

DATE: April 12, 2010

ITEM: 7.B.

RE: PRESENTATION AND ADOPTION OF THE WEST TEMPLE GATEWAY REDEVELOPMENT STRATEGY

PROJECT AREA: West Temple Gateway

PREPARED BY: Ashlie Taylor

EXECUTIVE SUMMARY: Since receiving RDA Board approval last August, the National Development Council has been developing the West Temple Gateway Redevelopment Strategy (the “Strategy”) to guide RDA efforts in the West Temple Gateway Project Area (WTG), and to an extent the Granary District Project Area. NDC has consulted with and received input from the Mayor’s office, RDA Chair and Vice-Chair, CED, Planning, Transportation, and other City departments. Staff facilitated several small focus groups that included a variety project area residents, business owners, local developers, and property owners in order to get additional feedback. The Strategy documents are now ready for the Board’s review and approval. Once approved, the Strategy will provide redevelopment steps and recommended tools that can be applied to maximize RDA efforts before the project areas sunset, and to build on the existing community and neighborhood assets in order to encourage private investment as the market recovers.

ALTERNATIVES:

1. Approve the WTG Redevelopment Strategy as submitted.
2. Approve the WTG Redevelopment Strategy with changes.
3. Do not approve the WTG Redevelopment Strategy.

REDEVELOPMENT ADVISORY COMMITTEE RECOMMENDATION: RAC recommends approving the Strategy with caution and recommends several specific changes. RAC felt that although the Strategy provides a great deal of information, for someone viewing these documents for the first time, it needs to state up front, and in a clearer and more concise manner, the following:

- Original purpose behind creating the Strategy.
- Reasons why the Strategy is important to this area and to the community.
- Bigger picture being advocated by the Strategy.
- Connection between implementation of the Master Plan goals and the Strategy findings and recommendations.

- Zoning being addressed in the form of a table, as well as current zoning maps.
- Strategy findings (as opposed to recommendations) in the form of a table.

RAC members also stated that they were not comfortable with recommendations for any zoning changes outside of RDA-owned property. Some members stated that the breakup of the Fleet Block doesn't work and should be revisited. Some also asked that the Opportunity Site images in the Property Approach Document not be used in future RFPs in order to allow the full range of creativity.

ANALYSIS & ISSUES: The National Development Council (NDC) was hired to provide the RDA with a Strategy to guide the timing, uses, densities, walkability, and urban design elements of RDA property redevelopment in WTG, as well as the Fleet Block. RDA staff will use the recommendations in the Strategy to begin marketing RDA property for redevelopment, and to determine how WTG infrastructure funds will be used.

NDC spent the first several months performing market and financial analysis of the WTG and Granary District Project Areas in both a regional and local context. During January and February, the RDA and NDC held several work sessions to obtain input from the RDA Board Chair and Vice-chair, Salt Lake City officials, UTA, the local development community, and other stakeholders. In March, the RDA staff facilitated several focus groups attended by WTG and Granary District business and property owners, developers, and residents. RDA staff has presented the Strategy to the Ball Park and Downtown Community Councils and posted the Strategy on the RDA website for public review. The WTG Redevelopment Strategy is composed of three documents:

- 1) The Redevelopment Guide summarizes the market analysis and research that form the foundation for the recommendations in the Strategy. Specific policy recommendations are found at the end of this document.
- 2) The Property Approach identifies uses, densities, height configuration, building orientation, parking, and site design recommendations for a selection of RDA properties.
- 3) The Design Guidelines specify design elements to be implemented through RDA property redevelopment, as well as private property redevelopment through proposed zoning changes.

The Strategy consists of a variety of recommendations. Below is a sample of some of those recommendations. For a complete list, please refer to page 64 of the Redevelopment Guide.

- Extend and combine the West Temple Gateway & Granary District Project Areas
- Address public service deficits
- Abate incompatible land uses
- Improve neighborhood identity

- Address zoning that negatively impacts the neighborhood
- Support pre-development activities by the private sector
- Target private investment & aggressively promote public investment and improvement in the public realm
- Focus on employment creation within the study area
- Coordinate a neighborhood revitalization strategy area with the CDBG program

Staff is seeking the Board's approval of the Strategy.

BACKGROUND: Last August, the RDA Board approved funds for the creation of the Strategy for RDA-owned property and RDA activities in the WTG, as well as the redevelopment of the Fleet Block in the Granary District Project Area. NDC was selected from among the RDA's development consultants to create the Strategy.

Over the past two years, RDA staff has worked with the WTG community to better understand the needs and concerns of the community in relation to RDA-owned property and projects. RDA staff has witnessed an increased level of community involvement by businesses, property owners, and residents during this time. Staff is committed to continuing this relationship and has included community input in the creation of the Strategy.

ATTACHMENTS:

- 1) Redevelopment Guide – The market and financial analysis and economic findings, sample projects in other cities, and the Strategy Recommendations (p.64).
- 2) Property Approach – Impact of constraints (p.5), zoning analysis and recommendations (p.6-7), and Opportunity Site recommendations that include proposed density, use, and timeline, a sample Proforma, sample site plan and design.
- 3) Design Guidelines – Recommended street and building design elements to improve quality, walkability, and safety.