

MURRAY CITY CENTER DISTRICT DESIGN GUIDELINES



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DESIGN GUIDELINES INTRODUCTION

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INTRODUCTION

The goal of the Murray City Center District Design Guidelines is to provide a framework within which the development community, citizens and Murray City officials can each play a part in the redevelopment of the City Center District. The 2017 Murray General Plan anticipates the design guidelines will be a key component in making the downtown area successful and create a comfortable place for people to live, work and gather. The guidelines explain and expand upon the design intent of the Murray City Center District zoning ordinance and will aid in ensuring new development will create a dynamic, harmonious, and unique downtown that the citizens of Murray can be proud of. In addition to the goals of the general plan and zoning ordinance, these guidelines have been written with best practices in traditional town and neighborhood development in mind.

Murray City is pursuing the development of a true downtown which will include spaces and elements for a lively public gathering area, such as sidewalk dining, landscaping, and seating areas. Citizens of Murray are proud of their community and expect a downtown that will provide amenities and an environment which create a desirable downtown area. Each individual project in the MCCD zoning district is a part of a larger whole, and as such, should contribute not only its part to the quality of downtown, but contribute positively to the district as a whole.

These design guidelines and subsequent design review process should result in more thoughtful projects, improved business opportunities, and an enhanced quality of life for residents.



DESIGN REVIEW

The Murray City Council has adopted the Murray City Center District Design Guidelines which are to be consulted during the review process for each new development proposal that falls within the MCCD zoning district. Murray City staff, the Murray City Center District Review Committee, and the Planning Commission will use the guidelines to provide guidance, direction, and support of the stated purposes of the Murray City Center District zoning ordinance and the 2017 Murray City General Plan.



Site plan for new City Hall

DOCUMENT ORGANIZATION

The guidelines are broken down into two overarching sections. The first section is an outline of the shared values for Downtown Murray. The second section is the actual guidelines which have been divided into four distinct categories:

- District-Wide Guidelines
- Public Spaces and Streetscape Guidelines
- Development Site Guidelines
- Architectural Guidelines

In order to create a set of guidelines by which to review potential projects, a list of shared values needs to be established. Community input thus far suggests that residents of Murray City support a true downtown with neighborhoods that bring a mix of housing, office, retail and entertainment opportunities. After review of current and past documents that relate to the downtown, the following five values were identified as important to the citizens of Murray and will be the compass that will provide direction for the guidelines. Murray Residents value a downtown that is:

- Authentic
- Active
- Inclusive
- Connected
- Multi-modal

District-Wide Guidelines

This section lays out broad guidelines which should be applied generally throughout the Murray City Center District.

Public Spaces and Streetscape Guidelines

These guidelines propose improvements to the pedestrian experience through open space and streetscape design. The guidelines are best practices which encourage a safe, comfortable, interesting, and purposeful walk. The guidelines also include best practices in public space design to promote safety, activity, and community building.

Guidelines for Development Site Guidelines

The major focus of this section is to introduce guidelines that relate to site massing, relationship to topography and the overall fabric of the city. Each property plays a role in the district and can support larger patterns of open space, circulation and the pedestrian experience.

Architectural Guidelines

These items within this section are the most fine grained and include recommendations for the physical makeup and shape of construction inside property lines.

SHARED VALUES

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VALUE 01: AUTHENTIC

The Murray City Center District is the heart of the City's traditional downtown area. The City has many residential neighborhoods as well as large commercial districts each of which has a long history of development and growth in the middle of Salt Lake County. Murray City is pursuing the development of a true, functioning and authentic downtown neighborhood; not another common open-air mall. Development in the MCCD area should be thoughtful, purposeful, and representative of the true heart of Murray City. When someone travels along State Street and reaches the buildings which have close proximity to the street between 4800 South and Vine Street, they know they have arrived in Murray. This feeling of arrival must be fostered with activity to create a truly authentic downtown that unites historical Murray with modern Murray.



Desert Star playhouse and neighboring uses along State Street are good examples of street proximity in the Murray City Center District.

VALUE 02: ACTIVE



Murray residents gather near downtown every year for Murray Fun Days which is centered around the July 4th holiday.

The Murray City Center District needs to be active every day to become a true downtown. There are three ways in which the downtown needs to be active:

- Physically
- Socially
- Mentally

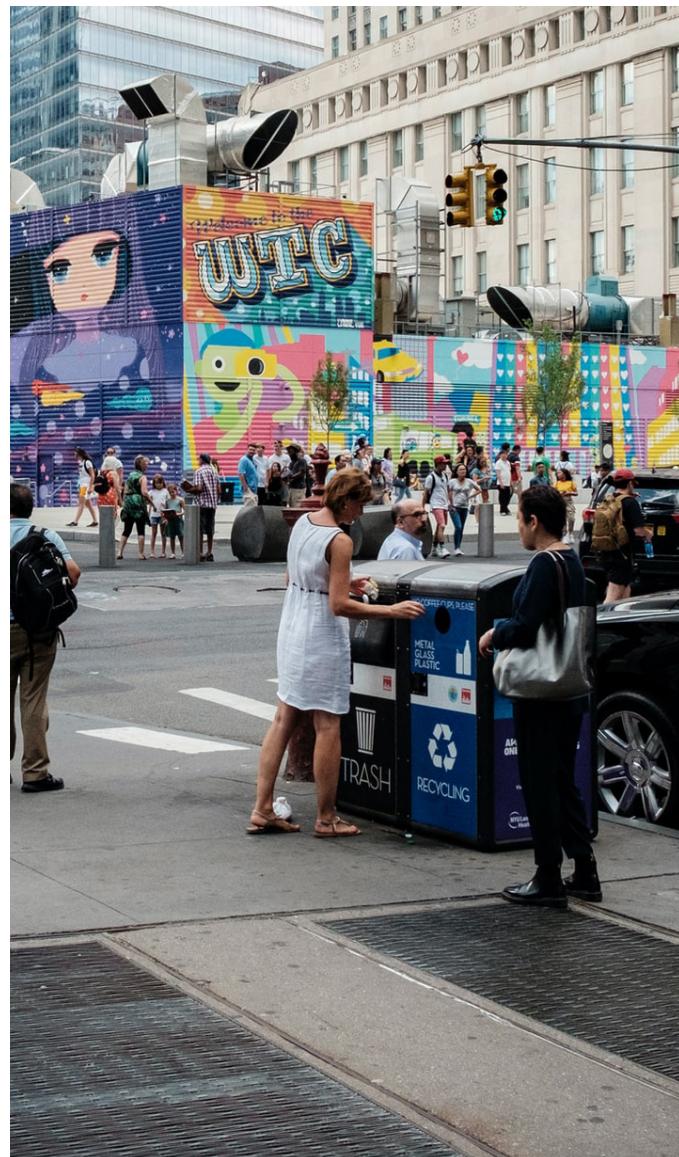
Being physically active includes encouraging a variety of businesses, homes, and entertainment venues that allow for extended hours and activity. By creating a downtown that is physically active it becomes safer because more people are able to see and be seen moving throughout the district.

A socially active district includes open and inviting shops, restaurants and bars which allow the community to interact with and get to know local business owners. This also allows for the serendipitous encounter with neighbors that will help generate a sense of pride and ownership of the downtown.

Last, the third engagement aspect of an active community is to be mentally active. This is accomplished through creating open spaces and visual interest in the downtown district which then stimulates the mind of those who are experiencing new uses and activities.

VALUE 03: INCLUSIVE

Murray has been and should continue to be an open and welcoming community which embraces inclusivity. The City desires to create a downtown that is diverse, fair, approachable, and friendly. New development in the downtown should create inviting spaces that encourage activity and interaction along the streets and in the public and private spaces. The downtown should be a true community that embraces diversity by providing fair housing, services, opportunities and activities for people of all incomes, ages, abilities, colors, and creeds. The pattern of development should reflect the value of diversity of thought and design in its public and private spaces.



Murray's downtown district should be a space that is welcoming to everyone.

VALUE 04: MULTI-MODAL

A true downtown is experienced best by foot or bicycle. Murray City experienced this when it was a young city with people moving from place to place; with patrons visiting the local shops and restaurants that lined State Street. Throughout different studies, residents of Murray have expressed that a walkable and bikeable downtown is something to move towards, without eliminating the existing need to move vehicular traffic. New development in the downtown should support multi-modal transportation into, out of, and within the community with a focus on the pedestrian's and cyclists' experience.



Murray's downtown should provide inviting pedestrian and cycling facilities.

VALUE 05: CONNECTED

The downtown should become an integral part of Murray City in order to promote all the values that have been identified. Access to and from the downtown should be a central consideration of each decision that is made and every development that is proposed. The downtown should be a place that is easily and comfortably frequented, fostering a sense of place among workers and visitors and a sense of ownership among the residents of both the downtown and of the larger city alike. The downtown should be an identifiable neighborhood of Murray that stands out for its purposeful development and contributes to the social and economic well-being of the whole community.



Connected neighborhoods generate greater foot traffic and increase the activity of the area.

DESIGN GUIDELINES

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GUIDELINE 01: Walkability

Design streets such that a pedestrian can move throughout the downtown without hindrance.

Minimize vehicle crossings and where they occur, design them with pedestrian accommodations in mind.

- Where vehicle crossings occur, they should be differentiated visually and/or physically.
- Promote safe crossings.
- Pedestrian refuges should be provided where longer crossings are necessary, such as on State Street.

Encourage and support public transportation and bicycling.

- Bicycle travel lanes should be added to all public rights-of-way.
- Bicycle storage options should be located throughout the district.
- Promote awareness of cyclists and pedestrians through on-street markings and signage.
- Plan for micro-transit and shared mobility options through curbside management.



A clear and shaded pedestrian path provides safety and refuge when walking.



An example of a short block (250'), an enclosed street wall and on street parking that as a whole makes the area feel comfortable to pedestrians.

Create Small Blocks.

- Use block lengths of less than 300' to encourage short walks.
- Reduce the scale of blocks wherever possible by providing new streets, mid-block alleys, pedestrian paths, courtyards, paseos, and plazas that connect with other streets and public or common space.
- Encourage interconnected streets.
- Short, direct routes for pedestrians encourages walking.

Create ample on-street parking.

- On-street public parking provides a physical barrier that protects the pedestrian from vehicular traffic.
- Curb parking not only provides a physical barrier for those walking but also slows the speed of vehicles.

Develop a street wall.

- Avoid unnecessary voids that cause gaps in the street wall. Fill in gaps when designing new buildings.
- Encourage narrow buildings and/or vary the exteriors of large structures to appear as narrow buildings.

GUIDELINE 02: Activity

Redevelopment of the downtown area should focus on parcels with low improvement values per acre and should be planned for a variety of residential and commercial uses.

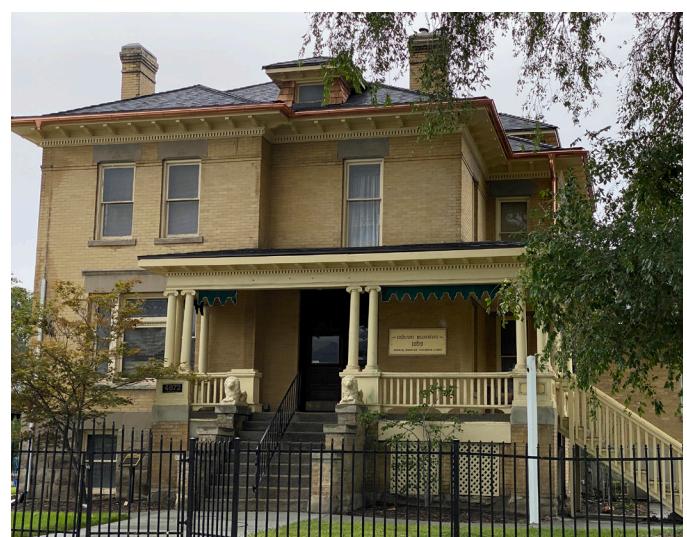
- Include office uses and employment that will strengthen and support a retail base with a larger daytime population.
- Encourage development that provides ample opportunities for dining and food offerings.
- Potential projects should focus on everyday uses and cultural development for everyday activity.
- Respect the urban fabric by recognizing and responding to urban patterns and improving upon those patterns.

Provide a range of arts and cultural activities.

- Create anchors of activity that will activate spaces.
- Create opportunities to participate with the community in providing funding to coordinate and promote arts and cultural activities.



Mixing uses creates more activity throughout more of the day, including retail, office and housing creates a 24-hour place.



Converting the Cahoon Mansion to the Murray City Museum creates a destination that residents will be attracted to in the downtown.



Adding open space to the new City Hall will allow for events. Linking additional open space nearby is encouraged.



View from 4800 South looking east towards the Wasatch Mountains.

Create an open space network.

- The higher densities of the district must be offset by providing significant and accessible parks and open space throughout.
- Provide linkages between parks and open spaces to important points and basic services in and near the district such as the hospital, Murray Central Station, City Hall, and entertainment venues on State Street. This includes mid-block paths, trails and plaza space.
- Protect important public views, such as the Wasatch and Oquirrh Mountains.

GUIDELINE 03: Sustainability

Create resiliency within the core of the City.

- Identify locations on key corridors that would benefit from landscaped medians.
- Plant street trees and incorporate landscaped park strips along State Street and other core areas of the downtown district.

Reduce urban heat island effects.

- Minimize effects on micro-climate and human and wildlife habitat by using vegetation and reflective materials to reduce heat island effects.
- Select strategies, materials, and landscaping techniques that reduce heat absorption by exterior surfaces.
- Increase use of vegetated surfaces and planted areas.
- Use shade from appropriate trees, large shrubs, vegetated trellises, walls, or other exterior structures.
- Consider the use of new coatings and integral colorants for asphalt pavement to achieve light-colored surfaces instead of traditional dark surface materials.
- Position photo-voltaic cells to shade impervious surfaces.
- Consider placing parking under cover that complies with the above measures.

Encourage Low Impact Development (LID) and Green Infrastructure practices in all projects.



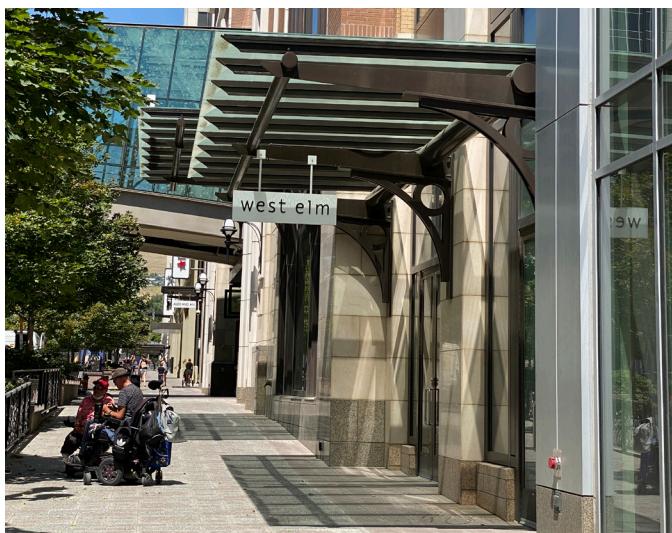
Planted medians allow for pedestrian refuge and opportunities to manage stormwater runoff.



Shade structure outside of the Salt Lake City Public Safety building also serves as a solar power generator.



A natural water filtration system is being used at the confluence of Red Butte Creek and the Jordan River.



Incorporating shade structures along pedestrian paths reduce the amount of heat put off by a building and reduces energy use.

Provide systems that reduce water use.

Recycle organic matter.

Ensure development does not impact water quality.

Design functional stormwater features as amenities

- Provide a connection to the local climate and hydrology by integrating aesthetically pleasing stormwater features that are visually and physically accessible and manage on-site stormwater.

Control and manage invasive plants.

- Limit damage to local ecosystem services by developing and implementing an active management plan for the control and subsequent management of known invasive plants found on site, and by ensuring that no invasive species are brought to the site.

Divert construction and demolition materials from disposal.

- Support a net-zero waste site and minimize down-cycling of materials by diverting, reusing, or recycling construction and demolition materials to avoid disposal in landfills or combustion in incinerators.

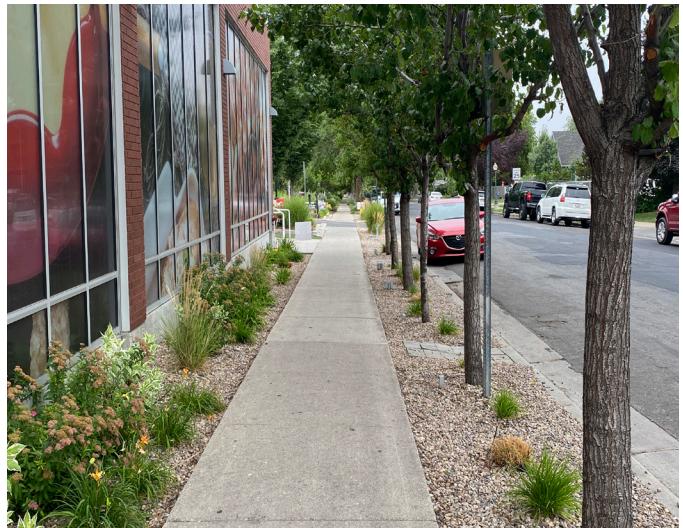
Support nutrient cycling, improve soil health, and reduce transportation costs and materials going to landfills by recycling vegetation trimmings or food waste to generate compost and mulch.

GUIDELINE: 04

Streetscape

Street trees should be included throughout the downtown. Benefits to the district from street trees include:

- Buffering and protecting pedestrians from automobile traffic.
- Providing visual traffic calming.
- Shaping pedestrian spaces and pathways.
- Absorbing stormwater runoff, UV pollutants and reducing the urban heat island effect.
- Enhancing retail viability and economics of the district.



Street trees provide an added physical barrier between traffic and the pedestrian.



Fully grown street trees provide shade for pedestrians making their way through the district.



Wide sidewalks allow for a lot of people to simultaneously move throughout the street.



Install way-finding to help guide pedestrians through spaces and spark curiosity to explore new spaces.

Sidewalks should be designed to enhance the pedestrian experience.

Provide broader sidewalks, weather-protected seating, and real-time scheduling for transit users at bus stop locations.

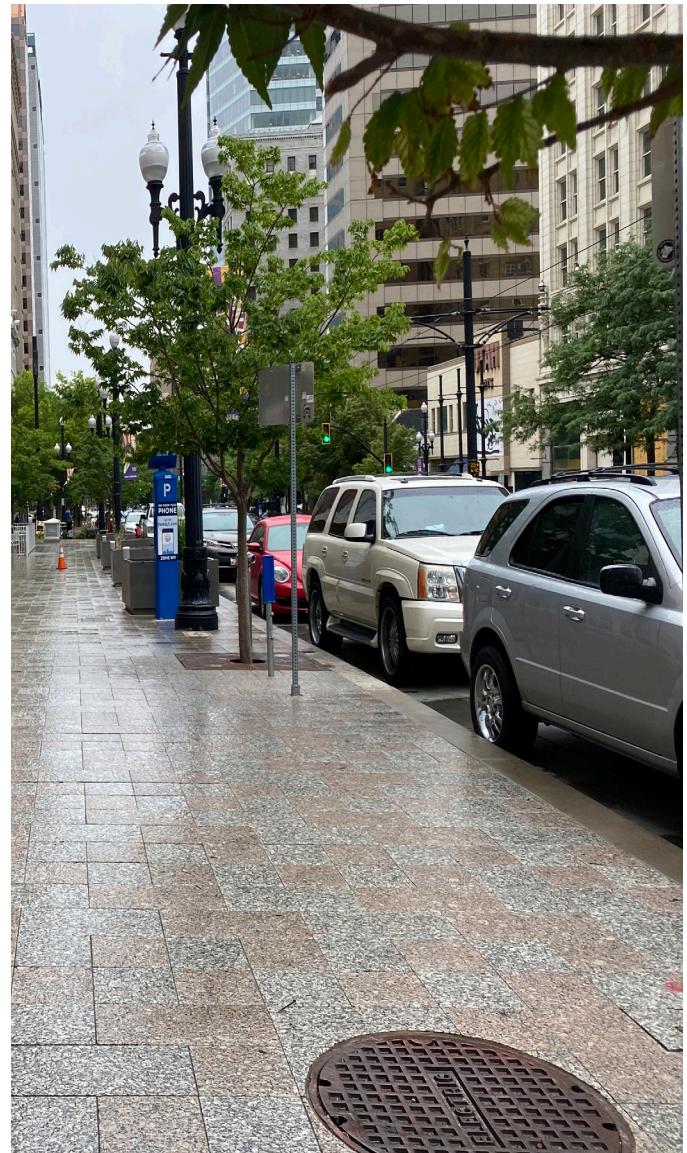
Align trees and other sidewalk landscape features to provide a direct and continuous path of travel.

Create public-private transition zones through the use of outdoor dining and display space that draws the pedestrian in.

Enhance safety through way-finding, lighting, and consideration of visibility.

Curbside management should be considered as a component of the streetscape.

- Reduce the number of curb cuts wherever possible.
- Provide and regulate loading zones.
- Consider and provide for the use of metered parking.
- Promote curbside parking.
- Include upgraded bus/transit stop amenities such as shelters, ADA ramps, garbage cans, etc.
- Consider and provide for the integration of public transportation, active transportation, micro-transit, and ride sharing within public and private streetscapes.



Providing metered parking allows for maximization of on-street parking and provides a revenue stream for enforcement.



A recently upgraded bus stop has been designed to allow for all potential users, regardless of ability.

GUIDELINE: 05

Public Space

Design public open space to connect with and complement the streetscape.

- Differentiate street trees from site trees.
- Incorporate civic art in both public and private development. Consider site factors such as circulation and adjacent uses when selecting and placing temporary or permanent art.
- Use designs geared to those with disabilities and the able bodied that are equal.

Provide visual/spatial complexity in public spaces.

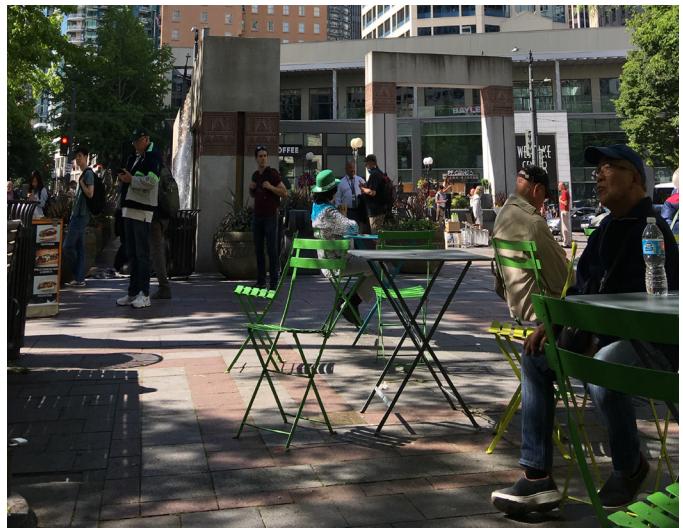
Where feasible, include public art installations throughout the district.

Make public spaces interactive.

- Provide play areas for a variety of ages and groups. Design landscape with opportunities for experiences of nature and varied, challenging play elements.
- Provide individual and group recreation amenities to encourage physical activity, including courts or game boards.
- Design public spaces and art installations that encourage social activity, play, and rest.



Public art located on a public street.



Provide movable seating and visual interest to public spaces, such as this space in Seattle.



Note the empty plaza space in direct sun, and the shaded area next to the building.



Example of public seating that also is used as a planter

Orient and design publicly accessible open space to maximize physical comfort and visual access.

- Consider solar orientation, weather exposure, shading, shadowing, noise, and wind.
- Locate open spaces so they are physically and visually accessible from the sidewalk.
- Use trees to provide shade and buffer from wind or exposure.
- Promote curbside parking.

Include seating in public spaces to encourage use and enjoyment of the area.

- Include seating and tables in a variety of ways for people to sit alone, in pairs, and in small or large groups. Use movable seating if possible.
- Enclose and define seating areas with low walls or vegetation. Provide comfortable seating in sun and shade.
- Design seating for casual gathering in both sunny and shaded locations and in both quiet and active zones where possible.
- Use planters, ledges, and low walls (approximately 18 inches tall) to provide places for people to view, socialize, and rest.
- To create a sense of enclosure, define seating areas with low walls, fences, vegetation, or topography. Walls, fences, and vegetation can also break, guide, deflect, or filter the wind and thereby mitigate its effects.

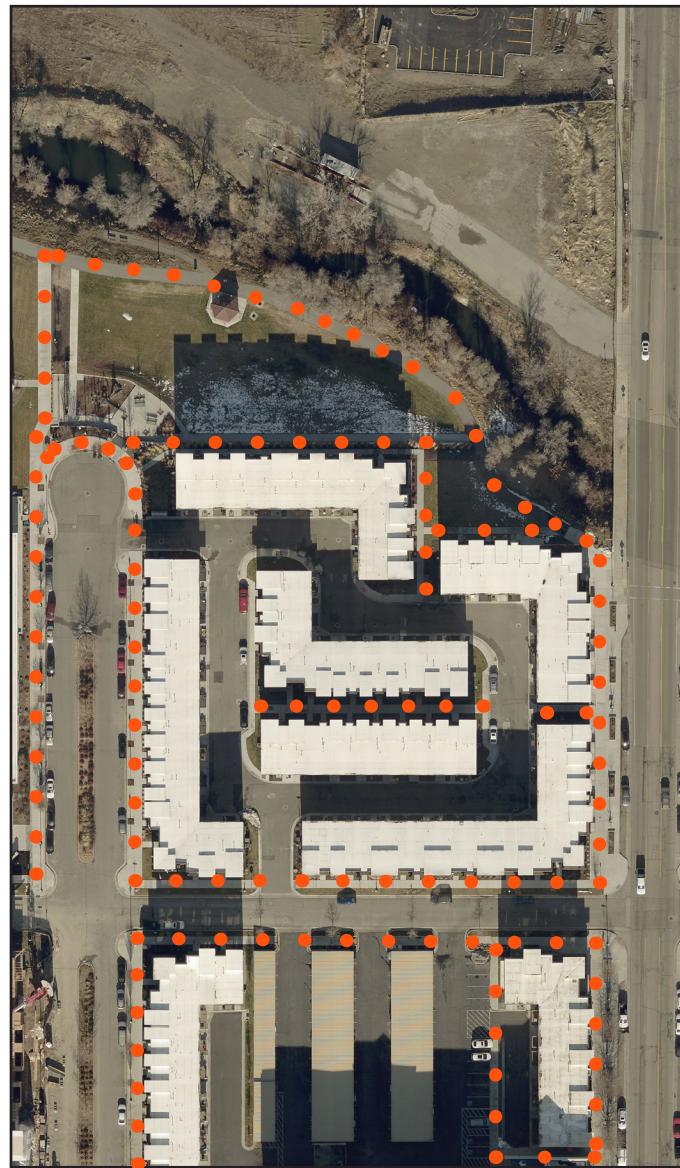
GUIDELINE: 06

Circulation

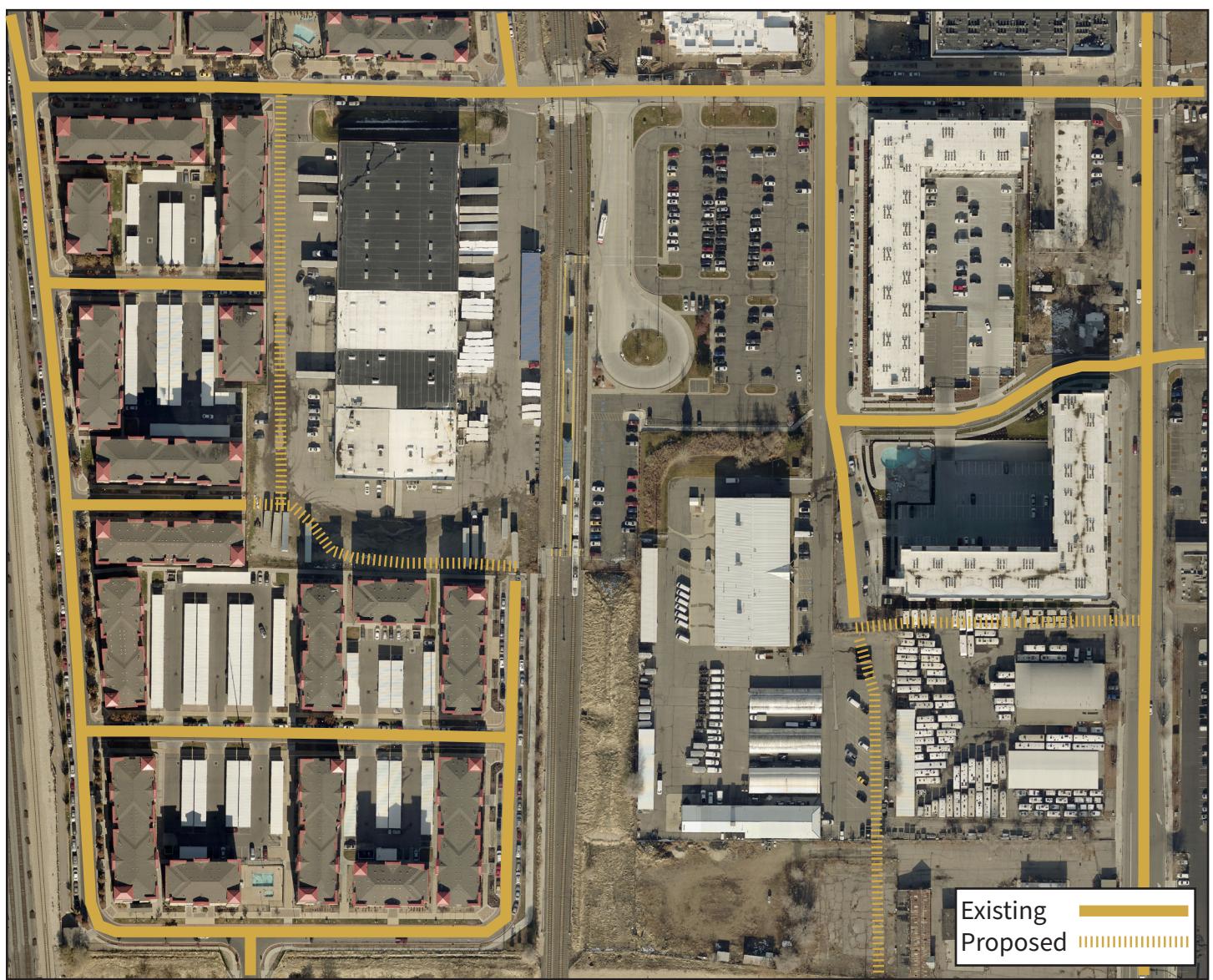
Consider how and where people will move on the site and within the district.

Limit development which closes streets. Create developments with connectivity and human scaled circulation.

Minimize automobile access conflicts with pedestrians and cyclists.



Minimizing conflict with pedestrians not only protects people but allows for vehicular traffic to move more consistently.



Creating and planning for a system of uniform blocks allow for parking areas to be located behind the building and interior courtyards that can be used as parking or outdoor amenity space.

GUIDELINE: 07

Open Space

Use landscape, structures, and buildings to define spaces while, at the same time, providing visual access to encourage their use and enhance safety.

Provide ample seating throughout the site.

Define space by planting trees:

- In rows to define a border.
- In groves to define a specific area.
- Individually to offer a special place to gather.

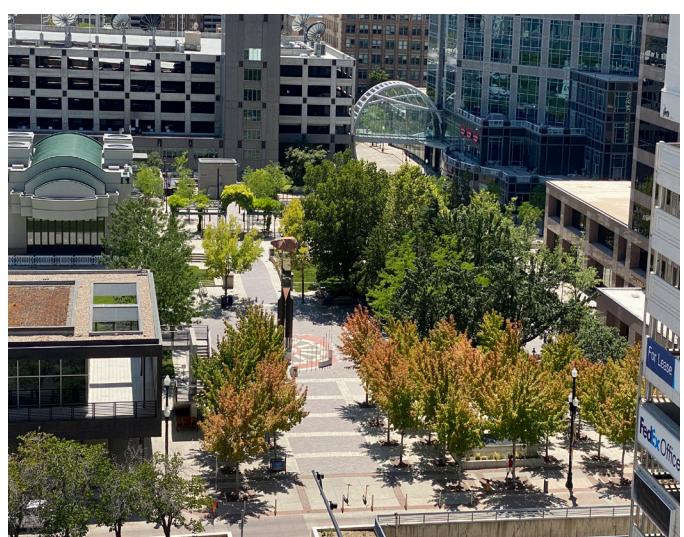
Ensure new developments have parks and open space opportunities.

Avoid open spaces or elements that are privatized and exclude the public.

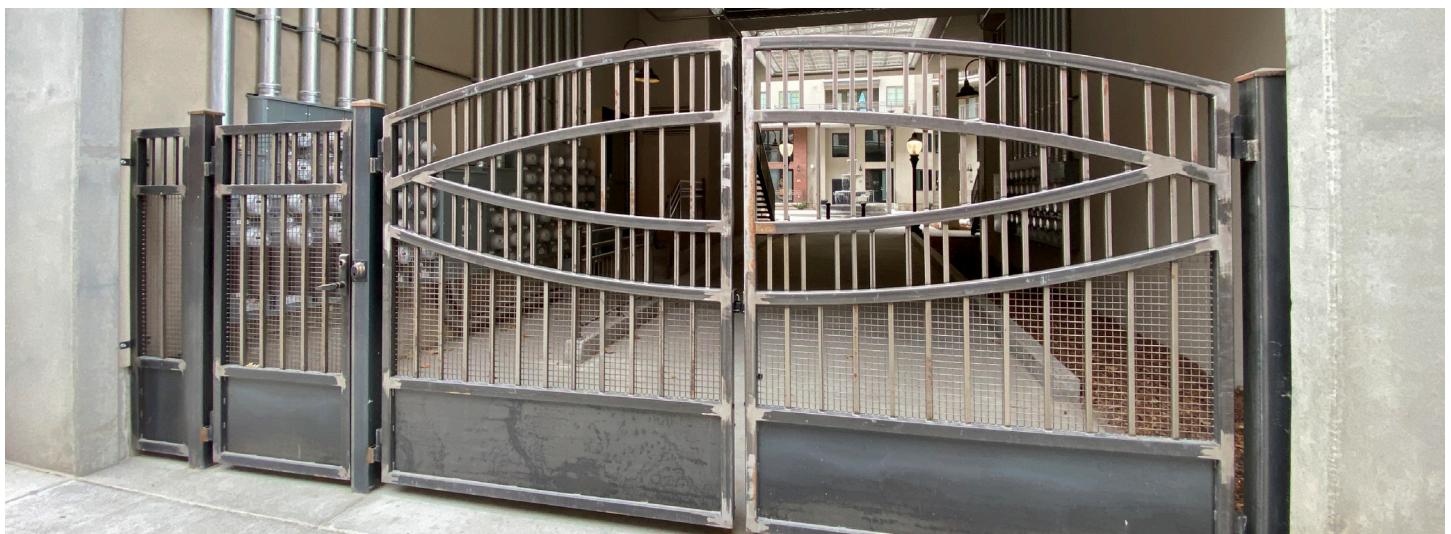
Avoid conflicts between pedestrians and utility equipment.



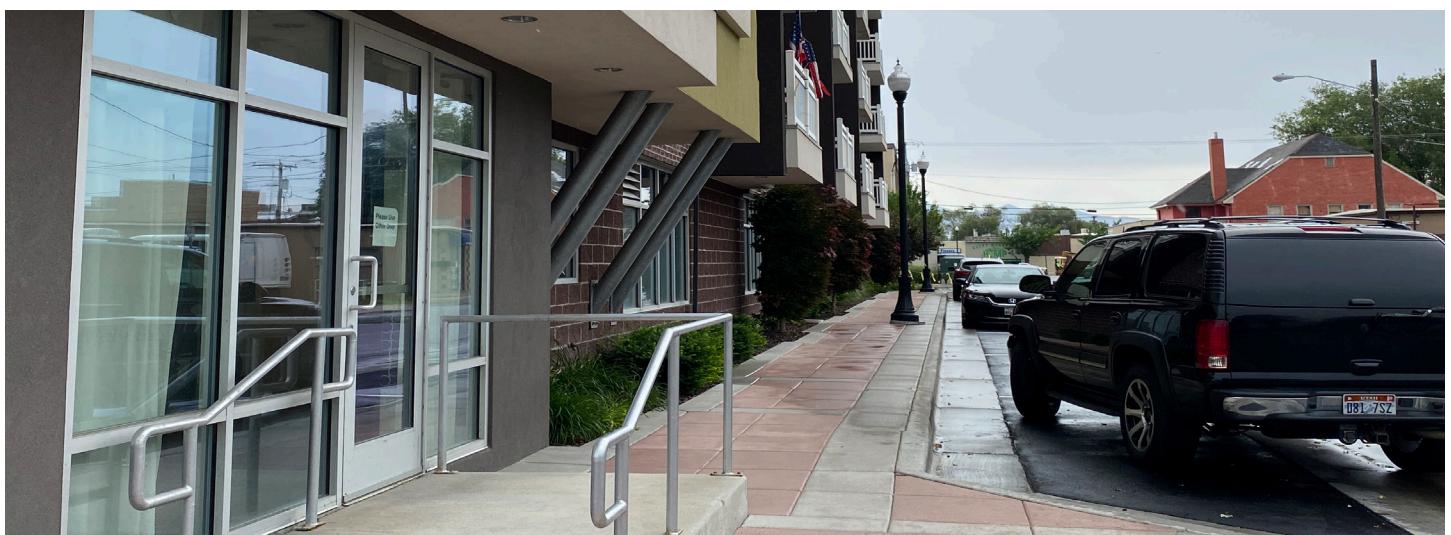
Unique places to sit act as both, public art and a comfortable refuge.



Tree placement helps to define a space.



Avoid creating space that exclude the public from the use and enjoyment of the open area.



Avoid conflicts in pedestrian movement such as access to buildings and utility equipment.

GUIDELINE: 08

Active Buildings

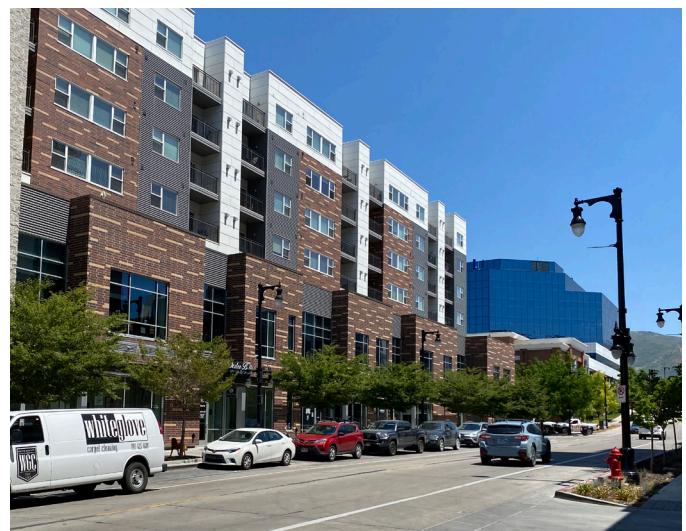
Develop and express programmatic relationships between inside and outside by the use of furniture, displays, signage, and landscaping to help animate the building edge and sidewalk.

Consider how the rhythm of the street wall and level of detail at the ground floor correspond to walking speed.

Program public space to support adjacent interior uses.



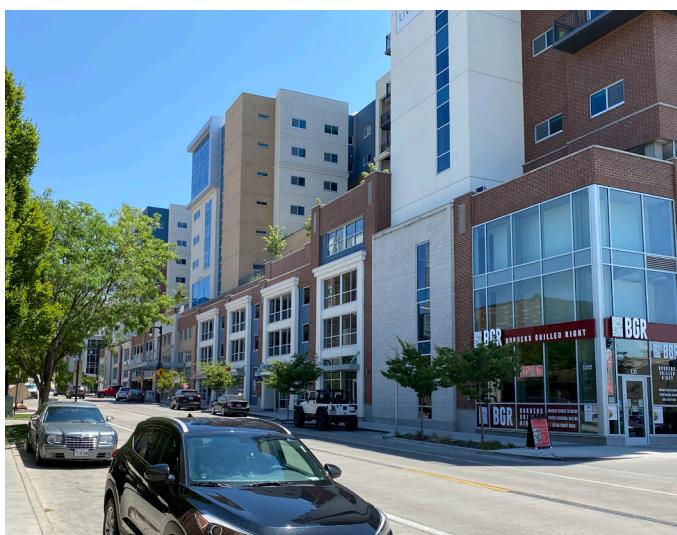
Including different types of signage creates visual interest and informs pedestrians as they pass by.



A building that contributes to an active street through the use of ground floor use and eyes on the street.



Note the use of tables and chairs to help animate the edge of the sidewalk.



Opposite side of the street in the image to the left, these two projects encourage walking by the use of shops, and eyes on the street.

GUIDELINE: 09

Parking

Make parking areas large so that they can be shared between users or small so they are intended for individual sites.

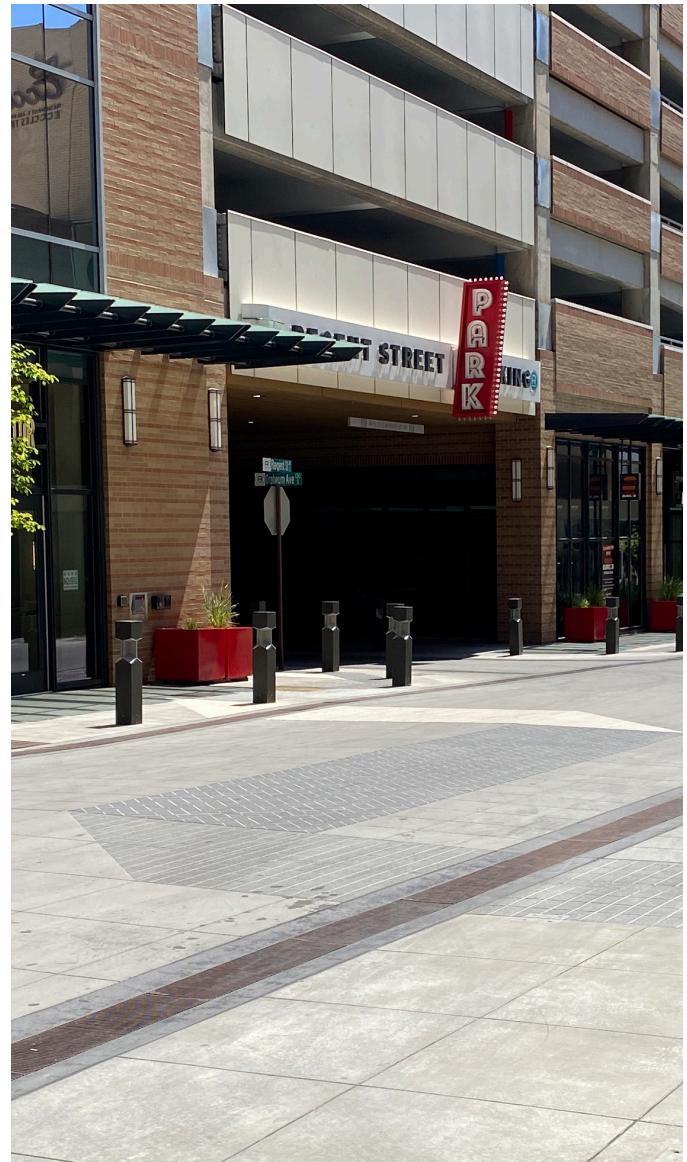
- Site design should promote sharing larger parking areas among multiple developments where necessary. This allows for the possibility of smaller parking areas immediately adjacent to specific buildings.

Minimize conflicts between pedestrians and automobiles by locating building entrances away from curb cuts.

Locate bike racks near building entrances and other areas of activity to maximize visibility and convenience.

Be purposeful in the placement of entrances and provide distinction between service entries and primary entries where possible.

- Locate primary entrances that face the street as opposed to rear/parking lot entrances that should be used for back of house operations.
- Provide transportation facilities such as alternative fuel refueling stations.



Include ample amounts of parking within structures and make the structure available to the public.



Bike racks near the entrance to Murray's Fire Station 81 in the City Center.



Providing dedicated parking spaces for alternative fuel vehicles encourages their use and promotes sustainability.

GUIDELINE: 10

Neighbor Awareness

Provide a cohesive expression or composition of neighborhood compatible components.

Modulate buildings both vertically and horizontally.

Design sites to improve or augment existing land uses, open space, and building patterns

Increase awareness of Murray City's history and heritage through monuments or markers which indicate historic sites and their significance.



Though this is all one building, there is enough modulation that gives it a unique and appealing physical quality.



Example of a marker denoting a historic site.



Note the consistent, cohesive expression despite differences in architectural style along this street.

GUIDELINE: 11

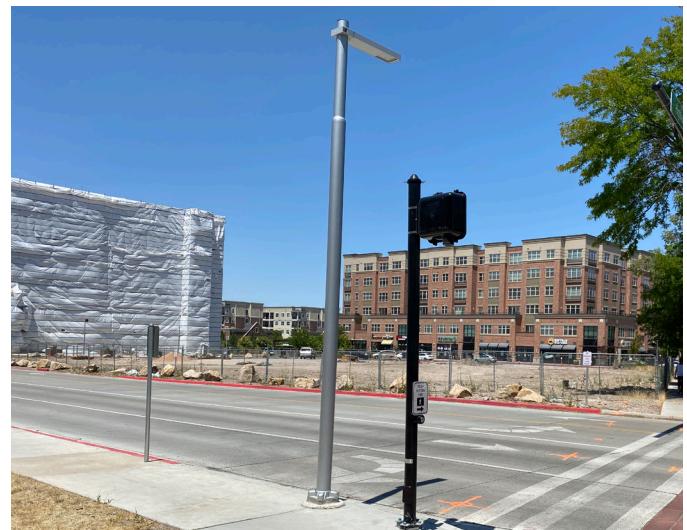
Meaningful Light

Lighting should enhance the pedestrian experience.

Design lighting which takes dark sky principles into account.

Design private lighting to complement the standards that are required for public spaces and streets.

Use lighting to provide safety to pedestrians in parking areas.



High efficiency, downward facing LED lighting is used at this pedestrian crossing.



Lighting can provide an artistic feel.



Use pedestrian scaled lighting to increase comfort

GUIDELINE: 12

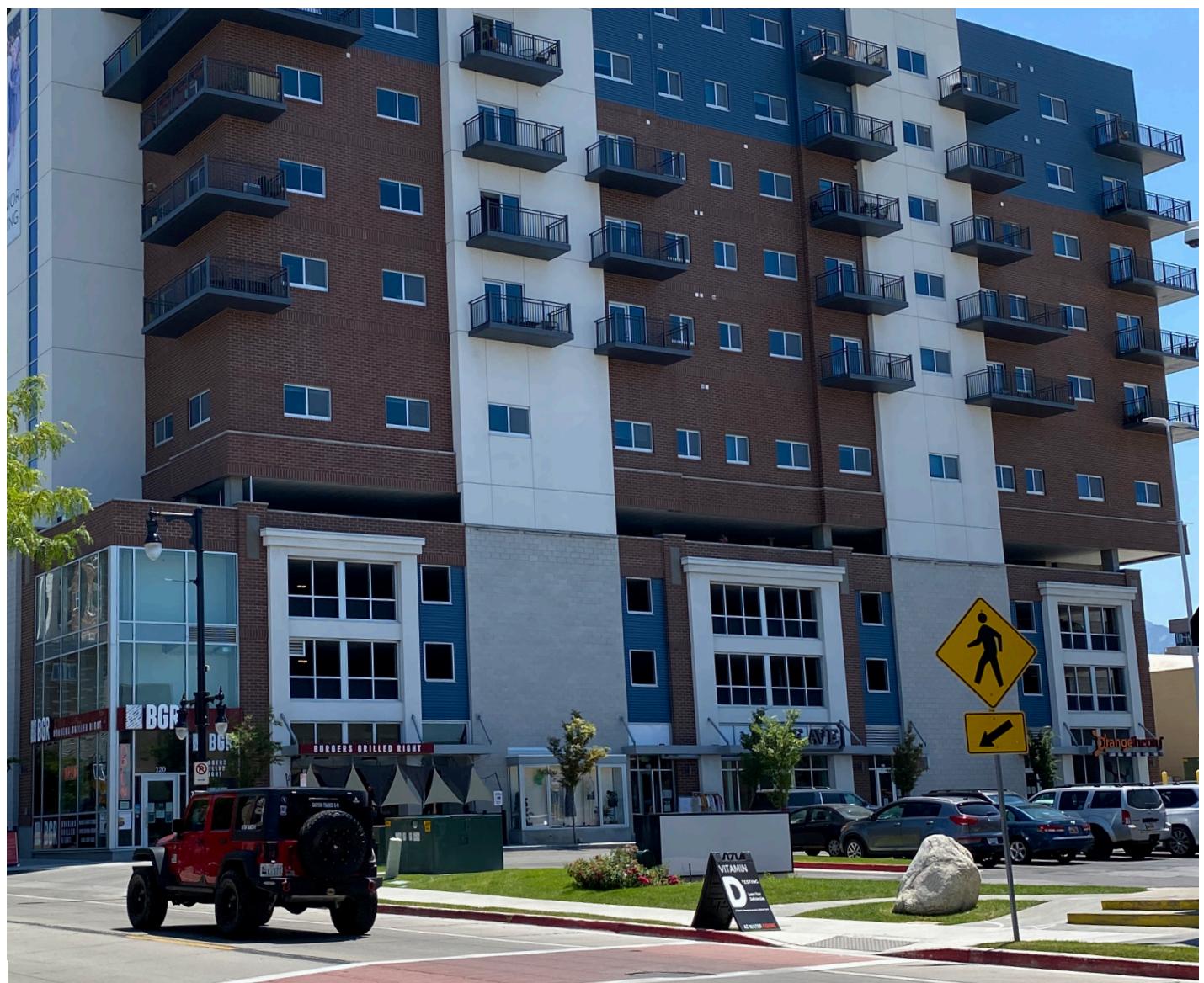
Design For Potential

Design any ground floor use, including parking areas, with the potential to convert all or a portion of the area to retail or commercial space. Typically, a minimum floor to ceiling height of 12' would allow such a conversion.

Design upper floors of parking garages as level as possible to allow for conversion to office or residential uses in the future.



Ground floor residential units in this Salt Lake City multifamily project are tall enough that they can be converted to commercial at a later date.



The second and third floors are designed in such a way that would allow for enclosure and conversion to office or residential uses.

GUIDELINE: 13

Connection to the Ground

Avoid long frontages without active entries. Widths between entrances should fit a common neighborhood pattern.

Sculpt massing to harmonize with the rhythm of adjacent buildings and add human-scaled ground floors.

Long, windowless walls prohibit visual connection between the inside of the building and the sidewalk.

- People inside have no knowledge of those on the street and people on the street cannot see inside.
- Walls with no windows can project the sense that people outside are not to be trusted and that the area is not populated.



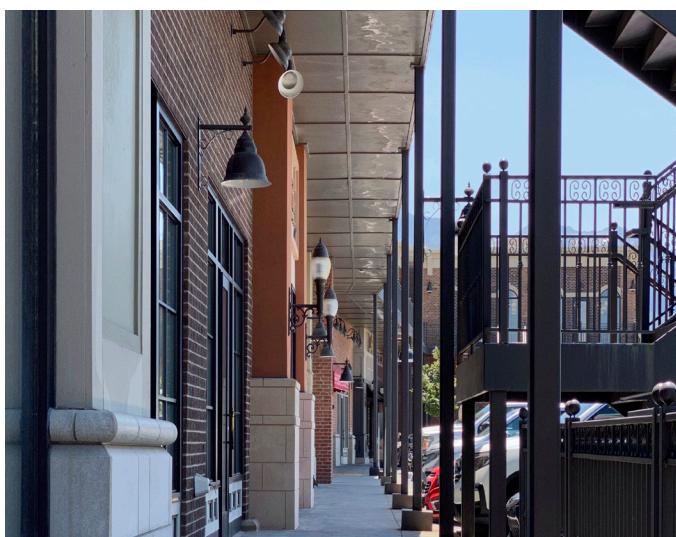
Human-scaled entrances with translucent windows make people feel comfortable entering a space.



Blank walls create a sense of unease and make the pedestrian feel unsafe.



Pronounced primary entrances through the use of paint or unique signage entice pedestrians to explore shops.



Pedestrian protection through the use of arcades.

Multiple building entrances on large buildings are encouraged.

Protect the pedestrian where the building meets the street (canopies, arcades, etc.).

Accentuate primary entrances.

Proportion the scale, the amount of transparency, and the character of entrances at the ground floor to the type of uses and street interaction.

Lower floors should be differentiated architecturally from their upper floors.

The street level of buildings should support multi-tenant and pedestrian-oriented development.

GUIDELINE: 14

Connection to the Sky

Design roofs and walls to generate renewable energy.

Design roofs and walls to provide habitat supportive vegetation.

Use green roofs where feasible.

Design wall and roof fenestration to enhance natural lighting without negatively impacting interior comfort.

Shape the roof of buildings.



Utilize rooftops as amenities. This not only allows for public space but can also help control the costs associated with heating and cooling.



The LDS Conference Center in Salt Lake City utilizes their roof as a gathering space.



The four photos above provide different ways in which roof termination can impact the buildings character. This should be considered when designing or proposing a building.

GUIDELINE: 15

Fenestration and Porosity

Windows should be used to create a feeling of openness, trust, and turn the eyes to the street.

Avoid or minimize expansive blank and blind walls at the ground floor to create a welcome pedestrian area.

Use generous façade openings.

Create a rhythm of highly transparent storefront and multi-story windows to provide a strong visual image that people recognize and associate with commercial activity.

Provide natural ventilation to reduce energy use and allow access to air flow.

Where feasible, provide pedestrian and bicycle connections through blocks using paseos, mid-block paths, and trails.



Clear windows allow for people to see inside and be seen.



Mid-block crossing that connects multiple buildings



A pedestrian walkway that connects to an interior plaza. This plaza then connects to the nearby Hidden Hollow Park and Parleys Canyon Trail.



The public street connects to the interior plaza. Note that there is no indication and allows for surprise and curiosity as a pedestrian.

GUIDELINE: 16

Express a Clear Organizing Idea

Make architectural concepts clear, compelling, and compatible with a site's context.

Render building facades with texture and depth.

Employ passive solar design in façade configurations, treatments, and materials.



Though each building is different, each contributes to a cohesive whole.



Example of a new commercial building that was built with texture and depth that fits in with its neighboring residential uses.



Contemporary building with depth and texture, the fins on the windows are used as a passive solar device to help shade the interior of the building.

GUIDELINE: 17

Private Space

Provide upper story balconies where appropriate to allow interface between private and public space.

Include operable windows and movable seating to help animate a building.

Integrate windows, courtyards, balconies, and wind breaks adjacent to plazas and gathering spaces to provide more opportunity for human interaction and connection between inside and outside uses.

Provide opportunities for people to move through private space to shorten the distance between destinations.



Examples of operable windows and private balcony that provide eyes on the street.



Movable furniture in a public space allows for people to move where it is comfortable.



Permeable private space adjacent to the public right-of-way allows for more interaction between people.



The trees in this small courtyard help to limit the amount of wind that passes through the space.



Balconies and large windows allow for people to see and be seen along a street.



Courtyard space adjacent to the public right of way promotes lingering to passersby.

GUIDELINE: 18

Materiality

Buildings made entirely of glass should be avoided.

Traditional elements provide horizontal and vertical modulation. For example:

- Pronounced entries,
- Architectural banding,
- Primary verticals (windows),
- Strong roof termination.

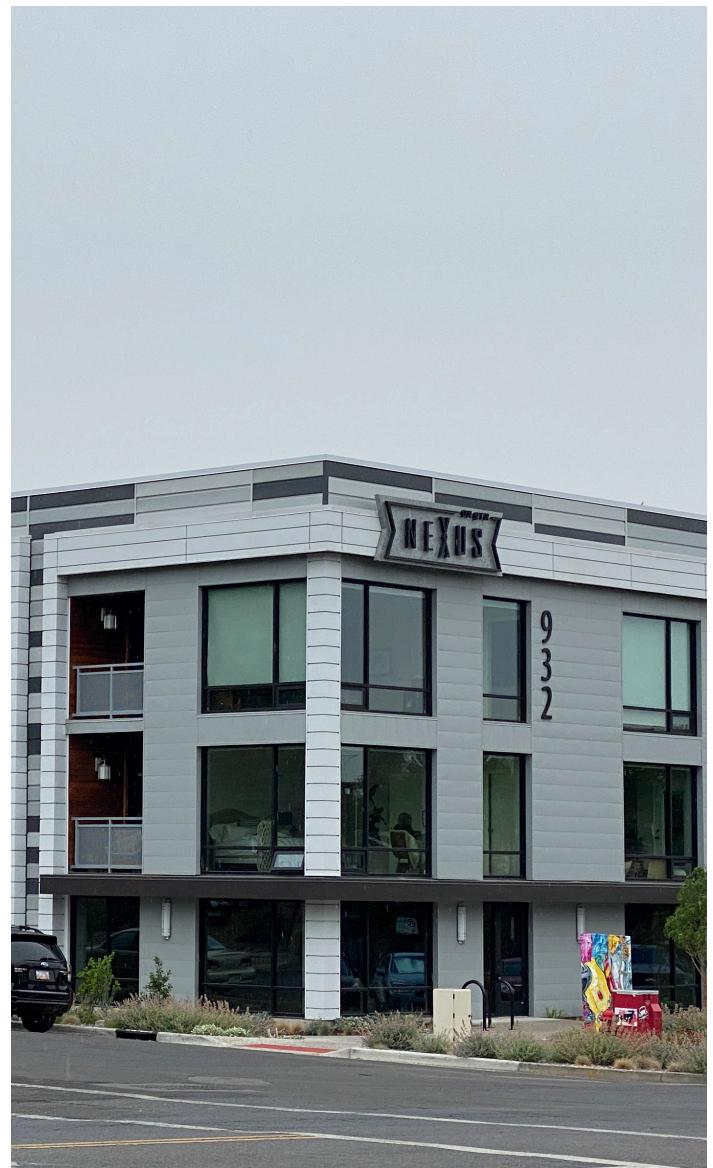
Consider meaningful adaptations for contemporary projects to address the same scale or rhythm of familiar inflections.



Examples of architectural banding, primary verticals and strong roof termination.



Contemporary example of a strong roof termination.



A mix of materials including brick, glass, and metal on a building assist in additional visual interest, as shown in these two images.

PHOTO CREDITS

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All photographs were taken by the Murray City Planning Division except as listed below.

Page 6	GSBS Architecture, 2018
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Page 24	Scott Nebeker, 2015 - https://www.google.com/maps/@40.7594744,-111.8822326,3a,90y,65.67h,93.16t/data=!3m8!1e1!3m6!1sAF1QipM1swghsCkEoYPv8lqUoulj3Nexg-MtYmX5m-BRI2e10!3e11!6shttps:%2F%2Flh5.googleusercontent.com%2Fp%2F%2F%2F%2F1QipM1swghsCkEoYPv8lqUoulj3Nexg-MtYmX5mBR%3Dw203-h100-k-no-pi-0-ya228.74315-ro-0-fo100!7i8868!8i4434
Page 30	Google Street View, May 2019 - https://www.google.com/maps/@40.7499672,-111.8967361,3a,75y,79.29h,91.46t/data=!3m6!1e1!3m4!1srzB2nXq325e_lpkZ_12x-7A!2e0!7i16384!8i8192
Page 48	The Conference Center roof with mountain and prarie meadows, looking south; The Church of Jesus Christ of Latter-day Saints, Salt Lake City, Utah. By user Ricardo630 Ricardo630 01:34, 29 April 2006 (UTC)

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