

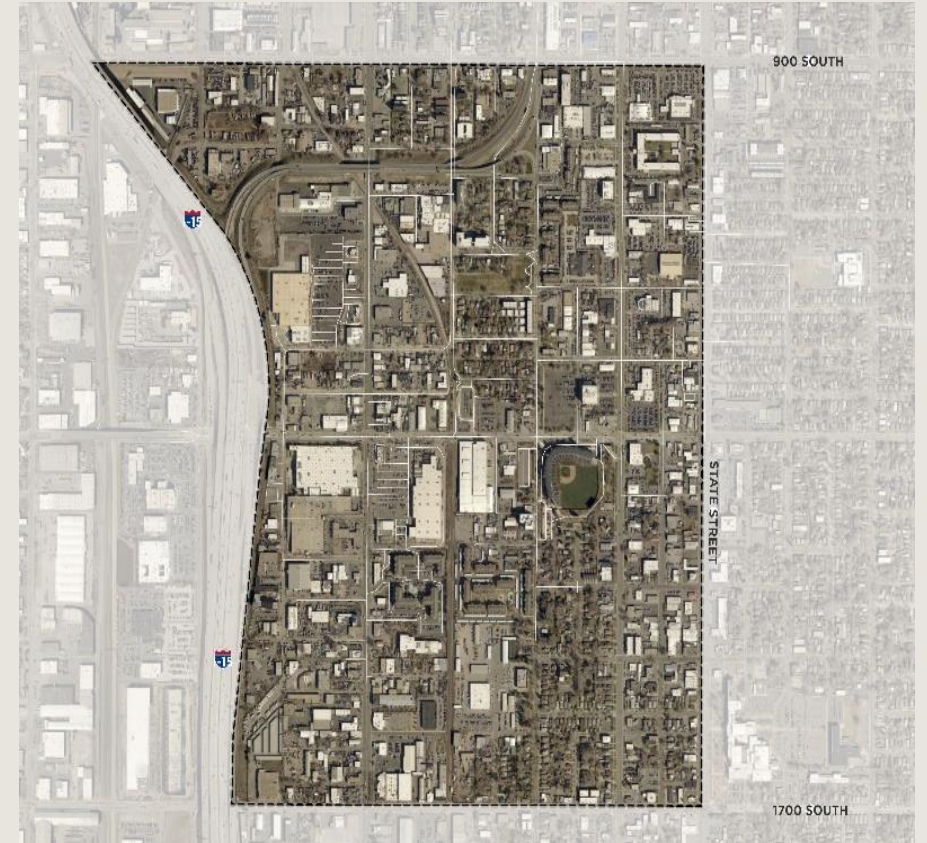
BALLPARK

NEIGHBORHOOD PLAN

COMMUNITY EVENT 1

MEETING NORMS & EXPECTATIONS

1. Turn on your Camera (if you have one)
2. Set your name on your zoom screen
(or allow host to do so)
3. Be Present
4. Share your ideas and thoughts
5. Presume positive intentions
6. All opinions are respected
7. Ideas shared in the chat are encouraged



ROLES & RESPONSIBILITIES

ELECTED & APPOINTED OFFICIALS

WHO:

- + Mayor Mendenhall
- + City Council
- + Planning Commission

ROLE:

- + Directs planning process
- + Provides policy guidance
- + Holds public hearings
- + Reviews and adopts draft plan

MANAGEMENT & TECHNICAL TEAM

WHO:

- + Salt Lake City Staff
- + UTA
- + WFRC
- + Consulting Team

ROLE:

- + Oversees planning process
- + Completes analysis
- + Drafts plan and conducts outreach

STEERING COMMITTEE

WHO:

- + 20-25 person group
- + Residents
- + Business owners
- + Other community representatives

PARTICIPATION:

- + Guides the community engagement process
- + Reviews materials, analysis, and community input to ensure appropriately reflected in the draft plan
- + Acts as an ambassador between the Plan and the Community

BALLPARK COMMUNITY

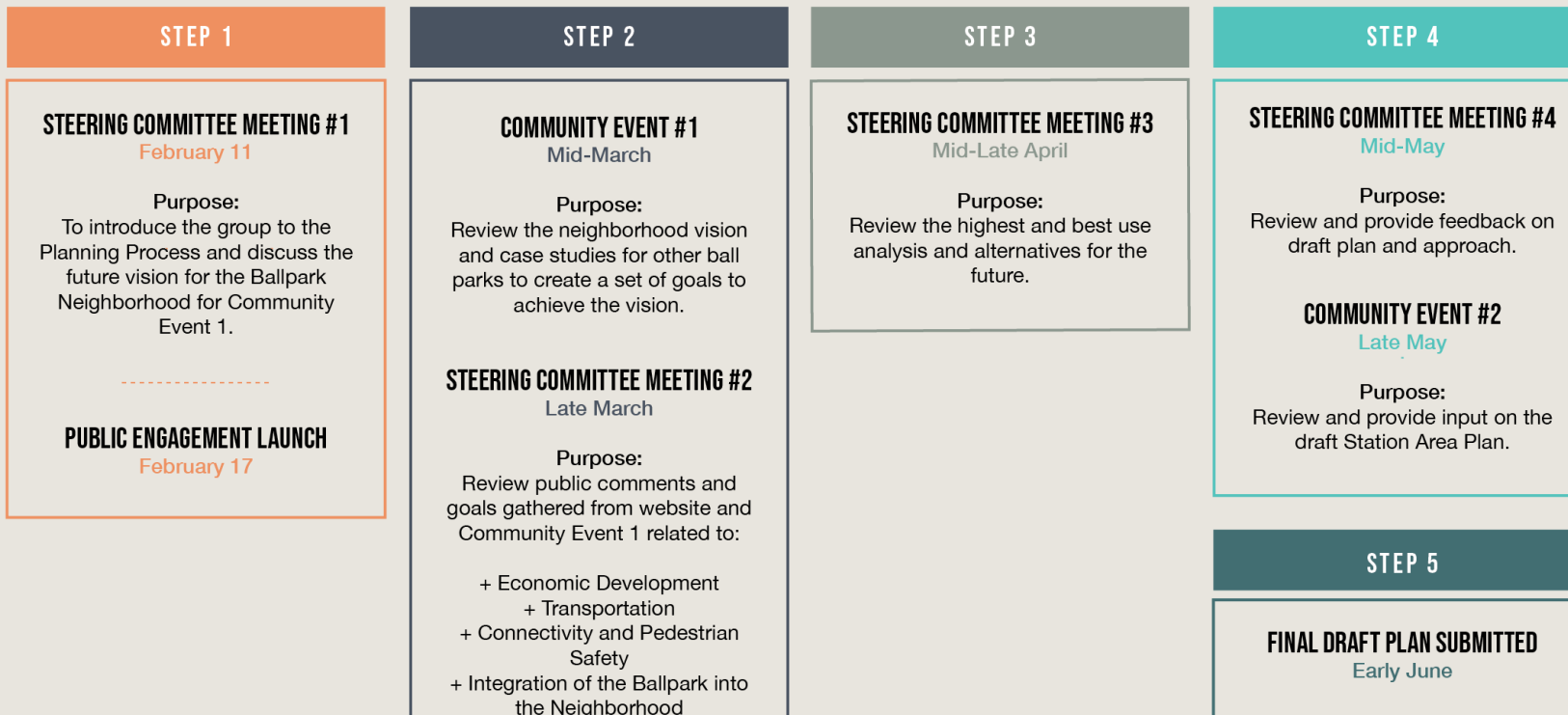
WHO:

- + Residents
- + Business Owners
- + Property Owners
- + Visitation, Employees, and Patrons
- + Other Stakeholders

PARTICIPATION:

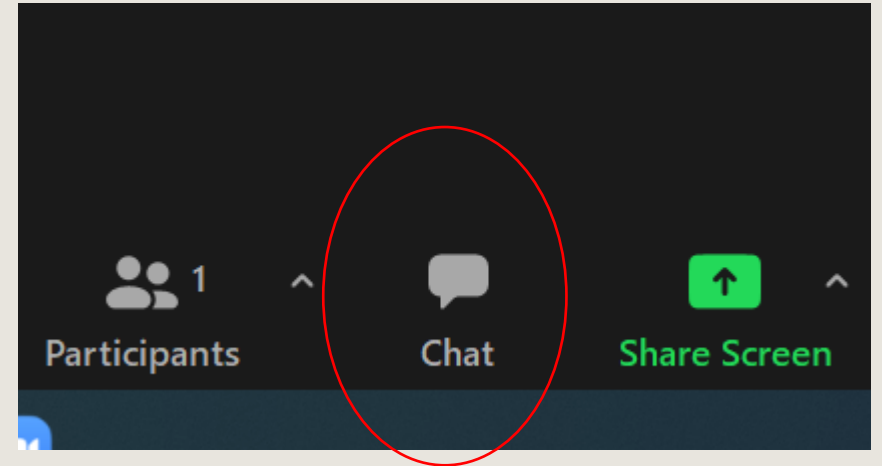
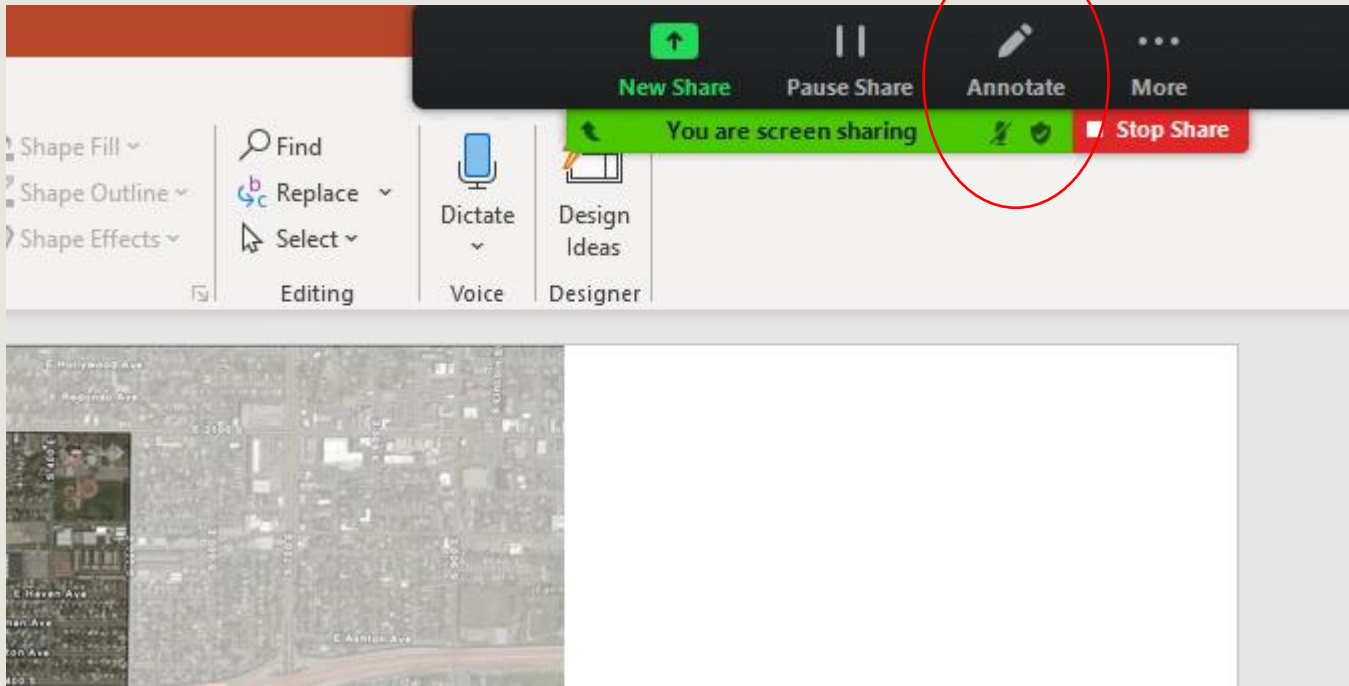
- + Provides input online, in-person, and other methods
- + Participates in surveys, focus groups, and other events
- + Reviews and reacts to draft materials and ideas

ENGAGEMENT STEPS



TODAY'S TOOLS

- **Chat** at the bottom for your main screen
- **Annotate** at the top of the screen I'm sharing



BALLPARK MAP



900 SOUTH

STATE STREET

1700 SOUTH

GETTING TO KNOW YOU

- Poll 1 – Do you live, work, or play in the Ballpark Neighborhood?
- Poll 2 – Where do you live, work or play in the Ballpark Neighborhood?



Vision & Priorities for the Future

KEY TERMS FROM PRIOR PLANNING ACTIVITIES

- **Ballpark in the next 10-15 years will be...**
 - Safe
 - Vibrant
 - Diverse in people and places
 - Connected and accessible
 - Balanced between old and new identities
 - Thriving
 - A gateway
 - Uniquely identifiable & aesthetically pleasing
 - Affordable
 - Year-round destination
 - Family friendly

EMERGING KEY PUBLIC ACTIONS

- Enact design guidelines that enhance pedestrian experience
- Invest in pedestrian level street lighting
- Improve sidewalks/connections within the area
- Provide transit accessibility to the west and north
- Zone to encourage a range of housing types
- Protect view of the mountains from the ballpark
- Invest in keeping the ballpark in the neighborhood
- Create opportunities for community activities in the neighborhood

EMERGING KEY PRIVATE ACTIONS

- Include neighborhood residents in ballpark activities
- Enhance connections to existing neighborhoods through design and ground level activation
- Invest in owner-occupied product in the neighborhood



ECONOMIC ANALYSIS

MARKET ASSESSMENT

- Across all retail categories there is over 232,000 square feet of unmet retail demand
 - Full and limited-service restaurants, grocery stores, health and personal care stores, department stores
- The analysis reveals demand for nearly 17,000 square feet of office development on an annual basis
 - Midrise, garden, and corporate campus employment centers
- Based on current and anticipated home ownership and rental rates, there is demand for
 - 62 renter-occupied units and
 - 81 owner-occupied housing units that the Ballpark area can absorb on an annual basis

SUCCESSFUL REGIONAL PLACES

- 9th & 9th Neighborhood Center
 - Area scaled for the neighborhood with local serving goods and services
 - Unique neighborhood feel rather than a destination feel
- River Park Corporate Center
 - Connectivity via interstate, integration of natural environment as an amenity (jordan river)
- Sugar House
 - Destination retail and restaurants, trails and open space connectivity, variety of residential products and price points
- Downtown South Salt Lake
 - Multi-modal transportation, destination retail and restaurants, variety of residential products and price points

EMERGING IDEAS

- Importance of affordable housing
- Infill neighborhood strategies
- More opportunities related to Ballpark
- Densities
- Addressing gentrification

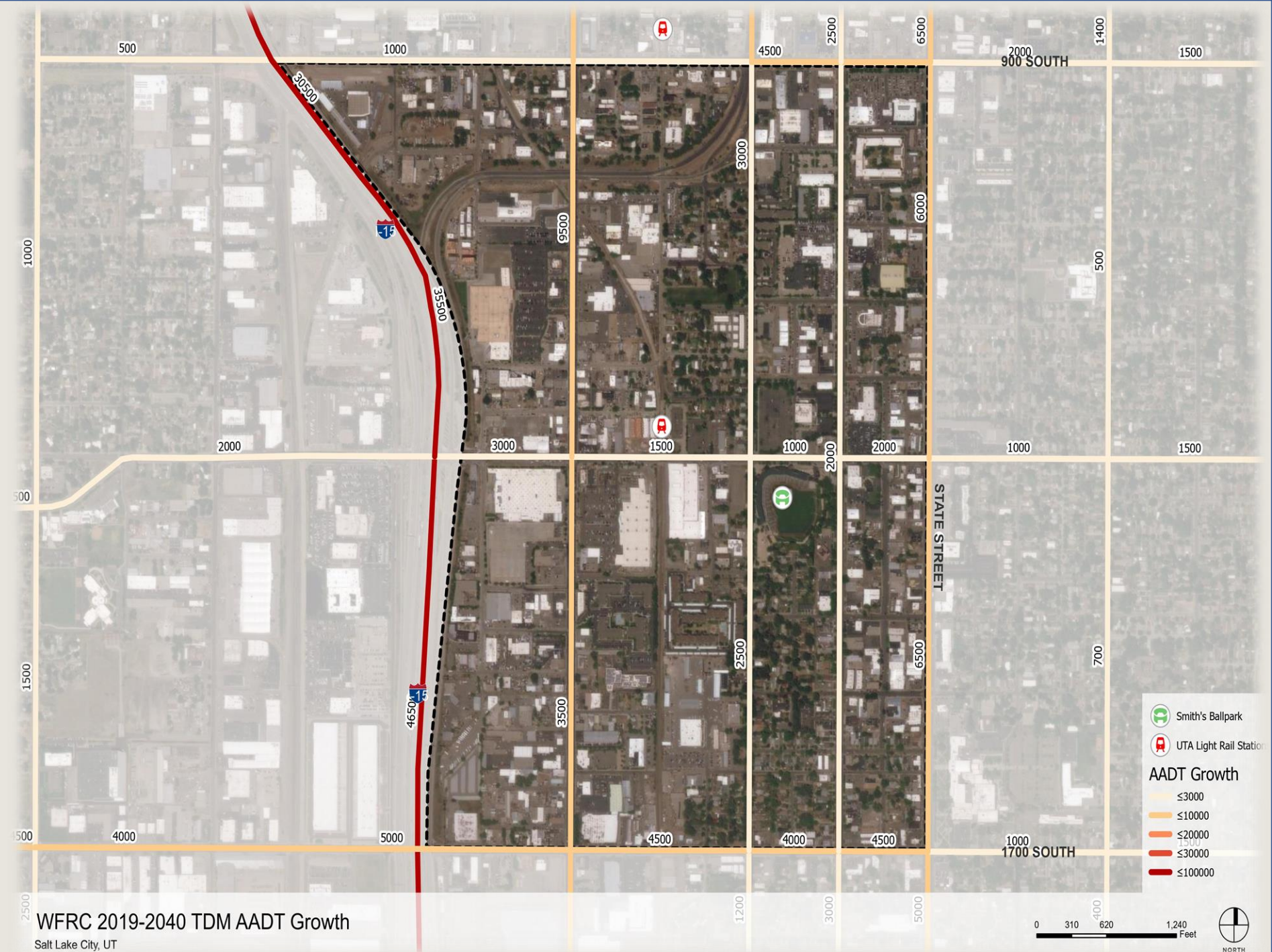


Transportation and Connectivity

AADT Growth

(Average Annual Daily Traffic)

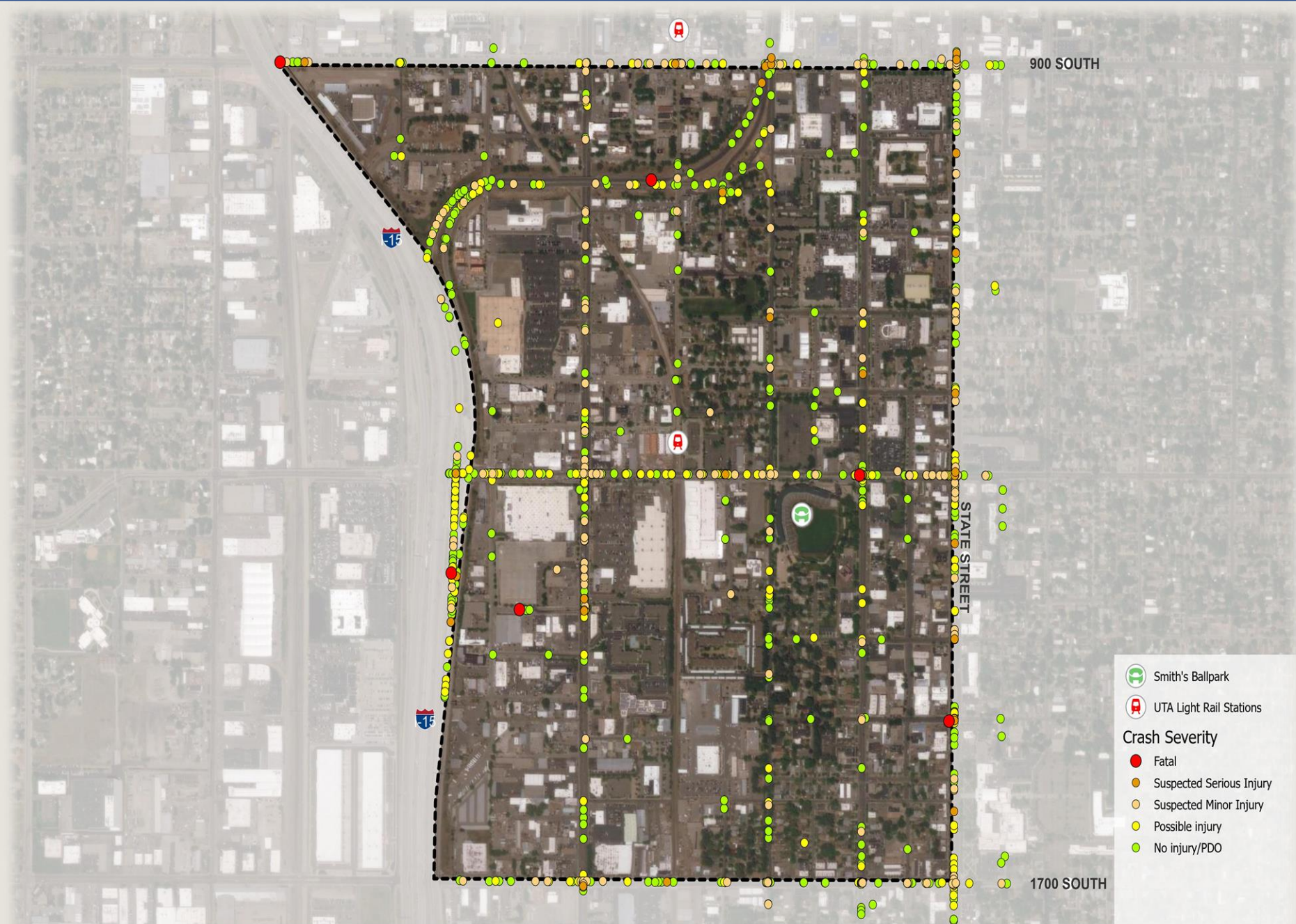
20 Years



Total Crashes

2015 - 2020

- **Total:** 1,306 Crashes
- **Fatal:** 6 Crashes
- **Injury:** 596 Crashes
- **PDO:** 704 Crashes



All Crashes (2015-2020)
Salt Lake City, UT

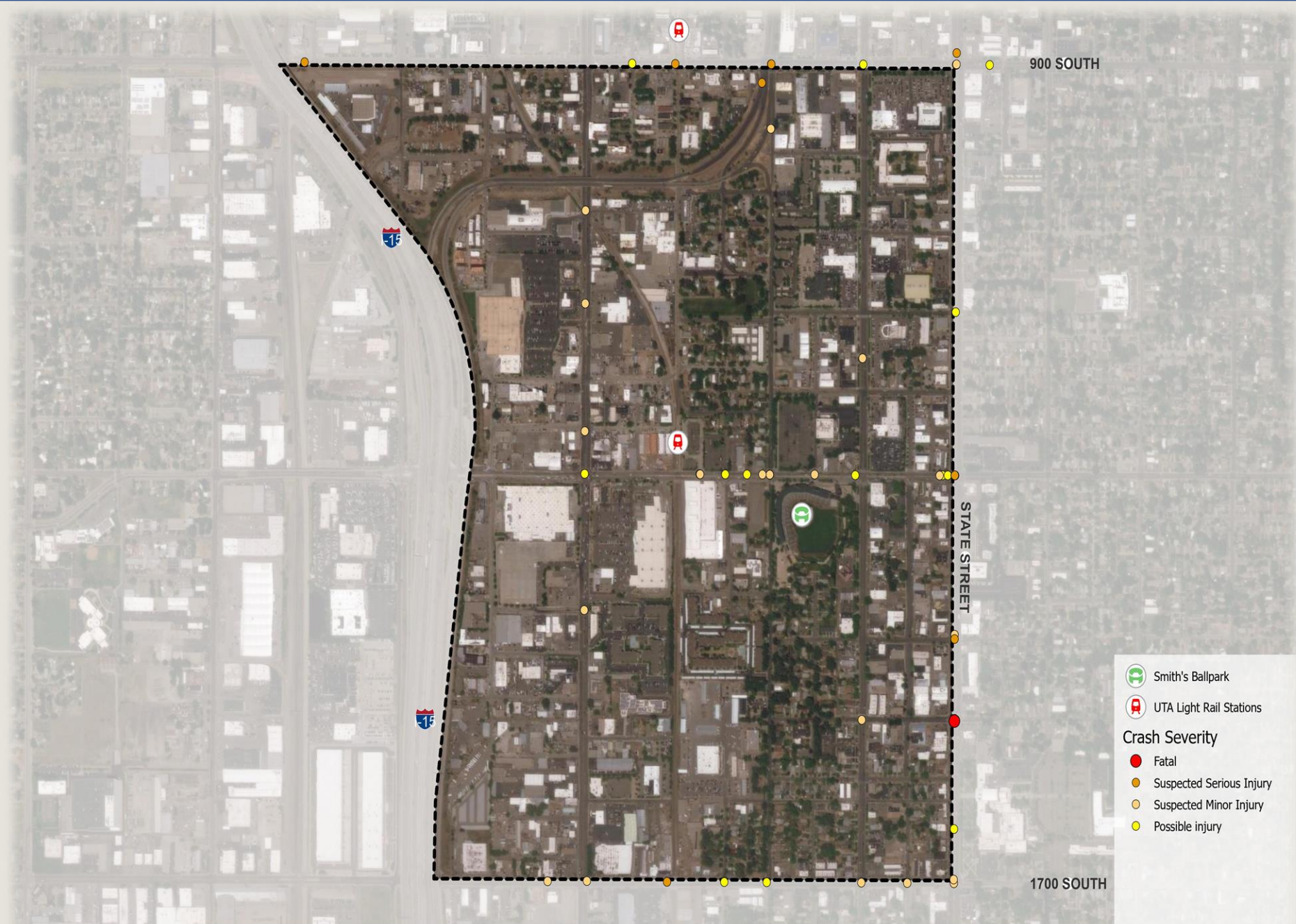
0 310 620 1,240 Feet



Bike Crashes

2015 - 2020

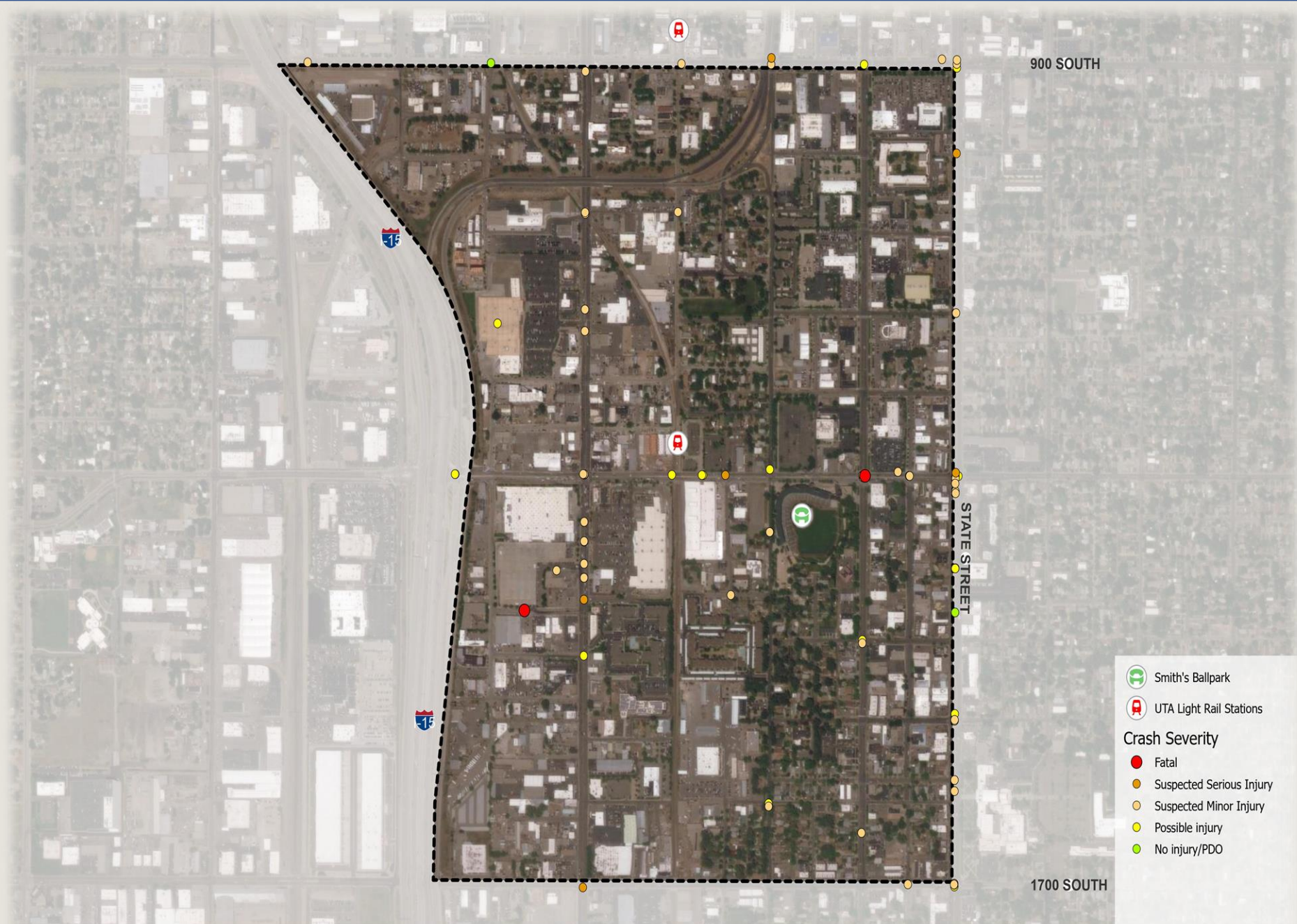
- **Total:** 52 Crashes
- **Fatal:** 1 Crashes
- **Injury:** 51 Crashes
- **PDO:** 0 Crashes



Pedestrian Crashes

2015 - 2020

- **Total:** 77 Crashes
- **Fatal:** 2 Crashes
- **Injury:** 73 Crashes
- **PDO:** 2 Crashes



Pedestrian Crashes (2015-2020)

Salt Lake City, UT

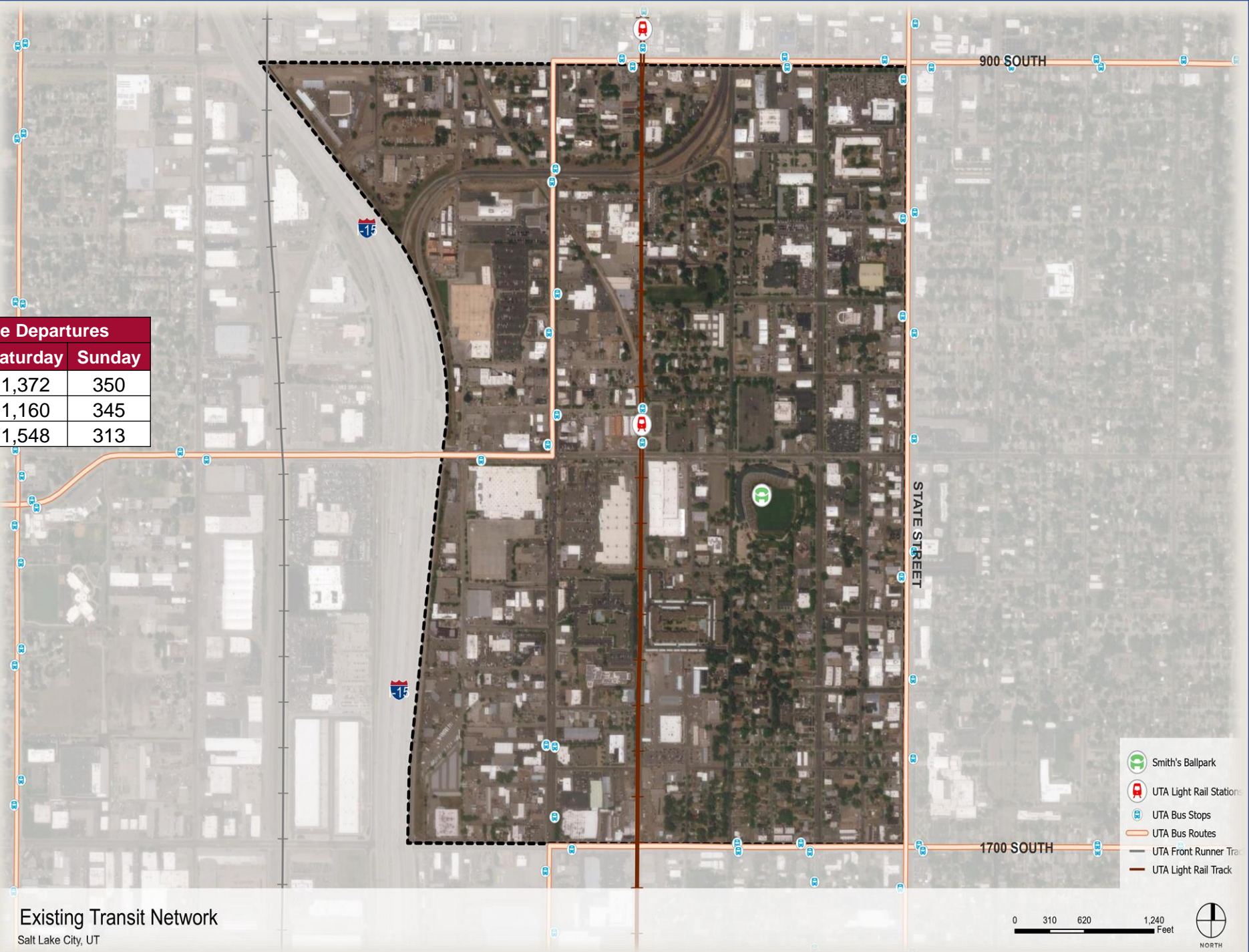
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Transit Facilities

Existing

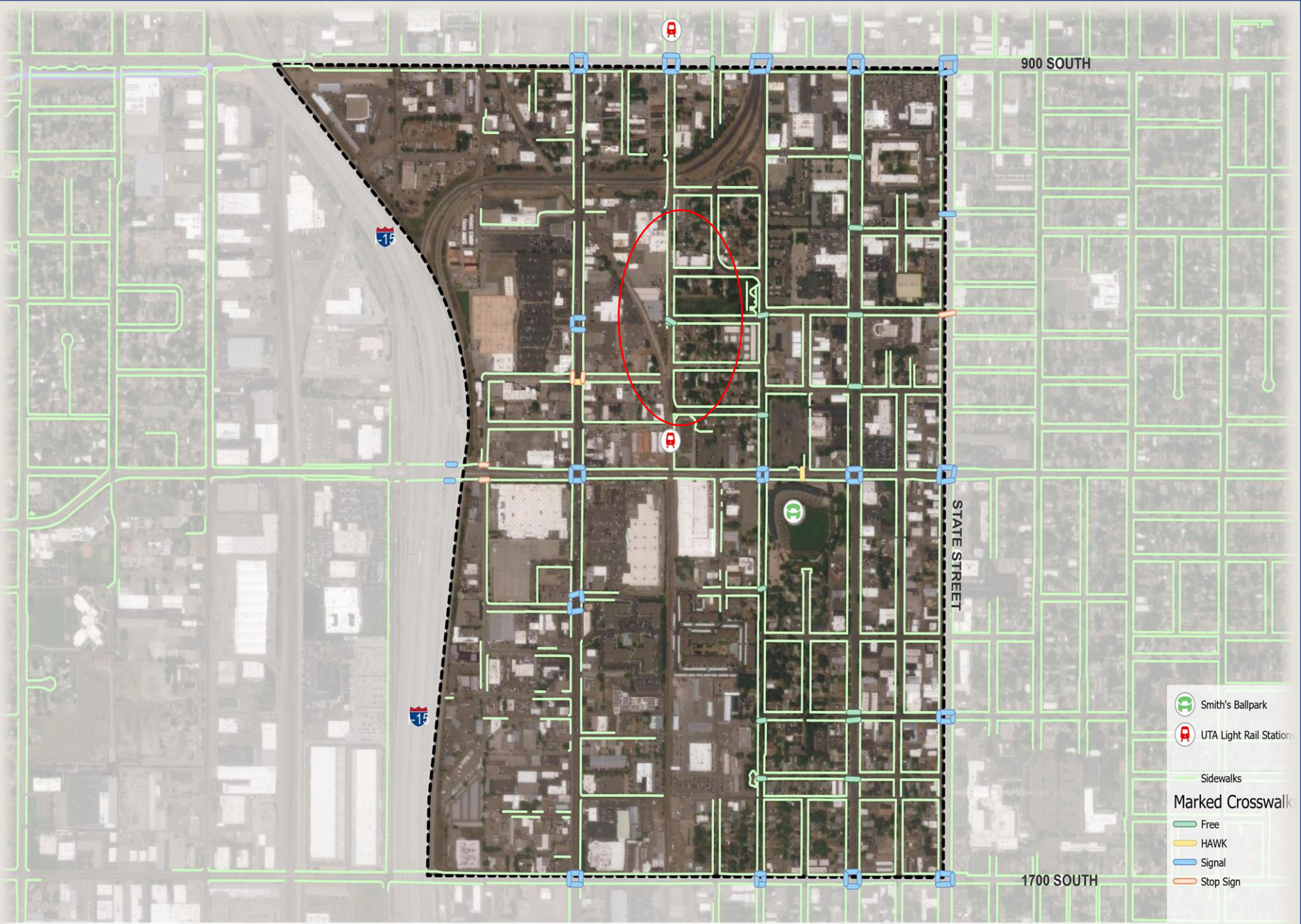
Year	Average Boardings			Average Departures		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
2017	2,196	1,413	365	1,905	1,372	350
2018	2,071	1,270	377	1,760	1,160	345
2019	1,860	1,620	356	1,533	1,548	313



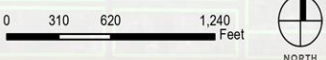
Existing Transit Network
Salt Lake City, UT

Pedestrian Facilities

Existing



Existing Pedestrian Network
Salt Lake City, UT



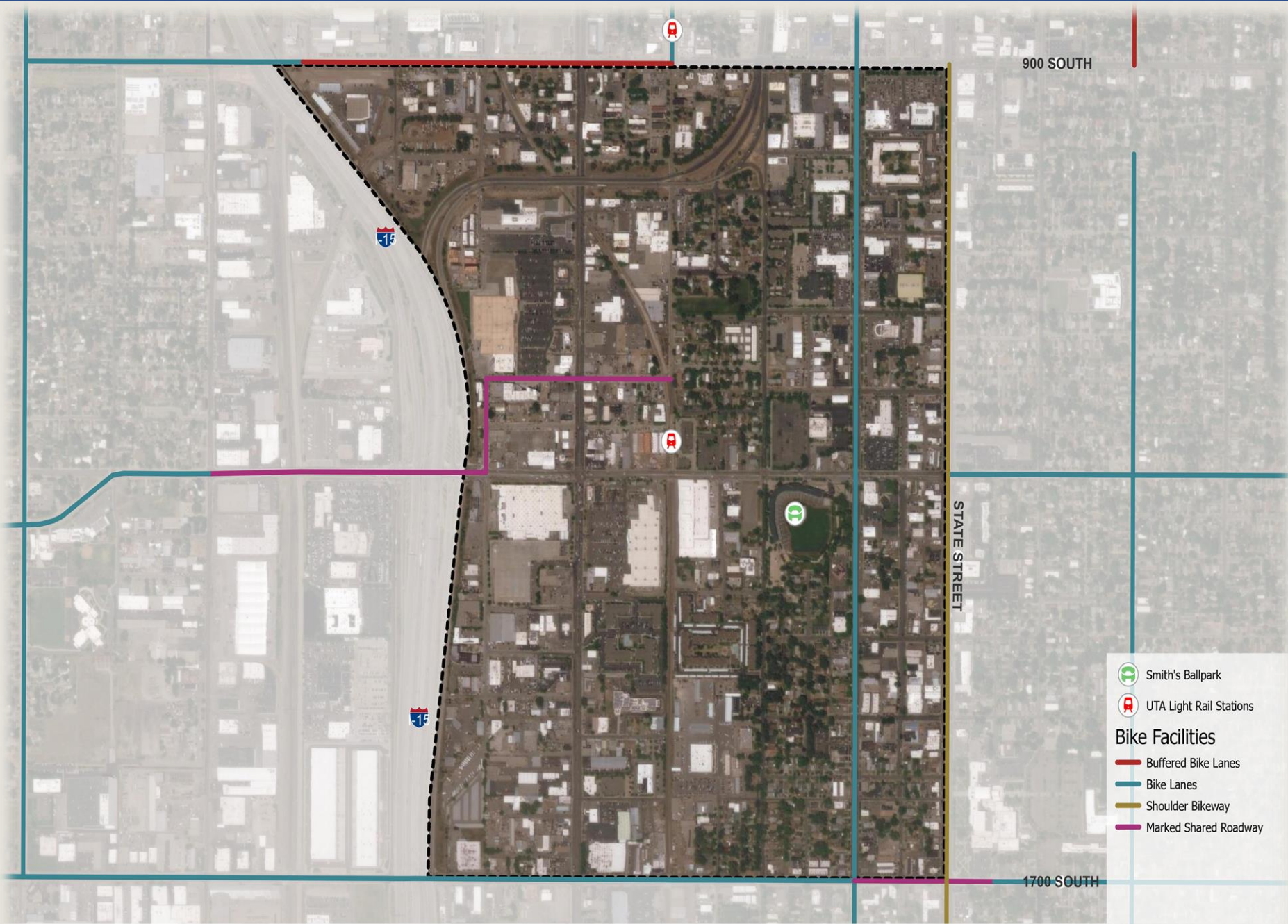


Pedestrian Issues

- **Narrow Sidewalks and Gaps**
- **Sidewalk Obstructions**
- **ADA Issues**
- **Mid-Block Pedestrian Crossings**

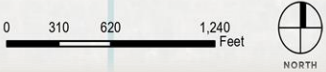
Bike Facilities

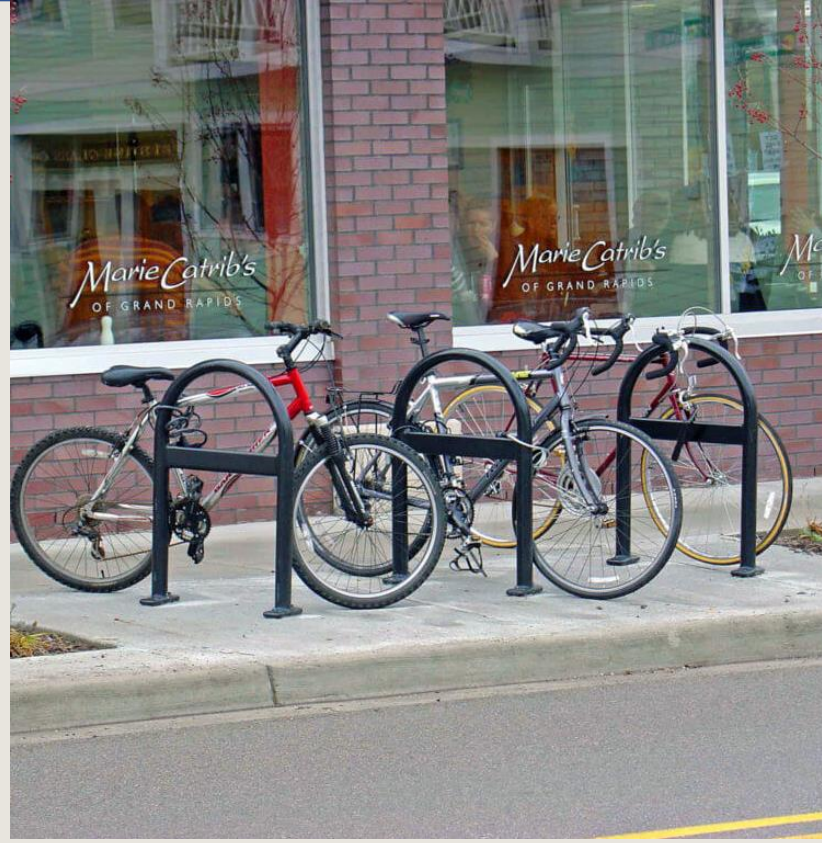
Existing



- Smith's Ballpark
- UTA Light Rail Stations
- Bike Facilities**
 - Buffered Bike Lanes
 - Bike Lanes
 - Shoulder Bikeway
 - Marked Shared Roadway

Existing Bike Facilities
Salt Lake City, UT





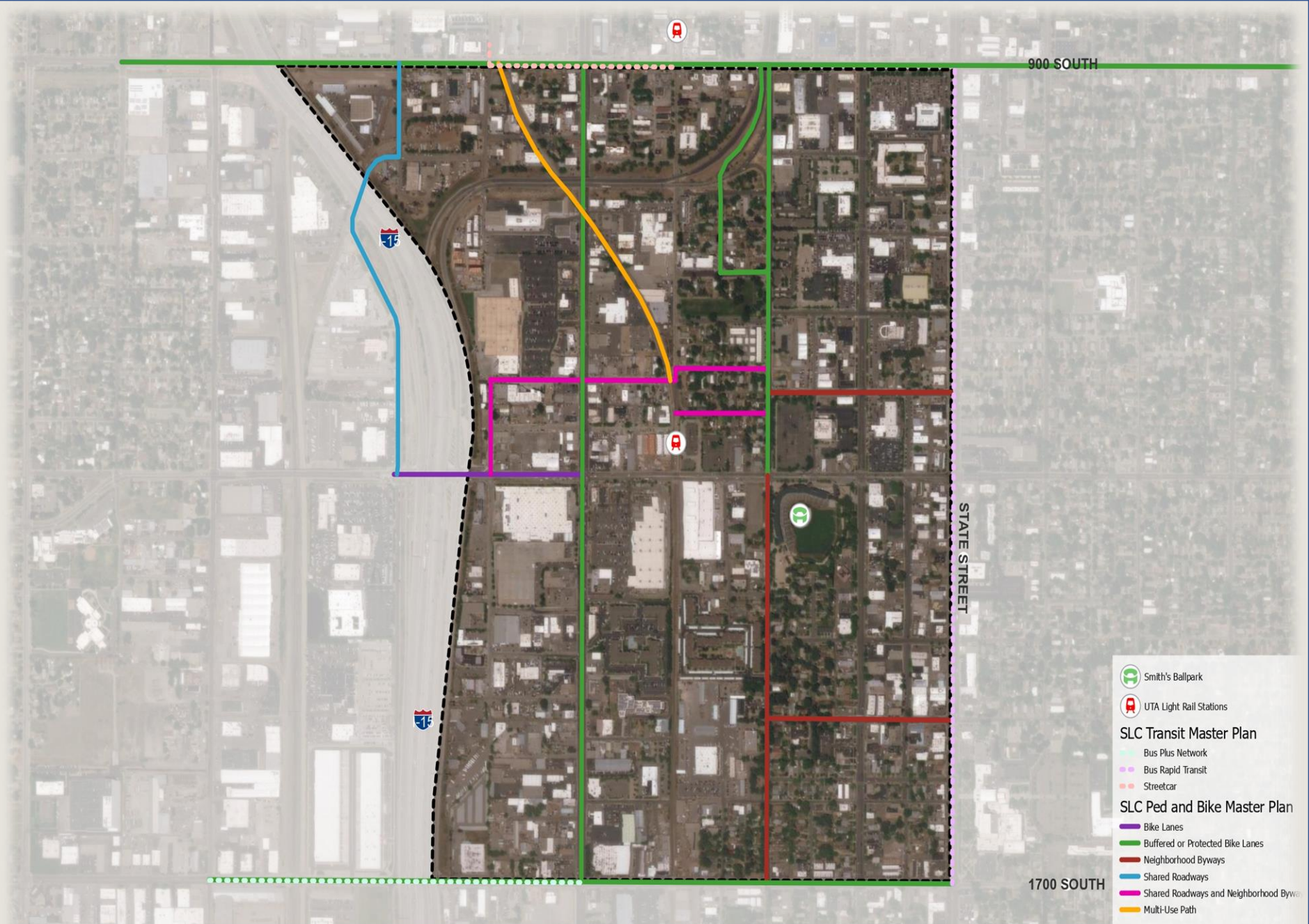
Bike Issues

- 1300 South
- 300 West
- Improper Bike Racks
- Lack of Bike Parking Options

Future Recommended Projects

Various Sources

- Bus Rapid Transit
- Street Car
- Bike Lane
- Neighborhood Byways
- Shared Roadways
- Multi-Use Paths



EMERGING IDEAS

- Improve connectivity to the west and north of the TRAX station
- Complete the bike network
- Enhance game day experience by closing streets and incentivizing transit
- Install 1300 South mid-block crossing west of the transit station
- Improve the pedestrian environment
 - Pedestrian level street lighting
 - Gateways at entries to neighborhood
 - Improve/widen sidewalks



BALLPARK CASE STUDIES

MOVING FORWARD

REACH FOR THE STARS

Chicago
Boston

*Celebrate what makes
a ballpark / area
unique*

*Blur lines between
ballpark and
neighborhood*

REIMAGINE AND REDEVELOP

Oklahoma City

More than a ballpark

*Focus on all travel
modes*

REUSE AND ENHANCE

Memphis

*Ballpark as public
space*

*Strategic Parking as
an activator*

CONNECTIVITY AND ACCESSIBILITY

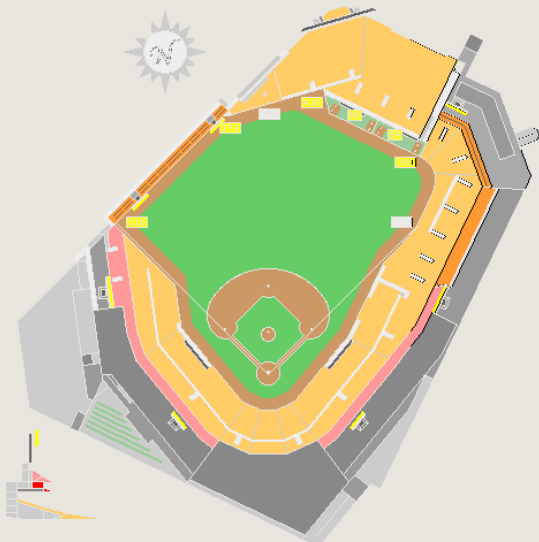
El Paso

*Importance of strategic
connectivity
investments*

REACH FOR THE STARS

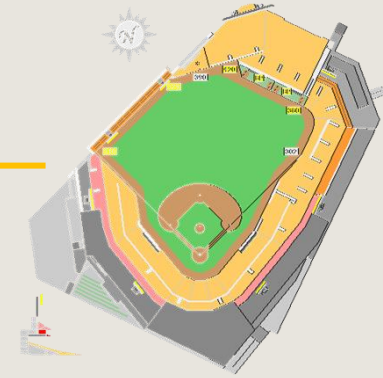
FENWAY PARK

- **Location:** Boston, MA
- **City Population:** 694,583
- **Stadium Capacity:** 37,305
- **Opening Date:** April 1912



CASE STUDY FEATURES

FENWAY PARK, BOSTON



NEIGHBORHOOD INTEGRATION





DESIGN FEATURES



NON-GAMEDAY ACTIVATION

KEY TAKEAWAYS

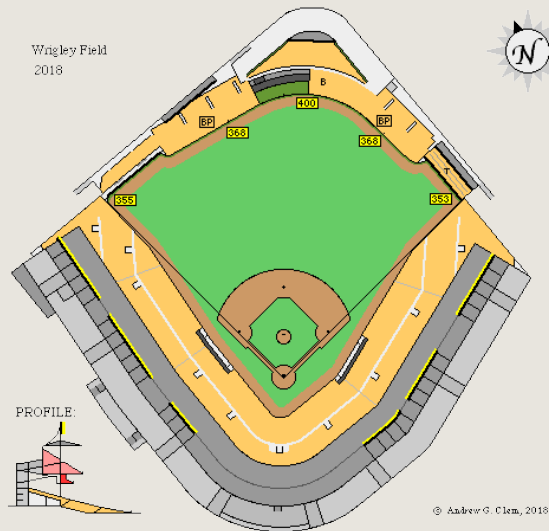
FENWAY PARK, BOSTON

-  *Celebrate what makes a ballpark and its surrounding area unique*
-  *Extend the ballpark atmosphere beyond the ballpark.*

REACH FOR THE STARS

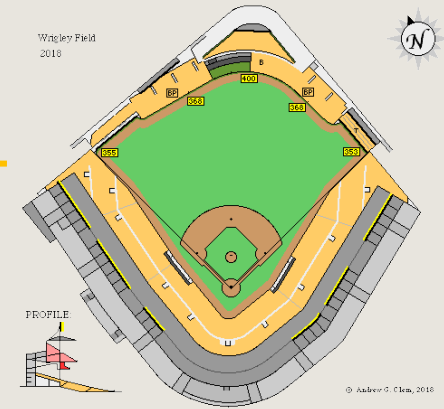
WRIGLEY FIELD

- **Location:** Chicago, IL
- **City Population:** 2,693,976
- **Stadium Capacity:** 41,649
- **Opening Date:** April 1914



CASE STUDY FEATURES

WRIGLEY FIELD, CHICAGO



NEIGHBORHOOD INTEGRATION



DESIGN FEATURES



NON-GAMEDAY ACTIVATION

KEY TAKEAWAYS

WRIGLEY FIELD, CHICAGO

- 🔑 *Having an open dialogue between ballpark and neighborhood.*
- 🔑 *Blur lines between ballpark and neighborhood.*

CELEBRATE AND ELEVATE

AUTOZONE PARK

- **Location:** Memphis, TN
- **City Population:** 650,618
- **Stadium Capacity:** 14,320
- **Opening Date:** April 2000
- **Construction Cost:** \$80.5 million



CASE STUDY FEATURES

AUTOZONE PARK, MEMPHIS



CONNECTIVITY



DESIGN FEATURES



NEIGHBORHOOD INTEGRATION

TECHNICAL TEAM FOCUS AREAS

Transit Connection ✓	Mixed Land Uses ✓	Similar Challenges ✓
Streetcar, bike share	High mix of uses including elementary school	Neighborhood revitalization and activation

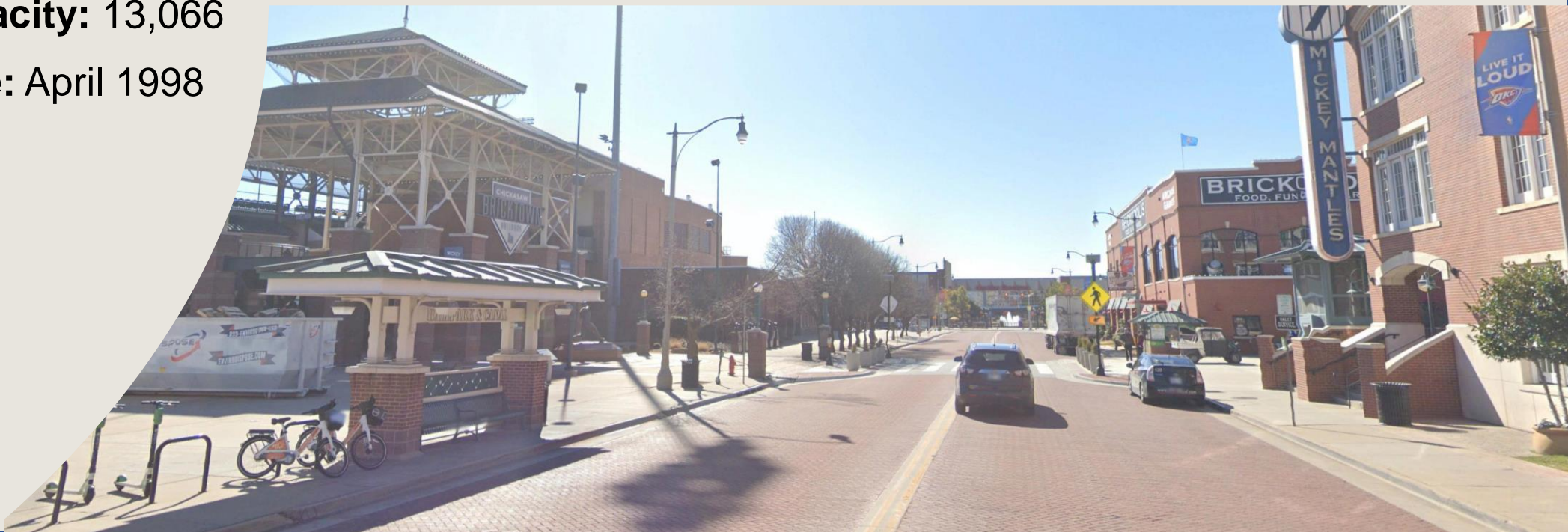
KEY TAKEAWAYS

- 🔑 *Not a ballpark, a ballpark district*
- 🔑 *Ballpark as public space*
- 🔑 *Parking as an activator*

REIMAGINE AND REDEVELOP

CHICKASAW BRICKTOWN BALLPARK

- **Location:** Oklahoma City, OK
- **City Population:** 551,870
- **Stadium Capacity:** 13,066
- **Opening Date:** April 1998



CASE STUDY FEATURES

CHICKASAW BRICKTOWN BALLPARK, OKLAHOMA CITY



NON-GAMEDAY ACTIVATION



URBAN INFRASTRUCTURE



CONNECTIVITY

TECHNICAL TEAM FOCUS AREAS

CHICKASAW BRICKTOWN BALLPARK, OKLAHOMA CITY

Transit Connection ✓	Mixed Land Uses ✓	Similar Challenges ✓
OKC Streetcar Stop	Entertainment, Office, Retail, MF residential	Non-gameday activation

KEY TAKEAWAYS

- 🔑 *Look to create additional drivers beyond the ballpark*
- 🔑 *Make multimodal connectivity safe and efficient, on game days and non-gamedays.*
- 🔑 *Adaptative Reuse of existing infrastructure*

CONNECTIVITY AND ACCESSIBILITY

SOUTHWEST UNIVERSITY STADIUM, EL PASO

- **Location:** El Paso, Texas
- **City Population:** 682,669
- **Stadium Capacity:** 9,500
- **Opening Date:** April 2014
- **Construction Cost:** \$72 million



CASE STUDY FEATURES

SOUTHWEST UNIVERSITY STADIUM, EL PASO, TX



COMMUNITY ART



PEDESTRIAN CONNECTIVITY



ADAPTIVE REUSE

TECHNICAL TEAM FOCUS AREAS

SOUTHWEST UNIVERSITY STADIUM, EL PASO

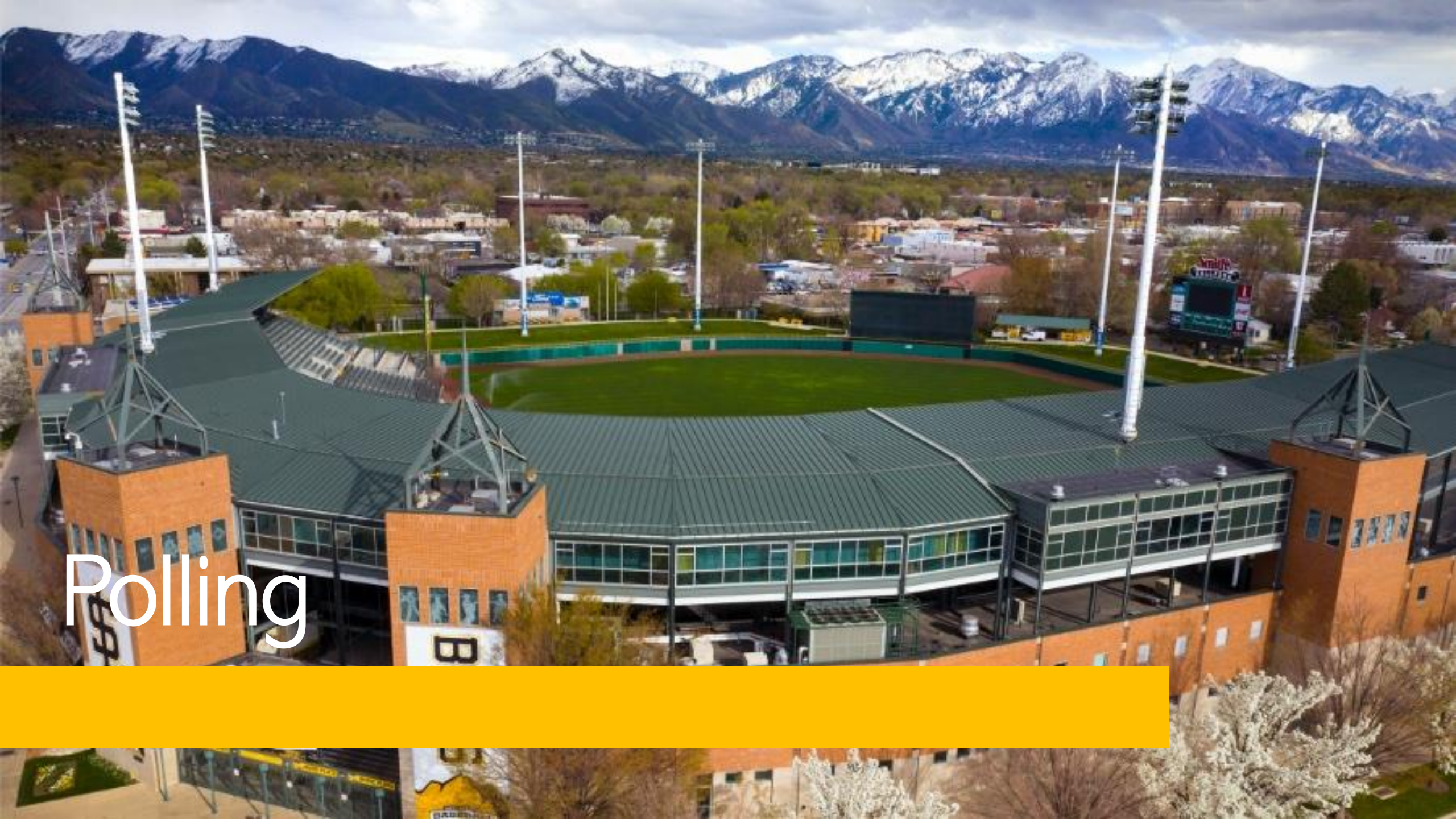
Transit Connection ✓	Mixed Land Uses ✓	Similar Challenges ✓
El Paso Streetcar Stop	Civic, office, retail, limited residential	Challenging connectivity barriers

KEY TAKEAWAYS

- 🔑 *The ballpark is not enough*
- 🔑 *Importance of strategic connectivity investments*

EMERGING IDEAS

- Celebrate what makes a ballpark and its surrounding area unique
- Extend the ballpark atmosphere beyond the ballpark.
- Having an open dialogue between ballpark and neighborhood.
- Blur lines between ballpark and neighborhood.
- Not a ballpark, a ballpark district
- Ballpark as public space
- Parking as an activator
- Look to create additional drivers beyond the ballpark
- Make multimodal connectivity safe and efficient, on game days and non-gamedays.
- Adaptative Reuse of existing infrastructure
- The ballpark is not enough
- Importance of strategic connectivity investments



Rolling

KEY TERMS FROM PRIOR PLANNING ACTIVITIES

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