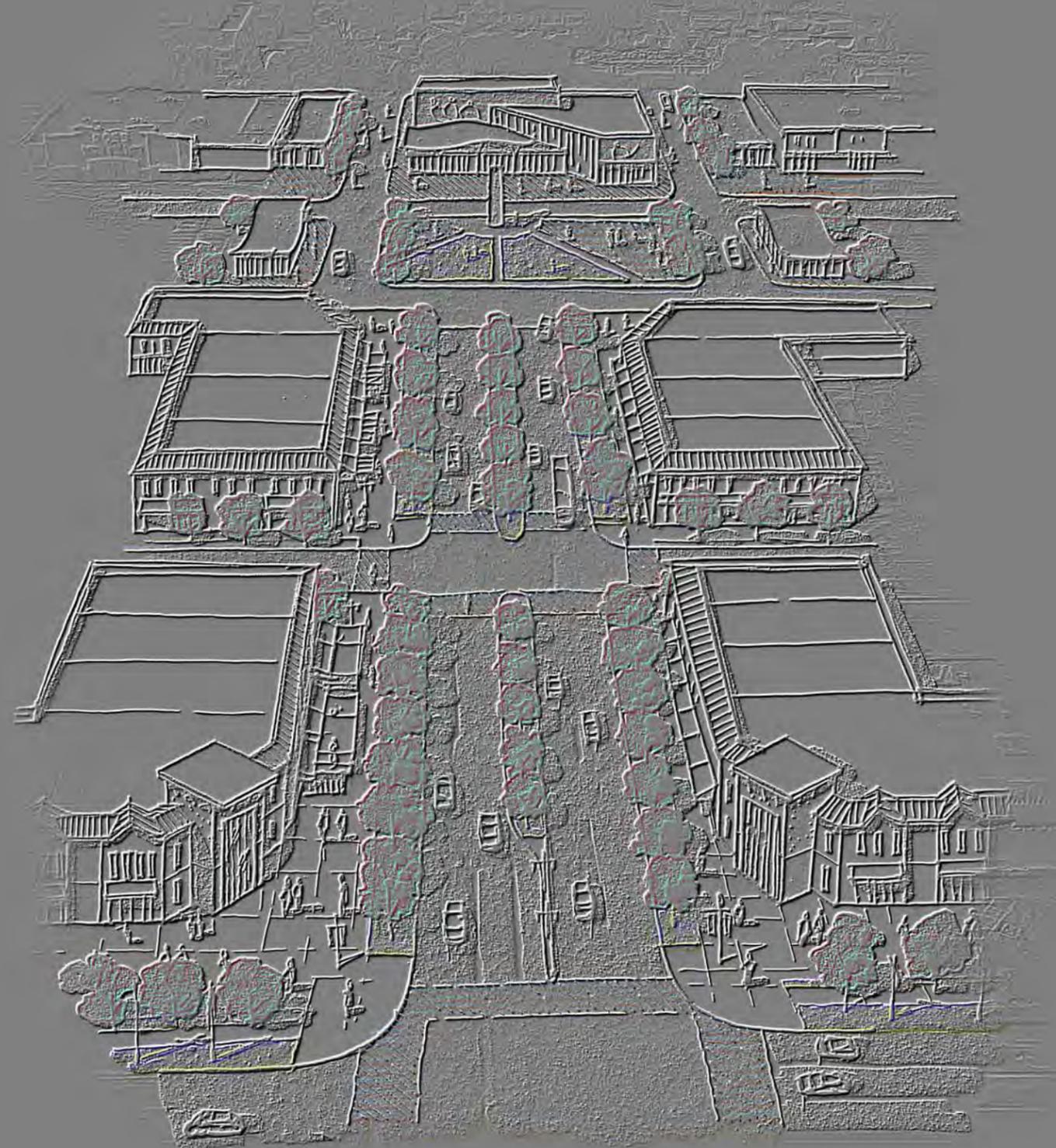




# CENTER POINT Master Plan

Vision Document and  
Small Area Plan





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Special thanks to all stakeholders and residents of  
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*"Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last you create what you will."*  
~ George Bernard Shaw ~

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# 1. introduction

## PROJECT BACKGROUND

*This visioning effort and document accounts for what is there, will likely be there in the short and long term and the relevant steps that will guide the redevelopment of the area carefully, artfully and with buy-in from the City, major stakeholders and the community.*

In 2014 the City of Taylorsville embarked on an effort to re-envision the primary commercial area within the City, known as the **Center Point** area. The proposed study area is an important commercial hub within the City of Taylorsville located at the intersection of three major regional transportation corridors – Redwood Rd., 5400 South, and Interstate 215. This intersection has been considered the corner of “Main and Main” of Taylorsville or the commercial heart of the community. Once an active center, it has fallen into disrepair and has seen the flight or closure of many businesses.

The strategy to realize this goal includes market analysis, master planning, and the development of design guidelines to apply to new development/redevelopment within the study area.



Stakeholder Meeting, May 2014

The purpose of this planning effort is to provide a **vision document** for future redevelopment in the area that will incorporate existing individual properties and land uses into a comprehensive and unified plan that integrates a reborn destination retail, entertainment, or mixed use development with needed walkability, architectural quality, transit, streetscape, and site design.

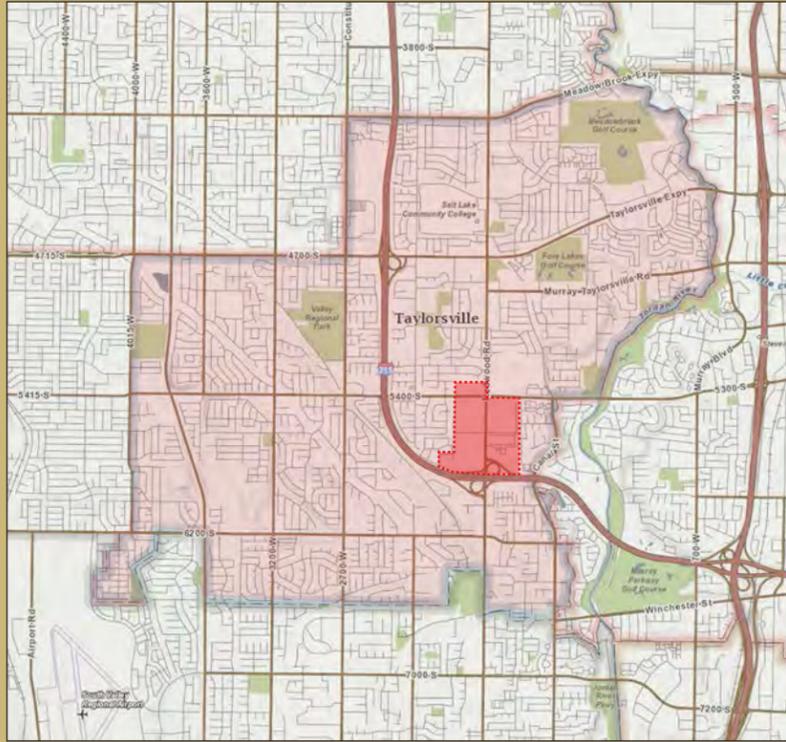
Central to the re-visioning process plan is the goal to attract the right mix of attractive, vibrant and destination retail tenants within a mixed use setting that focuses on high levels of urban design and carefully blended land uses, including unique or placemaking public spaces.

The redevelopment of a commercial area of this type will require the coordination among private developers, the City of Taylorsville, and other stakeholders. To guide the redevelopment effort and set the standard that will guide both the City and landowners, the following materials have been developed:

- District Illustrative Plans
- District Phasing Plans
- District Design Guidelines

It is anticipated that this **Center Point Master Plan** will be adopted as an addendum to the **Taylorsville General Plan** to help guide future development within the vicinity of the project area. The bulk of the property within the study area is zoned Regional Commercial, excluding the area north of 5400 South which is Community Commercial. A portion of the study area east of Redwood Rd. is zoned Professional Office and RM-12. This document will be adopted as part of the City of Taylorsville General Plan, becoming a Small Area Plan. The small area plan and design guidelines will be an overlay district to the base line zoning. New zoning for this district will be addressed and established as an implementation tool.

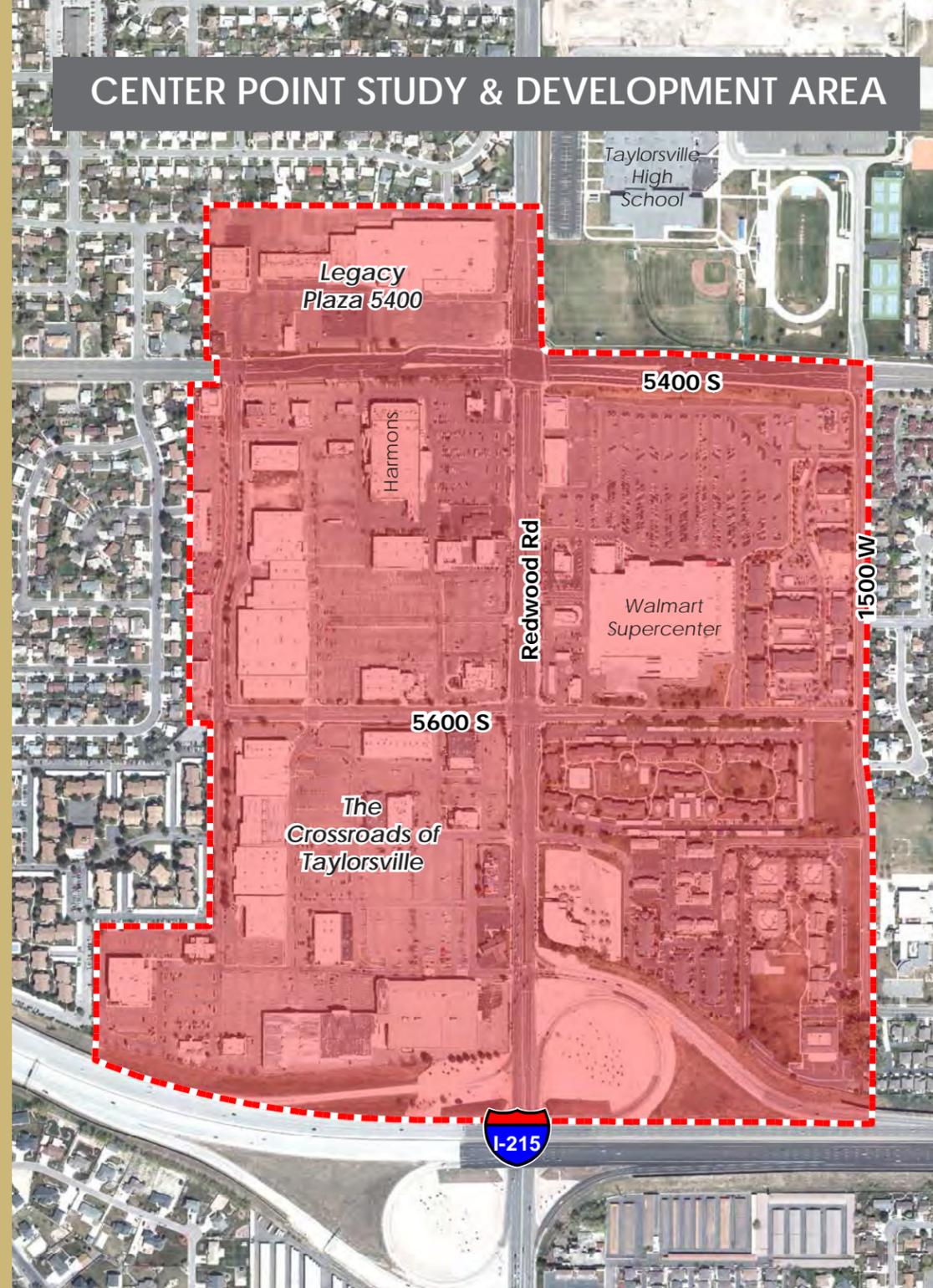
## PROJECT LOCATION



The Project area is located in heart of Taylorville City and is bounded on the south by Interstate 215; on the west roughly by 1900 West; on the east by 1500 West and on the north by 5400 South and about 5315 South. The area is also bisected north-south by Redwood Rd. The intersection of Redwood Rd. and 5400 South is the intersection with the highest traffic count in Salt Lake County.

The area is characterized by retail and commercial activity and is home to a number of national and regional retail chains, which are located primarily in **The Crossroads of Taylorville** and **Legacy Plaza at 54th** developments. A Walmart Supercenter and a Harmons store are located in the project area as well.

## CENTER POINT STUDY & DEVELOPMENT AREA



## PROJECT VISION

The vision of the City is to make this area a destination, using principles of placemaking to encourage a strong mix of commercial uses. The Plan will illustrate a desirable and appropriate mix of uses within the study area.

The following uses are envisioned:

- Retail
- Restaurants
- Office Space
- High Density Residential
- Vertical and Horizontal Mixed Use
- Public Spaces
- Entertainment

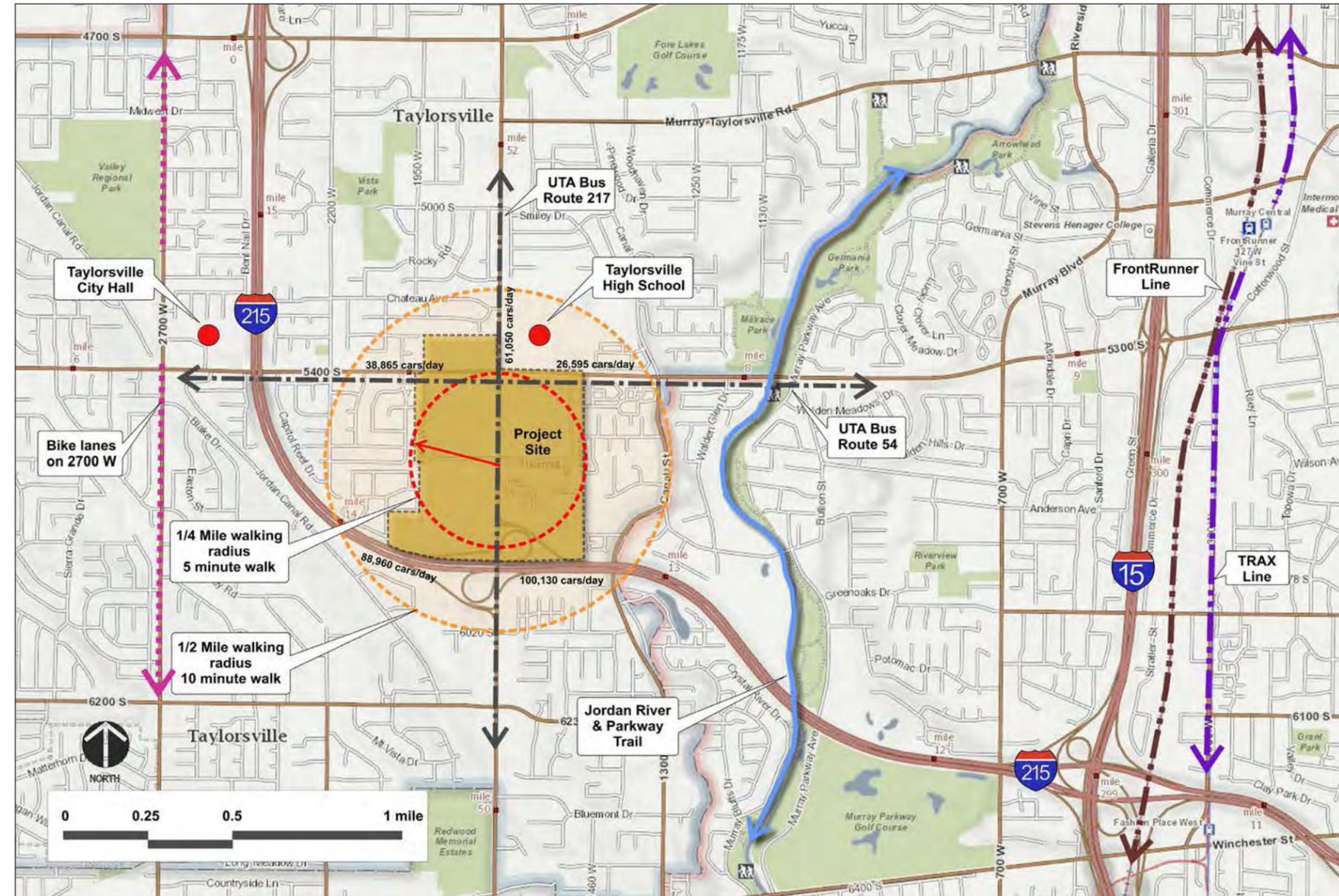
## PROJECT GOALS & OBJECTIVES

The specific goals and objectives for this visioning effort are encapsulated in the specific design guidelines that support the illustrative plan. The established vision for this study area must be implementable and sustainable, having buy-in from land and business owners and stakeholders. The following project goals and objectives are the basis of the analysis:

- Evaluate current zoning in the Center Point Development Area and propose any zoning changes necessary to facilitate the land use and urban design outlined in the Vision Document.
- Develop illustrative site and land use planning that implements the mix of commercial uses deemed appropriate for the site.
- Plan and develop the Center Point Development Area as a potential Transit Oriented Development (TOD) site.
- Increase walkability of the site, supporting the transit oriented development and the desired mix of uses on the site.



## SITE ANALYSIS - Regional Context



The project site's location lends itself to local and regional connections. A number of regional transportation corridors are in the vicinity and provides great access for local and

regional patrons. The entire project site also lies within a 5-10 minute walking radius which serves as a good backdrop for developing a walkable core with pedestrian amenities.

## SITE ANALYSIS - Circulation & Active Transportation

### EXTERNAL TO SITE

The project study area is located at an important area within Taylorsville City. Sometimes called the 100% corner in Taylorsville, the site represents an easily accessible retail and commercial center in the City. The site is currently easily accessed at its south end by vehicles regionally from Interstate 215 at the Redwood Rd. Interchange. Redwood Rd., (State Route 68) provides regional access from the north and south to the site and 5400 South (State Route 173) provides regional access to the north end of the site from the east and west. The intersection at Redwood Rd. and 5400 South was recently reconfigured as a continuous flow intersection, making access to some businesses more difficult. The access and circulation conditions outlined in this paragraph are expected to remain in the future.

The project study area is also served by transit. UTA Bus service is available on Redwood Rd. via route 217, which has 15-minute headways. This route connects to Salt Lake City's west side neighborhoods and Red TRAX Line on the north and the West Jordan City Center TRAX Red Line station on the south. Route 54 runs east/west on 5400 South on 30-minute headways connecting West Valley City and Kearns on the West to the Murray Central Station on the TRAX Blue and Red Lines. Future transit plans for Redwood Rd. include some form of Bus Rapid Transit project (BRT) that will run along a similar route as the current #54 bus. This is expected to be a high frequency, higher ridership system with formal station stops.

Active transportation circulation to the site is available on all streets previously outlined and augmented by local connecting streets such as 5600 South and 1900 West. Access from all streets is limited to typical suburban-style highway crossings at signaled intersections. Redwood Rd. crossings have been upgraded in the past ten years and include decorative landscaping and site furnishings. However, these crossings are optimized for automobile traffic and provide little incentive for pedestrian access. Pedestrian access from the south is very limited due to the Interstate 215 Interchange ramps that allow free flow



Bus shelter for UTA Bus 217



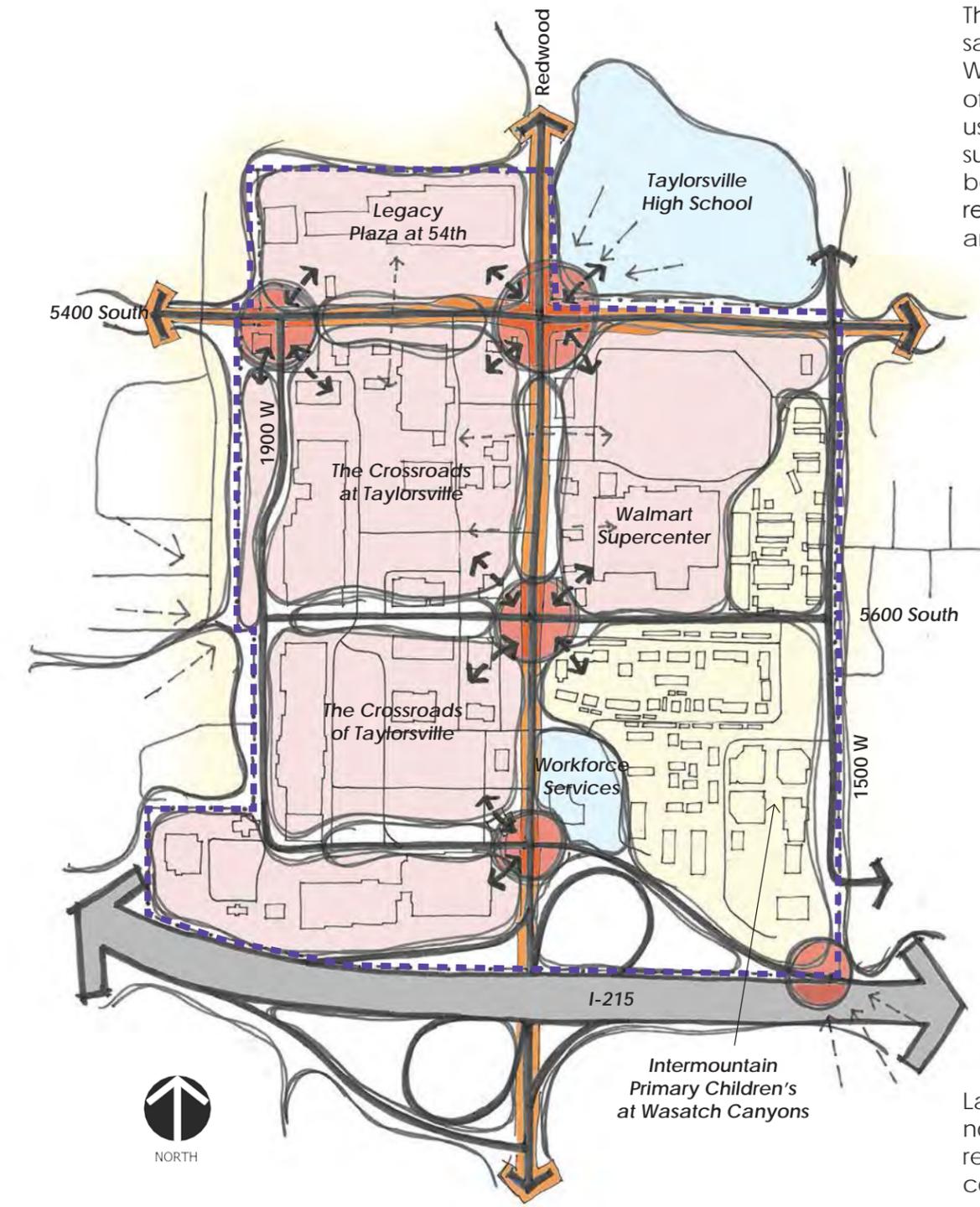
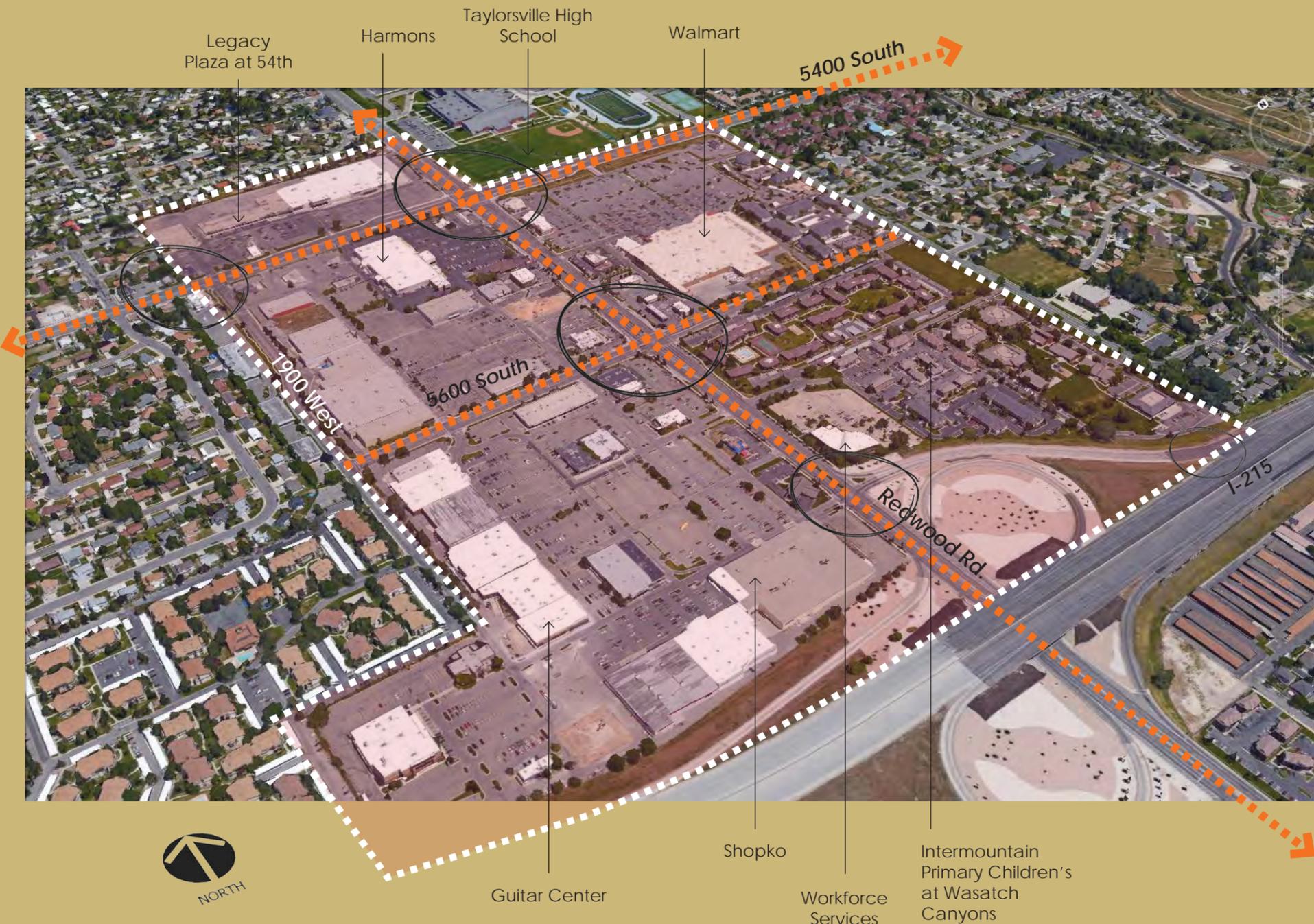
Vehicular-Pedestrian conflict

automobile access at two of the ramps. No formal bike lanes exist on or near the site. However a regional east/west trail is suggested for 5400 South in some planning documents.

### INTERNAL TO SITE

The current study area was designed under traditional suburban shopping mall standards and remains in this condition. Automobile circulation is optimized and active circulation methods such as walking and biking is limited primarily to the walks in front of the shops. Sidewalks along 5600 South and 1900 West exist that allow access to the pads along the edges of the property but not into the internal pad sites. As redevelopment of the site occurs, design guidelines recommend that pedestrian and cyclist connections be enhanced within the site.

Circulation through the site should be encouraged via exclusive routes for walking between most pads. Parking aisles should not be the only method for walking between pads. Bicycle circulation should also be considered. A bike route into each major block within the site is encouraged, with bike racks at regular intervals for storage while visitors are using the site. While it is expected that bus service will remain on the adjacent State Highways, improved bus stops and waiting facilities should be planned that provide convenient access into the center of the blocks. Active transportation facilities should be designed with upgraded landscaping, lighting, and site furnishings.



The project area is largely a commercial/retail zone sandwiched between residential uses. The Department of Workforce Services, Taylorsville High School, and a branch of Primary Children's Hospital are notable institutional uses within the zone and in the immediate vicinity. The success of the redevelopment of this project area will be dependent on how major nodes and corridors are redesigned. Major nodes are identified at the following areas:

- **The intersection of 5400 South and 1900 West.** This intersection is critical since it serves as an entry for residences to the immediate west of the project boundary. It also serves as the pedestrian linkage between The Crossroads of Taylorville area and the Legacy Plaza at 54th. It is currently not pedestrian friendly and will require some interventions discussed in Chapter 3 of this document.
- Being the intersection with the highest traffic count in Salt Lake County, **the intersection of Redwood Rd. and 5400 South** is important for drawing people into the area. However the node is hard to navigate for the first-time visitor due to the use of the continuous flow intersection (CFI). Future design interventions will have to address the pedestrian experience and safety in the roadway design.
- **Redwood Rd. & 5600 South** is the heart of the development bringing together all the various parts. It serves as a gateway as well as a destination point.
- Two other nodes are the **beginning and terminus of the I-215 off-ramp onto Redwood Rd.** These are geared towards vehicles. Signage for wayfinding and landscaping for these zones will be important.

Larger-footprint commercial buildings wrap around the northern, western, and southwestern fringes. Smaller residential footprints can be found in the southeast corner. Smaller retail pads mostly line Redwood Rd.

EXISTING CONDITIONS - The Crossroads of Taylorsville Area



- There is no notable center, "front door" or gateway to the development.
- There is no holistic signage,



# EXISTING CONDITIONS - The Crossroads of Taylorsville Area



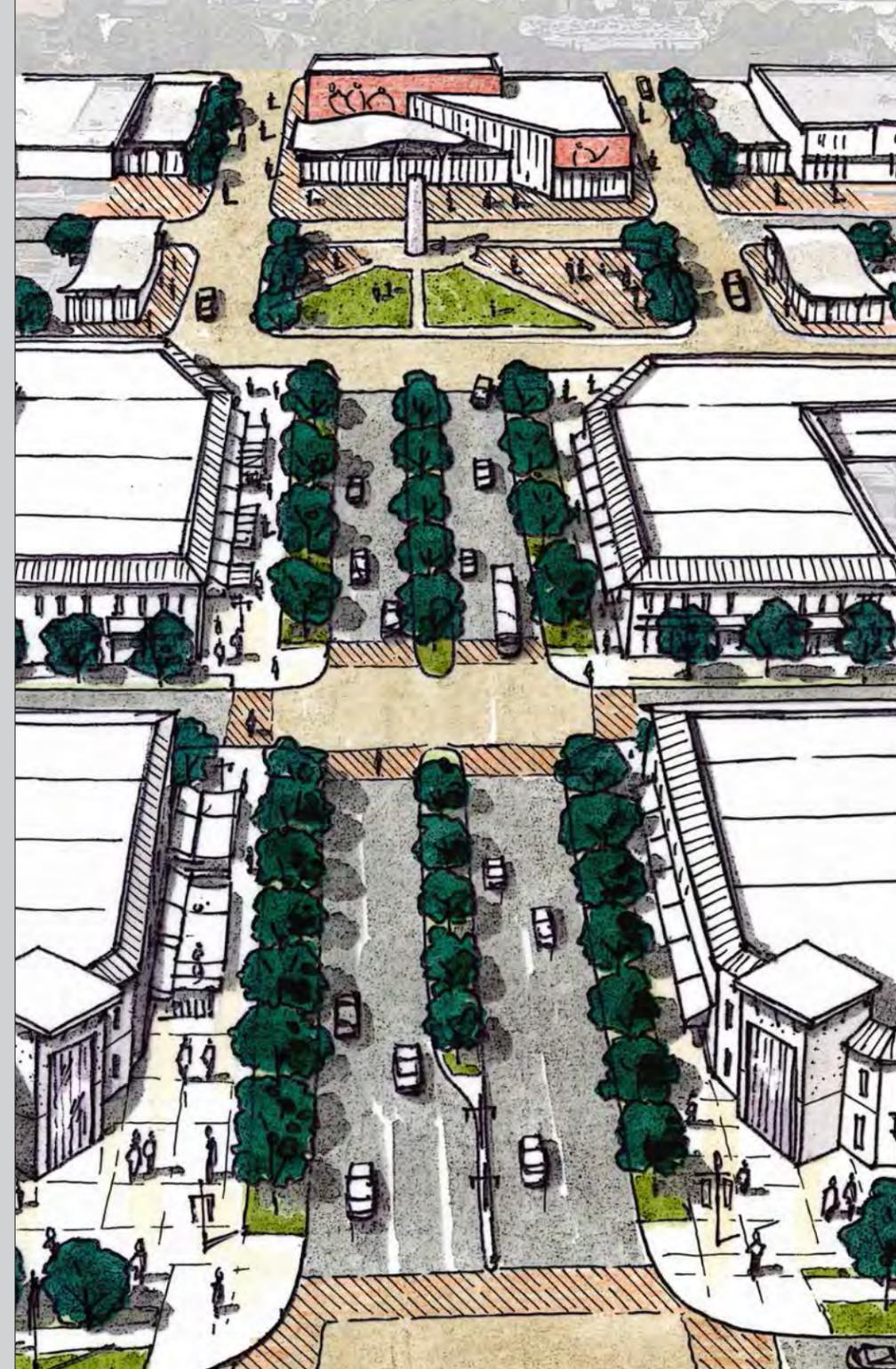
EXISTING CONDITIONS - Legacy Plaza at 54th



EXISTING CONDITIONS - Walmart Area



## 2. illustrative plan



### INTRODUCTION

The Illustrative Plan is intended to showcase the main concepts for the development of the site. With the use of a number of drawings and diagrams, this section of the plan will address the following:

- City-wide and regional connections
- Gateways
- Land use patterns
- Building massing and block development
- Transit, vehicular, & active transportation
- Landscaping and site design
- Pedestrian flow

Phasing is critical to the development of this plan as an implementation strategy and the illustrative plan will be shown to develop in 3 phases:

- Near Term
- Mid Term
- Long Term

Although no time frame will be assigned to these phasing periods, it will help the City and future developers to prioritize development within limited resources. Ideas presented in the illustrative plans will help to direct decisions and will support other adopted City documents. Renderings and artist's impressions in this section are not prescriptive, but rather portray possibilities.

## PHASE 1 (NEAR TERM)

The first phase of the Master Plan **builds on existing conditions and places emphasis on pedestrian and non-motorized circulation and safety.** Existing pedestrian linkages in the area should be strengthened and made more legible and safe. Major intersections should be redesigned to become more notable gateways, and a consistent theme in landscaping, site elements, and signage should be implemented.

### KEY ELEMENTS

- Gateways:** Gateways help to make a development more legible and memorable to users and passers-by. Use signage, public art, site elements, and lighting to create gateways to the project area. These gateways should be themed to have a distinctive and holistic character as part of the brand of the district. Identified locations for gateway features are: along the off-ramps from I-215 onto Redwood Rd.; 5400 South and 1900 West; 5400 South and Redwood Rd.; and 5600 South and Redwood Rd.
- Uniform Site Design Theme:** Existing site conditions show a hodgepodge of site and landscaping elements with no identifiable theme. Phase 1 should begin to set a tone and language for landscaping, site furnishing, and general site design. This will include signage, lighting, furnishings etc.
- Pedestrian Priority Intersections and Connections:** Pedestrian safety is important for encouraging pedestrian activity. Traffic counts in the vicinity of the project area show high vehicular traffic, and getting people across the roads (in particular 5400 South and Redwood Rd.) is a challenge. Provide well-designed pedestrian walks and paths to build on existing connections and create new ones. This will help pedestrians and non-motorized traffic to easily circulate throughout the area while linking to regional systems.

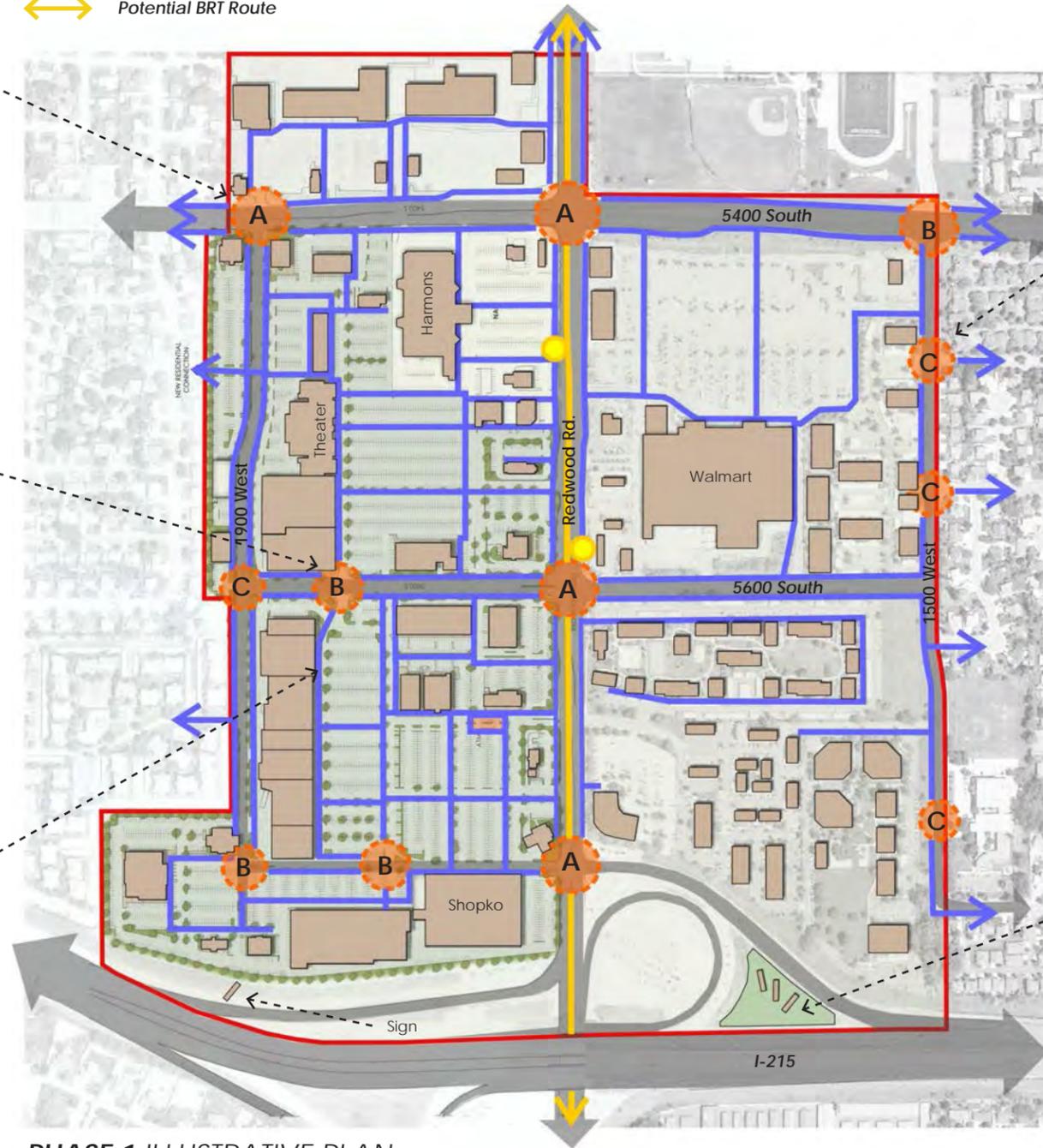
#### INTERSECTION TYPE A

This type of intersection serves as a gateway to the area and has the highest intensity of use by pedestrians. The paving material of the entire intersection should be changed and striping added to demonstrate its pedestrian priority, while enhancing the aesthetic quality.



#### INTERSECTION TYPE B

These intersections should have crosswalks that are highlighted with a change in material. Pavers or colored and stamped concrete with earth tones should be used to highlight these walks.

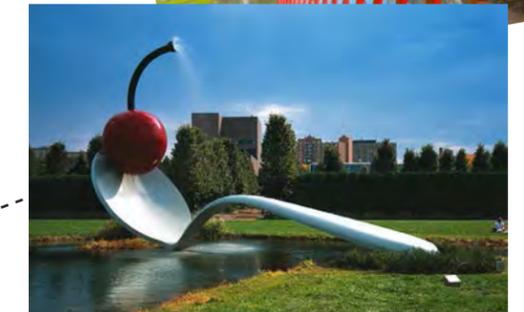


PHASE 1 ILLUSTRATIVE PLAN



#### INTERSECTION TYPE C

These intersections should not necessarily have a distinctive change in paving material but should have striping and traffic-calming elements for pedestrian safety, including raised speed tables, speed bumps, hawk lights, etc., as appropriate



#### GATEWAY FEATURE/PUBLIC ART:

This will draw people in from I-215 and create a recognizable gateway for the district and the City.

# PHASE 1 (NEAR TERM)



## PHASE 2 (MID TERM)

### DESCRIPTION

During this phase **the core of the development gets defined, and more pedestrian plazas and open spaces are developed.** New buildings start to frame the edges, and parking structures are introduced to absorb displaced surface parking.

### KEY ELEMENTS

- Mixed Uses:**  
 Mixed use buildings are introduced and these start to strengthen the core of the development. Vertical mixes of first-floor retail and upper-level office or residential uses will encourage a 24-hour use of the area. Some of these should have signature architecture and could also house anchor and specialty stores.
- Housing:**  
 Residential units in the form of condominiums, town homes, or apartments should be introduced to bring in a critical mass of people to animate and activate the area.
- Parking Garages:**  
 As more structures are added to the site, parking garages should be added to meet the demand for new parking and to absorb displaced parking.
- Open Space Development:**  
 To make the district pleasant for living and shopping, new types of open space should be added. This will include hardscaped plazas, as well as planted and turf areas. Several programmed activities will occur within these zones and help to create the destination element of the vision.
- 5600 South:**  
 5600 South should start to take on a role as a central gateway and unifying element within the district in this phase. Mixed-use buildings and streetscape improvements should be introduced.

#### PARKING GARAGE

Parking garages can be well-integrated into the development and massing and architectural design standards can be applied to them.

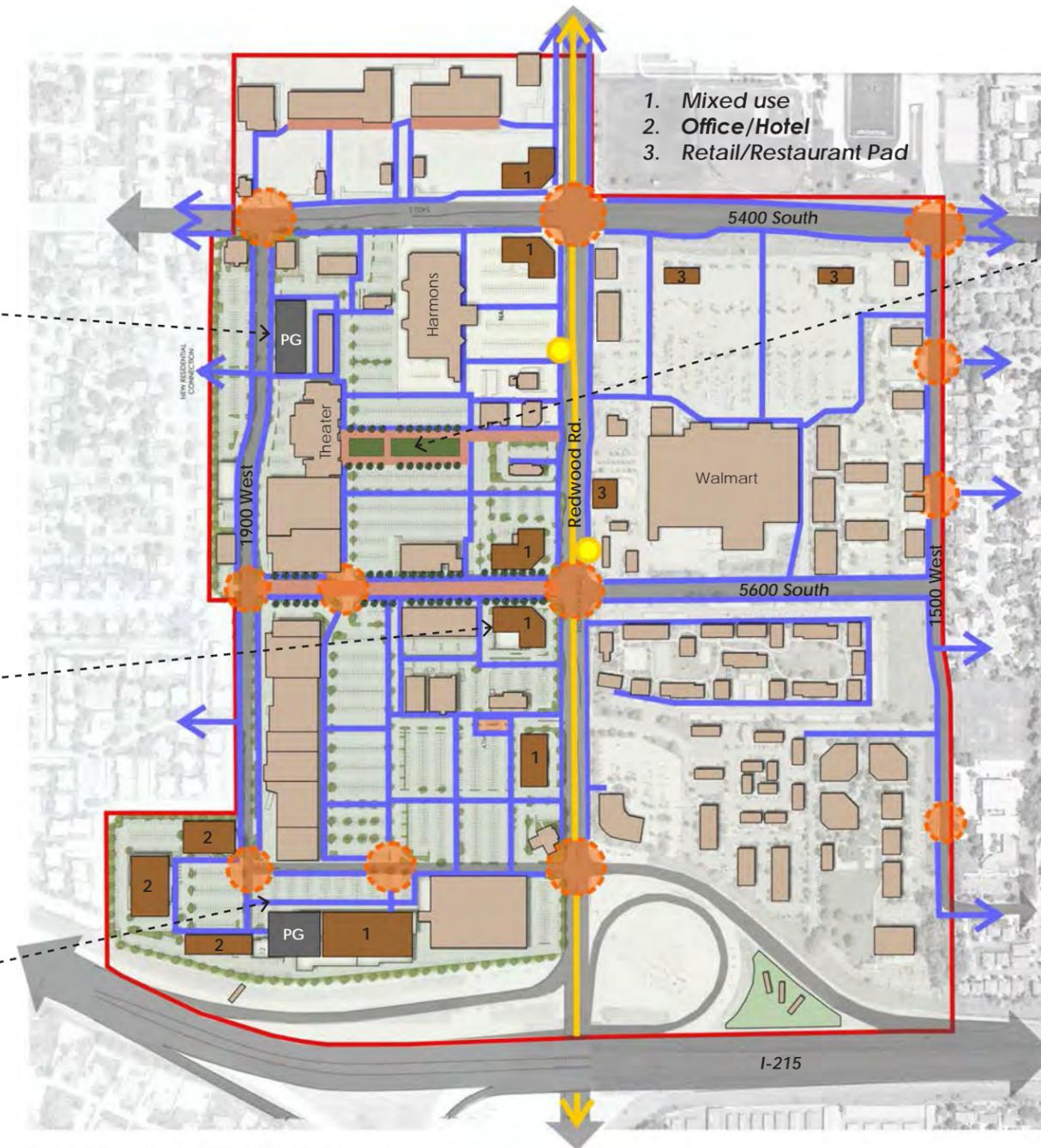


#### SIGNATURE BUILDINGS

Signature and iconic architecture at critical nodes will make the area more memorable to the user.



Pathways can be designed and upgraded to be shared by multiple modes of transportation.



PHASE 2 ILLUSTRATIVE PLAN



#### PUBLIC OPEN SPACE:

A central pedestrian zone with multiple programmed activities will strengthen the identity of the area as a destination.

- Existing Buildings
- Phase 2 buildings
- PG Parking Garage
- Pedestrian Priority Intersection
- Major Paths/Walks
- Potential BRT Route
- BRT/Transit Stop

# PHASE 3 (LONG TERM) FULL-BUILDOUT

## DESCRIPTION

This phase culminates the planning effort and shows the full build-out of the project area. The district takes on a **new identity**, which is characterized by the defining element: The Loop.

## KEY ELEMENTS

- The Loop:**  
 The loop is envisioned as an "organism" that runs through the development. It functions basically as a pedestrian and non-motorized transportation system that connects most of the buildings and nodes in the development. More information about The Loop can be found on page 33.
- Central Plaza:**  
 A central plaza with a centrally-placed interactive art or other unique feature is envisioned in the heart of the development on the west terminus of 5600 South. This will become the central gathering area and major activity node.
- Anchor Facility:**  
 An anchor facility with a civic or entertainment focus should be located at the west terminus of 5600 South. This building should be permeable and accessible by users on the plaza and work as an indoor/outdoor facility. Possible uses could include: a performing arts center, museum, library, entertainment complex, event center, etc.
- Anchor Stores:**  
 To serve as a regional draw, it is important to have some anchor stores within the area to bring people in from outside the City into the Center Point area.
- 5600 South:**  
 5600 South continues to play a role as an important boulevard with provisions for multi-modal travel and streetscape improvements.



**THE LOOP:**  
 Different experiences occur along The Loop and encourage pedestrian activity.

- PG Parking Garage
- Pedestrian Priority Intersection
- Potential BRT Route
- BRT/Transit Stop

PHASE 3 (FULL BUILD-OUT) ILLUSTRATIVE PLAN

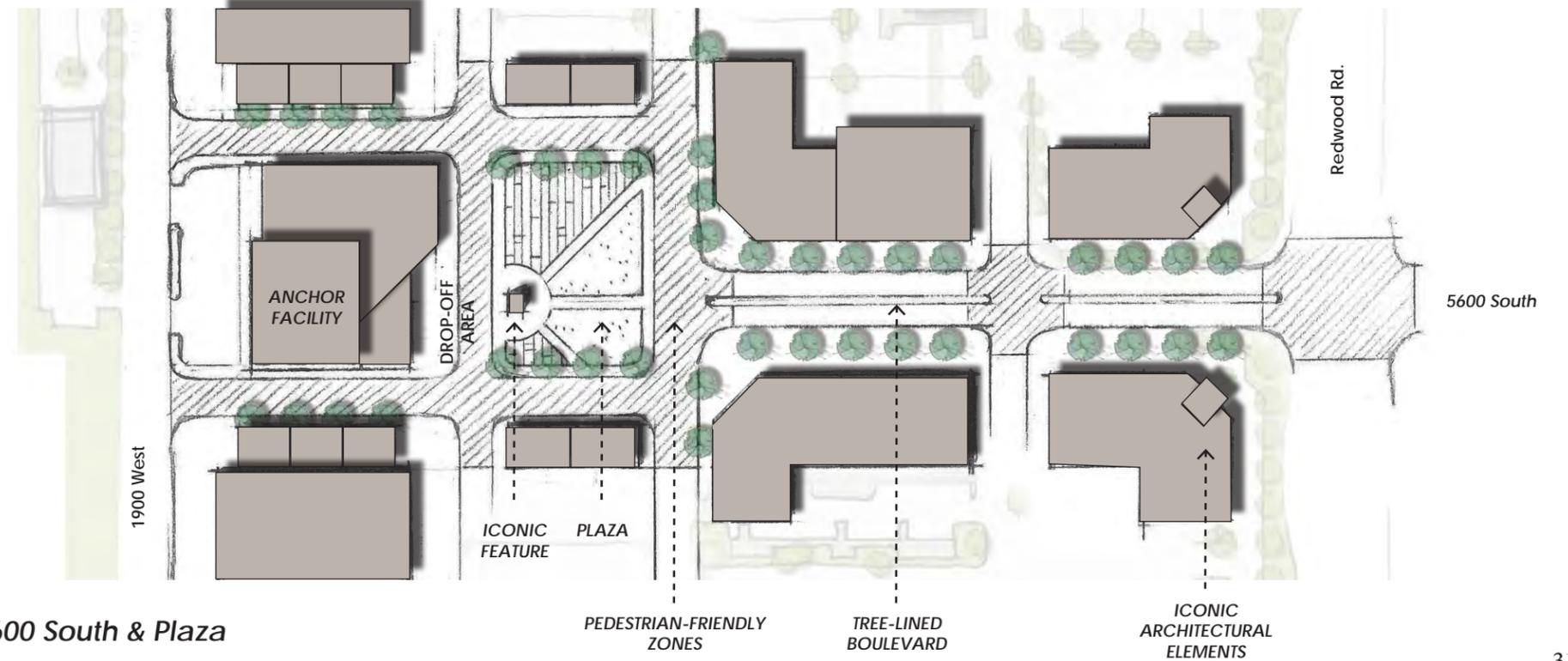
PHASE 3 (LONG TERM) FULL-BUILDOUT



Aerial view looking west on 5600 South



Views showing varying pedestrian experiences possible across the site



5600 South & Plaza

PEDESTRIAN-FRIENDLY ZONES

TREE-LINED BOULEVARD

ICONIC ARCHITECTURAL ELEMENTS

## CIRCULATION & ACTIVE TRANSPORTATION RECOMMENDATIONS

The success of the district will depend on effective circulation for multiple modes of transportation. A regional and local draw implies that people will access the site differently and will have different needs.

### MOTORIZED VEHICLES

Motorized vehicles, including cars and motor bikes, should have well-delineated and legible access points and parking areas. Motorized vehicles should have distinct areas in the district, and appropriate signage and markings should indicate pedestrian priority to motorists. Traffic-calming measures should be incorporated in the roadway design to reduce speed.

### PARKING

**Surface Parking:** Surface parking areas in the district should be integrated well in the overall design to prevent the continuation of existing conditions of large contiguous parking lots. Strategies to create pleasant parking areas will include the addition of trees, planting, walkways, and pedestrian furnishings. Also use building pads to screen large surface parking lots.

**Parking Garages:** As more structures and buildings are being added to the site, surface parking areas will be displaced and there will be the need for structured parking to absorb the displacement. Parking structures could be designed as stand-alone structures or integrated into other mixed use developments.

Underground parking can also be explored if space needs necessitate.

### TRANSIT

The two major roads that run along the site (Redwood Rd. and 5400 South) offer great opportunities for transit access. Existing local buses and the proposed BRT-type route on Redwood Rd. will increase accessibility options for the site. The design of the area should welcome the integration of transit. This will include the appropriate location of bus shelters, BRT stations, and the creation of bus pull-out areas or loop lanes.



UTA's BRT MAX bus

### WHEELED NON-MOTORIZED VEHICLES

Active transportation includes all forms of wheeled non-motorized vehicles.

**Bicycles:** Bicycle access to and within the site is encouraged. Bike lanes and accesses should integrate well into City-wide and regional systems to provide an easy and safe biking experience. Bike parking and storage facilities should also be integrated in the site furnishing design.

**Wheel Chairs, Strollers, etc:** A comprehensive strategy should be drawn to meet the accessibility and use needs of the above named user group. ADA (Americans with Disabilities Act) accessibility standards will have to be met across the site.

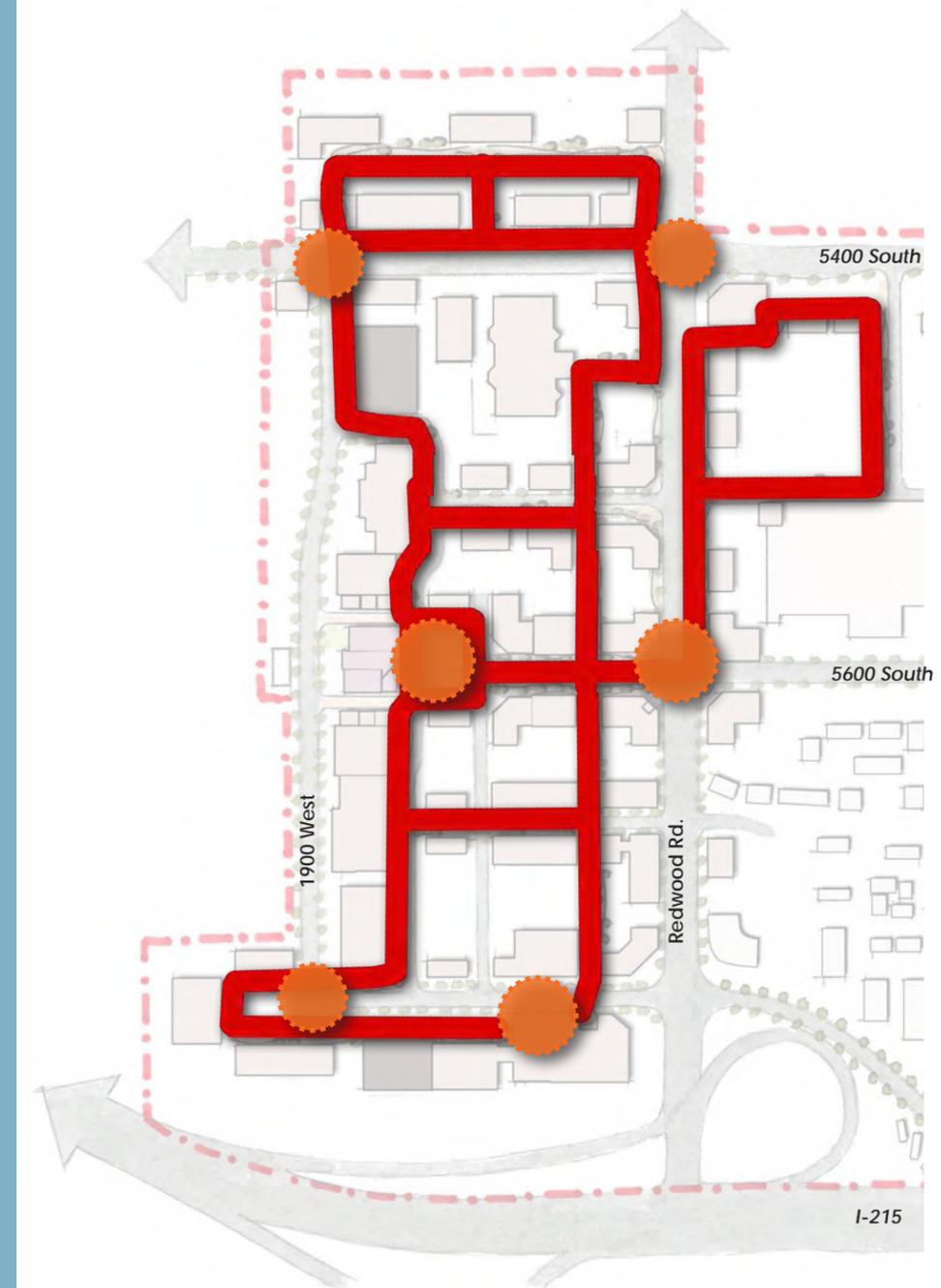
### THE LOOP

The Loop connects sidewalks, walkways, and pedestrian areas into one continuous system that links most of the commercial areas of the district, bringing together key buildings, nodes, and open spaces. It meanders through the entire development and allows safe movement for pedestrians and bikes. It is the unifying and grand concept for the development, providing a comfortable and pleasant walking/shopping experience and interconnectivity. It ties The Crossroads, Legacy Plaza, and the Walmart area together as one holistic entity.

It is envisioned to have adjacent spaces for multi-use by performers and vendors, including musicians, artists, food trucks, and small kiosks and stalls. The Loop can weave or even pierce through buildings, bringing people into retail and entertainment spaces and shops. Potential uses of the Loop and its adjacent open spaces may include:

- Stands, food trucks, retail kiosks, stalls
- Farmers market
- Street fairs
- Specialty retail events
- Holiday festivals
- Community-oriented events

Safety is paramount since The Loop will intersect at grade with key streets and internal streets. As such, paving materials, plant material, furnishings, and signage along it should be designed to enhance the safety of the user. Surface treatment of the walks should also make it usable all year round and for all user groups.



# 3. design guidelines

## INTENT OF GUIDELINES

The Center Point area is the prominent center and commercial zone for the City of Taylorsville. The success of this area will depend on development that incorporates best practices for urban and streetscape design. The object of these guidelines is to guide future development that will protect and enhance the character of the area.

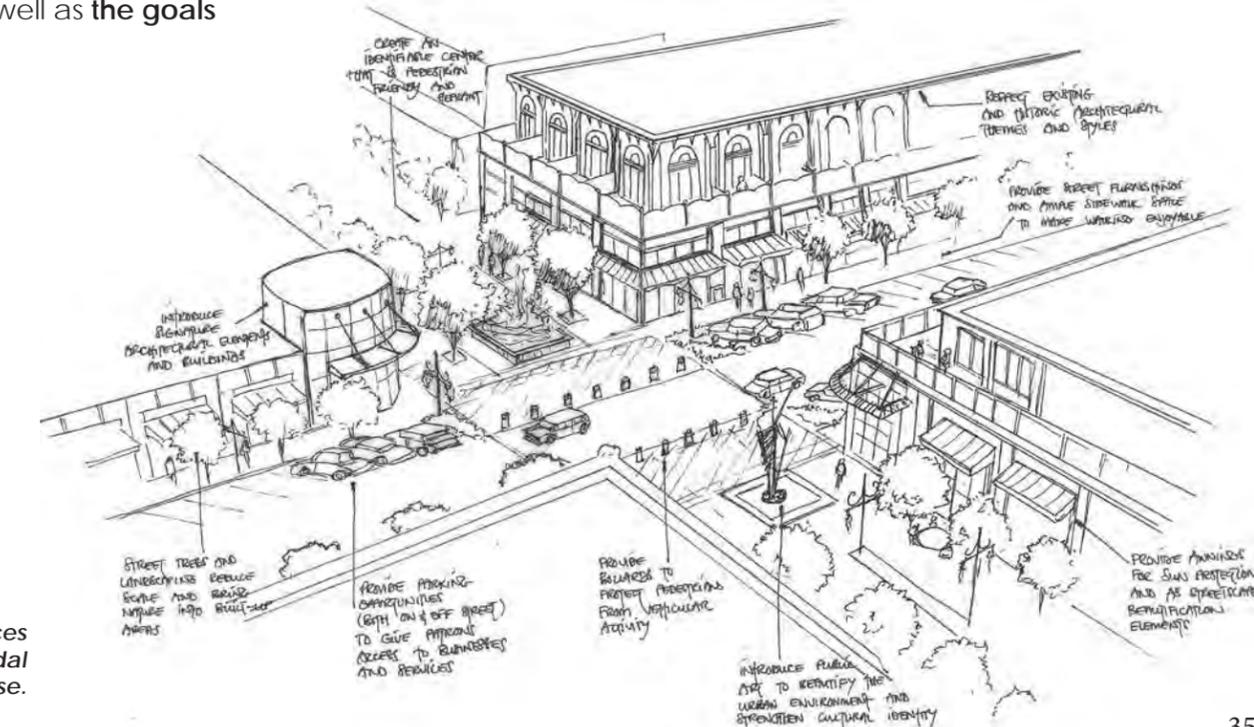
Design Guidelines are to be used to ensure that a quality, lasting area is developed in the Center Point area. New structures must affect the area in a positive manner, signifying continued growth, and not be detrimental through use of inappropriate massing, scale, or materials. These guidelines utilize approaches that intend to encourage a sense of place and a sustainability of the area. The guidelines are not meant to preclude other options or creative development as long as they are in concert with the theme and character of this plan.

The intent of the design guidelines is to provide specific guidance on how to implement the vision, as well as **the goals and objectives** of the district.

The Design Guidelines will include the following sections:

1. General Urban Design & Streetscape Guidelines
2. Program of Recommended Measures:
  - a. Do's
  - b. Don'ts

Photographs, drawings, and diagrams included in each section illustrate desirable characteristics that describe the general intent of these guidelines. Adherence to the standards may require some flexibility depending on site-specific conditions. Such flexibility, however, will not be contrary to the general intent of each section, as described.



*Well crafted design guidelines create great places that are pleasant and encourage safe multi-modal travel and use.*

# GENERAL URBAN DESIGN & STREETScape GUIDELINES

The following are the key concepts, standards, and criteria for development in the Center Point area. Since there is development on the site already, some of the concepts may be more relevant in the long term. **More detail on each topic can be found in the Appendix of this document on page 52.**

## 1. Layout & Spatial Form

The general pattern of buildings should help to define streets as public open spaces. Buildings should orient to streets with primary entrances opening to streets and plazas. Buildings should be brought as close to streets as possible, framing parking lots behind them.

**Near Term:** The proposed streetscape improvements for the sidewalks and pedestrian walkways (including pedestrian furnishings) can be used to reduce the scale and create continuity.

**Long Term:** Setbacks and build-to lines should be defined for specific streets and/or areas within the development. This will ensure that street "walls" and corridors are achieved as envisioned in the concept site plans. For instance a 10 -15 foot maximum setback from back-of-curb could be proposed for 5600 South.



## 2. Massing & Orientation

Massing refers to the general shape and sizes of the buildings and structures in the area. This can affect the general feel of the area. Successful developments reduce mass through appropriate detailing, scale, and proportion of building elements.

**Near Term:** The Center Point area has a number of buildings with long and blank walls. These large surfaces should be reduced with the introduction of landscape elements and site furnishings.

**Long Term:** New buildings should meet the criteria in the vision to provide buildings that are appropriately scaled by size or with façade treatment that breaks bulk. Where larger buildings (including big box) are introduced, they should be located at the rear with smaller individual developments along key streets to preserve a consistent and pleasant street front. Building heights should also be appropriate, meet the district zoning criteria, and not be overwhelming.

## 3. Building Materials

Materials for exterior walls and surfaces should be selected based on durability and appearance, as well as compatibility with those used in surrounding developments.

**Near Term:** Buildings on the site currently were built at different times and exhibit varying architectural styles, exterior materials, and colors. Although this trait can be celebrated, there should be an attempt to better tie all the individual buildings together. Building faces and exterior walls can be painted or rendered in one unifying color scheme or theme to create a holistic appearance.

**Long Term:** New buildings should follow a design theme that will create a consistent appearance for the entire area. Design elements such as color and materials must reinforce the quality of buildings. Avoid large areas of the same color and/or materials with no relief. Conversely, avoid the use of too many materials and/or colors, which may create busy or incongruous façades. Use materials that have a modular pattern closest to pedestrian ways to add scale, texture, and visual interest.

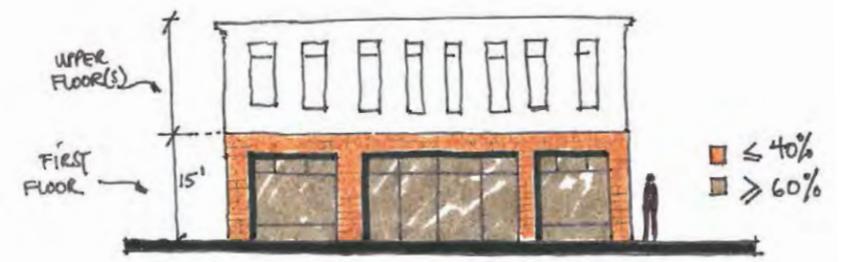
## 4. Openings

At least 60% of the primary ground story façade facing public streets, easements, and other right-of-way corridors should be transparent glazing to enhance the pedestrian environment, to connect the building interior to the outside, and to provide ambient lighting at night.

**Near Term:** Existing buildings on the site do not generally meet this criteria. Most openings and glazing can be found only at doorways and entrances. New buildings or renovations in the near term should introduce more street level glazing/openings.



*Material integrity is best achieved when there is harmony between solids and voids, and creative use of rhythm, texture, and scale.*



*Fenestration at the pedestrian level should allow for visual connection between indoor and outdoor spaces.*

**Long Term:** Ensure that new buildings have a greater percentage of clear glass at the ground level (in doors and windows) and placed at a height that creates visual connection between indoor and outdoor environments.

## 5. Roofing

Roofs are a significant design feature. The form, height, color, pattern, materials, configuration, and massing of the roof contribute to the success of a structure. Roof mass and form must be consistent with the scale and proportions of the building as well as the established architectural character.

**Near Term:** Most of the buildings on the site have flat roofs hidden by parapets. This offers some consistency and can be in place for the near term.

**Long Term:** Roof materials for new buildings should be harmonious in texture, color, and with other building materials, especially when gabled or sloped roofs are introduced. Parapets for new flat roofs should have a general consistency of design that enhances the streetscape and skyline of the entire area.



*Gabled and sloped roofs create a nice, "homey" feel when well-designed and appropriately scaled.*



*Current exposed service area to 5400 South*



*Green screens help to conceal mechanical areas while making the pedestrian experience more pleasant.*

## 6. Mechanical & Service Areas

Mechanical, electrical, and communications equipment such as heating and cooling units, transformers, control boxes, and antennas should not be located on primary façades. Also service areas and loading should be well-concealed.

**Near Term:** Conceal existing docks and service areas with creative fencing or green screens that add to the streetscape design theme.

**Long Term:** Place and design building pads and buildings strategically to ensure that service accesses are not in prominent view from street-facing façades. Appropriately screen rooftop mechanical units with integrated architectural elements (walls, parapets, etc.).

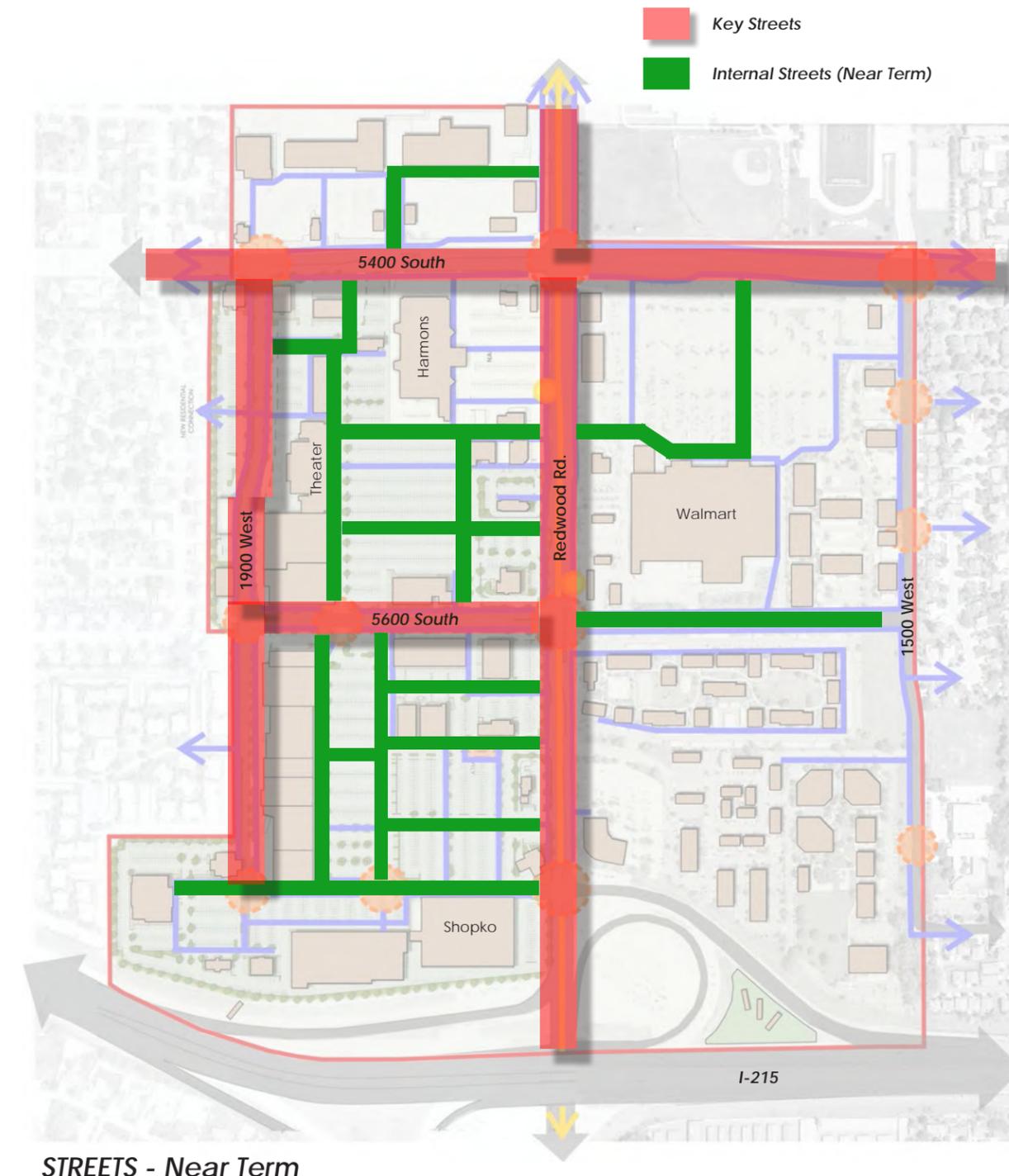
## 7. Streets

Streets are important public spaces that contribute to the character and identity of an area. The intent of streetscape guidelines is to create a cohesive street level experience that serves as an identity for the Center Point area. The overall streetscape design should be visually attractive, safe and comfortable. Special consideration should be given to further enhance the streetscape and public amenities of key streets within the area, such as Redwood Rd., 5400 South, 5600 South, and 1900 West. Internal streets within the project area should be considered as Complete Streets (more information on streets guidelines and Complete Streets can be found in the Appendix of this document). Since the site will be developed in phases, it will be important that the streetscape guidelines be appropriated for the near term and the long term. The specific requirements, especially for the internal streets, of the development will be unique with each phase.

### KEY STREETS

**Near Term:** The key bounding streets identified are Redwood Rd., 5400 South, 5600 South, and 1900 West. They create a frontage for the Center Point area. Provide consistent landscape improvements, signage, and pedestrian furnishings along these streets to create a holistic theme.

**Long Term:** Strengthen the themes adopted in the near term and create significant gateways at major intersections.



**STREETS - Near Term**



### INTERNAL STREETS

**Near Term:** In the near term, the internal streets are mostly vehicular-access drives to parking areas. These should be improved with the addition of planting, including trees and shrubs. Traffic-calming measures should be included in the roadway design for pedestrian safety. Amenities and signage should suggest the prioritization of pedestrian activity.

**Long Term:** In the long term the internal streets serve the same purpose as in the near term. The Loop is developed, which intersects with these streets at grade level. Therefore these areas should be well-articulated for safety.

### NEIGHBORHOOD STREETS

The neighborhood streets in the district will remain as existing with regular improvements as provided by the City. Safety measures and improvements should be made to all streets in the vicinity to cater to the increased activity that will result from redevelopment.

### FREEWAY OFF-RAMPS

The off-ramps from I - 215 (Exit 13) serves as a gateway to the district and the City. A signature public art or feature to herald people and to serve as a gateway should be installed. Also ensure that grasses and native landscaping are well-manicured. If signs are installed along the ramps, ensure that they are designed to meet stipulated design standards established for the district.

**STREETS - Long Term**

## 8. Signage

Signage plays a significant role in helping to make a place legible and navigable. Signs work for directional, informational, or advertising purposes. Since they are so varied in purpose and use, it is very easy for them to be cluttered, inconsistent, and placed at inappropriate locations (as exists on the site currently) if no guidelines are set in place on sizing, location, design, etc.

**Near Term:** As part of the streetscape enhancements being proposed for the near term vision, there should be a comprehensive look at signage to determine how signs can be replaced and enhanced, and a theme established for signage.

**Long Term:** As new developments and buildings come in, a comprehensive signage program should be established, which will be very unique to the Center Point area. The area's signage theme should be linked with a City-wide signage theme/program.



*Good signage design and placement currently on the site*



*An example of good harmony between architecture and signage*



*A variety of lighting design options exist - from the classical through modern to contemporary. The success of lighting design will be the adoption of a consistent design or theme that uses one design category or a complementary combination of multiple.*

## 9. Lighting

Lighting is important for creating an ambience for a place that is inviting and safe. Lighting design includes provision for motorists, pedestrians and non-motorized transportation, and for lighting spaces and structures. Light fixtures also contribute to the urban environment and have to be tied to the overall established design theme. The area currently has no comprehensive/distinctive lighting theme or design.

**Near Term:** A lighting theme should be established that can be adhered to over time as fixtures are being replaced. This theme should include street and pedestrian lighting.

**Long Term:** This lighting theme should be tied in with other architectural elements on the site. Above all, lighting should enhance the district by providing safe environments in an efficient way and not be a nuisance to adjacent properties.

## PROGRAM OF RECOMMENDED MEASURES

It is anticipated that this Center Point Master Plan will be adopted as an addendum to the Taylorsville General Plan to help guide future development within the vicinity of the project area. As such, this document becomes a blueprint and reference point that will guide the City and elected officials as they make decisions for the area.

Future development of the site has to be in line with the broad vision desired by the City. Since this future development will be carried out by various entities, including private developers, private-public partnerships, and through City initiatives, it will be necessary to establish a program of recommended measures for what is allowed, or not, on the site. This will ensure that a required standard and quality of development is achieved, notwithstanding who does it.

**The following list of Do's (What is recommended) and Don'ts (what is discouraged/not allowed) is proposed as a checklist for future development on the site.**

This program of recommended measures section is envisioned as a **living document** that will be updated regularly by the City as needs and policies change. It will become a key component of the future Implementation Strategies.

## DO'S

### General Redevelopment Criteria (Best Practices)

#### PEDESTRIAN EXPERIENCE

- Encourage first-floor retail activity and ensure that first floors of buildings open up to the street and the pedestrian.
- Provide parking opportunities as close to businesses as possible while ensuring that pedestrian and non-motorized activity is conducted in a safe environment.
- Create opportunities for public art and for hosting cultural events.
- Allow ample space for parks, plazas, natural vegetation, water bodies, and play areas within the core of the development.
- Utilize traffic-calming strategies to limit traffic speeds and eliminate vehicular-pedestrian conflicts.
- Eliminate vehicular-pedestrian conflicts and introduce traffic-calming strategies, and make the district bicycle-friendly.



#### OPEN SPACE

- Introduce landscaping and open space development for recreation, preservation, and educational purposes. This may include water features, native plants and trees, xeriscape landscaping, and park facilities.
- Connect the district effectively to the City's trail and bike path system.
- Introduce open space/plaza areas for farmers and artisans markets, fairs, and events.



#### MIXED USES

- Encourage horizontal and vertical mix of uses and ensure that all first-floor activity is pedestrian-friendly.
- Encourage infill development, and also introduce contemporary building styles and designs.
- Encourage development of high density residential units, including town homes, apartments, condominiums, duplexes, etc.
- Promote dense development and mixed uses, including housing, civic, and retail uses.



## DON'TS

### Existing Areas

#### PEDESTRIAN EXPERIENCE

**Don't overemphasize one user type**, e.g., motor-vehicular traffic by prioritizing only automobiles. Other users like cyclists and pedestrians experience more risk and physical harm on these kinds of street systems.



#### BUILDING FAÇADES

**Don't create long blank walls of building frontage** and distances between doorways. These long walls of buildings make the walking experience less enjoyable and can discourage pedestrian activity.



#### PARKING AREAS

**Don't create large expanses of parking lots** that make walking distances unpleasant and unsafe for people.



## DO'S

### Proposed Enhancements

#### PEDESTRIAN EXPERIENCE

When creating new streets or improving existing roadways, accommodating several types of transportation modes is crucial as populations increase and user preferences demand more transportation options.

1. **Design new roadways to accommodate multiple modes of transportation.**



#### BUILDING FAÇADES

The built environment must be designed in a way that focuses on people and walking, by creating more store frontage along the street. The following is recommended:

1. **Make first floors as transparent as possible.**
2. **Introduce linear shops with display windows.**
3. **Introduce pedestrian furnishings.**



#### PARKING AREAS

As development occurs, consider infill along existing interior parking alleys and build off these corridors.

1. **Create development pads along the perimeter of parking lots where feasible.**
2. **Use infill development to create pedestrian connections.**



## DON'TS

### PARKING GARAGE AESTHETICS & PLACEMENT

1. Don't permit parking garages with low aesthetic value.
2. Don't locate on prime street/intersection corners.



### PARKING LOT LANDSCAPE & STORMWATER

1. Don't create undesirable environments with large parking areas – as exist currently on the site.
2. Don't install large parking areas that generate huge runoff and create heat islands.



### PARKING LOT CIRCULATION

1. Don't design parking lots to create constant pedestrian and driver conflicts.
2. Don't make it difficult for pedestrians to move from one building or space on the site to another.



## DO'S

### Proposed Enhancements

### PARKING GARAGE AESTHETICS & PLACEMENT

1. Ensure that new parking structures meet the adopted development code for new structures on the site. Critical elements include massing, height, façade treatment, and openings.
2. Use parking garages as opportunities to create signature buildings and architectural icons.



### PARKING LOT LANDSCAPE & STORMWATER

As the site redevelops and parking lots are reconfigured:

1. Allocate space to provide landscaping to cool and temper the environment and to serve as stormwater treatment and storage areas.



### PARKING LOT CIRCULATION

By configuring the parking lots to de-emphasize the automobile:

1. Create ample space for pedestrians to safely circulate through these spaces. This will help make the patron experience more desirable and encourage people to spend more time in the development.



## DON'TS

### 5600 South

#### STREETSCAPE

1. Don't create a corridor that is not pedestrian friendly.
2. Don't utilize huge setbacks for future development.



#### BUILDING TYPES

1. Don't allow buildings that do not engage the street.
2. Don't encourage uses that do not have a front door on the street level.



#### MULTI-MODAL ACCESS

1. Don't create a vehicle-only corridor.



## DO'S

### 5600 South

#### STREETSCAPE

1. Use setback standards that reduce scale and encourage pedestrian activity.
2. Provide pedestrian amenities and furnishings to make walking more pleasant.
3. Introduce street trees and planting.



#### BUILDING TYPES

1. Allow buildings that are transparent at the street level.
2. Vertical mix of land uses is encouraged.
3. Retail or restaurant-type uses are recommended on the first floor.
4. Reduce scale with on-street parking and other amenities.

#### MULTI-MODAL ACCESS

1. Develop 5600 South as a boulevard that can accommodate all transportation types: vehicles, bikes, buses, pedestrians, etc.



# 4. appendix

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# GENERAL URBAN DESIGN & STREETScape GUIDELINES

## GENERAL INTENT/INTRODUCTION

The following are the key concepts, standards, and criteria for development in the Center Point area.

## LAYOUT/SPATIAL FORM

The general pattern of buildings should help to define streets as public open spaces. The following guidelines can be used to enhance spatial definition of the project area:

- a. Buildings located on corner lots must orient to both streets in order to define these corner pad sites.
- b. Orient and align the street-facing façade of buildings to the street to help define and shape the street.
- c. Orient primary entrances to streets and other public spaces, such as plazas, courtyards, and pathways that have higher levels of pedestrian activity.
- d. Consolidate driveways to maximize safety and support the continuity of the streetscape design.
- e. Frame parking lots with building pads and consolidate parking areas behind buildings to bring buildings as close to the street as possible.
- f. Establish view corridors through building massing and align streets to focal points or signature architectural elements.
- g. Create setback requirements for specific streets or areas within the area.



**Building form and massing can be used to create street walls and street corridors.**



**Corner lots help to define streets and set a tone for the rest of the development.**

## MASSING & ORIENTATION

- a. Utilizing appropriate massing and orientation can allow new development to meet the criteria established in the vision for the area. Building placement and orientation must also reinforce the connection to key and internal streets, contributing in a positive manner to the streetscape of the district.
- b. Where larger buildings (big box) are introduced, they should be located at the rear of a development parcel, with smaller individual developments along the street to preserve a consistent street front.
- c. Use appropriate detailing, scale, and proportion of building elements through façade design to break up large expanses of building mass.
- d. Entrances to buildings or building complexes should face onto or be clearly visible from a public street. Orient buildings to the main street, either parallel to the street or at a maximum angle of 45 degrees. If a building is on a corner lot, it may have a corner orientation. This is not to preclude entrances or façade detailing to other orientations, such as the side parking lot.
- e. The perceived width of buildings must be consistent with smaller developments. Divide wider buildings into modules to convey a sense of more traditional construction, yet remain true to the interior layout/programming of the building.
- f. Use courts and atria to help vary the mass of buildings with large floor plates and introduce natural light to the interior.
- g. Utilize the spaces created by front and side setbacks to create usable public gathering spaces, such as plazas or patio/outdoor seating areas, or for landscaping.
- h. Provide for depth and variation in a façade through the use of different colors, materials, and other details.
- i. Avoid flat looking walls/façades and large “boxy” buildings. Break up the flat front effect by introducing projecting elements such as wings, porticos, bay windows, awnings, recessed balconies, and/or alcoves. Staggered bays will also contribute to a greater definition of a façade.
- j. Give the greatest consideration in terms of design emphasis and detailing to the street-facing façade (or façades if a corner site). Clusters of buildings in a single planned development may utilize

common or compatible building forms and/or architectural styles, with a secondary emphasis on the internal relationships of buildings around a shared parking facility, interior court, landscaped yard, or plaza.

- k. Buildings on corner sites should orient to both streets. These buildings are encouraged to have an entrance situated at or near the corner.
- l. Use sculptures, fountains, monuments, and landscape to enhance the three-dimensional quality of outdoor spaces.



**Articulation of a corner building**

## BUILDING HEIGHT

The underlying RC zone for the area establishes building heights at a maximum of 39 feet. However reference for height guidelines should be made to the stipulations indicated in the Special District zoning that will be established for this area. This will provide more flexibility for multi-story mixed-use structures.

## EXTERIOR WALLS & SURFACES – BUILDING MATERIALS

- Implement architectural design that includes elements that can be shared and used across the entire site.
- Look for design elements in the neighborhood that create an identity and emphasize these in new construction.
- Materials for exterior walls and surfaces should be selected based on durability and appearance as well as compatibility with those used in surrounding developments.
- Scale, texture, detailing, and fenestration must be greatest at the ground floor, where the level of visibility and adjacency to pedestrian activity are greatest.
- Use materials in a manner that is consistent and visually true to the nature of the building material.
- Use primary building materials for façades that front onto public ways. Secondary building materials may be used as accents on these façades, or on less visible façades.
- Innovative use of materials may be considered, provided they add to the overall quality of the area.
- Consider durability, life cycle, and embodied energy (the amount of energy required to manufacture a material) in the selection of materials.



*Material integrity is best achieved when there is harmony between solids and voids, and creative use of rhythm, texture, and scale.*



*Appropriate use of color, with vibrant colors as highlights on more subtle earth tones, creates a warmth that is inviting but not overbearing.*

## TEXTURES, COLORS, FINISHES

- Design elements such as color and materials must reinforce the quality of buildings. Avoid large areas of the same color and/or materials with no relief. Conversely, avoid the use of too many materials and/or colors, which may create busy or incongruous façades. Use materials that have a modular pattern closest to pedestrian ways to add scale, texture, and visual interest.
- Earth tones are generally preferred over harsh or loud colors, except where more vibrant colors are used to create a special effect that is harmonious with the overall design.
- Simplicity is encouraged regarding color. Excessive amounts of different colors is not encouraged. Brighter colors are recommended for use as accents only.
- The texture and finish of a structure will convey a contemporary and steady building.
- Use a balance of colors and materials to break up the monotony in larger developments.



*Fenestration at the pedestrian level should allow for visual connection between indoor and outdoor spaces.*

## FENESTRATION

- Windows and doors make important contributions to the appearance of any building and should be placed and arranged to enhance the quality of the area.
- Façades that front onto public ways should contain functional windows and doors, with a balance of solids and voids (40% to 60% respectively).
- Windows at the ground level must be of clear glass, and placed at a height that relates visual connection of indoor and outdoor environments.
- Avoid the use of dark-tinted or reflective glass windows.
- Consider the use of canopies or awnings on windows that directly abut pedestrian walkways to provide protection from the elements. Sun and glare can be controlled with awnings, canopies, balconies, trellises, foliage, and other shading devices that also protect pedestrians from inclement weather.
- Materials for framing windows should be compatible to the primary exterior material.
- Avoid blank façades with no fenestration on the primary street frontage. The ground floor of the primary façade should be 60% fenestration at the pedestrian level.
- At least 60% of the primary ground-story façade facing public streets, easements, and other right-of-way corridors should be transparent glazing, to enhance the pedestrian environment, to connect the building interior to the outside, and to provide ambient lighting at night.
- Dark and obscure glazing should not be used at the ground level, except where harsh solar conditions cannot be controlled with other devices.

## ROOFING

Roofs are a significant design feature. The form, height, color, pattern, materials, configuration, and massing of the roof contribute to the success of a structure. Roof mass and form must be consistent with the scale and proportions of the building as well as the established architectural character.

- Use no more than two roof types in a single structure (i.e., a primary and secondary roof type).
- Roof materials visible from the street (i.e., sloped roofs), must be harmonious in texture, color, and with other building materials.
- Sloped roofs must be carefully designed to shed snow away from all pedestrian ways.

## MECHANICAL & SERVICE AREAS

Mechanical, electrical, and communications equipment such as heating and cooling units, transformers, control boxes, and antennas should not be located on primary façades.

- Rooftop mechanical units are desirable where possible, and must be screened from view with integrated architectural elements (walls, parapets, etc.).
- Meters, stacks, and service pipes should be located conveniently for service and use, but not on primary façades.
- Loading docks should be located near parking facilities, in alley ways or on side streets, and designed or screened in a way that minimizes their visual impact.



*The existing delivery and service yard for Harmons is exposed to 5400 South, a key street in the development.*

# STREETSCAPE GUIDELINES

## GENERAL INTENT/INTRODUCTION

Streets are important public spaces that contribute to the character and identity of an area. The intent of streetscape guidelines is to create a cohesive street-level experience that serves as an identity for the vicinity of 5400 South and Redwood Rd. The overall streetscape design should be visually attractive, safe, and comfortable. Special consideration should be given to further enhance the streetscape and public amenities of key streets that abut the area, such as Redwood Rd., 5400 South, 5600 South, and 1900 West. Internal streets within the project area should be considered as Complete Streets that provide safe and easy circulation for all modes of transportation.



Existing parkstrip in the project area being used for signage

## STREETSCAPE & PHASING

Since the site will be developed in phases, it will be important that the streetscape guidelines be appropriated for the near term and the long term. The specific requirements, especially for the internal streets, of the development will be unique with each phase.

## KEY STREETS (All Phases)

The key bounding streets identified are Redwood Rd., 5400 South, 5600 South, and 1900 West. They create a frontage for the project area and should be addressed in the following manner:

- Orient and align the front façades of buildings to these streets, if buildings are along them.
- Orient primary entrances to key streets first, if buildings are along them; orient secondary entrances to internal streets, plazas, or open spaces where possible.
- Consolidate driveways and entrances to reduce the

number of curb cuts, maximize safety, and support the continuity of the streetscape design.

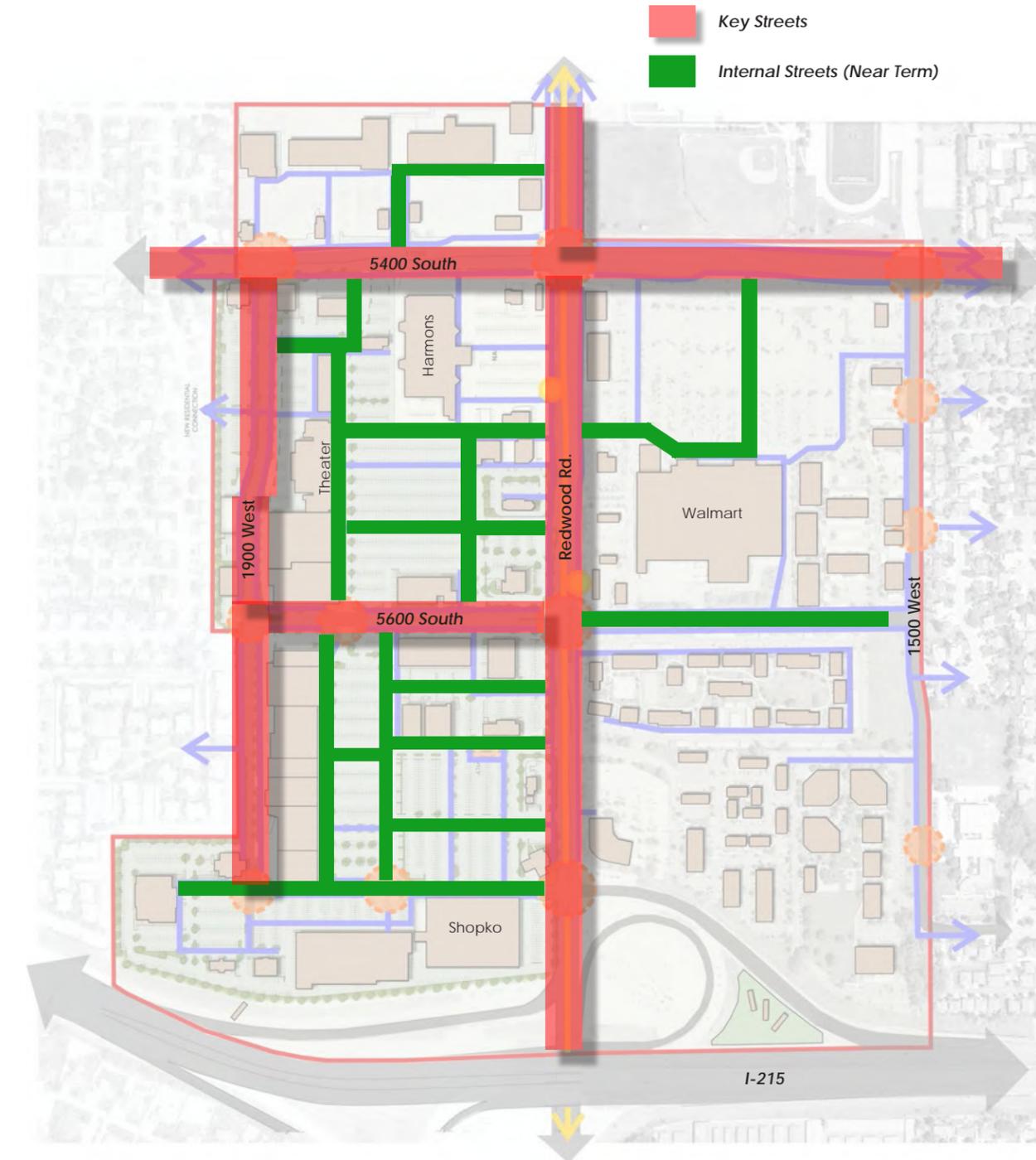
- Locate park strips between key streets and walkway, where possible, to provide a buffer from traffic. Where possible, pedestrian amenities (benches, planters, bike racks, public art, etc.) can be placed in this buffer zone.
- Create pedestrian priority intersections on key streets to create safe pedestrian crossing areas on these high traffic key streets.
- Continue the adopted holistic site design theme internal to the site on the key streets to make the district identifiable to the key street users.
- Create gateways on the key streets at appropriate locations.
- Ensure that signage (wayfinding, advertising, storefront signs, etc.) along these key streets are coordinated and representative of the district.

## INTERNAL STREETS (Near Term)

The internal streets are envisioned as Complete Streets. Complete Streets are roadways designed to promote and implement safe, attractive, and comfortable access and travel for all user types, ages, and abilities. Implemented through planning and urban design policy, Complete Streets are ideal tools for redevelopment areas.

A few streets have been identified as internal streets in the near term. Guidelines for these streets are as follows:

- Use street surfacing and paving that suggest multi-modal travel, including stamped/colored concrete and brick pavers for specific sections and highlights.
- Introduce traffic-calming measures, including speed bumps, narrow streets, and textures. Also consider keeping the street at the same grade as the major walks.
- Provide amenities and signage which suggest the prioritization of pedestrian activity over vehicular in these zones.
- Utilize bollards (either permanent or removable) to delineate driveable areas and to protect pedestrians.
- Coordinate with the long term plan to determine which internal streets will stay through the full build-out and apply more permanent measures to them.



## INTERNAL STREETS (Long Term)

In the long term the internal streets are reduced since the main focus of the circulation on the site is The Loop. The remaining internal streets shown green in the graphic are still expected to be Complete Streets. The guidelines for the near term will still be relevant.

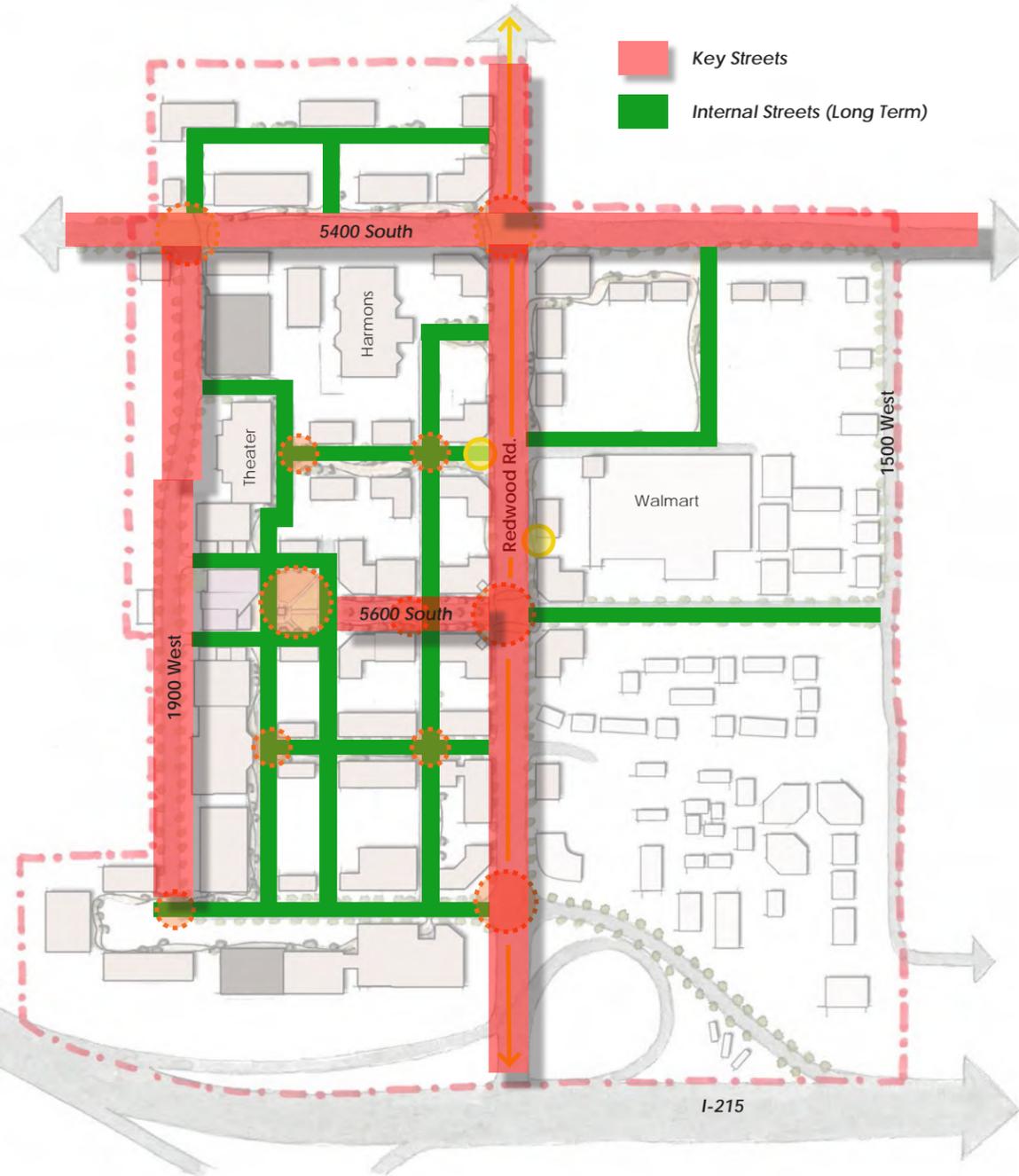
## NEIGHBORHOOD STREETS

The neighborhood streets in the district will remain as existing with regular improvements as provided by the City. Safety measures and improvements should be made to all streets in the vicinity to cater to the increased activity that will result from redevelopment.

## FREEWAY OFF-RAMPS

The off-ramps from I - 215 (Exit 13) serves as a gateway to the district and the City. The following guidelines are proposed for the off-ramp:

- Create a signature public art or feature to herald people to serve as a gateway.
- Ensure that grasses and native landscaping are well-manicured.
- Do not clutter the ramps with signage; if signs are installed, ensure that they are designed to meet stipulated design standards established for the district.



STREETS - Long Term

# COMPLETE STREETS

## COMPLETE STREETS CONCEPT

A Complete Street is a roadway with accommodations provided for pedestrians, cyclists, automobiles, and where applicable, mass transit. Connectivity, inclusive user accommodations, neighborhood character, and quality of life are the defining attributes of a Complete Street. In contrast to roadways that function solely as an automobile thoroughfare, a Complete Street functions as more of a place and experience.

## WHY COMPLETE STREETS FOR THIS AREA?

One of the primary goals for this project was the creation of a regional and local destination in the heart of Taylorsville. Complete Streets add to this element of destination creation as they transform the public right-of-way (which is a great percentage of the development) from transportation conduits and thoroughfares to destinations in themselves. In so doing, the streetscape contributes immensely to the placemaking characteristics of a district.

## THE COMPLETE STREET USER

Complete Street can accommodate different types of mobility: pedestrians, cyclists, streetcars, buses, and automobiles. Complete Streets utilize design and amenities to make streets and the surrounding streetscape safe and accessible to the needs of these different mobility types. Connectivity and the aesthetics of the streetscape environment are key factors for creating a Complete Street experience, especially for pedestrians and bicyclists. Well-designed streets allow motorists and public transportation modes to efficiently use the street without impeding or endangering other user groups.

## COMPLETE STREET FEATURES

The context of Complete Streets is defined by more than just the design of the curb-to-curb space. The surrounding environment, from the architecture to the sidewalks and the landscaping to the lighting, all plays a large role in establishing a Complete Streets context. The design of Complete Streets incorporates multiple components of the streetscape, including:

1. Street Dimensions & Configuration
2. Sidewalk Dimensions & Configuration
3. Amenities & Aesthetics
4. Spatial Definition
5. Multi-modal Travel



Walkways/paths can serve multiple purposes either as designated non-motorized travel zones or as part of larger open spaces or plazas.

## 1. STREET DIMENSIONS & CONFIGURATION

The curb-to-curb travel areas of Complete Streets include designated or shared-use lanes for bicyclists and transit modes. In contrast to regular streets, Complete Streets incorporate components in the street space that may include narrower travel lanes, landscaped medians, and on-street parking. A key indicator of a Complete Street is the designation of bicycle lanes or shared-use lanes. Shared lanes allow for both auto

and bicycles to use the travel lane while dedicated bicycle lanes separate the users. Dedicated bike lanes also provide protection for cyclists and encourage bike use. The travel way is enhanced and defined through the use of raised crosswalks, intersection designs, colored multi-use travel lanes, and decorative paving. Street width is defined as the physical curb-to-curb space. Effective width can be defined by amenities that promote a Complete Streets environment, such as on-street parking, bike lanes, painted edge lines, or bulb-outs. The edges of travel ways are spatially defined through the use of amenities such as street trees, planted park strips, and bollards. These elements all work to create a safe and inviting environment designed for multiple users.

## 2. SIDEWALK DIMENSIONS & CONFIGURATION

Complete Streets sidewalks function as more than just pedestrian walkways. When strategically designed, sidewalks become outdoor living rooms, where people eat, work, play, and experience the public realm. Components of the sidewalk space can include outdoor dining, decorative planter boxes, street trees, outdoor retail space to extend store fronts, vendor kiosks, food carts, and lighting. At the corners of sidewalk space, bulb-outs extend the pedestrian space and act as buffers from faster-moving traffic.



*Plant materials and shrubs should be well groomed and maintained at all stages of growth.*



*Amenities like benches and shade structures create "moments" for relaxation, and encourage shoppers and patrons to linger in the district.*

## 3. AMENITIES & AESTHETICS

While in many city features, form does follow function, good design can also be both aesthetic and functional. Textured streets, landscaping, building form and material, sidewalks, and crosswalks enhance the aesthetic to a Complete Street system. Complete Street design helps to create a place and is inviting to all users.

One example of this is the street tree. Besides the environmental and sustainable features, trees bring design aesthetics to the streetscape. Visually speaking, trees add vertical and spatial dimension to street spaces. Street trees help make up the urban forest ecology within cities. Tree diversity is a critical practice to maintain healthy urban forests. While consistent themes and design are important to the street aesthetic, this doesn't mean that all the trees and shrubs need to be mono-culture in species selection.

**Amenities (Landscaping, Furnishings):** The use of amenities and furnishings is important to an overall streetscape design and can greatly help define a wider street. A consistent landscape and amenity design and theme along the length of a street or block can strengthen the association of unrelated buildings.



*Sidewalks become part of the larger street scape and are not only for pedestrian movement.*

## 4. SPATIAL DEFINITION

The spatial definition of the street helps to frame the perspectives of the users. In addition to buildings that are designed to shape the street with their massing, form, and orientation, other elements can define these spatial ratios. These include amenities that are part of the Complete Streets context, such as street trees, landscaping, and public art or monuments.



*A good balance of activity and orderly composition of space for multiple uses*

## 5. MULTI-MODAL TRAVEL

Complete Streets are not pedestrian-only corridors. Automobiles, bikes, transit, etc. all share the roadway. This implies that the street design has to be thoughtful with provisions put in place for safety, prioritization, and flexibility. Great attention should be given to intersections and the definition of right-of-ways.



## SIGNAGE

### COMMERCIAL SIGNS

- Sign materials and colors should be complementary to the materials, colors, and architecture of the related structure.
- Signs should be large enough to be visible and read with ease, yet not dominate the structure or streetscape by an overly large scale.
- A variety of shapes, sizes, and materials are possible for most signs; these should be selected to complement the architecture and color scheme of the building/development.
- Fully backlit signs are not recommended. Individual backlit or neon letters, or front- or side-lit signs are preferred. Lighting fixtures for signs should be consistent with the architecture and lighting scheme for the building/development.
- Signage or wording is not encouraged on the sloped part of awnings. Simple lettering may be used on the hanging valance part of awnings.
- Sign materials should be of high quality, durable materials that will maintain their beauty and appearance for many years. Consider the use of materials such as bronze, brass, and copper that patina naturally with age.



What not to do with site signage - existing site conditions

- Signs within a development should have a common element, such as type of sign, color scheme, or lettering to provide a sense of continuity.

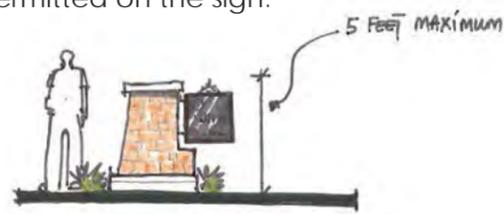
### SIGN TYPES & LOCATION

Below are some of the types of signs recommended that may be appropriate for use as a primary sign for an entity. Others may be more appropriate for use as a secondary or pedestrian-scale sign.

#### Monument Signs

- A free-standing, two-sided sign, generally placed in the front setback area between the building and the street.
- Appropriate at entry drives or paths for building complexes, and typically include identification for multiple businesses.
- Suitable for use with structures when necessary to avoid damage to the structure, which often can occur with sign installation.
- The maximum areas of the sign should be 72 square feet at a height no greater than five (5) feet. No greater than four (4) feet if close to an intersection.
- The sign shall identify the name of the business; no off-site advertising is permitted on the sign.

Monument signs



#### Blade/Bracket Signs

- A two-sided sign, usually mounted by a metal bracket and projecting at 90 degrees from a building's façade.
- Can be well-suited for both pedestrians and drivers since they can be viewed from far down a sidewalk or street depending on the size/scale.
- Can also be located on the corner of a building where they can be visible from two directions.
- Often shaped to mimic an architectural element of the building to reinforce the style of the building.
- Simple mounting brackets should be used so as not to detract from the sign itself.



Blade/bracket signs



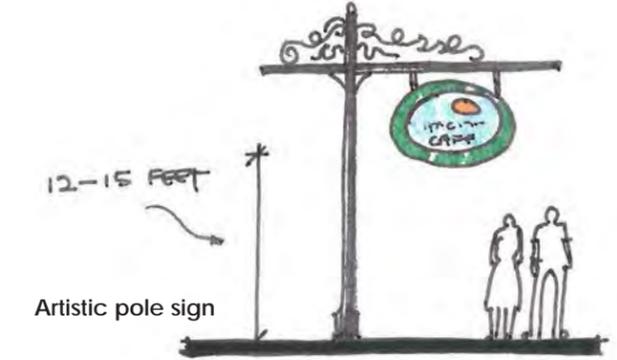
Contemporary blade sign

#### Signboards/Flush Mounted Signs

- Usually a long, narrow panel, located just above the main entrance on a storefront. Sometimes, individual lettering is used directly on the building instead of attached to a signboard panel.
- Generally most suitable as a pedestrian-scale sign, or at an intersection, where signs can be viewed most easily at oblique angles.

#### Artistic Pole Signs

- Height should be such that the hanging signboard does not interfere with pedestrian traffic. Height should be between 12-15 feet.
- Suitable at the front of a yard or plaza where businesses may be set back from the street or are not visible.
- Suitable for use with historic structures to avoid unnecessary damage to the structure, which often can occur with sign installation.



Artistic pole sign

#### Window and Door Signs

- Window/doorway signage should be allowed underneath an awning or canopy. The sign may not exceed two (2) feet in length and eight (8) inches in height.
- Traditionally, these were painted signs, but the same look may be achieved through the application of thin, vinyl appliques; another alternative is to hang a sign placed on clear glass or acrylic in the window or door.
- Windows may be used to advertise a sale or special promotion for a short period.

#### Plaques

- Wall mounted plaques located near an entry or recessed vestibule, often used to direct patrons to upper level offices or businesses.



Flush Mounted



Pole



Blade/bracket

### Wayfinding Signs

- Directional signs should be low, highly visible, and integrated with other graphic and design systems throughout the district. Directional signage for cars and people on the street should be consistent with any signage within the interior of a development.
- Larger complexes may include a single monument at each public drive entry noting the names of businesses within the complex.
- Each building within a complex or development should have a legible address sign, visible both day and night. Numbers must be a minimum of eight (8) inches high.
- Signage should be appropriately placed for fast-moving automobiles on I-215, Redwood Rd., and 5400 South. These should be informative and aesthetically appealing as well, adding to the holistic character of the area.



### LIGHTING

Lighting plays a significant role in creating an ambience of a place that is inviting and safe. Lighting design includes provision for motorists, pedestrians, and non-motorized transportation and for lighting spaces and structures. Light fixtures also contribute to the urban environment and have to be tied to the overall established design theme.

The area currently has no comprehensive/distinctive lighting theme or design and, as shown in the photos below, is rather a hodgepodge of lighting types and sources.



Major **strategies for lighting** proposed for the area are as follows:

- Provide efficient lighting that adequately provides safe environments while protecting adjacent properties from nuisance light.
- Coordinate streetscape lighting throughout the district, including type of light source, style of poles, and fixtures. Also coordinate with broader City-wide lighting standards.
- Lighting styles should be harmonious and complement the architectural and landscape features in the area.

### Street Lighting

Street lighting must be consistent throughout the Center Point area.

- Street light poles should be located at least 2.5 feet from the curb to avoid contact with car doors and bumpers if on-street parking is provided.
- Lighting should be spaced between 100 and 150 feet apart.
- Light poles should be articulated with details that reflect the overall light fixture design theme.
- Street light fixtures must be 15-18 feet in height.
- Light fixtures used in parking areas must not exceed 25 feet in height.
- Single-globe luminaires are recommended. Multiple-globe luminaires may be considered for entryway points or special locations.
- All light poles on key streets should have the required hardware and electrical outlets for hanging baskets, hanging banners, and seasonal decorations promoting cultural and civic events.
- Use the recommended applicable standards and lower candlefoot level of light as required in the Dark Sky Organization Outdoor Lighting Code Handbook.
- To reduce light pollution, lighting systems should obscure the lamp image to direct light where needed on site. All lighting should be fully shielded and in compliance with the applicable requirements/standards contained within the Outdoor Lighting Code Handbook and the specification of the Illuminating Engineering Association of North America (IEANA).
- Refer to the American Association of State Highway and Transportation Officials (AASHTO) Informational Guide for Roadway Lighting for additional lighting details.



Examples of signs that are currently working well on the site

Decorative street lighting



Pedestrian-scale lighting



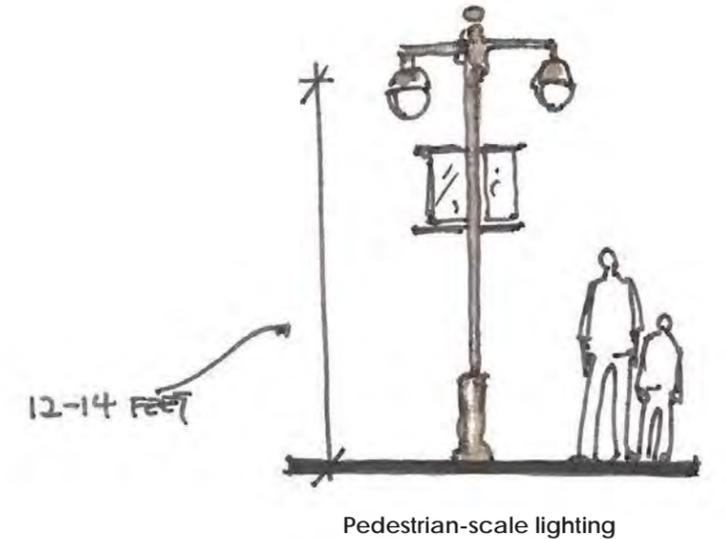
### Pedestrian-Scale/Pathway Lighting

Pedestrians prefer lighting that is lower and more frequent than lighting designed for motorists. Pedestrian-scale lighting is recommended to have 15-foot tall posts with shields so as to direct the light to the street. Lower poles and bollards should be used along walkways, public plazas, and other pedestrian areas to illuminate and identify routes and provide safety at night.

The following guidelines are recommended for pedestrian-scale lighting:

- a. Align lights with street trees where possible.
- b. Minimum horizontal light level recommendations are shown as follows:
  - i. Commercial pedestrian area/high pedestrian volume - 2.0 footcandles
  - ii. Commercial pedestrian area/moderate pedestrian volume - 1.0 footcandle
  - iii. High density residential areas - 0.4 footcandles
 (Refer to the AASHTO Informational Guide for Roadway Lighting for more lighting details)

- c. Lights should be located at least 2.5 feet from the curb to avoid contact with car doors and bumpers if on-street parking is provided.
- d. Lights should be spaced between 50 and 100 feet apart to avoid excess glare and provide room for street trees and other furnishings.
- e. Light poles should be of a height between 12 and 14 feet, to be of a pedestrian scale while avoiding glare into secondary-story windows.
- f. Single-globe luminaires are recommended. Multiple-globe luminaires may be considered for entryway points or special locations.



A variety of lighting design options exist - from the classical through modern to contemporary. The success of lighting design will be the adoption of a consistent design category or a complementary combination of multiple.

CRSA  
LOCHNER  
ZIONS BANK



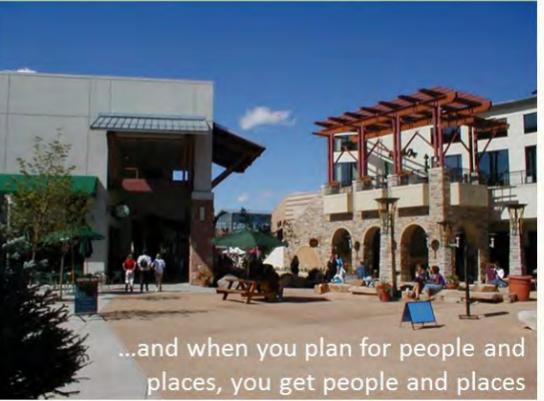
THE VICINITY OF 5400 SOUTH & REDWOOD RD  
**SMALL AREA MASTER PLAN**  
Stakeholder Meeting & Visioning Session  
Taylorsville City Council Chambers | Thursday May 22, 2014 | 4:00 - 6:00 pm

CRSA



When you plan cities for cars and traffic, you get cars and traffic...

We Create what we **PLAN** To Create...



...and when you plan for people and places, you get people and places

CRSA




Principles of Creating Places for People  
2. Provide a Variety of Activities



CRSA



Principles of Creating Places for People  
3. Create a Mix & Density of Uses




CRSA

With a desire to create a destination that may include a regional Performing Arts Center and other anchor attractions, it is important to craft this district to be people-friendly: **a place to go; a place to be; and a place to enjoy**

What makes a place people-friendly?

Principles of Creating Places for People



CRSA



Principles of Creating Places for People  
1. Design at a Human Scale



CRSA



Principles of Creating Places for People  
4. Create an Identity



CRSA




Principles of Creating Places for People  
5. Develop Mobility Options



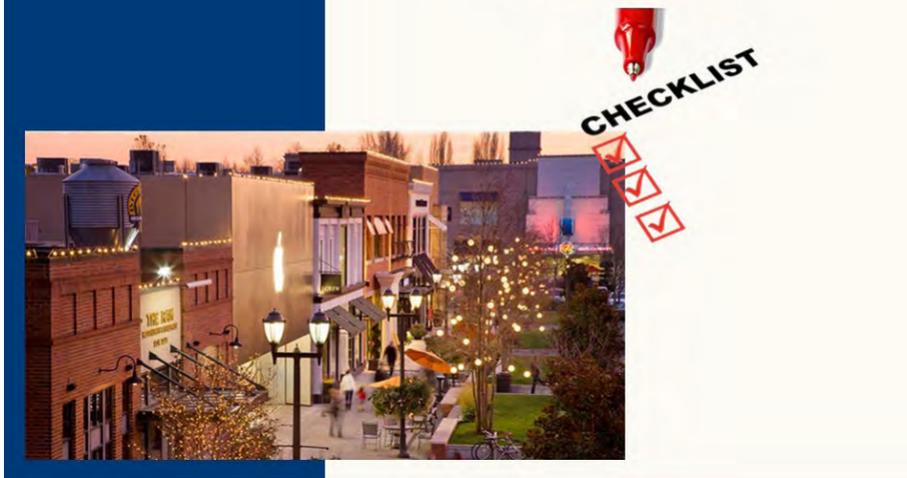
### Principles of Creating Places for People 6. Foster a Sense of Community



### Principles of Creating Places for People 7. Provide Landscapes



### Principles of Creating Places for People 8. Make it 'Fluid'



### Principles of Creating Places for People 9. Make it 'Stick'



## BACKGROUND DATA AND ANALYSIS

## Project Area

### Zoning

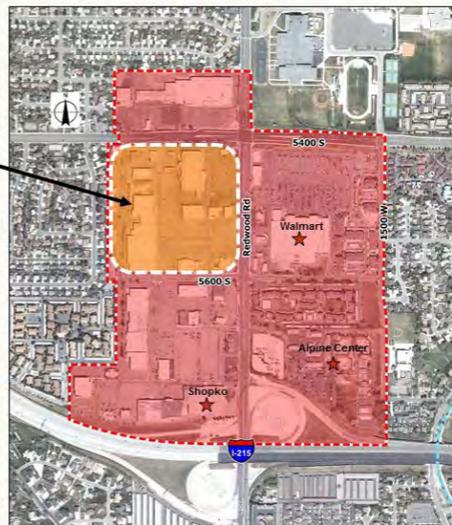


- RC-Regional Commercial
- CC-Community Commercial
- BC-Boulevard Commercial
- LC-Limited Commercial
- NC-Neighborhood Commercial
- PO-Professional Office
- MU-Mixed Use
- ID-Industrial District
- RD-Research and Development
- IC-Institutional Care

The Area is largely zoned Regional Commercial (RC)

Performing Arts Center  
Recommended Site

### Project Area



### Project Objectives

1. City of Taylorsville, in cooperation with Salt Lake County, seeks **to bring the area back** to a prominent, vibrant, and dominant commercial position.
2. Strategy to include consideration for a regional **Performing Arts Center** within the Study Area.
3. Strategies to attract vibrant **anchor retail tenants**.
4. Strategy includes a careful focus on high level urban design, blended land uses, and **placemaking** (unique character district).

### TRANSPORTATION CONSIDER TRANSIT CONNECTIVITY

- ¼ mile - as the crow flies

#### Design elements:

- Connected pedestrian corridors to possible/future transit station
- Pedestrian-friendly design
- Inviting landscape features to encourage walking

### General Considerations



### TRANSPORTATION ACCESS MANAGEMENT

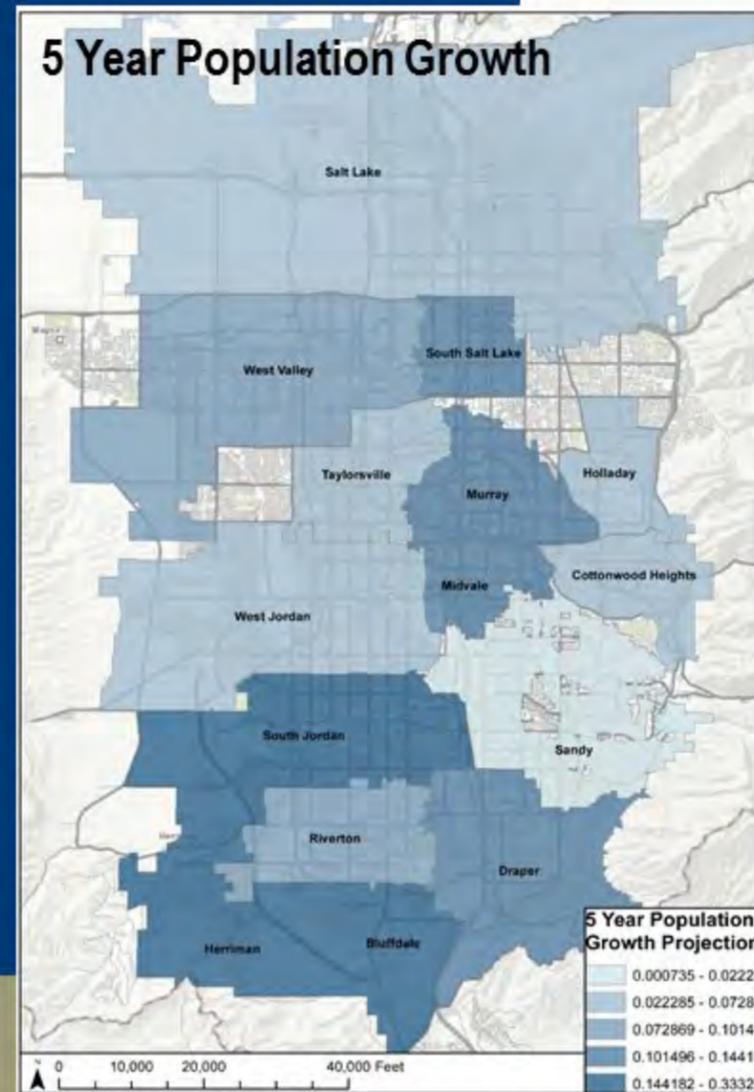
- Redwood and 5400: one of the busiest intersections in the state – Continuous Flow Intersection (CFI)
- 4 key access points (signals)
- Need to consider vehicle/pedestrian network within the development
- Parking
- Consider areas to access surrounding neighborhoods

### General Considerations



## ECONOMICS

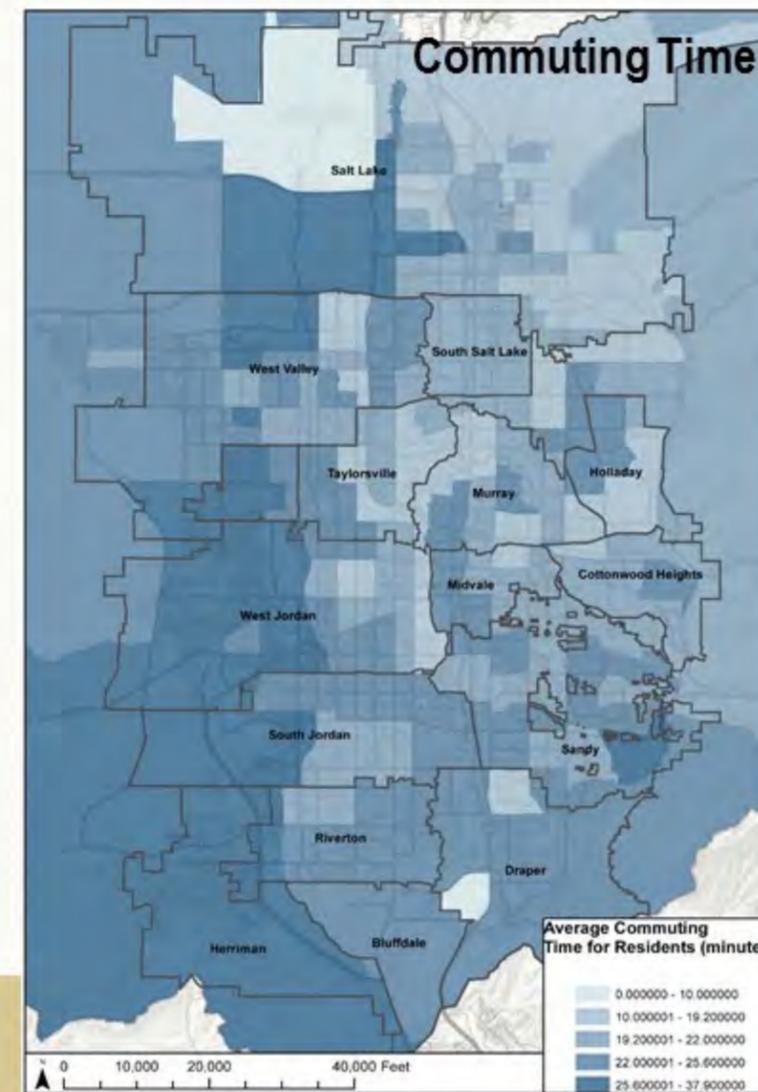
### 5 Year Population Growth



## General Considerations

### Demographic Maps

### Commuting Time



# ECONOMICS

## General Considerations

### Population Growth Projections

	Taylorsville	AAGR	Absolute Growth
2010	58,652		
2011	59,316	1.13%	664
2012	59,987	1.13%	671
2013	60,666	1.13%	679
2014	<b>61,352</b>	<b>1.13%</b>	<b>686</b>
2015	62,046	1.13%	694
2020	65,637	1.13%	3,591
2030	66,282	0.10%	645
2040	66,546	0.04%	264
2050	66,795	0.04%	249
2060	66,330	-0.07%	(465)

# ECONOMICS

## General Considerations

### 2013 Sales Leakage

	2013 Leakage	2013 Capture Rate
Non-store Retailers	-\$8,022,765	27.10%
Performing Arts, Spectator Sports, Related Industries	-\$2,365,954	0.63%
Museums, Historical Sites, Similar Institutions	-\$580,903	0.00%
Amusement, Gambling & Recreation Industries	-\$26,858,529	2.91%
Accommodation	-\$24,754,843	69.18%
Food Services & Drinking Places	-\$4,911,252	93.68%
Repair & Maintenance	-\$15,311,777	28.60%
Personal & Laundry Services	-\$4,043,896	38.81%
<b>TOTAL</b>	<b>-\$281,177,253</b>	<b>57.80%</b>

## General Considerations

### 2013 Sales Leakage

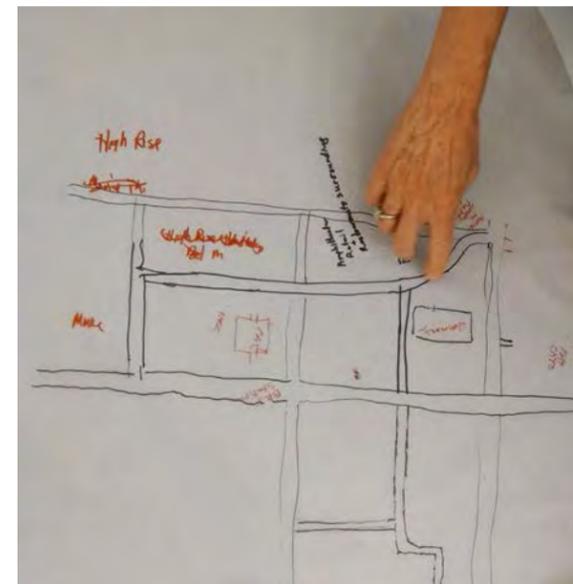
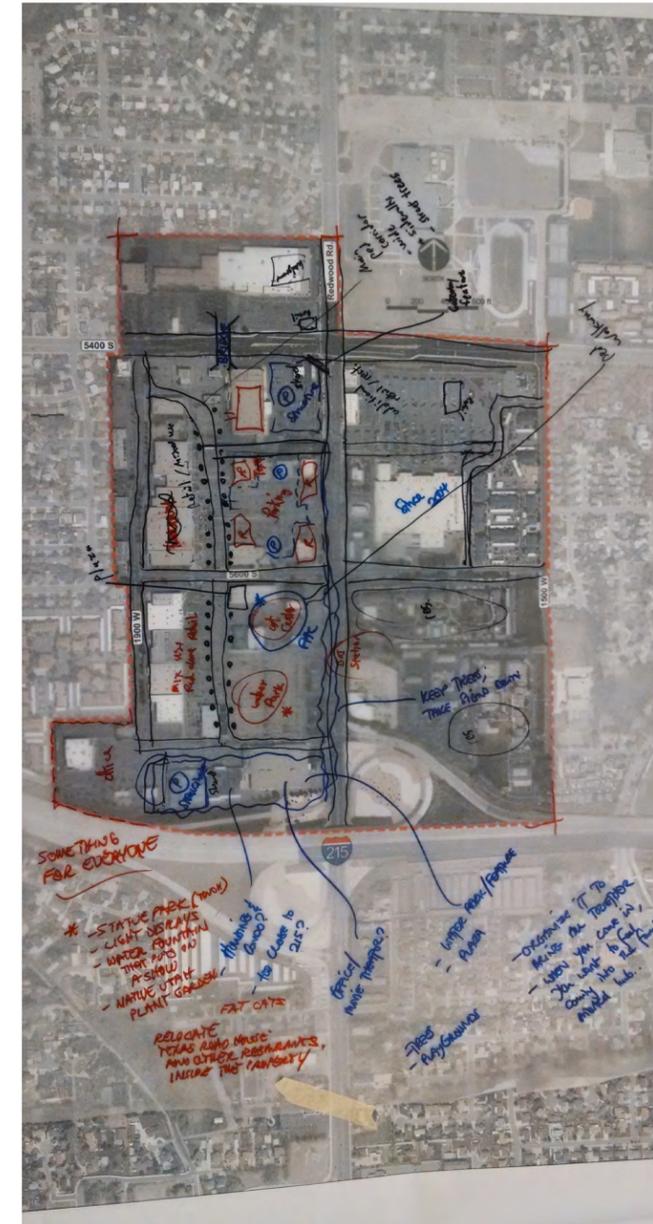
	2013 Leakage	2013 Capture Rate
Motor Vehicle & Parts Dealers	-\$89,610,368	16.51%
Furniture & Home Furnishings	\$16,449,448	201.24%
Electronics & Appliance Stores	\$4,468,900	125.82%
Bldg Material & Garden Equip.	-\$45,415,896	3.68%
Food & Beverage Stores	-\$24,754,843	69.18%
Health & Personal Care	-\$5,512,932	41.18%
Gasoline Stations	-\$6,053,555	69.70%
Clothing & Accessories	-\$19,216,681	43.59%
Sporting Goods, Hobby, Book & Music Stores	-\$6,328,214	69.43%
General Merchandise	-\$23,512,008	81.26%
Miscellaneous Store Retailers	-\$18,314,574	43.99%

# CONCEPT PLANS & DRAWINGS

Stakeholder Meeting & Charrette, April 22, 2014



# Charrette Products

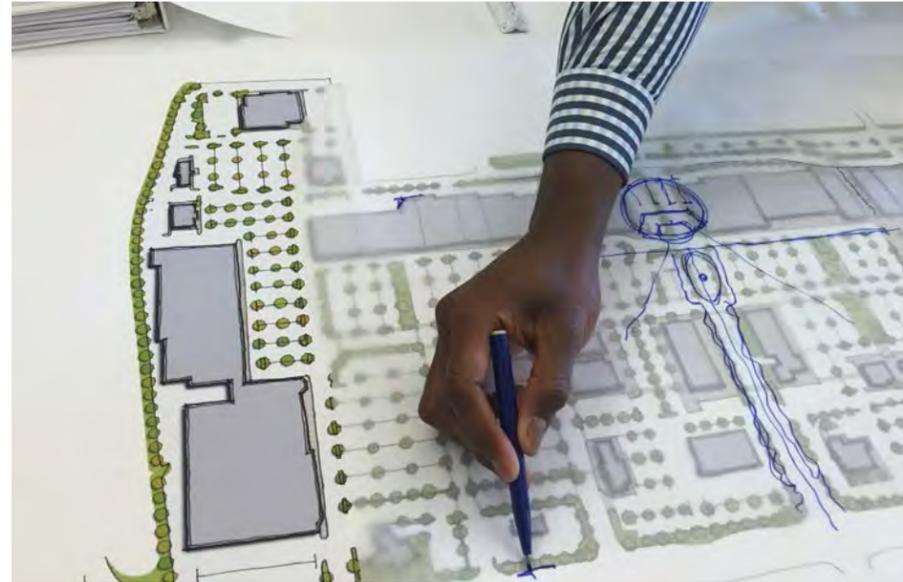


# CONCEPT PLANS & DRAWINGS

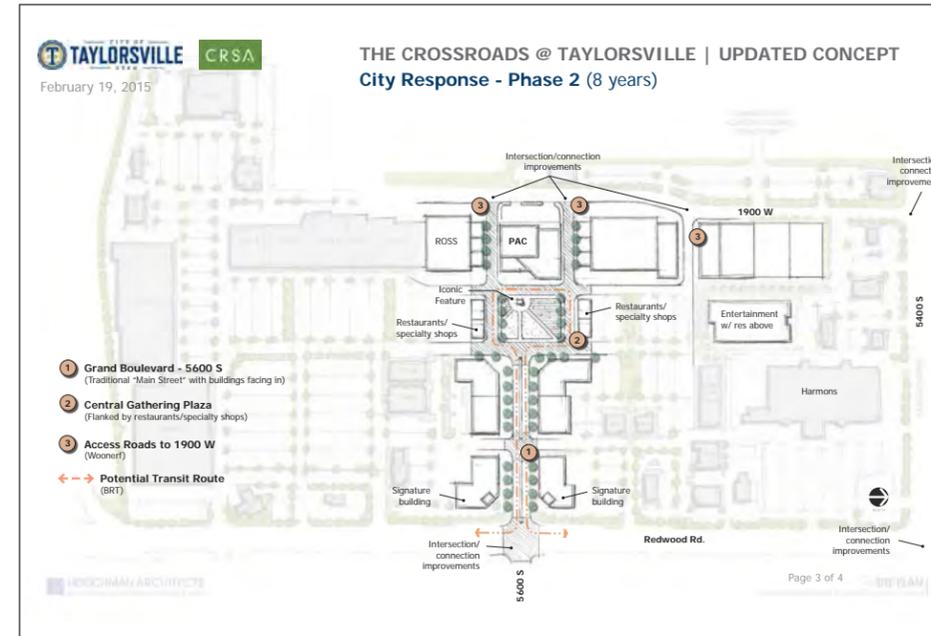
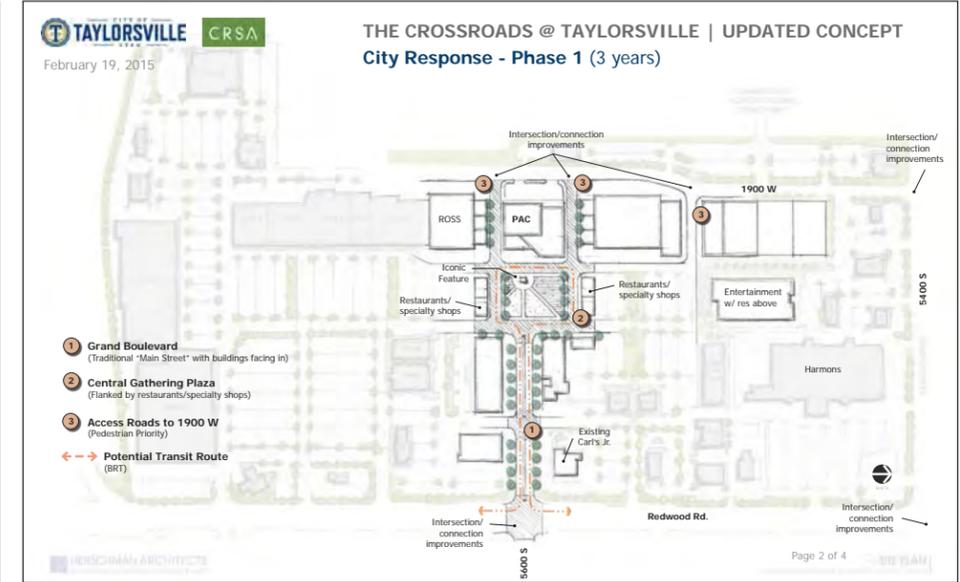
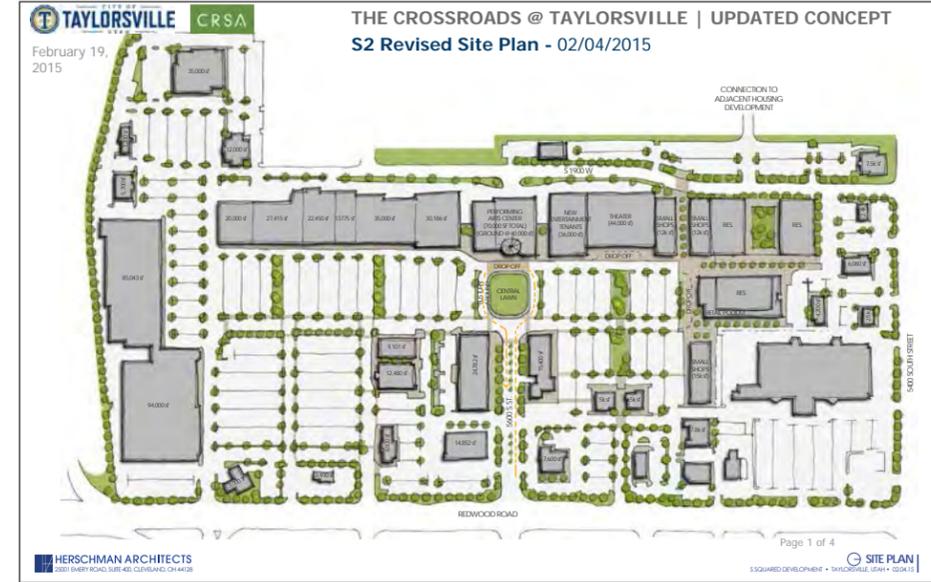
Charrette (with S SQUARED Dev't) September, 2014



Charrette (with Salt Lake County & S SQUARED Dev't) January, 2015



Performing Arts Center Supplementary Submission to Salt Lake County, February 2015

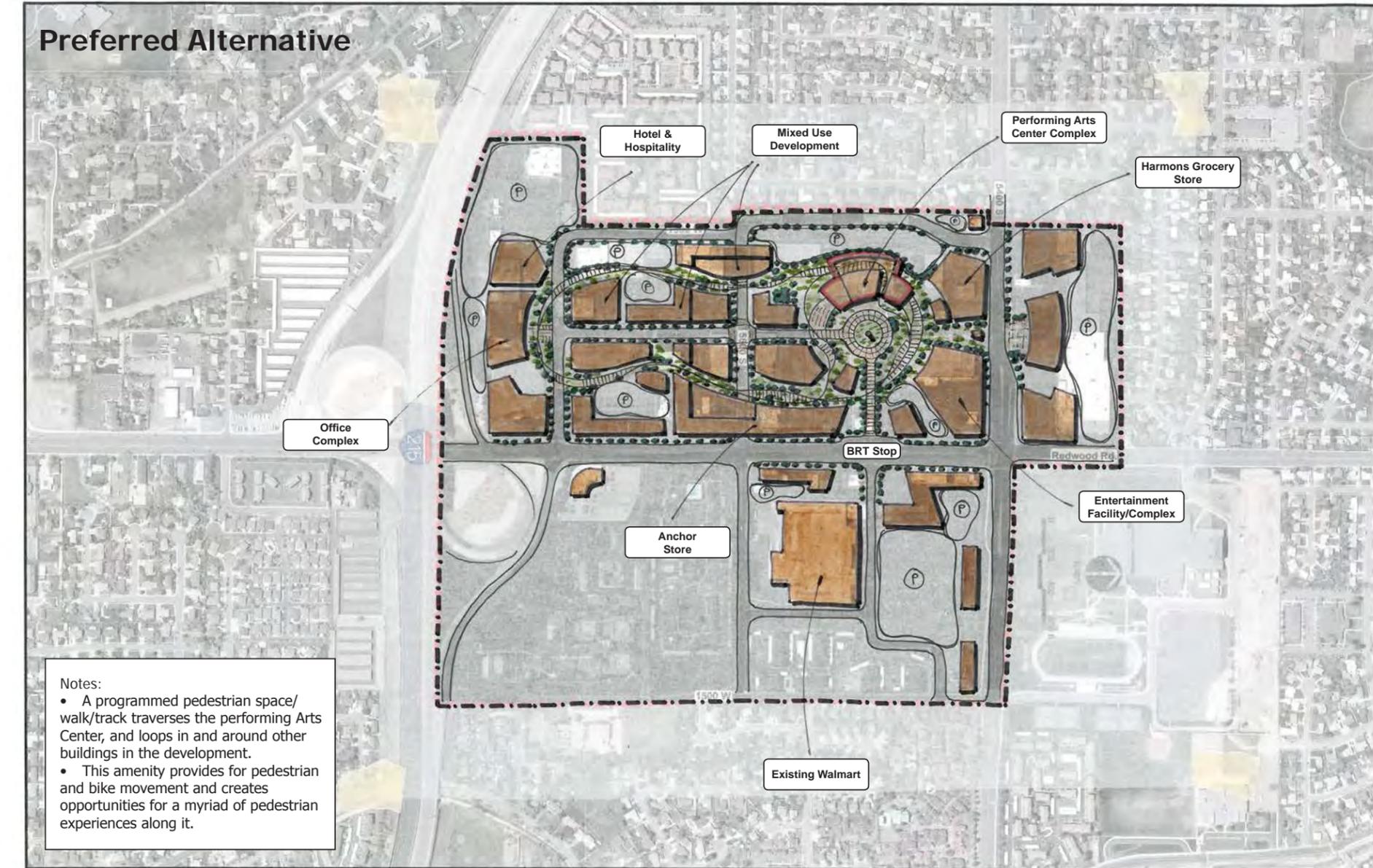


# CONCEPT PLANS & DRAWINGS

Performing Arts Center Application, June 24, 2014

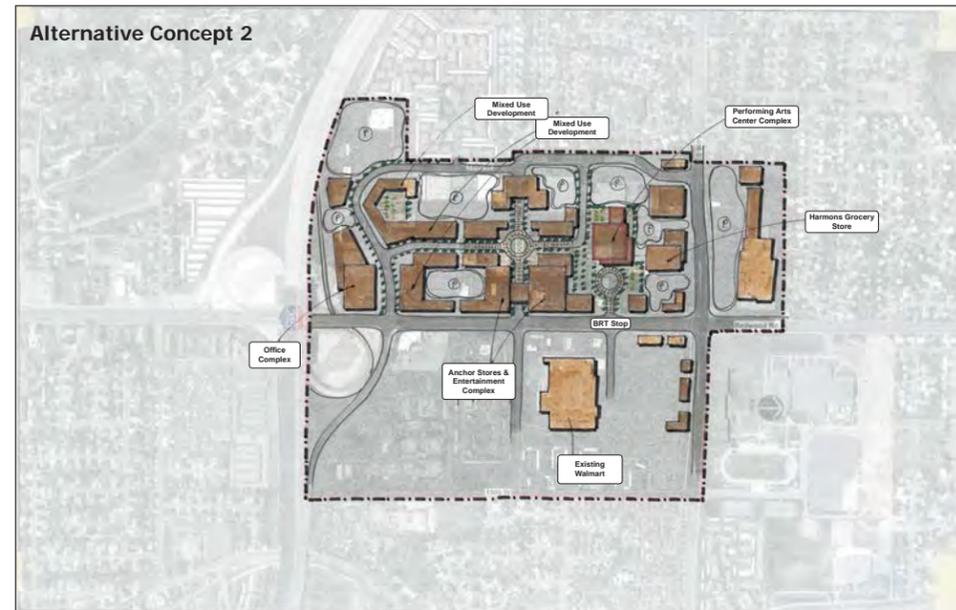
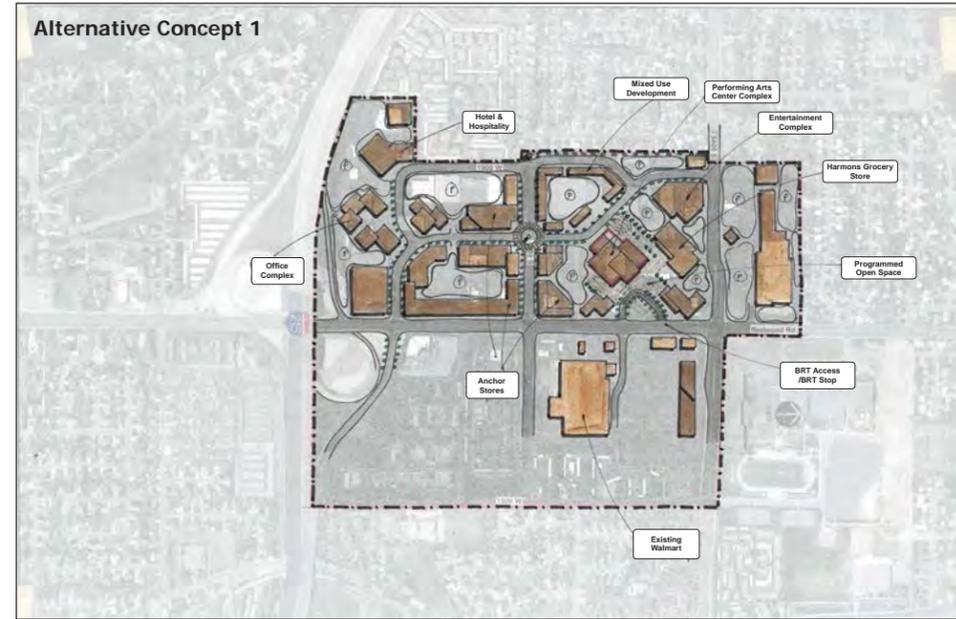


Earlier Concepts, June 9, 2014

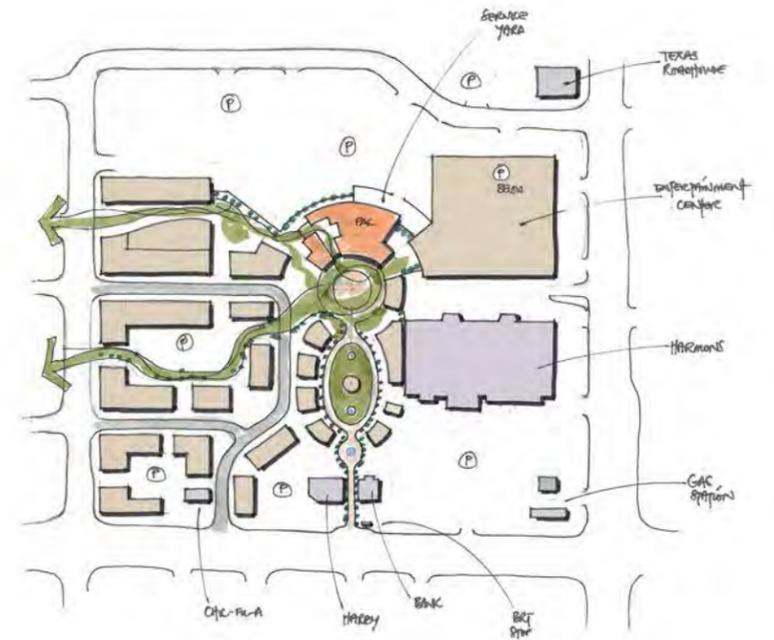


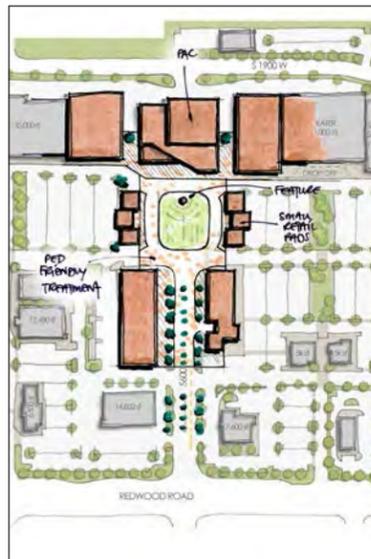
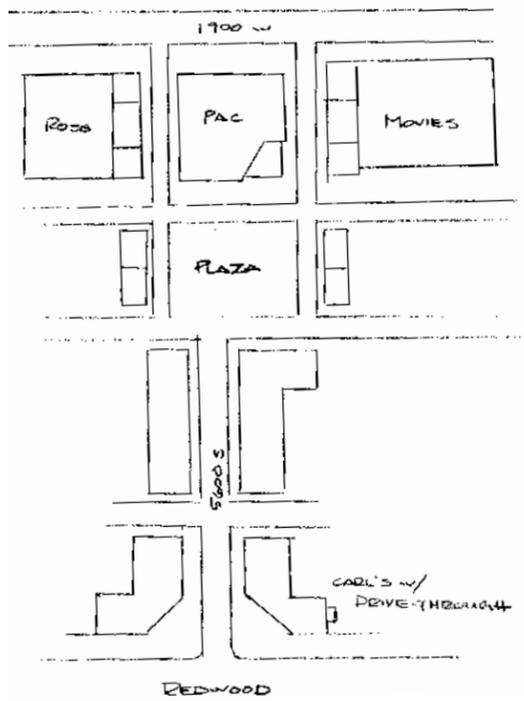
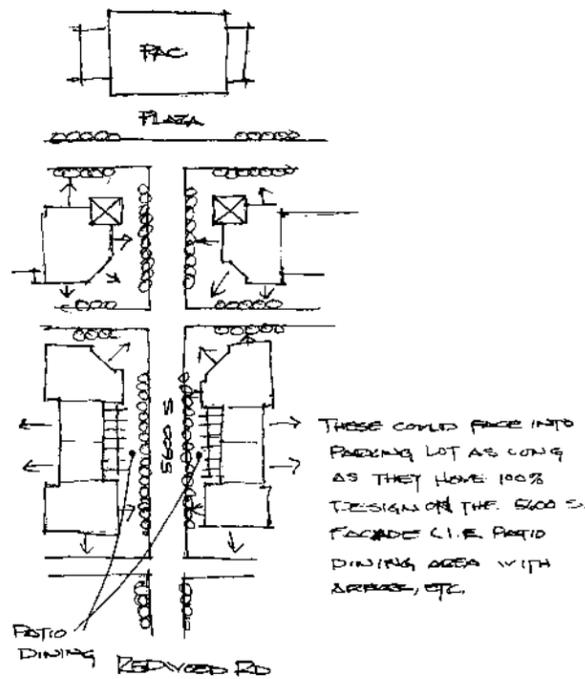
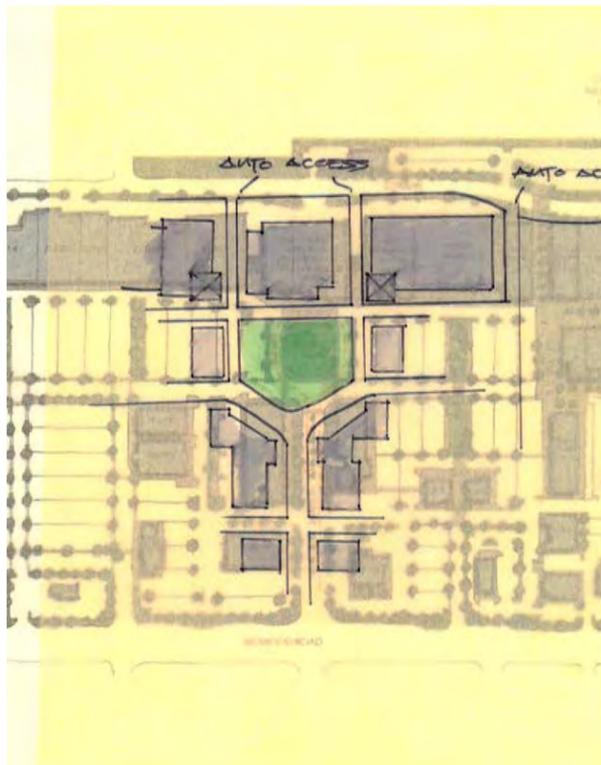
# CONCEPT PLANS & DRAWINGS

Earlier Concepts, June 9, 2014



## Other Concepts and Drawings





Site Plan As Presented (S SQUARED Dev't, May 2015)



This is the Site Plan as presented by S SQUARED Development for the area. The near term concept plan discussed on page 23 was based on this plan.

HERSCHMAN ARCHITECTS  
25001 EMERY RD, SUITE 400, CLEVELAND OH 44128

THE CROSSROADS AT TAYLORSVILLE - MASTER PLAN  
S SQUARED • TAYLORSVILLE, UT • 05.01.15



# CENTER POINT Master Plan

Vision Document and  
Small Area Plan