RESOLUTION OF THE BOARD OF TRUSTEES OF THE UTAH TRANSIT AUTHORITY ADOPTING THE BALL PARK STATION AREA PLAN

R2024-06-01 June 12, 2024

WHEREAS, the Utah Transit Authority (the "Authority") is a large public transit district organized under the laws of the State of Utah and was created to transact and exercise all of the powers in the Utah Limited Purpose Local Government Entities – Special Districts Act and the Utah Public Transit District Act (the "Act"); and

WHEREAS, the Authority's Board of Trustees (the "Board") has adopted Board of Trustees Policy 5.1 – Transit-Oriented Development (the "Policy"); and

WHEREAS, the Policy requires the Authority to establish Station Area Plans in collaboration with applicable municipalities; and

WHEREAS, a Station Area Plan was completed for the Ball Park Station in Salt Lake City, Utah ("Station Area Plan"); and

WHEREAS, on May 22, 2024, the Local Advisory Council reviewed and approved for recommendation to the Board the Station Area Plan; and

WHEREAS, the Board finds it is in the best interest of the Authority and the applicable municipality to adopt the Station Area Plan for the Ball Park Station.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Utah Transit Authority:

1. That the Station Area Plan is hereby adopted for the Ball Park Station, attached as Exhibit A.

Approved and adopted on this June 12, 2024.

DocuSigned by:
Carlton Christensen
88E38485ACBE4D0...

Carlton Christensen, Chair
Board of Trustees

ATTEST:

DocuSigned by:

8D8A6B67F3AA459...

Secretary of the Authority

Approved As To Form:

DocuSigned by:

David Wilkins

0F6F046DE4724A2...

Legal Counsel

Exhibit A

Ball Park Station Area Plan

BALLPARK

STATION AREA PLAN

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

ACKNOWLEDGEMENTS

STEERING COMMITTEE

Amy Hawkins, Resident, Ballpark Community Council

Bryan Kinneburg, Salt Lake Bees

Ciara Combs, Resident

Dave Morris, Business Owner, Piper Down Pub

Dennis Faris, Volunteers of America

Jennifer Luft, Resident

Jonathan Foulk, Utah Pride Center

Marc Amicone, Salt Lake Bees

Maurice “Mo” Smith, Urban Indian Center

Mike Tuiasoa, Business Owner, Watchtower Coffee & Comics

Paul Johnson, Resident, Central 9th Community Council

Rob Dutton, Business Owner, Lucky 13 Bar & Grill

Robert Loftus, Resident

Ryan O’Mahoney, Resident

Sach Combs, Resident

Shelley Bodily, Resident

Terrell Bodily, Resident, Ballpark Community Council

TECHNICAL TEAM

Susan Lundmark, Project Manager, Salt Lake City Transportation Division *

Megan Townsend, Wasatch Front Regional Council *

Jordan Swain, Utah Transit Authority, Real Estate and TOD *

Kevin Leo, former UTA Real Estate and TOD *

Jeff Gulden, Salt Lake City Transportation Division

John Anderson, Salt Lake City Planning Division

Sean Fyfe, Salt Lake City Engineering Division

Corey Rushton, Salt Lake City Public Services Department

Corinne Piazza, Salt Lake City Redevelopment Agency

Julianne Sabula, Salt Lake City Transportation Division

Jennifer Schumann, Salt Lake City Housing Stability Division

Tony Milner, Salt Lake City Housing Stability Division

Dillon Hase, Salt Lake City Housing Stability Division

Paul Drake, UTA Real Estate and TOD

Laura Hanson, former UTA Director of Planning

Manjeet Ranu, former UTA Director of Capital Projects

Eric Callison, UTA Manager of Service Planning

Kayla Kinkead, UTA Strategic Planning

Lauren Victor, Wasatch Front Regional Council

* Project Management Team

CONSULTING TEAM

Christine C. Richman, AICP, GSBS Consulting

Annaka Egan, AICP, GSBS Consulting

Jason Claunch, Catalyst Commercial

Reid Cleeter, Catalyst Commercial

Jacob Farnsworth, P.E., RSP1 , Kimley-Horn

Steven Chester, AICP, Kimley-Horn

TABLE OF CONTENTS

TABLE OF FIGURES

TABLE OF TABLES

EXECUTIVE SUMMARY

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

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

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

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

Plan goals, strategies and recommended actions were identified through a nine-month process that began in December 2020 with the launch of a website and interactive map in English and Spanish to generate input and ideas from the neighborhood and other stakeholders. Community engagement was ongoing throughout the planning process and included in-person, small group, and stakeholder meetings. The process also included the following studies:

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

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

GROWTH & TRANSFORMATION

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

CONNECTIVITY & PEDESTRIAN/BIKING ENVIRONMENT

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

PARKS, GREENSPACE & COMMUNITY FACILITIES

Salt Lake City Public Services launched Reimagine Nature SLC Public Lands Master Plan process in April 2019 with the publication of the Salt Lake City Public Lands Needs Assessment. The assessment evaluated the level of parks, open space, and trails service in each of the city's planning areas. The Station Area is in the Central City planning area. According to the 2019 assessment, Central City's level of service is 2.8 park acres per 1,000 population, as compared to a city-wide level of service of 3.5 city-owned and managed park acres per 1,000 population. Much of the Station Area is identified as a High Need area according to the Needs Assessment. This means that additional park acres are needed in the neighborhood to serve current and future residents and visitors.

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

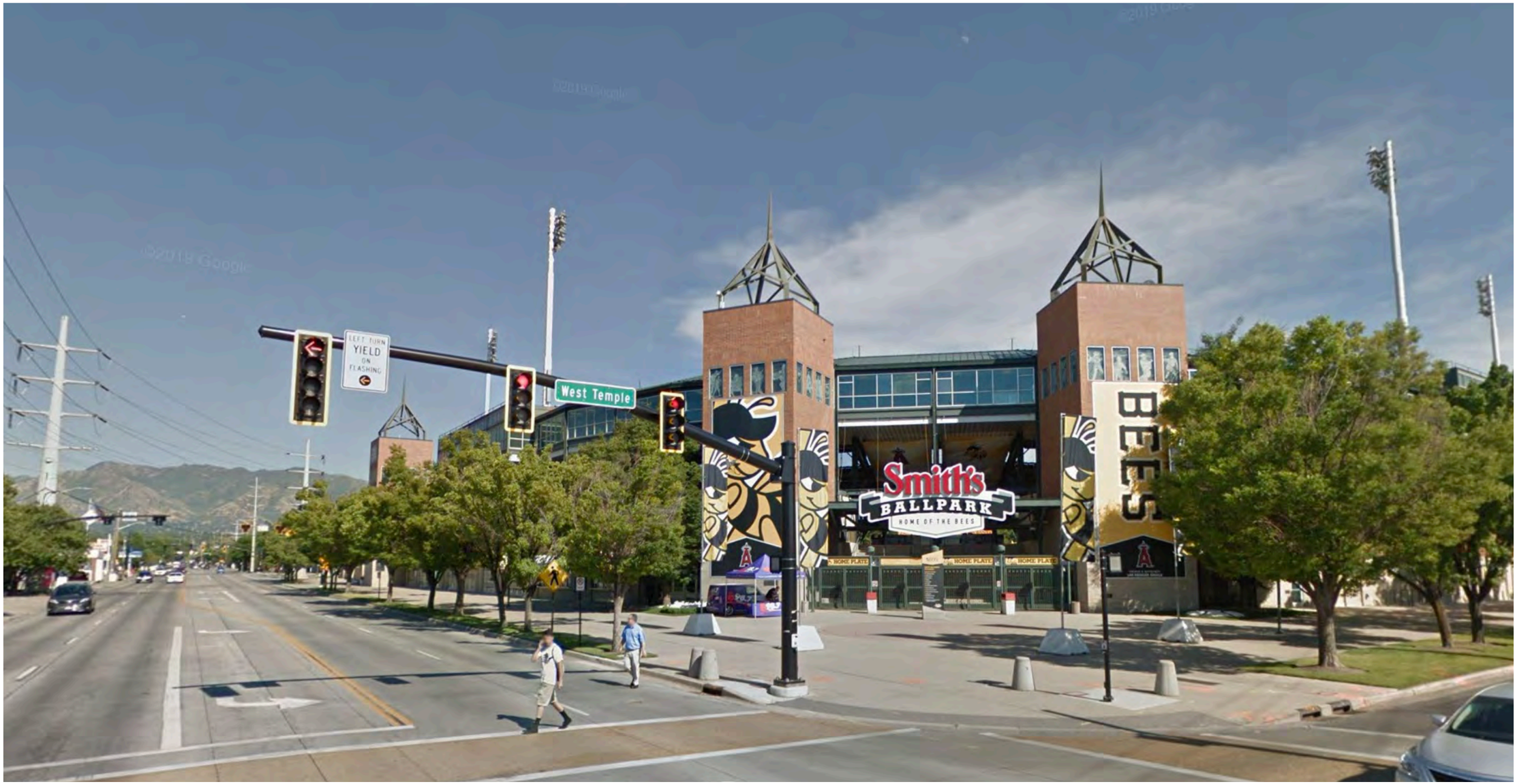
SAFETY & SECURITY

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

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

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

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



View of the Smith's Ballpark / Google Maps

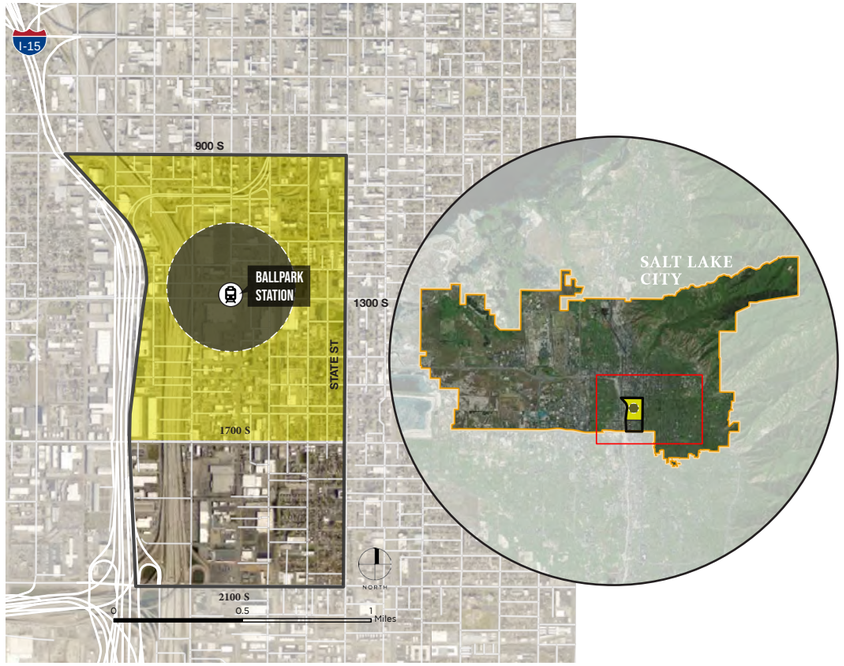
BALLPARK
STATION AREA PLAN

INTRODUCTION

INTRODUCTION

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

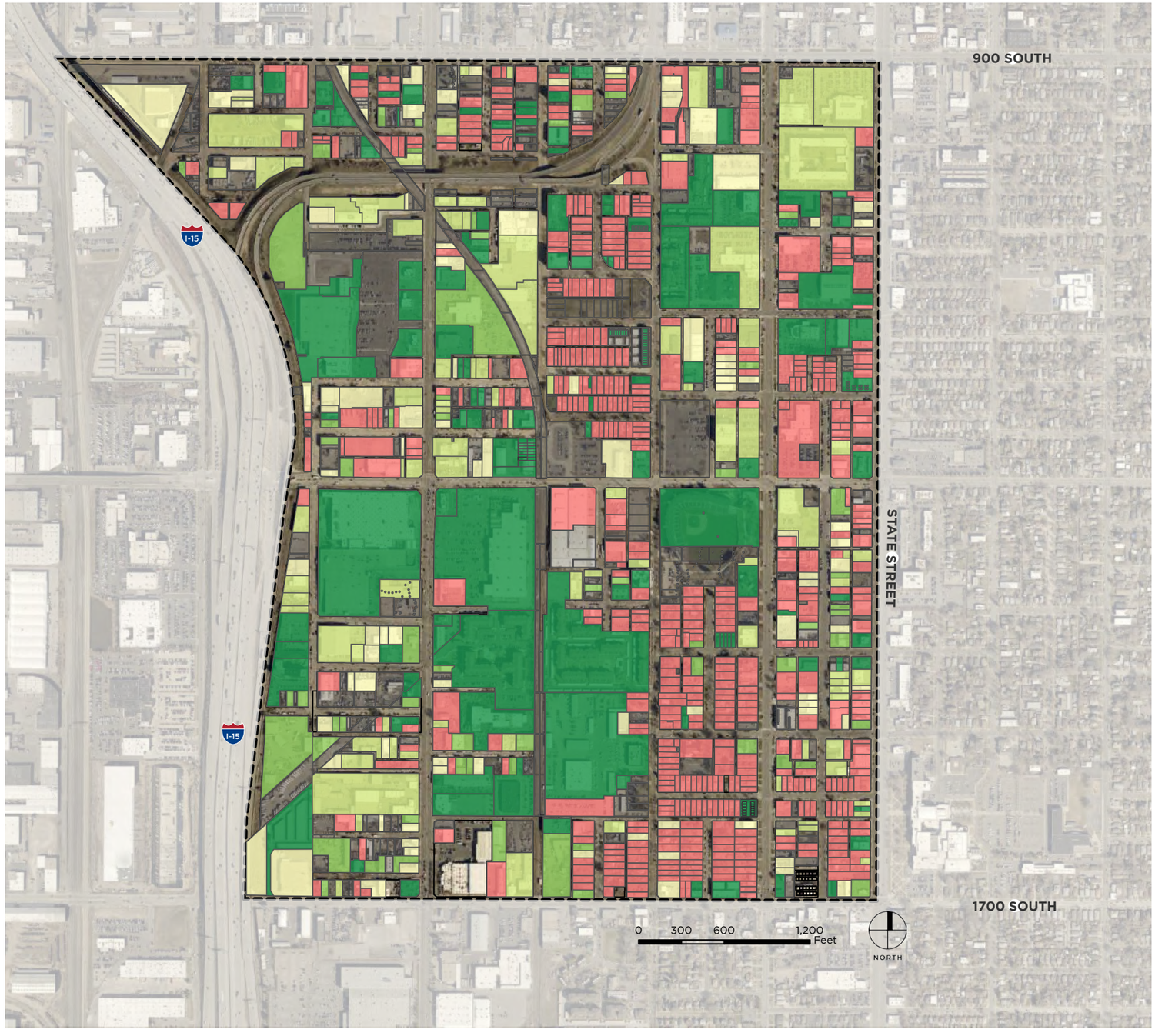
FIGURE 1.1: THE STATION AREA, BALLPARK COMMUNITY COUNCIL AND HEART OF THE NEIGHBORHOOD BOUNDARIES



LEGEND

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

FIGURE 1.2: BUILDING AGE MAP



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

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

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

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

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

Source: ESRI

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

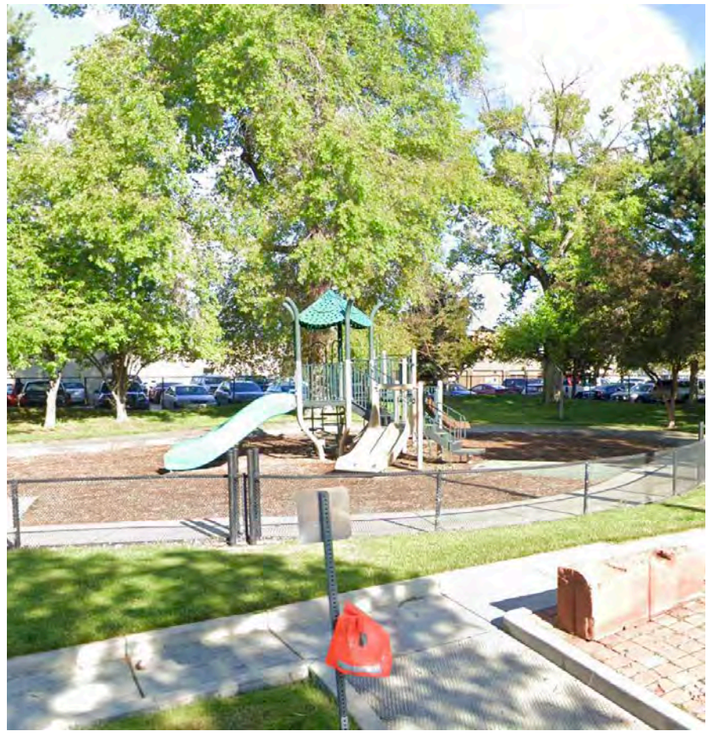
	BALLPARK STATION AREA	SALT LAKE COUNTY	SALT LAKE MSA*	UTAH
Median Household Income	$26,047	$76,410	$76,256	$73,015
Average Household Income	$44,498	$99,988	$99,114	$92,612
Per Capita Income	$19,992	$33,095	$32,666	$29,227

Source: ESRI
**Metropolitan Statistical Area*

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

photo credit / caption

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



People's Freeway Park / Google Maps

SECTION I
THE PLAN IDENTIFIES:

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

SECTION II
COMMUNITY EXPLORATION AND ANALYSIS INCLUDES:

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

SECTION III
IMPLEMENTATION PLAN

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

BALLPARK
STATION AREA PLAN

THE PLAN

THE PLAN

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

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

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

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

THE BIG MOVES

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

Create and apply a Ballpark neighborhood specific Transit Supportive Zone to the area around the Ballpark TRAX station along 1300 South from Main Street to 300 West that allows heights up to 8-10 stories with required enhancements to the public realm. Eligible enhancements may include pedestrian street lighting, street trees and public ground level uses such as restaurants or grocery space, retail or services. Figure 2.1 illustrates the opportunity to add density to the Ballpark site as well as the blocks to the north and west of the Ballpark. The concept also illustrates the importance of improvements, such as street lighting and wide sidewalks, to the public realm as density is added to the neighborhood.

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

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

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

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

FIGURE 2.2: EAST SIDE PLATFORM ACCESS - NORTH CONCEPT

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

Current north access to the Ballpark TRAX Station / GSBS Consulting

FIGURE 2.3: WEST SIDE PLATFORM ACCESS - SOUTH CONCEPT

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

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

Current east-facing view of 1300 South / GSBS Consulting

FIGURE 2.4: 1300 SOUTH IMPROVED PEDESTRIAN REALM

Repurpose parking lots and underutilized properties to add activity to the Heart of the Neighborhood. Salt Lake City and UTA own large properties on the north side of 1300 South between Main Street and the TRAX line, currently used for surface parking, which are ideally located for redevelopment into dense housing, a community amenity or service, or office space with ground floor activating uses and an improved public realm. Buildings with up to 10 stories will create an urban context for 1300 South adjacent to the TRAX station and ballpark. The 1300 South, Main Street and West Temple street frontages should be activated with uses such as restaurants, bars, coffee shops, and similar uses that build on the success of existing businesses that currently call the neighborhood home. In addition to the City- and UTA- owned lots there are underutilized parcels in the immediate vicinity of the Ballpark and station that are appropriate for higher density development and enhancement of the public realm. The newly identified State Street Project Area , created by the Redevelopment Agency of Salt Lake City (RDA), has tools to help create the level of investment contemplated for the neighborhood.

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

Proposed festival street location on West Temple / GSBS Consulting

FIGURE 2.5: FESTIVAL STREET CONCEPT

GOALS, STRATEGIES & ACTIONS

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

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

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

STRATEGIES:

- **Implement the goals and strategies identified in:**
  - » Life on State Implementation Plan (not adopted)
  - » Central 9th Chapter of the Downtown Master Plan
  - » 300 West Reconstruction
  - » Homeless Resource Centers Neighborhood Action Strategies
  - » State Street Project Area Plan
  - » Salt Lake City Moderate Income Housing Plan
  - » Salt Lake City Parks & Public Lands Needs Assessment
  - » Citywide Gentrification Assessment & Displacement Mitigation Plan
  - » Growing SLC
  - » The Salt Lake City Street Lighting Master Plan
- **Update the city's zoning code and map, as appropriate to implement the provisions of this plan:**

  ACTIONS:

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

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

STRATEGIES:

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

  ACTIONS:

  + Improve east-west connectivity across TRAX to the north and the south of 1300 South. At a minimum, pedestrian/bicycle crossings should be identified to allow pedestrians and cyclists to move east to west without having to go to 1300 or 1700 South.
  + Install side-loading platforms at the Ballpark TRAX Station.
  + Consider redeveloping the TRAX station parking lot and bus turnaround for higher density uses and to provide neighborhood amenities.
  + Install pedestrian crossings east and west of TRAX on 1300 South on either side of the UTA crossing barrier.
  + Consider redevelopment opportunities for the City-owned parking lot at 1300 South and West Temple, while still allowing public parking land uses in the vicinity, to potentially increase density and improve the urban environment.
  + Install a festival street on West Temple and plazas adjacent to the stadium.
  + Invest in a public library within the station area that can serve as a neighborhood anchor and public amenity space.
  + Integrate greenspace and "green" elements into the urban landscape.
- **Enhance public space surrounding the Ballpark and include public art and references to historical elements.**

- **Designate West Temple between 1300 South and Albemarle Avenue as a Festival Street for non-gameday and gameday activation including:**
  - Farmers Markets
  - Community Celebrations
  - Food Truck festivals
  - Neighborhood Concerts

- **Implement a district-parking strategy that utilizes unused area parking and parking garages for game days to minimize the need for parking fields in the area.**

- **Enhance the Ballpark's relationship with the neighborhood by identifying opportunities to activate the West Temple and 1300 South facades of the stadium on non-game days and incorporate public green space, non-motorized connections, plazas, and similar public spaces around the stadium.**

- **If feasible, identify a strategy to bury power lines as development in the Ballpark Neighborhood occurs.**

GOAL: Increase connectivity in the station area.

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

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

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

STRATEGIES

- **Improve overall connectivity and walkability in the area.**

  ACTIONS:

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

GOAL: Increase urban design quality.

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

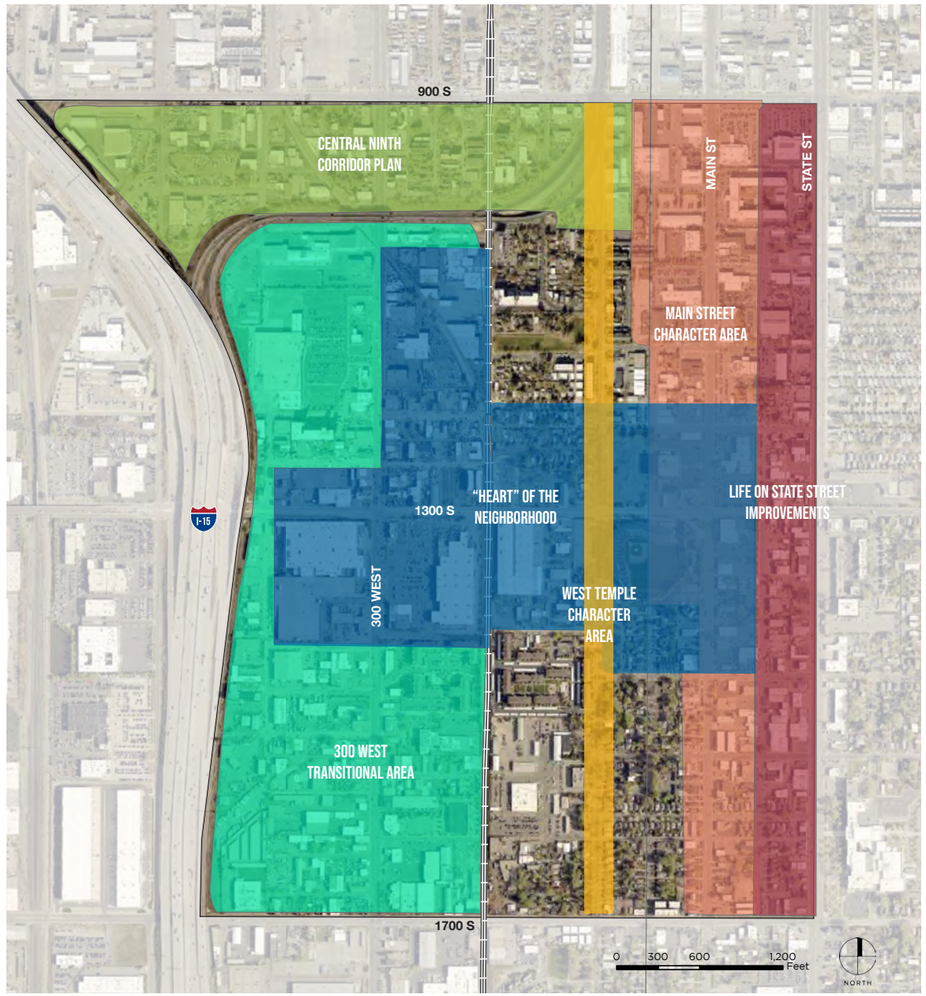
The Ballpark Station Area is made up of several distinct areas that have their own character as expressed by building massing, use, streetscape elements and overall design. This plan supports the distinctly different areas within the neighborhood through recommendations to preserve some elements and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

Photo: GSBS Consulting

BALLPARK CHARACTER AREA DESCRIPTIONS

Character areas are descriptions of existing conditions within each area. Character areas are generally defined by existing land uses, built scale, street corridors, density, and transit.

FIGURE 2.6: BALLPARK CHARACTER AREAS



Main Street Character Area

The Main Street Character Area is defined by the presence of small local businesses, a generally pleasant pedestrian and bike environment, and medium-density residential buildings. New development should focus on maintaining the scale, walkability, and bikability of the neighborhood.

West Temple Character Area

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

State Street Character Area

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

Central Ninth Character Area

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

300 West Character Areas

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

East of 300 West and North of 1300 South

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

West of 300 West and North of 1300 South

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

East of 300 West and South of 1300 South

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

West of 300 West and South of 1300 South

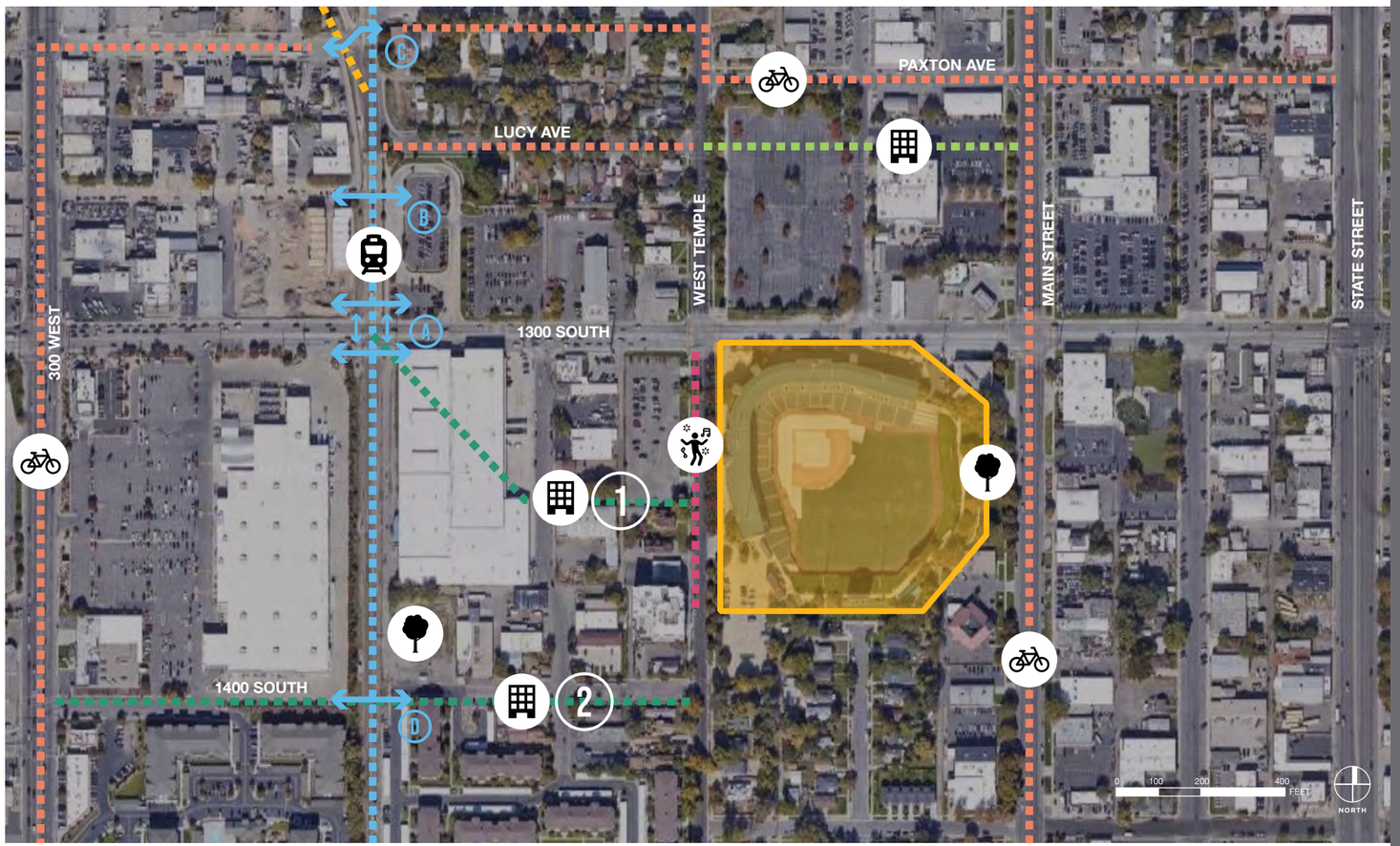
The Walmart big box store is in this area as well as small lot light industrial and warehouse uses. This area is expected to transition in the future. The considerations identified for the areas already transitioning should inform zoning and development considerations in this area.

"Heart" of the Neighborhood

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

RECOMMENDED CONNECTIONS IN THE "HEART" OF THE NEIGHBORHOOD

FIGURE 2.7: CONNECTIVITY MAP



PROPOSED FUTURE CONNECTIONS

- *Potential Public Space at Ballpark
- Proposed Bike Routes
- *Multi-Modal Access
- Proposed Crossings
- Festival Street
- Proposed Future TRAX with Possible Adjacent Trail
- *Pedestrian Connection Through Future Development
- TRAX Line
- Green Space
- TRAX Line
- Bikeway
- Festival Street
- Connection through Future Development

*Dependent on owner agreement

Festival Street

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

Proposed Bike Routes

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

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

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

The Paxton bikeway will connect State Street to 300 West.

Multimodal Access

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

Pedestrian Connection Through Future Development

This recommendation occurs in two locations:

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

Potential for Future Public Space at Ballpark

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

Proposed Crossings

Additional crossings are recommended:

a. directly east and west of the UTA crossings barriers on 1300 South.

b. directly north of the 1300 South TRAX platform onto Lucy Avenue

c. across the TRAX line at Paxton Avenue and the existing rail spur.

d. An additional future crossing is recommended at or near 1400 South and should be evaluated for future opportunities in partnership with UTA.

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

Proposed Future TRAX with Adjacent Trail

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

GOAL: Improve safety.

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

STRATEGIES

- **Improve pedestrian experience and safety.**

  ACTIONS:

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

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

  ACTIONS:

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

GOAL: Enhance social vibrancy.

STRATEGIES

- **Support events and placemaking efforts including community art, pop-up events, and temporary food vendors.**
- **Find creative solutions to enhance greenspace in the neighborhood.**

ACTIONS:

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

- **Improve the quality of current and future greenspace.**

  ACTIONS:

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

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

STRATEGIES

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

  ACTIONS:

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

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

- **Increase opportunities for home ownership in the neighborhood.**

  ACTIONS:

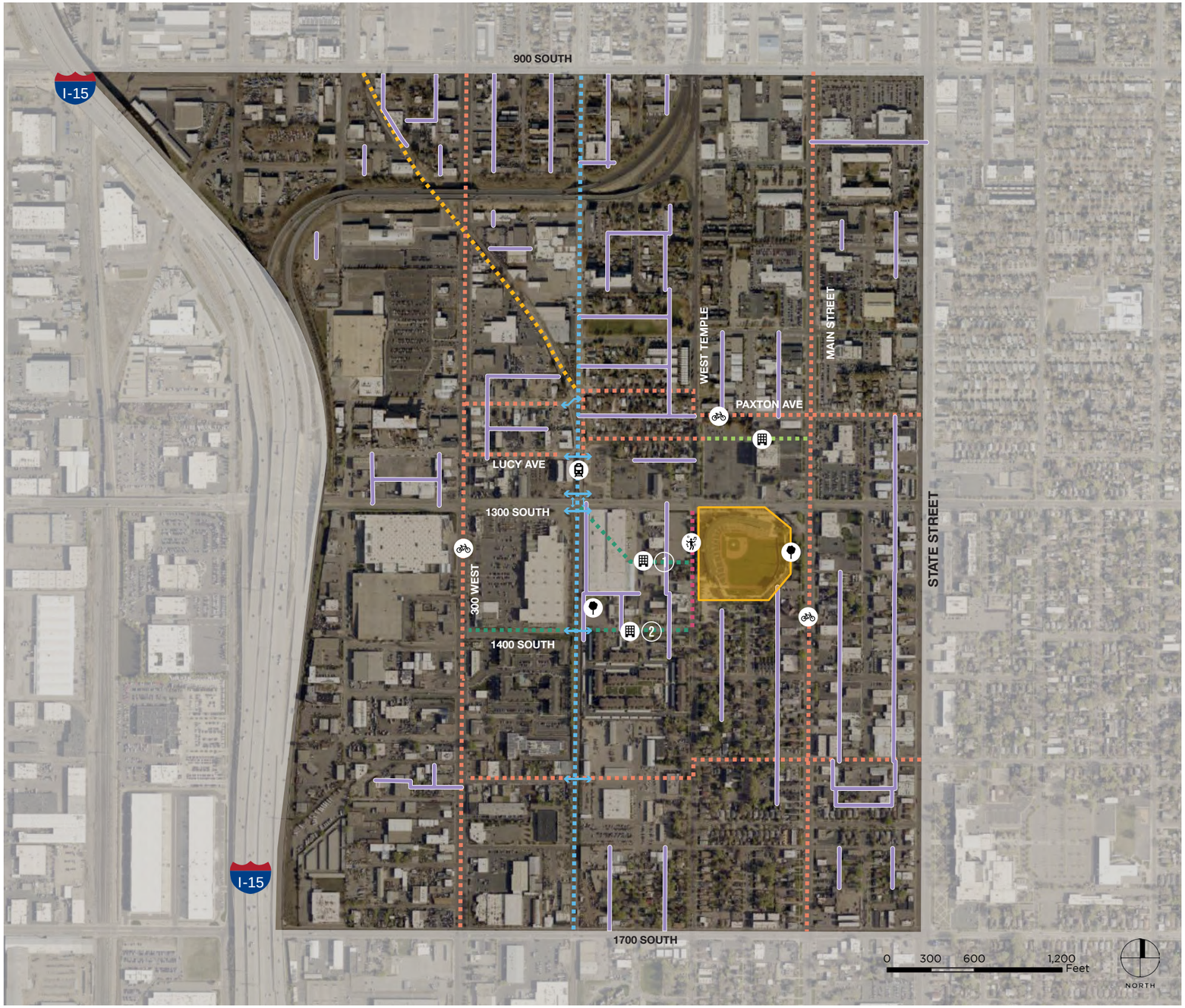
  + Explore alternative options for ownership strategies including land trusts and co-ops.
  + Provide down-payment assistance or other programs for qualifying residents

- **Mitigate the negative impacts of gentrification as development occurs.**

  ACTIONS:

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

FIGURE 2.8: CONNECTIVITY MAP - REGIONAL CONTEXT



PROPOSED FUTURE CONNECTIONS

- *Potential Public Space at Ballpark
- Proposed Bike Routes
- *Multi-Modal Access
- Proposed Crossings
- Festival Street
- Proposed Future TRAX with Possible Adjacent Trail
- *Pedestrian Connection Through Future Development
- TRAX Line
- Proposed Future Alleyway Connections
- Green Space
- TRAX Line
- Bikeway
- Festival Street
- Connection through Future Development

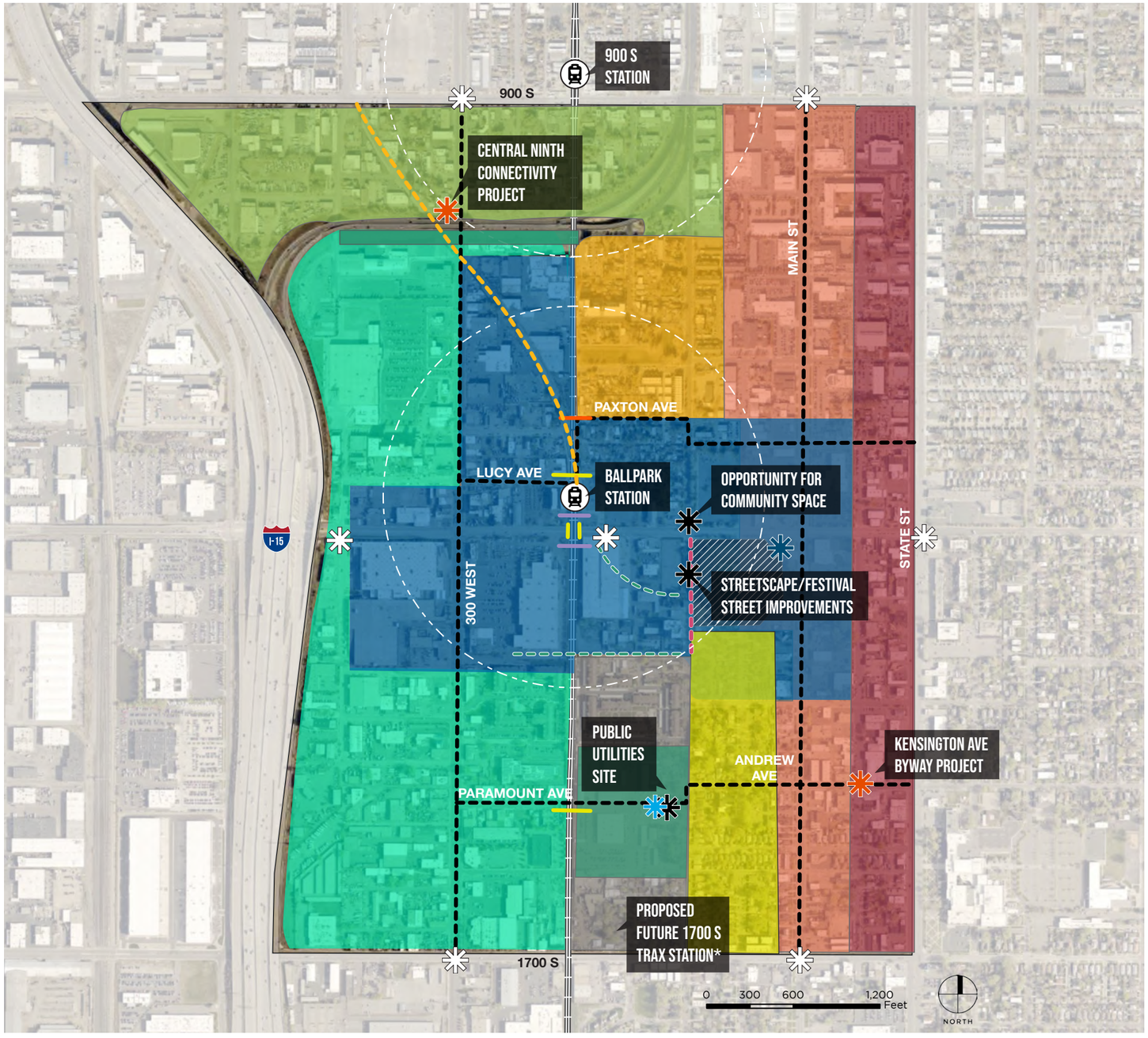
*Dependent on owner agreement

RECOMMENDED PEDESTRIAN AMENITIES

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

BALLPARK FUTURE LAND USE

FIGURE 2.9: FUTURE LAND USE MAP



FUTURE LAND USE MAP

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

LEGEND

- Site Boundary

Future Land Use Concept

- Areas with Opportunity to Integrate Additional Green Space
- 300 West Transitional Area
- Heart of the Neighborhood / Ballpark Entertainment Zone
- Main Street Area
- State Street Corridor
- Neighborhood Areas
- Medium Density Transitional Area
- Central Ninth Corridor Area
- Community Recommended Future Public Space Incorporated into the Ballpark
- Jefferson Park Mixed-Use Area

Connections*

- Proposed Bike Routes
- Festival Street
- Pedestrian Connection Through Future Development
- Proposed Crossings
- Enhanced Crossing
- Crossing Under Construction
- Proposed Future TRAX Line with Adjacent Trail
- UTA Station
- UTA Light Rail
- Gateway Areas

Places of Interest

- Adopted Project Catalyst Area
- Community Recommended Catalyst Area
- Community Recommended Gateway Area
- Future Community Amenity
- 1/4 Mile Station Radius

*DEPENDENT ON OWNER AGREEMENTS

FUTURE LAND USE AREA DESCRIPTIONS

Central Ninth Corridor Area

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

State Street Corridor

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

300 West Transitional Area

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

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

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

Medium Density Transitional Area

The area between the TRAX lines and West Temple south of 1400 South, which includes the current Salt Lake City Department of Public Utilities site, is appropriate for redevelopment into medium density uses. The area is characterized by a mix of housing and commercial uses that back to the TRAX line. Redevelopment of this area should include medium density housing and commercial buildings with reduced height along the West Temple frontage adjacent to the neighborhood character area. The area also includes the Public Utilities Department offices and yard which is identified as a potential future catalytic area for community uses and open space to help support the existing neighborhood and potential future mid-density development.

Neighborhood Areas

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

Main Street Area

Main Street is an alternative to the heavy auto-traveled State Street to the east. Main Street from 900 to 1700 South is lower and slower than State Street making it a better pedestrian and biking environment. Main Street between 900 and 1300 South has developed into larger format commercial uses including car dealerships. Redevelopment of the automobile dealerships in this area is not likely in the next 5-10 years. Available parcels between State Street and Richards Street between 900 and 1300 South should be considered for redevelopment into a mix of market-rate and affordable housing at densities that would support growing business opportunities and a walkable Main Street, realizing that this may require taller buildings than what currently exists.

Main Street at 1300 South is part of the Heart of the Neighborhood identified for transit supportive densities. As redevelopment of this section of Main Street occurs the viewshed of the Wasatch Range from inside of the Ballpark should be preserved by limiting the position and heights of buildings directly east and southeast of the ballpark to 3-4 stories along Main Street with a gradual increase in building height towards State Street.

Main Street between the current Utah Pride Center (1380 S. Main Street) and 1700 South has retained its original scale and includes several locally owned restaurants, bakeries, and shops. The east side of Main Street is included in the State Street overlay zone which addresses the scale and placement of buildings in the area. Future development on Main Street should include compatible building scale and configuration on the east and west sides of Main Street. Building heights of 3-4 stories would be appropriate between the Utah Pride Center and Kensington Avenue along Main Street.

Main Street between Kesington Avenue and 1700 South should be considered for redevelopment into a medium density area that utilizes current building scale and massing to guide future development. New buildings in the area should be considered for redevelopment no taller than 3 stories with front doors on Main Street, stoops, and yards. Parking should be setback from the street and located to the side or rear of buildings, or in garages.

The Heart of the Neighborhood / Ballpark Station Entertainment Zone

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

Community Recommended Future Public Space at the Ballpark

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

Jefferson Park Mixed-Use Area

The area encompassing approximately east of the 200 West TRAX line to the West Temple corridor and Paxton Avenue to Mead Avenue to the north is characterized by a mix of housing types and commercial uses. Redevelopment of the area should support a live/work/play community by providing a mix of uses and building scales. Larger building forms are appropriate along corridors where large building forms are already present or where it is abutting the TRAX line on 200 West or along the West Temple corridor. These larger building forms should consist of approximately 5-7 stories and provide some commercial spaces/residential amenities. Smaller building scales should be focused on areas adjoining Jefferson Street and avenue streets; smaller building scales should generally consist of 2-3 stories and almost entirely comprised of medium-density residential uses.

Adopted Catalytic Areas

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

KENSINGTON AVENUE NEIGHBORHOOD BYWAY PROJECT

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

CENTRAL NINTH CATALYTIC CONNECTIVITY

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

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

Community Recommended Catalytic Areas

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

BALLPARK ENTERTAINMENT/STATION AREA IMPROVEMENTS

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

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

Ballpark TRAX Station / GSBS Consulting

Transit station upgrades in this area may include:

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

PUBLIC UTILITIES SITE

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

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

COMMUNITY RECOMMENDED 1700 SOUTH TRANSIT HUB

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

Community Recommended Gateways

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

Future Community Amenity

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

CONNECTIVITY STRATEGIES

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

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

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

Recommendations for a safer bike and pedestrian network include:

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

CONNECTIVITY

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

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

- Upgraded bike parking facilities that are highly visible to decrease the risk of theft and provide a secure area to lock onto
- Traffic signaling which recognizes the presence of bicycles along designated bikeways
- Improve pedestrian crossings to highlight the pedestrian while calming traffic on high volume roads

PARKING STRATEGY

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

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

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

ALLEYWAY SAFETY

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

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

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

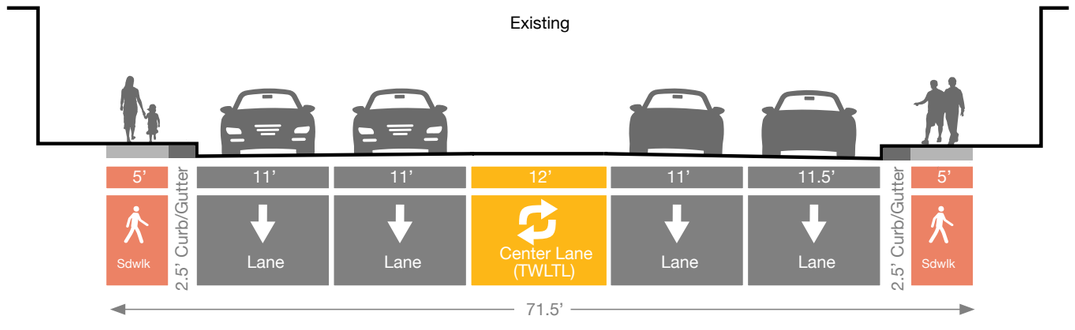
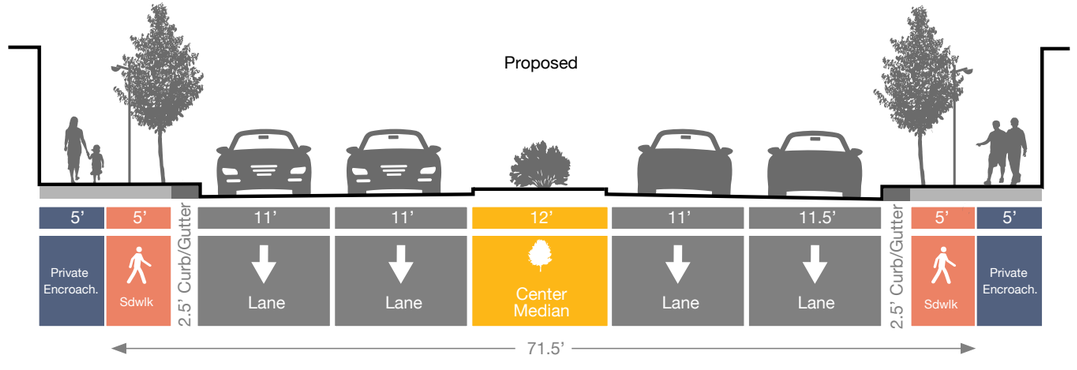


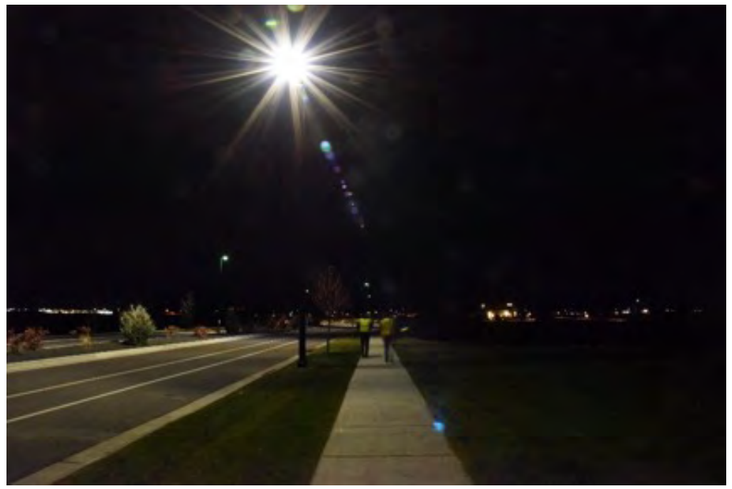
FIGURE 2.11: PROPOSED 1300 SOUTH STREET SECTION FOR THE HEART OF THE NEIGHBORHOOD



STREET LIGHTING

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

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



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

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

SAFETY & SECURITY

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

Appropriate Lighting

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

Appropriate pedestrian lighting should:

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

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

Transparent Building Fronts and Visibility

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

Landscaping and Visibility

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

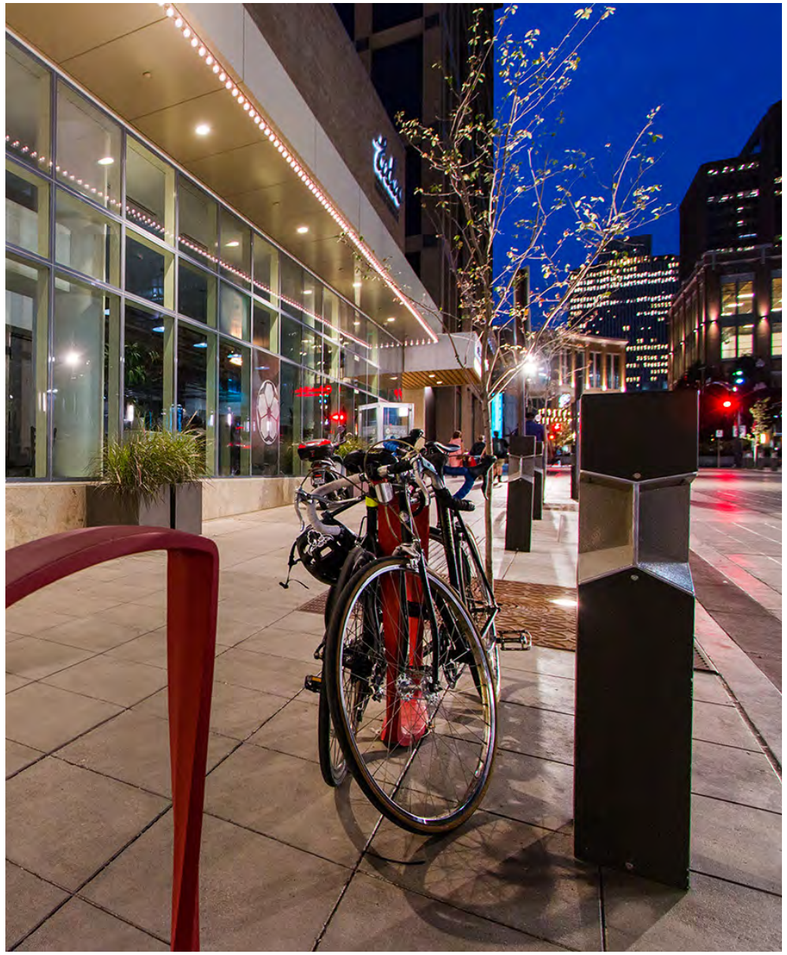
ENHANCING NEIGHBORHOOD GREENSPACE

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

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

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

The Ballpark Playground provides a greenspace oasis within the neighborhood



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

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

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

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

HOUSING OPPORTUNITY & MITIGATING DISPLACEMENT

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

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

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

Anti-Displacement Strategies

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

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

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

FUTURE PUBLIC SPACE SHOULD:

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

Source: Salt Lake City Public Lands

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

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

HOUSING RESOURCES AND OPPORTUNITIES

Condo-Based Community Land Trust

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

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

Target Outcomes: Increases opportunity for ownership, increases affordability

SLC Home Repair Program

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

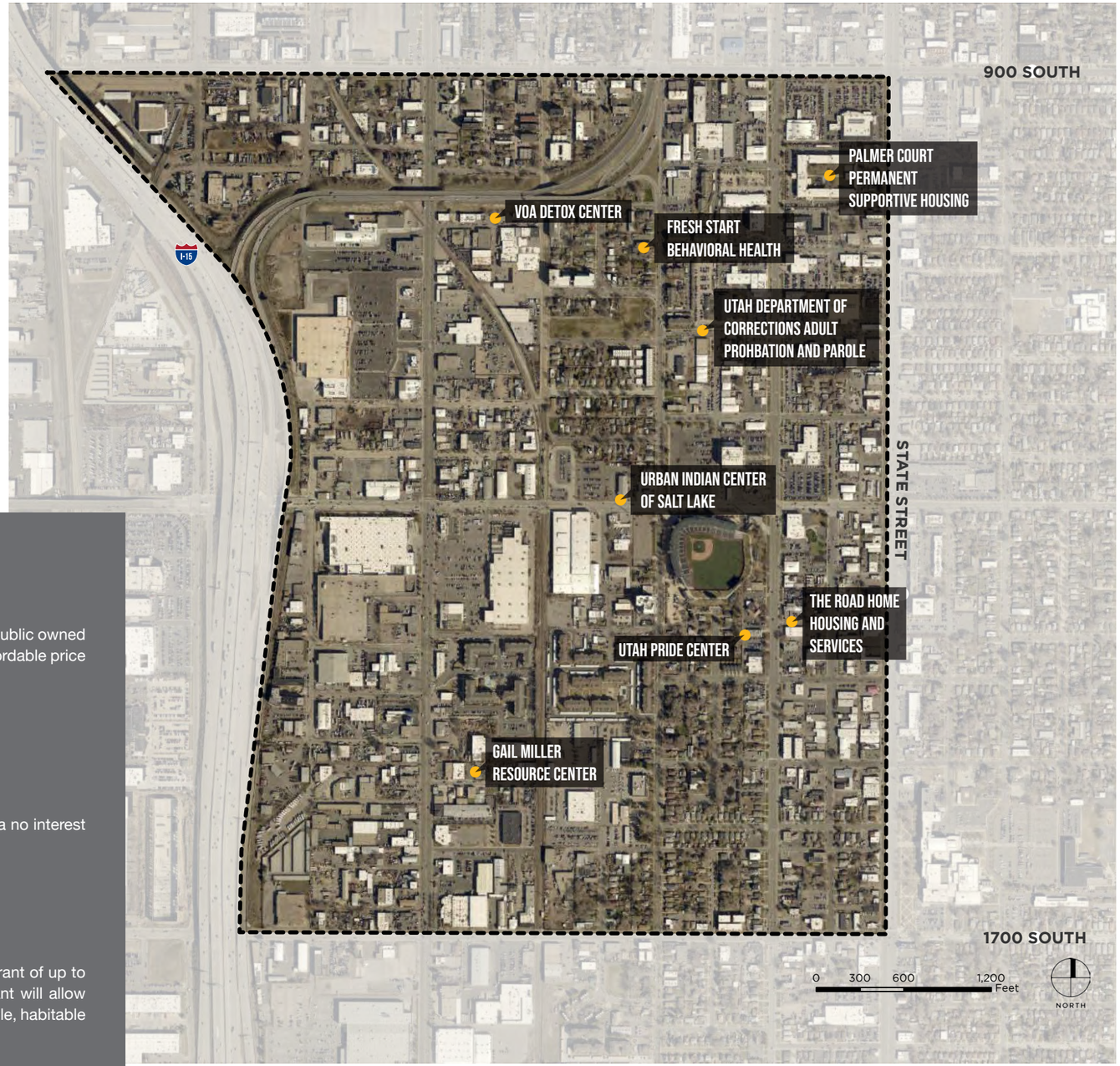
https://www.slc.gov/hand/city-housing-programs/home-repair-program/

SLC Targeted Repair Program

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

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

FIGURE 2.13: COMMUNITY SERVICES AND NON-PROFIT ORGANIZATIONS MAP



BALLPARK
STATION AREA PLAN

COMMUNITY EXPLORATION & ANALYSIS

COMMUNITY EXPLORATION & ANALYSIS

PLANNING PROCESS

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

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

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

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

Neighborhood playground in at Jefferson Park / GSBS Consulting

STUDY AREA

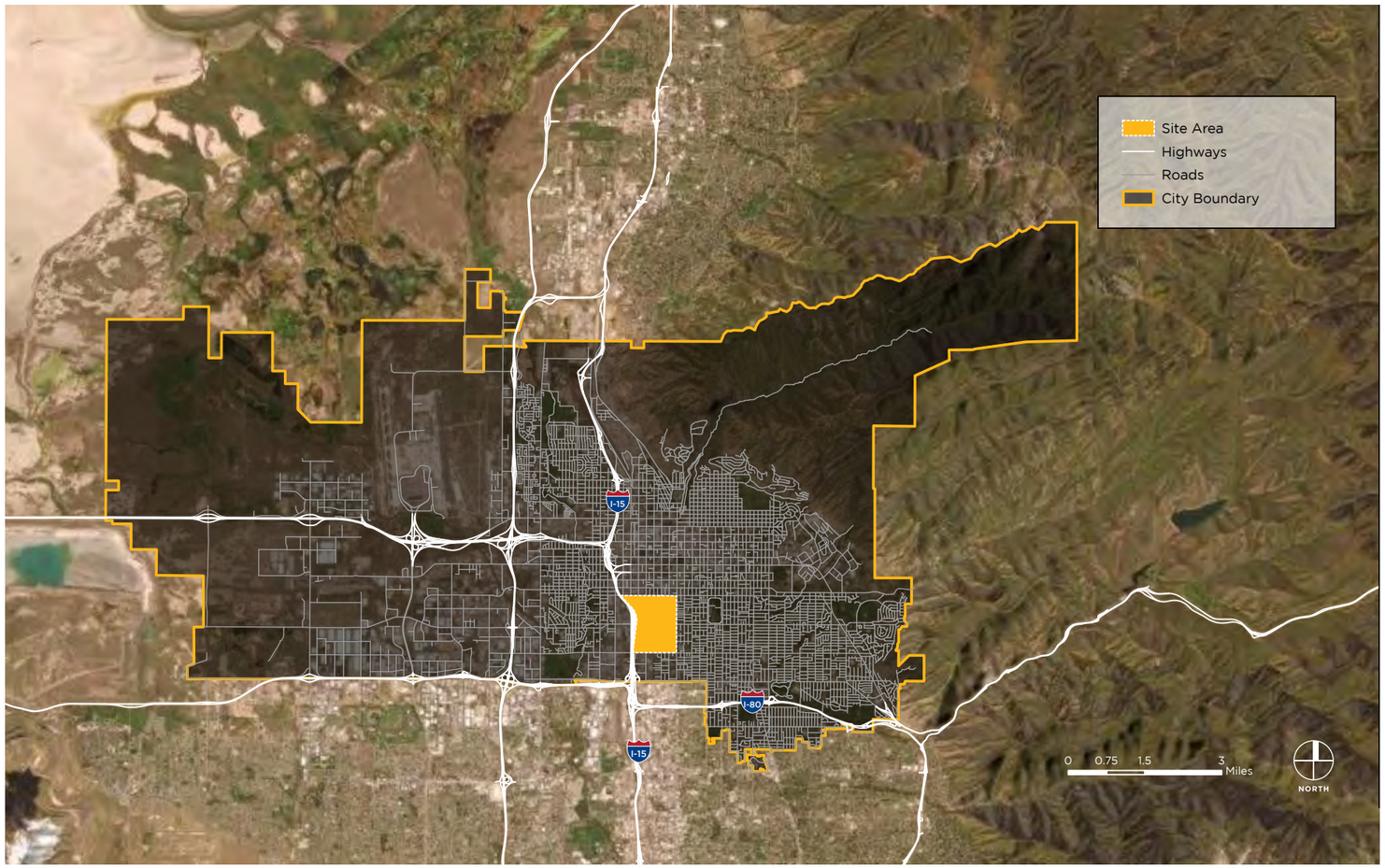
The Ballpark neighborhood in Salt Lake City is directly south of downtown and has, over its history, transitioned from a first ring suburb characterized by single family residential development to a downtown support area characterized by industrial, distribution and similar uses to the southern boundary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

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

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

Smith's Ballpark / GSBS Consulting

FIGURE 3.1: BALLPARK REGIONAL CONTEXT MAP



Demographics

Ballpark neighborhood households are:

• smaller,

• younger, and

• more likely to rent

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

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

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

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

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

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

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

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

RACE	BALLPARK STATION AREA %	SALT LAKE CITY %
Caucasian	72.6%	70.9%
African American	2.4%	3.5%
American Indian & Alaska Native	0.0%	1.3%
Asian	4.6%	6.2%
Native Hawaiian & Other Pacific Islander	0.6%	2.1%
Some Other Race	18.2%	11.7%
Two or More Races	1.5%	4.3%
TOTAL	**99.9%**	**100.0%**
ETHNICITY		
Hispanic Origin	22.2%	24.0%

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

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

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

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

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

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

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

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

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

SUMMARY OF EXISTING CONDITIONS

Prior Planning Efforts

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

Existing Plans for the Area Include:

Adopted City Plans:

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

Not Adopted:

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

CENTRAL COMMUNITY PLAN – 2005

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

The plan identified four fundamental goals for the Central Community:

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

LIFE ON STATE - 2010

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

LIFE ON STATE IMPLEMENTATION PLAN - 2018

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

DOWNTOWN MASTER PLAN/CENTRAL NINTH NEIGHBORHOOD - 2016

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

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

HOMELESS RESOURCE CENTERS NEIGHBORHOOD ACTION STRATEGIES – 2020

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

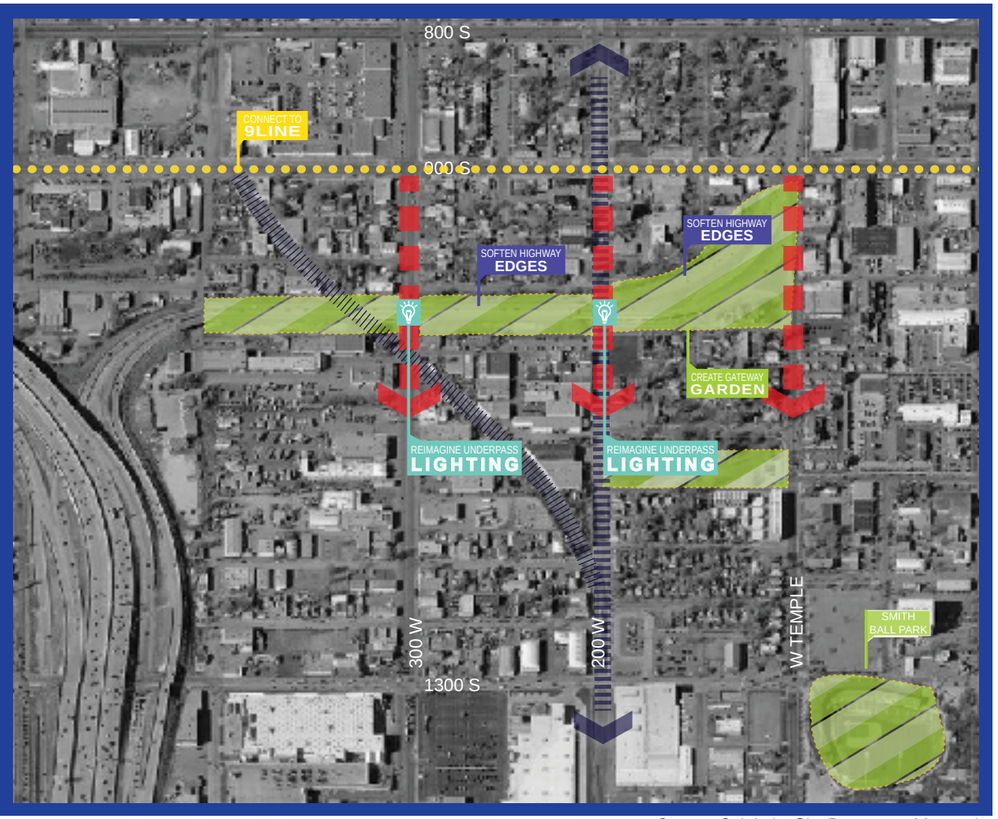
1. Commit to long-term investments in the physical and social infrastructure in neighborhoods around the new homeless resource centers.
2. Lead efforts to secure funding support from other non-City sources for investments in HRC neighborhoods.
3. Prioritize and fast-track planned City projects in the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

FIGURE 3.2: CATALYTIC PROJECT: CONNECTING CENTRAL NINTH TO BALLPARK

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

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

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



Source: Salt Lake City Downtown Masterplan

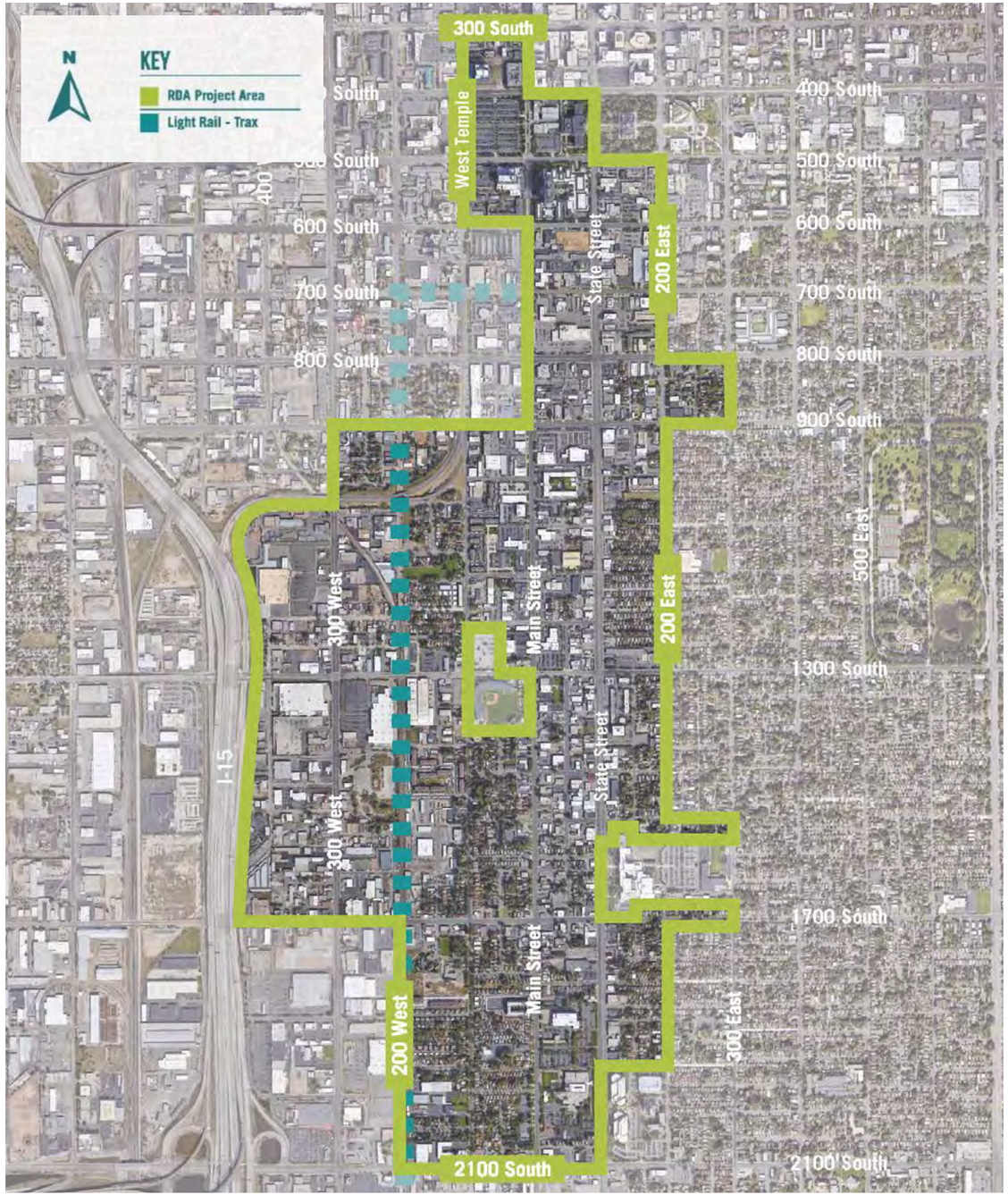
The plan also identified near-, mid-, and long-term projects in the neighborhoods surrounding each of the HRCs in the Central Community to help mitigate the impacts of the centers. Many of the projects identified are City-wide projects such as improvements to transit access and housing policies and investments.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

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

STATE STREET PROJECT AREA PLAN– 2019

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

FIGURE 3.3: STATE STREET PROJECT AREA MAP



SALT LAKE CITY PUBLIC LANDS NEEDS ASSESSMENT - 2019

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

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

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

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

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

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

GROWING SALT LAKE CITY – A FIVE YEAR HOUSING PLAN

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

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

PLAN SALT LAKE

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

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

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

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

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

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

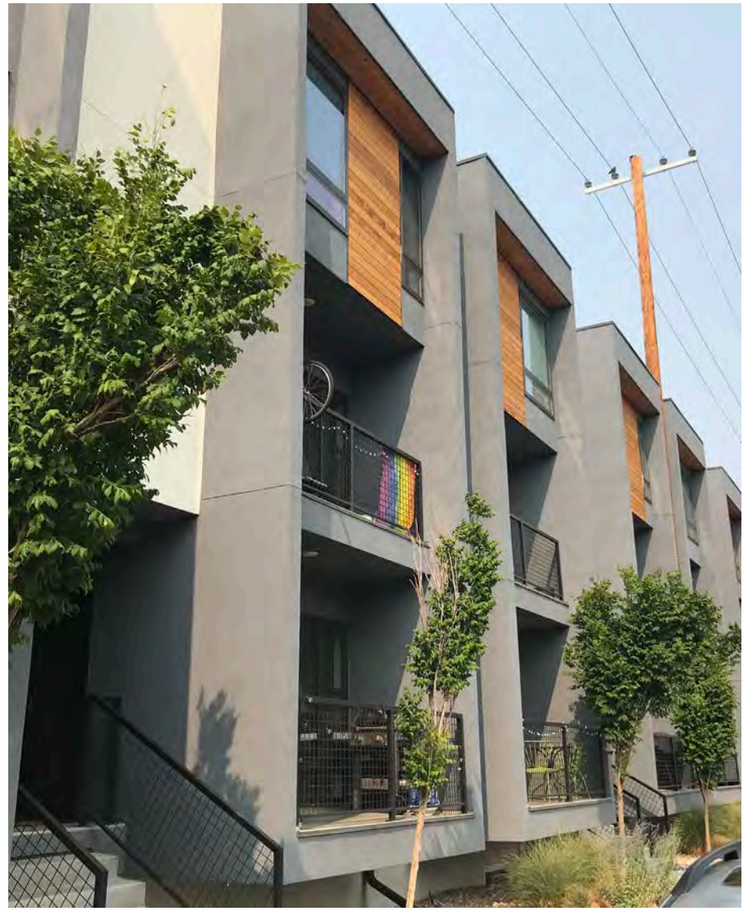
Diverse – The neighborhood will include a wide variety of land uses, amenities, and housing types to serve the needs of its diverse residents.

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

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

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

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



Ballpark Neighborhood condominiums / GSBS Consulting

CONNECTIVITY AND THE PEDESTRIAN & BIKING ENVIRONMENT

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

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

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

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

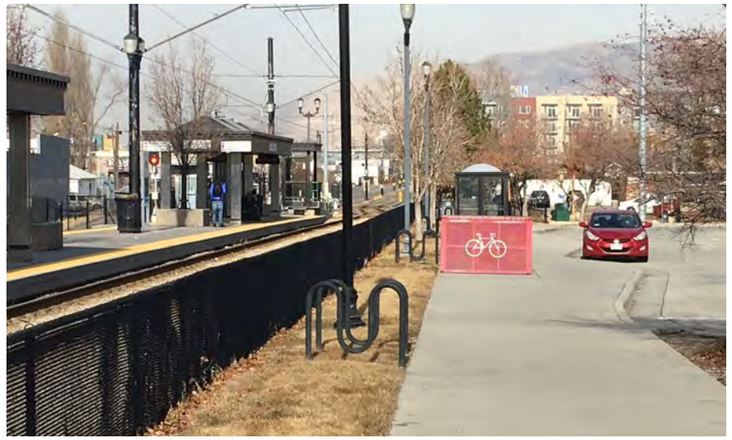
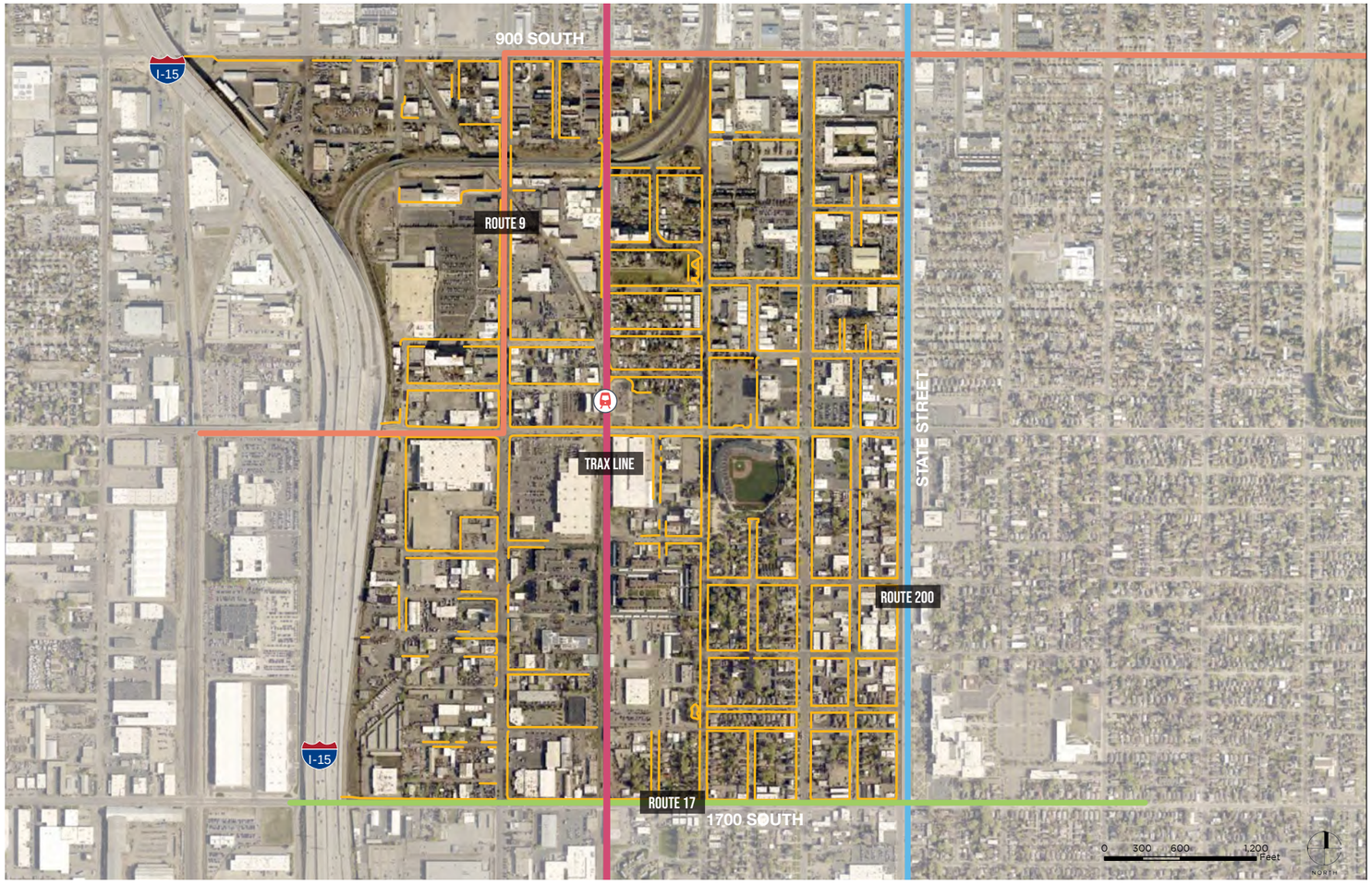


photo credit / caption

FIGURE 3.4: SIDEWALK AND TRANSIT MAP



LEGEND

- Site Boundary
- Sidewalks
- Ballpark Station

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

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

Local business in the Ballpark Station Area.

SUMMARY OF STATION AREA CASE STUDIES

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

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

Major League Baseball Ballparks

- Boston, MA
- Chicago, IL

Minor League Ballparks

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

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

TABLE 3.4: SUMMARY OF BALLPARK CASE STUDIES

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

BOSTON - FENWAY PARK

LOCATION: Boston, MA

CITY POPULATION: 694,583

STADIUM CAPACITY: 37,305

OPENING DATE: April 1912

Key Takeaways

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

- Celebrate what makes a ballpark and its surrounding area unique. Some of Fenway's most memorable elements have been engineered away in other more modern ballparks. Irregularities in design and layout should be celebrated to foster a unique sense of place.

- Extend the ballpark atmosphere beyond the ballpark. Fenway Park's gameday atmosphere spills out into the surrounding streets for multiple blocks, partly due to the limited space inside the ballpark. While that may be hard for other ballparks to replicate, the ballpark atmosphere is possible to foster and create outside the ballpark by creative use of right of way (closing/reusing streets) and special building regulations (zoning and design guidelines)

CHICAGO - WRIGLEY FIELD

LOCATION: Chicago, IL

CITY POPULATION: 2,693,976

STADIUM CAPACITY: 41,649

OPENING DATE: April 1914

Key Takeaways

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

- Having an open dialogue between ballpark and neighborhood. The incredibly close integration of ballpark and neighborhood has created several challenges through the years. The partnership between the two has been rocky at times but having both an open dialogue through a neighborhood council, along with a formalized agreement in place, have helped the two navigate disputes and thrive together.

- Blur lines between ballpark and neighborhood. There is perhaps no better example of this takeaway than Wrigley Field. Surrounding businesses have taken advantage of the low walls in the outfield and built bleachers that can see into the stadium, becoming some of the most iconic elements of the stadium experience. While there are logistical challenges to implementing some of these elements at modern ballparks, creative ideas should be explored to help create a more permeable relationship between the ballpark and its surroundings.

- The Chicago Cubs established a Neighborhood Preservation Fund in 2021 to invest in the surrounding neighborhood through street lighting, paving and infrastructure work around the ballpark.

© Yards of Summer

© Twitter (@BobVorwald)

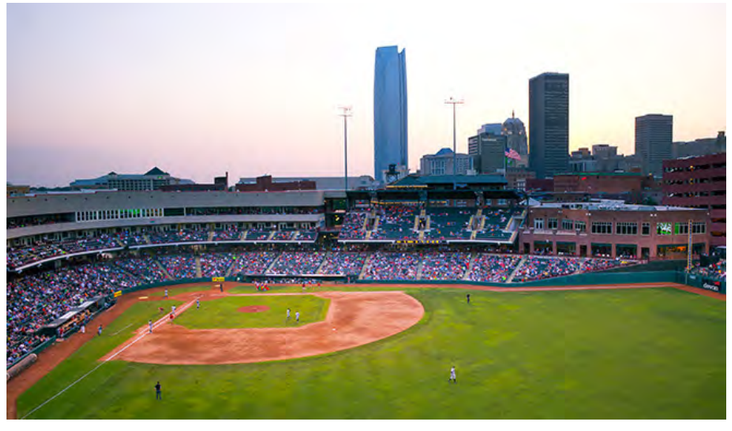
OKLAHOMA CITY – CHICKASAW BRICKTOWN BALLPARK

LOCATION: Oklahoma City, Oklahoma

CITY POPULATION: 551,789

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

© TripAdvisor



OKC Dodgers Baseball Game (© nbykzs168.com)

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

Key Takeaways

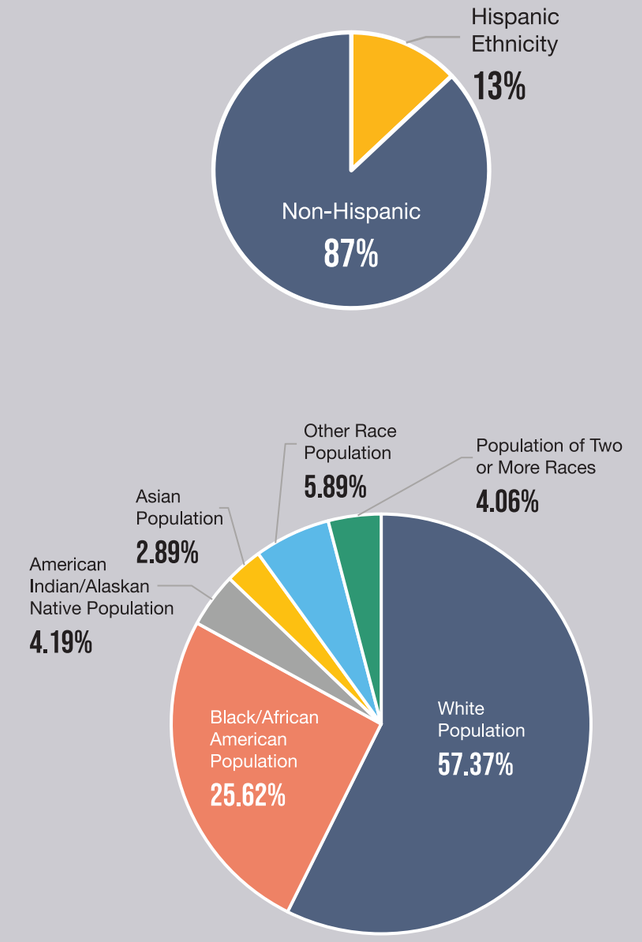
- Look to create additional drivers beyond the ballpark. While a ballpark can help define an area and be the primary attractor, other community serving destinations can help create a more year-round destination and help to activate the area on non-gamedays.

- Make multimodal connectivity safe and efficient, on gamedays and non-gamedays. While most visitors may still drive to the game, providing safe and convenient options for people to walk, bike, and take transit can benefit both gameday traffic operations and the neighborhood on non-gamedays.

- Adaptative Reuse of existing infrastructure. Thinking creatively about existing infrastructure can help add to an area's sense of place by adding an element of originality to an area. Projects can include the reuse of existing ROW or other urban utility infrastructure.

Winter Festival at Bricktown Ballpark

COMMUNITY PROFILE



EL PASO – SOUTHWEST UNIVERSITY PARK

LOCATION: El Paso, Texas

CITY POPULATION: 682,669

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

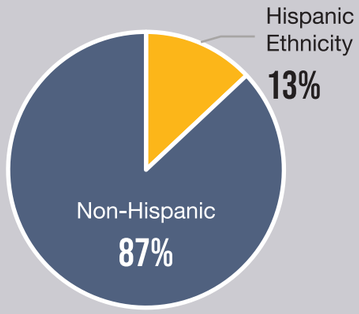
© TripAdvisor

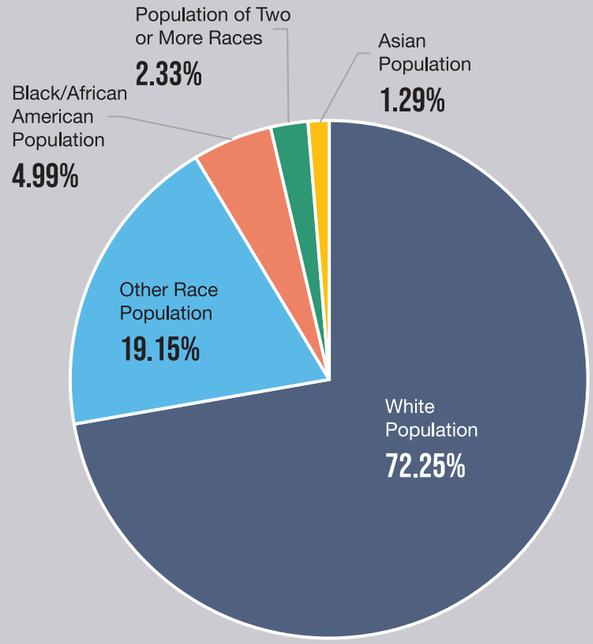
Opened on the edge of the Downtown area, El Paso's ballpark case study highlights successes in integrating and celebrating the community's culture through public art and activated public spaces. The ballpark is also on a challenging site, segregated from the surrounding neighborhoods by a freeway and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

Key Takeaways

- A ballpark is not enough. From an economic development and redevelopment perspective, Southwest University Park confirms what many other Cities have encountered when building a new sports facility: that while it can help kick start or accelerate economic development, in and of itself the ballpark is not enough to be the sole driver for an area's revitalization.
- Strategic connectivity investments can go a long way. The connectivity of the area surrounding Southwest University Park suffers from a range of transportation barriers such as freight rail tracks and a major freeway. The City has focused on improving a few strategic connections to the ballpark, rather than improving every street in the area. The Durango Street overpass and the Missouri Road shared street are two examples of those strategic investments to enhance immediate ballpark connectivity.

COMMUNITY PROFILE





MEMPHIS – AUTOZONE PARK

LOCATION: Memphis, Tennessee

CITY POPULATION: 650,618

POPULATION RACE & ETHNICITY:

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

Memphis AutoZone Park (© Stadium Journey)

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

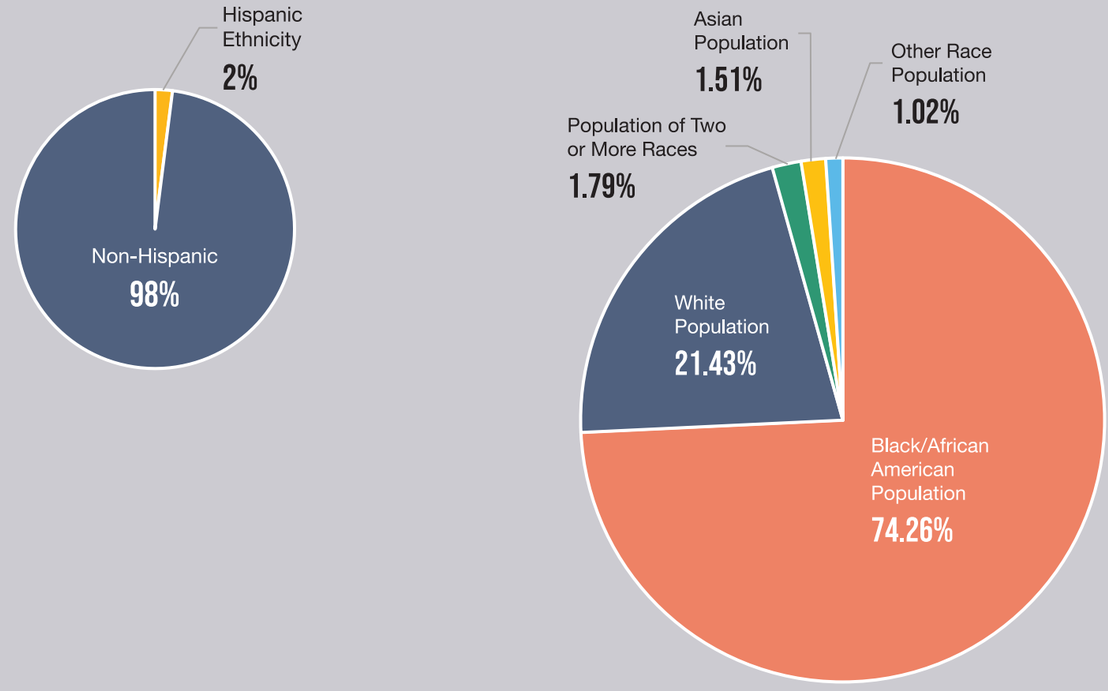
Key Takeaways

- Not a ballpark, a ballpark district. What makes AutoZone Park a standout is that it was not designed simply as a ballpark. The ballpark was conceived as a "Ballpark District" including dense multifamily development, new office buildings, a minor league baseball museum, a public elementary school (important for attracting families with children to downtown), and the adaptive reuse of the upper stories of an old YMCA building to lofts, along with the reuse of other historic buildings.

- Ballpark as public space. The entry plaza, diagonally across an intersection from the landmark Peabody Hotel, provides a place for people to enjoy music, food, and entertainment before and after baseball games, and it functions as a gathering place at other times. The baseball team and the city both work to activate these spaces on gamedays and non-gamedays alike.

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

COMMUNITY PROFILE



SUMMARY

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

- Strategically interconnecting diverse forms of transportation, including “first and last mile” options, is important in creating an accessible ballpark and surrounding neighborhood for both gameday mobility, and neighborhood connectivity on non-gamedays.

- Establishing connected, accessible, and pedestrian-oriented land uses and facilities creates a vibrant and engaging experience for visitors and residents in the area.

- Holding multiple types of events, including community-driven events within a ballpark area, such as community movie nights, concerts, or festivals can help engage the surrounding community and enhance surrounding neighborhoods.

- Reusing existing buildings and infrastructure can reduce infrastructure costs, enhance the sense of place, maintain neighborhood history, and character, and integrate ballpark design and uses with a surrounding neighborhood.

- Establishing unique goals, policies, and regulations can help develop a ballpark neighborhood that complements the area’s desired character.

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

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

SUMMARY OF PUBLIC ENGAGEMENT

Overview

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

Community Council

The public-facing part of the process began in December 2020 with a presentation about the Ballpark Station Area Planning process to the Ballpark Community Council and Ballpark Community. The Consulting team shared the schedule and engagement tools with the community and answered questions, addressed concerns, and provided information to promote community involvement throughout the process. Members from the project team attended the monthly community council meetings to better understand what community members in the Ballpark neighborhood experience and to gain a better understanding of the needs of the area. The draft Station Area Plan and supporting strategies were then presented to the Community during the December 2, 2021 Community Council Meeting for review and before finalizing the project recommendations and concepts.

Steering Committee

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

The Steering Committee was responsible for:

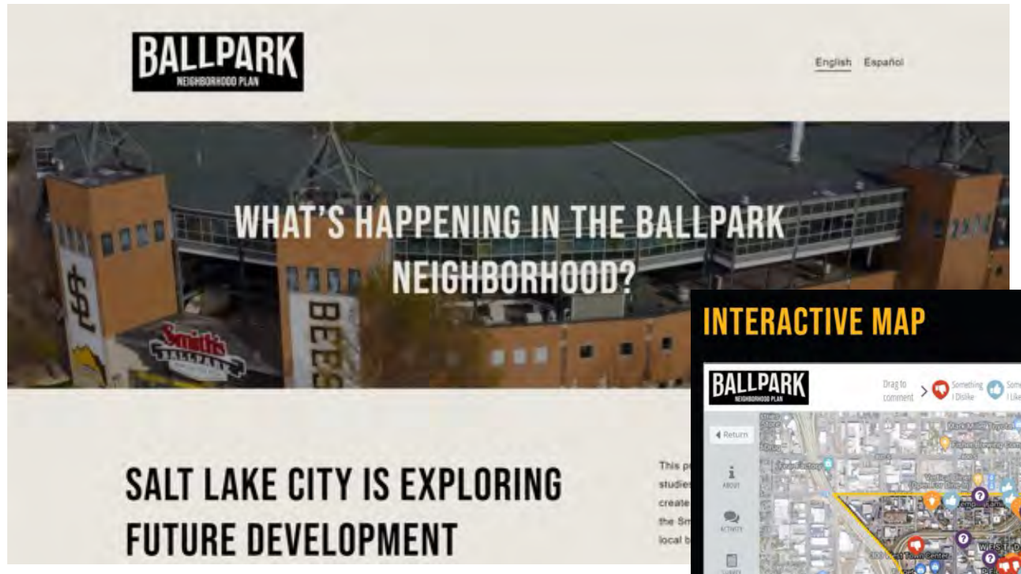
- Refining the goals and vision for the area
- Reviewing case studies for other ballparks
- Reviewing existing conditions and help identifying neighborhood needs
- Reviewing draft material before Community events and plan finalization

Online Outreach

PROJECT WEBSITE

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

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



COMMUNITY POSTCARD AND SURVEY

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

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

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

FIGURE 3.6: PROJECT POST CARD

Area Stakeholders

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

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

Community Events

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

COMMUNITY EVENT 1

DATE: March 20, 2021

LOCATION: Zoom

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

COMMUNITY EVENT 2

DATE: May 22, 2021

LOCATION: Smith's Ballpark and Watchtower Coffee and Comics

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

Screenshot from the first virtual community event.

Second community event at Watchtower Coffee & Comics.

THIS PAGE IS INTENTIONALLY LEFT BLANK

BALLPARK
STATION AREA PLAN

IMPLEMENTATION PLAN

IMPLEMENTATION PLAN

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

ACTION	IMPLEMENTATION PERIOD			
	IMMEDIATE	2-5 YEARS	5+ YEARS	ONGOING
Enhance public space surrounding the ballpark and include public art and references to historical elements.	✓	✓		
Designate West Temple between 1300 South and Albemarle Avenue as a Festival Street for non-gameday and gameday activation including farmers markets, community celebrations, food truck festivals and neighborhood concerts.	✓			
Implement a district-parking strategy that utilizes un-used area parking and parking garages for game days to minimize the need for parking fields in the area.	✓			
Enhance the ballpark's relationship with the neighborhood by identifying opportunities to activate the West Temple and 1300 South facades of the stadium on non-game days and incorporate public green space, non-motorized connections, plazas, and similar public spaces around the stadium.	✓			
If feasible, identify a strategy to bury power lines as development in the Ballpark Neighborhood occurs.	✓			
Increase connectivity of the neighborhood.				
Improve overall connectivity and walkability in the area.				✓
Study the potential future lane reconfiguration of 1300 South to eliminate or narrow traffic lanes. Conduct: • A safety analysis based on existing conditions that includes any recommended changes to readway. • A traffic analysis. This includes traffic countes, signal analysis, and traffic modeling of how narrowning or eliminating lanes may impact safety, future roadway operations, and access to and from I-15.				
Utilize existing alleyways, midblock, and truncated connections to create a system of bike and pedestrian pathways through the neighborhood.		✓	✓	
Implement the planned TRAX line pedestrian crossings to the north of the current Ballpark Station.	✓			
Widen and enhance sidewalks to improve pedestrian comfort through the addition of street furnishings, pedestrian lighting and a buffer from moving traffic.				✓
Implement pedestrian level lighting to improve safety and visibility.	✓			
Establish specific bicycle routes through the neighborhood according to the Salt Lake City Pedestrian & Bicycle Master Plan.	✓	✓		
Reconfigure Ballpark TRAX Station to change from a suburban-style station that has northern platform access only from the east parking lot into an urban-style station that allows access from both the east and west sides of the station. This would include new access at the north end of the platform from Lucy Avenue/200 West on the west side of the TRAX rails.			✓	
Redevelop part of the current surface parking lots to transit supportive uses.				✓
Establish a pedestrian crossing to the east and west of the UTA crossing barrier across 1300 South.	✓			
Study future crossings south of the 1300 South crossing at the TRAX line.			✓	

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

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

BALLPARK
STATION AREA PLAN

APPENDIX A
EXISTING CONDITIONS

The Built Environment and Urban Design

Land Use

The Ballpark neighborhood hosts several uses within the boundaries of the study area, Figure A-1**.** The area around the Ballpark Stadium includes commercial, single family and multifamily residential, and several industrial parcels. The area has limited options for greenfield development within the project area but has several vacant lots which may support commercial, mixed use, or residential uses.

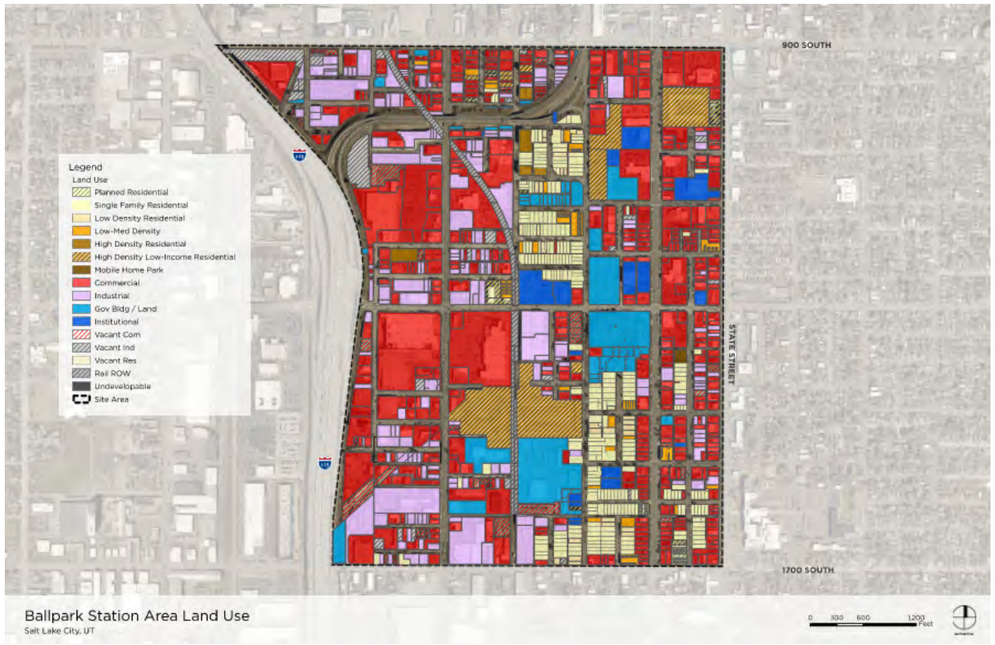


Figure A-1 Current Land Uses

Commercial

The study area has several types of commercial activity. Commercial activity directly around the Ballpark Stadium includes several convenience stores, a car dealership, a carwash, and a full-service bar and restaurant. Commercial services transition from smaller local businesses on the eastern side of the study area to big box retail along the 300 West corridor.

State Street, Main Street, 300 West, 900 South, 1300 South, and 1700 South are important commercial corridors. Each corridor has a unique character. State Street is primarily auto-serving and regional uses, Main Street between 1300 South and 1700 South includes a number of smaller scale local businesses mixed with residential uses. 300 West includes big box stores, light industrial uses, and other auto-serving uses. 900 South, 1300 South, and 1700 South are important east west corridors through the area with a mix of local and auto serving uses.

Residential

The study area hosts pockets of residential development with varying densities and housing types. The area adjacent to the Ballpark Stadium is a mixture of single family lots directly to the south and high-density low-income housing south of the stadium along West Temple.

Single Family

Much of the single-family housing stock in the area was built prior to 1950. The housing is primarily masonry structures on small lots. Most of the single family lots are located between Main Street and 200 West. The area directly south of Ballpark Stadium is a mixture of single-family lots.

Multifamily

Multifamily residential is found throughout the study area. Older multi-family units are interspersed with the single-family developments east of the TRAX line. Newer multi-family units, at higher densities, are found in the existing residential areas but also, increasingly, along the 300 West corridor. Newer multi-family structures are generally of two types:

- Four/five stories with structured or surface parking and some amenities.
- Townhomes or row homes with a parking garage and multiple living levels.

Industrial

Many of the industrial properties found in the neighborhood just 10 years ago have transitioned to retail or multi-family residential. The study area retains some industrial uses primarily in the area west of the TRAX line along the 300 West corridor. There are a handful of industrial uses remaining along the State Street corridor. As demand for housing and office space in Salt Lake City continues into the next decade, many of the existing industrial properties are expected to transition to housing, retail, or office uses.

Parks, Trails and Open Space

The study area includes Jefferson Park and Ballpark Neighborhood Park. Jefferson Park, located in the northern half of the study area east of the TRAX line, includes a detention basin and playground. Ballpark Neighborhood Park, located in the southern half of the study area east of the TRAX line, is a playground and grassy area in front of the Salt Lake Public Utilities facility on West Temple.

According to the city's recent parks planning effort. The neighborhood is underserved for parks and open space.

Vacant

There is limited vacant property in the study area. New development opportunities focus on redevelopment of underutilized parcels including parking lots and industrial properties.

Community and Non-Profit

There are several community and non-profit uses in the study area including the Gail Miller Homeless Resource Center, the Urban Indian Resource Center, the Pride Center, Horizonte alternative high school, Challenger private school, a fire station, Smith's Ballfield, and the Salt Lake Public Utilities facility.

Although the study area includes several community and non-profit uses, there are no community gathering facilities such as a community center or library.

BALLPARK
STATION AREA PLAN

APPENDIX B
HIGHEST & BEST USE ANALYSIS

Introduction

This Market Analysis was conducted to explore the existing conditions regarding the Salt Lake City Ballpark Station Area neighborhood and to understand future projections to help inform the neighborhood planning process. This chapter identifies existing conditions and demographics, describes current physical, social, and economic conditions; and highlights key assets, challenges, and opportunities.

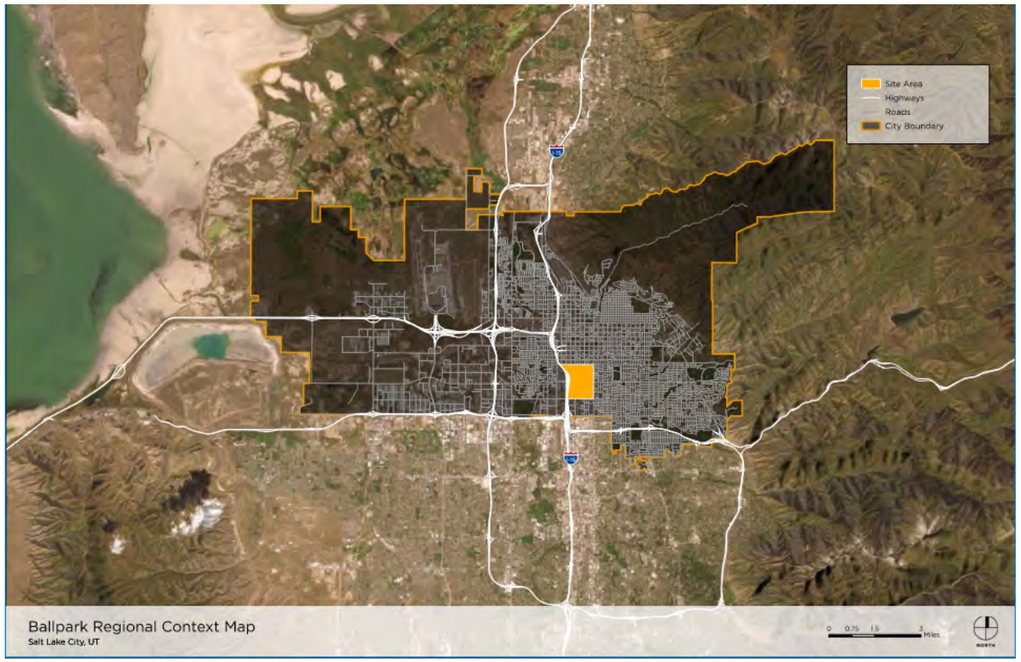


Exhibit A

Population
Ballpark neighborhood households are:

- More diverse,
- Smaller,
- Younger, and
- More likely to rent

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

There are an estimated 4,137 people living in 1,854 households within the study area boundaries. The population is projected to increase by approximately 2,400 people by 2040. At current household sizes this is an additional 1,100 dwelling units in the next 20 years. Based on availability of developable land and the mix of land uses, actual growth could be even higher.

The State of Utah has been one of the fastest growing states since the 2010 Census in terms of percent growth, as evidenced by the roughly 1.5% annual population growth from 2010 to 2019. According to the Kem C. Gardner Policy Institute at the University of Utah (Gardner Institute), the 2019 population of Utah has reached 3,220,262 residents. Net migration to Utah has been accelerated by international and national interests in the economy, quality of life, availability of jobs, and educated workforce. The Gardner Institute projects the population in Utah to experience sustained growth at a similar rate over the coming years. Projections have the state reaching an estimated 2020 population of 3,325,425 and growing to a 2030 population of 3,889,310. Ultimately, the State could grow to a population of 4,463,950 by 2040 and 5,017,232 by 2050.

The Salt Lake City Metropolitan Statistical Area (MSA) was home to 1,236,178 residents in 2019 according to the Gardner Institute. The MSA contains both Salt Lake and Tooele Counties. The 1.6% growth experienced throughout the Salt Lake City MSA from 2019 to 2020 brings the current population to 1,255,764, while future growth is anticipated to match or remain just under that trajectory, according to Wasatch Front Regional Council (WFRC) data. Within the MSA, Tooele County is anticipated to grow at a more rapid rate than Salt Lake County, although Salt Lake County's denser population is anticipated to receive the lion's share of the population growth.

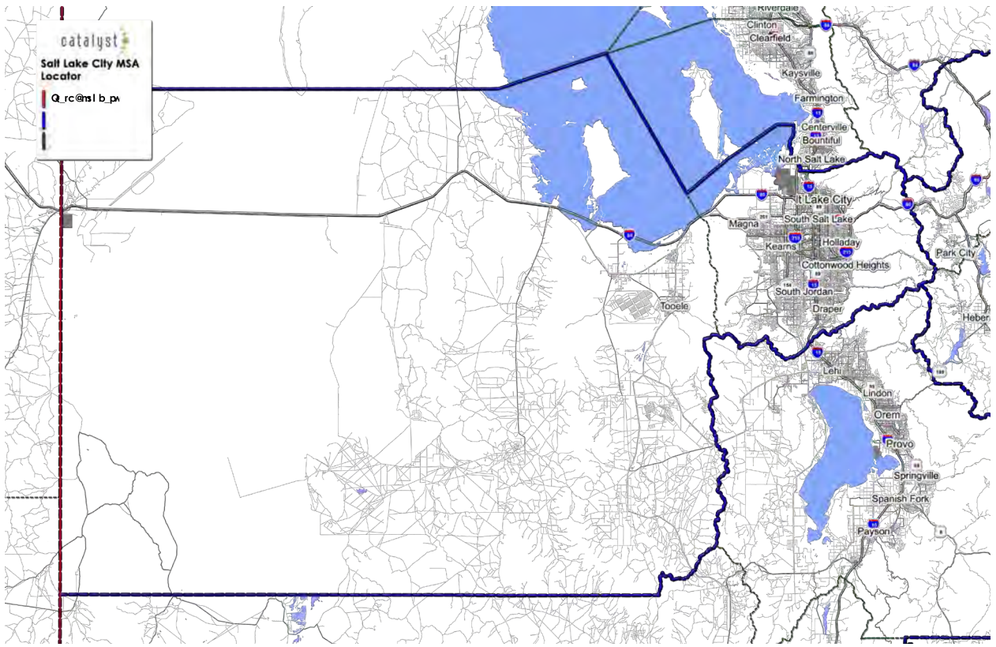
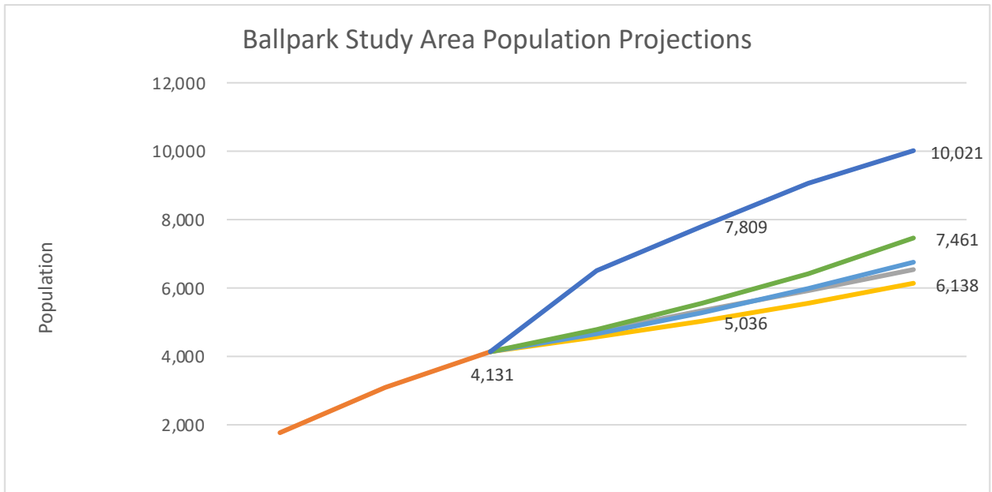


Exhibit B

According to the Salt Lake City Department of Economic Development, there are several key drivers that bring business and new residents to the Salt Lake area, including quality of life, business friendly environment, accessibility, low-cost of living, and access to job opportunities. As a result of the aforementioned drivers, amongst other factors; Salt Lake County makes up roughly 36% of the state's population. The University of Utah estimates Salt Lake County's 2020 population is 1,181,471 and projects a compound annual growth rate of around 1.5% for the next 15 years. This substantial growth throughout the county will have to be accommodated through an increasingly context-sensitive framework as the available developable land dwindles, and in-fill development starts to take precedence over greenfield development.

The study area consists of ~575-acres of fairly dense, mostly built-out commercial and residential development. According to ESRI, the 2020 Study Area population is 4,131. In 2000 the study area had a population of 1,775. Over the next ten years, the study area grew a staggering 74.5% to a population of 3,098. From 2010 to 2020 the accelerated growth continued throughout the neighborhood, but at lower rate of growth of 33.3%, compared to the previous decade. Population projections for the study area encompassing a variety of scenarios and sources are included below. Following a modest 2% compound annual growth rate (CAGR) from the 2020 population of 4,131 yields a 2040 population of 6,138, while the Wasatch Front Regional Council (WFRC) projects a 2040 population of more than 10,000 residents.

Chart A



	2000	2010	2020	2025	2030	2035	2040
Historical Data	1,775	3,098	4,131				
ESRI Projection			4,131	4,734	5,337	5,940	6,543
2% CAGR			4,131	4,561	5,036	5,560	6,138
2.5% CAGR			4,131	4,674	5,288	5,983	6,769
3% CAGR			4,131	4,789	5,552	6,436	7,461
WFRC Projection			4,131	6,504	7,809	9,068	10,021

Exhibit B below illustrates the projected 5-year growth percentage by block group of the study area, and larger influence area. The majority of the study area has been built-out, leaving few greenfield sites remaining to develop. Therefore, it will be critical for future growth to be accounted for in an environmentally, socially, and fiscally sustainable manner to ensure quality growth through creative and adaptive redevelopment. The resulting development will need to accommodate infill. In addition, the continued accommodation of high-density walkable development can allow for responsible growth and increase the population potential.

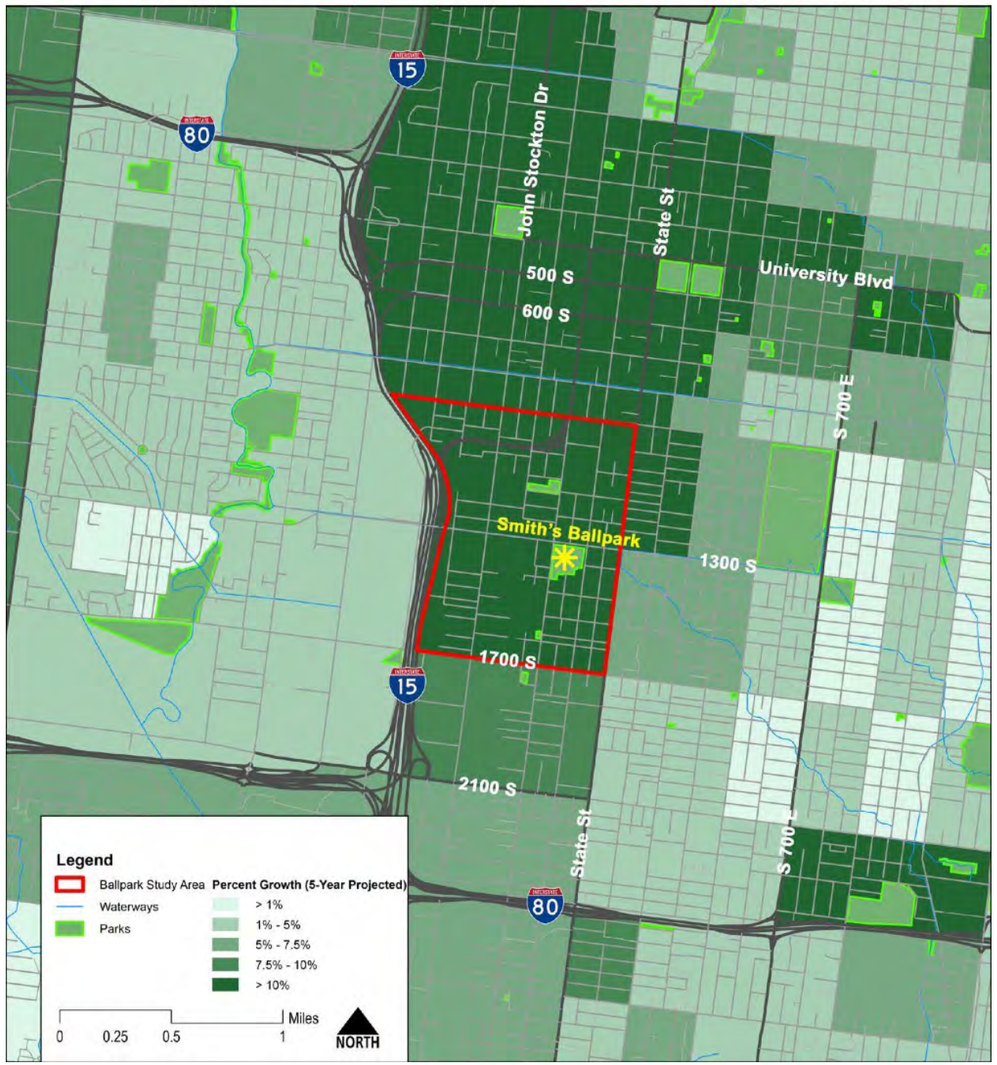


Exhibit C

Age

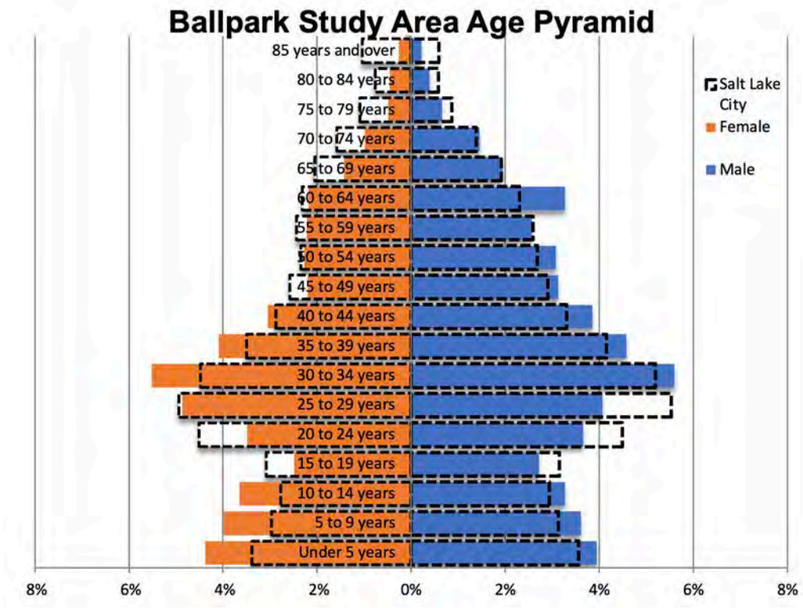
The median age of residents throughout the United States continues to grow older, reaching a 2020 median age of 38.2 compared to 37.2 in 2010. Similar trends related to aging populations can be observed throughout Salt Lake City and even the ballpark study area, as communities continue to age and mature through their lifecycles. The median age grew throughout the study area from 28.9 in 2010 to 32.6 in 2020, while Salt Lake City registered a median age of 32.9

Although median age is an important indicator of the demographics of a community, it's critical to understand the population makeup through a more detailed perspective. A population pyramid provides an avenue to analyze the population in smaller, more digestible chunks.

The population pyramid below shows a comparison of gender and age between the Study Area and the City of Salt Lake.

This chart reflects a smaller proportion of children within Salt Lake City compared to the Study Area.

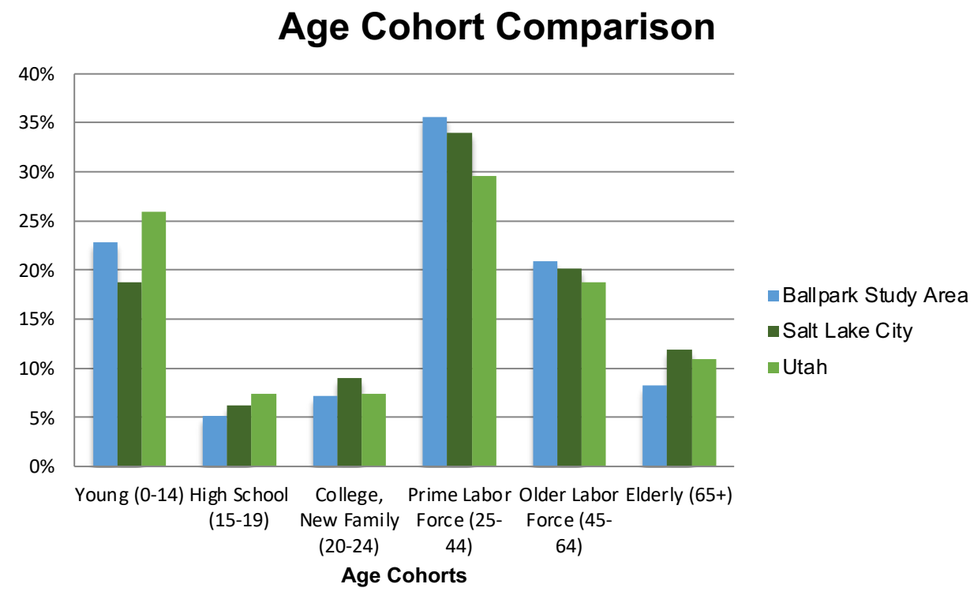
Chart B



Specifically, the ballpark study area has a larger population of young children (0 – 14) compared to Salt Lake City. However, study area has a smaller portion of the population ages 15 – 25, as well as elderly population (65+).

In comparison, the chart below compares the ballpark study area, Salt Lake City, and Utah by age. The ballpark study area is closely aligned with both larger regions, differing with a smaller percentage of high school and college aged residents (15 – 24), but possessing a larger number of prime labor force (25 – 44) and older labor force (45 – 64) residents.

Chart C



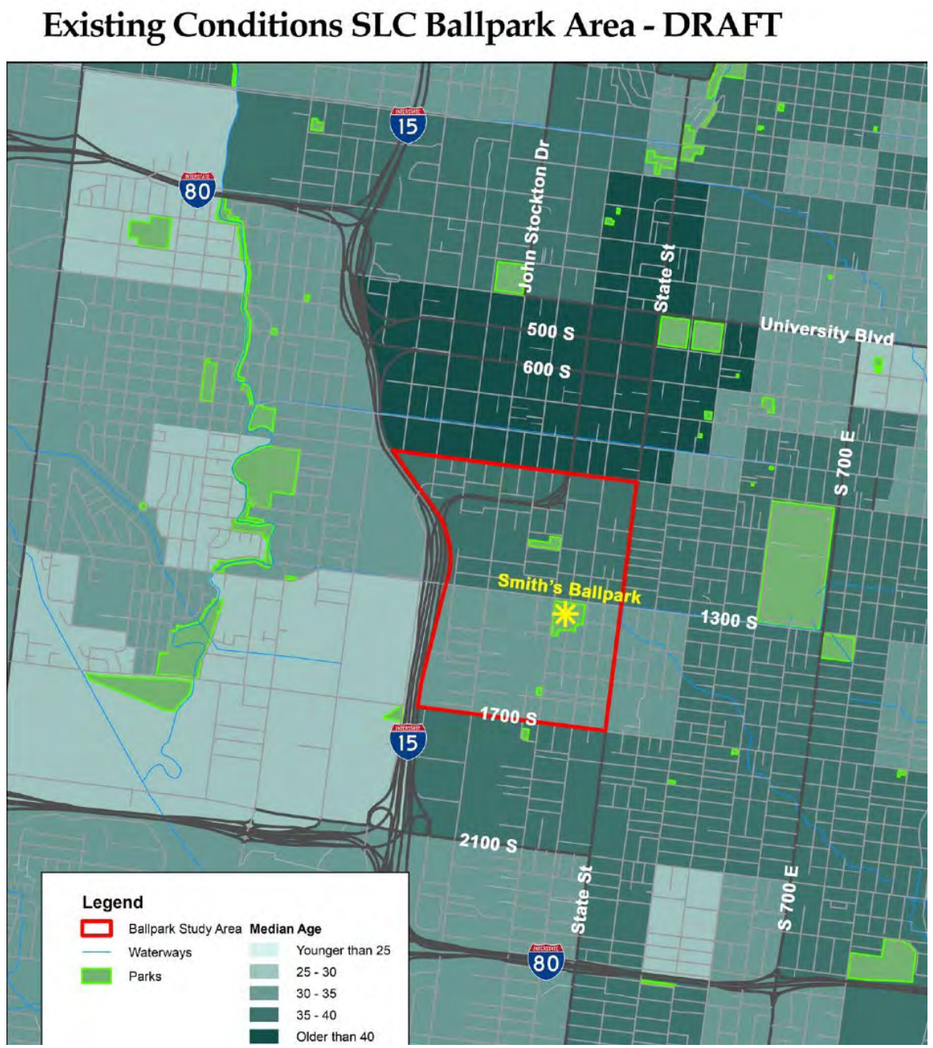


Exhibit D

Race and Ethnicity

According to the U.S. Census, racial and ethnic composition continues to diversify throughout the United States due to net immigration. According to Pew Research, immigrants and their descendants will account for up to 88% of future population growth. Increased diversity contributes to neighborhood culture and character and can even drive merchandising and development patterns.

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

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

Race/Ethnicity	Ballpark Study Area	Salt Lake City	Percentage Difference
	Percent	Percent	
Caucasian	72.6%	70.9%	-1.7%
African American	2.4%	3.5%	1.1%
American Indian & Alaska Native	0.0%	1.3%	1.3%
Asian	4.6%	6.2%	1.6%
Native Hawaiian & Other Pacific Islander	0.6%	2.1%	1.5%
Some Other Race	18.2%	11.7%	-6.5%
Two or More Races	1.5%	4.3%	2.8%
Total	99.9%	100.0%	
Hispanic Origin	22.2%	24.0%	1.8%
Source: 2019 American Community Survey 5-Year Estimates, ESRI			

Table A

To further understand the diversity of the Ballpark area, an analysis of Simpson's Diversity Index was conducted. Simpson's Diversity Index measures the diversity of a population in which members belong to a unique group. The analysis measures the racial and ethnic homogeneity of a Census block group. The diversity index does not report which race is dominant in a block group; but these data can be overlayed with the racial makeup in Table A above to get a true understanding. The diversity index includes Hispanic ethnicity as a separate class in its determination.

The two block groups of the Ballpark area have Diversity Index scores of 0.38 and 0.34, respectively. Compared to the other block groups in vicinity of the study area, the Ballpark area has a higher level of diversity. The Northwest corner of I-15 and 2100 Fwy is the only area that registers as more diverse but is likely a result of lack of residents and the presence of large commercial/industrial development.

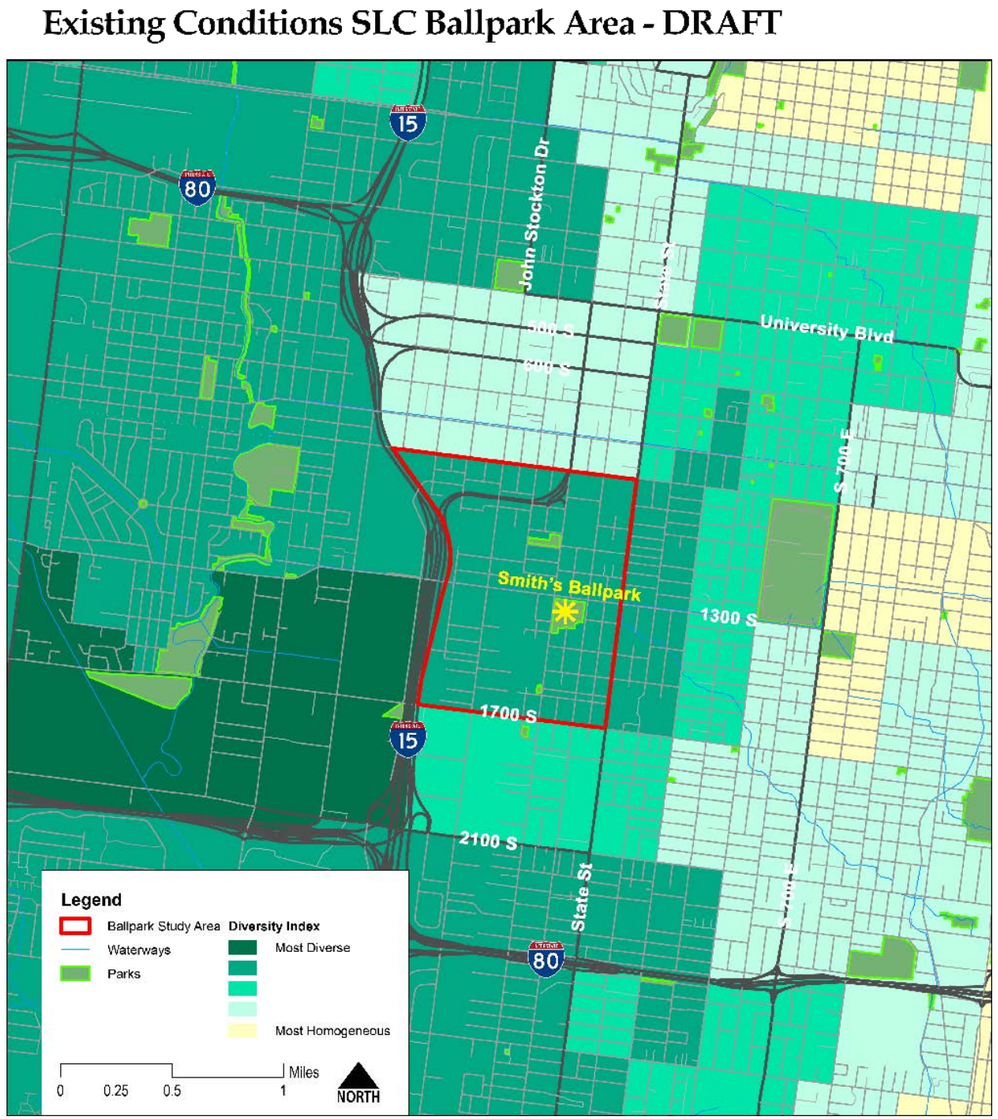


Exhibit E - *Each of the five race's percent of the total estimate is squared, and all the percentages are added together. The total of the sum of the square of each percentage forms the Diversity Index (DI). The index values range from 0.2 (most diverse) to 1 (least diverse). For example, a value of 1 indicates there is only one race represented in that block group. The results of the analysis indicate there is an elevated level of diversity within the Ballpark study area, compared to the surrounding area.*

As a component of the diversity evaluation within the Ballpark study area, an analysis of spoken languages was conducted. The results show an increased level of languages spoken throughout the study area compared to Salt Lake City (STI PopStats). Data provided by Liberty and Whittier Elementary, which includes languages of families, indicate that the majority of alternate languages spoken in the school district include Spanish, Arabic, Burmese, Karen, Somali.

Households

The Ballpark study area consists of 1,854 total households (ESRI). The average size of households in the study area is significantly smaller at 2.2 people per household compared to the average household size of 3.13 observed throughout

Salt Lake City and Utah. Throughout the state, 74% of households are considered families, while only 41% of households in the study area identify as families. The average family size of 3.25 is smaller within the study area compared to the average family size of 3.62 throughout the state.

	Ballpark Study Area	Salt Lake City	Salt Lake County	Utah
Total Households	1,854	82,259	397,918	1,050,542
Owner Households	15.3%	41.3%	61.8%	63.1%
Renter Households	78.6%	51.7%	33.2%	27.0%
Vacant Households	6.1%	7.0%	5.0%	9.9%
Families	768	41,258	277,473	781,973
Household Size	2.20	2.41	2.99	3.13

Table B

The Ballpark study area consists primarily of renter-occupied housing (78.6%) that is more affordable compared to households observed throughout Salt Lake City and the greater region. For comparative purposes, the average rate of household ownership across the United States is 56%, and across Utah the rate of ownership is even greater at 63% (ESRI). The study area has less vacancy than the state at 6.1% and 9.9%, respectively. The ballpark study area has a disproportionately large number of renter-occupied properties in contrast. A spatial analysis of rental properties was conducted through rental registration data provided by Salt Lake City. The results reveal a high concentration of rental properties amongst the residential development east of 300 W. This data was overlayed on parcel data provided by the County Tax Assessor, illustrating the year that a structure was built on a parcel-by-parcel basis. The results illustrate a correlation between the structures built before 1950 and rental properties.

Existing Conditions SLC Ballpark Area - DRAFT

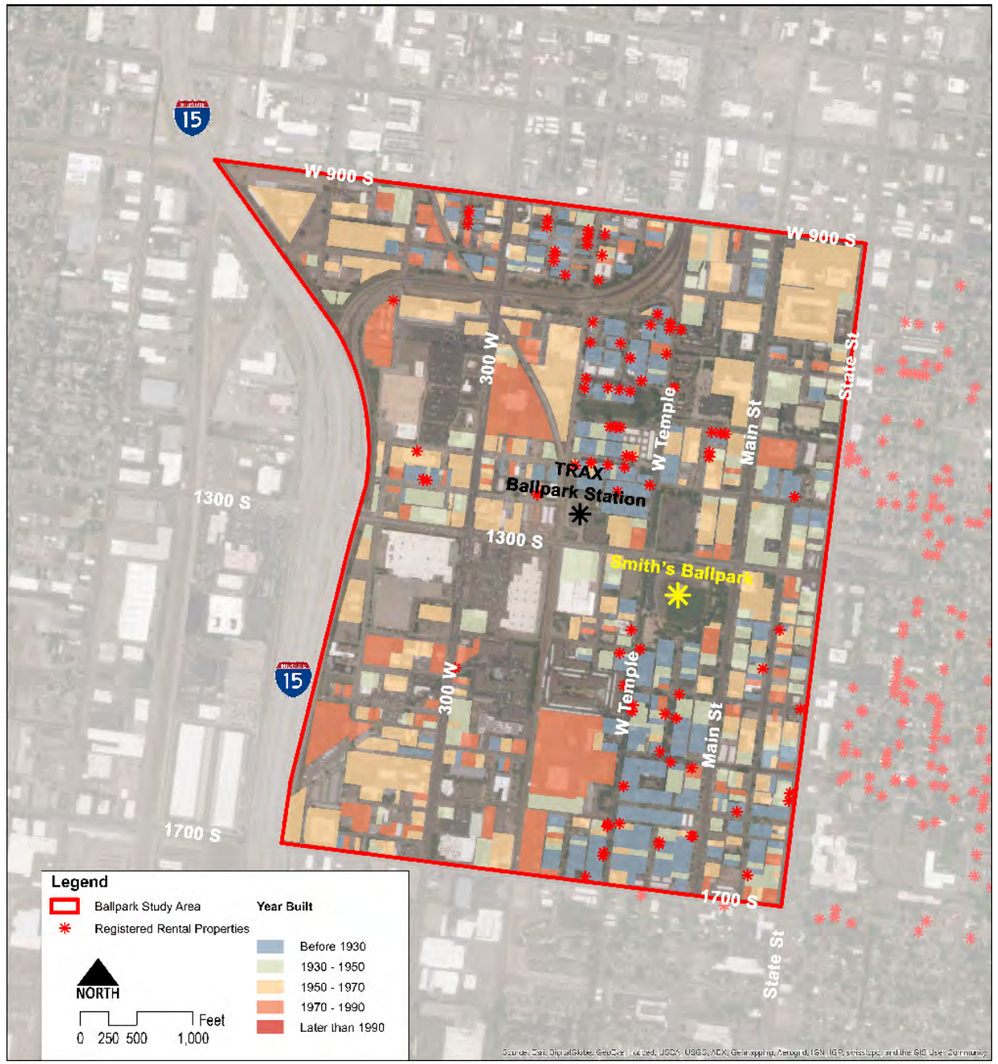


Exhibit F

A number of properties have been developed within the study area over the last few years, almost all of which are apartment dwellings, townhomes, or rowhomes. The lack of available land for single-family residential development will likely perpetuate the development cycle, focusing new product deliveries on highly amenitized residential development. Increased opportunities for ownership product would help to balance the existing concentration of rental units and increase investment from both a community perspective, as well as an investor perspective.

A review of residential product types including single family residential, townhouse, condo/co-op, and duplex/quadplex (2-4 unit) sold within the ballpark study area over the last 3-years reveals the following (Redfin):

- Median Sold Price: $375,000
- Median Square Footage: 1,603
- Median Days on Market: 331

- $/Square Foot: $240
- Over 56% of homes sold were built after 2007

Compared to the same metrics across the greater Salt Lake City market, the homes sold within the ballpark study area sold for a median price that is lower and spent more days on the market. However, the cost per square foot was comparable to the greater Salt Lake City market as a result of the smaller homes in the Ballpark area.

The study area is an established community with a defined residential base, yet there is significant opportunity to bolster neighborhood sustainability through infill development. Infill development should optimize existing infrastructure investments and explore strategies to employ efficiencies in land utilization to create greater economies in cost of service and economic impact. There are several areas of the study area that are prime for infill development including along the Main St Corridor, as well as adjacent tracts near established neighborhoods. A significant opportunity exists in redeveloping older industrial type properties near the 300 West corridor. Many of these older properties are underutilized in relation to the value of the land.

Aligning new residential development with broader housing choices and amenities will help increase the diversity of existing housing stock in the study area. New development will help stabilize and improve the values of existing housing stock and expand the housing options available to groups of people including first-time homebuyers, young families, and seniors. While single-family units have historically been the preferred housing type for generations, housing preferences continue to undergo a dramatic shift. Increasingly more people are now looking for varied product types in both suburban and urban communities including, townhouses, apartments, age-restricted communities, rowhomes, and brownstones that meet a greater diversity of needs, including lifestyle and financial situations.

Educational Attainment

According to ESRI, the levels of educational attainment achieved throughout the study area are lower than the City, County, or State. A disproportionate amount of the qualified population (ages 25+) has not completed high school, or only have a high school diploma. Only 15.9% of the population has a bachelor's degree or graduate degree compared to 48.3% of the Salt Lake City population.

Educational Attainment	Ballpark Study Area		Salt Lake City	
	Number	Percent	Number	Percent
Population 25 years and over	2,677		135,589	
No High School	115	4.3%	6,644	4.9%
Some High School	493	18.4%	7,729	5.7%
High School Graduate	667	24.9%	22,779	16.8%
Some College	669	25.0%	23,050	17.0%
Associate's	308	11.5%	9,898	7.3%
Bachelor's	308	11.5%	36,067	26.6%
Graduate	118	4.4%	29,423	21.7%
Percent High School Graduate or Higher	77.3%		89.4%	
Percent Bachelor's Degree or Higher	15.9%		48.3%	
Source: 2015-2019 American Community Survey 5-Year Estimates, ESRI				

Table C

Income and Employment

The incomes observed within the study area are significantly lower than the incomes observed throughout Salt Lake City or the state of Utah. According to ESRI, over 32% of households in the study area make less than $15,000 annually. In contrast, only 6.3% of households throughout the state earn less than $15,000. A large portion (22%) of households within the study area make between $50,000 and $75,000 annually, but only 12% of total households make more than $75,000. Below is a breakdown of incomes observed throughout the study area and comparative geographies. It is important to note that although household income is low, the mean size per household within the study area is small. Therefore, per capita incomes compare somewhat more favorably to the Salt Lake City averages but are still far below.

	Ballpark Study Area	Salt Lake County	Salt Lake MSA	Utah
Median Household Income	$26,047	$76,410	$76,256	$73,015
Average Household Income	$44,498	$99,988	$99,114	$92,612
Per Capita Income	$19,992	$33,095	$32,666	$29,227

Table D

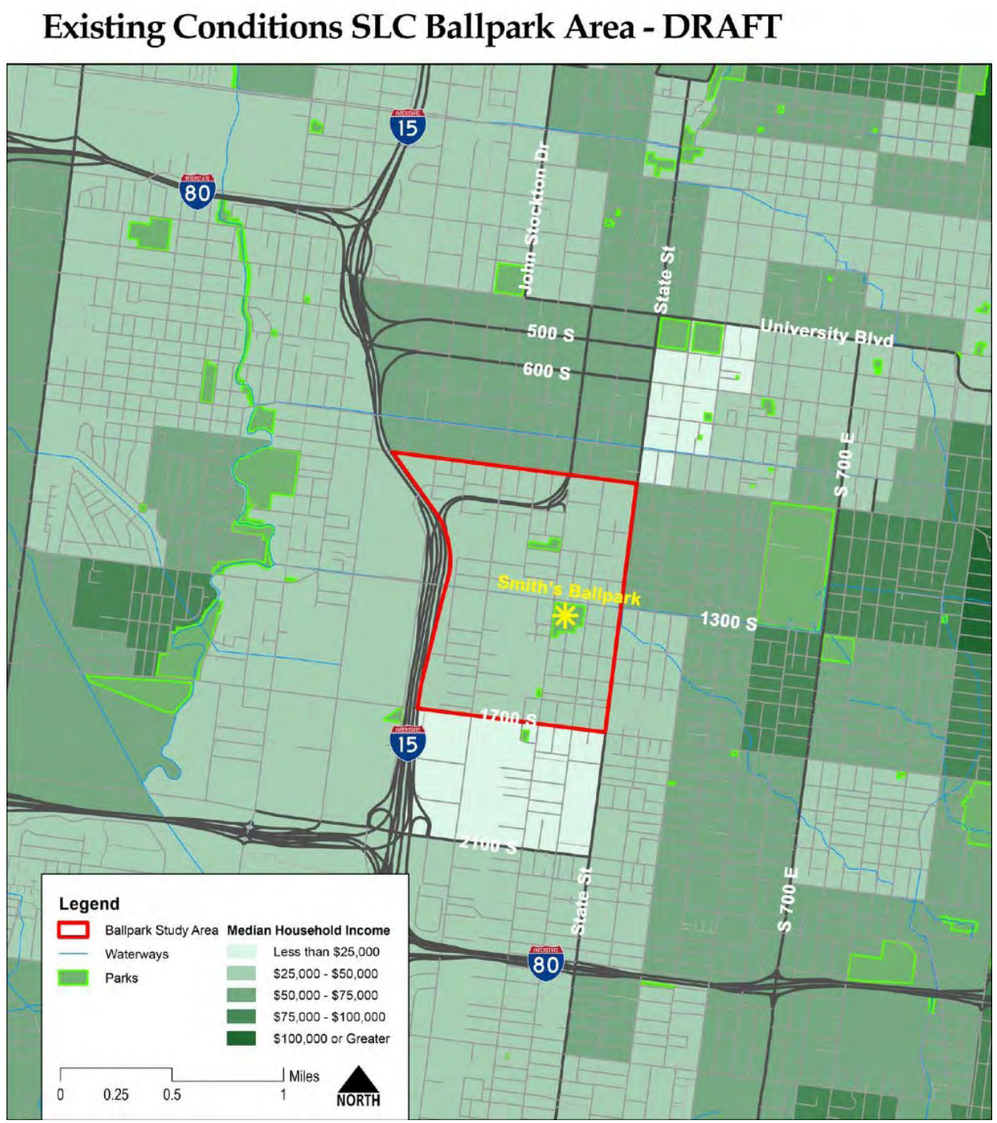


Exhibit G

Throughout the ballpark study area, the primary employment industries are the service industry, retail, and finance/insurance/real estate (FIRE). While the service industry provides critical services to the public, wages tend to be lower, and less predictable. An analysis of inflow/outflow from the U.S. Census revealed that as of 2018, only 56 residents were employed and living in the study area. An estimated 99% of people employed in the study area live outside the study area and travel in for work, and 96% of residents who live in the study area travel outside for work.

2020 Employed Population 16+ by Industry	Ballpark Study Area	Salt Lake City
Total	1,792	108,869
Agriculture/Mining	2.0%	0.5%
Construction	5.6%	5.3%
Manufacturing	9.7%	8.3%
Wholesale Trade	1.4%	1.6%
Retail Trade	11.9%	8.8%
Transportation/Utilities	4.9%	4.3%
Information	2.6%	2.0%
Finance/Insurance/Real Estate	7.9%	7.2%
Services	52.2%	58.3%
Public Administration	2.0%	3.6%

Table E

The type of employment observed through the built environment of the ballpark study area consists almost exclusively of traditional big-box retail and industrial/commercial to the west of 200 W, and traditional boulevard retail between Main St and State St. The middle portion between 200 W and Main St is characterized by a mix of residential and commercial development. To preserve and elevate employment in the study area, measures should be taken to attract businesses with higher tax bases, such as workforce development areas, business management consultants, or a small business in the FIRE industry to supplement and reinforce the existing workforce.

Psychographics

Psychographics are critical in understanding a population's attitudes and interests rather than being limited by "objective" demographics. While demographics can tell us about a household's size and average income, psychographics can help to paint a picture of why that family may purchase a particular item, or have preferences related to technology. These sorts of insights enable people to find similar-interest households, linking those with similar interests and attitudes, even if they're from a different community. Below is a summation of the top psychographic segments based upon the percentage of households in the ballpark study area. The full description of each segment can be found in the appendix.

1. Set to Impress households consist of nearly one in three residents being age 20 to 34 years old, and over half of the homes are single person and nonfamily households. Income levels are low; many works in food service while they are attending college. Set to Impress residents are tapped into popular music and the local music scene.
2. Metro Fusion households can be characterized as a young, diverse market. They speak a variety of languages, are ethnically diverse, and can be primarily characterized as renters. Many households have young children, work blue-collar jobs, and have lower incomes than average.

Challenges and Opportunities

Demographics

Within the study area there are approximately 4,131 people and 1,854 households. The study area has experienced consistent growth and is expected to continue to grow at an average annual rate of around 2.5%. The average household size within the study area is relatively small, 2.2, especially compared to the household size observed throughout Salt Lake City.

The study area population is a good bit younger than the metro-wide population. Given the higher ratio of young residents near the station, the area has a surprisingly high proportion of children (14 and younger). Children make up 23% of the study area, slightly larger than the citywide makeup of 19%.

The residents of the study area are predominately white but are more diverse than the City or State makeup. Within the study area, 11% of the population is African American compared to just 3.5% across Salt Lake City. The study area has a significant portion of Hispanic residents, 38%. In contrast, Hispanics make up 24% of the Salt Lake City population.

By any measure, incomes throughout the study area are very low. Over 62% of the households earn less than $15,000, well above the citywide proportion of 11%. Assuming households spend one-third of their income on housing before they are cost burdened, the median affordable rent for the area is around $700 per month. It is important to note that although household income is low, the average size per household throughout the study area is small.

Commercial and Residential Development

The neighborhood fabric – with its proportion of underutilized parcels, non-conforming uses, and older residential and commercial buildings – presents a challenge for the neighborhood. Many underutilized sites have large-footprint commercial buildings or large surface lots that lack street presence and pedestrian experience. These conditions contribute to the lack of identity in the area and discourage walking distances between destinations. However, with participation from property owners, some of these parcels and structures may provide opportunities for redevelopment or net new development.

While parking availability is limited throughout the study area, especially on game days, the problem could compound as additional commercial development begins to occur. One solution to this issue could result from shared parking opportunities. Construction of structured parking would serve visitors on the weekend, and as a result, could potentially generate income while the ballpark is closed. For commercial developments that have few employees or peak hours that differ from their neighbors', smaller shared parking lots could also be utilized. Additionally, adequate signage should be used to direct drivers to public parking lots so that they are not circulating unnecessarily around the ballpark in search of a parking spot.

Current uses throughout the study area could better target the needs of residents, transit riders, visitors, and the surrounding community. Nearby commercial and retail development tends to be large-scale, underutilized, and over-parked with large setbacks. Generally speaking, building types should complement each other while providing the rich diversity that is needed for a vibrant community. While these types may vary, the standard of quality can be set and maintained as consistently high by establishing those parameters and following through as the District grows. Southwest of the ballpark, several underutilized parcels present major redevelopment opportunities to incorporate mixed-use development with housing, retail and community amenities. New development and redevelopment will benefit the neighborhood by creating greater community context and pedestrian-oriented design. By filling the gaps in the streetscape and providing destinations that better support community needs, the neighborhood can become a more active and desirable place, not only on gameday.

One significant factor in determining whether a site will develop or redevelop is the total assessed value of a parcel – both building and land value combined. The Assessed Value map shows the areas of lowest value by square foot based on parcel-level tax assessor data. The parcels with the lowest value are identified by lighter coloring. Underutilized parcels throughout the study area should focus on incorporating a variety of product types and densities of development to increase the tax base and overall utilization or the parcels. Increased retail offerings should be utilized along key corridors to mitigate retail leakage, while also creating a more defined transition between the commercial and residential uses. A focused approach to incorporate retail in the appropriate locations will protect residents and their homes from undesirable adjacency, while providing an amenity.

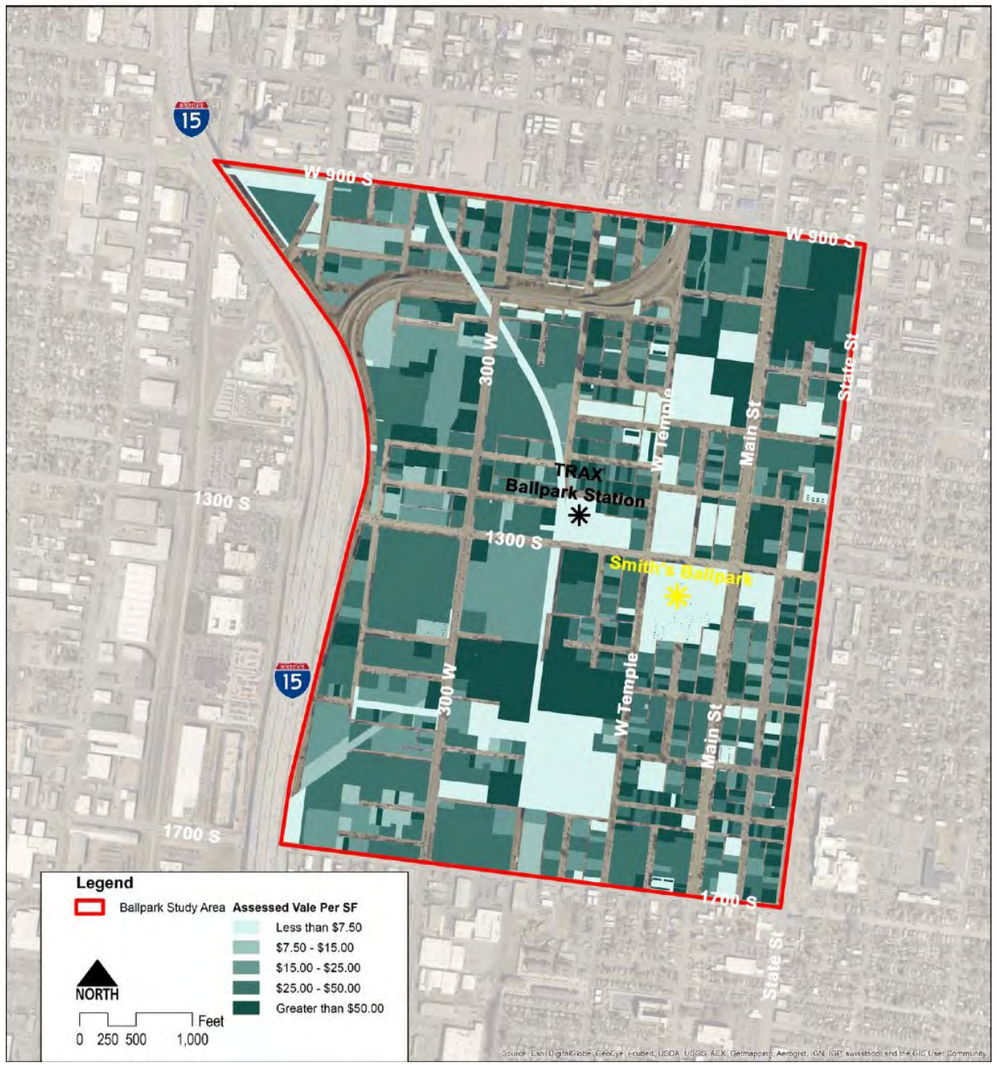


Exhibit H

Residential Market
The study area is dominated by rental housing, only 15% of homes are owner-occupied, far lower than local, state, and national home ownership rates.

An analysis of previously sold homes in the study area identified 150 sales of multi-family properties in the area over the last three years. The trend shows that the average sale price over the three-year period saw a slight increase and indicates that the majority of homes sold were recently built (constructed 2007 or later).

Key Neighborhood Drivers
The following assets should be leveraged in future development efforts of the neighborhood:

- Smith's Ballpark – The ballpark is located at the corner of West Temple and 1300 S in downtown Salt Lake City. The ballpark is home to the Salt Lake Bees, who play roughly 70 home games a year.
- TRAX Ballpark Station
- Salt Lake Community College
- Schools

Demand

Market Supply and Demand
The supply and demand analysis focused on identifying market opportunities for various land use typologies within the respective trade areas, and ultimately informed the Ballpark study area. Demand represents the willingness and ability of consumers to purchase a set amount of a good or service at a given price. Supply is the willingness of sellers to offer a given quantity of a good or service for a given price. The delta of supply and demand is the opportunity, or "leakage". The analysis outlined below included analyses for residential, retail, office, and industrial land uses.

Trade Area Development
The boundaries of each trade area are influenced by the following factors, which were analyzed in the trade area creation process:

- Market Factors are economic conditions that affect the amount (square footage) of existing product, sale and rental rate price, quality, and variety of product types within a defined market.
- Physical Barriers include both natural and manmade obstacles that affect access to customers/supplies. Natural barriers in the case of the Ballpark study area could include mountains, lakes, or other natural geographic features. Man-made obstacles include highways, thoroughfares, and the built environment (buildings, drainage, etc.) which can deter customers and, in some cases, prevent access entirely.
- Proximity to Population and Job Concentrations can affect the potential number of customers, talent pool, and overall synergies between end users. In most cases, access to population is the most critical component of a business or service and plays the largest role in any type of market implicated decision.
- Spending Patterns include the amount, frequency, and distribution of spending that occurs within a trade area. The amount of disposable income, population characteristics, presence of existing users, and general attitudes all affect the way dollars get spent, and where they go.

Residential Demand
The residential trade area for the ballpark was determined to include the two-county Salt Lake City metropolitan area consisting of Salt Lake and Toole Counties. Residential demand was analyzed through two lenses as part of this effort: renter and owner-occupied units.

Demand for residential units in the ballpark area is a function of regional demand being distributed and absorbed across the trade area. The ballpark area is nicely positioned within regional context to capture a portion of this potential based on existing gravity, access to jobs/population, and a variety of other factors. The ballpark area is hindered by physical constraints, a lack of available land, and the existing residential fabric.

The number of households in the MSA is projected to grow over 5,850 units a year from a current stock of 397,918 households to 427,192 by 2025. Demand for both owner and renter-occupied units were calculated by accounting for the propensity of existing renters and owners to purchase or rent, as well as net new development from net migration. Based on current and anticipated home ownership and rental rates, there is demand for 62 rental units and 81 owner-occupied housing units that the ballpark area can capture on an annual basis. The total demand for units is broken down further by income-qualified rent and home prices by age groups. The analysis assumes a moderate capture rate of the potential trade area demand, designed to reflect the ballpark area's potential portion of capture.

To calibrate and understand demand at a more nuanced level, growth was anticipated by age groups, as well as

corresponding income to home value/rent ratios. The tables below illustrate the relationship of income to home value and monthly rental rate.

Home Value	less than $100,000	$100,000 $150,000	$150,000 $200,000	$200,000 $250,000	$250,000 $350,000	$350,000 $450,000	$450,000 and above
Qualifying Income	less than $35,000	$35,000 $50,000	$50,000 $75,000	$75,000 $99,999	$100,000 $149,000	$150,000 $200,000	$200,000 and above

Monthly Rent	$500 $750	$750 $1,000	$1,000 $1,500	$1,500 $2,000	$2,000 And Up
Qualifying Income	Less Than $35,000	$35,000 $50,000	$50,000 $75,000	$75,000 $100,000	$100,000 And Up

The analysis of renter-occupied demand shows the majority of demand (56%) is anticipated to accommodate units that support the market rate of $1,500 + monthly rent. The age group anticipated to generate the most demand is the 35 – 54-year-old age group (34%). The second largest amount of renter-occupied demand is generated by the 65+ age group (20%). The product typology for each of these age groups and price points can vary, based on context. Infill opportunities are well-suited for the denser, established neighborhood context. Garden-style units or even detached units are a logical fit, especially near Smith's ballpark or the TRAX station.

The analysis of owner-occupied demand shows the majority of demand (59%) is anticipated to fall within the $250,000+ range. Similarly, the majority of demand is anticipated to be generated by the 35 – 54-year-old age group (50%). There is also moderate demand (22%) for the age 65+ group.

Residential Trends

The prevailing residential development trend of the post-World War II era has typically been characterized by the development of center-city neighborhoods and suburbs. These neighborhoods have blossomed into attractive places to live and even raise families for the majority of residents. However, in recent years there has been a paradigm shift towards experiences and amenities over possessions. This includes a shift towards smaller homes with elevated finishes and amenities opposed to livable area. In addition to the growing "quality-over-quantity" mindset, an observable increase in home values when connections to trails, walkability, or access to alternative forms of transportation is present. Additional factors effecting the current (re)development of neighborhoods include the integration of communal gathering spaces, and greater connection to non-residential uses like retail, office, and mixed-use developments.

The desire for Increased housing options (typology) and amenities can be observed through an industry shift towards a consumer and market-based response to supplying residential developments with smaller and diversified footprints of residential units. Apartments that have developed through the form of urban, walkable, and high-end vertical development over the past several years have reaped the rewards of having been in the right place at the right time. Fundamental demand for new apartment development is molding the new geography of opportunity as demographics shift and rent-by-choice cohorts expand. An RCLCO study found that nearly 15 percent of renters earning over $100,000 are turning to rental products for lifestyle and convenience. The same study indicated that a growing portion of the population ages 55+ is choosing to rent as well, likely looking to downsize, unlock equity from their homes, as well as the convenience of low maintenance and social freedom.

The ballpark neighborhood is an established community with a diversified distribution of land uses, yet there is still significant opportunity to bolster economic sustainability by taking advantage of infill development, especially within the urban context. In terms of economic development, urban/downtown environments including the Ballpark study area offer some of the greatest opportunity in Salt Lake City. A key advantage is the increased operational efficiencies compared to traditional suburban development, which can leverage existing infrastructure to enhance a vibrant, mixed-use destination for the community at large.

Office Demand

The greater Salt Lake office market was benefiting from the metro's consistent job and population growth over the past several years prior to the onset of COVID-19. In review of market trends set forth by CoStar, it appears as though the market has fared better than many metros due in part to its well-diversified economy. Targeted employment has continued to develop in recent years from regional efforts to attract advanced manufacturing, aerospace and defense, energy, financial services, life and health sciences, and software & IT sectors. Regional growth in employment can be attributed the locally educated population, low cost of business, regional connectivity, and overall quality of life.

Tech companies continue to be an important driver of not just employment but also office leasing, with several signing leases at new developments in the southern submarkets. Submarkets in this area of the metro are seeing major office-using employment gains from the tech sector. Online education company Pluralsight signed a lease for nearly 350,000 SF at the Gardner Company building under construction in Draper. Software companies InMoment and Lucid leased spaces in the south tower of the SoJo Station development.

The ballpark study area falls within the midsized Interchange office submarket (CoStar), that contains around 1.6 million SF of office space. The submarket is generally bound between State Street and one block west of I-15 from the northern boundary of 1300 S, and a southern boundary of 3900 S. The vacancy rate has risen significantly over the past 12 months, reaching 6.6%, yet remains in line with the long-term average. There is 150,000 SF of office product under construction at 2200 S Main St, representing the most space under construction in the submarket for more than a decade. This represents a turnabout from the recent trend, as the last office building constructed here delivered more than five years ago. Some of the largest buildings in the submarket include Timesquare 5, Ikon building, Plaza 2100 and the Main St building.

Average rents remain on the lower end of the market at a rate of $18.85/SF, mainly due to older construction. The analysis below uncovers that the ballpark can harness demand for over 15,000 SF of additional office development based on a conservative capture rate of the greater Salt Lake market. The majority of demand is anticipated to be generated from turnover of existing corporate users. Creating a corporate destination within the ballpark area would take advantage of accessibility, visibility, and adjacency to the TRAX station from a regional perspective, while providing workers with an amenity in the form of sports and an active neighborhood.

Ballpark Area Office Demand Analysis			
	Firms	Employees	Employees/Firm
Finance & Insurance	2,345	26,642	11
Real Estate	2,012	15,017	7
Professional, Scientific & Tech Services	3,721	47,717	13
Management of Companies & Enterprises	84	342	4
Health Services	3,469	98,560	28
Arts & Entertainment	661	11,643	18
Total	**12,292**	**199,921**	16
Avg. SF per Employee	150		
Total Office SF	76,039,052		
Avg. Submarket SF Absorption (10-year Average)	(88,694)		
Potential Office SF Absorption	-88,694		
Estimated Subject Site Capture Rt.	1%		
Potential Capture SF from Absorption	**-887**		
Potential Turnover	1%		
Potential Turnover SF	380,195		
Avg. Vacancy Rate	7%		
Total Occupancy from Turnover	355,102		
Estimated Subject Site Capture Rt.	5%		
Potential Capture SF from Turnover	**17,755**		
Total Potential Demand SF	**16,868**		
Source: ESRI, CoStar, Catalyst			

Table F

In review of various corporate/office developments throughout the Salt Lake market, several successful developments were identified and examined to understand the components of success. One of these developments is Cottonwood Corporate Center, located at the mouth of Big Cottonwood Canyon, one of Salt Lake City's most prestigious office locations. Designed by GSBS Architects, the property boasts spectacular views of both the canyon and the Salt Lake Valley. Nestled at the foot of the Wasatch Mountains, the four-building, Class A suburban office campus offers views of nearly the entire Salt Lake Valley. With easy access to the I-215 freeway, the campus is just 20-minutes away from downtown Salt Lake City, Park City and the Salt Lake International Airport. Cottonwood Corporate Center's proximity to four ski resorts, several premier hotels, and many popular dining options makes it an ideal location for work and play. The development is buffered from the surrounding residential development on all sides by a pedestrian path and a tree-liner that serves both as an amenity and buffer to the increased density of development.

Similar to Cottonwood Corporate Center, River Park Corporate Center is a suburban Class A master-planned development with over 1.7 million square feet of office. Access via I-215 in the southern portion of the valley allows access to downtown, Salt Lake International Airport, and several recreation destinations. One of the defining characteristics of the River Park development is the integration of the natural environment to the east. The Jordan River flows by parallel to the development as serves as a natural amenity to workers, as well as a buffer to the residential development to the east.

Irvine Office Park in Draper represents another marquee development in the south valley, with over 540,000 SF of Class A office space under development. "Irvine Office Park offers unmatched access to major freeway and arterial systems in the heart of Silicon Slopes," said Brandon Fugal, chairman of Colliers International in Utah. "This world-class facility not only provides prominent visibility along Utah's major transportation corridor but also offers easy access to key amenities and services." The Park is ideally positioned at the intersection of I-15 and Bangerter Highway, creating one of the most accessible developments along the Wasatch Front.

Retail Primary Trade Area

Understanding the characteristics and context of a trade area enables city leaders, planners, and developers to understand the purchasing power for the ballpark study area retail market and further understand the customer base for the region. A trade area will be impacted by competing trade areas and other shopping substitution options, and be impacted by access and mobility and barriers such as lakes, highways, railroads, airports, etc. In January 2021, Catalyst conducted a customer intercept study that included nearly 8,500 unique samples. These samples were collected from Smith's Ballpark and Common Evening Locations (C.E.L) were derived from the samples and geocoded to statistically construct the Primary Trade Area. Catalyst utilized a conservative 63.9% capture rate of the total samples to define the Primary Trade Area. Due to the regionality of Smith's ballpark, the resulting trade area is reflective of a large destination-based population, served by an area covering much of the metro area. The population of the PTA is greater than 1.175 million residents, and some of the key statistics of the PTA are reflected below:

- Population – 1,175,340
- Households – 394,894
  - Owner-occupied – 61%
  - Renter-occupied – 34%
  - Vacant – 4.5%
- Median Household Income - $74,743
- Average Household Income - $96,702
- Median Home Value - $334,229
- Per Capita Income - $32,519
- Median Age – 32.8
- % Population 18+ - 71%

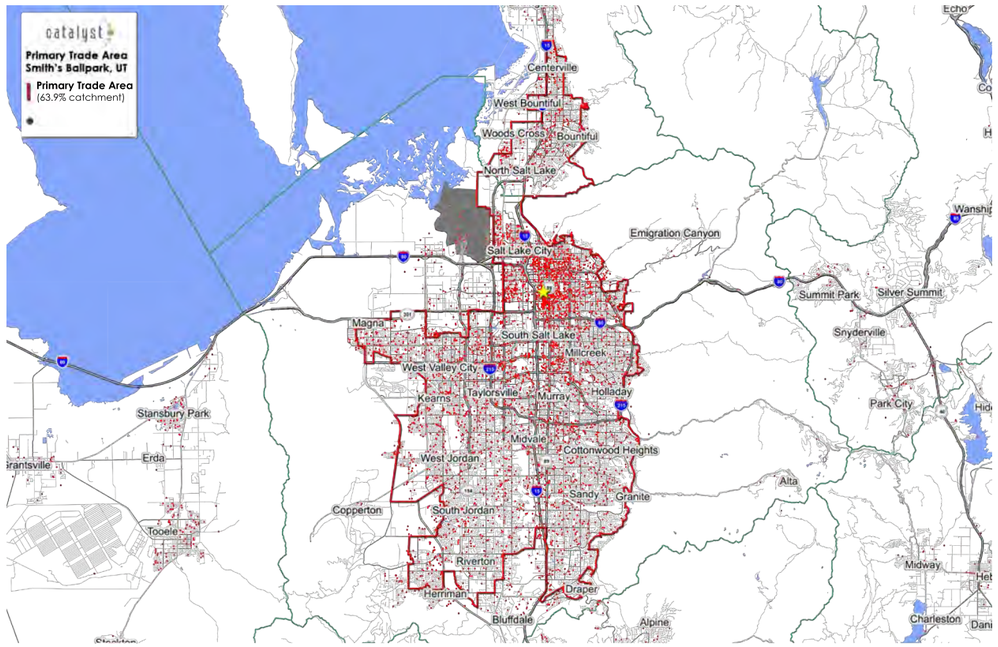


Exhibit I

Retail Demand

The ballpark area is positioned in the heart of the increasingly competitive Salt Lake valley retail market. The more immediate market is observable halfway between Salt Lake City's CBD and I-80. The ballpark's competitive edge within the market is derived from the physical location, access to transit, and the established surrounding neighborhood. A key advantage of the neighborhood is the position within the regional population being served by the ballpark's goods and services. It's vital that future economic development efforts continue to leverage and provide not only for the local population, but the larger regional population being served by the study area.

To calculate potential demand in square footage, Catalyst analyzed leakage within the PTA (potential demand in dollars less the existing supply in dollars.) The result is retail gap or "leakage", the amount of dollars being spent on retail categories outside of the community. To calculate demand in square footage, Catalyst analyzed retail leakage within the PTA including the estimated individual demand generated from the regional student population, local workforce, commuter traffic, visitor, and residential drivers, and converted the amounts to square footage based on extensive industry knowledge and experience.

The regional population of the PTA represents one of the largest drivers of retail demand for communities, especially. Based upon the growing population and high median household income within the PTA, there is a total retail Purchasing Power of over $82T. Purchasing power is the populations ability to purchase goods and services based on income and population. Research from the International Council of Shopping Centers (ICSC) found that on average people spend 24% of their total income on retail goods and services. While the amount of retail leakage within the PTA indicates oversaturation in a number of categories, there are a number of categories that are underserved, and some that are more resilient towards market factors and oversaturation. Destination-oriented retail developments tend to be more resilient to oversupply, due to the regional population they serve, opposed to depending on neighborhood residents.

The Ballpark study area is positioned to capture a large percentage of commuters passing by, especially on game-day. With the ample connectivity to the rest of the region via I-15, State Street, 1300 S, and TRAX, the ballpark study area is uniquely positioned to funnel and capture retail gravity along these transportation routes as the metro population continues to expand. Gateway features can be an integral part of a community which help define boundaries and celebrate its identity. Several key intersections and locations in the Ballpark area should be targeted as gateway opportunities and can be enhanced through theming, branding, wayfinding, and landscaping. These locations primarily exist when entering the study area along 1300 S, State St, and Main St, but also at major intersections, and where 1300 S and the TRAX station intersect. The perception of the community, its ability to attract and retain interest, and establish a unique and vibrant place, is often shaped by the quality and experience of key thoroughfares. Currently, commuter demand is responsible for generating more than 50,000 square feet of retail demand alone.

Workforce generated demand represents a strong opportunity and existing component of the overall retail demand, especially with regards to daytime population and goods and services that facilitate the workers' life. Increased corporate presence will allow the study area to remain active throughout the day, supporting goods and services, while creating partnerships between the community and employer. The regional and local workforce surrounding the ballpark area has generated more than 44,000 square feet of unmet demand. Typical goods and services that are driven by workforce and commuters generally include: Grocery stores, Health and beauty stores, Gas stations, General Merchandise stores, Office Supply stores, Sporting Goods stores, and Restaurants and eating establishments.

Based on the categorical demand generated by the residential, commuter, and workforce components, there is nearly 232,000 square feet of unmet retail demand. To harness this demand, several key categories have been identified in the following bullets, while the whole analysis can be observed below:

- Department Stores
- Grocery Stores
- General Merchandise Stores
- Health and Personal Care Stores
- Full and Limited-Service Restaurants

The table below summarizes the overall demand to be taken advantage of throughout the trade area.

Potential Supportable Retail Square Footage by Retail Category

Category	NAICS	Student	Workforce	Commuter	Residential	Total
Auto Parts, Accessories & Tire Stores	4413	584	-	1,299	-	1,883
Furniture Stores	4421	-	-	-	-	-
Home Furnishings Stores	4422	-	-	-	-	-
Electronics & Appliance Stores	4431	108	1,885	1,635	457	4,085
Bldg Material & Supplies Dealers	4441	-	-	-	-	-
Lawn & Garden Equip & Supply Stores	4442	-	-	-	6,009	6,009
Grocery Stores	4451	718	3,941	4,647	85,387	94,694
Specialty Food Stores	4452	-	-	-	-	-
Beer, Wine & Liquor Stores	4453	-	-	-	-	-
Health & Personal Care Stores	446,4461	476	7,605	1,635	-	9,716
Gasoline Stations	447,4471	-	-	21,642	18,743	40,385
Clothing Stores	4481	204	1,418	1,784	-	3,406
Shoe Stores	4482	374	1,950	3,270	-	5,594
Jewelry, Luggage & Leather Goods Stores	4483	178	1,486	1,557	-	3,221
Sporting Goods/Hobby/Musical Instr Stores	4511	-	845	1,635	-	2,480
Book, Periodical & Music Stores	4512	-	-	-	-	-
Department Stores Excluding Leased Depts.	4521	-	2,535	1,635	-	4,170
Other General Merchandise Stores	4529	-	11,700	2,453	-	14,153
Florists	4531	-	-	-	-	-
Office Supplies, Stationery & Gift Stores	4532	-	2,860	1,635	-	4,495
Used Merchandise Stores	4533	-	-	-	-	-
Other Miscellaneous Store Retailers	4539	-	-	-	21,253	21,253
Full-Service Restaurants	7221	450	3,716	2,750	-	6,916
Limited-Service Eating Places	7222	407	5,005	3,896		9,308
Special Food Services	7223	-	-	-	-	-
Drinking Places - Alcoholic Beverages	7224	-	-	-	-	-
Total Demand (SF)		**3,499**	**44,946**	**51,473**	**83,061**	**231,768**

Table G

Retail Trends

The ballpark study area falls within the midsized Interchange retail submarket (CoStar), that contains over 4.3 million SF of retail space. The submarket is generally bound between State Street and one block west of I-15 from the northern boundary of 1300 S, and a southern boundary of 3900 S. Although the submarket is home to a fairly dense amount of retail development, it only constitutes a small percentage of the metro area's 70.8 million SF of retail. Although retail developments have experienced increased vacancy over the past 12 months, the Interchange submarket has a vacancy rate of 3.2%, remaining under the long-term average of 5.2%. Some of the largest developments in the submarket include the RC Willey building, Wal-Mart Supercenter, Sam's Club, I-15 marketplace, and Lowe's. Average rents remain steady on the lower end of the market at a rate of $16.28/SF, mainly due to older construction and lack of construction.

Example Destination Districts in the Region

In reviewing various retail developments throughout the Salt Lake market, several successful developments were identified and examined to understand the components of success. One of these developments is commonly referred to as 9th & 9th, located at the intersection of 900 S and 900 E, just 2 miles from Smith's Ballpark. This area represents a quality example of merchandising, and appropriate neighborhood integration. The unique merchandising creates gravity for both neighborhood-serving and destination-based customers. Unique concepts represent a thoughtful approach to serving the immediate community, while simultaneously enticing residents from miles away to come shop and spend their energy within the district. Another key to success for this development is the integration to the existing neighborhoods on all corners. Appropriate building scale, urban form, and connectivity make it approachable, and create a seamless transition from surrounding the residential fabric.

Downtown South Salt Lake is characterized by the land stretching from State Street to I-15 and I-80 to 2100 South as the neighborhood's boundaries. Similar to Sugar House, Downtown South Salt Lake offers a mix of living, dining, drinking, and shopping that differentiates the neighborhood from other districts, and serves both a local and regional population. Downtown South Salt Lake is served by TRAX and the S-Line streetcar, as well as highway access and via State St. As Downtown South Salt Lake continues to grow and develop it will become even more destination based, serving a large regional population.

Perhaps one of the most notable developments in the entire Salt Lake valley is Sugar House. Teaming with life and opportunities for living, shopping, dining, drinking, and trail-running, Sugar House represents one of the premier destinations in Salt Lake City. Sugar House has unmatched merchandising that appeals to both neighborhood residents, and residents of the greater Metro. Local shops, restaurants, and bars provide neighborhood hangouts for locals, and unique experiences for residents traveling up to an hour. Sugar House's integration of parks and open space as well as residential fabric is a key component of the livability, connectivity, and quality of life that makes it such a destination.

Program Justification

	Owner-Occupied Residential	Renter-Occupied Residential	Retail	Office
Demand	**High**	**High**	**Moderate**	**Moderate**
Opportunities	Strong population growth and regional job market create high demand for quality housing. Owner-occupied would be a deviation from existing neighborhood conditions.	Infill. Mixed-use. Quality product that connects and accentuates the existing neighborhood fabric. Connectivity and open space are highly desirable amenities.	Access to a largely regional population, as well as neighborhood. Growing population and incomes will create demand for additional retail. Gameday programming and destination uses.	Access to dense, regional population. Access to airport and Interstate. Established industries.
Challenges	Maintaining the integrity and quality of existing neighborhoods. Affordable mid-rate housing to accommodate local workforce	Creating balanced neighborhoods and placement of strategic higher density product so that the market is not over built	Changing retail desires and e-commerce will impact retail development. Merchandising needs to serve a regional population as well as neighborhood.	Smaller market size. Constrained growth opportunities for larger corporate. Less connection to natural environment when compared to other Class A corporate campus.
Target	Market rate. Infill. High-density	High quality projects of ~10 units.	Regional retail, entertainment, restaurants.	Midrise, garden, corporate campus.
Planned SF	XX Units under construction	XX Units under construction	140,000 SF under construction, but 0 SF in submarket	150,000 SF under construction in submarket
Target Market Values	$200K +	$1,500 +/month	+/- $16/SF in submarket and +/- $19 in market	+/- $19/SF in submarket and +/- $23 in market
Absorption	Demand for 81 units annually	Demand for 62 units annually	Demand for nearly 230,000 SF across all categories	Demand for 17,000 SF annually

BALLPARK
STATION AREA PLAN

APPENDIX C
TRANSPORTATION ANALYSIS

DRAFT

SALT LAKE CITY BALLPARK STATION AREA PLAN

TRANSPORTATION NETWORK ANALYSIS
EXISTING CONDITIONS

Prepared for:

Prepared by:

Kimley»Horn

May 2021
093684000

Kimley»Horn

DRAFT

SALT LAKE CITY BALLPARK STATION AREA PLAN

TRANSPORTATION NETWORK ANALYSIS
EXISTING CONDITIONS

Prepared for:

Prepared by:

Kimley-Horn and Associates, Inc.
111 East Broadway
Suite 600
Salt Lake City, Utah 84111
385 212 3176

Kimley»Horn

Kimley»Horn

Table of Contents

093684000 Transportation Network Analysis - Existing Conditions
2021-05-26 Existing Conditions Analysis.docx May 2021

LIST OF FIGURES

List of Tables

List of Appendices

List of Acronyms

AADT	Annual Average Daily Traffic
ADA	Americans with Disabilities Act
CRA	Community Reinvestment Area
SAP	Station Area Plan
TDM	Travel Demand Model
UDOT	Utah Department of Transportation
UTA	Utah Transit Authority
WFRC	Wasatch Front Regional Council

1. Introduction

An important aspect of developing a Station Area Plan (SAP) is understanding the existing conditions around the transit station. This document provides a detail analysis of the existing conditions of the transportation network for the Salt Lake City Ballpark SAP. The SAP study area is bounded by I-15 on the west, 900 South on the north, State Street (US 89) on the east, and 1700 South on the south, as shown in **Figure 1**.

This chapter of the Ballpark SAP includes a review of existing plans and previous studies, an overview of the existing mobility landscape and connectivity, crash analysis and safety, and identifies deficiencies and gaps within the transportation network of the neighborhood. All modes of transportation were considered as part of the analysis including vehicles, transit, bicyclists, pedestrians, mobility assistance devices and micromobility which accounts for modes like motorized scooters and skateboards.

Figure 1 - SAP Study Area

Kimley»Horn

2. EXISTING PLANS AND STUDIES

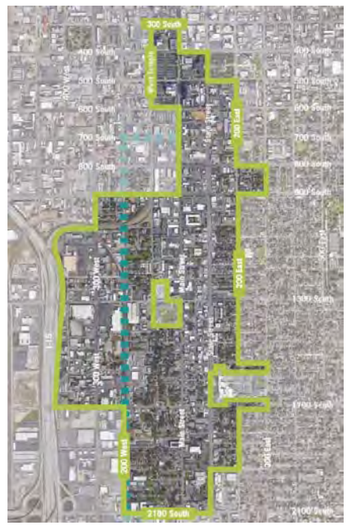
This section of the document presents a brief overview of known plans and studies related to the Ballpark SAP study area. The overviews are focused on how the particular plans and studies relate to the transportation network. Understanding what has be accomplished in other plans and studies ensures that the Ballpark SAP fits into the greater context of Salt Lake City (The City) and doesn't create friction with the overarching goals and plans of the City. Summaries are provided for the following plans and studies:

- State Street Community Reinvestment Area (CRA) Plan (Draft)
- Wasatch Front Regional Council (WFRC) Regional Transportation Plan (RTP) 2019-2050 (2019)
- Growing SLC: A Five-Year Housing Plan 2018-2022 (January 2018)
- Salt Lake City Transit Master Plan (2017)
- Salt Lake City Pedestrian & Bicycle Master Plan (December 2015)
- Plan Salt Lake (December 2015)
- Salt Lake City Central Community Master Plan (November 2005)
- Salt Lake City Transportation Master Plan (April 1996)

2.1. State Street CRA Plan

The State Street CRA Plan encompasses the area shown in **Figure 2**. The plan focuses on how to use funding to invest in State Street and the surrounding areas. The SAP study area falls within the State Street CRA Plan study area. They key takeaway from the State Street CRA Plan related to the Ballpark SAP is to promote high-quality transit-oriented development near Ballpark Station.

Figure 2 - State Street CRA Plan Study Area



Kimley»Horn

2.2. WFRC RTP 2019 – 2050

The WFRC 2019-2050 RTP outlines recommended upgrades to highway, transit, pedestrian, and bicycle transportation facilities. These recommended upgrades are identified for 2019 through 2050. The study area for the WFRC RTP is the urbanized areas of the City, West Valley City, Layton, and Ogden. Projects that are part of the WFRC RTP that fall within the ballpark station area are outlined in the following subsections.

2.2.1. Active Transportation Projects

Figure 3 shows the recommended active transportation projects planned for the SAP study area from the WFRC RTP.

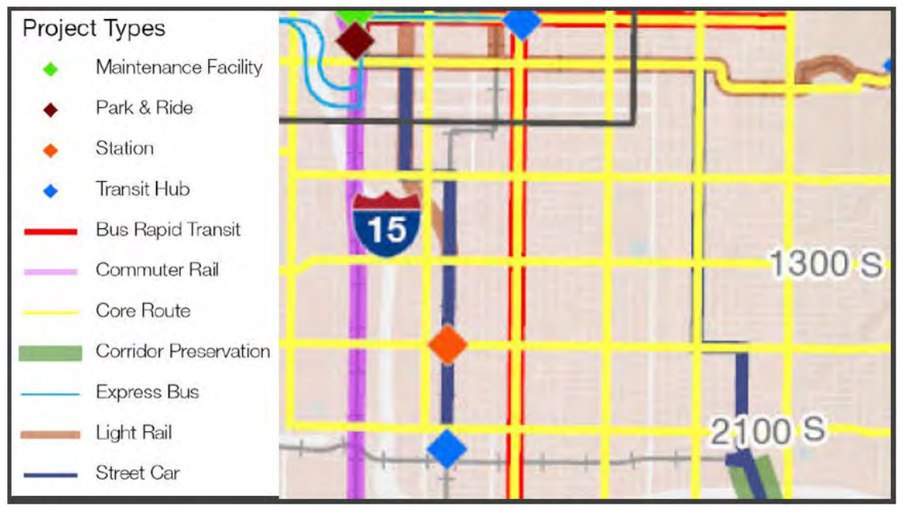
Figure 3 - WFRC RTP 2019-2050 Active Transportation Projects

Kimley»Horn

2.2.2. Transit Projects

Figure 4 shows the recommended transit projects planned for the Ballpark SAP study area from the WFRC RTP.

Figure 4 - WFRC RTP 2019-2050 Transit Projects



Kimley»Horn

2.2.3. Roadway Projects

Figure 5 shows the recommended roadway projects planned for the Ballpark SAP study area from the WFRC RTP.

Figure 5 - WFRC RTP 2019-2050 Roadway Projects

2.3. Growing Salt Lake City – A Five Year Housing Plan

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

The plan focuses on how to make the City affordable so that more individuals and families can find housing there. With the anticipated increase in population comes transportation strains. The plan states that the need to create viable pedestrian, bicycle, and transit options is paramount as the City's population grows.

2.4. Salt Lake City Transit Master Plan

The Salt Lake City Transit Master Plan was adopted in 2017. The plan outlines the history of transit in the City, presents the goals for the transit network in the City, and summarizes actions that can be taken to achieve those goals. The major goals of the plan are to implement a frequent transit network, develop on-demand and employee shuttle programs, develop improved bus corridors, and implement a variety of transit-supportive programs and transit access improvements.

2.4.1. Active Transportation

One of the keys to building a complete transit system, as stated in the plan, is to have a safe and convenient active transportation system connecting people to transit stops and key destinations. Because every transit trip begins and ends with an active transportation trip it is important to have good access to transit. Characteristics of good active transportation access to transit are identified as follows:

- Well-marked intersections and mid-block crossings
- Traffic calming measures
- Exclusive pedestrian phases at intersections
- Pedestrian-scale lighting
- Wayfinding
- Designing for disabilities
- Protected bicycle lanes
- Protected intersections
- Bicycle lanes and boxes
- Neighborhood byways
- GREENbike
- Smart placement of transit stops near bike facilities
- Bicycle amenities and parking

2.4.2. Transit

The identified future transit network from the plan is shown in **Figure 6**. Existing bus stop amenities are shown in **Figure 7**.

Figure 6 - Future Transit Network

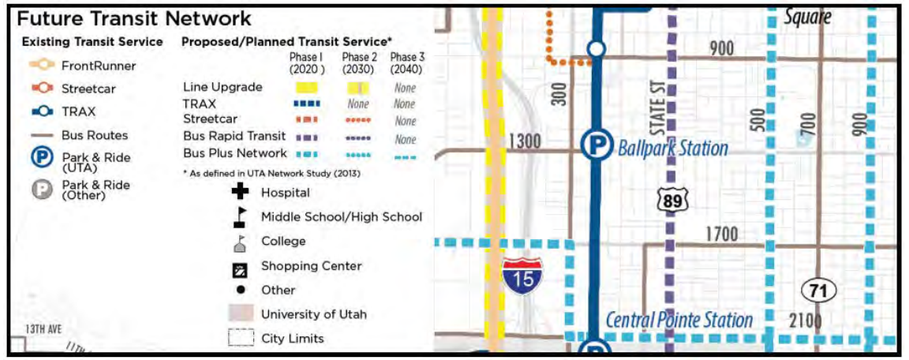


Figure 7 - Bus Stop Amenities

2.5. Salt Lake City Pedestrian and Bicycle Master Plan

The Salt Lake City Pedestrian and Bicycle Master Plan was adopted in December 2015. Major goals of the plan include:

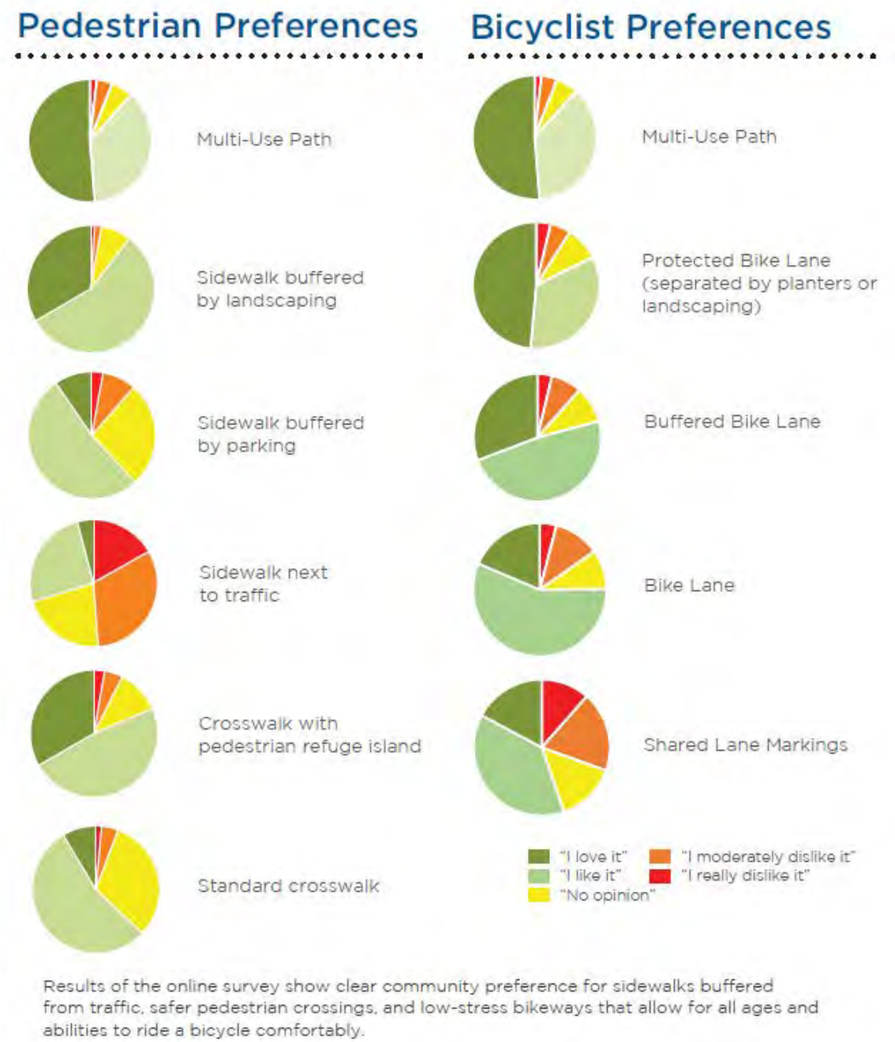
- **INTEGRATION:** Integrate walking and bicycling into community planning to enhance livability, health, transportation, the environment, and economic development.
- **NETWORK:** Develop a safe, comfortable, and attractive walking and bicycling network that connects people of all ages, abilities, and neighborhoods to the places they want to go.
- **MAINTENANCE:** Maintain the walking and bicycling system year-round.

- **PROGRAMS:** Promote the safety and attractiveness of walking and bicycling through education, encouragement, and enforcement programs.
- **TRANSIT CONNECTIONS:** Integrate pedestrian and bicycle facilities with transit routes, stations, and stops.

Figure 8 shows results of public outreach surveys on the topic of pedestrian and bicycle transportation facilities conducted during the creation on the Pedestrian and Bicycle Master Plan.

Kimley»Horn

Figure 8 - Pedestrian and Bicyclist Preferences



Results of the online survey show clear community preference for sidewalks buffered from traffic, safer pedestrian crossings, and low-stress bikeways that allow for all ages and abilities to ride a bicycle comfortably.

093684000 Transportation Network Analysis - Existing Conditions
2021-05-26 Existing Conditions Analysis.docx May 2021
Page 9

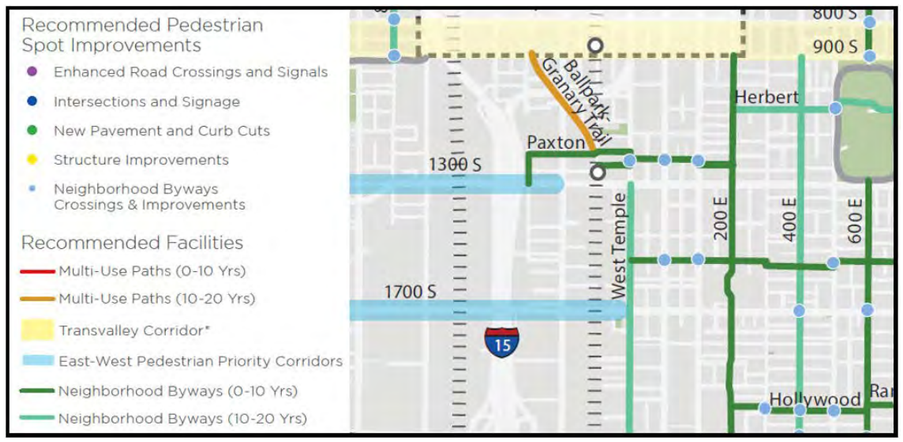
Kimley»Horn

2.5.1. Pedestrians

Recommended pedestrian improvements from the Pedestrian and Bicycle Master Plan that are planned for the Ballpark SAP study area are shown in **Figure 9**. These recommended improvements include the following:

- 1300 South – East-West Pedestrian Priority Corridors
- 1700 South – East-West Pedestrian Priority Corridors
- Paxton Avenue – Neighborhood Byway (0-10 Yrs)
- Paxton Avenue / West Temple Intersection – Crossing Improvements
- Kelsey Avenue / Main Street Intersection – Crossing Improvements
- Kelsey Avenue / State Street Intersection – Crossing Improvements
- Kelsey Avenue – Neighborhood Byway (0-10 Yrs)
- Andrews Avenue – Neighborhood Byway (0-10 Yrs)
- Andrews Avenue / Main Street Intersection – Crossing Improvements
- Andrews Avenue / State Street Intersection – Crossing Improvements
- West Temple – Neighborhood Byway (10-20 Yrs)
- Multi-Use Trail (10-20 Yrs) from Paxton Avenue to 900 South to the side of railroad

Figure 9 - Pedestrian Recommendations

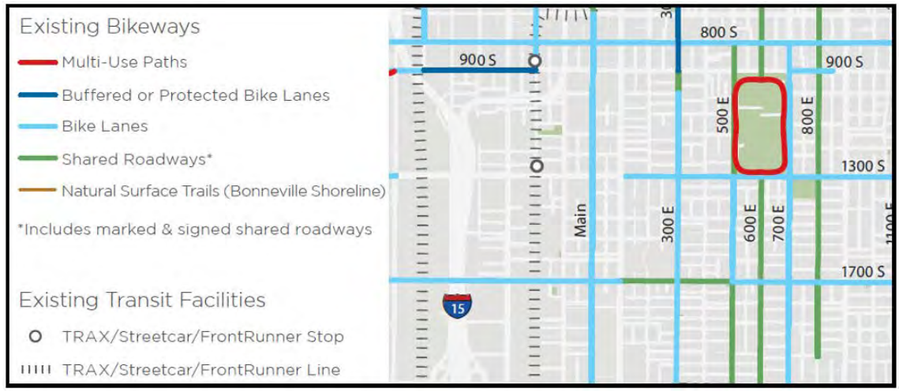


2.5.2. Bicycling

The existing bicycle network identified in the Pedestrian and Bicycle Master Plan within the Ballpark SAP study area is shown in **Figure 10**. Short term (0-10 years in the future) and long term (10-20 years in the future) bicycle network improvement recommendations are shown in **Figure 11** and **Figure 12**, respectively.

Kimley»Horn

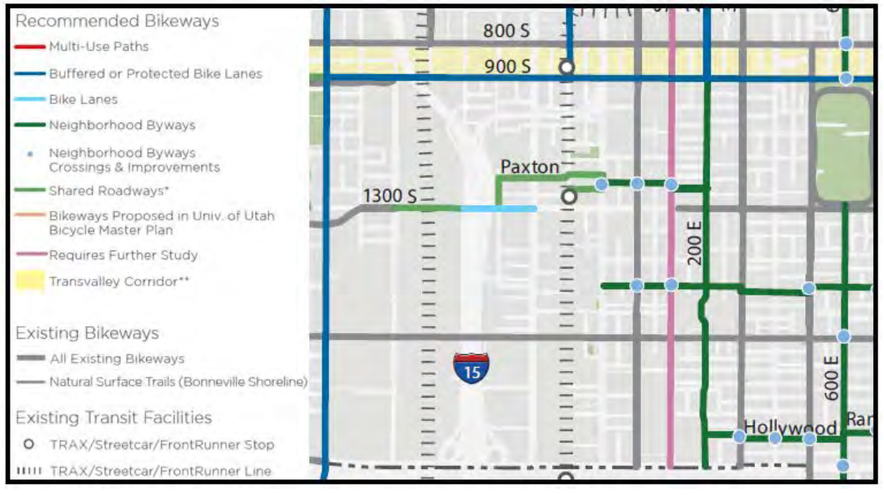
Figure 10 - Existing Bicycle Network



Short term (0-10 years in the future) bicycle network improvement recommendations include the following:

- 900 South – Protected or Buffered Bike Lanes as part of Transvalley Corridor
- 1300 South – Bike Lanes
- Paxton Avenue – Shared Roadway
- Paxton Avenue / West Temple Intersection – Crossing Improvements
- Kelsey Avenue / Main Street Intersection – Crossing Improvements
- Kelsey Avenue / State Street Intersection – Crossing Improvements
- Kelsey Avenue – Neighborhood Byway
- Andrews Avenue – Neighborhood Byway
- Andrews Avenue / Main Street Intersection – Crossing Improvements
- Andrews Avenue / State Street Intersection – Crossing Improvements

Figure 11 - Short Term Bicycle Recommendations



Long term (10-20 years in the future) bicycle network improvement recommendations include the following:

- 1700 South – Protected or Buffered Bike Lanes
- West Temple – Part Protected or Buffered Bike Lanes, part Shared Roadway
- Multi-Use Trail from Paxton Avenue to 900 South to the side of railroad

Kimley»Horn

Figure 12 - Long Term Bicycle Recommendations

2.6. Plan Salt Lake

Plan Salt Lake was adopted in December 2015 and gives a vision for the City through the year 2040. The plan gives a framework to prepare the city for the growth that is anticipated to come in future years. The plan includes the following 13 guiding principles:

1. Neighborhoods that provide a safe environment, opportunity for social interaction, and services needed for the wellbeing of the community therein.
2. Growing responsibly while providing people with choices about where they live, how they live, and how they get around.
3. 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.
4. A transportation and mobility network that is safe, accessible, reliable, affordable, and sustainable, providing real choices and connecting people with places.
5. Air that is healthy and clean.
6. Minimize our impact on the natural environment
7. Protecting the natural environment while providing access and opportunities to recreate and enjoy nature.
8. A beautiful city that is people focused.
9. Maintaining places that provide a foundation for the City to affirm our past.
10. Vibrant, diverse, and accessible artistic and cultural resources that showcase the community's long-standing commitment to a strong creative culture.
11. Ensure access to all City amenities for all citizens while treating everyone equitably with fairness, justice, and respect.

12. A balanced economy that produces quality jobs and fosters an environment for commerce, local business, and industry to thrive.
13. A local government that is collaborative, responsive, and transparent.

Each guiding principal contains targets to be reached by 2040 and several initiatives that can be implemented to help reach the stated targets. Several of these targets and initiatives involve goals related to pedestrian, bicycling, and transit. The 2040 targets related to transportation and mobility are as follows:

- Public transit within ¼ mile of all homes
- Reduce single occupancy auto trips
- Decrease pedestrian, bike, and auto accidents

To reach the 2040 targets the following initiatives have been identified:

- Create a complete circulation network and ensure convenient equitable access to a variety of transportation options by:
  - Having a public transit stop within ¼ mile of all residents.
  - Expanding pedestrian and bicycle networks and facilities in all areas of the City.
  - Providing incentives for the use of transit.
  - Increase the frequency and service hours of transit in neighborhoods.
  - Enhancing the regional transportation networks.
  - Creating a system of connections so that residents may easily access employment, goods and services, neighborhood amenities, and housing.
- Prioritize connecting residents to neighborhood, community, regional, and recreation nodes by improved routes for walking, biking, and transit.
- Reduce automobile dependency and single occupancy vehicle trips.
- Make walking and cycling viable, safe, and convenient transportation options in all areas of the City.
- Prioritize maintenance of existing infrastructure.
- Encourage transit-oriented development.
- Support and enhance the Salt Lake International Airport as a regional and international amenity.
- Collaborate with regional partners to relieve congestion and enhance rights-of-way for alternative modes of transportation.
- Enhance rights-of-ways 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.

2.7. Salt Lake City Central Community Master Plan

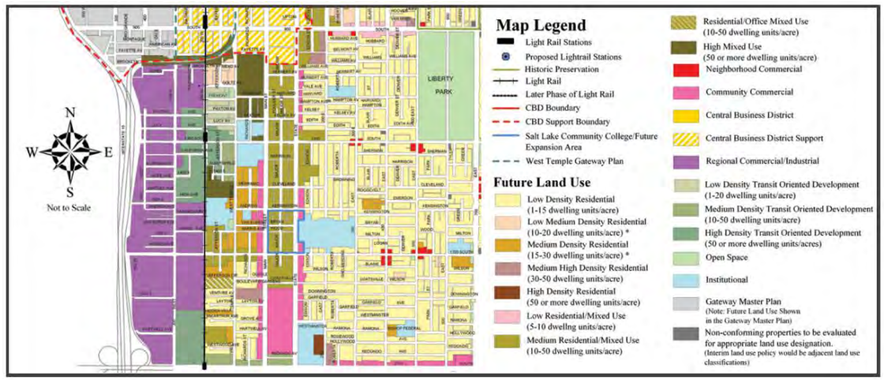
The City is split up into different planning areas. The central community plan outlines the future plan for one of those areas and was adopted in November 2005. The nine goals of the plan are as follows:

1. Protect and improve the quality of life for everyone living in the community, regardless of age or ability.

2. Improve and support community involvement, public participation, and neighborhood activism in the Central Community.
3. Provide a basis for funding specific programs that assist housing, capital improvement programs, and public services.
4. Provide opportunities for smarter and more creative development practices to better serve the community.
5. Prevent inappropriate growth in specific parts of the community.
6. Encourage specific types of growth in designated parts of the community.
7. Establish financial incentives to support alternative modes of mobility.
8. Preserve historic structures and residential neighborhoods.
9. Establish recommendations for better coordination and administrative review of construction projects and city applications.

Future land uses as laid out in the central community plan are shown in **Figure 13**.

Figure 13 - Central Community Future Land Uses



The Ballpark SAP study area falls within a smaller area within the central community plan, the people's freeway neighborhood, as shown in **Figure 14**.

Figure 14 - People's Freeway Neighborhood

Some identified issues facing the People's Freeway Neighborhood as outlined in the plan include the following:

- Address ways of transitioning the northern portion of the neighborhood from the historic character of low-density residential development to one of transit-oriented development.
- Improve circulation so it is safe for residents and children who must cross busy roadways to get to school or other public services.
- Develop ways to address the isolation between major roadways and improve pedestrian orientation.

2.8. Salt Lake City Transportation Master Plan

The Salt Lake City Transportation Master Plan was adopted in April 1996. The plan has an accompanying Transportation Action Plan that was updated in January 2000. The guiding principles set forth in the Transportation Master Plan are as follows:

- The City's transportation system will support and encourage the viability and quality of life of its residential and business neighborhoods.
- The City will encourage a multi-modal transportation system. Dependence on the automobile as our primary mode of transportation will be reduced by emphasizing other modes. The transportation system will be designed to move people, not just automobiles.
- The City will take a leading role in addressing regional land use issues affecting Salt Lake City and their link to transportation impacts along the Wasatch Front.

Kimley»Horn

- The City will consider the impact of various transportation modes on the environment and the community.
- The City will develop funding mechanisms which are equitable and adequate to meet the capital and operational needs of the transportation system.
- The City will educate citizens about transportation issues and impacts, and encourage public involvement in the decision-making processes.

There are twelve major topics that are covered in the Transportation Master Plan. Each of the twelve topics contains action steps located in the Transportation Action Plan. The twelve topics are as follows:

1. Regional Planning
2. Land Use Planning
3. Street System
4. Transportation Demand Management
5. Parking
6. Public Transportation
7. Bicycles
8. Pedestrians
9. Freight Rail
10. Funding
11. Air Quality
12. Education

It should be noted that a new Transportation Master Plan for Salt Lake City is currently being developed. Most of the action steps contained within this current plan have already been achieved or are outdated. No specific items related to the Ballpark SAP study area applicable from the Salt Lake City Transportation Master Plan.

Kimley»Horn

3. EXISTING CONDITIONS

An analysis was performed on the existing conditions of the transportation network within the study area of the Ballpark SAP. This analysis includes an overview of traffic volumes, crashes, speed limits, pedestrian and bicycle facilities, connectivity, transit facilities and ridership, future projects, and know deficiencies and gaps in the network.

3.1. Annual Average Daily Traffic

WFRC uses a sophisticated transportation and land use model to predict future traffic volumes along roadway segments. This model is known as the Wasatch Front Travel Demand Model (TDM). Using the model, future annual average daily traffic (AADT) volumes are forecasted along roadway segments in the Ballpark SAP study area. **Figure 15** shows the historical 2017 AADT volumes for the study area. The anticipated growth in AADT over the 20-year period, based on the TDM is shown in **Figure 16**.

Figure 15 - 2017 Historical AADT Volumes

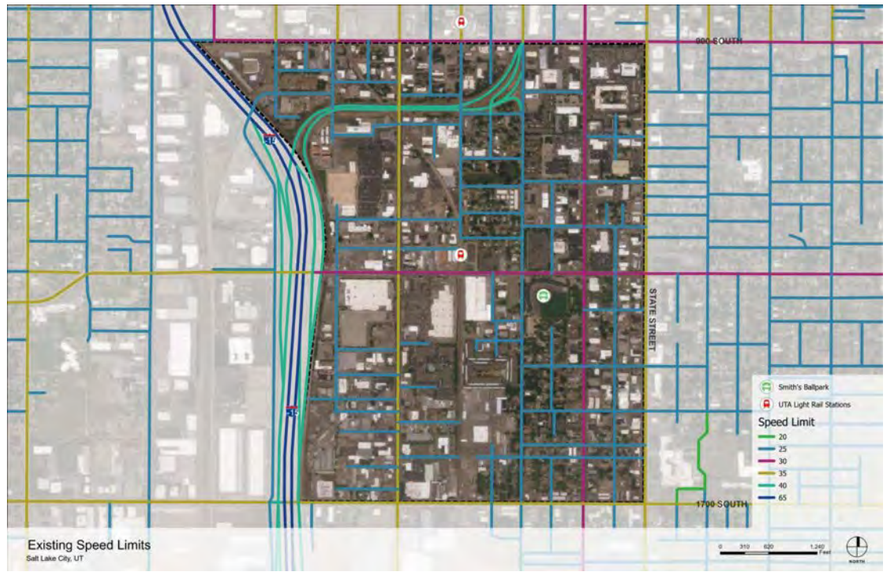
Kimley»Horn

Figure 16 – 20-Year AADT Growth

3.2. Speed Limits

Speed limits for the Ballpark SAP study area and surrounding areas are displayed in **Figure 17**.

Figure 17 - Speed Limits



3.4. Crash Analysis

A crash analysis was conducted for the Ballpark SAP study area for the six-year period from 2015 to 2020. Crash data was taken from the Utah Department of Transportation's (UDOT) Numetric website. The crash analysis looks at total vehicle crash, pedestrian involved crash, and bicycle crashes as seen in **Table 1**. Crash by severity for total crash, pedestrian crashes, and bicycle crashes are seen in **Figure 18**, **Figure 19**, and **Figure 20**, respectively. The Numetric crash data summary report is included in **Appendix A**.

Table 1 - Ballpark SAP Crash Analysis

Crash Type	Year	Total Crashes	Crash Severity					
			Property Damage Only		Injury		Fatal	
			#	%	#	%	#	%
Pedestrian Crashes	2015	6	0	0%	5	83%	1	17%
	2016	18	0	0%	17	94%	1	6%
	2017	10	1	10%	9	90%	0	0%
	2018	11	0	0%	11	100%	0	0%
	2019	17	1	6%	16	94%	0	0%
	2020	13	0	0%	13	100%	0	0%
Total		**75**	**2**	**3%**	**71**	**95%**	**2**	**3%**
Bicycle Crashes	2015	8	0	0%	8	100%	0	0%
	2016	12	0	0%	12	100%	0	0%
	2017	8	0	0%	8	100%	0	0%
	2018	9	0	0%	9	100%	0	0%
	2019	10	0	0%	10	100%	0	0%
	2020	5	0	0%	4	80%	1	20%
Total		**52**	**0**	**0%**	**51**	**98%**	**1**	**2%**
All Crashes	2015	182	95	52%	86	47%	1	1%
	2016	281	142	51%	137	49%	2	1%
	2017	229	134	59%	95	41%	0	0%
	2018	196	103	53%	92	47%	1	1%
	2019	242	133	55%	108	45%	1	0%
	2020	176	96	55%	79	45%	1	1%
Total		**1,306**	**703**	**54%**	**597**	**46%**	**6**	**0%**

Crash data an associated analysis may be protected under 23 USC 409

Kimley»Horn

Figure 18 - Overall Crashes (2015-2020)

Kimley»Horn

Figure 19 - Pedestrian Crashes (2015-2020)

Kimley»Horn

Figure 20 - Bike Crashes (2015-2020)

Kimley»Horn

3.5. Transit Analysis

An overview of the existing transit network in and around the Ballpark SAP study area is provided in **Figure 21**. The overview includes the location of all know UTA transit facilities including bus routes, bus stop locations, light rail tracks, and frontrunner tracks. **Table 2** displays the Ballpark Trax Station ridership data for the 3-year period from 2017 to 2019.

Figure 21 - Existing Transit Network

Table 2 - Ballpark Station Ridership Data

Year	Average Boardings			Average Departures		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
2017	2,196	1,413	365	1,905	1,372	350
2018	2,071	1,270	377	1,760	1,160	345
2019	1,860	1,620	356	1,533	1,548	313
Average	2,042	1,434	366	1,733	1,360	336

Kimley»Horn

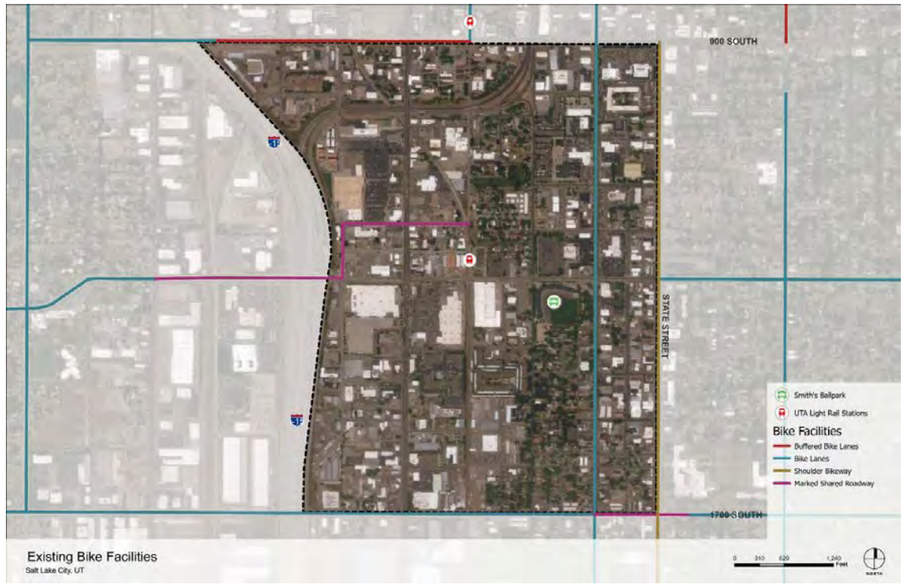
3.7. Active Transportation Facilities

The existing conditions analysis identified active transportation facilities within the Ballpark SAP study area. **Figure 22** displays the identified sidewalks and marked crosswalks in the study area. Marked crosswalks include both signalized crossings and unsignalized crossings. **Figure 23** identifies the various types of bike facilities within the study area. It should be noted that no existing pedestrian count data was available for this area.

Figure 22 - Existing Pedestrian Network

Kimley»Horn

Figure 23 - Existing Bike Facilities

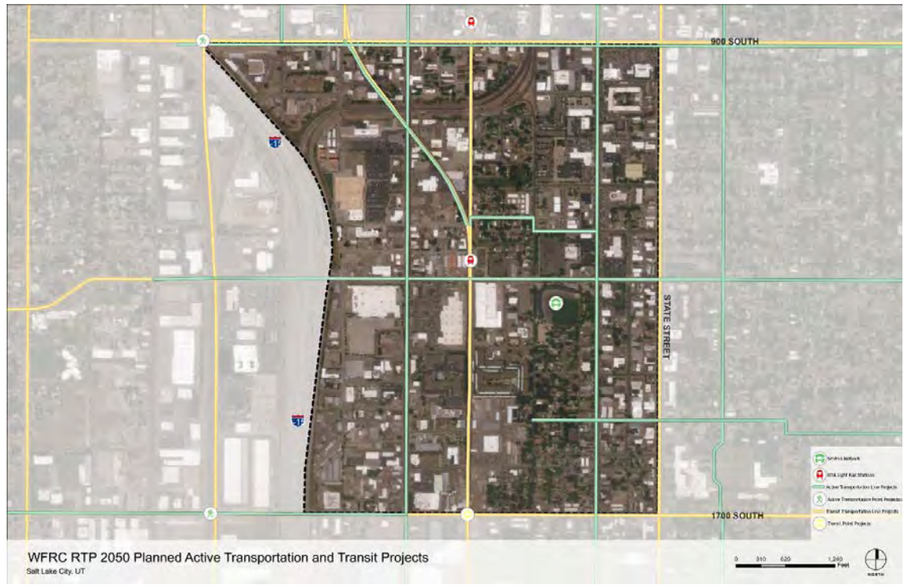


Kimley»Horn

3.9. Recommended Future Projects

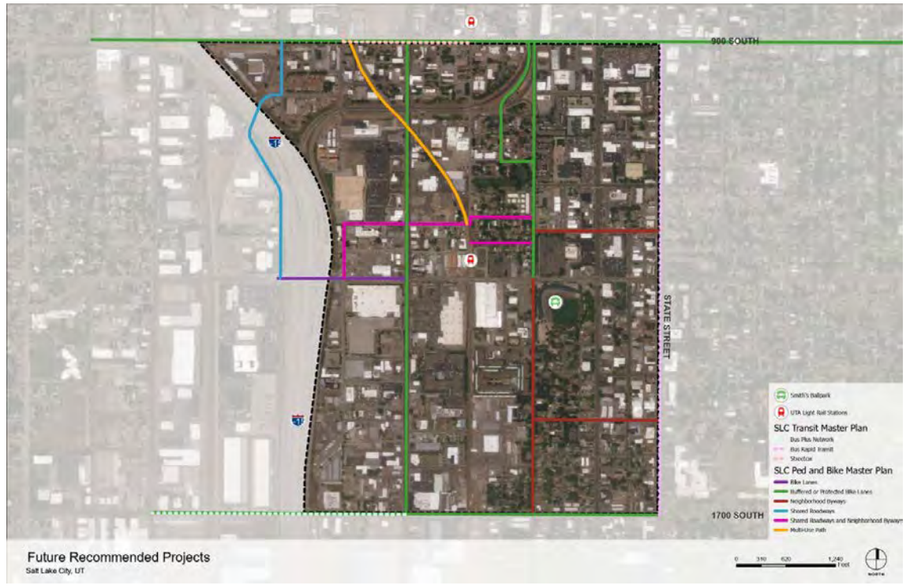
As documented in Section 2, future active transportation and transit projects were identified in the study area. **Figure 24** outlines future recommended projects as identified in the WFRC 2050 RTP. **Figure 25** summarizes other recommended future projects as identified in Salt Lake City's Transit Master Plan and Pedestrian and Bicycle Master Plan.

Figure 24 - WFRC Planned Active Transportation and Transit Projects



Kimley»Horn

Figure 25 - Other Future Recommended Projects



3.11. Field Visits

Multiple field visits of the Ballpark SAP study area were conducted in an effort to better understand existing conditions. These field visits included walks around the study area to gain a pedestrian's perspective and driving the roadways to gain a driver's perspective. The main purpose of field visits was to identify issues that weren't apparent from a general overview of existing data and studies. The main observation is that the study area is not favorable to active transportation as a transportation mode. Observations included improper bike parking facilities (**Figure 26**) and the overall lack of bike parking locations, pedestrians crossing midblock without a midblock crosswalk (**Figure 27**), and narrow sidewalks with obstructions within the walking path (**Figure 28** and **Figure 29**).

Figure 26 - Improper Bike Racks as Ballpark Station

Figure 27 - Illegal Midblock Crossings of 1300 South

Kimley»Horn

Figure 28 - Poor Sidewalk Conditions along 300 West

Kimley»Horn

Figure 29 - Narrow Sidewalk with Obstructions along 300 West

Kimley»Horn

3.12. Network Deficiencies and Gaps

Based on the information collected in the existing conditions analysis, the follow network deficiencies and gaps in the Ballpark SAP study area were identified.

- Bicycle
  - Lack of East-West Bicycle Routes
  - Lack of Bicycle Parking Racks
  - Improper Bicycle Parking Options
  - 1300 South
  - 300 West
  - Maintenance of Existing Bicycle Lanes
  - Bicycle Safety
- Pedestrian
  - Lack of Pedestrian Pathways and Sidewalks Connecting Neighborhoods
  - Narrow Sidewalks
  - Sidewalk Obstructions
  - Pedestrian Lighting
  - Pedestrians Crossing 1300 South at Unsafe Locations
  - ADA Issues
  - Pedestrian Safety
- Vehicle
  - Lack of Shoulder on 1300 South
  - Vehicle Safety

Kimley»Horn

4. KEY TAKEAWAYS

The existing conditions analysis for the Ballpark SAP study area included a review of existing plans and previous studies, an overview of existing facilities, crash analysis, and identifying deficiencies and gaps in the network. All modes of transportation were considered as part of the analysis including vehicles, transit, bicyclists, pedestrians, and micromobility. The SAP study area is bounded by I-15 on the west, 900 South on the north, State Street (US 89) on the east, and 1700 South on the south. The following key takeaways were identified based on the existing conditions analysis.

- Look for opportunities to reduce overall vehicle, pedestrian, and bicycle crashes
- Look for opportunities to improve safety for all road users
- Improve the overall pedestrian and bicycling environment. This can be done through a variety of strategies including:
  - Pedestrian lighting
  - Wider sidewalks
  - Remove sidewalk obstructions
  - Install mid-block crossing on 1300 South west of the Trax Station
  - Implement additional bicycle lanes
  - Improve existing bicycle lanes
  - Provide neighborhood connections
  - Install bicycle parking racks
- Implement applicable items from the existing plans and studies for the study area
- Improve accessibility to public transit options in the area

Kimley»Horn

APPENDIX A

CRASH DATA SUMMARY REPORT

CRASH SUMMARY REPORT

Ballpark Station Area Crashes (2015-2020)

Created on May 25, 2021
Created by Jacob Farnsworth
Data extents: January 1, 2015 to December 29, 2020

UDOT Keeping Utah Moving

Applied Filters

Shape: Polygon | Year | ≤≥ | 2015 - 2020

Total Crashes	1,306	Fatal Crashes	6

UDOT Crash Summary		Crashes
Total Crashes	1,306	100.00%
Intersection Related	764	58.50%
Roadway Departure	163	12.48%
Speed Related	153	11.72%
Distracted Driving	134	10.26%
DUI	80	6.13%
Pedestrian Involved	77	5.90%
CMV Involved	73	5.59%
+ 5 more	116	8.89%

Crash Severity		Crashes
No injury/PDO	703	53.83%
Possible injury	324	24.81%
Suspected Minor Injury	239	18.30%
Suspected Serious Injury	34	2.60%
Fatal	6	0.46%

Injury Level	People

No injury	2,623	76.23%
Possible injury	471	13.69%
Suspected Minor Injury	303	8.81%
Suspected Serious Injury	37	1.08%
Fatal	6	0.17%
Unknown	1	0.03%

Manner of Collision		Crashes
Angle	436	33.38%
Front to Rear	329	25.19%
Not Applicable/Single Vehicle	285	21.82%
Sideswipe Same Direction	106	8.12%
Parked Vehicle	70	5.36%
Head On (front-to-front)	27	2.07%
Unknown	25	1.91%
Sideswipe Opposite Direction	18	1.38%
+ 3 more	10	0.76%

Crash Date Time (Year)		Crashes
2020	176	13.48%
2019	242	18.53%
2018	196	15.01%
2017	229	17.53%
2016	281	21.52%
2015	182	13.94%
+ 6 more	0	0%

Roadway Surface Condition		Crashes
Dry	1,120	85.76%
Wet	130	9.95%
Snow	27	2.07%
Ice/Frost	17	1.30%
Slush	7	0.54%
Unknown	4	0.31%
(retired) Sand, Dirt, Gravel	1	0.08%
+ 8 more	0	0%

Weather Condition		Crashes
Clear	997	76.34%

Cloudy	197	15.08%
Rain	63	4.82%
Snowing	40	3.06%
Unknown	6	0.46%
Fog, Smog	1	0.08%
Severe Crosswinds	1	0.08%
Sleet, Hail	1	0.08%
+ 3 more	0	0%

Most Harmful Event		Vehicle
Collision With Other Motor Vehicle in Transport	2,051	81.94%
Collision With Parked Motor Vehicle	111	4.43%
Concrete Barrier	70	2.80%
Pedestrian	69	2.76%
Pedacycle	50	2.00%
Other Fixed Object*	31	1.24%
Collision Between Motor Vehicle in Transport and Vehicle Cargo/Part or Object Set in Motion by Motor Vehicle	20	0.80%
Overturn/Rollover	19	0.76%
+ 47 more	82	3.28%

Light Condition		Crashes
Daylight	964	73.81%
Dark - Lighted	244	18.68%
Dark - Not Lighted	42	3.22%
Dusk	30	2.30%
Dark - Unknown Lighting	16	1.23%
Dawn	5	0.38%
Unknown	5	0.38%
Other	0	0.00%

BALLPARK
STATION AREA PLAN

APPENDIX D
CASE STUDY ANALYSIS

Salt Lake City Ballpark Station Area Plan

Case Study Analysis

Stadium Area Activation & Mobility Best Practices

January 2020

Prepared By:

Kimley»Horn

Table of Contents

Kimley»Horn

Introduction

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

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

- Denver, CO
- Toronto, ON
- Ogden, UT
- Kansas City, MO
- St Louis, MO
- St. Paul, MN
- Minneapolis, MN
- Atlanta, GA
- Memphis, TN
- Boston, MA
- Oklahoma City, OK

The initial list was paired down and refined with input from the plan technical committee to focus on those case studies that have some of the most valuable lessons learned from similar challenges faced by Smith's Ballpark neighborhood in Salt Lake City. The technical committee specifically wanted to focus the selection and exploration on ballpark and ballpark areas that

- Are experiencing similar challenges to the SLC Ballpark area
- Have a mixture of surrounding land uses
- Have existing high quality transit connections

The final set of detailed case studies explored below are a combination of major league and minor league ballpark areas and consider the challenges faced by these ballparks and their surrounding neighborhoods and the unique strategies employed by these communities to overcome those challenges.

Major League Examples:

Boston – Fenway Park

Location: Boston, MA
City Population: 694,583
Stadium Capacity: 37,305
Opening Date: April 1912

Introduction

Fenway Park, located in Boston, Massachusetts, near Kenmore Square has been the home of the Boston Red Sox Since 1912. The stadium has undergone many renovations and transformations through the years but remains the oldest active ballpark in Major League Baseball (MLB). Its constrained location in the dense Fenway–Kenmore neighborhood has necessitated the park to be been renovated or expanded many times, resulting in quirky features including "The Triangle", Pesky's Pole, and the Green Monster in left field. The ballpark is known for providing an intimate fan experience and is the fifth smallest among MLB ballparks by seating capacity, second smallest by total capacity, and one of eight that cannot accommodate at least 40,000 spectators. The Fenway Neighborhood grew up around the stadium and today is one of Boston's most thriving and walkable urban neighborhoods today.

Design Features

The irregular shaped city block forced the original ballpark designers to get creative in how they aligned the playing field, grandstands, and concourses. The ballpark's irregularities coupled with the ballpark's principles of jewel box architecture has created a memorable design that cannot be recreated.

Fenway Park is one of the two remaining "jewel box" ballparks still in use in MLB (the other being Wrigley Field). Jewel box is a term used in reference to ballparks built (or re-built) primarily between 1909 and 1915 that feature a two-tier grandstand design and are often squeezed inside a city block. The jewel box design and context results in significant number of obstructed view seats at the ballpark, due to pillars supporting the upper deck. Fenway's integration into the irregular city block created the need to incorporate some unique design features such as the "green monster", the 37-foot wall in left field, to compensate for the short outfield dimensions, and the "triangle" – a point where the outfield walls meet in centerfield at an extreme angle, creating a triangle section of seats. These unique features that could be challenges or drawbacks, are what make the stadium so beloved.

Neighborhood Integration

Fenway Park is located along Lansdowne Street and Jersey Street in the Kenmore Square area of Boston. After the ballpark was built, the neighborhood began to grow rapidly and there were intentional efforts to create buildings around the stadium that meshed with the architecture and height datum that was already created. This created a tight knit relationship between the park and community, something that is noticeably lacking in most other ballparks throughout the country. The ballpark is the primary draw in the neighborhood, but the character of the area is far more nuanced with myriad of trails, quiet parks, museums, academic institutions and retail opportunities. Additionally, in the past 10 years, the neighborhood has seen millions of dollars in new development, creating an area that attracts students, young professionals, and families alike to live and visit.

Gameday / Non-Gameday Activation

The ballpark has existed for so long that the immediate surrounding area has evolved over time to almost serve as an extension of the ballpark. This is illustrated prominently on Lansdowne Street. The area surrounding Lansdowne Street is famous for its music venues and nightlife, and the street comes alive with outdoor vendors on Red Sox game days, with the surrounding bars and restaurants spilling into the street. During the 2020 season, that blur between ballpark and neighborhood was enhanced when Lansdowne Street was temporarily closed to allow the surrounding dining establishments to expand their outdoor space for social distancing and to attempt to recreate the gameday experience while no fans were allowed into the stadium.

The ballpark hosts a number of different events throughout the year, though the focus is clearly baseball. Other events semiregular hosted at Fenway include a handful of concerts and special sporting events, such as international soccer or professional hockey exhibitions.

Key Takeaways

Fenway Park is one of the most iconic ballparks and ballpark areas in the major leagues because its history, its design, and the activity and draw of the surrounding neighborhood. Some of these themes are hard to be replicated, mainly because the neighborhoods has grown up around the ballpark. However as mentioned, there are a some strategies that other ballpark and ballpark areas can implement to help recreate some of Fenway's success including:

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

Chicago – Wrigley Field

Location: Chicago, IL
City Population: 2,693,976
Stadium Capacity: 41,649
Opening Date: April 1914

Introduction

First opened in 1914, Wrigley Field is the oldest stadium in the National League, and second oldest behind Fenway Park. With its iconic ivy-covered outfield walls, the hand turned scoreboard, and the distinctive main entry marquee, there is no shortage of design elements which make the ballpark unique and beloved. These unique elements are not contained strictly to the ballpark itself but are also found throughout the surrounding neighborhood. The attempt to blend the ballpark and adjacent neighborhood required establishment of multiple "good neighbor agreements" and other policies negotiated between the ballpark and the surrounding communities to help resolves gameday conflicts over time. Conflicts aside, Wrigley is one of the best examples of a stadium as an anchor for stadium urbanism that results a thriving, walkable area.

Design Features

Wrigley Field has several unique elements that contribute to the park's allure. The most iconic elements of the stadium's design include its core building materials – steel-and-concrete with exposed bricks and steel beams – to reflect the City's modern, industrial character. Inside the stadium there are a number of design features unique to Wrigley, such as the ivy-covered outfield walls, hand operated scoreboard, and main entrance marquee. The seating arrangement within the park is also very intimate, with very little foul territory separating fans from the field of play. The two recessed wall areas, or "wells", located in left and right field, give those areas a little more length than if the wall were to follow the contour from center field. These dimensional irregularities create strange bounces and swirling winds that the ballpark is famous for.

While these design elements contribute to what makes it so special, it is the ballparks location and integration with its surroundings that make it so special, yet impossible to replicate.

Neighborhood Integration

The park's integration with its surroundings is a product mainly of the timing of its construction. Built in 1914, the area leaned on public transportation instead of cars do get people to and from the stadium, making it critical for the stadium to be in a walkable and connected neighborhood. The neighborhood around the stadium—known as Wrigleyville— has become more desirable and developed over time, especially since the 1990s. Although home to numerous bars and restaurants, the area is largely residential, which added to the stadium's appeal but also resulted in resistance to some proposed changes. Notably, it took until 1988, and the threat of moving the Cubs baseball team to a different stadium, for lights to be installed at Wrigley Field, allowing night games to be played. After the Cubs and Wrigley were purchased in 2009, a major renovation was proposed that drew strong objections from some residents. Ultimately, much of the plan was approved, which include a redefined clubhouse, adjacent hotel, front office, and outdoor plaza. The neighborhood and the Cubs organization have gone as far as to create a "Neighborhood Protection Agreement" which primarily addresses parking, traffics, and public safety.

The ballpark and surrounding neighborhood exist in a symbiotic relationship in which enhancements to the ballpark have driven demand for the surrounding neighborhood and vis versa. While close integration of the ballpark with the surrounding residential neighborhood has created conflicts over the years, the benefits have outweighed the consequences and resulted in one of the greatest ballpark districts in the entire country.

Gameday / Non-Gameday Activation

Located in the North Chicago community area of Lakeview, within the Wrigleyville Neighborhood, the ballpark and surrounding neighborhood have grown-up with each other. Wrigley has stood the test of time because it is sewn into the surrounding urban fabric. Hours before the game, fans will stream into the Wrigleyville neighborhood, packing local bars and restaurants. Those arriving by public transportation will step onto the platform at the Addison Red Line stop and look down on bustling streets and a view of the field. An exceptional unique gameday feature is the neighboring bars and restaurants that overlook the field. Nearby buildings are so close to the field that owners have even converted their rooftops to bleacher seating they sell to fans, which is sometimes a harder ticket to get than one to the actual game.

Minimal extra attention is needed within the ballpark area during gamedays to create the memorable scene found in and around the stadium. The walkable location closely knit urban form, and the intentional and unintentional blending of neighborhood and ballpark create an exceptional gameday atmosphere.

Key Takeaways

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

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

Minor League Examples:

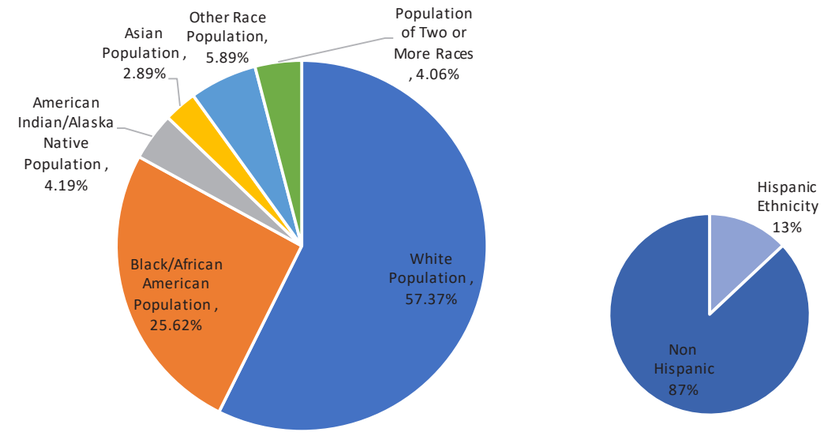
Oklahoma City – Chickasaw Bricktown Ballpark

Ball Park Facts

Location: Oklahoma City, Oklahoma
Population: 551,789
Capacity: 13,066
Opening Date: April 1998
Construction Cost: $34 million
Funding Source: Voter approved one-cent sales tax increase in 1993 to fund the Metropolitan Area Projects Plan (MAPS).
Events: Oklahoma City Dodgers Minor League games, meeting space, private events, convention events, concerts, on-field events, walks and runs, and festivals.

Surrounding Area Facts (1-Mile Radius)

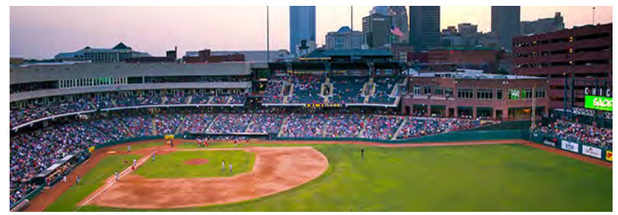
2020 Population: 4,532
Population Growth (2010 to 2020): +60%
2020 Median Income: $56,927
2020 Occupied Housing Units: 90% Rented/10% Owned
Population Race & Ethnicity:



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

Development of Downtown

The Bricktown Ballpark was constructed after voter approval of dedicating sales tax as a part of the Metropolitan Area Projects (MAPS) initiative. MAPS outlines the development of major capital improvements in the core area of Oklahoma City to spur urban community redevelopment, such as implementing a trolley service and developing a paved canal system, convention center, and music hall, among other projects. The total investment for nine projects funded by MAPS, including the construction of the Chickasaw Brickyard Ballpark, was $360 million. Since the construction of the ballpark, the area has spring up as an "play, work, live" destination with various mixed-use buildings, multi-family housing developments, hotels, restaurants, shops, a movie theater, and more. As a result of the initial capital investments, by 2005, 3,400 projects worth $1.3 billion in capital



OKC Dodgers Baseball Game

investments were completed or in progress in the area[1].

Gameday/Non-Gameday Activation

The ballpark and surrounding Downtown Bricktown district have become an entertainment attraction and a community for residents and tourist alike. The ballpark attracts thousands of visitors during baseball games and other community events. The Chickasaw Bricktown Ballpark hosts **a variety of events** including:

- Oklahoma City Dodgers games;
- Fundraising runs/walks;
- Snow tubing in winter months;
- An annual Winter Festival;
- High school baseball series;
- Concerts; and
- Meetings and seminars.

Winter Festival at Bricktown Ballpark

In 2017, the ballpark hosted 451,033 visitors for baseball games and 146,778 visitors attending other events hosted at the ballpark[2].

The Bricktown district also features various retail stores, dining options, bars, clubs, hotels and other attractions which have become a destination feature for ballpark visitors.

Interconnected Transportation

The Bricktown ballpark is accessible by various interconnected transportation options that go beyond personal automobiles, including:

- Oklahoma City Streetcar;
- Oklahoma River Water Taxi;
- Spookies bicycle sharing;
- Embark bus service; and
- Exclusive pedestrian streets.

The diversity in transportation modes makes it easy for visitors and residents to access the ballpark and surrounding areas in Bricktown.

Water Taxi at Bricktown

Pedestrian Connectivity

Various pedestrian friendly amenties accommodate the thousands of visitors in Bricktown. These include spacious sidewalks, green spaces, walkways along the canal, connectivity to parking areas, and access signage. The pedestrian facilities provide accessibility between Bricktown area attractions, parking, and the Chickasaw Bricktown Ballpark and enhances the experience by providing visitors a with comfortable and aesthetically pleasant walking experience to the ballpark.

[1] *Impact Analysis of Oklahoma's MAPS and Other Significant Central City Investments* (2009).
[2] *Oklahoma City MAPS Project Economic Impact Study* (2019).

Wanda Jackson Way

Wanda Jackson Way is a 0.15-mile long activated alleyway that provides access from the east area parking facilities directly to the main entrance on the southwest corner of the ballpark. Along the pedestrian-friendly alley are:

- A restaurant;
- A bar;
- Mini golf;
- Water taxi guided tours;
- Brickopolis Entertainment;
- Walkways along the canal; and
- Outdoor seating areas.

Wanda Jackson Way

California Avenue

California Avenue is a scenic pedestrian walkway along the Bricktown canal. The walkway connects parking facilities, a streetcar stop on Sheridan Avenue, and the entrance on the northwest corner of the ballpark. The walkway features restaurants with outdoor seating, landscaped sidewalks, pedestrian bridges across the canal, and access to Wanda Jackson Way.

Restaurants along California Avenue

Summary

- The Chickasaw Bricktown Ballpark, and other MAPS projects, initiated the investment in the area by private developers.
- The ballpark hosts baseball games and other events that attract hundreds of thousands of visitors to the Downtown area.
- Interconnected and diverse transportation options create an accessible and inviting experience for visitors arriving at the ballpark area and navigating around the ballpark area and surrounding neighborhood.
- Pedestrian friendly areas provide connectivity between the ballpark and parking facilities and help integrate entertainment and other visitor amenities.

Technical Committee Success Measures

- Transit Connection-
  - OKC Streetcar Stop directly next to stadium
- Surrounding Land Use
  - Mixed Use; Multifamily Residential; Other Entertainment
- Similar Challenges
  - Non-gameday activation

- Growing gentrification concerns
- Maintaining momentum of new ballpark and proactively enhancing gameday experience

Key Takeaways

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

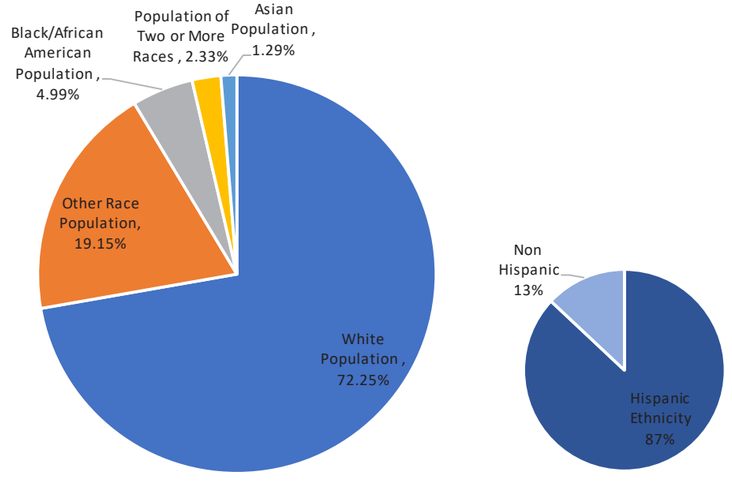
El Paso – Southwest University Park

Ball Park Facts

Location: El Paso, Texas
City Population: 682,669
Stadium Capacity: 9,500
Opening Date: April 2014
Construction Cost: $72 million
Funding Source: General fund subsidies from the City of El Paso through hotel and sales tax, rent and parking revenues.
Events: El Paso Chihuahuas Minor League games, soccer games, music festivals, food festivals, marathons, and concerts.

Surrounding Area Facts (1-Mile Radius)

2020 Population: 14,994
Population Growth (2010 to 2020): +11%
2020 Median Income: $16,713
2020 Occupied Housing Units: 84% Rented/16% Owned
Population Race & Ethnicity:



Opened on the edge of the Downtown area, El Paso's ballpark case study highlights successes in integrating and celebrating the community's culture through public art and activated public spaces. The ballpark is also on a challenging site, segregated from the surrounding neighborhoods by a freeway and

heavy rail lines, causing the City and its partners to think creatively how they enhance the gameday experience of getting to the stadium, while also improving neighborhood mobility.

Neighborhood Revitalization

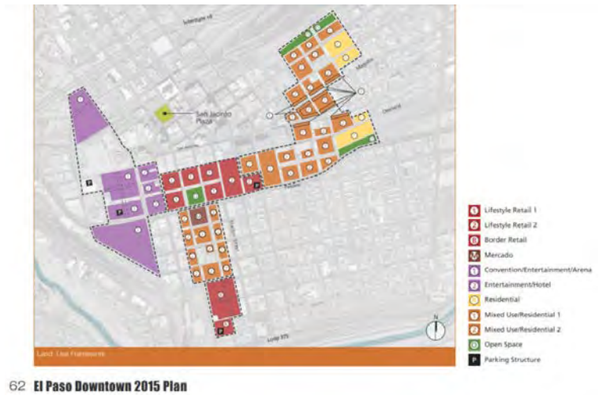
Southwest University Park emerged from the desire to revitalize the Downtown area of El Paso. In 2006, the City of El Paso published *El Paso Downtown 2015 Plan* which introduced strategic planning efforts in redeveloping Downtown. The plan identified a Downtown arena as a catalyst for spurring investment in entertainment and hotels in the district and investment in amenities for local neighborhoods. The Downtown neighborhood would be accessible by expanded existing transportation networks, including transit options and connected, accessible pedestrian facilities.

Ballpark as a Catalyst for Development

In the City's Comprehensive Plan, *Plan El Paso (2012)*, the City laid the foundations for the Downtown 2015 Plan and provides regulations and policies to guide the growth of the City. This included an evaluation of El Paso's outdated City Hall site to determine best use of the land to help the City achieve its Downtown goals. Part of the results from the evaluation spurred discussions about constructing a stadium on the site. In 2012, the plan was adopted, and the City built the Southwest University Park Baseball Stadium. The ballpark integrates into the Downtown area's historical character and reflects the history and culture of El Paso through commissioned public artwork.

The City of El Paso identified the buildout of a stadium as a catalyst for economic development in the Downtown area. Since the opening of the ballpark, millions of dollars' worth of private development has been constructed, including new hotels, apartment buildings, and renovations of historic buildings. While investment in the stadium has helped spark development, Plan El Paso also identifies a set of policies and initiatives to continue to help with the Downtown revitalization efforts. These include:

- Evaluating rezoning for future land use plans based on a SmartCode to encourage development by private investors;
- Reusing and repurposing Downtown buildings as office, retail, entertainment, and residential space; and
- Completing a connected pedestrian network of greens, plazas, comfortable streetscapes, and pedestrian passages connecting Downtown area neighborhoods; and
- Improving the provision of on-street parking, public parking lots and garages, and shared private parking spaces.



Plan El Paso Future Land Use Framework for Downtown

Gameday/Non-Gameday Activation

The Southwestern University Ballpark offers its venue for a variety of events, including:

- El Paso Chihuahua Minor League games;
- Marathons;
- Music festivals;
- El Paso Locomotive FC soccer games;
- High school baseball games;
- Boxing exhibitions;
- Sports expos;
- Job fairs; and
- Graduation ceremonies.

According to *El Paso Downtown Management District's (DMD) Annual Report (2017),* a survey identified that 55% of Downtown El Paso visitors visited the area for "Events". Of those visitors, **38% attended sporting events**.

Las Plazas (Art District)

Southwest University Park is situated within the Las Plazas Art District, which is a hub for arts and community events, including street festivals. Destinations in the arts district include:

- El Paso Museum of Art;
- The Plaza Theater;
- San Jacinto Plaza;
- El Paso Museum of History;
- Convention Center; and
- Abraham Chavez Theater.

San Jacinto Plaza

According to the DMD's Annual Report, 26% of Downtown visitors attend street festivals while 2% attended museum events.

Union Plaza District

South and west of the ballpark is Union Plaza, which is a center for entertainment and nightlife. The plaza is centered around a repurposed industrial building that now houses restaurants and bars in a small area bounded by Durango Street, San Francisco Avenue, Overland Avenue and Anthony Street. Repurposing the historical buildings helps keep the historical character of the area while providing new, attractive uses. Western Street bisects the plaza and provides walkable, shaded paths, and outdoor.

A wide pedestrian walkway painted by a local artist exists along Durango Street and provides connectivity between Union Plaza and direct access to the main entrance of Southwest

Pedestrian Amenities alona Western Street


Pedestrian Walkway along Durango Street

University Park. If development in the area continues, as planned, the district will become a diverse entertainment and dining area activated by ballpark visitors due to ease of access.

Transportation

Downtown El Paso and accessibility to the ballpark is limited, however a few critical strategic connections have been created. While there are gaps in pedestrian connectivity, and minimal bicycle infrastructure, the City has taken steps to improve connectivity such as the creation of the pedestrian walkway along Durango Street bridge. Rather than focusing on every street in the stadium area, resources and investment have been focused on creating a few vibrant and efficient connections. As the Downtown area is expected to grow, the transportation infrastructure and options are planned to expand as well to create a connected area.

El Paso Streetcar

El Paso Streetcar

The ballpark initiated the revitalization of Downtown El Paso and incentivized the expansion of transportation alternatives. While the ballpark itself is located on a segregated site surrounded by a freeway and heavy rail lines, the City has begun making Downtown more accessible. On major investment is the integrated a streetcar transit system, the El Paso Streetcar, which is a 4.8-mile system with 27 stops that connects the City's Downtown and uptown neighborhoods. The streetcar creates a reliable method of travel for the community and visitors to access key destinations in Downtown such as businesses and restaurants, the ballpark stadium, government buildings, and the art districts. **The streetcar experiences the highest ridership on weekends, during baseball games, and for special events in Downtown.**

Summary

- Downtown El Paso is activated by community and sporting events in and around the stadium. It hosts its largest crowds during sporting games at Southwest University Park and during events in the arts district.
- While the ballpark helped spur initial development and investment in the area, the City has put into place additional policies to help continue revitalization efforts.
- Repurposing and reusing existing historical buildings for a variety of future developments reduces infrastructure costs, enhances existing buildings, and maintains the historical character of an area.
- Expanding transportation alternatives is an important component in creating an accessible Downtown area.

- Strategically focus resources and investments to create efficient connectivity between the ballpark and surrounding Downtown neighborhood.

Technical Committee Success Measures

- Transit Connection
  - El Paso Streetcar Stop ~500' from stadium entrance
- Surrounding Land Use
  - Civic; Office; Commercial; limited residential
- Similar Challenges
  - Lack of Ballpark related redevelopment
  - Challenging connectivity barriers

Key Takeaways

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

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

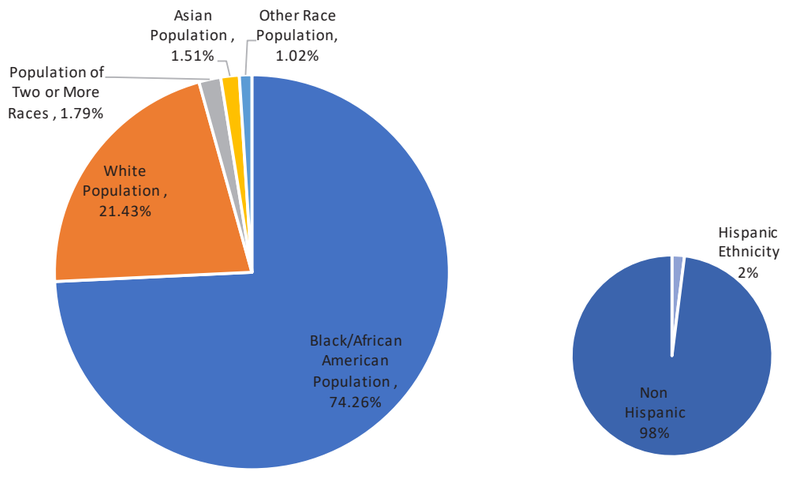
Memphis – AutoZone Park

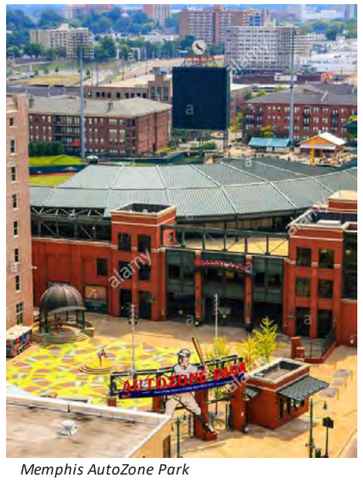
Ball Park Facts

Location: Memphis, Tennessee
City Population: 650,618
Stadium Capacity: 14,320
Opening Date: April 2000
Construction Cost: $80.5 million
Funding Source: The Memphis Redbirds privately financed construction of the ballpark ($46 million) and the renovation of the Moore Building (now called the Toyota Center) next to it through the issuance of $72 million in tax-exempt bonds by the Center City Revenue Finance Corp.
Events: Memphis Redbirds Minor League games, soccer games, races, corporate outings, wedding events, and concerts.

Surrounding Area Facts (1-Mile Radius)

2020 Population: 12,210
Population Growth (2010 to 2020): +1%
2020 Median Income: $25,195
2020 Occupied Housing Units: 89% Rented/11% Owned
Population Race & Ethnicity:




Memphis AutoZone Park

Home of the Memphis Red Birds, the AutoZone ballpark is renowned for its historic design and the efforts to integrate with and enhance the surrounding neighborhood. The ballpark won a Congress for the New Urbanism Charter Award for the way in which the ballpark enhanced the surrounding neighborhood and helped kickstart community revitalization.

AutoZone Parks hosts a variety of events including:

- Memphis Redbirds minor league baseball games;
- USL Memphis 901 FC soccer games;
- Concerts;
- Meetings and corporate outings; and
- Community movie events.

The ballpark was opened in 2000 and was identified as a part of the Memphis/Shelby County *South Central Business Improvement District* Comprehensive Plan to aid in diversifying and revitalizing the Downtown Memphis area. Prior to construction of the ballpark, the area was filled with abandoned buildings and empty lots.

Neighborhood Integration

The completion of the ballpark sparked an urban renaissance in the Downtown Memphis area. The area was developed strategically by establishing a special land use zone known as the "*Sport and Entertainment District*". The special district is governed by zoning regulations that uniquely compliment the area's character. The AutoZone Park now blends historical building with a sports facility to offer a unique entertainment area. Other uses for the entertainment district to complement the ballpark include apartment buildings, an elementary school, a law school, office buildings, and commercial developments. All new developments are integrated into the area to create a livable entertainment district. The Ballpark District was a recipient of an Urban Land Institute (ULI) Award for Excellence in 2002 as Downtown Memphis developed into an enhanced neighborhood.

There is both a residential and visitor community in the ballpark area, and in addition to the sporting events held at the stadium, there are also regular community events, such as free fitness classes at the park, festivals, and live music.

Ballpark Features

The Memphis ballpark was designed with brick and exposed steel truss work to symbolize and integrate into the City's historic area. The area was once a warehouse and distribution center as well as a railroad center for Memphis. The historical, abandoned buildings around the ballpark have been refurbished to provide modern amenities.

Transportation

The Downtown Memphis area features walkable streets, parks and open spaces, a bike sharing program, electric scooters, and trolley service which contribute to creating an engaging and connected neighborhood. The City has been active in providing "first and last mile" transportation options. AutoZone Park can be accessed by:

- Bicycles – bike lanes surround the ballpark and there are there are three bike share stations accessible from its entrance.
- Main Street Trolley Service – wide paved sidewalks connect the trolley stops on Main Street and the ballpark.
- Vehicles – parking for vehicles is provided in proximity to the ballpark, and a network of pedestrian facilities connect parking to the ballpark entrance.

Transportation Options along Main Street

Community Integration

AutoZone Park is home to the Memphis Redbirds franchise, a Minor League Triple-A team. The Memphis Redbirds in the only nonprofit team in minor league baseball. The team has not only invested to revitalize Downtown Memphis but has also invested in the community by giving back to the residents of Memphis. The Memphis Redbirds Baseball Foundation, run by a volunteer board of 20 Memphis citizens, supports a variety of philanthropic activities, including:

- Donating thousands of dollars to inner-City charities;
- Awarding more than $600,000 a year for youth baseball and softball programs in City schools or summer leagues;
- Refurbishing area facilities for youth activities; and
- Providing opportunities for children to attend professional baseball games.

Summary

- A "live, work, play, and shop" neighborhood can be developed strategically around a ballpark by establishing unique zoning districts and regulations to complement the area's character.
- Community events within a ballpark area, such as community movie nights, concerts or festivals can help engage the surrounding community and enhance surrounding neighborhoods.
- Providing walkable streets and "first and last mile" options are important in creating an accessible ballpark and surrounding neighborhood.

Technical Committee Success Measures

- Transit Connection
  - Streetcar stop on Main Street ~1,000' from entrance
- Surrounding Land Use
  - Downtown context; mixed use; office; limited residential
- Similar Challenges
  - Neighborhood revitalization and activation

Key Takeaways

Not a ballpark, a ballpark district. What makes AutoZone Park a standout is that it was not designed simply as a ballpark. The ballpark was conceived as a "Ballpark District" including dense multifamily development, new office buildings, a minor league baseball museum, a public elementary school (important for attracting families with children to downtown), and the adaptive reuse of the upper stories of an old YMCA building to lofts, along with the reuse of other historic buildings.

Ballpark as public space. The entry plaza, diagonally across an intersection from the landmark Peabody Hotel, provides a place for people to enjoy music, food, and amusements before and after baseball games, and it functions as a gathering place at other times. The baseball team, and the city work to activate these spaces on gamedays and non-gamedays alike.

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

Summary

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

- Strategically interconnecting diverse forms of transportation, including "first and last mile" options, is important in creating an accessible ballpark and surrounding neighborhood for both for game day mobility, and neighborhood connectivity on non-gamedays.
- Establishing connected, accessible, and pedestrian-oriented land uses and facilities creates a vibrant and engaging experience for visitors and residents in the area.
- Holding multiple types of events, including community-driven events within a ballpark area, such as community movie nights, concerts or festivals, can help engage the surrounding community and enhance surrounding neighborhoods.
- Reusing existing buildings and infrastructure can reduce infrastructure costs, enhance an areas sense of place, maintain neighborhood history and character, and integrate ballpark design and uses with a surrounding neighborhood.
- Establishing unique goals, policies, and regulations can help develop a ballpark neighborhood that complements the area's desired character.
- While a ballpark can help spur initial development and investment in an area, development or redevelopment effort will often require additional supportive policies, financing, programs, and initiatives in order to truly maximize the investment in the ballpark itself.

The table below provides a summary of features for each case study that has helped the respective ballpark area activate and integrate with surrounding neighborhood. The table also includes surrounding area facts within a one-mile radius of each stadium. The pie graphs below help visualize the surrounding area population's race and ethnicity.

Summary of Case Studies Ballpark Features

		Case Studies			
		Salt Lake City Ballpark	***Chickasaw Bricktown Ballpark***	***Southwest University Park***	***AutoZone Park***
Location		*Salt Lake City, UT*	*Oklahoma City, OK*	*El Paso, TX*	*Memphis, TN*
Opening Date		-	*April 1998*	*April 2014*	*April 2000*
Stadium Capacity		-	*13,066*	*9,500*	*14,320*
Surrounding Area (1 mi) Facts	Population (2020)	*15,587*	*4,532*	*14,994*	*12,210*
	Population Growth (2010 to 2020)	*+15%*	*+60%*	*+11%*	*+1%*
	Median Household Income (2020)	*$43,166*	*$56,927*	*$16,713*	*$25,195*
	Occupied Housing Units (2020)	*64% Rented/36% Owned*	*90% Rented/10% Owned*	*84% Rented/16% Owned*	*89% Rented/11% Owned*
Ballpark Area Features	Identified in an area plan or Comprehensive Plan		*x*	*x*	*x*
	Pedestrian-only infrastructure		*x*	*X*	
	Multimodal Connectivity (bike share, bike lanes, shared mobility)		*x*		*x*
	Accessible by high quality transit		*x*	*x*	*x*
	Parks/green spaces within the area		*x*	*x*	*x*
	Diverse surrounding land uses		*x*	*x*	*x*
	Adaptive reuse of existing buildings		*X*		*x*
	Special zoning regulations for the area		*x*	*x*	*x*
	Ballpark hosts other events (sporting and non-sporting)		*x*	*x*	*x*
	Supports community events within the ballpark area		*x*	*x*	*x*

BALLPARK
STATION AREA PLAN

APPENDIX E
COMMUNITY ENGAGEMENT MATERIALS

Ballpark Neighborhood Station Area Plan
Community Event #1
March 20, 2021
10:00 AM - NOON
A G E N D A

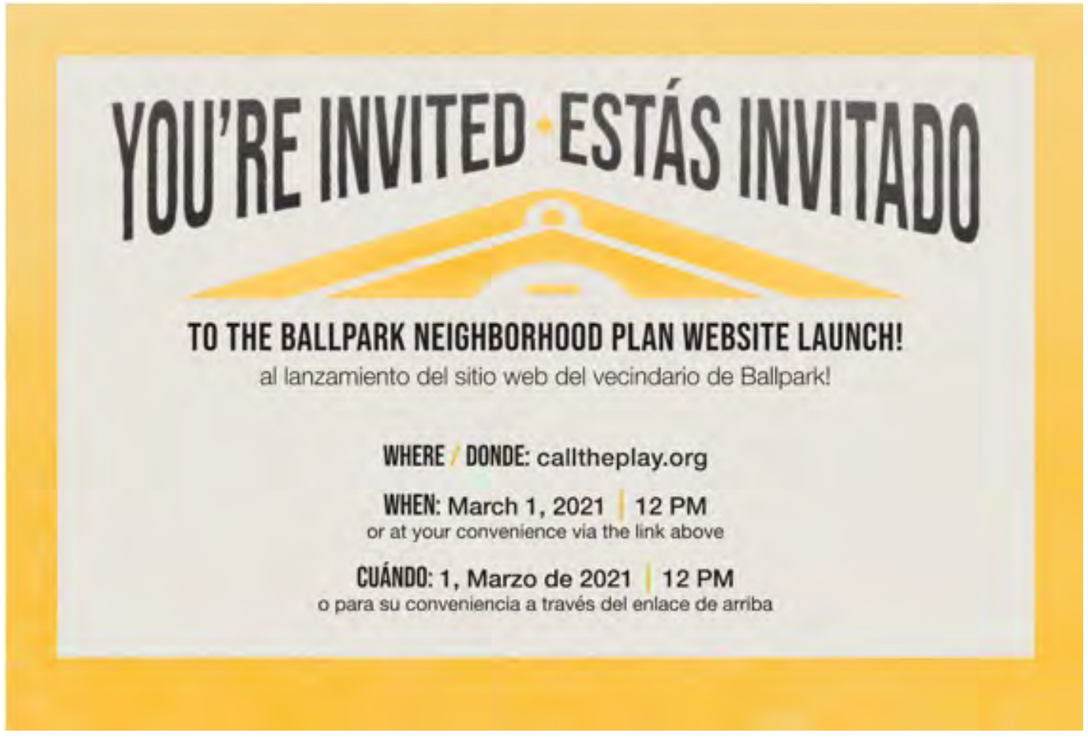
Time	Description	Responsible
10:00 – 10:05	Welcome & Introduction of team	Susan Lundmark Christine Richman
10:05 – 10:10	Meeting norms & expectations	Annaka Egan
10:10 – 10:20	Introduction to Process and Review and Input: - Roles & responsibilities - Public Engagement Schedule - Tools - Study Area - Getting to know you poll - Key ideas and terms for the vision for the Future of the Ballpark area (Review key statements/terms from prior documents) - Emerging Key Public Actions - Emerging Key Private Actions	Christine Richman

10:20 – 10:50	Breakout Session #1
	- Growth & Economic Development
	  o Opportunities
	  o Big Ideas for Growth & Economic Development
	- The Ballpark
	  o Review of key take-aways from case studies
	  o Big Ideas for the Ballpark
	- The Station, Transportation & Connectivity
	  o Review of barriers/benefits of current infrastructure
	  o Big ideas for the Station, Transportation and Connectivity
		Jason Claunch
		
		Steven Chester
		
		Jacob Farnsworth

10:50 – 11:20	Breakout Session #2
	- Growth & Economic Development
	  o Opportunities
	  o Big Ideas for Growth & Economic Development
	- The Ballpark
	  o Review of key take-aways from case studies
	  o Big Ideas for the Ballpark
	- The Station, Transportation & Connectivity
	  o Review of barriers/benefits of current infrastructure
	  o Big ideas for the Station, Transportation and Connectivity
		Jason Claunch
		
		Steven Chester
		
		Jacob Farnsworth

11:20 – 11:50	Breakout Session #3
	- Growth & Economic Development
	  o Opportunities
	  o Big Ideas for Growth & Economic Development
	- The Ballpark
	  o Review of key take-aways from case studies
	  o Big Ideas for the Ballpark
	- The Station, Transportation & Connectivity
	  o Review of barriers/benefits of current infrastructure
	  o Big ideas for the Station, Transportation and Connectivity
		Jason Claunch
		
		Steven Chester
		
		Jacob Farnsworth

11:50 - Noon	Polling - Key ideas and terms for the vision for the Future of the Ballpark area (Review key statements/terms from prior documents) - Emerging Key Public Actions - Emerging Key Private Actions	Christine Richman
Noon	Adjourn	



GSBS CONSULTING

Ballpark Station Area Plan
Steering Committee Meeting #1
February 11, 2021
6:00 – 8:00 PM
A G E N D A

#	Time	Description	Responsible
1	6:00 – 6:05	Welcome	Susan Lundmark
2	6:05 – 6:10	Meeting norms & expectations & purpose	All
3	6:10 – 6:35	Introductions & welcome exercise	Christine Richman
4	6:35 – 6:45	Why have we asked you here tonight? • What is a Station Area Plan • How will it be used? • Role of the Steering Committee • Process & schedule	Susan Lundmark Christine Richman

5	6:45 – 7:10	Community engagement & outreach
		• Phase 1 – Public Engagement launch
		  ○ Logo
		  ○ Website
		  ○ Outreach
		  ○ Survey – Survey review and practice
		• Tutorial on Social Pinpoint
		• Stakeholder & small group interviews
		• Who is missing from the conversation?
		• How can we reach them?
			Christine Richman

6	7:10-7:25	Ballpark Case Study Review	Steven Chester
7	7:25 – 7:55	What we have learned so far • Economic & market analysis • Transportation & connectivity	 Jason Claunch Jake Farnsworth
8	7:55 – 8:00	Next Steps	Christine Richman
9	8:00	Adjourn	

375 WEST 200 SOUTH
SALT LAKE CITY, UT 84101
P 801.521.8600
F 801.521.7913

7291 GLENVIEW DRIVE
FORT WORTH, TX 76180
P 817.589.1722
F 817.595.2916

www.gsbsconsulting.com

Ballpark Station Area Plan
Steering Committee Meeting #2
March 11, 2021
6:00 – 8:00 PM
A G E N D A

#	Time	Description	Responsible
1	6:00 – 6:05	Welcome	Susan Lundmark
2	6:05 – 6:10	Meeting norms & expectations & purpose	Annaka Egan
3	6:10 – 6:15	Introduction of new members	Christine Richman
4	6:20 – 6:25	Project update	Christine Richman
5	6:25 – 6:45	Growth & Economic Development • Opportunities • Big Ideas for Growth & Economic Development Discussion	Jason Claunch
6	6:45 – 7:05	The Station, Transportation & Connectivity • Review of barriers/benefits of current infrastructure • Big ideas for the Station, Transportation & Connectivity	Jake Farnsworth
7	7:05 -7:25	The Ballpark • Review key take-aways from case studies • Big ideas for the Ballpark	Steven Chester
8	7:25 – 7:45	Vision & priorities for the future • Guiding principles • Key terms	Christine Richman
9	7:45 – 7:55	Community Event #1 March 20, 2021 planning & materials discussion	Christine Richman
	7:55 – 8:00	Next Steps	Annaka Egan
	8:00	Adjourn	

375 WEST 200 SOUTH
SALT LAKE CITY, UT 84101
P 801.521.8600
F 801.521.7913

7291 GLENVIEW DRIVE
FORT WORTH, TX 76180
P 817.589.1722
F 817.595.2916

www.gsbsconsulting.com

SUSTAINABILITY • PLANNING & ECONOMICS • HEALTHCARE & MEDICAL EDUCATION

GSBS CONSULTING

Ballpark Station Area Plan
Steering Committee Meeting #3
April 8, 2021
6:00 – 8:00 PM
A G E N D A

#	Time	Description	Responsible
1	6:00 – 6:05	Welcome	Susan Lundmark
2	6:05 – 6:10	Meeting norms & expectations & purpose	Annaka Egan
3	6:10 – 6:20	Project update • Community Event debrief • Preliminary survey results • Stakeholder update	Christine Richman
4	6:20 – 6:45	Discussion and identification of goals & opportunities in area • Growth & economic development • Transportation & connectivity • Ballpark/Station area	All
5	6:45 – 7:00	Review of Urban Footprint baseline scenario & discussion of evaluation measures	Annaka Egan
6	7:00 – 7:30	Break out work sessions to visualize future of Ballpark Neighborhood • Density & growth • Connectivity • Focus areas	All
7	7:30 – 7:55	Full group discussion of future vision of Ballpark Neighborhood	Christine Richman
8	7:55 – 8:00	Next Steps	Annaka Egan
	8:00	Adjourn	

375 WEST 200 SOUTH
SALT LAKE CITY, UT 84101
P 801.521.8600
F 801.521.7913

7291 GLENVIEW DRIVE
FORT WORTH, TX 76180
P 817.589.1722
F 817.595.2916

www.gsbsconsulting.com

GSBS CONSULTING

Ballpark Station Area Plan
Steering Committee Meeting #4
May 13, 2021
6:00 – 8:00 PM
A G E N D A

#	Time	Description	Responsible
1	6:00 – 6:05	Welcome	Susan Lundmark
2	6:10 – 6:15	Project update	Christine Richman
3	6:15 – 6:30	Review and discuss Connectivity Diagram	Jacob Farnsworth
4	6:30 – 6:45	Preliminary Future Land Use Map Review and Discussion	Christine Richman
5	6:45 – 715	Review and discuss densities in The Heart of the Ballpark	Annaka Egan
6	7:15 – 7:45	Review and discuss Urban Footprint Scenario Analysis of densities in The Heart of the Ballpark	Annaka Egan
7	7:45 – 7:55	Community Event planning for May 21 & 22	Annaka Egan
8	7:55 – 8:00	Next Steps	Annaka Egan
	8:00	Adjourn	

375 WEST 200 SOUTH
SALT LAKE CITY, UT 84101

P 801.521.8600
F 801.521.7913

7291 GLENVIEW DRIVE
FORT WORTH, TX 76180

P 817.589.1722
F 817.595.2916

www.gsbsconsulting.com

THIS PAGE IS INTENTIONALLY LEFT BLANK