



# West Valley City

## Hunter Town Center Plan

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# ACKNOWLEDGMENTS

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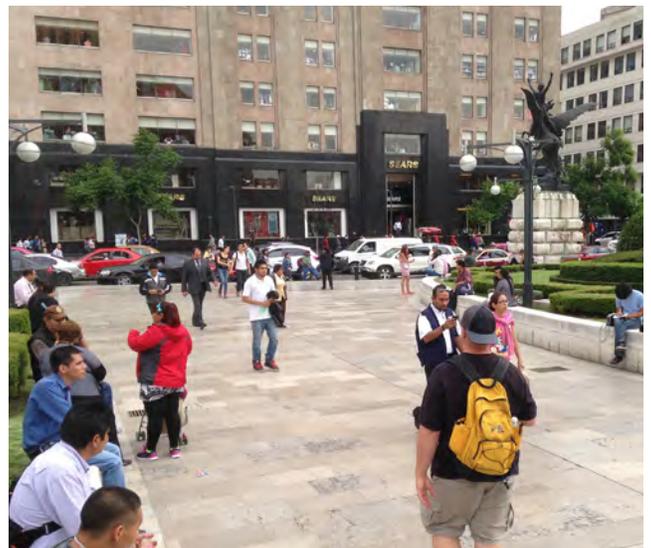
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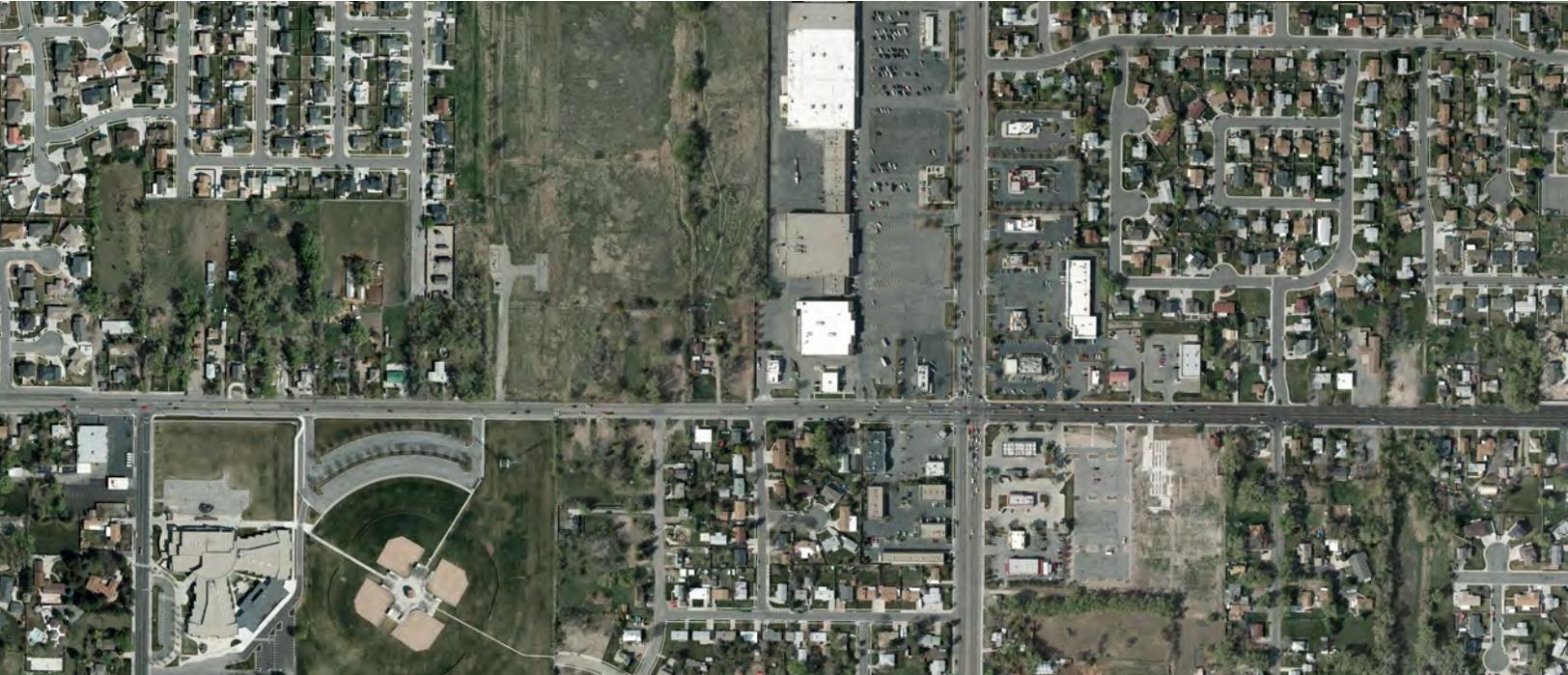
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# Section 1: Introduction

## Background

In 2009 the Hunter Town Center Plan (HTC) was adopted. With unprecedented growth to the north on 5600 West and little change to the HTC area, the City determined that an evaluation of the concepts and land use suggestions in the HTC was warranted. The idea of a second town center in West Valley needed to be explored further.

West Valley City has a thriving town center at 2700 West and about 3600 South. It contains City Hall, the Valley Fair Mall with its numerous shops and restaurants, the West Valley Police Station, the Promenade park, a new housing project, a hotel, banks, and stores that cluster around the end of the green line TRAX, now called Fairbourne Station. The Fairbourne Station area has been a major priority for the City and has begun to reap many rewards, especially in terms of creating a viable “heart” for the community that previously had no recognizable center. This true town center has become one of the shining examples of how to create a town center along the Wasatch Front that capitalizes on transit opportunities.

West Valley City is large enough to warrant two town centers. The HTC is 3.5 miles further west at the major crossroads on the west side of the City. The HTC is a considerably different location, however. The “anchor” for the area, as opposed to the Mall at Fairbourne Station, is the development to the north on 5600 West that has grown substantially in the last ten years. About a mile of suburban retail development has emerged.

A center like Fairbourne Station is not a reasonable expectation for this crossroads, but, it can become the south “bookend” to the growth on 5600 West. It can become a second, unique and exciting place for residents on the west side of the City and the Salt Lake Valley to shop, recreate, dine, and possibly further one’s education.

Defining what this town center can become is the goal of this document. Implementing the concepts suggested here is the realm of a new zoning ordinance and an active economic development effort.

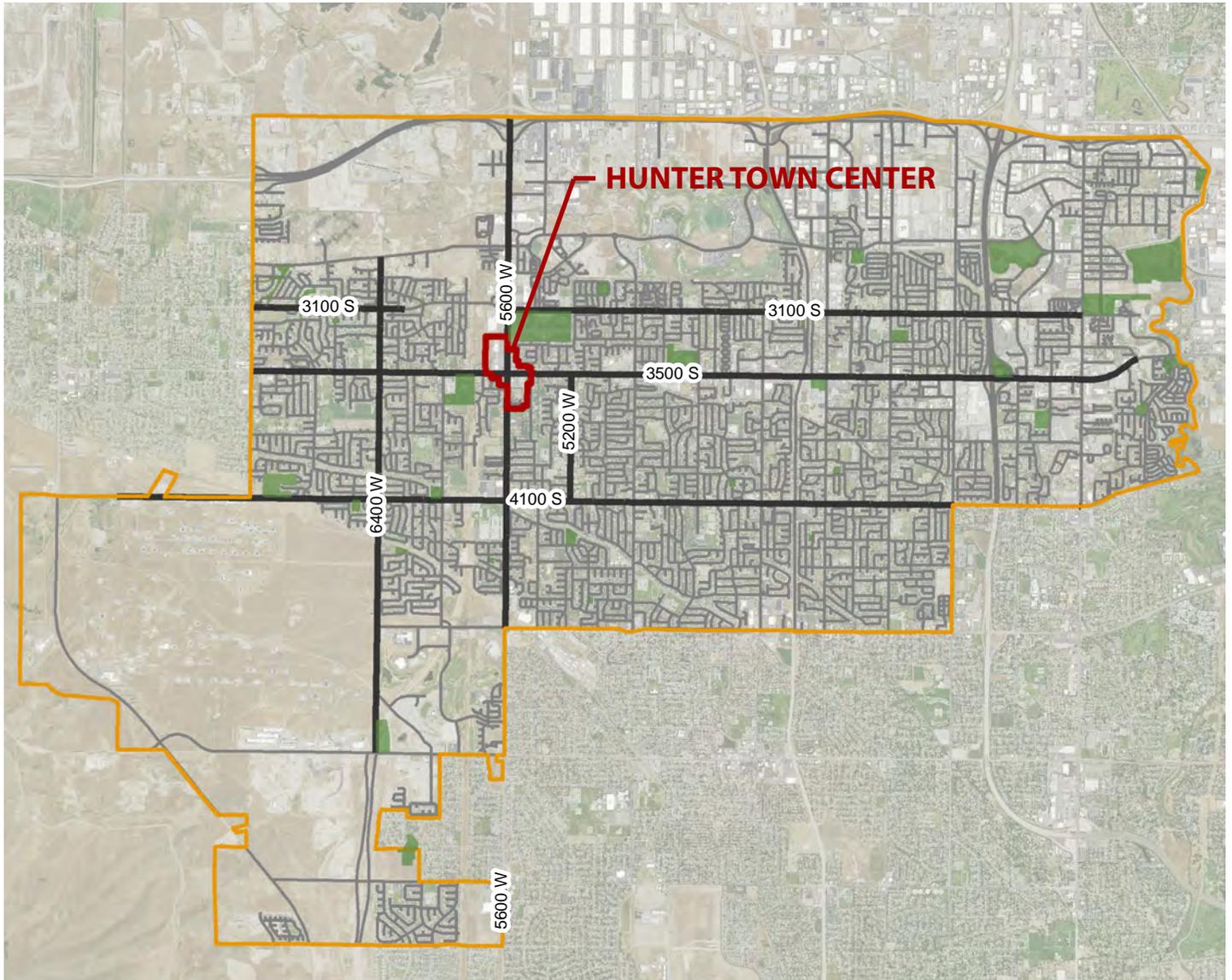
## A Look Back

The HTC was essentially a simple western intersection along 3500 South until the 60’s when 5600 West was extended north to connect with the 201 Highway and then to I-80. In those days 5600 West terminated about 4.5 miles to the south. Development at the intersection began to emerge in the late 70’s as Brusckke’s greenhouses became a

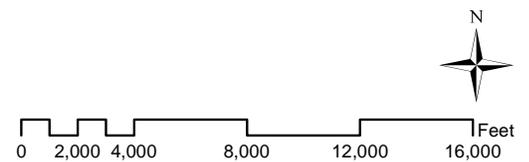
# SECTION 1: INTRODUCTION

landmark on the southeast quadrant. Then in the early 80's, just after the City incorporated, the shopping center on the northwest quadrant was constructed as one of the first large commercial projects that West Valley City oversaw. The Albertson's grocery store was complemented by a K-mart, banks, small shops and the Dee's restaurant on the corner. Fast food restaurants rapidly appeared on the northeast corner and continue to thrive today. Convenience shopping and neighborhood oriented services established themselves on the southwest quadrant.

## Where is the Hunter Town Center?



-  Hunter Town Center
-  West Valley City Boundary





## Section 2: Understanding the Site

The Hunter Town Center encompasses the four quadrants of the intersection of 5600 West and 3500 South. The four quadrants have remained relatively unchanged for some time. However, the K-Mart is in the process of closing and the VASA Fitness Center and Salt Lake Community College have recently established themselves on the NW quadrant.

The NE corner has numerous fast food establishments that have had turn over in the past, but currently seem to be a consistent successful use. They include some of the highest producing fast food restaurants in the City. Recent ordinance amendments to limit the number of fast food restaurants in the general area, may make these existing fast foods restaurants even more successful.

The SE quadrant includes a variety of restaurant and automobile maintenance businesses along the 5600 West frontage. South of the commercial uses are older residential homes, some of which are empty and have large vacant land parcels behind them. To the east of the corner is the UTA parking lot which seems considerably oversized for this location but has constraints that preclude significant rearrangement. In the contract agreements for purchase, there



# SECTION 2: UNDERSTANDING THE SITE

are stipulations that the lot needs to be used for “transit”. Interpretations of that word could include transit supportive activities, not just a parking lot. UTA has researched options, and concluded the lot is oversized.

The northerly expansion of the Mountain View Corridor which is located to the west, at about 5800 West, will result in road widening and access limitations at the intersection of 5600 West and 3500 South. This new construction poses additional constraints for beautification, cross street connections, and development accessibility.

The reconstruction/widening of 5600 West and 3500 South results in several leftover properties through the need to purchase property for widening by UDOT. This may provide additional development potential or possibly the ability to add beautification or small public open spaces.

The HTC plan was developed in 2009. It suggested a mixed-use town center, but no follow-up ordinance work occurred. Since the 2009 plan, the proposed widening of the intersection has increased in size and that widening increases the barrier that the road cross section will become. The very nature of the traffic increases and road widening will impact the nature of project.

Major commercial growth has occurred to the north on 5600 West. The market study suggests that it is likely the northerly growth has taken a large portion of the automobile oriented commercial demand. Patrons often travel considerable distances to shop in this 5600 West corridor. Since little new development has been generated at the HTC crossroads and to accomplish redevelopment, this plan and ordinance effort most likely needs to include incentives.

## Existing Land Use

The Hunter Town Center area is largely comprised of commercial and residential land uses. The commercial use tends to be closer to the intersection. Further from the intersection some of the properties are residential use. A large amount of vacant land exists in the NW and SE quadrants which presents opportunities for future development. The UTA parking lot provides some public land use in the SE quadrant. See the Existing Land Uses Map for further details.



# SECTION 2: UNDERSTANDING THE SITE



## **Building Age**

Building age helps determine the potential for redevelopment. Buildings have a life cycle, that varies by the type of building being constructed and its purpose. On average, suburban commercial buildings reach their usable life in 20 to 50 years (research by Dr. Arthur Nelson). Some buildings are rehabilitated to modernize and meet today's market demands, but, strip centers as built in the HTC are often one of the earlier targets for demolition and repurposing. In a sense, this has already begun to occur with the VASA interior remodeling and the Salt Lake Community College remodel.

The oldest buildings in the HTC are residential homes built prior to 1960, before 5600 West extended up to Highway 201. Residential homes generally have an average life of 150 years. After the extension of 5600 West, commercial buildings began to appear in the 80's and 90's mostly along 5600 West. Additional retail and office buildings were built from the 90's to the early 2000's. The newest buildings are a group of condominiums at the southeast end of the HTC area. See the Building Age map for further detail.

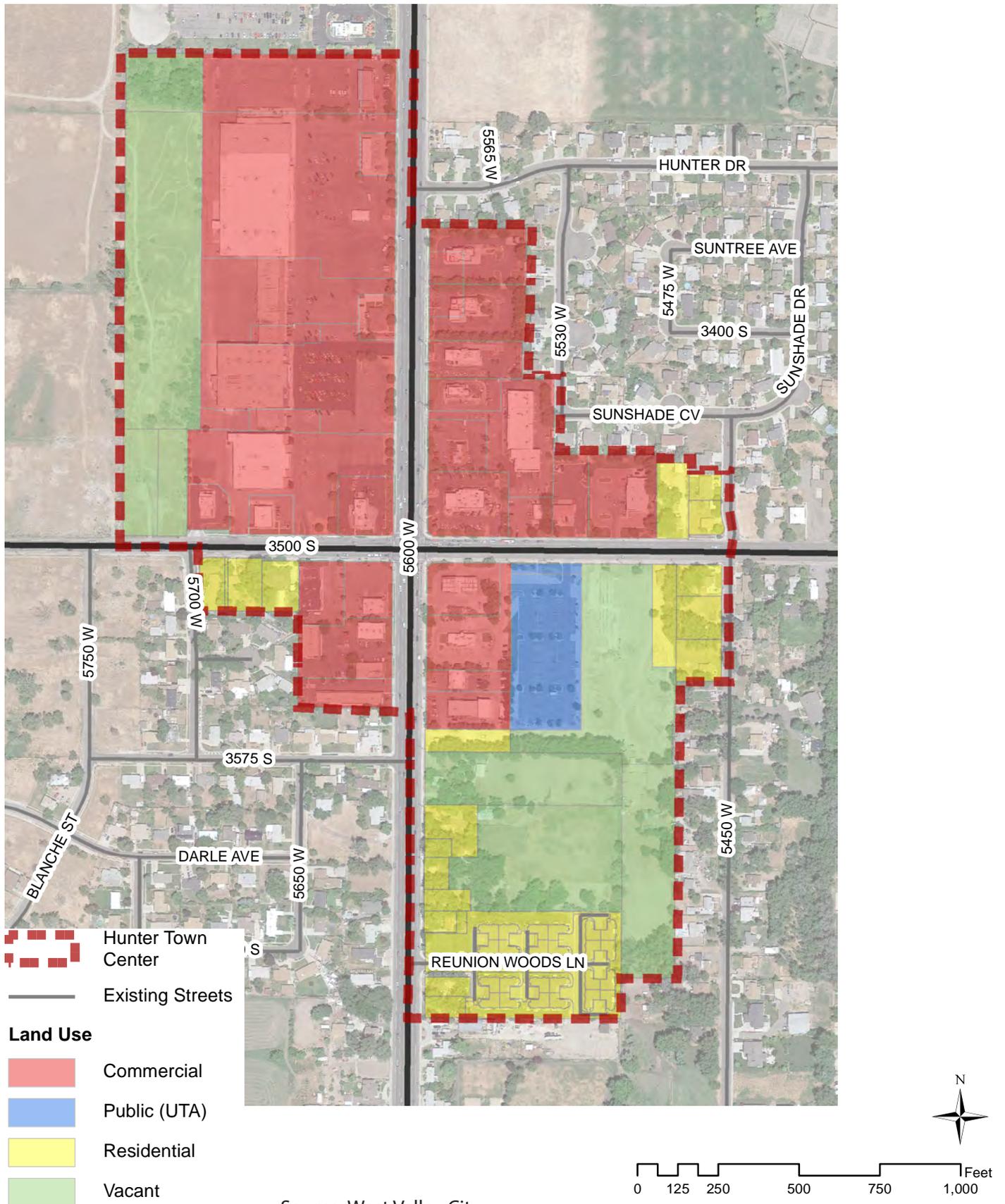
## **Land Value**

Land values (as measured in dollars per square foot) in the HTC area vary widely. The Land Value map includes the value of the land and buildings. This information is derived from County records. Areas with the highest values have decreased redevelopment potential, simply because it is difficult to generate additional value from already highly valued properties.

Generally, properties closer to the intersection are highest in value and those that are larger parcels or are undeveloped are lowest in value. Large developed parcels with large parking lots display a lower overall value. The fast food area on the NE quadrant and the pad sites on the frontages have the highest values.

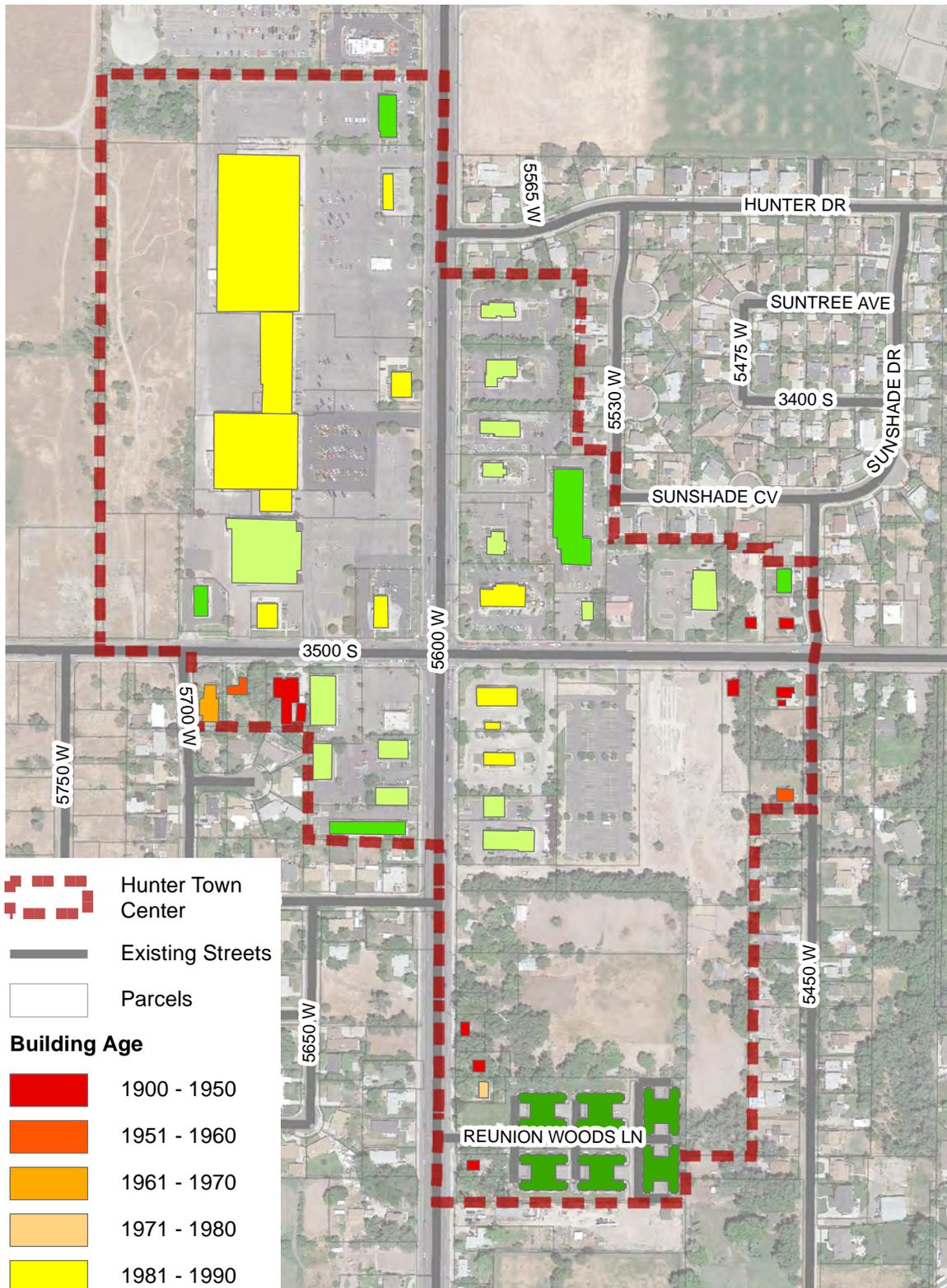
# SECTION 2: UNDERSTANDING THE SITE

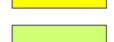
## EXISTING LAND USES



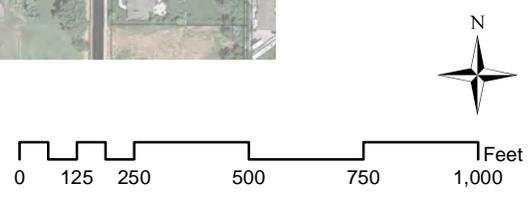
# SECTION 2: UNDERSTANDING THE SITE

## BUILDING AGE



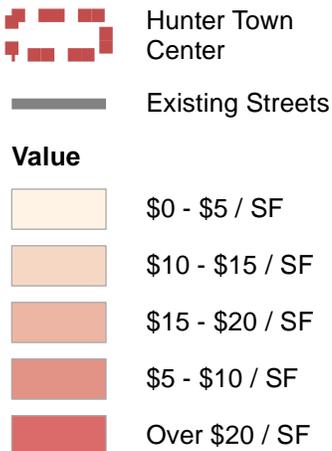
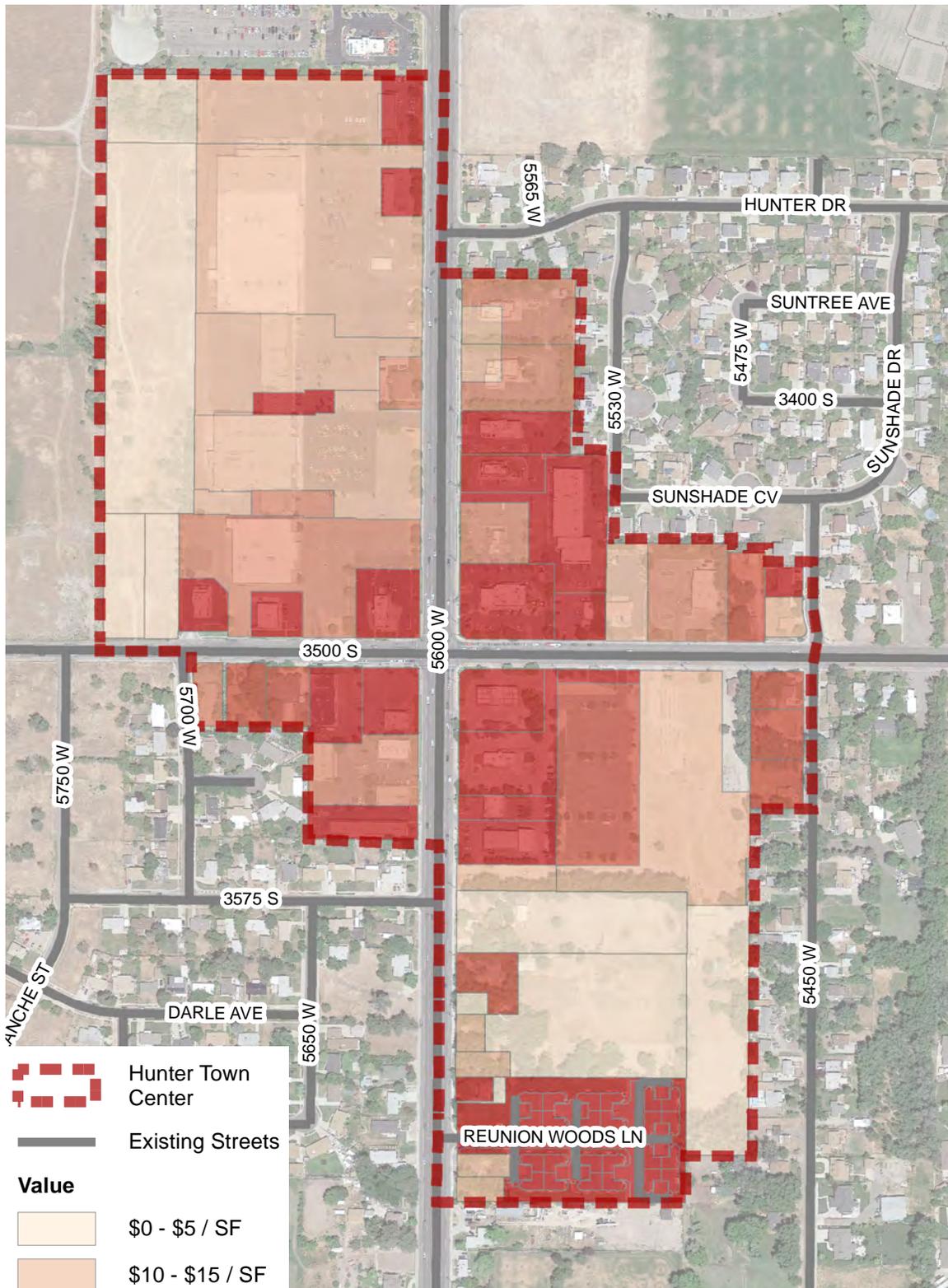
 Hunter Town Center  
 Existing Streets  
 Parcels  
**Building Age**  
 1900 - 1950  
 1951 - 1960  
 1961 - 1970  
 1971 - 1980  
 1981 - 1990  
 1991 - 2000  
 2001 - 2010  
 2011 - Current

Source: Salt Lake County Assessor

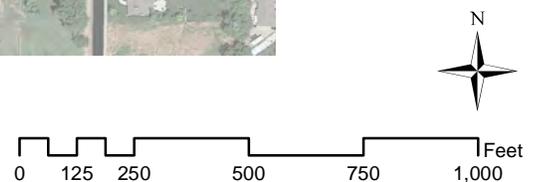


# SECTION 2: UNDERSTANDING THE SITE

## LAND VALUE



Source: Salt Lake County Assessor



# SECTION 2: UNDERSTANDING THE SITE

## Recreation Opportunities

The Hunter Town Center is located to the east of Hunter Park and to the south of Centennial Park. Both parks are large regional parks that provide a very comprehensive range of recreational opportunities that attract visitors from all over. These opportunities and amenities include baseball fields, tennis courts, sand volleyball, soccer fields, basketball courts, a skate park, a swimming pool, playgrounds, a fitness center, and an ice center. These facilities regularly host sporting events for city, school district, region, and county-wide organizations.

Within the HTC area, recreational opportunities are currently very limited. There are no parks or plazas within the HTC. Four foot wide sidewalks line the streets providing the minimum standard for pedestrian connectivity within the area. These narrow sidewalks provide poor connections to either of the adjacent regional parks. The sidewalk heading west along 3500 South ends before reaching Hunter Park, and the sidewalk heading north along 5600 West has no connecting sidewalk to the park. Bike lanes are not available.

UDOT's Mountain View Corridor plan includes a trail corridor for pedestrians and bikes, parallel to the highway that connects to these parks, providing future trail opportunities that will help improve the non-motorized connectivity. Road widening, which is part of the Mountain View project, along 3500 South and 5600 West includes wider sidewalks and several bike lanes. No biking is suggested east of the 3500 South /5600 West intersection, however.

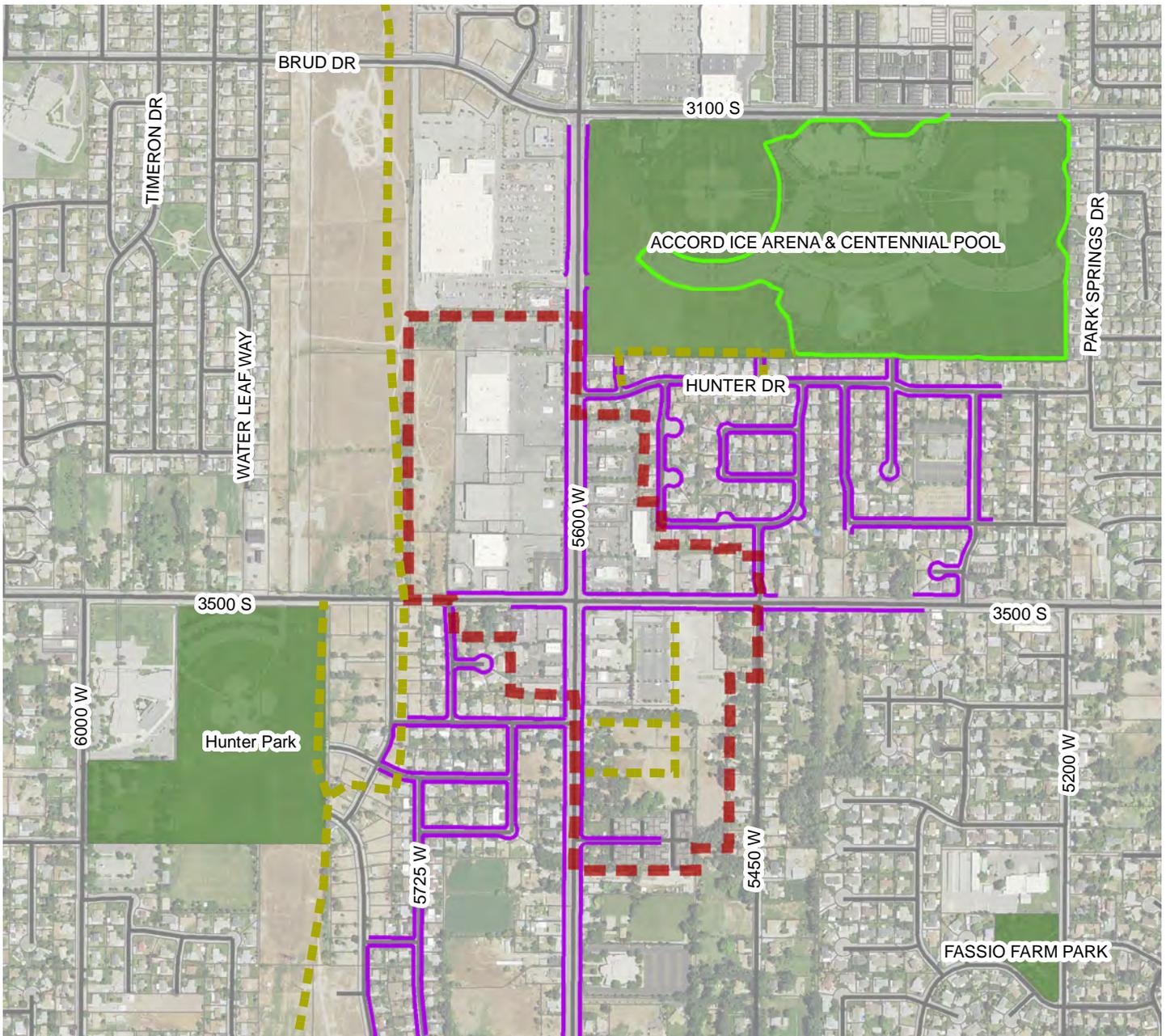


Existing Sidewalk

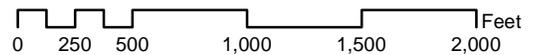


# SECTION 2: UNDERSTANDING THE SITE

## PARKS & TRAILS



-  Proposed Trails
-  Hunter Town Center
-  Existing Sidewalks Near HTC
-  Existing Trails
-  Existing Streets
-  Parks
-  Parcels



# SECTION 2: UNDERSTANDING THE SITE

## Transportation and Transit

Transportation has a major effect on the planning for the Hunter Town Center. The current Average Annual Daily Traffic (AADT) is between 43,000 along 5600 West, to 15,000 vehicles on 3500 South (see Current Traffic Volumes map). The Mountain View Corridor project which is currently underway will bring unprecedented traffic to this intersection. While volumes will decrease along 5600 West to about 24,600 from the previous 43,000, 3500 South in the HTC area, will become a 6-lane road designed to handle several times the current traffic. The right-of-way for 3500 South will more than double, increasing from 64-ft to 150-ft. 5600 West will increase from 130-ft to 156-ft (see the Future Streets Map, Existing and Proposed Cross-Sections). All of these improvements will only occur within the HTC area.

While the widening of the streets will improve the flow of traffic through the area, it also has an adverse effect on pedestrian comfort, crossing time, and crossing safety. Getting from one quadrant of the HTC to another presents significant hazards. Furthermore, street aesthetics are compromised by this new arrangement as few opportunities exist for center-median plantings, monumentation or other visual enhancements. Despite the challenges posed by the current and future conditions on these State highways, other prospects exist for improvement combined with other design opportunities to create a quality pedestrian experience within each quadrant. The pedestrian experience along the State road rights-of-way can be improved by relocating the sidewalk further from the traveled way and installing raised planters in the park strips.

Widened sidewalks are also important and part of the Mountain View Corridor project. Most sidewalks are currently 4-ft wide and do not allow for two people to walk side-by-side comfortably. For those pedestrians seeking to cross from one quadrant to the next, the shortest walkway connection possible should be provided between the quadrant's internal walking network and the intersection itself, perhaps even through the interior of a corner-facing building. Crossing safety can be enhanced by the use of a leading pedestrian interval (LPI) that gives pedestrians a 10-second lead in the traffic phase before other vehicles are allowed to enter the intersection thus placing pedestrians in a more direct line of site with motorists. Pavement markings, such as green-painted crosswalks and enhanced signage could serve to further alert motorists to the presence of pedestrians. The possibility of center median refuges associated with the UTA 5600 West Bus Rapid Transit (BRT) platforms located just to the north and south of the intersection could also provide an opportunity for breaking up the long-crossing distance for slower walkers.

The proposed 5600 West BRT line will meet with the existing 3500 South BRT line at this location. Although the exact routing and logistics are yet to be determined, it is currently expected that transfers between these lines will likely occur at the existing UTA park-n-ride lot. As a transit hub, ample safe pedestrian access should be planned to and



# SECTION 2: UNDERSTANDING THE SITE

from this junction from all quadrants of the intersection. Bus routes, bus stops, and the BRT lines are shown on the Bus Routes map.

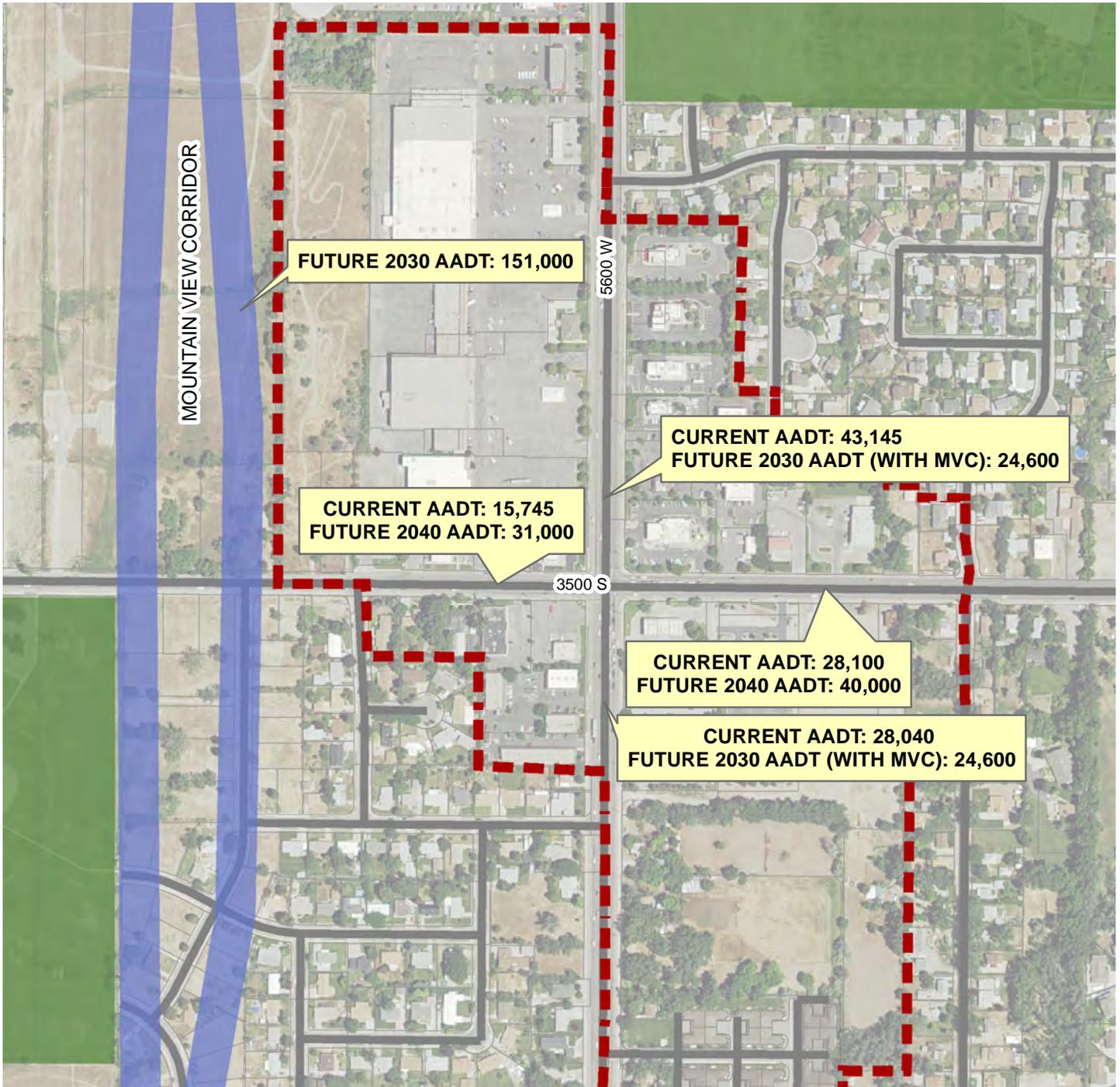
Proposed Mountain View Corridor improvements will trigger significant changes to property access in the Town Center Area. A number of property access points will be removed and many will change from four-way, open-access to right-in/right-out accesses only.

Quality internal circulation should also be planned within each quadrant. The Connectivity Map shows current conceptual proposals for developing an integrated network of pathways that will allow for smooth traffic flow and the development of walkable, lively streetscapes. Where major redevelopment is planned on the northwest and southeast quadrants two ring roads have been proposed that should allow travelers to bypass the primary intersection at 5600 West and 3500 South to navigate within the HTC. Smaller “Main Street” type roads with lesser traffic throughput are also shown and proposed.

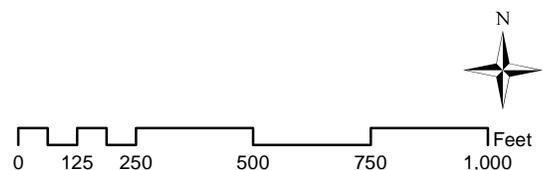


# SECTION 2: UNDERSTANDING THE SITE

## CURRENT AND PROJECTED TRAFFIC VOLUMES: UDOT ANNUAL AVERAGE DAILY TRAFFIC COUNT (AADT)

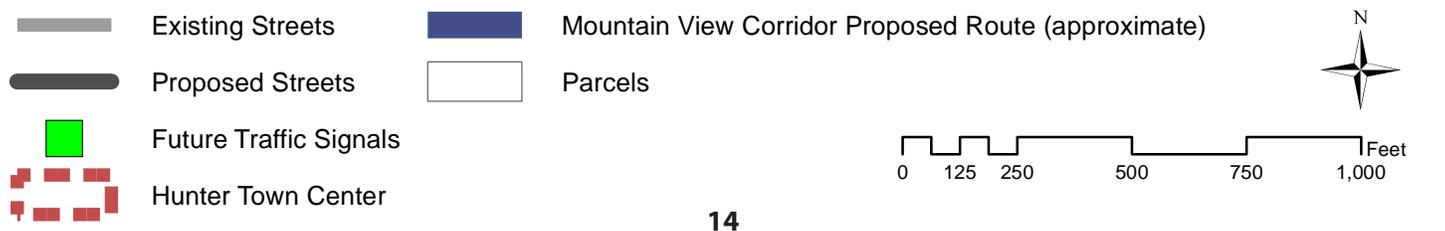
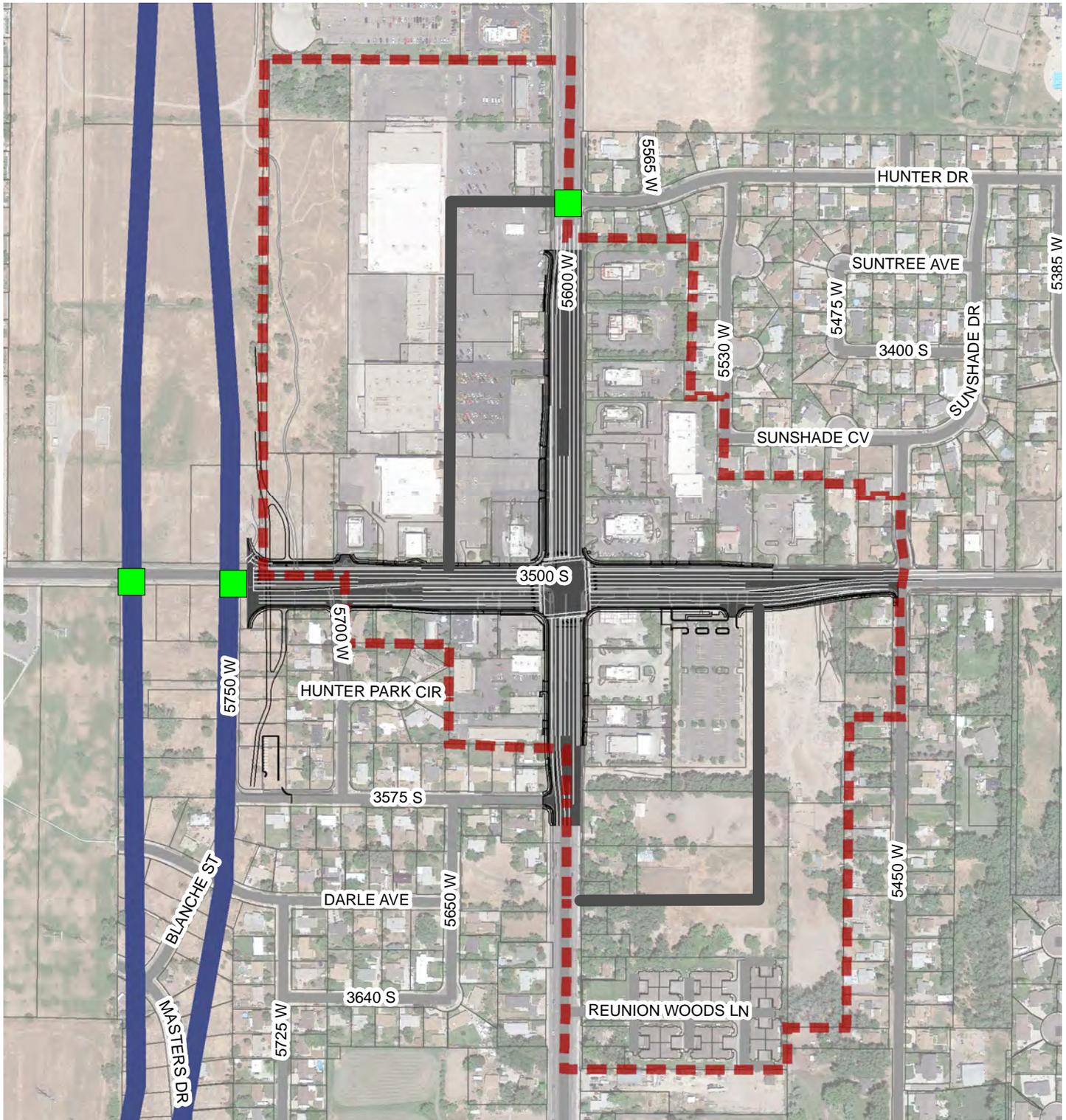


-  Existing Streets
-  Mountain View Corridor Proposed Route
-  Hunter Town Center
-  Parcels



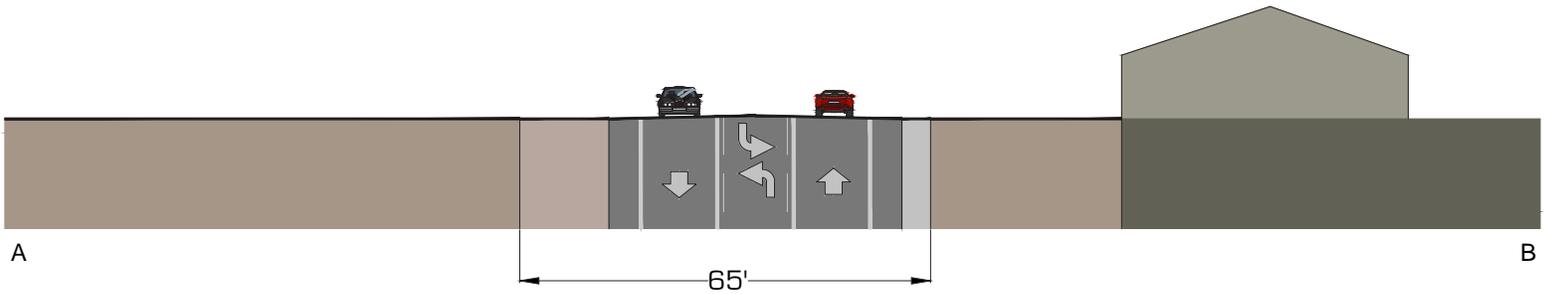
# SECTION 2: UNDERSTANDING THE SITE

## FUTURE STREET PLANS

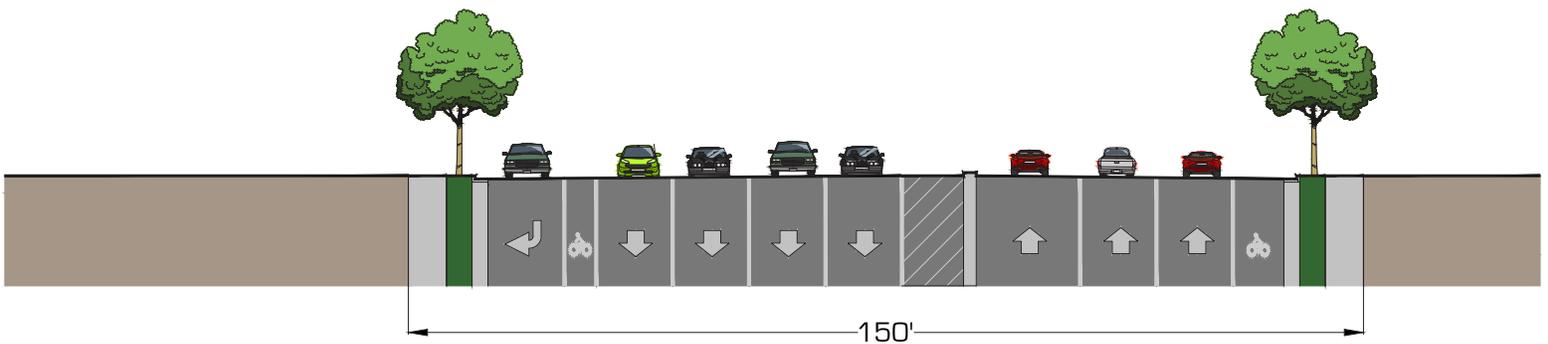


# SECTION 2: UNDERSTANDING THE SITE

## EXISTING AND PROPOSED CROSS SECTIONS



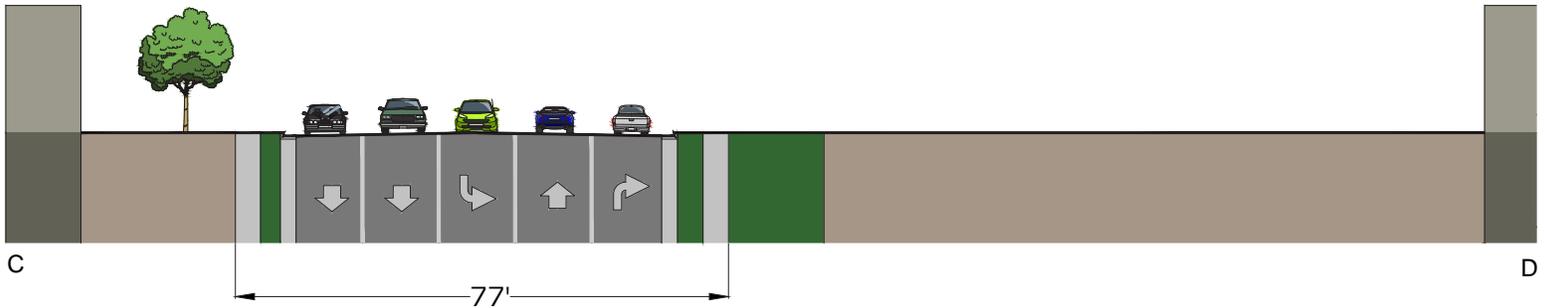
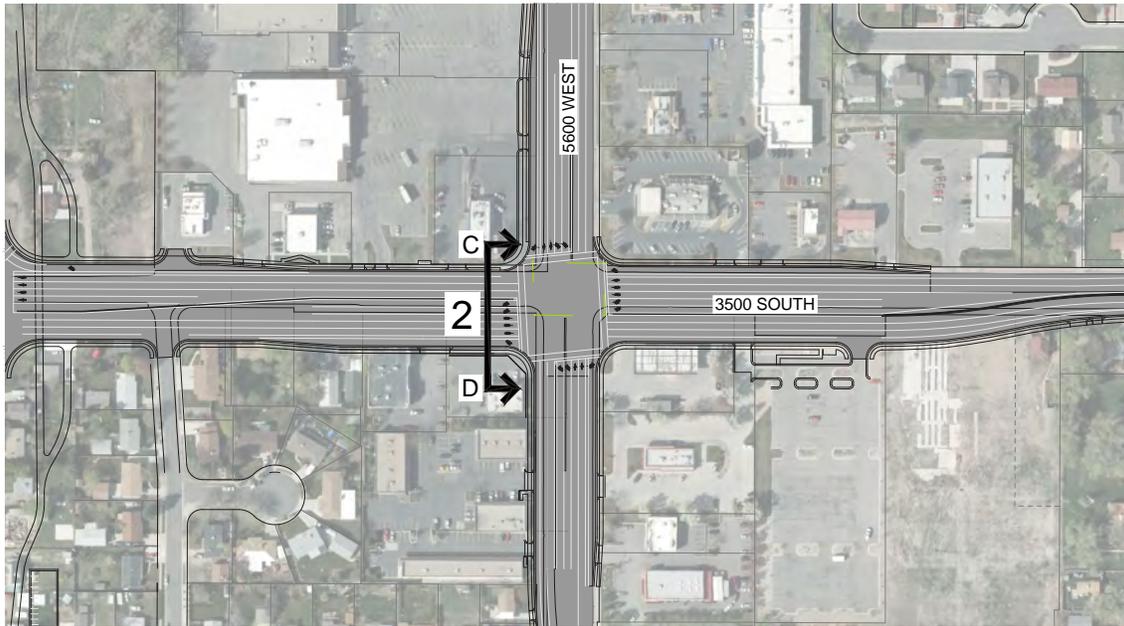
SECTION 1 EXISTING - 3500 S. LOOKING EAST



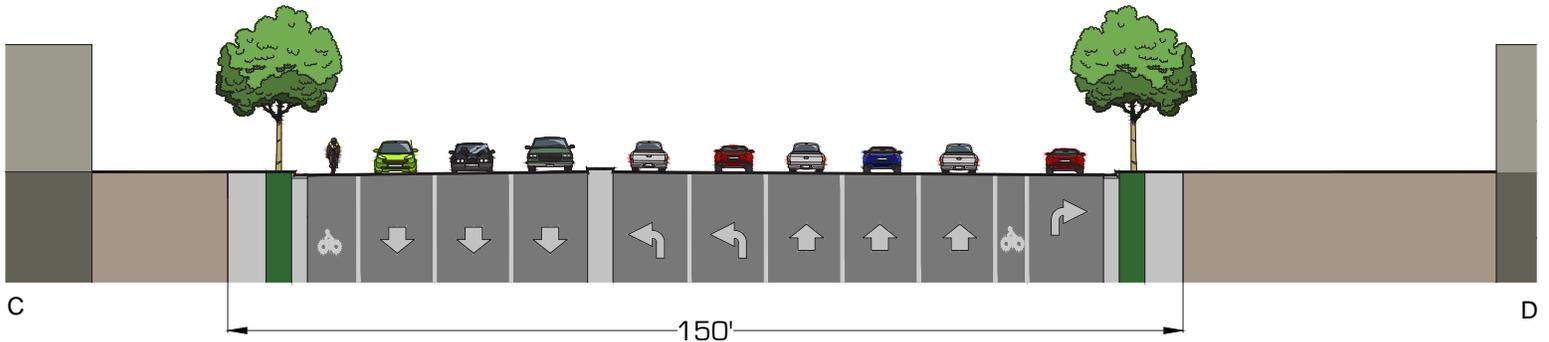
SECTION 1 FUTURE - 3500 S. LOOKING EAST FUTURE

# SECTION 2: UNDERSTANDING THE SITE

## EXISTING AND PROPOSED CROSS SECTIONS



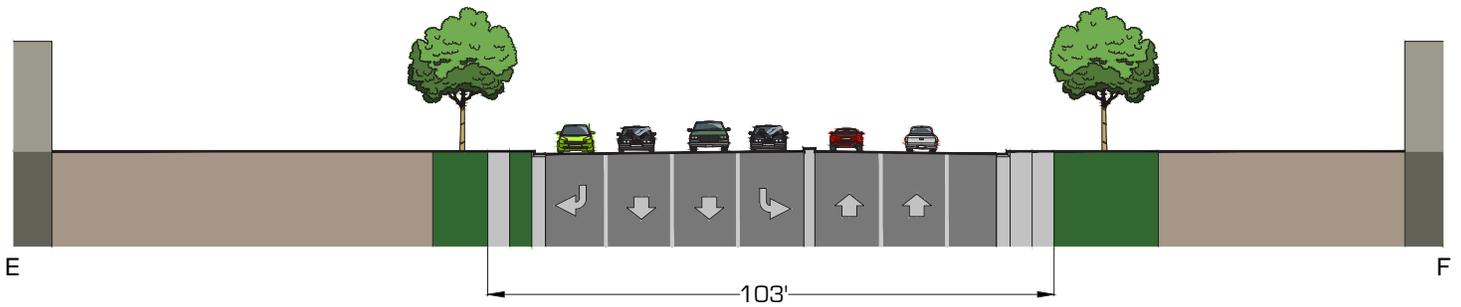
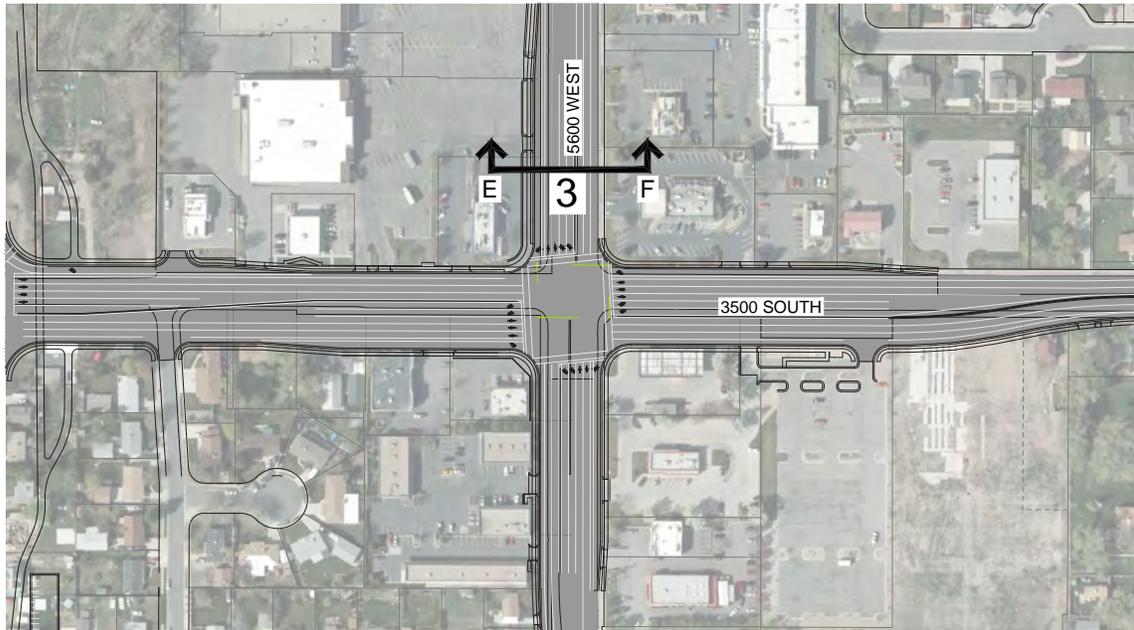
SECTION 2 EXISTING - 3500 S. LOOKING EAST



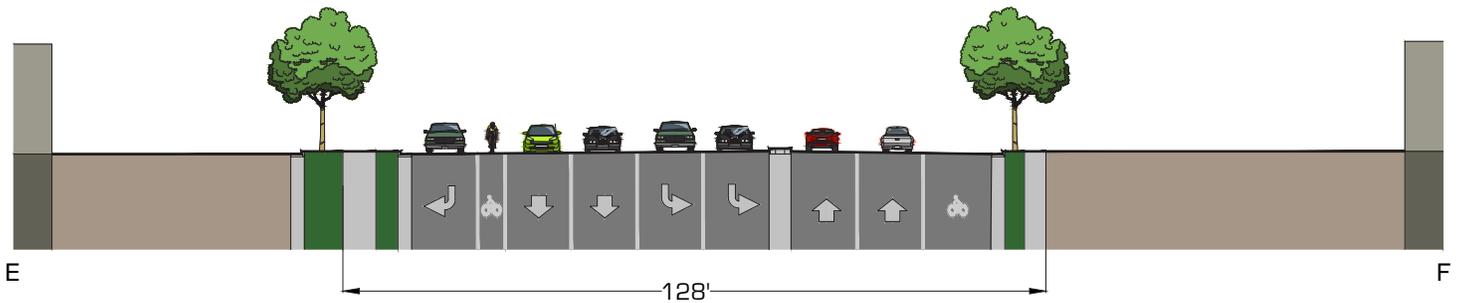
SECTION 2 FUTURE - 3500 S. LOOKING EAST

# SECTION 2: UNDERSTANDING THE SITE

## EXISTING AND PROPOSED CROSS SECTIONS



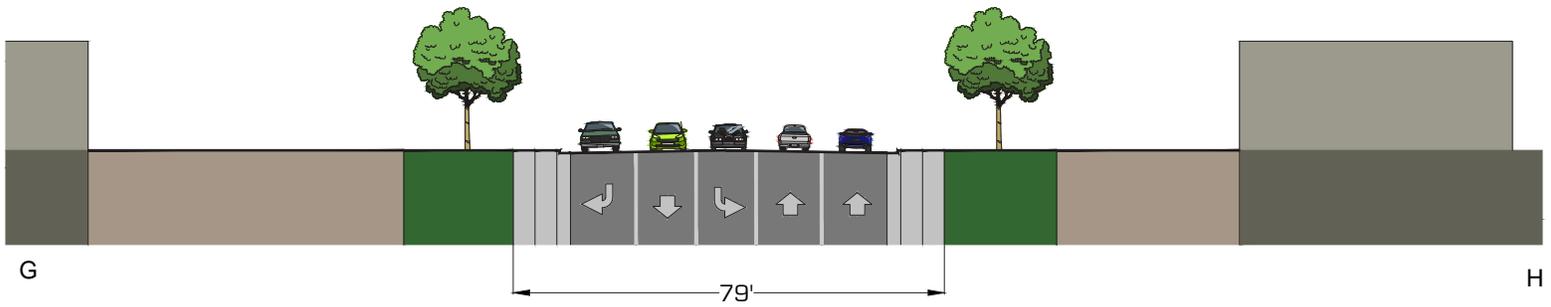
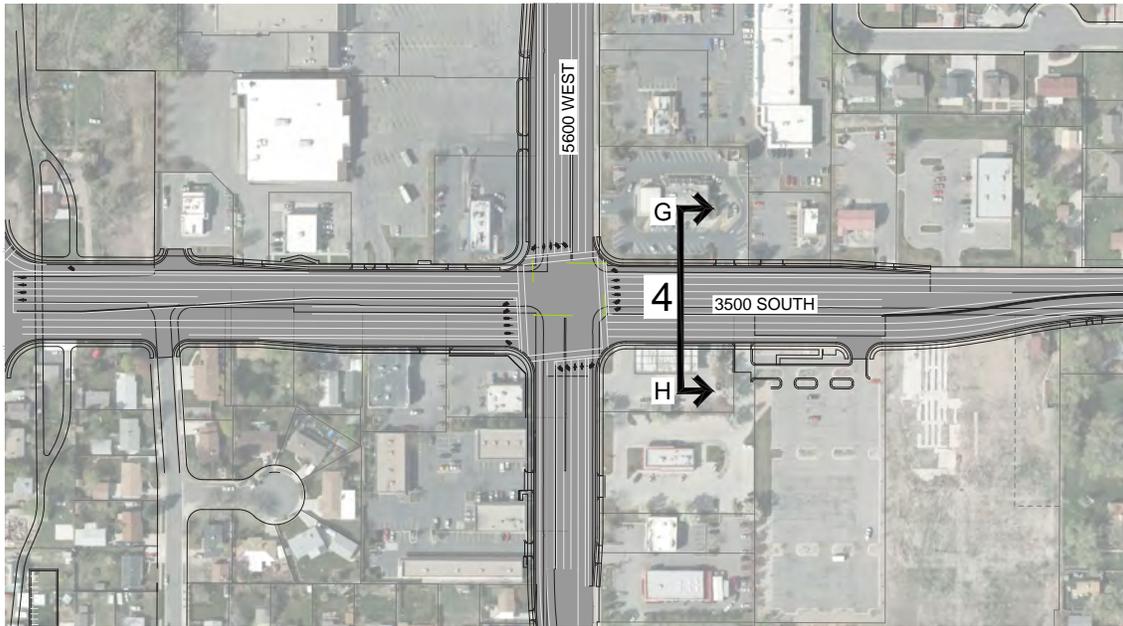
SECTION 3 EXISTING - 5600 W. LOOKING NORTH



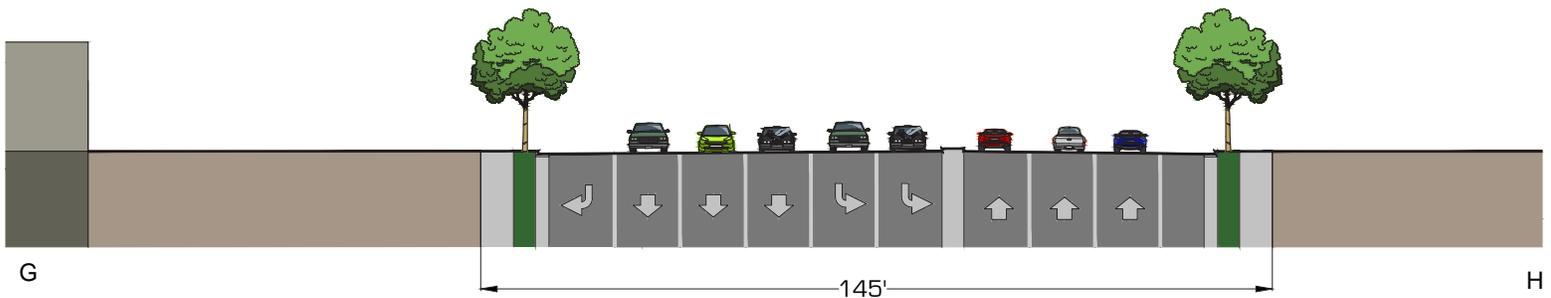
SECTION 3 FUTURE - 5600 W. LOOKING NORTH

# SECTION 2: UNDERSTANDING THE SITE

## EXISTING AND PROPOSED CROSS SECTIONS



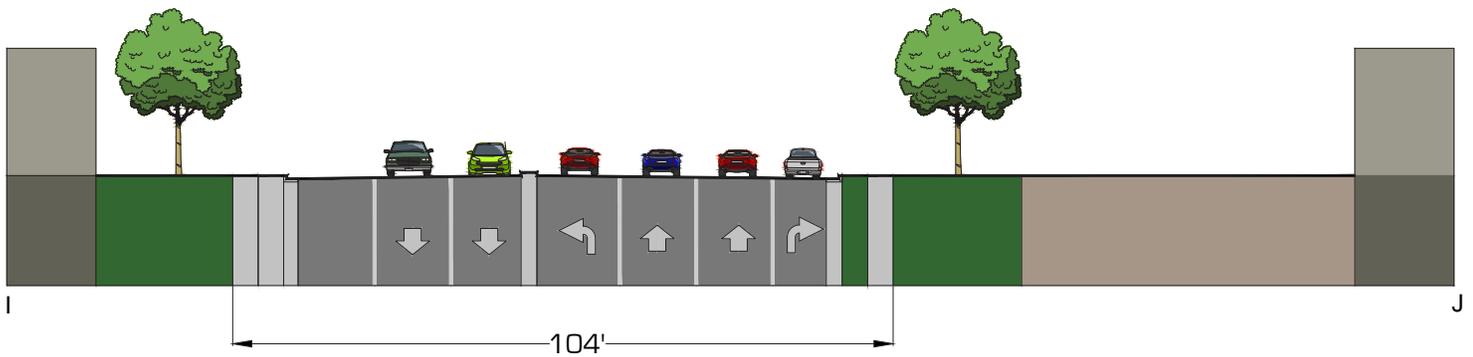
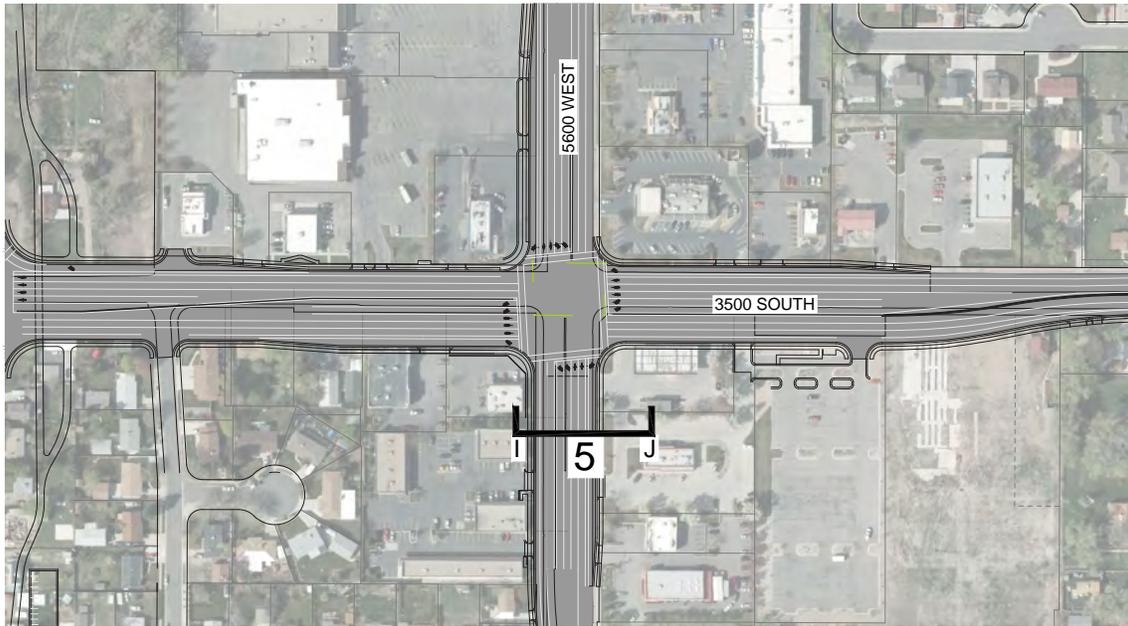
SECTION 4 EXISTING - 3500 S. LOOKING EAST



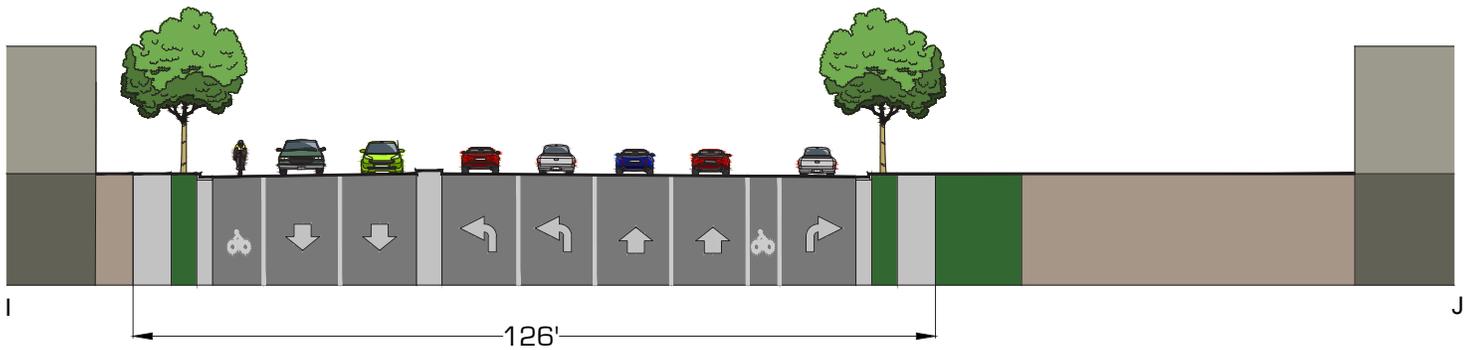
SECTION 4 FUTURE - 3500 S. LOOKING EAST

# SECTION 2: UNDERSTANDING THE SITE

## EXISTING AND PROPOSED CROSS SECTIONS



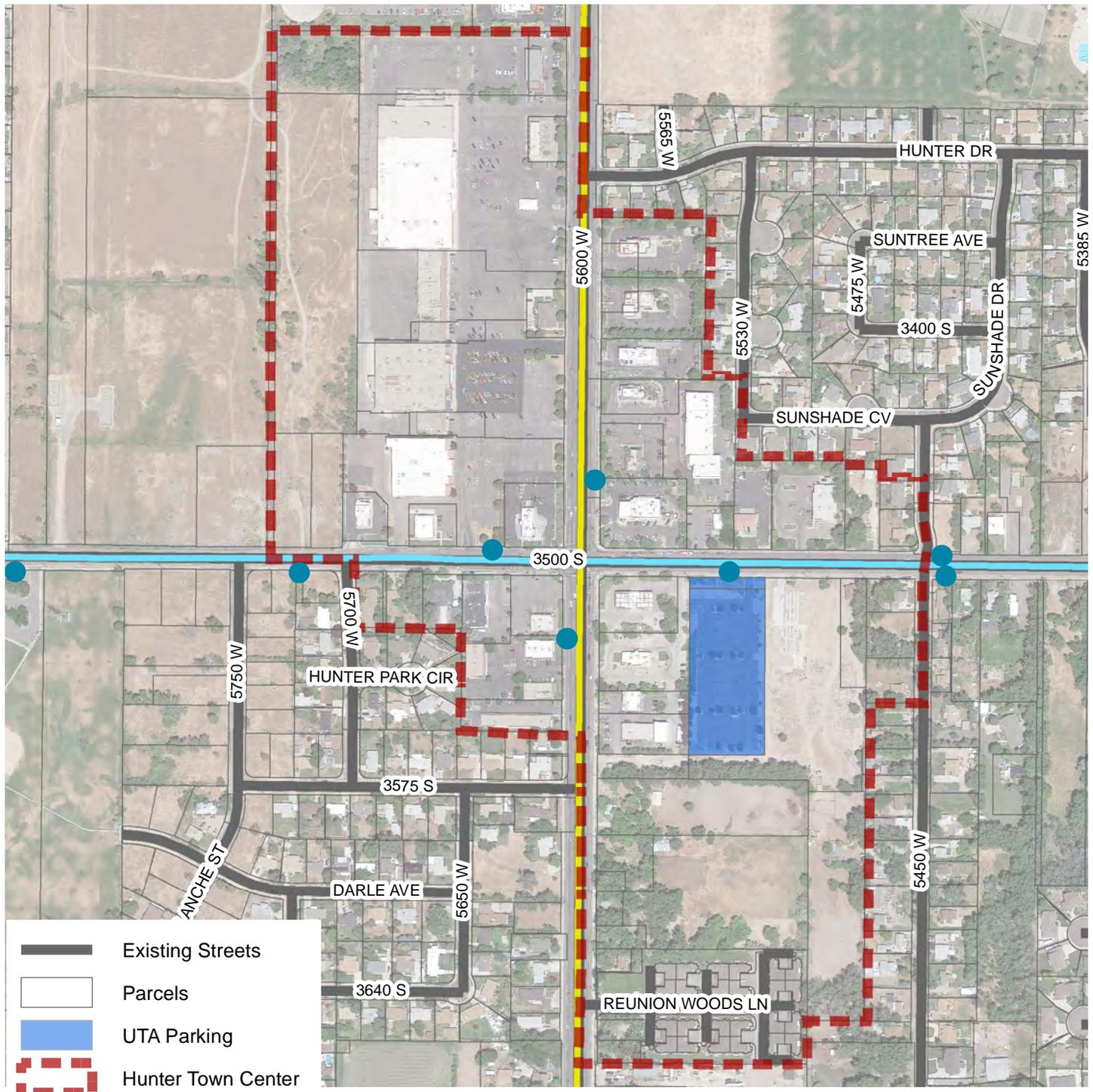
SECTION 5 EXISTING - 5600 S. LOOKING NORTH



SECTION 5 FUTURE - 5600 S. LOOKING NORTH

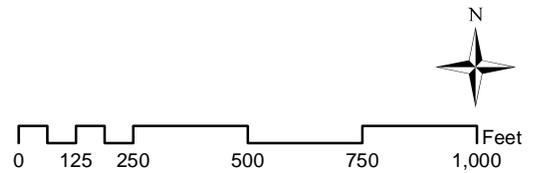
# SECTION 2: UNDERSTANDING THE SITE

## UTA BUS ROUTES, STOPS, AND PARKING



### UTA Bus Routes

- 35M (BRT) and 35
- F556 (5600 W Flex)
- UTA Bus Stops





## Section 3: Market Demand

A market demand study was performed by Lewis Young Robertson & Burningham (LYRB) as a part of this update to the Hunter Town Center Plan. The market study identified the potential for supportable residential, office, retail, and other related uses within the Hunter Town Center, and their associated footages.

Overall, the retail, office, and residential markets are doing well in West Valley, Salt Lake County, & Utah. All trends are pointing to the markets continuing to perform well for the foreseeable future. With the expansion of the Mountain View Corridor and the addition of the 5600 West BRT Line, the Hunter Town Center will receive an increase in visibility and average daily traffic. These changes will help increase the viability of the area.

Potential retail uses include:

- Full Service Restaurant
- Home Furnishing Stores
- Cosmetics & Beauty Supplies
- Jewelry Stores
- Florists
- Personal & Laundry Service
- Pharmacy

Hospitality uses were explored for a possible use in the HTC. The current market seems weak but could be a future potential use as the Mountain View Corridor is completed.

Creating a public gathering place within the Town Center will also help to increase the attractiveness of the area. With the existing retail growth directly to the north, it could be difficult to create an additional retail center within the Hunter Town Center. Creating a public gathering space will help differentiate this area from other areas within the City.

# SECTION 3: MARKET DEMAND

This study suggests that future development have a land use mix of approximately 20.3 % retail, 17.7 % office, 54.2% residential and 7.8 % public use. LYRB believes that the following square footages and units could be supported within the Hunter Town Center:

*Table 7.1: Hunter Town Center Supportable Development*

<b>Hunter Town Center Supportable Development</b>				
<b>Type</b>	<b>Acres</b>	<b>Square Feet</b>	<b>FAR or Units/Acre</b>	<b>Total Units</b>
Retail	12.98	141,356	0.20	
Office	11.35	121,424	0.25	
Residential <sup>1</sup>	34.75	694,993	20	695
Public Space/Tax Exempt	5.00	-	-	

<sup>1</sup> Due to the current market trends, the residential will increase or decrease with any fluctuation in the office, retail, and public space/tax exempt land.



## Section 4: Guiding Plan Concepts

### Vision

West Valley City has established the goal to create a secondary town center located at 5600 West and 3500 South intended to act as a complimentary activity center for the western neighborhoods of the City and the western parts of the Salt Lake Valley. The HTC will need to embrace the transit potential of the site as the crossroads of the existing and proposed Bus Rapid Transit lines. This Center will provide a lively gathering place for residents and adjacent communities with opportunities to dine, shop, live, educate, and recreate. Its character will be exhibited through architecture that approaches the street with height and quality that exceeds current development to the north on 5600 West. It will include mixed use and create a recognizable commercial activity node in the City.

### Plan Concepts

5600 West and 3500 South divide the Hunter Town Center into four quadrants - North East (NE), South East (SE), South West (SW), and North West (NW). Each of these quadrants presents different opportunities for defining the character and use of the HTC. Each needs to function well internally and add to the identity of the HTC through its street side appearance.

- The SE and NW corners have the most potential for new development and improvements, in the near future.
- Create distinction by framing the intersection corners, especially the SE and NW corners, with higher buildings, a minimum of two or more stories in the storefront style building type (see page 34).
- Create interior spaces that are buffered from the traffic volumes and noise behind the corner framing buildings.
- Incorporate active public spaces to assure more than just a vehicular orientation. The public spaces should be designed in a flexible manner to accommodate active uses such as, farmer's markets, food trucks, tactical urbanism, and community events/activities.
- Consider designing flexible active plaza type spaces that draw the public in with activities. Share those activities between the NW and SE quadrants and plan for 200 to 300 activities per year.
- Extend the public realm portion of the streetscape to the north on 5600 West, but change it to a xeriscape with trees concept. The current configuration north of 3100 South is distinctive and should be extended south. Added distinctiveness could be achieved by changing the turf to more of an accent in a xeriscape landscape theme.
- Create distinctive streetscapes through landscaping and art. Consider a street tree that reflects the agricultural heritage of the Hunter area, such as peach, apple, or cherry varieties. Carry the wind art theme from Fairbourne

# SECTION 4: GUIDING PLAN CONCEPTS



Station to the new center and incorporate variable sounds also.

- Assure architectural distinction specific to the Hunter Town Center area.
- When possible provide a quadrant “L” access thru the various corners. This appears feasible for the NW and SE quadrants. The SW quadrant also has some possibilities but mingles with residential traffic. Do not consider these as high traffic roads but more as interior access “main streets”. Traditional Main Street design may be warranted for a short block in the SE and NW quadrants.
- Create strong internal connections between uses to prevent the need to access 3500 South or 5600 West to simply get next door.
- Assure transit station distinction, as opposed to standardized station shelters

# SECTION 4: GUIDING PLAN CONCEPTS

## QUADRANT PLANS

Each quadrant of the Hunter Town Center has a unique potential for defining its character and use. Each should be thought of independently as 5600 West and 3500 South are barriers to vehicular and pedestrian connectivity from corner to corner. While each quadrant is independent, they should also include unifying elements and styles that are consistent from one quadrant to another.

### *Northeast Quadrant*

The Northeast Quadrant is composed of a series of thriving fast food establishments, one pub, and an emergency care medical facility. Although there has been some turnover of these businesses, the area continues to attract significant patronage and produces significant sales tax revenues. With homes located just to the east, sharing back fences, the potential of this site to expand and change in the near future is low. Therefore, only minor modifications are suggested, as follows:

- Consider connecting the last two parking lots, so that all the uses can be accessed without being forced to return to 5600 West. Internal sidewalk connections would also be beneficial. The 3500 South side already has this ability.
- Consider a study to determine if any of the driveway accesses could be eliminated or shared between adjacent uses.
- Work to create a new unifying streetscape that compliments the cross section on 5600 West to the north, yet creates its own distinctiveness.
- Consider finding and creating an outdoor area that the restaurants could share, that in a sense becomes an outdoor food court.

### *Southeast Quadrant*

The Southeast Quadrant contains a significant amount of underutilized and vacant land. The frontage on 5600 West is developed to a point about 500' from the intersection, with businesses that have been there for a long time. Fortunately, all of the uses have internal connections to adjacent uses located to the rear of the lots. The corner will most likely be acquired for the road widening and that leaves a nearly undevelopable parcel behind. The Utah Transit Authority (UTA) parking lot is oversized with approximately 230 spaces. A recent study by UTA suggests they only



# SECTION 4: GUIDING PLAN CONCEPTS

need about 50 spaces. This creates some opportunities for incorporating the parking lot into development proposals. There are opportunities for new development with the large vacant property and possibly to incorporate the UTA parking lot into a shared parking concept. Significant changes are suggested in this SE quadrant, as follows:

Work with the owner of the vacant property to create a distinctive mixed use development that includes the following:

- Mixed housing types.
- Small office spaces.
- Explore creating a block of “Traditional Main Street” style development with retail/mixed uses to further provide a uniqueness to this quadrant.
- A road that connects 5600 West and 3500 South, of which a part becomes “Main Street”
- Use a grid-like pattern to help distribute traffic.
- An active plaza.
- A minimum of two story buildings for any portion of the property that fronts on 5600 West or 3500 South with height transitions to existing neighboring uses.
- Work with UTA to reconsider the use of the parking lot. Consider shared use schemes for parking or community open spaces, including a small parking structure. Consider a sale of a portion and/or relocation of the lot for development purposes, which may simply be a public plaza.
- Work to create a new unifying, streetscape that compliments the cross section on 5600 West to the north and reflects a consistent distinct theme for the town center.
- Create architectural theme standards to help assure a high level of design quality and a recognizable town center.

## ***Southwest Quadrant***

The Southwest Quadrant has very limited commercially zoned acreage (about 3 acres) and is bounded by single family homes. The homes to the west, could add another 3 acres and change the development potential of this quadrant. The commercial area contains a mix of small offices, service oriented businesses, restaurants, and a convenience store. The site has internal connections so that patrons do not need to re-access either 3500 South or 5600 West to navigate to different shops within this quadrant. The site is constrained by the adjacent single family homes and its small size. It is anticipated that the road widening will result in the loss of convenience store parking and/or the entire use, and the two houses on 3500 South, to the west. This again leaves awkward remainder parcels, as well as reduced access. If the homes on the cul-de-sac to the west are added to the center, greater flexibility and commercial potential can be achieved. Given these constraints, the following should be considered:

- Consider a study to determine if any of the driveway accesses could be eliminated or shared between adjacent uses.
- Work to create a new streetscape that compliments the cross section on 5600 West to the north, yet creates its own distinctiveness.
- Utilize the leftover parcels for beautification and/or an open space use.
- Reconsider this quadrant when more property becomes available to the west. Anticipated use would be commercial this near to the interchange.

## ***Northwest Quadrant***

The Northwest Quadrant has significant redevelopment potential. It is the largest of the 4 quadrants and is highly underutilized. The K-Mart is closing and the 80's strip mall has lost its competitive edge with all the new development to the north. The parking lot seems oversized and there is vacant land, just west of the current buildings. The UDOT

# SECTION 4: GUIDING PLAN CONCEPTS

road widening will impact access but a new traffic signal will be permitted across from Hunter Drive on 5600 West at about 3320 South. The buildings seem to have reached their useful life but two new uses, the VASA fitness center and the Salt Lake Community College have rehabilitated their buildings. Significant changes are suggested in this NW quadrant, as follows:

- Work with the property owners to preserve the valuable fitness center and education uses and to create a distinctive mixed use development that includes the following:
  - a. The two major uses and small office spaces.
  - b. Consider exploring creating one block of “Traditional Main Street” style development with retail/mixed uses.
  - c. A road that connects 5600 West and 3500 South from Hunter Drive, of which a part becomes “Main Street”.
  - d. Use a grid-like pattern to help distribute traffic.
  - e. An active plaza.
  - f. A minimum of two story buildings for any portion of the property that fronts on 56th or 35th.
- Work toward an expanded educational concept on the NW quadrant by attracting advanced education or technical schools to congregate at this location. Consider a campus type setting to provide greater educational opportunities to the west side.
- Explore the potential of the site and how it could add to the sense of community through an active public plaza.
- Work to create a new unifying streetscape that compliments the cross section on 5600 West to the north and reflects a consistent distinct theme for the town center.
- Create architectural theme standards to help assure a high level of design quality and a recognizable town center.

## FUTURE LAND USE MAP

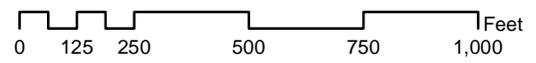
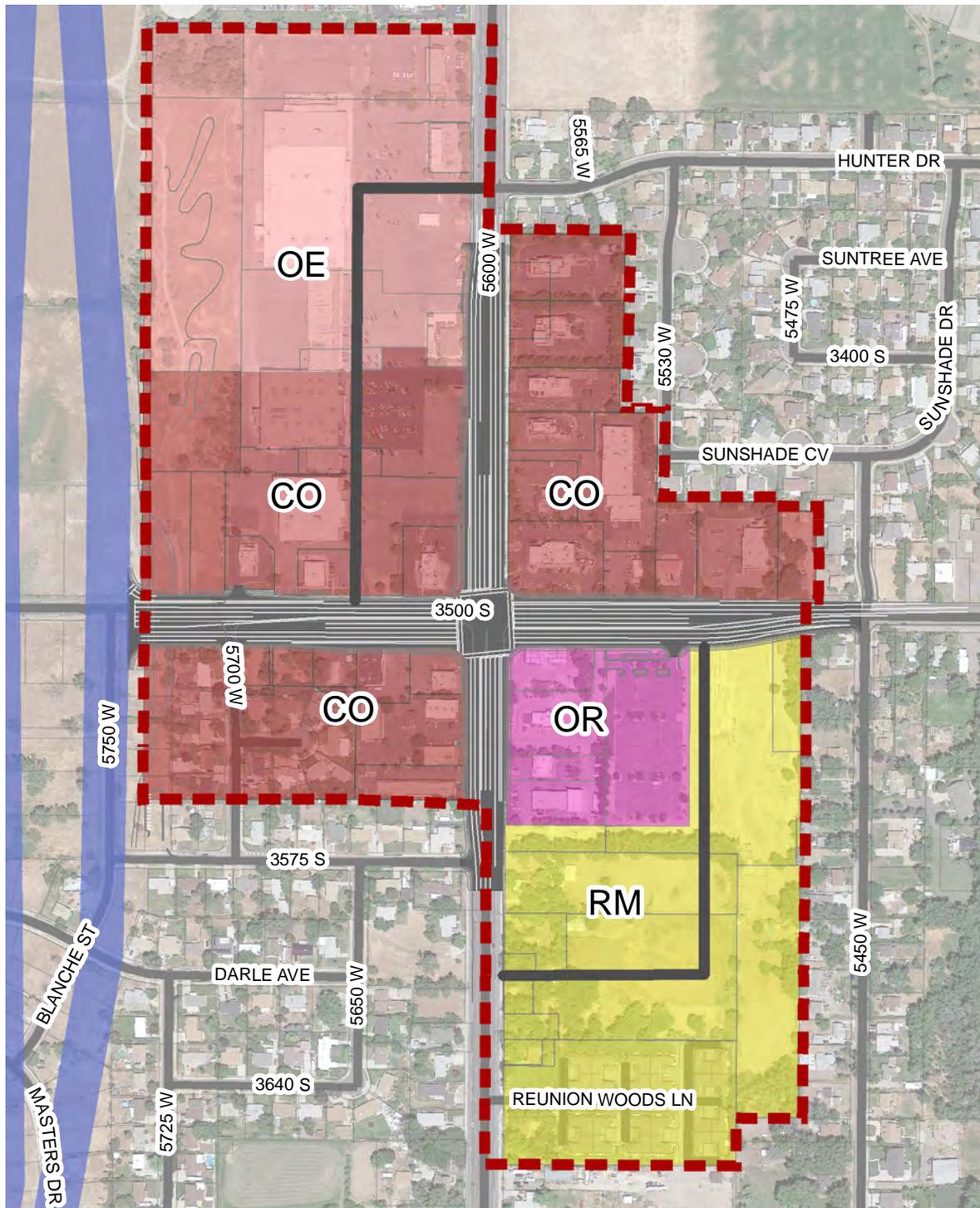
The future land use map is a hybrid of recommendations derived from the Market Study, the goals of the West Valley City General Plan, and the common sense application of planning and development principles. As a comparison, the Market Study suggests a mix of 20% retail, 17.5% office, 54.5% residential, and 8% public use (active plazas and parks). The future land use map uses a little different nomenclature, but suggests 38% primarily commercial use (that may include some office uses), 25% primarily office/educational use (that may include some retail use), an office retail mix district of about 8%, and primarily residential use at 29%.

Some of the contrast in the future land use map with the Market Study is due to the existing land uses. Little change is proposed for the NE corner which is in commercial use and as the future uses transition, areas nearer to the Mountain View/35th interchange will trend toward commercial use.

The future land use map also has a lower percentage of residential use due to the City’s higher percentages of medium to high density development and a corresponding General Plan goal of balancing the mixture of housing in the City. The newly completed residential project at the south end of the HTC along 5600 West is likely to last many decades. In addition, it is somewhat difficult to compare the map and the Market Study since the overall HTC concept anticipates mixed uses, as opposed to distinct zones of homogeneity.

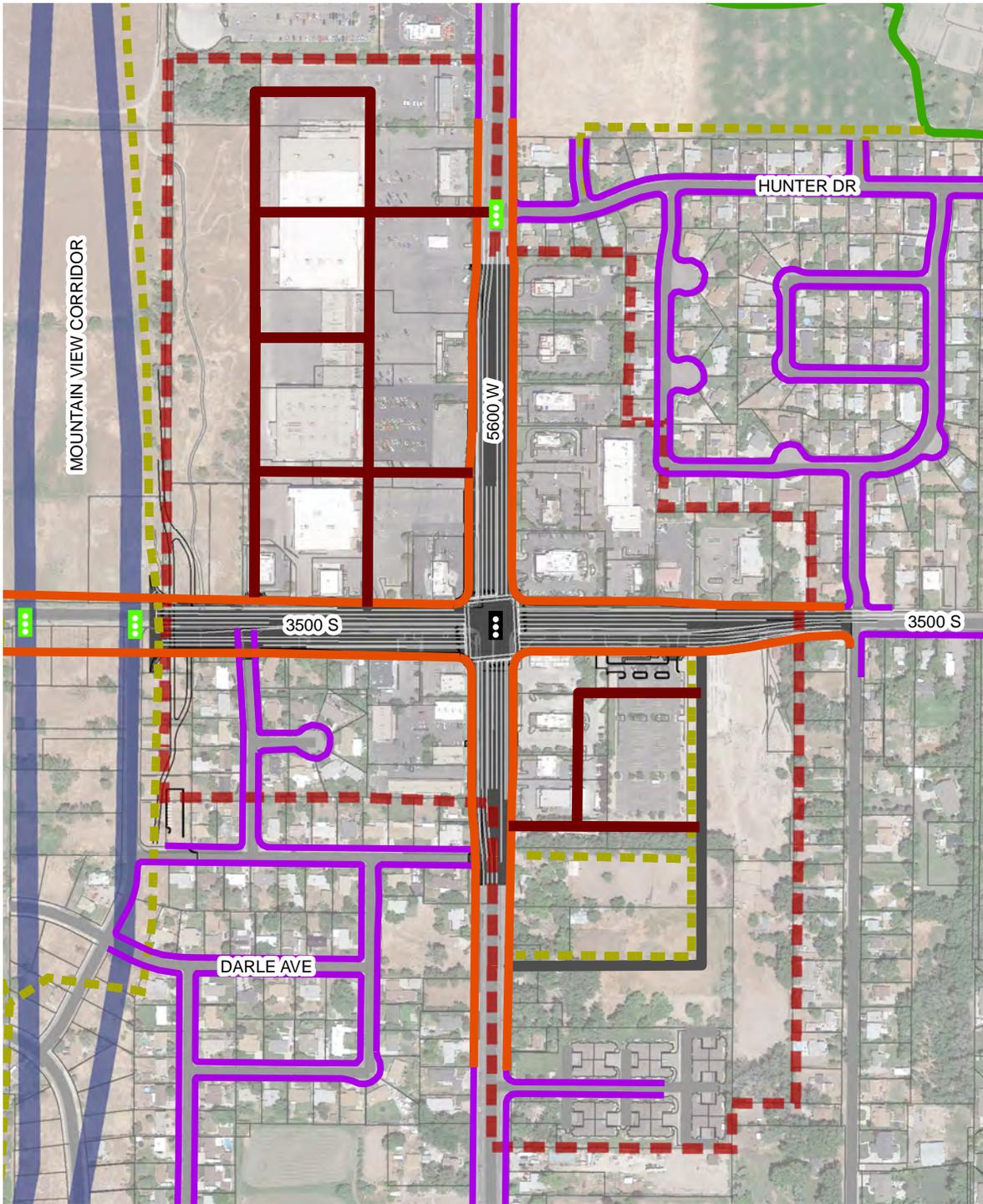
# SECTION 4: GUIDING PLAN CONCEPTS

## FUTURE LAND USES

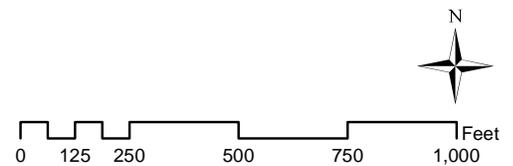


# SECTION 4: GUIDING PLAN CONCEPTS

## FUTURE CONNECTIVITY



- |  |                         |  |                    |  |                              |
|--|-------------------------|--|--------------------|--|------------------------------|
|  | Existing Traffic Signal |  | Proposed Trails    |  | Parcels                      |
|  | Future Traffic Signals  |  | Trails             |  | Mountain View Corridor Route |
|  | Private Street/Drive    |  | Hunter Town Center |  |                              |
|  | Improved Sidewalks      |  | Existing Streets   |  |                              |
|  | Sidewalks to Remain     |  | Proposed Streets   |  |                              |



# SECTION 4: GUIDING PLAN CONCEPTS

## Minimum Development Concept



# SECTION 4: GUIDING PLAN CONCEPTS

## Maximum Redevelopment Concept



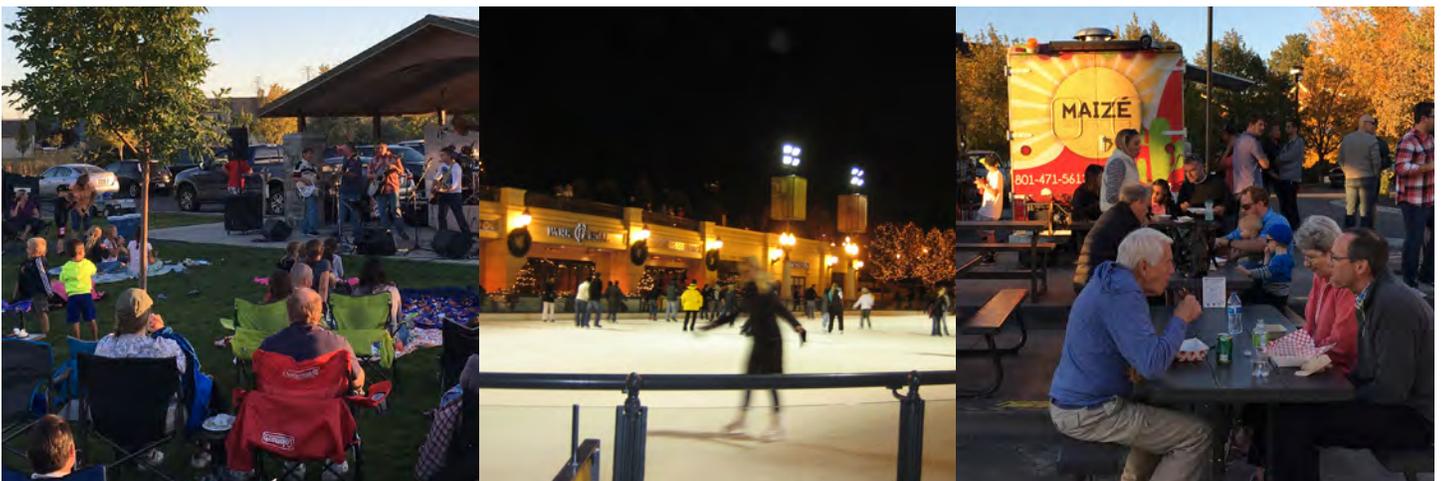


## Section 5: Place Making Principles

To shape the Hunter Town Center into a recognizable and functional place, the following principles are provided:

### Activity

It is recommended that the NW and SE quadrants include activity generating features. Possible features include: splash pad, ice rink (or combo), event space, farmer's market, food trucks, large video screen, small concert venue, an active park design, and/or temporary urban park spaces that change regularly (tactical urbanism). Such activities should be distributed between the two corners but more intensity is suggested for the NW corner due to potential conflicts with single family residential uses to the south and east of the SE corner. These nodes of activity are intended to attract visitors and compliment retail uses, as recommended by the market study.



# CHAPTER 5: PLACE MAKING PRINCIPLES



## Streets

The existing streets are controlled by UDOT so their design is a given. Where any (of which there are few) opportunities exist for median landscaping they should be promoted. The landscaped medians would most likely be on 3500 South both east and west of the intersection. The landscape theme should be low maintenance, low water consumption, but with green accents or stationary art.

## Public Realm

There are opportunities to consider a better sidewalk and park strip configuration but some of that will be a long-term project. It is suggested that the sidewalk be expanded to 6 to 8 feet wide and the park strip in the 8' to 10' range on 5600 West and 3500 South. Colored stamped concrete is preferred for the sidewalk and sufficient room for art and consistent recognizable street trees within the park strip are suggested. A hybrid xeriscape concept is suggested.

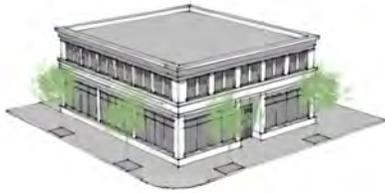
While the street environment can be improved visually, it is a very noisy, congested area. Any street furniture considered for this area should be removed as far as possible from the streets and possibly placed to the sides of buildings. Consider a different decorative street light and utility boxes painted via local artists, based on a theme to help brand the Center. Interior streets should prioritize the pedestrian over the automobile.



# CHAPTER 5: PLACE MAKING PRINCIPLES

## Buildings

New buildings should be built with minimal setbacks from the major streets and placed close to interior streets with allowances for pedestrian/patron access. A maximum ten foot setback should be considered and minimum heights of two stories. Buildings types should be sought such as the Storefront, Corner Buildings, and Townhomes (see labeled pictures below). Taller buildings near the major streets are an essential part of this town center and will distinguish the intersection from other commercial areas to the north and east along 3500 South. Residential uses should include front doors that face the street with garages located to the rear (see examples below).



Storefront Building Example



Corner Building Example



# CHAPTER 5: PLACE MAKING PRINCIPLES

## Open Space/Parks

Development within the quadrants should contribute to the creation of the plazas, envisioned under the place making activities. As much as possible these spaces should provide activities, but also a quiet experience for residents/workers when not in use. Public plazas are proposed to offer active, recognizable, signature public spaces. It is also proposed that where residential uses are built, public/private pocket parks should be required to compliment the central public plazas. The primary purpose of the pocket park is to serve the immediate residents open space needs that may not be satisfied by the central public plazas. The private pocket park should be built and managed by the developer.

The creation of a system may be warranted where the land uses help foster the development of the central plazas, since all uses will benefit from the activities and patrons using the plazas.



## Landscaping

Landscaping can contribute to the uniqueness of the area. A xeriscape philosophy is encouraged with the potential to handle storm water run-off from roofs and parking lots. The possibility of springs being uncovered and daylighted in the SE quadrant has been raised in the past and could provide a unique feature within the landscaped and plaza areas. Since, public plazas are suggested, developments should provide at least 15% landscaped areas with an emphasis on the usability of some of those areas. Landscape percentages could be traded for plaza improvements, as alluded to above. Landscape quality standards and the potential for a theme should be built into the new ordinances.



# CHAPTER 5: PLACE MAKING PRINCIPLES



## Parking

Minimal parking standards should be developed to encourage transit use. Shared parking will be an important system to assure the plaza patronage can be accommodated. Lower, down lighting and fixtures, setback at least 20' from the public realm are suggested. Parking lots, designed with islands or bio-swales to handle storm water should be required. Islands large enough to accommodate larger trees are also suggested with a minimum width of 8 to 10 feet. The oversized UTA parking lot should be explored to become more of a community space, possibly including a multi-purpose parking garage.

Some existing parking lots do not have drive aisle connections to adjacent parking lots. Parking lots should connect to each other to avoid the need to use the major streets to access an adjacent use. It is also proposed that in new parking lots sidewalks be planned and built to allow for pedestrian connectivity within the quadrants and to adjacent development.

## Signs

To brand the Hunter Town Center and let residents know they're in a unique center, entry signs should be placed at all four project entry locations on 3500 South and 5600 West. Along the major streets, smaller low-profile signs and signs on the buildings are recommended. Neon on the buildings is suggested to help foster the creative image. On the interior streets, projecting signs that tell what products are being sold, as opposed to the name of the business are recommended. No pole signs should be allowed (including billboards).



# CHAPTER 5: PLACE MAKING PRINCIPLES



## Uses

General retail (limited use size), service retail, office, multi-family residential, sit down restaurants, and education/institutional uses are suggested. A list of prohibited uses is recommended. The uses in the NW and SE quadrants should demonstrate a higher design quality and function that is less focused on the automobile and favors the pedestrian. Automobile oriented business would detract from the distinctiveness that these quadrants could embody, if designed appropriately.