AFTER THE STATION AREA PLAN

Rail-Volution 2011 – Washington, D.C.
After the Station Area Plan

Moderator & Panelists:
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- Deirdre Oss – City of Denver, Colorado
- David Brainerd – Madison Marquette
After the Station Area Plan

- **Session Structure**
  - **Government Perspective**
    - How do we get the results we want?
      - Salt Lake City
      - Denver
  - **Development Perspective**
    - What makes a TOD successful
    - What can TOD promoters do to engage the private sector?
    - What makes a TOD economically successful?
    - What is the fastest path from plan to completion?
Two projects where public initiative and investment are needed to stimulate private development

- **Intermodal Hub Area:**
  - High-risk for development;
  - Great transit, some access challenges

- **Sugar House Streetcar**
  - Neglected Freight Corridor
  - Existing Uses turn back to the alignment
Salt Lake City – Intermodal Hub
Hub District Today
RDA Ownership

- **Serta Properties:** 3.95 acres
- **Wright Property:** 31 acres
- **Intermountain Furniture:** 2.8 acres
- **SDI Property:** 1.62 acres
Vision

- Destination, mixed-use district
- Arts, residential, institutional uses
- Transit-rich and pedestrian
- Urban scale, but densities don’t compete with CBD
- Essential but not excess, parking
- Festival street at 300 S.
Vision:
Non-traditional development
Accelerated Time Line

Biggest Challenge – Reduce or Remove Development Risks
Development Risks:

1. Uncertainty about community desires, concerns about community resistance
2. Uncertainty about adjacent incompatible uses
3. City Review Processes
   1. Discretionary reviews – many uses permitted as Conditional Uses – review by Planning Commission
   2. Permit Review
4. Condition of public infrastructure
5. Cost of Parking
6. Access
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City/RDA Response:

1. Create station area plan, using robust public process.
2. Adopt New Zoning to Implement Station Area Plan
3. Form-based codes with clear development/design guidelines, expedited review.
   - Developers: “Be as picky as you want, but write it down and let us build.”
4. TIF Funds to repair/replace/create roads, sidewalks, lighting
5. Share Parking Structure
6. Transit hub, bike station, streetcar line.
Urban Design Plan

2 block focus area
Mixed-use, 3-4 stories
Break up blocks into walkable, developable parcels
Maximize development
Parking decks on each block
Wide sidewalks--retail, active uses on 300 South
Left turn access to 300 S. from 500 W.
North Block

Woodbine and Eccles become mini-streets
Smaller parcel sizes
Primarily residential and arts—Art Space
450,000+ SF new development
498 shared space parking structure
Security Warehouse preserved
South Block

New streets create internal street network

Larger parcel opportunity for employment, institutions, residential

New development of 550,000 + SF

570 shared space parking structure
Streetcar Alignment Options
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Salt Lake City – Sugar House Streetcar
SALT LAKE CITY’S STREETCAR HISTORY

In July 1872 Brigham Young, took the first ride on the new mule-drawn streetcar as it started down Main Street.

By 1883 the Salt Lake Railroad Company had 41 cars, nine miles and 84 mules.

In 1889 the company electrified one line.

By 1919, the trolley network consisted of 22 distinct lines, offering service from Sugar House to North Salt Lake, and from the Jordan River to Fort Douglas.

In the midst of dramatic economic and political changes, the electric streetcar operated successfully in Salt Lake City from 1889 to 1945.
The Poplar Grove line will need approximately 3.42 miles of new track.
The Rose Park line will need approximately 3.62 miles of new track.
The Avenues line will need approximately 5.04 miles of new track.
The Zoo and Research Park line will need approximately 2.69 miles of new track.
The Sugar House line will need approximately 4.89 miles of new track.
The complete system requiring approximately 19.65 miles of new track.
SUGAR HOUSE STREETCAR
Sugar House Today
Sugar House Today
Existing Corridor

Station 137+00
Existing Corridor
Sugar House Streetcar Corridor
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Development Risks:
1. Uncertainty about community desires, concerns about community resistance
2. Public & Private Investment in the Corridor
3. Condition of public infrastructure
4. Parking
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City/RDA Response:
2. Public funds to construct base streetcar project; future station placeholders; “template for private investment.”
3. Assessment District to construct/maintain key amenities.
4. Large lots at the ends; not in the middle.
Summary:
Thoughtful public investments
Robust Public Involvement
Engagement of Private Sector as a Partner
Clear direction about the end result we want, and
   How to navigate the City process to achieve it.

All aimed at stimulating private investment through reduced development risk.

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