

DATE: April 12, 2011

ITEM: 7.C.

RE: CONSIDERATION AND APPROVAL OF A WORK SCOPE FOR THE SUGAR HOUSE STREETCAR LAND USE AND URBAN DESIGN WITH CITIVENTURE ASSOCIATES, LLC

AND

CONSIDERATION AND APPROVAL OF FUNDING OF A WORK SCOPE FOR THE SUGAR HOUSE STREETCAR LAND USE AND URBAN DESIGN WITH CITIVENTURE ASSOCIATES, LLC

PROJECT AREA: Sugar House

PREPARED BY: Edward Butterfield

FUNDING: \$45,000 from existing streetcar funds in the Sugar House Project Area Fund

EXECUTIVE SUMMARY: Citiventure Associates, LLC has an existing consulting contract with the RDA to advise staff on a variety of periodic development issues. RDA staff is requesting approval of Citiventure's proposed Sugar House Streetcar Land Use and Urban Design Work Scope and budget for this assignment. As part of its Work Scope, Citiventure will manage the community visioning effort which encompasses the Sugar Mountain Corridor from 500 East to McClelland. Citiventure's efforts will also complement the proposed work that will be conducted by Fehr and Peers in the Sugar House business district.

Citiventure will coordinate with representatives from Salt Lake City, South Salt Lake and UTA to develop a collective vision and agreement on the preferred type, character and scale of development along the proposed streetcar line. Citiventure will use principles, examples, standards and guidelines to both inspire and attract private sector owners, users and developers to invest in the corridor. In addition, Citiventure will provide a realistic action plan for phased implementation that will include rezoning of some areas and public sector infrastructure improvements. Priority actions and catalytic sites will also be identified to help guide such public investments, funding approaches and strategies.

ALTERNATIVES:

Motion for work scope -

1. Pass a motion approving Citiventure Associates, LLC Sugar House Land Use and Urban Design Work Scope
2. Do not pass a motion Citiventure Associates, LLC Sugar House Land Use and Urban Design Work Scope

Motion for funding -

1. Pass a motion approving \$45,000 from existing streetcar funds in the Sugar House Project Area Fund for the Citiventure Associates, LLC Sugar House Land Use and Urban Design Work Scope
2. Do not pass a motion approving \$45,000 from existing streetcar funds in the Sugar House Project Area Fund for the Citiventure Associates, LLC Sugar House Land Use and Urban Design Work Scope

ATTACHMENTS:

1. Citiventure Associates, LLC Sugar House Land Use and Urban Design Work Scope
2. Citiventure Associates, LLC Sugar House Land Use and Urban Design Meeting Schedule



CITIVENTURE
ASSOCIATES LLC

Sugar House Streetcar Land Use and Urban Design

Citiventure Scope of Work/Deliverables

March 28, 2011

1. Corridor Analysis : Urban Design and Land Use
Existing Conditions, including land use patterns, urban form, character, circulation and access, Issues and Opportunities for the corridor and key station areas will be identified.

2. Corridor Vision Statement
An overall corridor vision statement, with key urban design principles for the corridor will be produced to articulate the vision based on the community outreach process. The outcomes of any previous visioning efforts will be used as a starting point. A “district” approach to the community development vision may be taken in recognition of the distinct neighborhoods and typologies represented along the corridor.

3. Corridor Urban Design Framework Plan
Key corridor urban design elements including urban form, land use and circulation, patterns, open space, and development opportunities will be provided. Districts will be defined. Proposals for how the current design can be phased to evolve with redevelopment will be included. The Citiventure team will work closely with UTA and both cities on this.

4. UTA Approvals
In order to implement the Corridor Vision and Urban Design Framework, UTA must agree to some key design elements. Critically important will be sign off on the station locations, corridor treatments, access, vertical and horizontal alignment of the track and trail system within the ROW corridor. The Citiventure team will take the lead, and work closely with both cities and their consultants, to develop these designs with UTA, and to address any aspects of the recommendation that might be inconsistent with the currently approved Environmental Assessment.

5. Transit Corridor Concepts, Treatments, Standards and Guidelines

An intent statement, standards and guidelines for various transit corridor elements, treatments and building typologies will be developed. Streetscape and trail treatments,, connections, mitigation measures for sound, visual, safety impacts, and transit elements such as guide-ways, stations, and utilities will also be addressed with design guidelines as appropriate. Recommendations will be made for the station locations and how access, landscape edge treatments, adjacent trails and walkways will be integrated. Corridor cross-sections, and corridor district treatments, will be provided for the transit corridor in its various districts. Diagrams and illustrations will be used more than words to communicate simply and clearly to a broad audience.

6. Land Use/District Prototypes

A series of land use prototypes and corridor treatments along the corridor will be formulated, including uses such as residential, commercial, and industrial buildings. Examples and strategies for transforming various district prototypes will be provided as an organizing approach and tool for incremental development over time. Conceptual sketches and urban design principles will be provided for each prototype. Recommendations will be made for areas of transformation.

7. Station Area Concepts

A few key station areas may warrant a conceptual station area development plan. If desired, a conceptual diagram of the station area with potential catalytic development sites, land uses, connections, and building character examples and a strategic action plan will be provided.

8. Land Use and Urban Design Recommendations/ Implementation Action Plan

Based on existing city policies, previous master plans, market considerations and the Corridor Vision Statement, recommendations will be made on Urban Design and Land Use strategies along the corridor. A specific Action Plan for transforming the corridor as a whole will be provided. Included will be roles of the public and private sector, recommended public investments, timeline, and next steps. An active economic development approach will be used from the onset, identifying champions, potential users, and investors to support implementation as soon as possible.

9. Final Report

A final written report will be provided which compiles the Community Process, Corridor Analysis, Corridor Vision, Urban Design Framework, Corridor District Treatments, Land Use Prototypes, Station Area Concepts, and Land Use and Urban Design Recommendations and Implementation Action Plan. The rationale behind the recommendations will be included to

assist with any future adoption processes or zoning changes. Graphic images and visual examples will be included.

Community Process Elements:

1. Participation in an initial Community Meeting to launch effort. The program will provide info on streetcar impacts and development potential, give background on Transit Oriented Development and its application to streetcar, review the corridor context, identify major corridor issues, and start the community visioning process. The meeting will include images of successful streetcar corridors from other cities as well as an “intro to TOD” to both inspire and bring the stakeholder group to a common understanding of the effort. It may also be desirable to have UTA present the transit Perspective, requirements, criteria and opportunities.
2. In a workshop format, hold a series of small group and individual meetings with city staffs, property owners, key businesses, special interest groups, potential developers, etc. to talk about individual situations and determine implementation opportunities. Focus will be on opportunities, desired changes and implementation.
3. Participation in a real estate industry forum focusing on opportunities in the corridor will be held targeting developers, ULI, AIA, ASLA professionals, etc. The purpose of this forum is to market the corridor and reality check the development interest here. The team will explore making this a ULI-sponsored forum.
4. Participation in a second Community Meeting to present combined Corridor Vision, Key Principles, Urban Design Framework Plan, Station Concepts, District Prototypes, Corridor Treatments, and elicit community feedback.
5. Assistance to both jurisdictions with content input for a Project website.
6. Briefings to elected officials, as requested.
7. Coordination with other consultants as required.

City Roles and Responsibilities:

RDA, Salt Lake City and South Salt Lake: it is anticipated that there will be close coordination with all three staff organizations throughout the process. At the outset of the project, the

project scope of work, process, and coordination aspects will be finalized with input from all three entities.

Cities and RDA will be responsible for the contact and logistics of community outreach and meetings. Items included are: securing meeting locations, doing set-up and providing food and neighborhood services (i.e. language, child care, etc.) as necessary, providing offices for small meetings, doing public notices, and receiving phone calls from the public.

Each City will provide a principal contact person for the Citiventure team. Website access, if desired, will be provided as links to the Salt Lake City and South Salt Lake websites, with web content provided by both jurisdictions as well as Citiventure. Each jurisdiction will provide Citiventure with copies of background data and base maps, including aerials, zoning and land use studies, any GIS data, comprehensive plans, potential development proposals, etc.

Adoption of any recommendations including zoning changes will be the responsibility of each city and outside the Scope of Work for this consultant contract.



CITIVENTURE
ASSOCIATES LLC

SUGAR HOUSE LAND USE AND URBAN DESIGN

MEETING SCHEDULE

April 5, 2011 DRAFT

Days	Task	Event	Date	Participants	Purpose
2	1	Corridor Tour/preliminary meetings	Mar 24	Ron, Marilee, Ed, Sharen, Kelly	Corridor Analysis, Team Coordination
1	2	Corridor Tour—City Leaders; Meetings afterward	Apr 1 (am)	SSL and SLC RDAs, etc.	Corridor Analysis
4	4	<u>Workshop 1:</u> Includes: Consultant Teams meeting, meetings with UTA , city staffs, stakeholders,	April 19-20	Consultants, UTA, RDA, SLC, SSL	Corridor Analysis Team Coordination
4	5	Community Meeting 1 (Intro and listening)	May 11-12	Public	Corridor Analysis Corridor Vision
4	5	<u>Workshop 2:</u> Includes: ULI Developer Forum; stakeholder outreach; UTA meetings	July 19-20	ULI, public, SLC, SSL, RDA, UTA	Corridor Vision/Corridor Design Framework Land Use / District Prototypes
2	6	Community Meeting 2 (Present Vision, prototypes, station area concepts, etc.)	August 18	Public	Corridor Vision/Corridor Design Framework Land Use / District Prototypes/ Station Area Concepts
2	7	Final presentation; SLC/SSL/RDA (combined meeting)	Sept. 21	SSL, SLC, RDA, UTA	Implementation Action Plan focus
	8	Final Report submitted	Oct. 15		Final Report