

# MIDVALE MAIN STREET SMALL AREA PLAN









**“Cultures and climates differ all over the world,  
but people are the same. They’ll gather in public  
if you give them a good place to do it.”**

**JAN GEHL**

Adopted by Midvale City Council

December 4, 2018

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# A STRONG MAIN STREET IS GOOD FOR ALL OF MIDVALE



# EXECUTIVE SUMMARY

## PURPOSE AND GOALS

The Main Street area is one of Midvale City's historic assets that has faced challenges in recent years. This small area plan empowers the City and other stakeholders by identifying existing challenges, setting goals to address the challenges, and implement strategies to achieve these goals.

The general objective is to improve and energize the Main Street neighborhood, which is represented by five goals:

- » **attract new investment**
- » **support existing businesses**
- » **strengthen residential areas**
- » **improve connectivity**
- » **improve neighborhood identity**

This plan will address strategies to achieve these goals.

## COMMUNITY BACKGROUND

The general Main Street area has been shaped by significant factors throughout its history. These events have physically isolated the Main Street neighborhood which has led to decades of struggle and decline.

Current conditions include:

- » **Aging infrastructure**
- » **Vacant properties**
- » **Poor connections to adjacent neighborhoods**

### **Recent investment has provided momentum for positive change.**

This momentum is fueled by several opportunities for new development, redevelopment, and investment in many local civic, institutional, cultural, and transportation assets.

Demographics of the Main Street Neighborhood:

- » **younger than City/County average**
- » **less educated than average**
- » **smaller household sizes**
- » **less financially secure**
- » **more ethnically diverse**

The Main Street project area is currently zoned for three general land uses which are light industrial, commercial, and residential. These uses occupy three separate and almost entirely contiguous areas of land and are, in part, a remnant of the area's past industrial economy and do not necessarily reflect the desired future of the neighborhood as a mixed-use area.

## STRATEGIC FOCUS

1. Encourage business development and relocation to the Main Street neighborhood.
2. Support existing businesses and property owners in updating and upgrading existing historic buildings.
3. Invest in long-term development through strategic city funding.
4. Create improved connections between the Main Street neighborhood and surrounding communities.
5. Expand housing and employment options in the Main Street neighborhood.



*Improved public spaces and midblock pedestrian connections to Main Street*

## ISSUES AND RECOMMENDATIONS

Individual issues and recommended responses to those issues are described in eight categories:

- » **Land Use & Zoning**
- » **Housing**
- » **Transportation & Connectivity**
- » **Historic Preservation**
- » **Urban Design**
- » **Infill Opportunities**
- » **Local Business Incubation**
- » **Local Events**

These categories break down the key elements that should be addressed through city funding and coordination.

1. **Adopt a form-based code to address issues around development pattern of the neighborhood.** Context sensitivity and appropriate scale will contribute to a higher quality development expectation.
2. **Support development of a mix of housing types to address aging housing stock and lack of housing options.** A greater mix of housing types will meet anticipated future demand and promote walkability for the Main Street neighborhood.
3. **Solidify multi-modal transportation connections to the nearby TRAX stations, Jordan River Parkway,**

### **and other neighborhoods surrounding the Main Street neighborhood.**

Transportation issues include unnecessarily wide streets and a haphazard parking situation in the Main Street area. Improving existing connections and providing new connections will stitch the transportation network together for long-term change to the area.

4. **Actively preserve historic buildings on Main Street to maintain the unique feel of Main Street.** The variety of façade conditions on Main Street ranges from excellent to very poor, the lack of streetscape elements on much of Main Street, and the concentration of uses all contribute to a less walkable area.
5. **Create consistent urban design guidelines for the neighborhood.** Streetscape completion, and better concentration of uses will increase walkability and promote Main Street as a desirable destination.
6. **Foster quality infill development and redevelopment of under**
7. **Establish a local business incubator to lay the groundwork for long-term investment by businesses in the Main Street neighborhood.** Once a local business has established itself in the Main Street neighborhood, the more likely it will look for space to remain as it grows.
8. **Re-establishing Main Street as the home of Midvale's local events is key.** There are several existing events that could be moved to Main Street, and as Main Street changes, additional events should be focused on Main Street to increase vibrancy and visitations to the area.

**used parcels.** Vacant and underutilized parcels create issues with discontinuous development patterns, loss of development opportunity, and a perception of indifference or neglect.

As the city works to revitalize Main Street, focusing on these areas will ensure a focused, phased approach to change in the neighborhood.





*Holden Street upgrades and infill development*

## IMPLEMENTATION STRATEGY

The goals of this Small Area Plan are achieved through implementing specific projects which are based on the recommendations for addressing the identified issues.

### Phase 1: 1-2 years

1. Establish business association
2. Update electrical infrastructure.
3. Update streetscape on Main.
4. Establish a façade improvement fund.
5. Support the opening of a small business incubator.
6. Adopt a form-based code.

### Phase 2: 2-5 years

1. Infill Main Street development
2. Upgrade Center Street streetscape
3. Develop Public Space
4. Upgrade Parking Areas
5. Improve midblock connections.

### Phase 3: 5+ years

1. Upgrade Holden Street streetscape
2. Infill development on Holden Street
3. Establish better neighborhood connectivity.
4. Create a parking management entity.
5. Continue infill projects.

## PUBLIC OUTREACH

Public involvement was an important part of the process for creating this Small Area Plan. Public outreach included both giving and receiving information on multiple platforms:

- » **Local business interviews**
- » **Main Street Blog**
- » **Social Media platforms**
- » **direct email**
- » **online survey**
- » **two public open houses**
- » **presentations to City Council**

Participation was very high with hundreds of people completing the survey, joining the email list, and attending the public open houses. The high interest in improving the Main Street area is very encouraging.

Input received from the public was used to inform various stages of the planning process, and will continue to be pursued during the life of the development of the elements of this plan.



A photograph of the Midvale Senior Center building, a modern structure with large glass windows and a wooden upper section. The building is situated on a street corner with a sidewalk, trees, and a sign that reads "SIZ MIDVALE SENIOR CENTER". The sky is cloudy.

# MAIN STREET IS AT THE HEART OF MIDVALE

*Midvale Senior Center*



# INTRODUCTION

## PURPOSE

The purpose of the Small Area Plan is to take advantage of existing opportunities to strengthen the City's economic base through the revitalization of the Main Street area. These opportunities include:

1. A high number of vacant or underutilized parcels within the Project Area
2. The potential to attract private capital investments by enhancing the economic development of the Project Area
3. Space for a competitive concentration of retail, commercial, and light industrial businesses
4. The potential to initiate a collaborative partnership to improve this area of the City

## PROJECT AREA GOALS

The goals of this planning document are built on City goals from the Midvale General Plan, the Redevelopment Agency, and the Economic Development department.

## MIDVALE CITY CDA GOALS

The goals of the Main Street CDA are to revitalize the business district along historic Main Street, encourage economic development by increasing utilization of the industrial and commercial property within the Project Area, and leverage the nearby TRAX station to promote development. This will help to stabilize and preserve the residential neighborhood adjacent to Main Street and provide housing close to local jobs.

The historic Main Street must be

preserved as part of the history and culture of Midvale and Salt Lake County. Main Street will not be an entirely new comprehensive development (akin to City Creek Center in downtown Salt Lake City or Station Park in Farmington); rather, this Project Area will remain an inherently mixed-use area with an eclectic mix of retail and commercial businesses and an established residential neighborhood. Long-term city investment will foster growth and private funding throughout the Main Street neighborhood.

1. Improve the streetscape and neighborhood character by encouraging building renovations.
2. Encourage businesses to relocate to the area.
3. Increase pedestrian and consumer traffic to the area.

## STRATEGIC FOCUS

1. Encourage business development and relocation to the Main Street neighborhood.
2. Support existing businesses and property owners in updating and upgrading existing historic buildings.
3. Invest in long-term development through strategic city funding.
4. Create improved connections between the Main Street neighborhood and surrounding communities.
5. Expand housing and employment options in the Main Street neighborhood.

## MAIN STREET NEIGHBORHOOD GOALS

ATTRACT NEW INVESTMENT	Additional investment will invigorate the commercial core of the area. These investments include upgrading the existing vacant commercial buildings to attract new tenants, constructing new mixed use buildings in vacant lots, increasing the diversity of business types, and incentivizing new development.
SUPPORT EXISTING BUSINESSES	Support for existing businesses will bolster the commercial district. Support includes forming a local business association for advocacy and cooperation, increasing consumer traffic on Main Street, and encouraging a complementary mix of businesses that will succeed together.
STRENGTHEN RESIDENTIAL AREAS	Housing close to the commercial district provides a customer base, convenient access to goods and services, and housing near local jobs. Residential infill, with new housing in the neighborhood and mixed use development in the commercial area, will provide more housing options and attract new residents.
IMPROVE CONNECTIVITY	Better connectivity will improve access within and around the area. Providing better pedestrian and bicycle access, improved vehicular facilities, and more direct connections to the TRAX station and Jordan River Parkway will increase consumer traffic to the area and improve travel experiences for local residents.
IMPROVE NEIGHBORHOOD IDENTITY	An improved neighborhood identity will help grow and maintain interest in the area. Better visitor and resident experiences make an impact that attracts more people. Improvements include a consistently applied urban design scheme, a more continuous development pattern, and a variety of commercial and social activities that promote the area as an attractive destination.

4. Strengthen the residential neighborhood and provide more housing opportunities.

## BUSINESS AND ECONOMIC OBJECTIVES FROM THE CITY REDEVELOPMENT AGENCY

1. Enhance employment and income opportunities for community residents by facilitating local employment
2. Increase the diversity of the tax base
3. Increase resources to perform government services
4. Encourage and support the use of Midvale City's Main Street business district
5. Support and encourage appropriate public and private development efforts in the community
6. Stabilize and improve the residential neighborhood within the project area

Working with property owners and businesses in the neighborhood, the City will use key investments to achieve these objectives for the Main Street neighborhood.



A photograph of a two-story brick building, the Main Street Theatre, with a striped awning over the entrance. Two cars, a silver SUV and a black SUV, are parked on the street in front of the building. Large trees with autumn foliage are visible on both sides of the building. The text "MAIN STREET IS A HUB OF ARTS AND CULTURE" is overlaid in large white letters.

# MAIN STREET IS A HUB OF ARTS AND CULTURE





*Holden Street Upgrade, in the Main Street neighborhood*

EXISTING CONDITIONS, 2018



# AREA RECOMMENDATIONS

## SUMMARY

In order to achieve the goals for an improved Main Street area, current issues need to be identified and addressed. These issues, and the recommendations for rectifying them, are grouped into several categories.

**Land use and zoning** issues can be addressed with updating the land use and zoning control mechanisms to allow the type of development that supports the goals for the neighborhood.

**Housing** issues stem from limited options and availability. Increasing housing choices and development will help meet the changing residential demand and build a larger residential economic base.

**Transportation and multi modal connectivity** issues are largely due to the surrounding infrastructure

that encloses the neighborhood. Options for better connections both internally and externally can address pedestrian and bicycle network gaps.

**Historic preservation and facade improvements** are important measures to take to preserve the remaining historic architectural resources. Improving existing building facades along Main Street will improve the look and experience of the street with a more cohesive aesthetic.

Issues with **urban design and the public realm** diminish the quality of the experience and perception of the Main Street area. Addressing these issues involves changes to many of the different characteristics of the urban environment, with the combined purpose of improving the neighborhood experience.

**Infill development** fills in empty lots and gaps in the existing urban fabric. This will address the issues of a discontinuous development pattern and vacant land.

**Local business incubation** will provide opportunities to recruit new business tenants, diversify the business mix, and support startup companies. These will help address the issues of commercial vacancy and modest business activity.

**Local events** can help to revitalize the social activity level of the area, which used to be the center for public events and celebrations.

The projects proposed by this plan are designed to implement the recommendations in this chapter, effectively addressing these various issues and working toward achieving the goals for the future of the Main Street neighborhood.

## STRATEGIC RECOMMENDATIONS

1. Update zoning regulations for the Main Street neighborhood.
2. Encourage additional housing options near Main Street to support activity.
3. Improve connectivity between Main Street and surrounding neighborhoods for all modes of travel.
4. Update urban design elements and quality of the neighborhood.
5. Work with property owners to encourage infill development on underutilized land along Main Street.

## LAND USE AND ZONING

The zoning objective for the Project Area is to provide zoning designations that provide for the land uses that are appropriate for a Main Street mixed use area. The mix and locations of the commercial, residential, and industrial zones are compatible with the short-term goals for the area but long-term goals may need zoning changes.

### LAND USE CHANGES

Within the existing zoning designations, some land use changes can improve the commercial area. These changes only apply to a few parcels along Main Street, Stagg Street, and Depot Street. These parcels are in the heart of the commercial area but are currently used as residences with both single-family and mobile homes. Changing the land use from residential to mixed-use would reinforce the continuity and concentration of commercial uses that promote a diverse and successful Main Street area.

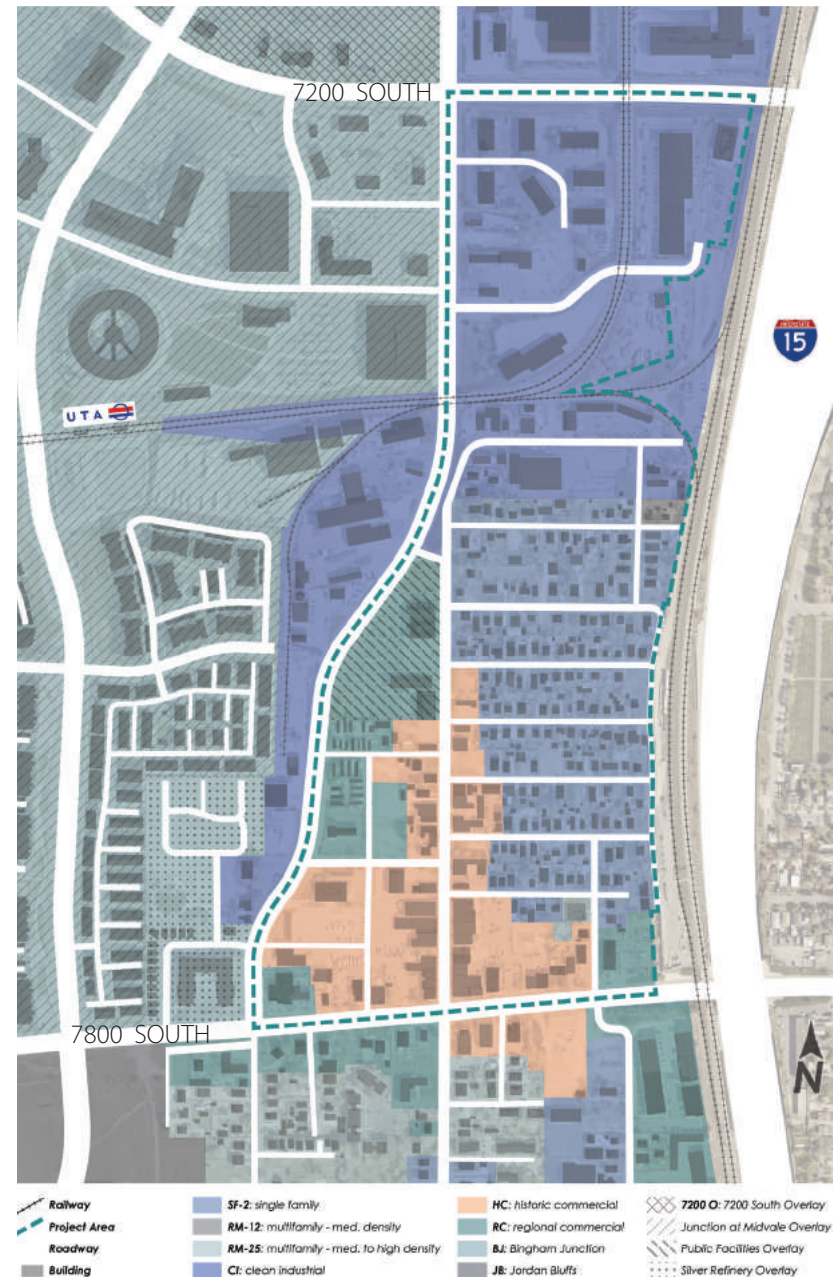
The three parcels with single-family homes along Main Street, between Depot Street and Smelter Street, are better suited

### KEY STRATEGIES

1. Update zoning in the area to a form-based code for more consistent, quality urban design.
2. Mix uses whenever possible in the area for more activity during more hours of the day.

for pedestrian oriented traditional commercial buildings. Replacing them with street oriented 2-3 story commercial or mixed-use buildings will bring more spatial continuity to Main Street by removing front yard setbacks, which fills in the gaps in the continuity of the Main Street facade “street wall.”

The cluster of mobile homes and three single-family homes along Depot Street and Stagg Street, are better suited for mixed uses that require larger parcels. With access along Holden Street, they are prime locations for larger format businesses that can be in close proximity to Main Street without compromising the spatial style of traditional Main Street development. Replacing the mobile homes will completely remove that



Map of existing zoning designations. Future zoning changes should be based on achieving the goals for the future of the Main Street area.

housing type from the Project Area, reducing the diversity of housing options.

## FORM-BASED CODE

**An effective way to achieve the goals for Main Street is to change the project area zoning from the traditional land use model to a form based code (FBC) model.**

A FBC provides more flexibility for incorporating diverse uses and includes form and style requirements to achieve a more complete neighborhood identity and provide flexibility to property owners.

A form-based code is a type of regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of

uses) as the organizing principle for the code. A form-based code offers a powerful alternative to conventional zoning regulation (and would replace current zoning regulations in specific areas of the city). A form-based code is a regulation, not a mere guideline, adopted by the city. It is a time-tested regulation type that is used in communities all over the country, to great success.

Form-based codes can align the desire to maintain the quality of life currently enjoyed by the cities' residents while planning for future development in appropriate and aesthetically attractive ways. Further, issues involving sustainability, transit options, and environmentally responsible development will help to ensure the continued viability of the area.



*Example of a Form-Based Code building guideline*

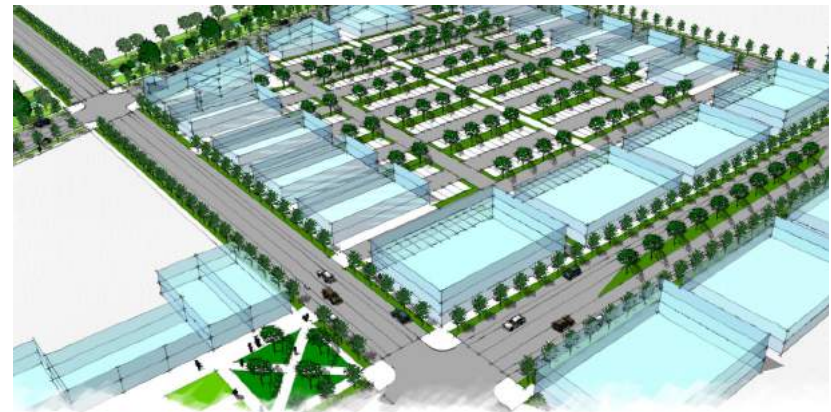
Form-based codes are tailored to a specific community context, so each is unique to meet the needs of an area. These codes could include the following components:

- Vision & Downtown Character
- Development Code
- Circulation Network Standards
- Block & Frontage Standards
- Building Standards
- Architecture Standards
- Signage Standards
- General Amenities Standards
- Landscape Standards
- Implementation Standards

A successfully implemented form-based code can then be expanded to include additional areas of the community.

## APPLYING AN FBC TO THE MAIN STREET NEIGHBORHOOD

Development of a form-based code requires cooperation amongst city leaders and staff and the development community. Each party to this type of code benefits from the development and adoption of a form-based code. A significant portion of the process is educating all entities on the requirements of a form-based code, and familiarizing them with it so they are comfortable with the changes in development requirements. In the long-term, these types of code are typically expanded to apply to other parts of a community.



*Example of a Form-Based Code building guideline*



# MAIN STREET HAS A PLACE FOR EVERYONE



## HOUSING

**Housing investment is a vital component to continued growth for any community.** In recent

years, interest in more urban and concentrated housing options have grown across the country, including in the Salt Lake City metro area. This interest is driven by demand for housing options that fit changes in lifestyle, resource use, and budgets.

**In order to promote growth and sustained energy in the Midvale Main Street neighborhood, a focus on encouraging more housing in the area is essential.**

Several development groups are currently engaged in planning efforts to bring more housing to the neighborhoods surrounding Main Street. This should be encouraged and supported throughout the community as a key component of the revitalization of Main Street.

With more housing comes more people, for more hours of the day and night, which supports a greater variety of businesses and services to the Main Street area. More residents translate into more dollars spent within the neighborhood, and increased viability for a variety of business types in the Main Street area. More residents increase the

### KEY STRATEGIES

1. Promote additional housing options within the Main Street neighborhood.
2. Encourage community support for housing as a means to a thriving Main Street.
3. Invest in community amenities around the Road Home Shelter.

viability of transit service, as well as the activities available for all within the Main Street neighborhood.

**In order for town center housing to be successful, it is important for advocates to also be strong supporters of new housing development.** The demand for 'downtown 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.

**Unfortunately, many communities struggle to build downtown housing for political reasons.** Resistance to housing densities needed in order for projects to be viable often extend



*New housing at an appropriate density will bring more energy and people to revitalize the Main Street neighborhood.*

the development process several months, if not years, which makes a community far less attractive to investors.

With the current optimism and excitement apparent in Midvale, it is vital that new housing growth be seen as a positive rather than a negative development. The support of City officials is critical for the successful growth and development of context-sensitive housing. This support can be encouraged by providing information and evidence of how downtown housing impacts the general viability of the downtown area.

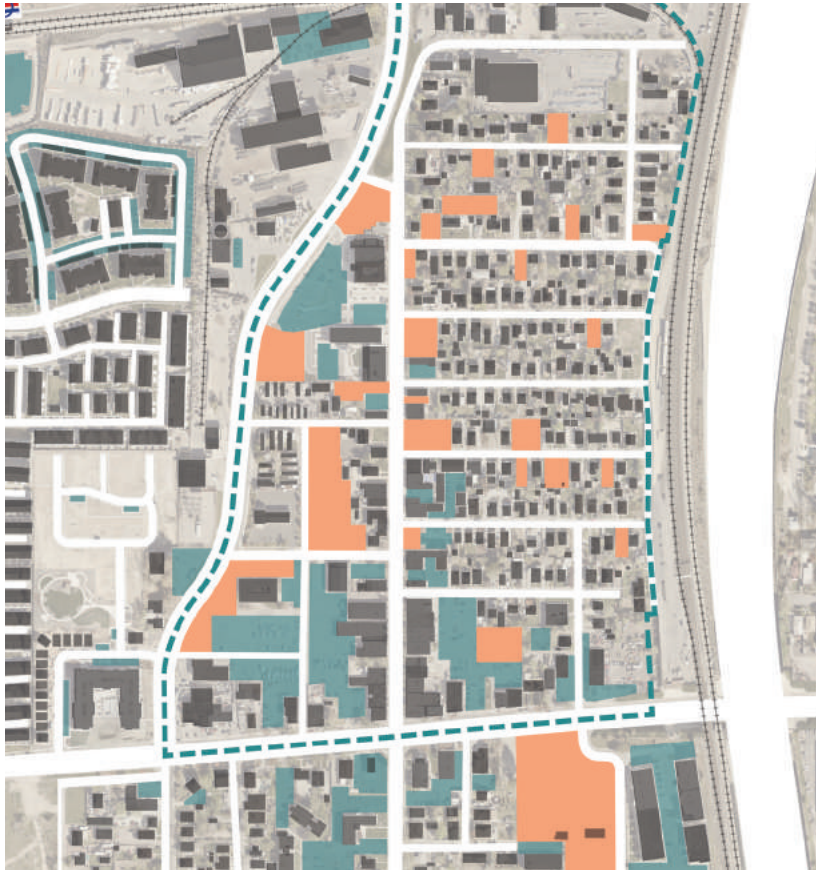
Nationwide, the two demographic groups that are growing the fastest

are households aged 65 years and older, and households headed by a Millennial (those born between 1980 and 2000). Together, these two groups are more than 40% of the US population.

These two generational cohorts are also making major changes to the housing demands in our communities. In increasing percentages, **these two groups are demanding more urban housing choices, in more walkable neighborhoods, with easy access to transit, entertainment, and open space.**

Households composed of individuals over 65 years are more likely to be looking to "downsize" and are more interested than ever





*Surface parking lots (teal) and underutilized land (orange) in the Midvale Main Street neighborhood*

in more “urban” housing. These households are looking for quality urban places that are served by good transit and within walking distance of community spaces, parks, and trails. As this group ages closer to 80 years old, they’re more likely to need housing in a community where driving a vehicle is not required for every day needs. People in this age group are more

likely to have resources (such as the sale of a previous home) that allow for more luxury-style housing, as well as more expensive amenities within a development.

The Millennial cohort (age 18-38 years) is currently the largest population cohort in the country. This group is composed mostly of college-aged and recently graduated individuals, and in 2017

made up more than 40% of total home-buyers across the country.

**With the Millennial age bracket composing the largest segment of the Main Street census tract’s population, housing growth in Midvale will be driven by this cohort’s demands for the foreseeable future.**

As these individuals age, they are even more likely to begin forming their own households, and are also more likely to pursue housing in urban areas, with high walkability and transit service, as well as proximity to entertainment and employment centers.

With these factors considered, Midvale is on the verge of an even more robust housing growth period. In addition, Midvale’s Main Street neighborhood has a great deal of available and under-utilized land that could be converted to more productive and active uses, such as housing and mixed-use projects. The map (opposite) displays areas within the Main Street neighborhood that are either surface parking lots or undeveloped land. As one can see, there is a large amount of space that could be repurposed to energize the neighborhood overall, making the

area more attractive to employers and businesses as more housing is built. Transitioning these parcels to tax-generating uses, such as new housing, could have a significant impact on availability of funds for investment and improvement in the Main Street area as well.

In order for the successful addition of housing units to the Main Street area, the City and its departments must be prepared for increased need for City staff resources. Additional training may be needed in order to assist City staff in becoming familiar with housing development patterns that may have been rare up until now within the Main Street area.

**There is growing interest in more walkable, urban residential development along the Wasatch Front, from many groups and entities.** The demand for housing continues to grow, and will grow over the next several years. It is essential that the city support investment and growth of this kind in the Main Street neighborhood.

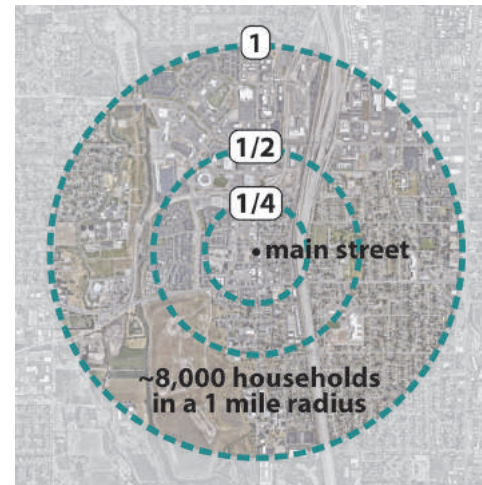
## ADDITIONAL HOUSING TO BOLSTER MAIN STREET

The retail industry has established standards that describe six specific types of retail centers along a scale spectrum from small to large. Each type is defined by ranges of metric values for, geographic size (expressed as a catchment area within a given radius), number of households within the catchment area needed to support the center, number and types of stores, site area, and the square footage of retail building space within the retail center. These standards describe which sets of metrics allow each type of retail center to succeed economically.

**The existing conditions of the Main Street area retail center place it in three of the six types, putting it in conflict with established retail industry standards.** The <2-mile radius catchment area and existing mix and number of stores indicate a level 2 scale “convenience shopping center.” The ~8,000 households in a 1-mile radius correspond with a level 3 scale “neighborhood shopping center.” The ~300,000 square feet of existing non-residential building space match a level 4 scale or

“community shopping center,” a commercial area that needs ~20,000 households for support. These retail industry metrics help to explain why the Main Street center does not function as well as it could.

The unique characteristics of the Main Street area make it difficult to meet the industry metrics, which are based on well-connected walkable neighborhoods with adequate residential concentration and transit access around the commercial core. The freeway and existing rail lines prevent sufficient access to the local TRAX station, drastically reduce walkability, and place the bulk of the households behind these large physical barriers to Main Street. The Avenues Neighborhood is the one residential area with sufficient access but with ~200 households it provides only a small portion of the support needed for the retail center. The Main Street retail center competes with the much larger and newer Bingham Junction center, which meets all of the metrics of the level 3 scale “neighborhood shopping center.” With a larger catchment area that completely overlaps the Main Street area, larger concentration of business types, better connectivity, and large



*With about 8,000 households within 1 mile of Main Street, additional households are needed to create a more vibrant experience on Main Street.*

consumer base from local office buildings, the Bingham Junction retail center readily outcompetes the Main Street center in the more typical retail categories.

The implementation projects in this plan will bolster the Main Street retail center by helping it to more closely match the typical metrics of a successful retail center. **The best way for the Main Street retail center to successfully coexist with the Bingham Junction center is by providing a mix of business types that are not available at Bingham Junction.**

While new business types on Main Street will help, many of the existing businesses already meet this

criterion, which suggests that other changes may have a bigger impact. Removing the rail spur west of Holden and connecting to the TRAX station and neighborhood west of Main Street will increase connectivity and walkability. **Mixed-use and residential infill will increase the number of households in the immediate area.**

Filling the excess commercial buildings with creative business uses will further differentiate the retail

center and reduce retail vacancies. Infrastructure improvements such as utility pole removal, parking area upgrades, and streetscape upgrades will make the area more attractive and useful.

While Main Street may not currently have the right ‘formula’ for a retail center in the 21st Century, it can further differentiate itself as a hub of restaurants, arts, and entertainment. Formula retail and ‘fast casual’ chain outlets may seek out more conventional development areas while more unique and local businesses will seek out Main Street and its historic architecture and character.



## ROAD HOME FAMILY SHELTER

Originally a temporary shelter in a disused warehouse, the Road Home Midvale Center opened in 2015. The new building is a shelter designed for the specific needs of families who are experiencing homelessness. The Center offers families a quieter and safer alternative to the downtown shelter.

The Center's maximum capacity is 300 people and is designed for the unique needs of families. It allows families to bunk and eat together. The sleeping area is partitioned for family privacy and families can cook their own meals in one of the 6 kitchen units. The dining

area accommodates 150 people and doubles as a social gathering space for large groups. Facilities include a play room for recreational and educational activities, a room for breast-feeding mothers, and a rooftop patio for access to a protected outdoor space.

The Midvale Center provides for the social service and medical needs of its residents. The Center is staffed at all times and includes office spaces for case managers from the Department of Workforce Services and other service agencies. There is an additional space for clinical services where visiting medical professionals care for the residents. Providing these services on site gives families convenient access to the services they require

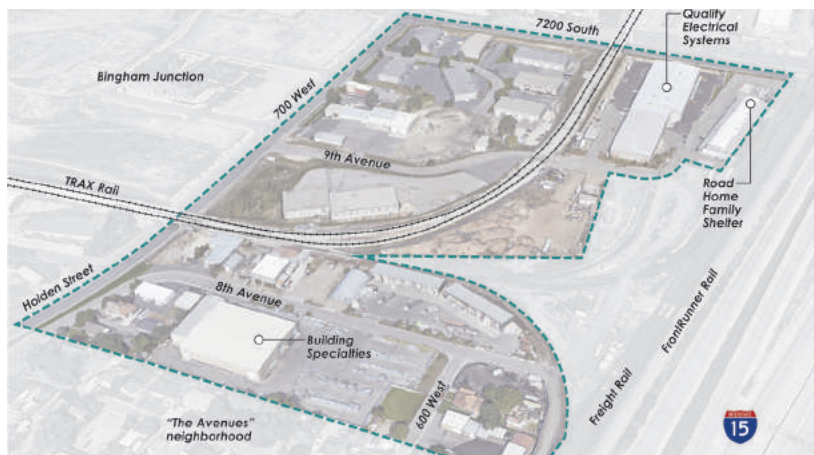
to address their immediate needs, help overcome the issues that lead them to homelessness, and find permanent housing.

### **Located in the back of a light industrial neighborhood, the Midvale Center would benefit from some neighborhood improvements.**

There is access to transit, with a bus stop less than half a mile away and a TRAX station about three quarters of a mile away, but the light industrial neighborhood was not built for pedestrians. A new sidewalk along 9th Avenue accommodates Center residents, but the overall pedestrian network could be improved; it is common to see a mother pushing a stroller in the street where there is no sidewalk. Better street lighting

would improve pedestrian safety.

An eventual transition from light industry to more residential and commercial uses would improve the neighborhood and complement the recent housing and commercial developments in the surrounding area. Creating a mixed-use neighborhood around the shelter would provide much needed housing, and would provide better access to goods and services for shelter residents, and more opportunities as they transition out of the homeless shelter. A mixed-use redevelopment would generally provide a better experience for the people in the north district of the Main Street neighborhood.



*The shelter is located in a light industrial area, isolated from the Midvale community by rail, highway, and interstate barriers. (photo shows previous building)*



*The Road Home Midvale Center is located at the back of the light industrial neighborhood in the northeast corner of the Main Street Project Area*



*Bingham Junction TRAX station in Midvale*



## TRANSPORTATION AND CONNECTIVITY

Connectivity between the Main Street neighborhood and its surrounding neighborhoods was identified by all groups as a major obstacle to success of the area. The Main Street neighborhood has been isolated over time by multiple barriers to connectivity. The construction of Interstate 15 separated Main Street from the neighborhoods to the east. Rail connections and spurs have isolated from neighborhoods to the north. Holden Street and Center Street are the only streets that connect Main Street to the rest of the community, but both streets are high-speed thoroughfares that serve as significant barriers to connectivity to the south and west. While the rail and Interstate barriers may be more difficult to overcome, Holden and Center Streets are more approachable. Improvements to both streets will not only reduce the feeling of isolation to the Main Street neighborhood, but will also bring significant economic value to the properties along each route.

With a growing population

### KEY STRATEGIES

1. Invest in better connectivity across major roads in the Main Street area.
2. Develop multiple pedestrian routes between TRAX station and Main Street.
3. Use street improvements as a means to a more walkable neighborhood.
4. Develop shared parking strategies for the area.

within walking distance of Main Street, the success of businesses and restaurants in the area will improve with added connectivity investments. Many more households now reside in the Bingham Junction area, but the barrier of Holden Street is a major obstacle to feeling that Main Street is part of their neighborhood. As more housing is built in Jordan Bluffs and Bingham Junction, Main Street can further be established as the center of the community, if these connectivity issues are addressed.

Slower speeds for the traffic along Holden and Center Street will



Traffic map of the Main Street neighborhood



*Approximate travel distances between the core of Main Street and the TRAX station*

improved pedestrian safety, as well as improve the quality of the urban environment. Connections to regional networks such as the Jordan River Parkway and TRAX system will improve the viability of Main Street as well.

Being near the crossroads of many regional and interstate systems is a major benefit to Main Street, should

the City invest in appropriate connectivity projects to ensure that these networks negative aspects are addressed in a way that creates a more human scale and pedestrian friendly environment.

### TRAX

The Main Street area is within walking distance of three TRAX

stations however, two of these stations are east of I-15 and the rail lines so they are not very accessible or feasible for Main Street residents and visitors. The third TRAX station, the Bingham Junction station, is northwest of the project area and is the closest of the three stations.

Although it is near the project area, the Bingham Junction TRAX station also has significant access issues. The primary barrier to access is the Union Pacific rail spur that runs from the TRAX bridge over Holden Street, behind the buildings along the west side of Holden Street, as far south as Depot Street. This spur has served the light industrial businesses along Holden Street for many years. It has also prevented any pedestrian or vehicular access across Holden Street. None of the road networks of the recent residential developments in the Bingham Junction project have been able to connect to Holden Street and the Main Street neighborhood. The existing sidewalk network is also lacking and should be improved as development proceeds in the area.

This lack of vehicular and pedestrian access across Holden Street increases the travel distance

between the Main Street area and the Bingham Junction TRAX station. The two current shortest routes from the core of Main Street to the TRAX station is 1.0 mile for the northern route and 0.86 miles for the southern route.

### **The Main Street neighborhood would benefit from more clear and direct access to the TRAX station.**

The existing routes are circuitous, longer than they could be, unmarked, and not intuitively navigable, essentially hiding the Main Street commercial area and neighborhood from its valuable local TRAX station. Better access would give neighborhood residents, customers, and visitors a convenient and clear connection to the regional light rail network.

A long-term approach should be taken to provide a more direct route between the station and Main Street that could be clearly marked and easily navigated. This walkway would require some pedestrian improvements along Holden Street, including pedestrian lighting, a protected pedestrian crossing somewhere along the north end of Holden Street, and a sidewalk along the east side of Holden Street north of the Main Street connection.



## JORDAN RIVER PARKWAY/ ACTIVE TRANSPORTATION CONNECTIONS

**The Jordan River Parkway is a 45-mile long trail network along the Jordan River that extends from Utah Lake to Great Salt Lake.**

The parkway is part of the recently completed 'Golden Spoke Trail,' a 106 mile long trail network that spans 34 cities from Ogden to Provo.

It connects several municipalities, local trail systems, parks, nature preserves, shopping areas, and cultural centers with a network of paved mixed mode trails, equestrian trail, and ultimately a water trail for boating. The parkway is a major asset for all the communities adjacent to it and it is located less than a mile from the Main Street neighborhood.

The Parkway provides active recreation opportunities and connectivity for the residents of Midvale. Used for walking, jogging, cycling, skating, blading, skateboarding and pet walking, the trail is widely used by people of all kinds. Actively recreating with other people in a natural setting improves health, wellbeing, appreciation of nature, connection to place, and a sense of community. The Parkway also provides a safe and quiet way to travel through the valley in a beautiful setting with a minimum of vehicular crossings. These active transportation connections are a limited resource which are available to Midvale City as one of the municipalities along the corridor.

**The connection between the Main Street neighborhood and the Jordan River Parkway needs to be improved.** This connection



*Many years of investment have helped the Jordan River Parkway become an important active transportation connection for many communities.*



*Jordan River Parkway*

faces the same barriers described in the TRAX connection section, namely the rail spur west of Holden Street and subsequent lack of street network connections. The solutions are also the same as the TRAX connection solution: removing the rail spur is the best option and the second-best option is a pedestrian walkway between Holden Street and the TRAX station.

A new pedestrian walkway between Holden Street and the TRAX station, along the southern edge of the Overstock corporate campus, is the best short-term solution to better connect the Main Street neighborhood to the Jordan River Parkway. This walkway would be the most direct and navigable route and would be

wide enough to accommodate cyclists, skateboarders, joggers, etc. This walkway would terminate at Bingham Junction Boulevard, adjacent to the TRAX station, where it would connect to existing trailheads.

There are two trailheads across the street from the TRAX station at Bingham Junction Boulevard, one on the north side of the tracks and one on the south side. They are both part of the Perimeter Trail system that connects the Bingham Junction commercial and residential developments along the eastern shore of the Jordan River. Both trailheads connect to the Jordan River Parkway across pedestrian bridges located at approximately 7650 & 7150 South.

## MIDBLOCK CONNECTIONS

**'Breaking up' large city blocks can improve walkability by providing pedestrians with multiple choices for routes through urban areas, as well as open up block interiors to more concentrated urban style development.** These midblock

connections can also create places where more unique types of urban spaces are possible, in contrast to the wide streets throughout Midvale.

Some of these routes may be open to car access as well, but many may be pedestrian only paths through the neighborhood. As the neighborhood continues to densify,

these routes can become more and more valuable as destinations in themselves. As housing types of development are introduced into the Main Street neighborhood, these routes can create more human scale spaces where residents and visitors may discover something new or unexpected.

These types of connections may take a great deal of political work to accomplish, but the outcome in the end can be long-lasting and beneficial to all users and property owners associated with the introduction of new midblock routes.

With parking access and quality an ongoing issue in the Midvale

Main Street neighborhood, creating a consistent and connected pedestrian network between the urbanized frontages of Main Street and the parking areas behind buildings is an important project type.

**There are existing pathways connecting Main Street and parking areas, although their quality and level of maintenance are subpar.** The

renderings below illustrate how an underutilized midblock connection could be transformed to become a vibrant and interesting public space as well as pedestrian route. Simple upgrades such as improved hardscape, updated lighting,

plantings, and furnishings could make the space more desirable and add to the overall feel of the neighborhood.

Encouraging additional building entries and windows in these spaces will also improve the overall activation and safety of these corridors.

Planning for pedestrian access and parking master planning should be a key part of future investments in the Main Street midblock corridors. While not a large budget item, these investments could have a significant impact on the area.



*Midblock walkway, existing conditions, 2018*



*Midblock walkway, future vision*





*Rendering of Center Street with upgraded streetscape and land use changes*



## STREET IMPROVEMENTS

The Main Street neighborhood is isolated from the surrounding neighborhoods by wide and high speed streets. Street width can be problematic in several ways. Foremost among these is the speed at which auto traffic feels comfortable traveling through the neighborhood.

**With narrower car lanes and other features introduced, neighborhood streets of Midvale could become more friendly to pedestrian and bicycle use, and improve the value of the neighborhood.**

This type of street improvement can significantly improve the capacity of a street to move people, as well

as improve the economic value of properties along the street.

Two streets in particular in the Main Street neighborhood could be improved to enhance connectivity and increase land value. Holden Street and Center Street both access Main Street and influence the character of the neighborhood.

With a wide right-of-way, improvements on Holden and Center Streets could introduce amenities such as a planted median, a protected bike lane, and quality streetscape that would make the street more enjoyable as well as slow down traffic speeds.

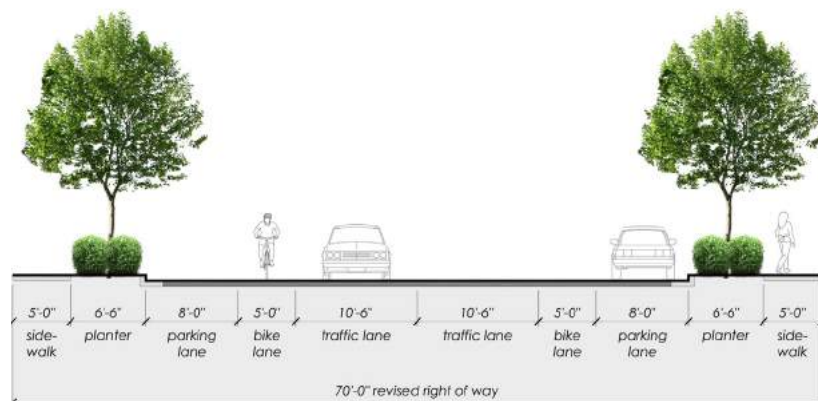
Street improvements can also affect land use and land value. Wide streets that promote fast travel are

not conducive to land uses that require more ingress and egress from the street, such as those in a main street neighborhood. Narrower streets that promote slower speeds support mixed and pedestrian oriented uses by providing the type of pedestrian and vehicular experience that is congruent with a main street neighborhood. Implementing improvements on Holden and Center Streets will help the neighborhood reach its future land use goals and address connectivity challenges.

**Improved streets in the Main Street neighborhood can increase property values and the City's tax base.** Better street quality attracts better development

patterns, which in turn improves the street and neighborhood, building momentum for a successful area. Complete streets have a net positive impact on land values across the board.

**These types of projects are larger investments, and need cross-jurisdictional coordination.** Improvements to these two streets in particular will require planning for funding and street design, which can take years to accomplish. These big ticket projects are necessary for the long-term health of the neighborhood and Main Street, and can significantly improve the public opinion and 'brand' of Midvale.



*Example section of how street space could be realigned for more users*



*Center Street, existing conditions 2018*



## PARKING MANAGEMENT

Parking is a critical component for development in any main street neighborhood. Traditional land use planning and zoning addresses parking in a way that separates the parking needs for each individual development project.

**A more coordinated approach to planning for the parking needs of the whole area can improve the neighborhood experience.**

To promote the Main Street area as a commercial and social destination, as well as a good place to live, parking needs to be provided in a way that meets the specific needs of the whole neighborhood, not just individual buildings. Parking requirements are

part of the city's zoning code which prescribes specific formulas to calculate the required number, type, and location of parking spaces. Calculating the parking needs for each individual development project results in multiple, redundant, and disconnected parking lots that are rarely full.

**A common and effective way to manage parking resources with varying demand in a mixed-use area is through a parking management entity.** The parking management entity works directly with local businesses and business organizations, residents, city planners, and city streets departments, to make sure that collective parking resources are centrally managed to meet the

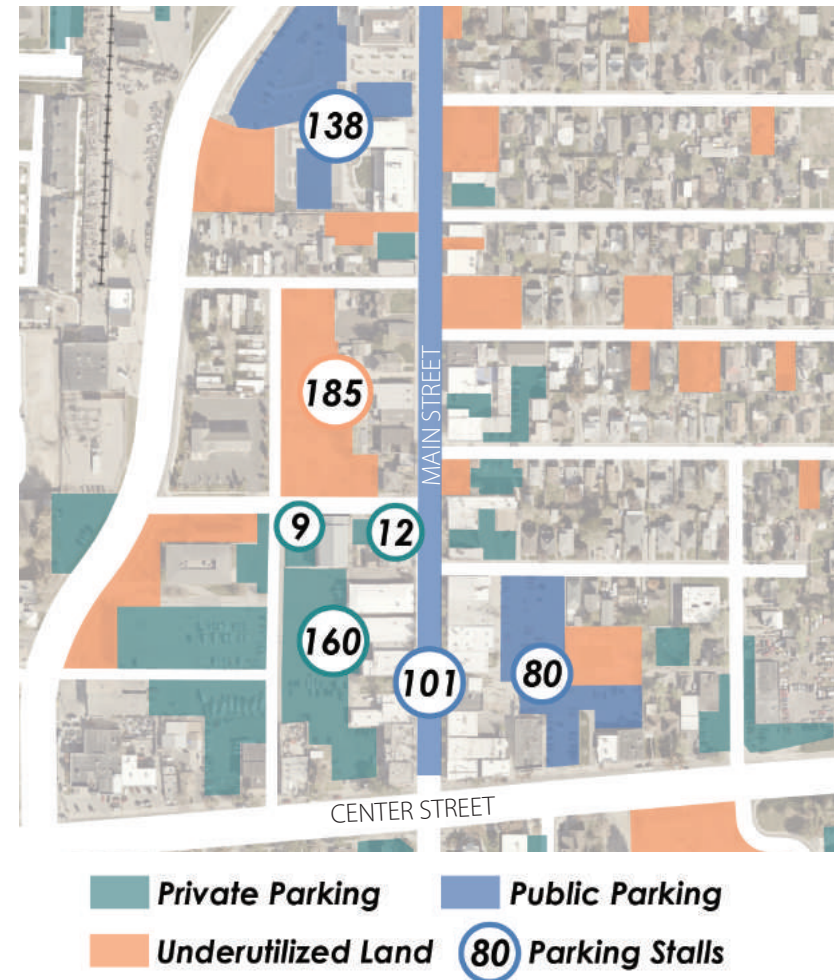
various needs of everyone involved. It provides an efficient way to manage a collective resource.

A more integrated approach considers the parking needs of the neighborhood or defined portions of the neighborhood. This allows for combining parking resources in

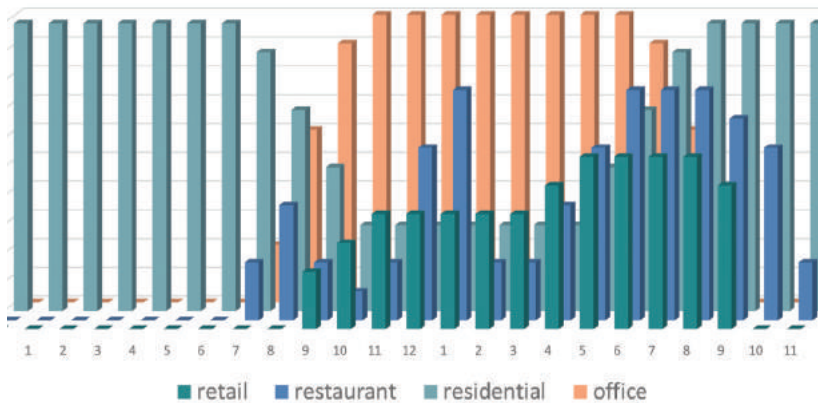
a more effective and efficient way which provides connected parking areas that are less costly to build and maintain. Zoning code changes can be made to achieve a more integrated approach to parking that makes sense for the needs of a mixed-use Main Street area.



*An orderly parking area layout defined by planters and striping*



*Parking Map of the Main Street neighborhood*



### DAILY PARKING DEMAND BY HOUR

*Parking needs differ by land use and time of day. Sharing of parking areas can better utilize valuable land in the project area.*

Shared parking is an effective way to reduce parking requirements by increasing parking efficiency. A shared parking management plan accommodates the parking for both commercial and residential development with a reduced number of parking spaces.

Additional parking management strategies can be useful in the Main Street area. These include metered parking, time limits, prioritizing parking for specific users, time of day specific parking regulations, and many others. Choosing which parking management strategies would work best for the Main Street neighborhood would require the collection of parking data including an inventory of existing

parking capacity, parking demand throughout the day and week, and projected parking demand.

**Parking demand varies as people come and go over the course of a single day.** Understanding how

these time-of-day and land use variations interact allows parking resources to be provided more efficiently with shared parking lots.

Each land use type has a unique parking demand schedule with high and low demand periods occurring at different times of the day. The chart illustrates the different demand schedules, on a typical weekday, for 4 land use types: retail, restaurant, residential, and office.



*An example of the expansive and disordered parking area behind the buildings on the west side of Main Street just north of Center Street*

Peak demand for each land use coincides with the time of day when people use their cars to access that use. Residential use is highest from the evening to the morning, when people tend to be at home. Office use is highest from the morning to the evening, when people tend to be at work. Retail demand is constrained by business operating hours and tends to peak in the evening when people are coming home from work. Restaurant demand is also constrained by operating hours and peaks during meal times and is more sustained in the evening.

A shared parking system works because it uses the same parking facilities to meet the demands

generated by the different uses. For example, residential and office parking can both be accommodated by the same parking lot because they have peak demand periods at opposite times of the day.

Understanding the parking demand for the Main Street neighborhood is the first step to implementing shared parking facilities which reduce the land dedicated to parking lots making the area more pedestrian friendly and valuable to land owners.





# MAIN STREET PRESERVES THE HISTORY OF MIDVALE

# HISTORIC PRESERVATION AND FAÇADE IMPROVEMENTS

## HISTORIC RESOURCE PRESERVATION

The majority of the buildings on Main Street are old enough to be considered a historic resource but are not necessarily historically significant. People and businesses are drawn to historic buildings. Older buildings can have a warmth to them with traditional elements and materials that contribute to a cozy and familiar environment. Several types of businesses work better in older buildings, like non-chain stores, coffee shops, book

### KEY STRATEGIES

1. Preserve historic structures whenever possible.
2. Develop facade improvement fund for building owners to update buildings.
3. Ensure new development is compatible with historic form and structures.

stores, bakeries, barber shops, restaurants, and start-up shops. These are the types of businesses that patrons expect on a local Main Street and meet many of the needs of neighborhood residents.

**Historic buildings are a resource that cannot be replaced once**

**they are torn down.** The unique character of these buildings is directly tied to their age. Building materials, practices, and technologies have changed a lot in the last 70 years and new buildings have a very different feeling to them.

The historic buildings in the Main Street neighborhood should be individually analyzed for structural integrity, the status of electrical, plumbing, HVAC, sewage, and other systems, fixtures and finishes, the presence of any particularly good pieces of artisanship, and the condition of their street facade. The cost of any upgrades, the historic value of the building, and the cost of replacing the building

with a new one should all be considered. Some buildings may be in too much disrepair to preserved, others may be good candidates for upgrades and preservation.

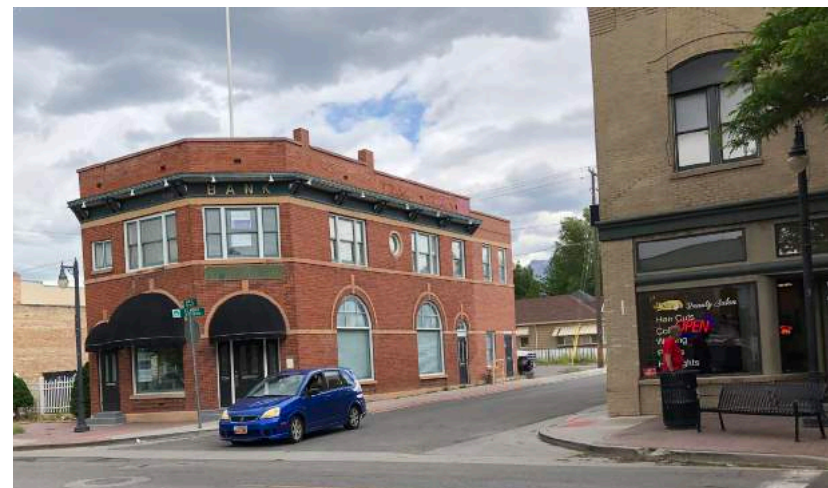
Physical changes to any formally listed historic buildings should be coordinated with the Utah State Historic Preservation office.

## FAÇADE IMPROVEMENTS

Façade improvements are a good way to unify the visual style of the buildings along a street. When a street has buildings of too many different or conflicting architectural or visual styles, the street lacks a sense of unity and place. Streets with building facades that are of complementary styles provide a



Facade work at 7676 South Main Street, May 2018



The historic bank building at the corner of Main Street and 1st Avenue





*Example of a main street with a good concentration of building, public space, and transportation uses*

good balance of unity and variety that create a sense of place through an effective visual vocabulary. A good mix of building facades are part of the experience of a complete street rather than just a group of buildings.

The eclectic styles of the existing building facades on Midvale's Main Street detract from the street's potential as a well-defined Main Street destination. Existing buildings are mostly of two styles: the traditional turn-of-the-century style that is the classic architectural style of American main streets and the international style of the 1920s and 30s. These styles are visually incompatible because they are too dissimilar to be complementary.

**Façade improvements are a common way to improve the visual consistency of the quality of a defined area.** The first step is to determine which styles, materials, colors, signage, and level of ornamentation/ articulation are desired for the given area. Producing a style guide is important to informing a decision-making process that can be easily communicated and consistently applied. The City and qualified design professionals should work together to produce a guide for Main Street. It is critical that the style guide include enough stylistic diversity to provide interest and variability, with enough complementary unity to provide



*Midvale's Main Street has many intact historic structures that could be updated to add to the overall character of the neighborhood.*

a consistent streetscape identity and experience. This balance is very important.

The level of intervention for façade improvements will vary from building to building. Depending on the pre-determined style guide, some buildings may require no interventions at all. Some may need a simple paint job or cleaning. Some buildings may require more extensive improvements, such as the addition of new materials and fixtures, to bring them in line with the style guidelines. Overall, façade improvements are much more affordable than reconstruction, but the cost can vary widely depending on the current conditions of the building and the requirements of

the chosen style guide.

The City should work together with local businesses and business organizations to determine the extent to which façade improvements can be implemented along Main Street, including funding options and an implementation timeline. Then a style guide should be developed for the Main Street area. This guide could, for example, determine that the classic style of American main streets is the desired style in which case the existing buildings with this style may need minimal or no improvements and the international style buildings would need more extensive improvements to change their façade style.

# URBAN DESIGN & THE PUBLIC REALM

## CONCENTRATION

In key locations along Midvale's Main Street, concentration of future development is vital. When visitors and users of the Main Street neighborhood arrive, they should be able to walk to several destinations within a short time frame. This requires allowing additional concentration of development in these areas. This would require a change to a more 'urban' and less 'suburban' approach to development.

## KEY STRATEGIES

1. Concentrate new development in more walkable areas.
2. Develop walkability by investing in human scale urban design details.
3. Upgrade infrastructure that will encourage more walkability.

As development concentrates, a 'park once' mentality can extend along this corridor, making it easier for walking between destinations for those arriving by car, and making the experience of walking more enjoyable.



*A walkable street meets the needs of pedestrians, including a safe and pleasant walking space as well as destinations and activities that draw people to the area.*

With a concentration of housing and office in upper floors of new development in the Main Street neighborhood, other uses at the ground floor level can become more viable. Restaurants, retail, and daily services become more financially feasible with additional users, both daytime (office users) and nighttime (new housing users). Concentration is a key urban design concept to introduce on Main Street.

## 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 streetscape and public art elements, and shortening distances between destinations can create more walkable places.

Midvale's Main Street has significant assets to build towards a more walkable destination. With several historic downtown structures along Main Street and relatively good ground-floor activation, the Main Street corridor could continue to see this form of development extend from the historic core.

Ground-floor activation is vital



*Main Street at 2nd Avenue where the installed streetscape elements end: special paving, street trees, and ornamental light poles*





*An example of a planter on Main Street that is not well maintained*

for any new development that happens in the Main Street area. The most desirable uses for ground floor spaces include anything that is open to the public and is open for as many hours of the day as possible. Retail, services, restaurants, and 'night life' activities are all desirable for quality ground floor activation. Any new residential project should be required to design more active and public facing uses for key frontages along public streets in the area.

## **STREETSCAPE IMPROVEMENTS**

### **STREETSCAPE**

The 'main street' district is often a showcase for a city or

neighborhood, a way that visitors, customers, and residents are exposed to its identity or brand. The streetscape is the physical space between the buildings on either side of the street and includes the building facades and all of the elements within that space. It defines the visual and physical experience of the street. The condition of the streetscape along these important streets conveys messages to people who pass through, messages that can be positive, encouraging people to come and stay, neutral, or negative, which may discourage people from visiting. Streetscape design is one way that a neighborhood can promote itself as a good place to visit, shop, and live.



*The planters at the City government complex are fully planted and well maintained.*

A good streetscape is composed of many different elements that are chosen to meet the specific needs of a given street. The key to the successful use of streetscape elements is consistency. When these elements are consistently implemented along a street corridor they combine to define the character of the street. The unique character of the street becomes legible along its entire length and provides the visual and experiential unity that contributes to a true sense of place.

### **CURRENT CONDITIONS**

The existing streetscape along Main Street contains several good streetscape elements. These include street trees, bump outs, planters,

street furniture, ornamental light poles and fixtures, defined parking spaces, and paving patterns. The consistency with which these elements have been installed varies along the length of Main Street. For example, bump outs have been installed along the entire length of Main Street, except where there is residential zoned property on the north end. The other elements have not been installed along the entire length of the street and the sections where they do exist vary.

The highest concentration of these existing streetscape elements is at the south end of Main Street. The block from Center Street to 1st Avenue has the most highly developed streetscape with all of these existing elements. With



*Extending the Main Street streetscape improvements northward along the entire length of Main Street will improve the urban environment.*

continuous building frontages, a developed streetscape, and a midblock crossing, this is the most complete section of the street. This block is the core of the Main Street commercial area and, in order to maintain a continuous street identity, the origin from which new improvements should be installed.

#### **MAINTENANCE AND REPAIRS**

The lack of adequate maintenance can communicate a degree of neglect or a lack of investment to people who pass through the neighborhood. Streetscapes that are both well designed and properly built are only effective if they are adequately maintained. A lack of sufficient maintenance

can quickly diminish the return on investment of the original streetscape construction.

Many of the existing streetscape elements on Main Street are poorly maintained or in need of repair or reconfiguration. Improving maintenance is likely a more immediate option than repairs and reconfigurations, which will vary widely in implementation costs. The priority for maintaining and repairing these elements should be determined by the City based on the goals for the street, funding availability, and the schedule for any future streetscape improvements.

The current maintenance and repair issues are, in no particular order:



*Although the planting is in poor shape, the Main Street streetscape design helps to identify the midblock crossing between Center Street and 1st Avenue.*

»**Trees** Most of the existing street trees are in good condition and located in tree grates. Missing trees and trees in poor condition should be replaced. Low branching trees may need to have limbs removed to allow unobstructed pedestrian travel beneath them. The species of replacement trees should be chosen to match existing trees or to match the species of future trees, as needed. Trees require regular monitoring, maintenance, and irrigation.

»**Planters** There are several ground level planters in the curb bump outs. Most of these are bare dirt devoid of any plants or

are growing weeds, a few have ornamental plantings. New plants may be added as a repair or as a future streetscape improvement. Planters should be irrigated and maintained regularly.

»**Paving** The existing gaps, cracks, or sections of missing pavement should be filled to match the surrounding pavement (the basic sidewalk concrete or stamped and colored concrete along the curb). Regular monitoring and maintenance can reduce the cost of future repairs.

»**Striping** Many of the parallel parking lines and crossing lines at intersections and midblock crossings should be restriped to





*The existing streetscape at Main Street and Center Street is the most complete: bump outs, defined parking spaces, maintained planters, street trees, special paving, street furniture, ornamental light poles, and buildings fronting on the street*

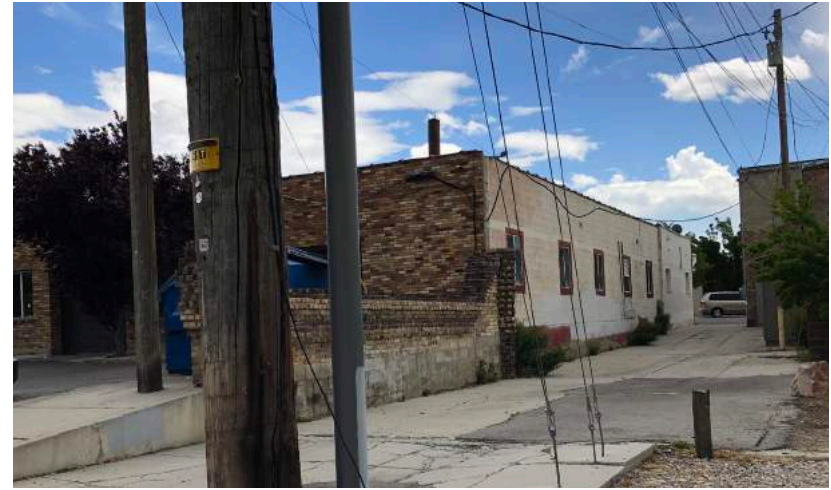
maintain visibility.

## FUTURE STREETSCAPE IMPROVEMENTS

A schedule for future streetscape improvements should be developed. This schedule can be organized in different ways such as incrementally, paralleling the other development activities along the street, according to the availability of funding and other resources, or as an initial investment to catalyze other development and redevelopment projects. The schedule will be informed by the City's goals for Main Street, funding availability, and cooperative agreements with other entities. It can also be coordinated with

a repair schedule for existing streetscape elements. The schedule will prioritize improvements by type, location, cost, and feasibility, so the order in which the improvements are implemented can be planned out in advance but also respond to changing conditions.

Future streetscape improvements should extend all of the existing streetscape elements from the southernmost block northward up Main Street. This allows the streetscape improvements to be installed incrementally so the final condition is a consistent and continuous implementation that matches the existing streetscape in the southern block. Streetscape



*Three of the many obstructive power poles in the block interior*

design documents should be prepared by qualified professionals and include the improvements discussed in this plan.

The recommended future streetscape improvements are:

»**Bump Outs** The bump outs have already been installed along the majority of Main Street. They have not been installed along the east side of the street north of 6th Avenue where the land is currently zoned for residential use. New bump outs that match the existing ones should be installed in this section of Main Street if commercial development expands northward and the land is rezoned for commercial or mixed use.

»**Trees** New street trees should be installed where needed in order to form a regular and continuous planting along the length of Main Street. Existing trees should be taken into consideration, including trees planted outside but immediately adjacent to the right-of-way that function as street trees. Trees should be planted in grates or planters, as needed at each particular site, and should be spaced regularly to match the spacing of the existing trees and should meet spacing requirements in the city code. Selected tree species should thrive in the urban environment and be coordinated with the species of existing or preferred street trees. Trees should be

of an appropriate caliper and branch out high enough as to not interfere with pedestrian travel. Trees should be irrigated and maintained regularly. Tree grates should be monitored for damage and also for opening size as trees reach maturity and trunk widths increase. Development of a Tree Replacement Plan may be a key element to develop for the Main Street area to ensure that a methodical approach to street tree quality and consistency is used

»**Planters** Planters should be planted with low maintenance, low water use, salt tolerant plants whose mature height is low enough as to not obstruct views for traffic safety. A consistent

plant palette should be used along the entire length of the street for consistency in street identity and maintenance requirements. Adding a raised curb or short railing to the planters is an option that will help protect the plants and extend their lifespan. Planters should be irrigated and maintained regularly.

»**Paving** The band of stamped and colored concrete adjacent to the curb and in special areas such as pedestrian crossings should be extended along the street. This second type of paving adds spatial definition and variety to the streetscape. Future pavement replacements and repairs can be used to implement this

paving feature. Paving should be regularly maintained to reduce the frequency and cost of repairs.

»**Striping** Any crossings that are not currently striped may be striped if needed. The striping on midblock crossings may be changed to a more colorful option that can include public art and be used to add variety and character to the street. All striping, including at crossings and in parallel parking spaces, should be regularly maintained.

»**Street Furniture** Additional street furniture should be provided along the street in a consistent way, at similar points along the street and in similar orientations to planters and preferred views of the street. The make and model of new furniture should match that of the existing furniture for consistency along the streetscape. The location of street furniture can be coordinated with building facades to provide unique and useful sitting areas along the street. Furniture should be securely attached to the pavement and regularly monitored for damage.

»**Lighting** Ornamental light poles and fixtures should be added along the street where they are not yet installed. They should be of the same make and model of the existing poles and fixtures and replace the existing generic fixtures attached to the high utility poles. The current ornamental poles are shorter than the standard utility pole mounted fixture. This is important because it brings the light source down closer to the pedestrian level. New light pole locations should be regularly spaced and coordinated with the locations of new street trees, existing underground utilities, and any spacing requirements in the city code. New light poles may include vertical banner brackets, which can also be retrofitted to the existing ornamental light poles, to provide an additional streetscape element. Light fixtures should be regularly monitored for any bulb replacement needs or damage.

»**Signage** Any additional signage for pedestrian crossings, parking, or other uses should be installed as needed.



*Part of the extensive paved parking areas along Stagg Street just north of Center Street that are in need of power pole relocation and parking lot upgrades*



## MIDBLOCK CROSSINGS

Midblock crossings need to be clearly marked. Pedestrian crossings that are not located at a stop sign or traffic signal need to be visible enough to drivers to ensure a safe crossing. Visibility can be increased with physical objects. Street signage lets drivers know that they are approaching a pedestrian crossing. The crossing area can also be slightly raised above the level of the surrounding road surface to encourage drivers to slow down and really notice the crossing. This option is only viable on roads with low speed limits, such as Main Street. Streetscape elements unique to the crossing, such as pedestrian scale lighting, bump outs, planters, and bollards can also indicate the presence of a midblock crossing.

One of the most common ways to increase the visibility of midblock crossings is with markings on the pavement. This can be as simple as the standard crosswalk striping, or more unique and interesting markings that incorporate additional colors and imagery. These pavement markings are a good opportunity for public art. Pavement art is relatively inexpensive and can be easily

changed over time, giving the street a unique character that can represent the local identity and the work of local artists. It can provide a changing element that passively engages the public over time as the crossing art changes.

## INFRASTRUCTURE IMPROVEMENTS

### POWER POLES

Several of the blocks in the commercial zone have power poles that are inconveniently located. Most of these poles are located on the interior of the block, behind the buildings, and in parking areas. Their present locations make them a restriction for possible future development and visual distraction. The feasibility and funding for burying the power lines and removing the power poles should be determined. Doing so will remove a potential barrier to infill development, provide greater flexibility for land use, protect the power lines, and reduce visual clutter.

Taking an incremental approach to this project will ensure that projects that are currently obstructed by power poles can proceed without waiting for other properties to upgrade.



*The many utility poles that can be removed to prepare for future development*

### PARKING LOT UPGRADES

Many of the existing parking lots in the commercial area would benefit from some maintenance and upgraded features. Some of these parking lots are in disrepair, disarray, or both. When parking areas or other visible infrastructural elements are neglected they become a visual cue to visitors, customers, and residents. This cue sends a message that there is a lack of investment in the area. The largest concentration of parking surfaces is along Stagg Street and in the block between Main and Allen Streets and 1st Avenue and Center Street. Smaller parking lots are in various locations in the commercial area. Paving surface improvements can be applied as

needed to each parking area. These include the repair of potholes, cracks, and other ruptures. Some lots may require more extensive repairs or resurfacing. That layout of the individual parking spaces should be safe, organized, and clearly marked with visible striping. Parking areas without clearly marked and organized stalls are disordered, which can be unsafe and contributes to the perception of neglect or lack of investment.

Upgraded features are another way to improve these parking lots and there are many different options to choose from. Trees and landscape improvements in the parking areas will further communicate support of a high quality urban environment.

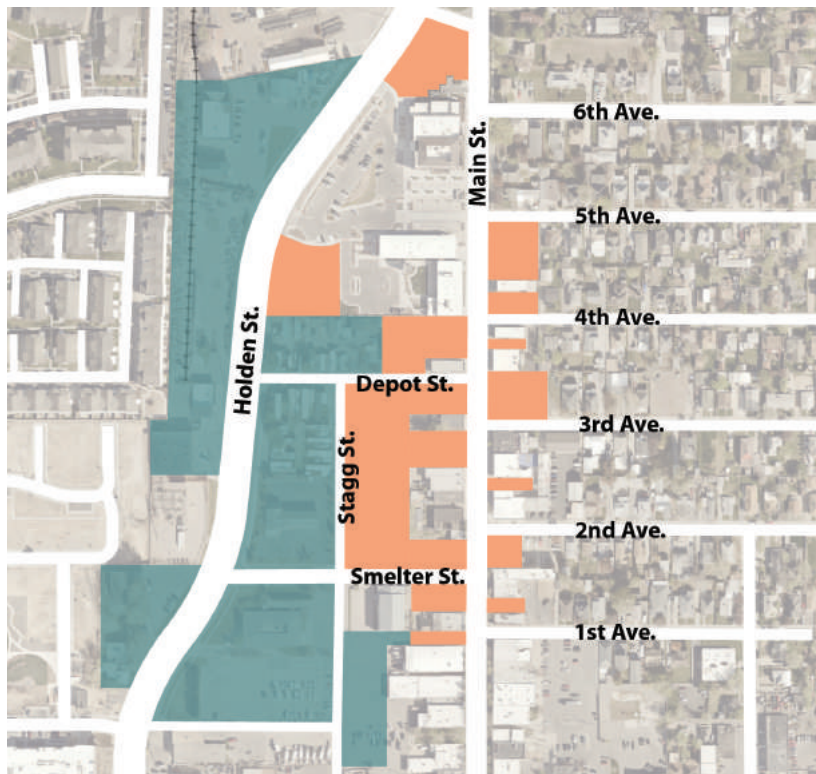
## INFILL OPPORTUNITIES

The Main Street project area has several sites for infill opportunities. These sites can be separated into two categories based on their current land uses, primary and secondary opportunities. These categories represent the complexity of the infill development process rather than the priority of the site for infill development.

**Potential infill** opportunities are

### KEY STRATEGIES

1. Encourage new infill development along Main Street that will bring activity to the street.
2. Require context sensitivity of all new infill development that is compatible with surrounding neighborhoods.



*Commercially zone sites for potential infill (orange) and redevelopment (teal)*



*An example for how the infill sites along Main Street could be developed*

sites that are vacant of buildings and essentially have no current land use. These sites are excellent candidates for development because the new development will not disrupt any existing uses, making the development process less complicated.

### Redevelopment infill

opportunities are sites with an existing land use that is considered an underutilization of the site. These sites are candidates for redevelopment because the site is already developed for its current land use. A site is underutilized when its current use is less efficient or less advantageous than its potential uses. For example, a small parking lot on Main Street is of less value to the property owner,

community residents, and the city than a restaurant or store on the same property. These secondary sites are different than the primary sites because redevelopment will disrupt the current land use and therefore requires a more complicated process.

Some infill opportunity sites are on parcels that have an existing use that will not be part of the infill development. For example, a parcel with a building on one side and a vacant area on the other side is an infill opportunity but only on the vacant portion of the parcel. These infill opportunities, whether primary or secondary, will require a subdivision of the parcel for the infill development to proceed. This applies to several of the infill





*Infill on Main Street can introduce modern architecture in a way that is context sensitive and appropriate in scale and proportion to the neighborhood.*

opportunities in the project area. Current zoning permissions may need to be changed to allow the subdivision of these parcels.

The sites for existing infill opportunities are spread throughout the project area. They are separated into four land use categories: industrial, commercial, residential, and public space. Both the primary and secondary infill opportunities are presented for each land use category.

## COMMERCIAL INFILL

**The majority of the infill opportunities within the Project Area are in commercial zones.**

Most of these sites are currently used as parking lots but there

are also many vacant parcels. The priority for infill developments should be given to the sites that abut Main Street, to strengthen it as the core of the neighborhood, and to the vacant parcels because they are more readily developable.

Commercial infill can introduce additional uses to Main Street, including employment and retail.

There are 5 parcels along the north half of Main Street that would be the easiest to develop. The first parcel is on the west side of the street directly south of the senior center. This is a long, narrow, vacant parcel that is a good candidate for an infill development. Combining this parcel with the parking lot on



*The sites on both sides of the building at 7583 South Main Street are ideal for infill*

the adjacent parcel would provide a larger development site that could have a greater impact on the street and neighborhood.

The two adjoining vacant parcels on the east side of Main Street at the corner of 3rd Avenue present a very good opportunity for infill development. Developed together, they can accommodate a larger building with more development options.

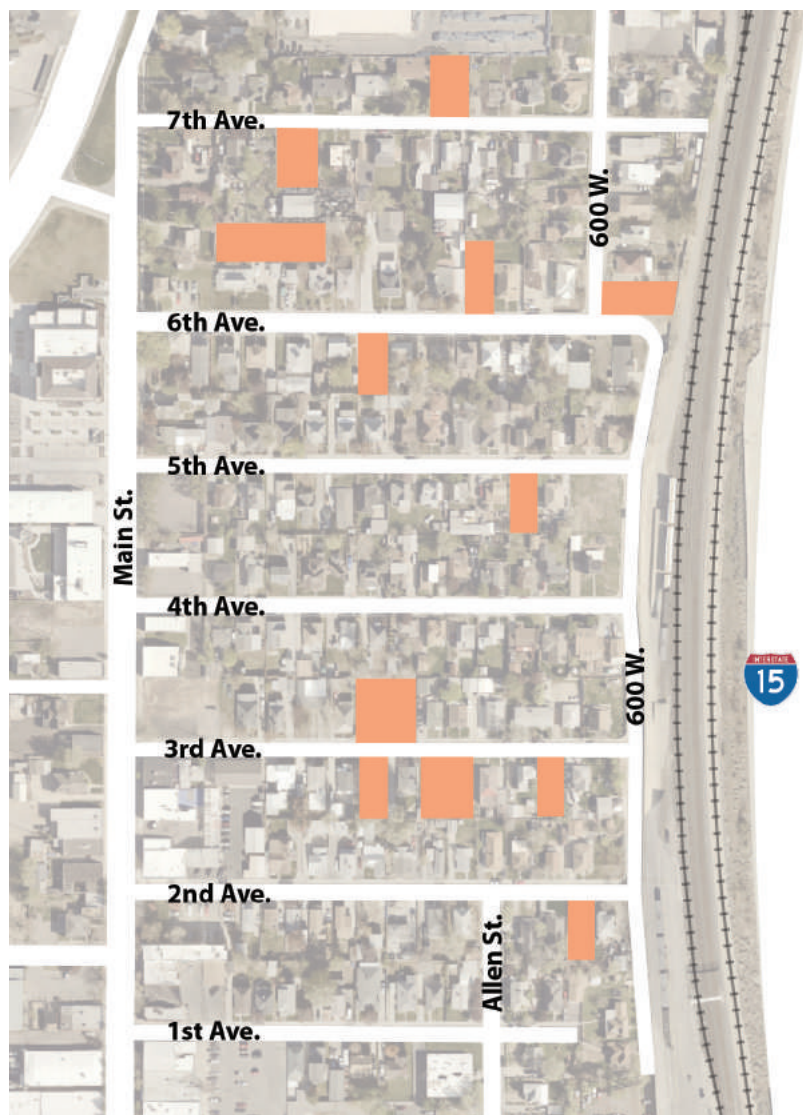
## INDUSTRIAL INFILL

The industrial infill opportunities are located along 9th Avenue. None of them are on their own parcel, so any infill development would likely require a subdivision.

A piece of vacant land along 700 West is large enough for new industrial development with minimal disturbance of existing adjacent development. The other infill opportunities are further east on 9th Avenue, both on the north and south sides of the street, where there are large storage lots. Developing these infill sites would cause disruption of existing uses and may not be feasible.

## RESIDENTIAL INFILL

There are both vacant and underutilized residential parcels in the project area, mostly in the Avenues neighborhood. The vacant parcels include both single and



*Potential infill sites in the residential zone*

double width lots. The double width parcel could be subdivided for two single-family homes and is large enough for a small multi-family building, which would require a zoning change.

There are a few underutilized parcels that are double width lots with a house built on one side of the parcel, leaving the other half vacant. These parcels could be subdivided for a new single-family home to be



*The undeveloped double wide lot on 3rd Avenue is a potential site for public space*



*One of the half-built lots suitable for infill development in the Avenues neighborhood*

built on the vacant half. These types of infill projects should be context sensitive and work to bring updated housing stock to the neighborhood. These lots are limited in number, so any infill projects should be closely coordinated with the city in order to ensure that the quality of product is high and that the surrounding neighborhood is positively impacted by the changes.

## PUBLIC SPACE INFILL

**Some parcels in the project area may be appropriate for infill of a public space use.** Parks or plazas are needed in the project area, and should be a priority for development by the city.

The double width vacant parcel on 3rd Avenue could be developed as a neighborhood park, as there is currently no public green space in the Project Area.



# MAIN STREET IS A PLACE FOR LOCAL BUSINESSES



## LOCAL BUSINESS INCUBATION

**Downtown areas have long been the centers of change and growth in a community.** Due to their urban form, downtown areas are flexible and easily re-imagined as something new. Start-up businesses often look for space in urban centers in order to find proximity to other small businesses, as well as find ease of access to transportation and other resources. Clusters of creatives and innovators in one neighborhood can generate more collectively than they would individually. These districts facilitate the creation and commercialization of new ideas and support economies by growing jobs that leverage their distinct economic attributes.

**A few key catalysts may be factors that can prompt a growth in local business in Midvale.** Accessibility to affordable space and housing, mentorships and resources for start up businesses, and support from municipal services can go a long way in smoothing the bumps out for businesses and innovators trying something new.

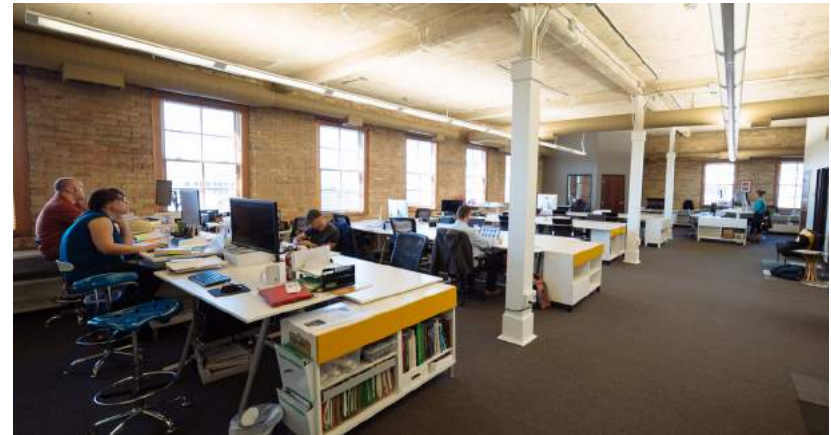
### KEY STRATEGIES

1. Encourage business incubators of a variety of kinds in the Main Street area to foster growth of new local businesses.
2. Encourage city policies that allow experimentation and innovation from new businesses in the area.

## COWORKING AND CREATIVE SPACES

**Start-ups and entrepreneurs require low cost spaces and low-obligation lease terms.** Many communities (including some in the Salt Lake City region) have seen successful growth of 'coworking' and business incubator spaces. These spaces can be the fertile ground that support the growth of small companies into larger employers, creating a more diverse and sustainable employment base for downtown Midvale. These spaces are typically no-frills work spaces, and can vary in type and function.

**These spaces provide the basics for growing a business at a low-cost for the user.** Many coworking



*A shared work space can provide affordable access to professional business resources and encourage additional synergy between small business owners and entrepreneurs.*

spaces are geared around remote-workers or small business groups. These types of spaces can be valuable to a community in attracting small businesses to a specific place in the community. These spaces are typically more successful in urbanized areas, and in more walkable and transit served areas. As companies grow and thrive in a coworking space, if located well, they are more likely to try to find a more permanent space.

**Coworking spaces can take on a variety of forms, and can appeal to specific industries or disciplines, depending on the types of amenities the space focuses on.** They may provide access to expensive video equipment, display space, 'messy'

studio space for artists, or food processing space for start-up restaurateurs or food trucks. As the coworking culture of a community grows, more and more specific types of coworking spaces will be introduced.

**Midvale is well positioned to introducing a new, generalized coworking space into the Main Street area.** Midvale's central location, proximity to other communities, relatively inexpensive commercial space, and easy access to the TRAX system could make Midvale a prime location for a growth of coworking spaces of several kinds.





# MAIN STREET IS WHERE MIDVALE GATHERS



## LOCAL EVENTS

**Main Street should be re-established as the center of public events for Midvale City.**

Street fairs, festivals, concerts, and other types of gatherings would help bring more people and investment to the Main Street neighborhood.

Public gatherings and local events are beneficial to main street neighborhoods. A city's main street is the traditional center of the city and a healthy center promotes a healthy city. Local events engage people in promoting a thriving center.

**Locating events on Main Street helps to strengthen the identity of the neighborhood as the civic, historical, and cultural heart of the City.** When this neighborhood identity exists in the minds of city residents, the main street area becomes an important part of how they think about and experience their city.

**Main streets rely on the presence of people.** People help make a place interesting, comfortable, safe, and enjoyable. People also bring economic spending power to the places they

### KEY STRATEGIES

1. Encourage relocation of existing community gathering events to the Main Street area.
2. Develop new community building events and public spaces on Main Street.

visit. Pedestrian use encourages more pedestrian use because people like to spend their time in places with other people. Main Street needs people in order to be both socially and economically viable.

**So how does a place attract people?** Local events are an effective way to bring people into a neighborhood. These people include locals who frequent Main Street as well as people who only come for such events. Regardless of how often these people come to Main Street, their participation in local events exposes them to what the area has to offer which can encourage them to return again.

When people come together for a local event they invest in their social community, interact with their neighbors, and form memories



*Re-establishing Main Street as a key gathering spot for the community will further support viable and successful businesses and community anchors.*

of their community experiences. Over time, these experiences form a sense of community both collectively and individually.

**Re-establishing Main Street as a prime place for gatherings and events will help to improve the long-term success of the area.** Main Street can play a more prominent role in hosting existing public events, such as the Midvale Harvest Days and Cinco de Mayo celebration. Main Street may not be able to accommodate all of the events in these celebrations, but some of them can be relocated.

**Main Street could host more local events if it had more public space.** The amount of public space along Main Street is small. In order to host more events the future infill

development along Main Street should include the provision of public space for both daily and event use. Without such mixed-use public space, events are more likely to occur in other parts of the City.

**New local events can be established.** The most successful local events are those that happen regularly over long periods and become local traditions, such as Harvest Days. Art fairs, parades, civic celebrations, concert series, etc. can become new local traditions and contribute to the social and cultural identity of the City.





# IMPLEMENTATION STRATEGY

## PROJECT AREA DEVELOPMENT STANDARDS

This Project Area Plan, as well as requirements of Midvale City, including, but not limited to, planning, zoning, building code, and historic preservation ordinances, shall guide all future project area development.

Property improvement proposals shall be considered by the RDA for assistance as set forth in its Programs, outlined in Section 1(k).

As standards to guide development, the RDA proposes to use the goals set forth in the Midvale General Plan. To implement these goals, the RDA may use some of the following strategies:

1. **Attract New Investment:**

Promote the recruitment, retention, and expansion of

businesses to create and retain jobs. Work with community entrepreneurs seeking commercial or office space. Support new jobs through the development of office space and light manufacturing and include appropriate land use buffers and urban design features to create compatible transitions between these districts and adjacent neighborhoods.

2. **Preserve and Enhance**

**Existing Residential**

**Neighborhoods:** Encourage attractive, compatible residential and commercial development nodes along the Holden and Center Street corridors that is beneficial to the community, and includes neighborhood and community retail, while maintaining

and investing in the historic character of existing single-family residential neighborhoods in the project area.

3. **Encourage Positive**

**Connections:** Promote an enhanced and expanded internal network of assets, nodes, and resources that provides access to goods, services, and activities and the opportunity to walk or bicycle safely to them. Develop enhanced connections between the project area and adjacent areas of Midvale City.

4. **Assist in Improving**

**Environmental Conditions:**

Encourage new development on environmentally-challenged properties that simultaneously creates active uses and promotes a healthy

environment. Encourage green infrastructure practices that will incorporate ecosystem services (such as storm water remediation and flood water mitigation) throughout the project area to supplement or replace existing infrastructure with living systems. These living systems should mitigate “urban heat island” effect, provide beautification and amenity value, and improve environmental quality.

5. **Create and Renovate Safe, Vibrant, and Useful Public Spaces for the Community:**

Invest in the project area as a destination for outdoor events and public space. Providing a variety of public gathering spaces can meet the community’s needs for daily use and public events.



A combination of green space and paved spaces will accommodate the various needs for public space.

6. **Encourage Placemaking through Urban Design:** Encourage placemaking by identifying and implementing key elements of a desirable, pedestrian-oriented public realm that can contribute to the unique character of the area, celebrate the area's diversity, and enhance connections between activity in buildings and life on the street.
7. **Promote Sustainable Practices:** Encourage and promote sustainable practices in all reinvestment activities, including the development of a wide-range of housing that increases density at identified nodes while maintaining neighborhood character.
8. **Design for Excellence and Cost Effectiveness:** Encourage the highest aesthetic standards possible using durable materials while at the same time providing the greatest possible public value that meets current and future needs. Encourage the

development of high-quality, well-designed neighborhood-scale housing and accessory dwelling units located in appropriate locations that are compatible with existing development.

9. **Promote Population Growth and Stability:** Encourage population growth and stability by providing opportunities for commercial, residential, and mixed use development while stabilizing existing neighborhoods through partnerships with organizations that undertake residential upgrades and assist business-owners with buying and/or renovating their properties.

## PHASED APPROACH

A phased approach to change to the Main Street area aligns with the limitations of the city and development community. The three phases of development on Main Street are detailed on the following pages, with discussion of responsible parties and needed collaboration amongst entities.

## POTENTIAL FUNDING SOURCES

Funding Source	Description	Public	Private	Public-Private
General Funds	Regular government funds from taxes and other revenue	✓		✓
Dedicated Taxes/Fees	Taxes and fees levied specifically for economic development purposes	✓		✓
Tax Increment Financing	Future tax revenues from within a defined area are borrowed to fund development projects	✓		✓
Land Sales and Rentals	Income from sale and lease of property	✓		✓
Community Events	Admission fees and sponsorships for banquets, award ceremonies, and other events		✓	✓
Membership Dues	Dues paid by businesses in order to gain access to networking services and events		✓	✓
Investments	Funds invested by businesses who expect a return from economic development activities		✓	✓
Publication Sales/Seminars	Income from educational events and materials		✓	✓
Government Contracts	One-time contracts, annual renewable contracts, and capital revolving funds		✓	✓

## MAIN STREET PROJECT PHASING

*\*catalytic project*

### PHASE ONE: 1- 2 YEARS

PROJECT	TARGET DATE	PROJECT LEADER(S)	COLLABORATORS	COST ESTIMATE
<b>Main Street Business Association*</b>	6 mos.	RDA	business owners, City	\$
<b>Update Electrical Infrastructure*</b>	2 years	RDA	land owners, utility companies	\$\$
Main Street Streetscape Upgrade	2 years	RDA	City, land owners	\$\$
Facade Improvement Fund	2 years	RDA	building owners, City, MSBA	\$\$
Small Business Incubator	1 year	RDA	MSBA, City	\$
Recruit New Businesses	2 years	Economic Development	MSBA	\$
Adopt a Form-Based Code	6 mos.	Planning	City	\$

### PHASE TWO: 2-5 YEARS

PROJECT	TARGET DATE	PROJECT LEADER(S)	COLLABORATORS	COST ESTIMATE
<b>Main Street Infill*</b>	5 years	Community Development	developers, land owners, City	\$\$\$
<b>Center Street Streetscape Upgrade*</b>	2 years	Planning	City, land owners	\$\$\$
Avenues Neighborhood Infill	2 years	RDA	developers, land owners, City	\$\$
Provide Public Spaces	5 years	Community Development	City, land owners	\$\$
Parking Areas Upgrade	2 years	RDA	land owners, MSBA	\$\$
Midblock Connection Upgrade	2 years	RDA	City, land owners	\$
Northwest Corner Redevelopment	5 years	RDA	developer, land owners, City	\$\$\$



## PROJECT PHASING

*\*catalytic project*

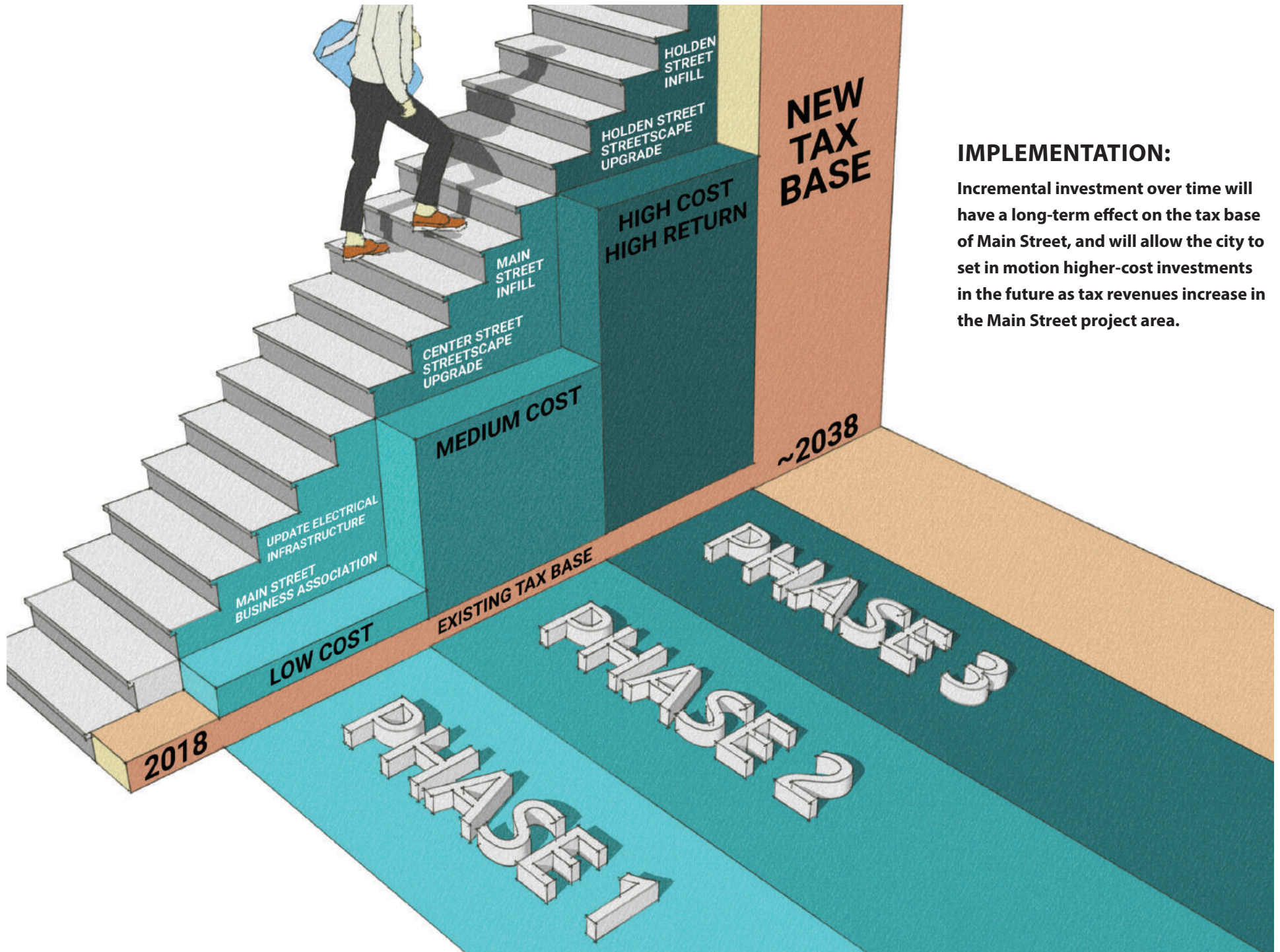
<b>PHASE THREE: 5+ YEARS</b>				
<b>PROJECT</b>	<b>TARGET DATE</b>	<b>PROJECT LEADER(S)</b>	<b>COLLABORATORS</b>	<b>COST ESTIMATE</b>
<b>Holden Street Streetscape*</b>	<i>5 years</i>	<i>RDA</i>	<i>City, land owners</i>	<b>\$\$\$</b>
<b>Holden Street Infill*</b>	<i>5+ years</i>	<i>RDA</i>	<i>developers, land owners, City</i>	<b>\$\$\$</b>
<i>Neighborhood Connectivity</i>	<i>5 years</i>	<i>Community Development</i>	<i>City, land owners</i>	<b>\$\$</b>
<i>Parking Management Entity</i>	<i>5 years</i>	<i>Community Development</i>	<i>City, land owners, MSBA</i>	<b>\$</b>
<i>Continue Main Street Infill</i>	<i>5 years</i>	<i>RDA</i>	<i>developers, land owners, City</i>	<b>\$\$\$</b>
<i>Continue Avenues Neighborhood Infill</i>	<i>5 years</i>	<i>RDA</i>	<i>developers, land owners, City</i>	<b>\$\$\$</b>

### CATALYTIC PROJECTS

This plan identifies catalytic projects that will have long-term and significant impacts on the Main Street project area. Each of these projects have different objectives and expected outcomes, with some being faster and less expensive and some taking several years and significant funding to accomplish. Each of these projects was part of the public outreach process and

feedback was gathered on how to best implement these projects.

Funding and resources will grow over time, as with any CDA area. The ability for the City to affect change will increase as additional increment financing becomes available. The earlier projects are lower cost and relatively simpler to accomplish, but can still have lasting and significant impact on Main Street.



### IMPLEMENTATION:

Incremental investment over time will have a long-term effect on the tax base of Main Street, and will allow the city to set in motion higher-cost investments in the future as tax revenues increase in the Main Street project area.



## CATALYTIC PROJECT PHASE 1

# FORM A MAIN STREET BUSINESS ASSOCIATION

### PROJECT DESCRIPTION

Establishing a formal association for the businesses in the Main Street neighborhood will strengthen the business community. Local businesses can work together to build a better Main Street commercial district, participate in the growth process, and meet their common needs more efficiently. This new entity will play a crucial organizational role for the business community through collective and individual advocacy with the city, community, and other entities. It can also be a hub for collecting, storing, and disseminating informational resources such as marketing, economic, and property databases, for the individual and collective use of local businesses.

### TIME FRAME

The local business association should be established as soon as possible. Developing an organizational framework, bylaws, and standard practices will take time and coordination, but the process should be initiated early on in phase 1.

### COST ESTIMATE

The cost of establishing the business association is very low relative to the other catalyst projects. The provision for operating costs will need to be included in the organizational structure and bylaws.

### KEY COLLABORATORS

The stakeholders include all of the existing business owners in the Main Street neighborhood commercial district, including businesses along Center Street. The association should be as inclusive as possible to adequately represent the interests of the local business community.



*The Main Street business community can be strengthened through cooperation*



*Main Street business owners can work together to define and reach their goals*

# CATALYTIC PROJECT PHASE 1

## PROJECT DESCRIPTION

The power and utility poles serving the buildings along Main Street are located behind the buildings. These poles are a physical obstacle to infill development. Removing these poles and burying the power and utility lines clears away this obstacle in preparation for future development and more efficient land use.

## TIME FRAME

Removing the poles and relocating the utility lines is a project that the city can initiate and doing so in the near term will remove one of the barriers for future development. Preparation for implementing this project should include a plan that prioritizes which poles should be removed first and if the project should be carried out all at once or completed in phases. This is a high priority project and should be implemented in phase 1.

## COST ESTIMATE

The cost of this project is low, relative to the other catalyst projects. The number of poles to remove, linear footage of utility lines to bury, and requirements of utility providers will affect the overall project cost.

## KEY COLLABORATORS

The primary stakeholders are the utility companies (power and/or telecommunications) whose lines run on the poles, and the city. Other stakeholders include all of the people and businesses that use the buildings that are currently attached to the utilities via these power poles.

# UPDATE ELECTRICAL INFRASTRUCTURE



*The many utility poles that can be removed to prepare for future development*



*Electrical and communication lines are bundled and buried*



## MAIN STREET STREETSCAPE UPGRADE

### PHASE 1

The current streetscape on Main Street is fully installed on the southernmost block but is incomplete along the remaining blocks. The purpose of this project is to complete the streetscape by installing the elements found in the southernmost block along the remainder of the street. A complete streetscape will contribute to the identity and experience of the commercial area and the investment can catalyze increased commercial activity. These elements include trees, planters, special paving, striping, street furniture, lighting,

signage, and curb bump outs. Some of these elements are already installed along portions of Main Street. A streetscape plan should be made in order to determine the quantities and locations of each streetscape element.

Phasing should be coordinated with other construction projects along the street, the availability of funding, the overall goals for the area, and local businesses. The initial phase should be completed in the near term to contribute to the momentum for improving the neighborhood.



*The lack of streetscape elements north of 2nd Avenue creates an austere and uninviting Main Street*

## FACADE IMPROVEMENT FUND

### PHASE 1

The building facades along Main Street are of a variety of architectural styles and vary in physical condition. The purpose of facade improvement is to achieve a coherent architectural character along the street that allows for complementary variety within a unified and defined composition.

Improving the existing facades should start with establishing specific goals that are codified in a style guide. This guide will inform the decision making process for each individual building facade as well as the construction of new buildings. This can be accomplished with a form based code or a similar method for coordinating architectural characteristics.

A facade improvement fund will contribute to the financial cost of updating facades on existing buildings. The organization of the fund, including revenue sources and disbursement guidelines, should be established through the coordination and participation of relevant stakeholders which may include building owners, building tenants, the business association, and the City.



*The facade at 7676 S. Main Street is in need of improvement*

## SMALL BUSINESS INCUBATOR

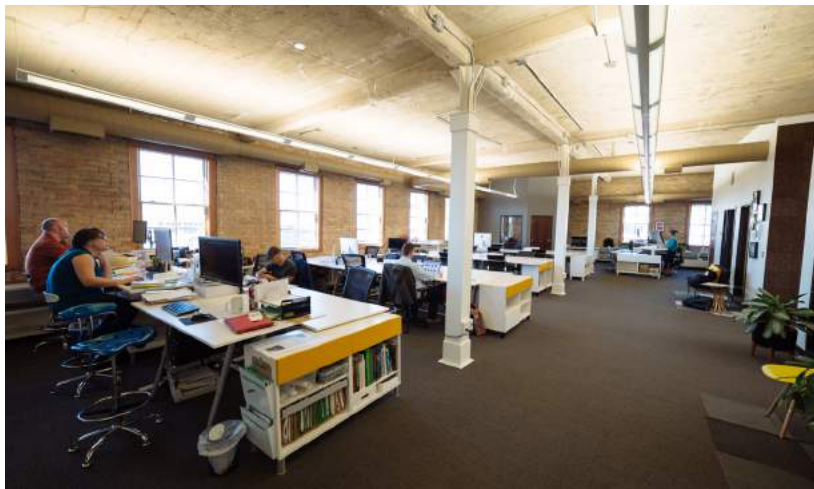
### PHASE 1

Local business development can be supported by establishing a commercial space for small business incubation. The purpose of small business incubator space is to provide a short to medium term location for small businesses to establish themselves and grow enough to expand into their own long term location.

One or more suitable incubation spaces should be identified in an existing building. This space should be flexible enough to accommodate the needs of a variety of business types which may include service,

retail, and food service companies. Providing for a variety of small businesses will attract multiple types of business that will contribute to the overall business mix within the neighborhood.

The business association can play a critical role in establishing an incubator space which would benefit from the physical and social resources of the business association members. Existing business owners can support new local businesses that will complement the existing business mix and support a stronger commercial district.



*An example of a small business incubation office*

## RECRUIT NEW BUSINESSES

### PHASE 1

Recruiting new businesses can help invigorate the viability of the commercial area. There are immediate opportunities for businesses to open in the vacant buildings along Main Street. There are also vacant and under utilized parcels of land that can be developed for new business locations. The real estate potential is in place, the next step is to recruit new businesses to the area.

Making the Main Street area more commercially attractive will support the recruitment of new businesses. The other projects in this plan will

increase commercial appeal by improving the character of the area, showing an increase in local investment, and providing for the needs of a more diverse business mix.

The new local business association will play a major role in the active recruitment of new businesses. Local business owners can help market the advantages of the commercial area, including existing and future opportunities. They can also work together to determine which types of new businesses will complement the current and future business mix.



*Recruit new businesses to fill vacancies in existing buildings*



## ADOPT A FORM-BASED CODE

### PHASE 1

An effective way to achieve the goals for Main Street is to change the project area zoning from the traditional land use model to a form based code (FBC) model. A FBC provides more flexibility for incorporating diverse uses and includes form and style requirements to achieve a more complete neighborhood identity and provide flexibility to property owners.

Form-based codes are tailored to a specific community context, so each is unique to meet the needs of an area. Development of a form-

based code requires cooperation amongst city leaders and staff and the development community. Each party to this type of code benefits from the development and adoption of a form-based code.

A significant portion of the process is educating all entities on the requirements of a form-based code, and getting each comfortable with changing the city requirements for private developers. In the long-term, these types of code are typically expanded to apply to other parts of a community.



*Form-based codes focus regulation on the form of new development rather than the use.*

# CATALYTIC PROJECT PHASE 2

## PROJECT DESCRIPTION

Main Street presents some very good sites for infill development that will improve the concentration and diversity of uses that a main street needs to thrive. Bridging these gaps along the street restores the connectivity and continuity of development that promotes economic success and improves the experience and identity of the neighborhood.

## TIME FRAME

The timing of infill developments depends largely on the interests of private developers which in turn depends on real estate and financial market conditions. Infill development on vacant and underused parcels is a high priority and should be implemented in phase 1 and will likely continue through all three phases of this plan.

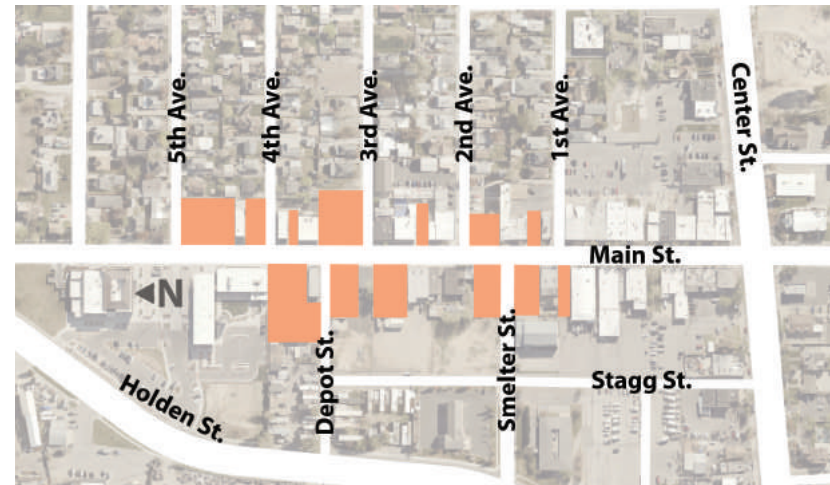
## COST ESTIMATE

The cost of new building construction is high but this cost is primarily borne by the private developer. The city can offer financial incentives for development which may incur some cost, or loss of revenue, to the city.

## KEY COLLABORATORS

The primary stakeholders for infill development are the private developers who want to build new buildings and the city that will guide those developments to ensure they contribute to the overall goals of the neighborhood. The City's RDA can play an important role in acquiring and developing properties in strategic locations in order to achieve goals for the future of the neighborhood. Additional collaborators can include existing Main Street land and business owners in the form of a business association.

# MAIN STREET INFILL DEVELOPMENT



*Infill sites along Main Street*



*Potential development pattern for the infill sites on Main Street*



## CATALYTIC PROJECT PHASE 2

### PROJECT DESCRIPTION

As an arterial road connecting West Jordan and Midvale, streetscape improvements on Center Street can accommodate the movement of people in pedestrian, bicycle, and vehicular flows and increase safety. These improvements will also increase property value along the street and improve the experience and identity of the neighborhood.

### TIME FRAME

The timing of Center Street improvements will depend largely on the availability of funding.

### COST ESTIMATE

With a relatively high cost, streetscape improvements are a significant investment. The cost will vary depending on the specific improvements that are to be implemented and the length of the street site. The city should coordinate the overall cost and timing with budget projections and goals for the neighborhood.

### KEY COLLABORATORS

The city is the primary stakeholder for streetscape improvements. These projects should be coordinated with the land and business owners along the affected street, taking into account street closures and the effects of construction on existing businesses.

# CENTER STREET STREETSCAPE UPGRADE



*Location of the Center Street streetscape upgrades*



*Center Street streetscape upgrade rendering*

## AVENUES NEIGHBORHOOD INFILL

### PHASE 2

The Avenues Neighborhood is the major residential component of the Main Street area and plays a mutually supportive role with the commercial district in providing a good quality of life. There are several properties within the neighborhood that present a good opportunity for residential infill development. Infill development can increase the neighborhood's residential capacity and mix of housing types.

There are two types of infill opportunities within the neighborhood: vacant lots and under utilized lots. The vacant lots are more easily developed because they have no existing land use. The under utilized lots are quarter acre parcels where half of the lot is vacant and the other half is occupied by a house. These parcels are twice the size of the typical parcel, 1/8th acre, and can be subdivided and provide a parcel for a new residential building.

One of the vacant lots is the larger quarter acre size. This parcel can accommodate a wider variety of infill opportunities, including multi-family buildings, single family homes, or even a neighborhood open space such as a park, square, or dog run.



*Residential scale infill development*

## PROVIDE PUBLIC SPACES

### PHASE 2

There is a lack of public space in the Main Street area. The only existing public space is the Main Street Court, a paved area for basketball and tennis that is managed by the City's Parks and Cemetery Division. This paved sports court is located on the north end of Main Street, too far from existing businesses to increase customer visits, and it lacks the amenities that support social gatherings.

Providing additional public space will meet the needs of local businesses, residents, consumers, and accommodate events. Gathering spaces are important for social and economic reasons. They allow people to spend time together in a shared space, making social connections and increasing the time spent within the local business district.

New public space can be provided as part of the infill developments along Main Street and in the Avenues Neighborhood. Coordinating new construction projects, streetscape upgrades, and public space needs ensure that new public space will be well-integrated and useful for increasing visitor numbers, visit time, and social gathering needs.



*Public space provides a place for people to gather casually in their own community.*



## PARKING AREAS UPGRADE

### PHASE 2

The commercial district would benefit from upgrading the existing parking areas on the south end of the commercial area. There are large paved parking and vehicular storage areas behind the buildings on Main Street south of 1st Avenue, and along Stagg Street south of Smelter Street. The condition of these parking areas is very bleak and communicates a lack of investment in the area.

These parking areas are largely undefined expanses of pavement. This is a result of parking regulations, piecemeal development, and diverse property ownership. The safety, navigability, and experience of these parking areas can be improved with some simple upgrades, increasing their value and improving the perception of the area.

Parking areas can be defined by individual parcels or coordinated across multiple parcels. Curbs, planters, trees, walkways, curb stops, signage, and clearly marked parking stalls will define and improve the parking areas. Repairing and maintaining pavement is also necessary for improving the quality of the parking areas.



*An orderly parking area layout defined by planters and striping*

## MIDBLOCK CONNECTION UPGRADE

### PHASE 2

Midblock connections are an effective way to increase pedestrian connectivity within a neighborhood. There is currently one midblock connection on Main Street located halfway between Center Street and 1st Avenue.

This connection runs through the narrow space between buildings on the east side of the street, across the street on a marked midblock pedestrian crossing, and on a sidewalk through a vacant parcel with lawn and trees on the west side of the street. It connects to parking areas behind the buildings on both sides of Main Street.

This connection can be improved in several ways. Increasing visibility will help pedestrians locate the connection. It can be made more pedestrian friendly with new amenities such as upgraded landscaping and benches in the west side parcel. Upgrading the connection is an opportunity for installing public art such as murals, a colorful crosswalk paint job, and public sculpture. These public art opportunities are an excellent way to involved local artists and arts organizations.



*Midblock walkway upgrades can be accomplished using very little funding*

## NORTHWEST CORNER REDEVELOPMENT

### PHASE 2

The northwest corner of the Project Area is at a prominent intersection and is a prime location for redevelopment. The large site is currently occupied by a light industrial/commercial park occupied by seven buildings, parking lots, and some landscaped areas. With recent commercial developments at the intersection favoring retail and food service businesses, the large site would be more valuable if it is redeveloped with a different building configuration and business mix.

The site has some accessibility restrictions. Whimpy Way connects the site to 700 West Street but dead ends on the south side of the site. Access to the 7200 South Street on the north is restricted by a significant elevation change, the east side of the site is restricted by the TRAX lines. The south side of the site is enclosed by other parcels but could provide a second vehicular access point to 9th Avenue.

There is already some interest in redeveloping this site. This interest, though very preliminary, is indicative of an existing momentum for redevelopment that could translate into some positive change within the medium term of the second phase of the Main Street area plan implementation.



*The redevelopment site at the corner of 7200 South and 700 West*



## CATALYTIC PROJECT PHASE 3

### PROJECT DESCRIPTION

Holden Street is an important road but its current streetscape is very bleak and inadequate for the main street neighborhood. An improved streetscape can promote pedestrian and bicycle uses, slow down traffic, and improve the travel experience. These improvements can also increase property value, contribute to the neighborhood identity, and help the street connect the neighborhood rather than divide it. Implementation should coordinate with the future street connections to the neighborhood west of Holden in anticipation of the future removal of the rail spur.

### TIME FRAME

The timing of the Holden Street improvements will depend largely on the availability of funding. These improvements have a potentially high impact for the currently austere state of Holden Street and can be used to catalyze infill development opportunities in the longer term.

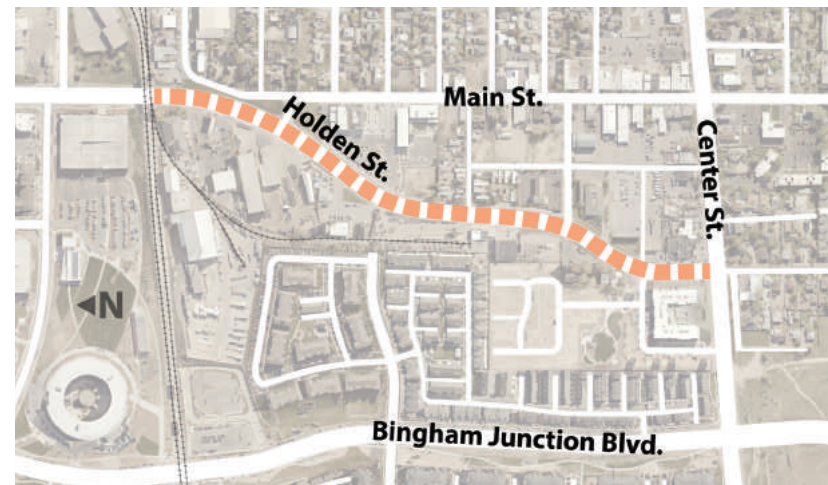
### COST ESTIMATE

With a relatively high cost, streetscape improvements are a significant investment. The cost will vary depending on the specific improvements that are to be implemented and the length of the street site. The city should coordinate the overall cost and timing with budget projections and goals for the neighborhood.

### KEY COLLABORATORS

The city is the primary stakeholder for streetscape improvements. These projects should be coordinated with the land and business owners along the affected street, taking into account street closures and the effects of construction on existing businesses.

## HOLDEN STREET STREETSCAPE UPGRADE



*Location of the Holden Street streetscape upgrades*



*A view of the current state of Holden Street, taken near the Home Again shop on the west side of the street, looking south toward Center Street*



*A view of Holden Street from the same vantage point that illustrates the potential for Holden Street to become a vibrant street that connects the neighborhood rather than divides it*



# CATALYTIC PROJECT PHASE 3

## PROJECT DESCRIPTION

Holden Street presents some excellent opportunities for infill development on its many underutilized and vacant parcels. As a prominent part of the road network, the street provides good access for mixed-use infill development. The larger parcels can accommodate a wider variety of infill types that can strengthen and diversify the commercial base of the Main Street neighborhood, provide more housing options and public spaces, and stitch together the east-west divide between neighborhoods.

## TIME FRAME

The timing of the infill development will depend largely on developer interest and land use changes. Removing the rail spur and connecting to the road network west of Holden Street will increase development potential. Negotiating land use changes with existing property owners will take time. The City can provide momentum by initiating these conversations and implementing the streetscape upgrades.

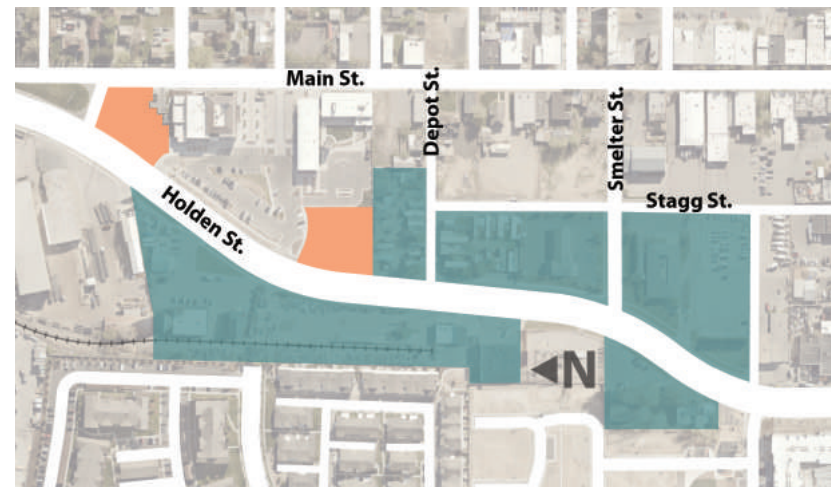
## COST ESTIMATE

Infill development has a high cost, including the sale of property, demolition, and new construction. Much of this cost is borne by developers, which may include the City if it chooses to take an active development role in specific properties and projects.

## KEY COLLABORATORS

The City, land and business owners, Union Pacific Railroad and private developers are all stakeholders. Some coordination is already occurring between land owners and the City, including the rail spur removal process. Collaboration is key to achieving the goals for the future of the area.

# HOLDEN STREET INFILL DEVELOPMENT



*Sites on Holden Street for potential infill (orange) and redevelopment (teal) both inside and outside the Project Area*



*The infill site on Holden Street directly west of the Senior Citizens Center parking lot*

## NEIGHBORHOOD CONNECTIVITY

### PHASE 3

The Main Street neighborhood faces several major obstacles to connecting to the surrounding areas, primarily rail lines. Freight lines, TRAX lines, and the I-15 corridor restrict connections to the adjacent neighborhoods on the north and east sides of the Project Area. Connections to the west are inhibited by an existing rail spur just outside the Project Area.

Future neighborhood connections are focused on the neighborhood to the west of the Project Area. It is anticipated that rail spur will be removed and provide the opportunity to connect the street network between the Main Street area and Bingham Junction. This connection will most likely begin with the extension of Tuscany View Road to intersect with Holden Street.

A pedestrian and bicycle connection to the west can be implemented before the rail spur is removed. Adding a pathway along the north side of the TRAX lines between Holden Street and Bingham Junction Boulevard, as proposed in past development projects, will connect the Main Street neighborhood to two important community assets: the TRAX station and the Jordan River Parkway. This pathway will connect the neighborhood to the whole valley via these major transit networks.



*Clear connections help all users, regardless of transportation mode*

## PARKING MANAGEMENT ENTITY

### PHASE 3

Providing adequate parking facilities is important for the viability of the Main Street commercial district. Parking along Main Street is currently available as parallel parking along the roadway and in separate parking lots associated with individual buildings. This dispersed parking configuration is less efficient for the neighborhood.

A centralized parking system can provide more efficient parking. Such systems use less land which allows for more development. They can also relocate parking lots to more suitable parcels, allowing the more valuable street fronting parcels to be used for commercial buildings. Centralized parking also helps visitors navigate to and from the parking lot as well as allowing for more time walking along the street, which encourages more patronage to local businesses.

The first step toward a more efficient parking system is to establish a parking management entity. This body can direct the gathering of parking data, manage the transition to a centralized system, coordinate with land and business owners, and adapt to development changes over time.



*Parking management is a key part of all downtown areas*



## CONTINUE MAIN STREET INFILL

### PHASE 3

Infill along Main Street will continue until the vacant and under utilized parcels are developed. The goal is to have a fully developed Main Street with street-fronting buildings along the entire length of the street, providing a continuous street wall with complementary facades and a good mix of business types.

The type of building and uses within the building may change as the street becomes more fully developed and attitudes shift toward a more cohesive district. The type and building needs of businesses may change as new development occurs. Ongoing developments should respond to these changing needs, such as the inclusion of residential units on upper floors, more variety in ground floor unit sizes and configurations, and the centralization of parking facilities.

The timeline of continuing infill development will still follow economic demand, funding, demographic change, and interest from developers. The hope is that development patterns, coordinated by this plan and other guiding principles, will build momentum for improving the neighborhood.



*One of the Main Street infill sites currently occupied by a house with a front yard*

## CONTINUE AVENUES NEIGHBORHOOD INFILL

### PHASE 3

Infill in the Avenues Neighborhood will continue until the vacant and under utilized parcels are developed. The goal is to promote a growing and vibrant residential neighborhood. Careful infill developments can help to achieve this goal.

It will take time to develop the 'double' sized lots with a house on one side of them because they will require the cooperation of the land owner and subdivision of the parcel. Vacant lots may require less time to develop.

Market demand and goals for neighborhood development will play a role in determining which housing types are to be built. Zoning changes may need to occur to accommodate new housing types. Demand for housing may increase with a better concentration of businesses and access to the TRAX station.

Open space should be considered as a use for one of the large vacant lots. This would be a great asset for the neighborhood, which is cut off from other City parks, and would increase the overall value of the neighborhood.



*Residential infill in the Avenues neighborhood can take many forms*







*February 2018 Main Street Open House*

# PUBLIC OUTREACH SUMMARY

## PROCESS

Ultimately, cities, neighborhoods, and streets are designed for people to use. They accommodate the needs of residents, property owners, business owners, and visitors, so including these people in the planning process is vital to the long-term success of the Midvale Main Street neighborhood.

A public outreach strategy was designed to both gather and distribute information to the public throughout the planning process. Stakeholders were identified based on their addresses, ownership, and general interest in the Main Street area, and invited to participate. The people who participated in the planning process were self-selected. Participants were presented with information about the planning process and invited to respond.

Their responses were incorporated into the next phase of the process, which was repeated again as they were presented with updated information and gave additional responses. This repeated give and take of information guided much of the planning process.

**The public outreach strategy for this small area plan included three major components: engage the public through social media, poll public opinion with a survey, conduct two open houses.** The overall level of public participation was relatively high, indicating a healthy degree of public interest and engagement. Public participation provided useful information throughout the planning process.

## SOCIAL MEDIA OUTREACH

The social media outreach was



*People at the first open house contribute to the time-of-day and day-of-week exercise for determining which activities and businesses they would use on Main Street*

designed to achieve four goals: encourage and develop sustained interest in the Main Street neighborhood, present up-to-date information about Main Street and the small area plan, notify people of upcoming opportunities to participate in the planning process, and receive feedback.

As social media is the predominant means for social communication,

three social media platforms were used to achieve these goals. This strategy maximized exposure across the most popular platforms in order to reach the most people and to take advantage of the capacity for social media to both gather and disseminate information. People also had the option to join the email list to receive updates on the planning process.





*The Midvale Main Street Website [www.midvalemainstreet.org](http://www.midvalemainstreet.org) was established for community feedback and notification of critical information*

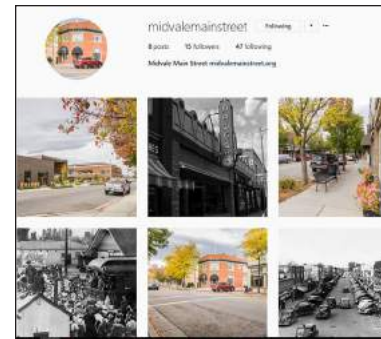
The [www.midvalemainstreet.org](http://www.midvalemainstreet.org) website was launched in January 2018 and administered by the City. This site included a description of Main Street, blog, photo gallery, virtual tour, contact page, and map. The blog covered various topics including the history of Main Street, current events, spotlights of local businesses and people, general main street issues, a message from the mayor, announcements, and invitations to participate in the small area planning process. Some of the blog posts were translated into Spanish to encourage engagement with the neighborhood's significant Spanish speaking population.

Accounts on both Facebook and

Instagram were also launched in January 2018 and populated with the same content as the website. Many people use these two platforms daily so they reached more of the target population and were the primary method for directing people to the website. Facebook and Instagram also provided people with a familiar and easy-to-use method for engaging with the planning process by responding with comments and "likes."

## PUBLIC SURVEY

A public survey was conducted to get more specific and quantifiable feedback from stakeholders. The survey was primarily conducted



*The Midvale Main Street Instagram account @midvalemainstreet was created to display images of historic and present day Main Street.*

online through the [www.midvalemainstreet.org](http://www.midvalemainstreet.org) website and was active from January to April 2018. A paper version of the survey was available at the first open house on 28 February 2018. The survey consisted of 20 questions, took an average of 6 minutes to complete, and was available in both English and Spanish. There were 501 responses including 38 local business owners.

Questions were designed to determine each respondent's relationship to Midvale and the Main Street neighborhood, if and how they use Main Street, how they perceive Main Street, if they were a local business owner, and their local shopping habits. They were also given the option to add their email address to the small area plan

email list.

The public survey was completed in April 2018 and the results were compiled and presented at the second open house in May 2018. These results were used to inform the second phase of the planning process.

## PUBLIC OPEN HOUSES

Two open houses gave people the opportunity to come engage in person. This type of face-to-face interaction is the best way to engage people; it gave them the chance to ask specific questions, learn more about the planning process and issues, and give feedback. The informal open house format allowed people to come any time within the two hours, providing some schedule flexibility to encourage more people to participate.

The open houses were held on 28 February 2018 and 9 May 2018. Both were hosted at City Hall and facilitated by City planning staff and Voda personnel. The sign in list at both open houses provided an attendance count, asked which Midvale neighborhood the attendees lived in, and gathered email addresses for the email list.



*A survey on the future of Main Street drew over 500 responses from the public.*

### FIRST OPEN HOUSE

The first open house was conducted early in the planning process. It was attended by ~90 people with 66 signing in at the welcome table. The first section presented information about Small Area Plans, including what they are, how they are made and used, and how Main Street would benefit from its own plan. A map of the planning area boundary was displayed to give people context and let them know the area that will be affected by the plan.

Attendees participated in two exercises. The first asked them which types of Main Street businesses/activities they would use and what time-of-day and day-of-week they would come to

Main Street for these activities. It was an open-ended exercise which allowed participants to choose any type of business or activity. This informed the planning process by providing information about how to better activate Main Street in the future.

The second exercise was about prioritizing Main Street improvements. Each participant was given four mini \$100 bills and 7 project categories, which were presented with example photos. Participants would choose which projects were most important to them by “paying” for them with their four bills. Results were tabulated and incorporated into the selection process for implementation projects.



*Public open houses were well attended during the planning process*

### SECOND OPEN HOUSE

The second open house was conducted later in the planning process. It was attended by ~50 people with 31 signing in at the welcome table. The same Small Area Plan explanation and planning area boundary were on display for reference. Raw results from the survey and first open house exercises were displayed.

An interpretation of the feedback from the survey and first open house were presented as specific goals and implementation projects. The overall goal, as informed by public feedback, is to establish Main Street as a destination district with an activity level and business mix that attracts people, investment, and growth. General ways to

achieve this major goal were described in short- mid- and long-term minor goals.

Implementation projects were selected to achieve the minor goals which will, collectively, accomplish the main goals for Main Street. These projects were grouped into three phases: the near-term phase 1 (1-2 years), mid-term phase 2 (2-5 years), and long-term phase 3 (5+ years). The phasing recognizes that achieving the goals for Main Street will take many years and that the projects are interdependent and should occur in a particular order.

A general description of each of the 16 implementation projects was presented. Public opinion was collected through comment card feedback about the projects.



# COMMUNITY BACKGROUND

## HISTORY AND CHARACTER OF THE AREA

When Midvale City was established in 1909, its Main Street was the heart of the City. The area built up around the smelter that was just west of Main Street, and became the home to smelter offices, banks, restaurants and shopping. The homes in the Avenues neighborhood were built for the workers of the surrounding industrial area and their families.

Before I-15 was constructed, Main Street was part of the regional north-south route for motorists travelling through the valley. Thus, Main Street became a regional shopping hub for residents from all across the valley, it was a destination.

Once the freeway was constructed, Main Street was no longer a viable north-south route. The freeway drew traffic away from Main Street and took them instead to newly built strip malls. The freeway also cut off access to Main Street from the rest of the City that had since expanded to the east. Because of these factors, businesses along Main Street saw a decline in both foot and vehicular traffic.

Today, there are both many successful businesses on Main Street and many vacant buildings and parcels that can be put to better use.

With City Hall and the County Senior Center recently built at the north end of Main Street, there is momentum for public and private investment that can help lead the area toward a more vibrant future.



*Historic Midvale Main Street*

## AREA BOUNDARIES

The project area is approximately 117 acres in size and has the following boundaries:

The northwest corner of the project area is the intersection of 7200 South and 700 West. The northern boundary runs east along 7200 South to the northeast corner which is at the intersection of the

rail corridor and 7200 South, just west of the railway bridge. The eastern boundary runs south along the rail lines then west and south along the property line of the small rail yard adjacent to the north/west curve in the freight line. The eastern boundary continues back east along the railway and then south along the south/east curve



*Extents of the Midvale Main Street project area*

in the freight line and then south along the freight line property line, which is also the eastern side of Rio Grande Street. The southeast corner of the project area is where the railway property line meets Center Street. The southern boundary of the area runs west along Center Street with the southwest corner of the area at the intersection of Center Street and Holden Street. The western boundary runs north along Holden Street/700 West up to the origin at the northwest corner

## EXISTING CONDITIONS

The Main Street Project Area is approximately 7.5%, by area, of census tract 1124.03. The data presented in this section was collected for the entire census tract which is the smallest region for which this data is available.

## RESIDENTIAL DEMOGRAPHICS

### AGE DISTRIBUTION

The census tract has a population of 6,116 residents, with approximately 500 of them residing within the Project Area. The median age is 28.2, younger than both the City and County. Age distribution is shown in

6 groups: young children (0-4 years old), school age children (5-19 years old), college age millennials (20-24 years old), post-college millennials (25-34 years old), generation X (35-64 years old), and baby boomers (65+ years old). Millennials are the largest age group, followed by generation X, the post-millennial generation, and baby boomers.

An age distribution comparison between the census tract, City, and County shows some interesting differences. The percentage of



young and school age children is similar across all three areas, with the County having slightly more school aged children. The tract has a higher percentage of millennials and a lower percentage of both generation X and baby boomers than both the City and the County. This distribution may suggest that millennials are the largest age group moving into the new housing units in Bingham Junction.

### RACIAL COMPOSITION

**Approximately one fifth of the people in the census tract**

**are racial minorities**, which is similar to the percentage of racial minorities in the County. The percentage of racial minorities in the City is nearly two fifths, double that of the census tract.

The American Community Survey tracks race in seven categories. The largest of these categories within the census tract, City, and County is "Other." Without a separate category for Latino people, this Other category represents the Latino population as well as



any other racial identification that doesn't fit in the other 6 categories. 93.7% of the racial minority population in the tract is, in descending order, Other, Two or More, Asian, and Black; Hawaiian/Pacific Islander and American Indian/Alaskan Native people comprise the remaining 6.7%.

**The composition of the racial minorities in the census tract differs from that of the City and County.** The percentage of Other, Hawaiian/Pacific Islander, and American Indian/Alaskan Native



people in the tract is lower than that of both the City and County. The percentage of Two or More races, Asian, and Black people is higher than that of both the City and County.

## SPANISH SPEAKERS

**The Spanish speaking population of the census tract is nearly one third (~2,000 people).** This is the same as the percentage within the City (~10,700 people) but significantly lower than

### Spanish Speaking Population



the percentage within the County. This correlates with the numbers of people in the Other racial category, which is one fifth of the overall City population. These large numbers of Spanish speakers are an important part of the City's population and are likely underrepresented in civic matters due to language and cultural differences. Several of the existing businesses on Main Street cater to Spanish speakers, making it an informal hub of activity for this portion of the City's population.

## HOUSING

Housing within the census tract varies significantly from that of both the City and County. The tract has a much higher percentage of both renter occupied housing and a much lower percentage of owner occupied housing.

The percentage of single occupant households is slightly higher than that of the City and significantly higher than that of the County. The average household size in the tract

### Single Occupant Households



### Average Household Size



is lower than both the City and County.

Housing type data is available for the project area and shows that the mix of housing types within the project area is very different than the mix within the census tract. This is due to the large number of multifamily housing units that have been constructed recently in the Bingham Junction project.

## CURRENT LAND USE ANALYSIS

**There are currently three general land uses in the Project Area: industrial, commercial, and residential.** Each of these uses takes up roughly one third of the Project Area. The major land use zones are clean industrial, historic commercial, and regional commercial. The remainder of the Project Area is currently zoned for residential uses, mostly single-family and only 3 parcels zoned as multifamily.

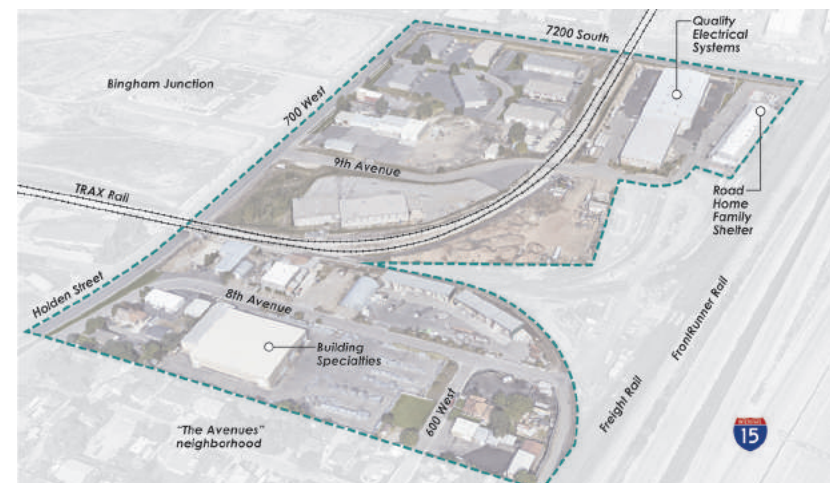
Most of the parcels abutting Main Street are zoned for commercial uses, which is appropriate for a main street. A small section along the east side of Main Street near its

north end is zoned for residential use.

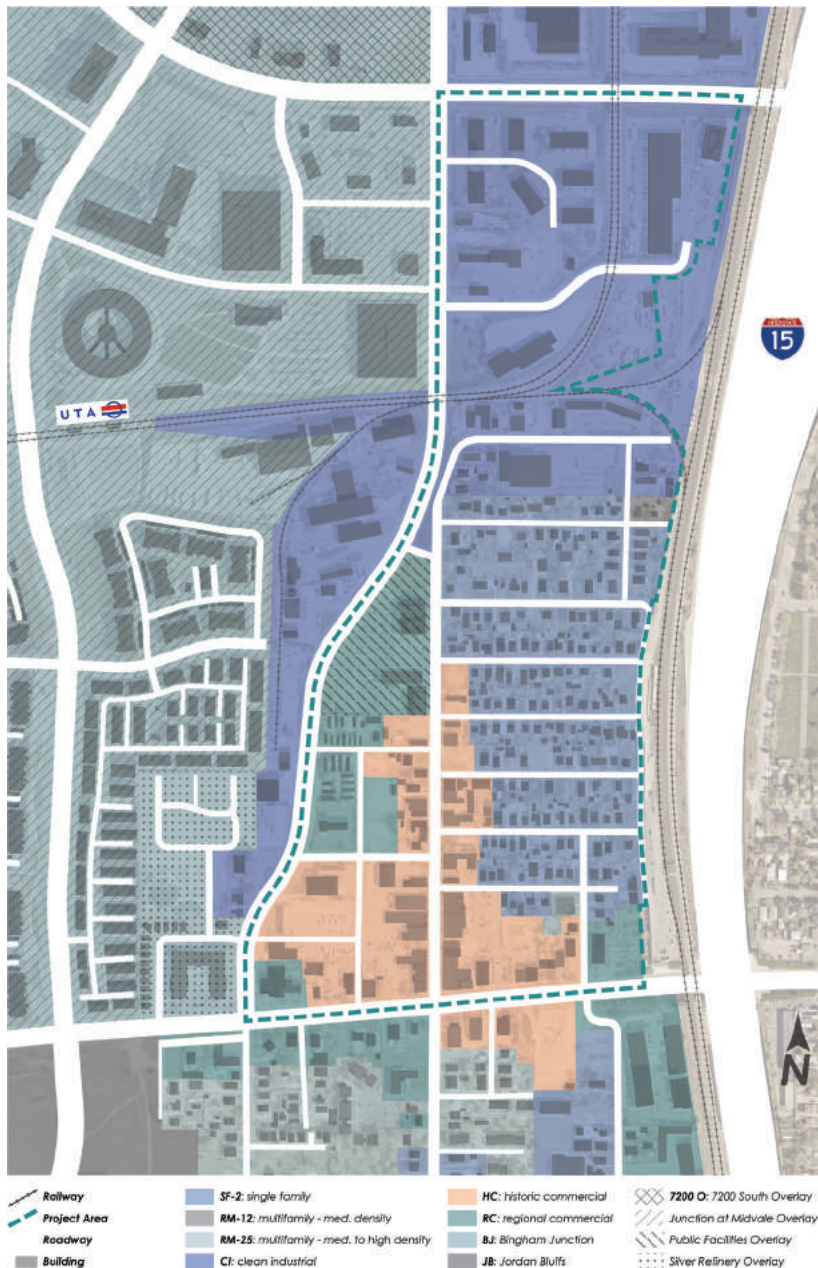
### INDUSTRIAL ZONE: NORTH END OF THE PROJECT AREA

The industrial area is all zoned as Clean Industrial (CI). It is a contiguous area (not including streets) located at the north end of the Project Area. Current adjacent land uses include industrial to the north and southwest, Bingham Junction to the west, residential to the south, and the rail/I-15 corridor to the east.

The purposes of this zoning designation are to "accommodate complimentary and supporting uses such as light manufacturing, services, storage, retail, offices, and parking." These are limited to



*The north end industrial zone*



Map of the current land use zoning in the Project Area and surrounding neighborhoods

uses that “prevent traffic hazard, noise, dust, fumes, odors, smoke, vapor, vibration, glare, or industrial waste disposal problems,” which is why the industrial use is labeled “clean.” Development should “use landscaping and design criteria to soften the visual impact of commercial and industrial building sites and parking areas, provide safe and pleasant gathering areas, enhance community identity and encourage compatibility with community uses.”

The industrial portion of the Project Area includes several types of businesses. The northwest corner of the area has a light industry/office park development with 7 buildings along Whimpy Way. The businesses in this development include upholstery, stairlift, signage, floral, construction materials, pest control, title loan, auto sales, et al. Other businesses within the area include construction materials sales and storage, electrical systems, retail, HVAC, engineering services, heavy equipment, et al.

The industrial area also includes some residential uses. There are a few single-family homes located in the southwest and southeast corners of the area where it abuts

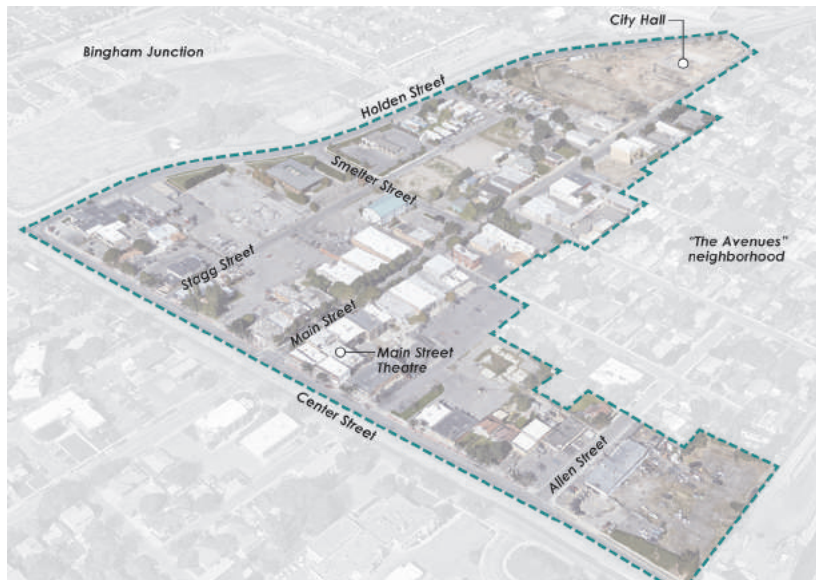
the residential area. The Road Home Midvale Center, a shelter and service center for homeless families with children, is located in the northeast corner of the area.

Circulation into and within the industrial area is limited. There is no access on the north and east sides of the area, and it is trisected by the TRAX rail line and a Union Pacific heavy rail spur. Vehicular access from the east side of the area is provided by two dead end roads (Whimpy Way and 9th Avenue) on the north side of the rail spur. Main St. and Rio Grande St. provide vehicular access on the south side of the spur.

#### COMMERCIAL ZONE: MAIN STREET BUSINESS DISTRICT

The commercial area is zoned as either Regional Commercial (RC), or Historic Commercial (HC), with a Public Facilities zoning overlay at City Hall and the senior citizens center. It is a contiguous area (not including streets) located along the south and west sides of the Project Area. Current adjacent land uses include industrial to the north and west, Bingham Junction on the southwest corner, commercial to the south, residential to the east, and the rail/I-15 corridor on the





*The Main Street business district commercial zone*

southeast corner. The HC parcels are concentrated along Main Street and Center Street with the RC parcels spread out at the southwest, southeast, and northwest sides of the commercial area.

The shared purposes of both the HC and RC commercial zoning designations are to accommodate a "wide range of commercial and retail trades and uses, as well as offices, business and personal services, that contribute to the positive character of the city, buffer adjacent residential neighborhoods, and maintain pedestrian access with links to neighborhoods, and other commercial developments."

This includes stipulations that new development be compatible with and contribute to the character of the City through appropriate materials, detail, color, lighting, massing, landscaping, etc. It also encourages new developments to incorporate "design elements related to public outdoor space including pedestrian circulation and trails, transit facilities, plazas, pocket parks, and public art."

The difference between the HC and RC zoning designations is that the HC requires development to contribute to and preserve the historic character of Main Street. This is accomplished by requiring



*The segment of the Main Street business district at Main and 1st Avenue*

development to continue the visual character and scale of the existing historic Main Street through appropriate design elements and materials, and minimize the visual impacts of automobiles and parking on the historic buildings and streetscapes.

The commercial area has a wide variety of businesses and services which are concentrated along Main Street, Center Street, and Holden Street. Main Street businesses and services include Midvale City Hall and Justice Court, Midvale Senior Center, aquarium supply, employment agency, gold buyer, beauty salons, medical supply,

trading card, business consultant, attorney, security system supply, tavern, event planning, money transfer, liquor packaging, gym, grocery, clothing, restaurants, museum, tax consulting, architectural design, community theatre, et al. Main Street also has several vacant storefronts. Center Street business types include auto repair, tax consulting, catering, credit union, watch repair, grocery stores, and restaurants. The businesses along Holden Street are on much larger lots. They include a car wash, Rocky Mountain Power office and fleet parking, and the Unified Fire Authority Station 125.

Many of the existing businesses in the commercial area serve the large local Spanish-speaking community, which is one third of the local population.

The commercial area also has some non-commercial uses. There are a few single-family homes along Main Street, Center Street, and Depot Street. There is a small group of a couple dozen mobile homes on Depot and Holden Streets. There is also a City-owned public basketball court at Main Street and 5th Avenue.

The road network in the commercial area provides adequate connectivity. Vehicular circulation within the commercial area is good with no dead end streets and existing roadways connect well to the residential area to the east. However, there is a major lack of viable connections between the commercial area and the adjacent land to the west, outside the Project Area. The existing Union Pacific rail spur and a sliver of industrially zoned land on the west side of Holden Street have prevented all but one street connection between the newly constructed roads in the Bingham Junction development and the Main Street neighborhood.

The existing road network promotes different types of commercial development on different streets. Holden and Center Streets are large multi-lane arterial roads with faster speeds and higher traffic volumes and are more suited to larger businesses with a regional appeal. Main Street is a narrower collector road with lower speeds and traffic volumes which makes it more compatible with businesses that serve the neighborhood, and as a historic Main Street that serves the community's needs.

#### **RESIDENTIAL ZONE: THE AVENUES NEIGHBORHOOD**

The vast majority of the residential area is zoned as Single-family (SF-2), with two parcels zoned as Multifamily Medium Density (RM-12), and one parcel zoned as Multifamily Medium to High Density (RM-25). The residential area is a contiguous area (not including streets) located along the central east side of the Project Area. Current adjacent land uses include industrial to the north, commercial to the west and south, and the rail/I-15 corridor to the east.

The purposes of the SF-2 zoning designation are to maintain the existing, predominantly single-



*The Avenues neighborhood*

family detached residential neighborhood, and allow for new single-family development. It also allows for neighborhood commercial uses that are compatible with the existing neighborhood.

The purposes of the RM-12 and RM-25 zoning designations are to provide opportunities for variation in architectural design and housing types, allow appropriate neighborhood commercial and recreational activities, and promote pedestrian connections within and between residential developments. The only difference between the

two zoning designations is that RM-12 allows for up to 12 dwelling units per acre and RM-25 allows for up to 25 dwelling units per acre.

The two RM-12 parcels are currently occupied by single-family homes. The one RM-25 parcel is currently occupied by a 2-story apartment building with 12 units. Most of the SF-2 parcels are occupied by single-family homes with a few vacant or underutilized parcels, some of which are located along Main Street. The existing housing stock is of lower value, relative to the rest of the City, with most homes valued at less than \$150,000 and a few of the





*An aerial view of the Avenues Neighborhood from 3rd Avenue (on the right) to 7th Avenue (on the left)*

higher quality homes valued at or near \$200,000. Many of the homes have not been maintained very well and many are rental properties.

The road network in the residential area provides adequate connectivity. Known as “The Avenues,” the streets are well connected with only 3 dead end roads. There is no connectivity to the east because of the rail and I-15 corridor, so Main Street acts as the collector road for the residential area, with an additional street connection via Allen Street on the southwest side of the area.

Added investments in the Main

Street area will have a significant impact on the value of the homes in the Avenues neighborhood. Currently the neighborhood is lower in value than the median home value in the rest of the city. Added value along Main Street will improve the walkability of the neighborhood, as well as the value of the homes within walking distance of Main Street.

Zoning updates in this neighborhood could encourage infill development in vacant parcels, as well as bring new housing investments to an older neighborhood in the city.

## HOUSEHOLD ECONOMIC CONDITIONS

The economic condition of the census tract is somewhat worse than the City and County. **Both the median household income and median home value of the census tract are lower than that of the City and County.**

Despite lower median home values in the tract, median gross rent is higher than both the City and County. The percentage of cost burdened households (where housing costs are 30% or more of

### Median Household Income



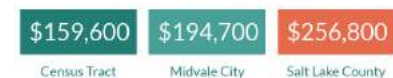
the household income) are very high in all three areas for renter occupied housing, but for owner occupied housing the percentage of cost burdened households in the tract is higher than the City and County.

Other economic indicators show that the census tract and City are in a poorer economic condition than the County. The poverty rate in the tract is higher than those of both the City and County. Educational attainment, as measured by the percentage of people with

bachelors or higher degrees, within the tract is significantly lower than both the City and County. The unemployment rate within the tract is very similar to that of the City, which is more than twice the rate of the County.

The commercial projects within the recent Bingham Junction development have dramatically altered the economic and business environment in the census tract. The three largest employment industries in the tract, by proportion, are education (17%),

### Median Home Value



professional and scientific (17%), and retail (15%). Other industries within the Project Area include automotive, construction materials, electrical supply, government, entertainment, and restaurant.

Added investment in the Main Street neighborhood could have the effect of improving the median home value in the area, as well as provide additional opportunity for employment and daily needs to residents of the census tract.

## PROJECT AREA ASSETS

One of the main assets of the Project Area is the development opportunities associated with a relatively high number of vacant or underutilized parcels. Most of these parcels are large and provide space for new development through a simpler and shorter process than parcels that are already developed. Development processes for vacant and underutilized parcels require

restaurants, a market, credit union, automobile maintenance, car wash, architecture firms, gym, Rocky Mountain Power office, and other various retail, service, and light industrial businesses.

Institutional assets include the Midvale City Hall and Justice Court, Midvale Museum, Unified Fire Authority Station 125, the Senior Citizens Center, and the Road Home shelter. The Road Home Midvale

social and medical staff to help the shelter's residents. The racial diversity within the Project Area and surrounding census tract is an important social and cultural asset. Transportation assets include close proximity to a TRAX rail station, arterial roadways, and nearby access to I-15. A central location in the valley is also a significant asset that should be amplified for business expansion.

Project Area. The close proximity of these new developments is also an asset for the residents within the Project Area as it gives them access to a wider array of commercial and social interactions.

Expanding connectivity between the Bingham Junction development area and the Main Street Project Area will be of benefit to both areas. As the assets of the Main Street area are more accessible to the daily



*Midvale City Hall*

less time and money, which can be more attractive to potential developers.

In addition, the Project area is home to many 'city wide' assets, both commercial and institutional.

Commercial assets include the Midvale Main Street Theater,

Center is a shelter for homeless families with children. Previously a warehouse used as a winter overflow shelter, the new building was opened in 2015 and has space for up to 300 people, including sleeping, dining, and social spaces. It also contains offices for various



*The Road Home Midvale Center*

Although the Bingham Junction development is outside the Project Area, it has brought large numbers of new residents, employees, and business patrons to the areas immediately adjacent to the Project Area, which can be an asset for the existing businesses within the

population in the Bingham Junction area, their frequency of use and viability will increase. The additional residents in Bingham Junction are a significant asset to the benefit of the entire Main Street Project Area and should be built upon.



