

EXECUTIVE SUMMARY

Transformation of the two station areas will occur through an intensification of land uses to support the additional public and private investment envisioned in the area. That investment will occur on a project-by-project basis. Each of these projects can, and should, catalyze significant transformation in the area. The projects must meet minimum urban design standards and occur in conjunction with the transformation of the streets and public space network in each of the station areas. This Plan identifies the most likely timing of catalytic projects in each of the station areas as well as the neighborhoods' preferences for urban design considerations. The recommended illustrative plan for each station area includes:

1. Areas most likely to redevelop in the:
 - a) Near term – in the next five years,
 - b) Mid-term – in 5-10 years,
 - c) Long-term – beyond 10 years,
2. The massing and height preferences of participants in neighborhood meetings for each of the catalytic areas.
3. The street network and public space concepts
4. The street and public space typology descriptions for the station areas, and
5. The preferred mix of land uses in each of the station areas.

7200 SOUTH STATION AREA

The 7200 South Station area presents an opportunity for redevelopment and transformation of a formerly high-producing retail area. To maximize the value of past infrastructure investments and address increasing traffic pressure, the area should be redeveloped to enhance pedestrian and bicycle access in the area and increase opportunities for residents and visitors to park once and walk to multiple establishments.

Redevelopment of the area should be consistent with this Station Area Plan vision principles:

1. Transformative through urban design and land use.
2. Increase human designed space (as opposed to automobile designed space) to 25-30 percent.
3. Connect the area to the rest of the community.
4. Focus on hotels and hospitality.
5. Create a cohesive brand for the area as a regional entry point to the community and a gateway to recreation.

Achievement of the 7200 South station area vision relies on catalytic projects. Opportunities for projects consistent with the vision lie primarily within the areas currently zoned TOD or TODO as identified in Figure EX-1. Some longer-term opportunities were identified on the north side of 7200 South. Catalytic opportunities likely to occur within the next 5 years are identified as “near-term”. “Mid-term” opportunities are likely to occur in the next 5-10 years and “long-term” opportunities will take longer than 10 years to occur. The illustrative plans also identify the location of known current opportunities and areas where land use and density should be constrained to buffer adjacent neighborhoods.

7200 SOUTH STATION PLAN



Figure EX-1 - 7200 South Station Area Catalytic Opportunities Illustrative Plan

The intensity of use within the areas of catalytic opportunity should be adequate to support additional investment in public space and create opportunities for new retail and restaurant uses in the area. Figure EX-2 illustrates the intensity of use contemplated by the 7200 South Station Area plan.

7200 SOUTH INTENSITY

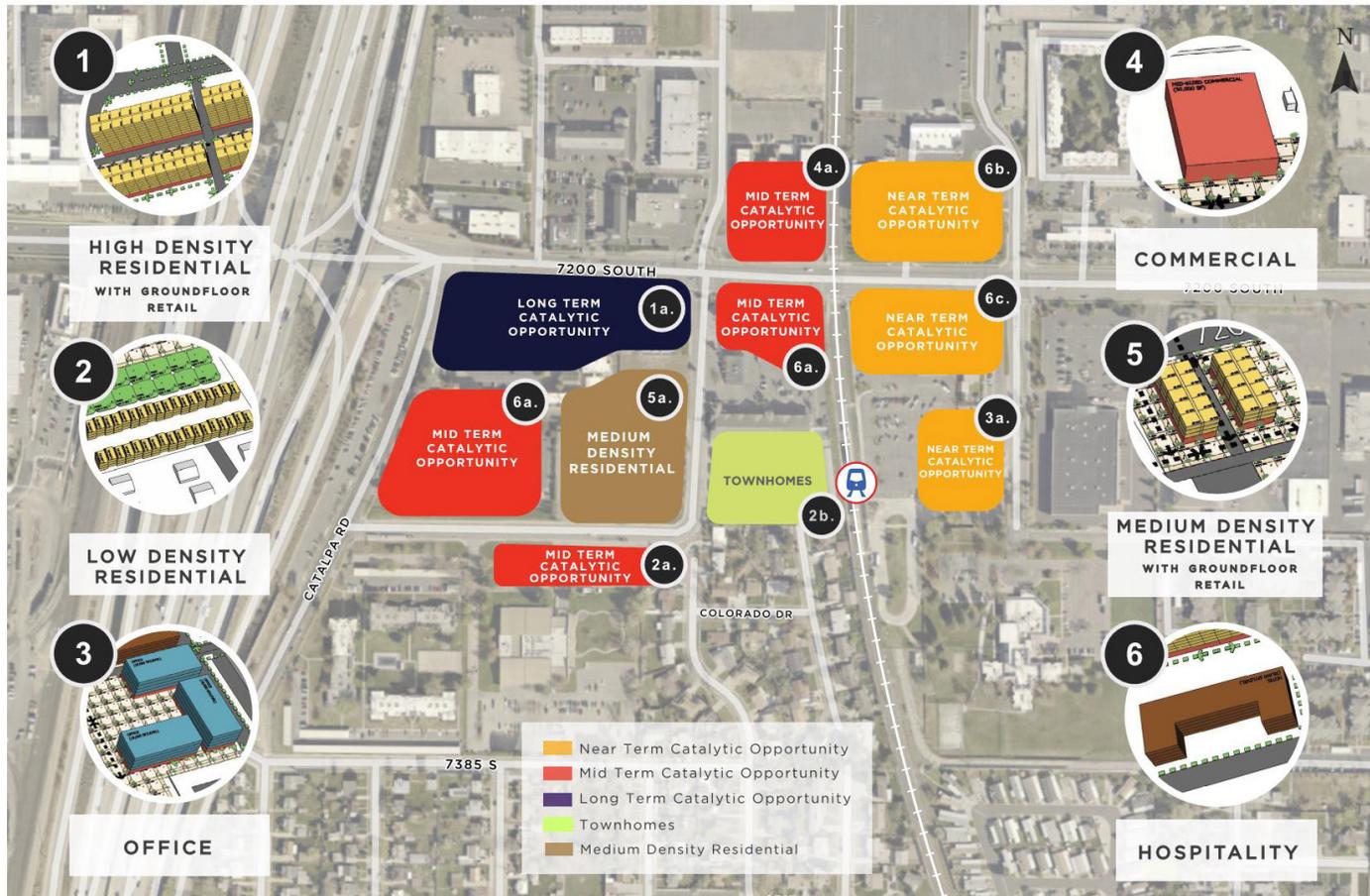


Figure EX-2 - 7200 South Station Area Catalytic Opportunities Intensity Illustrations

7200 SOUTH STATION LAND USE AND INTENSITY CONCEPT

- 1 **1a Intent:** Locate high intensity residential development with ground floor retail along 7200 South. Retail facing sidewalks create a pedestrian friendly feel. Medium intensity residential buffers existing single family housing from this higher intensity use. This housing will benefit from proximity and accessibility of the TRAX station and bordering a new shared street that connects the area east to the station and beyond.
- 2 **2a - b Intent:** Create townhome residential developments to buffer the existing neighborhoods from higher intensity development in the station area. Housing near the 7200 S. station would allow new residents to move freely in and out of Midvale without relying on a personal vehicle. This placement would also reduce the impact of new residents on local traffic.
- 3 **3a Intent:** Locate office development near TRAX station. This allows for workers to commute via transit in and out of Midvale and take advantage of the retail and services near the station during the workday. Personnel from office developments can take advantage of the human oriented spaces and streets, as well as the hospitality supportive uses and amenities throughout the area.
- 4 **4a Intent:** Place new complementary commercial within the station area north of 7200 South to encourage activity along both sides of the street. New street crossings will allow for ease of movement for visitors and residents.
- 5 **5a Intent:** An upcoming medium density housing development located along new shared street concept. This development may also include ground floor retail located along the shared street.
- 6 **6a - d Intent:** Place hotels and similar developments throughout the station area to create a hospitality hub in the 7200 S station area for visitors utilizing recreation amenities and infrastructure. Visitors can use ski bus-lines and the station to move in and out of this area. With the addition of retail and commercial that complement the vision of a hospitality and recreation hub on 7200 South, the need for visitors to have a personal vehicle is greatly reduced.

The intensities in the Illustrative Plan reflect the preferred alternative land use intensity developed through the public meeting process. Table EX-1 identifies the preferred land uses and intensities generated in the public meeting process for the immediate station area.

TABLE EX-1: PREFERRED ALTERNATIVE LAND USE INTENSITY - 7200 SOUTH PLANNING AREA

LAND USE	ACRES	INTENSITY
Residential - Townhomes	2	50 DU/Acre
Residential - High Density	3	70 DU/Acre
Retail	3	41,500 SF/Acre
Office	1	216,000 SF/Acre
Industrial	0	0 SF/Acre
Hotel	2	189 Rooms/Acre

Human-focused spaces are the most important component of the 7200 South Station Area Plan. Input from area residents, property owners and transit riders reinforced the importance of human scaled connections and amenities throughout the station area to support and benefit current and new residents, employees and visitors to the area. The illustrative plan in Figure EX-3 identifies a possible network of connections and amenities focused on pedestrians and bicyclists that provides connectivity to and from the station to existing and future development.

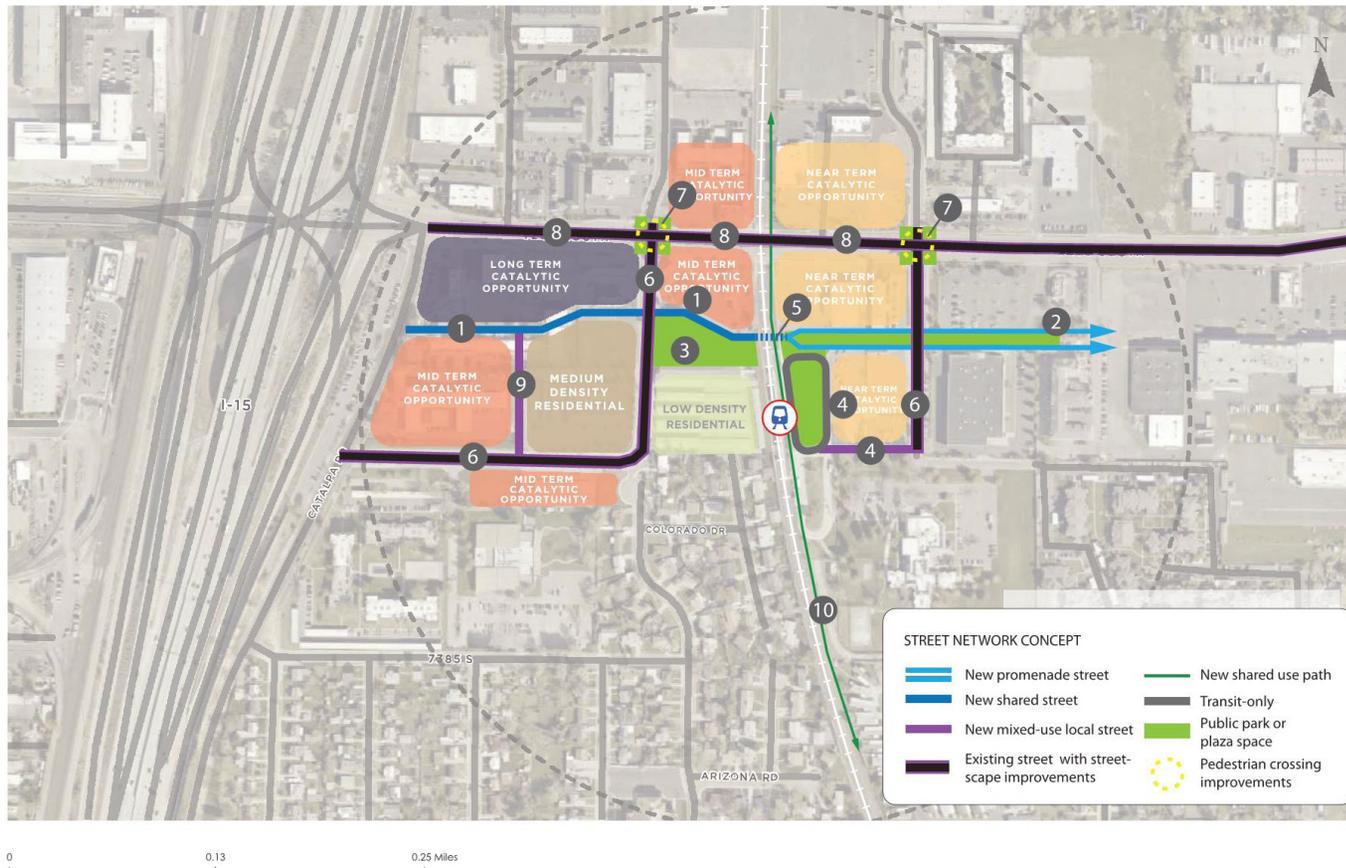


Figure EX-3 - 7200 South Station Area Illustrative Street Network Concept

7200 SOUTH STATION AREA STREET AND PUBLIC SPACE CONCEPT

- 1 New pedestrian-oriented “shared” street.** *Intent:* Create a pedestrian-oriented street connection through the heart of the station area that parallels 7200 South. New development should orient to this street to the extent possible. Street should be designed for pedestrians, with autos as “guests” - see concept on page 12. Exact alignment to be determined but should seek near/medium term implementation.
- 2 New promenade street.** *Intent:* Create a pedestrian-oriented street connection through the heart of the station area that parallels 7200 South and links the areas east of the station to the platform. New development should orient to this street to the extent possible. The street should be designed as a boulevard with a wide median used as a plaza - see concept on page 11. Exact alignment to be determined but should seek medium/long term implementation and should optimally extend to State Street.
- 3 Central park and public space.** *Intent:* Create a central gathering space in the station area to which development is oriented. The space could be a park or a plaza or contain elements of both.
- 4 Relocated bus drop-off/turn-around with center plaza:** *Intent:* Bring the bus stops closer to the station platforms, create more activity in the bus area, and make the bus area more central, by integrating it with a plaza space and surrounding development, this will open up the existing bus turn-around area for new development.
- 5 Improved TRAX crossing:** *Intent:* Create more connectivity across the TRAX line and a connected pedestrian spine for the station area. This should be a full street crossing if possible, or improved two-direction pedestrian crossing if not.
- 6 Streetscape/reconfiguration improvements on collector/local streets.** *Intent:* Improve the pedestrian experience on existing streets such as Cottonwood, Millennium, and High Tech, with a generous pedestrian realm, street trees, and pedestrian amenities such as furniture and pedestrian-scale lighting. Could also include narrowing of lanes and extensions of curbs. See page 13 for more guidance.
- 7 Improved 7200 South pedestrian crossings.** *Intent:* Connect the station area over the barrier of 7200 South by making intersections safer, more comfortable, and more convenient for pedestrians. Include high-quality corner environment “landing plazas” to create compelling entries into the district.
- 8 7200 South streetscape improvements.** *Intent:* Improve the pedestrian experience on 7200 South to the extent possible, within the context of 7200 South needing to move regional traffic.
- 9 New local street connecting Millennium with pedestrian street.** *Intent:* Increase connectivity and street frontage of the area west of the TRAX line, while still maintaining large enough development sites.
- 10 Bike/pedestrian path along TRAX alignment.** *Intent:* Implement regional bike/pedestrian connection, and connect the two blue line station areas in Midvale as well as to the north and south. An appropriate alignment should be identified in the near term.

The illustrative concept increases human scaled space, increases connectivity within the station area and increases opportunities for access into what can become a new transit served neighborhood. Illustrative street cross sections for the street network are found in Figures EX-7 through EX-12.

CENTER STREET STATION AREA

The Center Street Station area was once a thriving commercial center serving Midvale and the formerly unincorporated areas to the east. The area can and should return to its role as a primary source of economic opportunity in the City. New development in the station area should also maximize the value of past infrastructure investments and address increasing traffic pressure. The plan envisions redevelopment of the area to enhance pedestrian and bicycle access and increase opportunities for residents and visitors to park once and walk to multiple establishments.

Redevelopment should be consistent with this Station Area Plan based on the vision of a community village with opportunities for social interaction as well as places to shop, eat, work, play, and live.

The community developed the following Vision Principles for the Center Street Station Area:

1. **Awaken and activate the area.**
2. **Design and improve for charm.**
3. **Encourage transformative development.**
4. **Concentrate the most intense uses near State Street and Center Street.**
5. **Create a cohesive brand for the area as a village center and activity hub in the community.**

To achieve the vision for the Center Street station area, the Illustrative Plan in Figure EX-4 has identified opportunities for catalytic projects, primarily within the areas currently zoned TOD. Some longer-term opportunities were identified on the east side of State Street. Catalytic opportunities likely to occur within the next 5 years are identified as “near-term”. “Mid-term” opportunities are likely to occur in the next 5-10 years and “long-term” opportunities will take longer than 10 years to occur.

CENTER ST STATION PLAN



Figure EX-4 - Center Street Station Area Catalytic Opportunities Illustrative Plan

CENTER STREET INTENSITY

The illustrative plan in Figure EX-5 also identifies the location of known current opportunities and areas where land use and density should be constrained to buffer adjacent neighborhoods.



Figure EX-5 – Center Street Station Area Catalytic Opportunities Intensity Illustrations

CENTER STREET STATION LAND USE AND INTENSITY CONCEPT

- 1 1a - b Intent:** Locate highest intensity development along State Street. In these areas high density housing, such as apartment buildings with ground-floor retail, is recommended. Townhomes and public space buffer these areas from existing residential creating and protecting a village feel in the area. This housing will benefit from proximity and accessibility of the TRAX station, connected by a new shared street.
- 2 2a Intent:** A planned townhome development with 33 units called Midvale Station Homes. This development will benefit the proximity to the TRAX station. This townhome development acts as a buffer to the existing neighborhood from non-local foot traffic.
- 2b - d Intent:** Create townhome developments to buffer the existing neighborhoods from higher intensity development along State and Center Street as well as non-local foot traffic. This housing should promote a village charm feeling for the area. Housing near the station would allow new residents to move freely in and out of Midvale without relying on a personal vehicle. This placement would also reduce the impact of new residents on local traffic.
- 3 3a Intent:** Locate office development near TRAX station. This allows for workers to commute via transit in and out of Midvale and take advantage of the retail and services near the station during the workday.
- 4 4a Intent:** Create a location for residents and visitors to access commercial amenities such as restaurants, retail, and services. This—and other commercial locations throughout the station area—allows the station to function as an activity hub in the community. This location is buffered from existing neighborhoods by townhomes and an existing apartment complex, allowing for a higher intensity of use.
- 4b - e Intent:** Place high quality retail and commercial development along the State Street corridor as the area redevelops. In this plan high intensity development west of State Street steps down to lower intensity commercial and housing toward existing neighborhoods.

The intensities in the Illustrative Plan reflect the preferred alternative land use intensity developed through the public meeting process. Table EX-2 identifies the preferred land uses and intensities generated in the public meeting process for the immediate station area.

TABLE EX-2: PREFERRED ALTERNATIVE LAND USE INTENSITY - CENTER STREET PLANNING AREA

LAND USE	ACRES	INTENSITY
Residential - Townhomes	4	17 DU/Acre
Residential - High Density	11	58 DU/Acre
Retail	2	43,560 SF/Acre
Office	6	43,560 SF/Acre
Industrial	0	0 SF/Acre

CENTER STREET NETWORK PLAN

As with the 7200 South Station Area Plan, human-focused spaces are the most important component of the Center Street Station Area Plan. Input from area residents, property owners and transit riders reinforced the importance of including human scaled connections and amenities throughout the station area to support and benefit current and new residents, employees and visitors to the area. The illustrative plan in Figure EX-6 identifies possible network connections and amenities focused on pedestrians and bicyclists that provide enhanced street connectivity to existing and future development.

Figure EX-6 - Center Street Station Area Illustrative Street Network Concept



CENTER STREET STATION AREA STREET AND PUBLIC SPACE CONCEPT

- 1 New shared street.** *Intent:* Create a new pedestrian-oriented street connection through the middle of the station area, connecting State Street, Center Street, and the station - a walkable framework for the district.
- 2 Station plaza.** *Intent:* Create a “front door” for the east side of the station, where the new shared street accesses the station, and a linear plaza along the east side of the tracks to Center Street. This east-side tracks crossing should be linked to the west-side crossing, creating a convenient and intuitive crossing of the TRAX line barrier.
- 3 Community pocket park.** *Intent:* As part of the recommended redevelopment of the underutilized UTA park-and-ride lot into townhomes, create a small community pocket park, which should be well-connected to the shared street and station plaza on the other side of the TRAX line.
- 4 New neighborhood street.** *Intent:* As part of the recommended redevelopment of the underutilized UTA park-and-ride lot into townhomes, reconfigure the current park-and-ride drive into a

walkable neighborhood street providing access to the new homes, the park, and the TRAX parking.

- 5 Center Street streetscape and potential street reconfiguration.** *Intent:* Center Street has the largest effect on the character of the station area and the most significant ability to achieve the vision of a neighborhood village - make Center Street as walkable as possible by implementing streetscape improvements such as a wider pedestrian realm, consistent street trees, street furniture, street lighting, and curb-extension “bulb-outs,” all in a consistent theme. Reconfigure the street to the extent possible (see Figure EX-10). Explore the possibility of reconfiguring the street to a three-general-purpose-lane street (see Figure EX-10).

- 6 Streetscape improvements on neighborhood streets.** *Intent:* Build on the improvement of the pedestrian realm of Center Square by continuing to improve neighborhood streets like Maple Street with a wider pedestrian realm, street trees, street furniture, pedestrian-scale street lighting, and curb extension “bulb-outs” to complement ongoing or future redevelopment.

- 7 Improved State Street pedestrian crossings with corner plazas.** *Intent:* Improve the experience, convenience, and safety of the pedestrian crossings of State Street at 7800 South and Center Street, and create a new pedestrian-activated crossing at 7615 South. Implement a series of small plazas creating high-quality corner environments on these State Street intersections.

- 8 Intersection of new shared street and Center Street.** *Intent:* The intersection of Center Street and the recommended new shared street is a major opportunity to establish a pedestrian-focused epicenter for the station area; it is also critical to create a safe and intuitive crossing of Center Street here for pedestrians. The intersection could be raised to slow vehicle traffic and communicate the pedestrian priority, and/or be given a special paving treatment such as pavers or decorative concrete or asphalt.

- 9 Bike/pedestrian path along TRAX alignment.** *Intent:* Implement regional bike/pedestrian connection, and connect the two blue line station areas in Midvale as well as to the north and south.

The enhanced street networks recommended for each of the station areas assume new street cross sections in the area with enhanced human-focused amenities. These designs prioritize pedestrian and bicycle use and will encourage greater activity, safety, and livability. The illustrative typologies below can be adapted to the specific needs of each of the areas.

STREET AND PUBLIC SPACE TYPOLOGIES

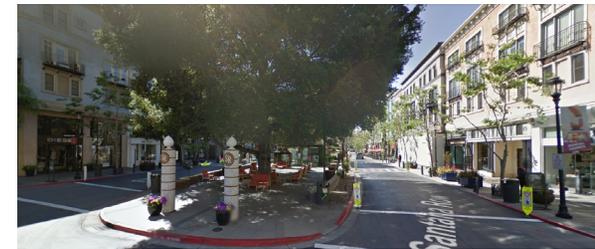
The following section identifies the characteristics of the different elements of the streets and public space network in the station area. These typologies propose concept cross sections, include key ingredients and design guidelines, and provide examples in other areas.

PROMENADE STREET

A wide, pedestrian-oriented street with a linear public space running down the middle.

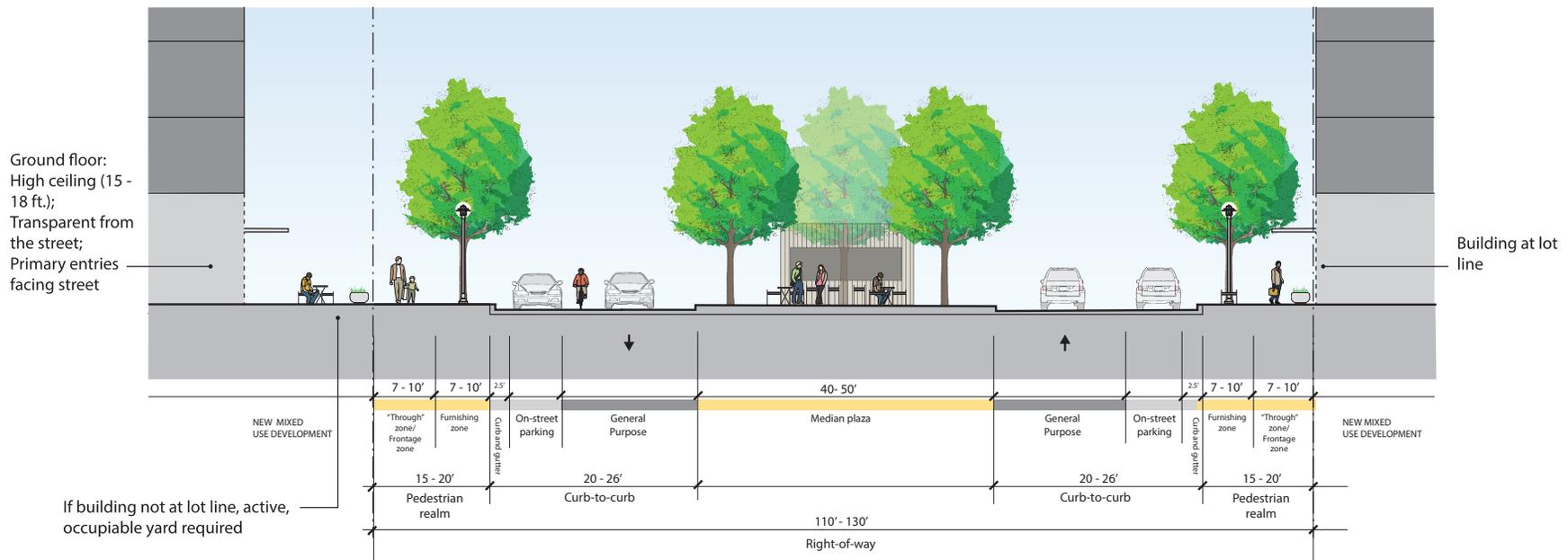
Key characteristics:

- A wide plaza in the street median with seating, shade, dining, and other active uses
- Wide pedestrian realm with regularly spaced street trees, pedestrian scale lighting (see streetscape improvements on page 15)
- Single vehicle lane on either side of median
- Slow vehicle speeds
- On-street parking



Examples of streets with center promenade plazas: La Rambla, Barcelona, Spain (above) and Santana Row, San Jose, Calif. (below)

Figure EX-7 - Promenade Street Concept and Guidelines



SHARED STREET

A local-level, very slow-moving street oriented to pedestrians so that the entire right-of-way is open to pedestrian travel, with autos allowed but treated as “guests.”

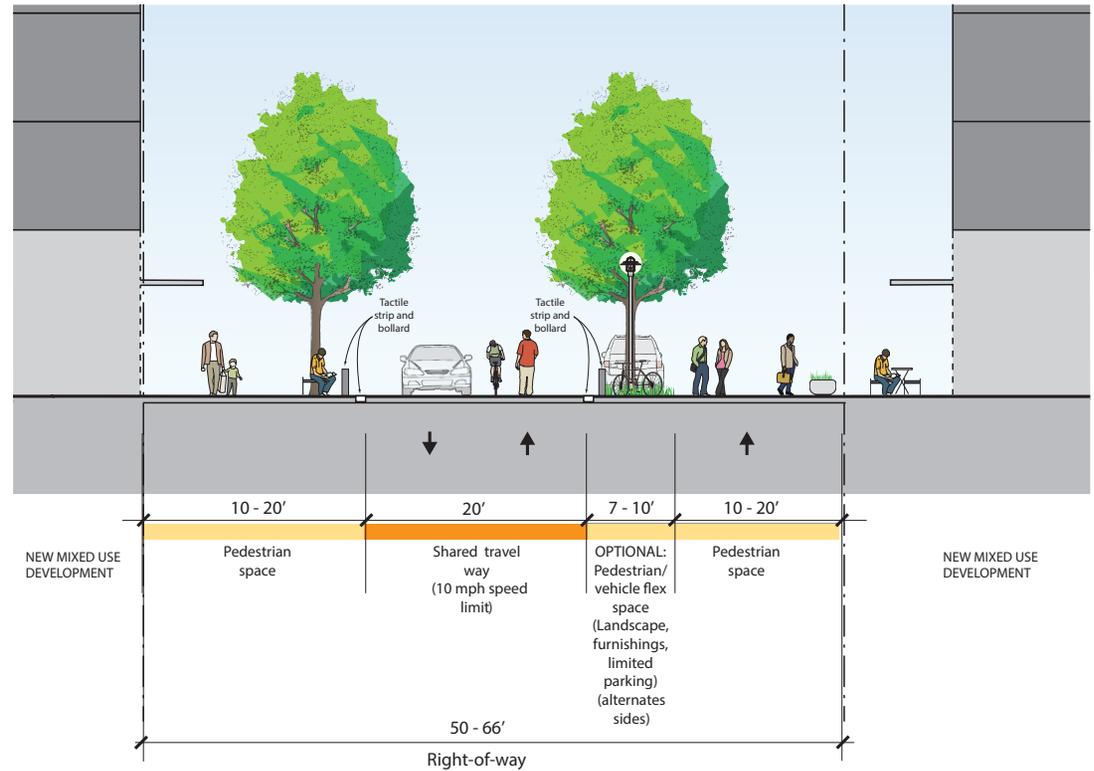
Key characteristics:

- Pedestrian-only area at sides with shared way in middle
- Curbless design - use bollards, landscape or other element to separate shared area and pedestrian-only area
- High level of pedestrian amenities
- Pedestrian-oriented paving (pavers, scored concrete)
- Ability to close to auto traffic for festivals or other events
- Slow vehicle speed design and speed limit: narrow traveled way with “jogs” to create traffic calming



Examples of shared streets; clockwise from top left: Octavia Street, San Francisco; Bell Street, Seattle; Regent Street, Salt Lake City; Davis Street, Portland, Ore.

Figure EX-8 - Shared Street concept and guidelines.



CENTER STREET STREETScape AND RECONFIGURATION

Because of both its central place in the Center Street station area and the potential for it to change, this plan identifies specific concepts for Center Street. The following concepts intend to add a pedestrian character to Center Street, whether under the current five-general-purpose-lane design or under a three-general-purpose-lane reconfiguration.

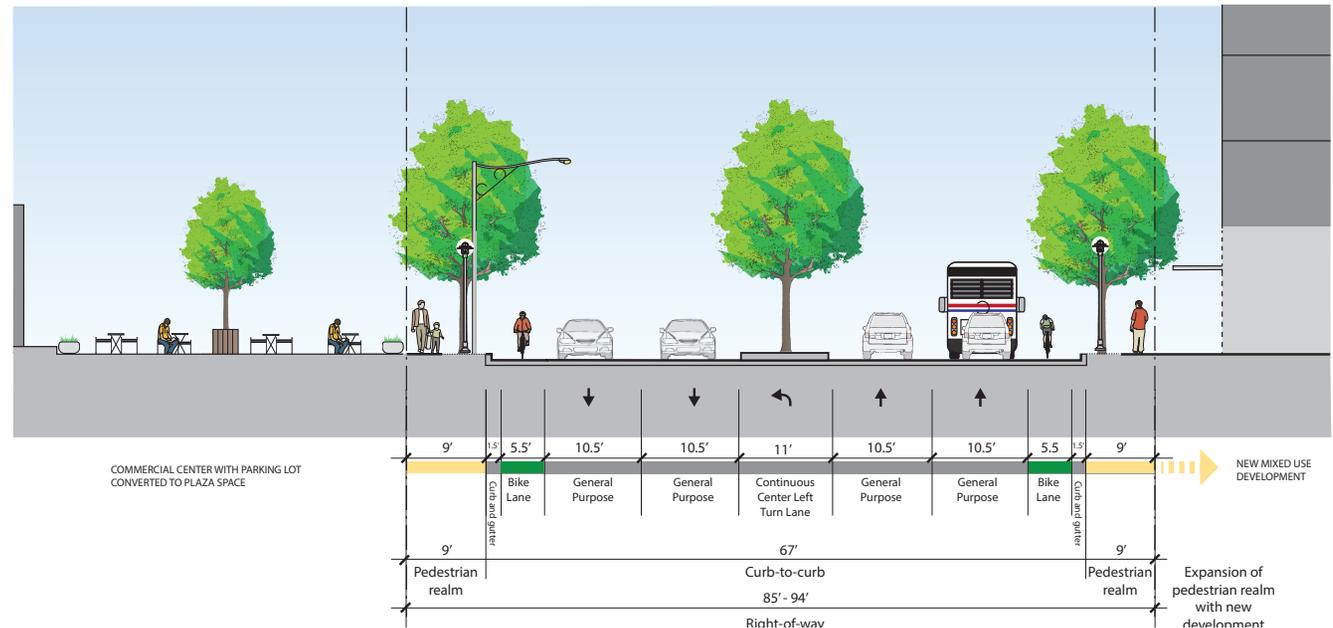
Key characteristics:

- A wider pedestrian realm with sidewalk and buffer/furnishings area
- Consistent street trees, street furniture, street lighting
- Bike lanes
- On-street parking on one or both sides if possible
- Curb-extension “bulb-outs” into parking lane if present
- Use of parking lots and other space in front of existing buildings for active people spaces such as dining areas or plazas
- Orientation of new development to the pedestrian realm of Center Street, whether through direct entries onto the sidewalk, or via an occupiable, active yard



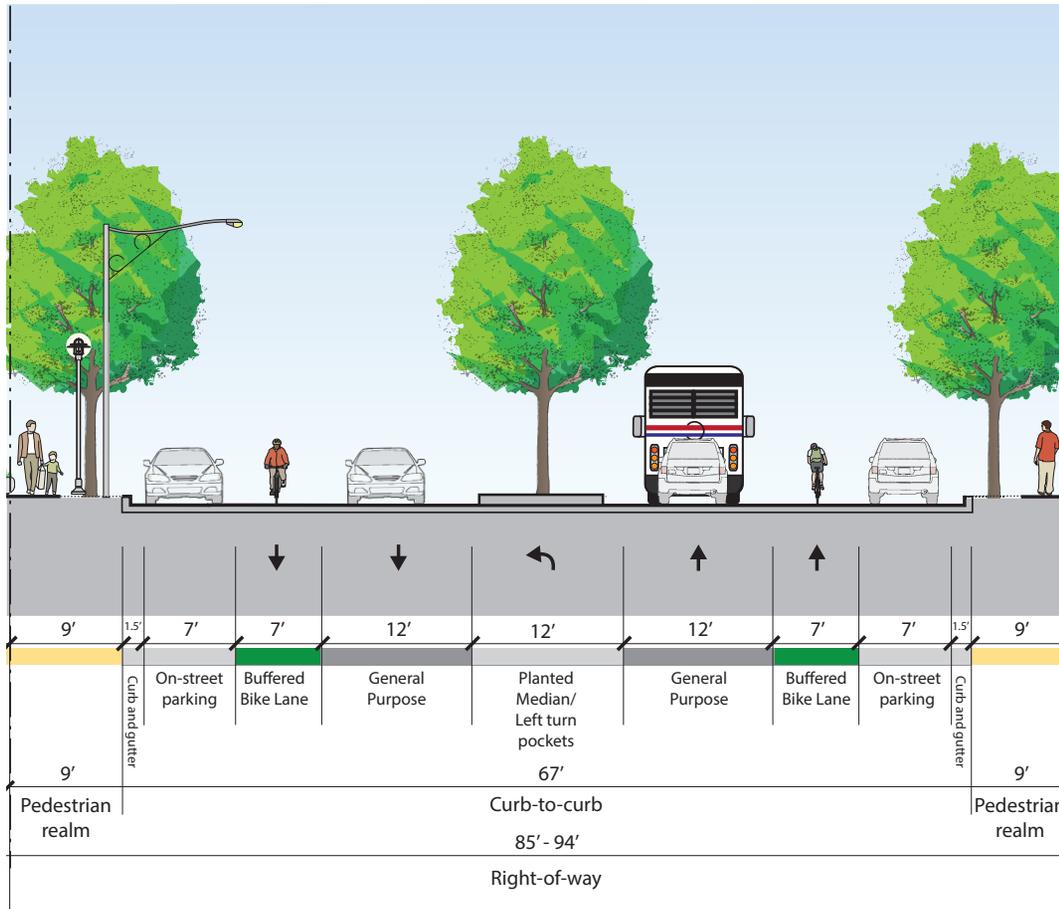
Divisadero Street in San Francisco provides an example of a street with two general purpose lanes in each direction that streetscape improvements made more walkable.

Figure EX-9: Center Street 5-lane concept and guidelines.



Explore the possibility of reconfiguring the street with one general purpose lane in each direction, with center turn pockets. This configuration would allow for a generous bike lane, on-street parking, slower vehicle speeds and an overall pedestrian-oriented character.

Figure EX-10: Center Street 3-lane concept and guidelines.



Examples of walkable streets with one general purpose lane, a center median, on-street parking, bike accommodations, and streetscape improvements, from top: Valencia Street in San Francisco; Guardsman Way in Salt Lake City; and La Jolla Drive in San Diego.

STREETSCAPE IMPROVEMENTS

There are currently few people-oriented streetscape amenities in either station area, exacerbating an often-hostile public realm. Amenities designed to make the environment more comfortable for people can be added to existing station area streets. The qualities these streetscape improvements can provide include:

- Scale - use objects to create spaces and outdoor rooms scaled for people
- Texture - use surfaces like the ground and walls to create textures that appeal to people
- Buffer from moving traffic
- Greening - trees and landscape
- Shade - from trees, awnings, and other
- Seating - for eating, people-watching, and other
- Lighting (pedestrian scale)
- Transportation - bike parking, transit waiting, bike share, paid parking
- Vending/dispensing - food, drink, news, and other
- Signs and communication (pedestrian scale)
- Art/entertainment



Figure EX-11: Streetscape improvement options.

SHARED USE PATH

Shared use paths are paths separated from moving motor vehicle traffic and that often run along their own alignment, separate from any street. In the Midvale station areas, the primary recommended application of shared use paths is the recommended pathway along the TRAX line.



PEDESTRIAN CROSSING IMPROVEMENTS AND CORNER PLAZAS

Pedestrian improvements at major intersections are a critical way to improve the Midvale station areas, since high-volume and often high-speed roadways pose barriers to pedestrians in each area - State Street and Center Street at the Center Street station, and 7200 South in the 7200 South station. Intersection improvements should focus on crossing visibility, shortening the length, and providing quality corner environments. For key intersections, these corner environments should include small “landing” plazas that can also serve as gateway elements to the station districts.



MIXED USE LOCAL STREET

A general-purpose street intended for connecting the station area for local users and providing and linking public space.

Key characteristics:

- Wide pedestrian realm with landscaped or hardscaped buffer/furnishings area depending on use (more intensive use gets more hardscape)
- Street trees
- Street furniture and pedestrian-scale lighting
- Frequent pedestrian crossings, at each block and in some cases mid-block
- On-street parking
- Curb extension bulb-outs into parking lane at pedestrian crossings
- Minimal roadway width
- Slow speed limit - 25 m.p.h. or lower
- Range of frontage types allowed, depending on use:
 - Retail requires more transparency and frequent/direct entries, with occupiable and active yards.
 - Residential uses and office uses require fewer entries and less transparency



Examples of walkable mixed-use local streets, clockwise from top left: Salt Lake City, Utah; Emeryville, Calif.; Albuquerque, N.M.; Hillsboro, Ore.

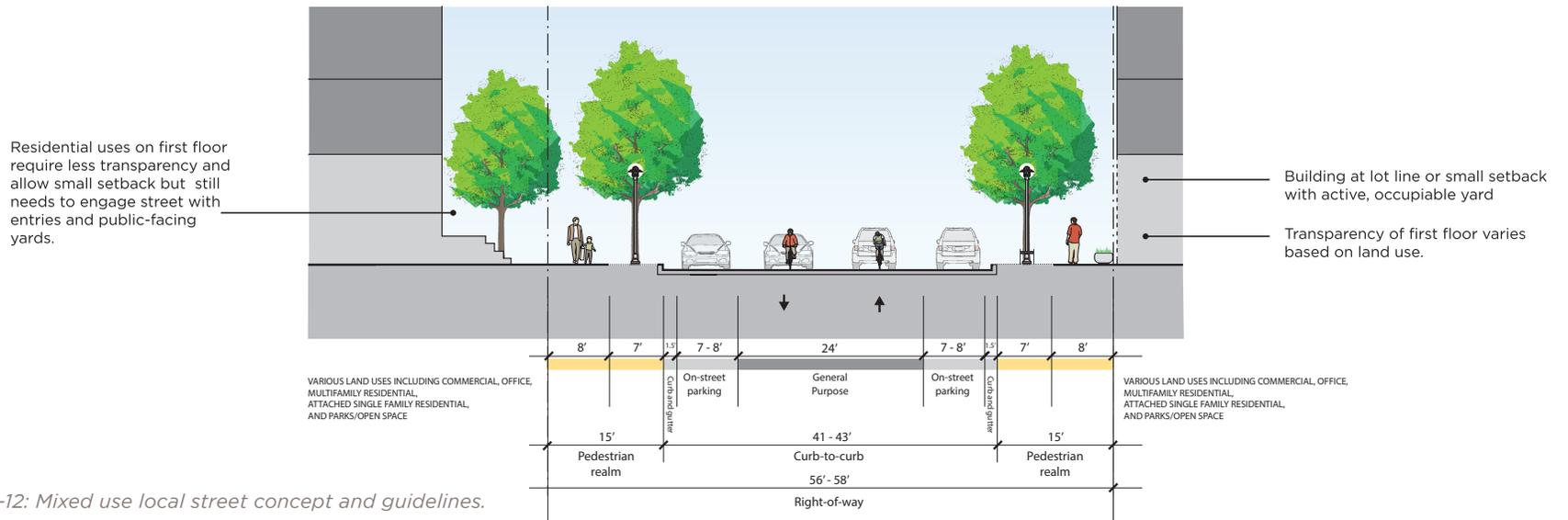


Figure EX-12: Mixed use local street concept and guidelines.

TRANSIT-ONLY WAY

A transit only way is a drive or street exclusively for the use of transit vehicles. In the Midvale station areas, transit-only drives are relevant to the bus pick-up at both stations. Transit-only drives tend to need a lot of width, especially if buses are turning around. They should be designed to accommodate the bus vehicles but also to support the pedestrian experience around the station.



Example of a transit-only way in Midvale's Bingham Junction station.

PUBLIC PARKS, PLAZAS AND OTHER SPACES

The heart of each station area should be a connected system of public spaces that include small parks, large and small plazas, and pedestrian-oriented streets. Each of these public spaces should be closely linked to the buildings around it - the larger the space, the more intensive the land uses that should surround it, with building entries facing the public space directly.



Examples of the variety of activated parks, plazas, and other public spaces that should be part of the connected public space network in the Midvale station areas.

PARKING ANALYSIS AND RECOMMENDATIONS

Township + Range completed an analysis of TOD parking strategies in comparable communities. The analysis identified four key considerations to a successful TOD parking policy: amount of parking; collectivization of parking; economics of parking; and design of parking. The recommendations consider Midvale’s existing standards, best practices for station area parking policy, and the station areas’ context in a suburban location. Based on this analysis Township + Range recommended several strategies to address parking in the two study areas. The full parking analysis can be found in Appendix D.

AMOUNT OF PARKING

The strategy to address this issue is to slightly modify the existing minimums; offer more opportunities for parking minimum reductions; and add parking maximums.

PARKING MINIMUMS AND MAXIMUMS

Residential

	w/in .25 mi		outside .25 mi	
	Min	Max	Min	Max
1 BR	0.75	1	1	1.25
2 BR	1	1.5	1.25	2
3 BR	1.25	2	1.5	2
4+ BR	1.5	2	1.75	2

- Senior unit - 1 space/4 units
- 1 guest space/4 units - but on-street OK
- Project qualifies for w/in .25 mile of a light rail standard if any part of project is within .25 mile.

Non-residential

	Min	Max
Commercial	2.5 spaces/1000 leasable sf	4 spaces/1000 leasable sf
Office	2 spaces/1000 leasable sf	3.5 spaces/1000 leasable sf
Hotel	.75 space/room + 2 spaces/1000 separate net leasable building area	1 space/room + 3.5 spaces/1000 separate net leasable building area

* For all other uses, maximum is 1.5 times minimum parking requirement.

* Consider exemption from maximum if parking is provided in a structure.

ADDITIONAL REDUCTIONS

Transportation demand management strategy

- See Economics of Parking below

Affordable housing

- 50 percent reduction

Alternative compliance/parking management plan

- Based on parking impact study undertaken by developer
- Must accomplish purpose of parking standards or TOD zone better than standards themselves

Total reduction

- Total reduction of parking minimums is limited to 50 percent of the minimums.

COLLECTIVIZATION OF PARKING

The strategy to address this issue is to expand and formalize the existing shared and on-street policies and to add a provision for off-site parking.

SHARED PARKING

- Keep shared parking provision
- Allow staff to approve reductions
- Must be within 800 feet
- Parking study to show complementary peak demand

OFF-SITE PARKING ALLOWANCE

- Can accommodate 100 percent of parking off-site
- Must be within 800 feet of the use
- The location and terms of the off-site parking shall be specified in a written deed, lease or contract, signed and notarized by all affected property owners

ON-STREET PARKING ALLOWANCE

- Below unit limit (10,000 sf), can accommodate all parking on-street, where available
- Above the limit, can accommodate 25 percent of parking on-street for additional square feet on-street, where available. For example, for a 15,000 sf building, the parking required for the first 10,000 square feet can be accommodated on-street, while up to 25 percent of the parking required for the additional 5,000 square feet can be accommodated on-street.
- Residential guest spaces can be accommodated on-street
- On-street spaces must be within, directly adjacent to, or as close as possible to the development
- On-street spaces must be on new streets or streets fronted by non-single family residential uses

PARKING BENEFIT DISTRICTS

- Long-term potential to develop a parking benefit district in one or both station areas. Members of the district (likely property owners) would pay into the district as an alternative to supplying parking on their own. This would potentially be focused more on office/commercial/hotel; could be a better strategy in the 7200 South station area. Consider coupling this concept with the parking changes desired in the Main Street Small Area Plan to create a citywide district.

ECONOMICS OF PARKING

The strategy to address this issue is to add incentives to unbundle parking and create transportation demand management programs.

UNBUNDLING

- 25 percent reduction for unbundling parking from residential or commercial/office units
- In the long term, consider requiring the unbundling of parking, as some cities have started to do
- Seek pilot project with which to test this approach and develop implementation measures.

TRANSPORTATION DEMAND MANAGEMENT PROGRAM

Reductions for TDM programs

- Paid parking for office uses – 25 percent reduction
- Office car share – 20 percent reduction
- Transit pass subsidy – 25 percent reduction
- Hotel transit program – 25 percent reduction
- Hotel car share – 25 percent reduction
- Hotel bike share – 10 percent reduction
- Up to total 50 percent reduction

City can take a leading role in TDM

- Example programs
- Administer programs in some cases
- Broker with UTA and others

DESIGN OF PARKING

The strategy to address this issue is to maintain the existing standards and expand them.

EXISTING DESIGN STANDARDS

- No parking in front setback of any building
- Parking structures shall contain ground-level retail, office or display windows along all street-fronting facades of the parking structure

ADDITIONAL PROVISIONS

- Buffering of surface lots
- Landscaping and trees in surface lots
- Integrate low-impact development/green infrastructure into parking areas

SUPPORTIVE POLICY

A key part of the station area parking strategy is to overcome the barriers to implementing the above policies and mitigate the side effects that may come from them.

Residential area parking mitigation

- Consider residential parking permit system in residential neighborhoods surrounding the station areas
- In some cases, consider delaying connections between some neighborhoods and station area

I. INTRODUCTION AND OVERVIEW

Midvale City is the nucleus of the transportation system for Salt Lake County. This is true for roads, trail and transit. Midvale’s location within the regional transportation system has shaped land use and development for all of Midvale’s history.

By the 1890’s, prior to incorporation, the growing community was centered around the crossroads of the main D&RG rail line and the copper line coming out of Bingham Canyon – Bingham Junction. The transportation investment in rail contributed to significant population growth and commercial success in the community. Midvale’s historic Main Street was the area’s commercial center during this period.

In the 1910’s the precursor to US 89/State Street, the Arrowhead Trail, was created to connect Los Angeles, Las Vegas and Salt Lake City. This auto trail was a precursor to the national highway system with the Utah portions of the trail becoming US Highways 89 and 91 and other sections incorporated into I-15. With established auto routes and the growing popularity of the car the commercial center of many communities shifted towards the new highways. This happened in Midvale with attention shifting from historic Main Street near the smelter, mill and railroad junction east to the intersection of Center Street and State Street. This area was home to many of the shops and services local residents used on a daily basis.

A similar shift occurred with the advent of the Interstate system and the construction of an interchange at 7200 South. The commercial focus of the area shifted once again to 7200 South between I-15 and State Street.

Commercial and development patterns are shifting again in the valley. Part of the shift is due to the community’s investment in transit service but, as with the automobile and highway driven shifts towards suburbia there are demographic factors at play as well. New households are seeking a more urban experience including in suburban areas. They are seeking an intensity of activity that allows them to have one car or visit areas where they only have to park once to complete their errands or participate in social events.

Midvale along with the rest of the State is feeling pressure from current and future projected growth in population, households, employment and transportation demand. Figure 1 from the University of Utah Kem C. Gardner Policy Institute illustrates recent and projected future annual population change. In this graph you can see that in 2015 population growth was estimated to be just under 60,000 people statewide. The majority of the growth, about 37,000 people, is a result of “natural increase” or the net of statewide births less statewide deaths. The remaining approximately 21,000 new people in the state moved here from other areas of the country and world. The state is projected to continue to experience total annual population growth of between 55,000 and 65,000 people annually.

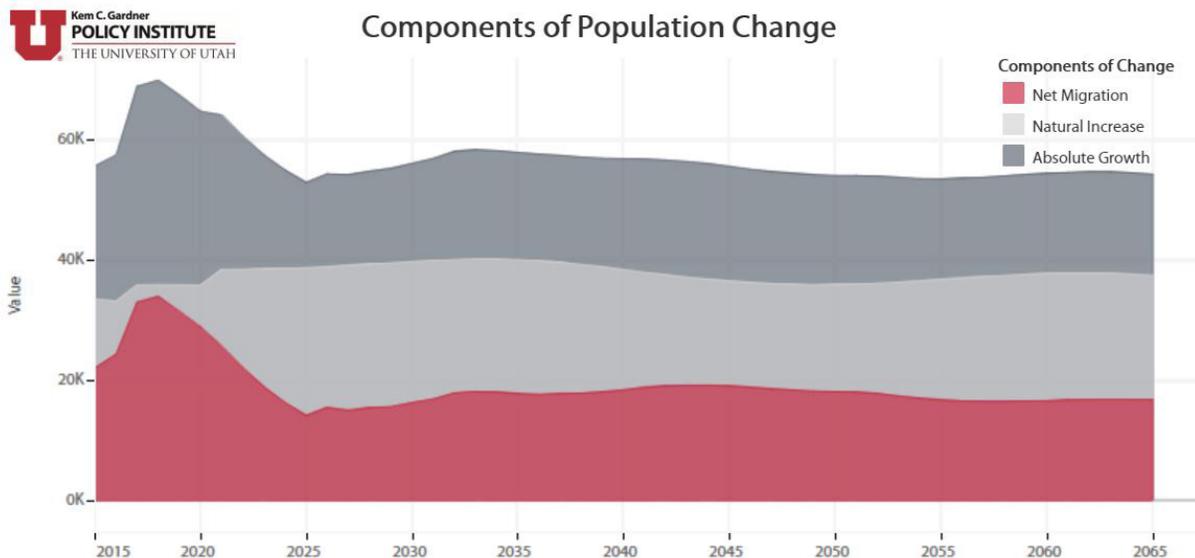


Figure 1 - Components of Population Change, Reprinted from Kem C. Gardner Institute

Growth in population is spread throughout the State. Figure 2 illustrates each of the State’s 27 counties’ projected share of statewide population between 2015 and 2065. Although Salt Lake County’s population is projected to continue to grow other areas of the state are projected to grow at a greater rate. The result is that Salt Lake County, which in 2015 was estimated to house 36.5 percent of the State’s population is projected to house 29.1 percent in 2065. Utah County, which in 2015 was estimated to house 19.5 percent of the statewide population is projected to almost equal Salt Lake County’s share in 2065 at 27.8 percent.

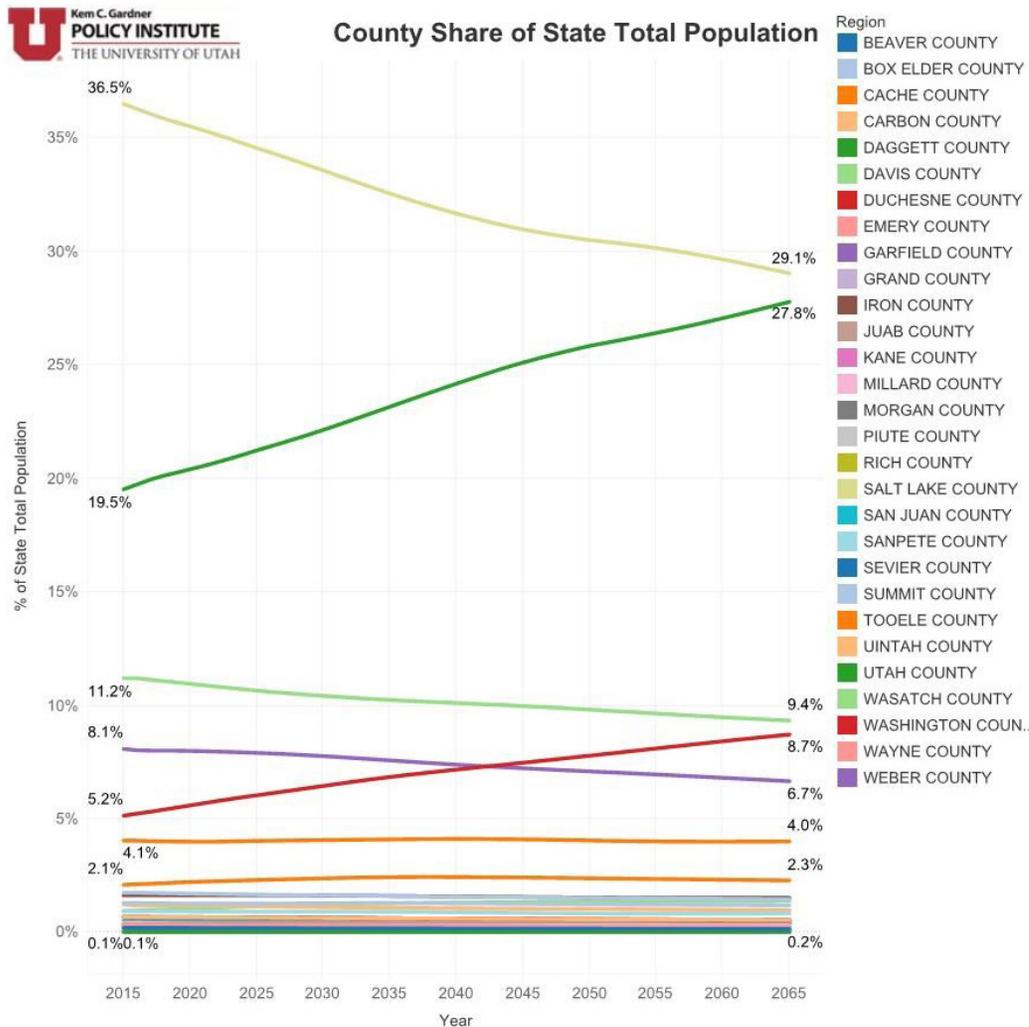


Figure 2 – County Share of State Total Population, Reprinted from Kem C. Gardner Institute

Within each county future population growth by city and town are estimated by the local planning council. In the case of Salt Lake County this is Wasatch Front Regional Council. In Table 1 you can see that an estimated 3 percent of Salt Lake County's total population resided in Midvale in 2016. Wasatch Front Regional Council projects that Midvale will continue to be home to approximately 3 percent of Salt Lake County's total population in 2040. This means an additional 16,119 people in an estimated 8,471 households will live in Midvale.

TABLE 1: POPULATION GROWTH BY AREA

	2016	2040	NEW PEOPLE
Salt Lake County	1,179,759	1,639,706	459,947
Midvale	36,635	52,753	16,119
Jordan Bluffs	0	3,500	3,500
7200 South Station Area	1,071	1,408	337
Center Street Station Area	1,098	1,565	467
Remainder of Midvale	34,466	46,280	11,815
<i>Source: Wasatch Front Regional Council</i>			

The Wasatch Front Regional Council provides current and projected population for areas within Midvale as well. Table 1 also identifies current estimated and 2040 projected population for the two station study areas. The table includes future projected population on Midvale's remaining large development opportunity at Jordan Bluffs to provide insight into where the more than 16,000 future residents of Midvale might live.

Currently there are no households on the Jordan Bluffs site. Current plans indicate a projected 3,500 people could live there by 2040. The 7200 South and Center Street station areas are projected to continue to house about 3 percent of Midvale's population each. Midvale's remaining neighborhoods currently house 94 percent of the population. The development of the Jordan Bluff's area will take some growth pressure off Midvale's remaining neighborhoods. In 2040 the remainder of Midvale is projected to house approximately 89 percent of the total population.

Changing development forms, facilitated by the investment in transit, have left obsolete buildings and areas scattered around the valley, including Center Street and State Street and the 7200 South corridor from I-15 to State Street. These currently underutilized areas present an opportunity to accommodate anticipated growth in Midvale's population as well as provide employment, shopping and community resources to Midvale's current residents. The small area master plans resulting from this study will guide the transition of these two areas to return them to the vibrant community centers they once were.

II. PLANNING PROCESS

A public input intensive process was used to develop the recommendations for each of the study areas in this plan. Figure 3 is an organizational flow chart identifying the stakeholder group and public workshop structure of the planning process.



Figure 3 - Planning Organizational Chart

Each of the groups in Figure 3 reviewed and provided input at each step in the planning process. Figure 4 identifies the five basic steps in the process.

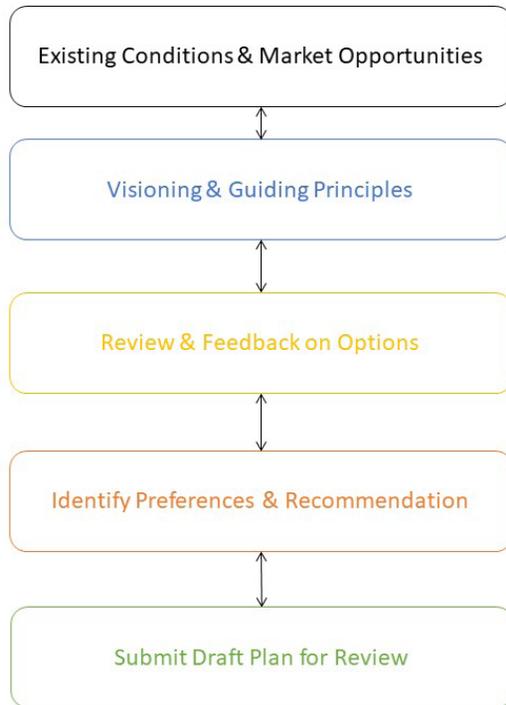


Figure 4 - Planning Process Chart

Step 1 – Existing Conditions & Market Opportunities focused on the current state of development in each of the station areas and current and projected real estate market conditions. The information generated in this step was provided to each of the planning groups to inform their discussions and recommendations. The Existing Conditions report is included as Appendix B to this Plan.

Step 2 – Visioning & Guiding Principles were initially developed by the Internal Stakeholder Committee and further refined by the Midvale & Transit Riding Communities. The five principles developed for each of the station areas were used in the planning process to evaluate options and to inform recommendations.

Step 3 – Review & Feedback on Options occurred at all levels of the planning process organization chart. Three options for each station were developed that clearly differentiated between minimal new developed to complete transformation.

Step 4 – Identify Preferences & Recommendation was an interactive process at the Internal Stakeholder Committee and the Midvale & Transit Riding Communities levels. The recommended plans for each of the station areas represent a consensus approach for the planning areas.

Step 5 – Submit Draft Plan for Review. This draft plan was presented and discussed the City Council on September 11, 2018.

A project website with the URL www.MidvaleStationPlans.org was created to provide updated information about the planning process and to generate feedback from interested parties. Over the course of the planning period 795 individuals visited the website. A summary of the comments and survey results are included as Appendix N and O to this document. A complete report including specific input can be found in Exhibit A of this Plan.

As part of the planning process the consulting team completed an analysis of parking needs in station areas. This analysis guides the estimated parking needs for future development in the planning areas and also informs recommended changes to Midvale station area zoning provisions. The complete Parking Analysis can be found as Appendix D to this Plan.

III. FUTURE STATION AREA OPTIONS

Phase 1 of the planning process identified a working vision for each station area as well as priority targeted land uses. During phase 1 the consulting team also completed an analysis of existing economic, real estate, and physical conditions of each of the planning areas. Existing conditions were used to inform discussions with the Internal and External Stakeholders as well as to inform the evaluation of the three planning options developed for each area.

The options differ based on intensity of future use as illustrated in height and density of development and the amount of human focused, public space included in the area.

7200 SOUTH STATION AREA

OPTION 1

Each alternative is meant to build on the impact of the one previous to provide a range of development options for the community. Figures 5 and 6 illustrate the lowest level of intensity of use and public infrastructure. As 7200 South Option 1, this alternative provides the least development impact of the three with a moderate scale of change.

7200 SOUTH OPTION 1

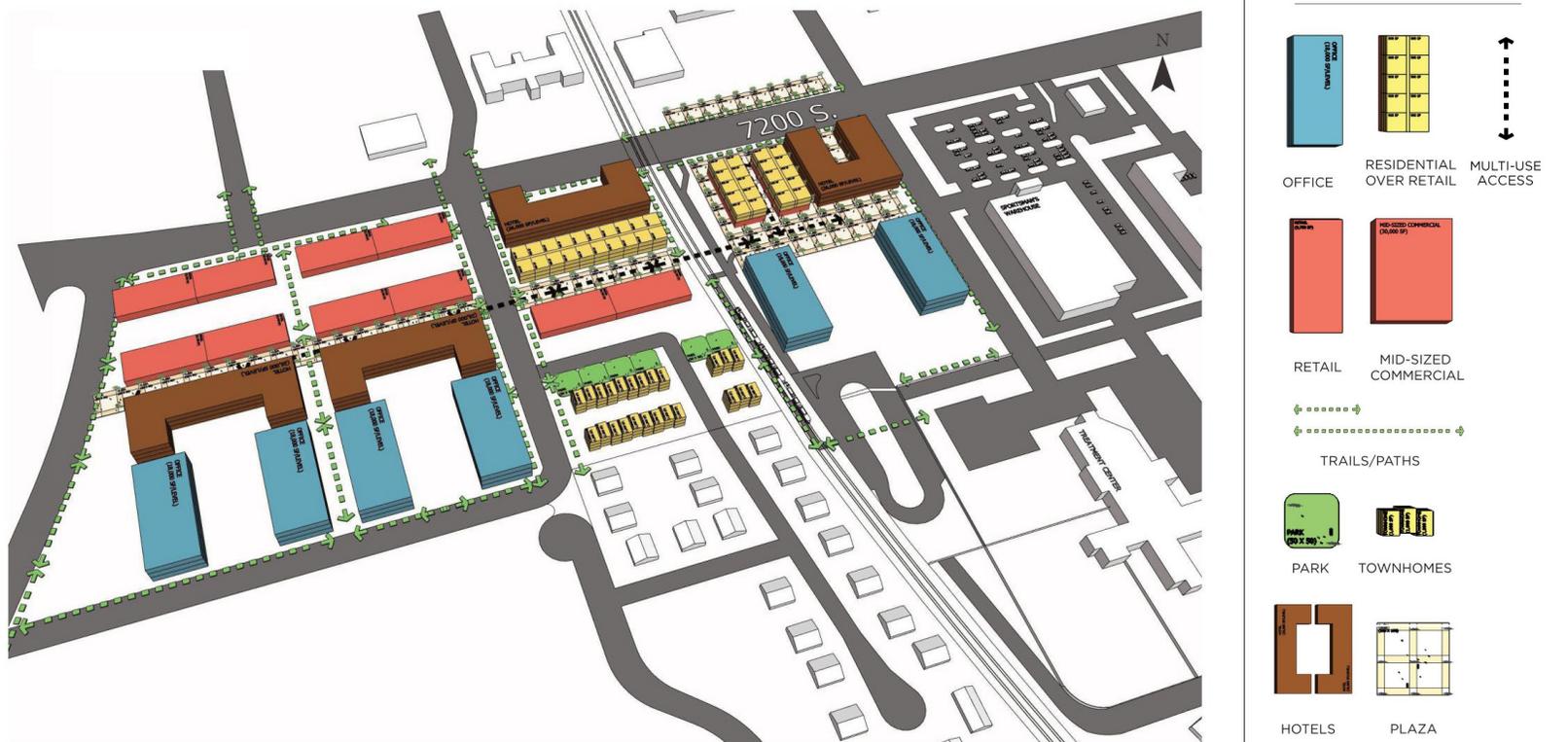


Figure 5 - 7200 South Station Area Option 1 - Perspective

7200 SOUTH OPTION 1

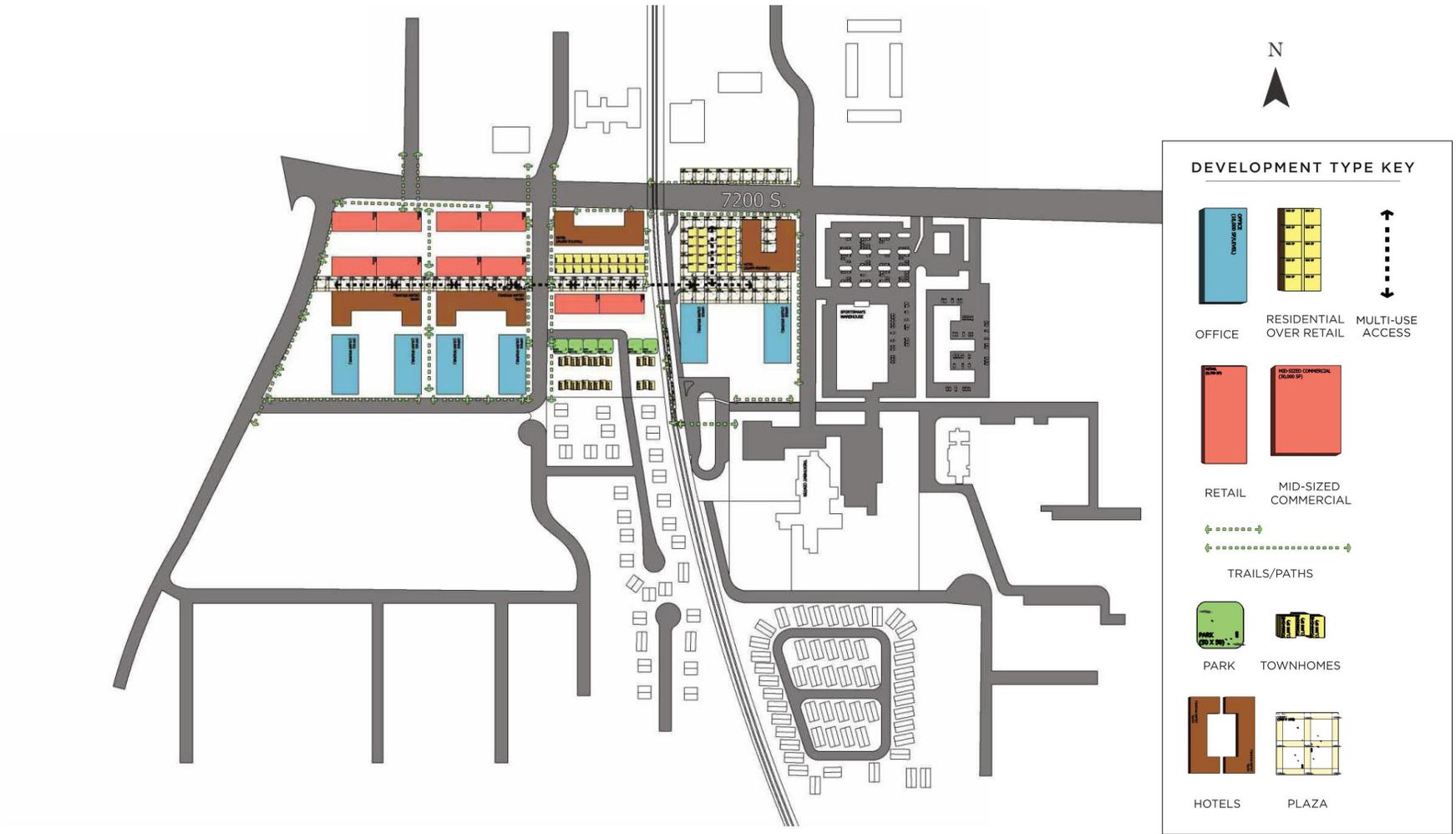


Figure 6 - 7200 South Station Area Option 1 - Plan View

This new right of way exists in one form or another in each 7200 South Development Option and provides activation for the large blocks in the focus area. This new development corridor is the organizing feature for redevelopment of the station area and represents a significant investment in new public space. The main focus of this option is the redevelopment of the UTA property to the east of the station and other key properties along 7200 South. One major element of this option is the shared road from Catalpa Road through the station area. This multi-use road can be extended east to State Street as redevelopment occurs in the 7200 South area.

Table 2 estimates residential units and square feet by land use in Option 1. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 2: 7200 SOUTH OPTION 1 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	124	118,800	3	8,471	1%
Office		324,000	2	483,000	67%
Hotel	507	312,000	2	998	51%
Retail		117,000	3	1,000,000	12%
Parking			4		
Public Space		192,500	4		

OPTION 2

Figures 7 and 8 illustrate Option 2 for the 7200 South Station area builds on the multi-use roadway extending from Catalpa through the station area. The option includes additional intensity of use throughout the station area.

7200 SOUTH OPTION 2

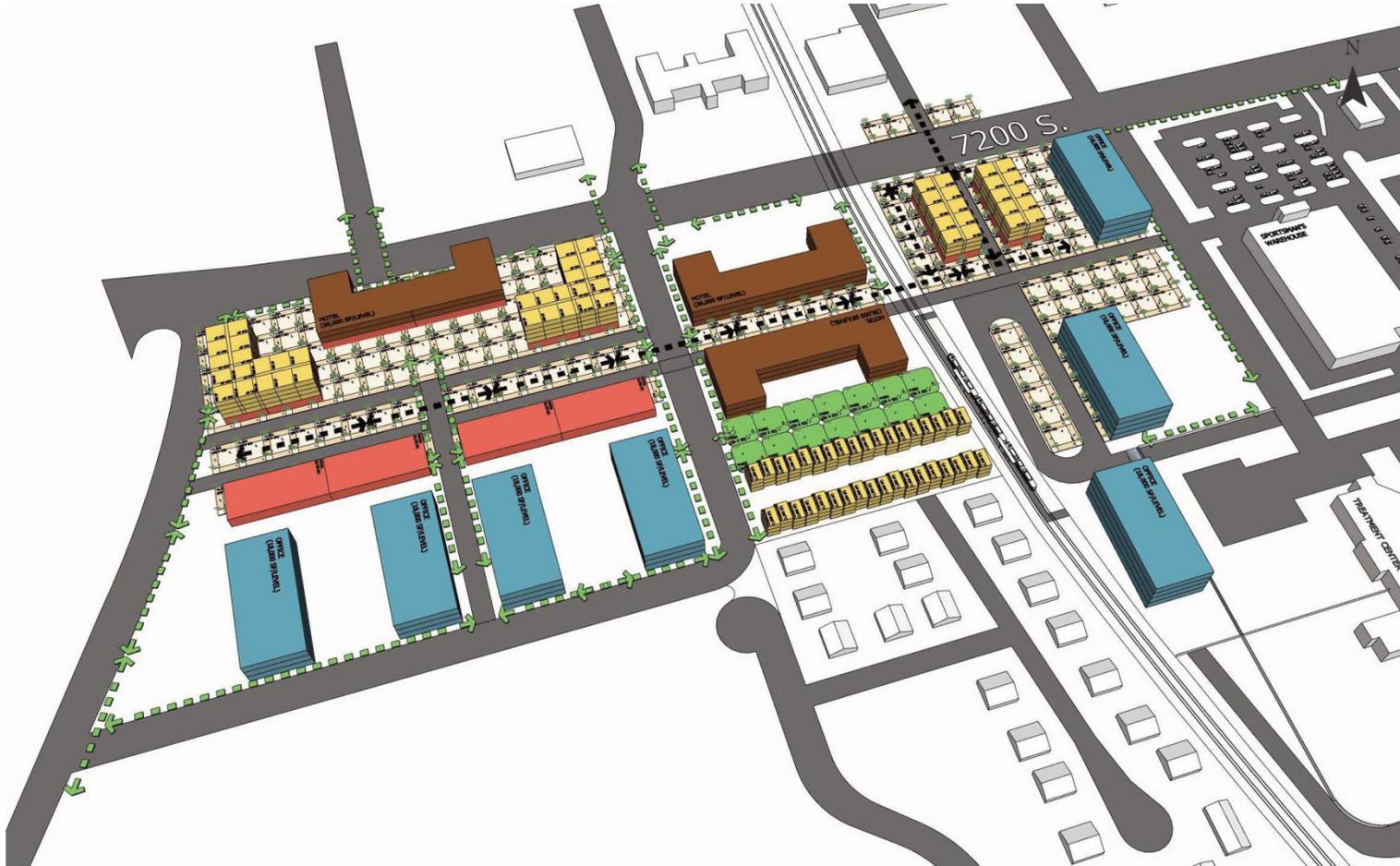


Figure 7 - 7200 South Station Area Option 2 - Perspective

7200 SOUTH OPTION 2

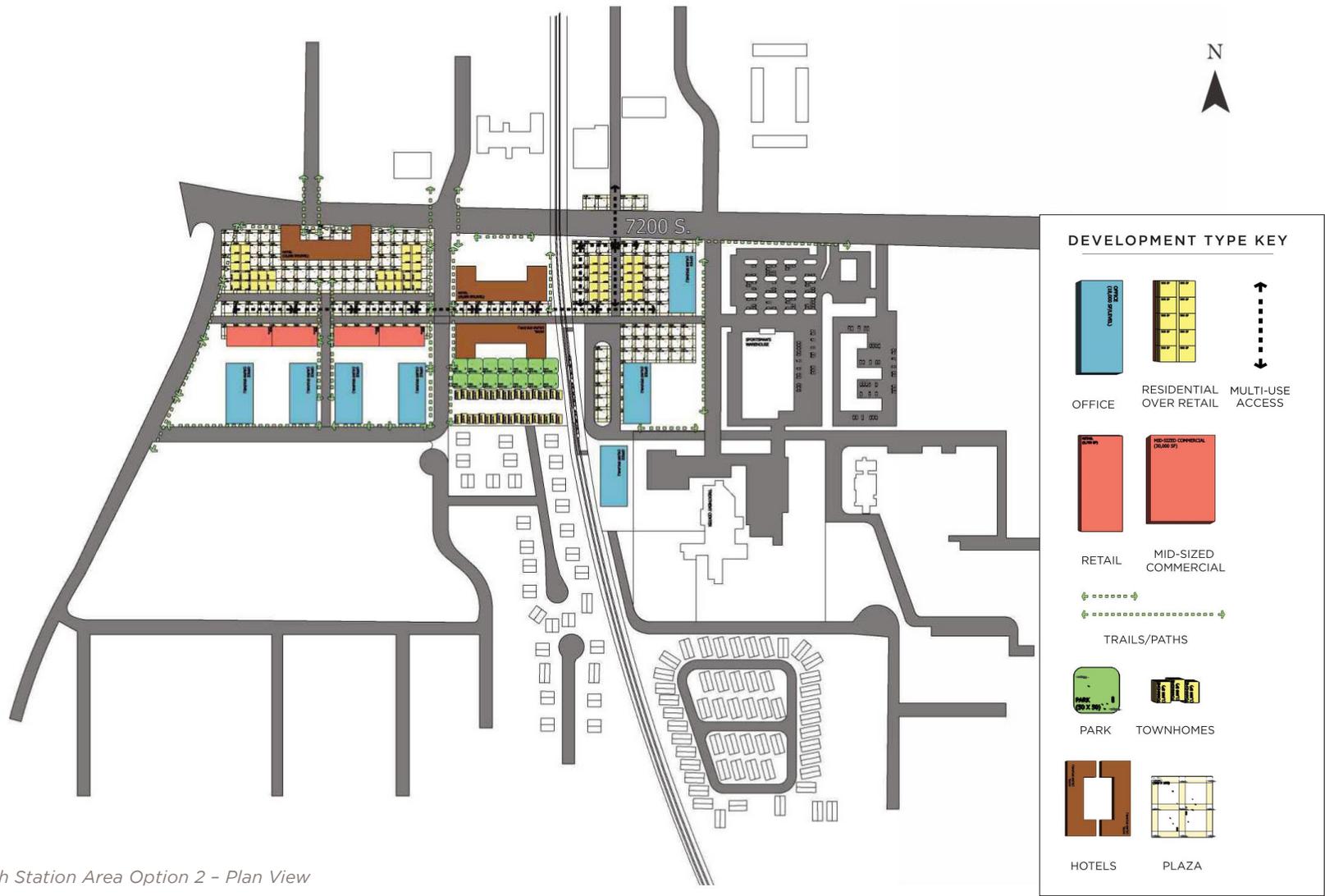


Figure 8 - 7200 South Station Area Option 2 - Plan View

The multi-use roadway concept introduced in Option 1 is expanded in Option 2 to allow for more intensive uses. The focus of the public space should be on outdoor recreation as a “basecamp” for visitors to the hotels, restaurants and shops in the area.

Table 3 estimates residential units and square feet by land use in Option 2. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 3: 7200 SOUTH OPTION 2 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	224	212,400	5	8,471	3%
Office		432,000	3	483,000	89%
Hotel	338	208,000	2	998	34%
Retail		107,900	2	1,000,000	11%
Parking			4		
Public Space		360,000	8		

Option 2 includes 8 acres of plaza space as an amenity for all Midvale City residents, hotel guests and area employees. Amenities in the public space should reflect the station area brand – outdoor recreation. Amenities could include ice skating, a rock wall, or even a kayaking river.

The addition of the new right of way and substantial plaza space improves connectivity throughout the area. A new road connects the corridor to Millennium Way and provides easy access from the new office spaces. The bus circle originally located just south of the station is moved north to allow passengers to disembark directly adjacent the station.

OPTION 3

Figures 9 and 10 represent Option 3 for the 7200 South Station area, which further expands on the multi-use roadway extending from Catalpa through the station area. The option includes significant intensity of use along the 7200 South frontage and an expanded multi-use roadway concept.

7200 SOUTH OPTION 3

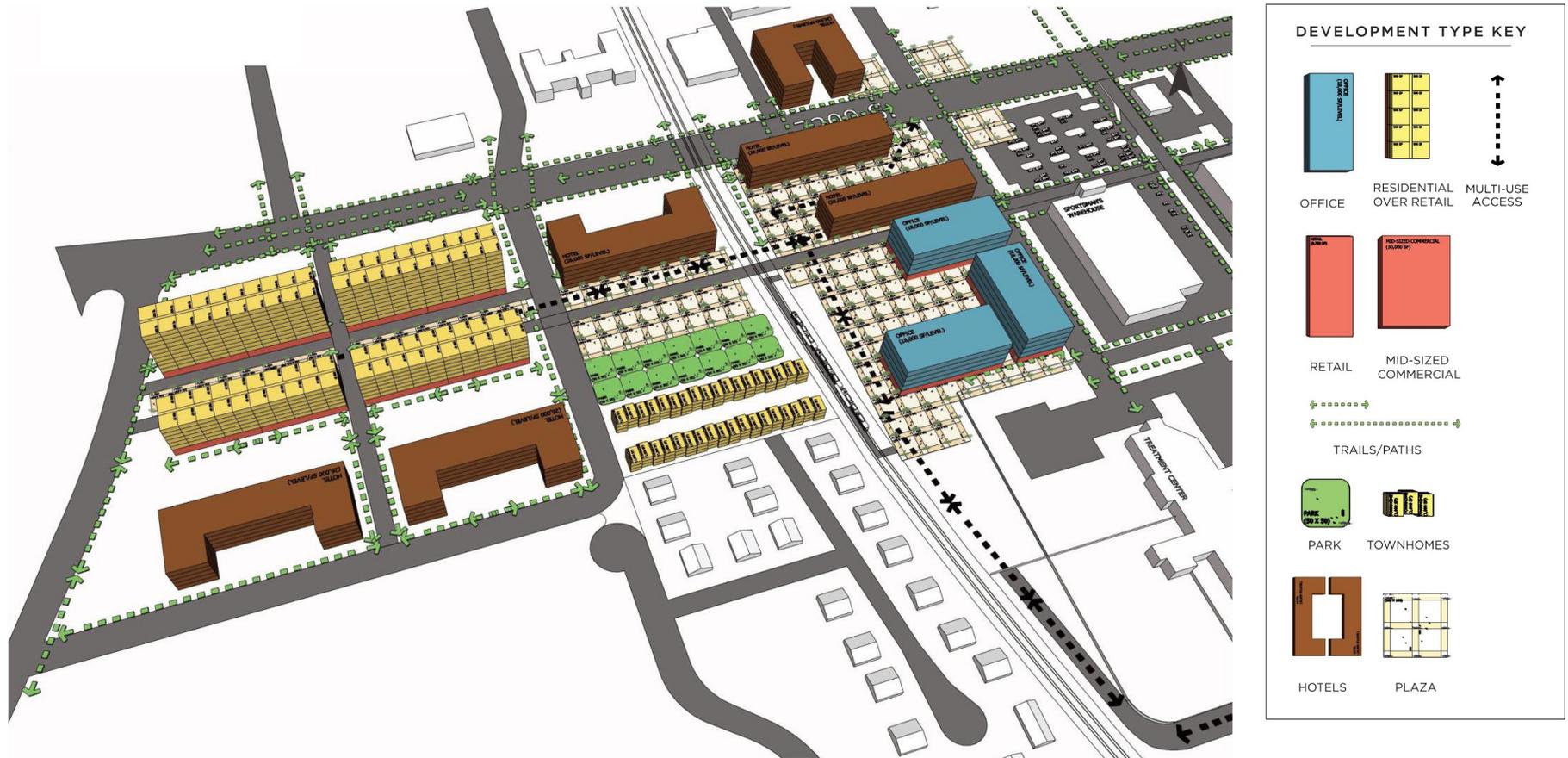


Figure 9 - 7200 South Station Area Option 3 - Perspective

7200 SOUTH OPTION 3

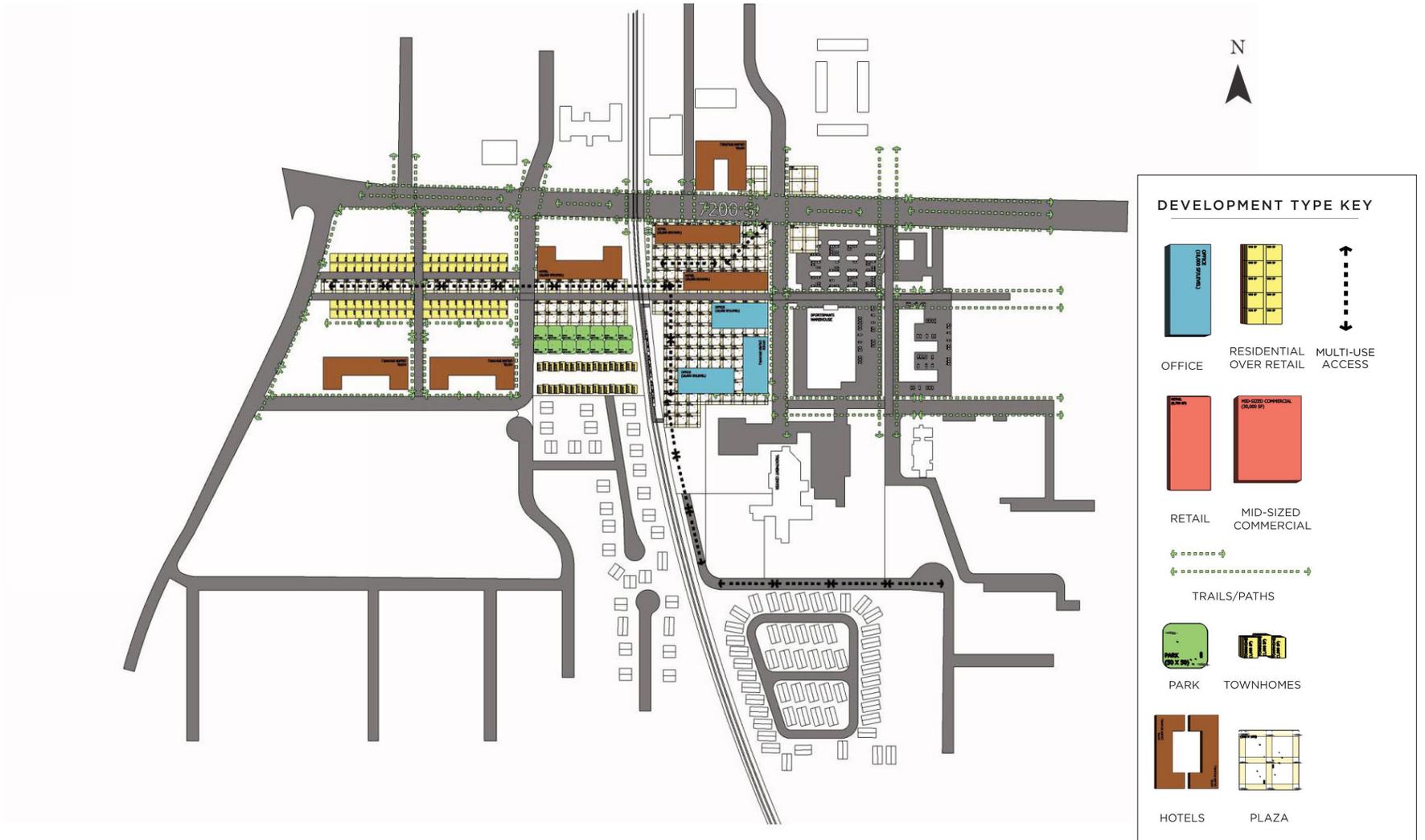


Figure 10 - 7200 South Station Area Option 3 - Plan View

Option 3 for the 7200 South station area is a full district redevelopment on both sides of 7200 South and the rail line. The scenario includes a new pedestrian-oriented road similar to Option 2; however, this option includes more intense massing along the corridor.

The entire area, including old pedestrian infrastructure, benefits from network improvements and additions, new pedestrian-oriented streets and numerous plaza spaces. Many new 7200 South crossings are implemented.

Table 4 estimates residential units and square feet by land use in Option 3. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 4: 7200 SOUTH OPTION 3 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	OPTION 1	OPTION 2	OPTION 3
Residential	876	799,200	18	8,471	10%
Office		216,000	1	483,000	45%
Hotel	748	460,000	3	998	75%
Retail		132,000	3	1,000,000	13%
Parking			5		
Public Space		385,000	9		

More intensive use of property in the station area results in additional public and private investment. Accordingly, Option 3 includes a public plaza not seen in Options 1 and 2, located directly west of the transit station.

PUBLIC RESPONSE

As seen in Table 5 input from attendees of the external stakeholders meeting and online demonstrated a preference for Option 2 in most categories. The preferred solution is a combination of Options 2 and 3 using the public space network of 3 and the intensity of future use of 2.

TABLE 5: SUMMARY OF 7200 SOUTH AREA SURVEY RESULTS - COMPARATIVE QUESTIONS

	OPTION 1	OPTION 2	OPTION 3
Which option would best achieve a positive major transformation of the area?	8%	67%	25%
Which option would strike the best balance between cars and human spaces?	11%	62%	27%
Which option is best internally connected?	0%	47%	53%
Which option makes the future development a neighborhood asset?	8%	61%	32%
Which option would engage redevelopment of the area?	11%	37%	53%
Which option best supports potential for a “Recreation and Hospitality Hub” brand?	15%	46%	38%

KEY TAKEAWAYS

The public input process also measured opinions on specific land uses summarized in Table 6. Redevelopment of the station area with the following uses enjoys significant public support:

- Office
- Hotel/Hospitality
- Recreation
- Market-rate housing
- Public space

TABLE 6: COMPARISON OPTIONS LAND USES

	NOT ENOUGH	JUST RIGHT	TOO MUCH
Option 1 Housing is:	59%	38%	3%
Option 2 Housing is:	26%	71%	3%
Option 3 Housing is:	5%	20%	75%
Option 1 Office is:	27%	51%	22%
Option 2 Office is:	20%	45%	35%
Option 3 Office is:	29%	71%	0%
Option 1 Retail is:	21%	61%	18%
Option 2 Retail is:	50%	42%	8%
Option 3 Retail is:	35%	62%	3%
Option 1 Public Space is:	76%	24%	0%
Option 2 Public Space is:	21%	79%	0%
Option 3 Public Space is:	13%	63%	24%

The location and intensity of each of the uses must be carefully considered. Public input has indicated that the intensities summarized in Table 7 are preferred.

TABLE 7: PREFERRED INTENSITY BY LAND USE - 7200 SOUTH

LAND USE	UNITS	SF	ACRES
Residential	224	212,400	5
Office		216,000	1
Retail		124,500	3
Human Designed Public Space		360,000	8
Total Developed			17

GSBS completed preliminary planning level pro forma analysis of the viability of each of the options in the private development market. The analysis used the rental rates and market opportunity identified in the existing conditions analysis as inputs to the pro-forma. The inputs and full description of the pro forma analysis can be found in Appendix C. Table 8 summarizes the results for each of the 7200 South Station Area options.

TABLE 8: 7200 SOUTH OPTIONS FUTURE VALUE

LAND USE	OPTION 1	OPTION 2	OPTION 3
Residential	\$25,327,660	\$45,753,191	\$138,076,596
Office	\$92,821,119	\$123,761,492	\$61,880,746
Hotel	\$221,304,177	\$147,536,118	\$510,701,947
Retail/Restaurant	\$247,806,354	\$228,532,526	\$279,576,399
Total Private Value	\$587,259,310	\$545,583,328	\$990,235,688
Total Future Assessed Value	\$575,861,863	\$524,994,392	\$928,101,220
Midvale 2017 Ad Valorem Tax Rate	0.001309	0.001309	0.001309
Estimated Annual Midvale City Property Tax	\$753,803	\$687,218	\$1,214,884
Years to Pay for Public Space	12	25	15

As can be seen in the comparison table, Option 3 would generate the highest new taxable value for the City and pay back the investment in new public space in 15 years (assuming Midvale City participation only.)

SUMMARY OF OPPORTUNITY

Implementation of the preferred level of future development in the 7200 South Station Area will depend on real estate market forces and the ability of developers to gain ownership of area properties. Demand for the homes, office space and shops in the planning area is expected to remain high. Table 9 identifies the anticipated market share for the preferred intensity of future development.

TABLE 9: MARKET SHARE OF PREFERRED DEVELOPMENT - 7200 SOUTH

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	224	212,400	5	8,471	3%
Office		216,000	1	483,000	45%
Retail		124,500	3	1,000,000	12%
Hotel	338	208,000	2	998	34%
Total Private Development		760,900	11		
Public Space		385,000	9		

Table 10 provides the planning level preliminary pro forma for the preferred development at 7200 South. The public space investment is comparable to the investment assumed in 7200 South Development Option 3 but the intensities of future use are closer to the values of 7200 South Development Option 2.

TABLE 10: 7200 SOUTH STATION AREA PREFERRED OPTION PRO FORMA SUMMARY

LAND USE	INVESTMENT COST	FUTURE DEVELOPMENT VALUE
Residential	\$37,170,000	\$42,893,617
Office	\$37,800,000	\$58,013,199
Hotel	\$36,400,000	\$127,864,636
Retail/Restaurant	\$21,787,500	\$24,014,750
Development Parking	\$74,415,000	\$0
Total Private Cost/Value	\$207,572,500	\$252,786,203
Public Space	\$18,000,000	\$0
Total Future Assessed Value		\$233,484,075
Midvale 2017 Ad Valorem Tax Rate		0.001309
Estimated Annual Midvale City Property Tax		\$305,631
Public:Private Leverage	\$12	
Years to Pay Back Public Investment		59

The years to pay back public investment is longer than any of the three options presented during the planning process. Increased intensity of activity close to the 7200 South frontage and at the station will increase the future development value, increase public/private leverage and decrease the years to pay back the public investment. Other strategies to decrease the years to pay back public investment include creating a partnership with other taxing entities including UTA and Salt Lake County to participate in the project.

CENTER STREET STATION AREA
 OPTION 1

Each alternative is meant to build on the impact of the one previous to provide a range of development options for the community. Figures 11 and 12 represent Center Street Option 1, this alternative provides the least development impact of the three with a moderate scale of change. This option is closest to recent development patterns in the area.

CENTER STREET OPTION 1



Figure 11 - Center Street Station Area Option 1 - Perspective

CENTER STREET OPTION 1

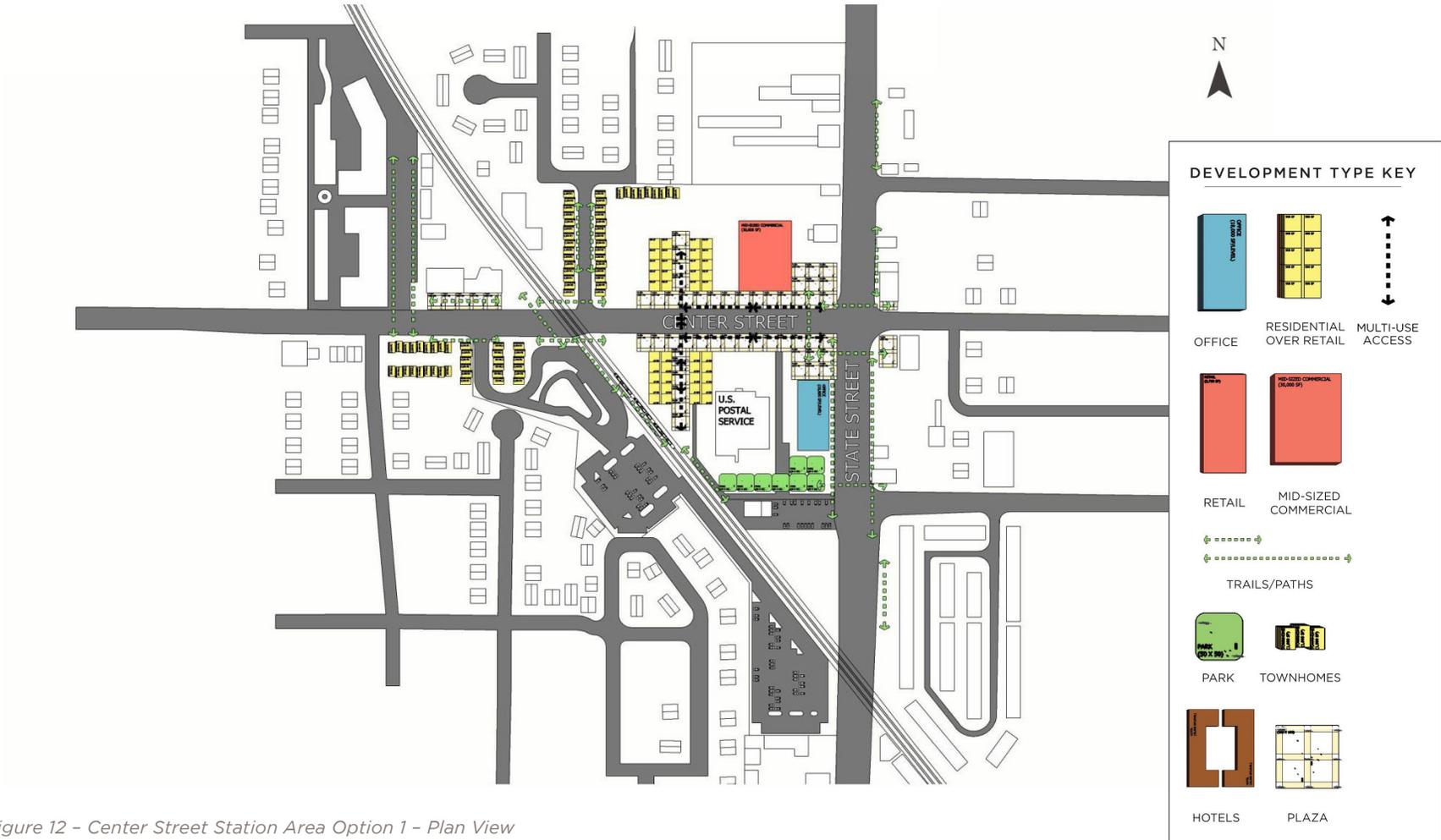


Figure 12 - Center Street Station Area Option 1 - Plan View

Option 1 does not represent a significant increase in intensity of use. Because the option represents minimal new private investment in the area, it also includes minimal new public infrastructure and amenities.

Table 11 estimates residential units and square feet by land use in Option 1. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 11: CENTER STREET OPTION 1 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	79	82,800	2	8,471	1%
Office		54,000	1	483,000	11%
Hotel	0	0	0	998	0%
Retail		70,000	2	1,000,000	7%
Parking			2		
Public Space		145,000	3		

Development is evenly distributed on both sides of Center Street and is comprised of four new multifamily housing buildings, a mid-sized commercial building, and an office building. The Post Office remains untouched amidst the new developments. New townhomes are placed along Maple Street east of Center Street.

Connectivity considerations for this option include improvements at existing intersections, with a focus on enhancing the Center Street pedestrian crossing experience. This option includes the new Center Street crossing directly west of the rail line. Plaza space is positioned at all corners of the Center Street State Street intersection and continues west down Center Street. Another new Center Street crossing is added to connect the new residential developments on either side and a pedestrian corridor continues between this new housing on either side of Center St.

The station property is not reconfigured in this option, although the western parking lot may be utilized for temporary public space. Pedestrian access to the station is enhanced with new open space placed between State Street and the station area.

OPTION 2

Option 2 provides a moderate scale of change with new development focused along State Street north of Center Street and in the triangle of parcels directly adjacent to the Center Street Station to the east. While Option 1 provides limited change, as seen in Figures 13 and 14, Option 2 provides moderate levels of change focused mainly on the eastern side of the rail line.

CENTER STREET OPTION 2



DEVELOPMENT TYPE KEY

OFFICE	RESIDENTIAL OVER RETAIL	MULTI-USE ACCESS
RETAIL	MID-SIZED COMMERCIAL	
TRAILS/PATHS		
PARK	TOWNHOMES	
HOTELS	PLAZA	

Figure 13 – Center Street Station Area Option 2 – Perspective

CENTER STREET OPTION 2

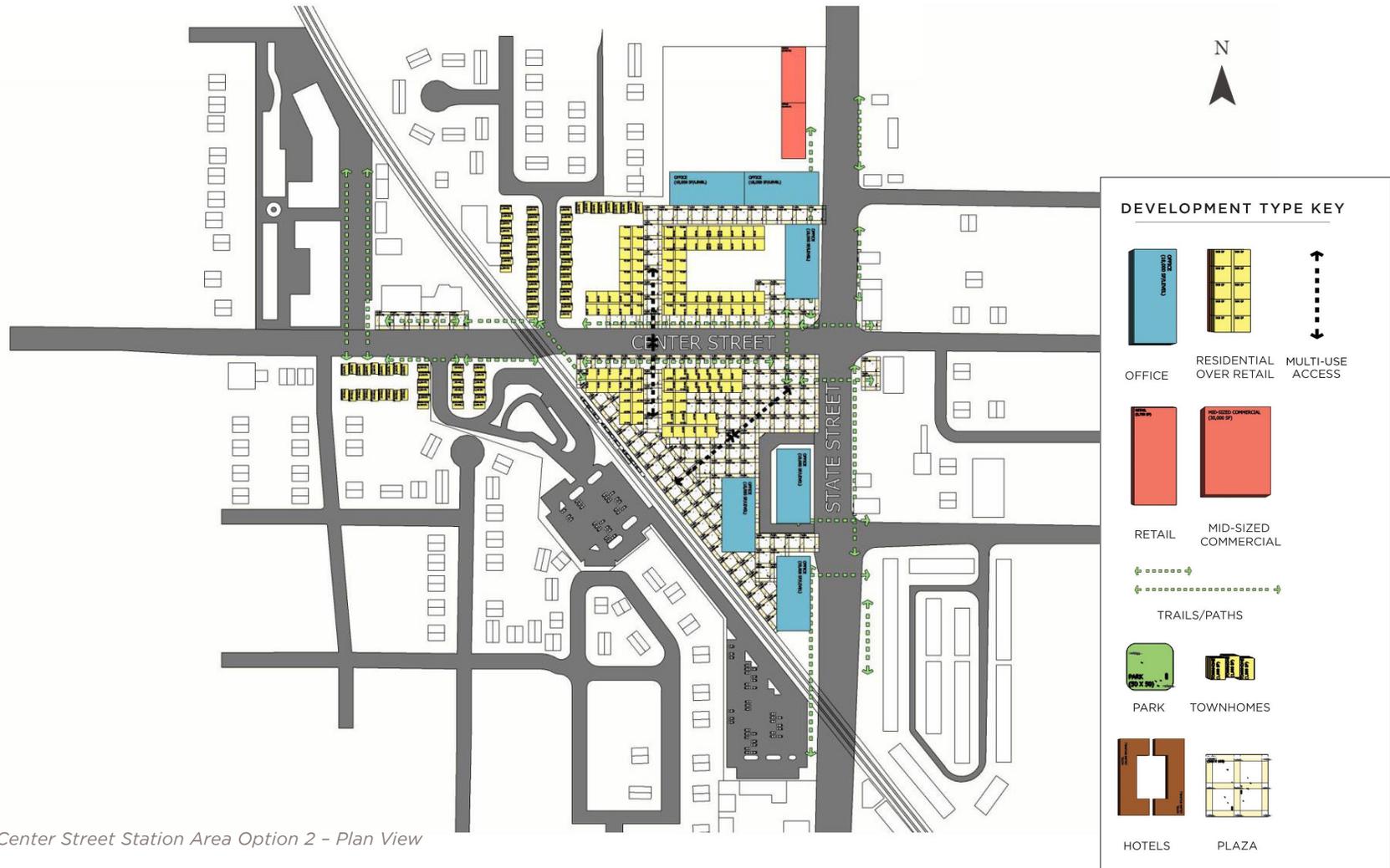


Figure 14 - Center Street Station Area Option 2 - Plan View

Table 12 estimates residential units and square feet by land use in Option 2. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 12: CENTER STREET OPTION 2 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	428	399,600	9	8,471	5%
Office		216,000	5	483,000	45%
Hotel	0	0	0	998	0%
Retail		70,150	2	1,000,000	7%
Parking			3		
Public Space		340,000	8		

In this option the station platform is reoriented to the east. A plaza is integrated into the area with surrounding new development. The benefit of this layout is a new view corridor from the corner of State and Center Street through to the station platform plaza area, drawing activity through from State Street.

This option maintains human space strategies from Option 1, i.e. existing intersections are improved, and human designed space is incorporated in front of Joe Morley's. The new Center Street pedestrian crossing directly west of the rail line is also maintained to boost connectivity in the area and allows easy access from new townhome developments to transit.

This option, as with Option 1, creates additional connectivity across Center Street north of the rail line. This new pedestrian friendly road creates the opportunity for living and shopping away from the high traffic volumes on State Street.

OPTION 3

Option 3 is a complete transformation of the Center Street Station area. As seen in Figures 15 and 16 the option includes lower density buffers adjacent to existing single-family neighborhoods. The most intense portion of this development scenario is located along State Street. At the tallest, these buildings are 10 stories above a retail level. As they move closer to existing residential areas the buildings step down to 6 and then 4 stories and eventually to townhomes.

CENTER STREET OPTION 3

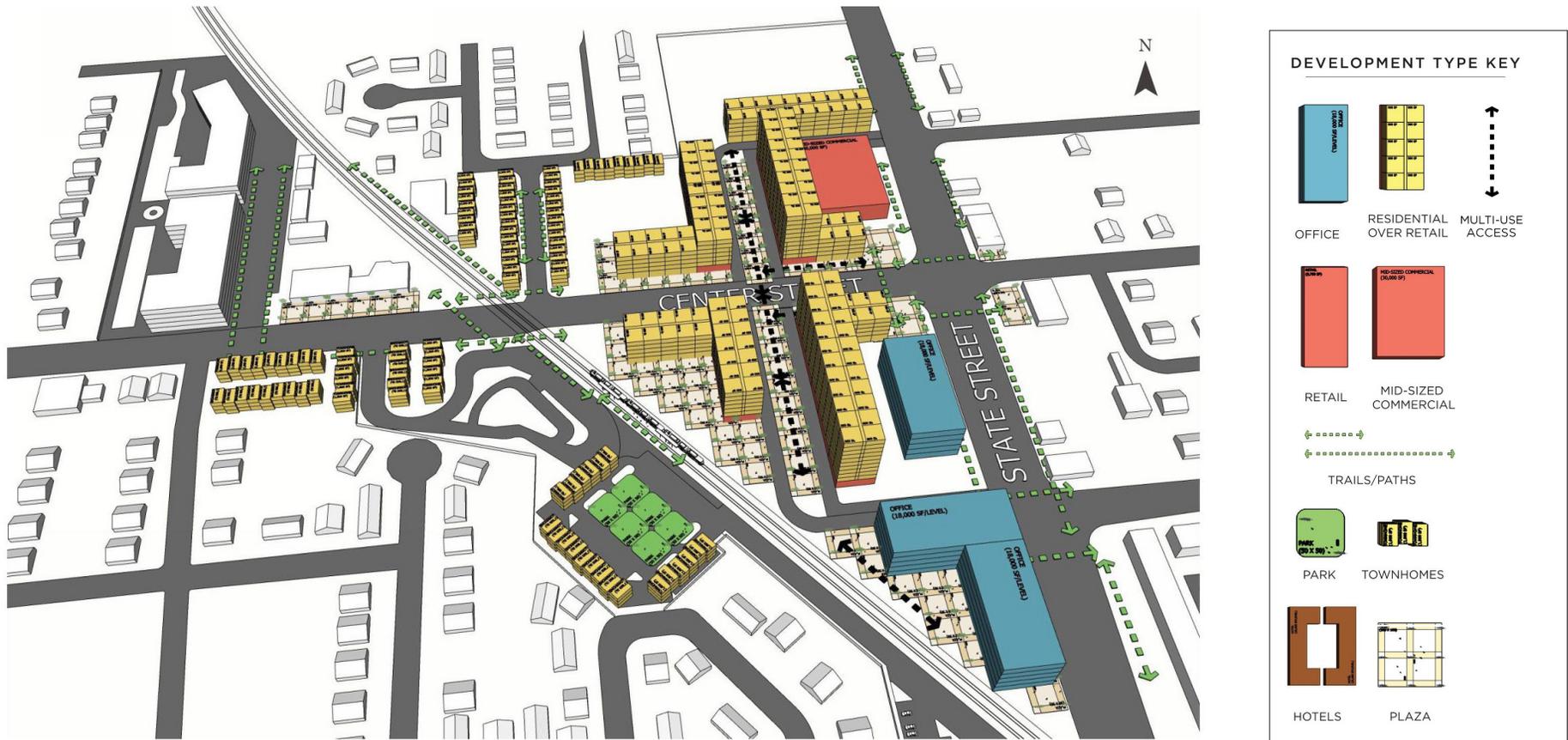


Figure 15 – Center Street Station Area Option 3 – Perspective

CENTER STREET OPTION 3

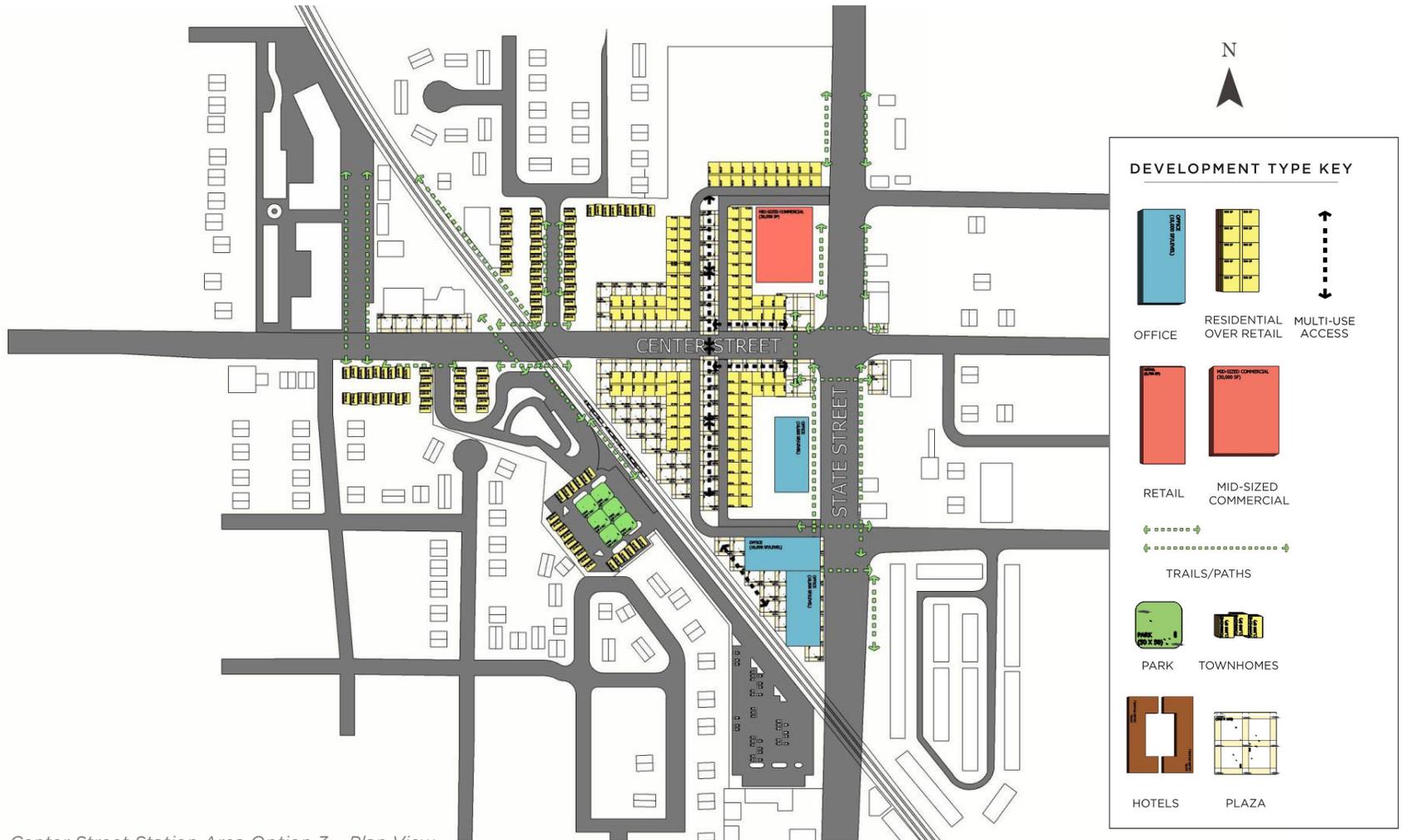


Figure 16 - Center Street Station Area Option 3 - Plan View

This option transforms part of the current Center Street station area parking lot into a new townhome neighborhood. The need for a grocery store in one of the two station areas was identified in the public input process. With the increased density of this option, a new grocery store was included in this option.

Table 13 estimates residential units and square feet by land use in Option 3. The table also includes projected 2040 growth by land use type in Midvale and how much of future need is met by the option.

TABLE 13: CENTER STREET OPTION 3 DEVELOPMENT TYPES AND INTENSITY

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	961	885,600	20	8,471	11%
Office		270,000	6	483,000	56%
Hotel	0	0	0	998	0%
Retail		96,300	2	1,000,000	10%
Parking			2		
Public Space		177,500	4		

Once again, the station platform is reoriented to the east with significant public space adjacent to the new, more intense development along the State Street frontage. Because of the significant new investment represented in this option, additional public space is viable. The focus of this new public space should reinforce the preferred brand for this area as a new village within Midvale.

PUBLIC RESPONSE

As seen in Table 14, input from attendees of the external stakeholders meeting and online demonstrated a preference for Option 3. Option 3 is the most intensive future use including a new street grid that connects the east side of State Street to the station area and the north side of Center Street to new development on the current Post Office location.

TABLE 14: SUMMARY OF CENTER STREET AREA SURVEY RESULTS - COMPARATIVE QUESTIONS

COMPARATIVE QUESTION	OPTION 1	OPTION 2	OPTION 3
Which option would be most awake and vibrant?	0%	8%	92%
Which option would be the most charming and good for pedestrians?	4%	24%	72%
Which option would best represent positive transformation over time?	4%	35%	61%
To which option would you most want your neighborhood connected?	17%	26%	57%
Which option would engage redevelopment of the area?	0%	22%	78%
Which option best supports potential for a “Neighborhood Village” brand?	9%	22%	70%

KEY TAKEAWAYS

The public input process also measured opinions on specific land uses summarized in Table 15. Redevelopment of the station area with the following uses enjoys significant public support:

- Office
- Retail
- Market-rate housing
- Public space

TABLE 15: COMPARISON OPTIONS LAND USES

	NOT ENOUGH	JUST RIGHT	TOO MUCH
Option 1 Housing is:	66%	17%	17%
Option 2 Housing is:	37%	52%	11%
Option 3 Housing is:	4%	52%	44%
Option 1 Office is:	75%	21%	4%
Option 2 Office is:	16%	40%	44%
Option 3 Office is:	17%	83%	0%
Option 1 Retail is:	57%	43%	0%
Option 2 Retail is:	48%	48%	4%
Option 3 Retail is:	26%	74%	0%
Option 1 Public Space is:	64%	29%	7%
Option 2 Public Space is:	15%	35%	50%
Option 3 Public Space is:	13%	83%	4%

The only land use type for which there was a difference of opinion is housing. An equal number of people felt the Option 2 level of intensity for housing (428 units) was just right as felt the Option 3 level (961 units) was just right. This difference was resolved in the discussion surrounding housing. Most participants preferred the lay-out and location of housing in Option 3 with a combination of the building heights in Options 2 and 3 (a little taller than 2 and a little lower than 3.) The location and intensity of each of the uses must be carefully considered. Public input has indicated that the intensities summarized in Table 16 are preferred.

TABLE 16: PREFERRED INTENSITY BY LAND USE - CENTER STREET

LAND USE	UNITS	SF	ACRES
Residential	695	642,600	15
Office		270,000	6
Retail		96,300	2
Human Designed Public Space		177,500	4
Total Developed			27

GSBS completed preliminary planning level pro forma analysis of the viability of each of the options in the private development market. The analysis used the rental rates and market opportunity identified in the existing conditions analysis as inputs to the pro-forma. The inputs and full description of the pro forma analysis can be found in Appendix C. Table 17 summarizes the results for each of the Center Street Station Area options.

TABLE 17: CENTER STREET OPTIONS FUTURE VALUE

LAND USE	OPTION 1	OPTION 2	OPTION 3
Residential	\$19,812,766	\$87,421,277	\$196,289,362
Office	\$144,388,407	\$61,880,746	\$77,350,933
Retail/Restaurant	\$211,800,303	\$148,577,912	\$203,963,691
Total Private Value	\$376,001,476	\$297,879,935	\$477,603,986
Total Future Assessed Value	\$367,085,731	\$258,540,360	\$389,273,773
Midvale 2017 Ad Valorem Tax Rate	0.001309	0.001309	0.001309
Estimated Annual Midvale City Property Tax	\$480,515	\$338,429	\$509,559
Years to Pay for Public Space	14	49	17

As can be seen in the comparison table, Option 3 would generate the highest new taxable value for the City and pay back the investment in new public space in 17 years (assuming Midvale City participation only.)

SUMMARY OF OPPORTUNITY

Implementation of the preferred level of future development in the Center Street Station Area will depend on real estate market forces and the ability of developers to gain ownership of area properties. Demand for the homes, office space and shops in the planning area is expected to remain high. Table 18 identifies the anticipated market share for the preferred intensity of future development.

TABLE 18: MARKET SHARE OF PREFERRED DEVELOPMENT - CENTER STREET

LAND USE	UNITS	SF	ACRES	2040 GROWTH PROJECTION	% OF 2040 GROWTH PROJECTION
Residential	695	642,600	15	8,471	8%
Office		270,000	6	483,000	56%
Retail		96,300	2	1,000,000	10%
Total Private Development		1,008,900	23		

Table 19 provides the planning level preliminary pro forma for the preferred development at Center Street. The public space investment is comparable to the investment assumed in Center Street Development Option 3 but the intensities of future use are lower than Option 3 and higher than Option 2.

TABLE 19: CENTER STREET STATION AREA PREFERRED OPTION PRO FORMA SUMMARY

LAND USE	INVESTMENT COST	FUTURE DEVELOPMENT VALUE
Residential	\$112,455,000	\$132,989,362
Office	\$47,250,000	\$72,516,499
Hotel	\$0	
Retail/Restaurant	\$16,852,500	\$18,575,265
Development Parking	\$74,415,000	\$0
Total Private Cost/Value	\$250,972,500	\$224,081,126
Public Space	\$8,875,000	\$0
Total Future Assessed Value		\$164,235,913
Midvale 2017 Ad Valorem Tax Rate		0.001309
Estimated Annual Midvale City Property Tax		\$214,985
Public:Private Leverage	\$28	
Years to Pay Back Public Investment		41

The years to pay back public investment is longer than Options 1 and 3 presented during the planning process. Increased intensity of activity close to the State Street and Center Street frontage and at the station will increase the future development value, increase public/private leverage and decrease the years to pay back the public investment. Other strategies to decrease the years to pay back public investment include creating a partnership with other taxing entities including UTA and Salt Lake County to participate in the project.

IV. RECOMMENDED STATION AREA PLANS

The Midvale Station Area Planning process generated several key findings relating to the vision and brand, preferred future land uses and intensities and public infrastructure for each of the station areas. The plans will guide future development in each of the areas as new development and investment occurs. The plans will also guide public investment in each of the areas.

The City has several tools to use in implementing the plans. These include directly funding some of the public infrastructure projects, participating in public-private partnerships to fund other elements of the public infrastructure in the plan, imposing zoning requirements on private developers to achieve the design and development types desired and partnering with other public agencies to fund and implement other elements such as improvements to the UTA-owned station areas and new recreation opportunities.

7200 SOUTH STATION AREA PLAN

The 7200 South Station area presents a redevelopment opportunity. To maximize the value of past infrastructure investments and address increasing traffic pressure, the area should be redeveloped to enhance pedestrian and bicycle access.

Redevelopment of the area should be consistent with this Station Area Plan based on the vision and goals of the community living, working and using the station area.

VISION, GOALS AND OBJECTIVES

Goals and objectives were identified for each of the final vision statements.

1. Transformative through urban design and land use.

- a) Intensify land uses
- b) Diversify land uses
- c) Refocus land uses to human scale
- d) Improve pedestrian and bicycle access

- e) Update parking standards to reflect improved access to station platform including:

1. Parking Minimums and Maximums:

Residential

	w/in .25 mi		outside .25 mi	
	Min	Max	Min	Max
1 BR	0.75	1	1	1.25
2 BR	1	1.5	1.25	2
3 BR	1.25	2	1.5	2
4+ BR	1.5	2	1.75	2

- Senior unit - .25 spaces
- 1 guest space/4 units - but on-street OK
- Project qualifies for w/in .25 mile standard if any part of project is within .25 mile.

Non-residential

	MIN	MAX
Commercial	2.5 spaces/1000 leasable sf	4 spaces/1000 leasable sf
Office	2 spaces/1000 leasable sf	3.5 spaces/1000 leasable sf
Hotel	.75 space/room + 2 spaces/1000 separate net leasable building area	1 space/room + 3.5 spaces/1000 separate net leasable building area

2. Additional reductions:

1. 50 percent affordable housing allowable reduction
2. Alternative compliance management plan
 - a. Based on parking impact study undertaken by developer
 - b. Must accomplish purpose of parking standards or TOD zone better than standards
3. Total reduction of parking minimums is limited to 50 percent of the minimums

3. Shared parking:

1. Keep shared parking provision
2. Allow staff to approve reductions
3. Must be within 800 feet
4. Parking study to show complementary peak demand

4. Off-site parking allowance:

1. Can accommodate up to 100 percent of parking off-site
2. Must be within 800 feet of the use
3. The location and terms of the off-site parking shall be specified in a written deed, lease or contract, signed and notarized by all affected property owners

5. On-street parking allowance:

1. Below unit limit (10,000 sf) can accommodate all parking on-street, where available
2. Above the limit, can accommodate 25 percent of parking for additional square feet on-street, where available. For example, for a 15,000 building, the parking required for the first 10,000 square feet can be accommodated on-street, while up to 25 percent of the parking required for the additional 5,000 square feet can be accommodated on-street
3. Residential guest spaces can be accommodated on-street
4. On-street spaces must be within, directly adjacent to, or as close as possible to the development
5. On-street spaces must be on new streets or streets fronted by non-single-family residential uses

6. Parking benefit district.

Long-term potential to develop a parking benefit district in one or both station areas. Members of the district (likely property owners) would pay into the district as an alternative to supplying parking on their own. This would potentially be focused more on office/commercial/hotel; could be a better strategy in the 7200 South station area. Consider coupling this concept with the parking changes desired in the Main Street Small Area Plan to create a citywide district.

7. Parking design standards:

1. No parking in front setback of any building
2. Parking structures shall contain ground-level retail, office or display windows along all street-fronting facades of the parking structure

8. Additional parking policies:

1. Buffering of surface lots
2. Landscaping and trees in surface lots
3. Integrate low-impact development/green infrastructure into parking areas.

2. Increase human designed space (as opposed to automobile designed space) to 25-30 percent.

a) Improve pedestrian pathways within the ¼ mile radius of the station



- b) Provide cross platform access to allow uses on the westside of station area to access platform
- c) Create plaza/park amenity with focused on outdoor recreation in close proximity to the station platform for amenities for visitors and residents
- d) Program the plaza/park with activities for visitors and residents
- e) Provide spaces adjacent to the human space for restaurants/retail consistent with the station area “brand”

3. Connect the area to the rest of the community.

- a) Create a combination of physical and use connections
- b) Create internal circulation network that can be extended to the east as area nearer State Street redevelops
- c) Work with UDOT to improve pedestrian connections across 7200 South
- d) Develop a strategy to improve 7200 South street scape

4. Focus on hotels and hospitality.
 - a) Work with current hotel/motel owners to upgrade quality of accommodations consistent with the station area brand
 - b) Identify target hotel brands for new room development in station area
5. Create a cohesive brand for the area as a regional entry point to the community and a gateway to recreation.
 - a) Work with a branding agency to identify a brand consistent with the community vision and this station area plan
 - b) Create a comprehensive wayfinding and branding package for the station area

To achieve the vision goals and objectives for the 7200 South station area, this plan has identified opportunities for catalytic projects, primarily within the areas currently zoned TOD or TODO. Some longer-term opportunities were identified on the north side of 7200 South. Catalytic opportunities likely to occur within the next 5 years are identified as “near-term”. “Mid-term” opportunities are likely to occur in the next 5-10 years and “long-term” opportunities will take longer than 10 years to occur. The illustrative plan in Figure 17 also identifies the location of known current opportunities and areas where land use and density should be constrained to buffer adjacent stable neighborhoods.

7200 SOUTH STATION PLAN



Figure 17 – 7200 South Station Area Catalytic Opportunity Plan

Human-focused spaces are the most important component of the 7200 South Station Area Plan. Input from area residents, property owners and transit riders reinforced the importance of including human scaled connections and amenities throughout the station area to support and benefit current and new residents, employees and

visitors to the area. The illustrative plan in Figure 18 identifies a possible network of connections and amenities focused on pedestrians and bicyclists that provides connectivity to and from the station to existing and future development.

7200 SOUTH STREET NETWORK PLAN



Figure 18 - 7200 South Station Area Public Space Framework Map

Because of the increased connectivity of the area, visitors and residents will be able to park once and walk to different uses within the station area. This will reduce reliance on the automobile and encourage shorter trips. The plan also focuses human-scaled amenities away from 7200 South preserving current roadway capacity and providing a more conducive pedestrian environment allowing for sidewalk cafes and a plaza protected from the high traffic volumes of the major arterial.

The new interior connection is designed to extend further east to State Street, creating an internal boulevard providing interior multi-modal access to a newly redeveloped area at 7200 South from State Street to I-15 while maintaining current TRAX vehicular crossing points.

PROJECTS AND IMPLEMENTATION:

1. **Work with existing business and property owners to identify a brand and theme consistent with the plan vision statements.**
2. **Explore the appropriate mix of funding mechanisms for the public improvements within the station area. Options include:**
 - a) Community Redevelopment Act Project Area
 - b) Special Improvement District
 - c) Transportation Reinvestment Zone Project Area
 - d) Grants
 - e) Pay-as-you-go
3. **Work with UTA to:**
 - a) Explore a viable alignment for cross platform connectivity
 - b) Explore realignment of the bus drop off area
 - c) Create a developer RFP for the station area for mixed use development focusing primarily on office, hotel, and retail uses
 1. *Incorporate new shared use street in redevelopment plans*
 2. *Explore replacement of existing parking on less than a 1:1 basis*
4. **Update the Zoning Code to require:**
 - a) Dedication of open space associated with new developments to support the public space network incorporated in the plan
 - b) Contribution to an open space fund in lieu of dedication if the development is not adjacent to the public space network
 - c) A balanced mix of land use types within the station area to include:
 1. *Medium and high density residential*
 2. *Office*
 3. *Hotel*
 4. *Retail*
 - d) New development to comply with design guidelines implementing the station area's brand and theme
 - e) The most intensive development to be along the 7200 South frontage
 - f) A buffer for existing single-family residential areas with less intensive development
 - g) Updated parking requirements in accordance with parking analysis recommendations
5. **Develop street cross sections and streetscape requirements consistent with the station area brand and theme.**

CENTER STREET STATION AREA PLAN

The Center Street Station area was once a thriving commercial center serving Midvale and the formerly unincorporated areas to the east. The area can and should return to its role as a primary source of economic opportunity in the City. New development in the station area should also maximize the value of past infrastructure investments and address increasing traffic pressure, the area should be redeveloped to enhance multi-modal access and allow visitors and residents to park once and walk to different uses within the station area.

Redevelopment of the area should be consistent with this Station Area Plan based on the vision and goals of a community village with opportunities for social interaction as well as places to shop, eat, work, play and live.

VISION, GOALS AND OBJECTIVES

Goals and objectives were identified for each of the final vision statements.

1. Awaken and activate the area

- a) Provide pedestrian connections to and from surrounding neighborhoods
- b) Improve the pedestrian experience across State Street
- c) Intensify land uses in the station area
- d) Diversify land uses in the station area
- e) Include the east side of State Street in plan implementation

2. Design and improve for charm

- a) New development should be:
 - 1. aesthetically pleasing
 - 2. classic
 - 3. livable
 - 4. pedestrian friendly
- b) The ideal ratio for space specifically designed for humans (as opposed to automobiles) is 40 percent.

c) Update parking standards to reflect improved access to station platform including:

1. Parking Minimums and Maximums:

Residential

	w/in .25 mi		outside .25 mi	
	Min	Max	Min	Max
1 BR	0.75	1	1	1.25
2 BR	1	1.5	1.25	2
3 BR	1.25	2	1.5	2
4+ BR	1.5	2	1.75	2

- Senior unit - .25 spaces
- 1 guest space/4 units - but on-street OK
- Project qualifies for w/in .25 mile standard if any part of project is within .25 mile.

Non-residential

	MIN	MAX
Commercial	2.5 spaces/1000 leasable sf	4 spaces/1000 leasable sf
Office	2 spaces/1000 leasable sf	3.5 spaces/1000 leasable sf
Hotel	.75 space/room + 2 spaces/1000 separate net leasable building area	1 space/room + 3.5 spaces/1000 separate net leasable building area

2. Additional reductions:

- 1. 50 percent affordable housing allowable reduction
- 2. Alternative compliance management plan
 - a. Based on parking impact study undertaken by developer
 - b. Must accomplish purpose of parking standards or TOD zone better than standards
- 3. Total reduction of parking minimums is limited to 50 percent of the minimums

3. Shared parking:

1. Keep shared parking provision
2. Allow staff to approve reductions
3. Must be within 800 feet
4. Parking study to show complementary peak demand

4. Off-site parking allowance:

1. Can accommodate up to 100 percent of parking off-site
2. Must be within 800 feet of the use
3. The location and terms of the off-site parking shall be specified in a written deed, lease or contract, signed and notarized by all affected property owners

5. On-street parking allowance:

1. Below unit limit (10,000 sf) can accommodate all parking on-street, where available
2. Above the limit, can accommodate 25 percent of parking for additional square feet on-street, where available. For example, for a 15,000 building, the parking required for the first 10,000 square feet can be accommodated on-street, while up to 25 percent of the parking required for the additional 5,000 square feet can be accommodated on-street
3. Residential guest spaces can be accommodated on-street
4. On-street spaces must be within, directly adjacent to, or as close as possible to the development
5. On-street spaces must be on new streets or streets fronted by non-single-family residential uses

6. Parking benefit district.

Long-term potential to develop a parking benefit district in one or both station areas. Members of the district (likely property owners) would pay into the district as an alternative to supplying parking on their own. This would potentially be focused more on office/

commercial/hotel; could be a better strategy in the 7200 South station area. Consider coupling this concept with the parking changes desired in the Main Street Small Area Plan to create a citywide district.

7. Parking design standards:

1. No parking in front setback of any building
2. Parking structures shall contain ground-level retail, office or display windows along all street-fronting facades of the parking structure

8. Additional parking policies:

1. Buffering of surface lots
2. Landscaping and trees in surface lots
3. Integrate low-impact development/green infrastructure into parking areas.

3. Encourage transformative development

- a) Actively recruit key partners for public/private partnerships
- b) Exercise patience within the real estate market to achieve plan goals
- c) Invest in infrastructure improvements most likely to result in private development consistent with the plan

4. Concentrate the most intense uses near State Street and Center Street.

5. Create a cohesive brand for the area as a village center and activity hub in the community.

- a) Work with a branding agency to identify a brand consistent with the community vision and this station area plan
- b) Create a comprehensive wayfinding and branding package for the station area

6. Connect the area to the rest of the community.

- a) Create a combination of physical and use connections
- b) Create internal circulation network that can be extended to the east as area nearer State Street redevelops
- c) Develop a strategy to improve Center Street street scape

To achieve the vision goals and objectives for the Center Street station area, this plan has identified opportunities for catalytic projects, primarily within the areas currently zoned TOD. Some longer-term opportunities were identified on the east side of State Street. Catalytic opportunities likely to occur within the next 5 years are identified as “near-term”. “Mid-term” opportunities are likely to occur in the next 5-10 years and “long-term” opportunities will take longer than 10 years to occur. The illustrative plan in Figure 19 also identify the location of known current opportunities and areas where land use and density should be constrained to buffer adjacent stable neighborhoods.

CENTER ST STATION PLAN



Figure 19 - Center Street Station Area Catalytic Opportunity Illustrative Plan

Human-focused spaces are the most important component of the Center Street Station Area Plan. Input from area residents, property owners and transit riders reinforced the importance of including human scaled connections and amenities

throughout the station area to support and benefit current and new residents, employees and visitors to the area.

The illustrative plan in Figure 20 identifies a possible network of connections and amenities focused on pedestrians and bicyclists that provides connectivity to and from the station to existing and future development.

CENTER ST STATION PLAN

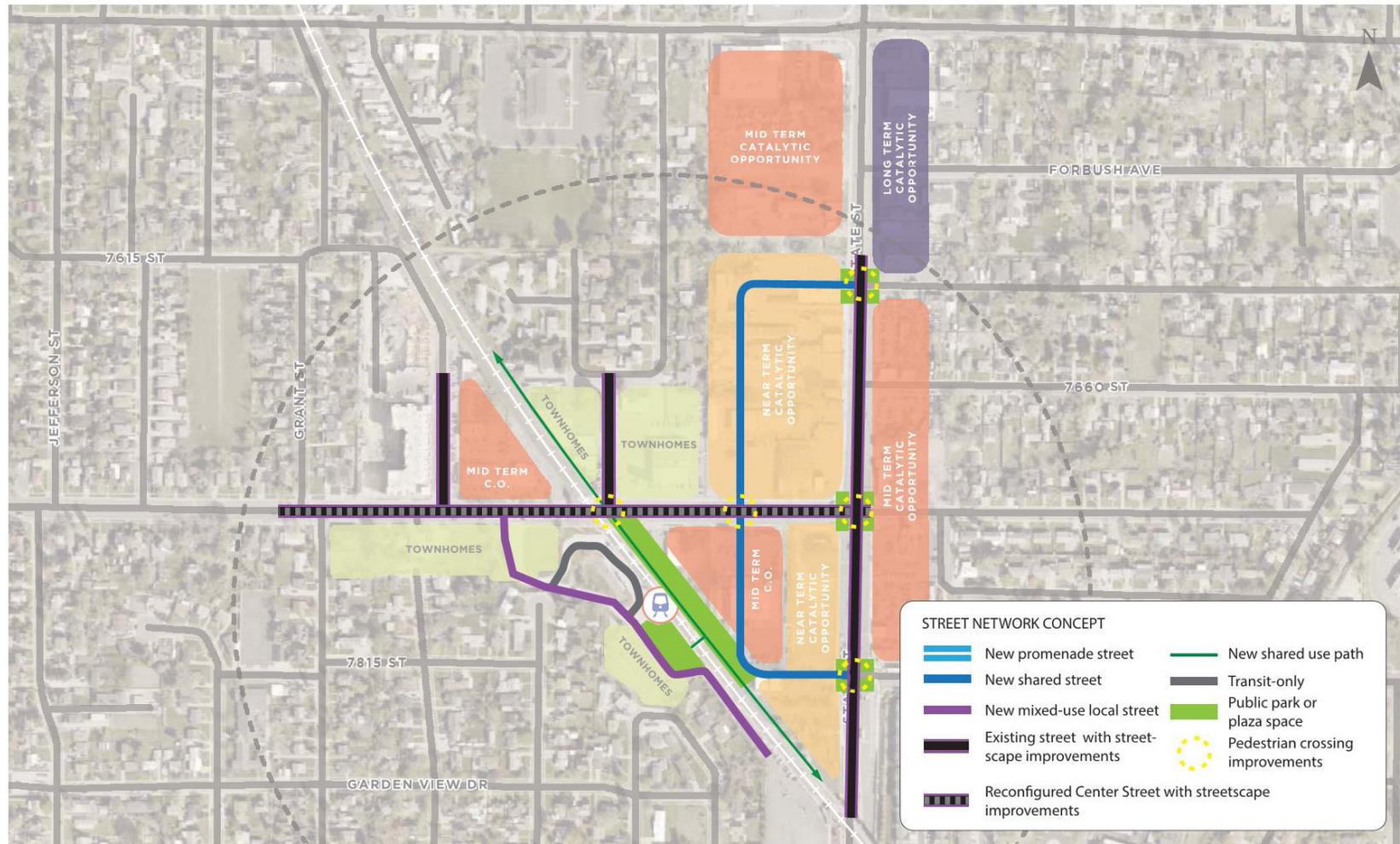


Figure 20 - Center Street Station Area Public Space Framework Map

Because of the increased connectivity of the area, visitors and residents will be able to park once and walk to different uses within the station area. This will reduce reliance on the automobile and encourage shorter trips. The plan also focuses human-scaled amenities east of the station area creating new connectivity to the east side of state street and moving the more intense uses away from existing single-family neighborhoods west of the station.

The new interior connection is designed to create accessibility to the new development without the need to interact with traffic on State Street.

PROJECTS AND IMPLEMENTATION:

1. **Work with existing business and property owners to identify a brand and theme consistent with the plan vision statements.**
2. **Explore the appropriate mix of funding mechanisms for the public improvements within the station area. Options include:**
 - a) Community Redevelopment Act Project Area
 - b) Special Improvement District
 - c) Transportation Reinvestment Zone Project Area
 - d) Grants
 - e) Pay-as-you-go
3. **Work with UTA to:**
 - a) Redevelop the northerly parking lot with medium density housing
 - b) Improve the drive aisle as a new mixed-use local street
 - c) Create a park/plaza space adjacent to the existing platform (west)
 - d) Improve the pedestrian connection to the State Street 8000 South intersection
 - e) Identify a development partner to acquire the USPS property for redevelopment in conjunction with UTA properties on State Street
 1. *Incorporate new shared use street in redevelopment plan*
 2. *Create a park/plaza space adjacent to the existing platform (east)*
4. **Update the Zoning Code to require:**
 - a) Dedication of open space associated with new developments to support the public space network incorporated in the plan
 - b) Contribution to an open space fund in lieu of dedication if the development is not adjacent to the public space network
 - c) A balanced mix of land use types within the station area to include:
 1. *Medium and high density residential*
 2. *Office*
 3. *Retail*
 - d) New development to comply with design guidelines implementing the station area's brand and theme
 - e) The most intensive development to be in the area from State Street to the station
 - f) A buffer for existing single-family residential areas with less intensive development
 - g) Updated parking requirements in accordance with parking analysis recommendations
5. **Develop street cross sections and streetscape requirements consistent with the station area brand and theme.**
6. **Create pedestrian areas on all four corners of the State Street and 8000 South, State Street and Center Street and State Street and 7615 South intersections.**
7. **Reconfigure Center Street to improve the pedestrian environment and install streetscape improvements.**

V. APPENDIX

- A. Public Engagement Process Report
- B. Existing Conditions Analysis Report
- C. Parking Analysis Report
- D. Internal Stakeholder Presentation #1
- E. Internal Stakeholder Presentation #2
- F. 7200 South Station Area External Stakeholder Presentation #1
- G. 7200 South Station Area External Stakeholder Presentation #2
- H. 7200 South Station Area External Stakeholder Survey Results
- I. Center Street Station Area External Stakeholder Presentation #1
- J. Center Street Station Area External Stakeholder Presentation #2
- K. Center Street Station Area External Stakeholder Survey Results
- M. Questionnaires for Audience Participation
- N. Questionnaires for Website
- O. Online Comments
- P. UTA TOD Design Guidelines