



# FAIRBOURNE

STATION  
VISION

Fairbourne Station will be a recognizable town center combining civic services, public open space, high density housing, retail, hospitality, and office space in a premier transit oriented development. Fairbourne Station will be a destination where people will want to live, work, visit, linger, and experience.



Adopted as City Center Vision 12/21/2004  
Updated as Fairbourne Station Vision 9/11/2012

## WHAT IS THE FAIRBOURNE STATION VISION?

The Fairbourne Station Vision is a small area plan that serves as a long range policy document to guide future land use decisions. The West Valley City General Plan: Vision West 2030 document provides a long term vision for the City's future, laying out broad goals and recommendations to aid in future decision making regarding housing, employment, recreation, transportation, and land use. Likewise, the Fairbourne Station Vision provides a guiding document for this area of special importance to the City. This document serves as an update to the original small area plan, the City Center Vision, adopted in 2004.

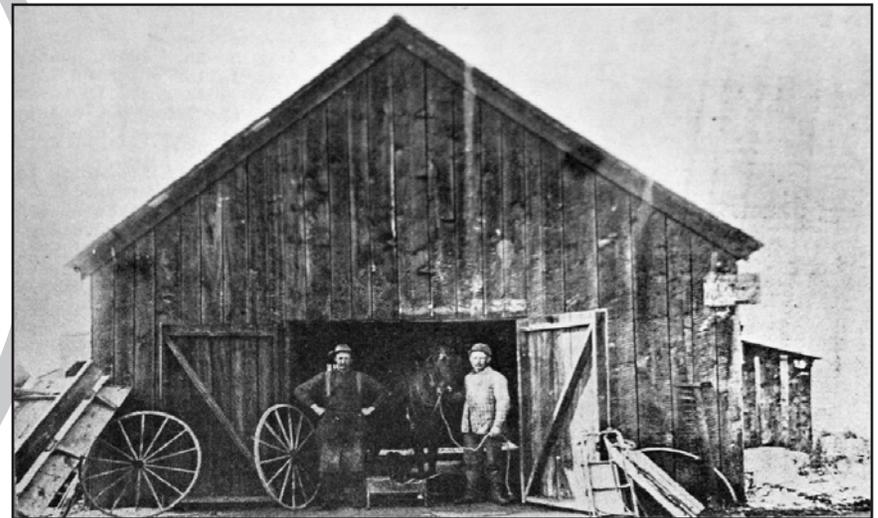
## AREA HISTORY

The area around 3500 South and Constitution Boulevard has traditionally been a commercial area with grocery stores, banks, department stores, and some of the area's first sit down restaurants. Valley Fair Mall was constructed in the early 1970s and enjoyed success in part due to visibility from I-215 and easy access. Although the area redeveloped somewhat in the 1990's, mall patronage later declined and residential and commercial growth stagnated.

The City Center Redevelopment Project area was created in 2004, encompassing a large area surrounding City Hall and the Valley Fair Mall. In 2006, Granger Elementary was relocated and Mall redevelopment began in earnest. The pace of redevelopment has been rapid in more recent years, with land acquisition, design of public open space elements, and the construction of individual elements of the original City Center Vision. As major components of West Valley's City Center transformed from ideas to reality on the ground, thoughts turned to a name befitting the grand scale of the project.

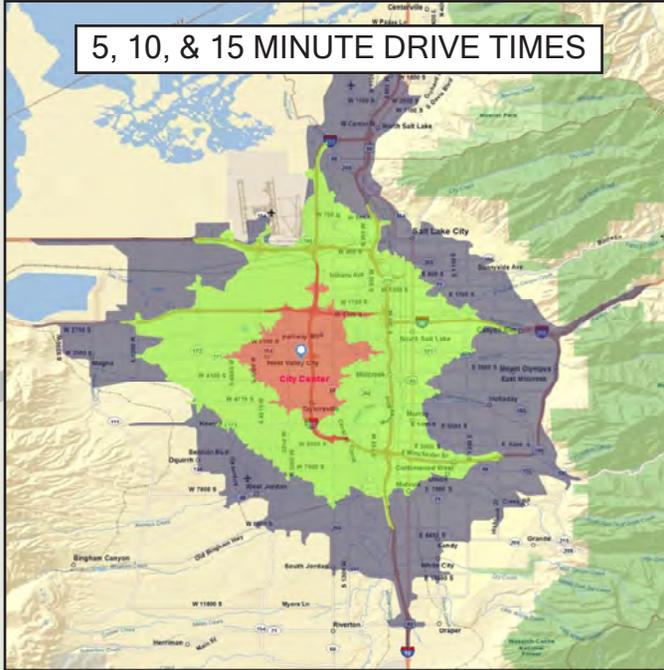
One hundred fifty years ago, Joseph Fairbourne's weigh station was the first stop for outlying settlers on their way to market their produce. Fairbourne's corner became the birthplace of commerce on the west side of the Salt Lake Valley, a hub in the regional transportation network, and a crossroads for people of diverse nationalities who convened there to market, to worship, and to work together to build the community that would become West Valley City.

Fairbourne Station was selected as the name for the area formerly referred to as City Center in order to honor its history as the community's traditional gathering place, and to honor the spirit of everyday citizens past and present who created the community's legacy of unity, pride and progress.

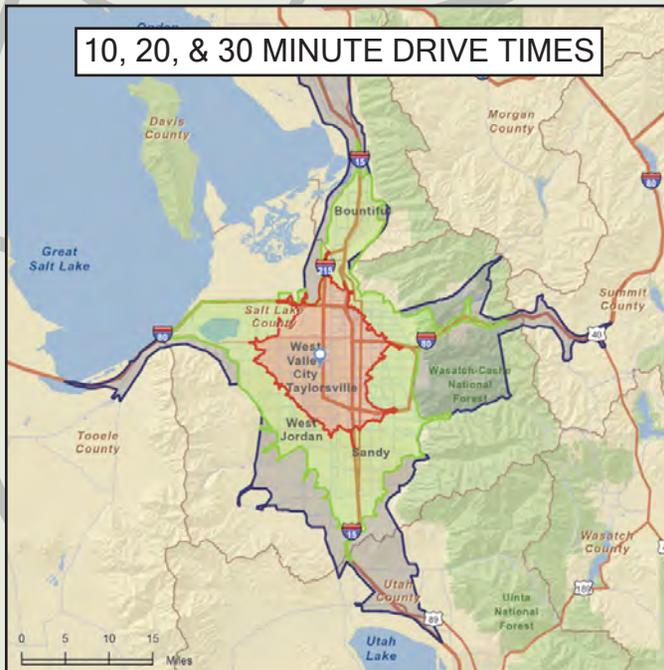


*Joseph Watson Fairbourne and Frederick Neilsen at Fairbourne's blacksmith shop.*

### 5, 10, & 15 MINUTE DRIVE TIMES



### 10, 20, & 30 MINUTE DRIVE TIMES



## FAIRBOURNE STATION LOCATION AND AREA AMENITIES

- Central valley location
- Visible from I-215 with 96,660 vehicles a day and from 3500 South with 46,165 vehicles a day
- 5 minutes or less to four freeways: I-215, I-15, I-80, and SR-201
- 10 minutes to downtown Salt Lake City and to the Salt Lake City International Airport
- Well connected to transit system that serves over 2 million people
- Served by light rail connections to the Salt Lake City International Airport and downtown Salt Lake City
- Served by UTA bus rapid transit (BRT) and 9 local bus routes
- 746,000 people within a 15 minute drive
- 1,236,000 people within a 30 minute drive
- Valley Fair Mall with 1,000,000 square feet of retail and over \$300,000,000 in annual sales

## ENVISIONING “CITY CENTER”

The idea of creating a downtown for West Valley City has been a consistent theme since the City’s incorporation and was a stated goal in the City’s first General Plan in 1984. The construction of City Hall in 1987-90 was intended to provide a civic anchor for what would become a vibrant central business district and community town center. In 1997 the American Institute of Architects Regional/Urban Design Assistance Team (R/UDAT) suggested that City leadership and citizens work together to more clearly define what would constitute a downtown for West Valley City and what physical form it might take. One specific R/UDAT suggestion was to create a series of town centers, including one around the mall focusing on retail, government, and transit.

In 2003, Envision Utah and Cooper Roberts Simonsen & Associates conducted a series of public meetings with West Valley City residents to explore potential future land use scenarios for City Center. The citizen-preferred land use scenario for City Center that emerged from this process included:

- **A mix of land uses, including civic functions, a range of housing types, diverse shopping choices, public landmarks and art, public plazas, increased employment and entertainment opportunities, and restaurants/cafes with outdoor seating.**
- **A strong transit focus, including light rail, bus rapid transit, local bus and an intermodal hub.**
- **More intense land uses to create a unique, diverse town center with a strong sense of place.**

These desires and goals were written into the original City Center Vision, adopted in 2004.

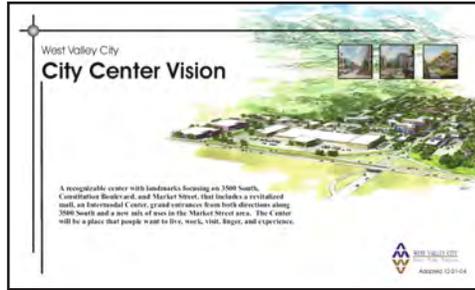
## BUILDING FAIRBOURNE STATION

Since the adoption of the original City Center Vision, rapid progress has been made in achieving the vision of creating a downtown for West Valley City. The creation of the City Center Redevelopment Area in 2004 enabled the first major project to begin: the renovation of Valley Fair Mall in 2006. In 2008, the Redevelopment Agency began acquiring land to make way for the construction of the various components of the vision. In 2010, MXD Development Strategists was commissioned to perform a market analysis to determine the amount of retail, office, and multi-family development that could be supported in the area, and also to recommend land use strategies and timing for development. During the same time frame, an independent market analysis was conducted by ICO Management, the City’s residential development partner, which corroborated the results of the first analysis.

Significant transportation infrastructure investments by the Utah Department of Transportation (UDOT) and the Utah Transit Authority (UTA) began in 2008. Bus rapid transit (BRT) service featuring dedicated center lanes and loading platforms on 3500 South began in 2010, and the West Valley TRAX light rail line opened in 2011. This TRAX line currently provides direct service to downtown Salt Lake City and a connection to the University of Utah. By 2013, the West Valley City TRAX line (UTA’s Green Line) will provide direct service to the Salt Lake City International Airport.

In 2010, GSBS Architects was selected as the master designer for Fairbourne Station and the central Promenade feature, a four acre linear park with design cues that reference Fairbourne area history. Stanley Consultants was chosen to design the Plaza, which will connect the TRAX station, intermodal hub, and Promenade. The Plaza will provide a community landmark and gathering space that will define Fairbourne Station. Groundbreaking for both occurred in summer 2011, and the Plaza and Phase 1 of the Promenade will be completed in 2012.

As of 2012, many of the goals and action items of the original City Center Vision have been achieved or are in process. The Fairbourne Station Vision will provide a new set of guiding principles to ensure that West Valley City’s vision of creating the premier mixed use transit oriented development (TOD) project in Utah continues to be achieved.



- City Center Vision small area plan adopted
- City Center redevelopment project area created
- Costco Completed
- Church demolished to make way for UTA Park & Ride lot
- First building built to City Center zone standards
- 3500 South widening project continues
- TRAX light rail construction (2011 completion)
- Valley Fair Mall Phase 1 construction (2010 completion)
- Intermodal hub & Plaza construction (2010 completion)

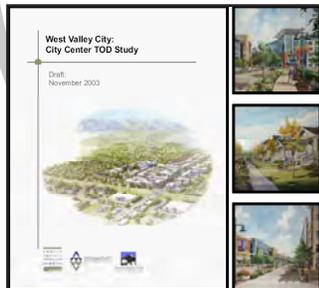
2003    2004    2006    2007    2008    2009    2010

- City Center TOD study completed

- City Center zone adopted
- Granger Elementary demolished to make way for Costco

- 3500 South reconstruction between 2700 West and Bangerter Highway begins (2010 completion)
- UTA opens BRT service on 3500 South
- Mall Phase 1 demolition
- UTA Park & Ride lot construction

- 3500 South reconstruction with dedicated BRT lanes and center platforms completed
- Intermodal hub & Plaza completed
- Valley Fair Mall Phase 2 construction on west side of Mall (2011 completion)
- Selection of development partners West Valley Lodging Initiatives (WVLI), Hines, and ICO Management
- MXD Development Strategists market study
- Design competition and selection of master designer GSBS for overall concept plan and Promenade design
- Selection of Stanley Consultants for Plaza design





- West Valley Central light rail station completed and TRAX Green Line service begins
- Planning Commission approves conditional use for ICO apartments
- Embassy Suites Hotel groundbreaking (2012 completion)
- Plaza groundbreaking (2012 completion)
- Promenade groundbreaking (Phase 1 2012 completion)
- 2400 West construction (2012 completion)
- Demolition and site preparation for Embassy Suites Hotel, ICO residences, and Promenade

## 2011

## 2012

- I-215 interchange at 3500 South rebuilt and reconfigured with new 2400 West frontage road and improved access to Valley Fair Mall
- Plaza & Promenade Phase 1 completion
- Embassy Suites Hotel completion
- Megaplex Theatre at Valley Fair Mall completion
- Valley Fair Mall interior remodel





## DEVELOPMENT OBJECTIVES:

- Create a new mixed use urban center including a combination of 200,000 square feet of new retail and 200,000 to 400,000 square feet of office space
- Add 1,000 dwellings with a variety of housing types and prices to create an urban environment and to help support area retail
- Create a varied and unique built environment reflecting excellence in architecture, landscaping, and design
- Build new streets to improve circulation and provide access to new development
- Facilitate the redevelopment of aging residential and commercial developments
- Complete the Promenade to provide a centralized public open space
- Consolidate civic uses into one civic block
- Increase property values within and around Fairbourne Station

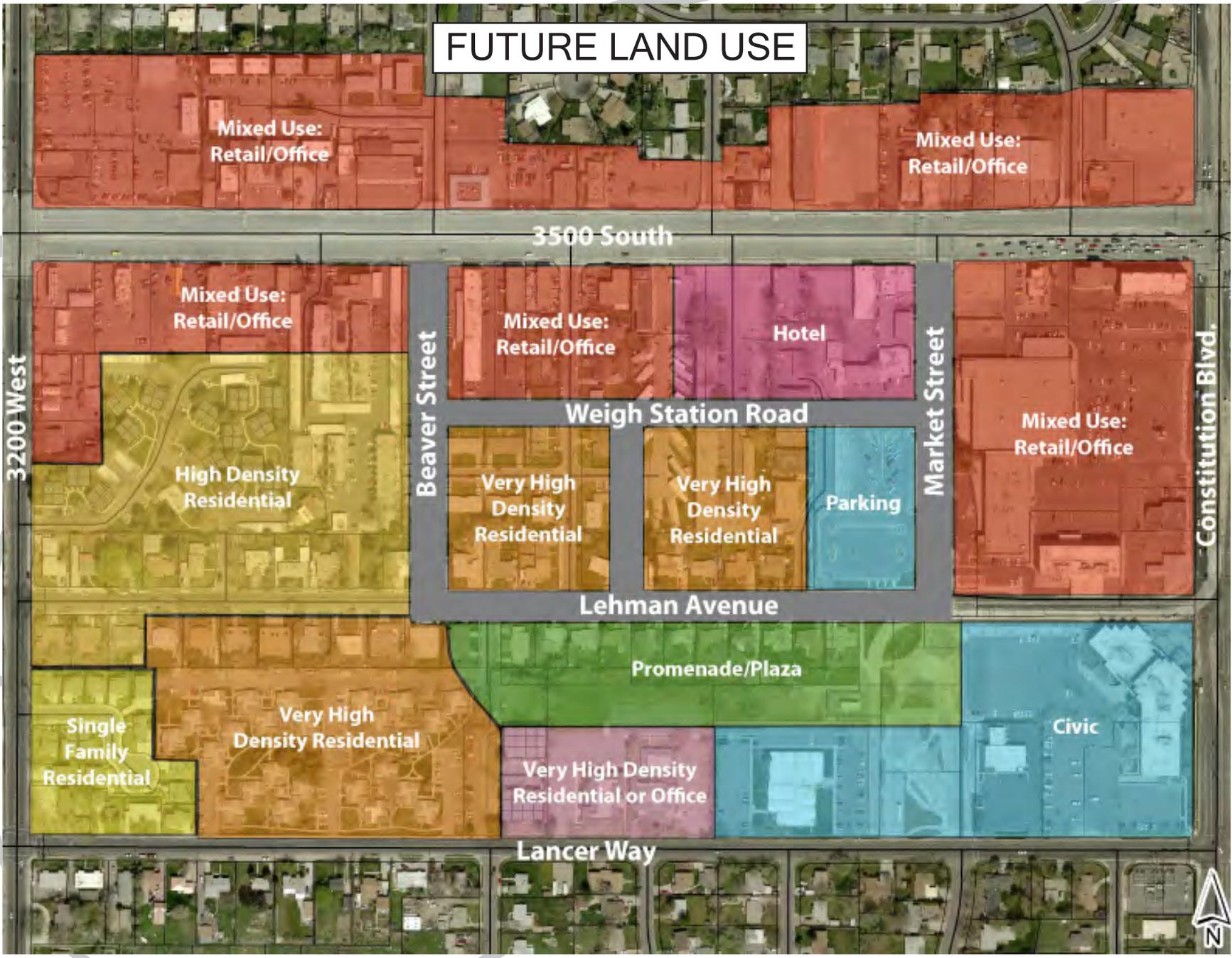
## TRANSIT ORIENTED DEVELOPMENT PRINCIPLES:

- Compact, human scale development
- Buildings oriented toward streets and sidewalks
- Connected public spaces
- Interconnected street grid with smaller blocks
- Pedestrian emphasis and walkable development
- Minimized need for automobile use and traffic calming
- Increased mobility using all modes of transit
- Complimentary mixed land uses: residential, office, retail, restaurant, entertainment, hospitality

## PARTNERS:

- DRH Company - Land acquisition assistance and development consulting
- Great Basin Engineering - Surveying and road and infrastructure design
- GSBS Architects - Master designer for Fairbourne Station, and designer of and construction consultant for the Promenade
- Hines - World class office development and leasing firm
- ICO Management - Site demolition and builder of first major residential component of Fairbourne, a 225 unit Class A apartment development
- MXD Development Strategists - Market analysis and strategic land use consulting
- Stanley Consultants - Designer of the Plaza, the public space linking the TRAX station, intermodal hub and Promenade

# FUTURE LAND USE



## 3500 SOUTH - 2700 West to 3200 West

### VISION:

A predominantly commercial street providing primary access to Fairbourne Station with attractive pedestrian accommodations. Travelers on 3500 South should know by the scale and placement of buildings and the streetscape along this section of 3500 South that they have arrived at Fairbourne Station.

### GOALS:

- Redevelop aging commercial and allow a mix of uses with good urban form on the north side of 3500 South
- Improve the appearance and pedestrian appeal of the street through landscaping, wide sidewalks, inviting storefronts, and vertical, architecturally interesting buildings placed near the roadway on both sides
- Decrease visual clutter and create better urban form
- Consolidate driveways by encouraging shared access and parking
- Create vertical architectural elements, especially at Constitution and 3200 West corners
- Create uniqueness and distinction along this section of 3500 South through building height, placement, and design

### ISSUES:

- Visually and functionally connecting the north and south sides of 3500 South
- Bringing good urban form to existing and future commercial, especially on the north side of 3500 South
- Width of 3500 South discourages pedestrian crossing
- Traffic congestion and left turn demands
- Through traffic versus local shopping traffic
- Traffic capacity engineering versus pedestrian function and street aesthetics
- Current uses versus a greater mix of uses





## CONSTITUTION BOULEVARD - North side of 3500 South to Lancer Way

### VISION:

A commercial street linking Fairbourne Station with the Valley Fair Mall, which also provides secondary access to Fairbourne Station. Buildings on Constitution Boulevard should align with the light rail turn and create a focal point. Vertical architectural elements should be introduced near street corners. As with 3500 South, travelers on 2700 West should know by the scale and placement of buildings and the streetscape along this section of 2700 West that they have arrived at Fairbourne Station.

### GOALS:

- Work with existing businesses to transition toward a greater intensity and diversity of uses
- Create a streetscape with a unique character to define the eastern edge of Fairbourne Station
- Bring buildings to the street, and create height and architectural interest
- Create better pedestrian links to the Valley Fair Mall
- Improve the pedestrian connection north of City Hall between 2700 West and Market Street with markers, architectural cues, or other elements that guide pedestrians past City Hall to the Plaza and Promenade
- Create a City landmark building with the office development

### ISSUES:

- Pedestrian connections across 2700 West at 3500 South and Lehman Avenue
- Pedestrian flow past City Hall from the Mall to the Plaza, intermodal hub, and Promenade area
- Visual, architectural, and thematic continuity between the Mall and office/retail block

## MARKET STREET - 3500 South to Lehman Avenue

### VISION:

A commercial street and one of the primary vehicular entrances to Fairbourne Station, Market Street will also be a major pedestrian link for residents, hotel guests, office workers, retail customers, and transit riders. As such, Market Street should be defined by buildings oriented to the street, with vertical elements and generous pedestrian accommodations. A greater mix of uses should be encouraged to create and maintain street level interest and a sense of arrival.

### GOALS:

- Work with existing business and land owners to transition toward a greater intensity and diversity of uses
- Create a strong sense of arrival for vehicular traffic entering from 3500 South
- Build structured parking at the corner of Market Street and Lehman Avenue
- Encourage leasable ground level retail, restaurant, or vendor space in the parking structure and any large buildings on the office block that front Market Street
- If leasable ground floor space in a future office building is not viable, encourage seating areas, mini-plazas with vendor space, or enhanced landscaping elsewhere along the street

### ISSUES:

- Balancing necessary land uses with desired street character
- Balancing vehicular and pedestrian circulation
- Parking structure function and aesthetics and pedestrian experience
- First floor retail versus market demand
- Streetscape integration of potentially large, imposing buildings and structures



## WEIGH STATION ROAD - Beaver Street to Market Street

### VISION:

As a critical east-west vehicular traffic circulator for residents, hotel guests, and visitors to Fairbourne Station, this road must make an effective bridge between the vertical streetscape presented by planned residential development on the south and the more buffered streetscape presented by the hotel and mixed-use area on the north.

### GOALS:

- Strike a functional and aesthetic balance between the strong vertical nature of planned residential development and other less vertical development with buildings oriented toward 3500 South
- Create an inviting pedestrian alternative to the Promenade
- Expand the street network by connecting to Beaver Street

### ISSUES:

- Creating a coherent streetscape despite large buildings with divergent setbacks and street orientations
- Balancing vehicular and pedestrian circulation
- Parking structure aesthetics and pedestrian experience
- Assemblage of land





## LEHMAN AVENUE - Market Street to 3200 West

### VISION:

A predominantly residential street with strong visual and pedestrian connections to the Promenade and intermodal transit center. Higher density residential development, architectural excellence, new housing types, and a possible institutional use will define the character of the street.

### GOALS:

- Promote quality high density residential use, including stacked flats and row style housing to the west
- Expand the street network and connect to the extension of Beaver Street
- Complete the Promenade
- Create a pedestrian friendly streetscape for the entire length of Lehman Avenue

### ISSUES:

- Assemblage of land
- Designing for density
- Redevelopment of existing residential at the west end of Lehman Avenue
- Connecting to 3200 West or stopping at Beaver Street
- Residential or institutional use west of Beaver Street

## LANCER WAY - Constitution Boulevard to 3200 West

### VISION:

Lancer Way should define the southern edge of Fairbourne Station, serving as a transition between higher density uses on the north and single family neighborhoods on the south. Lancer Way should function as a pedestrian link to the intermodal hub, light rail station, and enhanced Salt Lake County Library for residents in surrounding neighborhoods. Land uses should include residential and office, with consolidation of civic services at the corner of Constitution Boulevard.

### GOALS:

- Promote high-density residential uses and new housing types
- Expand the Fairbourne street network by connecting to the new extension of Beaver Street
- Improve pedestrian connections to the intermodal hub, creating a consistent and improved streetscape for the length of the street
- Create a streetscape with a unique character to define the southern edge of Fairbourne Station
- Improve/redevelop County housing
- Improve the County Library

### ISSUES:

- Traffic generated by Fairbourne Station at intersections
- Transition between existing single family neighborhoods south of Lancer to newer, more dense development within Fairbourne
- Aging County housing
- Some Lancer Way properties are not within the City Center RDA, limiting redevelopment tools





## 3200 WEST - 3500 South to Lancer Way

### VISION:

3200 West should define the western edge of Fairbourne Station, serving as a transition between higher density uses on the east and single family neighborhoods to the west. The corner of 3500 South and 3200 West should mark the transition to mixed uses and distinctive architecture.

### GOALS:

- Promote medium to high density residential uses, new housing types, and distinctive architecture
- Improve pedestrian access and connection to the intermodal hub
- Enhance the streetscape with better landscaping and pedestrian amenities
- Extend City Center zone to encompass the corner of 3500 South
- Create a definable western edge for Fairbourne
- Redevelop aging commercial development and encourage good urban form

### ISSUES:

- Traffic generated by Fairbourne at intersections
- Transition of uses from newer, denser development to single family neighborhoods to the west
- Not all portions of the street are within the City Center RDA, limiting redevelopment tools
- Aging commercial along 3200 West



## BEAVER STREET - 3500 South to Lancer Way

### VISION:

As an essential vehicular access to Fairbourne Station, Beaver Street should effectively move high volumes of traffic while still being inviting to pedestrians. Connections at 3500 South and Lancer Way will facilitate north-south traffic flow. Beaver Street will serve as a transition from higher intensity uses on the east to lower intensity uses to the west.

### GOALS:

- Create an attractive street that effectively moves traffic and pedestrians
- Complete the Promenade
- Complete the street network with a new intersection and traffic signal at 3500 South and an intersection at Lancer Way
- Coordinate with UTA for a potential BRT station on 3500 South
- Develop streetscape and building standards
- Extend the City Center zone
- Rename the section of street south of 3500 South to a name that references Fairbourne Station history

### ISSUES:

- Obtaining UDOT approval for new traffic signal on 3500 South
- Balancing traffic volume, pedestrian experience, and safety
- Assemblage of land
- Transition between new development on the east to older development that might remain on the west
- Connecting to Lancer Way
- Residential or institutional use



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