



7

Town Center & Highway 89 Corridor

Strengthening the Heart of Our City

The Heart of the City bounded by I-15 on the west, Orchard Drive on the East, 350 North on the North and Eaglewood Village on the South.

The purpose of this chapter is to strengthen the heart of the City by advancing the following goals:

Create a distinct and positive identity for the Town Center. Building and improving features to make the Town Center for North Salt Lake special and distinct from nearby commercial districts.

Encourage intensity of activity in the Town Center. The Town Center should become a center of activity and the focal point for the city as a whole.

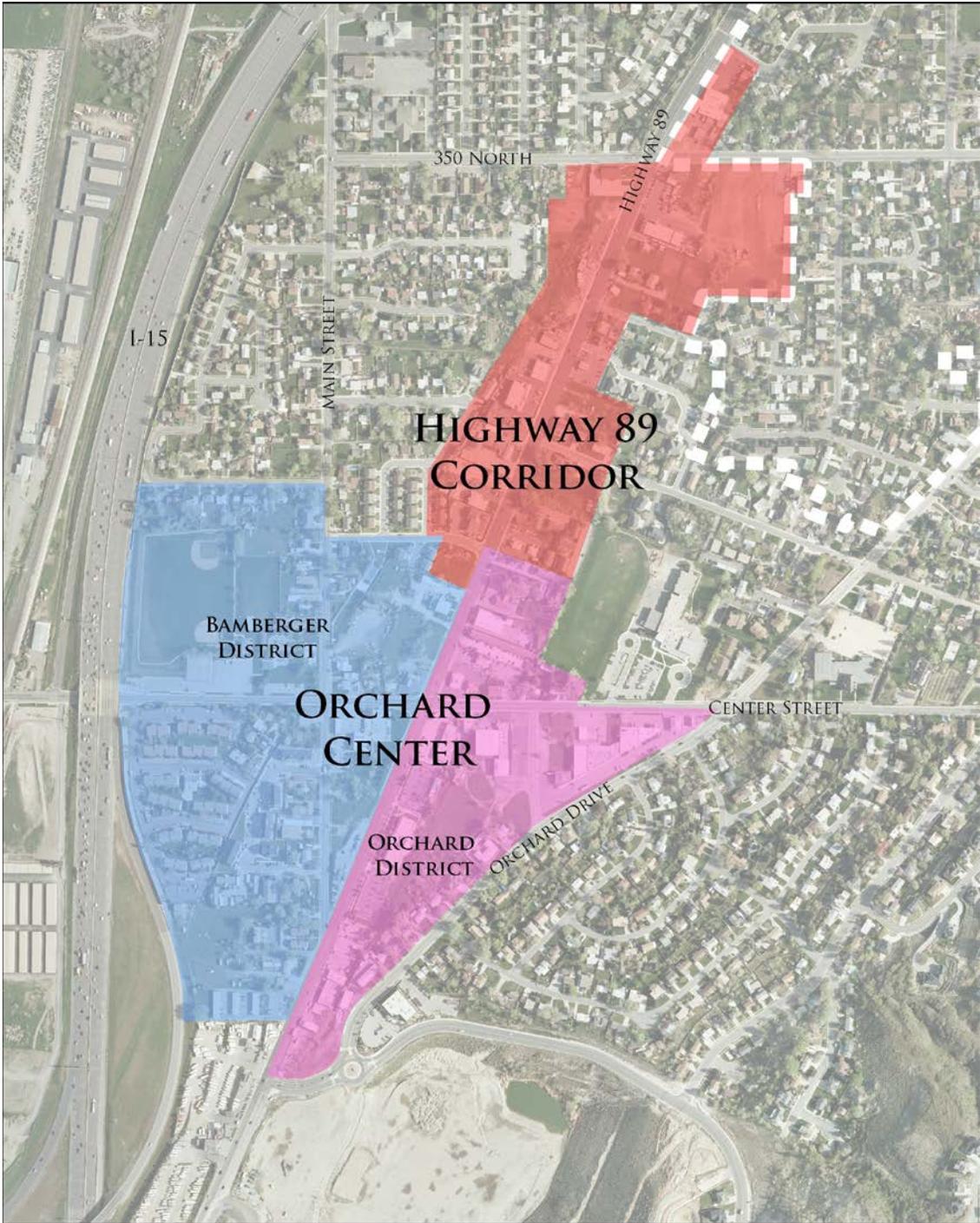
Improve the appearance and enhance the safety of the Town Center and Highway 89 Corridor. Ensure quality appearance and a safer environment through improved maintenance and design standards.

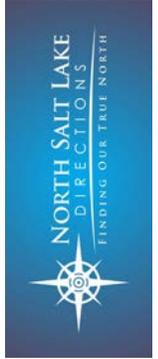
Establish streets that work for multiple modes of transportation. Streets should be safe and welcoming to pedestrians, bicycles, transit vehicles and cars.

Bring high-capacity transit to Highway 89. Work with regional transportation entities to advance planning for more transit options for residents.

Expand multi-family development options around Hatch Park by examining use of transfer of development rights (TDR). Redevelopment of land around Hatch Park is a long-term strategy that will encourage quality residential to locate in the Town Center.

Figure TC.1: Town Center (“Orchard Center”) and Highway 89 Corridor





North Salt Lake Speaks

Through the public process North Salt Lake residents expressed a strong desire for development of a Town Center. Residents visualized a place where the public could gather and enjoy shopping, entertainment, recreation and the arts. Residents recognized how a Town Center could act as a focal point for the city.

WORKSHOP QUESTIONS

How important is it for North Salt Lake to have a traditional town center?

- | | |
|-------------------------|--------|
| a) Not at all important | 1.75% |
| b) Unimportant | 10.53% |
| c) Neutral | 17.54% |
| d) Important | 31.58% |
| e) Very Important | 38.60% |

Roughly 70% of workshop attendees and 60% of online respondents were in favor of a traditional Town Center for North Salt Lake.

ONLINE QUESTION

What are the most important ingredients for a Town Center for North Salt Lake?

Responses listed in order of popularity:

- Central gathering place or plaza
- Pedestrian friendly sidewalks and walkways
- Additional shopping

KEY MAP THEMES

Eight maps were developed through a group activity. Groups acted independently of each other but many themes were consistent between the eight maps.

Town Center. One key finding present in all the group maps was a strong desire for the development of a Town Center with a mix of uses, where residents can come together for civic, entertainment, shopping, and other activities.

Mix of Uses. Residents emphasized the desire for a mix of uses in the Town Center area through the chips they placed on the map.



Desired development included pedestrian oriented shopping, entertainment and restaurant uses, and mixed residential and commercial.

Goals and Policies

The following goals and related policies aim to create a thriving Town Center to enhance the overall image, character, and quality of life of the City.

TOWN CENTER IDENTITY

The Town Center should establish a distinctive identity that helps residents and visitors alike recognize it as the heart of the City.

Goal TC-1

Create a distinct and positive identity for the Town Center

Policies:

TC-1.1 ***Establish clear entry signals.*** This will help patrons recognize the Town Center district even when other changes are in early stages.

Implementation Strategies:

- 1.1.1 **Create entry/welcome signs** or monuments at the north and south entrances to the Town Center.
- 1.1.2 **Establish district specific signage**, such as wayfinding, parking, parks, and landmark signs that are consistent and help establish a Town Center brand.
 - a) Implement a Town Center promotional campaign to coincide with a ground-breaking, or park improvement.
 - b) Install uniform lighting along major corridors and throughout the Town Center.

TC-1.2 ***Nurture a distinctive sense of place through design of the built and natural environment.***

Implementation Strategies:



- 1.2.1 **Adopt design guidelines.** Establish design guidelines that provide continuity of materials and/or colors while allowing a broad diversity of architectural styles and ornamentation.
- 1.2.2. **Create consistent or complementary landscaping.** Implement a consistent or complementary landscaping program throughout the Town Center in parks, plazas, and civic buildings.
- 1.2.3 **Use street trees to reinforce the overall Town Center and sub-districts.** Require street trees and establish a street-tree program that selects tree varieties as a function of district, adjacent land use (retail, residential, office/civic), and public safety considerations.

TC-1.3 *Create public gathering spaces*

Implementation Strategies:

- 1.3.1 Develop small new public spaces to become civic gathering points.
- 1.3.2 Expand Hatch Park to Main Street and 150 North to enhance its role as the central park space for the City.
- 1.3.3 Encourage redevelopment of properties on the north side of 150 North and the east side of Main Street adjacent to Hatch Park through the possible use of TDR programs that will result in high quality multi-unit development in the Town Center.

TC-1.4 *Establish identity within the Town Center*

Implementation Strategies:

- 1.4.1 **Establish building design and uses compatible with the heart of the Town Center.** While a broad array of land uses are appropriate in the Highway 89 Corridor, buildings and land uses that are not human-scaled or support pedestrian activity do not support the establishment of a distinctive Town Center sense of place.
- 1.4.2 **Locate a Central Focal Point.** Establish the Hatch Park neighborhood as the clear focal point/gathering space in the Town Center.



Source: EPA Smart Growth

The Heart of North Salt Lake

The Town Center must differentiate itself from other commercial areas to be successful. In addition, the goal of the Center is to be the heart of the City, a place in which residents will take pride. Thus, the Town Center should establish clear pedestrian-friendly design standards and should allow land uses that fit the role of an active, walkable, mixed-use gathering place.



- a) Encourage Entertainment Uses. Revitalize the historic Town Center area into an entertainment district to fulfill more of the entertainment needs of area residents. Entertainment uses enhance the market for retail and residential uses and complement the role of the Town Center as the central gathering place for the City.
- b) Use Hatch Park as often as possible and appropriate for public and private civic events and City-sponsored celebrations and activities.

TC-1.5 ***Preserve and promote a historic Bamberger District.*** The Bamberger district includes original buildings utilized when the Bamberger Train was in operation. Historic buildings are relatively scarce in North Salt Lake. Protecting them provides a way to establish some of the distinctiveness needed for a successful Town Center.

Implementation strategies:

- 1.5.1 **Promote the name** for the area and the history of the district. (Bamberger Crossing, Bamberger Square, etc.)
- 1.5.2 **Provide signage** identifying historic Bamberger buildings.
- 1.5.3 **Explore erection of a commemorative monument.** Monuments such as a train-related sculpture on the Boulevard, or somewhere in the Town Center, should be considered.
- 1.5.4 **Increase events** at Hatch Park (farmer’s market, historic themed events, concerts, etc.)
- 1.5.5 **Consider using a part time event coordinator.**

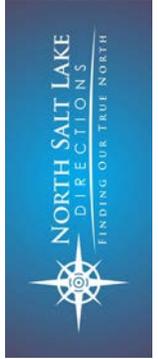
TC-1.6 ***Rebrand Highway 89,*** including consideration of a name change. “Highway” conveys “traveling-through,” and “autos-only.” Given proximity of the Highway 89 Corridor to the Town Center, explore terms that convey “destination,” “walking,” “community.”

Implementation strategies:

- 1.6.1 **Convene a focus group** to generate ideas for a name change and branding and test reaction to existing concepts.



- 1.6.2 **Coincide renaming with a major groundbreaking** or opening to generate interest and awareness of the name change
- 1.6.3 **Coordinate with UDOT** and Davis County regarding a prospective name change.
- 1.6.4 **Construct an entry feature** to the Town Center on Highway 89.



QUALITY AND INTENSITY

The Town Center should become the center of activity and the focal point for the city as a whole.

Goal TC-2

Encourage intensity of activity in the Town Center

Policies:

TC-2.1 **Integrate planning.** Invest in land use, circulation, parks, parking and infrastructure, and integrate these investments. A successful Town Center requires all the pieces to work well together. This is difficult to do if private investments and developments are not coordinated based on a specific plan.

Implementation Strategies

2.1.1 **Specific plan.** Develop a specific plan for the Town Center, identifying specific land uses, location of new plazas, street and right-of-way modifications, amenity improvements, the location of shared parking facilities, etc. A specific plan provides NSL with the ability to custom fit the planning of Town Center to the particular characteristics of the land such as the adjacent land uses (including residential and an elementary school), the character, and the slope and geometry of the parcels. A specific plan can also be the basis for a development agreement with one or more landowners. It can address the appropriate placement or siting criteria for a plaza, and define land uses and densities in more detail than is typically done in a traditional zoning ordinance.



Source: Congress for New Urbanism

The Value of Mixing Uses

Pedestrian-friendly mixed-use buildings encourage walking between homes, business, and entertainment / retail destinations. A mix of uses enables parking to serve more cars per day since the peak time-of-day parking demand varies based on the type of land use. A mix of uses would also enhance the sense of place of the Orchard District, NSL's central gathering place.



TC-2.2 **Create market-flexible regulations.** Create regulations that fit with anticipated market conditions. The Appendix summarizes these policy recommendations.

TC-2.3 **Allow housing by right.** Modify the zoning ordinance to allow housing outright in appropriate areas in the Town Center. Ensure a sufficient level of design so that new housing adds to and does not detract from the goals of the Town Center.

TC-2.4 **Encourage buildings that work for multiple uses.** Encourage buildings that can accommodate a range of land uses, such as housing, office and retail. Buildings such as loft buildings with generous ceiling heights and open floor plans enable buildings to adapt to changing market conditions over time. This will help ensure that the Town Center is adaptable and can respond to changing economic needs and uses.

Implementation Strategies:

2.4.1 **Allow a mix of uses.** The first step is to ensure ordinances allow the desired mix of uses by right.

2.4.2 **Incentivize mixed use development.** If the market is one dimensional, i.e., a strong demand for residential and a relatively small demand for retail, the ordinance can provide a density bonus in exchange for retail space.

2.4.3 **Require a mix of uses.** Conversely, provision of the desired low demand use, i.e., retail, may be a requirement to achieve the existing stated maximum density or FAR of a proposed development. For example, residential square footage may be allowed at a 3 to 1 ratio, for each square foot of retail provided, three square feet of residential will be allowed.

2.4.4 **Create a specific plan.** A specific plan can be used to gauge an appropriate range for the total retail square footage that is envisioned based on current market demand and buildout of the remainder of the specific plan. By doing so, the specific plan can identify appropriate required or incentivized linkages to ensure the desired, yet pragmatic, amount of retail square footage.

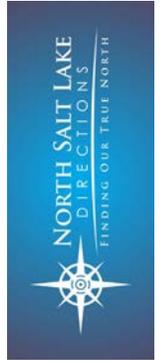
TC-2.5 **Encourage pedestrian-friendly uses in the Town Center.** Additional auto-oriented uses such as drive-through



Automobile & Pedestrian-Friendly

Examples of newly constructed auto-oriented land uses that are sited to work well for pedestrians in addition to patrons that arrive by car.

- Top: gas station
- Middle: drug store
- Bottom: drive-through restaurant



restaurants, gas stations, and auto service uses, may sometimes be in conflict with the place-making, development type, and design goals of the Town Center. Fundamentally, the Town Center will compete most effectively with other commercial districts in South Davis County if it differentiates itself; by becoming a destination district. Discourage additional auto-oriented uses inside the Town Center and Bamberger districts, through modifications to the zoning ordinance.

TC-2.6 *Encourage pedestrian-friendly design along the Highway 89 Corridor.* The Highway 89 Corridor will continue to allow auto-oriented uses, but ordinances should emphasize pedestrian-friendly design. Create additional design standards to ensure auto-oriented uses in these districts are compatible with a community-friendly development template.

TC-2.7 *Modify the land uses within the Zoning Ordinance.*

“What attracts people most, it appears, is other people,”

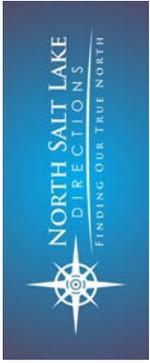
-William H. Whyte, noted researcher of public behavior

| TABLE TC-2.7: LAND USE POLICIES | | |
|------------------------------------------------|-------------|---------------------|
| | Town Center | Highway 89 Corridor |
| LAND USE | | |
| a. Retail | P | P |
| b. Residential | P | P |
| c. Gasoline stations | N | P |
| d. Drive-thru restaurants | N | P |
| e. Motor vehicle and parts dealers | N | P |
| f. Any exterior storage of goods and materials | N | N |

TC-2.8 *Fill the Town Center with people.* Nothing attracts patrons to a district like other people. Create a safe, friendly place where people have reasons to congregate and walk.

Implementation Strategies:





The Parking Challenge

Preliminary market analyses show an opportunity for restaurant uses in the Town Center. However, based on Chapter 6 of the NSL Land Use Ordinance, parking requirements in effect in 2011 require that a new 2,000 square foot restaurant have a minimum of 15 parking spaces --- more likely 25 or more spaces. Thus a 2,000 square foot restaurant would require at minimum a parking lot that covers about 6,000 square feet, three times the size of the restaurant itself. Such a requirement will substantially reduce the range of firms or investors willing to explore restaurant space in the Town Center.

2.8.1 **Encourage residential development.** Loft living spaces and other residences are just as important for the residents of the North Salt Lake Town Center as it is for visitors. Visitors prefer to visit and linger in places with a human presence, and residents of the broad area surrounding the Town Center would enjoy an animated, exciting place.

| TABLE TC-2.8 IMPLEMENTATION STRATEGIES | | | |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------|-----------------------------------------------------|
| Area | Town Center: Orchard District | Town Center: Bamberger District | Highway 89 Corridor |
| STRATEGIES TO ENCOURAGE INVESTMENT | | | |
| a. Consider incentives for private development projects, including gap financing through RDA funds, shorter processing timeframes | Yes | Yes | Yes |
| b. Encourage Land Assembly, e.g., create a minimum lot size for development, create incentives for combining of lots | Yes | Yes | Yes |
| c. Explore Public Private Partnership | Yes | Yes: Block North of City Hall | Yes: SE Corner of 350 North (3800 S) and Highway 89 |
| d. Conduct a Market Study | Yes | | Yes: SE Corner of 350 North (3800 S) and Highway 89 |
| e. Consider City Funds, for reinvestment in property if meeting new city goals | Yes | | |
| f. Consider the formation of RDA/CDA/EDAs | Yes | | |

2.8.2 **Implement / augment events programming** for all existing and future parks, plazas and public spaces in the Town Center.

2.8.3 **Allow medium and high density residential around Hatch Park.** The streets surrounding Hatch Park could be redeveloped to provide additional housing opportunities. As stated previously, adding population to the Town Center creates a customer base that will live, play and walk in the Town Center. These residents will ultimately be part of the population that makes the Town Center retail, food services and other personal services viable businesses in the City.

TC-2.9 **Enable more building intensity balanced with appropriate scale. High building intensity will help the Town Center be a true center of activity.** Building intensity, measured as the ratio of building square footage to the size of the lot, is limited by maximum building heights, required yard setbacks, the physical extent of required parking, and required landscaping. Through the following approaches a



high intensity of building square footage can be accomplished without utilizing building heights that are out of scale with the broader vicinity:

Implementation Strategies:

- 2.9.1 **Efficient parking strategies**, providing just enough supply for demand
- 2.9.2 **Urban yard setbacks**, that bring buildings near streets and sidewalks, and
- 2.9.3 **Town Center landscaping strategies**, that efficiently cluster usable landscaping into small parks or plazas.

TC-2.10 ***Allow additional reductions in parking supply in the Town Center.*** With the focus in the Town Center on walking and bicycling both to the center and within, it is appropriate for less parking to be provided. Parking generation studies indicate that settings like this tend to experience lower levels of demand per land use square footage. Further, reduced required parking supply levels may help spur investment in the Town Center by increasing the proportion of a site utilized by revenue generating building square footage. Urban locations experience parking demand that is lower than suburban locations, varying by land use. As the Town Center is and will increasingly be the most urban location in North Salt Lake, the recommendation is to reduce parking requirements as outlined in Table TC-2.14, informed by ITE Parking Generation, 4th edition. For example, parking demand from ITE for a high-turnover sit down restaurant in an urban setting is 5.5 spaces per 1,000 square feet (page 319). This is 46% of what is required currently (2011) in NSL, about 12 spaces per 1,000 square feet.

TC-2.11 ***Utilize public parking to serve parking demand in the Town Center.*** Public parking lots tend to be more efficiently utilized given their potential use by patrons of all firms in the vicinity; ie., they tend to be shared more broadly between more firms and destinations.



Visible Height

Taller buildings help increase intensity of the built environment and help lead to a more vibrant Town Center. This objective must also be balanced with maintaining compatibility with surrounding neighborhoods. Rather than the actual height, it is the visible height of buildings that is the key consideration; in particular the visible height of potential buildings from single-family neighborhoods on the East side of Orchard Drive.



Increase Town Center Buying Power

Existing businesses should be cherished and supported. But as new development happens over time, North Salt Lake should encourage housing and office development away from key centers of activity in order to improve the viability of retail uses.

TC-2.12 *Allow developers to provide in-lieu fees in exchange for providing required parking spaces.* In-lieu fees can then be utilized by the City to purchase publicly shared surface parking lots and, over time, potentially fund structured parking improvements to these public parking lots. Public parking lots are more efficiently utilized than private lots meaning fewer spaces are needed to serve the same parking demand.

| Area | Town Center: Orchard District | Town Center: Bamberger District | Highway 89 Corridor |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------|------------------------|
| a. Required parking (as percentage of standard): Commercial uses | 65% | 65% | 65% |
| b. Required parking (as percentage of standard): Residential uses | 100% | 100% | 100% |
| c. Allow adjacent on-street parking spaces to count towards minimum non-residential and visitor parking requirements | Y | N | Y |
| d. Allow district parking for non-residential parking spaces (parking not necessarily located on the same site) | Y | Y | Y |
| e. Allow an in-lieu fee program for non-residential parking, replacing up to the following percentage of required parking | 100% | 100% | 50% |
| f. Residential visitor parking may be counted in shared-parking calculations | Y | Y | Y |

TC-2.13 *Allow district parking strategies.* To enable more efficient use and management of parking, allow district parking strategies. This means that required non-residential parking does not necessarily need to be located on the same individual parcel or block as the parking demand-generating building(s), so long as it is within a short walking distance (e.g., approximately ¼ mile).

TC-2.14 *Establish building heights that balance desired intensity and appropriateness of scale*

Implementation Strategies:

2.14.1 Building heights should increase as the distance from Orchard Drive increases moving from East to West. This will minimize the visible height from the East and utilize the natural slope to reduce visibly apparent building heights.

2.14.2 Allow 4-story development. Given the cost effectiveness of 4-story construction, the majority of the Town Center area should allow 4-stories in height.



TC-2.15 *Encourage clustering of future retail to enable development of additional buying power and ensure high-value retail.* Clustered retail creates nodes of vibrant retail activity at the most visible and viable locations while enabling more buying power, e.g., homes and offices, to be developed between retail clusters.

Implementation Strategy:

2.15.1 Encourage housing and office development and discourage new retail except in the Town Center and Bamberger District, and near the 350 North cross street.

GENERAL APPEARANCE

The Town Center will be a prominent destination in North Salt Lake, shaping overall impressions. Therefore, aesthetic beauty is an important goal.

Goal TC-3

Improve appearance of the Town Center

Policies:

TC-3.1 *Improve maintenance and upkeep.* Adopt maintenance standards on new and existing property. As a minimum, address weeds, rust, paint and siding, parking lot condition, parking lot striping, etc.

TC-3.2 *Reduce visual clutter by standardizing signs* within each District.

Implementation Strategies:

3.2.1 **Town Center:** Revise sign code to allow only wall, window, blade, or monument signs.

3.2.2 **Highway 89 Corridor:** Transition to monument signs for mid block areas using incentives such as Electronic Message Centers (EMCs) as a permitted use but only allowed on monument signs.

3.2.3 **Control temporary signs** in terms of number, size, placement, and allowable duration

3.2.4 **Address window signs** as a percent of window coverage



Decorative Urban Fence

The recommendation calls for either a narrow, but solid 3 foot + hedge or a decorative urban fence. A visual feature like this screens parking from view, gives a pedestrian something attractive to walk next too, and helps visually hold the street wall to provide continuity between buildings. Pedestrians prefer to walk next to something, rather than open space or even grass.



3.2.5 Create signage and development standards for EMCs.

3.2.6 Do not allow pole or monument signs at intersections.

TC-3.3 *Ensure attractive new developments and buildings that line sidewalks with windows and other features of interest.*
Refer to Tables TC-3.3.1 and TC-3.3.2.



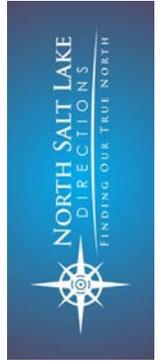
Transparency of Street-Facing Facades

This is an example of a newly constructed building that easily meets the transparency recommendations outlined for the Town Center. Ground floor transparency in particular helps a building be more welcoming to walk next to, helps pedestrians feel safer by providing abundant natural surveillance, and overall supports the place-making goals of the Town Center.

TABLE TC-3.3.1 BUILDING SITE POLICIES

| | Town Center: Orchard District | Town Center: Bamberger District | Highway 89 Corridor |
|-------------------------------------------------------------------------------|----------------------------------|------------------------------------|------------------------|
| a. Maximum height (stories) | 4 | 4 | 4 |
| b. Minimum height (stories) | 2 | 2 | - |
| c. Minimum Net F.A.R. | 0.4 | - | - |
| d. Parking lot allowable location | Rear | Rear | Side & Rear |
| e. Parking lot front yard narrow hedge or decorative urban fence | Required | Required | - |
| f. Parking lot landscaping buffers | - | - | Required |
| g. Front setback minimum | 6' (2) | 6' (2) | 8' (2) |
| h. Front setback maximum | 10' (2) | 10' (2) | 12' (2) |
| Corner build-to line (for corner parcels fronting two public streets) | 10' (2) | 10' (2) | 10' (2) |
| j. Landscaping requirement (1) | 10% | 10% | 10% |
| k. Minimum % tree canopy (at maturity) requirement | n/a | n/a | 25% |
| l. Dedicated pedestrian walkways (primary entrance to primary public walkway) | Required | Required | Required |
| m. Front yard frontage % with buildings between min and max setback (3) | 75% | 60% | 40% |

1) An in-lieu fee may be allowed in exchange for required landscaping
 2) Highway 89-facing setback: Minimum 15' maximum 20'
 3) Helps encourage building mass near the street to create a building-lined promenade



| TABLE TC-3.3.2 DESIGN POLICIES | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------|------------------------|
| | Town Center: Orchard District | Town Center: Bamberger District | Highway 89 Corridor |
| a. Ground Floor % Transparency (windows and doors) for Primary Public Street-Facing Façade for non-residential and mixed use building (1) | 65% | 65% | 50% |
| b. Upper floor transparency (windows) for public street-facing facades (2) | 40% | 40% | 30% |
| c. Front-door direct orientation to one pedestrian accessible street that fronts the parcels (diagonal orientation o.k.) | Yes | Yes | Yes |
| d. Colors/materials standards (3) | Yes | Yes | - |
| e. Buildings shall be directly pedestrian accessible from the nearest street sidewalk | Yes | Yes | Yes |
| f. Horizontal architectural treatment (4) | Yes | Yes | - |
| g. Pedestrian-protection building features (5) | Yes | Yes | Yes |

1) Applies only to the ground floor, i.e., the bottom 10 to 12 feet of a building. Applies only to street facing facades (typically one façade unless a corner building).

2) Applies only to upper floors, i.e. above the bottom 10 to 12 feet of the building. Applies only to street facing facades (typically one façade unless a corner building).

3) Fronts and sides of buildings visible from the public right-of-way shall be non-reflective and shall be of brick, stucco, hardy board, architectural gradestone, or natural wood. All other surfaces shall be non-reflective.

4) Horizontal architectural treatment. Building design is encouraged to provide a foundation or base with changes in volume or material. The top floor of a building that is over two stories should contain a distinctive roof treatment consisting of a cornice or other strong architectural termination.

5) Buildings shall incorporate arcades, roofs, alcoves, porticos and awnings that protect pedestrians from the rain and sun.



MULTIPLE MODES

Successful centers compete as an overall destination, not just as a collection of individual businesses. People come to the center to accomplish multiple tasks similar to the way they visit a shopping mall. As with a shopping mall, some people will come without a particular shopping need to fulfill, but rather to visit the place that is the sum of all of the buildings, activities, and gathering spaces. A big part of the reason people will spend a significant amount of time in a shopping mall is because the atmosphere is pleasant: storefronts are close to each other, attractively designed, and the walk is pleasant. People in shopping malls will walk sometimes miles in the course of their shopping.

Successful centers follow many of the same strategies that successful shopping malls do. They present a cohesive walking experience to patrons: the walk is not interrupted extensively by inconveniences to pedestrians such as driveways or parking areas. Attention is paid to the look of storefronts. Finally, the individual downtown businesses, similar to a mall’s tenants, cooperate with each other for a unified parking (as well as marketing, signage, and event) strategy. A cohesive center works well for a variety of



modes of transportation: cars, walking, bicycling and public transportation.

Goal TC-4

Establish streets that work for multiple modes of transportation

FOR MORE DETAIL SEE ALSO CHAPTER 4: TRANSPORTATION

Policies:

TC-4.1 ***Improve the pedestrian friendliness of the district.*** See TC-3.3 and associated tables and implement the specific pedestrian path, trail and access plans identified in Goal 4 of the Transportation Chapter.

TC-4.2 ***Manage curb cuts and access***

Implementation Strategies:

4.2.1 **Control access** to avoid pedestrian/ auto conflicts balanced with traffic flow goals. The primary access points to parking lots and facilities shall be from streets other than the primary designated pedestrian route (typically one side of a standard development).

4.2.2 **Discourage curb cuts** across the primary sidewalk.

TC-4.3 ***Modify streetscape for multiple modes.***

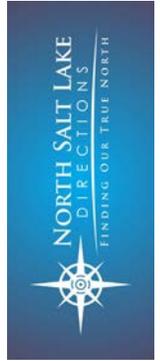
Implementation Strategies:

4.3.1. **Establish new streetscape standards** with a bike and pedestrian emphasis

4.3.2 **Establish bike lanes** on Highway 89, Redwood Road, Orchard Drive, and Center Street in consideration with transit, median, parking and other desired features of the streetscape

4.3.3 **Address areas where sidewalks are lacking or insufficient for pedestrian access and safety.**

4.3.3.1 Reduce poles when practical (restrict pole signs in sign code, minimize light poles on private property, and poles/signs in the public ROW) on Hwy 89.



- 4.3.3.2 Develop an agreement with UDOT and UTA regarding future streetscape improvements on Highway 89.
- 4.3.3.3 Create median landscape plan as applicable to integrate with future transit and traffic operations.
 - Coordinate with UTA and UDOT to avoid conflicts with long-term changes in transit service and any right-of-way modifications.
 - Take care to avoid wasting public investments. For example, a median plan may simply enhance the beauty and landscaping associated with future BRT design.
 - Consider low maintenance requirements but include trees as practicable; e.g., median design will create left turn barrier issues.
 - Address median improvements with Transit in CIP when appropriate.
- 4.3.3.4 Lower the speed limit, if possible.
- 4.3.3.5 Create a Special Assessment Area (SAA). Work with property owners and businesses to create an SAA – consider City participation, identify potential grant sources
- 4.3.3.6 Bamberger District: Reevaluate recent traffic study to address Main/Center street intersection with Town Center Goals in mind (slower traffic)

TC-4.4 ***Minimize fiscal and property impacts associated with ROW improvements.***

Implementation Strategy:

- 4.4.1 **Work with land owners and UDOT** to accommodate widening of Center Street east of I-15 through strategic shifts in real property.

TRANSIT

The location of the North Salt Lake Town Center is at the junction of multiple bus routes and has the potential for BRT or Streetcar stations. Transit access is a way for the Center to differentiate itself and may enable reductions in parking usage.



Goal TC-5

Bring high-capacity transit to Highway 89

Policies:

TC-5.1 ***Improve the likelihood of public transportation investments.*** Maximize the likelihood and number of transit stations in the Town Center by enabling more potential riders to live and work within walking distance of potential stations. This is accomplished by allowing greater building intensity.

Implementation Strategies:

- 5.1.1 **Work to establish expectations for three stations:** 350 North, Center Street, and Eaglewood Village
- 5.1.2 **Reduce parking requirements** within ¼ mile of future transit stations.
- 5.1.3 **Work with Bountiful, Davis County and property owners** to create a master plan for a 350 North Village Center.
- 5.1.4 **Eaglewood Village:** Assure the proposed land uses continue to be supportive of transit.
- 5.1.5 **Improve the likelihood of public transit** by supporting the conclusions of the South Davis County Corridor Study.

TC-5.2 ***Coordinate future transit stations with key Town Center areas of activity.*** Convey to UTA the location and number of desired transit stations.

Figure TC.2: Preferred Future Transit Station Locations

