



The Wasatch Choice Menu of City and Town Centers: Which is right for your community?

September 30, 2024



Panelists



Dan Wayne
MAG



Ryan Beck
Envision Utah



Tim Watkins
WFRC



Michelle Kaufusi
Provo City



Christie Oostema Brown
People + Place



WASATCH CHOICE

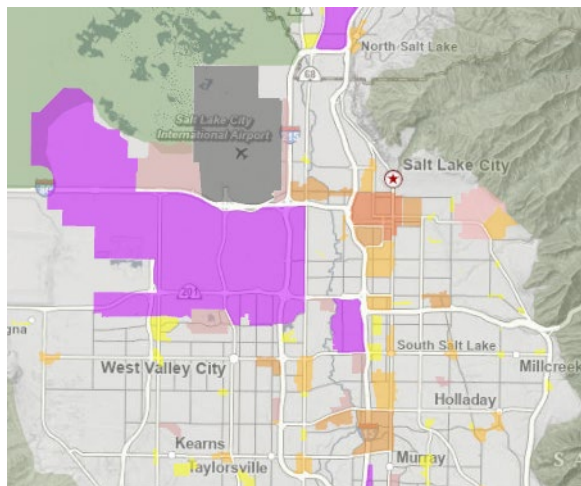
VISION



WASATCH CHOICE VISION

Grassroots, Coordinated

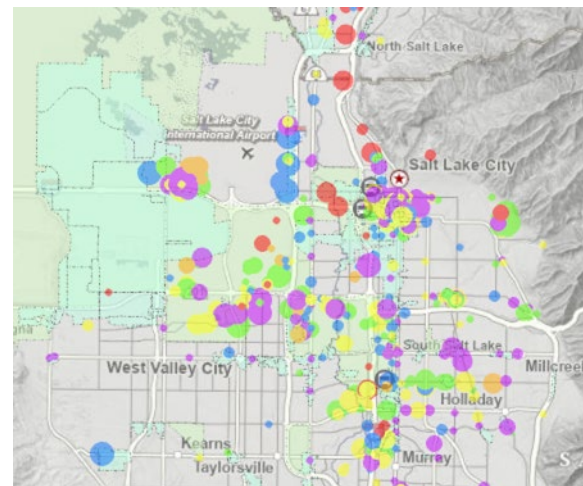
Local Land Use Aspirations



Regional Transportation Plan



Desired Economic Opportunities





4 Key Strategies



Transportation choices



Housing options



Parks and public spaces



City and town centers



Wasatch Choice - Centers



METROPOLITAN CENTERS



URBAN CENTERS



CITY CENTERS



NEIGHBORHOOD CENTERS



Which is right for your community?

The City and Town Center Menu - Agenda

- What is a center and how to make them great
- The Provo experience
- What is the Wasatch Choice menu of centers?
- Comparing the benefits
- Questions?

Panelists

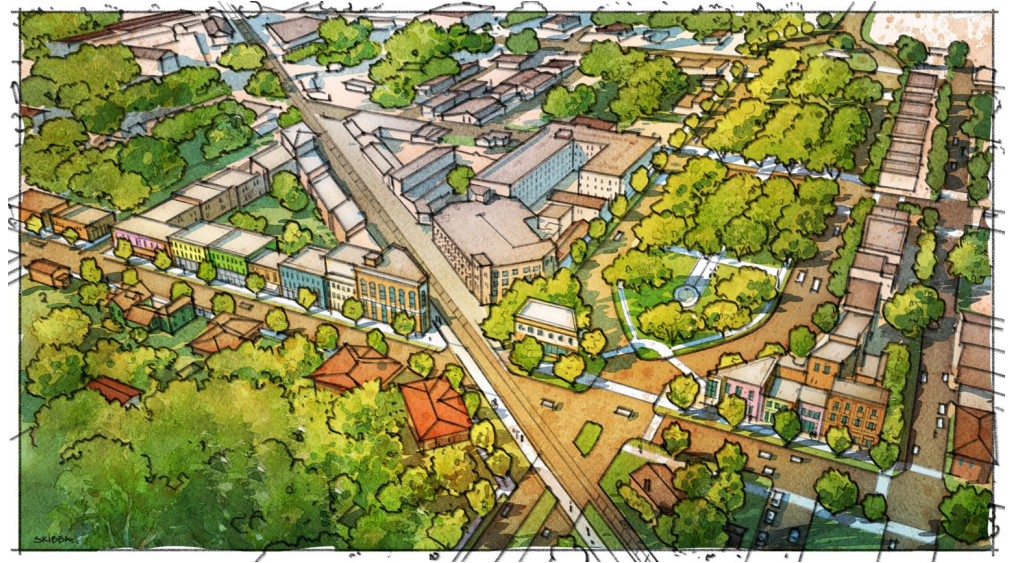


Dan Wayne
MAG

What is a center?

What is a Center - Design Principles for Centers

- 1. Mixed (Diversity) of uses**
 - Housing options
 - Commercial services
- 2. Connected & walkable**
 - Walk / Bike / Transit options
- 3. Intensity (greater than surrounding area)**
 - Comfortable scale transitions
- 4. Placemaking**
 - Public gathering spaces
 - Urban forestry - street trees
 - Variety of architecture and uses
 - Shared parking





Ashland, OR



Lewes, DE



Panelists



*The ingredients of
great centers*

Ryan Beck
Envision Utah

Ingredients for a Great Center - Mixed Use

Successful centers include more than one of the following uses:

- Housing
- Retail
- Office space
- Public spaces
- Civic uses

Centers are not:

- Strip malls
- Auto-oriented



RICHFIELD, UTAH



HOLLADAY, UTAH

Ingredients for a Great Center - Housing

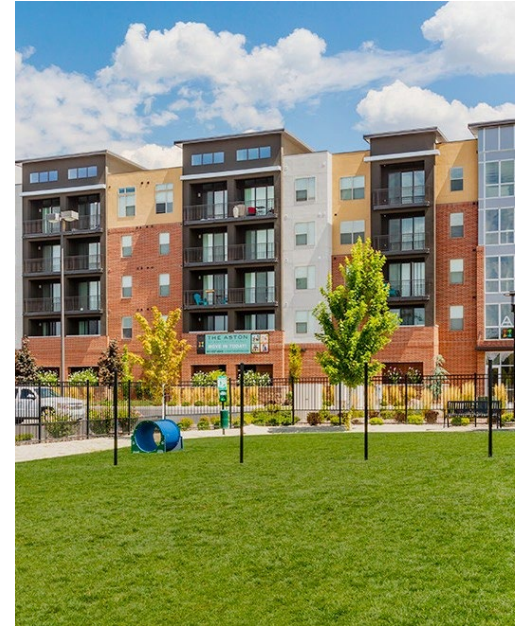
- Housing is a key use to include in centers
- Residents have convenient access to amenities and transportation
- Centers create opportunities to increase the supply of affordable and missing middle housing
- Housing/roof tops help support the surrounding business



THE GATEWAY, SALT LAKE CITY

Ingredients for a Great Center - Usable Public Space

- Valuable amenity, especially in urban areas
- Create safe and welcoming public spaces



Ingredients for a Great Center - Experiences & Creative Retail

Today's shoppers are spending less on goods and more on services and experiences like dining out, concerts, and festivals.



HOLLADAY VILLAGE, HOLLADAY
PHOTO CREDIT: CITY OF HOLLADAY



PIONEER PARK, SALT LAKE CITY

Ingredients for a Great Center - Walkable Design

- Design spaces to be interesting for a person at walking pace, for example:
 - Wide sidewalks
 - Buildings close to the street
 - Doors that open to the sidewalk
 - Street trees
 - Places to stop & sit



CENTER STREET, LOGAN

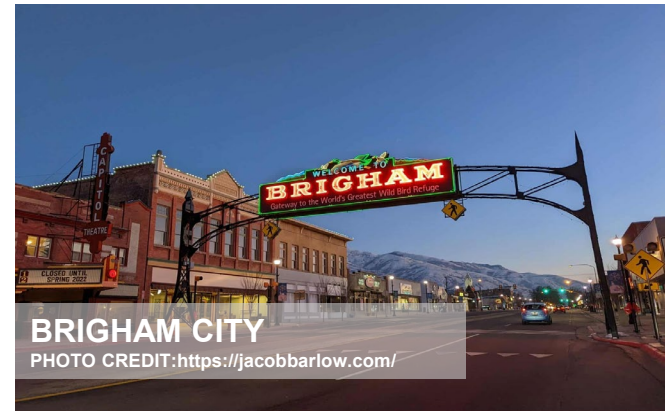
Ingredients for a Great Center - Local Highlights

The best centers are unique to the locality and blend into the fabric of the surrounding community.



PARK CITY

Ingredients for a Great Center - Community Culture



Panelists



Michelle Kaufusi

Provo City

Provo's experience

Panelists



Michelle Kaufusi
Provo City

Provo's experience





Panelists



Christie Oostema Brown

People + Place

*What is the
Wasatch Choice
menu of centers?*



Utah Land Use Training Fund - OFFICE OF THE PROPERTY RIGHTS OMBUDSMAN

Urban Design and Impact Analysis Support

Mixed-use Centers Advisory Committee

people + place, llc

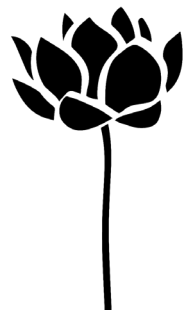
Christie Oostema Brown

ZIONS PUBLIC FINANCE

Susie Becker

Eric Cropper

Senior Economist - Utah State Tax Commission



METTAURBANDESIGN

Chase Mullen, Samantha Sutter

Weston Applonie

Layton City Planning Manager



Jeremy Searle

Brandon Bell, Cache County

Brandon Rypien, Ogden

Brian Carver, BRAG

Brittany Alfau, BRAG

Carla Wiese, Springville

Carol Winner, St. George

Cody Ludtz, Envision Utah

Dan Wayne, MAG

Ellen Oakman, Bluffdale

Francis Lilly, Millcreek

Gary Cupp, Hurricane

Jeff Seedal, Tremonton

Levi Roberts, Nibley

Mike West, Lehi

Marcus Alton, Hyde Park

Nate Wiberg, Five County AOG

Nicholas Gayer, Five County

Paul Larsen, Brigham

Peter Matson, Clinton

Ryan Beck, Envision Utah

Robert Barnhill, Perry

Robert May, Millcreek

Robert Mill, Payson

Rob Terry, Utah LUTF Director

Steven Nelson, Cache County

Steve Parkinson, Roy

Tippe Morlan, Saratoga Springs

Weston Applonie, Layton

Potential for Mixed-use Centers Questionnaire

To Date: 79 Community
Responses (Statewide)



Still Open through
October 2024!





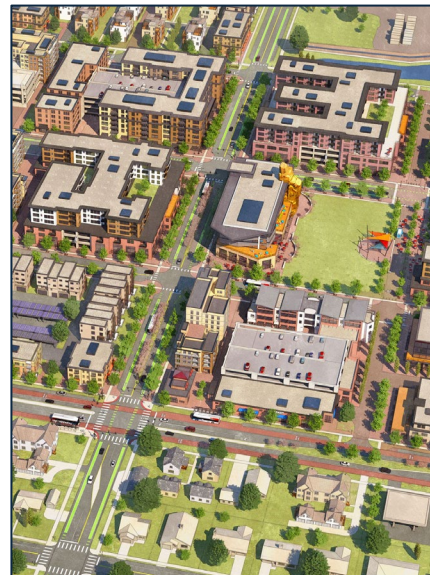
The Menu of Centers



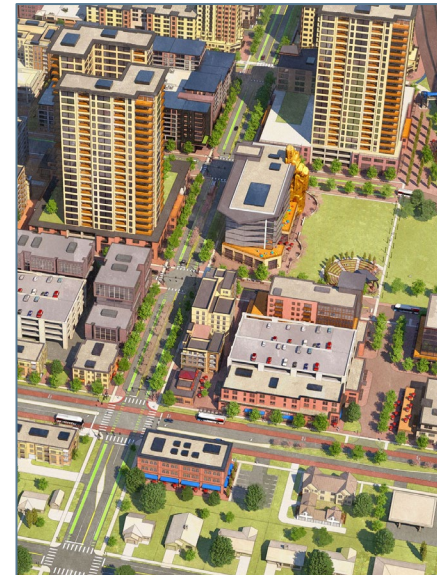
**Neighborhood
Center**



City Center



Urban Center



Metro Center





Neighborhood Center



Growing Suburban Area - Existing Context



Existing Residential

Growth pressure to annex additional land

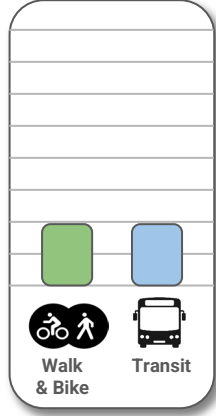
Neighborhood Center: Residential Emphasis

2-3 Stories

Standard Bus



Potential
Trips per Acre



More Housing Choices:
Townhomes, Twin Homes, Apartments,
Condos, Small lot Single Family

Neighborhood Center: More Retail

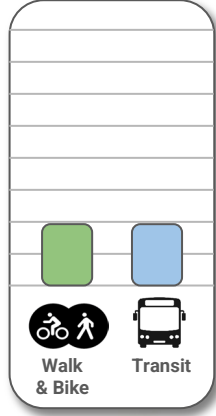
2-3 Stories

Standard Bus



Larger Scale Retail

Potential
Trips per Acre



More Housing Choices:
Townhomes, Twin Homes, Apartments,
Condos, Small lot Single Family

Neighborhood Center

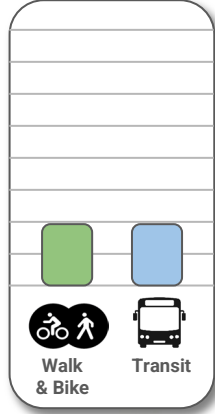
2-3 Stories

Standard Bus



Larger Scale Retail

Potential
Trips per Acre



Neighborhood Commercial
& Gathering Space

More Housing Choices:
Townhomes, Twin Homes, Apartments,
Condos, Small lot Single Family

Neighborhood Center Commercial & Gathering Space

2-3 Stories

Standard Bus



Neighborhood Commercial and Public Gathering Space

2-3 Stories

Standard Bus



Neighborhood Center: Residential Emphasis

2-3 Stories

Standard Bus



Neighborhood Center: More Retail

2-3 Stories

Standard Bus



Neighborhood Center: View from Existing Residential

2-3 Stories

Standard Bus





City Center



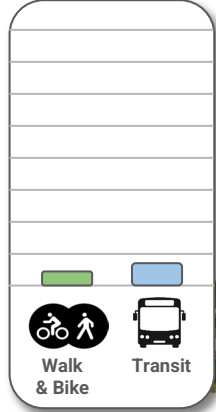
Redevelopment Opportunity (Existing Context)

1-2 Stories

Standard Bus



Potential
Trips per Acre



Large blocks,
few connections

Aging
commercial
development

Established residential areas

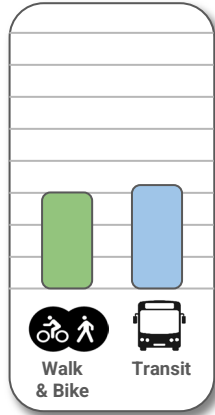
City Center: Up to Three Stories

2.5 - 3 Stories

Enhanced Bus



Potential
Trips per Acre



New housing strengthens existing retail

Smaller blocks, more walkable

Future redevelopment phase

More Housing Choices:
Townhomes, Twin Homes,
Apartments,
Single-Family Homes

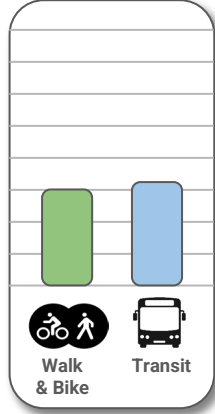
City Center: Up to Three Stories

2.5 - 3 Stories

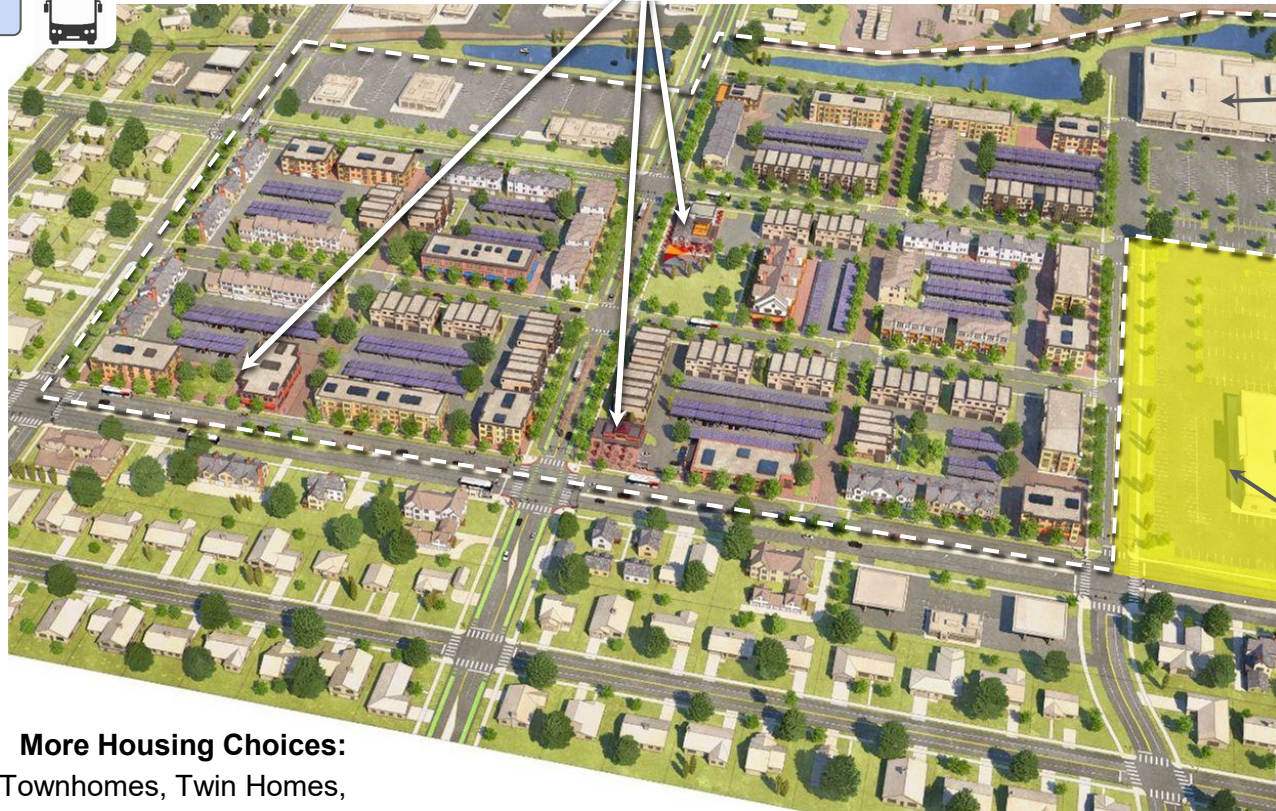
Enhanced Bus



Potential
Trips per Acre



New Commercial & Gathering Spaces



New housing
strengthens existing
retail

Smaller blocks,
more walkable

Future
redevelopment
phase

More Housing Choices:

Townhomes, Twin Homes,
Apartments,

City Center: Shops, Restaurants & Gathering Space

2.5 - 3 Stories

Enhanced Bus



City Center: Market & Gathering Area

2.5 - 3 Stories

Enhanced Bus



City Center: Transportation Options (BRT, Walk, Bike)

2.5 - 3 Stories

Enhanced Bus



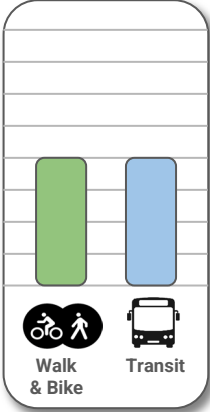
City Center: Up to Four Stories

3 - 4 Stories

Bus Rapid Transit



Potential Trips per Acre



New housing strengthens existing retail

More shopping, dining and jobs

Comfortable transitions to existing neighborhood

More Housing Choices:
Townhomes, Twin Homes,
Apartments,
Condos, Small lot Single Family

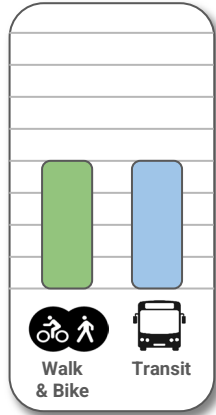
City Center: Up to Four Stories

3 - 4 Stories

Bus Rapid Transit



Potential
Trips per Acre



New housing
strengthens
existing retail

More shopping,
dining and jobs

Comfortable
transitions to
existing
neighborhood

More Housing Choices:
Townhomes, Twin Homes,
Apartments, Condos,
Small lot Single Family

**New Commercial
& Gathering Spaces**

City Center: Comfortable Transitions, Parking Behind Buildings

3 - 4 Stories

Bus Rapid Transit



City Center: Community Space

3 - 4 Stories

Bus Rapid Transit



City Center: Transportation Options (Bus, Walk, Bike)

3 - 4 Stories

Bus Rapid Transit





Urban Center



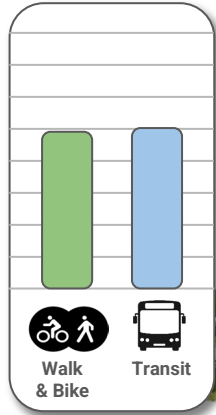
Urban Center: 4 - 6 Story Mixed-use

4-6 Stories

Bus Rapid Transit



Potential
Trips per Acre



Internal parking

Regional scale
employment

3 story
transitions

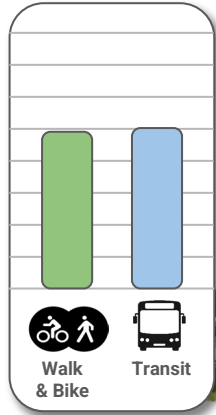
Urban Center: 4 - 6 Story Mixed-use

4-6 Stories

Bus Rapid Transit



Potential Trips per Acre



Destination Open Space

Internal parking

Regional scale employment

3 story transitions

Urban Center: Destination Open Space

4-6 Stories

Bus Rapid Transit



Urban Center: Destination Open Space

4-6 Stories

Bus Rapid Transit



Urban Center: Commercial Corners & Walkable Streets

4-6 Stories

Bus Rapid Transit



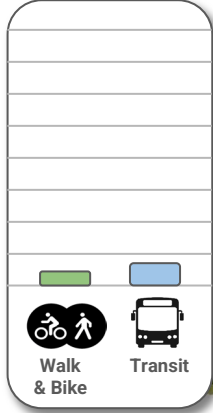
Redevelopment Opportunity - Existing (with Rail Corridor)

1-2 Stories

Standard Bus



Potential
Trips per Acre



Existing rail line

Aging commercial
and industrial

Large blocks,
few connections

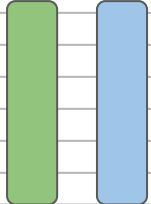
Urban Center: 5-8 Stories

5-8 Stories

Rail Transit



Potential
Trips per Acre



Walk
& Bike



Transit



Rail served

Internal parking

More robust
opportunities

Additional
level retail

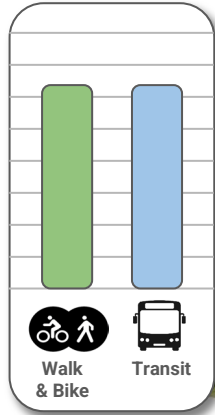
Urban Center: 5-8 Stories

5-8 Stories

Rail Transit



Potential
Trips per Acre



Walk
& Bike



Transit



Destination Open Space

Rail served

Internal parking

More robust
employment
opportunities

Additional
ground level
retail/services

Urban Center: Rail-Served Regional Destination

5-8 Stories

Rail Transit



Urban Center: Streetscape, Step Downs & Transitions

5-8 Stories

Rail Transit





Metro Center



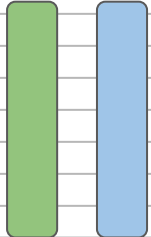
Metro Center: 3-10 Stories

3 - 10 Stories

Rail Transit



Potential
Trips per Acre



Walk
& Bike



Transit



Significant
ground floor
retail with
upper floor
office/residential

Regional
destination
open spaces

Metro Center: 3-10 Stories

3 - 10 Stories

Rail Transit



Metro Center: 3-10 Stories

3 - 10 Stories

Rail Transit



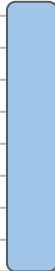
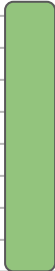
Metro Center: 3-20+ Stories

3 - 20+ Stories

Rail Transit



Potential
Trips per Acre



Walk
& Bike



Transit



Shared parking,
hidden parking,
fewer parking lots

Regional
destination
open spaces

Metro Center: Point Towers

3 - 20+ Stories

Rail Transit



Metro Center: Point Towers & Building Height Transitions

3 - 20+ Stories

Rail Transit



Metro Center: Streetscape, BRT Served

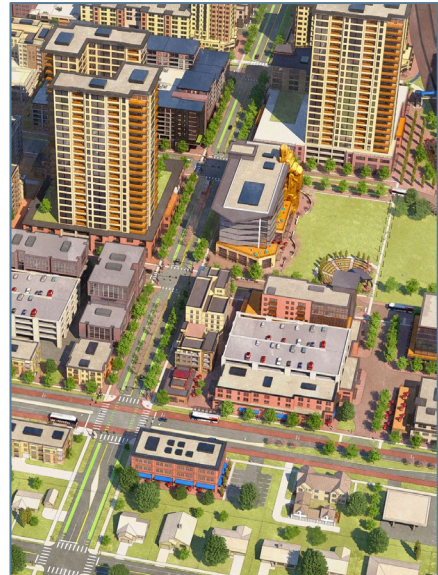
3 - 20+ Stories

Rail Transit





The Menu of Centers



**Neighborhood
Center**

City Center

Urban Center

Metro Center





Panelists



Tim Watkins

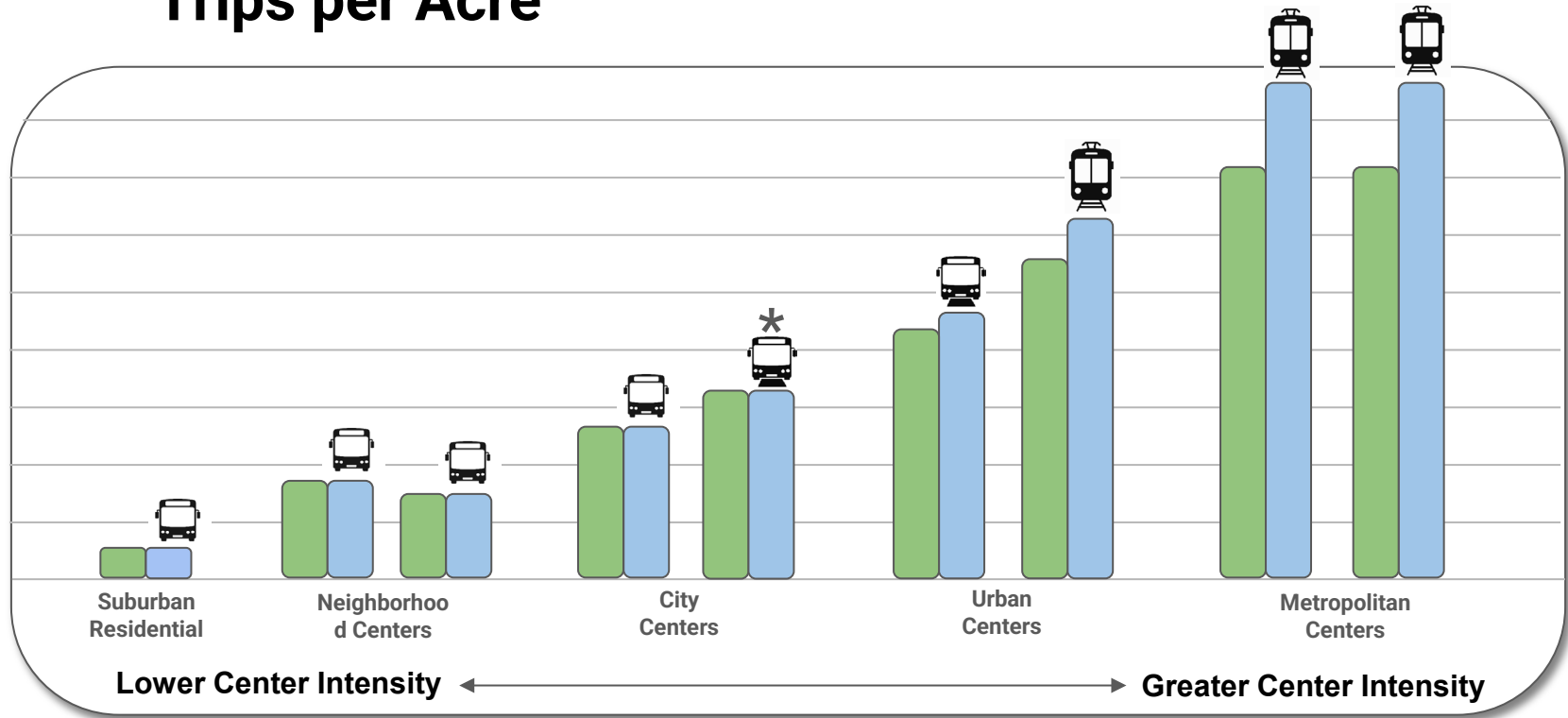
WFRC

*Comparing the
benefits*

Comparing the Benefits

1. Summary of Potential Walk/Bike and Transit Trips
 - a. Health Benefits
2. Fiscal and Economic Benefits
3. Infrastructure Efficiency
4. Water Use Efficiency
5. Social Benefits of Centers: Creating Community

1. Potential Walk / Bike & Transit Trips per Acre



Legend for modes and transit types:

- Walk / Bike
- Transit
- Standard Bus
- Enhanced Bus
- Bus Rapid Transit
- Rail Transit

1. Benefits of Daily Walking

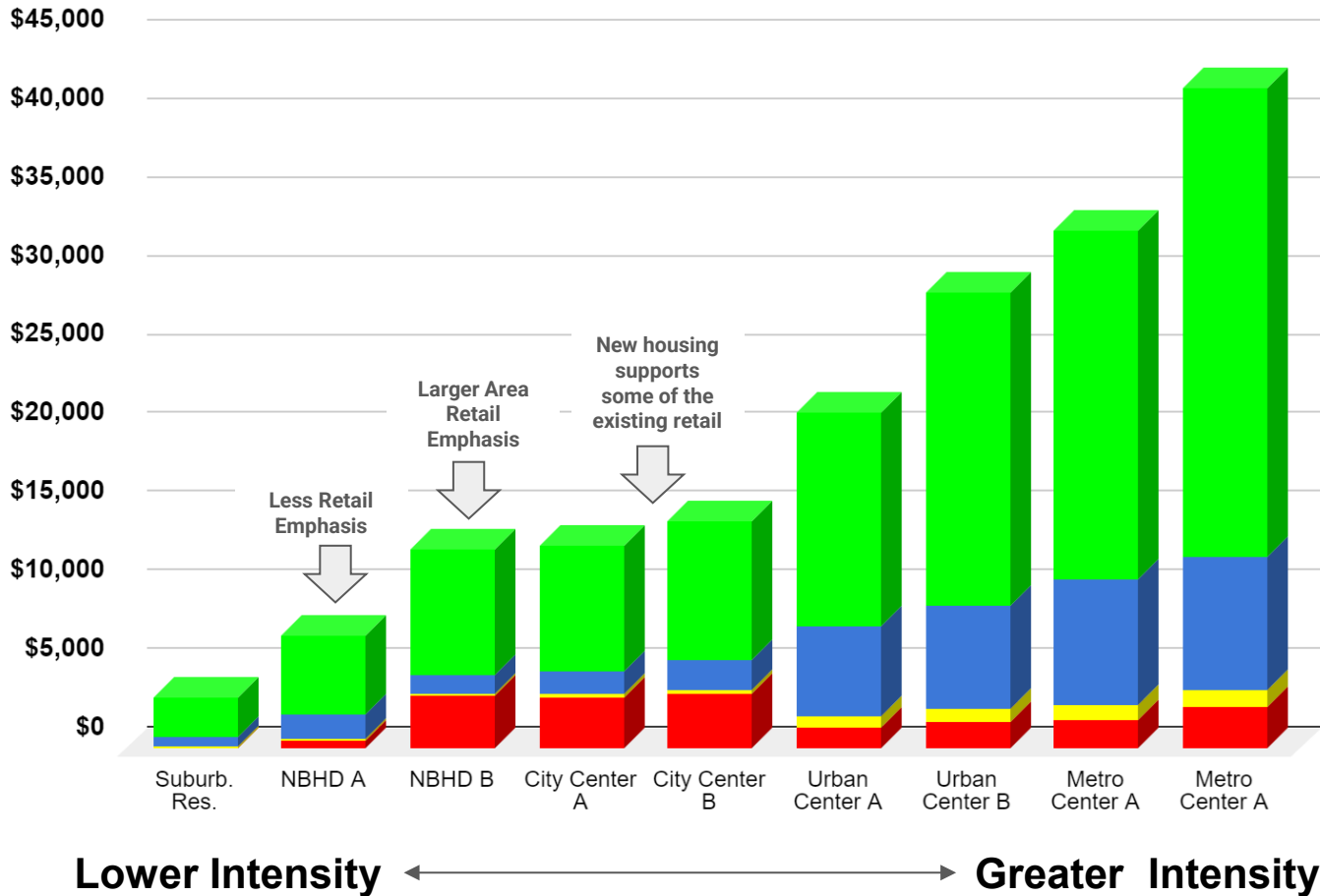


REDUCES THE RISK OF:

Heart attack and stroke	20-30%
Diabetes	30-40%
Hip fractures	36-68%
Bowel cancer	30%
Breast cancer	20%
Depression/dementia	30%



Sales & Property Tax Revenues (per Acre)



**Property Tax
Land & Buildings**

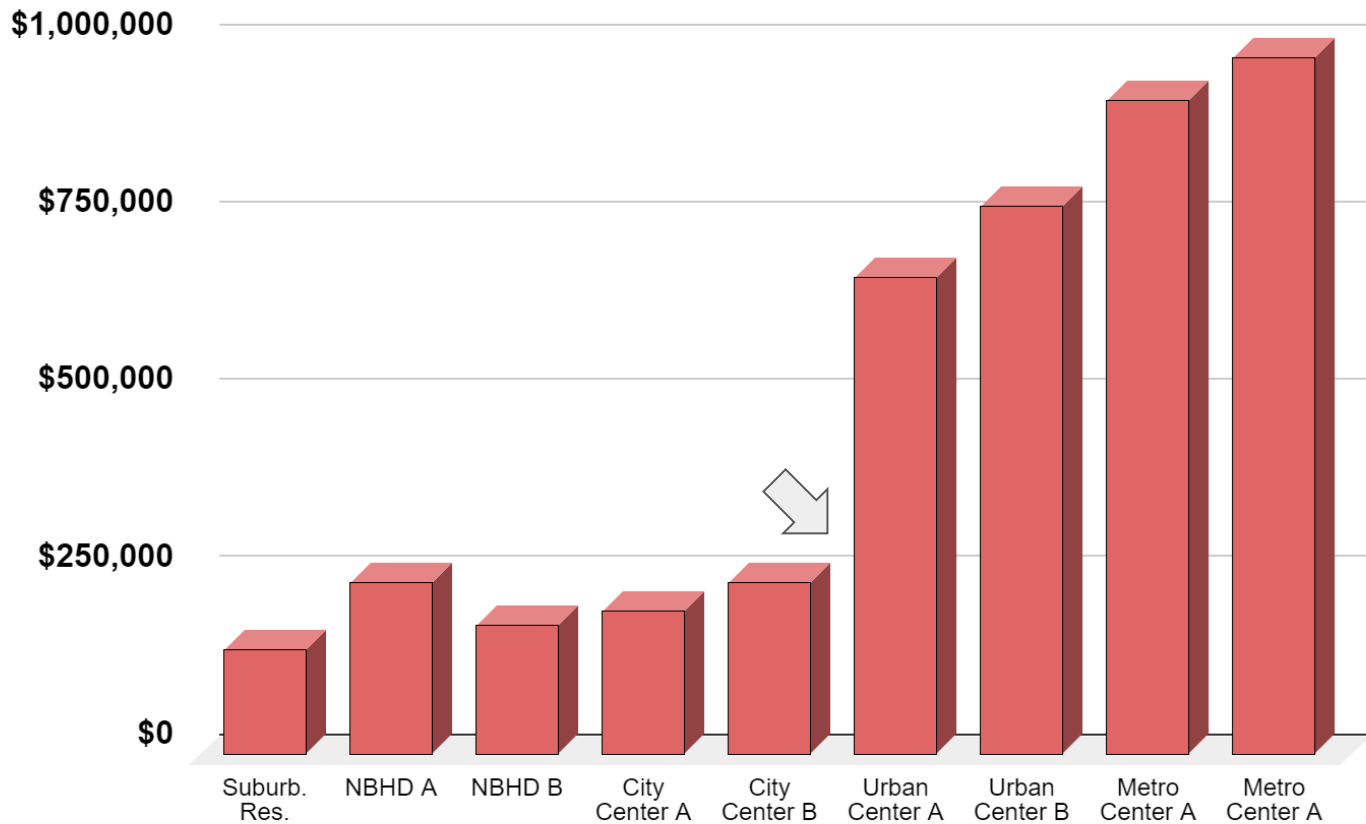
**State Pop. Distr.
\$142 / Resident**



SALES TAX REVENUES



Residential Spending per Acre

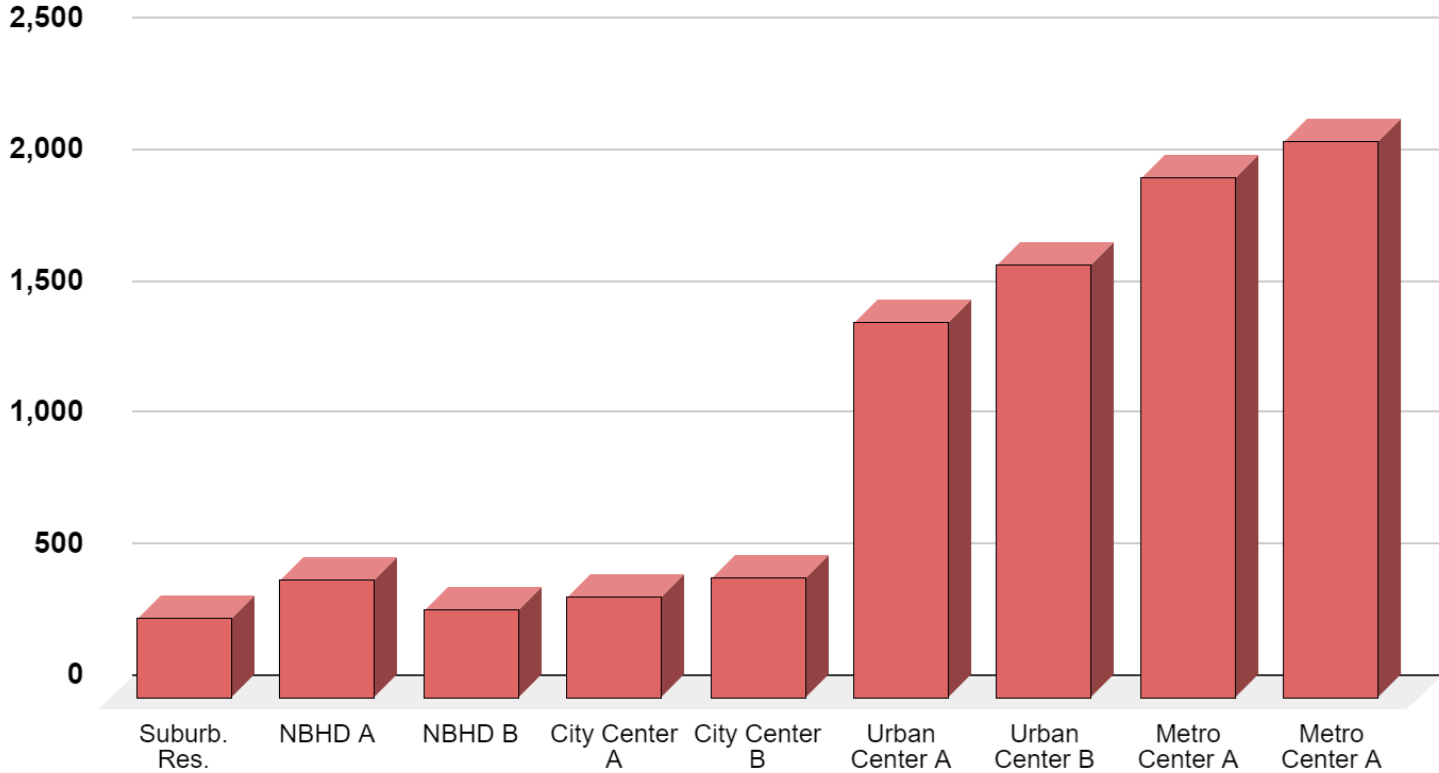


Lower Intensity ←

→ Greater Intensity



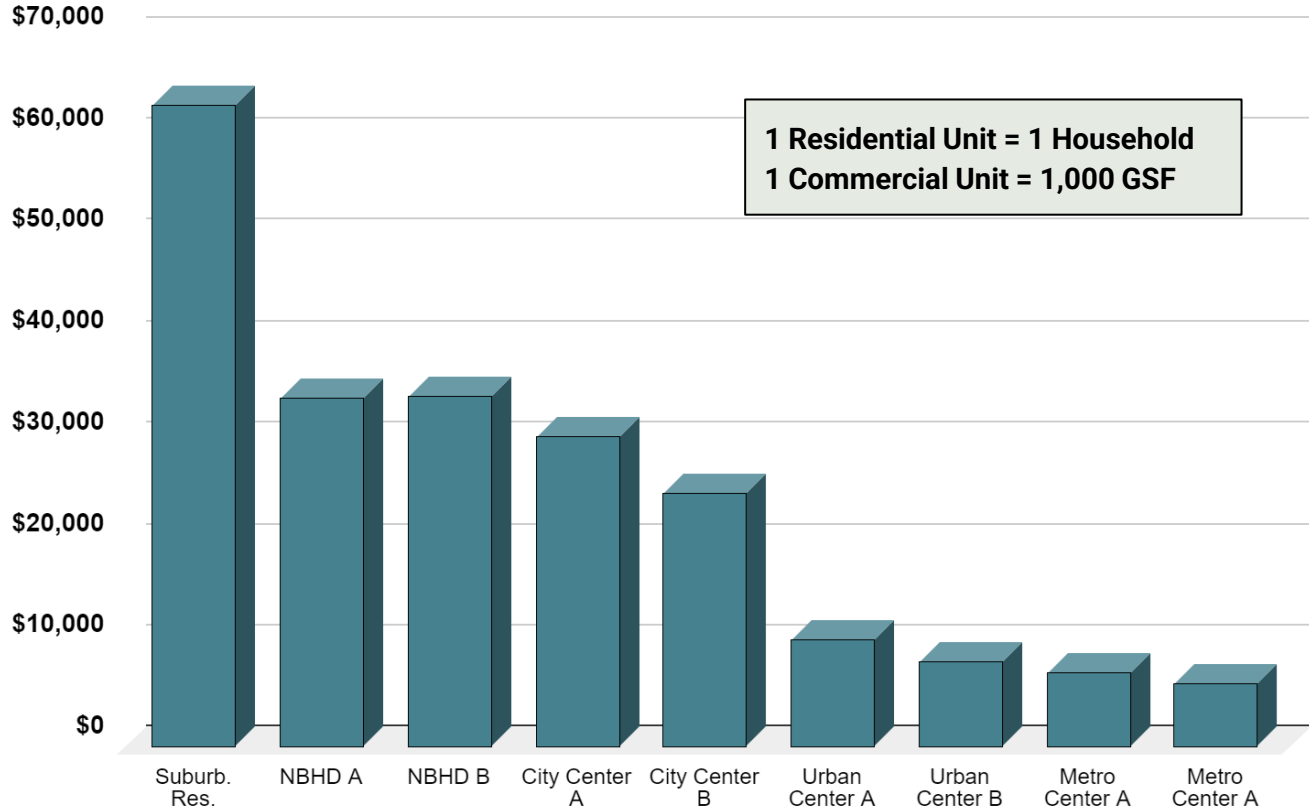
New Retail Demand (S.F.) per Acre



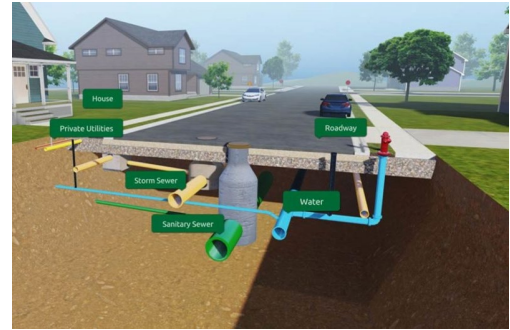
Lower Intensity ← → Greater Intensity



Street & Utility Costs per Unit



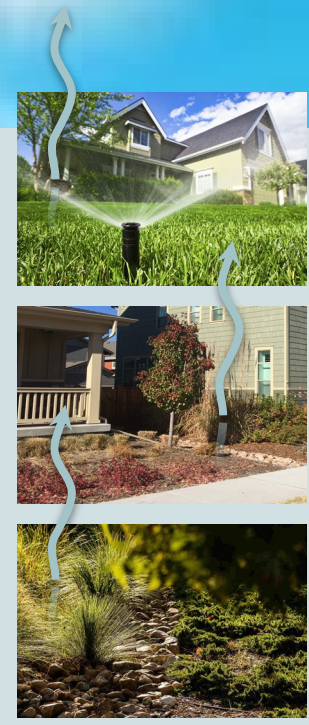
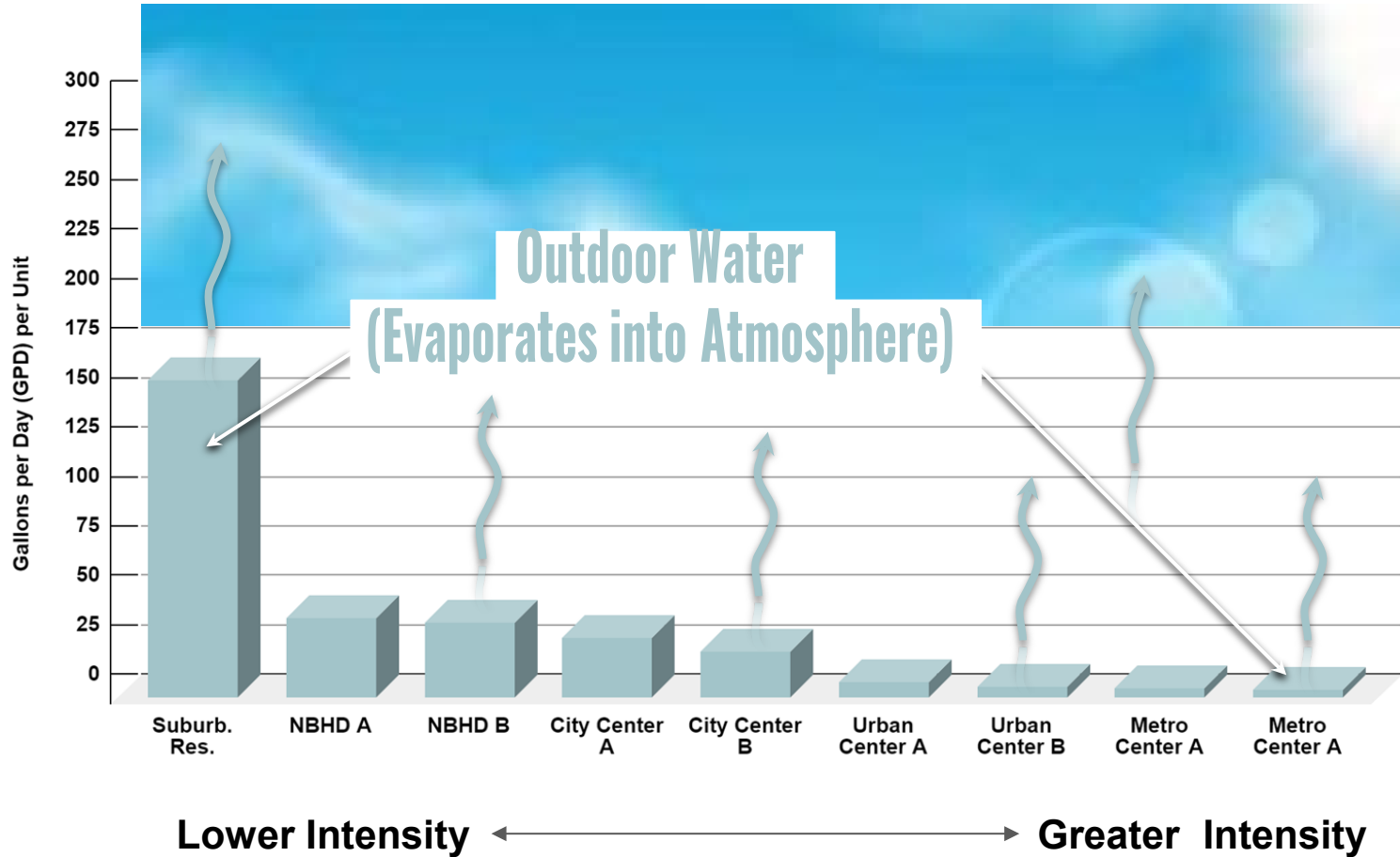
1 Residential Unit = 1 Household
1 Commercial Unit = 1,000 GSF



Lower Intensity ← → Greater Intensity

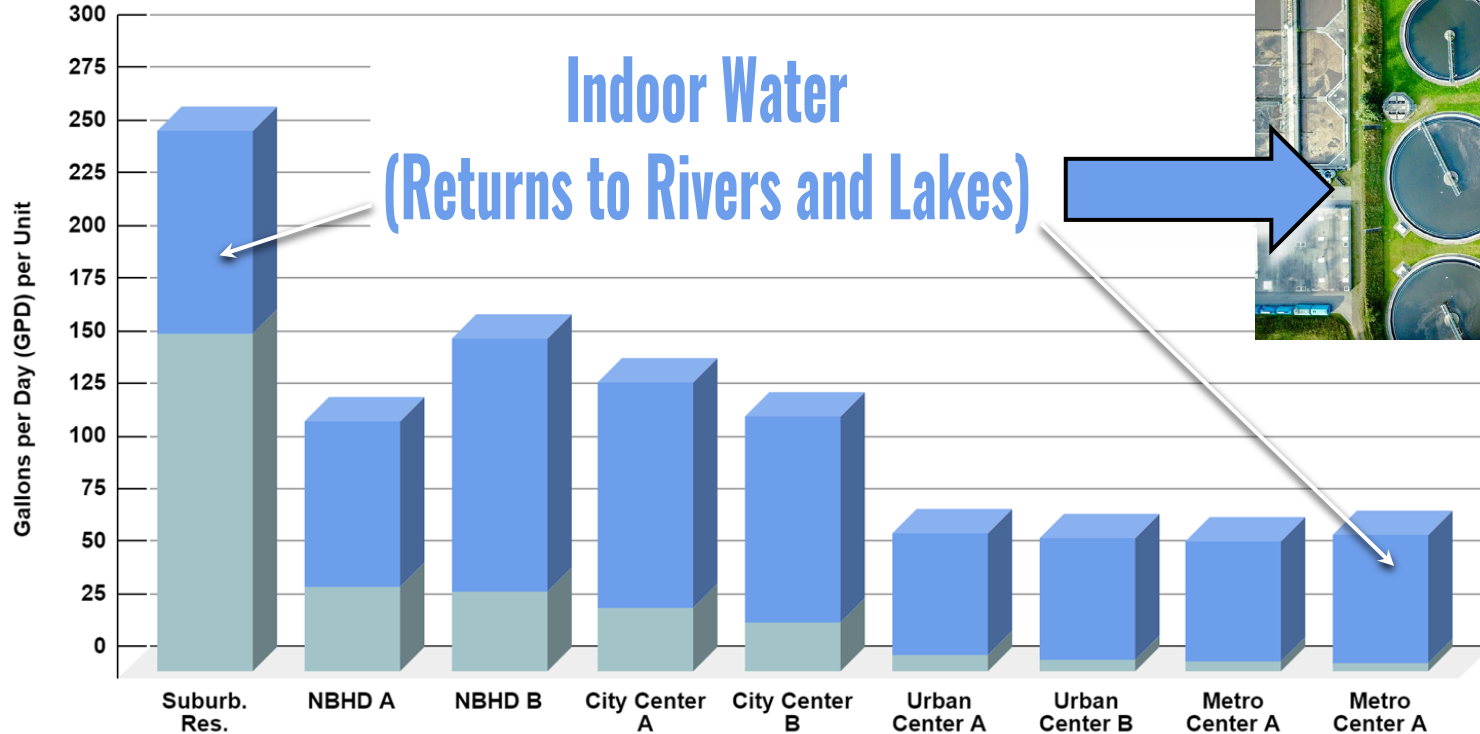


Outdoor Water per Unit



Indoor Water & Outdoor Water per Unit

■ Indoor Water ■ Outdoor Water



Indoor Water
(Returns to Rivers and Lakes)



Lower Intensity

Greater Intensity



Logan, UT September 30, 2024



Scan Here for EVENT DETAILS

CENTER STREET GIANT PUMPKIN FESTIVAL
LOGAN • UTAH

Creating Community!



Downtown Logan, UT



Creating Community!



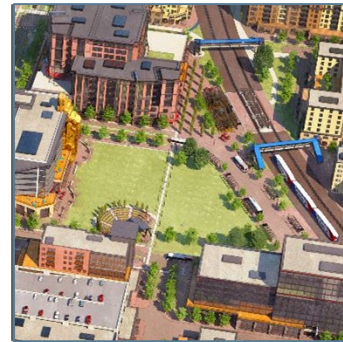
New Infill Housing!



New Housing with Ground Floor Retail!

What is your community's vision?

Location - Area / Size - Mix of Uses - Level of Intensity





Be part of the conversation!



WASATCH CHOICE

— VISION —



WasatchChoice.org



MAG

Expert Resources. Enriching Lives.

Mountainland.org



WASATCH FRONT REGIONAL COUNCIL

WFRC.org



Centers Resources

- This video - ASAP
- Final graphics - end of October
- More information on benefits - end of Year
- Many other resources available - available now



Technical Assistance



wfrc.org/programs/transportation-land-use-connection



mountainland.org/tag



tpa.udot.utah.gov

The City and Town Center Menu - Agenda

- What is a center and how to make them great
- The Provo experience
- What is the Wasatch Choice menu of centers?
- Comparing the benefits
- **Questions?**



The Wasatch Choice Menu of City and Town Centers: Which is right for your community?

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