



## 2010-2011 CENTRAL BUSINESS DISTRICT REDEVELOPMENT PROJECT AREA GOALS

<i>Goals (Downtown Master Plan)</i>	<i>Objective</i>	<i>Opportunities</i>	<i>Time Frame</i>
<p><b>Concentrate and develop those public facilities and associated cultural, recreational, and entertainment activities and opportunities that make Salt Lake City one of the greatest cities.</b></p>	<p><b>A. Assume a leadership role and initiate a plan to move forward with the “Arts District” in the Downtown.</b></p>	A.1. Work with City Council to advance the downtown arts district.	<b>A.1. Calendar 2010</b>
		A.2. Assist with the acquisition of property located in the Downtown Arts District.	<b>A.2. Calendar 2010</b>
		A.3. Identify and begin acquisition of a key parcel for a major theater.	<b>A.3. Calendar 2010</b>
<p><b>Establish Downtown as a well-planned, desirable and diverse activity center serving the needs of a sizeable 24-hour population.</b></p>	<p><b>B. Support the efforts of Salt Lake City and economic development organizations to recruit a major corporate headquarters to locate in the Downtown as a means of establishing a “daytime population.”</b></p>	B.1. Research potential corporate headquarters sites in CBD.	<b>B.1. TBD</b>
		B.2. Collaborate with and provide marketing assistance to the City’s Department of Economic Development to attract new businesses.	<b>B.2. Ongoing</b>
		B.3. Appoint a staff member to maintain contact with representatives of the Economic Development Corporation of Utah (EDCU).	<b>B.3 Ongoing</b>
	<p><b>C. Seek housing opportunities to support a “nighttime population.”</b></p>	C. [moved to General Goals]	
		D.1. Inventory vacant downtown parcels; meet with landowners to encourage & guide development.	<b>D.1. Sept 2010</b>
	<p><b>D. Promote and enhance downtown’s pedestrian friendly qualities</b></p>	D.2. Work with Council on ways to encourage redevelopment of existing surface parking lots, and vacant/board downtown buildings. a. Transmit to CED/City Council specific recommendations for regulatory changes to discourage surface parking and vacant buildings downtown. b. Pursue acquisitions of surface lots for redevelopment.	<b>D.2. Dec. 2010</b>
		D.3. Develop a graphic inventory of all public mid-block walkways Identify and secure missing pieces. Create & distribute a public guide to pedestrian routes through downtown. Coordinate with Downtown Alliance to include on pocket street maps. a. Review Downtown Plan and consider engaging consultant to develop standards for mid-block walkways and streets.	<b>D.3. May 2010</b>
		D.4. Activate some mid-block walkways with retail, cafés, etc.	<b>D.4 Sept. 2012</b>
		D.5. Identify portions of the Downtown Transportation Plan appropriate for RDA involvement, e.g., parking authority.	<b>D.5. Ongoing.</b>
		D.6. Finish mid-street parking on 300 South, from State – 300 East.	<b>D.6. 2015</b>
	D.7 Consider creating more of a boulevard on 300 West; S. Temple – 400 South.	<b>D.7. Calendar 2009</b>	
	D.8. Consult with Greek Orthodox Church regarding development plans for 300 W parking lot. Work with Planning Div. on ethnic/cultural district (e.g., Greek Orth. Church, Japan town, etc.).	<b>D.8. December 2010</b>	

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<p><b>Preserve and reuse our existing physical environment while providing for the orderly transition of certain land uses and creating a new expectation of uncompromising quality for future Downtown developments.</b></p>	<p><b>E. Move forward with the development of the Regis Hotel site.</b></p> <p><b>F. Provide building renovation loans to get existing buildings into a structurally sound and marketable condition.</b></p> <p><b>G. Continue to plan for the upkeep and renovation of the Gallivan Utah Center.</b></p>	<p>E.1. Purchase or develop replacement SRO housing.</p> <p>F.1. During the budget process, allot sufficient funding to enable staff to continue the renovation program.</p> <p>F.2. Provide at least four loans to business property owners.</p> <p>G.1. Finish planning and begin construction of ice sheet, skate rental building, and other improvements.</p>	<p><b>E.1. Continue in Calendar 2010</b></p> <p><b>F.1. March 2010</b></p> <p><b>F.2. December 2010</b></p> <p><b>G.1. Spring 2010</b></p>