MURRAY CITY

FASHION PLACE WEST SMALL AREA PLAN

ACKNOWLEDGMENTS

THE FOLLOWING INDIVIDUALS CONTRIBUTED TO THE MURRAY CITY FASHION PLACE WEST SMALL AREA PLAN.

MURRAY CITY

MAYOR D. BLAIR CAMP

CITY COUNCIL

KAT MARTINEZ, District 1
DALE COX, District 2
ROSALBA DOMINGUEZ, District 3
DIANE TURNER, District 4
BRETT HALES, District 5

PLANNING COMMISSION

PHIL MARKHAM
SCOT WOODBURY
SUE WILSON
MAREN PATTERSON
TRAVIS NAY
LISA MILKAVICH
NED HACKER

STAFF

ZACHARY SMALLWOOD
JARED HALL
MELINDA GREENWOOD
TRAE STOKES
CHRIS ZAWISLAK
KIM SORENSEN
JENNIFER HEAPS
SUSAN NIXON

WASATCH FRONT REGIONAL COUNCIL

CHRISTY DAHLBERG

UTAH TRANSIT AUTHORITY

KEVIN LEO

CONSULTANT TEAM

MARK MORRIS, VODA
ANNALIESE EICHELBERGER, VODA
LAUREN LEYDSMAN, VODA
STEPHANIE TOMLIN, FEHR & PEERS
MARY SIZEMORE, FEHR & PEERS

CONTENTS

1 EXECUTIVE SUMMARY AND IMPLEMENTATION

2 EXISTING CONDITIONS

3 HOUSING

4 CONNECTIVITY

5 DESIGN GUIDELINES

6 APPENDIX

INTRODUCTION

The Fashion Place West Small Area Plan provides a detailed plan for the area around the Fashion Place West TRAX station, a location that was identified as a priority in the 2017 Murray City General Plan. This Small Area Plan considers potential future development patterns in the area between the Fashion Place West TRAX station and Fashion Place Mall, and how the use of urban design and placemaking strategies can promote the establishment of a vibrant and well connected transit supported neighborhood—a key initiative in the General Plan.

With a population of 50,433 people in roughly 12 square miles, Murray is centrally located within the Salt Lake Valley. The Fashion Place West neighborhood and study area is located along Murray's southwestern border.

The study area is approximately 245 acres, which includes aging light industrial uses, Fashion Place Mall, two multi–family developments, and a stable residential neighborhood bisected by the I–215 interchange.

Given the potential for the eventual transition of the industrial areas, there are many opportunities to incorporate a mix of uses and attract new economic opportunity to the area. The expected population growth along the Wasatch Front anticipates an ongoing need for more variety in housing choice.

MURRAY CITY GENERAL PLAN

The current Murray City General Plan was adopted in 2017. The goal of the 2017 General Plan is to, "Guide growth to promote prosperity and sustain a high quality of life for those who live, work, shop, and recreate in Murray."

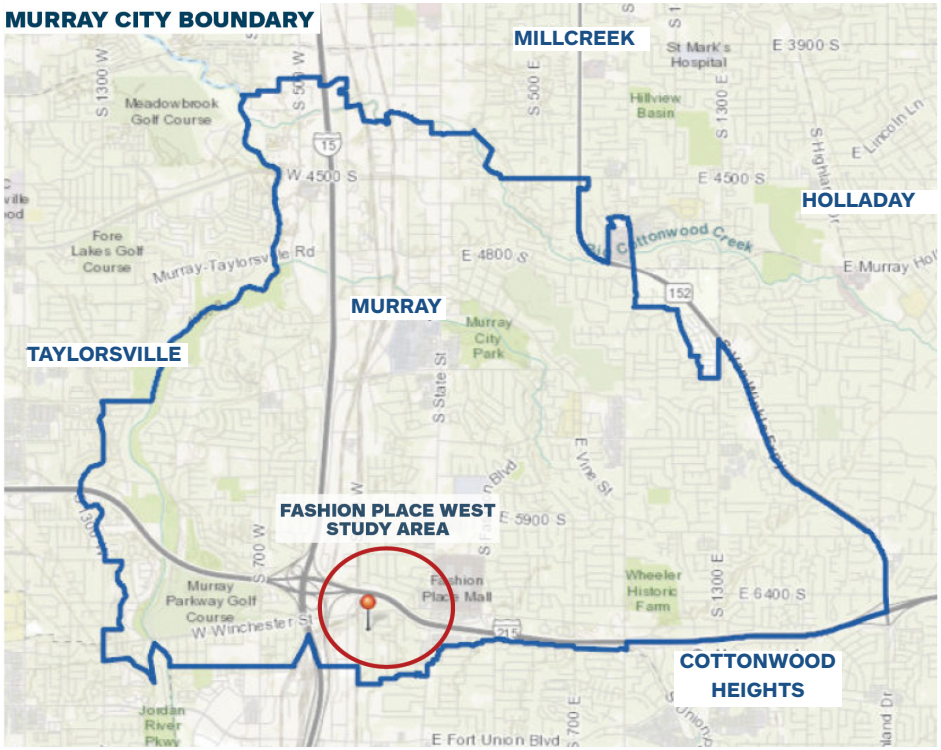


Figure 1.0 Map of Murray City and surrounding municipalities.

The initiatives that were identified in the General Plan plan were:

1. Build upon the existing City Center District
2. Create office and employment centers
3. Foster livable and vibrant neighborhoods
4. Link activity centers to surrounding areas
5. Create a City geared toward multi–modality

The Fashion Place West Small Area Plan and its vision will aggressively address Initiatives 3, 4, and 5. The 2017 General Plan also specifically identified the Fashion Place West station area as a priority for future small area planning and transit–oriented development.

1 EXECUTIVE SUMMARY

The Executive Summary provides a brief overview of the Small Area Plan goals, existing conditions, housing recommendations, connectivity suggestions, as well as possible implementation measures.

1.1 SMALL AREA PLAN GOALS

The following goals for the study area were established through the small area planning process:

- Strengthen relationship between TRAX station and Fashion Place Mall.
- Improve connectivity for the neighborhood.
- Improve overall neighborhood quality.
- Promote transit use and active transportation.

1.2 EXISTING CONDITIONS

The first step in the process is to understand the existing conditions as well as challenges that should be addressed within the Fashion Place West neighborhood.

1.2.1 ASSETS

The Fashion Place West study area is centrally located in Murray, in close proximity to many valuable community assets, such as the Fashion Place West TRAX station and Fashion Place Mall.

1.2.2 CHALLENGES AND OPPORTUNITIES

Challenges in the study area could limit achieving the goals of the plan if they are not acknowledged and addressed as part of the planning process. Challenges include bridges and major interstates bisecting the neighborhood and poor connectivity for vehicles, pedestrians, and cyclists.

Opportunities in the study area include:

- Future land use amendments to current irregular development patterns.
- Developing Jefferson Detention Basin as an activated park space.
- Using potential future expansion projects at Fashion Place Mall as an opportunity for improved urban design and innovative solutions to provide increased connectivity.

1.2.3 BARRIERS TO DEVELOPMENT

Barriers to development within the study area include:

- Lack of City owned land that could spur private development.
- Current zoning regulations prohibiting density and growth including front yard setbacks, height limits, open space requirements, and parking requirements.
- The cost of construction and lack of labor force needed to expand development.

1.2.4 ECONOMIC CONDITIONS

Economic conditions in the Fashion Place West area are relatively similar to those of Murray City and Salt Lake County as a whole. The median age in the study area is 32.5 years, which is similar to the County and a bit younger than the City.

Median household income is lower in the study area ($54,974) than the City ($65,132) and the County ($73,627). However, the access to jobs within the study area (7.4) is far higher than the County (6.4), but still below the City (8.2).

Taxable sales per capita in 2018 in Murray City, totaled $2.28 Billion, approximately $46,508 per resident. This is notably high in comparison to nearby cities, as shown by the data for South Jordan ($21,907), West Valley ($19,880), and West Jordan ($15,990). Additionally, per capita statistics for Salt Lake County are $25,092.

The metrics show that the study area could be a prime location to live and visit, given the strong economy. Additionally, these metrics illustrate the need for more affordable and diverse housing types as well as improved alternative transportation methods, especially between public transit and Fashion Place Mall.

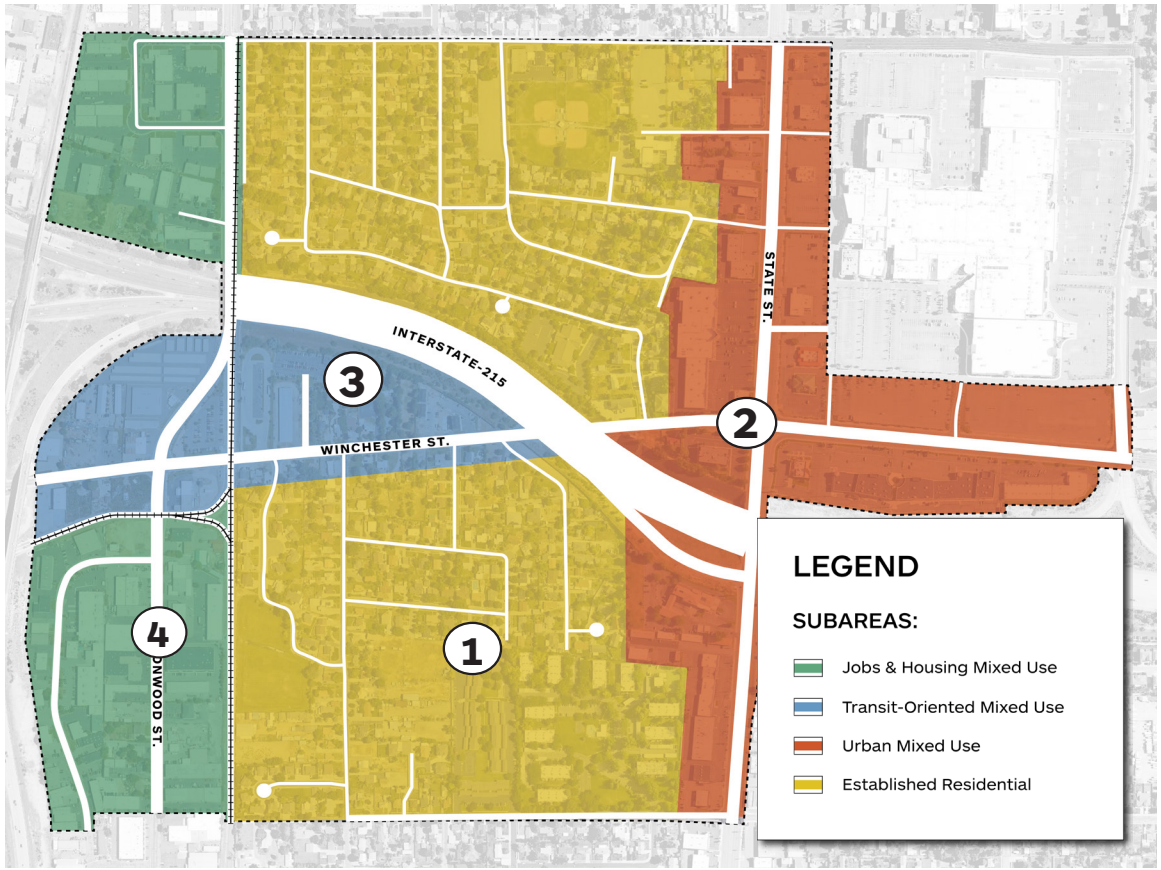


Figure 1.1 Map of subarea areas within the Fashion Place West study area. Residential use recommendations vary by subarea.

1.2.5 HOUSING TRENDS

Median Home Values in the study area are lower ($239,474) than the City ($318,596) and the County ($327,451). The housing and transportation costs per household in the study area are 28 percent of household expenses compared to that of the County at 27 percent.

These statistics are an indication that the housing within the study area is more moderately priced, fulfilling a need in the region that is difficult to find, while also indicating that more diverse options should be encouraged and considered in the neighborhood.

1.2.6 CONNECTIVITY CONDITIONS

Connectivity within the study area is poor due its geographic location and lack of streetscape amenities. Future improvements should address these issues and improve access between residential neighborhoods, as well as to and from the TRAX station and the Mall for all transportation types.

Current barriers include:

- Lack of bicycle infrastructure (with the exception of Winchester Street).
- Lack of pedestrian–friendly infrastructure at locations in, and adjacent to, Fashion Place Mall.
- Multiple residential neighborhoods lacking sidewalks.

1.3 HOUSING RECOMMENDATIONS

In order to maintain and protect the character of the established Fashion Place West neighborhood as well as promote growth around it, future development should be focused on providing more diverse housing options. These options and housing recommendations should vary and be context sensitive depending on the location. Creating subareas will help to give specific recommendations on housing types that complement the surroundings.

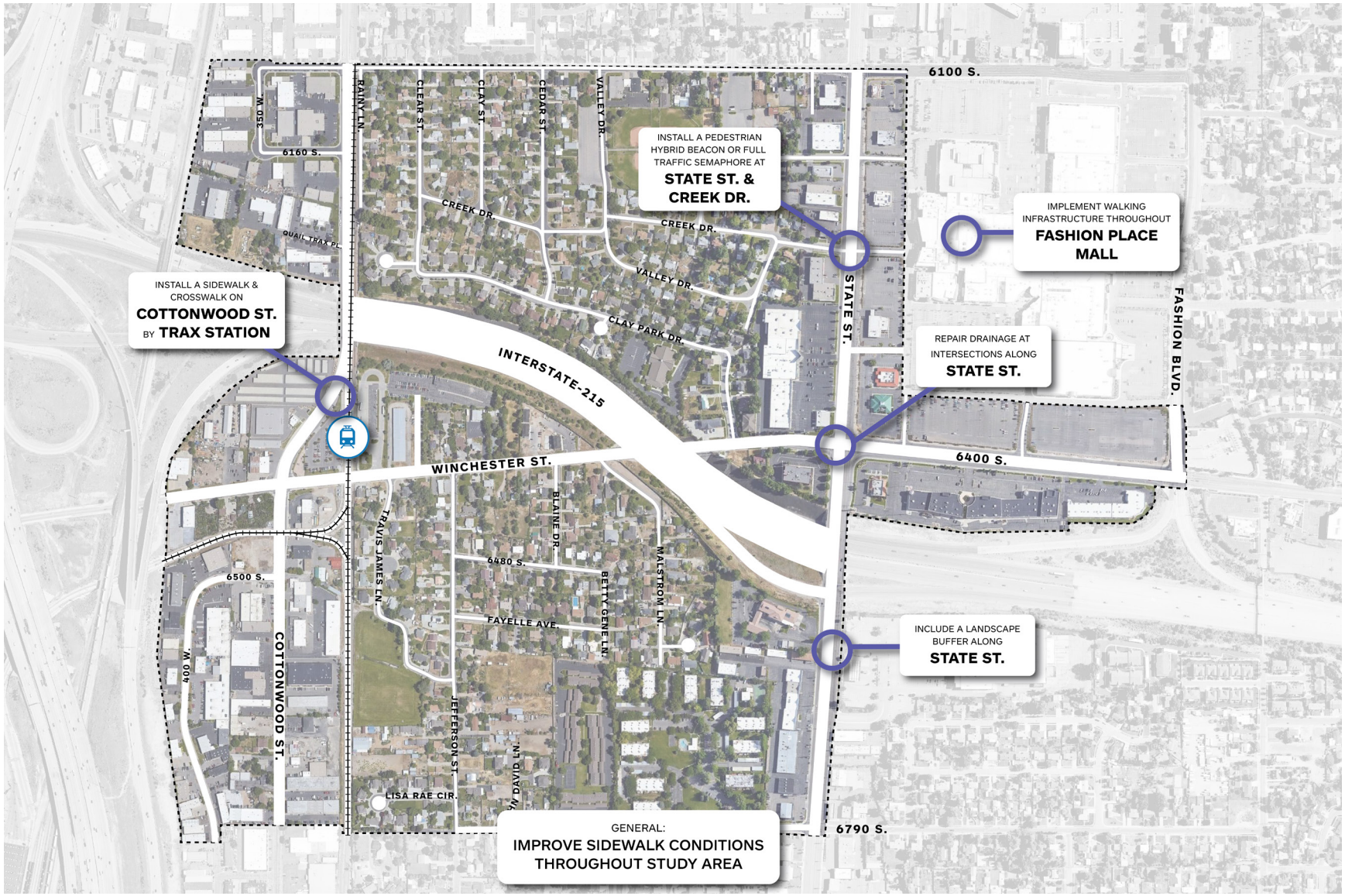


Figure 1.2 The Fashion Place West neighborhood lacks adequate infrastructure for pedestrians. The map above illustrates improvements that would improve the pedestrian experience in the study area.

Figure 1.3 Implementation recommendations include adopting a streetscape improvement plan that would include enhanced bicycle connectivity.

1.4 CONNECTIVITY RECOMMENDATIONS

Connectivity recommendations in the study area should be guided primarily by the way in which pedestrians and bicyclists access the Fashion Place West TRAX station and the mall. Additionally, vehicular travel between the north and south sides of the study area should be improved. Recommendations including streetscape improvements and bridge reconstruction are important to the flow in the study area with respect to vehicular traffic, public transit, as well as bicycle and pedestrian access.

Types of improvements should include:

- Updating overall active transportation connectivity between residential neighborhoods, the TRAX station, and Fashion Place Mall.
- Developing a parking strategy.
- Adopting a streetscape improvement plan to ensure future connectivity.

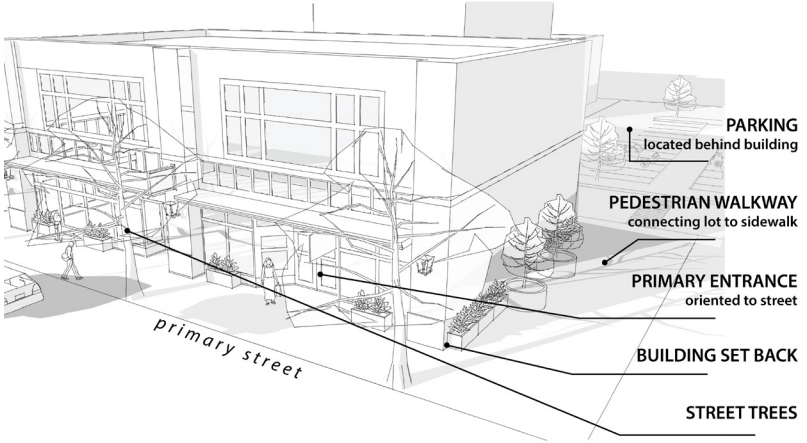


Figure 1.4 The diagram above illustrates the ideal placement of residential buildings to maximize the lot while addressing the street.

1.5 DESIGN GUIDELINES

Design Guidelines in the Fashion Place West study area should focus on creating an inviting environment for pedestrians, and a pleasant destination for residents and visitors. The guidelines should discuss elements such as:

- Building placement
- Building design
  - Ground floor details
  - Ground floor transparency
  - Prominent entrances
  - Treatment of blank walls
  - Articulation
- Signage design
- Street and streetscape design relating to active transportation and vehicular travel
- Parking lot design and location

1.6 STRATEGIC IMPLEMENTATION MEASURES

1.6.1 INTRODUCTION

In order for the vision and objectives laid out in this plan to be realized, it will likely be the result of a long–term process, where residents, City staff, elected officials, as well as other public entities champion the vision to ensure the revitalization of the Fashion Place West study area that they want to see. The strategic implementation measures in this section present the vision and illustrative plan for the study area.

The implementation outlines phasing and policy recommendations for the Fashion Place West study area. They are intended to provide action items that the City, UTA, UDOT, and other stakeholders would need to complete in order for the area to succeed in becoming a vibrant transit–oriented neighborhood.

Strategic recommendations are broken down into the following five categories:

1. Housing
2. Connectivity
3. Policy Updates and Land Use Amendments
4. Phasing
5. Economic Development

MARKET FORCES

In discussions with local developers during the planning process, barriers were identified that may hinder future development and revitalization of the Fashion Place West study area. Some of the concerns included:

1. Existing parking requirements
2. Existing zoning
3. Lack of publicly controlled property
4. Lack of financial incentives (opportunity zone tax credits, TIF financing)
5. Lack of walkability
6. Vehicular connectivity issues

Some of these barriers could be addressed by amending necessary land use documents. Improving walkability and vehicular connectivity are issues that should be tackled first by drafting and adopting a plan that lays out phasing and responsibilities, so that all types of connectivity in the study area are improved.

1.6.2 HOUSING PRIORITIES

Housing priorities within the study area were determined by a combination of industry best practices, current market conditions, and desires of residents. These priorities include:

1. Offering services and amenities near housing
2. Providing housing for all stages of life
3. Creating a walkable neighborhood
4. Increasing allowable residential densities along, and adjacent to, the Fashion Place West TRAX station, I–15, and State Street

Figure 1.5 The implementation strategies recommend ordinance amendments that would allow a mix of uses at higher densities in the Fashion Place West neighborhood.

Figure 1.6 Improving the connectivity for vehicles, cyclists, and pedestrians is a key component of the implementation strategy in the Fashion Place West neighborhood.

5. Addressing established residential neighborhoods by creating appropriate transitions between existing residential and new, higher density developments
6. Incorporating a mix of uses into new residential developments as well as existing single–use zone districts

1.6.3 CONNECTIVITY PRIORITIES

Connectivity enhancements to the Fashion Place West study area should be centered around improved traffic flow and increased comfort for pedestrians and bicyclists. These include the following priorities:

1. Improving overall active transportation connectivity between residential neighborhoods, the TRAX station, and Fashion Place Mall
2. Developing parking strategy
3. Adopting a streetscape improvement plan to ensure future connectivity in key areas:
   (a) Winchester Street
   (b) Cottonwood Street
   (c) Key intersections
   (d) Fashion Place Mall access points

1.6.4 POLICY UPDATES AND LAND USE AMENDMENTS

1. Create new Fashion Place West overlay zone district (FPW). This new overlay zone should consider the following:
   (a) Parking
      (i) Include shared parking provision
      (ii) Reduce residential parking requirements based on proximity to TRAX station and shared parking calculations
      (iii) Implement parking maximums
   (b) Consider reducing front yard setbacks from 15 feet and 25 feet, to 0 feet in order to encourage human scale development
   (c) Implement maximum setback requirements
   (d) Decrease open space requirements from 20 percent to 10 percent
   (e) Implement Ground Floor activation recommendations
2. Support re–zoning areas within the study area boundaries per recommendations of the General Plan Future Land Use map:
   (a) Commercial District (C-D) to Mixed–use (M-U)
   (b) Manufacturing (MFG) to Fashion Place West Overlay (FPW)
   (c) Residential Neighborhood Business (R-N-B) to Fashion Place West Overlay zone (FPW)

Figure 1.7 Housing priorities in the Fashion Place West Small Area Plan include zoning amendments to allow more housing types in close proximity to the TRAX station.

1.6.5 PHASING

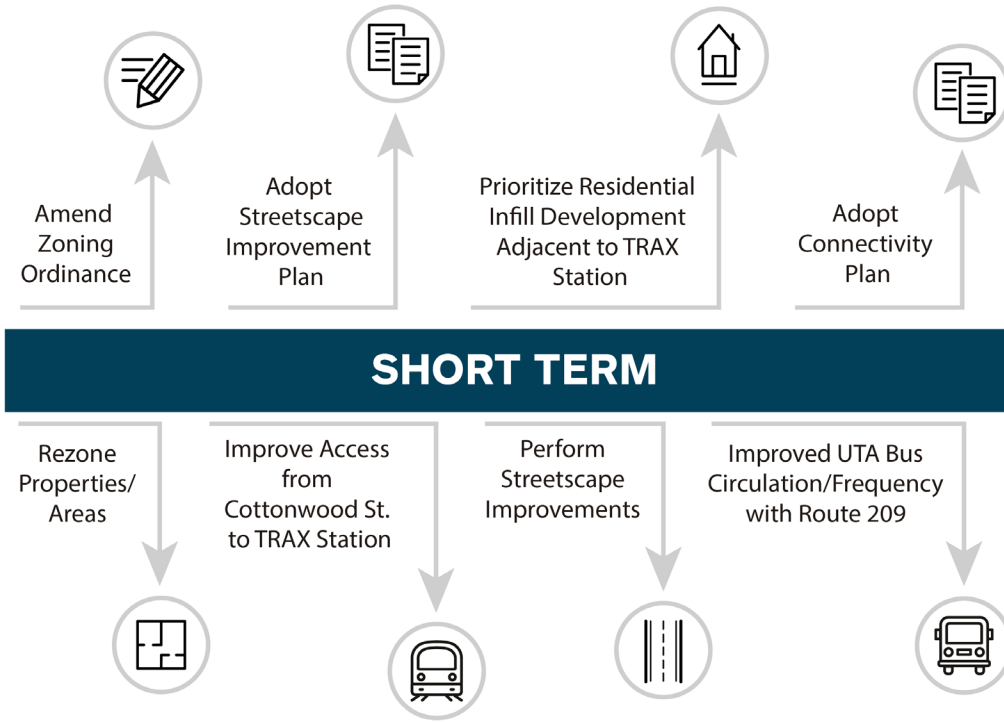
A phased approach to change to the Fashion Place West area aligns with the limitations of the City and development community. The three phases of redevelopment in the study area are detailed on the following pages, with discussion of responsible parties and needed collaboration amongst entities.

SHORT TERM

1. Adopt streetscape improvement and connectivity plans.
2. Prioritize residential infill development adjacent to TRAX station.
3. Perform streetscape improvements:
   (a) Sidewalks
   (b) Street trees
   (c) Right–of–way changes:
      (i) Bike lanes
      (ii) Vehicular lane configurations
   (d) Street lighting
4. Improved UTA bus circulation and frequency with Route 209.
5. Amend zoning ordinance and adopt Fashion Place West overlay zoning.

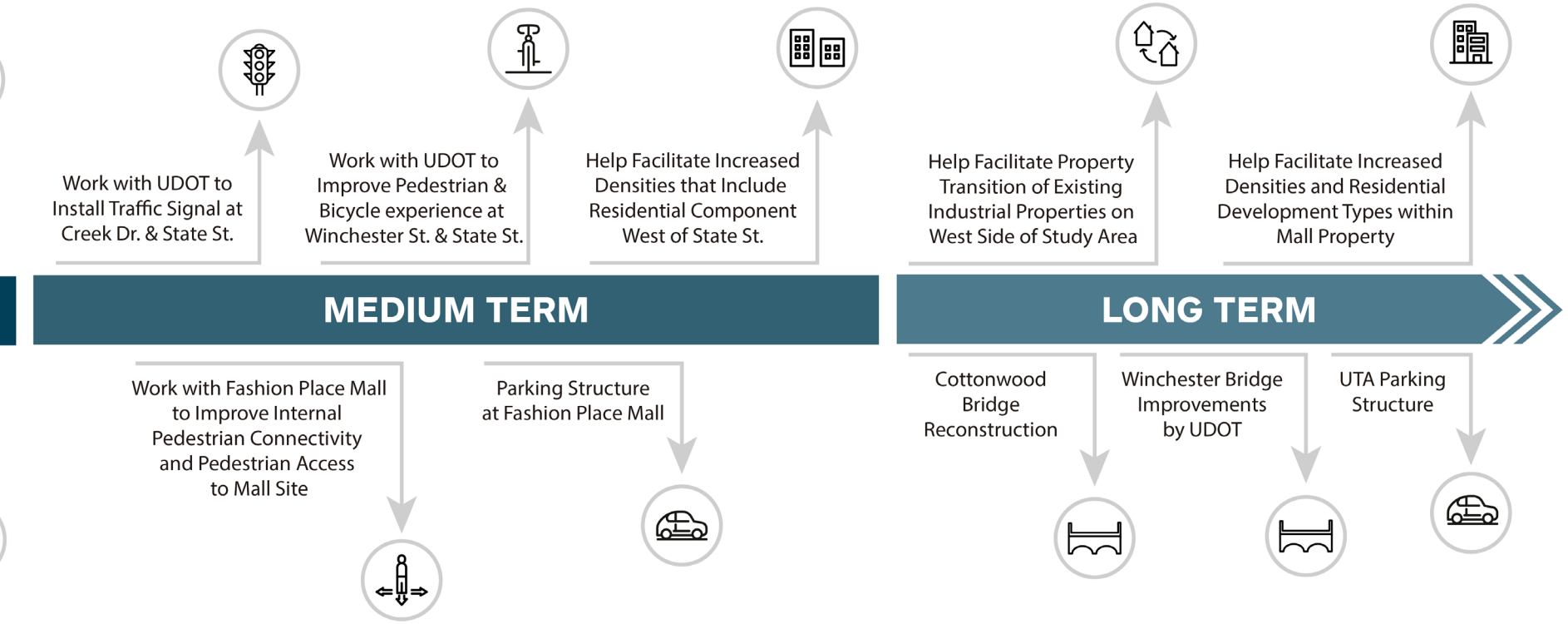
MEDIUM TERM

1. Work with UDOT to install a traffic signal at Creek Drive and State Street.
2. Work with Fashion Place Mall to improve internal pedestrian connectivity and pedestrian access to mall site.
3. Work with UDOT to improve pedestrian and bicycle experience at Winchester and State Street intersection.
4. Add a parking structure at the mall.
5. Help facilitate increased densities that includes residential component on West side of State Street.



LONG TERM

1. Reconstruction of Winchester and Cottonwood Street Bridges by UDOT.
2. Recommend construction of UTA Parking structure to facilitate development of a more mixed-use destination for the City.
3. Support the increase of densities and residential development types within mall property, especially adjacent to State Street and 6400 South
4. Facilitate property transition of existing industrial properties on west side of study area



FINANCIAL TOOLS AND INCENTIVES TO CONSIDER

1. Bonding
2. Future Budget Allocation
3. Public–Private Partnerships
4. CRA/RDA funding for housing developments
5. Grants
   (a) UTA
   (b) UDOT
   (c) Other public transit related funding

2 EXISTING CONDITIONS

2.1 AREA HISTORY

The Fashion Place West station area hosts a centrally located UTA TRAX station, various types of light industrial and commercial businesses, an apartment complex, condo development, and approximately 200 single–family homes. The TRAX station is a jumping off point for shoppers, employees, and residents coming and going from around the Salt Lake valley. The area has been primarily occupied by light industrial and single–family residences since the neighborhood was originally developed.

For much of its history, the study area was dominated by agricultural production. Transportation corridors, both rail and auto, cut through this area early in the development of regional transportation networks. With State Street serving as a major north-south connection, a majority of development in the study area was focused on this corridor. Aerial photography from 1964 (Figure 2.0) illustrates the types of development found in the area prior to the introduction of the Interstate Highway system.

The study area is bisected by two interstate highways, Interstate 15 and the Interstate 215 beltway. The area is directly connected to I–215 via the State Street and 280 East exits. I–15 via I–215 can be accessed at the interchange located one mile west of the State Street exit, immediately adjacent to the western boundary of the study area.

Figure 2.0 Study area, circa1964, shown with modern–day roads as an overlay. Prior to Interstate Highway construction, the study area was primarily agricultural with suburban development along State Street.

Figure 2.1 Fashion Place Mall circa 1985.

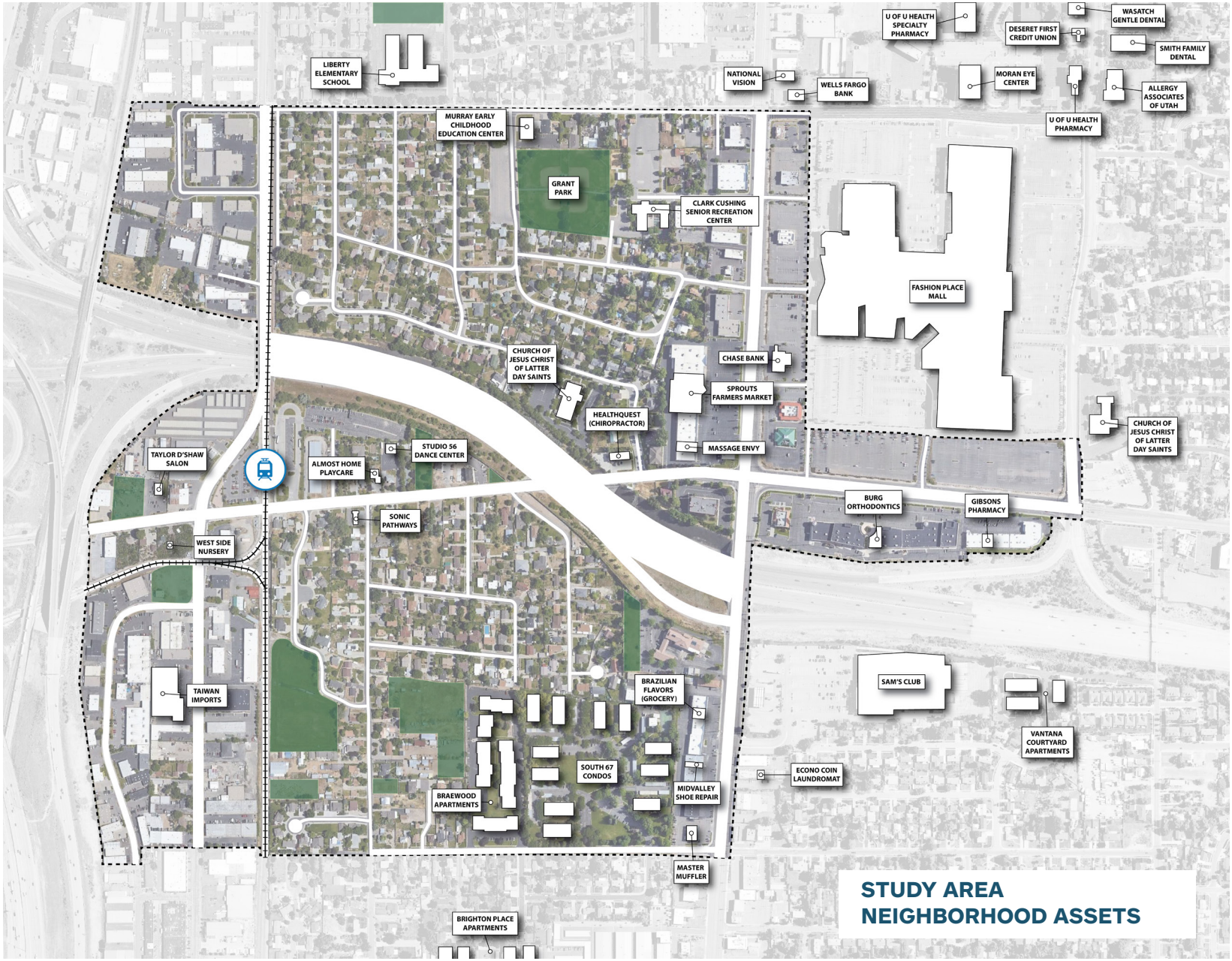


Figure 2.2 Study Area Asset Map

2.2 NEIGHBORHOOD ASSETS

The Fashion Place West study area is in close proximity to many valuable community assets, with many of those within the study area itself. Though isolated in some ways from the surrounding community, the neighborhood is in close proximity to major thoroughfares such as State Street, Cottonwood Street, Winchester Street, I–15, and I–215.

2.2.1 UTA TRAX STATION

The value and desirability of the Fashion Place West neighborhood is influenced by the presence of a UTA TRAX station. Having a TRAX station nearby with appropriately zoned properties can be very attractive to future property owners, residents, business owners, and developers. The Fashion Place West TRAX station is also one of the few stations in the south end of the system that serves both the Red and Blue lines.

2.2.2 CENTRAL LOCATION

The Fashion Place West study area is in a prime location from a regional perspective. The neighborhood's proximity to transportation networks that connect to the rest of the region gives the area great value. State Street offers motorists easy access to both I–15 and I–215 while TRAX offers a convenient mode of alternative transportation. By train, riders can reach downtown Salt Lake City in 23 minutes, the University of Utah in 24 minutes, and the Salt Lake International airport within 30 minutes.

TIME TO GET TO...
via TRAX

12 minutes to Sandy
23 minutes to Downtown Salt Lake City
24 minutes to Daybreak
70 minutes to Provo
90 minutes to Ogden

Figure 2.3 Fashion Place Mall is a regional destination for the City of Murray and can be leveraged to attract more walkable, connected development to the study area.

2.2.3 FASHION PLACE MALL

Fashion Place Mall is a valuable and productive employment center and destination in the valley. This proximity gives the area a great opportunity to attract future higher density residential, office, and mixed–use walkable development. The Mall is also the largest generator of sales tax for Murray City.

2.2.4 COMMUNITY RESOURCES

The Fashion Place West neighborhood and vicinity have many community assets including Grant Park, Jefferson Detention Basin public space, two elementary schools, as well as Murray Senior Recreation Center. These and other community resources can be extremely attractive to prospective residents and are valued by current residents.

Figure 2.4 Sidewalks and bike lanes on Winchester Street could benefit from improvement.

2.3 NEIGHBORHOOD CHALLENGES

While there are many community assets within the Fashion Place West study area, the neighborhood is also faced with its share of challenges. Many of the challenges within the study area are related to physical infrastructure as well as connectivity to and within the area.

The focus on motorists within the study area has resulted in an environment that disregards the needs of pedestrians and cyclists. This has created an unpleasant experience for those not inside a vehicle. Vehicle speed, road noise, as well as inconsistent and unattractive pedestrian facilities have created a community without much in the way of quality infrastructure. In addition to a lack of pedestrian infrastructure, the study area lacks standard cyclist and pedestrian amenities such as street trees, well marked bicycle lanes, seating, and well–marked frequent pedestrian crossings on major roadways.

The study area is located directly adjacent to the I–15 and I–215 interchange. These freeways act as major physical barriers to the area from the surrounding neighborhoods. These substantial barriers have restricted the areas' development as a cohesive neighborhood. While bridges over these barriers offer a minimum level of pedestrian access, none of them offer a quality experience for pedestrians or cyclists.

The Cottonwood Street bridge is in close proximity to the TRAX station, and is a narrow two–lane bridge consisting of a single narrow sidewalk on the west side, and the TRAX rail on the east side, leaving virtually no room for expansion to consider pedestrians or cyclists. The Winchester Street bridge is along the most direct route to Fashion Place Mall from the TRAX station. This bridge is wider than the Cottonwood Street bridge and includes protected sidewalks on either side as well as striped bike lanes. The study area is primarily focused around the Fashion Place West TRAX station; however, the access to the station from the surrounding area is poor, isolating the station from destinations and services.

Fashion Place Mall lacks a relationship and connection to the neighborhood and also lacks connectivity within the mall site. Within the parking that surrounds the mall, clear pedestrian paths and sidewalks are absent. When pedestrians are approaching Fashion Place Mall on foot from State Street as well as the other surrounding roads, they are not welcomed with clear connections to the mall itself.

State Street is a Utah Department of Transportation (UDOT) controlled road. Currently, State Street's design focuses solely on motorist capacity, to the exclusion of all human–scale design through the study area. State Street has great potential in terms of redevelopment but this redevelopment can be challenging due to long time frames and strict regulations in place by UDOT. These constraints should be considered when proposing changes to the area, and additional time to collaborate with UDOT should be accounted for.

Figure 2.5 Multiple parcels in the study area prime for infill development.

2.4 BARRIERS TO DEVELOPMENT

The Fashion Place West study area is challenged with several barriers to future development that includes both physical and regulatory limitations. Physical barriers can include property ownership concerns or access and connectivity obstacles. Regulatory barriers to development can include elements such as capital improvement funding hurdles, zoning, or possible inter–agency road blocks. These barriers may not necessarily halt the planning and development process but should be considered hurdles to future development.

As a UDOT owned facility, State Street has a major impact on development patterns along this corridor. The process to working with UDOT to update their infrastructure is lengthy, and will need to be considered as development occurs along State Street.

Current zoning and land use regulations within the study area should be considered a regulatory barrier to development. In order for development or redevelopment to occur in the Fashion Place West neighborhood, zoning regulations, primarily along Winchester Street and other major thoroughfares, should be reevaluated to encourage and allow a more diverse mix of uses, as well as higher density residential and mixed–use commercial developments. As such, design guidelines in the area will also need to be amended. Reducing front yard setbacks, changing height limitations, reducing open space requirements, and reevaluating parking requirements should also be considered to foster development.

Parking requirements and especially parking minimums can be a way for cities to regulate and ensure adequate parking for residential and commercial developments. However, strict parking requirements such as these can in also hinder development. Large, underutilized parking lots are often a result of strict parking minimum requirements. A more modern approach to parking management is to encourage and incentivize shared parking when possible.

At present, Murray City has not established a financial toolbox or programs to incentivize and encourage higher quality development within the Fashion Place West study area. Additionally, working with local entities to establish a redevelopment project area in this neighborhood would give the City and Redevelopment Agency the capacity to use property tax increment as a way to reimburse developers for burden costs associated with site conditions. Burden costs are defined as development costs that are unique to a particular site.

Another major barrier to development in 2020 is the cost of construction and lack of labor force needed to meet demand. With construction costs vastly out-pacing inflation, delaying major construction projects such as road rebuilds or streetscape improvements is only serving to increase their cost in significant ways. The City should prioritize which projects may have the largest impact and set a course of construction as soon as feasible.

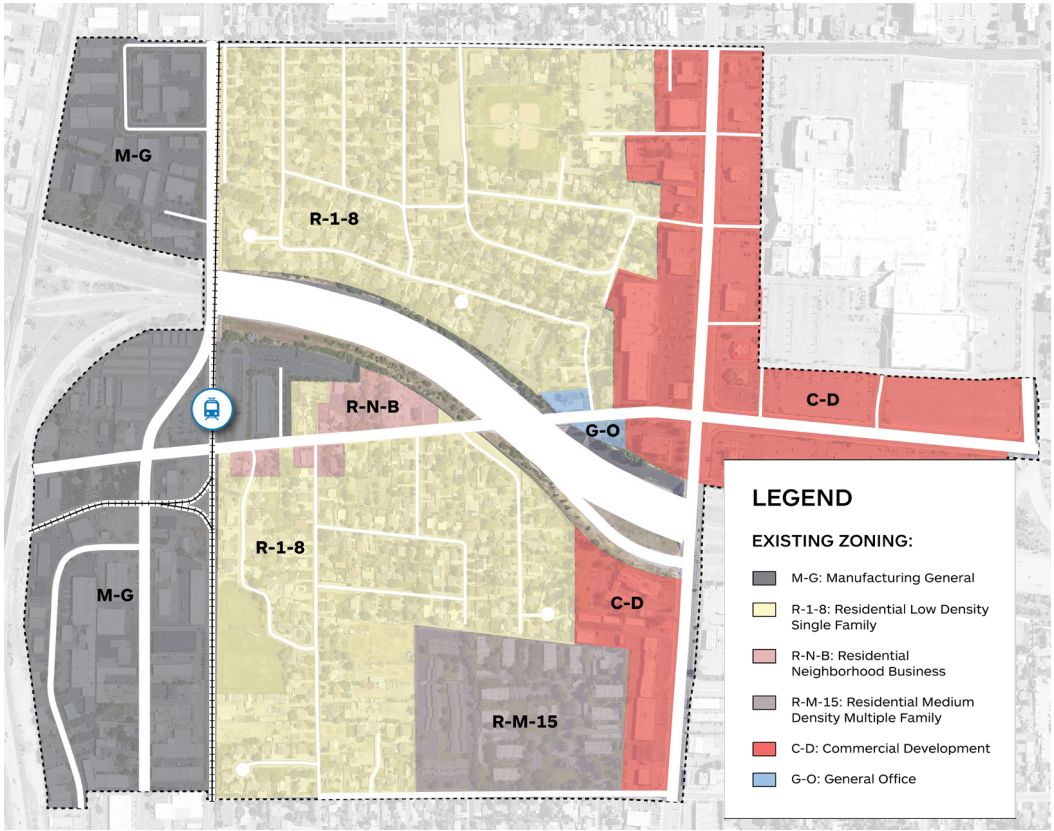


Figure 2.6 Map of existing zoning designations. Future zoning changes should be based on achieving the goals for the future of the Fashion Place West area.

2.5 LAND USE CONDITIONS

2.5.1 CURRENT LAND USES

Overall, the Fashion Place West neighborhood has a mix of uses that fall into three general land use categories: light industrial, commercial, and residential. These three use types are segregated from each other within the area between the eastern, central, and western areas.

The eastern most segment of the study area is primarily a commercial area. It includes properties along State Street and 6400 South, and portions of the southern and western sides of the mall site.

The central portion of the study area is made up of two single–family residential neighborhoods, one north and one south of I–215, but also includes two multi–family developments and a few neighborhood businesses.

The western segment of the study area is predominately composed of light industrial uses. It is located along I–15, Cottonwood Street, and the TRAX corridor. This is the second largest section by land area and includes vacant and underutilized parcels.

2.5.2 CURRENT ZONING

The parcels within Fashion Place West study area boundary are designated as one of the following six zones:

- R-1-8 Low Density Single–Family
- R-M-15 Medium Density Multiple Family
- R-N-B Residential Neighborhood Business
- C-D Commercial Development
- M-G Manufacturing General
- G-O General Office

Zoning around the Fashion Place West TRAX station does not address the station itself in its zoning designations. Murray City should consider amending its zoning ordinance to adopt more guidelines that promote transit oriented development.

2.6 ECONOMIC CONDITIONS

2.6.1 POPULATION TRENDS

Utah's population is projected to increase from approximately 3 Million in 2015 to 5.8 Million in 2065. This represents an increase of 2.8 Million people with an annual average rate change of 1.3 percent. Although the rate of growth in population will decelerate over the next 50 years, it is still projected to exceed national growth rates.

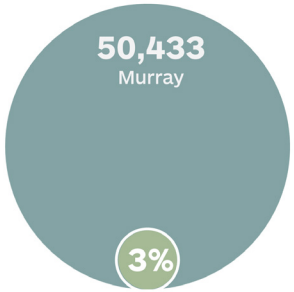


Figure 2.7 Study Area population as a percentage of Murray City's (U.S. Census data, Esri Forecast, 2019)

Murray City as a whole has a population of 50,433. This places Murray toward the lower end of the spectrum compared to the population size of neighboring cities such as Taylorsville, Sandy, Millcreek, and Midvale. Murray City's population is projected to reach 67,668 residents by 2040. The Fashion Place West study area has a population of 1,714 residents in .55 square miles.

Salt Lake County has a population of approximately 1,150,000 residents, with an anticipated increase of more than 500,000 residents in the next 25 to 30 years. With the population throughout the state growing rapidly, there is ever–increasing pressure for the development of more residential units. This development pressure is and will continue to be felt across the state, in Murray, and in the Fashion Place West study area.

2.6.2 MEDIAN AGE

Murray has a median age of 36.6 which is higher than that of the Fashion Place West study area and the county–wide average of 32.5. The 32.3 year indicator in the study area is similar to those of neighboring cities but the City's 36.6 year indicator is much higher than surrounding cities. Median age data is closely followed by developers and can impact housing choices and potential development types within the City.

Figure 2.8 The access to jobs in the study area is similar to that of the City, and better than the County average. This score is an index based on access to jobs and a variety of employment.

2.6.3 EMPLOYMENT AND JOBS

Total employment within Salt Lake County is estimated to reach 970,805 in 2020. By 2040, total employment is projected to reach 1,239,908, an increase of 269,103 employees, according to the Kem C. Gardner Policy Institute.

More central neighborhoods near employment centers have higher scores than others. When comparing Murray with the study area in particular, and the County, the study area is considered to have high access to jobs with a score of 7.4. Murray City has a score of 8.2 (out of 10), and Salt Lake County has a score of 6.4.

A total of 4,757 employees are in the Fashion Place West study area, which represents 2.77 employees per resident, a ratio far larger than the County and surrounding cities. This metric refers to the number

Figure 2.9 Median Age Comparison (Esri Demographic Profile, 2019)

of employees in the community per resident. Cities with low ratios are reflective of limited jobs, bedroom communities, and typically high median household sizes (large families with children who are not employed). Areas which have higher ratios are typically reflective of employment centers or areas with lower median household sizes.

This large ratio may be due to the fact that Fashion Place Mall is within the study area. Cities further south show lower ratios as they generally are more representative of bedroom communities than employment centers.

2.6.4 MEDIAN HOUSEHOLD INCOME

Median household income in the Fashion Place West study area is $51,974 per year, which is lower than Murray as a whole ($65,132/year) and significantly less than the Salt Lake County average of $73,627 per year.

A lower median income in this area can indicate lower educational attainment of residents of the study area, and can also correlate with added dependence on the transit system. Creating connections with opportunities for educational programs, as well as improved connectivity to transit service can have a large impact on neighborhood livability and opportunity access.

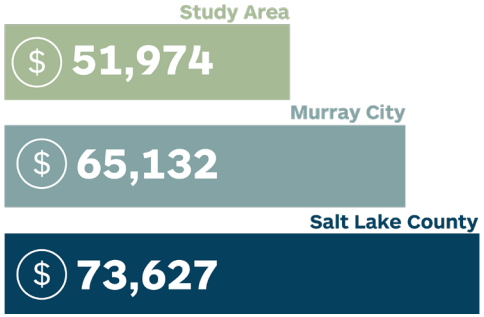


Figure 2.10 Median Household Income comparisons between the study area, Murray City and Salt Lake County. The study area has a significantly lower median household income than the rest of the City and County. (Esri Income Comparison Profile, 2019)

2.7 HOUSING TRENDS

2.7.1 HOUSING CONDITIONS

Of the approximately 245 acres and 777 parcels that make up the Fashion Place West Project study area, 577 or 74 percent of those are residential land uses. The remaining 200 parcels make up the other 26 percent of the parcels and are occupied by non–residential land uses.

2.7.2 HOUSING STOCK

The housing stock within the Fashion Place West neighborhood is aging. A majority of the existing homes were built in the 1960s and 1970s. Most of the single–family homes were built in the 1960s and are single story structures with various facade materials including brick, wood siding and stucco. The most recent single–family development was built in the mid 1990s. This development consists of predominately two–story homes with stucco facades.

There are two multi–family developments within the study area as well. The South 67 Condo development was built in the 1970s (with over 100 units) and is an individually owned town home type development. The Braewood Apartments is a five–building (51unit) apartment complex, directly west of the condominium development.

Current zoning in the area permits accessory dwelling units (ADUs) as an allowable use with types that include basement apartments and apartments over garages. Accessory dwelling units are defined as a secondary unit within or on the same parcel as an owner occupied single–family home. Allowing and encouraging ADUs would create the opportunity to provide more diverse housing options to residents at affordable prices.

Areas with a diversity of housing choices are more stable and have more to offer to residents. A housing–diverse area would have a broad range

of housing types, rental and ownership options, at varying price levels that would include many options.

2.7.3 HOUSEHOLD SIZE

By the end of 2020, the median household size in Salt Lake County is estimated to increase to 2.78 however, it is projected to decrease to 2.53 by 2040, according the Kem C. Gardner Policy Institute.

Median household size in Murray and the Fashion Place West study area specifically, are both reported to be an average of 2.57 which is slightly less than the county–wide average of 3. Neighboring cities like Taylorsville (3.0) and South Salt Lake (2.7) also have a slightly higher average household size.

The household sizes in Murray has remained largely unchanged in the last ten years, reflecting a trend similar to other cities in the central portion of Salt Lake County. Conversely, areas along the western and southern boundaries of the County have reflected high household sizes, primarily reflecting an influx of families into rapidly developing areas. Future trends will most likely show a continuing decline of median household size in developed, aging areas, while new growth areas will represent higher household sizes.

2.7.4 HOME VALUES

Housing prices in Murray have increased notably over the past several years, commensurate with trends experienced along the greater Wasatch Front. Values for single–family, multi–family and vacant land have all appreciated.

The median residential property value in Murray, as of 2019, was $318,596. By 2024, the median home value is projected to be $343,182. The Fashion Place West study area has a median home value lower than the City average at $239,474, with Salt Lake County shown at roughly $327,451. Higher values are reflected in Midvale, West Jordan, Sandy, and Millcreek, while lower values (in relation to Murray) are exhibited by West Valley, Kearns, and Taylorsville.

Over the past decade, across the nation, homes in the most walkable neighborhoods were also the ones that appreciated the fastest. In two–thirds of large metro areas, walkable neighborhoods have higher home values than car–dependent ones.

The walkability premium in Salt Lake County (the difference in the average value of homes in walkable neighborhoods compared to the average value of homes in car–dependent neighborhoods) was 32 percent higher in 2019.

Current trends across the country also show that homes in walkable areas also gain value at a faster rate than those in car–dependent areas. For example, in Salt Lake County walkable homes increase in value 19 percent faster than those of car–dependent homes.

For the Fashion Place West study area, these statistics show that due to the TRAX station and proximity of this area to Fashion Place Mall, as the study area transitions to a more walkable and well–connected neighborhood, home values may be higher and may increase faster than other areas in the valley that are more car–dependent.

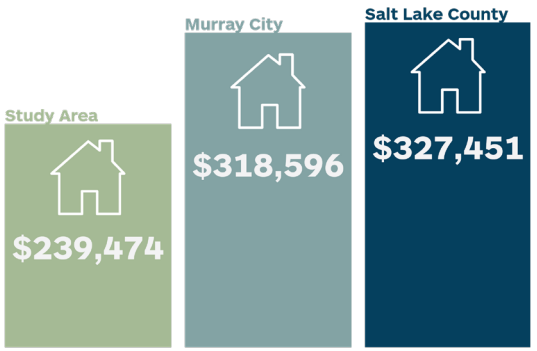


Figure 2.11 Median Home Value Comparison (U.S. Census, 2010, Esri Forecast, 2019).

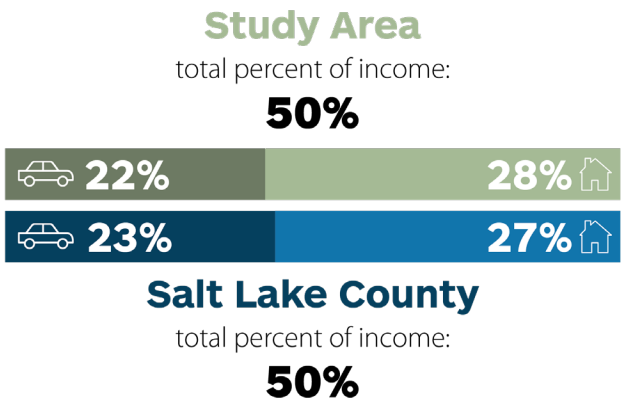


Figure 2.12 Housing and Transportation cost as a percentage of monthly income comparisons between the study area and Salt Lake County (CNT H+T Index, 2020).

2.7.5 INCOME SPENT ON HOUSING AND TRANSPORTATION

Murray households spend 24 percent of monthly income on housing, slightly below the county–wide level of 27 percent. Most nearby surrounding cities show percentages similar to Murray, while communities to the south reflect higher percentages, as housing costs are also notably higher.

Costs spent on transportation represent 21 percent of income for Murray residents, similar to the 23 percent shown for the County. Immediately surrounding cities reflect similar amounts, while south valley communities are spending a reduced portion of their income on transportation (near 15 to 16 percent). On average, Murray households spend roughly $13,267 per year on transportation costs.

New development should consider the proximity of transportation options, and determine whether the ultimate cost of housing and transportation fits within the competitive range of total spending.

2.7.6 HOUSING AND TRANSPORTATION INDEX

By taking into account the cost of housing as well as the cost of transportation, the Center for Neighborhood Technology Housing and Transportation Affordability Index (CNT H+T Index) provides a more comprehensive understanding of the affordability of place.

While housing alone is traditionally deemed affordable when consuming no more than 30 percent of income, the H+T Index incorporates transportation costs (usually a household's second largest expense) to show that location efficient places can be more livable and affordable. Dividing these costs by the representative income illustrates the cost burden of housing and transportation expenses placed on a typical household.

According to the H+T Index, Murray is similar to Salt Lake County across key housing and transportation indicators such as annual transportation costs—both averaging approximately $13,000 annually—illustrating that both jurisdictions having high access to a variety of jobs.

2.7.7 INCOME REMAINING AFTER HOUSING AND TRANSPORTATION

"Income remaining" indicates adjustments made to median household spending after transportation and housing. This metric indicates potential spending per household once essentials are covered. Remaining income after housing and transportation costs is comparable between Murray households and County households, with Murray at 55 percent remaining and the County at 50 percent remaining.

Also of note is the proximity to employment, which has become more of a consideration for new development. Some planners and developers have attempted to reduce the impact on roadways from new development by locating in areas with high job concentrations,

and by catering to those who want a reduced commute time. The Fashion Place West study area in particular is in an ideal location for new development given its proximity to transit and transportation networks.

2.7.8 AFFORDABILITY INDEX

The "affordability index" measures the relationship between median household incomes and median property values. The higher the ratio, the less "affordable" an average home becomes to the median household. Ratios decline as household incomes increase (assuming constant values), or increase as values accelerate at rates faster than incomes. Murray City shows an index reading of 4.27, fairly close to the county–wide figure of 4.23. South Salt Lake reflects an abnormally high number due to very low average household incomes, while cities such as West Valley, Kearns, and West Jordan show ratios below that of Murray. On a regional level, Salt Lake County is still considered more affordable by this measure than other major cities, including Portland, Denver, Las Vegas, Phoenix, and others.

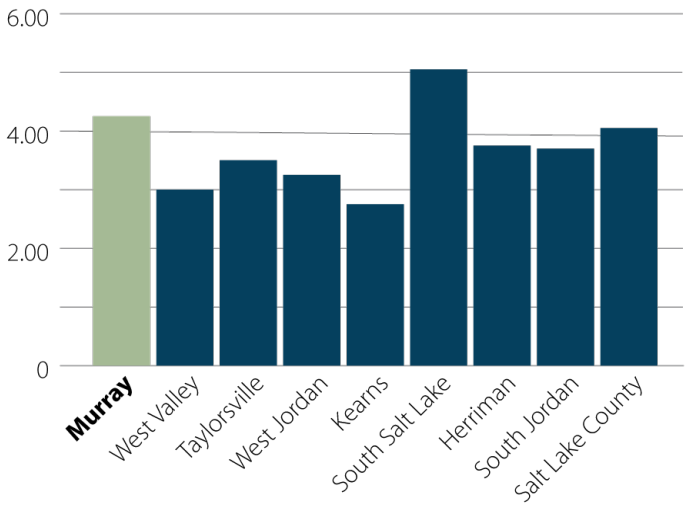


Figure 2.13 Affordability Index comparison between Murray and nearby cities (Esri Forecast, 2019).

2.8 RETAIL TRENDS

2.8.1 TAXABLE SALES PER CAPITA

Taxable sales per capita reflects an important statistic regarding the health of the local retail economy. For Murray City, total taxable sales in 2018 equaled roughly $2.28 Billion, or approximately $46,508 per resident. This is notably high in comparison to nearby cities such as South Jordan ($21,907 per resident), West Valley ($19,880 per resident), and West Jordan ($15,990 per resident). Additionally, per capita statistics for Salt Lake County are shown at taxable retail sales of $25,092. The data points show that Murray is not burdened with sales leakage of any kind, largely due to the success of the Fashion Place Mall and surrounding retail.

2.8.2 CURRENT RETAIL CONDITIONS

While consumer retail is an ever–changing industry, certain sectors are performing well, while others are not. High performing sectors include

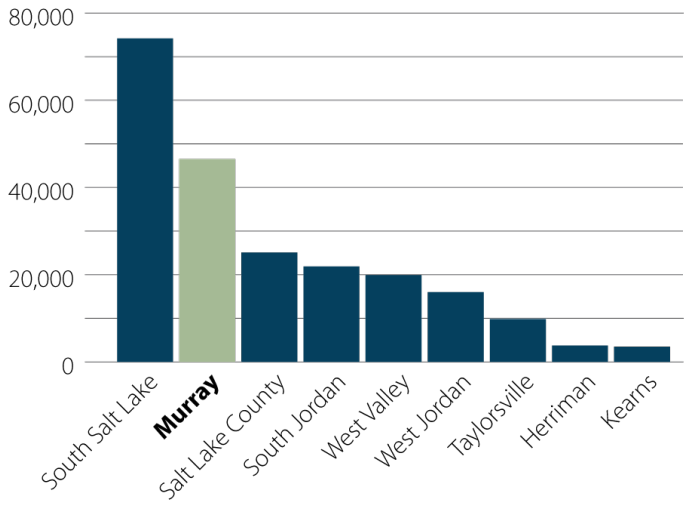


Figure 2.14 Taxable Retail Sales Per Capita comparison between Murray and nearby cities.

grocery stores, automotive services, restaurants, experiential retail, and retail distribution. These sectors have remained relevant by adapting their business models. Changes such as shrinking physical space, expanding distribution, increasing convenience with pick–up or delivery service, as well as decreasing table space, are all tools retail outlets are using to succeed in Utah.

Poorly performing retail outlets include clothing stores, toy stores, jewelry stores, and department stores. Stores without an online shopping presence are also struggling.

In Utah, potential new retailers use various metrics when choosing a site to locate a business. These metrics include; strong traffic counts, multiple points of access, growing nearby populations, strong daytime populations, and destination locations. Retailers are also increasingly using more detailed demographic data that identifies zip codes with more of their target customers.

Consumers and cities increasingly want retail and services within walking distance of residential areas. This trend means that the Fashion Place Mall and the areas surrounding it may transition to meet this need. A wider variety of uses including housing and office are needed in the immediate proximity to encourage a more walkable district.

In the case of Fashion Place Mall, the parcels that surround the mall and face State Street are also occupied by surface parking. Increasing parking densities on site with structured parking make these locations ideal for the construction of liner buildings. To meet the needs and desires of residents, consumers, and developers, these liner buildings could house a number of uses including office, residential, and restaurants. These uses would complement each other, creating a stronger daytime and nighttime population, better supporting existing retail.

2.9 OFFICE TRENDS

2018 was a record setting year from the office sector in Utah, with nearly $630 Million in permitted construction value. 2019 proved to be another strong year, as the office sector permitted nearly $503 million, making it the third highest year on record (inflation adjusted).

2.9.1 REGIONAL OFFICE MARKET TRENDS

Salt Lake County led the state in office construction with nearly 70 percent of Utah's total permitted construction projects.

The growth that the State and Salt Lake County are seeing in the office sector can be attributed to Utah's expanding employment, especially in the tech, professional and business services sectors.

According to a 2019 midyear Utah Market Report compiled by Newmark Grubb Acres, a full-service commercial real estate and market research firm based in Salt Lake City, demand for Salt Lake County office space has remained very strong over the past 12 months, as available supply is at the lowest level the market has seen in several decades. High demand is clearly evidenced by 1.1 million square feet of positive net absorption over the past 12 months, compared with 956,207 square feet year over year—a healthy 12.3 percent increase. On the supply side, direct vacancy stands at 7.13 percent at midyear 2019, down from 7.76 percent at year–end 2018 and 8.04 percent 12 months ago.

The construction of office buildings is flourishing in Salt Lake County, with 2.8 million square feet currently underway. By comparison, 1.4 million square feet was under construction at midyear 2018, but at 103.3 percent, the year–over–year increase in office space under construction is also a clear indicator of demand. It is worth noting that much of the 2.8 million square feet currently under construction has been pre–leased.

Statistics indicate the positive metrics of the office market include the total square feet leased and the achieved average lease rates. Over the past four quarters, 4.1 million square feet were leased throughout the county, a 40.1 percent increase over the previous four quarters. Additionally, lease rates increased 3.6 percent to $25.01 per square foot across all building classes over the same time frame. Interestingly, the number of overall lease transactions declined 6.9 percent compared with midyear 2018. However, transactions also grew larger in size year–over–year; the average transaction was 12,013 square feet at midyear 2019, compared with 8,011 square feet at midyear 2018. This data suggests that, the lease terms and overall lease rates have increased, further ensuring a stable market.

2.9.2 CENTRAL VALLEY OFFICE MARKET TRENDS

The Central Valley office market includes the western portion of Murray, including the Fashion Place West study area, the northern portion of Midvale, the eastern portion of Taylorsville, as well as a western segment of Millcreek.

At midyear 2019, the Central Valley market had a direct vacancy rate of 6.81 percent compared to 7.13 percent in Salt Lake County. The Central Valley market's vacancy rate was also lower than that of the Millcreek/ Holladay market, with a direct vacancy rate of 9.68 percent.

The Central Valley office market's average lease rate by midyear 2019 was $19.53 per square foot, which is similar to that of the Millcreek/ Holladay market, which achieved lease rate of $19.45 per square foot. However, the County's average lease rate was substantially higher at $25.00 per square foot.

Net absorption is the difference between the commercial space vacated in a certain time period and the spaces leased by commercial entities in the same area. Positive net absorption means more space was leased than was vacated in the market. Negative net absorption means that more commercial space was vacated in a particular market than was leased (or absorbed) by commercial tenants.

The Central Valley market has a positive net absorption of 27,655 square feet, which is much better than surrounding markets such as Millcreek/ Holladay that has had a negative net absorption of 39,699 square feet over the same time period.

2.9.3 CURRENT ECONOMIC DEVELOPMENT TOOLS

Murray's Community and Economic Development offices facilitate redevelopment efforts and assist in economic development, community development and renewing urban areas. The Redevelopment Agency (RDA) of Murray City assists in redevelopment efforts by encouraging private and public investment in previously developed areas that are underutilized or blighted. Housing development is also a priority and the RDA works to increase the amount and variety of affordable housing within the community.

The City currently has six active project areas predominately throughout the west side of the City with varying expiration years and sizes. The Fashion Place West is not within a project area, but could be a prime candidate for future consideration due to its land values and proximity to the TRAX station and other important assets.

2.10 TRANSPORTATION ANALYSIS

2.10.1 MAJOR STREETS

The study area is defined by one major arterial road, State Street, and three major collector streets, Winchester Street/6400 South, Cottonwood Street, Fashion Boulevard, and Interstate 15 and 215.

According to the current Murray General Plan, there is concern about traffic on neighborhood roadways originating from heavily congested major streets.

According to the UDOT Numetric collision database there were 493 recorded collisions in the study area from 2017–2019, with 34 of those resulting in injuries and none with fatalities. Of those collisions, 242 were considered intersection related. The largest clustering of collisions occurred at the intersection of Winchester Street and State Street. This intersection also saw the most injury crashes (7), bicycle crashes (3), and pedestrian crashes (2).

The intersection of State Street and Creek Drive had 14 collisions, 11 of which were turning left. Most of these collisions occurred during daylight hours in dry weather conditions.

2.10.1.1 WINCHESTER STREET/ 6400 SOUTH

Winchester Street/6400 South is a three–lane cross section arterial between the western edge of the study area and State Street—making it the main east-west corridor through the study area. Left–turn lanes are present at the intersections of Cottonwood Street, Fashion Place TRAX station, Travis James Lane, Jefferson Street, and Blaine Drive.

Besides these left–turn lanes, a central two–way left–turn lane services individual driveways along Winchester Street between Travis James Lane and 150 feet east of Clay Park Drive. The roadway widens to a four–lane cross section east of State Street up to the eastern edge of the study area.

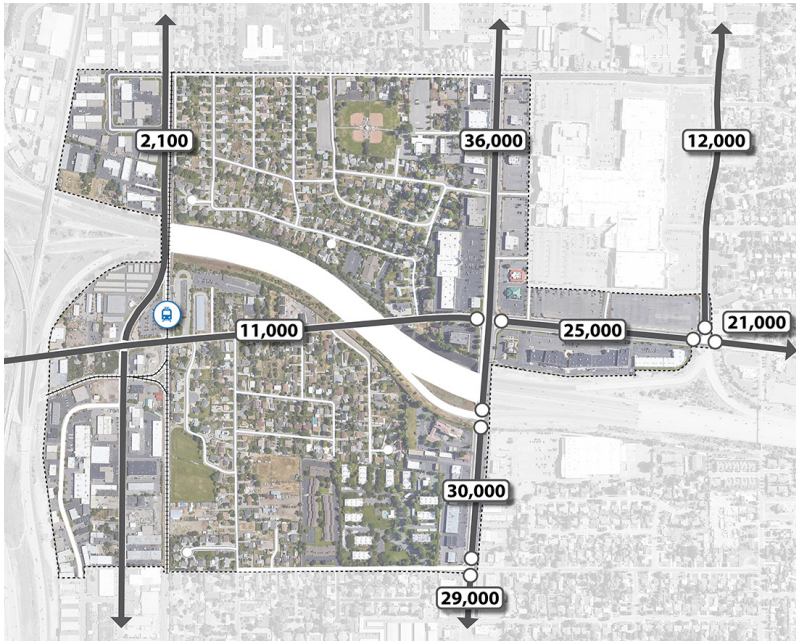


Figure 2.15 Map showing existing traffic counts on major roads in the study area.

There is on–street parking along Winchester Street from the western edge of the study area to 100 feet west of Cottonwood Street.

According to UDOT's 2016 statewide estimates, Winchester Street experiences an average annual daily traffic (AADT) volume of 11,000 vehicles per day between the western edge of the study area and State Street, and it experiences an AADT volume of 25,000 vehicles per day between State Street and the eastern edge of the study area.

There are bicycle sharrows on both sides of Winchester Street from the western edge of the study area to the intersection with Cottonwood Street. From Cottonwood Street east to Jefferson Street, five–foot bike lanes run adjacent to the curb on both sides of Winchester Street. From

100 feet east of Jefferson Street to Malstrom Lane, bicycle sharrows again appear in place of bike lanes. The five–foot bike lanes resume along Winchester Street from Malstrom Lane to 100 feet east of Clay Park Drive.

Sidewalks exist on both sides of Winchester Street throughout the study area. All sidewalks are four feet wide, except for a seven foot wide portion between State Street and South Fashion Boulevard.

2.10.1.2 COTTONWOOD STREET

Cottonwood Street is configured as a two–lane cross section throughout the study area, with additional right and left–turn bays present at the northbound and southbound approaches to Winchester Street. A left–turn lane also exists for the northbound approach to 6100 South. A sidewalk narrower than six feet spans the western edge of the roadway from the northern edge of the study area to the southern end of the I–215 overpass bridge. From this southern edge of the bridge, the sidewalk widens to ten feet wide until the intersection with Winchester Street, where the sidewalk narrows to eight feet wide until the intersection with 6500 South. From 6500 South to the southern edge of the study area, the sidewalk further narrows to seven feet wide.

According to UDOT's 2016 statewide estimates, Cottonwood Street experiences an AADT volume of 2,100 vehicles per day across the study area. Additionally, a signalized train crossing exists 230 feet south of the intersection with Winchester for the TRAX Red Line train.

2.10.1.3 STATE STREET

State Street (US–89) is a six–lane, 90–foot wide major north–south arterial across the study area that widens with turn bays at major intersections. There are left–turn bays on the northbound and southbound approaches at the intersections of 6100 South, Creek Drive,

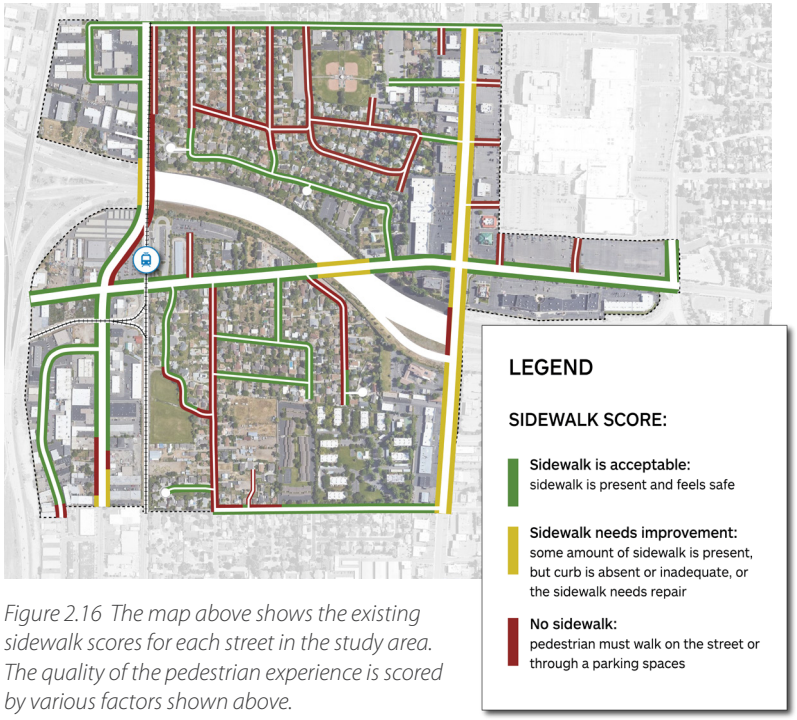


Figure 2.16 The map above shows the existing sidewalk scores for each street in the study area. The quality of the pedestrian experience is scored by various factors shown above.

and 6790 South. Two southbound left–turn lanes and one northbound left–turn lane exist at the intersection with 6400 South, along with a channelized right–turn lane on the southern approach. Two southbound left–turn lanes also exist at the intersection with the I–215 eastbound ramps, along with a right–turn lane on the southern leg. South of the I–215 ramp, a left–turn lane serves the Supersonic Express Car Wash on the western side of State Street. The intersection with the Sam's Club driveway has two left–turn lanes on the northern approach of State Street, as well as one left–turn lane on the southern approach.

Sidewalks exist on both sides of State Street throughout the study area. Along the roadway between 6100 South and 6400 South, the sidewalks are seven feet wide on the eastern side of State Street and five feet wide on the western side. Between the intersection with 6400 South, the sidewalks on the eastern side of State Street remain at seven feet wide

while the sidewalks on the western side widen to eight feet wide. Across the bridge over I–215, the sidewalks on both sides of State Street narrow to five feet in width. From the southern edge of the I–215 bridge to 6790 South, the sidewalks widen to six feet wide on both sides of State Street.

Route 201, one of UTA's most utilized bus routes, runs along State Street across the study area with stops at the intersections with 6100 South, Creek Drive, the Sam's Club driveway, and 6790 South. UTA's future Bus Rapid Transit (BRT) will also run along State Street across the study area.

According to UDOT's 2016 statewide estimates, State Street experiences an AADT volume of 36,000 vehicles per day between the northern edge of the study area and Winchester Street, and it experiences an average annual daily traffic volume of 30,000 vehicles per day between Winchester Street and the southern edge of the study area.

2.10.1.4 SOUTH FASHION BOULEVARD

South Fashion Boulevard has a 60–foot five–lane cross section (two through lanes and one center left–turn lane) through the study area. At the intersection with Winchester Street, additional left–turn and right–turn lanes are also present for the southbound approach. Sidewalks exist on both sides of South Fashion Boulevard with widths of four to six feet. However, most of these sidewalks have little or no buffer zone or park strip between the pedestrian zone and adjacent travel lanes.

According to UDOT's 2016 statewide estimates, South Fashion Boulevard experiences an AADT traffic volume of 12,000 vehicles per day across the study area.

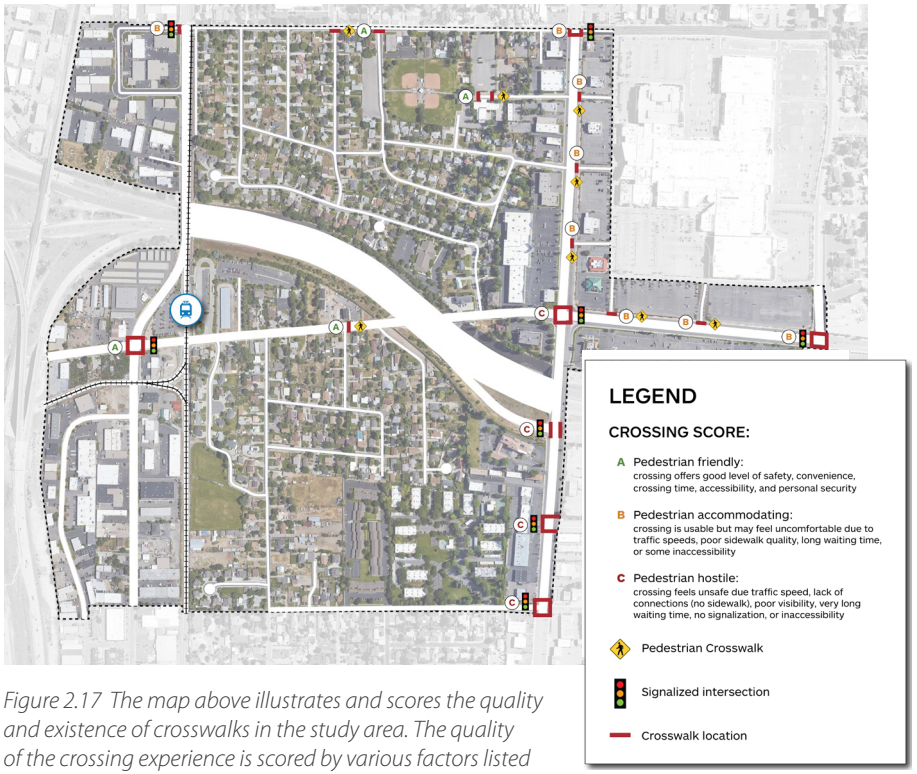


Figure 2.17 The map above illustrates and scores the quality and existence of crosswalks in the study area. The quality of the crossing experience is scored by various factors listed above.

2.10.2 MINOR STREETS

2.10.2.1 JEFFERSON STREET

Jefferson Street is a north-south neighborhood roadway extending from Winchester Street on the north to the southern edge of the study area. It is an unmarked 30–foot roadway with no sidewalks.

2.10.2.2 CREEK DRIVE

Creek Drive connects the northern neighborhood in the study area to State Street. It is an unmarked 40–foot roadway with no sidewalks.

2.10.2.3 6100 SOUTH

6100 South is a 30–foot wide two–lane collector road extending from its westernmost origin with 350 West to the eastern edge of the study area. The roadway extends to 50 feet wide at the signalized intersection with State Street to accommodate a left–turn bay and a right–turn bay. Five–foot sidewalks exist on both sides of 6100 South for the entirety of the study area. High–visibility crosswalks provide school crossings on the western and southern legs of the intersection with Cedar Street.

2.10.2.4 SOUTH MALSTROM LANE

South Malstrom Lane is a 25–foot wide unmarked neighborhood roadway with its northernmost point at Winchester Street that narrows to 15 feet wide at the intersection with Caleb Place. The only sidewalk is on the eastern side of the segment from the southern edge of the roadway to 380 feet south of Caleb Place.

2.10.2.5 400 WEST

400 West turns off 6500 South and extends to the southern edge of the study area. It is a 30–foot wide unmarked roadway that traverses an industrial zone. Sidewalks exist on both sides of 400 West throughout the study area.

2.10.2.6 790 SOUTH

6790 South is a 30–foot wide neighborhood collector roadway with four–foot sidewalks on both sides. 6790 South connects neighborhood access roads as far west as Jefferson Street to the State Street arterial. Sidewalks extend from 70 West to State Street on both sides of the roadway. There are no sidewalks along 6790 South from 70 West to the western edge of the study area.

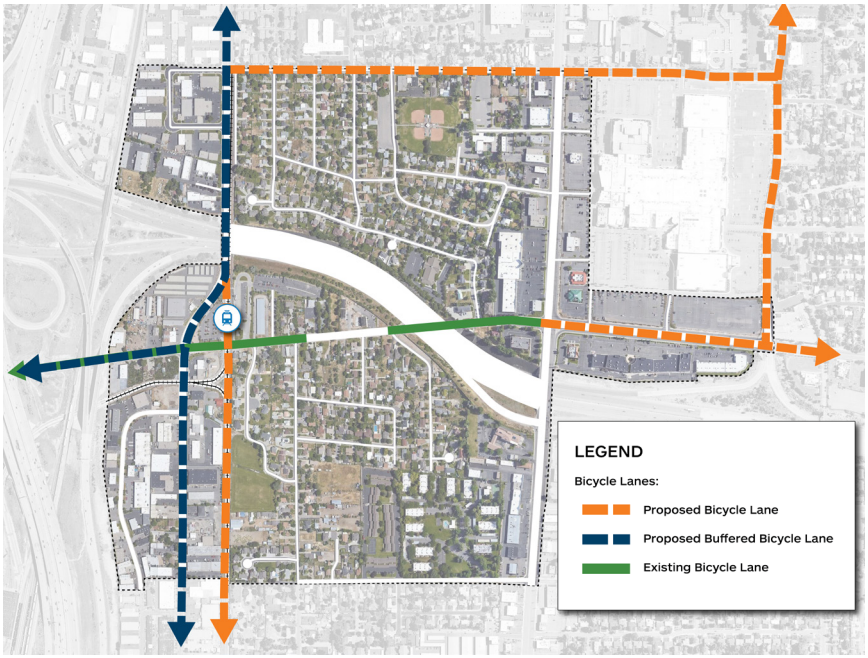


Figure 2.18 Map of existing and proposed bicycle connectivity in the study area.

2.10.4 BICYCLE CONNECTIVITY

The only bicycle infrastructure in the study area is on Winchester Street. From the western edge of the study area to Cottonwood Street, bicycle sharrows exist on both sides of the roadways, giving way to dedicated bike lanes up until 100 feet east of Jefferson Street. From here, a parking lane runs along the curb in place of the bike lane. There are no signs or markings indicating this curbside transition between bike lane and parking lane. Sharrows resume along Winchester Street until bike lanes resume at Malstrom Lane. These dedicated bike lanes continue from Malstrom Lane to 100 feet east of Clay Park Drive, where sharrows resume to the intersection with State Street.

State Street has no bicycle infrastructure despite it being an important vehicular connection for the area. It is possible that cyclists do not feel safe to travel on State Street due to high vehicular traffic counts.

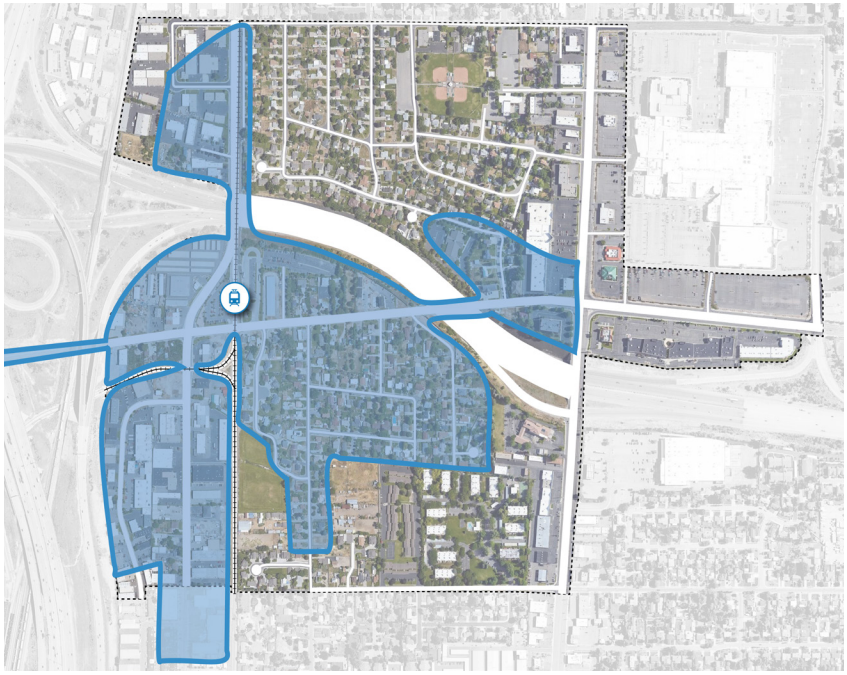


Figure 2.19 This 10 minute "walkshed" map illustrates the average distance covered by walking for 10 minutes from the center of the study area.

According to the UDOT numetric collision database there were 10 recorded bicycle–related collisions within the study area from 2017-2019. Seven of these collisions resulted in injuries, and three of these collisions occurred at the intersection of Winchester and State Street with drivers often noting that they were unaware of the presence of bicycles. The intersection of Winchester Street and State Street sees the most bicycle–related crashes of any intersection in the study area. The bicycle infrastructure from Winchester Street is not carried into the intersection with State Street.

According to Strava bicycle data, Winchester Street and Cottonwood Street see the most bicycle activity of the study area, as shown in the corresponding map.

The Wasatch Front Regional Council's (WFRC) Regional Transportation Plan and the Murray City General Plan outline several bicycle infrastructure improvements for the study area. The Murray General Plan also details current, future, and desired bicycle infrastructure. According to the Murray General Plan, citizens would like to bike more but do not feel safe to do so.

2.10.5 WALKABILITY

Sidewalks are present throughout much of the study area, all at least four feet wide. State Street, Winchester Street, 6100 South, and 400 West all have sidewalks on both sides of the roadway. A sidewalk exists only on the west side of Cottonwood Street between the northern edge of the study area to Winchester Street, then expands to both sides south of Winchester Street to the southern edge of the study area.

Roughly half of the neighborhood roadways in the study area have sidewalks on both sides of the street, the other half of the roadways have no sidewalks at all. There are few sidewalks throughout most of the Western Park neighborhood, just north of I–215 between Cottonwood Street and State Street. The Atwood neighborhood on the south side of I–215 has more sidewalks than Western Park, but some streets such as Jefferson Street and Malstrom Lane have only portions of or no sidewalk at all. A narrow sidewalk on Cottonwood Street across the busy interstate leaves pedestrians feeling unsafe as they travel between the TRAX station and final destination. Jefferson Street and 6790 South are important streets for the Atwood neighborhood, yet sidewalks are incomplete on both sides of the roadways.

According to the Murray General Plan, people would like to walk more but do not feel safe to do so or feel that desired destinations are not walk–friendly (i.e., large parking lots in front of a store entrance, limited park strip and street trees on sidewalks).

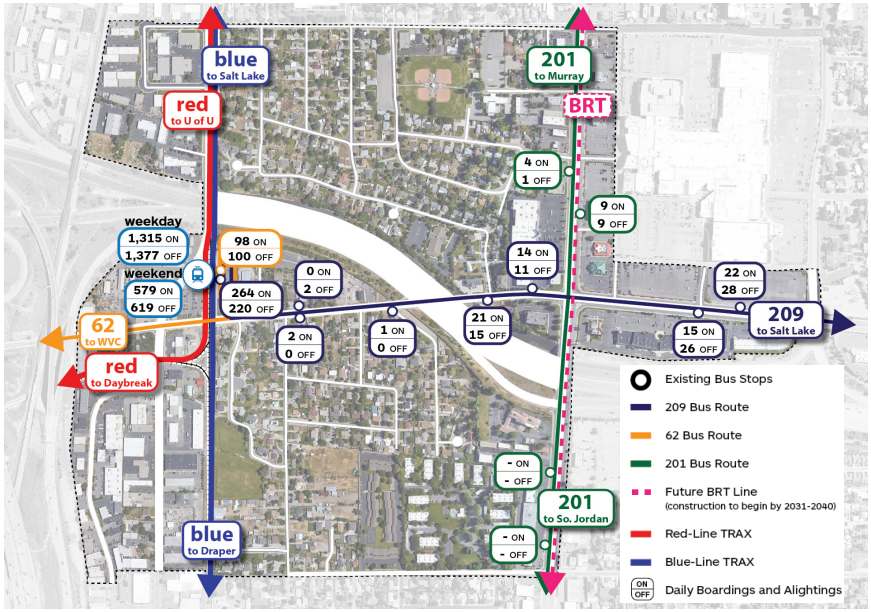


Figure 2.20 Map showing existing TRAX and bus service routes in the study area.

2.10.6 TRANSIT SERVICE

2.10.6.1 TRAX STATION CONNECTIVITY

The Fashion Place West TRAX station is the southernmost TRAX station where the Blue line and the Red line run concurrently. The Red Line connects to Daybreak Parkway in South Jordan and operates every 15 minutes from 5:15am-11:45pm on weekdays and every 20 minutes from 6:00am-11:30pm on weekends. The Blue Line connects to Draper Town Center and operates every 15 minutes from 5:00am-12:00am on weekdays and every 20 minutes from 5:45am-11:30pm on weekends.

The Fashion Place TRAX station carries thousands of passengers into and out of the study area every week, yet Fashion Place Mall is not easily accessible from this station if traveling by a means other than personal vehicle.

2.10.6.2 PUBLIC TRANSIT

UTA Route 201 connects Murray Central Station to the South Jordan station, operating north-south on State Street in the study area and stopping adjacent to 6100 South, Creek Drive, Sam's Club driveway (southbound only), and 6790 South. The 201 bus runs on half–hour headways from 6am-8pm on weekdays and from 7am-8pm with hour headways on Saturdays. The 201 bus does not operate on Sundays.

The UTA Route 62 bus connects the Oquirrh Shadows stop in South Jordan to the Fashion Place West TRAX station. Within the study area, the 62 bus runs east-west along Winchester Street from the western edge of the study area to the Fashion Place West TRAX station, stopping only at the Fashion Place TRAX station within the study area. The route with hour headways from 6:30am-6:30pm on weekdays and 90–minute headways from 6:30am-9:30pm on Saturdays. The 62 bus does not operate on Sundays.

The UTA 209 bus connects the Fashion Place West TRAX station to the North Temple TRAX station in downtown Salt Lake City. Within the study area, the 209 bus runs east-west along Winchester Street from the Fashion Place West TRAX station to the eastern edge of the study area, stopping adjacent to Jefferson Street, Malstrom Lane, Clay Park Drive, and Fashion Place Mall. The 209 bus operates on 15–minute headways from 6:00am-10:30pm on weekdays, half-hour headways from 7:00am-9:30pm on Saturdays, and on hour headways from 7:30pm-8:00pm on Sundays.

Most bus stops within the study area consist of signage only, with few shelters, benches, waste receptacles, or other improvements present.

Route	Stop Name	Total Ons	Total Offs	Average Ons	Average Offs
62	Fashion Place West	2,160	-	98	-
62	Fashion Place West	-	2,208	-	100
201	State Street 5590 South	27	224	1	10
201	State Street 6300 South	192	200	9	9
201	State Street 6200 South	86	21	4	1
209	Winchester Street 219 East	491	613	22	28
209	Winchester Street 50 East	298	244	14	11
209	Winchester Street 170 West	5	52	0	2
209	Fashion Place West	-	4,845	-	220
209	Fashion Place West	5,800	-	264	-
209	Winchester Drive 171 West	48	5	2	0
209	Winchester Drive 97 West	12	3	1	0
209	Winchester Street 31 East	471	337	21	15
209	Winchester Street 194 East	333	576	15	26
TRAX	Weekday	28,925	30,288	1,315	1,377
TRAX	Saturday	2,896	3,036	724	759
TRAX	Sunday	2,171	2,397	434	479

Figure 2.21 The table above outlines the public transit boardings and alightings (exiting the bus) for all the stops and stations in the study area during May, 2019.

The Fashion Place West TRAX station is the most utilized station in the study area with over 1,300 average weekday boardings. Similarly, the bus routes in the study area experience their highest utilizations at the TRAX station connection. Route 62 has about 100 average daily boardings, and Route 209 experiences over 200 daily boardings at the Fashion Place West TRAX station connection.

2.10.7 LOCAL AND REGIONAL PLANNING CONTEXT

The Murray City General Plan emphasizes the City's desire to improve accessibility by walking, biking, and public transit in the corridor between I–15 and State Street to provide adequate infrastructure for existing and planned commercial development. The General Plan recommends the following improvements to mobility and circulation in the study area:

- Construction on Cottonwood Street to relieve north-south congestion on State Street and 700 West (Murray Boulevard). This project is in progress. The reconstruction of the bridge over I–215 will include sidewalks and bike lanes.
- Encourage employers to offer incentives and alternatives to relieve peak period vehicular congestion.
- Adopt a complete streets policy applicable to new and reconstructed roadways where feasible.
- Identify transit use impediments and prioritize solutions.
- Develop and implement an Active Transportation Plan.
- Implement a dedicated funding source for the improvement of pedestrian and bicycle facilities.
- Implement traffic calming measures on roadways where traffic operates beyond the target speed.

2.10.8 WASATCH FRONT REGIONAL COUNCIL REGIONAL TRANSPORTATION PLAN

The WFRC Regional Transportation Plan (RTP) outlines several roadway infrastructure improvements, summarized in map showing future projects:

- State Street is planned for future operational road improvements.
- Winchester Street will be widened from two travel lanes (68–foot right–of–way) to four travel lanes (86–foot right–of–way).
- A new Bus Rapid Transit (BRT) line will operate along State Street throughout the study area, along with the existing Route 201.
- A priority buffered bike lane is planned for Cottonwood Street between the northern edge of the study area and Winchester Street, as shown in the Active Transportation Implementation Plan map.
- A shared–use trail is planned to run along the TRAX Blue line from Winchester Street to the southern edge of the study area.

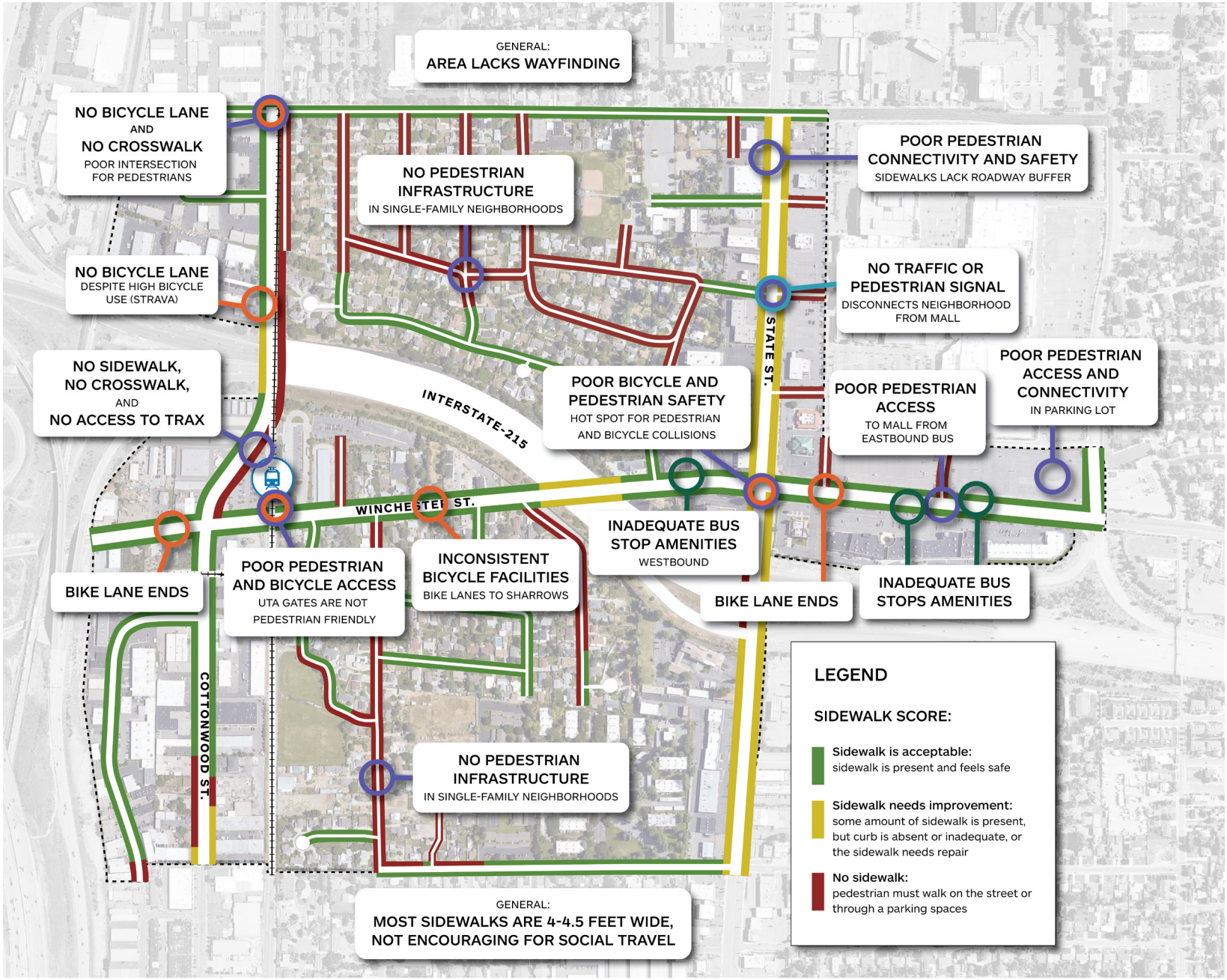


Figure 2.22 Walkability infrastructure scoring for the study area.

3 HOUSING

3.1 INTRODUCTION

Housing investment is a vital component to continued growth and vitality for any community. In recent years, interest in more urban and concentrated housing options have grown across the country, including Murray and the Salt Lake metro area. This interest is driven largely by a demand for housing options that fit changes in demographics, lifestyle, resource use, and budgets.

In order to promote growth and sustained development energy in the Fashion Place West neighborhood, focusing on more diversity of housing options is essential. Because of its location in the valley and proximity to transit, the neighborhood will soon face similar development pressures that are being experienced by other parts of Murray and other cities throughout the Wasatch Front. The small area planning process is a proactive way for the City to define the way in which the study area expects to plan for future growth.

- **15 MINUTES TO FASHION PLACE MALL**
- **15 MINUTES TO LIBERTY ELEMENTARY SCHOOL**

- **12 MINUTES TO SANDY**
- **23 MINUTES TO DOWNTOWN SALT LAKE CITY**
- **24 MINUTES TO DAYBREAK**
- **70 MINUTES TO PROVO**
- **90 MINUTES TO OGDEN**

- **40 MINUTES TO PARK CITY**
- **10 MINUTES TO BIG COTTONWOOD CANYON**
- **23 MINUTES TO SLC AIRPORT**

Figure 3.0 Ease of access to transportation networks and jobs centers from this area make it a prime location for expanding housing choices.

Figure 3.1 Housing choices near transit service and other transportation networks are a vital part of expanding economic development in the City and providing affordable household options.

More housing brings more people to the neighborhood for more hours of the day than retail or office uses. This change and growth will support the nearby TRAX station by increasing the density around it, and with that, increase ridership, as well as support a greater variety of businesses, services, and other uses in the Fashion Place West area.

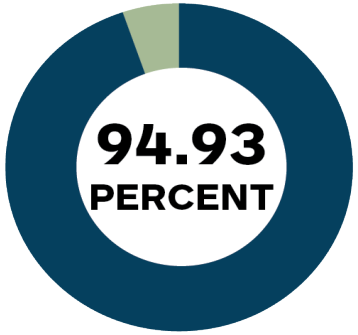
3.2 HOUSING DEMAND

3.2.1 POPULATION GROWTH

Over the last few years Utah housing inventory has not kept up with the rate of population growth both in single and multi–family dwellings. Overall (for sale and rental) vacancy rates in Salt Lake County are the lowest they have been in over a decade, at approximately 5.5 percent. Rental unit vacancy rates are a bit lower at 4.6 percent. Even though Utah has previously led the nation in homebuilding, constructing homes and apartments at a rate of nearly three times the national average, the state still faces a housing shortage. This lack of supply has led to increasing home prices and rental rates. The Salt Lake Chamber polled their members regarding their thoughts on affordable housing in the region, and almost 95 percent of survey respondents agreed that affordable housing is a major problem for Utah's continued economic growth.

With Utah's population expected to double by 2065, the demand for affordable housing will only increase. In order to accommodate the housing needs of both current and future residents, tools must be implemented that increase inventory, diversify options, and expand affordability. Planning for continued population growth is a primary challenge that the region faces in the short and long-term.

Figure 3.2 Strong population growth in Salt Lake County will ensure increased demand for housing in more walkable and bikeable neighborhoods near employment centers.



of survey respondents agree that affordable housing is a major problem for Utah's continued economic growth
(Source: The Salt Lake Chamber)

Figure 3.3 Survey responses regarding housing affordability.

3.2.2 AFFORDABILITY

3.2.2.1 MODERATE INCOME HOUSING

Utah State Code Section 10-9a-403 states that each municipality is required to include a plan for moderate-income housing as part of their General Plan. This plan must facilitate a reasonable opportunity for individuals of moderate-income levels the option to live in the City. Moderate-income housing is defined by the Department of Housing and Urban Development (HUD) as, "housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80 percent of the median gross income for households of the same size in the county in which the City is located."

This section uses the Salt Lake County Area Median Income (AMI) and average household size to determine moderate income thresholds for Murray City. This data will help the City and more specifically, the Fashion Place West study area to determine housing needs, and thus encourage and incentivize developers to build housing of different types and for differing income levels.

3.2.2.2 COST-BURDENED HOUSEHOLDS

A household spending 30 percent or more of its gross income on total housing expenses—rent or mortgage, basic utilities, and property taxes—is considered cost burdened. A household spending 50 percent or more of its gross income on housing is considered to be severely cost burdened.

In the state of Utah, one in three households (~66,000) face a housing cost burden demanding at least 30 percent of monthly income, and one in eight households (~125,000) face a severe cost burden. In Salt Lake County, 24 percent of low income households (30-50 percent of AMI), and 75 percent of extremely low income households (less than 30 percent AMI), are severely cost burdened. These households are far more susceptible to changes in the economy or personal emergencies, either of which could result in dire financial consequences or even homelessness.

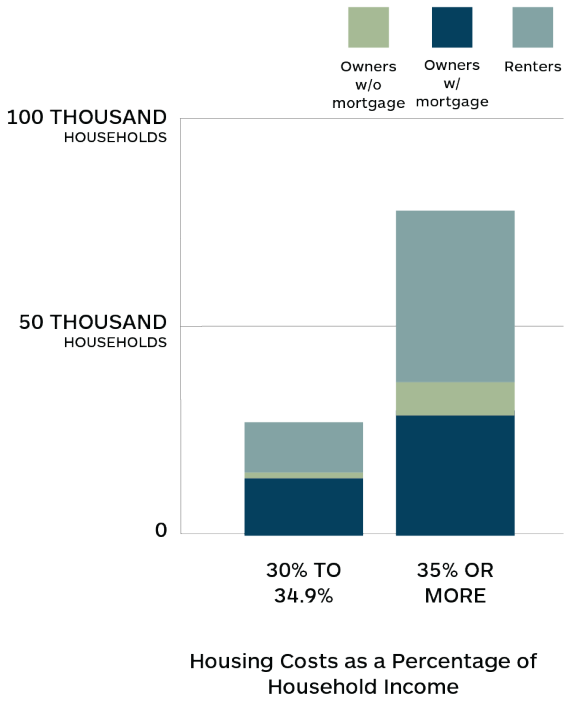


Figure 3.4 Renters in Salt Lake County make up the majority of cost-burdened households.

Providing support for the cost burdened households in Murray is needed to reduce the number of short-term residents and create more stable neighborhoods.

New construction lowers nearby rents by

5-7%

*Figure 3.5 Market-rate housing can increase supply and help keep rental prices in check.**

3.2.2.3 NEW MARKET–RATE HOUSING

There is a common misconception around the construction of new market–rate housing in lower income areas and how this development affects housing costs of more affordable housing options nearby. Market–rate housing is defined as any type of residential dwelling—whether the unit is to be owner or renter occupied—that is available at the prevailing market value for the area, and similar to comparable real estate transactions. Contrary to common concerns, new market–rate construction slows local rent increases rather than initiate or accelerate them. A recent study* performed by the Upjohn Institute shows that new market–rate buildings have the capacity to decrease nearby rents by 5-7 percent relative to locations slightly farther away or developed later, and can also increase in-migration from low income areas. The

**Asquith, Brian J., Evan Mast, and Davin Reed. 2019. "Supply Shock Versus Demand Shock: The Local Effects of New Housing in Low-Income Areas." Upjohn Institute Working Paper 19-316. Kalamazoo, MI: W.E. Upjohn Institute for Employment Research.*

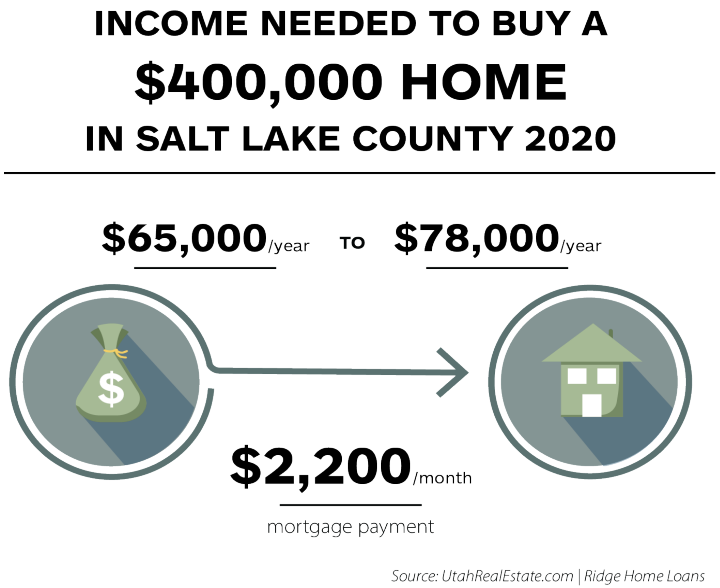


Figure 3.6 Graphic showing necessary household income to purchase a home in Salt Lake County.

study also shows that new construction decreases the average income of people moving to the area by approximately 2 percent, as well as the number of people moving to the area who are from very low income neighborhoods by almost 3 percent. This is due to the fact that new buildings reduce costs in lower segments of the housing market.

Another misconception about the construction of new market–rate housing in a lower income neighborhood is that this development contributes to or initiates gentrification. The Upjohn Institute study found that new construction actually tends to occur after a neighborhood has already begun to change, or gentrify. The end result is the eventual accommodation of pre-existing demand, diverting high-income households from nearby units and reducing rents, instead of signaling that a neighborhood is now desirable.

Murray City should adopt strategies that encourage housing

Figure 3.7 With the projected increase in population over the next 20 years, market-rate and more income-dependent housing options will be important to maintaining affordability.

development. Regulatory restrictions on housing development can lead to higher rents, and faster home price growth. This leads to fewer people moving into economically successful areas. Strategies that promote residential construction foster more economically integrated neighborhoods, which also promotes economic mobility and housing options for low income residents. Market-rate housing construction not only improves regional affordability, but also neighborhood affordability.

3.2.2.4 ENERGY PRICES

In a world of higher energy costs, it will be essential to consider the combined costs of housing, transportation, and utilities—to ensure that families have adequate residual incomes to afford other necessities. This in turn suggests the importance of policies and practices that help to reduce these combined costs, for example, by ensuring the availability of affordable homes near public transit and job and retail centers—so

that families have options to reduce car usage. Such options may include walking, biking, public transit use, or shorter and fewer car trips.

3.3 HOUSING SUPPLY

3.3.1 LIFE CYCLE HOUSING

Murray City and the Fashion Place West neighborhood should be a place where residents can live in the City and in their neighborhood through any stage of life. The General Plan discusses life cycle housing throughout the document, with the goal to encourage diverse housing types that respond to housing needs, allowing individuals to stay in their communities as their housing needs evolve.

Figure 3.8 Life cycle housing is a strategy to ensure that all households have access to housing choice in their neighborhood throughout their lifetime.

Life cycle housing involves reintroducing the model of providing a mix of housing types in a neighborhood. Typical suburban development tends to segregate people based on their income. By addressing all stages of life, ranging from young couples, the fixed–income student, to the aging grandparent, a wide variety of individuals and families live in proximity to each other, creating a more dynamic social environment, and more choices for any household. A neighborhood that has housing options for all of these groups is less dependent on any one particular demographic group, and will see more social stability as individual households are able to stay within established social networks, despite changes in household needs.

Life cycle housing is a housing strategy that the City should continue to support and identify how the housing stock in the Fashion Place West area can be diversified beyond its current housing stock.

3.3.2 HOUSING OPTIONS

Neighborhoods centered around public transit and transit-oriented development (TOD) are intended to provide a wider range of choices in transportation, retail, and housing. Housing for people of all income levels is especially appropriate in these types of neighborhoods. Housing choices in transit-oriented developments allow a greater number of people from a wider range of backgrounds and affordability levels to access jobs without driving. Additionally, residents of lower income levels are more often transit-dependent than residents within middle-income brackets. Expanding housing styles, types, and providing housing near frequent and effective transit increases quality of life and access to employment opportunities and services. Increasing housing choices and development will help meet the changing residential demand and build a larger residential economic base.

3.3.2.1 PHYSICAL HOUSING TYPES

In order to respond to Murray's changing demographics and the housing needs of its diverse community, it is critical to begin to look within the City for real and responsive change that will encourage the market to develop the housing and infrastructure needed to accommodate our growing community. This goal focuses on the need to increase the diversity of housing types and opportunities in the City by seeking policy reforms that can enhance the flexibility of the land use code and create an efficient and predictable development process for community growth. Strategic policy decisions that integrate the transportation system, development related infrastructure, financial institutions, and data, as well as innovative design and construction methods, can break down social and economic segregation, thus building a City for everyone.

Figure 3.9 Housing supply of all kinds at all price points is lacking throughout the region.

While the Fashion Place West study area is predominately built-out, there is ample opportunity for redevelopment and infill development of existing parcels that complement current development patterns. Context sensitive development can ensure the character of neighborhoods is protected and enhanced by new development. While the type and location of housing is largely driven by the market, land use regulations and City policies can help guide the development. The Fashion Place West study area has the capacity for infill development of appropriate types and locations, and can benefit from partnerships with local housing developers who are already active in creating urban, mixed–use, multifamily projects. The City and development community can work together to address changes in housing preferences and needs, and provide more housing choices for buyers and renters at all price levels to meet housing objectives.

3.2.2.2 FOR RENT AND FOR SALE HOUSING

A healthy housing stock requires a diverse inventory of for-sale and for-rent products. These products can and should take many different forms. Units designed and constructed to be rented and owned can

include single–family homes, condominiums, townhomes, apartments, as well as accessory dwelling units (ADUs). Residents require different styles of housing at different points in their lives. Within the Fashion Place West study area, for-sale single–family homes dominate the landscape. As mentioned previously, the area does include both an apartment and condominium development but other housing types do not exist. Diversifying the nature of the for-sale and rental market in the study area will further contribute to creating an affordable neighborhood and City.

3.4 TRANSPORTATION AND HOUSING

3.4.1 AFFORDABILITY AND TRANSIT

Increased public transit options and proximity to housing and job centers can have a great impact on the increase of affordable housing options. The Metropolitan Planning Council and Center for Housing Policy performed a study in 2010 that identified public transportation as a key variable to the availability of affordable housing. In order to make housing cheaper, public transportation needs to be more accessible and less expensive, and a municipality's definition of affordable housing should include transportation costs.

4-24% HIGHER

median sales price of neighborhoods near public transit

Figure 3.10 Public transit can greatly increase home values.

1 in 4 homes, within proximity to public transit, does not own a personal vehicle

Figure3.11

Figure 3.12 Connectivity for bicycles offers an affordable mode of transportation and recreation to an area.

Affordable housing that is more compact and closer to transit lowers housing costs. When compact, residential development is located near public transit hubs or work centers, it can decrease transportation costs and cut down on travel time for working individuals. Local policy makers, as well as those at the regional and state levels have the responsibility to adopt or amend current regulations to encourage the development of housing near transit centers.

3.4.2 HOME VALUES AND TRANSIT

According to a study performed by the National Association of Realtors (NAR), housing next to public transportation increases home values. These neighborhoods have median

$2,500-$4,400

in average yearly transportation savings of households living near public transit

Figure3.13

Figure 3.14 Walkable destinations are more attractive to visitors, businesses, and future residents.

sales prices 4-24 percent higher than those of neighborhoods farther away from public transit. Home price gains in these transit-oriented communities make sense because these areas typically are in high demand, where more businesses, restaurants, and opportunities tend to be located.

According to the same study by the NAR, homeowners also have flexibility when they live near public transit—1 in 4 homes were shown to not own a car. Additionally, average yearly transportation costs of households near transportation were between $2,500 and $4,400 less than those farther away. Living near transit services makes the most sense for anyone who needs easily accessible public transportation for daily work commuters, reducing driving costs and vehicle wear and tear.

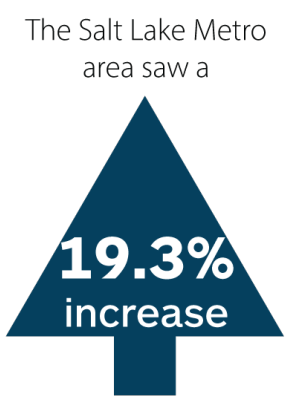


Figure 3.15 Walkable neighborhoods are expanding faster than car-dependent neighborhood in Utah.

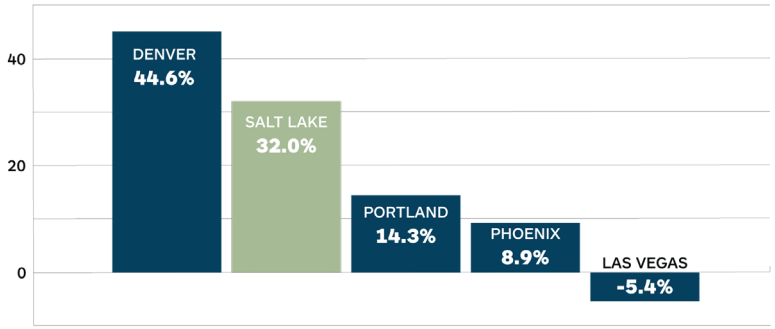


Figure 3.16 Walkability premium comparisons by major metropolitan area.

3.4.3 WALKABILITY

A recent study completed by the real estate website Redfin, showed that in two-thirds of large metropolitan areas, walkable neighborhoods have higher home values than car dependent ones. Additionally, walkable neighborhoods appreciated faster than car-dependent ones in 44 of 51 large metro areas in the past seven years.

Houses with high levels of walkability (according to the website WalkScore) command a premium over otherwise similar homes in less walkable locations. Estimates are that a single additional point of WalkScore is worth $3,500 in additional home value. As shown in the graph above, in Salt Lake County walkable home prices are 32 percent higher than car-dependent homes. Additionally, walkable homes have increased in price 19.3 percent faster than car-dependent homes.

The walkability premium is a clear market signal of the significant and

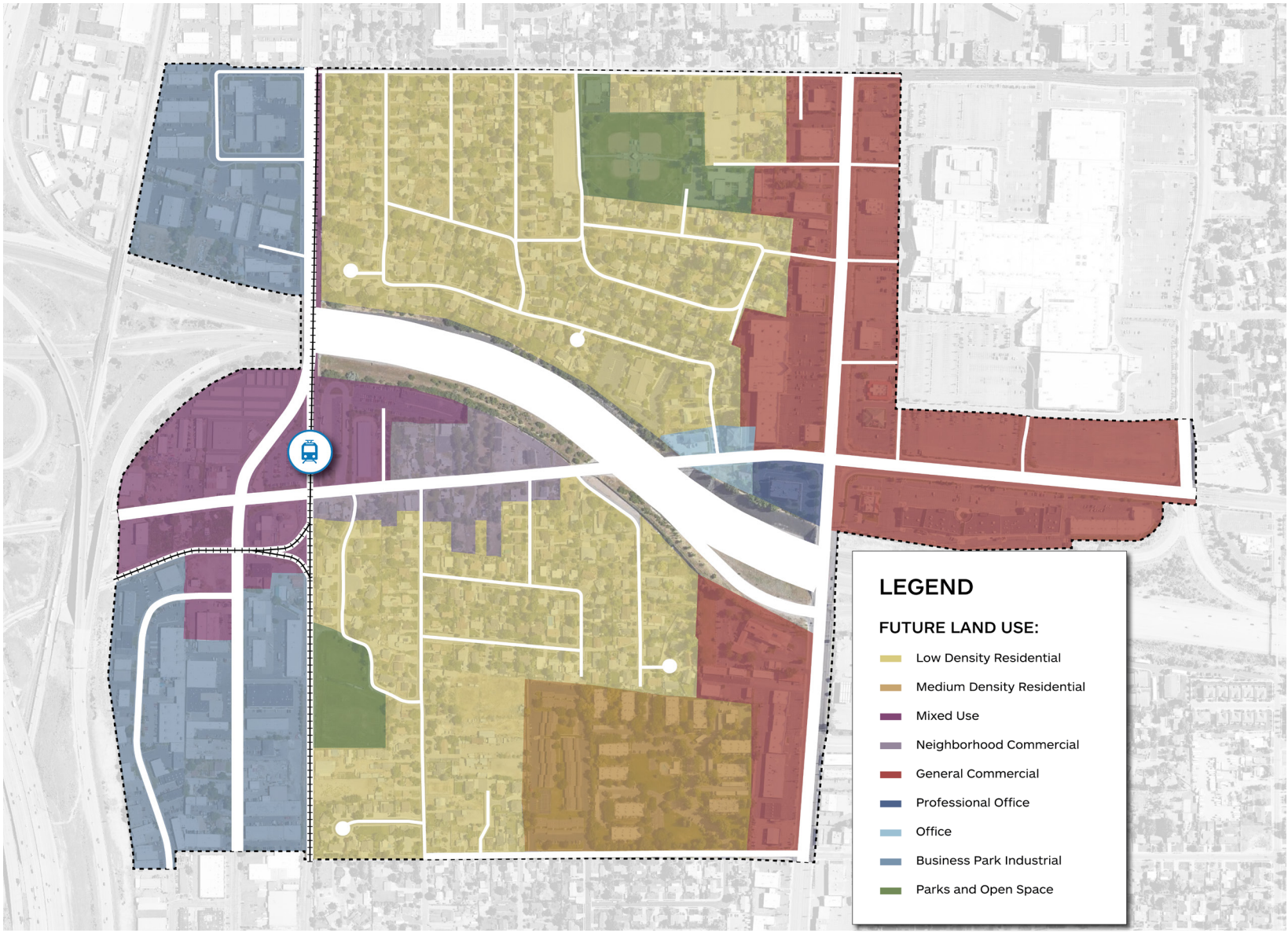


Figure 3.17 Murray City Future Land Use Map as determined by the 2017 General Plan.

growing value Americans attach to walkability. It is also an indication that we have a shortage of walkable urban centers to meet the demand of walkable urban-style places. We have not been building new walkable neighborhoods in large enough numbers to meet demand; nor have we been adding housing in the walkable neighborhoods we already have fast enough to house all those who would like to live in them.

3.4.4 15-MINUTE NEIGHBORHOODS

The "15-minute neighborhood" principle is aimed to make each neighborhood a place where residents can live as locally as possible. The concept stems from sustainable community planning work done in Melbourne, Australia by the Department of Environment, Land, Water and Planning in the state of Victoria.

A 15-minute neighborhood must be safe, accessible and well connected for pedestrians and cyclists in order to optimize active transportation. This neighborhood should offer open space, services and destinations, access to public transit, diverse housing options, and be able to facilitate thriving local economies. Neighborhood activity centers are fundamental to the "15-minute" principle and will provide residents with services and destinations.

More than anything, living as locally as possible cuts down on transportation costs, which has a positive effect on improving the affordability of housing in the neighborhood. This principle is important for the residents in Murray's Fashion Place West neighborhood that may have limited resources for housing and transportation. A 15-minute neighborhood gives residents access to their daily needs within a 15-minute walk, cycle, or public transit trip to and from their place of residence. 15-minutes is considered a "walkable" distance for pedestrians to meet most of their needs, including employment, housing, parks, education, transit and other daily needs.

3.5 MURRAY POLICY

Of the approximately 245 acres and 777 parcels that make up the Fashion Place West study area, 577 or 74 percent of those are residential land uses. The remaining 200 parcels make up the other 26 percent of the parcels and are occupied by non-residential land uses.

The existing housing stock in the Fashion Place West study area is aging. Most of the single–family homes were built in the 1960s with one smaller development built in the 1990s. There are also two multi–family developments within the study area. The South 67 Condos were built in the 1970s, and are an individually owned townhome style development.

The existing single–family residential homes along Winchester Street are not a complementary use, given the speed and frequency of traffic on the road. New residential construction should complement the area in massing, while offering a variety and differentiated housing types than what currently exists. Overall, the housing stock within the Fashion Place West neighborhood lacks diversity. The area is primarily market–rate single–family homes with one apartment development, and one condominium development.

3.5.1 2017 GENERAL PLAN AND HOUSING

The recommendations and strategies in the Housing section are built on the City's goals from the 2017 Murray General Plan. The Future Land Use Map above gives a visual representation of the General Plan, which discusses the concept of preserving existing housing and expanding housing choice throughout the City. Due to the current housing shortage in the state, housing is a key issue to be addressed.

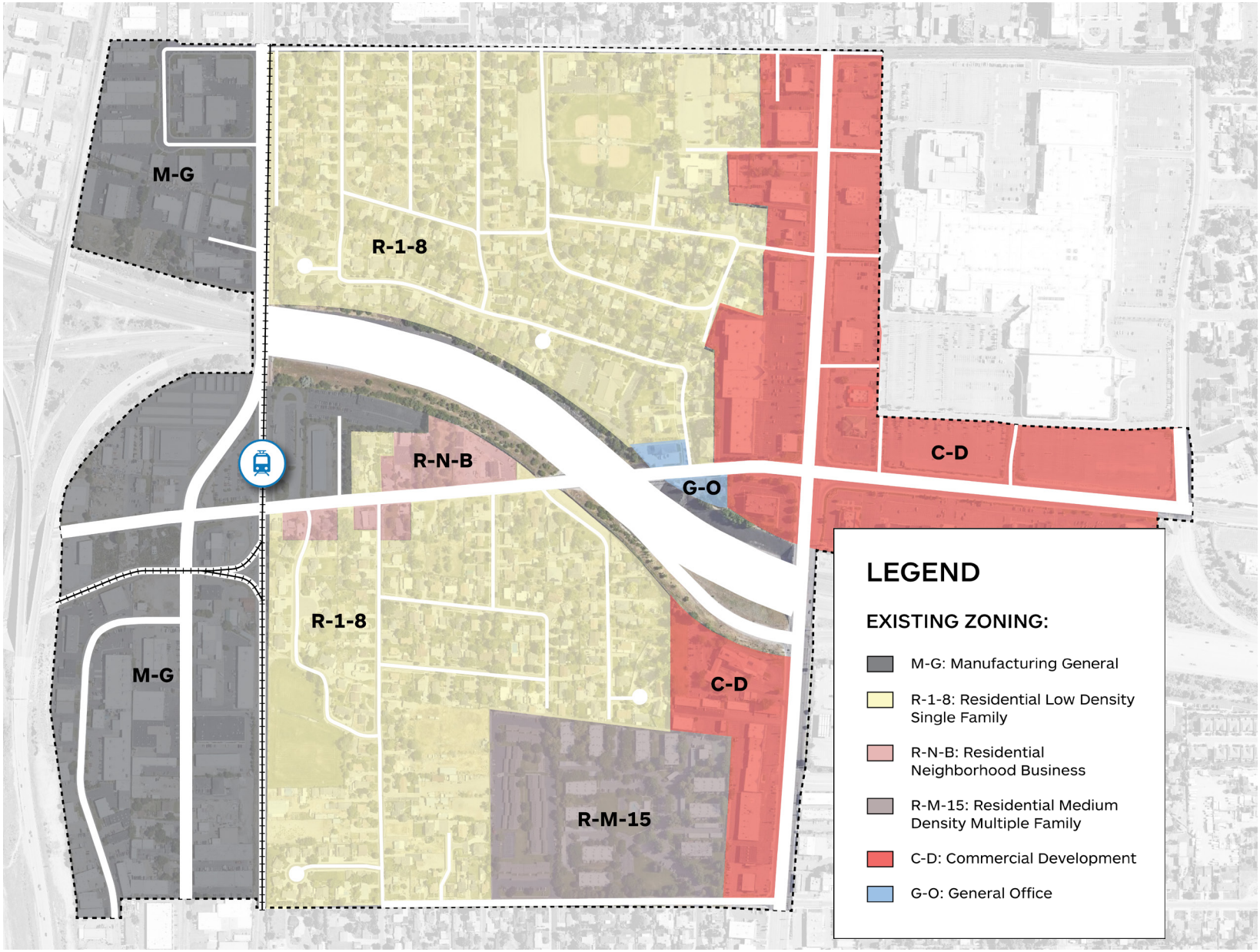


Figure 3.18 Map of existing zoning designations. Future zoning changes should be based on achieving the goals for the future of the Fashion Place West area.

3.5.1.1 KEY INITIATIVE #3

Initiative #3 in the General Plan is based around creating Livable and Vibrant Neighborhoods.

In order create success around this General Plan Initiative, corresponding land use and zoning regulations must be amended in order to provide more opportunities for life cycle housing within residential areas. Life cycle housing can include many different types, but diversity in housing means providing a variety of housing types that are accessible to all income levels. Single–family homes, town homes, duplex and triplex units, apartments, and ADUs, (such as mother-in-law apartments) are examples of the many different housing styles that the neighborhood could utilize.

3.5.1.2 CHAPTER 5: LAND USE AND URBAN DESIGN

Chapter 5 of the General Plan describes general recommendations for future land uses and urban design. Objectives that support this goal as it relates to housing include providing a mix of housing options and residential zones to meet a diverse range of needs related to lifestyle and demographics, including age, household size, and income.

3.5.1.3 CHAPTER 8: NEIGHBORHOODS AND HOUSING

The Neighborhoods and Housing section of the General Plan prescribes various methods to plan for the future of Murray's residential neighborhoods. The goal of this section is to "provide a diversity of housing through a range of types and development patterns to expand the moderate-income housing options available to existing and future residents."

3.6 CURRENT ZONING

The zoning map, when it was adopted, predominately mirrored pre-existing land uses. The current zoning in the study area allows for residential but predominately very low density.

The R-1-8, R-M-15, and R-N-B zones are the only zones in the study area that allow residential development. The R-1-8 designation is applied to all single–family homes within the study area, both north and south of I-215.

The **Single–Family Residential (R-1-8)** adjacent to Winchester Street should transition to a zoning designation that is more conducive to the major arterial that is Winchester Street. Residential land uses that are appropriate for parcels along major thoroughfares include higher density residential and a mix of uses. The single–family housing stock in the study area fills a need in the housing market and should largely be left preserved with the existing zoning.

The **Multi–Family** (**R-M-15)** zoning designation includes the apartment complex as the condominium complex within the study area. The density and height should be increased for those parcels that are adjacent to the Commercial Development (C-D) zone. The parcels that are adjacent to single–family homes should increase in density but be required to be a lower height or density at the property line and step up to the maximum density as the buildings near the Commercial District zone.

The zoning in the study area does not allow a mix of uses. In a successful transit-oriented development, a mix of uses is encouraged. This mix usually is in reference to ground floor active commercial uses with residential units above. These residential units can be a for-sale or for-rent product and of varying sizes.

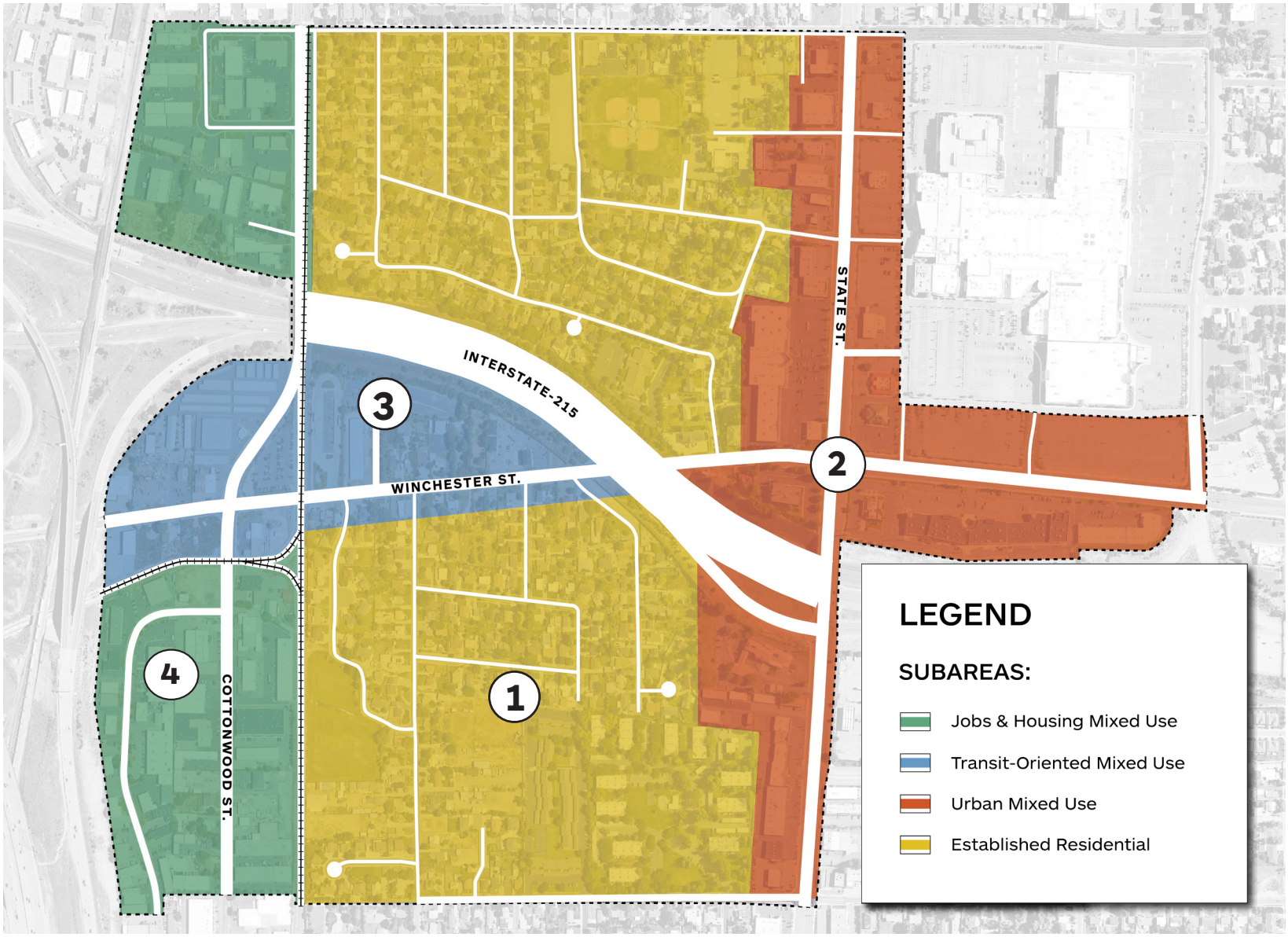


Figure 3.19 Map of sub-areas within the Fashion Place West study area. Residential use recommendations vary by sub-area.

The **Manufacturing (M-G)** designation is applied to a majority of the parcels that surround the TRAX station as well as the western portion of the study area along I-15.

This area has natural breaks from the single–family homes with the rail line, I-15, and I-215. Those facts make this an ideal location to transition to four to seven story residential towers in the future.

Residential uses around transit stations and adjacent to freeways should include much higher densities as they are not adjacent to single–family or lower density homes. The highest residential densities should be concentrated at points closest to the Fashion Place West TRAX station and the areas between the rail lines and I-15.

The **Commercial District (C-D)** zone is the eastern portion of the Fashion Place West study area. This zone includes Fashion Place Mall and the east and west sides of State Street within the study area. While the C-D zone has height allowances that are somewhat favorable for this area, residential is not currently allowed in this zone.

While the **Mixed–Use Development (M-U)** zone is not applied to parcels within the Fashion Place Study area, the M-U zone is versatile enough that it could be applied in and around the Fashion Place West Station area. Higher density uses including residential are encouraged, and single–family homes and duplexes are not permitted.

Text amendments are necessary in order to encourage and incentivize more housing in the area. Increased densities are necessary given the geographic location, housing demand in the region and throughout the state, and proximity to the TRAX station.

3.7 HOUSING SUMMARY AND RECOMMENDATIONS

In order for transit-oriented development to be successful, it is important for advocates to also be strong supporters of new housing development. The demand for walkable living across varying demographic groups is quite positive for most communities, particularly those that can provide good transit service and access to job centers and recreation, like the Fashion Place West neighborhood.

One of the key strategies of the The Wasatch Front Regional Council's (WFRC) Regional Transportation Plan (RTP) is to focus growth around multi-modal transportation neighborhood centers. These centers are created using community input and are reflective of the desires of the local population. These centers can become the focus of a strong market for moderately priced and life cycle housing for all income levels, as well as accessible jobs and services.

Unfortunately, many communities struggle to build more housing choices, often due to public misconception. Public and political resistance to increased residential densities often needed in order for projects to be viable, often prolong the development process several months, if not years, making a community far less attractive to developers.

With the current optimism and excitement apparent in Murray, it is vital that new housing growth be seen as a positive rather than a negative. The support of City officials is critical for the successful growth and development of context-sensitive housing. In addition, Murray's Fashion Place West neighborhood has a great deal of under-utilized land that could be converted to more productive and active uses, such as housing and mixed–use projects.

SUB-AREA 1: ESTABLISHED RESIDENTIAL

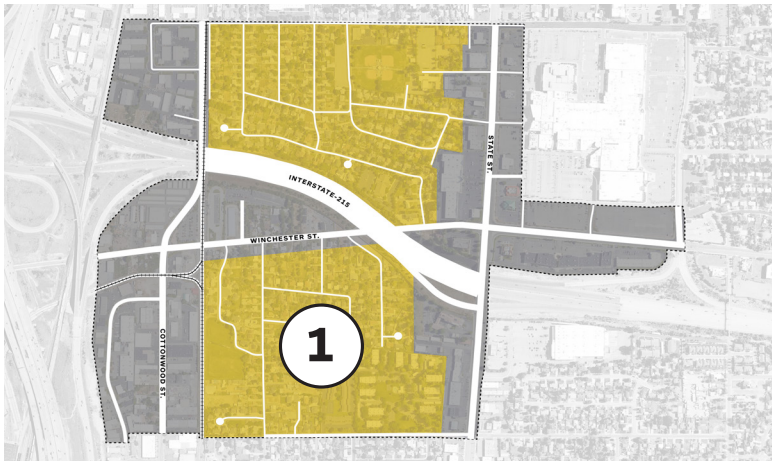


Figure 3.20 The single-unit neighborhoods within the Fashion Place West study area are well established and are an asset of great value to the City. These neighborhoods should be preserved, with the exception of infill development where underdeveloped parcels exist within the neighborhoods. Using development along Winchester to buffer this neighborhood can also create a wider range of housing choice within the area.

DUPLEX DEVELOPMENTS

Figure 3.22 Duplex units are an appropriate housing type in this sub-area. Duplexes provide the benefit of adding housing units to the neighborhood, increase density, all while maintaining the aesthetic of the area.

ACCESSORY DWELLING UNITS (ADU)

Figure 3.21 Accessory Dwelling Units (ADUs) constructed over a single–family home's garage is an example of a way to provide life cycle housing in the study area. This dwelling type is encouraged to allow more people to live in the neighborhood without greatly impacting the look and feel of it.

SINGLE–FAMILY RESIDENTIAL

Figure 3.23 This sub-area is primarily a single–family neighborhood. This type of housing remains an appropriate housing type in order to maintain the character of the neighborhood.

SUB-AREA 2: URBAN MIXED–USE

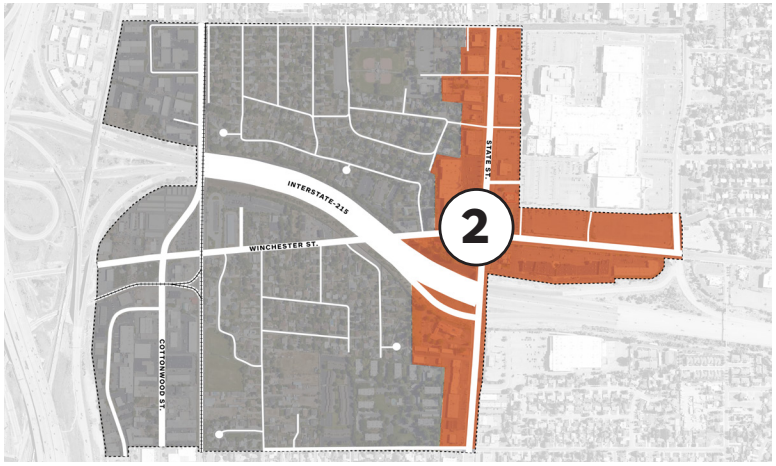


Figure 3.24 The area along State Street including Fashion Place Mall may densify over time. With State Street accommodating such a large volume of cars each day, as well as the proximity to both I-15 and I-215, there will be a great demand for this area to transition to a more urban style of development. Properties currently adjacent to State Street are ripe for redevelopment, where taller buildings could be constructed to address State Street to create a more urban environment. These types of developments could support the higher costs of taller construction methods.

2-4 STORY RESIDENTIAL WITH MIXED–USE

Figure 3.26 Middle density residential with a mix of ground floor uses are appropriate in this sub-area, due to the current land uses and densities, as well as nearby public transit.

HIGH DENSITY RESIDENTIAL WITH GROUND FLOOR MIXED–USE

Figure 3.25 Given the urban and commercial nature of the Street corridor, higher density residential uses are appropriate. The most dense projects should be located along main thoroughfares such as State Street and 6800 South.

4-6 STORY MULTI–FAMILY RESIDENTIAL

Figure 3.27 Four to six story residential development is recommended in the Urban Mixed–Use sub-area where buildings are not adjacent to major thoroughfares or single–family residential.

SUB-AREA 3: TRANSIT-ORIENTED MIXED–USE

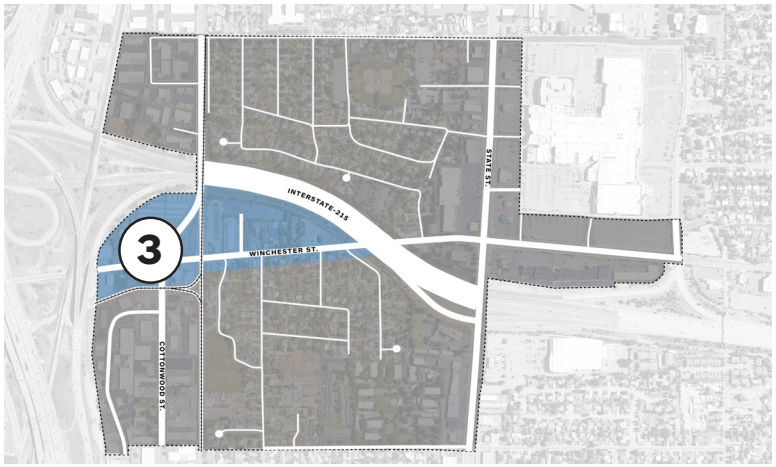


Figure 3.28 Over time the area adjacent to the TRAX station will become even more valuable given its proximity to transit service. New development will be more dense than current land uses and will be primarily residential uses and commercial uses including service related uses, restaurants, as well as other types of uses that support and are supported by the proximity to the TRAX station.

2-4 STORY RESIDENTIAL WITH MIXED–USE

Figure 3.30 Middle density residential with a mix of ground floor uses are appropriate in this sub-area, due to the current land uses and densities, as well as nearby public transit.

ROW HOMES

Figure 3.29 Row homes are a more dense housing type than town homes. Row homes are an appropriate housing type in sections of the sub-area where parcel sizes are smaller and do not allow for development as dense as multi-story multi–family residential.

TOWN HOMES

Figure 3.31 The TRAX station area is immediately adjacent to single–family homes in some areas, and adjacent to freeways, rail lines, and industrial in others. Town homes are an appropriate housing type that can be co-located near single–family homes in this sub-area.

SUB-AREA 4: JOBS AND HOUSING MIXED–USE

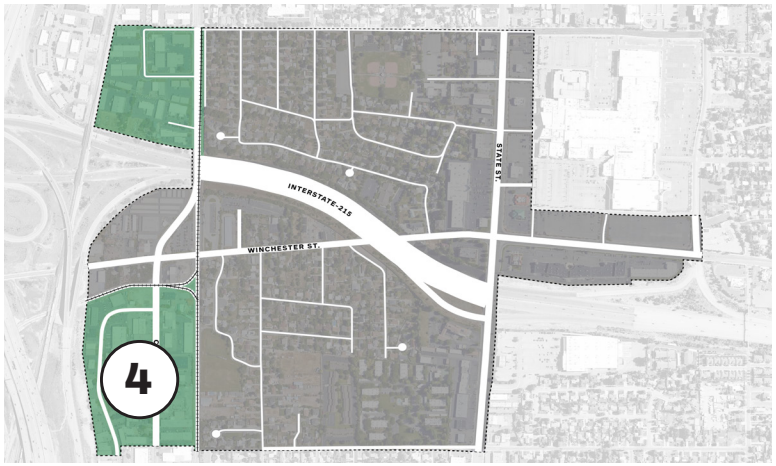


Figure 3.32 In the long term, as the valley increases in population, this area will increase in value and eventually transition from its current land uses to a densified jobs center that incorporates residential components.

OFFICE MIXED–USE DEVELOPMENT

Figure 3.33 With great proximity to transportation networks and other job centers, this area may transition to more office and mixed–use type developments.

2-4 STORY RESIDENTIAL WITH MIXED–USE

Figure 3.34 Middle density residential with a mix of ground floor uses are appropriate in this sub-area, due to the current land uses and densities, as well as nearby public transit.

4+ MIXED–USE DEVELOPMENT

Figure 3.35 As part of the job and housing mixed–use sub-area, condominium developments are an appropriate housing type. Condos provide a for-sale option to home buyers while providing more housing near transit service.

3.8 HOUSING IMPLEMENTATION STRATEGY

This implementation strategy weighs current market conditions, regulations, and best practices. These important factors help to identify and outline clear priorities and policy amendments that will improve housing development and opportunity within the study area.

3.8.1 HOUSING PRIORITIES

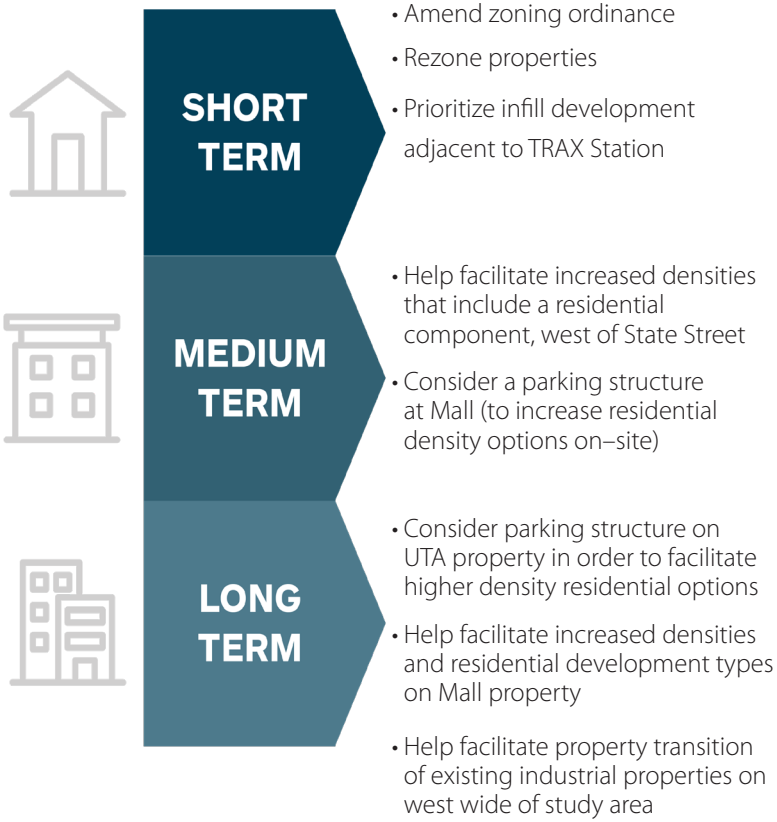
In order to expand housing choice in the study area, the following priorities have been identified:

1. Offer services and amenities near housing.
2. Provide housing for all stages of life.
3. Create a walkable neighborhood.
4. Increase residential allowable densities for development along and adjacent to the Fashion Place West TRAX station, I-15, and State Street, by increasing parking densities using structured parking in conjunction with mixed–use developments.
5. Address established residential neighborhoods by creating responsible transitions between existing residential and new, higher density developments.
6. Incorporate a mix of uses into new residential developments as well as existing single–use zone districts.

3.8.2 POLICY UPDATES AND LAND USE AMENDMENTS

Policy changes the City can implement will begin the process of change for the study area, including the following:

1. Create new Fashion Place West zone district (FPW) modeled off existing TOD zone with the following revisions:
   - (a) Parking
     - (i) Include shared parking provision.
     - (ii) Reduce residential requirements contingent upon proximity to TRAX station, shared parking calculation, etc.
     - (iii) Implement parking maximums.
   - (b) Reduce front yard setback from 15 feet and 25 feet, to 0 feet
   - (c) Implement maximum setback requirements.
   - (d) Consider a decrease of open space percentage requirements from 20 percent to 10 percent.
   - (e) Ground floor activation, requirements, and language.
2. Re–zone areas within the study area per recommendations of the General Plan.



4 CONNECTIVITY

4.1 INTRODUCTION

The study area is home to the Fashion Place West TRAX station, a major transit hub located over half a mile from Fashion Place Mall. Transporting people, especially to and from the TRAX station to the mall, is key to the area's continued economic vitality. While motorized vehicular infrastructure is well–established, pedestrian, bicycle, and transit infrastructure are not consistent through the area, and safety features could be added.

4.2 PREVIOUS PLANNING EFFORTS

4.2.1 2008 LIFE ON STATE

In 2008, the Life on State project established a shared vision for the future of the valley's 17–mile–long central corridor, State Street. The project was a collaborative effort between all six cities along State Street, Wasatch Front Regional Council (WFRC), Utah Department of Transportation (UDOT), Utah Transit Authority (UTA), Salt Lake County (SLCo), Salt Lake Chamber, Murray Chamber of Commerce, and the Downtown Alliance.

The vision for State Street was built on broad involvement with residents and stakeholders, and was detailed in the document. The belief was that this collaborative effort would create a safe environment for private investment consistent with the vision. The concept was that moving in a new direction was not as risky a proposition if it is backed by a strong, enduring commitment from the partnership.

4.2.2 MURRAY CITY GENERAL PLAN

The Murray City General Plan emphasizes the City's desire to improve accessibility for pedestrians, bicyclists, and public transit riders in the corridor between I-15 and State Street to provide adequate infrastructure for existing and planned commercial development.

Figure 4.0 Walkable and human scale nodes create a more inviting place.

4.3 BEST PRACTICES

4.3.1 CONNECTIVITY

Establishing better connections and improving the street grid between commercial areas, public transit, and surrounding neighborhoods begins by identifying locations, such as Fashion Place Mall, where the established street grid is not maintained, and establishing a plan to extend the grid when new development or redevelopment occurs. This will increase connectivity and diminish the island effect that is commonly created by these types of commercial land uses.

Designing and planning to implement more human–scale building design standards and improved streetscapes will help to guarantee that future development follows the grid with street design, building massing, and connectivity.

4.3.2 WALKABILITY

The experience of an individual on foot in an urban place can have lasting impacts on how a person feels about their community. Walkability is influenced by many factors, many of which are the degree to which human–scale design concepts are addressed. Slowing auto

traffic, encouraging ground–floor activation of buildings, improving streetscapes, incorporating public art elements, and shortening distances between destinations can create more walkable places. According to Foot Traffic Ahead, published in 2019 by the George Washington University School of Business and Smart Growth America, retail space in well connected walkable commercial areas can rent for 121 percent (over two times) over drivable suburban commercial space.

Walkable places are increasingly valued by potential residents, visitors, business owners, developers, and property owners. Findings in a recent report show that walkable urban places are also extremely economically beneficial to the local municipalities in which they reside, with properties in these areas also highly valued. Walkable urban office space has a 105 percent rent per square foot over drivable suburban space.

4.3.3 PLANNING FOR FUTURE TRAFFIC

With projected growth and development in and around the study area, traffic is likely to increase. The following measures offer a variety of ways to mitigate traffic and plan for future growth.

4.3.4 TRAFFIC ANALYSIS AND MITIGATION

Personal vehicles are a primary mode of transportation in Murray, leading to congestion on certain roadway segments during peak hours. Signals throughout the study area should be optimized and synchronized as an inexpensive and quick way to mitigate congestion. If signal timing adjustments do not alleviate the congestion—turn bays might need to be added or lengthened. Adding lanes should be a last resort in alleviating traffic congestion as implementation is expensive, occupies valuable right–of–way, increases the number of conflicts, and increases crossing distances for pedestrians and bicyclists.

The oncoming development around Winchester Street and 700 West will increase traffic along Winchester, likely impacting the study area. The intersection should be properly adjusted using the above techniques to ensure a satisfactory level of service. Additionally, the signal at Winchester Street and Cottonwood Street should be synchronized with the signal at Winchester Street and 700 West to prevent backups and delay. As of 2016, Winchester Street had 11,000 annual average daily traffic (AADT) of its 16,000 AADT capacity. Winchester still has 5,000 AADT capacity to absorb additional traffic from new development.

Figure 4.1 Successful connectivity includes consideration of active transportation.

4.3.5 LEVEL OF SERVICE AS A MEASURE

Level of Service (LOS) has been the standard method to evaluate the operational efficiency of an intersection for vehicles and for determining vehicular impact from developments. LOS is a calculation of delay per vehicle at a given intersection, ranging from A (least amount of delay) to F (worst amount of delay). It is not until recently that communities have begun to revise their measures of intersection quality and development

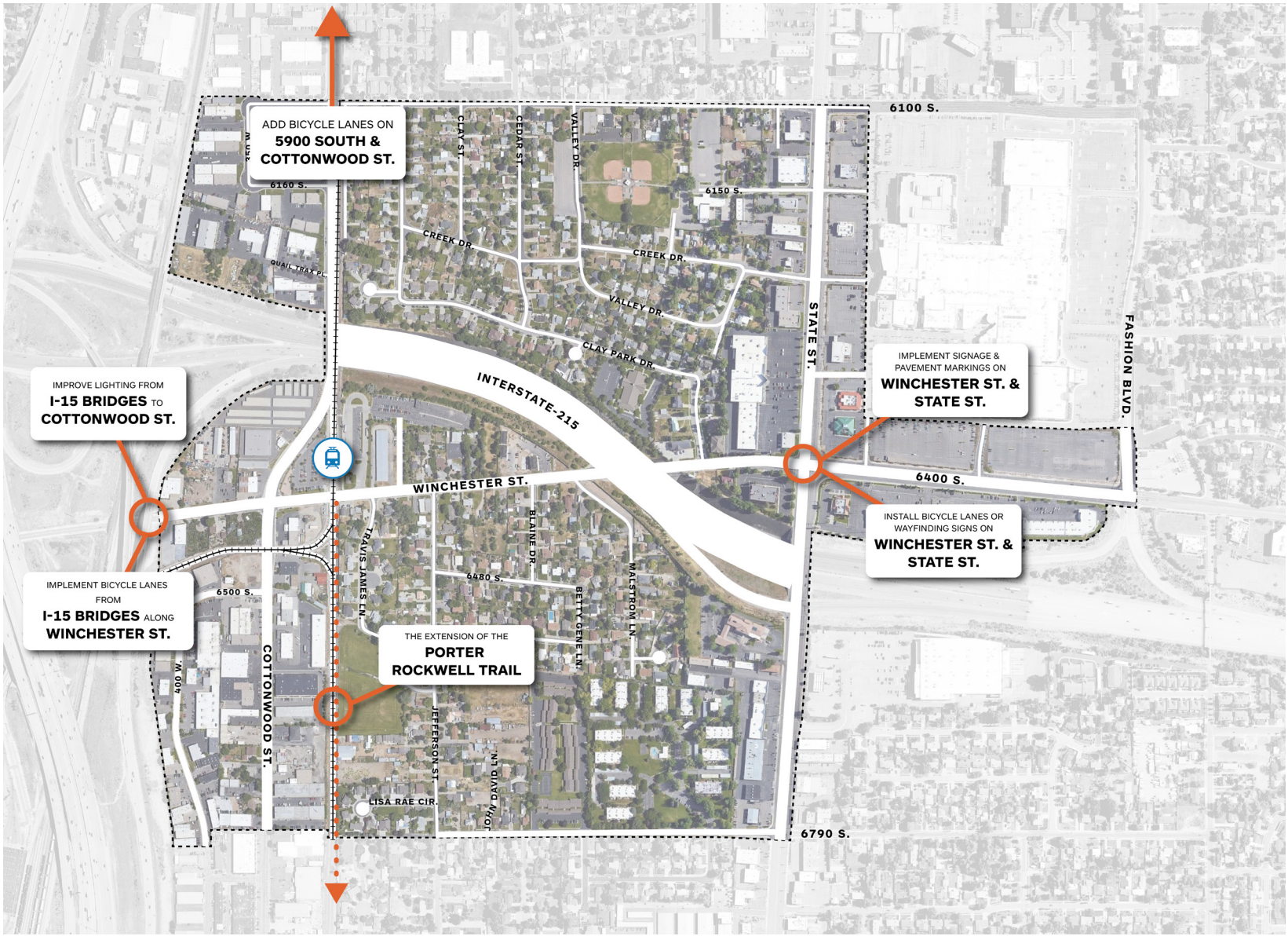


Figure 4.2 The Fashion Place West neighborhood lacks adequate bicycle infrastructure. The map above shows suggested future improvements that would increase overall bicycle connectivity within the area and to the rest of the neighborhood

impact. The state of California adopted Vehicle–Miles Traveled (VMT), a method that measures the total distance traveled by individual roadway users along a corridor or in a network, as the new method for roadway flow evaluation, replacing LOS under SB-743. This new method analyzes traffic along with land use to reduce necessary trips and accounts for all users of a roadway network whereas LOS only analyzes the flow of motorized vehicles through an intersection. VMT was prioritized over LOS in California to report on the efficiency of a roadway network as well as describe the environmental effects associated with fuel consumption, emissions, and public health.

VMT is calculated by the Institute of Transportation Engineers (ITE) Trip Generation rate multiplied by the individual trip length. The further users are required to travel, the higher the VMT. Similarly, as the number of users required to travel increases, the VMT increases as well. Different land use scenarios affect VMT— integrating daily services within residential areas lowers the distance required to travel, thus lowering the VMT.

VMT projections are already included in the Wasatch Front Regional Council (WFRC) travel demand model and should be used when planning for future growth. This can be analyzed by an individual project (i.e., the trips to and from a new grocery store) or by the impact of an individual project on a network (i.e., the trips to and from a new grocery store would reduce VMT to and from existing grocery stores, thus decreasing the VMT for the greater area). While VMT does not have specific thresholds as LOS does, generally a reduction in overall network VMT is considered successful.

In addition to utilizing VMT as a metric, accepting a lower LOS (i.e. LOS E or F) is becoming more popular in the more urbanized areas throughout the western United States. The Sugar House neighborhood in Salt Lake City is a local example where priority has been given to all other modes

Figure 4.3 Traffic congestion along Winchester Sreet is a major community concern as expressed in a recent survey of residents in the area.

of transportation before motorized vehicles. This has helped keep the right–of–way at a manageable size for all modes of transportation and also encouraged more economic growth. This same approach can be taken throughout the Fashion Place study area, particularly along State Street, Winchester Street, and Cottonwood Street as they provide direct connections to major attractions and residential neighborhoods in the study area. Prioritizing VMT over LOS will encourage a more multi–modal and mixed–use environment, therefore reducing pollution and noise, making the area more enjoyable for both residents and roadway users. The entire study area itself has the potential to become a destination, rather than solely the pockets around popular attractions.

Recommendations for the Fashion Place West study area include considering VMT in evaluating the efficiency of traffic flow with the understanding that a low–ranking LOS at certain intersections might in fact promote other modes of transportation and move more vehicles through a corridor.

4.3.6 INDUCED DEMAND

Induced demand is the additional travel associated with a lower cost or lower time necessary to make a trip. These extra trips often occur due to the widening of an already congested roadway as additional lanes initially reduce travel time and fuel costs. However, the corridor soon reaches its capacity in a matter of years, as shown by a study done by Fehr & Peers in conjunction with Caltrans, U.C. Davis, and the California Governor's Office of Planning and Research. Induced demand also applies to the installation of walkways and bike lanes. Creating a safe space for these vulnerable users encourages an increase in non–motorized traffic. Induced demand explains both the idea that more lanes mean more traffic, and the notion that building infrastructure for alternative modes encourages people to use those modes. Overall, induced demand is the concept that proper infrastructure brings more users than existing conditions.

Implementation recommendations include safe pedestrian and bicycle infrastructure to encourage an increase in non–motorized users to reduce the amount of vehicular traffic on area roadways. Connections to the Fashion Place West TRAX station are particularly important as the station is a hub for pedestrians and cyclists. Implementing bike lanes and wide sidewalks along Winchester Street and Cottonwood Street would provide safe access for cyclists and pedestrians to the area's neighborhoods and to Fashion Place Mall. A crosswalk on Cottonwood Street at the northern side of the TRAX station would provide convenient pedestrian access to jobs and homes on the northern side of I–215. Providing safe and convenient infrastructure to non–motorized users, particularly at this transit hub, offers a competitive alternative to driving a car. This will in turn induce a higher use of active transportation modes which activates spaces and increases the vibrancy of the area. Adding more lanes to roadways in the study area should be avoided where possible as this will encourage more vehicles on these already high–volume roadways.

Figure 4.4 15–minute neighborhoods provide all necessary services and conveniences within a 15–minute walk from home.

4.3.7 15–MINUTE NEIGHBORHOODS

The concept of the 15–minute neighborhood entails mixing land uses and optimizing transportation networks so that daily needs—from work, to shopping, to recreation—are within 15 minutes of the home by foot or by bike.

Proper transportation infrastructure increases the reach of this 15–minute neighborhood. Implementing pedestrian and bicycle infrastructure in and around key destinations such as grocery stores, office centers, and parks is an effective way to achieve this concept. Pedestrian and bicycle infrastructure should not only be installed wherever possible, but also designed as a fluid connection from one destination to another. Increasing the number of daily trips that can be

made without a car will in turn reduce roadway congestion.

Implementing the 15–minute neighborhood concept in the Fashion Place West neighborhood would improve public health and well–being, create more diversity in access to services, and better place–based design.

More than anything, living as locally as possible cuts down on transportation costs, which has a positive effect on improving the affordability of housing in the neighborhood. This principle is important for the residents in Murray's Fashion Place West neighborhood who may have limited resources for housing and transportation.

The Fashion Place West study area is well–suited for a 15–minute neighborhood. Fashion Place Mall is a central service hub, providing several daily needs in a single location. Furthermore, the Fashion Place West TRAX station provides access to other major urban nodes in the Salt Lake City metropolitan area.

Implementing safe and consistent infrastructure—wide, well–lit buffered sidewalks, well–maintained crosswalks, and dedicated bike lanes—will greatly increase non–motorized access to daily services.

To complete the 15–minute neighborhood concept, first and last mile connections will require similar bicycle and pedestrian infrastructure. Sidewalks and bike lanes should be improved within Fashion Place Mall parking lot, connecting users from the street to the mall doors. Likewise, residential areas should feature trails and bikeways to connect users directly to their home.

This concept aligns with many of the Fashion Place West Small Area Plan's stated goals for improved transit and active transportation use, improving connectivity and improving overall neighborhood quality.

4.3.8 ACCESS TO OPPORTUNITIES (ATO)

Access to Opportunities (ATO), is a way to measure how well people can connect to basic needs and amenities including jobs, schools, grocery, retail, parks, community centers, and entertainment. On a broad scale, ATO metrics quantify how well current and future transportation networks and infrastructure coordinate with land uses in order to assist local economies and communities to thrive.

Increased accessibility can have significant impacts on overall community livability while improving residents' connections to the services necessary to promote upward mobility such as education, employment, healthcare, social services, and other basic amenities. ATO could also serve as a guide for Murray City to pursue the best possible transportation planning and land use decisions in support of community choice and economic vitality.

4.3.8.1 UNDERSTANDING NEEDS OF VULNERABLE COMMUNITIES THROUGH ATO

The Federal Highway Administration (FHWA) defines under–served individuals as those that are low Income, a minority, elderly, a child, have limited English proficiency, or those with disabilities. Vulnerable Communities are those census block groups where any of the following conditions is met:

- Greater than 25 percent lower income populations are highlighted, as a lack of access to reliable and efficient transportation can be a major barrier to economic mobility
- Greater than 40 percent minority populations are included in this definition, as many land use and transportation investments in the U.S. have, historically, adversely impacted racial and ethnic groups. WFRC strives to prevent future projects from having a similar disproportionate impact

- Greater than 10 percent zero–car households are included, as these are populations which include those with disabilities, depend more on transit, paratransit, walking, and bicycling to reach employment and other destinations

ATO can help communities understand the separation of residents from employment opportunities and other basic needs, at a neighborhood level. This is especially crucial for under–served populations that would benefit most from alternative modes of transportation to access daily services.

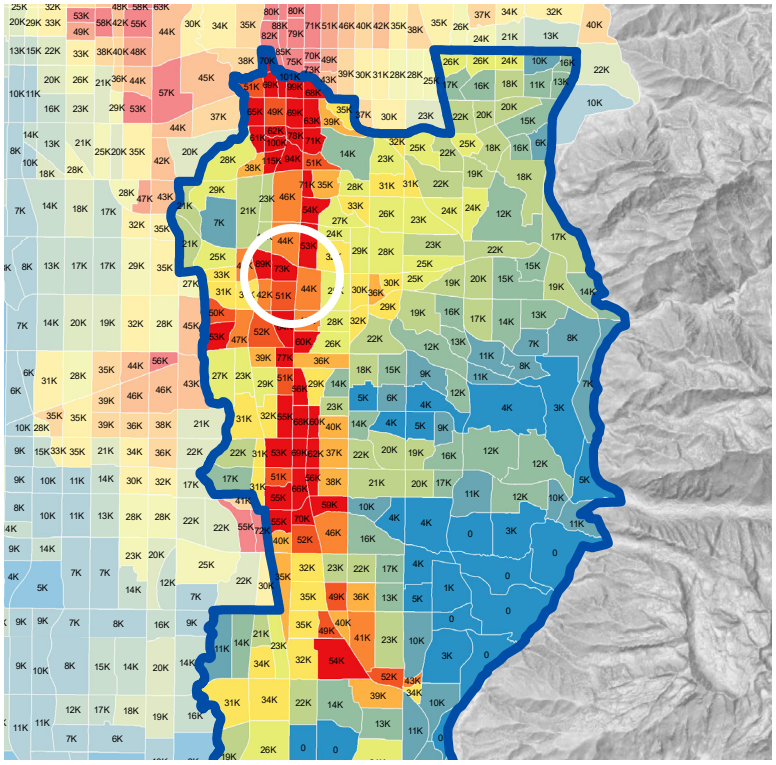


Figure 4.5 Household Access to Jobs: Transit For each traffic analysis zone (TAZ), colors indicate household accessibility to jobs, within a typical transit commute, relative to the average score for the highlighted area. The labels indicate the number of jobs accessible to each TAZ's households within a typical transit commute. (84K = 84,000 jobs) More info: https://bit.ly/2QRt9gO

4.3.8.2 STRATEGIES FOR INCREASING ACCESS

An Access to Opportunities measure can facilitate decision–making for and beyond transportation planning, in supporting upward socioeconomic mobility. Cities and developers can improve access to opportunity in a myriad of ways by mixing uses and clustering growth near high speed and high frequency transit.

Land use solutions that improve Access to Opportunities include:

- Growth centers near high–capacity transportation,
- Higher density development between 2-6 stories depending on location,
- Intermixing homes and jobs, and
- Street design that encourages local investment along the street.

Transportation solutions that can improve Access to Opportunities include:

- Reduced congestion,
- A more connected street network,
- Increased transit frequency and coverage,
- Bicycle and pedestrian connections, and
- Higher travel speeds on key commuter (non–neighborhood) routes.

4.3.9 WAYFINDING

Wayfinding can be a low–cost high–impact tool to increase mobility and promote commercial retail throughout the study area. Including informational signage at popular area destinations that direct pedestrians and bicyclists towards appropriate facilities will improve the convenience and safety of all roadway users.

The TRAX station should feature signs indicating the direction and distance of key areas such as Fashion Place Mall, Clark Cushion Senior Recreation Center, and Grant Park. Likewise, the mall should display informational signs at entrances and exits to direct shoppers and workers to the various transportation options available: parking areas, bicycle infrastructure, walkways, micromobility parking locations, bus stops, and preferred route to the TRAX station.

Furthermore, signage should be implemented along these alternative mode routes to reaffirm the route and encourage economic travel towards the commercial retail centers throughout the study area.

Winchester Street is in particular need of wayfinding as it directly connects the TRAX Station with Fashion Place Mall. Signs should be located at the exits of both the station and the mall to guide users.

Wayfinding signs should also be placed at the intersection of State Street and Winchester Street where cyclists must begin to turn into the mall property. Directing cyclists to the most robust bike infrastructure network can increase comfort and confidence of users.

Other locations that would benefit from wayfinding include Liberty Elementary School, Grant Park, Jefferson Park, as well as the future Porter Rockwell Trail extension.

4.4 STREETS AND BLOCKS

4.4.1 FREEWAY INFRASTRUCTURE

There are two freeway overpass bridges in the study area, one on Winchester Street and one on Cottonwood Street. Both bridges are in need of active transportation improvements due to narrow and cluttered sidewalks. The Cottonwood Street bridge has limited space due to the TRAX rails and only features a sidewalk on the west side of the bridge. This sidewalk is narrow (4 feet wide) and does not connect with the sidewalk on the north side of the bridge. While the Winchester Street bridge features sidewalks on both sides of the roadway, these sidewalks are also narrow (4 feet wide), covered with garbage, are in close proximity to traffic, and only separated by a chain–link fence from the freeway traffic below. It is an uncomfortable experience for the pedestrian and bicyclists. Recommendations include removing the two–way left–turn lane to make space for a wider sidewalk with a buffer when the bridge undergoes repair.

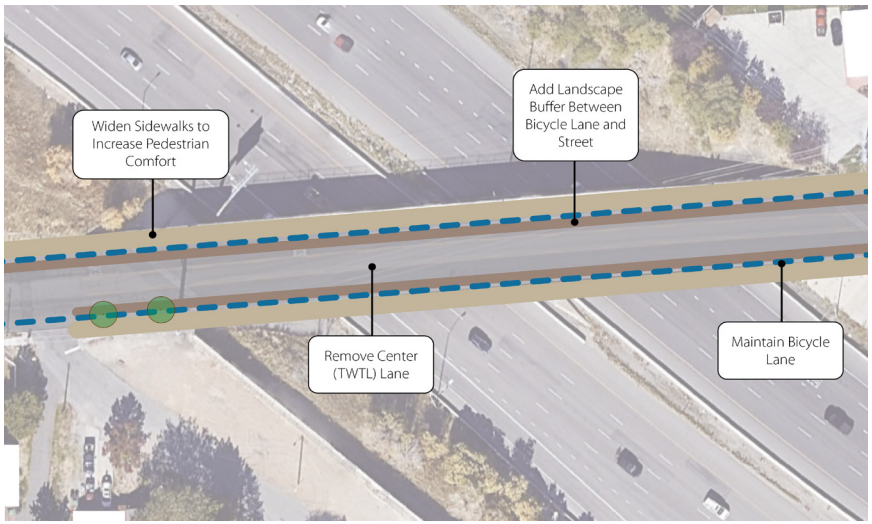


Figure 4.6 Future streetscape improvements along the Winchester Bridge would enhance the pedestrian experience and encourage use of more active transportation methods.

A second innovative option is to reconstruct the Winchester Street bridge with a wider structure to provide space for small shops to be located along the roadway. This would be a first–of–its–kind feature for Murray City and the State of Utah as the nation's first multi–use freeway overpass. A mixed–use environment would also create a lower–stress route for pedestrians to include a buffer between the below freeway vehicles and the vehicles on Winchester Street. This type of project would require heavy involvement from and coordination with UDOT.

4.4.2 INTERSECTION IMPROVEMENTS

The intersection of State Street and Creek Drive had 14 collisions from 2017-2019, 11 of which were making left–turn movements, primarily from State Street northbound onto Creek Drive and from the mall entrance westbound onto State Street. This intersection is located roughly 900 feet from the intersections at 6100 South and 6400 South, well under the threshold of the required 2,640 feet for UDOT signal spacing for this roadway. Restricting left–turn movements from either or both roadways would reduce the number of potential conflicts, increasing safety for the intersection.

The intersection of Winchester Street and 700 West is surrounded by developing property and will experience a growth in traffic volumes in the coming years. This growth will likely cause an increase in traffic towards local destinations such as the TRAX station and Fashion Place Mall, both of which are located along Winchester Street, likely causing an increase in traffic along the corridor.

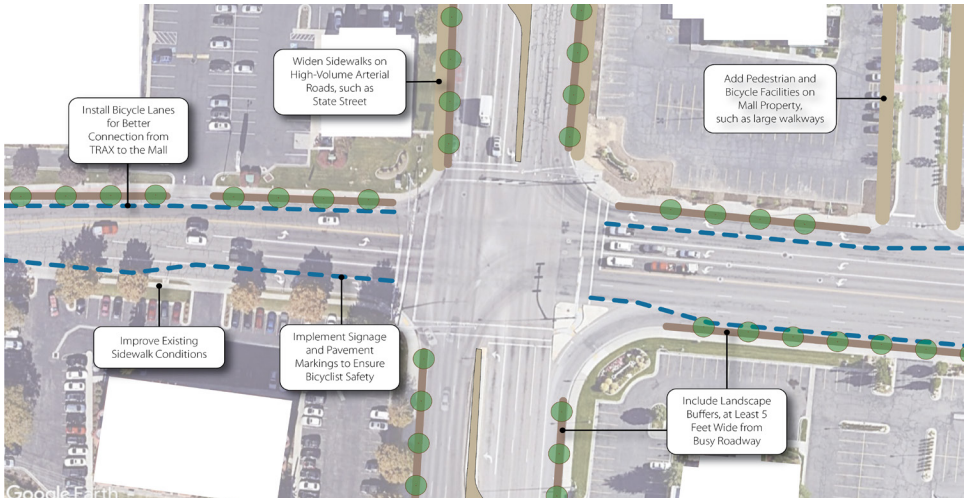


Figure 4.7 The intersection of State Street and Winchester Street currently lacks a safe bicycle experience. Future improvement recommendations include better bicycle lane signage as well as sidewalk improvements.

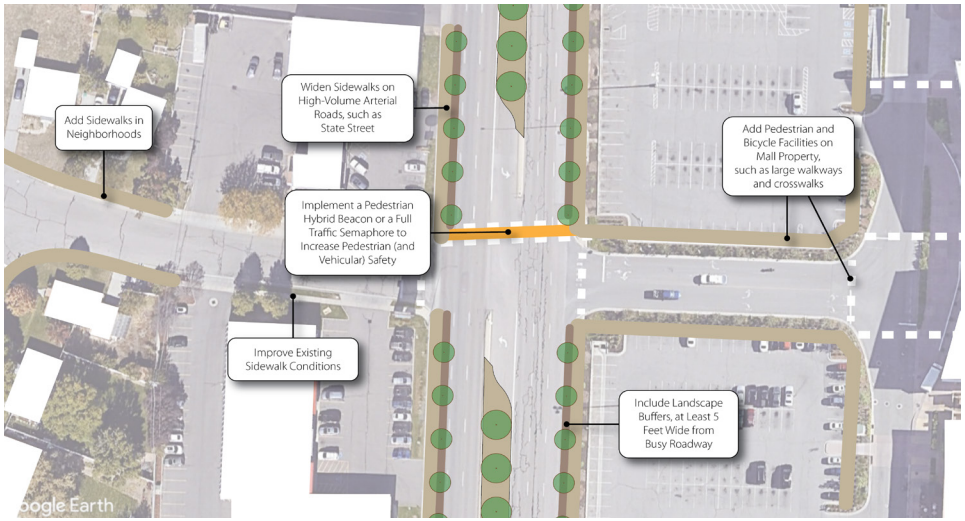


Figure 4.8 The existing intersection at Creek Road and State Street is lacking pedestrian amenities. Improving this intersection will increase connectivity from the neighborhood to Fashion Place Mall.

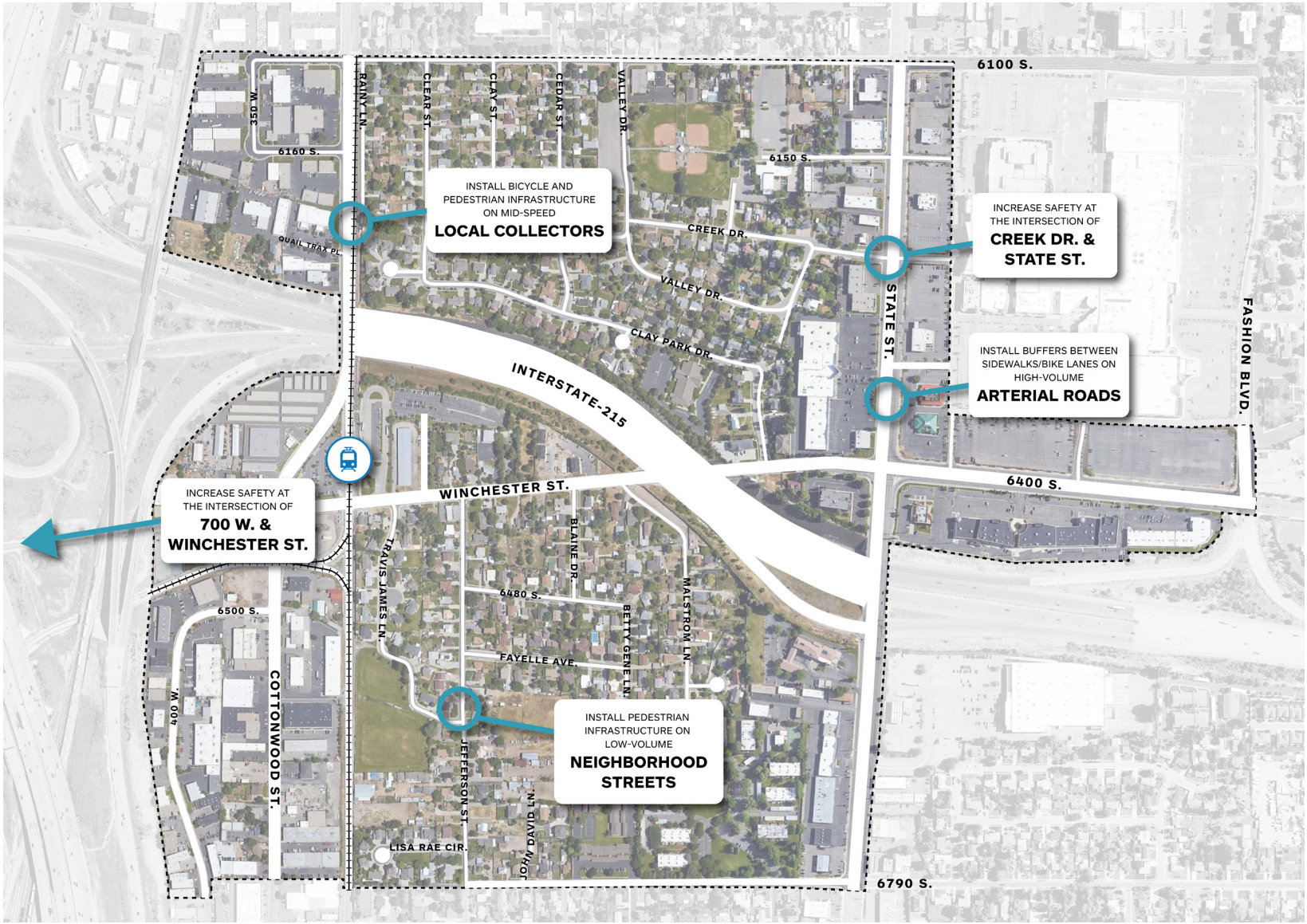


Figure 4.9 The map above illustrates suggested future improvements to the road network.

4.4.3 ROADWAY IMPROVEMENTS

Arterials: High–volume and wide roadways often are accompanied with higher speeds. It is very important to install buffers between sidewalks and bike lanes and the roadway to provide a lower level of stress and better sense of safety to non–motorized users. State Street experiences the highest level of vehicular traffic and has the highest speed limit in the study area. It is very important to implement proper pedestrian infrastructure to ensure the safety of all roadway users. Adding a buffer will increase pedestrian safety and decrease chances of vehicle–pedestrian collisions. All signals along the State Street corridor should be synchronized.

Collectors: These mid–speed roadways with great connectivity are very suitable for bicycle and pedestrian infrastructure. Cottonwood Street and Winchester Street are connectors in the study area. Both roadways should feature continuous bike lanes and sidewalks at least 6 feet wide with a buffer between the roadway.

Neighborhood Streets: These roadways operate at a low speed and volume and are typically safer for cyclists to ride in the roadway. Several neighborhood streets in the study area currently have no pedestrian infrastructure. Pedestrian infrastructure is vital to connecting homes to the larger mobility network. Recommendations include installing sidewalks and advisory shoulders—dashed lanes at the edge of the roadway reserved for non–motorist roadway users—where possible on all neighborhood roadways.

4.5 ACTIVE TRANSPORTATION

According to comments received during the public input process of the 2017 Murray General Plan, citizens would like to walk and bike more but do not feel safe to do so. Implementing the following recommendations can improve a user's comfort when using active transportation infrastructure.

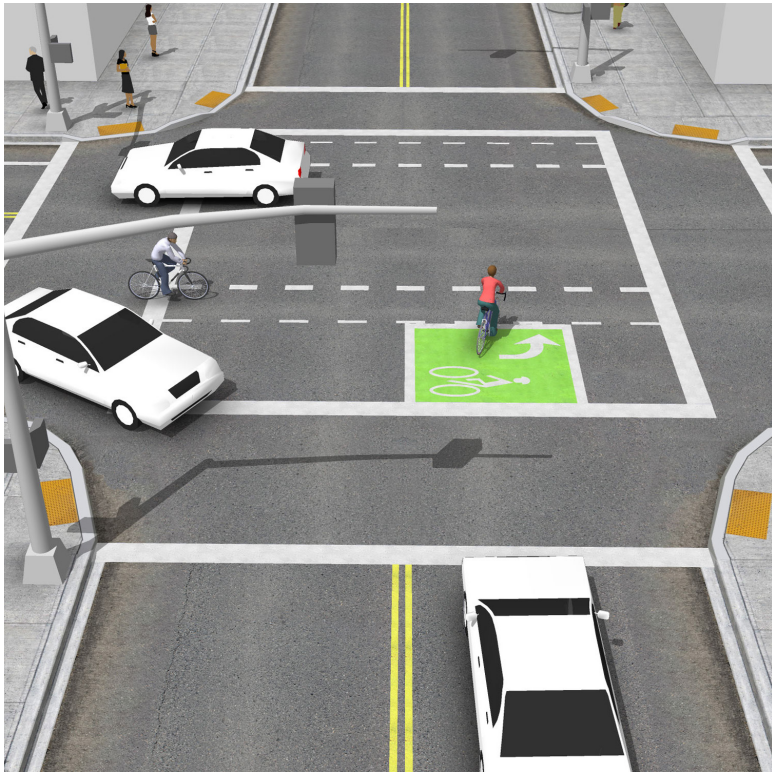


Figure 4.10 The FHWA outlines a two–stage bicycle turn box design similar to the ones implemented along 200 West in Salt Lake City which could be implemented at the Winchester and State intersection (image source: NACTO).

4.5.1 CYCLING ENHANCEMENTS

Incorporating bicycle friendly elements into the Fashion Place West neighborhood can take shape in many forms, including the addition of bicycle amenities, as well as supporting infrastructure improvements. Examples include bike racks, covered or indoor storage, and service stations for quick tune–ups or to fill flat tires.

Finally, bike lanes should be added to Cottonwood Street and 5900 South to provide a bypass for Winchester Street to the neighborhoods north of I–215 and to Fashion Place Mall.

Figure 4.11 Effective bicycle connectivity within the Fashion Place West neighborhood has the capacity to increase activity in the area and reduce vehicular traffic.

4.5.2 BIKING RECOMMENDATIONS

The Fashion Place area experiences a fair level of bicycle activity as shown by Strava bicycle data, primarily along Winchester Street and Cottonwood Street. Beginning on the western edge of the study area, bike lanes and improved lighting should be installed along Winchester on the Interstate bridges to increase a rider's sense of safety. Further along Winchester Street, between Jefferson Street and Malstrom Lane, the bicycle infrastructure switches from a dedicated bike lane to sharrows back to dedicated bike lane to preserve on–street parking for certain residences. This on–street parking in the public right–of–way should be converted to dedicated bike lanes to reduce chances of conflict between motorized vehicles and cyclists.

Connecting the bicycle infrastructure from Winchester Street to Fashion Place Mall is of particular importance. A two–stage bicycle turn box at the intersection of Winchester Street and State Street, leading to a dedicated northbound bike lane (or sharrows if a bike lane is not possible) on State Street should be implemented to guide cyclists through this intersection that experiences the greatest number of cyclist crashes out of any other intersection in the study area.

In addition to these signs and pavement markings, signs warning motorists of cyclists should also be installed to increase awareness of the multi–modal intersection. From here, sharrows should be implemented from State Street through Fashion Place Mall parking lot to the mall entrance. Sharrows should similarly be installed from the doors of the mall through the parking lot to Winchester Street. Dedicated bike lanes should be implemented along Winchester Street connecting the infrastructure west of the intersection with State Street.

4.5.3 PEDESTRIAN RECOMMENDATIONS

Pedestrian infrastructure throughout the study area needs to be improved, particularly along State Street. The sidewalks along State Street should include a landscaped buffer at least 5 feet wide from the busy roadway to enhance the feeling of safety for users. Furthermore, drainage issues should be repaired at the intersections along State Street. Many crosswalks enter into a pool of leftover storm water making it very difficult for pedestrians to safely cross. Additionally, a Pedestrian Hybrid Beacon (PHB) or a full traffic signal should be implemented at State Street and Creek Drive. Currently, residents around Grant Park must divert up to a third of a mile through either the signal at State Street and Winchester Street or State Street and 5900 South to reach the edge of Fashion Place Mall parking lot. Installing a PHB signal or a full traffic signal would give residents directly west of Fashion Place Mall a convenient, direct and likely safer access point to the mall. It should be noted that under UDOT's current guidelines, a new signal would closer than the allowable standard of 2,650 feet between lights to both

existing State Street signals at 6100 South, as well as at Winchester Street. The current method for determining an appropriate exception for a PHB signal along a roadway such as State Street requires a study of the number of jaywalking pedestrians in a given period of time. Jaywalking across this roadway is unsafe and alternative thresholds should be explored with UDOT. While exceptions in signal spacing are not common, an example currently exists along State Street at Williams Street in Salt Lake City, as shown below.

Figure 4.12 Example of Pedestrian Hybrid Beacon (PHB) signal on State Street.

Outside of the State Street corridor, a sidewalk and crosswalk should be installed on the northern end of the TRAX station westward across Cottonwood Street. Public input indicates that this pattern is already a common route for pedestrians originating north of I–215.

Additionally, pedestrian infrastructure needs to be improved throughout Fashion Place Mall parking lot. Currently, no sidewalks or pathways exist connecting the City sidewalks to the mall entrances. This causes an unclear, uncomfortable, and unattractive experience for mall patrons traveling by foot. Providing a clear and welcoming walkway for pedestrians will increase comfort and attractiveness of walking to the mall.

Finally, general sidewalk conditions throughout the study area need to be improved. Sidewalks should be level, clear of vegetation and debris, at least 6 feet wide where possible, and should include a buffer between the walkway and the roadway. This is particularly important on Winchester Street and Cottonwood street to provide comfortable north-south and east-west access to the study area for TRAX riders who often begin and end their trip on foot.

4.5.4 CONNECTIONS TO SURROUNDING DEVELOPMENT

In order to create a true network of mobility, infrastructure must consistently connect destinations to destinations. All vehicular, transit, pedestrian, and bicycle infrastructure implemented should be designed with connectivity in mind, both inside and outside the study area. The planned extension of the Porter Rockwell Trail will be a key connection to other communities, requiring a robust bicycle and pedestrian network in the study area to encourage trail users to stop in the Fashion Place West neighborhood. Other key destinations to connect to include Murray City Center and the upcoming development at Winchester Street and 700 West.

4.5.5 PARKING LOT PEDESTRIAN IMPROVEMENTS

Currently, Fashion Place Mall parking lots feature no bicycle or pedestrian improvements. These connections are vital for the first/last mile portion of any mall trip. By providing wide walkways and bikeways from mall entrances directly to the adjacent roadways and transit stops, non–motorist users will feel more comfortable and encouraged to travel to/from the mall utilizing alternative modes of transportation.

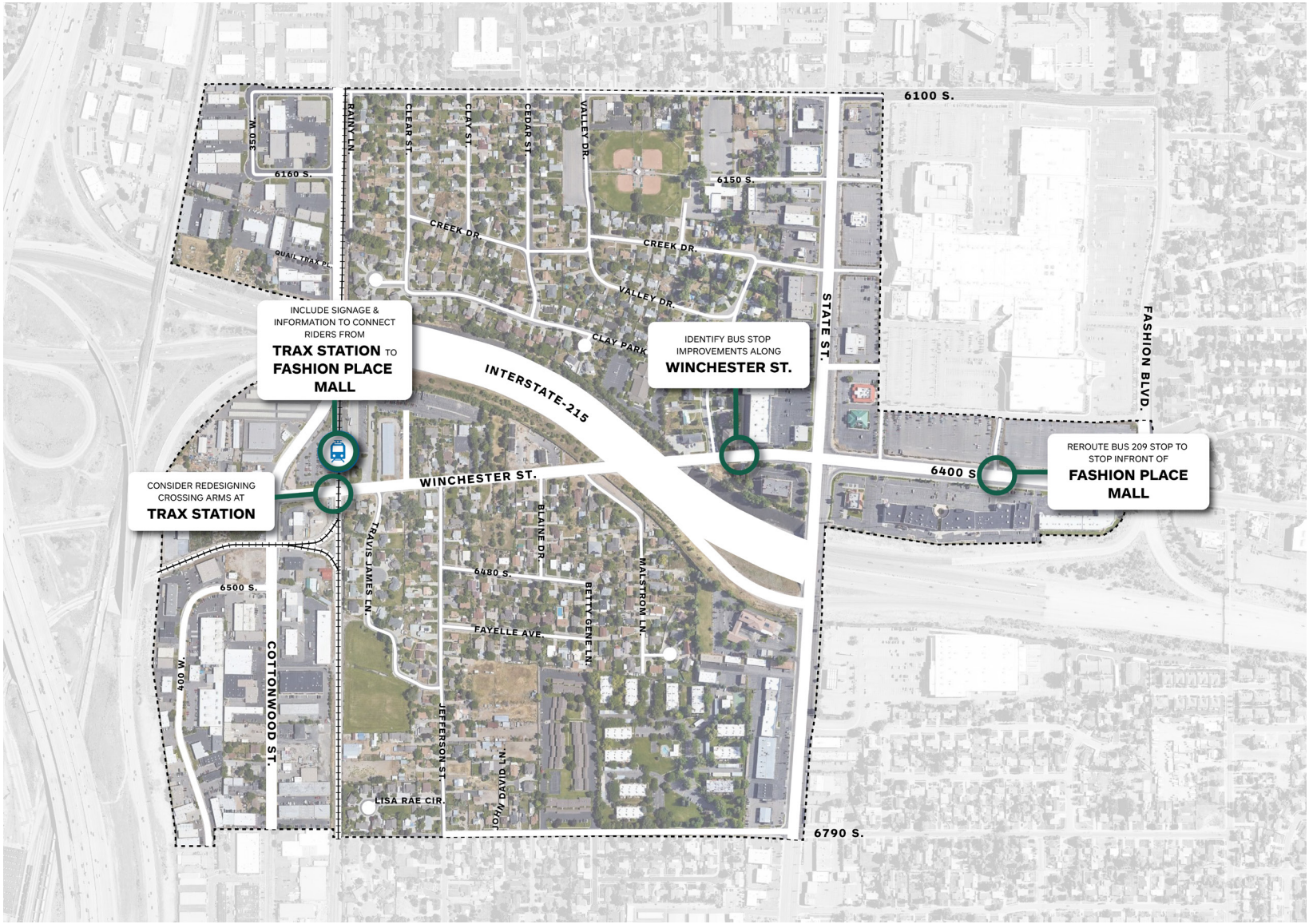


Figure 4.13 Future improvements to the transit system within the Fashion Place West neighborhood would increase ridership and improve the rider experience and quality.

What is Shared Micromobility?

Shared Micromoblity encompasses all shared-use fleets of small, fully or partially human-powered vehicles such as bikes, e-bikes, and e-scooters.

Station-based bike share
(including e-bikes)

Dockless bike share
(including e-bikes)

Scooter share

4.5.6 MICROMOBILITY

Micromobility is an emerging mode of transportation bringing publicly or privately operated e–scooters, bikes (including bikeshare), and other shared mobile lightweight devices to a community. Micromobility can offer a convenient last–mile connection between the TRAX station and Fashion Place Mall, especially once complete cycling infrastructure is implemented along Winchester Street.

To avoid clashes with future installations of micromobility, Murray City should develop policies around micromobility before companies enter the market. Policies should address topics such as fleet caps, service area and distribution, fees and pricing, equity, maintenance and safety, data sharing, community engagement, and parking.

Fleets should be capped by a revocable permit system based on a dynamic rate such as number of residents or operational performance. A cost analysis should be conducted to determine the true costs of administering the program. Dynamic pricing offers the most potential for revenue, and parking fees can generate extra cash while encouraging riders to comply with parking policies. Implementing

Figure 4.14 Micromobility such as scooter and bike share programs offer communities a low cost/ high value option to increase connectivity where it is currently lacking.

pricing policies can help prevent abrupt price changes from operators.

Maintenance and safety guidelines should outline collection of incident reports and inspection requirements. Data sharing is important for infrastructure planning and the permitting process. It is recommended to share data in either the General Bikeshare Feed Specification (GBFS) or Mobility Data Specification (MDS) formats, depending on the preferred level of detail and user privacy.

The City should also develop communication and education policies to ensure operators are engaging with the community in an equitable manner to minimize the burden of micromobility adoption on the City.

Finally, parking policies should detail strategies to enforce parking rules, compliance with ADA requirements, and no parking at loading zones. Infrastructure for micromobility includes parking zones and riding infrastructure. Dedicated parking zones should be located near (but not block) entrances to popular area destinations, such as the TRAX station, Fashion Place Mall, and Grant Park. These parking locations should be easily accessible from riding infrastructure. Bicycle infrastructure should

be used as micromobility infrastructure to discourage riding on the sidewalk where possible in order to avoid conflict with pedestrians and maintain an ADA–friendly environment. Improving bicycle infrastructure therefore improves micromobility infrastructure. Ideally, bike lanes should include a buffer to physically restrict conflict with motor vehicles. This buffer can also provide space for micromobility parking if no extra sidewalk space is available. Other enhancements can improve the non–motorized user experience as outlined in the figure below. Any of these enhancements would be particularly useful along Winchester Street which connects two of the area's destinations—the TRAX station and Fashion Place Mall—along with the continuation of the bike lanes between Jefferson Street and Malstrom Lane as a particularly helpful improvement.

4.5.7 TRAX STATION IMPROVEMENTS

Signage and information about the bike, pedestrian, and transit options could be installed to assist riders in accessing Fashion Place Mall from the TRAX station.

The 209 bus in particular should be utilized as a circulator bus between TRAX and Fashion Place Mall. Furthermore, the City in partnership with UTA should consider redesigning the crossing arms so as not to block access to the sidewalk causing pedestrians to back up onto the tracks. The current crossing configuration also prohibits individuals with mobility needs from crossing the TRAX rail. The following images show an example of improved crossing arm configuration at Central Pointe Station and 2100 South in Salt Lake City. As illustrated, the sidewalk is rerouted to ensure no conflict between the ADA and pedestrian route with the crossing arm or the sidewalk.

Figure 4.15 Example of improved crossing arm configuration at Central Pointe Station and 2100 South. The sidewalk is rerouted to ensure no conflict between pedestrian route and crossing arm.

Figure 4.16 Current crossing arm configuration at the TRAX Station and Winchester Street. Note the conflict of the ADA truncated plate.

Other improvements that should be considered at the Fashion Place West TRAX station include:

- Implementing a crosswalk connecting TRAX to Cottonwood Street
- Creating a connection from TRAX to new sidewalk on the west side of Cottonwood Street
- Including landscape buffers, at least five feet wide from busy roadways adjacent to station
- Widen sidewalks adjacent to the station to improve pedestrian comfort
- Ensure consistency in bike lanes to/from the station
- Improve existing sidewalk conditions along Winchester Street

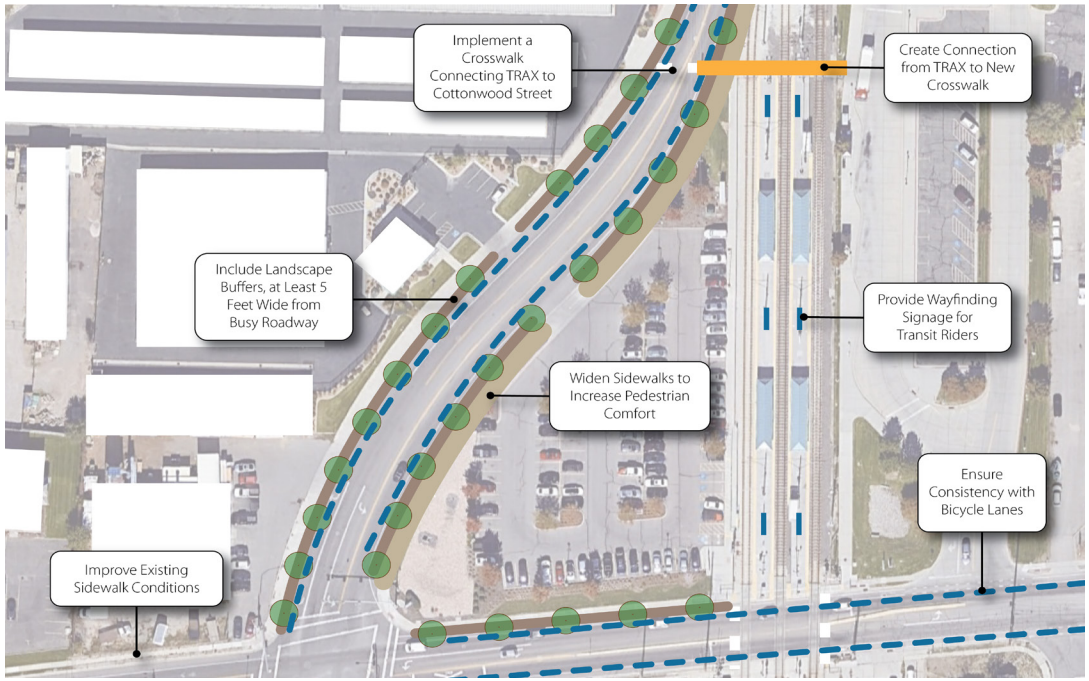


Figure 4.17 The existing access to the Fashion Place West TRAX station is inadequate. Future improvements to the station should include improving access from Cottonwood Street as well as across Winchester Street.

Figure 4.18 Location where sidewalk and crosswalk are needed on Cottonwood Street with access to the TRAX station.

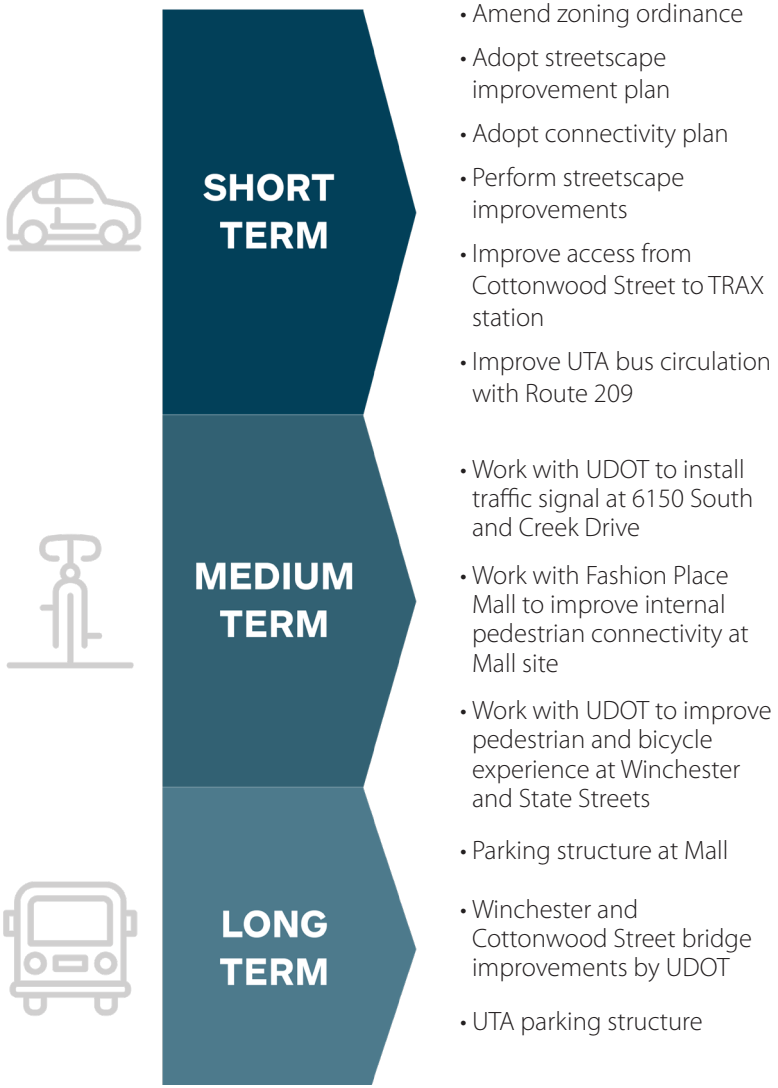
4.5.8 BUS STOP IMPROVEMENTS

Consider rerouting the Route 209 bus route to stop directly in front of a mall entrance. The current mid–block stop location on Winchester Street forces riders to take a long route to reach the mall without proper sidewalk infrastructure through the parking lots. A direct route for riders improves pedestrian safety by decreasing chances of vehicular conflicts.

According to the UTA Bus Stop Master Plan, bus stops along Winchester Street and State Street can also be improved to feature additional amenities depending on frequency and ridership. The 209 bus currently runs on 15–minute headways, and the Route 201 bus and the Route 62 bus both operate on headways that are greater than 15 minutes. In the case that ridership does not meet the desired threshold for a station improvement, Murray City can partner with UTA to fund the implementation of the amenity. Increasing amenities at bus stops makes the system more attractive and can increase comfort and safety of users.

4.7 CONNECTIVITY SUMMARY AND IMPLEMENTATION STRATEGY

The Connectivity section of the Small Area Plan considers current transportation and mobility in the study area, planned improvements, and best practices. These factors were used to identify and outline clear priorities and policy amendments to improve future transportation within the study area.



4.7.1. CONNECTIVITY PRIORITIES

1. Improve overall active transportation connectivity between residential neighborhoods, TRAX station, and Fashion Place Mall
2. Modify UTA Bus route 209 to be a circulator between the TRAX station and Fashion Place Mall
3. Develop parking strategy
4. Adopt streetscape improvement plan to ensure future connectivity in key areas:
   - (a) Winchester
   - (b) Cottonwood
   - (c) Intersections
   - (d) Fashion Place Mall access

4.7.2. POLICY UPDATES AND LAND USE AMENDMENTS

1. Create new Fashion Place West zone district modeled off of existing TOD zone with the following revisions:
   - (a) Parking
     - (i) Include shared parking provision
     - (ii) Reduce residential requirements contingent upon proximity to TRAX station, shared parking calculation, etc.
     - (iii) Implement parking maximums
   - (b) Reduce front yard setback from 15 feet to 25 feet, to 0 feet
   - (c) Implement maximum setback requirements
   - (d) Decrease open space percentage requirements from 20 percent to 10 percent
   - (e) Ground floor activation, requirements, and language
2. Re–zone areas within the study area per recommendations of the General Plan

5 DESIGN GUIDELINES

5.1 DESIGN GUIDELINES INTENT

5.1.1 DESIGN VISION

The Fashion Place West study area is located in the southwest corner of the City of Murray. The scale of development ranges from single–family and small scale multifamily to single–story industrial, to Fashion Place Mall. The vision for new development is to create a walkable, transit–oriented neighborhood. This type of development in the study area will foster small scale infill projects as well as allow for context sensitive larger scale mixed–use projects that will provide a wide range of housing choices, and an incubator for commercial spaces that serve the neighborhood.

5.1.2 PURPOSE

The purpose of this section is to serve as a design guide for development in the Fashion Place West study area. The guidelines in this section are directly related to achieving the key design objectives for the district.

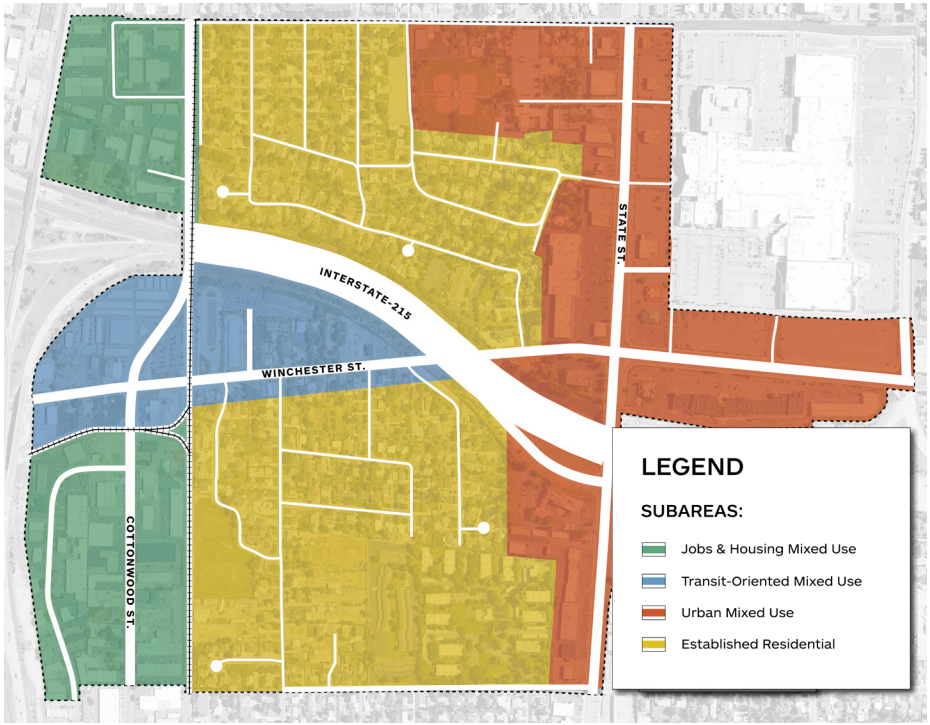


Figure 5.0 Map of future subarea recommendations in the Fashion Place West neighborhood. Design Guidelines will be applied in manner sensitive to the context of the neighborhood and each subarea.

5.1.2.1 KEY DESIGN OBJECTIVES:

- Context–sensitive solutions for infill development projects in the study area
- Emphasis on mixed–use, pedestrian–oriented developments and streetscapes that promote active use of the streets, sidewalks and public spaces
- Ensure availability of a range of transportation choices including; walking, bicycling, transit, and motor vehicles
- Apply principles of long–term economic, social, and environmental sustainability in the design of infrastructure, site, and building development
- Provide the Fashion Place West study area with a distinct character

Each guideline includes an intent statement that explains the purpose of the directive to achieve one or more of these overall design objectives. In many cases, alternative solutions to the guidelines may be suggested by the developer, designer, or applicant, as long the solution meets the intent statement.

5.2 DESIGN GUIDELINES STRUCTURE

Design Guidelines for the Fashion Place West study area contain two sections—Site Design and Building Design. Site Design focuses on how the parcel or piece of property is designed, while Building Design is the concept of elements of the building itself. Each section includes the following guidelines:

5.2.1. SITE DESIGN

- **Building Placement** addresses setbacks for buildings, landscaping, and accessory units.
- **Parking Lot Design and Landscaping** guides applicants with the location of parking lots on a site, as well as the use of landscaping to screen parking.
- **Lighting** suggests lighting types and locations for the public realm such as sidewalks, parking lots, and public space.
- **Pedestrian Connections** recommends types such as crosswalks, walking paths, and sidewalks, as well as appropriate features.
- **Corner Sites** explains the importance of corner buildings to a streetscape, and how they should be situated on the lot.
- **Treatment of Outdoor Storage and Equipment** establishes location and screening guidelines for items such as dumpsters and mechanical equipment.
- **Accessory Dwelling Unit (ADU)** guidelines determine the location of the ADU as well as the size in comparison to the size of the site.

5.2.2. BUILDING DESIGN

- **Ground Floor Details** specify what types of features the ground floor of street–facing buildings should have.
- **Ground Floor Transparency** recommends various percentages of ground floor buildings that should be windows, doors, or otherwise transparent.
- **Prominent Entrances** describes the design of building entrances so that they stand out and create an inviting space.
- **Treatment of Blank Walls** advises that blank walls fronting the street or sidewalk are not desirable, and if needed, should be treated with landscape or art features, as examples.
- **Articulation** refers to the variation in materials, height, and general shape that buildings should be designed with.
- **Transition of Scale** addresses the need for new development to consider existing development in terms of height and density. Development adjacent to single–family homes should consider the scale to which the development is near.
- **Sign Design** establishes guidelines for various types of signs in different situation, in terms of materials, size, and location.

Figure 5.1 Public space with the appropriate location of amenities and landscaping attract people and invite them to stay longer.

5.3 SITE DESIGN

5.3.1. BUILDING PLACEMENT

To support and encourage pedestrian comfort, convenience and activity, buildings should create a sense of enclosure within the street corridor, by establishing a direct relationship between buildings and sidewalks.

- Commercial and mixed–use buildings should be built along the back of the sidewalk on all Type I and Type II streets, adjacent to any public plaza, courtyard, seating area, or other space intended for public use.
- Multi–family buildings may include a modest front setback (3-7 feet) to create a transition area between the public and private space. Street wall reinforcing elements are encouraged to occupy in this setback, such as:
  - Porches and stoops
  - Landscaping
  - 3 foot maximum fence height
- Single–family and lower density residential structures on Type III streets may have a front setback of 20-25 feet (or average of two adjacent properties) to maintain the existing character.
- Detached accessory residential structures, such as accessory dwelling units or detached garages should be set 0-10 feet from the back lot line.

Figure 5.2 Commercial buildings within the Fashion Place West study area should be built along front property lines and sidewalks to encourage pedestrian activity and a sense of enclosure, whereby creating a sense of place.

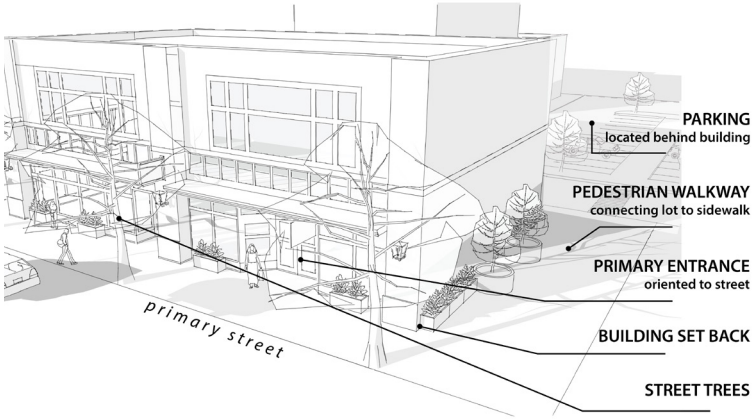


Figure 5.3 The diagram above illustrates the ideal placement of buildings so to maximize the lot as well as addressing the street.

5.3.2. PARKING LOT SCREENING AND LANDSCAPING

To diminish the amount of impervious surface and visual impact of parked cars, parking lots should be buffered from other uses, to offer shade to otherwise bare paved areas, and to visually soften expanses of parking.

- Parking lots should integrate main drive aisles to appear more like streets, and should include sidewalks, landscaping including trees, and pedestrian scaled lighting.
- Masonry walls and other structural screening features should be used only for corner accents or where screening of headlights is necessary, and should not be used as a substitute for landscaping.
- Parking aisles should be organized to create a central pedestrian access to building entries. Outer parking aisles may incorporate drainage swales between parking rows.
- Trees should be distributed throughout the parking area to provide ample shading and visually soften the parking area, roughly 1 tree for every 8 parking stalls. Adjacent to single–family residential uses, 1 tree for every 5 stalls should be planted.
- In addition to trees, shrubs and perennials should be planted as understory at the base of tree planting beds.
- Grouping trees may be allowed to accommodate natural features, so long as the equivalent number of trees are planted and so long as the grouping is within the parking area. Curbs or other methods of preventing vehicles from damaging the trees should be installed.
- Retaining existing trees in parking lots is encouraged.

Figure 5.4 Parking lots should not be located along the primary frontage but rather along the secondary or at the rear of a building. Parking lots should be screened from sidewalks and streetscape but still remain comfortable for access by pedestrians.

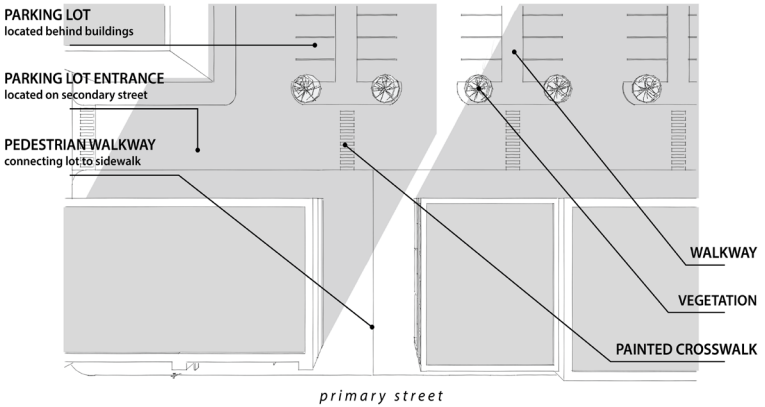


Figure 5.5 Parking lots should be landscaped to soften the hardscape to offer a more aesthetically pleasing environment. Landscaping should break up parking aisles as well as provide paths for pedestrians.

5.3.3. LIGHTING

Lighting should ensure a contribution to the character and safety of the streetscape and public spaces, but not disturb adjacent developments and residences.

- Use City–approved standardized fixtures for sidewalk lighting. Fixtures should be consistent with adopted light fixture for the study area.
- Lighting elements throughout and surrounding the site should be complementary, including pedestrian pathway, accent, parking lot lighting, lighting of adjacent developments, and the public right–of–way.
- All lighting should be shielded from the sky and adjacent properties and structures, either through exterior full cut–off shields or through optics within the fixture.
- Lighting used in parking lots should not exceed a maximum of 30 feet in height. Pedestrian–scale lighting should be a maximum of 16 feet in height.
- Parking lot lighting should be appropriate to create adequate visibility at night and evenly distributed to increase security.

Figure 5.6 Street lighting and lighting within public spaces should adhere to character and identity established for the Fashion Place West study area and be at a pedestrian scale. Additionally, this lighting should be down cast lighting to minimize light spillage.

5.3.4. PEDESTRIAN CONNECTIONS

Safe pedestrian passage should be provided through any large blocks or parking lots to provide convenient and direct pedestrian connections, and to provide neighborhood–scale open space.

- Formalized mid–block pedestrian corridors or connections between public rights–of–way through the blocks and redevelopment sites on 300-350 foot intervals are highly encouraged, with at least one through–block connection for any block face longer than 600 feet.
- All non–motorized corridors and connections should include:
  - A 5 foot minimum building setback on either side of the connection, which could include landscaping, lighting, and other pedestrian amenities,
  - A 6 foot 7 inch minimum walkway, and
  - Appropriately scaled pedestrian lighting.
- Walkways should be paved with a differentiated pavement surface treatment to alert drivers to the pedestrian right–of–way and potential presence of pedestrians. Speed tables may be installed as appropriate to further calm vehicular traffic.
- Alternate building entrances are encouraged to be located on pedestrian connections and alley ways to provide a building face along such pathways.
- Access from the street should include wayfinding signage to notify pedestrians of the facility.

Figure 5.7 The Fashion Place West study area lacks infrastructure for pedestrians. Being bisected by two freeways limits the walkability capacity in the neighborhood. Improving pedestrian connections between commercial and residential developments can greatly increase walkability in nearby areas.

Figure 5.8 Midblock pedestrian crossings are lacking in the Fashion Place West study area. Crosswalks exist mainly at traffic signals. Future streetscape improvements should incorporate safe and highly visible midblock crosswalks along WInchester Street and Cottonwood Street.

5.3.5. CORNER SITES

Corner sites and buildings provide an enhanced pedestrian experience by creating visual gateways, public plazas, courtyards and other gathering spaces.

- Key intersections should be marked with setbacks that allow for public spaces. Rather than meeting the corner, new buildings should incorporate forecourts, plazas, or gardens that welcome the public and offer a dramatic statement at the corner.
- Major entrances should also be located at the corners and highlighted by elements such as higher or more expressive canopies, higher bays, larger windows and doors, projections, different window designs, or other physical features.
- If potential views to noteworthy natural features and points of interest exist, (either nearby or in the distance exist from the development site), entrances and publicly accessible open spaces should be located and oriented to take advantage of this view.

Figure 5.9 Corner sites should be developed to encourage interaction with pedestrians by allowing and requiring specific setbacks that allow for plazas and inviting entrances.

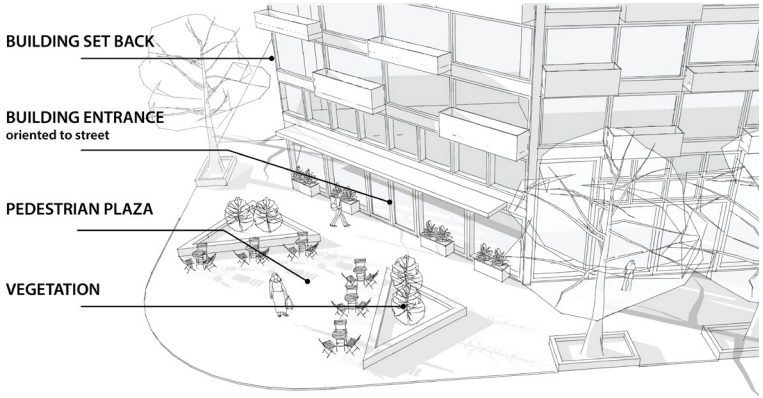


Figure 5.10 Principal buildings on corner sites should have a grand entrance from the sidewalk and offer a public space.

5.3.6. ACCESSORY DWELLING UNITS (ADU)

The City recognizes that accessory dwelling units (ADUs) in single–family residential zones can be an important tool in the overall housing plan for the City. The purposes of the ADU recommendations are to:

- Allow opportunities for property owners to provide social or personal support for family members where independent living is desirable;
- Provide for affordable housing opportunities;
- Make housing units available to moderate income households that might otherwise have difficulty finding homes within the City;
- Provide opportunities for additional income to offset rising housing costs;
- Develop housing units in single–family neighborhoods that are appropriate for people at a variety of stages in the life cycle; and
- Preserve the character of single–family neighborhoods by providing

Figure 5.11 Accessory Dwelling Units (ADUs) can be designed to be stand alone dwelling units that are completely separate from the primary dwelling unit.

Figure 5.12 Accessory Dwelling Units (ADUs) can be constructed as units attached to the principal dwelling unit, but have their own private entrance and yard.

standards governing development of ADUs. (Ord. 09-23 § 2)

5.3.6.1. EXISTING MURRAY CITY ADU STANDARDS

1. Accessory dwelling units (ADUs) are allowed within single–family zones in the City, on lots that are a minimum of 12,000 square feet.
2. The property owner, must occupy either the principal unit or the ADU, but not both, as their permanent residence and at no time receive rent for the owner occupied unit.
3. Only one ADU may be created per lot or property in single–family zones.
4. A separate entrance to the ADU shall not be allowed on the front or corner lot side yard. Any separate entrance shall be located to the side or rear of the principal residence.

Figure 5.13 Accessory Dwelling Units (ADUs) constructed over a single–family garage is an example of a way to provide life–cycle housing in the study area. This dwelling type is encouraged also as a way to increase density.

5. The total area of an attached ADU shall be less than 40 percent of the square footage of the primary residence and in no case shall exceed 1,000 square feet.
6. ADUs shall not contain more than two (2) bedrooms.
7. ADUs shall be occupied by no more than two (2) related or unrelated adults and their children.
8. Two (2) off street parking spaces shall be provided.
9. Detached ADUs shall not be located in a front or corner lot side yard and shall meet the same setbacks as required for the primary residence in the zone.
10. A detached ADU shall not exceed the allowable lot or rear yard coverage standard for the underlying zone or encroach into the required setbacks.
11. Detached ADUs shall be compatible with the exterior color and materials of the principal dwelling.
12. The maximum height for detached ADUs is limited to one story and to 20 feet or the height of the principal structure, whichever is less.
13. The total floor area of a detached structure containing an ADU shall not exceed 1,000 square feet.
14. Conversion of existing accessory buildings (such as detached garages) may only occur where the existing accessory building meets the setback requirements for a primary residence in the zone and meets the applicable building code.
15. The planning commission may place other appropriate or more stringent conditions deemed necessary in approving ADUs to protect the public safety, welfare and single–family character of the neighborhood. (Ord. 09-23 § 2)

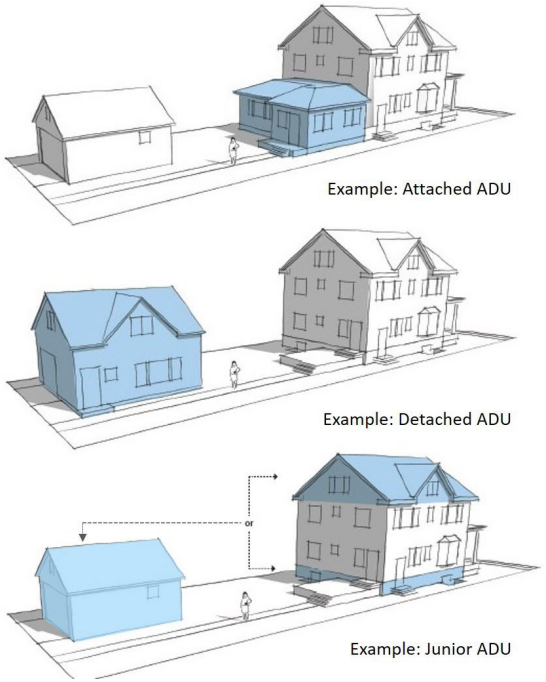


Figure 5.14 Various types of Accessory Dwelling Units that are permitted in most residential areas of Murray.

5.3.7. TREATMENT OF OUTDOOR STORAGE, AND EQUIPMENT

Enclosures and screening should be used to reduce the visual impacts of storage, trash, and service areas.

- The total area allowed for outdoor storage or merchandise display should be less than twenty-five percent (25 percent) of the total gross square footage of building occupied by the use; provided, however, that such area may exceed twenty-five (25 percent) percent if it is fenced and screened. This standard does not apply to temporary uses such as material storage during construction or street vendors.
- Any storage, service and truck loading areas, utility structures, storage tanks, elevator and mechanical equipment on the ground or roof should be screened from public view.
- Trash collection and outdoor storage tank areas should be located within enclosed structures constructed of similar materials and quality of the associated buildings, with a gate that can be closed. The gate should be similarly treated or located in an area not visible from the street.

Figure 5.15 Waste containers and dumpsters should be shielded from view using permanent materials. This screening should decrease the visibility and visual impacts of these types of areas.

Figure 5.16 Buildings that require utilities or mechanical equipment to be positioned on the roof, should be screened from public view using materials complementary to the building facade and the surrounding neighborhood.

5.4 BUILDING DESIGN

5.4.1. GROUND FLOOR DETAILS

Ground Floor Details reinforce the character of the streetscape and provide pedestrian amenities.

- The first floor level should be at least 12 feet in height as measured from the floor to the interior ceiling to provide for a generous space for retailing, services, and restaurant functions.
- Facades of commercial and mixed–use buildings that face the street should be designed to be pedestrian friendly through the inclusion of at least three of the following elements:
  - Kick plates for storefront windows
  - Projecting window sills
  - Pedestrian–scale signage
  - Exterior lighting sconces
  - Containers for seasonal plantings
  - Window box planters
  - Benches and seat walls along 30 percent of the length of the façade
  - Decorative paving in the sidewalk
  - Decorative brick, tile or stone work on the ground floor façade
  - A feature not on the list that meets the intent of the guideline.

Figure 5.17 New construction of residential and commercial buildings should be designed with ground floors that address the street and are built on a pedestrian scale. Elements include landscaping, scaled windows and entrances as well as furnishings.

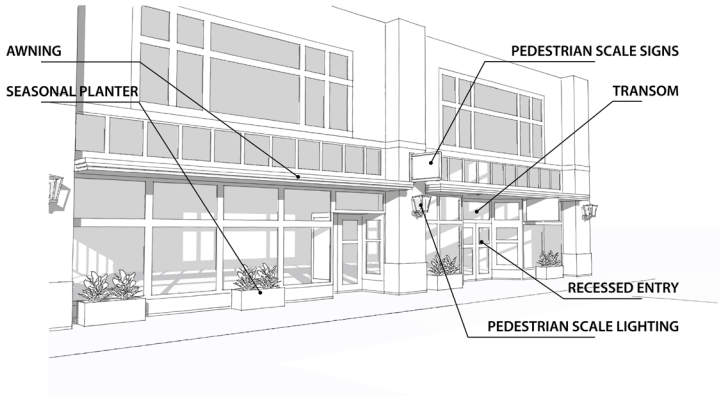


Figure 5.18 The diagram above illustrates specific elements that should be incorporated into the design of new buildings within the Fashion Place West area. Collectively, these elements create a sense of place and create an aesthetically pleasing environment for the pedestrian.

5.4.2. GROUND FLOOR TRANSPARENCY

Ground Floor Transparency should utilize building façades to provide safe and comfortable waiting areas for transit and provide visual connections between activities inside and out.

- All commercial buildings should include windows with clear vision glass on at least 50 percent of the area between two and twelve feet above grade for all ground floor building facades that are visible from an adjacent street.
- Street–facing, ground–floor facades of commercial and mixed–use buildings should incorporate generous amounts of glass in storefront–like windows. Amounts of clear, transparent glass should meet or exceed the following:
  - 60 percent along primary streets
  - 50 percent along secondary streets

Figure 5.19 Whenever possible, the ground floor of buildings along primary frontages should have facades that interact with the pedestrian and the street it sits on. This should be accomplished with the use of windows and clear vision glass that allow for 60 percent transparency along primary streets and 50 percent transparency along secondary streets.

Figure 5.20 The diagram above visually illustrates transparency requirements. Height, width, and location of windows largely contributes to appropriate percentages of transparency.

5.4.3. PROMINENT ENTRANCES

Building entrances should be designed to readily inform people of their access and use.

- The primary (front) building façade and main entry of nonresidential buildings should be well–marked, articulated and oriented and facing the primary public street.
- Consider placing the main building entrance at a street corner.
- Entries should be lighted and protected from weather.
- Entries facing public streets should be made visually prominent and receive architectural emphasis. A variety of techniques to accomplish this include:
  - Recessed entries
  - Projecting entries
  - Elevated entries with stairways for residential uses
  - Entry–related cover or roof line articulation (such as canopy articulation; parapet–roof articulation)
  - Arched entries
  - Decorative lintels of molding above doorways
  - Landscape treatment and emphasis
  - Surface treatment (such as paver or tiles)
  - Entry courtyard
  - Transom windows
  - Signage
  - Other techniques as appropriate

Figure 5.21 Entrances to buildings within the Fashion Place West study area should be well–marked and oriented toward the primary frontage. Signage should be implemented on a human scale and facades should include a well–articulated entrance.

Figure 5.22 Corner buildings should be constructed as the main building of new development, and should display a prominent entrance on the corner. Entrances can include decorative awnings, stone facade treatments, and stairs that are prominent and address the street.

5.4.4. TREATMENT OF BLANK WALLS

Blank Wall Treatments ensure that buildings do not display blank, unattractive walls to the abutting street or public areas.

- Use vegetation, such as trees, shrubs, ground cover or vines adjacent to the wall surface. Green walls are strongly encouraged to manage stormwater runoff.
- The use of façade articulation such as expressing the structural bays of the building with pilasters or other detailing should be used to help animate an otherwise blank area of wall.
- Use artwork, such as bas–relief sculpture, murals or trellis structures. Use seating areas with special paving.
- Use architectural detailing, reveals, and contrasting materials.

Figure 5.23 In cases where blank walls cannot be avoided, or are on secondary frontages, treatments should be applied to these surfaces. Post–construction applications can include landscaping such as a trellis structure, shown above.

Figure 5.24 Newly constructed buildings that contain blank walls should include architectural detailing, articulation, or artwork, like the building above displays.

5.4.5. ARTICULATION

Building Articulation should reduce the apparent bulk and maintain a human scale proportion in multi–story or large buildings.

- Buildings should incorporate varied articulation on all sides. The street–facing side(s) should receive the greatest amount of attention with respect to richness of forms, details, materials, and craft.
- Elements such as sun shades, terraces, and rain water harvesting features can be used to compose and articulate the building's façade.
- Varied frontages. Building frontages should be divided into relatively small units with storefronts, bays, recesses, offsets, balconies, a varied and rich color palette, and other elements to avoid long, monolithic facades.

Figure 5.25 A key component of good urban design and creating a desirable place to visit is to construct buildings whose facades offer varied materials and articulation. This articulation should vary on all sides that have street frontage.

Figure 5.26 New construction should look to historic buildings for inspiration regarding facade articulation and materials. Historic buildings, like the ones above, often are of timeless architecture styles, and succeed at creating inviting destinations.

5.4.6. TRANSITION OF SCALE

Transition of Scale can be achieved by incorporating additional features into higher density development when located adjacent to properties with lower density single–family use to enhance the compatibility between uses.

- Multi–family and mixed–use development located adjacent to existing single–family residential should incorporate three or more of the following architectural features:
  - Recessed entry
  - Dormers
  - Higher quality material
  - Pitched roof forms
  - Upper level balconies
  - Upper level step backs
  - Gables
  - Window patterns
- Flat, blank walls should not be visible from the street or common areas.
- Tree retention or additional vegetative screening along neighboring properties is encouraged.
- Building Height

Figure 5.27 The practice of using transition of scale helps municipalities include a mix of uses in a single area while remaining sensitive to lower density uses.

5.4.7. SIGN DESIGN

5.4.7.1 PEDESTRIAN ORIENTATION

Signs will complement and strengthen the pedestrian realm

- Pedestrian signs include projecting signs (blade signs), window signs (painted on glass or hung behind glass), logo signs (symbols, shapes), wall signs over entrance, and monument signs.

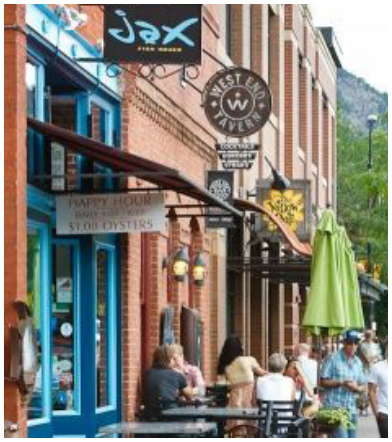


Figure 5.28 Pedestrian scale signage.

5.4.7.2. CREATIVITY AND UNIQUE EXPRESSION

Signage should be interesting, creative, and unique approached to the design of signs.

- The design of signs are encouraged to use color, graphics, and handcrafted elements.

Figure 5.29 Creative signage with a design unique to the business.

5.4.7.3. INTEGRATION WITH ARCHITECTURE

Signage should be part of the overall design approach to a project and not added as an afterthought element.

Figure 5.30 Signage integrated into a brick building's architecture.

- The design of buildings and sites shall identify location and sizes for future signs. As tenants install signs, it is expected that such signs shall be in conformance with an overall sign program that allows for advertising which fits the architectural character, proportions, and details of the development.

5.4.7.4 COORDINATED WAYFINDING

Public signage should reflect and enhance the character of the area.

- The City should implement a coordinated neighborhood identity program in the design of wayfinding signage.

Figure 5.31 Wayfinding signage should have a theme and be consistent throughout the area.

6 APPENDIX


4. CASE STUDY: MEADOWBROOK
2019
1997
NEIGHBORHOOD DATA
FASHION PLACE WEST
STUDY: MURRAY NORTH
1947

6 APPENDIX

6.1 PUBLIC ENGAGEMENT

6.1.1 OPEN HOUSE

On February 12, 2020 Murray City along with the consultant team, held a public open house at the Clark Cushing Senior Center, located within the northern portion of the study area. The objective of the open house was to educate the public about existing conditions in the area and the goals of the Fashion Place West Small Area Plan, as well as to gain feedback and insight from the participants about many key components. A series of ten boards and individual questionnaires were used to inform, and gather feedback.

Approximately 35 individuals participated in the Open House at the Cushing Senior Center.

Among the approximately 35 individuals that participated, half said that they lived in the study area, and the other half were commuters or Murray residents. Most participants had positive reactions to the planning process, while also expressing their desire for better connectivity in the area, which aligns well with the City's vision for the Small Area Plan.

The most frequently asked question from participants was, "What development is being proposed?" Staff and the consultant team educated residents about the need for a long range plan for this area, even though there was no development proposed, or on the horizon.

When participants were asked which of Murray's five key initiatives (established in the General Plan) seem most related to this neighborhood, many felt that Livable and Vibrant Neighborhoods and Multi–Modality were most applicable.

The questionnaire asked respondents about their impressions of the study area and what they have experienced, and would like to see changed.

When asked what types of destinations they wished were in the neighborhood, the most common answers were:

- Public space/parks
- Dining
- Grocery/market

When asked what type of housing they would occupy in the next phase of life, the majority of respondents answered:

- Single–Family Home
- Townhome
- Accessory Dwelling Unit (ADU)

6.1.2 SURVEY

While originally scheduled to hold a second open house, due to safety concerns related to the COVID–19 pandemic, City staff and the consultant team conducted an online survey from May 20th through June 20th. Residents, commuters, shoppers, and other interested parties were invited to participate by answering a series of 18 questions. The survey was advertised through social media channels and received over 130 responses.

The goal of the survey was to gauge respondents' understanding of the components of the Small Area Plan, and aptitude for more specific recommendations dealing with connectivity expansion, housing options, and design guidelines.

A number of survey questions stood out as good indicators of concerns that residents have and what they would like to see more of. Those included:

- What four words would you use to describe the attributes of the Fashion Place West neighborhood?
- What is your primary destination when you visit the neighborhood?
- What do you see as challenges facing the neighborhood?
- What types of housing do you wish were available?
- What housing issues do you feel exist in the neighborhood?

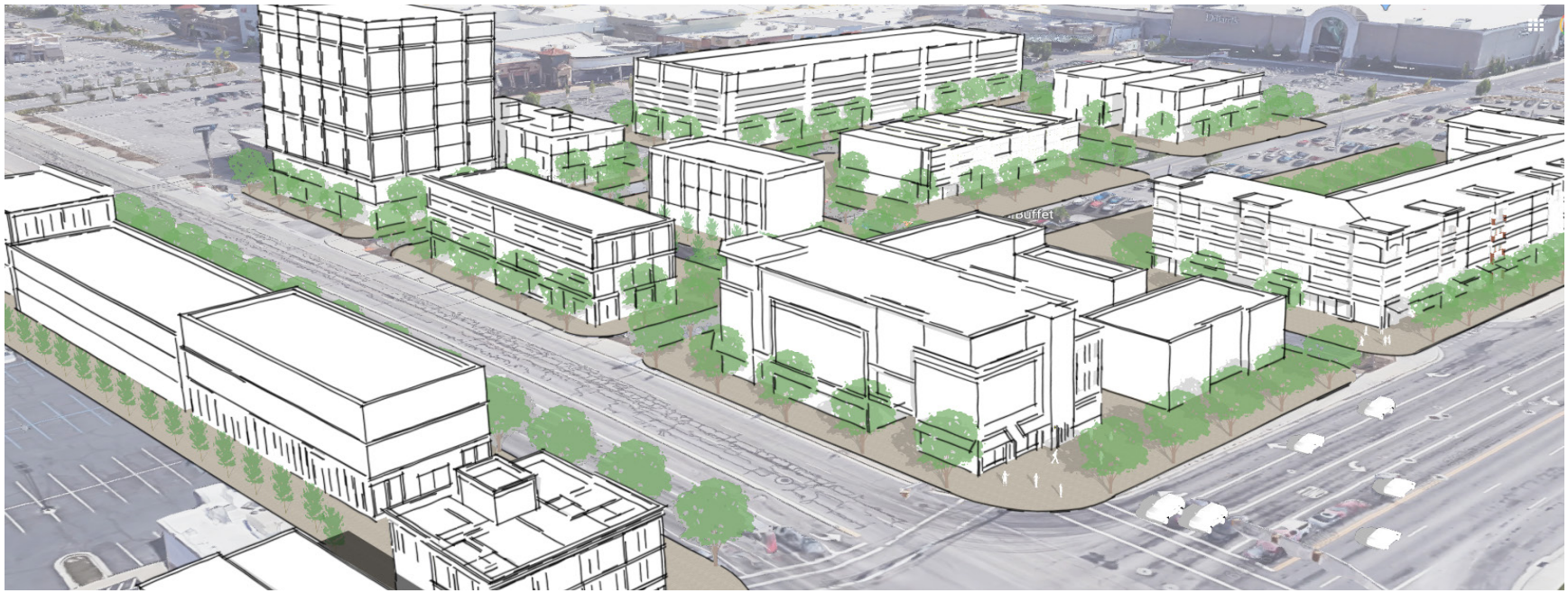
A majority of respondents appreciate the convenient and central location of the Fashion Place West neighborhood. When asked questions regarding access for bicycles and pedestrians, many respondents expressed desire for better sidewalks and more bicycle lanes. A common concern throughout the survey responses was around traffic in the Fashion Place West neighborhood, and the area becoming busier. Because of this concern, staff and the consultant team felt it important to address the effects of future growth on traffic, as well as ways to mitigate current and future traffic increases.

Question 4: What four words would you use to describe the attributes of the Fashion Place West neighborhood?

When respondents were asked about the types of housing that they wished were in the neighborhood, many felt that mid–density housing types such as cottage clusters, ADUs, and duplex/triplex units would make a good addition. When asked about housing issues they felt the study area faced, many respondents expressed the need for more housing affordability, and construction quality.

Overall, the survey was a key component to the public engagement approach, giving residents a safe and healthy avenue to express their concerns and ideas about the future of the neighborhood.

6.2.1. CATALYTIC PROJECT: STATE STREET/ WINCHESTER INTERSECTION



The future success of Fashion Place Mall and the surrounding area hinges on the ability to develop more densely where properties meet State Street (and Winchester Street). To make this future development possible the following regulations should be reviewed and revised:

1. Create new Fashion Place West zone district (FPW) that includes:
   - Shared parking provision
   - Implementation of parking maximums
   - Reduced front yard setback
   - Ground Floor activation recommendations

SHORT TERM

- Amend zoning ordinance, rezone properties
- Prioritize residential and office use infill development adjacent to State and Winchester Streets
- Perform streetscape improvements

MEDIUM TERM

- Work with Fashion Place Mall to improve internal pedestrian connectivity and pedestrian access to mall site
- Work with UDOT to improve pedestrian and bicycle experience at Winchester and State Street intersection
- Parking structure at mall

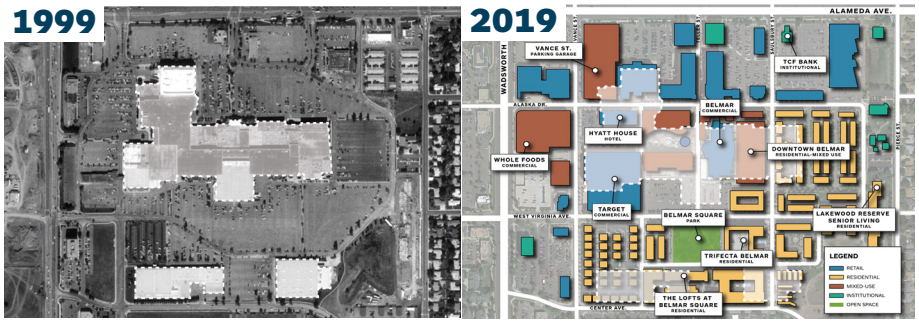
LONG TERM

- Help facilitate increased densities and residential development types within mall property, especially adjacent to State Street and 6400 South.

6.2.2. CASE STUDY: BELMAR
LAKEWOOD, COLORADO

After more than 15 years of proactive redevelopment efforts by the City of Lakewood and private developers, Belmar is considered to be the new downtown. The total amount of retail area was reduced considerably, but the developers added housing, office, lodging, and healthcare to the mix, to create a mixed–use place.

In 1966, the Villa Italia, a regional mall was built. It was a 104–acre site with 1.2 million square feet of commercial space. The mall closed in 2001 due to increasing competition and changing retail formats. The City of Lakewood began to re–envision how Villa Italia could be renovated or redeveloped.



NEIGHBORHOOD DATA

MEDIAN RENTAL PRICE	MEDIAN HOME VALUE	MEDIAN HOUSEHOLD INCOME
$1,595	$493,151	$86,019

POPULATION	DAYTIME POPULATION	BUSINESSES
1,264	4,066	235

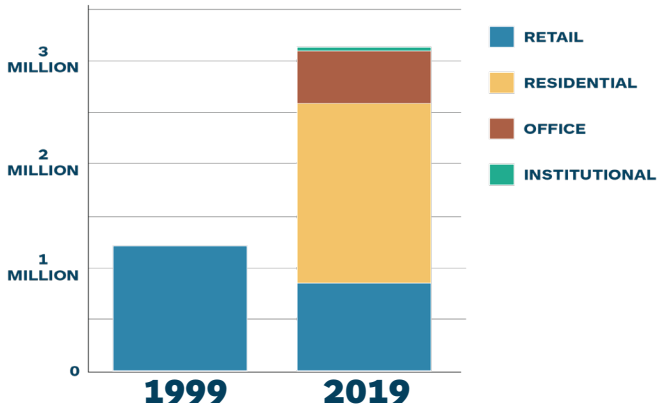
The plaza in the warmer months is home to festivals and markets.

The Hyatt House Hotel in the Belmar area.

Many of the retail spaces are located on the ground floor, with residential on the upper floors.

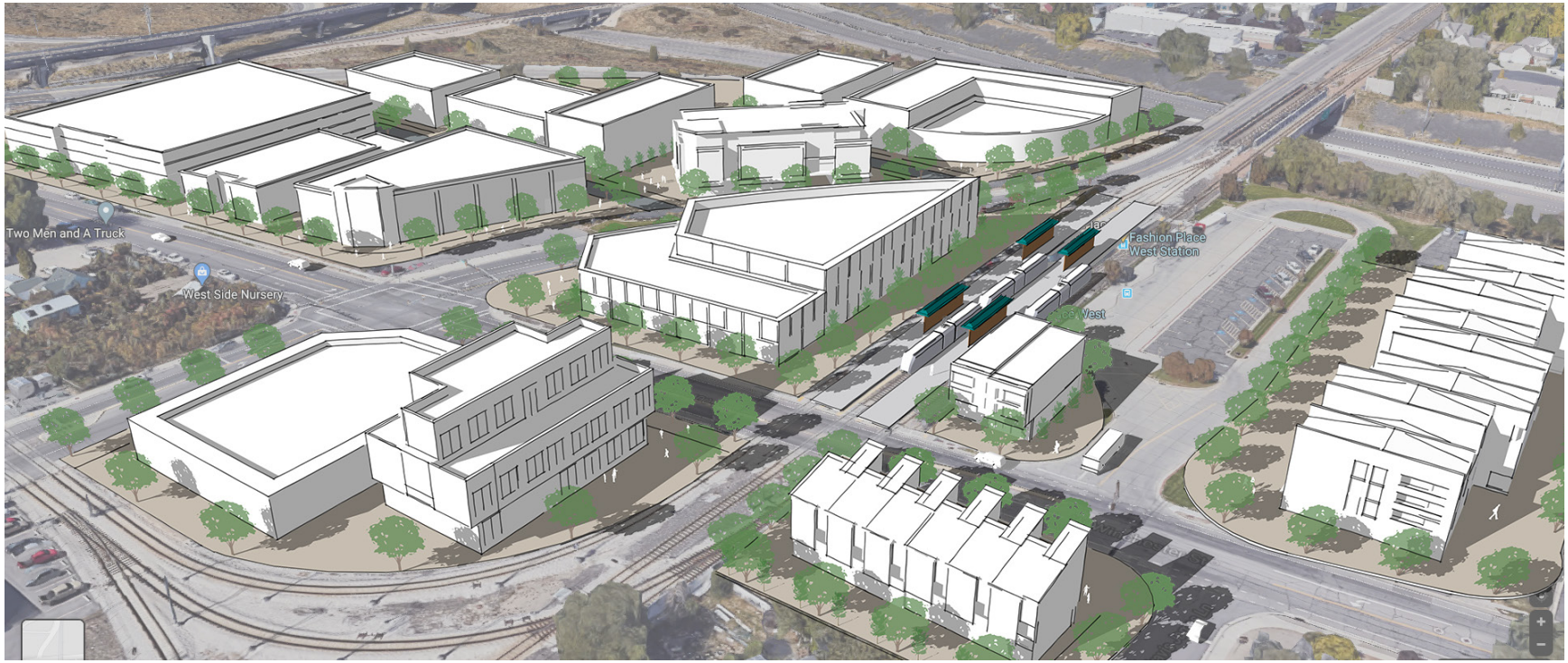
Housing is the most abundant new type of development in Belmar.

SQUARE FEET OF DEVELOPMENT BY TYPE



The largest land use after redevelopment of the Belmar area is residential, with a reduction in the overall amount of retail square footage.

6.2.3. CATALYTIC PROJECT: TRAX STATION AREA REDEVELOPMENT



The area around the Fashion Place West TRAX station is ripe for redevelopment over the next 20 years.

In order to encourage this increase in density of uses such as commercial, residential, and office, the area must be rezoned to decrease parking requirements and increase density allowances.

SHORT TERM

- Amend zoning ordinance, rezone properties
- Improve access from Cottonwood Street to TRAX station with Cottonwood bridge reconstruction
- Prioritize residential infill development adjacent to TRAX station
- Perform streetscape improvements
- Improve UTA bus circulation and frequency with Route 209.

MEDIUM TERM

- Help facilitate increased densities that includes residential and office uses

LONG TERM

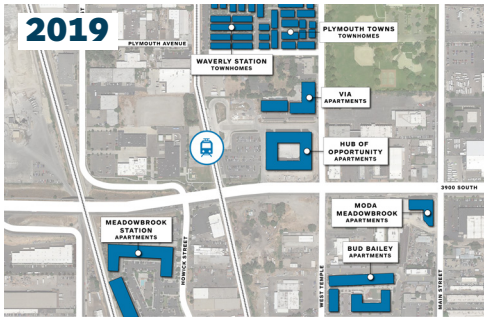
- UTA Parking structure
- Help facilitate property transition of existing industrial properties on west side of study area.

6.2.4. CASE STUDY: MEADOWBROOK

188 WEST 3900 SOUTH, SOUTH SALT LAKE

The Meadowbrook station is located in an older industrial area near the center of the Salt Lake Valley. Upon the construction of TRAX, the surrounding parcels were primarily industrial and underutilized parcels. Some office space, Harmony Park, and single–family homes inhabited the area, as well.

Once the Meadowbrook station was built, the surrounding community leveraged Envision Utah and the Wasatch Choice 2040 toolkit for future development around the station. South Salt Lake and Salt Lake County have employed a Form Based Code and other policies to remove barriers and encourage the kind of growth the community envisions.



TIME TO GET TO...

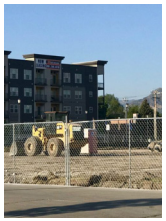
via TRAX

DOWNTOWN	UNIVERSITY	SANDY	DAYBREAK	AIRPORT
13 minutes	24 minutes	14 minutes	29 minutes	43 minutes

NEIGHBORHOOD DATA

MEDIAN RENTAL PRICE	MEDIAN HOME VALUE	MEDIAN HOUSEHOLD INCOME	POPULATION	DAYTIME POPULATION
$1,062	$332,394	$42,736	1,288	5,730

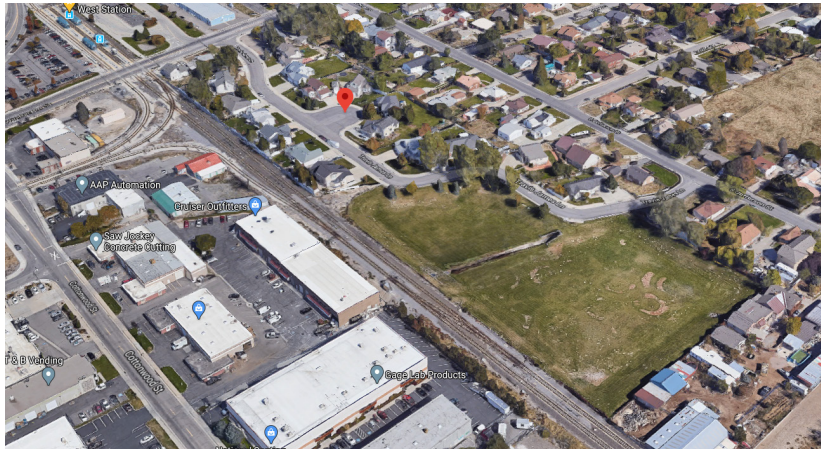
Waverly Station Townhomes and Condominiums, built in 2007. Plymouth Towns Townhomes, built in 2012.



Construction of the Hub of Opportunity, expected completion in 2020. The Hub will have a total of 156 residential units. 110 income restricted, 46 units market–rate. Another 16 units will be reserved as live/work units as part of Columbus' NextWork Hub that will provide vocational training space to young adults with autism to help them transition to community living and employment.

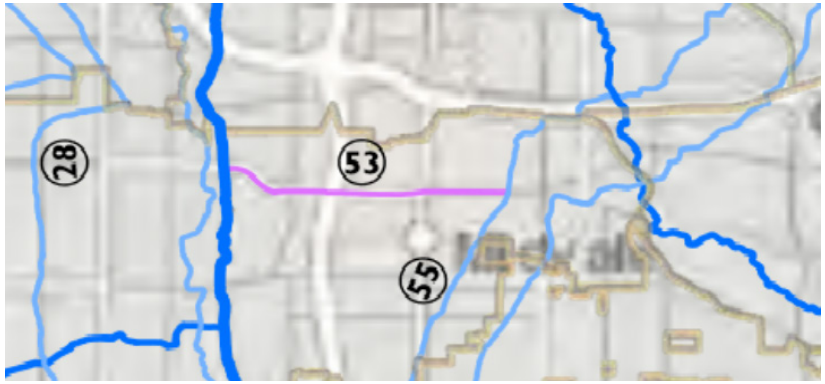
A rendering of the new Hub of Opportunity, located on the corner of 3900 S. West Temple. The Hub is an innovative project and is a community–based, mixed–use development that will bring together a unique combination of community services, workforce development opportunities, and community living for individuals with disabilities.

6.2.5. CATALYTIC PROJECT: JEFFERSON PARK



The detention basin on Travis James Lane is a significant opportunity to provide the neighborhood with a unique green space, but also play a role in modernizing elements of the Salt Lake County Flood Control network.

The Jefferson Detention Basin is a large, undeveloped green space that is dry for most of the year. Hillside amenities and facilities that can withstand water when flooded will substantially improve recreation opportunities for nearby neighbors.



The property on Travis James Lane is owned and maintained by Murray City but is under the jurisdiction and control of Salt Lake County as part of their Flood Control Master Plan. Any changes to this property would require permitting through Salt Lake County.

Rendering of potential future improvements to the Jefferson Detention Basin including a looping pedestrian/tricycle path, climbing rocks, a turf play field, and off–leash dog area. Native plantings could naturalize part of the basin to create a green oasis.

FUTURE PLANS

When Murray City adopted its Parks and Recreation Master Plan in April of 2020, the Jefferson Detention Basin park project was identified as an upcoming project. Development opportunities include creating a terraced hill, with seating at the top and a hill slide or hill climber extending down into the basin.

- Jefferson Detention Basin Development: 3-5 years
- Developed Acres Added: 4.3
- Project Description: Add nature play elements, walking paths, and family gathering space to meet the needs of nearby neighbors.
- Project Type: Park Enhancement/ Expansion
- Estimated Capital Cost: $500,000
- Standard level annual maintenance cost: $35,000

6.2.6. CASE STUDY: TANNER SPRINGS PARK
PORTLAND, OREGON

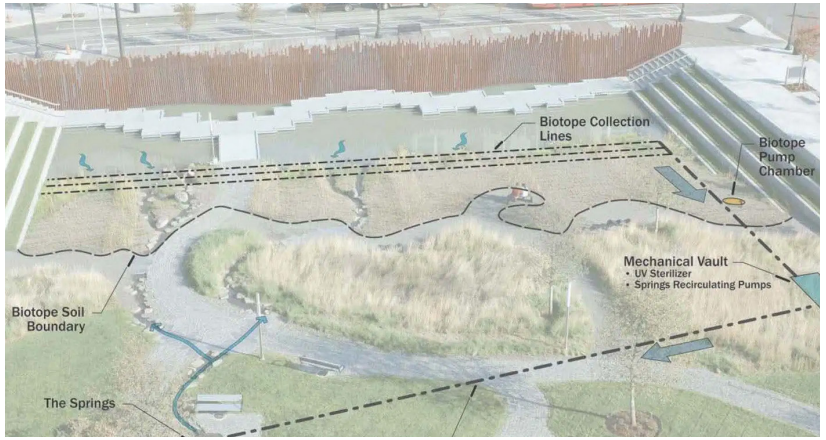
Tanner Springs Park was designed in 2003 by Atelier Dreiseitl (Germany), Green Works, P.C. (Portland), Portland Parks and Recreation, Portland Development Commission, and a project steering committee of public and private stakeholders.

A series of community workshops were held between January and June 2003 and the park was named Tanner Springs Park in April 2005. The goal was to transform contaminated city blocks (.92 acres) into a healthy urban green space for contemplation and connecting with nature.

A recirculating bioswale was designed to reference the historical wetlands of Couch Lake and Tanner Creek from the years prior to industrial development. The artistic and synergistic design incorporated sustainability and historical reclamation to make the project unique to Portland and give a strong sense of place.

Sustainability: The impervious surfaces of the urban environment produce excessive precipitation runoff with pollutants and heavy metals. To mitigate this, the park collects stormwater from the sidewalks and streets surrounding it. The park is a large bioswale designed to absorb this runoff. It is a closed system so no pollutants enter the storm water system.

Maintenance: Portland Parks and Recreation maintains the park with a focus on sustainability with an adaptive management approach. Friends of Tanner Springs Park is a community group that grew out of the need for more community support for park maintenance and use. They collaborate with Portland Park and Recreation.



Historical Reclamation: Located in the Willamette Valley, the park was designed to echo the habitat that existed prior to settlement that is now endangered oak savanna and upland prairie. The naturally sloping characteristics of the park mimic the sloping of the Willamette Valley foothills.

6.2.7. CATALYTIC PROJECT: WINCHESTER BRIDGE

Future streetscape improvements along the Winchester Bridge would enhance the pedestrian experience and encourage use of more active transportation methods.

Current conditions on the Winchester Street bridge create a disconnect between the TRAX station and Fashion Place Mall for pedestrians and bicyclists. Improving this bridge in two separate phases would improve overall connectivity as well as access to the TRAX station.

FUTURE PLANS

UDOT and Murray City have determined that the reconstruction of the Cottonwood and Winchester Street bridges are scheduled to occur by 2034.

1. Phase I could include the reconstruction of the current bridge including improved pedestrian and bicycle access, sidewalks, planted park strip, and painted bike lanes.
2. Phase II could entail the construction of an adjacent bridge on the west side of the current bridge. This second bridge could link the two neighborhoods with buildings and storefronts on a single level—creating a pedestrian and bicycle friendly experience across the bridge, and to the TRAX station.

6.2.8. CASE STUDY: RIALTO BRIDGE

COLUMBUS, OHIO

BACKGROUND

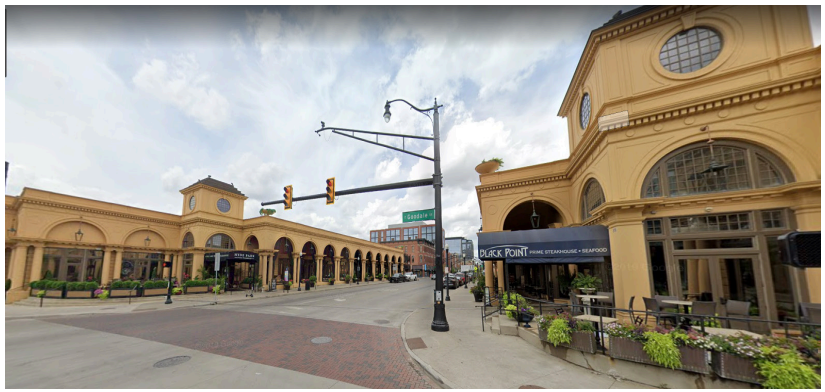
The Cap at Union Station in Columbus, Ohio demonstrates how governments can partner with the private sector to create and share value in highway–related investments.

Before the construction of The Cap at Union Station Project, a 200 foot–long, chainlink–fence bordered walkway spanned the busy highway below, creating a no man's land.

To heal the scar created by the interstate, the solution was be to build a hard cap over the expressway. The objective of the Cap was to create pedestrian and retail space. A local developer, approached the City and expressed interest in investing in the Project. The company signed a memorandum of understanding with the City in 1999 to jointly develop a cap.

Under the terms of the Memorandum between the developer and the City:

- The City would pursue clear title to the air rights above the highway and obtained permission from Ohio Department of Transportation (ODOT) and the Federal Highway Administration (FHWA) to construct the Cap platforms
- Once the above was achieved, the developer would enter a ground lease for the platforms and construct the buildings.
- Developer would reimburse the City for up to $75,000 in architectural fees for work that was necessary prior to construction of the buildings on the Cap.



The Project was composed of three separate bridges: one for through–traffic across the highway, and one on either side for the retail structures. Construction of the Cap structures began in 2002, with the developer beginning work on the buildings in April 2003.

REGULATORY HURDLES

AIR RIGHTS

Gaining air rights over the development proved to be a hurdle. When the original interstate was constructed, the state acquired only ground rights. The process required two years to find the owners of the air rights and for the City to procure clear title to the Project site.

PERMITS FROM FHWA

The FHWA places restrictions on use of highway easements for commercial use. It requires that in order for an easement to be granted, fair market rent must be charged to the developer for use of the Cap platforms. This proved challenging for several reasons. Ultimately, the City was able to negotiate an alternative arrangement whereby the City would share in 10 percent of the ongoing profits of the development in lieu of paying rent (the platforms were leased to the developer for a nominal $1 per year).

MARKET CONSIDERATIONS

Key to the economic viability of the Project was the developer's ability to secure long–term, above market leases for the new buildings. In advance of securing financing, the developer secured tenants willing to pay rents that were approximately 20 to 30 percent higher than those in the surrounding

6.2.8. CASE STUDY: RIALTO BRIDGE

COLUMBUS, OHIO

area. The higher rents were enabled because tenants valued the cachet of the new location, and proximity to nearby attractions. The developer also took care to ensure a mix of day and night tenants to keep the space as active as possible. The space currently features a wine bar, a clothing store, an apparel and gift shop, and a few smaller specialty food stores.

KEY PARTNERSHIPS

CITY-DEVELOPER

The City worked with the Developer on the difficult task of extending utilities to the Project across a bridge.

FHWA-CITY

Since the FHWA funded the original construction of the expressway, the alternative use of the highway easement required FHWA approval and buy–in.

ODOT-CITY

Similarly, since ODOT would be operating the highway, all of the design elements of the Project required close coordination with and sign off from ODOT.

FUNDING

DESIGN

The City spent $115,000 on the preliminary design needed to secure the necessary regulatory approvals. The developer reimbursed the City $75,000 of this cost.

CONSTRUCTION OF THE CAP AND BRIDGES

ODOT agreed to pay $1.3 million for the construction of the three bridges. The City paid an additional $325,000 required to extend utilities to the platform via the concrete bay.

CONSTRUCTION OF THE RETAIL BUILDING

The developer assumed the entire cost of the improvements on top of the cap. To finance the construction, the developer originally used conventional loan options and an equity contribution for the $7 million dollar price tag. The developer also received a ten-year, 100 percent tax abatement on the property for the City, improving the Projects' economics.

TAKEWAYS

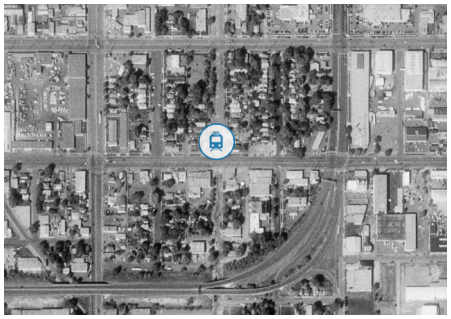
- The Project shows an innovative partnership between a private developer, a City, a state DOT and FHWA to support urban development.
- The project demonstrates how Interstate widening projects can contribute to urban renewal with limited incremental cost to government.

6.2.9. CASE STUDY: CENTRAL NINTH

850 S 200 W, SALT LAKE CITY

The Central Ninth area has a robust, and growing, neighborhood business district on 900 South and is surrounded by an eclectic mix of multi–family developments, single–family homes, and a growing number of small–scale commercial and office buildings. The highlighted building footprints are the newest developments in the area.

Before the construction of the 900 South TRAX station, the neighborhood was mainly industrial with a cluster of single–family homes. According to the Census, there were only 463 housing units within 1/2 mile of the future station in 2000. By 2010, the housing units had more than doubled (1,093 units). The TRAX station was built in 2005.



NEIGHBORHOOD DATA

POPULATION	DAYTIME POPULATION	MEDIAN RENTAL PRICE	MEDIAN HOME VALUE
2,433	6,670	$1,269	$293,015

TIME TO GET TO...

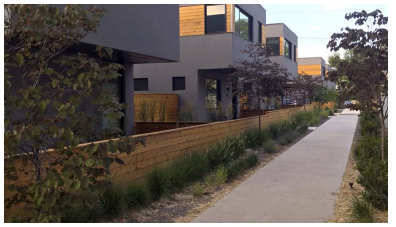
via TRAX

DOWNTOWN	UNIVERSITY	SANDY	DAYBREAK	AIRPORT
4 minutes	15 minutes	24 minutes	38 minutes	29 minutes

The Market Building, located on 900 South and in between West Temple and 200 West. The building is home to a market,

restaurants, and a bar. Next door to the Market Building is a smaller development with office space and a coffee shop.

The Alinea Lofts townhomes were built in 2018. The development includes some groundfloor commercial space on 900 South.



The Jefferson Walkway development (above) includes six cottage–like townhomes and public pedestrian walkway that connects two streets.

Above is a rendering of the new Spy Hop Youth Media Arts Center, located on the corner of 900 South and 200 West.