



PROPOSED SOUTH MAIN STREET Small Area Master Plan





ROSS C. "ROCKY" ANDERSON
MAYOR

SALT LAKE CITY CORPORATION

OFFICE OF THE MAYOR

January 25, 2005

David W. Checketts, Chairman
Sports Capital Partners
280 Park Avenue, 5th Floor East
New York, NY 10017

Re: Proposed South Main Street Small Area Master Plan

Dear Mr. Checketts:

The opportunity to locate a professional soccer stadium in Salt Lake City on Block 22, located between 600 South and 700 South between Main Street and West Temple Street, will provide a catalyst for the surrounding blocks to redevelop and create an excellent southern anchor for the Central Business District (CBD).

The proposed construction of a soccer stadium on Block 22 has provided impetus for Salt Lake City to develop the proposed South Main Street Small Area Plan. This plan creates a vision of a vibrant mixed-use neighborhood that takes advantage of light rail transit, freeway access and a location that is linked with the CBD and other emerging downtown neighborhoods. The plan also identifies implementation strategies that include incentives available from the Salt Lake City Redevelopment Agency to encourage new development in this area.

If Real Salt Lake selects Block 22 as the site to construct its stadium, our Administration will move forward to urge adoption of the South Main Street Small Area Plan. We look forward to a long and prosperous partnership with Real Salt Lake.

Sincerely,

A handwritten signature in black ink, appearing to read "Ross C. Anderson".

Ross C. Anderson
Mayor

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PROPOSED SOUTH MAIN STREET SMALL AREA MASTER PLAN FOR BLOCKS 14, 15, 16, 21, 22, AND 23

PURPOSE

The goal of this small area master plan is to outline a process to take advantage of opportunities that will solidify a southern anchor for Salt Lake City's Main Street and fine-tune City land use policies for the south end of the Central Business District (CBD). The small area master plan focuses on the development opportunities of Blocks 14, 15, 16, 21, 22 and 23, which are located between 600 and 800 South from 200 West and State Street.

INTRODUCTION

Historically, American downtowns physically shift over time. What was the most important corner of the City in 19th Century may be in a different location in the 20th Century. Salt Lake City is the exception to the rule. Its Downtown 100% corner, the property generating the highest rents in the City, has remained in the area of 100 South and Main Street for 150 years. Yet Salt Lake City is similar to other cities in that its downtown has also grown and has a secondary area of influence. While the northern anchor of Main Street has remained strong and consistent, the southern anchor has fluctuated.



The southern boundary for the CBD has historically been 450 South. In the 1990s the City extended the CBD to 650 South in order to include the Grand and Little America hotels and to solidify the southern anchor with higher density zoning.

Sears, located on 800 South, is just beyond the traditional Downtown core. However, with the development of a strong anchor at the south end of the CBD, this site will take on a greater importance.

DOWNTOWN SALT LAKE CITY – THE HEART OF IT ALL

At present, there are numerous planned projects and developments underway that guarantee Salt Lake City's future. The projects encompass art and cultural, educational, hospitality, retail and commercial facilities, as well as transportation projects, residential developments and public facilities.



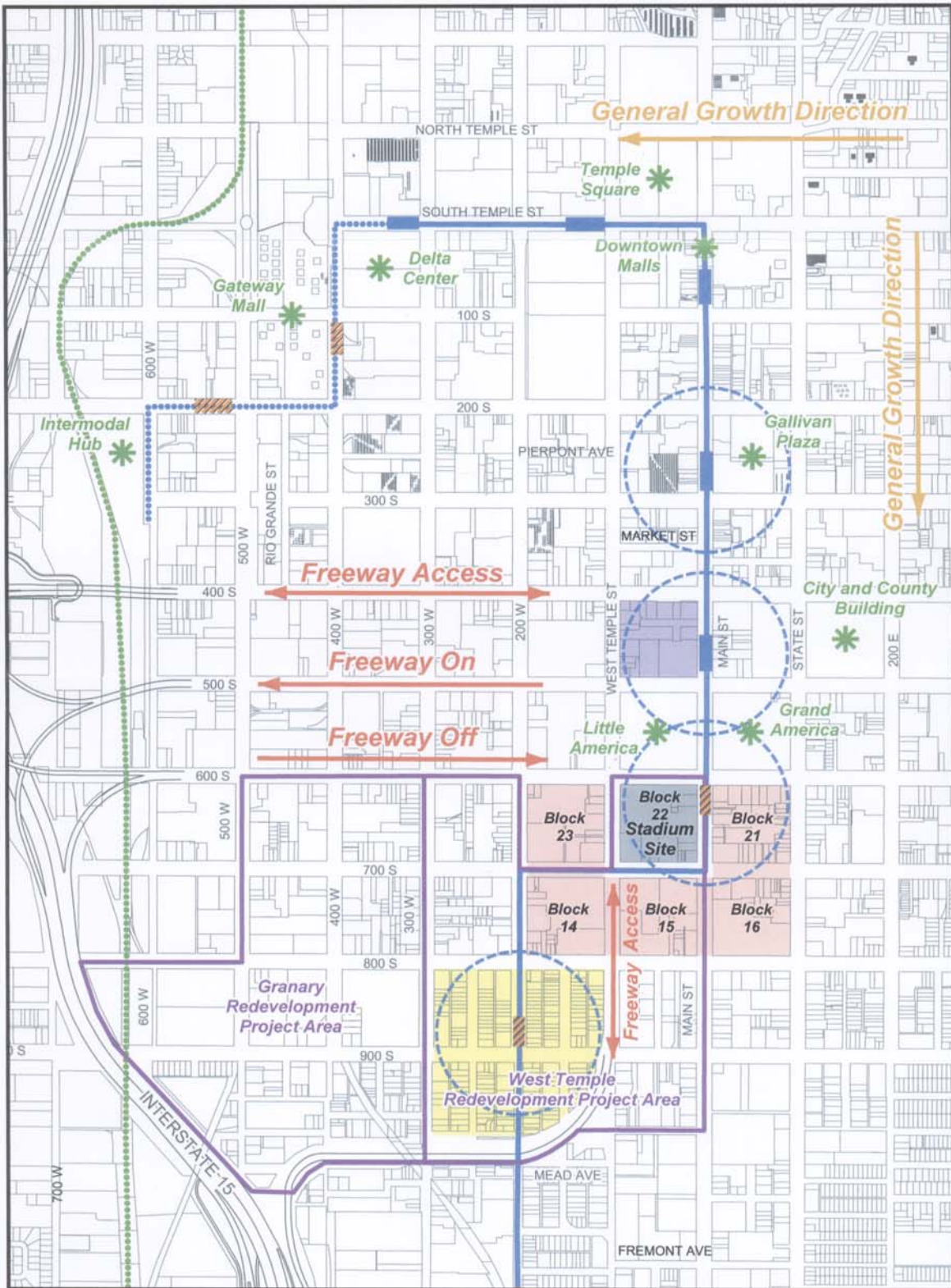
Salt Lake City is the only location in the state of Utah that brings people – residents as well as visitors – together in a City with extraordinarily rich history; elegant architecture; a prime location; light rail and convenient transportation options; world-class athletic and cultural events and institutions; and a strong business community.

Downtown Salt Lake City is a vibrant place to live, work and play. With a thriving business community, revitalized urban living, and premier cultural, entertainment and visitor attractions, Utah's Capital City is one of the most dynamic urban centers in the West!

Downtown Salt Lake City is home to 60,000 employees, 5 million annual visitors, and was the host of the 2002 Winter Olympic and Paralympic Games. New developments include a new \$350 million light rail system that runs 15 miles along the Wasatch Front into Downtown; a new central library designed by internationally renowned architect Moshe Safdi; and the new Gateway mixed-use development with over 90 shops, 450 apartments and condominiums, a state-of-the-art planetarium, the Children's Museum of Utah, and restored Union Pacific Depot. In addition, there is over \$500 million in public and private investment underway in Downtown Salt Lake City, including redevelopment of the Crossroads and ZCMI malls on Main Street and the development of a campus for Brigham Young University-Salt Lake City.

Downtown Salt Lake City has a diverse arts and cultural community, as well as a strong athletic tradition, which creates an extremely vibrant urban experience. More than 2 million people annually attend art, culture and sporting events in Downtown Salt Lake City – home to the Utah Symphony, Utah Opera, Ballet West, the Mormon Tabernacle Choir, the Utah Jazz, the Salt Lake Stingers, the Salt Lake City International Jazz Festival, Living Traditions Folk Festival, First Night, Utah Arts Festival, the Twilight Concert Series, hundreds of special events, and dozens of art galleries and museums. Salt Lake City also boasts an active nightlife, with more than 100 private clubs and restaurants and 20 art galleries in the downtown area. Whether its sports, sculpture,

Downtown Land Uses and Transportation Linkages in the South Main Street Master Plan Area



- Existing Light Rail Line
- Proposed Light Rail Line
- Proposed Commuter Rail Line
- Emerging Neighborhood
- Study Area
- Potential Major Development
- Proposed Light Rail Stops
- Light Rail Stops
- One Block Walk



opera, performance art, ballet, film, theatre or rock 'n roll, it happens in Downtown Salt Lake City.

MASTER PLANS

The general plan of the Salt Lake City is to encourage the growth of Downtown to occur to the south and to the west of the traditional central core, away from historically low-density residential areas, to reclaim older industrial and commercial areas. Redevelopment in the southern part of the Downtown will help reinforce the Downtown as a major destination for recreation, entertainment, commerce, tourism and housing.

The **Downtown Plan** articulates a vision to direct the future growth of Downtown in the general area between Interstate 15 (I-15) and 700 East from North Temple to 900 South. The Plan encourages growth to the west and to the south of the existing downtown core. The Downtown Plan specifically recommends that any new professional baseball, football or soccer facilities should be constructed adjacent to Downtown with locations to the south and west being the most appropriate.

The purpose of the **Urban Design Element** is to give physical and design direction to urban growth, conservation and change. Because of the need to maintain and enhance a livable and vibrant urban environment, the Urban Design Element places a premium on key urban design features and recommends:

- Intensive commercial development south of the commercial core.
- Mixed-use development.
- Maintaining the City's CBD as the visually dominate center of the City.
- Providing parking facilities at the district level rather than at the individual building or development level.
- Creating parking districts in the Commercial Core that are interconnected to freeways, pedestrian networks, and open space.
- Creating a pedestrian-oriented environment at the ground floor of all buildings.

The **Central Community Development Plan** encompasses the area generally located between North Temple and 1700 South from I-15 to 1300 East. This Plan serves the community by providing policies and principles to encourage a sustainable and enhanced environment for living and working in the Central Community. The Central Community includes the study area; Blocks 14, 15, 16, 21, 22 and 23, which are located near the southern end of the CBD between 600 and 800 South from 200 West to State Street.

The Central Community Plan identifies the following future land uses for the South Main Street area:

- Block 14:** Residential and commercial services
- Blocks 15 and 16:** Limited commercial service
- Blocks 21, 22 and 23:** Hotels, motels and related visitor services.

The Central Community Plan was effectively updated with the adoption of a new zoning code in 1995. The new code allows for significant mixed-use development in order to achieve the Plan's goal of a compact and vibrant downtown.

LAND USE

Typical land uses in the South Main Street area include auto dealerships, hotels, retail and service industries. Office and residential land uses have not yet developed to a significant degree. However, with the addition of light rail access and other catalysts for redevelopment, the housing and office markets may find a niche in the area. An overall analysis of the location, size and current usage of the properties in the South Main Street area indicates that there is a significant under utilization of property. For instance over seventy percent of Block 22 is vacant or dedicated to surface parking. It is common to have large tracts of underutilized property in urban areas that are in transition. The abundance of underutilized property in the South Main Street area provides an opportunity for dramatic redevelopment, particularly since it tends to be held in large ownership blocks. In addition, because of the close proximity of freeway on- and off-ramps, the area has tremendous potential to develop with a focus on hotel, motel development, entertainment, retail and housing.

Because of its location in the CBD and the surrounding development, the South Main Street area has an adequate utility infrastructure system in place to accommodate additional development.

DOWNTOWN TRANSPORTATION AND PARKING

Salt Lake City has an established multi-modal transportation system serving Downtown. This system currently includes light rail and bus transit options and will add commuter rail by 2007. The light rail system includes the 15-mile North-South line running from the Delta Center in Downtown Salt Lake City to 10000 South in Sandy and the University line running from Main Street to the University of Utah Medical Center via 400 and 500 South streets. The average weekday ridership on the light rail system is over 20,000 people; 26,000 people on Saturdays. The Intermodal Hub which will be the terminus for light rail, commuter rail, Amtrak, and Greyhound bus is currently under construction in Downtown Salt Lake City.

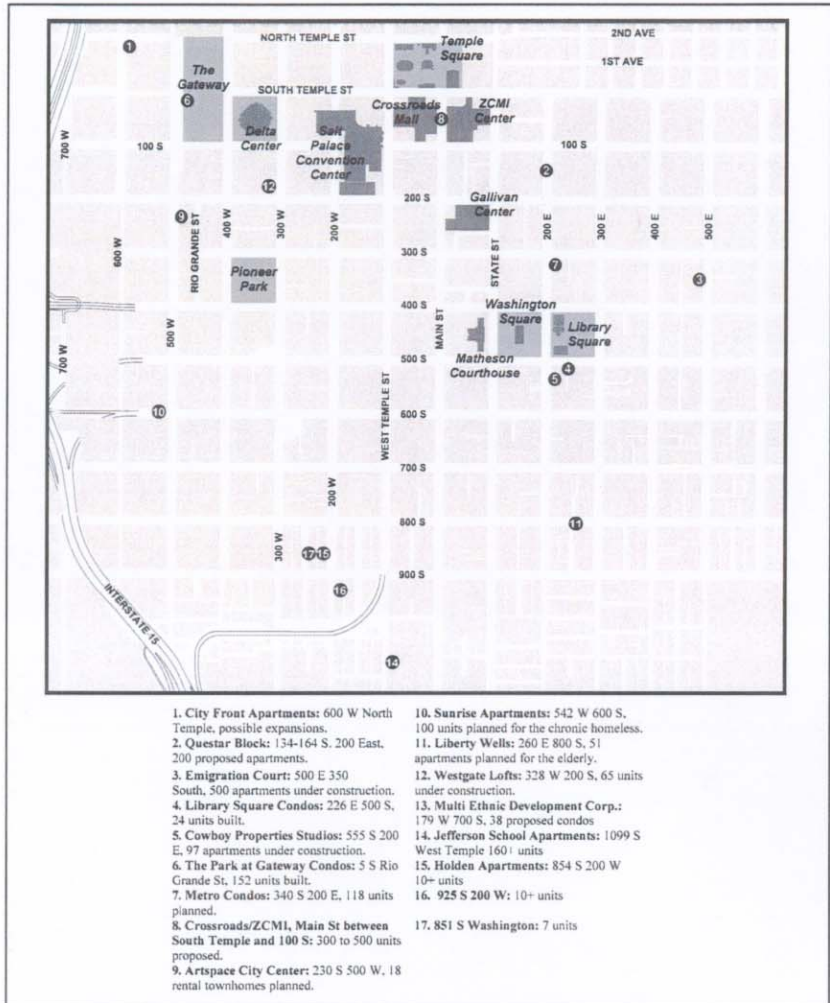
Freeway access connecting the South Main Street area to I-15 and I-80 to is provided along the 400, 500 and 600 South streets corridor and from West Temple at 900 South.

There is abundant parking available in the CBD including more than 27,000 parking stalls in a mix of pay lots, street meters and public parking garages.

EMERGING NEIGHBORHOODS AND HOUSING STOCK IN DOWNTOWN.

Salt Lake City has seen a resurgence of housing development in the Downtown since the late 1990s. There are several emerging neighborhoods in the Downtown area. Specifically, the area around 900 South and 200 West has seen recent development of housing. Some of this is due to the anticipation of transit access but much of the new development is market driven by a pent up demand for downtown housing. This area in particular has seen the construction of two medium-rise housing complexes, a major low-rise apartment complex, construction of new townhomes and reinvestment in single family homes.

Other residential nodes are also developing along the University light rail line, near the Salt Lake City Library, around Pioneer Park and at the Gateway mall. All of these new neighborhoods have access to South Main Street area via transit.



VISION OF THE FUTURE

SOCCER STADIUM AS A CATALYST FOR REDEVELOPMENT

This plan will utilize the proposed **Real Salt Lake** professional soccer team stadium as the centerpiece of the redevelopment of the southern end of Downtown. The proposed site is Block 22, Plat A, which is located between Main and West



Temple Streets and 600 and 700 South Streets.

There are numerous blocks of large ownership parcels immediately east, south, southwest, and southeast of the proposed soccer stadium site providing numerous opportunities for dramatic redevelopment. The proposed stadium will immediately benefit from the release of pent up development energy in the area that is awaiting a catalyst.

CATALYST

Just as the Salt Palace, Delta Center and Triad Center created a catalyst for larger development on the City's near west side, there is a need for a catalyst at the southern end. Historically, the Boston, Newhouse and Hotel Newhouse buildings provided such an anchor at the south end of the CBD. However, demolition and changing retail patterns have left the area weakened. The expansion of the Moss Courthouse will provide some energy; however because of its limited service to the general public, it will not generate a significant redevelopment opportunity.

Detail of the Proposed Soccer Site - Block 22A 600 to 700 South, Main Street to West Temple 10 acres

Majority Property Owner: Sinclair Oil

Strengths:

- Creation of specific Real Salt Lake Soccer Stadium light rail stop
- Naming rights of the light rail station may be available
- This site provides a better scenario than the original Delta Center site for neighborhood revitalization – the Delta Center was on the edge of town; 400 West was not improved, there was no transit access, the development of the Gateway was not conceived, the Triad Center was the only significantly developed adjacent parcel. This site has transit access, easy and direct auto access on fully improved streets, two major luxury hotels nearby, adjacent Sears store, and several large adjacent parcels available for immediate redevelopment. If the stadium wants neighborhood renaissance potential, similar to the Delta Center, this site offers the greatest potential because all of the ingredients exist, they merely need the spark to ignite
- Great auto access
- Gateway to the City
- Immediate team hotel access
- Incredible adjacent redevelopment opportunities

Considerations:

- Relocation of one auto dealership
- The development of the block north of Little America would significantly connect this site to downtown, and may be spurred on by the stadium (it is conceivable that by the time the stadium is built the pressure to develop the other blocks would come to fruition)

The Grand America and the Little America hotels also serve as a significant anchor to the south end of Downtown. Yet they are a single land use and alone are not enough to solidify the neighborhood. Significant development opportunities exist north of Little America where the City remains supportive of a mixed- use development concept on the blocks that have been acquired by the Sinclair Oil Company for that purpose.

A significant element of the southern catalyst may be a new stadium, for example, the Delta Center stimulated growth in the west Downtown.

COMPARISON OF THE PROPOSED REAL SALT LAKE STADIUM WITH THE DEVELOPMENT OF THE DELTA CENTER

Development Goals: The Delta Center was built to the west of Downtown to implement the goal of encouraging new development to the west of Downtown. The Soccer stadium at the south end of Downtown would further anchor the City's long term direction of strengthening Downtown by encouraging development to the west and south of the Central Business District.



Freeway Access: The proposed site has many advantages that the Delta Center did not have: Freeway access to the proposed site of the soccer stadium is superior to that of the Delta Center. When the Delta Center was built, 300 West was a major highway, but 400 West was not improved, did not connect to Beck Street and did not provide a direct connection to the 600 North I-15 interchange.

Transit Access: The soccer stadium will have immediate transit access with the construction of the light rail station on Main Street south of 600 South. UTA's bus route 442 provides service along Main Street. The Delta Center was built before light rail was constructed. Furthermore, the Delta Center was not located on major bus routes.

Hotel Accommodations: The proposed soccer stadium location is adjacent to several hotels, providing over 4000 rooms within a three block radius, including Little and Grand America Hotels, while the closest hotel accommodations to the Delta Center was the Wyndham (Prime) Hotel, one block away.

Entertainment Establishments: The proposed soccer stadium has existing private clubs and restaurants as neighbors (Iggy's, Brewvies, Skybar, etc.). There is also a retail/department store anchor (Sears) adjacent to the proposed stadium site, whereas the Delta Center was built prior to its retail and entertainment neighbor (Gateway).

SURROUNDING REDEVELOPMENT POTENTIAL

Block 22 is located within the West Temple Gateway redevelopment project area, a redevelopment area established by the Salt Lake City Redevelopment Agency. Because of the availability of large ownership parcels that are relatively underutilized, the potential for redevelopment in this area is significant.

The development area objectives include:

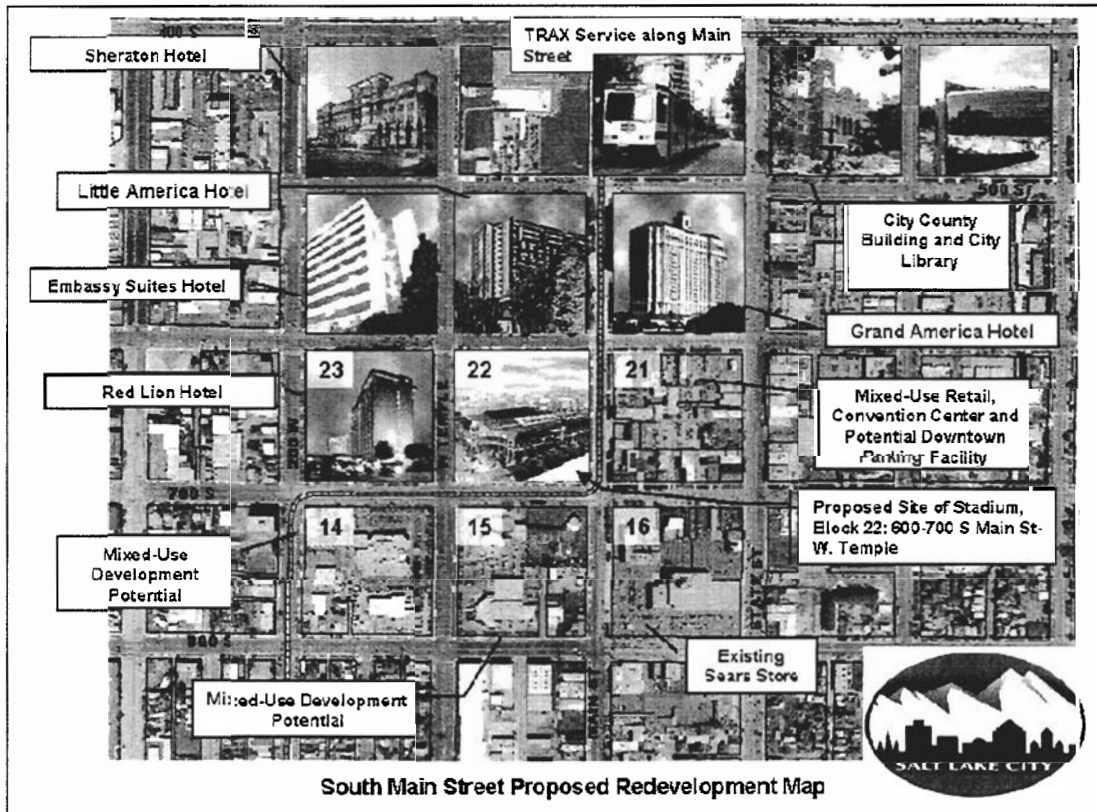
- Develop south downtown
- Develop a gateway image for south downtown
- Encourage land use transition from low density residential commercial mix to service commercial

- Improve streetscapes
- Incorporate off-street parking
- Assemblage of land and encourage adaptive reuse
- Create an environment reflecting a high design level of architecture, landscaping and urban design
- Market sites

Block 21, east of the proposed stadium contains multiple parcels, but one owner controls approximately 70% of the site. It is a prime location for mixed-use development, including the potential for shared parking facilities.

The Sears block (Block 16, southeast of the proposed soccer stadium) has large single ownership. The existing store is one of Sears' older stores and may benefit from better transit access and denser neighboring development. The mere existence of other major attractions in the area will remind patrons of Sears' importance in the area. Sears as a corporation has also been experimenting with new formats of retailing which may be applicable to this site.

Block 15, immediately south of the proposed stadium, contains several large auto dealerships. The corner of Main and 700 South is a large site which has been on the retail market and will provide an immediate opportunity for redevelopment.



Block 14, southwest of the soccer stadium site, also contains large auto dealership under large parcel ownership.

Block 23, west of the proposed soccer stadium, contains hotel and entertainment uses that could be intensified.

There is the nucleus of a neighborhood already developing near the TRAX station at 900 South 200 West. Several new multi-family housing projects have recently been constructed in this area. The zoning around the 900 TRAX station allow high or unlimited densities and new projects are being developed in a variety of formats, from high-rise apartments to townhomes to single family home renovation. Redevelopment around Block 22 could provide needed services for residents in this area and patrons of the hotels adjacent to Block 22. Complimentary land uses could include retail, movies, medical offices, laundry services, etc. This may provide an emerging transit accessible new market for an updated Sears.

FREEWAY ACCESS

Block 22 is favorably located within close proximity to several freeway access points. Freeway access is available on:

- **400 South** – On-ramp for Northbound and Southbound (High occupancy vehicles only) I-15; Off-ramp for Northbound I-15 HOV and Southbound I-15
- **500 South** On-ramp for Westbound I-80 and Southbound I-15
- **600 South** Off-ramp for Northbound I-15 and Eastbound I-80
- **900 South** On-ramp for Southbound I-15 and off-ramp for Northbound I-15.

TRANSIT ACCESS

The proposed stadium site will have access to the TRAX North/South light rail line. This TRAX line is also accessible from the University TRAX line. A future TRAX station is planned to be constructed on Main Street south of 600 South. This station would provide direct access to the proposed stadium site. In addition, the Redevelopment Agency is in the approval process to allow construction of a new TRAX station at 900 South and West Temple.



PARKING

The City has a well developed alternative parking and shared parking program. Both the Delta Center and the LDS Conference Center were built using alternative parking concepts. The City did not desire large single use parking facilities for these facilities and has benefited from having multiple parking opportunities and forms of access. The private market, particularly in the case of the Delta Center, has responded with parking programs. However it should be pointed out that the Delta Center was built prior to the existence of light rail, which now provides free and easy access throughout the Downtown. Also, in 1995, the City removed distance requirements for off-site parking, allowing developers of office buildings to have remote dedicated parking. The Real Soccer stadium provides a unique long term opportunity to develop parking that may be dedicated to the Stadium in the evening and off-peak hours, while providing required parking for other land uses along Main Street during the day. This may be particularly beneficial for historic buildings that do not have dedicated parking. For the short-term, Salt Lake City has identified 4,571 parking spaces within several blocks of the proposed stadium. A dedicated parking garage is not planned at this time. Shared parking with Grand America and Little America hotels, the Salt Lake City Library, Wells Fargo, and Block 40 will be used. If the Redevelopment Agency purchases the Mark Miller auto dealership property at 717 South West Temple, another 350 stalls of surface parking could be developed to generate a revenue stream until a mixed-use housing development could be built.

RECOMMENDED FUTURE LAND USE PLAN AND ZONING FOR THE SOUTH MAIN STREET AREA

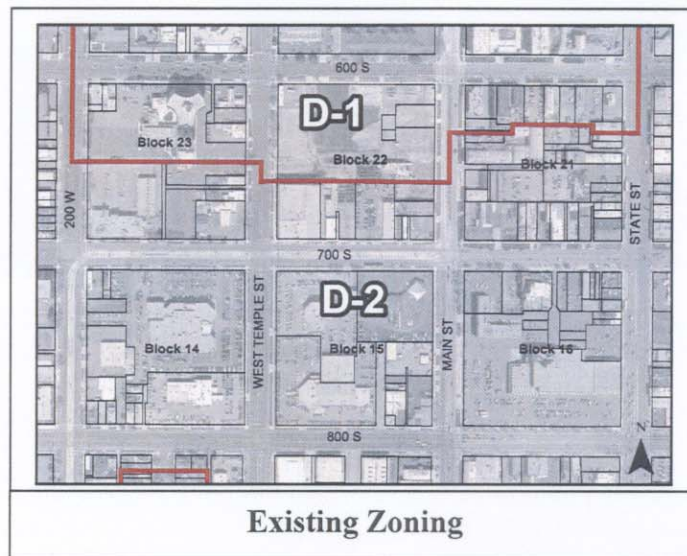
MIXED-USE CONCEPT

Because this is an urban environment, continuing with the mixed-use, land use concept will be the key to successful redevelopment of the area. All of the blocks adjacent to the proposed stadium should have elements of housing, hotels, retail and entertainment. The stadium will be a generator for restaurant, hotel and tourist activities.

RATIONALE FOR PROPOSED ZONING AMENDMENTS

Current Zoning: Currently the area is zoned D-1 and D-2. The purpose of the D-1 Central Business District is to foster an environment consistent with the area's function as the business, retail, entertainment and cultural center of the community and the region.

The purpose of the D-2 Downtown Support Commercial District is to accommodate commercial uses and associated activities that relate to and support the Central Business District but do not require a location within the Central Business District.



Generally, the D-1 and D-2 districts allow a wide variety of residential, office, retail, institutional, recreational, cultural and entertainment uses. Stadiums are not currently listed as an allowed land use in either district, although the Downtown Plan supports the development of a stadium for professional sports in this area. Table of Permitted and Conditional Land Uses for the Downtown Districts is attached as Appendix 2.

Recommended Zoning: The South Main Street Master Plan is designed with a philosophy that supports the establishment of sporting/entertainment, commercial and housing development. This philosophy makes zoning changes necessary.

The D-1 high density zoning in the Downtown extends from North Temple to approximately 650 South. The northern portion of this district, from South Temple to 400 South, is densely developed and many properties are being updated or redeveloped to meet market demands. The southern portion of the D-1 District, from 500 South to 650 South, includes significant areas of vacant land, often arranged in large single ownership

parcels which are very attractive for redevelopment and will be relatively easy to achieve when opportune circumstances emerge.

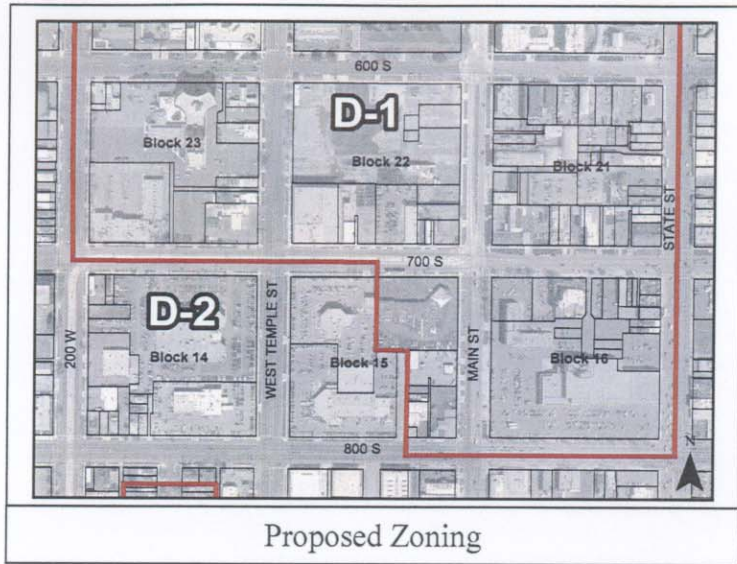
The D-2 District in the South Main Street area has been used as a holding zone that allows commercial development at a lower intensity level than the D-1. As such, the D-2 District historically has been the “auto dealership” zone.

Because a typical auto dealership consumes large tracts of land, such uses are not appropriate in a dense urban area where a more intense mixed-use development concept is preferred.

More intense development of larger parcels in the South Main Street area is contemplated. It is now an appropriate time to amend the Zoning Map by extending the D-1 District further south to allow integration into the higher density downtown and to include stadiums as an allowed land use in the D-1 District since the Downtown Plan supports the development of professional sports facilities.

Zoning Amendment Process: The process required to amend the zoning map and to allow stadiums in the D-1 District will take approximately four to six months to complete. The public input process will include a public open house and meetings with the People’s Freeway Community Council and the Central City Neighborhood Council. The zoning amendment approval process requires public hearings before the Planning Commission and the City Council, which has final approval authority.

It would be ideal to extend the D-1 District from its present southern boundary at approximately 650 South to 800 South between 200 West and State Street, however, for fear of non-conforming existing viable businesses, we recommend that the D-1 District be extended from 650 South to 700 South between 200 West and State Street and south to 800 South between approximately 50 West and State Street. All of the proposed mixed-use scenarios can be accommodated with the proposed zoning alignment. The key benefit is that proposed zoning alignment takes advantage of the proposed soccer stadium development on Block 22 which will be a catalyst for intense mixed-use development on the surrounding blocks.



POTENTIAL DEVELOPMENT SCENARIOS FOR BLOCKS 14, 15, 16 AND 21

The development of a professional soccer stadium on Block 22 will be a catalyst for future development of property on adjacent blocks. The following outline provides examples of the potential development that could occur on Blocks 14, 15, 16 and 21:

Block 22 – (600 to 700 South and Main Street to West Temple) is proposed to be the site of the Real Soccer Stadium. The 10-acre block and stadium development will include limited complimentary retail space, potentially an interactive destination museum site, and 200 spaces of tenant and special needs parking.

4,571 parking spaces, available for the multi-use facility, are absorbed on surrounding blocks including Block 40 (400 South Main Street), the Wells Fargo Building (200 South Main Street), Wells Fargo (400 South Main Street), Grand America, Little America, Block 21, and the Salt Lake City Public Library parking.

Additionally, the City proposes completing the Trax station already “wowed” at 650 South Main Street.

City and RDA staff will continue to develop the multiple-block master plan to create an entertainment/hospitality district to anchor the south end of downtown. Since this plan is for infill development, it is a long term plan which will require acquisition of property in order to fully meet the objectives of the plan.

Block 14 in the RDA District (700 South to 800 South and Main Street to West Temple) has the potential for up to 1,000 units of housing and 188,000 s/f of office and commercial space. There are existing auto dealerships and other businesses on the block. Highest and best use of the land includes housing and other mixed uses. At present, with the acquisition of the Mark Miller Toyota dealership property which includes 3.5 acres of land on this block (as well as land and a building on block 22), there is land available to attract a housing developer to the property. Adjacent to the property is a 2.5 acre parcel for lease. The City already is investing \$300,000 towards land acquisition for a mixed-income housing development on the block which is in process. Phase I has 38 units with 7 live/work units. Phase II will have 50-60 units depending on final design and unit size. The City will work to attract other housing developers to the site and complimentary retail/commercial space to the 2.5 acre for lease parcel. Over the long term, as property comes available on the block, the City/RDA will consider acquisition for more development.

Block 15 in the RDA District (700 South to 800 South and West Temple to 200 West) is also a potential block for long term housing and mixed use development. As property comes available on the block, the City/RDA will consider acquisition to attract projects and developers to meet downtown’s southern anchor master plan.

Block 16 outside the RDA District (700 to 800 South and State to Main Street) has already is already benefiting from a \$2 million dollar interior remodel of the Sear’s Department Store was completed in 2003. With the recent merger of Sears and K-Mart,

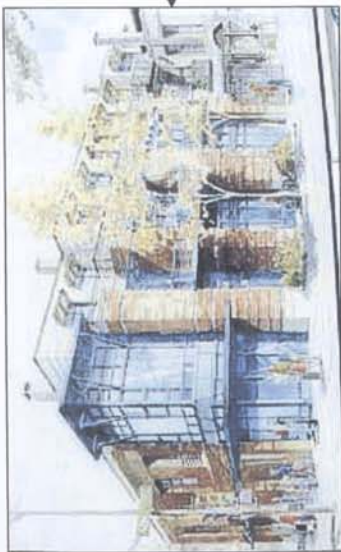
development plans do not call for any immediate redevelopment of the site, however, City staff will meet with corporate real estate leaders to inform them of the small area master plan which calls for more housing and commercial space. More nearby residents and accelerated activity related to the redevelopment of the area may hasten plans for an upgraded Sears store, perhaps offering some dry goods/grocery. It is anticipated that with the recent merger, the company will experience rapid growth.

Block 21 (600 to 700 South and Main Street to State Street). Not within the RDA district, however there are two mostly vacant parcels of land currently on the block. The City will present the development plans and vision of the hotel/entertainment/mixed use area to appeal to developers for restaurants, housing or complimentary business uses.

DEVELOPMENT POTENTIAL OF BLOCK 22 VICINITY



MIXED-USE DEVELOPMENT POTENTIAL BLOCK 21



- Mixed-Use Retail
- Potential Convention Center

MIXED-USE DEVELOPMENT POTENTIAL BLOCK 16

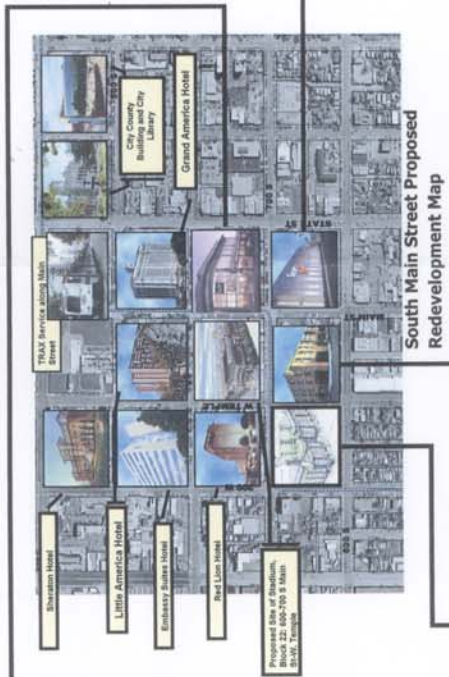


- Potential Sears Grand
- 250,000 ft² of Retail
- 60,000 ft² Grocery Space

MIXED-USE DEVELOPMENT POTENTIAL BLOCK 15



- 1000 Residential Units
- 175,000 ft² of Retail
- 1,500 Parking Stalls or Facility



MIXED-USE DEVELOPMENT POTENTIAL BLOCK 14



- 1000 Residential Units and Urban Park/Open Space Potential
- 188,000 ft² of Retail and Office space



IMPLEMENTATION STRATEGY

The City's choice of Block 22 as a site for the proposed soccer stadium is a deliberate realization of the potential positive impact of the stadium as a redevelopment catalyst for the area. The redevelopment of Block 22 and the surrounding area would be consistent with the City's development policies noted in the City's Downtown Land Use Plan and the RDA's Redevelopment Plan – both of which emphasize the need to strengthen the southern part of the Central Business District.

In order for the City to take full advantage of the redevelopment opportunities presented by the proposed stadium, the City needs to consider undertaking the following implementation strategy:

ADOPT THE PROPOSED SOUTH MAIN STREET SMALL AREA MASTER PLAN

Adopting of the proposed Plan would give focus and direction to the City's efforts towards the redevelopment of this area, beyond the stadium site. The Plan will also serve to provide a rationale for day-to-day land use decisions by private property owners and potential investors in the area.

AMEND THE ZONING CLASSIFICATIONS IN THE AREA

The City's Downtown Master Plan policies have consistently encouraged the development of high density and mixed developments to the south and west of the Central Business District. The opportunity now exists to implement zoning regulations that encourage the attainment of these policies in the southern part of the City's Business District. To that end, the City should amend the zoning classifications in appropriate portions of this area from D-2 to D-1. The D-1 District is appropriate in this area, as it encourages the development of higher density, mixed-use developments with transit and pedestrian-friendly design elements.

ACQUIRE STRATEGIC LAND PARCELS

One of the key elements of success in redevelopment efforts, is the ability to take advantage of opportunities presented by the market place and create development opportunities to benefit both the public and private sectors. In this case, the stadium proposal is the opportunity! As such, the acquisition of Block 22 is key to unlocking and ushering in significant redevelopment opportunities for the southern end of the Central Business District.

FUND A LIGHT RAIL STATION AND PARKING FACILITY

The City should fund the construction of a TRAX station at 700 South and Main Street – as a dedicated Stadium Station – and encourage or participate in the development of a parking facility at Block 15. The TRAX station and parking facility would serve stadium goers and also function as a park-and-ride facility for the public accessing the Downtown as a whole, particularly, assisting historic office buildings that do not have dedicated parking but do have access to transit. The TRAX station and parking facility would take advantage of the tremendous freeway and transit access that they both enjoy. In addition, the parking facility could encompass retail and office establishments on the ground floor and housing above. The redevelopment of Blocks 14, 15, 16, 21, 22 and 23 would emerge as a hub of such developments as, mixed-income housing, offices, retail shops, restaurants, and host such activities as, sports, conventions, concerts and other services.

MARKET THE REDEVELOPMENT PLAN

Given the emerging opportunities resulting from the proposed soccer stadium, the City's Redevelopment Agency intends to use the following redevelopment incentives to market this plan and then approach entities, such as Sears, which is located on Block 16; the auto dealerships on Blocks 15; and vacant property owners on Block 14 to consider redevelopment opportunities in light of the emerging trends. With respect to Sears on Block 16, the development of a new retail facility in the mould of the new Sears Grand – which includes a grocery component - would go a long way to serve the retail needs of the budding residential neighborhoods and new housing opportunities emerging in the area.



Outline of Redevelopment Incentives: Within the RDA district (blocks 14, 15, 22), tax increment financing, available from the continued development from the area will be available for further development.

Outside of the district (blocks 16 and 21), City sources to develop incentives for developers include the following tools:

- Housing Trust Fund
- Revolving Loan Fund
- Capital Improvement Project (CIP) for infrastructure

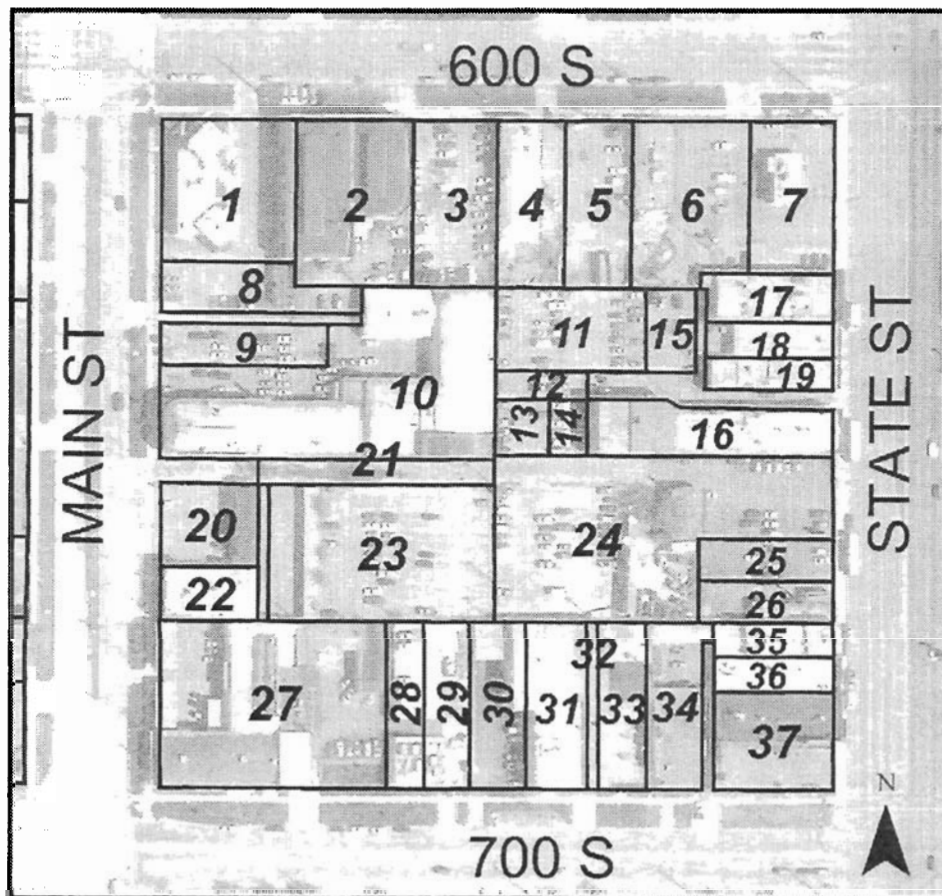
Additionally, City staff will identify projects that new market tax credits may be used for and work with area banks for CRA – community reinvestment act projects, and seek partnerships with private investment companies to form public/private projects.

APPENDIX 1

SUPPLEMENTARY INFORMATION AND BLOCK DETAIL

BLOCK 21
MAIN TO STATE STREET, 600 TO 700 SOUTH

- Block is not part of RDA West Temple district. Development opportunities would require City administration to work directly with potential developers and financiers to encourage development.
- Block is zoned D-1 and D-2. Allowed uses in existing zoning include:
- The southwest corner property is currently vacant and could potentially be converted to restaurant space.
- Another vacant property sits in the middle of the block and is ripe for commercial development. This site would be immediately adjacent to the light rail stop.
- On the 600 South face of the block there are a few boarded up buildings. Sinclair Oil is the majority property owner. There is potential for complimentary commercial development along the block face from Main to State Street.



BLOCK 21 PROPERTY OWNERSHIP

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
21	1	16-06-354-001	PETTY INVESTMENT COMPANY	RETAIL STORE	0.41	D-1
21	2	16-06-354-005	PETTY INVESTMENT CO.	SERVICE GARAGE	0.43	D-1
21	3	16-06-354-006	SINCLAIR OIL CORP	VACANT LAND (INDUSTRIAL)	0.31	D-1
21	4	16-06-354-007	LITTLE AMERICA HOTEL CORP	RETAIL STORE	0.25	D-1
21	5	16-06-354-008	LITTLE AMERICA HOTEL CORP	ASSOCIATED COMM/IND LAND	0.25	D-1
21	6	16-06-354-009	SINCLAIR OIL CORPORATION	OFFICE	0.41	D-1
21	7	16-06-354-012	LITTLE AMERICA HOTEL CORP	RETAIL STORE	0.28	D-1
21	8	16-06-354-002	PETTY INVESTMENT CO.	ASSOCIATED COMM/IND LAND	0.20	D-1
21	9	16-06-354-003	LITTLE AMERICA HOTEL CORP	ASSOCIATED COMM/IND LAND	0.15	D-2
21	10	16-06-354-004	LITTLE AMERICA HOTEL CORP	STORAGE WAREHOUSE	0.94	D-2
21	11	16-06-354-010	LITTLE AMERICA HOTEL CORP	ASSOCIATED COMM/IND LAND	0.28	D-2
21	12	16-06-354-016	LITTLE AMERICA HOTEL CO	ASSOCIATED COMM/IND LAND	0.05	D-2
21	13	16-06-355-001	LITTLE AMERICA HOTEL CORP	ASSOCIATED COMM/IND LAND	0.07	D-2
21	14	16-06-355-002	LITTLE AMERICA HOTEL CORP	ASSOCIATED COMM/IND LAND	0.05	D-2
21	15	16-06-354-011	LITTLE AMERICA HOTEL CORP	VACANT LAND (COMMERCIAL)	0.10	D-2
21	16	16-06-355-006	SINCLAIR OIL CORPORATION	THEATER	0.27	D-2
21	17	16-06-354-013	LITTLE AMERICA HOTEL CORP	SERVICE GARAGE	0.15	D-1
21	18	16-06-354-014	SINCLAIR OIL CORPORATION	COMMERCIAL	0.10	D-2
21	19	16-06-354-015	SINCLAIR OIL CORPORATION	SERVICE GARAGE	0.09	D-2
21	20	16-07-101-001	HOLT, MARTHA P; TR	RETAIL STORE	0.18	D-2
21	21	16-06-354-017	SINCLAIR OIL CORPORATION	VACANT LAND (COMMERCIAL)	0.12	D-2
21	22	16-07-101-002	BREWSTER, D STEVEN & DANA S; JT	OFFICE MIXED	0.11	D-2

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
21	23	16-07-101-017	LITTLE AMERICA HOTEL CORPORATION	OTHER IMPROVEMENTS	0.70	D-2
21	24	16-07-101-004	LITTLE AMERICA HOTEL CORPORATION	COMMERCIAL	1.00	D-2
21	25	16-07-101-012	WARNER, GWEN A; ET AL	OTHER IMPROVEMENTS	0.11	D-2
21	26	16-07-101-013	SINCLAIR OIL CORPORATION	RETAIL STORE	0.11	D-2
21	27	16-07-101-005	SINCLAIR OIL CORPORATION	OFFICE	0.83	D-2
21	28	16-07-101-006	SINCLAIR OIL CORPORATION	ASSOCIATED COMM/IND LAND	0.14	D-2
21	29	16-07-101-007	SINCLAIR OIL CORPORATION	VACANT LAND (INDUSTRIAL)	0.17	D-2
21	30	16-07-101-008	DYKES, LEO B & MAXINE J; JT	ASSOCIATED COMM/IND LAND	0.20	D-2
21	31	16-07-101-009	DYKES, LEO B & MAXINE J; JT	DISTRIBUTION WAREHOUSE	0.23	D-2
21	32	16-07-101-018	DYKES, LEO B & MAXINE J; JT	ASSOCIATED COMM/IND LAND	0.03	D-2
21	33	16-07-101-019	NEW ALTERNATIVES COMMUNITIES, INC	DISTRIBUTION WAREHOUSE	0.18	D-2
21	34	16-07-101-011	WINTER, HAROLD K; ET AL	DISTRIBUTION WAREHOUSE	0.20	D-2
21	35	16-07-101-014	PARKE, PHILLIP E & NAYLOR, DARRELL J; TC	RETAIL MIXED	0.09	D-2
21	36	16-07-101-015	PEZELY, JON & CHRISTINE & MICHAEL & TOM (JT)	RESTAURANT	0.09	D-2
21	37	16-07-101-016	ZIONS FIRST NATIONAL BANK (TR)	RETAIL STORE	0.25	D-2

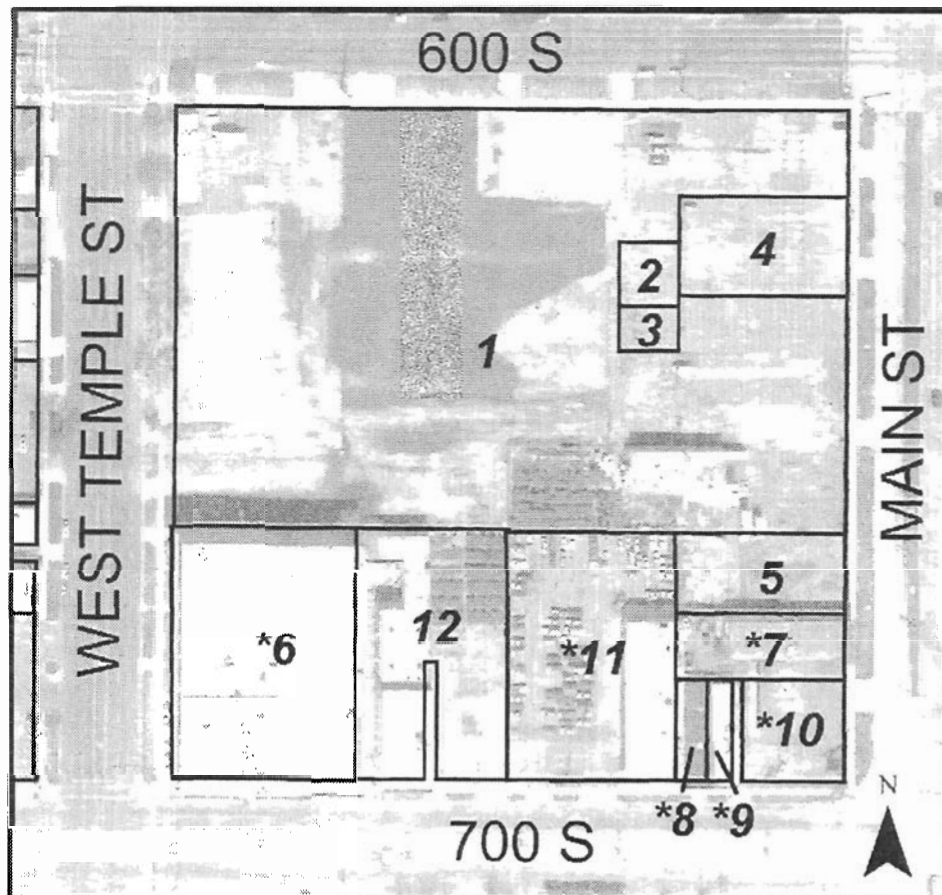
BLOCK 22
MAIN STREET TO WEST TEMPLE, 600 TO 700 SOUTH
(LOCATED IN THE WEST TEMPLE REDEVELOPMENT PROJECT AREA)

- Acquisition of property from 5 property owners:
 - Sinclair Oil (willing seller)
 - 7th Street Investors
 - Quality Oil (willing seller)
 - Tony Martinez
 - Car Mill LLC (willing seller)

- Eminent domain may be necessary for some property acquisition

- Text amendment to zoning ordinance allowing sports stadiums in D-2 zoning.

- Addition of light rail stop at Main Street and 650 South – stop is already wowed. Estimated cost \$1.2 million dollars.

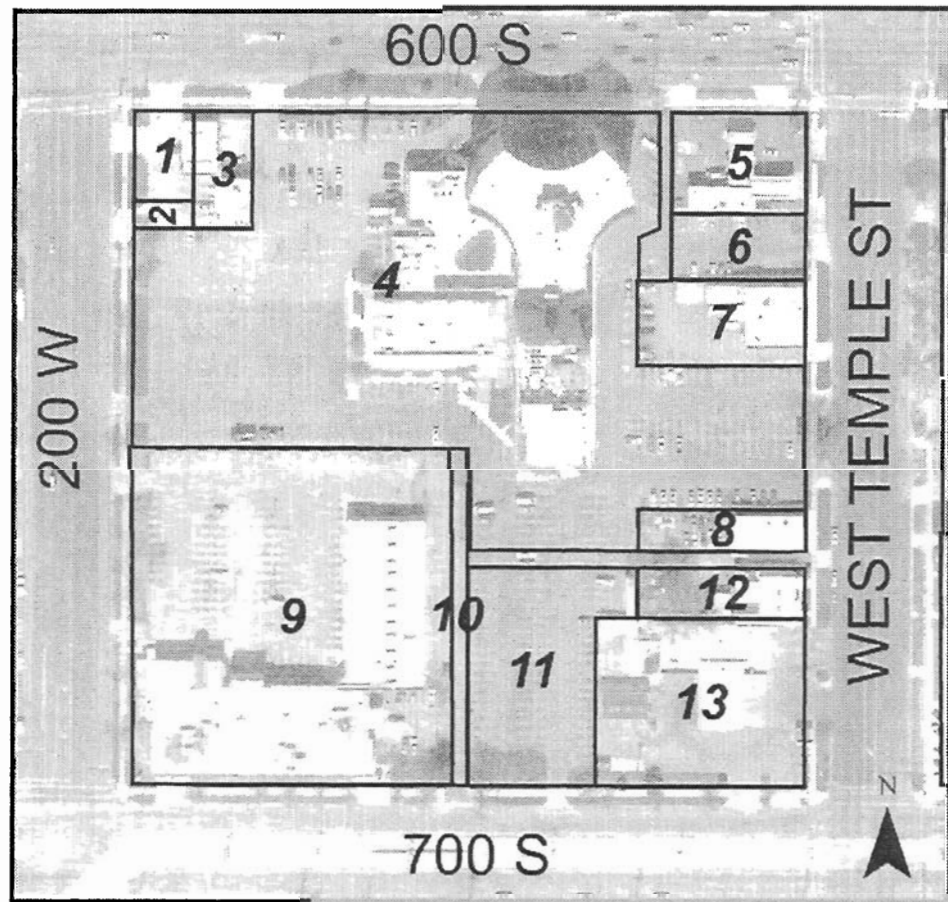


BLOCK 22 PROPERTY OWNERSHIP

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
22	1	15-01-479-020	SINCLAIR OIL CORP	VACANT LAND (COMMERCIAL)	5.76	D-1
22	2	15-01-480-002	SINCLAIR OIL CORPORATION	VACANT LAND (COMMERCIAL)	0.07	D-1
22	3	15-01-480-003	SINCLAIR OIL CORPORATION	VACANT LAND (COMMERCIAL)	0.05	D-1
22	4	15-01-480-008	SINCLAIR OIL CORPORATION	VACANT LAND (COMMERCIAL)	0.37	D-1
22	5	15-12-228-008	SINCLAIR OIL CORPORATION	VACANT LAND (INDUSTRIAL)	0.30	D-2
22	6	15-12-228-001	CAR MIL LLC		1.02	D-2
22	7	15-12-228-009	QUALITY OIL CO	ASSOCIATED COMM/IND LAND	0.25	D-2
22	8	15-12-228-014	7TH SOUTH INVESTORS LLC	INDUSTRIAL MIXED	0.07	D-2
22	9	15-12-228-015	MARTINEZ, TONY L	STORAGE WAREHOUSE	0.05	D-2
22	10	15-12-228-016	QUALITY OIL COMPANY	AUTO SERVICE CENTER	0.23	D-2
22	11	15-12-228-019	7TH SOUTH INVESTORS LLC	SERVICE GARAGE	0.93	D-2
22	12	15-12-228-020	SINCLAIR OIL CORPORATION		0.83	D-2

Block 23
West Temple to 200 West, 600 to 700 South

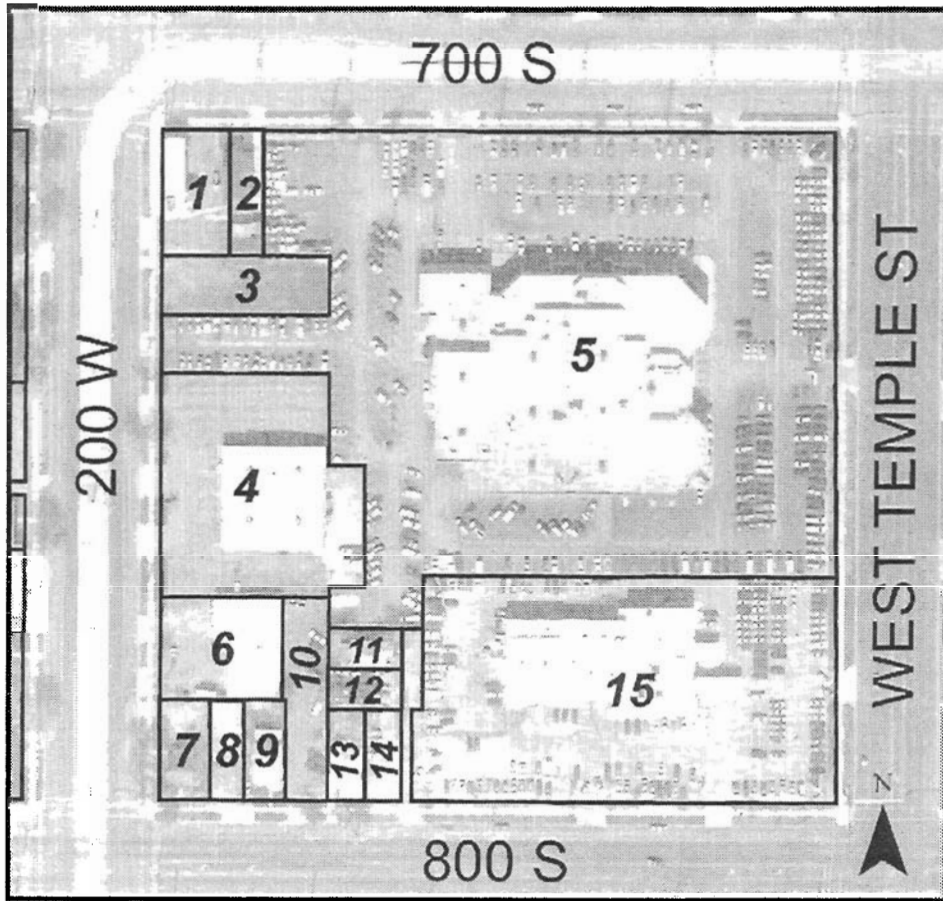
- Block is zoned D-2. Allowed uses in existing zoning include:
- Properties on the block are currently developed with no properties currently on the market. The 200 West face includes the SuperSonic Car Wash, British Pantry store, Pickles Printing and the Red Lion Hotel and parking, and a Sinclair service station.



BLOCK 23 PROPERTY OWNERSHIP

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
23	1	15-01-478-001	BELNAP, H AUSTIN (TR)	CONVENIENCE STORE	0.11	D-1
23	2	15-01-478-002	MAVERIK COUNTRY STORES, INC	VACANT LAND (COMMERCIAL)	0.03	D-1
23	3	15-01-478-003	MAVERIK COUNTRY STORES, INC	VACANT LAND (COMMERCIAL)	0.15	D-1
23	4	15-01-478-018	WHC816, LLC		4.40	D-2
23	5	15-01-478-008	SINCLAIR OIL CORP	CONVENIENCE STORE	0.30	D-1
23	6	15-01-478-019	WHC816, LLC		0.18	D-1
23	7	15-01-478-009	CAVANAUGHS, HOSPITALITY LIMITED PARTNERSHIP	RETAIL STORE	0.31	D-1
23	8	15-0-1478-017	POSILOVICH, DANIEL R WANG ORGANIZAITON	RETAIL STORE	0.15	D-2
23	9	15-12-226-017	LLC	STRIP CENTER	2.36	D-2
23	10	15-12-226-018	WANG, JYAN JEN & SHOU YU; JT	VACANT LAND (COMMERCIAL)	0.12	D-2
23	11	15-12-227-009	WHC816, LLC		0.66	D-2
23	12	15-12-227-004	ZENGER, SHIRLEY M; TR	10-19 UNIT APARTMENT	0.18	D-2
23	13	15-12-227-008	WAYNE LEASING	CAR WASH	0.77	D-2

BLOCK 14
WEST TEMPLE TO 200 WEST, 700 TO 800 SOUTH
(LOCATED IN THE WEST TEMPLE REDEVELOPMENT PROJECT AREA)

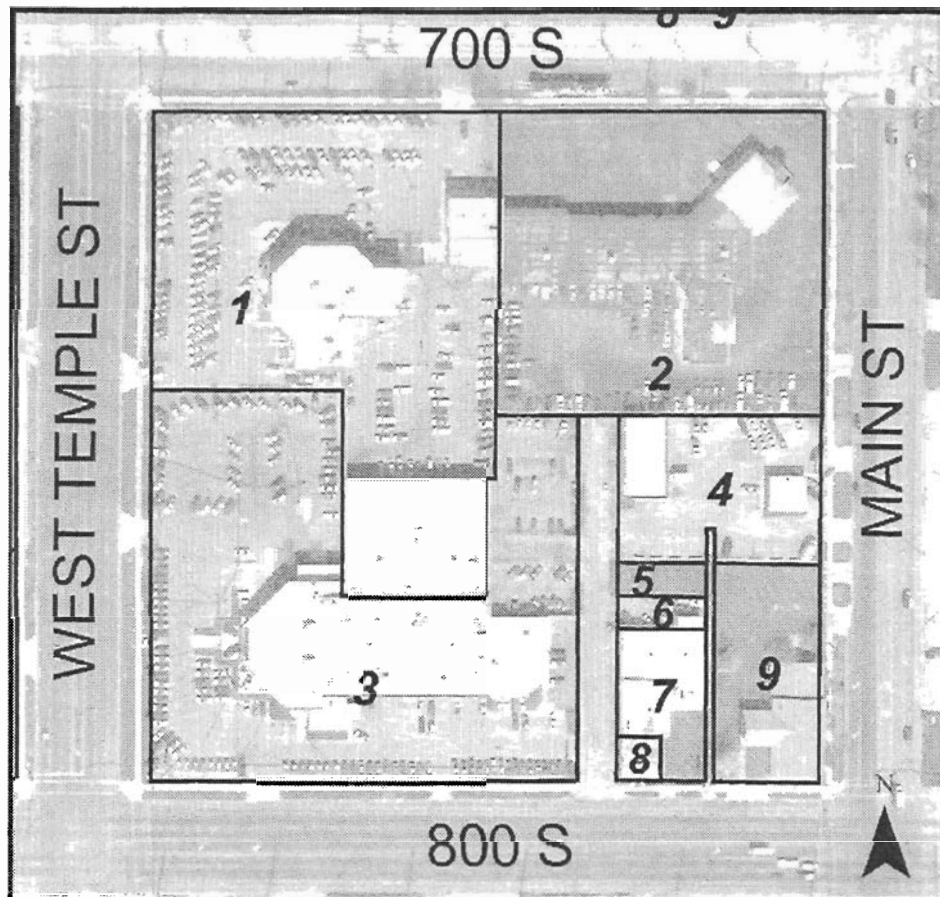


BLOCK 14 PROPERTY OWNERSHIP

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
14	1	15-12-211-001	EVANS, GEORGIA K, ET AL	RESTAURANT	0.18	D-2
14	2	15-12-211-002	EVANS, GEORGIA K, ET AL	RESIDENTIAL IMPS ON COMMON LAND	0.09	D-2
14	3	15-12-211-005	EVANS, GEORGIA K; ET AL	VACANT LAND (COMMERCIAL)	0.21	D-2
14	4	15-12-211-039	B C WARNER INVESTMENTS, LC	SERVICE GARAGE	0.93	D-2
14	5	15-12-230-037	B C WARNER INVESTMENTS, LC		5.51	D-2
14	6	15-12-211-032	RUNNOE, DENNIS H & ROSA S; JT	STORAGE WAREHOUSE	0.28	D-2
14	7	15-12-211-025	WARR, MARSHA T	OFFICE	0.10	D-2
14	8	15-12-211-026	BROWN, NORMAN R & SUE S; JT	SERVICE GARAGE	0.07	D-2
14	9	15-12-211-027	GILLIES, SHIRLEY A; LIFE ET AL	SINGLE FAMILY RESIDENCE	0.09	D-2
14	10	15-12-211-038	B C WARNER INVESTMENTS, LC	VACANT LAND (COMMERCIAL)	0.20	D-2
14	11	15-12-211-023	LOHRMANN, MARIA, TR	SINGLE FAMILY RESIDENCE	0.07	D-2
14	12	15-12-211-024	ARGONAUT HOLDINGS INC	ASSOCIATED COMM/IND LAND	0.07	D-2
14	13	15-12-211-029	GOINS, YVETTE M	SINGLE FAMILY RESIDENCE	0.07	D-2
14	14	15-12-211-030	ARGONAUT HOLDINGS INC	ASSOCIATED COMM/IND LAND	0.07	D-2
14	15	15-12-230-038	ARGONAUT HOLDINGS INC		1.99	D-2

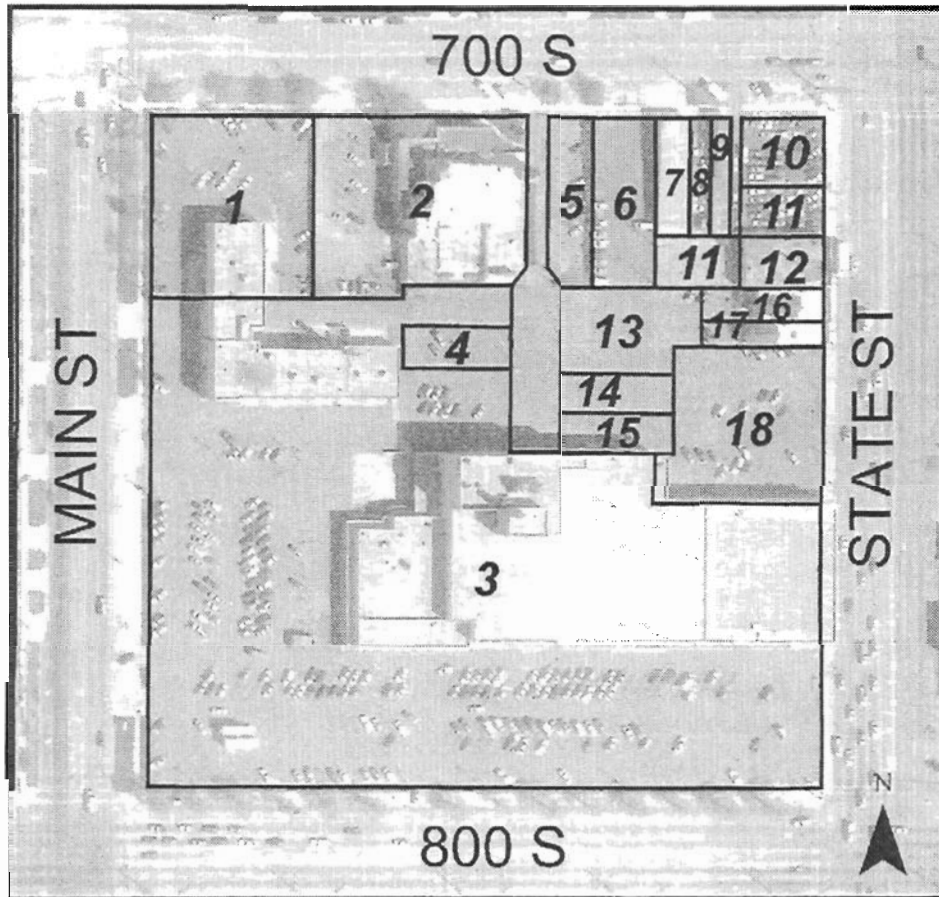
BLOCK 15
MAIN STREET TO WEST TEMPLE, 700 TO 800 SOUTH
(LOCATED IN THE WEST TEMPLE REDEVELOPMENT PROJECT AREA)

- Block is zoned D-2 and is the most desirable contiguous area to Block 22 for housing projects. With the potential relocation of Mark Miller Toyota, there is potential for a large housing/mixed use project.
- A nearby housing project that has been supported by the City is in the planning stages on the northwest corner of 700 South and 300 West – 2 blocks from proposed soccer stadium site.



Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
15	1	15-12-231-022	CAR MIL LLC	AUTO SHOWROOM/DEALERSHIP	2.82	D-2
15	2	15-12-233-030	MILLER FAMILY REAL ESTATE, LLC		2.22	D-2
15	3	15-12-231-026	GARFF-WARNER CHRYSLER-PLYMOUTH-JEEP LLC		2.98	D-2
15	4	15-12-233-028	TAYLOR AIR, LLC		0.64	D-2
15	5	15-12-233-008	UTAH BANK & TRUST	VACANT LAND (INDUSTRIAL)	0.07	D-2
15	6	15-12-233-009	JACKSON, GEORGE R & HELEN W; TRS	ASSOCIATED COMM/IND LAND	0.05	D-2
15	7	15-12-233-010	JACKSON, GEORGE R; TR	INDUSTRIAL MANUFACTURING	0.25	D-2
15	8	15-12-233-011	JACKSON, GEORGE R & HELEN W; TRS	STORAGE WAREHOUSE	0.03	D-2
15	9	15-12-233-017	UTAH BANK & TRUST	BANK	0.50	D-2

BLOCK 16
MAIN STREET TO WEST TEMPLE, 700 TO 800 SOUTH
(LOCATED IN THE WEST TEMPLE REDEVELOPMENT PROJECT AREA)



BLOCK 16 PROPERTY OWNERSHIP

Block No.	Map No.	Parcel Number	Owners	Land Use	Acreage	Zoning
16	1	16-07-103-001	SEARS, ROEBUCK & CO. TAX DEPT.	ASSOCIATED COMM/IND LAND	0.66	D-2
16	2	16-07-103-002	DESERET MEMORIAL INC	MORTUARY	0.81	D-2
16	3	16-07-103-018	GERSHMAN PROPERTIES	DEPARTMENT STORE	7.98	D-2
16	4	16-07-103-008	SEARS, ROEBUCK & CO.	ASSOCIATED COMM/IND LAND	0.10	D-2
16	5	16-07-103-003	DESERET MEMORIAL INC	ASSOCIATED COMM/IND LAND	0.17	D-2
16	6	16-07-103-004	SEARS, ROEBUCK & CO.	ASSOCIATED COMM/IND LAND	0.23	D-2
16	7	16-07-103-005	WU, CHUNG Y	STORAGE WAREHOUSE	0.09	D-2
16	8	16-07-103-006	WU, CHUNG Y	VACANT LAND (INDUSTRIAL)	0.05	D-2
16	9	16-07-103-007	TALBOT, ARTHUR C	STORAGE WAREHOUSE	0.05	D-2
16	10	16-07-103-012	WU, CHUNG Y	VACANT LAND (INDUSTRIAL)	0.11	D-2
16	11	16-07-103-013	WU, CHUNG Y	VACANT LAND (INDUSTRIAL)	0.18	D-2
16	12	16-07-103-014	WU, CHUNG Y	MARKET ASSOCIATED COMM/IND	0.09	D-2
16	13	16-07-103-009	SEARS, ROEBUCK & CO.	LAND ASSOCIATED COMM/IND	0.25	D-2
16	14	16-07-103-010	SEARS, ROEBUCK & CO.	LAND ASSOCIATED COMM/IND	0.10	D-2
16	15	16-07-103-011	SEARS, ROEBUCK & CO.	LAND	0.10	D-2
16	16	16-07-103-015	M PROPERTIES LLC	RETAIL MIXED	0.09	D-2
16	17	16-07-103-016	DOHONEY, RICHARD	RETAIL STORE ASSOCIATED COMM/IND	0.07	D-2
16	18	16-07-103-017	SEARS, ROEBUCK & CO.	LAND	0.55	D-2

APPENDIX 2

TABLE OF PERMITTED AND CONDITIONAL USES IN THE DOWNTOWN DISTRICTS

21A.30.050 Table Of Permitted And Conditional Uses For The Downtown Districts:

LEGEND	PERMITTED AND CONDITIONAL USES, BY DISTRICT DOWNTOWN DISTRICTS			
	D-1	D-2	D-3	D-4
C = Conditional Use P = Permitted Use				
Use				
Residential				
Dwelling units, including multiple-family dwellings above or below first story office, retail and commercial uses or on first story, as defined in the adopted building code, where the unit is not located adjacent to the street frontage	P	P	P	P
Group home, large (see section 21A.36.070 of this title)		C	C	
Group home, small (see section 21A.36.070 of this title) above or below first story office, retail and commercial use or on the first story, as defined in the adopted building code where the unit is not located adjacent to the street frontage	P	P	P	P
Homeless shelter			C	
Multiple-family dwellings	C	C	P	C
Residential substance abuse treatment home, large (see section 21A.36.100 of this title)		C	C	
Residential substance abuse treatment home, small (see section 21A.36.100 of this title)		C	C	
Transitional treatment home, large (see section 21A.36.090 of this title)		C	C	
Transitional treatment home, small (see section 21A.36.090 of this title)		C	C	
Transitional victim home, large (see section 21A.36.080 of this title)		C	C	
Transitional victim home, small (see section 21A.36.080 of this title)		C	C	
Office And Related Uses				
Adult daycare centers	P	P	P	P
Child daycare centers	P	P	P	P
Financial institutions, with drive-through facilities	P	P	C	P
Financial institutions, without drive-through facilities	P	P	P	P
Medical and dental clinics	P	P	P	P
Offices	P	P	P	P
Veterinary office, including entirely within an enclosed building and keeping animals overnight only for treatment purposes		P	P	
Retail Sales And Services				
Automobile sales/rental and service	C	C		
Conventional department store	P			
Fashion oriented department store	P			
Furniture repair shop	P	P	P	P
Gas station, may include accessory retail sales and/or auto repair, as defined in part VI, chapter 21A.62 of this title	C	P	C	C
Health and fitness facility	P	P	P	P

LEGEND	PERMITTED AND CONDITIONAL USES, BY DISTRICT DOWNTOWN DISTRICTS			
	D-1	D-2	D-3	D-4
C = Conditional Use P = Permitted Use				
Use				
Liquor store	C	C	C	C
Mass merchandising store	P ¹			
Merchandise display rooms	P	P	P	P
Pastryshop	C	P		
Restaurants, with drive-through facilities	P	P	P	P
Restaurants, without drive-through facilities	P	P	P	P
Retail goods establishments	P	P	P	P
Retail laundries, linen service and dry cleaning	P	P	P	P
Retail services establishments	P	P	P	P
Specialty fashion department store	P ¹			
Specialty store	P ¹			
Upholstery shop		P	P	
Institutional Uses (Sites < 4 Acres)				
Colleges and universities	P	P	P	P
Community and recreation centers, public and private, on lots less than 4 acres in size	P	P	P	P
Government facilities (excluding those of an industrial nature and prisons)			P	P
Libraries			P	P
Museum			P	P
Music conservatory			P	P
Places of worship	P	P	P	P
Schools, K-12 private			P	P
Schools, K-12 public			P	P
Schools, professional/vocational	P	P	P	P
Seminaries and religious institutes			P	P
Recreation, Cultural And Entertainment				
Art galleries	P	P	P	P
Artists' lofts and studios	P	P	P	P
Brewpub (indoor)	P	P	P	P
Brewpub (outdoor)	P	P	C	P
Commercial and/or recreation	P	P	P	P
Commercial video arcade	P	P	P	P
Motion picture theaters	P	P	P	P

LEGEND	PERMITTED AND CONDITIONAL USES, BY DISTRICT DOWNTOWN DISTRICTS			
C = Conditional Use P = Permitted Use				
Use	D-1	D-2	D-3	D-4
Natural open space and conservation areas on lots less than 4 acres in size	C	C	C	C
Parks and playgrounds on lots less than 4 acres in size	P	P	P	P
Pedestrian pathways, trails, and greenways	C	C	C	C
Performance arts facilities	P	P	P	P
Private club (indoor)	P	P	P	P
Private club (outdoor)	P	P	C	P
Squares and plazas on lots less than 4 acres in size	C	C	C	C
Tavern/lounge (indoor)	P	P	P	P
Tavern/lounge (outdoor)	P	P	C	P
Miscellaneous				
Accessory uses, except those that are otherwise specifically regulated in this chapter, or elsewhere in this title	P	P	P	P
Automobile repair, major	C	P	C	C
Automobile repair, minor	C	P	C	C
Bed and breakfast	P	P	P	P
Bed and breakfast inn	P	P	P	P
Bed and breakfast innette	P	P	P	P
Blood donation center, commercial and not accessory to a hospital or medical clinic		P		
Bus line terminal		P		
Bus line yards and repair facilities		P		
Commercial laundry, linen service, and commercial dry cleaning establishments	C	P	C	C
Commercial parking garage, lot or deck	C	P	C	C
Communication towers	P	P	P	P
Communication towers, exceeding the maximum building height	C	C	C	C
Food product processing/manufacturing		P		
Graphic/design business	P	P	P	P
Helipad, accessory	C	C		
Homeless shelter			C	
Hotels and motels	P	P	P	P
Industrial assembly		C	C	
Laundrette service		P		
Microbreweries		C		

LEGEND C = Conditional Use P = Permitted Use	PERMITTED AND CONDITIONAL USES, BY DISTRICT DOWNTOWN DISTRICTS				
	Use	D-1	D-2	D-3	D-4
Miniwarehouse			P	P	
Off site parking	P	P	P	P	
Outdoor sales and display	C	P	P	C	
Precision equipment repair shops			P	C	
Public/private utility buildings and structures	C	C	C	C	
Public/private utility transmission wires, lines, poles and poles ¹	P	P	P	P	
Publishing company	P	P	P	P	
Radio stations	P	P	P ²	P	
Railroad passenger station	P	P	P	P	
Social service missions and charity dining halls			P	P	
Street vendors (see chapter 5 64 of this code)					
TV stations	P	P		P	
Temporary labor hiring office			P	C	
Vending carts on private property as per chapter 5 65 of this code	P	P	P	P	
Warehouse			P	P	
Warehouse, accessory	P	P	P	P	
Wholesale distribution			P	P	
Wireless telecommunication facilities (see table 21A 40 050E of this title)					

Qualifying Provisions

- 1 See subsection 21A 02 050B of this title for utility regulations
- 2 Radio station equipment and antennas shall be required to go through the site plan review process to ensure that the color, design and location of all proposed equipment and antennas are screened or integrated into the architecture of the project and are compatible with surrounding uses
- 3 Uses allowed only within the boundaries and subject to the provisions of the downtown Main Street core overlay district (section 21A.34 110 of this title)

APPENDIX 3
LOCAL NEWSPAPER ARTICLES

LOCAL NEWSPAPER ARTICLES

Article Last Updated: 1/07/2005 10:05 AM

SLC aims for downtown soccer site

Stadium venue: The city wants to buy 10 acres between 600 and 700 South, West Temple and Main

By Heather May
The Salt Lake Tribune
Salt Lake Tribune

An overlooked, underused block on the southern edge of downtown Salt Lake City could become the site of a Major League Soccer stadium.

The Salt Lake Tribune has learned the city wants to buy 10 acres bounded by Main Street and West Temple and 600 South and 700 South for a 22,000-seat stadium that would house Utah's newest sports team, Real Salt Lake, and host concerts and other sporting events.

"It's the only site we're proposing," confirmed Deeda Seed, spokeswoman to Mayor Rocky Anderson. The city also considered land west of The Gateway.

Real wants the \$60 million stadium to be easily accessible and a player in a larger revitalization game plan. Salt Lake City's site may fit those goals. The venue would be between two TRAX light-rail stations - one at 450 South and one planned at 900 South - and near the 600 South Interstate 15 off-ramp. The land also sits in the middle of an anchorless neighborhood but mere blocks from a major downtown redevelopment.

But that doesn't mean the stadium will open on that property, which is mainly held by Earl Holding, owner of the nearby Grand America and Little America hotels.

Murray is pitching a site, too, just north of the 4400 South TRAX station.

While Real officials have said they favor a downtown Salt Lake City stadium, Murray may have an edge because it has a private property-owner willing to sell and 100 acres surrounding the proposed centrally located site primed for redevelopment. A team-commissioned poll also found more residents back a stadium in Murray.

"We haven't received a final proposal" from Salt Lake City, said Real consultant Josh Ewing. The plan is due Jan. 15.

"We haven't made any decisions about the site," he added. "We're going to take public input at a series of public meetings before the end of the month."

As the team weighs its decision, the LDS Church may have some influence. Real CEO Dean Howes met with Presiding Bishop H. David Burton - who oversees the church's physical facilities, including its \$500 million redevelopment of the Crossroads and ZCMI Center malls on downtown's north end.

"We're Utah boys," Howes said. "We understand that we can be far more successful if we work with the church and listen to their advice."

The church declined to comment on where the stadium should be built.

Downtown types have been waiting for a southern anchor to the church's northern ones, which include Temple Square.

"It strengthens the southern side," said Vasilios Priskos, a downtown property broker. He said the venue may boost downtown more with its concerts than its 20 to 22 Real home games. "It would do wonders for the restaurants and the tourists and for downtown in general."

Salt Lake City officials aren't saying how much it would cost to purchase the land. But they have said money from the city's Redevelopment Agency would be tapped to assemble property and improve the infrastructure. Real officials have estimated it would cost either Murray or Salt Lake City between \$5 million and \$15 million for the land.

It would cost another \$60 million to \$65 million to build the stadium. Real expects to ask Salt Lake County voters to fund half the construction cost through a bond that would raise property taxes.

The stadium could open in time for the 2007 season. Until then, the team will play at the University of Utah's Rice-Eccles Stadium, starting in April.

RDA Director Dave Oka couldn't say if the city planned to condemn properties to make way for the stadium.

Holding's representative didn't return phone calls Thursday.

Mark Miller Toyota is also on the block. Miller said the mayor called him last week about the stadium, but Miller said they didn't talk price. Miller leases his property from Capital Automotive REIT, a publicly traded finance company that specializes in automotive retail real estate. Capital declined to comment.

"It's all in the formative stages," Miller said. "The city doesn't want it to get out because I don't think they've contacted all the property owners."

Stan Roberts, who identified himself as the owner of Rick Warner Body Shop, said Wednesday the city had not called him. "That's the first I've heard of it. Yeah, it's for sale, I guess, [for] fair-market value."

There are six soccer-specific stadiums for Major League Soccer's 12 teams. Many of the newer ones are part of massive development projects, and most are in the suburbs. For instance, the Colorado Rapids' stadium will be part of a 360-acre development in Commerce City near Denver. Plans call for two regulation-size fields, up to 20 practice fields and a new city civic center. One planned for the MetroStars in New Jersey will be surrounded by new offices, shops, apartments and lofts.

In all cases, the stadiums expect to be used year-round. Real says its stadium could host 100 to 150 events a year, including conventions, community events and high school games.

Such a venue could compete with other concert sites, including downtown's Delta Center. Dennis Haslam, president and chief operating officer of Larry H. Miller Sports, said the Delta Center will become more competitive by hosting concerts for smaller acts - using just 5,000 of the Delta Center's 19,000 seats.

"I don't think we have concerns about [the soccer stadium]," he said. "We wish them well wherever they end up."

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LDS Church 'excited' by soccer plan

Downtown venue: Anderson says he talked to a top official about it

By Heather May
The Salt Lake Tribune
Salt Lake Tribune

The LDS Church is "very excited" about the prospect of a soccer stadium downtown, Salt Lake City Mayor Rocky Anderson said Friday.

But that will be up to the new Major League Soccer team.

The mayor called Presiding Bishop H. David Burton earlier in the day to update the high-ranking church official about the city's bid for a \$60 million, 22,000-seat stadium to house Real Salt Lake.

While church officials declined to comment Friday, Anderson said Burton "clearly indicated to me that the LDS Church is very excited about having the soccer stadium in the downtown area."

By month's end, Real plans to announce if the stadium will go in Salt Lake City or Murray. For the first two seasons, the team will play at the University of Utah's Rice-Eccles Stadium, starting in April.

A day after *The Salt Lake Tribune* reported Anderson was looking to place a stadium on the block between Main Street and West Temple and 600 South and 700 South, more details about the proposal emerged.

The city may fund a TRAX station at 700 South and Main Street - right at the doorstep of the proposed stadium, which also would host conventions, concerts and youth sports. And the city may construct a public parking garage nearby that would cater to stadium goers as well as others wanting to park and ride TRAX.

Anderson envisions a parking terrace with retail on the ground floor and housing above. He will present a final proposal to Real by Jan. 15.

The 10-acre block on the southern edge of downtown was one of three sites the city investigated. The city's Redevelopment Agency is expected to buy the land - and this parcel is more expensive than the other two blocks near The Gateway, Anderson said, though he declined to disclose a purchase price. It will cost another \$60 million to \$65 million to build the stadium, and Salt Lake County taxpayers may pay half of that tab through increased property taxes.

Anderson said he didn't anticipate the city would condemn property for the stadium, but added, "it's always a possibility."

Hotelier Earl Holding owns most of the block in question. His spokesman, Clint Ensign, said the stadium is "something that we're looking into."

The city rejected putting a stadium near Gateway because that neighborhood is booming on its own. The area around 600 South needs help, though there are several hotels there including Holding's Grand America and Little America. Anderson said there could be a symbiotic relationship, with stadium events providing hotel guests something

to do and the hotel providing stadium spectators a place to stay.

"It's an area right now that's not thriving," City Council Chairman Dale Lambert said, adding that he may not vote to buy the block because he opposes subsidizing the stadium construction, though he wants Real to succeed.

The city's stadium proposal "needs more of a development plan than simply we drop a stadium here and everything else springs up. I don't think [redevelopment of the neighborhood] is automatic," Lambert said.

Murray has a strong proposal, too. The stadium would be part of a 100-acre redevelopment at about 4400 South, surrounded by high-density housing, offices, shops, restaurants and other services. It is near the freeway and a light rail station. Major League Soccer teams in other cities have favored sites with such massive redevelopment plans.

Salt Lake City's plan "is a pigeon-hole deal. You've got that amount of acreage, period," said Murray Mayor Dan Snarr. "In Murray, you can bring together a whole environment in which the retail, the housing can play off the soccer stadium. We have, at the end of the day, something to offer that allows them to go beyond the scope of just plotting down a soccer stadium."

Utah Transit Authority spokesman Justin Jones said UTA left space to build a TRAX platform at 700 South and Main Street when it constructed the north-south line. He said it would be up to the city to fund the station, much like the city's Redevelopment Agency is spending \$1.2 million build a station at 900 South and 200 West. That one will open by summer's end.

"It [a 700 South stop] was planned [for] when the demand is there," Jones said. "With car dealerships surrounding it, there's no demand for a stop."

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Deseret Morning News, Saturday, January 08, 2005

Real deal for new S.L. stadium?

Downtown site has a \$15.5 million price tag

By Brady Snyder

Deseret Morning News

Some Salt Lake City leaders, including Mayor Rocky Anderson, have said they would be willing to purchase land where Real Salt Lake could build a new soccer stadium. Now they have a price tag — some \$15.5 million.

That figure is the assessed 2004 property value of the 10-acre block Salt Lake City hopes Real Salt Lake will choose to build its stadium. The site is between 600 and 700 South and Main and West Temple streets. The competition is from Murray, which has pitched its own site in the Fireclay district near 4500 South and I-15.

Real Salt Lake spokesman Josh Ewing said the team expects to have public meetings in both cities this month before deciding on a site.

Salt Lake City's block is currently owned by five different groups, the largest being billionaire Earl Holding's Sinclair Oil Corp., which owns roughly three-quarters of the 10-acre area.

All but one of the property owners have been contacted about selling their land, Salt Lake City Redevelopment Agency executive director Dave Oka said.

Sinclair Vice President Clint Ensign said a land sale is "something that we're looking into right now."

The \$15.5 million the land is worth would be in addition to the \$30 million Real Salt Lake wants Salt Lake County taxpayers to bond for to help pay the stadium's estimated \$60 million construction costs.

The city or the RDA, however, might be able to put together a deal in which Sinclair keeps some of the land but allows the soccer stadium to be built.

"This is a spectacular site. It's got ready access off the freeway off Sixth South, and it's right off a light-rail line," Anderson said. If selected, "It will provide the impetus for significant development, all of which will provide a badly needed south anchor to Main Street."

The city is also committed to building an additional light-rail stop at the proposed stadium, near 650 South, Anderson said. That stop would be stuck between the 550 South stop and the 900 South stop currently under construction.

The one block owner not contacted by the city is Tony Martinez, who owns a small sliver of land on the block's southern side. Martinez, who also owns several Blue Boutique shops in the Salt Lake Valley, told the Deseret Morning News from Las Vegas Friday that he is a very willing seller.

"I was actually thinking of selling anyway," Martinez said. "I had already contacted a real estate agent to list it in November."

Still, at least one property owner claimed he hadn't been contacted and said any sale would need approval from his company's board.

"I haven't heard a word from the city," said Edward Collister, president and general manager of Quality Oil Co. Properties, which owns a chunk of land and a building on the block's southern side. "This is the first time I've heard about it."

Executives representing two other property owners, Capitol Automotive LLC and 7th South Investors LLC, did not return calls seeking comment.

The block sits inside the RDA's West Temple Gateway Project Area, which Oka said has very little money available for projects. The RDA, then, is looking at other ways to finance the project. That financing could come as tax increments, which would take the increased tax revenue the soccer stadium would generate and put that money toward payments on the land.

Such tax increments have been controversial, since they funnel tax dollars away from school districts and other public programs.

Oka said there is a "threshold of pain" at which the RDA would conclude the land was simply too expensive. He declined to specify that threshold.

Several City Council members have suggested they would be amenable to a soccer-stadium deal similar to the deal the city gave Utah Jazz owner Larry H. Miller when he built the Delta Center. Then, the city gave Miller free land if he would pay for the stadium's construction costs.

Other council members, however, have seemed less enthusiastic about the stadium's costs.

"I'm more fiscally conservative than others," new Council Chairman Dale Lambert said.

While the stadium will be pricey, the initial designs are attractive, according to those who have seen them. As planned, the stadium would be surrounded by retail store fronts on the sidewalk, with the stadium tucked inside.

"It's broken up into small pieces that look like store fronts going around the whole thing," Internet Properties owner Vasilios Priskos said. "It belongs downtown. It's actually a pretty neat fit."

Salt Lake Chamber President Lane Beattie said the chamber supports keeping the stadium downtown but said he is unsure whether the stadium will be an economic generator.

"A lot of that depends on who's paying for what," he said. "How much are they asking from the citizens? We're going to be very interested in looking at those numbers and seeing what's anticipated and what the economic advantages will be."

The site the city picked was one of nine it considered in the downtown area but was by far the farthest east. The other sites were all west of 300 West with a few in the Gateway Mixed Use District and some farther south, one even past 900 South.

During its first season and until a new stadium gets built, Real Salt Lake will play at the University of Utah's Rice-Eccles Stadium. Soccer advocates have said the 45,000-seat stadium is too cavernous to create a good soccer atmosphere so they want a smaller, soccer-specific stadium of about 20,000 to 25,000 seats. Real Salt Lake officials said they will work to fill the stadium with other events such as concerts and high school sports when the soccer team isn't playing one of its 20 or so home games.

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