
START2

Superfund Technical Assessment and Response Team 2 -
Region VIII



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City Creek Daylighting Public Outreach Element Euclid Small Area Master Plan

Salt Lake City, Salt Lake County, Utah

August 2, 2006



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OPERATING SERVICES, INC.

In Association With:

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SECTION 1. **PLANNING CONTEXT**

1. PLANNING CONTEXT

1.1 Planning Area

The Euclid neighborhood is effectively an enclave, encompassing 13 square blocks bordered on all sides by significant infrastructural or natural barriers: North Temple Street to the north, Interstate 80 to the south, Interstate 15 to the east, and the Jordan River to the west. Located less than two miles west of Downtown Salt Lake City, the neighborhood developed in the late 1800's to include working class housing and river-adjacent industrial activities. At the same time, newly established rail corridors divided the small community and isolated it from the Downtown. As a consequence, heavy rail traffic is an enduring neighborhood fixture and creates negative impacts on surrounding land uses.

Two east-west railroad alignments presently cut through Euclid along the South Temple and Folsom Street rights-of-way. North-south through streets are frequently blocked by railroad traffic and North Temple Street has long served as the major east-west conduit for automobile traffic.

Current neighborhood land uses include regional retail such as fast food restaurants and motels within the North Temple Street commercial corridor, remnants of when North Temple was a main highway between Denver and San Francisco and the main access to the Salt Lake International Airport. Also along North Temple Street are large expanses of Utah State Fairpark surface parking. Commercial and industrial uses are interspersed with pockets of single-family residential at the center of the neighborhood, while single and multi-family residential uses are concentrated along the eastern and southern edges bordering the elevated interstate highways. Scattered throughout the neighborhood are historic frame houses and several historic landmarks including the Albert Fisher Mansion and Carriage House, and the LDS Fifteenth Ward Chapel (adaptively reused as a commercial music studio).

Citizen participation at the community level is exercised through the Poplar Grove Community Council. The community council boundaries differ somewhat from that of the planning district. The community council's boundaries are Interstate 15 on the east; North Temple on the north; the city's western boundary on the west; and approximately 950 South on the south. At present, the Poplar Grove Community falls entirely within City Council District 2. Interstate 80 separates the Euclid neighborhood from the rest of the Poplar Grove neighborhood.

1.2 Purpose of the Plan

In 2004, the Environmental Protection Agency (EPA) approved a grant intended to assist the eventual restoration of City Creek to the surface between 500 West and the Jordan River. This restoration would be located in the heart of the Euclid neighborhood. The City proposed that the grant be used to provide public outreach for the City Creek Daylighting project in the form of a Small Area Plan (SAP). This way the City would also be able to use the grant money to direct the future land use of the area and help address impacts both positive and negative, of the land uses surrounding the restored creek bed.

The purpose of the Euclid Small Area Plan is to define the neighborhood structure and design character and set forth principles and guidelines for

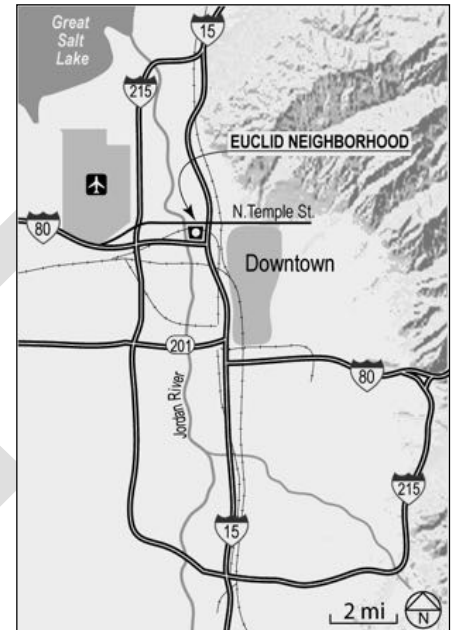


Figure 1.1a: Salt Lake City

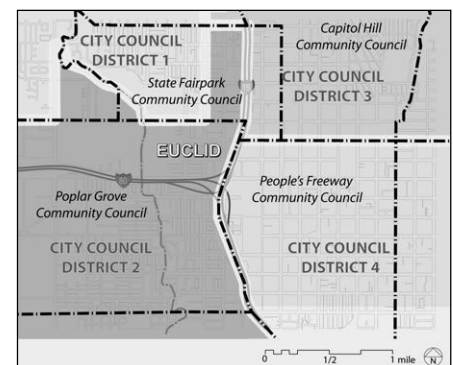


Figure 1.1b: Political Boundaries

1. PLANNING CONTEXT

directing its future development and role within the West Salt Lake Community and the City. Incorporating comments and concerns from citizens, property owners, the Planning Commission and a stakeholder committee, the document serves as a policy tool for the Salt Lake City Council and other decision makers within the City, as well as property owners, developers, and citizens.

The development concepts, standards and guidelines contained in the Euclid Small Area Plan are general in nature and provide an overall design framework to create distinctive development within the Euclid neighborhood. The Euclid Small Area Plan supplements and is subject to existing regulatory controls, including the zoning and development standards adopted by Salt Lake City. Should any conflict arise between Salt Lake City regulations and guidelines established in this document, the regulations would prevail.



Figure 1.2: Figure Ground - Figure-ground analyses are useful in revealing the articulation of the solids and voids that make up the fabric of the city and establish the physical sequences and visual orientation between spaces. This diagram of the Euclid neighborhood shows the wide range of scales of building masses where residential uses are mixed in among industrial uses.

1. PLANNING CONTEXT

1.3 Planning Process

The development of the Euclid Small Area Plan has become an excellent outreach vehicle (see Appendix C – Project Chronology), involving a diverse group of individuals. As part of the issues-gathering phase staff collected comments from citizens, residents, property and business owners, community council representatives and the Planning Commission regarding issues, concerns and attributes of the Euclid neighborhood. Staff then worked with the Advisory Committee consisting of property owners, business representatives, residents, community council representatives, and representatives of major institutions to discuss ways to address the issues as well as identify goals and a vision for the neighborhood. The public involvement process used to develop this plan consisted of five major meetings: two public meetings and three advisory committee meetings, meetings were held between the summer of 2004 and the summer of 2005.

Once the Advisory Committee voiced support of the final draft, it was released for general public review and comments, with specific presentations to the Fairpark and Poplar Grove Community Councils. The plan was also reviewed by the various advisory City Boards including the Transportation Advisory Board, Public Utilities Advisory Board, Business Advisory Board, Mayor's Bicycle Advisory Committee, Open Space Lands Advisory Board, and the Historic Landmark Commission. On _____, the Planning Commission held a formal public hearing and made a recommendation to the City Council. The Euclid Small Area Plan was approved by the City Council on _____.





SECTION 2. VISION STATEMENT

2. VISION STATEMENT

2.1 How the Area is to Develop

Several recent and expected projects in the Euclid neighborhood and nearby areas have the potential to lead to changes for the neighborhood. A light rail transit (LRT) extension running from Downtown Salt Lake City to the Salt Lake City International Airport is planned to follow the North Temple Street right-of-way, with potential stops near the State Fairpark and between 900 West and I-15. The frequent, high quality TRAX service will serve existing Euclid residents and help to attract new neighbors and businesses.

The Gateway neighborhood lies just east of I-15 between Euclid and the Downtown core. With various mixed-use developments, the intermodal hub proposed at 500 West and 300 South, and the Gateway Mall, this neighborhood is likely to continue to transition into a vibrant mixed-use neighborhood in the foreseeable future. Revitalization of this neighborhood is expected to spur similar development further west. These developments may stimulate the market to help transition some of the more intensive industrial and commercial uses in the Euclid neighborhood to transit-oriented development, mixed-use or higher density residential uses.

A major railroad consolidation and realignment proposal would significantly affect the neighborhood as well, bringing increased rail traffic to the South Temple line while simultaneously freeing up a new green corridor through the center of the neighborhood along the existing Folsom Street corridor. It is believed that creating a gentler curve in the northward to westward track east of I-15, the area known as Grant Tower, would improve rail traffic in the area by making it faster and quieter, and decreasing the time that auto traffic is blocked. This may improve auto traffic circulation in the neighborhood but may also increase the number of trains that run through this area. This consolidation would eliminate the use of the 900 South rail corridor in the West Salt Lake Community and also free up the Folsom Street railroad right-of way in the Euclid Neighborhood allowing the “daylighting” of a 1.5-mile stretch of City Creek. The restored creek and trail would run through the heart of the Euclid neighborhood, creating an urban amenity for the citizens while connecting the neighborhood to the Jordan River Trail system (which remains unfinished between I-80 and North Temple) to the west and to the Gateway neighborhood and Downtown to the east.

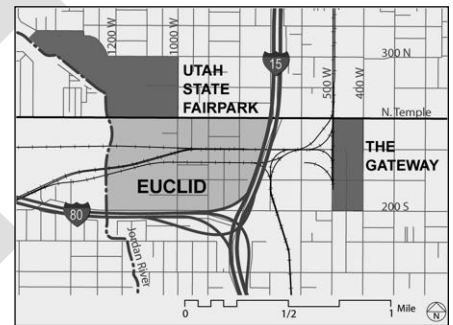


Figure 2.1a: Neighboring Land Uses

2. VISION STATEMENT

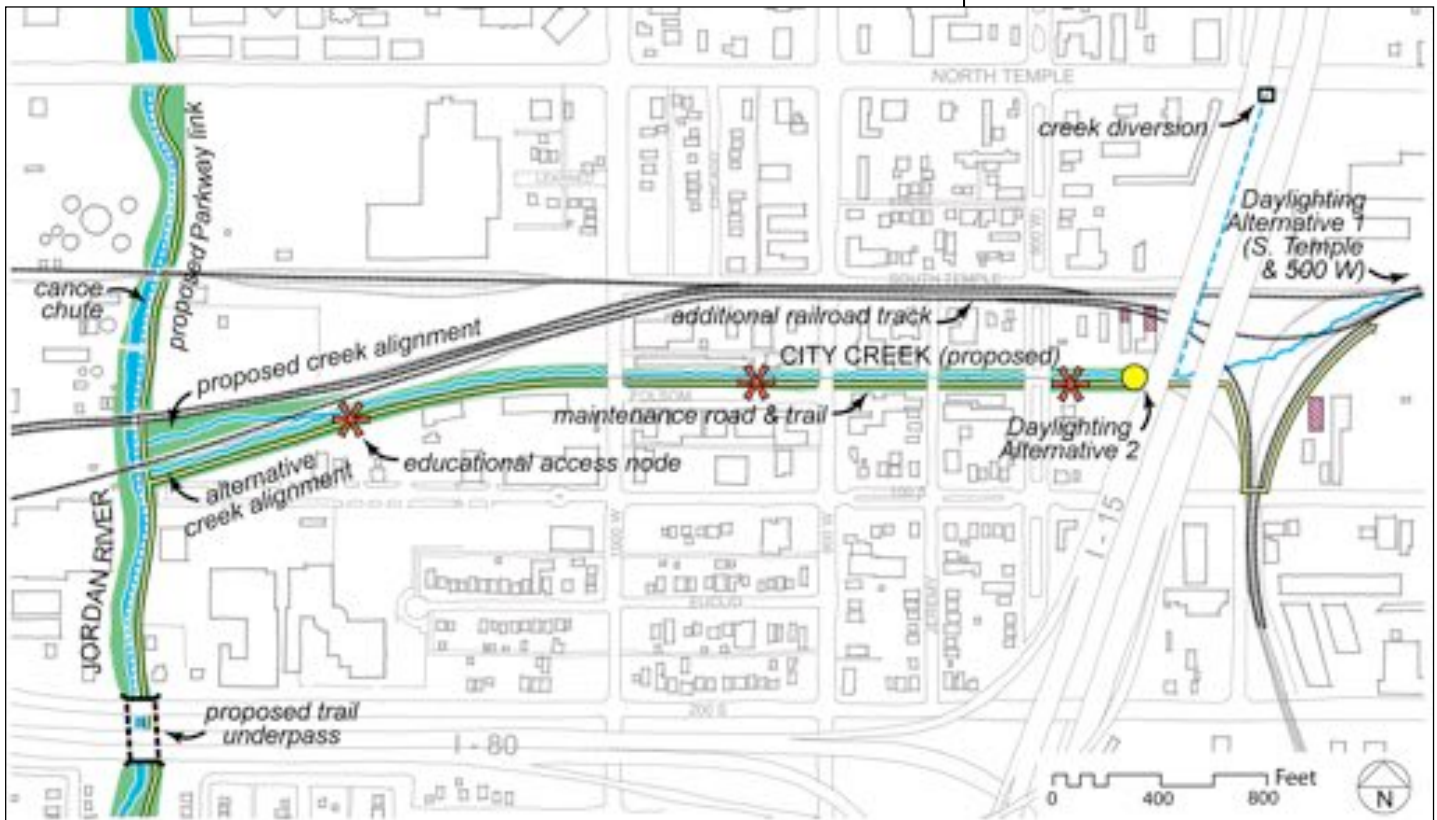


Figure 2.1b: Railroad Consolidation and City Creek Daylighting

2.2 Neighborhood Image and Character

Euclid residents and property owners are very concerned about how the neighborhood is perceived. Slow moving trains and vacant or marginally used properties are targets for trespass, vandalism, theft, and graffiti. Residents report problems with storage of junk and unlicensed vehicles, as well as transients and illegal activities in vacant homes, in Madsen Park, and along the Jordan River. There is a general desire for better yard maintenance and strategies to protect and increase property values. The residents value the preservation of mixed-use areas and hope to create an environment where individuals of the neighborhood, who come from different cultures and backgrounds, can peacefully coexist and interact.

Residents hope to preserve and enhance the Euclid neighborhood and they desire to be active participants in planning for its future. There is a need for physical and visual connections to other residential areas such as the Gateway, Fairpark and Poplar Grove neighborhoods. Residents believe that the appearance of the neighborhood could be improved with increased code enforcement, condemnation of severely deteriorated properties, and higher design standards for homes on small lots. Funding sources for improvements and strategies to prevent property decline are needed. Possible improvement



Image 2.2: 200 South

2. VISION STATEMENT

mechanisms to consider include: using RDA and Housing Trust Fund money for housing projects, the City's Small Business Revolving Loan Fund, acquisition of vacant lots by non-profit developers, zoning overlays, and design compatibility regulations for new construction and remodeling of existing structures.

2.3 Guiding Policies

The following list of goals was developed based on discussions held during stakeholder committee meetings. The Euclid neighborhood should:

- Preserve and enhance its unique historical, physical and cultural identity.
- Provide preservation, stability and renewal in appropriately designated areas.
- Include a center or "heart" that contains at least two of the following: open space, neighborhood serving retail, and/or a civic use.
- Include "walkability," demonstrating that pedestrians are valued.
- Provide historical continuity, restoring older structures while welcoming compatible new development.
- Offer a diversity of housing choices and public spaces for a diverse population – attracting and retaining residents and property owners who will help foster community and stability.
- Provide a pleasant and safe place in which to live, work, and visit.
- Develop strategies for improving access and safety for all travelers using all modes of transportation.
- Develop strategies for improving the appearance of the neighborhood.

Major policies set forth in this plan are related to improving the image of the neighborhood, marketing it as a safe and attractive place in which to live, addressing access and circulation issues, and encouraging appropriate redevelopment and neighborhood improvement projects.

Specific aims include:

- Ensuring zoning designations lead to compatibility and allow an orderly transition of land uses where appropriate.
- Mitigating the noise, vibrations, access, hazards and traffic delays caused by the heavy rail traffic.
- Improving the visual and physical connections to nearby neighborhoods.
- Ensuring adequate enforcement of zoning and housing code violations.
- Assisting existing homeowners with rehabilitation and property improvements.
- Encouraging the State to develop uses on the property south of the Fairpark that contributes to the community and North Temple streetscape.
- Upgrading infrastructure, pedestrian amenities, and the aesthetics of the neighborhood.
- Addressing the need for transition areas and design solutions between incompatible land uses.

2. VISION STATEMENT

- Ensuring visible Open Space is designed, located and sized to better serve the neighborhood.
- Introducing mixed-use development and supporting TRAX service.
- Designing the City Creek corridor as a safe and attractive neighborhood centerpiece.
- Ensuring public safety initiatives and address vandalism, theft, trespass and illegal activities occurring in open spaces and vacant or marginally-used properties.
- Forging strategic partnerships and creative financing mechanisms.
- Protecting and celebrating the character of the Euclid neighborhood as a mixed-use, multi-cultural neighborhood.
- Improving north-south access across railroad crossings, designated truck routes, etc.
- Revitalizing the neighborhood by encouraging the transition of industrial, vacant, and marginally used properties to mixed-use, retail, and higher density residential development.
- Improving the appearance of the neighborhood through landscaping, code enforcement, and guidelines for new construction.



SECTION 3. **ASSESSMENT**

3. ASSESSMENT

3.1 Demographic Trends

3.1.1 Census Data

Euclid is a diverse neighborhood, home to nearly 900 residents. Children, senior citizens, and 1-person households represent large shares of the population. While half of Euclid residents identified themselves as White in the 2000 Census, nearly one quarter of the population reported Native Hawaiian/Pacific Islander heritage. Euclid's median household income, \$30,000, was lower than the Salt Lake City average of \$36,944. Nearly one-fifth of Euclid households earned less than \$10,000 in 2000. Slightly less than one-half of the neighborhood residential units, 49 percent, are owner-occupied, compared to 51 percent owner-occupied housing in Salt Lake City.

	EUCLID NEIGHBORHOOD	SALT LAKE CITY
Overall Population	895	181,743
Age Distribution		
0 - 5 years	9%	8%
6 - 17 years	19%	16%
18 - 64 years	53.5%	65%
65 + years	18.5%	11%
Racial Distribution		
White	50%	79%
Native Hawaiian/Pacific Islander	24%	2%
Hispanic	19%	19%
American Indian/Alaska Native	6%	1%
Black	3%	2%
Asian	2%	4%
2+ Races	2%	4%
Household Income Distribution		
< \$ 10,000	19.6%	11%
\$ 10,000 - 14,999	7%	7%
\$ 15,000 - 24,999	24.5%	15.5%
\$ 25,000 - 34,999	26%	14%
\$ 35,000 - 49,000	17%	16.5%
\$ 50,000 - 74,999	9%	18%
\$ 75,000 - 99,999	2%	8%
\$ 100,000 - 149,999	2%	6%
\$ 150,000 +	0%	4%
Median Household Income	\$ 30,000	\$ 36,944
Households	240	71,461
Household Distribution		
1-Person Households	30%	33%
Family Households	52.5%	56%
2+ Person Non-Family Households	17.5%	11%
Occupied Housing Units		
Owner Occupied	49%	51%
Renter Occupied	51%	49%

Table 3.1.1: Neighborhood and Citywide Demographics

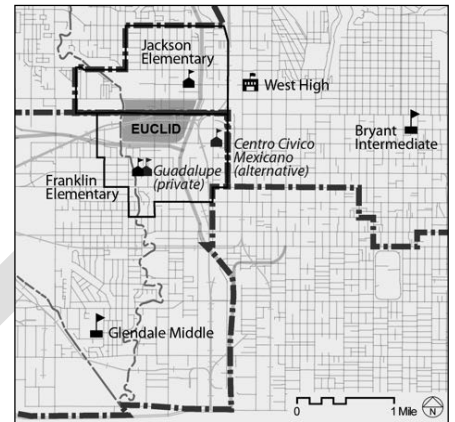
3.1.2

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3.1.2 Schools

Under the current Salt Lake City School District attendance boundaries, the Euclid neighborhood is served by two public elementary schools and two public middle schools. Residents living north of South Temple attend Jackson Elementary in the Fairpark neighborhood and Bryant Intermediate in the East Central neighborhood. Residents living south of South Temple attend Franklin Elementary, south of I-80 along the Jordan River, and Glendale Middle School in the southern portion of West Salt Lake. All Euclid students are assigned to West High School in the Capitol Hill neighborhood.

Guadalupe Schools, a non-profit institution near Franklin Elementary, serves disadvantaged grade school-aged students and non-English speaking adults.



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3.2 Environmental Attributes

3.2.1 Open Space and Parks

Development of high-quality green space is important to the Euclid neighborhood. Madsen Park, an existing 2-acre “mini-neighborhood” park located in the northwestern portion of the neighborhood, at 24 North 1000 West, is underutilized by residents and perceived as a haven for undesirable and illegal activities such as loitering, drug use and prostitution. Euclid residents want to improve the area’s image. There are desires for well-maintained median landscaping, a Jordan River Parkway connection between North Temple and I-80, and an upgraded neighborhood park. Future public amenities and open space must be carefully designed and appropriately located in order to encourage greater community use. Public open space should be centrally located, easily accessible, and surrounded by development. Crime prevention through Environmental Design should be used in developing proposed open spaces and parks, thereby ensuring active and passive surveillance and generating positive activities in and around the space.

3.2.2 City Creek Daylighting Project

An important future green space development in Euclid will be the City Creek trail daylighting project. Made possible by the Grant Tower railroad track realignment project, the creek and trail corridor will facilitate safe pedestrian

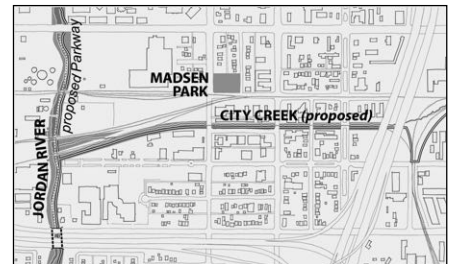


Figure 3.2.1: Open Space and Parks

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and bicycle access between the Jordan River and the Downtown area. Access to the corridor and appropriate development and redevelopment must be well planned so that the City Creek trail can become a community centerpiece and function as a safe, well-used amenity. Additional public open space adjacent to this corridor can provide the desirable, destination-oriented open space activities requested by the Community.

The City Creek Daylighting project area traverses the Euclid neighborhood along a 1.5-mile stretch of the Folsom Street railroad right-of-way. Under the rail realignment and consolidation proposal, the existing track would be relocated north to the South Temple right-of-way. The Folsom Street right-of-way could then accommodate the restoration of City Creek, which has been encased in an underground conduit since 1910.

The proposed restored creek and a maintenance road/trail would connect the Gateway, a 650-acre EPA Brownfields Showcase Redevelopment Project that lies east of Euclid, to the 20-mile regional Jordan River Trail system planned along the western edge of Euclid and the larger valley-wide Bonneville Shoreline Trail. The Gateway redevelopment area recently replaced rail yards near Downtown Salt Lake City with an outdoor mall, up-scale condominium units, and affordable housing and apartments. The City Creek daylighting project aims to continue that momentum by cleaning up a blighted area and restoring the native riparian habitat and ecological system.

The proposed maintenance road/trail would be a Class I asphalt trail intended for use by cyclists and pedestrians. The creek corridor would be planted with native plants and vegetation and would provide riparian habitat for wildlife.

It is anticipated that the conversion of a heavy rail line into a restored stream and riparian area would act as an incentive for revitalization and redevelopment of housing and businesses in the Euclid neighborhood. The Gateway redevelopment, anchoring one end of the project, coupled with the positive effects of the restoration of a riparian system, can only serve to strengthen the area's attractiveness for redevelopment.

3.2.3 The Jordan River Parkway

The Jordan River Parkway is a major recreational focal point for the Salt Lake Valley. The vision of the Jordan River Parkway Trail is to connect the Great Salt Lake and Utah Lake with a series of educational, recreational and scenic opportunities along the way. The City is in the process of obtaining a right of way or easements on private property adjacent to the Jordan River between North Temple and 200 South to continue the public trail. Eventually, all the land adjacent to the river would be secured and gradually developed into a major park and parkway. This would connect Jordan Park (near 900 South) and Riverside Park (near 600 North), and would give Euclid and the larger West Salt Lake community a high-quality recreational amenity that would stabilize and enhance property values.

Substantial sections of the trail along the Jordan River have been completed in recent years with grant monies. The uncompleted portions of the trail within Salt Lake City are being completed as funds become available. A trailhead at the Jordan River along with a canoe put-in is located on the north side of North Temple. No funding has yet been granted for the remaining trail construction through the Euclid neighborhood.



Image 3.2.2: Jordan River



Figure 3.2.3: Jordan River Parkway

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3.3 Land Use and Zoning

This neighborhood has a variety of land uses ranging from single-family and multi-family housing to commercial and industrial uses. The north edge consists of regional retail within the North Temple commercial corridor. The blocks north and south of South Temple are dominated by commercial and industrial uses interspersed with pockets of single-family residential at Learned Avenue, Chicago Street, and Emeril Avenue.

The southern and eastern portions of the neighborhood are mostly residential, both single- and multi-family, forming a crescent shape along Euclid Avenue, Jeremy Street and 800 West. In addition, historically significant structures such as the Fifteenth Ward Chapel and the Albert Fisher Mansion and Carriage House are located in this neighborhood. 900 West Street is lined mostly with commercial uses, several of which serve the neighborhood.

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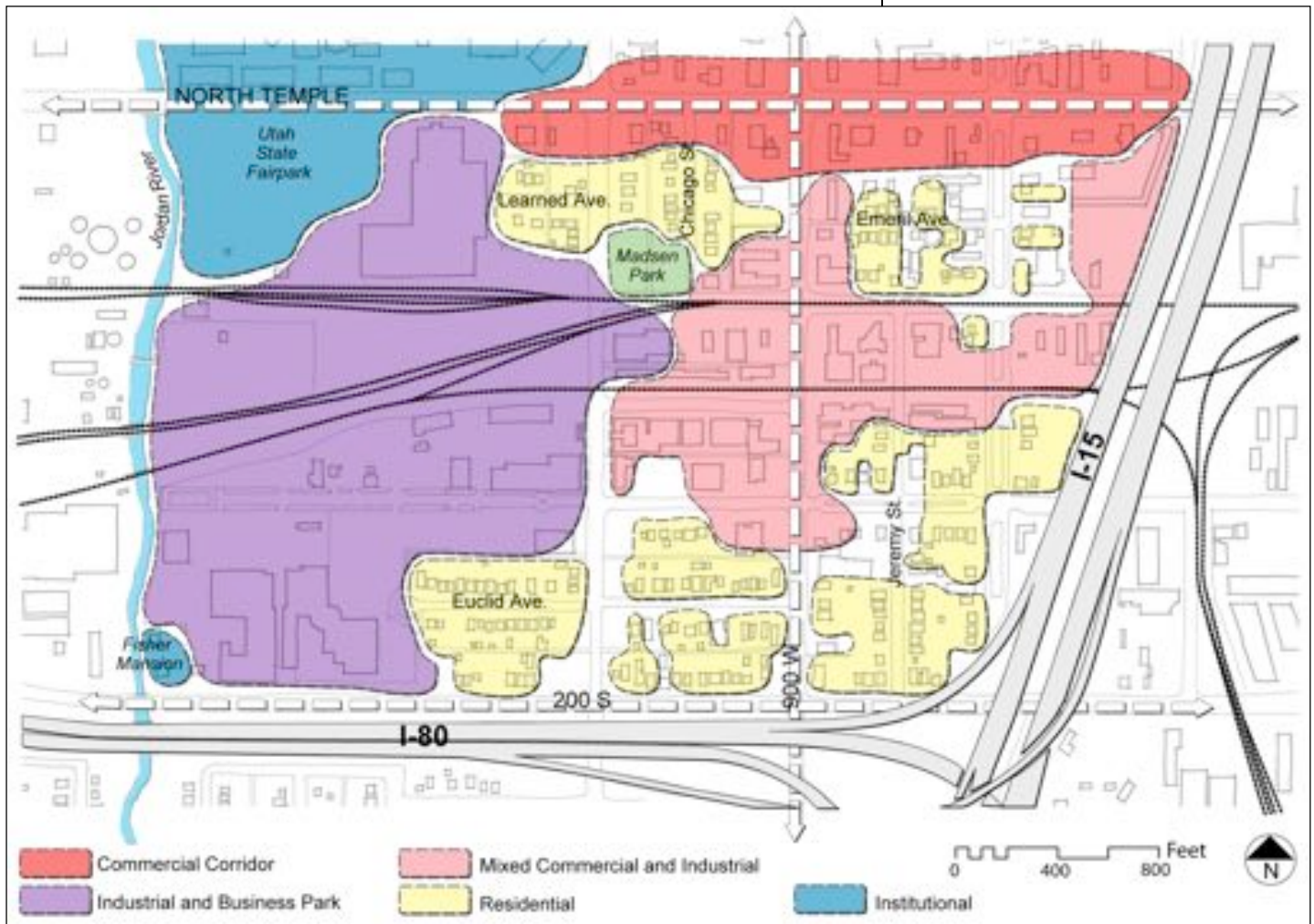


Figure 3.3: Euclid Neighborhood Existing Conditions

3.3.1 Historical Context

As part of the West Salt Lake Community, the Euclid neighborhood is unique in terms of both the types of houses built and the people for whom those houses were intended. A greater percentage of frame houses were built in this part of the city than in others and they were built for the "working classes" who could not afford the more expensive brick homes typically found in other Salt Lake City neighborhoods.

At first, the area did not develop due to poor drainage, alkaline soil and flooding from the Jordan River. But as industrial uses began to congregate along the western edge of Downtown, real estate developers and others foresaw that this area would become the center of industrial activity and that workers would want to live near the factories. The Euclid neighborhood seemed destined to be among those working class neighborhoods. Numerous subdivisions were platted to accommodate the anticipated industry-stimulated growth, and plans were even proposed for the construction of model

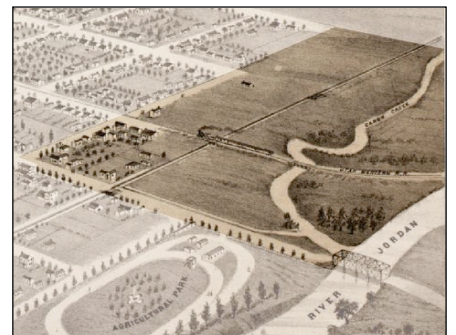


Image 3.3.1a: Euclid, 1875

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communities for factory workers. As some of these subdivisions were developed, the houses on Euclid Avenue between 1000 West and 1100 West and a few other homes appeared, scattered about the neighborhood. However, the Salt Lake City economy soon shifted, leaning more toward commerce than industry, and the anticipated industrial workers' neighborhoods never fully developed. The block of Euclid Avenue, west of 1000 West is a glimpse of what the neighborhood might have looked like if the demand for worker housing had remained strong at that time.

The first railroads were built in 1870 in a corridor that ran north-south along the western edge of Downtown, near 400 West. The Euclid neighborhood, already bordered by the Jordan River on the west, was effectively hemmed in as the busy rail lines formed a formidable eastern barrier between the neighborhood and the Downtown. By 1885 there were five railroad lines, including the Union Pacific line, which cut off South Temple. By 1912, North Temple, with its overpass, was the major east-west conduit for automobile traffic in the area.



Image 3.3.1b: Euclid, 1891

Over the years, industrial uses moved into the gaps left behind by the slower residential market, and the blocks on either side of the Union Pacific railroad tracks on South Temple became the blend of residential and industrial uses that exists today.

North Temple, as the only major east-west thoroughfare in the vicinity, attracted tourist and regional-serving retail uses and was a major route between Denver and San Francisco prior to the construction of the Interstate Highway System. Fast food restaurants and motels built in the second half of the 20th century lined the street. Today North Temple businesses are mainly patronized by citizens living in the area (Northwest and West Salt Lake Communities), and by the employees of the major employment centers including the Salt Lake City International Airport, the State Office Campus, Rocky Mountain Power, Questar and others.

In the mid-1960's, recognizing the weak residential market in the Euclid neighborhood, Salt Lake City undertook an effort to revitalize the area by increasing zoning intensities to allow commercial and manufacturing uses. This further weakened the residential base and did not correct the poor structural arrangement of land uses. The new commercial and industrial businesses

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tended to exacerbate problems of incompatible land use adjacencies and failed to spark large-scale neighborhood revitalization. The character of the neighborhood's residential component was markedly eroded.

The residential land uses in the southern portion of the neighborhood have struggled and endured. Many of the residential structures are more than 100 years old. Due to the perseverance of the residential property owners in this part of the neighborhood, the City designated Euclid as a target area and subsequently prepared and adopted the *Euclid Target Area Plan* in 1986. The plan identified intended actions to be taken by the public and private sectors to revitalize the neighborhood. In accordance with some of the recommendations of that plan, the City improved infrastructure in the residential portion of the neighborhood to help stabilize the area for residential land uses. Private reinvestment in some structures has also occurred.

Due to past uses in the Euclid Neighborhood, some of the properties in the neighborhood may have been environmentally contaminated. New construction may trigger additional construction costs to clean-up the properties to meet federal guidelines.

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3.3.2 Existing Land Uses

The existing zoning for the Euclid neighborhood does not accurately reflect the variety of existing land uses in the neighborhood.

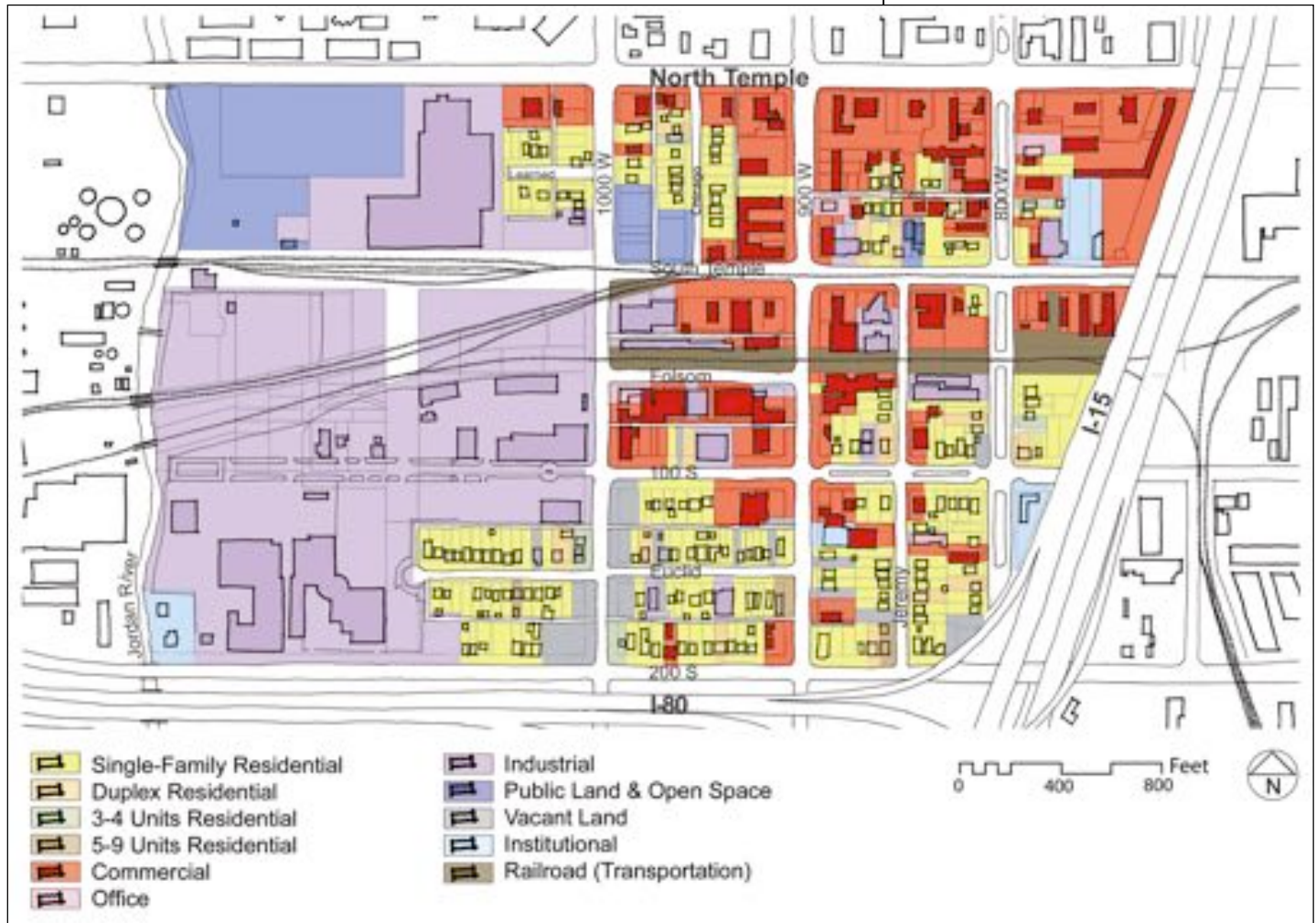


Figure 3.3.3: Existing Land Uses

Euclid's historic development and incremental zoning changes have sometimes resulted in incompatible uses adjacent to residences. Clusters of homes exist within the central area of the neighborhood, which is currently zoned for general types of commercial uses. Because general commercial zoning is meant to accommodate a variety of businesses, some with associated outdoor storage and signage, residents along Emeril Avenue, South Temple, 100 South and 800 West have no regulatory protections to preserve or enhance their residential enclaves.

Portions of the Euclid neighborhood south of 100 South are residentially zoned yet the current multi-family zoning designation permits moderate density multi-family residential development along Euclid Avenue and Jeremy Street, which

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does not encourage the preservation of the large share of existing single-family homes with historic character.

The cluster of homes along Chicago Street and on the east side of 1000 West near North Temple is zoned to preserve the low-density single-family homes, many of which were built in the 1940s and 1950s. The homes on Chicago Street, in particular, appear to be well maintained.

The residential uses on the west side of 1000 West and on Learned Avenue are zoned for automobile-oriented commercial uses and have not been maintained.

3.3.3 *Future Land Uses*

Future plans for the neighborhood should identify target areas for redevelopment and likely areas for “transitional” land uses.

Utah State Fairpark: Bordering the Euclid neighborhood north of North Temple, has been at the same location on the east bank of the Jordan River for over 125 years. Its permanent presence has implications for the North Temple streetscape. Parking for the Fairpark events is likely to be a continued land use in the Euclid neighborhood. However, the expanse of vacant property south of the State Fairpark owned by the same entity, causes a gap in the streetscape on the south side of North Temple. This property could be developed to fill in the gap; improve the streetscape; and provide retail, restaurants, and residential land uses near the proposed TRAX stop, while still including parking for the Fairpark activities to be shared with the other uses.

North Temple Commercial Corridor: Existing regional-serving retail along North Temple needs to be studied with the idea of redeveloping as many of the properties as is feasible into transit-oriented development (TOD), including mixed-use projects. Emphasis should be placed on developing retail that serves the neighborhoods on either side of North Temple, and providing residential units that would contribute to mass transit ridership and increase the overall number of housing units within Salt Lake City.

Specific recommendations regarding transit-oriented development within the North Temple Commercial Corridor include:

- Transit-oriented development on North Temple should create a sense of place. A light rail transit station is a major investment in the community by the transit authority, and for developers it is an opportunity to develop a full-fledged transit-centered place that includes an engaging public space, attractive street furniture and public art.
- Retail development around the light rail station should be market-driven, not rely on transit to drive the economics. Transit access can strengthen the retail market, but the market must be viable without the transit component.
- There should be a mix of land uses within walking distance (1/4 mile radius) of the light rail station. These land uses should be close together, easily accessible and mutually supportive.

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- A diversity of housing types and prices should be provided around transit. Creating new development around in-town transit offers the opportunity to put forward a mix of upscale, market-rate, and affordable housing.
- New residential development (either mixed-use or single use) should be encouraged around transit. Additional “rooftops” are the best way to ensure vitality and economic health for the neighborhood.
- Pedestrian routes from the transit station to residences in the neighborhood should be safe, well maintained, well lighted, and convenient. Sidewalks, landscaping and lighting are also part of the transit infrastructure.
- The retail on North Temple Street should provide a continuous “streetfront” experience. An appealing pedestrian environment strengthens the sense of place and supports retail spending.

Residential Enclaves North of South Temple: The homes on Chicago and Emeril are generally well kept and stable. On the other hand, the homes on Learned and 1000 West are not. The homes on Learned Avenue are challenged by virtue of being very isolated from the rest of the neighborhood. Therefore, it should be redeveloped as part of a larger transit-oriented development project that takes access from North Temple. The properties on 1000 West are clearly blighted and would contribute more to the community if redeveloped into commercial or mixed-use developments taking advantage of proximity to a future transit stop on North Temple and the nature of the traffic on 1000 West.

The cluster of homes along Chicago Street should be retained and this close-knit neighborhood enclave should be enhanced and preserved.

Industrial and Residential Areas along South Temple: The industrial uses located between and along the railroads are fairly stable. There are a few unused parcels, but the major feature of this area is the way in which businesses coexist with residential uses, particularly on Emeril Street. The fact that the residential uses are side-by-side with industrial uses is apparently not a problem. The problem is the train noise, vibrations and poor access that results from trains passing through the neighborhood.

One strategy for mitigating the noise impacts of the railroads is to place nonresidential buildings such that they block the noise conditions for residents further away from the tracks. If houses on South Temple were redeveloped as nonresidential uses, there could be a marked improvement. For new residential development, modern construction methods can be used to isolate vibrations and help lessen the noise of the trains.

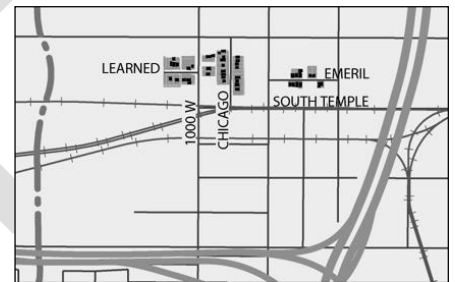


Figure 3.3.4b: Residential Enclaves North of S. Temple

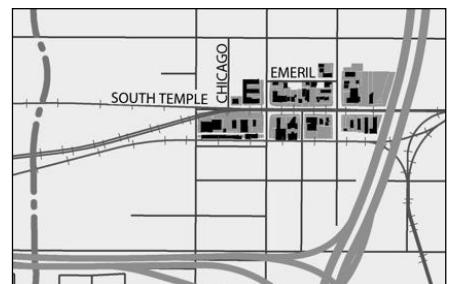


Figure 3.3.4c: Industrial & Residential Areas along S. Temple

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Residential Areas South of South Temple: Euclid Street west of 1000 West appears to be very stable. It has character and integrity but there are no guarantees that it would stay that way indefinitely. Property values would be protected by the creation of a national historic district. Historic designation has the effect of creating pride in the neighborhood, stabilizing property values, and encouraging reinvestment. Residents and the City should consider the creation of a national historic district to preserve the character and integrity of at least this block of Euclid. Additionally, rezoning to a single-family residential designation would help to protect existing uses and better assure compatible infill development.

Euclid Street east of 1000 West has not fared so well. One striking difference is the lack of street trees, when compared to the block to the west. The lack of street trees has serious negative impacts on the character and feel of the block, and the impression of livability and safety. Moreover, the architecture has changed over the years and its character and integrity is not at the same level as the architecture on Euclid west of 1000 West. However the architecture that remains is basically the same as that west of 1000 West. This block would also benefit from the creation of a national historic district, by encouraging through Federal and State tax incentives any exterior changes to be compatible with the architecture of the structure.

200 South Street has a number of vacant lots that should be redeveloped with infill housing that is consistent and compatible with the adjacent existing structures. Rezoning these properties to a low-density residential zone would ensure that compatible residential infill regulations are applicable to the area and would require new construction to be compatible with existing development patterns and would ensure that new construction would support the historic residential character and protect the neighborhood from further degradation. That and the planting of street trees would contribute greatly to the stabilization of this part of the neighborhood. The majority of the houses on these two blocks have historic integrity and the three blocks would benefit greatly from the creation of a national historic district.

100 South Street would benefit from the amendments to the Zoning Code described above, the creation of a historic district and street trees. In addition, 100 South between 900 and 1000 West has the opportunity of receiving an extension of the landscaped median in 100 South between 800 and 900 West. The residential component of the entire neighborhood would be greatly strengthened by the redevelopment of the north side of 100 South between 900 and 1000 West as single-family residential in keeping with the pattern of residential development that exists today on Chicago and Euclid streets.

Jeremy Street between 100 South and 200 South would benefit from the amendments to the Zoning Code described above, the creation of a historic district and street trees.

Jeremy Street between South Temple and 100 South Street should be redeveloped as residential townhouses, at 8 to 14 units per acre, arranged so that the units face the street, and specifically, have views of the park proposed for the block bounded by Jeremy, 900 West and South Temple (see Section 4: Plan Recommendations). It is especially important that the residences have “visual possession” of the park.

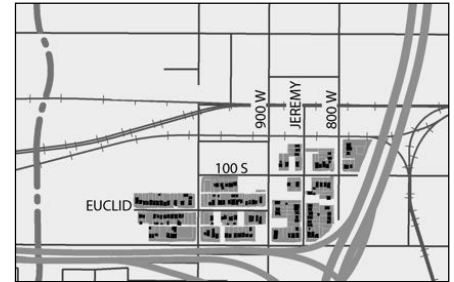


Figure 3.3.4d: Residential Areas South of S. Temple

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800 West Street would benefit from a street tree planting and maintenance program. It would be important to orient new residential development to City Creek to provide, in this case, “eyes on the creek.” Here it would be important to provide residences with “visual possession” of City Creek.

Any changes to street width rights-of-way, including installation of medians, must be adequate allow access by Fire Department Vehicles to ensure adequate access for public safety.

The Jordan River: When the City Creek trail connects to the regional Jordan River Parkway trail, the confluence of City Creek and the Jordan River would become a landmark and a gathering place where bicyclists and pedestrians may interrupt their commute for a refreshing pause.

There are also opportunities for adjacent new development to engage the river’s edge. One recommended location for development is at the southeast corner of North Temple and the Jordan River, the area now used for Utah State Fairpark parking. Development at this location could take advantage of close-up views of the river and passing bicyclists and pedestrians on the Jordan River Parkway.

3.4 Circulation/Mobility

3.4.1 Vehicular Circulation

Interstate Highways: Major impacts of Interstates 15 and 80 on adjacent neighborhoods include vehicle noise and emission pollution extending several hundred feet beyond the rights-of-way. The intensity of these impacts varies according to traffic volume and weather conditions. Neither the noise nor the pollution has caused any significant secondary land use impacts; however, the Interstates have contributed significantly to the isolation of the neighborhood.



Image 3.4a (above): I-15/I-80 Interchange

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Surface Streets: The street functional classification system serves a variety of purposes, including the identification of roadway facility functions and agency responsibility for maintenance, safety, and funding. In Salt Lake City, street classifications are identified on the Major Street Plan Map of the City's *Transportation Master Plan*.

Arterial Streets: Arterial streets provide for through traffic movement over long distances such as across the city with some direct access to abutting property. Arterials typically have restrictions on the number and location of driveways. Curbside parking may be restricted or prohibited. These streets are typically the widest and have the highest speed limits of all of the streets within the city. Many of the arterials within Salt Lake City are state highways under the jurisdiction of the Utah Department of Transportation. Arterial streets in the Euclid neighborhood include:

- North Temple (State Highway)
- 900 West (City Arterial)
- 200 South (City Arterial)

Collector Streets: Generally speaking, collector streets provide the connection between arterials and local streets. According to the City's *Transportation Master Plan*, there are no collector streets in the Euclid neighborhood.

Local Streets: Local streets primarily provide direct access to abutting land from higher street systems. Local streets offer the lowest level of mobility. Service to through traffic is not encouraged on local streets. Local streets in the Euclid neighborhood include:

- 800 West
- 1000 West
- South Temple
- 100 South
- Learned
- Chicago
- Emeril
- Jeremy
- Euclid
- Folsom

3.4.2 Bicycle Circulation

In 1992 the City adopted the *Salt Lake City Bicycle and Pedestrian Master Plan*. The plan identifies existing and proposed bicycle paths throughout the City. Currently, there are four types of bicycle facilities: Shared Roadways, Signed Shared Roadways, Bike Lanes, and Shared Use Paths. Currently, there are two bike lanes in the Euclid neighborhood: along 1000 West from North Temple to 400 South, and along 200 South. One shared use path, the Jordan River Parkway, is incomplete and has not yet been constructed through the Euclid neighborhood. North Temple is a proposed bike route.

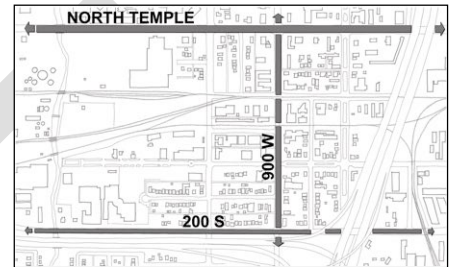


Figure 3.4.1b: Arterial Streets

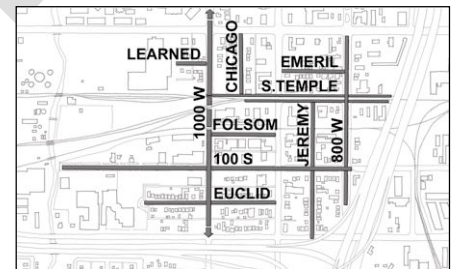


Figure 3.4.1c: Local Streets

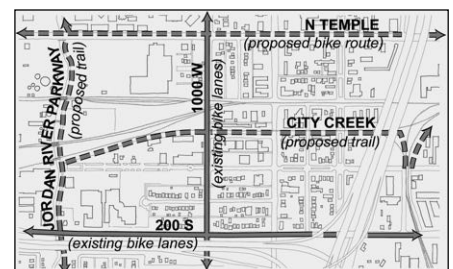


Figure 3.4.2: Bicycle Circulation

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3.4.3 *Pedestrian Circulation*

There is a great need to improve pedestrian amenities in the Euclid neighborhood. Improved pedestrian linkages between commercial areas, parks, schools, institutional uses, and mass transit stops, give individuals a safe alternative to the use of private automobiles. Developing a high-quality pedestrian environment that is well integrated with adjacent land uses encourages walking, creates and reinforces community identity, supports and attracts people to adjacent commercial areas and lessens vehicular congestion. Making walking more attractive as an alternative transportation mode for short trips, can be encouraged by creating a friendly walking environment, increasing pedestrian access in residential and commercial areas and improving safety including safety for pedestrians crossing major streets and developing and maintaining safe school walking routes.

Pedestrian-Oriented Lighting: Installing pedestrian-oriented street lighting can help increase the walkability of an area. A pedestrian-oriented street lighting system can provide a sense of security for pedestrians and help aid in surveillance of an area to promote appropriate activities and discourage undesirable behaviors. Pedestrian lighting on Folsom Street and 900 West is particularly important in conjunction with the daylighting of City Creek. (Also see Section 3.5.3: Street Lighting.)

Sidewalks: Good sidewalks are an important element of a pedestrian circulation system. Ideally, sidewalks should be installed on each side of the street with controlled crosswalks at busy intersections. Pedestrian-oriented amenities can increase the pedestrian's feeling of safety and desire to choose that mode of transportation. The safer pedestrians feel on the street, and the easier and more interesting the experience, the more likely they are to access businesses by foot. (Also see Section 3.5.2: Curb, Gutter, and Sidewalks.)

Crosswalks: Improvements to crosswalks is also important to improved pedestrian circulation. Narrowing the crossing distance at crosswalks on busy roadways by installing bulb-outs decreases the walking distance across the streets. This also allows pedestrians to venture safely into the street space, where they can better see oncoming traffic before crossing. Crosswalks should be clearly defined with striping, lighting and signage. In addition, the City should ensure major crosswalks, and those to and from community destination points, such as schools, libraries, community centers, the Jordan River Parkway, and commercial areas, include pedestrian countdown timers, pavement markings and other items to increase pedestrian safety at these major pedestrian crossings. Efforts should be made to ensure safe walking routes for children to Jackson and Franklin Elementary Schools are well marked and improved where necessary to ensure safe crossings.

3.4.4 *Public Transportation*

The Utah Transit Authority (UTA) provides the Euclid neighborhood with public transportation service. Presently, there are seven bus routes that serve the Euclid community. Western destinations include the Salt Lake City International Airport, International Center, and 2200 West. Northern routes serve Northwest Junior High School and North Redwood Road. Eastern destinations include the Temple Square TRAX Station and Downtown. These

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North Temple bus routes would likely be modified once the light rail transit (LRT) system is constructed along North Temple.

Light rail transit is a faster, quieter, and safer version of the traditional streetcar with overhead electric lines. Light rail transit is an efficient way of transporting high volumes of people. Salt Lake City's north/south light rail line was completed in 1999 and has surpassed early ridership estimates.

The Airport Extension, a proposed feeder route to the north-south light rail corridor, would run along North Temple Street, extending from Downtown to the Salt Lake City International Airport. The Airport is the third largest employer in the State of Utah and transit ridership in the West Salt Lake and Northwest communities is generally high. Yet to further assure the future viability of the transit line, existing development along the transit corridor should transition to transit-oriented and mixed-use development with increased densities of housing and activity along the rail corridor, providing a realistic transportation alternative for existing and future neighborhood residents and employees.

Because of the appropriateness of the extension to the Salt Lake City International Airport, an Environmental Impact Statement was completed for this extension in 1998. This analysis included the designation of four station locations between 600 West and I-215. Although there is still debate as to whether the connection to North Temple should be at 400 West or 600 West, the line would run westward along North Temple from at least 600 West.

Two stations are proposed between the Jordan River and I-15: one, east of the Jordan River, that would serve the Utah State Fairpark, the Rocky Mountain Power offices, and proposed development located north of North Temple and west of the Jordan River; and a second, between 900 West and I-15.

This plan recommends that the station between 900 West and I-15 be located just east of 900 West in order to provide pedestrian access to the greatest number of homes and businesses (especially businesses on 900 West) and sites with redevelopment potential within walking distance of the station.

While the North Temple light rail route is expected to spur development in the Euclid neighborhood, efforts should be taken to minimize impacts of LRT on private properties. The light rail design must address on-street parking, turning lanes, station locations, business access, and construction phasing.



Image 3.4.4b: TRAX University Line

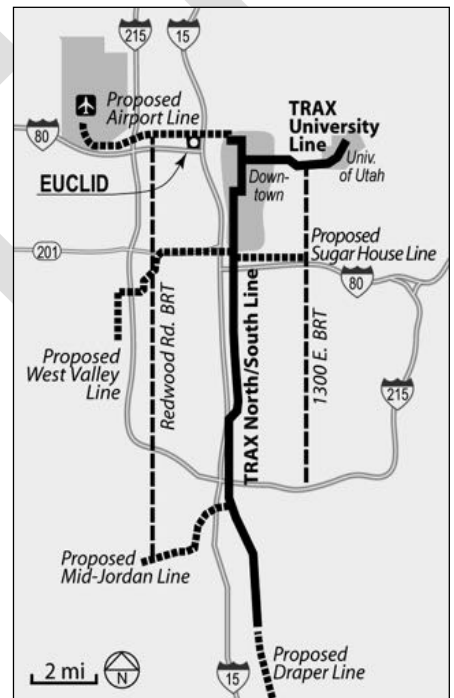


Figure 3.4.4c (above): Proposed TRAX Extensions and BRT Routes

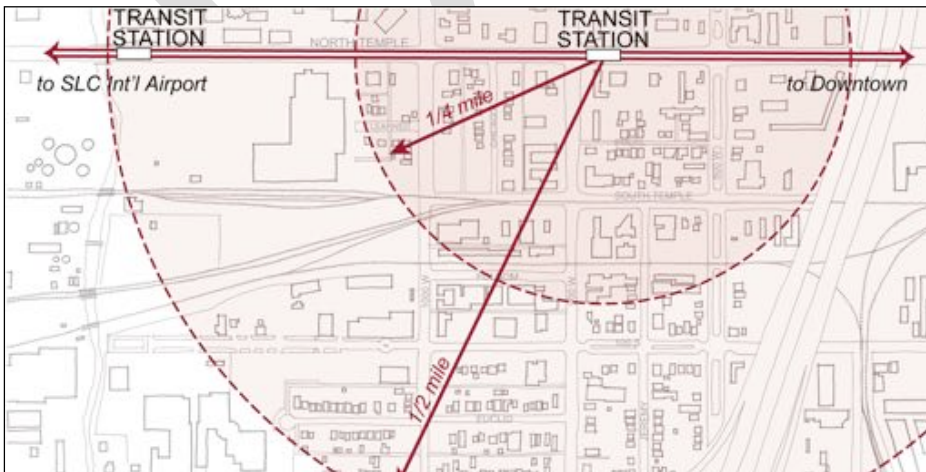


Figure 3.4.4d (left): Possible N. Temple Mass Transit Stations - The image shows the area of the neighborhood that is included within a 1/4 mile and a 1/2 mile radius if a station is located on North Temple at 900 West. 900 West is the

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3.4.5 Railroads

At present there are two active east-west railroad lines that run through the Euclid neighborhood: one line within the South Temple right-of-way and another within the Folsom Street right-of-way; both are operated by Union Pacific. The heavy rail traffic on these corridors is one of the most pressing concerns for neighborhood residents and businesses. All intersections with streets within the neighborhood are at-grade crossings, making travel through and into or out of the neighborhood difficult. The rail lines and train movements hamper both pedestrian and vehicular access to and through the neighborhood and train blockages result in frequent traffic back-ups at key intersections. Noise pollution from the rumbling trains and loud safety whistles negatively affect private properties and makes living and working in the area difficult. There is a need for gated rail crossings in order to satisfy safety requirements for possibly reducing the use of whistles. These types of gate systems would create a “quiet zone.” However, vibration from the trains would remain an issue.

Railroad Consolidation and Realignment: The Grant Tower reconfiguration project will consolidate and relocate the railroad lines in the Euclid neighborhoods. The City is currently working with Union Pacific to reconfigure the Grant Tower curve immediately east of the neighborhood, located at approximately 500 West (east of I-15) between North and South Temple Streets. This curved section of track is the slowest curve between Oakland, California and the Midwest. Part of flattening out the curve to make it possible for trains to move more quickly, is to consolidate rail lines. The Folsom Street Line (which is where City Creek would run) will be moved northward alongside other lines in the South Temple right-of-way. This would also allow trains running northward to more easily turn westward.

Euclid residents and business owners are concerned about what impacts may arise with the consolidation and realignment of rail traffic in the South Temple right-of-way. Some believe that putting additional rail lines on South Temple would be detrimental to businesses between 700 West and 800 West, by limiting access or making the businesses nearly inaccessible for parking and freight activities. Similarly, they fear routing all rail traffic along South Temple would increase noise and negative impacts on low-density residential land uses to the north. It is also believed that the improved curve alignments would facilitate increased train speeds through the neighborhood. Although the increased train speed would decrease the blockage of the at-grade road crossings, there is some concern by residents that the train speed could be dangerous, especially for children and pedestrians. Following the consolidation and realignment of the railroad tracks, when the impacts are more fully understood, the City should study the most feasible way to provide safe pedestrian crossings in this area.



Image 3.4.5a: Rail Traffic

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3.5 Infrastructure

3.5.1 Street Trees and Landscaped Medians

Street trees serve many functions. They enclose the space of the street, frame views of each house along the street, provide shade, and improve air quality. Trees create impressions of safety and permanence, and when mature, they protect pedestrians when planted in park strips between the street and sidewalk. Landscaping sometimes provides the visual continuity that holds a neighborhood together even when the architecture of the structures may not.

Distinctive tree species have traditionally been used to denote the identity of an area. Street trees contribute greatly to a neighborhood's positive image of itself. A positive neighborhood image contributes to neighborhood pride, which in turn has a positive effect on maintenance and, in the long term, property values. The Euclid neighborhood would benefit greatly from a tree planting and maintenance program.

The landscaped medians in 800 West Street and 100 South Street between 800 and 900 West anchor and beautify the development on those streets. The median in 100 South should be extended to the west to 1000 West Street.



Image 3.5.1a: Landscaped Median

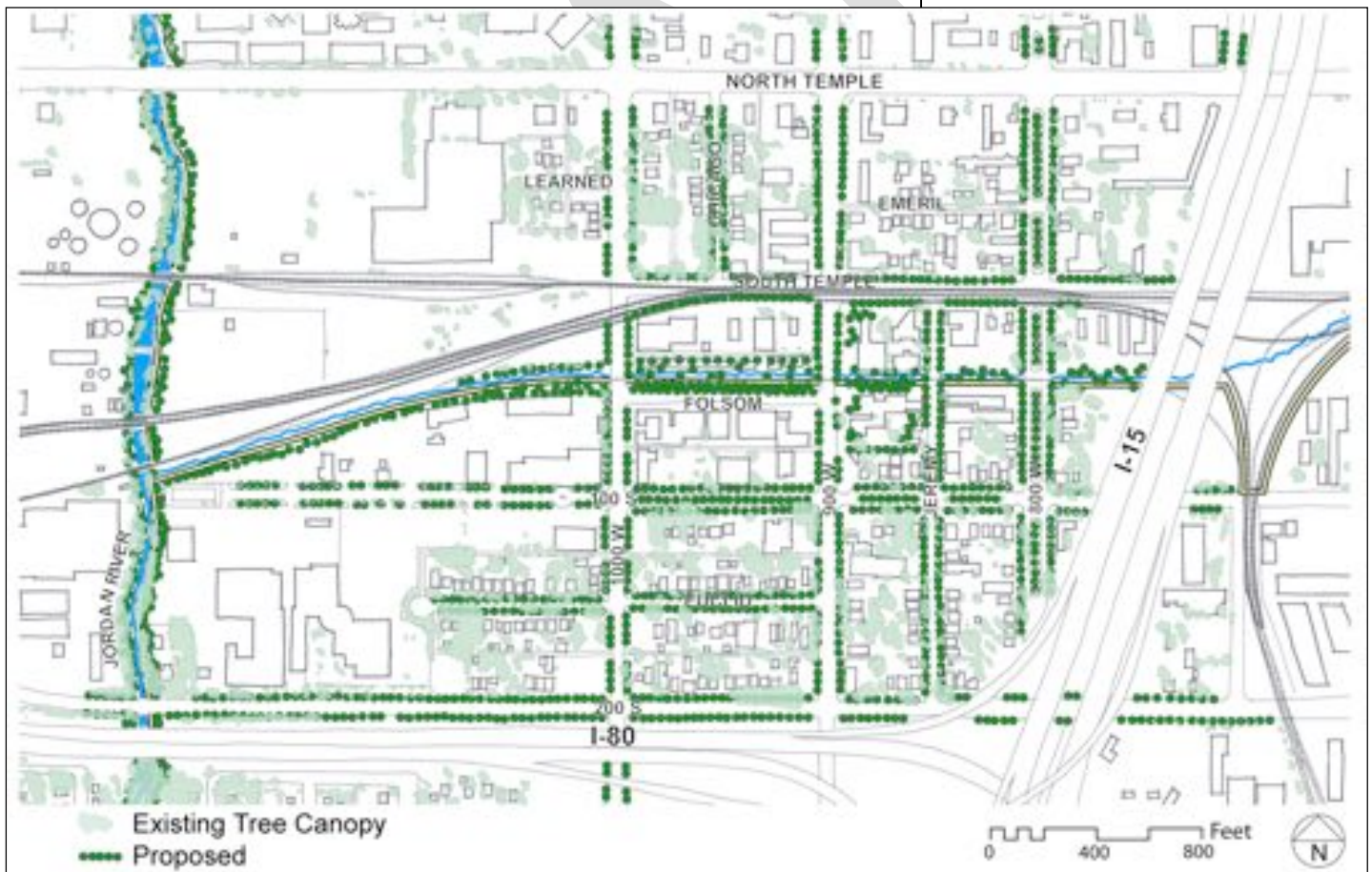


Figure 3.5.1b: Existing Tree Canopy & Proposed Street Trees

3. ASSESSMENT

The *Salt Lake City Urban Design Element* notes that streets, park strips, and front yards constitute a major open space feature and are a major component of the City's development character. One of the policy concepts stresses the importance of street tree conservation and replanting in street rights-of-way construction projects – a concept that should have the same level of importance as curb, gutter, and sidewalk reconstruction. Integrating a City-wide street tree plan into the *Major Street Plan* would be an important step in insuring that street tree planning is given adequate and early attention in decisions of street design and reconstruction.

3.5.2 Curb, Gutter, and Sidewalks

As a historic community with a legacy of industrial uses, Euclid faces the challenges of aging infrastructure and environmental degradation. Residents complain of poorly configured sewer vents, noise impacts from the railroad and industrial uses, and the appearance of the sound attenuation walls along Interstate 80.

Curb, gutter, sidewalk, and alley improvements are necessary for safety, drainage control, parking regulation, beautification, and ease of maintenance. These street improvements have been installed and are in relatively good repair in portions of the Euclid neighborhood. Owners of property fronting on streets with no curb, gutter, or sidewalk may request the establishment of a special improvement district. In such a district, property owners and the City share the cost of constructing these improvements. Generally, the property owner would be required to pay half of the improvement costs.

3.5.3 Street Lighting

The City provides street lighting for traffic and public safety. Street lighting also plays an important role in the function and aesthetics of the streetscape. It can change how one perceives or uses an area. Street lighting is desirable at all street intersections. Uniform lighting should be provided along major streets. The City's Transportation Division, which administers the Street Lighting Program, has policies regulating the types of street lighting that are installed on City streets. These policies ensure new public street lighting is designed to minimize light pollution, enhance the urban environment, deter undesirable activities, increase the perception of safety for nighttime pedestrian activities in the neighborhood, and minimize glare, power consumption, cost, visual impacts and truant light onto private properties. All new subdivisions must include street lighting in the initial development at the developer's expense.

As existing street lighting is replaced, the new lighting should be designed to meet these new policies. The new pedestrian-oriented streetlights would be shorter than the existing "cobra head" lights on wood poles. In order to provide a constant level of lighting, better light coverage and meeting the criteria stated above, the overall number of pedestrian-oriented decorative poles should be greater than the current number of existing cobra head fixtures. The Euclid neighborhood should have street lighting with a unique design, specific to the neighborhood. The street light poles should include banner brackets and should have a unique design to help provide an identifying feature for that neighborhood.

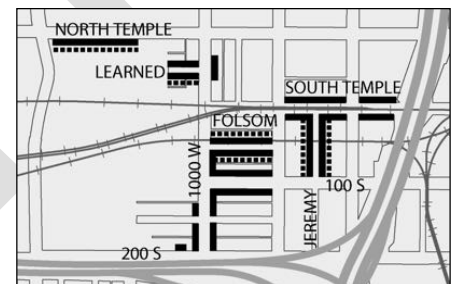


Figure 3.5.2: Missing Curb, Gutter & Sidewalk Improvements - Missing curb & gutter indicated by solid lines; missing sidewalks indicated by dashed lines.

3. ASSESSMENT

In addition to providing decorative street lighting on local residential streets, street lighting on arterial roads is also important.

Priority arterial streets for street lighting should include:

- North Temple
- 900 West

3.6 Housing

The existing housing stock in the Euclid neighborhood is predominately single-family homes that vary in style and condition. 800 West, Jeremy Street, 100 South, and Euclid Avenue between 900 and 1000 West contain mostly Folk Victorian homes. A handful of beautiful (but poorly maintained) Queen Anne houses can be found on 100 South between 900 West and Jeremy. There are also houses that were built in later years, such as post-war Minimal Traditional Modern houses, mostly on Jeremy and 800 West. Learned, Emeril and Chicago streets have a mixture of Folk Victorian and Minimal Traditional Modern houses.

As indicated in the 2000 Census data, Euclid is home to nearly 900 residents and 240 households. Approximately 49 percent of Euclid's housing units are owner-occupied, compared to 51 percent owner-occupied across Salt Lake City as whole. A larger percentage of Euclid households are multiple-person households of unrelated individuals, compared to 11 percent in Salt Lake City.

For a detailed description and analysis of housing trends, see "Population and Household Growth" in Appendix B: Economic Profile and Market Analysis.

3.7 Real Estate Market and Demand

The *Euclid Neighborhood Market Analysis*, completed in 2005 by Leland Consulting Group (see Appendix B), assessed the potential for redevelopment activity within the neighborhood. Leland Consulting Group (LCG) analyzed a range of market factors including supply and demand conditions, development trends, and unique neighborhood assets in order to test redevelopment concepts. The study considered the Euclid neighborhood within a larger "trade area" that included neighboring areas within an approximate three-mile drive. The study forecast a trade area demand for residential development over the next ten years of approximately 2,582 ownership housing units and 3,382 rental units.

For ownership units, LCG determined that the trade area would most likely compete for higher density products (e.g., townhomes, rowhouses and condominiums) and that these products would comprise at least one-half of the trade area ownership housing demand, given the urban setting. For the trade area, this would equate to demand for approximately 1,494 townhome/condo units over ten years (excluding units falling well below market prices). Assuming an overall capture rate of 7 percent (and up to 10 percent within mid-range price points), the Euclid neighborhood could support market demand for 108 total townhomes or condominiums over ten years. Given the urban setting and transit-oriented potential, these units would likely be developed as a mix of



Figure 3.6: New Housing

3. ASSESSMENT

rowhomes, townhomes, lofts and/or condominiums, either configured in separate buildings or integrated above ground-floor retail.

Annual Income Range (2005 dollars)	Approx. Home Price Range	Total Ownership Unit Demand	Est. Percent Town-home/Condo	Town-home/Condo Unit Demand	Euclid Capture Rate	Euclid Unit Capture
\$15-25K	\$50 to \$85K	89	90%	80	5%	4
\$25-35K	\$85 to \$120K	286	90%	257	5%	13
\$35-50K	\$120 to \$175K	429	70%	300	10%	30
\$50-75K	\$175 to \$250K	680	60%	408	10%	41
\$75-100K	\$250 to \$350K	447	50%	223	7%	15
\$100-150K	\$350 to \$500K	406	40%	162	3%	5
\$150K and up	\$500K and up	215	30%	64	0%	0
		2,552	51%	1,494	7%	108

Source: ESRI-BIS, WFRC, U.S. Census, and Leland Consulting Group

Comparing the 10-year trade area demand for 3,382 rental units to the historical absorption of new apartments across Salt Lake County since 1997 (990 units per year, on average), 30 percent of new apartments in the County could be built within the larger Euclid neighborhood trade area. Assuming a 6 percent overall capture rate of trade area rental housing (as high as 10 percent within the \$35,000 to \$50,000 renter income bracket), the Euclid neighborhood could potentially support 154 units in new rental/apartment housing development over the next ten years (excluding units with rents falling below \$375). This capture would occur across a mix of rental points from below \$500 (possibly including some affordable units) to over \$1,000 per month range, as shown in Table 3.6.1b (below).

Annual Income Range (2005 dollars)	Approx. Rent Range	Total Rental Unit Demand	Euclid Capture Rate	Euclid Unit Capture
\$15-25K	\$375 - \$625	805	2%	16
\$25-35K	\$625 - \$875	668	5%	33
\$35-50K	\$875 - \$1000	644	10%	64
\$50-75K	\$1000+	453	7%	32
\$75-100K	\$1000+	149	5%	7
\$100-150K	\$1000+	72	3%	2
\$150K and up	\$1000+	24	0%	0
		2,815	6%	154

Source: ESRI-BIS, WFRC, U.S. Census, and Leland Consulting Group

Table 3.7.1a: Townhome/Condo Market Capture - Euclid neighborhood & trade area 10-year estimates.

Table 3.7.1b: Apartment Market Capture - Euclid neighborhood & trade area 10-year estimates.

3. ASSESSMENT

3.8 Historic and Architectural Resources

Euclid's history sets it apart as a unique place and contributes to the neighborhood's character. There are many contributing and significant historical structures in the neighborhood including the Albert Fisher Mansion and Carriage House and the Fifteenth Ward Chapel, which are listed on both the National and Local Historic Registers. These structures are complemented by older tree-lined residential streets that should be preserved and enhanced.

The structures and sites identified below are the historically significant buildings within the Euclid neighborhood that were listed in the *Salt Lake City Architectural Survey: Southwestern Survey Area* (1985:)

- A. 1206 West 200 South: Albert Fisher Mansion
- B. 1200 West 200 South: Albert Fisher Carriage House
- C. 907 West 100 South: Fifteenth Ward Chapel
- D. 934 & 936 West 200 South: Strang Duplex
- E. 957 West Euclid Avenue: Susan J. Keith House
- F. 1200 West South Temple: Jordan Plant, Utah Light and Railway Co. **(Demolished)**
- G. 190 South 1100 West: Fisher Brewery Office **(Demolished)**
- H. 1044 West 200 South: Rio Grande Baptist Church **(Demolished)**



Image 3.8a: Albert Fisher Mansion - Identified as 'A' in Figure 3.8b.

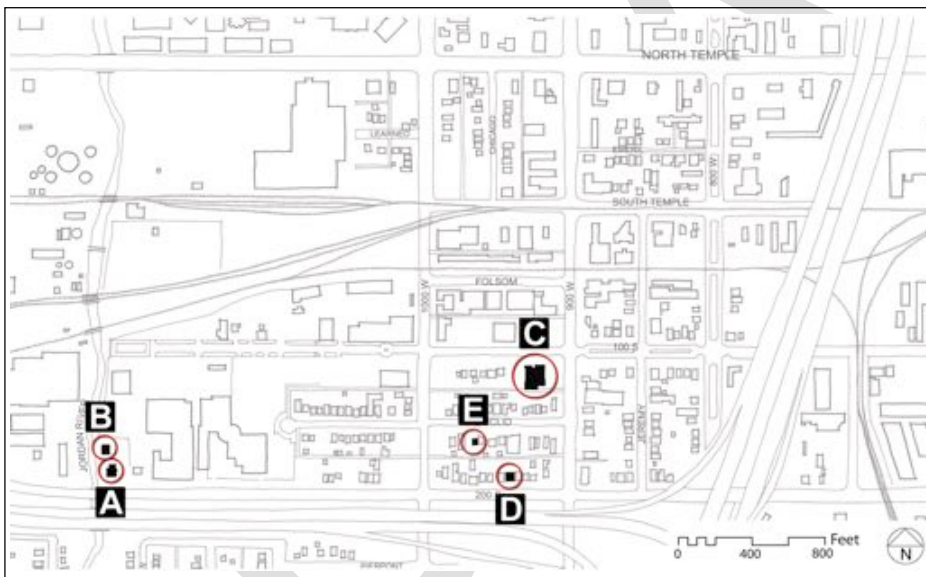


Figure 3.8b: Historically Significant Buildings

The historic character of the Euclid neighborhood is underappreciated. There are many historic houses in the neighborhood that have not been maintained, and between the poor condition of the houses, street trees, and neighborhood infrastructure in general, it is difficult to see and appreciate the quality of the homes that were built during the early years when it was thought that the area was a prime area for worker housing.

3. ASSESSMENT

The Gothic Revival Fifteen Ward Chapel and the Second Empire Albert Fischer Mansion stand out, of course, but the more modest houses built on Euclid Street west of 1000 West are solid, middle class homes in the Folk Victorian and Queen Anne styles. 200 South Street is notable for its fine collection of slightly larger houses from the same time period.

The industrial and commercial buildings in the neighborhood are less distinctive in appearance. There are a couple of Victorian (Italianate) structures on South Temple at 800 West. However, the majority of the industrial buildings are modest and nondescript.

Historic preservation offers one tool to help private property owners renovate their structures which in turn helps improve a neighborhood and contributes to its stability. There are various programs, administered by Salt Lake City, the State Historic Preservation Office (SHPO) and non-profit groups, such as the Utah Heritage Foundation, that property owners can participate in to financially assist them in the renovation of their structures. The Utah Heritage Foundation's Revolving Fund Program offers property owners low-interest loans to restore and rehabilitate significant historical or architectural properties.

3.9 Arts and Culture

There are no cultural facilities in the Euclid neighborhood at this time. Because of the number of industries located there that serve the artist there is potential to develop art galleries in conjunction with artist's studios. A small concentration of artist studios and galleries would support the initial effort to market and establish the new identity and brand for the neighborhood.



Image 3.8c: Fifteenth Ward Chapel -
Identified 'C' in Figure 3.8b.



SECTION 4. **PLAN RECOMMENDATIONS**

4. PLAN RECOMMENDATIONS

4.1 Development Concept - A Vision for Euclid

The future land use scenario to address the neighborhood's goals and objectives to the greatest extent possible is diagrammed in the following illustration. The vision seeks to preserve and enhance the existing historic residential enclaves, the industrial and business uses located east of the Jordan River and south of South Temple, and the Fisher Mansion located north of 200 South and east of the Jordan River. The vision recognizes opportunities for new mixed uses along the more heavily-trafficked North Temple corridor and seeks to capitalize on the planned mass transit corridor by providing opportunities for mixed-use transit-oriented development in close proximity to the transit stations. The vision also recognizes the City Creek greenway as a catalyst for new residential and infill mixed-use development in the central portion of the neighborhood. 900 West, anchored on the north by a planned transit station, has great potential to become a pedestrian-oriented neighborhood "main street" and local retail corridor. Strategically located at the intersection of the north-south main street and the east-west greenway, is a new neighborhood park, which is envisioned as the physical and social heart of the Euclid neighborhood.

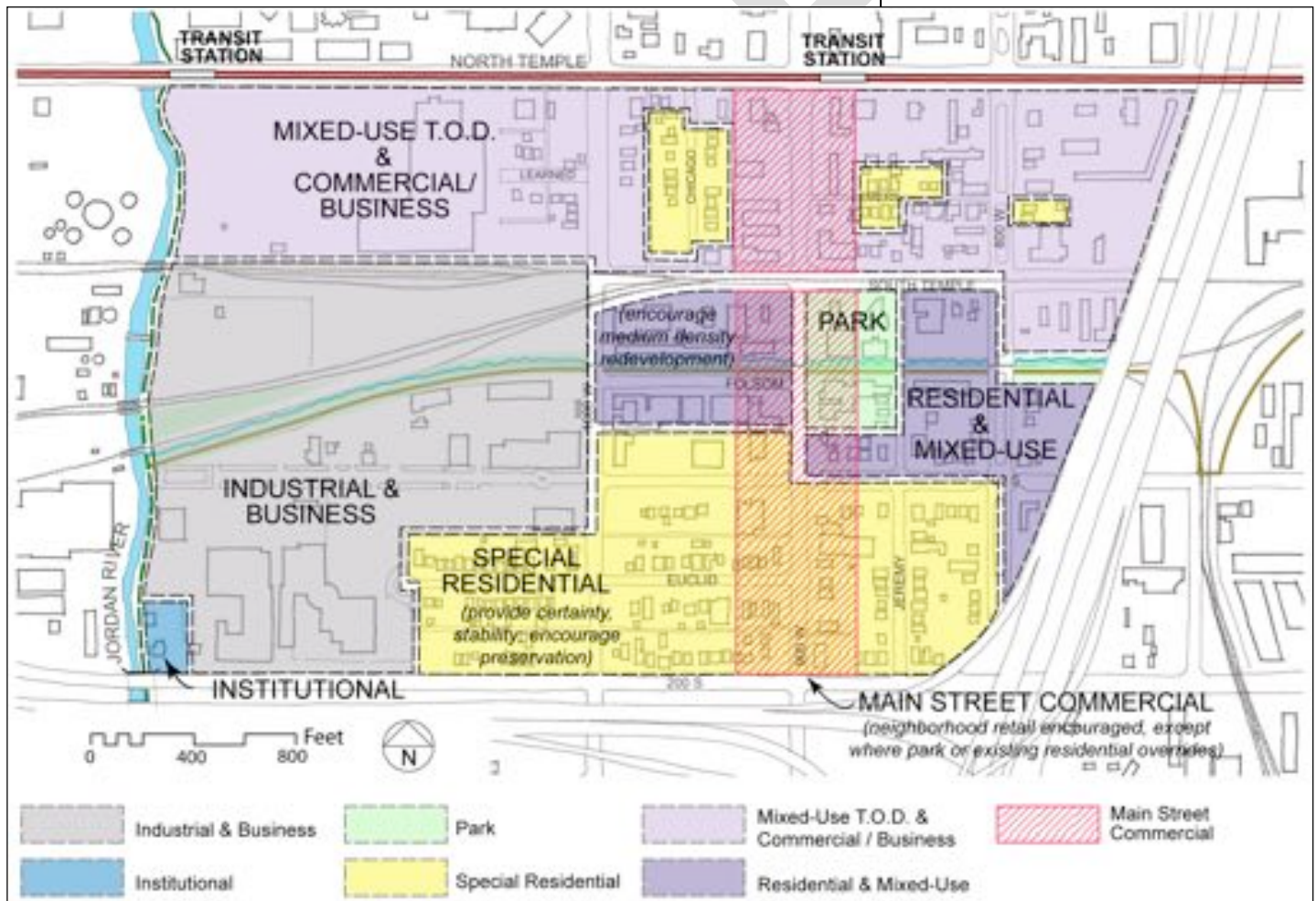


Figure 4.1: Land Use Concept

4. PLAN RECOMMENDATIONS



Figure 4.2a: Bird's Eye View of New Neighborhood Park - looking west along City Creek.

4.2 Catalysts for Redevelopment

The Grant Tower project and the TRAX light rail transit project on North Temple are catalysts for redevelopment. The Grant Tower project will create the possibility of daylighting City Creek. The daylighting of City Creek would in turn create the possibility of a restored river habitat, an educational resource, a commuter bicycle trail connecting the Jordan River to Downtown Salt Lake City and a pedestrian amenity, the City Creek Promenade, that when joined with new park centrally located, would become the focus of outdoor life and recreation for the entire neighborhood. The TRAX extension would make the neighborhood very attractive to new residents who want to be close to Downtown.

The restoration of City Creek and the revitalization of the Euclid neighborhood go hand-in-hand, assisting each other in revitalizing the neighborhood. The restoration of City Creek without the revitalization of the Euclid neighborhood would not be sustainable. There would be no stewardship of the creek corridor. Similarly, the revitalization of the neighborhood without the amenity of City Creek would be very difficult. It is imperative that the properties that abut the

4. PLAN RECOMMENDATIONS

new City Creek/Folsom Street right-of-way be redeveloped in a way that provides “eyes on the creek.” The creek must be a focus of everyday life in the Euclid neighborhood.

The new park should be located at the crossroads of the newly refurbished 900 West, with its new emphasis on pedestrians: sidewalks, pedestrian lighting and street trees. Running through the park would be the City Creek Promenade, the east-west corridor that runs through the heart of the neighborhood, linking all parts of the neighborhood. The new park would be centrally located, surrounded by new housing development with units oriented to the park, providing natural surveillance and “visual possession” of the park. The creek must be a focus of everyday life in the Euclid neighborhood.

The combination of the new park, the daylighting and restoration of City Creek, the new pedestrian-oriented “Main Street” on 900 West Street, the diversity of housing types, the preservation of historic Euclid, and the transit-oriented mixed uses on North Temple would make the Euclid neighborhood an exciting place in which to live.

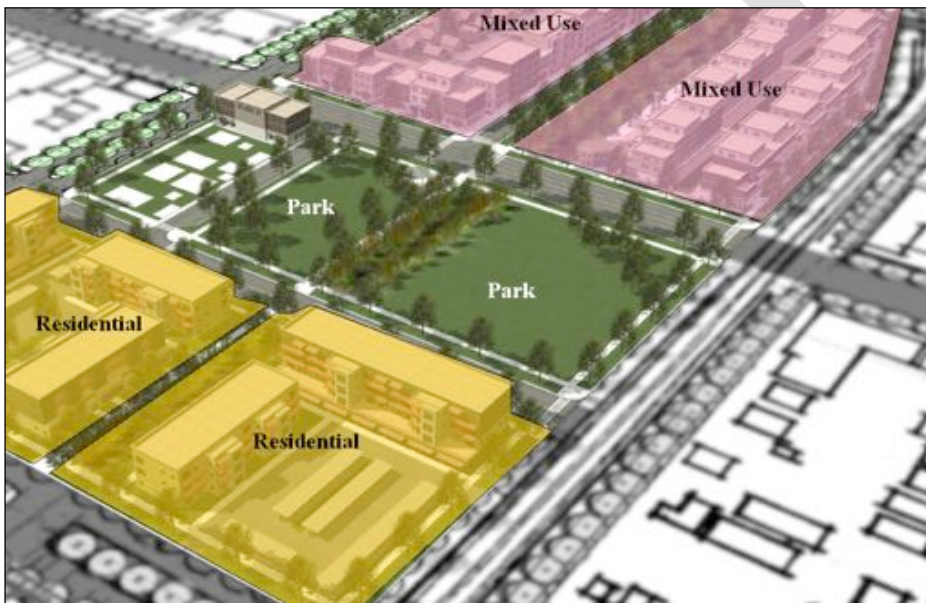


Figure 4.2d: Bird's Eye View of Park Vicinity - looking west.

4. PLAN RECOMMENDATIONS

Careful attention is given to site planning the spaces between residential and non-residential uses.

Future planning activities in the Euclid neighborhood are coordinated with development in the North Temple Street corridor and the State Fairpark neighborhood to the north.



Figures 4.2e: Before & After Views:
Folsom St. and City Creek - looking west
from 900 W.

4. PLAN RECOMMENDATIONS



Figure 4.3a: Rendered Site Plan

4.3 Revitalization Features

The revitalization scenario has the following major features:

4.3.1 City Creek

As City Creek is daylighted and restored; it should become an urban waterway and recreational amenity. The creek trail should have ecological education nodes to foster an appreciation of the native plants and vegetation.



Figure 4.3.1: City Creek

4.3.2 City Creek Promenade

The pedestrian walkways that would parallel the creek would become the City Creek Promenade, a linear park that links ground-level retail and sidewalk cafes at Folsom Street and 900 West to a new neighborhood park surrounded by housing development.

4.3.3 City Creek Commuter Trail

4. PLAN RECOMMENDATIONS

The City Creek Trail corridor is proposed to be developed as a link between the Jordan River Parkway Trail, a regional recreation trail, and City Creek into Downtown and City Creek Canyon. It would provide a well connected commuter bicycle trail between recreational facilities, Gateway development, and Downtown Salt Lake. Physical daylighting of City Creek also includes the construction of a water way to serve as a Flood Channel.

4.3.4 Crime Prevention

Crime prevention through Environmental Design should be used in the development of a new park, City Creek Corridor, and Jordan River Parkway, to discourage undesirable activities, and encourage positive activities.

4.3.5 Transit

A light rail transit station on North Temple at 800 West/900 West would provide another way for commuters to get from their homes in the Euclid neighborhood to Downtown. Its location near 900 West would maximize the number of homes that are included within a ½ mile of the station. Virtually every house in the Euclid neighborhood would be situated in close proximity to a high-quality mass transit station.

4.3.6 New Neighborhood Park

A proposed new park would be located at the southeast corner of South Temple and 900 West. The new park's central location, bordering a busy pedestrian-oriented street and surrounded by housing units that face directly onto it, would ensure the park is safe and provides usable space for active and passive activities, including the enjoyment of City Creek running through it.

4.3.7 Housing Diversity

A broad range of housing types and prices should be provided by virtue of the diversity of housing choices accommodated in the plan: single-family detached infill housing, multi-family housing, including mixed-use, live/work units, attached housing, standard apartments, and lofts above retail in transit-oriented and mixed-use developments are all appropriate.

4.3.8 Historic Preservation

Preservation of historic homes on Euclid Avenue and 200 South Street could be aided by the creation of a National Historic District. The Euclid Historic District could be created to offer tax credits and incentives to maintain the homes on Euclid Avenue and 200 South. A historic homes walking tour would help create neighborhood ambassadors.



Figure 4.3.7 (left): Euclid Street

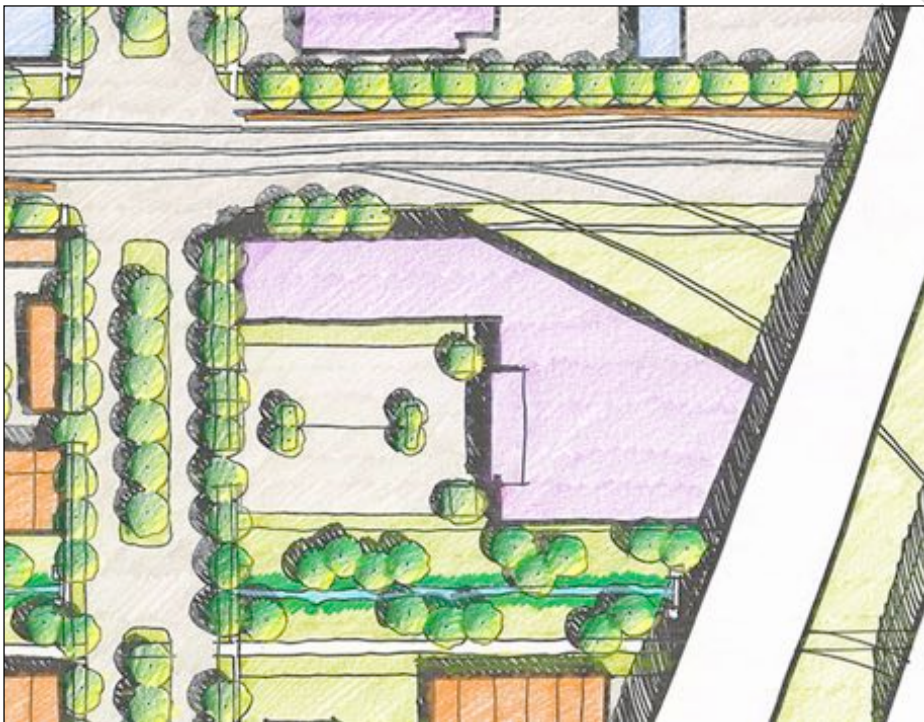
4. PLAN RECOMMENDATIONS

900 West Main Street

900 West should become the neighborhood's "Main Street." The neighborhood-serving component of its retail businesses should grow and eventually new infill commercial buildings may appear and create a continuous wall of retail storefronts. Window-shopping would become a real possibility.

4.3.9 City Creek Gateway Mixed-Use Development

A mixed-use project should be developed on the remainder of the sites partially used by the realignment of the railroad tracks east of 800 West. The project would provide a terminus to the City Creek Promenade and a gateway into the neighborhood.



4.3.10 Noise Mitigation

In order to alleviate the noise produced by the train movement and whistle, noise mitigation efforts should be implemented. New construction in the area should be built, using modern construction methods, to minimize the noise within the buildings. In addition, Quiet Zones should be implemented in the Euclid Neighborhood to preclude the train whistle from needing to be blown.

4.3.11 Transit-Oriented Residential Development

New transit-oriented medium-density housing should be developed on the block bounded by Jeremy, 800 West, South Temple and 100 South streets. Units could be arranged so that the majority face either the new park or City Creek. They should have eyes on the street, the park, and the creek.

4.3.12



Figure 4.3.8 (above): 900 West Main Street

Figure 4.3.9 (left): City Creek Mixed-Use Development

4. PLAN RECOMMENDATIONS

4.3.12 Infill Housing

Eventually infill housing should appear on the vacant lots scattered about the neighborhood, most notably on 200 South Street. This is made possible by amendments to the Zoning Code that allow a developer to build houses that fit the existing character of the neighborhood. Specifically, the required setbacks and height and (?) regulations have been revised to ensure compatibility with the existing development pattern.

4.3.13 Transit-Oriented Mixed-Use Development

New transit-oriented mixed-use development (retail on the ground floor and residential above) should be developed on the south side of Folsom Street between 1000 West and 900 West. There should be ground floor retail with residential units or offices (live-work units) above. Occupants of the residential units would be able to view on the restored City Creek across the street, and the new neighborhood park down the street.

New transit-oriented mixed-use development should appear on the north side of Folsom Street between 1000 West and 900 West. It could consist of well designed multi family attached residential units and at the east end (at 900 West) there could be mixed use residential development with ground floor retail or restaurants adjacent to the City Creek corridor, with views of the creek, views up and down 900 West, and of the park across the street.

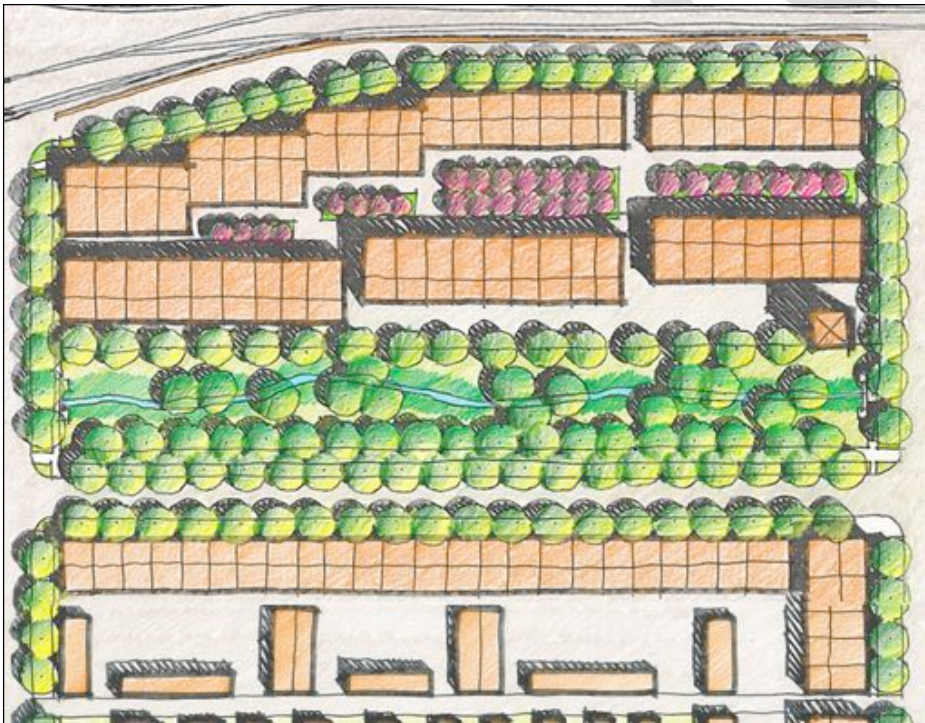


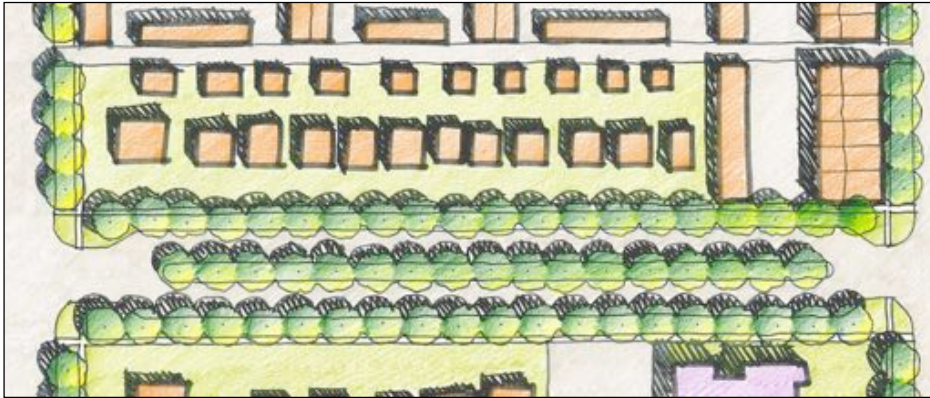
Figure 4.3.11: Transit-Oriented Medium Density Housing - Bounded by Jeremy, 800 West, S. Temple, and 100 South.

Figure 4.3.13: Transit-Oriented Mixed-Use Development - Folsom Street between 900 West and 1000 West.

4. PLAN RECOMMENDATIONS

4.3.14 Single-Family Housing Redevelopment

A single-family detached housing development could be developed on the north side of 100 South between 900 and 1000 West. It would match the pattern of development across the street. The proximity to the park and retail around the corner, and the extension of the landscaped median to the east would make this block feel protected and accessible at the same time. It would be very attractive to homebuyers.



4.3.15 Utah State Fairpark Development

The land now used for parking for the Utah State Fairpark should be developed into a retail development with a parking structure at the southwest corner of the property. The parking structure should be available for use by the Fairpark. The existing industrial buildings east of the Fairpark parking lot should redevelop into retail and should also share use of the parking structure. The old and new buildings should be designed such that when complete, they should appear to be of a single development.

4.3.16 200 South Gateway

Ornamental trees and other decorative plantings should be added to the sides of 200 South Street where it passes under Interstate 15 and where 900 West and 1000 West cross under Interstate 80.



Figure 4.3.18: 200 South Gateway - Ornamental trees and decorative plantings.

4. PLAN RECOMMENDATIONS

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4. PLAN RECOMMENDATIONS



Figure 4.3b: Before & After Site Plan - Existing structures shown in grey/black, proposed structures shown in color.

4.4 Streetscape Enhancements

4.4.1 Walkable Streets

The Euclid neighborhood should become very “walkable.” Streets can be made “walkable” by a combination of streetscape improvements, most notably bulbed-out corners and landscaped parkstrips. Street trees should be planted between the curb and sidewalk throughout the neighborhood and streetlights should be replaced with new, distinctive pedestrian-scale lighting.

In redesigning streets, the widths of roads must meet Fire and Transportation Standards to ensure appropriate access and circulation.

4.4.2 Softening the Interstate

The Interstate 80 retaining walls on the south side of 200 South Street should be planted at the top with vines that grow down the face of the walls and soften their appearance.

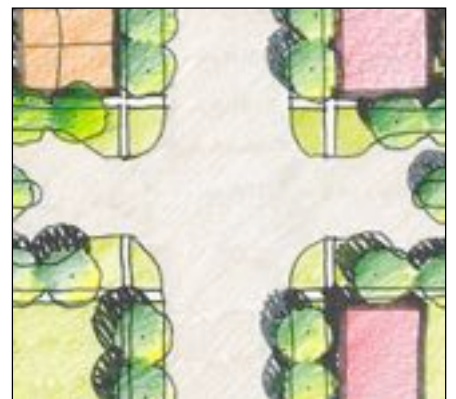


Figure 4.4.1: Intersection Improvements - “Bulbed-out” corners.

4. PLAN RECOMMENDATIONS

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SECTION 5. **PLAN IMPLEMENTATION PROGRAM**

5. PLAN IMPLEMENTATION PROGRAM

5.1 Marketing the Euclid Neighborhood

Neighborhoods, like stores and products, compete for buyers and for investments by people who live or work there. The simple decision whether to paint or not to paint the exterior of a home or to enclose a porch or add a patio or deck are all part of what contributes to a neighborhood's health. This does not happen by accident. A neighborhood, like a product or a restaurant, must be marketed.

The major complaint about Euclid's image is that it is not a safe place in which to live. Impressions like this are persistent, especially because the physical appearance of large parts of Euclid does nothing to counter the prevailing image. Changing the physical appearance, even in small ways, is crucial. Possible actions include: a neighborhood-wide tree planting program, a landscaped median on 100 South between 900 and 1000 West, and programs to encourage home improvements and exterior upgrading by current residents.

The neighborhood already is a haven for artists because of the number of industries located there that serve the artist community. It also could serve the student population. Students and artists are less concerned about the initial image of a place and are good candidates for the first stage of regeneration of a neighborhood. They set the stage for other segments of the market to follow.

A diversity of housing types is good for the long-range health and stability of a neighborhood. The revitalization concept presented in this Small Area Plan calls for a variety of housing types: single family detached infill housing, multifamily housing, and lofts above retail in mixed-use developments. Diversity of housing types tends to strengthen and stabilize neighborhoods.

Beyond encouraging exterior renovations, marketing of the Euclid neighborhood should include:

- Attracting new buyers willing to invest in the neighborhood.
- Promoting home ownership by existing residents.
- Expanding neighborhood pride and neighborliness through involvement of residents in neighborhood promotion and pride projects they organize.

Significant selling points in the future will include:

- Proximity to the downtown – a very short commute by light rail or bicycle along the City Creek trail.
- The restored City Creek.
- The City Creek Promenade pedestrian amenity.
- The City Creek trail connection to the Jordan River regional trail network.
- A safe, centrally located neighborhood park with a creek running through it.
- A broad range of housing types and prices.
- Pockets of historic homes that are preserved, appreciated, showcased in neighborhood walking tours.
- A "Main Street" of neighborhood-serving retail (900 West) designated for local traffic and pedestrians.

5. PLAN IMPLEMENTATION PROGRAM

5.2 Action / Responsibility Matrix

The following Action/Responsibility Matrix identifies recommended actions to be taken to facilitate implementation and the responsible parties.

	PROPOSED ACTION	INITIATOR
Short Term (1-3 Years)		
1.1	Rezone properties to be consistent with and implement the policies of this small area plan.	
1.2	Study feasibility of establishing a Euclid Neighborhood National Historic District	Salt Lake City Corporation Department of Community Development
1.3	Facilitate completion of railroad track realignment/consolidation project (Grant Tower Project)	Salt Lake City Corporation and Union Pacific Railroad
1.4	Work with US Army Corp of Engineers on design of City Creek Daylighting project	Salt Lake City Corporation Public Services Department
1.5	Adopt TOD zoning	Salt Lake City Corporation Department of Community Development
1.6	Work with UTA to confirm LT station locations on North Temple	Salt Lake City Corporation Department of Community Development and Transportation Division
Mid Term (3-6 Years)		
2.1	Purchase land for new neighborhood park	Salt Lake City Corporation Public Services Department and Parks Division
2.2	Assemble properties left over from Union Pacific rail realignment	Salt Lake City Corporation Public Services Department
2.3	Adopt design guidelines for redevelopment of 900 West for commercial and mixed-use projects	Salt Lake City Corporation Department of Community Development
Long Term (5-10 Years)		
3.1	Work with Utah State Fairpark and adjacent property owners to redevelop parking lot and property to the east	Salt Lake City Corporation Department of Community Development
3.2	Complete Jordan River Improvements and link the Parkway through the neighborhood	Salt Lake City Corporation Public Services Department
Ongoing		
4.1	Plant street trees	Salt Lake City Corporation Department of Community Development and Urban Forestry Program
4.2	Install curb, gutter and sidewalks where missing	Salt Lake City Corporation Public Services Department
4.3	Install new ornamental street lighting	Salt Lake City Corporation Department of Community Development and Public Services Department
4.4	Work with Historic Preservation agencies and groups to encourage property owners to apply for low interest loan and tax credit programs to renovate their historic structures	Salt Lake City Corporation Department of Community Development
4.5	Work with UDOT to improve landscaping of 1-80 sound attenuation walls	Salt Lake City Corporation Public Services Department



APPENDICIES

APPENDIX A. NEIGHBORHOOD ISSUES

APPENDIX A. NEIGHBORHOOD ISSUES

As part of the development of the small area plan, the City held an issues identification meeting on May 27, 2004. At this meeting, those in attendance were encouraged to identify issues they would like the plan to address to ensure revitalization of the Euclid Neighborhood. Below is the list of issues identified by the citizens at large and by the Advisory Committee for the plan.

A.1 Image

- The image of the neighborhood is that it is not a safe place in which to live.

A.2 Zoning

- Current zoning laws do not support the preservation of the neighborhood, or redevelopment that is compatible with existing development.

A.3 Existing Train Traffic

- Train traffic impedes access into and through the neighborhood.
- The neighborhood is isolated from the City because of the rail line.
- Train noise and vibrations degrade the quality of life for nearby residents.
- Train noise and vibrations negatively affect homeowners' ability to sell their homes and the resale value of the homes.

A.4 Railroad Line Realignment and Consolidation

- Increased train traffic and noise may have a negative impact on the living environment on Chicago Street, and residences elsewhere.
- Increased train traffic and noise may negatively impact the resale ability and values of the properties.
- Higher train speeds are considered dangerous.
- Higher train speeds increase concern about the safety of residents, especially children. Safety concerns may also affect the values of homes and businesses.
- Increased train traffic may mean an increase in noise and make living/working in the area even more difficult.
- Placing additional rail lines on South Temple may impact businesses between 700 and 800 West. It may make access difficult or impossible.

A.5 Residential Uses

- The neighborhood lacks physical and visual connections to other residential areas (Gateway, Fairpark, Poplar Grove).
- The City should not allow any more modular homes on small lots. The City should require or help set up a non-profit to acquire small lots, or institute zoning overlays like the compatibility ordinance proposed for the Yalecrest neighborhood.
- The City should enforce ordinances regarding the appearance of homes in the area.

APPENDIX A. NEIGHBORHOOD ISSUES

- The rear house at 800 West 100 South (last house) should to be condemned and demolished.
- We need to look at what type of residential development and redevelopment is most appropriate for various areas within the neighborhood.

A.6

APPENDIX A. NEIGHBORHOOD ISSUES

A.6 Utah State Fairpark Parking Lot

- The neighborhood would be better served if the site were developed. Fairpark parking could still be provided in a structure.
- The parking lot should be improved with streetscape improvements along North Temple to give it presence on the street.

A.7 Historic Preservation

- The character of neighborhood should be preserved.
- There should be incentives to rehabilitate existing older homes.
- Investigate using tax credits and loan programs to renovate historic structures.
- Historic structures should be preserved.

A.8 Infrastructure Improvements

- Utilities should be improved and upgraded.
- Sidewalks should be installed where missing.
- Curb and gutter should be installed where missing.
- Alleys should be paved and otherwise improved.
- The sewer vent on 900 West in front of residential houses at 37 N 900 West should be reconfigured to eliminate the odor.
- 200 South, the North Temple viaduct and the I-15 underpass on South Temple need to be improved as entries into Euclid by improving sidewalks and providing better lighting and more street trees.
- The infrastructure for pedestrian circulation should be improved overall.

A.9 Land Use

- Development review should address the need for buffers between residential and non-residential land uses.
- Parts of the neighborhood should be redeveloped.
- Planning should address the need for transition areas between incompatible uses.

A.10 Circulation

- The bike route on 1000 West is not safe.
- There needs to be a route that connects the neighborhood to The Gateway.
- Effects of future light rail transit (LRT) on North Temple.
- 900 West needs to be constantly accessible to vehicular traffic to improve the economic activity of the area and improve access to the proposed mass transit station on North Temple.
- When Grant Tower is reconfigured and lines are rebuilt bridge building should be coordinated. The train tracks should be placed in a trench through the neighborhood.
- The City should ensure that the development of TRAX on North Temple takes into consideration its effect on private property especially street parking, turning lanes, passenger terminal areas, access to businesses, construction duration etc.
- North/south connectivity through the neighborhood should be encouraged.

APPENDIX A. NEIGHBORHOOD ISSUES

- If train congestion is always going to be an issue for the neighborhood, we may have to find different strategies for the north and south portions of the neighborhood: possibly redevelop the areas north of the rail lines as transit-oriented development (TOD) and the area south of the rail line as something else.

A.11 Green Space

- Madsen Park is a magnet for crime.
- Would like to see 900 West and 1000 West develop into better “pedestrian streets.”
- The neighborhood needs a park that is designed, located and sized to better serve the neighborhood, so that the neighborhood is seen as family-oriented.
- The neighborhood needs additional green space and park space.

A.12 Development

- Mixed-use development (commercial/office and residential) should be introduced into the neighborhood.
- Apartment buildings should be considered for certain locations.
- The economic feasibility of transitioning industrial uses to mixed uses or less intensive commercial uses should be investigated.
- TRAX should be supported.
- Ensure that the development of Light Rail on North Temple will not close off access to Chicago Street.

A.13 City Creek Daylighting Project

- The daylighting project should be accompanied by appropriate development/ redevelopment along the corridor.
- The daylighting of City Creek is not a good idea in this area, as it will become even more of a transient haven.
- How will the reconfiguration of the railroad and daylighting of City Creek affect businesses on South Temple?
- Do EPA regulations limit the amount or type of use allowed within the trail right-of-way?
- Tailor the design of the trail area to the needs of police enforcement. Ensure that the Police Department comments on the design of the trail.
- Look at possibly providing parking within/along the creek corridor.
- Provide access to the trail for positive activity or the negative activity will take over the trail area.

A.14 Environmental

- Look for ways to reduce noise generated by trains.
- Look for ways to reduce negative impacts from industrial uses.
- Look for ways to improve the appearance of sound attenuation walls along I-80 and I-15.

A.15 Undesirable Activities

- The City needs to enforce laws against prostitution, transient activities (trespass and illegal shelter use (in vacant buildings)), illegal activities in Madsen Park and along the Jordan River Parkway, trespass,

APPENDIX A. NEIGHBORHOOD ISSUES

vandalism and theft of vacant or marginally used properties/businesses, theft from moving trains (due to slow speeds through Grant Tower), storage of unlicensed vehicles, storage of junk, graffiti, etc.

- The City needs to find ways to decrease criminal activity in area.
- The vacant houses attract transient and illegal activity.
- The medians need “No Parking” signs and enforcement. They attract people involved in prostitution and illegal drug use.
- There is a concern that as Pioneer Park gets cleaned up the homeless have been migrating over to Madsen Park and the Jordan River Parkway.

A.16 Property Values

- Property values should be protected.
- The ability to have a mixed-use area (live in the home and restore cars/ motorcycles) should be protected.

A.17 Urban Design

- Encourage property owners to maintain their yards.
- Encourage or facilitate higher quality architectural standards for the area.
- Encourage compatible and interesting design.
- Address the front yard setback issue and change the zoning ordinance to allow new construction to be built in line with existing development to ensure the historic setback pattern of the street.
- Look at the amount of lighting in the neighborhood. More lighting is needed to ensure a sense of security. Install lighting around Madsen Park.

A.18 Funding

- Consider creating partnerships with Questar, PacifiCorp, Union Pacific, and Private Non-Profit groups in the area to accomplish public infrastructure improvements in the neighborhood (park improvements, trail improvements, etc.).
- Solicit funds from the State, UTA, or LDS Church to help pay for needed improvements.
- Consider asking the RDA for funds for improvements that would prevent owner-occupied property value declines, and help the City and State deal with urban growth.
- Investigate tax credits and loan programs to assist with the renovation of historic structures.

A.19 Social

- Create an environment where the different cultures of the Euclid neighborhood can live and interact in positive ways.
- Provide for the enforcement of health and safety codes.

APPENDIX B. MARKET ANALYSIS

APPENDIX B. MARKET ANALYSIS

The market analysis that follows was completed in order to assess the potential for redevelopment activity within the Euclid neighborhood. It is intended to assist the client, property owners and project advisors with an understanding of market conditions that would affect the ability of the area to leverage planned public improvements and its strategic location between Downtown and the airport. The findings and recommendations presented here would inform the identification and implementation of policies and strategies necessary to serve future development and redevelopment initiatives. To this end, Leland Consulting Group (LCG) analyzed a range of market factors including supply and demand conditions, development trends, and unique neighborhood assets and used this information to evaluate the general redevelopment concept presented in Section 4.1 and thereby quantify market support for the individual components of the plan.

B.1 Background

As described in the preceding *Euclid Small Area Master Plan*, certain events are planned which may affect the Euclid neighborhood and have the potential to significantly alter and improve the redevelopment opportunity landscape for the area. Specifically, an alignment change in the freight rail lines passing through the neighborhood would create the opportunity for a small tributary of the Jordan River known as City Creek to be uncovered, or “daylighted.” The result of this action would be to make it a potential scenic and recreational asset for the area. A TRAX light rail extension from Downtown Salt Lake City to the Airport is a secondary event, slated to follow the North Temple right-of-way, with potential station stops near the State Fairpark and in the area between 900 West and Interstate 15. Given the significant redevelopment activity already occurring in the Gateway district to the east of Euclid, as well as the planned events just described, the Euclid neighborhood stands to benefit from careful planning and proactive, vision-driven steps towards revitalization.

The vision for the area, emerging from community input to-date, involves preserving positive elements of the neighborhood’s existing character while improving elements including pedestrian access, community retail, recreational opportunities, and overall appearance. Importantly, the neighborhood vision also includes fostering more of a “center” for the community. Because of the planned addition of light rail stops, the opportunity for a transit-oriented-development involving mixed residential, retail, and professional/office uses appears to be a logical path for redevelopment.

The analysis that follows is presented in five sections. First, a site analysis of the Euclid neighborhood explores the subject’s strengths and weaknesses across several key market factors. Second, a trade area is identified, representing a source from which market demand for various land uses is drawn and in which primary development competition can be found. Third, key demographic, economic, and psychographic indicators and trends for the trade area and region are summarized. Fourth, trade area competitive supply is discussed and market demand estimated for each of the major land use categories, including an estimate of attainable market capture for the Euclid

APPENDIX B. MARKET ANALYSIS

neighborhood. Finally, a summary of recommendations is discussed along with strategic implications for redevelopment.

B.2 Site Analysis

The Euclid neighborhood benefits from a number of characteristics that make it appropriate for development of retail, office, residential and community uses. These include:

- Adjacency to two major thoroughfares, Interstate 15 and Interstate 80.
- Excellent access and visibility via the major arterials, North Temple and 900 West.
- Proximity to the Central Business District (CBD).
- Proximity to the Salt Lake International Airport.
- Proximity to successful and potentially expanding Gateway redevelopment.
- Access to future light rail connection.
- Strong planning commitment centered around potentially catalyzing physical changes (City Creek daylighting project).
- Diverse, established neighborhood.

The strengths of the area are countered, however, by certain limiting conditions (primarily market-driven) that need to be addressed if the benefits of development efforts are to be maximized. These drawbacks include:

- Suboptimal access and visibility to interstate traffic.
- Generally slow surrounding household growth limited infill and redevelopment given central, built-out trade location.
- Lower incomes and educational attainment relative to other parts of central Salt Lake City.
- Access and development continuity issues related to presence of heavy rail lines.
- Fragmented ownership patterns constraining the scale of concerted redevelopment.

B.2.1 Access

Automobile access from I-15 is fair to poor, despite highway adjacency, with one south-bound exit at 400 South (south of the neighborhood). Northbound access via I-15 is complicated, requiring an exit at 600 South (well before the neighborhood) and navigation north via 400 West to 200 South. A future HOV off-ramp at 100 South eastbound may provide indirect access to the neighborhood (would require "backtracking" on 200 South). Neighborhood access is difficult if possible via Interstate 80. Access from North Temple, 900 West and 200 South arterials, is good but travel within the neighborhood is often impeded by frequent traffic on the heavy rail lines. TRAX light rail station plans, on the other hand, promise excellent access for passengers originating either Downtown or at the airport.

B.2.2 Visibility

Visibility from the interstates is currently good and potentially excellent, given the area's adjacency to both I-15 and I-80. The neighborhood, however,

APPENDIX B. MARKET ANALYSIS

currently lacks distinctive monumentation, landmarks or vertical features to take advantage of drive-by visibility. Visibility is excellent from arterials and should be excellent from TRAX light rail, assuming track and station placement is appropriate.

B.2.3 Traffic Volumes

As shown in Table B.1.3 (below), traffic volumes are strong along the interstates, especially on Interstate 15, where volumes exceed 110,000 vehicles per day (combined, both directions). Volume along I-80 is just over half that amount. North Temple has a strong traffic profile for an arterial road, with 43,560 vehicles per day near the intersection of 900 West – an attractive level relative to many traffic-based retailers' site-selection criteria. At Chicago Street (one-half block west of 900W), traffic on North Temple drops to just under 30,000, suggesting that much of that volume is diverted onto (or originates from) 900 West. Volumes on 900 West itself are between 14,000 and 17,000 near North Temple, but drop to around 6,000 by 400 South. Volumes for 200 South suggest that this is a less traveled arterial, especially west of I-15. Future volumes along the planned TRAX light rail expansion should be significant, especially during morning and afternoon weekdays.

Street	Closest Cross-Street	AADT*
I-15	W S Temple St	111,959
I-80	S 900 W	60,000
N 900 W	W N Temple St	14,515
S 900 W	W 400 S	6,028
S 900 W	Folsom Ave	16,650
W 200 S	S 1000 W	1,720
W 200 S	S 600 W	8,140
W N Temple St	N 900 W	43,560
W N Temple St	Chicago St	29,185

*Annual Average Daily Traffic (in both directions)

Sources: ESRI-BIS, Data Matrix, and LCG

Table B.2.3: Euclid Vicinity Traffic Volumes

B.2.4 Adjacent Land Uses

The diversity of land uses adjoining the Euclid neighborhood presents both opportunities and challenges creating neither a net advantage nor disadvantage relative to their impact on the area's redevelopment potential. The Utah State Fairpark, to the north of the study area, increases the likelihood that Salt Lake City residents (or prospective residents) may travel through the area, thereby increasing its visibility. If there were a more viable year-round use for the fairground, that too could help draw people from outside the area. From a strategic standpoint, this may present an additional challenge as the overall appearance of the neighborhood today may be somewhat negative or, at best, neutral. From the neighborhood's perspective, overflow parking from fairground activities could benefit the area, but may also pose a nuisance.

The Gateway Shopping Center, five blocks east, has a positive impact on the potential image of the neighborhood. A new mixed-use development with apartments above retail spaces (coffee shop, galleries, body art salon) could

APPENDIX B. MARKET ANALYSIS

serve to prove up the market for additional projects in the vicinity of the Center. This presumption is supported by the fact that scattered tenant changes are visible along the formerly industrial 200 South. Existing industrial uses while relatively “clean” in appearance; generally do not contribute to the appeal of the neighborhood as a residential or retail destination.

B.2.5 Competitive Environment

Competition for retail space in the vicinity of the Euclid neighborhood is high as few sites are available. Existing developments include the (2001) 650,000 square foot Gateway project and big box concentration including Wal-Mart, Costco and Home Depot (at 300 West) between 1300 and 2100 South, southeast of the Euclid neighborhood. Planned concentrations include an enclosed vertical-format mall development proposed by the Church of Jesus Christ of Latter-day Saints on 35-acres of obsolete mall property Downtown. That project, tentatively called Salt Lake City Square is planned to be built by national mall developer Taubman, and is expected to cost in the range of \$500 million. Any additional project able to secure parcels of significant land area would likely be attractive to retail developers given the scarcity of supply, especially in Northeast Salt Lake City.

Potentially competitive residential developments (with those proposed as part of the redevelopment plan) can be found at Gateway in the form of new high-end condominiums and apartments and further east in occasional loft projects. New, smaller mixed projects with apartments above retail can be found at the southwest corner of 500 West and 200 South and at the Citifront development on North Temple just east of I-15.

Area office developments are concentrated Downtown almost exclusively, with the exception of several smaller professional office buildings. Industrial development is strongest west of the neighborhood.

B.2.6 Utilities

As an infill project, the provision of water, sewer, and electric utilities are not a significant concern. Rail realignments may trigger substantial repairs or repositioning of existing lines, however it is unlikely that these costs would be passed along to area developers therefore not creating additional undo diseconomies.

B.3

APPENDIX B. MARKET ANALYSIS

B.3 Trade Area Profile

The primary trade area for a redeveloped Euclid neighborhood, illustrated below, reflects drive-time considerations for neighborhood-scale retail, as well as likely sources of competition for residential, office, and retail land uses. It approximates a three-mile drive from the subject property. Physical and infrastructure boundaries such as Interstate 215, the north foothills, and Highway 201 also played a role in determining its shape. An additional consideration when defining its boundaries was the fact that new households likely to consider purchasing or renting housing within the area would also be attracted to new transit-oriented housing within the Euclid neighborhood. Therefore, the boundaries were pushed outward to capture additional neighborhoods north, south and east.

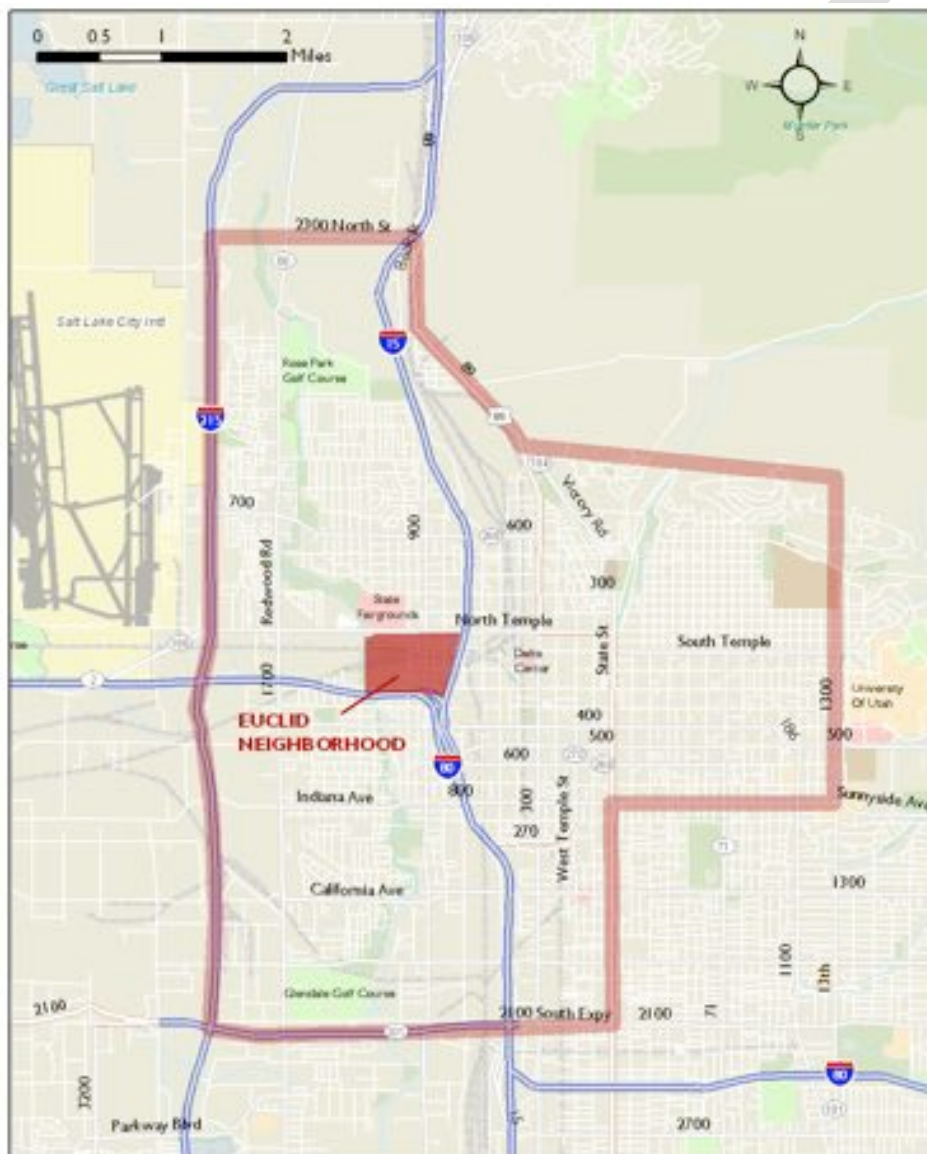


Figure B.3a: Euclid Primary Trade Area Map

Sources: Wasatch Front Regional Council, and LCG

APPENDIX B. MARKET ANALYSIS

In general, demographics in the immediate vicinity of the Euclid neighborhood are more diverse and less affluent than surrounding areas. Northeast Salt Lake City (also in the trade area) is more affluent and educated due in part to its proximity to Downtown and the University of Utah. The following table summarizes conclusions from the analysis of development conditions across several site factors.

DEVELOPMENT CRITERIA	Excellent	Good	Fair	Poor
Accessibility	via light rail (future)	via arterials	via interstate	
Visibility	from light rail and arterials	from interstate		
Traffic Volume	Interstate	arterial, future light rail		
Adjacent Uses			mixed/ improving	
Competitive Environment		relatively heavy competition, but lack of "real" neighborhood tenants		
Utilities	in place			
Trade Area Demographics		overall trade area	immediate vicinity	

Source: LCG

Table B.3b: Euclid Area Development Conditions

B.3.1 Economic and Demographic Indicators

Economic and demographic characteristics in the market (trade area) are indicators of overall trends and economic health which may affect private and public sector development. Since central city neighborhoods represent a sub-market within the trade area and region, they would likely provide a heightened level of support for future projects. The analysis presented below begins with an overview of the economic and demographic characteristics of the study area, followed by a discussion of market cycles and finally supply and demand conditions (by land use) within a broader influence area (trade area) of the neighborhood. A map of these individual geographies is presented within the context of each discussion.

B.3.2 Population and Household Growth

Trade area households represent approximately 10 percent of overall Wasatch Front (Salt Lake Metro) households, with 45,430 versus 428,651 in 2005. Over the past three years, the trade area has grown at a rate of 1.3 percent annually, versus 2.1 percent for the Wasatch Front as a whole. Looking ahead for the period from 2005 to 2015, this growth rate disparity is expected to widen

APPENDIX B. MARKET ANALYSIS

somewhat, with the trade area growing at a rate of 1.0 percent versus 2.4 percent for the Wasatch Front. Projected population growth for the trade area is even lower (0.4 percent) suggesting a trend towards smaller households.

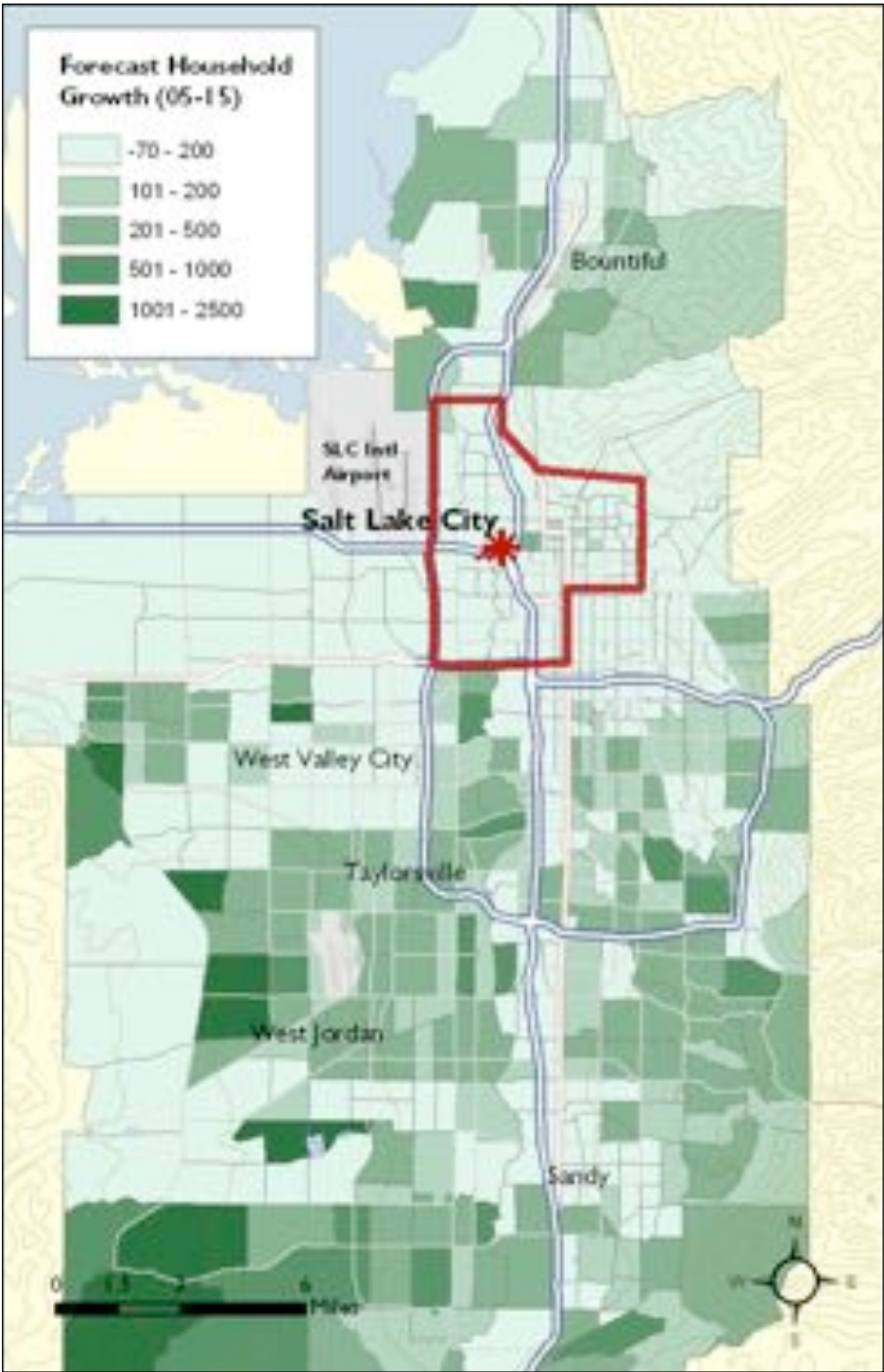


Figure B.3.2a: Household Growth Forecast
- Primary Trade Area and WFRC Region.

	Trade Area	WFRC region
2002	43,753	428,651
2003	44,191	434,670
2004	44,814	445,435
2005	45,430	455,774
2006	46,020	466,968
2007	46,504	478,077
2008	46,967	489,488
2009	47,397	502,306
2010	47,805	515,657
2011	48,359	528,154
2012	48,945	541,304
2013	49,407	553,875
2014	49,773	566,356
2015	50,217	579,026
Annual Growth Rate 2005-15	1.0%	2.4%

(Sources: WFRC and LCG)

APPENDIX B. MARKET ANALYSIS

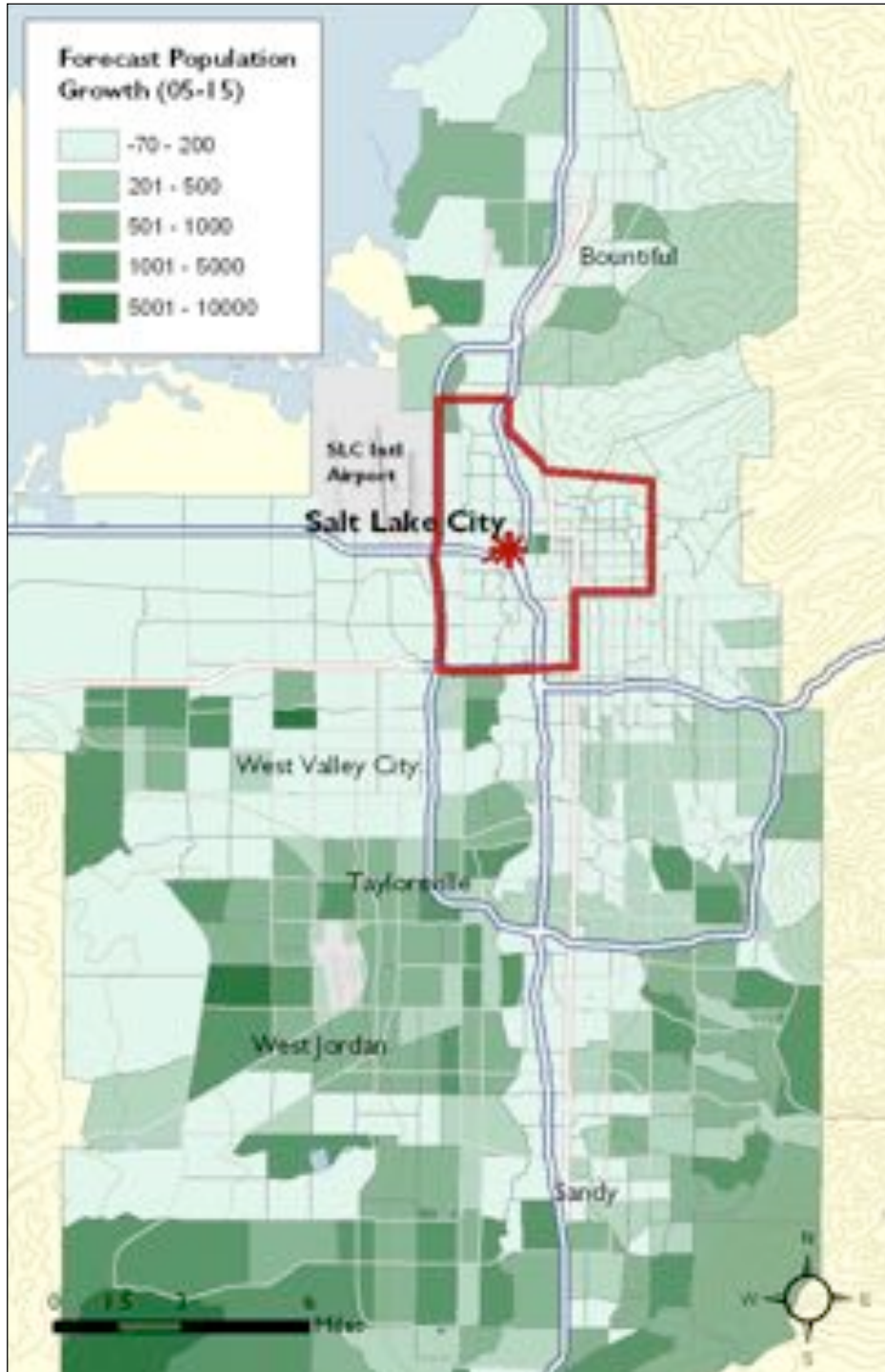


Figure B.3.2b: Population Growth Forecast - Primary Trade Area and WFRC Region.

	Trade Area	WFRC region
2005	106,997	1,353,576
2006	107,292	1,377,378
2007	107,582	1,403,276
2008	107,871	1,430,308
2009	108,167	1,462,420
2010	108,457	1,496,506
2011	109,202	1,528,604
2012	110,024	1,562,161
2013	110,554	1,593,681
2014	110,853	1,624,112
2015	111,153	1,653,625
Annual Growth Rate 2005-15	0.4%	2.0%

Sources: WFRC and LCG

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B.3.3 Household Mobility

Despite faster growth in suburban segments of the Metro area, information from the 2000 Census suggests that trade area households are more mobile and less established than households across the Wasatch Front. In 2000, one-third of trade area households had moved to their current residence in the past five years, versus fewer than one-quarter of overall Wasatch Front residents. The median move-in year was 1997 for trade area residents, versus 1995 for all Metro residents, as shown in Table B.3.3 (below).

	Trade Area	Wasatch Front
1995 to March 2000	33.5%	23.1%
1995 to 1998	31.9%	30.0%
1990 to 1994	11.8%	15.7%
1980 to 1989	9.2%	13.1%
1970 to 1979	5.4%	9.2%
1969 or Earlier	8.2%	8.9%
Median	1997	1995

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

B.3.4 Household Size

Average household sizes in the trade area are significantly smaller than in the Wasatch Front, as shown in the tables below. Over one third of trade area residents live in one-person households and fully 65 percent live in one- or two-person households. A review of home ownership statistics indicates that 57 percent of occupied housing units in the trade area are rented compared to 28 percent in the Metro area.

	Trade Area	Wasatch Front
1 Person Household	35.7%	19.4%
2 Person Household	29.0%	28.7%
3 Person Household	12.5%	16.7%
4 Person Household	9.7%	15.9%
5 Person Household	5.7%	9.8%
6 Person Household	3.4%	5.4%
7+ Person Household	4.1%	4.1%

(Sources: U.S. Census Bureau; ESRI-BIS; and LCG)

B.3.5

Table B.3.3: Households by Year Householder Moved In - Primary Trade area and WFRC Region (2000).

Table B.3.4a: Average Household Size - Primary Trade Area and WFRC Region.

	Trade Area	Wasatch Front
2000	2.53	3.04
2005	2.57	3.05
2010	2.58	3.05

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

Table B.3.4b: Persons per Household - Primary Trade Area and WFRC Region.

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B.3.5 Age Distribution and Family Status

The current median age in the trade area is 29.6 years old, nearly the same as the Wasatch Front's 29.3 years. There are, however, a few key differences across certain age groups. The trade area has more residents aged 15 to 34 (38.7 percent versus 32.8 across the Metro area). The trade area also has a somewhat larger population of senior citizens than the region. Despite the general similarity in age distribution, one critical distinction between the trade area and remainder of the Wasatch Front population is that the trade area has significantly more non-family households (0.47 percent versus 25 percent) – a common phenomenon in central city locations. These younger, older and primarily single residents also help to explain the preponderance of rental housing in the area.

	Trade Area	Wasatch Front
0 to 4 years old	8.6%	9.6%
5 to 9 years old	7.1%	8.5%
10 to 14 years old	6.1%	8.2%
15 to 24 years old	16.6%	15.8%
25 to 34 years old	22.1%	17.0%
35 to 44 years old	13.3%	13.6%
45 to 54 years old	10.8%	11.8%
55 to 64 years old	6.3%	7.3%
65 and older	9.0%	8.1%

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

Table B.3.5: Population by Age - Primary Trade Area and WFRC Region (2005).

B.3.6 Ethnicity

As shown in Table B.3.6 (below), the trade area is much more ethnically diverse than the Wasatch Front overall, with large populations of Hispanic and Pacific Islander residents. Latino restaurants and markets can be found in the immediate vicinity of the study area along with a Tongan grocery.

	Trade Area	Wasatch Front
White Alone	69.4%	86.6%
Black Alone	2.9%	1.3%
Am. Indian	1.7%	0.8%
Asian / Pacific	7.4%	3.2%
Other	14.1%	5.6%
Two or More Races	4.5%	2.5%
Hispanic Origin	30.6%	12.2%

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

Table B.3.6: Population by Ethnicity - Primary Trade Area and WFRC Region (2004).

B.3.7

APPENDIX B. MARKET ANALYSIS

B.3.7 Education

Because the trade area includes a portion of Downtown dominated by the University of Utah, as well as pockets of disadvantaged populations, it includes a mix of educational attainment levels. The trade area has more residents with graduate degrees than the Wasatch Front overall (11 percent versus 8 percent), but also a much higher share of residents without high school diplomas (23 percent versus 13 percent).

	Trade Area	Wasatch Front
Graduate Degree	10.6%	8.3%
Bachelor's Degree	15.2%	17.9%
Associate Degree	6.1%	7.7%
Some College	21.8%	28.9%
High School Grad	23.1%	24.7%
No H.S. diploma	13.7%	9.2%
Less than 9 th Grade	9.4%	3.4%

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

Table B.3.7: Educational Attainment - Primary Trade Area and WFRC Region (age 25+, 2000).

B.3.8 Household Income

Household incomes in the trade area are significantly lower than those of the Wasatch Front as a whole (\$37,458 versus \$56,784). Both, however, are growing at approximately the same pace (3.1 versus 3.2 percent). The trade area has significantly more households earning less than \$35,000 per year (47 percent versus 26 percent). Because of smaller households in the trade area, per capita income discrepancies are not as great, with \$20,604 income per capita in the trade area and \$23,594 across the Wasatch Front overall.

	Trade Area	Wasatch Front
<\$15,000	17.7%	7.7%
\$15,000 to \$24,999	14.7%	8.2%
\$25,000 to \$34,999	14.5%	10.0%
\$35,000 to \$49,999	16.4%	16.6%
\$50,000 to \$74,999	17.4%	22.9%
\$75,000 to \$99,999	8.4%	14.3%
\$100,000 to \$149,999	6.7%	13.9%
\$150,000 to \$199,999	1.7%	3.1%
\$200,000 +	2.5%	3.3%

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

Table B.3.8a: Household Income Distribution - Primary Trade Area and WFRC Region (2005).

APPENDIX B. MARKET ANALYSIS



Figure B.3.8b: Median Household Income - Primary Trade Area and WFRG Region.

	Trade Area	Wasatch Front
2000	\$31,624	\$48,516
2005	\$37,458	\$56,784
2010	\$44,980	\$66,817
2000-05 Annual Growth	3.2%	3.1%

Sources: WFRG and LCG

APPENDIX B. MARKET ANALYSIS

B.3.9 Employment Profile

As shown in Table B.3.9a (left), employment in the trade area, with a 135,000-job base in 2005, accounts for approximately 19 percent of overall Wasatch Front employment. Growth through 2015, however, in the trade area is expected to slow, particularly relative to the Metro area (0.7 percent versus 2.0 percent annually). The occupational profile of the trade area presented in Table B.3.9b (below) suggests that the majority of trade area residents work in white-collar professions, a profile similar to that of the Wasatch Front.

	Trade Area	Wasatch Front
White Collar	57.0%	62.8%
Mgmt./Bu./Finance	10.7%	13.6%
Professional	20.9%	19.1%
Sales	9.8%	13.6%
Admin. Support	15.6%	16.7%
Services	18.4%	13.6%
Blue Collar	24.7%	23.5%
Agricultural	0.2%	0.3%
Construction / Mining	7.8%	7.5%
Install./Maint./Repair	3.0%	4.2%
Production	7.2%	5.7%
Transportation	6.5%	5.9%

Sources: U.S. Census Bureau; ESRI-BIS; and LCG

B.3.10 Psychographics

Psychographics is a term which describes peoples' psychological, as distinct from physical, characteristics. Psychographic analyses identify personality characteristics and attitudes that affect a person's lifestyle and purchasing behavior. Commercial retail developers, in particular, are interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories.

The top seven psychographic clusters present within the Euclid neighborhood include: *Metro Renters*; *College Towns*; *Metropolitans*; *Young and Restless*; *Old and Newcomers*; *Trendsetters* and *Social Security Set* (see Table B.3.10, below). The mix of clusters represents a diverse array of lifestyle groups across age and income segments. A description of each is presented in the discussion that follows.

Table B.3.9a: Employment Growth Forecast - Primary Trade Area and WFRC Region.

	Trade Area	WFRC region
2005	134,855	713,909
2006	136,463	730,324
2007	137,497	747,140
2008	138,663	764,040
2009	139,621	781,991
2010	140,248	799,606
2011	141,171	815,595
2012	141,948	830,699
2013	142,603	844,696
2014	143,207	857,973
2015	143,931	870,790
Annual Growth Rate 2005-15	0.7%	2.0%

Sources: WFRC and LCG

Table B.3.9b: Resident Occupations - Primary Trade area and WFRC Region (2005).

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Segment	Households	Index to U.S.
Metro Renters	7,363	1281
College Towns	3,185	975
Metropolitans	2,152	386
Young and Restless	1,766	272
Old and Newcomers	1,693	210
Trendsetters	1,633	431
Social Security Set	1,147	403

Sources: ESRI-BIS and LCG

Table B.3.10: Psychographic/Lifestyle Profile - Primary Trade Area and WFRC Region.

Metro Renters residents are young (approximately 30 percent are in their twenties), well-educated singles beginning their professional careers in the largest cities such as New York, Chicago, and Los Angeles. Their median household income has been increasing faster than most market segments. A majority are renters, often in older high-rise units. They live alone or share space with roommates. *Metro Renters* spend money on themselves, buying women's designer jeans, ski apparel, and workout clothing. They enjoy time with friends and entertain at home. For leisure, they attend rock concerts, go to the movies, and go dancing. They play racquetball and tennis, practice yoga, work out regularly, ski, and jog. Surfing the Internet is an important part of their lives, as they go online to search for jobs, listen to the radio, and order airline and concert tickets.

Neighborhoods in *College Towns* represent on- and off-campus living. This market segment has a strong presence of college students; nearly 42 percent are enrolled in college and one-third of these students still live on campus. The median age is 25 years, with a high concentration of 18 to 24 year olds. Housing is a mix of low-income, multi-unit rentals and single-family detached homes with married couples. Convenience is the primary consideration for food purchases; residents frequently eat out, order in, or eat ready-made or easy to prepare meals bought from the closest grocery store. Owning a laptop or desktop computer and being able to access the Internet are necessities. In their leisure time, they enjoy playing sports, attending rock concerts and college football games, and going to the movies and bars. MTV and Comedy Central are their favorite cable television channels.

Metropolitan residents favor city living in older neighborhoods populated by singles or childless couples. These neighborhoods are an eclectic mix of single- and multi-family structures. Residents include both Generation Xers and retirees, most of whom are prosperous. Busy and actively living the urban lifestyle, *Metropolitans* residents participate in yoga, attend rock concerts, and visit museums. They listen to jazz, news, talk, and sports radio and rent foreign videos. They travel for business or pleasure, belonging to three or more frequent flyer programs. They participate in numerous civic activities such as volunteering for environmental causes.

Change is the constant in the *Young and Restless* market. With a median age under 29 years, the population is young and on the go. More than 70 percent have moved in the past five years. Still not settled, single-person or shared

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households are the standard – almost 60 percent of this growing segment. *Young and Restless* residents are renters who favor multi-unit apartment buildings. Many are college graduates; some are still enrolled in college. Technologically savvy, they use the Internet to communicate with family and friends, shop, bank, and search for new employment opportunities. They read magazines to keep up with trends in lifestyle and entertainment. They watch movies in the theater and on video, work out at the gym, and go to bars and nightclubs.

The cutting edge in urban style, *Trendsetters* residents are young, diverse, and mobile and found primarily on the West Coast. Still renting, they favor upscale, multi-unit settlements in older city districts. Well-educated and professional—but not always typical—they have good jobs. More than half of these residents are single and live by themselves or share housing with a roommate. *Trendsetters* residents are spenders; they buy from stores and online. To keep up and to keep in touch, they are never far from their electronic gadgets such as PDAs, cell phones, MP3 players, or their computers. Many are already preparing for retirement by investing in mutual funds and stocks. *Trendsetters* residents are health conscious and exercise regularly. They work out at home, in fitness clubs, and outdoors by biking or jogging.

Elderly residents who live alone characterize the *Social Security Set*. More than four out of 10 householders are 65 years of age or older. This market has one of the lowest household incomes. Most residents live in low-rent, high-rise apartment buildings in large cities across the United States. Limited resources somewhat restrict the purchases and activities of *Social Security Set* residents. They usually shop at discount stores, but for food, they shop at the closest grocery store. Residents depend on Medicare and Medicaid to cover their health care costs. They prefer to pay with cash and bank in person. Many households subscribe to cable or satellite TV, since watching television is essential. Residents especially enjoy watching a variety of sporting events

Old and Newcomers neighborhoods are in transition, populated by renters who are starting their careers or retiring. Many householders are in their twenties or above the age of 75. The median age of 36 years simply splits this age difference. Spread throughout U.S. metropolitan areas, *Old and Newcomers* neighborhoods have more single-person and shared households than families. Many residents have moved recently. Mid- or high-rise apartment buildings constructed in the 1970s dominate the housing market. The purchase choices of *Old and Newcomers* residents reflect their unencumbered lifestyle as singles and renters. Compact cars are preferred by these non-family households. Cats are the preferred pets because of apartment living. Among markets with median household incomes below the U.S. level, this segment has the highest readership of books. Depending on their age, they play sports such as racquetball and golf in addition to jogging or walking.

B.4

APPENDIX B. MARKET ANALYSIS

B.4 Market Conditions

An analysis of the performance of real estate products within a market, as well as competitive projects within a trade area, provides an indication of whether an area may be ready for new development or redevelopment. It also informs identification of potential gaps in the market – niches that new development could fill. As market opportunities are developed for the Euclid neighborhood Study Area, it is important to note where a community might be with respect to real estate cycles, both under current conditions and projecting ahead to the future.

Figure B.4 illustrates the nationally accepted cycle of real estate as presented by Legg Mason Wood Walter, Inc. and Leland Consulting Group. Based on the experiences of markets across the U.S., both small and large, this illustration highlights the way in which real estate reacts to changing market conditions. In Utah and the Southwestern U.S., this cycle has historically occurred in 10- to 15-year periods over the last three decades. Most local real estate professionals believe that the Utah market completed one of these real estate cycles and begun a new one within the past 2 to 3 years. Based on current and short-term real estate trends, the Utah market is most likely emerging from Phase I of the cycle (Recovery) and entering Phase II (Expansion). This Phase II segment of the cycle provides the greatest opportunity to capitalize on future growth and/or fill unmet niches for certain real estate products. Additionally, it is the portion of the cycle within which capital is most readily available for investment. Therefore, a planning effort such as that for the Euclid neighborhood could take advantage of this window of opportunity.

Keeping in mind where the market area is in relation to the real estate cycle, the information that follows presents a summary of current supply and demand conditions for competitive retail, office and residential properties within which the study area will compete.

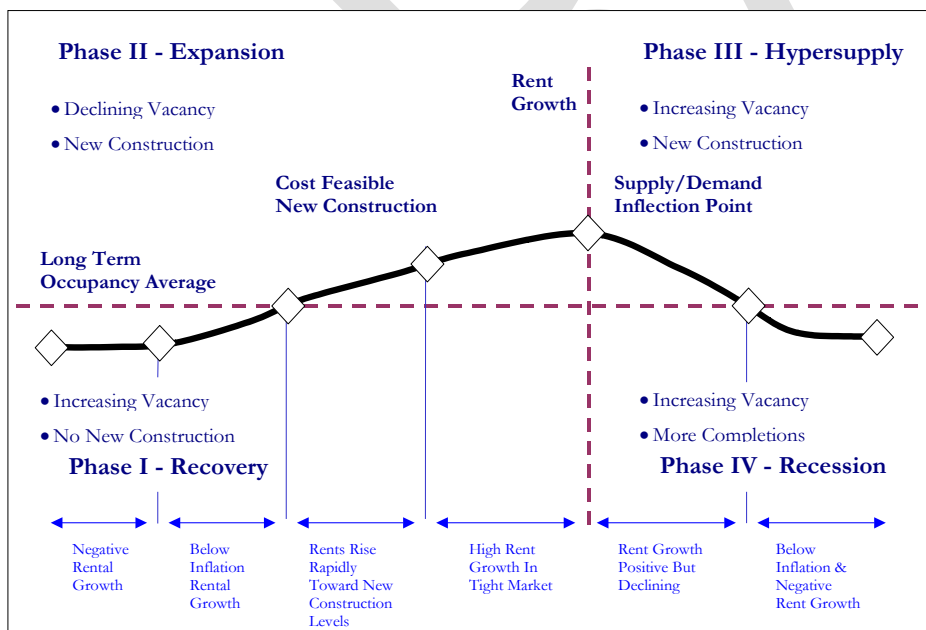


Figure B.4: Real Estate Market Cycles

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B.4.1 Supply and Demand by Land Use

The following discussion of market supply and demand concerns land use categories most likely to be included in the redevelopment of the Euclid neighborhood over the next ten years. These include retail (neighborhood-oriented); residential (primarily high density); and office (primarily professional, freestanding, vertically-integrated). Industrial land uses currently exist within the study area, and may continue to play an important role, but are not expected to be a significant component of any redevelopment effort (in terms of new tenants/users being pursued). As such, no projections for industrial demand are presented herein.

B.4.2 Retail Supply Characteristics

The retail trade area for the Euclid neighborhood is approximately equal to the Northeast plus Northwest sectors, as tracked by the Commerce CRG brokerage group. Tables B.4.2a-d (following) summarize supply, rent and vacancy conditions for sectors making up the Metro Salt Lake City retail market. Conditions are also reported across different types of retail centers.

The Northwest sector, defined as west of Interstate 15 and north of 2700 South, has very little existing retail space, compared with other sectors in the Metro area, and has both the lowest average rental rate (at \$13.67) and lowest vacancy rate (at just 1.3 percent). The Northeast sector – which includes Downtown, the University of Utah area, new Gateway District, and newer corridor development along 300 West between 1300 South and 2100 South – has approximately four million square feet of existing retail, with a 10 percent vacancy rate (versus 8.1 percent overall). Average rents in Northeast are by far the highest in the Metro area, at almost \$27.00 per square foot per year. Overall space inventory should increase substantially in the Northeast sector if plans for the redevelopment of LDS Church-owned Downtown properties proceed as planned (see Site Analysis discussion).

Vacancies have trended slowly upwards since 1998, from 4.3 percent to 8.1 percent Metro-wide. The Northwest, with its smaller base inventory, has countered this trend in recent months to move from 5 percent to just over one percent vacancy, while the Northeast has generally followed the wider regional trend. Currently, regional malls have the highest vacancy rates among center types at over 12 percent, while regional centers (non-enclosed major retail including big box/power centers) have the lowest vacancies at approximately three percent. In fact, regional centers are the only center type to enjoy rising occupancies since 1998. Neighborhood centers are close to the overall average at 8.5 percent vacancy.

Redevelopment efforts across infill sites in older parts of Salt Lake (such as the Euclid neighborhood) are likely to be hampered by new legislation prohibiting the use of condemnation for retail developments. How the new statute would play out given the recent U.S. Supreme Court decision which essentially upheld the right for private transfer in urban renewal cases is currently unclear.

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Salt Lake City Retail Inventory Mid-year 2005 (by Subarea)

Sector	Total s.f.	Available s.f.	Vacancy Rate	Total s.f. excluding malls	2004 Absorption	Mid-year 2005 Absorption	Avg. Rents
Northeast	4,004,915	400,045	10.0%	2,476,307	194,688	2,462	\$26.82
Central East	5,137,174	595,064	11.6%	3,260,702	34,303	-13,154	\$15.73
Southeast	7,253,317	506,436	7.0%	6,298,103	437,011	141,285	\$17.41
Northwest	441,900	5,706	1.3%	441,900	0	16,460	\$13.67
Central West	5,557,756	397,187	7.1%	4,949,756	728,369	20,817	\$14.26
Southwest	3,551,734	207,866	5.9%	3,551,734	237,954	-3,510	\$16.73
Total	25,946,796	2,112,304	8.1%	20,978,502	1,632,325	164,360	\$17.38

Salt Lake City Retail Inventory Mid-year 2005 (by Center Type)

Sector	Total s.f.	Available s.f.	Vacancy Rate	2004 Absorption	Mid-year 2005 Absorption	Avg. Rents
Regional Mall	4,968,294	611,293	12.3%	-77,223	0	\$62.11
Regional Center	4,261,595	131,421	3.1%	403,143	-2,965	\$23.57
Community Center	10,435,158	792,980	7.6%	1,091,590	210,657	\$17.57
Neighborhood Center	4,289,619	364,629	8.5%	46,060	-28,041	\$15.13
Anchorless Center	1,992,131	211,981	10.6%	168,755	-15,291	\$14.65
Total	25,946,797	2,112,304	8.1%	1,632,325	164,360	\$17.38

Salt Lake City Retail Vacancy Trends (by Subarea)

Sector	1998	1999	2000	2001	2002	2003	2004	2005
Northeast	3.6%	4.2%	2.4%	4.2%	7.3%	10.0%	10.1%	10.0%
Central East	3.6%	3.4%	2.6%	3.5%	9.0%	12.0%	11.5%	11.6%
Southeast	4.8%	5.2%	4.8%	5.9%	4.5%	4.2%	5.9%	7.0%
Northwest	4.6%	7.2%	4.5%	4.5%	5.2%	5.0%	5.0%	1.3%
Central West	8.9%	5.3%	9.8%	8.6%	9.8%	7.6%	7.5%	7.2%
Southwest	4.1%	4.4%	4.0%	5.2%	4.6%	2.9%	5.8%	5.9%
Total	4.3%	4.6%	4.9%	5.6%	7.0%	7.3%	8.0%	8.1%

Salt Lake City Retail Vacancy Trends (by Center Type)

Sector	1998	1999	2000	2001	2002	2003	2004	2005
Regional Mall	1.6%	2.6%	2.3%	2.2%	5.4%	10.8%	12.3%	12.3%
Regional Center	5.8%	4.9%	5.2%	5.0%	4.6%	4.9%	3.0%	3.1%
Community Center	4.1%	4.6%	5.1%	4.6%	8.4%	5.6%	7.5%	7.6%
Neighborhood Center	6.9%	5.9%	6.5%	9.3%	7.9%	8.2%	7.9%	8.5%
Anchorless Center	5.2%	7.0%	7.4%	11.8%	7.8%	9.6%	10.3%	10.6%
Total	4.3%	4.6%	4.9%	5.6%	7.0%	7.3%	8.0%	8.1%

(Sources: Legg Mason Wood Walker, Inc. and LCG)

Tables B.4.2a-d: Retail Supply Conditions - Salt Lake City centers over 10,000 square feet only.

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B.4.3 Estimating Retail Demand – Methodology

To develop reasonable forecasts of market demand for retail real estate products, LCG used a model based on projections of household growth and consumer expenditure patterns within a residential trade area. For the Euclid neighborhood this was equivalent to the primary trade area for this analysis shown in Figure B.3a. Depending on the nature of the retail establishment, additional demand may be sourced from a larger trade area (such as Salt Lake City as a whole), but this demand would still be secondary to, and smaller than, demand from primary trade area residents. In this analysis, estimates of trade area consumer spending potential (modeled on Census-based Consumer Spending Patterns data) are compared to estimates of existing retail supply across several spending categories. Discrepancies in these supply and demand estimates are considered indicative of potential gaps or “voids” – areas where local retail supply is not meeting local demand. Note that for the Euclid neighborhood trade area, there were no retail voids identified (suggesting that the trade area already sells more retail good (imports sales) than are consumed by its own residents. In addition to demand from retail voids, this analysis looks at demand generated from projected household growth in the trade area. Such growth is expected to create demand across spending categories based on those same estimated spending patterns. Finally, some measure of future retail demand is expected to result from anticipated replacement of obsolete existing retail space in the trade area. The rate at which this occurs is an estimate based on judgment factoring in the age and quality of existing retail space relative to competition in the region.

Table B.4.3 (below) summarizes forecasted retail demand in the Euclid neighborhood primary trade area over the next five years.

Table B.4.3: Retail Demand Analysis - Euclid Trade Area, 10-year Estimates.
Assumes trade area household growth of 1.2% annually and conservative assumption of 0.5% annual turnover from retail space obsolescence.

Category	Demand (retail potential)	Est. Sales / s.f.	Current Retail Void (s.f.)	Additional Demand from Household Growth (10-yr)	Est. existing s.f.	Additional Demand from Turnover / Obsolescence (10-yr)
Auto Parts, Accessories, & Tires	\$15,451,812	\$250	n/a	7,830	145,730	7,286
Furniture & Home Furnishings	\$29,544,108	\$225	n/a	16,636	191,127	9,556
Electronics & Appliance Stores	\$17,688,865	\$225	n/a	9,960	339,919	16,996
Bldg Mater., Garden Equip.	\$30,593,976	\$300	n/a	12,920	140,478	7,024
Groceries	\$136,471,942	\$375	n/a	46,106	474,754	23,738
Specialty Food Stores	\$8,394,878	\$350	n/a	3,039	63,571	3,179
Beer, Wine, and Liquor Stores	\$4,392,742	\$300	n/a	1,855	57,397	2,870
Health & Personal Care Stores	\$13,108,511	\$275	n/a	6,039	813,516	40,676
Clothing and Accessories	\$42,102,966	\$200	n/a	26,670	667,614	33,381
Sporting, Hobby, Book, & Music	\$25,999,494	\$200	n/a	16,470	151,824	7,591
General Merchandise Stores	\$116,176,232	\$325	n/a	45,288	940,139	47,007
Miscellaneous Store Retailers	\$15,869,139	\$200	n/a	10,052	230,257	11,513
Food Services & Drinking Places						
Full-Service Restaurants	\$59,780,020	\$250	n/a	30,295	558,112	27,906
Limited-Service Eating Places	\$51,396,675	\$325	n/a	20,035	414,410	20,721
Special Food Services	\$8,260,808	\$250	n/a	4,186	151,363	7,568
Drinking Places (Alcohol)	\$11,591,583	\$350	n/a	4,196	80,064	4,003
			0	261,578	5,420,276	271,014

Sources: U.S. Census; WFRC; ESRI-BIS; Urban Land Institute; and LCG

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B.4.4 Retail Market Capture

As shown in Table B.4.4 (below), total trade area demand for retail space over the next ten years exceeds 6.0 million square feet (including growth from new households and turnover/obsolescence). Because the vision for the Euclid neighborhood redevelopment is focused on smaller, neighborhood-scale, transit-oriented development, not all retail categories shown in the baseline demand table would play a significant role in likely redevelopment initiatives. Table B.4.4 shows a select group of neighborhood-oriented retail categories and quantifies likely levels of market capture for the Euclid neighborhood.

Note that capture rates differ across categories. The neighborhood is not expected to capture a large share of apparel sales because of the predominance of that category in Gateway and the planned Taubman redevelopment Downtown. On the other hand, subject capture for grocery and specialty food categories is likely to be higher than average given the area's neighborhood setting.

Using these select categories and assumed capture rates, it would be reasonable for the neighborhood to absorb between 50,000 and 60,000 new square feet of retail space over the next ten years. Note that attainable capture for grocery store square feet is under 20,000 square feet, suggesting that it may be unlikely for a full-scale supermarket tenant (approximately 50,000 square feet on average for urban products) to be part of the redevelopment. However, a smaller format ethnic or natural food grocery stores could be successful (and more appropriately scaled for transit-oriented neighborhood development). Other significant absorption potential exists in categories that fit well with pedestrian-oriented storefront development, such as restaurants, miscellaneous shops, small professional office space, hobby and health stores.

Category	Total Demand (Growth + Replacement)	Attainable Capture Rate	Attainable Capture (s.f.)
Grocery Stores	69,844	25%	17,461
Specialty Food Stores	6,217	20%	1,243
Beer, Wine, and Liquor Stores	4,725	20%	945
Health & Personal Care Stores	46,715	20%	9,343
Clothing and Clothing Accessories	60,051	5%	3,003
Sporting, Hobby, Book, & Music	24,061	10%	2,406
Miscellaneous Store Retailers	21,565	10%	2,157
Full-Service Restaurants	58,200	15%	8,730
Limited-Service Eating Places	40,756	15%	6,113
Special Food Services	11,754	20%	2,351
Drinking Places (Alcohol)	8,199	15%	1,230
Other (financial, prof. Office, entertainment)	88,022	20%	17,604
Total s.f. (Neighborhood categories)	440,110		54,982

Sources: U.S. Census; WFRG; ESRI-BIS; Urban Land Institute; and LCG

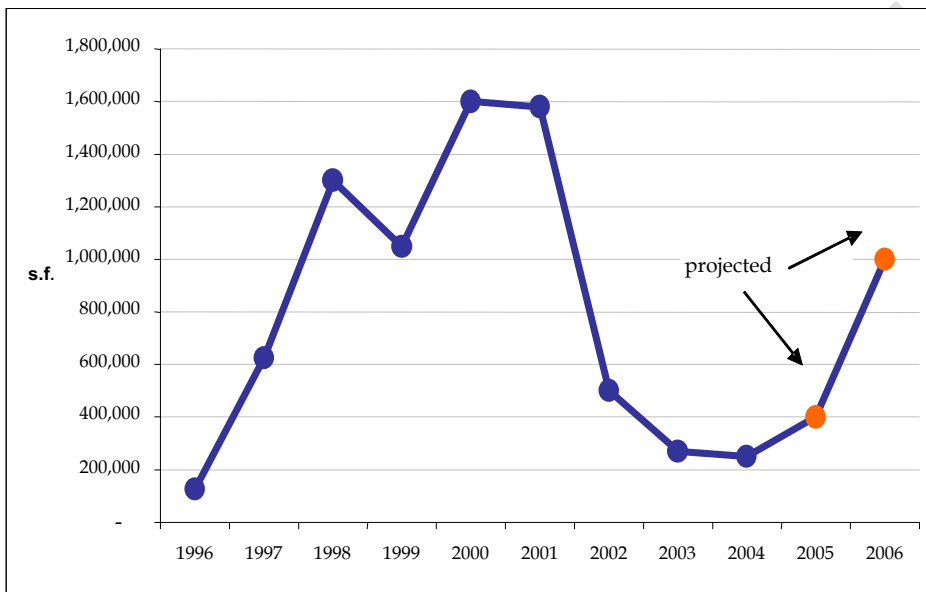
Table B.4.4: Retail Capture - Euclid
Trade Area, 10-year Estimates.

B.4.5

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B.4.5 Office Supply Characteristics

In general, the office market in Salt Lake City continues to improve over recent years, with overall vacancy rates dropping steadily and approaching equilibrium levels. Class A occupancy is improving across the board (except in the Periphery, where vacancies slipped back to 19.5 percent after dropping below 18 percent last year). Suburban office occupancies are strengthening in all classes, while CBD trends are more mixed. While occupancies have slipped in the Periphery (CBD outskirts) in each class over the past two years, increases in speculative construction expected for 2005 and 2006 reflect optimism about the sector, putting pressure on landlords to maintain positive absorption.



B.4.6 Estimating Office Demand – Methodology

To estimate demand for office real estate products, LCG used a model based on projected employment growth in the trade area. Employment base and growth projections are taken from forecasts developed by the Wasatch Front Regional Council for their Traffic Analysis Zones (geographical divisions typically somewhat larger than census tracts). These employment figures are distributed across industry sectors based on ESRI-BIS models (using InfoUSA establishment-based estimates of jobs by industry). Job counts at the industry sector level are grown at the projected overall rate, multiplied by a factor for office use penetration, and finally multiplied by a square footage per employee assumption to arrive at new demand for office space over the ten-year time period. As with retail, some level of demand is also expected to be generated by replacement of obsolete space over time.

Table B.4.6, below, summarizes estimated office demand in the Euclid neighborhood trade area over the next ten years.

Table B.4.5a: Class A Office Vacancy Trends - Salt Lake County.

Class A Vacancy Rates			
	2003	2004	2005
CBD	11.3	9.8	8.9
Periphery	23.6	17.7	19.5
Suburban	18.3	11.6	8.6

Class B Vacancy Rates			
	2003	2004	2005
CBD	12.8	11.6	13.7
Periphery	10.9	13.6	13.4
Suburban	15.1	13.8	10.2

Class C Vacancy Rates			
	2003	2004	2005
CBD	12.8	11.6	13.7
Periphery	10.9	13.6	13.4
Suburban	15.1	13.8	10.2

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Category	Est. 2005 Jobs	Annual Job Growth Rate	10-yr. Job Growth	Est. Pct. Office	10-yr. Office Demand from Job Growth (s.f.)	10-yr. Est. Office Demand from Turnover
Agriculture & Mining	348	0.7%	25	30%	1,884	1,825
Construction	3,844	0.7%	278	30%	20,829	20,182
Manufacturing	14,464	0.7%	1,045	30%	78,373	75,936
Transportation	3,359	0.7%	243	30%	18,203	17,637
Communication	739	0.7%	53	50%	6,671	6,463
Electric, Gas, Water, Sanitary	1,293	0.7%	93	50%	11,674	11,311
Wholesale Trade	8,571	0.7%	619	10%	15,480	14,999
Retail Trade Summary	17,905	0.7%	1,294	15%	48,509	47,000
Finance, Insurance, Real Estate Services (Non-Retail)	5,425	0.7%	392	95%	93,080	90,185
Hotels & Lodging	4,408	0.7%	318	10%	7,961	7,713
Automotive Services	1,817	0.7%	131	20%	6,563	6,359
Entertainment & Recreation	2,675	0.7%	193	20%	9,663	9,362
Health Services	1,358	0.7%	98	30%	7,358	7,129
Legal Services	3,885	0.7%	281	95%	66,659	64,586
Education Institutions	2,194	0.7%	159	30%	11,890	11,520
Other Services	12,259	0.7%	886	70%	154,990	150,170
Government	12,621	0.7%	912	60%	136,778	132,524
Other	56	0.7%	4	60%	603	585
Totals	97,219		7,024		697,166	675,486
Sources: ESRI-BIS; WFRC; and LCG				Subject Capture (5%)	34,858	33,774

B.4.7 Office Market Capture

As shown in Table B.4.6 (above), total trade area demand for office space stemming from projected employment growth over the next ten years is approximately 700,000 square feet, with a similar amount (just over 675,000 additional square feet) coming from replacement/turnover of obsolete existing office space. Assuming a relatively aggressive capture rate of 5 to 10 percent of this trade area office demand, the Euclid neighborhood could absorb approximately 68,000 to more than 120,000 total square feet of new office space over ten years. Opportunities for office products in the study area would likely be limited to service and professional office space, freestanding, and vertically-integrated space within mixed-use buildings. Given the relative absence of existing study area office, capture of this amount of space would also require a concerted marketing effort based on promotion of the Euclid neighborhood as a transit-oriented alternative to the CBD.

B.4.8

Table B.4.6: Office Demand - Primary Trade Area. Trade Area employment growth rate of 0.7% based on WFRC forecasts for 2005-15; assumes 250 s.f. of office space per office employee.

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B.4.8 Residential Supply Conditions

Lots of any substantial sizes for residential development are scarce within the primary trade area. As a result, competitive development is small- to medium-scale except in cases of major infill redevelopment activity, such as the Gateway area. The Gateway, shown at right, is a 2,500,000 square foot mixed-use brownfields redevelopment with a mix of uses including 700,000 square feet of retail, 700 residential units and 800,000 square feet of office on its initial 40 acres. The overall Gateway project calls for redevelopment of approximately 650 acres and could include as much as 10,000 dwelling units over the life of the project.

At mid-year 2005, apartment occupancies in Salt Lake County stood at 93.9 percent, up from 92.8 percent at mid-year 2004. As occupancy levels are slowly beginning to improve, rental rates appeared to strengthen and concessions were reduced. Recent weaknesses in terms of vacancies appeared to haven been driven, not by oversupply, but by reduced demand as a function of low mortgage interest rates. As shown in the following graph, new market supply volumes were modest in recent years, with 2005 on pace to be the slowest construction year since 1992. Average annual absorption of apartments since 1997 has been 990 units.



Image B.4.8a: Gateway

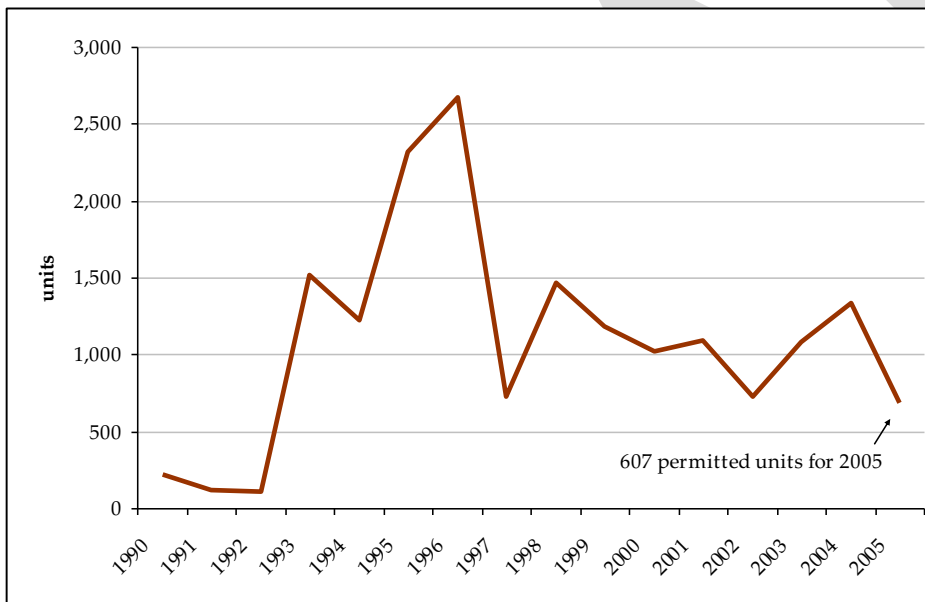


Figure B.4.8b: Apartment Construction Activity Trend - Salt Lake County.

Sources: Commerce CRG and LCG

Occupancy overall was higher in larger apartment communities, with 7.7 percent vacancy for communities under 50 units and just 5.5 percent vacancy for those with more than 50 units. Vacancy trends by year of construction suggest a preference for newer (post-1990) units at 5.4 percent vacancy versus 7.1 percent for units built before 1980.

Apartment rents in Salt Lake County averaged \$760 for units built since 1990. Including older units, the overall market has an average rent of \$624, which is up \$28 from the 2004 average. In 2005, rents west of Interstate 15 averaged

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\$610, versus \$635 for units east of the Interstate. Similarly, vacancies are higher in the west, at 6.4 percent, versus 5.8 percent on the east-side.

In the fourth quarter of 2004, single-family ownership units in Salt Lake County averaged \$198,394, versus \$144,139 for condominiums, according to the Utah Association of Realtors. Much of the condo construction activity in the County has been focused on the Central Business District. Since 2000, 10 new housing developments have been constructed in the CBD, totaling 885 units. Of these, 243 were condominiums, as shown in Table B.4.8c (below).

Development	Type	Units
Northgate	Apartments	330
City Front	Apartments	155
Bridge Apartments	Apartments	62
Liberty Metro Apts.	Apartments	95
Parc at The Gateway	Condominiums	152
Uffens Marketplace	Condominiums	45
Library Square Condominiums	Condominiums	29
Karrick Building	Condominiums	9
Gardens Condominiums	Condominiums	5

Sources: University of Utah Bureau of Economic and Business Research and LCG

Table B.4.8c: Housing Development Activity - Since 2000, Central Business District (including Gateway).

In addition to these projects, the Downtown area has seen a surge in conversions of aging warehouse and office space into residential loft units. A recent profile of the Salt Lake CBD estimates that about one out of every eight units (or 226 total) added since 1997 to the Downtown area has been this form of renovation, with final products typically selling for more than \$200 per square foot. Much of the renovation is occurring in West Downtown, between 200 and 300 South and west of West Temple. In addition, the LDS Church is planning some 900 new housing units as part of the redevelopment of its Downtown properties, ZCMI Center and Crossroads Plaza.

B.4.9 Estimating Residential Demand – Methodology

To develop reasonable forecasts of market demand for residential real estate products, LCG used a model based on projections of household growth within a residential trade area. Because of its relative geographic isolation from nearby residential competition, it is reasonable to assume that a new project planned within the Euclid neighborhood would simply capture some portion of growth already anticipated for that larger trade area (a very large, master-planned community would, on the other hand, be expected to compete for demand from a larger, regional trade area). To arrive at a reasonable growth rate, LCG typically looks at two sources of projections: local small-area forecasts (in this case, Wasatch Front Council of Governments' forecasts for Traffic Analysis Zones approximately matching the Euclid neighborhood trade area), and statistically trended projections from a Census-based national source (in this case, ESRI-BIS, a widely-used demographic data supplier). For the trade area, WFRC projects household growth from 2005 to 2015 of 1.0 percent per year. ESRI-BIS, on the other hand, using recent historical trends, projects growth (from 2005 to 2010) at 1.32 percent per year. A blended rate,

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skewed somewhat towards the higher trended projection of 1.2 percent annual growth, was used for this forecast.

Once a base count of households was established, and a reasonable growth rate determined, residential demand was modeled as a function of household growth over ten years for multiple small-to-medium scale developments occurring within the neighborhood. Household growth was apportioned across income strata (estimated by ESRI-BIS), which were then translated into housing price points (for both rental and for sale) using assumptions related to long-term interest rates and affordability (approximately 7 percent APR and approximately 30 percent of income, respectively). For an area such as North Central Salt Lake City that has experienced some “gentrification” it is assumed that the income distribution of new households is slightly higher than those of existing residents. A sliding scale of propensity to rent is applied across income groups, such that the total percent of renters is equal to the existing percent of renters, leaving total ten-year demand for rental and ownership units across price points. Although a reasonable estimate of *annual* demand can be obtained by simply dividing these totals by ten, it is more likely that annual demand would start lower and increase steadily over the timeframe as the market is proven up for investment.

Table B.4.9 (below), summarizes forecasted residential demand in the trade area over the next ten years. Trade area household growth suggests demand for 3,382 new rental units and 2,582 new ownership units over the next 10 years.

Assumptions					
Households	2005	45,430	CAGR	1.2%	
	2010	48,135	Demolition Rate/yr.	0.05%	
	2015	51,001	Annual Pct. “2 nd Home”	3.0%	
HH Growth	(05-15)	5,571	Pct. Renters	57%	
Total Unit Requirement		5,965			

Table B.4.9: Residential Demand - Euclid Neighborhood & Trade Area 10-Year Estimates.

10-yr Trade Area Demand from New Households

Annual Income Range (2005 dollars)	Approx. Rent Range	Approx. Home Price Range	Current HHs in Income Bracket (2005)	Est. New HHs by Income Bracket	Total Units	Est. Pct. Renters	Total Rental Units	Total Ownership Units
Up to \$15K	Up to \$375	Up to \$50K	18%	10%	597	95%	567	30
\$15-25K	\$375 - \$625	\$50 to \$85K	15%	15%	895	90%	805	89
\$25-35K	\$625 - \$875	\$85 to \$120K	15%	16%	954	70%	668	286
\$35-50K	\$875 - \$1000	\$120 to \$175K	16%	18%	1,074	60%	644	429
\$50-75K	\$1000+	\$175 to \$250K	17%	19%	1,133	40%	453	680
\$75-100K	\$1000+	\$250 to \$350K	8%	10%	597	25%	149	447
\$100-150K	\$1000+	\$350 to \$500K	7%	8%	477	15%	72	406
\$150K and up	\$1000+	\$500K and up	4%	4%	239	10%	24	215
Totals			100%	100%	5,965	57%	3,382	2,582

New Household growth rate based on average of ESRI-BIS projection and WFRC TAZ-level forecast

Sources: ESRI-BIS; WFRC; U.S. Census; and LCG

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B.4.10 Study Area Market Capture

As shown in Table B.4.9 (above), total trade area demand for residential development over the next ten years is approximately 2,582 ownership units and 3,382 rental units. For ownership units, the study area would most likely compete for higher density products which fit better within the envisioned transit-oriented Euclid neighborhood redevelopment environment (e.g., townhomes, rowhouses and condominiums). It is estimated that these products would comprise at least one-half of trade area ownership housing demand, given the urban setting. For the larger Euclid neighborhood trade area, this would equate to demand for approximately 1,494 units over ten years (excluding units falling well below market prices). Assuming an overall capture rate of 7 percent (and up to 10 percent within mid-range price points), the Euclid neighborhood could support market demand for 108 total townhomes or condominiums over ten years. Given the urban, transit-oriented setting and vision for the subject neighborhood, these units would likely be developed as a mix of rowhomes, townhomes, lofts and/or condominiums, either configured in separate buildings or integrated above ground-floor retail.

Annual Income Range (2005 dollars)	Approx. Home Price Range	Total Ownership Unit Demand	Est. Percent Town-home/Condo	Town-home/Condo Unit Demand	Euclid Capture Rate	Euclid Unit Capture
\$15-25K	\$50 to \$85K	89	90%	80	5%	4
\$25-35K	\$85 to \$120K	286	90%	257	5%	13
\$35-50K	\$120 to \$175K	429	70%	300	10%	30
\$50-75K	\$175 to \$250K	680	60%	408	10%	41
\$75-100K	\$250 to \$350K	447	50%	223	7%	15
\$100-150K	\$350 to \$500K	406	40%	162	3%	5
\$150K and up	\$500K and up	215	30%	64	0%	0
		2,552	51%	1,494	7%	108

Source: ESRI-BIS, WFRC, U.S. Census, and Leland Consulting Group

Table B.4.10a: Townhome/Condo Market Capture - Euclid Neighborhood & Trade Area 10-Year Estimates.

Comparing the 10-year trade area demand for 3,382 rental units to the historical absorption of new apartments across Salt Lake County since 1997 (990 units per year, on average), 30 percent of new apartments in the County could be built within the larger Euclid neighborhood trade area. Assuming a 6 percent overall capture rate of trade area rental housing (as high as 10 percent within the \$35,000 to \$50,000 renter income bracket), the Euclid neighborhood could potentially support 154 units in new rental/apartment housing development over the next ten years (excluding units with rents falling below \$375). This capture would occur across a mix of rental points from below \$500 (possibly including some affordable units) to over \$1,000 per month range, as shown in Table B.4.10b (below).

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Annual Income Range (2005 dollars)	Approx. Rent Range	Total Rental Unit Demand	Euclid Capture Rate	Euclid Unit Capture
\$15-25K	\$375 - \$625	805	2%	16
\$25-35K	\$625 - \$875	668	5%	33
\$35-50K	\$875 - \$1000	644	10%	64
\$50-75K	\$1000+	453	7%	32
\$75-100K	\$1000+	149	5%	7
\$100-150K	\$1000+	72	3%	2
\$150K and up	\$1000+	24	0%	0
		2,815	6%	154

Source: ESRI-BIS, WFRC, U.S. Census, and Leland Consulting Group

As with attached ownership products, this rental unit capture could occur in separate buildings, designed over ground-floor retail, or both. Experience has shown that residential absorption rates among units in mixed-use environments including downtowns, urban villages, town centers, transit-oriented developments, can exceed standard market performance by as much as 10 to 20 percent. As such, these estimates should be considered conservative (yet consistent with likely land availability in the neighborhood).

B.4.11 Market Opportunity Summary

Table B.4.11 (below) summarizes market opportunities for specific development products within the Euclid neighborhood study area over the next 10 to 20 years. Short-term land use opportunities assume availability of land (either through turnover of industrial properties, and redevelopment of the State Fairpark parking lot properties).

Land Uses	Short-Term (1-5 Years)	Mid-Term (5-10 Years)	Long-Term (10+ Years)
Retail			
Specialty Retail		X	X
Entertainment/Dining		X	X
Neighborhood-Serving	X	X	X
Community/Regional			
Office			
Class A High-Rise			
Corporate Campus			
Class B Mid-Rise		X	X
Local Service/Professional	X	X	
Housing			
		dense only (e.g. patio homes)	
Single-Family Detached			
Rental Apartments	X	X	
Rowhouse/Townhouse	X	X	
Condominiums	X	X	
Live/Work Lofts	X	X	

Source: LCG

Table B.4.10b: Apartment Market Capture - Euclid Neighborhood & Trade Area 10-Year Estimates.

Table B.4.11: Market Opportunity Summary - Euclid neighborhood study area.

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B.5 Conclusion

Following identification of investment markets (by land use type) comes the challenge of outlining an implementable strategy for promoting investment in the neighborhood, as well as beyond the study area. Webster's Dictionary defines implementation as "a means for accomplishing an end" or "an action to put into effect."

Experience has proven that no one project would revitalize the Euclid neighborhood. Rather, revitalization would be dependent on a series of actions designed to capitalize on market opportunities and overcome barriers – effectively readying the environment for investment. Key to the successful implementation of the neighborhood plan would be the continued identification and implementation of actions tailored to the unique issues of the study area.¹ This strategy builds community goodwill; enhances quality-of-life; provides opportunities for public participation; allows special-interest groups to have a role in the revitalization effort; sends a message that the neighborhood is successful and making positive strides; and, creates an increasingly attractive environment for investment and development. Investors, developers and lenders seek out environments with market opportunity and prospects for success, devoid of obstacles and sound in sustainability. This market analysis for the Euclid neighborhood is one component of the roadmap to move the vision towards reality and to ensure that redevelopment is accomplished in a way that balances private investment objectives with community sustainability.

¹ The definition of "actions" is broad as it applies here – it includes public, private or public-private physical projects, social programs, and educational programs; public relations and goodwill-building programs; and policy reform – identified to promote opportunities and overcome barriers.

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APPENDIX C. PROJECT CHRONOLOGY

The collaborative efforts of the U.S. Environmental Protection Agency (EPA), the U.S. Army Corps of Engineers (USACE), Salt Lake City, other federal, state and local agencies; in addition to, involved residents, businesses, and property owners the Euclid Small Area Plan is becoming the instrument that will determine the future of this neighborhood.

Project Chronology for the Euclid Small Area Plan:

- 1998. US Army Corps of Engineers (USACE) begins study of concept of daylighting City Creek.
- March 2003. USACE decides City Creek project is a worthwhile project.
- July 2003. EPA grants \$50,000 to develop a small area plan in the Euclid Neighborhood in coordination with the Urban Rivers Restoration Initiative (URRI) Pilot Project they awarded the City to daylight City Creek from 500 West to the Jordan River.
- Summer 2003. Staff met internally to gain understanding of EPA requirements and develop tentative timeframe.
- December 15, 2003. Met with Consultants and City Staff to discuss the requirements of a small area plan and discuss the process for developing one.
- April 12, 2004. Consultants notify City that they are ready to begin work on the project.
- May 27, 2004. Issues Identification Meeting.
- June 23, 2004. Briefed the Planning Commissioners on the project and took them on a fieldtrip of the area.
- July 15, 2004. Advisory Committee Meeting #1.
- October 25, 2004. Advisory Committee Meeting #2.
- November 2004. Received first draft from the Consultants.
- March 2005. Consultant requested more money from USACE for the project.
- April 2005. Consultant was awarded the additional money for the project.
- February 17, 2006. Received new draft from consultant.
- March 2006. Received plan and sent consultant comments.
- May 5, 2006. Received new draft from consultant.
- June 2006. Mayor's Office requested to finalize the plan and begin public review process in September.
- June 2006. Consultant agreed to finalize the document by the end of July.

City Creek Daylighting Project funding:

In addition to the Euclid Small Area Plan the US Army Corps of Engineers (USACE) and the City were developing a feasibility study for the City Creek daylighting project. The next step was the design and construction of the City Creek Corridor, estimated at \$5 million, 65 percent paid by the federal government and 35 percent by local government. In February 2004 the USACE

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Project Manager informed the City that the funding for projects with unfinished feasibility studies had been halted nation-wide.

The United States Army Corps of Engineers (USACE) funding for the feasibility study, which included the Euclid Small Area Plan, includes: FY 99, \$3,000; FY 00, \$115,000; FY 01, \$150,000; FY 02, \$67,000; FY 03, \$45,000.

The City is actively pursuing alternative funding for the project. The City is working with the Union Pacific Railroad to acquire funding for the rail relocation which will include the “straightening” of the Grant Tower area track alignment. (See Section 3.4.5: Railroads.) Upon relocation of the tracks, the rail corridor from 500 West to the Jordan River would be donated to the City.