Grand Boulevards Corridor Plan
Stakeholders

- Natalie Gochnour, Salt Lake Chamber
- Jason Mathis, Salt Lake Downtown Alliance
- Jesse Dean, Salt Lake Downtown Alliance
- Dale Carpenter, Salt Lake County
- Alan Matheson, Jr., State of Utah
- Jason Davis, UDOT
- Alene Bentley, Rocky Mountain Power
- Clint Ensign, The Sinclair Companies
- Dewey Reagan, Reagan Outdoor Advertising
- Taz Biesinger, Reagan Outdoor Advertising
- Jeff Young, YESCO
- Jared Johnson, YESCO
- Scott Beck, CVB
- Robin Hutcheson, Salt Lake Transportation
- Wilf Sommerkorn, Salt Lake Planning Division
- Doug Dansie, Salt Lake Planning Division
- Scott Evans, Salt Lake Antiques
- Jon Nepstad, Fehr & Peers
- Kort Utley, RDA
- DJ Baxter, RDA

Guided by DesignWorkshop

Grand Boulevard Concept Originated from Downtown Rising
Stakeholder Vision

- Establish a great first impression of our Capital City.
- Create a vibrant corridor that creates strong financial/economic activity
- Create an emotional connection/reaction of visitor with the city and state
- Grand boulevards function effectively as a transportation corridor to Downtown
BACKGROUND

• Downtown Rising identified the need to beautify and add economic value to the “Grand Boulevards”
• State Highway: 5th South/6th South: I-15 to State Street
• Length: Approximately one mile
• I-15 improvements exposed industrial segments of downtown
• Most new visitors to Salt Lake City use this corridor
• Corridor gives poor first image of our Capital City
• No segment in the corridor under an RDA
Stakeholder Assessment

How would you currently rate the appearance of 600 South?

- Very Good or Good: 0%
- Poor or Very Poor: 82%

How would you currently rate the appearance of 500 South?

- Very Good or Good: 0%
- Poor or Very Poor: 75%
Stakeholder Discussion Topics to Improve the Grand Boulevards

• Land Use Vision: Research Park
• Billboards
• Electric Power Lines
• Landscaping
• Grand Boulevard (Street) Alternatives
• Monumentation
Land Use Vision: Research Park
Billboards

30 billboards in a four block range
Billboard Dynamics

- 46,000 vehicles a day on 6th South: Billboards economically important to owners
- Billboards often carry public service messages
- Billboard companies willing to repair, update, improve billboard appearance
- Future: Electronic billboards
- Alternatives
  - Allow owners to improve billboards
  - Create a billboard district or zone
  - Relocate some billboards from 6th to 5th South
  - Allow billboards electrification with a reduction in the number of billboards
Billboard Conclusions / Options

• Billboards should be accommodated and modifications allowed including installations of digital billboards

• Billboard reduction desired by many stakeholders

• Billboard owners should receive value for value (relocation, reduction, electrification, etc.)

• Billboard owners likely to participate if the process leads to an improvement of current situation
Power Lines

- Rocky Mountain Power primary responsibility is providing electrification to residents
- Tall electric power lines on 6th South are major transmission lines
- RMP not enabled to pass costs of undergrounding power along 6th South to ratepayers
- Undergrounding power is possible but expensive
- Electric power is undergrounded for much of the core of Downtown
- Cost estimate to underground power for the Grand Boulevards: $20 million (+ or -)
Grand Boulevard (Street) Alternatives

Existing Right-of-Way
Grand Boulevard (Street) Alternatives

• More detailed transportation studies are needed to determine the feasibility of street alternatives

• Current and future traffic loads on the Grand Boulevards will dictate street alternatives
Monumentation

• Establish a sense of arrival and welcome into the City

• Communicate city/state story and values

• Large and small monumentation—entering and leaving the City
Alternative 2 - Granite
THE DESERT SHALL REJOICE
AND BLOSSOM AS THE ROSE
--The Holy Bible, Isaiah 35:1

MAKE A CAREER OF HUMANITY
--Martin Luther King, Jr.

THE FOUNDATION OF EVERY STATE
IS THE EDUCATION OF ITS YOUTH
--Dionysius

The University of Utah * Brigham Young University
Utah State University * Weber State University
Westminster College * Salt Lake Community College
Utah Valley University * Southern Utah University
Western Governors University * Snow College * Dixie State University
LDS Business College * Utah College of Applied Technology
LIGHT THE FIRE WITHIN
XIX OLYMPIC WINTER GAMES
SALT LAKE 2002

THE NOBLEST MOTIVE IS THE PUBLIC GOOD
--Virgil

The United Way
Catholic Community Services * LDS Welfare Square
Shriners Hospital * Primary Children’s Hospital * Veterans Hospital
The Huntsman Cancer Institute
LDS Humanitarian Center * Salvation Army

NATURE IS THE ART OF GOD
--Sir Thomas Browne

Zions National Park * Arches National Park * Canyonlands National Park
Capitol Reed National Park * Bryce Canyon National Park
The Great Basin * Wasatch Range * Colorado Plateau
Improved Signage / Wayfinding
Conclusion

• The Grand Boulevard vision enjoys broad support
• Work done thus far represents initial visioning—no decisions have been made
• This project needs a public/private framework with a clear vision that defines shareholder roles
• Corridor needs the financial and shareholder participation of the City, County, State, and private entities.
• The Grand Boulevards provides a tremendous opportunity to improve the image of the City/State, boost economic activity and land values.
• Need to act now—waiting will make it more difficult and expensive to influence the appearance and opportunities of the corridor
• We hope the interim committee will involve Grand Boulevard presentations at committee meetings during the interim