

THE PROJECT: 300 W CORRIDOR AND CENTRAL POINTE PLAN

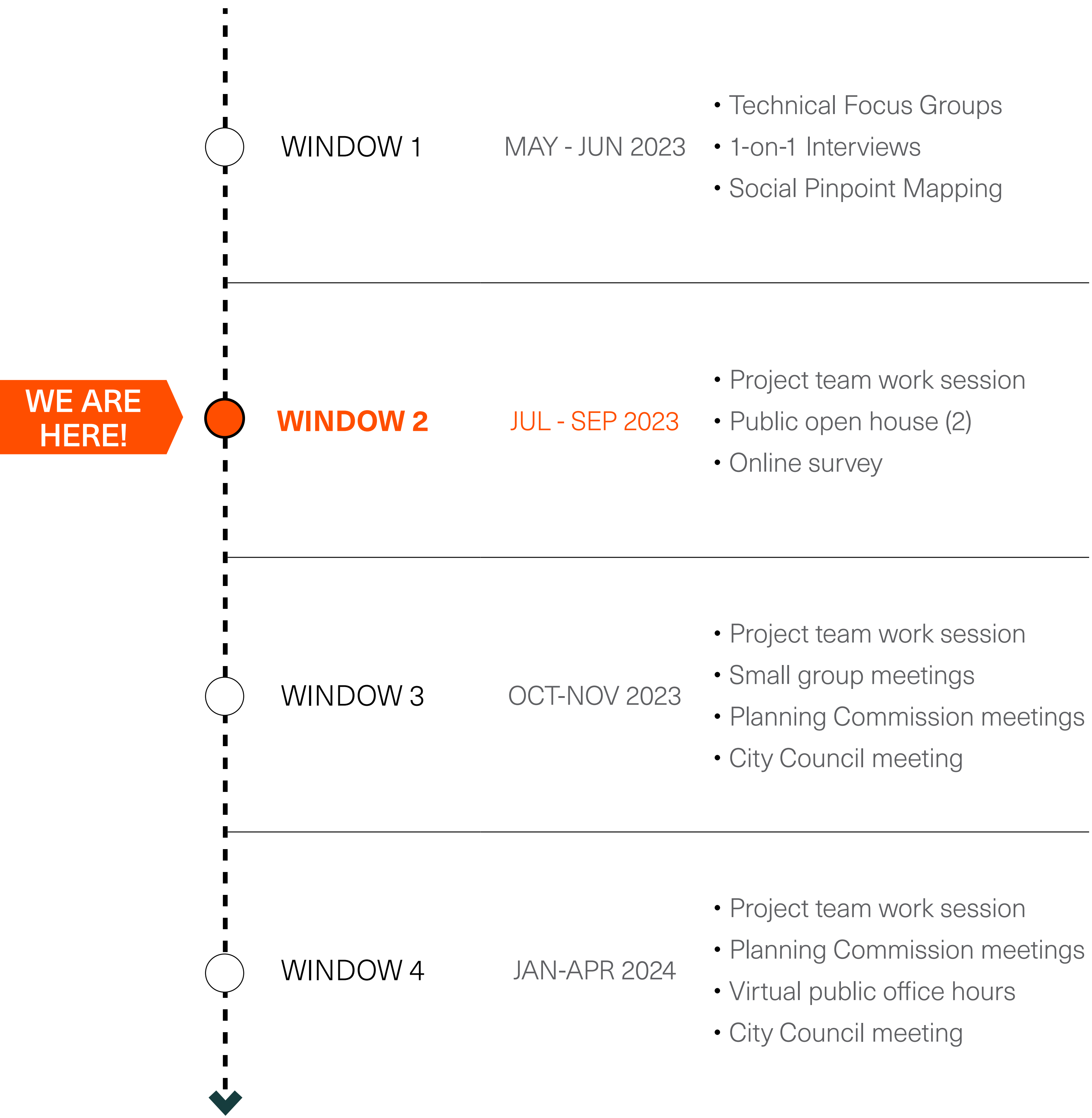
PROJECT SUMMARY

The 300 W Corridor and Central Pointe Plan is a part of Salt Lake City's larger mission to create a more connected, thriving city through improved transportation and thoughtful development. The plan will identify land use policies that support a multi-modal streetscape and citywide goals of strategic growth and development, connecting neighborhoods, and improving the public realm. The project team is collecting community input which will ultimately influence the final plan.

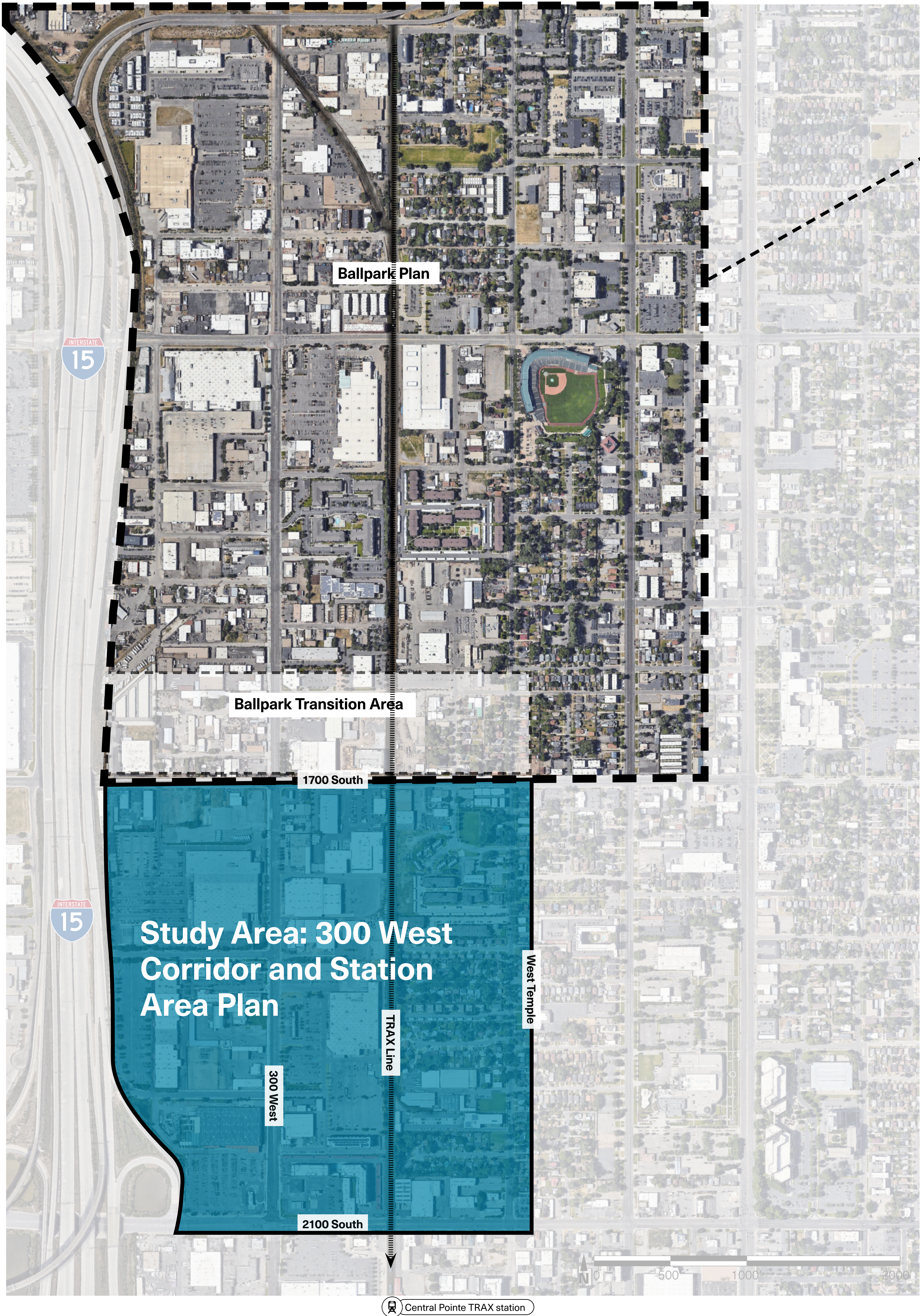
The team conducted interviews and focus groups with key government agencies working in Salt Lake City to better understand the current context, issues, and opportunities within the project area. Community input was gathered through an interactive map where community members share comments and place pins on areas for possible interventions.

Two scenarios are presented today with recommendations around land use (what type of building is allowed and where), mobility and transportation (streets, sidewalks, bike lanes, etc.), and character. Each scenario includes the recommendation for affordable housing, and mixed-uses, with creative and light industrial uses adjacent to I-15. Both scenarios emphasize improved east-west connectivity, traffic calming, and improved pedestrian and bicycle facilities.

ENGAGEMENT TIMELINE



PROJECT AREA AND SURROUNDING NEIGHBORHOOD



- Ballpark Character Areas**
- State Street Character Area**
 - Defined by small businesses along the length of the station area
 - Main Street Character Area**
 - Defined by small local businesses, pleasant ped/bike environment, and medium-density residential
 - West Template Character Area**
 - New development should maintain current character and scale and consider enhancing biking/walking environment and expand public spaces
 - "Heart" of the Neighborhood**
 - Highest densities allowable to encourage mixed-use development
 - Central Ninth Character Area**
 - New development should maintain current scale and massing along 900 S corridor
 - 300 West Character Area**
 - New multi-family developments
 - Unused railroad spur proposed for light rail extension into Granary District
 - Addition of open space, public amenities and neighborhood-serving commercial
 - Medium Density Transitional Area**
 - New medium density housing and commercial buildings with reduced height along West Temple frontage
 - Neighborhood Area**
 - Targeted redevelopment of vacant or abandoned structures with new/rehabilitated structures at comparable scale/character to existing housing

YOUR VISION: WHAT WE HEARD FROM YOU



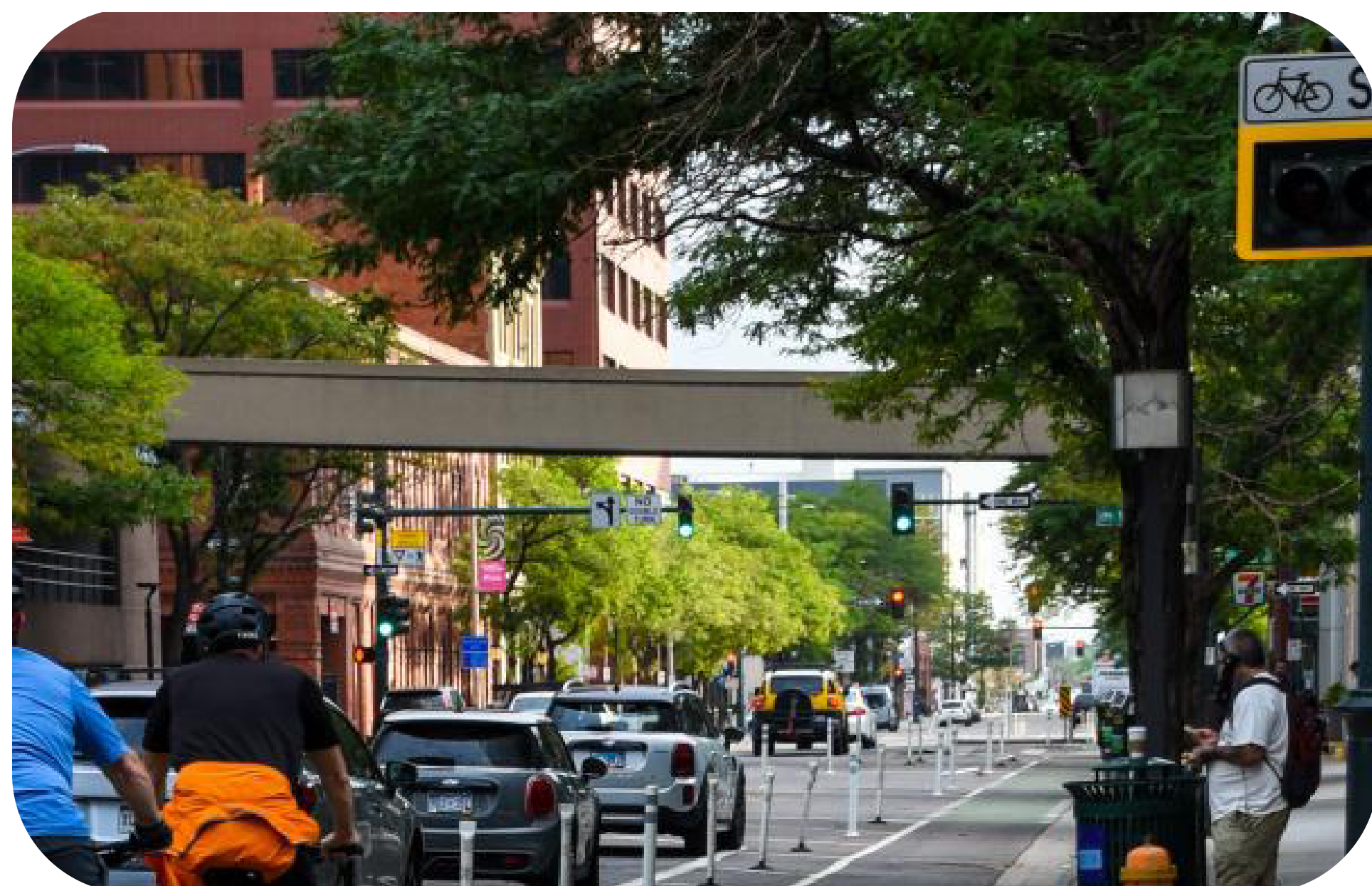
HOUSING

- Preserve existing single-family inventory while providing new medium and high-density multi-family units
- Encourage quality development



ECONOMIC DEVELOPMENT

- Support light industrial and manufacturing, retail, food and dining
- Preserve commercial identity with increased infill around big box stores
- Prioritize and retain local, small businesses



TRANSPORTATION

- Improve multimodal safety and comfort, east-west connectivity between Ballpark District and People's Freeway, and improve access to TRAX station
- Increase cleanliness and repair infrastructure
- Enhance pedestrian and biker comfort with increased amenities
- Establish safe crossings with crosswalks and signage



CHARACTER

- Establish a mixed-use, walkable neighborhood with industrial/adaptive re-use aesthetic
- Improve side street streetscapes and provide additional green space and public space
- Enhance the perception of safety
- Transition from commercial/industrial to transit-oriented development

ANYTHING WE MISSED?

SHARE YOUR THOUGHTS BELOW

WHERE WOULD YOU PUT THE DESIRED AMENITIES WITHIN THE PROJECT AREA?

INSTRUCTIONS

Place a colored sticker at every location you think an amenity should be built

TRANSIT STOPS

SAFE CROSSING / CROSSWALKS

BIKE LANES

ELEVATED PEDESTRIAN BRIDGE

NEW STREETS

OPEN SPACE / PARKS

ANYTHING WE MISSED?

SHARE YOUR THOUGHTS BELOW



SCENARIO 1: REPURPOSE

Scenario 1 prioritizes re-purposing 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.

CHARACTER



Ecclectic mix of uses



Network of small pocket parks

ECONOMIC DEVELOPMENT



Infill and retention of big box stores



Adaptive reuse of big box and industrial buildings

TRANSPORTATION



East-west connections with bike lanes and new side roads



On-street crossing with HAWK signal to TRAX



Bus stop amenities on 300 West

HOUSING



Retain existing housing

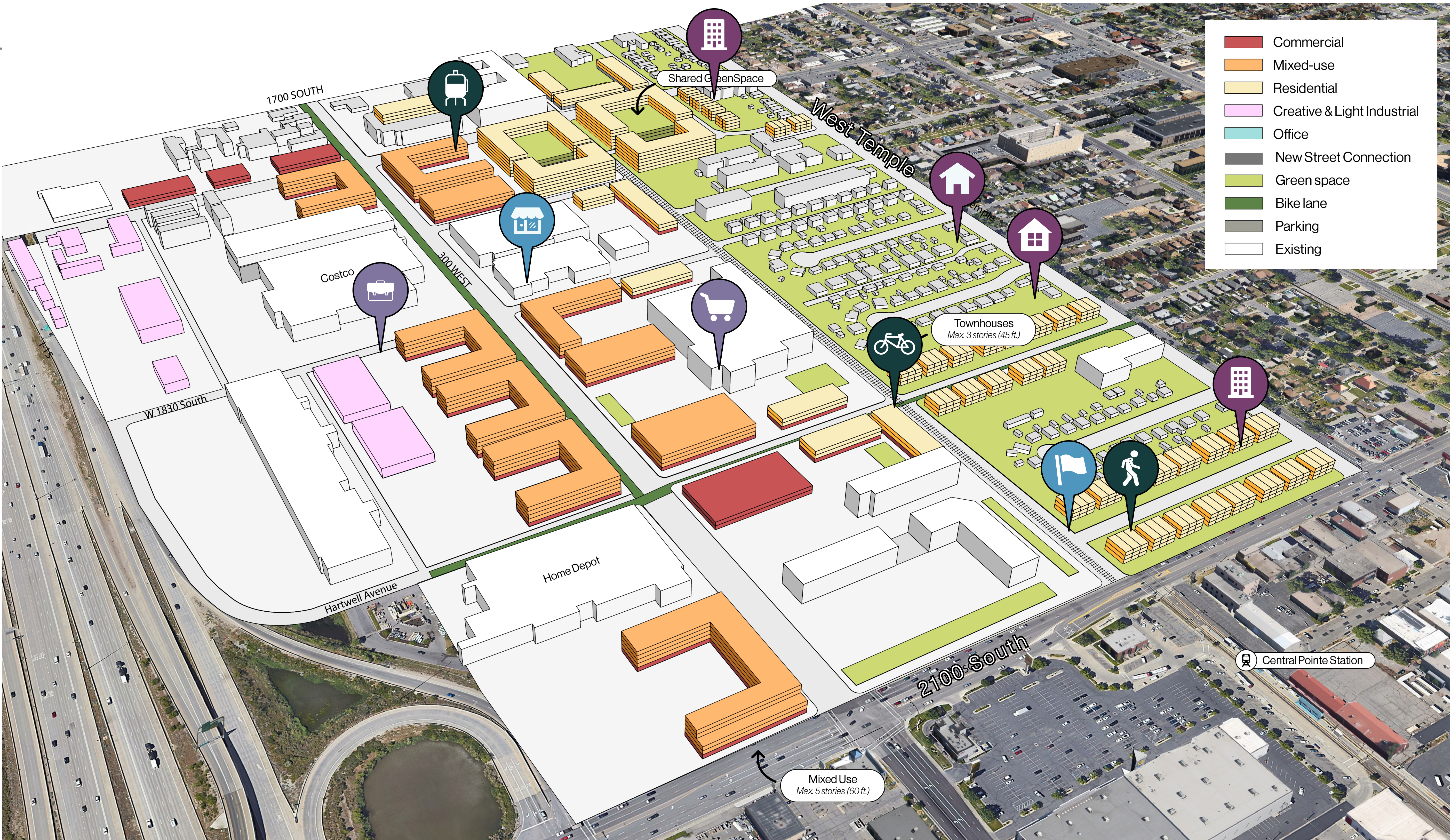


Townhomes and duplexes in and adjacent to existing single-family neighborhoods



Condos and apartments proximate to TRAX station and 1700 South

Minimum 10% affordable housing



WHAT DO YOU LIKE?

WHAT WOULD YOU CHANGE?

SCENARIO 2: RECONNECT

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 development for improvements within the project area that would benefit the entire community.

CHARACTER



Walkable district with shopping and dining options



Linear park spaces / "green streets"

ECONOMIC DEVELOPMENT



Redevelopment to mixed-use buildings



Office space

TRANSPORTATION



Multi-use path adjacent to TRAX line on 200 West



Structured pedestrian crossing across 2100 South



East-west and north-south street connectivity

HOUSING

Minimum 20% affordable housing



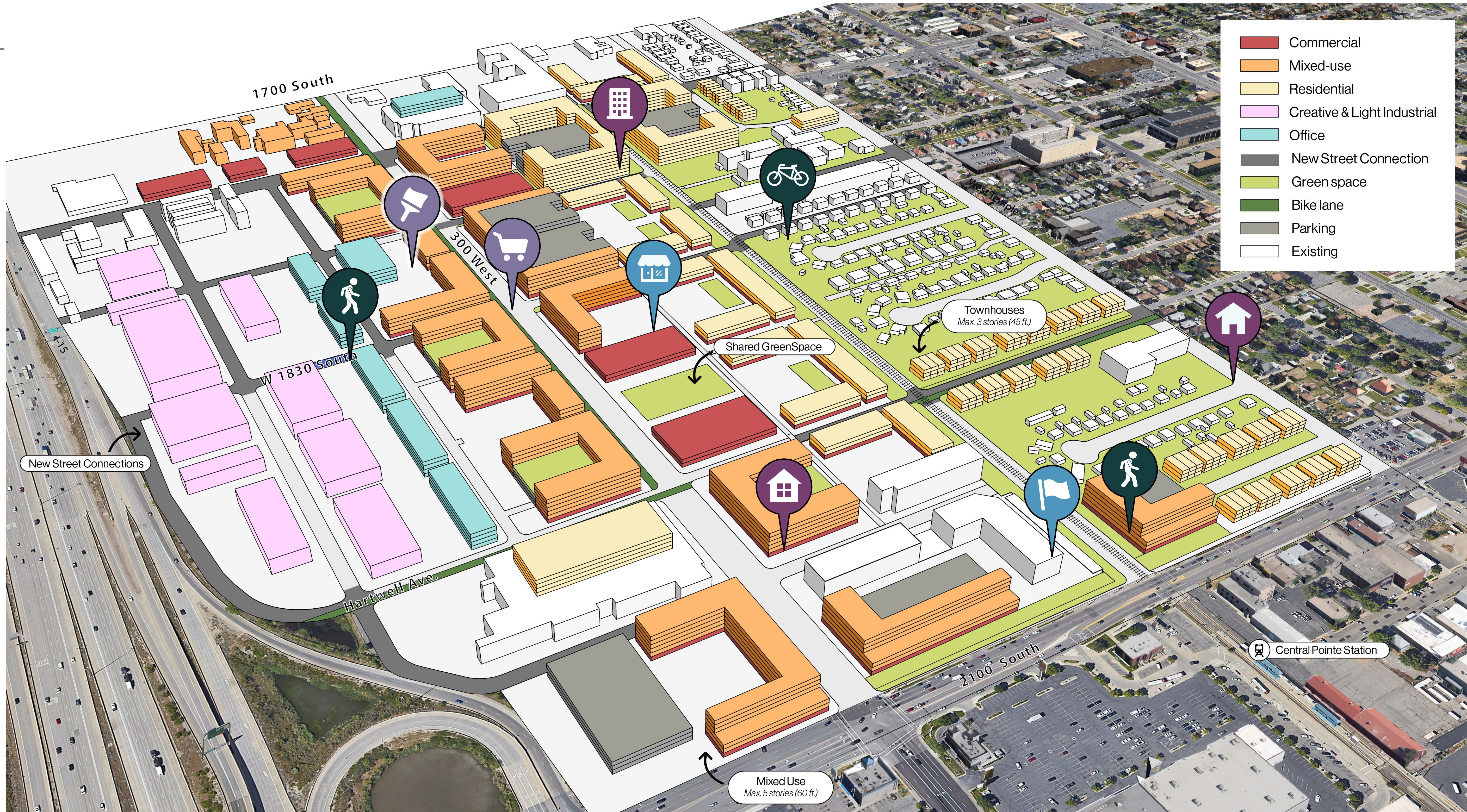
Gentle infill in existing neighborhoods



Mixed use developments with activated ground floor



Multi-family housing developments with amenities

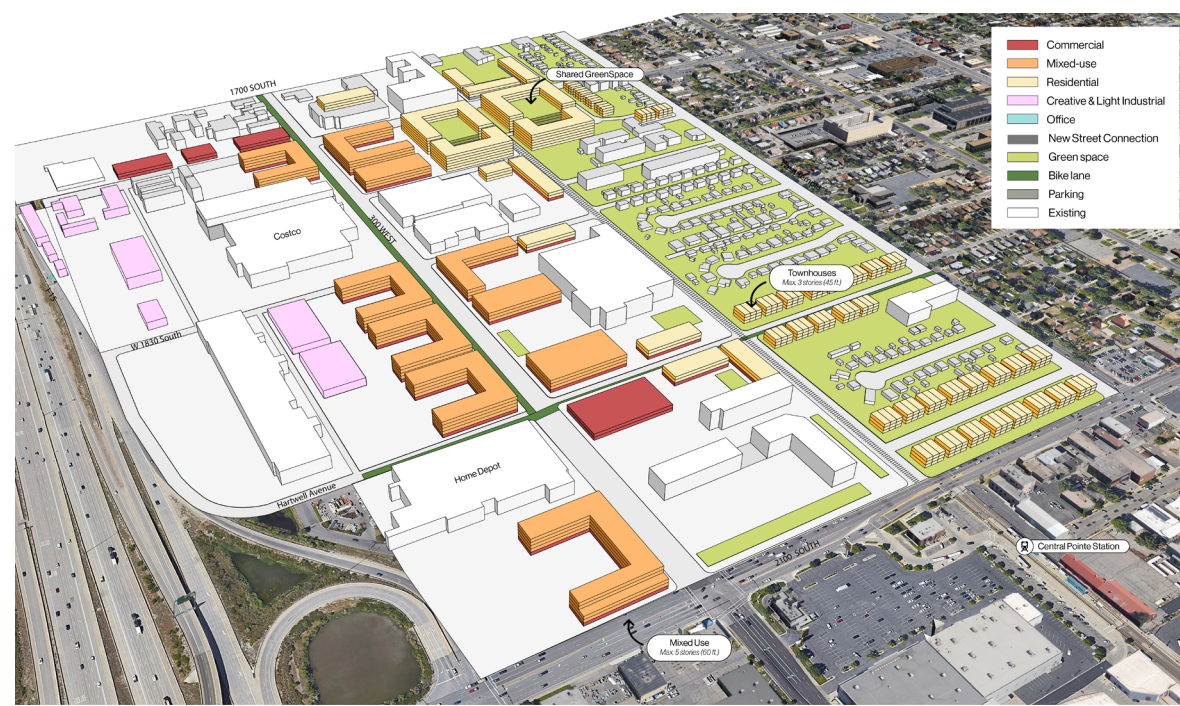


WHAT DO YOU LIKE?

WHAT WOULD YOU CHANGE?

WHICH DO YOU PREFER?

Place a sticker in the gray box for the option you prefer within each section



SCENARIO 1: REPURPOSE

Minimum 10% affordable housing



PLACE YOUR STICKER HERE TO VOTE



PLACE YOUR STICKER HERE TO VOTE



PLACE YOUR STICKER HERE TO VOTE



HOUSING



PLACE YOUR STICKER HERE TO VOTE



PLACE YOUR STICKER HERE TO VOTE



ECONOMIC DEVELOPMENT



PLACE YOUR STICKER HERE TO VOTE



PLACE YOUR STICKER HERE TO VOTE



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TRANSPORTATION



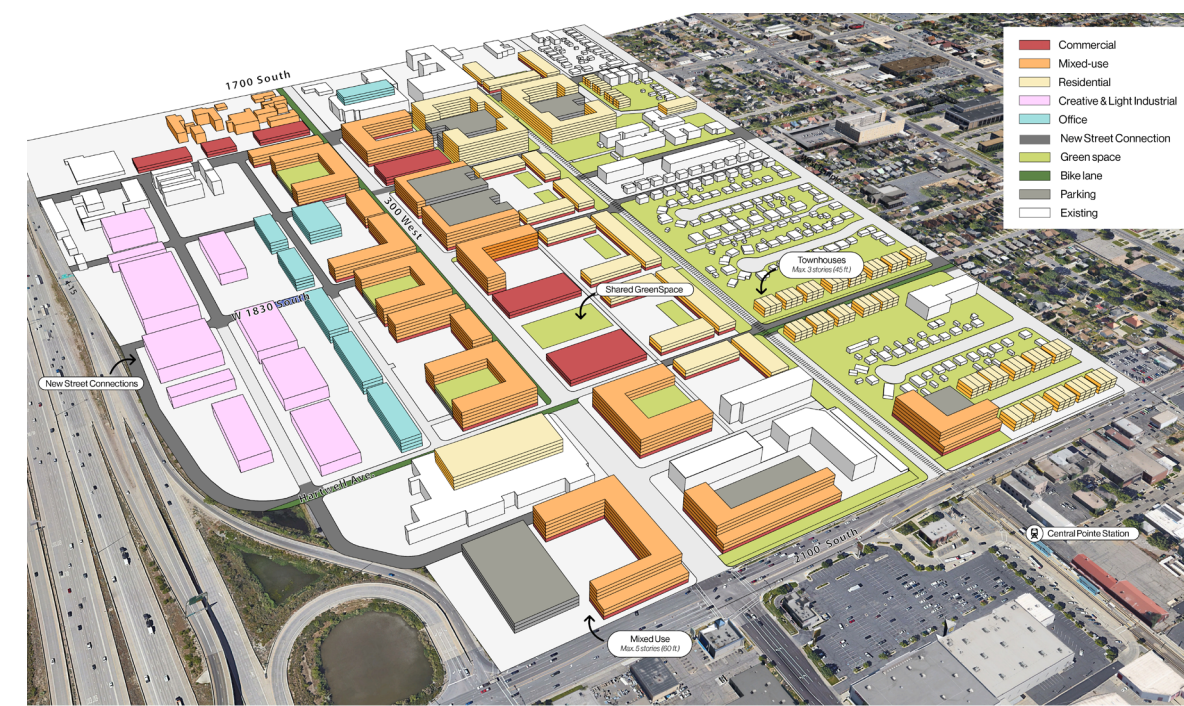
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CHARACTER



SCENARIO 2: RECONNECT

Minimum 20% affordable housing



PLACE YOUR STICKER HERE TO VOTE



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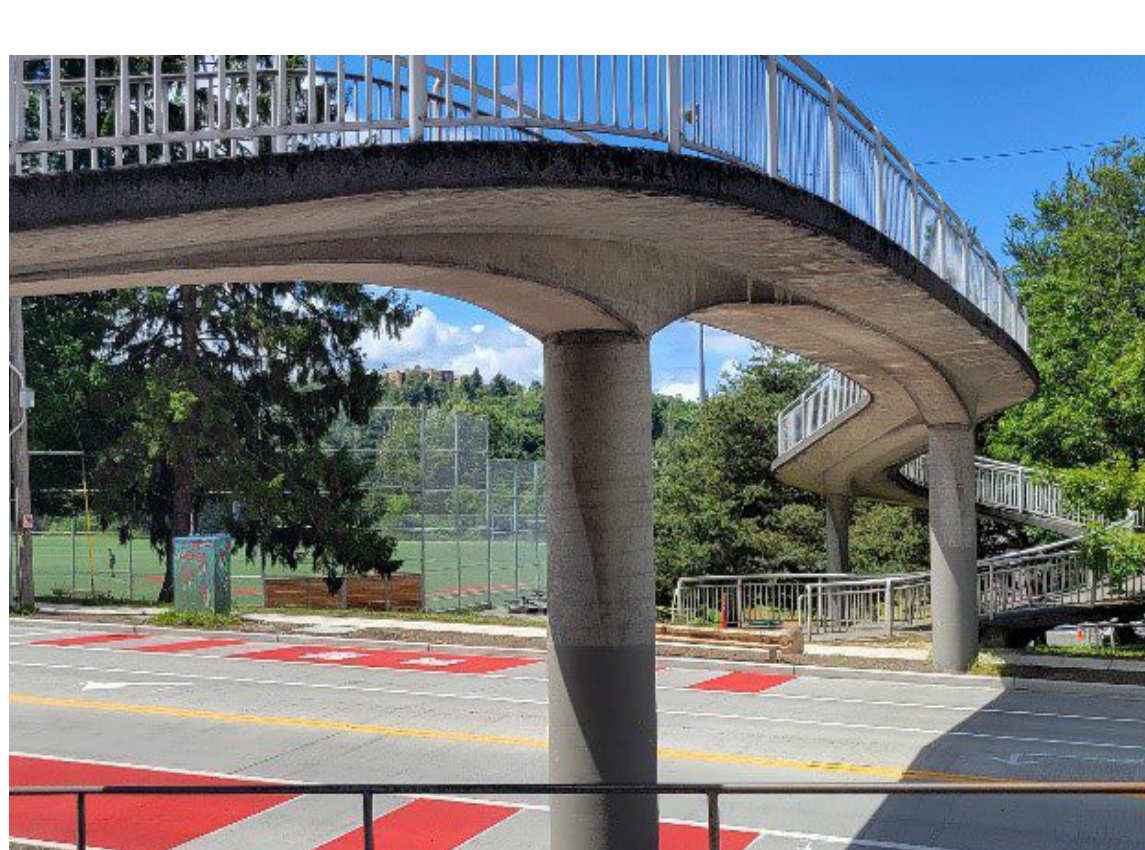
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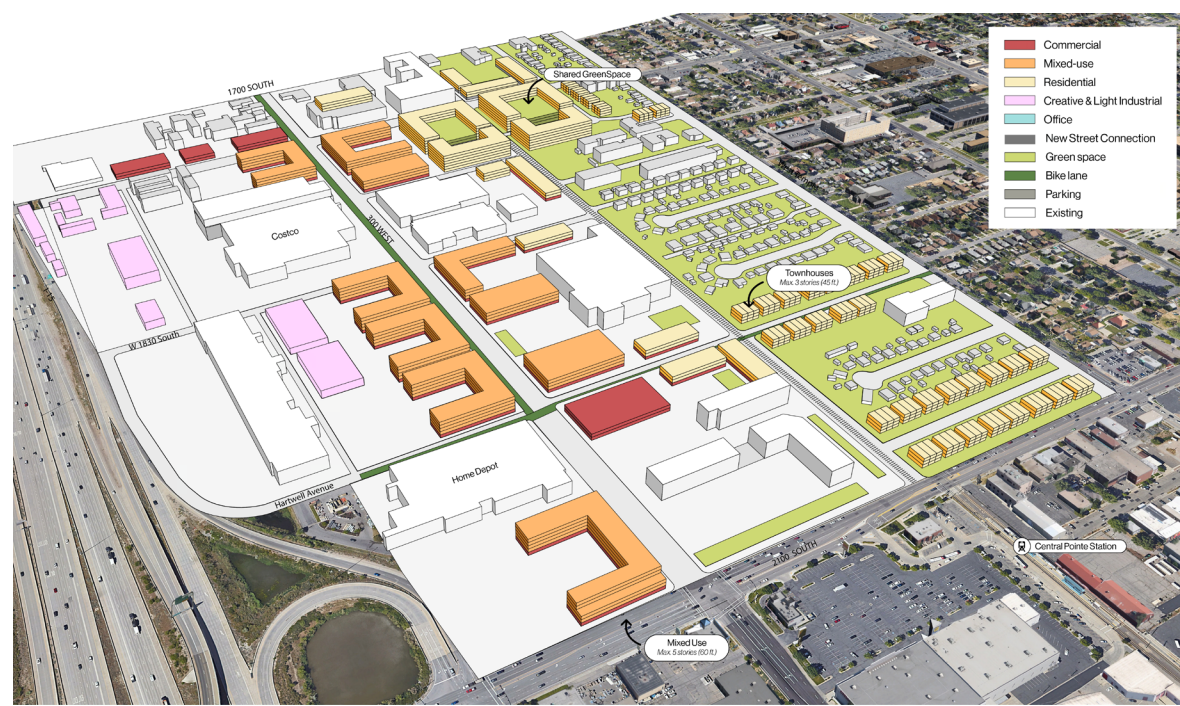


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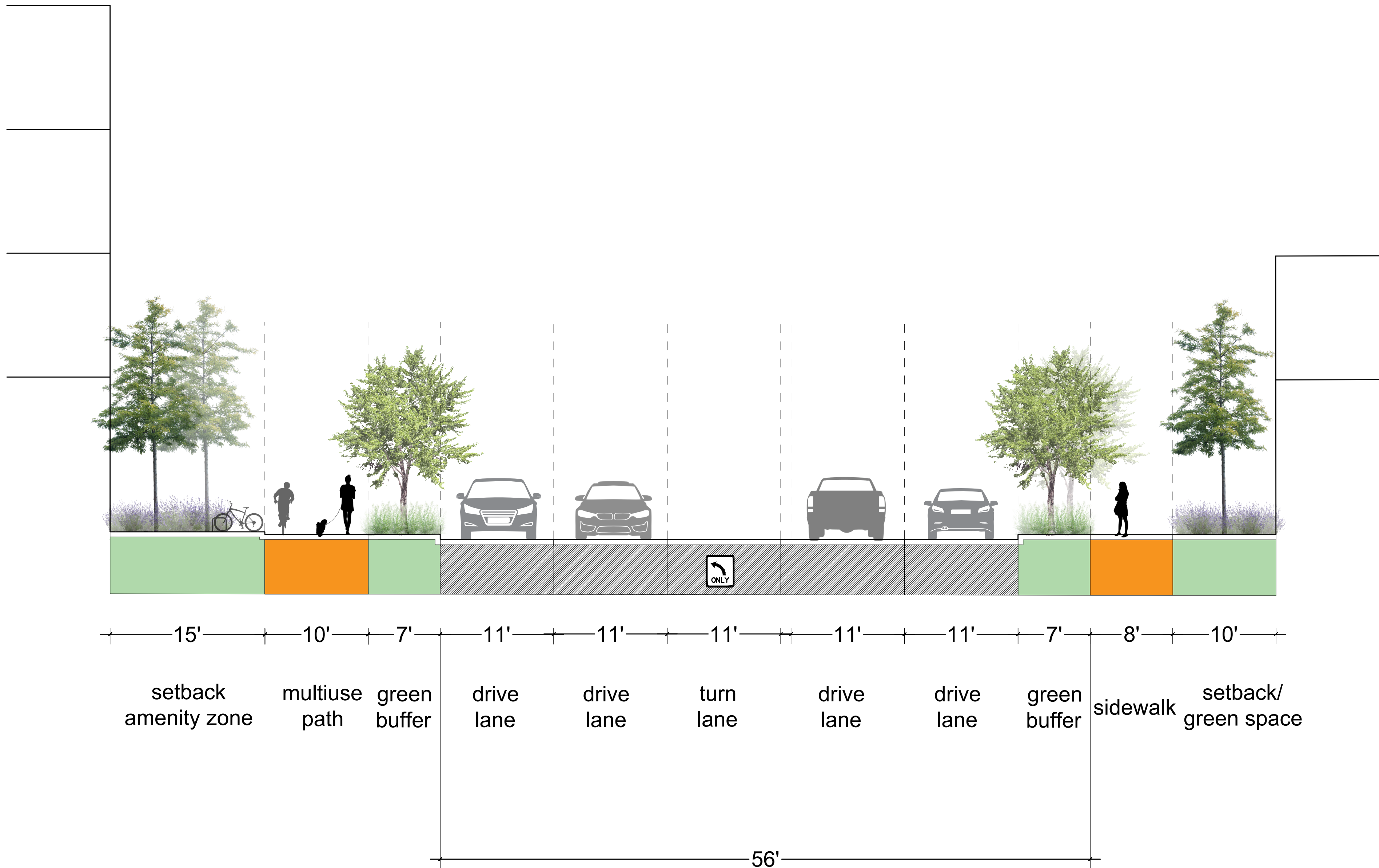


STREET SECTIONS

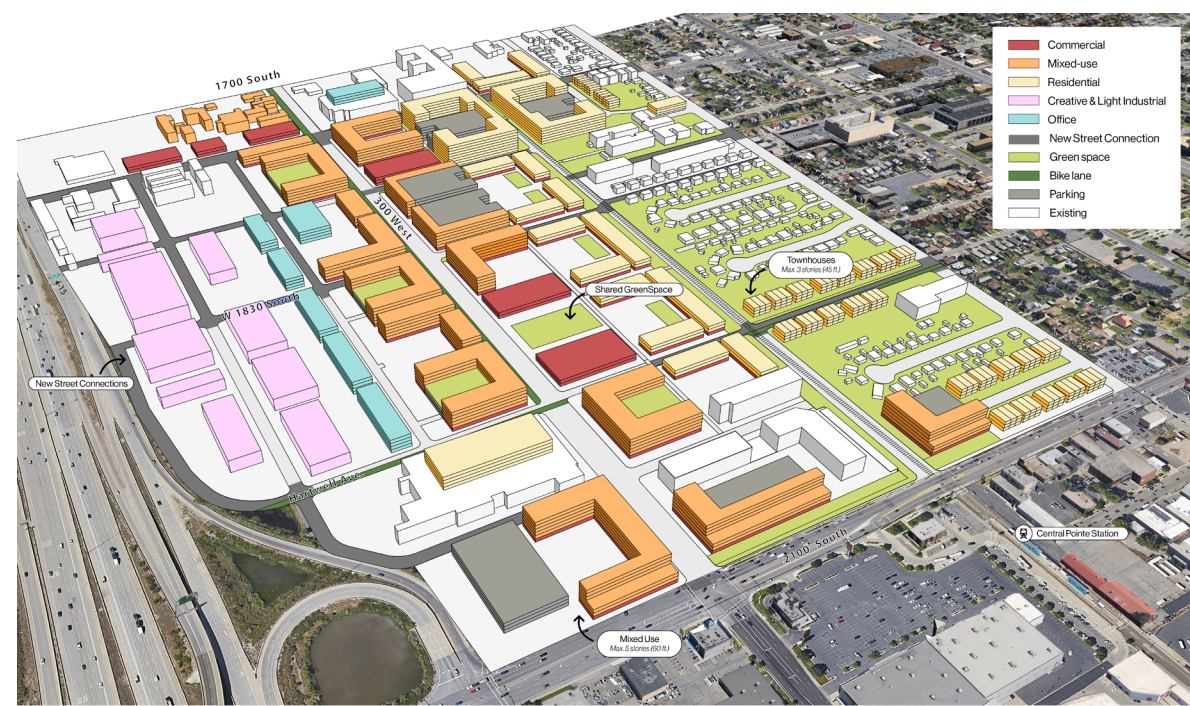
Let us know how you feel about the below options



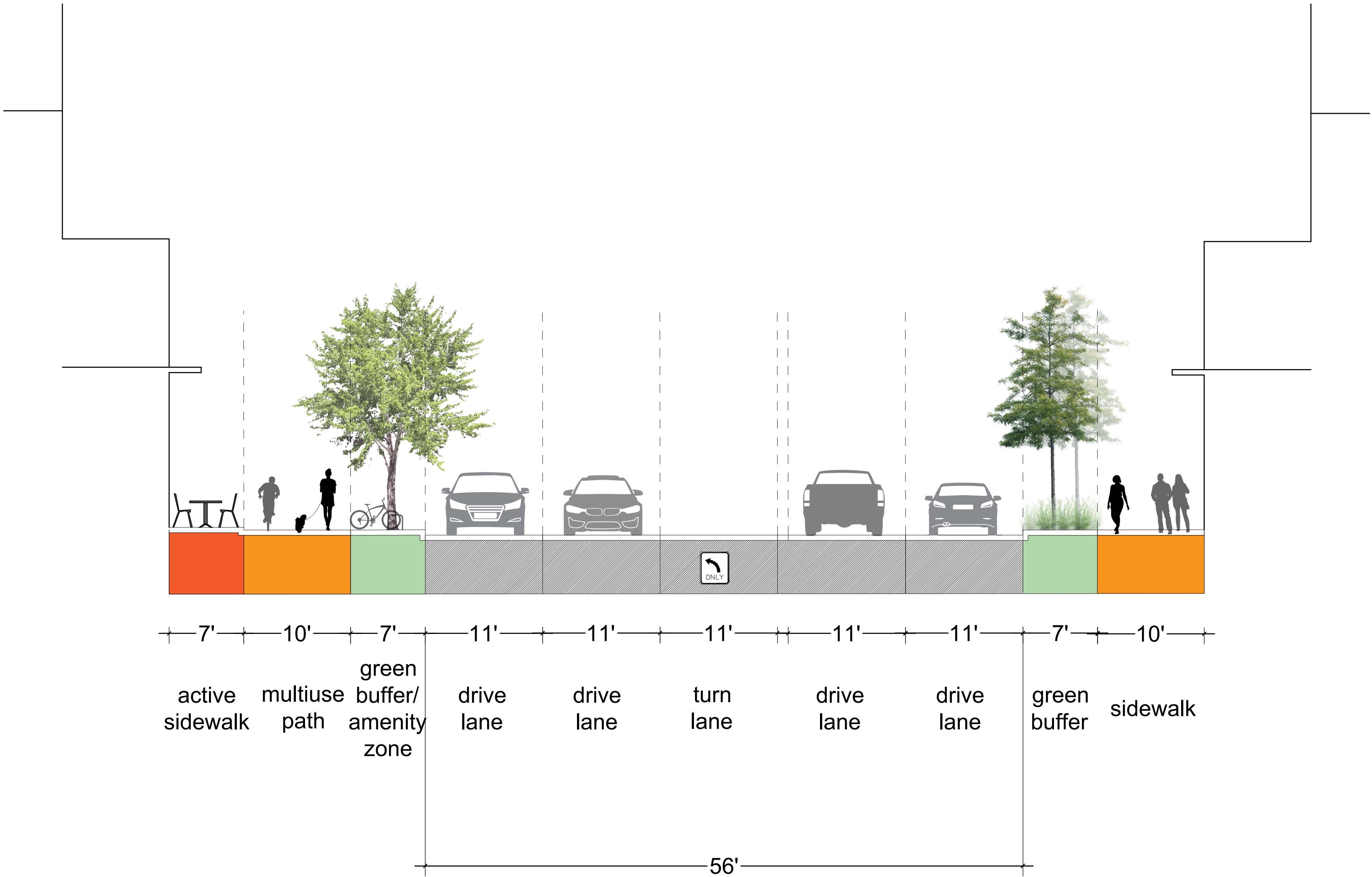
SCENARIO 1: REPURPOSE



COMMENTS



SCENARIO 2: RECONNECT



COMMENTS



TELL US ABOUT YOURSELF

WHERE DO YOU LIVE/STAY?

WHERE DO YOU WORK/ATTEND SCHOOL?

WHAT IS YOUR AGE RANGE?

Under 18

18-24

25-44

45-64

65+

WHO DO YOU LIVE WITH?

I live alone

I live with roommates

I live with my family

I live in senior housing

I am currently unsheltered

Other

