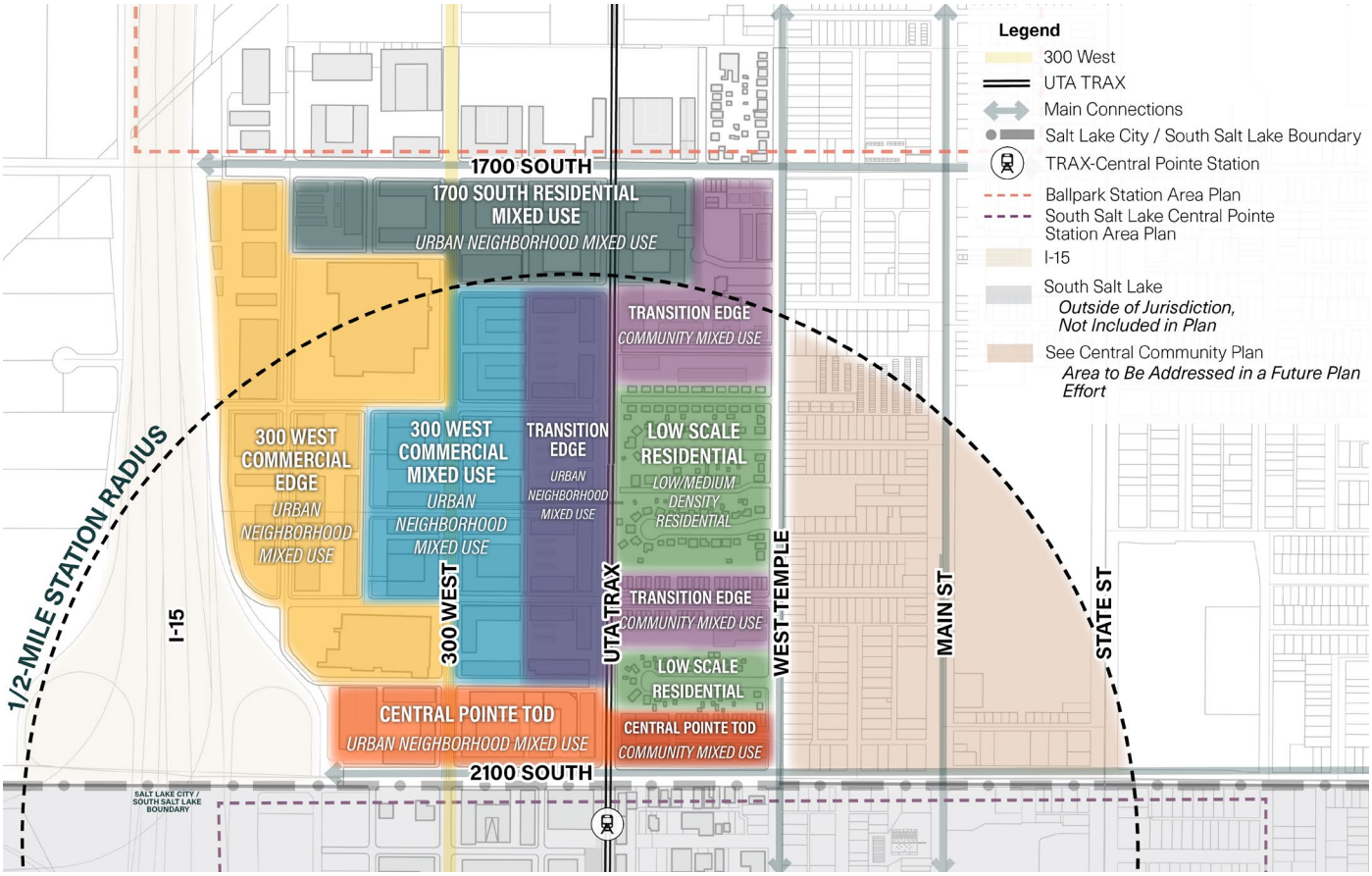
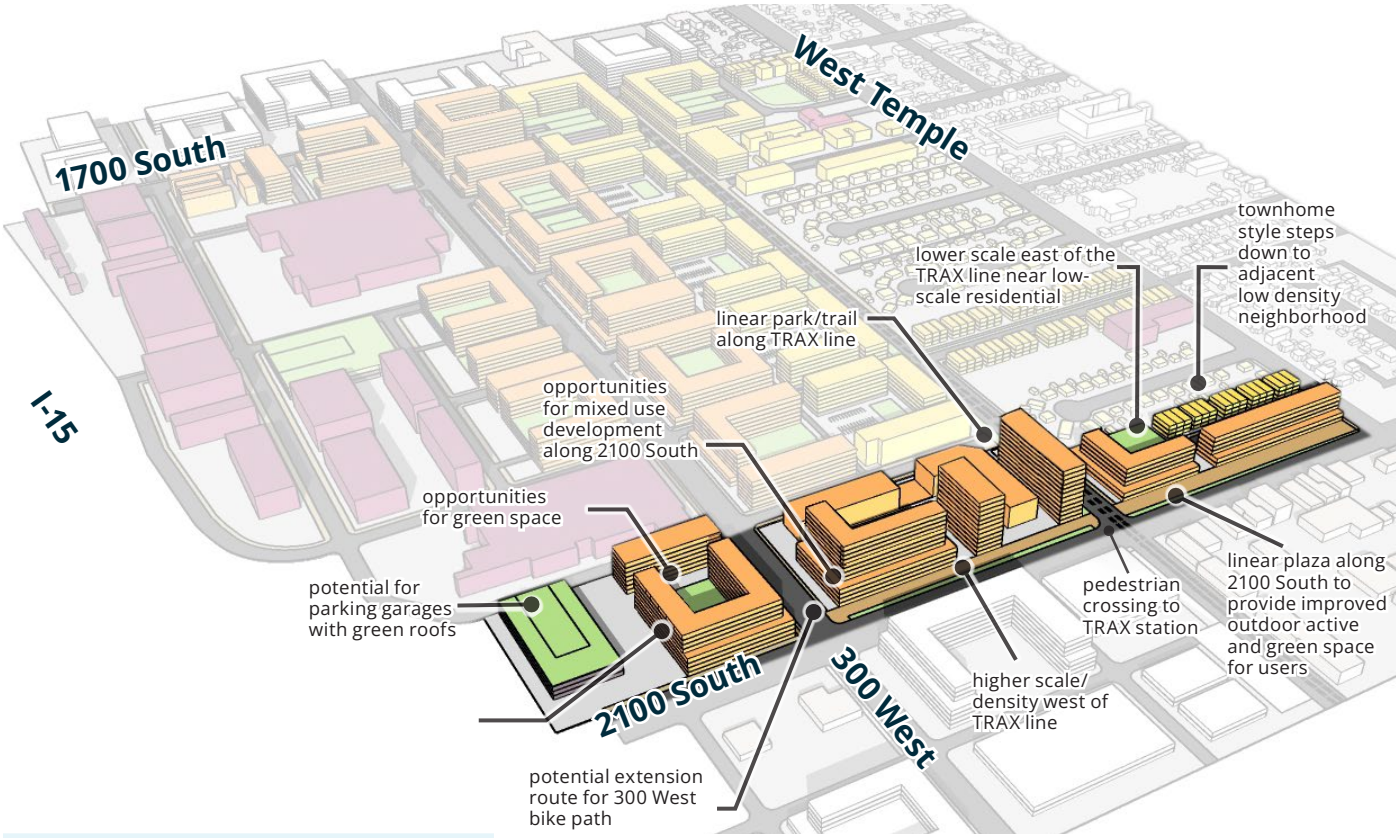


Figure 6 | *Character Areas*

CENTRAL POINTE TRANSIT-ORIENTED DEVELOPMENT (TOD) CHARACTER AREA



DENSITY	SCALE
Limited by scale	6 to 12 stories

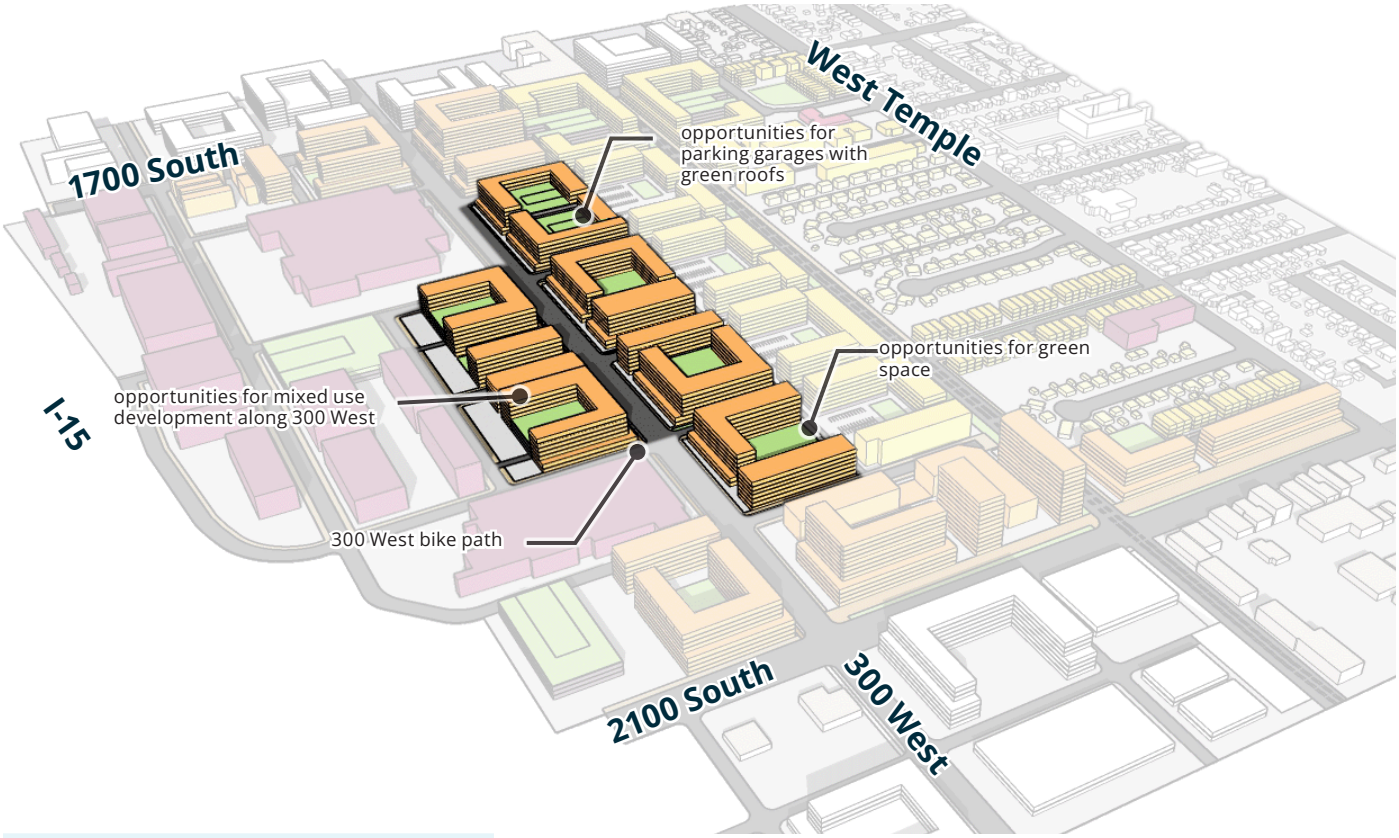
Figure 7 | *Central Pointe TOD Character Area Diagram*

The Central Pointe Transit-Oriented Development character area creates a high-density development node along 2100 South. The proximity to the Central Pointe station presents an opportunity to incorporate a variety of housing options, including affordable housing, with easy access to transit. Commercial uses on the first floor create an active pedestrian area, and improved pedestrian crossings at 300 West and West Temple allow for better connectivity to the station area. Buildings are allowed to develop up to 12 stories to help incentivize the highest densities near the transit station west of the TRAX line, with height stepping down to 6 stories next to lower-scale areas located east of the TRAX line.

Due to the proximity to the TRAX station, on-site parking requirements are minimal. When parking is provided, it is generally within podium structures and parking garages and not adjacent to the street. Surface parking lots, when provided, are located behind buildings and do not face major streets or pedestrian connections.

New green spaces and other residential amenities are provided on top of structured parking facilities, stepback areas, and rooftops. A new linear plaza is included along the north side of 2100 South between 300 West and West Temple to promote active pedestrian uses adjacent to the Central Pointe Station. An extension of the 300 West bike path provides a continuous bike route to bicycle facilities to the south in South Salt Lake. The urban design and public realm elements for this character area are illustrated in the Urban Design section on page 41.

300 WEST COMMERCIAL MIXED USE CHARACTER AREA



DENSITY	SCALE
Limited by scale	12 stories

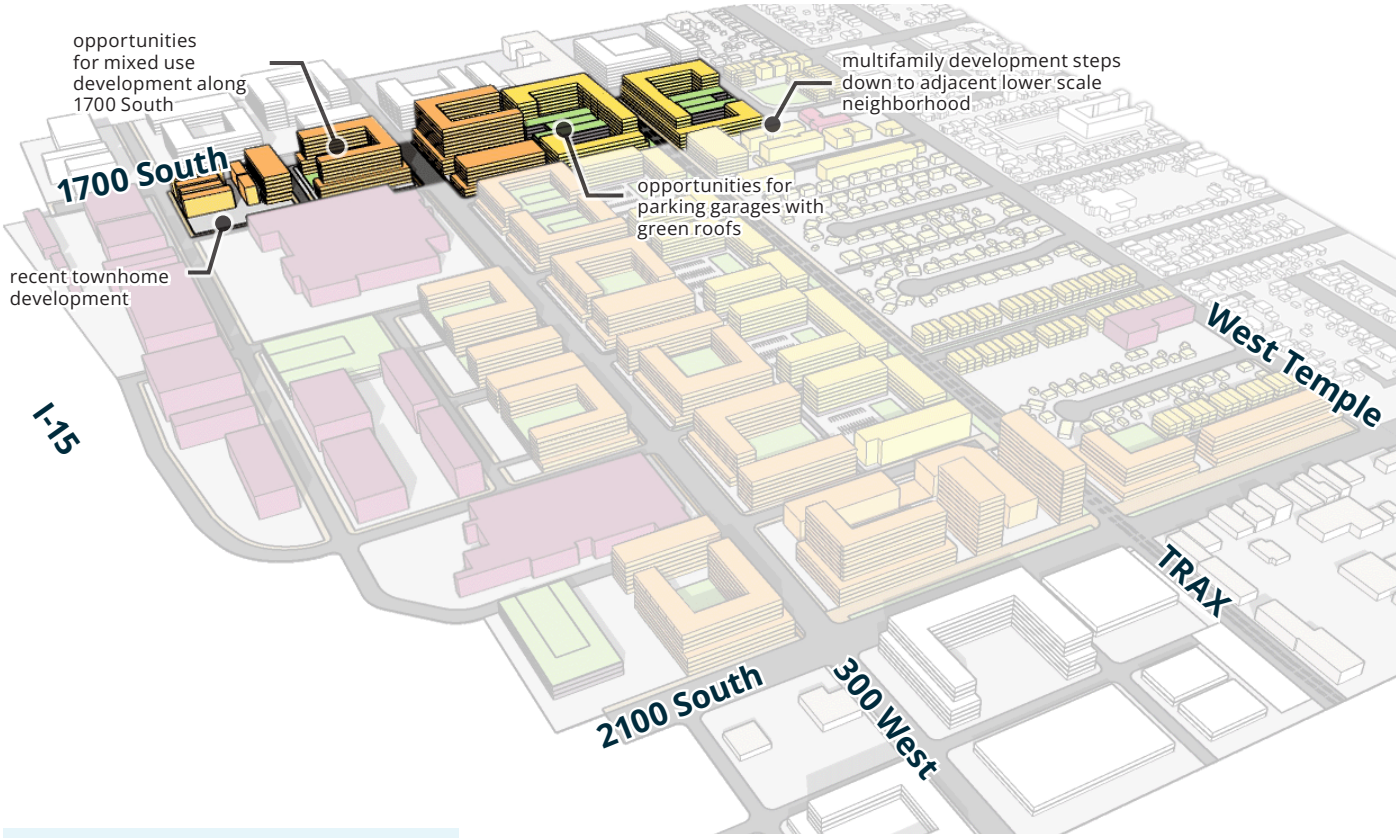
Figure 8 | *300 West Commercial Mixed-Use Character Area Diagram*

The area along 300 West creates a new urban edge along the corridor, with high density buildings and ground floor active uses. Most buildings include a mix of residential and commercial uses, with ground floor spaces that promote an active pedestrian environment through the inclusion of uses that capture the attention of passers-by and that help keep "eyes on the street" to ensure that the 300 West bike path is a safe and inviting transportation option. Potential uses include retail, restaurants, bars, or other similar uses that include visible activity from the sidewalk. Standalone commercial buildings are also appropriate in this area.

Buildings are located close to the public right of way to help define a pedestrian-friendly scale adjacent to active sidewalk space and the 300 West bike path.

The urban design and public realm elements for this character area are illustrated in the Urban Design section on page 42 and include strategies for 300 West.

1700 SOUTH RESIDENTIAL MIXED USE CHARACTER AREA



DENSITY	SCALE
Limited by scale	12 stories

Figure 9 | *1700 South Residential Mixed-Use Character Area Diagram*

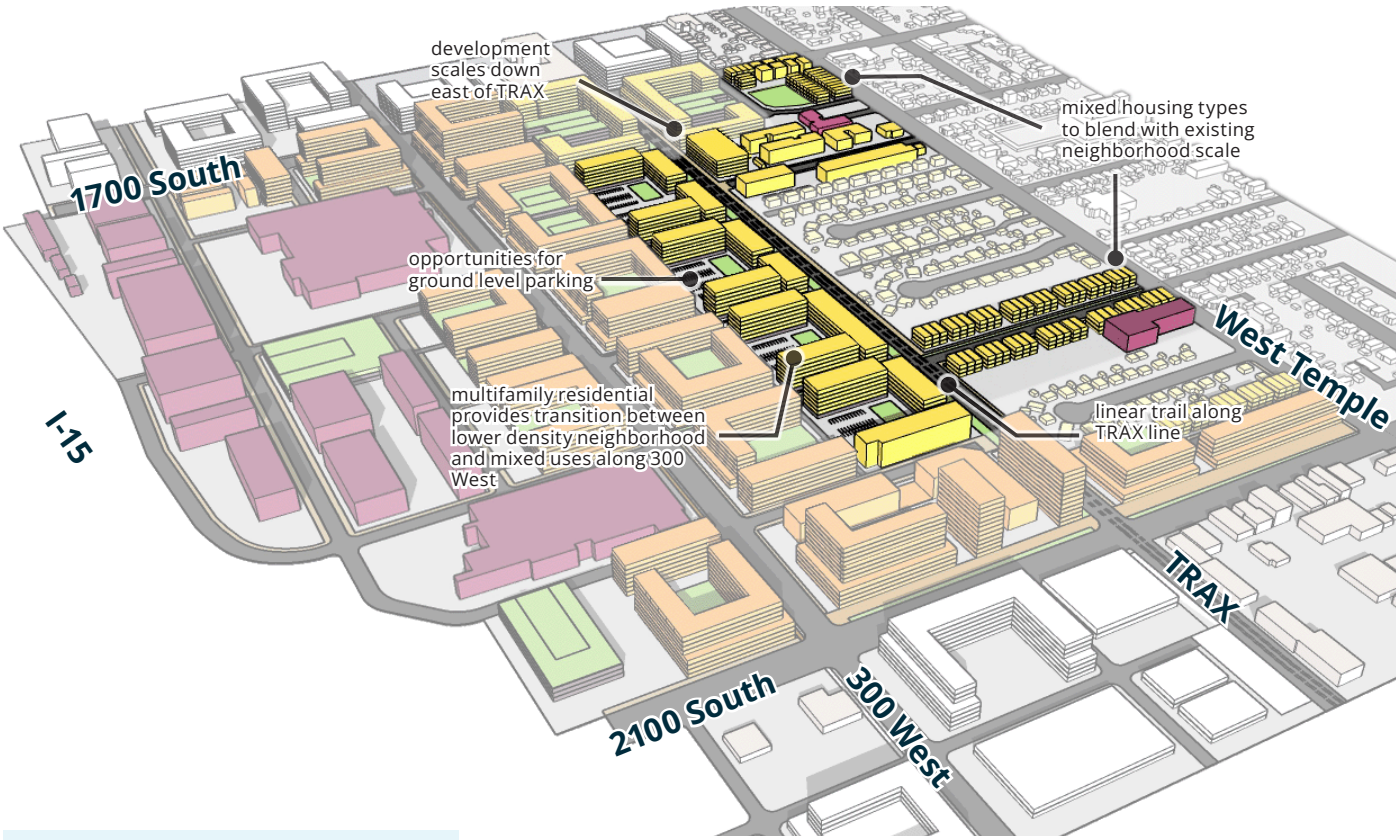
The area around 1700 South provides an opportunity for a mix of commercial and residential uses. New fully residential buildings, as well as mixed-use buildings with commercial uses on the lower levels and residential on upper levels, provide an opportunity for a variety of housing styles and densities. Buildings are allowed up to 12 stories in order to incentivize higher densities and create an activity node at the intersection of two major bike routes - the 300 West bike path and the 1700 South protected bike lanes.

The high level of density in the area also supports the use of a potential future 1700 South TRAX station.

Limited opportunities for commercial only buildings exist in this area, as the focus is on residential and mixed-use buildings. New street connections create smaller blocks and an improved pedestrian experience. Parking is generally provided in parking garages with green space and amenities on top.

The urban design and public realm strategies applicable to this area are illustrated in the Urban Design section on pages page 41, discussing 1700 South, and page 42, discussing 300 West.

TRANSITION EDGE CHARACTER AREA



DENSITY	SCALE
Limited by scale	3 to 12 stories

Figure 10 | *Transition Edge Character Area Diagram*

To create a transition to the established residential neighborhoods to the east, this area scales development progressively down as buildings get closer to West Temple.

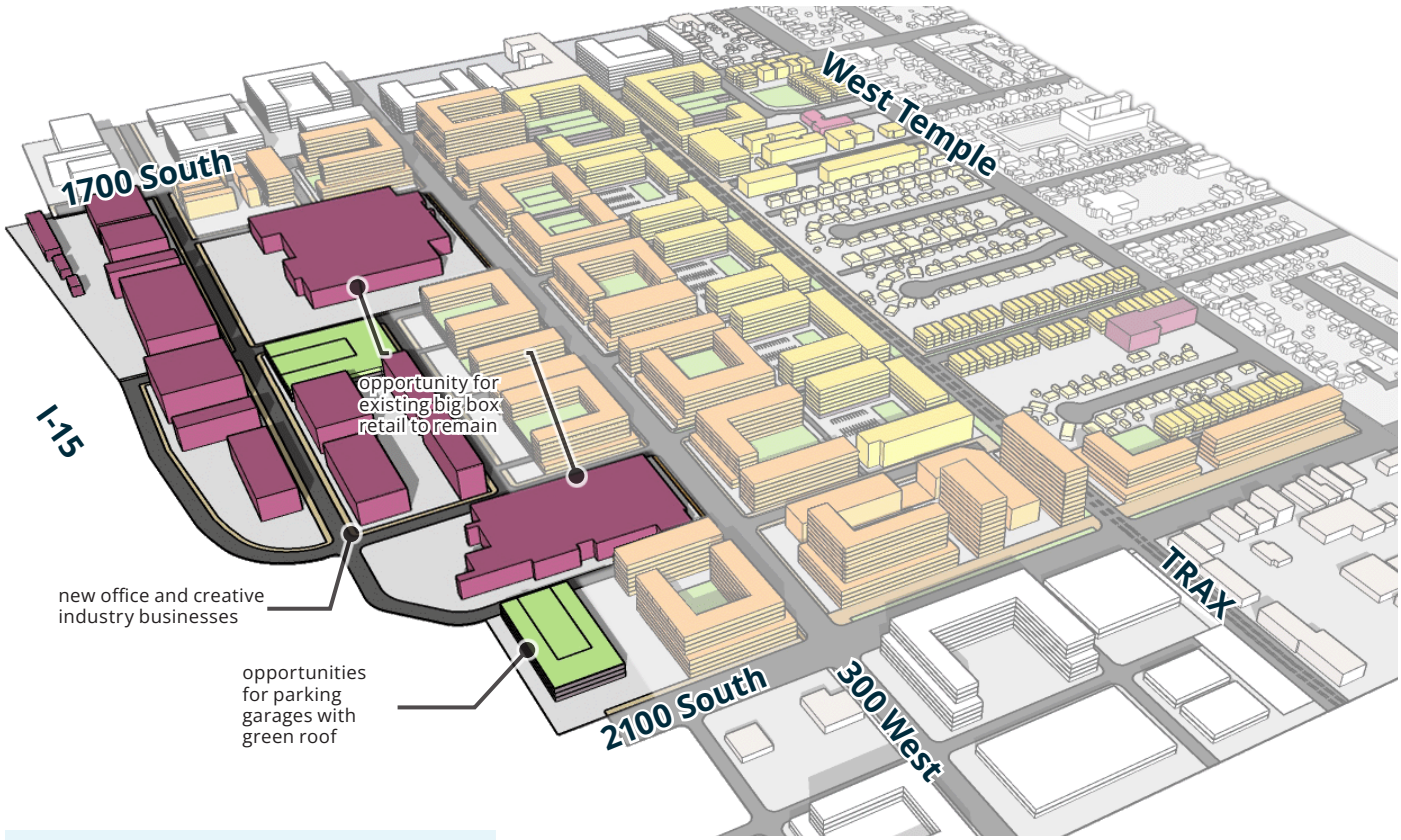
In this area, taller buildings, generally up to 12 stories in height, are located west of the TRAX line, with buildings scaling down to 5 to 6 stories east of the TRAX line, and down to 3 to 4 stories along West Temple.

A linear green space with a trail runs along the TRAX line, creating a new green space and amenity for residents, as well as a connection to adjacent neighborhoods and future redevelopment along 1700 South.

This area is primarily composed of residential uses, but also includes limited low intensity commercial and office uses east of the TRAX line and higher intensity commercial uses west of the TRAX line.

The urban design strategies for the area, with a focus on the area along the TRAX line, are illustrated in the Urban Design section on page 43.

300 WEST COMMERCIAL EDGE CHARACTER AREA



DENSITY	SCALE
Limited by scale	12 stories

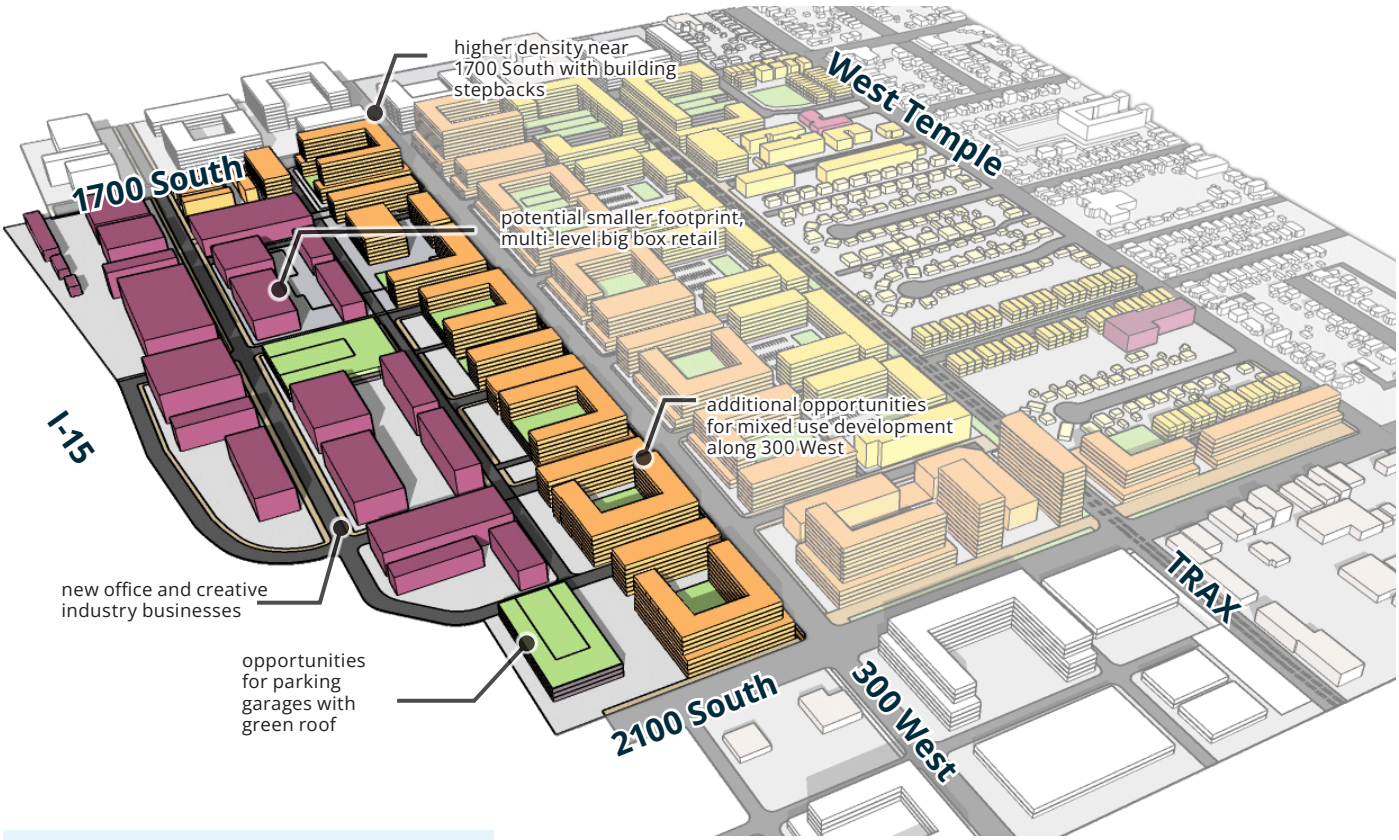
Figure 11 | *300 West Commercial Edge Character Area Diagram*

A new creative district with a mix of light industrial, office, and general commercial uses provides an opportunity for uses like "maker or creator" spaces, such as small-scale light manufacturing or light assembly uses, while responding to the current land uses of the area and providing a buffer between the more residential mixed-use districts and Interstate 15. Repurposing existing industrial buildings and allowing for some redevelopment creates an area that allows for new uses while maintaining the existing character and supporting job creation close to the station.

Newly constructed buildings and some larger buildings will generally remain well into the future, with the businesses in these buildings continuing to provide important services to both the local and wider community. Older industrial buildings are adapted for new uses, while underutilized parking areas provide an opportunity for infill development.

New parking garages, providing district-wide parking opportunities, enable infill development of surface parking lots by providing a location for displaced parking spaces. The area is also appropriate for larger office or general commercial uses that can increase transit-adjacent employment opportunities.

ALTERNATIVE COMMERCIAL/MIXED USE EDGE CHARACTER AREA



DENSITY	SCALE
Limited by scale	12 stories

Figure 13 | *Alternative Commercial/Mixed Use Edge Character Area Diagram*

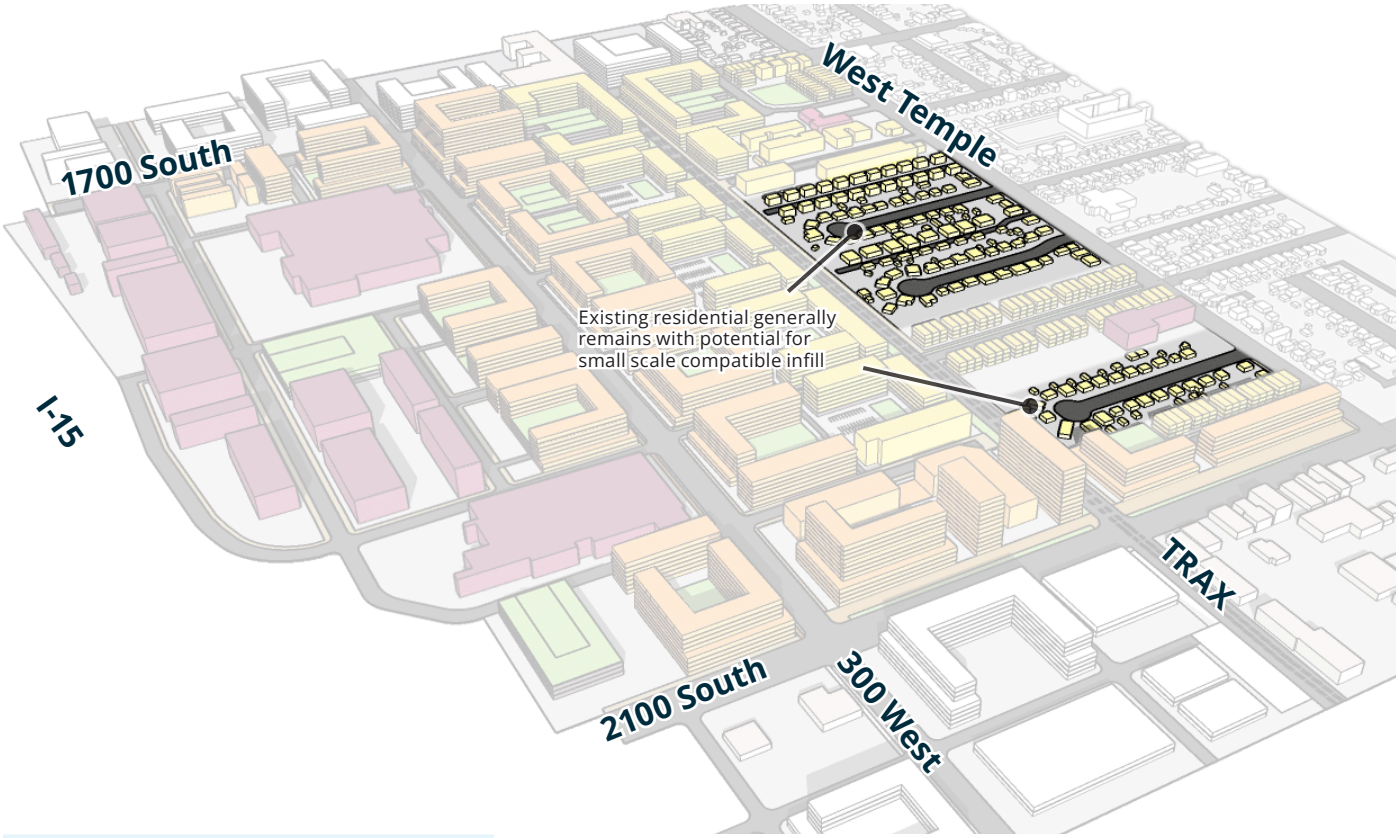
This plan provides a long-term vision for the area. While the plan supports the retention of existing businesses, including big box retailers, the plan considers the possibility that the businesses may choose to relocate or redevelop their buildings in a more dense, urban fashion in the very long term if supported by future market conditions.

The alternative concept plan shown here provides a framework for what development could look like if these properties were to be redeveloped. It identifies additional areas for mixed-use or commercial development, including smaller footprint big-box retailers, and for additional office and creative industrial use spaces.

In this alternative, new shared parking garages provide district-wide parking opportunities near redeveloped big-box retail sites and help enable more compact development patterns. The more compact development also allows for additional new street connections to make the area more walkable.

Figure 12 | *An example of a big box store with a shared parking garage. (Credit: Manith Hang)*

LOW SCALE RESIDENTIAL CHARACTER AREA



DENSITY	SCALE
1-20 du/ac	3 stories

Figure 14 | *Low Scale Residential Character Area Diagram*

A number of single-family cul-de-sacs and lower-scale apartment buildings are located between the TRAX line and West Temple. This scale is generally preserved, and new development is focused on small-scale infill developments, with heights up to 3 stories and design and dimensional standards, such as setbacks, that are similar to the massing of the existing residential units to help ensure compatibility.

Homeowners also have the opportunity to add additional units to existing homes, such as with accessory dwelling units or conversion to duplexes.

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HOUSING AND REDEVELOPMENT STRATEGIES

The success of transit-oriented development in the plan area will require a mix of uses to activate the area at all times of day. The land use plan focuses on mixed uses throughout the area, with the highest densities along 300 West, at the intersection of 300 West and 2100 South on the south side, and around the intersection of 300 West and 1700 South on the north side to help create activity nodes.

Creating high density residential development with ground floor retail and active uses that support pedestrian activity at the intersection of 300 West and 2100 South will establish a gateway to the area while benefiting from the proximity to Central Pointe Station and supporting its use. Additional higher intensity mixed uses on the north end of the area at 1700 South and 300 West will help create an activity node, supporting the use of new and existing bicycle infrastructure and a potential future TRAX station.

Less intense mixed-use development along 300 West, combined with new and existing commercial uses, will create an urban edge for the corridor allowing it to redevelop into a walkable and pedestrian-friendly environment, while townhouses and other low intensity residential development allow for a transition to existing residential neighborhoods and the smaller scale associated with these areas. Additional infill and gentle density in these current single-family residential areas near the station will allow more housing options, while responding to existing character and the growth constraints on the West Temple area.

Example of "Community Mixed-Use" scale development supported in the Transition character area. *Credit: WFRC Visual Library*

Example of residential scale appropriate in the "Low Scale Residential" character area. *Credit: WFRC Visual Library*

Example of "Community Mixed-Use" scale development supported in the Transition character area

Example of "Urban Neighborhood Mixed Use" scale development supported in the 1700 S., 300 W., and Central Pointe character areas.

Figure 16 | *Residential density examples*

AFFORDABLE HOUSING

- **Encourage affordable housing through zoning and City financial incentives**
  - Utilize zoning incentives to encourage affordable housing with density/height bonuses
  - Require that participating developments in an HTRZ include affordable housing

The plan area should include a mix of housing types that serve a variety of income levels. At least 12% of units in the area should be affordable housing units, aligning with State Housing and Transit Reinvestment Zone (HTRZ) requirements and helping the City attain its affordable housing goals.

Affordable housing can be implemented through zoning incentives, including through building height bonuses or expedited processes, such as in the City's recently adopted "Affordable Housing Incentives" program. Alternatively, if a Housing and Transit Reinvestment Zone (HTRZ) is established, affordable housing can be implemented through affordable housing requirements for developers seeking assistance for infrastructure or other improvements within the HTRZ.

SUPPORTING EXISTING BUSINESSES

- **Support the long term use of the area as a local and regional shopping destination**
  - Support the ability of existing businesses to remodel and expand
  - Provide flexibility for remodels and expansions
  - Encourage methods to mitigate heat island effects of large buildings
  - Encourage shared and structured parking to reduce excess parking in the area

There are many existing commercial buildings within the project area with long-time tenants and owners. Many community members commute into the area to access these businesses, such as Home Depot and Costco. These are successful businesses and are unlikely to redevelop soon. It is important to ensure these businesses have a place in the future of the plan area while also

CONNECTING WITH PLAN SALT LAKE

Plan Salt Lake principles and initiatives supported by this section:

- ***Guiding Principle:*** *Growing responsibly, while providing people with choices about where they live, how they live, and how they get around.*
  - ***Initiatives:***
    - *Locate new development in areas with existing infrastructure and amenities, such as transit and transportation corridors.*
    - *Encourage a mix of land uses*
    - *Accommodate and promote an increase in the City's population.*
- ***Guiding Principle:*** *Access to a wide variety of housing types for all income levels throughout the city, providing the basic human need for safety and responding to changing demographics.*
  - ***Initiatives:***
    - *Ensure access to affordable housing citywide (including rental and very low income).*
    - *Increase the number of medium density housing types and options*
    - *Promote high density residential in areas served by transit.*

Figure 17 | ***Retail stores along 300 West***

supporting additional infill opportunities. The plan generally anticipates newly constructed buildings and certain larger buildings remaining well into the future, while providing opportunities to adaptively reuse other existing buildings, including older industrial buildings.

Zoning standards requiring such things as ground level glass, street entrances, active uses, and limited setbacks are not always viable options for large retail buildings with multiple frontages or when expanding an existing building and may result in functionality conflicts for the business. Flexibility in meeting these standards should be warranted for these uses, such as through by-right zoning alternatives or discretionary site design reviews, to help ensure the adjacent pedestrian experience is not negatively impacted and is improved with new development. Design options could include special landscaping or alternative architectural treatments of building facades.

The larger buildings in the area also provide an opportunity for rooftop solar or green roofs. The City should explore zoning incentives, such as parking reductions or allowances, to encourage such improvements on existing buildings, such as with remodels or expansions, to help reduce local urban heat island effects.

ZONING REGULATIONS

- **Ensure that zoning regulations support the plan vision**
  - Evaluate and update zoning regulations
  - Rezone properties to support additional density where appropriate
  - Monitor regulations on an on-going basis and make adjustments

Zoning regulations can sometimes serve as a barrier to meeting City plan goals. The City should evaluate the existing zoning in the area to ensure it supports the plan vision and initiate amendments to the zoning code and map where appropriate, such as to support additional densities or heights.

Zoning regulations should be evaluated to ensure they aren't serving as a barrier to development that supports the plan vision, and development outcomes should be monitored to verify outcomes support the plan vision.

INFRASTRUCTURE

- **Ensure that City public infrastructure supports future growth in the area**
  - Encourage new development near transit by reducing potential infrastructure costs
  - Explore and put in place financial options and tools to assist with infrastructure costs in the area

The plan area has a high potential for growth due to its high accessibility to multiple transportation modes, and the plan supports a high level of additional density in the area. However, public infrastructure improvement costs can serve as a barrier to that growth, particularly when an area requires system upgrades to water, sewer, or storm drain systems to support that development.

Generally, individual developers are required to make any system upgrades necessary to support their project and the cost to upgrade system infrastructure may be prohibitive for that single developer. One area facing such potential costs is the east side of 300 West, where the existing water line will need to be up-sized to support additional density and fire demands.

To encourage and support new growth near transit, the City should utilize existing tools and explore other financial options and new tools to support and assist with system infrastructure improvements and costs for new developments in the area. Examples of such tools include the City's reimbursement program for pioneering infrastructure, a new Housing and Transit Reinvestment Zone, or Community Reinvestment Agency financing tools.

ACHIEVING DENSITY AND MEETING HTRZ THRESHOLDS

» Support residential densities that help meet City housing goals and HTRZ thresholds

The *Central Pointe Station Area Plan* incorporates different development intensities that respond to scale, existing uses, and potential for redevelopment of various parcels within the study area. The development intensity recommended for the mixed-use areas along 300 West and around the intersection of 300 West and 2100 South can achieve over 100 dwelling units an acre, exceeding the 50 dwelling units an acre threshold required to qualify for HTRZ funding (see the mixed-use development diagram and table on page 27).

Densities within the less intense development areas focusing on residential use, including the "Transition Edge," will also average over 50 dwelling units per acre, and will help incorporate different housing typologies, like townhomes and missing middle housing, allowing the plan to help meet the City housing goals established in *Housing SLC* and *Plan Salt Lake* (see the residential development diagram and table on page 28).

The graphics and tables on the following pages provide calculations of the potential densities achievable in the conceptual plan model, broken down into mixed-use development focused areas and residential development focused areas. These are intended to demonstrate how the plan will meet State housing development goals for station areas, as well as density thresholds for HTRZ eligibility. They also illustrate the potential densities achievable in the area, demonstrating how the plan helps support meeting City housing goals.

The model and calculations reflect just one possible scenario following the guidance for each character area. If properties are developed to their full height and density supported in each character area, the resulting densities will be higher.

Potential tax revenues were also studied as part of the HTRZ analysis, showing the possibility to generate an estimated $3.1 million in annual revenue based on future development of the blocks nearest the TRAX station. The estimates are shown on the table below and more detailed information is located in Appendix C. The study evaluated revenues based on lower densities than shown here and so achievable revenues could be higher.

TAX ENTITY	2023 TAX RATE	PROJECTED ANNUAL TAX REVENUE	80% INCREMENT TO HTRZ	15 YEAR PERIOD
Block 19	0.009886	$121,090	$96,872	$1,453,079
Block 9	0.009886	$558,735	$446,988	$6,704,823
Block 17	0.009886	$156,868	$125,494	$1,882,413
Block 4	0.009886	$742,685	$594,148	$8,912,225
Block 10	0.009886	$683,939	$547,151	$8,207,270
Block 11 and 20	0.009886	$810,904	$648,723	$9,730,848
Total		**$3,074,222**	**$2,459,377**	**$36,890,658**

Table 1 | *Tax Revenue Summary Table – See the block diagrams on pages 27 and 28 for block locations*

WHAT IS AN HTRZ?

In 2021, the Utah State Legislature adopted the Housing and Transit Reinvestment Zone (HTRZ) Act. The Act was intended to help mitigate the housing affordability crisis along the Wasatch Front by creating a new development tool to facilitate mixed-use, multifamily, and affordable housing development within a 1/4 mile radius of light rail stations. The regulations allow for the creation of specific areas (zones) around fixed transit stops in which incremental tax revenue growth can be captured over time and re-invested within the zone to support development. The revenues could be used to help fund things such as infrastructure improvements or affordable housing development. The area within 1/4 mile of the Central Pointe Station is eligible for an HTRZ.

WHAT ARE THE REQUIREMENTS FOR HTRZ?

The state has defined specific parameters for the creation of an HTRZ. Within Salt Lake County, a maximum of 8 HTRZs are permitted around light rail stations, and a maximum of 3 HTRZs are permitted around BRT stations. The legislation allows incremental tax revenue to be captured over time to support the cost of private development in an HTRZ. Because tax benefits are provided, there must be participation by all applicable taxing authorities.

Around Light Rail and BRT stations, the following requirements apply:

- *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*

Within an HTRZ around light rail and BRT stations, the following tax capture limits apply:

- *80% of tax increment revenues, for no more than 15 consecutive years for an individual parcel, and a maximum 30-year period for the entire HTRZ.*
- *15% of incremental State sales tax within the HTRZ limits is transferred to the TTIF (Transit Transportation Investment Fund)*

HOW IS AN HTRZ ESTABLISHED?

A proposal for a new HTRZ must be submitted to the Governor's Office of Economic Opportunity (GOEO), which then completes an economic gap analysis to determine the impact of the HTRZ. A committee is established with members from the relevant taxing districts, state government, and the participating municipality who then reviews the gap analysis and votes to approve or deny the HTRZ.

DEVELOPMENT INTENSITIES - MIXED-USE AREA

The areas focused on mixed-use, including along 300 West and 2100 South, present the highest development intensities within the plan, achieving approximately 143 dwelling units an acre and meeting the density thresholds that would support an HTRZ

This is just one conceptual scenario. Not all properties maximize their development potential in this scenario. If all properties maximized the development potential supported by the plan, the total density would be higher.

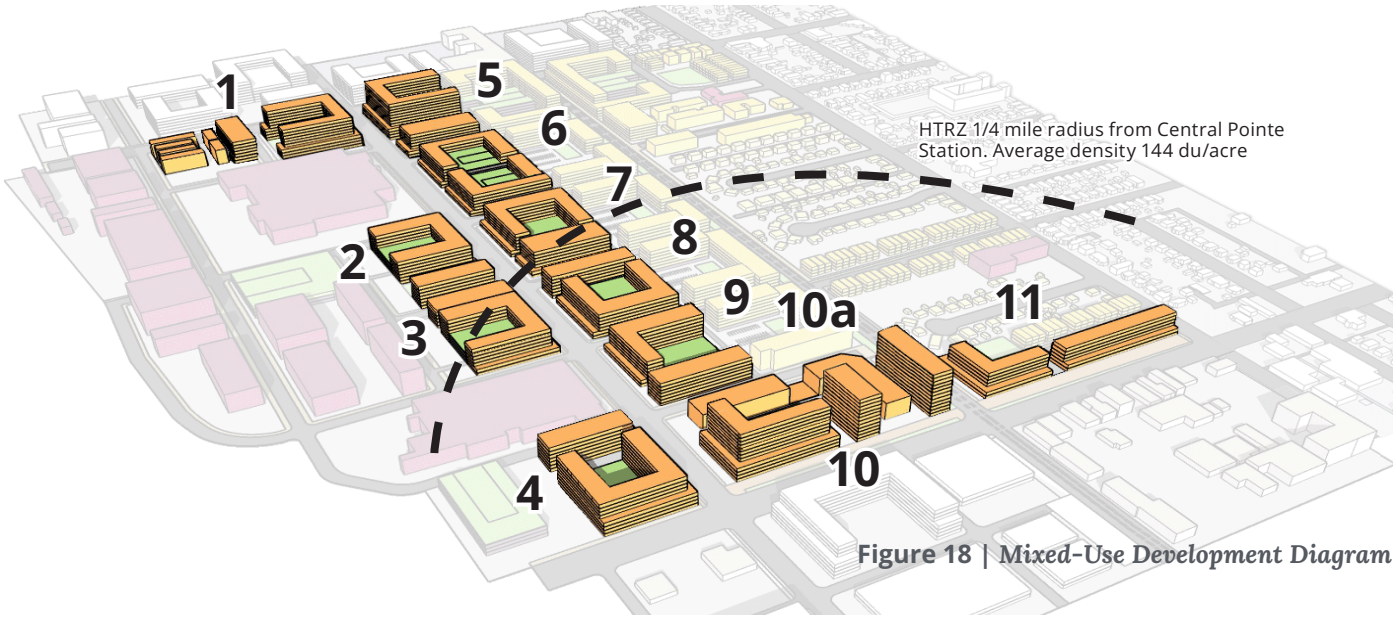

Figure 18 | *Mixed-Use Development Diagram*

DENSITY TABLE

BLOCK	STORIES	TOTAL SF	TOTAL USABLE SF	NUMBER OF UNITS	BLOCK ACRES	DENSITY (DU/AC)
1	3/7/10	836,739	631,669*	585.9*	4.2	138.3
2	7/7	502,680	377,010	359.1	3.1	116.5
3	7/7	556,037	417,028	397.2	2.7	147.7
4	7/8	518,807	389,105	370.6	2.6	143.5
5	7/12	1,074,187	805,640	767.3	4.2	182.7
6	7/7	702,362	526,772	501.7	3.6	137.5
7	7/7	737,247	552,935	526.6	3.5	150.5
8	7/7	569,071	426,803	406.5	3.2	127.7
9	7/7	513654	385,241	366.9	2.8	131.1
10/10a	5/5/12/12/12	1,384,608	1,038,456*	1042.1*	6.1	171.6
11	7/7	558,263	418,697	398.8	3.4	118.7
Total				**5722.5**	**39.4**	**145.4**
Total Within 1/4th Mile of Station				**2584.9**	**18.0**	**143.6**

Table 2 | *Mixed-Use Density Table. Parcels in dark blue are within 1/4-mile from the station. Calculations assume usable residential floor area is 75% of total with 1050 sq ft per unit (inclusive of hallways, common area, etc.). All calculations are approximate. *Blocks marked with an asterisk include some existing development and vary from the calculation assumptions.*

DEVELOPMENT INTENSITIES - RESIDENTIAL AREA

The residential transition edge will present less intense development with an average of 50 dwelling units an acre, allowing for new housing while respecting the lower scale of residential neighborhoods to the east. This area includes exclusively residential development.

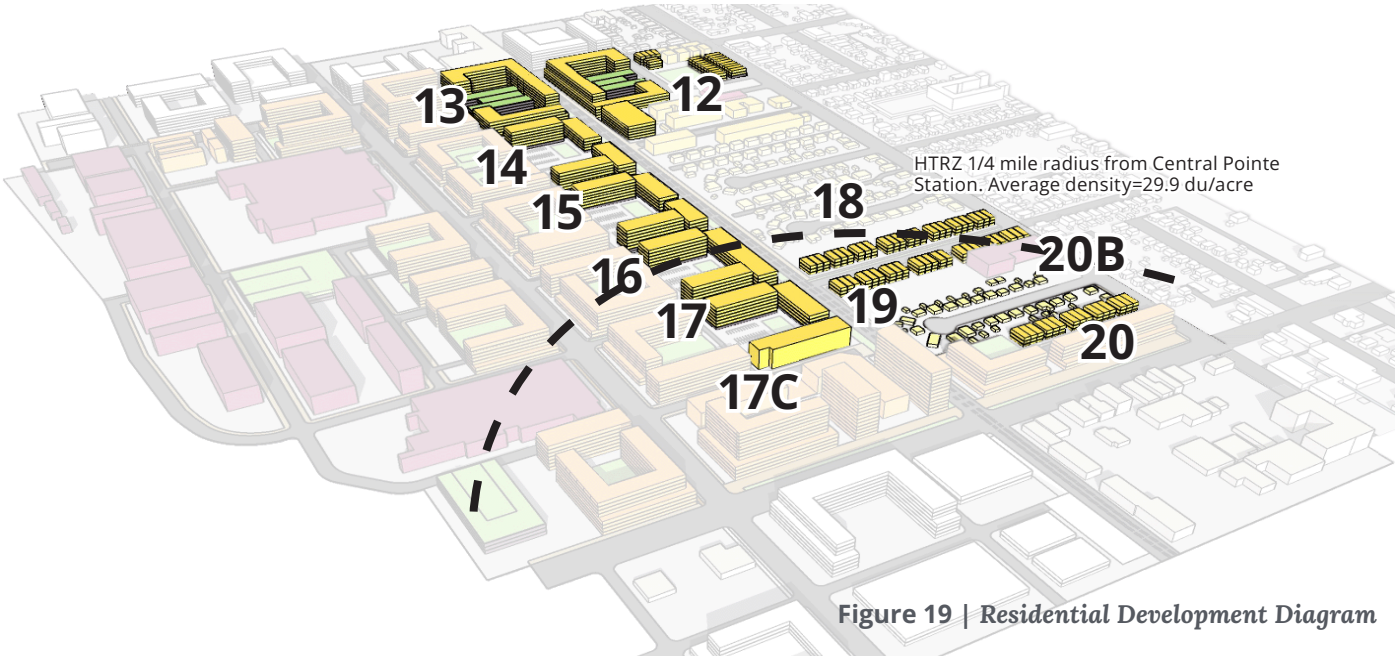

Figure 19 | *Residential Development Diagram*

DENSITY TABLE

BLOCK	STORIES (RESIDENTIAL)	TOTAL (RESIDENTIAL)	TOTAL USABLE SF	NUMBER OF UNITS	BLOCK ACRES	DENSITY (DU/AC)
12	7	460,543	345,407	329.0	4.84	68.0
13	10	518,174	388,631	370.1	4.2	88.1
14	5	292,190	219,143	208.7	4.3	48.5
15	5	278,190	208,643	198.7	3.7	53.7
16	5	268,290	201,218	191.6	3.07	62.4
17	5	146,095	109,571	104.4	1.9	54.9
17c*	5	92,000	73,600	80.0	1.07	74.8
18	3	103,680	88,128	55.1	2.3	23.9
19	3	60,480	51,408	32.1	1.2	26.8
20	3	64,800	55,080	34.4	1.19	28.9
20b*	1 to 2	-		50	4.7	10.6
Total Within Area				**1,307**	**32.47**	**50.9**
Total Within 1/4th Mile of Station				**300.9**	**10**	**29.9**

Table 3 | *Residential Development Table. Parcels in dark blue are within 1/4-mile from the station.*

**Blocks marked with an asterisk are existing developments. 20b is single-family and includes an ADU for each property.*

TRANSPORTATION, CONNECTIVITY, AND MOBILITY STRATEGIES

Overall, the future of the area should include additional and improved connections. The plan supports new bike and pedestrian connections, new streets to address the large block sizes that exist today, and new and improved crossings at key locations.

An extension of the bike path along 300 West will help connect the corridor to the Central Pointe TRAX station, as well as new redevelopment areas around 2100 South and 1700 South. Connections to the east are also prioritized, as well as an enhanced buffered bike lane along 1700 South, following recommendations from the 2015 *Bicycle and Pedestrian Master Plan*. A new pedestrian crossing is identified at the TRAX line on 2100 South to help ensure residents have a safe and direct route to access the Central Pointe TRAX station.

To create smaller blocks and a more walkable street network, new east-west and north-south streets are supported throughout the area and are shown on the Circulation and Mobility plan map. These new streets will allow for increased pedestrian accessibility and a scale that is more conducive to pedestrian activity.

A potential future TRAX station at 1700 South is also shown on the map. This is also identified as a potential future improvement in the *Ballpark Station Area Plan* that covers the area to the north and was an improvement identified and supported by the community throughout this plan development process.

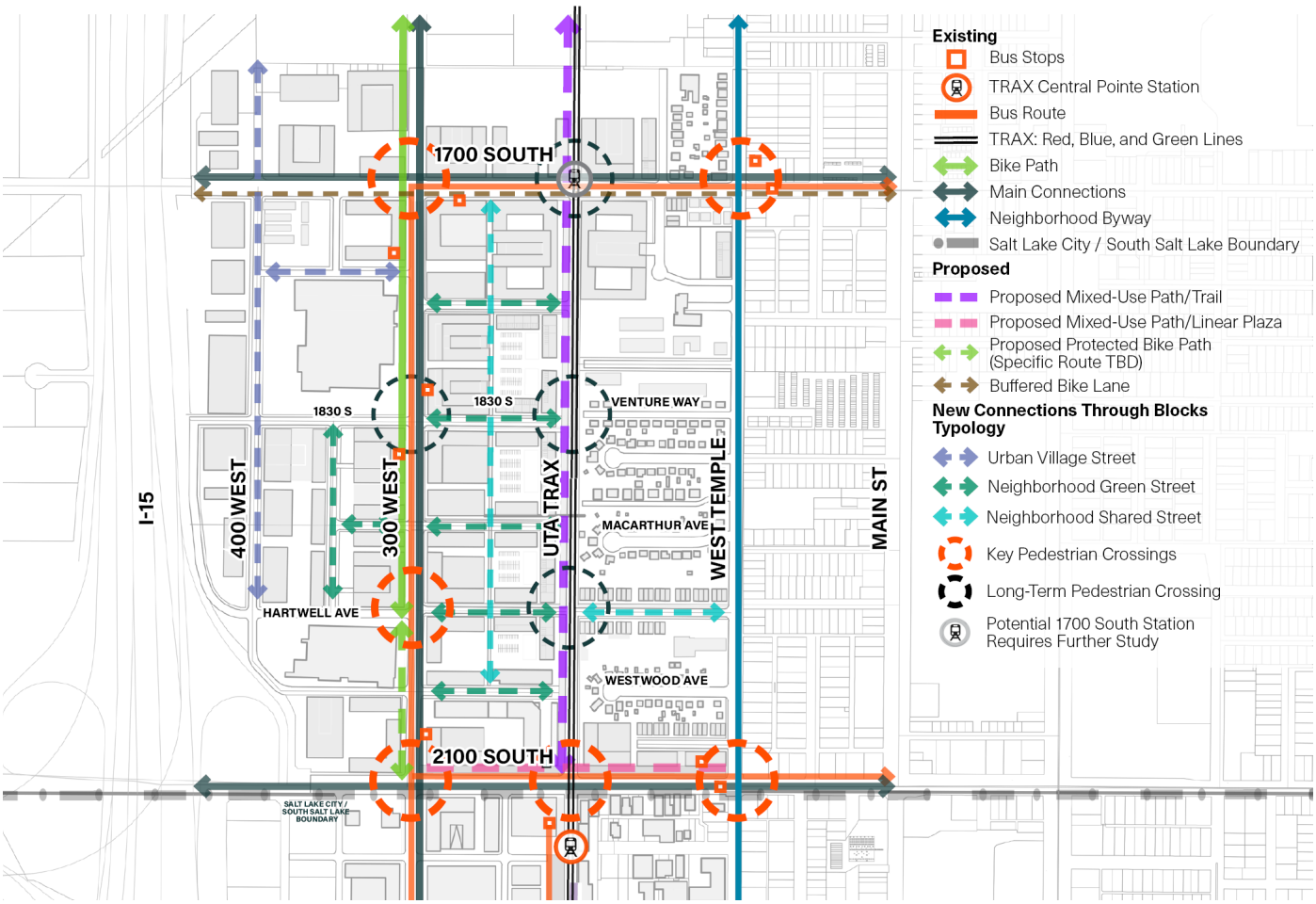

Figure 20 | *Circulation and Mobility Map*

PROPOSED STREET NETWORK

- **Increase accessibility and connectivity with an improved street network.**
  - Require mid-block walkways and/or streets through zoning and/or subdivision requirements.
  - Explore east-west pedestrian connection options across the TRAX line.

Several new streets are proposed as part of the plan, both east-west and north-south, to create smaller blocks, enhance overall connectivity and accessibility, and create a more walkable environment. The locations shown for these streets are general and represent priority connections, but further study is required to understand feasibility and propose final recommendations. The City does not own the property proposed for these new streets and so they will need to be created through zoning/subdivision requirements as part of new development or through City property purchases. The new streets should generally follow the design standards from the Salt Lake City *Street and Intersection Typology Design Guide* as shown on the map.

Two new east-west TRAX line crossings are also proposed to connect with the residential neighborhoods to the east, including at the extension of Hartwell Avenue and 1830 South. These require further study and coordination, including with UTA.

CONNECTING WITH PLAN SALT LAKE

Plan Salt Lake principles and initiatives supported by this section:

- ***Guiding Principle:*** *A transportation and mobility network that is safe, accessible, reliable, affordable, and sustainable, providing real choices and connecting people with places*
- ***Initiatives:***
  - *Make walking and cycling viable, safe, and convenient transportation options in all areas of the City*
  - *Encourage transit-oriented development (TOD).*
  - *Prioritize connecting residents to neighborhood, community, regional, and recreation nodes by improved routes for walking, biking and transit*
  - *Enhance rights-of-way to join, rather than segregate, adjacent neighborhoods.*
  - *Incorporate green infrastructure into our rights-of-way and transportation network.*
  - *Incorporate pedestrian oriented elements, including street trees, pedestrian scale lighting, signage, and embedded art, into our rights-of-way and transportation networks.*

Figure 21 | ***Cross-section of the Urban Village street typology supported for a future 400 West from the SLC Street and Intersection Typology Design Guide***

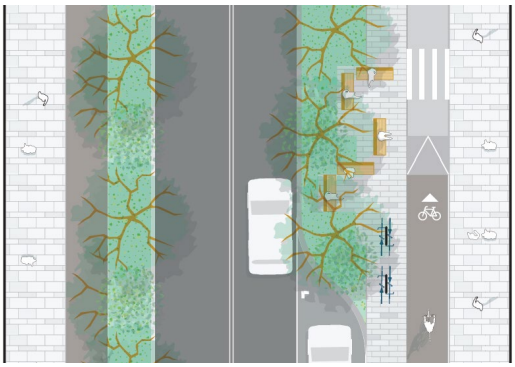

Figure 22 | ***Overhead section of the Urban Village street typology supported for a future 400 West from the SLC Street and Intersection Typology Design Guide***

2100 SOUTH PEDESTRIAN CROSSING AT THE TRAX LINE

- **Increase safety, accessibility, and connectivity for TRAX users**
  - Coordinate with UTA, UDOT, and South Salt Lake, on a pedestrian crossing at the TRAX crossing on 2100 South and other future pedestrian improvements

A new pedestrian crossing at the TRAX line on 2100 South is proposed to improve connectivity to the Central Pointe station. The City should coordinate and work with UDOT, UTA, and South Salt Lake on implementation of a crossing and continue to work on pedestrian experience improvements and safety.

1700 SOUTH TRAX STATION

- **Study the feasibility of a future 1700 South TRAX Station**

Through the engagement process, the team heard interest for a new TRAX station at 1700 South. Further study is required to understand costs, logistics, downstream effects on TRAX timing, and other variables that will help define the feasibility of this potential station location.

BICYCLE CIRCULATION

- **Increase bicycle connectivity and safety**
  - Implement improvements from the *Bicycle and Pedestrian Plan*
  - Coordinate with UTA, UDOT, and South Salt Lake to develop a safe extension of the 300 West bike path across 2100 South
  - Provide secure bicycle parking in public and private facilities

The plan prioritizes active transportation, including bicycling and walking, and supports implementation of the City's *Bicycle and Pedestrian Plan* priorities for the area. Although not identified in that prior plan, this plan supports extending the 300 West bike path to the south to connect into South Salt Lake and its future bicycle infrastructure. Due to the major intersection at 2100 South, a direct connection may be logistically difficult. The City, UDOT, and South Salt Lake should study options, including alternative routes, for a connection between the City and

Figure 24 | *A pedestrian crossing at the TRAX crossing on 2100 South would improve pedestrian connectivity to the TRAX station.*

Figure 25 | *The 1700 South TRAX crossing, a potential future TRAX station location.*

Figure 23 | *The 300 West bike path currently ends at Hartwell Avenue.*

South Salt Lake's future priority bicycle routes in this area to ensure a safe and logical connection is developed.

Existing on-street bike lanes on 1700 South should be improved, as identified in the *Bicycle and Pedestrian Plan* to better provide bicycle connectivity to and from the 300 West bike path. Secure bicycle parking should be provided at the major bicycle and pedestrian transportation nodes, including the TRAX station, new plaza along 2100 South and the intersection of 300 West and 1700 South. New residential developments should also be required to provide indoor, secure bicycle storage.

PARKING STRATEGIES

- **Reduce parking needs and encourage other transportation modes through a variety of strategies**
  - Encourage shared, district parking facilities
  - Explore on-street parking pricing
  - Reduce parking requirements when alternative transportation options are available

Parking in the area should generally be structured, with either podium parking or shared parking garages for mixed-use buildings. New parking garages providing district-wide parking opportunities could be located near existing big-box retailers. This will also enable infill development in these areas by providing a location for displaced parking spaces. On residential and mixed-use buildings where there is podium parking, amenities and green roofs should be incorporated on top of the parking areas to support community life and increase permeable surfaces.

Limited on-street parking should be on side streets to support mixed-use development and a more walkable environment. Other strategies like implementing on-street parking pricing, a parking permit program, or a parking "cash-out" program (offering cash to employees in lieu of free parking) could also be explored.

The city should also study existing parking ratios and consider some reductions based on proximity to transit, mixed-use, bike facilities, and development providing other amenities for the area.

Figure 26 | *Shared parking garages could support big box and smaller retailers. (Credit: Dennis Hood)*

PARKS AND PUBLIC SPACE STRATEGIES

The plan identifies opportunities for incorporating green spaces and public areas to gather and socialize and help meet the growing open space needs of new residential development. The plan has the potential of incorporating 6,000 new units in the area. Assuming an average household size of 2.4 persons, approximately 14,400 new residents could be added to the area. In existing studies, the City has identified the Central Community planning area as being in need of additional parks and open space, having the lowest level of service of all City community planning areas.

New parks and public open space should be prioritized in this area to help meet existing and future resident's needs. The open space map identifies areas within the boundary where new public open space should be prioritized to best meet those needs.

OPEN SPACE AND PARK ACCESSIBILITY CONTEXT

The plan area currently lacks any public open space or parks, with the nearest public park facility being the small Ballpark Playground, just north of the plan area. *Plan Salt Lake e*stablishes a goal of providing "accessible parks and recreation spaces within 1/2 mile of all residents." New open spaces developed within 1/2 mile of new residents within this plan area could help meet the open space needs for the area and park space in the plan area should be coordinated with those. However, the plan also supports providing new public open spaces within the plan area boundary to help meet the area's open space needs.

Figure 27 | *Conceptual Parks and Open Space Map*

PUBLIC PARKS AND OPEN SPACE

- **Achieve a minimum level of service of 3.5 acres per resident in the area**
  - Prioritize new public parks and open spaces in the plan area to provide walkable access to residents
  - The City should actively pursue property acquisitions for open space in the area

In 2019, the city completed the *Parks and Public Lands Needs Assessment* to help determine where the City should prioritize new parks and open space. The study determined that the City has a citywide current level of service (LOS) of City owned and managed parks of 3.5 acres per 1,000 of City residents. The study also showed a lower LOS of 2.8 for the Central Community planning area of which this small area plan is a part. It further notes that this area of the City does not have additional "natural lands" or County managed parks to help supplement the low level, unlike other surrounding City community planning areas.

Acknowledging those factors, this plan supports meeting a minimum service level of 3.5 acres per resident and ensuring that long term future growth doesn't decrease that service level. This should include new parks within walking distance of existing and new residents. The City should actively look for opportunities to purchase property for future park use to increase the accessibility of local park spaces for residents in the area, particularly focused on the area east of 300 West, where the most residential development will likely occur. The City should utilize impacts fees and other funding sources to both ensure that level of service levels do not decrease in this area of the City with new development and to increase the current level of service in the area.

CONNECTING WITH PLAN SALT LAKE

Plan Salt Lake principles and initiatives supported by this section:

- ***Guiding Principle:*** *Protecting the natural environment while providing access and opportunities to recreate and enjoy nature.*
  - ***Initiatives:***
    - *Provide accessible parks and recreation spaces within 1/2 mile of all residents*
    - *Establish level of service standards that address type, proximity, quality, and quantity of park space that is responsive to both citywide and neighborhood needs.*

Figure 28 | ***Ballpark Playground, previously People's Freeway Park, the closest public park to the plan area.***

URBAN FOREST

- **Preserve and grow the urban forest**
  - Increase the amount of street trees in the area
  - Support City funded public tree installation
  - Require public street tree installation for new private developments
  - Require trees in future open spaces

The large street trees on West Temple provide significant community benefits to the area. Future growth in the plan area should preserve and enhance the urban forest. This plan supports implementation of actions from the City's *Urban Forest Action Plan* to help grow and maintain the City's urban forest in this area.

All streets should become tree lined in the near future, both through City funded efforts and as part of new developments. Additional street trees will provide shade for pedestrians and may help lower average surface temperatures in the area. Park strips should also be widened where necessary and possible in order to support tree health and pedestrian comfort.

The plan calls for new public and private open spaces in the area. These should include a substantial amount of trees to provide green open spaces. Increasing the amount of trees was one of the most supported ideas throughout the engagement process and will have a large impact on the pedestrian comfort, health, and vitality of the area.

Figure 29 | *Newly planted street trees on 300 West.*

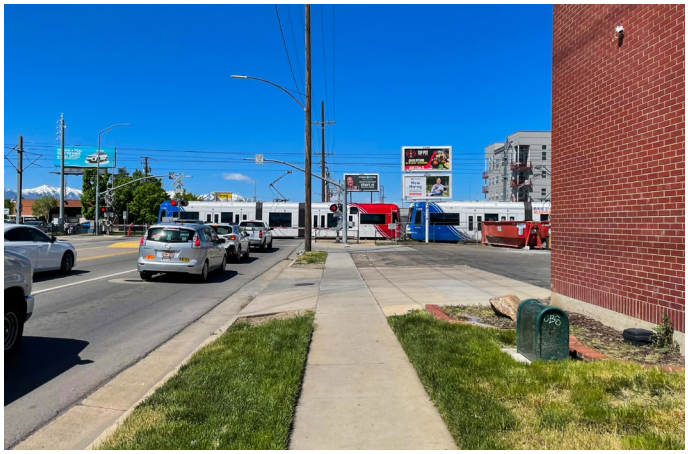

Figure 30 | *2100 South, showing the current limited separation of the street and sidewalk.*

2100 SOUTH PLAZA AND MIXED-USE PATH

- **Create a comfortable pedestrian environment along 2100 South**
  - Explore zoning requirements to upgrade the pedestrian environment with new development and create a linear plaza like space
  - Explore property purchases or dedication requirements to widen available right-of-way for pedestrian space

A public plaza along 2100 South will create a new activity center that serves new developments, while connecting to the Central Pointe station area. The plaza and mixed use path along 2100 South can provide additional green space and landscaping through a wider park strip, wider sidewalks, and a setback area with more green space or pedestrian amenities. The space is illustrated in the streetscape rendering in the following Urban Design section on page 41.

The public way improvements are constrained by the available public right-of-way and so will require some level of dedication of additional right-of-way to implement. The City should evaluate zoning options to implement this space with new development, including base zoning requirements, zoning incentives such as height bonuses, and impact fee credits.

LINEAR PARK/TRAIL ALONG TRAX LINE

- **Create a linear park/trail along the TRAX line corridor to increase connectivity and green space**
  - Study available right-of-way with UTA
  - Explore zoning options to ensure a comfortable and safe space, such as setbacks, stepbacks, and landscaping
  - Explore City property acquisition to widen available right-of-way for trail space

The plan supports the creation of a new linear park and trail along the TRAX line, which could become a central element of the Transition Edge character area. Located within available UTA right-of-way and/or potential setbacks of new developments on the west side of the tracks, this amenity can provide needed green space as well as an enhanced connection to the Ballpark neighborhood to the north and the Central Pointe Station to the south. Additional details and a conceptual rendering of the linear park are located on 43.

The adjacent *Ballpark Station Area Plan* identifies the potential for a future trail along the future TRAX line that extends north-west from Ballpark TRAX Station. The trail would help provide a connection to 500 West, identified as part of the "green loop" in the City's *Downtown Plan*, as well as the 9-line trail. Although the TRAX adjacent trail is not shown to continue south past Ballpark Station, any trail efforts should include evaluating the feasibility of a trail from Central Pointe Station to Ballpark Station to fully tie into the urban trail network.

The City should work with UTA to evaluate available right-of-way and explore City property acquisitions or other options as needed to widen the available trail space. Zoning or subdivision requirements should also be explored, such as dedication requirements for developments to widen the available space, as well as building design, landscaping, setback, and stepback requirements to ensure a safe, comfortable space.

Figure 31 | *An example of a local transit adjacent trail, the S-line.*

Figure 32 | *An example of an urban context, transit adjacent trail, the Charlotte Rail Trail, in Charlotte North Carolina. (Credit: Axios Media)*

PRIVATE OPEN SPACES

» **Increase the amount of private open spaces**

- » Require a minimum amount of open space in new developments to help meet residents needs
- » Support density or height bonuses for developments that go beyond minimum open space requirements and provide dedicated public open space or semi-public open space, such as publicly accessible private plazas.
- » Require vegetation, including trees, within private open spaces

Private open spaces also play a part in increasing the overall open space available to new residents in the area. The new private open spaces shown on the parks and open space map are conceptual but could be one way that private development meets future minimum open space requirements. Options for new private open spaces should include both ground level open spaces , such as plazas, and green roof spaces, as are shown in the diagram.

Minimum open space requirements should be implemented through zoning, with incentives such as additional height and density allowed for developments that provide public or publicly accessible private open spaces (semi-public) that go beyond minimum requirements, such as public plazas. New private and public parks and open spaces should be included with new developments in the area to ensure that residents have walkable access to outdoor recreation and help create a greener neighborhood. All of theses open spaces, both private or public, should include vegetation, including trees, to help provide additional green spaces and help reduce urban heat island effects.

FREEWAY LANDSCAPING

» **Add landscaping along the freeway corridor for beautification and community health benefits**

Landscape treatments next to the freeway should be incorporated to help create a green buffer that reduces noise, filters pollution, and improves the overall aesthetics of the area. This landscaping should include a high density of trees, as well as other lower scale vegetation.

Figure 33 | *An example of a private green space on West Temple that serves residents*

Figure 34 | *An example of a freeway landscape buffer within the plan area, helping to filter pollution and improve area aesthetics*

URBAN DESIGN AND PUBLIC REALM STRATEGIES

The following section describes overall standards for the built form as well as the public realm in the different character areas. The goal for these standards is to provide a framework that can guide future zoning and policy updates in the area, with the vision of creating a more walkable and pedestrian-friendly experience in the area. The principles, standards, and strategies here are illustrated in the streetscape renderings in this section.

URBAN DESIGN PRINCIPLES

The plan incorporates several urban design principles to ensure new buildings and streetscapes create a high quality public realm and cohesive district. The below principles provide a framework for the design standards that can be used to implement the plan's vision for each different character area.

- **Scale, Mass, and Articulation:** The height of buildings should be tailored to the context of the area. Buildings should be designed with a variety of massing elements to create visual interest and ensure human scale. This can include variations in height, setbacks, step-backs, and façade articulation.
- **Material Selection:** The use of high-quality and durable materials contribute to the aesthetic appeal and longevity of the built environment. The choice of materials should reflect the character of the neighborhood and promote a sense of place.
- **Setbacks and Step-backs:** Setbacks create active street frontages and pedestrian-friendly environments. Step-backs in taller buildings can reduce the perceived scale, shading on the street, and create a visual transition to zones with lower heights.
- **Transparency:** A minimum percentage of transparent façade materials should be incorporated on street-facing ground floors. This promotes a visually engaging streetscape, encourages commercial activity, and enhances safety by allowing for natural surveillance.
- **Open Space:** Public and private green and open space can provide valuable opportunities for recreation and social interaction. These spaces should be sized and configured to accommodate a range of activities.
- **Parking:** Parking is located behind the building, underground, or within the building to allow for active uses along the street-facing ground floor facades.

PUBLIC REALM STANDARDS

The inclusion of specific design and landscaping strategies is important to ensure implementation of the plan matches the goals for walkability and mixed uses. Specific design and landscaping strategies are identified for key elements and areas within the area.

Figure 35 | ***Durable building materials and a high level of transparency contribute to a high quality public realm, as seen in this example on Regent Street.***

LANDSCAPING STRATEGIES

Incorporating guidelines for landscaping standards in the public ROW will help ensure the use of street trees as well as planting areas along streets.

- **Tree Canopy:** Basic standards should be developed for required tree canopy along tree-lined streets. A percent goal of shaded sidewalks should be specified for each main street as well as smaller side streets in residential areas.
- **Minimum Vegetation Standards:** Improvements in the ROW should include a minimum percent of vegetated areas. This should also apply to setback areas of new developments. Where possible and not impacting pedestrian and vehicle visibility, vegetation with some level of height, rather than turf grass, should be utilized in park strip areas to help better visually separate sidewalk space from vehicle traffic.

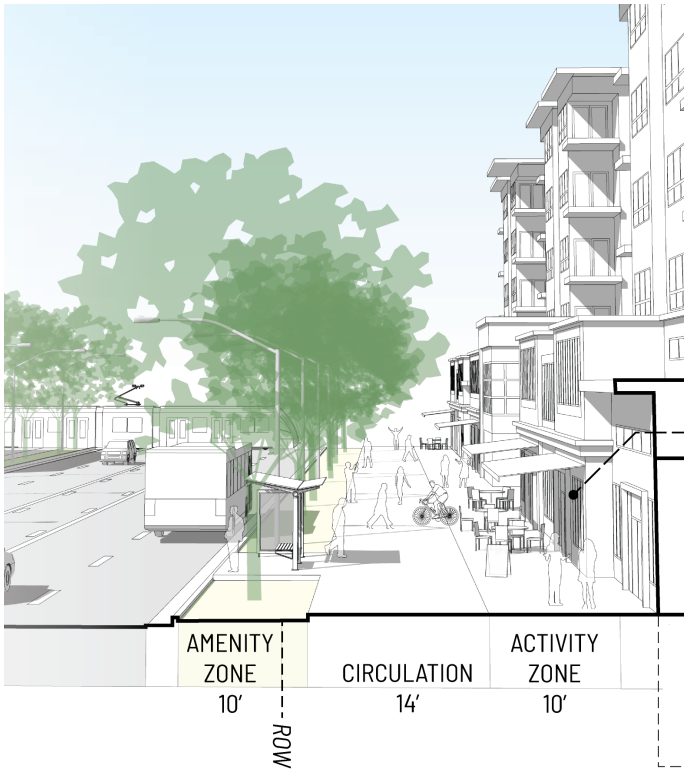

Figure 36 | *Sidewalk strategies on 2100 South*

- **Minimum Soil Volumes:** For newly planted street trees, a minimum soil volume standard should be considered to ensure the healthy growth of the tree and future shade.

SIDEWALK STRATEGIES

The creation of a positive pedestrian environment is critical to promoting walkability throughout the area. To support sidewalk functionality, three different zones are proposed:

- **Activity Zone:** The "Activity Zone" is located directly in front of buildings, generally in the front yard or front setback of private property. The area is used to create additional space for pedestrians and amenities related to ground floor businesses.
- **Circulation Zone:** The circulation zone is located between the activity and amenity zones and includes pedestrian sidewalks and bicycle paths. Sidewalks will be included on every street with vehicular traffic. Sidewalk width will vary based on the density and uses in the area.
- **Amenity Zone:** The amenity zone is located between the circulation zone and the roadway. This zone allows for a comfortable buffer between the sidewalk and vehicular travel lanes. This space can be utilized to increase the tree canopy, and provide public amenities and neighborhood branding opportunities such as benches, art, trash receptacles, lighting, bike racks, and other street furniture.

Given the limited horizontal space available in some areas, vertical elements can be used to help provide a more effective buffer between pedestrians in the circulation zone and vehicle traffic in the roadway. These elements could include planter boxes or taller vegetation types. Taller vegetation and other structures in this zone should be coordinated with driveway curb cuts to ensure pedestrian and vehicle driver visibility.

CHARACTER AREA URBAN DESIGN STRATEGIES

This section illustrates different urban design strategies that apply to portions of the character areas along the major streets, as well as the TRAX line. Each character area includes different use and dimensional goals to implement the overall project area vision. Specific standards related to the built form for each area, as well as how these relate back to the project principles, are identified in this section.

CONNECTING WITH PLAN SALT LAKE

Plan Salt Lake principles and initiatives supported by this section:

- ***Guiding Principle:*** *A beautiful city that is people focused.*
- ***Initiatives:***
  - *Identify and establish standards for key gateways into the City.*
  - *Reinforce and preserve neighborhood and district character and a strong sense of place*
  - *Support and encourage architecture, development,*
  - *and infrastructure that:*
  - *Is people-focused;*
  - *Responds to its surrounding context and enhances the public realm;*
  - *Reflects our diverse cultural, ethnic, and religious heritage; and*
  - *Is sustainable, using high quality materials and building standards*
  - *Reinforce the development of a connected green network of urban open spaces and forest that accommodates active transportation and provides* ***contact with nature.***

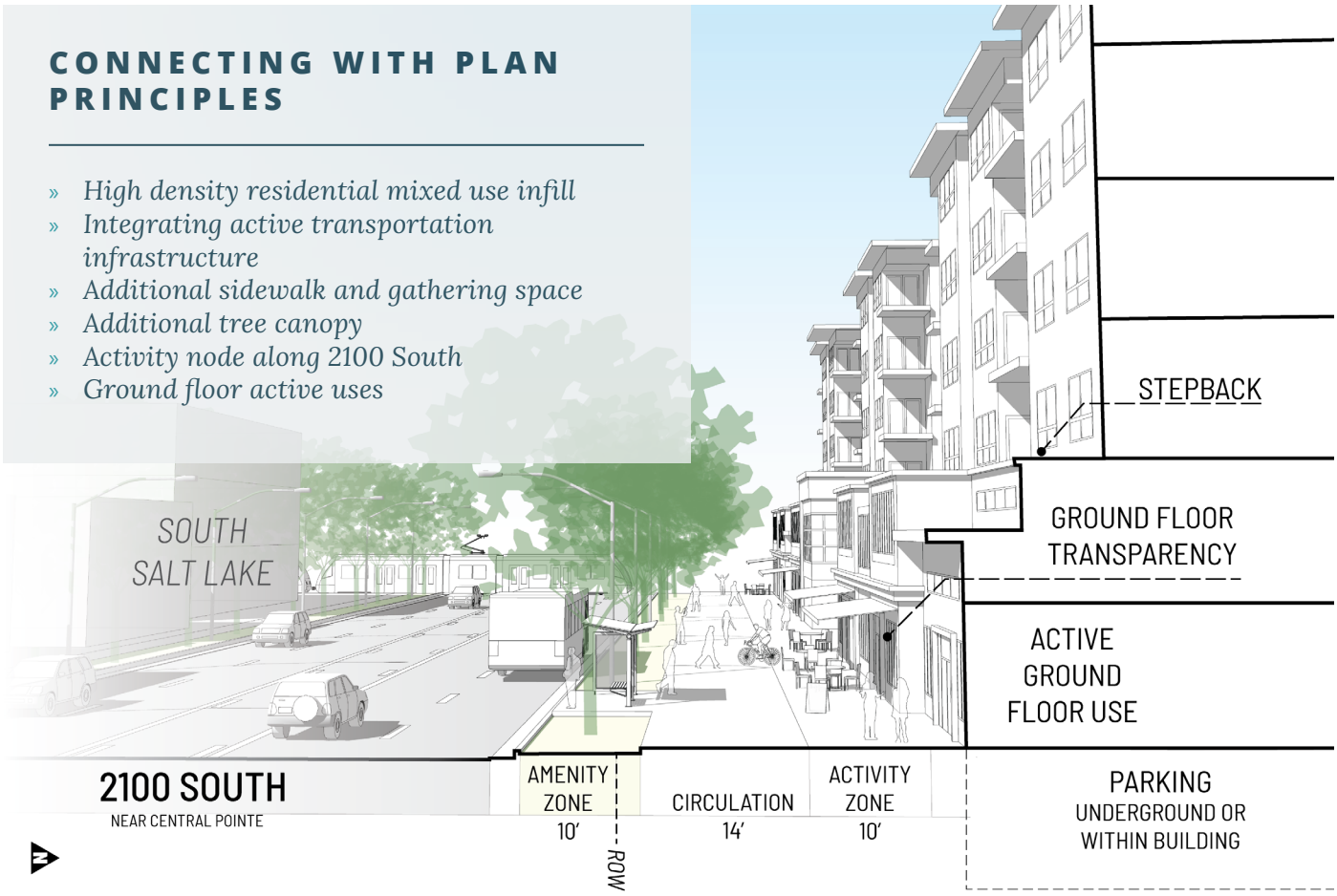

Figure 37 | *Central Pointe TOD at 2100 South Urban Design Conceptual Diagram*

CENTRAL POINTE TOD AT 2100 SOUTH AND 1700 SOUTH AREAS

Along 2100 South, new developments are set back from the right-of-way allowing for increased pedestrian comfort and a more vibrant streetscape. This will allow for a 10-foot wide Amenity Zone to serve as a buffer between pedestrians and the high-capacity road. This space accommodates large street trees and other vegetation to enhance the buffer and provide visual separation from fast moving vehicle traffic. Between regularly spaced trees this area can be utilized for bus stops, lighting, benches, art, bike racks, and ADA loading.

A wide circulation path supports pedestrian comfort and allows for low-speed bike and scooter travel, connecting to the transit station, bike paths, and the adjacent neighborhood. A 10-foot Activity Zone adjacent to building facades facilitates outdoor dining, sales stands, and landscaping.

Ground floor spaces facing the public street include active uses with transparency from the pedestrian level. Stepbacks above the second story enhance the human-scale streetscape. Parking is located underground or within buildings.

This public realm configuration increases pedestrian comfort while avoiding changes to the street curb line and impacts to the traffic carrying capacity of 2100 South, which is a major State-owned roadway. 1700 South has similar right of way limitations and density potentials. Similar urban design improvements should be implemented along 1700 South to help improve pedestrian comfort along that corridor.

The plan supports the implementation of the *Street and Intersection Typologies Design Guide* typologies "Destination Thoroughfare" on 2100 South and "Urban Village Main Street" on 1700 South.

300 WEST AREA

The west side of 300 West includes a major two-way bike path, sidewalk, and landscape elements. The east side of the street includes similar elements, but without a bike path. The available right-of-way width limits the opportunity for more substantial street trees and buffering adjacent to the street. However, building setbacks on both sides of the street will allow for a wider amenity space to accommodate medium to large street trees, bus stops, lighting, benches, art installations, and bike racks, and increase pedestrian comfort.

On both sides of the street, a ten-foot setback from the sidewalk will help create an active streetscape. This setback creates an activity zone adjacent to building facades for outdoor dining, sales stands, and landscaping. Residential developments are encouraged to incorporate outdoor amenity areas and green space to provide needed amenities in the neighborhood. Active ground floor uses with ground floor transparency help provide visible activity for pedestrians and bicyclists on 300 West.

Upper level setbacks help ensure a comfortable building scale for pedestrians and provide outdoor amenity space for residents. Residential buildings provide parking within the property, away from the street, and locate active uses and main building entrances on the ground floor adjacent to the street.

CONNECTING WITH PLAN PRINCIPLES

- *High density mixed use infill*
- *Increased pedestrian comfort and walkability*
- *Increased tree canopy*
- *Additional sidewalk space for commercial activities*
- *Ground floor active uses*

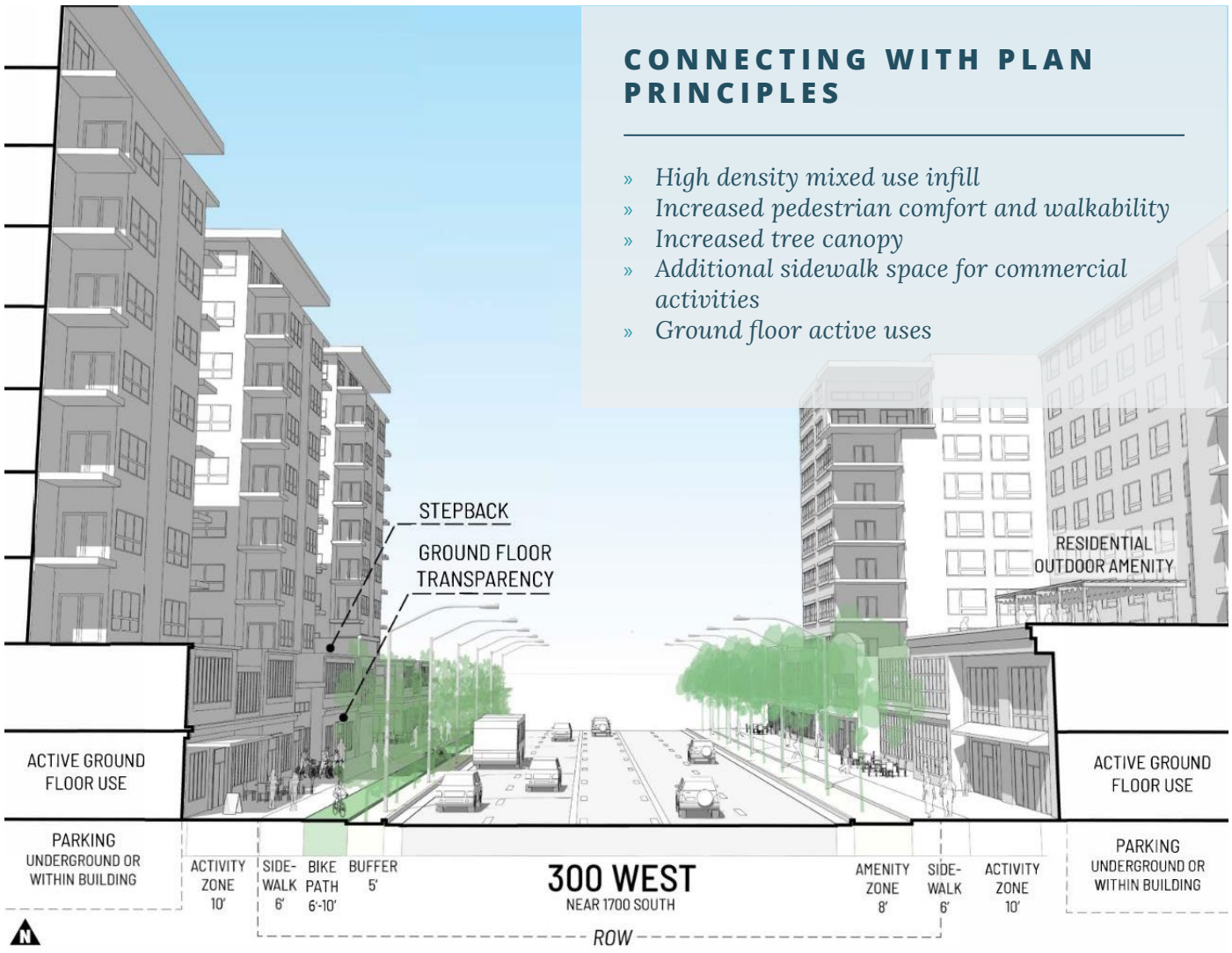

Figure 38 | *300 West Urban Design Conceptual Diagram*

TRANSITION EDGE/TRAX AREA

To enhance connectivity in this area, a multi-use trail is implemented along the TRAX line, connecting 1700 South to 2100 South and providing residents with a direct route to the Central Pointe TRAX Station. Buildings adjacent to the TRAX line include a stepback above the third story to help reduce the perceived scale of buildings and minimize shadow impacts on adjacent lower-scale areas and open spaces.

Landscaped open space is included with all developments adjacent to the TRAX line. This will provide usable open space for residents, prevent a walled-in effect on the trail, and help preserve space for the trail.

The Ballpark Station Area plan identifies a similar trail along a proposed TRAX extension to the north. Opportunities to connect these proposed trails, between Ballpark Station and Central Pointe Station, should be explored in the long term.

The specific alignment, design, and feasibility of the trail requires further study and coordination with UTA. The trail could potentially be developed within the existing TRAX right-of-way, within development sites adjacent to the right-of-way, or with a combination of the two.

CONNECTING WITH PLAN PRINCIPLES

- *Public and semi-public gathering space*
- *Improved pedestrian connection and multimodal accessibility*
- *Additional green space*
- *Increased tree canopy*

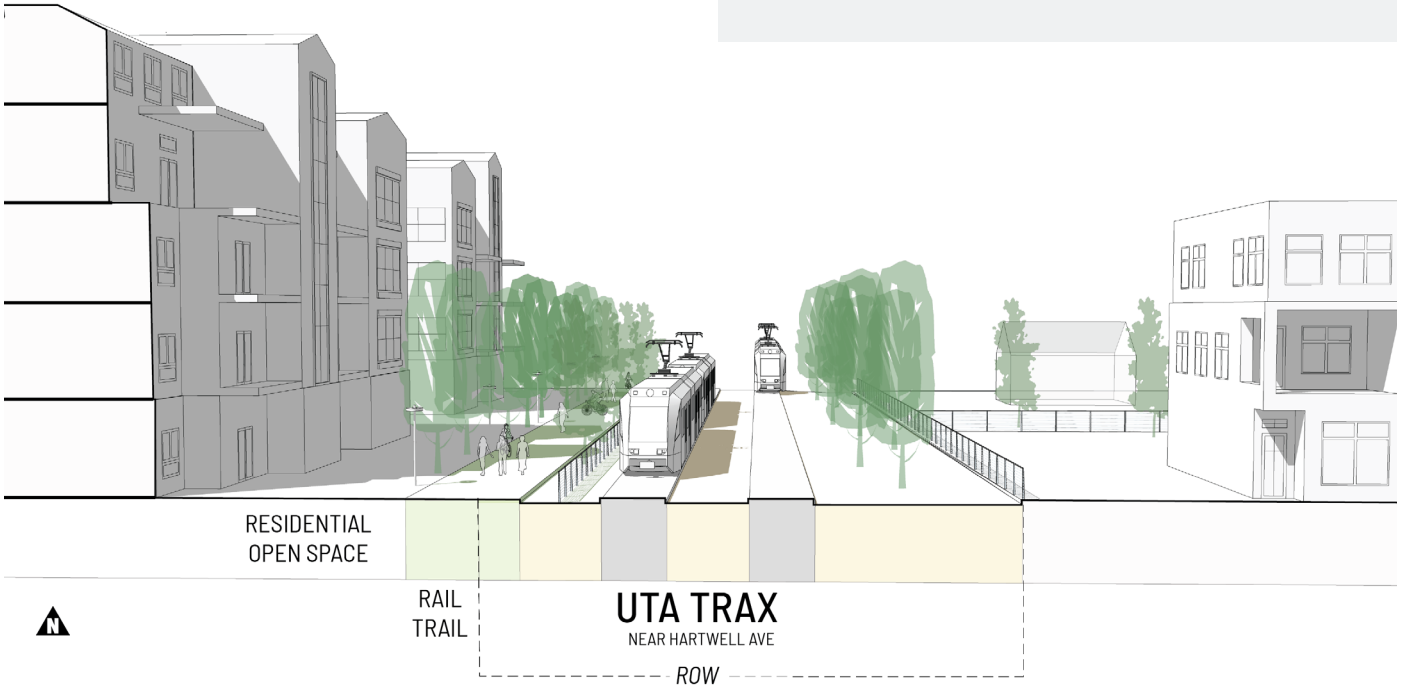

Figure 39 | ***TRAX Line Adjacent Multi-use Trail Urban Design Conceptual Diagram***

DIMENSIONAL AND DESIGN STANDARDS

The following tables are intended to represent one way in which the policies and guidelines from the plan could be implemented with measurable zoning and design standards. The zoning standards ultimately adopted to implement the plan may vary from the specific numbers and percentages shown here.

Mass and Form						
Character Area	**Central Pointe TOD**	**300 W Commercial Mixed Use**	**1700 S Residential Mixed Use**	**Transition Edge**	**300 W Commercial Edge**	**Low Scale Residential**
Building Placement						
Façade Lot Line Coverage	Min. 75% at front lot line	100% at front lot line	Min. 75% at front lot line	Min. 50% at front lot line	n/a	n/a
Façade Lot Line Coverage (corner lots)	Min. 75% at side lot line	Min. 75% at side lot line	Min. 75% at side lot line	n/a	n/a	n/a
Parking	Located behind the building	Located behind the building	Located behind the building. Max. 10% at front lot line	Located behind the building. Max. 35% at front lot line	Max. 50% at front lot line	n/a
Site Access	Max. 2 vehicular access points on primary lot frontage (per block)					
Building Massing						
Maximum Height	12/6 stories	12 stories	12 stories	3/6/12 stories	12 stories	3 stories
Height Transition	45° angular plane from property line shared with lower height zoning area	45° angular plane from property line shared with lower height zoning area	45° angular plane from property line shared with lower height zoning area	45° angular plane from property line shared with lower height zoning area	n/a	n/a
Stepback	Min. 10' between second and fourth story	Min. 8' above second story	Min. 10' between second and fourth story	Min. 15' above third story to allow for sun access along linear park	n/a	n/a
Setback	Front lot line: min. 12'/ max. 16'	Front lot line: min. 0'/ max. 10'.	Front lot line: max. 10'	TRAX facing lot line: min. 14'	Front lot line: max. 25'	Front lot line: max. 20'
Street Front-age	Max. 200' for individual buildings at front lot line	Max. 200' for individual buildings at front lot line	Max. 200' for individual buildings at front lot line	Max. 200' for individual buildings at front lot line	n/a	n/a

Table 4 | *Dimensional and Design Standards Table*

Mass and Form						
Character Area	**Central Pointe TOD**	**300 W Commercial Mixed Use**	**1700 S Residential Mixed Use**	**Transition Edge**	**300 W Commercial Edge**	**Low Scale Residential**
Building Articulation						
Fenestration: Ground Floor	Min. 50% of primary façade	Min. 75% of primary façade	Min. 50% of primary façade	Min. 30% of primary façade	n/a	n/a
Horizontal Articulation	Required	Required	Required	Required	n/a	n/a
Vertical Articulation	Cornice/ frieze banding required between 2nd/3rd floors on buildings with 4+ stories	Cornice/ frieze banding required between 2nd/3rd floors on buildings with 4+ stories	Cornice/ frieze banding required between 2nd/3rd floors on buildings with 4+ stories	n/a	n/a	n/a
Building Entries						
Primary Facades	Ground floor entries at min. every 100'	Ground floor entries at min. every 60'	Ground floor entries at min. every 100'	n/a	n/a	n/a
Corner Lots	Required entry at corners	Required entry at corners	Required entry at corners	n/a	n/a	n/a
Activated Ground Floor						
Allowable Ground Floor Uses	Retail, restaurants/ cafes, professional and personal services, lobbies, max. 25% residential	Retail, restaurants/ cafes, professional and personal services, lobbies, max. 10% residential	Retail, restaurants/ cafes, professional and personal services, lobbies, max. 25% residential	n/a	n/a	n/a

Figure 40 | *Angular Plane and Height Transitions*

Mass and Form						
Character Area	**Central Pointe TOD**	**300 W Commercial Mixed Use**	**1700 S Residential Mixed Use**	**Transition Edge**	**300 W Commercial Edge**	**Low Scale Residential**
Activity Zone						
Width (min/max)	**8’ / 14’**	**0’ / 10’**	**6’ / 10’**	**6’ / 15’**	**n/a**	**n/a**
Sidewalk Zone						
Width (min)	**10’**	**10’**	**10’**	**10’**	**10’**	**6’**
Amenity Zone						
Width (min)	**10’**	**8’**	**8’**	**6’**	**10’**	**6’**
Trees						
Tree Spacing	**Tree required at least every 30 feet**					
Soil Area	**75 sf of surface area or 150 cf (or as determined by Urban Forester)**					
Irrigation	**Dedicated irrigation**					
Landscaping						
Turf Grass	**Not allowed, except for recreation areas**					

Figure 41 | *Minimum Vegetation Standards*

IMPLEMENTATION STRATEGIES

The following phasing and implementation strategy identifies key steps to spark meaningful and sustainable growth and redevelopment in the area along 300 West over time, while also identifying responsible parties. Phase 1 strategies should be targeted in the next 1 to 5 years, while Phase 2 strategies are looking at the longer term (5 to 10 years.) Coupled with targeted incentives, phasing can initiate change and showcase early success in key locations.

Careful consideration should be given to publicly owned parcels, UTA parcels, and other potential partners that the City could work with to establish catalyst projects near the station. Public realm investments can also serve as a catalyst for redevelopment, as a well-designed and walkable public space can attract interest and bring vibrancy to a place or area. Focusing on the public realm near the station will become the key investment for the City to trigger positive change in the area.

PHASE	ACTION ITEM	RESPONSIBLE PARTY			FUNDING/ FINANCING
		SLC	UTA	OTHER	
SHORT TERM (0-5 YEARS)	Evaluate and update the zoning for the area as needed to ensure it supports the mixed-use redevelopment envisioned by the plan	O			SLC Community and Neighborhoods Department
	Pursue HTRZ funding for the Central Pointe Station Area in partnership with UTA. Prepare HTRZ application.	O	O	O	SLC, Developers
	Conduct feasibility study for a new pedestrian crossing at 2100 South, at the TRAX line (200 West) and provide funding estimate. Implement new crossing.	O	O	O	SLC, UTA, UDOT
	Conduct a feasibility study for potential multi-use path along TRAX line, including connections to existing urban trail system.	O	O	O	SLC, UTA
	Design improvements to pedestrian crossing at 300 West and 2100 South.	O		O	SLC, UDOT, South Salt Lake
	Conduct a feasibility study for Central Pointe TOD Plaza	O	O		HTRZ Funding
	Explore potential land acquisitions for additional parks and open space lands in the area.	O		O	Impact Fees, General Fund, or Obligation Bond
	Study feasibility of extending 300 West bike path to the south, across 2100 South. Implement an extension.	O	O	O	SLC, South Salt Lake, UDOT, multiple funding options

Table 5 | *Implementation Table*

PHASE	ACTION ITEM	RESPONSIBLE PARTY			FUNDING/ FINANCING
		SLC	UTA	OTHER	
LONG TERM (5+ YEARS)					
	Prepare design for potential multi-use path along TRAX line.	O	O	O	State and Federal Funds, SLC, HTRZ
	Create TIF district (such as a CRA) for Central Pointe Station area.	O			SLC
	Design new street connection areas.	O			HTRZ, Impact Fees, General Fund or Obligation Bond, TIF, Community Improvement District (CID)
	Design pedestrian improvements to 1700 South.	O			Impact Fees, General Fund or Obligation Bond, TIF, Community Improvement District (CID)
	Secure funding for acquisition of lands for new parks and open spaces in the area.	O			HTRZ, Impact Fees, General Fund or Obligation Bond, TIF, Community Improvement District (CID)
	Secure funding and entitlements for a new park within the Central Pointe station area.	O			HTRZ, Impact Fees, General Fund or Obligation Bond, TIF, Community Improvement District (CID)

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SALT LAKE CITY